



Bridport  
Town Council



# Bridport – West Bay Shuttle Service

## Evaluation Report

**Project Title:**

Bridport – West Bay Shuttle Service Evaluation Report

**Funding period:**

March 2025 – April 2026

**Service delivery period:**

July 2025 – April 2026

**Prepared by:**

Bridport Town Council

**Project partners:**

Dorset Community Transport (service providers)

West Dorset Commons (initiated idea)

Western Gateway Sub Transport Group (Funder)

Dorset Council (Funder)

**Date:**

May 2026



# Executive summary

## Overview

The pilot introduced a low-cost, frequent weekend bus service between Bridport and West Bay to address accessibility, affordability, and sustainability challenges. Running as frequently as feasible on a return loop between July 2025 and April 2026, the service is a place-based transport solution aiming to reduce car dependency, enhance community mobility, and support the visitor economy. The pilot was initiated by West Dorset Commons but delivered by Bridport Town Council in collaboration with Dorset Community Transport. It was, and remains, informed by user feedback for long-term sustainability. The pilot demonstrated strong demand and positive social, economic and environmental impacts.

## Headline outcomes

- 6,641 passenger journeys delivered
- Estimated removal of 2,213 car journeys
- Approx. 15% reduction in transport emissions compared with private car use
- Strong use by older residents, young people, and non-drivers
- Average social media reach: 7,730 per post
- High user satisfaction and repeat ridership
- Service supported local visitor economy and evening economy
- Demonstrated demand for longer-term sustainable transport provision

## Key findings

- Passenger numbers – over the pilot period 6,641
- User satisfaction – in all the face-to-face interviews users rated the service 10/10. The service evolved as a result of passenger feedback across the months and regular passengers could see that this information was used to adapt the timetables.
- Accessibility impacts – the service supported older and carless residents and young people who could travel independently
- Tourism and economic benefits – it eased movement between town and beach and passengers reported a greater spend in both places
- Environmental benefits – carbon emissions were reduced by at least 15%
- Communications reach – publicity has been extensive and is at its strongest on social media with each feature viewed by 7,730 people on average.

## Main challenges

- Operational constraints – with funding available to provide 16 hours of service over a weekend period we initially split the service hours equally over Saturday and Sunday. We could only provide a 'one bus, one driver' service. As Saturday proved more popular and with frequent requests for the bus to leave earlier in the morning we extended the hours that day and reduced Sunday's hours. Owing to the need for driver breaks, the service needed two

longer breaks in the day so we were not able to offer a seamless non-stop loop.

- Awareness barriers – despite being our most widely and regularly advertised service in print and social media there are still people unaware that it exists. In the most recent online survey we asked people how to reach new passengers and some additional promotional ideas were suggested.
- Weather factors – numbers decreased over the winter period and on wet days some of the bus loops could be empty or have just a couple of people.
- Funding limitations – we had initially anticipated running on the Friday night as well, but funding limitations meant we just had to focus on Saturday day and evening and Sunday daytime.
- The project began at a time of organisational change within Bridport Town Council, including a turnover in key staffing positions. Project oversight was transferred to the Project Manager.

## **Recommendations**

The evaluation of the pilot has identified a number of recommendations to support the continuation and future development of the service. These include maintaining the current weekend timetable, exploring extended operating hours, improving signage and printed information, and continuing strong social media promotion. Longer-term priorities include securing multi-year funding, developing local sponsorship opportunities, strengthening integration with wider transport networks, and working towards the introduction of a lower-emission accessible vehicle. The pilot has also demonstrated a model that could potentially be replicated in other rural and coastal communities facing similar transport challenges.

# **1. Introduction**

## **1.1 Background and context**

The Bridport–West Bay Shuttle Service was developed to improve sustainable connectivity between Bridport town centre and West Bay, supporting both local residents and visitors while reducing reliance on private car travel along a high-demand coastal corridor. As a rural and coastal area the bus service is limited with huge public transport gaps, so residents and visitors without cars face challenges.

Existing bus services between Bridport and West Bay:

- were unaffordable – a family of four with children over 5 pays between £6-£8.40 each way, even with a £3 cap.
- were not sufficient to make the best of the visitor offer of the town centre and West Bay. In the peak season the service is hourly, and at other times 2 to 3-hourly, despite the town remaining a major visitor draw throughout the year.
- did not meet the needs of residents, limiting access to public services, town centre, employment, and recreational facilities.
- deterred carbon-friendly travel.
- did not provide for the town's evening economy.

In addition, there is limited parking in town at the weekends due to demand and as a prime tourist coastal area, parking fees are very expensive in West Bay.

## 1.2 Project aims and objectives

- Improve sustainable access between Bridport and West Bay
- Reduce short-distance car journeys and parking pressure
- Improve accessibility for residents, visitors, and non-drivers
- Support the local visitor economy
- Encourage modal shift towards public transport
- Test demand for future transport provision
- Strengthen links between transport, tourism, and active travel

## 2. Service overview

### 2.1 Service description

The service is provided for 16 hours over every weekend throughout the year except Christmas week. Saturdays are 9.45 am – 9.00 pm. Sundays are 9.45am – 3.00 pm. The shuttle operates every 30 minutes but allows for the legally required driver breaks.

|                                   |                                        |      |      |      |   |      |      |      |   |      |      |      |   |      |      |      |   |   |      |      |   |      |      |      |  |
|-----------------------------------|----------------------------------------|------|------|------|---|------|------|------|---|------|------|------|---|------|------|------|---|---|------|------|---|------|------|------|--|
| Bridport<br>←<br>West Bay         | Saturdays                              |      |      |      |   |      |      |      |   |      |      |      |   |      |      |      |   |   |      |      |   |      |      |      |  |
|                                   | South Street Car Park (off Church St)  | 0945 | 1015 | 1045 | - | 1145 | 1215 | 1245 | - | 1345 | 1415 | 1445 | - | 1545 | 1615 | 1645 | - | - | 1815 | 1845 | - | 1945 | 2015 | 2045 |  |
|                                   | St Marys Church                        | 0946 | 1016 | 1046 | - | 1146 | 1216 | 1246 | - | 1346 | 1416 | 1446 | - | 1546 | 1616 | 1646 | - | - | 1816 | 1846 | - | 1946 | 2016 | 2046 |  |
|                                   | Builders Merchant (formerly Jewson's)* | 0947 | 1017 | 1047 | - | 1147 | 1217 | 1247 | - | 1347 | 1417 | 1447 | - | 1547 | 1617 | 1647 | - | - | 1817 | 1847 | - | 1947 | 2017 | 2047 |  |
|                                   | Flood Lane (formerly Mountjoy School)* | 0949 | 1019 | 1049 | - | 1149 | 1219 | 1249 | - | 1349 | 1419 | 1449 | - | 1549 | 1619 | 1649 | - | - | 1819 | 1849 | - | 1949 | 2019 | 2049 |  |
|                                   | Roundham Gardens                       | 0953 | 1023 | 1053 | - | 1153 | 1223 | 1253 | - | 1353 | 1423 | 1453 | - | 1553 | 1623 | 1653 | - | - | 1823 | 1853 | - | 1953 | 2023 | 2053 |  |
|                                   | Meadowlands                            | 0954 | 1024 | 1054 | - | 1154 | 1224 | 1254 | - | 1354 | 1424 | 1454 | - | 1554 | 1624 | 1654 | - | - | 1824 | 1854 | - | 1954 | 2024 | 2054 |  |
|                                   | The George, West Bay (arr)             | 0955 | 1025 | 1055 | - | 1155 | 1225 | 1255 | - | 1355 | 1425 | 1455 | - | 1555 | 1625 | 1655 | - | - | 1825 | 1855 | - | 1955 | 2025 | 2055 |  |
|                                   | The George, West Bay (dep)             | 1000 | 1030 | 1100 | - | 1200 | 1230 | 1300 | - | 1400 | 1430 | 1500 | - | 1600 | 1630 | 1700 | - | - | 1830 | 1900 | - | 2000 | 2030 | 2100 |  |
|                                   | Meadowlands                            | 1001 | 1031 | 1101 | - | 1201 | 1231 | 1301 | - | 1401 | 1431 | 1501 | - | 1601 | 1631 | 1701 | - | - | 1831 | 1901 | - | 2001 | 2031 | 2101 |  |
|                                   | Opposite Roundham Gardens              | 1002 | 1032 | 1102 | - | 1202 | 1232 | 1302 | - | 1402 | 1432 | 1502 | - | 1602 | 1632 | 1702 | - | - | 1832 | 1902 | - | 2002 | 2032 | 2102 |  |
|                                   | (The White House for) The Crown Inn    | 1004 | 1034 | 1104 | - | 1204 | 1234 | 1304 | - | 1404 | 1434 | 1504 | - | 1604 | 1634 | 1704 | - | - | 1834 | 1904 | - | 2004 | 2034 | 2104 |  |
|                                   | Flood Lane (formerly Training Centre)  | 1006 | 1036 | 1106 | - | 1206 | 1236 | 1306 | - | 1406 | 1436 | 1506 | - | 1606 | 1636 | 1706 | - | - | 1836 | 1906 | - | 2006 | 2036 | 2106 |  |
|                                   | Doctor Roberts Close                   | 1008 | 1038 | 1108 | - | 1208 | 1238 | 1308 | - | 1408 | 1438 | 1508 | - | 1608 | 1638 | 1708 | - | - | 1838 | 1908 | - | 2008 | 2038 | 2108 |  |
|                                   | Pierpoint Gallery (now Soulshine)      | 1009 | 1039 | 1009 | - | 1109 | 1239 | 1209 | - | 1409 | 1439 | 1509 | - | 1609 | 1639 | 1709 | - | - | 1839 | 1909 | - | 2009 | 2039 | 2109 |  |
|                                   | South Street Car Park (off Church St)  | 1010 | 1040 | 1110 | - | 1210 | 1240 | 1310 | - | 1410 | 1440 | 1510 | - | 1610 | 1640 | 1710 | - | - | 1840 | 1910 | - | 2010 | 2040 | 2110 |  |
| *Morrisons Supermarket not served |                                        |      |      |      |   |      |      |      |   |      |      |      |   |      |      |      |   |   |      |      |   |      |      |      |  |
| Bridport<br>←<br>West Bay         | Sundays                                |      |      |      |   |      |      |      |   |      |      |      |   |      |      |      |   |   |      |      |   |      |      |      |  |
|                                   | South Street Car Park (off Church St)  | 0945 | 1015 | 1045 | - | 1145 | 1215 | 1245 | - | 1345 | 1415 | 1445 | - | 1545 | 1615 | 1645 | - | - | 1815 | 1845 | - | 1945 | 2015 | 2045 |  |
|                                   | St Marys Church                        | 0946 | 1016 | 1046 | - | 1146 | 1216 | 1246 | - | 1346 | 1416 | 1446 | - | 1546 | 1616 | 1646 | - | - | 1816 | 1846 | - | 1946 | 2016 | 2046 |  |
|                                   | Builders Merchant (formerly Jewson's)* | 0947 | 1017 | 1047 | - | 1147 | 1217 | 1247 | - | 1347 | 1417 | 1447 | - | 1547 | 1617 | 1647 | - | - | 1817 | 1847 | - | 1947 | 2017 | 2047 |  |
|                                   | Flood Lane (formerly Mountjoy School)* | 0949 | 1019 | 1049 | - | 1149 | 1219 | 1249 | - | 1349 | 1419 | 1449 | - | 1549 | 1619 | 1649 | - | - | 1819 | 1849 | - | 1949 | 2019 | 2049 |  |
|                                   | Roundham Gardens                       | 0953 | 1023 | 1053 | - | 1153 | 1223 | 1253 | - | 1353 | 1423 | 1453 | - | 1553 | 1623 | 1653 | - | - | 1823 | 1853 | - | 1953 | 2023 | 2053 |  |
|                                   | Meadowlands                            | 0954 | 1024 | 1054 | - | 1154 | 1224 | 1254 | - | 1354 | 1424 | 1454 | - | 1554 | 1624 | 1654 | - | - | 1824 | 1854 | - | 1954 | 2024 | 2054 |  |
|                                   | The George, West Bay (arr)             | 0955 | 1025 | 1055 | - | 1155 | 1225 | 1255 | - | 1355 | 1425 | 1455 | - | 1555 | 1625 | 1655 | - | - | 1825 | 1855 | - | 1955 | 2025 | 2055 |  |
|                                   | The George, West Bay (dep)             | 1000 | 1030 | 1100 | - | 1200 | 1230 | 1300 | - | 1400 | 1430 | 1500 | - | 1600 | 1630 | 1700 | - | - | 1830 | 1900 | - | 2000 | 2030 | 2100 |  |
|                                   | Meadowlands                            | 1001 | 1031 | 1101 | - | 1201 | 1231 | 1301 | - | 1401 | 1431 | 1501 | - | 1601 | 1631 | 1701 | - | - | 1831 | 1901 | - | 2001 | 2031 | 2101 |  |
|                                   | Opposite Roundham Gardens              | 1002 | 1032 | 1102 | - | 1202 | 1232 | 1302 | - | 1402 | 1432 | 1502 | - | 1602 | 1632 | 1702 | - | - | 1832 | 1902 | - | 2002 | 2032 | 2102 |  |
|                                   | (The White House for) The Crown Inn    | 1004 | 1034 | 1104 | - | 1204 | 1234 | 1304 | - | 1404 | 1434 | 1504 | - | 1604 | 1634 | 1704 | - | - | 1834 | 1904 | - | 2004 | 2034 | 2104 |  |
|                                   | Flood Lane (formerly Training Centre)  | 1006 | 1036 | 1106 | - | 1206 | 1236 | 1306 | - | 1406 | 1436 | 1506 | - | 1606 | 1636 | 1706 | - | - | 1836 | 1906 | - | 2006 | 2036 | 2106 |  |
|                                   | Doctor Roberts Close                   | 1008 | 1038 | 1108 | - | 1208 | 1238 | 1308 | - | 1408 | 1438 | 1508 | - | 1608 | 1638 | 1708 | - | - | 1838 | 1908 | - | 2008 | 2038 | 2108 |  |
|                                   | Pierpoint Gallery (now Soulshine)      | 1009 | 1039 | 1109 | - | 1209 | 1239 | 1309 | - | 1409 | 1439 | 1509 | - | 1609 | 1639 | 1709 | - | - | 1839 | 1909 | - | 2009 | 2039 | 2109 |  |
|                                   | South Street Car Park (off Church St)  | 1010 | 1040 | 1110 | - | 1210 | 1240 | 1310 | - | 1410 | 1440 | 1510 | - | 1610 | 1640 | 1710 | - | - | 1840 | 1910 | - | 2010 | 2040 | 2110 |  |
| *Morrisons Supermarket not served |                                        |      |      |      |   |      |      |      |   |      |      |      |   |      |      |      |   |   |      |      |   |      |      |      |  |

