

Giving back

2017-2018 community initiatives



Over £1m
per year given
back to local
communities



When the Isles of Scilly Steamship Group was formed, our founding principles were to foster the prosperity and well-being of the communities we serve. Today, in our 98th year, we are immensely proud that those principles remain as strong as ever. They are the bedrock on which we operate our lifeline passenger and freight services to the Isles of Scilly and underpin all that we do.

Visitors are the lifeblood of the islands' economy, and in recent years we have seen a steady increase in passenger numbers, carrying 215,624 people last year. We continue to invest in our services to improve and upgrade every aspect of the transport system. In five years we have spent £15 million improving air and sea links, we are a high-skilled employer of 232 people, making us one of the area's largest employers, paying annual wages of £6 million.

We understand that, as a transport provider, we need to strive to meet our passengers' expectations. Customers expect us to invest in our services so that we can give them the best possible experience. And they demand - quite rightly- that services are as resilient, reliable, affordable and accessible as they can be within the constraints of the market in which we operate so they can travel on a day and time of their choosing.

But it is also very important to us that we give back to the communities we serve, in line with our founding principles. That is why we support a huge range of activities, from community groups and sporting events, as well as subsidising travel for island residents.

In fact, we have calculated that we give back around £1 million to our local communities on the islands and mainland every single year. My colleagues on the board of directors and I take this commitment to the communities we serve seriously, which is why we have produced this booklet to highlight some of that activity.

I hope you enjoy reading it.

A handwritten signature in black ink that reads "Andrew May".

Andrew May



Travel Club and business concessions

Our Travel Club offers significantly reduced air and sea fares for people who live on the Isles of Scilly for at least two thirds of the year.

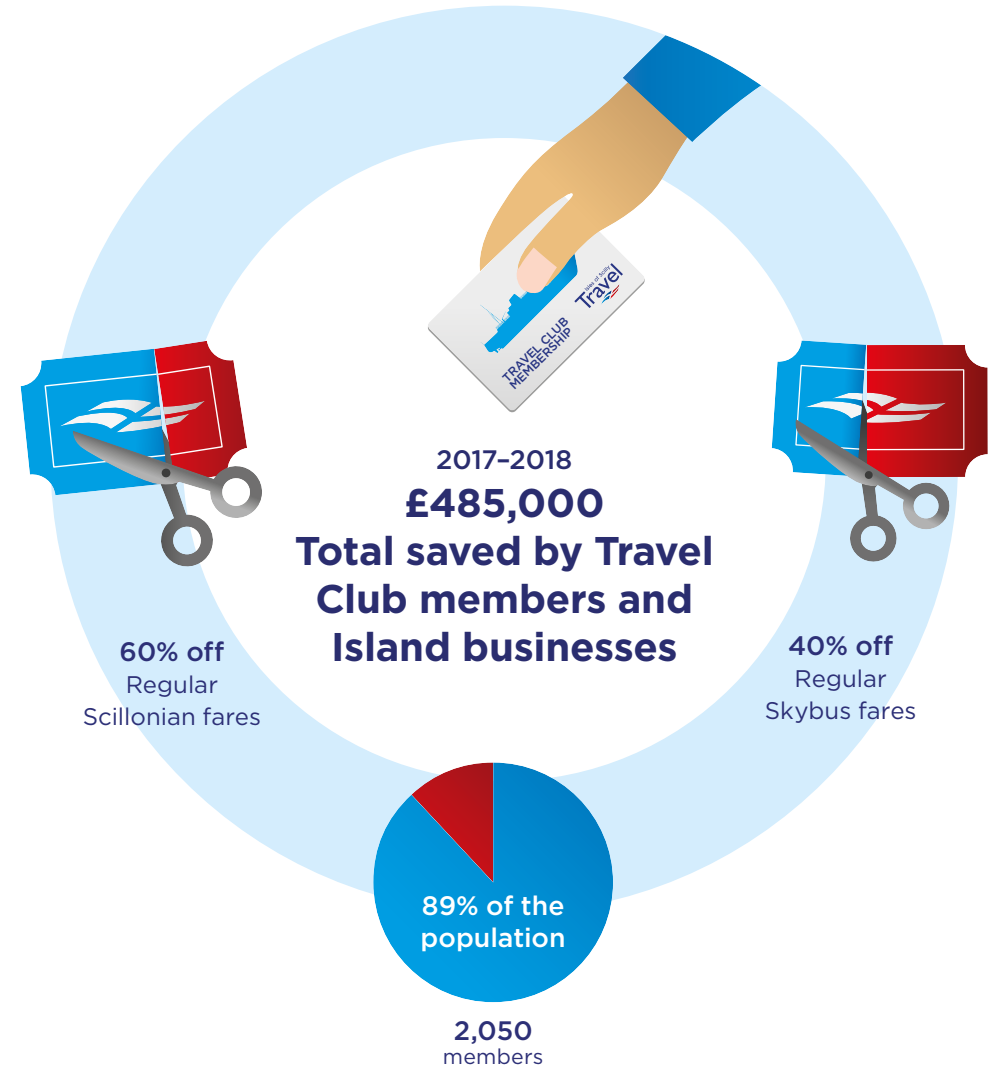
There are currently around 2,050 members – most of the islands' population – and they benefit from reductions of up to 40% on published Skybus fares to and from Land's End, Newquay and Exeter, and up to 60% discount for sea fares to and from Penzance.

