

**Draft**

# **NATIONAL PARK PARTNERSHIP PLAN**

**A VIEW TO 2018 - 2023**

**DRAFT FOR CONSULTATION 10 APRIL TO 3 JULY 2017**



# GET INVOLVED IN OUR CONSULTATION

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The consultation on our draft  
National Park Partnership Plan 2018 - 2023  
runs from 10 April to 5pm on 3 July 2017



You can respond to the consultation online at:  
[www.lochlomond-trossachs.org/consultations](http://www.lochlomond-trossachs.org/consultations) 



Or you can respond in writing to:  
NPPP Public Consultation  
Loch Lomond & The Trossachs National Park  
Carrochan, Carrochan Road, Balloch G83 8EG

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# INTRODUCTION

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## Loch Lomond & The Trossachs Draft National Park Partnership Plan 2018-2023

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**This Draft National Park Partnership Plan proposes, for public consultation, how the National Park Authority and a wide range of other organisations and interests, can work together over the next five years to look after, enhance and make the most of the special landscape of Loch Lomond & The Trossachs National Park.**

Our last National Park Partnership Plan 2012-2017 aimed to develop the potential of the National Park to be a “generator for growth in Scotland and a showcase for the very best of the scenery and natural heritage that Scotland is famous for.” Over the past five years we have worked “to increase the quality of the public infrastructure in the National Park to generate greater business activity to meet the Scottish Government’s core purpose of creating a more successful country through increasing sustainable economic growth.”

With this next Plan we will build on this investment to further develop the many benefits that the National Park can offer Scotland’s environment, society, culture and economy. This new Plan proposes 13 key outcomes that we believe we should work towards and suggests the main priorities for action, which will achieve a shared vision for the area.

Through the public consultation on this Plan we want to hear what people think and encourage individuals and organisations to feedback on these suggested priorities.

The Partnership Plan highlights where we think partner public bodies have a role to play and how better collaboration will achieve higher impact outcomes, which support Scottish Government priorities as well.

The Plan also plays a role in supporting the initiatives of partner organisations in and around the Park area such as their economic development or City Deal strategies.

The Plan sets out where there are opportunities for local businesses, landowners, non-government organisations and community organisations to play an important role, while achieving their own priorities within the National Park.



As a strategic plan, the focus is on the big priorities for action that are most likely to make a lasting and positive difference to the area, its communities, the people who visit and to the Scottish economy. It also guides other documents that cover specific subjects in the National Park such as the **Local Development Plan,\*** which contains detailed policies guiding new development.

Through our public consultation we want to know your views and whether you agree with:

- The overall vision statements
- The 13 priority outcomes we propose to work towards
- The suggested priorities for action to achieve these outcomes

The National Park Authority is made up of people who are dedicated to protecting the special landscape of the National Park and to making this a fantastic place to live, visit, work, and enjoy. We look forward to receiving your feedback and to working with all of our partners on the delivery of this Partnership Plan.

A handwritten signature in black ink, appearing to read 'J Stuart'.

**James Stuart**  
Convener  
Loch Lomond & The Trossachs  
National Park Authority

A handwritten signature in black ink, appearing to read 'Gordon Watson'.

**Gordon Watson**  
Chief Executive  
Loch Lomond & The Trossachs  
National Park Authority

\*Throughout this Plan terms highlighted in bold are explained in the glossary.

## SCOTTISH 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 PARKS DELIVERING FOR SCOTLAND

This Partnership Plan aims to address issues and opportunities within Loch Lomond & The Trossachs National Park, while ensuring delivery of national priorities and achieving benefits for Scotland beyond the Park boundaries.

By leading successful partnerships, our National Parks can contribute significantly to the Scottish Government's Programme for Scotland, which is aimed at achieving:

**A resilient and growing economy, an education system that enables true equality of opportunity for all, public services that are efficient, fair, flexible and valued, and a vibrant, open and inclusive cultural life.**

*Source: A Plan for Scotland, The Government's Programme for Scotland 2016-17*

Our National Parks can make a significant contribution to many of the Scottish Government's stated priorities including:

- Making our Education System World Class With Equal Opportunities for All
- Growing a Productive, Sustainable Economy with More Jobs and Fair Work
- Transforming Public Services – Nurturing the NHS, Working for a Healthier Scotland, and Making Scotland Safer
- Putting People in Charge and Creating Opportunities

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 Parks a perfect place to innovate and develop new solutions.

This Plan seeks to promote partnerships and activities that can:

- Manage and improve the condition of our natural assets on a **landscape scale**
- Promote, test and prototype 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

Some of the important national priorities that the National Park can contribute to include:

## A Productive, Sustainable Economy



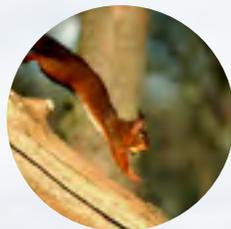
### SUSTAINABLE ECONOMIC GROWTH

Our National Parks' growing international reputation as 'must visit' destinations can contribute significantly to the Scottish rural economy, supporting business growth and providing more jobs and training opportunities especially for young people in rural areas.



### CLIMATE CHANGE

Promoting land uses and management practices that help better manage carbon and mitigate against climate change, for example, through extensive woodland expansion and peatland **restoration**. By taking an integrated approach to land use planning, Scotland's National Parks can also help deliver significant **adaptation** and resilience for their communities 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 and our economy. With over 6 million visitors each year our National Parks are national assets that protect and enhance the **natural capital** underpinning tourism and land-based businesses. 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.

## Putting People in Charge



### 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 important to them and to the wider Park area.

## Working for a Healthier Scotland



### DELIVERING A NATURAL HEALTH SERVICE

The continuing development of the National Parks' networks of recreation routes and opportunities, in close proximity to Scotland's urban populations, offers significant scope to engage with the health sector. This will enable more people to improve their wellbeing by getting active and connecting with nature as part of Scotland's 'Natural Health Service'.



# BUILDING ON SUCCESS: THE FOCUS FOR THE NEXT FIVE YEARS

Loch Lomond & The Trossachs National Park attracts more than four million visitors per year, because of its world-renowned natural beauty, its extensive outdoor recreation opportunities, its close proximity to the large population centres of central Scotland and its easy accessibility by road and rail.

