

**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

**C o a c h   D i r e c t   L i m i t e d**

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**The Future in Coach and  
Bus travel**

**Case Study:  
Dorset Music Service  
at the Royal Albert  
Hall London**



**C o a c h   D i r e c t  
L i m i t e d**

## Large scale complex event demanded Dorset Music Service to partner with an efficient and experienced transport organisation

When the Dorset Music Service started to plan a large scale music service for schools, parents, and orchestra members to the Albert Hall in London it soon became clear they needed to work with a travel company who was efficient and very experienced with coach transportation.

Coach Direct were selected based on their proven experience to manage the total amount of vehicles required to transport the 3000 passengers as well as



Twickenham Rugby Football Union was used by Coach Direct To provide a suitable resting and staging area for the coaches

having the required supply chain, support systems and planning experience in order to deliver a cost effective and workable transport service.

Aside from the usual commercial aspects it was also imperative that Coach Direct were experienced and staffed at the right level to handle such a project and also totally focussed on the client needs at all times.

It was imperative to ensure coach operators were checked and screened in order to deliver safe and effective transport on the day of the event.

### *Background*

The Dorset Music Service had organised a similar event at the Royal Albert Hall in 2008 but with a surge of County wide interest the 2013 event turned out to be even larger with interest from schools far and wide across Dorset.

When the bookings were finalised the event ended up with a total of 33 schools taking part with school children and parents/supporters needing to be safely transported for arrival at the Royal Albert Hall for midday prompt (for practice and pre-event rehearsals) and to be collected again following the evenings performance at 10pm and transported safely back to Dorset again.

Aside from the schools an additional 10 coaches were required to collect some 500 members of the Dorset Music Service Ensemble Group musicians from across some 15 locations across the county.

### *The Challenge*

Faced with such a widespread and complex transport requirement Coach Direct operations took time to carefully plan the pickups and optimised best use of vehicle capacity across 8 regional areas. This allowed coaches to pickup from a maximum of 3 schools which helped with the overall drivers hours. A similar plan was adopted for the DMS Groups with a central coach parking staging area defined and used at the Twickenham Rugby Football Union Ground based at some 8 miles from the Royal Albert Hall.

### *Client Feedback*

Dorset Music Service contacted Coach Direct Ltd to supply 52 coaches to transport almost 3000 Passengers from Dorset to the Royal Albert Hall. They provided high quality logistical services in planning for the process to be smooth, safe and efficient. Their service was of the very best quality with every avenue of logistics covered: making the event organisation work like clockwork on the day.

We have 1500 very happy students that took part in a once in a lifetime opportunity to perform at the Royal Albert Hall who were transported there by a very experiences and professional company.

### **Nichola Pendlebury - Head of Dorset Music Service**

Working with Coach Direct was an absolute pleasure. We had a huge challenge on our hands to transport nearly 3000 people to London and back.



Set with a huge number of challenges most notably no coach car park near to the venue we were travelling to! Coach Direct took it upon themselves to coordinate the hugely successful management of transportation of the participants and audience members to the concert.

I felt so comfortable working with the experience and expertise that both Paul and Catherine showed through Coach Direct and will certainly use Coach Direct for future support on other projects.

### **Nick Thorne - Project Manager for Dorset Music Service and Bournemouth Symphony**

## **Coach Direct Limited**

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