

## Introduction

### 1. Introduction

This report details the findings of a survey of bus passengers using the B1, B10 and B11 bus routes which converge on Slaidburn from Settle and Clitheroe in the Forest of Bowland Area of Outstanding Beauty. It was jointly funded by the Area of Outstanding Beauty and the University of Central Lancashire, whose Institute of Transport and Tourism conducted the research.

### 2. The Bus Services

Operated by the Little Red Bus Company and supported by North Yorkshire County Council, the B1 has six return journeys a day, leaving Settle at: 9:00, 11:00, 12:25, 14:25, 16:10 and 18:30 and leaving Slaidburn at 9:45, 11:45, 13:10, 15:10, 16:55 and 19:15. The journey lasts 35 minutes and serves the villages of Rathwell, Wigglesworth and Tosside, where it makes a detour into the caravan park to serve residents, staff and visitors before rejoining the main route. The service serves Settle station with rail services to Leeds, Skipton and Carlisle and passes close to Giggleswick station with services to Morecambe, Skipton and Leeds.

At Slaidburn, each service connects with a B10/B11 service to or from Clitheroe. These services are operated by Tyrer Bus and supported by Lancashire County Council. Their circular routes connect Clitheroe, Newton, Slaidburn, Dunsop Bridge, Whitwell, Cow Ark and Bashall Eaves. Each day there are five services in an anti-clockwise direction (B10) leaving Clitheroe between 10:20 and 18:12 and five services from Clitheroe in a clockwise direction (B11) leaving between 7:10 and 17:05. These services connect with trains to and from Manchester at Clitheroe and there are also rail services to Preston and other stations in the North West. Both the B1 and B11 operate six days a week, but not on Sundays.

Between 31<sup>st</sup> July and 28<sup>th</sup> August major road works closed the road to buses on part of the circuit. Although the bus was able to use alternative roads, passengers to and from Dunsop Bridge, Newton, Bashall Eaves, Whitwell and other stops along the route had to rely on a demand responsive taxi service to shuttle them to Slaidburn or Clitheroe for the normal bus fare or for free for local concessionary pass holders.. This service carried 12 people in July and 182 in August (information supplied by Lancashire County Council). Because this needed to be booked in advance from the taxi operator, it may have deterred spontaneous travel or visits from non-local people unaware of the arrangements. It certainly reduced patronage on the B10 and B11.

A day rover ticket is available for both services, the RibbleValley Day Rover, which can be bought from the drivers for £4.50 for adults, £2.25 for children and £9.00 for a group of up

to two adults and three children. People with concessionary passes from anywhere in England can travel free of charge.

A timetable leaflet is produced by Lancashire County Council with the support of North Yorkshire County Council. This gives a route map, the times and details of the Rover ticket as well as contact details for the bus companies and connecting train services.

### 3. The Research

The Forest of Bowland Area of Outstanding Beauty asked the Institute of Transport and Tourism (University of Central Lancashire) to research the bus services to find out who was using them, how they were using them and whether there were any benefits to the local economy and environment in terms of spending and reduction of car use. It was also interested in knowing whether the passengers were satisfied with the current service and how it might be improved.

It was decided to survey passengers using the bus services and this survey was conducted between 25<sup>th</sup> July and 30<sup>th</sup> August 2008. The Institute of Transport and Tourism then inputted and analysed the data. The findings are presented in this report.

### 4. This Report

The next section describes how the survey was designed, conducted and analysed and also gives details of the response rates. The following sections deal with different aspects of the findings and relate to questions on the survey form (see Appendix). Section 2 presents the findings about the kind of people who are using the services: their age, mix of genders, ethnicity and whether they have a car available. It also describes their pattern of day trips to different kinds of destinations. Section 3 details the kind of journeys which are being made on the buses: how people first heard about the services, where and when journeys start and finish, the modes used to get to and from the bus stop, the journey purposes and fares paid. Section 4 presents the data on people's opinion of the services and their reasons for using the bus. The economic, environmental and social impacts on the area are described in section 5 which uses the data to explore how much and where money is spent as well as what is purchased. It also examines the evidence of expenditure on accommodation and its impact as well as the reduction of car use and access provide to people without car available. The final section summarises the findings and makes suggestions for service improvements and where further research is needed. Respondents' comments and the surveyor's field notes are inserted where appropriate as they often make points not picked up by the statistical analysis.

## Methodology

### 1. Introduction

The survey was designed to reach a cross-section of people using the B1 and B10 bus services into Slaidburn from Settle and Clitheroe during the summer of 2008. It aimed to find out about the socio-demographics of the passengers, the purpose of their journey, why they were using the bus rather than other modes, how they had heard about the service, the other modes they used on their trip, whether they were visitors or residents in the area and their views of the service offered.

This lent itself to a questionnaire being handed to passengers on these buses and the Institute's surveyor travelled on the buses on twenty days during the summer, handing out questionnaires and talking to passengers and the drivers. Questions about the journey which were common to all passengers were omitted from the survey form, but recorded on the surveyor's log. He also entered in the departure time and direction on each survey form handed to passengers, to avoid unnecessary questions for them.

After the survey, the completed forms were inputted into a software package (SPSS) which allowed the data to be summarised and statistical tests to be performed to ascertain its statistical significance. It was possible to marry up the notes made on the surveyor's log with individual survey forms.

### 2. Questionnaire

The questionnaire (see appendix) was designed in consultation with officers from the Forest of Bowland Area of Outstanding Beauty and The Dales and Bowland Community Interest Company. It aimed to capture sufficient information from passengers to understand their patterns of use without over-burdening them with a lengthy form. An A4 doubled-sided form, folded in three was felt to be an appropriate format and the number of questions was restricted in order to use a relatively large font, suitable for people with less than perfect eyesight. Many of the questions have been used in previous questionnaires designed by the Institute and have proved efficient ways of collecting the information.

It was decided to ask people to return their completed forms at the end of the survey day so they could include information about their spending in the area. Postage-paid, addressed envelopes were handed out with each survey form for this purpose.

### 3. Conducting the Survey

The surveyor travelled on the bus leaving Clitheroe at 9:20 to Slaidburn and then onto Settle on the B1 leaving at 9:45 and then travelled between all three points as well as handing survey forms to passengers on other services where possible. Every survey day he

surveyed passengers on fourteen separate services and in the 20 days covered 280 bus journeys.

On each journey, he told the passengers about the survey and its purpose and encouraged them to take a survey form to complete. Most people were happy to do this. The most common reason for refusing a questionnaire was that the passenger had taken one earlier in the day or had completed one before. The surveyor was able to build up a rapport with both passengers and drivers and noted down any interesting or unusual circumstances. A few people chose to fill in and return their forms during their journey and others handed back completed forms on their return journey. The majority, however, posted back their completed questionnaires in the envelopes provided.

Inevitably a survey on a rural service raised suspicions that the service would soon be withdrawn. From comments to the surveyor and on the returned questionnaires, it is clear that some passengers are extremely anxious not to lose their buses.

*I have no access to a car. I live at the holiday park and probably couldn't if the bus did not run as it does.*

*Would be lost without it*

*Two ladies mentioned how vital the bus link is as they work in Slaidburn and don't have access to a car.*

## 4. Days of Operation

The survey was conducted on the following days:

	July	August		July	August
Mondays	28 <sup>th</sup>	25 <sup>th</sup>	Thursdays	10 <sup>th</sup>	7 <sup>th</sup> 21 <sup>st</sup>
Tuesdays	29 <sup>th</sup>	5 <sup>th</sup> 12 <sup>th</sup> 19 <sup>th</sup>	Fridays	11 <sup>th</sup> 25 <sup>th</sup>	8 <sup>th</sup> 22 <sup>nd</sup>
Wednesdays	30 <sup>th</sup>	6 <sup>th</sup> 13 <sup>th</sup> 20 <sup>th</sup>	Saturdays	26 <sup>th</sup> ,	9 <sup>th</sup> 23 <sup>rd</sup>

This included every day of the week, including August Bank Holiday Monday (25<sup>th</sup> August) except Sunday, when the bus did not run. The surveyor recorded the weather on each day to test whether there was any correlation between passenger numbers and composition. However, due to the nature of the summer, most of the survey days were rainy.

## 5. Analysis

After inputting the data into SPSS, it was possible to produce simple frequencies and cross tabulations, which meant for example, the numbers of men and women with and without cars available could be compared. Chi<sup>2</sup> tests were used to test the statistical significance of

the distribution of categorical values (such as people with concessionary passes travelling for free and those paying adult fares or which service passengers were travelling on). Mann-Whitney tests were used to determine whether there were significant differences between two groups (such as men and women) in the distribution of interval variables (such as the fare paid). These tests were carried out for a number of different combinations of variables, but the results are only reported where there were statistically significant differences or where it was surprising that there were not. Charts were created in Excel to present the findings where appropriate.

For the most part, results are presented as percentages of the valid responses. This allows groups of different sizes to be compared. Valid responses are the number of people who replied to this question.

## 5. Response Rates

The survey form was offered to all passengers travelling on the surveyed bus services and all the refusals, except one, were because people had previously filled in a form. The other refusal was because the passenger had eyesight problems and doubted that she would be able to complete the form. From a total of 885 passenger journeys, 467 forms were handed out and 307 were returned, a response rate of 66%. This extremely high response rate was achieved because the surveyor had a chance to explain to passengers why the data were needed and the passengers felt a high commitment to the services and their continuation.

There were more B11 service passengers (520) than B1 passengers (365) but both services had between 52-54% of new passengers who took a survey form. The response rates for each service were very different with the B1 having a 94% response rate and the B11 46%. This is probably because of the high numbers of local people using the B1 and because the regular passengers on the B1 had been given more information about the survey.

## 6. Summary

A simple short questionnaire was designed to give to passengers on both buses. From 20 days surveying and 280 bus journeys 307 forms were returned, most through the post with the stamp-addressed envelope supplied. This allowed respondents to accurately report their total spending for the day. On average 66% of forms handed out were returned, but a much higher percentage was achieved on the B1 service. The data were inputted, analysed and presented using the appropriate statistical tests and software.

