

APPENDICES

Appendix **A**

On-line Survey Form

Introduction

The CWP Joint Committee is keen to obtain the views of key stakeholders in relation to the vision, aims and objectives as outlined in the Vision and Implementation Plan.

This survey has been devised to provide you with the opportunity to comment on the key issues raised, the overall vision and the objectives outlined.

The survey is split into the following sections:

1. Your interest in and use of the CWP.
2. Your views on the current position of the CWP as a place to live, work, for biodiversity, to pursue sports, and to undertake leisure and recreation activities.
3. Your current likes and dislikes of the CWP.
4. Your overall opinion of the proposed CWP vision and implementation plan.
5. Your opinions on how realistic and achievable you believe the CWP aims are.
6. Your opinions on the stated objectives, whether you feel they are achievable, and whether you are aware of local schemes or initiatives that would assist in the delivery of the objectives. Please note that you can provide comments on as many or as few of the objectives as appropriate to your interest in the CWP.
7. Finally, you will be given the opportunity to determine what you would like to see in the CWP by 2028.

A 'Thank You' Page denotes that you have completed the survey

The closing date for the survey is FRIDAY 7th MARCH 2008.

Please note that sections 1-5 should take no longer than 10-20 minutes to complete in total, depending on the level of comments you input. Section 6 will require more involved and detailed responses, and therefore is likely to take longer to complete. As an online survey, as long as you use the same computer for entering your comments, the questionnaire will be available for you to add, change and amend until the closing date to allow you to complete section 6 in your own time.

If you want to take advantage of this option, when you have come to a point at which you want to leave the survey simply click 'Next' at the bottom of the page you want to finish working on to save your work (this will open up a new page), and then click on 'Exit this survey' (top right hand corner).

To re-enter the survey, you will need to click on the survey link on CWPS webpage again. This will normally take you to your last entry point automatically. Remember, for this option to work you must always use the same computer.

The survey has been completed once you reach the 'Thank You' page and clicked the 'Done' icon. At this point, you will not be able to return to the survey to make any further amendments.

The survey is being administered by Scott Wilson, the consultants appointed by the CWP Joint Committee to undertake the original study and the consultation process. If you have any queries, or you are experiencing any problems, please contact Ross Calladine on 01235 468726 or Barry Woodfin on 07824 412660.

Please click next to continue.

Section 1 - Your Interest in the Cotswold Water Park

1. Please indicate which of the following best describes your interest and relationship to the CWP.

- I am a resident living within or close to the CWP.
- I work for a private company/charity/charitable trust within the CWP area.
- I work for a private company/charity/charitable trust with an interest in the CWP.
- I work for a public sector body responsible for the planning and development of the CWP.
- I work for a public sector body responsible for the strategic delivery of one of the identified core priorities (the countryside, community and settlements; biodiversity; sport and leisure; tourism).
- I work for a public sector body responsible for the strategic delivery of one of the identified supporting drivers (heritage; agriculture; the arts).
- I work for a public sector body responsible for the strategic delivery of one of the identified enabling drivers (mineral extraction; hydrology; planning; aerodrome safeguarding).

Other (please specify and include details of your interest in the CWP)

