

Bygone Buses

of
NORTHAMPTONSHIRE

NN-PE6

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PETERBOROUGH OMNIBUS & CARRIAGE COMPANY

Garrett's Yard, St. John's St.,
PETERBOROUGH

William Morton Bailey, a native of Lincolnshire, moved to Peterborough and by 1891 had established himself as an Auctioneer and Valuer in the City. He was also the landlord of The Swan Inn situated in Midgate, where he lived.

At some stage in 1895 and by October at the latest William Bailey joined forces with a James Griffiths Averill and commenced horse bus operation based on premises at Garrett's Yard in St. John's Street. Whilst not the first horse bus operator in Peterborough, the Averill/Bailey partnership very quickly established a network of routes radiating from the City Centre to the surrounding villages of Werrington, New England, Dogsthorpe, Newark, Eastfield, New Fletton, Woodstone, Norman Cross, Orton and Alwalton. In January 1896 four additional buses were granted Hackney Carriage Licences to Bailey, each accommodating 26 passengers, as a did his first bus, and James Averill was granted two licences for omnibuses carrying 16 and 7 passengers respectively. The four licensed to Bailey were allocated the licence numbers 61 to 64 by the City Council and it would seem that the horse bus routes were colour coded as 61 was painted blue, 62 and 63 were red and 64 was green. The first bus was numbered 65 by the Council, described as a "square omnibus" and painted dark green. Averill's two vehicles were allotted Hackney Carriage Licences 56 and 50 respectively. Incidentally, James Griffiths Averill's name appears with a hyphen between Griffiths and Averill in some documents but not in others. The Author is unaware of Averill's background or subsequent history after he ceased to be associated with the Peterborough company.

William Bailey and James Averill soon traded as the Peterborough Omnibus & Carriage Company, running other horse-drawn vehicles as well as omnibuses. Such was the success of the business that additional capital was soon required to continue its development and this attracted the attention of other local businessmen, particularly that of prominent Councillors. Foremost amongst these latter people was Alderman Daniel Redhead who later became interested in a number of transport related enterprises.

Bygone Buses of Northamptonshire is compiled by R M Warwick, "Forestyn" 101 Broadway East, Northampton NN3 2PP, who would be pleased to be advised of any additional information relating to the above operator. The records of the PSV Circle and the Omnibus Society have been consulted extensively for this series and acknowledgement and thanks are due to these organisations.

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By May 1896 the premises at St. John's Street comprised two messuages with a large yard, stabling outbuildings and so forth. There were five 26-seater buses, a small square omnibus seating 16, a fly wagonette with top seating 7, an omnibus in the Carriage Builders hands, another in London, a square cart, a Scotch cart, a Spring trolley and a hand cart. 35 horse were owned together with harnesses and all the paraphernalia required for running a carriage business.

William Bailey was the driving force behind the venture and no doubt he held the major financial interest in it. In order to continue the firm's development it was proposed to form a Limited Liability Company with the title of "The Peterborough Omnibus & Carriage Company Limited", to take over as a going concern the business then being carried out by Messrs Averill and Bailey and this development will be described in paper NN-PE6A.

