



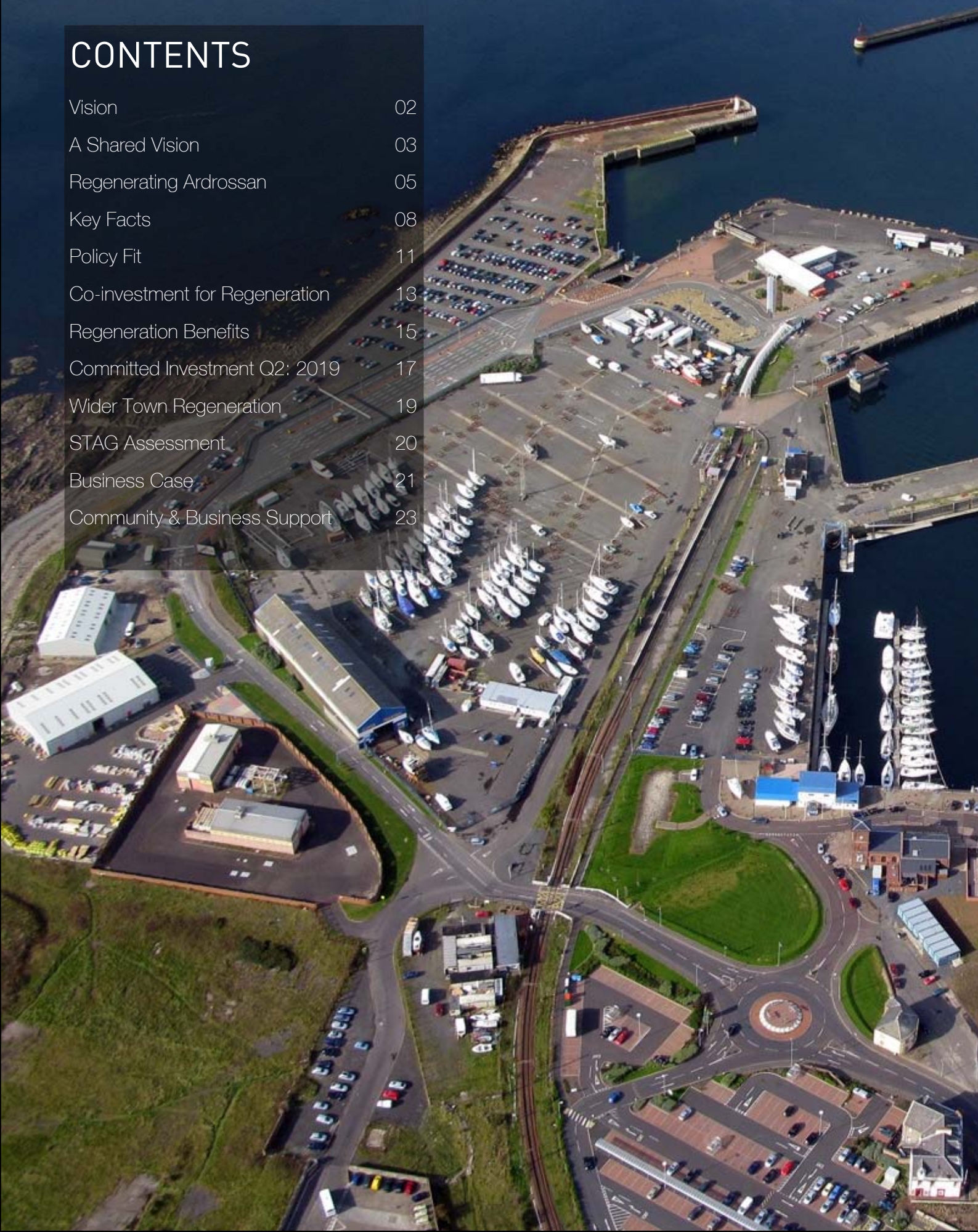
ARDROSS@N

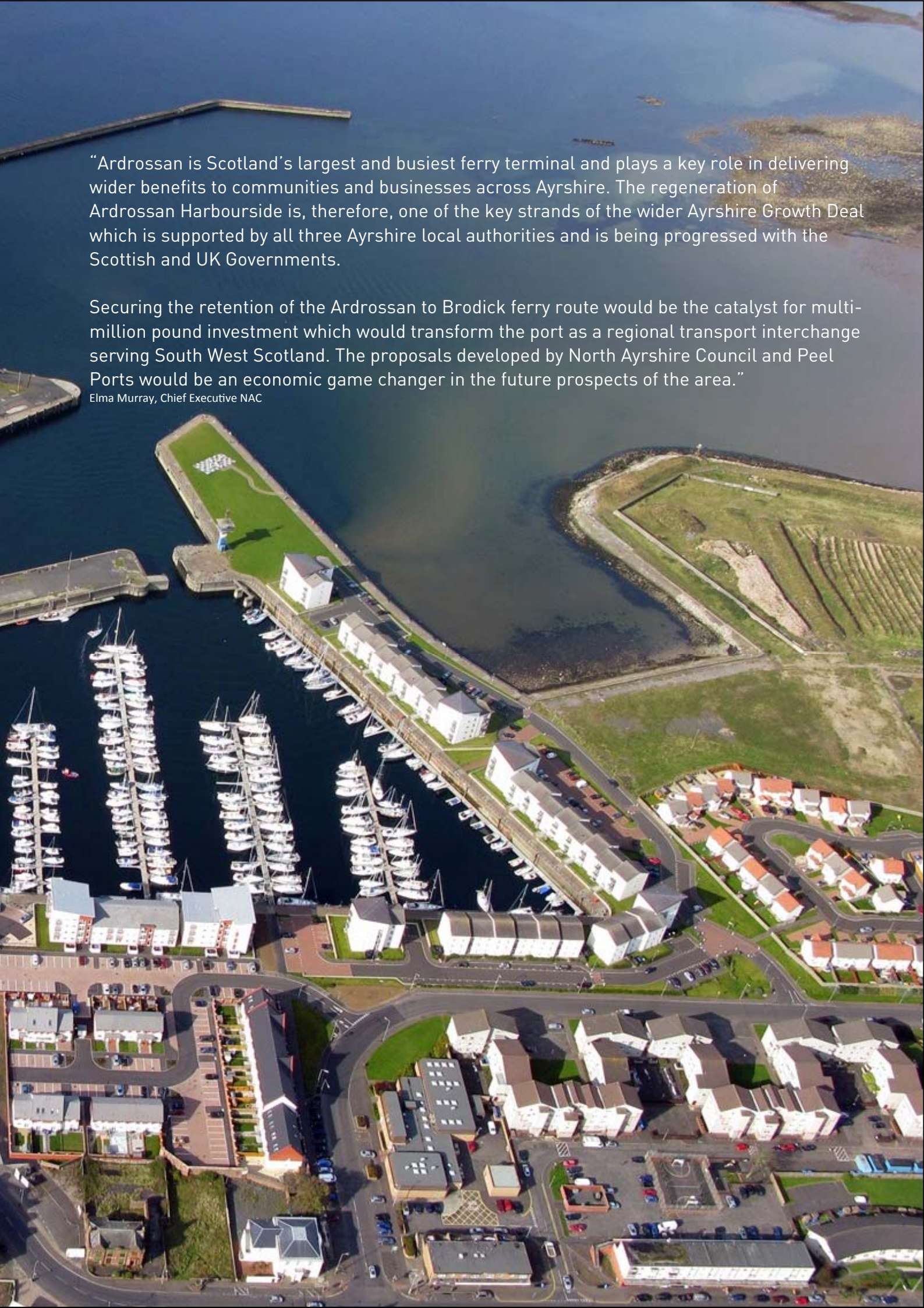
Shorter, Faster, Cheaper

This report summarises the case for retaining the Arran and Campbeltown ferry service in Ardrossan. The report is supported by other detailed reports that collectively form the submission to Scottish Ministers

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"Ardrossan is Scotland's largest and busiest ferry terminal and plays a key role in delivering wider benefits to communities and businesses across Ayrshire. The regeneration of Ardrossan Harbourside is, therefore, one of the key strands of the wider Ayrshire Growth Deal which is supported by all three Ayrshire local authorities and is being progressed with the Scottish and UK Governments.

Securing the retention of the Ardrossan to Brodick ferry route would be the catalyst for multi-million pound investment which would transform the port as a regional transport interchange serving South West Scotland. The proposals developed by North Ayrshire Council and Peel Ports would be an economic game changer in the future prospects of the area."


