

Giving back

2018-2019 community initiatives



Over £1m
per year given
back to local
communities



As the Isles of Scilly Steamship Group begins the countdown to its milestone 100th year anniversary in 2020, the approach is very much on refocusing attention on the core activities for which the company was originally founded: enabling visitors and residents alike to make the connection between the Isles of Scilly and the Cornish mainland. We move forward into the future with a strategy to bring the Group back to its roots in many ways, ensuring that our founding principles to foster the prosperity and well-being of the communities we serve remain as strong as ever. We continue to invest in our lifeline passenger and freight services, and work towards a vision of being recognised for providing excellent transport services for Scilly.

It is a time of growth as well as change for the Isles of Scilly Steamship Group, which I was proud to join as Chairman on April 1st 2019, alongside a number of newly appointed board directors including Gary Randall, Stephen Hicks and Henk Wiekens, and new Managing Director, Stuart Reid.

It is extremely important to us as a responsible business to ensure that we are giving back to the communities we serve, upholding those founding principles which remain the bedrock of our business. We endeavour to support a wide and varied range of activities, from charitable events to community groups in need of corporate sponsorship, as well as heavily subsidising travel for the people who live year-round on the Isles of Scilly.

Overall we give back more than £1 million every year to the local communities on Scilly and the Cornish mainland, a contribution of which the board of directors and I are very proud. We hope this booklet helps to showcase some of that activity, and why it is so important.

Ian Howard
Chairman



Travel Club and business concessions

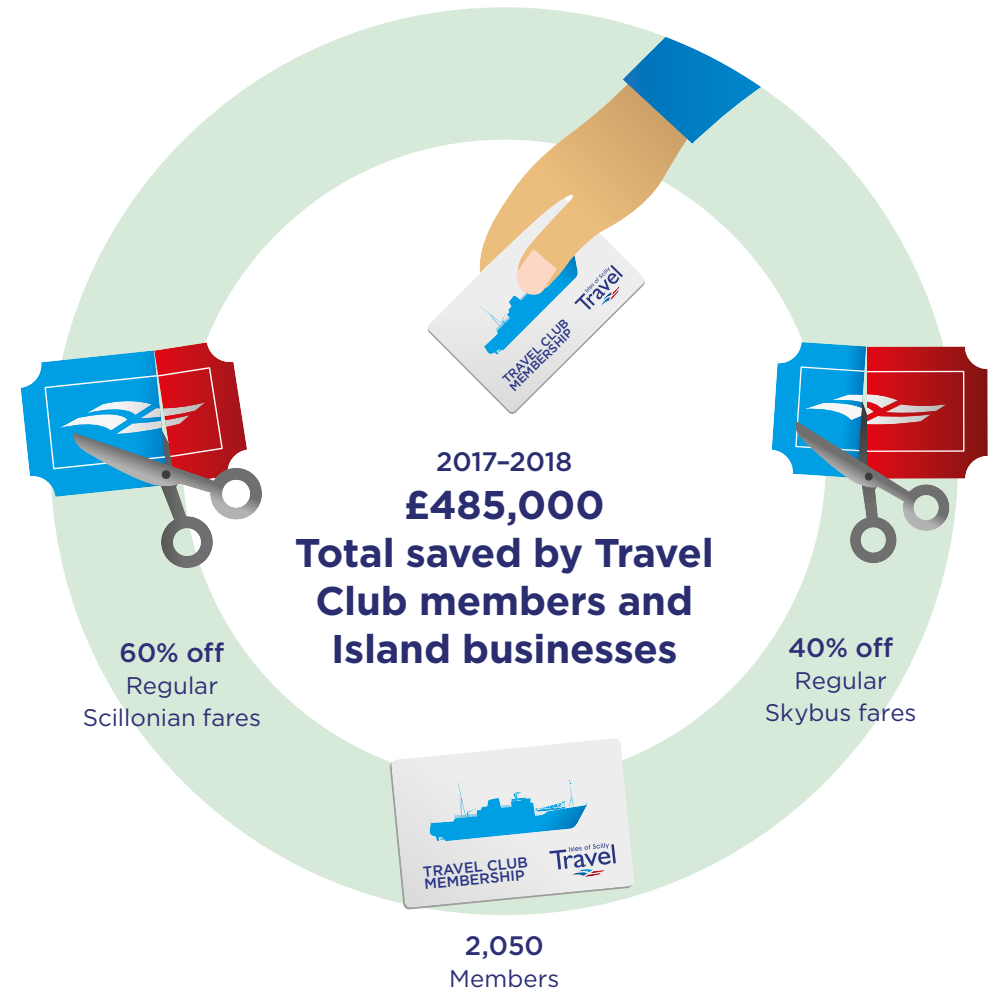
Our Travel Club offers significantly reduced air and sea fares for people who live on the Isles of Scilly for at least two thirds of the year.

