



Caledonian Maritime Assets Ltd

GAELIC LANGUAGE PLAN 2010-2015

This plan has been prepared under Section 3 of the Gaelic Language (Scotland) Act 2005 and was approved by Bòrd na Gàidhlig on 22nd June 2010.

FOREWORD

CMAL welcomes the opportunity to add to Scotland's diverse culture by the promotion and use of the Gaelic language through this plan.

We appreciate the support that Bòrd na Gàidhlig has been given us to implement our plan and we look forward to enhancing our services for Gaelic users and to raise the profile of Gaelic as a recognised language in accordance with the directions laid out in the Gaelic Language (Scotland) Act 2005.

On Behalf of the Board of Director's of CMAL I am pleased to endorse this Gaelic Language Plan.



Grenville Johnston
Chairman CMAL

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SUMMARY

CMAL recognises that Gaelic is an integral part of Scotland's heritage, national identity and cultural life. CMAL is committed to the objectives set out in the *National Plan for Gaelic* and has put in place the necessary structures and initiatives to ensure that Gaelic has a sustainable future in Scotland.

CMAL recognises that the position of Gaelic is extremely fragile and if Gaelic is to be revitalised as a living language in Scotland, a concerted effort on the part of government, the public and private sectors, community organisations and individual speakers is required to:

- *enhance the status of Gaelic;*
- *promote the acquisition and learning of Gaelic;*
- *encourage the increased use of Gaelic.*

This document is CMAL's Gaelic Language Plan prepared within the framework of the Gaelic Language (Scotland) Act 2005. It sets out how we will use Gaelic in the operation of our functions, how we will enable the use of Gaelic when communicating with the public and key partners, and how we will promote and develop Gaelic.

CMAL's Gaelic Language Plan has been prepared in accordance with statutory criteria set out in the 2005 Act, and having regard to the *National Plan for Gaelic* and the *Guidance on the Development of Gaelic Language Plans*.

STRUCTURE OF THE GAELIC LANGUAGE PLAN

The key components of our Gaelic Language Plan are:

Chapter 1 – Introduction

This chapter provides the background and context relating to the preparation of Gaelic Language Plans under the 2005 Act and the structure of CMAL's main areas of operation. It also provides a summary of the demography of the Gaelic language.

Chapter 2 – Core Commitments

This chapter sets out how CMAL will use, and enable the use of Gaelic in relation to our main business functions. It covers key areas of operation such as corporate identity, signage, communication with the public and the use of Gaelic on our website. This chapter sets out *the basic minimum level* of Gaelic language provision to which we are committed to providing in the lifetime of the Plan.

Chapter 3 – Policy Implications for Gaelic: implementing the National Plan for Gaelic

This chapter sets out how CMAL will help implement the *National Plan for Gaelic*. It also shows how we intend promoting the use of Gaelic in service planning and delivery, particularly in policy areas, such as branding and marketing. This chapter also considers how we will take account of Gaelic and our Gaelic Language Plan when drafting new policies and considering new strategies.

Chapter 4 – Implementation and Monitoring

This chapter sets out how the implementation of our Gaelic Language Plan will be taken forward, and how implementation and outcomes will be monitored.

CHAPTER 1 - INTRODUCTION

Setting the Context for Developing Gaelic Language Plans

The Gaelic Language (Scotland) Act 2005 and the issuing of a notice:

The Gaelic Language (Scotland) Act 2005 was passed by the Scottish Parliament with a view to securing the status of the Gaelic language as an official language of Scotland commanding equal respect to the English language.

One of the key features of the 2005 Act is the provision enabling Bòrd na Gàidhlig to require public bodies to prepare Gaelic Language Plans. This provision was designed to ensure that the public sector in Scotland plays its part in creating a sustainable future for Gaelic by raising its status and profile and creating practical opportunities for its use.

Consultation on a draft Gaelic Plan:

The 2005 Act requires public bodies to bring the preparation of its Gaelic Language Plan to the attention of all interested parties. CMAL has consulted publicly on the draft of its Gaelic Language Plan in October 2009 and has taken into account representations made to it during the consultation process.

