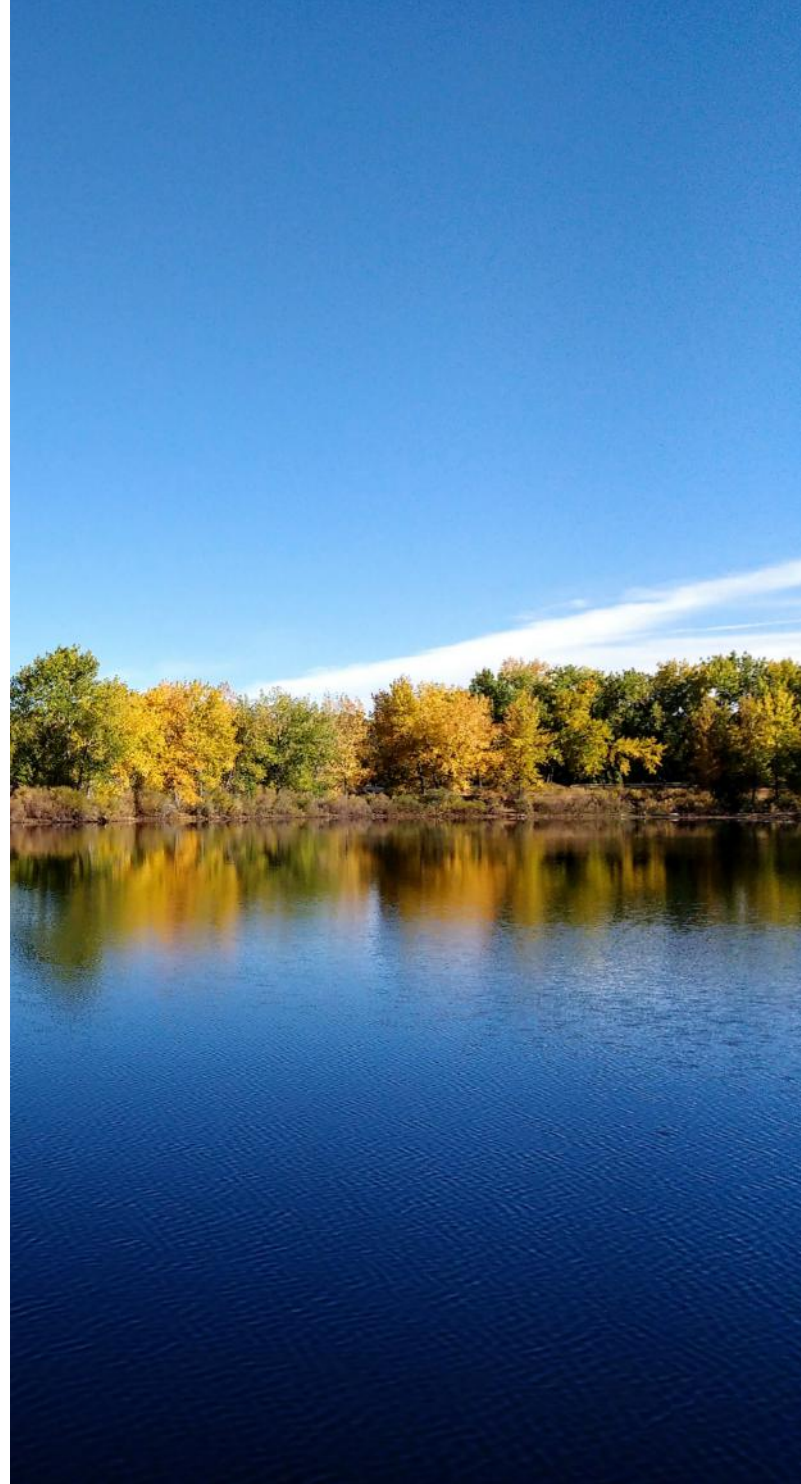




COTSWOLD WATER PARK

1969



THE COTSWOLD LAKES

2024

THE COTSWOLD WATER PARK

WHAT IS IT?



