



# **NATIONAL PARK**

**PARTNERSHIP  
PLAN**

**2012 - 2017**

**LOCH  
LOMOND  
& THE TROSSACHS  
NATIONAL PARK**



## Key Public Sector Partners



Scottish Natural Heritage's work is about caring for the natural heritage, enabling people to enjoy it, helping people to understand and appreciate it, and supporting those who manage it.



The National Park is covered by four local authorities. Each provides a range of services to their residents including education, environmental services, housing, leisure facilities etc.



The mission of Forestry Commission Scotland is to protect and expand Scotland's forests and woodlands and increase their value to society and the environment.



Transport Scotland is the national transport agency for Scotland and is responsible for rail and trunk road networks and major public transport projects.



The police deliver an effective service to the communities of Scotland, ensuring that they live their lives free from crime, disorder and danger.



sportscotland is the lead agency for the development of sport in Scotland, investing expertise, time and public money in developing a world-class sporting system at all levels.



Scottish Enterprise's job is identifying and exploiting the opportunities for economic growth by supporting Scottish companies to compete, helping to build globally competitive sectors, attracting new investment and creating a world-class business environment.



Historic Scotland is an executive agency of the Scottish Government and is charged with safeguarding the nation's historic environment and promoting its understanding and enjoyment on behalf of Scottish Ministers.



Scottish Environment Protection Agency is Scotland's environmental regulator. Its main role is to protect and improve the environment. SEPA is a non-departmental public body, accountable through Scottish Ministers to the Scottish Parliament.



VisitScotland works closely with private businesses, public agencies and local authorities, to ensure that visitors experience the very best of Scotland and that the country makes the most of its outstanding tourism assets.

## Key Non-public Sector Partners

### Community

National Park Community Partnership, Community Councils, Community Development Trusts

### Representative Bodies and Third Sector

Environment Link and specifically land-owning NGOs in the Park

- RSPB
- National Trust for Scotland
- Woodland Trust Scotland

Scottish Land and Estates, National Farmers Union of Scotland

Friends of Loch Lomond and The Trossachs, Loch Lomond & The Trossachs Countryside Trust

### Private Sector

National Park Destination Development Group, Land Managers, Local Destination and Trade Groups, Businesses

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# MINISTERIAL FOREWORD

Scotland's National Parks are two of our greatest national assets. From the high mountains and straths of the Cairngorms to the lochs and woodlands of Loch Lomond and the Trossachs, these areas of outstanding natural beauty provide some of our most iconic landscapes.

They are important for their contribution to the Scottish tourist industry and wider economy, their rich cultural heritage and for the health and social benefits they bring our citizens. They are valued by the communities and people that live, work and find recreation and enjoyment in them.

Our National Park Authorities play a vital role in managing the Parks, in supporting sustainable rural development, in promoting and enhancing the visitor experience and ensuring that the Parks' stunning landscapes and special qualities are conserved and enhanced for future generations.

Success for our National Parks relies on close and effective partnership working – by Government, national agencies, local authorities, private businesses, charities, land managers and community organisations. I am confident that everyone will play their part, working together to make the most of the tremendous opportunities that the National Parks offer and to ensure that these special areas of Scotland achieve their full potential. We aspire to them being 'must visit' destinations – renowned for their landscapes, welcoming visitor experience and thriving communities.



The new five-year National Park Partnership Plans have been produced following extensive consultation and discussion. They set out in detail how the National Parks, and what they offer to the people of Scotland and visitors, will be enhanced over the next few years.

We should be proud of our National Parks and, in partnership, work to ensure they stand as two of the best in the world.

Stewart Stevenson  
Minister for the Environment & Climate Change



# FACAL-TÒISEACHAIDH

Tha dà Phàirc Nàiseanta na h-Alba air an fheadhainn as cudromaiche nar dùthaich. O bheanntan àrda is srathan a' Mhonaidh Ruaidh gu lochan is coilltean Loch Laomainn is nan Tròisichean, tha na sgìrean fìor àlainn seo mar phàirt den dreach-tìre as suaicheantaiche a th' againn.

Tha iad cudromach a thaobh na chuireas iad ri gnìomhachas turasachd na h-Alba cho math ris an eaconamaidh san fharsaingeachd, ris an dualchas shaidhbhir chultarach agus air sgàth nam buannachdan slàinte is sòisealta a bheir iad dhar muinntir. Tha luach air a chur annta leis na coimhearsnachdan is na daoine a bhios a' fuireach, ag obair agus a' dèanamh caitheamh-aimsire annta.

Tha ròl cudromach aig Ùghdarrasan nam Pàircean Nàiseanta againn a thaobh a bhith a' stiùireadh nam Pàircean, a' cumail taic ri leasachadh dùthchail leantainneach, ag adhartachadh is a' cur ris na dh'fhiosraicheas luchd-tadhail agus a' dèanamh cinnteach gum bithear a' glèidheadh 's a' cur ri dreach-tìre is àilleachd àraid nam Pàircean air sgàth nan ginealachdan ri teachd.

Tha mar a shoirbhicheas le ar Pàircean Nàiseanta a' crochadh air co-obrachadh dlùth is èifeachdach - eadar an Riaghaltas, buidhnean nàiseanta, ùghdarrasan ionadaile, gnìomhachasan prìobhaideach, buidhnean-cathrannais, luchd-stiùiridh fearainn agus buidhnean coimhearsnachd.

Tha mi glè chinnteach gun coilean na h-uile an ròl fhèin, ag obair còmhla gus làn-chothrom a ghabhail air na cothroman mìorbhaileach a thig an cois nam Pàircean Nàiseanta agus gus dèanamh cinnteach gun tèid na ghabhas coileanadh ann an sgìrean sònraichte seo na h-Alba a thoirt a-mach gu h-iomlan. 'S e ar n-amas gum bi iad mar àiteachan 'a dh'fheumar tadhal orra' - àiteachan a tha ainmeil a thaobh dreach-tìre, mar a dhèiligear ri luchd-tadhail agus air sgàth nan coimhearsnachdan soirbheachail annta.

Chaidh Planaichean Com-pàirteach còig-bliadhna nam Pàircean Nàiseanta a chur air dòigh an dèidh tòrr co-chomhairleachaidh is deasbaid. Tha iad a' cur an cèill gu mionaideach mar a thèid cur ris na Pàircean Nàiseanta, agus na bhios iad a' tabhann do mhuinntir na h-Alba 's do luchd-tadhail, sna beagan bhliadhnaichean a tha romhainn. Bu chòir dhuinn a bhith pròiseil às ar Pàircean Nàiseanta, agus, ann an com-pàirteachas, a bhith ag obair còmhla gus dèanamh cinnteach gum bi iad mar an dà phàirc is fheàrr air an t-saoghal.

Stiùbhart Stevenson  
Minister na h-Àrainneachd is Atharrachadh Sìde





## WHAT SUCCESS LOOKS LIKE

The international family of National Parks and our local achievements provide great examples of how Loch Lomond & The Trossachs National Park could look in the future with the right investment and focus. In order to capitalise fully on the many benefits National Parks can bring to our economy, society and environment we can learn from some of the world's leading National Parks. This chapter suggests the features that a successful Park should have.

The landscapes, habitats and species of the Park face unique pressure in Scotland from the high numbers of people that visit this special area. It is crucial that the natural environment is conserved and enhanced for future generations because without this nobody would visit the Park and nature itself is the very essence of the Park's appeal.



Visitors and residents understand what it is to be in a National Park and respect it as a place to enjoy and conserve. Local businesses benefit from being associated with a worldwide recognised brand.

The National Park is a place for visitors to enjoy. There will be a variety of high quality campsites where people from all backgrounds can pitch their tents and enjoy the outdoors without degrading the environment. Campervans have places to stop that provide the right facilities all across the Park. All are provided at a reasonable cost.



All photos © Loch Lomond & The Trossachs National Park Authority unless otherwise stated.



The land is managed for multiple benefits by viable land-based businesses with specific focus on ensuring the integrity of the landscape in such a special area.



International and local visitors enjoy a wide range of attractive, conveniently located places to stay, including high quality hotel accommodation, which encourages them to return again and again.



There are plentiful opportunities for people to enjoy some of the lochs with their own boats or to hire one for a pleasant day out. Pontoons, jetties, and marinas for all types of craft allow access to key lochs.

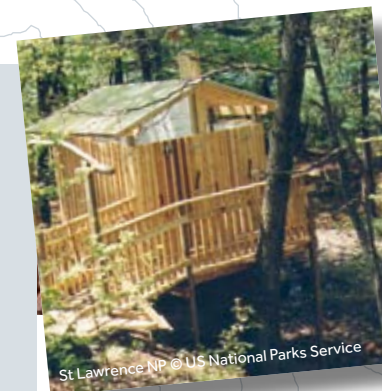


There are lots of different activities for everyone on and around the Park's many lochs. Ferries connect people across the lochs allowing them to leave their cars and their cares behind. Cruises are available on our major lochs and provide a high quality visitor experience. There is easy access to lots of popular destinations.

Throughout the Park there are recycling facilities that people use instead of littering the ground. The bins are emptied regularly and people take pride in their countryside.



At the larger car parks, informal campsites and the start of popular paths there are inexpensive public composting toilets powered through renewable energy.

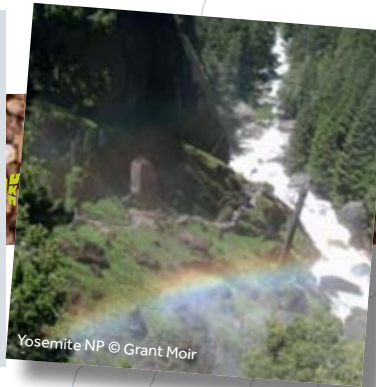


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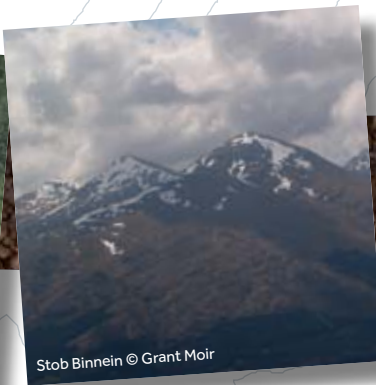




The National Park has a fantastic set of paths for people of all ages and abilities. The Park becomes known as a place for all to enjoy and visit with joined-up paths and public transport. There are loads of opportunities to go into the wild areas and enjoy the remote feeling of the Highlands. There is also a variety of outdoor activities, sports and recreation opportunities for people to experience.



Yosemite NP © Grant Moir



Stob Binnein © Grant Moir

Every visitor is welcomed by a National Park Ranger, Volunteer Ranger or representative of a local business who has the knowledge about all there is to do and see in the area. Information is also available through visitor centres, websites and web-based or mobile phone apps.



Storm Point Trail, USA © US National Parks Service



Millarochy Bay, Loch Lomond

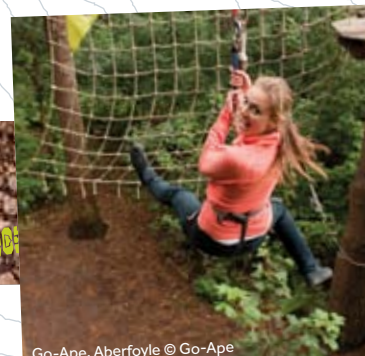


Kilmun Housing © Colin Gray



Restoring Water Wheel, Killin

New buildings contribute to a highly attractive place to live and visit and there is a broad range of housing that meets local communities' needs. At the same time historic buildings and townscapes are beautifully conserved and accommodate a range of vibrant businesses.



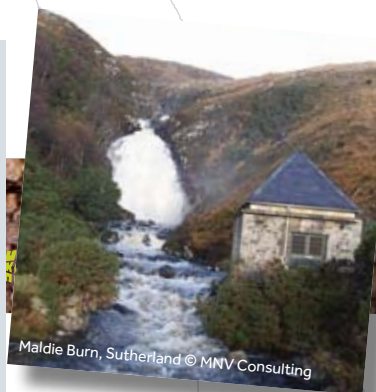
Go-Ape, Aberfoyle © Go-Ape



The Lade Inn Callander © The Lade Inn

There is a thriving business community offering residents and visitors a wide variety of goods and services. Businesses contribute significantly to the unique experience of being in a National Park and work collaboratively across the Park to grow the tourist market.

The Park's rivers and lochs generate renewable energy without degrading the natural environment.



Maldie Burn, Sutherland © MNY Consulting



Sloy Power Station © Sheila Winstone

Communities contain more people who live and work in the Park and who are involved in projects that improve community life. The cultural heritage of the Park is celebrated in events and festivals every year which provides enjoyment and entertainment for residents and visitors alike.



Killin Highland Games



Three Villages Hall, Arrochar

FINALLY, THIS NATIONAL PARK IS A PLACE THAT SCOTS CAN BE PROUD OF AND MATCHES THE BEST IN THE WORLD-WIDE FAMILY OF NATIONAL PARKS.

All photos © Loch Lomond & The Trossachs National Park Authority unless otherwise stated.





Ben A'an – Euan Myles

# INTRODUCTION TO NATIONAL PARKS

## National Parks in Scotland

Scotland's National Parks are national assets. They are internationally recognised visitor destinations that showcase the very best of Scotland's environment.

Our National Parks can be models of sustainable rural development, generating growth, enhancing landscapes and biodiversity, supporting thriving communities and getting the best from our land. They are models of a collaborative approach to management delivering for people and place. The collective management of Scotland's National Parks contributes directly to the central purpose of the Scottish Government, creating sustainable economic growth, and Scottish Government outcomes.

Scotland's National Parks share four aims set out by Parliament:

- To conserve and enhance the natural and cultural heritage of the area;
- To promote sustainable use of the natural resources of the area;
- To promote understanding and enjoyment (including enjoyment in the form of recreation) of the special qualities of the area by the public;
- To promote sustainable economic and social development of the area's communities.

Both National Parks have a partnership plan which sets out the approach to managing each National Park, reflecting the special qualities, challenges and opportunities of each. The plans are therefore different but they share some basic principles that guide the management of both of Scotland's National Parks.

## Scottish National Park Principles

### Our Environment

The conservation and enhancement of the environment is central to National Parks achieving their purpose. It underpins delivery of all four aims (see above) and is integral to the sustainable development needed to support communities and businesses to protect and enhance these areas for future generations.

### Parks for All

National Parks are for all of Scotland's people and its visitors from around the world to enjoy. They should offer opportunities for all, regardless of physical ability, age, income or background. Thriving local communities and successful businesses are particularly important to sustaining the Park in the long term and providing the services and facilities needed for a thriving rural economy.

### Innovation

National Parks are a real opportunity to trial new approaches to public service delivery, visitor management, destination development and landscape-scale conservation that meet the needs of these places. They are geographical areas that provide significant but discrete areas to trial approaches that can then potentially be rolled out across Scotland.

### Tourism and Visitor Management

National Parks are national tourism assets with international appeal that need sustainable approaches to visitor management and tourism development, balancing the needs of visitors, communities, businesses and conservation to deliver high quality destinations.

### Acting on Climate Change

As Scotland's largest protected landscapes, National Parks have a significant role to play in mitigating and adapting to climate change, including appropriate and sensitive renewable energy development.

### Partnership

Looking after National Parks is the responsibility of all, not just the National Park Authorities. All relevant organisations will be asked annually to report against delivery of the National Park Partnership Plan. Key partner public bodies should identify and report in their corporate plans how they contribute to delivering the Partnership Plan and, through that, the four National Park statutory aims, their own organisation's key aims and the Scottish Government outcomes.

