



# Sustainable Travel Options Appraisal & Modal Shift Report

Loch Lomond and The Trossachs  
National Park Authority





## RECORD OF AMENDMENTS

This document has been issued and updated as follows:

Version	Description	Version No.	Approved By	Date
01	Draft	01	JP	17/03/2023
02	Final	02	JP/MH/AB	30/03/2023

# Executive Summary

In July 2022, Ansons Consulting was commissioned by the Loch Lomond and The Trossachs National Park Authority to produce an evidence-based report that provides an assessment and appraisal of the options available for improving sustainable transport coverage and patronage around the National Park area, for both visitors and local residents.

## The case for change

The recently released draft of the Loch Lomond and The Trossachs National Park Authority's National Park Partnership Plan<sup>1</sup> makes a powerful and eloquent case for change. In doing so, it acknowledges:

*The National Park is a unique place and a special landscape. Things are, and should be, done differently here to maximise the benefits that can be provided for nature, climate and people.*

It then gives voice to two very substantial challenges that have shaped the draft plan:

*Globally, we are facing twin crises of the climate emergency and nature loss. Both crises are happening here and now in the National Park, in fact many of the impacts are being felt even more deeply and obviously here, so it is not enough to simply do what we have always done.*

The draft Partnership Plan makes it clear the National Park Authority is – with its partners - determined to tackle these challenges head-on, through bold actions designed to bring about transformative change that will benefit both current and future generations. In taking this stance, the draft Plan notes:

*Tackling the nature and climate crises is not separate to supporting the rural economy and communities. In fact, working together to address these will provide a range of wider benefits, including more investment, business and employment opportunities, for everyone living and working in the National Park.*

The case for change made in the (draft) Partnership plan is a rallying cry for a step-change in actions to address the challenges and this has had a strong influence over the content of this report.

## Travel & transport

A review of key background information demonstrates there is a compelling case for transformative change around how visitors and residents travel to, from and within the National Park. Current travel patterns are dominated by private car journeys. Not only does this lead to a situation whereby a substantial proportion of the National Park's overall carbon footprint is generated by car movements; at peak times, it also causes chronic traffic and parking congestion, traffic hazards, maintenance issues, and delays that all serve to diminish the visitor experience, cause frustrations for residents and generate additional costs for businesses.

---

<sup>1</sup> Sourced on 28/03/23 from: <https://www.lochlomond-trossachs.org/wp-content/uploads/2023/03/5.-Agenda-Item-5-zAppendix-1-Draft-National-Park-Partnership-Plan-2024-29.pdf>

Alongside this, excess traffic volumes have a negative impact on the National Park's special landscape, with vehicles causing visual and audible intrusion, as well as physical damage to verges where parking occurs.

A key reason for this is that public transport provision within the National Park has not been set up to serve the Park as a whole; being more focussed on providing 'lifeline' and commuter services within the boundaries of different local authorities, rather than integrated services that meet the needs of Park residents and visitors alike. Additionally, public transport provision to and from the National Park is not well set up to provide high-quality, high-volume visitor-oriented transport choices.

Car park ownership and management within the Park is similarly disjointed, with some car park owners not charging for use at all and others charging a relatively modest usage rate. A key impact of this is to effectively minimise the cost of motoring, thereby making car travel more affordable and appealing, especially in a context where public transport options are often comparatively expensive.

## Transport Planning Objectives

Having given due consideration to the problems, opportunities, constraints and uncertainties outlined above, the consultancy team identified five core transport planning objectives (TPOs) that frame a set of desired outcomes that were identified. In drafting the TPOs, due consideration was given to the specific qualities and requirements associated with the National Park – specifically, the pillars of *conservation and land management*, *visitor experience* and *rural development* (from the National Park Plan 2018-2023) - and these were reflected in the TPOs.

The five TPOs are as follows:

- **TPO1:** Reduce the amount of carbon from travel to and from the Park and contribute to the Park's Net Zero target.
- **TPO2:** Reduce the adverse impacts of traffic and parking on the public's perception and enjoyment of the Park.
- **TPO3:** Increase the proportion of visitors travelling around and exploring the Park by walking, wheeling and cycling.
- **TPO4:** Increase proportion of visitors travelling within the Park by public and water transport.
- **TPO5:** Enhance access for all residents to employment, education, community services and health opportunities and amenities.

