

# Coastal Red

## FACT FILE 4

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HISTORY

FLEET LIST

ROUTE MAP

TAKEOVER

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**ESSEX BUS**  
ENTHUSIASTS GROUP

# COASTAL RED FACTFILE

Compiled by Alan Osborne

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Essex Bus Enthusiasts Group - 2003

## INTRODUCTION

The name of Coastal Red rekindles memories of their bus war with Eastern National immediately following service deregulation in 1986. There was frenzied competition on the Colchester - Harwich corridor when green and yellow Eastern National double deckers had regular battles with the bright red Coastal Red buses which were garaged at Great Oakley.

Later on the rivalry raged at Clacton-on-Sea, which became the new Coastal Red operating base. In the seaside town their bright red double deckers opposed the new Coastline Mercedes minibuses.

After deregulation, the passengers had a choice of which bus to get on, would they prefer to travel on a traditional bus or might they prefer a minibus. Many factors could influence their decision, was the bus a nicer colour, did it have more comfortable seats and was there more space. Did it have a more friendly driver, run at the right time, go the right way, at the right price. All these market factors could promote customer loyalty so that they might be prepared to wait a bit longer for a particular bus rather than just getting on the first one that came along. So it was Coastal Red versus Eastern National, a modern day David versus Goliath.

Not surprisingly, seeing this newcomer invading its territory, Eastern National retaliated and when eventually they re-gained their own Sunday services back under the second round of Essex C.C. tenders, the writing was on the wall and Coastal Red sold out.

So then afterwards, when the dust had settled and the battle was over, what lasting monuments and legacies would remain to show that it ever happened.

The Coastal Red base was at Great Oakley. Their bus garage in this Tendring Hundred village has had a long and interesting history, which involves the operations of Hooks Bros. amid the territory of Silver Queen. Later on the Essex Coast Express Service pool run by Grey Green, Eastern National and Suttons Coaches enters the story and finally there is the emergence of CharterCoach.

In this Fact File the historical section has therefore been presented under the continuing theme of 'Great Oakley Buses'. Part 1 relates the early history whilst Part 2 deals with Coastal Red and after.

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### ESSEX BUS ENTHUSIASTS GROUP

The Essex Bus Enthusiasts Group was formed in 1964 to provide facilities for local bus enthusiasts. We publish a monthly illustrated magazine ESSEX BUS NEWS which contains news about all operators in the county as well as articles of general interest. Other facilities on offer include a photographic service, timetable distribution network, local meetings and coach tours. Membership costs either £15 or £16 per annum, dependent on the postal rate required.

For full details, and a sample magazine, please contact :

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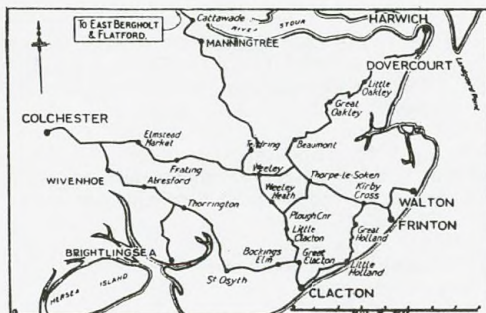
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## GREAT OAKLEY BUSES - EARLY HISTORY

The village of Great Oakley lies in the Tendring Hundred district in north east Essex. Local motor bus services were started in 1919 by the Clacton & District Motor Services Ltd. including a service from Clacton to Harwich via Great Oakley. The business was re-named the Silver Queen Motor Omnibus Co. Ltd. in June 1926. Operations were further expanded by the purchase of Starling & Sons of Dovercourt who had in turn acquired the long established railway bus service between Upper Dovercourt and Harwich previously run by the L.N.E.R. and G.E.R. railways. Silver Queen established a good network of services in the Tendring district (see map below), one of their buses being outstationed in Great Oakley at



1930 SILVER QUEEN MAP

the Maybush Inn, along Farm Road. In September 1931 Eastern National took over Silver Queen which included their garage in Castle Road, Clacton. The following new services were introduced in the immediate Oakley area :

<i>Eastern National no.</i>	<i>Silver Queen no.</i>	<i>Route</i>
104	6A	CLACTON - Little Clacton - Thorpe - Beaumont - Wix - Ramsey - Dovercourt - HARWICH (Daily)
106	6	CLACTON - Little Clacton - Thorpe - Beaumont - Great Oakley - Little Oakley - Dovercourt - HARWICH (Daily)
111	11	WALTON - Thorpe - Beaumont - Great Oakley - Little Oakley - Dovercourt - HARWICH (Daily)

The haulage and carriage business of Hooks Bros. (Eustace O. Hooks and Richard W. Hooks) was established at the top of Old Hill, Clacton Road, Wix in 1919; HK 6004 a Rover lorry bus being purchased in September of that year. Although Clacton & District had already built up a good network of bus services covering the main roads, Hooks were able to start some further bus routes providing market day services from the local villages. The 'Travel By Road' guide dated April 1922 shows two bus services then being operated as shown below :

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**1496** OAKLEY: Wix (15); Elmstead (55); COLCHESTER (1 h. 15).  
 L. Oakley: Mon. & Wed. A.M. 9.45. Sat. 9.45; P.M. 4.40, 4.45.  
 L. Colchester (East Castle): Mon. & Wed. P.M. 4.0. Sat. 3.30, 9.0.  
 (Hook Bros.)

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**1496A** OAKLEY: Wix (15); Manningtree (1 h.); IPBWICH (1 h. 45).  
 L. Oakley: Tue. & Fri. A.M. 9.15; returning P.M. 3.30.

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On 1 October 1930 the brothers went their separate ways, with Eustace Orlando Hicks remaining at Wix continuing to run the haulage business. The bus side then passed to Richard William Hooks trading as the 'Harwich & District Coach Services' from The Garage, High Street, Great Oakley. However, it would appear that the fleetname was not displayed to any great extent on the vehicles. Several bus routes were operated, the Eastern Traffic area (F) licence numbers being in the F/R 557/x series.

At this point it is perhaps appropriate to mention that Grey Green Coaches (George Ewer) of Stamford Hill, London inaugurated an express coach service from London to Harwich on 1 January 1930. This started at Charing Cross and travelled via Chelmsford to Colchester and thence via Great Bromley, Little Bentley, Wix, Ramsey and Dovercourt. Three journeys per day were provided, the Period Return fare being 8/6d (42½p).

Following the second world war; in December 1946 there was a disastrous fire at the Great Oakley garage which destroyed most of the Hooks fleet. Replacement vehicles were quickly acquired from the City Coach Company of Brentwood (see Fact File number 1). These comprised a Leyland Lion (ex City L1); a Commer Centaur (C2); and also a Dodge (DO7) and two Albions (A1 & A2) which were previously in the fleet of Ongar & District.

A timetable leaflet was issued in December 1951. The bus services were subject to so few changes that this was still used as current publicity until 1967, with manual corrections and deletions added as necessary. The services into Ipswich had been discontinued by 1961.