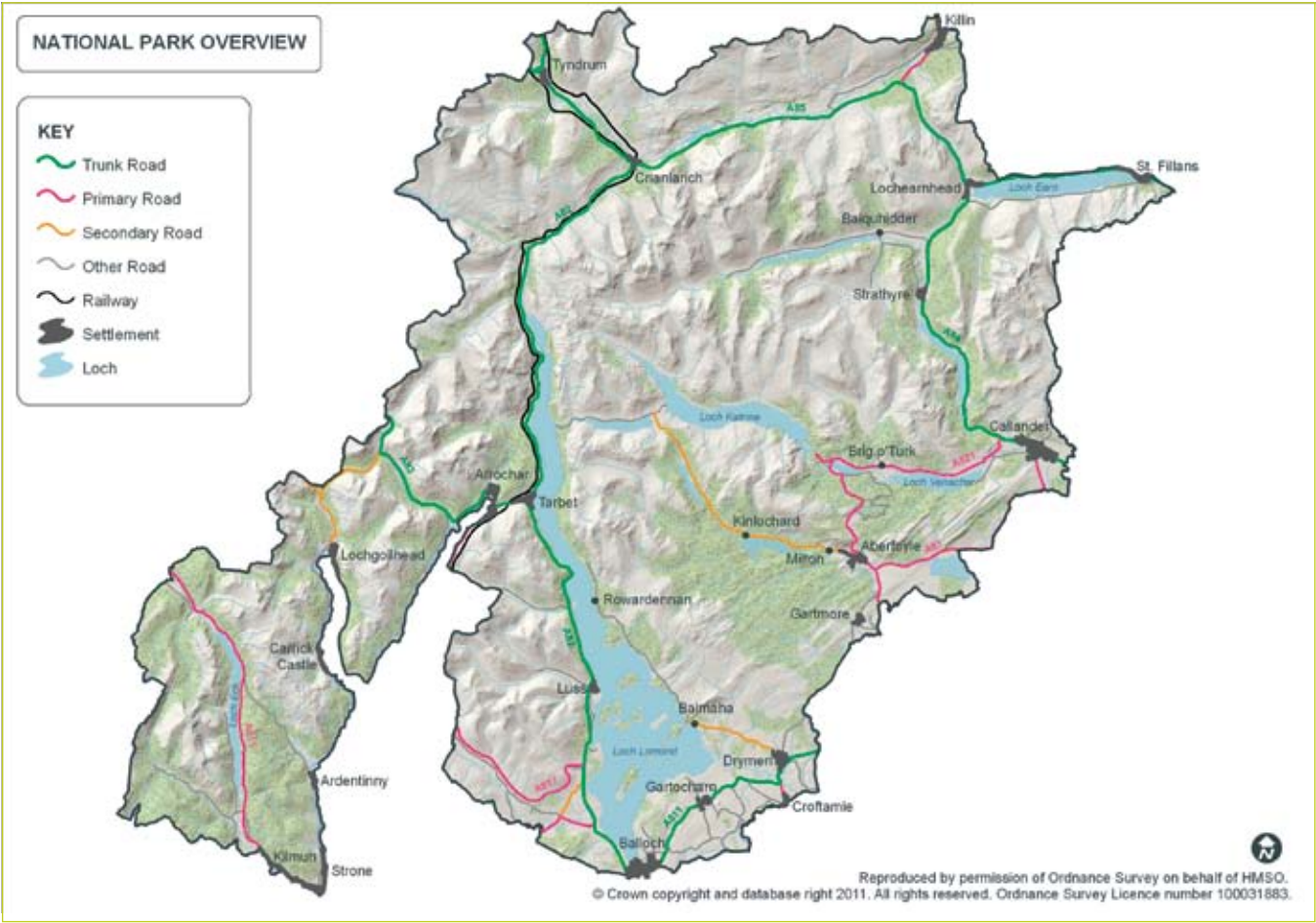


# INTRODUCTION TO LOCH LOMOND & THE TROSSACHS NATIONAL PARK

Loch Lomond & The Trossachs National Park (National Park) has the potential to be a real generator for growth in Scotland and a showcase for the very best of the scenery and natural heritage that Scotland is famous for. Almost 7 million visitor days are spent in the National Park’s 720 square miles each year. Loch Lomond is also a globally-renowned scenic place and an asset for Scotland, which attracts people from all round the world.

Tourism is vital for the economy of the National Park and for the economy of Scotland. The quality of the public infrastructure and the commercial enterprises that build on that foundation and generate wealth are crucial to the tourist economy. This plan aims to increase the quality of the public infrastructure in the National Park to generate greater business activity to meet the Scottish Government’s core purpose of creating a more successful country through increasing sustainable economic growth.

This will be done in harmony with the magnificent environment of the National Park which is the bedrock of this National Park. The water, landscape, biodiversity and recreation opportunities are the reasons so many people visit the area. The National Park must protect these assets from over development and ensure that future generations have the same opportunities to enjoy this area.

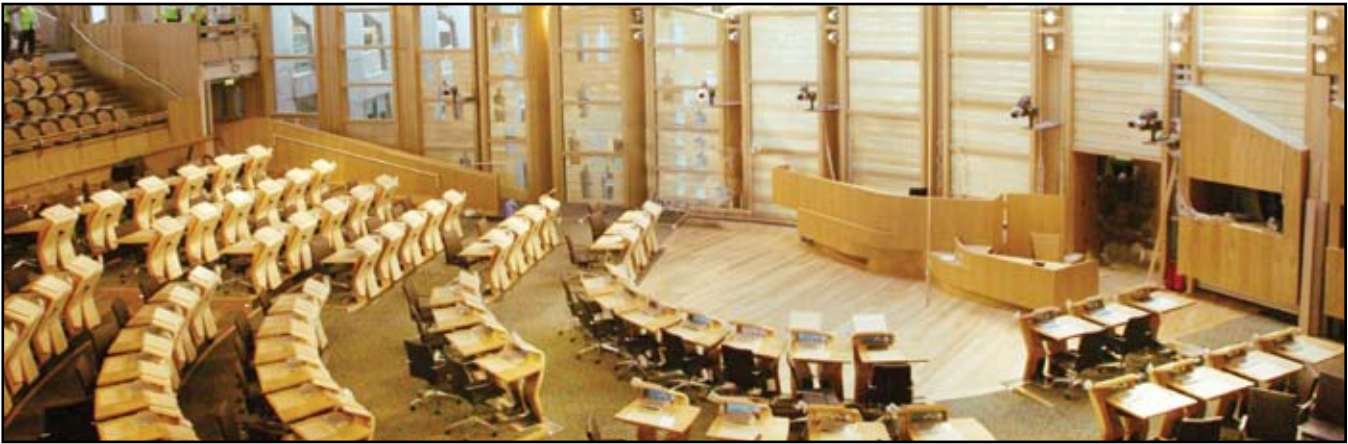


## Scottish Government Outcomes

The National Park Partnership Plan, when implemented, will contribute to a range of Scottish Government outcomes and future policy directions. The table below outlines the areas where there will be a major contribution.

The National Park Partnership Plan is the high-level land use strategy for the National Park.

National Outcomes	Conservation	Visitor Experience	Rural Development
We live in a Scotland that is the most attractive place for doing business in Europe		x	x
We realise our full economic potential with more and better employment opportunities for our people	x	x	x
We are better educated, more skilled and more successful, renowned for our research and innovation			
Our young people are successful learners, confident individuals, effective contributors and responsible citizens	x	x	x
Our children have the best start in life and are ready to succeed			
We live longer, healthier lives	x	x	
We have tackled the significant inequalities in Scottish society	x	x	x
We have improved the life chances for children, young people and families at risk			
We live our lives safe from crime, disorder and danger		x	
We live in well-designed, sustainable places where we are able to access the amenities and services we need	x		x
We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others		x	x
We value and enjoy our built and natural environment and protect it and enhance it for future generations	x	x	x
We take pride in a strong, fair and inclusive national identity	x	x	
We reduce the local and global environmental impact of our consumption and production	x		x
Our public services are high quality, continually improving, efficient and responsive to local people’s needs	x	x	x







# CONSERVATION

## Outcome

An internationally-renowned landscape where the natural beauty, ecology and the cultural heritage are positively managed and enhanced for future generations.

Managing and protecting the Park’s natural heritage, cultural heritage, land and water resources in a sustainable way is central to being a National Park.

National Parks are intrinsically linked with conservation. The National Parks (Scotland) Act 2000 states that if an area is to be designated a National Park it must be an area of outstanding national importance because of its natural heritage or the combination of its natural and cultural heritage. Loch Lomond & The Trossachs National Park has many examples of outstanding natural and cultural heritage whether it is mainland Britain’s largest inland water body in Loch Lomond, some of the UK’s largest areas of broadleaved woodland, the place where Scottish tourism began in The Trossachs or designed and historic landscapes.

Maintaining and enhancing this core characteristic of outstanding natural and cultural heritage is at the heart of what this plan is about. This National Park Partnership Plan will focus on maintaining and, wherever possible, enhancing the outstanding natural and cultural heritage.

Environmental policy in Scotland is increasingly directed towards obtaining multiple benefits, for example health, economic, landscape etc. The landscape, biodiversity and cultural heritage are all economic assets for the National Park as well as having a value in their own right. Many of the Park’s businesses are built on the back of these natural resources and the green infrastructure of the Park should be maintained and enhanced as a key tool for sustainable economic growth.

### National, Regional and Local Policy Context

A number of strategies and policies at a national and local level provide context for the Park Partnership Plan:

- a. Land Use Strategy for Scotland
- b. Scottish Biodiversity Strategy
- c. Scottish Forestry Strategy
- d. National Food and Drink Policy for Scotland
- e. European Landscape Convention and Scottish Landscape Charter
- f. Scottish Rural Development Programme

- g. Community Planning Partnerships’ Single Outcome Agreements
- h. Water Framework Directive
- i. River Basin Management Plans

### Main Conservation Challenges in the National Park for 2012–2017

A number of challenges face the National Park in the period of this plan, some of which are set out below:

- a) The pressure from people and development on the Park’s natural assets is one of the biggest challenges for conservation;
- b) Long-term changes require agreed long-term priorities;
- c) Land management support payments and other schemes do not necessarily reflect the National Park aims or local conservation issues;
- d) Integrating public and private objectives for land in the National Park;
- e) A limited role for National Parks is detailed in delivering national strategies, such as Scottish Biodiversity Strategy, Scottish Forestry Strategy;
- f) Biosecurity threats facing many of the Park’s trees and shrubs, including *Phytophthora*, *Dithostroma* etc;
- g) Invasive non-native species threats, such as *Rhododendron ponticum*, American mink;
- h) Growing recreation pressure on key conservation resources, such as water bodies, loch shores;
- i) Land use change and development pressure affecting key conservation resources;
- j) Good comprehensive ecological information on which to base decision making and monitoring is difficult to access and is incomplete;
- k) Traditional land management practices are over reliant on support schemes;
- l) Need for an increase in spatial planning to achieve multiple benefits from land specifically, though not exclusively, focussing on landscape;
- m) Long-term funding for conservation is difficult to secure;
- n) Lack of resources and agreed direction over maintaining and enhancing the built and historic environment.





Key Policies to Enhance Conservation

The policies below provide guidance for all organisations that operate in the National Park.

Con Policy 1: Conservation (Sandford) Principle

In exercising their functions in the National Park all public agencies will give greater weight to the first aim of the National Park if it appears to be in conflict with the other National Park aims. Additionally any plan or project will only proceed if it does not adversely affect the integrity of a designated site.

Con Policy 2: Natural Heritage

Native species, habitats and geodiversity features within the National Park should be protected and enhanced through management and development that is in keeping with the Park's protected status. Priority will be given to:

- a) Species that are most under threat, in particular: wading birds, Greenland white-fronted geese, black grouse, red squirrel, capercaillie, powan, salmon and water vole.
- b) Ensuring that designated sites features are in a favourable condition or are under management that leads to that condition.
- c) An ecosystems approach focussing on peatland, wetlands, heath, moorland and woodland at a landscape scale to deliver carbon sequestration, flood management and the creation of integrated habitat networks across the Park as part of the National Ecological Network for Scotland, that delivers resilience to climate change and mitigates fragmentation.
- d) Reducing the impact of invasive non-native species focussing on grey squirrel, American mink, Japanese knotweed, Rhododendron ponticum, and invasive riparian species.
- e) Preventing the establishment of other invasive non-native species in the Park.
- f) Promoting awareness and understanding of geodiversity features.

Con Policy 3: Landscapes

The outstanding landscapes and special qualities of the Park should be protected and where possible enhanced. The benefit of these landscapes for the economy of the Park should be understood. Priority will be given to:

- a) Protecting the relative wildness of the National Park, specifically the core areas of wild land character, acknowledging the role of land management in maintaining these core areas.
- b) Maintenance and promotion of dark skies in the National Park.
- c) Supporting land-based businesses with long-term management plans that deliver tangible benefits for the conservation, visitor experience and rural development outcomes of the National Park.

- d) Land-use changes that enhance the environment and economy of the National Park.
- e) Supporting the management and improvement of the Park's designed landscapes focussing on those locations with maximum opportunities for public enjoyment.
- f) Forest design that is sympathetic to the Park's landscapes, designated sites and ecosystems. This includes restoring Planted Ancient Woodland sites and where appropriate, increases the area of the National Park under continuous cover forest management.

Con Policy 4: Water (see also VE Policy 4)

The Park's water resources are key for economic development and public enjoyment as well as being among the defining conservation features of the Park. The conservation of these resources is critical for their long-term sustainability and ability to deliver economic development and public enjoyment. Priority will be given to:

- a) Achieving good ecological status for all the Park's rivers and lochs and preventing any deterioration in ecological status.
- b) Achieving sustainable use of Loch Lomond to deliver a balance between recreation, conservation and economic uses.
- c) Sustainable flood management solutions that safeguard designated sites and other important ecological assets, focussing initially on the River Teith in the Forth catchment.

Con Policy 5: Carbon Storage (link to RD policy 4)

The National Park's peatlands and woodlands are a valuable resource. Part of that value is the carbon stored within them. Priority will be given to:

- a) Supporting land-use practices that store carbon.
- b) Woodland expansion on suitable sites.
- c) Protection of existing peatland resources and restoration of suitable sites.

Con Policy 6: Cultural Heritage

The cultural heritage of the National Park will be conserved through:

- a) Protecting and enhancing the built environment and historic buildings, with priority given to managing Conservation Areas, sustainable re-use of vacant historic buildings and the identification of other areas that need protection.
- b) Protecting and managing archaeological sites, settings and landscapes and promoting understanding of their significance.
- c) Supporting and promoting cultural traditions and events that celebrate the cultural heritage of the National Park.

What are the Priorities for Action in Conservation for 2012–2017?

The policies in the previous section link to the priorities for action set out below. Each topic has an overall outcome and then a number of priorities for actions and relevant targets for 2017 or before.

