

Welcome to this exhibition to mark 100 years of service in Cumbria by Cumberland Motor Services



A Workington-built Leyland Lynx in Borrowdale

1<sup>st</sup> June 1921 marked 100 years since the start of Cumberland Motor Services, originally serving the west and north of what is now Cumbria.

Over the years, the company has gone through many changes of ownership. Since 1987 it has been part of the Stagecoach empire, which in October 2020 celebrated its own 40 year anniversary.

This exhibition aims to give a flavour of the routes and vehicles operated over the years, from early expansion to its 1950s heyday, and further changes as private car ownership rose.

Cheap private motoring deprived the company of customers and in recent years has led to changes to some routes to avoid roads that have become clogged by parked vehicles.

**Find out more about WTHT at [wht.co.uk](http://wht.co.uk)**



A 70 seat Bristol Lodekka on 1960s Whitehaven town service to Mirehouse. Current service levels are much lower, using buses of around 1/3 the seating capacity!



Privatisation in 1986 saw a fleet of Mercedes 608D 23 seat minibuses in service to increase town service frequencies.



Four Volvo coaches were new in 1998 for the hourly X4/X5 Workington to Penrith service. At one time these carried Cumbria Connexions colours. This is Keswick bus station.

## Celebrating 100 years of Cumberland Motor Services 1921-2021



Preserved Bristol Lodekka 109 DRM sits in the sun at Maryport. This bus in traditional CMS colours was built in 1964

# 100 Years of Service

Henry Meageen started the company in 1912 as Whitehaven Motor Service, but it was 1<sup>st</sup> June 1921 that it became Cumberland Motor Services and expanded across the north and west of the county.

Through the 1920s and 1930s, expansion was by acquiring smaller operators and setting up short-lived operations in Westmorland and the Isle of Man.

New services started to Carlisle, Penrith & Millom.

In 1948 it came under state ownership, under the Transport Holding Company until the National Bus Company took over in January 1968.

It was the THC that restricted the company to buying only Bristol chassis.

NBC companies were privatised in 1986, but CMS freedom lasted only until 1987 when Stagecoach took over, expanded the operating area by transferring some Ribble depots in the south of the county.

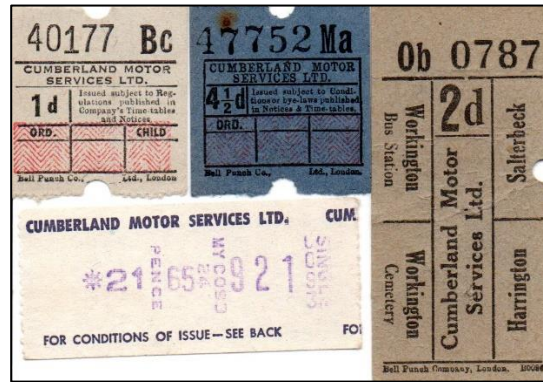
Under Stagecoach, there was investment to modernize the fleet and its depots. On 26<sup>th</sup> June 1992 the new depot at Lillyhall was opened to replace old facilities in Whitehaven and Workington town centres.



Leyland National Mk2 in Stagecoach stripes in Barrow

## Would You Believe It?

- In 1938 the company bought Wordsworth House in Cockermouth with a view to demolishing it and building a bus station but, unsurprisingly, was unable to gain planning permission.
- The Bransty Arch pub at Whitehaven is built in an ex CMS engineering workshop – the pits are still in place under the pub floor.
- For decades, all local services in Workington and Whitehaven showed “Town Service” as the destination which was not a lot of help to strangers.