Approval of CMAL's Gaelic Language Plan:

CMAL's Gaelic Plan will be submitted to Bòrd na Gàidhlig for approval on 30 November 2009.

Overview of the functions of CMAL and the use of Gaelic within our area of operation

Working with stakeholders CMAL is charged with the long term development and improvement of the assets, both ships and ports, under our charge. CMAL is wholly owned by Scottish Ministers and currently owns;

- 31 ferries of varying size, with one under construction, and
- 24 harbour facilities throughout the west coast of Scotland and the Clyde Estuary, associated with the provision of the lifeline ferry services.

Additionally, CMAL leases land at a number of other ports and harbours.

CMAL makes these assets available for use by CalMac Ferries Limited, which won the open tender competition to run the lifeline ferry services, and Cowal Ferries Ltd. As Harbour Authority for a number of ports CMAL is also committed to ensuring open access to these ports for third parties ensuring, of course, that lifeline ferry services are not interfered with.

CMAL has recently gone through a re-branding exercise in order to draw a clear distinction between ourselves and the operator under the Calmac brand (which we own and licence to the operator). We see our Gaelic plan as further helping to clarify our mission and purpose to Gaelic speaking communities.

Gaelic within CMAL's Area of Operation

The ports and ferries that CMAL owns serve numerous rural and island communities across the West Coast of Scotland. According to the 2001 UK Census this encompasses some of the main Gaelic language speaking communities found in Scotland. These communities include; the Outer Hebrides (61.1% Gaelic speaking), Tiree (with 47.8%), Skye (with 36.8%), Raasay (with 36.1%), Lismore (with 28.8%) and the Inner Hebrides. Across the islands of the west coast of Scotland there are approximately 34,250 people who speak, read or write Gaelic.

CMAL's Plan

CMAL is committed to working with communities in delivering modern, efficient and sustainable ferries and Harbours. A key part of this process is communication, through community meetings, corporate identity, web site, visual display, signage, printed materials and multi media.

We believe that where possible we should endeavour to communicate in the language of choice for these communities, and see Gaelic as an integral part of this goal. We will therefore strive as a company to better understand the Gaelic language and culture and we are keen amongst other initiatives to implement a companywide training programme to this effect.

CHAPTER 2 - CORE COMMITMENTS

Identity

Corporate Identity

- CMAL will produce a Gaelic translation of our Logo which will be used on our website. In addition to this we will produce a bi-annual newsletter which will be bi-lingual, and again will carry the Gaelic logo.
- Our annual report will be produced in a bilingual format

Signage

- CMAL will produce Gaelic signage at our harbour facilities, and also where CMAL is carrying out construction work temporary signs will be erected in English and Gaelic where appropriate.

Communication

Telephone

- Staff will receive training on the Gaelic language and given the names of people that they can contact who are able to speak Gaelic on behalf of CMAL
- In the event of a member of staff taking a call in Gaelic, they will offer the caller the opportunity to have a Gaelic speaker return their call if required.

Mail

- In the event that CMAL receives mail in Gaelic, they will make a commitment to respond to this in Gaelic within 5 working days.
- Where appropriate letters to communities will be bi-lingual and made available either in hard copy or through the CMAL website
- Future CMAL stationary will carry bilingual contact details for obtaining a Gaelic translation of the material, again there will be a commitment to respond to this within 5 working days

Forms

- Where appropriate we will produce bilingual forms, e.g. Harbour due charges

We believe that where possible we should endeavour to communicate in the language of choice for these communities, and see Gaelic as an integral part of this goal. We will therefore strive as a company to better understand the Gaelic language and culture and we are keen amongst other initiatives to implement a companywide training programme to this effect.

SECTION 1 - IDENTITY

Rationale:

The presence of Gaelic in the corporate identity and signs of a public authority greatly enhances the visibility of the language, increases its status and makes an important statement about how Gaelic is valued and how it is given recognition. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users, raise public awareness of the language and contribute to its development.

CMAL recognises the importance of extending the visibility of Gaelic and increasing its status.

