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Monitoring & Evaluation Report Campbeltown to Ardrossan Pilot Ferry Service

March 2016

Table of Contents

1 Executive Summary

1.1. Background

The Ardrossan-Campbeltown pilot ferry service has operated from May-September between 2013 and 2015. Data has been gathered from passengers, local businesses and residents in 2014 and 2015, backed by secondary data relating to the performance of Campbeltown and the wider South Kintyre area, Ardrossan and the wider Three Towns[1] of North Ayrshire, and to a lesser extent Arran[2] in relation to the key themes of economy, transport choices, tourism and community.

Transport Scotland commissioned consultants Vector Research with JMP Consultants to undertake monitoring and evaluation of the pilot ferry service.

The objectives set out for the pilot service were:

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

The evaluation considered the extent to which the pilot met those objectives and also assessed the service in terms of the Scottish Transport Appraisal Guidance (STAG) criteria of: Economy, Environment, Safety, Integration, Accessibility and Social Inclusion. The evaluation was based largely on information collected from surveys with passengers, businesses and local residents.

1.2. Key findings

1.2.1. Patronage

- Around 10,000 passengers and 2,000 cars used the summer service each year

[1] The Three Towns comprise Ardrossan and the adjacent Saltcoats and Stevenston
[2] One service each week (Saturday morning *en route* to Ardrossan) serves Brodick. Thus the relative impact on the island is negligible and almost impossible to isolate given the regular daily services which already operate on this leg.

- As a benchmark, patronage is of a similar magnitude to the Oban-Colonsay service (around 9,500 passengers and 3,000 cars) over the summer period but significantly below Ardrossan-Brodick (around 430,000 passengers and 85,000 cars) over the summer period

1.2.2. Objective: Boosting the Campbeltown economy

- In 2015, 36 per cent of businesses in the Campbeltown/Southern Kintyre area claimed an increase in turnover since 2012. The ferry was thought to have had an influence on this: 79 per cent of businesses reporting an increase in turnover attributed the ferry as having at least a minor influence on the increase in turnover (of which 42 per cent attributed the ferry service as having a significant influence on the increase turnover).

- In 2015, 51 per cent of businesses in Campbeltown/Southern Kintyre anticipate growth in turnover over the next year with the continuation of the ferry service. This compares to 26 per cent of businesses anticipating a fall in turnover over the next year if the service is discontinued.

- Local residents considered the ferry service to have a strongly positive impact on:

    - the town/locality as a whole (87 per cent of respondents)
    - on the community (79 per cent of respondents)
    - on local businesses (80 per cent of respondents)

1.2.3. Objective: Transport choices and links

- The ferry service has provided an alternative transport link to the Central Belt of Scotland for the Campbeltown area. It is estimated to provide a significant journey time saving of 50 minutes compared to travelling by road. In 2015, 53 per cent of ferry users said that the reason for using the ferry service was to save journey time.

- The ferry service has provided an alternative to travel by car with 88 per cent of users typically having made the journey by car prior to the ferry service, 24 per cent used an alternative ferry route; 22 per cent typically used the bus and 8 per cent travelled by air.

- The ferry service has a very high level of awareness amongst local residents (99 per cent awareness for residents in Campbeltown / Southern Kintyre) and 46 per cent of adult residents of Campbeltown / Southern Kintyre used the service in 2015.

1.2.4. Objective: Tourism

- The majority of users are tourists with 61 per cent of users travelling for tourism purposes. This means that around 6,000 of the 10,000 passenger journeys made per summer are tourist related.
- Around 70 per cent of passengers made an overnight stay with an average stay of 4.8 nights.
- In 2015, of the tourism related businesses in Campbeltown/Southern Kintyre, 52 per cent claimed an increase in turnover since 2012 and all of these businesses considered that the ferry service had at least a minor influence on this.

1.3. STAG assessment criteria

The five STAG Criteria provide a framework to ensure all types of impacts are considered:

1.3.1. Economy

- Total annual value of travel time savings of around £35,000

1.3.2. Environment

- Overall marginal annual external benefit (congestion benefits, accident benefits, greenhouse gas emissions and indirect taxation) of £59,000 for 2015.

1.3.3. Safety

- Around 0.27 road accidents prevented annually. i.e. one road accident prevented every 4 years and one fatality saved every 14 years.

1.3.4. Integration

- Around 30 per cent of passengers travelled to or from Ardrossan harbour by train. However, at Campbeltown the existing bus timetable offers little opportunity for public transport interchange.

1.3.5. Accessibility and social inclusion

- Positive attitudinal responses, particularly in Campbeltown/Southern Kintyre. Some under-representation of people with disabilities and older (75+) people.

1.3.6. Overall benefits to users

- The total quantified benefits are thus around £94,000 per year.

1.3.7. Future usage

The most frequently cited responses (from a pre-defined list) expressed by users in terms of encouraging greater usage were:

- Sailings on more days per week
- Year round service

Indeed the household and business surveys revealed high levels of demand for each of a series of notional timetable improvements presented during the survey – including greater frequency per se, services on more days per week, and outward/return services on a Saturday and/or Sunday starting in the morning from Campbeltown and returning later in the day. Whilst the study did not address supply side issues, we are aware that based on the current provision of a single vessel - which also provides Ardrossan-Brodick services - any service improvements have to be considered in the context of their impact on provision on both routes.

2 Background

2.1. Background to the pilot

The Scottish Government Ferries Plan 2013-2022, published in December 2012, committed to introducing a new pilot ferry service between Ardrossan and Campbeltown, via Arran.

The three year pilot service, which operated between May and September for three years between 2013-2015, was CalMac's first new route in almost twenty years. The service operated three direct sailings per week from Ardrossan to Campbeltown with three sailings (two direct and one via Brodick) in the other direction over the summer period.

Located at the south-east of the Kintyre Peninsula, Campbeltown suffers from particular issues in relation to its peripherality and distance from other centres of population. A 2009 MVA report[3] prepared for the Scottish Government states *"Campbeltown residents are highly dependent on local services and employment opportunities. The geographic*

[3] MVA, January 2009, 'Creating Robust Foundations: Campbeltown – Ballycastle Ferry Appraisal: Options Generation and Sifting Report' at http://www.scotland.gov.uk/Resource/Doc/935/0090306.pdf

location of Campbeltown and its limited transport links has led to the town displaying characteristics similar to those of island communities despite being located on the mainland of Scotland." In addition, Campbeltown was ranked by the SRUC (Scotland's Rural College) Rural Policy Centre's Vulnerability Index as the most vulnerable settlement in Scotland.

The objectives of the pilot service were therefore to:

(a) Provide a boost to the Campbeltown **economy** and develop Campbeltown as an attractive place to invest, to visit, to work and do business.

(b) Enhance the **transport choices** and links for locals and businesses in the Kintyre peninsula.

(c) Increase visitors to Campbeltown and the Kintyre peninsula and support existing **tourism** markets and develop new opportunities.

2.2. Evaluation

Vector Research (Vector) along with partners JMP consultants (JMP) were commissioned by Transport Scotland (TS) in December 2013 to undertake an evaluation of the pilot service (i.e. after the first year of operation of the service).

The aim of the evaluation was to assess whether the objectives of the pilot service (outlined in section 2.1 above) have been met and to assess the impact of usage of the pilot service has had in terms of the five STAG criteria: economy; environment; safety; integration; and accessibility and social inclusion.

In-line with the aims of the pilot ferry service, the focus of the evaluation was on the following three areas: Campbeltown and the wider South Kintyre area; Ardrossan and the wider North Ayrshire area; and, to a lesser extent, Arran.

3 Methodology and attained samples

3.1. Overview

To provide the primary and secondary data which will provide an assessment of the impact of the pilot ferry service we have firstly drawn on three primary surveys conducted in 2014 and 2015 as follows:

(a) On board passenger survey

(b) Household surveys with respondents in both Campbeltown/South Kintyre and Ardrossan/Saltcoats/Stevenston

(c) Business surveys with respondents in Campbeltown/South Kintyre and in Ardrossan/Saltcoats/Stevenston

In addition we have utilised various secondary data sources to examine a range of indicators relating to the following key themes, each of which relate to the objectives of the pilot ferry service: economy, transport choices, tourism and wider impacts to include accessibility and social inclusion data.

We have drawn where possible on all the above data to assess the impact of the pilot ferry service against the stated objectives of the pilot service and against the five STAG criteria.

Data is provided separately for the three key areas of interest: Campbeltown and the wider South Kintyre area; Ardrossan and the wider North Ayrshire area; and in some instances for Arran.

3.2. Primary data

Appendix 1 provides a summary of the sampling for the surveys conducted in 2014 and 2015. The basic details of sampling are as follows:

3.2.1. <u>On board passenger surveys:</u>

- 1,565 passengers in 2014 completed surveys on 53 services between 1st May 2015 and 28th September 2015. These questionnaires in fact covered a total of over 2,500 individuals in terms of data on expenditure (i.e. the respondent gave details on behalf of others travelling in the same group).

- 1,520 passengers in 2015 completed surveys on 53 services between 30th April May 2015 and 27th September 2015 - covering a total of over 2,200 individuals in terms of data on expenditure.

Given that repeat users were not asked to complete the questionnaire again on their subsequent trips, we estimate that the total journeys made by the sample of passengers surveyed aggregated to an effective total of:

- 6,362 (out of 11,343) journeys in 2014 (i.e. 56 per cent)
- 4,525 journeys (out of 10,714) in 2015 (i.e. 41 per cent)

In other words the survey response accounts for a highly significant proportion of total trips made in both years of the study.

3.2.2. Household survey

Household surveys were undertaken with 200 respondents in both Campbeltown/South Kintyre and Ardrossan/Saltcoats/Stevenston in August/September 2015. In terms of sampling we used BT phone book for sampling land-lines in both areas – with loose quotas for employment status, age and gender - thus producing a reasonably random spread of households.

3.2.3. Business surveys

Business surveys were undertaken with 100 respondents in Campbeltown/South Kintyre and just over 80 (in both surveys) in Ardrossan/Saltcoats/Stevenston. The original target of 100 in each had to be dropped due to the high refusal rate in the Three Towns and loss of response after one or two questions due to a lack of awareness about (and interest in) the pilot.

The business samples were sourced from a variety of sources as follows:

- BT local phone directories
- Yell.com
- VisitScotland and other tourism databases
- Town centre business bases via GOAD
- Vector field staff “trawl” of town centre business in Campbeltown 2015
- Vector/DWA town centre database build for each of the three Towns in 2012-13

The above approach ensured the most comprehensive samples possible (in towns/areas with significant proportions of smaller businesses with no VAT registration for example). Appendix 1 also shows the sectoral profile attained (Table 1.5) – with around half of business respondents in both towns in either accommodation/food services or wholesale/retail (i.e. 53.0 per cent in Campbeltown and 47.5 per cent in the Three Towns in 2015).

3.3 Secondary data

In the study proposal, we identified a number of potential sources as shown in Table 3.1 – which also clarifies the outputs presented in the report in terms of their availability at the required geography and the time period covered.

Table 3.1: Secondary data sources (utilised)

Indicator	Source	Geography	Time Period
A Patronage			
A1 Passenger and vehicle carryings data	CalMac patronage data	Campbeltown-Ardrossan and other routes for comparison	Complete for 2013-2015
B Economy			
B1 Recent investment: Planning applications	Local authority websites	Campbeltown/Kintyre North Ayrshire “3 Towns” + Arran	Up to Sept 2015
B2 No of businesses by sector	Inter-departmental Business Register, ONS	Campbeltown/Kintyre 3 Towns + Arran	2013 and 2014
B3 Employment	NOMIS – Business Register Employment Survey	Campbeltown/Kintyre 3 Towns + Arran	2013 and 2014
B4 Unemployment	Claimant Count, NOMIS	Campbeltown/Kintyre/N Ayrshire and Arran	Up to Sept 2015
C Tourism			
C1 Visitors: Total number of visits	Great Britain Tourism Survey/International Passenger Survey	Local authority/town	Data to 2014
D Town centre performance			
D1 Range of shops / services	Visual trawl of Campbeltown/	Campbeltown	2015
D2 Vacancy levels	As above	Town centre	2015
E Transport			
E1 No of road accidents	Road accident statistics Police Scotland via Transport Scotland	A82/A83; A737	Summer 2012, 2013 and 2014; 2015 to August
E2 Traffic counts	Transport Scotland	A82/A83 and A737	2010-2014

Appendix 1 (Table A1.6) lists the data sources which were considered in the proposal but were subsequently rejected on the grounds of a lack of appropriate data at a local level or for practical reasons.

As a result, much of the secondary analysis in this report remains limited to either:

(a) Providing an indicative picture of the baseline situation, in terms of the local economy, tourism and transport choices, *prior* to the pilot ferry service being introduced.

(b) Providing a backdrop of indicators against which the precision of the primary data can be set.

4 Key findings: Patronage

4.1 CalMac Ferries Ltd (CalMac) data

CalMac has supplied data on total passenger carryings and total cars on each service for each year of operation (2013, 2014, and 2015).

In the first year of operation of the pilot service the total patronage on the service was 9,824 persons and 1,958 cars. In 2014 this had increased to a total of 11,343 passengers and 2,236 cars. In 2015 the patronage attained was 10,714 passengers and 2,307 cars.

4.2 Analysis showing growth trend

From 2013 to 2014 it was observed that when adjusted for a difference in the season's start dates the relative increase totalled 6 per cent for passengers and 4 per cent for cars (comparing June to September data for the two years).

Prior to the 2015 season Road Equivalent Tariff was introduced to the service (described in full in Section 6.6) which resulted in fare reductions for foot passengers and vehicles. However, from 2014 to 2015 there was an overall year-on-year *headline* decrease of 5.5 per cent in the number of passengers carried. At least part of the reduction in passenger numbers can be attributed to extraordinary circumstances experienced during the month of May 2015 when no fewer than 9 services were cancelled due to a mix of technical problems, industrial action and bad weather. Total cancellations subsequent to May were similar to the previous years, with:

- From June onwards a total of 6 cancellations in 2015 (15 during the season) *compared to*
- A total of 7 in 2014
- A total of 8 in 2013

When excluding the month of May (i.e. when the bulk of cancellations occurred) from the analysis entirely, there was *still* a fall in passenger numbers totalling 3.9 per cent although the number of cars shipped increased by 4.5 per cent. However despite similar levels of cancellations there was actually a significant drop in carryings in June and July – passengers down 13 per cent on 2014. This was then followed by a recovery in August and September with *increased* patronage compared to 2014 as shown in Table 4.1 overleaf. Thus the impacts of the cancellations in May (well covered by local media in Kintyre) may well have produced a major loss of confidence in the service for many weeks into the summer.

Indeed the fact that car carryings increased year on year – and therefore the relative share of *foot* passengers decreased significantly - provides us with further evidence of a loss in confidence. The impact of a return sailing cancellation on foot passengers is of course much more severe than for car passengers who can make the return more easily than foot only passengers.

Table 4.1: Total Passenger/Car Volumes: Annual and late season

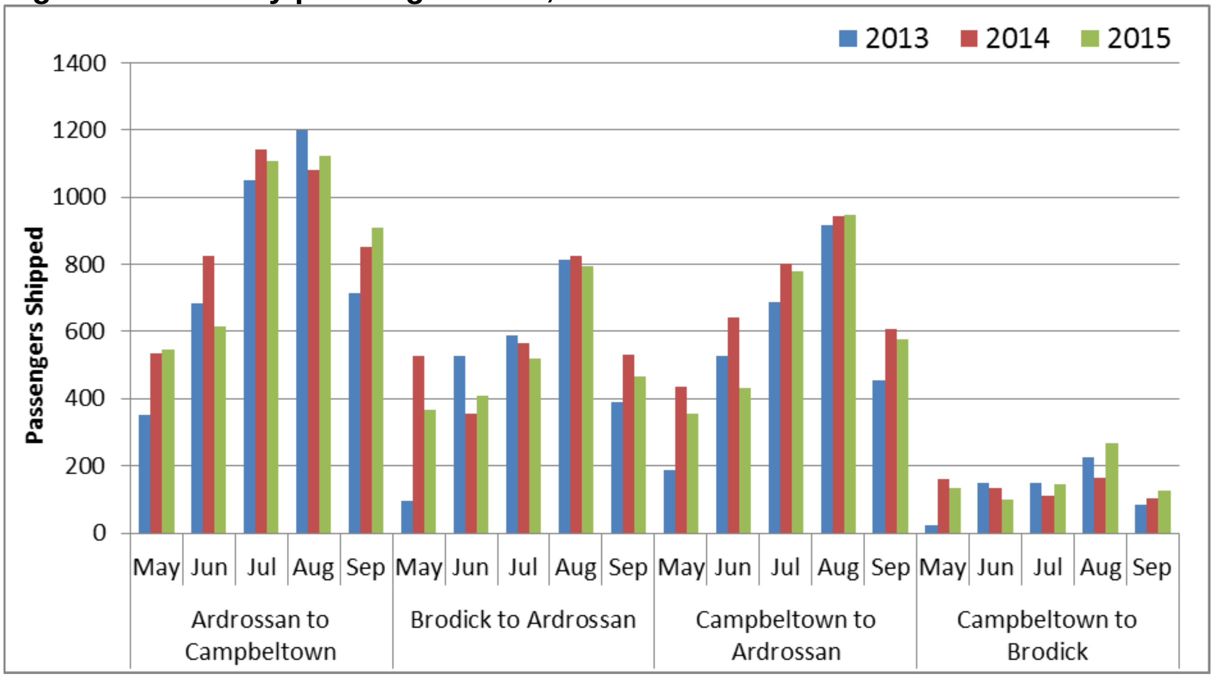
Year	Passengers (Jun to Jul)	Cars (Jun to Jul)	Passengers Aug/Sept	Cars (Aug/Sept)
2013	3246	534	3,601	616
2014	3,658 (+13%)	623 (+17%)	3,756 (+4%)	587 (-5%)
2015	3,174 (-13%)	623 (no change)	3,948 (+5%)	721 (+23%)

Note that figures exclude Brodick to Ardrossan carryings

4.3 Other usage analysis

Figure 4.1 shows the monthly flows by each leg of the service. The peak number of passengers was generally in August, with the exception of Ardrossan to Campbeltown services when July appears to be equally as popular– possibly reflecting tourist outflow to Kintyre during the school holidays.

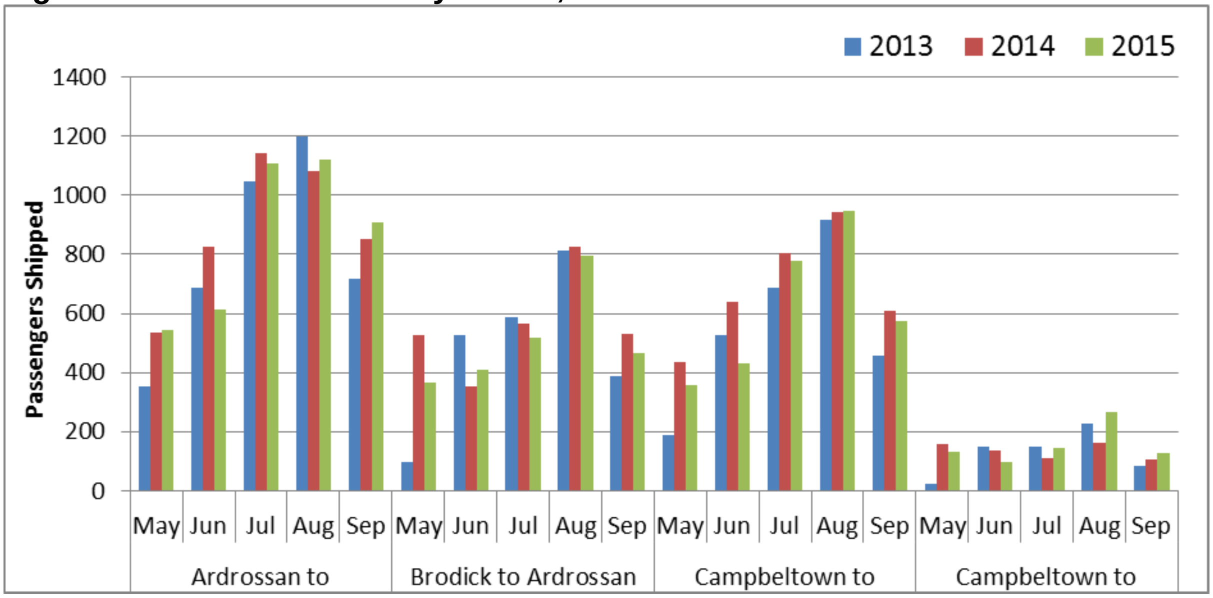
Figure 4.1 Monthly passenger flows, 2013 to 2015



Source: CalMac
Note: Detailed data can be found in Table A2.1 in Appendix 2

Similar patterns are found in relation to car carryings (Figure 4.2 overleaf), although the increase was actually more marked in terms of car carryings in August September (i.e. up 23 per cent compared to 2014 as shown in Table 4.1) with the greatest increase on the Campbeltown to Ardrossan leg - a leg on which a marginal fall in passenger carryings was recorded for these months.