The route is a direct line from Bridport town centre (South Street car park) to the centre of West Bay by the harbour.

The bus is a 16 seater diesel mini bus. Although it can take fold up push chairs it is not wheelchair accessible. There is an alternative wheelchair accessible First bus service but this runs less frequently and not into Saturday evening.

Tickets are £1 for adults. It is free for under 16s and concessionary passes are accepted.

## 2.2 Delivery Partners

The pilot service was made possible by majority funding (£20,000) from Western Gateway Sub Transport Group, with an additional grant (£5,000) from Dorset Council Community Transport Grants and in-kind project management support from Bridport Town Council (£5,000).

The operator is Dorset Community Transport with whom Bridport Town Council have worked closely on the delivery of another service.

The initiative came from United Diversity (who became West Dorset Commons) who have helped promote the service, along with the Western Area Transport Action Group and Bridport Tourist Information Centre who have assisted with posters, leaflets and distribution.

## 2.3 Financial Overview

The WB1 pilot service was delivered through a combination of external grant funding, fare income, and in-kind project management support. Funding comprised £20,000 from the Western Gateway Sub Transport Group, £5,000 from Dorset Council Community Transport Grants, and approximately £5,000 of in-kind officer time and support from Bridport Town Council.

Total expenditure for pilot period: £27,340 (Signage £420, DCT £3,540 + £9440 + £8940) plus in-kind support of £5,000 from Bridport Town Council.

During the pilot period the service cost generated £5,435 in fare income. Under the terms of the funding agreement, this income was permitted to be retained beyond the pilot period and will contribute towards continuation and future development of the service. In addition, Dorset Council permitted £2,660 to carry over from their grant.

A total of 6,641 passenger journeys were recorded during the pilot period. Based on the total project value of £27,340, this equates to an approximate cost of £4.11 per passenger journey. When fare income is taken into account, the net public subsidy per passenger journey reduces to approximately £3.29.

Given the rural and coastal nature of the route, the high frequency of the service, and the broader social, environmental, and economic benefits achieved, this represents strong value for money for a pilot community transport initiative. In addition to direct passenger benefits, the service contributed to reduced parking pressure, lower car dependency, improved accessibility, and support for the local visitor economy.

## **3. Evaluation Methodology**

### **3.1 Evaluation approach**

A mixed-method evaluation approach was used to assess service performance, user experience, and wider community impact.

### **3.2 Data collection methods**

#### **Quantitative Data**

This includes:

- passenger numbers
- ticket sales
- ridership trends
- social media metrics

#### **Qualitative Data**

Throughout the pilot period the Project Manager rode the bus monthly to check in with the driver and passengers about usage. In addition, she carried out passenger and driver interviews on 4 occasions.

The Project Manager monitored all the social media comments about the service and this was fed into meetings where timetables were being considered. When changing the timetable from summer to autumn we did a poll with options for change.

An online anonymous survey was carried out in March 26 to find out passenger experience, why people might not use it, encourage them to use it more and to gather ideas of how it could be better publicised.

### **3.3 Limitations**

- Incomplete datasets – we did not ask people's age during interviews. We do not have the breakdown of trends throughout the day after October, due to the resource issues at DCT.
- On one weekend the weather was awful so there were only small numbers on the bus
- As the Project Manager is part time she could only ride on the bus for limited periods, usually a half day maximum, so did not interview all users on a particular weekend, just a sample
- As passengers were so positive about the service and eager to keep it going, they tended to talk in superlatives and refrain from any criticism

## 4. Service usage and performance

### 4.1 Passenger numbers

|                 | Adult single | Fare   | Bus pass | Child <16 | Total | Dogs |
|-----------------|--------------|--------|----------|-----------|-------|------|
| July 25 (1 w/e) | 114          | £114   | 49       | 42        | 205   | 10   |
| Aug 25 (5 w/e)  | 694          | £694   | 397      | 233       | 1,324 | 21   |
| Sept 25         | 352          | £352   | 251      | 42        | 645   | 63   |
| Oct 25          | 431          | £431   | 249      | 86        | 766   | 54   |
| Nov 25          | 356          | £356   | 281      | 29        | 666   | 27   |
| Dec 25 (3 w/e)  | 159          | £159   | 111      | 18        | 288   | 19   |
| Jan 26          | 201          | £201   | 212      | 38        | 451   | 25   |
| Feb 26          | 262          | £262   | 178      | 49        | 489   | 22   |
| Mar 26 (5 w/e)  | 395          | £395   | 378      | 82        | 855   | 35   |
| April 26        | 458          | £458   | 411      | 83        | 952   | 59   |
| Pilot totals    | 3,422        | £3,422 | 2,517    | 702       | 6,641 | 335  |

The pilot recorded a total of 6,641 passenger journeys between July 2025 and April 2026, alongside 335 dogs transported, demonstrating sustained and varied community use throughout the period.

Passenger numbers increased after the initial launch phase, with particularly high usage in:

- August 2025 — 1,324 journeys
- March 2026 — 855 journeys
- April 2026 — 952 journeys

August recorded the highest monthly usage of the pilot, reflecting a combination of school holidays, visitor activity, favourable weather, and an additional weekend of operation.

Overall, the service established consistent demand across multiple user groups. Adult single fares accounted for 3,422 journeys, while concessionary (bus pass) users contributed 2,517 journeys, indicating strong uptake from both fare-paying and eligible users.

Usage patterns show clear seasonality, with higher demand during summer and school holiday periods, and a decline over the winter months. This is consistent with reduced discretionary travel and poorer weather conditions following Christmas. However, usage recovered strongly from March onwards, indicating continued demand and growing awareness of the service.

