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

Present: (Chair)

Councillor John Semple

Attending Martin Gorringe Marine Operations Manager

David Roberts HII

Ewen MacDonald Explore Campbeltown
Neil Clapperton Explore Campbeltown
Jim Martin Campbeltown Community

Council

1. APOLOGIES

Apologies were intimated from:-

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

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

2. MINUTE

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

3. EVALUATION OF THE CAMPBELTOWN/ARDROSSAN SERVICE

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

The Marine Operations manager advised the timeline for completion of the questionnaires. These would be finalised by August 2014 and a report generated at the service conclusion in September. This exercise would be repeated in 2015 and would hopefully provide a clear picture of the success of the operation and inform if it would be sustainable for future ye24PKLK-co,P24q.53-m,T'-o,T52'3KPP-r,45211K'.TTdu[-f,T.24PKLK-u,T52'3KPP-t,T

Possibility of introducing a Loyalty card for visitors to local attractions - e.g. Distilleries/hotels

Liaising with local cycle clubs in the Ayrshire area - promoting the ferry service with a view to these clubs utilising local cycle routes Staging 'Comedy/Culture nights' on board the ferry Promoting the ferry service - West Sound local Ayrshire Radio Local Ambassador/Ambassadress to promote local attractions on the ferry Signage at Kennacraig - promoting Kintyre attractions

Outcome:

The group agreed that Maggie Maguire would be invited to a meeting in