Figure 4.2 Car movements by month, 2013 to 2015

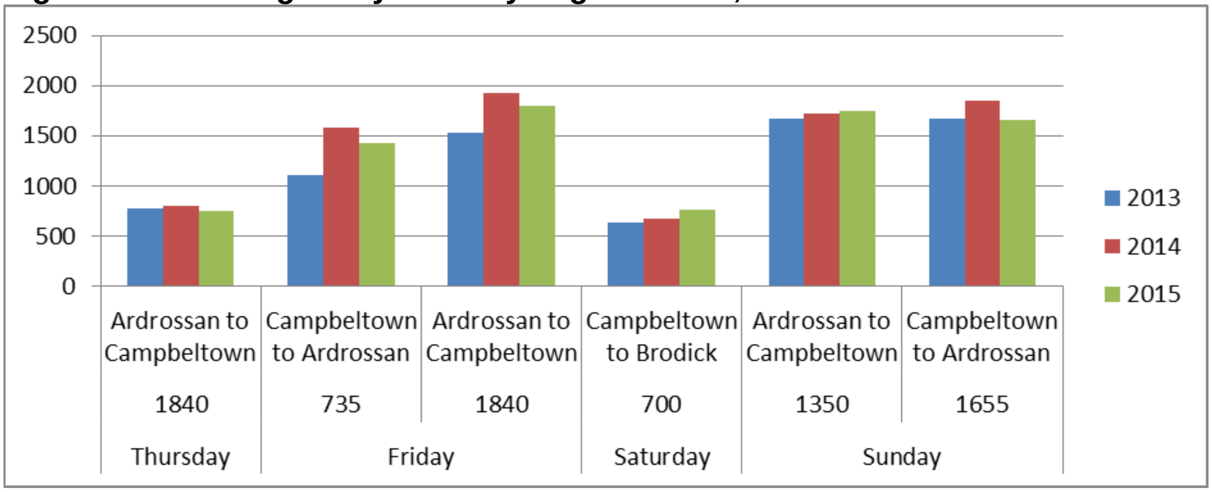


Source: CalMac
Note: Detailed data can be found in Table A2.1 in Appendix 2

With between 300 - 650 cars shipped per month in 2015, the road traffic impacts in terms of reducing the number of cars on local roads may not be overwhelming, however, the total vehicle kilometre savings could be significant for many users given the distances that would otherwise be travelled by road. The environmental and safety impacts of the ferry service in reducing the number of vehicles on the road are explored further in Sections 8.3 and 8.4.

An analysis by individual daily service leg (See Figure 4.3) shows that overall passenger patronage declined from 2014 to 2015 on the Friday sailings and also the Sunday return service from Campbeltown.

Figure 4.3 Passengers by Journey Leg and Year, 2013 to 2015



In fact the trend shown identifies two key themes i.e.

- Slightly fewer Friday day return trips from Campbeltown (often with Glasgow as the destination) – although 2014 demand may have been boosted by Commonwealth Games visitors.
- An increase in *cruise* trips on Sunday from Ardrossan and back without alighting – although whilst the Ardrossan-Campbeltown leg does show an increase (in line with the *cruise* proportion in the passenger survey) the proportion returning is actually lower than in 2014.

However if we isolate the August and September data (again to provide a comparison of demand less affected by a lack of confidence arising from cancellations in May) we find that both Sunday sailings were significantly up on 2014 but that the Friday demand in both directions was still lower than in 2014 (See Table 4.2 below) – re-stating the trends described in Section 4.2.

Table 4.2 August/September passenger totals 2013 to 2015 by service

Direction	Thur 1840 from Ard	Fri 0735 To Ard	Fri 1840 from Ard	Sat 0700 To Ard	Sun 1350 from Ard	Sun 1655 To Ard
2015	305	632	790	392	937	892
2014	301	805	692	268	792	749
2013	320	559	737	312	796	815

4.4 Summary

Essentially the service has carried a fairly consistent mean of over 10,000 passengers per annum and 2,000 cars. However the headline carryings trend is slightly misleading due to variation in length of season (late start in 2013) and also the high frequency of cancellations in 2015.

From 2013 to 2014 it was observed that when adjusted for the a difference in the season's start dates the relative increase totalled 6 per cent for passengers and 4 per cent for cars (comparing June to September data for the two years).

From 2014 to 2015 there was an overall year-on-year *headline* decrease of 5.5 per cent in the number of passengers carried although conversely the figure for the number of cars shipped showed an increase of 2.8 per cent. At least part of the reduction in passenger numbers can be attributed to extraordinary circumstances experienced operating the service during May when 9 services were cancelled due to a mix of technical problems, industrial action and bad weather.

Even excluding the month of May (i.e. when the bulk of cancellations occurred) from the analysis entirely, there was still a fall in passenger numbers. However by August/September the total passengers had recovered to exceed the late season totals for 2014 and 2013 - possibly reflecting a slow recovery in confidence following the problems earlier in the season.

There was also evidence of a decrease in day return trips on Friday from Campbeltown/Kintyre residents since 2014 - and a corresponding increase in Sunday "cruisers" from Ardrossan (i.e. returning without alighting at Campbeltown).

5 Findings: Objective – Boosting the Campbeltown Economy

5.1 Key themes

In this section, we explore the findings from business surveys undertaken in 2014 and 2015 in Campbeltown /Southern Kintyre and the Three Towns - along with secondary data themes to obtain:

(a) an understanding of the developing situation in relation to the local economy;

(b) economic impacts resulting from the ferry introduction.

5.2 Data sources

The main data sources relating to economic impacts are:

- Expenditure data via passenger surveys
- Business performance and confidence data via business surveys
- Secondary data including NOMIS jobseeker totals; planning applications in the two nodal areas.

5.3 Generated expenditure impacts

In order to calculate the generated impacts arising from usage of the service an analysis of the survey data has been undertaken, with particular reference to the following points:

- 36 per cent of respondents taking a holiday or short break using the ferry service suggested that they would not have made the trip at all had the ferry service not been operating at all.
- 4 per cent of respondents suggested that they would have taken a trip, but gone somewhere else.
- An estimated overall total of £0.55 million was spent on accommodation by those passengers using the ferry service as part of their trip.
- A further £1.2 million was spent overall on non-accommodation items i.e. food, tourist activities but also several major purchases were clearly included in the spend totals recorded on the self-completion questionnaires.

From the above it is estimated that the Campbeltown to Ardrossan ferry service has resulted in an additional £643,000 of tourism spend in 2015 that would not otherwise have been made (i.e. generated spend). Of this, £200,000 was spent on accommodation. Table 5.1 shows a breakdown of this spend by destination.

Table 5.1 Generated and Displaced Tourism Spend £ 000s

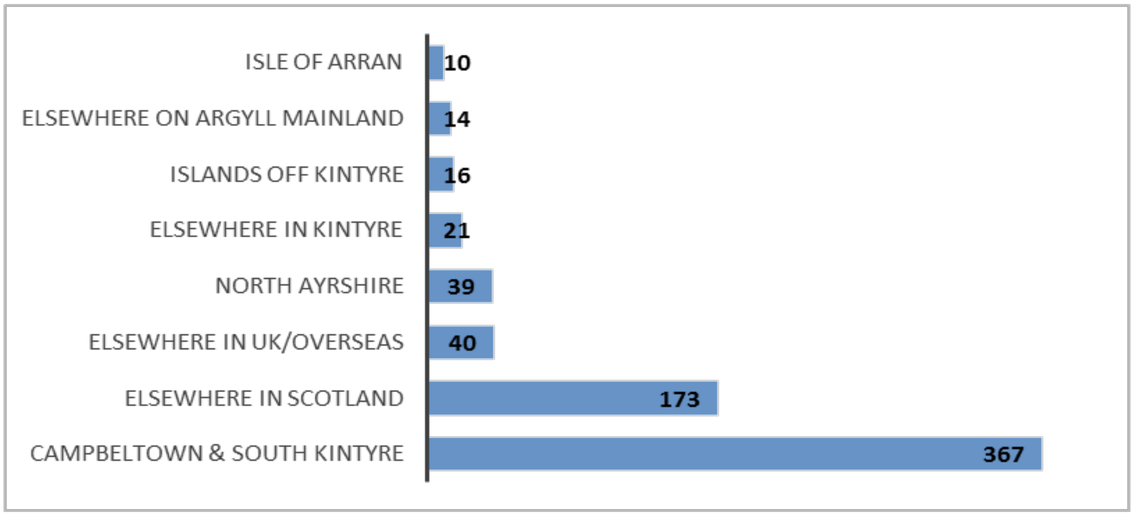
	Accommodation Spend		Other Spend		Total Spend	
	Generated	Displaced from other areas	Generated	Displaced from other areas	Generated	Displaced from other areas
Percentage of total spend	36% (47%)	4% (11%)	36% (47%)	4% (11%)	36% (47%)	4% (11%)
Campbeltown & S Kintyre	113 (124)	12 (29)	233 (200)	9 (8)	346 (324)	21 (37)
Elsewhere in Kintyre	8 (4)	1 (1)	12 (8)	0 (0)	20 (12)	1 (1)
Islands off Kintyre	7 (11)	1 (3)	8 (8)	0 (0)	15 (19)	1 (3)
Elsewhere Argyll mainland	4 (6)	0 (1)	10 (7)	0 (0)	14 (13)	0 (1)
Isle of Arran	4 (4)	0 (1)	6 (7)	0 (0)	10 (11)	0 (1)
North Ayrshire	14 (5)	1 (1)	23 (16)	1 (1)	37 (21)	2 (2)
Elsewhere in Scotland	40 (63)	4 (15)	124 (121)	5 (5)	164 (184)	9 (20)
Elsewhere in UK/Overseas	12 (22)	1 (5)	26 (32)	1 (1)	38 (54)	2 (6)
Total	200 (239)	21 (56)	443 (399)	17 (16)	643 (638)	38 (72)

Note: Data for 2014 are shown in brackets.

Of this generated tourism spend, over half (£346,000) was spent in Campbeltown and Southern Kintyre area. The ferry service also resulted in further £38,000 of visitor spend which was diverted from elsewhere i.e. *displaced* spend; £21,000 of this expenditure was diverted to Campbeltown and South Kintyre.

Thus the ferry service has benefitted Campbeltown and Southern Kintyre area most positively as shown in Figure 5.1 overleaf.

Figure 5.1: Generated and displaced spend 2015 by sub-region/area, £000s



The other major area of generated spend is *Elsewhere in Scotland* (£173,000 of generated and displaced spend (as discussed earlier a high proportion of these visits are to Glasgow and the central belt by Kintyre residents).

5.4. Economic Multipliers and Employment Effects

5.4.1. Indirect and Induced Effects

In addition to the direct generated expenditure identified above, there will also be additional impacts on the economy arising from the generated/displaced spend described in Section 5.3 further down the supply chain. As suppliers increase output to meet increased demand, there will also be an increase in demand on their suppliers, which continues down the supply chain - known as the indirect multiplier effect. As a result of the direct and indirect effects the level of household income throughout the economy will increase as a result of increased employment.

A proportion of this increased income will be re-spent on goods and services i.e. induced expenditure. These multiplier effects can be calculated by the application of the economic multiplier tables published by the Scottish Government. Leontief Type 2 (2012) factors have been applied to the direct impacts in this instance which includes both indirect and induced effects. The results of this analysis are shown in Table 5.2 overleaf.

Table 5.2 Indirect and induced expenditure £000's

	Indirect + Induced Output		Total generated output + Indirect + Induced)	
	Accommodation	Other Spend *	Accommodation	Other Spend*
Campbeltown & South Kintyre	60	123	173	356
Elsewhere in Kintyre	4	6	12	18
Islands off Kintyre	4	4	11	12
Elsewhere on Argyll mainland	2	5	6	15
Isle of Arran	2	3	6	9
North Ayrshire	7	12	21	35
Elsewhere in Scotland	21	66	61	190
Elsewhere in UK/overseas	6	14	18	40
Overall	106	235	306	678

Notes:
Direct expenditure is taken from the total generated expenditure column in Table 5.1
*It is assumed for the purposes of this analysis that 'other spend' equates to retail spend as a proxy for identifying a suitable multiplier factor. It is recognized that a proportion of this spend will not be retail however, the overall impact would be very similar.

This analysis reflects that an additional £341,000 of indirect and induced economic output was created as a result of Tourism facilitated by the ferry service in 2015. This is in addition to the £643,000 of direct expenditure generated. The total value to the economy from accommodation and visitor spend in all areas listed as a result of the ferry service is therefore just under £1 million per annum - of which more than a half (£529,000) is in Campbeltown/Southern Kintyre[4].

5.4.2. Employment Effects

Employment effects have also been calculated which shows the number of additional jobs created across the supply chain as a result of the additional direct, indirect and induced demand.

This analysis suggests that the impact of the ferry service is such that in 2015 it is estimated to have created 16 additional jobs due to increased visitor spend in Scotland. Five of these jobs were due to increased expenditure in the accommodation sector, and a further 11 due to other visitor spend. It is not possible to accurately disaggregate these jobs by area due to a lack of data relating to supply chain flows by area. However, given that a significant proportion of the additional direct expenditure occurs in Campbeltown, it

[4] In fact an additional £21,000 can be added to the Campbeltown/Southern Kintyre total which was displaced from other areas of Scotland/UK as shown in Table 5.1

can reasonably be assumed that a high proportion of the total jobs created will also be in Campbeltown and the surrounding areas. These jobs identified are in addition to those directly created in relation to the operation of the ferry service itself (crew etc.).

5.5. Positive business turnover impacts

The business surveys identified significant *stated* impacts particularly from the sample in Campbeltown/Southern Kintyre where a high proportion of respondents reported increases in turnover – with many businesses attributing part of this to the ferry.

Table 5.3 below shows the stated change in annual turnover since 2012 - prior to the operation of the ferry. Key findings:

- Campbeltown and South Kintyre – 36.2 per cent of businesses claimed that turnover increased since 2012 and 13.0 per cent claimed that turnover decreased
- Three Towns – 25.3 per cent of respondents claimed that turnover increased since 2012 and 13.9 per cent claimed that turnover decreased.

Table 5.3 Proportions reporting increased and decreased turnover, Percentage

	2014 survey (compared to 2012)		2015 Survey (compared to 2012)	
	Campbeltown/S. Kintyre	Three Towns	Campbeltown/S. Kintyre	Three Towns
Increased	43.5%	26.0%	36.2%	25.3%
Decreased	13.0%	14.3%	13.0%	13.9%

The proportions reporting an increase in turnover were actually slightly less than in the 2014 survey (when again we compared with the *pre-ferry* year of 2012), but the figures are very positive - for both nodal areas (the latter is positive compared to data from Vector's Three Town's study in 2013[5] although this only focussed on town centre businesses).

However, of more significance to this study is Table 5.4 which shows the extent to which the ferry pilot is thought to have played a role in that increase in turnover. This shows that almost eight in ten (79 per cent) of the businesses in Campbeltown/ South Kintyre which stated their business had grown attributed *at least* a minor role to the ferry (indeed over half of this group – 43 per cent of all respondents - claimed the ferry had played a *significant* role). In The Three Towns just under one quarter (23.5 per cent) of those in growth since 2012 felt that the ferry had played a *minor* role in that increase.

[5] Three Towns Town Centres Healthcheck & Action Plans (Vector Research/DWA for North Ayrshire Council)

In Campbeltown and Southern Kintyre the proportion attributing a role to the ferry in growth since 2012 has actually increased – with the proportion claiming a significant influence almost double the 2014 figure *(although this should be set against the fact that the proportion of business actually recording an increase in turnover is less as was shown in Table 5.3).*

In the Three Towns the proportion attributing a role for the ferry in business growth has fallen – although the sub-sample size in both years was very small (i.e. 17 in 2014 and 14 in 2015).

Table 5.4: Extent to which the Ardrossan-Campbeltown ferry service played a role in increase in turnover since 2012, percentage

	2014		2015	
	Campbeltown/S. Kintyre	Three Towns	Campbeltown/S. Kintyre	Three Towns
Significant	23.0	0.0	42.4	0.0
Minor	44.0	25.0	36.4	23.5
Total	47.0	25.0	78.8	23.5

Base: All businesses experiencing growth since 2012

It should be noted that the two sub-samples were broadly similar in profile between the two surveys:

- Campbeltown/Southern Kintyre: 25 tourism/food and drink outlets and 75 other business in 2015 compared to 26/74 in 2014

- Three Towns 10/73 in 2015 and 10/74 in 2014

The businesses claiming a role for the pilot service in their turnover growth were in a mix of sectors – but with tourism, food and drink and retail well represented:

Table 5.5: Sector profile of businesses attributing role to ferry in turnover increase

Campbeltown and S Kintyre		Three Towns
Significant impact	Minor role	Minor role
7 businesses in tourist accommodation 2 in food and drink 5 in mix of others mainly in other services	3 in accommodation and food service activities 1 in Wholesale & retail 2 in Manufacturing 2 in health and social care 3 in Professional, scientific and technical activities 1 each in Agriculture, forestry & fishing; business support services.	2 in other services; 2 in wholesale and retail.

5.6. Employment increase

The business surveys in 2014 and 2015 recorded total employment at each respondent's site. Table 5.6 shows mean employment recorded for the sample in both years:

Table 5.6: Mean employment totals – business survey samples, number of people

Area / Year		Full-time	Part-time
Campbeltown/S. Kintyre	2015	7.7	2.9
	2014	6.4	2.7
Three Towns	2015	4.3	1.9
	2014	4.4	1.7

Thus there is a recorded increase in employment in Campbeltown and Southern Kintyre – and whilst a phone sample of 100 does not necessarily enable us to make definitive statements about the impacts of the ferry service the employment indicator does *fit* with the predicted impacts of ferry continuation as discussed in Table 5.7 overleaf.

5.7. High levels of business confidence depend on ferry continuation

The 2014 surveys found good levels of confidence in the future levels of turnover in both Campbeltown/Southern Kintyre and the Three Towns. In the 2015 surveys the question was related more directly to the impacts of the service continuing or discontinuing as shown in Table 5.7 overleaf.

The table shows the significant difference in responses depending on whether or not the service was to continue - particularly in Campbeltown/Southern Kintyre. The proposition that the ferry would be continuing after 2015 resulted in a *net proportion*[6] of around half of the businesses predicting an increased turnover – compared to a net proportion of 18 per cent predicting a fall in the next year and 20 per cent over 5 years if the service was discontinued.

There were also quite significant expectations of workforce growth (a net 26 per cent in the next 12 months and 30 per cent over 5 years) in Campbeltown/ Southern Kintyre if the service was to continue.

[6] Obtained by subtracting the proportion expecting a fall in turnover from the proportion expecting an increase

Table 5.7 Expected change in turnover/ workforce in next 12 months/ 5 years, percentages

	Campbeltown/S. Kintyre				Three Towns			
	Turnover		Workforce		Turnover		Workforce	
	1 year	5 years	1 year	5 years	1 year	5 years	1 year	5 years
Service continued								
Predicted growth	51	57	27	31	26	35	7	10
Predicted fall	4	2	1	1	10	7	3	3
Discontinued								
Predicted growth	8	13	8	8	15	32	5	8
Predicted fall	26	33	11	15	18	18	13	13

The figures for the Three Towns are not as significant with only a few more respondents expecting turnover growth as a result of a continuation i.e. a net difference of 11 per cent in the next 12 months and 3 per cent in the next 5 years – and marginal (but positive) impacts on workforce growth.