## Vision for Transport

From this we can describe a vision for transport for the National Park.

---

**By 2045, the National Park will be an exemplar of sustainable tourism and rural access and known as a welcoming and inclusive destination. At the forefront of efforts to realise this vision will be a ground-breaking, integrated, accessible mobility system that helps redefine people's expectations about how they travel to and around the Park and increase visitors' desire to undertake car-free activities in order to engage with the Park's special landscape and cultural qualities. It will offer excellent, affordable transport options and encourage healthy, low-carbon travel choices by people who live and work in and visit the National Park.**

**In so doing, this will enable the National Park to meet its transport decarbonisation ambitions, address problems created by the high levels of car-dependency of visitors, ensure that under-represented groups are able to access and enjoy the National Park, and ensure good access to services and amenities for residents, workers and businesses.**

---

## Strategic Options

Research carried out in relation to this commission led to consideration and appraisal of a number of potential options to deliver the vision for transport and the associated TPOs. In broad terms, the options considered were:

- Business-as-Usual
- Do-More
- Step-Change

### Business-as-Usual

The Business-as-Usual option is exactly what it says. It would involve measures to effect modal shift that are of a similar scale and nature to those which have been delivered in recent years and which are planned or under consideration at the moment.

### Do-More

The Do-More option can be viewed as a strategy option in its own right or, potentially, as the first stages of the Step-Change strategy. It seeks to put more emphasis on effecting modal switch towards more sustainable modes, with projects aimed at improving the quality of infrastructure and amenities at current hubs and gateways to encourage greater public transport use, seeking opportunities to do more with water transport, the management of car parking and the use of traffic management measures and projects to encourage active travel – walking and cycling.

These enhanced measures would require more funding than the Business-as-Usual option, although there could be some element of a re-direction and re-focusing of existing funding towards the proposed measures. Some of the public transport measures would be likely to require grant funding and/or on-going subsidy.

As is the case with the Business-as-Usual option, the Do-More option could be delivered without requiring changes to the current governance model. While this brings advantages in terms of

potential deliverability, this inevitably puts a ceiling on the level of ambition/ change that can happen.

### Step-Change

The Step-Change option is based around several themes that would deliver a Sustainable Transport Strategy, that in turn supports a broader Sustainable Tourism approach. It incorporates, enhanced public transport services, investment in major gateways and hubs and in active travel and the management of parking and traffic to support the above.

This option would require new governance arrangements in order to deliver a consistent approach to parking management, public transport provision and visitor communications etc and new financial arrangements to enable the scale of investment required.

### Preferred option

Following an options-appraisal process, our recommended option is the Step-Change. It is the only one of the three that can make positive contributions towards the delivery of the vision and all of the strategy objectives and make a potentially major contribution towards increasing the proportion of people travelling within the Park by sustainable modes. Continuing with a Business-as-Usual approach is not an option. It will fail to address the climate emergency and generally make little or no impact on other ambitions for the Park. The Do-More option could make a modest impact but in the absence of significant governance change is likely to be at the whim of stop-start grant funding. It is perhaps better thought of as being the early stages of the Step-Change option.

### Recommended approach

Our recommended strategy consists of the following core elements:

1. Gateways and hubs;
2. Public transport;
3. Active travel;
4. Parking & traffic management;
5. Visitor communications and promotion (including integrated ticketing).

### Gateways & Hubs

Gateways are locations where people feel like they have arrived at the edge of the destination area. These gateways are served by direct, high quality public transport from key external locations. Visitors arriving by private transport have the opportunity to shift onto other modes for forward transit. They provide:

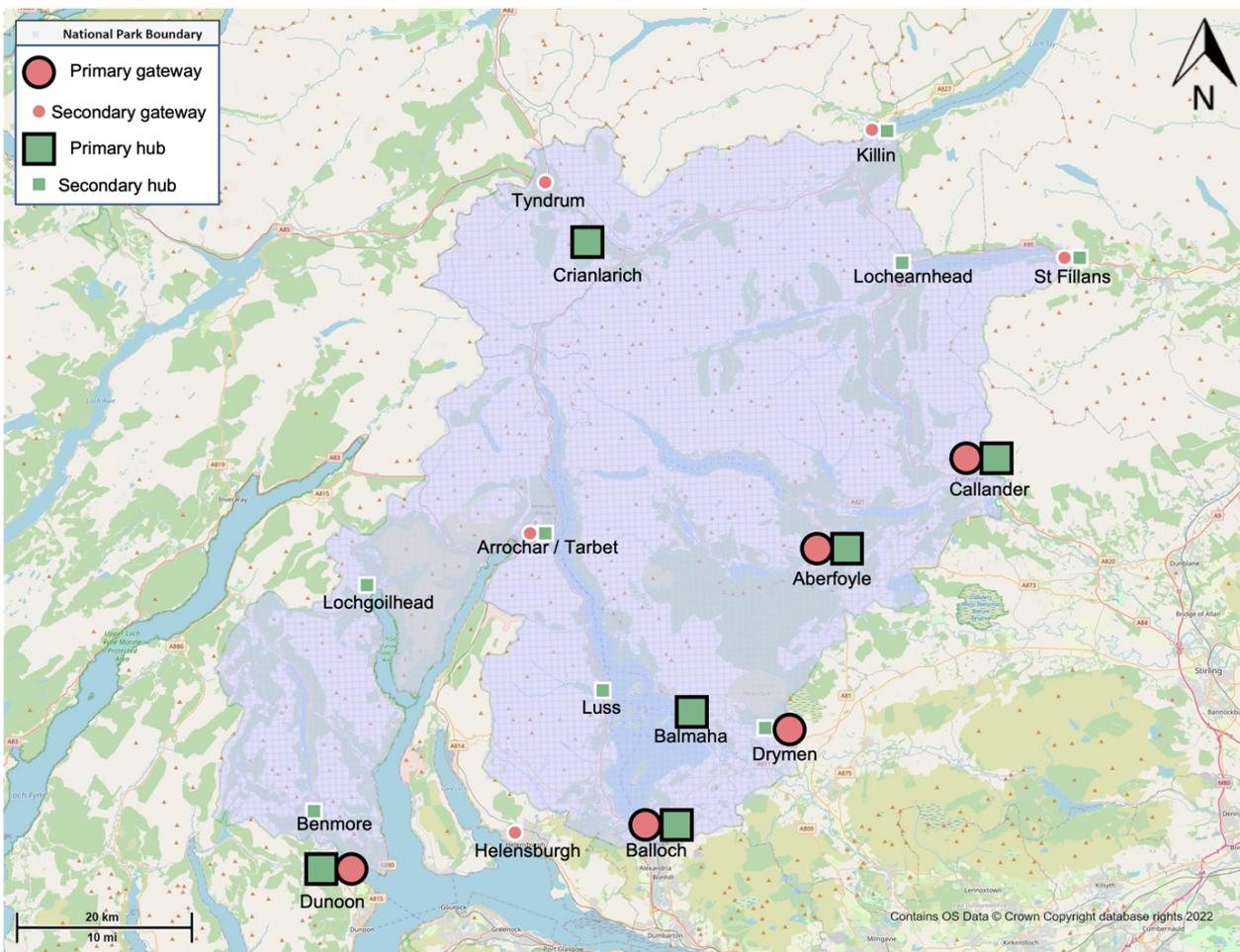
- Excellent onwards transit to visitor hubs;
- Seamless interchange between modes;
- Amenities such as cafés and toilets;
- Orientation information, tourism information, advice on onward travel and good wi-fi connectivity;
- Visual branding of services and facilities.

Hubs are locations which are a focal point for visitor amenities and visitor activities. They are connected to gateways via good quality public transport. They have a range of visitor amenities including (subject to specific locale):

- General amenities such as shops, toilets, shelter;
- Tourism information and wi-fi connectivity;
- Hospitality;
- Accommodation;
- Recreation opportunities: starting point for walking, cycling and water-based activities, together with services such as equipment hire (bikes, water-based activities), and guiding/ baggage transfer services.

Figure 1 presents a map of proposed gateways and hubs.

Figure 1. Suggested locations of gateways and hubs.



