

Loch Lomond & The Trossachs National Park

Pàirc Nàiseanta Loch Laomainn
is nan Tròisichean



National Park Plan 2007-2012

A FRAMEWORK AND ACTION PLAN FOR SUSTAINABLE TOURISM



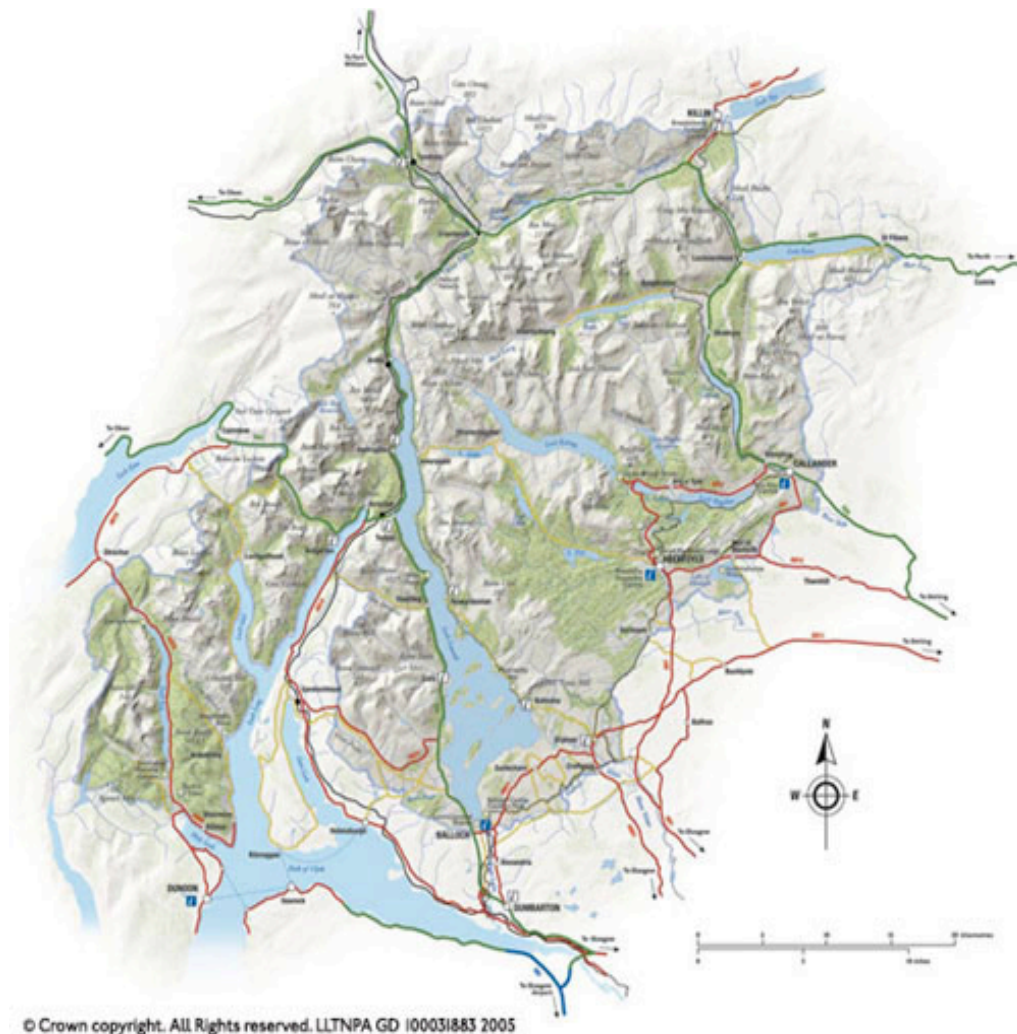
LOCH LOMOND & THE TROSSACHS NATIONAL PARK **A FRAMEWORK AND ACTION PLAN FOR SUSTAINABLE TOURISM** **2007-12**

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1 INTRODUCTION



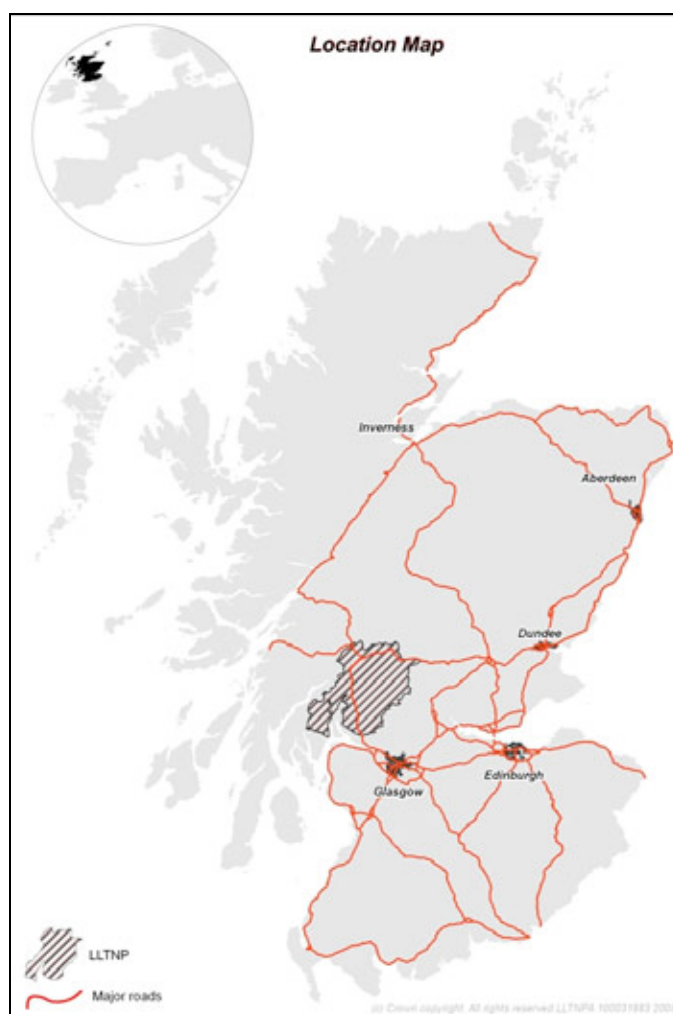
1.1 Loch Lomond and The Trossachs National Park

Loch Lomond and the Trossachs National Park became formally established on 19 July 2002. The area covers approximately 720 sq miles (1,865 sq km) of some of the finest scenery in Scotland encompassing rolling lowland landscapes in the south to high mountains in the north, and many lochs and rivers, forests and woodlands. It is also a living, working landscape which has been influenced by people for generations, and is visited and enjoyed by many with more than 70% of Scotland's population living less than an hour's travel time from the Park.

The Park is composed of four distinctive landscape areas, each with individual characteristics and qualities: Argyll Forest and Cowal, Loch Lomond, The Trossachs and Breadalbane.

The IUCN has classified all the protected areas in the world into six categories based on their primary management objective. Loch Lomond and the Trossachs National Park falls under category 5, which is defined as:

“a protected area managed mainly for landscape or seascape conservation and recreation, an area where the interaction of people and nature over time has produced an area of distinct character with significant aesthetic, ecological, and cultural value, and often with high biological diversity. Safeguarding the integrity of this traditional interaction is vital to the protection, maintenance and evolution of such an area”



1.2 What makes Loch Lomond and The Trossachs National Park a special place?

The Park has a landscape of exceptional quality and diversity, supporting a rich natural heritage of plants and animals. Through human activities over the centuries, the area also has a legacy of distinct cultural heritage. This rich natural and cultural heritage forms the basis of many aspects of the local economy.

The key special qualities of the Park include:

- **Diverse Landscapes and Diverse Experiences**

A landscape of striking contrasts marking the transition from lowlands to highlands that lends itself to equally diverse experiences.

- **A Rich Biodiversity**

A diverse and extensive range of habitats and species, many of which have national and international importance.

- **Mountains and Moorlands**

The area's dramatic mountain ranges and iconic summits are a dominant feature of the landscape and contribute to the identity of the area.

- **Lochs and Rivers**

The diverse expanses of open water contribute greatly to the area's rich and varied scenic quality and provide highly important habitats for wildlife.

- **Forests, Woodlands and Trees**

The woodlands and forests of the Park are significant features in the landscape and include important oak woods and remnants of the Caledonian pinewood. Woodland habitats support a rich variety of wildlife and plant species.

- **Cultural Landscapes**

Many features remain visible in the landscape of historic land use patterns including shielings (habitations commonly used by crofters in the summer months) and abandoned townships, whilst a wide range of archaeological sites survive from the prehistoric and medieval periods.

- **Historic Associations**

The Park landscapes, along with their historical and mythical associations served as great inspiration to writers, poets and artists.

- **Communication, Travel and Accessibility**

Travel has been a strong feature of the area through history. The legacy of travel is present in the form of old drovers and military roads, railway lines and viaducts, steamship piers and historic bridges and toll houses.

- **Communities, Local Culture and Traditions**

Cultural events which are rooted in historical tradition such as highland games and agricultural shows, important traditional skills linked to the management of the land, and associations with the Gaelic and Scots languages all contribute to the cultural identity of the Park.

- **Enjoyment of the Special Qualities**

The Park provides for a wide range of experiences and opportunities for outdoor recreation including the enjoyment of tranquility and remoteness, more formal outdoor pursuits as well as the appreciation of scenery, wildlife and local culture.

1.3 The National Park Plan and Sustainable Tourism

National Parks in Scotland differ from other UK Parks by having a statutory aim to promote the sustainable social and economic development of the Park's communities. The National

Park (Scotland) 2000 Act sets out four statutory aims for all Scottish National Parks. These are:

- To conserve and enhance the natural and cultural heritage
- To promote the sustainable use of natural resources
- To promote understanding and enjoyment of the Park's special qualities
- To promote the sustainable social and economic development of the Park's communities

The purpose of the Park Authority is to ensure these aims are pursued collectively and with equal importance. If it appears, however, that there is a conflict between the conservation and enhancement of the natural and cultural heritage and the other National Park aims, then the NPA must give greater weight to this aim. This is referred to as the Sandford principle

The National Parks (Scotland) Act 2000 requires the NPA to prepare and consult on a 5 year National Park Plan, setting out how the Park will be managed in order to achieve the Park's four aims. Under the terms of the Act, all partner agencies have a duty to have regard to the Park Plan in their own policies and actions thus ensuring an integrated approach to the management of the Park.

The NPA prepared and consulted on the first draft National Park Plan in 2005. A 'State of the Park' report was also published at this time to accompany the draft Plan, providing factual baseline information about the Park and key changes and issues affecting it.

Following the consultation period in 2005, the NPA formally adopted the aims and principles set out in the Europarc charter for Sustainable Tourism within Protected Areas

UNDERLYING AIMS OF THE CHARTER

- *To increase awareness of, and support for, Europe's protected areas as a fundamental part of our heritage, that should be conserved for and enjoyed by current and future generations.*
- *To improve the sustainable development and management of tourism in the protected area taking into account the needs of the environment, local residents, local businesses and visitors*

THE CHARTER PRINCIPLES

1. *To involve all those implicated by tourism in and around the protected area in its development and management.*
2. *To prepare and implement a sustainable tourism strategy and action plan for the protected area.*
3. *To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development.*
4. *To provide visitors with a high quality experience in all aspects of their visit.*
5. *To communicate effectively to visitors about the special qualities of the area.*
6. *To encourage specific tourism products which enable discovery and understanding of the area.*
7. *To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism,*

8. *To ensure tourism supports and does not reduce the quality of life for local residents.*
9. *To increase the benefits of tourism to the local economy.*
10. *To monitor and influence visitor flows to reduce negative impacts.*

An early commitment had been made by the Board in 2003/04 to pursue the Europarc Sustainable Tourism in Protected Areas Charterpark process, with the original intention being to prepare a separate strategy and action plan in advance of finalising the Park Plan, but given the very close link between the Europarc sustainable tourism principles and the National Park Plan, the decision was also taken to complete the Park Plan with the Sustainable Tourism principles embedded within it, rather than as a separate strategy. This Sustainable Tourism Framework and Action Plan has subsequently been developed in this format for the purpose of focussing activity.

The overarching objective for sustainable tourism in and around the Park is to establish Loch Lomond & The Trossachs as one of Scotland's premiere sustainable tourism destinations. This builds on the national Tourism Framework for Change which sets sustainable tourism as one of the key drivers for the tourism industry in Scotland.

The Loch Lomond and The Trossachs National Park Plan 2007-2012 was adopted by the NPA in December 2006, and approved by Scottish Ministers in March 2007. It is now the statutory management document for the Park and addresses sustainability, including sustainable tourism, as an integral element in all aspects of Park management.

Given the Park Plan is the product of extensive consultation with stakeholders in the Park, and requires all key partner agencies, including the National Park Authority (NPA), to integrate the Park Plan's priorities into their corporate plans and future actions, sustainable tourism is now a core way of working within the Park.

1.4 The National Park Authority (NPA)

The NPA is a non-departmental public body working at arm's length from, and core funded by the Scottish Government. It has a Board of 25 Members. Ten of these are nationally nominated, ten are nominated by the Local Authorities operating in the area, and five are directly elected by the Park's residents.

The NPA has a range of functions and powers to undertake the management of the area, as set out in the National Parks (Scotland) Act 2000 and the Designation Order. These include the power to enter into management agreements, make byelaws, employ rangers and provide grants and other assistance. The NPA is the statutory planning authority, and also the access authority under the recent Land Reform legislation. Both these functions are typically undertaken by the local authorities in Scotland, and given the unique status of the Park in this regard, formal consultation mechanisms with the authorities are in place (and as set out above each authority nominates members to the NPA Board). All other local authority functions are delivered through the local authorities, although reciprocal consultation and collaboration arrangements are in place in relation to housing, litter and waste, transport and community planning.

The NPA's primary role is to coordinate the activity of other organisations in delivering the four aims, and does so through the Park Plan. In some areas of management it has a clear and leading role, and in other matters it is required to work in partnership with other organisations to achieve the aims of the Park. The Park is a national resource, but is also a living and working rural area, and so there is a need for the NPA to balance national and local perspectives

The NPA has also led a considerable capital investment programme drawing funding from many sources to improve visitor facilities and infrastructure in the Park.

1.5 The Guiding Principles of the National Park Plan

The NPA seeks to guide the long term management and development of the Loch Lomond and the Trossachs area by adopting a sustainable approach in its broadest sense. This means ensuring that the area's natural and cultural assets are managed, used and enjoyed in a manner that conserves and enhances them for future generations, whilst at the same time ensuring people who live and work in the Park area are able to enjoy an improved quality of life. Sustainable tourism development has a significant role to play in the Park, and the Charter process is complementary to the NPA's sustainable way of working.

The Park Plan sets out five guiding principles. These guided the preparation of the Park Plan, and demonstrate the Park's broad approach towards sustainable development, including tourism. This approach is embedded in both the Park's current way of working, as well as its future planning:

Guiding Principle 1 *Conserving and Enhancing the Special Qualities*

Guiding Principle 2 *Improving the Quality of Life*

Guiding Principle 3 *Promoting a Quality Experience for Everyone*

Guiding Principle 4 *Promoting Responsible Use of Resources and Addressing the Challenge of Climate Change*

Guiding Principle 5 *Working Together, Delivering the Plan*

2 TOURISM IN LOCH LOMOND AND THE TROSSACHS NATIONAL PARK

2.1 A destination for tourism, culture and recreation

The Park is a popular destination for visitors, both from Scotland and abroad with over 3 million visits per annum. It is situated within an hour's travel time of 70% of Scotland's population, with many visitors coming for a day trip, whilst others from further afield tend to stay in the Park for longer periods.

Loch Lomond itself is an icon of Scottish tourism, attracting many international tourists and often described as the green lung of Glasgow. The Trossachs was the setting for Sir Walter Scott's 1810 poem 'The Lady of the Lake', celebrating the romantic landscape and culture of Loch Katrine, and leading to the birth of romantic tourism within Scotland. Argyll Forest Park in the west was the first Forest Park designated in the UK in 1935, later followed by the Queen Elizabeth Forest Park and the award winning David Marshall Lodge in the heart of the National Park. The West Highland Way, Scotland's premiere long distance route, dissects the Park from south to north, and NCR7, part of the UK national cycle route also traverses the Park. There are many Munro's, peaks greater than 3000 feet, within the boundary, and there is a wealth of active recreational opportunities from walking, climbing, mountaineering, water sports, quad biking, horse riding and cycling to fishing, sporting, diving and game shooting.

2.2 Tourism attractors and infrastructure

The renowned scenic beauty, cultural heritage and recreation opportunities offered by the Park, makes it a very popular visitor destination. Visitors bring benefits to the local economy, but large concentrations of visitors can create pressures at peak periods, both on the environment and local communities, which need to be managed in a sustainable way. The challenge for the NPA and its partners is to strike a balance between conserving the heritage resource, protecting the quality of life of local communities, minimising disruption to land managers, and developing the local economy plus ensuring a high quality experience for the visitors themselves.

Recreational Facilities

The Park's 1,865 square kilometres of mountain, woodland, water and coastal landscape provides one of the prime countryside recreation resources in Scotland. It has an attractive and diverse landscape offering a wide range of recreational opportunities, and is located close to the central belt of Scotland, making it accessible to many people. Its key recreational assets are the hills, forests and woodlands, islands, lochshores, lochs and rivers, as well as the general scenic beauty.

Recreation in the Park is a mix of land and water based, and is embraces both active and passive pursuits. It is largely informal, and non-commercial, including activities such as walking, climbing, cycling and horse riding, and also picnicking and general sightseeing. Most activities on the land are non-motorised, although there is significant motorised boating activity on some of the Park's lochs and increasingly there is also some land-based

motorised activity such as quad biking. There are a number of front line peaks and easily accessible Munros, such as Ben Lomond and the Arrochar Alps, and a network of long distance walking and cycle routes.

The Park also provides a resource for commercial sporting activity such as golf, fishing and shooting, with the Loch Lomond Golf Club hosting international tournaments, and the Lake of Menteith hosting fly fishing championships.

Natural Resources.

The area's lochs, waterfalls, hills and glens offer many recreational opportunities but also attract visitors looking for quieter enjoyment and simply wishing to admire the scenery. The intimate mix of these natural features provides a unique and special landscape which is renowned worldwide and has been enjoyed by people for generations. Past visitor surveys have asked visitors what they like most about the area, and consistently the scenery features as the most popular aspect. In the most recent survey in 2003-04, 51% of visitors surveyed stated that generally the scenery was what they liked most about the area, with many more people stating specific aspects of the scenery such as lochs and hills.

