Give the operator the venue entrance, group size and time everyone must be inside. Ask the venue https://dsnews.co.uk/low-cost-coach-hire-expands-group-transport-services-across-london-and-the-uk/?noamp=mobile which entrance accepts coaches and whether coach hire London arrival has to be booked. Once the operator agrees the stop, send passengers the same street name and a recognisable meeting point. A postcode alone may point to a service yard on another side of the building.