

National Park Partnership Plan

2018 - 2023

Subject to Board Approval

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Foreword

(English and Gaelic versions will be included)

Subject to Board Approval

What is the National Park Partnership Plan?

This Plan is the overarching vision to guide how all those with a role in looking after the National Park will work together over the next five years to ensure a successful, sustainable future for this iconic place.

The National Park Partnership Plan guides the work of not just the National Park Authority, but of all the organisations and other partners involved in managing the area and making the overarching vision a reality.

The Plan sets out how we will work together to tackle key issues within the National Park and to widen the many social, environmental, cultural and economic benefits it offers.

A National Park Partnership Plan is required under the National Parks (Scotland) Act 2000 with the purpose of ensuring the collective and co-ordinated achievement of the statutory aims of National Parks.

It also shows how the National Park will contribute to the achievement of national outcomes set by the Scottish Government.

Our long term vision

We want the National Park to be an internationally-renowned landscape where...

- (Conservation) Nature, heritage and land are valuable assets, managed and enhanced to provide multiple benefits for all.
- (Visitor Experience) There is a high quality, authentic experience for people from all backgrounds. There are many opportunities to enjoy recreation activities and appreciate the area's outstanding natural and cultural heritage within an internationally-renowned landscape.
- (Rural Development) Businesses and communities thrive and people live and work sustainably in a high quality environment.

Challenges and Opportunities

To secure a thriving, beautiful National Park for the future we must strike a balance between all of the conservation, visitor experience and rural development objectives of the Park.

This is a complex task....

It will require a balanced approach and involve a wide range of partners to ensure that the special qualities making the National Park such an internationally important place are protected and enhanced, whilst at the same time making the most of the many benefits the National Park has to offer for people, communities and the economy.

Some of the key challenges facing the National Park include:

- Protecting and enhancing natural resources for future generations.
- Conserving and enhancing the area's special landscape.
- Facilitating better integrated management of land and water to provide wider benefits for people and nature.
- Attracting and retaining more skilled working age and young people.
- Encouraging people of all abilities and backgrounds to enjoy the outdoors.
- Supporting a thriving visitor economy.
- Addressing and mitigating the impacts of climate change.
- Investing in towns and villages' built and historic environment, public spaces and infrastructure.
- Pressure on available resources to invest across all communities and landscapes.
- Getting more people to experience the health and wellbeing benefits of connecting with nature and being active in the outdoors.
- Building capacity in local communities to support their development.

We will also need to take into account and adapt to the potential impacts of any changes on the national and international political landscape.

Each of these challenges also presents an opportunity and we are confident that by coordinating our efforts through this ambitious plan we can successfully deliver on these issues.

Measuring Success

By 2023 we want to be able to clearly demonstrate that the National Park Authority and its partners have worked together to make a difference. To do this a series of targets and indicators have been set out in each chapter. These will be regularly reviewed throughout the period of the plan to ensure that we are on track to achieve our outcomes.

Delivering for Scotland

As well as addressing the issues and opportunities within Loch Lomond & The Trossachs National Park, the National Park Partnership Plan also sets out how we will address national priorities and achieve benefits for Scotland beyond the National Park boundaries.

By leading successful partnerships, our National Parks contribute significantly to the Scottish Government's Purpose:

“To focus government and public services on creating a more successful country, with opportunities for all of Scotland to flourish, through increasing sustainable economic growth.”

National Parks bring clarity of focus in addressing a range of interrelated rural issues at a regional and local scale ensuring better co-ordinated delivery and best use of limited public resources. This also makes our National Parks a perfect place to innovate and develop new solutions.

This Plan provides the unified approach that can:

- Manage and improve the condition of our natural assets on a landscape scale
- Promote, test and implement innovative solutions to rural issues
- Widen the range of benefits that the National Park's outstanding environment can provide to Scotland's people and its visitors

Why we have National Parks

Scotland has two National Parks, Loch Lomond & The Trossachs National Park and Cairngorms National Park. Scotland's National Parks share four aims set out by the National Parks (Scotland) Act 2000:

- 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

These aims are to be pursued collectively. However, if there is conflict between the first aim and any of the others then greater weight must be given to the first aim (section 9.6 of the National Parks (Scotland) Act).

National Park Authorities are dedicated to delivering for the people of Scotland. We strive to make a difference and we firmly believe we're better able to do that by working together. We

take a partnership approach to making things happen and we're proud of the results we deliver, together, for this very special part of Scotland.

Delivering National Benefits

Throughout this plan you will see how here in the National Park we aim to address some key issues not just for the benefit of the National Park itself but for Scotland as a whole.

These are the national priorities that this Plan contributes to:

Sustainable Economic Growth

Our National Parks' growing international reputation as 'must visit' destinations can contribute significantly to sustainable economic growth in rural Scotland, supporting business growth, attracting investment and providing more jobs and training opportunities, especially for young people.

Climate Change

Woodland expansion, peatland restoration and active travel in National Parks deliver climate change mitigation. Our integrated approach to land use planning can also help deliver significant adaptation and resilience for communities within National Parks and in surrounding lower river catchments.

Valuing Nature and Reversing Biodiversity Loss

Covering around 9% of Scotland, including some of the most important areas for rare and threatened species, Scotland's National Parks deliver landscape scale conservation. Large scale habitat enhancement together with priority species action in National Parks makes a significant contribution to meeting Scotland's 2020 Biodiversity Challenge.

Natural Capital

Scotland's National Parks exemplify the connections between nature, our economy and our quality of life. With over six million visitors each year, our National Parks are national assets that protect and enhance the natural capital underpinning tourism, land-based businesses and our rural communities. Covering the upper catchments of some of Scotland's major rivers, our National Parks are key places to connect the value of land management with wider community and economic benefits.

A Park for All

Scotland's National Parks are for everyone to enjoy, whether they call Scotland home or visit from around the world. People of all ages, abilities and backgrounds should have the opportunity to experience these landscapes and take advantage of the many important benefits they provide.

Community Empowerment

Building on the strong foundation and legacy of community capacity building and action planning, communities in our National Parks are increasingly taking the lead in local

development and regeneration. There is growing potential and opportunity for communities to provide services, manage assets and deliver projects.

Health & Wellbeing

National Parks can enable people to improve their health and wellbeing by getting active and connecting with nature. The growing network of recreation routes and opportunities within Loch Lomond & The Trossachs, and its close proximity to Scotland's urban population, offers significant scope to work with the health sector and increase participation in outdoor activity to support better health outcomes

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What Success Looks Like

(illustration being developed for this)

The following chapters set out the outcomes we want to achieve and the priorities for action to make these happen.

Conservation & Land Management

Our vision

Nature, heritage and land are valuable assets, managed and enhanced to provide multiple benefits for all.

Loch Lomond & The Trossachs National Park is home to some of the most iconic wildlife and landscapes in Scotland and draws visitors from across the globe. Its famous lochs, forests, mountains and heritage are an historic part of the Scottish culture and make a huge contribution to the country, being a haven for nature and the benefits that come from it. Across the Park, 67 sites are designated for their special nature conservation value.

However, the natural environment of the Park faces significant threats including:

- Impacts on freshwater and marine water bodies from problems such as pollution from surrounding land uses.
- Unsustainable levels of wild and domesticated grazing animals in some upland and woodland areas, leading to reduced tree cover and the erosion of soils, which are important carbon stores.
- The spread of invasive non-native species which displace our rich native wildlife.
- The impacts of climate change leading to warmer, wetter weather patterns and a subsequent increase in flood events, major landslides and rapid shifts in natural ecosystems.

Our aim is to work towards overcoming these threats and achieving a vision of improving ecosystems, in order to create a more sustainable long term future for both people and nature.

What we want to achieve

Outcome 1

The Park's natural resources are enhanced for future generations: important habitats are restored and better connected on a landscape scale.

Outcome 2

The Park's special landscape qualities and sense of place are conserved and enhanced with more opportunities to enjoy and experience them.

Outcome 3

The natural environment of the Park is better managed to help mitigate and address the impacts of climate change.

Outcome 4

New landscape-scale partnerships deliver better integrated management of the land and

water environment providing multiple benefits for nature and people.

Achieving these outcomes will help to deliver the following national strategies:

- Scotland's 2020 Biodiversity Challenge
- Land Use Strategy
- Scottish Forestry Strategy
- River Basin Management Plan
- Flood Risk Management Strategy
- Scotland's Wild Deer: A National Approach
- Climate Change Plan
- National Marine Plan
- Marine Litter Strategy
- Scottish Landscape Charter

Our guiding principles

To realise our **Conservation** vision we recognise that:

- How land is managed will change to provide wider public benefits, particularly social and environmental benefits, as well as ensuring economically viable land based businesses.
- Land management objectives will be increasingly guided by the need to support healthy habitats and ecosystems which build resilience to the effects of climate change.
- Land use change needs to respect important landscape characteristics such as wild land qualities or important historic landscape and cultural heritage features.
- The services our land can deliver for wider public benefit are significant and could be increased to promote better natural flood management, carbon storage, timber production and water resource use.
- Wider landscape scale benefits will require more collaboration across land holdings.
- Action is required to address threats to the National Park's most important species and habitats, including invasive non-native species, visitor and development pressures, unsustainable grazing and diffuse pollution.

Outcome 1

The Park's natural resources are enhanced for future generations: important habitats are protected, restored and better connected on a landscape scale.

(National theme icons will be displayed here)

Why is this important?

The stunning and varied wildlife and landscapes found in the National Park attract people from around the world to visit, live and work.

Ecosystems

The living ecosystems of the area also provide vital stocks of natural capital, from which flow benefits from nature such as water, timber, energy, food, recreation and enjoyment. Conserving and enhancing our natural heritage is the first aim of Scotland's National Parks.

Species and habitats

The area also holds strategically important populations of species, such as Atlantic salmon, golden eagle and red squirrel; and habitats of high biodiversity value, like native oakwoods and peatlands, which contribute to a national ecological network. Wildlife species are an integral part of the natural environment and people's connection with it.

Woodlands

The commercial conifer forests and native woodlands in the National Park are of national importance both in terms of timber production and their rich biodiversity. They also play an important role in mitigating climate change by storing an estimated 2,505,000 tonnes of carbon and slowing water flow, which can help reduce flooding and stabilise slopes prone to landslides.

Woodland cover is already extensive in some areas, such as the Trossachs and Cowal, but much less so in upland areas, such as Breadalbane. There are opportunities to increase the benefits of woodlands by creating more extensive and better connected forest and native woodland networks, whilst recognising the need for sensitive siting of new plantations.

Waterbodies

The varied lochs, rivers, burns and peatlands not only contribute to the beauty and natural wealth of the region, but also provide drinking water, renewable energy production, livelihoods and recreational opportunities. In a rapidly changing climate the health of these ecosystems is essential. The restoration and enhancement of degraded waterbodies and peatlands, in order to aid their water and carbon storage natural functions, are highly important as is their role as major sources of drinking water and hydro-electricity generation.