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

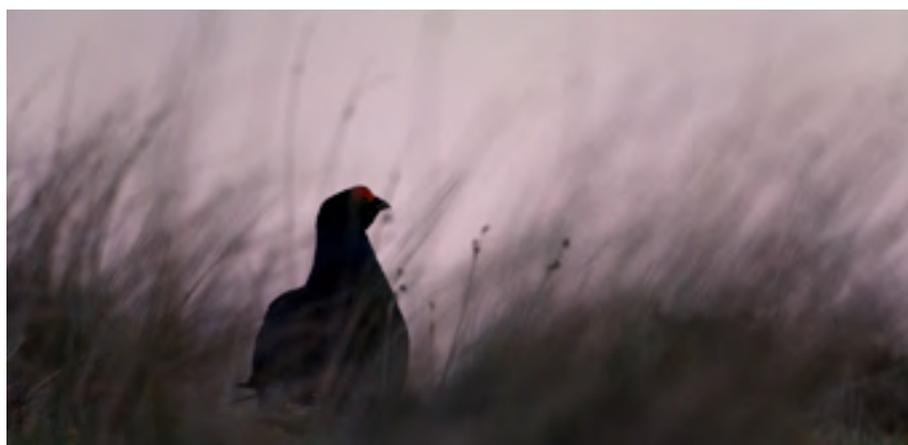
The visitor economy has benefited from the provision of a wider range of excellent tourism offerings and recreation opportunities, as well as the introduction of better management of areas facing pressures from significant visitor numbers. Businesses in the Park will need to keep adapting to changing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



The strength of our economy in the Park also depends on the positive management of this area's valuable natural assets with some of the most iconic wildlife and landscapes found in Scotland and the world. The scenic qualities and landscape character of the famous lochs, forests and mountains of the area are integral to the Scottish identity and make a huge contribution to the international appeal of the country, as well as being a vital haven for nature.

The wildlife and landscapes found here attract residents and visitors alike and the **ecosystems** of the region provide vital stocks of **natural capital** that the country depends on such as water, timber, energy and food. Economic forces are leading to significant changes in land management activity and it will be important for us to influence changes in land use to improve the Park's habitats and **ecosystems**, as well as the viability of land-based businesses that affect the appearance of the landscape.

While we have seen successes in creating jobs and supporting sustainable development, the Park's communities face the risk of a declining and ageing population and loss of some local services.





A culture of empowering communities has led them to deliver an increasing range of projects and services right across the Park. This has helped deliver regeneration and a strong consensus over development needs, particularly for housing and business growth and for critical infrastructure such as broadband connectivity, that will keep communities and businesses viable for the future.

The fact that the National Park is so close to much of urban central Scotland means we have an opportunity to enable more people to benefit from what the area has to offer. Many living near the Park may lack the means, confidence or knowledge to access the Park. We also have an opportunity to help address health improvement priorities and inequalities by making

it possible for more people to get active in the outdoors as an alternative to requiring medical care.

Continuing growth in opportunities to volunteer or take part in outdoor learning activities will enable more people to help look after the Park and connect with nature.

Through our National Park Partnership Plan there is an opportunity to strengthen partnership working by taking a place-based approach, bringing all groups and organisations together with the Park Authority so we can align our efforts and resources to deliver more efficient and effective public services. It can also help ensure that national, regional or local regeneration programmes, such as City Region Deals, are supported to ensure greatest benefit for communities, businesses and visitors.



In the next three sections of this plan you will find icons which represent the Scottish Government outcomes that our work directly contributes to. These are highlighted at the beginning of each section:

- £
 We realise our full economic potential with more and better employment opportunities for our people.
- 👤
 Our young people are successful learners, confident individuals, effective contributors and responsible citizens.
- 🌿
 We value and enjoy our built and natural environment and protect it and enhance it for future generations.
- 🌐
 We reduce the local and global environmental impact of our consumption and production.
- 👥
 We have strong, resilient and supportive communities where people take responsibility for their own actions and how they affect others.
- ❤️
 We live longer, healthier lives.
- ✅
 Our public services are high quality, continually improving, efficient and respond to local people's needs.
- 🔒
 We live our lives safe from crime, disorder and danger.
- 🇪🇺
 We take pride in a strong, fair and inclusive national identity.
- 🏠
 We live in well-designed, sustainable places where we are able to access the amenities and services we need.
- ⚖️
 We have tackled the significant inequalities in Scottish society.

## OUR LONG TERM VISION

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

### CONSERVATION

**Nature, heritage, land and water are valued, managed and enhanced to provide multiple benefits for people and nature**

### VISITOR EXPERIENCE

**There is a high quality, authentic experience for visitors from all backgrounds. There are many opportunities to enjoy recreation activities and appreciate the area's outstanding natural and cultural heritage**

### RURAL DEVELOPMENT

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

# CONSERVATION & LAND MANAGEMENT

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## Vision

**An internationally-renowned landscape where nature, heritage, land and water are valued, managed and enhanced to provide multiple benefits for people and nature.**

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## WHAT OUTCOMES WILL WE FOCUS OUR EFFORTS ON TO ACHIEVE THIS VISION?

<p><b>CONSERVATION OUTCOME</b></p> <p><b>C1</b></p> <p>The Park's natural resources are enhanced for future generations: important habitats are restored and better connected on a landscape scale.</p>	<p><b>CONSERVATION OUTCOME</b></p> <p><b>C2</b></p> <p>The Park's special landscape qualities and sense of place are conserved and enhanced with more opportunities to enjoy and experience them.</p>	<p><b>CONSERVATION OUTCOME</b></p> <p><b>C3</b></p> <p>The natural environment of the Park is better managed to help mitigate and address the impacts of climate change.</p>	<p><b>CONSERVATION OUTCOME</b></p> <p><b>C4</b></p> <p>New catchment-scale partnerships deliver better integrated management of the land and water environment providing multiple benefits for people and nature.</p>
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**NATIONAL OUTCOMES DELIVERED**



Loch Lomond & The Trossachs National Park is home to some of the most iconic wildlife and landscapes found in Scotland and draws visitors from across the globe. The famous lochs, forests and mountains of the area are an historic part of the Scottish culture and make a huge contribution to the country, as well as being a haven for nature. 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 with the outcomes set out in this chapter, 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.

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

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

## CONSERVATION OUTCOME

C1

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

## WHY IS THIS OUTCOME IMPORTANT?

The stunning and varied wildlife and landscapes found in the National Park attract people from around the world to visit, live and work in this special part of Scotland. The living **ecosystems** of the area provide vital stocks of **natural capital**, from which flow benefits from nature such as water, timber, energy, food, recreation and enjoyment.

21% of the Park is designated for its special nature conservation value and 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. Conserving and enhancing our natural heritage is a primary aim of Scotland's National Parks. Wildlife species are an integral part of the natural environment and people's connection with it.

### Our woodlands habitats

The commercial forests and native woodlands in the 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 large amounts of carbon which is estimated to be 2,505,000 tonnes and slowing water flow, which can help mitigate flooding and stabilising slopes prone to landslides.

Woodland cover is already extensive in some areas of the Park, such as the Trossachs and Cowal, but much less so in upland areas, such as Breadalbane. Opportunities do exist to increase all the benefits that woodlands bring by creating more extensive and better connected forest and woodland networks.

### Our wetlands habitats

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 for hundreds of thousands of people. In a rapidly changing climate the health of these wetlands 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 and as a major source of drinking water and hydro-electricity generation.

The coasts and narrow sea lochs of the Park lie close to the mouth of the Firth of Clyde and are integral to the rich 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.

## 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 Park Authority's priority will be supporting land managers with advice and resources to target areas of sparse woodland cover and help restore native upland woodland and scrub habitats, particularly along hillside burns, and also waterside woodlands on the banks of rivers, burns and lochs in the glens of the Park.
- **Wetlands** - Working with partners, the Park Authority's priority and focus will be on supporting the **restoration** of naturally-functioning river and loch systems. This will be done by taking a catchment-by-catchment approach to tackling diffuse pollution and improving water quality, flows and wetland habitat, and encouraging **natural flood management** solutions, as demonstrated by projects such as the Strathard Landscape Initiative.

### CONSERVATION PRIORITY 2 - SPECIES

Whilst the 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 ponticum, Himalayan balsam, and Grey squirrel in a strategic, water-catchment based approach.
- 'Flagship' species that are indicators of natural health and representative of key, threatened habitats in the Park. These species are a focus to help engage people with the natural environment and the benefits it brings. Examples will include WildPark 2020 action species Red squirrel (woodland flagship species), Black grouse (upland flagship species), Brown trout (freshwater flagship species) and Gannet (marine flagship species).

## WHO CAN HELP MAKE THIS HAPPEN?

### LEAD DELIVERY PARTNERS INCLUDE:

Scottish Natural Heritage  
Forestry Commission 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 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  
The Great Trossachs Forest

## HOW WILL WE MEASURE SUCCESS BY 2023?

### Natural Heritage

The percentage of designated site features in favourable condition.

### Species

The status of invasive non-native species and flagship species.

### Land management

The percentage of land under agri-environment/woodland schemes, whole farm/estate plans and/or management partnerships (e.g. Deer Management Groups).

### Water

The percentage of water bodies achieving good ecological condition.

### Carbon

The percentage of land under woodland and the percentage of restored peatland.

## CONSERVATION OUTCOME

C2

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

## WHY IS THIS OUTCOME IMPORTANT?

Loch Lomond & The Trossachs National Park lies on the doorstep of 50% of Scotland's population and the special and varied landscapes of the Park attracts over four million visitors every year. Our landscapes include lochs, coastlines, forests and striking contrasts where the lowlands and highlands meet, with significant areas in the north of the Park still retaining a wilder feel. These landscapes 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.

Our visitors, many of whom are from urban areas, are drawn to the Park's beautiful landscapes and have the opportunity to experience and learn about nature first hand. These physical and emotional connections are vital in fostering a sense of understanding, respect and ultimately value for our natural environment.

It is important that we ensure that key areas of the Park where people 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.

As a society we protect and cherish those things that we value and therefore our role as the National Park Authority is to ensure that the natural environment of the Park is respected and valued by all. Sadly, for some visitors, the concept of respect is less well formed. This can lead to negative impacts in the form of littering and other inappropriate behaviours. We will work to engage and educate with our visitors to promote further understanding of and respect for nature.

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



## OUR PRIORITIES FOR ACTION:

### CONSERVATION PRIORITY 3

The Park Authority will work to conserve and enhance qualities of wildness, cultural heritage features, tranquillity and dark skies by positively managing developments and projects to protect these qualities and by supporting targeted projects which enhance them.

### CONSERVATION PRIORITY 4

Supporting projects that enhance opportunities to enjoy landscapes particularly along major transport routes and around settlements and also that better meet the different travel mode needs of visitors, communities and businesses. Priorities include:

- Implementing a strategically planned and designed upgrade to the A82 between Tarbet and Inverarnan;
- Continuing to review landslip management measures on the A83 at The Rest and Be Thankful.

### CONSERVATION PRIORITY 5

Landscape enhancements that also deliver improvements for nature such as woodland creation, wetland restoration or tackling invasive non-native species.

### CONSERVATION PRIORITY 6

Safeguarding and restoring tranquil loch-shores through the Your Park and Respect Your Park Initiatives.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners include:

Scottish Natural Heritage

Forestry Commission Scotland

Transport Scotland

ScotRail

Police Scotland

### Support delivery partners:

Private Land Managers

Local Authorities

Scottish Land and Estates

National Farmers Union of Scotland

## HOW WILL WE MEASURE SUCCESS BY 2023?

### Landscapes

The percentage of land under agri-environment/woodland schemes, whole farm/estate plans and/or management partnerships.

### Planning & Development

The percentage of the Park and/or number of sites with landscape mitigation schemes.

### Visitor experience

The percentage of residents and visitors satisfied with aesthetic quality of landscapes in the National Park.

## CONSERVATION OUTCOME

C3

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

## WHY IS THIS OUTCOME 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. Large areas of the Park including the Loch Lomond basin, Loch Earn basin, The Forth and Teith, Strathfillan and coastal areas round Loch Long fall within Potentially Vulnerable Areas to flooding.

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, 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.

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 Park Authority 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.

## ECOSYSTEM SERVICES STRATHARD PROJECT

'Ecosystem Services' are environmental processes that create natural resources used by us all, such as clean air, water, food and materials. This exciting partnership project aims to identify land management solutions in Strathard that will reduce flood risk downstream in and around Aberfoyle. It will also deliver other improvements to the local environment and wildlife, helping to manage natural resources sustainably in a changing climate.



Working with Forest Enterprise, Scottish Environment Protection Agency, Stirling Council and The Community Partnership in Loch Lomond & The Trossachs National Park Area we supported the launch of the project and this year it delivered:

- Land management and **Natural Flood Management** opportunity maps.
- Baseline data gathered on current land management practices and identification of stakeholders and community groups who use the area.
- Improved engagement with the Strathard community.

Next year will see the delivery of an **integrated land and water management** action plan in order to deliver **Natural Flood Management** within Strathard.

## OUR PRIORITIES FOR ACTION:



### CONSERVATION PRIORITY 7

Our focus will be working with partners and communities to build resilience and mitigate climate change impacts by collaborating on land use and water management initiatives such as:

- **Natural flood management;**
- Woodland enhancement;
- Peatland restoration projects upstream of flood risk communities, including Aberfoyle and Callander.



### CONSERVATION PRIORITY 8

By prioritising collaborative land use and water management enhancement projects, we will help to support the implementation of the Clyde and Loch Lomond, Forth, and Tay Flood Risk Management Plans that cover the Park.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners include:

Scottish Natural Heritage

Forestry Commission Scotland

Scottish Environment Protection Agency (SEPA)

Scottish Government Rural Payments and Inspections Division (RPID)

Confederation of Forest Industries

### Support delivery partners:

Private Land Managers

Local Authorities

Scottish Land and Estates

National Farmers Union of Scotland

Scottish Water

## HOW WILL WE MEASURE SUCCESS BY 2023?

### Land management

The percentage of land under agri-environment/woodland schemes, whole farm/estate plans and/or management partnerships (e.g. Deer Management Groups).

