

Agenda Item 11 - Appendix 2 - JRVMP Visitor Management 2023 – Draft table of actions

Information and Engagement		
Action	Lead (Support)	Estimated date of delivery
<p>1. Communication Messages and channels</p> <p>1.1. NPA website hub, will provide a platform for our season communication, with links to Partners for more information.</p> <p>1.2. Social media channels such as Facebook, Twitter, and Instagram.</p> <p>1.3. Boots on the ground and physical media, with face-to-face interaction, and visitor related topic leaflets.</p> <p>1.4. NPA main campaign focus is Climate and Nature friendly visiting.</p> <p>1.5. NPA seasons visitor communication rolling topics are, water safety (including byelaws), car parking, litter, fires, animal worrying, and camping.</p> <p>1.6. Providing live updates on car parking through staff and volunteers at hot spots</p>	NPA (NSPRAG partners)	February – October
<p>2. Stakeholder engagement</p> <p>2.1. NPA lead NSPRAG meetings to have a joint partnership response to visitor pressures within the park during the visitor management season.</p> <p>2.2. Pre-season broadcast webinar by NSPRAG partners followed by regular monthly stakeholder update email providing key points throughout the visitor season.</p>	NPA	March – October

2.3. Visitor management groups; this year early season meetings will focus on West Loch Lomond with additional meetings in East Loch Lomond, Strathard & The Trossachs and Callander dependent on parallel place project meetings.		
3. Use of Data (CivTech and Monitoring + visitor numbers)	NPA / SC / P&K	On going
3.1. Continuation of the digital challenge, to help improve visitor experience before arrival within the National Park and during their visit.		
<b>Infrastructure and Services</b>		
Action Existing Project Delivery	Lead (Support)	Estimated date of delivery
1. Delivery of a Strategic Infrastructure Design Plan covering Callander and whole Park area at strategic level - Continued engagement with communities outlined in the Strategic Tourism Infrastructure Development plan.	NPA (various)	On going
2. East Loch Lomond (Rowardennan) - Commence detailed design work for a series of visitor infrastructure projects along East Loch Lomond, allowing development of detailed planning and funding applications.	NPA (FLS/SC/NTS and stakeholders)	On going
3. Conic Hill Project moves into next phase of works and remains on schedule.	NPA	On going
4. Bracklinn Bridge project has been delivered and will be reopened for the Visitor Management season, offering a key attraction within Callander.	NPA	Complete, pending drainage works.
5. The first phase of Trossachs connectivity project to help increase sustainable travel, there is an improvement project for Ben Venue car park to allow for any future shuttle bus service.	NPA (FLS)	On going

6. Luss Pier project are still in progress, The permanent CCTV provision that has direct link to DMMS will be completed this visitor management season. This is also in conjunction with STID project work on the West of Loch Lomond.	NPA	On going
7. Taret Aires project report for the pilot was developed in the visitor season of 2022 and will be considered for implementation in the 2023 visitor management season.	NPA	On going
<b>New Project Delivery</b>	<b>Lead (Support)</b>	<b>Estimated date of delivery</b>
8. The Falls of Falloch is an area that has been designated for improvement works.	NPA	On going
9. Progression of Glen Loin (Cobbler) car park project. Likely 24/25 delivery.	A&B	On going
10. Taret – Deliver phase 1 of a multiyear plan to reconfigure the Taret picnic site to better serve users (including better campervan and motorhome management), whilst also making greenspace improvements.	NPA	On going
11. NPA and partners seek to deliver at least one targeted seasonal shuttle bus service to prove viability of services	NPA (SC / A&B / wider stakerholders)	June – September
<b>Regulation and Enforcement</b>		
<b>Action</b>	<b>Lead (Support)</b>	<b>Estimated date of delivery</b>
1. Boots on the ground to help with the visitor management season will be National Park Ranger, Environmental Officers, weekend support staff, and National Park Volunteers. Forestry and Land Scotland Rangers, Stirling Rangers and enforcement officers, P&KC Rangers, A&BC Rangers.	NPA, PS, FLS, SC, A&BC, P&KC	March – October
2. NPPO (National Park Police Officer), At the end of the last visitor management season the National Park had a new Officer come into the post. This is a vital link with the National Park and the Police.	PS (NPA)	Ongoing

<p>3. Police Scotland: Op Ballaton will continue as an ongoing operation on the West side of Loch Lomond, along with the Partnership Against Rural Crime group. Also looking at key weekend deployments of resources through the season to help with visitor management.</p>	<p>PS (NPA)</p>	<p>March - October</p>
<p>4. Local Authority will be providing resources for the managing car related pressures within hot spots within the National Park. Also having Ranger Resources on the ground in different areas of the National Park to aid in Visitor management.</p>	<p>SC, P&amp;KC, A&amp;BC,</p>	<p>March - October</p>
<p>5. Better Places funded initiatives Park wide through Local Authorities, Communities and other stakeholders</p>	<p>Various (NS/NPA)</p>	<p>April - October</p>
<p>6. Partnership days of action targeted at hotspots</p>	<p>NPA/ PS (NSRAG partners and wider stakeholders)</p>	<p>Targeted dates</p>

DRAFT