## Public transport

In order to bring about significant mode shift from car to public transport, and to enable people without access to a car to visit the National Park, a good quality public transport network is required that:

- Offers convenience, in terms of serving appropriate destinations with a frequency and reliability that gives confidence to prospective users;
- Offers value for money by being comparable in price to using a car for a day trip;
- Adds value to the trip by, for example, reducing the strain of driving, offering a better opportunity to enjoy the landscape, or enabling certain types of trips such as catching the bus to the start or end of a linear walk.

Enhancing the public transport network requires:

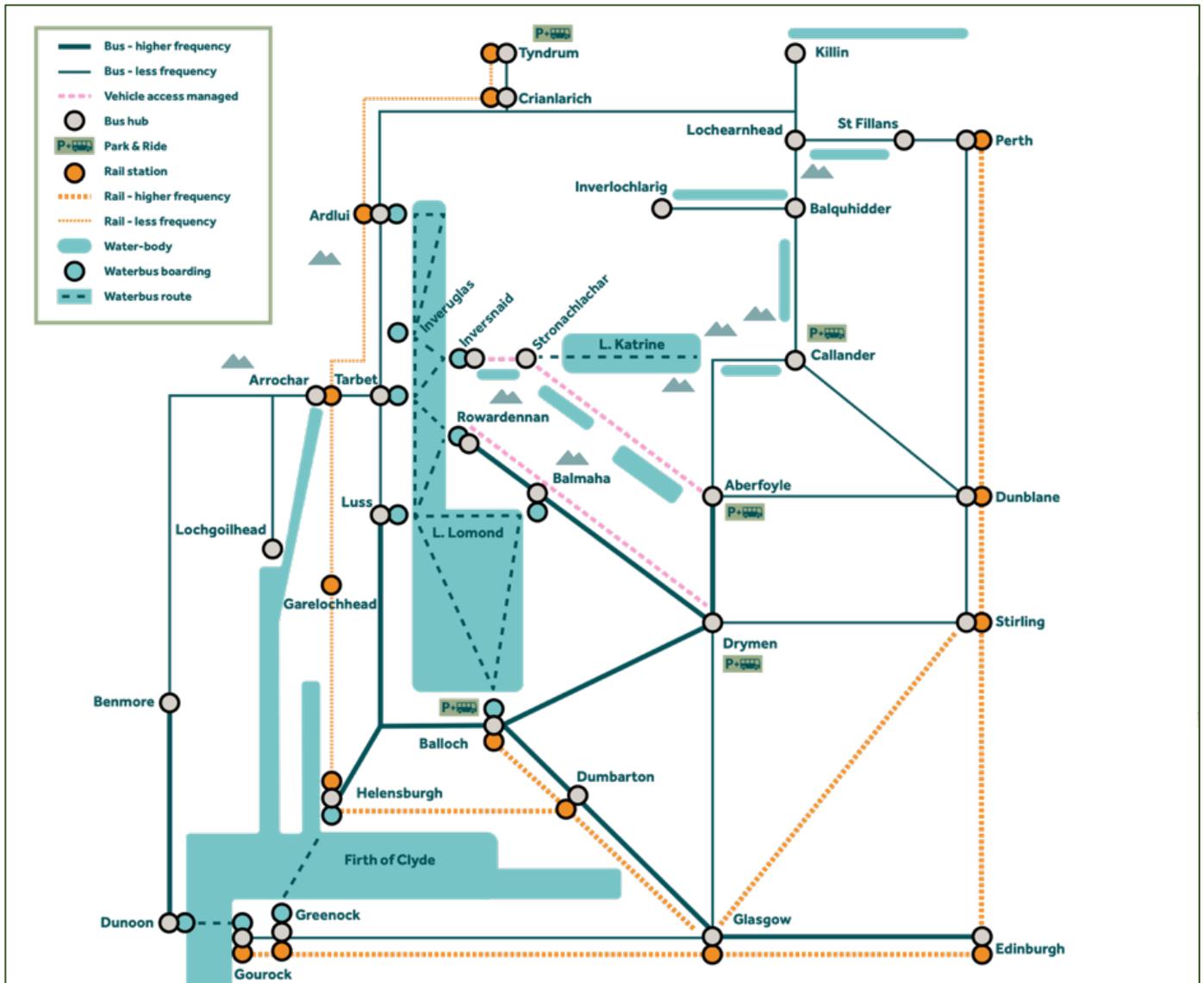
- Tight control of parking in order to make public transport more attractive compared to driving, and to reduce delays to bus services caused by traffic congestion);
- A new economic model whereby the costs and revenues of public transport are pooled with other costs and revenues in delivery the strategy).

