



# Case Study: White Springs Coarse Fishery

## Safeguarding the Future

sustainable development training  
for the professional business



## Fisheries Management for the Future

sustainable development  
training for the Fisheries  
Management sector

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# Case Study: White Springs Coarse Fishery

## Introduction and Background

Proprietor Mr V Lloyd bought this 35 acre (23ha) site from the local steelworks in 1983. The land consisted of mainly peat bog and he wanted to expand his thriving turf and landscaping business by selling soil. An artesian well was discovered on site, sunk by the steelworks in the early 1920s to supply the works nearby. During the worst drought of the 1980s this spring never dried up and every time Mr Lloyd dug a hole on site it would be full of water next day. He soon had two picturesque lakes and decided to partially retire from his professional landscaping business. Mr Lloyd opened his new venture on June 1st 1987. He called it White Springs and by 1990 had added the buildings that overlook the lakes and form the heart of this coarse-fishing holiday complex.

## The Practice

White Springs caters for all tastes, from the pleasure angler to the serious match angler or dedicated specimen-carp angler. The five lakes support a variety of species to give anglers a variety of angling experiences. Species stocked include carp, bream, roach, perch, golden and blue orfe, golden tench, chubb and barbel.

Voted the UK's top coarse fishery by Anglers Mail magazine, it has also been elected a member of Premier Fisheries UK. The fishery regularly hosts a variety of prestigious competitions including Welsh Carp Master events. Coaching, especially for junior anglers, is also provided.



*Source: White Springs  
Coarse Fishery*

Accommodation on site comprises six luxury apartments, a timber fishing lodge and facilities for camping and caravanning with electrical linkups, showers and laundry. The main complex has a bar and games' room, and bed and breakfast facilities are enhanced with a takeaway ordering service, so anglers can indulge in a variety of cuisines from local businesses without leaving the lakeside.

The tackle and bait shop caters for all the technical needs of the anglers, including a range of baits researched by Mr Lloyd himself.

## Company Aim

From the outset the aim was to run an economically viable managed fishery while being acutely aware that the quality angling experience the business sells is intrinsically linked to the quality of the surrounding environment.



## Approach

The key to the success of this fishery lies in the total commitment to enhancing the angling experience of its customers, while keeping the White Springs brand to the fore at all times. Strategies to achieve this include:

- UK-wide advertising that includes reference to the attractions of the local area
- Planting around the lakes of shrubs and trees predominantly of local species and provenance
- Use of local residents as volunteers in the shop and for other jobs on site in return for fishing privileges
- Use of and active promotion of local businesses
- Increased facilities for disabled anglers; it is possible to drive to all the lakes and to most of the fishing pegs on site
- Restocking kept to a minimum by having constant water depth, by having well balanced lakes where fish breed naturally and by keeping good fish husbandry a top priority for staff and anglers
- Commitment to providing all the facilities on site that anglers could possibly need
- Use of the facilities to host competitions including local events as well as high profile angling competitions
- Extensive tackle and bait stocked on site
- Investment made in the machinery needed on site, e.g. lawn mowers
- Facilities for waste disposal provided at the lakeside
- Only rules for anglers are: no littering, use only barbless hooks and respect neighbouring anglers.

## Business Benefits

White Springs has developed into a viable concern by attracting a loyal and growing customer base who appreciate the quality angling experience it offers. While it keeps its branding presence strong and encourages customers to stay on-site by providing a complete self-contained holiday package, the angling is strongly promoted as the focus of the experience.

In the summer during weekends and the holiday season, in excess of 100 anglers can be seen on-site at any one time. The reputation of White Springs as a competition venue ensures that it continues to attract serious anglers who form the basis of the extensive customer base.

## Environmental and Community Benefits

- Planting of predominantly local species of shrubs and trees ensures local wildlife including birds and invertebrate species are encouraged and local landscape is maintained
- Local residents used as volunteers gain skills for life
- Local business such as takeaway food outlets benefit
- Anglers encouraged to minimise travel whilst on holiday, by using on-site facilities and by promotion of attractions in the immediate vicinity.