Elma Murray, Chief Executive NAC

VISION

To empower communities and support inclusive growth through the creation of 21st century multi-modal hubs at Ardrossan and Brodick, that secure real additional value for communities and businesses through connectivity, place quality, economic activity and enterprise, while delivering the best ferry service for the Isle of Arran.

OBJECTIVES

- Develop the safest, most resilient and affordable economic links between Ayrshire and Arran and Argyll and Bute that support Island communities with efficient life-line services in an inclusive and locally valued manner.
- Improve accessibility and the quality and reliability of services of ferry services supported by excellent multi-modal transport interchanges that offer travel choice for all users.
- Deliver 'best value' for all stakeholders through affordable and assured access that delivers sustainable economic, social and environmental benefits based on capital investment, operational and user costs, economic outcomes and environmental efficiencies.
- Address socio-economic needs of local communities in capturing new, inclusive economic activity that supports regeneration for Arran, Ardrossan and Campbeltown and extend economic resilience across mainland and island communities.



"While there is a really compelling economic case for retaining the ferry terminal at Ardrossan, it's the social impact on Ardrossan, Arran and the wider North Ayrshire area which carries the strongest weight. The loss of the ferry port would be nothing short of cataclysmic for our area. The level of deprivation and unemployment within Ardrossan and surrounding towns is amongst the highest in Scotland.

Ardrossan Harbour ranks as the 17th most deprived data zone in the country in the most recent Scottish Index of Multiple Deprivation report, compared to Troon Harbour which ranks at 2,417th."

Joe Cullinane, Leader of North Ayrshire Council

A SHARED VISION

Engagement has been at the heart of our vision. A partnership of interests (NAC / IB-URC / Peel / CMAL / TS) has engaged with local communities and stakeholders to develop the vision and address strategic and local needs. Local engagement on regeneration extends from the IBURC Three Towns Masterplan 2004 through Clydeport Masterplanning to today's engagement on Ardrossan Harbour, Arran Economic Strategy, Ayrshire Growth Deal and emerging Clyde Renaissance Partnership. Local stakeholder participation has helped build confidence and capacity across the community and an expectation of a strong economic future for Ardrossan and its communities.

ENGAGEMENT

- Regeneration Engagement 2012 – 2016
 - IBURC 3 Towns Masterplan
 - Community and Stakeholder Engagement Events
- Ardrossan Ferry and Regeneration Engagement 2016
 - Ardrossan Working Group
 - Ministerial Task Force Engagement
 - Ardrossan Stakeholder Facilitated Workshop
 - Arran Economic Group (AEG) Meetings
 - Arran Ferry Group Meetings
 - Locality Planning Partnership
 - Clyde Renaissance Facilitated Workshop
 - Ayrshire Growth Deal (AGD) Facilitated Workshop
 - Marine Tourism Development Group
 - Three Towns Locality Partnership
 - North Ayrshire Council Ardrossan - Brodick Gateway
 - Arran Public Meeting (Brodick)
- View from Business
 - Arran business – survey results, support of AEG, ED&R Board
 - Mainland business – ASDA, Cecchinis, Clyde Marine, etc
 - Interviews with passengers / local businesses / wider stakeholders

