

Water Park PERSONALITIES

ROGER CULLIMORE

THERE ARE FEW names and few families that have made as big an impact in the Cotswold Water Park as the Cullimores. And when Moreton C Cullimore began using a second-hand Ford Model T truck to take milk and livestock to the market back in 1927, he surely could not have imagined what he was starting.

The Cullimore name has been associated with aggregate and road haulage businesses in Gloucestershire for over 75 years. Today, Moreton C Cullimore (Gravels) Ltd has three sites within the Cotswold Water Park and has a delivery capacity of over 2,000 tonnes per day.

Roger Cullimore, whose father founded the company, has been at the helm since 1972. With him comes 75 years of history.

The Cullimore family had been farmers in the Vale of Berkeley for 400 years and it was Roger's father, Moreton C Cullimore, who moved to Lypiatt on the hills above Stroud in 1925.

Moreton was one of the first in the local farming community to have the vision and courage to invest in motorised transport. Thus in 1927, he purchased a second-hand Ford Model T truck, his plan being to facilitate the transportation of his milk produce and livestock to local markets. It wasn't long before Moreton quickly recognised the need for a more formal arrangement and set himself up as a local haulier. So successful was he that within ten years he had a fleet of ten trucks on the road, running the business alongside his farming commitments.

It was in 1961 that Roger joined the family business following completion of academic studies at Wycliffe College and a London-based HND building course, including civil engineering. And it was in 1969 that the company's first ready-mix concrete production plant came into being at Ashton Keynes. At that time it was just required to support the company's own civil engineering contracts, including the construction of the well-known Spine Road through the Cotswold Water Park.

In 1969, Roger took over as Managing Director with his father, Moreton, remaining as Chairman until his death three years later. In May 1972, Roger succeeded him as Chairman and Managing Director of the Cullimore Group of companies and continues in that role to this day.

It is not just within the Cullimore Group that Roger focuses his energies. He has served on the Board of Directors of the Road Haulage Association (RHA) and for many years was an active member of the Sand & Gravel Association (SAGA). In 1998, Roger received the Brewis Trophy for outstanding service at National level to the sand and gravel industry.

Roger is also a strong advocate for the industry, having vehemently campaigned against the introduction of the Aggregates Levy with the British Aggregates Association (BAA), and fought for fairness on fuel costs.

Today, Roger resides in Stroud with his wife Julie and takes a close interest in the local community. For some years now, he has been President of the Stroud Show Society, one of the main fund-raising events for local charities. Whereas in earlier years, horse riding and water skiing were particular favoured activities, today he has little time for much more than swimming and walking the family dogs, along with other pleasurable pursuits like attending cricket and rugby matches. Roger's son Moreton (taking the name of his Grandfather) who has been in the business for several years, is now a Director of the company, becoming the third generation of the family to manage the Cullimore business, and has taken over much of the running of the firm.

Just as they have done over the past 75 years, it is clear that the Cullimores will have a major role to play in the future of the Cotswold Water Park.

