













servicescience

Ardrossan Port Redevelopment

Key findings from the **F2F** and **online survey** of CalMac passengers travelling between Ardrossan and Brodick

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Introduction

- CalMac and Transport Scotland are preparing for the upcoming infrastructure works at Ardrossan Harbour and have commissioned Service Science to undertake a research programme which has been designed to elicit the opinions of their customers to help them assess the impact of any changes that may arise during the works.
- The research programme is comprised of two separate surveys; face-to-face interviews and an online survey:
 - Face-to-face interviews of passengers travelling between Ardrossan and Brodick. The interviewers captured views of passengers travelling in both directions over four days (three week-days and a Saturday)
 - An online survey of passengers who had travelled on this route in the last 12 months
- This report outlines the key findings from both surveys and includes recordings of passengers' views made during the face-to-face interviews
- The interviewers captured 728 respondents over four days. The online survey was promoted through advertising and a link on CalMac's website. This approach attracted a total of 948 respondents
- The face-to-face survey took place between 1 November and 5 November 2019
- The online survey was open between 4 November and 12 November 2019

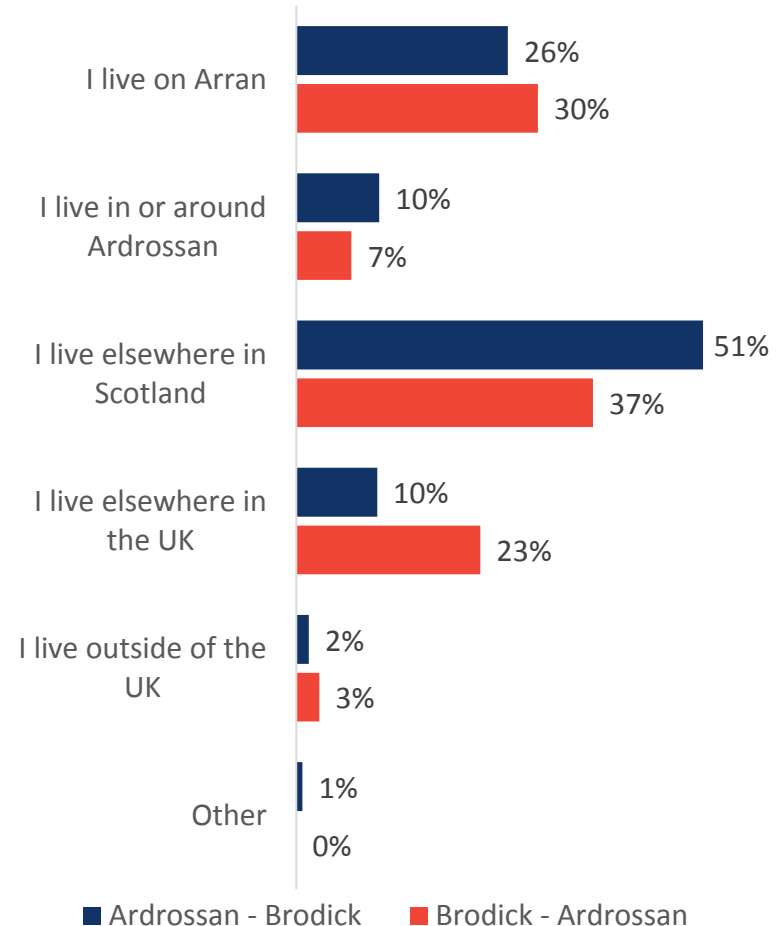
F2F Survey

Who were the passengers interviewed?



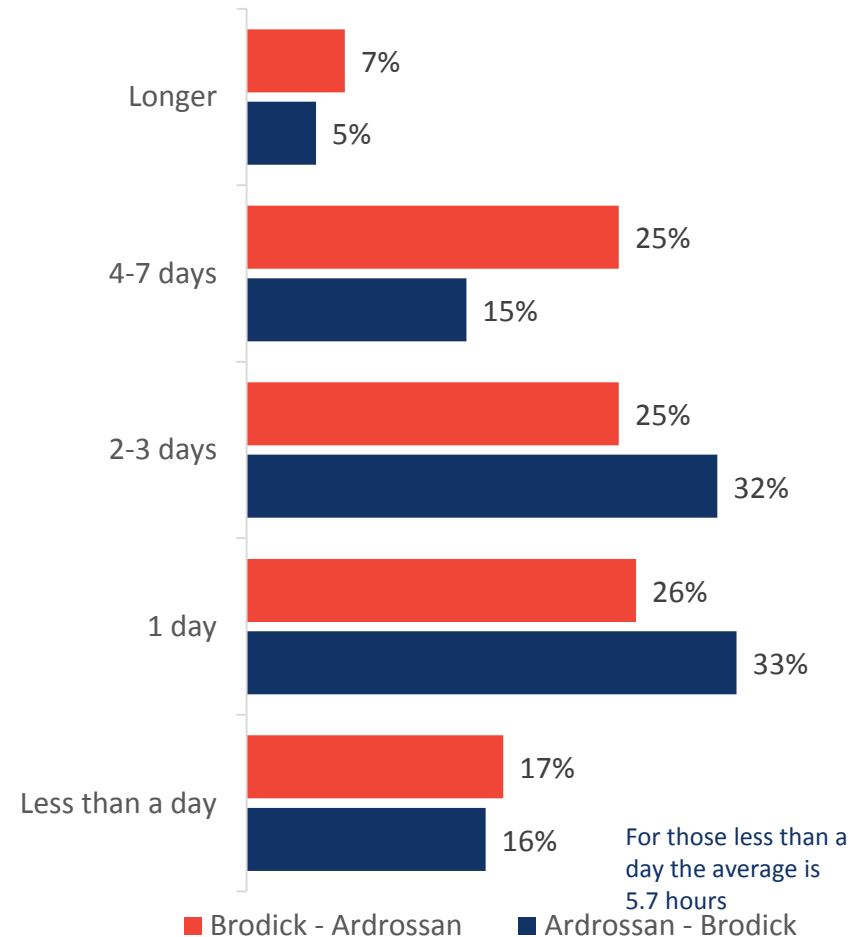
Origin of passengers

- Just over a quarter of passengers were Arran residents
- Just under 10% lived in or around Ardrossan
- The largest group of passengers were from elsewhere on the Scottish mainland, especially on the Ardrossan to Brodick sailings
- Despite the time of year, a quarter of passengers on the Brodick to Ardrossan sailings were from outside of Scotland



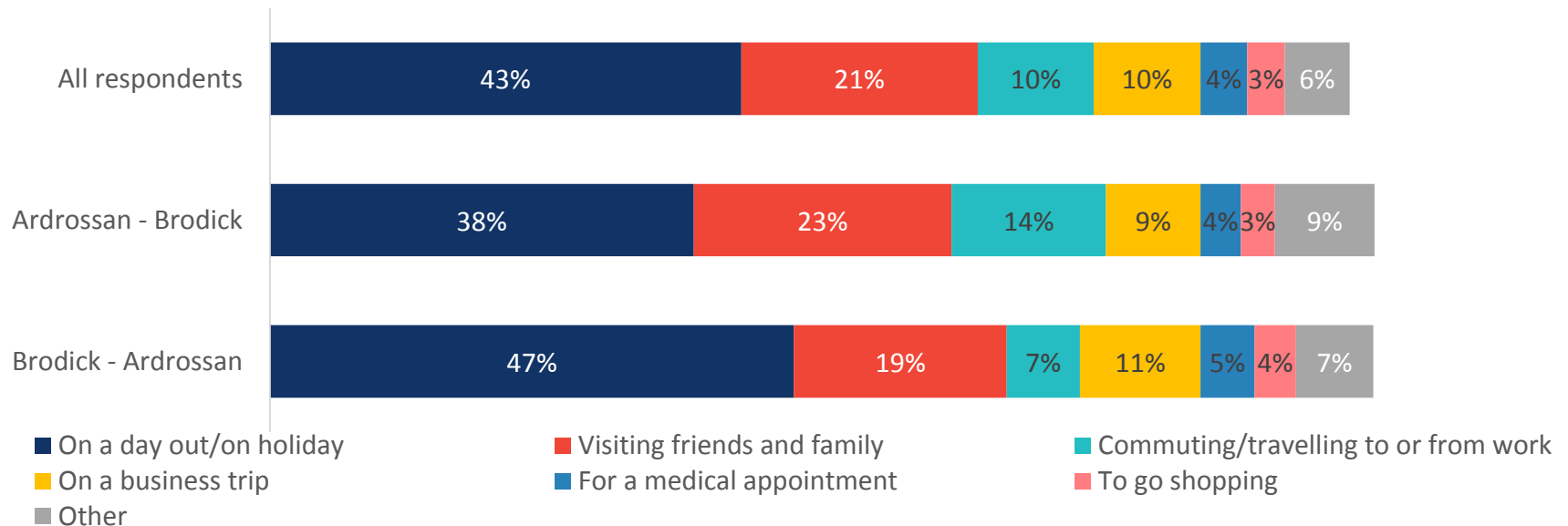
How long will you be away from home on this particular trip?

