

ISLE OF ARRAN FERRY COMMITTEE

Minute of Demand Management Meeting

Held on

Monday 12th May 2014

At 1.45pm at

Brodict Castle

Present:

Robert Waine (Chair)	Simon Richmond (CalMac)
Jim Henderson (Community Council)	David Cameron (NTS)
Alastair Dobson (Taste of Arran)	Jim Lees (Arran CVS)
Sheila Gilmore (Visit Arran)	Colin McCort (Port Manager, CalMac)
Kenneth Gibson (MSP)	Cllr John Bruce (NAC)
William Calderwood (Community Council)	David Cannon (CalMac)

Also present: Bill Main (CalMac), Graham Laidlaw (Transport Scotland) and Bobbi Adamson (Minutes)

Apologies were received from John Thomson and Liz Robertson.

The Chairman opened the meeting, thanked all for attending and introduced Graham Laidlaw from Transport Scotland.

GL recognised the issues with the fares and demand management. He recognised that the Arran route differs significantly from the many other routes for various reasons.

GL displayed a table with the pricing for both the Brodict - Ardrossan route and the Lochranza – Clonaig route. He added that he would not anticipate the need for demand management over winter timetable.

BM discussed the prices and demand from previous RET 'pilots' and discussed an expected rise in demand on the service once RET is in place.

BM ran through the presentation which was shown at the previous meeting for those that did not get the chance to see it. He added that the option of offering added value on CalMac's behalf is no longer an option. The RET prices are as low as CalMac are allowed to offer. SG suggested that there are other options for 'added value' as demand management coming from Arran businesses.

There was a short list of Demand Management options displayed on a presentation.

- Pricing (transport Scotland)
- Application of different pricing
- Managing capacity
- Other options

The options of differentiating prices on certain sailings or on the 'full fare sailings' was discussed and rejected unanimously by the committee.

The following options for managing capacity were discussed.

Option A

Limiting bookings for vehicles over 2.5m high on the Caledonian Isles on Ardrossan – Brodict Friday and Saturday and Brodict – Ardrossan Saturday and Sunday.

Option B

Incentivise commercial vehicles to travel on the Isle of Arran vessel by reducing their rates. The Isle of Arran is at full capacity when holding 4 fully laden Lorries.

The other options for consideration were discussed

- Cancellation/amendment charges

- Fully refundable or non-refundable
- No-show charges

This was followed by discussion over people who book multiple sailings to keep their options open. Charges could prevent 'no-show' bookings. These options were well received by most and the similarities to hotel and flight bookings were discussed.

The final sign-off of all timetables (including items of demand management) required by the 30th of June '14.

There was discussion over only allowing commercial bookings on certain sailings to keep free space on particularly busy sailings.

SG suggested introducing 'children go free' between July and August for early sailings as parents are still going to buy a breakfast, therefor CalMac will not be left short.

The committee agreed that demand management should not be 'fare-based', preferred options were looking at all vehicles having a 'no-show' charge. The need for the Arran community to 'sell' Arran between Monday-Thursday was expressed as this will ease up space over weekends by holiday makes travelling on different days.

KG expressed the need for a timescale regarding the vessel replacement as this has been requested on several occasions. It was explained that if the Isle of Arran vessel was utilised for an extra month on the winter side and spring side of the summer timetable this would be a huge relief. BM said that this option is being looked into.

With no further business, the Chair closed the meeting.

Signed:

Dated: