

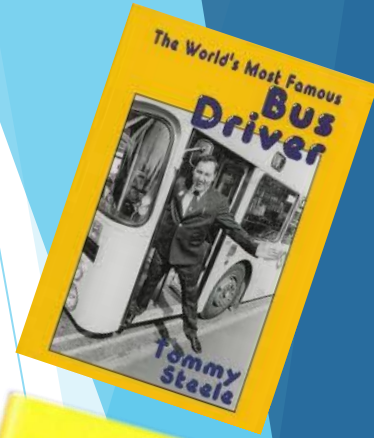
A Trip Around Poole Bay (by Bus)

From de-regulation in 1986....

Marc Reddy
27 September 2026

Bournemouth Corporation Transport

- Transport department of Bournemouth Borough Council
- Owned 100% by the LA
- Noting that the highway authority at the time was Dorset County Council
- General Manager – Ian Cunningham appointed in 1964 until 1989
- 1982 – renamed Yellow Buses



Wilts and Dorset

- Owned by the National Bus Company
- Formed through the split of Hants and Dorset into small segments
- The “Country Bus” operator, plus Poole town services
- General Manager – Hugh Malone
- When W&D services entered the Bournemouth and Christchurch areas, the fares were “matched” with Yellow Buses



26 October 1986 – D-Day

- Bournemouth Corporation Transport becomes Bournemouth Transport Limited (initially called Strouden Buses Limited for 2 months in 1986 prior to D-Day!)
- Still 100% owned the BBC
- Managing Director – Ian Cunningham
- Non-Executive Directors, included 3 politicians – one from each colour!
- Non-Executive Chairman (from business, not political)
- Non-Executive – Employee Director
- One depot – Mallard Road



Shamrock and Rambler

NBC - The coaching arm of Hants and Dorset

40 vehicles – originally based at Holdenhurst Road Coach Station – National Express, National Holidays, local tours and private hire, and the prestigious contract for the Bournemouth Orchestras



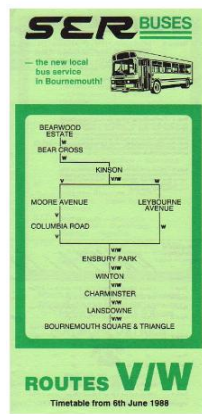
Day 1 of deregulation: 26 October 1986

- Charlie's cars started in competition with Yellow Buses (with James' clever plan!)
- Started the day before on the Saturday 25 October 1986 – with a free service
- Charlie's Cars name was resurrected – former tour operator swallowed dup in 1960's)
- New depot in Yeomans Way, on the opposite side of Castle Lane West to Yellow Buses
- Hampshire Centre base (yes, I know we are in Dorset!)



Charlie's Cars, S&R Buses, Town Tracker, Shamrock & Rambler

- Shamrock and Rambler (private July 1987)
- October 1986 – 9 off Ford Transits – serving many new roads by bus – 30 meters from my parent's house! A & B circular route to start operations
- Hail and Ride
- Competing with Yellow Buses, but not always directly – niche markets
- Fare stram ticket machines – carnet tickets
- Expansion followed with more routes and vehicles
- Moving to compete with W&D (as well as YB) in Parkstone and Poole
- S&R Buses competed with Yellow Buses on “side road” services
- Town Tracker – trying to grow a new market across the south coast and the New Forest – competing with the railway
- Grew fleet to c45 minibuses
- Charlie's Cars withdraw all services in December 1988 (just over 2 years of operation)



**SHAMROCK
& RAMBLER**

TOWN TRACKER

**X5/X6
LIMITED STOP**

THE NEW EXPRESS COACH and LOCAL
BUS SERVICE – ALL IN ONE!

WEYMOUTH – BOURNEMOUTH – SOUTHAMPTON

X5 – Littlemoor, Dorchester, Wool, Wareham, Creekmoor, Poole, Bournemouth, Christchurch, New Milton, Brockenhurst, Lyndhurst

X6 – Hurn, B'mth International Airport, Ferndown, Ringwood, Cadnam, Totton

Timetable for services commencing MONDAY 19 OCTOBER 1987



Charlie's Cars, S&R Buses, Town Tracker Shamrock & Rambler



Badger Vectis (and Badgerline South)

- Badgerline (private 23/9/86)



