

21st February 2023

# NZ, ENERGY AND TRANSPORT COMMITTEE



# NorthLink Ferries

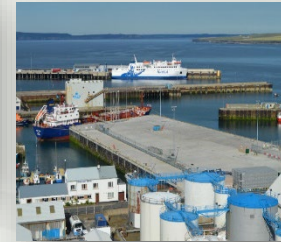
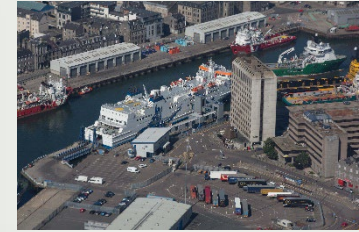
## Routes



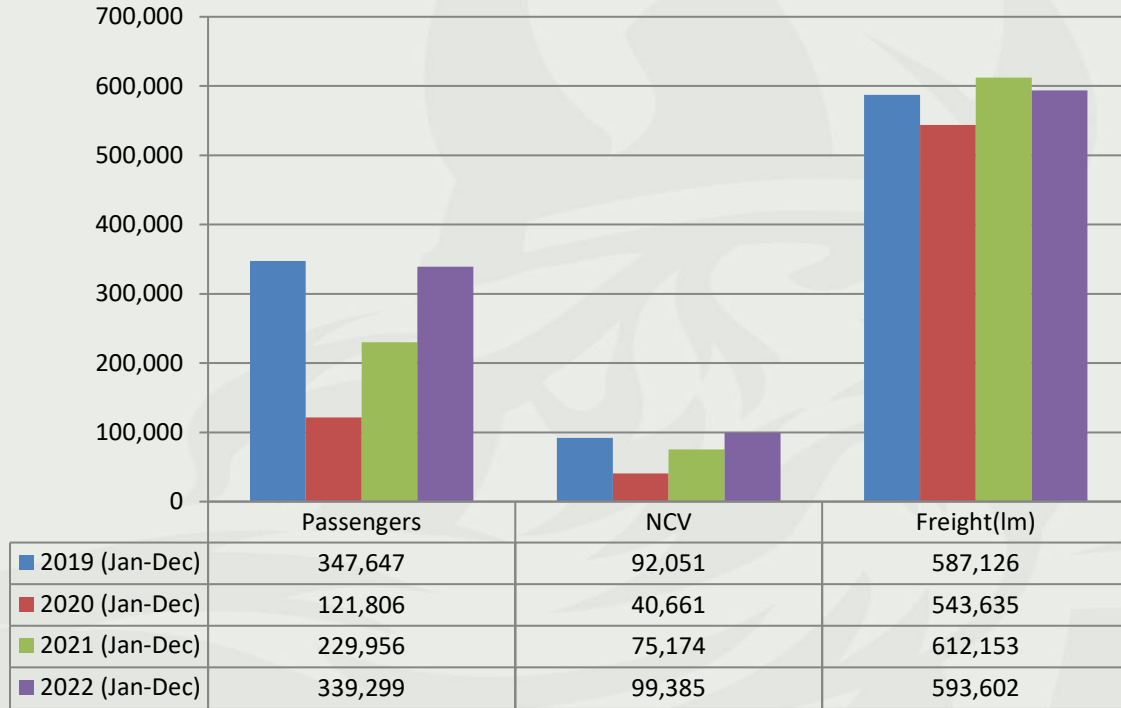
## Ships



## Ports



# 2022 Volumes v PCP – All Routes



Compared to 2019:

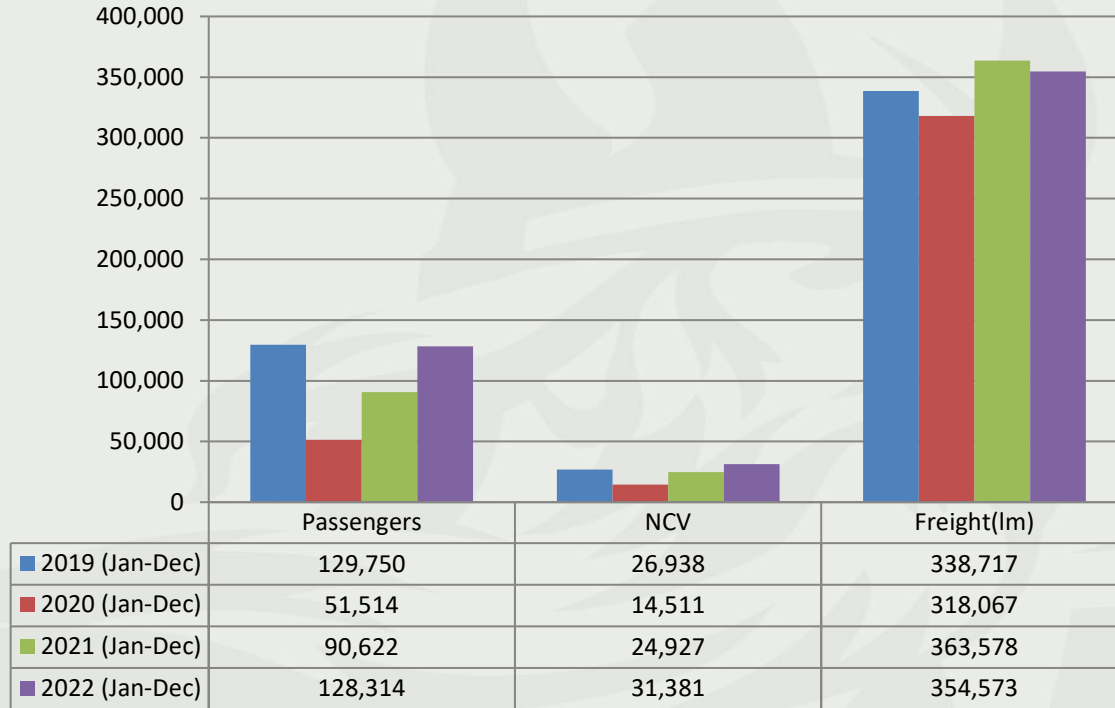
- Passengers down 2%
- NCVs up 8%
- Freight up 1%

Compared to 2021:

- Passengers up 48%
- NCVs up 32%
- Freight down 3%



# Volumes PCP – Lerwick-Aberdeen-Lerwick



Compared to 2019:

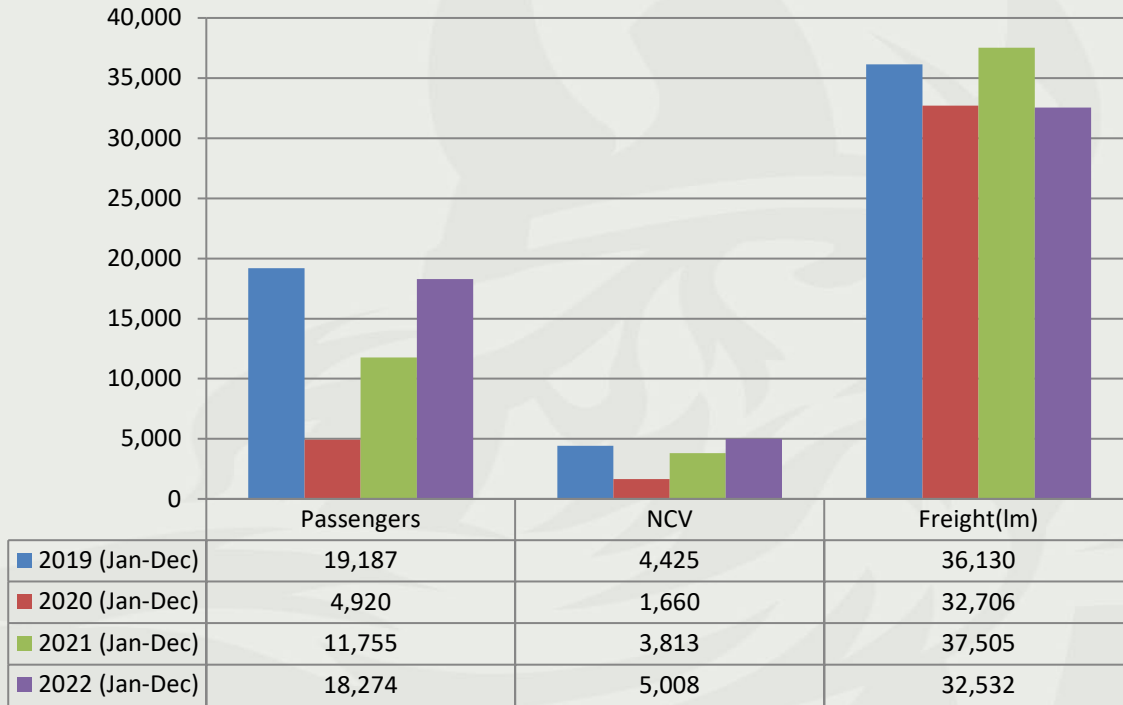
- Passengers down 1%
- NCVs up 16%
- Freight up 5%

