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RESEARCH LABORATORY

Department of the Environment
Department of Transport

SUPPLEMENTARY REPORT 589

RURAL TRANSPORT EXPERIMENTS: COLSTERDALE CAR SERVICE

A report by the North Yorkshire Rutex Working Group

Any views expressed in this Report are not necessarily those of the
Department of the Environment or of the Department of Transport

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Transport Operations Department
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PREFACE

The Rural Transport Experiments (RUTEX) were initiated by the Government to test on the ground what could be done to help rural communities. The experimental programme was designed to include a wide range of rural transport schemes, of which some would operate within the public service vehicle licensing code (as it was before the Transport Act 1978), and others would operate under the provisions of the Passenger Vehicles (Experimental Areas) Act 1977, which permitted temporary modification of licensing in designated experimental areas.

The experimental programme was conducted under the general guidance of a national Steering Committee under the chairmanship of the Parliamentary Under Secretary of State for Transport and including Ministers from the Scottish Development Department, the Welsh Office, and representatives from local authorities, bus operators, unions and other bodies concerned. This committee selected four local authority areas in Great Britain – Devon, North Yorkshire, Dyfed and Strathclyde – for the experiments, and local Working Groups, similar in composition to the Steering Committee, were convened to select particular experimental sites, and plan, implement and monitor experiments. All the experiments were financed by Central Government, with the Transport and Road Research Laboratory acting in a co-ordinating role and giving technical advice to the Steering Committee and all four Working Groups.

This report, which was made by the North Yorkshire Working Group (whose membership is listed in Appendix 1) to the Steering Committee, describes the planning, implementation and performance of the Colsterdale Car Service. It is one of a series of preliminary reports by Working Groups on individual experiments. The experiments have been assessed collectively on a comparative basis, and the results will be reported. All these reports will be published by the Transport and Road Research Laboratory.

The chairman of the North Yorkshire Working Group wishes to acknowledge the contributions of North Yorkshire County Council, the operator (Mr Ascough), and the Transport and Road Research Laboratory to the setting up of this experiment.

The text of this report was prepared by G A Coe, Public Transport Division, Transport and Road Research Laboratory.

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RURAL TRANSPORT EXPERIMENTS: COLSTERDALE CAR SERVICE

ABSTRACT

The Colsterdale Car Service was a commercially operated shared hire car scheme. Part of the experimental area had a weekly bus to Ripon, but it did not conveniently serve Masham, the nearby town. The car service offered all the residents of the area a daily connection with a Ripon bus in Masham. During the second phase of the scheme a connection with the weekly Bedale bus and a daily additional departure from Masham were offered. The service operated reliably, but patronage was low. During the second phase it doubled to, on average, five one way trips per week. Car ownership was high and lifts catered for most requirements at the site, leaving only a scattered residual demand. Many of the car journeys were for shopping and social visits and most would have been made somehow in the absence of the service, and only about one-tenth of trips resulted in an extra bus journey. The low demand resulted in little car sharing, poor vehicle utilisation, and consequently poor financial performance. During the second phase of the scheme direct revenue covered 20 per cent of total costs, with indirect generated revenue on the connecting bus service equivalent to roughly a further 8 per cent of costs.

1. INTRODUCTION

The Colsterdale Car Service was one of four public transport services set up in North Yorkshire as part of the Government's programme of Rural Transport Experiments (RUTEX). It was a commercially operated hire car which provided a feeder service to Masham from an area to the west of the town connecting with bus services to and from Ripon.

The service started on 20 March 1978; this report describes the operating area, the conditions before the service started, the setting up of the service and its performance during the fifteen month experimental period.

2. THE AREA AND ITS PREVIOUS PUBLIC TRANSPORT

The area (Figure 1) lies to the west of Masham and consists of the parishes of Healey, Fearby, Colsterdale and Ilton-cum-Pott. There is a concentration of population in the villages of Healey and Fearby, but in the rest of the area, particularly in the western part, the population is very scattered, on farms and in isolated houses and cottages. Car ownership was high with 85 per cent of households possessing at least one car. Statistical information (based on the 1971 census and a household survey* made specifically for RUTEX in 1977) on the population of the area is given in Table 1.

* The results of this and other Rutex surveys are the subject of a separate report.

TABLE 1

Colsterdale Car Service area statistics

Area : 71 km²
 Number of households : 121 } (1971 census)
 Population : 308 }

Population characteristics[†] (from 1977 survey)
 Age, sex and driving licence

	5-16		17-24		25-44		45-64		65+		Unknown		Total	
Male	16	(1)	8	(6)	16	(15)	34	(33)	21	(10)	17	(?)	112	(> 65)
Female	24	(0)	9	(8)	20	(16)	36	(20)	16	(2)	6	(?)	111	(> 46)
Total	40	(1)	17	(14)	36	(31)	70	(53)	37	(12)	23	(?)	223	(> 111)

(figures in brackets shows number with driving licences of any kind)

Household characteristics[†] (from 1977 survey)

Households with			
0 car	13	Telephone in house	58
1 car or van	49	Telephone within 5 minutes' walk	22
2+ cars or vans	22	Freezer	39
Motorcycles or mopeds	8		

[†] These results are based on information from 84 households and 223 people aged 5 and over. There were also 9 children under 5.