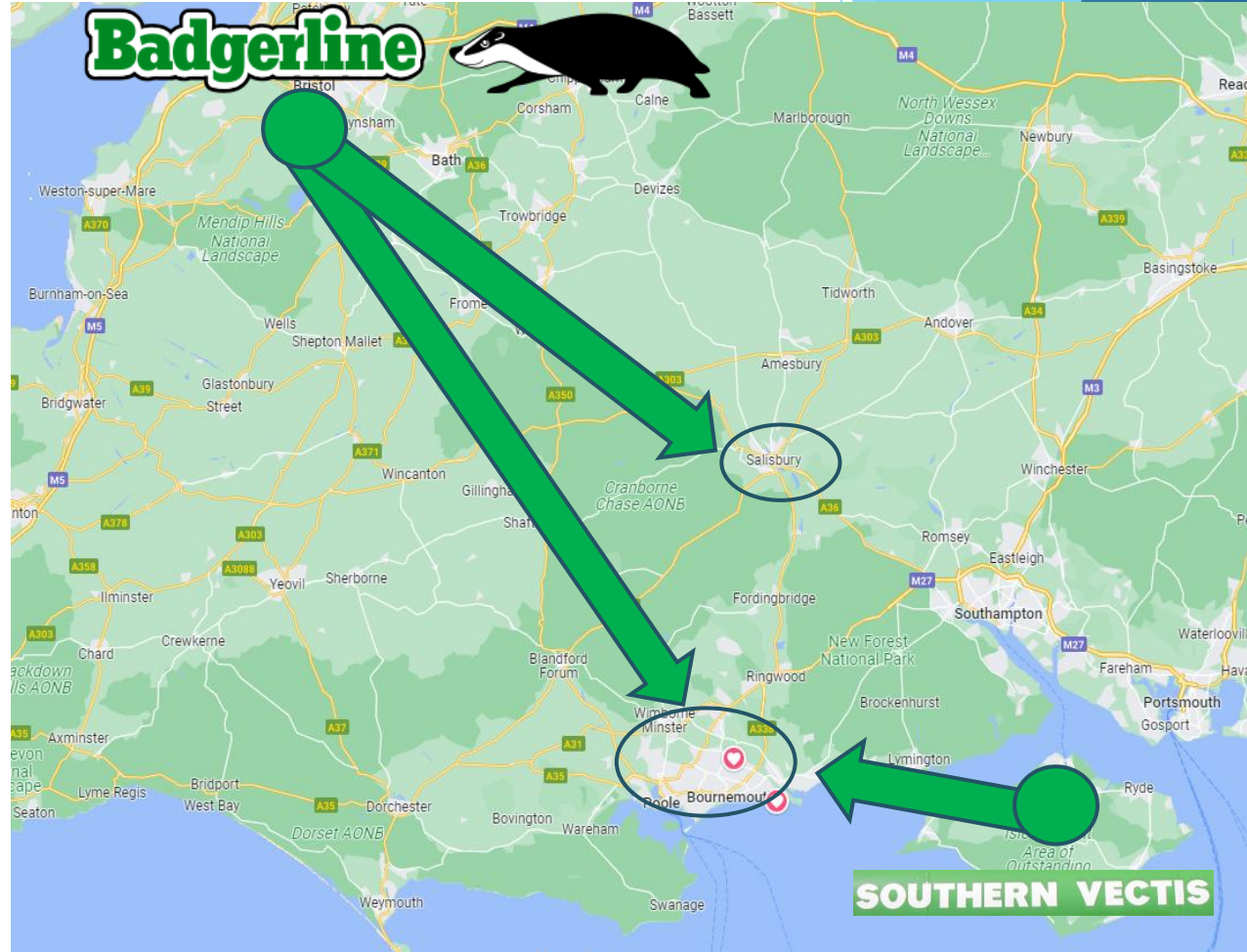
- Southern Vectis Omnibus Company (private 7/10/86)

- Badger Vectis Limited (80% Badgerline and 20% SVOC)

- Summer 1987

Jobs for bus conductors and drivers advertised in local paper apply to:

*Quayshelfco 175 Limited
85 The Ridgeway, St Albans, Herts*



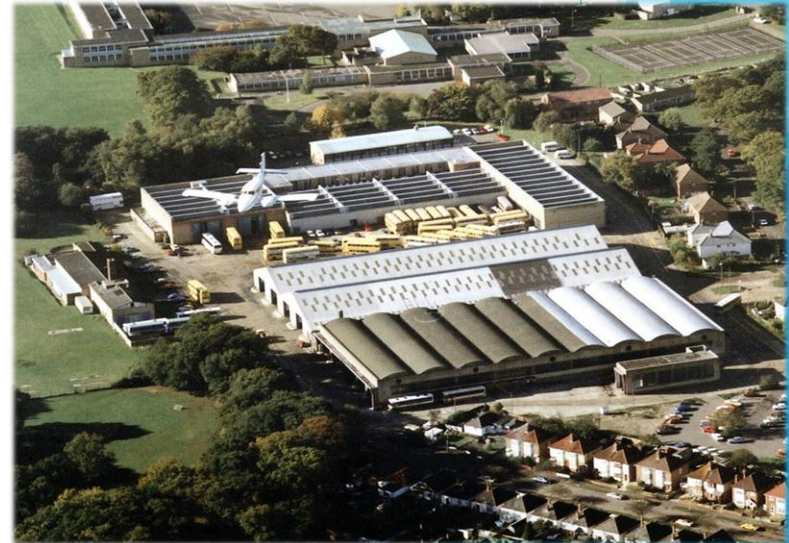
Badger Vectis

*Quayshelfco 175 Limited
85 The Ridgeway
St Albans
Herts*

Specific market entry to compete against W&D

Trying to find a niche market:

- Conductors
 - Minibuses
 - Hail and ride
-
- Based in Yellow Buses' depot in Mallard Road
 - Traded as Badgerline
 - Non-compete agreement ????



Badger Vectis

So where
am I going
for a job
interview???

Poole Bus
Station

Took the
bus to the
interview
(Yellow
Buses 30)


Badgerline

Badgerline Limited, Badger House, Oldmixon Crescent, Weston-super-Mare, Avon, BS24 9AX. Tel: 0934 416171

Please reply to:
Quayshelfco 175 Ltd
85 The Ridgeway
St. Albans
HERTS
Tel: 0727 56221

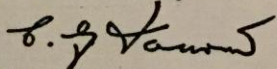
22ND AUGUST 1987.

Dear MR. REDDY

~~PART TIME~~
~~Application for Employment as Conductor~~

I thank you for your recently ~~returned Application Form~~ ^{LETTER} for employment with us as a ~~Conductor~~ and would ask you to attend an interview on ~~THURSDAY 27th~~ August 1987 at 10 hours. Interviews will take place at Poole Job Centre on the second floor above the Bus Station.

If this is not convenient, please telephone for an alternative appointment.

Yours sincerely

C G Farrow
Personnel Director

Registered in England Number 1966277. Registered Office as above.

Badger Vectis

- Services started 6 September 1987
- Customer Care Courses at DIHE (now Bournemouth Uni)
- Uniform from Bath Depot
- Setright ticket machine (may have been ex Bath Depot)
- Setright box from SVOC
- Aged 16, Part-time bus conductor while studying at Bmth College



BADGER-VECTIS LIMITED
EXCHANGE OF DUTIES

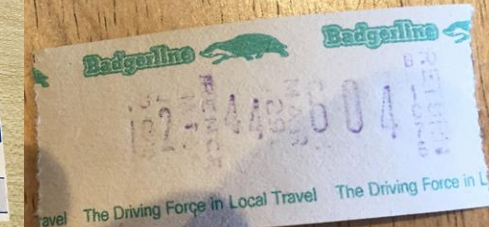
ate/s of Exchange _____

NAMES	Sun.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.