- Over 80% of journeys, in both directions, involved a stay of at least one night away from home – around 30% were spending 1 night away and a similar proportion were away from home for 2-3 nights
- Those who were travelling for work-related reasons were most likely to be on a day trip (1 in 3) as were those travelling for personal reasons, with an average of just under 6 hours between the two sailings
- Almost all the passengers were travelling on a return journey



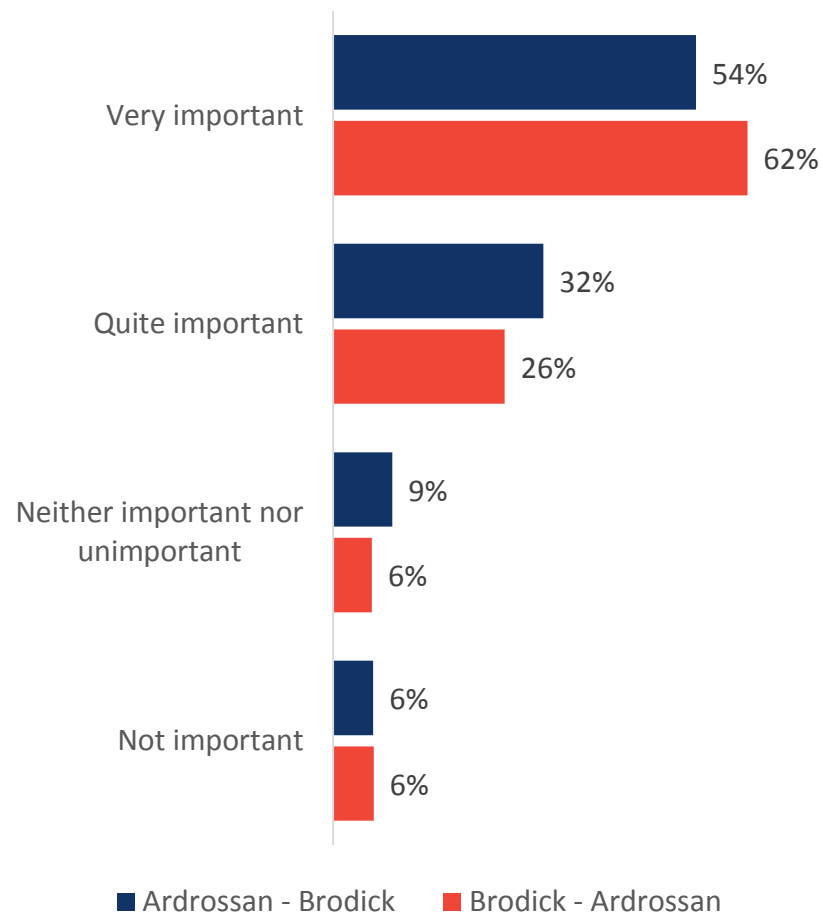
Main reason for the journey today

- The primary reason for travelling on that particular crossing was for leisure – over 40% said that they were on a day out or holiday away from home
- Visiting friends/relatives was a secondary reason – mentioned by around 1 in 5 of passengers
- A work-related journey was the third significant category – cited by around 1 in 5 of passengers, evenly split between commuting and a business trip



How important is it that you chose this particular crossing today?

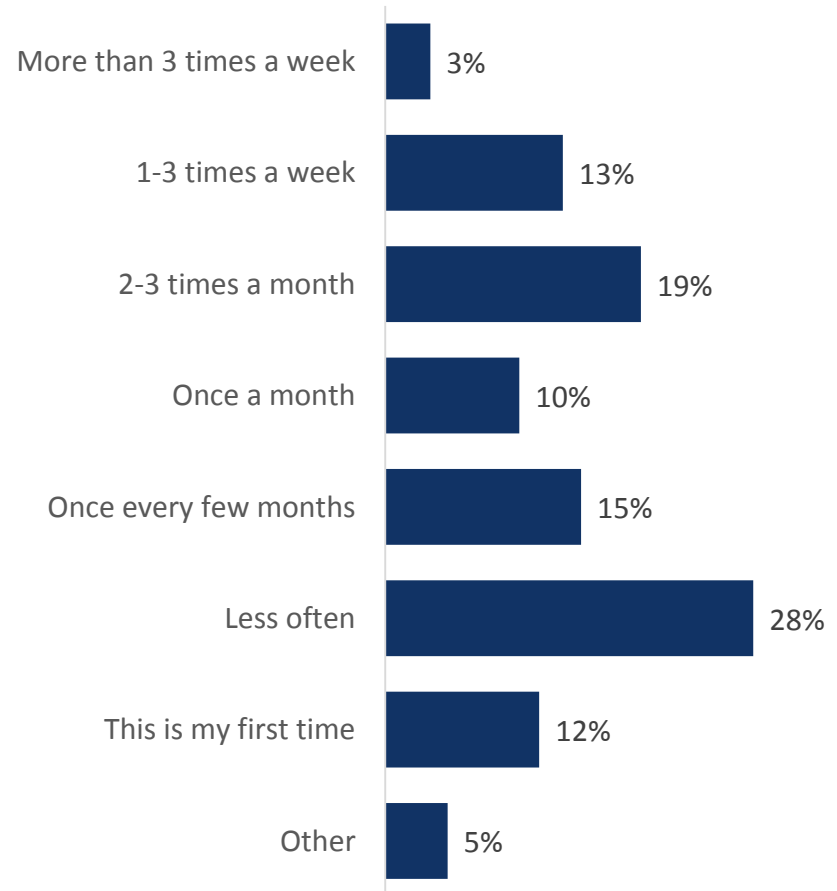
- A majority of passengers considered their choice of that particular crossing as being 'very important'
- This was particularly the case amongst the following types of passengers:
 - Arran and Ardrossan residents
 - those travelling for work, education or personal reasons
 - those who make the journey at least weekly



Base = 724

How often do you use this ferry service?

- As would be expected, there was a correlation between the frequency of using the service and the level of importance attached to travelling on a particular crossing
- Arran and Ardrossan residents tended to be frequent users as did those on who were travelling for work-related reasons and to a lesser extent, those travelling for personal reasons
- Those travelling for leisure reasons were more likely to be infrequent users



Base = 728

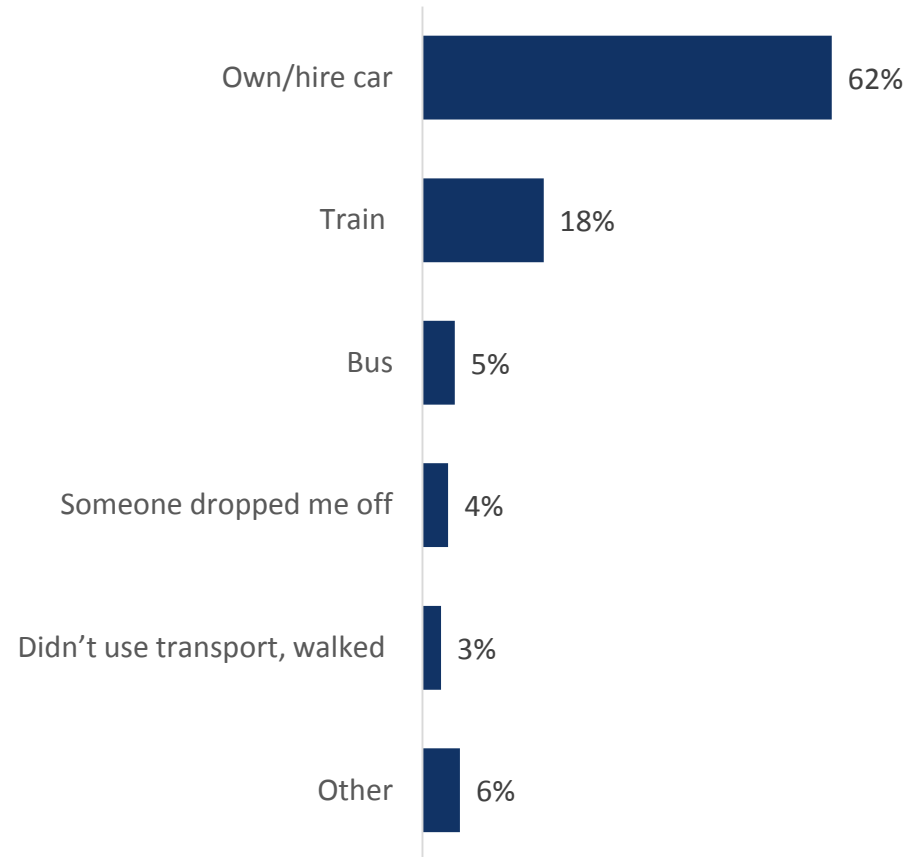
F2F Survey

How do passengers travel to the Ardrossan terminal?



