

STROUD WATERS



Swim in the
natural waters

Dip into
tranquility

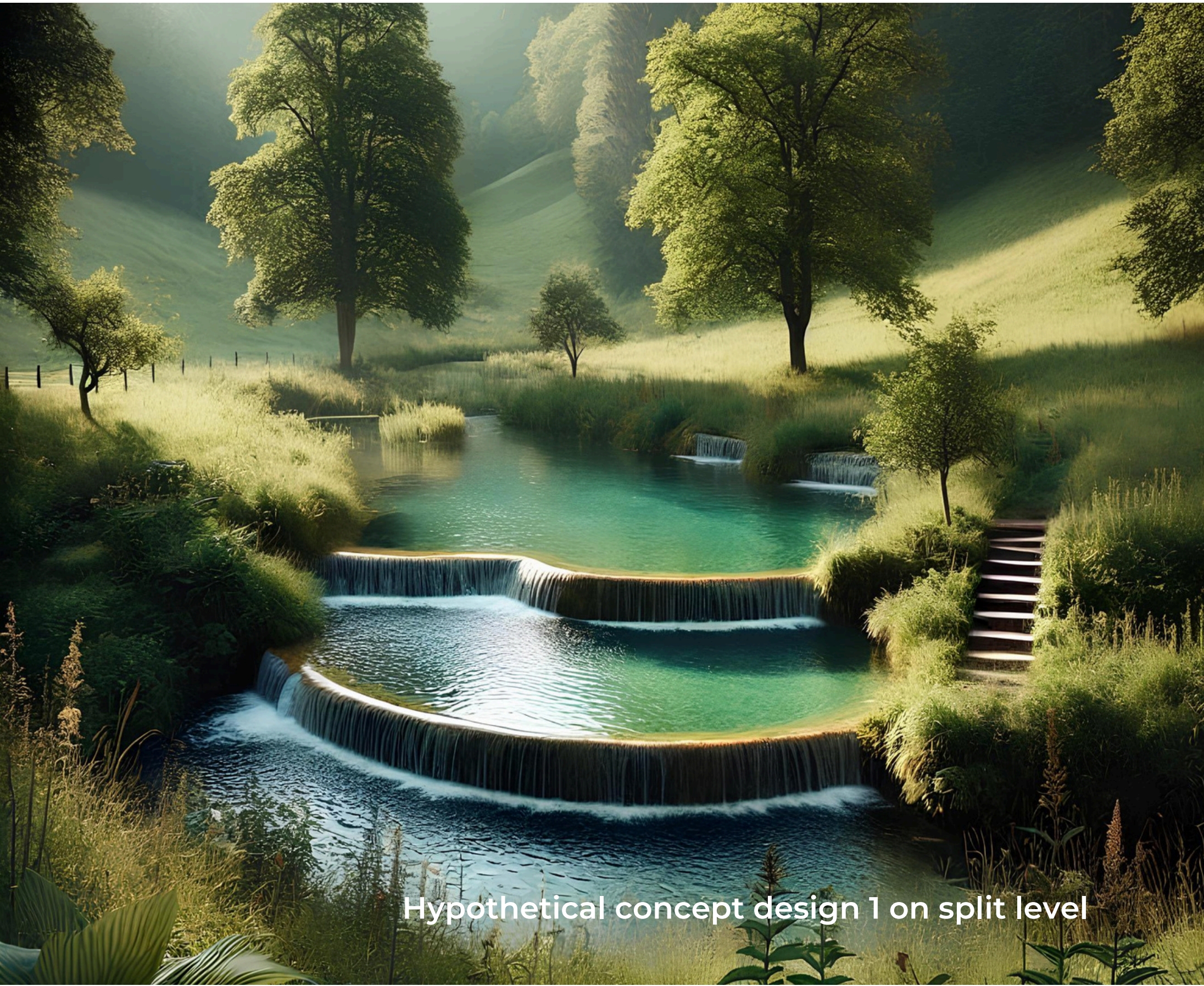
Play amidst
the beauty

Be one with
nature

Created and developed
by Community Waters
CIC



MISSION



Hypothetical concept design 1 on split level

To create a community outdoor bio-filtered natural pool, for those seeking a connection with nature, water, and each other

To provide a safe, inclusive and sustainable swimming experience that will enhance community well-being and increase biodiversity

To incorporate heated water, for a section of the pool, to promote all year round use

- Land has been offered by a local farmer in the Stroud locality
- Funding to be achieved by grants, crowdfunding, private and community investment, corporate sponsorship

KEY OBJECTIVE

COMMUNITY WELLBEING



The key objective is to create a safe, inter-generational, outdoor swimming venue where everyone can come together to enjoy water in nature, and cultivate a sense of belonging and cohesion.