Conservation (Sandford) Principle - (link to Con Policy 1)

Outcome: Long-term protection of the National Park

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
C1 Asset management	The maintenance of the Park's resources for future generations is still not fully taken into account in decision making. There needs to be greater understanding of the role that natural resources can play in delivering economic growth (forestry, agriculture, tourism, fishing, countryside sports, recreation) and the need to conserve these resources through effective management of resources to support economic growth and society over the long term.	By end 2013 raise awareness of the role that natural assets perform in the economic performance of the National Park.  By end 2014 develop an approach that takes into account the value of natural resources in all decision making by public bodies in the National Park.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Scottish Natural Heritage</li></ul>	<ul style="list-style-type: none"><li>Forestry Commission Scotland / National Forest Estate</li><li>Scottish Enterprise</li><li>Highlands and Islands Enterprise</li><li>VisitScotland</li><li>Local Authorities</li><li>sportscotland</li></ul>



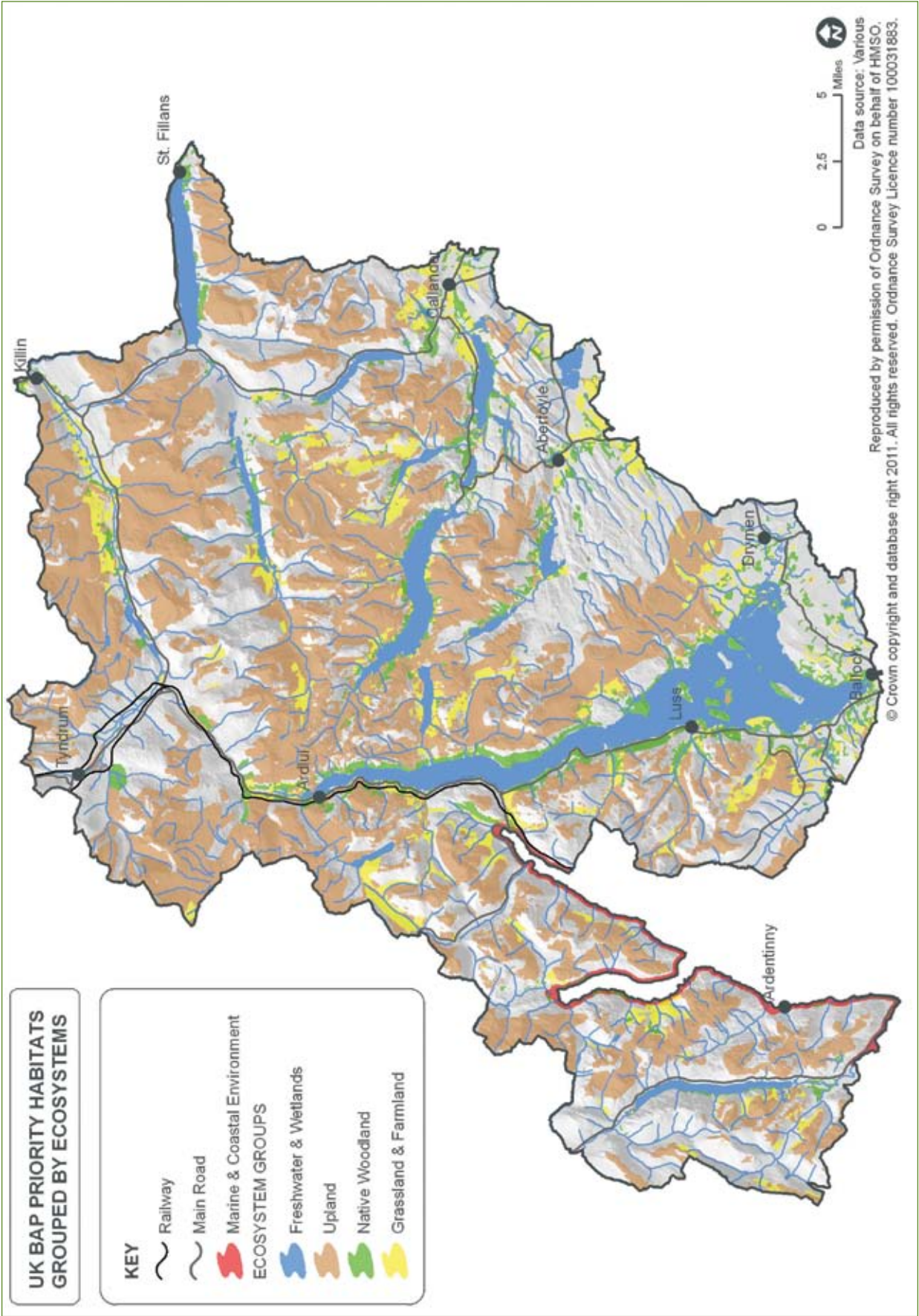


Natural Heritage - (link to Con Policy 2)

Outcome: The National Park is widely recognised as a leading area in the management and enhancement of its habitats and species

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
C2 Species Management	The National Park has a range of species that are under threat from land-use changes, climate change, recreation pressure and other issues. Species management in conjunction with a focus on integrated habitat networks should provide a robust approach to delivering conservation outcomes.	By end 2013 revise the NPBAP and then implement.  By 2017 wading birds, Greenland white-fronted geese, red squirrel, black grouse, capercaillie, salmon and water vole populations to have increased in numbers or extent on 2011 baseline or for their habitat to have been improved.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Scottish Natural Heritage</li><li>Forestry Commission Scotland / National Forest Estate</li></ul>	<ul style="list-style-type: none"><li>NGOs including RSPB, SWT, WTS, NTS etc</li><li>Private Land Managers</li><li>National Farmers Union of Scotland</li><li>Scottish Land and Estates</li><li>Fishery Trusts and Boards</li><li>The Great Trossachs Forest</li><li>Loch Lomond and The Trossachs Countryside Trust</li></ul>
C3 Integrated Habitat Network	The National Park's habitats are still too fragmented. To encourage ecological sustainability there is a need to join up areas of woodland and other priority habitats across the National Park as part of the National Ecological Network for Scotland and linking to adjacent areas, such as the Central Scotland Green Network (CSGN). This should also help with resilience to climate change through allowing populations to spread more easily.	By end 2013 identify key areas of woodland, wetland, grassland and moorland/ heathland habitats that need to be protected, enhanced and/ or expanded, connecting to the CSGN Integrated Habitat Network.  By 2015 pro-actively support applications to the SRDP (or other support mechanisms) that deliver landscape-scale habitat enhancement.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Scottish Natural Heritage</li><li>Forestry Commission Scotland / National Forest Estate</li><li>Scottish Environment Protection Agency</li></ul>	<ul style="list-style-type: none"><li>NGOs including RSPB, SWT, WTS, NTS etc</li><li>Private Land Managers</li><li>National Farmers Union of Scotland</li><li>Scottish Land and Estates</li><li>Central Scotland Green Network</li><li>The Great Trossachs Forest</li><li>Loch Lomond and The Trossachs Countryside Trust</li></ul>
C4 Invasive non-native species	Invasive non-native species are a threat to native biodiversity and cost a large amount of money to reverse once they have established themselves within an ecosystem. The National Park will collectively tackle invasive species and focus on those with the best evidence base to begin with. This is a large area of work and a focus is needed but should not detract from work being undertaken in other areas by communities or landowners.	By end 2012 start management of riparian invasive plants in the Fillan/ Dochart and Earn catchments.  By end 2013 develop Invasive Non-Native Species Strategy for National Park.  By 2015 ensure grey squirrel and American mink populations are reducing.  By 2015 put in place management to eradicate Japanese knotweed and other non-native riparian plants from the Teith system in National Park.  By 2017 put in place management to eradicate <i>Rhododendron ponticum</i> from 50% of National Forest Estate in National Park.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Scottish Natural Heritage</li><li>Forestry Commission Scotland / National Forest Estate</li><li>Scottish Environment Protection Agency</li></ul>	<ul style="list-style-type: none"><li>NGOs including RSPB, SWT, WTS, NTS etc</li><li>Local Authorities</li><li>Private Land Managers</li><li>National Farmers Union of Scotland</li><li>Scottish Land and Estates</li><li>The Great Trossachs Forest</li><li>Fishery Trusts and Boards</li><li>Loch Lomond and The Trossachs Countryside Trust</li></ul>

Map 1





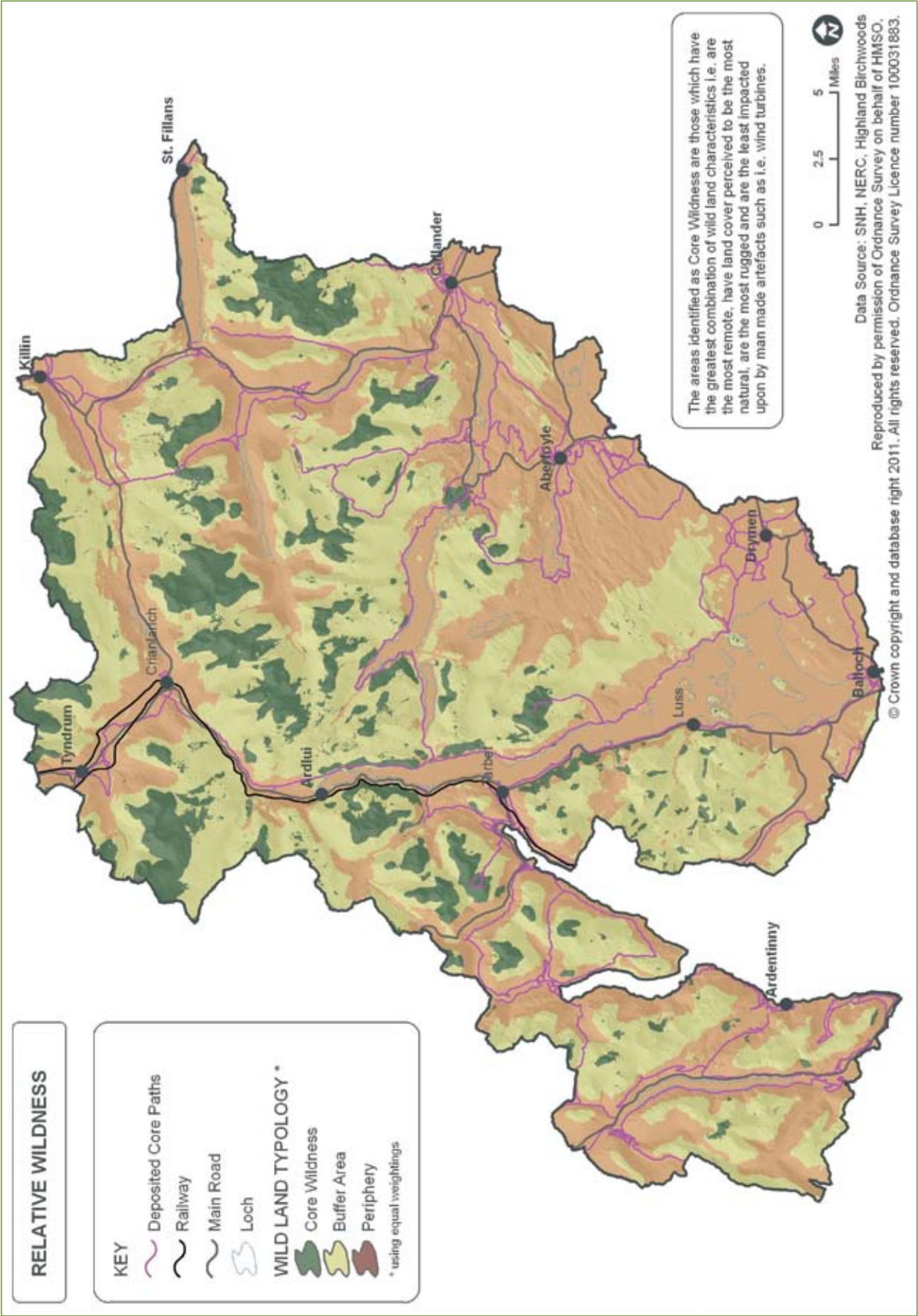


Landscapes - (link to Con Policy 3)

Outcome: Maintain high quality landscapes that deliver multiple environmental benefits and an economic return

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
C5 Land of Wild Land Character	Wild land characteristics are an important feature of a National Park. To ensure the National Park does not lose the special qualities that so many people value, the relatively wild areas must be protected from extensive or intrusive man-made development. This approach needs to be balanced with the ability of the people who own or manage the land to develop sensitively and undertake land management operations. Dark skies are a special quality associated with the wilder areas of the park. This quality should be enhanced and promoted for recreational enjoyment.	By end 2013 develop supplementary planning guidance on relative wildness (and potentially an associated action plan) and ensure policy development for next National Park Local Plan  By end 2014 apply for Dark Sky Reserve status for National Park  From 2012 maintain the existing area of core wild land in the National Park as in 2011 relative wildness baseline.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Scottish Natural Heritage</li></ul>	<ul style="list-style-type: none"><li>Forestry Commission Scotland / National Forest Estate</li><li>Stirling Council</li><li>sportscotland</li><li>NGOs including John Muir Trust</li><li>Cairngorm National Park Authority</li><li>Private Land Managers</li></ul>
C6 Support Schemes	The Scottish Rural Development Programme (SRDP) is the main mechanism for delivering environmental enhancement on private and NGO land in the National Park. A new Scottish scheme is planned to be in place for 2014-15. The National Park needs to have a scheme that is responsive to local needs that delivers park and national outcomes.	2012–14 promote the recognition of the National Park as a priority area within the new SRDP.  By 2014-15 a new scheme in place delivering the National Park Partnership Plan priorities across conservation, visitor experience and rural development.	<ul style="list-style-type: none"><li>Scottish Government</li></ul>	<ul style="list-style-type: none"><li>National Park Authority</li><li>Scottish Natural Heritage</li><li>Forestry Commission Scotland</li><li>National Farmers Union of Scotland</li><li>Scottish Land and Estates</li><li>ConFor</li><li>Private Land Managers</li></ul>
C7 Land Management Plans	The development of long-term land management plans that help to guide investment in land-based businesses is considered a high priority. This has been successfully trialled during the existing Park Plan period and should be rolled out. There is a potential link to any new support scheme and to long-term forest plans.	By 2017 25% of all private land in the National Park has a long-term management plan.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Forestry Commission Scotland</li><li>Private Land Managers</li></ul>	<ul style="list-style-type: none"><li>Scottish Government</li><li>Scottish Natural Heritage</li><li>NGOs including RSPB, SWT, WTS, NTS etc</li><li>National Farmers Union of Scotland</li><li>Scottish Land and Estates</li><li>ConFor</li></ul>

Map 2







Landscapes (contd)

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
C8 Designed Landscapes	The Park's designed landscapes are an important part of its cultural heritage (five inventory designed landscapes and 40 of local significance). The management of these designed landscapes is important as they contribute significantly to the Park's landscape character and many of them are under pressure from development or land-use change.	By 2017 20% of designed landscapes in management agreements.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Historic Scotland</li></ul>	<ul style="list-style-type: none"><li>Scottish Natural Heritage</li><li>Forestry Commission Scotland</li><li>Private Land Managers</li></ul>

Water - [\(link to Con Policy 4\)](#)

Outcome: Water resources to be protected and enhanced to deliver multiple benefits for local communities, businesses and visitors

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
C9 Ecological Status of Water Bodies	The ecological status of the rivers and lochs of the National Park is a priority. The National Park will focus on helping to achieve good ecological status for water bodies, required under the Water Framework Directive and to ensure no deterioration in water status.	By end 2012 contribute to the implementation of measures set out in relevant River Basin Management Plans.  By 2017 an improvement in the ecological status of water bodies in the National Park .	<ul style="list-style-type: none"><li>Scottish Environment Protection Agency</li></ul>	<ul style="list-style-type: none"><li>National Park Authority</li><li>Scottish Natural Heritage</li><li>Private Land Managers</li><li>Fisheries Trusts and Boards</li><li>River Basin Management Groups</li></ul>
C10 Loch Lomond	Loch Lomond is unique in Scotland. It is one of the most heavily used lochs for recreation, it is designated for many important features and its banks are under development pressure. There is a need to ensure that the loch is managed in a way that delivers multiple outcomes without compromising its special qualities and protected features.  There is a proposal to connect Loch Lomond to the Clyde via a new canal link. This proposal will need to consider the loch's management issues, specifically looking at water ecology, additional boat numbers, infrastructure issues and the effects on the River Endrick SAC.	By end 2012 review the existing navigational byelaws and submit revised Loch Lomond Byelaws to Scottish Government for approval.  By 2017 limits of acceptable change framework with stakeholders for the future management of environmental and recreation pressures on Loch Lomond in place.	Loch Lomond: <ul style="list-style-type: none"><li>National Park Authority</li></ul> Canal Link: <ul style="list-style-type: none"><li>West Dunbartonshire Council</li><li>British Waterways</li></ul>	Loch Lomond: <ul style="list-style-type: none"><li>Scottish Natural Heritage</li><li>Scottish Environment Protection Agency</li><li>Loch Lomond Stakeholder Group</li><li>Private Land Managers</li><li>Community Councils</li><li>sportscotland</li><li>NGOs</li></ul> Canal Link: <ul style="list-style-type: none"><li>Scottish Water</li><li>Scottish Environment Protection Agency</li><li>National Park Authority</li><li>NGOs</li><li>Loch Lomond Stakeholder Group</li></ul>