From 22 October 1965, the ownership was in the hands of Olive Maud Hooks, Prudence Louise Hooks, Patricia Francis and Pamela Dugmore, trading as R. W. Hooks and Company. The local bus services then operated were as follows :

[Each licence was prefixed by the code F/R code which was the reference given by the Eastern Traffic Area, code 184 was the number allocated to the new operating partnership ]

184/1	WIX (Cross) - Honeypot Lane - Stones Green - Great Oakley - Little Oakley - Dovercourt - HARWICH (Quay) M,F	2 jnys	1.05
184/2	GREAT OAKLEY (Garage) - Stones Green - Beaumont - Tendring - Elmstead - COLCHESTER (Bus Station) W,S	W - 1 jny, S - 2 jnys	1.00
184/3	LITTLE OAKLEY (Mayes Lane) - Back Road - Great Oakley - Wix - Goose Green - Horsley Cross - Little Bentley - Elmstead - COLCHESTER (Bus Station) S	2 jnys	1.00
184/4	(Excursions and Tours from Little Oakley)		
184/5	UPPER DOVERCOURT (Tollgate) - Oakleys - Wix - Tendring Heath - Little Bentley - COLCHESTER (Bus Station) M-F	2 jnys	1.00
184/6	HARWICH (Transit Camp) - RAMSEY (Primary School) Sch		

Back in the 1930's there had been much competition over coach services to the Essex seaside resort of Clacton-on-Sea. The operators involved were Eastern National, Grey Green and Suttons Crossley Coaches all running direct along the A12 main road through Romford and Brentwood. A fourth contender was Empires Best Coaches, however, their route served North London and went via Enfield, Epping and Ongar before joining the main road at Chelmsford. In addition Grey Green was still running its coach service from Harwich to



London which had commenced on 1 January 1930. Latterly this had been numbered 2 and started from Kings Cross Coach Station, three journeys per day were provided. Since the timetable was co-ordinated with the Clacton/Walton service 4, a connecting coach usually operated the local section of route between Colchester and Harwich. However, by 1967 passenger numbers had declined to the point where there were often insufficient through bookings to justify running the branch coach. A connection between London and Harwich was, however, still considered necessary in view of the number of maritime services operating from the port to the Continent. In order to rationalise the situation Grey Green, Eastern National and Suttons entered into a pooling arrangement known as the 'Essex Coast Express' (ECX). Under this arrangement Grey Green purchased the stage services of Hooks of Great Oakley, which paralleled most of their coach route. In future a bus service would provide the Harwich connection, over the Hooks route and be run by Eastern National as part of their contribution to the pool.

The new jointly operated ECX service started on Monday 2 October 1967, the package of changes introduced also included changes to Eastern National bus services 80, 80A, 106 and 131.

The new ECX service was numbered 4 (the original Grey Green Brixton - Walton route number), it ran from London (Victoria Coach Station, FSSu only) or (Kings Cross Coach Station, daily) to Clacton and Walton (daily) via Colchester. Eastern National revised their existing service 80 to run daily between Harwich (Bus Station) and Colchester via Dovercourt, Great Oakley, Wix, Honeyput Lane, Tendring Heath, Little Bentley, Great Bromley and Elmstead connecting with the ECX service 4 at Colchester (Bus Station) with through fares being available. Service 80 had previously operated on Sundays only non-stop between Colchester and Tendring Heath Hospital. The revised service 80 provided three connectional return journeys on Weekdays and two on Sundays. A further through return journey also ran on WFSu for hospital visitors. As a further part of the ECX package Eastern National introduced Saturday only service 80A from 7 October 1967 which involved two return journeys between Stones Green (The Swan) and Colchester (Bus Station) via Beaumont, Tendring Heath, Horsley Cross, Great Bromley and Elmstead. As a consequence, new Saturday service 131 started on the same date running between Walton (Bus Station, dep. 0735) and Stones Green (The Swan, dep. 1800) to provide garage workings.

Also from 2 October 1967 Eastern National diverted some journeys on service 106 (the old Silver Queen route) to operate via Rectory Road between Little Oakley and Great Oakley. This modification, along with new service 80A, were provided to cover withdrawal of Hooks services.

Thus bus operations from Great Oakley came to an end, the business then settled down to operate private hire and school contracts etc., with a fleet of about eight coaches. In March 1968, a limited Company, R. W. Hooks & Co. Ltd., was registered. Later, in April 1978, the business was sold to Staines Coaches of Clacton, the operations at Great Oakley being continued as a separate entity.

The local businesses of Harwich & Dovercourt Coaches and R. W. Hooks & Co. Ltd. were merged in March 1983. Operations were concentrated at Great Oakley and in order to create a completely new image they were marketed as CharterCoach, the vehicles being painted in a white livery with a brown and yellow stripe. This was somewhat reminiscent of the colour style and name adopted by Charterplan, the coaching arm of Greater Manchester Transport. All was now ready for the second phase of Great Oakley bus operations which were to follow after the introduction of the 1985 Transport Act.

## **DEREGULATION**

For the road passenger transport industry the nineteen twenties were years of hectic growth. They were the years of the "pirates", who took away passengers on the most busy town routes. In the rural areas there was often no regulation at all, and anyone who wanted to could run a bus. It was finally agreed that the existing system of licensing, which operated under the Town Police Clauses Act, was out of date and effectively useless.

The Road Traffic Act of 1930 appointed Traffic Commissioners who assumed powers to licence bus services. All applications were published in Notices & Proceedings (N&P) and road service licences and fare scales were only granted by Traffic Courts after all objections had been heard. As a result of the Act the whole system became most carefully regulated and those established operators who were able to secure licences found their positions considerably more secure, the road service licence being a valuable commodity. However, the system did tend to stifle competition, since newcomers found it very difficult to penetrate. That was why Grey Green Coaches had to purchase the road service licences of Hooks of Great Oakley to allow a new bus service to be run along their established route.

In later years the Conservative Government saw the need for competition as a means to revitalise the transport industry such that new blood and new ideas might be introduced. Their Transport Bill was published on 31 December 1985. All road service licensing outside London would be abolished from 1 September 1986. From 3 to 28 February 1986 operators could register any bus service that they wished to operate commercially. These would be listed in special issues of N&P published on a county wide basis. County and Regional Councils would then be able to secure the provision of those bus services that the free market was not able to provide through a tendering process. All tendered services would commence from Deregulation Day (D-Day) on 26 October 1986. However, operators registered networks could commence from 1 September 1986 if required.

In the event, the larger operators service registrations generally excluded Weekday early morning, late evening and most Sunday journeys. Many independent operators who held road service licences did not register anything, presumably hoping to gain contracts from the Councils.

The Councils started the tendering process once the initial registration period was over. Tender lists were distributed to all interested parties within their designated area. The services supported by the Councils were of two types :

### **(1) MINIMUM SUBSIDY BASIS**

This was a fixed price contract where the operator would receive a set sum each month and kept all the revenue. To assist operators quoting for such tenders the Councils had to provide estimates of revenue. This type of contract was not particularly attractive to the smaller operators because of the element of risk involved. However, existing operators of services were at some advantage since they would be more aware of the pertinent financial position.

### **(2) MINIMUM COST BASIS**

This was a revenue guarantee contract where the Council would reimburse the operator for an agreed cost to provide the service. This type of contract would provide operators with a steady protected income, since the Council would need to meet any financial shortfall.

Essex County Council contracts were exclusively awarded on the Minimum Cost basis such that 26 operators were to share in the 170 contracts awarded. Several independent and new operators were successful in obtaining contracts. The stage was now set for the appearance of Coastal Red.



