

PRENTICE COACHES Ltd

AWARDS SUCCESS AS PRENTICE ON ROUTE FOR ANOTHER 20 YEARS

One of East Lothian's longest serving coach companies has achieved major industry recognition, as it prepares to celebrate its 20th anniversary year.

Prentice Coaches is one of just seven leading companies across the UK to have been shortlisted for the prestigious Route One Operator Excellence Award.

customer satisfaction levels have all contributed to this well earned recognition of the Haddington based company.

The family run business, which was started by Don Prentice and son Ross in 1991, counts East Lothian Council, John Lewis Partnership and Price Waterhouse Coopers among its clients.



In August 1991, Prentice Coaches started its first school route running children from Garvald to Gifford, which it continues to run 20 years on.

The company, which also serves Loretto and Mary Erskine and Stewart Melville schools, is now a key provider of education transport, inspiring trust in schools and families alike.

Prentice Coaches has proven consistently profitable in spite of huge challenges to the industry in recent times, including rising fuel costs, recession and one of the most extreme winters in decades.

In the past year alone, Prentice Coaches has invested some £400K in three new top of the range coaches as part of their commitment to a continually upgraded, quality offering.

The latest additions to the Prentice range include a 51 seater Executive Coach, a 24 seater and a new 33 seater due to arrive this Autumn.

The majority of the company's vehicle fleet is bodied by Plaxton, the sole surviving British manufacturer for the industry.

Ongoing investment in quality vehicles, excellent MOT and safety records and loyal long serving staff have all helped Prentice Coaches catch the attention of the award judges.

Furthermore, the company is one of the first to lead the way with green initiatives in the coach travel industry.

Since 2004, Prentice Coaches have used rainwater harvesting for the cleaning of its vehicles, reducing carbon emissions and placing the company ahead of the game for its sector in boosting green practice.

They also support a tyre recycling scheme which reduces landfill, and all waste products are collected by specialist recyclers.

In addition to providing corporate and educational transport, Prentice Coaches provides services for a wide number of important local organisations, and is committed to supporting the wider community.

Prentice Coaches have been shortlisted for awards run by leading sector magazine Route One, which described this year's entries as the strongest in its six year history.

Welcoming the result, Ross Prentice said: "We are absolutely thrilled to have reached the shortlist for this highly credible award.

"This is one of the few award schemes which requires entrants to be nominated, so it is all the more rewarding and humbling to have been chosen for selection by an industry associate.

"As we celebrate our 20th anniversary year, it is particularly exciting to have this 'birthday' marked by reaching the Route One shortlist.

"For two decades my father, myself and our loyal team of hard working drivers have worked tirelessly to build an excellent service and develop links with the East Lothian community, and we are extremely appreciative of the loyal customers we have worked with along the way.

"As a company, we are as proud of our ethos of giving back to the community, respecting the environment and supporting British industry as we are growth and profitability.

"By investing in coach bodies produced at Plaxton, we hope we are in a small way helping keep industry alive and skilled workers employed in the UK.

"It's also an important time for exploring how the industry can adapt to the environmental challenges we face.

"There is no doubt that recent times have been tough for this industry, but we remain committed to investing in the highest quality vehicles and service and are thankful that profitability has remained consistent.

"We look forward to taking a moment to enjoy our achievements and celebrate our anniversary with clients, associates and friends. Then it will be back to business – and looking forward to serving the community for the next 20 years!"

For further information visit www.prentice.info

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