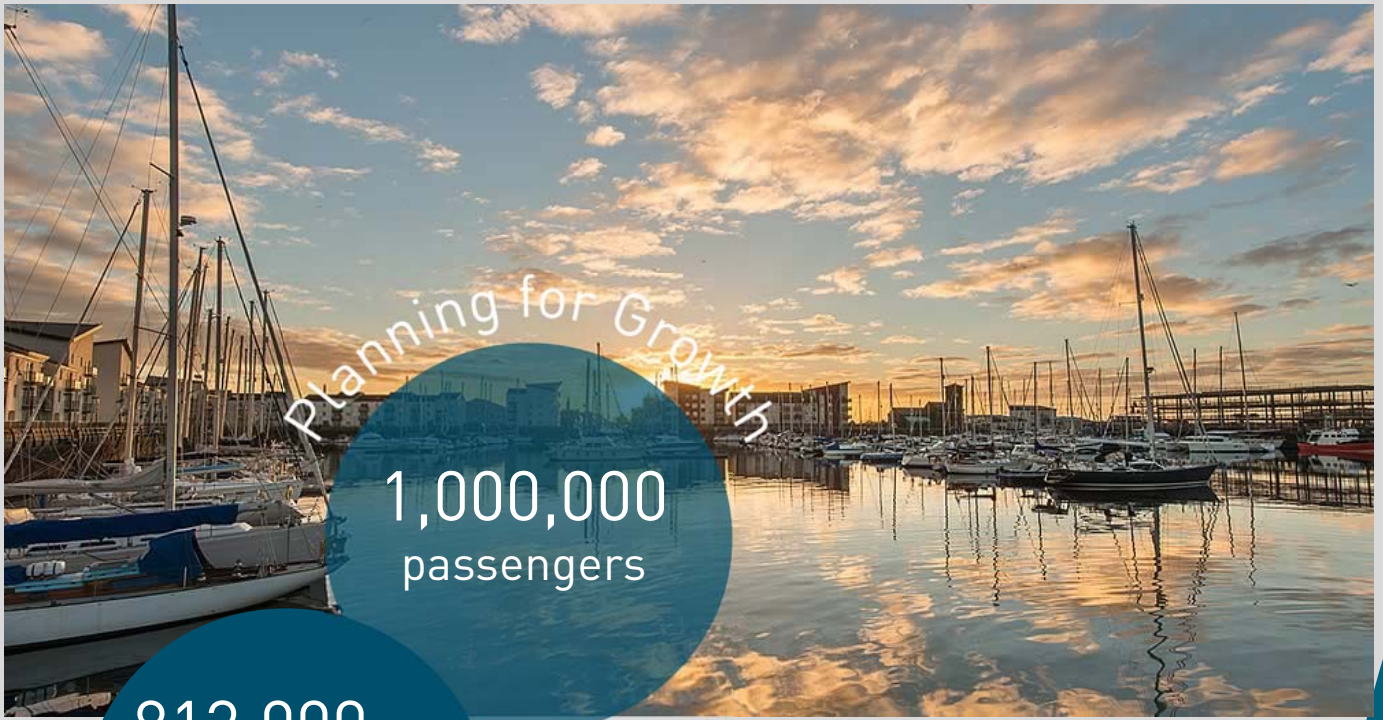


Ferry Ready
Infrastructure
Q2 2018
New
Maritime Hub
Q2 2019

21st century
multi-modal
terminal

£13 million
Committed
funding &
partnership
for delivery

New
Maritime Hub
New Ferry
New Linkspan
New PAS



Planning for Growth

1,000,000
passengers

813,000
current ferry
passengers

210,000
vehicles

Scotland's
busiest ferry
route

£100m

Wider Town
Investment
programme



REGENERATING ARDROSSAN

Ardrossan has struggled to adjust to industrial re-structuring and the loss of major employers and industry. The port was the economic life-blood of the town (port /oil refinery/manufacturing/fishing) with the town now developing as a marine tourism and transportation hub servicing the Firth of Clyde. The port continues to be the primary service and tourism employer with CMAL, Calmac, Clyde Marine and Peel all contributing economically to sustain jobs and economic activity. The Arran ferry link is the primary source of visitors to the town.

Connecting the port and the town and exploiting the strength of its transport interchange and connections provide the foundation for area-wide regeneration. Scotland's Town Partnership recently undertook a Town Audit and NAC's Regeneration Team have been working with IB-URC to secure sustainable regeneration. Regeneration, given low rates of commercial activity, requires a significant lead time and build on established strengths. Notable successes over the last 10-15 years include the new Health Centre, Residential Investment, Quayside offices, Marina Development and skills and training initiatives. Retention of the ferry service and associated investment would provide the catalyst for wider regeneration in the town.



URC led area-wide regeneration



Ferry
safeguards
240 jobs

Ardrossan
Investment
Generates
£75 million
GVA

Regeneration
creates 215
new jobs

£13.1 million
Generated for
Ayrshire
economy

See Regeneration Report.