The coasts and narrow sea lochs of the National Park lie close to the mouth of the Firth of Clyde and are integral to the history and heritage of the region. Rich coastal and marine wildlife, combined with tranquil, secluded seascapes make this a popular area for low key marine tourism and a gateway area to the internationally renowned west coast and islands.

Making it happen

These are our priorities for action:

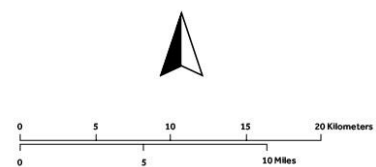
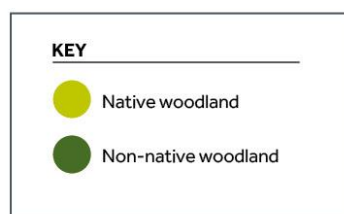
Conservation Priority 1 - Habitats

We will work with others to deliver multiple benefits from nature including natural flood management, carbon storage, and sustainable timber and food production. Specific habitats for focus include:

- Woodlands - The National Park Authority's priority will be supporting and encouraging land managers with advice and resources to expand and manage native woodland and restructure plantations. We will produce a Woodland Strategy highlighting the opportunities for native woodland expansion and management. Our key focus will be on areas with sparse woodland cover and the restoration of native upland woodland and scrub habitats, particularly along hillside burns, and also waterside woodlands on the banks of rivers, burns and lochs in the lowland areas of the Park.
- Freshwater and Marine - Working with key partners such as SEPA, the National Park Authority's priority and focus will be on supporting the restoration of naturally-functioning river and loch systems, particularly in and around the wilder parts of the Park. This will be done by taking a catchment-by-catchment approach to tackling diffuse pollution and improving water quality, flows and wetland habitat. We will work towards encouraging natural flood management solutions, as demonstrated by projects such as the Strathard Partnership, and highlight the problem of marine litter in Loch Long.

MAP1: WOODLAND AND FOREST COVER

The woodlands and forests of the National Park hold approximately, 2.5million tonnes of carbon.



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Data source: Forestry Commission Scotland

Conservation Priority 2 - Species

Whilst the National Park Authority's main focus will first and foremost be on the wider health of ecosystems and habitats which support species, it will also support targeted work on key species whose conservation status is in decline or at risk, with a focus on:

- Tackling and reducing the impacts of invasive non-native species such as Rhododendron, Japanese knotweed, Himalayan balsam, and Grey squirrel with a strategic, landscape-scale approach.
- 'Flagship' species that are gauges of natural health and representative of key, threatened habitats in the Park. These species help engage people with the natural environment and the benefits it brings. These include 'flagship' species targeted for action under Wildpark 2020, the National Park's current biodiversity action plan:
 - Red Squirrel (woodland)
 - Black Grouse (upland)
 - Brown Trout (freshwater)
 - Gannet (marine)

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Scottish Natural Heritage
- Forestry Commission Scotland
- Forest Enterprise Scotland
- Scottish Environment Protection Agency (SEPA)
- Scottish Government Rural Payments and Inspections Division (RPID)
- Scottish Land and Estates
- Fisheries Trusts
- Loch Lomond & The Trossachs Countryside Trust
- Deer Management Groups

Support delivery partners:

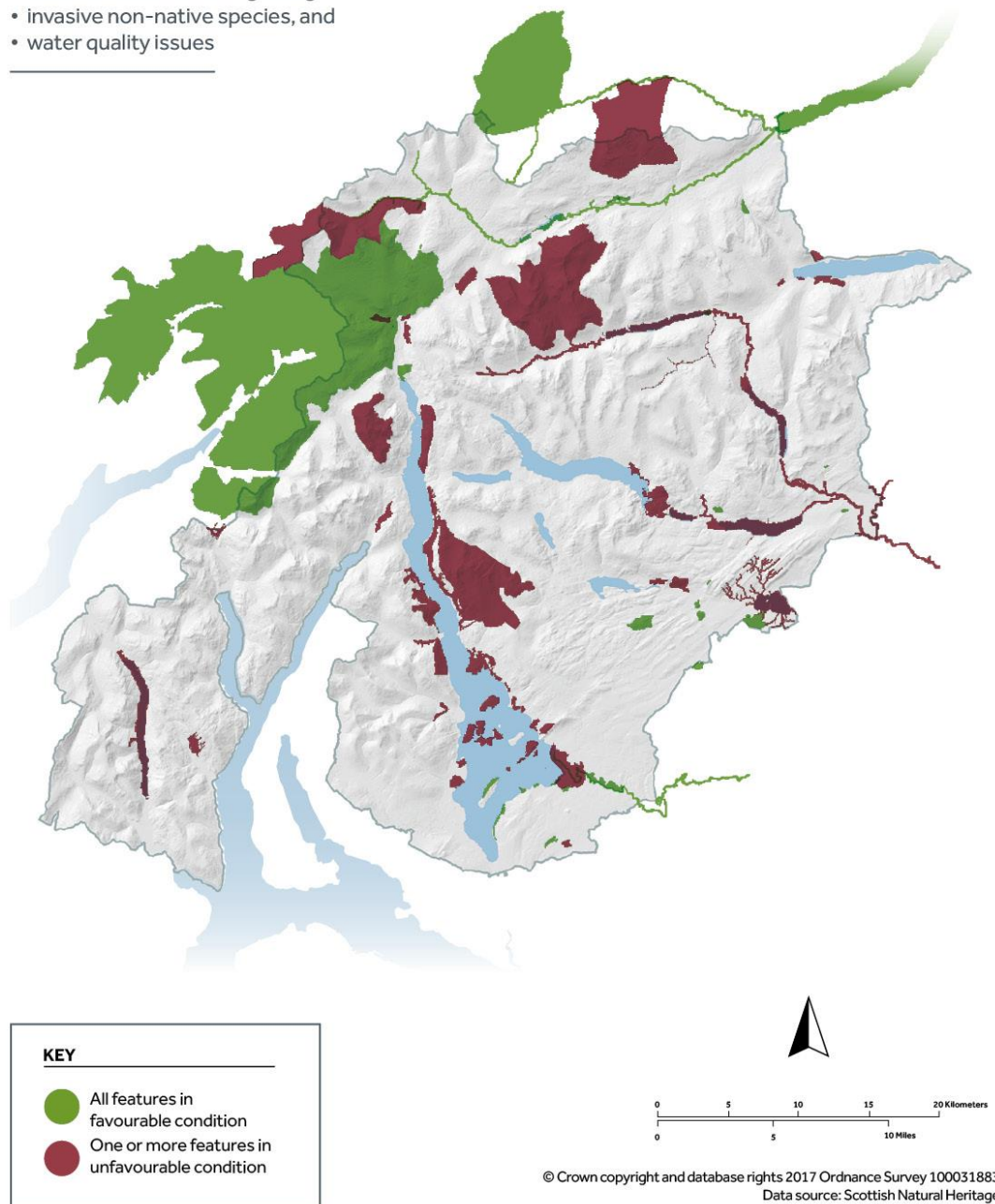
- Private and NGO Land Managers
- Local Authorities
- National Farmers Union of Scotland
- Royal Society for the Protection of Birds
- Scottish Wildlife Trust
- National Trust for Scotland
- Confederation of Forest Industries
- Marine Scotland
- Transport Scotland
- Clyde Marine Planning Partnership
- Woodland Trust Scotland
- Scottish Water
- Friends of Loch Lomond & The Trossachs

MAP 2: PRESSURES AFFECTING OUR DESIGNATED SITES

Across the National Park, 67 sites are designated for their special nature conservation value.

Key pressures affecting our designated sites include;

- unsustainable levels of grazing
- invasive non-native species, and
- water quality issues



Outcome 2

The Park's special landscape qualities and sense of place are conserved and enhanced with more opportunities to enjoy and experience them.

(Big Theme icons will be displayed here)

Why is this important?

Loch Lomond & The Trossachs National Park lies on the doorstep of 50% of Scotland's population and attracts over four million visitors every year.

Special landscapes

Its special landscapes include lochs, coastlines, forests and striking contrasts where the lowlands and highlands meet, with significant areas in the north still retaining a wilder feel. These have been created and shaped by both natural and human forces over millennia, and are continuously evolving as the climate and the use of the land changes. The area also has a rich historic environment which is valued by residents and visitors alike.

Safeguarding qualities

This rich mix of natural and man-made features combine to define the scenic diversity of the National Park. There is a continuing need to both safeguard and enhance the scenic and experiential qualities of the National Park, which lie at the very heart of the identity, attractiveness and economic life-blood of this special place.

It is important that we ensure that key areas of the National Park where people get to experience the inspiring vistas found here are recognised and enhanced. This means that key transport routes, such as trunk roads and the West Highland railway line, along with the settlements in the Park, continue to provide good lines of sight to the stunning views of the iconic landscapes found here.

These beautiful landscapes and cultural heritage offer visitors, many from urban areas, the opportunity to experience and learn about nature, tranquillity and history first hand.

Valuing nature

These physical and emotional connections are vital in fostering a sense of understanding, respect and ultimately value for the Park's environment and heritage.

As a society we protect and cherish those things that we value, so our aim is to ensure that the natural and historic environment of the Park is respected and valued by all. Sadly, this is not always the case, which can lead to negative impacts such as littering and other inappropriate behaviours. We will work to engage with and educate our visitors to promote further understanding of and respect for nature.

