



MOORSBUS Factfile for 2021

Satisfied passengers

In 2019 our average quality assessment was **96%** - we got a 99% score for reliability, and drivers got 99%! Moorsbus is one of the

UK's best loved bus services.



Supporting the local economy

Moorsbus passengers spent an estimated £250,000 in the local economy in 2019.

For over 40 years Moorsbus has provided reliable and inexpensive access to and through the North York Moors.

Since 2014 it's been run by a not-for-profit company (the Moorsbus Community Interest Company), using local bus operators to provide the high quality and reliable services expected by passengers.

All Moorsbus directors are volunteers and receive no remuneration. In addition, things such as the website and timetable design are also the work of volunteers.

To ensure Moorsbus reflects the views and aspirations of passengers, surveys are undertaken throughout the year and published regularly.

Moorsbus serves a wide area including: Darlington, Stockton, Middlesbrough, Guisborough, Redcar, Saltburn, Stokesley, Northallerton, Thirsk, York, Malton, Pickering, Helmsley and hundreds of smaller communities in and around the North York Moors.

Our innovations have included art shows on the buses, discounts at shops, museums and cafes, and guided walks programmes.

But all this costs money. In 2021 we need to find almost £90,000 to provide the network of services which enable thousands of people to enjoy the area without the need for a car.

Helping the environment and local communities

Moorsbus helps make the world a little better by reducing traffic congestion, improving air quality and re-connecting people to and from this special place.

It's been called '**the friendship bus**': old and young alike are able to enjoy the journey and the countryside in confidence.

Why doesn't the bus service pay for itself?

Moorsbus wants to make the service as accessible as possible, with fares that everyone can afford.

High quality vehicles (right sized, wheelchair-friendly, low-emission) with professional drivers are essential, but these are limited in the area.

A high percentage of passengers use concessionary passes for 'free travel' on the bus. Moorsbus is paid for each pass used, but the reimbursement level is very low—often around £1 for a journey which may be 30 or 40 miles.

Also, the very sparse population makes it impossible to generate enough local fare revenue to pay for the bus—that's why there are fewer and fewer buses in rural areas.

Revenue from fares meets just over 25% of our costs, so in 2018 we launched the innovative '*Donate ticket*' - the first such scheme in the UK. This not-for-travel ticket means anybody can make a small donation on the bus to help keep it running.

Who uses Moorsbus?

Moorsbus is a network of services available for use by anybody – young or old, local or visitor. We transport families, individual walkers and even groups of runners.

Many passengers are elderly, and take advantage of their national concessionary pass. They tell us that it helps ease loneliness, as well as enabling them to get out for all sorts of reasons—visiting friends or going shopping. Others use it to go to the bank, as well as to get to work or to volunteer. Links with rail services help locals get to more distant places.

66% of users don't have a car. Others choose to use the bus so they don't add to congestion, or because they don't like driving. They can undertake linear walks, sometimes using our 'Walk & Ride' suggestions, or maybe they just want to enjoy a ride in the countryside.

Passengers spend an average of £24.69 in local shops, pubs and cafes, supporting the local economy and local employment.

It is a real '*omnibus*' - providing access for all, with local fares on a hop-on hop-off basis as well as all day rover tickets.



Some of our funders

Over a dozen local parish and town councils contributed an average of £400, (the cost of a bus for a day)

The Prince's Countryside Fund gave over £8,000

The 'Land of Iron' project has given £3,800

Friends of Moorsbus donated £3,500

North Yorkshire Moors Association gave £2,400

Individuals and other supporters added almost £13,000

Our Donate Ticket contributed £3,000

And sales of our jams and produce brought in another £1,000



More info? Check us out at www.moorsbus.org

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Our full accounts are on the Companies House website under Moorsbus Community Interest Company