### Flooding

The review of Flood Risk Management Plans.

### Carbon

The percentage of land under woodland and the percentage of restored peatland.

## CONSERVATION OUTCOME

C4

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

## WHY IS THIS OUTCOME 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. 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 Park's natural resources becomes increasingly important.

Scotland's 2020 Biodiversity Challenge sets out to deliver the international **United Nations Aichi Biodiversity target** for restoring 15% of degraded **ecosystems**. In the 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 projects.

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 catchment scales and across land ownerships in order to deliver better stewardship of land and water across public and private land, and involve local communities.



## OUR PRIORITIES FOR ACTION:

### CONSERVATION PRIORITY 9

To lead the way on the new Government policy of creating Regional Land Use Partnerships across the National Park. We will do this by establishing and facilitating Land Use Partnerships operating at catchment scales, across land ownerships and involving local communities.

### CONSERVATION PRIORITY 10

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.

### CONSERVATION PRIORITY 11

Support for land managers to plan and deliver multiple environmental and social benefits, alongside economic return, through the creation and delivery of Whole Farm and Whole Estate Management Plans.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners include:

Scottish Natural Heritage  
 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 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

## HOW WILL WE MEASURE SUCCESS BY 2023?

### Land management

The percentage of land under agri-environment/woodland schemes, whole farm/estate plans and/or management partnerships (e.g. Deer Management Groups).

### Water

The percentage of water bodies achieving good ecological condition.

### Carbon

The percentage of land under woodland and the percentage of restored peatland.

### Natural Heritage

The percentage of designated site features in favourable condition.

# VISITOR EXPERIENCE

## Vision

The National Park provides a high quality, authentic experience for visitors 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.

## WHAT OUTCOMES WILL WE FOCUS OUR EFFORTS ON TO ACHIEVE THIS VISION?

### VISITOR EXPERIENCE OUTCOME

VE1

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

### VISITOR EXPERIENCE OUTCOME

VE2

There are more opportunities to enjoy water-based recreation and sporting activities across the Park's lochs, rivers and coasts.

### VISITOR EXPERIENCE OUTCOME

VE3

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

### VISITOR EXPERIENCE OUTCOME

VE4

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.

### VISITOR EXPERIENCE OUTCOME

VE5

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.

### NATIONAL OUTCOMES DELIVERED



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

This volume of visitors presents us with both significant opportunities and challenges. Our visitor profile has traditionally been characterised by high numbers of predominantly day visits that coincide with good weather. Historically this has meant a highly seasonal, weather dependent visitor economy that can give us very high volume visitor pressures in some of the most popular areas of the Park.

These pressures can affect the quality of environment, visitor experience, economy and community life.

This Plan aims to build on the work of our existing National Park Partnership Plan 2012-2017 and further develop its focus on raising the level of ambition, to ensure that the quality of visitor experience in the National Park is truly world class.

## VISITOR EXPERIENCE OUTCOME

VE1

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

## WHY IS THIS OUTCOME IMPORTANT?

The National Park Authority and a wide range of our partners including communities, have invested significantly in improving recreational paths and facilities within the National Park. Guided most recently by the Park's Outdoor Recreation Plan and Core Paths Plan, the enhancement of recreational resources needs to respond to changes in demand and the emerging popularity of new activities.

Some new strategic route linkages need to be made alongside improvements to local path networks, while at the same time finding long term solutions to ensure the existing network is maintained and promoted to a high standard.

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.

So it is important that the Park Authority leads efforts with partners to ensure that the National Park has a wide variety of well promoted and managed outdoor recreation opportunities that appeal to people with a range of abilities and interests.



In 2015, working with our partners Cairngorms Outdoor Access Trust, Cairngorms National Park Authority, Scottish Natural Heritage and Forestry Commission Scotland, we successfully secured Heritage Lottery Funding and launched The Mountains & The People project.

The Mountains and The People is a five-year project that aims to engage people in protecting and maintaining cherished Scottish mountains, as well as create training opportunities for 48 young people.

The project is delivering against all four of our aims and comprises six different elements:

- Upland Path restoration
- Training
- Conservation Volunteering
- The Adopt a Path
- The Education Programme
- Visitor Information

## OUR PRIORITIES FOR ACTION:



### VISITOR EXPERIENCE PRIORITY 1

Ensuring that the National Park Core Paths are reviewed and fit for purpose.



### VISITOR EXPERIENCE PRIORITY 4

Delivering a new model for managing, maintaining and increasing the economic benefits of the West Highland Way as Scotland's premiere long distance route, alongside promoting other long distance routes crossing the National Park.

### VISITOR EXPERIENCE PRIORITY 2

Deliver 'The Mountains and The People' project restoring 22 mountain paths and delivering training and volunteering opportunities.

### VISITOR EXPERIENCE PRIORITY 5

Promoting the use and improvement of the National Walking and Cycling Network including new active travel linkages between communities as well as routes facilitating active travel into the Park and better linkages with existing transport hubs and routes.

### VISITOR EXPERIENCE PRIORITY 3

Enabling the Callander Landscape Partnership to secure funding to invest in recreational routes and improvements to the landscape surrounding the town.

### VISITOR EXPERIENCE PRIORITY 6

Enabling the development of the cross-Scotland Pilgrim's Way as a national development by connecting up the Tyndrum to St Fillans section passing through the National Park.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners include:

Forest Enterprise Scotland  
 Scottish Natural Heritage  
 Cairngorms Outdoor Access Trust  
 Community Development Trusts  
 Community Councils  
 ScotRail  
 Sustrans

### Support delivery partners:

Loch Lomond & Trossachs Access Forum  
 Local Authorities  
 Paths for All  
 Transport Scotland

## HOW WILL WE MEASURE SUCCESS BY 2023?

Length of recreational route developed or improved.  
 Number of projects supporting transport mode change.  
 Counts of recreational route use.  
 Proportion of visitors engaged in active recreation or sport.  
 Number of visits to the 'things to do' section of our website.

**VISITOR  
EXPERIENCE  
OUTCOME**

**VE2**

There are more opportunities to enjoy water-based recreation and sporting activities across the Park's lochs, rivers and coasts.

## WHY IS THIS OUTCOME IMPORTANT?

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

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 lochs in a way that enables a wide range of recreational activities, while minimising conflicts.

The success of the Loch Lomond Waterbus has made better use of the Loch's piers with services now also connecting into Loch Katrine. It has benefited our lochside communities by offering an appealing sustainable transport alternative to visiting by car.

The Scottish Marine Tourism Strategy identifies that there is 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 will also be required to accommodate the Maid of the Loch as efforts continue to bring this historic paddle steamer back into operation.