Table 5.8 highlights some of the attitudinal response data. This shows that almost half (48 per cent) in Campbeltown/Southern Kintyre claiming overall business performance was positively impacted. In fact there were barely any negative responses from this sample (either 1 or 2 per cent for each criterion except for tourist occupancy which yielded no negatives) whilst:

- More than half (56 per cent) were positive about the impacts on accessing customers/clients
- Amongst tourism businesses, three quarters (75 per cent) were positive about the tourism occupancy impacts of the service
- Almost 3 in 10 (28 per cent) were positive about access to suppliers.

The impacts on the Three Towns businesses were (unsurprisingly) less positive with only 1 or 2 respondents identifying positive impacts for any of the criteria listed - with the exception of the 20 per cent who claimed that it had a positive impact on accessing customers/clients as shown:

Table 5.8: Impacts of ferry introduction on business operation, percentages

	2014				2015			
	Campbeltown/S. Kintyre		Three Towns		Campbeltown/S. Kintyre		Three Towns	
	Strongly positive	Slightly positive	Strongly positive	Slightly positive	Strongly positive	Slightly positive	Strongly positive	Slightly positive
Base	*47-99*				*46 - 100*			
Accessing customers/clients	39.4	15.2	9.4	17.0	36.0	20.0	6.7	13.3
Access to suppliers	17.2	8.1	1.9	7.5	20.0	8.0	0.0	3.6
Overheads	7.1	7.1	0.0	5.7	12.0	7.0	0.0	0.0
Widening pool of employees	9.2	6.1	0.0	3.8	4.0	12.0	0.0	0.0
Overall business performance	n/a	n/a	n/a	n/a	23.0	25.0	0.0	5.6
Tourist accommodation only: Occupancy	14.9	25.5	5.6	0.0	55.0	25.0	5.3	5.3

Note: Overall business performance not included in 2014 survey

Section 6.7 of this report provides an analysis of business usage of the ferry which found that:

- 21.0 per cent of Campbeltown/Kintyre (22 per cent in 2014) but none of Three Towns businesses (1 per cent in 2014) made use of the service for business purposes in 2015

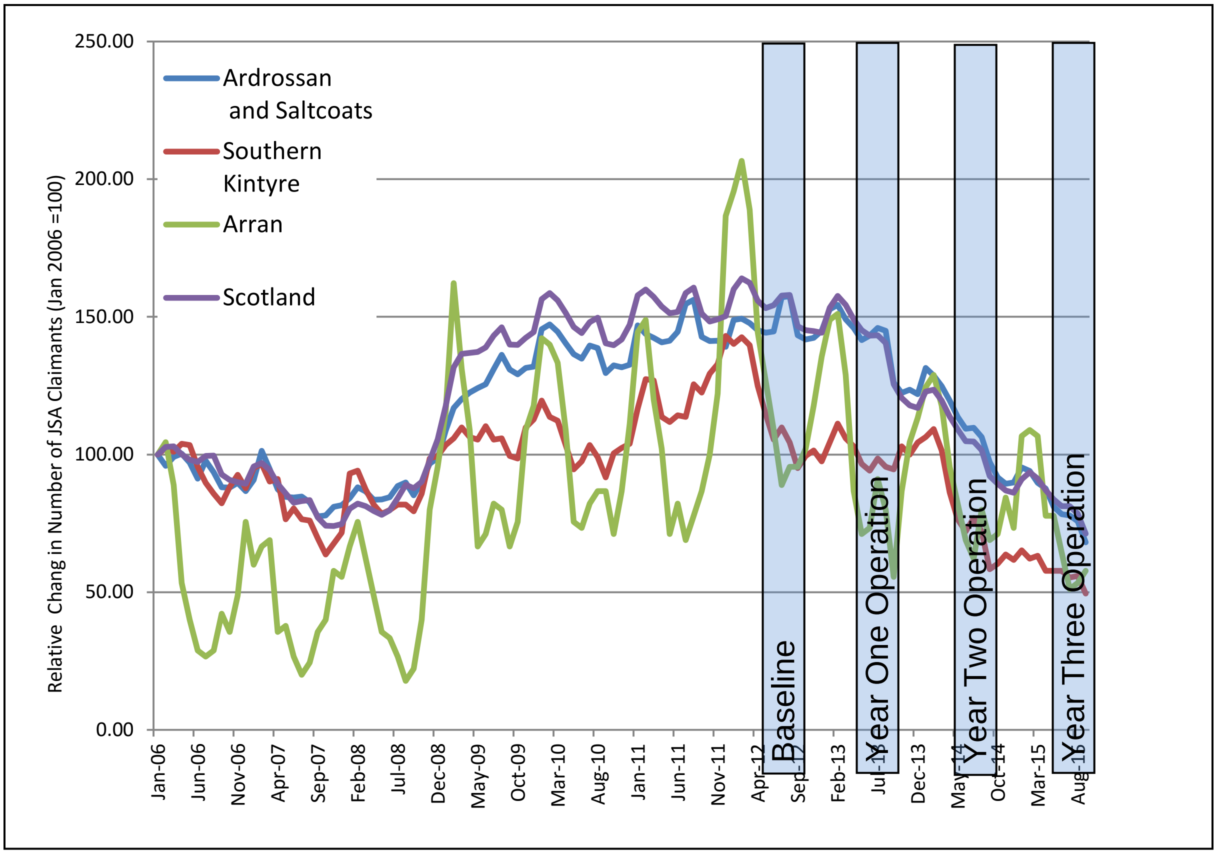
- Visiting suppliers followed by visiting clients/customers were the main business purposes

5.7.1. <u>Secondary data - unemployment</u>

We have undertaken detailed analysis of Job-seekers Allowance (JSA) Claimants which shows a significant fall in totals in Southern Kintyre, North Ayrshire and Arran.

Figure 5.2 shows the relative change in the number of JSA claimants in the grouped areas over monthly periods in relation to the number of JSA Claimants recorded in January 2006 (January 2006=100). In addition to providing an indication of the relative change within the grouped areas over the time period between January 2006 and September 2015, Figure 5.2 also depicts the number of JSA Claimants in Scotland as a whole; for comparison.

Figure 5.2 Relative Changes in Number of JSA Claimants (January '06-August '15)



Source: JSA Flows – NOMIS

Table 5.9 provides a summary of the total number of JSA Claimants for each of the grouped study areas and Scotland as a whole between 2012 and 2015. The figures displayed represent the average number of JSA Claimants for the months of May to September, recorded in 2012 (pre-introduction of the ferry service) and for 2013, 2014 and 2015 (years 1, 2 and 3 of the ferry operation). It also shows the percentage change in the seasonal average number of JSA Claimants year on year between 2012 and 2013, 2013 and 2014 and 2014 and 2015.

Table 5.9: Change in Seasonal unemployment, May-September 2012 – 2015

	Ardrossan & Saltcoats	Southern Kintyre	Arran	Scotland
Number of JSA Claimants				
May-Sept 2012 mean	1,501	216	46	142,532
May-Sept 2013 mean	1,411	196	1,501	129,210
May-Sept 2014 mean	1,078	145	33	94,901
May-Sept 2015 mean	766	113	27	73,358
Average Annual Difference (%)				
2012 – 2013	-6	-9.4	-28	-9.4
2013 – 2014	-23.6	-25.8	-2.4	-26.6
2014 - 2015	-29	-22.3	-16	-22.7

Source: JSA Flows – NOMIS

Thus the reduction in JSA Claimants does not exceed the mean for Scotland as a whole and as such it is difficult to attribute any of the change to impacts from the pilot ferry service.

5.8. Direct ferry impacts on labour market

The primary data provided other key indicators related to economic impact including the following:

5.8.1. Work journeys – passenger survey

The passenger survey in 2015 revealed almost 7 per cent of journeys were work related (down from just over 10 per cent in 2014) i.e.

- 3.5 per cent of all journeys were commuting (8.6 in 2014)
- 3.3 (2.1 in 2014) per cent employers business.

These include:

- Regular work based journeys e.g. utility employees making regular visits to Kintyre
- A core group of Campbeltown/Kintyre residents – many working in Glasgow – making a return trip each weekend.

5.8.2. Work journeys – residents survey

In Campbeltown/Southern Kintyre, 1.0 per cent of residents' survey respondents had commuted, and 7.1 per cent used the service on employers' business in 2015.

5.8.3. Residents survey – perceptions

As in 2014 a significant proportion (76 per cent) of residents agreed with the statement *the service boosts employment and career opportunities* (see Section 6.11).

5.9. Employment by sector and business base data

Data on employment by sector is available from the Business Register Employment Survey (BRES). However, the data is extrapolated from a small number of respondents in each ward and should be viewed with caution. BRES data excludes jobs in agriculture (significant for Arran and Campbeltown/South Kintyre). Thus, whilst we have included data from BRES in Appendix A3, it is not possible to identify with confidence any year-on-year changes in employment. It is therefore not possible to analyse annual trends in employment by sector for the study area from pre-survey years to 2015.

Secondary data on the business base is also available – in this case from the Scottish extract of the Interdepartmental Business Register (IDBR) which is maintained by ONS (Office for National Statistics) and is a database of all registered enterprises operating in the UK i.e. enterprises that are registered for VAT and/or PAYE. Thus it covers 99 per cent of businesses in the UK. However, data at ward level is again very limited and has to be viewed with extreme caution. Indeed, the IDBR excludes small sole traders or partnerships with no employees and an annual turnover of less than £81,000 (as at March 2015) which are likely to make up a significant proportion of businesses particularly in South Kintyre/Campbeltown. Thus, whilst we have included data from the IDBR at ward level in Appendix A4, it is not possible to identify with confidence any year-on-year changes.

5.10. Recent Investment

As a proxy for the level of investment, the number of planning applications can be used to show the level of planning activity in each locality. This is one indicator that is available on a fully comprehensive, month by month basis from the local authorities. The chart in Figure 5.3 shows the number of planning applications by quarter from the period March 2010 to September 2015, in Arran, Ardrossan, Saltcoats & Stevenston, and the three Southern Kintyre wards in and around Campbeltown.

Figure 5.3 Total planning applications

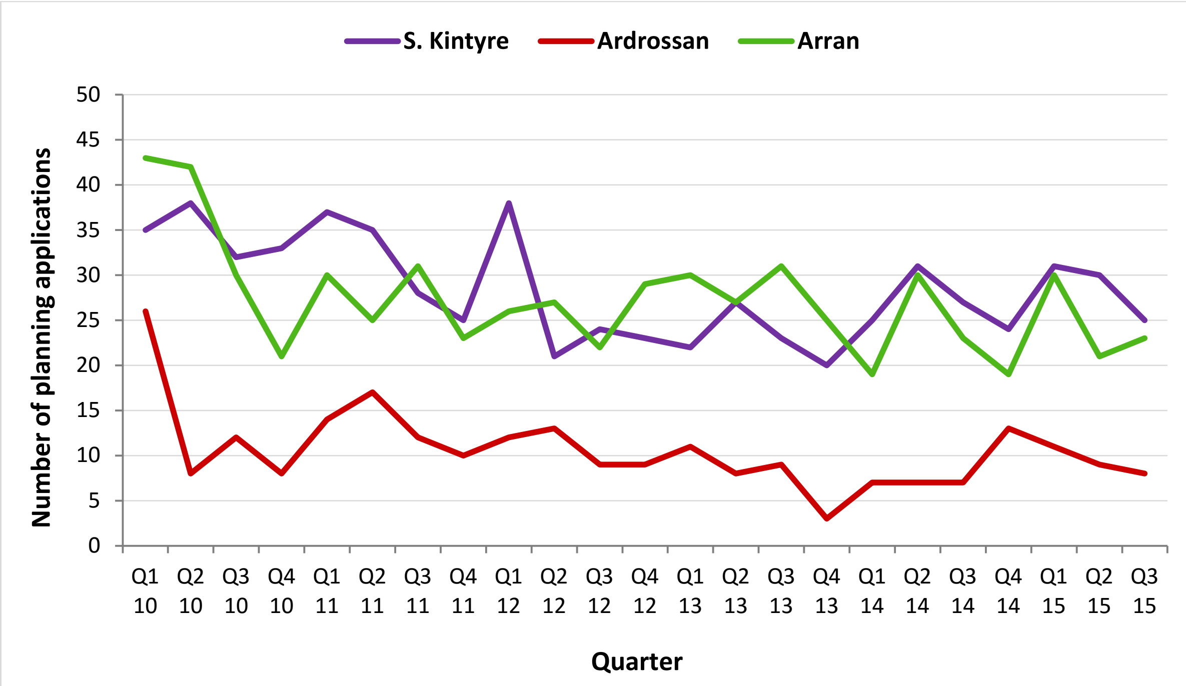


Figure 5.3 shows the number of planning applications that have taken place in each area per quarter. Over the 4 years from 2010 to 2013 there was a gradual declining trend in the number of planning applications in Southern Kintyre and Ardrossan in particular. However since then there has been a reversal of that trend in 2014 and so far in 2015 in both Ardrossan and also in Southern Kintyre.

Indeed the data comparing total local applications in 2012 (pre-ferry pilot) and the three years of the pilot service (2013 to 2015) in Table 5.10 shows that:

- The growth in total applications in Southern Kintyre has gradually overtaken the mean for Scotland;
- The Three Towns exhibit more of a fluctuation with no effective growth since 2012.

Table 5.10 Trends in local planning applications 2012 – 2015

	2012	2013	2014	2015 Jan- Sep
Southern Kintyre	106	92 (86.8%)	107 (100.9%)	86 (103.6%)
Three Towns	95	88 (92.6%)	101 (106.3%)	75 (100.1%)
Scotland (2012=100)	100.0%	102.1%	103.1%	101.1% Jan-Jun

Notes: 2015 comparisons with appropriate period in 2012; Scotland-wide data only available Jan to Jun at time of reporting

Although the evidence is not significant – the small but steady increase in activity since 2014 in Southern Kintyre may be a reflection of a growth in confidence to set alongside the following:

- the general decline in planning applications as reflected in Argyll and Bute Council's Mid Argyll, Kintyre and the Islands (MAKI) Draft Action Plan (2013) which observed a significant 25 per cent drop between 2007-8 and 2012-13
- Indicative employment growth reported from the business survey (Section 5.6)
- Community (Section 6.10) and business confidence (Section 5.7)

5.11. Town centre performance

In the baseline report we examined secondary data sources in relation to town centre performance in the relevant towns of Campbeltown, Ardrossan & Saltcoats to obtain an understanding of the wider commercial setting for the ferry service. In order to assess the performance of the three town centres, we drew on various indicators to assess their vitality and viability. We used Experian's GOAD town centre data to identify the profile of Campbeltown and extracted similar data for Ardrossan and Saltcoats from the Vector/DWA 2013 report[7] on the North Ayrshire Three Towns.

The Scottish Government's Scottish Planning Policy 8 (SPP8)[8], published in 2006, defines vitality as 'a measure of how lively or busy a town centre is' and traditionally this has been measured through the level of vacancies at ground level in the retail core and through pedestrian footfall. SPP8 defines viability as 'a measure of the town centre's capacity to attract on-going investment, for maintenance, improvement and adaption to changing needs'. Thus, for towns such as Campbeltown and Ardrossan (with Saltcoats), the key measures of *vitality* are vacancy rates and footfall.

In 2015 we undertook an informal town centre visual trawl in Campbeltown to compare with the 2012 GOAD land-use in the central area. The observation of a net total of one less vacant property since 2012 does not imply great strides in vitality. However given that in addition the ferry has generated over 4,800 summer visitors alighting into the town each year which will almost certainly have increased footfall in the central area during the summer then there will have been some positive impact on vitality.

7 Currently unavailable online.
8 Scottish Government, August 2006, 'Scottish Planning Policy 8: SPP8: Town Centres and Retailing' http://www.scotland.gov.uk/Publications/2006/07/26112710/0

Measures of *viability* include:

- A good proportion of national multiples (implying an attractive centre for outside investment).

- A good proportion of comparison stores (defined as shops offering goods which can be compared on price quality and style such as clothes, toys, jewellery i.e. they have the potential to attract shoppers from a wider area).

Since 2012 there remains a high proportion of service outlets (56 per cent) reflected a preponderance of takeaways, hairdressers and similar outlets with relatively limited regional or sub-regional appeal. Indeed this remains largely unaltered although with small *net* changes (in a positive direction based on the vitality themes discussed above) i.e.

- One additional comparison store

- One less convenience store.

Again these net changes are tiny, but there was also some visible evidence of recent expansion of a specialist whisky store and premises/shopfront investment by a few stores.

In conjunction with each other these changes are not major and neither can they be attributed directly to the ferry service. The turnover and employment impacts of the ferry are spread across Campbeltown and Southern Kintyre and with a seasonal service with only four sailings in each direction per week the potential for *visible* change in the town centre is likely to be limited in the three year period of the pilot.

Nevertheless the indicators do add to a matrix of indicative evidence that implies a town economy which has been positively impacted upon by an influx of new visitors which has at the very least assisted the halt in the decline which has afflicted many smaller towns across Scotland and the wider UK.

5.12. Summary

A total of £681,000 generated/displaced spend arose from the ferry operation in 2015 (£710,000 in 2014). Of this new 2014 expenditure, over half (£346,000) was spent in the Campbeltown and Southern Kintyre area and a further £21,000 of tourism spend was diverted to the Campbeltown and Southern Kintyre area from elsewhere. A further £37,000 of new expenditure was spent in North Ayrshire.

In addition to the direct generated expenditure identified above, there will also be additional impacts on the economy further down the supply chain. The indirect multiplier effect and induced effects produce an additional £341,000 (2015) of indirect and induced economic output in 2015 – the majority in Campbeltown/Southern Kintyre.

Thus the total value to the economy from accommodation and visitor spend as a result of the ferry service is therefore just under £1 million per annum – again with over half of the impacts in Campbeltown/Southern Kintyre.

The analysis also suggests that the impact of the ferry service is such that in 2015 it is estimated to have created 16 additional jobs. Given that a significant proportion of the additional direct expenditure occurs in Campbeltown, it can be assumed that a high proportion of the total jobs created will also be in Campbeltown and the surrounding areas. These jobs identified are in addition to those directly created in relation to the operation of the ferry service itself (crew etc.)

Businesses in both nodal areas were much more likely to report an increase in turnover than a decrease since the ferry inception in 2013 – with 36 per cent reporting growth) in Campbeltown/Southern Kintyre (slightly less than the 44 per cent recorded in the 2014 surveys). In the Three Towns a quarter (25 per cent) recorded an increase pretty much as in 2014 (26 per cent) – with much smaller proportions claiming a fall in turnover in both areas.

Eight in ten businesses (78.8 per cent) which have experienced growth since 2012 in Campbeltown/Southern Kintyre attributed at least a slight influence to the ferry service (the majority of these attributed a significant influence to the ferry).

Stated reactions of businesses to two presented options (continuation of ferry service v discontinuation) amongst respondents in Campbeltown/Southern Kintyre – produced very optimistic responses based on continuation in terms of growth in both turnover and workforce – and much more negative expectations in the absence of the service.

In terms of unemployment, secondary data shows that claimant count rates have traditionally been significantly higher in Ardrossan and Saltcoats, and slightly higher in Southern Kintyre. These have tended to follow a similar trend to the national total – including the recent falls – and as a result there is not sufficient evidence to link this to the pilot ferry introduction.

There has been a turnaround in the downward trend of planning applications at both ends of the route – and in Campbeltown/Southern Kintyre the slight growth (exceeding national growth) cannot be linked directly to the pilot ferry but matches the employment growth recorded from the phone survey and business community confidence indicators.

5.12.1. Town centres

The baseline report identified two nodal town centres of Campbeltown and Ardrossan (along with neighbouring Saltcoats) as having poor vitality and viability using Scottish planning guidance indicators. We have identified for Campbeltown net positive changes (along with significant footfall impacts) i.e.

- One less vacant property
- One additional comparison store
- One less convenience store.