Making it happen

These are our priorities for action:

Conservation Priority 3 – Landscape and Heritage

The National Park Authority, and its partners, will work to conserve and enhance the special

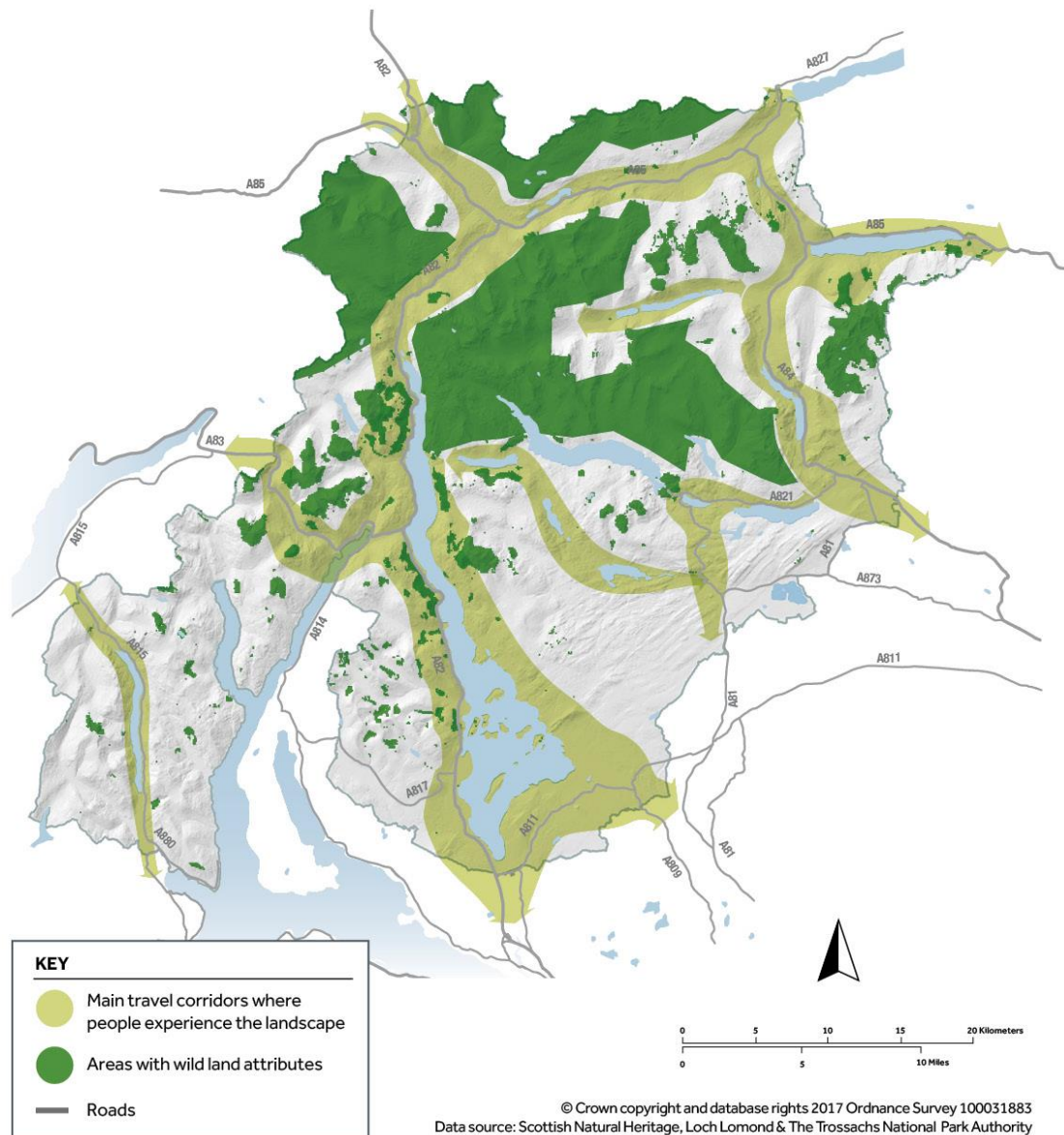
landscape and cultural heritage qualities of the area by:

- Ensuring that developments and projects recognise the need to protect and, where possible, enhance the qualities of wildness, tranquillity, dark skies and the historic environment.
- Supporting projects that enhance opportunities to enjoy landscapes particularly along major transport routes and around settlements. Including implementing a strategically planned and designed upgrade to the A82 between Tarbet and Inverarnan, and continuing to review landslip management measures on the A83 at The Rest and Be Thankful.
- Prioritising spatially targeted landscape enhancements that also deliver improvements for nature such as woodland creation, re-structuring of commercial forestry blocks, wetland restoration or tackling invasive non-native species.
- Safeguarding and restoring tranquil loch-shores through initiatives including the Your Park camping management programme and Respect Your Park campaign.

MAP 3: SPECIAL LANDSCAPE QUALITIES

We will enhance the National Park's special landscape qualities and enjoyment of them by:

- › Protecting views to lochs, high summits and landmark features
- › Improving woodland design
- › Celebrating dark skies
- › Undergrounding transmission lines where practical
- › Protecting tranquil qualities, particularly on undeveloped loch-shores
- › Protecting wild land qualities, particularly in upland areas



Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Scottish Natural Heritage
- Forestry Commission Scotland
- Forest Enterprise Scotland
- Historic Environment Scotland
- Transport Scotland
- ScotRail
- Police Scotland

Support delivery partners:

- Private and NGO Land Managers
- Local Authorities
- Scottish Land and Estates
- National Farmers Union of Scotland
- John Muir Trust
- Friends of Loch Lomond & The Trossachs
- Friends of the West Highland Lines

Outcome 3

The natural environment of the Park is better managed to help mitigate and address the impacts of climate change.

(National theme icons will be displayed here)

Why is this important?

The impacts of climate change present very real challenges to our native habitats and species and to our communities and economy in the National Park, particularly in relation to the increasing frequency of flood events and loss of biodiversity.

Flooding risk

Large areas of the National Park, including the Loch Lomond basin, Loch Earn basin, the Forth and Teith rivers, Strathfillan and coastal areas round Loch Long, fall within Potentially Vulnerable Areas to flooding.

Rainfall patterns

As seasonal temperatures and rainfall patterns continue to rapidly change we will see some of our species put under the dual pressures of adapting to a warmer, wetter climate and the

emergence of new plant diseases.

More prolonged and intense periods of rainfall have seen some of our grazed hillsides become saturated and unstable, contributing to some major landslides and significant disruption to strategic transport routes, such as the A83 at The Rest and be Thankful and the A85 at Glen Ogle.

Dynamic ecosystems

These threats require us to work to create more dynamic and resilient natural ecosystems where habitats are allowed to adapt to a changing world. For example, alternative management in some upland areas could reduce the risk of downstream flooding events.

The National Park Authority, as a public body, has a key role in contributing to adaption and mitigation of climate change effects, including working with others to reduce carbon emissions and to capture carbon stores.

Making it happen

These are our priorities for action:

Conservation Priority 4 – Climate Change

Our focus will be working with partners and communities to better adapt to, and mitigate against the impacts of climate change by building resilience and collaborating on land use and water management initiatives which capture carbon and reduce flooding impacts. These will include supporting:

- Natural flood management projects.
- Sensitively sighted woodland enhancement and expansion.
- Building resilient habitat networks.
- Peatland restoration projects upstream of flood risk communities, including Aberfoyle and Callander.
- Implementation of the Clyde and Loch Lomond, Forth, and Tay Flood Risk Management Plans that cover the Park.

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Scottish Natural Heritage
- Forest Enterprise Scotland
- Forestry Commission Scotland
- Scottish Environment Protection Agency (SEPA)
- Scottish Government Rural Payments and Inspections Division (RPID)
- Confederation of Forest Industries

Support delivery partners:

- Private and NGO Land Managers
- Clyde Marine Planning Partnership
- Local Authorities
- Scottish Land and Estates
- National Farmers Union of Scotland
- Scottish Water
- John Muir Trust
- Community Partnership and local communities

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MAP 4: NATURAL CARBON STORE

The peatlands of the National Park store more than 20 million tonnes of carbon. They are the best carbon store we have, so it's vitally important we work with land managers to protect and restore them.



Outcome 4

New landscape scale partnerships deliver better integrated management of the land and water environment providing multiple benefits for nature and people.

(National theme icons will be displayed here)

Why is this important?

Over the life of this plan it is essential to work in partnership with others to deliver better stewardship of land and water across the public, private and community owned areas that together make up the National Park.

Integrated management

Better integration of land and water management, across different land ownerships, will be key to increasing resilience in a changing world where more sustainable use of the National Park's natural resources becomes increasingly important.

Restoration and enhancement

Scotland's 2020 Biodiversity Challenge sets out to deliver the international United Nations Aichi Biodiversity target for restoring 15% of degraded ecosystems. In the National Park our biggest contribution can be through restoring and enhancing the habitat quality of the large scale woodland, upland and wetland ecosystems that are found here.

The majority of these habitats (56%) are owned by private landowners, with 31% being held by state agencies and 4.5% by environmental Non-Governmental Organisations. Therefore it is important that we establish effective, mutually beneficial partnerships with land managers and find innovative approaches to trialling and piloting large scale habitat restoration and land management projects.

Land use partnerships

The Scottish Government's Land Use Strategy 2016 identifies the creation of new Regional Land Use Partnerships as a policy that will bring people together for the better understanding and integration of land use. We wish to lead the way to help deliver this action by establishing and facilitating new Land Use Partnerships in the National Park. These will operate at landscape scale and across land ownerships in order to deliver better stewardship of land and water across public and private land, and involve local communities. We will also support the aims and objectives of the Callander Landscape Partnership to provide multiple benefits for nature and people.

Making it happen

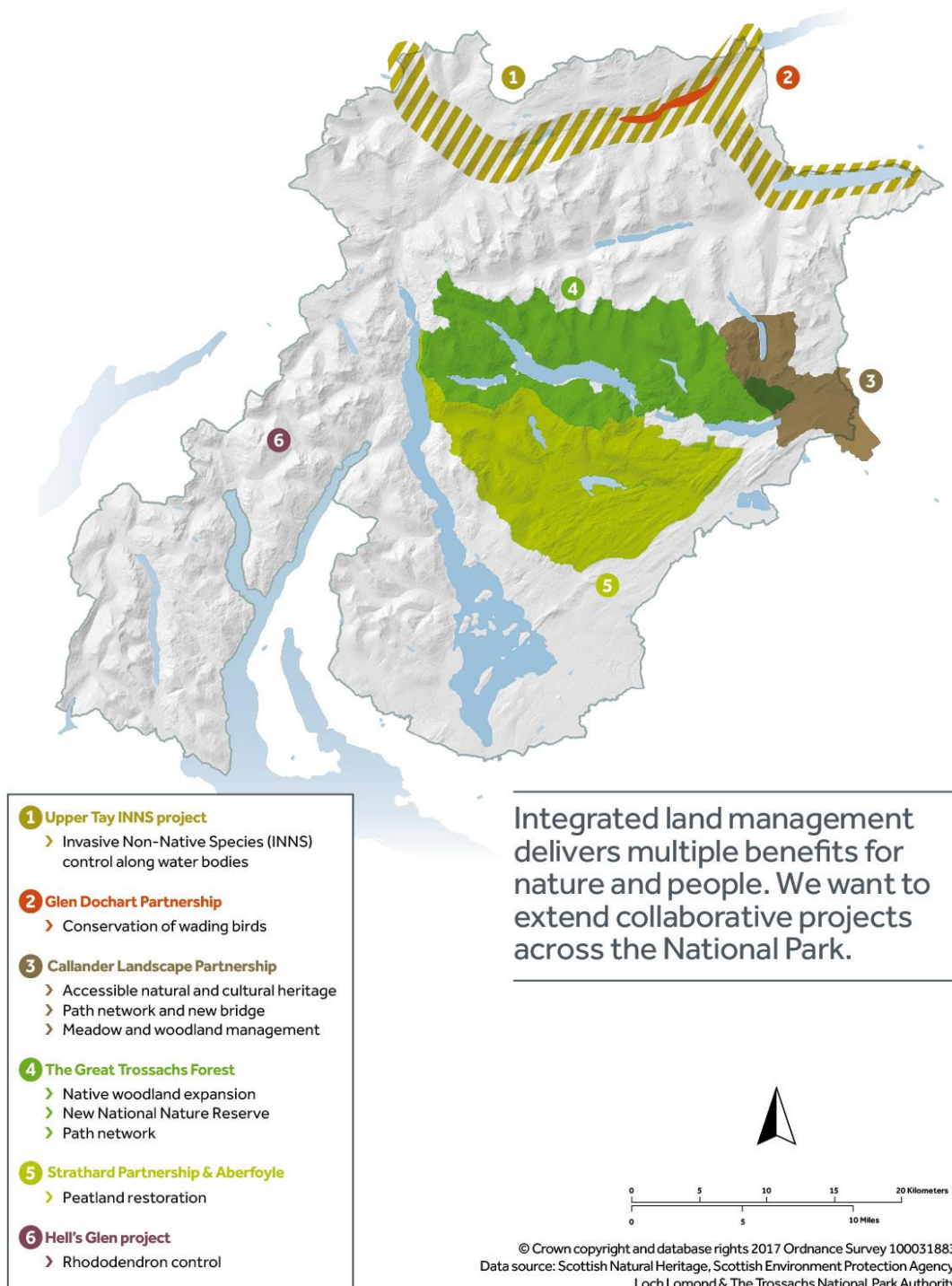
These are our priorities for action:

Conservation Priority 5 – Integrated Land Management

To achieve better integrated and more sustainable land management in the National Park we will:

- Work with land managers and communities to establish and facilitate Land Use Partnerships operating at landscape and catchment scales, across multiple land ownerships in key areas of the National Park. Examples include the Strathard Partnership and Callander Landscape Partnership.
- Support Deer Management Groups to achieve sustainable, long term deer impact management in the Park. This will be done through the development of Deer Management Plans and associated Habitat Impact Assessments, focusing efforts on areas with adverse grazing impacts, and the support of new Deer Management Groups in parts of the Park where none exist.
- Support land managers to plan and deliver multiple environmental and social benefits, alongside economic return, through the creation and delivery of Integrated Land Management Plans for land management businesses.
- Develop a co-ordinated management plan to enhance the wooded Loch Lomond Islands and their habitats.

MAP 5: COLLABORATIVE LAND MANAGEMENT PROJECTS ACROSS THE PARK



Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Scottish Natural Heritage
- Forest Enterprise Scotland
- Forestry Commission Scotland
- Scottish Environment Protection Agency (SEPA)
- Scottish Government Rural Payments and Inspections Division (RPID)
- Local Authorities
- National Farmers Union of Scotland

Support delivery partners:

- Private and NGO Land Managers
- Scottish Land and Estates
- Royal Society for the Protection of Birds
- National Trust for Scotland
- Fisheries Trusts
- Confederation of Forest Industries
- Deer Management Groups
- Scottish Water
- Woodland Trust Scotland
- John Muir Trust
- Loch Lomond and The Trossachs Countryside Trust

Indicators of Success

How will we measure success by 2023?

Indicator of Success	Target
A. Area of new woodland	2000 hectares of woodland expansion by 2023
B. Area and condition of restored peatland	2000 hectares of restored peatland by 2023
C. Percentage of designated sites in favourable condition	Increase from 2017 baseline of 76% of designated site features to 80% by 2023
D. Percentage of water bodies achieving at least good ecological condition.	Increase from 2016 baseline of 44% to 59% by 2023

Visitor Experience

Our Vision

There is a high quality, authentic experience for people from all backgrounds. There are many opportunities to enjoy recreation activities and appreciate the area's outstanding natural and cultural heritage within an internationally-renowned landscape.

World Renowned Landscape

National Parks are major tourism attractions in countries around the world. Loch Lomond & The Trossachs National Park itself attracts millions of visitors every year because of its world-renowned natural beauty, extensive outdoor recreation opportunities, its close proximity to the large population centres of central Scotland and accessibility by road and rail.

Pressures in Popular Areas

This volume of visitors presents us with both great opportunities and some significant challenges. Traditionally, the National Park's visitor profile is predominantly high numbers of day visitors in periods of good weather.

Historically this has meant a highly seasonal, weather dependent visitor economy that creates significant visitor pressures in some of the most popular areas of the Park.

Without appropriate management these pressures have a negative effect on the experience for visitors to these popular areas. They can also affect the quality of environment, economy and community life.

Raising quality

In recent years significant progress has been made in placing Loch Lomond & The Trossachs on the world stage as a 'must visit' National Park. The previous National Park Partnership Plan 2012-2017, raised both the level of ambition and the quality of visitor experience in the National Park.

The visitor economy has benefited from the provision of a wider range of excellent tourism offerings and recreation opportunities, as well as the introduction of better management of areas facing pressures from significant visitor numbers. Businesses in the Park will need to keep adapting to changing expectations of both domestic and international visitors to continue to grow.

This plan aims to build on these achievements and further develop our focus on raising the level of ambition to ensure that the quality of visitor experience in the National Park is truly world class.

What we want to achieve

Outcome 5

The National Park has a wide variety of well promoted and managed outdoor recreation opportunities providing for a range of abilities and interests.

Outcome 6

There are more opportunities to enjoy water-based recreation and sporting activities across the Park's lochs, rivers and coasts while maximising safety for all users and protecting the quality of water environments.

Outcome 7

The Park's visitor economy is thriving with more businesses and organisations working together to create a world-class destination.

Outcome 8

The most popular parts of the National Park which experience pressures are managed to ensure that the quality of environment, visitor experience and community life are protected and enhanced.

Outcome 9

People from a wider range of backgrounds are enjoying, valuing and helping manage the National Park. It is used more as a place for people to realise the personal health and wellbeing benefits of connecting with nature and being active in the outdoors

Achieving these outcomes will help to deliver the following national strategies:

- Tourism Scotland 2020
- Active Scotland Outcomes
- National Walking and Cycling Network
- National Walking Strategy
- National Physical Activity Implementation Plan
- Curriculum for Excellence through Outdoor Learning – Education Scotland
- Marine Tourism Strategy for Scotland

Our Guiding Principles

To realise our **Visitor Experience** vision we recognise that:

- There is a need to balance continuing investment in developing new recreation routes with the need to ensure the existing network is maintained to a high standard and includes a good range of all abilities opportunities.
- Some recreation routes should be developed and managed to enable more active travel journeys to and within the National Park that promote health benefits and help

reduce car use.

- The number of people visiting the National Park by car has not reduced and there is a need to provide more appealing transport alternatives which better use active travel and rail infrastructure and offer more convenient services to popular destinations.
- The promotion of more water recreation opportunities and facilities needs to be balanced with the need to ensure improved water quality, protect important water bodies and waterside habitats, minimise conflicts between different recreation uses and a safe experience for water users.
- The management of the National Park needs to support local business confidence to invest in providing the experiences and services that visitors and residents are looking for and to support jobs and economic growth in a way which celebrates and fits with an internationally important landscape
- There are some parts of the Park where the number of visitors at peak times cannot be accommodated sustainably and where demand and some negative visitor behaviour will have to be managed to prevent damage to the environment and local community life and have a good visitor experience
- Long term investment in and co-ordinated management of visitor infrastructure and facilities is required from both the public and private sector, and across a range of visitor sites and land ownerships, if a good quality experience and reduced impacts are to be achieved.
- There is a need to ensure long term sustainable solutions to balancing the provision and promotion of recreational infrastructure and activities, with protecting natural and cultural heritage. The proximity of the National Park to a large urban population is an opportunity to get more people active in the outdoors to improve their physical and mental health and to learn more about its natural environment. It can also help facilitate both young people and those experiencing disadvantage to be able to visit the Park.

Outcome 5

The National Park has a wide variety of well promoted and managed outdoor recreation opportunities providing for a range of abilities and interests.

(National theme icons will be displayed here)

Why is this important?

There is a wealth of recreation opportunities available within the National Park but we must make sure that these are well promoted and managed so that these can be enjoyed by as wide a range of people as possible.

It's also important that we respond to changes in demand for recreational facilities and the growing popularity of new activities.

Paths network

The National Park Authority and a wide range of partners, including communities, have already invested significantly in improving recreational paths and facilities. This has been guided most recently by the National Park's Outdoor Recreation Plan and Core Paths Plan.

However, the existing paths network needs to be improved with some additional strategic links being created, improvements to local paths and finding long term solutions to ensure the overall network is maintained and promoted to a high standard.

Sensitive environments

The popularity of the Park's mountains means they are subject to path erosion and need concerted efforts to protect these sensitive environments and to allow positive and safe visitor experiences.

The Park Authority must lead efforts with partners to tackle these issues and build on the achievements already made under the previous plan to ensure that the range of outdoor recreation opportunities are well promoted and managed for all to enjoy.

Making it happen

These are our priorities for action:

Visitor Experience Priority 1 – Path Provision

Improving and extending the National Park's recreational path network by:

- Ensuring that the National Park Core Paths are reviewed and fit for purpose.
- Restoring 22 mountain paths and delivering training and volunteering opportunities through the Mountains and The People project (see case study below/overleaf).
- Investing in recreational routes in the landscape around Callander through the Callander Landscape Partnership.
- Enabling the development of the cross-Scotland Pilgrim's Way as a national development by connecting the Tyndrum to St Fillans section passing through the National Park.
- Developing key active travel linkages between communities.

Visitor Experience Priority 2 – Path Maintenance

Developing ways to resource the required investment to maintain high quality path networks (including through visitor and charitable giving), particularly the West Highland Way and other long distance routes and Core Paths in the National Park.

Visitor Experience Priority 3 – Active Travel

Promoting greater use of the National Walking and Cycling Network in the national Park for recreation and active travel and promoting better linkages from existing public transport hubs and services.

Building on Success: The Mountains and The People project

(Image of The Mountains and the People)

The Mountains and The People, is a five year project, launched in 2015, to preserve, improve and restore the unique upland habitats in Scotland's National Parks as well as creating training and volunteering opportunities.

