



Better Buses Derbyshire

Results of transport survey: Bakewell, Sat 6 April 2024

Background

Better Buses Derbyshire is a coalition of individuals and organisations campaigning for better buses in Derbyshire, and are part of a national Better Buses campaign.

<https://betterbusescampaign.uk>

On 6 April 2024 the group conducted a short survey of passers-by in Bakewell at random to better understand how they travelled to Bakewell, how frequently they used the bus and what was stopping them from using the bus more.

A group of volunteers conducted surveys of 112 passers-by in the town centre (roughly equidistant from the main carpark and bus stops) between 10.15 and 11.30am. The average size of the groups people were with was 2.2.

Summary of results

The full results are given on the following pages. In summary the results showed that:

- The majority (77%) of people surveyed were visitors. Nearly half (47%) were from outside Derbyshire, a fifth (20%) from Derbyshire and the remainder unspecified.
- The majority (81%) came by car, though nearly a tenth (9%) came by bus
- The majority (56%) never use the bus, but over one in ten (12%) use the buses in Derbyshire frequently.
- The main barriers stopping people using the bus more frequently were: other (26%), the frequency of buses (20%), the reliability of buses (19%), N/A (18%) or preferred to use a car (16%). A lack of information was cited by nearly one in ten (9%).
- The majority (88%) have easy access to a car.
- The majority (78%) were visiting Bakewell for leisure.
- Of the respondents, exactly half were female, half male. Over three-fifths (67%) were employed and nearly a third (30%) retired.

Conclusions

For nearly a fifth of passers-by, including many people who arrived by car, the frequency and reliability of buses are barriers to stopping them using the bus. The irony of this is that the reliability of the buses is adversely affected by the large volumes of traffic. On the day of the survey, a sunny Saturday during the Easter holidays, Bakewell may have had more visitors than a weekday or a weekend outside school holidays. However, there was significant traffic congestion to the point that many buses were late, cancelled or changed their routes to save time. A carpark attendant was needed to direct traffic away from the carparks. The traffic is similarly congested during the summer. This is not good for local residents or businesses, the

visitors themselves or the bus operators. The traffic is also undermining the objectives of the Peak District National Park.

It is clear from the results, as well as talking to passers-by, that many visitors who arrive by car in Bakewell do not even consider the option of taking the bus. For them, the fact that they arrived by car is enough reason to dismiss the idea of taking a bus elsewhere in Derbyshire, even though many will use their car to visit other places. While nearly one in ten cited a lack of information as a barrier, we consider that many more people are not even thinking about taking the bus as they don't have any information. If there were better information and promotion of the buses, this may encourage more people to use the services. Better marketing is needed to encourage car owners to use buses, which would need to include timetables, travel maps, attractive photos and some tourist information.

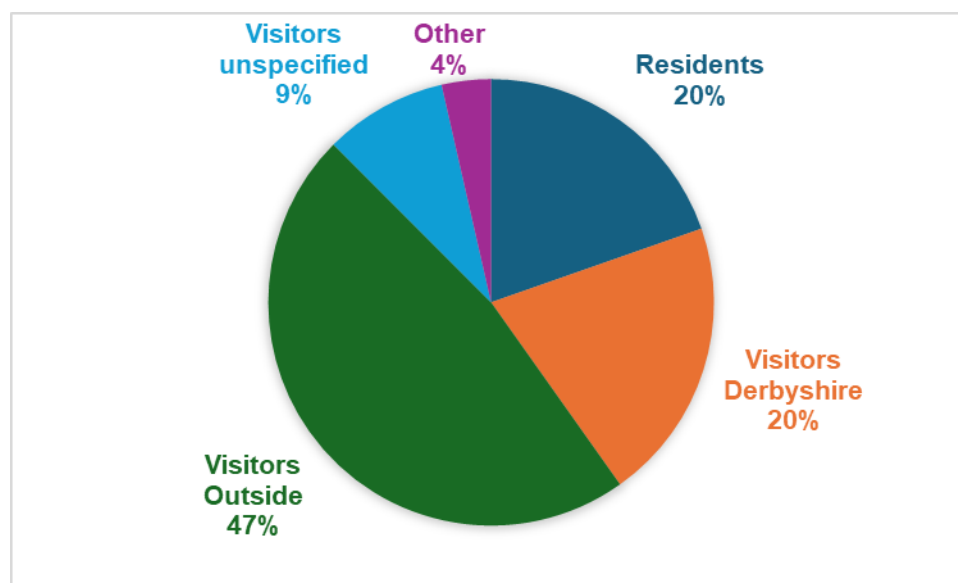
Better Buses Derbyshire recommend the following:

- Good information and promotion of available buses at the car parks and at tourist information.
- Printed bus/rail timetables including travel maps, photos and promotion of attractions
- Timetable information and maps at all bus stops throughout Derbyshire
- Ideally, frequent shuttle buses from Bakewell to Chatsworth House, Haddon Hall, Monsal Head or surrounding attractions
- Derbyshire County Council/Peak District National Park work with businesses and tourist attractions to ensure that websites provide good public transport information (and clearly offer/promote discounts to people arriving by public transport)
- Roadside signs are introduced thanking people for travelling to Derbyshire by public transport

Questions and responses

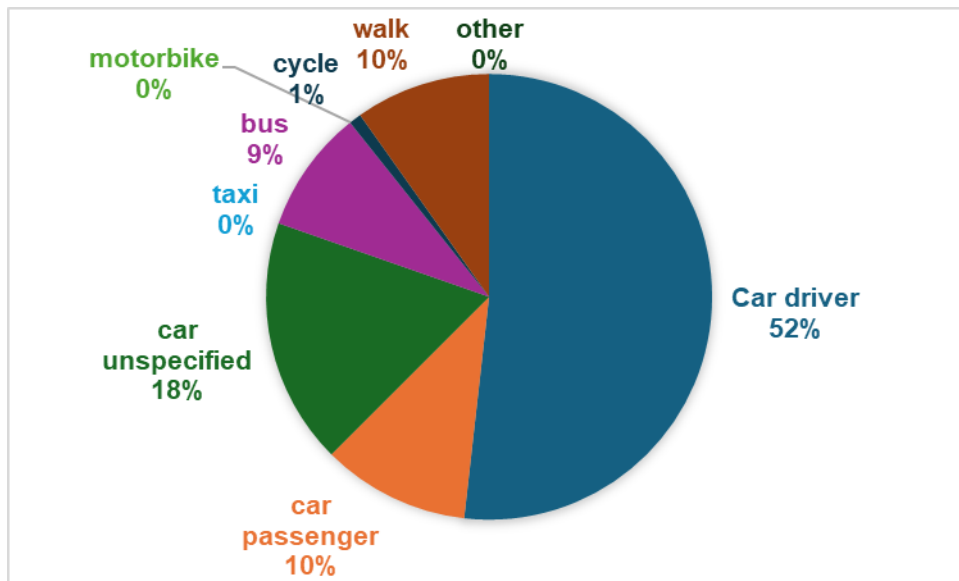
Q1. Are you a resident or visitor? (Resident; Visitor from Derbyshire (outside Bakewell); Visitor from outside Derbyshire; Other)

Response	No.	%
Residents	22	20%
Visitors Derbyshire	23	21%
Visitors Outside	53	47%
Visitors unspecified	10	9%
Other	4	4%
Total	112	100%



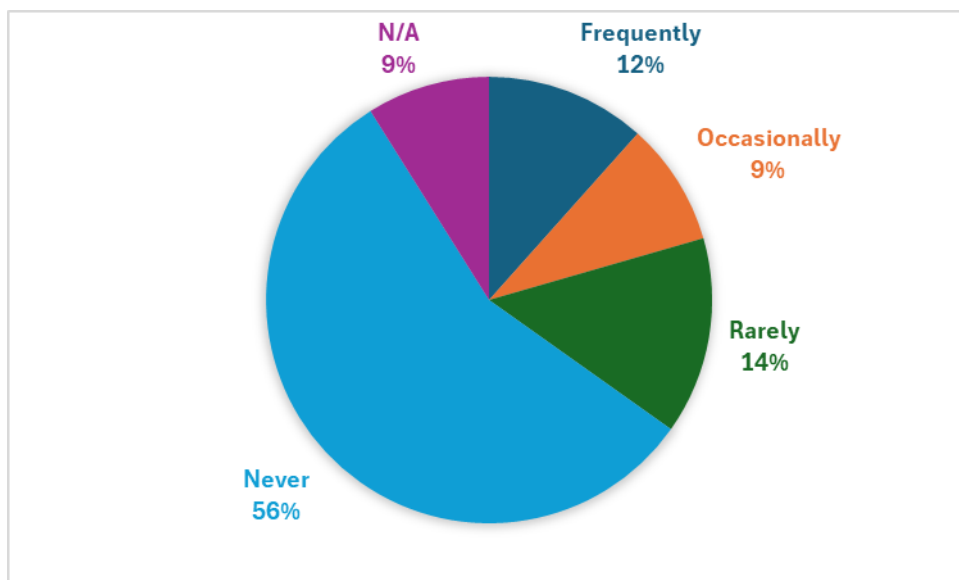
Q2. How did you travel here today? (Car – driver; Car – passenger; Taxi; Bus; Motorbike; Cycle; Walk/wheel; Other)

