



# YOU'VE NOT SEEN THE BACK OF US YET!



We're at the end of the 2018 season, but we're already thinking about next year.

Data is still being entered from hundreds of survey forms you've sent in and every comment is carefully being studied. You'll find some interim results on this page. But there's still time to make comments.

Next year's services can't run without us raising over £56,000 from grant-awarding bodies, town and parish councils, sales of jam and rucksacks, as well as from you, our passengers.

We're exploring new ways of fundraising—how about auctioning or scrapping your car for Moorsbus? Go to [www.giveacar.co.uk](http://www.giveacar.co.uk) and give to North Yorkshire Moors Association 1169240 quoting project Moorsbus.

**Thanks for sharing some great days with us in 2018.**

## Adopt-a-Bus?

We need to raise about **£950** for every day of bus services next year.

To operate on the same days and timetables as 2018, needs **£56,000**.

Although we'd love to expand the services next year to ensure more connections, more reliability and more opportunities, that won't be possible unless we're able to increase the income substantially – probably by another £20,000.

Our fares only cover about a quarter of the bus costs.

Four out of five passengers use Concessionary Passes—for each one we get a bit over £1 per passenger journey reimbursed by the transport authority.

So if we could find someone to 'Adopt-a-Bus' or make a long term commitment to Moorsbus, that would help keep Moorsbus on the road.

Rest assured that we'll continue to do all we can to get the funds we require, but we urgently need to find additional sources of funding.

*If you have an idea for fund-raising, know a source of funds, or have contacts who may be able to help, please get in touch. You may be able to make a contribution yourself – the most effective way is through [www.localgiving.org](http://www.localgiving.org) (just look up Moorsbus on the Local Giving website).*

**And today you could always simply buy a 'Donate' ticket on the bus—the £1, £3 or £5 ticket goes straight to the Moorsbus CIC. You can buy as many as you like!**

## SURVEY RESULTS

The figures below are from the forms analysed so far. *Remember that totals may add to over 100% due to multiple answers.*

### Purpose of journey:

Walk 53% (4.1 hrs average walk); Ride in countryside 51%; Visit specific attraction 18%; Meal 14%; Shopping 8%; Special event 4%; Work / volunteering 3%; Visit friends 3%

### Main places visited:

Danby 33%; Pickering 31%; Helmsley 30%; Guisborough 19%; Thornton le Dale 15%  
**13% were on holiday**, 50% stayed with friends or relatives, 34% in hotels or B&Bs; 22% in cottages. Avg spend £47.92 per day.

### 85% of passengers had used Moorsbus before

**Users spent £23.60 on average**

**92% are over 60**

**48% don't have a car**

**71% thought the times were OK**

**34% wanted more routes**

**44% wanted a longer season**

**6% started their journey by train** (from as far away as Edinburgh)

### Satisfaction scores:

Information 91.4% (93.3% in 2017)

Routes 92.3% (90.9%)

Frequency 88.6% (84.9%)

Value for money 98.2% (97.9%)

Reliability 97.6% (97.6%)

Comfort 94.5% (93.7%)

Drivers 98.7% (98.5%)

**100% next year?**

## Keep in touch

If you're not already on our mailing list, please sign up to 'Friends of Moorsbus' - a not-for-profit members' organisation working alongside the Moorsbus Community Interest Company.

Details are on the [www.moorsbus.org](http://www.moorsbus.org) website or drop us a line at Moorsbus, 4 Foundry Cottages, Wrelton, Pickering YO18 8PF, call 01751 477216 or e-mail [friendsofmoorsbus@outlook.com](mailto:friendsofmoorsbus@outlook.com)



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## Friends of Moorsbus

We held our AGM on 16<sup>th</sup> September 2018 at The Moors Centre, Danby

**If you'd like full notes of the meeting, please get in touch with us, but in brief:**

Bill Breakell welcomed everyone to the task of reviewing 2018, planning for 2019, and discussing the challenges of encouraging more use of services and finding more help to increase income. He spoke of 'Re-imagining' Moorsbus to retain what works well whilst making change for the better. Fares and low pass reimbursement have covered only around 25% of bus costs in 2018. Capacity of current fundraising and volunteering is at its limit. We've received help from the North Yorkshire County Council Stronger Communities Team to look at governance, funding streams and marketing. One issue that has arisen is that when we have to cover bus costs for the following year, the Inland Revenue sees this as 'profit' and wants to gobble it up with Corporation Tax! A change from CIC to charitable status may be advisable.