In total there were 7,964 Travel Club flights and 6,126 sailings booked by island residents last year.

We also offer accommodation providers on the islands discounted tickets to sell as a value-added service to their own customers. The value of the Travel Club and these business concessions is approximately £485,000 per year. The Steamship Group receives no subsidies and so this sum, in its entirety, is met by the Group.



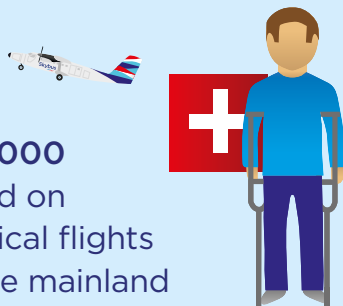
Travel Club offers cost savings for Islanders which are entirely met by the Steamship Group.



Medical flights

As well as Travel Club discounts, we provide special fares for people who require NHS medical treatment on the mainland. Last year we flew thousands of medical flights and the total saving on the standard ticket prices was approx. £70,000. This subsidy was provided by the Steamship Group.

£70,000
saved on
medical flights
to the mainland



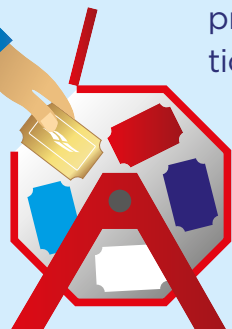
Complimentary and promotional tickets

£32,500
charity and
promotional
tickets

Every year we provide complimentary tickets for raffles, sponsorships to charities, events, community groups and other good causes.

We also provide complimentary transport to selected travel journalists as part of our commitment to promote the islands to new and returning visitors, and as competition prizes in newspapers, magazines and online.

The Steamship Group typically gives away £32,500 of tickets supporting these activities each year.

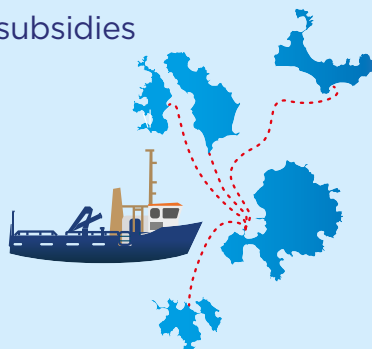


Off-island and St. Mary's freight

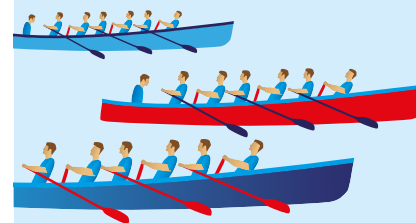
We offer a range of discounts to freight customers which come to approximately £220,000 per year. As well as providing freight services to and from the mainland, we also deliver freight between islands.

