Chapter 22

Rutland Water: Planning and Developing a Water Supply Reservoir as a World-Class Leisure Venue

David Moore

Planning & Decisions

Today we take the easy access and availability of leisure facilities at water supply reservoirs for granted but planning this into the design of large reservoirs is a relatively new idea. Traditionally reservoirs had relied upon impounding natural watercourses in upland areas where the priority was to keep water treatment processes simple and avoid or restrict public access where possible. Some limited fishing or sailing was frequently provided but usually confined to members of a club and with strict controls. It was only with the construction of major ‘pumped storage’ reservoirs utilising water from the middle and lower reaches of rivers that recreational use became an important aspect of reservoir design. Early examples include Pitsford Reservoir (Northamptonshire) and Chew Lake (Avon) which were constructed in the 1950s. A later example is Grafham Water (Cambridgeshire) which involved more sophisticated water treatment technology.

The passing of the Water Act in 1973 created the Regional Water Authorities. For the first time the Act integrated the management of rivers, water resources, water supply and sewage treatment within ten such Regional Water Authorities. Prior to this legislation the provision of recreation on reservoirs had been at the discretion of local Water Boards, but now there was a statutory duty to make the best use of water resources and associated land for public recreation.

The timing of ‘Empingham Reservoir’, as Rutland Water was initially known, coincided with this change in the law and the creation of the new Water Authorities. This enabled a much more progressive approach to providing a balance of recreation and wildlife enhancement as an integral part of its construction. In recognition of this change the Welland & Nene River Authority (W&NRA) established a committee in 1970 to consider these issues. The committee included representatives from the Countryside Commission, the East Midlands Sports Council, the Nature Conservancy Council, Local Authorities and local interest groups. A report was produced in 1971, and what is seen today has developed from the original ideas proposed at this early stage.
Consultation and Landscape

The overall plan was to develop the shallow western area of the reservoir and its perimeter as a nature reserve and to locate the recreational infrastructure at the deeper eastern end. This decision combined the attraction of good feeding areas for wading birds with the need for easier launching of sailing and fishing boats. Hambleton Peninsula was to be protected as a natural area with a perimeter track for anglers’ cars together with parking areas around the peninsula carefully selected so as to screen the cars. Public car parks were to be located at the eastern end of the reservoir, well away from the nature reserve.

The plan recognised the wide-reaching impact that the reservoir would have upon the landscape of the whole valley, and landscape consultant Dame Sylvia Crowe was appointed to ensure that the project would result in the reservoir having the appearance of a natural lake. Today Dame Sylvia’s achievement is there for all to see. ‘It looks as though it has always been there’ is the most common comment by visitors.

Dame Sylvia Crowe

Sylvia Crowe was born on a Surrey farm in 1901. She studied at Swanley Horticultural College in Kent and began her long career in garden and landscape design. In 1935 she was elected a Fellow of the Institute of Landscape Architects, interrupting her work to serve in the Second World War.

Post-war Britain saw an urgent need for new public housing which was partly met by the creation of the New Towns. Sylvia Crowe became involved with a new form of landscape design, involving roads, schools and shopping centres, at Harlow and Basildon in Essex.

With her colleague, Brenda Colvin, Sylvia Crowe was involved as consultant on projects such as the Imperial College development in South Kensington and restoration work in Lincolnshire after the 1953 floods. She also became the first Landscape Architect to the Forestry Commission.

For her work in the United Kingdom, Sylvia Crowe was created a Dame of the British Empire in 1973. By this time she had begun work as Landscape Architect for what was later to become Rutland Water. Although local people feared the loss of a beautiful rural landscape, she was sure that, with careful planning, the expanse of water and surrounding shoreline could ultimately enhance the environment. It was essential that necessary features such as buildings and car parks should be designed to integrate with the landscape.