Stroud Waters will be designed to both promote physical health and fitness through a natural swimming experience, and nurture mental well-being by exposure to a restorative blue and green environment, which has many psychological benefits.



Hypothetical concept design 2.

BENEFITS OF SWIMMING OUTDOORS IN NATURAL WATER



BETTER IMMUNITY

Swimming in colder water can reduce the potential over-production of certain hormones that can contribute to impaired immunity, making your more body more robust and resistant to infection.

1

BEING IN NATURE

Exposure to green and blue spaces has been linked to a reduction in cortisol, blood pressure and cholesterol levels. Being within the beauty of nature gives you a sense of freedom and adventure.

6

IMPROVED SLEEP

Swimming outdoors can result in a natural increase in the levels of the hormone prolactin, which can help to improve the quality of your sleep.

2

CONNECTION TO OTHERS

Being with other swimmers, outside in the fresh air, all enjoying the same energy and endorphin boost makes it a wonderful way to connect whilst exercising

7

INCREASED HAPPINESS

Swimming outdoors boosts your dopamine and serotonin levels – the happy hormones – and stimulates the release of feel-good endorphins.

3

PLAY

“Play is the Gateway to Vitality”
Being playful builds connection, releases oxytocin and brings joy - for all ages!

8

STRONGER PHYSICAL HEALTH

Swimming outdoors improves circulation, increases exposure to daylight thereby improving Vit D levels, increases metabolism, reduces inflammation, and improves muscle tone and strength

4

WATER SAFETY

Building confidence and resilience in and around open water is a life-saving skill to teach all ages, especially children

9

BETTER MENTAL HEALTH

Swimming outdoors reduces negative mood states such as tension, anger, fatigue and symptoms of anxiety and depression. More positive mood states are associated with swimming in nature.

5

ENHANCED SKIN HEALTH

Natural water contains minerals and nutrients that nourish and hydrate the skin, compared to chlorinated water which can cause irritation

10

DESIGN FEATURES

SWIMMING ZONES



LANE SWIMMING



For swimmers of all abilities and pace to practice their strokes and build endurance.

CIRCUIT SWIMMING



For continuous swimming around a measured circuit - perfect for those training for long distances or swimble friends.

DIPPING ZONE



A tranquil area for those seeking a calm and soothing experience, ideal for mindfulness, and gaining the benefits of cold water immersion all year round.

FAMILY AREA



Families and friends can enjoy an area designed for connection and play, encouraging exercising in a fun, stimulating way.

HEATED AREA



A section will be heated all year round, to ensure all swimmers can gain the benefits of swimming outdoors whatever the season.

Zones bookable by community for group activities: Schools, swimming coaching and water safety, baby swim groups, aquafit classes, corporate team building events...

STROUD WATERS DESIGN FEATURES



- open all year round
- heated section
- sauna
- safe/lifeguarded
- chemical free water
- excellent water clarity
- can see bottom
- cafe on site
- changing rooms and shower
- affordable
- yoga/meditation space
- separate swimming zones
- places to relax around pool



STROUD WATERS PROJECT STAGES

Public / Private Engagement- 2024

Public Consultation,
Engaging with
community, partners,
Local Authority and
stakeholders