A good public transport offer includes:

- Good access to the area via rail and bus services, with convenient interchange onto local services at key gateways;
- Good access around the Park, between gateways and hubs and popular destinations;
- Attractive fare products, for individuals and for families/ groups, that enables people to hop on and hop off buses, rail and water transport and encourages them to buy a ticket for the duration of their stay;
- Excellent information at all journey stages – planning a journey, at the bus stop and during the journey;
- Good quality waiting facilities and amenities at major interchange and boarding points;
- High quality vehicles, with attractive branding and comfortable interiors;
- Cycle carriage on buses, trains, water transport and taxi, to enable multi-modal trips.

Figure 2 presents an illustrative map of a future network of public transport links.

Figure 2. Illustrative map of future network of external and internal bus, rail and water links.



### Active Travel

The enhancement and promotion of active travel (walking and cycling), as well as water-based activities, is central to the long-term movement strategy for the Park. As well as encouraging and enabling people to explore the Park by low impact means, it further 'positions' the Park as a destination for walking, cycling and water-based activities. In the longer-term, this would support efforts to attract new non-car audiences, as well as to encourage car-borne visitors to minimise car use by participating in car-free activities.

Developing and promoting the active travel offer involves several elements, including:

- Infrastructure enhancements, including investment in new and existing long-distance walking and cycling routes;
- Further enhancement of mountain bike hubs in appropriate locations (e.g. Aberfoyle);

- Provision of and support for services, such as bike and e-bike hire at selected locations, and pick-up/ drop-off/ recovery services and baggage transfer services;
- Promotion of the active travel and active recreation offers.

## Parking & traffic management

Broadly, our recommended approach to parking management involves application of the following principles:

- Generally look to reduce the amount of car parking over time. In particular, parking in 'inner destinations' should be progressively reduced, with visitors encouraged to park at gateways. In some cases, but not all, there may be justification for increasing the amount of visitor parking at gateways, but the overall parking levels should be reducing.
- Verge parking in sensitive landscapes, or where it causes traffic congestion or safety concerns should be progressively removed. Uncontrolled visitor parking in settlements should be reduced. Visitors should be encouraged to use appropriate designated off-street car parks through a combination of restrictions and good information.
- Charges for parking should reflect its costs (in terms of parking management, landscape impact and congestion impact), as well as to act as a demand management tool and to provide support for ongoing investment in sustainable transport services.
- There should be a consistent approach across parking providers (in terms of management, tariffs, information and enforcement), with the National Park, Local Authorities, other public sector organisations such as Forestry and Land Scotland, and, if possible, private operators of public car parking operating to the same broad regime. These bodies should be contributing a proportion of their parking surplus to delivery of the strategy.

## Visitor communications & promotion

Visitor communications has a critical role to play in addressing both the vision and its associated TPOs, both in terms of explaining the sustainable transport options available for visitors travelling to and around the area, but also in promoting the area as a sustainable tourism destination where sustainable transport options add to the visitor experience and car-free access to and within the Park becomes 'the norm'. In summary, associated activities are likely to include (but may not be limited to):

- **Strategic marketing** that communicates that travelling to and within the area by sustainable transport helps visitors to preserve and enhance the landscape, at the same time as providing better visitor experiences.
- **Developing & promoting visitor propositions**, including collection of visitor insights, which can inform the development of visitor propositions that target specific visitor markets, identifying products and channels for promoting sustainable, low impact activities.
- **Branding**, to create a clear visual identity for and greater coherence to associated activities.
- **Tactical information**, involving provision of relevant information to visitors and residents to give them confidence in using the new transport system.