## **GREAT OAKLEY BUSES - COASTAL RED**

CharterCoach of Great Oakley decided to enter the service bus market after deregulation. The bus services were to be marketed as Coastal Red, with vehicles painted in an overall bright red livery. Two strategies were to be followed. Tenders would be lodged for a number of Essex County Council services which could be integrated with existing school bus contracts. In addition, some commercial services would also be registered paralleling a few of the established main road services previously provided by Eastern National in the Colchester and Harwich area. A grand launch took place at the Great Oakley garage on 1 September 1986 which included an appearance by the Webb twins from the television series "Hi-De-Hi". This programme featured the fictional Maplins Holiday Camp which was actually filmed at the Pontins complex in nearby Dovercourt.

### **TENDERED SERVICES**

Coastal Red was particularly successful in their bids for Essex C.C. tendered contracts, no less than 16 services being secured. The tendered services fell into two categories :

(a) **rural services** (73, 76, 105, 107, 112, 123, 126, 128, 226), these being considered necessary by Essex County Council to provide village transport that had not been registered commercially.

(b) **replacement services** (174, 178 - evenings; 170, 188 - Sundays; 101, 102, 129 - evenings and Sundays), these being considered necessary by Essex County Council to provide services during those parts of the day when commercial operation had not been registered. Such tendered services that operated under contract to Essex C.C. were generally numbered by the addition of 100 to the daytime service number, e.g. Eastern National 70 was covered by Coastal Red 170.

A complete list of all the Essex C.C. tendered services operated in numerical order, together with subsequent alterations made before their final withdrawal is given in the Route List section (see page 17).

In complete contrast to the commercial network (see page 19), the E.C.C. tendered services were not subject to a great deal of change. The first modification was on 26 January 1987 (no changes were allowed in the first three months) when service 112 was re-numbered 125. Then on 16 March, Eastern National registered some commercial journeys on their services 78/A which meant that the Weekday evening tendered operation on the 178 came to an end. Service 126 was extended to Harwich on 6 April and partially converted to commercial operation.

The E.C.C. tendered contracts for replacement Eastern National services provided work for five vehicles in the evenings and four on Sundays which gave Coastal Red a steady income. However, their vehicles needed to be used on other work during the daytime to provide additional income and employment for the drivers. This came from the commercial services run in direct competition with Eastern National. As a consequence of this rivalry, when the tenders for the E.C.C. supported Sunday services came up for renewal after one years operation, Eastern National made a determined effort to re-gain them, and were entirely successful. To quote their North Essex Manager, Michael Holden, "We will defend, in whatever way we need to defend, our network of routes". Eastern National thus assumed responsibility for all the Sunday contracts, and for rural service 73, from 1 November 1987.

This left Coastal Red with tenders for weekday services 105/107, as well as infrequent rural service 125 and the 123 & 128 which ran on Fridays only. Although other tendered services were lost, Coastal Red continued their operation by registering the journeys commercially. This applied to the 76 (increased to weekdays), 101/102 (weekday evening journeys transferred to commercial service 10) and 174 (weekday evening journeys continued



commercially), to be followed on 30 November 1987 by the introduction of a full weekday commercial service between Clacton and Colchester.

Needless to say, the loss of much of their regular tendered income made the financial position of Coastal Red somewhat more precarious.

## COMMERCIAL SERVICES

Coastal Red started their commercial services at the earliest opportunity. They initially concentrated on the Colchester – Harwich corridor. Prior to deregulation this had been a long established Eastern National operation, they reached Dovercourt and Harwich from Colchester initially on service 4 which was re-numbered 17A in the autumn of 1921. In later days there were two services between the towns, then numbered 103 and 104, which gave a combined hourly frequency on Weekdays. Most journeys ran as 103 following the original 17A route through Ardleigh, Lawford, Manningtree, Mistley, Bradfield, Ramsey and Dovercourt. There were only a few 104 workings which ran via Wix and the Oakleys between Bradfield and Dovercourt. The Sunday service was entirely provided by the 103 which further deviated via Dedham and Dedham Heath covering part of services 87/A.

Coastal Red routes 10 and 10A started on 1 September 1986, using the first two numbers of the competing Eastern National service. The 10 basically followed the less frequent 104 route such that it passed through their home base at Great Oakley, thence forward the service was supplemented by the 10A. In Dovercourt route 10A diverted via Low Road before joining the 10 to serve the Hospital on the way to Harwich (Bus Station), although the Coastal Red terminal was soon re-designated as Harwich (Rail Station), their buses stopping in the road opposite. Between Colchester and Mistley there were eight departures on the 10, only three of which continued to Harwich. The 10A provided an additional six journeys over the Great Oakley to Harwich section. Route 10 was timetabled such that one of the bright red Leyland Leopards would leave Colchester Bus Station five minutes ahead of the Eastern National service. On the same stand a Harwich based coach seated Leyland Olympian and a relief single decker from Colchester would also be poised for departure. Moreover, the fare scale announced by the newcomer brought an instant response in a 'Prices Down' leaflet released by Eastern National which undercut all the Coastal Red fares. The Harwich based double deckers were adorned with bold yellow 'Low prices on this bus' vinyls. This Eastern National sudden price reduction was referred to the Office of Fair Trading whilst the duplication was referred to the Eastern Traffic Commissioners. The outcome was an adjusted fare scale by Eastern National and a revised Coastal Red timetable from 12 September such that the operators departures were then evenly spaced. The six route 10 journeys were amended to run over the whole length, which meant that between Great Oakley and Harwich, the 10/10A provided a combined hourly frequency, all journeys now running via Low Road. Also on 1 September 1986 local route 30 was started in Harwich, which competed directly with Eastern National service 120 running through Dovercourt to Parkeston Quay, with a flat fare of 20p. From Deregulation Day, 26 October, Eastern National revised their Colchester – Harwich operations such that most journeys operated as service 104 with additional journeys running between Colchester and Manningtree at the Coastal Red timings.

An article in the October 17 issue of the Clacton Gazette entitled 'Potential Clacton Bus War' included an interview with Derek Betts, Managing Director of Coastal Red which indicated that new bus services would be starting in Clacton in January. Under the Transport Bill, revisions to commercial services were not allowed for an initial three month period. So it was on 26 January 1987 that Coastal Red began its assault on the seaside resort of Clacton-on-Sea. A few months earlier, Eastern National had introduced its 'Coastline' network on Saturday 10 May 1986 using a fleet of 25 new Mercedes minibuses. Incidentally, some personalities from the 'Hi-De-Hi' television series had also been present at the launch on Friday 9 May. The local bus operations providing the actors with useful extra work through appearance money !

It was hoped that the operation of 'real buses' rather than 'bread vans' might entice passengers on to the Red. Three new routes were initially started in Clacton. Country route 40 between Clacton and Harwich offered a more direct route than tendered service 226 and also ran on Fridays. In addition local town routes 50A/50B (Great Clacton) and 60 (Burrsville) were started. Over at Harwich, route 10 was further strengthened by the introduction of additional journeys, all timetable references to the 10A then being dropped. On the down side, the 30 to Parkeston Quay was withdrawn after only a very short existence. Another new route marketed as the 'Harwich Local Bus' between Harwich and Great Oakley, numbered 20, was introduced. The use of route numbers in a ten multiple series was thus established.

