

### **Ten reasons why Kirkbymoorside Town Council should support the Moors Rambler Bus**

1. Around 1/5 of Kirkbymoorside households do not have a car (RDC statistics). Without the bus service they have no access to the beautiful North York Moors, access that car drivers take for granted. They can also get to local places of interest, such as Ryedale Folk Museum the National Park Centre at Danby, and the sights of Whitby.
2. As well as an increased sense of mental well-being that comes with such days out, there are proven physical health benefits in getting exercise. Added to this, Moorsbus CIC organise guided walks to encourage residents who are nervous of setting off on their own.
3. For residents with no car, the bus service gives the opportunity to visit friends and relations in other communities through which the service passes, such as Hutton-le-Hole, Castleton, Danby and Pickering. It also means that their friends and relations with no car in other places can visit them in Kirkbymoorside.
4. The service, by way of its connections with other services, also makes it possible for residents to travel to many other places, and for friends and relations to get to Kirkbymoorside to visit residents or to have outings together to places nearby.
5. This bus service gives a connection to the National Rail network at Castleton. This is of benefit to residents with no car, but also to others who are going away and do not wish to leave their car overnight in a railway car park.
6. This bus service brings visitors in to Kirkbymoorside who then spend money in the town which supports some of our businesses. At present this is a Sunday and Bank Holiday service for 6 months of the year, so the businesses open to trade would be the four pubs, the Penny Bank Café and holiday accommodation. Visitors can also see attractive shops that are shut on Sundays and arrange to come back on a week day. Around half of Moorsbus passengers (National Park Statistics) do have a car but choose to use the bus for environmental or financial reasons, so they would have the option of returning on another occasion.
7. Sunday and Bank Holiday bus services also give the opportunity for local people to travel to local employment in the tourist trade such as the shops and pubs and to cleaning jobs at holiday accommodation.
8. Kirkbymoorside does not exist in isolation, it is part of the Ryedale region and is also an important access point for places and communities in the North York Moors. This funding application clearly states that Friends of Moorsbus are asking all the Town and Parish Councils along the route to consider paying for the cost of one service day each. The combined funds will enable a service that supports all the communities along the route including Kirkbymoorside. Kirkbymoorside Town Council is being asked to pay for one day,

for 33 days of service to the Town, plus the fact that people may return on other days too. Given reasonable weather, there will be an income from fares that can be used for 2016.

9. Friends of Moorsbus aims to encourage people to use public transport by way of the 5 “c”s; confidence, cost, comfort, convenience and continuity. By supporting public transport the Town Council are helping to protect the Kirkbymoorside residents and parish environment by reducing private car use. This means reducing car fumes that poison residents and wildlife, congestion, the risk of road traffic accidents, visual impact of cars on the cobbles, and the carbon footprint of the town.

10. "From Arriva North

*Total pax journeys to/from Kirkbymoorside for the entire season was 113 (this includes boarders and ‘assumed’ alighters). The system uses a complex algortythm which assesses the movements of cash fare payers and assumes that ENCTS holders etc follow the same type of patterns. In terms of unique passengers however, the number is usually halved, as we assume an outbound and inbound trip for each.*

*The split is quite even for either travelling to Pickering or Danby, with some to Hutton le Hole & Castleton"*