

= Malvern water =

Malvern water is a natural spring water from the Malvern Hills on the border of the counties of Herefordshire and Worcestershire in England . The Hills consist of very hard granite and limestone rock . Fissures in the rock retain rain water , which slowly permeates through , escaping at the springs . The springs release an average of about 60 litres a minute and the flow has never been known to cease .

Beneficial properties of the water have been reported for over four hundred years , and the reason for such benefits was a topic of scholarly discussion by 1817 . In the 19th century Malvern became famous for the water cure , resulting in its rapid development from a village to a busy town with many large Victorian and Edwardian hotels . The writings of the hydrotherapists James Gully and James Wilson , and well known patients who included Lord Lytton contributed to Malvern 's renown at that time . The water has been bottled on an industrial scale under the Schweppes brand from 1850 until 2010 , and is still bottled by a family @-@ owned company since 2009 as Holywell Malvern Spring Water . In 2012 the Holywell Water Co Ltd was granted permission to use the world famous " Malvern " name in its branding , thus becoming Holywell Malvern Spring Water . It has been drunk by several British monarchs . Elizabeth I drank it in public in the 16th century ; Queen Victoria refused to travel without it .

= = Purity = =

Malvern water has long been acclaimed for its purity . In 1756 Dr John Wall tested the water , found that it contained very few minerals , and said : " The Malvern water is famous for containing just nothing at all ... ! " William Heberden also noted the purity of Malvern water , stating " the Malvern water is purer than that of any other springs in England , which I ever examined or heard of " .

The natural untreated water is generally devoid of all minerals , bacteria , and suspended matter , approaching the purity of distilled water . In 1987 Malvern gained official EU status as a natural mineral water , a mark of purity and quality . However , in spite of regular quality analysis , drought in 2006 dried out the rock that filters the water , allowing the water to flow through it too quickly for the natural filtering process . Due to the slight impurities , the Coca @-@ Cola Company , manufacturer of the Schweppes brand , had to install filtration equipment , which reclassifies the water as spring water under EU law .

= = Springs = =

There are sources in about 70 locations around the Hills , where residents regularly fill containers free of charge , including the St Ann 's Well , which is housed in a building dating from 1815 , in the town of Great Malvern . Major popular water sources are :

Beauchamp Fountain ? Cowleigh Road

Enigma Fountain plus Malvhina water feature , Belle Vue Terrace ? town centre

Evendine Spring ? Jubilee Drive (west flank of the Hills)

Hayslad Spring ? West Malvern Road

Holy Well ? Malvern Wells

Jubilee Fountain ? Malvern Wells

Morris Well , Wells Common ? Lower Wyche

St Ann 's Well ? Great Malvern

The Walms Well dating from around 250 BC is one of the earliest to be documented .

= = Medicinal use = =

Local legend has it that the curative benefit of the spring water was known in mediaeval times . The medicinal value and the bottling of Malvern water are praised in verses 15 and 16 of " a poem attributed to the Reverend Edmund Rea , who became Vicar of Great Malvern in 1612 " . These are

part of " an old song in praise of Malvern " , that was published with comments on a different and uncertain provenance by Chambers in his history of the town .

In 1622 , Richard Banister , the pioneering oculist , wrote the following verse about the Eye Well , close to the Holy Well in his Breviary of the Eyes .

In 1756 , Dr. John Wall published a 14 @-@ page pamphlet on the benefits of Malvern water , that reached a 158 @-@ page 3rd edition in 1763 . Further praise came from the botanist Benjamin Stillingfleet in 1757 , the poet Thomas Warton in 1790 , quoted in a review by the medical historian W.H. McMenemy . Cure tourism in Malvern got press mention . In a letter dated 18 July 1759 to Mrs Montague , Benjamin Stillingfleet wrote : " I have been at Malvern about twelve days , where , with difficulty , I have got a lodging , the place is so full , nor do I wonder at it , there being some instances of very extraordinary cures , in cases looked on as desperate , even by Dr. Wall , who first brought these waters into vogue ... The road is very fine , and made on purpose for the convenience of the drinkers " . Chambers , in a footnote to the " song " quoted above , wrote " Though modern visitors do not now lie in bushes , yet so crowded was Malvern one season that a lady of rank and fashion , with her equipage and servants were actually obliged to be sent to the Workhouse . It is now the custom , during the season , to let out this house to visitors , and the money gained this way is applied to the funds for maintaining the poor . " Nicholas Vansittart brought his wife Catherine to Malvern for a rest cure in 1809 . In 1828 , William Addison , the physician of The Duchess of Kent (mother of Queen Victoria) lectured about Malvern at the Royal Institution commending " its pure and invigorating air , the excellence of its water , and the romantic beauty of its scenery " .