Resident of the CWP

2. Which town or village do you live in?

Business/organisation operating in the CWP

3. Please name the business or organisation you are representing.

4. Please indicate your position within this business or organisation.

5. Please indicate the town or village where your company/organisation is based in the CWP.

6. Please describe the interest your business/organisation has in the future development of the CWP.

Organisational Details

7. Please name the organisation you are representing.

8. Please can you indicate your position within this organisation.

9. Please describe the interest your organisation has in the CWP.

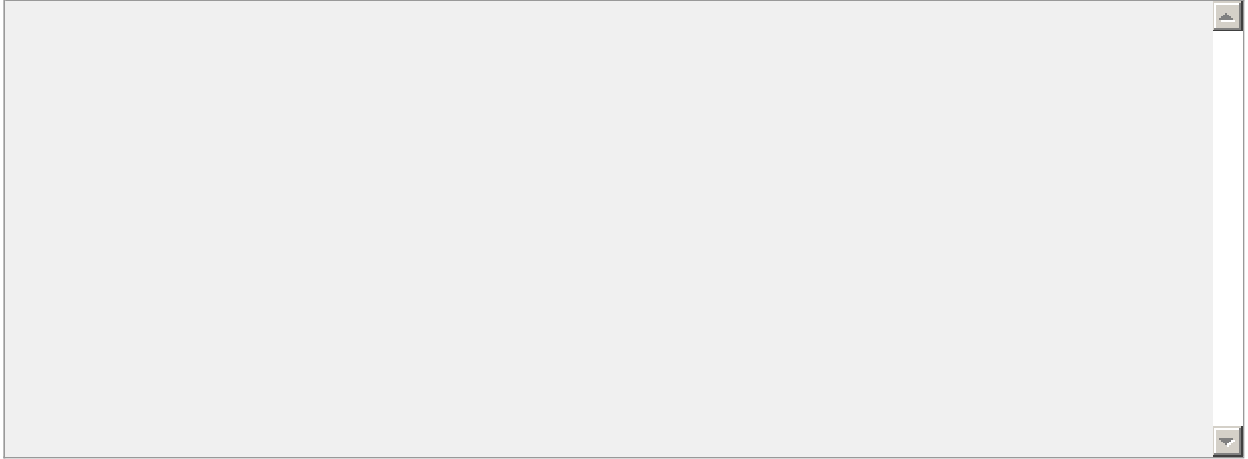
Use of the CWP

10. How often do you use the CWP, its towns and villages for the following activities.

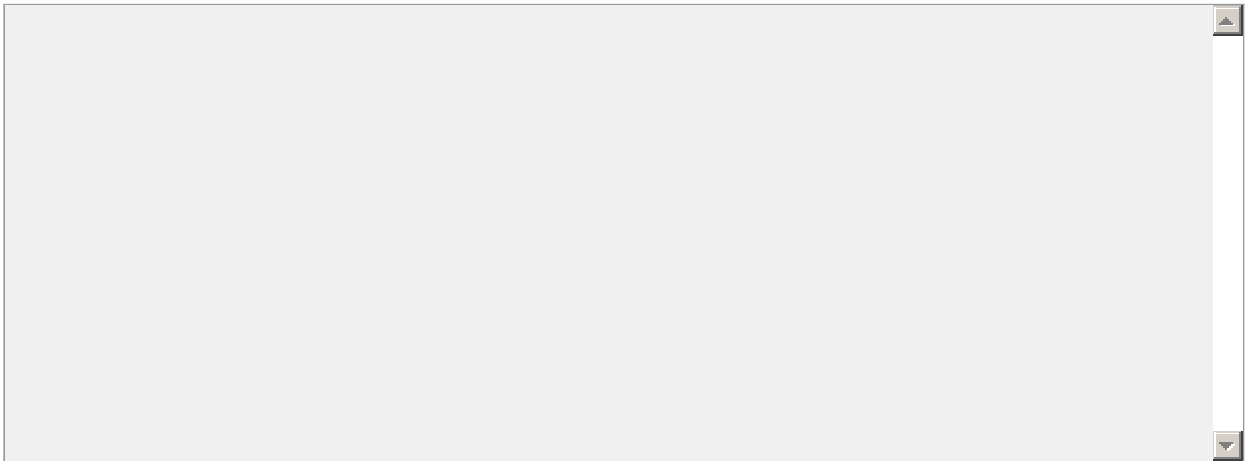
| | Never | Very rarely (less than once in the past six months) | Not often (less than once per month) | Fairly frequently (at least once per month) | Frequently (at least once per week) |
|-------------------------|-----------------------|---|--------------------------------------|---|-------------------------------------|
| Walking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Dog walking | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cycling | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Eating and drinking out | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Water sports | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Horse riding | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Shopping | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sightseeing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Picnics | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Wildlife watching | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Section 3 - Likes & Dislikes