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

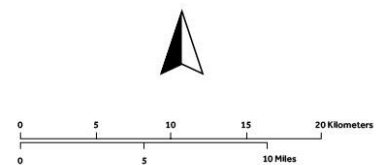
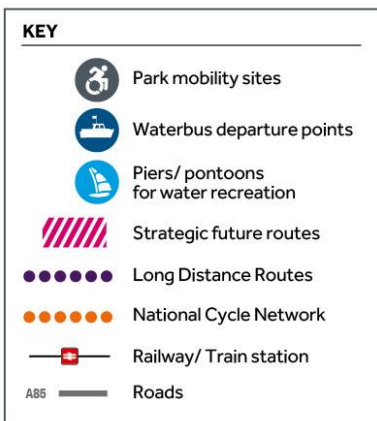
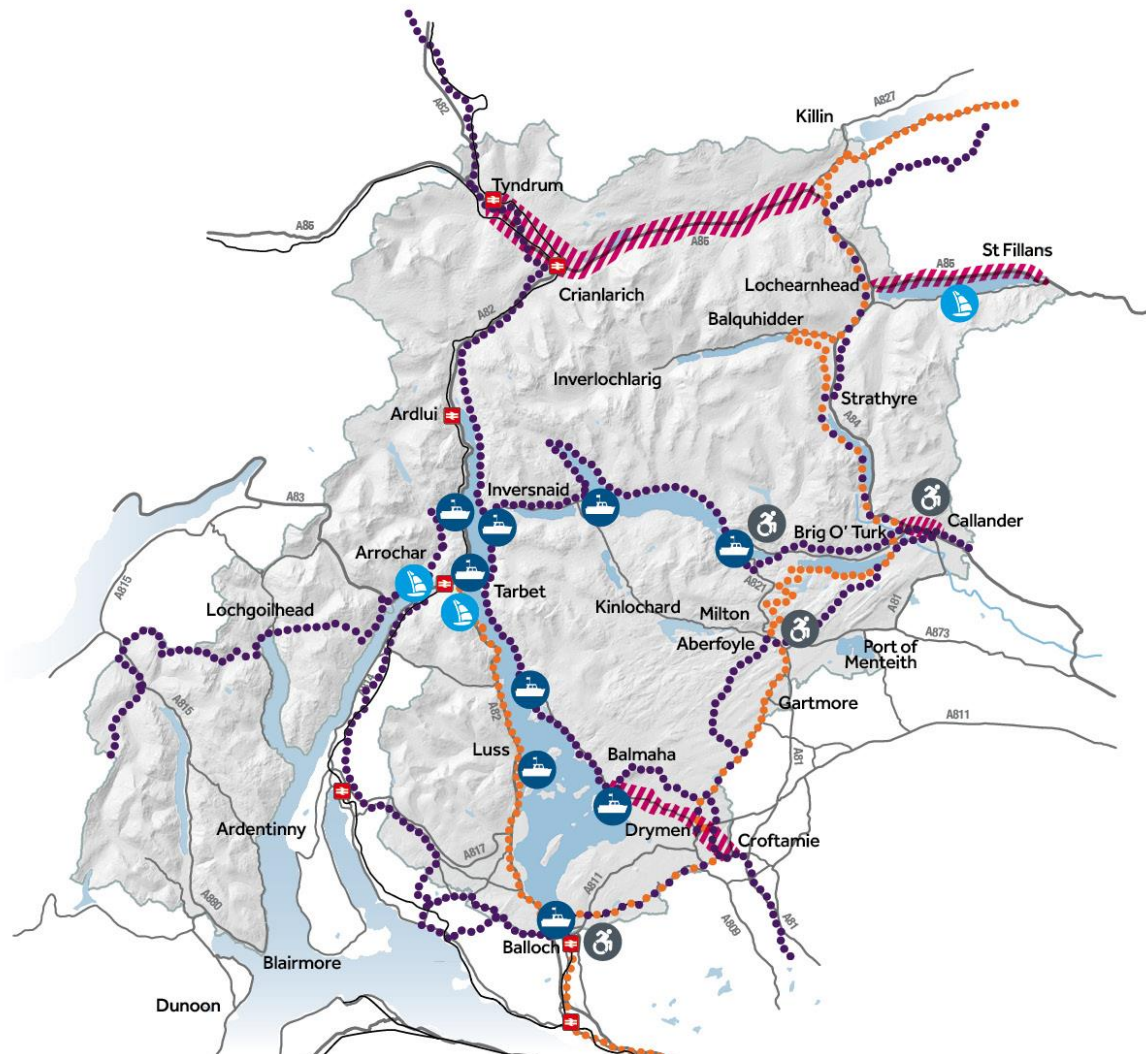
Lead delivery partners:

- Forest Enterprise Scotland
- Scottish Natural Heritage
- Outdoor Access Trust for Scotland
- Community Development Trusts
- Community Councils
- ScotRail
- Sustrans
- Callander Landscape Partnership

Support delivery partners:

- Loch Lomond & The Trossachs Access Forum
- Loch Lomond & The Trossachs Countryside Trust
- Local Authorities
- Paths for All
- Transport Scotland

MAP 6: STRATEGIC RECREATION NETWORK



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Data source: Loch Lomond & The Trossachs National Park Authority

Outcome 6

There are more opportunities to enjoy water-based recreation and sporting activities across the Park's lochs, rivers and coasts while maximising safety for all users and protecting the quality of water environments.

(National theme icons will be displayed here)

Why is this important?

Many of the lochs in the Park are popular for water-based sport and recreation activities, with changing trends in what people come here to do. For example, we are seeing growth in the popularity of canoeing, open-water swimming and new activities, such as paddleboarding.

Water-based recreation

Boating and fishing continue to be popular and the availability of boating facilities (publicly-accessible piers, pontoons and moorings) continues to fall short of demand.

The well-established Loch Lomond Byelaws continue to work effectively, helping our Ranger Service to achieve balanced management of the loch in a way that enables a wide range of recreational activities, while minimising conflicts.

Marine tourism

The success of the Loch Lomond Waterbus has made better use of the Loch's piers with services now also connecting Loch Katrine. It has benefited our lochside communities, in addition to established cruise and ferry offerings, by providing an appealing sustainable transport alternative to journeying by car.

The Scottish Marine Tourism Strategy identifies that there is further potential to capitalise on and grow water-based tourism in the Park. This can be done through continued investment in infrastructure, the promotion of routes, activities and itineraries, as well as linking Clyde coastal and inland waters by improving facilities on Loch Lomond, Loch Long and Loch Earn. Appropriate pier infrastructure may also be required to accommodate the Maid of the Loch as efforts continue to bring this historic paddle steamer back into operation.

The other lochs have the potential to support more non-motorised activities. So it's important that we work with partners to further develop the opportunities on our lochs, rivers and coasts in the Park.

Making it happen

These are our priorities for action:

Visitor Experience Priority 4 – Water Facilities

Securing investment in more publicly accessible boating and recreational facilities, such as piers, pontoons and moorings for a range of users, particularly on Loch Lomond, Loch Long and Loch Earn.

Visitor Experience Priority 5 – Waterbus Network

Encouraging the development of the Waterbus network on Loch Lomond and Loch Katrine and enabling new opportunities on Loch Long.

Visitor Experience Priority 6 – Water Recreation

Encouraging more participation in established and emerging water recreation activities such as fishing, kayaking, canoeing, open water swimming and board sports by promoting suitable locations and itineraries as well as clear water safety advice.

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- SportScotland

Support delivery partners:

- Local Destination Organisations
- Community Development Trusts
- Community Councils
- VisitScotland
- Scottish Enterprise
- Clyde Marine Planning Partnership
- Maid of the Loch - Loch Lomond Steamship Company
- The Royal Yachting Association Scotland

Outcome 7

The Park's visitor economy is thriving with more businesses and organisations working together to create a world-class destination.

(National theme icons will be displayed here)

Why is this important?

Businesses and organisations in the National Park have taken great strides in adapting and innovating to better provide for the dynamic and ever changing tourism demand in recent years.

Adapting to Expectations

The accommodation offering has seen many positive investments and there has been a rise in visitors using self-catering accommodation, managed campsites and hotels from 2011 to 2015.

The National Park's reputation as a top-quality food destination has seen a strong increase in the number of people coming to the area for its food and drink. The growing number of annual festivals and events showcasing local food and drink producers are also attracting thousands of people to the area.

A calendar of high quality events is attracting more visitors to the National Park including the increase in outdoor sporting events like the Great Scottish Swim. The success of this event helped attract the 2018 European Championships Open Water Swimming competition to Balloch.

Enjoying the landscape

The award-winning Scottish Scenic Routes Initiative has brought iconic architectural installations attracting fresh audiences to these locations by improving opportunities to stop during journeys to enjoy the landscape.

However, significant opportunity remains to make more of the Park's rich wildlife, landscapes and the wide range of recreation activities that attract longer staying visitors. These include cycling, high quality paddle sports, long-distance walking and open-water swimming – although this requires careful management in areas with significant existing boat use. Creative use of publicly owned and managed sites can help provide more visitor services and activities.

The National Park's road, rail and long distance path network represent some of the best scenic routes in Scotland with stunning views of the area's lochs and mountains. The West Highland Line offers an outstanding rail experience but opportunities to come here via local stations are currently under-promoted.

Visitor Information

Visitor feedback also shows that it can be a challenge to get the right information to plan and enjoy a trip to Loch Lomond & The Trossachs National Park, particularly, working out the best way to visit and link together experiences in different areas. This is compounded by the current lack of fit for purpose broadband and mobile connectivity in many parts of the Park.

Alongside an improving hotel and self-catering offerings, there is a need for more camping, bunkhouse and overnight motorhome stops on popular routes to meet visitor expectations of a full range of accommodation options to choose from.

Making It Happen

These are our priorities for action:

Visitor Experience Priority 7 – Growing Tourism Markets

Encouraging new and established tourism businesses to innovate and collaborate by capitalising on growing markets linked to:

- Walking, cycling and canoeing.
- Camping and motorhomes.
- Nature based tourism.
- Marine tourism.
- Food and drink.
- Business tourism.
- Signature Events.
- Cultural Heritage including Gaelic language.
- Film and TV locations.
- Accessible tourism.

Visitor Experience Priority 8 – Information and Connectivity

Making it easier to find out what the National Park has to offer and ensure the connectivity for businesses to grow and collaborate by:

- Facilitating better joined-up, consistent and relevant visitor information, particularly on digital platforms.
- Providing advice and online resources for tourism businesses in the National Park.
- Facilitating business collaboration through events and digital engagement.
- Providing a good Ranger and Volunteer Ranger visitor welcome service.
- Securing better Superfast Broadband, public Wi-Fi and mobile telephone network coverage.

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Scottish Enterprise
- VisitScotland

- Scottish Futures Trust

Support delivery partners:

- Destination Business Groups
- Community Development Trusts
- Community Councils
- Friends of Loch Lomond and The Trossachs
- ScotRail
- Local Authorities
- Transport Scotland
- Scottish Tourism Alliance
- RSPB Scotland
- Estates and Landowners
- Royal Botanic Gardens Scotland
- Bòrd na Gàidhlig

Outcome 8

The most popular parts of the National Park which experience pressures are managed to ensure that the quality of environment, visitor experience and community life are protected and enhanced.

(National theme icons will be displayed here)

Why is this important?

High visitor numbers can put pressure on our most accessible and popular places and landscapes within the Park, particularly on lochshores, in picturesque towns and villages, and along popular paths.

Alleviating pressures

These pressures take a number of forms, from congestion of car parks, litter, irresponsible or anti-social behaviour, to general wear and tear on the environment from the cumulative effect of high volumes of people visiting these areas throughout the season. The National Park's road network can become very busy at peak times and problems can be exacerbated by illegal or irresponsible parking. The safety of all road users can be threatened by vehicles travelling at unsafe speeds.