Signature _____

Day previous and Day after the Change-over to be filled in.
Not valid unless handed in to the Depot Clerk by 12.00 noon on the day prior to the Exchange

PAYMENTS	HOURS	RATE	VALUE	DEDUCTION/ALL	VALUE	NAME
GROSS PAY			18.75	P.A.Y.E	0.00	MARC C. REDDY
				NAT.INS	0.00	
						DEPT. DATE
						07.03.88
						TAX CODE N.I. No. PER
						242L 49
						GROSS T.D. 1081.79
						P.A.Y.E 0.00
						NAT.INS 31.23
						£50 £20 £10 £5 £1
						1 1 3
						50p 20p 10p 5p 2p 1p
						1 1 1
GROSS PAY	DEDUCTIONS	ALLOWANCES	NETT PAY	ROUNDING	ADJ. NETT	
18.75	0.00	0.00	18.75			BADGER VECTIS LTD



Badger Vectis



September 1987 Go Live

1 Wimborne – Broadstone – Creekmoor – Poole – Upper Parkstone – Westbourne – Bournemouth (crew)

2 Turlin Moor – Poole - Poole – Upper Parkstone – Westbourne – Bournemouth – Fairmile – Christchurch – Mudeford (crew)

3 Poole – Upper Parkstone – Bourne Estate

6 Christchurch – Burton

7/8 Poole – Canford Heath- Poole (crew)

9 Poole – Broadstone – Merley - Wimborne

Badger Vectis

BIG TRAVEL BARGAINS from Badgerline



Travelling regularly around Poole.
A Poole Badgercard means
Big Savings.

The freedom of Poole
for just

**POOLE
Badgercard** £4.50

Available from Badgerline Agents.

Plus Holders of a valid Poole
Badgercard can travel to Bournemouth
for only 10p single fare (pay on the bus).

for seven days
unlimited travel on
Badgerline Big Bus and MINI
LINK services in the Poole area.

FARE CARDS

If you travel regularly between two
points, a Badgerline Fare Card
could mean savings of
up to

40%

Available from Badgerline Agents.

Day Returns

Save in off-peak

Buy your ticket
on the bus.

Up to **HALF FARE**

for Children and OAP's *

Children under 16 yrs and Senior Citizens travel
half price—rounded up to the nearest 5p above.

* Not Applicable to certain journeys before 0900. Mon-Fri.

NEW
(Commencing 6/7th September 1987)

Badgerline



POOLE

Bournemouth, Christchurch

BUS SERVICE & MINILINKS

INTRODUCING 6 NEW BUS
AND MINIBUS
SERVICES



Big Value
for Money
Travel
Bargains

Poole
Badgercard

Off-Peak
Day Return

Half Price
OAP's

Half Price
Children (under 16)

INFORMATION
BOURNEMOUTH 536189

Badgerline



The Driving Force in Local Travel

NEW
(Commencing 6/7th September 1987)

Badgerline

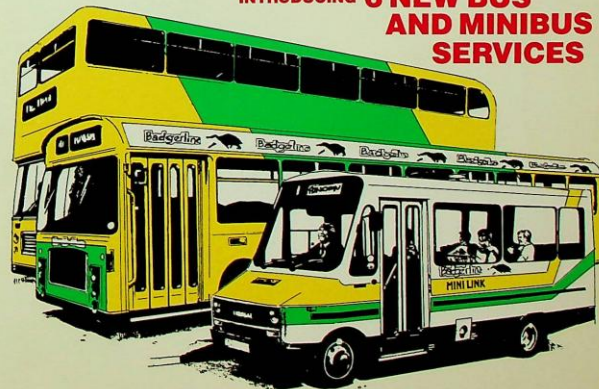


POOLE

Bournemouth, Christchurch

BUS SERVICE & MINILINKS

INTRODUCING 6 NEW BUS
AND MINIBUS
SERVICES



Badgerline



The Driving Force in Local Travel

Introducing Badgerline—the best travel service for town and around.

- Welcome to Badgerline
Poole, Bournemouth and Christchurch
BUS AND MINI LINK SERVICES**

**Watch out for the NEW Badgerline
BIG BUS and MINILINK services
commencing 6/7th September 1987**

Frequent MINI LINK Services

Service 3

Bourne Estate (Rossmore) to Poole.

Service 6

Burton to Christchurch.

