

Loch Lomond & The Trossachs National Park and John Muir Trust

Impact Report

Celebrating over five years
of successful partnership working

2013 | 2019

LOCH
LOMOND
& THE TROSSACHS
NATIONAL PARK



JOHN
MUIR
TRUST

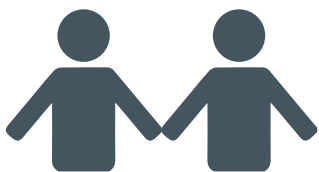
KEY PARTNERSHIP OUTCOMES

Since 2013

24%

INCLUSION

Around 1 in 4 people who completed their John Muir Award were experiencing some form of disadvantage



9,257 AWARDS

including Discovery, Explorer, Conserver and Family Awards



130

PARTNER ORGANISATIONS

including schools, outdoor centres, youth & community groups, employability organisations and families



19

TRAINING OPPORTUNITIES

engaging 298 professionals and volunteers within and surrounding the National Park



4

SHARING EVENTS

engaging 71 participants and hosted by Loch Lomond & The Trossachs National Park and the John Muir Trust



10

CASE STUDIES AND STORIES

from schools, outdoor education centres, youth groups, families, staff teams, individuals and volunteers
John Muir Award In Action



2

CONSERVE AUDITS

summarising how the John Muir Award is helping to care for Loch Lomond & The Trossachs

Conserve Audit 2015
Conserve Audit 2014 - 15



7

NATIONAL PARK STAFF TEAM AWARDS

John Muir Award for staff development
Staff Award Record eBook
Staff Award Case Study



2

FOCUSED COURSES

'Dark Skies in National Parks' stargazing event and a Literacy & Nature workshop

Dark skies blog
The Lost Words



JOHN MUIR TRUST SUPPORTING THE NATIONAL PARK PARTNERSHIP PLAN

Introducing the Partnership

In 2013 a mutually beneficial partnership was formed to manage John Muir Award activity in Loch Lomond & The Trossachs National Park. Its purpose was to promote environmental engagement and outdoor learning in and around the National Park.

The partnership supports one day per week dedicated staff time and helps deliver [National Park Partnership Plan 2018 - 2023](#) outcomes across visitor experience, conservation & land management, and rural development.

Conservation & Land Management



John Muir Award participants are helping to care for Scotland's wild places meeting National Park conservation outcomes and contributing towards [Scotland's 2020 Biodiversity Action Challenge](#).

The John Muir Award encourages people to enjoy, connect with and care for nature, heritage and landscapes. Its simple structure supports multiple benefits for all – curriculum, adventure, health & wellbeing, skills and personal development. It allows people to engage with complex and challenging agendas such as climate change.

- Conserve audit¹ results show that in two years approximately 6000 John Muir Award participants contributed an average of 6 hours per person towards caring for wild places within Scotland's National Parks.
- These biodiversity and conservation activities included contributing to three of the five Wild Challenges in WildPark2020², (Red Squirrels, Invasive non-native Species and Our Woodland Habitat).

"I've long felt a strong sense of place in relation to this beautiful area with its uniqueness, familiarity, ability to surprise and lead you in. Part of what makes it special for me is the scale. I've been there often yet had to ask myself how much time I'd spent looking, listening and enjoying the detail. The answer - not enough!"

Maggie McCallum
Award Recipient



© Ardroy OEC

Case Study - Ardroy OEC

"It's fantastic that Ardroy Outdoor Education Centre has got so many young people engaged with biodiversity and invasive species removal through the John Muir Award. It's had a really positive impact for wildlife in the area, and helps achieve some key actions in our National Park Biodiversity Action Plan – Wildpark 2020."

Linda Winskill
National Park Biodiversity Officer



© Louise Milne

Case Study - Volunteer Experience



In just one year alone, John Muir Award groups removed 364m² of invasive Rhododendron from Loch Lomond & The Trossachs National Park.

"It was amazing fun and it felt great to help save our native trees"

"I enjoyed my conservation work because it got me outdoors but for a reason"

[1] Conserve Audit - a monitoring exercise to identify the amount and type of activity carried out to meet the Conserve Challenge of the John Muir Award.

[2] Wild Park 2020 - Loch Lomond & The Trossachs National Park's biodiversity action plan

JOHN MUIR TRUST DELIVERING THE NATIONAL PARK PARTNERSHIP PLAN

Visitor Experience



The John Muir Award offers a flexible, practical and experienced based framework that encourages engagement with people from all backgrounds, including those experiencing disadvantage. Visiting John Muir Award groups can make use of the National Park's [Education Travel Grant](#), [Ranger Support](#) and [Education Resources](#), however, the majority of groups are self-funded and led.

