Public Transport Provision Analysis - The Burren

TRANS TOURISM

Interreg IV B Northern Periphery Programme
2007-2013
May 2011

Clare County Council
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1. Introduction

1.1 TransTourism

TransTourism is a trans-national co-operation project between Sweden, Iceland, Scotland, Northern Ireland and Republic of Ireland. It forms part of the Interreg IV B Northern Periphery Programme 2007-2013.

The Burren Connect Project, through Clare County Council, is co-operating with other organisations in the aforementioned countries to deliver this research and dissemination project that aims to develop trans-national, innovative, long term and sustainable transport solutions adapted to rural tourism areas. For Clare County Council, the aim of the project is

“…. to develop innovative, long term and sustainable solutions for transport services adapted to suit the Burren.”

It is intended that new transport services will improve accessibility and encourage lower car dependency for tourism associated travel activity in the Burren and environs. It is hoped that this goal will, in turn, lead to longer term economic and environmental benefits.

It is expected to achieve this goal by co-ordinating existing public and private transport services. It is also expected that developing existing services could provide a more flexible and improved public transport option for tourists travelling to, from and around the Burren. The changes will need to be adaptive to respond to seasonal demand.

At study inception it was an ambition to introduce a smart card technology. This technology was intended to provide an integrated and simple form for use on the proposed public/private sector transport solutions.

1.2 Challenges

One of the main transport challenges facing the Burren region is accessibility, remoteness and relatively poor public transport service provision. The road network is less facilitating than in the urban areas, whilst rail and bus services are either infrequent or non-existent.

The seasonality of tourism demand in the area presents an additional challenge to transport planners and operators, making it difficult both to meet peak demand and justify services outside of the peak season.
To date there has been no specific transport plan integrated into the region to facilitate the tourism destinations with the everyday requirements and seasonal variations. Therefore, access is best made by utilisation of private car.

The Burren Connect Project has been involved in the development of the Burren as an ecotourism destination. For the region to succeed in this aspiration, its public transport system has to improve.

1.3 Public Transport Provision Analysis

To aid the project Mott MacDonald Ireland were appointed by Clare County Council to provide the following services:

1. To carry out a review of existing public transport services, including tourist services operating in the region. The review should include information provision, booking/ticketing systems, timetables, numbers using the service and planned services for the future.

2. To provide baseline information from which the impacts of TransTourism can be assessed; such as estimated numbers currently using existing services, modes of transport and average distance of journeys.

3. To carry out a SWOT analysis of the current services.

4. To conduct a brief review of medium to long term tourism strategies for the region.

The report addresses each of these tasks separately, as follows:
- Section 2 details the review of the existing public transport services,
- Section 3 comments on the baseline information available,
- Section 4 contains the SWOT analysis,
- Section 5 reviews the relevant tourism strategies, and
- Section 6 concludes and contains a list of recommendations.
2. Review of Existing Services

In order to identify ways in which to develop TransTourism in the Burren region it was necessary to carry out a review of the existing public transport services. The review focuses on the existing public transport in the region and also how transport is promoted by stakeholders and visitor centres in the study area.

The review is largely based on the in-depth knowledge that the project team have gathered for the study area while developing the Mid West Area Strategic Plan (MWASP). The MWASP is a twenty year planning, land-use and transportation strategy for the Mid-West of Ireland including the counties of Limerick and Clare. The final project report is at pre-draft stage. This has been further supplemented by reviewing, discussing and researching transport provision in the Burren through a number of medium. In addition a brief survey was undertaken with Burren TransTourism Local Partners and other selected visitor centres in the region. There was a limited response to the survey and the results returned were analysed to help draw conclusions. A copy of both the transport operator survey and the tourist attraction survey are contained in Appendix A. Some one-to-one discussions were also held to gain further information.

2.1 Bus Services Operating in the Region

The study area is provided with a host of public transport bus options delivered by public and private operators under a range of licences governed by the National Transport Authority. Unfortunately the data available in the licence applications does not actually provide detailed routings and it is not certain that all routes are been operated, although it is assumed that most are following some research into the companies websites and conversations with same. Table 2.1 outlines the licences that are obvious services serving the Burren from the available database of information available on the current list of bus licence holders. This is supplemented with website listings, booking/ticketing and service provision information.

<table>
<thead>
<tr>
<th>Operator’s Name</th>
<th>Licence Type</th>
<th>Origin</th>
<th>Destination</th>
<th>Service Provision</th>
<th>Booking / Ticketing</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barratt Executive Travel Limited</td>
<td>Tour</td>
<td>Limerick</td>
<td>Cliffs of Moher</td>
<td>Saturdays from 19/3 – 30/4 2011 then everyday except Friday from 2nd May 2011.</td>
<td>Online</td>
<td><a href="https://www.4tours.biz">https://www.4tours.biz</a></td>
</tr>
<tr>
<td>Eirtrail Teoranta</td>
<td>Tour</td>
<td>Dublin</td>
<td>Cliffs of Moher</td>
<td>1,2,3,6 &amp; 7 Day Tours</td>
<td>E-mail, Phone</td>
<td><a href="http://www.eirtrail.com/">http://www.eirtrail.com/</a></td>
</tr>
<tr>
<td>Esteras Javier</td>
<td>Seasonal</td>
<td>Galway</td>
<td>Cliffs of Moher</td>
<td>Unavailable</td>
<td>Unavailable</td>
<td>Unavailable</td>
</tr>
<tr>
<td>Operator’s Name</td>
<td>Licence Type</td>
<td>Origin</td>
<td>Destination</td>
<td>Service Provision</td>
<td>Booking / Ticketing</td>
<td>Website</td>
</tr>
<tr>
<td>-------------------------</td>
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<td>--------</td>
<td>-------------</td>
<td>-------------------</td>
<td>---------------------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td>Extreme Event Ireland Ltd</td>
<td>Tour</td>
<td>Dublin</td>
<td>Burren</td>
<td>1 day Tours</td>
<td>E-mail, Phone</td>
<td><a href="http://www.extremeireland.ie/">www.extremeireland.ie/</a></td>
</tr>
<tr>
<td>Healy Michael</td>
<td>Tour</td>
<td>Salthill</td>
<td>Cliffs of Moher</td>
<td>Daily</td>
<td>E-mail, Phone</td>
<td><a href="http://www.cliffsomohertours.ie/">www.cliffsomohertours.ie/</a></td>
</tr>
<tr>
<td>Keogh Patrick Joseph</td>
<td>Specific</td>
<td>Galway</td>
<td>Cliffs of Moher</td>
<td>None Scheduled</td>
<td>E-mail, Phone</td>
<td><a href="http://www.pktravel.com/">http://www.pktravel.com/</a></td>
</tr>
<tr>
<td>Keogh Patrick Joseph</td>
<td>Targeted</td>
<td>Galway</td>
<td>Cliffs of Moher</td>
<td>On Tuesdays now &amp; 3 days/week from May</td>
<td>E-mail, Phone</td>
<td><a href="http://www.pktravel.com/">http://www.pktravel.com/</a></td>
</tr>
<tr>
<td>Paddywagon Limited</td>
<td>Tour</td>
<td>Dublin or Killarney</td>
<td>Cliffs of Moher</td>
<td>1,2,3,4,6 &amp; 10 Day Tours &amp; Daily Tours</td>
<td>Online, E-mail, Phone</td>
<td><a href="http://www.paddywagontours.com">www.paddywagontours.com</a></td>
</tr>
<tr>
<td>Murray Raphael</td>
<td>Seasonal</td>
<td>Galway</td>
<td>Galway</td>
<td>Daily</td>
<td>E-mail, Phone</td>
<td><a href="http://www.galwaytourcompany.com">www.galwaytourcompany.com</a></td>
</tr>
<tr>
<td>Naughton Coach Tours Ltd.</td>
<td>Tour</td>
<td>Galway</td>
<td>Galway</td>
<td>Daily</td>
<td>Online</td>
<td><a href="http://www.ontours.biz/">http://www.ontours.biz/</a></td>
</tr>
</tbody>
</table>

Source: http://www.nationaltransport.ie/bus/licensing.html, above websites and telephone calls to operators

Many private bus operators run tours to and within the Burren Region on daily routings or longer tours.

Rail Tours Ireland (www.railtoursireland.com) also offer a combined transit service of rail and bus to the Burren and surrounding areas on single and multiple day excursions where accommodation is also organised.

It is noticeable that some licences issued have the same origin and destination, these are round trips. Some licence types are specifically for scheduled tours, some seasonal and others specific targeted. These operators cover a multitude of routes and information on routings is not specifically available for most. Most of these tours limit patrons to a fixed schedule and fixed locations. Once on the tour, the patron must stay on the tour for its duration and have not got the freedom to choose their own route or how long they stay at a particular location.

The region is also more regularly served by a frequent public transport service provided by Bus Éireann, as outlined in Table 2.2.
Table 2.2 - Bus Éireann Services

<table>
<thead>
<tr>
<th>Service No.</th>
<th>Bus Routing</th>
<th>Service Provision / Day</th>
<th>Booking/Ticketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>Galway – Lisdoonvarna – Cliffs Of Moher</td>
<td>1 service per day, departs 10.30 and gives 1 hr 10 minutes at Cliffs of Moher. Changes to 4 services from June-Sept to Cliffs of Moher and additional 2 services to Doolin Hostel. Similar reverse routing.</td>
<td>Online, Onboard, Train/Bus Stations, Ticket Agents</td>
</tr>
<tr>
<td>333</td>
<td>Limerick - Ennis - Lisdoonvarna - Doolin</td>
<td>3 services in each direction, but varies by time of year</td>
<td></td>
</tr>
<tr>
<td>337</td>
<td>Ennis - Milltown Malbay - Doonbeg</td>
<td>1 service in each direction</td>
<td></td>
</tr>
<tr>
<td>423</td>
<td>Galway - Lisdoonvarna - Doolin</td>
<td>8 services in each direction, however level of service varies depending on stop and time of year</td>
<td></td>
</tr>
</tbody>
</table>

Source: www.buseireann.ie

Bus Éireann also run tours from Dublin and some of the other regional cities. At the time of reporting Bus Éireann only had advertised day trips to the locations on figure 2.1.

They do however have advertised that day trips to Ailwee Caves and Cliffs of Moher will recommence in the summer (July & August).

In addition, under the National Development Plan 2007-2013, the Department of Transport fund Clare Accessible Transport (CAT). This service operates with Ennis as the principal hub, with 8 weekly services using six low floor fully accessible minibuses owned by CAT, as well as by a local private operator under contract. However each of these services only operates one day a week.

Figure 2.1 - Bus Éireann Day Trips

Source: www.buseireann.ie
Table 2.3 - Clare Accessible Transport Services

<table>
<thead>
<tr>
<th>Routing</th>
<th>Service on</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ennis – Inagh – Corofin</td>
<td>Saturdays</td>
</tr>
<tr>
<td>2. Corrofin Shopper</td>
<td>Saturdays</td>
</tr>
<tr>
<td>3. Ennis Miltown Malbay</td>
<td>Saturdays</td>
</tr>
<tr>
<td>4. Aughinish – Kinvara – Gort</td>
<td>Friday</td>
</tr>
<tr>
<td>5. Ballyvaughan – Lisdoonvarna - Ennistymon (including Kilfenora)</td>
<td>Tuesday</td>
</tr>
<tr>
<td>6. Tubber – Gort</td>
<td>Friday</td>
</tr>
<tr>
<td>7. Carran – Gort</td>
<td>Friday</td>
</tr>
<tr>
<td>8. Ennis – Corrofin – Lisdoonvarna – Ballyvaughan</td>
<td>Tuesday</td>
</tr>
</tbody>
</table>

Source: CAT Connects

2.1.1 Airport Onward Connections

Onward connectivity from each of the international airports within the study area, Shannon and Galway, are facilitated by road based transit only.