Incubation 2023

Development of
Mission, Vision and
Setting up CIC



Fundraising 2024 onwards

Apply for Grant
Funding,
Launch crowdfunding



Site Acquisition and Planning 2024

Work with landowner
and Local Authority to
plan delivery



Construction 2025/26

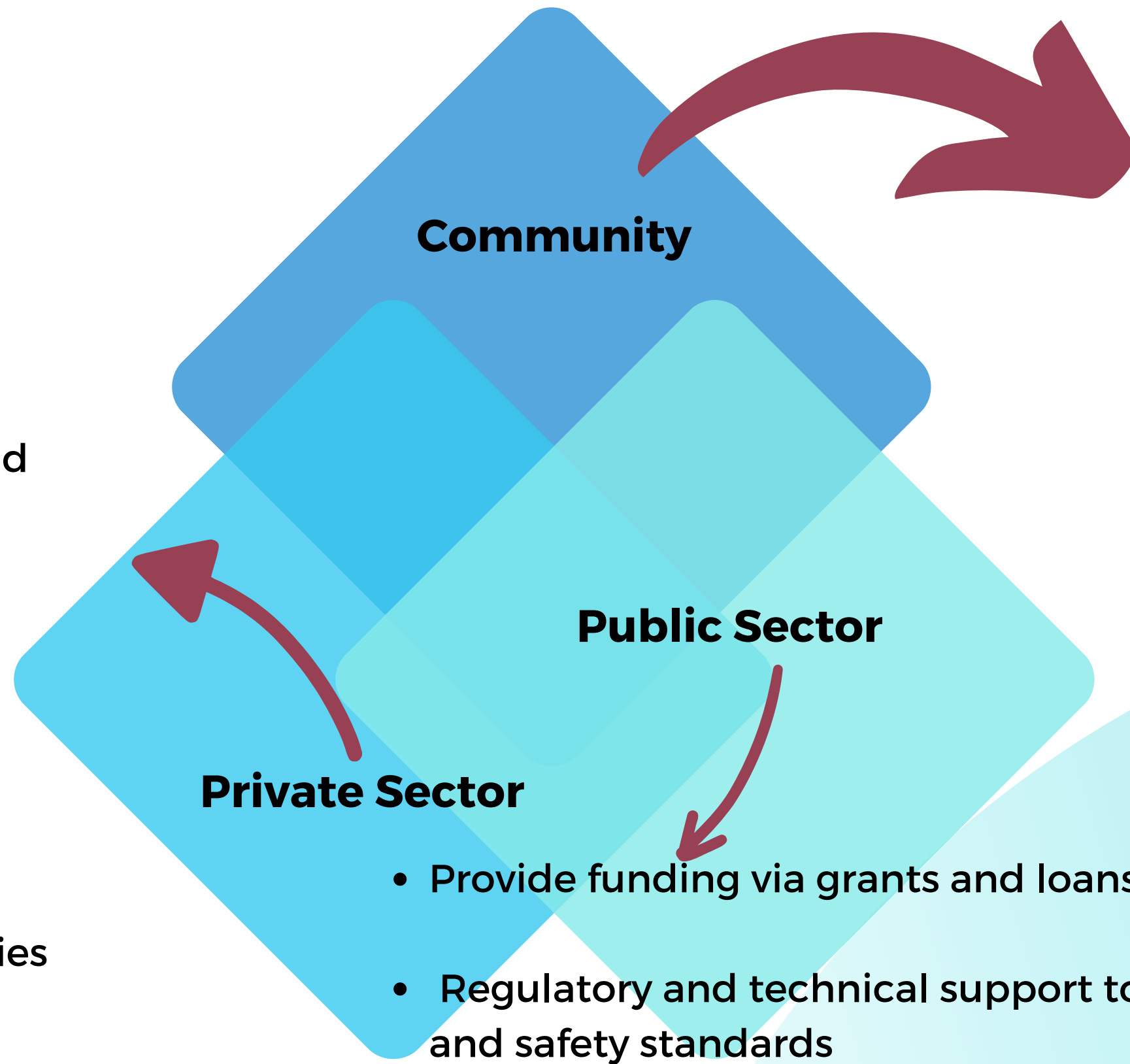
Work with natural
swimming pool company
and land water architect to
design and build



PROJECT DELIVERY AND GOVERNANCE



- Financial support through investments, sponsorships, or donations
- Consider long-term partnerships for continued success and sustainability of pool
- Design and construction
- Marketing and promotion
- Innovative technologies for eco-friendly sustainability
- Operational support



- Community workshops to contribute to initial planning and design
- Fundraising events/initiatives
- Partner with local businesses for donations of materials or equipment
- Volunteer teams responsible for ongoing maintenance and upkeep of pool
- Organise community events at pool site to encourage connection
- Potential connections with local Commons economy
- Provide funding via grants and loans
- Regulatory and technical support to ensure compliance with environmental and safety standards
- Local authorities to provide planning advice and permissions

OUR TEAM



Community Waters CIC is a Community Interest Company, registered in England no.15283469

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AMY MORRIS
FOUNDER AND DIRECTOR

ADAM CLEGG MPlan
PLANNING AND
DEVELOPMENT ADVISORY

With diverse backgrounds in community health, open water swimming, planning, and project management, we bring a unique blend of expertise to this ambitious project



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journey**