## Delivery of preferred option

### Governance

In order to deliver the recommended strategy there is a need to develop new governance and finance arrangements, because:

- It requires co-ordination throughout the National Park area, across local authority boundaries and across different modes of transport;
- It requires a different approach to financing and investment for physical infrastructure, service provision and ongoing management;
- The ambition requires changes to the economic model in which services are delivered: whilst operating the enhanced services can realise additional revenues and capture more spend locally, the strategy will require pooling of costs and revenues across geographic boundaries and across different transport services, as well as securing new revenue streams.

Specific requirements of the strategy include:

- Operating a consistent parking regime across the National Park area, where the way in which car parks are managed, on-street parking is controlled, the scale of tariffs and the way information is presented to visitors is co-ordinated across different car park providers;
- Operating an integrated and co-ordinated public transport network across the Park, including frequent bus services on some routes that cross local authority boundaries, incorporating water buses into the public transport offer, and integrating bus, water and rail timetables;
- Establishing and formalising a role for taxi services as part of the public transport offer;
- Integrating access and transport options into access pass products: multi-modal ticketing, including day, group and week products (and collaborating on revenue apportionment and reimbursement);
- Managing highways and traffic in ways that reflect the protected landscape priorities: highway and other transport infrastructure design; speed limits on rural roads that form part of cycling or walking routes; permanent or seasonal access control in capacity-constrained or sensitive locations;
- Providing co-ordinated visitor communications and visitor information to help visitors plan and execute their trips to all areas of the National Park.

### Finance

Alongside new governance arrangements, there is a need to develop a new economic and funding model to deliver the Strategy.

Operation of the full Strategy will require significantly higher ongoing investment, compared to today. As with many popular rural visitor destinations, there is a sufficient number of visitors to justify enhanced bus services and investment in sustainable transport services, but there is a need to pool revenues to pay for ongoing operation of the full strategy, as well as to secure new revenue sources.

Existing revenue sources that need to be secured for supporting Strategy operation include:

- Bus passenger revenue;

- Bus service support;
- Parking revenues:
  - Provision of additional net parking surplus from public sector car park providers;
  - Contribution from private car park providers towards the provision of enhanced transport services.

New revenue sources that could assist with Strategy operation include:

- Some form of visitor contributions, which could be:
  - A visitor giving scheme (such as where hospitality and accommodation providers add an additional optional charge to the bill (on an opt-out basis);
  - A visitor levy for visitors staying overnight in the National Park (or a share of a wider visitor levy enacted across wider local authority areas).
- Road user charging: either for all traffic entering the National Park (excluding residents / businesses) or for specific corridors with traffic or parking capacity issues.

## Summary & conclusions

There is a compelling case for changes to be made to how people travel to, from and around Loch Lomond and The Trossachs National Park. The current mobility system is no longer fit-for-purpose, particularly in the light of the climate emergency, but more generally, in relation to provision of transport services to both residents and visitors. In short, the current trajectory of car-dominated travel patterns is not sustainable and is at odds with key policy drivers at a national, regional and local level. It is clearly time to rethink and redesign how transport works in and for the National Park.

This context informed the development of a vision and set of Transport Planning Objectives that establish a direction of travel that can help to address the problems, opportunities, constraints and uncertainties associated with the current transport context. From this, it was possible to appraise three strategic options for the future, but it became clear that only the most ambitious of these could really deliver the scale and pace of change that is needed.

The recommended “Step-Change” approach – development and delivery of a comprehensive Sustainable Transport Strategy that supports and embeds sustainable tourism – is predicated on a need to reinvent how transport and travel are governed and funded in the National Park context to provide a transport network that is fit for the future.

The Sustainable Transport Strategy focuses on providing high quality public transport connections from major origins to key gateways to the Park. Here people will have access to bus and water-based public transport, as well as walking and cycling routes to take them to visitor hubs and other destinations. Attractive, low cost ticketing products will provide easy access to public transport, as well as discounts on taxi, car club, bike hire and visitor attractions. Visitor communications will promote the Park as a sustainable tourism destination as well as provide targeted campaigns to promote car-free access to the Park for specific target audiences. Car parking will be managed to control levels of traffic in sensitive areas and prevent inappropriate parking, whilst encouraging car drivers to park at dedicated facilities at gateways and hubs.