**Shannon Airport**: Bus connectivity from/to Shannon is provided by only two operators currently running scheduled services from/to the airport. They are JJ Kavanagh’s and Bus Éireann. JJ Kavanagh’s schedule services from Shannon Airport are very limited with only five buses over the daily 24hr period, on a weekday. These buses all have a stop in Limerick and most have onward destination of Dublin Airport. The 22:30 has a final destination of Nenagh.

In the opposite direction, Dublin-Shannon Airport, JJ Kavanagh’s provide a similar service, with the 13:15 service originating in Nenagh rather than Dublin airport. Journey time is approximately 4.5 hours by bus, a trip can be made by car in 3 hours.

Colbert Station in Limerick is the main interchange point between Rail and Bus for all Bus Éireann Services. It does not serve the private bus services whih stop in the city centre. Onward Rail connections to Dublin, Cork and intermediary stops can be made from Colbert Station. On the Bus Éireann website it states;
With one hundred and thirty-six Bus Éireann services passing through Shannon Airport every day, we are your best option for reaching your final destination. Bus Éireann run the highest frequency direct services to & from Shannon Airport. All services on the Galway/Limerick/Cork corridor pass through the Airport.

In addition Bus Éireann provides frequent direct coach services between Shannon Airport & Limerick City; between Shannon Airport & Ennis.

**Galway Airport:** There is only one scheduled service, provided by Bus Éireann to access/egress Galway Airport. This departs the Galway City at 13:00 (Mon-Fri) and departs the airport at 13:40. Journey time is approximately 25 minutes.

At both Shannon and Galway there are taxi services available and rates to Limerick and Galway City are €34\(^1\) and €17\(^2\) respectively. For €20\(^3\) it is possible to hire a car for one day from either airport. An adult single from Shannon Airport to Limerick City is €5.76 and from Galway Airport to Galway City is €3.30. Therefore, buses are a cheap alternative with good service from Shannon but poor service from Galway. However, hiring a car for a day is as good if not more economically viable than taking a taxi.

### 2.2 Information Provision

There is a discrete lack of public transport information provided in and for the study area, particularly by the tourist attractions. The Cliffs of Moher website offers some of the best information, provided by any tourist attractions, for tourists wishing to access their visitor centre by mechanised modes of transport. However the value of the information provided for public transport users is very limited, i.e. a link to the Irish Rail website does not indicate that the closest rail station is in Ennis, over 30km away, or a link to the Bus Éireann website does not tell you how to get to the tourist attraction using this service.

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1. [www.shannonairportcabs.ie](http://www.shannonairportcabs.ie)
2. Telephone quote Galway Airport to Eyre Square [http://www.bigotaxis.com](http://www.bigotaxis.com)
In general, information provided on the public transport offering is of;
1. poor quality,
2. not very user unfriendly,
3. not integrated between modes,
4. poorly presented and
5. dated in its format of presentation.

Very few of the travel offerings actually map their services and those
that run a number of services using different routes do not give a
combined map showing the combinations.

Addressing a lot of these issues the National Transport Authority (NTA)
is currently out to tender for the development of a National Intermodal
Journey Planner (NIJP). The development of the NIJP is founded in
both the e-government strategy and also the Public Service Agreement
2010-14 (Croke Park Agreement). The anticipated programme for
delivery of the NIJP is by the end of 2011 with expected testing of same
to start in autumn 2011.

The expected tender brief indicates a requirement to “develop a NIJP
that encompasses all licensed and contracted public transport services
on the island of Ireland”. The initial version of the NIJP will not
incorporate walking and cycling, however, these are listed as a revised
version possibility.

Of significant importance to our Northern Ireland partners in this project
is that the NIJP will also include all transport services in Northern
Ireland, where an agreement has been reached with Translink.

Once launched it is anticipated that the NIJP will be hosted on
www.transportforireland.ie a website of the National Transport
Authority. Agencies will be encouraged to utilise the service and may
access the site through portals on their own websites.

Transport operators and visitor centres in the Burren should be
encouraged to link to this service provision and use it to develop the
accessibility of the Burren as a tourist destination and to build on the
Ecotourism ethos.

The NIJP will therefore address many of the aforementioned issues in
relation to information provision and planning a journey from origin (in
Ireland) to destination (in Ireland) to the extents that the public transport
provision allows.
2.3 Booking and Ticketing Systems

In general, tourism destinations, smaller transport operators and in particular their websites have limited or no interaction with pre-booking or ticketing systems, especially good quality online service provision. Table 2.1 outlines some of the booking/ticketing services available.

Bus Éireann offer on-line bookings where 10% discount is offered for a large number of services and open road tourism tickets. These allow unlimited travel for a fixed number of days, usually three in a six day period, that may be extended. There are also general discounts for booking on-line.

Of the booking and ticketing systems available, particularly Irish Rail, Bus Éireann and Clare Accessible Transport (CAT) there is limited or no integration between service providers, with the exception of Rail Tours Ireland where planned and integrated tourist provision can be had.

There are generally very limited incentives offered to support use of public transport by tourists. In fact, where CAT is concerned, an annual registration of €10.00 is charged and the minimum spend on its website is a €20.00 book of tickets. This would appear to be more of a disincentive to a tourist.

2.4 Timetables

The majority of services in the country are operated by Bus Éireann, the main state-controlled operator of public transport provision. Their full service offering gives those travelling the opportunity to travel the country by bus or connect from any part of the country to the study area by bus. All bus timetables are hosted on their website, www.buseireann.ie, and this website also includes their journey planner. However, the introduction of a journey planner from Bus Éireann has simplified the timetable process and journey planning somewhat.

CAT offer a more localised community based service that would appear to be more aimed at local trips for residents and facilitating a key social integration role in the community and wider region. Again their timetable is hosted on their website but is very difficult to understand and would give the impression that over 30 services are run, where as information from CAT indicates there is in fact only 8 services.
Whilst a regular service operates in the main urban areas the rural services between the main population centres (Ennis, Limerick, Galway, Shannon) and circumnavigating the Burren are more erratic with complex timetables.

The timetables of other operators in the region, where available, are presented in dated formats and are not user friendly. Most timetables are difficult to understand and the services being offering do not have any noticeable co-ordinated timetable integration.

The routes services taken are not clearly displayed on any integrated map for single or multiple operators for the study area, unlike international comparators (see Appendix C).

2.5 Numbers using the service

In general, information is limited and of the information available it cannot be broken down into any real and meaningful state to support analysis.

Of the information collected on a seasonal basis, there are many discrepancies and the accuracy of the data with such discrepancies means that it cannot be heavily relied upon. Please refer to Appendix B where a sample of the data provided has been tabled, mapped and reproduced to show these discrepancies.

Some information made available is commercially sensitive (and cannot be published here but has been reviewed as part of the study) but the boarding and alighting figures are not detailed so we cannot understand distances travelled by customers, the single and multiple users and the ticket types been used.

Rural Transport figures appear to be gradually growing but again a breakdown of type of passenger, location of boarding/alighting and distance travelled is not specifically available.

<table>
<thead>
<tr>
<th>Year</th>
<th>Patronage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>38,123 (Burren ~11%)</td>
</tr>
<tr>
<td>2009</td>
<td>39,403 (Burren ~12%)</td>
</tr>
<tr>
<td>2008</td>
<td>37,674 (Burren ~10%)</td>
</tr>
<tr>
<td>2007</td>
<td>32,659</td>
</tr>
<tr>
<td>2006</td>
<td>31,173</td>
</tr>
</tbody>
</table>

Source: CAT
Although not presented, as it is commercially sensitive information, the figures of passengers on regional and inter-city publicly operated services continue to fall although there has been some growth in the service provision around the Burren region between Limerick and Galway, via the west coast. There has been evidence produced to show, where the Cliffs of Moher was a destination that 2010 figures were up 10% on 2009. For commercial purposes details of the figures cannot be released.

One operator has indicated that in 2007 patronage was at 9,000 and in the following years dropped year after year to 5,000 in 2010. Additional information received from Clare County Council on link flows is sporadic and unreliable due to large variations and discrepancies in many areas. Anecdotal evidence from destinations and coach tours is that tourist numbers are continuing to fall.

Survey information\(^4\), relating to transit, associated with tourist destinations is of little benefit in analysing transport trends and decisions in mode choice.

### 2.6 Small public service vehicles (SPSV)

SPSV are privately owned vehicles driven for hire or reward only under a state specific license. There are five basic categories of vehicle licences covering this transport class. They are;

- Taxi
- Wheelchair accessible taxi
- Hackney
- Wheelchair accessible hackney and
- Limousine

In the region many local taxi operators run tours; however these are by pre-booking only. The few taxi operators that were contacted as part of this report expressed a willingness to expand their service if the systems were in place which would enable them to provide a viable option for tourists travelling to the area.

Licensing is provided for on a county basis and the information for Clare is as follows;

---

\(^4\) Failte Ireland Heritage Survey 2009, Census 2006, Poulnabrone Visitor No’s Survey.
Table 2.5 Taxi Related Services in Clare

<table>
<thead>
<tr>
<th>County</th>
<th>Hackney</th>
<th>Limo</th>
<th>Taxi</th>
<th>Wheelchair</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clare</td>
<td>199</td>
<td>37</td>
<td>202</td>
<td>17</td>
<td>455</td>
</tr>
</tbody>
</table>

Source: Taxi Regulator

2.7 Transport in the Region

In 2007, a report was carried out by the Burren Connect Project on Burren Tourism and Visitor Profiles. In a survey as part of this project a sample size of 583 outlined it was largely evident that car was the major dominant mode choice for visitors, as per the pie-chart opposite.

The 2006 Census figures for Clare would indicate that for the largest trip purpose, trips to work, only a low single digit percentage figure actually use public transport. The dependence on car as a mode of transport is probably reflected by the research by Pobal as part of the Rural transport programme in their 2009 publication ‘Rural transport connecting rural Ireland’, where is outlines accessibility as an issue.
Accessibility index, based on town size, proximity to town and public transport network, 2008

Source: Pobal Report

2.8 Planned Services for the Future

It is evident from our review that there is a requirement to re-establish and reform the public transport offering in Clare, including the Burren. This provision goes beyond providing for TransTourism and needs to map the local requirements with an ability to be sold to tourists and the flexibility to grow or be supplemented with greater capacity during seasonal peaks. There is also a national transport policy that has a target of achieving 55% of travel to work by means other than single
person car journeys. At the moment the Mid-West region averages a low single digit percentage.

The requirement for a revised transport plan is also articulated in the Mid-West Regional Planning Guidelines (pg 85) (www.mwra.ie/Regional_Planning) where a rural transport hub-and-spoke approach centred on a hierarchy of towns is promoted.