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Corporate Identity					
Current Practice	CMAL have a bilingual company logo which is used on all of our electronic communications, including our web site.				
Key Areas for Improvement	Replace existing stationary carrying English logo to Bilingual Logo	All letter heads, compliment slips and other stationary carry Bilingual Logo	All stationary carries a bilingual logo	Elsbeth Roxburgh	Jan 2010
	Make company Mission statement bilingual	Ensure that when the company mission statement is used that it is bilingual	All presentations, plans etc carry a bilingual mission statement	Andrew Flockhart	March 2010
Relevant Target Relating to the Governments Purpose - Solidarity and Cohesion					

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Signage (internal and external)					
Current Practice	CMAL have bilingual place names at each of their port facilities and the name of each ferry is also bilingual				
Key Areas for Improvement	Review existing signage to ensure that they are bilingual, including CMAL logo	To ensure that all new signs are bilingual, and to replace any signs which are not	All CMAL signs are consistent, and bilingual where appropriate	Andrew Flockhart	May 2010
Relevant Target Relating to the Governments Purpose - Solidarity					

SECTION 2 - COMMUNICATIONS

Rationale:

The use of Gaelic at the initial point of contact that members of the public have with a public authority increases the visible and audible presence of the language, and contributes to the sense that the use of Gaelic is possible and welcome. In addition to raising the profile of the language, it also creates opportunities for its practical use and encourages members of the public to use Gaelic in subsequent dealings with the public authority.

The use of Gaelic in interactions with the authority by mail, e-mail and by telephone is important in creating practical opportunities for the use of the language, and in contributing to the sense that its use is possible and welcome. The presence of Gaelic in a wide range of bilingual forms and Gaelic only forms can also greatly enhance the visibility and prestige of the language. The preparation of Gaelic versions of forms, applications and similar documents, can also assist in expanding the range of Gaelic terminology and the awareness of the Gaelic-speaking public of such terminology, thus helping the development of the language itself.

CMAL recognises the importance of creating opportunities for the practical use of Gaelic in a wide range of everyday situations and is committed to increasing its level of provision in this area.

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Reception					
Current Practice	CMAL are a small team of 12 staff, and have limited direct contact with the public, but if contacted in Gaelic they will provide the option to be contacted by a Gaelic speaker. CMAL have a number of Gaelic speakers on which they can call upon if needed at short notice.				
Key Areas for Improvement	Staff Gaelic awareness training	To have all staff attend appropriate Gaelic awareness training	All staff have undergone training Staff that are keen to learn more are given the opportunity for future training	Andrew Flockhart	July 2010
	Training needs analysis undertaken	Company is aware of any in house Gaelic skills	Staff are enabled to learn Gaelic if they desire	Elsbeth Roxburgh	Aug 2010
Relevant Target Relating to the Governments Purpose - Participation					

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Telephone					
Current Practice	There are no Gaelic speakers within the company, however calls will be returned by a Gaelic speaker if requested				
Key Areas for Improvement	Answer machine to carry Gaelic welcomes	People calling CMAL are made aware of the option to have a Gaelic speaker	Telephone answering system has a Gaelic response	Andrew Flockhart	Jan 2010
Relevant Target Relating to the Governments Purpose - Participation					

Mail and email

Current Practice	Anyone writing or emailing CMAL in Gaelic will be responded to within 5 days in Gaelic				
Key Areas for Improvement	Company stationary to carry bilingual logo	All stationary to be replaced with bilingual stationary	Existing stationary replaced with standard bilingual stationary	Elsbeth Roxburgh	Jan 2010
Relevant Target Relating to the Governments Purpose - Participation					

Forms

Current Practice	CMAL have few forms, where a form is received in Gaelic this will be responded to within 5 days.				
Key Areas for Improvement	Review existing forms and identify those which should be bilingual	The most important / frequently used forms are identified and made bilingual	Appropriate forms are identified and made bilingual	Victoria MacMillan	March 2010
Relevant Target Relating to the Governments Purpose - Participation					

SECTION 2 - COMMUNICATIONS CONT.