180

Over 180 lakes covering
42 square miles



50

Formed from over 50 years
of gravel extraction



3

Straddling 3 counties,
Gloucestershire, Wiltshire
and Oxfordshire



1,000,000

Estimated 1,000,000
visitors per year

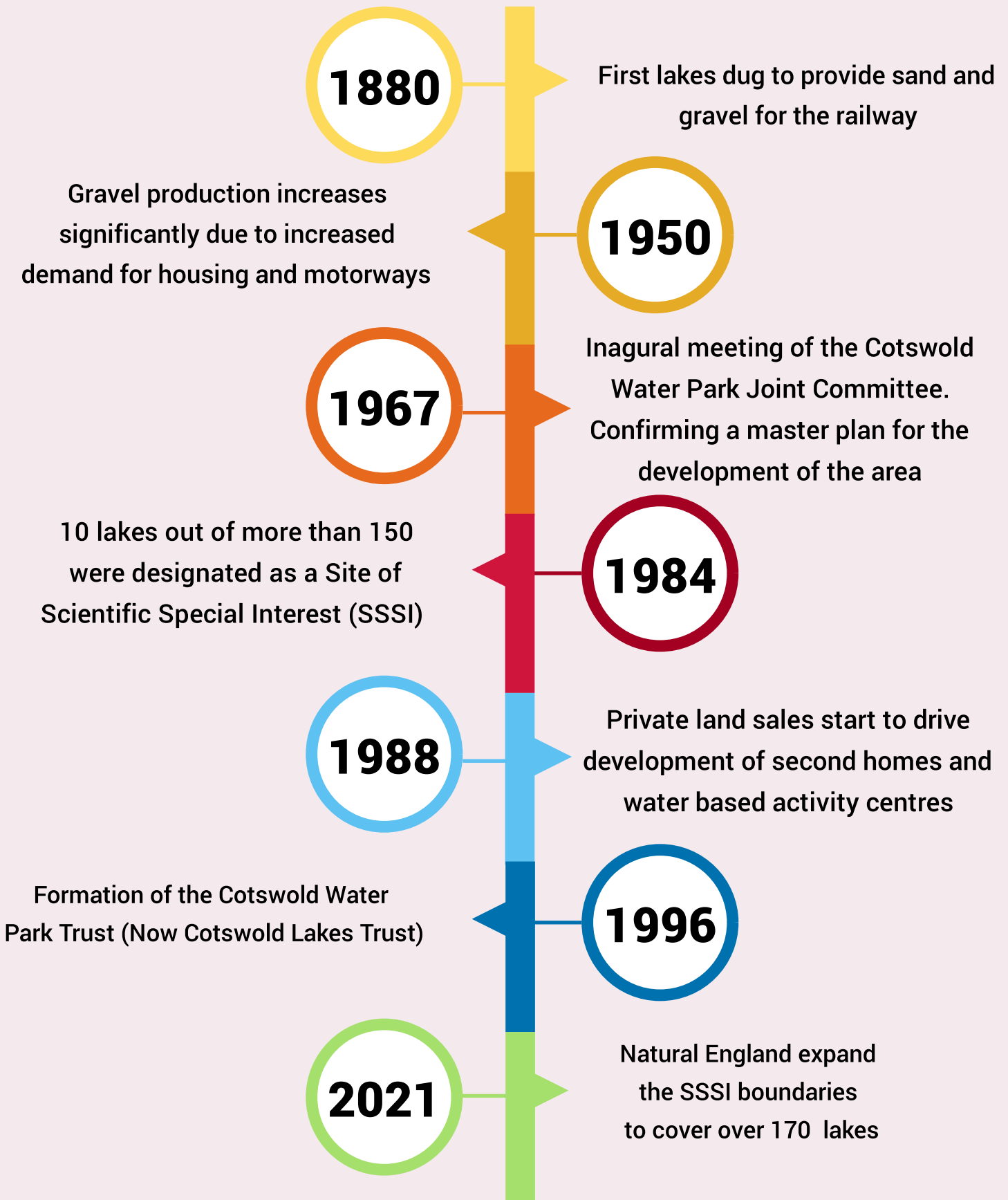


35,000

Home to over 35,000
wintering birds

THE COTSWOLD WATER PARK

A TIMELINE



THE COTSWOLD WATER PARK



Q WHO OWNS IT?

The water park is a vast area owned by many different land owners and businesses.

Q WHO CREATED IT?