Within the pre-draft of the Mid West Area Strategic Plan (not yet published) a revised service offering is also been promoted along with a proposed schedule of services, some of which are specific to the Burren region.

Evidence from survey research would suggest all the current providers are either consolidating or retracting from existing service provision, as the market retracts, and in so doing the service offering is more likely to suffer. However, in the process of finalising the report (between issues of Draft B & C) Galway Bay Executive Travel launched a “hop-on/hop-off” bus service between Galway and Lahinch. The service departs Galway at 08:00 and arrives in Lahinch at 10.20am. It does localised round trips from Lahinch during the day, yellow route on map opposite, serving Liscannor, Lisdoonvarna, Doolin and the Cliffs of Moher. It carries a return trip to Galway in the evening.

There may be the potential to improve the quality (e.g. flexibility, penetration, convenience and comfort) of existing rural transport services using a taxi-based model, to provide an attractive proposition for the mobility impaired, commuters and tourists alike. It may be appropriate to establish regional contracting entities to represent individual taxi operators. These could enable taxi firms to run services, facilitate the equitable distribution of resources between operators and allow them to interact to facilitate the development of larger scale services. If taxi operators do not wish to co-ordinate services themselves, it is possible that other operators, potentially existing not for profit companies such as CAT, could provide a region- or county-wide brokerage service.

Indeed some of vehicles used by rural transport companies are already provided by private operators under contract. Individual taxi operators could then also benefit from existing booking, scheduling and management systems. A proposed pilot for rural based taxi services is included in the pre-draft Mid West Area Strategic Plan and possibly CAT should also look at the commercial viability of increasing services during the summer months where service provision connects tourist attractions and Ennis.
Aside from the NTA’s NIJP there would appear to be very little movement by any of the operators or destinations to heavily invest into the dissemination of more sustainable transport options, information or specific ticketing incentives for travelling around, from and to the Burren.
3. Baseline Information

The project brief requested that baseline information be provided from which the impacts of TransTourism can be assessed. This information was to include, but not to be limited to, estimated numbers currently using the services, modes of transport and average distance of journeys. In order to do this the project team assessed information available from Clare County Council, transport operators and visitor centres.

The present information is sparse, irregular, inconsistent, sometimes based on estimates and of limited value. Therefore the compilation of this information to inform a robust baseline to work from is not possible. We have however outlined the assessment results of our review below.

3.1 Clare County Council

In 2009 and 2010, Clare County Council undertook a number of one-day manual traffic counts at different locations around the Burren region. Appendix B contains a map of the area detailing the total number of buses and the number of cars as collected on the day of the survey at each location.

Annual Road Census Data at a number of locations were also received from Clare County Council, however this is considered to be of no benefit as the information provided only details the total number of vehicles and total number of heavy vehicles. The percentage of foreign traffic is also recorded at some locations, but the most recent data was from 2000 and so is considered to be no longer representative.

These surveys offer a limited insight into the volume of traffic on the road network. Unfortunately they cannot be considered satisfactory to assist in assessing the impacts of TransTourism as the information collected in relation to public transport is insufficient. There are also some large volume changes at the points of collection between 2009 and 2010.

Although this data may serve the purpose it was gathered for, the information is not of any significant value in establishing any form of baseline. More comprehensive data including the size of bus, whether it is public or private, in or out of operation, origin and destination, passenger numbers and type of passengers carried (tourist, local or passing through) would be the type required to be of benefit. Similar information on car usage, walking and cycling would also be helpful to establish the tourist numbers that travel by different modes.
Information should be collected over a longer period than one day and over a number of years to assess if investments in change are effective.

### 3.2 Transport Operators

As highlighted in section 2.5, the transport related information that is available is one or many of the following: commercially sensitive, illogical, estimated, random and or inconsistent.

That is with the exception of information from CAT, Table 2.4. However the depth of the information is limited and this correlates to its value as a means of establishing the use of it for a baseline to assess the TransTourism impacts.

Bus Éireann also hold reasonable data sets but not to the level of detail that the tender had anticipated was available. Although commercially sensitive, the data only really covers the number of passengers on the route/service. There is no data available to categorically confirm the distance people travel or if people use the service as a hop-on and hop-off service to access destinations.

### 3.3 Visitor Centres

The availability of useful transport related data that could be utilised from tourism destinations and attractions is again unfortunately very limited. When comparing data sets received from Clare County Council and those provided by visitor centres and tourist destinations anomalies are fairly evident.

**Burren Perfumery** indicated that their business sales are growing year on year by an average of 10% and although they do not survey the number of patrons they are estimated at about 30,000 in 2010. Because they do not have bus parking, except for coaches of 20 seats or less, their figures are slightly skewed. They estimate the mode split is Car 98%, small coach 1% & bicycle tours 1%. They also believe their location is completely inaccessible by public transport.

**Burren Outdoor Education Centre** has seen some fluctuation in patronage between 2006 & 2010, as presented opposite. As they have no direct access to public transport their figures are heavily skewed towards car dependency. They estimate that public transport usage is only about 5%. They are however willing to engage further by helping and supporting more sustainable options.
At The **Burren Centre** visitor figures are as follows over the last five years;

**Burren Centre - Survey Data**

<table>
<thead>
<tr>
<th>Year</th>
<th>Patronage</th>
<th>Mode</th>
<th>Estimated % Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>26,500</td>
<td>Car</td>
<td>20%</td>
</tr>
<tr>
<td>2009</td>
<td>27,500</td>
<td>Motorcycle</td>
<td>2%</td>
</tr>
<tr>
<td>2008</td>
<td>27,000</td>
<td>Bus</td>
<td>60%</td>
</tr>
<tr>
<td>2007</td>
<td>28,000</td>
<td>Other Public Transport</td>
<td>10%</td>
</tr>
<tr>
<td>2006</td>
<td>26,000</td>
<td>Bicycle</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Foot</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Burren Centre

Surprisingly the data provided by the centre indicates a good mode split (estimated). The facility does however have both public and private bus operators stopping including Galway Tour Company and Bus Éireann.

In **Aillwee Cave & The Burren Birds of Prey Centre** they are able to produce actual tourist numbers and also have a reasonable estimated mode share arriving by bus, as follows;

**Aillwee Cave & The Burren Birds of Prey Centre - Survey Data**

<table>
<thead>
<tr>
<th>Year</th>
<th>Patronage</th>
<th>Mode</th>
<th>Estimated % Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>92,123</td>
<td>Car</td>
<td>60%</td>
</tr>
<tr>
<td>2009</td>
<td>115,498</td>
<td>Motorcycle</td>
<td>5%</td>
</tr>
<tr>
<td>2008</td>
<td>132,288</td>
<td>Bus</td>
<td>30%</td>
</tr>
<tr>
<td>2007</td>
<td>143,069</td>
<td>Other Public Transport</td>
<td>N/A</td>
</tr>
<tr>
<td>2006</td>
<td>147,634</td>
<td>Bicycle</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Foot</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Burren Centre

The facility has good interaction with bus and tour operators including;
- Healy’s Day Tour from Galway,
- Lally’s Day Tour from Galway,
- PK Travel Ennis,
- Various Coach Companies driving for different Irish Tour Operators,
- English and French Coach Operators,
- Various Coach Companies driving Schools and Universities,
- Paddy Wagon Private Tours
At Caherconnel Fort the car is also heavily dominant as an estimated mode provider. The figures provided indicate 15% on bus and 80% by car, with the remainder by walk, cycle and motorbike. Tourist figures in 2010 (18,500) are now back to less than 2006 (21,000) numbers at from a height of 23,000 in 2007.

There are some good examples of collected and valuable data, in particular that from the Cliffs of Moher. The traffic data received from the Cliffs of Moher is for the years 2007 to 2010. Details of an exit survey from the site for 2009 were also received.

However, the process for the data collection should be more formalised and less dependent upon an estimation process used in presenting the results.

None the less, it is reasonable to assume from the data that the level of sustainable transport use to access this site would appear to be relatively high with an average of 39% of visitors in 2010 arriving by bus or coach. The percentage of people who had spent the previous night in County Clare and who would spend the proceeding night within the county was also high and this gives opportunity for expanding the public transport services within the region to cater for tourists. Possibilities therefore exist to offer two and three day travel passes integrated with destination/tourist attraction access passes.

The data sets would be more helpful if they had more justification for the estimate assumptions used, even a random sample of patrons per bus, and also if the data sets broke down the bus users into Bus Éireann and private coach tours. Responses to the broader survey we undertook with some of the visitor centres were very inconsistent with large variations in the percentages of visitors travelling to the various attractions by different modes of transport. Some tourist attractions reported car mode share as high as 98% while others reported it as low as 52% with 40% travelling by a combination of buses facilitated by both public and private operators.

This uncertainty and inconsistencies in the data sets point to the need for a more structured and detailed survey to be undertaken across a wide selection of visitor attractions, at a similar time, in order:
- to draw a reasonable base line
- to draw up a mitigation plan
- to be able to assess the wider impacts of TransTourism once implemented.
4. Review of Relevant Strategies

4.1 Introduction

In order to take full advantage of the potential of TransTourism and to maximise the support it receives from government bodies and stakeholders alike it is important to ascertain how it fits in with the relevant tourism and transport strategies.

4.2 Strategies

There are several tourism strategies that cover the region from a national and regional perspective but a limited amount of transport strategies. In addition to the strategies, there are also a number of Plans and Guidelines that were considered. These include, but are not limited to, the following;

- Shannon Airport Catchment Area Economic & Tourism Development Plan 2008
- Tourism Strategy for the Shannon Region 2008 - 2010
- Tourism Strategy for County Clare 2010 - 2013
- New Horizons for Irish Tourism – An Agenda for Action 2008
- Fáilte Ireland Tourism Product Development Strategy 2007-2013

The Irish Planning System also has tourism strategies embedded throughout the following documents;

- National Spatial Strategy 2002 - 2020
- National Development Plan 2007 - 2013
- Mid- West Regional Planning Guidelines 2010 - 2022
- County Development Plan – 2011 - 2017
- Local Area Plan 2009 – 2015

Unfortunately there does not appear to be a long term tourism strategy document, setting out a vision for the future spanning over a 20 year period and beyond. Rather those that are available would be considered short term strategies, say less than 5 years or medium term, less than 10 years.

A critical theme throughout nearly all the strategies is the issue of accessibility and connectivity. Within the Regional and County Plans the significance of Shannon to the region, in order to support accessibility and connectivity, is strongly noted. However, it is difficult to grasp any strategy and say that it fully encompasses the tourism and transport agendas in such a way that they are fully cognisant of one another and informing and influencing each other.
It could be argued that there is essentially no national transport strategy for Ireland and the nearest we would have to an overall strategy is a national transport investment strategy, namely Transport21. Transport21, launched in 2006, as a ten year plan, is now very much obsolete due mainly to the current economic climate. It has delivered many projects including addressing accessibility.

In 2009 the Department of Transport launched a national green transport policy under the title of Smarter Travel. From this a National Cycle Policy Framework was developed.

There is no national aviation strategy or policy.

