

Contribute to Conservation and have the Experience of a life time in Africa

- Wildlife safaris and wildlife photography
- Research and conservation projects
- Wildlife photography and videography
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The Public's View of Sustainable Tourism

Sustainable tourism - one definition

- It's Informative - trains local people, use local products
- Supports integrity of place - travellers seek out businesses that emphasise local character, sustainability etc.
- Benefits residents - trains local people, use local products
- Conserves resources - respects local culture and helps support it. Businesses favoured that reduce pollution, water use, waste, energy, night-time outdoor lighting.
- Does not abuse the 'product' - all work together to avoid *loved to death* syndrome
- Quality not quantity - sends visitors off with a mission to tell others.

From Harry Srinivas 2003



Cotswold Water Park - Facts

- 133 Lakes created by Limestone gravel working in the Upper Thames Valley over 45 Years
- 50% Larger than the Norfolk Broads
- One of Europe's Largest created Wetlands
- 40 Square Miles- 20 miles E-W
- 95% in Private Ownership
- Another 40 years of Gravel Extraction, mainly in Gloucestershire

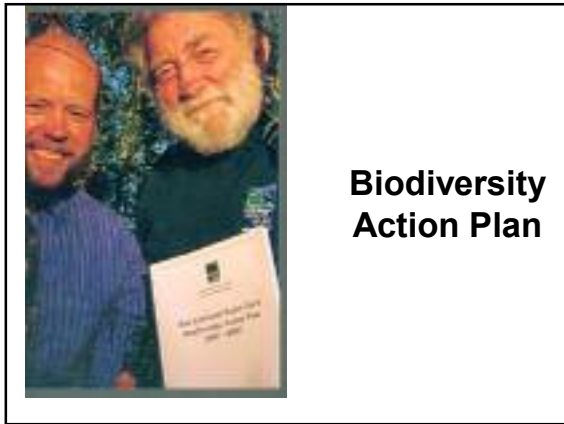




- ### Water Park Society Tasks
- Mapping on behalf of four Local Authorities
 - Raising the Park's profile as a destination
 - Raising environmental standards
 - Winning new resources & forming partnerships
 - Supporting leisure providers & businesses
 - Demonstrating sustainability
 - Working with Park communities

- Industrial & Provident Society
 - A not-for-profit company with charitable status
 - Environmental Body- ENTRUST registered -to use Landfill Tax
 - Board of 17- variety of Park backgrounds. £1 share
 - Patron - Professor David Bellamy
 - Founded 1996
- The Cotswold Water Park Society**

Website
365 day Tourist Info Centre
140,000 pieces of Info
Tours & Visits

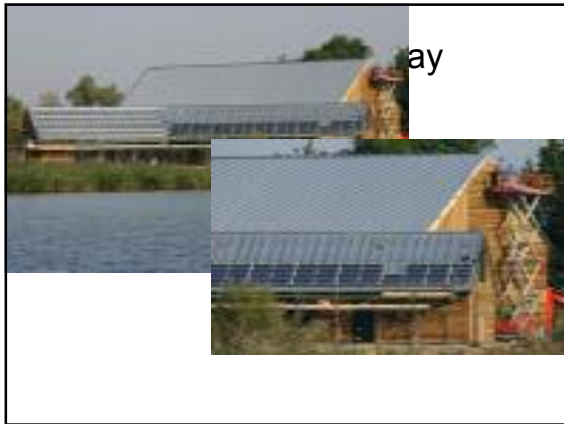




- Water Park - Some Priorities**
- Water Park/Upper Thames Centre at Lake 6
 - Cleveland Lakes - integrated conservation and recreation
 - A Country Park & Ranger base in the East
 - Spine Road Cycleway
 - Green/ Sustainable Transport Network
 - Regeneration of Keynes Country Park
 - Thames-Severn Canal re-creation
 - Signposting -developing a 'sense of place'
 - Sports and Biodiversity Action Plans
 - Renewable energy







2Kw Heat Pump Console Unit- Part of 100kw Lake Loop system

Enhancing the environment- THE SWERDA VIEW

- A champion for truly sustainable development
- 12% of the SW regional economy relies directly on land and landscape
- Visitors, investors and companies all rank Quality of Life issues (including environmental quality) as a key attraction of the South West

IAN KNIGHT
Gloucestershire Manager, SWERDA Oct 2008

- **Park- a centre for Sustainable Actions.**
- **SWERDA and others can have blinkered views of rural tourism and regeneration.**
- **Challenge of sustainable procurement- difficult to near impossible.**
- **Staff commitment vital.**
- **Local Authorities have a key role via planning/building control and sustainability targets (n.b. S106 agreements)**
- **Some incentives no use to voluntary sector- i.e. Capital Allowances**

Sustainability- Key Points