



Dear NYMNPA Local Access Forum,

21st November 2016

I'd like to provide you with the following review of Moorsbus 2016.

We had lots of nice comments and high scores on the 2016 Passenger Feedback forms, with useful suggestions too. Bill Breakell has analysed the forms. The full list of passenger comments fills several pages, and is available if any of you would like to see it. See attached page for facts and figures. Some of the percentages don't add up, because of the way some people fill in the survey forms.

We are now planning Moorsbus 2017. It costs around £400 each day for each bus; we cover half this cost with the fares and pass rebate from the previous year. We need to increase fare box income, but keep attractive ticket deals, and we also need other income streams.

For "green travel" to make a significant reduction in the congestion and pollution in towns and beauty spots, the key aspects of buses need to be comfort, cost, convenience, connections and confidence. Age statistics show that our current bus passengers are unlikely to cycle far. Younger generations will make green travel choices, for instance train – bus – cycle hire/walking, when we offer more days per week and a longer season.

We increased to three all-day services in 2016, which each ran every Sunday and Bank Holiday in July, August and September. There was joint ticketing with "feeder services" from the North East, Hull and Scarborough. We served popular places including Thirsk, Sutton Bank, Rievaulx, Byland, Hutton-le-Hole, Danby, Pickering, Guisborough. Many people use Moorsbus for linear walks. NYMNPA Cleveland Way Officer (Malcolm) to promote this. We are working on more bus walk ideas with EYMS for year-round bus walks.

Lots of passenger donations were received for our "Bus Fund". Many elderly passengers who use a bus pass are willing to make small donations so that buses run to use their passes on! It is illegal to collect donations on the buses, so we have a Friends Membership scheme, offered by post or on-line. This also enables us to inform regular passengers about services, events, walks and destinations. But we need donations from one-off visitors too.

We received 2016 bus funding from various Parish Councils, Ryedale District Council, and the North Yorkshire Moors Association. NYMNPA part-funded the new Rievaulx – Sutton Bank Shuttle through the Local Distinctiveness and Tourism Grant Program. If you know of any likely sources of funds, large or small, donations can be sent to "Friends of Moorsbus", 4 Foundry Cottages, Wrelton, Pickering YO18 8PF. For online donations, it is Friends of Moorsbus 60 83 01 20339939. Easter buses need to be registered with the Traffic Commissioner in February, so we'd need to have raised the funds by the end of January to have a longer 2017 season. Our only costs are buses and printing.

We are always interested in ideas to improve our website which is www.moorsbus.org. The website includes a Twitter feed, and is linked to Friends of Moorsbus Facebook Promotion is a key area that we appreciate help with. We had some great press and radio coverage thanks to John Gelson, who is well connected in the train and radio circles.

Finally, we are wondering about fundraising and promotion through sale of goods such as badges, baseball caps, pens, bags. Any suggestions to get us started?

HELEN GUNDRY

MOORSBUS 2016 SURVEY RESULTS

Average number of journeys 2.63

Purpose of journey:

- 64% Walk (average walk 3.4 hours)
- 61% Ride in the countryside
- 22% Visit a specific attraction
- 19% Meal
- 15% Shopping
- 3% Special event
- 1% Work / volunteering
- 1% Visit friends

Places visited:

- 29% Helmsley
- 24% Rievaulx
- 15% Pickering
- 13% Danby
- 12% Sutton Bank
- 11% Kirkbymoorside
- 8% Castleton
- 8% Hutton le Hole
- 7% Guisborough
- 6% Byland
- 6% Thirsk
- 4% Coxwold
- 3% Great Ayton
- 3% Stokesley

95% visited from home

14% were on holiday, staying an average of 6.39 nights

- 38% of holidaymakers were staying in a cottage or chalet
- 33% were staying in bed and breakfast accommodation
- 15% were staying in hotels and guest houses
- 10% were staying with friends and relatives
- 10% were camping

How did you find out about Moorsbus?

- 58% Used it before
- 28% Timetable
- 12% Friends / family
- 10% Internet
- 9% Poster
- 8% Info centre
- 8% Bus advertising

Received information on Moorsbus in the last year?

70% yes

Quality assessment (survey form score 1 to 5; multiplied to give percentage score):

- | | |
|-------------------------------|-------|
| • The amount of information | 87.9% |
| • The clarity of information | 90% |
| • The accuracy of information | 93.7% |
| • Routes taken | 87.5% |
| • Frequency of buses | 81.3% |
| • Value for money | 97.9% |
| • Reliability | 97.6% |
| • Comfort | 94.5% |
| • Drivers | 99% |

How much did you spend today? (average per passenger)

- | | |
|------------------|--------|
| • Food and drink | £8.85 |
| • Recreation | £0.81 |
| • Shopping | £4.79 |
| • Transport | £2.53 |
| • Other spending | £0.58 |
| • Total | £17.57 |

Age of passenger

- | | |
|------------|-----|
| • Under 24 | 2% |
| • 24 – 40 | 2% |
| • 41 – 59 | 14% |
| • 60 – 70 | 52% |
| • Over 71 | 39% |

Car ownership and accessibility

54% of passengers were from a car-owning household
And 33% of these passengers could have used it on the day of travel

64% of passengers said they couldn't get to the moors without Moorsbus

Average size of party: 2.17

Future plans:

36% of passengers wanted the service to start earlier in the day; 1% wanted it too start later

54% wanted more routes

46% wanted a longer season

Note: results reflect survey forms returned

28 September 2016