## July – Oct ridership

| Date                                             | Total passengers | Average ridership | Notes                            |
|--------------------------------------------------|------------------|-------------------|----------------------------------|
| Sat 26 <sup>th</sup> / Sun 27 <sup>th</sup> July | 147 / 58         | 10.5 / 4.14       | Sat 14 trips, Sun 14 for 6 weeks |
| Sat 2 <sup>nd</sup> / Sun 3 <sup>rd</sup> Aug    | 204 / 190        | 14.57 / 13.57     |                                  |
| Sat 9 <sup>th</sup> / Sun 10 <sup>th</sup> Aug   | 58 / 40          | 4.14 / 2.85       |                                  |
| Sat 16 <sup>th</sup> / Sun 17 <sup>th</sup> Aug  | 152 / 115        | 10.85 / 8.21      |                                  |
| Sat 23 <sup>rd</sup> / Sun 24 <sup>th</sup> Aug  | 140 / 152        | 10 / 10.86        |                                  |
| Sat 30 <sup>th</sup> / Sun 31 <sup>st</sup> Aug  | 62 / 58          | 4.42 / 4.14       |                                  |
| Sat 6 <sup>th</sup> / Sun 7 <sup>th</sup> Sept   | 107 / 42         | 7.64 / 3          | Sat 17 trips, Sun 9 thereafter   |
| Sat 13 <sup>th</sup> / Sun 14 <sup>th</sup> Sept | 112 / 22         | 6.58 / 2.44       |                                  |
| Sat 20 <sup>th</sup> / Sun 21 <sup>st</sup> Sept | 99 / 50          | 5.82 / 5.55       |                                  |
| Sat 27 <sup>th</sup> / Sun 28 <sup>th</sup> Sept | 154 / 59         | 9.05 / 6.55       |                                  |
| Sat 4 <sup>th</sup> / Sun 5 <sup>th</sup> Oct    | 97 / 45          | 5.70 / 5          |                                  |
| Sat 11 <sup>th</sup> / Sun 12 <sup>th</sup> Oct  | 155 / 57         | 9.11 / 6.33       |                                  |
| Sat 18 <sup>th</sup> / Sun 19 <sup>th</sup> Oct  | 120 / 14         | 7.05 / 1.55       | Wet Sunday                       |
| Sat 25 <sup>th</sup> / Sun 26 <sup>th</sup> Oct  | 218 / 60         | 12.82 / 6.66      |                                  |

Across the recorded weekends between July and October 2025, the service consistently attracted passengers on both Saturdays and Sundays, with particularly strong peaks in early August and late October. These peaks indicate strong demand during key leisure periods, particularly in late summer and school holiday periods, as well as increased autumn activity.

A clear seasonal pattern emerges from the data:

- Early August (peak summer period) shows the highest sustained ridership levels, with multiple weekends exceeding 100 passengers per day.
- Late August shows a noticeable decline in usage, suggesting a tapering of holiday-related travel.
- September and October show moderate but steady demand, with intermittent spikes likely linked to weather conditions and local events.

This pattern demonstrates that the service is highly responsive to seasonal leisure travel demand, particularly during school holidays and favourable weather conditions.

The data also shows a consistent difference between Saturday and Sunday usage. Saturdays generally record higher passenger numbers than Sundays. Average ridership per trip also follows this pattern, with peak performance reaching 14.57 average ridership (Saturday 2nd August). These figures demonstrate periods of high vehicle occupancy and efficient service utilisation.

Lower usage weekends (e.g. mid-August and mid-October Sundays) recorded as few as 14 passengers (Sunday 18th October) and 40–60 passengers across quieter weekends. These variations are consistent with normal demand fluctuations in a leisure- and weather-dependent service, rather than indicating a lack of overall demand.

## **Overall conclusion**

The weekend-level data reinforces the wider pilot findings by showing that demand is seasonally driven but recurring, strongest during holiday and leisure periods, and capable of reaching high-capacity on peak days. This provides further evidence that the service delivers meaningful transport value, supports local mobility needs, and responds effectively to fluctuations in community demand.

The ridership was used throughout the project to amend the timetable according to demand and to inform the final timetable for the pilot period.

## **4.2 User demographics**

We were not able to capture the exact ages of the passengers but we know from concessionary pass usage and anecdotal evidence that the service is well used by the older age group. That said, there are regular family groups with young children that use the service and in the holidays the under 16s who can ride for free use it to meet at the beach or in town.

During autumn 45% users left from Bridport to go to West Bay and 55% boarded in West Bay for Bridport.

We are not able to break down exactly the split between visitors and residents but on the sample rides where interviews were conducted it was usually 25% visitors, 75% locals. In summer months there would be a higher number of visitors.

DCT buses which were available for the service were school buses minibuses and not accessible to wheelchair users.

## **4.3 Journey purposes**

People use the service for a variety of reasons but mainly for leisure and shopping. The most often cited response for going into Bridport is to go to the market and shops. Those going to West Bay mainly use the WB1 to access the beach for walks and to use the kiosks, pubs and cafés. It is also used for work, but to a lesser extent than any other reason. Some use it to connect with other bus services.

## **4.4 Demand growth**

Despite seasonal variation, usage remained consistent throughout winter and increased again in spring, indicating sustained underlying demand rather than purely seasonal tourism use.

## **5. Community and passenger feedback**

### **5.1 Overall user experience**

#### **In person**

The Project Manager interviewed 100 passengers over 4 occasions during and at the end of the pilot (August, Nov, Feb and May). Roughly 40% interviewed were West Bay residents, 40% Bridport and 20% visitors. The West Bay residents were using it for the market and shops, the Bridport residents for walks, cafes or work. Over half said it reduced their car usage and all said they were going to use it more in the summer. Many said car parking charges had put them off going to West Bay. Feedback was very positive including the community spirit created by the driver who knows regulars by name and warmly greets everyone. The bus was cited as clean, comfortable, safe, affordable and reliable.

#### **Online survey – start of March**

An online survey was carried out to gather feedback from users and residents in March. Responses showed strong support for the service and highlighted opportunities to improve awareness and accessibility. Feedback from respondents was overwhelmingly positive, with many describing the shuttle as a valuable, friendly and convenient service.

Passengers frequently highlighted the friendly and helpful driver, the avoiding of parking difficulties, the ability to travel without worrying about driving after meals or drinks, the environmental benefits of using public transport. Several respondents reported using the service regularly, particularly during the summer months.

#### **Quotes**

“This service is very important to me. Although I can drive, using the bus takes away having to find and pay for pricey parking. It is perfect for going to the market on a Saturday. It is lovely and clean and so convenient”.

“The bus gives me more independence as I do not have to get lifts”

“I value the bus because you can connect to it from other parts of town and use it to get down to the coast”

“It is regular and reliable and handy to drop into town”

“I used the bus today at lunchtime to make a trip from West Bay back to Bridport, having enjoyed a walk to the bay. 13 out of the 16 seats were occupied and the friendly driver and general jovial atmosphere made it a very pleasant experience!”

“Brilliant bus as we don’t have the hassle of parking so it means we can wander into town for a drink and a bit of shopping. It is great to be able to go for a drink so this must be good for the pubs and bars”.

“I think the social media coverage is excellent. There are posts about it on Facebook every week — poems too! The social media exposure is top notch.”

## **5.2 Accessibility and inclusion**

The service supports older and/or carless residents who can travel in either direction without needing to rely on others for lifts, or taxis. Whilst during the daytime there is a First Bus service, it is less frequent and there are reports of lateness. Users said the WB1 is reliably on time and this enables them to plan shopping, events and trips. By making the service free to under 16s they are given increased freedom to travel independently. The service supports lower-income households by being very low cost or free for many.

In order to have it as a shuttle with a quick turnaround (2 per hour) it is a timetabled service using minibuses which are available at the weekend and usually used on school services on weekdays. This restraint meant we could not offer a fully accessible service for disabled passengers.

The lack of wheelchair accessibility remains the service’s most significant inclusion limitation and would need addressing in any longer-term or expanded provision.

## **5.3 Tourism and visitor benefits**

Whilst we do not know the exact number of visitors using the service, anecdotal evidence tells us that the WB1 has improved visitor movement into the town centre. It has enhanced visitor experience by giving easy access to the beach from town, the bus is very friendly and there is reduced stress of not having to find parking and knowing the bus is always on time. Most people interviewed said the bus has led to them spending money in town or at a café so there is some benefit for businesses. Bridport Business Chamber report anecdotal evidence of it giving some support to the visitor economy but we have not captured the economic benefit in detail.

## **5.4 Environmental and traffic impacts**

Over 50% of passengers say in interviews that they would have driven had the bus service not been available so the WB1 has reduced short car trips. It contributes to local climate objectives by being a form of sustainable travel. The ideal would be to use an electric bus, but these remain very expensive for DCT.

Emissions calculations are indicative estimates based on average UK vehicle occupancy and standard diesel/car CO<sub>2</sub> conversion factors.

The journey is 1.7 miles and was undertaken 1,000 times in a 2018 diesel minibus. Riders numbered 6,641, of which over half said they would have used the car.

Based on an average vehicle occupancy of 1.5 persons per car for short local journeys<sup>1</sup>, it is estimated that transporting approximately 3,320 passengers would otherwise have required around 2,213 individual car journeys. Over a 1.7-mile route undertaken 1,000 times, a 2018 diesel minibus is estimated to have produced approximately 0.88 tonnes of CO<sub>2</sub>e emissions. By comparison, the equivalent number of passenger journeys undertaken by private cars would have generated an estimated 1.03 tonnes of CO<sub>2</sub>e. This indicates that the minibus service reduced transport-related carbon emissions by approximately 15% compared with private car use, while also contributing to reduced traffic congestion and parking demand within the local area, lower particulate emissions per passenger, and fewer cold-engine starts (which matter a lot on 1.7-mile trips).

Because the journeys are very short, car emissions are relatively inefficient per mile, so consolidating passengers into a single vehicle still provides a carbon benefit despite the minibus being diesel.

In addition, the service makes use of a bus only used on weekdays for the school service.

## **6. Marketing and Communications**

### **6.1 Promotional activity**

This service has been widely advertised throughout the area, both in print media and online.

We prepared posters/signage, timetables on bus stops and paper timetables available around town. They are all printed with QR codes. Posters and timetables were handed out to businesses in West Bay and Bridport to display.

The press came to the launch and have published various stories. We have written a feature about the bus for the free Bridge Magazine which goes through the doors of every home in Bridport. Other magazines have also written about the service.

The social media has been very regular. We have published a feature or video nearly 50 times during the pilot period with an additional weekly reminder. One of our Facebook pages shares the timetable and a bus themed poem every week (in addition to the feature posts)

### **6.2 Communications performance**

The results of the online survey in March showed 58% of respondents had learnt about the WB1 through social media, 14% word of mouth, 11% Bridport News, 2% Bridge Magazine, 11% hadn't heard about it before this survey. During interviews on

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<sup>1</sup> derived from various transport studies and surveys conducted by agencies such as the UK Department for Transport (DfT) and the National Travel Survey (NTS).

board the bus more people said they had heard about it through the Bridge magazine, Bridport newspaper or word of mouth.