## Passengers

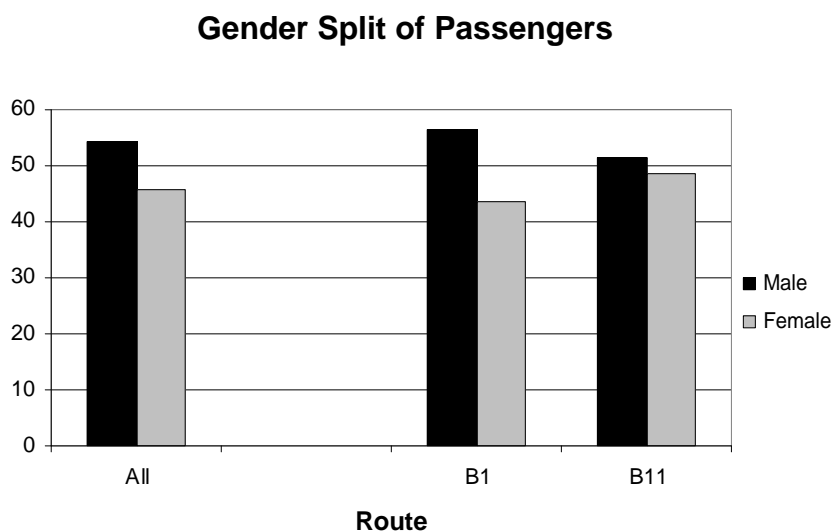
### 1. Introduction

This section of the report describes what we know about the people travelling in the buses, including their age, gender and ethnicity, whether they had companions or a car available. This information is then used in subsequent sections to investigate their specific journey patterns and how it relates to different types of passengers.

### 2. Gender

Most people answered the question on gender (45 people, 15% did not). Unusually, more men than women travelling on both bus routes completed survey forms with 54% of completed questionnaires from men and a slightly higher proportion of men from the B1 route (57%) than on the B11 (51%) as shown in Figure 3:1. This contrasts with previous studies in other areas, where there were a higher proportion of women travelling (Tourism on Board 2006, 2007) but corresponds to the findings of another study nearby (Craven Link 2007).

**Figure 3:1**



### 3. Age

In order to correspond with age grouping used by the Forest of Bowland Visitor Survey and distinguish between people on either side of fare category thresholds (below 16 and 60 and over), it was decided to ask passengers how old they were rather than have set groups. This has probably resulted in a low response to this question with 61% of respondents not answering it.

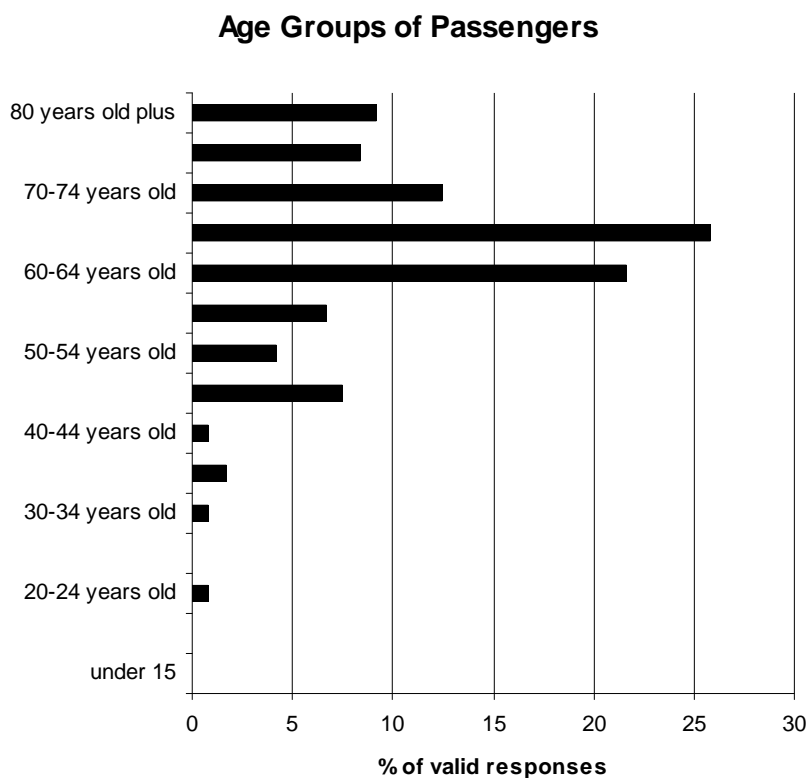
The age distribution of passengers, shown in Figure 3:2, reveals that the majority of passengers are in older age brackets: 97% are aged 40 or over and 75% are aged 60 or over. A slightly lower proportion (67%) reported that their tickets were cheaper because they were over 60 years old, possibly because some passengers did not have or use a pass. When the response rates on the age question were compared, it was found that a greater proportion (66%) of people not using concessionary fares, most of whom will have been under 60 had withheld their age than those using concessionary fares (58%), but the findings and the surveyor's observations confirm that the bus passengers are predominantly aged over 60.

*This bus service is vital to my wife and myself. We do not own a car (we can't drive) I am 82 years old and my wife is 75 years old. We obviously need this bus service for shopping/doctors etc. We live at Crowtrees Park so when I say this bus is vital/our lifeline that says it all.*

It appears that the 'young' pensioners aged 60- 70 years old are most likely to be using the buses. These people have the advantage of free bus travel with a concessionary pass and are less likely to have mobility and other health problems than older age groups.

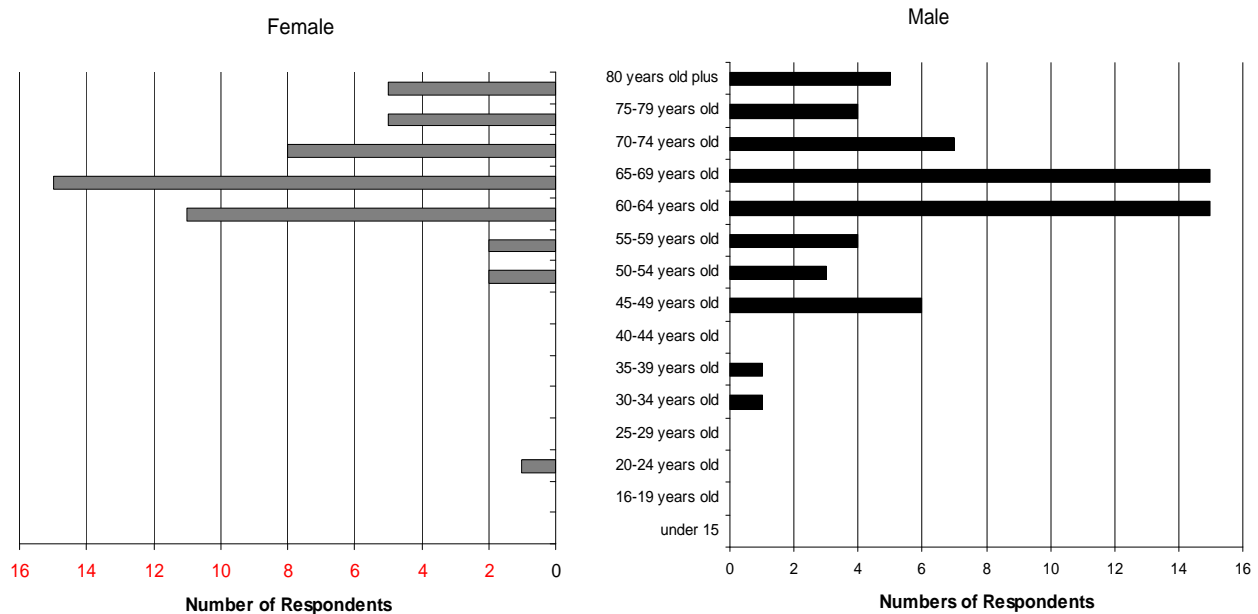
*Being a pensioner, this is a great tourist bus*

**Figure 3:2**



The age profile of male and female respondents is very similar as shown by Figure 3:3.

**Figure 3:3 Age Profile of Men and Women Passengers**



## 4. Ethnicity

The vast majority of respondents (98%) said they were ‘White British’ and only five passengers (less than 2%) reported being of any other ethnicity (one ‘Asian/ British Asian’ and four as ‘Black/British Black’). Although they are near areas with higher than average concentrations of ethnic minorities both Clitheroe and Settle have relatively low numbers of people from these groups and thus high proportions of ‘White British’ as the following table illustrates. So, while the ethnic mix on the buses represents a lower than average proportion of people from ethnic minorities, it is very similar to the proportions in the catchment areas as shown in Figure 3:4

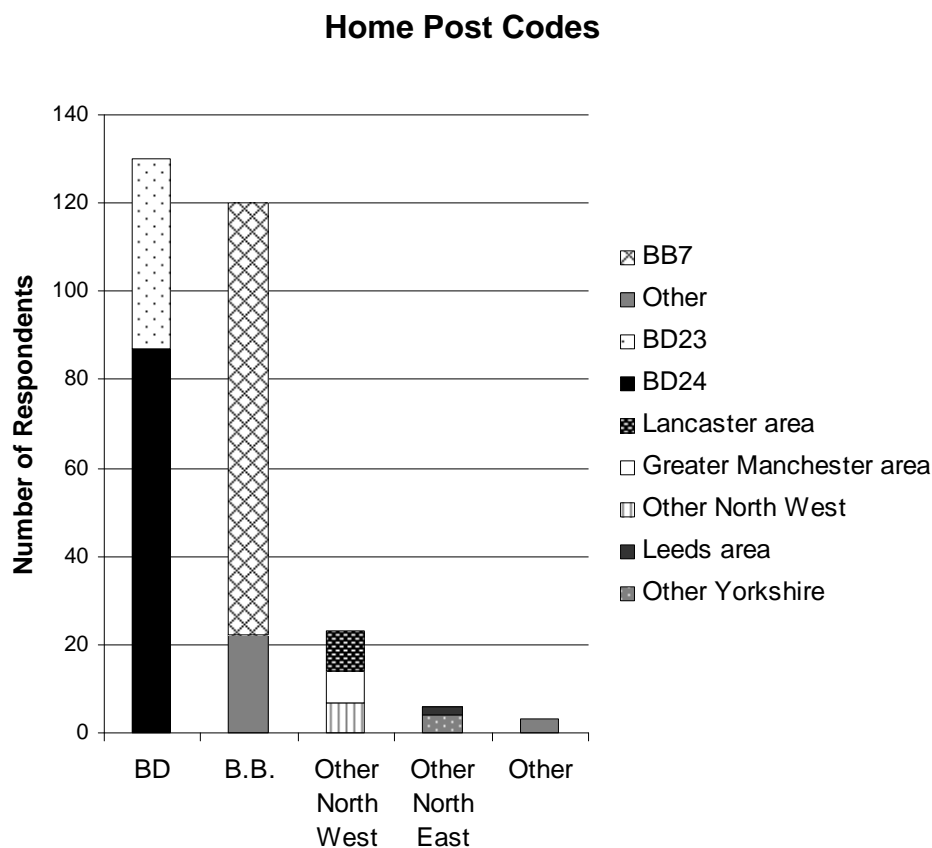
**Figure 3:4 Proportion of White British in population**

Area	% of Population White British
England	87%
North West	92%
Ribble Valley (local authority for Clitheroe)	97%
Yorkshire	92%
Craven (local authority for Settle)	97%
Bus passengers	98%

## 5. Home Post Codes

Only 25 respondents did not give their home post codes. The majority of the passengers were very close to their home area with 98 coming from postcodes beginning BB7, the area of Ribble Valley near Clitheroe, 87 from BD24, Penyghent and Settle and Ribblebanks and 43 from BD23 which is the area around Skipton, Gargrave, Slaidburn and Gisburn. Thus 89% of the valid responses came from people living in the most local post code areas, 10% from Northern England and just over 1% from elsewhere in England. One person indicated they were from overseas, from Africa. Figure 3:4 shows the number of respondents from different parts of England.