12. On the whole, what aspects of the CWP do you like the most?



13. What aspects of the CWP do you dislike the most?

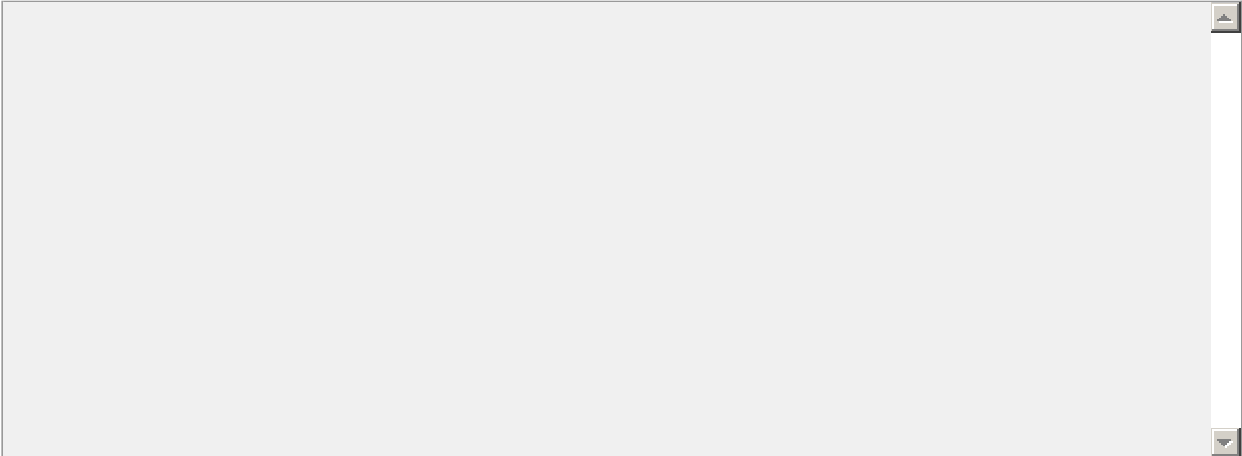


Section 3 continued - Key Issues

14. Please state whether you agree or disagree with the key issues identified in the report in relation to the CWP.

| | Strongly disagree | Disagree | Neither | Agree | Strongly Agree |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The settlements and communities need to be better integrated into the CWP as a countryside area | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Public access to the countryside should be encouraged | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The changing landscape needs better strategic direction | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The CWP should be an important place for wildlife | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The CWP should have more 'pay and play' sports facilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| An integrated network of paths and cycleways should be established | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A more diverse range of tourism accommodation is needed to appeal to different markets | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| More leisure and recreational facilities should be established | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Better co-ordination of quarrying activities is required | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A more consistent approach to planning policy between the local authorities is required | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Agriculture is an important factor to help retain a high quality landscape | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The historic elements of the CWP need to have a higher profile | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15. Are there any other issues facing the future development of the CWP that you feel are not adequately reflected in the report?

A large, empty rectangular text input field with a vertical scrollbar on the right side. The field is light gray and occupies the upper portion of the page below the question.

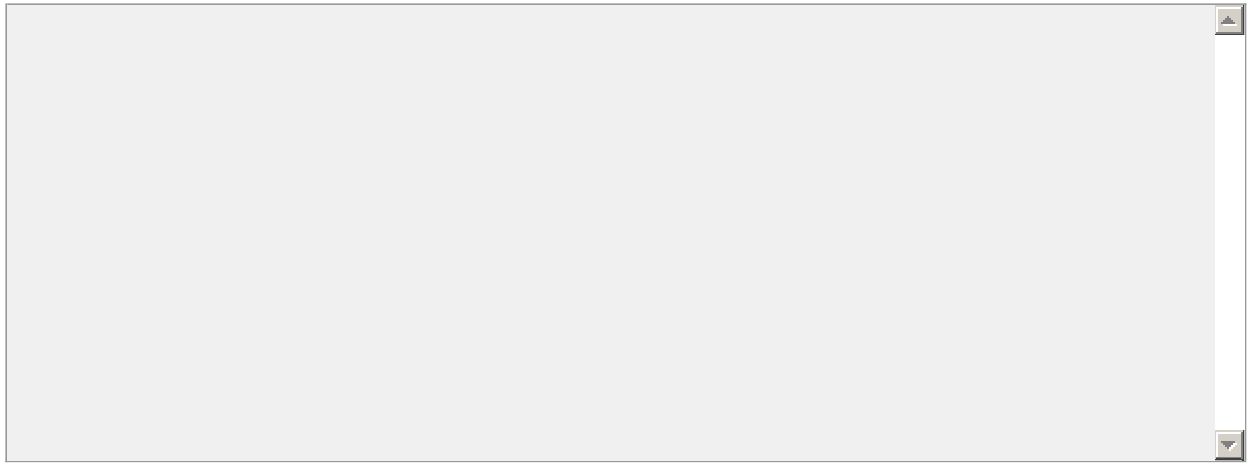
Section 4 - Overall opinion of the Vision and Implementation Plan

We are interested in your views as to how relevant and effective you feel the Vision and Implementation Plan is. Firstly, we would like you to comment on the overall content of the report, and then you will be invited to comment on specific objectives if you wish.