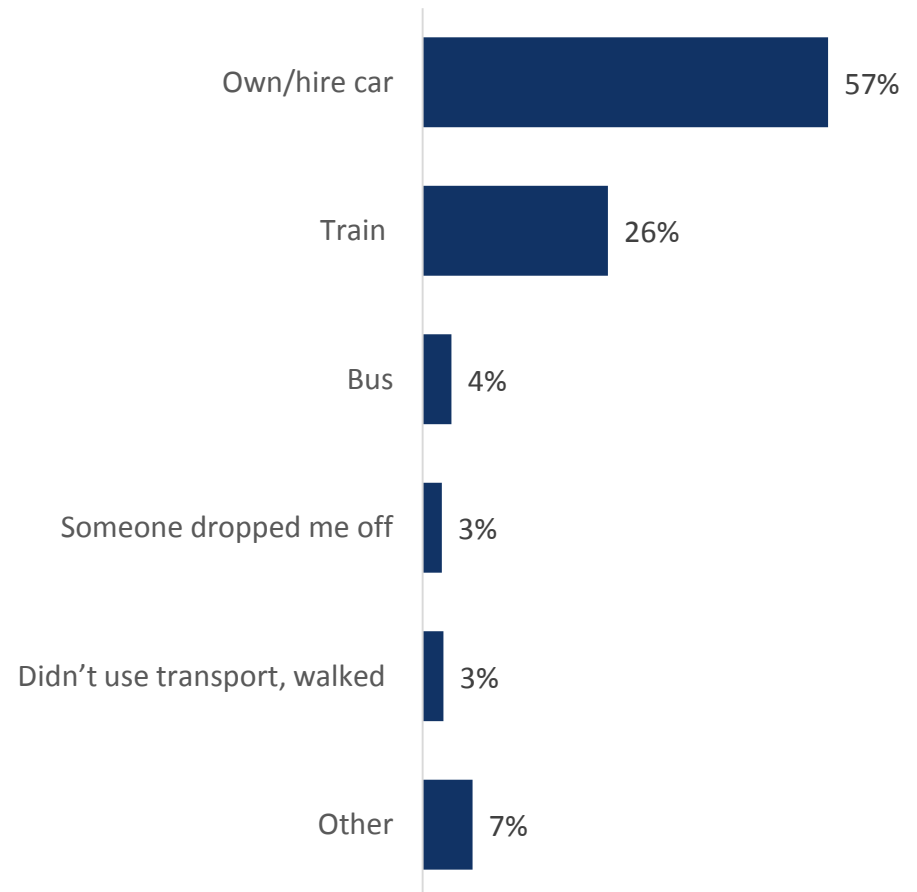
How did you travel to the Ardrossan terminal today?

- Amongst those sailing on the Ardrossan to Brodick service, almost 2 in 3 travelled to the Ardrossan terminal by car
- The other significant means of transport used was by train – used by just under 1 in 5 of passengers but by around a third of Arran residents
- Also, Arran residents were most likely to travel to the Ardrossan terminal by bus (12%)



When on the mainland how do you travel to Ardrossan ferry terminal?

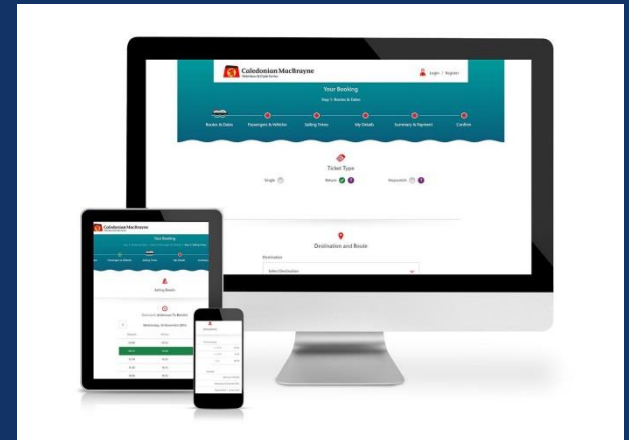
- A more general question was asked of all passengers to establish how they travelled to the Ardrossan ferry terminal when they were on the mainland
- This confirmed the prevalence of the car but also highlighted an increased use of the train to around 1 in 4 of passengers – rising to over 40% of Arran residents



Base = 728

F2F Survey

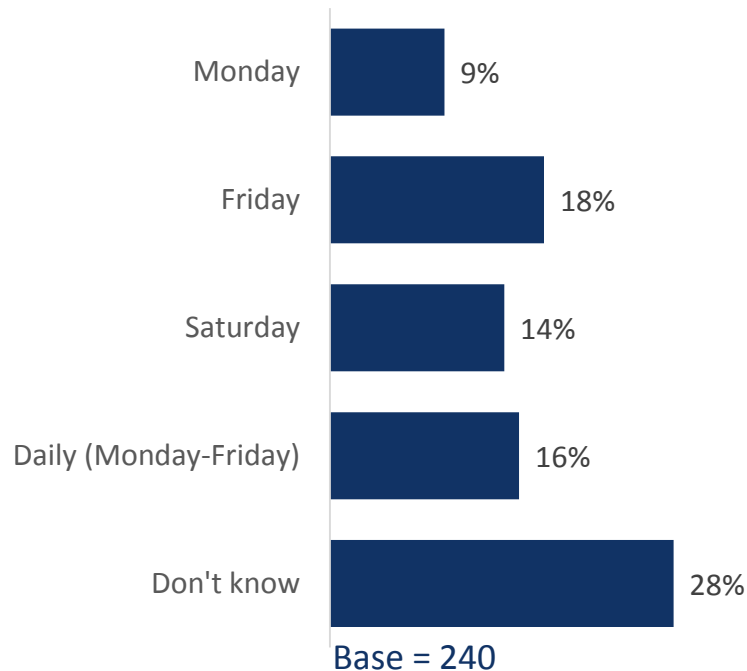
Which sailings are used most?



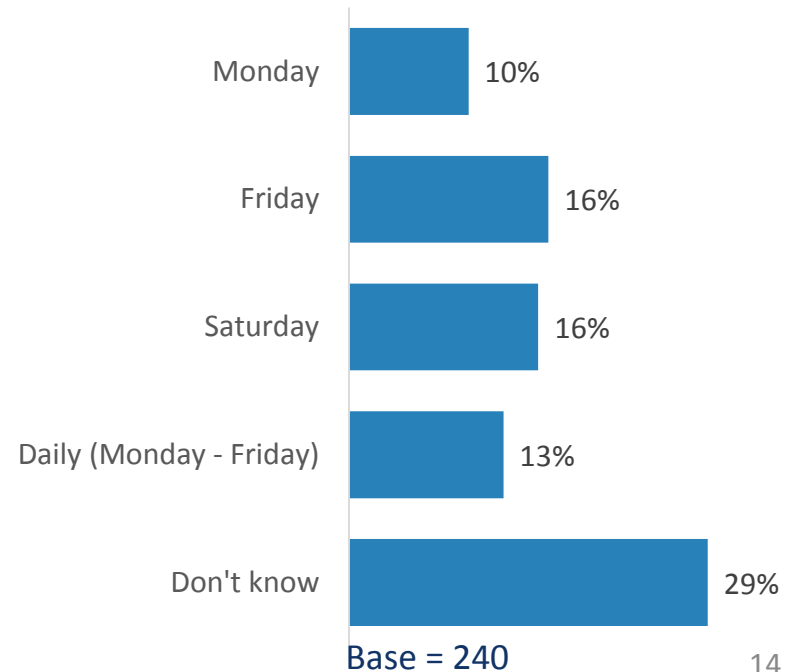
Most frequent day of sailing – Ardrossan to Brodick

- None of the other days of the week were mentioned by more than 5% of regular passengers and the nature of the question, asking passengers to recall details over an extended period resulted in a high level of ‘don’t knows’
- For those travelling for leisure, including visiting friends and relatives, there was a bias towards Friday and Saturday and for those travelling for work-related reasons, Monday was relatively popular

Ardrossan-Brodick **Summer**



Ardrossan-Brodick **Winter**



Most common reason for using the service

- Reflecting the more general nature of this question to cover the pattern of journeys across both the summer and winter periods and a focus on regular travellers, there were some differences in scale more so than the nature of reasons for travelling
- Slightly higher incidence of visiting friends and relatives on leisure trips and a bias towards regular commuting rather than business trips on those work-related journeys