## Print Media

The Bridge Magazine goes to 5,000 households. Bridport News has a circulation of just over 3,000 and a readership estimated at 6,000- 7,000.<sup>2</sup>

We have printed 500 timetables in the council offices and the Tourist Information Centre print them on demand when stocks are low. Numbers unknown for the latter.

## Social media

The WB1 was heavily featured on our social media at the time of the launch and during the summer holiday and is now a weekly post and almost weekly feature (dependant on Project Manager availability to take photos and video).

| Month                     | Views         | Peaks                                                              |
|---------------------------|---------------|--------------------------------------------------------------------|
| July 2025 (11 features)   | 74,400        | Peak 23 <sup>rd</sup> July 15,098 and 27 <sup>th</sup> July 19,900 |
| August 2025 (11 features) | 112,000       | Peak 3 <sup>rd</sup> Aug 17,100 30 <sup>th</sup> Aug 14,200        |
| Sept 2025 (4 features)    | 30,400        | Peak 19 <sup>th</sup> Sept 13,400                                  |
| Oct 2025 (2 features)     | 11,000        | Peak 22 <sup>nd</sup> Oct 10,500                                   |
| Nov 2025 (7 features)     | 58,600        | Peak 8 <sup>th</sup> Nov 27,200                                    |
| Dec 2025 (2 features)     | 14,800        | Peak 20 <sup>th</sup> Dec 9,700                                    |
| Jan 2026 (2 features)     | 3,800         |                                                                    |
| Feb 2026 (3 features)     | 17,200        | Peak 28 <sup>th</sup> Feb 9,300                                    |
| March 2026 (1 feature)    | 15,700        |                                                                    |
| April 2026 (3 features)   | 18,100        | Peak 4 <sup>th</sup> April 8,900                                   |
| Total 46 features         | Total 355,600 | Average 7,730                                                      |

## 6.3 Key learning

The social media which used photos rather than just timetables always performed better, such as the sample shown in the appendices of a group going out for the night on 8<sup>th</sup> November. As time went on we frequently focussed on the driver Steve to strengthen the community feel and make people feel confident about the driver being welcoming and reliable. The audience reach varied from 500 to 27,200 for any one post but on average each post was viewed 7,730 times.

We have learnt that video performs well, although not listed in the chart above as it was just outwith the pilot period, a video showing where the bus stop was in town has reached 70,000 views.

The biggest challenge is reaching those who don't use social media. We did print media articles and it was mentioned regularly in the Bridge magazine and there are

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<sup>2</sup> 2024 by the UK's Audit Bureau of Circulations (ABC)

posters on noticeboards around town. In a town busy with events, noticeboards are crowded and it is hard to make a poster about particular service or event stand out.

## **7. Challenges and lessons learned**

- Weather dependency – we had a long wet winter and there were days no one would want to leave the house, let alone go for a walk, which impacted the Sunday service in particular. In future we could do more marketing around cosying up in a café or pub over winter.
- Operational capacity – as it is a 16 seater bus there were times the bus reached capacity. We never received a complaint about this and people seemed magnanimous knowing they'd only need wait half an hour for the next bus.
- Timetable awareness – the first timetable ran over a 6 week period but we did not state clearly enough on the leaflet that the service would continue beyond that so there was an assumption from some that it did not run after August. We changed the timetable for autumn and again for January. We learnt to include links to the timetable in social media posts.
- Funding constraints – this limited what we could offer and uncertainties about future funding meant it was hard to push a service that was only seen as potentially temporary. We did have a couple of businesses interested in support but we were aware that it could potentially be tied into extending the route to include their venues which would lose the 'shuttle' nature of the service.
- Staffing – we had anticipated that this would be a challenge as a weekend service and drivers having constraints on the hours per week they can drive. This was resolved by recruiting a dedicated driver. This has been a brilliant asset as we were lucky that Steve was recruited. His personality has created a warm and friendly feeling, and the continuity of driver means his input into timetable changes has been informed and crucial.
- Coordination with wider transport – we tried to ensure the bus did not overlap with the First Bus service but inevitably there are times when they run closely as the shuttle is so frequent.
- Despite commencing during a period of organisational transition at Bridport Town Council, the project maintained momentum through a structured handover from the original lead to a Project Manager.

### **7.1 Future risks and considerations**

While the pilot has demonstrated strong demand and positive outcomes, several risks and longer-term challenges remain.

The most significant risk is uncertainty around future funding. Although the pilot has shown clear public benefit and generated fare income, continued operation will require ongoing financial support to maintain affordability and service frequency. At the time of writing the Town Council and Dorset Council have committed support to enable up to three more years of operation at the same level.

Like many community transport operators, Dorset Community Transport also faces potential driver recruitment and retention challenges, particularly for weekend and evening services. The success of the pilot has benefitted greatly from having a dedicated and consistent driver.

Rising fuel and vehicle maintenance costs may also affect the long-term financial sustainability of the service, particularly while operating an older diesel minibuss fleet. Although the current vehicle has performed reliably during the pilot, fleet renewal and transition to lower-emission vehicles will become increasingly important over time.

The lack of wheelchair accessibility remains the most significant inclusion limitation of the current service. While an alternative accessible public bus service operates on the route, it is less frequent and does not operate into Saturday evening. Improving accessibility would be a key aspiration for any future expansion or continuation of the service.

To mitigate these risks, partners will continue exploring longer-term funding opportunities, potential sponsorship, integration within wider transport strategies, and options for lower-emission and more accessible vehicles in future phases of the project.

## **8. Recommendations**

The pilot has demonstrated strong and sustained demand for a low-cost shuttle service between Bridport and West Bay, with clear social, environmental, and economic benefits. The following recommendations are intended to support the continuation, improvement, and long-term sustainability of the service.

### **8.1 Operational recommendations**

- Continue the weekend service on current timetable, which has proven effective and popular with users
- In the longer term introduce a Friday evening service and extended Sunday operating hours to support the evening economy and weekend visitors
- Review and adjust timetable seasonally and quarterly to reflect passenger demand patterns and operational learning
- Improve bus stop signage, particularly at the South Street car park, to increase awareness among visitors and occasional users
- Work towards a longer-term transition to a low-emission or electric vehicle as funding opportunities and fleet availability allow.

### **8.2 Communications recommendations**

- Produce clearer printed timetable information and ensure updated versions remain widely available across Bridport and West Bay.
- Increase engagement with local print media through regular articles, features, and service updates.
- Explore wider leaflet distribution at community events, tourism venues, accommodation providers, and visitor attractions.

- Maintain a consistent social media presence with regular reminders, timetable links, and passenger-focused content.
- Continue using short-form video content, which has consistently achieved the strongest audience reach and engagement.

### **8.3 Strategic recommendations**

- Seek and, where possible, secure multi-year grant funding to provide longer-term operational stability and enable future planning.
- Explore opportunities for local business sponsorship while maintaining the simplicity and integrity of the shuttle route.
- Integrate the service within wider Dorset transport and sustainable travel strategies.
- Strengthen integration with rail and wider bus connections to support linked journeys and reduce car dependency.
- Explore opportunities to expand or replicate the model in other rural and coastal locations where similar transport gaps exist.

## **9. Legacy**

The pilot has demonstrated the demand and we have secured longer term funding.

It shows the potential for targeted shuttle services to support sustainable tourism, improve accessibility, and reduce transport barriers in coastal and rural communities. It is replicable in other rural/coastal locations – a similar service is now operating between Bridport and Lyme and the other councils wish to replicate the service.

## **10. Conclusion**

The pilot has demonstrated clear and sustained demand for a low-cost shuttle linking Bridport and West Bay. Continued investment would enable the service to build on established passenger behaviour, expand accessibility, and further contribute to sustainable tourism, reduced congestion, and inclusive mobility across the area.

## **Appendices**

- Appendix 1 – Sample Print media p 17- 18
- Appendix 2 - Social media posts and metrics p 19 - 23
- Appendix 3 - Survey responses p 24 - 31
- Appendix 4 – Carbon Emissions p 32 - 34

## Appendix 1 – sample print media

### Bridge Magazine

TOWN COUNCIL NEWS



## All aboard the WB1! West Bay Shuttle is a hit with passengers

**This summer saw the launch of the WB1 West Bay Shuttle – a brand-new, £1 fare community bus linking Bridport with West Bay.**

Backed by the Western Gateway Sub-National Transport Body, Dorset Council and Bridport Town Council, the pilot service was initiated by West Dorset Commons to cut car use, reduce emissions and give residents and visitors a simple way to get between town and coast.

Although the shuttle is managed by the town council (to meet funder requirements), it's operated by Dorset Community Transport, who also run the popular No. 7 around-town market service.

The six-week summer timetable has been a clear success. Buses have been well used by people of all ages, from teenagers making the most of free travel to meet friends at the beach, to older residents using their bus passes to head into Bridport's bustling Saturday market. Saturdays have proved the busiest, with steady demand across the day. Sundays remain popular, too, although evenings are quieter. In response, the shuttle has now switched to its autumn timetable, extending Saturday services so residents can reach the market in good time.

Running every half hour between South Street car park and the bus stop by The George in West Bay, with stops all along the route, the shuttle offers quick, affordable and environmentally friendly travel. Regular passengers are already getting to know their drivers – a sign of how quickly the service has become part of community life.

Behind the scenes, it's taken hard work and coordination to get the project moving, but the rewards are already clear: better mobility, stronger local links, and a boost for the town economy. The WB1 is proof that when councils, community groups and residents pull together, a small bus really can make a big impact. As the pilot funding is only for nine months, we are looking at ways to extend the service beyond March.

*Caroline Pearce, Project Manager, BTC*

*The autumn timetable is available online at [www.bustimes.org](http://www.bustimes.org) (search 'Bridport WB1' to find the route). This timetable will operate until 2 November; the winter timetable will follow and may be the same, depending on demand. The fare is £1 per journey (bus passes accepted) and under-16s travel for free.*



Above: WB1 shuttle drivers Chris (left) and Steve

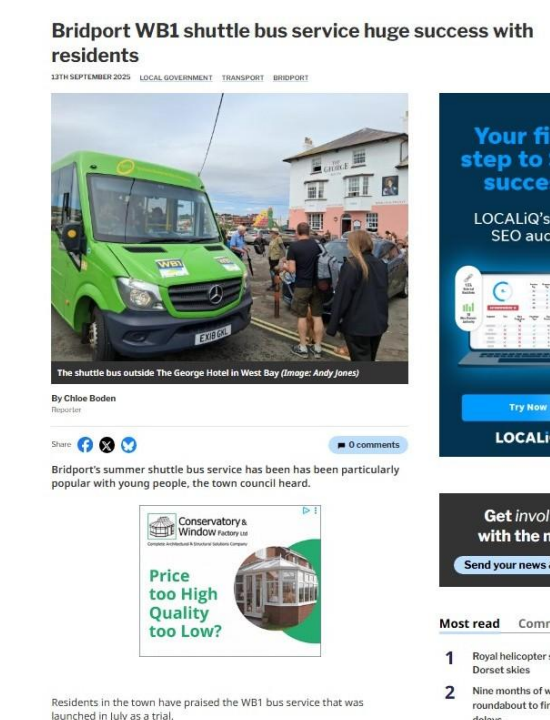


Below: passengers on board the popular bus



7

# Bridport News



Content Library

Post insights

Bridport Town Council

Published by Caroline Pearce · 18 July 2025 · 48

WB1 Toteable - your opinion... See more

37

4

19

Most relevant

Comment as Bridport Town Council

Sophie Scott

I'd love a later Friday night/Saturday night service to cover attending music & theatre events at the Bridport venues to get home to West Bay

42w · Like · Reply · Hide

Valerie Walter

Perhaps 10 to 3 on a Sunday to allow those who want a morning walk and those who would like to lunch.