We see a continuing need to address these issues through the right combination of

engagement and education, investment in facilities and, where necessary, management measures and regulation to help alleviate pressure, change behaviours and prevent damage.

Visitor facilities

Much public investment has already been targeted on raising the quality of visitor facilities in the busiest areas such as improving car parks, toilets, information points, litter facilities, viewpoints and providing campsites. This approach has achieved transformational improvements to East Loch Lomond and parts of The Trossachs through the 5 Lochs Visitor Management Plan. Continuing to find solutions which prevent these problems will support the more sustainable use of busy sites and give confidence for the private sector to play a role in providing new visitor offerings.

Making It Happen

These are our priorities for action:

Visitor Experience Priority 9 – Visitor Management

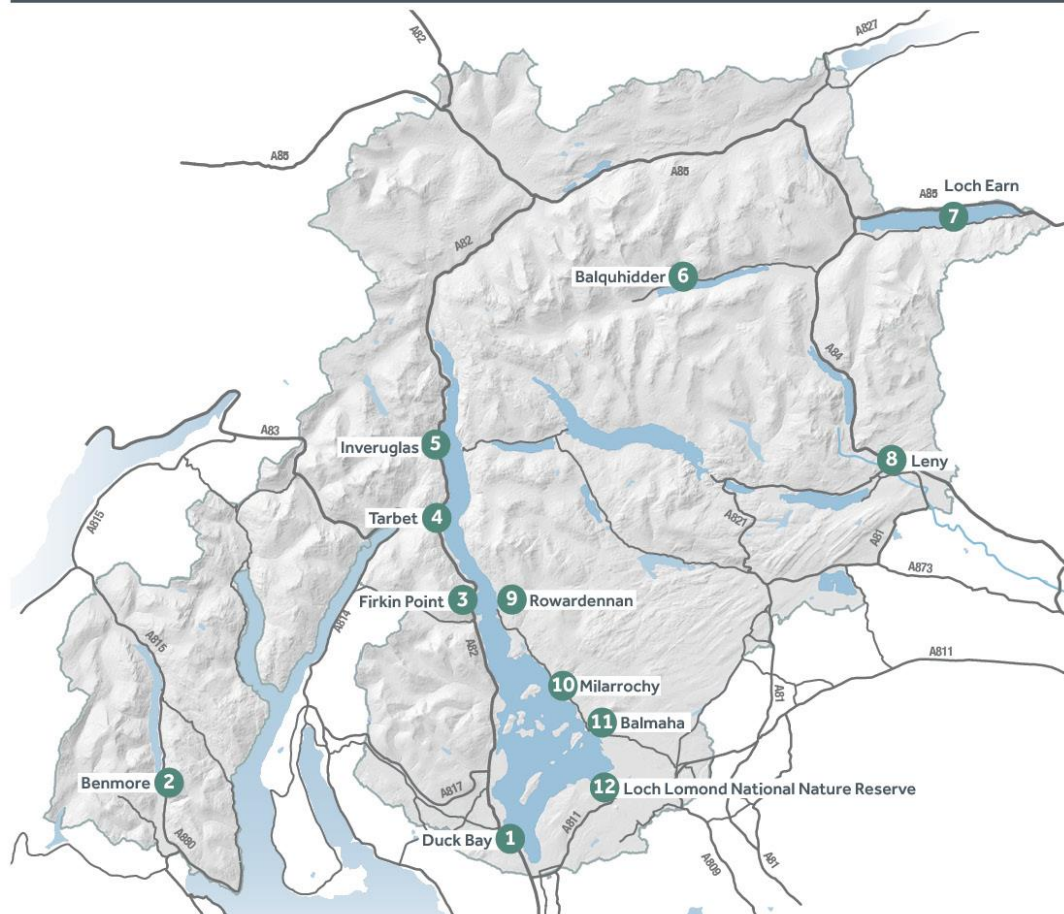
Ensuring locations experiencing visitor and recreational pressures are well managed with the appropriate combination of infrastructure investment, education and regulation, including:

- Ensuring designated Camping Management Zones provide for sustainable levels of camping and motorhome use, including new managed facilities, alongside other visitor activities.,
- Strengthening efforts to prevent and manage litter more effectively at popular visitor sites and routes, and address marine litter issues on Loch Long.
- Developing car parking and traffic management measures to address peak traffic pressures at some locations such as East Loch Lomond.
- Delivering educational campaigns with partners to promote responsible enjoyment of the Park's environment, including safe use of its road network.

Visitor Experience Priority 10 – Public Transport

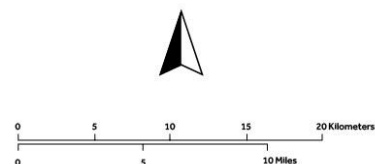
Improving public transport options for travelling to and within the National Park including making more use of existing railway and active travel infrastructure, encouraging more convenient services to popular destinations and providing better travel information at strategic transport hubs surrounding the Park.

MAP 7: VISITOR INFRASTRUCTURE INVESTMENT PRIORITIES



1		✓	✓	✓		✓		
2	✓	✓	✓			✓		
3	✓	✓	✓	✓	✓	✓		
4		✓	✓	✓		✓	✓	✓
5	✓	✓	✓	✓	✓	✓	✓	✓
6	✓		✓	✓	✓			
7				✓	✓	✓		✓
8	✓	✓	✓					
9	✓	✓	✓		✓	✓	✓	✓
10	✓	✓	✓			✓	✓	✓
11	✓	✓	✓			✓	✓	✓
12	✓	✓	✓					

	Paths		Motorhomes		Commercial Opportunities
	Visitor facilities		Camping		Loch Access
	Parking		Toilets		



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Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Forest Enterprise Scotland
- Transport Scotland
- Local Authorities
- Police Scotland
- Zero Waste Scotland

Support delivery partners:

- Keep Scotland Beautiful
- Scottish Natural Heritage
- Clyde Marine Planning Partnership
- Friends of Loch Lomond and The Trossachs

Outcome 9

People from a wider range of backgrounds are enjoying, valuing and helping manage the National Park. It is used more as a place for people to realise the personal health and wellbeing benefits of active recreation and connecting with nature.

(National theme icons will be displayed here)

Why is this important?

For many people the National Park provides their first experience of the 'wild outdoors', whether it's marvelling at the tranquillity of a quiet loch, climbing their first mountain or camping for the first time. Encouraging people of all ages to enjoy and be confident in the outdoors will help promote healthy lifestyles, valuing nature and understanding of responsible use of the countryside.

Health and wellbeing

The contribution that the environment can make towards improving health and wellbeing is well recognised, benefiting both physical and mental health, as well as social wellbeing. The National Park has a wide range of easily reached and inspiring outdoor experiences which, could help address health issues for people living within easy reach of the National Park.

The National Park Authority now has a well-established Volunteer Ranger Service as well as conservation volunteers supporting our work and that of other local organisations and communities. The number of people volunteering in the National Park has grown significantly and in our annual volunteer survey 80% of volunteers indicated that volunteering benefited their health and wellbeing. There is significant scope for us to create further partnerships and volunteer opportunities as a way of supporting many of the priorities identified in this Plan.

Young people

A range of high quality outdoor learning opportunities are currently offered to young people in the National Park. This helps give them a range of skills and experiences that encourage the value of nature and the outdoors. The National Park's rich cultural heritage also provides a learning resource, including the promotion of the Gaelic language.

There is scope to engage with a wider range of groups in society and support recreational enjoyment, responsible behaviour and stronger appreciation of the need to look after the environment.

There are still many people living in nearby urban areas that have never visited the National Park and may lack the means, confidence or knowledge to do so. Further partnerships could be developed to create more, valuable opportunities to visit, enjoy and learn about the National Park.

It's also important to get more young people involved in influencing policies and decision making as well as the co-design of services. The National Park Authority can also have an influential role in creating training and apprenticeship opportunities and helping to develop the young work force in the National Park.

Making it happen

These are our priorities for action:

Visitor Experience Priority 11 – Health Improvement

Improving how the National Park can be used to support health improvement, strengthening links to health focused activities such as walking, outdoor learning and volunteering programmes as well as sports hubs, award schemes, outdoor activity providers, active travel opportunities and Park mobility schemes.

Visitor Experience Priority 12 – Engagement and Learning

Increasing opportunities for engagement, volunteering and education activities, especially for young people and those who are experiencing disadvantage or have difficulty in accessing the National Park.

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Local Health Partnerships
- Area Health Boards
- Community Planning Partnerships

- Paths for All
- John Muir Trust
- Local Authorities
- Loch Lomond & The Trossachs Countryside Trust
- Young Scot
- Scottish Natural Heritage
- Callander Landscape Partnership

Support delivery partners:

- Woodland Trust Scotland
- Royal Society for the Protection of Birds
- National Trust for Scotland
- The Great Trossachs Forest
- Forestry Commission Scotland
- Cairngorms National Park Authority
- Friends of Loch Lomond and The Trossachs
- Bòrd na Gàidhlig

Indicators of Success

Indicator of Success	Target
E. Proportion of people travelling to and around the National Park by public or active transport	<ul style="list-style-type: none"> - Reduce proportion arriving by car from 2015/16 Visitor Survey baseline of 85% - Reduce proportion exploring by car from 2015/16 Visitor Survey baseline of 62% - Increase proportion exploring by foot, water and bike from the 2015/16 Visitor Survey baselines of 39%, 26% and 8% respectively
F. Proportion of people taking part in active recreation	Increase from 2015/16 Visitor Survey baselines of 24% for active sport and 54% for low-level walking
G. Overall value of the visitor economy	Increase from 2016 STEAM baseline of £340m by 2023
H. Reported public experience of the Park's settlements and landscapes	Increase in proportion of people reporting a good quality experience
I. Number of volunteers and volunteer hours	Increase by 20% from the 2017/18 baseline by 2023
J. Number of young people having an outdoor learning experience in the National Park	At least 2500 young people per year over the Plan period

Rural Development

Our Vision

Businesses and communities thrive and people live and work sustainably in a high quality environment.

Rural development in a National Park context is all about supporting thriving rural communities and a sustainable, growing, rural economy, within a heavily visited and strongly protected rural area, where conservation is to the fore. Loch Lomond & The Trossachs National Park's unique environment and special qualities provide many opportunities for sustainable economic growth and diversification.

Strong partnership working can deliver the best economic and social use of our land, buildings and assets for the benefit of people living, working and visiting the area.

Aligned to this is the need to mitigate and address the challenges of climate change to improve quality of life, health and wellbeing and to enhance the overall experience of people visiting the National Park.

As a planning authority, the National Park Authority can encourage development which will improve the physical fabric of our towns and villages, and support a more integrated and strategic approach to rural land use and development.