Key Facts

| | | |
|---|------------------|---|
| 1 | Shortest | Ardrossan - Brodick is the shortest, most direct route (20.9km) 38% shorter than Troon (28.8km). Offering economic, social and environmental benefits. |
| 2 | Fastest | Ardrossan - Brodick travel time assuming same ferry speed is 55 minutes, 21 minutes shorter than Troon. This offers significant value of time travelled (VTT) benefits and allows 9 ferry services per day. |
| 3 | Cheapest | Ardrossan - Brodick return Passenger (£7.50) Car (£30.20) and HGV (£var.) Cost increase to Troon 15%, 27% and 38% respectively. Higher charges total £2M / annum to residents and businesses. |
| 4 | Most Resilient | Ardrossan - Brodick with the new CALMAC ferry (ship specification - bow thrusters) provides a harbour of high resilience & reliability for both ferry services with new vessel specified for Ardrossan offering all weather berthing. |
| 5 | Best Connected | Ardrossan provides full multi-modal Transport Interchange (Ferry / Bus / Rail / Cycle / Pedestrian) all clustered within 120m (Troon 1800m) enhanced by committed road improvements (TS) including the Dalry bypass. |
| 6 | Most Deliverable | Ardrossan - Brodick can offer risk-free fully operational delivery from Day 1 (Q2 2018) co-ordinated with ferry commissioning with further committed investment by Q2 2019. This includes a new purpose built Maritime Hub. |

7 Best Capacity

Ardrossan offers twin separate berths and capacity for 3rd vessel (bad weather) and land area capacity to adapt / future proof changing needs including PAS, parking and terminal growth.

8 Best Value

Ardrossan - Brodick delivers the 'best value' based on VTT savings of £33.5m over 25 year operation. (£1.34m/annum). Significant operational staffing, fuel, bus transfer savings and maintenance benefits.

9 Best Supported

Ardrossan - Brodick is overwhelmingly supported by the Arran community, Arran Ferry Group, Arran Economic Group and Chamber of Commerce and Ardrossan communities.

10 Most Inclusive

Ardrossan - Campbeltown ports support areas of long-standing high deprivation (SIMD). Ferry supports jobs (240), inclusion and is a key economic driver for regeneration.

11 Lowest Carbon

Ardrossan - Brodick offers a low energy / low carbon route. Carbon reduction over 25 years on new ferry equates to 63,775 tonnes and offers multi-modal, low-carbon user choice.

12 Safest

Ardrossan - Brodick offers short/direct perpendicular crossing of sea-lane and a large multi-berth safe, protected harbour capable of offering a home port to 3 vessels.

| Links to Detailed Reports & Supporting Information | | Financial Case (Feb Submission) | Regeneration Report | Engineering Report | STAG Assessment |
|--|------------------|---------------------------------|---------------------|--------------------|-----------------|
| 1 | Shortest | | • | • | • |
| 2 | Fastest | | | • | • |
| 3 | Cheapest | • | • | • | • |
| 4 | Most Resilient | | | • | |
| 5 | Best Connected | | • | • | • |
| 6 | Most Deliverable | • | • | • | • |
| 7 | Best Capacity | | • | • | • |
| 8 | Best Value | • | • | | • |
| 9 | Best Supported | | • | | • |
| 10 | Most Inclusive | | • | | • |
| 11 | Lowest Carbon | | | | • |
| 12 | Safest | | | • | • |

Strong Policy Fit

Supports Scotland's Economic Strategy

Delivers Government Purpose

Accords with LDP

Supports Inclusive Growth

Delivers Transport Scotland objectives

POLICY FIT

The ferry terminal at Ardrossan has a strong fit with Scottish Government policy, regional economic policy and local development plan policy. The terminal is an important and on-going catalyst for regeneration in an area of significant economic deprivation.

| Objectives/ Policy Directives | | Objective 1 | Objective 2 | Objective 3 | Objective 4 |
|--|---|--|---|--|---|
| ✓ ✓✓ ✓✓✓ / X XX XXX | Some fit Good fit Strong fit Neutral Slight conflict Conflict Strong conflict | Develop safe, resilient and affordable economic links between Ayrshire and Arran and Argyll and Bute that support Island communities with efficient life-line services that support community growth and economic inclusion. | Improve accessibility and the quality and reliability of ferry services that are supported by good multi-modal transport interchanges offering modal choice from home to destination for all users. | Deliver 'best value' for all stakeholders through affordable and assured access that demonstrates sustainable economic, social and environmental benefits based on operational and user costs, economic outcomes and environmental efficiencies. | Address socio-economic needs of local communities in capturing new inclusive economic activity that supports regeneration for Arran and Ardrossan and extends economic resilience of mainland and island communities. |
| Scottish Government Economic Strategy | | | | | |
| Making connections across, within to/from Scotland better | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| Population growth to maintain sustainable rural communities | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| Safeguard transport links to remote and rural communities. | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| Food and Drink and Sustainable Tourism opportunities for growth. | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| North Ayrshire Economic Strategy | | | | | |
| North Ayrshire Council Local Development Plan | | | | | |
| STRAT1: POPULATION | | ✓✓ | ✓✓✓ | ✓✓ | ✓✓✓ |
| STRAT2: EMPLOYMENT | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| STRAT3: REGENERATION | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| STRAT4: TOURISM | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| STRAT5: ENVIRONMENT | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| STRAT6: TRANSPORT | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| STRAT7: DELIVERY | | ✓✓ | ✓✓ | ✓✓ | ✓✓ |
| RES 9: LARGE SCALE REGENERATION OPPORTUNITIES | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |
| POLICY TOU 3: SPECIFIC TOURISM PROPOSALS | | ✓✓✓ | ✓✓✓ | ✓✓✓ | ✓✓✓ |

