

**Wednesday 13 November ~ NEC Birmingham
(Masterclass Theatre - Euro Bus Expo 2024 - Halls 17-19)**

15:30-16:15 The Future of Coach – Are we there yet?

With new research highlighting the economic impact of the Coach Industry, against a backdrop of a gradual but tangible shifts in perceptions around its wider contribution to society, the panel will offer a glimpse into their visions of how the future may look for the coach market. From City-wide Coach strategies, to the sustainability agenda, the Coach itself and life as an operator.



GRAHAM VIDLER, CEO, CPT

Graham joined CPT as Chief Executive in May 2019. Prior to joining CPT Graham worked in a wide variety of roles in financial services, most recently as Director of External Affairs for the workplace pensions trade body, the Pensions and Lifetime Savings Association. He has also worked as a researcher in both the House of Commons and the Scottish Parliament, led the policy team at Which? and, as Director of Communications, was a member of the start-up team which created the UK's largest pension scheme, NEST.

ANDREW LUCKETT, DIRECTOR, BLUMARBL

Andrew founded BluMarbl, an Energy and Transport consultancy expert and leader in transitioning buses and coaches to zero emissions. BluMarbl is a crucial contributor to the ZE Coach Taskforce and heads up the CPT's industry data-gathering project. They provide toolsets for operators to manage their ZE buses and coaches, and their data-based feasibility studies in Scotland recently obtained funding for operators to buy many electric coaches as part of the Zenobe consortium. BluMarbl also powers the first Coach-specific charging network platform that caters to industry-specific needs such as charger reservation.



MIKE NEWMAN, FOUNDER AND MANAGING DIRECTOR, B2ME TOURISM MARKETING

Mike Newman is founder and Managing Director of b2me Tourism Marketing which has run since 2003.

He is an expert in travel industry engagement and has worked with destinations across the UK on strategy and development of travel trade readiness.

Mike's domestic tourism experience includes 8 years as marketing and communications manager for the Group Travel Organisers Association (now known as AGTO) and he has worked extensively in the domestic coach market.

Currently Mike is working across regions including the North East of England, the Cotswolds and with Birmingham City Council to support international and domestic travel trade engagement.



DUNCAN ASPINALL, DIRECTOR, HOLMESWOOD COACHES

Duncan Aspinall is a Director of Holmeswood Coaches Ltd, a family company that operates over 100 coaches and buses from five depots in the North West of England. The company has been involved with CPT and its predecessors since they began with both Duncan and his father before him being Chair of the North Western region on a number of occasions. Duncan has recently stepped down as Chair of the Coach Commission and is a member of the CPT Board. With their

mixed fleet Holmeswood undertake a complete mix of work from School and Colleges to tours in the UK and Europe.

PAUL SAINTHOUSE, MANAGING DIRECTOR, DAWSONGROUP BUS AND COACH LIMITED

Paul is Managing Director of Dawsongroup bus and coach limited, a position that he has held since 2002, is a member of the Dawsongroup plc Advisory Board and has a career in transport spanning almost 40 years. From an operational background in distribution and logistics Paul joined Dawsongroup Truck and Trailer as a management trainee in 1987, was appointed a director in 1997 and held a variety of leadership positions with the company, finally moving permanently into passenger vehicles in 1998. He was made an Honorary Fellow of the Chartered Institute of Logistics and Transport in 2024 (their highest accolade) and a member of the Institute of Directors.



Paul has just concluded his term as Global President of The Chartered Institute of Logistics and Transport, and is a past-President, and still a Vice-President, of The Chartered Institute of Logistics and Transport (UK). He is a Board member of the Confederation of Passenger Transport, Chair of their Suppliers Commission, and member of their Governance Committee. Paul is both Secretary and Advisory Board member of the 'All-Party Parliamentary Group for Bus and Coach, and a Board Director of 'The Institute of Couriers' and 'Women in Bus and Coach'. He is also the Judge of the Transport and Infrastructure section of the 'We are the City - Rising Stars' Awards which promotes the female talent pipeline.