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



## OUR PRIORITIES FOR ACTION:



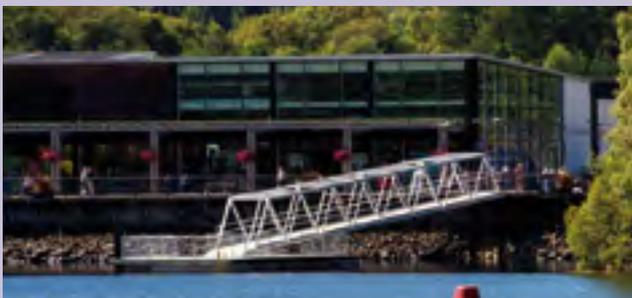
### VISITOR EXPERIENCE PRIORITY 7

Ensuring larger lochs are managed to support and facilitate both water craft and other recreational uses while maximising safety for all users and protecting the quality of water environments.



### VISITOR EXPERIENCE PRIORITY 9

Continuing to improve and develop the Waterbus network on Loch Lomond and Loch Katrine and enabling new opportunities on Loch Long.



### VISITOR EXPERIENCE PRIORITY 8

Contribute to delivering the Scottish Marine Tourism Strategy by securing investment in more publically accessible boating and recreational facilities such as piers, pontoons and moorings for a range of users Loch Lomond, Loch Long and Loch Earn.



### VISITOR EXPERIENCE PRIORITY 10

Providing facilities and promoting services, locations and itineraries that encourage established and emerging forms of water recreation such as fishing, kayaking, canoeing, open water swimming and board sports.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners include:

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

## HOW WILL WE MEASURE SUCCESS BY 2023?

Increased participation in particular water sports as a reason to visit the Park.

Increased usage of publicly managed boating facilities.

Number of scheduled Waterbus routes and number of visitors using services.

## VISITOR EXPERIENCE OUTCOME

VE3

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



### WHY IS THIS OUTCOME IMPORTANT?

Businesses and organisations in the Park have taken great strides in adapting and innovating to better provide for the dynamic and ever changing tourism demand. The accommodation offering has seen many positive investments while the quality of food and drink has improved significantly. We have seen a strong increase in the number of people coming to the National Park for food and drink, up from 15% in 2011 to 44% in 2015. There has also been a rise in visitors using of self-catering, managed campsites and hotels from 2011 to 2015.

A calendar of high quality events is attracting more visitors to the National Park. Our reputation as a food destination along with the growing number of annual festivals and events showcasing local food and drink producers are attracting thousands of people to the area. The increase in outdoor sporting events includes The Great Scottish Swim, which has grown in popularity year-on-year. It had 3,000 participants in 2016 and the success of the Great Scottish Swim helped to attract the 2018 European Open Water Swimming Championships to Balloch.

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.

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.



The improvements on the A82 at Pulpit Rock and Crianlarich have seen well designed enhancements to this scenic route, while investments on the A83 at The Rest and Be Thankful have sought to ensure that landslide events do not lead to prolonged road closures.

Significant opportunity remains to make more of the Park's rich wildlife, landscapes and the wide range of recreation experiences 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 existing boat use. Creative use of publicly owned and managed sites can help support providing more visitor services and activities.

Visitor feedback 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. In particular, it's not always easy to work out the best way to visit and link together a variety of 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 activity routes to meet visitor expectations of a full range of accommodation types to choose from.

## OUR PRIORITIES FOR ACTION:

### VISITOR EXPERIENCE PRIORITY 11

Encouraging and supporting new and established tourism businesses to innovate and collaborate to capitalise on growth markets where appropriate to the Park's natural and cultural heritage in:

- Walking, cycling and canoeing;
- Camping and motorhomes;
- Nature based tourism;
- Marine tourism;
- Food and drink;
- Business tourism.



### VISITOR EXPERIENCE PRIORITY 12

Encouraging partner and private sector investment on:

- Recreation activity offerings;
- Identifying where publically owned land can accommodate recreation activity providers and tourism investment;
- A wider range of accommodation offerings including lower cost provision associated with recreation pursuits and overnight facilities for motorhomes;
- Attracting and growing signature events such as The Great Scottish Swim and capitalising on hosting the 2018 European Open Water Swimming Championships.

### VISITOR EXPERIENCE PRIORITY 13

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

- Facilitating better joined-up, consistent and relevant visitor information;
- Investing in digital visitor information provision and contemporary marketing;
- Continuing efforts to secure Superfast Broadband, public Wi-Fi and mobile telephone network coverage;
- Delivering improved visitor welcomes at railway stations and stronger links to onward journeys in the Park, with priority at Balloch and Tarbet and improving visitor information at strategic transport hubs surrounding the Park.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners include:

Scottish Enterprise

VisitScotland

Scottish Futures Trust

### Support delivery partners:

Destination Business Groups

Community Development Trusts

Community Councils

ScotRail

Local Authorities

Transport Scotland

Scottish Tourism Alliance

## HOW WILL WE MEASURE SUCCESS BY 2023?

Increase in accommodation capacity.

Increase in overnight stays.

Increase in visitor spend.

Increase in camping and motorhome capacity.

Growth in value of the tourism economy.

Growth in broadband and mobile coverage.

Growth in participation in signature events.

**VISITOR  
EXPERIENCE  
OUTCOME**

**VE4**

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.

## WHY IS THIS OUTCOME 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. These pressures take a number of forms ranging from congestion of car parks, litter, irresponsible or anti-social behaviour, and general wear and tear on the environment from the cumulative effect of high volumes of people visiting and recreating in these areas.

The National Park's road network can become very busy at peak times and problems can be exacerbated by illegal or irresponsible parking of vehicles. The safety of all types of road user can be threatened by vehicles travelling at unsafe speeds.

The access and use of the Loch Lomond islands still requires attention to ensure their precious habitats can thrive alongside land and water based recreational activity. The volume of marine litter affecting communities on Loch Long is a long-standing issue which requires innovative thinking to resolve.

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 and prevent damage.

Much public investment has already been targeted in raising the quality of visitor facilities in the busiest areas improving car parks, toilets, information points, litter facilities, viewpoints and 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 visitor services.



## OUR PRIORITIES FOR ACTION:



### VISITOR EXPERIENCE PRIORITY 14

Ensuring that the Camping Management Zones (West Loch Lomond, Trossachs West, Trossachs North and East Loch Lomond) support improvements to the environment and visitor experience through providing for sustainable levels of camping and motorhome use alongside other visitor activities.

### VISITOR EXPERIENCE PRIORITY 15

Agreeing an approach to ensuring the sustainable and responsible use of the Loch Lomond islands.



### VISITOR EXPERIENCE PRIORITY 16

Strengthening efforts to prevent and manage litter more effectively, including marine litter on Loch Long.

### VISITOR EXPERIENCE PRIORITY 17

Developing parking and traffic management measures at our busiest visitor destinations.