16. Overall, how appropriate do you feel the Vision and Implementation Plan is in relation to the CWP and its future development?

- Very appropriate
- Generally appropriate
- Neither appropriate nor inappropriate
- Not really appropriate
- Not at all appropriate

17. Please describe why you feel this way about the Vision and Implementation Plan.



Section 5 - Overall opinion of the aims that will guide the development of ...

18. The following lists the broad aims for the CWP as identified in the Vision that will guide the future development of the CWP. How realistic do you feel each aim is in being realised within the CWP?

| | Not at all realistic | Not very realistic | Neither | Fairly realistic | Very realistic |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| To become a distinguished countryside environment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To become a premier site for nature conservation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To offer a range of sports, leisure and recreation facilities | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To present a quality visitor destination | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To become a truly sustainable place | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. Do you feel that there should be other aims of the CWP that are not featured within the CWP Vision and Implementation Plan? If so, please state below, and explain your reasoning.

Section 6 - Comments on priority/driver objectives

You now have the opportunity to comment on one or more of the priorities/drivers and the objectives identified. You can comment on as many or as few of the objectives as you like.

20. Do you wish to comment on one or more of the objectives identified in the report?

Yes

No (by answering 'no', you will be taken to the last few questions)

Section 6 continued - Objectives

21. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

22. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
- Generally supportive
- Neither supportive or not supportive
- Not really supportive
- Not at all supportive

23. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
- Difficult to achieve
- Fairly straightforward to achieve
- Definitely achievable

24. Please describe why you feel this way about this objective.

25. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

26. Do you wish to comment on any other priority/driver in the report?

- Yes
- No

Section 6 continued - Objectives

27. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

28. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
 Generally supportive
 Neither supportive or not supportive
 Not really supportive
 Not at all supportive

29. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
 Difficult to achieve
 Fairly straightforward to achieve
 Definitely achievable

30. Please describe why you feel this way about this objective.

31. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

32. Do you wish to comment on any other priority/driver in the report?

- Yes
 No

Section 6 continued - Objectives

33. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

34. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
 Generally supportive
 Neither supportive or not supportive
 Not really supportive
 Not at all supportive

35. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
 Difficult to achieve
 Fairly straightforward to achieve
 Definitely achievable

36. Please describe why you feel this way about this objective.

37. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

38. Do you wish to comment on any other priority/driver in the report?

- Yes
 No

Section 6 continued - Objectives

39. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

40. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
 Generally supportive
 Neither supportive or not supportive
 Not really supportive
 Not at all supportive

41. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
 Difficult to achieve
 Fairly straightforward to achieve
 Definitely achievable

42. Please describe why you feel this way about this objective.

43. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

44. Do you wish to comment on any other priority/driver in the report?

- Yes
 No

Section 6 continued - Objectives

45. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

46. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
 Generally supportive
 Neither supportive or not supportive
 Not really supportive
 Not at all supportive

47. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
 Difficult to achieve
 Fairly straightforward to achieve
 Definitely achievable

48. Please describe why you feel this way about this objective.

49. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

50. Do you wish to comment on any other priority/driver in the report?

- Yes
 No

Section 6 continued - Objectives

51. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

52. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
 Generally supportive
 Neither supportive or not supportive
 Not really supportive
 Not at all supportive

53. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
 Difficult to achieve
 Fairly straightforward to achieve
 Definitely achievable

54. Please describe why you feel this way about this objective.

55. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

56. Do you wish to comment on any other priority/driver in the report?

- Yes
 No

Section 6 continued - Objectives

57. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

58. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
 Generally supportive
 Neither supportive or not supportive
 Not really supportive
 Not at all supportive

59. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
 Difficult to achieve
 Fairly straightforward to achieve
 Definitely achievable

60. Please describe why you feel this way about this objective.

61. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

62. Do you wish to comment on any other priority/driver in the report?

- Yes
 No

Section 6 continued - Objectives

63. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

64. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
 Generally supportive
 Neither supportive or not supportive
 Not really supportive
 Not at all supportive

65. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
 Difficult to achieve
 Fairly straightforward to achieve
 Definitely achievable