Water (contd)

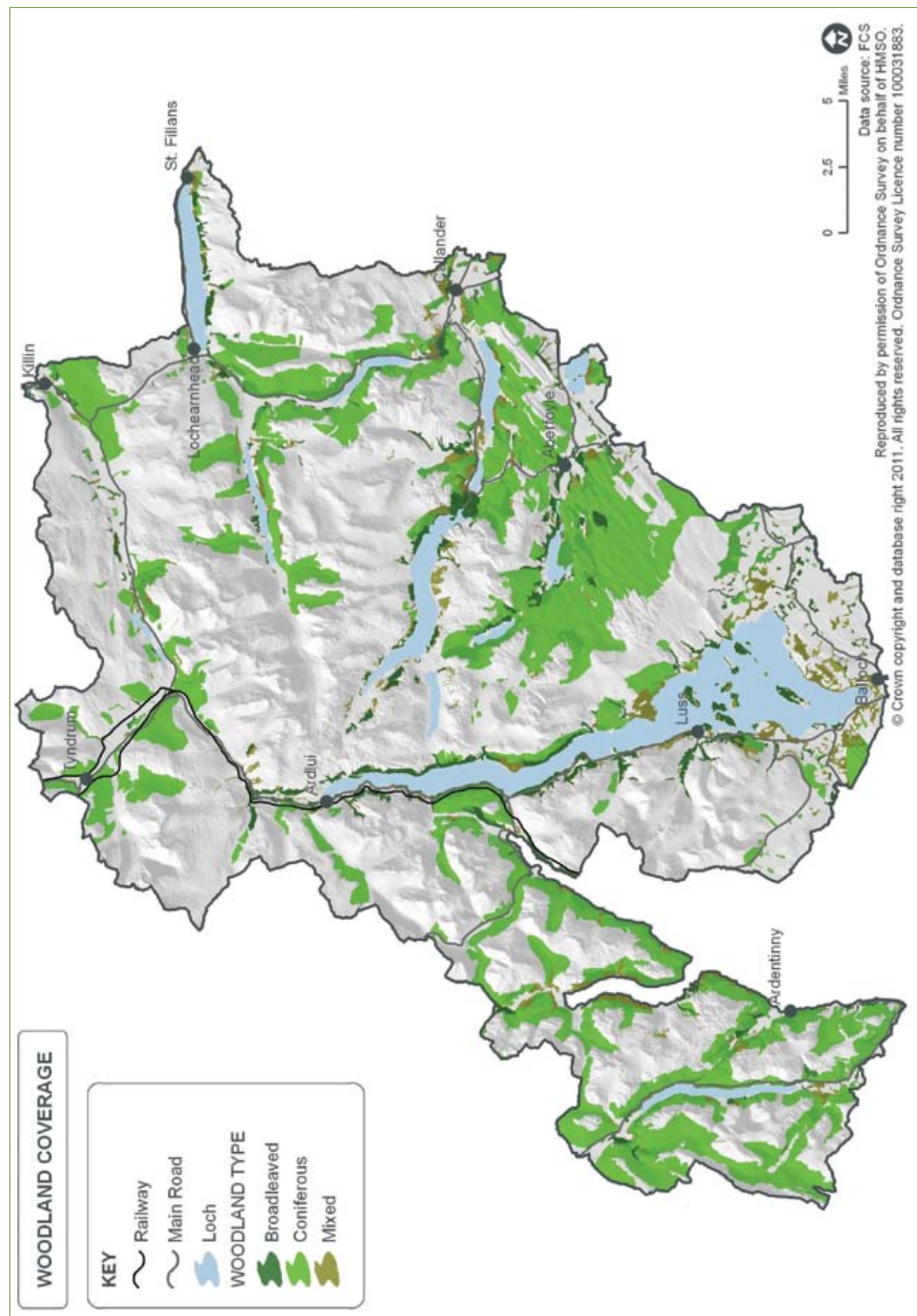
Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
C11 Sustainable Flood Management	The National Park contains the headwaters of four river systems. The Park's uplands have the ability to hold flood waters for longer through land-use management, such as increased woodland cover, flood water storage etc. The National Park should be an exemplar for a natural flood management approach which involves the restoration of riparian areas of water bodies, wetlands and floodplains to slow down water flow, whilst safeguarding riverine SACs. The National Park has six potentially vulnerable areas to flooding and there will be Local Flood Risk Management Plans prepared by relevant local authorities across the park area.	By end 2014 establish natural flood management options for the Teith area of the Forth catchment as part of the development of Flood Risk Management Plans to reduce flood pressure on Callander and Stirling.  By 2015, work to develop Flood Risk Management Plans, providing opportunities for natural flood management.  By 2015 support applications to SRDP (or alternative sources of funding) for flood management options on the Teith.	<ul style="list-style-type: none"><li>Scottish Environment Protection Agency</li><li>National Park Authority</li><li>Stirling Council</li></ul>	<ul style="list-style-type: none"><li>Scottish Natural Heritage</li><li>Forestry Commission Scotland / National Forest Estate</li><li>Private Land Managers</li><li>Scottish Water</li></ul>

Carbon Storage - [\(link to Con Policy 5\)](#)

Outcome: Increased carbon storage within the National Park

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
C12 Carbon Storage	The National Park stores a large amount of carbon in its woodlands and peatlands. The extent of woodlands and the extent and quality of peatlands have a significant impact of the storage capability of the Park. The National Park can play a role in achieving national objectives by ensuring that carbon storage capability is enhanced in the Park in tandem with improvements to landscape and biodiversity.  There remains capacity in this National Park for expanding woodland cover in line with Scottish Government policy for woodland expansion for climate change mitigation and other, multi-purpose, public benefit reasons. Forestry Commission Scotland and the Park Authority will continue to monitor the scale and extent of any expansion, bearing in mind the scale of previous woodland creation, and amend its approach to encouraging woodland expansion where appropriate and in discussion with all key stakeholders.	By end 2013 have in place a Local Woodland Strategy that provides a basis for a wider land use action plan by 2014.  By 2017 increase the area of woodland in the National Park in line with historic trends (around 600 hectares a year) using locations and designs that bring landscape and biodiversity benefits, whilst avoiding adverse impacts on landscape special qualities, designated sites and soil carbon stores.  By end 2014 identify and assess the condition and management of peatland in the National Park. Identify areas for restoration and management focussing on the most degraded sites first.	<ul style="list-style-type: none"><li>Forestry Commission Scotland / National Forest Estate</li><li>National Park Authority</li><li>Scottish Natural Heritage</li></ul>	<ul style="list-style-type: none"><li>Private Land Managers</li><li>NGOs including RSPB, SWT, WTS, NTS etc</li><li>The Great Trossachs Forest</li></ul>





### Cultural Heritage - ([link to Con Policy 6](#))

Outcome: Enhanced cultural heritage that delivers multiple environmental benefits and an economic return

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
C13 Safeguard and manage the National Park's built heritage and archaeology	Archaeological sites, historic buildings, villages and towns each have their own special characteristics and it is imperative that these are retained and protected from inappropriate development.  The designation of seven conservation areas is an important management and safeguarding tool, however it is important to proactively manage these areas with their communities, owners and stakeholders.	By August 2012 prepare a revised Conservation Area Regeneration Scheme (CARS) proposal for submission to Historic Scotland.  By end 2013 review coverage of conservation areas.  By end 2013 complete and promote Shopfront Design Guide for Callander.  By end 2014 commission British Geological Survey to complete stone and slate survey of five conservation areas.	<ul style="list-style-type: none"> <li>National Park Authority</li> <li>Historic Scotland</li> </ul>	<ul style="list-style-type: none"> <li>Community Councils</li> <li>Heritage Groups</li> <li>British Geological Survey</li> <li>Local Authorities</li> </ul>
C14 Enhance and Promote the National Park's built heritage and archaeology	Conservation Area Regeneration Scheme (CARS) funding to promote, enhance and protect the conservation areas in Callander and Killin is only available for five years so it is important to identify and secure new sources of funding for built heritage projects throughout the National Park.  It is essential to raise the awareness of custodians and the public generally through education and promotion of our historic buildings and our built heritage.	By end 2013 identify and secure new sources of funding for built heritage projects in the National Park.  2012-14 deliver community education projects through CARS raising awareness.  By end 2014 50 projects delivered through CARS (and any new grant funding).  By 2017 reduce the number of buildings on the buildings at risk register within the Park.	<ul style="list-style-type: none"> <li>National Park Authority</li> <li>Historic Scotland</li> </ul>	<ul style="list-style-type: none"> <li>Community Councils</li> <li>Heritage Groups</li> <li>Local Authorities</li> </ul>
C15 Cultural traditions and events (cross reference with VE9)	There is a need for greater co-ordination of existing cultural events to ensure an authentic National Park experience.  There is also a need to interpret the National Park's rich history and cultural traditions for residents and visitors. This should draw on the history of the area including its artists, poets and others to interpret the landscape.	By end 2013 undertake a cultural audit of the National Park.  By end 2013 raise awareness of the cultural heritage of the Park by having in place, and promoting, a programme of cultural events and activities.	<ul style="list-style-type: none"> <li>Community Partnership</li> <li>National Park Destination Development Group</li> <li>Local Destination Organisations</li> <li>Friends of Loch Lomond and The Trossachs</li> </ul>	<ul style="list-style-type: none"> <li>Event Providers</li> <li>EventScotland</li> <li>The Great Trossachs Forest</li> <li>National Park Authority</li> </ul>





# VISITOR EXPERIENCE

## Outcome

A high quality, authentic experience for visitors, with many opportunities to appreciate and enjoy the natural and cultural heritage, within an internationally renowned landscape that compares to the best on offer around the world.

Visitors have high expectations when they visit a National Park. This plan will ensure that visitors and residents have a fantastic experience in one of Scotland's premier sustainable tourism destinations where visitor facilities are of a high standard and our special qualities are respected and enjoyed by all.

National Parks are a huge tourism draw all around the world. 90% of people who come to Scotland do so for the scenery and landscape and National Parks encompass some of the best in the country.

Visitors have an expectation of what is available to see and do in National Parks, from attractive landscapes and biodiversity to ranger services, paths, signage, car parks, visitor facilities, toilets, hotels, pubs, attractions etc. They also expect a high standard of provision. The words National Park are a recognised global brand that raise the level of expectation among visitors to these special places.

Loch Lomond & The Trossachs National Park is the busiest area of countryside in Scotland. At present its infrastructure is not sufficient for a modern destination. The National Park needs high quality infrastructure to attract and keep visitors in the area and to ensure that visitor pressures are managed. This can only be done in partnership with the private sector but there is a need for public investment in infrastructure that the private sector can build upon to promote and develop business opportunities.

This means having in place the managed solutions required to cater for 7 million visitor days. It means a network of car parks, campsites, accommodation, toilets, litter facilities, paths, information points, public and private transport options (including viewpoints) and signage that meets the needs of the millions of visitors. It means giving opportunities at sites and on routes for the private sector to have kiosks and deliver tourism services that can generate a return. It means modest charges for facilities to ensure investment in their long-term maintenance. It also means

ensuring that services are provided when people need them, such as well maintained toilets and litter patrols throughout the summer and rangers and information in all the busy hubs (not just some) to deal with high visitor numbers.

### National, Regional and Local Policy Context

A number of strategies and policies at a national and local level provide context for the development of the National Park Partnership Plan. The following documents are considered key in providing context:

- a. Scottish Outdoor Access Code
- b. SNH – Enjoying the Outdoors
- c. Community Planning Partnerships' Single Outcome Agreements
- d. Tourism Framework for Change
- e. Scottish Transport Strategy
- f. Local Authorities' Transport Strategies
- g. Cycling Action Plan for Scotland
- h. Curriculum for Excellence (Through Outdoor Learning)
- i. Scottish Executive Volunteer Strategy
- j. Better Health, Better Care: Action Plan
- k. Reaching Higher, Scotland's National Strategy for Sport
- l. Out There -Let's Make Scotland More Active
- m. Regional Transport Strategies





**Main Visitor Experience Challenges in the National Park for 2012-2017**

A number of challenges face the National Park in this plan's period, some of which are set out below:

- a) There is not enough investment in the underlying visitor infrastructure to cope with the visitor pressure. There is a lack of value attached to maintaining existing infrastructure and assets to a high standard to support tourism;
- b) There are not enough high quality facilities for the visitor. There is also a lack of knowledge of what recreation opportunities are available, such as walking, cycling etc; there is a need to develop more seamless visitor experiences, ensuring activities are made easy to access;
- c) There is a myriad of confusing signage and interpretation from private, voluntary and public sector, which erodes the scenic qualities of the Park and doesn't help the visitor (this clutter is also apparent in websites etc);
- d) There is an opportunity to work closely with private businesses to provide more knowledge about what activities, attractions and services are available across the Park so that these can be promoted to customers. There is greater potential to use association with the National Park brand to add value to local businesses;
- e) A lack of respect amongst a minority of visitors causes issues of litter, vandalism and anti-social behaviour etc;
- f) There is enormous potential for better cross-Park private sector collaboration to develop and promote the National Park as a destination;
- g) The National Park's natural assets (biodiversity, water, landscapes) and communities in certain locations are under immense pressure due to high levels of recreation and visitor pressure;
- h) Ensuring that the numbers of staff needed to deal with such busy countryside are in place across the Park;

- i) Accessibility of the National Park to large numbers of people can lead to issues, especially with overcrowding in specific locations;
- j) There is a great potential for improvements to scenic routes, viewpoints and public transport;
- k) Firm evidence base and understanding of impacts from recreation on the natural heritage of the Park and an understanding of the contribution recreation makes to the Park economy;
- l) Need for ongoing market intelligence and improved understanding of who the visitor is to the National Park;
- m) Opportunities for better cross-Park public sector collaboration to develop and promote the Park as a destination;
- n) Customer service needs to be improved including professionalism and product knowledge;
- o) Ensure visitors have an experience which matches the world-class landscape.

**Key Policies to Enhance the Visitor Experience**

The policies below provide guidance for all organisations that operate in the National Park.

