

Put It To The People March

23 March 2019



Guide to Booking Coaches

This guide was written by Devon for Europe, based on their experiences of booking coaches to help and encourage our supporters to travel to national events, with additional content written by Britain for Europe. It is intended as a guide only and neither Devon for Europe, People's Vote, Britain for Europe, or any other organisation accept any liability for any errors in the advice or information provided.

For specific information that your coach company may need about the march to provide you with a quote, please see the last few pages of this document.

Booking a coach

If you have never booked a coach before, this section will help you book one:

1. Choose start / pick up locations that are easy to reach for the majority of your supporters and have free or cheap parking nearby. Local coach companies will often advise of suitable collection points.
2. Google coach and bus hire for that town or city.
3. Contact all the providers, especially those with good reviews. Alternatively, www.coachhire.com can book coaches from any location in the UK.
4. Ring them to make the initial enquiry, don't email. They generally respond better to calls.

Have the following information to hand (this can be found on the last page):

- a. The date
- b. The departure, destination, and return location
- c. The time by which you must arrive at your destination (they will know better than you how long it will take)
- d. The collection time after the event.

5. Ask them and take note of:
 - a. What capacity their buses are?
 - b. Does their price include parking at the venue? It's usually extra but many do not mention it up front.
 - c. For Central London, you need to allow £50 for parking and usually give it to the driver in cash on the day.
 - d. How much deposit is required and when is the balance due?
 - e. Ask them for their cancellation policy
 - f. Ask if it is extra to make stop offs to collect more passengers. Keep the stop offs very simple and along the optimum route, don't take them off that route or it will prolong the journey and add significant costs.
6. People are prepared to travel fairly long distances to meet a coach.
7. Ask the company to confirm the offer by email.
8. Draw up a comparison grid for all the companies you contacted, perhaps following the example below.

Provider /tel number	Start point	Total price and Coach capacity	Raw price per seat incl Parking	Event Brite fees 4% or 6.5% plus 49p	Ticket selling price Early bird/ full price
Coachy McCoachface	Exeter	£1100 +£50 parking 53 seats	£21.70	£23.06 or £23.60	£25/£30

9. Pay the deposit for your chosen coach/es.
10. You may also wish to include a margin for seats that do not get booked, depending on how confident you are in filling them.

11. There are numerous ways to sell your tickets and manage your bookings, including PayPal, old fashioned cash or cheques, but by far the easiest and best option is Eventbrite.

12. The basic version of Eventbrite allows for only one ticket type, and therefore limits your selling options, plus you do not receive any pay-outs until after the event, so cashflow is a problem. If you use Eventbrite pro, you can create two tickets: early bird discount and full price and receive regular pay-outs.

- a. Set the earlybird to end well ahead of when you need to pay the balance
- b. Set it so that you clear costs (if the coach is full) and make the full price high enough to act as an incentive to book without deterring late bookers.
- c. You can also offer last minute discounts if you have empty seats towards the end.
- d. Obviously only issue as many tickets as you have seats!
- e. You could also create standby tickets so that if the coach is oversubscribed, you can start thinking about whether you have enough people to justify booking another minibus or upgrading to a bigger coach.
- f. You can also use donation tickets, inviting people who cannot go to donate to ensure that buses are fully funded.

13. Think about your terms and conditions for those buying tickets:

- a. This will in part be determined by the terms of the coach company
- b. Are your tickets refundable?
- c. If so, under what circumstances? For instance, you could have a policy to say that they are only refundable if you can find another purchaser.
- d. Consider what to do if the event that you are going to is cancelled at the last minute, the coach company has been paid, and won't refund. Perhaps you should make it clear that you are only providing transport to the city on the given day, irrespective of whether the event is cancelled or not.

14. Think about other ways of funding your group, perhaps offer march packs to be distributed on the coach, including badges, a flag, a placard, even a T shirt.

Other things to think about

Banners / Placards

Does your group have a banner? If not, why not purchase one to make your group stand out and demonstrate how people all over the country support the demand for a People's Vote. You could also make some placards with slogans calling for a People's Vote on behalf of your local community using supplies from a local craft shop.

Promotion

How are you going to promote your coach and ensure that seats are sold? Different methods will work in different areas, depending on how active your group is, but we recommend that at the very least you use our flyer at your street events and use social media to spread the word further.

Let People's Vote know the details of your coach so that we can promote it too.

Social Media

Help us to make this march as big as possible by spreading the word far and wide.

RSVP to the following Facebook event, and invite all of your friends:

<https://www.facebook.com/events/576473329488562/>

Make sure that you also share the following links, too:

March Website : www.peoples-vote.uk/march

Campaign Crowdfunder : www.peoples-vote.uk/crowdfunder

If you post on social media, make sure you use the hashtag **#peoplesvote**, and also tag People's Vote (**@peoplesvote_uk** on Twitter and **/PeoplesVoteUK** on Facebook)

Merchandise

Do you have merchandise for your group? If so, encourage people to wear this to the march. Alternatively, why not purchase some via the People's Vote website. **Please do not buy via unofficial 3rd party sites, as the campaign will not benefit from it.**

Accessibility

It is important to People's Vote that this event is as accessible as possible. Please help us achieve this by booking accessible coaches, where practical, or providing alternative arrangements for your group members with accessibility needs.

Please also read the accessibility guide when planning travel to the march, to help ensure your group members with accessibility needs can fully participate in the event.

Information for your coach company

Here is some event information which your coach company will need to know.