66. Please describe why you feel this way about this objective.

67. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

68. Do you wish to comment on any other priority/driver in the report?

- Yes
 No

Section 6 continued - Objectives

69. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

70. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
- Generally supportive
- Neither supportive or not supportive
- Not really supportive
- Not at all supportive

71. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
- Difficult to achieve
- Fairly straightforward to achieve
- Definitely achievable

72. Please describe why you feel this way about this objective.

73. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

74. Do you wish to comment on any other priority/driver in the report?

- Yes
- No

Section 6 continued - Objectives

75. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

76. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
- Generally supportive
- Neither supportive or not supportive
- Not really supportive
- Not at all supportive

77. How achievable do you feel the objectives outlined for this priority/driver are?

- Unachievable
- Difficult to achieve
- Fairly straightforward to achieve
- Definitely achievable

78. Please describe why you feel this way about this objective.

79. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

80. Do you wish to comment on any other priority/driver in the report?

- Yes
- No

Section 6 continued - Objectives

81. Please indicate the priority/driver you wish to comment on

- | | | |
|--|--|--|
| <input type="radio"/> Countryside, settlements and communities | <input type="radio"/> Heritage | <input type="radio"/> Planning |
| <input type="radio"/> Biodiversity | <input type="radio"/> Agriculture | <input type="radio"/> Hydrology |
| <input type="radio"/> Sport, leisure and recreation | <input type="radio"/> Arts | <input type="radio"/> Aerodrome Safeguarding |
| <input type="radio"/> Tourism | <input type="radio"/> Mineral Extraction (quarrying) | |

82. Generally, how supportive are you of the objectives identified for this priority/driver?

- Highly supportive
 Generally supportive
 Neither supportive or not supportive
 Not really supportive
 Not at all supportive

83. How achievable do you feel the objectives outlined for this priority/driver are?

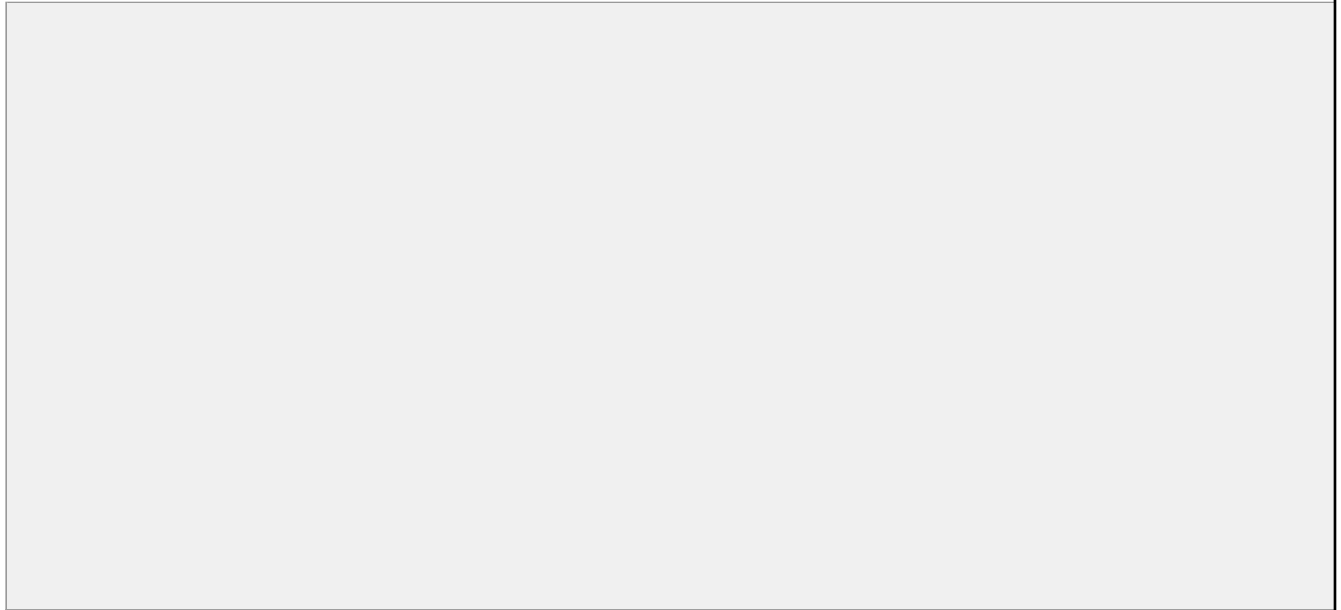
- Unachievable
 Difficult to achieve
 Fairly straightforward to achieve
 Definitely achievable

