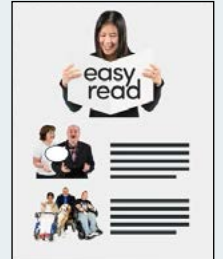


# Improving every journey



**Caledonian MacBrayne**

**Our plan for ferry services  
2025 to 2031**



# About this easy read



This is an easy read version of our **Corporate Plan**.



Our Corporate Plan is called **Improving every journey**.



Our plans tells you about

- who we are
- the work we want to do
- challenges we face
- 4 important things to work on
- how we will involve people and get the work done

# What is in this booklet?

**Page 4**    Who we are

**Page 6**    Our plan

**Page 7**    Values and Challenges

**Page 8**    Challenges we are facing

**Page 10**    4 ways to make ferries better

**Page 19**    Involving people

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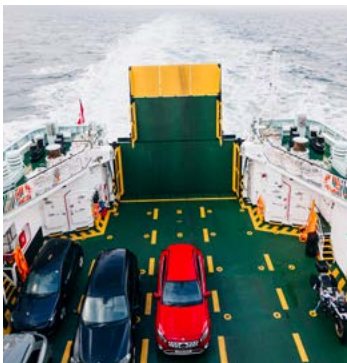
**Page 21**    Doing the work

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# Who we are

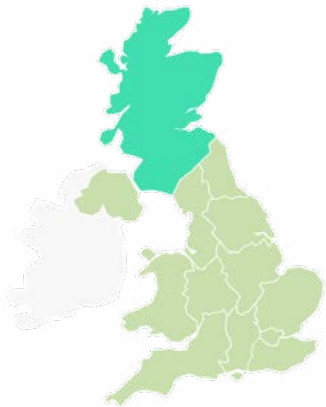


We are **Caledonian MacBrayne**.  
We run **ferry services** in Scotland.



A **ferry** is a ship that carries

- ✓ people
- ✓ cars
- ✓ vans
- ✓ lorries



Our ferries travel along the west coast of Scotland.



A separate company called **Caledonian Maritime Assets Ltd** owns most of the ferries and the harbours they stop in.

We work together to run the ferry services.



Our ferries take people to and from

- work
- school
- hospital
- social events
- holidays

They also carry **goods to shops** and **other business.**



This means things like

- ✓ food
- ✓ building materials
- ✓ clothes

Ferries are vital to island life in Scotland.



We want to make sure all our ferries are

- ✓ safe
- ✓ accessible
- ✓ reliable

# Our plan



We are starting a new **contract** with the Scottish Government.



A **contract** is an agreement.

It says what we have promised the Scottish Government we will do.



The contract starts at the beginning of **October 2025**.



The contract lasts for 10 years.

Our plan is for the next 5 years.

# Values and challenges



We are here to

- ✓ Act in the best interests of the people who use our services
- ✓ Help each other to thrive
- ✓ Be brave – we will act with courage and do what we say.



We know there are challenges, and we can't fix everything at once.

But we will start with the basics and get better from there.

# Challenges we are facing



## Number of passengers

More people and businesses are using our ferries.



## Our ferries and harbours

Many of our ferries are old and need fixing too often. Our harbours are under pressure. The way they work and are built needs to change.



## Systems

Our systems need updating. We are making our IT systems more modern and our **infrastructure** better connected.

**Infrastructure** means the systems we have to make our business work well.



## **Weather**

There is bad weather more often now than in the past. This can stop our ferries from running.



## **Cost of living**

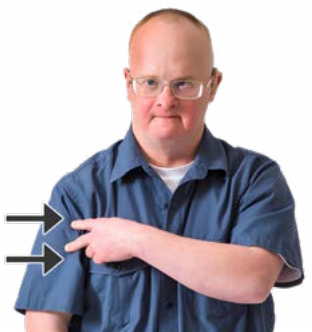
Food, housing and travel are getting more expensive.

People have less spare money.



## **Public money**

Governments are trying to be careful about how much money they spend.



## **Finding people to work for us**

We can only be successful if we find, train and keep excellent staff.