Coach parking location

Due to the large numbers of people expected at the march, coach parking in Central London will be limited. Suggested coach parks for the day include:

For groups coming from the North

Wembley Stadium. HA9 0JD

Contact 020 8795 1758 for details or enquiries@gotocsp.com
<https://www.wembleyofficialparking.com/>

The Jubilee Line runs directly from Wembley Park to Bond St.

Wembley Stadium does not have an event on the day, but there is an event at Wembley Arena.

For groups coming from the South East

The O2, North Greenwich, SE10 0DX

<https://tickets.aegeurope.com/theo2parking/coach>

The Jubilee Line runs from North Greenwich to Bond Street

There is an event at the O2 Arena on the day of the march.

For groups coming from the South / West

Eurocarparks Bayswater, Bayswater Road, W2 4RT.

Booking in advance advised - 020 7563 3000

You can walk from the coach depot to the assembly area.

Abellio Battersea depot, Silverthorne Road, SW8 3HE

<https://abellio.bushub.co.uk/Engineering/ScheduleBooking/14>

Booking essential – 020 7788 8701

Take the train from Queenstown Road to Waterloo, and then the Jubilee Line to Bond Street.

Further information	<p>Further information about coach parking in London, along with alternative locations if the above sell out, can be found here: https://tfl.gov.uk/info-for/coach-drivers/</p> <p>Please check travel times to / from your chosen coach park to ensure that you arrive at the assembly area in time.</p> <p>IMPORTANT – It is essential that you tell us in advance where your coach will be parking. We will need to provide this to the local authorities to help them plan for the event. Please email details to secretary@britainforeurope.org</p>
Drop off location	<p>We recommend that your coach drops you at your chosen coach parking location. This will ease congestion on the roads of Central London and minimise the chances of arriving late.</p> <p>Your coach <u>MUST NOT</u> attempt to drop you at the assembly area, or in the roads immediately surrounding it, as we expect high numbers of people, and road closures will be in place.</p>
Arrival time	<p>People will gather from 12pm (midday). We advise against arriving before this time as the roads will not yet be closed.</p> <p>You should aim to arrive at Bond Street, Marble Arch, or Hyde Park Corner underground station (the closest major stations to the assembly area) just after 12pm. Stewards will be available to direct you to the assembly area.</p> <p>You will need to allow extra time to arrive at the assembly location if your drop off point / coach park is some distance away, especially if there are transport problems or large crowds.</p>
Arrival area	<p>The march will assemble on Park Lane, north of the Hilton Hotel.</p> <p>NB: The Police have the power to make further changes, if necessary. Please double check the website closer to the event to make sure that you have the latest information.</p>
End location	<p>The march will end in Parliament Square, where the main event will take place – a big rally with VIP speakers.</p>

Pick up point

Your coach company will give you their preferred pick up point either at the coach park (recommended) or in another location.

Pick up time

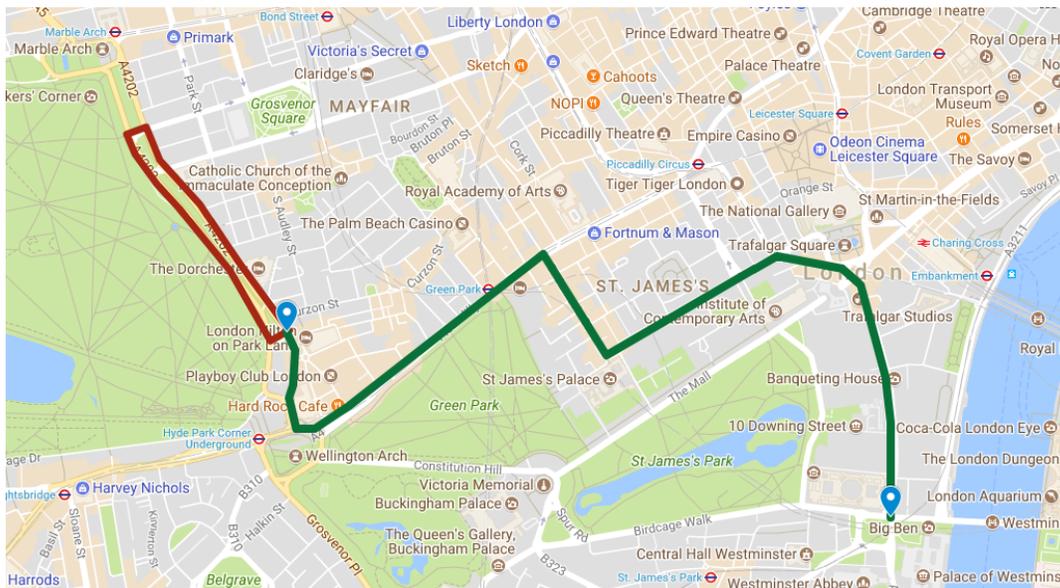
We recommend giving a pick up time to suit you from 5.30pm onwards. This time will allow for event delays.

Many groups like to have drinks / a social in a local pub following marches. If this applies to you, adjust your pick up time accordingly. Pubs in Westminster will be very busy.

Tell us about your coach

Please make sure you tell us the details of your coach so that we can promote it far and wide. Submit the details via <http://po.st/march23transport> and we will put it on the People's Vote website.

Event map



You can find further information about the march online here:

www.peoples-vote.uk/march

Alternatively, if you have any questions about this guide, or if you have any other questions about the march not answered online, please send an email to secretary@britainforeurope.org

WE NEED VOLUNTEERS!

If any members of your group will be travelling to London separately, rather than on your coach, please ask them if they are able to arrive early and help make the event a success by volunteering as a marshal.

Those interested should email **peoplesvotevolunteers@gmail.com**