



COTSWOLD WATER PARK - 2022 STRATEGY ON A PAGE

“a lovely place to walk and cycle, where people can get from place to place enjoyably, safely and easily”

OBJECTIVES:

Providing well connected, sustainable and safe access to leisure and well-being opportunities in an environment where respecting the natural assets is paramount, and Working strategically and in partnership to ensure promotion of shared values to encourage respectful visitor behaviours.

STRATEGIC ELEMENT 1:



Active and Sustainable Travel: Easier and more sustainable access encompassing active and connected communities and travel.

STRATEGIC ELEMENT 2:



Nature: Safeguarding and promoting the valuable wildlife assets through prioritising Nature Recovery.

STRATEGIC ELEMENT 3:



Tackling Wider Issues: Partnership working to strike a balance between local residents and visitor economies to the area.

STRATEGIC ELEMENT 4:

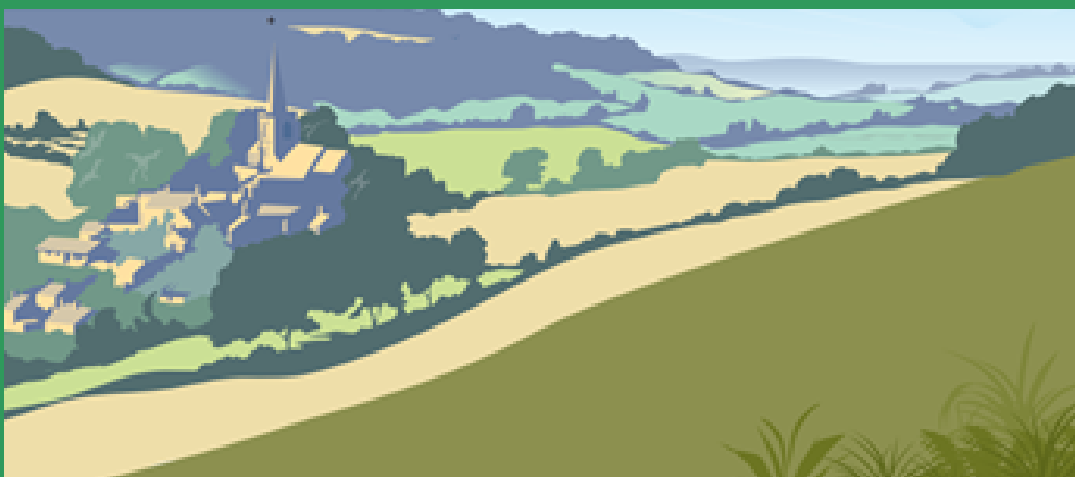


Communication & Education: Working with partners to agree the right approach to raising awareness about the value of Cotswold Water Park and supporting enhancement of nature.

UPDATES & NEXT STEPS:

- Stakeholder Engagement - 17th February
- Project Board - 17 March (Rob Weaver, Chair)
- Develop Partnerships - Cotswold Lakes Trust, GCC & Sustran
- Prepare Action Plan - For Delivery

Cotswold District Council Corporate Plan 2020 - 2024



Local Plan Green to the Core

How:

- Delivering infrastructure to enable greater access to sustainable methods of transport to reduce reliance on car usage
- Working with partners (e.g. GCC, Cotswold Lakes Trust, Sustran) to promote better sustainable transport routes and options



Respond to Climate Action

How:

- Promoting sustainable and active travel opportunities
- Reducing reliance on the car
- Reducing carbon footprint of visitors
- Protecting and enhancing natural habitats



Support Health and Wellbeing

How:

- Improving footpath and cycle routes
- Enabling more opportunities to be physically active
- Connecting communities to nature and wildlife
- Promoting the value of area for health and wellbeing



Enabling a Vibrant Economy

How:

- Encouraging local businesses to promote cycling, walking and local activities as part of their marketing
- Promoting pre-booking of activities to manage visitor numbers
- Promoting opportunities for sustainable tourism
- Connect businesses to visitors via new cycle & walking routes



Deliver the highest standard of service

How:

- Responding to community needs and the impact of Covid-19
- Working with a range of partners to achieve more
- Accessing external funding opportunities to deliver more