

Scarborough Borough Council

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Media Release

7th March 2005

SCARBOROUGH IS TOP TOWN FOR COACH OPERATORS

Scarborough Borough Council has been awarded the title of 'Coach Friendly Local Authority' by the Confederation of Passenger Transport (CPT) thanks to all of the improvements made to coach facilities over the past 3 years. The award was presented to the Borough Council at the British Travel Trade Fair on Wednesday 2nd March in Birmingham.

The award is presented to Local Authorities who demonstrate commitment to welcoming and providing good facilities for coach operators and their passengers. Nominations for the award are made by members of the CPT – coach operators who regularly visit tourism destinations.

The award recognises the work undertaken by the tourism and parking sections with the coach industry to develop the groups market and encourage additional visits to the Borough by actively welcoming coaches and providing appropriate facilities. A range of initiatives have been undertaken including a reduction in coach parking charges, new drop off points, better directional signage, enhanced communication with the industry and improved layout in coach parks to aid parking.

Allan Edmondson, Head of Coach Services for the CPT said:

“The Confederation of Passenger Transport readily acknowledges the efforts by Scarborough in attracting coach based tourism. The financial benefit of this business to the

tourism economy is beyond doubt, and amply repays the efforts of the town to promote its products effectively and enthusiastically to the marketplace. That the members of the CPT saw fit to nominate Scarborough for this year's Coach Friendly Town Award further emphasizes this commitment.”

Cllr Godfrey Allanson, cabinet member for the Environment, Transport and Public Health, who accepted the award at BTTF on behalf of the Borough Council, said:

“We are especially delighted to receive this award as it is voted on by the coach industry itself and the very operators that actually bring visitors into the Borough. The Council is committed to welcoming coach tourism to the borough and this award is a real acknowledgment from the industry of the efforts we have made to work with them to develop a range of ‘coach friendly’ initiatives and improve the facilities we have on offer.”

Cllr David Jeffels, cabinet member for Tourism & Leisure added:

“Coach tourism is very important to the Borough and it is vital that we do all we can to make a visit to the area as simple as possible and I believe this award recognises the work that has been put in over the last couple of years to make this happen.”

For media enquiries, please contact Rachel McIntosh on 01723 232306 or rachel.mcintosh@scarborough.gov.uk

Note to editors

The Confederation of Passenger Transport is the voice of the road passenger transport industry in the UK, representing bus, coach and light rail operators.

Coach tourism in the UK accounts for over 4% of the domestic holiday market and 55% of all coaching holidays come to the seaside. British residents spend £643 million on coach holidays in the UK a further £844 million is spent on day trips by coach operators and 80,000 jobs are directly related to coach based tourism.