

Epsom Coaches - Newsletter

July 1992

Epsom Coaches

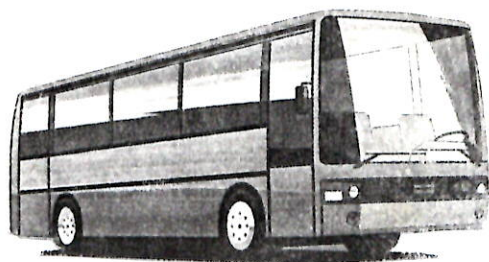
As a result of our continual programme for improving the viability of the Company in these difficult times, we are now starting to reap the benefits of the hard work that has been put in.

Coach Hire has in particular seen a transformation in its fortunes since the re-organisation of this department and the problems last year. During the last month the integration of Coach Hire and the Operations office was brought one step further by combining the two offices. The next step in the process will be in August when the new computer system is introduced (further details below). A separate control office is being established to further improve the daily running of the fleet.

Since the start of the year several major new customers have chosen Epsom Coaches as their preferred operator. Amongst our new customers are Legal & General, DFDS, Episodes, Team Travel, Trafalgar Tours, I-Spy Tours, Thorndike Theatre and Silvermere Golf Club. This work has been gained by being the most competitive coach operator in terms of quality and value for money.

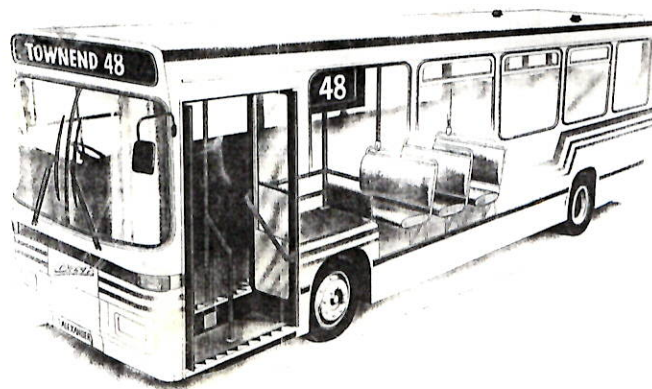
New vehicles

With the upturn in business, the Company has already taken delivery of one new Toyota 18 seat luxury coach and replaced two of the oldest Plaxton coaches with later Van Hool's. An additional Toyota is on order for mid-August and is a further sign of our commitment to upgrading the range and standard of our fleet.



The Company aims to purchase two new air conditioned 49 seat touring coaches for the 1993 season. This will bring the 49 seat touring coach fleet up to eight vehicles and will hopefully allow drivers to be permanently allocated to each of these vehicles.

On the bus side, despite little growth at present, the Company is looking to replace some of the Leyland Leopard buses and the Mercedes Plaxton bus (202). The replacements will depend on the success or failure of bus tenders and will possibly incorporate a new Mercedes to replace 202 and Dennis Dart(s) to replace the Leylands.



Eurodisney

Epsom Coaches have reached agreement with the French company Episodes (owners of the Novotel hotel group) to offer a series of departures throughout 1993 to Eurodisney. The venture will be jointly marketed by the two companies and through Episodes subsidiary, Luncheon Vouchers.

New computer system

The Company is investing in a new computer system to handle all the coach hire and tours administration. The new system will come into operation towards the end of August and will be set-up to take all tour bookings for the 1993 season and coach hire bookings from 1st January 1993. The system is being introduced to improve control of the business, to integrate many of the existing facilities and help alleviate many of the problems currently encountered.

New companies

From 1st May Epsom Travel Limited commenced trading as a subsidiary of H R Richmond Limited. In addition, Epsom Tours Limited has been formed and will commence trading from 1st November 1992. Both companies will be managed independently from the parent company and will as a result have greater scope for proving their own viability. Epsom Coaches will be tendering for Epsom Tours work for 1993 and hope to continue its long association with the tour operation.

New coach hire brochures

Two entirely new coach hire brochures are currently being prepared. One brochure will be aimed at the local market and the other towards the corporate market and tour operator. The new brochures are being designed by Woodcote Publications and will feature a completely new set of photographs recently taken by professional photographer, Andrew Dunsmore.

Security

Due to recent problems with vandalism and theft, the Company now employs a night security officer to safeguard the premises. The duties will include vehicle checks, garage maintenance and liaison with drivers.

New appointments

We welcome John Huxford and Roger Dodds as Operations Controllers. They will be responsible for the day to day movements of drivers and vehicles and hopefully improve the link between drivers and the office. In addition, we welcome Kevin Heather to replace Roger Dodds as leading driver. Kevin will provide standby cover for both bus and coach. The opportunity has been taken to extend the office opening hours from 5.30am to 9pm, 7 days a week. This, together with the security officer provide the Company with full 24 hour cover for the first time.

Advertising

A new larger round advert will replace the current entry in Yellow Pages when the new editions are published. This should give a far greater prominence in this important publication. In addition, Epsom Coaches now advertise in Talking Pages.

Driver Training

Our commercial driver training service has been busy, predominantly with trainees from British Aerospace, Kingston. Our instructors, Les Wernham, Andy Palmer and Syd Cannon have achieved a very high pass rate which is a tribute to their high standard of teaching.

Epsom Coaches - going places