Left: Bernard Henderson, Chairman of Anglian Water, with Dame Sylvia Crowe at the unveiling of a plaque in recognition of her 21 years as landscape architect for Rutland Water, on 10th June 1992. Behind them is Barnsdale Creek (AW)
To mitigate the effects of ‘draw-down’, when the water level of the reservoir would drop to reveal barren mud-flats, Dame Sylvia arranged for the planting of varieties of grass, willow and alder which could survive even when submerged, and would help to fill the gap between land and water when levels were low. The excavation of clay to build the dam allowed the car park at Sykes Lane to be built below road level, screened from general view by grassed mounds and tree plantations. Many thousands of trees were planted around the reservoir, and all parking areas were landscaped so that they could scarcely be seen from the water or surrounding roads.

In the 30 years since Rutland Water was completed, Dame Sylvia Crowe's vision has been magnificently fulfilled. This has been due to effective co-operation between the engineers, architects and planners, and the continuing efforts of Rutland County Council and Anglian Water to maintain the beauty and harmony of this largely artificial landscape.

In 1959 Dame Sylvia summed up her philosophy:

'It should be the aim of each of us to leave our chosen corner not more vulgar and submerged, but lovelier and more dignified, after we have gone.' In her nineties, Dame Sylvia unveiled a commemorative plaque in her honour on 10th June 1992 at Sykes Lane, Empingham, overlooking Rutland Water. She died in London on 30th June 1997.

The plaque recognising Dame Sylvia Crowe's achievements (RO)

Working alongside Dame Sylvia was Tony Ford, a highly skilled forester, who converted the plan into reality. Tony established a nursery to supplement young trees brought in from elsewhere, but first he had to improve the 120 acres of poor woodland which contained many diseased elms and few suitable rides for management access. Several hundred young Oak and Birch trees were removed from those parts of Hambleton Wood where they would have been drowned, and replanted above the planned high water level. The rides cleared for managing the woodland were later incorporated into the cycle route around the reservoir. In all, about 175 acres of new woodland was planted although the drought of 1976 took a heavy toll and large areas had to be replanted.

The other big task for Tony was to construct a post and rail fence around much of the perimeter. He also planted 8.5 miles of hedge which was expected to become established within the twenty-year life-span of the fence.

Other key features of the landscaping were the terracing of the car park at Whitwell, re-profiling the contours at Barnsdale, Normanton and Sykes Lane car parks, and the re-aligning of hedgerows towards the waterline. These key features, combined with careful tree-planting, ensured that cars were screened from the opposite side of the reservoir, the main objective being to avoid reflection from windscreens. Further away from the water there were roads and overhead power lines to divert and new sewers to install which would take effluent to the new sewage treatment works downstream of the reservoir, near Empingham.
The reservoir was planned to be filled and opened for recreation in the spring of 1977, and by this time the car parks, toilets, access roads, fencing, Fishing Lodge, harbours, Sailing Club, Information Centre, and water, sewerage and electricity services had to be completed, the boat fleet launched, and the reservoir stocked with Trout. Pick, Everard, Keay & Gimson were the architects appointed to design all the buildings associated with this programme.

Leisure Activities

The initial range of activities to be provided included the traditional pursuits of walking, sailing, fishing and bird watching. Today these are all well established but there are numerous additions and developments which have grown out of the original concept while retaining the theme of peaceful enjoyment in the countryside. One key policy was that all activities should be available to everyone and that it would not be necessary to become a member of any club or exclusive group to enjoy them.

However, clubs were encouraged as part of the community involvement in the project but not with any exclusive use of the water. For example the Leicestershire & Rutland Wildlife Trust has always managed the nature reserve, Rutland Sailing Club, formed in 1975, began sailing in 1976 and built its clubhouse in time for the reservoir’s completion, and the Rutland Water Flyfishers Association had been formed by 1977.

The only project which never came to fruition as part of the original concept was the Outdoor Pursuit Centre which was planned by Leicestershire County Council to provide a residential education base similar to that at Grafham Water. Over time, this service has largely been provided by the Sailing Club and the education and training facilities provided by Anglian Water at Egleton and Whitwell.