Our communities are extremely well placed to take forward the new opportunities arising out of community empowerment and land reform legislation. This will enable them to have more say and involvement in service delivery, decision making and control of their future.

What we want to achieve

Outcome 10

The National Park's towns, villages and countryside are enhanced with investment in the built and historic environment, public spaces and infrastructure.

Outcome 11

The rural economy has been strengthened through sustainable business growth and diversification.

Outcome 12

Population decline is being addressed by attracting and retaining more skilled working age and young people within the National Park and the development of a better range of housing options.

Outcome 13

The Park's communities are supported to influence and deliver actions that improve their

quality of life and place.

Achieving these will help to deliver the following national strategies:

- National Planning Framework 3
- Scottish Planning Policy
- Community Empowerment (Scotland) Act 2015
- Land Use Strategy 2016-21
- Land Reform (Scotland) Act 2016
- Climate Change (Scotland) Act 2009

Our Guiding Principles

To realise our **Rural Development** vision we recognise that;

- If a declining and rapidly aging population cannot be addressed then there is a threat to the sustainability of local communities and services as well as to local business growth.
- The National Park's towns and villages need to be developed to balance both community and visitor needs through a combination of promoting appropriate quality new developments, conserving historic townscapes and designing better public spaces for people to use.
- There is a pressing need for more housing which better meets the needs of working families and young people while at the same time accommodating needs of an aging population.
- The capacity of communities and community organisations must continue to be supported and community action planning facilitated to empower more communities to own and manage assets and deliver more projects and services themselves
- There is a need to facilitate more accommodation and higher standards of infrastructure (including broadband) which provide opportunities for new and growing businesses.
- There is a need to ensure long term sustainability in balancing the need for rural development, with protecting natural and cultural heritage.

Outcome 10

The National Park's towns, villages and countryside are enhanced with investment in the built and historic environment, public spaces and infrastructure.

(National theme icons will be displayed here)

Why is this important?

The National Park is home to around 15,168 people living in towns and villages, and throughout the rural areas. Its towns and villages are varied and diverse in their size and characteristics, and retain a strong sense of place and local distinctiveness. These range from the Victorian-influenced Clyde coastal communities in Cowal; to planned estate villages and towns in Loch Lomond and The Trossachs such as Luss, Gartmore and Callander; and highland villages in the north of the Park such as Strathyre, Killin and Crianlarich. We also have numerous small, dispersed rural communities, some relatively remote and some accessed only by single track roads.

Opportunities and challenges

Our location, so close to central Scotland's cities and towns, creates many opportunities for tourism and business investment as well as access to employment, labour pool, services and facilities - particularly hospitals, and secondary and further education.

This proximity to the cities also brings challenges, including visitor pressures and congestion in some towns and villages at peak times of the year, development pressures, and an expensive housing market.

The opportunities and challenges differ considerably between the more accessible and pressured, southern and eastern parts of the National Park and the more remote rural areas in the north and west.

Community engagement

Over the past five years the Park Authority has undertaken extensive engagement with our communities, businesses and landowners through charrettes (design-led workshops) and community action planning. These efforts to work collaboratively have produced strong visions for the Park's towns and villages. Callander and Balloch have important roles as visitor hubs, while Arrochar and Tarbet have significant potential if marine facilities are developed, to take advantage of their lochside locations. The focus for the coming years is on delivering the ideas and projects generated to enhance places, building on the partnership working already established.

Making it happen

These are our priorities for action:

Rural Development Priority 1 – Improving Towns and Villages

Supporting new development, infrastructure and public realm improvements, which facilitate and link to active travel opportunities, focussing on Arrochar, Tarbet, Balloch and Callander (as well as villages identified as 'Placemaking Priorities' in the Local Development Plan).

Subject to Board Approval

MAP 8: ENHANCING THE PARK'S TOWNS AND VILLAGES

We will work collaboratively to deliver projects to enhance the National Park's towns and villages.

Tyndrum

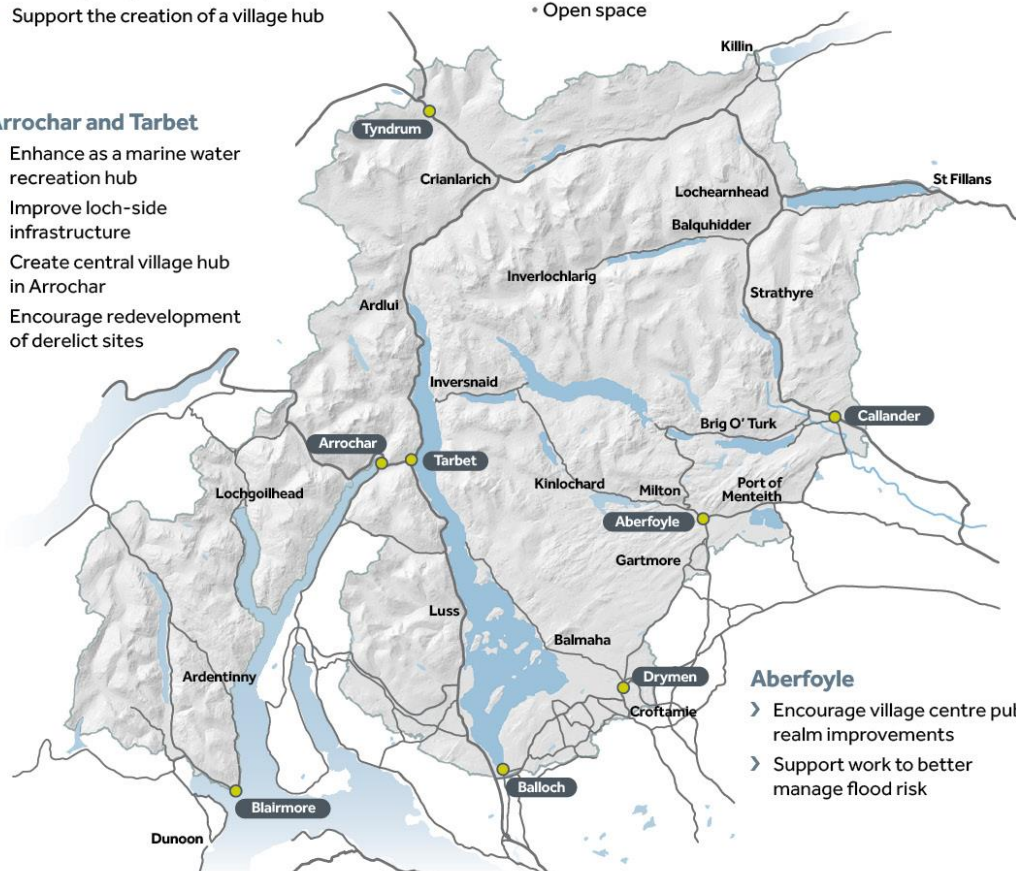
- › Encourage improvements to public realm
- › Support the creation of a village hub

Arrochar and Tarbet

- › Enhance as a marine water recreation hub
- › Improve loch-side infrastructure
- › Create central village hub in Arrochar
- › Encourage redevelopment of derelict sites

Callander

- › Support masterplan approach to southern expansion including:
 - New road bridge
 - Economic development
 - Housing
 - Leisure
 - Tourism
 - Open space
- › Support town centre improvements, improved public realm, active travel links and safer routes to schools



Blairmore

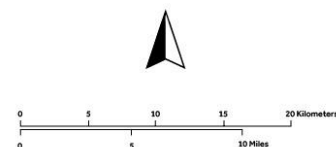
- › Support village green improvements and new uses
- › Promote marine access opportunities

Balloch

- › Support village centre and station square public realm improvements
- › Encourage 'charrette' vision
- › Support Balloch Castle and Country Park regeneration/improvement

Drymen

- › Village square enhancement



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Rural Development Priority 2 – Built Heritage

Conserving and enhancing the built and historic environment, including the repair and restoration of traditional and landmark buildings.

Rural Development Priority 3 – Improved Resilience

Improving resilience to the effects of climate change, including flooding in towns and villages (and affecting sites and buildings) and encouraging high quality development that embodies low and zero carbon technologies.

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Local Authorities
- Landowners
- Developers
- Businesses
- Community Development Trusts
- Community Councils

Support delivery partners:

- Historic Environment Scotland
- SportScotland
- Transport Scotland
- Scottish Environment Protection Agency (SEPA)
- Heritage Lottery Fund
- Forest Enterprise Scotland
- Paths for All

Outcome 11

The rural economy has been strengthened with sustainable business growth and diversification.

(National theme icons will be displayed here)

Why is this important?

Overall, the rural economy of the Park is performing well with growth in accommodation, outdoor recreation, infrastructure improvements, and the food and drink offering over recent years. There's also been a notable rise in development activity, particularly in renewables, housing and tourism investment. However, the rural economy still faces significant challenges.

Business diversification

Whilst it has grown and diversified over recent years, it remains highly seasonal and reliant on traditional sectors. Many rural businesses are operating at very small margins and traditional land management sectors typically rely on off-farm employment to supplement incomes.

The Park offers many opportunities for business growth and diversification, including primary production of, and support to, the food and drink sector as well as more integrated land management approaches.

Adapting to Climate Change

We must also take into account that weather and flooding can significantly affect business viability in areas of the Park, particularly in Aberfoyle and Callander. Adverse weather can also cause damage to some of our key transport infrastructure, including trunk roads such as the A83 at the Rest and Be Thankful and the A84 at Glen Ogle.

Connectivity

Poor quality broadband (speed, consistency and availability) is regarded as a constraint to business operations, growth and start-ups. It also affects communities, visitors and potential investors in the Park. While improved broadband is now available in a number of communities, through the current Digital Scotland Superfast Broadband Programme, this does not cover the entire area.

Making it happen

These are our priorities for action:

Rural Development Priority 4 – Low Carbon Economy

Supporting the transition towards a lower carbon economy through greater energy efficiency, reduced waste and greenhouse gas emissions and appropriate renewable energy generation with a focus on small scale, low carbon opportunities.

Rural Development Priority 5 – Rural Diversification

Supporting land managers to diversify with increased use of more rural planning strategies outside our communities linked to the National Park Local Development Plan.

Rural Development Priority 6 – Infrastructure for Business Growth

Increasing workspace provision and access to training and support for new business start-ups and development, including more focused rural business support and digital hubs.

Rural Development Priority 7 – Broadband and Mobile Coverage

Improving broadband and mobile coverage/speed via current and emerging investment programmes and community led projects.

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Local Authorities
- Landowners and Land Managers
- Digital Scotland Superfast Broadband
- National Farmers Union Scotland
- Scottish Land & Estates

Support delivery partners:

- Scottish Enterprise
- Highlands and Islands Enterprise
- Business Gateway
- Community Broadband Scotland
- Scottish Natural Heritage
- Visit Scotland
- Zero Waste Scotland

Outcome 12

Population decline is being addressed by attracting and retaining more skilled working age and young people within the National Park and by providing a better range of housing options.