Ardrossan-Brodick Summer



Base = 165

Ardrossan-Brodick Winter

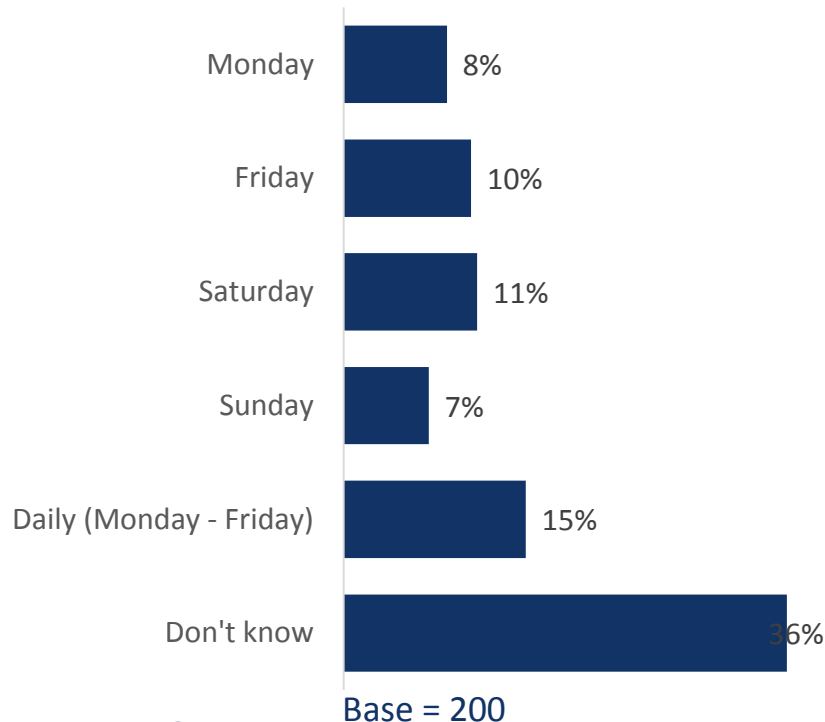


Base = 165

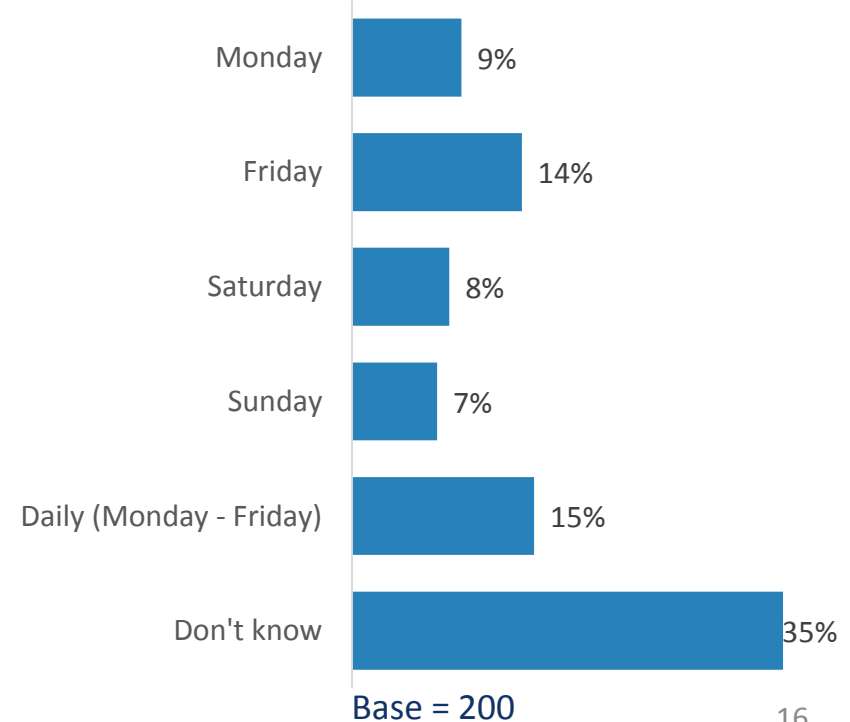
Most frequent day of sailing – Brodick to Ardrossan

- Not surprisingly, the pattern of journeys was very similar to that featured for the Ardrossan to Brodick service
- Work-related journeys were relatively more significant on Mondays and personal trips, often related to shopping, were more of a feature on Fridays.

Brodict-Ardrossan **Summer**



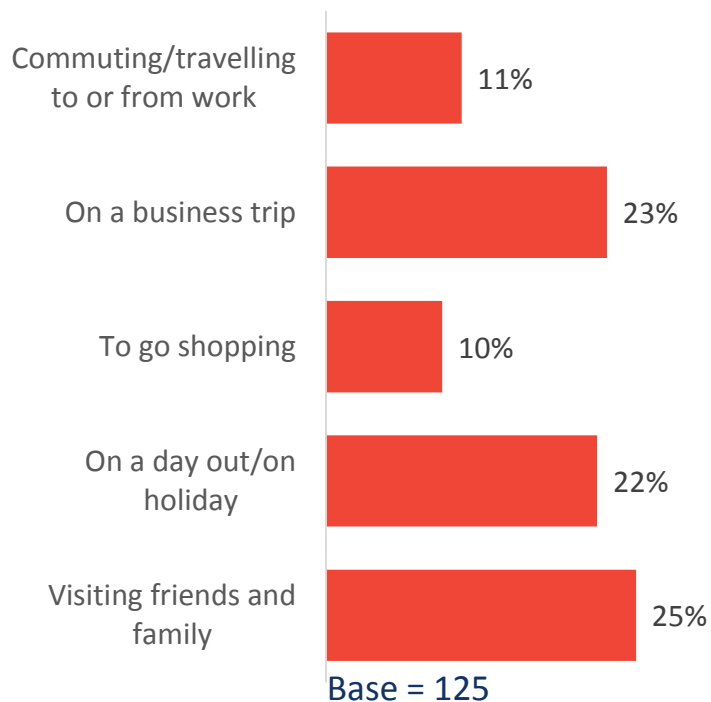
Brodict-Ardrossan **Winter**



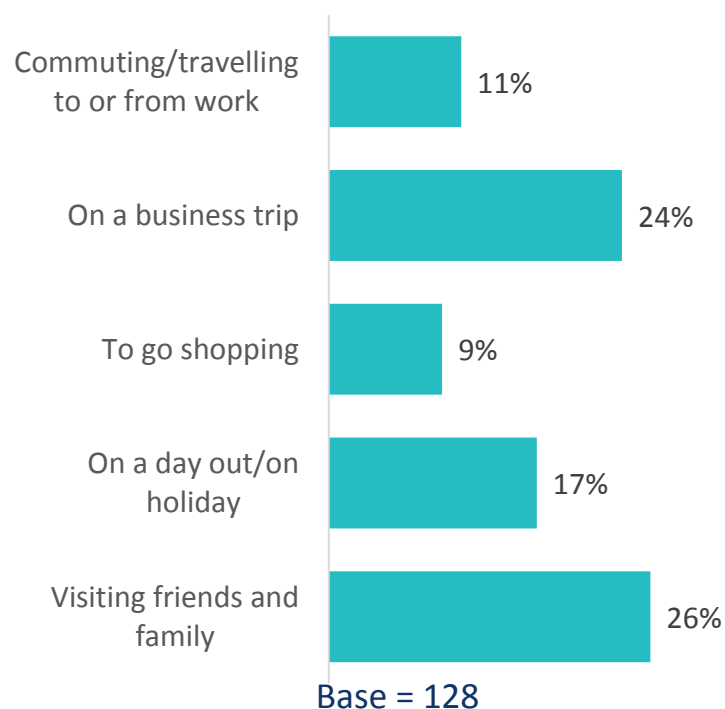
Most common reason for using the service

Once again, the reasons for using the service were very similar to those featured previously for the Ardrossan to Brodick service. One key difference was a higher incidence of business trips in this direction and a commensurate decrease in commuting

Brodick-Ardrossan Summer



Brodick-Ardrossan Winter



Popular sailings

Ardrossan to Brodick

- 0700 and 0945 departures are most popular in summer and winter with the 1520 and 1800 sailings also relatively popular in winter
- Early morning sailings are favoured by commuters; later sailings for leisure trips and visiting friends and relatives
- Almost 9 in 10 rate early morning sailings as being 'very important' compared to around 70% for 0945 departure
- The 1800 sailing in winter also had a 'very important' rating of around 80%

Brodick to Ardrossan

- In both summer and winter, the 0820 sailing was the most popular – both for business trips and visiting friends and relatives
- Around 3 in 4 rate this departure as being 'very important'