The Fishery

The reservoir was always expected to be a productive fishery because it is filled with nutrient-rich water from the lower reaches of the Rivers Welland and Nene rather than from the small natural catchment of the River Gwash. However, there was controversy among anglers as to whether it should be a coarse fishery based on the naturally breeding fish populations or a Trout fishery dependent upon frequent stocking with farmed fish, necessary because Trout do not breed in still water. Local anglers were predominantly interested in coarse fish but it was

Left: Roland Field (Chief Scientist, W&NRA) with Peter Tombleson OBE (Chairman of the Welland & Nene Fisheries & Recreation Committee) at Horn Mill Trout hatchery during its construction in 1974 (Roy Eaton Photography)
successfully argued by Peter Tombleson, chairman of the Welland & Nene Fisheries & Recreation Committee, that providing Trout fishing would create a new opportunity and attract visitors rather than more of something already in plentiful local supply.

In February 1974, I was appointed as Fisheries Officer to the W&NRA, working for Roland Field, the Divisional Scientist. The most important part of my job was to establish a Trout hatchery at Horn Mill on the North Brook at Exton, and a rearing farm below the dam at Empingham.

With hatchery manager Colin Harden and assistants Bob Garrett, Doug Cooper, Ziggy Lesiakowski, Jim Britten and head bailiff Keith Bone, we took on the challenge to rear sufficient Trout to stock 3,100 acres of water, the largest area to be stocked over newly flooded land in the United Kingdom. By first reducing the existing coarse fish populations to a minimum it would be possible to stock with young Trout which would grow rapidly without competition. The fishery was planned to open to anglers in the summer of 1977, giving the Trout two years to reach the 2lb to 5lb weight which anglers expected.

Coarse fish were removed from the River Gwash and Burley Fishponds by netting and some large Bream, Carp, Pike, Roach and Tench were transferred to Oakham canal and other local rivers.

Young ‘fingerling’ Trout were introduced from March 1975 and a total of 360,000 young Rainbow and 272,000 Brown Trout had been released into the reservoir by 1977.

From Trout Fisherman Magazine, March 1975:

**FIRST TROUT IN AT EMPINGHAM**

The giant Empingham Reservoir in Rutland received its first injection of Trout on Tuesday. Around 10,000 yearling Brown Trout – the first of more than 50,000 – went in around the Whitwell Peninsula.

All the fish came from the Welland and Nene River Division’s own hatchery on the North Brook – a main tributary of the River Gwash. The hatchery, the most modern ever built by a statutory fishery body, has done its job of providing fish for the 3,100 acre water complex so well that a surplus of several thousand fish has been recorded already. This excess is being sold off to local sport fisheries, and high density reared fish – unsuitable for any stocking – are going to the hotel trade for the table.

The surplus is made up entirely of Rainbow Trout, from nine inches upwards. ‘These fish were not needed for Empingham anyway,’ said David Moore, who is largely in charge of the development of Empingham as a Trout fishery for the Welland and Nene authority.
Stocking Trout into newly flooded agricultural land elsewhere had run into problems with de-oxygenation, resulting in a parasitic eyefluke which needs snails and fish to complete its life cycle. By removing topsoil to excavate clay for the construction of the dam in the main bowl of the reservoir the risk of de-oxygenation was reduced. Brown Trout are more resistant than Rainbow Trout to eyefluke infection and by using a high proportion of Brown Trout the risk was successfully reduced.

By the first release of Trout the reservoir had flooded 300 acres of land, and stable water conditions enabled stocking to proceed. Over the next twelve months the area flooded increased to 600 acres and the fish were growing quickly, with the largest already at 2lb. Unfortunately, the winter, spring and summer of 1976 brought little rainfall and pumping from the Rivers Welland and Nene was limited. High summer temperatures aggravated the situation and a drought was declared. In the emergency, water was released from the reservoir into the River Gwash water course, eventually to be taken from the River Welland as a supply to the Etton Water Treatment works near Peterborough (Cambridgeshire). A new pipeline was also installed to transfer raw water to Grantham (Lincolnshire). Many people who doubted that the reservoir was necessary now had reason to be thankful that it was at least part completed!

