

As a Kirkbymoorside resident, regular bus passenger and member of the Northern Ryedale Transport Group I have long thought about the need to improve the somewhat scattered presentation of the town's public transport assets.

This need has become more evident with the introduction a fortnight ago of a greatly improved 31x bus service to and from York, now provided by Reliance Motors, the re-running of the ambitious Moorsbus programme this summer, the continued excellence and reliability of the 128 service, now with EYMS, and the continuing provision of varied Market Day services to Kirkbymoorside, Pickering and Malton on three different days of the week by Ryedale Community Transport. There is a little-known early morning college-day service 373x that will take any passenger to Pickering before the first 128 bus and that too needs advertising.

The bus stop timetable cases are full to overflowing with basic timetable information and can spare little room for wider information to the public, for instance about phone and email contact details, fares, connections (such information is very limited at the moment), recommendations and opportunities for days out and walks for townspeople and visitors alike - and most importantly new information such as the considerable number of new travel opportunities opened up by the improved 31x service. To give one example only, it is possible now to travel from almost anywhere in the country by train to get to York Station, walk five minutes to the 31x bus stop at 13.45 and be in Kirkbymoorside at 15.15, 6 days a week (not possible until two weeks ago).

Word of mouth has been gradual in advising any changes (good or bad) to bus services in our town and there needs to be a more proactive system to encourage usage. It seems to me that there should be a central dedicated notice board that pulls in elements of information about all these services, especially to attract new ridership, the young, elderly and those who would support both public transport's more environmentally beneficial credentials and the health benefits of travelling into and exploring our beautiful countryside, for instance with linear walks.

My idea is that, to complement the basic timetable information at bus stops, there should be an A2 sized poster, either composed of various A4 elements, or more professionally produced. I would like to see one presented in the Library, and one in a notice board in the town. Volunteers in the town's Library have already shown their enthusiasm for improved information about our bus services and have taken my 31x poster for display.

However, as the Library is not open 24/7, I would suggest there needs to be a public transport display as central as possible in the town. Because of Kirkbymoorside's layout, with the two main bus stops being positioned a little way to the south of the main circulation area - most shops, post office, cafés, pubs and market stalls - the siting of any town transport notice board would be a compromise between the needs of the travelling public and the most telling place to attract new ridership from townspeople and visitors. I would like to ask you to consider the dedication of the third (right-hand) panel of the Town's white notice board to Public Transport notices. There could be an indication of its existence at various key points, especially bus stops. I understand that there is occasional use by clubs and functions for their notices, but would suggest that there are equally good posting opportunities for small notices in the town and that a public transport board would have a wide benefit.

Would you kindly consider my points as an agenda item for your next Town Council Meeting? As a member of the Ryedale Transport Group, I would be happy to work on compiling and presenting such information and reviewing and renewing it on a regular basis. I would be happy to come to see you on one of your consultation days if that would help get things moving.

Thank you

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