In conjunction with each other these changes are not major and neither can they be attributed directly to the ferry service. The turnover and employment impacts of the ferry are spread across Campbeltown and Southern Kintyre and with a seasonal service with only four sailings in each direction per week the potential for *visible* change in the town centre is likely to be limited in the three year period of the pilot.

Nevertheless the indicators do add to a matrix of indicative evidence that implies a town economy which has been positively impacted upon by an influx of new visitors which has assisted the halt in the decline which has afflicted smaller towns across Scotland and the wider UK.

6 Findings: Objective – Transport choices and links

6.1. Key themes

In this section, we explore how transport choices (for residents, businesses and ferry users) between Campbeltown and Ardrossan (and for Kintyre and the wider Central belt of Scotland along with Ayrshire and South-west Scotland) have been influenced by the introduction of the pilot ferry service. We specifically examine the size of market share from the CalMac patronage data described in Section 4, modal share of the ferry service and *how* it has been used in terms of purpose, final destinations and integration with existing transport links.

6.2. Penetration and modal share

The household surveys conducted in the two nodal areas of Campbeltown/ Southern Kintyre and the Three Towns (Ardrossan/Saltcoats/Stevenston) of North Ayrshire showed:

- 99.0 per cent awareness of the pilot service in Campbeltown/South Kintyre (as in 2015), and 35.0 per cent usage by 2015 (which in fact compares to 42.0 in 2014). However the proportion who had ever used the service i.e. since 2013 DID increase to 50.0 per cent from 47.8 per cent in 2014)
- 67.7 per cent awareness in the Three Towns and 6.0 per cent usage since 2013.

Naturally the above is influenced by the fact that travel between the two nodal areas (between May and September) is significant for Campbeltown/South Kintyre Residents – i.e. 86 per cent of adults in the household survey 2015 (92 per cent in 2014) had visited or passed through the Central Belt of Scotland, Ayrshire or South West Scotland by any mode of transport in the previous 12 months. Meanwhile only 6 per cent of Three Towns residents (8 per cent in 2014) had visited Southern Kintyre during that period.

For Campbeltown/South Kintyre Households who made trips to the Central Belt/South West Scotland, almost half (46 per cent) of the respondents had used the service in 2015 (44 per cent in 2014) and a fifth used it for all or most of such trips. Meanwhile only a small proportion (2 per cent) of Three Towns residents had used the ferry at any time during 2015.

6.3. Patterns of usage

The passenger survey provided data on passenger movements via four variables:

- Home origin i.e. the place of residence;
- Real origin and destination data for the particular one-way journey being covered on that day (i.e. where they started out from and are ultimately heading for before/beyond the ferry terminal at Ardrossan or Campbeltown); and
- Destination area visited or visiting by passengers making return trips i.e. the area to which outbound trips were being made or from which return trips were being made.

Table 6.1 shows a summary of each (which naturally generates fairly similar profiles):

Table 6.1 Geographical patterns of usage (weighted), percentages

	Home origin		Real origin of one-way trips		Real destination of one-way trips		Destination area visited/visiting	
	2014	2015	2014	2015	2014	2015	2014	2015
Base	*1577*	*1520*	*1578*	*1520*	*1569*	*1520*	*1488*	*1471*
Kintyre	44.4	47.9	45.5	34.9	43.8	55.1	44.1	44.7
Elsewhere in Argyll/Bute	0.8	0.6	1.2	0.5	1.1	0.6	1.7	1.2
North Ayrshire	7.9	11.9	8.0	16.5	9.4	10.8	7.9	8.2
Arran	0.3	0.7	0.8	0.7	1.0	0.9	1.4	1.3
Elsewhere in Scotland	36.5	25.7	38.8	42.4	37.6	28.6	40.3	38.6
Elsewhere in UK	7.5	8.4	5.7	4.8	6.7	3.8	4.5	3.6
Overseas	2.6	4.7	0.1	0.3	0.4	0.2	0.1	0.4

In terms of real origins and destinations, Table 6.1 shows that in 2015

a) Kintyre accounts for almost half (47.9 per cent) of all real origins

b) Elsewhere in Scotland (i.e. excluding Argyll and Bute and North Ayrshire) is the other significant origin but appears to have dropped slightly from 2014 with increases form North Ayrshire (possibly reflecting the increased awareness discussed in 5.3.1) and elsewhere in UK and overseas.

Thus an increasing number of outward trips (16.5 per cent compared to 8.0 per cent in 2014) commenced in North Ayrshire (Sunday “cruises” have increased in popularity as awareness increased).

Analysis of the destinations visited by Kintyre based passengers making return trips (see Table 6.2 overleaf) showed a similar pattern in 2015 to 2014 in that they were most likely to be heading for Elsewhere in Scotland (70.3 per cent of return trips – 68.6 per cent in 2014)) which breaks down into 34.2 per cent for Glasgow, 23.0 per cent other Ayrshire and 5.2 per cent Edinburgh). The other key destinations were North Ayrshire (18.8 per cent) and Elsewhere in UK (8.3 per cent).

Table 6.2 shows similar analysis for all areas of residence. Thus around 7 in 10 from rest of Scotland (77.5 per cent) and other UK/overseas (66.3 per cent) were bound for Kintyre – slightly less from North Ayrshire (65.9 per cent) where the proportion fell compared to 2014 due to the increased prevalence of Sunday cruises (with no disembarkation).

Table 6.2 Destinations visited by area of residence, percentages

	Home area							
	Kintyre		North Ayrshire		Rest of Scotland		Other UK/Overseas	
	2014	2015	2014	2015	2014	2015	2014	2015
Destination Base	*531*	*469*	*128*	*127*	*587*	*504*	*326*	*411*
Kintyre	0.3	1.5	77.4	65.9	68.1	77.5	71.3	66.3
Elsewhere in Argyll/Bute	0.0	0.1	2.0	1.7	3.3	3.8	2.5	2.2
North Ayrshire	14.3	18.8	13.8	32.2	4.5	1.6	0.6	0.8
Arran	1.3	0.6	0.0	0.0	1.5	0.5	0.6	0.0
Elsewhere in Scotland	68.6	70.3	5.5	0.0	18.2	12.2	8.3	3.3
Elsewhere in UK	14.4	8.3	0.0	0.0	0.0	0.0	7.6	1.2
Overseas	1.0	0.4	0.0	0.0	0.0	0.0	0.2	0.0

Indeed as in 2014 the other significant destinations appearing in Table 6.2 appear somewhat paradoxically to be the actual home area amounting to 12.2 per cent of rest of Scotland and 32.2 per cent (up from 13.8 per cent the previous year) of North Ayrshire residents destinations. Again these were essentially Sunday “out and back” trips with no disembark as described in the previous paragraph – or round trips on the same day returning via alternative mode(s).

6.4. Journey purpose

Table 6.3 shows the journey purpose profile of ferry passengers. Just over six in ten trips (60.6 per cent) were for tourism purposes (day out, short break or holiday), with the other key purposes identified as:

- Visiting friends/relatives (29.8 per cent in 2015) – a marked increase on 2014 (18.1 per cent)
- Shopping (9.2 per cent)
- Visiting or participating in an event (6.9 per cent)
- Commuting to/from work (3.5 per cent) - down from 8.6 per cent in 2014; and
- Employers' business (3.3 per cent)

Table 6.3 Purpose of trip by visitor destination 2015, percentages

Total		Destination visiting/visited* 2015						
		Kintyre	Elsewhere Argyll Bute	North Ayrshire	Arran	Elsewhere Scotland	Elsewhere in UK	Overseas
Total sample	2014 in brackets	844	42	90	6	328	31	141
Commuting to/ from work	3.5 (8.6)	5.5	0.0	2.0	0.0	1.0	5.6	0.0
Commuting to/from education	0.6 (0.7)	1.1	0.0	0.0	0.0	0.3	0.0	0.0
Employer's business	3.3 (2.1)	3.4	0.0	0.6	0.0	5.7	0.0	0.0
Holiday short break or day out	60.6 (55.2)	49.8	82.8	51.5	100.0	66.9	72.5	100.0
Visiting or participating in event	6.9 (8.7)	9.3	0.0	3.5	0.0	5.3	3.4	0.0
Visiting friends and/or relatives	29.8 (18.1)	37.4	17.2	39.5	0.0	24.6	25.8	0.0
Health related (e.g. doc/hospital)	0.7 (0.9)	0.7	0.0	0.0	0.0	1.3	0.0	0.0
Shopping	9.2 (3.5)	13.1	0.0	4.4	0.0	6.9	0.0	0.0
Other	0.9 (2.2)	1.1	0.0	0.6	0.0	0.6	1.1	0.0

Notes: (1) The visitor destination is defined as the place/area *about to be visited* by outbound passengers responding to the survey – and the place/area *just visited* by return trip passengers responding to the survey.
(2) 2014 data based on a single response question; 2015 is based on a multi-code option

Some of the differences with 2014 may in part be explained by the effect of May cancellations described in the previous chapter (such as fewer commuting trips and even increased VFR – where the latter journeys may be viewed as lower risk in terms of the difficulties due to cancellations compared to the former).

Table 6.3 breaks down journey purpose data by visitor destination (for the vast majority of passengers who were making two-way trips). It is interesting to note that whilst 49.8

per cent of visitors to Kintyre were for day trip/holiday/short break, more than a third (37.4 per cent) were visiting friends/relatives – and

- 9.3 per cent were attending events
- 5.5 per cent were commuting to work.

In terms of passengers whose visitor destination was to or from other locations:

- Other Argyll and Bute bound trips are essentially (82.8 per cent) for holiday/short break
- North Ayrshire bound trips display more of a split between holiday/short break/day out (51.5 per cent) and visiting friends/relatives (39.5 per cent).
- Other Scotland bound trips were mainly holiday/short break/day out (66.9 per cent) and visiting friends/relatives (24.6 per cent) and events (5.3 per cent).

Analysing journey purpose by *home area* naturally produces a slightly different perspective. Table 6.4 shows purposes for Kintyre/North Ayrshire residents:

Table 6.4 Purpose of trip – Kintyre and North Ayrshire residents, percentages

	Home area/ permanent place of residence			
	Kintyre		North Ayrshire	
	2014	2015	2014	2015
Base	551	469	128	127
Commuting work	13.4	2.4	3.8	5.1
Commuting education	1.2	1.4	2.5	0.0
Employer's business	1.4	4.4	2.6	0.0
Holiday short break	46.0	49.2	58.0	63.2
Visiting event	11.8	9.4	2.8	1.2
Visiting friends & relatives	14.1	31.5	27.4	32.0
Health related	2.1	1.4	0.0	0.0
Shopping	7.8	18.8	0.0	3.5
Other	2.1	1.3	3.0	0.7

Note: Multicode question

Passengers from other areas were essentially using the service for tourism purposes including VFR.

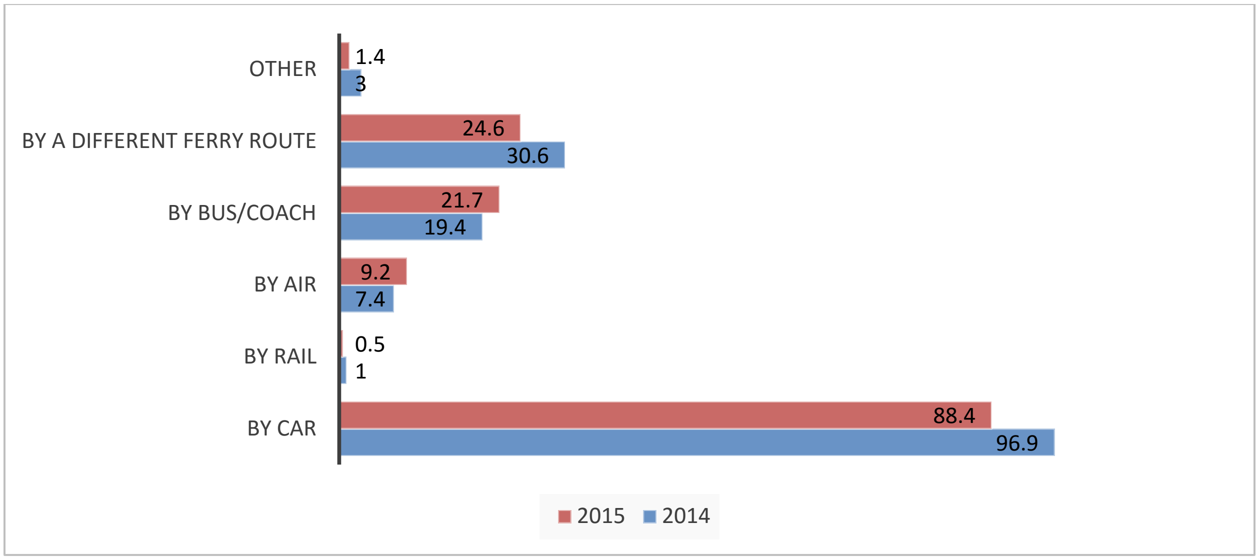
6.5. Modal impact of the ferry; displaced and generated trips

Over two-thirds 71.0 per cent of ferry users had made journeys between the two sub-regions prior to the ferry pilot (a slightly lower figure of 65.5 per cent was attained in 2014). Prior to the introduction of the ferry service the travel options to Campbeltown and

Southern Kintyre were essentially road-based - with alternative ferries an option for part of the journey for motorists.

Indeed of those who had travelled between the two sub-regions prior to the ferry service, almost all (88.4 per cent in 2015) had typically used car, with close to a third using another ferry route (24.6 per cent). Around a fifth (21.7 per cent) had travelled by bus or coach. This is presented at Figure 6.1 below.

Figure 6.1: How typically made journey before ferry service, percentages



Base: Respondents making journey between two nodal areas prior to Ardrossan-Campbeltown ferry pilot
Note: Multi-code question

Of the quarter of the respondents (24.6 per cent in 2015) who identified an alternative ferry route, these included significant numbers (around half in each case) who had used one or both of the two Arran routes; slightly higher figures for the Dunoon to Gourock (60.3 per cent) and Tarbert to Portavadie (56.7 per cent) services.

Table 6.5 identifies the proportion of generated trips and displaced journeys. Almost four in 10 (37.1 per cent) of the total trips (i.e. 3,975 journeys during the season) would not have been made in the absence of the ferry service, and a further 3.4 per cent would have gone somewhere else.

Table 6.5 Impact of absence of ferry service on trip surveyed, percentages

<table>
<tr><th>Impact of absence of ferry service</th><th>2014</th><th>2015</th></tr>
<tr><td>I/we would still have made the trip by alternative ferry</td><td rowspan="2">54.0</td><td>7.2</td></tr>
<tr><td>I/we would have made the same trip but by another mode of transport</td><td>52.0</td></tr>
<tr><td>I/we would not have made the trip at all i.e. generated trips</td><td>38.8</td><td>37.1</td></tr>
<tr><td>I/we would have made a ferry trip to other Scottish destination i.e. displaced trip</td><td rowspan="2">7.2</td><td>2.0</td></tr>
<tr><td>I/we would have gone somewhere else i.e. displaced journey</td><td>1.6</td></tr>
</table>

Note: 2014 questionnaire combined some of the listed categories as shown

Naturally a high proportion of the more “committed” purposes would have still made the trip but by other modes i.e.

- Commuting to work 95.9 per cent in 2015
- Commuting to education 72.0 per cent
- Health 97.0 per cent.

Whereas about half of tourists (48.2 per cent of holiday/short break/days out journeys) would not have made the trip at all and 11.2 per cent would have gone somewhere else. In other words the bulk of generated/displaced trips are tourism related – with a smaller but significant sub-group of VFR (visiting friends and relatives) passengers of which 28.2 per cent were generated trips.

6.6. RET Introduction

Road equivalent tariff (RET) was introduced prior to the 2015 season on the Ardrossan to Campbeltown route. The RET fares scheme involves setting ferry fares on the basis of the cost of travelling an equivalent distance by road with the intention to promote remote island economies by reducing the cost of ferry travel. The introduction of RET fares on the Campbeltown to Ardrossan route for 2015 resulted in a significant reduction in the passenger and car fares (for example passenger single from £9.50 to £7.65 and a car single from £58 to £40.50.

Whilst the headline figure for passenger totals actually fell after the introduction of the RET, previous sections of this report (including Section 4.2) describe the extraneous factors influencing passenger numbers and that later in the season a growth trend was experienced. Table 6.6 shows that 43.3 per cent of passengers claim to have been influenced by the RET reduction in fares at least a little.

Table 6.6 Impact of RET on choice of ferry mode for that trip, percentages

Yes - it influenced the decision a lot	29.5
Yes - it influenced the decision a little	13.8
No - it had no influence	39.2
Don't know/ not aware of change in fares	17.5

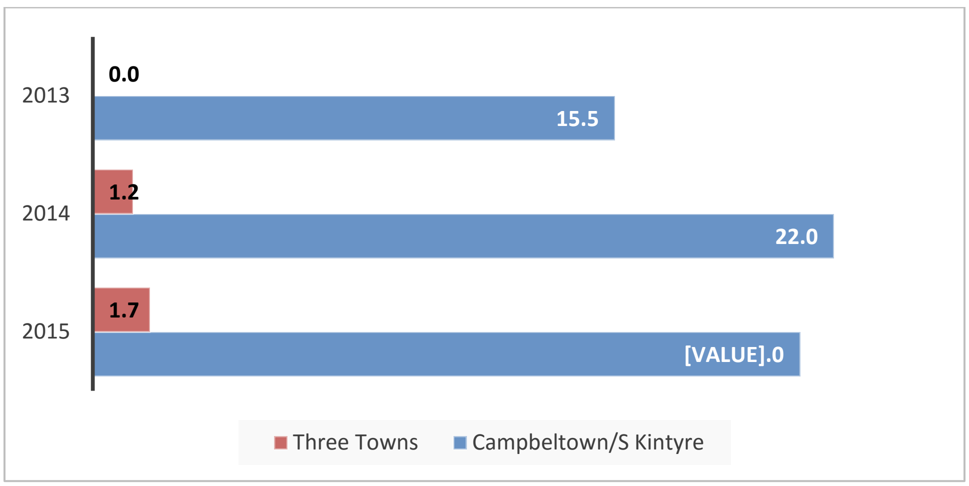
The respondents who revealed increased usage between 2014 and 2015 were also asked if RET had played a part in that increase. Almost 4 in 10 (38.2 per cent) felt that it was *very* important and a further 26.2 per cent claimed it was *fairly* important. Evidence from other routes where RET has been introduced shows that the impact on car carryings has been more significant than the effects on passenger numbers. This could well explain the divergence between vehicle and passenger carryings discussed in Section 4.2.3 (with the former showing growth in absolute numbers in 2015 compared to 2014 – despite the service problems discussed in Section 4.1).

6.7. Business usage

The business survey revealed comprehensive awareness of the service in Campbeltown/Southern Kintyre (100.0 per cent - as in 2014) and majority awareness (74 per cent - up from 65 per cent in 2014) in North Ayrshire.

Figure 6.2 displays the levels of usage by businesses. A total of 21.0 per cent of businesses in Campbeltown/South Kintyre had used the service for business reasons (similar to 22.0 per cent in 2014). Of these 12 per cent had used the service between 1 and 3 times during the season, whereas the remaining 9 per cent were more regular users. Only 1 respondent in the Three Towns (1.7 per cent) had actually used the service in 2014.

Figure 6.2 Business usage, percentages



Any usage for business purposes during season

Other data on business usage showed that:

- exactly a half of businesses (50.1 per cent) visiting the other sub-region in 2015 made use of the ferry, of which 21.1 per cent had made all/most of their trips on the route by ferry.

- of the 26 business respondents (in Campbeltown/Kintyre) who had used the service, the most popular purpose during the 2015 season was visiting clients/ customers (57.1 per cent) whilst 42.9 per cent of the sub-sample had used the ferry for visiting suppliers.

- the main alternative modes used for business journeys were private car/van as a driver, used by 8 in 10 (82.6 per cent) of Campbeltown/Kintyre businesses making trips by other modes during the season. Smaller proportions of Campbeltown/Kintyre businesses used air, bus or commercial vehicle alternatives.

6.8. Integration with public and private transport

The nature of integration offered at the two ferry service nodes is covered in the section considering the STAG criteria assessment (specifically Section 8.6). This covers the established and fairly comprehensive connections at Ardrossan in contrast to much more limited opportunities for public transport interchange in Campbeltown. The passenger survey identified modes of travel *to* and *from* the terminals and showed that over a third (34.3 per cent) of passengers travelled with a car or vehicle on board.