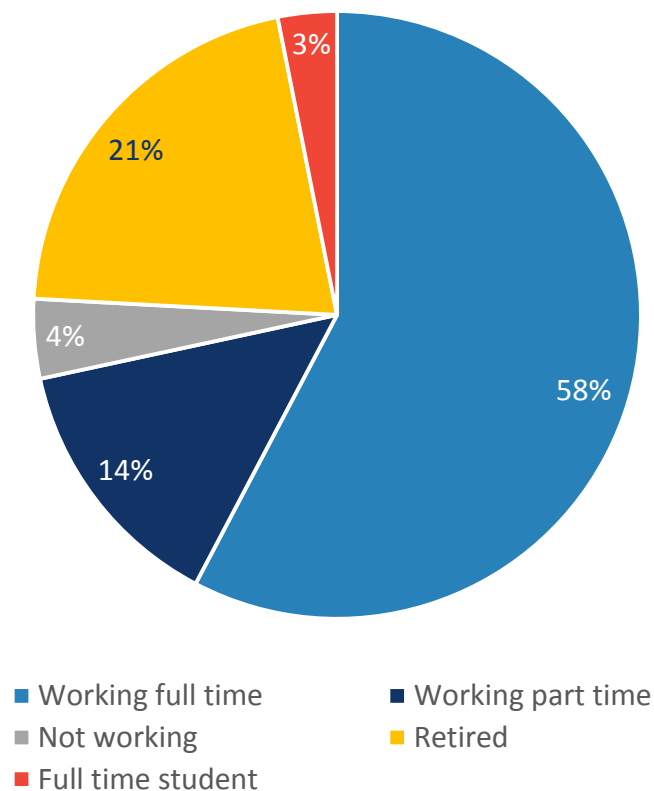
F2F Survey

Profile of respondents

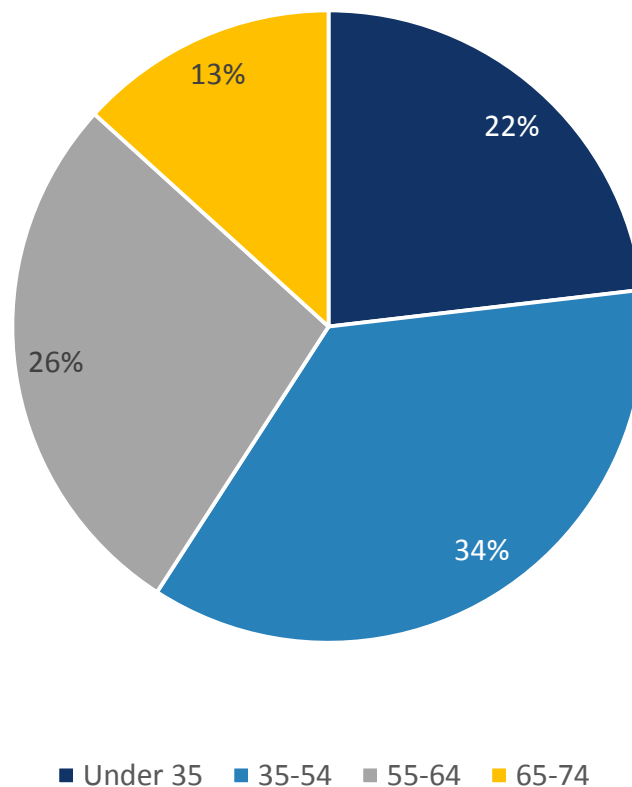


Demographic details

Employment status



Age range of respondents



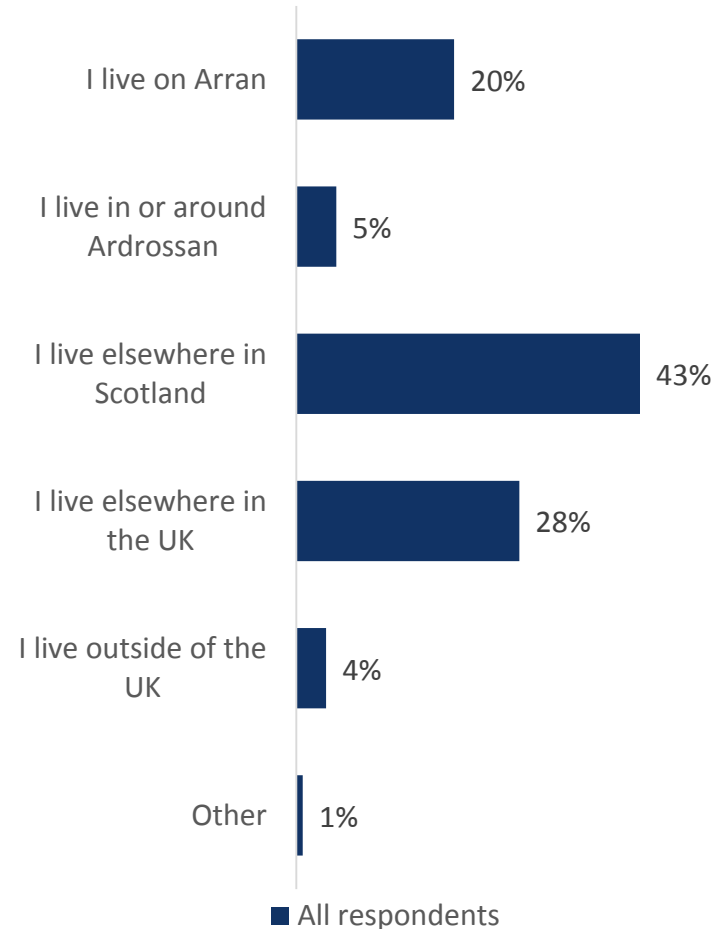
Online Survey

Who were the survey respondents?



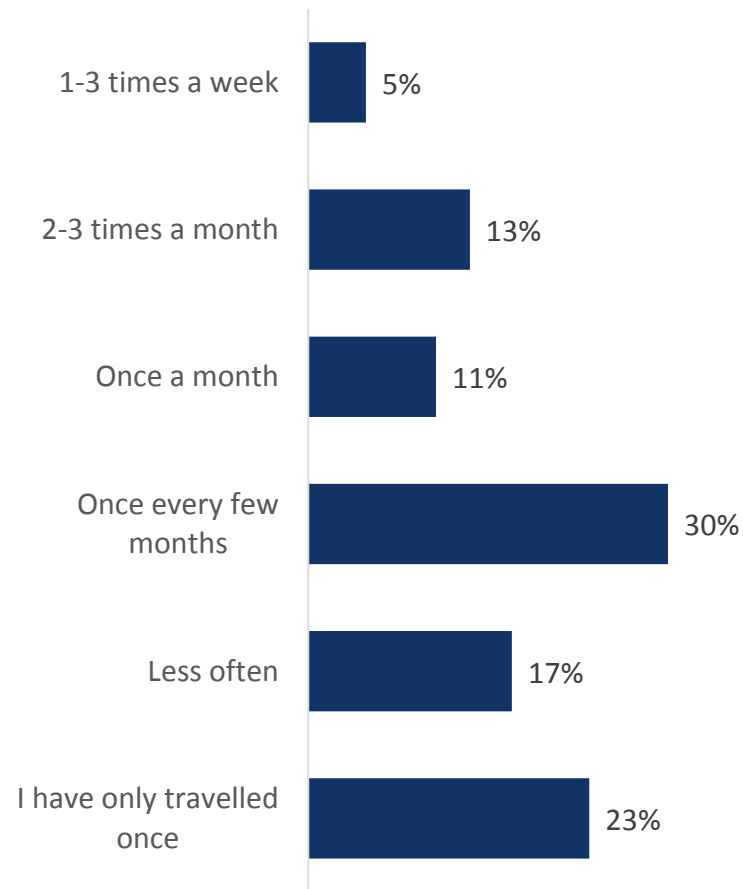
Origin of respondents

- A fifth of respondents to the online survey were Arran residents
- 5% lived in or around Ardrossan
- The largest group of passengers (over 40%) were from elsewhere on the Scottish mainland
- Around a third were from outside of Scotland, primarily from elsewhere in the UK



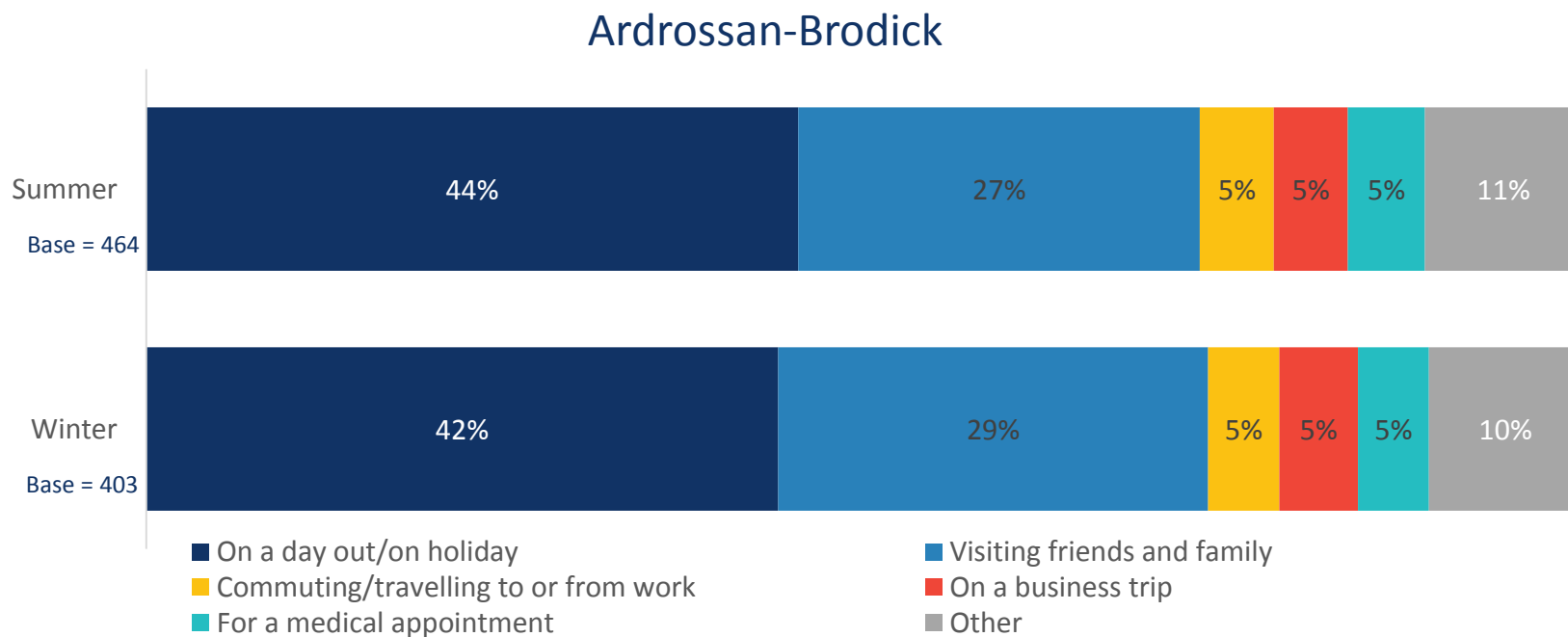
How often have you used the Ardrossan - Brodick service in the last 12 months?