Shorter,
Faster,
Cheaper



Arran Economic
Group
Arran Ferry
Committee
Community Council
Visit Arran

Majority of
users
support
Ardrossan
route

Ardrossan
offers 9 ferry
crossings a
day

Fares cost
£2 million/
year
more

VTT
Savings
£33.5 million

Strong
economic and
community
benefits to
Arran



REGENERATION BENEFITS

Sustainable growth and spreading the benefits of growth to support all our communities is central to the national economic strategy and the North Ayrshire Economic Development and Regeneration Plan.

Removing the ferry would see employment being reduced from one of Ayrshire's most deprived areas to one of Ayrshire's least deprived areas for no benefit to passengers. The result would leave passengers with reduced travel choices (rail, bus, active travel), longer journey times and reliant on shuttle buses. Assessment of the port and harbour highlights the continuing importance of the harbour in supporting local communities and building a future for inclusive growth. The current / short-term and longer term investment proposals will deliver:

Investment Plan:

- | | |
|---------------------------------------|--------------------|
| • Investment for the new ferry | £3 - £4 million |
| • Investment for new maritime hub | £7 - £9 million |
| • Investment in regeneration (10 yrs) | £60 - £100 million |

Economic Baseline:

- 2000 jobs in Ardrossan, of which 1250 jobs are within the town centre area
- Estimate 240 jobs are reliant on the ferry service (62 direct CalMac, 103 indirect CalMac servicing, 75 retail/ food + drink/ transport/ visitor spend)
- Ferry generates £9.2m GVA p.a. and £4.3m wages p.a.
- Continuous impacts: 25 year discounted benefit flow of £157m total GVA and £73m total wages

Economic benefits:

- Retaining ferry and additional £100m investment generates £75m GVA
- Investment will create 1000 construction person year equivalent jobs
- New activity generating £6.3m / year GVA or £75 million over 25 years



"The ferry service in Ardrossan is absolutely key to the area. As a business, we love hosting people from Arran and, of course, welcoming those coming from far afield on their travels or returning from a visit to the island. We are right behind the 'Keep it A-B' campaign and will fight to ensure this lifeline service remains where it belongs."

Anthony Cecchini of Cecchinis Restaurant Group

Arran Benefits

Supporting
Arran economy
and tourism

Shortest
crossing
maximises ferry
crossings per
day

Arran
residents have
greater travel
choice

New ferry
and new
maritime hub
raise standards
and resilience

Shorter
crossing,
cheaper fares,
better service

‘A to B’

Ardrossan

Brodict

Brodict

New Terminal
New Bus Station
New Quay

Adding
value to
island
economy

COMMITMENT TO INVESTMENT

North Ayrshire Council, Peel Ports Group, Caledonian MacBrayne, CMAL are committed to delivering a high quality ferry services from Ardrossan to Brodick and Campbeltown. An investment package totalling £13 million will transform the Ardrossan facility. Investment will include:

- New Maritime Hub
- New Passenger Access System (PAS)
- New Linkspan
- Navigation Aids
- Quay Improvements
- New Marshalling Area
- Irish Quay Linkspan (Campbeltown Ferry)
- Rail Station Pedestrian Connections
- Town Centre Connections
- New Signage

This investment together with the new ferry will offer a 21st century, multi-modal transport hub ensuring a high quality, reliable and efficient travel service including on-site connections to public transport. Investment in the navigation aids, linkspan, passenger access system will improve turnaround times and enhance service reliability. Our investment programme will ensure the port is fully operational to accept the new ferry (Q2: 2018) with the new Maritime Hub and PAS programmed for Q2: 2019.