### VISITOR EXPERIENCE PRIORITY 18

Delivering educational campaigns with partners promoting responsible enjoyment of the Park's environment, including safe use of its road network.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners include:

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

## HOW WILL WE MEASURE SUCCESS BY 2023?

Your Park monitoring indicators.

Reduction in litter levels.

Reduction in police complaints.

**VISITOR  
EXPERIENCE  
OUTCOME**

**VE5**

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 well-being benefits of connecting with nature.

**WHY IS THIS OUTCOME IMPORTANT?**

The National Park provides opportunities for anyone to have their first experience of the 'wild outdoors', whether 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, an affinity with nature and understanding of responsible use of the countryside.

The contribution that the environment can make towards improving health and wellbeing is well recognised, impacting positively on physical and mental health, as well as social wellbeing. The National Park has a wide range of easily reached and inspiring outdoor experiences which, with targeting of specific health needs, could help towards addressing health issues of 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 along with as 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.

A range of high quality outdoor learning opportunities are currently offered to young people in the National Park helping them acquire a range of skills and experiences about the value of nature and outdoors. There is scope for us to further develop the role of the National Park 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.

More opportunities are needed for young people to be more 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. There are 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. We could develop further partnerships to create more, valuable opportunities to visit, enjoy and learn about the Park.

**WALK  
IN THE  
PARK**

'Walk in the Park' Health Walks Programme targets resident populations in key rural and fringe settlements of the National Park with self-referrals, GP and pharmacist support.



## OUR PRIORITIES FOR ACTION:



### VISITOR EXPERIENCE PRIORITY 19

Engaging with Health Partnerships to explore how the National Park can be used as a resource to support health improvement initiatives and strengthen links to health focused activities such as healthy walks, outdoor learning and volunteering programmes as well as sports hubs, awards schemes, outdoor activity providers, active travel opportunities and Park mobility schemes, which are helping people to become more mobile and access the Park.



### VISITOR EXPERIENCE PRIORITY 20

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. Promoting cultural heritage, including delivery of the Park's Gaelic Language Plan 2017-2022.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners include:

- 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

### 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

## HOW WILL WE MEASURE SUCCESS BY 2023?

More people being referred to or participating in green health initiatives.

More young people having an outdoors learning experience in the Park.

More registered volunteers and volunteer hours in the Park.

# RURAL DEVELOPMENT

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## Vision

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

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## WHAT OUTCOMES WILL WE FOCUS OUR EFFORTS ON TO ACHIEVE THIS VISION?

<p><b>RURAL DEVELOPMENT OUTCOME</b></p> <p><b>RD1</b></p> <p>The Park's towns and villages are enhanced through investment in their built and historic environment, public spaces and infrastructure.</p>	<p><b>RURAL DEVELOPMENT OUTCOME</b></p> <p><b>RD2</b></p> <p>The rural economy has been strengthened through sustainable business growth and diversification.</p>	<p><b>RURAL DEVELOPMENT OUTCOME</b></p> <p><b>RD3</b></p> <p>Population decline is being addressed by attracting and retaining more skilled working age and young people within the National Park.</p>	<p><b>RURAL DEVELOPMENT OUTCOME</b></p> <p><b>RD4</b></p> <p>The Park's communities are supported to influence and deliver actions that improve their quality of life and place.</p>
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### NATIONAL OUTCOMES DELIVERED



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 heavily 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 economic growth and diversification.

Strong partnership working between the Park Authority, public sector agencies, land managers, communities and businesses can deliver multiple outcomes that ensure the best economic and social use of our land, buildings and assets for the betterment of people living, working and visiting the area. Aligned to this is the need for us to mitigate and address the challenges of climate change to improve quality of life, health and well-being and to enhance the overall experience of people visiting the National Park.

Our role as a planning authority enables us to 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.

## RURAL DEVELOPMENT OUTCOME

### RD1

The Park's towns and villages are enhanced through investment in their built and historic environment, public spaces and infrastructure.

## WHY IS THIS OUTCOME IMPORTANT?

The National Park is home to 15,168 people living in towns and villages, and throughout the rural areas. 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 the Park's towns and villages at peak times of the year, development pressures, and a pressurised 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.

The Park's 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.

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.



## OUR PRIORITIES FOR ACTION:



### RURAL DEVELOPMENT PRIORITY 1

Delivery of the key sites and infrastructure in Arrochar, Balloch and Callander, as well as villages identified as **Placemaking Priorities** identified in LIVE Park, the National Park's **Local Development Plan**.

### RURAL DEVELOPMENT PRIORITY 2

Supporting appropriate public realm improvements where strategic roads pass through tourism destinations, including the A84 through Callander, the A82 through Tarbet and at Balloch station and the A83 through Arrochar.

### RURAL DEVELOPMENT PRIORITY 3

Conserving and enhancing the built and historic environment in all towns and villages, including supporting the repair and restoration of traditional and landmark buildings.

### RURAL DEVELOPMENT PRIORITY 4

Supporting increased or improved active travel options within and between communities.

### RURAL DEVELOPMENT PRIORITY 5

Adapting to and building resilience against the effects of climate change, such as flooding in towns and villages, and encouraging high quality, sustainable new development and design that reinforces local distinctiveness and embodies low and zero carbon technologies.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners include:

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

### Support delivery partners:

- Sustrans
- Historic Environment Scotland
- SportScotland
- Transport Scotland
- Scottish Environment Protection Agency (SEPA)
- Heritage Lottery Fund
- Clyde Marine Planning Partnership
- Housing Associations

## HOW WILL WE MEASURE SUCCESS BY 2023?

The number of sites developed and projects delivered focussing on built environment and public realm enhancement.

The number of Active Travel Schemes implemented.

The increase in the percentage of planning approvals for development incorporating zero and low carbon technologies.

**RURAL  
DEVELOPMENT  
OUTCOME**

**RD2**

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

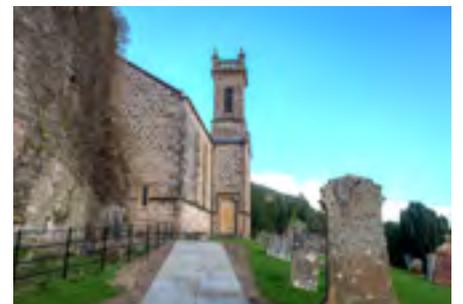
**WHY IS THIS OUTCOME IMPORTANT?**

Overall, our rural economy in the Park is performing well with growth in accommodation, outdoor recreation, infrastructure improvements, and food and drink offering over recent years. We have also seen a notable rise in development activity, particularly in renewables, housing and tourism investment. However, we are still facing significant challenges for the rural economy of the National Park.

Whilst our rural economy has grown and diversified over recent years, it remains highly seasonal. Many rural businesses are operating at very small margins and traditional land management sectors typically relying on off-farm employment to supplement incomes. The National Park offers many opportunities for business growth and diversification, and for more integrated land management approaches.