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 8,411 Travel Club flights and 5,344 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.

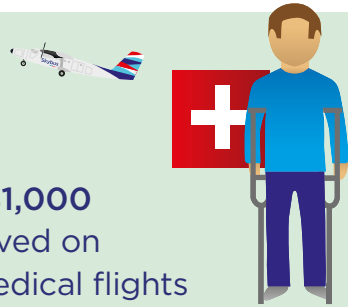
Travel Club offers cost savings for Islanders which are entirely met by the Steamship Group.



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. £81,000. This subsidy was provided by the Steamship Group.

£81,000
saved on
medical flights
to the mainland



Complimentary and promotional tickets

£31,500
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 on press trips to the Isles of Scilly as part of our commitment to promote the islands to new and returning visitors, and as competition prizes in newspapers, magazines and online.

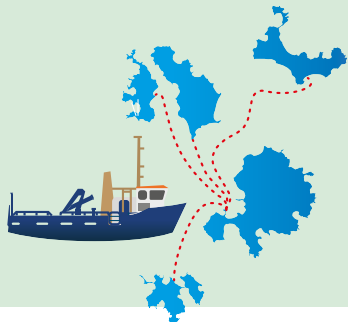
The Steamship Group typically gives away £31,500 of tickets supporting these activities each year.



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

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 reduced fares which saved customers approx. £22,250. We also heavily subsidise freight costs for shipping gigs to the islands. Last year the Group carried a record 154 gig boats for a reduced price on the standard cost for shipping, saving £36,190 overall.

The Group handled 260 tonnes of cargo for the event - including 20 tonnes of beer, four trailers of portable toilets shipped for a reduced price saving £685, a container of PA equipment shipped for a reduced price saving £195, and over a tonne of pasties! Our total contribution to the event is approximately £78,000 per year.

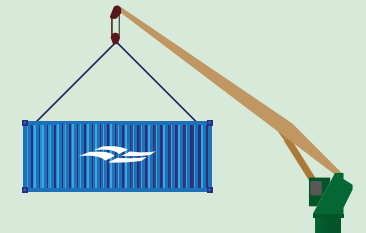
£78,000 Event
sponsorship



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, saving schools £19,500. 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 £24,000 annual cost.

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



£66,000 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 £66,000 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

To date, the Community Fund has awarded grants totalling £62,350 to projects ranging from funding a set of new judo mats for a club on St Mary's to donating £5,000 to the Cornish Pilot Gig Association to help preserve irreplaceable memorabilia about the sport.

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, last year the fund was expanded to cover not just the islands but the whole of Cornwall. For details on how to apply please see our website.

Projects supported this year included the following:

Cornwall Samaritans

Cornwall Samaritans' emergency room – a lifeline service for people who are suicidal or in crisis – was funded for an entire year by the Community Fund.

The service, run by 120 volunteers, answers phone calls, text messages, emails and drop-ins from people in their hour of need. It costs £3,380 a year to run, which the Fund donated. Sue Wright, Director of Cornwall Samaritans, said: "There are no words to properly express how much this means to us – we are so grateful to the Steamship Group for its generosity."



Cornish Pilot Gig Association

An aspiring project to preserve irreplaceable historical data on the traditional Cornish sport of pilot gig rowing was given a cash boost of £5,000 thanks to the Community Fund's biggest donation to date. An initiative called Pulling Together the Past is being led by the Cornish Pilot Gig Association (CPGA) and aims to safeguard the history of pilot gig rowing in a new

online digital archive. Sam Hicks, Chairman of the Steamship Group's Community Fund, said: "The islands have their own very special relationship with gig rowing, and the Steamship Group is a vital part of this history, transporting gigs and passengers to the islands each year for the World Pilot Gig Rowing Championships."



Home-Start Kernow

Home-Start Kernow, a small charity which offers support, friendship and practical help to struggling parents in Cornwall, used its £1,200 Community Fund donation to pay for 10 new volunteers to be trained.

One of those was Sarah Phillips, who turned to the charity when family life as she knew it changed forever after her six-month-old son suffered a stroke. Four years later, Sarah has finished training as a family visitor for the charity, and is looking forward to making a difference to other families needing support.

Mount Hawke Academy



An impressive new made-to-order adventure playground was installed in the school grounds. The £23,000 project was helped across the finish line with a £2,500 donation from the Community Fund. Teresa Thomas from Mount Hawke Academy, said: "The money from the Community Fund completed 12 months of serious fundraising and we couldn't be more grateful.

It was an ambitious project but one which we were passionate about achieving. The children think it's the best New Year gift they could ever have wished for."

It is hoped the new playground will provide the growing school, near Porthtowan, and wider community with a long-lasting asset to be enjoyed by future generations.