Response	No.	%
Car driver	58	52%
car passenger	12	11%
car unspecified	20	18%
taxi	0	0%
bus	10	9%
motorbike	0	0%
cycle	1	1%
walk	11	10%
other	0	0%
Total	112	100%



Q3. How frequently do you use the buses in Derbyshire? (frequently (at least once a week); Occasionally (at least once a month); Rarely (a few times a year or less); Never; Not applicable (don't live in Derbyshire))

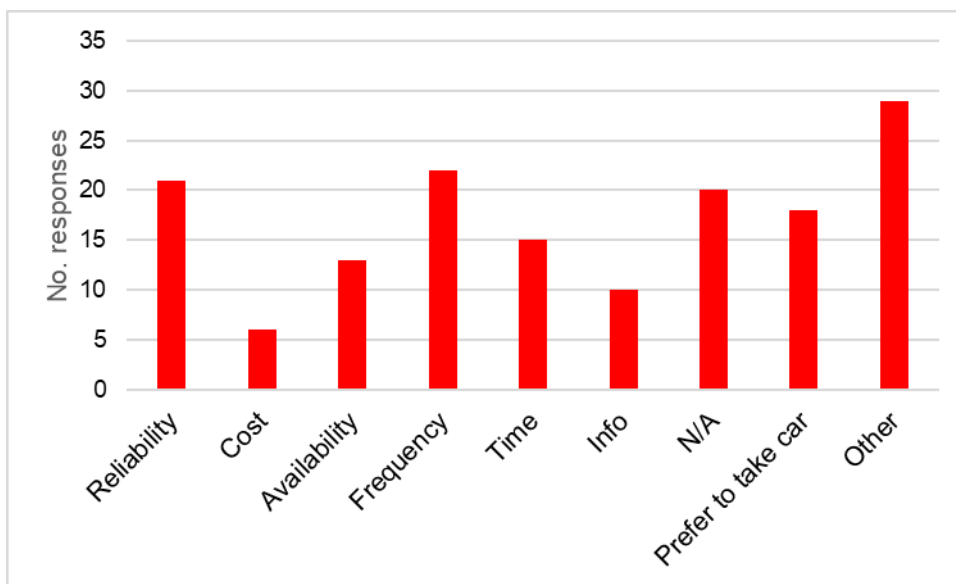
Response	No.	%
Frequently	13	12%
Occasionally	10	9%
Rarely	16	14%
Never	63	56%
N/A	10	9%
Total	112	100%



Q4. What are the main barriers stopping you from taking a bus in Derbyshire more often? (choose all that apply) (Reliability; Cost – too expensive; Availability – they don't go where I want to go; Frequency – they are too infrequent; Time – they take too long or don't