The Park contains two Forest Parks, one Country Park and a range of recreational activity networks.

The Cultural Heritage

The Park's many historical and literary associations attract visitors to experience and associate with the places brought to life through writing, for example Sir Walter Scott's *Lady of the Lake* is set on Loch Katrine. Historical characters, such as Rob Roy, are also associated with the Loch Lomond and Trossachs area, with his grave being in the church yard at Balquhiddel. Many of Scotland's clans are linked to the Park including the MacGregors, MacFarlanes, Colquhouns and Buchanans.

The Park is rich in archaeological evidence of the past from crannogs to Iron Age forts to ruined buildings that date from the more recent past. The historic landscape of the Park, particularly the designed landscapes and gardens such as Benmore Botanic Garden, Balloch Castle Country Park and Ross Priory, also offer opportunities for visitors to enjoy. All of these attract visitors with particular interests, but also add to the richness of the experience for many others. Many visitors with an interest in genealogy come to the area to trace their family lines, often associated with particular clans of the area.

The towns and villages in the Park are an integral part of the area's cultural heritage, which in themselves act as attractions, offering opportunities for shopping, eating out and short walks in a picturesque environment. Settlements such as Callander, Aberfoyle, Killin, Drymen and Luss attract significant visitor numbers for these reasons, attracting many day trippers as well as coach tours and other holidaymakers. Many of the towns and villages also contain specific attractions such as visitor and information centres and cultural attractions.

Interestingly the Park also has a National Memorial Park within its boundaries centred on Ben Lomond which was designated to commemorate those who lost their lives in the First and Second World Wars, and is being managed by Forestry Commission Scotland and the National Trust for Scotland as an area for conservation, quiet enjoyment and contemplation.

Accommodation Stock

There is a significant provision of tourism accommodation stock within the Park, ranging in size, ownership and quality. Touring and holiday parks provide the highest number of bed spaces (7,278), followed by hotels (4,529) and self-catering accommodation (4,045).

Bed stock							
	Helensburgh	Loch Lomond	Trossachs	Breadalbane	Argyll Forest	Dunoon	Total
Hotels	255	1,544	1,251	1,012	239	228	4,529
Bed & Breakfast/ Guesthouses	185	744	632	357	134	23	2,075
Self catering	60	1,197	775	877	1,091	45	4,045
Touring/holiday park	-	3,082	1,970	1,553	673	-	7,278
Hostel	-	259	30	131	-	-	420
Other	-	-	594	77	-	-	671
Total	500	6,826	5,252	4,007	2,137	296	19,018

Source: Based on TRC accommodation audits 2005

Visitor attractions

The national Visitor Attraction Monitor provides visitor numbers for the main tourism attractions across the country, including the Loch Lomond and Trossachs area. According to the 2006 figures, the top five attractions had just over 830,400 visits. These figures are shown below.

Major attraction	Visitor numbers (2006)
The National Park Gateway, Balloch	212,087
Scottish Wool Centre, Aberfoyle	195,166
David Marshall Lodge, nr Aberfoyle	165,231
Trossachs Discovery Centre	132,439
Rob Roy Visitor Centre, Callander	125,450
Total (for top five attractions)	830,373

Source: VisitScotland 2007

Information Services

There are a number of visitor information centres within the Park, operated by the NPA, VisitScotland and the Forestry Commission. Collectively they deal with well in excess of one million visits and enquiries every year. Geographically the centres are well spread across the Park, with the gateway settlements of Callander, Balloch and Dunoon offering visitors particularly strong information provision. Other key settlements, including Aberfoyle, Killin, Tyndrum, Luss and Tarbet also provide information for visitors through staffed centres.

As a basis for the provision of information, the NPA has developed an interpretive strategy, *The Spark in the Park*, which aims to:

- Raise awareness in visitors and residents of the need to promote and support the conservation of the natural and cultural heritage within the Park;
- Help engender a sense of pride and ownership in the Park amongst its residents and visitors, and to contribute to their overall economic wellbeing;
- Communicate to visitors and residents the essence of the Park and the reasons for its designation;
- Contribute to visitors and residents enjoyment of the Park through recreational and leisure activities of all kinds.

In addition to the information centres, a number of information kiosks are in place in key visitor areas of the Park. These also provide 24-hour visitor information, which include sustainable travel information, maps, activities and event information, accommodation, news and local weather.

Sustainable Transportation and Commuting

Sustainable transportation links are an ongoing challenge in the Park, due to the many transportation authorities involved, as well as limited public transportation infrastructure. The NPA serves as a key authority in linking up the 4 local councils, and serves to ensure that the public transportation and sustainable transport plans link to provide an overall sustainable transport network in the Park.

Private cars are the dominant mode of transport for both residents and visitors in the Park, with buses being the main mode of public transport. Train services are available at Balloch and on the West Highland Line with stops at Arrochar, Ardlui, Crianlarich and Tyndrum. The Balloch service is half hourly to/from Glasgow. Discussions are well advanced exploring the establishment of a multi modal transport interchange at Balloch station with scope to link trains, buses, long distance coaches, private cabs, cycles, footpaths and water based transport from one hub.

The Park is well served by a network of primary routes, which include trunk and local authority 'A' class roads linking the central belt to the north and west highlands. These roads carry a mix of local, agricultural, tourist and freight traffic and can experience congestion at known hot spots during peak visitor times, mainly weekends and during the summer season.

The Park's proximity to labour markets in Greater Glasgow and Stirling makes commuting a common feature of local employment activity. Prosperity within the Park therefore depends in part on the performance of nearby urban areas. Increasing personal mobility allied to increasing personal wealth is likely to lead to more people choosing to live in the Park and travel further for work, whilst flexible working patterns and developments in information technology are increasing the ability of people to work or run small businesses from home.

2.3 National Park Visitor Markets

The current markets for the Park comprise a mix of day visitors and overnight tourists and this broad spectrum is likely to continue to be evidenced in the future. However, the mix and profile of the individual segments and potential new sectors of demand are expected to change in the future, as will their requirements.

The most recent visitor segmentation identified that the Park attracts 16% of its visitors from overseas, against a UK average of 11%. Of particular note is that expenditure from overseas visitors amounts to on average 50% more than the domestic visitor. The higher value visitor is the priority for attracting and retaining in the area, both in terms of spend and length of stay. The area has always catered well for the volume end of the market, though not exclusively, due to its proximity to a major conurbation. There is an opportunity now to refocus its appeal, service and product mix towards meeting consumer expectations at the higher spend end of the market.

The Loch Lomond and The Trossachs National Park Visitor Survey (2003/2004), administered in cooperation with the Cairngorms National Park, provides an indication of reasons people come to the Park – the most important of which were the beautiful scenery, countryside, lochs, and sightseeing. The survey revealed that sightseeing was the main activity for 46% of visitors, and walking, either on hills or low level, was the next most popular activity (16%). Picnicking or barbecuing, photography and visiting heritage sites were popular passive activities, and the more active cycling, horse riding, fishing, golfing, boating and bird watching were also popular.

The extensive national trunk road network in the Park also results in a considerable level of transient visitors – people passing through the Park en route to other destinations. This is particularly experienced on the A82, which is the main north – south link to the north west of Scotland.

Some areas of the Park experience significantly more visitors than others. There are several visitor hotspots, particularly around Loch Lomond and parts of the Trossachs, as well as more tranquil areas with opportunities for quiet enjoyment, both in the South and East, as well as other areas, such as the Argyll Forest.

2.4 Tourism performance

A tourism economic baseline assessment was undertaken by 2007 to assist with future planning and investment decisions. The study estimated that the tourism expenditure in the Park, including day visitors amounted to £226,400,000, using the most recently available data, which was for 2005.

It was also identified that on average, visitors to the Park stay for 4.3 days, and spend £51.19 per day, and that 3,400 jobs in the Park are directly related to tourism, with hotels and restaurants being the main employers in the Park. The number of day visitors was estimated to be 2.6 million and the number of staying visitor nights, including visiting friends and relatives was just over 3 million. Details are presented below in tabular format.

	Full destination area
Number of bed spaces	19,018
Number of staying visitor days (total number of overnight stays multiplied by average length of stay)	3,030,000
Number of VFR days (Visiting Friends and Relatives)	262,100
Average length of stay (nights)	4.3
Average expenditure per person per day	£51.19
Total expenditure made by staying visitors	£155,300,000
Associated GVA (staying visitors)	£59,500,000
Associated direct employment	3,400
Number of day visits	2,600,000
Total expenditure of day visitors	£71,200,000
Total tourism expenditure (inc day visits)	£226,400,000
VisitScotland Quality Assured businesses	521

2.5 The Broader Park economy

Employment by Sector

The 2001 Census shows the relevant importance of different sectors of the economy and the significance of tourism to local residents. Hotels and restaurants employ the highest proportion of residents. The percentages of residents employed in 'agriculture, hunting and forestry' and 'hotels and restaurants' are more than twice those of Scotland's overall average, whereas manufacturing is approximately half the national average. The Park has a higher proportion of managers and senior officials than Scotland as a whole (19% and 12% respectively). Whilst some of this employment will be outside the Park, the figures are a good indicator of the structure of the local economy.

Agriculture

The Park reflects national trends and changes in the agricultural economy. The 'Agricultural Census' from 1993 to 2003 show that both the number of holdings and the numbers employed full time in agriculture in the Park have fallen. The nature of employment has changed, with an increase in part-time working and the use of contract labour, and also an increase in diversification and off-farm income. Fewer hired farm workers are employed and many members of farming families, who once worked full-time on the farm, now have another part-time job off the farm to supplement their income or are no longer employed in farming at all, particularly in areas of the Park within easy commuting distance of other jobs. In 2003, there were approximately 350 farm units in the Park. Around 500 people worked full or part time in agriculture, along with a small number of casual or seasonal staff. Around 4% of the local population therefore derive some of their income from agriculture. Over 100,000 hectares of the Park is classed as farmland. Compared to national figures, average farm units in the Park are larger and employ fewer people per hectare. The 2001 Census shows only 425 residents were employed primarily in agriculture, fishing and forestry.

Forestry

Forestry and the timber industry in Scotland decline. However, there is scope to increase their economic value within the Park itself through the careful development of higher value timber processing functions within or close to the Park area. The multi-functional nature of forests in the Park means that they can and will influence the local economy, both directly and indirectly. Forests are an important recreational resource and so contribute to the economy through tourism and leisure, and are also an important source of timber production. The forests also provide local employment both through Forestry Commission Scotland (98 staff, including 49 who live in the Park) and the private sector (213 self-employed, including 55 living in the Park) in timber harvesting, recreation, planting and deer fencing. In recent years the forestry and the timber industries have been affected by low timber prices at a time when a large proportion of commercial forests are reaching harvesting age. Environmentally sensitive development of higher value timber has been identified as the economically and environmentally sustainable alternative.

2.6 Social Inclusion in the Park

The NPA and key partners support, promote and develop initiatives to ensure that everyone has access to the special qualities of the Park, and barriers to participation are minimised. Training of vulnerable communities is a key element of ensuring prolonged and meaningful participation in the Park. Current initiatives include:

- **National Park Apprenticeship scheme**

After 5 years of preparation, the Community Partnership has secured a funding package from Scottish Enterprise and LRS Leader+ for a one year Business Development Officer post to support businesses across the Park who wish to take on an apprentice.

- **The National Park 'NEET' Project**

The NEET (Not in Employment, Education or Training) project is underway in the National Park under the leadership of West Dunbartonshire Council, and is aimed at young people

14 to 19 years of age who have few or no qualifications and have shown an interest in developing employment skills in the areas of outdoor adventure activity, rural skills and visitor management. The focus is on developing connections and relevance to local young people and enhancing their opportunity to join in the management of the Park.

- **John Muir Award Project**

The NPA continue to support the John Muir national environmental award scheme, which is non-competitive and open to all. The scheme focuses on wild places and encourages their discovery and conservation in a spirit of adventure, fun and exploration. The NPA focus is to enhance the current relationship with the John Muir Trust, and provide an appropriate award mechanism, which recognises all participants and contributors to the Park and helps promote personal development through outdoor experiences.

2.7 Future tourism growth opportunities

The diverse destinations in the Park each offer distinct ‘experiences’ for the visitor, and in future must be positioned to better reflect market potential within the natural and cultural constraints of the area.

The comprehensive National Park Market Appraisal and Product Development Strategy which is currently being finalised, identifies market potential and strategies for each of the four areas of the Park and product development initiatives for future visitor needs. This strategy links in with the national targets for growth in tourism, and specifically explores where such growth can and should be accommodated within the Park’s boundaries and also beyond the boundary in adjacent communities.

Markets that offer opportunities to the Park in the future are anticipated to include, at the broadest generic levels:

- Tourists (those staying overnight); and
- Day visitors to the Park.

In future, however, varying degrees of difference and change will manifest in the profiling detail. Subdivision of these sectors is presented below, using the segmentation criteria of VisitScotland, the national tourism marketing agency.

The main drivers of overnight tourism are leisure tourism and VFR (Visiting Friends and Relatives) sectors (sub-divided into):

- Domestic Tourists, in the main:
 - Affluent Southern (English and Welsh) Explorers;
 - Younger Domestic Explorers;
 - Mature Devotees;
 - Affluent Active Devotees.

To a lesser extent, the following groups will also be drivers of change:

- Southern Sometimers;
- Southern Travel Junkies.

- Overseas International Tourists
 - Traditional International Markets:
 - Youth / Younger Sector – under 30;
 - Mid / Older Sector – over 35.
 - New International Markets:
 - Youth / Younger Sector – under 30;
 - Mid / Older Sector – over 35.

Other sectors driving demand include:

- Overnight Business Tourism:
- ‘Business’ / Tourism (Mainly Discretionary) [Non-discretionary is only a modest sector in the Park], with demand generated by:
 - Conferences / Training / Teambuilding;
 - Educational Markets (including Primary / Secondary / Tertiary).

Day visitors will continue to play an important part, made up of demand from Scottish residents and overnight tourists resident elsewhere outside the Park making day visit excursions into or through the Park.

Looking towards the future, high quality services and facilities is at the heart of building and sustaining the tourism industry. Many of Scotland’s key product strengths, including heritage, culture and high quality natural environment are at the heart of the National Park’s offering. So, the Park is well placed to build upon its tourism assets. Customers’ awareness of sustainable tourism, and what it means is also increasing significantly, and the success within the Park of the Green in the Park programme will ensure that tourism businesses will be able to meet customers’ rising expectations.

2.8 Delivering future sustainable growth

The National Park Plan is the guiding document for the future growth and sustainability of the Park. The successful implementation of the programmes and activities within that requires successful partnership working.

SE and HIE are the key economic development agencies for Scotland and an important element of their remit is to support enterprise growth within the Park. A number of specific programmes and initiatives are in place, and have been delivered to support business growth.

Local tourism enterprises are also involved in a number of ways in the delivery, development and management of tourism in the area. Their principle role is to deliver a high quality experience to the visitor, but they have also been heavily involved in influencing the overall Park Plan and through participation in many of the programmes and projects delivered by agencies.

At a local level, many are involved in a hands-on capacity in identifying, developing and delivering projects that will develop tourism within the Park. They are also represented on a number of delivery groups working across the Park around project themes, such as product development, events, visitor infrastructure and marketing.

In order to build further broad engagement, the NPA and partners are currently developing a Park-based business forum to promote improved dialogue and prevent conflict.

Green Tourism Business Scheme (GTBS) and Green in the Park

The Green Tourism Business Scheme is the leading sustainable tourism certification scheme in the UK, with over 1400 members. Businesses opting to join are assessed by a qualified grading advisor against a rigorous set of criteria, covering a range of areas, such as energy and water efficiency, waste management, biodiversity and more.

Businesses that meet the required standard, receive a Bronze, Silver, or Gold award based on their level of achievement. The current network of members from the Park is comprised of a wide range of business types, including accommodation providers, visitor attractions, corporate offices and others.

The *Green in the Park* forum was established in 2005 to encourage Park businesses to improve their environmental performance. Since its inception, over 150 Park businesses have participated in the programme, which provides individualised support from green tourism business advisors to assist in improving their resource efficiency and commitment to sustainable business practices. Through this programme, the number of GTBS accreditations has increased by more than 30, and it is anticipated that by March 2008, this figure will have increased to more than 50. The programme has been independently evaluated, and it identified a number of business benefits including savings in energy and water use and waste production.

The map below illustrates the geographic spread of business uptake in the GTBS scheme with the actual businesses/organisations listed out in appendix 7.



3 STRATEGIC AIMS AND PRIORITIES

3.1 Long Term Vision

The NPA and its partners have a strong focus on delivery of the sustainable tourism strategy over the next five years, keeping in mind that achieving sustainability is inherently a long-term process. The long term vision of the Park is:

- Well managed diverse landscapes that enrich the Park's scenic qualities;
- Well-managed and conserved terrestrial, geological and aquatic environments supporting a wealth of bio-diversity and healthy network of habitats;
- A high-quality built and historic environment that reflects local character and distinctiveness;
- Wise use of resources by the Park Authority and its partners, businesses, communities and visitors;
- An extensive range of leisure and recreation opportunities for all that is in harmony with the special qualities of the Park;
- More engaging and memorable experiences in the Park that enhance awareness and understanding of the Park's special qualities;
- A strong identity and pride for the Park and Scotland, and a shares passion and commitment for the Park's future well-being;
- Vibrant, sustainable and inclusive communities that are active in shaping their future and celebrating their distinctive cultural heritage;
- A prosperous living and working countryside that maximises the Park's social, economic and environmental assets.

3.2 Key Strategic Aims

The statutory aims, in accordance with the principles of the European Charter, of the National Parks (Scotland) Act 2000, are at the core of all Park management programmes, in particular, tourism. They are as follows:

- 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

3.3 A Strategy Based upon Consultation and Participation

From the outset of the Park, the NPA adopted a strong focus on consultation, collaboration and engagement with key stakeholders, including the community, business interests, visitors, partner agencies and organisations. The NPA and key partner agencies were instrumental in establishing a series of bespoke networks and forums, which are regularly reviewed to ensure relevancy and enduring added value. These are in place to enable the NPA to work with others on the development and management of tourism, and exist on both a Park wide and at local levels.