We must also take into account that weather and flood events can significantly affect business viability in areas of the Park, including flooding 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.

Poor quality broadband (speed, consistency and availability) is regarded as a constraint to business operations, growth and start-ups. It also affects our 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 Park.



**New Development in the National park**

Ardgarten Forest Holidays

Scenic Routes - An Ceann Mòr

Gartocharn passive house

A82 at Pulpit Rock

The Lodge – Aberfoyle

Historic Kilmun

## PRIORITIES FOR ACTION:



### RURAL DEVELOPMENT PRIORITY 6

Supporting businesses to move towards a lower carbon economy through energy efficiency, reduced waste and greenhouse gas emissions.

### RURAL DEVELOPMENT PRIORITY 7

Encouraging greater energy efficiency and appropriate renewable energy generation with a focus on small scale, low carbon opportunities.

### RURAL DEVELOPMENT PRIORITY 8

Supporting land based rural businesses to diversify/ expand and deliver **multiple benefits** including - implementing existing (West Loch Lomondside and South Buchanan), and considering the potential for new **Rural Development Frameworks**.

### RURAL DEVELOPMENT PRIORITY 9

Workspace provision and support opportunities for new business start-ups and growth, including more focused rural business support and digital hubs.

### RURAL DEVELOPMENT PRIORITY 10

Improved broadband and mobile coverage/speed via current and emerging investment programmes.

## WHO CAN HELP MAKE THIS HAPPEN?

### 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  
 Scottish Government  
 Community Broadband Scotland

## HOW WILL WE MEASURE SUCCESS BY 2023?

The number of renewable energy schemes and output.

The number of new business start-ups.

Percentage increase in broadband and mobile coverage.



## RURAL DEVELOPMENT OUTCOME

### RD3

Population decline is being addressed by attracting and retaining more skilled working age and young people within the National Park.

## WHY IS THIS OUTCOME 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 are more fragile than others - in terms of their seasonal economy, limited access to public services and employment opportunities.

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 that the Park can support more opportunities for younger people and those of working age, to remain and move into the National Park. Currently it appears there is a rural 'gap' in some national skills and employment programmes, and there is opportunity for more focused collective efforts to address this.

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 National Park, as a place to live, makes it one of the most expensive areas in Scotland to purchase a home due to high demand for commuting, retirement and second/or holiday homes.

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

It is important that we work with partners to attract and retaining more skilled working age and young people within the National Park to address the population decline and ensure we can continue to grow and improve the economy of the National Park.



## Skills Partnership

The Skills Partnership is a recent example of a successful project that provided access to training and employment for young people living in and around the National Park.

Funded by the Park Authority and LEADER, and delivered by The Community Partnership in Loch Lomond & The Trossachs National Park Area, it focused on hospitality, tourism, land based and local food production sectors, and its outcomes included 12.8 jobs and 26 modern apprenticeships.

## PRIORITIES FOR ACTION:



### RURAL DEVELOPMENT PRIORITY 11

Identification of skills gaps, provision of training and skills development support.

### RURAL DEVELOPMENT PRIORITY 12

Linking education providers (secondary and further) with local businesses and employers.

### RURAL DEVELOPMENT PRIORITY 13

Supporting and delivering National Park Authority requirements under the Developing Young Workforce agenda.



### RURAL DEVELOPMENT PRIORITY 14

Continued investment in affordable housing provision, identification of new delivery models and support to communities and landowners to provide affordable self-build and private rent options.

### RURAL DEVELOPMENT PRIORITY 15

Through Community Planning Partnerships supporting local service delivery and safeguarding rural facilities, including improving public transport links in and around the National Park.

## WHO CAN HELP MAKE THIS HAPPEN?

### Lead delivery partners:

Local Authorities

Scottish Government

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

Planning Aid Scotland (PAS)

Landowners

Community Planning Partnerships

## HOW WILL WE MEASURE SUCCESS BY 2023?

Number of new training schemes and/or young people supported to acquire new skills and/or access employment.

Number of new homes built and percentage of affordable homes.

Changes to service provision and local facilities (new/ loss of).

## RURAL DEVELOPMENT OUTCOME

### RD4

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

## WHY IS THIS OUTCOME 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 processes, is vital to achieving improved quality of life and place. 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. So they are very well placed to benefit from these emerging new rights with some of the new opportunities, including community ownership of buildings and land with potential for social enterprises and income generation.

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

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 to ensure 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.



Funded by the National Park Authority and supported by The Community Partnership in Loch Lomond & The Trossachs National Park Area, communities within the Park continue to lead their own local community action planning in order to identify how to make their community more successful and sustainable.

Community Action Plans produced and owned by communities identify the physical, social and environmental actions needed to improve quality of life and create better places. These are used as a tool by communities to fundraise, lobby and secure funding for project activity.

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.



## PRIORITIES FOR ACTION:

### RURAL DEVELOPMENT PRIORITY 16

Maintaining good organisational capacity (governance, training, support, mentoring, volunteering and networking within and between communities) to enable communities to realise opportunities arising from land reform and community empowerment agendas, as well as potential changes that may arise from the review of the Scottish Planning System.

### RURAL DEVELOPMENT PRIORITY 17

Establishing a co-ordinated approach to community planning – including Local Action Planning - and support to communities to be involved in decisions affecting local service delivery.

### RURAL DEVELOPMENT PRIORITY 18

Supporting communities to develop and lead on project delivery, village enhancements and to own and manage assets (including income generation and social enterprise opportunities).



### RURAL DEVELOPMENT PRIORITY 19

Supporting delivery of the Callander Landscape Partnership.

## WHO CAN HELP MAKE THIS HAPPEN?

### 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

## HOW WILL WE MEASURE SUCCESS BY 2023?

The number of active Community Development Trusts and Community Councils in the Park.

The number of completed community-led projects.

The number of community led social enterprise schemes and communities owning assets.

# CONSULTATION QUESTIONS?

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The consultation on our draft  
National Park Partnership Plan 2018 - 2023  
runs from 10 April to 5pm on 3 July 2017



You can respond to the consultation online at:  
[www.lochlomond-trossachs.org/consultations](http://www.lochlomond-trossachs.org/consultations)



Or you can respond in writing to:  
NPPP Public Consultation  
Loch Lomond & The Trossachs National Park  
Carrochan, Carrochan Road, Balloch G83 8EG

## CONSERVATION



- Do you agree with the overarching Conservation vision?
- Do you agree with the 4 Conservation outcomes?
- Do you agree with the 11 Conservation priorities?
- Do you have any specific comments on the priorities or outcomes?
- Are there areas that you think are important and that are not covered by the priorities?
- Is your organisation willing to sign up to the delivery of the priorities and, if so, what/how does your organisation intend to contribute?
- Are there other organisations that you think should be included as delivery partners?