The Eastern National challenge to these Harwich changes appeared in the form of new circular minibuses services 22A/22B started on 2 February which were marketed as 'Barbara's Bus' being driven by regular driver Barbara Thompson.

Eastern National responded to the Coastal Red Clacton invasion by revising their own services again from 2 February. New Coastline services 3 and 4 (Clacton - Bockings Elm - Great Clacton - Holland - Clacton) were started running half hourly on each service, using double deck Bristol VR's in competition with the Daimler Fleetlines of Coastal Red. Both operators charged a flat fare of 30p on their Great Clacton circulars. All the Coastline minibuses were soon suitably adorned with new vinyls incorporating various slogans such as "Best Bus Coastline", "Small Buses - Big Service", "Customers come First in Clacton" etc. In the Colchester area, additional journeys on services 103/104 were introduced between Colchester and Manningtree. Also new express service X4 (Colchester - Harwich, via the Oakleys) was introduced from 2 February, the three return journeys offering an alternative faster travel option.

Meanwhile back in Great Oakley the increased size of the Coastal Red fleet had now outgrown the garage premises and the local residents began to object to the level of noise caused by maintenance going on through the night. Vehicles were also parked in the High Street which caused a hazard and often blocked the road. A search for alternative premises then began, and plans were submitted to Tendring District Council to convert a former oil distribution depot at The Kennels, Parsons Hill, Great Bromley into an operating base. The Council, however, imposed such serious planning restrictions regarding maintenance times such that the move was not proceeded with.

The 'Harwich Local Bus' route 20 also proved to be shortlived and was withdrawn from 16 April. Then on 5 May another new Clacton local route was started. This was route 70 running from Jaywick to Clacton via Tudor Estate followed by a one way circular route to Holland-on-Sea and thence back to Clacton and Jaywick. It ran hourly with flat fares of 30p single and 55p return. The Eastern National response from 11 May was new open top service 300 (Jaywick - Clacton - Highfields Holiday Park) which used a conductor operated Bristol KSW. This service left Jaywick 5 minutes before the 70 and charged the same fares over the Jaywick - Clacton section. Further Eastern National revisions were also introduced from 11 May. Because of the competitive situation in Clacton open top services 100 and 200 (Highfields Holiday Park - Clacton - St. Osyth Beach) were started at an earlier date. Over at Colchester the express service X4 was withdrawn in favour of additional journeys on services 104/104 which were increased to approx. half hourly during Weekday daytimes.

Coastal Red eventually opened their new depot in early June, this was on the Gorse Lane Industrial Estate in Clacton. The premises were formerly a Fiat commercial vehicle distribution and maintenance centre, it occupied one acre and included 8000 square feet of workshops. The site was named Charter House and it became the main base for Coastal Red and CharterCoach although the garage at Great Oakley remained open for Harwich area operations.

The following month saw further changes in Clacton. From 6 July new route 80 (Clacton - Bockings Elm - St. Osyth - Clacton - Burrsville - Clacton) was introduced. Eastern National



responded with new Coastline services 5/A (Clacton - Bockings Elm) which replaced their West Clacton circulars 11/12. These latter services had competed with Coastal Red route 70, and thus transport to Tudor Estate was left to the independent. Coastal Red quickly seized on this opportunity and introduced new hourly route 70A from 6 August to further strengthen their hold on Tudor Estate. The Coastal Red publicity issued for the Clacton local services bore a "Wealth Warning" indicating that 'Not travelling with Coastal Red can seriously damage your wealth'. In reply, Eastern National had introduced from 12 July their new 'Clacton Weekly Tickets' which gave seven days unlimited travel, priced at £2.75 (inner ticket) and £4.00 (outer ticket).

Coastal Red tendered successfully for all the school contracts and the Colchester Lathe Company works journeys formerly provided by Barnes Coaches of Clacton. Their Sunday stage carriage route to Tendring Heath Hospital passed to Eastern National as tendered service 133.

After a high summer period of comparative stability, the next batch of Eastern National changes was introduced from Sunday 13 September. These were designed to penetrate those areas of the town that had been left unserved since the previous changes of 5 July which had given Coastal Red some unique traffic objectives. Coastline services 5/5A were revised with service 5 re-routed along Bluehouse Avenue (covered only by Coastal Red route 70). New service 12 (Clacton - Alton Park - Tudor Estate - Jaywick) was also started on 12 October running hourly in front of the Coastal Red departures to cover Tudor Estate and Arnold Road once again, their publicity claiming 'Its nice to be back'. Coastal Red responded by slashing their 70/70A fares from 30p to just 10p for the rest of the month of October, with the message of 'Use us or lose us'.

This last Eastern National retaliation was further compounded when it was announced that Coastal Red had not succeeded in retaining any of those Essex County Council tendered operations that were up for renewal on 1 November. Accordingly a considerable number of route changes was introduced from this date.

Tendered services 73, 101, 102, 129, 170, 174 and 188 were all lost to Eastern National. The remaining tendered operations were taken over by Coastal Red, this applied to service 76 (continued commercially and increased to Weekdays); 101/102 (evening journeys transferred to commercial route 10) and 174 (continued commercially) (see page 17). Changes to the commercial network affected routes 10 (revised timetable incorporating Weekday evening journeys ex 101/102); 70A (Clacton - Burrsville section withdrawn, service diverted to Holland-on-Sea) and 80 (route withdrawn).

From 30 November the commercial operation on route 174 was expanded to run during the day on Weekdays, it was diverted to serve Great Clacton. In order not to cause another major conflict, it was operated half an hour apart from the established Eastern National service 74.

The very last alteration made by Coastal Red was perhaps the most surprising, when on 4 January 1988, pioneering route 10 finished thus ending competition on the Colchester - Harwich corridor. The last journey on 2 January 1988 was operated by Leyland National GVV888N. The evening workings were replaced by E.C.C. tendered journeys on services 101/102 which were operated by Eastern National.

The news of the agreement with Eastern National to acquire Coastal Red was announced in the Clacton Gazette on 29 January, to take effect one month later. It was reported that talks between the parties had actually been going on for three months, the major sticking point being the new depot in Telford Road. Coastal Red was taken over by Eastern National on 28 February 1988. The sale included some vehicles and the garage in Telford Road, Clacton. Eastern National introduced a number of service changes on leap year day, 29 February 1988, which are detailed in the Route List section (see page 17).

The CharterCoach fleet then returned to its original home in Great Oakley. In 1991 the fleetname was changed to CharterCoach Holidays and the business was then managed from a newly opened Travel Shop in Kingsway, Dovercourt. Operations were transferred to a new base in Parkeston Quay the following year, and then in January 1994, CharterCoach was acquired by Abridge Enterprises (Supreme Coaches) of Hadleigh. At some later date the garage at Great Oakley was demolished and a new bungalow for Prudence Hooks built on the site, thus concluding this part of the story.

Although the Coastal Red operations spanned just 18 months they did nevertheless leave a lasting legacy. After the takeover, the Eastern National management staff at Clacton moved into the offices in Telford Road from 12 April, the premises then being known as Coastline House. Following the completion of conversion work, Eastern National transferred its operations to the new premises over the weekend of 3/4 September. The former Silver Queen garage in Castle Road was closed on 4 September. Thus the former Coastal Red garage remains the base for Eastern National operations in Clacton. Indeed there are some local enthusiasts who suggested that the CN garage plates that the vehicles carried really stood for Coastal National !

