

## CAMPBELTOWN TO ARDROSSAN FERRY SERVICE

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### 1.0 EXECUTIVE SUMMARY

The third year of a pilot ferry service between Campbeltown and Ardrossan is about to commence. The main purpose of this report is to outline the findings of the surveys taken during the pilot's second year. Transport Scotland will evaluate the findings of all three years of the pilot before making a recommendation as to whether or not the service will be extended beyond the pilot's three year period.

This evaluation will seek to assess the extent to which the pilot service has met its objectives:

- To provide a boost to the Campbeltown economy and develop Campbeltown as an attractive place to visit, work and do business.
- To enhance the transport choices and links for local people and businesses in the Kintyre peninsula.
- To increase visitors to Campbeltown and the Kintyre peninsula and support existing tourism markets and develop new opportunities.

Studies conducted by Vector research shows that the service is more popular with Campbeltown and South Kintyre residents than it is with residents of Ardrossan, Saltcoats and Stevenston. Out of the households in Campbeltown and South Kintyre, 99% reported an awareness of the pilot service and 42% reported using the service. In the Three Towns 56.4% reported awareness and only 3% reported using the service. Over 40% of businesses in Campbeltown report an increase in turnover during the period, whereas just over a quarter of businesses in Ardrossan reported a similar increase.

Transport Scotland will examine all 3 years of the pilot scheme before coming to any conclusion whether or not to recommend the extension of the ferry service into future years.

## **2.0 INTRODUCTION**

2.1 The Campbeltown to Ardrossan ferry service which runs from May to September is entering its third and final year of a pilot study that has been running since 2013. Transport Scotland will undertake an evaluation of the service during this year, looking at all three years of the pilot, reporting on the viability of the continuation of the service beyond 2015.

## **3.0 RECOMMENDATIONS**

3.1 That the Area Committee notes the report.

## **4.0 DETAIL**

4.1 Vector Research in association with JMP Consultants, have been commissioned by Transport Scotland to undertake an evaluation of the Campbeltown to Ardrossan pilot ferry service which runs from May to September on a Thursday to Sunday inclusive between 2013 and 2015. The evaluation will seek to assess the extent to which the pilot service has met its objectives:

- To provide a boost to the Campbeltown economy and develop Campbeltown as an attractive place to visit, work and do business.
- To enhance the transport choices and links for local people and businesses in the Kintyre peninsula.
- To increase visitors to Campbeltown and the Kintyre peninsula and support existing tourism markets and develop new opportunities.

4.2 Passenger and vehicle returns for the ferry service in 2013 and 2014 show a fairly constant trend. 7484 passengers and 1226 vehicles used the ferry in 2013, with 106 sailings averaging 70.6 passengers and 11.6 vehicles. In 2014, 6666 passengers and 1124 vehicles used the service, averaging 67.3 passengers and 11.5 vehicles.

4.3 To inform the evaluation a baseline report was completed in September 2013 to provide a backdrop to the data collected in both 2014 and 2015. Vector Research has undertaken and completed the 2014 wave comprising on-board passenger surveys and telephone surveys with local businesses and households in both Campbeltown and South Kintyre and Ardrossan, Saltcoats, and Stevenston (the Three Towns). 1,578 people responded to the passenger survey and 200 households responded to the telephone survey with 180 businesses also responding.

4.4 From the businesses in Campbeltown and South Kintyre, 43.5% of respondents claimed that turnover increased in the past 2 years, whilst 13.5% claimed that turnover had decreased. Businesses in the Three Towns report a less favourable response with only 26% claiming an increase in turnover with 14.3% claiming turnover had decreased. Of those claiming an increase in turnover in Campbeltown and South Kintyre, 66.7% attribute at least a minor role to the arrival of the ferry. Almost a quarter, 23.1%, claim that the ferry had played a significant role. In the

Three Towns a quarter of those in growth felt that the ferry had played a minor role in that increase.

4.5 Out of the households in Campbeltown and South Kintyre, 99% reported an awareness of the pilot service and 42% reported using the service. In the Three Towns 56.4% reported awareness and only 3% reported using the service.

4.6 The passenger surveys indicated that just over half of trips (55.3%) are for holiday short breaks or days' out. Other key purposes identified included visiting friends and relatives (18.1%), commuting to and from work (8.6%), and those using it for shopping (3.5%). Around 40% of those interviewed would not have made the trip in the absence of the ferry service and around 30% travel one way by ferry and use an alternative mode for the other journey.

## **5.0 CONCLUSION**

5.1 Analysis for the final year of the pilot has obviously still to be achieved and it would be premature to come to any conclusions prior to the third year of the pilot being conducted. Analysis of the results over the last 2 years shows tht the service is more popular with the residents and businesses of Campbeltown and South Kintyre than it is for the residents of the Three Towns. Transport Scotland will examine all 3 years of the pilot scheme before coming to any conclusion whether or not to recommend the extension of the ferry service into future years.

## **6.0 IMPLICATIONS**

6.1	Policy	None.
6.2	Financial	Slight increase in Revenue to the Council
6.3	Legal	None
6.4	HR	None.
6.5	Equalities	None.
6.6	Risk	None.
6.7	Customer Services	Transport Scotland's decision to continue could positively impact on the local community.

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