As a result of the hot weather, lack of rainfall and having to provide emergency supplies to Peterborough and Grantham, the surface area of the reservoir had fallen back to 400 acres by the August of 1976. The high water temperatures resulted in slow growth of both species of Trout. Eyefluke in Rainbow Trout was also prevalent in these conditions. Consequently, they also suffered because of their reduced ability to see their food.
August bank holiday saw the end of the drought with torrential rain throughout the country and this was followed by several very wet months in succession. A combination of maximum pumping from the Rivers Welland and Nene and a flooded River Gwash rapidly filled the reservoir and by May 1977 it was nearly full.

While the fish were growing in the reservoir the erection of the infrastructure for anglers and other reservoir recreational activities was under way. Harry Crowe, Reservoir Manager, and Frank Knights, Reservoir Engineer, had the responsibility of making sure the roads, car parks, toilets, Fishing Lodge, harbour and 50-boat fleet, and tourist information centre were all ready for the May 1977 opening.

The Fishing Lodge was sited on the end of the peninsula at Whitwell, where the shoreline was re-profiled to provide a sheltered harbour to float the pontoon for the fishing dinghies. These 16ft dinghies with inboard diesel engines were an innovative choice at the time, being of a much higher specification than used elsewhere. They were considered necessary because of the conditions expected on such a large exposed reservoir.
In 1976 Jonathon Inglesant was appointed as Recreation Officer. His team of wardens consisted of Ernie Locke, Arthur Chapman, John Clarkson, Martin Hearth and later John Seaton, and these were ready to manage the thousands of visitors who were already travelling some distance to see the reservoir taking shape.

Capital expenditure on the reservoir’s recreational infrastructure had coincided with a period of severe restraint on public expenditure, and although the £1 million budget seemed healthy it represented a cut-back on the visitor centres originally envisaged. It has only been in the last decade that the new Normanton Fishing Lodge, Anglian Water Birdwatching Centre and extended Sailing Club have really provided the high quality buildings which the reservoir justifies.

The Rutland Sailing Club was formed in the early stages of the reservoir’s construction with its members funding the clubhouse on land leased from the Water Authority. Sailing started at Easter 1976, from which time it has developed into the best inland sailing facility in the country with 2,000 acres of water and a clubhouse, extended in recent times thanks to a lottery grant and support from Anglian Water, to provide world-class facilities for disabled people to sail.
In 1977 the Fishing Lodge was also the best in the country but other facilities were more basic. For example, a ‘Day Sailing Centre’ was provided from a Portakabin at Whitwell so that anyone could launch a boat on a casual basis under supervision of a rescue service operated by the Peter Fry Rescue Trust. Whereas the Rutland Sailing Club was responsible for the safety of its own members, the rescue service at Whitwell looked after the ‘day sailor’ and provided a first aid base for the reservoir.

The Peter Fry Trust was founded by John Fry in memory of his son who drowned in an inland sailing accident in 1972. Rutland Water provided an ideal base for the charity to play a useful role in protecting public safety, and with funding from Anglian Water it operated successfully here until 2003, after which time its role was integrated into the management of Rutland Watersports.

Catering was the least adequately provided service in the early days. At first mobile ice-cream vans were based on the car parks, but, as demand grew, small kiosks were built on each of these and were successfully operated by the Beradi Family of Grantham for many years.

