



Cotswold Lakes

A name that fits: from Cotswold Water Park to
Cotswold Lakes

www.cotswoldlakes.com

© Dan Stubbins



Cotswold
Lakes

Where?
Why?
How?
When?
Who?
What?

What next...?



**COTSWOLD
WATER
PARK**

1969



Cotswold
Lakes

2025



Cotswold Lakes



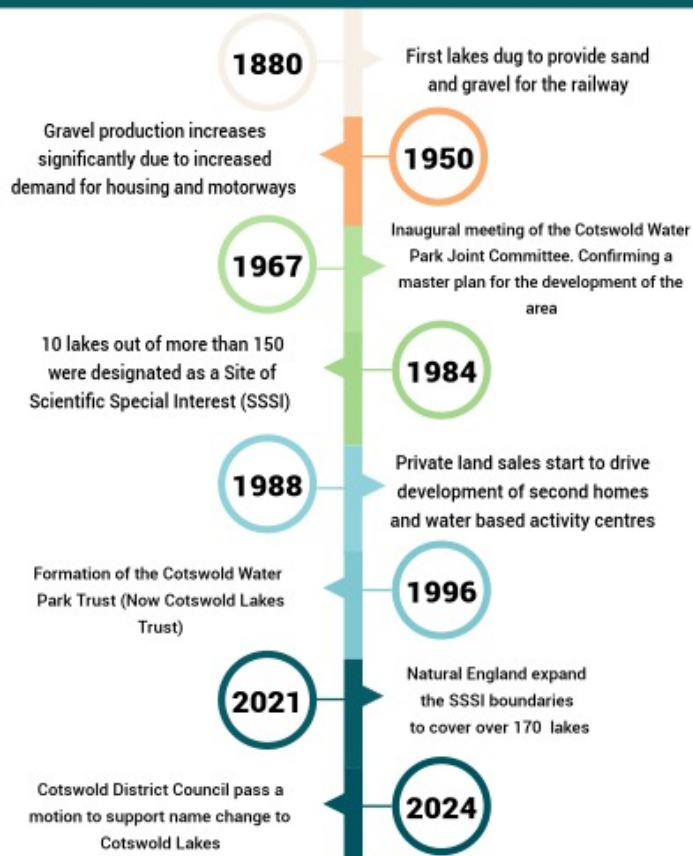
Cotswold
Lakes

A timeline



Cotswold
Lakes

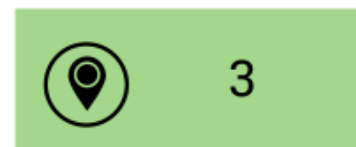
What is it?



Over 180 lakes covering 42 square miles



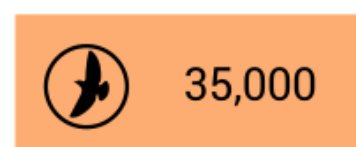
Formed from over 50 years of gravel extraction



Straddling 3 counties, Gloucestershire, Wiltshire and Oxfordshire



Estimated 1,000,000 visitors per year



Home to over 35,000 wintering birds



Great Crested Grebe



© Dave Soons

Great White Egret



© Dave Soons



Cotswold Lakes



Why Change?

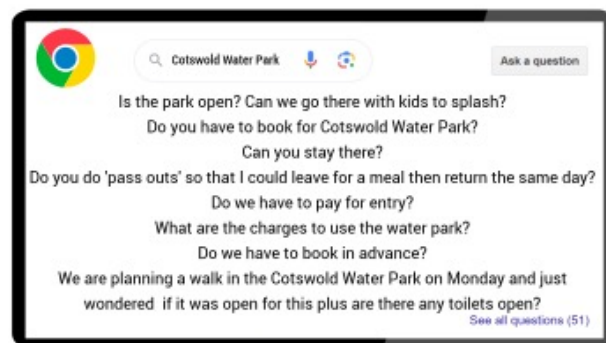
The Cotswold Lakes deserves its reputation as an incredible location for nature, leisure and all that it has to offer.

However, this could not be far enough from the very definition of a water park, and added 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.

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



A name that fits

In early 2024, a steering group of local business owners, in collaboration with the Cotswold Lakes Trust, proposed an exciting transformation: renaming the region from Cotswold Water Park to Cotswold Lakes.

This idea quickly gained traction, receiving majority backing from the regions operators and parish councils. In response to this growing momentum, on 31st July 2024, Cotswold District Councillors passed a motion to officially support the name change.