Figure 3:5



*I do not drive, I couldn't live where I do without this bus*

*If the bus didn't run, lots of people like myself would struggle, without having a car*

*This bus is invaluable to me - following a mini stroke, I cannot drive*

## 6. Residents or Staying Visitors

Most people started and finished their journey at the home (261 of the 287 people (91%) who answered both questions), 25 people (9% of valid responses) started and ended their journeys at places which were not their homes and one person began their journey at home, but finished it at a destination which was not their home and another began at a different destination and returned home. This indicates that the services are being predominantly used for day trips from home or holiday accommodation, very few people are using them to reach or return from holiday accommodation.

The two people with different origins and destinations were both travelling on the B11, but otherwise both services had a similar proportion of people travelling to and from home (89-92%) and destinations other than their home (9%).

## 7. Companions

One question asked how many adults were travelling with the respondent. Of the 133 (43%) who replied, 17 were travelling on their own, 102 with one other person, eight with two other people and six with three other adults. Only 16 people answered the question about the number of children travelling with them, six of whom said they were not accompanied by children, four were travelling with one child and six with two children. It is important not to add these figures together as indications of the total number of groups. If all the adults in a party of four adults and a child report they are travelling with three other adults and a child, that does not indicate there four parties of four adults with a child. However, the figures indicate that group size is generally small and people travelling alone or in pairs is the most common group configuration. There are relatively few family groups or groups with people under 16.

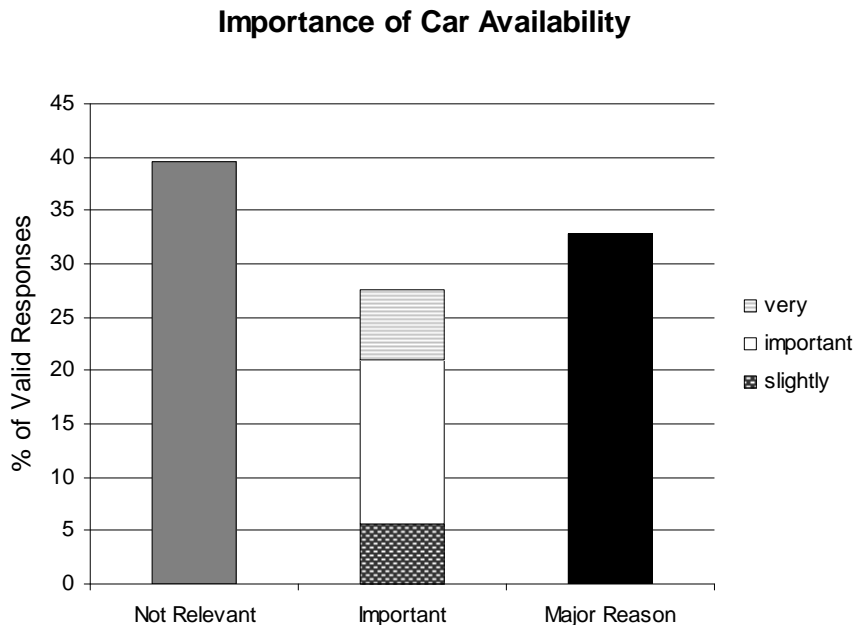
*A beautiful drive, seeing the wonderful countryside without me driving, and sharing the experience with my hubby*

## 8. Car Availability

Of the 286 people who answered the question about whether not having a car available was important for choosing the bus, 113 (40%) replied that it was not relevant, presumably because they did have a car available and 94 (33%) said it was a major reason, presumably because they did not have a car available to them. There were 16, (6%) 44 (15%) and 19 (7%) who said that 'No Car Available' was 'slightly important', 'important' and 'very important' reason why they chose to use the bus, indicating that they most probably did not have a car available to them on the day of travel. In Figure 3:5, the percentage of respondents in the middle range (indicating that 'No car available' was 'slightly important', 'important' or 'very important') are shown in the middle column, while those indicating that 'No Car Available' was 'not relevant', presumably because they had a car at

their disposal are shown in the left-hand column and those who said ‘No car available’ was a ‘major reason’ for catching the bus, presumably because they did not have access to car travel are shown in the right-hand column.

**Figure 3:6**



*I need this service, I don't have a car and couldn't manage without it*

*Would be lost without it*

## 9. Patterns of Day Visits

One question asked about the type of destination visited and the time since a visit. Figure 3:6 shows a clear preference for visits to ‘Inland towns’, ‘Other countryside’ and ‘The Forest of Bowland’. When the destinations visited in the last month were added up, they totalled 884 destinations visited with an average of 2.88 destinations per person. This is likely to be an underestimate because it does not account for types of destination visited more than once in the last month. Figure 3:7 shows that many respondents are making several day trips a month. There was no statistically significant difference between men and women, passengers on the different services or those entitled to free bus travel and those who were not.

*Enables people of all ages (86 plus) to spend time in the lovely countryside*

*Bowland Buses are a wonderful way to see the glorious countryside around Pendle and beyond*

Figure 3:7

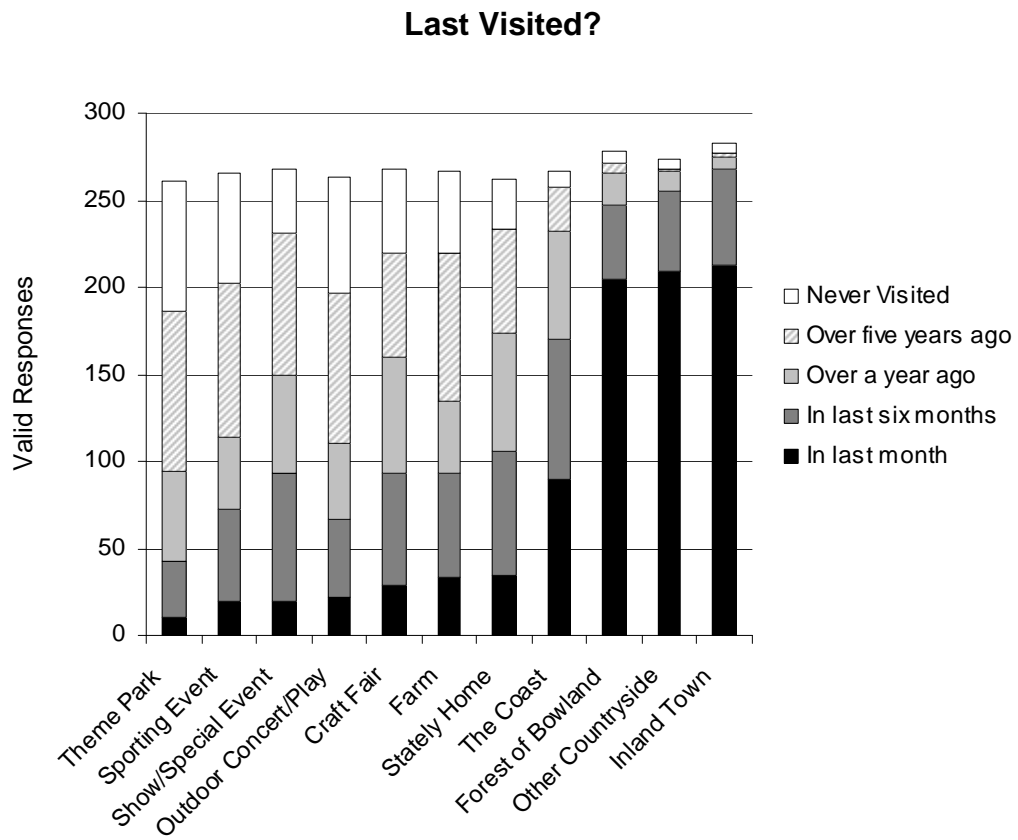
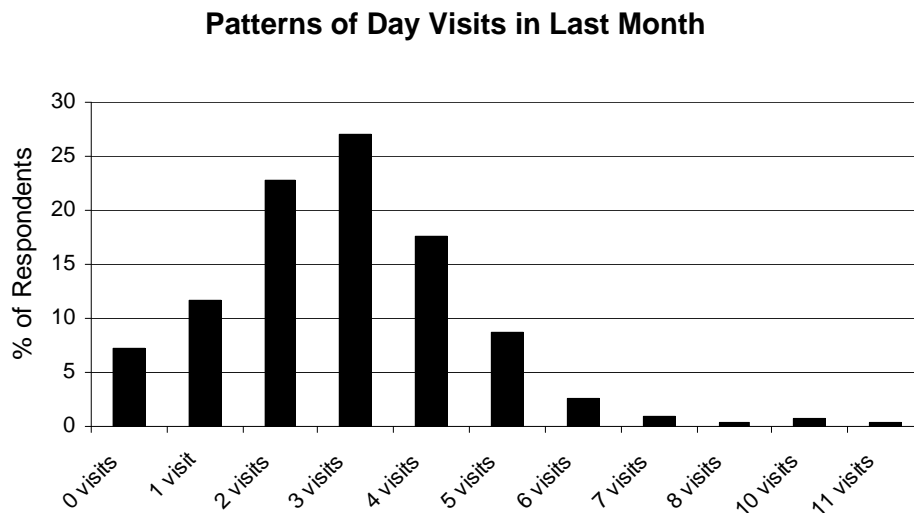


Figure 3:8



## 10. Summary

Despite different response rates on each service, the profile of passengers is similar. Passengers tend to be mainly over 60 years old, most entitled to free bus travel, with slightly higher proportions of men rather than women, travelling in ones and twos. They are likely to live nearby and be on a day trip. Over a third of them have a car available. Their pattern of day trips suggests they are predominantly interested in visiting inland towns, countryside and the Forest of Bowland and that most make several trips a month.