The Cotswold Water Park Joint Committee formed in 1967 was created to control the development of the area.

The committee included representation from:

- Gloucestershire County Council
- Wiltshire Council Council
- Cirencester Rural District Council
- Cricklade & Wootton Bassett Rural District Council

Q WHO RUNS IT?

It is down to the specific land owners to manage and maintain but a huge part of the successful growth of the Cotswold Water Park is credited to The Cotswold Lakes Trust.

The charity was initially set up by the four local authorities and they carry the ethos of the original committee to deliver four main aims:

Access, Conservation, Leisure and Education.

The trust owns and manages two country parks, five car parks and five nature reserves within the Cotswold Water Park.

They also provide a focal point for visitors through both the visitor centre and waterpark.org which advertises and promotes the local businesses that operate within.



THE COTSWOLD WATER PARK



WHY IS IT IMPORTANT?

Quite simply the Cotswolds has never been more popular as a tourist destination as it is now.

For visitors looking for somewhere to stay, the Cotswold Water Park meets all the requirements with a huge variation of accommodations.

Whilst a lot of the Cotswolds gives you endless opportunity to look and explore, the Water Park gives visitors something to do, and aside from the huge natural benefits, it's now a thriving activity hub.



14 miles from M4, 40 miles from M5



Fishing, sailing, cycling, archery, kayaking, shooting, swimming, water skiing, paddleboarding, high ropes, paintballing, bathing, walking, bird watching, rally driving, horse riding



Luxury lodges, hotels, campsites, self-catering caravans, Airbnb



Brasseries, country pubs, cafes, craft breweries, fine dining, pizzerias

THE COTSWOLD WATER PARK

DOES THE NAME FIT?

The Cotswold Water Park deserves its reputation as an incredible location for nature, leisure and all that it has to offer.

However, this could not be far enough from the very definition of a water park, and adds confusion to both visitors and locals.



A water park is an amusement park that features water play areas such as swimming pools, water slides, splash pads, water playgrounds, and lazy rivers, as well as areas for floating, bathing, swimming, and other barefoot environments.

A name is crucial, and in marketing terms is a potential customer's first impression of a brand.

It would be hard to put a number on how many people miss out or avoid visiting the area because of the name.

From the local business owners, to the tourist information centres, there is a familiar story of confusion when it comes to explaining to people what it is, where it is and what is available.

THE COTSWOLD WATER PARK

DOES THE NAME FIT?

Great British
LIFE

The Cotswold Water Park

20th December 2010

COTSWOLD LIFE

PLACES TO LIVE

Share



No Comments

The first thing to clear up about the Cotswold Water Park is that it is not a park. It does not have a water slide, water rollercoaster or a tropical lagoon and there are no fast food stands, souvenir shops or illuminated attractions within its borders.

The name is a misnomer. Not only is it as far removed from Alton Towers as the Antarctic but it is on the very fringes of the Cotswold Hills.

It is probably too late to change its title now but realistically it ought to be called The Lakes or The Broads, only unfortunately those names have already been hijacked by Cumbria and Norfolk.



🔍 Cotswold Water Park



Ask a question

Is the park open? Can we go there with kids to splash?

Do you have to book for Cotswold Water Park?

Can you stay there?

Do you do 'pass outs' so that I could leave for a meal then return the same day?

Do we have to pay for entry?

What are the charges to use the water park?

Do we have to book in advance?

We are planning a walk in the Cotswold Water Park on Monday and just wondered if it was open for this plus are there any toilets open?

[See all questions \(51\)](#)

THE COTSWOLD LAKES

A NAME THAT FITS

A name change would bring significant benefits to the region and it's businesses

Avoid confusion for visitors and potential visitors

Give the region a brand and identity-
making it easier to market

Attract local and national press attention

Increase footfall from both locals and tourists to the district and beyond

Generate more income for the Cotswold Lakes Trust to
continue its biodiversity programmes

CONSIDERATIONS

Businesses would have to amend websites, social media and signage.

Road signs into the current Cotswold Water Park boundary, A419 and M4.

IMPLEMENTATION

Update waterpark.org and Cotswold Water Park social media accounts

Update or remove boundary signs

Press release

Individual business updates



If you change nothing, nothing will change.