On a regional level the four local authorities of the Mid-West; Clare County Council, Limerick County Council, N.Tipperary County Council and Limerick City Council are in the process of developing a regional planning, land-use and transportation strategy. The study has been titled the Mid-West Area Strategic Plan (MWASP). The initial terms of reference for MWASP included Tourism as a key discipline to be reviewed in the context of planning, land-use and transport. However, but due to budget cut-backs the proposed Tourism module to be included in the regional strategy was removed. The strategy is in pre-draft stage and is expected to go on public display in the second half of 2011.

4.3 Transport Strategy Review

4.3.1 Transport 21

Transport 21 (T21) is a capital investment framework under the National Development Plan through which the transport system in Ireland will be developed, over the period 2006 to 2015. The objective of T21 was to address the twin challenges of past investment backlogs and continuing growth in transport demand, with an overall aim to:

- increase accessibility – making it easier for everybody to get to and from work, school, college, shopping and business.
- ensure sustainability – recognising that a modern transport system must be sustainable from an economic and environmental perspective.
- expand capacity – addressing existing deficiencies and providing for future growth.
- increase use - managing the transport network and seeking to increase the use of public transport
• enhance quality – improving safety, accessibility, integration, reliability, speed and comfort.

T21 provides capital funding only for major infrastructural projects. It is stated as been complementary to other Government initiatives such as the Rural Transport Programme and the Sustainable Travel and Transport Plan. And furthermore, was informed by the National Spatial Strategy, the Regional Planning Guidelines and a number of other regional land use and transportation strategies for major urban areas and their hinterlands, including the Limerick Planning Land Use and Transportation Study. We understand this study was never adopted by the local authorities in the region, including Clare County Council.

T21 is cognisant of the Tourism requirements and addresses some of the accessibility issues at the higher end of the transport hierarchy, access via airports, motorway connectivity between cities, national road upgrades, new public transport rolling stock and new public transport infrastructure. The Burren region will have benefited from upgrades to Shannon Airport and other regional airports in the west, new regional buses, new roads and the opening of the western rail corridor.

4.3.2 Smarter Travel Policy

The Smarter Travel Policy, launched in April 2009, outlines the various actions that will be implemented to achieve a vision of a sustainable transport system by 2020.

The policy is important because it sets out a marked change and direction in approach to transport planning in Ireland from heretofore. The policy outlines actions aimed at reducing the distances travelled by car, and actions to ensure alternatives such as walking, cycling, and public transport are more widely available.

It specifically outlines 49 actions of which Action 15 & 16 specifically set out policy direction for walking and cycling associated with tourism. Action 21 of the policy sets out agenda for integrated ticketing and specifically states;

“We will rollout integrated ticketing so that it will be national in scope and support all-island travel. An all-island travel ticket would also complement the work of Tourism Ireland, which promotes the island of Ireland to overseas visitors.”

Finally, under the general heading of Aviation, that covers policies 26 & 27, the policy identifies;

“As an island nation with an open economy, aviation provides a key transport link for us. Connectivity and access through international and
regional airports are vital for our tourism industry, which generated €4.9 billion revenue in 2007 from foreign visitors and employs some 322,000 people in the tourism and hospitality sector.”

4.3.3 Mid-West Area Strategic Plan (MWASP)

The Mid-West area Strategic Plan, although unpublished, has in close harmony with the Mid-West Regional Planning Guidelines offered an alternate network and schedule to the current bus operated public transport system for the region. It also calls for the piloting of a number of initiatives for the region including some that are outlined elsewhere in this report, namely demand responsive transport pilot schemes, further development of the rural transport initiative, implementation of smarter travel initiatives, and the hub-spoke approach to bus services.

4.3.4 National Cycle Policy

The National Cycle Policy has been developed against the backdrop of the Smarter Travel Policy. The policy mission is to create a strong cycling culture in Ireland. The vision is that all cities, towns, villages and rural areas will be bicycle friendly. Cycling will be a normal way to get about, especially for short trips.

The policy clearly identifies cycling tourism as an important activity as it brings money directly into rural Ireland. But it recognises that Ireland currently does not have a National Cycle Network on the ground. However, Fáilte Ireland has produced its Strategy for the Development of Irish Cycle Tourism (Fáilte Ireland, 2007) and in this Department of Transport publication it states;

“We will support Fáilte Ireland in developing and implementing its Strategy for the Development of Irish Cycle Tourism”.

Along with supporting the network and associated infrastructure role-out another main identifiable tangent is the objective in the policy to “Ensure Proper Integration Between Cycling And Public Transport (PT)”. The policy identifies there needs to be improved provision for the carriage of bikes on public transport vehicles (air, land and sea). It identifies “the main market here is not daily commuters who will generally leave their bikes at one (or both) end(s) of the PT trip but those recreational/tourist users who want to bring their own bikes to the scenic destination”. And in recent months there have been policy
changes by the transport operators and infrastructure improvements on some public transport services to carry bicycles.

Whilst recognising the harmony of approach between policies and strategies from different government departments are an important first step, the follow through is critical.

4.4  
Tourism Strategy Review

A summary of the main transport and TransTourism related areas form each of the key tourism strategies listed above are as follows;

4.4.1  
Fáilte Ireland Tourism Product Development Strategy 2007-2013

The reason for concentrating on the Fáilte Ireland Strategy is because it does appear to have largely influenced the other regional strategies.

On a national level the Fáilte Ireland Strategy identifies elements that are attributable to TransTourism through proposals that fall into two main areas. Firstly a series of actions around the broader tourism agenda and secondly a series of funding supports. Within these proposals the following key elements are of relevance;

3. Enhancing access to and around the country by:
   • Improving facilities at, and to, Dublin and the regional airports;
   • Accelerating the delivery of improvements in the road networks, in particular the delivery of the Atlantic Corridor, and public transport access;
   • Providing clear road and information signs; and
   • Seeking a speedy resolution to the issue of access to the countryside.

4. A total of €133 million of funding for tourism infrastructure will be provided, of this €105 million will be used to develop physical products primarily through the local authorities. These include:
   • Controlled access to environmentally sensitive areas;
   • Signposting;
   • Water based facilities and marinas; and
   • Leisure route development (walking and cycling particularly).

   The remaining €28 million will be used to reinvest in facilities such as:
   • Walking and cycling routes;
   • Moorings and Jetties.
The strategy recommended that these funds be either administered by Fáilte Ireland, or if implemented by other agencies, that Fáilte Ireland maintain a primary role in allocation decisions. It also clearly notes that some of the key issues that remain are the requirement for action in terms of physical infrastructure and services with particular emphasis on:

- Regional Access;
- Quality of the road network;
- Directional Signposting;
- Poor Internal Transport
  - From the Airports
  - To and between the regions
  - Public transport to rural location.

The strategy concludes that a quality integrated transport network is critical for competitiveness, return on investment and regional development. The key being that “good quality infrastructure and services are essential to building a quality tourism product”.

The strategy notes that tourism needs to be brought to the forefront of policy coordination by other bodies such as public transport providers.

4.4.2 Shannon Airport Catchment Area Economic & Tourism Development Plan 2008

- A comprehensive transport infrastructure development programme through the implementation of Transport 21 which addresses all of the key surface transport linkages to Shannon airport;
- Key deliverables identified include - Direct bus connections from airport to tourism and urban centres (Killarney, Limerick)
- Transport 21 Objectives identified as - to improve regional and rural public transport services.
- The strategy identifies that in 2008 - A number of applications for direct bus services linking Shannon Airport with tourism and urban centres, including Limerick, Cork and Killarney are currently being processed.

The document appears to place significant focus on the deliverables in Transport21, which are mostly road and rail improvements along with the provision of a newer bus fleet for Bus Éireann.
4.4.3 Tourism Strategy for the Shannon Region 2008 – 2010

- Nationally, there have been improvements in air access, marketing, transportation and cultural infrastructure
- Effective air and sea transport, and easy access within Ireland, is crucial.
- Limerick City is identified as the regions Transport Hub
- The EU-US Open Skies Agreement poses the challenge for Shannon to persuade airlines to retain their current levels of services and develop new ones in an open market. Key factors to achieve this are recognized to be strong US marketing, improvements in the transport infrastructure in the region,…

The word transport/transportation only appears in the document four times. There is no reference to addressing transportation related issues in the Action Plan.

4.4.4 Tourism Strategy for County Clare 2010 – 2013

- Strategic Goals include - Improved and integrated public transport & connectivity
- Challenges & Strategic Issues SWOT Analysis “Weaknesses” - Public transport system not fully accessible, integrated or countywide. Scheduling of public transport may not meet the needs of the customer – worker, visitor or resident.
- Challenges & Strategic Issues SWOT Analysis “Opportunities”  - To develop an integrated ticketing system within the public transport system / service & Smarter travel project
- Additional Challenges - The development of an integrated, countywide, public transport service and communications infrastructure.
- The strategy notes the key strategic areas are (1) Product Development & (2) Marketing and Promotion. Supporting each of these strategic areas are a number of priority crosscutting issues which include;
  - Improved connectivity through Shannon Airport and access to the County.
  - A traffic management plan to protect the natural environment in the county
  - To support a Smarter Travel Project in the Burren
### New Horizons for Irish Tourism – An Agenda for Action 2008

Section 4.4 Access Transport - Good direct international and domestic access links are essential to a competitive tourism sector. – The remainder of this section is very high level and deals with aviation and how Transport 21 investment is addressing infrastructural issues.

The report identifies that in 2003 ten strategic drivers would determine the success of Irish Tourism into the future, one of these was “Access Transport”. The strategy reviews the progress on Internal and External Access, the latter dealing with Aviation and the former again concentrating on the NDT and Transport 21 investments. The only tangible local element that can be identified in this section reads; *A new policy for tourism signage on National roads has been agreed; Fáilte Ireland are working with the Department of Transport on a policy for tourism signage on Regional and Local roads.*

In terms of broad strategic issues affecting tourism in Ireland:

- The continuing importance of access and transport infrastructure and operations

Under Business Environment Emerging Issues the report identifies; *“At national and international level, the interrelationship between tourism and travel, on the one hand, and the environment and sustainable development on the other has become a major focus of attention. This relationship will impact on tourism product, promotion and consumer behaviour as well as access and transport – which are explored further under those Drivers. It also means that there is a need to minimize developments which negate a positive image of Ireland as a "clean, green" island, e.g. through episodes of pollution.”*

Signposting remains a source of concern, but recent new policies and funding commitments are beginning to deliver improvements.

Under Access Issues Emerging Issues the report outlines - *At national level, Transport 21 will lead to a qualitative change in internal access, particularly in public transport in Greater Dublin, the Western Rail Corridor and elsewhere – as well as new road projects such as the Atlantic Road Corridor. At the same time, the potential impact of new policies on sustainable travel and transport may present both opportunities and threats from a tourism perspective.*
4.5 Conclusion

Although there are many referenced and reviewed documents, from which we have highlighted the elements of some, the scale of the strategies, policies and objectives are clearly not turning strategy into timelined actions with responsibilities, deliverable dates and funding allocations required.

Furthermore, from experience and anecdotal evidence, it is not clear that transport operators, government transport officials and the tourism sector are harmonised in order to specifically identify the local issues that need to be addressed and make delivery upon them.