## Journeys

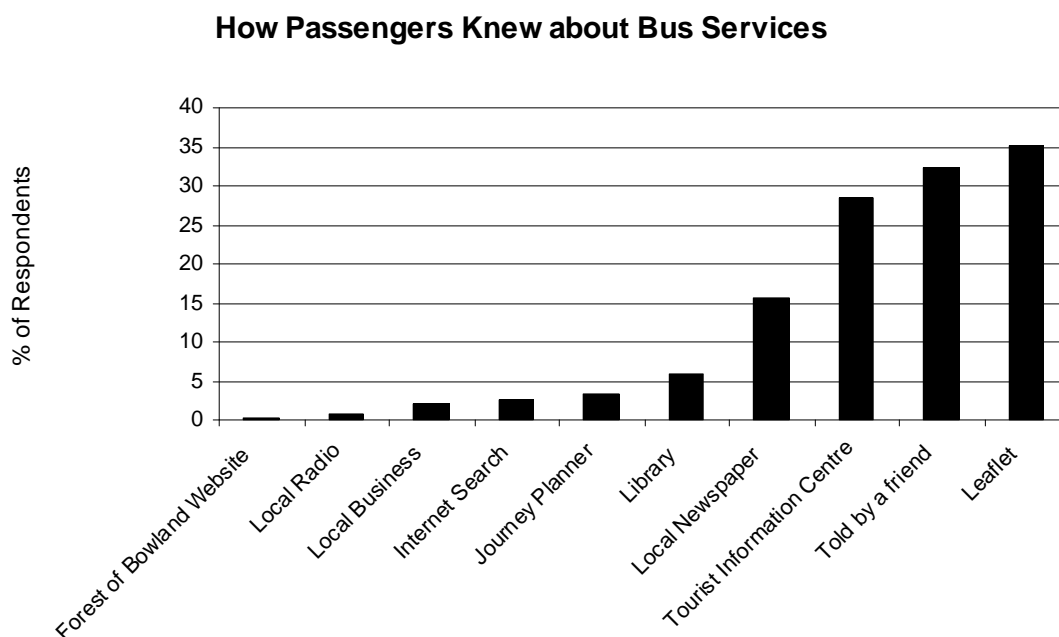
### 1. Introduction

This section describes the journeys being made on the buses: how people knew about the bus service, how they reached the bus stop, the times of travel, the destinations and their fares.

### 2. Finding Out about the Service

The three most important methods of hearing about the bus services were: the leaflet, being told by a friend and from a Tourist Information Centre. Figure 4:1 shows the relative importance of each method. Respondents could tick more than one response, so the numbers total more than 100%. Only one respondent knew about the bus services through The Forest of Bowland Website and other sources which did not seem important for how people heard about the services were: local radio, local businesses, internet searches and journey planners. There was little difference between the two services.

**Figure 4:1**



Although half the respondents only used one source of information, two used five and seven information sources and 29% used two or three sources. The most frequent combinations (with over 30 people) were the leaflet and being told by a friend and the

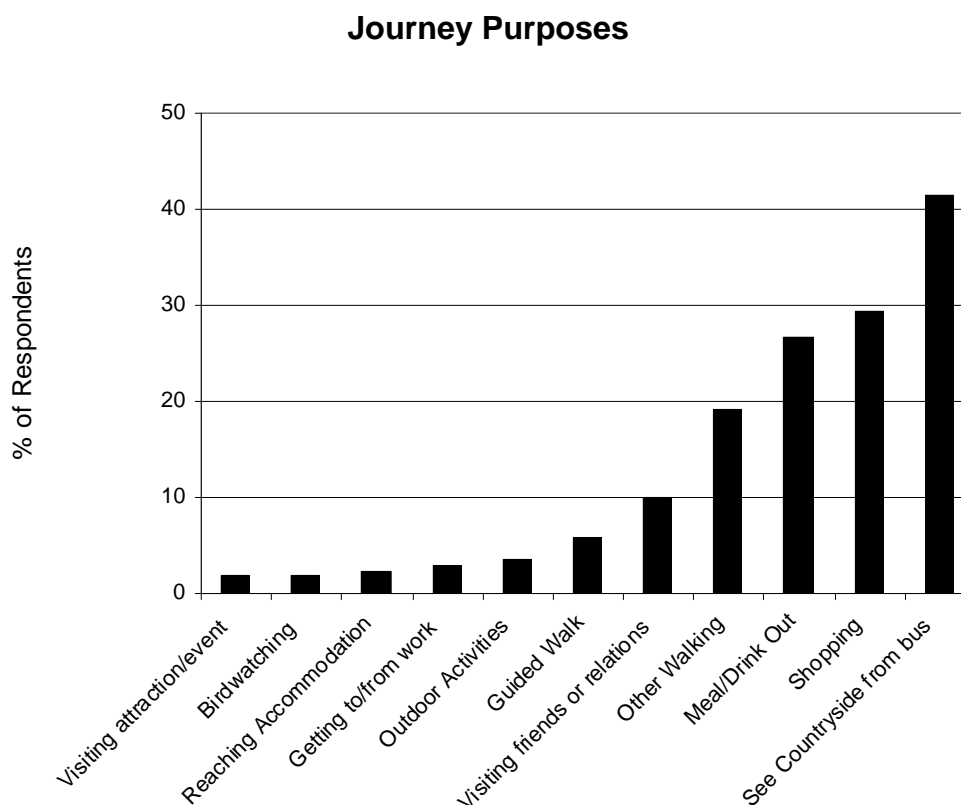
leaflet and information from the Tourist Information Centre, other popular combinations were the local newspaper in conjunction with: the leaflet, being told by a friend or information from the Tourist Information Centre and being told by a friend and information from the Tourist Information Centre.

*The Bowland Transit Service is excellent. The recent timetable changes are a great improvement. I try to use the service at least once a week throughout the year, often use it more. Perhaps it could be advertised more?*

### 3. Journey purposes

Figure 4:2 shows that the main journey purposes were: ‘seeing countryside from the bus’, ‘shopping’, ‘having a meal or drinks out’ and ‘other walking’ (not a guided walk). Respondents were invited to tick as many journey purposes as applied, so the combined total reaches more than 100%. There was relatively no difference in the results from the two services.

**Figure 4:2**



Many of the journey purposes were combined, with the most common combinations being: ‘seeing the countryside from the bus’ with ‘shopping’, ‘having a meal or drink out’ or ‘other’ walking’ and ‘shopping’ with ‘having a meal’ or drink out’. ‘Bird-watching’ was combined with a number of other journey purposes, while the commuters appeared to see their journeys as having a sole purpose. There was no significant difference between the activities men and women or those eligible for concessionary travel and those paying adult fares.

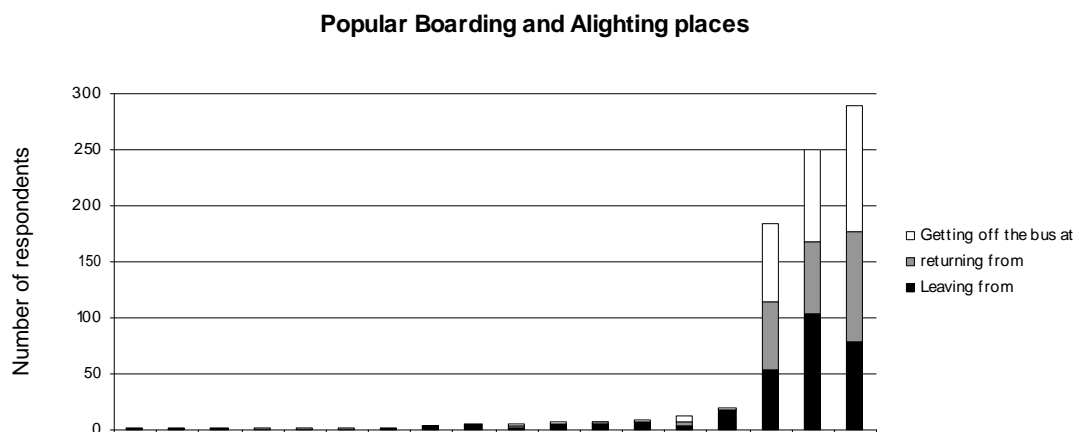
*I live in Skipton, service 280/X80 and B1 are essential for me to join walks as organised by the Bowland Transit Club*

*As a biased (live in Clitheroe, over 60 and walker) user of the B10, B11, B12 and B1 and ignorant of the legal/financial/practical limitations of my suggestions: A 2 hourly service from Clitheroe to and from Tosside using the B10 route leaving Clitheroe at 9:30, 11:30, 2:30, 4:30 would be 'ideal and sufficient'*

### 4. Origins and Destinations

Of the 233 valid responses (76%) to the question about ‘Where did you catch this bus?’ most journey starts were from Settle (97 people, 42% of valid responses), Clitheroe (63 people, 27% of valid responses) and Slaidburn (60 people, 26% of valid responses). The other starting points included Dunsop Bridge and Newton with five and two passengers respectively as well as one passenger each from Crowtrees Park, Nelson, Rathmell, Skipton, Tosside, Whitewell. The most popular destination was Settle with 41% of valid responses and other popular destinations were Clitheroe and Slaidburn with 30% and 22% of valid responses respectively. Figure 4:3 illustrates how the majority of journeys begin and/or end at one of the three main origins and destinations: Settle, Clitheroe and Slaidburn.