The area is predominantly agricultural, about half of the working population are employed on the land. Other sources of employment are maintenance of the three reservoirs in the area, forestry and estate work. The main centre of employment outside the area is Masham.

Facilities in the area are very limited: in Fearby there is a small Post Office and two public houses while in Healey there is a church and a primary/junior school. Most of the residents rely on Masham for shopping (60 per cent of shopping trips) although Ripon (18 per cent) is also popular. The few roads mostly lead up the dale on to the moorland which covers the west and south of the area.

Before the experimental service began, the area was served by a 'market day' bus operated by United Automobile Services Ltd. The service (number 153) ran from Ripon via Masham to Fearby and Healey then back to Ripon via Swinton once on a Thursday morning and once on a Thursday afternoon, giving people the opportunity of one return bus journey to Ripon each week. Residents of Healey made an average of about six one way trips per week on these buses. There was, however, no return service to Masham from the area.

Masham itself was comparatively well served with public transport with a frequent (9 per day) bus service to Ripon and a weekly market day service to Bedale on Tuesday.

3. EXPERIMENTAL SERVICE

The four parishes were identified as a possible site for an experimental scheme because of the limited public transport provision. Initial studies revealed that Masham and Ripon were likely to be the major attractions, but that demand for additional public transport was likely to be small. The possibility of providing a postbus service in the area was considered, but rejected because the routes and timings of local postal services were unsuited to passenger transport.

Two possibilities using cars were therefore considered; a voluntary car scheme, and a shared hire-car service. These seemed equally promising: in the event the shared hire-car option was chosen since it complemented other parts of the experimental programme. The service was commercially operated, and functioned as a feeder service connecting with buses at Masham.

This differed from an ordinary hire-car or taxi service in three respects:

- i) fares would be set at roughly the same level as local bus fares, to provide a service which the less affluent members of the community could afford, and some degree of subsidy might therefore be necessary;
- ii) several passengers could be carried at once and charged separate fares – a practice which is normally illegal, but which could be permitted by virtue of the Passenger Vehicles (Experimental Areas) Act 1977;
- iii) the service would be offered only at particular times of day, connecting with particular buses, in order to encourage sharing and promote efficient and economic use of the vehicle.

4. PLANNING AND IMPLEMENTATION OF THE SERVICE

4.1 *The operator*

An advertisement was placed in a local newspaper inviting enquiries from taxi and hire car operators in the Masham area who might be interested in providing the service. Two replies were received and the contract was awarded to a hire car operator based in Masham.

4.2 *Timetable*

The timetable, shown in Table 2 was planned after consultation with local parish councillors and United Automobile Services Ltd. The service provided a connection with the 127 bus leaving for Ripon at 0951, and with the return service at 1251; by this means passengers could spend about 1¾ hours in Ripon on any day from Monday to Friday. In addition, on Thursdays, passengers from Healey and Fearby could by travelling to Ripon on the car service and the 127 bus and returning on the 153 bus, spend about 3½ hours in the town.

TABLE 2
Journeys possible using the car service and connecting buses

<i>Existing service (Thursday only)</i> <i>Service 153</i>	<i>Additional service to Ripon (Mon-Fri)</i> <i>Car + Service 127 bus</i>
Healey dept 1055	Healey and Fearby approx 0935 car ↓
Fearby dept 1100 ↓	Masham dept 0951 ↓
Ripon arr 1201 (Staytime in Ripon approx 2 hours)	Ripon arr 1027 (Staytime in Ripon approx 1¾ hours)
Ripon dept 1400 ↓	Ripon dept 1215 ↓
Fearby arr 1501	Masham arr 1251 car ↓
Healey arr 1506	Healey and Fearby approx 1300

Using car + Service 127 to Ripon and 153 for return gives staytime in Ripon of approx 3½ hours.

4.3 Booking arrangements

It was arranged that the operator would take bookings made by telephone, post or in person not later than 9.30 pm the evening before the day of travel. Bookings were recorded on a simple form, which was also used for accounting and monitoring the progress of the experiment.

4.4 Fares

There was a fixed zonal fare scale, roughly equivalent to 5p/km (8p/mile), which was comparable with the scale of fares on local buses. The fare zones used are shown on Appendix 2 which formed one side of the publicity leaflet. The single fare on the Service 127 bus from Masham to Ripon was 49 pence and from Healey to Ripon on Service 153 was 53 pence.

