Living Lakes Eastern Europe Network
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Wimbleball Lake
A sustainable tourism and visitor management case study

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Designated and defined interests

- National Park & The Broads
- South Downs National Park (designated but not yet confirmed)
- Area of Outstanding Natural Beauty
- Heritage Coast
- Community Forest
- National Trail
- National Trail approved but not yet open
- Regional boundary
- County/Unitary Authority boundary
- Wimbleball Lake, Exmoor National Park
- 200 hectares open water
- Privately owned for water supply
- Independent Charity for public recreational use
..isolated rural location
..run down/underused facilities
..a strategic vision
The Wimbleball Project

• encourage new visitors
• provide higher quality tourism facilities
• increase long term local prosperity
The Wimbleball project – six key elements

• New watersports & outdoor ‘Activity Hub’

• Training centre of excellence

• Improved access onto and around the lake

• Improved visitor facilities

• Interpretation of natural features

• New ‘office’ with IT links for local people
Active Tourism
Increasing use and prosperity…

• Funders and partners

• ‘Can do’ approach

• Taster sessions/special events

• Training courses/new skills

• New & improved facilities

• Local products & services

• Business/job creation
Sustainable..?
Sustainable activities?  Sustainable access?

Sustainable water levels and multi-use?
Drivers of Change

Success
Climate
Technology
Behaviour
Thank you – any questions?