At a Park level, the *Prospering in our Park* forum exists to develop, deliver and monitor the key projects and programmes that relate to the development and management of tourism in the Park Plan. These are collectively within three themes:

- **Developing a Quality Destination** – collaborative destination development and management, promoting a sense of place and arrival, and local distinctiveness;
- **Business is Blooming** – Providing tailored support and facilitation to help new and growing businesses and inspire entrepreneurs;
- **Serious About Sustainability** – Reducing our impact of the world’s environment while improving our communities’ socio-economic wellbeing.

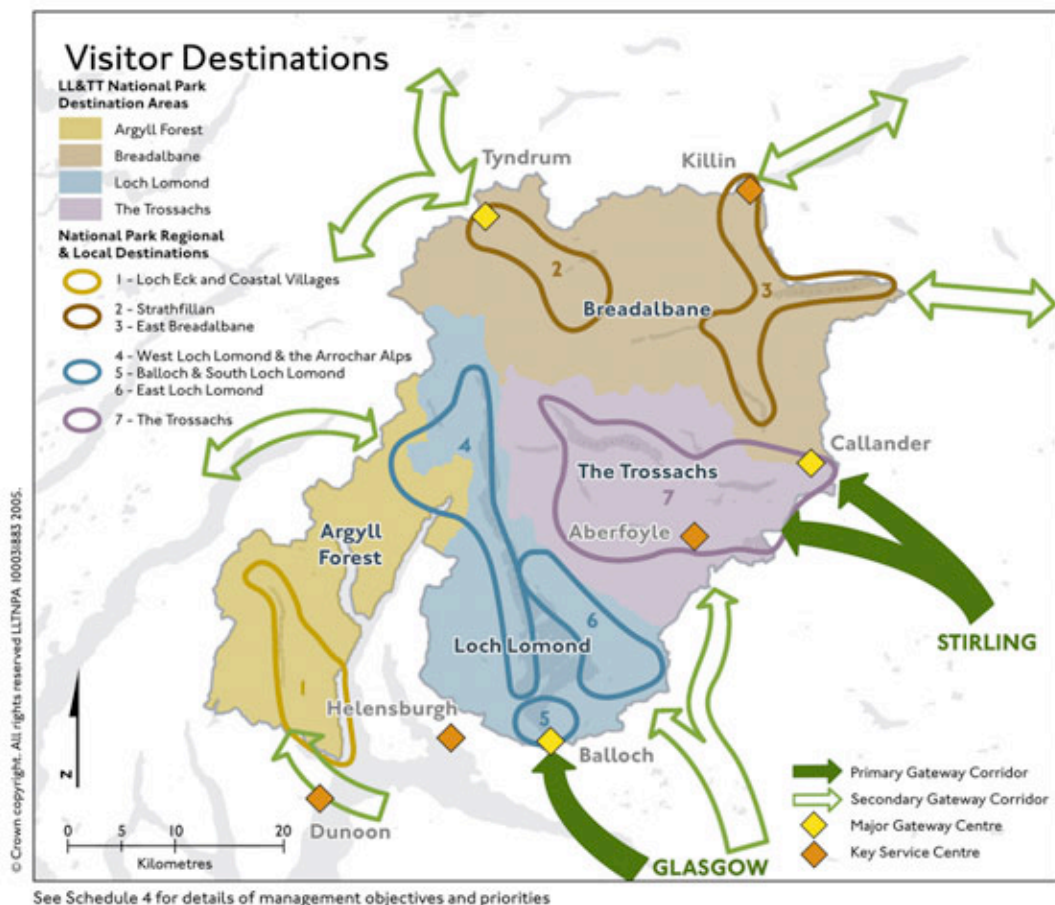
Membership of the *Prospering in our Park* forum includes the NPA, Scottish Enterprise, Highlands and Islands Enterprise, local councils from West Dunbartonshire, Stirling, Argyll and Bute, Forestry Commission Scotland, VisitScotland and Scottish Natural Heritage.

Meetings are held every six weeks, and progress around key projects is monitored, and other areas of opportunity are considered. The group is chaired by the NPA.

Destination Development

At a local level, a number of *Destination Development* groups are in place throughout the Park. These local level groups have undertaken a process in which they identify tourism opportunities in the context of the market place and the overall Park plan for their particular area of the Park. The focus of local *Destination Development* groups is on the delivery of projects to support tourism that have been identified from the Destination Development Frameworks, prepared to support and implement the strategic aims of the Park Plan.

Currently, *Destination Development* groups are established in the Trossachs, Breadalbane, and the Argyll Forest area of the Park, identified in the map below. A group is in place for the south end of Loch Lomond, known as the Balloch Forum and work is progressing that will shortly facilitate the establishment of a similar group for the East Loch Lomond area. This area is recognised as being distinctly different in its needs than other areas of Loch Lomond relating to antisocial behaviour and visitor management. The West Loch Lomond area will also shortly have a *Destination Development* group in place.



DESTINATION MANAGEMENT FRAMEWORKS

Sub-Destination

Destination Management Focus

Dunoon, Argyll Forest Park and the Coastal Villages

The maritime experience, botanic wonders and forest tourism.

Breadalbane

Rich cultural heritage amidst dramatic straths, glens and mountain landscapes.

Lomond Parkway and the Arrochar Alps

Improved visitor experience alongside community life and the outstanding outdoor experience of the Arrochar Alps.

Balloch and South Loch Lomond

Primary gateway and orientation hub of the Park.

East Loch Lomond and the Ben Lomond National Memorial Park

A place for quiet enjoyment and commemoration alongside community life.

Callander, Queen Elizabeth Forest Park and the Heart of the Trossachs

The birthplace of romantic tourism and hub for healthy living and sustainable tourism.

Further specific groups are in place that continue to form the basis for development and implementation of sustainable tourism projects within the Park. This list is not exhaustive.

- **National Park Business Network meetings:** The sustainable tourism charter as a target was launched at three business network meetings held in different areas of the Park in . Local business owners and managers attended along with representatives of Partner agencies including the Local Enterprise companies. The meetings at Dunoon, Callander and Loch Lomond sought, and attained support from the business community to go forward with the Charter process.
- **Rural Business Women's Network** – serves to support women entrepreneurs in rural areas of the Park, and provide a forum for further community feedback for the sustainable tourism strategy and the broader Park Plan.
- **Lomond Area Business Network** – Two meetings of the Lomond Area Business Network were held to discuss the Charter aims. These meetings were held in the early stages of the strategy development and the ideas, issues and possible actions were gathered for inclusion in the strategy development.
- **Green in the Park and Green Tourism Workshops**
A working group was established to develop the *Green in the Park* initiative, and several sustainable tourism workshops have been held under the leadership of the Local Enterprise Companies, as part of the larger *Green in the Park* initiative. Representatives from tourism businesses throughout the Park attended and ideas generated at these workshops have fed into the strategy.
- **Community Futures (Community Development Trusts, Area Networks and the NP Community Partnership)** – The award winning, Loch Lomond & The Trossachs National Park Community Futures programme was established prior to the formal designation of the Park so that the Interim Committee, and then the NPA and its partner agencies could better understand the hopes and fears, views, aspirations and priorities of communities in and around the Park. The programme sought to work positively with communities to develop the Park Plan, the sustainable tourism strategy and other strategies, as well as to develop the capacity of communities to pursue projects themselves. Every community in the Park currently participates, and each one has generated a community profile and prioritised action plan which was then fed into the Park Plan process. Many of these individual plans highlighted tourism projects and visitor management initiatives as priorities. In addition, these various communities agreed to come together at a regional level to explore joint issues and initiatives, and four area networks were established covering Loch Lomond, Breadalbane, Cowal and The Trossachs.

The original steering group for the Community Futures Programme formed itself into a Community Partnership and it, supported by the NPA, oversees the Area

Networks as well as progressing a number of park wide community project initiatives, such as the Community Partnership Anti Litter Campaign. They have also been the lead partner progressing the Argyll Forest Park Landscape Partnership project.

There are three key elements to the Community Futures programme:

- Community strategic planning;
- Organisational development;
- Partnership and project development.

All three are designed to enable communities to become better organised, more informed and have greater capacity to be partners in their own development. More detail is contained in appendix 4.

- **Sustainable Tourism Working groups** – The NPA is involved with several working groups undertaking sustainable tourism projects in the Park. One such example is the Royal Society for the Protection of Birds (RSPB) project to develop a ‘Bird of Prey Trail’ around the Trossachs area to promote bird viewing and habitat conservation. This project involves promoting tourism businesses on the route whose staff have been trained to provide quality interpretation.

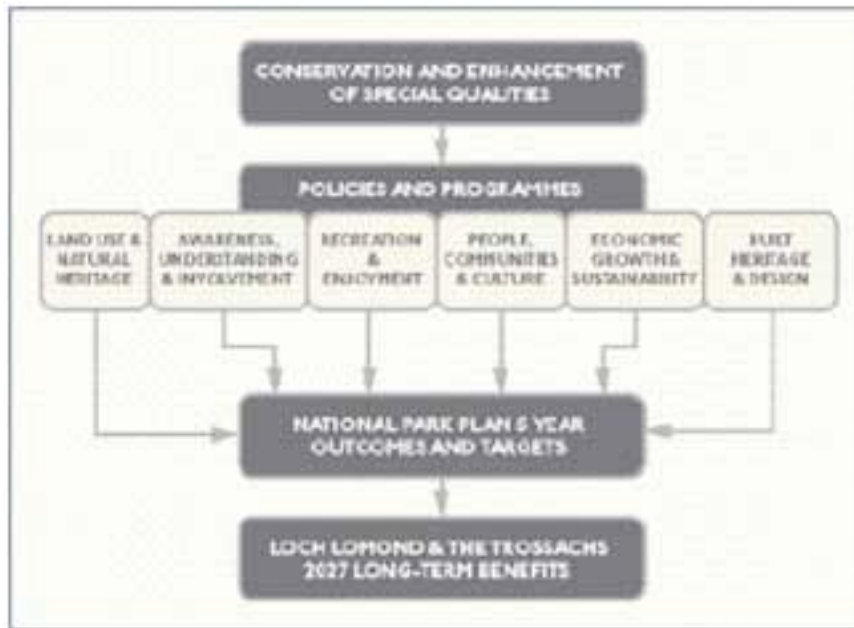
4 KEY OBJECTIVES OF THE PARK PLAN

Drawing on the strategic aims of the Park Plan, seven key areas form the basis for sustainable tourism activity for the next five years:

Land Use and Natural Heritage;

- Awareness, Understanding and Involvement;
- Recreation and Enjoyment;
- People, Communities and Culture;
- Economic Growth and Sustainability;
- Built Heritage and Design Quality;
- National Park Physical Planning.

These policies and programmes link into the wider conservation and enhancement of the Park’s special qualities, as set out below, and the following paragraphs summarise the policy context.



4.1 Land Use and Natural Heritage

Desired five year Plan outcomes:

- Priority species and habitats increased in extent, health and connectivity and the damaging impacts of invasive non-native species reduced;
- Support mechanisms in place to facilitate integrated and sustainable land management that enhances the Park's natural and cultural heritage, and delivers positive landscape change;
- The water environment, including fisheries, is approaching good ecological status as defined by the Water Framework Directive and guided by the River Basin Management Plans.

This will be achieved through:

Conserving and enhancing the diversity and quality of the Park's landscapes (Charter Principles 1, 3, 6, 7, 8)

A key element of the European Charter is the protection and enhancement of the environmental integrity of the protected area with respect to biodiversity, land and water management, tourism and overall human impact upon the landscape.

Park Plan: Policy LSI

Biodiversity enhancement (Charter Principles 3, 5, 10)

The protection and improvement of wildlife habitats and the ongoing monitoring of the Park's flora and fauna is integral to sustainable tourism in the National Park, as well as the Park's overall sustainability. Biodiversity in the Park will be safeguarded and enhanced by embracing a strategic approach to monitoring and delivery.

Park Plan: Policy BD I

Integrated and sustainable land management (Charter Principles 3, 9)

Land management activities have generated a wide range of landscape, cultural heritage and biodiversity benefits. Land management has a fundamental role in maintaining many of the Park's special qualities – one of the key drivers for tourism in the Park. Therefore, in the context of sustainable tourism, as well as the overall wellbeing of the Park, it is important that all land managers are encouraged to exercise best practice and operate to the highest standards.

Park Plan: Policy LMI

Safeguarding and enhancing the water environment (Charter Principle 3)

As a source of beauty, a vital resource, as well as an important means for recreation, enhancing the quality of the water environment is a key to providing sustainable tourism in the Park. A strategic approach to safeguarding and enhancing the Park's water environment will be delivered through a coordinated catchment-based approach to management, led by SEPA and delivered by a range of partners.

Park Plan: Policy WMI

4.2 Awareness, Understanding and Involvement

Desired five year Plan outcomes:

- More people from a wider range of backgrounds having opportunities to learn about the Park's environment and wider sustainability.
- More people from a wider range of backgrounds experiencing the Park and becoming involved in the care of the Park's environment.

This will be achieved through:

Delivering improvements in learning development (Charter Principles 4, 5, 7)

The Park is a living educational resource that provides outstanding opportunities to learn about both the special qualities of the place and the environment generally. Enhancing both intellectual access and, where appropriate, physical access, will promote the enjoyment and understanding of the Park's landscapes, biodiversity, geodiversity, land management and cultural heritage.

Park Plan: Policy AUI 2

Promoting responsible behaviour in the Park (Charter Principles 3, 7)

At the heart of the sustainable tourism strategy is the aim to promote a more sustainable and responsible approach to leisure and recreation by people who live in and visit the Park. Making people aware of the impacts of carrying out some activities, and of the need to take a more responsible approach to enjoying the Park will help safeguard the Park's special qualities.

Park Plan: Policy AUI 3

Broadening participation in the Park (Charter Principles 3, 4, 5, 6, 7, 8, 9)

The strategy aims to provide opportunities for people, both visitors and local residents, to have a lifetime association with the Park, and increase people's opportunities to make, revisit and rekindle intimate connections or moments of awe. For many people, this association is through recreational interests, while promoting opportunities through volunteering can strengthen connections for other people.

Participation in leisure and recreation activities will be broadened to ensure inclusion of people from all backgrounds and abilities. This will be achieved through removing barriers to participation and creating new opportunities for people who presently do not, or cannot, experience leisure and recreation in the Park.

Park Plan: Policy AUI 4

Promoting the health benefits of the Park (Charter Principles 5, 6, 8)

The Park Plan aims to promote the range of health benefits that people can gain from experiencing the Park. Recreational activity benefits physical, mental and spiritual health, and can significantly affect people's quality of life. The feeling of wellbeing created by physical exercise can be short lived if it is not linked to a more spiritual and emotional attachment to the activity and where it takes place. The Park can offer many

opportunities and experiences that promote health and wellbeing, and the NPA will lead by example in promoting healthy living.

Park Plan: Policy AUI 6

4.3 Recreation and Enjoyment

Desired five year Plan outcomes:

- More people using a more extensive range of well-designed and maintained paths, cycle routes and bridleways.
- Pressured lochs and lochsides brought under positive management and visitor impacts reduced.
- A safer and better quality recreational experience of the Park and its special qualities.

This will be achieved through:

Improving opportunities for leisure and recreation (Charter Principles 3, 4, 5, 6, 8, 10)

The quality, range and accessibility of opportunities for leisure and recreation will be improved.

Park Plan: Policy REC1

Outdoor recreation and access opportunities (Charter Principles 6, 10)

Each area's capacity to accommodate recreational activity and associated visitor numbers without detriment to its special qualities and the quality of the recreation experience will guide the strategic management of outdoor leisure and recreation activities throughout the Park.

Park Plan: Policy REC2

Managing recreation on water and at the water's edge (Charter Principles 3, 10)

Recreation on and around the Park's lochs will be guided by the capacity of each loch to accommodate particular types and levels of activity and the character of its special qualities.

Park Plan: Policy REC3

Positive recreation experience (Charter Principles 3, 5, 10)

Conflict can occur between different types of recreational activities. For example, motorised recreational activities (land, water and aerial pursuits) can cause disturbance to the enjoyment of others, particularly in quiet and tranquil areas, and can cause physical damage to the environment. Recreational activities can also sometimes conflict with land management activities, in particular during lambing or deer stalking seasons. Mechanisms such as raising awareness and understanding between visitors, land managers and different users, or providing and promoting managed access through path networks, will reduce potential conflict. The Scottish Outdoor Access Code (SOAC) requires responsible behaviour as a key element for people taking access to the countryside and for land owners and managers. Adopting an approach of tolerance and respect will promote wider acceptance of shared use.

Policy REC 4 A Positive Recreation Experience

4.4 People, Communities and Culture

Desired five year Plan outcomes

- The Park's communities will deliver a range of projects and initiatives to promote access to services, facilities and housing that better meet their needs.
- Increased appreciation and awareness of, and opportunities to enjoy, local culture and historic associations.

This will be achieved through:

Supporting strong and active communities (Charter Principles 1, 8)

Integral to visitor management, is robust participation and consultation about tourism with local communities. Communities will be supported to be increasingly proactive in their own development, and that of tourism, and to realise opportunities that improve quality of life, their social, economic, environmental and cultural development, and that enhance their local identity.

Park Plan: Policy PCC1

Local culture and cultural growth (Charter Principles 3, 8)

Cultural growth and the conservation and celebration of local culture, traditions and associations is vital not only for the promotion and implementation of sustainable tourism, but also key for maintaining a sense of place and local identity in the Park.

Park Plan: Policy PCC2

Sustaining services and facilities (Charter Principles 4, 8, 10)

Local services and facilities, as well as key aspects of visitor enjoyment and satisfaction and community vibrancy will be retained wherever possible, and access to services outside the Park will be improved.

Park Plan: Policy PCC3

4.5 Economic Growth and Sustainability

Desired five year Plan outcomes

- The carbon and wider ecological footprint of development and activities in the Park are reduced, including less pollution and waste generation;
- New and established businesses developing and collaborating in ways that contribute to local and national prosperity, and reduce environmental impact;
- The Park is a world-class destination that meets the future needs and expectations of visitors, and promotes quality investment in facilities and services; builds on the Park's special qualities; and directly contributes to the Scottish Tourism Framework for Change.

This will be achieved through:

Encouraging sustainable economic growth (Charter Principles 1, 7, 9)

New and growing businesses that are contributing to sustainable economic growth and encouraging visitor engagement with sustainability in the Park will be further encouraged.

Park Plan: Policy SE2

Promoting sustainable destination development (All principles)

Economic benefits from tourism associated with the Park are enhanced by encouraging and developing sustainable visitor activities and related tourism developments that are compatible with their surroundings and have a strong relationship with the Park's special qualities. The principles of the European Charter for Sustainable Tourism in Protected Areas guide the Park's approach to tourism. High-quality tourism in the Park will offer year-round potential.