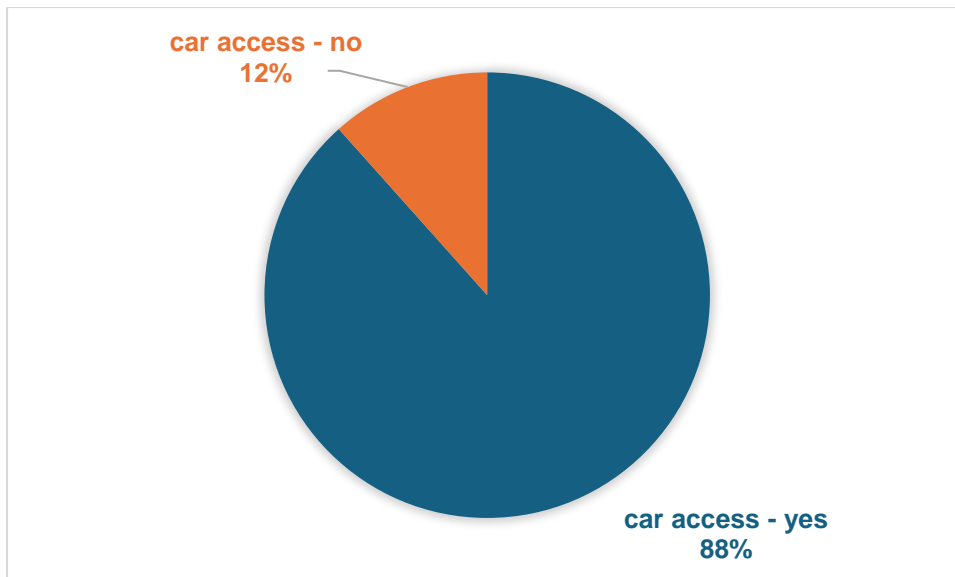
run at the times I need them (eg at night or early in the morning); Information – I don't know what buses there are; Prefer to take the car; Other) (can choose more than one)

Response	No.	%
Reliability	21	19%
Cost	6	5%
Availability	13	12%
Frequency	22	20%
Time	15	14%
Info	10	9%
NA	20	18%
Prefer to take car	18	16%
Other	29	26%
Total	110	100%



Q5 Do you have easy access to a car? (Yes; No; Other)

Response	No.	%
yes	99	88%
no	13	12%
other	0	0%
Total	112	100%



Q6. What's your main purpose of visiting Bakewell today?

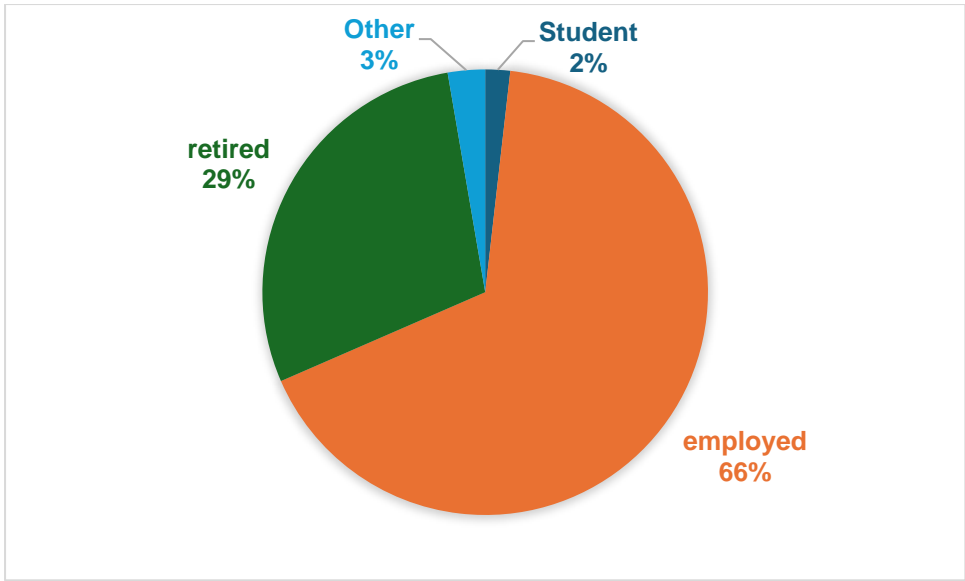
	No.	%
Leisure	87	78%
Work	5	4%
Visit friends	6	5%
Other	14	13%
Total	112	100%

Background: Gender

	No.	%
Female	56	50%
Male	56	50%
Other	0	
Prefer not to say	0	
total	112	100%

Background: employment status

	No.	%
Student	2	2%
Employed or self employed	74	67%
Retired	32	29%
Other	3	3%
Total	111	100%



Background: Number in party

Total no.	Average no.
247	2.2