This service is heavily subsidised to the tune of around £100,000 per year, keeping charges lower than they would be otherwise. The Steamship Group meets all these costs.

£220,000
freight discounts
and subsidies



World Pilot Gig Championships



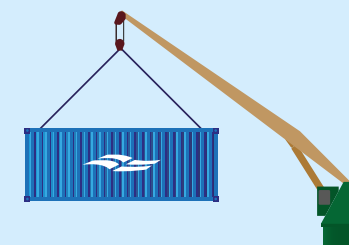
£78,000
Event sponsorship

The gig championships remain the biggest event in the islands' calendar and we have been a main sponsor for several years. The Steamship Group offers special fares for the gig weekend on Scillonian III and Skybus. Last year we provided 3,231 reduced fares, saving customers approx. £28,500. We also heavily subsidise freight costs for shipping gigs to the islands. Last year the Group carried a record 142 gig boats and handled 260 tonnes of cargo necessary to support the event - including 20 tonnes of beer, four trailers of portable toilets and over a tonne of pasties! Our total contribution to the event is approximately £78,000 per year.

School trips

The islands host many school trips from the mainland during the year. To keep down the trip costs we provide free containers on Scillonian III for luggage and camping equipment. For every 10 children travelling per group, we give free adult travel in addition to providing a discount on each child's ticket. We offer this service to 39 mainland schools and meet the £28,000 annual cost.

£28,000 saved on
transporting school trip
luggage and equipment



£67,000 to the
Islands' Partnership for
destination marketing



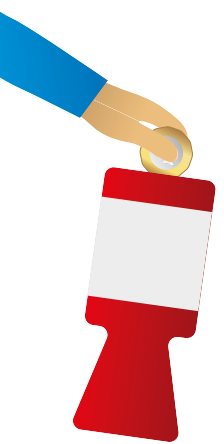
Islands' Partnership

The Islands' Partnership has the job of marketing the Isles of Scilly as a destination and is funded by membership subscriptions and corporate sponsorship.

We are the largest local contributor to the Islands' Partnership and last year donated £67,000 towards marketing campaigns and running costs.

Community fund

Our Community Fund was launched in 2016 as a way of supporting community projects on the Islands and in West Cornwall.



£30,000
annual fund
for community
projects

The Community Fund has so far awarded grants to 31 different projects, ranging from helping to fund a set of new judo mats for a club on St Mary's, to paying for a life-saving defibrillator for the Ronnie Richards Memorial Charity in Penzance.

Bids to the Community Fund are open to voluntary groups or charities, schools and education establishments, community clubs or societies, and individuals undertaking not-for-profit projects for the benefit of the wider community.

In response to demand, this year we are expanding the fund to cover not just the islands but the whole of Cornwall.

For details on how to apply please see our website. Projects supported in the first year of the fund included the following:

NCI Cape Cornwall

£3,000 was donated towards a vital piece of safety equipment which has been installed to watch over popular Priest Cove, near St Just in West Cornwall. The CCTV camera was bought by NCI Cape Cornwall to look into a blind spot behind the watch station.

The state-of-the-art camera, which relays pictures back to the station, has been hailed a 'vital piece of equipment' which can see all the way to Sennen. It has been discreetly placed high on the cliffs on the southern side of Cape Cornwall.



Brownies and Guides

A donation of £1,500 was made to Brownies and Guides on the Isles of Scilly, who went camping together for the first time in August 2016 thanks to the arrival of a huge marquee paid for by the Isles of Scilly Steamship Company. Thirty girls from the 1st Isles of Scilly Brownies and Guides camped at Sandybanks Farm on St Mary's, where the marquee was used as the kitchen, dining and craft area.



End-to-end cycle

£650 to support a Scilly family who cycled unsupported from John O'Groats to Land's End in July 2016 - despite only having five miles of island road to practice on. Julian and Michelle Morel and their sons Finley, 13, and Shea, 11, planned the journey to raise awareness and money for the Alzheimer's Society and support the memory café on the islands.