## VISITOR EXPERIENCE



- Do you agree with the overarching Visitor Experience vision?
- Do you agree with the 5 Visitor Experience outcomes?
- Do you agree with the 20 Visitor Experience priorities?
- Do you have any specific comments on the priorities or outcomes?
- Are there areas that you think are important and that are not covered by the priorities?
- Is your organisation willing to sign up to the delivery of the priorities and, if so, what/how does your organisation intend to contribute?
- Are there other organisations that you think should be included as delivery partners?

## RURAL DEVELOPMENT



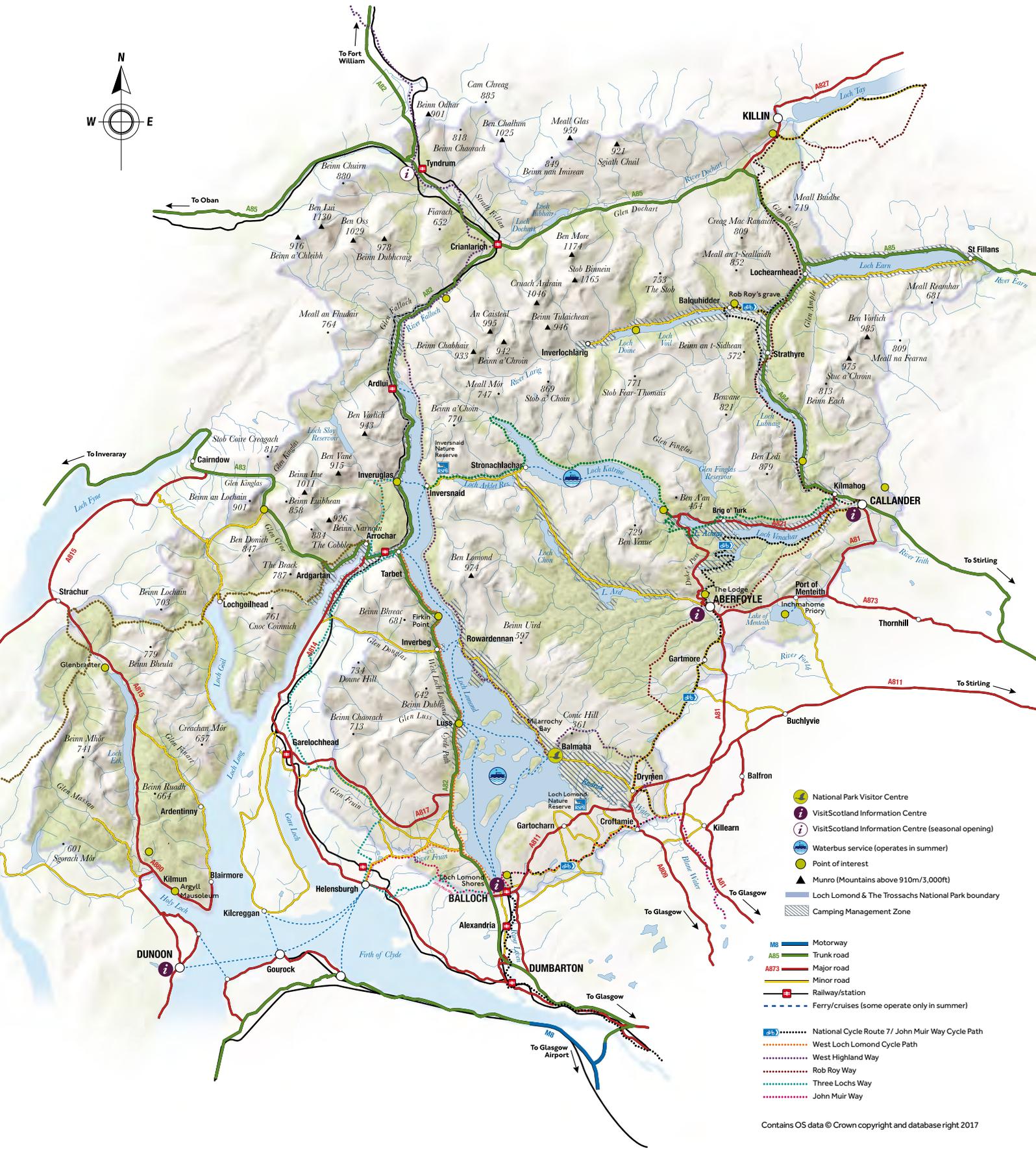
- Do you agree with the overarching Rural Development vision?
- Do you agree with the 4 Rural Development outcomes?
- Do you agree with the 19 Rural Development priorities?
- Do you have any specific comments on the priorities or outcomes?
- Are there areas that you think are important and that are not covered by the priorities?
- Is your organisation willing to sign up to the delivery of the priorities and, if so, what/how does your organisation intend to contribute?
- Are there other organisations that you think should be included as delivery partners?

# 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
<b>Ecosystems/ecosystems services</b>	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.
<b>Wild Land</b>	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.
<b>Natural capital</b>	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.
<b>Conservation management</b>	Management aimed at protecting and enhancing natural and semi-natural ecosystems, including key habitats and species.
<b>Placemaking Priority</b>	An area highlighted where there is a particular focus on improving the overall public space through design.
<b>Adaptation and mitigation of climate change effects</b>	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.
<b>Integrated land management</b>	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.
<b>Natural flood management techniques</b>	Techniques designed to use natural landscape and floodwater processes, rather than hard engineering to reduce the impacts of flooding.
<b>Landscape scale management</b>	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.
<b>Species isolation</b>	Events such as habitat fragmentation or disappearance leading to species being unable to maintain sustainable populations across landscapes.
<b>UN Aichi targets</b>	Targets within a 2010 international strategic plan for the conservation and enhancement of biodiversity.
<b>Adaptive ecosystem restoration</b>	Management designed to restore degraded ecosystems which includes monitoring in order to learn and influence subsequent management.
<b>Designed Landscapes</b>	An area of land which has been modified by people for primarily aesthetic effect
<b>Ecosystem restoration</b>	The process of assisting the recovery of an ecosystem that has been degraded, damaged or destroyed.
<b>Multiple benefits</b>	Producing a range of socio-economic and environmental benefits, such as health, recreation, livelihoods, wildlife.
<b>Habitat enhancement</b>	The process of improving natural habitats for wildlife or other benefits.
<b>Local Development Plan</b>	A document that guides development and investment in the National Park and used by the National Park Authority to determine planning applications.
<b>Rural Development Frameworks</b>	Supplementary guidance to the Local Development Plan which help guide future development in the countryside to help support and diversify the rural economy.

# MAP OF THE NATIONAL PARK



PÀIRC NÀISEANTA  
**LOCH**  
**LAOMAINN**  
IS NAN TRÒISICHEAN



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