Sustainable tourism and related business development that support the protection and appreciation of the Park's special qualities and provides improved social and economic benefits will be encouraged.

Park Plan: Policy SE3

Supporting land-based businesses (Charter Principles 8, 9)

The viability of land-based businesses to provide continued and additional local economic and environmental benefits, as well as enhance visitor experience in the Park will be supported.

Park Plan: Policy SE4

Using resources wisely (Charter Principles 3, 5, 10)

A more sustainable approach to the use and management of natural resources will be promoted, and the carbon footprint and wider ecological footprint of activities, in particular tourism, in the Park will be reduced.

Park Plan: Policy R1

Reducing energy consumption (Charter Principles 3, 5, 10)

A reduction in energy consumption in the Park will be sought and actions for reduction identified and delivered.

Park Plan: Policy R2

Energy from renewable resources (Charter Principles 3, 10)

Generating energy from renewable resources will be encouraged where it does not have adverse effects on the Park's special qualities and contributes to the energy efficiency and self-sufficiency of the Park's communities and businesses.

Park Plan: Policy R3

Reduction and sustainable management of waste (Charter Principles 3, 10)

The amount of waste generated in the Park will be reduced and measures will strive to exceed national targets and progressively eliminate waste. Improved management of waste will be promoted through working in partnership with the waste authorities and developing a programme of complementary actions.

Park Plan: Policy R5

Reducing the environmental effects of travel (Charter Principles 3, 10)

The Park will focus efforts to reduce the environmental effects of transport and people movement to, in and from the Park, with particular emphasis on reducing CO2 emissions.

Park Plan: Policy TR I

Addressing infrastructure Constraints and Improvements (Principles 4, 10)

Public investment is required in the Park's infrastructure at key locations to meet the social and economic needs of the Park's visitors and communities, and specifically to support their sustainable development.

Park Plan: Policy INF1

Improving the transport network (Charter Principles 4, 9, 10)

The transport network for road, rail and water services in and around the Park will be sustained and improved to better meet the needs of the Park's communities, visitors and businesses, encourage greater use of public transport and reduce the environmental effects of travel (see strategic aim 5i above).

Park Plan: Policy TR2

Traffic and parking management (Charter Principles 3, 4, 8, 10)

Traffic and /or parking management solutions will be promoted for those communities and visitor locations adversely affected by traffic or parking congestion.

Park Plan: Policy TR3

4.6 Built Heritage and Design Quality

Desired five year Plan outcomes:

- More historic features and buildings conserved and a stronger affinity with the Park's built heritage.
- New buildings and infrastructure contributing to the quality of the Park's built environment and local distinctiveness.

Caring for our built heritage (Charter Principles 3, 4, 5, 6, 10)

The Park's built heritage and its contribution to the special qualities and visitor experience will be conserved and enhanced.

Park Plan: Policy BH1

Traditional building materials (Charter Principles 3, 7, 10)

The use and availability of traditional materials will be encouraged and supported in the repair of historic buildings and in proposals for new buildings.

Park Plan: Policy BH2

Raising design quality (Charter Principles 1, 3, 7, 9, 10)

The NPA will seek to raise design quality, reinforce local distinctiveness and promote sustainability in the design of new developments throughout the Park.

Park Plan: Policy DQ1

Sustainable design (Charter Principles 3, 5, 7, 8, 10)

Sustainable principles will be promoted in the design of all new development in the Park.

Park Plan: Policy DQ2

4.7 National Park Physical Planning

Desired five year Plan outcomes

Planning decisions taken more efficiently and guided by a fully adopted local plan demonstrating best practice under the new Scottish planning system and helping to deliver the Park aims.

National Park Local Development Plan (Charter Principles 1, 3)

A Local Development Plan to foster sustainable development and enhance the special qualities of the Park will be developed.

Managing Development (Charter Principles 1, 3)

The NPA's effectiveness to manage development will be improved, and the NPA and partners will foster further opportunities for public involvement.

5 ACTION PLAN AND DELIVERY

The five year action plan to achieve the strategic objectives is presented in Appendix I and is sets out under the seven programmes.

The action plan sets out:

- Proposed actions
- The link to the Europarc Principles – either directly or indirectly
- The current status of the activity
- Lead agency (ies)
- The level of priority of the action (High, Medium) Nothing is categorised as low priority. The level of priority attached to an area of activity reflects either the relative importance of an action; the importance of sequencing to allow other actions to follow; or the significance of the action in demonstrating added value from NP designation
- An indication of the level of financial resources that may be required for each step as follows:
 - Low Under £50,000
 - Medium £50,000 – £250,000
 - High Over £250,000

The following table presents the planned outcomes as set out in the National Park Plan 2007-2012 outcomes for each of the seven programmes and key initiatives.

SUBJECT AREA	PROGRAMME	KEY INITIATIVE	FIVE-YEAR PLANNED OUTCOME
LAND USE AND NATURAL HERITAGE	Caring for the Park	<i>The Natural Choice</i>	<ul style="list-style-type: none"> • Priority species and habitats increased in extent, health and connectivity and the damaging impacts of invasive non-native species reduced
		<i>Links to the Land (and Water)</i>	<ul style="list-style-type: none"> ▪ Support mechanisms in place to facilitate integrated and sustainable land and water management that enhances the Park's natural and cultural heritage and delivers positive landscape change ▪ Water environment approaching good ecological status as defined by Water Framework Directive and guided by River Basin Management Plans
AWARENESS, UNDERSTANDING & INVOLVEMENT	Pride in our Park	<i>Tell Me More</i>	<ul style="list-style-type: none"> ▪ More people from a wider range of backgrounds having opportunities to learn about the Park's environment and wider sustainability
		<i>Getting Involved</i>	<ul style="list-style-type: none"> ▪ More people from a wider range of backgrounds experiencing the Park and becoming involved in the care of the Park's environment
RECREATION AND ENJOYMENT	Enjoying our Park	<i>Paths in the Park</i>	<ul style="list-style-type: none"> ▪ More people using a more extensive range of well-designed and maintained paths, cycle routes and bridleways
		<i>Water's Edge</i>	<ul style="list-style-type: none"> ▪ Pressured lochs and loch-sides brought under positive management and visitor impacts reduced
		<i>Enjoying the Outdoors</i>	<ul style="list-style-type: none"> ▪ A safer and better quality recreational experience of the Park and its special qualities

PEOPLE COMMUNITIES AND CULTURE	Living in our Park	<i>Community Futures</i>	<ul style="list-style-type: none"> ▪ The Park's communities delivering a range of projects and initiatives and having good access to services, facilities and housing better meeting their needs
		<i>The Heart of the Park</i>	<ul style="list-style-type: none"> ▪ Increased appreciation and awareness of, and opportunities to enjoy, local culture and historic associations

SUBJECT AREA	PROGRAMME	KEY INITIATIVE	FIVE-YEAR PLANNED OUTCOME
ECONOMIC GROWTH AND SUSTAINABILITY	Prospering in our Park	<i>Developing a Quality Destination</i>	<ul style="list-style-type: none"> ▪ The Park is a world-class destination that meets the future needs and expectations of visitors and promoting quality investment in facilities and services that builds on the Park's special qualities
		<i>Serious about Sustainability</i>	<ul style="list-style-type: none"> ▪ The carbon and wider ecological footprint of development and activities in the Park reduced, including less pollution and waste generation
		<i>Business is Blooming</i>	<ul style="list-style-type: none"> ▪ New and established businesses developing and collaborating in ways that contribute to local and national prosperity and reduce environmental impact
BUILT ENVIRONMENT & DESIGN QUALITY	Enhancing our Park	<i>Better by Design</i>	<ul style="list-style-type: none"> ▪ New buildings and infrastructure contributing to the quality of the Park's built environment and local distinctiveness
		<i>Passed to the Future</i>	<ul style="list-style-type: none"> ▪ More historic features and buildings conserved and a stronger affinity with the Park's built heritage
NATIONAL PARK PHYSICAL PLANNING	Developing in our Park	<i>National Park Physical Planning</i>	<ul style="list-style-type: none"> ▪ Planning decisions taken more efficiently and guided by a fully adopted local plan demonstrating best practice under the new Scottish planning system and helping to deliver to the Park aims

All areas of activity set out in the action plan will contribute to different Europarc Charter principles either directly or indirectly. For example some work relating to the Authority exercising its planning powers will feed into the development of both general and specific policies on the siting of new development (including tourism) and help reduce conflicts with local community interests. Equally developing the NPA volunteer programme will link into virtually all the principles either through the conservation and other work they do, the training they receive when participating in an event, helping local people gain skills which could lead to employment, helping with visitor management and delivering interpretation and education projects to visitors, etc.

For ease of reference the following table summarises the type of contribution each of the seven programmes of activity are expected to make towards the delivery of the Europarc Sustainable Tourism Principles, with the final column on the action plan in Appendix I setting this out in more detail against each action..

CONTRIBUTION OF NPP PROGRAMMES OF ACTIVITY TO EUROPEAN SUSTAINABLE TOURISM CHARTER PRINCIPLES	NATIONAL PARK PLAN PROGRAMMES						
	1. Land Use & Natural Heritage	2. Awareness Understanding & Involvement	3. Recreation & Enjoyment	4. People, Communities & Culture	5. Economic Growth & Sustainability	6. Built Heritage & Design Quality	7. National Park Physical Planning
D – Direct IND – Indirect NA – Not Applicable							
CHARTER PRINCIPLES :							
1. To involve all those implicated by tourism in and around protected area in its development and management.	D	IND	D	D	IND	D	D
2. To prepare and implement a sustainable tourism strategy and action plan for the protected area.	D	NA	NA	D	D	NA	NA
3. To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development.	D	D	D	D	D	D	D
4. To provide all visitors with a high quality experience aspects of their visit.	IND	D	D	IND	D	IND	IND
5. To communicate effectively to visitors about the special qualities of the area.	IND	D	IND	D	D	IND	IND
6. To encourage specific tourism products which enable discovery and understanding of the area.	IND	D	D	D	D	IND	IND
7. To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism.	IND	D	IND	D	IND	D	IND
8. To ensure that tourism supports and does not reduce the quality of life of local residents.	IND	IND	D	D	D	IND	IND
9. To increase benefits from tourism to the local economy.	D	IND	IND	D	D	IND	D
10. To monitor and influence visitor flows to reduce negative impacts.	IND	D	D	IND	D	IND	D

5.1 Strategy for Delivery

The delivery of the identified actions within the Plan will involve a wide range of partners and stakeholders.

The main public agencies with a statutory delivery role will continue to form an overseeing group to ensure continued commitment and measure effectiveness in implementation. Much of what the Park Plan and strategy aim to achieve is in the statutory responsibility of other organisations, and there will be a need for these partner organisations to provide the lead in the delivery of these aspects. The NPA's role is to implement those parts of the strategy and Park Plan for which it is responsible, and to facilitate and coordinate partnership working by stakeholders.

The National Park Plan Overseeing Group membership includes:

- Loch Lomond and the Trossachs National Park Authority;
- Scottish Natural Heritage;
- Scottish Enterprise;
- Highlands and Islands Enterprise;
- Forestry Commission Scotland;
- Sportscotland;
- Scottish Environment Protection Agency;
- Scottish Water;
- Communities Scotland;
- Scottish Executive Environment and Rural Affairs Department and Development Department;
- VisitScotland;
- Historic Scotland;
- Strathclyde Partnership for Transport;
- West Dunbartonshire Council;
- Argyll and Bute Council;
- Perth and Kinross Council;
- Stirling Council.

A brief outline of the role and remit of the key partner agencies is given in Appendix 2.

Delivery of the sustainable tourism strategy and the Park Plan will be achieved through:

- Focusing resources on the key initiatives and priorities set out in the action plan;
- Facilitating and ensuring the effective contribution of the Park Plan Overseeing Group;
- Facilitating other partnership mechanisms, as required, to secure delivery;
- Ensuring that the strategies, plans and policies developed by other organisations are closely aligned and embrace those aspects of the Plan relevant to their purpose;
- Developing more detailed plans and strategies, where required, that implement the strategic policy framework of the Plan;
- Preparing a Local Plan for the Park that provides a physical planning framework and further guides development in the Park in a manner appropriate to the status of the protected area and which helps to deliver the Plan's five-year outcomes;
- Developing an effective framework for the monitoring and review of the Plan;
- A Strategic Environment Assessment of these will be undertaken, where required;
- Ensuring plans and strategies are compliant with the Plan where it is demonstrated that no unacceptable adverse environmental effects will result.

The corporate planning processes of the NPA and partner organisations are a crucial mechanism in securing delivery of the outcomes. The Plan and strategy's success will hinge on the effective bringing together of budgets and resources to achieve maximum public benefits for the Park area. All corporate plans of relevant stakeholders over the next five years will be required to embrace the Plan and reflect its priorities.

The NPA's corporate plan for 2008-2011 is currently being drafted and will encompass the following five themes:

- Climate Change & Our Special Qualities
- Responsible Enjoyment
- Place Making & Local Distinctiveness
- Rural Development and Vitality
- Leading and Innovating

In addition to the role of the public agencies, the participation of the business community is fundamental in securing the successful delivery of this strategy and action plan. Tourism enterprises will continue to play a key role in the *Destination Development* groups, and potentially in the Park wide business forum, which is currently being explored.

Preparation of the National Park Local Plan began in 2007, and this will play a key role in implementing aspects of the Park Plan. In many policy areas, the Park Plan sets out the strategic direction that needs to be further developed and interpreted through the Local Plan, either through more detailed planning policies or through the detailed spatial development framework that it will provide. A strategic framework for guiding development related to areas such as minerals, renewable energy, providing opportunities for new housing and economic development, and safeguarding landscape and the historic environment, are set out in the Plan.

The Local Development Plan will help to deliver this strategy by formulating detailed planning policies on which planning decisions will be based.

5.2 Resources

The NPA's total budget in 2006/07 was £8.131 million (11.373 million)

The main sources of funding were:

- Scottish Government: £7.391 m (£6.82 m (9.56 m) operating budget and £562,000 (788,168) non cash budget)
- External sources: £740,000 (1,035,000)

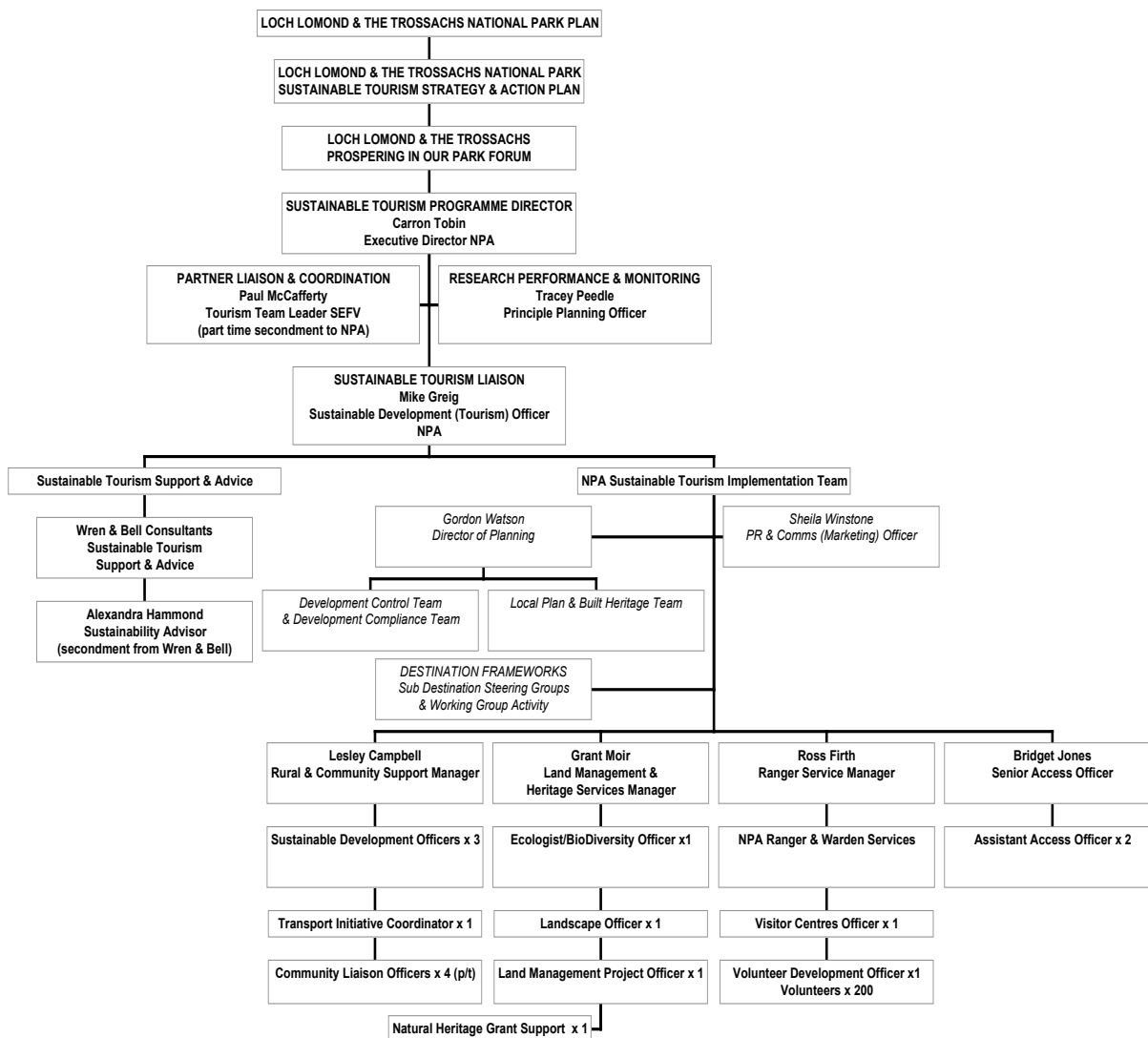
The NPA is funded from a core grant from the Scottish Government (formerly known as the Scottish Executive) and regularly draws external funding from planning fees, retail sales in the visitor centres, project based grant support from external partners, and agency fees for undertaking activities on behalf of partner agencies.