PORT DEVELOPMENT PROPOSALS

- New Maritime Hub
- New Passenger Access System
- New Linkspan
- Navigation Aids
- Quay Improvements
- New Marshalling Area
- Irish Quay Linkspan (Campbeltown Ferry)
- Rail Station Pedestrian Connections
- Town Centre Connections
- New Signage

NEW Quay Improvements

Harbour Quay maintenance, bollards, fenders, quay protection to accommodate new ferry requirements

NEW Maritime Hub

New building and improvements to Terminal externals

NEW Passenger Access

New passenger access system (PAS) for new ferry

NEW Virtual

Improved co
Station

IMPROVED Na

All weath



NEW Town Centre Improvements
Building façade upgrades

NEW Public Realm
Better connections to Town Centre

NEW Harbour Entrance
Public realm improvements

Boat Yard Retained

Station

IMPROVED Road Corridor

NEW Marshalling Capacity
Extended marshalling capacity and new access to Winton Pier (Campbeltown Berth)

IMPROVED Short Stay Parking
Resurfacing of 15,000m²

COMMITTED INVESTMENT Q2: 2019



NEW Housing
6 ha site / 15 acres

NEW Housing & Mixed Use
8 ha site / 20 acres

NEW Coastal Path
Green network

NEW Marina Extension

WIDER TOWN REGENERATION

- New Commercial / Employment Space
- New Housing
- Extended Marina & Boat Facilities
- New Licensed Leisure
- Coastal Path / Green Network
- Maritime Quarter
- Town Centre Public Realm
- Arran & Ardrossan Enterprise