But perhaps the greatest irony of all is that some of the research into Coastal Red has been performed in Harwich Library now housed in the former Eastern National Dovercourt (DT) garage in Kingsway which closed in April 1967.

## *Coastal Red Announce* **ANOTHER FIRST** COMMENCING 5th MAY 1987 SERVICE 70 THE JAYWICK - HOLLAND LINK

### THE ROUTE

JAYWICK, SHELDRAKE PUB; TUDOR ESTATE; SACKETTS GROVE; CHESTER CAMP; BLUEHOUSE ESTATE; FLATFORD DRIVE; ST. OSYTH ROAD; CLACTON, STATION ROAD; SEAFRONT TO HOLLAND, YORK ROAD; INWARD VIA, HOLLAND ROAD; ROARING DONKEY; HOLLAND ROAD SCHOOL; RAILWAY STATION; STATION ROAD

### TIME TABLE

#### STARTING 5th MAY A NEW SERVICE - JAYWICK - CLACTON - HOLLAND

Jaywick Sheldrake PH	0630	THE N	30	1530
Park Square West	0634	N F	34	1534
Flatford Drive	0640	THE SE	40	1540
Clacton Station Road	0650	JAMS	50	1550
Marne Parade East Victoria Road	0652	PAST	52	1552
York Road Holland Road	0656	EVERY	56	1556
Holland Road School	0700	HOUR	00	1600
Clacton Station Road	0705		05	1605
Flatford Drive	0815		15	1615
Park Square West	0820		20	1620
Jaywick Sheldrake PH	0924		24	1624

**30p FLAT FARE - 55p RETURN**  
CONCESSIONARY PASSES WELCOME

(EXISTING FARES SLASHED BY OVER 50%)  
ON THIS ROUTE

**THE RETURN OF REAL BUSES AT PRICES  
YOU CAN AFFORD**



## PHOTOGRAPH CAPTIONS

### FRONT COVER

Willowbrook bodied Leyland Leopard 6 (OEX797W) prepares to leave Colchester Bus Station bound for Harwich on Sunday tendered route 102 in November 1986. This terminal has since been completely rebuilt. (A. G. Osborne)

### PAGE 13 - UPPER

Hooks Bros. Mulliner bodied Bedford OB, ONO 975, poised to return from Colchester to Great Oakley, just visible is an A.E.C. Regal, MTW 796. (C. Carter)

### PAGE 13 - LOWER

The Sunday tendered services took Coastal Red vehicles far away from their Great Oakley base. Leyland Leopard 1 (OEX795W) is seen in Braintree Bus Park on route 170. (A. G. Osborne)

### PAGE 14 - UPPER

Bristol RELL, LAE348E, was acquired from Nelsons of Wickford and is seen on route 10. After only six months in service, it was traded in for a replacement Leyland National. (A. G. Osborne)

### PAGE 14 - LOWER

Only one Duple bodied vehicle was ever owned by Coastal Red. This Leyland Leopard, HNU118N was new to Nottingham City Transport. Early mechanical failure meant that it did not pass to Eastern National in February 1988. (A. G. Osborne)

### PAGE 15 - UPPER

Seen on Clacton circular route 50B is GOG558N, a former West Midlands P.T.E. Daimler Fleetline fitted with Park Royal bodywork. These routes ran at half hourly intervals with a flat fare of 30p single, 55p return. (A. G. Osborne)

### PAGE 15 - LOWER

Eastern National double deckers on 'Coastline' service 3/4 completed with Coastal Red's Great Clacton circulars. Bristol VR 3025 (WNO545L) is seen in Clacton Bus Station adorned with a "Regular and reliable, that's us" slogan (A. G. Osborne)

### PAGE 16 - UPPER

On layover at Walton-on-Naze on tendered service 105 to Colchester is ORP462M, a former United Counties Leyland National, which was obtained from Ensignbus to replace the Bristol RELL's. (A. G. Osborne)

### PAGE 16 - LOWER

Another Leyland National, GVV888N, is seen in the yard of the Telford Road garage in Clacton, beside the railway line. This vehicle operated the very last journey on pioneering route 10. (A. G. Osborne)













## ROUTE LIST

The following information is presented :

- period of operation (see codes below)
- number of journeys operated
- Eastern National daytime service number(s), where applicable
- running time of full route (hours, minutes). If times are different in each direction, the longest time is given

<u>CODES USED:</u>	M - Mondays	S - Saturdays
	T - Tuesdays	Su - Sundays
	W - Wednesdays	E - Weekday evenings
	Th - Thursdays	WD - Weekdays
	F - Fridays	M-F - Mon - Fri inclusive

### TENDERED SERVICES

A list of all the Essex C.C. tendered services operated is shown in numerical order, together with subsequent alterations made before their final withdrawal. In certain cases where services were later continued on a commercial basis, the details have also been included here.

All tendered services (except 125) commenced on 26 October 1986.

- |     |   |  |                                 |                  |
|-----|---|--|---------------------------------|------------------|
| 73  | COLCHESTER - Shrub End - Hardys Green - Easthorpe - Copford Green - Lexden - COLCHESTER | TTh  | 1 jny                           | 1.00             |
|     | 1/11/87   | E.C.C. contract lost - replaced by E.N. Countrycar   |                                 |                  |
| 76  | COLCHESTER - Abberton - Fingringhoe - Rowhedge - Old Heath - COLCHESTER                 | MWFS   | 1 jny                           | 0.55             |
|     | 1/11/87   | Essex C. C. contract lost. Increased to M-F and operated commercially  |                                 |                  |
|     | 29/2/88   | Replaced by E.N. 76 (commercial)   |                                 |                  |
| 101 | HARWICH - Dovercourt - Parkeston Quay - Dovercourt Bypass - RAMSEY                      | ESu  | E - 3 jnys<br>Su - 6/8 jnys (a) | [120] 0.20       |
|     | 1/11/87   | E.C.C. contract lost - Su service replaced by E.N. 101 (tendered)<br>WD evening service transferred to commercial service 10, journeys omit Low Road, Dovercourt |                                 |                  |
| 102 | COLCHESTER - Dedham - Manningtree - Mistley - The Oakleys - HARWICH                     | ESu  | E - 1 jny<br>Su - 7 jnys (a)    | [87/A, 104] 1.15 |
|     | 1/11/87   | E.C.C. contract lost - replaced by E.N. 102 (tendered)<br>WD evening service transferred to commercial service 10  |                                 |                  |



