

**Specialist Services
for Coach & Bus Hire**

*With vast experience within the travel sector, Coach Direct Limited operate the premier #1 quality booking service for Coach and Bus hire within the UK, Europe and beyond. With a keen eye for technology and customer service, Coach Direct employ only the very best consultants backed by the very latest tools and business processes in order to deliver a truly high quality service. This is fully backed up by our SMS emergency messaging systems and unique Code of Safety Practice Scheme that ensures our clients are backed by a level of safety and peace of mind that is only available from one company across the UK and beyond - **Coach Direct***



Our Core Values:

- Commitment to be the best
- Building long term relationships
- Professional and efficient at all times
- People Matter – our staff, our clients, our partners
- Continual Development

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The Future in Coach and
Bus travel

**Case Study:
London to
Brighton 2015
Bike Ride**



Coach Direct
Limited

Major UK Cycle event continues to rely on Coach Direct as part of Key Logistics

With all the major challenges set by this project Coach Direct has developed an expertise unrivalled in the UK transport service sector. Cycle Rides Ltd were so impressed by our professionalism and attention to detail, they did not hesitate to ask us to



Cyclists rely heavily on Coach Direct
Back-end logistics planning

handle this project for the 12th year. Sourcing 23 quality operators from around the country Coach Direct was able to deliver a near faultless service.

Background

If you would you like to get to and from the London - Brighton Bike Ride, as well as literally 10's of thousands of other keen cyclists all doing their own bit for the British Heart Foundation, and if you want to ensure the minimum of hassle on the day, you need to enlist the services of a company such as Coach Direct, and enlist their help very soon! At Coach Direct we know the stresses and strains that can be felt if a proper plan is not executed not only on the day, but well in advance of the event.

The Challenge

For the second year running our head office team have taken up the logistical challenge to transport some 5400 cyclists to and from the 2015 event. In terms of size, the operation means we had to carefully co-ordinate the movements of 108 coaches and 67 HGV vehicles on the day, all arriving at different times, and from different locations and Operators... No mean feat we can assure you (even with luck on your side)

Plans Take Shape

The planning actually started months ago as we worked to scope out the size and needs of the 2015 event, and looked to get an exact handle on the numbers and pick-up points along the way. Armed with this information, we then worked with key operators who we felt had not only the right vehicles for the job, but those who were well located for the various groups and equally well equipped with experienced drivers able to handle the complexity of driving vehicles as part of such a large event. A key account co-ordinator was aligned to the project whose main

function was to liaise closely with Cycle Rides Ltd who manage the overall event in conjunction with the British Heart Foundation.

The Outcome

The planning and schedules finalised, contingency plans in place, just in case of the unexpected emergency or two along the way. All the vital ingredients were there and a great day went off without a hitch, with best wishes from us all at Coach Direct. Rest assured all the arrangements we made to safeguard your safe arrival and departure were worth the effort The cycling skills however were all down to you on the day!



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