



YORKSHIRE DALES
National Park Authority

News Release

HIGH-TECH INFORMATION SYSTEM IS JUST THE TICKET FOR POPULAR DALES BUS SERVICE

Grassington, August 2004. A popular Dales bus service is utilising high-tech satellite navigation technology to provide passengers with a historical insight into one of the National Park's most glorious locations.

Funded by the Travel Awareness Regions Group for Environmental Transport (TARGET) project, the National Trust has installed an innovative commentary system on the 804T Malham Tarn Shuttle service.

As passengers travel on the circular route from Malham National Park Centre towards Malham Tarn and then back again, an onboard Global Positioning System (GPS) tracks the vehicle's exact location.

When certain points are reached the soothing voice of National Park Authority Interpretation Officer Kate Geddes relays relevant and interesting information to passengers.

The innovative system means visitors who give their cars a break and travel on the 804T service will not only get superior views of the countryside over the high drystone walls; they will also learn more about natural wonders like Malham Cove, the famous limestone pavement and Malham Tarn.

The bus route, which is operated by Jackson's of Silsden and contracted by the National Trust with support from the Sustainable Development Fund, runs on Saturday, Sunday and Bank Holidays until 31 October.

The 804T shuttle operates runs 12 times a day from Malham National Park Centre to Malham Tarn and back again. The service also runs once a day from Keighley and Skipton to Malham, and once a day from Malham back to Skipton and Keighley.

The first service of the day departs from Keighley Railway Station at 0850 and continues onto Skipton Railway Station (0920) and Skipton Bus Station (0925), arriving in Malham at 1000.

The final service of the day leaves Malham National Park Centre at 1656 and continues to Skipton Bus Station (1735), Skipton Railway Station (1740) and Keighley Railway Station (1810).

The introduction of the onboard commentary coincides with the launch of a new leaflet called 'Welcome to Malham'.

Produced by the Yorkshire Dales National Park Authority with funding from TARGET, the leaflet provides a detailed map of Malham and details of bus services from nearby urban locations like Skipton, Leeds, Bradford, Keighley, Preston, Blackburn, Burnley and Colne.

A clear and detailed map is also included in the publication, along with useful information on local pubs, cafes, shops, accommodation and attractions.

The leaflet can be obtained from Grassington National Park Centre, Malham National Park Centres or by ringing 01729 830363. It can also be picked up from information centres and bus and railway stations throughout West Yorkshire and Lancashire.

Full details on travelling to the Yorkshire Dales National Park by bus, train, foot or bicycle can be found by visiting the TARGET-funded Travel Dales website at www.traveldales.org.uk.

The online resource provides access to online bus and train timetables, journey planners and details of special bus services for cyclists travelling into the Park. It also contains detailed information about the Yorkshire Dales Cycleway and long-distance footpaths.

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For more information please call the Yorkshire Dales National Park Authority's Press Office on 01756 752748 or 07803 238719. Alternatively, please email media@yorkshiredales.org.uk.

Notes to editors

1. The TARGET initiative aims to provide a range of transport choices and develop alternative measures to influence and encourage a change in travel behaviour. The project is a partnership between the West Yorkshire Passenger Transport Executive, the South Yorkshire Passenger Transport Executive, six local authorities, the Yorkshire Dales National Park Authority and Carplus. Funding for project comes jointly from the Interreg IIIB North Sea Region, the Department of the Environment, Transport and the Regions (DETR) and partner organisations in the Yorkshire and Humber region and Europe.

2. The Yorkshire Dales National Park Authority's Sustainable Development Fund (SDF) challenges organisations, individuals and businesses to come forward with new ideas for achieving a more sustainable way of living in the countryside. The Fund encourages projects that will benefit the environment, communities and the Yorkshire Dales economy all at the same time – such as those that create new jobs, support local communities and enhance the special landscape, wildlife and built heritage of the Dales. Using money allocated by the Department for Environment, Food and Rural Affairs (Defra), the Authority's Sustainable Development Fund is administered by the Yorkshire Dales Millennium Trust. Launched in October 2002, the Fund has distributed over £1 million to projects both large and small across the Yorkshire Dales National Park.

3. All Yorkshire Dales National Park Authority media releases can now be viewed online by visiting www.yorkshiredales.org.uk

4. The Yorkshire Dales National Park is one of 11 National Parks in England and Wales. It is administered by the Yorkshire Dales National Park Authority, the purposes of which are "to conserve and enhance the natural beauty, wildlife and cultural heritage" and to promote opportunities for the understanding and enjoyment of the special qualities of the park". In carrying out these purposes, the Authority has a duty to "seek to foster the economic and social well being of local communities". The National Park is administered by an Authority of 26 members, made up of county and district councillors and members appointed by the Secretary of State for the Environment to represent parishes or in recognition of their specialist skills or knowledge.