Today, the most popular activity is cycling but there was little thought given to this in the early planning. In 1981 David and Anne Archer, who operated a cycle hire service in the Peak District, approached Peter Langford, the local manager for Anglian Water, with a view to developing a similar business at Rutland Water. Fortunately Frank Knights had appreciated that an off-road access track was essential for efficient operational management of the reservoir and he had already created a route in stages during the construction phase. Although this track was very rough it was adequate, and in 1982 the cycle hire centre opened at Whitwell car park, to be followed by a second centre at Normanton, and then the new building at Whitwell operated by David and Anne’s son, Paul Archer.
Another important development was the launching of Rutland Belle in 1986. Again, it was a family business which made the initial approach. Trevor and Joan Broadhead’s suggestion wasn’t very popular with the existing users and the Rutland Water Users Panel took quite a bit of convincing before agreeing to a two-year trial to test safety, pollution, and wash impact upon fishing and sailing boats. Everyone’s fears turned out to be unfounded as the Rutland Belle operated without incident in the trial period and has now completed twenty years and given over 500,000 passengers the superb views which can only be fully appreciated from the water.
With so much activity, landscaping has been critical in developing and maintaining the natural appearance of the reservoir. Anglian Water’s forester, Tony Ford, did a fantastic job in growing 200,000 trees in special nurseries and planting the new woodlands and hedgerows to create the landscape that he and Dame Sylvia Crowe had planned.

With over one million households within a day-trip range of 60 miles, and 400,000 within a half-day trip of 30 miles, the original plan estimated that there could be 17,000 visitors to the reservoir on a busy summer Sunday, based on an average of 3.25 people per car. The reservoir quickly became a regular attraction with 12,000 visitors recorded on a Sunday in 1978, and better facilities were needed to cater for them. In the mid-eighties there was a burst of investment under the initiative of the new Divisional Manager, Ian Ramsden. Cafés were built on each of the four car parks and those at Whitwell, Sykes Lane and Normanton have been extended to meet the standards expected by today’s visitors.
The temporary base of the water sports centre at Whitwell moved into a permanent building operated by David Hales as Surface Watersports for many years. The visitor centre was extended into a Tourist Information Centre and an Interpretation Centre was built for the nature reserve at Lyndon. A drought garden was created in 1986 by Tony Ford and television gardening personality, Geoff Hamilton, to show that you could have an attractive garden on a south-facing slope of clay without watering it.

In 1986 there was a major change in the recreational management of the reservoir when the Anglian Water Authority decided to lease its Trout fisheries at Grafham and Rutland Water rather than directly manage them. The Rutland Water fishery was leased for five years to Roger Thom of Northampton who introduced a tackle shop and a small restaurant into the Whitwell Fishing Lodge. During this time the reservoir hosted the 1987 World Fly Fishing Championships, and was fairly successful until the severe blue-green algal bloom in the autumn of 1989 which closed the reservoir to all water-based recreation for two months. This phenomenon was repeated in varying degrees across the country and all of Anglian Water Authority’s reservoirs were closed for six weeks until the algae cleared away. Following this the reservoirs were treated with ferric sulphate to reduce the phosphorous content of the water and ‘starve’ the algae and...
hence reduce its development. This treatment was successful but could not be continued indefinitely as it might eventually have led to a reduction in the invertebrates, birdlife and fish growth in the reservoir.

The uncertainties over managing fisheries in water supply reservoirs resulted in both Grafham Water and Rutland Water being returned to the direct management of the newly privatised Anglian Water. In 1989 Frank Knights was appointed Recreation Development manager with me as his assistant. The increased customer focus and recognition that reservoir leisure was an important public face of the new Company meant that there were many more improvements. Since 1990, £3 million has been invested by Anglian Water in improved leisure and access infrastructure at Rutland Water.
The Birdwatching Centre has been built at Egleton and subsequently extended to provide an education service. A new Fishing Lodge was built at Normanton in 1993, complete with a large tackle shop and restaurant, thus freeing up the old building to provide a much needed catering outlet for the water sports and Rutland Belle visitors. This was opened by Arthur Lumsden, the actor who played the fictitious angling character J R Hartley, created by Peter Lapsley, himself an enthusiastic angler who had fished Rutland Water on the first press day prior to its opening.
Also in 1993, the Butterfly and Aquatic Centre was opened at Sykes Lane as a joint venture between Anglian Water and Jack and Sue Harris. This indoor attraction has appealed to all ages, especially schools, for twenty years and is currently run by Jack and Sue’s son David.