Service 9

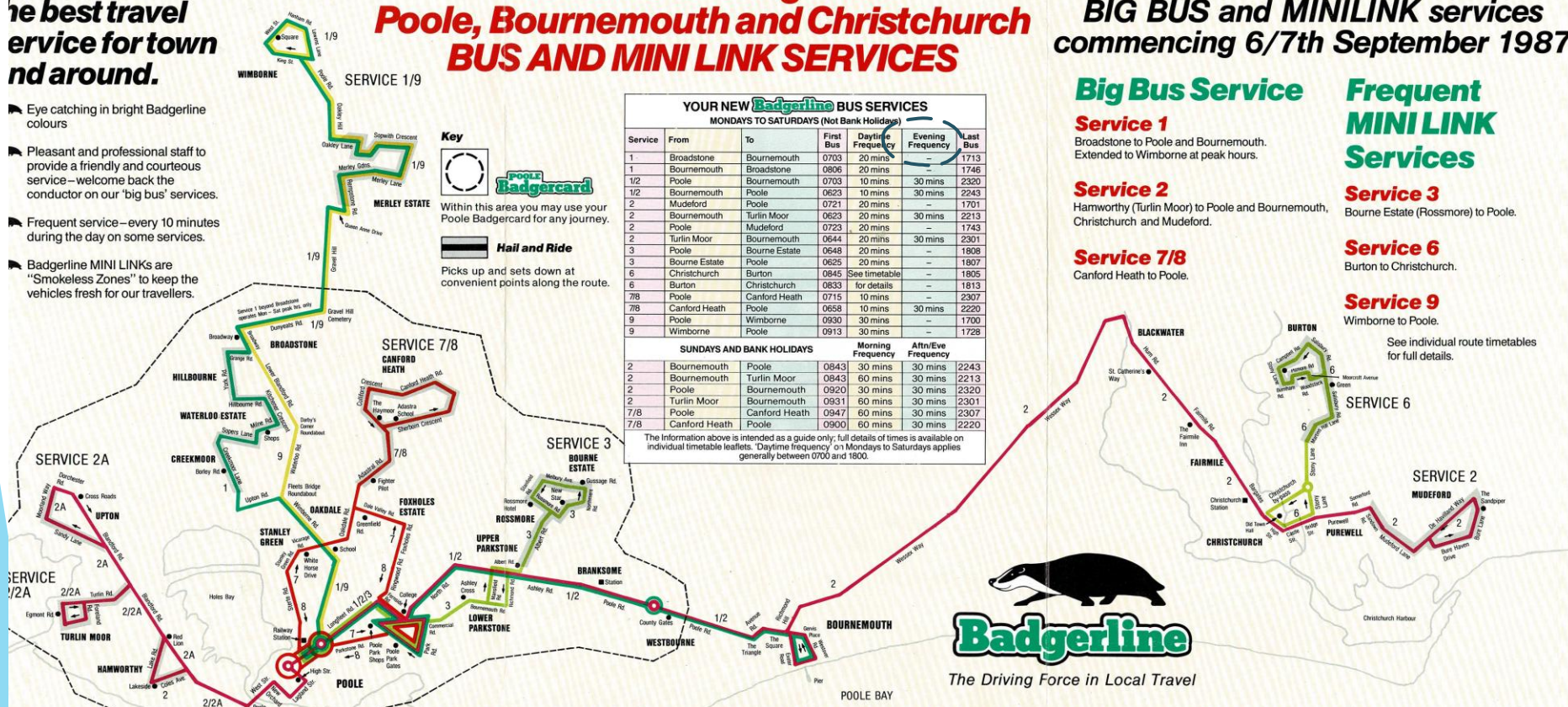
Wimborne to Poole.

See individual route timetables
for full details.

The Information above is intended as a guide only; full details of times is available on individual timetable leaflets. 'Daytime frequency' on Mondays to Saturdays applies generally between 0700 and 1800.



The Driving Force in Local Travel



Badger Vectis

BIG TRAVEL BARGAINS FROM

Badgerline

FARE CARDS

If you travel regularly between two points, a Badgerline Fare Card could mean savings of up to

40%

Available from Badgerline Agents.

Day Returns

Buy your ticket on the bus. Save in off-peak. Up to **HALF FARE** for Children and OAP's *

Children under 16 yrs and Senior Citizens travel half price - rounded up to the nearest 5p above. * Not Applicable to certain journeys before 0900, Mon-Fri.

PLUS Bargains for travellers in Poole

Travelling regularly around Poole. A Poole Badgercard means Big Savings.

POOLE Badgercard

The freedom of Poole for just

£4.50

Available from Badgerline Agents.

Plus Holders of a valid Poole

Badgercard can travel to Bournemouth

for only 10p single fare (pay on the bus).

For seven days

unlimited travel on

Badgerline Big Bus and MINI

LINK services in the Poole area.

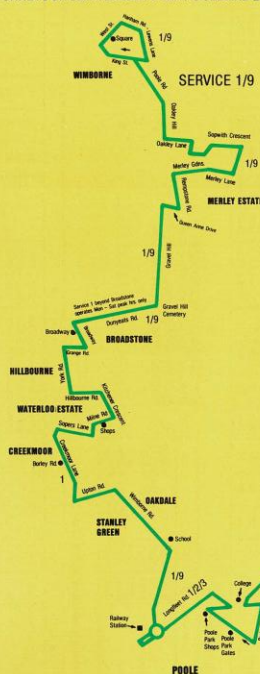
INFORMATION ☎ BOURNEMOUTH 536189

Badgerline



The Driving Force in Local Travel

SERVICE 1 BROADSTONE POOLE BOURNEMOUTH
Extended to Wimborne at peak hours.
INCLUDING JOURNEYS ON SERVICE 2 BETWEEN POOLE AND BOURNEMOUTH



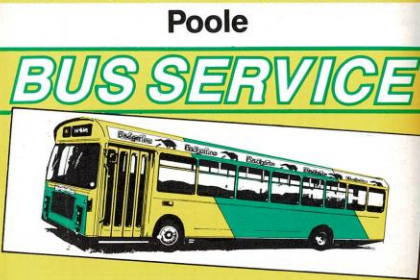
INFORMATION ☎ BOURNEMOUTH 536189

Badgerline



The Driving Force in Local Travel

SERVICE 1 BROADSTONE POOLE BOURNEMOUTH
Extended to Wimborne at peak hours.
INCLUDING JOURNEYS ON SERVICE 2 BETWEEN POOLE AND BOURNEMOUTH



Commencing 6th September 1987

- NEW!** - 3 journeys an hour to Creekmoor, Waterloo Estate and Broadstone*
- NEW!** - 10 minute service between Poole and Bournemouth*
- NEW!** - Regular evening and Sunday service between Poole and Bournemouth
- NEW!** - Peak hour journey extended to Merley Estate and Wimborne

(*Applies to daytime services on Monday to Saturday)