**Figure 4:3**

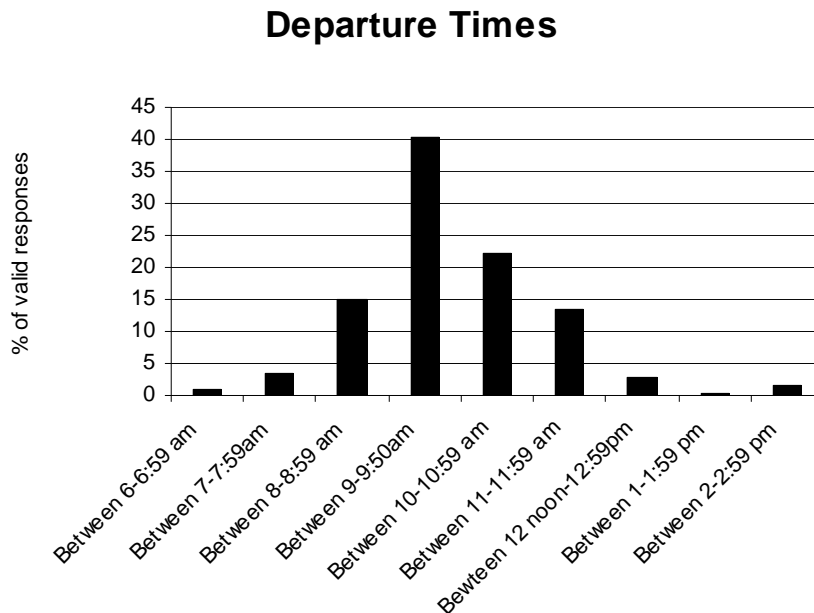


There was more diversity for return journeys although the most popular boarding places were still Clitheroe (36% of valid responses), Settle (27% of valid responses) and Slaidburn (19% of valid responses). Other return boarding places were Crowtrees (17 people, 5%), Rathmell, (7 people, 2%), Waddington (6 people, 2%), Tosside, (6 people, 2%), Giggleswick (5 people, 2%), Wigglesworth and Dunsop Bridge each with three people (1%) and Whalley (2 people, 1%). There were single passengers leaving from Bashall Eaves, Blackburn, Burnley, and Newton in Bowland.

### 5. Departure Times

The departure times from home/holiday accommodation ranged from 6am to 3pm with the majority of people leaving between 8am and 12 noon. Figure 4:4 shows the spread of departure times.

**Figure 4:4**



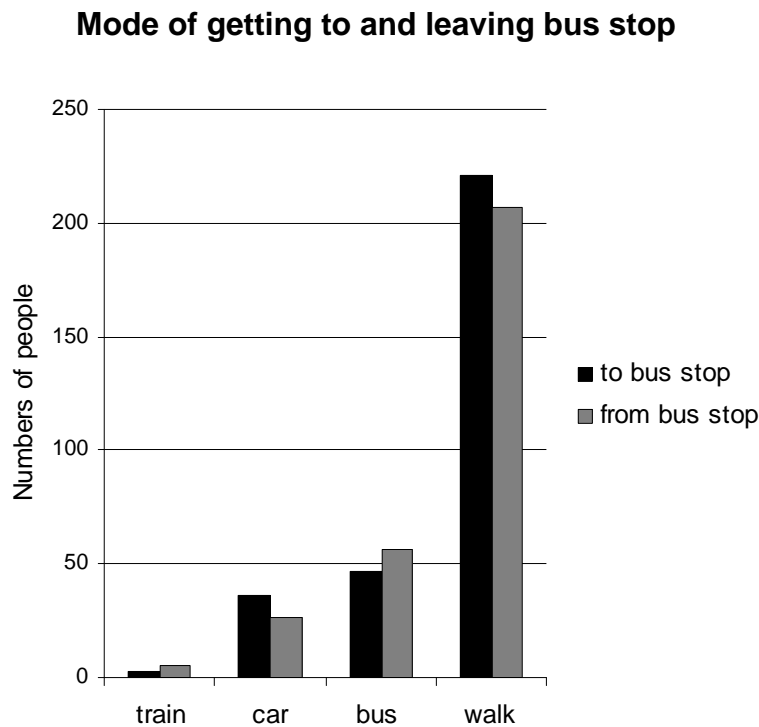
*I am a pensioner but run the Slaidburn Village Archive on a voluntary basis and travel to work two days each week. The fact that the bus leaves 10 mins before my free travel N.O.W card works is disappointing.*

### 6. Other Stages of the Journey

Every respondent answered the question about how they reached the bus stop. The majority walked to the bus stop, but some used other buses, cars and trains as shown

in Figure 4:5. The return mode followed the same pattern, with most people walking and similar proportions returning by bus, car and train, but 20 people did not answer this question and six people named more than one mode, one of them two modes. Both services had very similar proportions of people using other modes.

**Figure 4:5**



*I had to use 3 buses to travel to Slaidburn. (A) Local 'spot on' bus from home to Blackburn Centre. (B) Lancs United bus from Blackburn to Clitheroe. (C) Tyrer bus service from Clitheroe to Slaidburn (reverse order for home journey)*

*It's the only way I get to see my mother at Dunsop Bridge and help her with odd jobs as she is not well. It would be nice if the bus stops came closer to Whalley Road where I live, it's a long way to way to walk.*

*It makes friends as well as the local news carrier and a bond between Lancs and Yorks, keep going, to the regulars we love our little red bus, thank you. Drop off the car at bus stop to use the bus and get in the car and travel home*

### 7. Fares

Only 29 people indicated how much they had spent on their bus fares. These ranged from £1.80 to £10 with the most common being £4.50 (11 people), £1.5 and £5 (four people each). 245 Respondents (80%) said their fares were cheaper because they were disabled (7 people, 2%) or aged over 60 (238, 78%).

*Our journey was a day out as pensioners we take advantage of the travel passes. We feel this is a good and very good service to pensioners, it gives us things to plan and to keep our interest in alive*

*I have a national concession bus pass. I would much sooner have a decent pension and spend the money how I want too*

A couple explained they do not have a car, they never have done. They had calculated all the fares they have used in the last year and found that with their passes they have saved £540. They rely on the buses, they come from Burnley to walk and do the trip regularly

### 8. Summary

About half the respondents knew about the service from just one source of information. The main sources were local newspapers, Tourist Information Centres, word of mouth and leaflets. However, many people knew about the service from multiple sources, mainly combinations of the four most common channels of information. The main journey purposes were: seeing the countryside from the bus, shopping, having a meal out and walking (not guided walk). These were often combined with other purposes, however commuting appears to be seen as a unique purpose, not to be combined with other journey purposes, while there are often multiple purposes for leisure trips. The main settlements in the area (Settle, Clitheroe, Slaidburn) generate most journeys, although there is slightly more diversity in the boarding places for return journeys. Most people leave home or their holiday accommodation between 9am and 12 noon and, for those who pay for their bus travel, fares range between £1.80 and £10, but the vast majority of passengers qualify for free bus travel, mostly because they are aged 60 or over.

## The Attitudes and Opinions of Passengers

### 1. Introduction

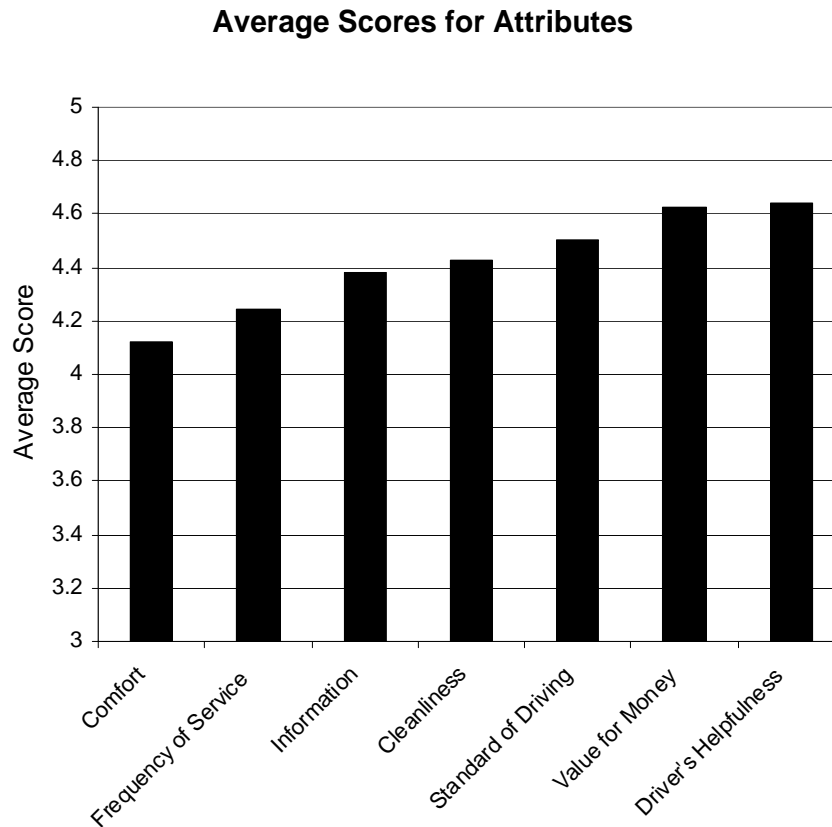
This section describes the attitudes of the passengers to the services, mainly from the two sets of questions: the first on the front page of the survey form asking respondents to grade various attributes of the service and the second on the inside asking about their reasons for using the bus. Here we report any significant differences between the two services, age groups, genders or any other personal or journey characteristics.

### 2. What did you think about the bus services today?

This question asked respondents to rate the following attributes of their bus service: comfort, cleanliness, information, value for money, standard of driving driver's helpfulness and frequency of service as: poor, not very good, OK good or excellent. When these are translated into numeric scores: ie 1 for poor, 2 for not very good, 3 for OK, 4 for good and 5 for excellent, it is possible to compare the scores for each attribute. Figure 5:1 shows that all the average scores exceeded '4', demonstrating high degrees of satisfaction, with most respondents classing each attribute as 'good' or 'excellent' with just over half separating the average for the top-scoring attribute (driver's helpfulness) and the lowest scoring (comfort).

When the mean scores of each service are compared (see Figure 5:1) it can be seen that the B1 generally has slightly higher scores than the B11 except for comfort, although the differences are minimal and were not found to be statistically significant.

Figure 5:1



The comments suggest that the two regular drivers on the B1 are held in high esteem, but sometimes the drivers going between Slaidburn and Clitheroe are forced to go faster than is comfortable to keep to the timetable. This may have been due to the diversion. The vehicle was changed just at the start of the survey because of previous over-crowding, but the surveyor noted that people felt it was less comfortable and friendly.

