



## CASE STUDY

### Varsity Rugby Game 2024

#### EVENT OVERVIEW

Date: 2nd March 2024

Location: StoneX Stadium, Saracens. London

Purpose: Transport students and their loved ones from Oxford and Cambridge universities to the annual Varsity rugby game.

#### ABOUT US

We want to deliver better experiences for you and your customers.

We are leading experts in transport management, coach hire and travel and transport strategies for major sporting events, airlines, rail support services, festivals and more.

We offer simple coach hire solutions and major event planning from our team of in-house experts.



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Cert No. 13760

#### BACKGROUND

The annual Varsity rugby game between Oxford and Cambridge universities is a highly anticipated event, drawing large crowds of students, alumni, and supporters. On 2nd March 2024 we were contracted to provide transportation for attendees from both universities to the event venue.

#### PLANNING AND COORDINATION

- **Client Collaboration:** We worked closely with client to understand their specific needs and expectations.
- **Route Planning:** Careful consideration was given to the most efficient routes from both universities to the stadium, considering potential traffic issues on game day.
- **Communication Strategy:** We developed a comprehensive communication plan to inform attendees about departure times, pick-up locations, and other relevant details.

## TRANSPORTATION PROCESS

- **Pick-up:** A total of 14 coaches departed from designated park and ride locations at both Oxford and Cambridge, with attendees arriving on time.
- **On-site Support:** Staff were stationed at the stadium to assist with boarding after the game, ensuring a smooth and efficient return journey.



## Conclusion

The transportation service provided for the Varsity rugby game between Oxford and Cambridge was a notable success. Our careful planning, effective communication, and commitment to customer satisfaction contributed to a seamless experience for all attendees.

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**Joe.Bryant@firstbus.co.uk**



Our expert team set us apart – scan above to meet the team

## RETURN JOURNEY

- **Timeliness:** Following the conclusion of the game, coaches departed promptly to accommodate the return of attendees, minimising wait times.

## OUTCOMES

- **Client Satisfaction:** The client expressed high satisfaction with our service, noting the professionalism of our staff and the comfort of the coaches.
- **Future Engagement:** As a result of our successful execution, the client has confirmed their intention to engage our services for next year's event.