Compared to 2021:

- Passengers up 42%
- NCVs up 26%
- Freight down 2%



# Volumes PCP – Lerwick-Kirkwall-Lerwick



Compared to 2019:

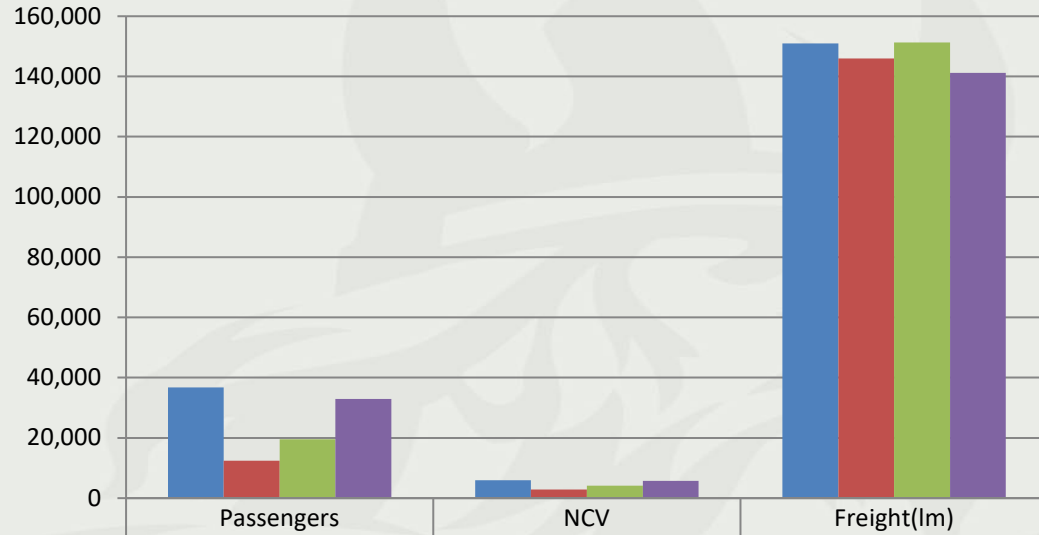
- Passengers down 5%
- NCVs up 13%
- Freight down 10%

Compared to 2021:

- Passengers up 55%
- NCVs up 31%
- Freight down 13%



# Volumes PCP – Aberdeen-Kirkwall-Aberdeen



Compared to 2019:

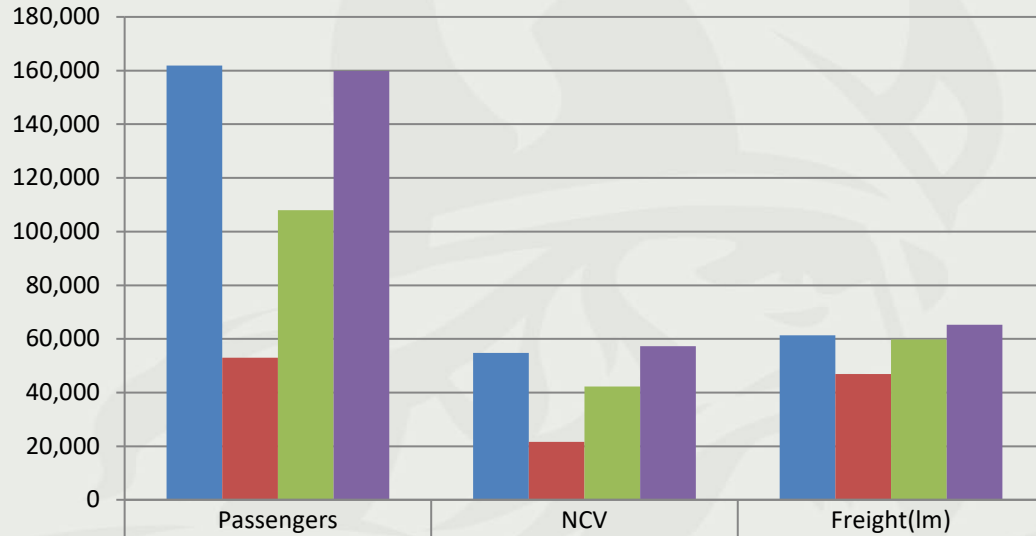
- Passengers down 11%
- NCVs down 3%
- Freight down 6%

Compared to 2021:

- Passengers up 68%
- NCVs up 40%
- Freight down 7%



# Volumes PCP – Stromness-Scrabster-Stromness



Compared to 2019:

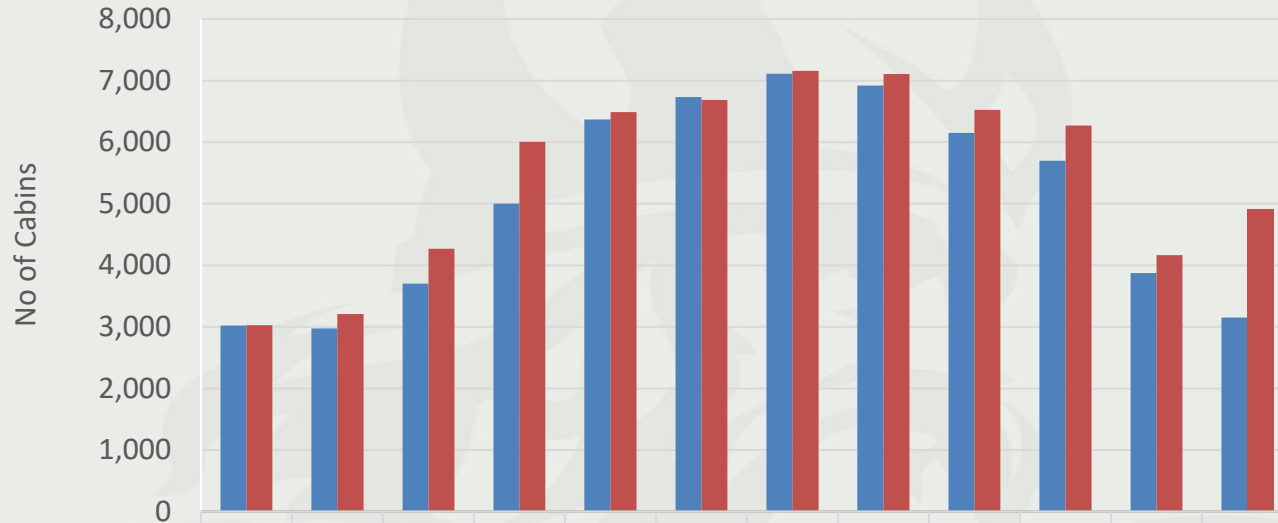
- Passengers down 1%
- NCVs up 5%
- Freight up 6%

Compared to 2021:

- Passengers up 48%
- NCVs up 35%
- Freight up 9%



# Cabins



Total Cabin Volumes	
2019	60,716
2022	65,820

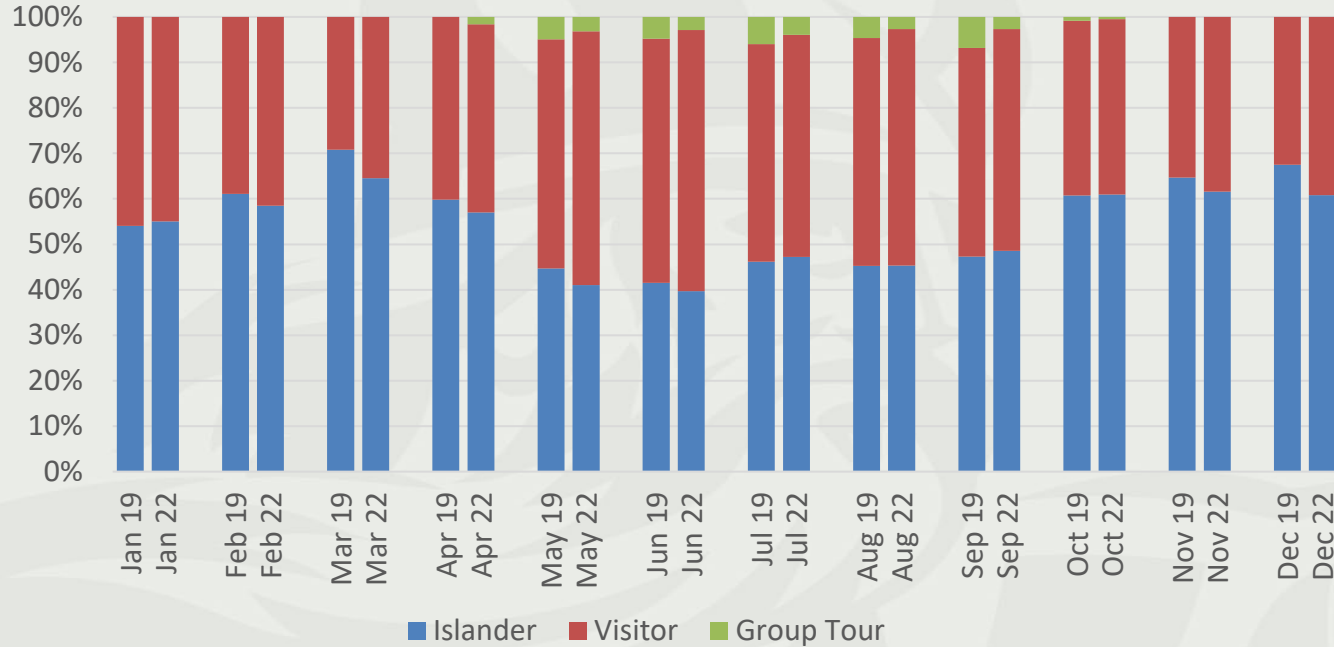
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
■ 2019 Volume	3,022	2,974	3,704	5,002	6,370	6,733	7,113	6,920	6,150	5,699	3,875	3,154
■ 2022 Volume	3,025	3,209	4,267	6,007	6,488	6,685	7,159	7,107	6,524	6,271	4,167	4,911