(National theme icons will be displayed here)

Why is this important?

The National Park's population is both ageing and declining and its changing demographic is influenced by multiple factors. Some areas of the National Park experience rural disadvantage in terms of their seasonal economy, limited access to public services, public transport and employment opportunities.

Ageing population

The Scottish population as a whole is an ageing one, however within the Park it is the loss of population within the economically active age groups that is creating an increasingly imbalanced age profile. We need to make focused efforts to ensure there are more opportunities for younger people and those of working age, to remain and move into the National Park. This includes supporting access to training and jobs. Employment forecasts show future demand for jobs, arising mainly from people leaving the job market due to retirement or other reasons and a supply of skills is needed to enable businesses in the Park to remain sustainable and grow.

Affordable homes

We also need more homes in the National Park to sustain and support our rural economy, as well as meeting communities' housing needs. The popularity of the area as a place to live, particularly the high demand for commuting, retirement and second/or holiday homes, makes it one of the most expensive areas in Scotland to purchase a home

With around 70% of the houses sold being purchased by people from outside the National Park, access to housing is extremely difficult for many local people, younger households and those not able to afford full market value for a home. While our Local Development Plan identifies that an increase in housing in the Park is required to address this, there needs to be a continued focus on funding for rural housing and support for infrastructure costs which are higher within the rural areas.

Making it happen

These are our priorities for action:

Rural Development Priority 8 – Skills and Training

Identifying and addressing skills and training needs, and provision of skills development support (working collaboratively with industry associations, training providers and employers including delivery of the Developing Young Workforce agenda).

Rural Development Priority 9 – Affordable Housing

Facilitating and encouraging investment in more affordable housing provision, including

identifying new delivery models for affordable self-build and private rent options.

Rural Development Priority 10 – Local Services

Supporting improved local service delivery and infrastructure, safeguarding rural facilities, including improving public transport links in and around the National Park.

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners:

- Local Authorities
- Housing Associations

Support delivery partners:

- Community Planning Partnerships
- Skills Development Scotland
- Further Education Providers
- Young Scot
- Community Development Trusts
- Community Councils
- The Community Partnership in Loch Lomond & The Trossachs National Park Area
- Local Businesses
- Scottish Land and Estates
- Landowners
- River Forth Fisheries Trust

Outcome 13

The Park's communities are supported to influence and deliver actions that improve their quality of life and place.

Why is this important?

Our communities are the heart of our National Park. Having active, informed and inclusive communities with the ability to engage in community planning and the planning process, is vital to achieving improved quality of life and place.

Empowering communities

Engaging actively with planning will help our communities to benefit from the new powers contained in the Community Empowerment and Land Reform legislation, as well as the proposed changes to the Scottish Planning System. These changes aim to give people a stronger say and role in planning their own community and potentially include the ability for communities to prepare their own 'Place Plans'. Communities within the National Park already undertake their own local action planning work and lead on project delivery. Many are very well placed to benefit from these emerging new rights, including community ownership of buildings and land with potential for social enterprises and income generation. However, ongoing support is required from a range of partners to maintain community capacity to enable our communities to benefit from these new opportunities.

This is not only good for communities, but also means that this activity can support the wider aims and outcomes of the National Park.

Improving services

Community Planning Partnerships have been established for each of the four local authority areas that cover the National Park. These bring together the key public and third sector agencies in order to improve the way local services are provided within local communities and enable greater decision making at local level.

It is important that public services are designed to reflect the needs of the Park's rural communities and that there is community representation when identifying priorities set out in the Local Outcome Improvement Plans and new Locality Improvement Plans. This brings new opportunities for our communities and having a strong third sector partner in the National Park Authority and the priorities set out below, should be reflected in these Plans.

Building on Success: Callander Landscape Partnership

(Image of Callander/Callander Landscape Partnership)

The Callander Landscape Partnership is a £1.5 million Heritage Lottery Fund Grant Award for a community led partnership project. It will use Callander's unique position on the Highland Boundary Fault to establish the town as the 'Outdoor Capital of the National Park'. This will include the creation of visitor interpretation, a cycling and walking network, and training opportunities in the surrounding countryside.

Making it happen

These are our priorities for action:

Rural Development Priority 11 –Supporting Capacity of Community Organisations

Supporting communities to maintain good organisational capacity with effective Community Development Trusts and Community Councils actively involved in decision making that influences local service delivery.

Building on Success: Callander Landscape Partnership

(Image of Callander/Callander Landscape Partnership)

The Callander Landscape Partnership is a £1.5 million Heritage Lottery Fund Grant Award for a community led partnership project. It will use Callander's unique position on the Highland Boundary Fault to establish the town as the 'Outdoor Capital of the National Park'. This will include the creation of visitor interpretation, a cycling and walking network, and training opportunities in the surrounding countryside.

Rural Development Priority 12 – Supporting Community Lead Action

Supporting communities, through Local Action Planning, to develop and lead on project delivery, village enhancements and to own, or share ownership, and manage assets (including income generation and social enterprise opportunities).

Rural Development Priority 13 – Supporting partnership working

Supporting communities to work in partnership with others to deliver large scale projects with multiple benefits.

Who can help?

Listed below are partners who have committed to helping deliver these outcomes (Lead Delivery Partners) and those who could provide further support (Support Delivery Partners).

Lead delivery partners include:

- The Community Partnership in Loch Lomond & The Trossachs National Park Area
- Community Planning Partnerships
- Local Authorities
- Community Development Trusts
- Community Councils

Support delivery partners:

- Development Trust Association Scotland
- Social Enterprise agencies
- Third sector interfaces, support and funding agencies
- Business Gateway
- Friends of Loch Lomond and The Trossachs
- Paths for All

- Callander Landscape Partnership

Indicators of Success

How will we measure success by 2023?

Indicator of Success	Target
K. Number of new homes built and proportion of affordable homes	375 homes over the Plan period with a minimum of 25% being affordable
L. Number of projects delivering well-designed, sustainable places	Delivery in 3 communities per year of the Plan
M. Number of community-identified projects delivered	Delivery of 3 projects per Community Action Plan by 2023
N. Number of new skills development opportunities from projects in the National Park	Increase opportunities in the National Park over the Plan period

How we will measure success

Key indicators will be used in order to establish whether the National Park Partnership Plan is delivering what it has set out to achieve and having a positive effect on the National Park. The Park Authority and its partners will track and report on the Indicators of Success. They will provide a regular snapshot of progress and be used to continually refine delivery against our outcomes.

Indicator of Success	Target
A. Area of new woodland	2000 hectares of woodland expansion by 2023
B. Area and condition of restored peatland	2000 hectares of restored peatland by 2023
C. Percentage of designated sites in favourable condition	Increase from 2017 baseline of 76% of designated site features to 80% by 2023
D. Percentage of water bodies achieving at least good ecological condition.	Increase from 2016 baseline of 44% to 59% by 2023
E. Proportion of people travelling to and around the National Park by public or active transport	<ul style="list-style-type: none"> - Reduce proportion arriving by car from 2015/16 Visitor Survey baseline of 85% - Reduce proportion exploring by car from 2015/16 Visitor Survey baseline of 62% - Increase proportion exploring by foot, water and bike from the 2015/16 Visitor Survey baselines of 39%, 26% and 8% respectively
F. Proportion of people taking part in active recreation	Increase from 2015/16 Visitor Survey baselines of 24% for active sport and 54% for low-level walking
G. Overall value of the visitor economy	Increase from 2016 STEAM baseline of £340m by 2023
H. Reported public experience of the Park's settlements and landscapes	Increase in proportion of people reporting a good quality experience
I. Number of volunteers and volunteer hours	Increase by 20% from the 2017/18 baseline by 2023
J. Number of young people having an outdoor learning experience in the National Park	At least 2500 young people per year over the Plan period
K. Number of new homes built and proportion of affordable homes	375 homes over the Plan period with a minimum of 25% being affordable
L. Number of projects delivering well-designed, sustainable places	Delivery in 3 communities per year of the Plan
M. Number of community-identified projects delivered	Delivery of 3 projects per Community Action Plan by 2023

N. Number of new skills development opportunities from projects in the National Park	Increase opportunities in the National Park over the Plan period
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Subject to Board Approval

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GLOSSARY

Throughout this plan we use specialist terminology, highlighted in bold. We have provided a short glossary to help explain some of the terms.

Term	Definition/ Explanation
Ecosystems/ ecosystems services	An ecosystem is a community of living organisms together with the non-living components of their environment (things like air, water and mineral soil), interacting as a system. Ecosystems services are the processes by which the environment produces natural resources utilised by us all, such as clean air, water, food and raw materials.
Wild Land	Land which exists and changes through natural processes (such as erosion, natural tree regeneration, flooding), rather than through management by people. Often perceived as large scale and remote in nature.
Natural capital	Natural capital can be defined as the world's stocks of natural assets which include geology, soil, air, water and all living things. It is from this Natural capital that humans derive a wide range of services, often called ecosystem services, which make human life possible.
Conservation management	Management aimed at protecting and enhancing natural and semi-natural ecosystems, including key habitats and species.
Placemaking Priority	An area highlighted where there is a particular focus on improving the overall public space through design.
Adaptation and mitigation of climate change effects	Climate change mitigation addresses the root causes, by reducing greenhouse gas emissions, while adaptation seeks to lower the risks posed by the consequences of climatic changes, such as increased flooding.
Integrated land management	Involves long-term collaboration among different groups of land managers and stakeholders to achieve their multiple objectives and expectations within the landscape for local livelihoods, wildlife, health and well-being.
Natural flood	Techniques designed to use natural landscape and floodwater

management techniques	processes, rather than hard engineering to reduce the impacts of flooding.
Landscape scale management	Management at a water catchment area and sub-catchment area scale that has a holistic approach to achieving multiple benefits for society, environment and the economy.
Species isolation	Events such as habitat fragmentation or disappearance leading to species being unable to maintain sustainable populations across landscapes.
UN Aichi targets	Targets within a 2010 international strategic plan for the conservation and enhancement of biodiversity.
Adaptive ecosystem restoration	Management designed to restore degraded ecosystems which includes monitoring in order to learn and influence subsequent management.
Designed Landscapes	An area of land which has been modified by people for primarily aesthetic effect
Ecosystem restoration	The process of assisting the recovery of an ecosystem that has been degraded, damaged or destroyed.
Multiple benefits	Producing a range of socio-economic and environmental benefits, such as health, recreation, livelihoods, wildlife.
Habitat enhancement	The process of improving natural habitats for wildlife or other benefits.
Local Development Plan	A document that guides development and investment in the National Park and used by the National Park Authority to determine planning applications.
Rural Development Frameworks	Supplementary guidance to the Local Development Plan which help guide future development in the countryside to help support and diversify the rural economy.

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