Visitor Management

The flexible framework of the John Muir Award encourages active travel, sustainability, minimising impact, care, respect and responsibility ([Scottish Outdoor Access Code](#)), preventing and managing litter, reducing visitor pressure and backing national campaigns such as the Great Global Nurdle Hunt.

In 2014, 8 young people from across Europe worked towards a Discovery John Muir Award through a National Trust for Scotland week-long Trailblazer camp at Ben Lomond where they worked on path maintenance and enhancement. Watch and listen to the students reflections [here](#).



© ExhibitScotland

John Muir Award participants from Scout Adventures, Lochgoilhead took part in a beach clean and litter survey at Carrick beach. Award groups strengthen efforts to prevent and manage litter in line with the number one priority from the park's [5 Year Plan](#).



© Scout Adventures, Lochgoilhead

Engagement and Learning

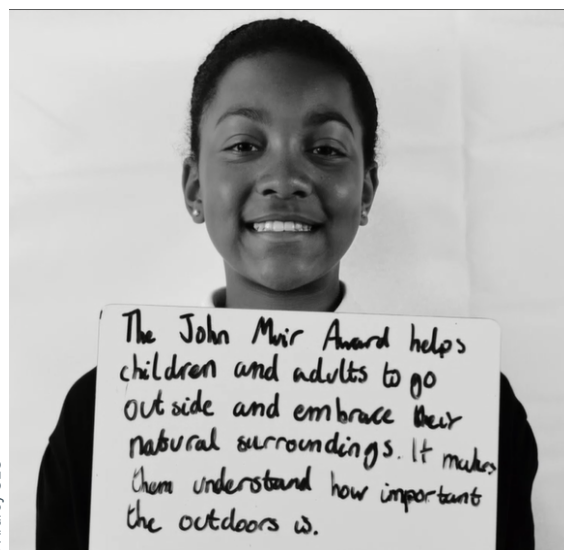
In the 2017-18 academic year, the John Muir Award contributed to learning with over 100 school, youth and family groups using the National Park to meet curriculum, community learning and youth work outcomes. The John Muir Trust have engaged 86 teachers through training events in the National Park over the past five years. The Award has helped teachers promote and meet Professional Standards, providing a pathway for gaining Professional Recognition through the National Park's [Teaching in Nature Programme](#).

Ardfern Case Study

Bonhill Primary Case Study

"We want pupils within and close to Loch Lomond & The Trossachs National Park to visit, to see what's here, and to enjoy it. It's important to give them a chance to find out for themselves what's special about the Park. Getting hands-on with nature is the best way to appreciate why it's important to respect and look after it."

Alison Cush
Education & Inclusion Adviser



© Ardroy OEC

Donibristle Primary John Muir Award Film

JOHN MUIR TRUST DELIVERING THE NATIONAL PARK PARTNERSHIP PLAN

Visitor Experience



Health and Learning

Participating in a John Muir Award encourages activity that promotes wellbeing - [Five Ways to Wellbeing](#).

The Award helps engage people where social circumstances may be a barrier to participation including mental health, addiction recovery, and family support programmes.

Glasgow Friends of Ben Lomond is a National Trust for Scotland volunteering group for men from Glasgow experiencing or recovering from mental health problems. The John Muir Award offered an opportunity to engage more deeply with the environment at Ben Lomond, considering their impact upon it.

Glasgow Friends of Ben Lomond



87%

Parents and children at 3D Drumchapel said that doing their John Muir Award made them feel happier or more positive!

Family Award Impact Report

Year of Young People 2018

As part of Year of Young People the John Muir Trust supported the National Park Youth Committee; 11 young people who live in or near to the National Park who are passionate about supporting the work of the National Park and sharing their ideas and enthusiasm.

Oscar, National Park Youth Committee member, shares his connections with the outdoors in the National Park. What this John Muir Trust film [here](#).



30 young people joined a #NatureJam event in Balloch supported by Loch Lomond & The Trossachs National Park and the John Muir Trust. The team removed a heap of invasive Himalayan Balsam, built a new path in Balloch and tested their hand at Japanese Printing (Hapa Zome) using leaves.

#NatureJam film

"Great day in Balloch Country Park for a Nature Jam. Great day doing some conservation, learning and doing some nature art."