- 105 COLCHESTER - Elmstead - Great Bromley - Tendring - Weeley - Thorpe-le-Soken  
- Frinton - WALTON  
WD Colchester - Weeley 5 jnys 0.55  
Weeley - Walton 7/8 jnys
- 29/2/88 Replaced by E.N. 105 (tendered)
- 107 COLCHESTER - Elmstead - Great Bromley - Tendring - Thorpe-le-Soken -  
Kirby-le-Soken - WALTON  
WD 1 jny 0.58
- 29/2/88 Replaced by E.N. 107 (tendered)
- 112 HARWICH - Dovercourt - The Oakleys - Beaumont - Thorpe-le-Soken - WEELEY  
WD 2/3 jnys 0.40
- 26/1/87 Service re-numbered 125
- 123 CLACTON - Great Clacton - Weeley - Tendring - Mistley - MANNINGTREE  
F 3 jnys 0.47
- 29/2/88 Replaced by E.N. 123 (tendered)
- 125 HARWICH - Dovercourt - The Oakleys - Beaumont - Thorpe-le-Soken - WEELEY  
WD 2/3 jnys 0.40
- 26/1/87 New service, formerly Coastal Red 112 (tendered)  
29/2/88 Replaced by E.N. 125 (tendered)
- 126 GREAT OAKLEY - Wix - Tendring - Thorpe-le-Soken - Little Clacton - Park Gate  
Corner - CLACTON  
WD 1/2 jnys 0.46
- 6/4/87 Extended to Harwich via Little Oakley and Dovercourt, certain journeys  
operated commercially  
29/2/88 a.m. service replaced by diversion of E.N. 119 (commercial)  
p.m. service replaced by E.N. 126 (commercial)
- 128 HARWICH - Dovercourt - The Oakleys - Beaumont - Weeley - COLCHESTER  
F 1 jny 1.15
- 29/2/88 Replaced by E.N. 128 (tendered)
- 129 COLCHESTER - Elmstead - Weeley - Great Clacton - CLACTON  
ESu E - 2 jnys [119] 0.47  
Su - 7 jnys (a)
- 1/11/87 E.C.C. contract lost - Su service replaced by E.N. 129 (tendered)  
WD evening service withdrawn and not replaced
- 170 COLCHESTER - Stanway - Marks Tey - Coggeshall - BRAINTREE  
Su 7 jnys (a) [70/X70] 0.50
- 1/11/87 E.C.C. contract lost - replaced by E.N. 170 (tendered)

174	COLCHESTER - Wivenhoe - Alresford - St. Osyth - CLACTON E	2 jnys	[74]	0.49
	1/11/87	E.C.C. contract lost, E service operated commercially		
	30/11/87	Commercial WD service introduced, approx. every 2 hours runs via Great Clacton instead of via Coppins Green		
	29/2/88	Replaced by E.N. 74 (commercial)		
178	WIVENHOE - Alresford - BRIGHTLINGSEA E	5 jnys (b)	[78/A]	0.17
	16/3/87	Service withdrawn, replaced by E.N. 78/A (commercial)		
188	COLCHESTER - Dugard Avenue - Aldham - Earls Colne - HALSTEAD Su	7/8 jnys (a)	[88C]	0.55
	1/11/87	E.C.C. contract lost, replaced by E.N.188 (tendered), no longer operates via Dugard Avenue, Stanway		
226	HARWICH - Great Oakley - Wix - Tendring - Thorpe-le-Soken - Little Clacton - CLACTON (c) WD	3 jnys (d)		0.56
	26/1/87	Most through journeys transferred to commercial service 40. Thorpe-le-Soken (Landermere School) to Clacton section only retained.		
	29/2/88	Replaced by school contract		

#### COMMERCIAL SERVICES

A list of all the commercial services operated by Coastal Red now follows. It will be noted that these were all numbered in a ten multiple series. In additional commercial operations were started on services 76, 126 and 174, these being previously operated under tender to Essex C.C., for details see tendered services list.

10	HARWICH (Rail Station)(e) - Hospital - Dovercourt (Tollgate) - Little Oakley - Great Oakley - Wix - Mistley - Manningtree - Lawford - Ardleigh - COLCHESTER (Bus Station) WD	7/8 jnys (f)		1.09
	1/9/86	Date of introduction, Colchester - Mistley (Rigby Avenue) : 7/8 jnys, Mistley - Harwich : 2/3 jnys		
	12/9/86	Revised timetable, departure times amended to be in between Eastern National timings rather than just in front. All journeys operate Colchester - Harwich and divert via Low Road, Dovercourt (f)		
	26/1/87	Service frequency increased		
	1/11/87	Revised timetable, incorporating WD evening service 101/2 (previously tendered). These journeys omit Low Road, Dovercourt.		
	4/1/88	Service withdrawn. Evening services replaced by E.N. 101/102 (tendered), E.N. 104 timetable adjusted.		



- 10A HARWICH (Rail Station)(e) - Hospital - Low Road - Dovercourt (Tollgate) - Little Oakley - GREAT OAKLEY (Garage)  
WD 5/6 jnys (f) 0.27
- 1/9/86 Date of introduction  
12/9/86 Revised timetable (f)  
26/1/87 Service withdrawn, all journeys re-numbered 10
- 20 HARWICH (Rail Station) - Fronks Road - Highfield Avenue - Hospital - Little Oakley - GREAT OAKLEY  
WD 4/6 jnys 0.20
- 26/1/87 Date of introduction, Harwich - Transit Camp : 4/6 jnys, Transit Camp - Great Oakley : 1/3 jnys  
16/4/87 Service withdrawn
- 30 HARWICH (Rail Station)(e) - Main Road - Hospital - PARKESTON QUAY (British Rail Car Park)  
WD 4-6 jnys 0.12
- 1/9/86 Date of introduction  
12/9/86 Revised timetable, increased to 6/8 jnys  
26/1/87 Service withdrawn
- 40 CLACTON (Station Road) - Old Road - Great Clacton - Park Gate Corner - Little Clacton - Thorpe-le-Soken - Great Oakley - Little Oakley - Dovercourt - HARWICH (Railway Station)  
WD 6/8 jnys 0.50
- 26/1/87 Date of introduction, incorporating timings of service 226 (tendered). Clacton - Thorpe : 8 jnys, Thorpe - Harwich: 2/3 jnys  
6/4/87 Revised to operate via Low Road, Dovercourt. Interchange of certain journeys with tendered service 126, which were then operated commercially  
29/2/88 Replaced by extension of E.N. 106 from Thorpe - Harwich (not via Park Gate Corner or Low Road, Dovercourt), and by new E.N. 116
- 50A CLACTON (Station Road) - Coopers Lane - Bockings Elm - GREAT CLACTON - Holland Road - CLACTON (Station Road) (g)  
WD every 30 mins 0.25
- 50B CLACTON (Station Road) - Holland Road - GREAT CLACTON - Bockings Elm - Coopers Lane - CLACTON (Station Road) (g)  
WD every 30 mins 0.25
- 26/1/87 Date of introduction, flat fare 30p  
29/2/88 Competing additional journeys on E.N. 'Coastline' 3/4 withdrawn.
- 60 CLACTON (Station Road) - Holland Road - Burrsville Park - LYMINGTON AVENUE (Thorpe Road)  
WD 1 jny 0.15
- 26/1/87 Date of introduction  
7/9/87 Saturday service withdrawn (h)  
29/2/88 Service not replaced, partially covered by E.N. 'Coastline' services 13/14