4.5 Publicity

It was important that residents of the area were made aware of the car service and how it operated. A leaflet describing the service was therefore posted to every household in the area during the week before the service started. The two sides of the leaflet are shown in Appendix 2.

5. PERFORMANCE: PHASE I

5.1 Journeys

In the first 42 weeks of operation there was a small, but steady demand for the service with an average of 2½ one way person trips being made per week; the weekly variation in demand is shown in Figure 2. Members of seven households in the area and one couple on holiday used the service during this time, with the frequencies shown in Table 3. Members of one family living in Healey, made by far the greatest use of the scheme with one or two of them travelling by car to Masham to catch the Ripon bus almost every Thursday.

TABLE 3

Trips made by each household – Phase I

Household	A	B	C	D	E	F	G	Holidaymakers	Unknown	Total
No. of one way person trips	69	12	8	4	3	2	1	6	1	106

The use made of the service by this family is reflected in Tables 4 and 5, most of the trips being made from Healey to catch the Ripon bus on a Thursday. Table 4 shows that during the first 42 weeks few return trips were made to Masham and that none at all were made to Ripon using the scheme. Most trips to Masham and Ripon were made on the respective market days: Wednesday and Thursday.

TABLE 4

Origins and destinations (person outings either one or two way)

Phase I – 42 weeks

	Masham		Ripon		Total
	Single	Return	Single	Return	
Healey	11	2	72	0	85
Fearby	0	4	10	0	14
Gollinglith	0	0	1	0	1
Total	11	6	83	0	100

Phase II – 24 weeks

	Masham		Ripon		Total
	Single	Return	Single	Return	
Healey	2	11	1	1	15
Fearby	1	22	5	1	29
Gollinglith	1	0	2	5	8
Leighton	0	0	16	3	19
Grimesgill	0	0	6	0	6
Total	4	33	30	10	77

TABLE 5

Day of travel (one way person trips)

Phase I – 42 weeks

Monday	Tuesday	Wednesday	Thursday	Friday	Total
4	7	17	76	2	106

Phase II – 24 weeks

Monday	Tuesday	Wednesday	Thursday	Friday	Total
4	15	58	37	6	120

5.2 *Vehicle occupancy*

The purpose of restricting the number of buses with which the car could connect was to encourage the sharing of the vehicle. During the first phase of the experiment 69 car outings were made, but on only five occasions was the car shared by people from more than one household. However, since there were often two passengers from the household who made most use of the service, the average occupancy was 1.7 passengers per car journey.

5.3 *Survey of passengers and non-users*

By analysing information collected in the pre-experimental household survey, it was possible to identify households without cars, or where the car was used regularly by one person and was therefore unavailable for others. Nineteen of the 84 households surveyed in the area were found to contain people thus classified as 'potential users' of the experimental service. A further survey was made of these potential users in September 1978, to determine people's attitudes to the car service and to discover whether there was scope for any improvement in it. By this time, six of the 'potential users' had, in fact, made use of the service, and four of these were interviewed, together with 11 of the 13 who had not.

5.3.1 **Users:** The most regular passenger used the service with her daughter almost every week to travel to Ripon to shop and to visit relatives. For the return journey she used either the number 153 bus direct to Healey or the number 127 bus which arrived at Masham at 1751 and continued to Healey by taxi.

The service was also used for shopping trips to Masham, although passengers found the stay of three hours there too long just for shopping. One passenger overcame this problem by using the service to travel to Masham, and returning with her husband who drove home to lunch at 12 o'clock.

There appeared to be few generated trips; most people said they would have made the journeys anyway if the service had not been provided either by taxi, walking, cycling, seeking a lift or postponing the journey until the family car was available.

5.3.2 **Non-users:** Nearly all the non-users interviewed approved of the scheme, but said they didn't need to use it; Table 6 summarises the reasons given. A number said they would use it, however, if the person who at present gave them a lift, usually their husband, were ill. Those living in the more remote parts of the area (where only two potential users were found) made only one trip a week for shopping and that was when the household car was available, either on Friday evening or on Saturday.

TABLE 6
Reason for not using the service

	Households
Uses lifts	4
Waits until husband comes home	2
Does not go out	1
Now drives	1
Doesn't want to lose (153) bus	1
No reason given	2

One person in Fearby did not use the car service but used the 153 bus in both directions on a Thursday even though she said the time it allowed in Ripon was too short. She said this was because she was afraid the 153 bus would be withdrawn if nobody used it from Healey and Fearby. Several other people also voiced this fear.

6. SERVICE REVISIONS

Two limitations of the service became apparent from the survey: the scheme was not suitable for shopping trips to Masham because the staytime of three hours was considered too long; and there was no connection made with the bus to Bedale.

The following modifications were therefore made to the scheme:

- (a) the provision of an additional return journey from Masham at 1115 each morning to give about 1½ hours for shopping there;
- (b) the provision of an additional return journey from Masham at 1500 on Tuesdays which would allow a connection with the bus service (number 163) to and from Bedale on market day.