84. Please describe why you feel this way about this objective.

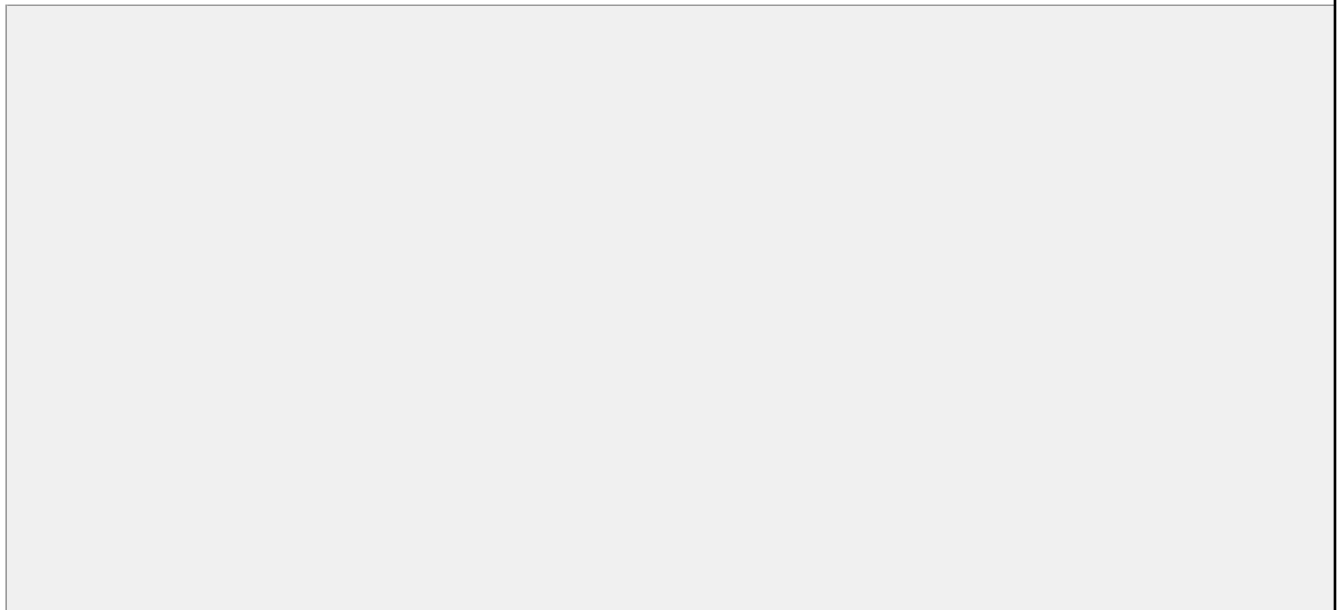
85. If you are supportive of the objectives for this priority/driver, is there anything you feel you/your organisation could do to see this become a reality?

Section 7 - Any further comments

86. In your own words please describe what you would like to see within the CWP by 2028.

A large, empty rectangular box with a light gray background, intended for the user to provide their own words describing what they would like to see within the CWP by 2028.

87. Finally, if you have any further comments to add to help inform the Vision and Implementation Plan for the Cotswold Water Park, please use the box below.

A large, empty rectangular box with a light gray background, intended for the user to provide any further comments to help inform the Vision and Implementation Plan for the Cotswold Water Park.

About You

88. Are you...

- Male
 Female

89. Please identify your age group

- 16-24
 25-34
 35-44
 45-54
 55-64
 65+

Thank You

Thank you for taking the time to read the report and fill in this consultation form. Your comments and observations are greatly appreciated.

Appendix **B**

Press Release

18 January 2008

PRESS RELEASE



Residents to have say in Cotswold Water Park's future

People living within the Cotswold Water Park are being invited to comment on plans for its future during a six-week public consultation.

Commissioned by the Cotswold Water Park Joint Committee, which is made up of the five local authorities with responsibility for the area, together with the Cotswold Water Park Society, the plans set out a long-term strategic vision for the development of the area over the next 20 years.

As well as residents, all those interested in having a say in the area's future are being asked to visit the Cotswold Water Park Society's website (www.waterpark.org) where there is an on-line survey to capture residents' opinions and feedback.