A Sustainable Transport Strategy will increase the number of people travelling to the Park by public transport as well as encourage and enable people to travel within the Park by active and sustainable modes of transport, including walking, cycling, bus and water. Not only will this alleviate the parking

and congestion pressures, but it will provide benefit to communities and businesses by providing access to enhanced transport services and by capturing more visitor spend in the local economy, all whilst protecting and celebrating the special landscape of Loch Lomond and The Trossachs National Park. It will also ensure that the Park is an accessible and inclusive destination.

# Table of Contents

<b>Executive Summary</b> .....	<b>iii</b>
<b>1 Introduction</b> .....	<b>2</b>
1.1 Background.....	2
1.2 Aim of this strategy.....	3
1.3 Methodology .....	3
1.4 Report structure .....	4
<b>2 Case for Change</b> .....	<b>5</b>
2.1 Introduction.....	5
2.2 National Park users .....	5
2.3 Travel patterns.....	10
2.4 Parking .....	18
2.5 Public transport.....	22
2.6 Community transport.....	25
2.7 Active recreation.....	25
2.8 Policy.....	26
2.9 Problems, opportunities, constraints and uncertainties.....	32
<b>3. Strategic options identification &amp; sifting</b> .....	<b>35</b>
3.1. Approach .....	35
3.2. Developing Transport Planning Objectives .....	35
3.3. Developing Options .....	41
3.4. Vision.....	42
3.5. Strategic Options to Deliver the Vision.....	42
3.6. Strategy Options: Screening Appraisal .....	50
3.7. Preferred option.....	51
<b>4. Recommended approach</b> .....	<b>53</b>
4.1. Introduction.....	53
4.2. Gateways and hubs .....	53
4.3. Public Transport.....	58
4.4. Active Travel.....	64
4.5. Parking and traffic management .....	67
4.6. Visitor Communications.....	76
4.7. Summary Appraisal of the Recommended Strategy .....	83
<b>5. Implementation</b> .....	<b>87</b>
5.1. Delivery: governance .....	87
5.2. Delivery: finance.....	92
5.3. Delivery: priorities and action plan.....	94
5.4. Monitoring, evaluation & insight .....	99
<b>6. Summary &amp; Conclusions</b> .....	<b>102</b>



# 1 Introduction

In July 2022, Ansons Consulting was commissioned by the Loch Lomond and The Trossachs National Park Authority to produce an evidence-based report that provides an assessment and appraisal of the options available for improving sustainable transport coverage and patronage around the National Park area, for both visitors and local residents.

This report was commissioned in response to an increasingly urgent need to understand and deliver alternatives to visitor car journeys to and within the National Park, due to systemic issues around visitor transport choices generating both traffic and parking congestion, as well as unsustainably high levels of greenhouse gas (GHG) emissions. Partly, this is due to the change in visitor travel habits since COVID-19, with increasing numbers of visitors to areas of natural beauty, often concentrating on a small number of areas, where these destinations do not match with the current public transport system which predominantly focusses on providing 'lifeline' and commuter services to residents. This work will also help the National Park Authority towards its goal of achieving Net Zero.

## 1.1 Background

The Loch Lomond and The Trossachs National Park was set up in July 2002 under the National Parks (Scotland) Act 2000. The Act specifies four aims for National Parks:

- 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; and
- to promote sustainable economic and social development of the area's communities.

These aims suggest that many of the relevant objectives for access and transport relating to the National Park – and how these are prioritised – are different to transport in other contexts.

However, delivery of transport objectives and priorities that are relevant to the National Park is not necessarily straightforward, with multiple transport authorities and operators having joint responsibility for decision-making about, funding of, and transport provision to and within, what is a large geographic area.

Some of the core transport-related challenges include:

- A dominance of car-based mobility for visitors to and residents of the National Park, making it difficult to support the Scottish Government's goals to deliver Net Zero by 2045 and a reduction of 20% of car kilometres by 2032.
- Transport-related inequalities relating to access to employment within the National Park, as well as to access to leisure activities and greenspace.
- Mounting pressure on existing car parks and a growing issue of informal parking (e.g. roadside).
- Poor public transport provision in certain areas within the National Park.
- A relatively piecemeal transport network that does not support multi-modal journeys or journeys involving services provided by different transport operators.