A leaflet describing the alterations was posted to all the households in the area during the week before the expanded service was introduced on 15 January 1979. The scheme had then been running for 42 weeks.

7. PERFORMANCE – PHASE II

The increased use made of the service during phase II is shown in Figure 2. The average number of one-way passenger trips doubled from 2½ to 5 per week. New users were attracted to the services: members of a further 8 households used it during the second phase, including three who lived in the remoter western part of the area. At about the time the revised service was introduced the most regular use of the service moved from Healey to Leighton, about 2 km southwest of Healey and the bus route. The origins and destinations of the trips made during phase II of the service are given in Table 4. Many more return trips to Masham were made during phase II, mostly on Wednesdays, when a local market is held there (see Table 5).

In phase II the average occupancy fell to 1.3 passengers per outing. Introducing an alternative departure time from Masham was one contributing factor, but the main reason was that during the second phase the most regular user was only once accompanied by her daughter.

8. FINANCE

The operator initially charged 15p/mile (9p/km) for providing the service; after 37 weeks this rate was increased to 19p/mile (12p/km). Payments, which included VAT, were based on the total distance covered (including empty running) and consisted partly of fares collected and partly of a subsidy from experimental funds. The fares were unchanged throughout the experimental period. Table 7 summarises the financial performance of the service for the first 66 weeks of operation.

TABLE 7
Running costs and revenue

	No. of km ³ operated	Cost per week (£)	Revenue per week (£)	Subsidy per week (£)
Phase I 42 weeks	632	1.46	0.49	0.98
Phase II 24 weeks	1073	5.43	1.07	4.36

The increased use made of the service during phase II is illustrated by the threefold increase in the distance covered per week. The revenue, however, only doubled and the subsidy required was increased from about £1 per week for phase I to just over £4 per week for phase II.

During phase II, people living in the western part of the area made 18 trips to and from Ripon, using the car service to connect with buses. Since they would not otherwise have been able to use buses, the service generated 18 bus trips and additional bus revenue of about £10 (or 8 per cent of the car service costs).

8.1 *Publicity costs*

The cost of the design, printing and distribution (by post) of the leaflets describing the service was approximately £40. The small handbill announcing the expanded phase II service was distributed at a total cost of approximately £10.

9. DISCUSSION

9.1 *Performance*

In assessing the performance of the service it is necessary to take into account the nature of the area served, its population and their problems. The total population of the area was small (about 300) and scattered (about 5 households per square km) and few households were without cars. This resulted in a low overall level of demand, and consequently little shared use of the car.

The service worked in a reliable and satisfactory way: booking in advance caused no problems to the passengers or the operator, and making connections with the buses at Masham did not prove difficult. However, in phase I the service generated few new bus trips and there was evidence that residents who had previously used the 153 service to and from Ripon were using the car service and 127 bus to Ripon and the 153 bus for the return; this gave a longer stay time there (see Table 2).

During phase I the connections offered with buses had been intentionally limited to one in each direction to promote sharing of the car. However, little sharing occurred because of the low level of demand. During phase II of the experiment, demand increased as a result of improving the service to permit more convenient return journeys to Masham for shopping. But this increased demand required additional car journeys, and there was a reduction in the average number of passengers per journey.

The benefits of the scheme are difficult to quantify. In the absence of the service the majority of users would have managed to travel somehow, either by seeking lifts, by taxi or postponing their journeys. Most of the trips were not urgent, most being for shopping or social purposes. During both phases about a tenth of the trips generated an extra bus journey.

9.2 *Finance*

The relatively poor financial performance of the scheme was due fundamentally to the low demand pattern at the site. The fares charged were modest considering the vehicle costs and drivers' time involved. The subsidy was high particularly in phase II in relation to the number of urgent trips made. However, the car service did provide public transport facilities to the western part of the area which had none before and a much improved public transport service to the two villages which already had a weekly bus, at a low overall cost. If volunteers were available some form of community car scheme such as that operating nearby at Hackforth (report in preparation) might offer a more economic form of public transport. Alternative ways of meeting low demand requirements, and the question of whether commercial hire car schemes might offer a more cost effective public transport option in places where demand is higher, are the subjects of other studies^{1,2}.

9.3 *The future of the service*

When the experimental period ended on 30 June 1979 North Yorkshire County Council undertook financial support of the service for a period of six months initially. During that time the future of the service was to be reviewed along with the bus services in the area, notably the section of the 153 route to Healey and Fearby.

The County Council has now decided to continue to support the service but at the same time agreed that bus service 153 should be withdrawn completely and the car service extended to Swinton to provide replacement facilities in Colsterdale. The remaining section of the route of Service 153 will be provided with alternative facilities by amending the bus network in the area.