**VE Policy 1: Visitor Management (see Visitor Management Zones map)**

*The visitor pressure on the National Park means that managed solutions are needed to deliver the right balance between visitor enjoyment and protecting the environment. Areas of the Park which are under significant visitor pressure will be managed and improved to ensure the conservation and enhancement of natural and cultural heritage (in particular ensuring the conservation features of designated sites are not adversely affected), a high quality and safe visitor experience which benefits the local economy and the quality of life of local communities is safeguarded.*

*There will be an evidence-based approach to visitor management that seeks to ensure the most appropriate response is put in place to deal with any issues in discussion with local residents, visitors, user groups and land managers. In the National Park visitor management will be taken forward using three key tools:*

- a) Infrastructure and service improvements;
- b) Education, outreach and volunteering;
- c) Enforcement;

*The following areas will be managed more intensively to reduce the impacts of the high levels of visitor pressure and recreation use:*

- a) East Loch Lomond (Drymen to Rowardennan)
- b) Luss and environs
- c) Loch Earn
- d) Loch Lubnaig
- e) Lochs Venachar and Achray
- f) Loch Lomond islands
- g) Loch Lomond
- h) West Highland Way

*The following areas will be managed to reflect the medium level of visitor pressure and recreation use that they sustain and to protect these areas from increasing pressure:*

- a) Balquhiddar Glen
- b) Loch lubhair
- c) Loch Eck
- d) Strathard
- e) East Loch Katrine
- f) North West Loch Lomond
- g) Arrochar Alps

*Other areas within the Park do not suffer from sustained visitor pressure but will be monitored and action taken if this changes during the plan period.*

**VE Policy 2: Sustainable Tourism (see also RD Policy 2)**

*More sustainable economic benefits will be delivered from tourism by ensuring that the quality and consistency of experience and communication with visitors is of the highest standard. Priority will be given to:*

- a) Maximising the opportunities for the Park area to be better promoted as a destination.
- b) Better co-ordination between the public and private sectors and consistency of information, signage and visitor services.
- c) Directing public and private investment in facilities, accommodation, infrastructure and services to sustainable locations, in particular avoiding adverse effects on designated sites (see map 6).
- d) Creating, co-ordinating and promoting a wider range of well integrated transport options which will appeal to visitors, including water transport networks on the larger lochs, and that enables visitors to move more easily around the Park.
- e) Ensuring that strategically important visitor hubs and information points provide appropriate information and visitor orientation (see Visitor Management Zones map).
- f) Ensuring that visitors interact with well trained, knowledgeable, friendly and motivated staff and volunteers both in private businesses and at public facilities.





Map 4

**VE Policy 3: Recreation and Access**

The National Park should provide high quality recreation and access opportunities that offer something for everyone. Access should be complementary with conservation policies to ensure that the natural and cultural heritage is not degraded by overuse or by the creation of access infrastructure that risks damage to designated sites. The nature and extent of provision should reflect the sensitivities and special qualities of different areas of the Park. The major focus of the National Park will be:

- a) Encouraging use of the National Park by all whilst focussing on West and Central Scotland as part of promoting healthy lifestyles. The Commonwealth Games provides a focus for encouraging people to undertake activities in the National Park.
- b) Addressing the gaps in the core paths network, local path networks and outdoor recreation provision in the National Park and ensure links with adjoining authorities' networks.
- c) Invest in and then promote the West Highland Way, John Muir Way, key upland paths and other long-distance routes as appropriate.
- d) Better promotion of existing recreation opportunities to visitors.
- e) Ensure visitor activities and facilities are accessible to all wherever possible enabling people to enjoy the destination to the full.

**VE Policy 4: Water Recreation (see Con Policy 4)**

The National Park's lochs and rivers will continue to support a range of recreation and leisure activities compatible with National Park conservation objectives including conservation of designated sites. Priority will be given to:

- a) Management of larger lochs for both powered and non-powered craft contributing to the overall safety of loch users.
- b) Loch Lomond Byelaws that protect the islands, provide quiet enjoyment of East Loch Lomond and contribute to the overall safety of loch users.
- c) Provision of better information on opportunities for public access and egress to the Park's lochs and rivers.

**VE Policy 5: Education, Outreach and Volunteering**

The National Park should be used as a tool to engage with all groups of society so that they can:

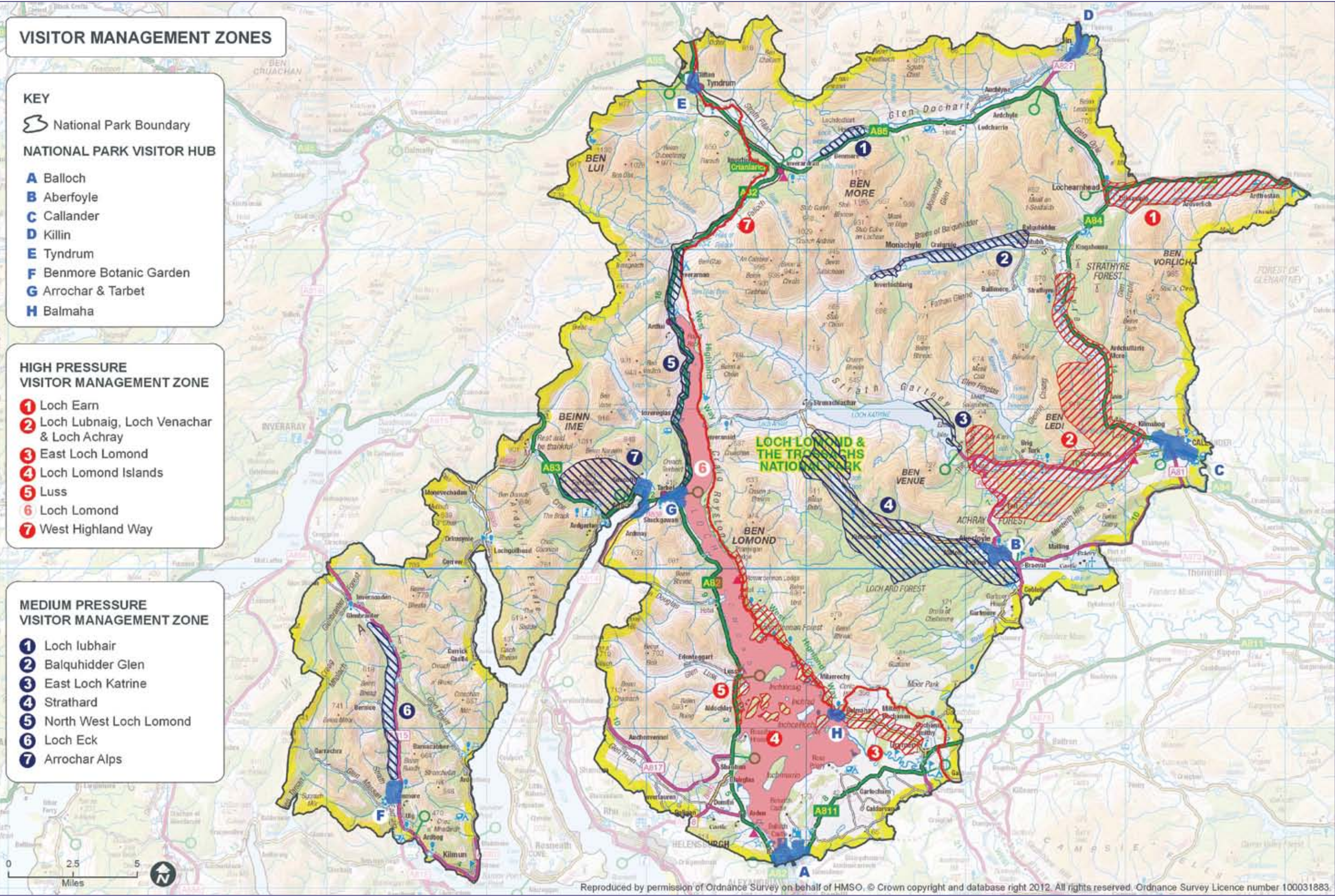
- a) Enjoy the outdoors and recreational opportunities that the Park has to offer.
- b) Understand the importance that responsible behaviour in a countryside context plays in helping to look after the Park.
- c) Develop an increased understanding and awareness of the natural assets that they can enjoy, such as landscapes, water, biodiversity.
- d) Contribute to achieving the aims of the National Park and help conserve its special qualities for future generations.
- e) Understand land management operations and requirements in the countryside.

Specific emphasis will be placed on engaging with groups experiencing disadvantage, focussing on West and Central Scotland.

**VE Policy 6: National Park Scenic Routes (see map 6)**

The National Park contains some of Scotland's highest quality scenic routes. These make a contribution to attracting visitors and they are also important strategic routes connecting North and West Scotland. Upgrades and improvements to the road network will be encouraged where road designs are sympathetic to local landscape character, ecology and designated sites and promote a high quality visitor experience. Priority will be given to:

- a) A strategically planned, environmentally sound and well-designed upgrade of the A82 from Tarbet to Crianlarich.
- b) Improvements to the design and public infrastructure of the A84 corridor from Callander to Glenoglehead.
- c) Developing long-term solutions to land stabilisation around the A83 corridor at the Rest and be Thankful.
- d) Opportunities for better lay-by design and management and the creation of inspirational viewpoints.
- e) Road and track side vegetation clearance in suitable locations to open up scenic views from the A82 and West Highland Line.



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What are the Priorities for Action in Visitor Experience for 2012–2017?

The policies in the previous section link to the priorities for action set out below. Each topic has an overall outcome and then a number of priorities for actions and relevant targets for 2017 or before.

Visitor Management - link to VE Policy 1

Outcome: Improved quality of life for residents and enjoyment for visitors

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
VE1 A Safe Place to Visit and Live in	Operation Ironworks, the partnership with Police, has successfully started to deal with anti-social behaviour in the National Park. This needs to be built on and sustained so that visitors and residents feel safe. This will continue to be linked to the overall campaign of Respect the Park.	Increase the % of residents and % of visitors who feel safe in the National Park from 2011 visitor survey baseline and 2012 Operation Ironworks community feedback baseline.	<ul style="list-style-type: none"><li>Central Scotland, Strathclyde and Tayside Police</li><li>National Park Authority</li></ul>	<ul style="list-style-type: none"><li>National Forest Estate</li><li>Community Councils</li></ul>
VE2 Review Camping Management	Informal camping in the National Park is an ongoing concern with many loch shore areas facing heavy use. The Park Authority has introduced a camping byelaw in East Loch Lomond and this will be reviewed in 2013. The experience from this byelaw will be used as we develop solutions for other areas.	By end 2013 review East Loch Lomond Camping Byelaws. By end 2014, if appropriate following review, consult on the management of camping in the National Park based on the experience of the East Loch Lomond camping management byelaws.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Visitor Management Groups</li></ul>	<ul style="list-style-type: none"><li>Scottish Government</li><li>Community Councils</li><li>Scottish Natural Heritage</li><li>sportscotland</li><li>Local Authorities</li><li>Central Scotland, Strathclyde and Tayside Police</li><li>Local Destination Groups</li><li>Private Businesses</li><li>Private Land Managers</li><li>NGOs</li></ul>
VE3 Capacity Management – High Pressure Visitor Management Zones	The National Park is 720 sq miles. Within this some key locations have capacity issues (mostly loch shores). The high pressure visitor management zones are shown on map 4. In these zones a range of provision is needed (managed sites, car parks, public toilets, litter facilities, byelaws (potentially), ranger and police patrols, managed informal camping etc). The Park Authority will work with partners, businesses and local communities to take forward management plans for these areas.  The management of traffic and provision of alternative transport options is potentially one of the best ways to tackle some of the issues in these areas (see VE5).	By end 2012 have in place a visitor management plan (VMP) for the Five Lochs area (Achray, Venachar, Lubnaig, Voil and Earn).  By end 2012 have in place a VMP for Loch Lomond islands in line with revised Loch Lomond Byelaws.  By mid 2013 have in place a VMP for Luss.  From 2012 to 2017 implement VMPs.  By mid 2013 have in place a long-term plan for the development and maintenance of the West Highland Way.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Visitor Management Groups</li></ul>	<ul style="list-style-type: none"><li>Local Authorities</li><li>Scottish Natural Heritage</li><li>Private Land Managers</li><li>Community Councils</li><li>Forestry Commission Scotland / National Forest Estate</li><li>Central Scotland, Strathclyde and Tayside Police</li><li>sportscotland</li><li>Local Destination Groups</li><li>Regional Transport Partnerships</li></ul>

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
VE4 Capacity management – medium pressure Visitor management zones	In the medium pressure zones it is not felt that a management plan will be needed. However, where there are links with the high visitor management zones (Balquhider with Loch Lubnaig etc) these areas will form part of the management plans. In general these areas will contain less formal visitor infrastructure and less formal management. These areas, such as Loch Eck, will still be part of ranger patrols. In certain areas the management of traffic is potentially the best way to tackle some of the visitor management issues (See VE5).	Ensure regular monitoring and patrolling of these areas to ensure pressure does not increase in these areas.	<ul style="list-style-type: none"><li>National Park Authority</li></ul>	<ul style="list-style-type: none"><li>Local Authorities</li><li>Scottish Natural Heritage</li><li>Private Land Managers</li><li>Community Councils</li><li>Forestry Commission Scotland</li><li>Central Scotland, Strathclyde and Tayside Police</li><li>sportscotland</li></ul>
VE5 Sustainable Traffic Management	The National Park has an opportunity to be an exemplar in reducing carbon emissions from cars whilst enhancing the visitor experience. On a number of roads in the National Park consideration should be given to restricting car access to visitors at key times and putting in place enhanced public transport where applicable. This could be limiting car numbers to car park capacities, closing roads at certain times or enhancing public transport options. These sorts of options could help manage visitor pressure whilst allowing quieter forms of recreation (cycling, walking etc). Any option would be consulted on with local people, businesses and tourism groups and would reflect the capacity of the area.	In 2013 put in place a consultation on traffic management options for: <ul style="list-style-type: none"><li>Luss</li><li>Balmaha to Rowardennan</li></ul> In 2014 through the Five Lochs VMP consider traffic management options for: <ul style="list-style-type: none"><li>South Loch Earn</li><li>Balquhider Glen</li></ul> In 2016 put in place a consultation on traffic management options for: <ul style="list-style-type: none"><li>Aberfoyle to Inversnaid</li></ul>	<ul style="list-style-type: none"><li>Stirling Council</li><li>Argyll &amp; Bute Council</li><li>Perth and Kinross Council</li><li>National Park Authority</li></ul>	<ul style="list-style-type: none"><li>Local residents</li><li>Private businesses</li><li>Visitors</li><li>Central Scotland, Strathclyde and Tayside Police</li><li>Mountaineering Council of Scotland</li><li>Regional Transport Partnerships</li><li>Transport Scotland</li></ul>





Visitor Management (contd)

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
VE6 Quality Standards	There is a need to ensure that the National Park is utilised and maintained to the correct standard. At present there is no consistent approach to the standards of car parks, visitor centres, toilets, litter facilities, piers and pontoons.	By end 2013 agree and implement litter policy for the National Park across all Local Authority areas that reflects visitor pressure in high season.	<ul style="list-style-type: none"><li>• Stirling Council</li><li>• Argyll &amp; Bute Council</li><li>• West Dunbartonshire Council</li><li>• Perth &amp; Kinross Council</li><li>• SEPA</li><li>• National Park Authority</li><li>• Keep Scotland Beautiful</li><li>• Central Scotland, Strathclyde and Tayside Police</li></ul>	<ul style="list-style-type: none"><li>• Forestry Commission Scotland</li><li>• Scottish Enterprise</li><li>• VisitScotland</li><li>• Woodland Trust Scotland</li><li>• RSPB</li><li>• Private Businesses</li><li>• Local Destination Groups</li><li>• National Park Destination Development Group</li><li>• Transport Scotland</li></ul>

Tourism - link to VE Policy 2

Outcome: Improved consistency of product encourages greater enjoyment for visitors to the National Park