# 4 ways to make ferries better



**Transport Scotland** have made their plan to

- ✓ make ferries better
- ✓ connect island communities



They have set out **4 ways** to do this.

We will make these our **4 priorities**.  
This will form the basis of our plan  
and set out



- challenges we are facing
- actions we need to take to make services better
- what customers can expect future services to look like

## Priority 1: Be reliable



We want our ferries to be safe and **reliable**.

**Reliable** means that when someone plans a journey, they know it will happen.



If a ferry breaks down or if there is bad weather, we will be able to get our services back to normal very quickly.



We want local people to trust us. This will happen if we do the things we say we will do, every time.

## Some of the things we will do:



1. We will get **12 new ferries**.



2. We will keep one big ferry, to use if a ferry breaks down.



3. We will stop using our older, less reliable ferries when we get new vessels to use.



4. We will spend more time making sure each ferry is well maintained.



5. Everyone will be able to read about our plans to find out how well we are doing.

## **Priority 2: Be accessible**



We want it to be easy to book a journey and easy to travel.



We will listen to our customers and we will act on the things they tell us.

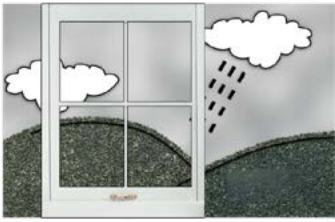


### **Some of the things we will do:**

1. Train our staff to give the best people the best experience of booking and travelling with us.



2. Make our app and website easy to use.



3. Keep people updated if there are problems with the weather or with our ferries.



4. Work with other transport companies to make people's journeys easier.



5. Set up an **Accessibility Advisory Board**. They will make sure that ferries and ports are accessible to everyone.



6. Support **Transport Scotland** to think about the cost of tickets – for example, having cheaper tickets or free travel for some groups of people.

## Priority 3: Connecting ferry services



We want to run a ferry service that matches with what our customers need to live, work and travel

Our staff come from the communities we serve.



We support local business by buying and selling their products on our ferries and in our ports.

### Some of the things we will do:



1. **Our area managers** will spend time in local communities, getting to know people and the issues they face.



2. We will make decisions based on the things we know about local places and people before we make changes.



3. We will hire staff from the islands and coastal areas of Scotland.



4. We will re-start our community fund – this is money to support local groups and businesses.



5. We will sell food, drink and gifts made by local companies.

## Priority 4: Our impact on the environment



We want to reduce any gasses or sounds that come from our ferries.

We call these **emissions**.



We want to be a **low carbon** company.

We want to protect the environment, in Scotland and around the world.

### Some of the things we will do:



1. Make sure our ferries don't burn too much fuel and damage the environment.



2. Make sure we get new ferries.  
They are cleaner and quieter.



3. Buy things that are better for the environment. For example, recycled plastic and paper.



4. Recycle as much rubbish as we can.



5. Protect the sea and the animals that live in and around it.

# Involving people



We want to communicate with everyone involved in our services.



We know our customers need information they can rely on every day.



We will make sure we

- give customers clear and easy information
- train our staff to respond and listen well
- build strong connections in our communities
- work closely with our partners
- share what we do and say why we are doing it

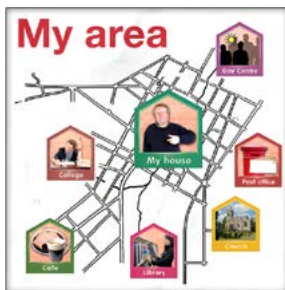


# New ways to work



We will support this work by asking our area managers to work closely with

- local ferry groups called **committees**
- people who live in the local area
- businesses in the local area



We want to keep getting better at what we do.

Our area managers are important in making this happen so we can

- ✓ have better services
- ✓ build stronger relationships
- ✓ make every journey you take with us better



# Doing the work



We will write **annual plans**.

This means we will divide the work into **1-year plans**.



The plans will tell our staff and customers:

- How we will make improvements
- How this will help
- How we will know if it has worked



# Get in touch with us



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