However, in the very recent appointment of Ministers by the newly elected Taoiseach, Mr. Enda Kenny, there has also been a reshaping of government departments. Of significant note and importance is the amalgamation of Tourism and Transport, along with Sport, into the one government department. It may however, be more optimism than realism to expect that this amalgamation will actually affect change and interaction but one would hope that by point out the issues they may now have a better chance of been resolved, under one Minister.

In order to achieve some sustainable impact on the current situation we need to draw a better baseline, identify the strategy to be adopted into all strategic documents and policies and follow through with an implementation plan that can be monitored for success over time.
5. SWOT Analysis

A SWOT analysis was undertaken of the study area with the purpose of evaluating the strengths, weaknesses, opportunities and threats relating to the current transport services in the Burren Region.

The generation and selection of possible future actions/strategies for developing and improving the transport services in the Burren were derived with due consideration to the SWOT analysis. The SWOT analysis is detailed below in Table 4.1 SWOT Analysis of Study Area.

### Table 5.1 SWOT Analysis of Study Area

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Proximity to Shannon Airport &amp; Galway</td>
<td>- Lack of information on sustainable transport provision</td>
</tr>
<tr>
<td>- Proximity to Western Rail corridor</td>
<td>- Lack of promotion of tourist options to travel by public transport</td>
</tr>
<tr>
<td>- Proximity of location between Galway &amp; Limerick</td>
<td>- Few incentives and some possible barriers such as the registration fee for using CAT</td>
</tr>
<tr>
<td>- Reasonable regional connectivity with Bus Éireann services routing around the area</td>
<td>- Serious lack of baseline data</td>
</tr>
<tr>
<td>- CAT Rural Bus Service well established and growing</td>
<td>- No integration of service provision</td>
</tr>
<tr>
<td>- Regional willingness to support the objectives of TransTourism</td>
<td>- Information available is of poor quality and not user friendly</td>
</tr>
<tr>
<td>- Green Tourism agenda</td>
<td>- Services do not serve all key attractions</td>
</tr>
<tr>
<td>- Regional awareness of the issues</td>
<td>- Seasonality of trade</td>
</tr>
<tr>
<td>- Improving Road Network (M7, M18)</td>
<td>- Connectivity to/from Shannon/Galway to all attractions/destinations</td>
</tr>
<tr>
<td>- Expanding Rail Network – Western Rail Corridor</td>
<td>- Lack of fully integrated policies &amp; strategies</td>
</tr>
<tr>
<td>- Accessibility &amp; relative frequency of transport services along some routes</td>
<td>- Lack of integrated ticketing and costs</td>
</tr>
<tr>
<td></td>
<td>- No integrated incentive scheme</td>
</tr>
<tr>
<td></td>
<td>- No obvious reason to use sustainable modes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Complement other TransTourism regions in the country and combine marketing</td>
<td>- Reductions in fiscal support for public transport</td>
</tr>
<tr>
<td>- Extension of Western Rail Corridor</td>
<td>- Fuel costs may increase, reduce car usage and reduce visitor numbers</td>
</tr>
<tr>
<td>- Grow the green/sustainable Ecotourism and TransTourism agendas</td>
<td>- Other more accessible locations</td>
</tr>
<tr>
<td>- Better integrated transport options</td>
<td>- Disharmony with proposals / recommendations</td>
</tr>
<tr>
<td>- Data collection and dissemination strategy</td>
<td>- Inability to formulate collaborative strategies and workings</td>
</tr>
<tr>
<td>- Journey Planner by NTA</td>
<td>- Not building on the awareness</td>
</tr>
<tr>
<td>- Co-ordination of single objective – move more people around</td>
<td>- Reduction in international connectivity via Shannon</td>
</tr>
<tr>
<td>- Build on the good will people have expressed to address the issues</td>
<td>- Failure to develop Western Rail Corridor</td>
</tr>
<tr>
<td>- Central location for all information</td>
<td>- Shannon Development reduced funding</td>
</tr>
<tr>
<td>- Smarter travel support from government</td>
<td></td>
</tr>
</tbody>
</table>
Public Transport Provision Analysis - The Burren

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>− Integrated ticketing</td>
<td>− Affordable alternative transportation (hire cars)</td>
</tr>
</tbody>
</table>

As can be seen in the SWOT analysis table above, the Burren region when assessed has a multitude of strengths which will help when developing TransTourism. These strengths range from its proximity to two major cities to the willingness of stakeholders to develop the Ecotourism and TransTourism brands.

As always these strengths are someway counter balanced by weaknesses that so often persist in areas similar to the Burren. Even though the Burren is so close to major Irish cities, its public transport link to both these cities is poor. Also, due to the seasonality of the tourism demand, stakeholders and operators find it difficult to justify the capital outlay on infrastructure, vehicles etc. in order to meet the peak demand only for them to be under utilised during the off season.

There are also a lot of opportunities for the Burren to develop and some of these are highlighted in the SWOT analysis above with some expanded upon throughout this report. The most notable of these is the NTA’s National Intermodal Journey Planner (NJJP) which was dealt with previously in Section 2.1. This, if combined with the TransTourism goal of establishing a smart card system for the region will offer a much more informative and user friendly way for tourists to negotiate their way around the region by public transport.

As with all projects of this kind, threats play the biggest part in whether it is a success or not. Considering the current economic climate across the world and within Ireland, obtaining the investment which is an integral part of the success of projects like TransTourism is becoming more and more difficult. Coupled with this the visitor numbers to Ireland are also falling. That is why it is important that the strengths of the Burren region and the opportunities offered under TransTourism be capitalised to ensure those visitors that do come to Ireland see the Burren as a prime and accessible location that needs to be sustainable, including the associated transit.

The above identifies that a roadmap needs to be set-out to maintain and build up the strengths, eliminate weaknesses so as to exploit and capitalise on the opportunities, while avoiding and countering potential threats.
6. Recommendations

Following the review of the existing public transport services, the tourism strategies for the region and conducting the SWOT analysis a list of recommendations has been drawn. The list of recommendations shall assist Clare County Council to take maximum advantage from the TransTourism project. This shall allow the region to capitalise on the huge potential of the Burren and allow it continue to be one of the leading tourist destinations in Europe, with a more accessible and sustainable TransTourism approach.

The recommendations firstly address the key issues initially raised in the review of the public transport services and then some all encompassing recommendations are outlined in the final section.

6.1 Information Provision

1. There is a serious requirement to bring the level, type and form of TransTourism information been disseminated to a much higher and user friendly form, as it seriously lacks behind its international peers (Appendix C refers).

2. TransTourism information should be centralised and integrated with each tourist facility having access to display this information on their own website or via hardcopy.

3. The Burren needs to make full use of the proposal by the NTA to develop a journey planner that will facilitate all licensed public transport services in Ireland.

4. Clare County Council must ensure that all parties continue to provide and update information on public transport for the greater benefit of the region and end user.

5. The regions TransTourism needs to be branded so tourists can recognise the availability of product offering more easily.

Although not required in the brief we felt that it would be helpful to show a good example of a similar tourist region to the Burren which addresses many of the issues we raise in this document. It is therefore evident that a simplified approach can be very strong in the information that it provides and how the region is managed as a “seamless” model of harmony between the tourist destinations and tourist travel provision and information.

Having reviewed a number of locations we felt that the North York Moors National Park was of particular relevance and a reasonable comparator to the Burren in many ways;

- Rural
- Coastal
- Ecotourism
- National Heritage
• Significant visual amenity
• Large tourist destination
• Seasonal fluctuations in visitor numbers

In a similar fashion to www.burrenconnect.ie and www.burrenbeo.com, www.northyorkmoors.org.uk offers an insight into all the tourist attractions of the area, history of the region, transport information etc. However, in relation to transport to and around the region it offers much more detailed and integrated information allowing a visitor to plot their journey around the region with ease and the incentive of reduced entrance fees to tourist attractions being offered.

The website also offers links to www.northshiretravel.net which provides a comprehensive journey planner which caters for transport to and then around the region and incorporates the modes of walking, bus and rail. In addition to the journey planner a time table finder and accessible transport information is provided.

6.2 Booking and Ticketing Systems

1. There needs to be a review of the integration of timetables between rural, regional and intercity bus services and how they integrate with rail and seasonal variations in demand.

2. Timetables should be rationalised to more structured time, for example hourly, half hourly on the half and the hour, daily etc.

3. Timetables need to be more user friendly and include combined regional maps showing service routes.

4. All tourist destination facilities should allocate prominent space to display timetables, maps and more sustainable transport options.

5. Possibilities exist to offer two and three day travel passes integrated with destination/tourist attraction access passes

As mentioned previously a good international comparator is the North York Moors. An excerpt from the Moors Bus service online timetable is included in Appendix C of this document. It provides all the timetabling information, pickup/drop off points, routes, discount to attractions with bus ticket information and maps of where to buy tickets for the Moors bus network.
An integral part of the success of TransTourism for the Burren will be the introduction of integrated ticketing or a smartcard. Currently the Railway Procurement Agency (RPA) are implementing a smart card based system that will provide the ticketing platform for the different providers of public transport in the Greater Dublin Area (GDA). The scheme which was originally presented to the Department of Transport in December 2002 is currently undergoing extensive end-to-end testing before the scheme gets rolled out to customers during 2011. It is foreseen that the platform used for this smartcard should form the basis used for the system employed in the Burren Region and that Clare County Council should seek the assistance of the RPA in its rollout. There may even be opportunity to pilot the roll-out of the smart card in the Burren as a rural location, against the current urban test area.

6.3 Numbers using the service

1. A programmed annual regional schedule of data collection should be established to determine the actual and potential market share that TransTourism caters for. This should include classified link flow counts undertaken by the local authority using mechanised means, public transport data counts by the operators and destination counts at attractions. These can be further supplemented by questionnaires.

2. All local data collection exercises shall be co-ordinated in conjunction with Fáilte Ireland’s exercises.

3. Targets, policies and objectives shall be set from the summary outcomes.

6.4 Planned Services for the future

1. An in-depth analysis from a sample of travelling tourists should be taken to better understand their movements and requirements from which better planned services could be established.

2. Clare County Council should consult with the National Transport Authority in relation to implementing a revised transport system for the region that would support the objectives of residents and tourists on a more simplified scale, as per that proposed in the Mid West Area Strategic Plan and the Regional Planning Guidelines.
3. Clare County Council should establish funding availability and look to secure funding for specific elements of transport related infrastructure including elements supporting the planned services, like shelters, data dissemination points, surveys, cycle cages on buses, websites, mapping and brochures like that of North York Moors.

4. Services for the future should be better planned, coordinated and integrated.

5. CAT should look at the commercial viability of increasing services during the summer months where service provision connects tourist attractions and Ennis.

6.5 General Recommendations

1. Clare County Council should undertake a more comprehensive investigation into how other similar tourist destinations of similar ilk promote and integrate their tourism transport services.

2. Clare County Council should immediately interface with the National Transport Authority to understand what will need to be done in order to maximise utilisation of the all Ireland journey planner.

3. Clare County Council should look at the longer term strategy of how to develop a more sustainable TransTourism culture and Tourism Strategy.

4. Clare County Council should investigate the promotion of a tourism park-n-ride facility complimented by route services made up of private and public service offerings that could negate the need for high volumes of cars on the narrower roads of Clare and the Burren region.