In addition over 3 in 10 (31.0 per cent in 2015) travelled to/from the ferry terminal at Ardrossan by train – where the Harbour train station is adjacent to the ferry terminal – and reinforcing the significance of Glasgow as an origin/destination for many users as described in Section 6.3.5.

6.9. Motivations for usage

Passenger survey respondents were asked in an open question why they had chosen to travel by ferry on that trip. Table 6.7 categorises the main reasons given:

Table 6.7 Main reason for choosing this ferry route for travel (unprompted), percentages

	2014	2015
To save journey time	22.2	18.9
Convenience/ ease	9.9	17.1
Relaxing/ pleasurable/ break from driving	14.0	15.9
Comfort & facilities on board	10.4	11.6
Prefer ferry to other modes of transport/like ferries	5.9	8.2
Good for day out/ organised trip/ excursion/ cruise	11.4	6.6
The scenery/ Clyde Coast/great route	5.6	5.8
Better for family/children	3.9	3.3
Fare levels	3.3	2.7
Timings and days of ferries	2.4	1.7
Other*	11.0	8.2

*Other includes: good for cycle touring; experience/ willingness to try a new route; only route available/ didn't have a choice; links with other transport.

Thus there are a range of significant factors which are dominated by two *catch-all* categories i.e. a mix of:

- The ferry as a *pleasurable mode* either in terms of scenery/route and/or comfort/family friendly in comparison with alternative modes – accounting for four in ten (39.8 per cent in 2014 and 44.8 per cent in 2015) of responses; and

- Saving *journey time and convenience* – around one third (32.1 per cent in 2014 and 36.0 per cent in 2015) of all responses.

Interestingly relatively few mentioned fare levels in this unprompted setting, but the prompted analysis shown in Table 6.8 shows that fare levels were a factor for over one-third when presented in a list of potential influences – although this cannot be related to the RET introduction since it is slightly less than in 2014.

In fact response to the prompted question re-stated the *catch-all* themes which are described from the unprompted question i.e.

- Comfort and facilities on board (62.1 per cent in 2015)
- Save journey time (52.8 per cent).

The main reasons for choosing ferry have also been analysed by journey purpose – as shown in Table 6.8 overleaf. Those using the ferry to commute to place of education or on employer business were most likely to identify *saving journey time* (100.0 per cent and 91.6 per cent respectively chose this option) – and education commuters were most likely to identify *fare levels* (75.0 per cent); meanwhile those on a day trip or holiday journey were most likely to identify *the scenery/Clyde coast* (46.7 per cent) as a reason for using the service.

Table 6.8 Reasons for using ferry service in 2015 by trip purpose, percentages

	Total	Commut-ing work	Commut-ing education	Employer business	Day trip Holiday	Visiting taking part in event	Visiting friends relatives	Health related	Shopp-ing
Base									
To save journey time	(61.2) 52.8	63.7	100.0	91.6	48.2	59.5	62.0	52.4	54.1
Fare levels[9]	(38.2) 35.9	20.8	75.0	39.9	32.7	36.3	42.5	59.5	37.6
Comfort & facilities	(61.4) 62.1	64.4	75.0	84.7	52.4	83.9	82.8	47.6	73.1
Links with other transport	(30.0) 26.5	4.6	-	3.4	27.6	34.1	20.2	23.8	59.9
The scenery/ Clyde Coast	(43.4) 41.2	13.9	25.0	5.9	46.7	41.7	41.1	11.9	41.5
Timings and days of ferries	(37.4) 32.9	36.6	12.5	15.8	35.2	43.8	37.0	59.5	19.0
Other	(9.8) 14.7	18.5	0.0	37.4	14.9	17.8	12.8	23.8	8.8

Note: Percentages for 2014 are shown in brackets

6.10. Specific community impacts – behavioural evidence

Section 6.5 includes a discussion on the proportion of generated trips (i.e. trips which would not have been made in the absence of the ferry service) – which amount to almost 4 out of 10 passenger trips during the season.

The total of trips for Campbeltown/Kintyre residents which were generated by the service fell from 1,309 in 2014 to 940 in 2015 – a drop of 28 per cent in absolute terms (no doubt influenced by the service problems described in Section 4.1). This represents a single return trip for every 14 or so adults in/around Campbeltown.

The majority of generated trips were for days out/short breaks/holidays – accounting for a total of 1,216 trips in 2015. In addition a significant motivation for many Kintyre residents was visiting friends and relatives which accounted for a total of 1,614 journeys in 2015 of which 455 were generated i.e. would not have been made in the absence of the service. These particular generated journeys to some extent reflected the general pattern of

[9] In 2015 the Road Equivalent Tariff (RET) fare regime was introduced.

usage described in Table 6.3 (Section 6.4) but with slightly greater emphasis on North Ayrshire and the rest of Scotland as a destination i.e.

- North Ayrshire – 21.6 per cent of destinations
- Rest of Scotland – 72.6 per cent
- Arran - 1.1 per cent
- Rest of UK - 4.7 per cent

In addition to the VFR trips described in the previous paragraph, Kintyre residents *received* a total of 1,752 VFR trips via the ferry of which 494 were generated by the service. Along with opportunities for days out and short breaks/holidays in the Central Belt and elsewhere, the VFR factor will no doubt have made a contribution to the positive attitudinal responses from Campbeltown and Southern Kintyre in terms of the reduction in remoteness, improved linkage, and generally positive impacts on individuals and households described in Section 6.11.

There was also an increase in generated trips from North Ayrshire between 2014 and 2015 - an increase of 180 - reflecting something of a switch in emphasis in 2015 in that growing awareness in North Ayrshire has generated more tourism and VFR usage – whilst there was some evidence of a fall-off in “new” usage in Kintyre. However the uncertainty over cancellations in 2015 may have disturbed the profile of usage as well as reduced total carryings.

Trip generation was spread across all age, sex and employment status categories as shown in Table 6.9 – which also shows population profiles from the 2011 census. However in Campbeltown/Southern Kintyre and North Ayrshire there was a drop in the share of generated trips made by the 65 and over age group. In part this was offset by a higher share of under 25s in Campbeltown and more middle age range users (45 to 54 and in particular 35-44s) from North Ayrshire:

Table 6.9a Age profile (16+) of those making generated trips v census profile, percentages

	Percentage generated trips by age group					
	Campbeltown & S Kintyre			North Ayrshire		
	2011 Census	2014 (N=1,309)	2015 (N=940)	2011 Census	2014 (N=107)	2015 (N=283)
16-24	11.4	3.1	10.0	13.1	7.5	1.8
25-34	10.9	15.0	13.0	12.6	2.8	2.0
35-44	14.9	21.4	16.7	16.2	25.8	40.9
45-54	18.2	27.0	28.3	18.3	15.5	24.2
55-64	18.3	17.5	23.1	16.9	34.3	14.8
65+	26.2	16.0	8.9	22.8	14.1	2.5

In terms of sex profile – there was something of a levelling out compared to 2014 with a much more even split between males/females in terms of generated trips:

Table 6.9b Sex profile of those making generated trips v census profile, percentage

	Home origin of passenger					
	Campbeltown & S Kintyre			North Ayrshire		
	2011 Census	2014 (N=1,309)	2015 (N=940)	2011 Census	2014 (N=107)	2015 (N=283)
Male	48.9	38.8	43.2	47.6	60.6	50.1
Female	51.1	61.2	56.2	52.4	39.4	49.9

In 2015 the slight bias towards employed residents at the expense of unemployed/seeking work, unable to work due to disability/illness, and retired residents was maintained in Campbeltown/Southern Kintyre – although there was an increase in the share of retired people from North Ayrshire.

Table 6.9c Employment status of those making generated trips v census profile

	Home origin of passenger					
	Campbeltown & S Kintyre			North Ayrshire		
	2011 Census	2014 (N=1309)	2015 (N=940)	2011 Census	2014 (N=107)	2015 (N=283)
Employed/ Self-employed	57.2	65.9	71.7	52.0	71.4	62.0
Unemployed and seeking work	3.9	1.2	0.3	6.9	0.0	0.0
In education/ training	3.1	7.7	5.0	4.0	4.7	2.2
Looking after home/ family	2.9	3.8	4.2	3.5	0.0	4.5
Unable to work - disability/ illness	3.3	0.5	0.1	5.7	0.0	0.0
Retired	28.1	17.6	12.2	26.0	21.6	30.3
Other	1.5	3.3	2.0	1.9	0.0	1.0

6.11. Community impacts – attitudinal evidence

In terms of residents' perspectives on the impacts of the ferry pilot, Table 6.10 showed strong positive responses in 2014 and even more so in 2015 from respondents in Campbeltown/South Kintyre. These relate to the perceived positive impacts on each of the listed criteria relating to the locality, the individual respondent and his/her household, the community and local business:

Table 6.10 Residents' perception - impacts of ferry introduction (Campbeltown), percentages

	2014		2015	
Perceived impacts on…….	Positive impact	Negative impact	Positive impact	Negative impact
on your town or locality as a whole	91.5	0.0	97.0	0.0
on you personally	63.0	2.0	67.0	1.0
on others in your household	56.5	2.0	79.0	1.0
on the community around you	88.0	1.0	89.0	0.0
on local business	77.6	1.0	89.0	0.0

Note: Positive impact includes those stating strongly positive and slightly positive; likewise for negative impact (Detailed data for residents' perspectives on the impacts of the ferry pilot can be found in Table 5.3 in Annex 1).

For three of the criteria the majority of respondents felt the introduction of the ferry service had a *strongly* positive impact:

- On the town/locality as a whole – 87.1 per cent (74.6 per cent in 2014)
- On the community around you – 78.6 per cent (66.0 per cent for 2014)
- On local business - 80.0 per cent (58.2 per cent in 2014)

At the same time over half stated that the pilot service had had a strongly positive impact on the respondent personally – 51.4 per cent (44.0 per cent in 2014) or others in the household – 55.7 per cent (43.4 per cent).

In the Three Towns the results were very similar to 2014 i.e. there was also a generally positive response for the town/ locality, community and business – but less so on a personal or household level:

Table 6.11: Residents' perception - impacts of ferry introduction (Three Towns), percentages

	2014		2015	
Perceived impacts on…….	Positive impact	Negative impact	Positive impact	Negative impact
on your town or locality as a whole	61.4	0.0	64	2
on you personally	19.0	3.4	18	2
on others in your household	15.5	0.0	16	0
on the community around you	44.9	0.0	39	0
on local business	45.6	0.0	50	0

Note: Positive impact includes those stating strongly positive and slightly positive; likewise for negative impact

Respondents were also presented with a series of attitudinal statements – and these reinforced the strongly positive perspective. Big majorities in Campbeltown/South Kintyre strongly agreed with each of the statements listed in Table 6.12 - in each case significantly more than in 2014:

Table 6.12 Residents strongly agreeing with statements about the service (Campbeltown / S Kintyre), percentages

	Campbeltown/ S. Kintyre	
	2014	2015
The service offers better links to Central Belt, Ayrshire or South West Scotland	82.7	84.3
The ferry service brings economic benefits to your town/ locality	75.8	87.0
Service encourages tourism to your town/ locality	87.0	85.0
The service makes this area feel less remote	77.8	83.0
The ferry service provides a boost to confidence in the community	73.7	82.0
The service offers more opportunities for days out/short breaks for people like you	67.0	83.0
The service boosts employment/career opportunities	53.0	56.0

Table 6.13 shows the full agreement/disagreement profile – for both areas. Although the reactions are less positive there is nonetheless majority agreement (strongly or slightly) with each of the statements amongst the Three Towns sample as well as from Campbeltown/Southern Kintyre residents.

Table 6.13 Residents' reactions to attitude statements, percentages

	Campbeltown/ S. Kintyre		Three Towns	
	Agree	Disagree	Agree	Disagree
The ferry service offers more opportunities for days out and short breaks for people like you	(86.0) 92.0	(8.0) 4.0	(72.9) 78.0	(3.4) 3.0
The ferry service brings economic benefits to your town/ locality	(95.0) 94.0	(3.0) 4.0	(59.4) 56.0	(5.1) 5.0
The ferry service provides a boost to confidence in the community	(88.9) 90.0	(3.0) 3.0	(56.0) 55.0	(8.5) 11.0
The service boosts employment/career opportunities	(76.0) 76.0	(13.0) 11.0	(50.8) 43.0	(14.0) 18.9
Service encourages tourism to your town/ locality	(96.0) 93.0	(1.0) 4.0	(62.1) 65.0	(3.4) 4.0
The service makes this area feel less remote	(91.9) 91.0	(1.0) 9.0	(53.5) 46.0	(5.2) 4.0
The service offers better links to Central Belt of Scotland, Ayrshire or South West Scotland	(96.0) 96.0	(0.0) 4.0	(69.6) 73.0	(0.0) 0.0

Note: Agree: Strongly agree + Slightly agree Disagree: Strongly disagree + Slightly disagree
Note: Percentages for 2014 are shown in brackets

Scottish Government adheres to the public sector equality duty based on key protected characteristics as follows:

- age
- disability
- gender reassignment
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation.

Section 6.10 shows an analysis of generated trips from Campbeltown and Southern Kintyre by age and gender. In relation to these and the other factors with the exception of pregnancy/maternity and gender re-assignment the on-board survey provided data on usage profiles – and the general themes which emerged in terms of usage of the service by Scottish residents were very similar to 2014, as follows:

Table 6.16 Equalities summary

Age	Spread of representation – slight under-representation of 16-24s and low usage by 75+ age group reflected a general diminution in transport movements rather than ferry related issues
Disability	Under-represented – with 9.3 per cent of users with disability/ health problem (6.4 per cent 2014) compared to reported 19.6 per cent in population
Gender reassignment	No data
Pregnancy & maternity	No data
Race	Representative in that White Scottish usage (83 per cent) reflects national ethnic profile (84 per cent).
Religion or belief	Profile not dissimilar to national profile with slight bias to Church of Scotland as opposed to Catholic reflecting local profiles.
Gender	Fairly equal levels of usage
Sexual orientation	No data

6.12. Summary

The ferry service attained almost universal awareness and 50.0 per cent penetration of the adult resident population in Campbeltown/Southern Kintyre.

Nine out of ten users (88.4 per cent) who made similar trips prior to the ferry pilot would have used car in the past for some journeys; around a fifth (21.7 per cent) had used the bus.

The passenger profile shows the majority of users (60.6 per cent in 2015) are travelling for tourism purposes (including day trips or short breaks made by residents of Campbeltown/Kintyre or North Ayrshire) and the total for all other purposes. The other most significant journey purposes were visiting friends and relatives (close to 3 in 10 i.e. 29.8 per cent) followed by attending/visiting an event.

In 2015, around 4 in 10 passengers (37.1 per cent) would not have made the trip at all, and an additional 3.6 per cent would have gone somewhere else in the absence of the ferry service. In other words the pilot ferry service has generated 3,975 annual trips and displaced a further 364 trips in 2015 (slightly less than 2014).

In terms of integrated travel the majority of passengers accessed the ferry terminal by car or on foot – although at Ardrossan 3 in 10 (31.0 per cent in 2015) arrived or departed the terminal by train – reflecting the significance of Glasgow as a destination for Campbeltown/Kintyre users – and the value of the ferry/rail link at Ardrossan Harbour.

The key motivations in choosing the ferry service as an option were essentially related to:

- The ferry as a pleasurable mode either in terms of scenery/route and/or comfort/family friendly in comparison with alternative modes – accounting for over four in ten of unprompted responses;

- Saving journey time and convenience – totalling around a third of all verbatim responses.

6.12.1. Community impacts

In 2015 the pilot ferry service generated a total of 940 “new trips” made by residents of Kintyre and 283 by residents of North Ayrshire – which reflects something of a shift in emphasis from 2014 (1,309 Kintyre/107 North Ayrshire).

The pattern observed in 2014 was repeated in 2015 in that the ferry clearly provided significant *new* days out and wider tourism opportunities (including shopping, events and visiting friends/relatives) for Campbeltown/Southern Kintyre residents – to the level of a single return trip for every 14 or so adults in and around Campbeltown.

However there was a proportionate shift away from leisure-based days out, and events (possibly boosted by the Commonwealth games in 2014) and towards more shopping trips.

Along with opportunities for days out and short breaks/holidays in the Central Belt and elsewhere, the VFR factor will no doubt have made a contribution to the positive attitudinal responses from Campbeltown and Southern Kintyre in terms of the reduction in remoteness, improved linkage, and generally positive impacts on individuals and households.

Impacts on residents of the Three Towns were again less marked in terms of travel opportunities taken up although the popularity of the Sunday return *cruise* from Ardrossan had increased.

Female residents in Kintyre were more likely to benefit from generated trips, and there was something of a bias away from 16-25s and 65+ age groups. There was also a slight bias towards employed residents at the expense of unemployed/seeking work, unable to work due to disability/illness, and retired residents in Kintyre in particular.

There was a *very* positive attitudinal response from almost all Campbeltown/Southern Kintyre respondents – both in terms of economic impact and community confidence. Three Towns residents were also generally positive.

In terms of equalities there is a reasonable spread of usage by age, gender and ethnicity – reflecting local populations within the main catchment areas. There is an under-representation of people with disabilities and older (over 75) people – although the fact that reasonably significant minorities of the former are travelling implies that this is not the result of barriers to access.

7 Findings: Objective - Tourism

7.1. Key themes

For this report, the key primary data are taken from:

(a) On board passenger survey

(b) Business surveys with tourism sector operators in the two nodal areas.

Several sources have been assessed and discounted as there is no valid data at local level. Some data has been included from the Great Britain Tourism Survey (GBTS) which is led by VisitEngland and backed by VisitScotland and Visit Wales. The survey (which replaced the UK Tourism Survey in 2011) covers 100,000 face to face interviews throughout the year – covering all domestic tourism involving at least one overnight stay.

7.2. Types of tourist trip

The passenger survey showed that 60.6 per cent of all ferry journeys in 2015 were for days out short breaks or holidays (see Section 5.5). In other words, based on an aggregate total of 10,714 ferry journeys during 2015, a total of 6,493 journeys were tourism related – although this has to be refined in order to identify tourism impacts. Table 7.1 illustrates the nature of tourist trips.

Table 7.1 Type of tourist trips, percentage

	2014	2015
A trip to or from a short break (3 nights or less) at one location	34.0	40.7
A day trip from home	20.8	12.6
A trip as part of touring holiday with more than one stopover	16.3	7.6
A trip to or from a stay of 4 nights or more at one location	15.1	20.5
A "cruise" i.e. travelling out and back on the ferry without disembarking	12.3	14.8
A day trip as part of a longer holiday	1.4	2.9
Other	0.1	0.9

Base: Respondents on day trips/short breaks/holiday

Thus the tourist journeys in 2015 were split between

- 40.7 per cent to/from a short break (3 nights or less) – possibly reflecting the *long weekend* timetable from Thursday to Monday

- 20.5 per cent longer stays (4 nights or more)

- 14.8 per cent of passengers simply used the ferry as a ***cruise*** (essentially Sunday trips from Ardrossan to Campbeltown and back without disembarking)

- 12.8 per cent day trips

- 7.6 per cent on touring holidays (more than one stop).

Kintyre based tourists were using the ferry for short breaks (51.0 per cent) or day trips (26.3 per cent) – something of a reversal of share compared to 2014 (35.6 per cent and 50.4 per cent respectively). North Ayrshire residents making tourist trips were most likely to be on a short break (3 days or less - 37.8 per cent) and a similar number were on the Sunday cruise (36.3 per cent) – unlike 2014 when touring holidays were the most frequent tourist purpose.