- As would be expected, compared to the onboard survey of passengers, there was much lower frequency of use of the service – around a third doing so on a monthly basis with a similar proportion travelling every few months
- Just under 1 in 5 travelled less often and a quarter had only travelled on one occasion, primarily amongst those from outside Scotland
- Not surprisingly, Arran residents had a higher frequency of use – 15% did so weekly and a further 3 in 4 travelled monthly



Main reason for using the Ardrossan to Brodick service – last 12 months

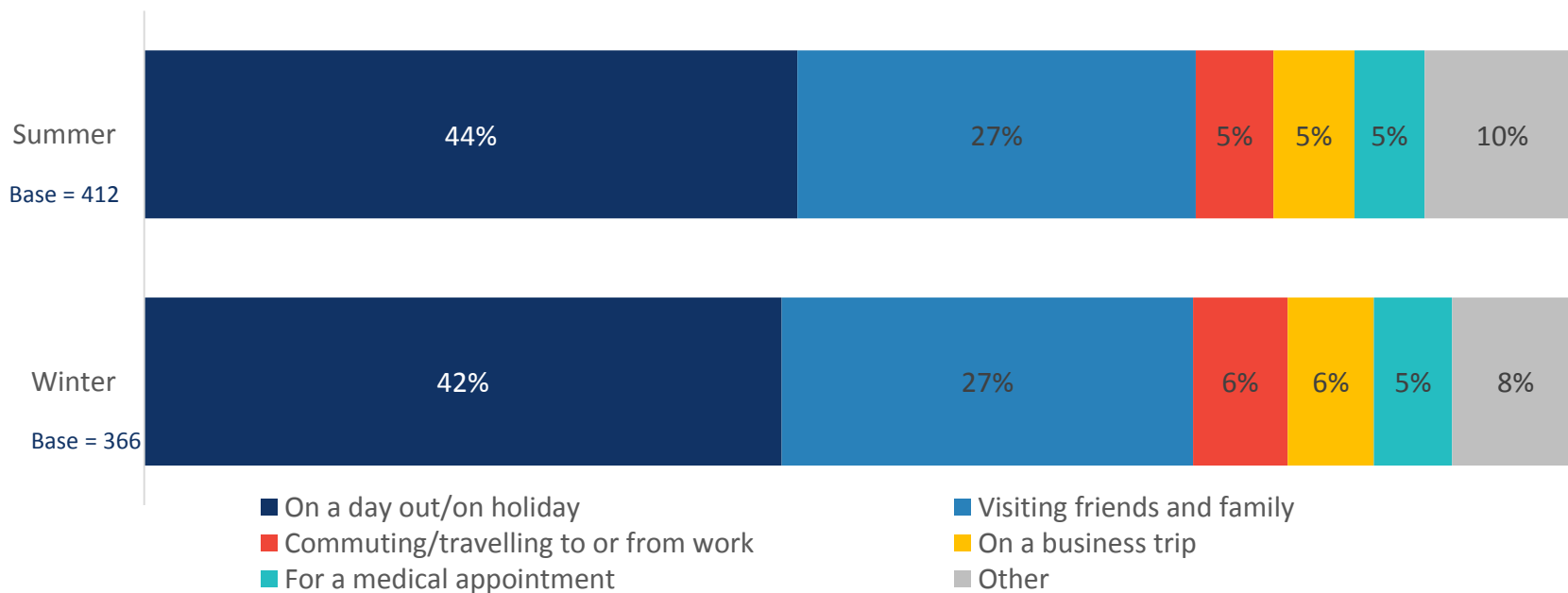
Two main reasons for using this service – for a day out/holiday (over 4 in 10) or to visit friends and relatives (just over 1 in 4) – a pattern which was consistent across both summer and winter



Main reason for using the Brodick to Ardrossan service – last 12 months

Not surprisingly, the reasons for making this journey were almost identical to those outlined on the previous page for the Ardrossan to Brodick crossing over 4 in 10 for a day out/holiday (over 4 in 10) and just over 1 in 4 for visiting friends and relatives – a pattern which was consistent across both summer and winter

Brodick-Ardrossan



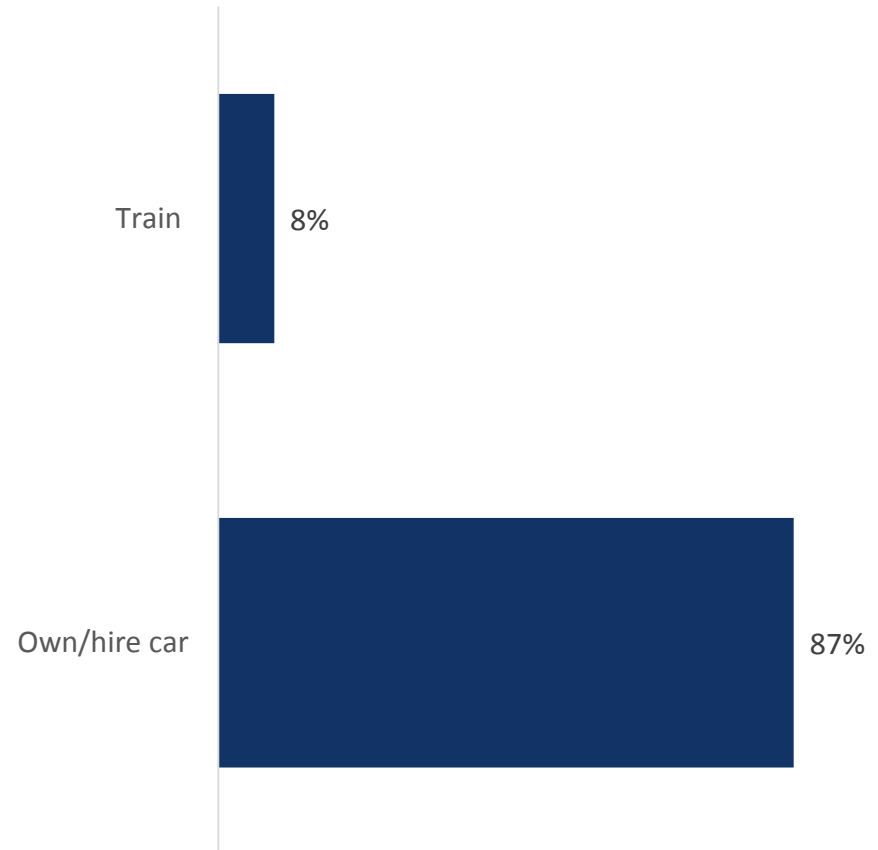
Online Survey

How do passengers travel to the Ardrossan terminal?



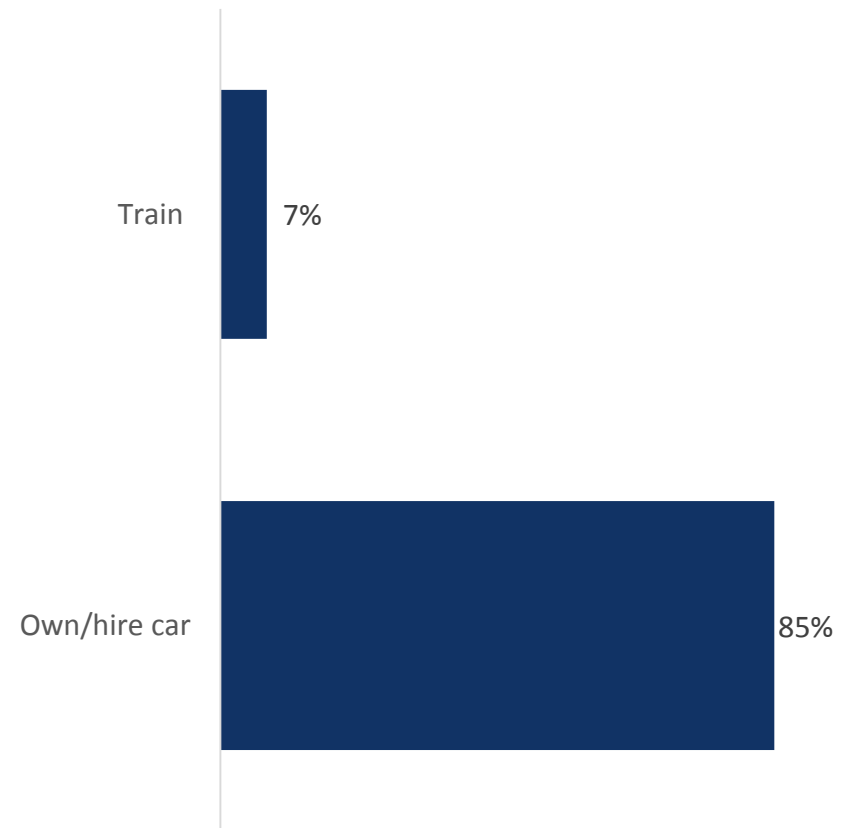
When on the mainland how do you travel to Ardrossan ferry terminal?