5. The role of the taxi in the TransTourism domain should be investigated.

6. A yearly review of the national, regional and local tourism strategies, plans and guidelines should be undertaken in order to benchmark progress and prepare for updates (including formal submissions) of plans, with particular emphasis on TransTourism.
7. Clare County Council should consider complementing other TransTourism regions in the country and combined marketing/connectivity between them.
Appendices

Appendix A. Surveys ............................................................................................................. 37
Appendix B. Manual Traffic Census ..................................................................................... 38
Appendix C. Moorsbus Timetable ......................................................................................... 39
Appendix A. Surveys
Burren TransTourism Project Survey

Through Clare County Council, the Burren Connect Project is co-operating with organisations from Sweden, Iceland, Scotland and Northern Ireland to develop trans-national innovative, long term and sustainable solutions for transport services adapted to rural tourism areas. The aim of the project for Clare County Council is to implement new and improved public transport and related services for locals and visitors in and around the Burren.

This survey is being conducted by Mott MacDonald Ireland in line with the Market Research Society Code of Conduct and the Data Protection Act. This means we won’t use any information you give us for anything other than helping to make informed decisions in relation to sustainable transport in the Burren.

About your Attraction

Q1 Name of Attraction ________________________________________________
Q2  Can you supply visitor numbers to your attraction for the following years? Are these numbers actual surveyed figures or estimated?

<table>
<thead>
<tr>
<th>Patronage Numbers?</th>
<th>Surveyed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010_____________</td>
<td>Yes</td>
</tr>
<tr>
<td>2009_____________</td>
<td>No</td>
</tr>
<tr>
<td>2008_____________</td>
<td></td>
</tr>
<tr>
<td>2007_____________</td>
<td></td>
</tr>
<tr>
<td>2006_____________</td>
<td></td>
</tr>
</tbody>
</table>

Q3  At what time of the year do your visitor numbers peak? _________

Q4  Can you estimate what percentage of people travel to your attraction by the following modes?

- Car 
- Motorcycle 
- Bus 
- Other Public Transport 
- By Bicycle 
- By Foot 

Q5  How many parking spaces do you have for buses / public transport? ___________

Q6  Would you be willing to allocate more parking to buses / public transport if the demand increased?

- Yes 
- No 
- Not applicable
Q7 Do you know what number / percentage of visitors travel to your attraction by public transport, if so how many? __________________________

If not please estimate? _______________________

Q8 What tour companies / public transport operators stop at your attraction?

_____________________________________________

_____________________________________________

_____________________________________________

_____________________________________________

Q9 Are you currently working in partnership with any tour / public transport operator or other tourist attractions?

Yes ☐

No ☐

Q10 If “Yes” to question 10, please name the tour / public transport operator or tourist attraction.

_____________________________________________

_____________________________________________

_____________________________________________

_____________________________________________

Q11 If “No” to question 8, would you be willing to work in partnership with a tour / public transport operator or other tourist attraction?

Yes ☐

No ☐

Q12 Where do you advertise your tourist attraction?

_____________________________________________

_____________________________________________

_____________________________________________
Q13 Is it possible to book tickets for your attraction online / by phone?

Yes ☐
No ☐

Q14 Would you be willing to advertise public transport options on your website?

Yes ☐
No ☐

Q15 How do you facilitate or promote the use of more sustainable travel to your attraction?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Q16 Have you plans for the future in order to facilitate or promote the use of more sustainable travel to your attraction?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Q17 Would you be willing to offer incentives to those travelling to your attraction by public transport?

Yes ☐
No ☐
Maybe ☐
Burren TransTourism Project Survey

Through Clare County Council, the Burren Connect Project is co-operating with organisations from Sweden, Iceland, Scotland and Northern Ireland to develop trans-national innovative, long term and sustainable solutions for transport services adapted to rural tourism areas. The aim of the project for Clare County Council is to implement new and improved public transport and related services for locals and visitors in and around the Burren.

This survey is being conducted by Mott MacDonald Ireland in line with the Market Research Society Code of Conduct and the Data Protection Act. This means we won’t use any information you give us for anything other than helping to make informed decisions in relation to sustainable transport in the Burren.

About Your Organisation

Q1 Name of Organisation ____________________________________________

Q2 What services / tours do you currently run in the Burren?
   (Daily, weekly, monthly, seasonal, scheduled, private bookings only, etc.)
   ________________________________________________________________
Q3 What is your timetable for these services?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Q4 Where is the timetable available?

________________________________________________________________________

Q5 Where can bookings/tickets be purchased for your service?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Q6 Can tickets be booked online through your companies website or through other websites? If so, where?

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Q7 What time of year do your passenger numbers peak?
Q8 Can you supply user numbers of your services for the following years? Are these numbers actual surveyed figures?

<table>
<thead>
<tr>
<th>Patronage Numbers?</th>
<th>Surveyed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010_______________</td>
<td>Yes</td>
</tr>
<tr>
<td>2009_______________</td>
<td>No</td>
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<tr>
<td>2008_______________</td>
<td></td>
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<tr>
<td>2007_______________</td>
<td></td>
</tr>
<tr>
<td>2006_______________</td>
<td></td>
</tr>
</tbody>
</table>

Q9 Where do you advertise your service?

_____________________________________________
_____________________________________________
_____________________________________________
_____________________________________________
_____________________________________________

Q10 Have you plans to expand your service in the near (1-3yrs) future? If so, how?

_____________________________________________
_____________________________________________
_____________________________________________
_____________________________________________
_____________________________________________

Q11 Would you be willing to amalgamate and co-operate with other private and public transport service operators to provide a more sustainable and seamless public transport option for locals/visitors?

Yes       No
Q12  Are you currently working in partnership with any tourist attractions in the Burren? If yes, who?

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________

Q13  What do you see as an obstacle to you expanding your business further within the Burren Region?

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________

_______________________________________________________________________________
Appendix B. Manual Traffic Census
Appendix C. Moorsbus Timetable
Information on buses to and through the North York Moors National Park

The Green Way to Discover and Explore!

New Operating Days for 2011

Contents

Pages 3-6 General information including Operational Days
Pages 7-9 Bus stop maps
Pages 10-11 Discounts with your ticket
Pages 12-13 Dalby Forester M5
Pages 14-17 Moorland Discovery M2 M3 M4
Pages 18-19 Rosedale Rambler M6 M7 M8
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Pages 24-27 Long distance Moorsbus to the National Park
Pages 28-29 Heritage Bus and Whitby to Danby Vintage Bus
Pages 30-31 Scarborough to Sutton Bank (Scarborough & District 128)
Page 32 Esk Valley Railway and North Yorkshire Moors Railway
Page 34 Guisborough to Whitby & Scarborough (Arriva 5 & 93)
Page 35 Malton to Whitby (Yorkshire Coastliner 840)
Pages 36-37 Index
Pages 38-39 Network Map and Zones

Timetables and information were believed to be correct at time of printing, but we reserve the right to introduce alterations. Where possible, notice will be given. If in doubt please speak to a Moorsbus Co-ordinator, or phone 01845 597 000

PARK AND RIDE

Why not leave your car at one of our National Park car parks? Take the bus from Sutton Bank National Park Centre, The Moors National Park Centre, Danby, Hutton le Hole, Saltgate, Thornton le Dale or Newton under Roseberry and get your parking fee refunded - £4.00 (all day), £2.20 (up to 2 hours), Saltgate £2.00 (all day), £1 (up to 2 hours) when you buy an all-day Moorsbus ticket. Use the special voucher with the car park ticket.

Moorsbus services are heavily subsidised by the National Park Authority

For other public transport timetable information:
Welcome

Moorsbus is a network of bus services to and through the North York Moors which make it easy to explore the area without the need for a car. This helps keep the moors a special and more enjoyable place, now and for future generations.

You’ll recognise a Moorsbus by the plum and yellow triangle displayed at the front of the bus. In towns and villages they use normal bus stops but in the countryside you can hail the bus – drivers will stop wherever it is safe to do so.

ACCESS FOR ALL

Low floor easy access buses are normally provided on our long distances services, Moorland Discovery routes, Scarborough and District 128, Yorkshire Coastliner 840 and Arriva 93.

Moorsbus Operational Days

Red Dates: All Moorsbus services.

Green Dates: Scarborough & District service 128, Coastliner service 840, Arriva services 5 and 93 operating as Moorsbus services. Moorslink Esk Valley and North Yorkshire Moors Railway.

Gold Dates: Farndale Daffodil services. See separate leaflet for details.

Purple Dates: Heritage Bus services. See Page 28 for details.

V Symbol: Vintage Bus services. See Page 29 for details.

Grey Dates: No scheduled Moorsbus services operate on these days.

Moorslink services – Timetable seasons may vary and all train services may not operate on all Moorsbus days. Please check the Esk Valley Railway and North Yorkshire Moors Railway timetables before purchasing a Moorsbus ticket.

MOORSBUS TICKETS

Tickets are for all-day travel on the Network. They are issued and accepted on Moorsbus, and by our partner services Scarborough & District 128, Yorkshire Coastliner 840 and Arriva 93 and 5 services on relevant days (see calendar on Page 5).

Inner zone single ticket £3

Outer zone single ticket £6

(See map on Page 38 for zone boundaries)

Concessionary passes are accepted on all services except the Farndale Shuttle Bus, Heritage Bus and the Vintage Bus.

On Wednesdays only, concessions will be charged £4.00 (or the appropriate single fare if cheaper) for travel before 9.30 am outside York and North Yorkshire on Moorsbus ‘M’ services.

Up to four children (ages 0-15 inc) may travel free with a fare paying adult except on Arriva services 5 and 93; £1 for an all-day ticket.

Local fares are available for single journeys – please ask the driver.

Combined bus and rail tickets (Moorslink) are available. See Page 32/33 for details.

Great value ticket books offer six tickets for the price of five! Available from Sutton Bank National Park Centre, The Moors National Park Centre, Danby and tourist information centres in Scarborough and Whitby, or by post by telephoning 01845 597426.

Moorsbus Co-ordinators

Look out for our Co-ordinators who are recognisable by their badges and uniform. They are normally based at Helmsley and Pickering or may be mobile anywhere on the Network.

They are happy to answer your questions, help with journey planning or ideas for your day out. In the event of unavoidable circumstances causing delays, they will do their best to ensure everyone gets where they want to be.