*Some of the drivers are excellent but some drive much too fast. John and Richard are excellent who drive the Little Red Bus between Slaidburn and Settle. The days out we have had on the Bowland buses have been wonderful*

*The drivers don't seem to have enough time to get from point a to point b*

*The only negative comment I have is that I don't think drivers are given enough time to drive from A-B. Maybe distances are calculated from an office desk!*

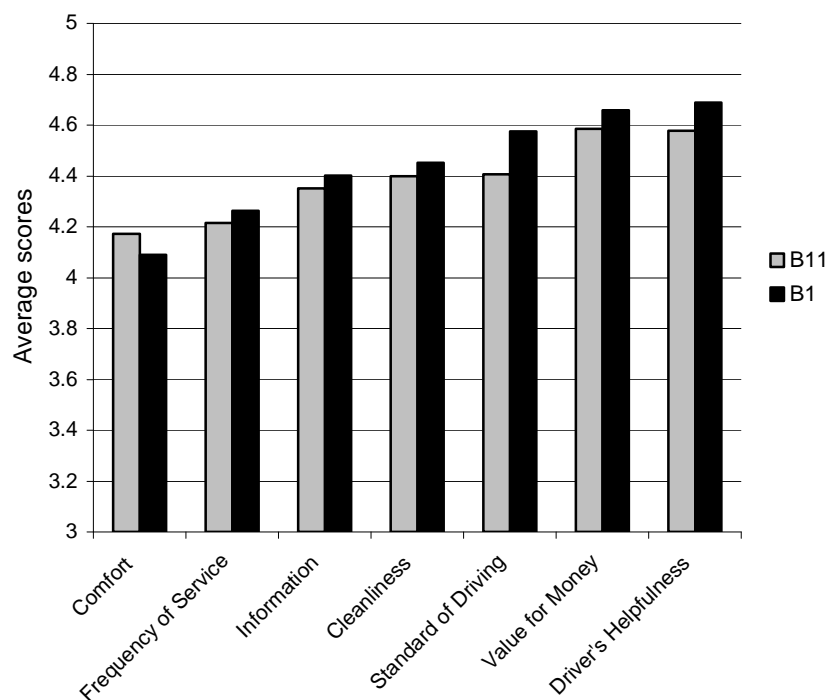
The new bus is being used today (25 seater), a much bigger bus - not as comfortable and restricts people from speaking to each other in the same way as there is much more space (this may put people off)

The Driver of the bus (John) explained that the 16seater bus has been having to turn people away as nobody is allowed to stand up so they are bringing in a larger bus because the current bus can not cope with the demand on busy days (Tuesdays and Fridays mainly)

1 lady uses the bus to go shopping everyday - she lives in a very rural area and the driver picks up and drops off at her house. She is partially sighted so is unable to drive, this bus is very much a life line for this lady

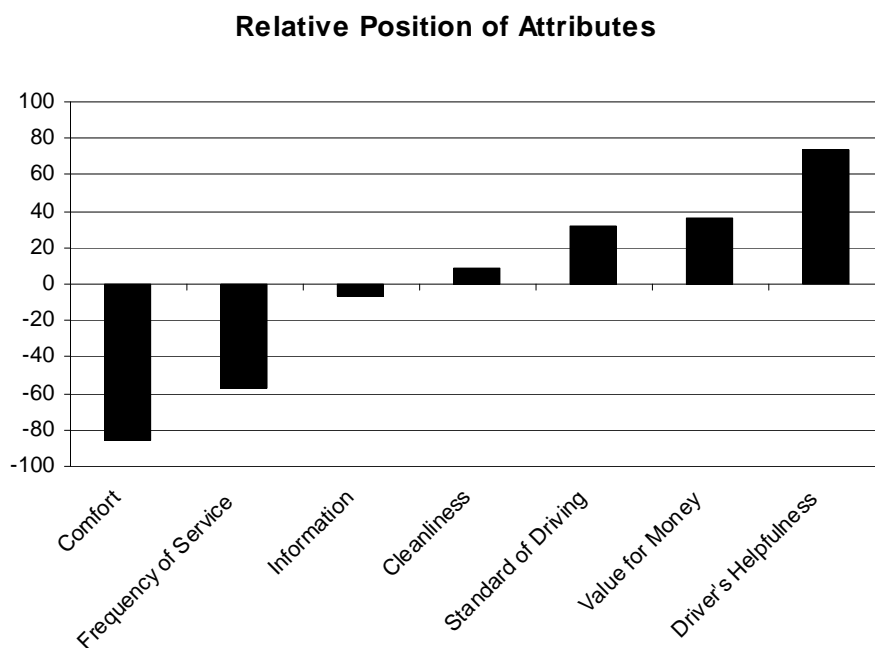
**Figure 5:2**

**Scores for Attribute on each Service**



The small range of values separating each attribute and a tendency for people to consistently score high or low meant that all the attributes appeared to be highly correlated. To explore whether there were stronger links between some of the attributes than others, a new measure was calculated based on the relative scores people gave to each attribute. The new measure, the relative personal-means measure, was obtained by subtracting each person's attribute score from their mean score. So someone who had given every attribute the same score generated a score of zero for each attribute, but those who had given some high and some low scores generated positive scores for attributes they rated highly and negative scores for those they rate poorly. Everyone's individual relative mean factor scores totalled zero, but by adding the individual scores for each attribute it was possible to identify those which predominantly came below and above average. Figure 5:3 shows that people tended to rate 'driver's helpfulness', 'value for money' and 'standard of driving' higher than average, while comfort and frequency of service were generally rated below the average scores.

**Figure 5:3**



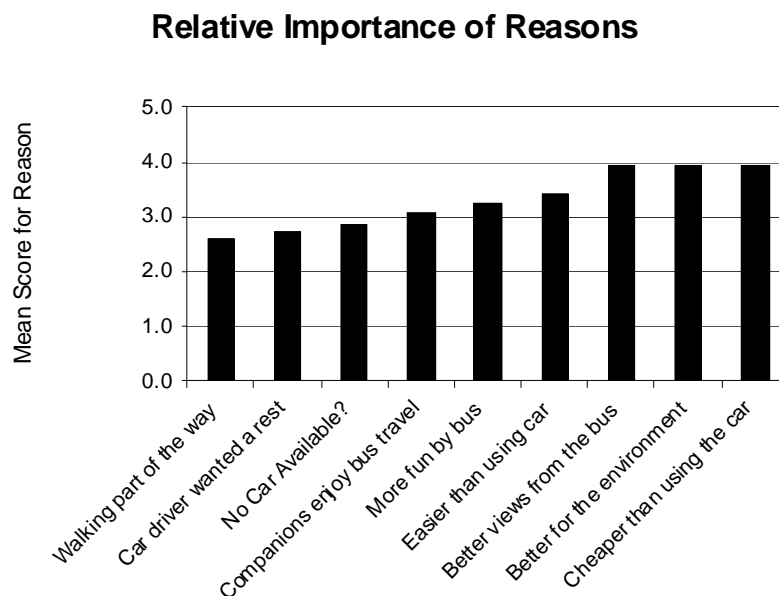
### 3. Reasons for Catching the Bus

Respondents were asked the importance of a set of reasons for catching the bus. Figure 5:4 shows how they responded, showing that the 'major' reason for many

people was bus travel being cheaper than car travel. This would be expected with so many of the passengers qualifying for free concessionary bus fares. ‘Walking part of the way’ was the reason least likely to be quoted as ‘very important’ or ‘major reason’ despite the numbers of people who said they had used the bus to access a walk. When the categories are converted into numeric scores so that: not relevant = 1, slightly important = 2, important = 3, very important = 4 and major reason = 5, a mean score can be calculated for each reason, allowing them to be compared with each other. Figure 5:5 shows the mean scores for all the reasons, indicating their relative importance.

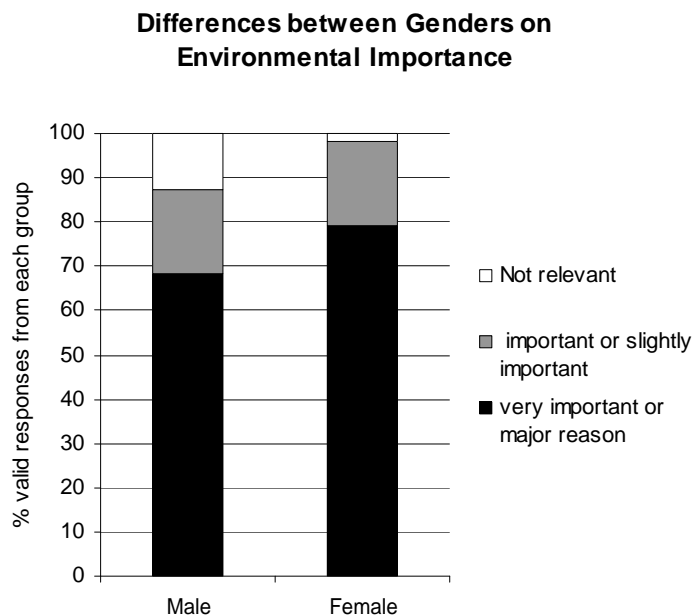
These findings were compared with other details about the respondents and their journeys to explore whether there were any correlations which might explain the variations. Because very little correspondence was found at first, new variables for the reasons were created with just three categories: ‘not relevant’, ‘import or slightly important’ and ‘very important or major reason’. The only statistically significant difference between males and females was the importance of environmental reasons (see Figure 5:6). Women were more likely to say that the environment was a very important or the major reason they were using the bus.

**Figure 5:4**



*Using the bus costs a third of what it would cost if using my car*

Figure 5:5



There were no statistically significant differences between the importance of reasons given by those who were entitled to free concessionary travel and those who were not. It is slightly surprising not to find a difference between the responses to *‘It’s cheaper than using a car’* between those who qualified for free bus travel. Although a higher proportion of people not eligible for concessionary free bus travel said *‘No car available’* was a major reason or very important reason for using the bus, however, these differences were not found to be statistically significant.

When the responses were compared to the responses of people using the bus for different journey purposes, not surprisingly, statistically significant differences were found between people using the bus for *‘other walking’* (not guided walks) and *‘walking part of the way’*. Also people who were using the bus to *‘See the countryside from the bus’* were significantly more likely to say *‘Better views from the bus’* was important.

However, in terms of numbers of passengers, there were more people who said that *‘walking part of the way’* was important to them, but did not say one of their journey purposes was *‘walking’* (Figure 5:7).

*A good bus service which enable you to do linear walks and keeps cars of narrow country lanes*

*I tend to use the bus as it’s more relaxing*

*Bowland Transit is a wonderful resource for getting around the area & meet up people. People are very friendly & the journeys are very sociable*

1 lady is heavily involved in a rambling club in Burnley and has attempted at bringing the walkers onto this bus but explained due to capacity constraints and the timetable - this idea was not feasible at this stage

**Figure 5:6 The Importance of ‘Walking part of the Way’ to people using the bus to access walks**

<i>Walking part of the Way</i>	People using bus for walking		People not using bus for walking		All	
Not relevant	11	21.2%	67	34.2%	78	31.5%
Slightly important/important	20	38.5%	83	42.3%	103	41.5%
Very important/major reason	21	40.4%	46	23.5%	67	27.0%
Total	52	100%	166	100%	248	100%
% of total		21.0%		79.0%		

Significantly fewer people using the bus to ‘*go for a meal or drink out*’ felt that the ‘*better for the environment*’ was a reason for catching the bus.