A programme budget of £1.2 million (1.68 m) was allocated in 2006/2007, approximately £1 million (1.4 m) of which was specifically for Park Plan activity and projects, the remainder being for activity relating to the organisational change project. The NPA Corporate Plan for 2008-2011 is currently being developed and finalised based on the budget settlement from the Scottish Government's recently announced Strategic Spending Review for the next three years. At this stage, a similar, if not higher commitment is anticipated. The Corporate Plan is due to be submitted to the Scottish Government in early 2008, therefore more detail can be provided at the verification visit.

The sum allocated to delivery of the Park Plan is 15% of the Park's overall budget.

The following organogram shows the allocation of staff to the delivery of the sustainable tourism action plan as part of the Park Plan.

LL&TTNPA SUSTAINABLE TOURISM ORGANOGRAM:



However, in order to deliver the range and scale of actions outlined, funding from both partner public agencies and the private sector is required through continued investment in their own businesses. Other public agencies are currently developing their own internal arguments for funding to be committed over the next five years to the actions within the Plan. Scottish Enterprise is anticipating a total contribution of in the region of £20 million (2 6.75 m). The Forestry Commission have, over the past three years, invested in the region of £3.5million (4. 68 m), and whilst it is unlikely that such a level will be maintained, the organisation is committed to ensuring financial support is in place for relevant projects.

5.3 Monitoring and Measurement

A triple bottom line approach to monitoring the Park Plan's progress is being explored by the NPA and partner agencies. This measures progress against environmental, social and economic priorities, and provides an objective and straightforward framework for assessment. The objectives are based on the Five Natural Capitals, which are as follows:

- **Natural Capital** represents the stock of environmentally provided assets and falls into two categories:
 - **Resources**, some of which are renewable (trees, vegetation, wildlife, water), some non-renewable (fossil fuels, minerals)
 - **Services**, such as climate regulation/air conditioning or waste processing cycles.
- **Manufactured Capital** comprises the entire fabricated infrastructure that is already in existence (tools, machines, roads, and buildings). It does not include the goods and services produced
- **Human Capital** consists of the health, knowledge, skills, motivation and spiritual ease of people. It is all the things that enable people to feel good about themselves, each other, and to participate in society and contribute productively towards its well-being (wealth).
- **Social Capital** is all the different cooperative systems and organisational frameworks people use to live and work together, such as families, communities, governments, businesses, schools, trade unions, voluntary groups. Although these involve different types of relationships and organisations, they are all structures or institutions that add value to human capital.
- **Financial Capital** has, strictly speaking, no intrinsic value; whether in shares bonds or banknotes. Its value is purely representative of natural, human social or manufactured capital. Financial capital is nevertheless very important as it reflects the productive power of other types of capital, and enables them to be owned or traded.

The NPA and partners must now develop key performance indicators (KPIs) based on the five natural capitals, against which the progress of all programmes and projects will be measured. This project appraisal tool will be trialled with cross-departmental representatives on selected projects and then modified according to feedback. Results will be presented in a pilot sustainability report, with the agreed template forming the basis of subsequent reporting both internally and externally. Once agreed, the finalised Appraisal Tool can be used to assess and report on all projects.

Measuring the Plan's success is more than a quantitative process relating to the desired outcomes: there is also an important qualitative aspect. For example, the Park Plan aims not only to reduce the number of historic buildings at risk in the Park, but also to ensure high quality and excellence in the reuse and any subsequent development of the building. It is

therefore proposed to introduce a National Park Awards for Excellence scheme to reward best practice across a range of categories that the Park Plan aims to influence. This could include the best example of good building design, the best community-led initiative, best biodiversity initiative, most proactive land manager or business seeking to further the four Park aims. These awards would both measure the qualitative aspect of success and have an important role in inspiring and influencing others.

Towards the end of the Plan period, there will be a need for a comprehensive review of its success to inform the future direction of the next Plan. This will involve analysis of the 'State of the Park', the Plan's environmental effects, and the progress in achieving the outcomes.

It is expected that the Plan will be reviewed in 2012. The nature of the review will become clear towards the end of the Plan period and will depend on the Plan's success to date and any other issues that have emerged during the Plan period.

APPENDIX I – SUSTAINABLE TOURISM ACTION PLAN

The following tables set out the Loch Lomond & the Trossachs National Park Sustainable Tourism Action Plan 2007–2012 which forms an integral part of the National Park Plan.

The Actions are grouped under the seven National Park Plan 2007–2012 Programmes.

1. CARING FOR OUR PARK: Land Use & Natural Heritage
2. PRIDE IN OUR PARK: Awareness Understanding & Involvement
3. ENJOYING OUR PARK: Recreation & Enjoyment
4. LIVING IN OUR PARK: People Communities & Culture
5. PROSPERING IN OUR PARK: Economic Growth & Sustainability
6. ENHANCING OUR PARK: Built Heritage & Design Quality
7. DEVELOPING IN OUR PARK: Physical Planning

Under each grouping, the main beneficiaries and programme partners are set out alongside the key delivery mechanisms.

For each group of actions, the tabular format sets out

- The Planned Areas of Activity
- The status of this area of activity at the beginning of 2008 (description of current position)
- The Lead Agency (and Key Partners)
- The Order of Cost (low – less than £50k; Medium – £50k to £250k; High more than £250k)
- The priority attached to this area of activity (high indicating it is of significant importance or it is a vital piece of work to allow other actions to follow)
- Timeframe within which this is likely to be delivered

Overleaf is a summary of the targets under each Park Plan programme by 2012, plus examples of ‘indicators of progress’ which are currently being developed into Key Performance Indicators.

SUSTAINABLE TOURISM ACTION PLAN

PROGRAMME TARGETS BY 2012 & INDICATORS OF PROGRESS :

1. CARING FOR OUR PARK PROGRAMME	Target by 2012	Indicators of Progress
1.1 THE NATURAL CHOICE – working together to improve our natural heritage	Improved quality, extent or abundance of identified Park natural assets including: Priority habitats Priority native species Landscape features Geodiversity features	Agreed BAP BAP priorities and monitoring programme Establishment of National Park grant scheme Number of grant scheme projects
1.2 LINKS TO THE LAND (AND WATER) – working with land and water managers to care for our land and encourage sustainable and integrated land and water management practices	Increased number of land managers who are meeting best practice guidance in the Park	% of water bodies with good ecological status Number of agreed deer management plans % of woodland managed for public benefit % of land managers attending best practice events
2. PRIDE IN OUR PROGRAMME	Target by 2012	Indicators of Progress
2.1 TELL ME MORE – More opportunities to learn about our Park's special qualities	Increased level of involvement in learning experiences and events in the Park	Numbers attending Park events Number of formal school and other educational events in the Park Visitor Survey Information
2.2 GETTING INVOLVED – Promoting wider participation in the Park	Increased number of Scottish residents visiting the Park who have not previously experienced or become involved in caring for the park	Number of volunteers participating in Park and related programmes Number of Scottish resident first-time visitors Number of volunteer workdays Membership of 'Friends of' Schemes No. of young people and seniors involved in Park initiatives
3. ENJOYING OUR PARK PROGRAMME	Target by 2012	Indicators of Progress
3.1 PATHS ON THE PARK – Providing better access to our countryside	A fully implemented and well-used core path network	Completion of Core Paths Plan Completion of strategic path links Path counts and monitoring data Length of new paths completed Length of paths upgraded
3.2 WATER'S EDGE – Promoting enjoyment and responsible use of our loch's, loch sides and islands	Less evidence of misuse at managed and monitored loch and loch shore areas that are subject to positive visitor management schemes	Reduced incidents of littering and tipping No. of local visitor management schemes in place Reduced incidents of vandalism Reduced incidents of byelaw infringements Loch Lomond Byelaw Review complete
3.3 ENJOYING THE OUTDOORS – Promoting a quality outdoor experience that is safe and embodies good citizenship	Improved range of high quality facilities associated with recreational activity at key locations in the Park that help promote a safer experience	Strategy and action plan for National Park sites and facilities Pilot initiatives exploring alternative ways of providing public toilets Number of SOAC awareness raising events and publications Increased use of life jackets on Loch Lomond
4. LIVING IN OUR PARK	Target by 2012	Indicators of Progress
4.1 COMMUNITY FUTURES – Supporting the Park's communities in guiding their future	Each Park community having successfully delivered at least one priority project	Up-to-date community action plans Number of community led projects developed Value of external funding for community projects Number of community trust directors undergoing training
4.2 THE HEART OF THE PARK – Celebrating the Park's	Greater numbers of people attending events and initiatives	A successful national celebration of Lady of the Lake in 2010

outstanding cultural heritage	linked to celebrating the cultural heritage of the Park	Number of community led cultural heritage projects Establishment of a Park cultural heritage network
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5. PROSPERING IN OUR PARK PROGRAMME	Target by 2012	Indicators of Progress
5.1 SERIOUS ABOUT SUSTAINABILITY – Reducing our impact on the world’s environment while improving our communities’ socio-economic wellbeing	Significantly reduced carbon and wider ecological footprints for activities undertaken in the Park	Carbon footprints methodology developed and implemented for activities in the Park Europarc Chartermark status achieved Number of small scale renewable energy schemes in the Park Implementation of the Park Authority Environmental Management System
5.2 DEVELOPING A QUALITY DESTINATION – Collaborative destination development and management promoting a sense of place and arrival, and local distinctiveness	Increased GVA contribution to the Scottish economy through appropriate high quality private sector investment in the Park destination	Production and use of the Park brand in promoting the area and enhancing business opportunities Collaborative business activity Delivery of key projects within the local destination development frameworks Uptake in quality service training Levels of private sector investment in the Park
5.3 BUSINESS IS BLOOMING – providing tailored support and facilitation to help new and growing businesses, and inspire entrepreneurs	Increased local sustainable business activity and collaborative initiatives	Association of Park Businesses established Number of local and trader and other business associations in place Number of new business start-ups Number of completed apprenticeships Number of businesses in Green Tourism Business Scheme Number of joint business activities/initiatives
6. ENHANCING OUR PARK PROGRAMME	Target by 2012	Indicators of Progress
6.1 BETTER BY DESIGN – Encouraging high quality, sustainable and innovative design in new developments	More new buildings and structures in the Park exhibiting high standards of sustainable and innovative design	Fewer planning applications being refused on design grounds Number of new buildings in the Park achieving design awards and commendations Number of new buildings achieving favourable BREEAM scores Publication of design guides Establishment of an award for excellence in design scheme
6.2 PASSED TO THE FUTURE – Conserving and creating a stronger affinity with the historic built heritage	Increased number amount of historic buildings and public areas benefiting from conservation management grants and initiatives	Uptake of grant schemes Number of built heritage features actively managed Number of redundant buildings brought back into use Reduction in no. of buildings at risk Extent of archaeological features recorded and subject to formal management plans
7. DEVELOPING IN OUR PARK PROGRAMME	Target by 2012	Indicators of Progress
7.1 NATIONAL PARK PHYSICAL PLANNING – Delivering the Park’s planning function, guided by up-to-date policies and guidance that deliver the Park aims and the Plan’s priorities in ways that promote effective public access and involvement	A more accessible effective, and up to date physical planning system facilitating forms of development that help deliver the Plan outcomes 2007-2012	Implementation of e-planning project Successful implementation of the new Scottish planning system provisions A fully adopted local plan % of planning applications in accordance with new Local Plan policy National Park Planning Forum established Full range of planning information and services online

SUSTAINABLE TOURISM ACTION PLAN

January 2008

I. LANDUSE AND NATURAL HERITAGE : CARING FOR OUR PARK PROGRAMME

SUBJECT AREA	GOVERNMENT PRIORITIES	MAIN BENEFICIARIES	PROGRAMME PARTNERS	KEY DELIVERY MECHANISMS
Land Use and Natural Heritage	Rural diversification Biodiversity	Land managers The Park's environment Park priority species and habitats Water habitats Visitors Communities Businesses The nation	SEERAD, SNH, SEPA, FCS, DCS, NGOs, SAC, FWAG, BGS, communities, land managers, Scottish Enterprise, Highlands and Islands Enterprise	Grant schemes, research, local partnerships, guidance and best practice, demonstration projects, planning system

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS (1.1.08)	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
I.1 CONSERVING AND ENHANCING THE DIVERSITY AND QUALITY OF THE PARK'S LANDSCAPES					
Progress landscape appraisals and develop appropriate advice and guidance to protect and enhance the Park's landscapes through the National Park Local Plan (visual and scenic assessment, unspoilt qualities, tranquillity and wild land, landscape sensitivity and capacity studies)	NPA	Landscape Capacity/Sensitivity for renewables complete	Low	Medium	3, 10
Coordinate nature conservation site management objectives to assist in achieving landscape scale habitat enhancement objectives and develop and implement a programme of priority measures to improve the effectiveness of local habitat networks, especially native woodland habitat, forest networks and wildlife corridors	NPA	NP BAP currently being finalised,. The Great Trossachs Forest landscape scale habitat restoration scheme underway	Medium - High	High	1,3,6,7,8
I.2 BIODIVERSITY ENHANCEMENT					
Continue ongoing early action work for survey and management of priority species and habitats (including red squirrel, otter, capercaillie, black grouse and butterfly species)	Various incl RSPB, SNH, FCS ...	Black Grouse and Red Squirrel project work underway	Medium	High	3,5,10
Develop and implement a Park-wide biodiversity action plan building on existing action plans where relevant, and focusing on the Park's special qualities	NPA	NPBAP being finalised	High	low	3,5,10
Develop and implement a natural heritage fund to provide targeted support for undertaking works that contribute to habitat enhancement in the park	NPA/SNH	3 year NP Natural Heritage Grant Scheme launched August 2007	High	Medium-High	3,5,10
Develop a suite of measures to ensure biodiversity benefits are maximised in the built environment (supplementary planning guidance, developing and promoting	NPA	Underway	Medium	Low	3,5,10

wildlife friendly management of existing green spaces)					
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PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
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I.3 INTEGRATED AND SUSTAINABLE LAND MANAGEMENT

Prepare a Land Management Framework to establish a baseline on current land management regimes, identify further research needs, set priorities for land management activities in the Park and provide a basis for setting targets and monitoring	NPA with LUIG	Underway	Low	Medium	3,9
Deliver training programme to assist land managers to deliver the Park aims and to sustain relevant traditional skills in conservation land management and develop and implement pilot and demonstration initiatives to promote greater understanding of the role and capacity of land managers to help further the Park aims to mutual benefit	LUIG	Underway	Low	Medium	3,9

I.4 SAFEGUARDING AND ENHANCING THE WATER ENVIRONMENT

Identify priority areas for action to prevent new and reduce any existing damaging inputs of nutrients and other pollutants to the Park's water environment	NPA/SEPA	Underway	Low	High	3
Identify priorities for action to conserve and enhance the special qualities of the marine environment	NPA/A&BC	Planned	Low	Medium	3

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
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2. AWARENESS UNDERSTANDING AND INVOLVEMENT: PRIDE IN OUR PARK PROGRAMME

SUBJECT AREA	GOVERNMENT PRIORITIES	MAIN BENEFICIARIES	KEY PARTNERS	KEY DELIVERY MECHANISMS
Awareness, Understanding and Involvement	Social inclusion Lifelong learning Health and wellbeing	Young people Seniors People currently excluded from the countryside The Park's environment Visitors Communities	Education authorities and establishments, BTCV, CSV, SNH, FCS, Callander Youth Project, BEN	General and targeted events, input to curriculum, pilot projects, support information, ranger activity, volunteer programme

PLANNED AREAS OF ACTIVITY 2007- 2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
2.1 DELIVERING IMPROVEMENTS IN LEARNING DEVELOPMENT					
Provide a strategic approach to learning development about the Park and its special qualities,	NPA	planned	low	medium	4,5,7
Develop and produce information and support material for both formal and informal education sectors relating to the Park and its special qualities, cultural heritage, landscape, biodiversity etc	NPA	Pack being developed	low	medium	5
Support national initiatives and schemes that promote learning development (e.g. John Muir Awards Eco-schools)	NPA	Underway	low	Medium	4,5,7
Develop a range of website material that promotes aspects of the special qualities, environmental sustainability, access opportunities and transport information	NPA	Underway	low	High	4,5,7
Implement the 'Spark in the Park' Interpretation Strategy to coordinate the provision of interpretation by all in the Park	NPA, FCS	Underway	Medium-high	High	4,5,7
Undertake a National Park Gateway & Visitor Centre Review and develop a framework for the future operation of Centres and the provision of information and interpretation to visitors	NPA	Review nearing completion	Medium-High	High	4,5,7
Participate in and develop events and festivals that promote the Parks, its aims, heritage values and its special qualities	PioP	Working Group in place with Work Programme	Low-medium	High	4,5,7,9
Explore the potential to develop a 'College of the Park' concept that coordinates, shares and integrates learning and training opportunities and initiatives	NPA	Planned	Low (Feasibility only)	Medium	,7

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORIT Y	LINK TO CHARTER PRINCIPLES
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2.2 PROMOTING RESPONSIBLE BEHAVIOUR IN THE PARK					
Develop and introduce measures to raise public awareness and understanding of land management activities in the Park, the impact of recreation pressures, and what it is like to live and work in the Park	LUIG	Ongoing	low	medium	3,7
2.3 BROADENING PARTICIPATION IN THE PARK					
Further develop the Park's Volunteering Programme to include a wider range of volunteer opportunities and experiences, and allowing people to become more directly involved in the management of the area	NPA	200 volunteers registered on the programme	Low-medium	High	3,4,5,6,7,8,9,10
Develop and promote access for all guidelines to remove barriers to participation and improve inclusion in Park events, learning opportunities, and leisure and recreation activities	NPA, SNH	Joint initiative with Cairngorms and SNH	Low	High	3,4,5,6,7,8,9,10
Develop and implement an outreach programme targeting groups, schools and communities from within and outside the Park notably the urban area	NPA, Las, SNH	underway	Low	high	3,4,5,6,7,8,9
Develop and implement a framework of involvement opportunities particularly aimed at young people and seniors	NPA	underway	low	Medium	3,4,5,6,7,8,9
Promote better and more integrated public transport opportunities to access leisure and recreation facilities	NPA and transport partners	Integrated NP timetable produced	low	high	3,4,5,6,7,8,9
Develop partnership working on volunteer programmes and link with BTCV, CSV and others	NPA BTCV CSV etc	Underway within Volunteer Dev Programme	low	medium	3,4,5,6,7,8,9
Develop and promote key recreation sites and facilities as a focus for getting involved including Balloch Castle Country Park, Benmore Garden, Callander Meadows, Inchcailloch, the West Highland Way, through local 'Friends of a' and similar schemes	NPA and others	Friends of Balloch Castle Park and Benmore Gardens established. Friendsa of WHW under investigation. Friends of Loch Lomond & The Trossachs being developed (from original Friends of Loch Lomond)	low	Medium	3,4,5,6,7,8,9
2.4 PROMOTING THE HEALTH BENEFITS OF THE PARK					
Develop and promote the health and wellbeing benefits from activities and experiences in the Park	NPA, SE, Health Boards	Annual Loch Lomond Get Active Festival, Trossachs Paths to Health	Low-medium	high	5,6,8