If you are concerned about missing a connection or if you are travelling on the Moorsbus Network and need immediate help please speak to a Co-ordinator or telephone Moorsbus Enquiries: 01845 597000

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### National Park Villages
- Goathland, The Post Office
- Hutton le Hole, Ryedale Folk Museum
- Osmotherley, The Top Shop
- Rosedale Abbey, Abbey Stores and Tea Rooms
- Thornton le Dale, Wardill Bros
- Grosmont, The Railway Shop

### Information Centres
- Guisborough, Priory Grounds: 01287 633 801
- Helmsley, Helmsley Castle: 01439 770 173
- Dalby Forest, Visitor Centre: 01751 460 295
- Pickering, The Ropery: 01751 473 791
- Pinchinthorpe, Guisborough Forest Visitor Centre: 01287 631 132
- Scarborough, Brunswick Shopping Centre: 01723 383 636
- Thirsk, Market Place: 01845 522 755
- Guisborough/Saltburn A2B: 01287 651 063
- Guisborough/Stokesley Great Broughton Taxis: 01642 711 557
- Thirsk: 01751 477 319
- Pickering: 01751 477 319

### Local Taxi Services
- Malton: 01653 600 026
- Northallerton: 01609 772 222
- Thirsk: 01751 477 319
- Specialised Wheelchair Accessibility

### Moorsbus Operational Days

<table>
<thead>
<tr>
<th>JUNE</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  5.  10.</td>
<td>1  2.  3.  4.  5.</td>
<td>1  2.  3.  4.  5.</td>
<td>1  2.  3.  4.  5.</td>
</tr>
</tbody>
</table>

### Useful Information

#### National Park Visitor Centres
- The Moors National Park Centre, Danby: 01439 772 737
- Sutton Bank National Park Centre: 01845 597 426
- Opening hours: April to October daily 10am – 5pm, August 9am – 6pm (Sutton Bank), August 10am – 6pm (Moors Centre).
- Online: [www.northyorkmoors.org.uk](http://www.northyorkmoors.org.uk)

#### Local Taxi Services
- Malton: 01653 600 026
- Northallerton: 01609 772 222
- Thirsk: 01751 477 319
- Specialist Wheelchair Accessibility
We’ve arranged special offers and discounts for Moorsbus passengers. Simply present your all-day Moorsbus ticket at each venue to claim your discount. It’s that easy! For those travelling on a concessionary pass please present a copy of our current Moorsbus timetable, along with your pass, to claim. We hope you’ll enjoy taking advantage of these special value deals.

Offer valid on date of Moorsbus ticket only. Not valid with any other offer. Offer may be withdrawn at discretion of establishment.

* English Heritage Sites – Not valid in conjunction with any other offer, including membership and the family ticket. Not valid at special events.

**Discounts With Your Ticket**

**THE COAST**
- Scarborough Castle
  25% off standard admission charges*
- Whitby Abbey
  25% off standard admission charges*

**DALBY FOREST**
- Tree Tops Restaurant, Dalby Forest Visitor Centre
  Free cup of tea with a home-made cake

**DANBY**
- The Fox & Hounds Inn, Ainthorpe
  10% discount on any meal over £10.00

**GUISBOROUGH**
- The Backpacker Shop Limited
  10% discount

**HELMSLEY & RIEVAULX**
- The Feathers Hotel, Helmsley
  10% discount on all food
- Helmsley Castle
  25% off standard admission charges*
- Helmsley Walled Garden
  20% off Garden entry. Children free
- Rievaulx Abbey
  25% off standard admission charges*
- The Old Police Station Café, Helmsley
  Free tea or coffee with anything over £1.00
- Rievaulx Terrace & Temples (NT)
  £1.00 off admission charges
- Laucia Fisheries, Bondgate
  10% off a portion of fish & chips
- Porters Coffee & Gift Shop
  10% off gifts

**THORNTON LE DALE**
- Wardill Bros
  10% off maps & guides, gifts & toys
**HAWNBY**
Hawnby Stores & Tearoom
10% off Tea Room sales
The Inn at Hawnby
10% off lunch for two

**HUTTON LE HOLE & LASTINGHAM**
The Chocolate Factory
10% discount on all purchases
Moorwax Candlemakers
10% off all candles & candle accessories
Ryedale Folk Museum
50p discount per ticket
Greenwood Crafts
10% discount on all purchases
Blacksmiths Arms, Lastingham
10% discount on any main meal
The Forge Tea Shop
Cream Tea Special £2.95

**KILBURN & WASS**
Byland Abbey, Wass
25% off standard admission charges*
Forrester Arms Hotel, Kilburn
10% discount on any food order

**KIRKBY MOORSIDE**
Lemon Tree Fish & Chips
10% off all Haddock Specials in Café

**PICKERING**
Beck Isle Museum, Pickering
£1.00 off entry price per ticket
Pickering Castle
25% off standard admission charges*
Trailblazer Outdoors
10% off all full price goods
Caffe Stop
50p off any drink purchased

**ROSEDALE**
Farmhouse Fodder Tea Garden, Dale Head Farm
10% discount

**THIRSK**
York Tea Rooms & Gift Shop
10% off total bill
Hambleton Books
20% discount on all purchases

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**11 Discounts With Your Ticket**

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**12 Dalby Forester**

---

**M5 Route:** Scarborough – Valley Bridge, Westborough, Falsgrave Road, Scalby Road, Lady Edith’s Drive, Low Road, Mowthorpe Road, Hackness – Village Hall, Langdale End, Bickley, Adderstones, High Staindale, Low Staindale, Dalby Forest – Visitor Centre, Thornton le Dale – The Cross, A170, Pickering – Eastgate, The Ropery.

- Sundays and Bank Holidays (including Good Friday and Easter Saturday) from 3 April to 30 October, plus Wednesdays from 6 July to 28 September.

- This service entitles you to free access to Dalby Forest.
### M5: Scarborough to Pickering via Hackness, Dalby Forest Visitor Centre

<table>
<thead>
<tr>
<th>Location</th>
<th>M5</th>
<th>M5</th>
<th>M5</th>
<th>M5</th>
<th>M5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scarborough Valley Bridge</td>
<td>0950</td>
<td>1250</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Lady Edith’s Drive</td>
<td>1000</td>
<td>1300</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Hackness Village Hall</td>
<td>1011</td>
<td>1311</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Langdale End Moorcock Inn</td>
<td>1016</td>
<td>1316</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Bickley</td>
<td>1019</td>
<td>1319</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Dalby Forest Adderstones</td>
<td>1025</td>
<td>1325</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>High Staindale Car Park</td>
<td>1010</td>
<td>1330</td>
<td>1500</td>
<td>1700</td>
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</tr>
<tr>
<td>Dalby Forest Visitor Centre</td>
<td>1020</td>
<td>1340</td>
<td>1510</td>
<td>1710</td>
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</tr>
<tr>
<td>Thornton le Dale The Cross</td>
<td>1030</td>
<td>1350</td>
<td>1520</td>
<td>1720</td>
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</tr>
<tr>
<td>Pickering The Ropery</td>
<td>1040</td>
<td>1400</td>
<td>1530</td>
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### M5: Pickering to Scarborough via Dalby Forest Visitor Centre, Hackness

<table>
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<tr>
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<th>M5</th>
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</thead>
<tbody>
<tr>
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<td>0940</td>
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<tr>
<td>Thornton le Dale The Cross</td>
<td>0950</td>
<td>1150</td>
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<td>1200</td>
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<td>1210</td>
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<tr>
<td>Dalby Forest Adderstones</td>
<td>–</td>
<td>1215</td>
<td>–</td>
<td>1645</td>
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<tr>
<td>Langdale End Moorcock Inn</td>
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<td>Hackness Village Hall</td>
<td>–</td>
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<td>–</td>
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<td>Lady Edith’s Drive</td>
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<td>1240</td>
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<td>1710</td>
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</tr>
<tr>
<td>Scarborough Valley Bridge</td>
<td>–</td>
<td>1250</td>
<td>–</td>
<td>1720</td>
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</tr>
</tbody>
</table>
21 North York Moors National Park & Area

M9 Route: Helmsley Market Place, B1257, (some journeys go via Rievaulx Abbey) Rievaulx Terrace road end, B1257, Hawny – Tea Room, Snilesworth, Osmotherley, Clack Lane, A684, Northallerton – Buck Inn. (Some journeys go to Railway Station). Reverse of outward journey except via Hawnby Inn (not Tea Room).

22 Western Explorer

M9

M9 Route: Helmsley Market Place, B1257, (some journeys go via Rievaulx Abbey) Rievaulx Terrace road end, B1257, Hawny – Tea Room, Snilesworth, Osmotherley, Clack Lane, A684, Northallerton – Buck Inn. (Some journeys go to Railway Station). Reverse of outward journey except via Hawnby Inn (not Tea Room).

M9 Northallerton to Osmotherley, Hawny & Helmsley

<table>
<thead>
<tr>
<th>Place</th>
<th>M10</th>
<th>M11</th>
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</thead>
<tbody>
<tr>
<td>Northallerton Railway Station</td>
<td>1050</td>
<td>1420</td>
</tr>
<tr>
<td>Northallerton Buck Inn</td>
<td>1058</td>
<td>1428</td>
</tr>
<tr>
<td>Osmotherley Bus Shelter</td>
<td>1100</td>
<td>1430</td>
</tr>
<tr>
<td>Square Corner GR 479959</td>
<td>1110</td>
<td>1440</td>
</tr>
<tr>
<td>Snilesworth GR 511944</td>
<td>1122</td>
<td>1452</td>
</tr>
<tr>
<td>Rievaulx Bridge</td>
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<tr>
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<td>1202</td>
<td>1532</td>
</tr>
<tr>
<td>Helmsley Market Place</td>
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M9 Helmsley to Hawnby, Osmotherley & Northallerton

<table>
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<tr>
<td>Rievaulx Abbey</td>
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</tr>
<tr>
<td>Rievaulx Terrace road end</td>
<td>1100</td>
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</tr>
<tr>
<td>Hawny Tea Room</td>
<td>1110</td>
<td>1440</td>
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<tr>
<td>Snilesworth GR 511944</td>
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<tr>
<td>Square Corner GR 479959</td>
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<tr>
<td>Northallerton Railway Station</td>
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</tbody>
</table>

Sundays and Bank Holidays (including Good Friday and Easter Saturday) from 3 April to 30 October, plus Wednesdays from 6 July to 28 September.
**M16 Route:** Saltburn – Station Street, A174, Marske, A1085, Redcar – Esplanade, West Terrace, West Dyke Road, A174, Yearby, Dunsdale, A174, Guisborough – Church Lane, Redcar Road, Church Street, Market Place.

**M10 Route:** Guisborough – Westgate, West End, Stokesley Road, Pinchinthorpe, Newton under Roseberry, A173, Guisborough Road, Great Ayton – High Green, Levenside, Stokesley Road, A172, Stokesley – High Street. Return via B1365, A172, Swainby, A172, A19, Clack Lane, Osmotherley.

