

Fisheries Project Reeled In



beauty & style, naturally



Two new log cabins have helped farmer Brian Rutterford to not only diversify but also enhance his business and develop a new income stream. Brian Rutterford wanted to put the additional land and the lake he had acquired to good use by establishing a new fisheries business.

Rural Log Cabins stepped in to build the public visitor facilities and shop that he needed to make his business viable. The two buildings are made of timber from sustainable sources and blend well with the landscape, creating the perfect rural setting for the business.

Diversifying the Business

When Brian Rutterford decided to expand his farm by buying a neighbouring property he wanted to diversify his business quickly to maximize the return on his investment. His plan was to develop an 8-acre lake on the property for irrigation purposes. This provided an opportunity to develop a fisheries business that would augment his farming income. However he needed to build attractive visitor facilities to be able to turn his investment into revenue. Rural Log Cabins Limited was able to construct the two timber buildings he needed to provide a reception, shop and changing block and a second unit with accommodation and office space.

Brian worked hard to build and diversify his business, making the most of the additional land he acquired near Hockwold-cum-Wilton in Norfolk by developing the lake and stocking it with rainbow & brown trout and also converting two large barns into luxury accommodation. In order to develop the Blackdyke Fishery business further, Brian

then needed to build a shop and facilities such as public toilets and to establish living and office accommodation for a Fisheries Manager on the site.

With planning permission likely to be difficult for permanent buildings in such a rural area, he soon discovered that the best solution to this part of the development proposal was to build transportable log cabins. These would be in keeping with the rural nature of his business, blend with the environment of the lake and would also be easier to get through the planning process, since they are classed as non-permanent structures.



A beautiful interior finish to the stylish cabins.

The timber-built shop and office were the ideal solution, Rural worked closely with Brian to design exactly the accommodation he needed for the site and they were able to pull out all the stops to build and install the two units for the summer season. The new log cabins now provide a two-bedroomed home for the Fisheries Manager and also an office so that he can be on site at all times. The timber is imported from sustainable forests in Northern Europe and prepared, cut and treated at Rural's UK manufacturing site.

This gives a level of quality control and of

flexibility in design and build that is of the highest standards.

"The two log cabins have been a fantastic enhancement to the site," says Brian Rutterford. "It has been a major investment and I needed something that not only looked good, but would also pay its way within a reasonable time. The log cabins are a sound investment and are already proving their worth. The next stage will hopefully be to build a small holiday village on the site and I will certainly be looking to Rural Log Cabins for advice on what and how to build this major project."

The Black Dyke Fisheries project demonstrates both commercial and residential building and shows how versatile a log cabin can be for all types of accommodation.

"The commercial part of our business is about helping others to grow their businesses quickly and flexibly," says Steve Missen, Managing Director of Rural Log Cabins. "Because we design individually and manufacture in this country we can respond immediately and work to tight deadlines if needed. Blackdyke needed the facilities in place in time for the summer season so we just reeled in every one of the team and all the resources we could to get the job done."

To find out more about Rural Log Cabins visit: www.rural-leisure.co.uk

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