- A more general question was asked of all passengers to establish how they travelled to the Ardrossan ferry terminal when they were on the mainland
- This confirmed the prevalence of the car (87%) with 8% using the train, rising to 30% of Arran residents



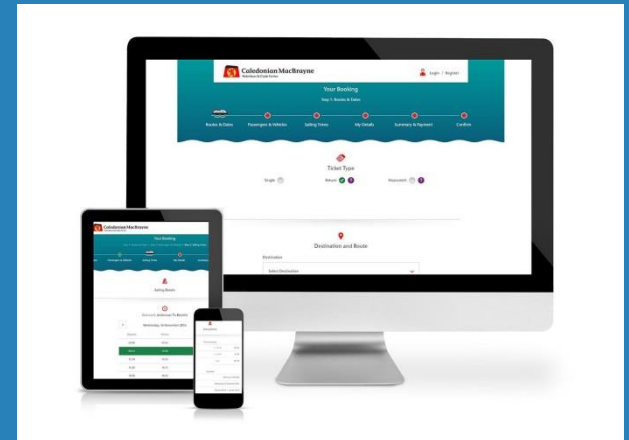
Onward travel from Ardrossan terminal

- When asked to indicate what means of transport is normally used for onward journeys from the Ardrossan ferry terminal, 85% said that they used a car and 7% travelled by train
- Amongst Arran residents, 60% would use a car and 30% would travel by train



Online Survey

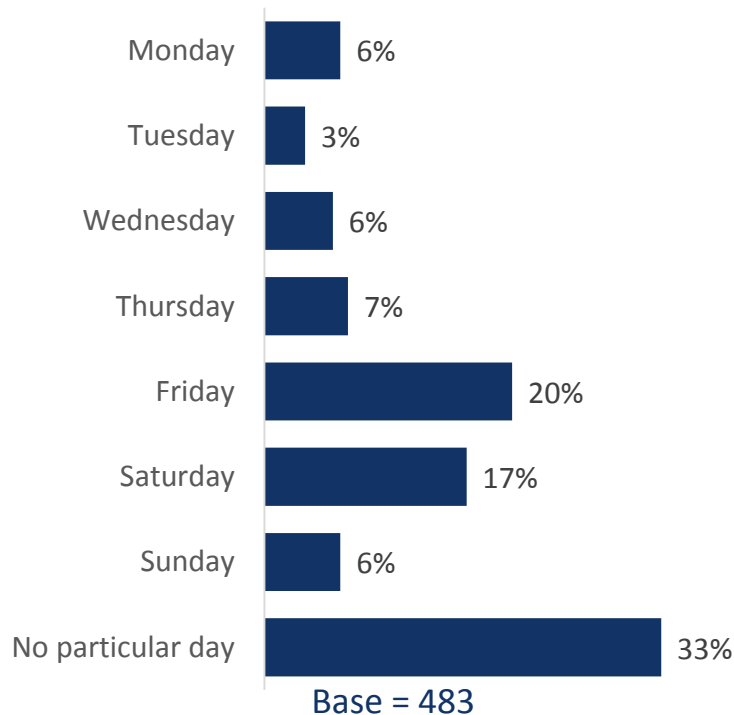
Which sailings are used most?



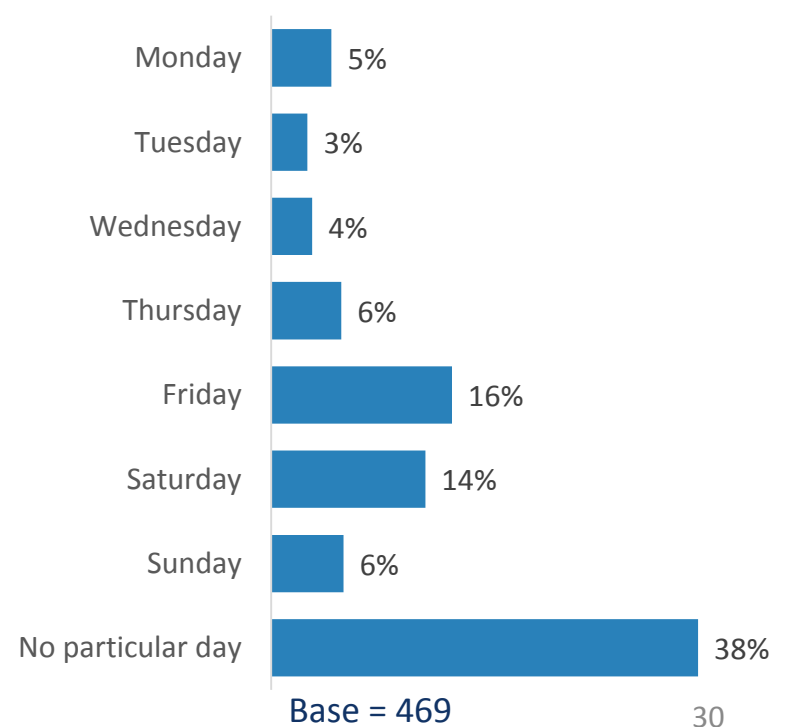
Most frequent day of sailing – Ardrossan to Brodick

Amongst those who travelled on a regular basis, Fridays and Saturdays appeared to be the most popular days for sailings – both in summer and winter

Ardrossan-Brodick Summer



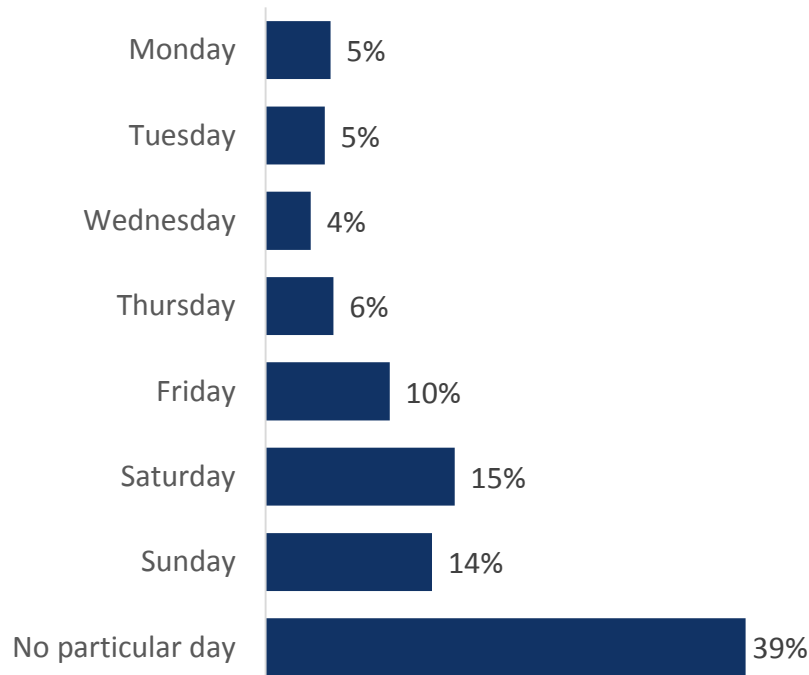
Ardrossan-Brodick Winter



Most frequent day of sailing – Brodick to Ardrossan

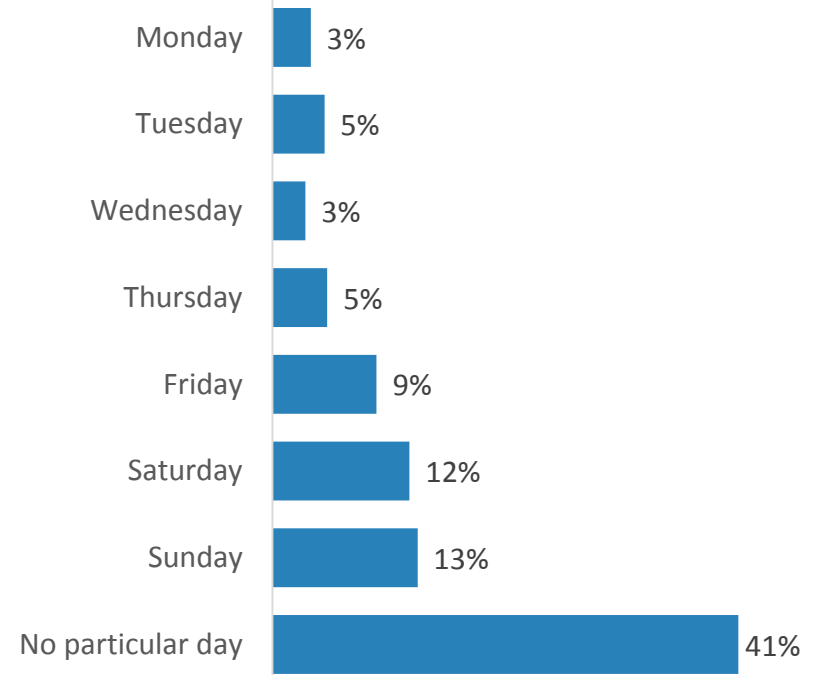
Not surprisingly, the pattern of journeys was very similar to that featured for the Ardrossan to Brodick service with Fridays and Saturdays being the most popular days for sailings