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Relevant Organisations
VE7 Better Information and Signage for Visitors	<p>There is a clutter of signage, websites etc for the National Park area that are sometimes conflicting and rarely complementary. If a sense of place and strong visitor appeal is to be established there needs to be a consistency in branding and access to quality information on visitor attractions, accommodation and events. This is also about providing an authentic experience that fits with the landscape.</p> <p>A number of key visitor hubs in the National Park provide visitor information and facilities that make them crucial for visitors (see map 4).</p>	<p>National Park forum between VisitScotland, Forestry Commission Scotland, Local Authorities and the Park Authority to look at visitor information and centres to encourage a joined-up approach.</p> <p>By end 2013 new threshold signage in place and Destination Interpretive Strategy for the Park in place.</p> <p>By end 2013 a visitor web portal for the National Park in place linking with other high quality websites in the area.</p> <p>By 2017 develop consistent brand welcome to villages and towns in the Park.</p>	<ul style="list-style-type: none"><li>• National Park Authority</li><li>• Forestry Commission Scotland</li><li>• VisitScotland – Digital Scotland</li><li>• National Park Destination Development Group</li></ul>	<ul style="list-style-type: none"><li>• Scottish Enterprise</li><li>• Local Authorities</li><li>• Local Destination Groups</li><li>• Friends of Loch Lomond and The Trossachs</li><li>• Private Land Managers</li><li>• Regional Transport Partnerships</li><li>• Transport Scotland</li></ul>

Tourism (contd)

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Relevant Organisations
VE8 Meeting Visitor Expectations to Create More Economic Benefits	There is a need to increase the amount to see and do in the National Park. All organisations involved in the National Park need to understand what customers are looking for from the area to inform targeting of resources and investment. This information will allow businesses to target expansion or new businesses to enter the market.	Increase private sector investment in tourism facilities in the Park that are compatible with conservation objectives for designated sites and with the wider landscape of the National Park.	<ul style="list-style-type: none"><li>• Scottish Enterprise</li><li>• Highland and Island Enterprise</li><li>• Business Gateway</li><li>• National Park Authority</li></ul>	<ul style="list-style-type: none"><li>• VisitScotland</li><li>• National Forest Estate</li><li>• National Park Destination Development Group</li><li>• Business Sector</li><li>• Local Destination Groups</li></ul>
VE9 Maximising the benefits of Year of Natural Scotland 2013 and Year of Homecoming 2014	The National Park will be adjacent to three large events in 2014 – the Commonwealth Games, the Ryder Cup and the 700th anniversary of Bannockburn. There is a need to ensure that the cultural life of the Park is promoted appropriately to visitors, information is available at the events and that the Park's businesses are geared up to benefit from these international events. 2014 is also the centenary of John Muir's death and the National Park will celebrate his life during the year.	<p>2013 – Maximise commercial and awareness opportunities of Year of Natural Scotland.</p> <p>2014 – Increase international visitor spend in the National Park in 2014 as part of wider Year of Homecoming.</p> <p>In 2014 hold a conference to celebrate John Muir's life and the future of National Parks.</p>	<p>2013</p> <ul style="list-style-type: none"><li>• Scottish Natural Heritage</li><li>• National Park Authority</li><li>• VisitScotland / EventScotland</li></ul> <p>2014</p> <ul style="list-style-type: none"><li>• Stirling Council</li><li>• National Park Authority</li><li>• VisitScotland / EventScotland</li><li>John Muir</li><li>• John Muir Trust</li><li>• National Park Authority</li></ul>	<ul style="list-style-type: none"><li>• Glasgow City Council</li><li>• National Park Destination Development Group</li><li>• Local Destination Groups</li><li>• sportscotland</li></ul>
VE10 Quality and Consistency of Experience for the Visitor	There is a need to ensure consistently high service standards, that sustainability is at the core of National Park businesses and that the businesses have strong product knowledge of what the Park has to offer.	<p>By end 2013 develop a service programme for the National Park.</p> <p>By end 2014 200 individuals trained .</p> <p>By end 2013 300 businesses using the National Park Business in the Park Toolkit.</p> <p>Undertake a visitor survey in 2013, 2015, 2017.</p>	<ul style="list-style-type: none"><li>• Scottish Enterprise</li><li>• National Park Destination Development Group</li><li>• Local Destination Groups</li></ul>	<ul style="list-style-type: none"><li>• VisitScotland</li><li>• National Park Authority</li></ul>





Tourism (contd)

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Relevant Organisations
VE11 Range of Sustainable Transport Opportunities	Linking public transport with recreation and tourism opportunities is crucial especially as the Park looks to meet climate change targets (and with the high price of fuel). There are opportunities to put in place new services that deliver a better visitor experience and reduce emissions from cars.	By end 2014 have in place a suite of self-sustaining water bus services on Loch Lomond with hubs at Tarbet, Balmaha and Loch Lomond Shores. Link with other forms of public transport and cycling and walking provision.  By 2017 have joined up services between key lochs, such as Loch Long, Loch Lomond and Loch Katrine.	<ul style="list-style-type: none"><li>• National Park Authority</li><li>• Scottish Enterprise</li><li>• Private businesses</li></ul>	<ul style="list-style-type: none"><li>• Strathclyde Passenger Transport</li><li>• Tactran</li><li>• Sir Walter Scott Trust</li><li>• Scotrail</li><li>• National Park Destination Development Group</li><li>• Community Development Trusts</li><li>• Local Destination Groups</li></ul>

Recreation and Access - link to VE Policy 3 and 4

Outcome: Responsible and managed access to the National Park that leads to improved health benefits for West and Central Scotland

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Relevant Organisations
VE12 Establish a sustainable model for the management of the West Highland Way	Following on from years of centrally-funded support for the West Highland Way (WHW) co-ordinated through Scottish Natural Heritage and its predecessors there is now a need to review and confirm the best model for managing and developing Scotland's premier long distance route. As a key visitor attraction passing through the National Park it is in the interests of the Park's businesses and communities to ensure its continuing success.	By mid 2013 have in place a long-term plan for the development and maintenance of the WHW.  By end 2013 establish a long-term management arrangement for the WHW.	<ul style="list-style-type: none"><li>• National Park Authority</li><li>• East Dunbartonshire Council</li><li>• Stirling Council</li><li>• Argyll &amp; Bute Council</li><li>• Highland Council</li><li>• Scottish Natural Heritage</li></ul>	<ul style="list-style-type: none"><li>• Forestry Commission Scotland</li><li>• VisitScotland</li><li>• Private Businesses</li><li>• Walking Tour Operators</li><li>• Scottish Enterprise</li></ul>

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Relevant Organisations
VE13 Maintenance and enhancement of recreation provision (i.e. paths, bridges, access points to water) and improved linkages between exiting routes.	The maintenance of existing infrastructure is key for maintaining access to the countryside. The National Park has a number of fantastic routes but there are a number of gaps in the network that need to be addressed in the next plan period. Water recreation is also a major opportunity and the Outdoor Recreation Plan will look at all these issues. Finally, any provision needs to link with that of the surrounding authorities.	By end 2012 have in place a Countryside Trust for the National Park. Trust to target infrastructure investment and reduce gaps in the network.  By mid 2013 develop National Park Outdoor Recreation Plan and identify key gaps in recreation provision.  By 2015 a programme of path works to address erosion management on key upland paths will be in place.  By 2015 review Core Paths Plan and consider local path connections around communities.  By 2017 ensure Balloch is a hub for visitors using long-distance routes, such as West Loch Lomond Cycle Path, John Muir Way etc.	<ul style="list-style-type: none"><li>• National Park Authority</li><li>• Forestry Commission Scotland</li><li>• Scottish Natural Heritage</li></ul>	<ul style="list-style-type: none"><li>• Local Authorities</li><li>• sportscotland</li><li>• National Park Access Forum</li><li>• Paths for All</li><li>• Mountaineering Council of Scotland</li><li>• Cycling organisations</li><li>• VisitScotland</li><li>• Central Scotland Green Network</li><li>• Sustrans</li><li>• Loch Lomond and The Trossachs Countryside Trust</li><li>• Scottish Enterprise</li></ul>
VE14 Promotion of path and water networks	The National Park has many opportunities for taking access. There is need to identify the routes across the Park that meet different group's needs (i.e. horse-riding, walking, cycling, canoeing etc) and to promote them appropriately.	By end 2013 develop a database of routes for different purposes and produce web-based materials and leaflets where appropriate.	<ul style="list-style-type: none"><li>• National Park Access Forum</li></ul>	<ul style="list-style-type: none"><li>• National Park Authority</li><li>• sportscotland</li><li>• Forestry Commission Scotland / National Forest Estate</li><li>• Scottish Natural Heritage</li><li>• Cycling Scotland / Scottish Cycling</li><li>• Friends of Loch Lomond and the Trossachs</li><li>• Community Development Trusts</li><li>• Local Destination Groups</li></ul>
VE15 Preventative spend to improve health benefits	The National Park sits next to a large urban area with many issues of deprivation including a range of health issues. There is a real opportunity for the Park to be used in a way that helps reduce spend on preventing illnesses in the long term by providing opportunities for exercise and relaxation.	To increase the number of people on healthy walks programme by 10% every year of the National Park Partnership Plan.	<ul style="list-style-type: none"><li>• National Park Authority</li><li>• Active Stirling</li><li>• National Health Service</li></ul>	<ul style="list-style-type: none"><li>• Community Healthcare Partnerships</li><li>• West Dunbartonshire Council</li><li>• Stirling Council</li><li>• National Forest Estate</li><li>• Regional Transport Partnerships</li></ul>





Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Relevant Organisations
VE16 Increased opportunities to deliver Curriculum for Excellence through Outdoor Learning	National Parks are unique and ideal settings for Outdoor Learning. Increasing awareness of the opportunities available to teaching staff combined with the development of resources that support Curriculum for Excellence will lead to increased opportunities to learn in and about the Park. There will be a focus on West and Central Scotland.	Increased delivery of teacher Continuing Professional Development (CPD) from 2011 baseline.  National Park educational resources available through websites by 2013.  By 2017 increase number of schools engaged with by 50% from 2011 baseline.	<ul style="list-style-type: none"> <li>National Park Authority</li> <li>Local Authorities</li> <li>Education Scotland</li> </ul>	<ul style="list-style-type: none"> <li>Cairngorms National Park Authority</li> <li>RSPB</li> <li>Royal Highland Education Trust (RHET)</li> <li>John Muir Award</li> </ul>
VE17 Increased support for those experiencing disadvantage	National Parks are underused by certain sections of society, particularly those experiencing some form of disadvantage. Targeting resources to help overcome barriers will increase opportunities to engage in the Park.  There is also a need to clarify the existing range of opportunities to engage visitors with the National Park. There is a potential to reduce duplication of effort, ensure consistent messages and to identify gaps in support and engagement amongst partners.	By end 2012 map all existing education, outreach and volunteering provision within the National Park.  By end 2013 have in place an Education, Outreach and Volunteer Engagement Working Group.  By 2017 increase number of outreach partners engaged with by 50% from 2011 baseline.	<ul style="list-style-type: none"> <li>National Park Authority</li> </ul>	<ul style="list-style-type: none"> <li>Forestry Commission Scotland / National Forest Estate</li> <li>Scottish Natural Heritage</li> <li>National Trust for Scotland</li> <li>RSPB</li> <li>The Great Trossachs Forest</li> <li>Woodland Trust Scotland</li> <li>John Muir Award</li> </ul>





Education, Outreach and Volunteering (contd)

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Relevant Organisations
VE18 Volunteer Rangers	Volunteer Rangers will contribute positively to helping the National Park achieve more. The presence of Volunteer Rangers will enable the National Park's messages to reach a higher number of visitors. As numbers grow more of them will be located in the Park's towns and villages.  The Volunteer Ranger role is to welcome people to the National Park and to introduce them to the variety of local services and businesses.	By end 2014 have 60 Volunteer Rangers with the Park Authority. Through expanding the Volunteer Ranger role to partner organisations, by 2017 there will be 150 Volunteer Rangers in the National Park.	<ul style="list-style-type: none"><li>• National Park Authority</li></ul>	<ul style="list-style-type: none"><li>• Forestry Commission Scotland / National Forest Estate</li><li>• National Trust for Scotland</li><li>• RSPB</li><li>• Scottish Natural Heritage</li><li>• Scottish Wildlife Trust</li><li>• The Great Trossachs Forest</li><li>• Park-based Businesses</li><li>• Local Authorities</li></ul>
VE19 National Park volunteers	National Park Volunteers will be able to volunteer across a variety of different organisations, without having to register with several different partners. Any organisation or community group in the National Park can identify an activity needing National Park Volunteer input.	By end 2014 develop a programme for National Park volunteers with partners. By 2017, increase the number of activities offered to National Park Volunteers by 50%.	<ul style="list-style-type: none"><li>• National Park Authority</li></ul>	<ul style="list-style-type: none"><li>• Forestry Commission Scotland / National Forest Estate</li><li>• National Trust for Scotland</li><li>• Local Authorities</li><li>• RSPB</li><li>• Scottish Natural Heritage</li><li>• Scottish Wildlife Trust</li><li>• Plantlife Scotland</li><li>• Woodland Trust</li><li>• Community Development Trusts.</li><li>• Historic Scotland</li><li>• Friends of Loch Lomond and The Trossachs</li><li>• Community Partnership</li><li>• The Great Trossachs Forest</li></ul>

Scenic Routes - [link to VE Policy 6](#)

Outcome: Improved visitor experience, increased safety and designs that complement the landscape

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
VE20 National Park scenic routes	The planned upgrade of the A82 north of Tarbet is a high profile project within the National Park that needs to deliver a range of economic, social and environmental benefits. The A83 at the Rest and Be Thankful is also a priority for improvements along with the A84 from Callander to Glen Ogle. Many lay-bys in the Park are informal, badly managed and of a poor quality. At the same time the great views from our roads and rail are not always available due to scrub growth.	In 2013 a design competition for innovative lay-bys is in place. By end 2013 a strategic plan is in place for the A82 upgrade. By 2015 pulpit rock and Crainlarich bypass on the A82 completed. A84 improvements to be considered as part of Five Lochs Management Project and Callander Charrette. Scrub removal from West Highland Line to continue.	<ul style="list-style-type: none"><li>• Transport Scotland</li><li>• National Park Authority</li><li>• Local Authorities</li><li>• Friends of the West Highland Line</li></ul>	<ul style="list-style-type: none"><li>• Strathclyde Passenger Transport</li><li>• Scottish Natural Heritage</li><li>• HiTrans</li><li>• Creative Scotland</li><li>• VisitScotland</li><li>• Callander Partnership</li><li>• Forestry Commission Scotland</li><li>• Scotrail/Network Rail</li></ul>





# RURAL DEVELOPMENT

Outcome

In the National Park businesses and communities thrive and people live and work sustainably in a high quality environment.

Rural development in a National Park is about thriving local communities and sustainable businesses that contribute to a growing rural economy whilst maintaining a high quality environment.

Rural development is a way of positively delivering an agenda that not only supports local communities and the economy but also the conservation and visitor experience of the Park. Development in the right locations across the Park can enhance people’s experience and can also help to better manage sensitive areas that suffer from overuse. Getting the balance between development and conservation within a National Park is not easy but it is one of the major issues on which the value of the Park will be judged.

The outstanding quality of the Park’s environment, its accessibility from central Scotland and its international recognition all bring enormous economic opportunities, but also distinct pressures on the Park’s communities.

There are many facets to rural development, including housing, rural business development, community cohesion, renewable energy, transport options and many others. Delivering action on any one of these will not deliver thriving communities or sustainable businesses. Co-ordinated and complementary action is needed on all of these areas and that is what this Plan aims to deliver.