INFORMATION ☎ BOURNEMOUTH 536189

Badgerline



The Driving Force in Local Travel

SERVICE 6 BOURNEMOUTH CHRISTCHURCH

MINI LINK

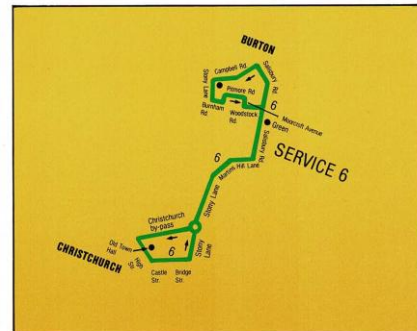


Commencing 7th September 1987

FAST - Under 10 minutes between Christchurch and Burton

FREQUENT - Up to 3 journeys an hour

CONVENIENT - Stops at any point on the route in Burton



INFORMATION ☎ BOURNEMOUTH 536189

Badgerline



The Driving Force in Local Travel

Badger Vectis

- Mixed fleet of Badgerline and SVOC vehicles
- Bristol REs, Bristol VRs, Iveco 49.10 minibuses, Leyland Fleetlines, Bristol LHS, Ford Transits – circa 50 vehicles
- Mainly single deck Bristol REs
- All based and maintained at Yellow Buses' depot at Mallard Road
- Control Point was Poole Railway Station as there was “no room at the Inn” at Poole Bus Station
- 3 x controllers/inspectors
- Operational Discipline?
- Handwritten Waybills – figures at timing points
- Roadside timetable displays produced – Amstrad PCW8512
- Green fronts and no competing with YB



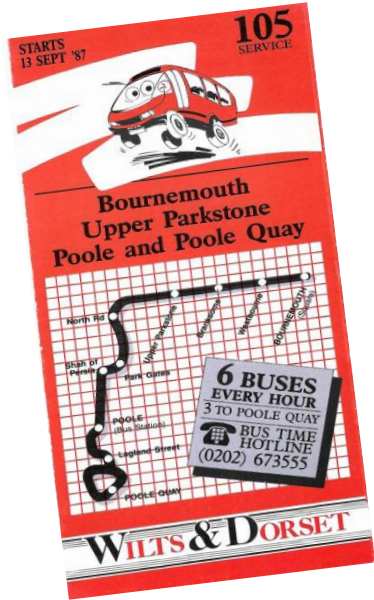
Badger Vectis



Badger Vectis



W&D The response....



The response

- Enhanced frequencies from W&D
- New service 105 Bmth - Poole
- Loaned vehicles from SWT
- MCW Metroriders and new brand "Skipper"
- The Bus Station – this was the secret advantage



Badger Vectis

- From 14 March 1988 – major network change
- Services now operating on the Bournemouth's "Main Road" corridor – "permission from Yellow Buses?"
- Plus, new services introduced – Corfe Mullen
- All registered at 42 days notice with TC
- Marketing campaign



You asked for them... Now you've got them!!!

The New **Badgerline** BUS SERVICES for Spring 1988

Badgerline POOLE, Bournemouth and Christchurch BUS SERVICE

offer the best travel in town and around

So here it is – On 14th March 1988 it's a better way of travel.

New Service – Route M
A new Badgerline Mini Link service between Corfe Mullen – Canford Heath, Rossmore and Bournemouth EVERY 20 MINUTES in each direction – see you on 14th March.

New Routes through Bournemouth
Every Badgerline Bus through Bournemouth Town Centre travels via Old Christchurch Rd and Hinton Rd (outward) and Westover Rd, Gervis Place (return) – Better shopping ways from 14th March.

New to Service 1
A Badgerline MINI LINK BUS every 20 minutes between Wimborne Broadstone Poole and Bournemouth now extended to Lansdowne and the Coach Station. – little and often from 14th March.

Other Alterations
Services 1A
Wimborne to Kinson. Services withdrawn.
Services 2A
Poole to Upton. 0810 and 1615 journeys from Poole to Upton and return are withdrawn.
Service 7/8
No change
Service 9
Poole to Wimborne withdrawn and replaced by Service No 1.

New to Service 2
Your Conductor Service Bus between Muddiford, Christchurch, Bournemouth, Poole and Turlin Moor now rerouted through Boscombe via St Catherine's and Christchurch Rd – the conductor will see you around from 14th March.

Services 1 and 2 combine to give a bus every 10 minutes between Bournemouth and Poole.

Fast frequent and truly convenient

Key
Within this area you may use your Poole Badgercard for any journey.

Information ☎ Bournemouth 536189

Badgerline
The Driving Force in Local Travel

Travel further with a Poole Badgercard

Travelling regularly around Poole? A Poole Badgercard means Big Savings.

Poole Badgercard for just **£4.50**

Available from Badgerline Agents.

PLUS – MORE TRAVEL
A Poole Badgercard may also be used to travel to Wimborne and Bournemouth.

The freedom of Poole for just £4.50

For seven days unlimited travel on Badgerline Big Bus and MINI LINK services in the Poole area.

And more travel bargains from **Badgerline**

HALF FARE
for Children and CAP's

Children under 16 and Senior Citizens travel half price. Available up to the nearest 20 pence.

Day Returns
Save in off-peak.

FARE CARDS
If you travel regularly between two points, a Badgerline Fare Card could mean savings of up to **40%**

Available from Badgerline Agents.

Now that's a better way to travel into spring. See timetable for details.

Bournemouth Advertiser 17 MAY 88

Service
2

CODE NS — Not Saturdays. NO SERVICE ON CHRISTMAS DAY, BOXING DAY OR NEW YEAR'S DAY

Service 2 Route: Bure Lane, (forward — De Havilland Way, Peregrine Road, Bure Haven Drive) Bure Lane, Beach Approach, Melford, Melford Lane, Christchurch, Sandown Road, Somerford Road, Purwell, Bridge Street, Castle Street, High Street, Barges, Fairmile Road, St Catherine's Way, Buxsted, Oak Avenue, Benckford Road Christchurch Road, (forward — Poole Hill, Seaborne Road, Poole Road, Ashley Road, North Road, Poole Park, Fenside Road, Longfleur Road, Poole Railway Station, Twynegate Bridge, North Street, Lagland Street, Old Orchard, New Orchard, West Street, Poole Bridge, Blandford Road, Colles Avenue, Lake Road, Blandford Road, Turlin Road, Foreland Road, Emmer Road.