7.3. Tourist destinations

Table 7.2 shows destinations by type of tourist trip. Thus in terms of destinations around four in ten (41.0 per cent) overall are heading for/returning from Kintyre and a slightly lower proportion (29.5 per cent) visit Elsewhere in Scotland (compared to 40.3 per cent in 2014). The latter proportion is most likely to be visits to Glasgow which account for a total of 11.7 per cent of all passenger trips monitored in the passenger survey (many of which are Friday day trips from Campbeltown/ Southern Kintyre). There has been an increase in the proportion of “no destination” or round trip users – including Sunday “cruisers” discussed previously:

Table 7.2 Regional market share of passenger destinations by type of tourist trip, percentage

		Cruise i.e. out/back no disembark	Day trip from home	Day trip in longer holiday	Trip to/from short break (<4 nights)	Trip to/from 4+nights in one location	Trip part of touring holiday
Destination Base:	776	108	89	15	222	186	152
Kintyre	41.0 (40.6)	0.0	1.9	31.6	48.9	72.3	71.2
Elsewhere in Argyll & Bute	1.7 (2.9)	0.0	0.0	5.1	0.6	3.6	6.9
North Ayrshire	9.4 (6.8)	0.0	14.1	63.3	11.5	0.0	16.8
Arran	0.1 (1.4)	0.0	1.0	0.0	0.0	0.0	0.0
Elsewhere in Scotland	29.5 (40.3)	0.0	75.8	0.0	36.3	22.4	1.9
Elsewhere UK	1.0 (3.3)	0.0	2.8	0.0	0.7	0.5	1.7
Overseas	0.4 (0.0)	0.0	1.4	0.0	0.0	1.2	0.0
No destination/round trip	16.9 (4.7)	100.0	3.0	0.0	2.0	0.0	1.5

Note: Percentages for 2014 are shown in brackets; the first column of figures shows the proportions of passengers for whom the area listed was their real destination i.e. beyond the ferry terminal; subsequent columns show this proportion for each type of tourist visitor. Thus for day trip passengers, the bulk (75.8 per cent were bound for Elsewhere in Scotland – typically trippers from Campbeltown/Kintyre heading for Glasgow and the wider Central Belt as shown elsewhere in this report)

Table 7.2 thus shows

(a) the dominance of Elsewhere in Scotland for day trips (including Glasgow and other Central Belt destinations)

(b) The significance of Kintyre for longer stay trips

7.4. Patterns of tourist trips

Table 7.3 shows that <u>of those making a return trip</u> - around 7 in 10 (70.6 per cent) tourists made a return trip by ferry – whereas 3 in 10 (29.4 per cent) were using the ferry as part of a round trip i.e. travelling in the other direction via an alternative route.

Table 7.3 Return trip/single trip by ferry – tourist trips, percentage

		Destination visited/visiting						
	Total	Kintyre	Elsewhere Argyll & Bute	North Ayrshire	Arran	Elsewhere Scotland	Elsewhere in UK	Overseas
Total sample	*778 (582)*	*464*	*32*	*21*	*2*	*135*	*10*	*3*
2 way by ferry	70.6 (67.1)	47.8	4.9	86.4	0.0	87.7	46.7	100.0
1 way by ferry	29.4 (32.9)	52.2	95.1	13.6	100.0	12.3	53.3	0.0

Note: Percentages for 2014 are shown in brackets

A higher proportion of return visitors to Kintyre (52.2 per cent) made the journey by ferry one way only – and even more visiting Elsewhere in Argyll and Bute and Arran.

The main modes in the non-ferry direction were car/private vehicle (72.2 per cent), alternative ferry (19.6 per cent), bus/coach (18.1 per cent), train (11.6 per cent) and plane (3.3 per cent).

7.5. Accommodation and expenditure analysis

Table 7.4 shows that over two-thirds (70.7 per cent) of all ferry users had at least one overnight stay. Kintyre and Argyll & Bute visitors were much more likely to stay overnight than North Ayrshire/Elsewhere in Scotland:

Table 7.4 Proportion staying overnight, percentage

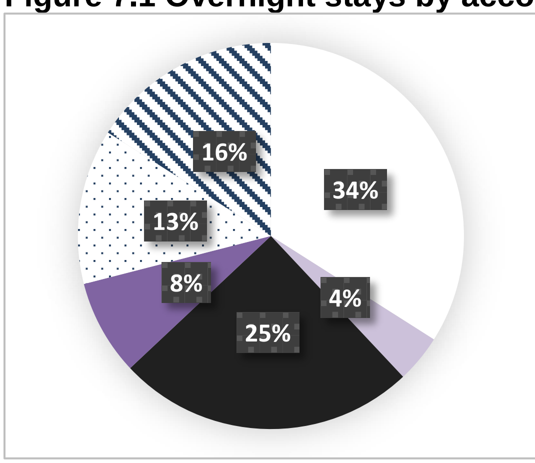
Total		Destinations visited/visiting Kintyre	Elsewhere in Argyll & Bute	North Ayrshire	Arran	Elsewhere in Scotland	Elsewhere in UK	Overseas
Base	*1513 (1561)*	*687*	*34*	*58*	*2*	*263*	*27*	*3*
Yes	70.7 (67.2)	98.2%	100.0%	71.8%	0.0%	53.5%	88.1%	100.0%
No	29.3 (32.8)	1.8%	0.0%	28.2%	100.0%	46.5%	11.9%	0.0%

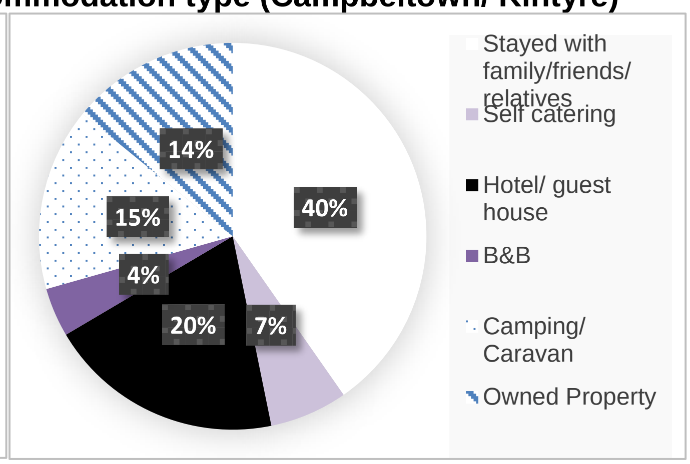
Note: Percentages for 2014 are shown in brackets

Figure 7.1 shows types of accommodation used by those making at least one night stay, the four types accounting for significant proportions of stays were:

- Staying with friends/relatives (40 per cent of visits in 2015)
- Hotel/guest house
- Camping/caravan
- Respondent's own property

Figure 7.1 Overnight stays by accommodation type (Campbeltown/ Kintyre)





2014 2015

Table 7.5 below shows the mean of respondents' estimates of bednights, accommodation spend [10] and other spend by locality visited. Thus more than half of the total bednights – and also spend on accommodation and other items – were in Campbeltown and Southern Kintyre.

Mean spend on visits excluding accommodation amounts to £105 divided by a mean of 2.0 individuals per party i.e. £52.50 per head (compared to £47.1 in 2014) – this is an increase despite an increase in the proportion staying with friends/relatives in 2015 (See Section 7.5.2). The detailed breakdown of spend by destination is as below.

Table 7.5 Mean accommodation spend and non-accommodation spend per group

		Accommodation		All other expenditure	
Destination	Bednights mean	Mean accom spend in group (£)	Mean no. of persons per group	Mean spend by group (£)	Mean no. of persons per group
Campbeltown & South Kintyre	2.7 (2.3)	57.98 (48.70)	1.9 (2.3)	119.56 (101.60)	2.0 (2.1)
Elsewhere in Kintyre	0.2 (0.2)	4.07 (1.63)	1.7 (1.5)	6.67 (4.10)	2.1 (2.2)
Islands off Kintyre	0.1 (0.1)	4.43 (6.23)	2.0 (1.6)	5.11 (5.70)	2.5 (3.1)
Elsewhere on Argyll mainland	0.1 (0.1)	1.64 (2.76)	1.8 (2.6)	4.51 (4.70)	1.8 (2.6)
Isle of Arran	0.1 (0.1)	1.50 (1.67)	1.6 (1.2)	2.55 (3.20)	1.6 (2.0)
North Ayrshire	0.2 (0.2)	7.67 (2.14)	1.7 (1.2)	13.18 (8.70)	2.2 (2.2)
Elsewhere in Scotland	0.9 (0.9)	19.33 (26.1)	2.1 (3.1)	60.51 (64.60)	1.9 (2.2)
Elsewhere in UK/overseas	0.6 (0.7)	8.40 (9.6)	1.7 (2.6)	18.22 (17.90)	2.7 (2.3)
Overall	4.8 (4.6)	105.03 (98.83)	1.9 (2.2)	230.30 (222.70)	2.0 (2.1)

Base: All passengers; Note: Includes spend by all party members incl. children; figures in brackets from 2014

Analysis of the expenditure generated by the pilot ferry (i.e. which would not have happened in the absence of the ferry) along with spend displaced from other areas is crucial to the economic impact part of the evaluation. This has been presented in 6.3 – aggregating from the above expenditure profile.

7.6. Tourism business impacts

Wider business responses have already been discussed at Section 5. The following discussion isolates tourism businesses11 – which accounted for

[10] Respondents recorded the amount they were spending and the number of individuals in their accompanying group covered by that expenditure
[11] Defined from SIC category 1 i.e. Accommodation and food service activities

- 25 per cent of the sample in Campbeltown/Southern Kintyre
- 13 per cent of the sample in North Ayrshire.

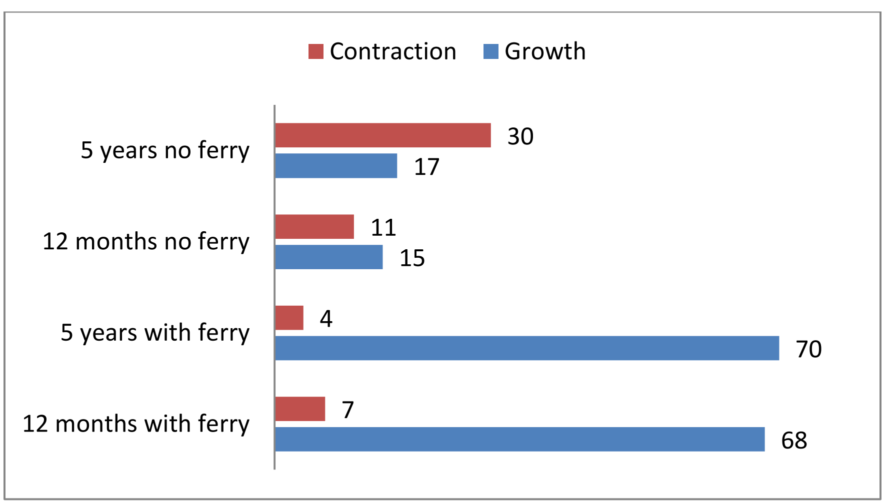
In general, tourism businesses were more likely to record an increase compared to the business sample as a whole – whereas their counterparts in the Three Towns were more likely to report a decrease i.e.

- Campbeltown and South Kintyre – 52 per cent of respondents claimed that turnover increased since 2012 and 10 per cent claimed that turnover decreased (compared to 36 per cent /13 per cent from the overall sample)
- Three Towns where 2 of the relatively small sample of 8 respondents claimed that turnover increased in past 3 years and 2 claimed that turnover decreased.

In terms of the extent to which the ferry pilot is thought to have played a role in that increase in turnover, all (100 per cent) of the tourism-related businesses in Campbeltown/South Kintyre which stated their business had grown attributed at least a minor role to the ferry (and no fewer than 75 per cent of these businesses claimed the ferry had played a significant role).

In terms of future growth – Campbeltown/Southern Kintyre tourist sector businesses view the future as very much influenced by the ferry as shown in Figure 7.2 below. When asked to estimate impacts on turnover of continuation of the service and then with the termination of the service, more than two-thirds claimed to expect growth in the former case over 12 months (68 per cent) and/or 5 years (70 per cent). Without the ferry only a very small proportion expect growth and indeed a net proportion of 13 per cent of respondents predict a fall in turnover over the five year period as shown:

Figure 7.2 Proportions of tourism businesses projecting growth/contraction in 12 months/five years – Campbeltown and Southern Kintyre



In the Three Towns the proportions expecting growth are much less dependent on the future of the ferry – with three respondents predicting growth with the continuation of the ferry and two in the absence of the ferry service.

7.7. Secondary data - GBTS

The Great Britain Tourism Survey (GBTS) provides information on the number of visitor trips made, the total number of visitor nights spent and the total visitor expenditure in a given area broken down by trip purpose – holiday; visiting friends and family; and business. To ensure greater statistical validity at the local level as advised by VisitScotland GBTS data was combined for the three years 2010 to 2012, 2011-2013 and 2012-2014. The ranking of Campbeltown (amongst Scottish towns/centres as a visitor destination has improved from

- 135th to 91st (total trips)
- 169th to 128th (bednights)
- 164th to 122nd (spend)

However having compared 2010 to 2012, 2011 to 2013 and 2012 to 2014 the level of fluctuation implies volatility due to grossing up of small sub-samples and we would not recommend scrutiny of these data for definitive analysis.

Instead the passenger surveys for 2015 show 27,000 bednights in Campbeltown/Southern Kintyre arrive by ferry – of which close to 11,000 will be generated/displace trips. Whilst the majority of these are likely to be outside of Campbeltown the 2010-2012 GBTS (i.e. pre-ferry) reported a mean of around 15,000 annual bednights in the town. Hence the impacts of generated trips on the visitor economy are very significant.

7.8. Summary

Six in ten (60.6 per cent) journeys by ferry in 2015 were for tourism purposes i.e. a day out, short break or holiday.

Of these trips:

- 40.7 per cent to/from a short break (3 nights or less) – possibly reflecting the *long weekend* timetable from Thursday to Monday;
- 20.5 per cent longer stays (4 nights or more)

- 14.8 per cent of passengers simply used the ferry as a cruise (essentially Sunday trips from Ardrossan to Campbeltown and back without disembarking)
- 12.8 per cent day trips
- 7.6 per cent on touring holidays (more than one stop).

As in 2014, amongst the tourist market a total of 7 in 10 (70.6 per cent in 2015 and 67.1 per cent in 2014) were making return trips by ferry, and the remainder had made/were making the trip in the other direction by an alternative route/mode.

Two thirds of passengers sought accommodation with a mean stay of 4.8 nights.

Day trips (essentially Friday return trips from Campbeltown) and *cruises* (Sunday afternoon trips from Ardrossan with no disembark at Campbeltown) accounted together for a quarter of trips. However the relative importance of each had switched towards the latter between 2014 and 2015.

Great Britain Travel Survey data – although viewed with caution due to small sub-samples of visitors to the area – does indicate an increase in trips, bednights and spend in Campbeltown since the pilot ferry commenced but the data has to be viewed with significant caution. However the 10,400 bednights identified as generated or displaced by the ferry service in 2015 in Campbeltown and Southern Kintyre – will be highly significant on top of the mean GBTS figure of 15,000 total bednights per annum for Campbeltown pre-ferry (2010-12).

8 Assessment against STAG Criteria

8.1. Key themes

In this section, we provide an assessment of the impacts of the pilot ferry service against the five STAG criteria: economy; environment; safety; integration; and accessibility and social inclusion. It should be noted that a number of the STAG criteria overlap with the themes explored in sections 4 to 7.

8.2. Economy

In sections 5.3 and 5.4 we set out the impacts of the ferry service in relation to generated and displaced expenditure and impacts on the local economies. This includes direct expenditure impacts close to £700,000 in the two years monitored – with indirect impacts taking the figure to around £1 million – half of which was in around Campbeltown/Southern Kintyre. Positive employment impacts are also covered in Section 5.

In this section, we consider a different aspect of the economic impact of the ferry service as part of the STAG analysis –i.e. the transport user benefits made as a result of the introduction of the pilot ferry service.

There are several categories to which transport users can be ascribed, for which transport user benefits are calculated differently:

a) Transport users whose travel patterns do not change but who enjoy time saving and/or other benefits;

b) Diverting users, who switch from other routes because of changes in relative (generalised) costs;

c) Diverting users who switch mode due to changes in relative (generalised) costs;

d) Generated users, whose use was previously frustrated by, for example, traffic conditions on the proposal, route or service; and

e) Redistributed users who may change their origin or destination in response to transport changes (for example, finding employment elsewhere).

The proportions of these users have been determined through the on-board surveys and are given as follows:

Table 8.1 Generated and Displaced Journeys, percentages

	Total 2014	Total 2015
I/we would not have made the trip AT ALL (Category (d) in paragraph 8.3)	38.8	37.1
I/we would have made the same trip but would have used another mode of transport or route (categories (b) and (c) in paragraph 8.2.3)	54.0	59.5
I/we would have gone somewhere else (category (e))	7.2	3.4

In terms of the response ‘I/we would have made the same trip but via another mode of transport or route’, there are three feasible alternative routes for those travelling by road from Ardrossan to Campbeltown[12] as follows:

1. The route from Ardrossan to Campbeltown via the A737, M8, A82 and A83 which takes around 3.5 hours to complete and is 153 miles by road.

[12] Of course, we are likely to find that many ferry users will not have trip origins or trip destinations in and around Campbeltown and/or Ardrossan. However until we can identify some of the key user segments (in terms of clusters of origin/destinations there is limited value in breakdown of individual links at present.

2. Alternatively the route via the A78 to McInroy's Point (Gourock), and then taking the ferry crossing operated by Western Ferries to Hunter's Quay (Dunoon). This provides a slightly shorter route (140 miles) than the all-road route but takes half an hour longer to complete at 4 hours. Ferries are operated every 20 minutes during weekdays and half hourly / 20 minute frequencies at weekends.

3. The third route involves two ferry crossings via Arran i.e. Ardrossan to Brodick and followed by the 14 mile drive to the Lochranza to Claonaig service operated by CalMac. Claonaig is 37 miles from Campbeltown via the A83 (or 28 miles via the single track B842). Either way this is the shortest alternative route in terms of road mileage but takes around 3 hours and 40 minutes.

Journey times from the Ardrossan to Campbeltown ferry service compare favourably with these alternative routes, with the ferry crossing taking 2 hours and 40 minutes which is at least 50 minutes faster than the alternative routes. The on-board surveys revealed that 52.8 per cent of ferry users stated that a major reason when deciding to use the ferry was to save journey time.

The primary data in combination with a breakdown of journey purposes has been used to approximate the value of time savings which lead to welfare benefit to the users. This is based on a 50 minute time saving per passenger and is therefore likely to be a slight underestimate.

Based on the STAG recommendation to apply the rule of half to generated trips, the benefit has been commensurately reduced for those 37 per cent of passengers who stated that they would previously not have made the journey at all. It is estimated that in total the ferry service would save passengers a total of around 7,000 hours per annum. Based on the survey responses this can be broken down into the following categories:

Table 8.2 Value of Time Saved 2014 - 2015

	Proportion	Hours Saved (generated passengers)	Hours Saved (abstracted passengers)	Value of Time / hr (2010 Market Prices)	Value of Time (2010 Market Prices)
2014					
Commuting	9.3%	240	381	£6.46	£3,238
Working (employers business)	2.1%	54	86	£34.12	£3,861
Other / Leisure	88.7%	2294	3633	£5.71	£27,293
Total	100%	2586	4096		£34,392
2015					
Commuting	3.5%	92	147	£6.46	£1,250
Working (employers business)	2.9%	74	119	£34.12	£5,313
Other / Leisure	93.6%	2425	3889	£5.71	£29,126
Total	100%	2591	4155		£35,689

Application of the value of time at market prices rates in STAG (Table 8.2) to the number of hours saved yields a total annual value of time saving of £36,000 per annum in 2015. This is slightly higher figure than 2014 despite a fall in passenger numbers. This is due to a lower proportion in 2015 of survey respondents reporting they would have gone elsewhere if the service had not been operating – and thus not classified as a travel time saving for this analysis, and also a higher proportion of those travelling on employers business who have a higher value of time.

8.3. Environment

The map overleaf in Figure 8.1 shows the average weekday traffic flows on the following key sections of the highway route between Campbeltown and Ardrossan in 2010-2014:

- A737 from Ardrossan to Paisley
- A82 from Erskine bridge to Tarbet Loch Lomond
- A83 from Tarbet to Campbeltown via Inverary, Lochgilphead, Tarbert Loch Fyne.