"This consultation is an exciting opportunity for residents to shape the future of their neighbourhood," commented Dennis Grant, chief executive of the Cotswold Water Park Society. "I'd encourage anyone interested in the future of this area to visit the website and give us their views on our plans.

"The vision for the future includes a number of exciting proposals which we believe will significantly benefit both local residents and visitors. However, we're keen to ensure that local residents have the opportunity to review and comment on our plans, which is why we have launched this consultation"

Suggestions up for debate include:

- a 'conservation corridor' from near Kemble to Lechlade, linking a number of significant nature reserves and conservation-based visitor attractions
- a water sports complex to include an Olympic size rowing course that could host regional competitions and offer training opportunities as well as provide a venue for local events such as dragon boat racing
- a national angling centre to support what is already a major sport in the area and build on existing water sports and tourism facilities
- eco-friendly, family orientated and water related leisure developments
- diversification of existing agricultural land to provide potential for the growth of biomass fuels, provision of tourist accommodation or increased sustainable farming

Under the plans, local residents will also benefit from an integrated network of recreational routes, including footpaths, cycle paths, bridleways and towpaths. There are also plans for a water taxi to travel along the Thames and Seven Canal and North Wiltshire Canal. These will provide opportunities for sustainable travel between the numerous towns and villages within the Cotswold Water Park, allowing residents and visitors to explore the area.

Councillor Shaun Parsons, chair of the Joint Committee representing the relevant local Councils added: "We believe that there is a real need for a soundly planned future for the environment of the Cotswold Water Park. We want people living in towns such as

Fairford, Lechlade and Cricklade and villages like South Cerney and Ashton Keynes to benefit from both the conservation proposals and leisure and recreational opportunities provided by such development opportunities and for the local economy to see significant gains from increased visitor interest.”

In addition to the online survey, a number of workshops are being held with Government and non-government agencies and other organisations with a stake in the park such as landowners, mineral operators and those responsible for the recreational facilities.

More details are available on the Cotswold Water Park Society website www.waterpark.org. Comments can be made via the online consultation until the 7 March 2008.

- ends -

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Notes to editors

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In 2006 the Joint Committee commissioned a strategic review to guide the future development of the Park based on a clear, robust and evidence based framework for delivering an achievable vision. The plan currently available for consultation is part of this strategic review.

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www.scottwilson.com

Appendix **C**

Press Briefing

Theme park plans for Water Park

The Water Park could be transformed into an attraction drawing hundreds of thousands of visitors each year.

THE Cotswold Water Park could be turned into a series of 'mini Alton Towers' in a bid to attract millions of tourists to the area.

Bosses at the already popular venue are drawing up a masterplan for the future of the area and believe creating a family-based tourist attraction to rival anywhere else in the UK would be a major boost for the area.

Dennis Grant, chief executive of the Cotswold Water Park Society, explained:

"We aren't looking for an Alton Towers in the middle of the Spine Road. Maybe three little Alton Towers that help manage the traffic."

The Cotswold Water Park Society, the charity responsible for improving the water park, is currently consulting local residents to find out what they think should happen in the area.

Ideas already put forward include a conservation corridor' running from Kemble to Lechlade, linking and safeguarding a number of significant nature reserves, creating tourist accommodation from local farmland, building an Olympic-sized rowing course and a national angling centre.

The attractions could mean the Cotswold Water Park, within two hours drive of over 20 million UK residents, finally lives up to its name.

"There's a demand for these things so why not build them here?" Mr Grant added. "They are just concepts at the moment but there is nowhere in the country where someone has created what we are trying to create. The whole idea is to bring people and nature together."

What's in a name? - Tourist's have spoken of disappointment at the lack of log flumes.

In the last couple of years significant development has taken place at the western side of the Water Park and the consultation is focusing on plans for the eastern edge.

"We aren't looking for an Alton Towers in the middle of the Spine Road. Maybe three little Alton Towers"

The ideas have already received a mixed welcome.

Cotswold MP Geoffrey Clifton-Brown said there was enormous potential. It could be enormously successful but there could be enormous pitfalls if we get it wrong," he warned. "It is a potentially huge national asset and we need to cater for a wide range of people's interests. Some will be family, some will be watersports like sailing and jet-skiing.

"There is beginning to be a buzz about the water park. I have always been very excited about it and now at long last it is beginning to be recognised."