#### 4. Summary

There is a high level of satisfaction with most attributes of the both services, with most people rating them good or excellent. The highest satisfaction is expressed for ‘*driver’s helpfulness*’, ‘*values for money*’ and ‘*standard of driving*’. Attributes which tended to get rated slightly lower are: comfort, frequency and information and the B1 tends to attract slightly higher ratings than the B11, except for comfort. The main reasons for catching the bus are: ‘*It’s cheaper than the car*’, ‘*It’s better for the environment*’ and ‘*Seeing the countryside from the bus*’. There are few significant differences between different groups using the buses.

## Impacts

### 7. Introduction

This section examines the passengers' impacts on the local area in terms of their spending and whether the bus reduces the number of car journeys made. Most of the information for this section comes from the questions about spending, the details about holiday accommodation and people's alternatives if the bus had not been running.

### 8. Economic Impact

Respondents were asked how much they had spent in the area on their day of travel. Travel costs, such as parking, petrol and bus and train fares and other travel costs were asked about generally. Other costs broken down into Food and Drink, Shopping/Souvenirs, Events/ Entrance Fees and other expenditure were made place-specific with separate columns for the three most likely centres: Slaidburn, Clitheroe and Settle, with a separate column for spending in other places.

In total, the 307 passengers spent £4,625.78, an average of £15.07 each per day (excluding accommodation costs). Passengers on the B11 spent slightly less each than passengers on the B1 (the average spend on B11 was £14.20 and that on the B1 was £15.69, a difference of £1.49). Figure 6:1 displays the proportion of spending on different categories of goods and services, and shows how the most important category was food and drink, which accounted for almost a half of all spending. Travel costs made up 14% of the expenditure. Figure 6:2 shows these separated into different types of costs. It reveals that most of the travel costs are concerned with motoring, noticeably petrol purchases which account for 54% of all travel costs, an average of £1.10 per person, whereas bus fares averaged 44p per person, because of the high proportion of people entitled to free travel.

The place attracting most of the spending was Settle with 57% of the total expenditure (see Figure 6:3), followed by Clitheroe (25%) and Slaidburn (14%); other places accounted for 4% of the expenditure. Figure 6:3 indicates how the money was spent in each place and the total amount spent on travel costs. It shows that Settle is the main beneficiary of the passengers' spending, but that Clitheroe and Slaidburn also benefit.

*I use the bus often – it's important for the local economy. It's a well run service linking villages*

1 lady parks her car at the church in Clitheroe, has a coffee in Slaidburn and goes around the shops in Settle and Skipton. She then gets the bus back to Clitheroe. If the bus was not in service she would drive to Preston or Leeds

Figure 6:1

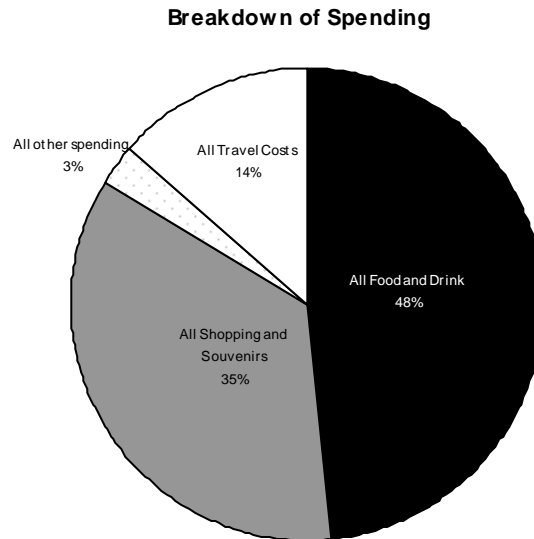


Figure 6:2

### Breakdown of Travelling Costs

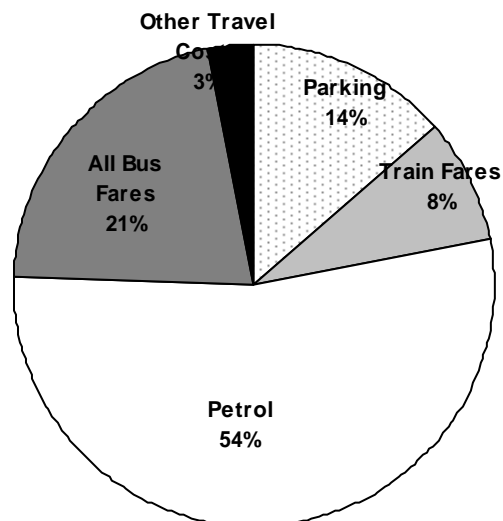


Figure 6:3

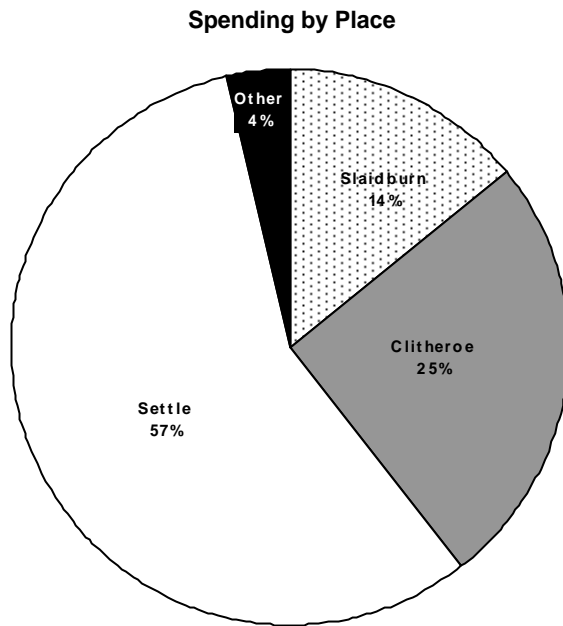
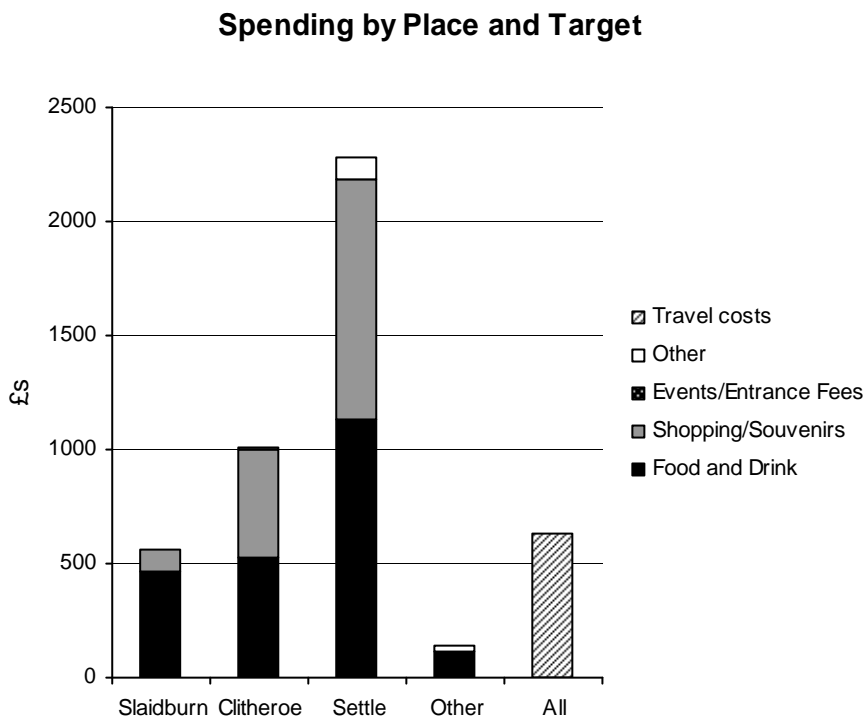


Figure 6:4



## 9. Accommodation

A small proportion of the passengers (8%) were staying in holiday accommodation and Figure 6:5 shows the type of accommodation they were using and the number of nights they were staying.

**Figure 6:5 People staying in Holiday Accommodation**

	Number of People	Total bed nights
B&B/Guesthouse	1	2
Hotels/Inns	2	6
Caravan or Campsite	14	92
Second Home	2	11
With Friends/family	5	23
<b>Total</b>	<b>24</b>	<b>134</b>

For the 20 people who answered the question about how much they paid for the accommodation for one person per night, the average spend was £7.18. However, this included 15 people who paid nothing, the average amongst the five who had paid was £28.70, making a total of £143.50 paid in accommodation for one night, ranging from £5.50 to £50.00 each. The five people who indicated that they had paid for accommodation totalled 19 bed-nights in the area, spending approximately £454.50 on their accommodation (if the rates they quoted for one night were charged for the other nights).

*I admire the supporters of the B10/11 club with advice about walking. I'm an occasional visitor but can get train and bus right to the door of where I stay. Well integrated system - much better than Milton Keynes where I live.*

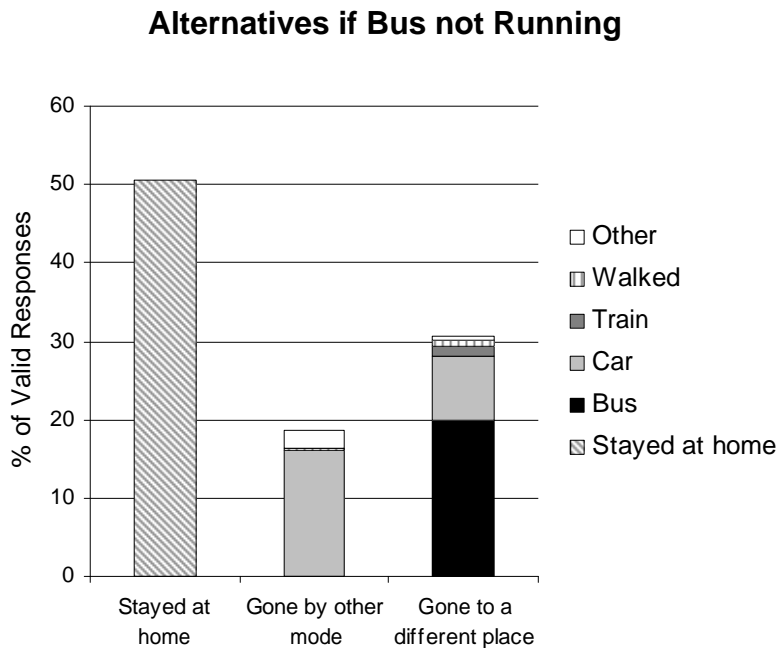
The 24 people who stayed in the area, stayed for an average of 5.6 days, ranging from one night to two weeks. If they spent the same each day of their stay as they did on the day of the survey (an average of £22.00 per day), they would contribute an average of £91.61 per person to the local economy, a total of £2,270.64, excluding their accommodation spending. Unfortunately there is no way of knowing whether their spending on the day of the survey was typical of other days they spent in the area.