- 70 JAYWICK (Shelldrake) - Tudor Estate - Bluehouse Avenue - Flatford Drive - St. Osyth Road - CLACTON - Marine Parade - Kings Parade - HOLLAND-ON-SEA (York Road) - Holland Road - Railway Station - CLACTON - St. Osyth Road - Flatford Drive - Bluehouse Avenue - Tudor Estate - JAYWICK (Shelldrake)  
WD hourly 0.54
- 5/5/87 Date of introduction  
29/2/88 E.N. 'Coastline' 12 amended in replacement, withdrawn between Tudor Estate and Jaywick
- 70A JAYWICK (Shelldrake) - Tudor Estate - Cherry Tree Avenue - Arnold Road - CLACTON - Railway Station - Burrsville Cemetery - BURRSVILLE (Post Office) - Great Clacton - Railway Station - CLACTON - Arnold Road - Cherry Tree Avenue - Tudor Estate - JAYWICK (Shelldrake)  
WD hourly 0.55
- 6/8/87 Date of introduction  
1/11/87 Clacton - Burrsville Park section withdrawn. Diverted to run via Holland Road to Holland-on-Sea (Brighton Road)  
29/2/88 E.N. 'Coastline' service 12 amended in replacement, withdrawn between Tudor Estate and Jaywick
- 80 CLACTON (Station Road) - St. Osyth Road - Bockings Elm - ST. OSYTH (Red Lion) - Great Clacton - CLACTON - Railway Station - Great Clacton - Burrsville Cemetery - BURRSVILLE (Post Office) - Great Clacton - Railway Station - CLACTON (Station Road)  
WD hourly 0.59
- 6/7/87 Date of introduction  
1/11/87 Service withdrawn

#### NOTES:

The last day of operation of all remaining Coastal Red services was 28 February 1988

- (a) - every two hours
- (b) - every hour
- (c) - this contract was awarded very late, following delegations from local parish councils about loss of their service. The number used is 100 above the parallel tendered service 126. Coastal Red publicity showed the 126/226 on the same timetable, however, route numbers for individual journeys were not shown and some are consequently difficult to identify definitively.
- (d) - Thorpe - Harwich M-Th & S only. F service provided by services 123 and 128 (change at Weeley).
- (e) - Harwich terminal initially given as Bus Station, the Rail Station stand was opposite the Bus Station.
- (f) - combined service Harwich - Great Oakley, every hour
- (g) - 50A - clockwise circular, 50B - anticlockwise circular
- (h) - this may have occurred at an earlier date

#### ROUTE DIAGRAMS

These are shown on page 22 (tendered network) and pages 23 and 24 (commercial network) and include all routes operated during the period 1986 - 1988.





# ROUTE DIAGRAM 1986 - 1988

## Commercial network - Map 1

23


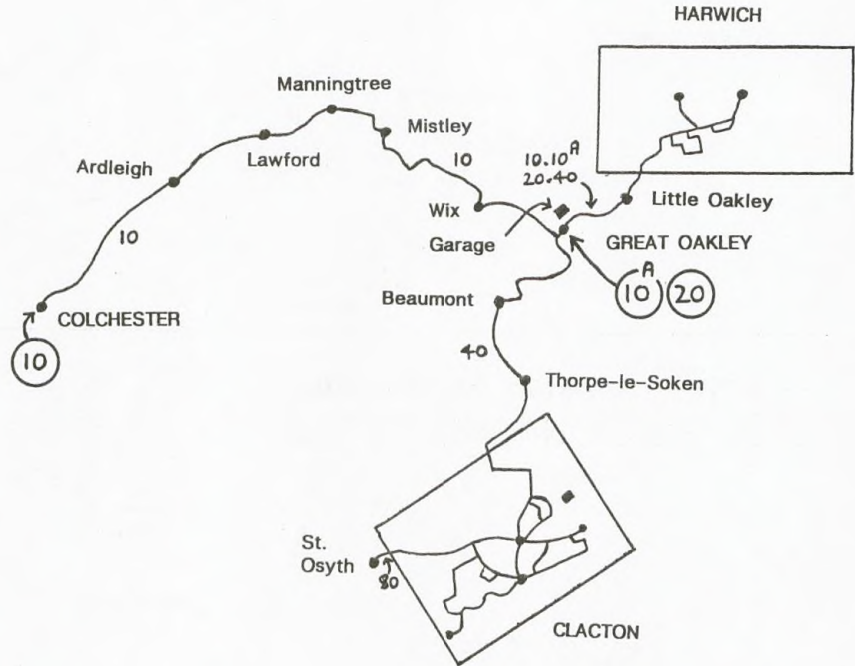
**Coastal Red**  
 THE GARAGE, GREAT OAKLEY  
 Telephone: RAMSEY 880249

**WE CANNOT DO IT WITHOUT YOU**

- C**ASH PRIZE BINGO
- O**.A.P. PASSES ACCEPTED
- A**LWAYS FRIENDLY & HELPFUL
- S**UNDAY SERVICES
- T**UESDAY TEMPTER FARES
- A**WARE OF YOUR NEEDS
- L**OWER FARES THAN BEFORE

**R**EGULAR SERVICES  
**E**ARLY BIRD SPECIAL RETURNS  
**D**AY RETURNS

**YOUR LOCAL BUS COMPANY NEEDS YOU!**





## FLEET LIST

Coastal Red operations started with a fleet of six Willowbrook C51F bodied Leyland Leopards acquired from Ambassador Travel of Norwich. They were numbered 1 - 6; 4 (JCL807V) was re-seated to B53F by Coastal Red in October 1986. An ex-Hampshire Bus Bristol RELL, fleet number 7 (CRU141L) acted as a back up vehicle. All subsequent additions to the fleet did not receive any fleetnumbers.

For the new Clacton area local services, a number of Park Royal bodied Daimler Fleetlines were obtained from West Midlands P.T.E. To cope with increased commitments a motley collection of saloons was acquired. Two were elderly Bristol RELL's which had previously been operated by Nelsons of Wickford, the third Bristol was a shorter model RESH with East Lancs bodywork which came from Hyndburn Transport. The other acquisition was another Leyland Leopard, this example had a Duple Dominant body and started life with Nottingham City Transport.

To cover the increased frequencies on the Clacton circulars based on Jaywick, more former West Midlands P.T.E. vehicles were acquired in the shape of three MCW bodied Bristol VRT's. The two elderly Bristol RELL's were traded in with Ensign dealers for three Leyland Nationals, these being the last vehicles to be acquired.

Towards the end of 1987, a start was made on refurbishing the Ambassador Leyland Leopards by fitting new Plaxton bodies. After the interior fittings of 1 (OEX795W) had been removed, 5 (OEX800W) was unfortunately involved in a serious collision following brake failure. Both vehicles were then dispatched to Willowbrook of Loughborough for attention.

Although the takeover by Eastern National involved the Coastal Red fleet, none of the vehicles were ever allocated or received fleetnumbers. The only vehicle used for any length of time was Bristol VRT GOG632N which was employed on driver training duties at Chelmsford. A couple of the saloons did see some service. Some of the vehicles were stored at Silver End and Walton garages before their final disposal to a Heysham dealer in May 1988.