Tourist chiefs also welcomed the consultation. Chris Dee, tourism manager at the Cotswold Destination Management Organisation, said: "About a year ago there was some research done which showed that the Cotswolds wasn't particularly family-friendly. It was the kind of place where you would leave the kids behind. There is plenty of room to demonstrate the fact that we are family-friendly and this would be a very good way to do that."

Mike Stuart, chairman of South Cerney Parish Council, said he would not hold his breath for the scheme to become a reality.

"I have seen so many plans over the years that I will wait until I see the plans on paper," he said. "They have probably got the best management team there now they have ever had."

The Water Park consultation runs until March 7 and to make comments go to www.waterpark.org. Comments. The final master plan will be drawn up by the end of May.

Appendix **D**

Press Briefing Response

Master Plan Clarification.

It has recently been reported in the press that there are plans for "three little Alton Towers" in the Cotswold Water Park (CWP). This is not the case and we regret that people may now have a false impression of the long-term plans for the area.

The recent review of the CWP has set out a long-term strategic vision for the development of the area over the next 20 years which draws upon the inherent benefits of the environment and the water of the Park. In this respect, the Plan does not envisage attractions in the CWP that will either individually or collectively attract millions of visitors. Rather, the Plan is seeking innovative attractions that compliment and respect the nature of the environment and the community, but which will also raise the awareness and profile of the CWP as a visitor destination. This reputation is to be based on the area's habitats and the wildlife it supports; the availability of different types of water sports; and the range of leisure and recreation amenities available. This will be complimented by the planned integrated cycling and walking network, canals, marinas and wildlife watching areas.

Within this context, the Plan identifies the scope for several additional attractions that would, if developed, bring visitors to the area.

These include:

- * a series of designated wildlife reserves, some of which will have dedicated visitor facilities;
- * a water sports complex (which has long been planned for Cleveland Lakes) and a designated angling centre; and
- * family-orientated leisure developments such as a farm attraction and an aqua-adventure zone consisting of shooting water, plunge pools and a sub-aqua diving pool.

These are simply concepts at this stage, but the Plan highlights that there is a clear window of opportunity to realise long held aspirations for the area to become an important area for sports, leisure, recreation and the environment, but not forgetting that it is also an area in which 20,000 people live and work. To this end, the Plan highlights that any developments should be able to demonstrate mutual benefits in terms of the environment, the residents and the economy.

We now invite you to read the consultation documents and welcome any comments that you may have on the Plan.

Appendix **E**

Final Press Release

20 February 2008

PRESS RELEASE



Final chance to have your say

Public consultation on the plans for the future of the Cotswold Water Park is now coming to an end. With many people having already commented on the long-term vision being proposed by the Cotswold Water Park Joint Committee, those still wanting to express an opinion on the plans have until 7 March to register their views.

Copies of the plan and a consultation questionnaire are available for download from the Cotswold Water Park Society website, www.waterpark.org

“The response to the consultation programme has been encouraging, with many interesting opinions and insights coming forward,” commented Councillor Shaun Parsons, chair of the Joint Committee representing the relevant local Councils. “However, as the consultation period is coming to an end, I’d encourage anyone with an interest in the Park’s future to go to the website and give us their comments.”

As part of the consultation process, three workshops have been held attracting over 50 attendees from parish councils, local businesses, and other interest groups to obtain their views on the plans. The Cotswold Water Park Society has also recorded hundreds of hits on the consultation documents that are being held on their website,

Key aspects of the plan being debated include:

- a ‘conservation corridor’ from near Kemble to Lechlade, linking a number of significant nature reserves and conservation-based visitor attractions
- a water sports complex to include an Olympic size rowing course that could host regional competitions and offer training opportunities as well as provide a venue for local events such as dragon boat racing
- a national angling centre to support what is already a major sport in the area and build on existing water sports and tourism facilities
- eco-friendly, family orientated and water related leisure developments
- diversification of existing agricultural land to provide potential for the growth of biomass fuels, provision of tourist accommodation or increased sustainable farming

Under the plans, local residents will also benefit from an integrated network of recreational routes, including footpaths, cycle paths, bridleways and towpaths. There are also plans for a water taxi to travel along the Thames and Seven Canal and North Wiltshire Canal. These will provide opportunities for sustainable travel between the numerous towns and villages within the Cotswold Water Park, allowing residents and visitors to explore the area.

More details are available on the Cotswold Water Park Society website www.waterpark.org.

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