



KING HARRY FERRY

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the project

King Harry Steam Ferry Company Limited delivered a project to enhance the transport link for commuters, tourists and local businesses between the Roseland Peninsula and St Mawes on the eastern bank of the Fal estuary and Truro, Falmouth and towns further afield on the western bank of the Fal estuary. The project involves the building of a new ferry with increased capacity, infrastructure improvements and ICT technologies (webcams and touch screen information panels).

The Programme has invested £981,750 from the European Regional Development Fund (ERDF) in the project which has a total cost of £2,805,000.



A glass side has been added to the ferry so passengers can view and appreciate the environment in which they are travelling

The ferry crossing in the King Harry Passage on the River Fal provides a transport link for commuters, tourists and local businesses between the Roseland Peninsula and St Mawes on the eastern bank of the Fal estuary and Truro, Falmouth and towns further afield on the western bank of the Fal estuary.

It is one of only five chain ferries in the country and in Autumn 2004, was ranked one of the top ten most beautiful ferry routes in the world by the Independent newspaper.

measures of environmental sustainability adopted

to promote the prudent use of natural resources

- Sustainable transport: the ferry diverts about 5% of traffic from going through Truro (reducing both congestion and pollution), and helps individuals save up to 27 miles on a round trip into Truro. It is estimated that 5.5 million road miles are saved a year by the ferry.
- Energy: the new ferry runs on one diesel engine (a low-emission Scania turbo-diesel hydraulic engine) rather than two as previously, and it runs at a constant speed leading to further efficiencies, so decreasing emission by 75%.
- The company ordered an energy audit from Action

Energy and installed low energy light bulbs and loft insulation into its offices as a result of the findings.

- Local sourcing: the project used Falmouth workers to fit out the ferry. The contract to build the ferry hull was let to local contractors at Pendennis Shipyard, who then let it again to contractors in Holland. Local materials were used where possible for the fit out i.e. engines, piping, painting, hydraulics and the marketing is all done by local firms.
- Waste management: the company uses recycled paper for its brochures, recycles office waste and uses ICT for communications.

to protect and improve the environment

The ferry incorporates a sewage plant which prevents raw sewage being pumped into the river. The company gained sponsorship from HSBC to do a beach clean with the Fal River Links project and collected 40 bags of rubbish. The antifouling paint is non-toxic which stops low level emissions of petrocarbons, and the paint only needs renewing once every five years. The diesel engine has very low emissions, i.e. a reduction of 75% on previous engine emissions. The company is working with the Fal River Links project to investigate how all boats and buses on the Fal River could source and use vegetable oil to power their vehicles.



case study

environmental sustainability



Objective One is
part-financed by
the European Union



The Objective One Partnership
for Cornwall & the Isles of Scilly

to increase awareness of residents, businesses and visitors of the value and importance of the environment

The touch screen on the ferry provides information on regional distinctiveness. It includes a page describing local wildlife and ecosystems. School children were invited to take part in a competition to design the new ferry and to create a song to be sung at the launch of the new ferry. A glass side has been added to the ferry so passengers can view and appreciate the environment in which they are travelling.

benefits of environmental sustainability

Local sourcing has reduced travel and management costs associated with overseeing the build contract. It also provides use with a better service because the contractors understand the situation in which the ferry is to work and, importantly, care that it does work. Those working on the ferry in Falmouth have a sense of ownership and pride which gives a better quality product.

The sewage plant on ferry has no polluting emissions so water is of discharge quality. This was done to protect the mussel farms in the area and because it is no longer acceptable to pump out raw sewage. Passengers see that the company is being responsible which helps with the environmental branding of the ferry. The passengers care because many are stakeholders of the local environment; they live, work and play within the Fal area.

A glass side panel on the ferry was constructed by Pilkington Glass, as a result of a customer survey done with children at St Mawes school (the users of the future) which revealed that people 'didn't like being in a box'. Therefore this viewing panel was included so passengers could watch and experience the environment in which they were travelling. The glass gives a feeling of light and space and that travel is a treat, i.e. part of the experience.

Information on a plasma screen helps passengers understand the ferry's setting and history and therefore builds brand loyalty which ultimately means they will use it again. The 'what's on' guide informs people of what's happening in the local area.

The company uses sustainable materials for marketing as it sends a good message to passengers about the ethos of the company. For the same reason they recycle office waste, i.e. because they want to be part of the solution not part of the problem.



Reducing the number of engines reduces fuel use so the ferry costs less to run. And it also helps keep ticket prices cheaper because they are less influenced by fuel price fluctuations. Passengers can feel better about using it and it is a nicer place to work as the ferry workers are not subjected to engine fumes.

Non toxic antifouling paint which lasts five years leads to a reduction in costs, paint and time which would otherwise be spent on repainting. And it is a benefit to the river as less chemicals are emitted.

The ferry is experiencing an increase in passengers with 400 extra cars a week using the ferry now that the queues are less, there are longer operating hours and travel times are reduced.

In summary, the economic benefits created through the adoption of environmental sustainability measures include reduced operating costs, an enhanced brand loyalty and marketing clout and increased customers.

lessons learnt

Tim Light, Managing Director of King Harry Ferry Ltd, says: *"Environmental sustainability is good for business and good for Cornwall's brand. Because of the environmental measures we have incorporated we're seen as being a responsible provider so people feel better about using the ferry and are more tolerant when there are delays. We could have just produced a metal box but that would not have been right in this environment and for this brand. Instead we have a unique design as a result of taking the better way out rather than the easy way out."*

One environmental measure cost a considerable amount i.e. £40,000 for the sewage plant, but if we



hadn't included it at this stage it would have been hugely expensive to retrofit.

“Communicating with customers is not our core business however we need to think about what customers will think tomorrow and in 20 years time otherwise our business will suffer. Plasma screen information about the local environment and wildlife gives a sense of place and that's good for business.

“Sustainable transport is essential for Cornwall and very good for customers.”

Carleen Kelemen, director of the Objective One Partnership, said: *“The ferry bridge has been part of the historical fabric of the Fal estuary for over 500 years. The King Harry ferry is a much-loved and distinctive part of the commuting infrastructure of Cornwall. The investment in the new ferry will bring improvements for both tourism and business and meet the increasing needs of the local population. And it is sympathetic to the special environment in which it has always played a key role.”*

For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email objectiveone@cornwall.gov.uk.