10. CONCLUSIONS

1. The commercial hire car operator succeeded in providing a reliable service giving Colsterdale residents a much improved public transport service.
2. Demand for the service proved to be low. This was because the area was sparsely populated and few households were without cars.
3. Many of the journeys made using the car scheme were for shopping and social visits, and most would have been made somehow in the absence of the service. Only about one-tenth of the car trips resulted in an extra bus trip.
4. The service covered only 20 per cent of its costs (a subsidy of about £4 per week) due to the low demand, which resulted in poor vehicle utilisation.

11. REFERENCES

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2. BALCOMBE, R J and A S DREDGE. Community transport. Paper 4, Proceedings of a Symposium on the Rural Transport Experiments held at TRRL, Nov. 1979. *Department of the Environment Department of Transport, TRRL Report SR 584*. Crowthorne, 1980 (Transport and Road Research Laboratory).

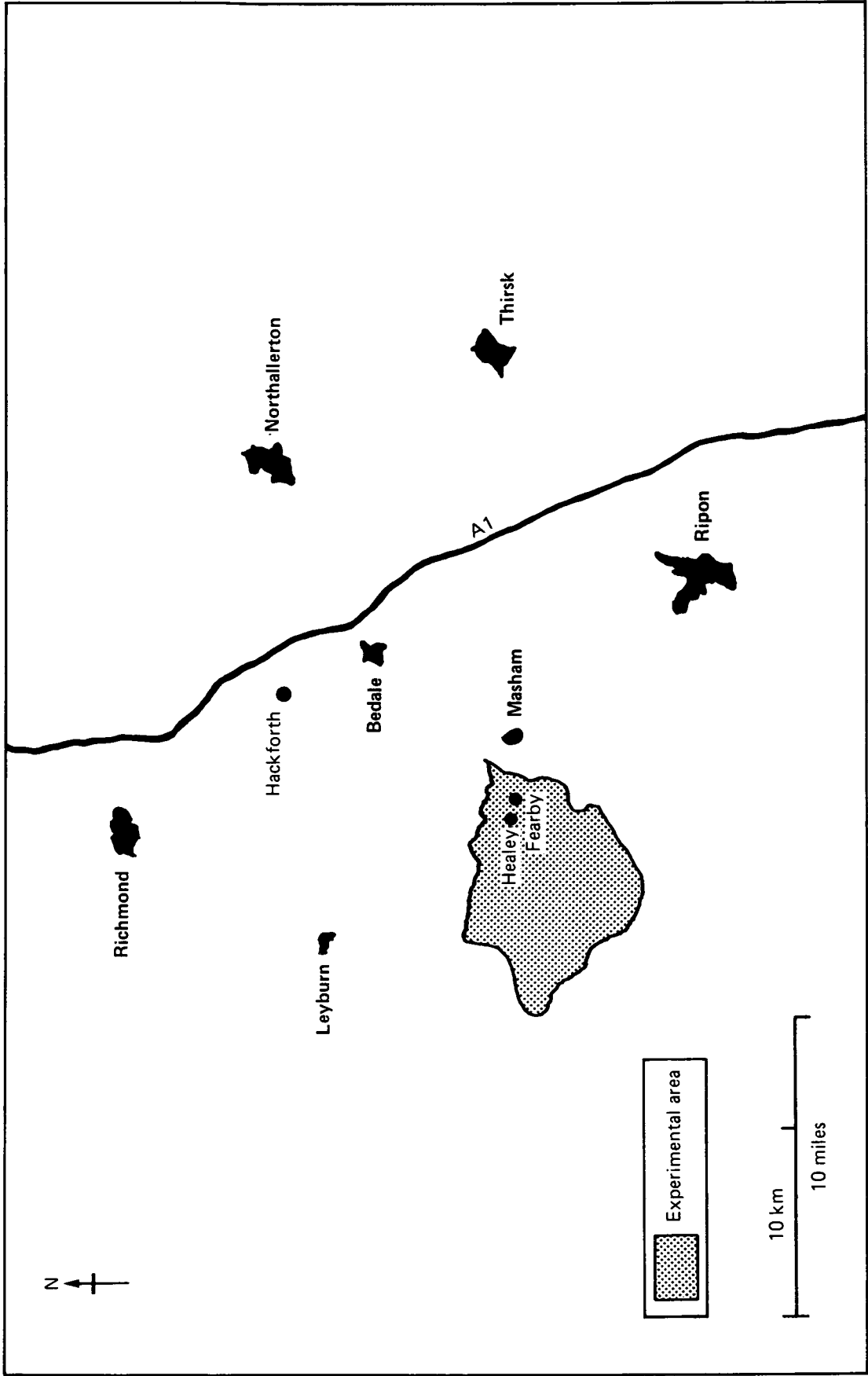


Fig. 1 LOCATION OF EXPERIMENTAL AREA

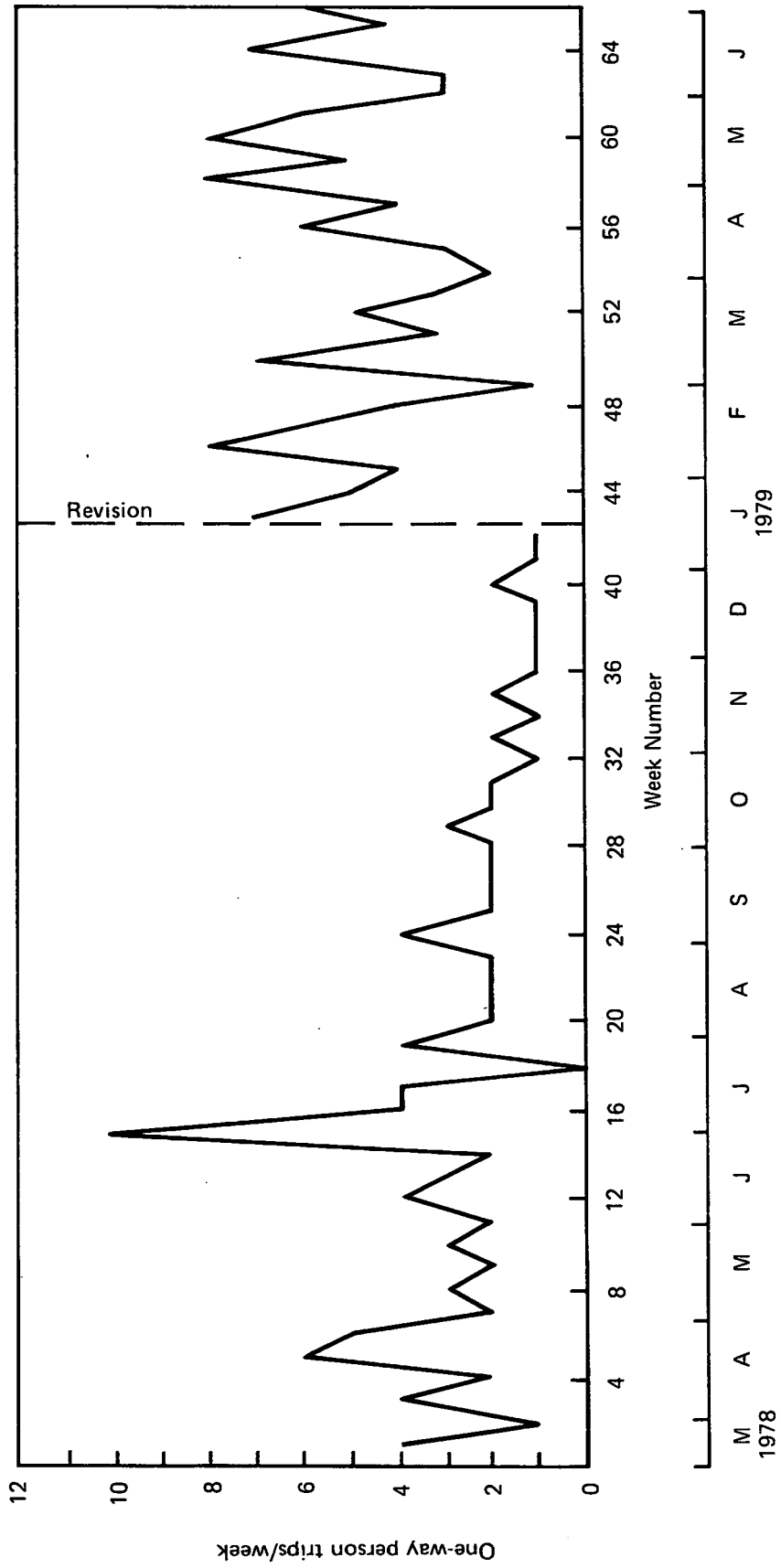


Fig.2 COLSTERDALE CAR SERVICE -- NUMBER OF ONE-WAY PASSENGER TRIPS PER WEEK

12. APPENDIX 1
The Working Group

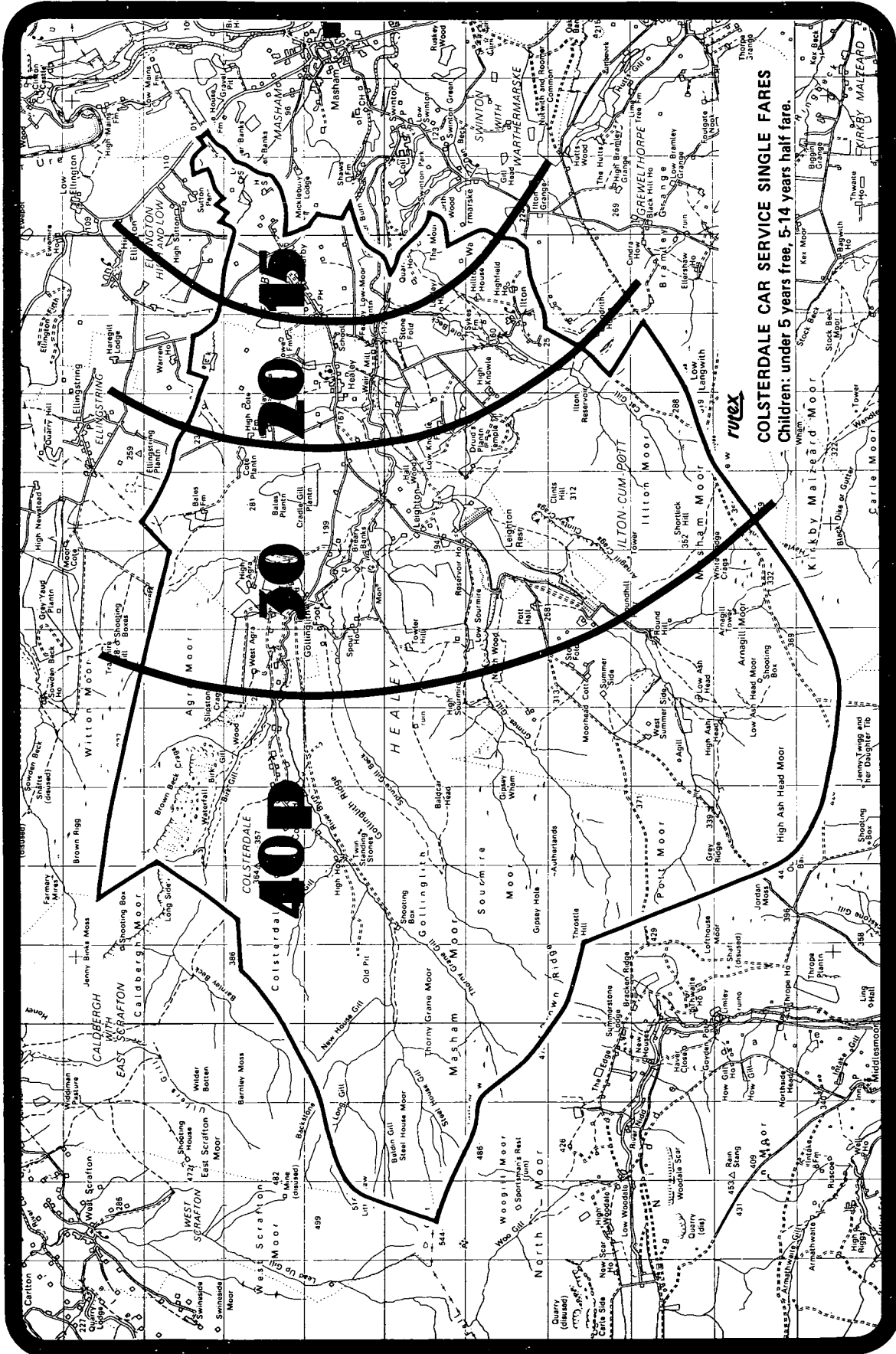
The North Yorkshire Working Group first met on 15 September 1976 and since then there have inevitably been a number of changes in membership. All those who have attended meetings up to the time of writing this report are listed below:

CHAIRMAN	Mr J W Blows Mr F B Green Mr G E Hancock Mr P A Toole	}	Departments of the Environment and Transport, Yorkshire and Humberside Region
North Yorkshire County Council	(the late) Mr W Barker Mr R Cockroft Mr L W Cornfield Mr G Cressey Mr R H King Mr J C Lodge Mr K B Roberts		
Richmondshire District Council	Mr M P Tooze		
Hambleton District Council	Mr J E M Clark Mr D Parkin		
Ryedale District Council	Mr D Fisher		
Harrogate Borough Council	Mr W Cowie Mr I B Dodsworth Mr K R Fletcher	(the late)	
Yorkshire Parish Council Association	Mr N A Maitland Group Capt G G Robinson RAF (Retd)		
Confederation of British Road Passenger Transport	Mr R J Elliott Mr P Rawlinson Mr P A Townley Mr K C Howe	}	United Automobile Services Ltd West Yorkshire Road Car Company Independent Sector
Yorkshire Rural Community Council			Mr Douglass
National Federation of Taxicab Associations			Mr J Bell Mr W Conway Mr P Simpson
Yorkshire Traffic Area Office			Mr J Duckworth Ms C Hewitson
Northern Traffic Area Office			Miss M K McLachlin Mr J McQueen Mr J Thomson

