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Corran Ferry Surveys Highland Council Case Study

In March 2010, Streetwise undertook a week-long travel survey of users of the Corran Ferry. This service serves the picturesque Ardnamurchan peninsula in the west of Scotland to the mainland and the nearby major centre of Fort William. The surveys were required to inform contingency planning for Highland Council in light of the need to repair the slipways, and the possibility that this might involve temporary suspension of the ferry.

Following an initial pilot survey Streetwise provide recommendations to Highland Council on the most effective method to maximise the sample rate without interruption to normal ferry operations. In this case, in light of the very short crossing times (around 5 minutes) and the need for staff to be clear of the open deck during loading/ unloading, it was suggested that distribution of self-completion questionnaires to users would be the most effective option.

On site, our survey team worked closely with the ferry master and crew to ensure that data was collected

to specification without inconvenience to the travelling public. Surveys were conducted on all of the services over the 15-hour operational period of the ferry for one full week, amounting to 466 crossings.

Information was subsequently entered, range and logic checked and then geo-coded prior to provision to The Highland Council. In total over 3,300 individual records were provided to The Highland Council, assisting in the planning of measures to enable the communities to continue during the possible temporary suspension of the ferry in autumn 2010.



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