INCLUDING SERVICE 1 JOURNEYS BETWEEN BOURNEMOUTH AND POOL

[illegible]

CODE NS - Not Served. NO SERVICE ON CHRISTMAS DAY, BOXING DAY, OR NEW YEAR'S DAY

[illegible]

© 2000 Blackwell Science Ltd *Journal of Internal Medicine* 247: 395–402

A **POOLE Badgercard** IS VALID FOR
ANY JOURNEY WITHIN THE SECTION
TURLIN MOOR – BOURNEMOUTH,
LANSDOWNE.

Badgerline 
The Driving Force in Local Travel

Badger Vectis

- 11 days after starting new services in Bournemouth
- 25 March 1988 – notice to stop
- Quite a shock to all!
- Cease both Bournemouth/Poole and Salisbury
- Friday 25 March lost mileage was **0.9%**
- On the Saturday only 33 of the required 42 drivers reported for duty and lost mileage was **27.5%**
- On Monday 28 March only 20 drivers reported for duty and lost mileage was **55.4%**



Badger Vectis Limited, Mallard Road, Bournemouth, Dorset BH8 9PN. Tel: 0202 536189

25th March 1988

Dear Mr Reddy

It is with regret that I am writing to advise you that Badgerline has today given notice to the Traffic Commissioners that we wish to deregister all operations in the Salisbury and Bournemouth areas.

It is clear that the number of passengers being carried is not sufficient to support the present levels of competitive services, now or in the future.

The company will stop bus operations on 7th May and your employment will be terminated on that date. Your final pay will be available for collection on 12th May 1988.

Wilts and Dorset have expressed interest in employing a number of Badgerline drivers and you may wish to approach them for a job.

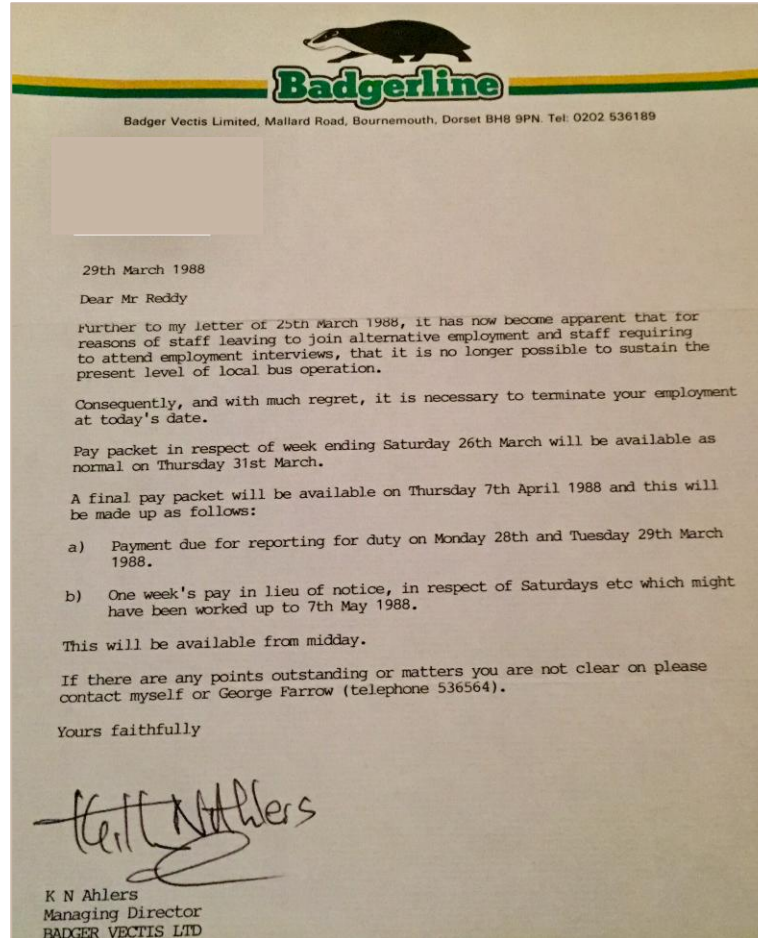
Finally may I thank you for your efforts during your time with the company and wish you every good fortune in the future.

Yours faithfully

K N Ahlers
Managing Director
BADGERLINE SOUTH LTD & BADGER VECTIS LTD

Badger Vectis

- 4 days later.....
- Many missed shifts
- People going for interviews elsewhere
- 29 March 1988 – stopped without notice
- Closure made local television news
- Traffic Commissioner banned them from the area
- Buses distributed back to Badgerline and SVOC



Yellow Buses (Single Deckers)



Yellow Buses (Yellow Flyers)

- Yellow Buses introduced minibuses to replace Charlie's Cars operation in 1988
- "Best we operate them than someone else"
- Called Yellow Flyers they were originally Sherpa minibuses
- Subsequently replaced in 1989 by a batch of new Mercedes 811 (20 off)
- Issues with rates of pay and agreements with the Trade Union
- Ceased in 1989



Dorset Travel Services and Yellow Coaches

- Took over National Express diagrams formerly operated by Shamrock & Rambler
- National and local management company
- Operated with loaned and old National Express vehicles
- The core fleet became Volvo National Express liners from 1990
- The services were operated from Mallard Road Depot. DTS rented yard space and the old paint shop for maintenance
- Also operated an outstation at Portsmouth and also ran “Sammy’s” at VCS in London
- April 1992 – Bournemouth Transport acquired DTS, buying out the three directors and National Express
- 1993 saw the company start operating Eurolines diagrams
- April 1997 DTS and Yellow Coaches merged into one coaching unit with over 40 vehicles
- Whippet Coaches (of Kinson) was acquired in 2000