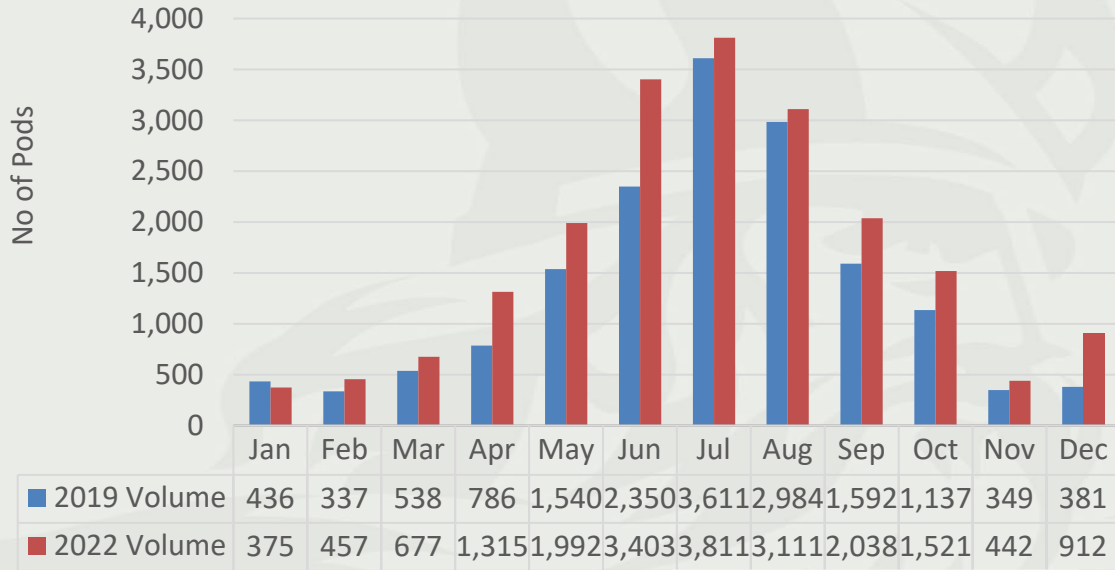


# Cabins

## Cabin Occupancy by Origin

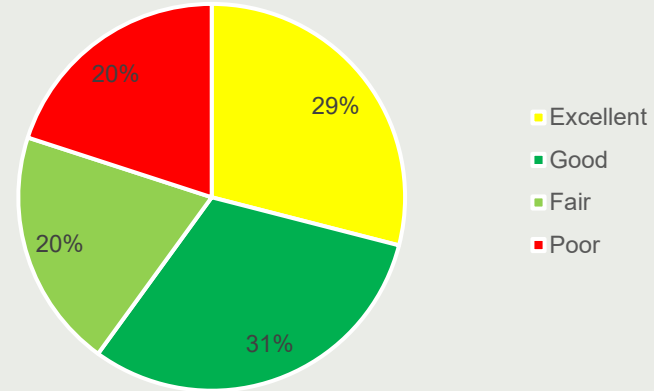


# Pods



Total Pod Volumes	
2019	16,041
2022	20,054

## Pod Feedback



# Freight & Livestock

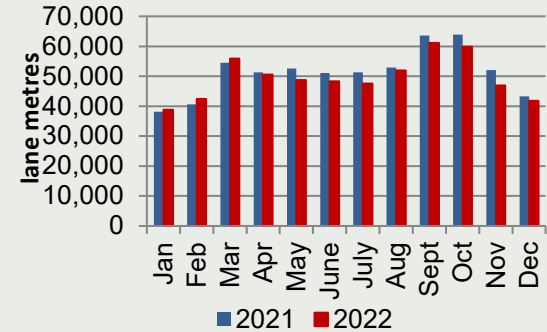
In 2022 NorthLink shipped the equivalent of almost 44,000 articulated trailers of freight.

- The seafood sector accounts for around 21% of all volume on the Lerwick route and contributes £300M a year to the Shetland economy.
- NorthLink are licenced as a Type 2 Animal Transporter with livestock shipments forming a key part of lifeline service delivery.
- Freight volumes in 2022 were driven by Viking Wind Farm project on Shetland.
  - Additional freight services introduced from February 2022 to meet demand.
  - Regular engagement with primary contractors and wider supply chain.

NorthLink regularly engage with key stakeholders in the seafood and agriculture sectors.

- This includes monitoring demand patterns to align service delivery and understand future forecast volumes.
- Providing a response to the Farm Animal Welfare Committee consultation on the live animal during transport to Scottish Government & DEFRA
- Sharing data and operation expertise to inform the Shetland Freight Capacity Study and forthcoming Shetland NIFS Data Project