### National, Regional and Local Policy Context

There are a number of strategies and policies at a national and local level that provide context for the development of the National Park Partnership Plan. The following documents are considered key in providing context for the rural development:

- a) Scottish Planning Policy (SPP)
- b) National Planning Framework 2 (NPF2)
- c) Land Use Strategy for Scotland
- d) Speak up for Rural Scotland
- e) Scottish Government Climate Change Adaptation Strategy
- f) Community Planning Partnership Single Outcome Agreements
- g) National Zero Waste Strategy
- h) Fresh Thinking New Ideas
- i) Local Authority Strategic Housing Investment Plans, Local Housing and Transport Strategies
- j) Regional Transport Strategies
- k) Community Action Plans

### Main Rural Development Challenges in the National Park for 2012–2017

A number of challenges face the National Park during the period of this plan, some of which are set out below:

- a) The National Park is projected to have an ageing and declining population with younger people and families migrating out. There is a need to provide a wider range of housing, training and high quality employment.
- b) There is a need to support new development which meets community needs and realises the Park’s economic potential in a way that safeguards and enhances its special qualities.
- c) The declining public funding sources and challenging external economic climate mean that there are potential difficulties in realising affordable housing objectives over the next few years.
- d) The Park has renewable energy resources which can be harnessed without impacting on its special qualities or tourism economy. It is important that wider growth in wind energy development does not adversely impact on the Park’s landscapes or its setting.
- e) There is an urgent need to upgrade parts of the road network, particularly the A82 north of Tarbet. It is critical that such upgrades and their design are considered strategically and that sensitive and innovative best practice designs are utilised.
- f) There needs to be more concerted action to reduce carbon emissions within the Park, including that from new developments and traffic.
- g) Reductions in public sector budgets means there are increased threats to the future of essential public services, including schools, post offices, petrol stations, business support.
- h) Viability of many primary land uses within the National Park is reliant on government support.
- i) It is important that community action plans continue to establish priorities and that community capacity is supported to enable project funding and delivery.
- j) It is important to continue to secure high standards of design and landscape fit in new developments.
- k) Maintaining and improving the competitiveness of businesses in the Park.
- l) Ensuring businesses in the Park are able to participate in growing markets including those markets depending on broadband.





Key Policies to Enhance Rural Development

The policies below provide guidance for all organisations that operate in the National Park.

RD Policy 1: Sustaining our Population

Projected population change in the form of a declining and ageing population will have a significant impact on the Park. Priority will therefore be given to:

- a) Responding to population decline in working age groups by increasing access to affordable housing, services, training and employment opportunities.
- b) Supporting ageing population needs, including transport, housing, social and healthcare services.

RD Policy 2: Spatial Development Strategy (see also VE Policy 2) (see Spatial Strategy Map)

There is a need to ensure that new development in the Park is in the most sustainable locations with design and siting that safeguard and enhance designated sites or other special qualities. Priority will be given to:

- a) Consolidating the role of existing settlements as the most sustainable locations for new housing, retail and economic development, with Callander and Balloch being a particular focus to 2017.
- b) Supporting new strategic tourism development opportunities in Callander, Balloch, Tyndrum, Drymen, Arrochar and Tarbet.
- c) Supporting smaller-scale tourism development in the wider countryside primarily in the following areas:
  - i. Tyndrum/Crainlarich - new development linked to the West Highland Way and other strategic paths.
  - ii. The Five Lochs area, Loch Ard Forest and Killin – forest and loch-based tourism linked to recreation networks, lochside management and water recreation.
  - iii. Glenbranter - forest-based tourism linked to recreation networks.
  - iv. Drymen/Balmaha - new development that complements and consolidates existing facilities and infrastructure and facilitates improvement of access links.
  - v. Benmore Botanic Garden - new development that complements and raises the quality of existing facilities and infrastructure.

Opportunities for new developments in the countryside outwith these areas is likely to be more limited and focussed on improving or extending existing facilities:

- d) Promoting and supporting integrated and innovative sustainable local transport solutions.
- e) Ensuring that infrastructure improvements (roads, piers, drinking water, wastewater treatment, communications) and services (education, healthcare, public transport) are programmed to service new development.

RD Policy 3: Rural Economy

The economy of the Park has faced challenges with changes in traditional sectors and pressure from tourism and visitors. This has created opportunities for diversification which need to be managed sensitively. The health of our rural economy is critical to the success of the Park. Priority will be given to:

- a) Supporting diversification of traditional and existing rural businesses and activities where this will enable the continuation of the existing land-based business.
- b) Developments which provide positive land management, protection and enhancement of the Park's special qualities, including priority habitats and local landscape character.
- c) Enabling new start-up businesses and existing businesses to grow through provision of suitable premises and business support.
- d) Facilitating rural businesses to access the knowledge economy through digital inclusion and extension of higher speed broadband throughout the rural area.
- e) Encouraging entrepreneurship and appropriate inward investment.

RD Policy 4: Climate Change (link to Con Policy 5)

Climate change is one of the most serious environmental threats facing Scotland. Climate change mitigation and adaptation is therefore central to public policy and now requires to be considered and planned for in all activities. The National Park will contribute to the delivery of the Climate Change (Scotland) Act 2009. Priority will be given to:

- a) Supporting and guiding communities and businesses in the Park to use less energy, reduce emissions, generate small-scale renewable energy, and plan for a changing climate.
- b) Reducing the carbon footprint of new developments.

RD Policy 5: Renewable Energy

The National Park will contribute towards the delivery of the Government's targets for renewable energy generation. Large-scale commercial wind turbines<sup>[1]</sup> are incompatible with the special qualities of the National Park and are not considered to be appropriate within the National Park or where outside the Park they affect its landscape setting. Priority will be given to small-scale energy generation, specifically run of the river hydro and biomass, and transmission from renewable sources where:

- a) It does not have adverse effects on the Park's designated sites or other special qualities, including wildness.
- b) It contributes to the energy efficiency and self-sufficiency of the Park's communities and businesses.
- c) It does not adversely affect recreation interests, such as, walking, fishing, canoeing etc.
- d) Where revenue generated from electricity supplied to the grid will support identified social, economic or environmental projects or initiatives.

RD Policy 6: Community Development

The social, environmental and economic development of the Park's communities is important for the National Park. Priority will be given to:

- a) Supporting the capacity of communities to meet and deliver their own aspirations that are consistent with the Park's statutory aims.
- b) Empowering communities to identify new models of public service delivery and community enterprise.
- c) Providing a framework for community organisations to deliver local benefits.
- d) Increasing access to funding opportunities.

RD Policy 7: Sustainable Design and Construction

Design, layout and the use of materials is critical to good sustainable place-making in new development. Priority will be given to:

- a) Enabling new development which positively supports sense of place.
- b) Promoting a high standard of sustainable design, energy efficiency, sustainably sourced materials and construction in new development.
- c) Supporting the retention and enhancement of local character.
- d) Facilitate the rehabilitation of redundant rural buildings and recycling of resources.
- e) Ensuring road upgrades and improvements respond to local landscape character.

<sup>[1]</sup> Large scale commercial wind turbines are defined as more than 1 turbine and over 30m in height.





What are the Priorities for Action in Rural Development for 2012–2017?

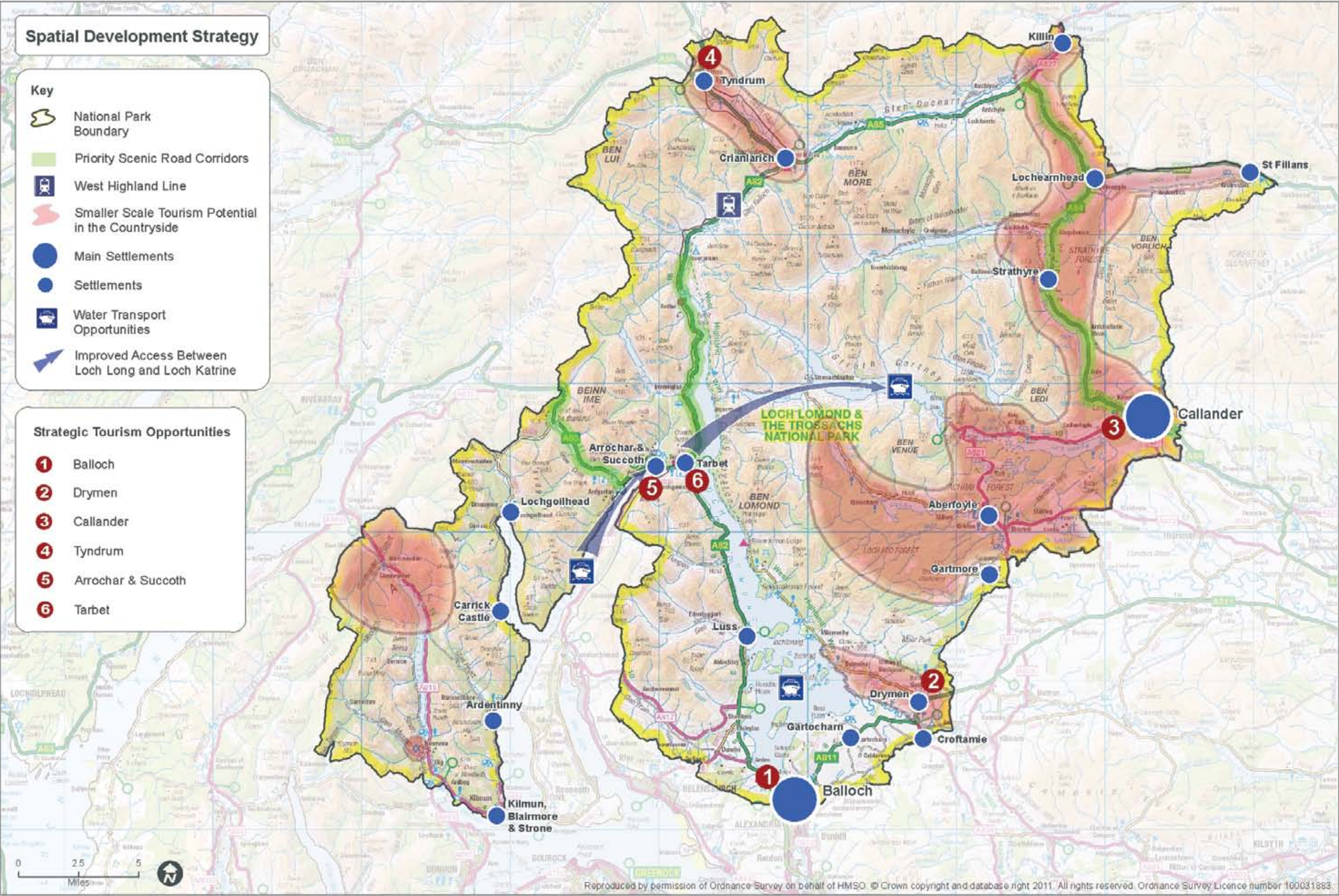
The policies in the previous section link to the priorities for action set out below. Each topic has an overall outcome and then a number of priorities for actions and relevant targets for 2017 or before.

Sustaining our Population - link to RD Policy 1

Outcome: A population balanced across age groups

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
RD1 Increase Access to a Range of Affordable Housing Types	Affordable housing is critical to ensure that people of working age with families are able to live in the Park. There is a need to increase delivery of a range of affordable housing tenures to meet a variety of local housing needs in communities. Options need to be considered for funding and cross subsidy models to assist with the delivery of affordable housing. This will involve working with the private sector, local authorities and Registered Social Landlords (RSLs) to identify solutions. Consideration should be given to exploring alternative tenures and second homes council tax revenue, money from commuted sums and land in public ownership.	By end 2013 reach agreement with housing providers/RSLs and local authorities on a suite of delivery models for affordable housing. This will be produced as a toolkit.  By end 2014 20 new housing opportunities delivered through the Rural Housing Enabler project.  In 2015 prepare a Housing Need and Demand Assessment for the Park.  Promote and monitor delivery of the Local Plan Housing Land Requirement by 2015.	<ul style="list-style-type: none"><li>Local Authorities</li><li>National Park Authority</li><li>Rural Housing Service</li></ul>	<ul style="list-style-type: none"><li>Registered Social Landlords</li><li>Rural Housing Service</li><li>Community Development Trusts</li><li>Homes for Scotland</li><li>National Forest Estate</li><li>Scottish Land and Estates</li><li>Community Councils</li></ul>
RD2 Access to Employment Opportunities	The National Park has a large commuting population to Glasgow, Stirling or Edinburgh. There is a need to increase local employment opportunities with new or existing businesses and reduce the need to travel outside the Park for employment.	Establish a reduction in out migration of working age groups by 2017.  By 2017 increase business start ups by 10%.	<ul style="list-style-type: none"><li>Scottish Enterprise</li><li>Highlands and Islands Enterprise</li><li>Business Gateway</li><li>Local Authorities</li></ul>	<ul style="list-style-type: none"><li>National Park Authority</li><li>Community Development Trusts</li></ul>
RD3 Expand Apprenticeship Scheme and Outreach Training Opportunities for Young People	Building on the success of the Community Partnership Apprenticeship Support Project (construction trades apprenticeships in the National Park to 2014), there is a need to expand the breadth of apprenticeship opportunities to ensure that young people and unemployed people have opportunities in the National Park.	By end 2014 have in place an apprenticeship scheme that covers tourism and land-based businesses (including food).  By end 2014 develop an accredited outreach training module.	<ul style="list-style-type: none"><li>Community Partnership</li><li>Forth Valley College</li><li>Clydebank College</li><li>Skills Development Scotland</li><li>West Dunbartonshire Council</li></ul>	<ul style="list-style-type: none"><li>National Park Authority</li><li>Scottish Agricultural College</li></ul>

Map 6







Spatial Development Strategy - link to RD Policy 2

Outcome: Sustainable pattern of new development

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
RD4 Direct Most New Development to Existing Settlements	Spatial planning is crucial to delivering a high quality National Park that does not degrade the reasons for its designation. Directing most new development to existing settlements is the most sustainable approach. There is also a need to ensure that any new development within the Park takes into account cross-boundary issues (flood risk, education, housing, transport, tourism etc). See map 6.	Promote and monitor delivery of Local Plan (2010–15). By end 2016 prepare and adopt Local Development Plan.	<ul style="list-style-type: none"><li>National Park Authority</li></ul>	<ul style="list-style-type: none"><li>Scottish Environment Protection Agency</li><li>Scottish Natural Heritage</li><li>Local Authorities</li><li>Scottish Water</li><li>Transport Scotland</li><li>Regional Transport Partnerships</li><li>Planning Aid Scotland</li></ul>

Rural Economy - link to RD Policy 3

Outcome: Rural economic development to support job creation and retention that safeguards and enhances the Park's special qualities

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
RD5 Increase Available Business and Workspace	There is a need to create business clusters in existing settlements through the provision of workspace for local businesses. This is a key issue in many of the towns and villages in the Park and critical in supporting existing small to medium businesses and new start-up businesses.  This could potentially include the provision of new, low-cost business incubation units together with bespoke business mentoring with access to high speed broadband.	By end 2015 increase the volume of local workspace based on Local Plan Economic Development proposals and Rural Activity Areas implemented: Callander East, Strathfillan, Drymen South and Strachur South.	<ul style="list-style-type: none"><li>Stirling Council</li><li>Argyll &amp; Bute Council</li><li>National Park Authority</li></ul>	<ul style="list-style-type: none"><li>Scottish Enterprise</li><li>Highland and Islands Enterprise</li><li>Private Businesses</li><li>Business Gateway</li><li>Community Councils</li></ul>
RD6 Support Rural Businesses in the Primary Industries	Traditional land-based industries are significant employers in the National Park and significant economic contributors. There is a need to support the economic viability of these industries and to support their diversification into economically viable supplementary businesses.	By end 2013 consider whether a Park brand for locally produced food is viable.  By 2017 increase the value of forestry, farming and food produce originating in the National Park from 2011 baseline.	<ul style="list-style-type: none"><li>National Farmers' Union Scotland</li><li>Scottish Land and Estates</li><li>National Park Destination Development Group</li><li>National Park Authority</li></ul>	<ul style="list-style-type: none"><li>ConFor</li><li>Forestry Commission Scotland</li><li>Scottish Government</li><li>Private Businesses</li></ul>