42w · Like · Reply · Hide

Josaf Davies (Guest)

Valerie Walter thanks! But I think the idea is that you enjoy rest to the point itself and then add extra info/ comments in th... See more

42w · Like · Reply · Hide

Content Library

Post insights

Bridport Town Council

Published by Caroline Pearce · 23 July 2025 · 48

This weekend the West Bay shuttle bus is starting. If you live in West Bay, why not use it to come up for Bridport Folk Festival? The bus will be running Saturday and Sunday every half hour from West Bay with the last bus back to West Bay at 21:45 (from South Street car park). £1 each way and concessionary passes can be used. Please give the bus a go! More info on the folk festival here: <https://www.bridportfolkfestival.com/>

[Bridport Folk Festival](#) See less

xxccct

In the Marquee on Millennium Green, Saturday 26th July at 7.30pm featuring Keltie Johnson & Sam Llamasian  
*The Coasters - Antonio & Osuna - Nefertiti*

52

7

38

Most relevant

Comment as Bridport Town Council

Carelyn Caz Fleet

What time does the bus start on Saturday & Sunday please?

42w · Like · Reply · Hide

Bridport Town Council

Carelyn Caz Fleet 1:45 from South Street car park to West Bay on both days, 2pm from the bus stop by the George on the way bac... See more

42w · Like · Reply · Hide

Content Library

Post insights

Bridport Town Council

Published by Caroline Pearce · 1 August 2025 · 48

Today's WB1 driver Ryan is doing a great job shutting folk to and from Bridport South St car park and West Bay. It's been popular all afternoon and we've just seen som... See more

86

11

9

Most relevant

Comment as Bridport Town Council

Jane Smallman

Used bus at the weekend- brilliant

42w · Like · Reply · Hide

Julia Whiting

Great service today thanks Ryan

42w · Like · Reply · Hide

Ruth Mulvaney

This is a great service to the community I tried it today with my family and you can use your bus pass if you have one, the dr... See more

42w · Like · Reply · Hide

Create a content strategy with Manus AI based on your top-performing posts. Get started

10,725 Views

74.9% Non-followers

25.1% Followers

Viewers

55 Interactions

37 Reactions

6 Comments

11 Shares

Net follows

0 Net follows

How people find your content

Traffic Source

Insights not available

There may not be enough data on your content yet. Check back again later.

Who viewed your content

Age and gender Top countries

| Age Group | Percentage |
|-----------|------------|
| 65+       | 27.5%      |
| 55-64     | 23.8%      |
| 45-54     | 17.2%      |
| 35-44     | 16.1%      |
| 25-34     | 11.2%      |
| 18-24     | 4.2%       |

Create a content strategy with Manus AI based on your top-performing posts. Get started

25,435 Views

90.4% Non-followers

9.6% Followers

Viewers

96 Interactions

52 Reactions

7 Comments

38 Shares

Net follows

3 Net follows

How people find your content

Traffic Source

Insights not available

There may not be enough data on your content yet. Check back again later.

Who viewed your content

Age and gender Top countries

| Age Group | Percentage |
|-----------|------------|
| 65+       | 36.9%      |
| 55-64     | 29.3%      |
| 45-54     | 16%        |
| 35-44     | 11.5%      |
| 25-34     | 5.4%       |
| 18-24     | 0.9%       |

Create a content strategy with Manus AI based on your top-performing posts. Get started

17,091 Views

84.6% Non-followers

15.4% Followers

Viewers

113 Interactions

93 Reactions

11 Comments

9 Shares

Net follows

4 Net follows

How people find your content

Traffic Source

Insights not available

There may not be enough data on your content yet. Check back again later.

Who viewed your content

Age and gender Top countries

| Age Group | Percentage |
|-----------|------------|
| 65+       | 28.8%      |
| 55-64     | 23.4%      |
| 45-54     | 17%        |
| 35-44     | 14.8%      |
| 25-34     | 10.8%      |
| 18-24     | 5.2%       |

Content Library

### Post insights

**Bridport Town Council**  
Published by Caroline Pearce · 18 August 2025 · 18

Did your teen travel in the West Bay WB1 shuttle this weekend?

If so, here's a good news story!  
This weekend's driver Aron said all his teen travellers have been 'absolutely lovely and so polite, and genuinely appreciative of a chance to get to the beach and back'.  
Well done Bridport's teens and we are happy you are making use of the chance to travel for free (well, if you are under 16). See less



123 Reactions · 5 Comments · 6 Shares

Most relevant ▾

Comment as Bridport Town Council

Aron  
Bridport Town Council  
please note there's a revised ...

Content Library

### Post insights

**Bridport Town Council**  
Published by Caroline Pearce · 18 August 2025 · 18

This weekend your WB1 West Bay weekend shuttle bus driver will be Chris. You may recognise him from around Bridport or driving the number 7 market day around town bus. ... See more



29 Reactions · 2 Comments · 9 Shares

Most relevant ▾

Comment as Bridport Town Council

Taryn Citchard  
Chris is brilliant! Next year have it all every day of the six weeks holidays!

30w · Like · Reply · Hide

Flora Ingham  
Excellent- start charging.

30w · Like · Reply · Hide

Content Library

### Post insights

**Bridport Town Council**  
Published by Caroline Pearce · 22 October 2025 · 18

The WB1 bus continues into winter! As our town crier says - it's the best way to West Bay!... See more



75 Reactions · 21 Comments · 18 Shares

Most relevant ▾

Comment as Bridport Town Council

Dave Meachen  
Glad too see your keeping this service going for winter. It brings people from bridport and West bay together not just for sum... See more

20w · Like · Reply · Hide · 2

Melanie Louise Roberts  
Such a great idea although sadly today we couldn't get on as full in West Bay at moonwhich is good! driver told us another ... See more

20w · Like · Reply · Hide · Edited

Bridport Town Council ... · 2 replies

JJ Riverside  
Great service, I've used it several

Create a content strategy with Manus AI based on your top-performing posts. [Get started](#)

### 8,168 Views

68.9% Non-followers · 31.1% Followers

Viewers 5,153

### Net follows

0 Net follows

### 134 Interactions

123 Reactions · 5 Comments · 6 Shares

### How people find your content

Traffic Source

Insights not available  
There may not be enough data on your content yet. Check back again later.

### Who viewed your content

Age and gender · Top countries

Women · Men · Unknown

| Age Group | Percentage |
|-----------|------------|
| 55-64     | 23.9%      |
| 65+       | 22.5%      |
| 45-54     | 20.6%      |
| 35-44     | 19.4%      |
| 25-34     | 10.1%      |
| 18-24     | 3.5%       |

Create a content strategy with Manus AI based on your top-performing posts. [Get started](#)

### 9,025 Views

75.5% Non-followers · 24.5% Followers

Viewers 4,194

### Net follows

1 Net follows

### 41 Interactions

29 Reactions · 3 Comments · 9 Shares

### How people find your content

Traffic Source

Insights not available  
There may not be enough data on your content yet. Check back again later.

### Who viewed your content

Age and gender · Top countries

Women · Men · Unknown

| Age Group | Percentage |
|-----------|------------|
| 65+       | 25%        |
| 55-64     | 22.3%      |
| 45-54     | 20%        |
| 35-44     | 15.9%      |
| 25-34     | 12.2%      |
| 18-24     | 4.6%       |

Create a content strategy with Manus AI based on your top-performing posts. [Get started](#)

### 10,463 Views

75.1% Non-followers · 24.9% Followers

Viewers 5,805

### Net follows

1 Net follows

### 115 Interactions

75 Reactions · 21 Comments · 18 Shares

### How people find your content

Traffic Source

Insights not available  
There may not be enough data on your content yet. Check back again later.

### Who viewed your content

Age and gender · Top countries

Women · Men · Unknown

| Age Group | Percentage |
|-----------|------------|
| 65+       | 34.7%      |
| 55-64     | 26.3%      |
| 45-54     | 15.6%      |
| 35-44     | 13.1%      |
| 25-34     | 7.9%       |
| 18-24     | 2.4%       |

Content Library

### Post insights

**Bridport Town Council**  
Published by Caroline Pearce · 22 November 2025 · 4h

Please keep Steve company on the West Bay Shuttle bus on a Saturday evening! Next week he'll be in his Christmas hat 🎅 Last bus from town 9.45 and from West Bay 10.00pm



81 Reactions · 4 Comments · 9 Shares

Most relevant ▾

Comment as Bridport Town Council

**Julia Frew** · 24m · Like · Reply · Hide · 1 🗨️

Shorts?

**Johnny English** · 23m · Like · Reply · Hide · 1 🗨️

Julie Frew Probably an ex postman

**Janie Tibbenham** · 23m · Like · Reply · Hide

Thank you Steve, for your very cheerful personality, and always with lovely manners, and friendly. We won't be back until the... See more

**Paul Wyatt** · 23m · Like · Reply · Hide

We did - zoned service again

Create a content strategy with Manus AI based on your top-performing posts. [Get started](#)

### 15,834 Views

82.7% Non-followers · 17.3% Followers

Viewers: 9,073

### Net follows

4 Net follows

### 94 Interactions

81 Reactions · 4 Comments · 9 Shares · 1 Saves

### How people find your content

Traffic Source

Insights not available  
There may not be enough data on your content yet. Check back again later.