2022 VOLUMES – ALL ROUTES

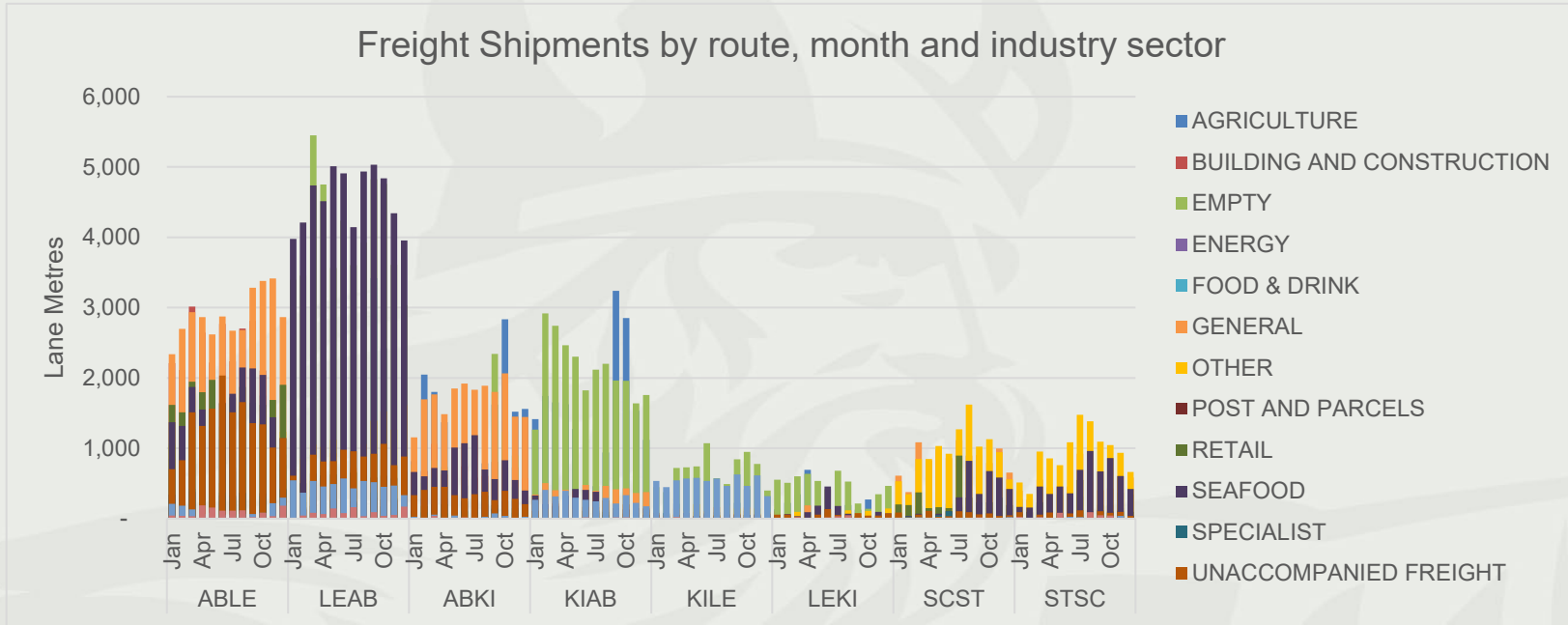


## Annual livestock exports

	2020	2021	2022
<b>Cattle</b>	25,163	24,955	26,897
<b>Sheep</b>	152,045	154,846	151,299



# Commodity Capture



# Shetland Seafood Exports - Daily



■ Frozen ■ Mussels ■ Nets ■ Other Shellfish ■ Salmon ■ Wet Fish



# Operations

DNV classification for all 5 vessels

MCA flag state for RoPax and IoM for Freight vessels.

ISO 9001:2015 Quality Management System

Environment

- ISO 14001:2015 Environmental Management System external recertification Q1 2022.
- Hamnavoe Shore Power - power supply system, known as 'cold ironing', will cut the current overnight carbon footprint from the vessel's diesel generators and engines.

Resilience

- Risk Management Plan reviewed 6 monthly
- Respiratory infection, including COVID-19 Risk Management plan.
- Business Continuity Plan

Dry Dock 2023

- Hamnavoe 16<sup>th</sup> - 22<sup>nd</sup> Jan. Hossey 4<sup>th</sup> – 19<sup>th</sup> Feb. Hjatland 4<sup>th</sup> – 19<sup>th</sup> March.