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORIT Y	LINK TO CHARTER PRINCIPLES
		initiative			

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
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3. RECREATION AND ENJOYMENT: ENJOYING OUR PARK PROGRAMME

SUBJECT AREA	GOVERNMENT PRIORITIES	MAIN BENEFICIARIES	KEY PARTNERS	KEY DELIVERY MECHANISMS
Recreation and Enjoyment	Health and wellbeing Good citizenship Tourism Framework for Change	Visitors Communities Residents Businesses Activity operators	SNH, VisitScotland, sportscotland, police, local authorities, loch recreation management groups, Loch Lomond Rescue Boat, recreation organisations and NGOs, Sustrans, Scottish Enterprise, Highlands and Islands Enterprise	Local visitor management groups, codes of conduct/ byelaws, path planning, waymarking and leaflet provision publicity & promotion of path network, maintenance wardens

PLANNED AREAS OF ACTIVITY 2007- 2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
3.1 IMPROVING OPPORTUNITIES FOR LEISURE AND RECREATION					
Secure publication of paths, trails and outdoor activity leaflets and web based information	NPA FCS VS	A range of material is now available	Low	high	3,4,5,6,8,10
Develop and promote measures to help combat footpath erosion both natural and due to recreation pressure	NPA	Underway through NP Rural Skills Team	Low-medium	medium	4,10
3.2 MANAGING RECREATION ON WATER AND AT THE WATER'S EDGE					
Enforce, review and monitor the effectiveness of the Loch Lomond Byelaws and revise as appropriate	NPA	Ongoing through Loch Lomond Waterbased Ranger Service	High	High	3,4,8,10
Monitor the effectiveness and where appropriate review the Loch Codes of Conduct	NPA	Ongoing through local steering groups	low	medium	3,4,8,10
Investigate water recreational and transport possibilities on the sea lochs and promote opportunities for the sea loch communities including marine access and linkages utilising existing pier and jetty infrastructure and providing links to Inverclyde & Helensburgh	NPA in partnership	Phase I of Clyde Marine Access Strategy well underway including installation of pontoons at Arrochar and Lochgoilhead	High	High	4,6,8,9,10
Identify and pursue priorities for action to safeguard bathing waters identified under the EU Bathing Waters Directive and other popular areas for water recreation	NPA, LAs	Underway at Luss Beach	Low	medium	4,8,10
Develop and implement a Loch Lomond Islands Management Plan, including the future management of Inchcailloch, Loch Lomond National Nature Reserve	NPA & landowners	Inchcailloch Management Plan in place, LL Islands Archaeology study progressed	Medium	High	3,4,8,10

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
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3.3 POSITIVE RECREATION EXPERIENCE					
Develop and implement a Park campaign to support the promotion of the Scottish Outdoor Access Code (SOAC)	NPA SNH	Various leaflets available and event planned	low	high	3,4,5,7,8,10
Facilitate an annual recreation interests event for the exchange of ideas and best practice, and exploration of potential collaborative working	NPA	Underway with the 4Bs project piloted and being rolled out in 2008	low	medium	4,6,7,9
Develop and promote initiatives and mechanisms that help to ensure a safe and enjoyable recreational experience (including advisory codes of conduct, partnership campaigns for safe recreational practices, coordination of the promotion of leisure and recreational opportunities, support for provision of emergency and rescue services)	NPA	Suite of advisory leaflets being generated, support provided to Loch Lomond Rescue Boat service	low	high	3,4,5,7,8,10
Review all existing sites and facilities in the Park in terms of their compatibility with safe and sustainable use of the recreation resource and sustainable access options, and devise a strategy and action plan	NPA in partnership	Review of NPA sites underway	Low	high	3,4,8,
Explore options and secure effective management regimes for a wide range of sites facilities and paths that support sustainable visitor use (including exploration of the role of private and social enterprise, NPA sites and facilities, community paths, upland hill paths, long distance routes and the West Highland Way)	NPA in partnership	WHW 'A Sustainable Future' Project progressed	medium	high	3,4,6,7,8,9
Develop and implement collaborative opportunities with local businesses and communities to promote better maintenance of public areas, including partnership funded village wardens and hit squad type initiatives	NPA in partnership	Being developed through Community Partnership and Destination Development groups	low	medium	4,8

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
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4. PEOPLE, COMMUNITIES AND CULTURE: LIVING IN OUR PARK PROGRAMME

SUBJECT AREA	GOVERNMENT PRIORITIES	MAIN BENEFICIARIES	KEY PARTNERS	KEY DELIVERY MECHANISMS
People, Communities and Culture	Community engagement, Rural development, Gaelic language	Park residents, Communities and community organisations (including enterprise and heritage organisations) Visitors The Park's cultural heritage	National Park Community Partnership, National Park Association of Community Councils, Community Councils, community development trusts and organisations, local authorities, community planning partnerships, local heritage groups, Bord na Gaidhilg, Scottish Enterprise, Highlands and Islands Enterprise	Community partnership, Community Development Trusts, capacity building, area networks, area network plans, community action plans, events programmes, community initiatives

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
4.1 SUPPORTING STRONG AND ACTIVE COMMUNITIES					
Progress phase 2 of the Park's Community Futures Programme including a review of all the Community Action Plans and input to the Local Plan process, and then support the delivery of community priority projects in line with NPA Aims	NPA	Two of three rounds of action planning complete	medium	high	1,7,8,9
Continue to support and develop the capacity of the Park's communities to deliver local priority projects and sustainable development initiatives through undertaking a review of the community action plans, developing a community support fund, undertaking a programme of training and providing advice to Community Development Trusts, developing community websites and sharing knowledge between communities	NPA	Annual trust training programme delivered	low	high	1,7,8,9
Enable further strengthening and recognition of the National Park Community Partnership and the Area Networks as delivery mechanisms	NPA	ongoing	low	high	1,7,8,9
Explore and develop indicators of sustainable communities through collaboration with community organisations	NPA	underway	low	high	1,7,8,9
Engage with the Leader + 2007-2013 programme to secure tailored support mechanisms and funding for grass roots priority projects identified within the Community Action Plans that further the Park aims	NPA	Business Plans for new programmes submitted to Scottish Government for	Low-medium	high	1,3,6,8,9,10

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
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		consideration			
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PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORIT Y	LINK TO CHARTER PRINCIPLES
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4.2 LOCAL CULTURE AND CULTURAL GROWTH					
Develop and implement a framework for researching, promoting and celebrating the Park's outstanding cultural heritage including promoting festivals, events and collaborative initiatives	NPA in partnership	Working Group in place to develop Lady of the Lake 2010 celebrations and NP Calendar of events & Festivals	Low-high	High (Lady of the Lake 2010)	3,4,5,6,9
Develop and implement measures that promote opportunities for the revival of the Gaelic and Scots language including a Gaelic language plan, educational material relating to Gaelic and Scots, interpreting Gaelic place names	NPA	Use of Gaelic in interpretative material policy in place	Low-medium	medium	5,6,
Develop and support a Park-wide, community-based cultural heritage network to coordinate and inspire projects, and seek greater support for celebrating the Park's unique heritage resource	NPA & NP Community Partnership	Loch Lomond Cultural Heritage Network established with learning journey to Europe	medium	medium	4,5,6,8
Develop and implement initiatives that research art and literary connections with the Park and the significance of the place in inspiring art and literature	NPA	Piece of music commissioned to mark official opening of NPA new HQ	low	high	3,4,5,6,
4.3 SUSTAINING SERVICES AND FACILITIES (link to 7.1)					
Develop community-based transport initiatives to increase use of existing services and address gaps in local public transport provision	NPA & Community Development Trusts	Balquhiddler Demand Responsive Scheme developed 'Enhanced' Trossachs Trundler pilot progressed	medium	medium	3,4,6,
Develop and implement specific Park-wide community projects including Apprenticeship Scheme, Community Anti Litter Scheme, Local Community Paths Network, Play in the Park	NPA & NP Community Partnership	Apprenticeship Scheme, Play in the Park and Community Litter Campaign all underway	Medium-high	high	4,6,7,8,9,10

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORIT Y	LINK TO CHARTER PRINCIPLES
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5. ECONOMIC GROWTH AND SUSTAINABILITY: PROSPERING IN OUR PARK PROGRAMME

SUBJECT AREA	GOVERNMENT PRIORITIES	MAIN BENEFICIARIES	KEY PARTNERS	KEY DELIVERY MECHANISMS
Economic Growth and Sustainability	Sustainable development Renewable Energy Enterprise Tourism Framework for Change	The Park's environment The Park's economy Community trusts & Organisations Businesses, investors and entrepreneurs Visitors The nation	Scottish Enterprise, Highland and Islands Enterprise, local authorities, local economic forums, VisitScotland, Business Gateway, business/traders' associations, regional transport partnerships, Sustrans, energy saving organisations, waste authorities	Business forums and associations, Destination Management initiatives, training, feasibility studies, grants planning system, transport initiative

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
5.1 ENCOURAGING SUSTAINABLE ECONOMIC GROWTH					
Establish a Sustainability Action Framework for the Park area under themed topics, including the development of a simple mechanism for measuring the Park's carbon and wider ecological footprint, plus recording actions and their effectiveness in reducing the footprint, and establishing Park specific carbon payback schemes to allow visitors, businesses and organisations to negate the impact of activities which currently cannot readily be reduced	NPA	PioP workshop progressed, Carbon footprinting models being explored, carbon offsetting scheme under consideration	Low-medium	high	1,2,3,7,8,9,10
Provide support for Park businesses to improve their offering through labour force skills development, local product knowledge, learning journeys and exchanges	SE	NP Hospitality and Enhanced Chef Programmes, Buy Local Guide, NP Learning Journeys	medium	high	4,6,7,9
Explore and develop apprenticeship and training initiatives which help secure local jobs in the Park	NPA, SE & NP Community Partnership	NP Apprenticeship Scheme underway	medium	high	7,9
Explore and progress appropriate franchise, business and community enterprise and other public/private sector partnership initiatives for the sustainable provision of visitor services and the maintenance of visitor infrastructure	NPA	Pilot projects progressed at Inveruglas, Tarbet and under consideration at Balmaha, Arrochar	variable	high	4,5,8,9
Develop a collaborative framework with partner agencies to encourage businesses to participate in developing Products of the Park including Forest Tourism; Green Tourism; Food and Drink Tourism; Cultural Tourism and Trails and Activities	NPA & SE	Destination Development Groups are progressing product development	Low-medium	high	1,4,5,6,9

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORIT Y	LINK TO CHARTER PRINCIPLES
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5.2 PROMOTING SUSTAINABLE DESTINATION DEVELOPMENT					
Develop and implement a collaborative approach to destination development and visitor management for the Park and its destinations engaging with large and small investors, existing businesses, communities and agencies, establishing a shared vision for the destination, and commitment to action	NPA in partnership	Destination Development Steering Groups established in each sub destination working to an agreed framework	varied	high	1,2,3,4,5,6,7,8,9,10
Work in partnership to develop and promote a NP destination brand that embodies the special qualities and helps secure greater collaborative working	NPA PIOP	Work well underway	Medium-high	high	4,5,8,9
Develop and implement proposals embodying the Park brand identity for permanent threshold and welcome markers at all key access points (road, rail, cycle, foot and water)	NPA	Temporary Threshold signs in place while permanent designs developed	Medium-high	high	4,5,8,9,10
Develop and implement Park-wide and local destination development and management frameworks that build on local distinctiveness and prioritise initiatives in each framework that will secure significant enhancement of the visitor experience and Park's special qualities	NPA in partnership	Destination Development Frameworks established for each sub destination	varied	high	1,2,3,4,5,6,7,8,9,10
Retain and develop an integrated network of Park tourist and visitor information/interpretation centres, facilities and services notably within the Park's gateway communities and the Park destinations, and seek to secure more sustainable and accessible delivery mechanisms.	NPA VS	Review currently underway	varied	high	4,5,6,7,8,9,
Promote the adoption of Slo Food, Fairtrade and related principles within the Parks' businesses, communities and partnership agencies	NPA SE LAS	Slofood initiatives being progressed in the Trossachs	low	medium	9
Secure more sustainable ways of managing and developing the Park's key Long Distance Routes	NPA SC A&BC EDC and SNH	Ph 1 of 'A Sustainable Future for the West Highland Way' progressed	medium	high	3,6,8,9
Promote and support a Park-wide Business Network to work closely with the authority and partner agencies exploring and tackling priority issues for businesses and develop collaborative initiatives with links with local traders, tourist and business associations	NPA SE	Key Business Stakeholder Group established Discussions underway with Federation of Small Businesses	low	high	1,6,7,9
Establish mechanisms that encourage local events and festivals; and develop an annual integrated Park-wide calendar of events and festivals that reflect and promote the Park's special qualities, maximise business opportunities and community and cultural contributions to a valued tourism experience	NPA PIOP	PIOP Events and Festivals Working Group established	medium	medium	5,6,9

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
Develop and implement strategies and initiatives for enhancing landscape experience and scenic views from the Parkways and other strategic routes	NPA PIOP	View from the Road initiative being developed	medium	medium	4,6,9,10

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORIT Y	LINK TO CHARTER PRINCIPLES
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5.3 USING RESOURCES WISELY					
Implement the NPA's Environmental Management Scheme focussing attention on communicating the benefits of the various measures contained in the scheme and their relevance to others operating within the Park, notably energy management, waste management, sustainable construction and green travel	NPA	EMS approved by Scottish Government	Low-medium	high	3,4,5,7,9
Develop and implement mechanisms to encourage more sustainable business practices in all sectors to reduce their individual carbon and ecological footprints	NPA & SE	Green in the Park progressed with follow up seminars	medium	High	3,9
Encourage greater collaborative working between local businesses to support local product sourcing and supply chains, joint marketing and buying consortiums and reduced transportation miles	NPA & SE	Underway	low	Medium	9
5.4 REDUCING ENERGY CONSUMPTION					
Explore and develop visitor and carbon payback schemes and related initiatives which allow visitors, business operators and others to contribute to conservation and other project activity that furthers the four Park aims	NPA & SE	Feasibility study undertaken and commitment to progress	medium	High	3,4,5,6
5.5 ENERGY FROM RENEWABLE RESOURCES					
Pursue pilot micro renewable energy and sustainable technology in transport projects in partnership, including the exploration of new technologies, and evaluate their effectiveness with a view to promoting more widespread investment and use by partner agencies and Park businesses and community organisations	NPA	Bata Greine solar boat procured and operating on Loch Lomond; solar powered composting toilets installed at Inchcailloch; wind turbine to be installed at Firkin	Medium-high	High	3,7,10
5.6 REDUCTION AND SUSTAINABLE MANAGEMENT OF WASTE					
Support and seek to influence existing Area Waste Plans where these affect the Park area and seek to ensure effective co-ordination of their implementation across and to the ultimate benefit of the Park area	NPA & LAs	Waste Forum being established	low	high	3,8,9,10
5.7 REDUCING THE ENVIRONMENTAL EFFECTS OF TRAVEL					
Utilise the development control process to encourage applicants to produce green travel plans particularly for large tourism developments which have significant scope to enhance the Park's credentials as one of	NPA	Green Travel and wider Sustainability Action Plans submitted for large scale developments	Low	High	3,10

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
Scotland's premier sustainable tourism destinations		including 'The Carrick'			

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORIT Y	LINK TO CHARTER PRINCIPLES
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5.8 ADDRESSING INFRASTRUCTURE CONSTRAINTS AND IMPROVEMENTS					
Upgrade and enhance key daytrip and family picnic destinations to meet changing needs, notably Callander Meadows, Duck Bay, and Balloch Castle Country Park	NPA & LAs	Major HLF project progressed at Balloch Castle Country Park including addition of new events arena , play areas and public convenience facilities	Medium-High	Medium	3,4,5,6,10
Explore the potential for, and progress, private and social enterprise joint initiatives to secure quality visitor infrastructure at key locations with specific reference to the provision of public conveniences and information	NPA LAs	Pilot projects at Inverugals and Arrochar	varied	High	8,9
5.9 IMPROVING THE TRANSPORT NETWORK					
Develop and introduce measures that improve and better integrate public transport services, walking and cycling possibilities where these better meet the needs of Park residents and visitors, including investment in infrastructure, bus route development schemes, expansion of existing services, development of demand responsive transport schemes and integrated water transport, and, where alternatives do not exist, provide opportunities for people to contribute to carbon payback and similar Park initiatives	NPA, Transport Authorities & LAs	4Bs initiative on west Loch Lomond Clyde Marine Access Strategy	High	High	8,9,10
Work in partnership to develop a multi-modal transport interchange within Balloch, and enhanced interchange facilities within the other Gateway Communities	NPA SE & West Dunbartonshire Council	Options appraisal progressed and preferred site identified	High	High	4,7,8,9,10
Explore and develop measures to achieve a modal shift in the movement of freight within and through the Park, notably timber, and seek to reduce the delivery miles and promote buying consortiums for produce, goods and services	NPA FCS	Timber haulage working group established	varied	Medium	7,8,9,10
5.10 TRAFFIC AND PARKING MANAGEMENT					
Work with local Authority partners to develop traffic management and parking strategies within key gateway communities that favour public transport use and seek to minimise congestion at peak periods (Callander, Drymen, Balloch)	NPA LAs	Study progressed for Drymen, Study being progressed in Callander	varied	Medium	3,4,5,8,10

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
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6. BUILT HERITAGE AND DESIGN QUALITY: ENHANCING OUR PARK PROGRAMME

SUBJECT AREA	GOVERNMENT PRIORITIES	MAIN BENEFICIARIES	KEY PARTNERS	KEY DELIVERY MECHANISMS
Built Heritage and Design Quality	Architecture and Design	The Park's cultural heritage. Investors Residents Businesses Visitors Developers (public and private sector) The Nation	Scottish Executive, Historic Scotland, Architecture + Design Scotland, Royal Commission Ancient & Historical Monuments of Scotland, SNH, local authorities, West of Scotland Archaeology Service, Perth and Kinross Heritage Trust, Friends of Loch Lomond, Scottish Civic Trust, Rural Scotland, Transport Scotland	Development control, local plan, supplementary planning guidance, demonstration projects, seminars planning system