### Who viewed your content

Age and gender · Top countries

Women · Men · Unknown

| Age Group | Percentage |
|-----------|------------|
| 65+       | 24.2%      |
| 55-64     | 22.1%      |
| 45-54     | 16.9%      |
| 35-44     | 16.9%      |
| 25-34     | 14.4%      |
| 18-24     | 5.5%       |

Content Library

### Post insights

**Bridport Town Council**  
Published by Caroline Pearce · 13 December 2025 · 4h

Steve ready to welcome you aboard the WB1 West Bay shuttle. Come to town for our busy Bridport Market or head down to West Bay for a walk or drink on this lovely sunny ... See more




38 Reactions · 3 Comments · 5 Shares

Most relevant ▾

Comment as Bridport Town Council

**Paul Wyatt** · 21m · Like · Reply · Hide · 2 🗨️

Doing a fantastic job

**Sue Griffin** · 21m · Like · Reply · Hide

Wonderful service and the driver happy and makes you feel welcome a great service

**Janie Tibbenham** · 21m · Like · Reply · Hide

Fabulous man, always bright, cheerful, and helpful.



Create a content strategy with Manus AI based on your top-performing posts. [Get started](#)

### 5,107 Views

74.6% Non-followers · 25.4% Followers

Viewers: 3,699

### Net follows

2 Net follows

### 46 Interactions

38 Reactions · 3 Comments · 5 Shares · 0 Saves

### How people find your content

Traffic Source

Insights not available  
There may not be enough data on your content yet. Check back again later.

### Who viewed your content

Age and gender · Top countries

Women · Men · Unknown

| Age Group | Percentage |
|-----------|------------|
| 65+       | 30.8%      |
| 55-64     | 25.8%      |
| 45-54     | 17%        |
| 35-44     | 14.1%      |
| 25-34     | 10.6%      |
| 18-24     | 1.7%       |

Content Library

### Post insights

**Bridport Town Council**  
Published by Caroline Pearce · 20 December 2025 · 4h

WB1 busy shutting choppers and day trippers this weekend. Steve has the new timetable in leaflet form on board today. It's also online ... See more



38 Reactions · 6 Comments · 7 Shares

Most relevant ▾

Comment as Bridport Town Council

**Hugh Redwood** · 20m · Like · Reply · Hide

Why not employ a second driver?

**Bridport Town Council** · 20m · Like · Reply · Hide

We have limited funding for the year. It's a pilot service funded by Western Gateway and Dorset Council.

**Dave Botwell** · 20m · Like · Reply · Hide

Hugh Redwood

Create a content strategy with Manus AI based on your top-performing posts. [Get started](#)

### 9,652 Views

80.8% Non-followers · 19.2% Followers

Viewers: 6,248

### Net follows

-1 Net follows

### 53 Interactions

38 Reactions · 6 Comments · 7 Shares · 2 Saves

### How people find your content

Traffic Source

Insights not available  
There may not be enough data on your content yet. Check back again later.

### Who viewed your content

Age and gender · Top countries

Women · Men · Unknown

| Age Group | Percentage |
|-----------|------------|
| 65+       | 34%        |
| 55-64     | 25%        |
| 45-54     | 16.4%      |
| 35-44     | 12.6%      |
| 25-34     | 9.3%       |
| 18-24     | 2.7%       |

Internal evaluation report V1 May 2026 22



### Bridport Town Council

Published by Caroline Pearce · 8 November at 17:46 · 🌐

Happy passengers on the West Bay shuttle. Don't forget the WB1 operates until late so you can enjoy a night out in Bridport (last bus back to West Bay 9.45) or West Bay (last bus to town 10pm).

This group, pictured with driver Steve, were off to enjoy [Bridport Literary Festival](#). Thanks to them for being good sports and posing!



### Bridport Town Council

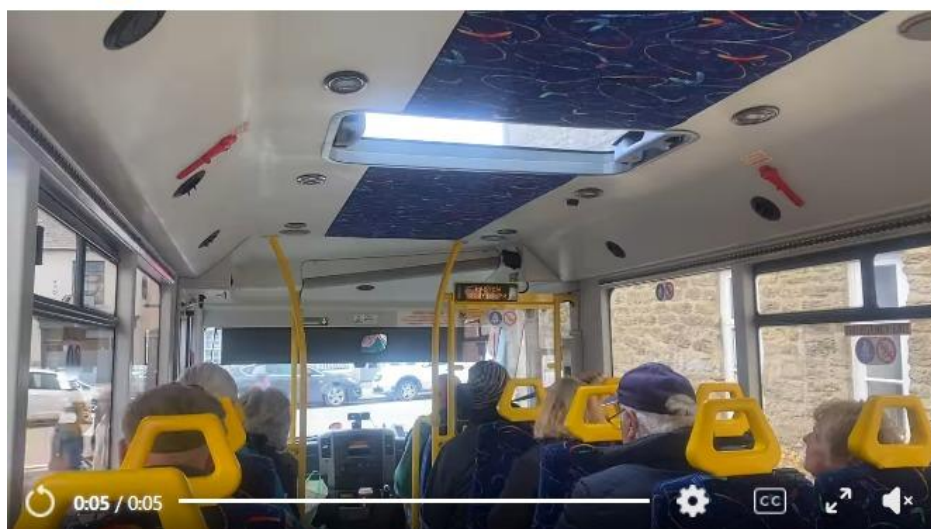
Published by Caroline Pearce · 5 March · 🌐

We are looking to see how we can get the word out about the WB1 West Bay Shuttle and also find out why you might not be using it. Would anything encourage you to?

Whether you are a regular, an occasional passenger or have never been on the bus, could you answer 10 quick questions to help us find out if we can improve it?

<https://www.smartsurvey.co.uk/s/BUWHE3/>

Thanks 😊 See less



## **Appendix 3 – Community Feedback Summary March 2026**

### **In person passenger feedback**

On Saturday 28 February, Caroline interviewed 34 passengers using the WB1 shuttle service during the morning period. Approximately half of respondents were West Bay residents travelling into Bridport for the market and shops, while the remainder were Bridport residents travelling to West Bay for walks, leisure or work.

More than half of those interviewed said the service had reduced their car use, as they would otherwise have driven. All respondents said they expected to use the service more frequently during the summer months. Several passengers commented that parking charges in West Bay had previously discouraged visits and that the shuttle provided a more convenient alternative.

Passengers also highlighted the friendly and helpful nature of the service, and some suggested introducing an option to make voluntary donations alongside ticket purchases. This was subsequently implemented by Dorset Community Transport. Overall, feedback from in-person interviews was overwhelmingly positive.

### **Online survey – start of March**

An online survey was carried out in early March to gather feedback from residents and users of the WB1 shuttle service between Bridport and West Bay. The survey aimed to understand why some people do not currently use the service, identify ways to encourage greater usage and gather ideas for improving publicity and accessibility. Survey responses showed strong support for the service and highlighted opportunities to increase awareness and visibility.

Of respondents:

- 12 described themselves as regular users,
- 10 as occasional users,
- 9 as infrequent users,
- and 48 (approximately 60%) said they had never used the service.
- 60% were aware of ticket prices, 40% were not.

Among those who did not use the service regularly:

- 35% said they would normally drive,
- 31% said they would usually walk,
- 33% cited lack of awareness,
- and 7% mentioned timetable inconvenience.

Importantly, no respondents identified cost or safety as barriers to use.

Respondents indicated they would be more likely to use the service if:

- operating times were extended (36%),
- marketing and reminders were improved (49%),
- or local business incentives were introduced (8%).

Respondents showed strong support for the service and highlighted opportunities to improve awareness and accessibility. Feedback from respondents was overwhelmingly positive, with

many describing the shuttle as a valuable, friendly and convenient service with a friendly and helpful driver. They highlighted the avoiding of parking problems, the ability to travel without worrying about driving after meals or drinks, the environmental benefits of using public transport.

## **Publicity**

“I think the social media coverage is excellent. There are posts about it on Facebook every week — poems too! The social media exposure is top notch.” Survey responses showed:

- 58% had heard about the service through social media,
- 14% through word of mouth,
- 11% through Bridport News,
- 2% through Bridge Magazine,
- while 11% had not heard about the service before completing the survey.

Despite generally positive feedback regarding publicity, a major theme across responses was that many residents and visitors remain unaware that the service exists. Respondents suggested a range of ways to improve awareness, including:

- posters and signage around Bridport and West Bay,
- leaflet drops for residents,
- clearer timetable displays at bus stops,
- promotion in pubs, cafés, shops and hotels,
- and increased visibility through social media and local media.

Many respondents also highlighted opportunities to promote the service more directly to tourists through hotels, caravan parks and Airbnb accommodation.

## **Bus Stops and Route Visibility**

Some respondents noted that the current town pick-up point is not highly visible. Suggestions included a more prominent stop location in South Street, together with clearer signage, maps and timetable information showing where passengers can board the service. A small number of respondents also suggested possible future service improvements, including adding a stop at supermarket and increasing capacity during busy periods.

## **Conclusion**

Community feedback shows that the WB1 shuttle bus is a valued and well-liked service that helps connect Bridport and West Bay, supports local businesses and tourism, and reduces parking pressures within the area. The strongest theme identified through the consultation was the need to improve awareness and visibility of the service, which respondents felt could significantly increase passenger numbers.

Many of the publicity suggestions identified are already being undertaken through social media, local promotion and community engagement. However, the feedback also highlighted several useful additional ideas, particularly around improving the visibility of the South Street stop and increasing physical signage and timetable information in key locations.

Overall, responses were overwhelmingly positive, with many passengers describing the service as friendly, convenient and an important asset for both residents and visitors.

## Survey reponses

**Q1 Central Bridport + Bridport area: 36, West Bay area: 16, Nearby villages: 11, Other scattered locations: 10, Not stated 6**

**Q1**

Customise

Welcome to the WB1 West Bay Shuttle Bus Service Survey! We appreciate your feedback on our service, which operates on Saturdays (daytime and evening) and Sunday daytime. Your insights will help us understand how we can improve and encourage more usage of the shuttle bus. Could you let us know if you live in central Bridport, West Bay or somewhere else?