It is anticipated that a certain volume of traffic would be abstracted from the above routes by the ferry service when in operation, however this would represent a very small proportional fall in vehicle numbers compared to the existing volume of traffic on the trunk roads listed. Nonetheless the reduction in the number of vehicle kilometres on the road network will generate commensurate benefits associated with carbon savings, greenhouse gases, and marginal reductions in road congestion (although of course the ferry itself does produce its own emissions which have not been included in the analysis).

Origins and destinations as recorded by the on-ferry surveys and ferry car patronage figures were used to estimate the number of vehicle kilometres which would be abstracted from the road network. This analysis shows that in 2015 the ferry service extracted 1,022,000 vehicle kilometres from the Scottish road network. This high figure is partly due to the extremely long distance (over 100 miles/160 km) by road to access the Kintyre peninsula from the central belt of Scotland and the rest of Great Britain.

In terms of monetised economic benefit[13], in 2015 the ferry service generated savings of £59,000 of marginal external costs – mainly in relation to congestion (£82,000), accident reduction (£16,000) and greenhouse gases (£9,000) – as described in Table 8.3:

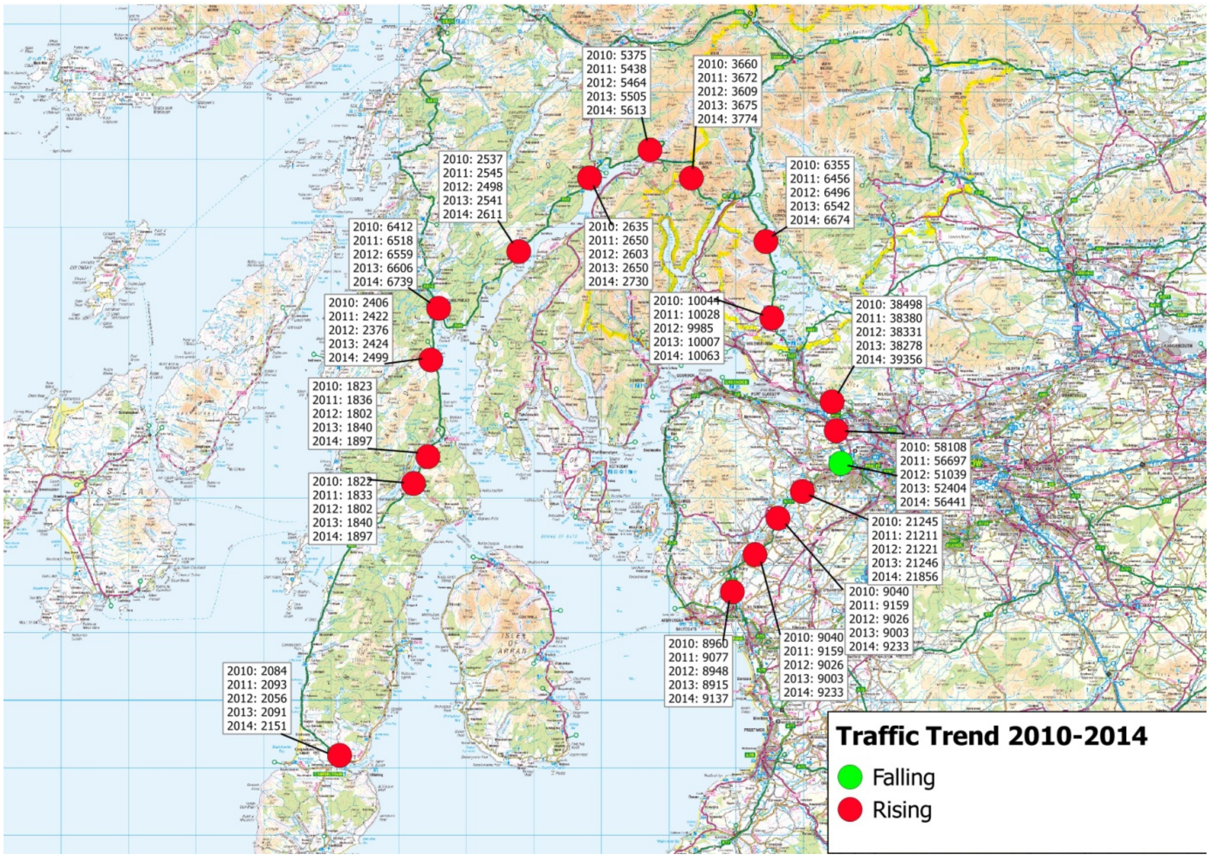
Table 8.3 2015 Marginal External Cost based on WebTAG Unit A5.4 (2015)

	Pence Per Km (2010 prices)	2015 Value	2014 findings
Congestion	8.1	£82,275	£78,468
Infrastructure	0.1	£1,022	£975
Accident	1.6	£16,353	£15,596
Local Air Quality	0.1	£1,022	£975
Noise	0.1	£1,022	£975
Greenhouse Gases	0.9	£9,198	£8,773
Indirect Taxation	-5.1	-£52,124	-£49,712
Total		£58,768	£56,049

As might have been expected, Figure 8.1 below shows no clear evidence that traffic flows on the route declined significantly as a result of the ferry service, indeed overall traffic volumes appear to have risen over the period of the ferry's operation on the route between Campbeltown to Ardrossan. However, as discussed previously, any such changes were likely to be proportionately very small in comparison to the existing traffic flows[14], and would likely be masked by background traffic growth on a strategic route serving a broad area of Argyll, Loch Lomond and beyond.

[13] In order to calculate the monetised economic benefit of this reduction in vehicle miles, and in accordance with the STAG guidance, values have been calculated in accordance with Unit A5.4 of WebTAG. It should be noted that, consistent with STAG guidance under the Environment Criterion, monetised values for journey ambience, local air pollution, or noise should not be included in an Appraisal Summary Table (AST).
[14] The baseline report presented flows for 2010 which were directional. These figures were obtained from the Transport Scotland traffic count site http://www.transportscotland.gov.uk/road/traffic-count . These flows have not been updated since 2010, so it was considered more appropriate to include more recent time series data which included the first year of ferry operation.

Figure 8.1 Weekday Mean Traffic Volumes: Campbeltown to Ardrossan 2010-2014



Source: Department for Transport Road Traffic Count Database

The Transport Scotland data from 2010 was examined to determine the seasonality of the route. The A83 and A82 (effectively the only road route to Campbeltown from Glasgow and the Central belt) show strong seasonal variation, with traffic volumes from May to September some 7-24 per cent higher than the average for the rest of the year. Given that these roads serve many of the tourist destinations in Argyll, this is not surprising. However, with the possible exception of Loch Lomond, there are no capacity or congestion issues despite the single carriageway design on the whole of the A83 and beyond Balloch on the A82.

The route between Ardrossan and Erskine Bridge (where motorists making the full journey by road would join with the A82) is via the A737. Given the more urban characteristics of the towns served (Irvine and the Three Towns, Dalry, Johnstone etc) and the relatively low levels of tourism described in Section 6, there is much less seasonality in the traffic flows on the A737 i.e. 4 – 8 per cent higher than the yearly average.

8.4. Safety

Accident data has been obtained for the road route from Transport Scotland for the period May to September 2012, 13 and 14, along with May to August 2015 (the most recent period available). It may be possible to anticipate a very small decrease in the casualty rate on the route during the period of operation of the ferry however there are many other factors which are likely to have a more significant influence over accident rates on the route.

Table 8.4 shows a comparison of casualties on the route for the period of May to September for 2012, 2013, 2014 and May to August 2015 – with the ferry service operating during the periods onwards from 2013.

Of the three sections of the route, between 2012 and 2015, two had reductions in the total number casualties. Both the M8 (Glasgow junction 20 to Ardrossan) and A82 (Tarbet to Erskine Bridge) sections of the route see reductions in total casualties. For the A83 (Campbeltown to Loch Lomond) section of the route there is a slight increase in total casualties. The relative changes in casualty numbers from 2012-2015 are outlined below:

- from 47-33 on the M8 (Glasgow junction 20 to Ardrossan)
- from 20-12 on the A82 (Tarbet to Erskine Bridge)
- from 25-28 on the A83 (Campbeltown to Loch Lomond).

In terms of total casualties for all three routes combined, there was a reduction between 2012 and 2015 from 92 casualties to 73 casualties respectively).

It is not possible to infer a reduction in road casualties due to the ferry service based on this data, given the very small proportional change in vehicle kilometres on the road network which could be anticipated to be generated by the operation of the ferry service - in comparison to the wide range of external factors affecting traffic volumes along the route, such as changes in levels of background traffic and a general trend towards a reduction in the rate of road casualties in the UK.

Table 8.4 Casualties involved in accidents by road May to September 2012 - 2015

	2012				2013				2014				2015			
	Killed	Serious	Slight	Total	Killed	Serious	Slight	Total	Killed	Serious	Slight	Total	Killed	Serious	Slight	Total
M8 (Glasgow Junction 20 to Ardrossan)	1	1	45	47	1	3	21	25	1	4	28	33	0	3	30	33
A82 (Tarbet to Erskine Bridge)	0	3	17	20	0	3	17	20	0	2	19	21	2	1	9	12
A83 (Campbeltown to Loch Lomond)	2	13	10	25	2	4	18	24	2	5	18	25	0	10	18	28
Total	3	17	72	92	3	10	56	69	3	11	65	79	2	14	57	73

It is however possible to estimate the theoretical change in number of accidents based on a rate basis applied to the number of vehicle kilometres abstracted from the network.

The accident rate for the A83 is estimated at 26.64 accidents per 100 million vehicle kilometres[15] over the period 2007 – 2011. The killed and seriously injured rate identified was 29 per cent of these accidents.

It has also been estimated that 1,022,000 vehicle kilometres were abstracted from the Scottish road network in 2015. Application of this rate to the number of vehicle kilometres saved by the ferry scheme, (and assuming that the remaining elements of the route to Southern Kintyre have a similar accident rate to the A83) would suggest that around 0.27 road accidents per year could have been prevented by the ferry service (i.e. one ever four years).

Table 8.5 Accident rates and accident savings, 2015

	Rate per 100 million vehicle kilometres	Vehicle Kilometres	Accidents Saved Per Year
Accidents	26.64	1,022,000	0.27
Killed & Seriously Injured Rate	7.73[16]	1,022,000	0.08

Therefore over the course of four years of operation the ferry service could theoretically prevent one road accident. Application of the killed and seriously injured factor identified for the A83 would suggest that 0.08 serious or fatal accidents could be prevented each year (i.e. one every 13 years).

8.5. Accessibility and social inclusion

Section 6.10 of this report details how the pilot ferry service generated a total of 940 “new trips” made by residents of Kintyre and 283 by residents of North Ayrshire. That section showed how these numbers reflect a shift in emphasis from 2014 (1,309 Kintyre/107 North Ayrshire).

The pattern observed in 2014 *was* repeated in that the ferry clearly provided significant *new* days out and wider tourism opportunities (including shopping, events and visiting friends/relatives) for Campbeltown/Southern Kintyre residents – to the level of a single return trip for every 12 or so adults in and around Campbeltown. However there was a proportionate shift away from leisure-based days out, and events (possibly boosted by the Commonwealth games in 2014) and more shopping trips.

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[15] http://www.transportscotland.gov.uk/system/files/uploaded_content/documents/projects/A83/a83-rest-and-be-thankful-project-a83-trunk-road-route-study-report-part-b-final.pdf
[16] Derived by applying 29% to the accident rate.

Whilst all age groups, males, females and a range of work/non-work backgrounds are reasonably well represented in the passenger profile, certain groupings were more likely to benefit from generated trips. Female residents in Kintyre were more likely to benefit from generated trips, and there was something of a bias away from 16-25s and 65+ age groups. There was also a slight bias towards employed residents at the expense of unemployed/seeking work, unable to work due to disability/illness, and retired residents in Kintyre in particular.

However there was a very positive attitudinal response across the board from Campbeltown/Southern Kintyre respondents – both in terms of economic impact and community confidence – in fact even more positive than in 2014. Three Towns residents were also generally positive.

8.6. Integration

Ardrossan Harbour train station offered proximity and regular fast services to Glasgow. However around three in ten travel to/from Ardrossan Harbour by train (29 per cent in 2014 and 31 per cent in 2015) – reflecting the significant advantage of the adjacent interchange and the popularity of Glasgow as a destination and as a generator of demand for the service.

Campbeltown – without adjacent bus interchange and services arriving too late for bus interchange on Thursday/Friday and leaving too early on Friday/Saturday – offers little or no opportunity for public transport interchange. Only a handful of passengers travel to Campbeltown by bus (0.7 per cent of boarding passengers in 2015), and only slightly more do so to/from Ardrossan (1.7 per cent). Bus operators may be unwilling to offer a service or adjust timetables in relation to a pilot service but the confirmation of a permanent service may generate more interest in such integration.

8.7. Summary

8.7.1. <u>Economy</u>

The on-board surveys revealed that 52.8 per cent of ferry users (in 2015) stated that a major reason when deciding to use the ferry was to save journey time (61.2 per cent in 2014). The primary data in combination with a breakdown of journey purposes has been used to approximate the value of time savings which lead to welfare benefit to the users. This is based on a 50 minute time saving per passenger and is therefore likely to be a slight underestimate. It is estimated that in total the ferry service would save passengers a total of around 7,000 hours per annum. This produces a total annual value of time saving of £35,800 (£35,400 in 2014) per annum, most of which is classified as leisure travel (£27,100) with commuting (£1,200) and employer’s business (£5,300).

8.7.2. Environment

It is anticipated that a certain volume of traffic would be abstracted from the alternative road routes by the ferry service when in operation, although this would represent a very small proportional fall in vehicle numbers compared to the existing volume of traffic on the trunk roads listed. Nonetheless the reduction in the number of vehicle kilometres on the road network will generate commensurate benefits associated with carbon savings, greenhouse gases, and marginal reductions in road congestion. These costs, known as marginal external costs, are the dis-benefits incurred by society as a result of car travel.

Changes in marginal external costs of car travel can be calculated from the additional (or removed) vehicle kilometres on a road network. The monetised economic benefit of the reduction in vehicle kilometres caused by the ferry service can be calculated by applying a pence per vehicle kilometre rate to the total volume of vehicle kilometres extracted from the network[17]. This analysis suggests that in 2015 the ferry service generated monetized savings of £59,000 of marginal external costs (£56,000 in 2014) mainly in relation to congestion (£82,000), accident reduction (£16,000) and greenhouse gases (£9,000).

8.7.3. Safety

Accident data shows that *overall* there has been a fall in total casualties from 2012- 2015 on the sections of road routes between Ardrossan and Campbeltown, although a slight rise was recorded on the A83 from Campbeltown to Loch Lomond. Given the number of external factors involved, it is not considered possible to infer a reduction in the number of road casualties from the baseline data. It is however possible to estimate the change in the number of accidents based on a rate applied to total vehicle kilometres abstracted from the network. This would suggest that around 0.27 road accidents could be prevented by the ferry service each year. I.e. over the course of four years of operation the ferry service would prevent one road accident. Application of the killed and seriously injured factor would suggest that 0.08 serious or fatal accidents could be prevented each year (i.e. one every 14 years).

8.7.4. Accessibility and social inclusion

The wider impacts of the ferry pilot are summarised above in paragraphs 1.27 to 1.33 which show the significance of the service in terms of travel behaviour and positive attitudinal responses – particularly in Campbeltown/Southern Kintyre. This covers most population groups but with some bias in new generated trips towards females, employed residents and middle age groups.

[17] In accordance with the recommendation in the STAG guidance, these factors have been derived from Unit A5.4 of WebTAG (Marginal External Costs).

8.7.5. Integration

Ardrossan Harbour railway station offers both proximity and regular, fast rail services to Glasgow. Campbeltown – without adjacent bus interchange and services arriving too late for bus interchange on Thursday/Friday and leaving too early on Friday/Saturday – offers little or no opportunity for public transport interchange. Only a handful of passengers travel to Campbeltown by bus, although slightly more do so to/from Ardrossan. However around three in 10 travel to/from Ardrossan Harbour by train – reflecting the significant advantage of the adjacent interchange and the popularity of Glasgow as a destination and as a generator of demand for the service.

9 Future usage of the Ferry service

9.1. Key themes

Several questions in the surveys in 2015 addressed improvements or changes which would most likely result in increased usage. The responses are summarised in Sections 9.2 to 9.4. However, the same vessel, MV Isle of Arran, is used to provide Arran (Ardrossan – Brodick) and Campbeltown services and any future service changes need to be agreed with both communities.

9.2. Service changes which would encourage greater usage

Respondents on-ferry were asked (from a prompted list) which changes would encourage them to use the service more. Fairly predictably for a service operating on three days (in each direction) only, there was strongest support for:

- *sailings on more days in the week* (69.1 per cent in 2015 and 75.7 per cent in 2014)
- a *year round service* (56.5 per cent in 2015 and 61.2 per cent in 2014)
- *lower fares* (25.1 per cent in 2015 and 31.3 per cent in 2014)

No other factors were cited by more than 20 per cent of respondents.   These responses essentially replicate the order of response in the 2014 responses – albeit with minor drops in the proportion citing each one.

The responses were reasonably consistent by home area – with respondents in North Ayrshire more likely to cite Sailings on other days of the week (84.8 per cent) and Year Round Service (65.7 per cent) .

The phone surveys with residents and businesses enabled us to include more deliberation about future service criteria. Residents were presented with a series of criteria and asked which would encourage them to use the service more frequently.

Table 9.1 Which service changes would encourage more usage, percentages

	Campbeltown/ S Kintyre		Three Towns	
	Resident	Business	Resident	Business
The Service operated more frequently	87	90	27	15
The service operated on a greater number of	85	94	24	16
The service operated all year round	78	85	17	6
The Sunday service allowed for a stopover in Campbeltown for day visitors rather than returning immediately	n/a	n/a	26	4
On Saturday the service operated to Ardrossan in the morning (as currently) AND returned to Campbeltown late afternoon/ evening	82	75	n/a	n/a
There was a similar return trip on Sunday (i.e. to Ardrossan in the morning) returning to Campbeltown later afternoon/evening	82	71	n/a	n/a

9.3. Additional services stopping at Brodick

Respondents were presented with another notional service change i.e. more services stopping at Brodick on Arran. Table 9.2 shows that, for Campbeltown/Southern Kintyre residents and businesses there would be a relatively small *net* negative impact on likelihood to use the service (i.e. proportions for whom the additional stop would increase likelihood to use net of proportions for whom it would decrease likelihood).

Table 9.2 Impact of more services via Brodick, percentages

	Campbeltown/S Kintyre		Three Towns	
	Resident	Business	Resident	Business
Increase your likelihood to use the service	17	20	4	10
Have no effect on your likelihood to use the service	50	53	90	86
Reduce your likelihood to use the service	33	27	6	4

The Three Towns respondents stated that the additional stop would generally have no impact on propensity to use.

In addition the impacts on Campbeltown/Southern Kintyre respondents if the last ferry used had stopped at Brodick used were also measured. In this more *real world* instance there was greater evidence of a negative impact in that 33 per cent of residents and 28 per cent of business users stated that it would have been unlikely or that they definitely would not have used the ferry with the stop at Arran. This is something that will need to be taken into account when any potential service changes are being considered.

Table 9.3 Whether would have used last ferry if via Brodick, percentages

	Residents	Business
Yes, definitely	35	50
Yes, possibly	32	22
Unlikely	8	14
Definitely not	25	14

9.4. Impact of wider changes in service provision

In terms of the type of initiative or service improvement which would most encourage more usage by the respondent, residents and businesses were (as shown overleaf in Table 9.4) most likely to identify:

- Fewer cancellations (the survey was conducted towards the end of the 2015 season)
- Lower fares

However better integration and faster journey times also had a significant impact for a third of residents and slightly more businesses

Table 9.4 Impact on frequency of usage of listed criteria, percentages

A. Businesses	Strongly positive	Slightly positive	No real impact	Slightly negative	Strongly negative	Not able to comment
Lower fares	51	11	36	-	-	2
Better facilities on board	8	11	70	-	-	11
Better integration with other forms of transport	38	14	45	-	-	3
Faster journey times	49	10	37	-	-	4
Fewer cancellations	69	7	23	-	-	1

B. Residents	Strongly positive	Slightly positive	No real impact	Slightly negative	Strongly negative	Not able to comment
Lower fares	54	20	26	-	-	-
Better facilities on board	15	7	72	-	-	6
Better integration with other forms of transport	34	12	48	-	-	6
Faster journey times	34	23	41	-	-	2

An open question in the telephone surveys asked for only one modification to the timetable which would encourage them to use the service more, this produced the following main categories of response unprompted:

Table 9.5 One preferred modification – verbatim responses, percentages

	Campbeltown/S Kintyre	
	Residents	Business
More frequent sailings	57	61
Includes 1. Return same day 2. Midweek sailings 3. Operate every day	 22 12 4	 18 32 11
Better timings	10	12
Cut out Brodick stop	4	1

Thus the most cited single responses by businesses were for mid- week sailings; and for residents more daily return options.