Brodick-Ardrossan Summer



Base = 433

Brodick-Ardrossan Winter



Base = 412

Popular sailings

Ardrossan to Brodick

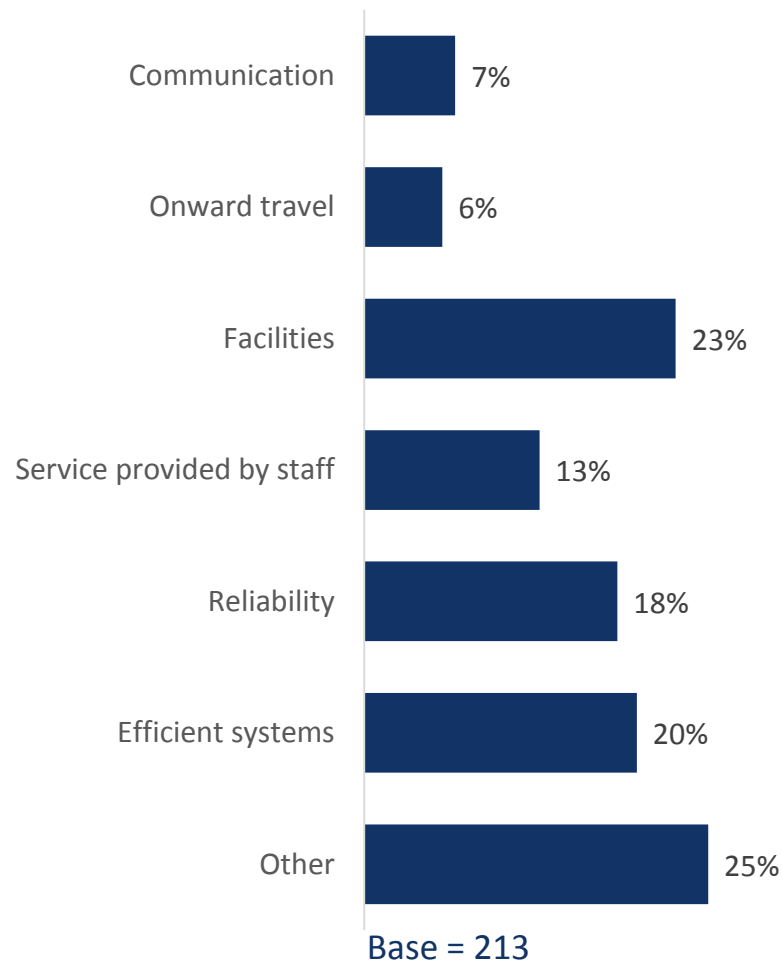
- In both summer and winter, three sailings were the most popular:
 - ✓ 09.45
 - ✓ 12.30
 - ✓ 18.00

Brodick to Ardrossan

- In both summer and winter, a number of sailings were relatively popular
 - ✓ 08.20
 - ✓ 11.05
 - ✓ 13.55
 - ✓ 16.40
- In addition, during the summer, the 12.30 sailing was also popular

Further comments

- Just over a quarter of respondents provided additional comments
- One in four comments were related to facilities which made it the most mentioned
- Efficiency of the systems and reliability were the next most mentioned categories at a fifth



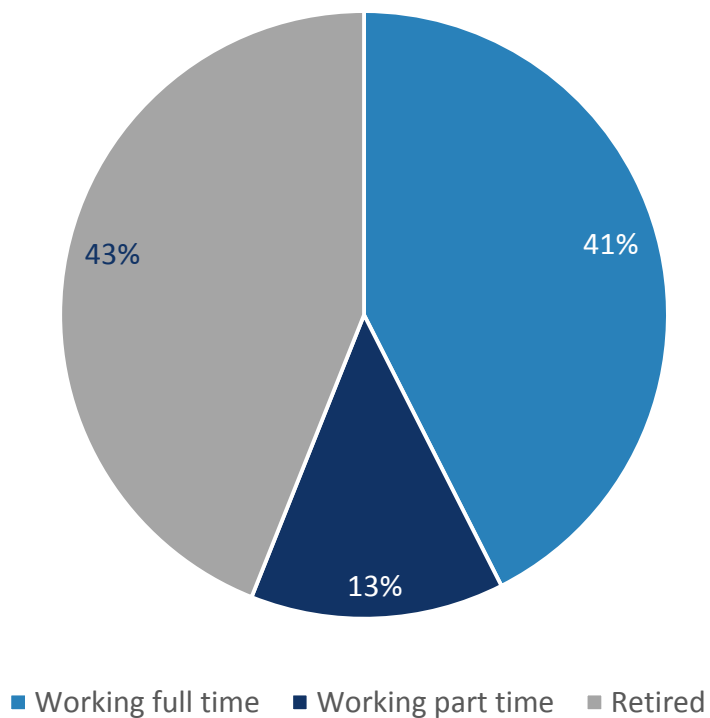
Online Survey

Profile of respondents

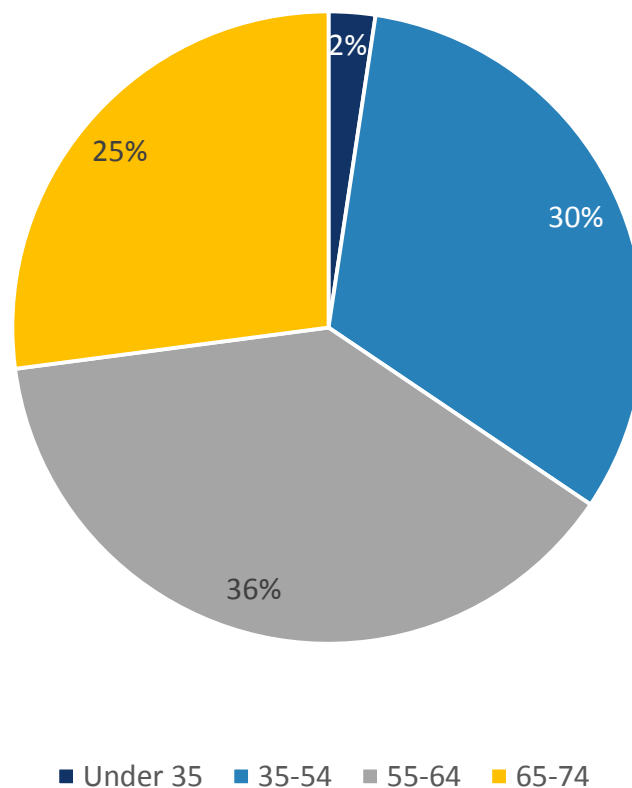


Demographic details

Employment status



Age range of respondents



Some
conclusions to
consider



Conclusions - 1

- Evidence from both the onboard survey of passengers and the online survey of CalMac customers who have travelled on this service in the last 12 months has clearly identified a number of sailings, in both directions, which are more popular
- The onboard survey had the advantage of establishing the relative importance of passengers being on that particular service rather than another one and this resulted in the following services being highlighted:
 - From Ardrossan to Brodick – 0700, 0945, 1520 and 1800 – the latter two featuring more so in the winter than the summer period
 - From Brodick to Ardrossan – the 0820 was the primary service highlighted as being ‘important’
- The online survey confirmed the services out of Ardrossan, adding in the sailing at 1230. For the services out of Brodick, a number were added to the 0820 sailing – namely those at 1105, 1355 and 1640

Conclusions - 2

- Also, as would be expected, the pattern of travel was not evenly distributed across the week with Fridays and Saturdays being particularly significant for leisure-oriented journeys plus Mondays and to a lesser extent Fridays for work-related purposes, especially those commuting to and from Arran
- With reference to the critical aspect of travel to and from the Ardrossan terminal, the vast majority of passengers were using a car to do so. Travelling by train was the other means of transport used by a significant proportion of passengers and for Arran residents, the train played a relatively important role
- Consequently, in designing and implementing plans for ensuring that the negative impact on the schedule of sailings is kept to a minimum during the works being undertaken, these findings relating to the 'important' sailings and the pattern of travel to and from the terminal at Ardrossan will have to be carefully considered.