=====

LIVERY : unrelieved bright red

1	2	3	4	5	6	7	8	9
1	OEX795W	Ld PSU3E/4R	7930151	Wk	C51F	11/80	7/86	
6	OEX797W	" "	7930153	"	"	11/80	7/86	
5	OEX800W	" "	7930188	"	"	12/80	7/86	
4	JCL807V	" "	7902947	"	B53F	11/79	8/86	
2	JCL812V	" "	7903496	"	C51F	11/79	8/86	c
3	JCL813V	" "	7903493	"	"	11/79	8/86	
7	CRU141L	Bl RELL6G	3/1845	ECW	B47D	11/72	10/86	
	EOF275L	Dr CRG6LX	67511	PR	H43/33F	5/73	11/86	
	EOF276L	" "	67512	"	"	5/73	11/86	
	GOG558N	" "	68654	"	"	3/75	12/86	
	NOB331M	" "	67567	"	"	9/73	12/86	
	OTF360K	Bl RESL6L	8/364	EL	B42F	7/72	12/86	
	EOF246L	Dr CRG6LX	67842	PR	H43/33F	3/73	1/87	
	HNU118N	Ld PSU3B/4R	7500498	Du	C47F	4/75	2/87	
	NHU191F	Bl RELL6L	3/334	ECW	B53F	2/68	4/87	
	LAE348E	" "	3/155	"	"	7/67	4/87	



JOV700P	BI VRTSL6G	SL2/1140	MCW	H43/33F	10/75	7/87
JOV703P	" "	SL2/1143	"	"	10/75	7/87
JOV720P	" "	SL2/1160	"	"	12/75	7/87
GOG632N	" "	SL2/868	"	"	11/74	9/87
ORP462M	LN 1151/1R/0401	01044	LN	B49F	12/73	9/87
GVV888N	" 11351/1R	01989	"	"	3/75	9/87
KNH503N	" "	02468	"	"	7/75	9/87

**Column headings :**

1	Fleet number	6	Seating capacity
2	Registration number	7	Date new
3	Chassis type (see note a)	8	Date acquired
4	Chassis number	9	Notes
5	Body builder (see note b)		

**NOTES :**

**a** Chassis type abbreviations :

Bl	-	Bristol	Ld	-	Leyland
Dr	-	Daimler	LN	-	Leyland National

**b** Body builder abbreviations :

Du	-	Duple	MCW	-	Metro Cammell
ECW	-	Eastern Coach Works	PR	-	Park Royal
EL	-	East Lincs	Wk	-	Willowbrook

**c** Re-seated to B53F by Coastal Red in 10/86, originally C51F

**FORMER OWNERS :**

OEX795W	:	Ambassador Travel, Norwich
OEX797W	:	Ambassador Travel, Norwich
OEX800W	:	Ambassador Travel, Norwich
JCL807V	:	Ambassador Travel, Norwich
JCL812V	:	Ambassador Travel, Norwich
JCL813V	:	Ambassador Travel, Norwich
CRU141L	:	Hampshire Bus, 631
EOF275L	:	West Midlands P.T.E., 4275
EOF276L	:	West Midlands P.T.E., 4276
GOG558N	:	West Midlands P.T.E., 4558
NOB331M	:	West Midlands P.T.E., 4331
OTF360K	:	Hyndburn Transport, 33
EOF246L	:	West Midlands P.T.E., 4246
HNU118N	:	Grunwick, Borehamwood
NHU191F	:	Nelson, Wickford
LAE348E	:	Nelson, Wickford
JOV700P	:	West Midlands P.T.E., 4700
JOV703P	:	West Midlands P.T.E., 4703
JOV720P	:	West Midlands P.T.E., 4720
GOG632N	:	West Midlands P.T.E., 4632
ORP462M	:	United Counties, 462
GVV888N	:	United Counties, 497
KNH503N	:	United Counties, 503

Coastal Red vehicles withdrawn before takeover by Eastern National

EOF276L	12/86	Ensign (dealer), Purfleet
OTF360K	6/87	Cannibalised on premises
LAH348E	10/87	Ensign (dealer), Purfleet
NHU191F	10/87	Ensign (dealer), Purfleet
OEX795W	12/87	Willowbrook, Loughborough (for rebodding)
OEX800W	12/87	Willowbrook, Loughborough (for rebodding)
HNU118N	2/88	Retained on CharterCoach premises, subsequently to Ensign (dealer) Purfleet, 4/88

Coastal Red vehicles that were acquired by Eastern National, 28/2/88

OEX797W	EOF246L
JCL807V	JOV700P
JCL812V	JOV703P
JCL813V	JOV720P
CRU141L	GOG632N
EOF275L	ORP462M
GOG558N	GVV888N
NOB331M	KNH503N

No Coastal Red vehicles were allocated or received Eastern National fleetnumbers. Most vehicles were not used by Eastern National, known exceptions are indicated below.

JCL812V was hired to CharterCoach for DFDS work in 3/88.

ORP462M was used by Eastern National on schools contracts, 3/88. Eastern National fleetnames were applied on to Coastal Red livery.

GOG632N was in use as an Eastern National driver training vehicle based at New Writtle Street, Chelmsford, 3/88 - 5/88

JOV703P & JOV720P were stored at Silver End (SE)

EOF246L & NOB331M were stored at Walton-on-the-Naze (WN)

All vehicles passed to Hewlett & Sutton (dealers), Heysham, 5/88

Telephone WIX 275-6	Est. 1919	Telegrams HOOKS, WIX 275
<b>HOOKS</b>	FOR	<b>HAULAGE</b>
(E. O. HOOKS AND CO., WIX, NEAR MANNINGTREE, ESSEX)		
★ Haulage Contractors ★	—	★ Continental Transhipments ★
★ Bonded Carriers ★	—	★ Regular Services ★



## TIMETABLES

Coastal Red issued a series of timetable leaflets of varying designs and sizes, which either covered all of their services or just those in either the Clacton or Harwich areas. They also issued several leaflets devoted to just one or two routes. Generally these were on white paper with red printing. Many were produced by the Granta Press, Rosemary Road, Clacton-on-Sea.

Timetables also appeared regularly in issues of the Clacton Gazette and the Harwich and Manningtree Standard newspapers. It should be noted that the 'Coastal Red' script style logo used for the newspaper advertisements was slightly different to that used as the fleetname, particularly the capital 'C' and 'R' letters, see the front cover for a comparison.

## TICKETS

Setright speed ticket machines were used by Coastal Red. The machines were all secondhand, originally new to either United Welsh Services or South Wales Transport. The ticket rolls were white with 'Coastal Red' pre-printed in either red or maroon.

The example below shows two 40p single tickets, numbers 779 and 780. These were issued on February 20 from stage no. 00 using Setright machine number U202 from United Welsh Services. The printing was red, they were blank on the reverse.



# COASTAL RED

## WINTER TIMETABLE

### COMMENCING 1st NOVEMBER 1987

UNTIL FURTHER NOTICE

COASTAL RED  
SINGLE  
779  
U202  
0002  
040  
Issued Subject to Rules and Regulations. NOT TRANSFERABLE

COASTAL RED  
SINGLE  
780  
U202  
0002  
040  
Issued Subject to Rules and Regulations. NOT TRANSFERABLE

# Coastal Red

**NEW LOW COST FARMS**

- From Harston ●
- Blackwater ●
- Great Hattley ●
- W. Colchester ●
- £1 10/000
- £1 10/000
- From Mersea ●
- £1 10/000
- From Mersea ●
- £1 10/000
- From Mersea ●
- £1 10/000
- From Mersea ●
- £1 10/000
- From Mersea ●
- £1 10/000

**LOCAL FISH FARMS**

- Mistley to Mersea ●
- £1 10/000
- £1 10/000
- £1 10/000
- £1 10/000
- £1 10/000
- £1 10/000
- £1 10/000
- £1 10/000
- £1 10/000
- £1 10/000