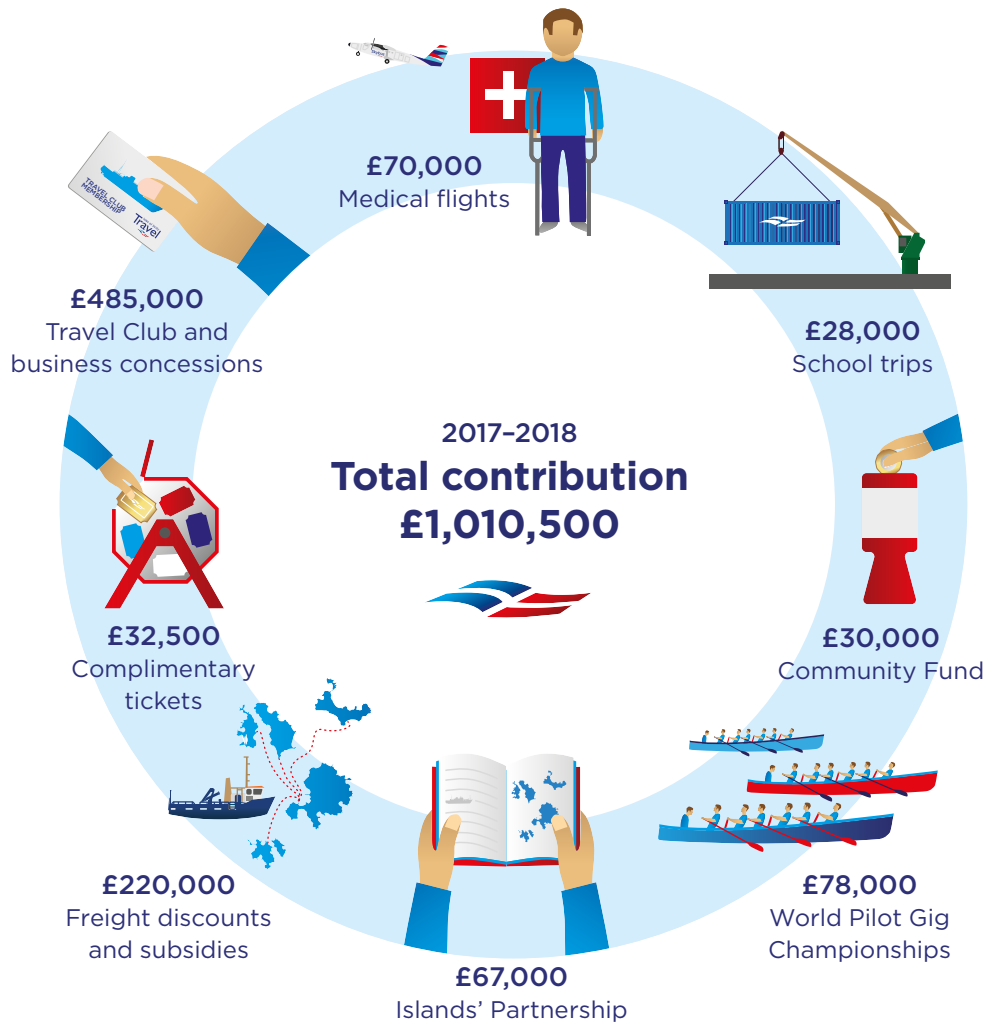
Poetry postie

£1,500 towards a creative literacy project working with children on the Isles of Scilly, Mousehole, Newlyn and Penzance, taking the history of Royal Mail Ships as inspiration. Poetry postie Sally Crabtree held workshops with pupils at Five Islands School to show that poetry can be fun and doesn't have to be boring. She then turned the children's poetry into postcards, which she delivered at the Sea Salts and Sail Festival in Mousehole and, ultimately, to celebrate the UN's World Post Day.



In summary

Our community donations for the financial year 2017-2018



Thank you for reading.

We hope this gives you a greater insight into the ways the Steamship Group supports community initiatives. To find out more about the Isles of Scilly Steamship Group please visit our website www.islesofscilly-travel.co.uk



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