- Participant Tweet

Rural Development



Sustainable Population

The John Muir Award provides a nationally recognised certificate for all who have met its criteria building confidence and improving self-esteem, recognising achievement, and providing real life tangible experiences, valuable for moving towards employment. This contributes to Developing the Young Workforce - Scotland's Youth Employment Strategy. The [Employability and John Muir Award](#) is an overview of how the Award is being used to help participants move towards employment.

Ceara, Kevin and Mathew

The Mountains & The People trainees, gained Conserver Awards as part of their Environmental Conservation traineeship. Their traineeship and Award delivered high quality, accredited, employment based training and skills for work.



"I was proud to secure my John Muir Conserver Award at a ceremony last night. Enjoyable experience for anyone working in and loving the great outdoors."

- Kevin Unitt, Conserver Award

DEDICATED & REFERENCED RESOURCES



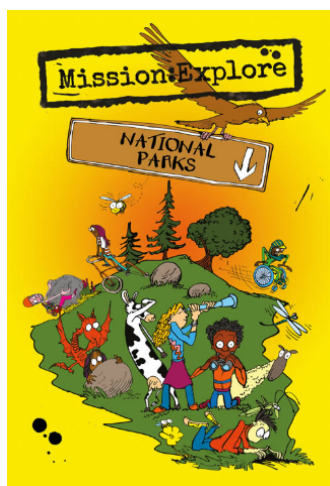
Branded John Muir Award certificates



Loch Lomond & The Trossachs National Park help fund the John Muir Award Record eBook



Branded John Muir Award Record Books



Mission: Explore National Parks



Dedicated John Muir Award webpages



National Park Resource Guide



10 case studies and stories



John Muir Way activity guide



Zeki Basan John Muir Way film with interview of Alison Cush, Loch Lomond & The Trossachs National Park

JOHN MUIR AWARD IN THE NATIONAL PARK

The purpose of the partnership is for the John Muir Award to become the principal environmental engagement and outdoor learning scheme promoted by Loch Lomond & The Trossachs National Park Authority because:

- it is a flexible, practical and experienced based learning scheme that can be used by a wide range of learners from inclusion groups³ to self-guided individuals
- it encourages outdoor activity and links participants to first-hand experience of wildness and the natural environment
- it increases people's understanding of the special qualities of Loch Lomond & The Trossachs and of John Muir (the Scottish born 'founder' of National Parks)
- it is a nationally recognised scheme that effectively assists with the delivery of the Curriculum for Excellence⁴

Looking Forward

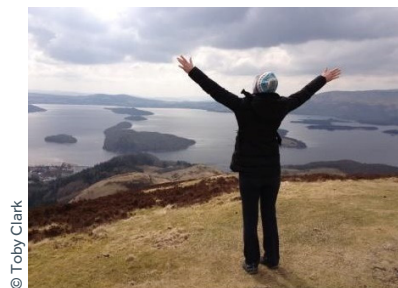
Between 2019 and 2020 we will continue to monitor John Muir Award activity within the National Park that helps mitigate and address the impacts of climate change.

We will better use the insights, interactions and experiences of young people to understand, and respond to their needs. Through exploring new digital solutions, collaborations and partnerships, we can develop further support and opportunities to meet these needs.

The John Muir Trust will continue to support the National Park in delivering outcomes around a number of different priorities from the National Park Partnership Plan 2018 - 2023⁵ from conservation & land management, visitor experience to rural development.

"It's fantastic to see the progress achieved through the partnership between Loch Lomond & The Trossachs National Park and The John Muir Trust since August 2013, and to see the benefits for both Award participants and for the environment in and around the National Park. We look forward to facilitating even more learning opportunities and experiences in the years to come."

Gordon Watson
Chief Executive Loch Lomond & The Trossachs
National Park



© Toby Clark

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[3] Find out about Inclusion, Wild Places and The John Muir Award

[4] Find out how the John Muir Award supports the Curriculum for Excellence

[5] Read the full National Park Partnership Plan

The John Muir Award is the main engagement initiative of the John Muir Trust. It's an environmental award scheme that encourages people of all backgrounds to connect with, enjoy and care for wild places. Find out more

www.johnmuirtrust.org

The National Park covers an area of outstanding landscapes, habitats and communities – and the National Park works to protect and enhance the area, and reduce the impact of visitor and recreational pressures. Find out more

www.lochlomond-trossachs.org

The John Muir Trust is a membership based conservation charity dedicated to the experience, protection and repair of wild places. Find out more at www.johnmuirtrust.org