COSMOS Community Observatory St Martin's on Scilly

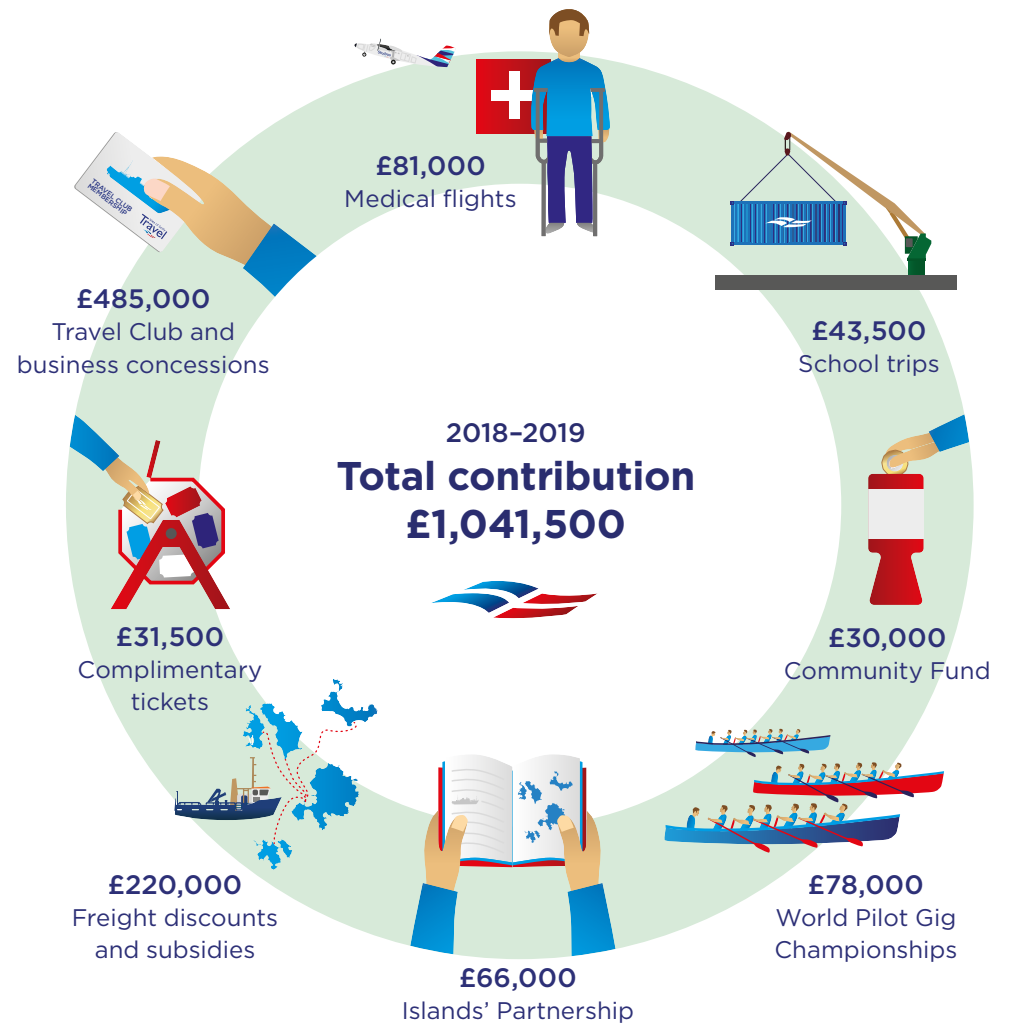
An ambitious project to build a permanent astronomical observatory on St Martin's took a major step forward thanks to a £2,000 grant from the Community Fund. It is hoped the observatory will enable more people to explore the islands' unpolluted dark skies and enrich the tourism offer for visitors. COSMOS, the amateur astrology group behind the observatory, said the donation from the Steamship Group helped to get the £79,000 project off the ground.



Val Thomas, chair of COSMOS, said: "The money from the Community Fund was the very first donation we received and it gave us a real kick-start. We can't thank the Steamship Group enough for believing in us."

In summary

Our community donations for the financial year 2018-2019



Cornwall Hugs Grenfell

During the last 12 months the Steamship Group has supported Cornwall Hugs Grenfell with free travel to and from the islands whilst helping to organise and plan holidays for Grenfell victims.

“ We’re very grateful to the Steamship Group for making it happen and partnering with us going forward.” said Esmé Page, founder of Cornwall Hugs Grenfell.

Adam who came with his father, mother and two sisters, Aziza (12) and Salima (8) was welcomed into the cock-pit by pilots Jack and Sam, and even given a few tips for his career path, ‘Work hard on your Maths and Physics and you’ll be ok!’ The Steamship Group’s gift unlocks the tranquility and hospitality of the islands, who are so in need of both,’



£3,000 given
in free transport
and organisation

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

Isles of Scilly Steamship Group,
Hugh Town
St. Mary's
Isles of Scilly TR21 0LJ