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Public Meetings					
Current Practice	CMAL do not have any Gaelic speakers, but if deemed appropriate then a Gaelic translator will be used at public meetings. CMAL's marketing materials are however bilingual and are used at public meetings.				
Key Areas for Improvement	Provide staff with guidance on the Gaelic language and culture	All staff receive appropriate training	Staff are better equipped to meet the needs of Gaelic speakers	Andrew Flockhart	June 2010
	Identify Gaelic translators that can be called upon to attend public meetings	A list of Gaelic translators is compiled	When needed, translators attend public meetings	Andrew Flockhart	July 2010
Relevant Target Relating to the Governments Purpose - Solidarity and Cohesion					

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Complaints Procedure					
Current Practice	Anyone making a complaint in Gaelic will be responded within 5 days				
Key Areas for Improvement	Provide staff with guidance on handling complaints in Gaelic	All staff receive appropriate training	Staff are better equipped to meet the needs of Gaelic speakers	Andrew Flockhart	June 2010
Relevant Target Relating to the Governments Purpose - Participation					

SECTION 3 - PUBLICATIONS

Rationale:

The use of Gaelic in a range of printed material can assist Gaelic development in a variety of ways. It helps increase the visibility of the language, it enhances Gaelic's status by being used in high profile publications, and it can help develop new and enhance existing terminology. The use of Gaelic in the media helps demonstrate a public authority's commitment to making important information available through the medium of Gaelic, as well as enhancing the visibility and status of the language. As more people access information about public authorities through their websites, making provision for the use of Gaelic can significantly enhance the status and visibility of the language.

CMAL is committed to increasing the use of Gaelic in these areas where the subject matter is of most interest to the general public or relates specifically to Gaelic issues.

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Printed Materials					
Current Practice	All of the key marketing materials are bilingual				
Key Areas for Improvement	Review existing materials to ensure that they carry	All new printed materials carry the appropriate bilin-	Ensure that all printed materials are consistent	Andrew Flockhart	Sept 2010
Relevant Target Relating to the Governments Purpose - Participation					

SECTION 3 - PUBLICATIONS CONT.

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Public Relations and Media					
Current Practice	All CMAL press releases are bilingual. If required CMAL can call on a number of Gaelic speakers within the media to conduct interviews on our behalf. We also issue quarterly bilingual newsletters which are placed on the website along with any press releases.				
Key Areas for Improvement	Ensure that the Gaelic plan is referenced in future press releases	All press releases are consistent and make reference to the Gaelic plan	All media and press enquiries made in Gaelic are dealt with effectively	Andrew Flockhart	Feb 2010
Relevant Target Relating to the Governments Purpose - Solidarity					

Website					
Current Practice	There is a Gaelic version of the CMAL website which is updated in line with the English site.				
Key Areas for Improvement	To review the web site and look at new ways of promoting the Gaelic language	Have a multi media web site, including voice and video	The website promotes not only the written Gaelic language but also the spoken word	Andrew Flockhart	April 2010
Relevant Target Relating to the Governments Purpose - Participation					

Exhibitions					
Current Practice	All CMAL exhibition materials are bilingual				
Key Areas for Improvement	To review all our marketing materials	To work towards best practice in all our marketing materials	We are recognised as having best practice in our marketing materials	Andrew Flockhart	Dec 2010
Relevant Target Relating to the Governments Purpose - Participation and Cohesion					

SECTION 4 - STAFFING

Rationale:

In order to deliver services through the medium of Gaelic, it is necessary to develop the requisite job skills and language skills of staff. The provision of language learning for staff helps promote adult Gaelic learning and promotes Gaelic as a useful skill in the workplace. The identification of jobs in which Gaelic is a designated skill will contribute greatly to the status of the language and to identifying it as a positive skill to acquire.

The use of Gaelic in advertising also helps recognise that Gaelic should be used in public life and that Gaelic speakers have an important role to play within a public authority. Whatever the level of Gaelic skills required it is important that authorities ensure that Gaelic is a genuine occupational requirement. Authorities should adopt and apply objective criteria to ensure appointments are made in each case on a fair and consistent basis, and reflect the identified skills needs of the post.