In 1842 Drs James Manby Gully and James Wilson opened water cure clinics at Malvern , thus beginning the town 's prosperity . Based on the therapy offered at Vincent Priessnitz 's clinic in Gräfenberg , Silesia , then part of the Austrian Empire (now in the Czech Republic) , the centre was Britain 's first purpose built water cure establishment . As the fame of the establishment grew , Gully and Wilson became well @-@ known national figures . Two more clinics were opened at Malvern . Famous patients included Charles Darwin 's daughter (who died and is buried in Malvern) , Thomas Carlyle , Florence Nightingale , Lord Tennyson , Samuel Wilberforce , and Sir Edward Bulwer Lytton , whose writing contributed to the popularity of Malvern water . The fame of Gully and Wilson was not without detractors ; Sir Charles Hastings , the founder of the British Medical Association , was extremely critical of hydropathy , and of Dr Gully in particular . The cure was satirized by " Dr. Oddfish " .

= = Commercialisation = =

Malvern water has been bottled and distributed in the UK and abroad from as early as the reign of James I , with water bottling at the Holy Well being recorded in 1622 . Various local grocers have bottled and distributed Malvern water during the 19th and early 20th centuries , but it was first bottled on a large commercial scale by Schweppes , who opened a bottling plant at Holywell in Malvern Wells in 1850 . As official caterers to the Great Exhibition of 1851 , Schweppes introduced the water as Malvern Soda , later renaming it Malvern Seltzer Water in 1856 . In 1890 Schweppes moved away from Holywell , entered into a contract with a Colwall family , and built a bottling plant in the village in 1892 . The Holywell was subsequently leased to John and Henry Cuff , who bottled there until the 1960s . The Holywell became derelict until 2009 when with the aid of a Lottery Heritage grant , production of 1200 bottles per day of Holywell Spring Water was recommenced by an independent family @-@ owned company . The well is believed to be the oldest bottling plant in the world .

In the 1850s Malvern Water was bottled by John and William Burrow at the Bottling Works Spring in Robson Ward 's yard on Belle Vue Terrace in Great Malvern . Bottling ceased here in the 1950s and the former bottling works are now furniture showrooms . Water for the Bottling Works Spring is piped from St Ann 's Well .

In 1927 , Schweppes acquired from the Burrows family Pewtress Spring , in Colwall , on the western side of the Herefordshire Beacon , approximately two miles from Colwall village . The source here emerges at the fault line between the Silurian thrust and the Precambrian diorite and

granite above it . The spring was renamed Primeswell Spring , and in 1929 Schweppes commenced bottling . The factory employed 25 people who filled 26 million bottles annually . It was operated by Coca @-@ Cola Enterprises Ltd . , and the water was sold under the Schweppes brand name . On 20 October 2010 Coca @-@ Cola Enterprises , who owned the Malvern brand , announced that production would be ceasing as of 3 November 2010 . This decision , which was widely criticised both in the town and beyond , was due to the declining market share Malvern has on the overall water market . On 28 October 2011 , it was reported that the bottling plant is being sold to a property company .

= = Interest groups = =

Among the interest groups promoting the legacy of Malvern water , the two primary ones are The Malvern Spa Association , and The Friends of Malvern Springs and Wells .