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**M16 Saltburn & Redcar to Guisborough**

<table>
<thead>
<tr>
<th>Service</th>
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<td></td>
<td></td>
</tr>
<tr>
<td>Marske</td>
<td>0905</td>
<td>–</td>
</tr>
<tr>
<td>Redcar Clock</td>
<td>0912</td>
<td>–</td>
</tr>
<tr>
<td>Guisborough</td>
<td>0940</td>
<td>–</td>
</tr>
<tr>
<td>Guisborough Market Place (Superdrug) arrive</td>
<td>–</td>
<td>0945</td>
</tr>
<tr>
<td>Great Ayton High Green</td>
<td>–</td>
<td>0955</td>
</tr>
<tr>
<td>Stokesley</td>
<td>–</td>
<td>1005</td>
</tr>
<tr>
<td>Swainby Village Hall</td>
<td>–</td>
<td>1010</td>
</tr>
<tr>
<td>Osmotherley Bus Shelter</td>
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**M10 Guisborough to Stokesley, Swainby & Osmotherley**

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<td></td>
</tr>
<tr>
<td>Swainby Village Hall</td>
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<td>–</td>
</tr>
<tr>
<td>Stokesley High Street</td>
<td>1735</td>
<td>–</td>
</tr>
<tr>
<td>Great Ayton High Green</td>
<td>1745</td>
<td>–</td>
</tr>
<tr>
<td>Guisborough Market Place (Boots) arrive</td>
<td>–</td>
<td>1755</td>
</tr>
<tr>
<td>Guisborough Market Place (Boots) depart</td>
<td>S</td>
<td>1800</td>
</tr>
<tr>
<td>Redcar Clock</td>
<td>–</td>
<td>1820</td>
</tr>
<tr>
<td>Marske Roundabout</td>
<td>–</td>
<td>1828</td>
</tr>
<tr>
<td>Saltburn Station Street</td>
<td>–</td>
<td>1833</td>
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**M10 Osmotherley to Swainby, Stokesley & Guisborough**

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<tr>
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<tbody>
<tr>
<td>Osmotherley</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swainby Village Hall</td>
<td>1712</td>
<td>–</td>
</tr>
<tr>
<td>Stokesley High Street</td>
<td>1735</td>
<td>–</td>
</tr>
<tr>
<td>Great Ayton High Green</td>
<td>1745</td>
<td>–</td>
</tr>
<tr>
<td>Guisborough Market Place (Boots) arrive</td>
<td>–</td>
<td>1755</td>
</tr>
<tr>
<td>Guisborough Market Place (Boots) depart</td>
<td>S</td>
<td>1800</td>
</tr>
<tr>
<td>Redcar Clock</td>
<td>–</td>
<td>1820</td>
</tr>
<tr>
<td>Marske Roundabout</td>
<td>–</td>
<td>1828</td>
</tr>
<tr>
<td>Saltburn Station Street</td>
<td>–</td>
<td>1833</td>
</tr>
</tbody>
</table>

---

**Notes:**

- **Sundays and Bank Holidays (including Good Friday and Easter Saturday) from 3 April to 30 October, plus Wednesdays from 6 July to 28 September.**

---

**M15 Route:** York – Railway Station, Exhibition Square, Bootham, Clifton Green, Shipton Road – outside Rawcliffe Bar Park & Ride, A19, Easingwold, Husthwaite, Coxwood – Village Hall, Byland Abbey, Wass, Ampleforth, Golden Square, Caravan Site, Sproxton, Helmsley – Market Place. (Reverse of outer journey as above then via Poppleton Road, York – Railway Station, Exhibition Square).
### Moorsbus Hull, Moorsbus York

<table>
<thead>
<tr>
<th>Service</th>
<th>Hull Paragon Interchange Bay 3</th>
<th>Greenwood Avenue</th>
<th>University Cottingham Road</th>
<th>Cottingham Green Bus Shelter</th>
<th>Beverley Sow Hill</th>
<th>Bainton</th>
<th>Malton Norton Road, Job Centre</th>
<th>Pickering The Ropery (Supermarket arrive)</th>
<th>Kirkbymoorside St Chad’s Church</th>
<th>Malton Norton Road, Job Centre</th>
<th>Pickering The Ropery (Supermarket depart)</th>
<th>Broughton</th>
<th>Amotherby</th>
<th>Appleton le Street</th>
<th>Barton le Street</th>
<th>Hovingham Worsley Arms</th>
<th>Helmsley Market Place (Monument)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notes</td>
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<td>M13</td>
<td>0745</td>
<td>0850</td>
<td>0805</td>
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### Hull to Helmsley

<table>
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<th>University Cottingham Road</th>
<th>Cottingham Green Bus Shelter</th>
<th>Beverley Sow Hill</th>
<th>Bainton</th>
<th>Malton Norton Road, Job Centre</th>
<th>Pickering The Ropery (Supermarket arrive)</th>
<th>Kirkbymoorside St Chad’s Church</th>
<th>Malton Norton Road, Job Centre</th>
<th>Pickering The Ropery (Supermarket depart)</th>
<th>Broughton</th>
<th>Amotherby</th>
<th>Appleton le Street</th>
<th>Barton le Street</th>
<th>Hovingham Worsley Arms</th>
<th>Helmsley Market Place (Monument)</th>
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</thead>
<tbody>
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<td>Notes</td>
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<td>M13</td>
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<td>0850</td>
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### Helmsley to Hull

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<th>Cottingham Green Bus Shelter</th>
<th>Beverley Sow Hill</th>
<th>Bainton</th>
<th>Malton Norton Road, Job Centre</th>
<th>Pickering The Ropery (Supermarket arrive)</th>
<th>Kirkbymoorside St Chad’s Church</th>
<th>Malton Norton Road, Job Centre</th>
<th>Pickering The Ropery (Supermarket depart)</th>
<th>Broughton</th>
<th>Amotherby</th>
<th>Appleton le Street</th>
<th>Barton le Street</th>
<th>Hovingham Worsley Arms</th>
<th>Helmsley Market Place (Monument)</th>
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<tbody>
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<td>0850</td>
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### Heritage Bus Services

<table>
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<tr>
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<th>Thirsk Market Place</th>
<th>Bagby Inn</th>
<th>Kilburn Forrester’s Arms</th>
<th>Coxwold Fauconberg Arms</th>
<th>Byland Abbey</th>
<th>Ampleforth White Horse</th>
<th>Golden Square Caravan Site</th>
<th>Helmsley Market Place (Monument)</th>
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</thead>
<tbody>
<tr>
<td>Notes</td>
<td>M14</td>
<td>1000</td>
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### HB1 Thirsk – Kilburn – Coxwold – Byland Abbey – Ampleforth – Helmsley

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<th>Bagby Inn</th>
<th>Kilburn Forrester’s Arms</th>
<th>Coxwold Fauconberg Arms</th>
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<th>Golden Square Caravan Site</th>
<th>Helmsley Market Place (Monument)</th>
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<tbody>
<tr>
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### HB2 Helmsley – Kirkbymoorside – Fadmoor – Gillamoor – Hutton le Hole

<table>
<thead>
<tr>
<th>Service</th>
<th>Helmsley Market Place (Monument)</th>
<th>Kirkbymoorside Wainds Butchers</th>
<th>Fadmoor Millennium Cross</th>
<th>Gillamoor Telephone Kiosk</th>
<th>Hutton le Hole Folk Museum</th>
<th>Kirkbymoorside Wainds Butchers</th>
<th>Helmsley Market Place (Co-op)</th>
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</thead>
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<tr>
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### Heritage Bus

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<th>Golden Square Caravan Site</th>
<th>Ampleforth White Horse</th>
<th>Coxwold Fauconberg Arms</th>
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<th>Bagby Inn</th>
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</table>

### Every Sunday from 3 July to 21 August.

Travel in style in a lovingly restored 1946 PS1 coach to some of North Yorkshire’s most beautiful countryside and best-loved historic attractions. All day travel only £5 (includes all Moorsbus services in the National Park). Please note that Concessionary Passes are not accepted on the Heritage Bus.
WHITBY TO THE MOORS NATIONAL PARK CENTRE, DANBY, DANBY BEACON

Vintage Bus Services

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<tr>
<th></th>
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<tbody>
<tr>
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<tr>
<td>Whitby (Co-op)</td>
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<table>
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<tr>
<th></th>
<th>1120</th>
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<tr>
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<tr>
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</thead>
<tbody>
<tr>
<td>Whitby (Co-op)</td>
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</tbody>
</table>

TRAVEL IN STYLE FROM WHITBY TO THE HEART OF THE MOORS

Whitby to The Moors National Park Centre, Danby: **£5.00 per person.**

Ticket price includes optional trip to Danby Beacon. Beacon only: **£2.50.**

Up to four children (ages 0-15) travel free with a fare paying adult.

Moorsbus Network all-day tickets are accepted.

Concessionary passes are not accepted on the Vintage Bus.

Every Sunday from 24 July to 28 August, plus Bank Holiday Monday 29 August.

For information about The Moors National Park Centre, see page 6.

29 Vintage Bus Services

30 Scarborough & District Service


This is a summary of service 128. Other journeys on this service run daily throughout the year. Some minor variations may occur on school days. See Scarborough & District’s full 128 timetable for details or phone 0871 200 2233, www.scarboroughanddistrict.co.uk

Every Sunday from 24 July to 28 August, plus Bank Holiday Monday 29 August.

For information about The Moors National Park Centre, see page 6.
128 Scarborough to Sutton Bank via Thornton le Dale, Pickering & Helmsley

Notes

<table>
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Sutton Bank to Scarborough via Helmsley, Pickering & Thornton le Dale

Notes

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</table>

Due to safety reasons we cannot guarantee that service 128 will stop on the A170 between Helmsley and Sutton Bank. Customers are strongly recommended to use the bus stops at Helmsley Market Place and Sutton Bank Centre.

Note: Normally operated by a low floor vehicle.

Moorslink – Esk Valley Railway (Northern Rail)

Esk Valley (Northern Rail)

The Esk Valley Railway is widely considered to be one of the hidden gems of the National Rail network. It offers a succession of constant surprises and stunning views along its 36-mile run from Whitby to Middlesbrough. The Esk Valley is ideal for walkers or those who just want to sit back and take in the scenery.

Moorslink tickets provide great value: unlimited travel for the day anywhere on the Moorsbus Network and Esk Valley Railway between Whitby and Middlesbrough.

Moorslink tickets are priced £12 (adult), £6 (child aged 5-15), £24 (family: 2 adults and up to 3 children).

Please check the timetables before purchasing a ticket.

Moorslink tickets can be purchased from staffed ticket offices at railway stations, the conductor on the train or from a Moorsbus driver.

Sundays and Bank Holidays (including Good Friday and Easter Saturday) from 3 April to 30 October, plus daily from 4 July to 1 October.

For further information about the Esk Valley Railway contact: Northern Rail Customer Helpline 0845 00 00 125

www.northernrail.org

www.eskvalleyrailway.co.uk

Due to safety reasons we cannot guarantee that service 128 will stop on the A170 between Helmsley and Sutton Bank. Customers are strongly recommended to use the bus stops at Helmsley Market Place and Sutton Bank Centre.

Note: Normally operated by a low floor vehicle.
**840 Route:** Malton, Pickering (Eastgate), Thornton le Dale, Lockton, Saltergate, Goathland, Sleights, Ruswarp, Whitby.

Moorsbus and Moorslink tickets can be issued and accepted on Yorkshire Coastliner’s 840 Malton to Whitby service.

A Coastliner Freedom Ticket must be purchased for travel between Leeds, York and Malton: £16 (adult), £8 (young person), £32 (family). These are accepted on all Moorsbus services.

Yorkshire Coastliner timetables are available from Information Centres or call 01653 692556 or log onto www.coastliner.co.uk

**Note:** Normally operated by a low floor vehicle.

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**35 Coastliner Service**

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The Cleveland Way can be accessed at these points.

P&R  Park and Ride facilities.
 Railway Station nearby.

Walking Groups of 7 or more are advised to contact us before planning to travel. Phone 01845 597 000.

If you would like to receive any of the pages from this timetable in large print, contact us on 01439 770657.

37 Index of Main Places Served 2011
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01845 597 000

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www.northyorkmoors.org.uk/moorsbus

North York Moors National Park Authority
The Old Vicarage
Bondgate
Helmsley
York YO62 5BP

Moorsbus Map and Zones

Network Map and Zones

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