**Normanton Church as a Museum**

In the sixteenth century St Matthew’s Church at Normanton was described as being ‘in a very ruinous condition’. It was rebuilt by the Heathcote family in 1764 and in 1826 Thomas Cundy and his son added the new tower and portico which we see today. Modifications to the west end were completed in 1911 which brought the whole church into the style of the 1826 construction. When Normanton Hall was demolished in 1925-26 it left the church as an isolated feature although it remained in use by the local community until it was deconsecrated in 1970. The high water level for the new reservoir planned for the Gwash Valley was a few feet above the floor of the church and so in 1972 the Normanton Tower Trust was formed to work with Anglian Water to preserve this local landmark.

By the time work on the new reservoir had begun, members of the Normanton Tower Trust had already started fund-raising, and together with Anglian Water a scheme was planned to protect the church from gradual decline. Floors were raised by two metres, walls were repaired and damp-proofed, and an embankment with a causeway to the shore surrounded the entire building to protect it from the waves and provide public access for the future. Work was completed ahead of the rising waters and by 1978 the new landscaping for the church was complete. However, after all the effort put in by so many people, it unfortunately became neglected and vandalised in the few years after the reservoir was completed, although the Normanton Tower Trust had continued to meet and attempt to maintain the building.
In 1983 Anglian Water took the initiative to refurbish the old church and create Normanton Water Museum, featuring local history and artefacts from the water industry. More extensive repairs were needed to both the exterior and the interior to make the building safe and attractive, but by June 1985 the work had been completed. The museum was officially opened on 13th June by the Hon Peter Brassey, Chairman of the Normanton Tower Trust, and Col Jim Weir, who was the Anglian Water Authority Board member responsible for recreation and conservation at that time. Among the guests was Margaret Plumb of Empingham who, in 1954, was the last bride to be married in the church. The building has become the best known landmark in the county, even featuring in national marketing campaigns by the English Tourist Board.

Above Left: Part of the original display in Normanton Water Museum in June 1985 (AW)

Above Right: Margaret Plumb of Empingham was among the guests at the first opening of the museum. Margaret and Laurence Plumb were the last couple to be married at Normanton Church, in 1954. She is seen here with her father (Margaret Plumb)

Left: Frank Knights, Recreation Manager for Anglian Water, Lady Willoughby d’Eresby and Bernard Henderson, Chairman of Anglian Water, at the re-launch of the museum as Normanton Church on 29th June 1995 (David Moore)
Ten years later, in 1995, the Museum was re-launched by Anglian Water as Normanton Church Museum, with a new display featuring the history of the reservoir and its construction. The new display was opened by Lady Jane Willoughby d’Eresby, whose family has been closely associated with Normanton Church since the eighteenth century. Now, 15,000 people visit the museum each year.

Health and Safety

Since 2000, health and safety have been a particular priority for the reservoir management. This can be seen in the massive investment in surfaced car parks. Also, the cycle route from Barnsdale car park, across the dam, through Normanton and to Rutland Sailing Club, has now been resurfaced. This provides an easy route for less able cyclists, walkers, wheelchair-users and those with pushchairs. This leaves a more challenging route around the Hambleton Peninsula for the more adventurous.

Success

In 1994 Rutland Water was entered for the European Union award for Tourism and the Environment. It made the final round, being selected as one of only four finalists in the United Kingdom. It has also won awards from the English Tourist Board, and also from Tourism for All in recognition of the facilities and access it provides for people with disabilities.
Today the reservoir has enormous importance in so many people’s lives. These include the 500,000 who rely on it for their continuous supply of very high quality drinking water, the local community who enjoy its leisure and sporting facilities throughout the year, and the several hundred people who are employed directly or indirectly by the reservoir and its associated tourist industry.

An early award for Rutland Water as reported by the Leicester Mercury on 30th May 1978

David Moore, Recreation & Access Manager, and John Seaton, Senior Warden, in 2006 (RO)