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
6.1 CARING FOR OUR BUILT HERITAGE					
Develop a series of village design statements for the key settlements that help promote collaborative mechanisms for enhancing the built environment	NPA	Study progressed for Drymen	Low	Medium	3,8,10
Establish a framework for conserving and enhancing the historic environment, including reviewing the extent and effectiveness of Conservation Areas and other formal designations and developing local plan policies	NPA & HS	Appraisals undertaken for all conservation areas	Low	High	3,5
Develop and implement initiatives to conserve elements of the built heritage in a poor condition or at risk, including an integrated management plan for the cultural heritage of the Loch Lomond islands, Buildings at Risk Strategy, Military Road conservation project, management agreements for Sites and Monuments at Risk	NPA & HS	Survey of Loch Lomond islands complete (friends of Loch Lomond)	Low-medium	Medium	3,5
Undertake survey and research to develop knowledge and understanding of the status of the Park's cultural heritage including a Historic Environment Record, Cultural Heritage Research Strategy, Vernacular Buildings/Farm Survey, Listed Buildings Condition Survey	NPA & HS	To be progressed	Low	Medium	3,5
Develop and implement initiatives to improve resources available for the historic environment, including exploration of establishing a Historic Building Grant	NPA & HS	Killin Conservation Area Regeneration Scheme	Medium	High	3,5,6,7

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORIT Y	LINK TO CHARTER PRINCIPLES
scheme, producing a series of advice leaflets, cultural heritage training programme, establishing a Cultural Heritage Forum, the pilot Killin Conservation Area Regeneration Scheme		established			
Develop and introduce systems for monitoring the condition of the archaeological resource in the Park	NPA HS & RCAHMS	Programme developed with NPA Ranger Service	Low	Medium	3,5,,7,8,10
Develop and implement projects to record, conserve and interpret cultural heritage including participation in Scotland's Rural Past Project	NPA & HS	Pilot project in Killin progressed	Low-medium	medium	3,5,6,7,8,10
6.2 VERNACULAR DESIGN					
Establish and promote a digest of building styles and case study reports from within the Park that demonstrate and promote the principles of vernacular design, sense of place and local distinctiveness, and collaborate with developers, planning agents, architects, builders, and suppliers operating in the Park to recognise regional vernacular design and promote the use of local traditional materials and crafts	NPA	Rowardennan new visitor facility constructed using traditional building techniques NP architectural appraisal study progressed	Low	Medium	3,7,9,10
6.3 RAISING DESIGN QUALITY					
Develop policies, guidance and initiatives to raise design standards including producing design guidance for the Park and its distinctive settlements and setting up a National Park Design Award scheme	NPA	To be progressed within Local Plan	Low	medium	3,8,9,10
Establish and promote a code of practice for forest and estate roads design in the Park, respecting the special qualities and increasing recreational opportunities	NPA & FCS	Underway	Low	medium	3,10
Develop and promote measures to improve the conservation and enhancement of designed landscapes and historic gardens (review national Inventory of Gardens and Designed Landscapes, compile inventory of locally important sites)	NPA & HS	HLF funded restoration of Ballloch Castle Country Park Fernery being restored at Benmore	Low-medium	medium	3,7,8,10
6.4 SUSTAINABLE DESIGN					
Develop and implement initiatives with partners to encourage design that is sustainable and reflects local distinctiveness by encouraging research into the availability and usability of sustainable materials, systems and other aspects of design. Also develop a series of publications, guides, seminars, events and education packs to promote good design and architecture	NPA	NPA HQ nearing completion with sustainable build case study Local Building materials appraisal undertaken	Low	High	3,9,10
Develop and implement proposals to	Transport	A82 route action	High	High	3,4,8,10

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
upgrade the A82 north of Tarbet and around Crianlarich to a high standard, that minimises the impact of the necessary road works on the Park's special qualities and provides a significantly enhanced quality user experience	Scotland	plan complete highlighting priority projects at Crianlarich & Pulpit Rock			

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
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7. NATIONAL PARK PHYSICAL PLANNING: DEVELOPING IN OUR PARK PROGRAMME

SUBJECT AREA	GOVERNMENT PRIORITIES	MAIN BENEFICIARIES	KEY PARTNERS	KEY DELIVERY MECHANISMS
National Park Local Plan and Statutory Planning Frameworks	Modernising Planning (the Planning etc. (Scotland) Act 2006)	The Park's environment Communities Residents Developers (public and private sector) Businesses Land Managers	Local authorities utility authorities, Community Councils, Association of Community Councils, community planning partnerships, local economic forums, local enterprise companies	Strategy development, benchmarking, participation, consultation and engagement, planning system

PLANNED AREAS OF ACTIVITY 2007-2012	LEAD AGENCY	CURRENT STATUS	ORDER OF COST	PRIORITY	LINK TO CHARTER PRINCIPLES
7.1 NATIONAL PARK PHYSICAL PLANNING					
Establish and implement a programme for developing the National Park Local Development Plan	NPA	Issues report to be published early in 2008	Medium	High	3,8,10
Improve the effectiveness of the Park Authority's development management function and improve opportunities for public involvement	NPA	Planning Service Improve-ment project underway & linked to E-planning initiative	Medium	High	3,8,10

APPENDIX 2 – PARTNER AGENCIES & LETTERS OF SUPPORT

Key partners in delivering services and gathering information about the Park include:

Scottish Enterprise and Highlands and Islands Enterprise

The role of Scottish Enterprise and Highland and Islands Enterprise is to promote economic development, help establish new businesses and existing companies to grow, and enhance skills and learning.

VisitScotland

VisitScotland is the national marketing agency for tourism in Scotland, and also plays a role in providing strategic guidance to the Scottish Government on tourism matters.

Passenger Transport

The Park includes land covered by four local authorities, namely Argyll & Bute Council, Perth & Kinross Council, Stirling Council and West Dunbartonshire Council.

The Park is covered by sections of three regional transport partnerships:

- **HITRANS** – Highlands and Islands Transport Partnership, whose constituent local authority is Argyll & Bute council, excluding the Loch Lomond area;
- **TACTRAN** – Tayside and Central Scotland Transport Partnership, whose constituent local authority is Stirling Council, and
- **SPT Strathclyde Partnership for Transport**, whose constituent local authorities is West Dunbartonshire Council and the Loch Lomond part of Argyll & Bute Council.

These regional partnerships have submitted statutory regional Transport strategies to the Scottish Government, at the time of writing these are waiting for approval.

Scottish Natural Heritage (SNH)

SNH is the national agency responsible for caring for natural heritage, and was the parent organisation responsible for advising Scottish Government on the proposals to establish a National Park in Loch Lomond & The Trossachs (including the boundary and powers). They continue to have responsibility for all natural heritage designations in the Park

Forestry Commission Scotland (FCS)

Some 25% of the Park area is forest, and a large proportion of this is owned and managed by FCS. The National Park includes two Forest Parks within its boundary, Argyll Forest Park and Queen Elizabeth Forest Park. These are significant recreational resources, with extensive recreational routes and facilities including the David Marshall Lodge and smaller visitor centres. FCS is a key partner in pursuing sustainable tourism initiatives.

Local Authorities

Local councils in Stirling, West Dunbartonshire, Argyll and Bute and Perth and Kinross all fall within the Park boundary. The local authorities have significant roles in delivery functions such as waste management, roads and tourism development.

Examples of letters of support for the NPA application to Europarc for Charterpark status are set out on the following pages;

PMMC/JR4306

10 January 2008

Carron Tobin
Director – Special Projects and Rural Regeneration
Loch Lomond & The Trossachs National Park Authority
National Park Headquarters
Balloch Road
Balloch
Alexandria
G83 8BF

Dear Carron

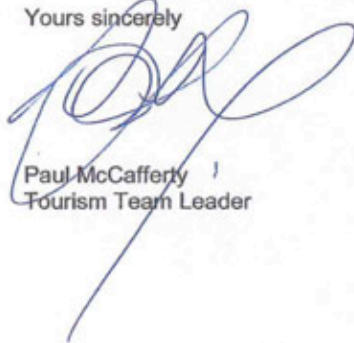
EUROPARC Sustainable Tourism Charter Application

I am pleased to confirm the support of Scottish Enterprise towards the application by the Loch Lomond and the Trossachs National Park Authority to EUROPARC to achieve Sustainable Tourism Charter accreditation for the Park area.

As you know, the Loch Lomond and the Trossachs National Park is one of the priority tourism locations for Scottish Enterprise and we are committed to supporting the future success of the Park as a sustainable tourism destination through a range of projects and activities.

If we can assist further in any way, please do not hesitate to contact me.

Yours sincerely



Paul McCafferty
Tourism Team Leader



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4th December 2007

Carron Tobin
Director
Loch Lomond & Trossachs National Park Authority
The Old Station
Balloch
G83 8BF

Dear Carron

Having reviewed EUROPARC's Charter, VisitScotland believes that the principles outlined are very much those to which the Loch Lomond & the Trossachs National Park are working toward. The 12 principles are also clearly embedded in the content of the recently agreed National Park Plan. Actions derived from this has incorporated strong partnership working with stakeholders, businesses and community.

Visitscotland wholeheartedly supports Loch Lomond & the Trossachs National Park's application to the EUROPARC federation.

Yours sincerely

Patrick O'Shaughnessy
Business Relationship & Marketing Manager

Phone 01786 459204
Mobile 07834 437094
Fax 01786 471301
e-mail patrick.oshaughnessy@visitscotland.com

Letter Book No: 54009
Passed To: Carron Tobin
File Ref:
Reply Required: Yes/No
FOI Request: Yes/No

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Forestry Commission
Scotland

Carron Tobin
Director
Rural Regeneration and Heritage Services
Loch Lomond and the Trossachs National Park
National Park Headquarters
The Old Station
Balloch
G83 8BF

Cowal & Trossachs Forest District
Aberfoyle
Stirling
FK8 3UX

Stuart.chalmers@forestry.gsi.gov.uk
Tel: 01877 382383
Fax: 01877 382694

District Forester Environment and Recreation
Stuart Chalmers

Dear Carron,

EUROPARC Federation: Sustainable Tourism in Protected Areas Charter

I am writing to lend the support of Forestry Commission Scotland in your application to become a Charter Park under the European Charter for Sustainable Tourism in Protected Areas. Forestry Commission Scotland is the largest land manager in the Loch Lomond and the Trossachs National Park covering thirty percent of the total area and therefore has a major contribution to make in the development of sustainable tourism in the National Park.

Forestry Commission Scotland have worked closely with the National Park Authority and other agencies and communities on various sustainable tourism initiatives. Forestry Commission Scotland will continue to support in the areas identified in the 12 principles of the European Charter for Sustainable Tourism in Protected Areas.

Regards,

Stuart Chalmers

Protecting and expanding Scotland's forests and woodlands, and increasing their value to society and the environment.
www.forestry.gov.uk/scotland



Irving Hodgson, M.A., B.Phil, MBA, MRTPI
Acting Director of Housing, Regeneration and Environmental Services
(Housing & Regeneration Services)



Council Offices, Garshake Road, Dumbarton G82 3PU
Tel. No: - 01389-737266 Fax No: - 01389-737512
Our Ref: EHNPA
Your Ref: NPACHarter
Date: 06 December 2007

If calling or telephoning please ask for: - Elizabeth Hendry, Economic Development Officer

Ms Carron Tobin
Director
Rural Regeneration & Heritage Services
Loch Lomond and Trossachs
National Park Authority
National Park Headquarters
Balloch Road
Balloch
G83 8BF

LOCH LOMOND AND THE
TROSSACHS NATIONAL PARK

10 DEC 2007

HEADQUARTERS

Dear Carron

LETTER OF SUPPORT FROM WEST DUNBARTONSHIRE COUNCIL

In response to your letter dated 29 November 2007 regarding Loch Lomond & The Trossachs National Park's application to the EUROPARC Federation to become a Charter Park for Sustainable Tourism in Protected Areas, I write to confirm that West Dunbartonshire Council supports this application going forward and views this as a positive step for achieving an overall vision shared by partners to establish the Park as one of Scotland's premiere sustainable tourism destinations.

We wish you every success with your application.

Yours sincerely,

A handwritten signature in blue ink that reads 'Gillian Scholes'.

Gillian Scholes

Section Head
Economic Development

Letter Book No:	54086
Passed To:	CARRONTOBIN
File Ref:	
Reply Required:	Yes/No
FOI Request:	Yes/No

West Dunbartonshire ~ from the banks of Loch Lomond to the shores of the Clyde

C:\Documents and Settings\ehendry\My Documents\E. Hendry\National Park - Prospering In Our Park\National Park Charter application - WDC support 6.12.07.doc



Development Services
Director: George Harper

LOCH LOMOND AND THE
TROSSACHS NATIONAL PARK

3 - DEC 2007

HEADQUARTERS

Carron Tobin
Loch Lomond & The Trossachs
National Park Authority
National Park Headquarters
The Old Station
Balloch
G83 8BF

Planning Services

Kilmory, Lochgilphead, Argyll, PA31 8RT
Tel: 01546 604301 Fax: 01546 604250
e.mail - Kevin.williams@argyll-bute.gov.uk
www.argyll-bute.gov.uk

Direct Line: 01546 604278
Ask For: Kevin Williams
Our Ref:
Your Ref:
Date: 30 November 2007

Dear Madam.

**EUROPARC FEDERATION – SUSTAINABLE TOURISM IN PROTECTED
AREAS – CHARTER PARK APPLICATION**

As a key partner I am writing to you on behalf of Argyll and Bute Council to offer full support for your application to the Europarc Federation which would allow the Loch Lomond & the Trossachs National Park to become a Charter Park under their European Charter for Sustainable Tourism in Protected Areas.

The achievement of Charter status would represent a further step in our shared vision of seeking to establish the Park as one of Scotland's premiere sustainable tourism destinations.

Yours Sincerely

Kevin Williams
Planning Projects Manager

Letter Book No:	53968
Passed To:	Carron Tobin
File Ref:	
Reply Required:	Yes/No
FOI Request:	Yes/No



APPENDIX 3 – COMMON ABBREVIATIONS

BEN – Black Environment Network
BREEAM – Building Research Establishment’s Environmental Assessment Method
DDA – Disability Discrimination Act
EU – European Union
FCS – Forestry Commission Scotland
GTBS – Green Tourism Business Scheme
HIE – Highlands and Islands Enterprise
HLF – Heritage Lottery Fund
HS – Historic Scotland
Las – Local Authorities
LUIG – Land Use Initiative Group
NGO – Non-governmental organisation
NPA – Loch Lomond and the Trossachs National Park Authority
PIOP – Prospering in our Park Forum
RCAHMS – Royal Commission for Ancient and Historic Monuments in Scotland
RSPB – Royal Society for the Protection of Birds
SE – Scottish Enterprise
SEPA – Scottish Environment Protection Agency
SNH – Scottish Natural Heritage
SOAC – Scottish Outdoor Access Code
TRC – Tourism Resource Centre
UK – United Kingdom
VFR – Visiting Friends and Relatives
W3C Standard – website standards for compliance with the DDA

APPENDIX 4 – COMMUNITY FUTURES

The following are the key actions and sources of support for the Community Futures Programme.

Action Planning

Each of the 24 communities has carried out a series of activities, including:

- Community views survey – 4,000 households completed
- Stakeholder interviews with groups and individuals from all sections of the community – 500 interviews in communities in and around the Park.
- Compiling a profile of their community as it is at present – 24 produced in total.
- Holding a community workshop – 1,800 people attended 24 workshops.
- Producing a Community Action Plan – 24 produced altogether.

The Community Action Plans set out what each community is like at present, how the community would like their area to be in the future and the priority issues that need to be addressed to make the community a good place to live, work and visit. The action plans are being used by communities as evidence for community support for priority projects as a means of securing funding for projects, and also to influence the strategies and work plans of the National Park Authority and other public agencies in the Park.

Development Trusts

Since publishing their action plans, communities are supported in implementing the priority projects and actions. So far 18 communities have chosen to establish local Community Development Trusts to manage and implement their plans. Examples of projects being taken forward by Community Development Trusts include Lazaretto Point in Sandbank, purchase of the Pit Stop Café at Arrochar, Gartmore Youth Group and Balmaha Playscape. Grants and a training programme are provided, as well as technical support to establish the trusts.

Area Networks

Groups of neighbouring communities are working together on common issues and joint priorities for action in four geographic areas – Argyll Forest, Breadalbane, Loch Lomond and The Trossachs. These Area Networks meet quarterly and approximately 30 to 40 people regularly attend each meeting to share their experiences and ideas and work collectively on common issues and projects.

The Area Network meetings have also been the focus for the NPA and partner agencies as a mechanism to involve local people in developing the Park Plan, sustainable tourism strategy and other strategies.

Projects and Initiatives

Communities within the Park are now embarking on implementing their priority initiatives and projects identified through the Community Futures Programme and there is a role for the NPA and its partner agencies to support them in doing so over the coming years.

Priority projects in each community relate to the community's vision for the future and to their main strategies for action, so they are specific to each community. However there are a number of common themes in relation to sustainable tourism that have emerged, summarised below:

Social and Community Facilities

- Play and recreation areas; quality play areas for locals and visitors.
- Youth; youth groups and activities, improved access to training and learning opportunities.

Promotion, Tourism and Business Support

- Promotion; information leaflets, website development, signage to and within villages, local events and activities, interpretative information.
- Branding; developing and marketing local brand goods, promotion of individual community identities.
- Business support; development of local business forums or networks, business directories and availability of business premises.
- Visitor management; management of visitors in pressured areas and encouragement of visitors to some areas.

Environment and Heritage

- Natural environment; waste and litter management, paths and access projects, knotweed control.
- Built environment; encouraging local traders to improve shop frontages, using empty premises appropriately, car parks and toilets.
- Heritage; heritage centres, heritage maps, local history publications, heritage trails and signage.

APPENDIX 5 – SUMMARY OF VISITOR SURVEY

The following information was extracted from the Loch Lomond and The Trossachs Visitor Survey 2003/2004, which is based on 3000 face to face interviews of a sample of visitors at different locations throughout the park. This was the first park-wide survey of visitors although there were previous surveys in various parts of the Park between 1990 and 2000. The visitor survey will be re-administered by 2010.

