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## Press Release – For immediate use

### Coaches assist at Imberbus

UK Coach Operator Association (UKCOA) member Readybus has stepped into the breach as a planned rail strike threatens to hinder the many visitors to Imber on the annual Imberbus running day on Saturday 20 August.

Operating since 2009, Imberbus has grown from just five Routemaster buses running from Warminster to Imber, to an annual event linking other villages including Market Lavington, Tilshead and Chitterne; attracting 28 vehicles, around 4,000 visitors and, in 2019, raising more than £30,000 for the Friends of St Giles’s church, Imber, the Royal British Legion and Macmillan Cancer Support.

This year the day now coincides with a planned rail strike. However, a call for assistance by the organisers of Imberbus has seen Readybus provide a day excursion from Hammersmith in West London.

**Matt Clayton**, Director of Readybus said. “We are delighted to be able to assist at this year’s Imberbus event. With something for everyone, whether you are interested in buses and coaches, history or spectacular views you can be sure of a great day out. We will have plenty of space for everyone and will put on duplicate vehicles if necessary”.

**Michael Meilton**, one of the organisers of Imberbus continued “We want as many people as possible to come and enjoy all that Imberbus has to offer. We are grateful to Readybus and the UKCOA for coming to our assistance and providing a direct link to the event from west London, and encourage everyone to come and join us on 20 August”.

Readybus’s excursion will depart Hammersmith (Hammersmith Bridge Road) at 08:30 with the return departure from Warminster at 17:30. Tickets are priced at £30 a seat, which includes an all-day Imberbus ticket. To book please click here.

<https://www.readybus.com/product-page/lost-village-of-imber>. For more details about Imberbus and the history of this fascinating day out click here <https://imberbus.org/>.

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## Notes for Editors

- The UK Coach Operators Association was originally the London Tourist Coach Operators Association, formed in 1976;
- Today, with over 90 members, the UKCOA represents coach operators who provide services of all types of coach travel including business, education, leisure (including sport and entertainment), airport transfers, local public services and tourism;
- Together with our industry partners, we work to improve the infrastructure and environment in the UK for coach travel;
- **The Association welcomes new members who share these aims and objectives. For details, please contact Peter Bradley, Managing Director at [info@uk-coa.co.uk](mailto:info@uk-coa.co.uk) or on 0333 7333 222.**