Women's Royal Voluntary Service	Mrs V Whitewick
Yorkshire Federation of Women's Institutes	Mrs J B Rose
Voluntary Organisations	Mrs E M Rowntree
Transport and General Workers Union	Mr Derham Mr J H Green Mr T Nesbitt
Motor Conference	Mr F J Robinson
North Yorkshire Area Health Authority	Mrs J Neville Mr J Sollberger
Northallerton District Community Health Council	Mr A Bradford
Department of Transport	Mr M C Daly Mr R Fox Mr P Jarrold Mr D C Milefanti Mr M Mills Mr J Owen Mr J N Thompson Mr J W Yellowlees
Transport and Road Research Laboratory	Dr R J Balcombe Mr G A Coe Mr R D Fairhead Mr M J Fuhr

13. APPENDIX 2
Publicity Leaflet (Fare Zones)

Side 1.



COLSTERDALE CAR SERVICE SINGLE FARES
Children: under 5 years free, 5-14 years half fare.

CROWN COPYRIGHT RESERVED



INTRODUCING YOUR COLSTERDALE CAR SERVICE

COLSTERDALE CAR SERVICE

A new, experimental public transport service starts in Colsterdale next Monday. It is designed to give local people—especially those without cars—the opportunity to travel to Ripon or just to Masham if they don't wish to use the bus, on any morning, Monday to Friday.

You can use the car service if you live anywhere in the parishes of Colsterdale, Fearby, Healey, and Ilton cum Pott (see map). The car will come to your door on any day (Monday to Friday) you ask for it, in time to get you to Masham by 9.51 am when the number 127 bus leaves for Ripon, arriving at 10.27. The car will leave Masham again at 12.51, just after the 12.15 bus arrives from Ripon, to take people home again.

FARES

You will be charged a fare, as on a bus, according to a fixed fare scale: single fares to Masham are shown on the map; children, between 5 and 14 years old, pay half fares. These fares are comparable to bus fares for similar distances, and considerably lower than what you would have to pay for a taxi. This is made possible by using a car like a bus, and carrying several different passengers at once. Since it has to pick up various passengers, at their homes, the car will not always follow the most direct route to Masham. However, your fare will be the same whichever way it goes, regardless of the number of passengers on board.

BOOKING

In order to provide a door-to-door service it is necessary for the driver to have a list of passengers' names and addresses before he sets out. This means that you will have to book in advance. There are three simple ways of booking:

- 1 Telephone MASHAM 429 not later than 9.30pm the evening before you wish to travel. (To be sure of a place, however, it may be advisable to book earlier).
 - 2 Send a postcard to: D.W. ASCOUGH, PARK ST. MASHAM RIPON, N. YORKSHIRE state your name and address (and, if necessary, instructions for finding it), the day you wish to travel, the number of seats you need, and, if you have one, your telephone number. Allow plenty of time for your postcard to arrive.
 - 3 Ask the driver on a previous journey. He will make the necessary arrangements for you.
- You may book (by any of those methods) for one trip at a time, or you may place a 'standing order' for a regular journey (eg every Tuesday morning).

THE RURAL TRANSPORT EXPERIMENTS

The service is being run by D.W. Ascoug on behalf of the Department of Transport, and is authorised under a special Act of Parliament*. It is one of the Government's programme of Rural Transport Experiments (RUTEX) which are taking place in other parts of North Yorkshire, as well as in Devon, Scotland, and Wales, and are being used to test new ways of providing public transport in rural areas. The experiment in Colsterdale is planned to run at least until 31st December 1978. If it proves successful, it may be extended indefinitely, and it would be a model for similar schemes in other parts of the country.

*The passenger Vehicles (Experimental Areas) Act 1977

ABSTRACT

RURAL TRANSPORT EXPERIMENTS: COLSTERDALE CAR SERVICE: *A report by the North Yorkshire Rutex Working Group*: Department of the Environment Department of Transport, TRRL Supplementary Report 589: Crowthorne, 1980 (Transport and Road Research Laboratory). The Colsterdale Car Service was a commercially operated shared hire car scheme. Part of the experimental area had a weekly bus to Ripon, but it did not conveniently serve Masham, the nearby town. The car service offered all the residents of the area a daily connection with a Ripon bus in Masham. During the second phase of the scheme a connection with the weekly Bedale bus and a daily additional departure from Masham were offered. The service operated reliably, but patronage was low. During the second phase it doubled to, on average, five one way trips per week. Car ownership was high and lifts catered for most requirements at the site, leaving only a scattered residual demand. Many of the car journeys were for shopping and social visits and most would have been made somehow in the absence of the service, and only about one-tenth of trips resulted in an extra bus journey. The low demand resulted in little car sharing, poor vehicle utilisation, and consequently poor financial performance. During the second phase of the scheme direct revenue covered 20 per cent of total costs, with indirect generated revenue on the connecting bus service equivalent to roughly a further 8 per cent of costs.

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ABSTRACT

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