**Committee Elections** The Committee from 2017 were re-elected, with the welcome addition of Lynda Shirley.

**Summing up 2018** Eden Blyth described some of the events and background of 2018: EYMS (ME1 and 128) have been bought by Go Ahead Group. EYMS management seem happy with this. We'll ask them about an hourly Sunday 128 and to Sutton Bank. *MoorRewards* has been welcomed by those involved but needs help to expand. This year we'll run for 57 days in total, with over 7,000 passenger journeys so far, and £808 income from our new 'Donate' ticket (not valid for travel!). The Dalby Forest service has been under-used and we need to discuss this with Forest Enterprise. The very low concession rebate of 91p on the services from Malton and £1.01 on the York service, makes it difficult to expand days. Effort has been made on marketing, with help from many, but still many other people don't consider using Moorsbus, and most foreign visitors to the area don't know about us. We've taken timetables to many B&B's and hotels this year in an attempt to address this. Very many York YHA residents and English Heritage's

Rievaulx visitors are delighted when they discover Moorsbus, but they usually find us by accident. We'd love to have both organisations recognise what an amazing asset they have in us, and to tell the world about it!

A few seconds of Eden talking about Moorsbus on TV helped raise our profile. We have a number of small walking groups using Moorsbus, which we encourage.

**Finance** Helen Gundry explained the funds of Friends of Moorsbus and Moorsbus CIC.

The CIC had an income of £23968 from 1st April to 13th September

This came from a variety of sources, including parish and town councils, Tesco and One Stop Shop carrier bag funds, North Yorkshire Moors Association, Ryedale District Council, Land of Iron project, Postcode Lottery, Friends of Moorsbus and memberships, donations and fundraising events. Most grants are under £2000.

Expenditure over the same period was £21457 made up of £17,598 (net bus costs), £1616 timetable printing, £707 promotional rucksacks, £666 accountants, £448 office expenses, Companies House, bank and website fees, £422 Corporation Tax.

### Comments from the meeting

Many ideas were discussed, including some new ideas such as collecting people's spare foreign currency or spare copper change.

Some people find two consecutive days walking too tiring, and so would welcome mid-week services.

There were also pleas for earlier connections from the west as well as improved times here and there.

Passengers said how fascinating they found the town walks we arranged.

Mitchell's newsagents in Northallerton are selling Moorsbus jam and marmalade: this helps with promotion. It would be great to find jam outlets in other places.

Jamie - our website creator - welcomes suggestions for more content, more events and more links with our website.

*A meeting for York users is being arranged shortly. Make sure you're on our mailing list.*

## Volunteering with Moorsbus

Quite a few Moorsbus passengers are already involved as volunteers for distributing timetables and posters, so first we need to thank them.

Here are some tasks that we always need more help with and that aren't too difficult:

- a) *Handing out Moorsbuzz and survey forms on buses (with care on moving buses!);*
- b) *Delivering small handfuls of timetables, or a poster, to cafes, pubs, B&Bs, community centres and churches at the start of the season in any community that's convenient to you. Keeping a list, reporting back to avoid duplication, and then checking maybe every month or so whether they need a top-up;*
- c) *Keeping an eye out for on-line links to or from our website, to increase our impact;*
- d) *Noting local newsletters where we could be promoted and local events where we could have a stall, or maybe where we can talk to Radio or TV presenters.*

If you want to get a bit more involved, there are opportunities for:

- e) *arranging small fundraising events;*
- f) *baking for cake stalls, making jam;*
- g) *being trained up for admin tasks or funds searching;*
- h) *'Meet and greet' and passenger info;*
- i) *assisting with book-keeping and membership;*
- j) *'Moor Rewards' - building relationships with more cafes, shops, pubs and attractions;*
- k) *arranging small walking groups or other outings using Moorsbus;*
- l) *taking photos or making videos (permission essential from passengers in view);*
- k) *any other tasks that come up.*

Together we can achieve more frequent services, additional routes or additional days. We want happy helpers—not to put anyone under pressure. Also, we need feedback about how we could better support volunteers.

Ignore all the above if you are already up to the eye-balls with other responsibilities.

But if you do have a bit of spare time, we'd love to talk to you.

Please contact Helen on 07960 160130 or [friendsofmoorsbus@outlook.com](mailto:friendsofmoorsbus@outlook.com)

**Thank you—for making Moorsbus work for us all.**

**[www.moorsbus.org](http://www.moorsbus.org)**