Cotswold Lakes

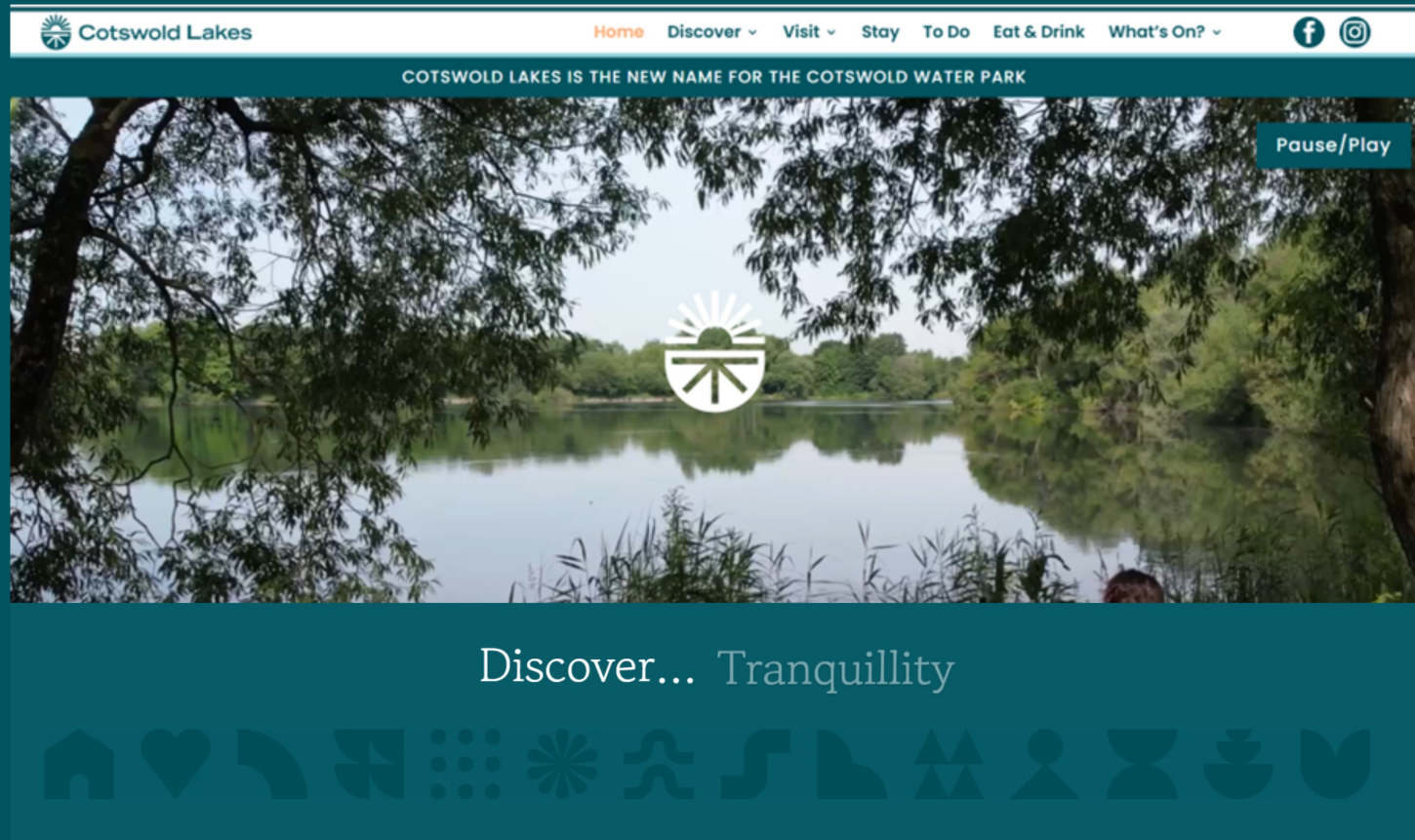
Establishing a distinct brand and identity for the region simplifies marketing efforts and enhances clarity for visitors.

The new name not only captures the interest of local and national media but also boosts visitor numbers from both residents and tourists, benefiting the entire district.





Cotswold Lakes



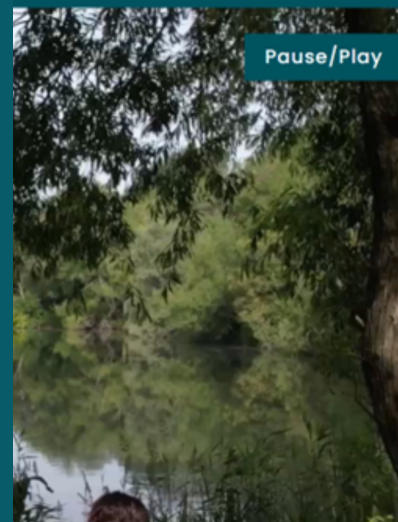
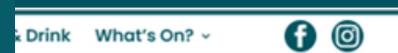


Cotswold Lakes



Cotswold Lakes

Discover...
Nature...
Tranquility...
Adventure...



Discover Nature



Discover Adventure



Discover Tranquillity