CMAL recognises the importance of seeing Gaelic as an important job skill and of identifying situations in which its use is essential or desirable. CMAL also recognises the importance of enabling staff to develop their Gaelic skills if they wish to do so.

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Training					
Current Practice	Staff are supported in their training needs including learning or developing Gaelic language skills. Where possible this training will be given during the normal working day. It is CMAL's policy to use accredited trainers and training materials.				
Key Areas for Improvement	Staff are given Gaelic awareness training	All staff have a basic understanding of Gaelic	Staff are better equipped to meet the needs of Gaelic speakers	Andrew Flockhart	June 2010
Relevant Target Relating to the Governments Purpose - Participation					

SECTION 4 - STAFFING CONT.

Development Function	Actions	Targets	Performance Indicators	Lead officer	Timescale
Language Learning					
Current Practice	Staff are able to apply for Gaelic language training as part of their personal development				
Key Areas for Improvement	Gaelic phrase books to be given to staff	All staff have access to basic Gaelic language skills	Staff awareness of Gaelic is improved	Victoria MacMillan	Jan 2010
Relevant Target Relating to the Governments Purpose - Cohesion, Participation and Sustainability					
Recruitment					
Current Practice	All recruitment notices carry a bilingual logo, and if requested a Gaelic translation will be provided. All applications completed in Gaelic will be responded to in Gaelic.				
Key Areas for Improvement	All recruitment will be assessed and identified if it is Gaelic –desirable	Future recruitment campaigns consider if it is Gaelic desirable	Where appropriate recruitment encourages Gaelic language speakers to apply	Elspeth Roxburgh	April 2010
Relevant Target Relating to the Governments Purpose - Participation					
Advertising					
Current Practice	CMAL seldom use advertising, but where it is deemed appropriate adverts will be bilingual, for example in areas where there is a high proportion of Gaelic speakers and readers				
Key Areas for Improvement	Reference to be made to Gaelic Language plan	Future campaigns to make reference to Gaelic Language plan	Gaelic is promoted as an integral part of Scottish culture	Andrew Flockhart	Jan 2010
Relevant Target Relating to the Governments Purpose - Participation					

CHAPTER 3 - POLICY IMPLICATIONS FO GAELIC: IMPLEMENTATION OF THE NATIONAL PLAN FOR GAELIC

Policy implications for Gaelic

CMAL recognises that the various priority areas identified in the National Plan for Gaelic will be primarily implemented through our Gaelic Language Plan but that opportunities will arise to promote and develop the language through existing policy measures. *CMAL* will examine current policy commitments to identify areas where Gaelic can be proactively incorporated and the priorities of the National Plan for Gaelic initiated through additional methods. We see this development as corresponding to the normalisation principle which aims to include Gaelic as an everyday part of life in Scotland.

In the formation, renewal and monitoring of policies, *CMAL* will ensure that the impacts on Gaelic will be in line with the National Plan for Gaelic.

Overview of the National Plan for Gaelic

The National Plan for Gaelic identifies four interlinking aspects of language development which need to be addressed, and within them sets out a number of priority action areas:

1. *Language Acquisition*

Increasing the number of Gaelic speakers by ensuring the language is transferred within families and by securing effective opportunities for learning Gaelic, through:

- increasing the use and transmission of Gaelic in the home
- increasing the number of children acquiring Gaelic in the home
- increasing the uptake and availability of Gaelic-medium education
- increasing the number of adult Gaelic learners progressing to fluency

CHAPTER 3 CONT.

2. Language Usage

Rationale:

CMAL recognises that creating a sustainable future for Gaelic requires not only increasing the number of people able to speak the language, but increasing actual usage. We recognise the importance of enabling more people to use Gaelic as their preferred and normal mode of communication in an increasingly wide range of daily activities.