Visitor profile

Visitors are more likely to be older, with 77% of respondents aged over 35 years. Younger visitors are more inclined to visit the Loch Lomond area. There is a bias in terms of social grade with 66% of respondents being classified ABC1 (higher managerial or professional employment). Overall, 38% of respondents indicated that they were travelling only with a partner. 72% of respondents indicated their party consisted entirely of adults indicating a strong bias towards the adult market.

Origin of Visitors

In total, 63% of respondents interviewed came from Scotland, (17% lived within the Park Boundary) 25% came from other parts of the UK and the remaining 12% were from overseas.

Type of Visit

44% of all visitors stated that they were staying away from home, on holiday in the area. This compares to 78% in the Highlands of Scotland survey. Within the National Park 50% of respondents indicated they were on a day trip. This compares with only 8% of respondents in the Highlands of Scotland survey. This shows that day trippers represent a significant visitor profile in the National Park, and there is a correspondingly lower percentage of visitors staying in the park on holiday.

Length and Location of Stay

The most popular places visitors stayed, or intended to stay in the park are Callander (15%), Aberfoyle (14%) and Balloch (11%). This would be expected as these are the largest settlements offering a variety of visitor accommodation. Out with the Park, Edinburgh (11%) and Glasgow (16%) were the most frequently mentioned destinations.

Accommodation Type and Booking Method

The most regularly used type of accommodation is a hotel or motel with 27% of all respondents indicating this. Just under a quarter (24%) of all respondents said that they had stayed in a bed and breakfast or guest house. The most popular means of booking accommodation is directly with the accommodation itself either in person (15%) or by telephone (17%).

Reason for Visiting the Area

The most important reason for visiting the Loch Lomond and The Trossachs National Park were; beautiful scenery, countryside, lochs, or sightseeing (17%); always wanted to visit, never been before (12%); rest and relaxation, change of scene (9%); and generally like the area (8%).

Information Sources

Over half (59%) of all visitors said that they referred to information on the Loch Lomond and the Trossachs area from a previous visit to the area. Second to this was advice from friends or relatives which 24% of respondents used.

Transportation

The use of private car was cited by 77% of all respondents with a further 8% stating they used a hired car to get to the area. 9% of respondents arrived by private bus or coach tour, and only 5% used public bus or train services. The car was also dominant as the main means of transportation when travelling around the National Park.

Activities

69% of respondents indicated that they would undertake some general sightseeing. This is followed by 25% of respondents who said they would undertake some low level walking of less than 2 miles. 19% of those interviewed said they would do some hillwalking. Visiting heritage and artistic attractions was also very popular (17%) as were active pursuits (12%).

National Park

81% of visitors stated that they were aware that they were in a National Park. The influence of the area being a national Park over people's decision to visit the area in only cited as being very or quite important by 25% of all respondents. Almost half (48%) said that it was not very or not at all important and a further 25% said it was neither important nor unimportant. This response is likely to reflect the large numbers of day and repeat visitors to the National Park who have been coming to the area since before it was designated a National Park.

Likes and Improvements

The main likes, as one might expect, revolve around the scenery of the area (68%), the peacefulness and the easy-going pace of life (30%). 16% of respondents stated that what they liked most about the area was the various activities on offer. Just over two thirds (67%) of respondents said nothing at all could have been improved to make their visit more enjoyable. The three most commonly cited improvements were better weather (8%), more public toilets (4%), and more coffee shops (2%).

Facilities, Customer Services and Rating of Visit

There was a high level of satisfaction with facilities and services with only a small number of people rating them as poor. The number of public toilets comes out worst with 12% of respondents stating that they are poor or very poor. Customer services were also rated generally good or very good. Only 3% of respondents stated that customer service was poor or very poor in pubs and restaurants.

Respondents were asked to consider a variety of statements. Overall, the highest percentage of respondents were inclined to agree (92%) that the National Park seems well managed and cared for.

APPENDIX 6 – FURTHER REFERENCES AND WEB RESOURCES

Examples of additional documents available during verification visit (in alphabetical order):

- *An Evaluation of the Special Qualities of Loch Lomond and The Trossachs National Park; A technical appendix to the National Park Plan submitted to Scottish Ministers 2006*; Loch Lomond and The Trossachs National Park Authority, Balloch: 2006.
- *Community Action Plans, 2007-2010, for various communities within the Park* Loch Lomond and The Trossachs National Park Authority, Balloch: 2007.
- *Community Futures – Community Engagement in Scotland's first National Park*: Roxburgh/Tuffs 2006
- *Context of Scottish Tourism Tomorrow*, Moffat Centre for Tourism at Glasgow Caledonian University for VisitScotland: 2003.
- *Core Paths Proposals*: Loch Lomond & The Trossachs National Park Authority, 2007
- *Loch Lomond & The Trossachs National Park Visitor Destination Management & Infrastructure Study*, Stirling University 2004
- *Loch Lomond and The Trossachs Visitor Survey, Final Report*; Lowland Market Research: 2005.
- *Land Futures Action Plan 2007 – 2010, Glen Dochart and Strathfillan*; Loch Lomond and The Trossachs National Park Authority, Balloch: 2007.
- *Market Appraisal and Product Development Strategy for Loch Lomond & the Trossachs National Park*; Tourism Resource Company, 2008 (anticipated).
- *New Strategy for Scottish Tourism in 2000*, Scottish Executive: 2000.
- *Queen Elizabeth Forest Park Interpretation Strategy: FCS 2007*
- *Scottish Tourism in the Future*, Tourism Intelligence Scotland: 2007.
- *Scottish Tourism: The next decade: Tourism Framework for Change*, Scottish Executive: 2006.
- *State of the Park Report*; Loch Lomond and The Trossachs National Park Authority, Balloch: 2005.

- *The Spark in the Park*: a strategy for interpretation; Loch Lomond and the Trossachs National Park Authority, Balloch: 2006.

Destination Development studies:

- *Balloch Strategic Framework*, prepared by Ironside Farrar
- *Breadalbane Destination Development Framework*, prepared by Ferguson McIlveen
- *Callander Destination Development Framework*, prepared by Land Use Consultants and Tourism Resource Centre
- *Dunoon and the National Park Gateway Strategic Destination Development Framework and Action Plan*, prepared by Land Use Consultants
- *East Loch Lomond Visitor Management and Destination Development Framework*, prepared by Land Use Consultants
- *West Loch Lomond Four Villages Spatial Framework Study*, prepared by Land Use Consultants

Web resources:

- Community Futures, <http://communityfuturespartnership.org.uk/index.html>
- Cowalfest Walking and Arts Festival, <http://www.cowalfest.org/>
- Green Tourism Business Scheme, www.green-business.co.uk Loch Lomond Food and Drink Festival, Loch Lomond Shores, www.lochlomondfoodanddrinkfestival.com/
- Loch Lomond and The Trossachs National Park Authority, www.lochlomond-trossachs.org
- WC3 (web accessibility access), <http://www.w3.org/WAI/>

APPENDIX 7 – BUSINESSES ENGAGED WITH NPA AND PARTNER AGENCIES IN DEVELOPING SUSTAINABLE BUSINESS PRACTICES UNDER THE GREEN TOURISM BUSINESS SCHEME (GTBS)

Location	Business/Organisation	GTBS Status
Stirling	C-N-Do Scotland	Gold
Port of Menteith	Inchmahome Priory	Gold
Aberfoyle	Trossachs Holiday Caravan Park	Gold
Aberfoyle	Crannaig House	Gold
Drymen	The Winnock hotel	Gold
Drymen	Foxglove Cottages	Gold
Balloch	National Gateway Centre	Gold
Helensburgh	Balmillig B&B	Gold
Callendar	The Lade Inn	Silver
Callander	Trossachs Leisure	Silver
Callander	Venachar Lochside	Silver
Balquidder	Balquidder Braes Caravan Park	Silver
Killin	Killin Youth hostel	Silver
Aberfoyle	Trossachs Farmhouse Cottages	Silver
Callander	Frennich House B&B	Silver
Rowardennan	Rowardennan Youth Hostel	Silver
Drymen	Lander B&B	Silver
Drymen	Croftburn B&B	Silver
Drymen	Loaninghead B&B	Silver
Luss	Lodge on Loch Lomond Hotel	Silver
Balloch	De Vere Cameron house Hotel	Silver
Loch Lomond	Gardeners Cottages	Silver
Gartocharn	Lomond Luxury Lodges	Silver
Gartocharn	Greystonelea Lodge	Silver
Dunoon	Hunters Quay Hotel	Silver
Argyll	Ardroy Outdoor Education Centre	Silver
Lochgoilhead	The Lodge	Silver
Argyll	Ardkinglas Estate	Silver
Argyll	Ardkinglas Gardens	Silver
Tarbert	Balinakill Country House Hotel	Silver
Invertrossachs	Trossachs Backpackers Hostel	Bronze
Balquidder	Monachyle Mhor	Bronze
Lake Of Menteith	Nick Nairn's Cook School	Bronze
Aberfoyle	Forth Inn	Bronze
Aberfoyle	David Marshall Lodge	Bronze
Drymen	Buchanan Arms Hotel & Leisure Club	Bronze
Balloch	Tigh Mo Ghraidh	Bronze
Balloch	The Aquarium, Loch Lomond Shores	Bronze
Balloch	Lomond Woods Holiday Park	Bronze
Balloch	Loch Lomond Youth Hostel	Bronze
Luss	Shantron Farm B&B	Bronze
Luss	Shemore	Bronze
Dunoon	Bay House Hotel	Bronze
Inverary	Loch Fyne Hotel	Bronze
Callander	Loch Achray Hotel	Awaiting Grading
Killin	Am Bathach – The Barn	Awaiting Grading
Aberfoyle (WHW)	Inversnaid Hotel	Awaiting Grading

Arrochar	The Loch long hotel	Awaiting Grading
Location	Business/Organisation	GTBS Status
Callander	Loch Achray Hotel	Awaiting Grading
Killin	Am Bathach – The Barn	Awaiting Grading
Aberfoyle (WHW)	Inversnaid Hotel	Awaiting Grading
Arrochar	The Loch long hotel	Awaiting Grading
Argyll	The Majestic Line	Improving Efficiency
Callander	Poppies Hotel	Improving Efficiency
Callander	Dreadnought Hotel	Improving Efficiency
Callander	Lubnaig House Hotel	Improving Efficiency
Callander	Brook Linn House	Improving Efficiency
Callander	Callander Meadows Restaurant	Improving Efficiency
Callander	Dalgair House Hotel & Byre Inn	Improving Efficiency
Callander	Callander Golf Club	Improving Efficiency
Callander	Arden House	Improving Efficiency
Callander	Tigh Mhor Holiday Property Bonds	Improving Efficiency
Callander	McLaren Leisure	Improving Efficiency
Callander	The Myrtle Inn	Improving Efficiency
Tyndrum	Strathfillan Wigwams	Improving Efficiency
Tyndrum	Dalkell Cottages	Improving Efficiency
Tyndrum	The Green Welly Stop	Improving Efficiency
Killin	Ardeonaig Hotel & Restaurant	Improving Efficiency
Killin	Invertay House	Improving Efficiency
Killin	Killin Hotel	Improving Efficiency
Stirling	King Robert Hotel	Improving Efficiency
Stirling	Brucefields Family Golf Course	Improving Efficiency
Cardross	Cardross Holiday Homes	Improving Efficiency
Port of Menteith	Lake of Menteith Fisheries	Improving Efficiency
Port of Menteith	Lochend Chalets	Improving Efficiency
Port of Menteith	Castle Rednock Trekking	Improving Efficiency
Perthshire	The Lake Hotel	Improving Efficiency
Gartmore	Gartmore House	Improving Efficiency
Bridge of Allan	Bridge of Allan Brewery	Improving Efficiency
Balmaha	Loch Lomond Waterfront Lodges	Improving Efficiency
Dumgoyne	Glengoyne Distillery	Improving Efficiency
Arrochar	Fascadail Country Guest House	Improving Efficiency
Tarbet	Cruise Loch Lomond	Improving Efficiency
Argyll	Ardlui Hotel	Improving Efficiency
Gartocharn	The Lorn Mill Cottages	Improving Efficiency
Luss	Inverbeg Holiday Park	Improving Efficiency
Luss	The Inverbeg Inn	Improving Efficiency
Balloch	Loch Lomond Steamship Company	Improving Efficiency
Luss	Luss Village Shop	Improving Efficiency
Gartocharn	The Old School House (Scotland) Ltd	Improving Efficiency
Balloch	Lomond Park Hotel	Improving Efficiency
Balloch	The Corries Restaurant	Improving Efficiency
Balloch	Station Cottages Self Catering,B & B	Improving Efficiency
Colintraive	Glendaruel Hotel	Improving Efficiency
Glendaruel	Glendaruel Caravan Park	Improving Efficiency
Glendaruel	Waulkmill Cottage	Improving Efficiency
Colintraive	The Colintraive Hotel	Improving Efficiency
Argyll	Ardachearnbeg Farmhouse Cottages	Improving Efficiency
Dunoon	Esplanade Hotel	Improving Efficiency
Dunoon	Abbot's Brae Hotel	Improving Efficiency

Dunoon	Dhailling Lodge	Improving Efficiency
Location	Business/Organisation	GTBS Status
Dunoon	Royal Marine Hotel	Improving Efficiency
Dunoon	Hunters Quay Holiday Park	Improving Efficiency
Dunoon/Cowal	ARU LTD tours	Improving Efficiency
Lochgoilhead	Lochgoilhead Centre	Improving Efficiency
Lochgoilhead	The Shore House Inn	Improving Efficiency
Clachan	Loch Fyne Oyster Bar	Improving Efficiency
Argyll	About Argyll Walking Holidays	Improving Efficiency
Kinclaven	The Old Smiddy	Improving Efficiency
Callander	Roman Camp Hotel	Working Towards
Perthshire	Abbotsford Lodge	Working Towards
Falkirk	Airth Castle	Working Towards
Crianlarich	Portnellan Highland Lodges	Working Towards
Perthshire	Abernethy Trust, Ardeonaig Killin	Working Towards
Aberfoyle	Rob Roy Motel	Working Towards
Stirling	West Drip Farm	Working Towards
Stirling	Blairdrummond Safari Park	Working Towards
Argyll	Ardmay Ltd	Working Towards
Balloch	Anchorage Guest House	Working Towards
Balloch	Stables Restaurant	Working Towards
Gartocharn	Portnellan Organic Farm	Working Towards
Balloch	Loch Lomond Shores (retail)	Working Towards
Luss	Shegarton Farm Cottages	Working Towards
Gartocharn	Blairbeich Plantation B&B	Working Towards
Glendaruel	Ormidale House	Working Towards
Kilmun	Old Kilmun House	Working Towards
Lochgoilhead	Drimsynie Estate Holiday Village	Working Towards
Lochgoilhead	Drimsynie House Hotel	Working Towards
Cairndow	Tree Shop	Working Towards

APPENDIX 8 – CHARTER PRINCIPLES

Underlying aims of the European Charter

- ✳ ***To increase awareness of, and support for, Europe's protected areas as a fundamental part of our heritage, that should be preserved for, and enjoyed by, current and future generations.***
- ✳ ***To improve the sustainable development and management of tourism in protected areas, which takes account of the needs of the environment, local residents, local businesses and visitors.***

The Charter Principles for Sustainable Tourism

Working in partnership

- 1 *To involve all those implicated by tourism in and around the protected area in its development and management.***

A permanent forum, or equivalent arrangement, should be established between the protected area authority, local municipalities, conservation and community organisations and representatives of the tourism industry. Links with regional and national bodies should be developed and maintained.

Preparing and implementing a strategy

- 2 *To prepare and implement a sustainable tourism strategy and action plan for the protected area.***

The strategy should be based on careful consultation and be approved and understood by local stakeholders. It should contain:

- A definition of the area to be influenced by the strategy, which may extend outside the protected area
- An assessment of the area's natural, historic and cultural heritage, tourism infrastructure, and economic and social circumstances; considering issues of capacity, need and potential opportunity
- An assessment of current visitors and potential future markets
- A set of strategic objectives for the development and management of tourism, covering:
 - ***conservation and enhancement of the environment and heritage;***
 - ***economic and social development;***
 - ***preservation and improvement of the quality of life of local residents;***
 - ***visitor management and enhancement of the quality of tourism offered.***
- An action plan to meet these objectives
- An indication of resources and partners to implement the strategy
- Proposals for monitoring results

Addressing key issues

Each protected area is different. Strategic priorities and action programmes should be determined locally, using the approach described above. However, the following key issues should be addressed:

- 3 *To protect and enhance the area's natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development***
by:

- monitoring impact on flora and fauna and controlling tourism in sensitive locations
- encouraging activities, including tourism uses, which support the maintenance of historic heritage, culture and traditions
- controlling and reducing activities, including tourism impacts, which: adversely affect the quality of landscapes, air and water; use non-renewable energy; and create unnecessary waste and noise
- encouraging visitors and the tourism industry to contribute to conservation

4 To provide all visitors with a high quality experience in all aspects of their visit,
by:

- researching the expectations and satisfaction of existing and potential visitors
- meeting the special needs of disadvantaged visitors
- supporting initiatives to check and improve the quality of facilities and services

5 To communicate effectively to visitors about the special qualities of the area,
by:

- ensuring that the promotion of the area is based on authentic images, and is sensitive to needs and capacity at different times and in different locations
- providing readily available and good quality visitor information in and around the area, and assisting tourism enterprises to do so
- providing educational facilities and services that interpret the area's environment and heritage to visitors and local people, including groups and schools

6 To encourage specific tourism products which enable discovery and understanding of the area,
by:

- providing and supporting activities, events and packages involving the interpretation of nature and heritage

7 To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism,
by:

- providing or supporting training programmes for staff of the protected area, other organisations and tourism enterprises, based on assessing training needs

8 To ensure that tourism supports and does not reduce the quality of life of local residents,
by:

- involving local communities in the planning of tourism in the area
- ensuring good communication between the protected area, local people and visitors
- identifying and seeking to reduce any conflicts that may arise

9 To increase benefits from tourism to the local economy,
by:

- promoting the purchase of local products (food, crafts, local services) by visitors and local tourism businesses
- encouraging the employment of local people in tourism

10 To monitor and influence visitor flows to reduce negative impacts,
by:

- keeping a record of visitor numbers over time and space, including feedback from local tourism enterprises
- creating and implementing a visitor management plan
- promoting use of public transport, cycling and walking as an alternative to private cars
- controlling the siting and style of any new tourism development