The Malvern Spa Association (MSA) is a non @-@ profit organisation , founded in September 1998 , with two primary aims . " To conserve , protect and restore the Springs , Wells , Spouts and Fountains of the Malvern Hills " , and " to promote the study , conservation , development and awareness " of them , and of " Great Malvern as a Spa Town " . Apart from various fundraising activities and membership fees , the MSA receives funding through the Heritage Lottery Fund , which is managed by the Malvern Hills Area of Outstanding Natural Beauty Unit (Malvern Hills AONB) , under the umbrella of the National Association for Areas of Outstanding Natural Beauty (NAAONB) . The Malvern Hills AONB also provides grants via such mechanisms as the Sustainable Development Fund . The MSA was originally founded by the Spa Water Strategy Working Group , comprising Malvern town councillors and artist Rose Garrard . Its patrons are Lord and Lady Sandys , after whose family a spout located in Spring Lane , Malvern Link is named , and which was restored in 2005 as part of the Malvern heritage Project . In 2004 , in order to finance improvements and restoration to 20 historical sites , a grant of £ 270 @,@ 000 was awarded by the Heritage Lottery Fund . The MSA produces a free newsletter available at the Tourist Information Centre in Great Malvern , at St Ann 's Well and for download .

The Friends of Malvern Springs and Wells is an informal group that publishes a newsletter and promotes interest in the wells , including an award scheme for conservation or renovation of springs and wells and their immediate environment . The award scheme is the St Werstan Award for the Enhancement of Water Heritage , given in honour of St. Werstan , one of the earliest saints associated with Malvern . In August 2008 , the group 's St Werstan award for conservation or renovation of the springs and wells and their surroundings was presented to Coca @-@ Cola Great Britain . At the behest of the Friends , the company is also sponsoring a project to transfer an iconic mulberry tree sapling from Melbourne , Australia . The sappling derives from a cutting taken from a mulberry tree originally planted in 1936 by George Bernard Shaw at the Malvern Festival . The tree was destroyed in a storm in 2000 , but research by members of the Friends group revealed that in 1956 , a cutting from the tree was sent to Malvern in Victoria , Australia . The Friends group also assists in the general maintenance of wells and spouts , and in organising events and well dressing ceremonies . According to research made by local historians , a tradition of well dressing in the Malverns dates from the 12th and 13th centuries when around 5 August each year , tribute was paid to St Oswald for water cures . The tradition of well dressing continues , fostered by interest groups and activities such as arts projects .

= = Art projects = =

In 1996 the Malvern Hills District Council appointed a Malvern Spa Water Strategy Working Group . Independently , in June 1996 , sculptor Rose Garrard proposed to the MHDC the creation of a sculpture trail by nationally known sculptors , placed at forgotten springs around the town centre . The council began with the installation of new water features as part of its plan to beautify the town centre . In 1997 the District Council implemented a Spring Water Arts Project to map water sources around the hills . Garrard undertook a two @-@ month artist 's residency and collaborated with the

public , who provided locations of over two hundred water sources . Garrard was commissioned to create the drinking spout , Malvhina , which was unveiled on 4 September 1998 .

On 26 May 2000 , the Enigma Fountain , also by Garrard , was unveiled by The Duke of York . Its cost of £ 5 @, @ 000 was funded by the Malvern Hills District Council , public subscription , and support from by Severn Trent Water , West Midlands Arts , and local businesses . Located on the Bellevue Terrace island in the very centre of the town , together with the statue of Edward Elgar , the group of sculptures embodies both music and water , the two major aspects of Malvern 's cultural history .

Art projects continue in various ways . Each year in April a well dressing competition is organised around a theme set by the Malvern Spa Association , with Gold , Silver and Bronze awards presented to adult 's and children 's groups . The well dressing initiative usually takes place over a period of four or five days with the Malvern spouts starting the annual season of well dressing around the country in the Derbyshire tradition . In 2003 , photographer Bob Bilsland gave permission to the BBC to publish 21 of his special panaoramic views of the decorated wells and spouts .

For the 2010 competition based on ' Celebrations ' , a group of pupils of a local primary school decorated the Great Malvern Railway Station Trough with paper figures representing famous people who have visited Malvern , such as Shaw and Elgar , celebrating 150 years of the railway in the town . Also in 2010 , the connection of Florence Nightingale with Malvern water is being celebrated with the help of the Malvern Museum 's school poster competition .

Other art projects encapsulate different connections with Malvern water . In 2002 the Elmley Foundation donated an 8 @-@ foot water clock designed by French sculptor , and horologist Bernard Gitton to the Malvern theatre and the people of Malvern . The clock which is on permanent exhibition in the foyer area of the theatre represents the three main industries of the town : its science , theatre , and water .