Gaelic in Communities – *by ensuring that our corporate signage and marketing materials are bilingual, and where appropriate meetings are communicated using the Gaelic language*

Gaelic in the Workplace - *supporting staff to learn more about the Gaelic language and culture*

Gaelic in the Media – *responding where appropriate to media in Gaelic, and providing signage to our Gaelic Language plan*

Gaelic in the Arts - *CMAL do not have a marketing budget so do not sponsor events etc. however though our promotion of the Gaelic language we aim to help provide an environment that encourages the use of Gaelic in the arts*

Gaelic in Tourism, Heritage and Recreation – *by promoting the Gaelic language through our port and ferry names*

3. Language Status

Rationale:

CMAL recognises that the status of a language is affected by its presence in the daily environment and the extent to which it is used, valued and perceived to be valued by those institutions which play an important role in our daily lives.

Preparation of Gaelic Language Plan - *by providing bilingual publications and using Gaelic as an integral part of our planning process*

Creating a Positive Image for Gaelic - *by promoting the use of the Gaelic Language and understanding of Gaelic culture*

Increase Visibility of Gaelic - *by issuing bilingual press releases, and newsletters we ensure that people are made aware of the Gaelic language*

CHAPTER 3 CONT.

4. Language Corpus

Rationale:

CMAL recognises the need to strengthen the relevance and consistency of Gaelic, the importance of facilitating translation services and to promote research into the language.

Gaelic Orthographic, Terminological and Place-name Development - *we will ensure that we use the Gaelic Orthographic Conventions 2005 (GOC) when identifying the correct translation of all place names and continue to ensure that our ports and ship names are bilingual*

Gaelic Translation and Interpretation - *we will ensure that all communication received in Gaelic will be responded to in Gaelic if required*

Gaelic in Surveys and Research - *CMAL will ensure that when conducting surveys that these are made available in Gaelic if appropriate*

CHAPTER 4 - IMPLEMENTATION AND MONITORING

Timetable

This Gaelic Language Plan will formally remain in force for a period of 5 years from this date or until a new plan has been put in place. In Chapter 2 – *Core Commitments* and Chapter 3 - *Implementation of the National Plan for Gaelic*, we have set out the individual target dates for when we expect to implement specific commitments.

Publicising the Plan

CMAL's Gaelic Language Plan will be published bilingually on CMAL'S website. In addition, we shall:

issue a press release announcing the plan;

make copies of the plan available in our public offices , reception areas, and have a dedicated page on the CMAL website

make the plan known to employees via CMAL's Intranet;

distribute copies of the plan to our Non-departmental Public Bodies and agencies, agents and contractors;

distribute copies of the Plan to Gaelic organisations;

distribute copies of the plan to other interested bodies; and

make copies available on request.

Administrative Arrangements for Implementing the Gaelic Language Plan

This plan is the policy of CMAL and has been endorsed both by our senior management team and Board members.

Overall Responsibility:

The Managing Director will be responsible ultimately for ensuring that CMAL delivers on the commitments set out in this Plan.

Individual Staff members:

Staff awareness sessions and training will be held to communicate this plan to them and to ensure that they are made aware of their responsibilities and how to access support in delivering this plan.

Services delivered by third parties:

All service providers and contractors will be signposted to CMAL's Gaelic plan, and will be made aware of how they can contribute to delivering this plan.

Informing other organisations of the Plan

The principal means of communicating the plan will be through the CMAL web site. In addition to this a press release will be issued to inform the general public that our plan has now been published, again signposting them to the CMAL web site. All of our key stakeholders will also be sent an electronic version of the plan.

Resourcing the Plan

CMAL is grateful for the support that it has received from Bòrd na Gàidhlig in delivering many of the objectives identified within this plan. Going forward CMAL will allocate a budget to ensure that outstanding actions are delivered in accordance with this plan.

Monitoring the Implementation of the Plan

Quarterly Stewardship meeting with our shareholder, the Scottish Government will monitor our performance against the plan.

CONTACT DETAILS

The senior officer with operational responsibility for overseeing preparation, delivery and monitoring of CMAL's Gaelic Language Plan is:

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Queries about the day-to-day operation of the plan should be addressed to:

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