Responses: Hide

|    |                                            |                                                     |
|----|--------------------------------------------|-----------------------------------------------------|
| 76 | Elsewhere                                  | 10 May 2026, 11:51<br>ID: <a href="#">296472020</a> |
| 75 | Central Bridport                           | 01 Apr 2026, 08:45<br>ID: <a href="#">294069650</a> |
| 74 | Bridport                                   | 24 Mar 2026, 11:30<br>ID: <a href="#">293479970</a> |
| 73 | Loders so I have to drive to get anywhere! | 12 Mar 2026, 18:03<br>ID: <a href="#">292685460</a> |
| 72 | West Bay                                   | 12 Mar 2026, 14:27<br>ID: <a href="#">292660635</a> |

Answered: 76 Skipped: 7 Response Total: 76

**Q2**

Customise

How often do you use the West Bay shuttle bus service?

| Answer Choices              | Responses                        |
|-----------------------------|----------------------------------|
| Regularly (every weekend)   | <div><div></div></div> 15.00% 12 |
| Occasionally (once a month) | <div><div></div></div> 12.50% 10 |
| Rarely (a few times a year) | <div><div></div></div> 11.25% 9  |
| Never                       | <div><div></div></div> 61.25% 49 |

Answered: 80 Skipped: 3 Response Total: 80

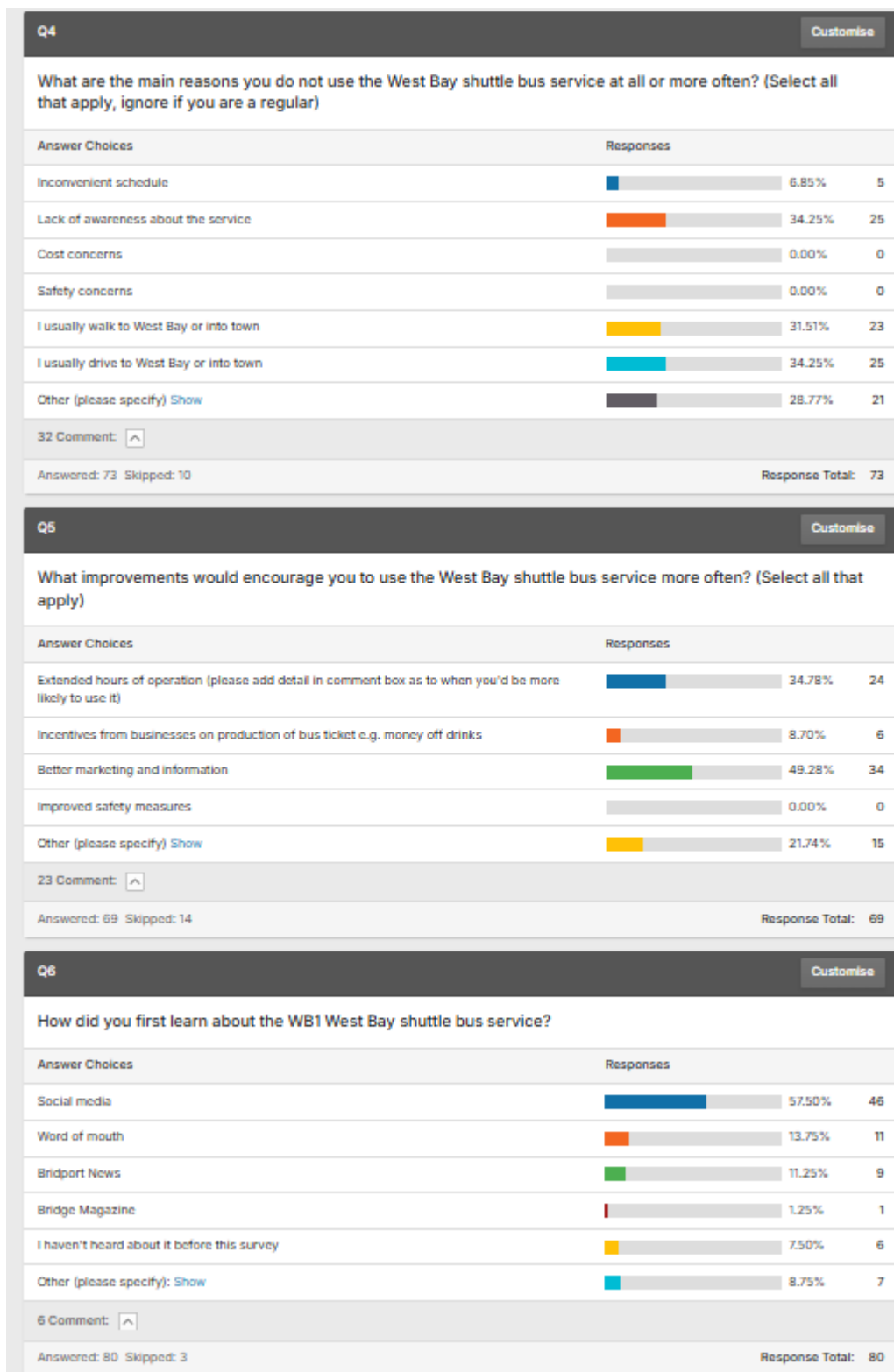
**Q3**

Customise

Did you know the bus is only £1 each way and free to concessionary pass holders and under 16s?

| Answer Choices                                                             | Responses                        |
|----------------------------------------------------------------------------|----------------------------------|
| Yes                                                                        | <div><div></div></div> 56.25% 45 |
| No                                                                         | <div><div></div></div> 35.00% 28 |
| I knew it was £1 but didn't know it was free for under 16s and passholders | <div><div></div></div> 8.75% 7   |

Answered: 80 Skipped: 3 Response Total: 80



Q7

Customise

What is your preferred method of receiving updates about the shuttle bus service?

| Answer Choices                              | Responses                        |
|---------------------------------------------|----------------------------------|
| Social media                                | <div><div></div></div> 83.54% 66 |
| Community bulletin boards                   | <div><div></div></div> 15.19% 12 |
| Website                                     | <div><div></div></div> 20.25% 16 |
| Newspaper                                   | <div><div></div></div> 10.13% 8  |
| Other (please specify) <a href="#">Show</a> | <div><div></div></div> 5.06% 4   |
| Answered: 79 Skipped: 4 Response Total: 79  |                                  |

Q8

Customise

Do you have any ideas about how we can let more people know about the WB1 shuttle bus service?

Responses: [Hide](#)

|                                             |                                                                             |                                                     |
|---------------------------------------------|-----------------------------------------------------------------------------|-----------------------------------------------------|
| 52                                          | Road signage on the entrance to the car park showing time and destinations. | 10 May 2026, 11:51<br>ID: <a href="#">296472020</a> |
| 51                                          | Try a stall at bucky doo for couple of weekends                             | 01 Apr 2026, 08:45<br>ID: <a href="#">294069650</a> |
| 50                                          | Posters in pubs/ restaurants/ bars?                                         | 12 Mar 2026, 18:03<br>ID: <a href="#">292685460</a> |
| 49                                          | More signage around town itself ?                                           | 12 Mar 2026, 14:27<br>ID: <a href="#">292660635</a> |
| 48                                          | Flyers at local campsites,<br>Posters around local towns,                   | 12 Mar 2026, 07:32<br>ID: <a href="#">292609759</a> |
| Answered: 52 Skipped: 31 Response Total: 52 |                                                                             |                                                     |

Q9

Customise

Is there any feedback you would like to give us that isn't covered in the questions above?

Responses: [Hide](#)

|                                             |                                                                                                                                                                                  |                                                     |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| 23                                          | What will happen when service gets busier and passengers refused entry.<br><br>Try loop service to run along East Street/Sea Rd South/South St to increase visibility of service | 01 Apr 2026, 08:45<br>ID: <a href="#">294069650</a> |
| 22                                          | No                                                                                                                                                                               | 12 Mar 2026, 18:03<br>ID: <a href="#">292685460</a> |
| 21                                          | Could you consider extending the service via Burton. A minor detour but would be well used as the bus service is not suitable.                                                   | 07 Mar 2026, 19:30<br>ID: <a href="#">292310238</a> |
| 20                                          | No                                                                                                                                                                               | 07 Mar 2026, 08:13<br>ID: <a href="#">292288674</a> |
| 19                                          | A more visible bus stop would be great. The only reason I know where the bus waits is because I park in                                                                          | 06 Mar 2026, 20:29                                  |
| Answered: 23 Skipped: 60 Response Total: 23 |                                                                                                                                                                                  |                                                     |

Q10

Customise

Thank you very much for your time and if you haven't tried the bus please do jump aboard! Timetable for WB1 can be seen here: <https://bridportandwestbay.co.uk/bus/>

Responses: [Hide](#)

|   |                                                                                                    |                                                     |
|---|----------------------------------------------------------------------------------------------------|-----------------------------------------------------|
| 2 | Thankyou for a wonderful service. I truly hope more people start using it.Great asset to the town. | 05 Mar 2026, 19:57<br>ID: <a href="#">292197509</a> |
| 1 | Thanks!                                                                                            | 05 Mar 2026, 19:49<br>ID: <a href="#">292196883</a> |

## What would make you use it more?

- Other stops so it is more accessible for other parts of town.
  - Great idea, will try to use it more.
  - 7 days a week – this may not be practical or economic. Perhaps add Wednesday.
  - Maybe help out the people who work in West Bay. Bar staff and restaurant staff often have antisocial hours. If they were aware of this bus then maybe they would use it to get back home at night and after lunchtime shifts.
  - Would be great if it ran 7 days a week.
  - Maybe originating from somewhere that people can leave their cars for free? We're at the top of East Road and would always need to drive down to get the bus anyway, so it seems daft to pay for parking in town and lose the convenience of having the car. The bus from Lee Lane is too expensive and irregular to rely on to get us into town too.
  - Any time, particularly when other bus services are limited. It would be helpful if it could link with the X51 service from Bridport to Dorchester.
  - Maybe run on Wednesdays as well for market day.
  - Maybe Friday early evenings in the summer would be good, though I realise the issue around increasing the driver's hours.
  - I would use this service on a weekday.
  - It's quite difficult to find out about the timetable, and it seems to change. There wasn't a timetable by the bus stop when we last used it. We've now picked up a timetable from the TIC, so should be using it more in future.
  - As we have commitments on Sunday mornings, as do many other churchgoers, please extend hours until at least 4 p.m. from West Bay and maybe now in March until 5/5.30.
- 
- A midweek bus on market day would be very helpful.
  - No breaks in the middle of the day. I understand the driver needs breaks so this can't be rectified.
  - Stress no need for parking, traffic jams, designated driver etc. Encourage B2B link-ups with establishments from both areas – partnering between restaurants/bars etc. Promote it for disadvantaged people, such as adults with learning difficulties, to enable greater social exposure and enjoyment.
  - I think a lot more people would use it if it served Burton Bradstock and Freshwater Caravan Park, especially when the X53 is so late and unreliable some days. It's also good for younger people who want to go out on a Saturday evening.
  - Need to be reminded it exists.
  - Intend to use it more when the weather improves.
  - A relief driver to cover breaks would be helpful if at all possible to prevent gaps in the service, as I've heard that the gaps, especially in bad weather, put passengers off using the bus.