# Sailing Statistics

Year	Ship						Grand Total	Relief	Non-Relief	Sailings Operated	% Non-relief
	Arrow	Hamnavoe	Helliar	Hildasay	Hjaltland	Hrossey					
CY 2		10	30	24	6	10	80	77	3	2,800	0.11%
CY 3	2	32	24	16	8	15	97	95	2	2,810	0.07%
CY 4		22	15	15	13	11	76	74	2	2,843	0.07%
CY 5		34	18	12	4	4	72	70	2	2,859	0.07%
CY 6	5	30	28	24	8	7	102	100	2	2,887	0.07%
CY 7	3	38	10	10	6	3	70	70	0	2,921	0.00%
CY 8	2	44	29	13	12	9	109	109	0	2,734	0.00%
C2 CY1		24	49	11	12	11	107	68	39	2,832	1.38%
C2 CY2	2	32	26	17	11	9	97	97	0	2,880	0.00%
C2 CY3	6	26	7	5	5	4	53	47	6	1,569	0.38%
<b>Grand Total</b>	<b>20</b>	<b>292</b>	<b>236</b>	<b>147</b>	<b>85</b>	<b>83</b>	<b>863</b>	<b>807</b>	<b>56</b>	<b>27,135</b>	<b>0.21%</b>



# Onboard

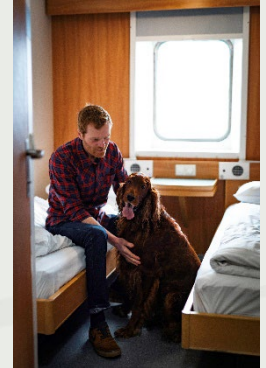
There is a variety of onboard services include accommodation ranging from Cabins to Sleeping Pods.

- Self service restaurant
- Magnus Lounge
- Bar
- Cinema

We pride ourself on using local produce wherever possible and source 91% of food and other hotel operation service from within a 50 mile radius of our operating port.

Recent improvements include

- Completion of the new onboard TV system with movies and box sets on demand.
- Addition of 3 pet cabins to the Hjaltland and Hrossey bring the total to 8 on each vessel.
- New pet friendly lounge for 2023 on M.V Hamnavoe



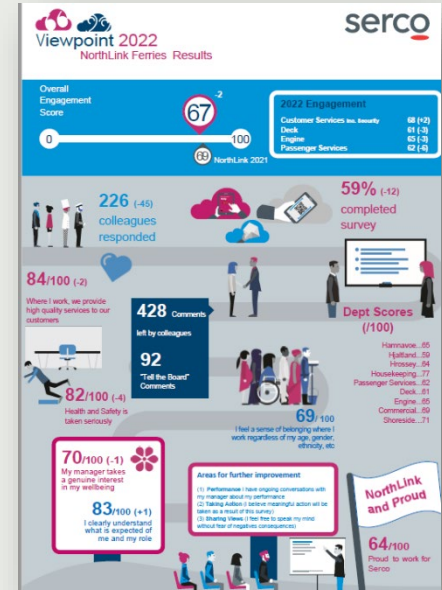


# Our People

Total headcount: 467

We currently have 13 trainees in the business;

- 11 - Officer Cadets
- 2 - Shore Apprentices



Investors in Diversity, Investors in People – Platinum, Investors in Young People – Gold, We invest in Wellbeing – Gold, Accredited Scottish Living Wage employer.



# Marketing, Sponsorship & Social Media



## 2023 Marketing Campaign

NorthLink Ferries ran a strong Marketing campaign in 2022 to generate interest in Shetland and Orkney which will continue into 2023.

This is joined by a comprehensive Social Media advertising campaign as well as advertising in newspapers and magazines.



## Partnership working

NorthLink Ferries have continued to work with VisitScotland, Promote Shetland, Destination Orkney and others to promote the Northern Isles

NorthLink Ferries has organised and assisted in various Influencers and Press trips.

NorthLink has also run numerous competitions For Scotland's Year of Stories #YS2022, NorthLink will showcased Northern Isles folklore and historic stories.

NorthLink engages regularly with the Shetland Tall Ships 2023 event organisers with a view to supporting this event.



## Community Engagement

NorthLink's sponsorship programme is open and currently accepting applications for the period 1 October 2022 to 31 March 2023.

Our sponsorship programme supports travel for a wide range of school and community groups.



# Thank you and any questions?