## 10. Alternatives if the bus were not running

The question about what people would have done if the bus had not been running was answered by 276 (90%) of the respondents. Just over half of them (51%) said they would stay at home if the bus was not running and the majority of the rest (31% of the total) would go to another destination, most of them by bus (see Figure 6:6). This indicates that the availability of the bus is critical in the decision to visit these

destinations and that if the bus were not available most current passengers would not visit the destinations they are accessing at the moment.

**Figure 6:6**



In addition to the 114 people who said they would stay at home, 54 said they would use their cars to reach the same destination (36 people) or other destinations (18 people). Although some of these car journeys would carry more than one person, because of the variety of destinations and days of travel it is unlikely that there would be a high car occupancy, so several car journeys would be generated.

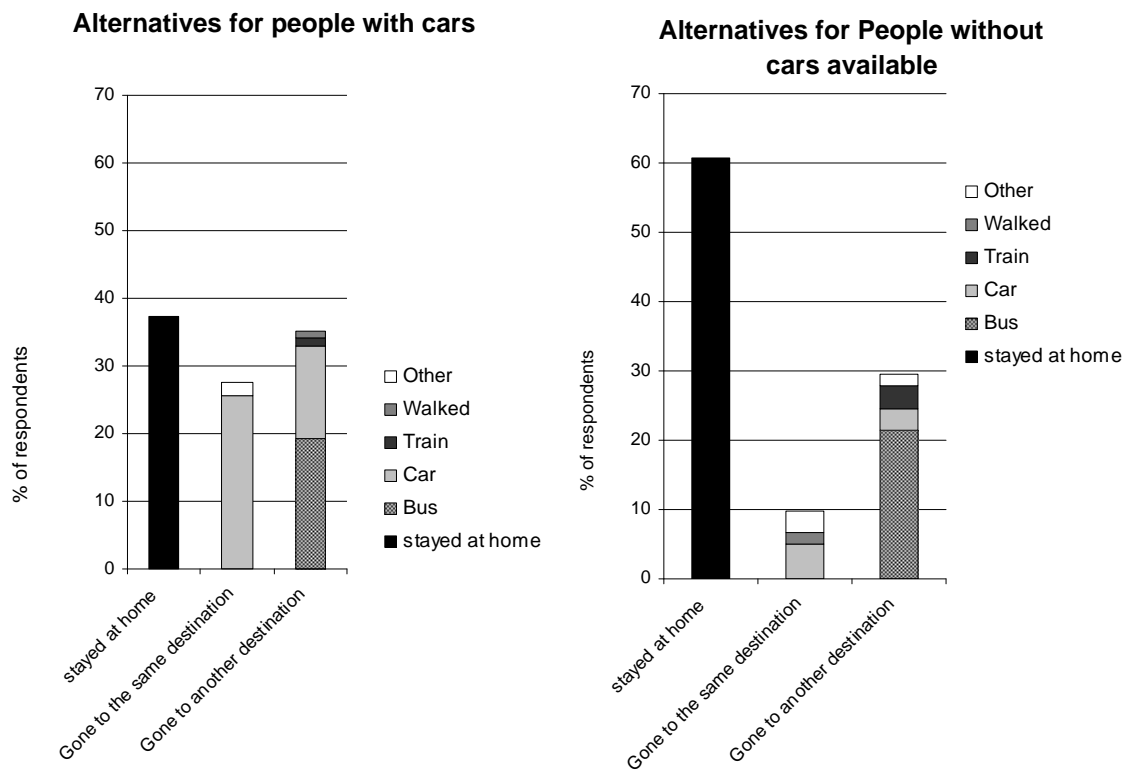
Today is Bank Holiday Monday, the bus is very quiet - yet cafés in Slaidburn, Settle etc are all overloaded, there are a lot of cars on the roads, in car parks - but nobody on the bus. Maybe it's because people didn't realise the bus would be running on a Bank Holiday Monday

People with access to cars have more options available than those without. Figures 6:7 and 6:8 contrast the results for the group (94 respondents) who said that 'No car available' was not a relevant reason for choosing the bus, presumably because they had access to a car and those who said that 'No car available' (61 respondents) was a major reason why they chose the bus, presumably because they did not have access to a car or driver. A much higher proportion (61%) of those without access to car travel would stay at home (compared with 37% of those with a car available). Figures 6:7 and 6:8 show that people saying that 'No car available' was a major reason for using

the bus are much more likely to stay at home or go to another destination by bus than people who say ‘No car available’ was not relevant for their choice of bus travel. It appears that 19% (18 people) of the people with cars available would prefer to go somewhere else by bus rather than visit their chosen destination by car.

The alternative destinations included: Derbyshire, the Lake District and the Yorkshire Dales and many people stated the kind of place or activity they would want (see Figure 6:9)

**Figures 6:7 and 6:8**



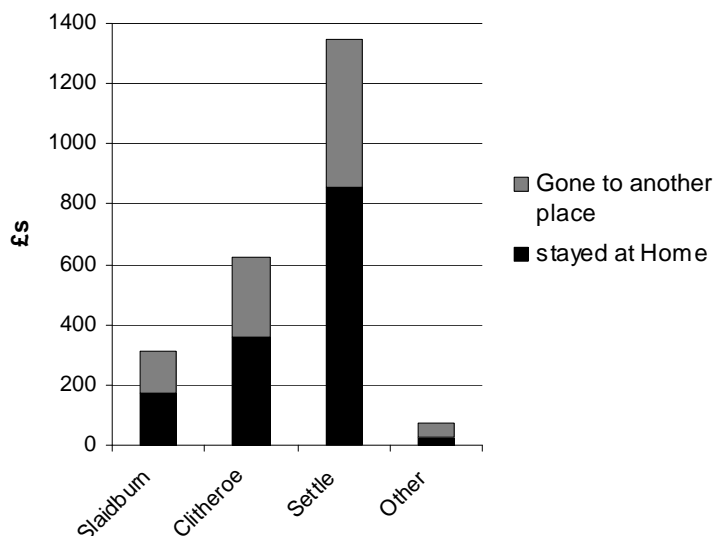
**Figure 6:9 Alternative Destinations and Activities if the Bus were not running**

Alternative Destination		Activity or Type of Destination	
Blackpool	1	Anywhere in Ribble Valley	1
Clitheroe	1	Lancashire or Yorkshire	1
Ribchester or Downham	1	Seaside	1
Skipton, Ilkley, Grassington	1	Countryside	2
Southport	1	Shopping	2
Derbyshire	2	Don't know	3
Settle	3	<b>Total</b>	<b>10</b>
Lake District	3		
Yorkshire Dales	6		
Skipton	8		
<b>Total</b>	<b>27</b>		

The people who said they would not go to their current destination currently spend a total of £2353.88, an average of £11.49 per person per day. Figure 6:10 shows the amounts currently spent per person per day in each destination by people who would no longer visit those destinations if the bus were not running. While all that revenue might not be lost to those destinations, it is likely that people who could no longer reach them would divert their spending possibly to on-line purchases or home-delivery if they could not get to local centres, while visitors would go to alternative areas, such as the Lake District, Yorkshire Dales or Derbyshire.

**Figure 6:10**

**Money Currently spent by People who would not visit Destination**



### 11. Summary

The survey found that the main destinations: Settle, Clitheroe and Slaidburn are the spending places for most of the bus passengers and that they spend an average of £14.07 each. Travel costs (not attributed to any centre) made up 14% of that expenditure mostly on petrol, while food and drink account for over half of the total expenditure. A small proportion of the passengers were staying overnight and only a very few of those had paid for their accommodation. However, the visitors tended to spend more per day than residents and when their average expenditure per day is multiplied by the number of days they are in the area, it makes a valuable contribution to the local economy.

Just over 50% of the passengers would stay at home if the bus were not running and less than 20% would visit the same destination by another mode. An even higher proportion of (61%) people without a car available would not go out if the bus were not running and very few of these people (10%) would be able to access the same destination. Without the bus, 54 people (18%) would use their cars, often to go to much further destinations. Not only would this increase traffic, but local expenditure would be lost. The expenditure of bus passengers who would not visit their current destinations amounts to £2353.88 excluding accommodation.

## Conclusions

### 1. Introduction

The research has revealed that the bus services (B1, B10, B11) are being used for a variety of purposes both by local people and visitors, that it contributes to the local economy and reduces the amount of traffic on the roads. From the comments, it is evident that the services are highly valued by local people, especially those without access to car travel and that there is real anxiety about losing the services.

### 2. People and Journeys

The majority of people using these services are local and most are elderly. The journeys are a mixture of utility and discretionary trips focussing on Slaidburn at the centre of the area and the two destinations of Settle and Clitheroe. The only other important origin appears to be the caravan site at Crosstrees.

Because most of the people using the buses were local, their sources of information tended to be local such as leaflets, friends and the Tourist Information Centre. There appears to be potential to market the services better to people from outside the area who may be considering visiting and who will not know about the bus services.

### 3. Social Inclusion

It is clear that the bus services fulfil an important role in social inclusion in a deeply rural area. Local people without cars or too frail or disabled to drive rely on the bus service to reach health care, weekly shopping and socialising. The comments suggest that, without the service, they would have to move, rely on others, and so lose their independence, or be totally unable to supply their needs. It is also clear that being able to travel free has encouraged older people from both inside and outside the Forest of Bowland to get out more for day trips to enjoy the scenery and possibly go for walks and that this is greatly appreciated.

### 4. Local Spending

The bus passengers spent an average of £14.05 on the day they were surveyed and a few also paid for local accommodation. It was clear that much of this spending would be foregone if the buses stopped running as many people would not go out and most of the rest would go to another destination. Many of the alternative destinations were outside of the area.

### 5. Reducing Car Use

A few people would use their cars if the bus were not running, but the low numbers seem to suggest there is potential to encourage more car users onto the bus services. These are likely to be higher spenders than many of the current users. Many car-owning pensioners are trying out days on the buses now that they can travel for free and areas such as the Lake District are reporting record bus patronage. There appears to be potential to persuade new visitors to the Forest of Bowland onto the buses, through better marketing on the Forest of Bowland website, information from accommodation providers, walking and bird-watching clubs.

