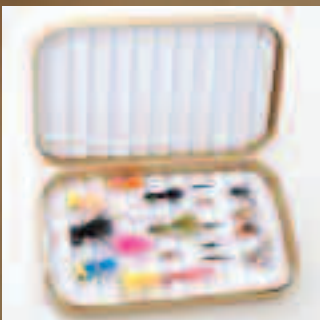
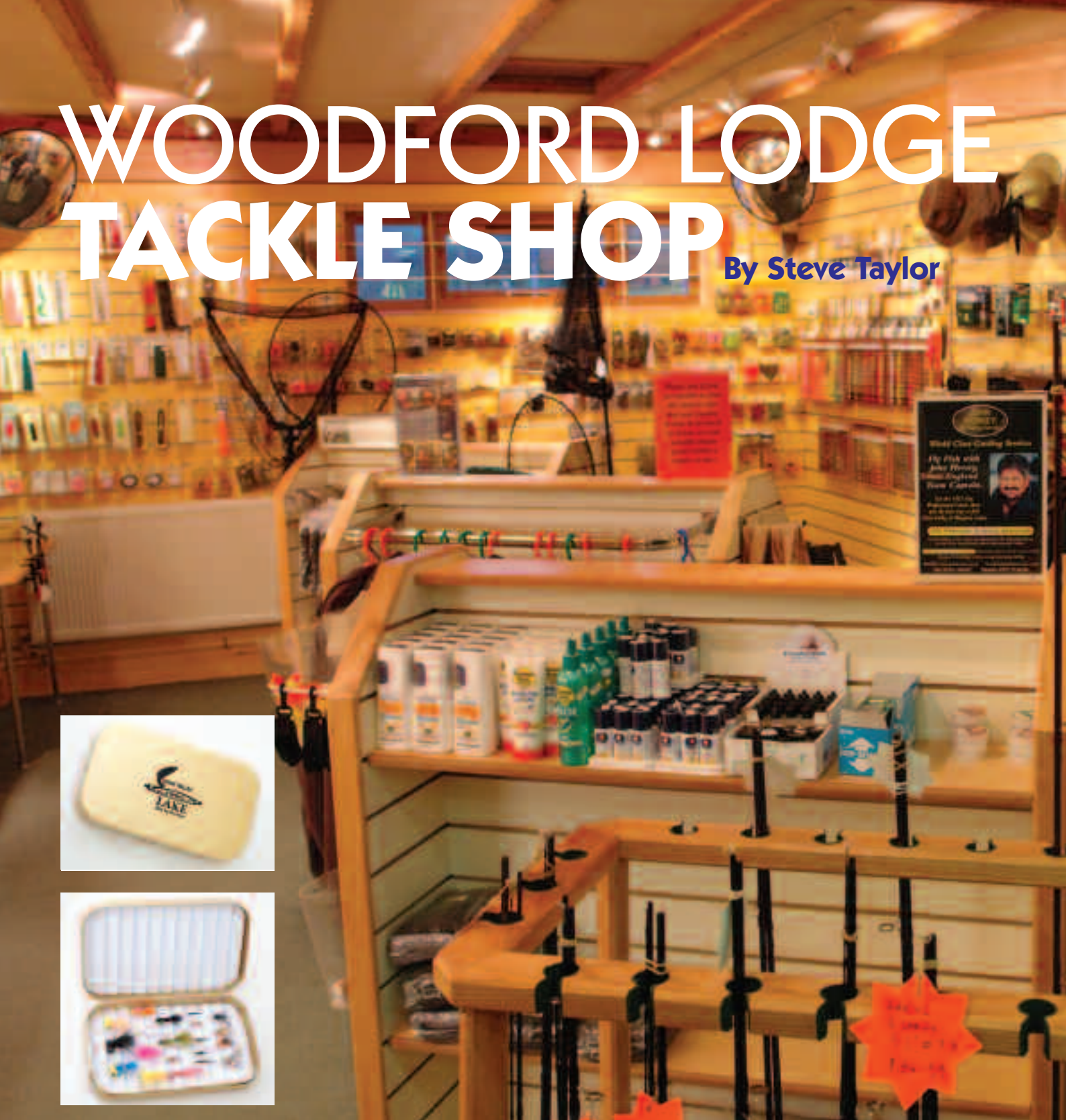