## How did you hear about it?

58% social media, 14% word of mouth, 11% Bridport News, 2% Bridge Magazine, 11% hadn't heard about it before this survey

- I can't remember, but I've recommended it to friends who have since used it. Plus, speaking to other friends living in Bridport, many have no idea that this service exists.
- Many people we have spoken to say that they have not heard of this service, so more publicity — leaflets, posters, etc. — is needed in the tourist office, shops, library, etc.

- Love the poems! As I drive everywhere it's not something I would use, but my children do/have. It's an excellent service.

### How do you want to hear about updates?

85% through Social Media, 13% notice boards, 20% website, 10% newspaper

### Any ideas on how to publicise it?

- It's a great service, just needs better visibility, especially for visitors.
- Posters and regular social media updates.
- Flyers through doors — many of my neighbours in West Bay do not use social media.
- Advertise on the information centre board.
- Poster or big sign in Bucky Doo Square.
- Larger signs and posters around town.
- The Team News is a good avenue, not sure if you are in here or not.
- Promote in pubs, shops and cafes. Put notices in car parks.
- Keep advertising it wherever you can, particularly to tourists. Advertise on local news and add local people's views on the convenience. Most importantly stress the friendliness of the drivers, the frequency of the service, the lack of parking charges at West Bay and the stress-free experience.
- Advertise it more. It's lacking in advertising and most local people don't realise that the WB1 is running.
- Promote it in shop windows in Bridport and West Bay.
- Advertising times and pick-up points.
- More signage for visitors. Leaflets in campsite offices.
- Raise awareness in schools in the surrounding area and posters around schools or clubs so adults may see the bus times.
- More notices in West Bay and central Bridport. Perhaps leafleting the West Bay car park - especially during winter when it is more likely to be residents who would use the service year-round.
- Mailshots via schools to send out to parents, especially with the upcoming nice weather.
- Perhaps if people knew what stops it uses, including the bus station, along with promotion posters.
- Timetables in pubs and shops near the route.
- Posters around town - shop windows, cafes, cinema adverts etc.
- Signs around West Bay. I've seen the bus but don't know where to find the timetable and route.
- I actually think it has been well advertised and I'm not really sure how people have missed hearing about it.
- Do a leaflet drop.
- Put timetables on noticeboards around the town. Maybe call it the **West Bay Shuttle** - WB1 is not very memorable. Make it a "thing"! Make an attractive (and large) poster to put up at Bridport Bus Station so people arriving there are aware, with a map to the pick-up stops. Put posters and timetables in hospitality venues, especially in West Bay, as it saves people driving after a meal or drink. Also around car parks.
- Schools, shops, churches, library and other public buildings.
- Have one stop in town as people don't see it just popping in and out of South Street car park.
- More information in places such as pubs and hotels.
- Visitors to West Bay will not know about this route. Perhaps promote the service at caravan parks and hospitality venues. Improve the bus stop in South Street car park.
- Posters at bus stops.

- Talk to people in town.
- For marketing, show examples by video or images of different groups using the bus — families, teenagers, older people.
- Posters at bus stops or on notice boards.
- Keep posting on social media.
- Contact local hotels and B&Bs as it would be perfect for holiday makers. For locals, let schools know so teenagers may use it during holidays.
- Leaflet drops for those who don't use social media, with the timetable on.
- Posters along the route would make people aware.
- Share more on Facebook — e.g. Bridport Banter and perhaps a Bridport News ad or article. Perhaps a billboard on market days in Bridport too.
- A small timetable at each stop. Mini posters on café toilet doors, on the back of receipts, or “Public bus to the beach” written on the side of the bus. Timetables in Airbnb and holiday accommodation packs.
- Posters and putting them in letterboxes.
- Maybe some information/leaflets in the holiday parks for summer trade

### **Any other comments**

- Brilliant service.
- Could you consider extending the service via Burton? A minor detour but would be well used as the bus service there is not suitable.
- A more visible bus stop would be great. The only reason I know where the bus waits is because I park in South Street car park. A South Street or High Street pick-up point would be fantastic. The driver is very friendly too.
- Get the message about the wonderful service out there!
- I was not aware of this shuttle bus.
- Excellent service. I've used it probably about 25 times (the bus stop is close to me). It's more eco-friendly, I don't have parking costs, don't have to worry about running out of parking time, and I can have a drink.
- As a suggestion, how about including supermarket stops as standard?
- People love Bridport. The bus is a great idea and the friendly bus driver is part of that welcoming and caring place Bridport strives to be. People are frustrated about the lack of parking, which could encourage people to park in West Bay and come into town for the market using the shuttle bus.
- Lovely friendly driver.
- I work in a pub in West Bay and always recommend the WB1 to our hotel guests and tourists, but they have never heard of it.
- Twice in the summer I tried to board the bus near Morrisons after shopping. Unfortunately the bus was full and I had to walk home carrying heavy shopping bags. I stopped trying to use the bus in the summer from then on.
- I haven't used it as I assumed it would be packed.
- I think it is a great service and if it served Burton Bradstock we would use it.
- I think the social media coverage is excellent. There are posts about it on Facebook every week — poems too! The social media exposure is top notch.
- It's a great service and myself and the kids used it loads in the summer when going to the beach to save on parking and walking. Unfortunately we don't go to West Bay as much in winter.
- Not really. Love the service. It's great in bad weather and ideal to get us to The George at the Bay for a Sunday roast. The driver is super friendly and we will definitely use it more to get to the bay and back in the evenings in the summer.
- The drivers are lovely and very helpful and cheerful.
- Thankyou for a wonderful service. I truly hope more people start using it. Great asset to the town.

## Appendix 4 - Carbon emission calculations WB1

### Summary:

Based on an average vehicle occupancy of 1.5 persons per car for short local journeys, it is estimated that transporting approximately 3,320 passengers would otherwise have required around 2,213 individual car journeys. Over a 1.7-mile route undertaken 1,000 times, a 2018 diesel minibus is estimated to have produced approximately 0.88 tonnes of CO<sub>2</sub>e emissions. By comparison, the equivalent number of passenger journeys undertaken by private cars would have generated an estimated 1.03 tonnes of CO<sub>2</sub>e.

This indicates that the minibus service reduced transport-related carbon emissions by approximately 15% compared with private car use, while also contributing to reduced traffic congestion and parking demand within the local area.

During the pilot period, the service carried 6,640 passenger journeys overall. Around half of passengers indicated they would otherwise have driven, whilst the remaining passengers reported they would have walked or used an existing bus service. The carbon savings calculated below therefore relate specifically to journeys displaced from private car use.

Although some journeys replaced walking or existing public transport, the service still demonstrated significantly lower emissions per passenger journey than equivalent short local car trips. At an estimated 0.13 kg CO<sub>2</sub>e per passenger journey, the minibus emitted substantially less per passenger than private cars undertaking short local journeys, which are comparatively carbon-intensive due to low occupancy and cold-engine operation.

In addition to carbon impacts, the pilot also contributed to:

- reduced traffic congestion,
- reduced parking demand,
- fewer cold-engine vehicle starts,
- and improved local accessibility and transport connectivity.

### Calculation:

- Journey length: **1.7 miles**
- Number of bus trips: **1,000**
- Total passengers carried: **6.640**
- Passengers estimated to have otherwise travelled by car: **3,320**
- Equivalent displaced car journeys: **2,213**
- Average car occupancy: **1.5 people per car**

## 1) Diesel minibus emissions

A typical 2018 diesel minibus (Transit/Sprinter size) usually achieves around 20–25 mpg in real-world short urban trips. Using a midpoint of 22 mpg:

Total distance: 1.7 miles  $\times$  1,000 = **1,700 miles**

Fuel used: 1,700  $\div$  22  $\approx$  **77 gallons  $\approx$  350 litres diesel**

Diesel emissions: UK diesel emits about **2.51 kg CO<sub>2</sub>e per litre** <sup>3</sup>

So: 350  $\times$  2.51  $\approx$  879 kg CO<sub>2</sub>e

**Estimated minibus emissions:  $\approx$  0.88 tonnes CO<sub>2</sub>e**

## 2) Equivalent emissions if passengers travelled by car

Estimate:

- **2,213 car journeys**
- Each journey = **1.7 miles**

Total car distance: 2213  $\times$  1.7 = 3762 miles

Convert to km: 3762  $\times$  1.609  $\approx$  6054 km

Average UK diesel/petrol car emissions are roughly:

- **0.17 kg CO<sub>2</sub>e per km**

So: 6054  $\times$  0.17  $\approx$  1029 kg CO<sub>2</sub>e

**Estimated car emissions:  $\approx$  1.03 tonnes CO<sub>2</sub>e**

## 3) Emissions per passenger journey

Based on approximately 6,640 passenger journeys carried:

879 div by 6640 = approx. 0.132kg CO<sub>2</sub>e per passenger journey

**Equivalent car emissions per passenger journey**

---

<sup>3</sup> The figure of approximately **2.51 kg CO<sub>2</sub>e per litre of diesel** comes from UK Government greenhouse gas conversion factors published by DEFRA/DESNZ (Department for Environment, Food & Rural Affairs / Department for Energy Security and Net Zero). It is a standard UK carbon accounting factor widely used for transport emissions calculations.

Based on approximately 3,320 passengers who would otherwise have travelled by car:

$1029 \div 3320 = \text{approx. } 0.31 \text{ CO}_2\text{e per passenger journey}$

This indicates that the shared minibus service generated approximately:

**58% lower emissions per passenger journey** than equivalent private car travel for short local trips.

## Comparison

| Mode           | Estimated CO <sub>2</sub> e |
|----------------|-----------------------------|
| Diesel minibus | ~0.88 tonnes                |
| Cars           | ~1.03 tonnes                |

## Difference

The minibus produces approximately:  $1.03 - 0.88 = 0.15$  tonnes CO<sub>2</sub>e less CO<sub>2</sub>e overall than the equivalent private car journeys.

The service also avoided an estimated: 3,762 private vehicle miles on local roads during the pilot period.

## Conclusion

Under these assumptions, the diesel minibus emitted approximately 15% less CO<sub>2</sub>e than the equivalent displaced private car journeys, despite operating as a diesel vehicle.

Because the journeys were very short, private car travel is relatively emissions-intensive per mile due to low occupancy and cold-engine operation. Consolidating passengers into a shared vehicle therefore still provided an overall carbon benefit.

While approximately half of passengers stated they would otherwise have walked or used another bus service, the pilot nevertheless demonstrated the efficiency advantages of shared transport, with substantially lower emissions per passenger journey than equivalent car travel.

Alongside the direct carbon benefits, the pilot is also likely to have contributed to:

- reduced congestion within West Bay and South Street,
- lower parking demand,
- reduced local traffic movements,
- and improved accessibility for residents and visitors.