Bournemouth Routemaster1993

Bournemouth Heritage Transport

Some former Transport Museum staff set up operations to compete with the best routes of Yellow Buses (owned by Bournemouth Borough Council) – May 1993

- Conductors – another go by someone else!
- Routemasters were introduced
- Ex BCT buses
- Buses were parked and maintained at *Bournemouth Council depot*
- Involvement of Clydeside 2000
- Service 604 was the first route through Winton to Kinson
- Service 607 operated to Fisherman's Walk via Boscombe
- Summer seafront services were also introduced
- 42 days notice to the TC for changes etc



Bournemouth Routemaster

Bournemouth Heritage Transport

ROUTEMASTER 604

SQUARE - CUNNINGHAM CRESCENT

Monday to Saturday

SQUARE Avenue Road	0718	1818
STATION	0724 then every 20 mins until	1824
Alma Road	0730	1830
Winton	0734	1834
Ensby Park	0739	1839
Kinson	0748	1848
CUNNINGHAM CRESCENT	0752	1852
CUNNINGHAM CRESCENT	0655	1855
Kinson	0659 then every 20 mins until	1859
Ensby Park	0708	1908
Winton	0713	1913
Alma Road	0717	1917
STATION	0723	1923
SQUARE Avenue Road	0730	1930

CIRCULAR TOUR

600

TOWN TOUR BY VINTAGE OPEN-TOP BUS WITH FULL COMMENTARY

(Tours will be suspended in wet weather)

Departures from Bournemouth Pier:

10.20	2.20	Fares: £2.00 ADULT
11.20	3.20	£1.00 CHILD
12.20	4.20	£1.50 SENIOR CITIZEN
1.20		£5.00 FAMILY (4)

45 minute tour, no booking required

ROUTEMASTER 607

SQUARE - FISHERMAN'S WALK

Mon to Sat Buses to Fisherman's Walk

BOURNEMOUTH Square	0715	Then every 1815
Boscombe (Sov. Centre)	0725 15 mins	1825
FISHERMAN'S WALK	0732	until 1832
BOURNEMOUTH Square	1840	Then every 2300
Boscombe (Sov. Centre)	1848 20 mins	2308
FISHERMAN'S WALK	1855	until 2315

Additional journey: 0710 Sov. Centre to Fisherman's Walk

Buses to the Square

FISHERMAN'S WALK	0737	Then every 1837
Boscombe (Sov. Centre)	0744 15 mins	1844
BOURNEMOUTH Square	0754	until 1854

FISHERMAN'S WALK	1900	Then every 2240
Boscombe (Sov. Centre)	1907 20 mins	2247
BOURNEMOUTH Square	1915	until 2255

Additional journeys: 2255, 2315 Fisherman's Walk to Sov. Centre

Sundays Buses to Fisherman's Walk

BOURNEMOUTH Square	0920	Then every 2220
Boscombe (Sov. Centre)	0928 20 mins	2228
FISHERMAN'S WALK	0935	until 2235

Additional journey: 0907 Sov. Centre to Fisherman's Walk

Buses to the Square

FISHERMAN'S WALK	0920	Then every 2220
Boscombe (Sov. Centre)	0927 20 mins	2227
BOURNEMOUTH Square	0935	until 2235

Additional journeys: 2235, 2255 Fisherman's Walk to Sov. Centre

ROUTEMASTER Bournemouth



ABOUT OUR BUSES ...

The Routemaster buses we use were designed in the mid 1950's and represent the ultimate development of a traditional British double-decker bus.

Built by A. E. C. of Southall and Park Royal Coachbuilders, over 2,500 of the technically advanced Routemasters entered service, mostly with London Transport, between 1959 and 1967. Even today over 1,000 Routemasters remain active in London, where a refurbishment programme has been put into motion to ensure the RM remains a familiar sight into the next century.

The buses running now in Bournemouth left London in the mid-1980's for a new career in Scotland, heading back down south from Glasgow in 1993.

ROUTEMASTER Bournemouth



NEW THIS YEAR

- Conductors are back
- All senior citizens half fare - NO PASSES REQUIRED!
- All accompanied children no charge Saturdays & Sundays*

SERVICES

607 Bournemouth Square, Bournemouth Pier, Lansdowne, Boscombe, Pokesdown, Fisherman's Walk (extending to Christchurch soon)

604 Bournemouth Square, Lansdowne, Rail Station, Richmond Arms, Alma Road, Winton, Ensby Park, Leybourne Avenue, Kinson, Cunningham Crescent.

601 SEASIDE BUSES * (open-top service)
Alum Chine, Westbourne, West Overcliff, Bournemouth Square, Bournemouth Pier, Lansdowne, East Overcliff, Boscombe Gardens, Boscombe, Boscombe Pier
* Closed top buses may be substituted

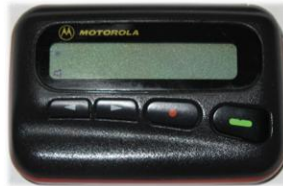
600 BOURNEMOUTH TOWN TOUR
With full commentary on vintage open-top bus.

* offer does not apply to 600/601 tourist services

White Buses (but they were really Yellow Buses!)

- Yellow Buses introduced White Buses in May 1993
- I said to the boss...“I’ll run it!”
- Usually, a direct copy of the Routemaster Bournemouth service, but without conductors
- Buses from existing YB fleet and other purchases
- However, we did have magnetic card validators (Wayfarer 3) – now there’s a story!
- One manager (me)
- No uniform
- Different T&C’s lower rates of pay, no sick pay (no Sundays or lates to start with)

90's Tech!



White Buses (but they were really Yellow Buses!)



White Buses



White Buses (now with a splash of yellow and some sketchy adverts!)



When is a Yellow Bus not a Yellow Bus.....



White Buses (now they are yellow!)