# WOODFORD LODGE TACKLE SHOP

By Steve Taylor



In April 2000 when Bristol Water Fisheries moved into the new Woodford Lodge, Bob Handford and I took possession of a brand new tackle shop. We found ourselves at the base of a steep learning curve: at first we carried too wide a range from too many manufacturers, but in the intervening years we have learned what the majority of our customers want and expect us to stock, and accordingly we have tailored our range of tackle and clothing to the stillwater scene. However, river trout men, salmon anglers and pike fishermen, if they don't see what they want, are most welcome to consult us: we can usually source it for them.

**Snowbee**



**Turrall**



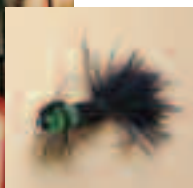
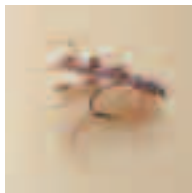


Our waterside location means that customers are able to take rods out and cast with them before deciding whether to purchase.

**Reels** - As with rods we stock a choice of inexpensive and mid-range models from major makers, as well as a few more pricey examples. Few anglers come to the Lodge looking specifically for a posh reel, but as with any other kinds of fishing tackle our connections with the tackle trade enable us to give informed advice on what's available, and we can usually get customers' requests ordered and delivered quickly.

**Fly Lines** - We keep a wide range of types, densities and makes in sizes AFTM WF6 to WF8, the sizes most usually required by the reservoir fly fisher.

Other sizes and more



specialised types of lines can again be ordered and delivered very promptly.

**Monofilaments** - It would be almost impossible, through lack of space alone, to stock every fisherman's

favourite mono in every colour and breaking strain, but we do carry a selection of the most popular brands of nylon and fluorocarbon in the most frequently requested sizes and breaking strains.

Similar considerations of space restrict the total amount of **clothing, waders and footwear** we are able to hold in stock, but we aim to maintain a selection of reliable waders, boots and waterproofs, and again we are able to advise on and obtain a wider range of items to meet customers' requirements.

**Flies** - yes we stock flies - thousands of them, in hundreds of patterns, mainly from Fulling Mill, with a few specials tied by experts specifically for our waters.

The fact that when asked what the 'fly of the moment' is, the man behind the counter will

usually say: "Diawl Bachs and Buzzers," or, if it's a nice day in mid- season: "Red and claret Bits and Hoppers," in no way relieves us from the



necessity of stocking over 350 different fly patterns in a range of sizes and colours, and of having to keep abreast of all the latest fashions and innovations that beset the fly fishing world.

Flies are what the vast majority of customers buy when they come into the shop, whether or not they happen to be going fishing that day.

Even dyed-in-the-wool fly tyers can't resist buying a few - usually with the proffered excuse: "I just need them as patterns."

And of course we also stock a very good range of **fly tying tools and materials** from Turrall, Veniard, Marryatt and Sparton.

Every season a crop of new 'must have' flies, rods and other items of tackle floods onto the market. Many of the fly patterns are ephemeral, like the insects they purport to represent, and will disappear from view in twelve months or less; many of the gadgets fail to earn their place in anglers' tackle bags: who now still uses 'Power Gum', or ties on a 'Baby Doll' or a 'Sweeney Todd'?

However a few turn out to be valuable additions to the fly fisher's armoury, and



become permanent additions to the fly box or tackle bag - for example large arbour reels, fluorocarbon line and the notorious 'Blob'.

Thanks to our favoured position on Chew Valley Lake we also sell several lines that are not exclusively for fly fishermen: hats, sunglasses, sun creams, and our very popular ranges of greeting cards from Little Snoring and Rothbury Cards. We are also very pleased to stock locally produced books such as the East Harptree Historical Society's 'Before the Lake'.

**Fly Rods** - we keep a good selection of low to mid-price models ranging from 9' to 10' and from AFTM 6 to 8 by reputable firms such as Greys and Orvis, to cater for the beginner, and for the angler who wants a spare rod or who has broken his rod and needs a replacement that will save a day's fishing. We also carry a small selection of more upmarket rods to tempt the tackle addict and the person who wants to buy a present (maybe for him/herself?)