The same vessel, MV Isle of Arran, is used to provide Arran (Ardrossan – Brodick) and Campbeltown services. The Ferries Plan commits to an improved service on the Ardrossan – Brodick route, which the MV Isle of Arran helps to provide as the second vessel on that route. Therefore any changes to the Campbeltown timetable need to be approved by both Arran and Campbeltown communities. Campbeltown stakeholders proposed timetable changes for the second and third years of the pilot, however agreement was unable to be reached with the Arran community.

A new vessel is planned for the Ardrossan – Brodick route in 2018 and this will present an opportunity to consider improvements to the Campbeltown service.

10 Conclusion

The pilot ferry service appears to have met the objectives set for it in terms of

(a) Boosting the Campbeltown/Southern Kintyre economy by around £500,000 per annum, and consequently stimulating business confidence

(b) Enhancing transport choices via a service used by around 10,000 passengers per annum (despite the concerns expressed by many users about the timetable limitations and high frequency of cancellations) - and generating new travel opportunities for residents and visitors alike

(c) Boosting the tourist market in Southern Kintyre where most tourist businesses experienced growth which they attributed to the service.

The STAG assessment which formed part of this evaluation identified further user benefits in terms of time savings, environmental cost reductions and small amounts of cost savings due to road accident reductions. These aggregate to a further £94,000 per annum – which may not be a huge figure but when viewed in the context of a remote peninsular destination adds further to the positive significance of the service.

The STAG issue of accessibility/social inclusion – whilst not measured in monetary terms as part of the study – was impacted particularly in Campbeltown/Southern Kintyre where the mix of visitor numbers, and residents' opportunities for more day trips/breaks and family/friend visits resulted in growing community confidence alongside the positive business response residents and business alike.

Ideally Transport Scotland and partners should re-visit some of the core indicators in future years, not least relating to business turnover and employment to confirm that expectations stated during the study are met. However, set against the stated objectives of the pilot service the data gathered during the evaluation has yielded a matrix of positive behavioural and attitudinal indicators over the three year period itself.

11 Appendices

11.1. A1. Appendix 1: 2014 and 2015 Surveys - Sampling

Table A1.1 shows the total carryings along with the survey profile in relation to term-time and school holidays sailings:

Table A1.1: Total passengers/surveys by term/holiday time

	Totals	Term time	School Holidays[18]
2014			
Total passengers	11,343	6,227 (55%)	5116 (45%)
Total cars	2,236	1,309	927
Total surveys completed	1578	601 (38.1%)	977 (61.9%)
Total passengers covered	2555	971	1584
Weighted passenger totals	6362	3351 (53%)	3011 (47%)
2015			
Total passengers	10,714	5,786 (54%)	4928 (46%)
Total cars	2,307	1,271	1,036
Total surveys completed	1,520	573 (38%)	947 (62%)
Total passengers covered	2,204	790	1,414
Weighted passenger totals	4,425	2,295 (52%)	2,130 (48%)

- Total passengers covered: Number in the group accompanying the respondent who were included in responses to expenditure questions;
- Weighted passenger totals: Number of respondents x frequency of usage during 2014/2015 (since individuals were not asked to complete more than one questionnaire during the season)

Thus our sample was biased towards school holiday respondents. However our sample was based on one completed questionnaire per respondent during the whole season, which meant that frequent users (who would be more likely than tourists to travel in term time) were under-represented in the final sample. However all data is weighted based on frequency of use as shown – with weighted totals matching the patronage split quite closely.

Similarly we attained an even spread of surveys in each direction – reflecting the usage data:

[18] School holidays were taken to include weekend services (including Friday services) covering the two May bank holidays (Fri 2nd to Sun 4th May and Fri 27th to Sun 29th May) and the “breaking-up” Friday of 27th June through to Sunday August 17th.

Table A1.2: Total passengers/surveys by direction

	Totals	To Campbeltown	From Campbeltown
2014			
Total passengers	8542	4437 (51.9%)	4105 (48.1%)
Total cars	1382	681	701
Total surveys	1578	841	737
Passengers covered	2555	1359 (53.1%)	1196 (46.9%)
2015			
Total passengers	8156	4,298 (52.7%)	3858 (47.3%)
Total cars	1543	768	775
Total surveys	1520	836	684
Passengers covered	2204	1179 (53.5%)	1025 (46.5%)

Note that above usage totals excludes Saturday boarders at Brodick travelling to Ardrossan

Table A1.3: Total passengers/surveys by direction

	Totals	To Campbeltown	From Campbeltown
2014			
Total passengers recorded	11,343	52%	48%
Survey trips total	6,367	3,227 (51%)	3,141 (49%)
2015			
Total passengers recorded	10,714	53%	47%
Survey trips total	4,525	2,351 (52%)	2,172 (48%)

As a result of the above we have not attempted to weight the data in relation to seasonality or direction of travel. Responses have been weighted on frequency of travel (see table A1.4) since we limited questionnaire distribution to those who had not completed one previously during 2015. Without weighting the analysis would be heavily skewed towards one-off journeys since frequent users provided data just once.

Table A1.4: Frequency and weighting

	Totals **2014**	Totals **2015**	Weighting factor
2 or more return trips per week	16	11	45.0
Once per week	43	18	22.0
2 or 3 times per month	117	114	12.5
Once per month	122	98	5.0
2 or 3 times during season	525	429	2.5
Once only	568	546	1.0

11.1.1. <u>Household and business surveys sampling</u>

The sampling details for the two telephone surveys are mainly covered in Section 3. In terms of the business surveys – the attained sample profile was as follows

Table A1.5: Business survey profile: percentages

Campbeltown / South Kintyre			Ardrossan/Saltcoats/Stevenston		
	2014	2015		2014	2015
Base	100	100	Base	82	81
Accommodation & food service activities	29.0	31.0	Accommodation & food service	12.2	15.5
Wholesale & retail trade	24.0	22.0	Wholesale & retail trade	32.9	32.0
Manufacturing	11.0	8.0	Human health & social work activities	13.4	13.0
Agriculture, forester & fishing	8.0	9.0	Other service activities	7.3	7.8
Professional, scientific & tech activities	7.0	8.0	Professional, scientific & tech activities	8.5	10.7
Other	21.0	22.0	Other	25.6	21.0

11.1.2. Secondary data

The data sources used in the secondary data analysis are listed in Table 1.6 in Section 3. The following data sources in Table A1.5, were considered in the proposal but were subsequently rejected on the grounds of a lack of appropriate data at a local level or for practical reasons.

Table A1.6: Secondary data sources (unavailable)

Indicator	Source	Geography	Comments
B Economy			
B5 Commercial rental levels	Scottish Property Network	Campbeltown/Kintyre/ N Ayrshire and Arran	Marginal value compared to cost of subscription
C Tourism			
C1 Visitors: Accommodation occupancy	Scottish occupancy survey	Campbeltown/Kintyre/ N Ayrshire; Arran	Insufficient sample according to TNS/VisitScotland
C1 Visitors: Business confidence of accommodation	Scottish occupancy survey	Campbeltown/Kintyre/ N Ayrshire; Arran	As above
C2 Visitor attractions: Total visits	Annual survey report by Moffat Centre for VisitScotland	N Ayrshire and Kintyre	None in Kintyre/2 in Arran/11 N Ayrshire according to GCU/ VisitScotland

11.2. A2. Appendix 2: Monthly patronage totals

Table A2.1: Campbeltown-Ardrossan pilot ferry service patronage 2013-15

(a) Passenger carryings

Journey Leg	Month	2013	2014	Annual change (%)	2015	Annual change (%)
Ardrossan to Campbeltown	May	352	534	52%	546	2%
	Jun	685	826	21%	614	-26%
	Jul	1,049	1,143	9%	1106	-3%
	Aug	1,199	1,082	-10%	1122	4%
	Sep	716	852	19%	910	7%
Brodick to Ardrossan	May	96	526	448%	368	-30%
	Jun	528	354	-33%	409	16%
	Jul	587	564	-4%	520	-8%
	Aug	813	826	2%	796	-4%
	Sep	388	531	37%	465	-12%
Campbeltown to Ardrossan	May	188	434	131%	356	-18%
	Jun	528	641	21%	433	-32%
	Jul	688	803	17%	779	-3%
	Aug	918	945	3%	948	0%
	Sep	456	609	34%	576	-5%
Campbeltown to Brodick	May	25	160	540%	132	-18%
	Jun	148	135	-9%	98	-27%
	Jul	148	110	-26%	144	31%
	Aug	227	164	-28%	266	62%
	Sep	85	104	22%	126	21%
TOTAL		9,824	11,343	15%	10,714	-6%

Source: CalMac

(b) Cars and coaches

	Cars						Coaches		
Journey Leg	Month	2013	2014	Annual Change (%)	2015	Annual change (%)	2013	2014	2015
Ardrossan to Campbeltown	May	63	86	37%	114	33%	0	0	0
	Jun	113	124	10%	123	-1%	0	1	0
	Jul	139	195	40%	217	11%	0	0	0
	Aug	199	169	-15%	178	5%	0	1	0
	Sep	112	107	-4%	136	27%	1	1	0
Brodick to Ardrossan	May	28	165	489%	116	-30%	0	1	0
	Jun	151	150	-1%	152	1%	1	0	0
	Jul	172	166	-3%	153	-8%	0	0	0
	Aug	223	220	-1%	215	-2%	0	0	0
	Sep	134	153	14%	120	-22%	0	0	0
Campbeltown to Ardrossan	May	33	66	100%	61	-8%	0	2	0
	Jun	98	110	12%	90	-18%	0	2	1
	Jul	114	133	17%	133	0%	0	0	0
	Aug	142	142	0%	193	36%	0	1	1
	Sep	90	101	12%	133	32%	1	1	1
Campbeltown to Brodick	May	4	20	400%	24	20%	0	2	0
	Jun	33	35	6%	18	-49%	0	0	0
	Jul	37	26	-30%	42	62%	0	0	0
	Aug	52	47	-10%	53	13%	0	0	0
	Sep	21	21	0%	28	33%	0	0	0
Total		1,958	2,236	14%	2307	4%	3	12	3

11.3. A3. Appendix 3: BRES – Employment by Sector and Ward 2012, 2013 and 2014

The graph below shows total employment in each ward with a breakdown by industrial Sector for 2012, 2013 and 2014. Note that BRES excludes jobs in agriculture (significant for Arran and Campbeltown/South Kintyre). **The data is extrapolated from a small number of respondents in each ward and should be viewed with extreme caution**. Indeed the figures from the BRES have been provided rounded to the nearest 100 employees – with generally small sample sizes and therefore subject to sampling errors.

Figure A3.1: Employment Levels

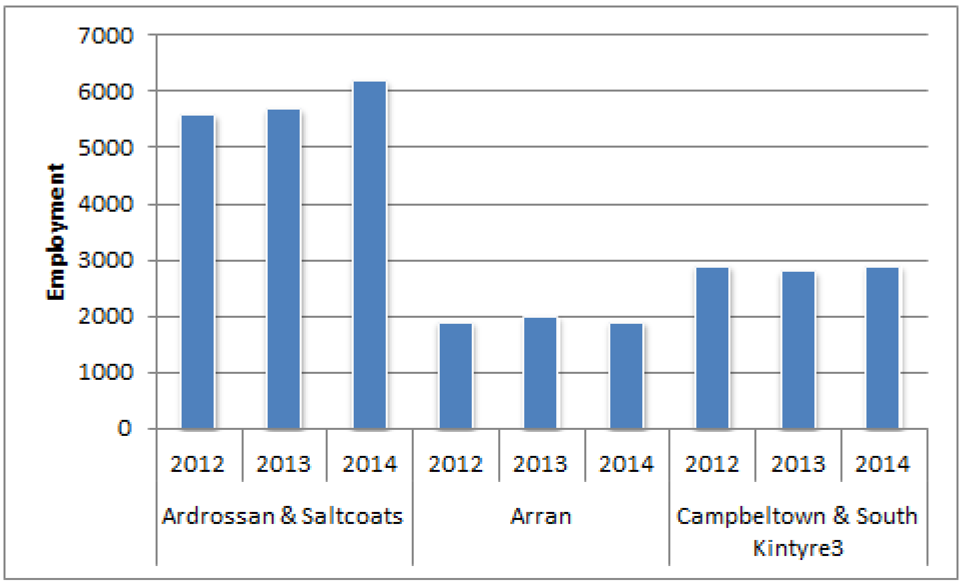

Figure A3.1 shows that the Ardrossan and Saltcoats area has the highest levels of employment at 6,200 jobs, which Table A1 shows is spread over a number of sectors, indicating a relatively balanced economy. The employment base appears to have expanded in Ardrossan and Saltcoats over the three year period with an increase of around 600 jobs (~10 per cent) reported by the data. Campbeltown and South Kintyre has the next highest employment base with around 2,900 jobs for 2014. The level of employment appears to have remained relatively static over the three year period for both Arran and Campbeltown and South Kintyre.

Table A3.1 overleaf shows employment by sector for 2012, 2013 and 2014. The data shows a large proportion of employment in Campbeltown and South Kintyre centred around public sector orientated occupations, including around 500 jobs in the Health Sector and a further 300 jobs in public administration and defence. This indicates that Campbeltown may be relatively dependent on the public sector.

Table A3.1: Employment Breakdown by Sector

Industry	Ardrossan & Saltcoats			Arran			Campbeltown & South Kintyre		
	2012	2013	2014	2012	2013	2014	2012	2013	2014
Agriculture, forestry and fishing[1]	0	*	*	*	0	0	0	0	0
Mining and quarrying	*	*	*	*	*	*	*	*	*
Manufacturing	600	700	1000	200	200	200	200	200	200
Electricity, gas, steam and air conditioning supply	0	0	0	0	0	0	*	*	*
Water supply; sewerage, waste management and remediation activities	*	*	0	*	*	*	0	0	*
Construction	200	200	200	200	100	100	100	100	100
Motor trade	100	100	100	0	0	0	0	0	100
Wholesale trade	*	*	100	0	0	0	200	200	200
Retail trade	900	900	900	200	200	200	300	300	200
Transportation and storage	300	300	300	100	100	100	200	300	300
Accommodation and food service activities	500	700	600	400	600	500	200	300	200
Information and communication	100	0	0	0	0	0	0	0	0
Financial and insurance activities	100	100	100	*	*	*	0	0	0
Property	100	100	100	0	0	0	0	100	0
Professional, scientific and technical activities	200	200	300	0	0	0	100	100	100
Administrative and support service activities	300	300	400	0	100	0	0	0	0
Public administration and defence; compulsory social security	200	200	300	*	*	*	400	300	300
Education	600	500	500	*	*	*	300	200	200
Human health and social work activities	900	900	1000	200	200	200	500	400	500
Arts, entertainment, recreation & other services	400	400	300	200	200	200	200	200	200
All	5,600	5,700	6,200	1,900	2,000	1,900	2,900	2,800	2,900

Employment = employees + working proprietors (i.e. sole traders, sole proprietors, partners and directors - this does not apply to registered charities); All data is rounded to the nearest 100 (see Table A1);
These figures exclude farm agriculture (SIC subclass 01000). Estimates subject to sampling errors which increase as geographic areas become smaller and industry more detailed.

On the Isle of Arran a total of around 500 jobs – around 25 per cent of the jobs on the island - are contained within the accommodation and food services industries. This explains some of the seasonal variation in unemployment rates throughout the year, discussed in section 3 of the report. In 2014 there was a reported decrease of around 100 jobs occurred in the accommodation and food service industries with a decrease also reported in construction sector.

Ardrossan has a large proportion of its employment in the health sector (1000 employees) and the retail sector (900 employees) for 2014. There has been a notable increase in Manufacturing jobs from 600 in 2012 to 1,000 in 2014.

Because these estimates are *coarse* it has therefore not been possible to undertake a useful time series analysis of how employment by sector has changed over time. Thus we would recommend no more than the type of indicative analysis included in the paragraphs above.

11.4. A4. Appendix 4 Business base, March 2013, March 2014 & March 2015

The following figures from March 2013, 2014 and 2015, provide details of the number of businesses by industrial sector and ward, have been extracted from the Inter Departmental Business Register (IDBR) which is a database maintained by the ONS of all VAT or PAYE registered enterprises. However, it is important to note that the IDBR excludes small sole traders or partnerships with no employees and an annual turnover of less than £79,000 – which are likely to make up a major proportion of businesses in Southern Kintyre/Campbeltown.

Table A4 Business base

Industry	Ardrossan & Saltcoats			Arran			Campbeltown & South Kintyre		
	2013	2014	2015	2013	2014	2015	2013	2014	2015
Agriculture, Forestry and Fishing	15	15	15	50	50	50	125	135	135
Mining and Quarrying	0	0	0	0	0	0	5	5	5
Manufacturing	25	30	30	15	15	15	20	20	20
Electricity, gas, steam and air conditioning supply	0	0	0	0	0	0	0	0	0
Water supply; Sewerage, waste management and remediation activities	5	5	0	0	0	0	5	5	5
Construction	50	50	50	25	25	25	25	25	25
Wholesale and retail trade; Repair of motor vehicles and motorcycles	120	115	115	50	50	55	70	70	70
Transportation and storage	20	20	20	10	10	10	15	15	20
Accommodation and food service activities	60	60	60	45	50	50	30	30	30
Information and communication	15	15	15	5	5	5	10	10	10
Financial and insurance activities	10	10	15	0	0	0	5	5	5
Real estate activities	10	10	10	10	5	5	10	10	10
Professional, scientific and technical activities	55	75	80	15	15	20	20	20	25
Administrative and support service activities	25	30	25	10	15	10	5	10	15
Education	5	5	5	0	0	0	5	5	5
Human health and social work activities	35	35	35	10	5	10	15	15	15
Arts, entertainment and recreation	20	20	20	15	15	10	15	15	15
Other service activities	40	40	40	5	5	5	10	10	15
All	510	535	535	270	280	280	390	405	425

Source: Scottish Government, ONS (IDBR)

1. Excludes central and local government.

2. Ardrossan/Saltcoats is made up of: Ardrossan North, Ardrossan South, Saltcoats East, Saltcoats North, South Beach

3. Campbeltown& South Kintyre is made up of: Campbeltown Central, East Central Kintyre, South Kintyre

All data is rounded to the nearest 5 and based on very small counts. However, some of the larger cells provide evidence of the economic characteristics of the area and the overall totals naturally reflect the size of the local economy with Ardrossan / Saltcoats significantly larger than both Campbeltown / South Kintyre and Arran.

Despite covering a large and rural area, the economy of Arran appears to be relatively diverse, with a spread of business activities across various industrial sectors. Almost a fifth, 18 per cent of the business base on Arran is accommodation and food services firms, which is the highest proportion out of all the wards.

The largest single cell is that of Agriculture Forestry and Fisheries within Campbeltown and Southern Kintyre – a total of 135 businesses in 2015. Retail is more significant in Ardrossan/Saltcoats – with 115 businesses. 70 retail businesses are located in Campbeltown/Southern Kintyre making it the second most significant sector in that area in 2015.

Given the rounding issues described above, a comparison between 2013, 2014 and 2015 should be treated with some caution, however the headline figures indicate that the number of business sites has increased between 2014 and 2015 just in Campbeltown & South Kintyre. The number of businesses in the Campbeltown and Southern Kintyre area has increased by 35 from 2013 to 2015. On Arran the picture was mixed with a net increase of 10 business premises from 2013 to 2015.

The overall increases in the number of registered business premises are modest and are likely due to the prevailing improved economic picture between 2014 and 2015 rather than local factors.

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