- August 1994 – Routemaster has in essence ceased trading
- White Bus unit was then folded into Yellow Buses
- Relations were also strained with W&D since the Badger Vectis moment!



Christchurch Buses (but they were really Yellow Buses!)

- Acquisition of Vintage Yellow Buses as a low cost operations for Yellow Buses – March 1995
- Based at Bournemouth Airport, then moved to Poole
- Mainly ex Yellow Buses frontline fleet
- Operated school services and also services for Bournemouth University (Salisbury and Weymouth)
- Then operated Night Buses in Bournemouth and started the Bournemouth University Contract
- Absorbed into Yellow Buses 2000



Yellow Buses Fleet

- Since deregulation, the only fleet acquisitions were:
- 1988 - 10 off Volvo D10M which were used on a variety of routes, high floors, but with good seating capacity
- 1990/91 - 17 off Dennis Dominators/ ELCB – first buses with factory fitted electronic destination blinds – Bright-Tech



Yellow Buses Fleet

- 1995/6 - 22 off Dennis Darts / ELCB
- 1997 - 2 off Dennis Darts / ECLB low floor
- 1999 - 7 off Dennis Trident SLF double Decker – jack knife doors
- 2002 - Volvo – ELCB vehicles were the norm for new stock



Yellow Buses Route Branding

- In 1996 the first real Route Branding was introduced Service 17
- First gen real time
- Simple but effective
- Special route tickets
- Special driver roster
- 1997 Westbourne Flyer
- 1998 Service 6

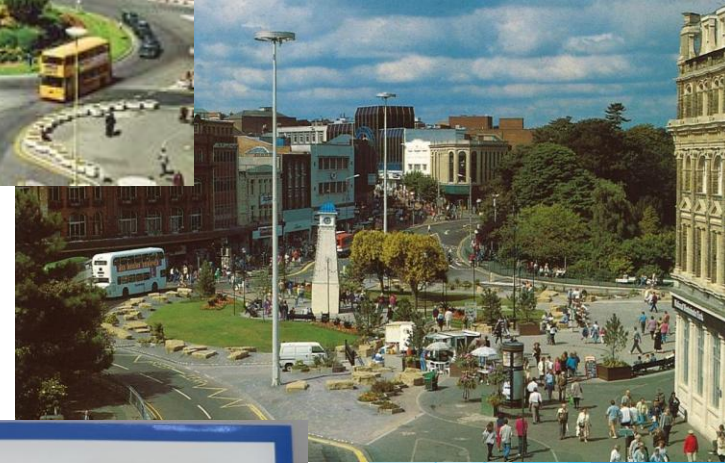


Yellow Buses Branding and Modifications



Yellow Buses and Wilts & Dorset

- There continued to be strained relations between the two operators, but less intense than in the past
- Some competition in Christchurch with W&D 105 service and YB Main Road services
- Bus stop allocation in The Triangle and The Square 1995 – closed The Square
- Yellow Buses extended over Poole Bridge to the Condor Ferry
- Yellow Buses introduced Service X22 (destination blind challenges)
- Service 89 HCC tender – Bransgore
- University Contract
- 2006 Yellow Buses moves into a brand new depot at Yeomans Way



Signed Limited Edition

On the 26th July 2005, this booklet was signed to commemorate the lifting of the first sod at the new depot in Yeoman's Way. A unique event bringing together a wealth of knowledge within the Industry Ian Cunningham was General Manager from July 1964 he became Managing Director when the bus company was deregulated in 1986 until his retirement in 1989. Ted Reid followed and was Managing Director between October 1989 and September 1999. Roy Edgley stepped up to the fore in September 1999 until his retirement in 2005 and the current MD, John Ashmore joined in 2005.

This is one of a limited edition of twelve signed copies



**W&D Bus Company
YELLOW-BUSES**

Wilts and Dorset sold

- The Wilts & Dorset Bus Company was sold to the Go-Ahead Group on 11 August 2003 for £31.6 million
- At the time of the acquisition, Wilts & Dorset operated a fleet of 365 buses across Dorset, Wiltshire, and south-west Hampshire.
- Following the takeover, Go-Ahead eventually rebranded the operations into familiar regional identities like, More Bus and Salisbury Reds
- Offer to Bournemouth Borough Council (presentation by TAS) of showing how a single operator in the BCP area could provide integrated services, similarly to B&H
- Major expansion of operating territory in December 2004 – M1 and M2 – More



Yellow Buses sold

- Sold to TransDev in December 2005, the council completed a £15 million sale of the company to the French transport group Transdev
- Transdev acquired a 90% controlling stake.
- Bournemouth Borough Council retained a 10% minority shareholding.
- Ownership adjusted in 2011 following a restructuring and merger agreement between Transdev and Veolia and RATP
- In 2016, RATP purchased the final 10% minority stake from Bournemouth Borough Council, achieving 100% full outright ownership of the operator.
- 2017 Colourful launch for Yellow Buses' new network – **the start of the end...**
 - B (Bourne): Connecting Bournemouth, Poole, and Westbourne.
 - P (Priory): Serving Christchurch Priory and surrounding areas.
 - U (Uni): Dedicated routes serving Bournemouth University.
 - R (Royal): Focusing on the Royal Bournemouth Hospital corridors.
 - V (Village): Covering areas like Kinson Village.
 - C (Coast): Running along the coastal strips like Alum Chine.
 - D (Dolphin): Connecting links toward Poole's Dolphin Centre.
 - H (Heath): Routes heading out toward areas near Ferndown and the heathlands
- 2019 RATP exited the business selling to the three directors as a MBO
- 2022 August – I believe the business has been on the market for c9 months, but no takers – business goes into administration
- More Bus take over most of the network at c48 hours notice





Thank you, questions?

Credits:

David Chalk
Steve McQuade
Dave Symes
Tony Wilson
Andrew Lawford
Paul Atkins
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Country Bus website
NBC
Bill Lonen
James Freeman