Square Ultimate tickets from 1960s town services, a machine printed 1970s Setright and a card Punch ticket from the 1940s

## Preserved vehicles

A number of CMS buses have been saved from the scrapman by WHTT and others, including:

- Leyland TD1 - BRM 596
- Bristol Lodekkas – RAO 733, 109 DRM
- Bristol MW - AAO 34B
- Bristol RE – DAO 295K
- Bristol VRs – HHH 272N, PHH 149W
- Leyland Lynx - F251 JRM
- Leyland Nationals - GRM 353L, CHH 210T, KHH 378W
- Leyland Olympian - F805 FAO
- Mercedes 0814 - P545PNE
- Volvo B10s - K779 DAO, R910/83 XVM, S797 KRM
- MAN 18.220 - X805 SRM

## Models

Cumberland models have been made in 1:76 scale. These include Bristol FLF, MW and REs, and Nationals. Some are out of production but still available on auction sites.

## Further reading

The late Harry Postlethwaite wrote two definitive books. Both are out of print, but may be available on the secondhand market:

- Cumberland Motor Services 1921-96*, ISBN 1 898432 759
- British Bus Systems 1 – Cumberland*, ISBN 0 903839 881

The PSV Circle has a history showing every vehicle known to have been owned up until 1990 when the business became Stagecoach (NW). ISBN 978-1-908953-18-6.

## Thanks

Our thanks to those who have contributed material for this exhibition including Dave McAlone, Frank Derbyshire, Harry Postlethwaite and Mark Hall.

| WHITEHAVEN · COCKERMOUTH        |      |      |      |       |
|---------------------------------|------|------|------|-------|
| Weekdays                        | NTh  |      |      |       |
| WHITEHAVEN (Bus Station) .....  | 0720 | 1235 | 1650 | ..... |
| Cleator Moor (Square) .....     | 0737 | 1252 | 1707 | ..... |
| Frizington (Harris Villa) ..... | 0746 | 1301 | 1716 | ..... |
| Rowrah (Railway Hotel) .....    | 0752 | 1307 | 1722 | ..... |
| Kirkland .....                  | 0757 | 1312 | 1727 | ..... |
| Cross Gates .....               | 0804 | 1319 | 1734 | ..... |
| Ullock Road End .....           | 0808 | 0925 | 1323 | 1738  |
| Ullock Post Office .....        | 0811 | 0928 | 1326 | 1741  |
| Branthwaite .....               | 0816 | 0933 | 1331 | 1746  |
| Dean .....                      | 0821 | 0938 | 1336 | 1751  |
| Pardshaw Road End .....         | 0824 | 0941 | 1339 | 1754  |
| Beehive Inn .....               | 0827 | 0944 | 1342 | 1757  |
| Paddle School .....             | 0831 | 0948 | 1346 | 1801  |
| Eaglesfield .....               | 0834 | 0951 | 1349 | 1804  |
| High Brigham .....              | ↑    | 0957 | 1355 | ..... |
| COCKERMOUTH (Main Street) ..... | 0842 | 1005 | 1403 | 1812  |

| WHITEHAVEN · ENNERDALE BRIDGE  |      |      |       |       |
|--------------------------------|------|------|-------|-------|
| Thursdays only                 | LPS  |      |       |       |
| WHITEHAVEN (Bus Station) ..... | 1015 | 1440 | ..... | ..... |
| Cleator Moor (Square) .....    | 1032 | 1457 | ..... | ..... |
| Wath Brow .....                | 1035 | 1500 | ..... | ..... |
| ENNERDALE BRIDGE .....         | 1045 | 1510 | ..... | ..... |
| WHITEHAVEN (Bus Station) ..... | 0800 | 0100 | 0200  | 0300  |
| ENNERDALE BRIDGE .....         | 1045 | 1510 | ..... | ..... |
| Wath Brow .....                | 1055 | 1520 | ..... | ..... |
| Cleator Moor (Square) .....    | 1058 | 1523 | ..... | ..... |
| WHITEHAVEN (Bus Station) ..... | 1115 | 1540 | ..... | ..... |

Extract from 1974 timetable of two services now discontinued



A Bristol RE climbs over Cockermouth's Cocker Bridge



Open topper squeezing through Rosthwaite in Borrowdale