IMPROVED Na
All weath



Arran and Ardrossan Enterprise

NEW Public Realm
Better connections to Town Centre

**NEW Commercial /
Employment Space**
3.6ha site / 9 acres

Asda

Boat Yard Retained

Station

Navigation
Berthing

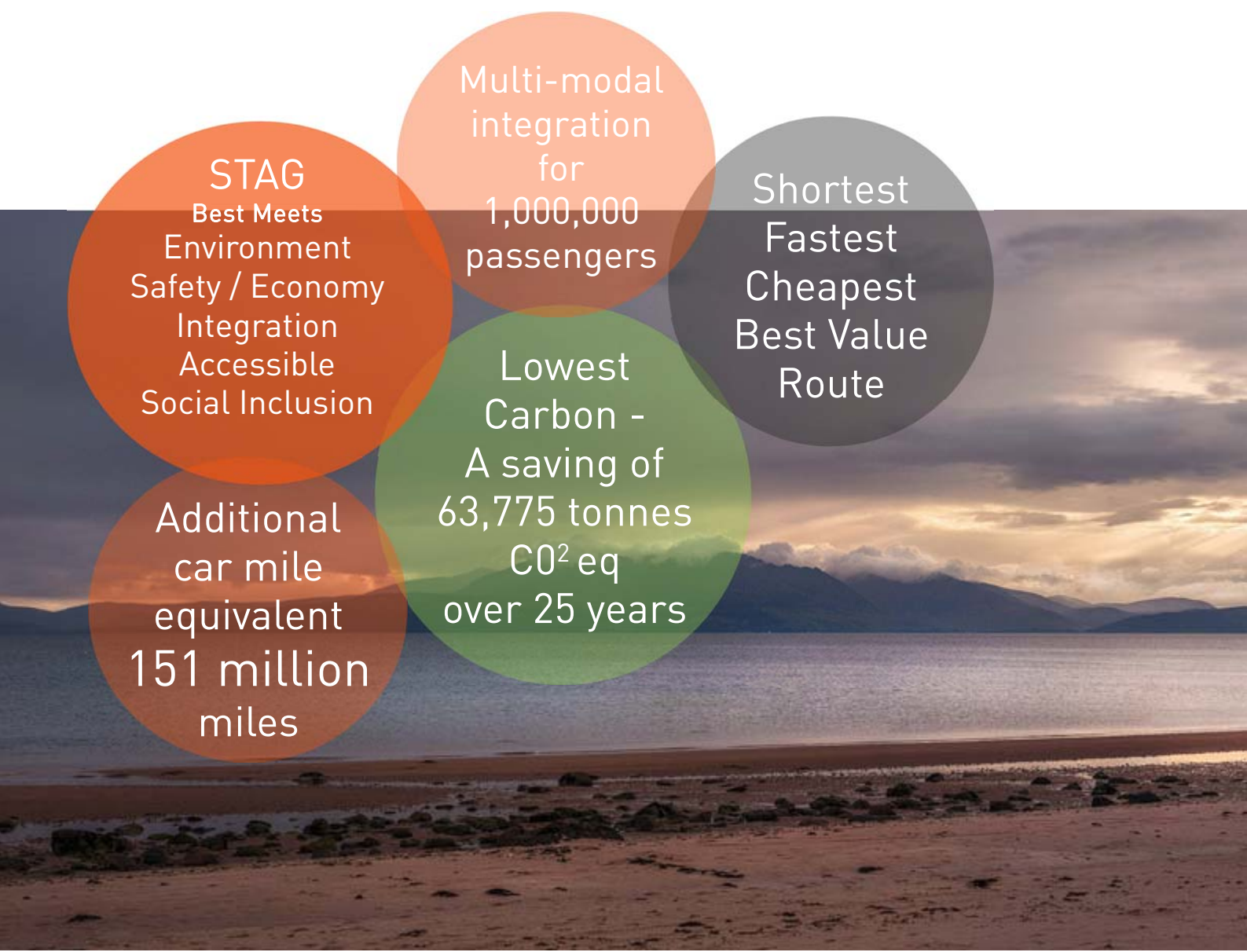
WIDER TOWN REGENERATION

STAG ASSESSMENT

Scottish Ministers have received an alternative proposal to build an alternative facility, new terminal and new passenger facilities at Troon. Scottish Ministers have advised that the two proposals will need to be assessed in accordance with the Scottish Transport Appraisal Guidance (STAG).

The Scottish Government's Purpose is *'to focus the Government and public services on creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth'*. The Scottish Transport Appraisal Guidance (STAG) supports this purpose with a clear and robust framework to assess transport interventions.

A pre-STAG Appraisal has been undertaken by North Ayrshire to assist Transport Scotland and set out in a broad STAG format the key facts / status of the existing operations and new ferry provision at Ardrossan. The Brodick-Ardrossan Ferry represents the best route assessed against the STAG Criteria delivering stronger outcomes for Scotland, in terms of the Ayrshire and Arran economy, public sector investment, local communities, users and operators. A provisional assessment of carbon emissions indicates that the Ardrossan route offers significant carbon savings supporting the value of the new dual fuel ferry.



BUSINESS CASE

The Business Case for the Brodick-Ardrossan ferry is presented within a 'Commercial-in-Confidence' bid document jointly submitted by North Ayrshire Council and Peel Group. The basis of the business case is that a shorter, better connected, better integrated ferry and terminal operation that can support both the Brodick and Campbeltown routes represents the best, most resilient and lowest risk delivery of these important lifeline services.

A partnership approach between Peel and North Ayrshire Council will create both added value and stronger accountability, with NAC accepting a new role in service delivery and facility management, and Peel facilitating and enabling through an extended lease. Committed investment by Peel, NAC and CMAL and other sources will deliver a terminal fit for the 21st Century and ensure all port/harbour facilities are operational in Q2 to accept the new ferry.



Long Term
sustainable
business
case

High added
value to
local
economy

Committed
funding &
partnership
for delivery

New
Maritime Hub
New PAS
Multi-modal
Ready
Q2 2019

COMMUNITY & BUSINESS SUPPORT

North Ayrshire Council has engaged with local communities and businesses to identify local needs and local priorities for the development and investment in Ardrossan. Community events have been organised in both Ardrossan and Brodick, including consultation with special interest groups, economic agencies, local businesses and many local people.

The overwhelming interest of communities and businesses is the delivery of high quality ferry services, well-connected to wider transport facilities (rail, road, bus, active travel) that can offer cost-effective connections between island and mainland facilities.

Consultation has informed this prospectus and the 12 Key Facts. As well as the strength of feeling and unanimous support evident in Ardrossan, a significant majority on Arran also support the retention of Ardrossan as serving the Arran route.

"The ferry terminal supports 240 jobs in the area—the equivalent to £4.4 million per annum in wages – and that's not counting other income to the area in the form of tourism and resident shopping patterns."

Joe Cullinane, Leader of North Ayrshire Council

Arran Economic Group
Arran Ferry Committee
Community Council
Visit Arran
Ardrossan Community

Engagement
Supporting
Communities