Rural Economy (contd)

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
RD7 Rural Broadband	Broadband is crucial for so much of today's business and those businesses that have poor quality broadband coverage are at a severe disadvantage.	Increase rural broadband coverage and speed within the National Park.	<ul style="list-style-type: none"><li>Scottish Government</li><li>Scottish Enterprise</li><li>Highland and Islands Enterprise</li></ul>	<ul style="list-style-type: none"><li>Local Authorities</li><li>Private Businesses</li></ul>

Climate Change - link to RD Policy 4

Outcome: Climate change mitigation and adaption is integral to all activities and new development

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
RD8 Reduce Carbon Emissions and Promote Low Carbon Development	Reducing carbon emissions in the National Park will help contribute to the national targets set out in the Climate Change Act. The Park Authority will look to increase the requirement for new development beyond current Scottish Government Building Regulations. This will increase energy efficiency and also promote high quality design and sustainable materials. The Park will also support communities to make existing housing stock and community managed buildings perform more efficiently.	By end 2014 produce environmental sustainability guidance.  By end 2016 promote all new development to exceed 2010 Building (Scotland) Regulations sustainability requirement to achieve a 'silver' rating.  By 2017 energy efficiency projects have been delivered in 10 communities.	<ul style="list-style-type: none"><li>National Park Authority</li><li>Community Partnership</li></ul>	<ul style="list-style-type: none"><li>Local Authorities</li><li>Scottish Environment Protection Agency</li><li>Community Futures Goes Green Network</li><li>Energy Saving Scotland Advice Centre</li><li>Community Energy Scotland</li></ul>





**Renewable Energy - [link to RD Policy 5](#)**

Outcome – Appropriately scaled and located renewable energy schemes that support community development

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
RD9 Increase Renewable Energy Generation	Renewable energy has the potential to deliver multiple benefits, such as reduced carbon emissions and sustainable economic growth. The National Park is already a net exporter of electricity and significant potential for further small-scale hydro. The cumulative impacts of energy schemes on the landscapes, hydrology, recreation opportunities and ecology of the Park need to be better understood and impacts on designated sites avoided. The Park is also a heavily wooded area and there is potential for development of local-scale biomass.	By end 2014 undertake work to establish cumulative impacts of energy schemes on the landscapes, hydrology, recreation opportunities and ecology.  By 2017 increase in electricity produced through renewable energy from small-scale hydro and increase use of biomass for heat or in combined heat and power systems.	<ul style="list-style-type: none"><li>• National Park Authority</li><li>• Private businesses</li><li>• Scottish Environment Protection Agency</li><li>• Local Authorities</li><li>• Scottish Natural Heritage</li></ul>	<ul style="list-style-type: none"><li>• National Forest Estate</li><li>• sportscotland</li><li>• Community Development Trusts</li><li>• Community Energy Scotland</li><li>• Community Futures Goes Green network-</li><li>• Community Partnership</li></ul>
RD10 Landscape setting of the Park	The landscape which contributes to the special qualities of the National Park does not stop at its boundaries.	Ensure that landscape impacts which may affect the special qualities of the National Park are taken into account in the preparation of neighbouring planning authorities' planning policies or guidance for renewable energy.	<ul style="list-style-type: none"><li>• Local Authorities</li><li>• National Park Authority</li><li>• Scottish Natural Heritage</li></ul>	<ul style="list-style-type: none"><li>• Scottish Government</li></ul>

**Community Development- [link to RD Policy 6](#)**

Outcome – Active and empowered communities

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
RD11 Community Capacity Building	There is a need to ensure ongoing support for organisations and networks that enable individual and partnership initiatives to deliver priority projects and actions. This may be through community action plans or opportunistic applications for public funding. In the long term there is a need for more social enterprises in the Park that deliver self-sustaining community development.	Increase the investment leveraged in through community organisations in the National Park.  By 2017 each of the Park's communities to have independently delivered a community project.	<ul style="list-style-type: none"><li>• Community Partnership</li><li>• Community Development Trusts</li></ul>	<ul style="list-style-type: none"><li>• National Park Authority</li><li>• Local Authorities</li><li>• Community Councils</li><li>• Planning Aid Scotland</li></ul>

**Built Environment - [link to RD Policy 7](#)**

Outcome: The built environment is enhanced and is a valued special quality of the Park

Priority for Action	What does this Mean?	Target for 2017	Lead Partners	Other Organisations
RD12 Place Making	Place making is central to current thinking on the design of new development, which should support and contribute to the sense of place. This includes the landscape setting, built form and the use of space and land.	By end 2013 establish a National Park annual design award to promote and celebrate good design.  By 2017 increase the number of developments that are recognised through local or national awards for design/ planning.  By 2017 expand Sustainable Design Supplementary Planning Guidance to issue area specific guidance, sustainability guidance and best practice advice.	<ul style="list-style-type: none"><li>• National Park Authority</li></ul>	<ul style="list-style-type: none"><li>• Local Authorities</li><li>• Architecture + Design Scotland</li><li>• Development Sector and Agents</li></ul>
RD13 Callander (charrette) master plan	The Callander Partnership successfully bid to the Scottish Sustainable Communities Initiative for a charrette which was held over five days in November 2011. A charrette is a series of design led workshops, attended by the community and agency staff, to generate a shared vision for the town. The final report was published in April 2012 with a number of recommendations. These are forming an action plan for the community and agencies to take forward and to integrate into future public policy and investment decisions.	By September 2012 support the Callander Partnership's preparation of an action plan for delivery of the charrette's recommendations.  By mid 2013 adopt Supplementary Planning Guidance that translates the charrette's recommendations into short-term actions. This will focus on design and public realm.  Integrate the charrette's long-term recommendations into the preparation of the Local Development Plan.	<ul style="list-style-type: none"><li>• Callander Partnership</li></ul>	<ul style="list-style-type: none"><li>• Transport Scotland</li><li>• VisitScotland</li><li>• Scottish Enterprise</li><li>• sportscotland</li></ul>





## A PARTNERSHIP THAT DELIVERS

The National Park Partnership Plan can only be delivered if all partners work collaboratively to deliver results on the ground that make a difference for the people that live in, work in or visit the National Park. The National Park Authority has a central role in ensuring that the National Park Partnership Plan is delivered and it will monitor implementation of the Plan on behalf of Scottish Ministers.

The implementation of this Partnership Plan will be taken forward based on three key principles:

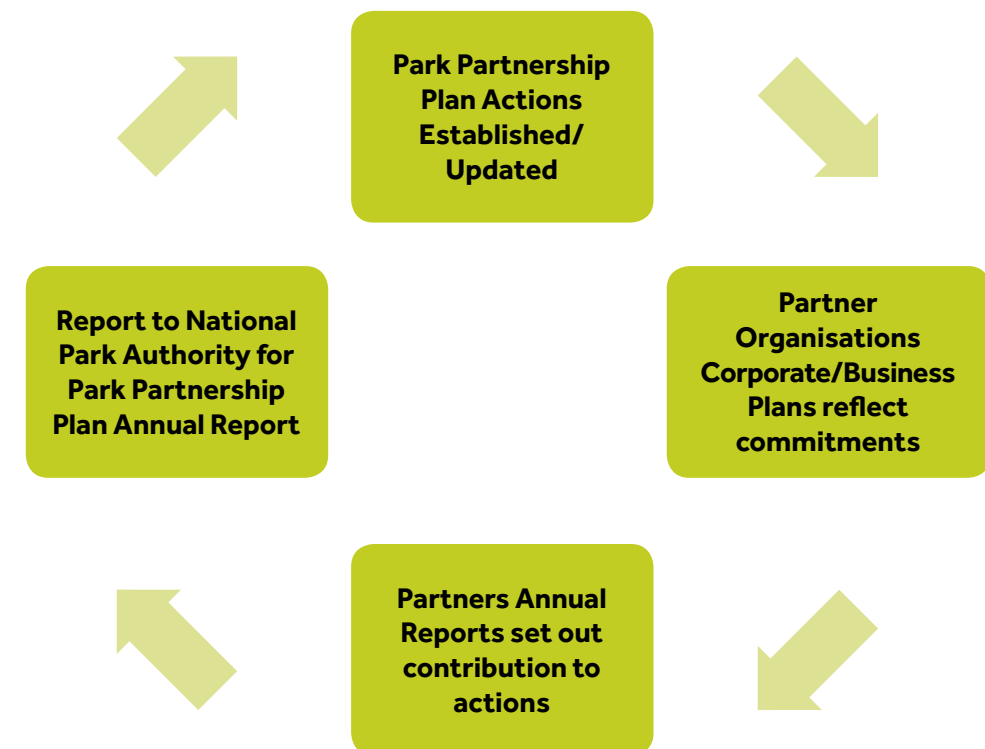
- a) Accountability – All partners will be accountable for the delivery of actions and adherence to the policies. This is about public bodies planning appropriately, celebrating successes and tackling failures.
- b) Collaboration – To deliver the partnership plan we must collaborate effectively. New approaches which are centred on delivering practical results on the ground will be encouraged. Positive action for the National Park communities, visitors and nature must be at the heart of all decisions.
- c) Leadership – All organisations involved in the Park are required to provide leadership on delivering their part of this plan.

### Mechanisms

The National Park Partnership Plan will have a number of mechanisms associated with it to ensure accountability for its delivery:

- a) An annual National Park Partnership meeting Chaired by the Minister for the Environment.
- b) An annual review of progress against the Park Plan will be submitted to the National Park board and a copy submitted to Scottish Ministers with input from all partners.
- c) Individual Partner Agreements setting out the specific actions partners will help to deliver over the next five years.
- d) Partner organisations' corporate/business plans reflect Park Partnership Plan commitments.

### Partnership Plan Annual Cycle





# INDICATORS OF SUCCESS

There is a need to establish whether the Park Partnership Plan as a whole is having a positive effect on the National Park. To ensure that it does the Park Authority and its partners will track the following key indicators and report on them annually. These indicators will provide an annual snapshot and will be promoted on the Authority's website so that people can track progress at a glance.

National Park Topic	National Park Indicator	Data Collector
Natural Heritage	% of designated site features in favourable condition	SNH
Landscapes	% of land under agri-environment schemes	SGRPID
Water	% of water bodies achieving good ecological condition	SEPA
Carbon	% of land under woodland and % of restored peatland	FCS, NPA
Cultural Heritage	Number of buildings on the buildings at risk register within the Park	Historic Scotland
Visitor Management	% of visitors satisfied with cleanliness of countryside	NPA, KSB
	% of residents and visitors that feel safe in the Park	NPA, Police
Tourism	Numbers of overnight stays in the National Park Hotel capacity in the National Park	NPA, DDG, VisitScotland
Recreation & Access	Number of people using key paths	NPA, FCS, Sustrans
Education	Number of groups undertaking outdoor learning in the National Park	NPA, LAs, ES
Volunteering	Number of volunteer rangers	NPA
Rural Economy	GDP growth in NP	SE, NPA
	Inward Investment in the National Park	SE, NPA
Business	Number of business start-ups	Business Gateway/LAs
Communities	Number of communities with community action plans revised within past 3 years	Community Partnership
Affordable Housing	% of all new housing that is affordable	NPA, LAs
Renewable Energy	Mw generated from renewable sources	NPA
Transport	Number of people using water transport	NPA/Loch Operators

- FCS

Forestry Commission Scotland
- DDG

National Park Destination Development Group
- ES

Education Scotland
- KSB

Keep Scotland Beautiful
- LAs

Local Authorities
- NPA

National Park Authority
- SE

Scottish Enterprise
- SEPA

Scottish Environment Protection Agency
- SGRPID

Scottish Government Rural Payments & Inspections Directorate
- SNH

Scottish Natural Heritage

# APPENDIX A: MAPPING DATA SOURCES

## General Disclaimer

The information shown on the maps in this report is for illustrative purposes only. The representation of features or boundaries in which LLTNPA or others have an interest does not necessarily imply their true positions. For further information please contact the appropriate authority as listed below. These maps were all produced by LLTNPA for the National Park Partnership Plan in 2012.

## Ordnance Survey (OS)

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For further information please contact [customerservices@ordnancesurvey.co.uk](mailto:customerservices@ordnancesurvey.co.uk), or Customer Service Centre, Ordnance Survey, Romsey Road, Southampton, SO16 4GU. [www.ordnancesurvey.co.uk](http://www.ordnancesurvey.co.uk)

Ordnance Survey original products used in the creation of this report:

Strategi® (all A4 maps)

1:250 000 Scale Colour Raster (A3 maps)

Land-Form PROFILE™ (all A4 maps)

All other data derived or based upon Ordnance Survey data is indicated as appropriate.

## Loch Lomond & The Trossachs National Park Authority (LLTNPA)

Data created by LLTNPA is not acknowledged specifically as a data source on the maps.

The following data was digitised by National Park staff using Ordnance Survey mapping:

Loch Lomond & The Trossachs National Park Boundary (all maps).

Settlements (all A5 maps)

Visitor Management Zones (Visitor Management Zones map)

National Park Visitor Hubs (Visitor Management Zones map)

Munro summits (Paths and NP Overview maps)

Deposited Core Paths (Relative Wildness map)

Long Distance, Feature and Key Upland Paths (Paths map)

Spatial Development data (Spatial Development Strategy map)

The following data was created by LLTNPA using Ordnance Survey mapping and other available data sources:

UK BAP Priority habitats (UK BAP Priority Habitats Map). Note: this data was created using available information and may contain gaps and errors in certain areas.

All LLTNPA data is derived from Ordnance Survey mapping and is © Crown Copyright.

For further information please contact the LLTNPA GIS team at the National Park HQ, Carrochan on [gis@lochlomond-trossachs.org](mailto:gis@lochlomond-trossachs.org) or 01389 722 600.

## Centre for Ecology and Hydrology

Land Cover Map 2000 data (Relative Wildness map).

This data is a proprietary product of NERC and thus protected by Copyright Law. NERC reserves all rights of ownership and copyright in the Dataset.

For further information please contact [spatialdata@ceh.ac.uk](mailto:spatialdata@ceh.ac.uk).

## Forestry Commission of Scotland (FCS)

Woodland map for Scotland data (Woodland Coverage map).

All FCS data is derived from Ordnance Survey mapping and is © Crown Copyright.

For further information please contact [cowal.trossachs.fd@forestry.gsi.gov.uk](mailto:cowal.trossachs.fd@forestry.gsi.gov.uk) or visit [www.forestry.gov.uk/scotland](http://www.forestry.gov.uk/scotland).

## Highland Birchwoods (on behalf of the Caledonian Partnership)

Semi-natural Woodland Inventory data (Relative Wildness map).

For further information please visit [www.highlandbirchwoods.co.uk/about-us-g.asp](http://www.highlandbirchwoods.co.uk/about-us-g.asp) or [www.caledonian-partnership.org.uk/frames\\_hb.html](http://www.caledonian-partnership.org.uk/frames_hb.html).

## Various Habitat Surveys

Miscellaneous habitat surveys (UK BAP Priority Habitats Map) obtained from Scottish Natural Heritage, Forestry Commission of Scotland, Scottish Wildlife Trust and Scottish Agricultural College.





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