Loch Lomond and The Trossachs National Park Authority has been working on a number of fronts to develop a more robust, systemic approach to mobility and transport to and within the National Park, including:

- Behaviour Change Campaign focused on hearts and minds of visitors and positively promoting the individual and wider benefits of sustainable travel decisions.
- Digital National Park Journey Planning service which helps visitors find and book multi-modal low-carbon visits across the area.
- Working with communities to develop Place Plans and identify solutions to encourage local living, including consideration of sustainable transport initiatives, which will influence the strategic and policy content of the new Local Development Plan.
- Strategic Tourism Infrastructure Design Studies across focus areas.

## 1.2 Aim of this strategy

The aim of this strategy is to build on historic and current activities by influencing and directing future efforts towards a set of pragmatic interventions for the National Park which will help create a fit-for-purpose rural transport system that generates more positive social, environmental and economic outcomes.

However, simply considering current and future transport provision alone is unlikely to generate the scale and ambition of change the National Park is seeking. For this reason, this strategy takes account of the end-to-end traveller experience, for instance, by considering how residents and visitors become aware of the National Park's sustainable transport offer (e.g. via integrated destination marketing and excellent information provision). In addition, the strategy also responds to core challenges associated with disincentivising car use and how travel and transport within the National Park are governed and financed, as these elements are key to if and how National Park transport and communications can be transformed for the better.

This strategy has been informed by and responds to key facets of the national, regional and local context and it provides an assessment and appraisal of the options available for improving sustainable travel coverage and patronage around the National Park area for both visitors and local residents. Importantly, this includes reference to the role that car parks play across the area and considers how gateways into the National Park can support a more sustainable, integrated system for the future.

## 1.3 Methodology

Our method for delivering this commission drew on and was closely aligned with the project brief. Importantly, it was broadly framed around the core principles of Scottish Transport Appraisal Guidance (STAG). STAG represents best practice guidance for transport appraisals and follows a structure and methodology that is consistent with the UK Government's Green Book.

An approach informed by STAG principles helped us identify existing issues and long-term aspirations. It also provided a framework for considering a suitable overarching, longer-term approach to managing visitor and resident access and travel, as well as considering the relevance of specific solutions, including those identified by stakeholders.

In broad terms, our STAG process involved:

1. **Reviewing the Case for Change:** including analysis of problems and opportunities and transport planning objectives.
2. **Option Generation, Sifting & Development.**
3. **Options Appraisal:** including reference to STAG criteria and policy objectives; consideration of feasibility, affordability and public acceptability; and provision of a rationale for selection or rejection.
4. **Monitoring & Evaluation Plan:** including reference to an appropriate baseline and an effective way to monitor performance.

Specific tasks associated with delivering this project included:

- Conducting a desktop review of a selection of relevant policy and other documents, including available information about: the local, regional and national context; existing and potential future transport provision; the nature, volumes and timings of visitor trips; information sources for visitors; traffic flows and congestion 'hot-spots'; and existing car park provision.
- Delivering a programme of engagement, designed to; gather insights from stakeholders; inform them about our findings and suggested approach; help build consensus about and ownership of both the problems that are identified; as well as how best to address these problems.
- Producing this final report, which summarises the outputs of the tasks outlined above and describes a strategic approach to delivering a mode shift towards greater uptake of sustainable and active modes, both for travel to and within the National Park.

This Report is accompanied by a separate Background Report, which provides an overview of the findings gathered during the initial phases of the project.

## 1.4 Report structure

The remainder of this report is structured as follows:

- Section 2 summarises the case for change.
- Section 3 reviews three strategic options and identifies a preferred option.
- Section 4 details a preferred approach.
- Section 5 gives an overview of a recommended approach to implementation.
- Section 6 contains a summary and conclusions.

## 2 Case for Change

### 2.1 Introduction

This section summarises key background information used to inform the appraisal and strategy development in later sections. It contains relevant data on the National Park's residents and visitors; travel patterns, including traffic and commute flows and modes of transport; parking, with a focus on capacity and demand; public and community transport; active travel; and policy, including relevant national, regional and local level plans and strategies. The section concludes with the identification of problems, opportunities, constraints and uncertainties, in which key findings from the research informing the appraisal and modal shift strategy is subject to analysis.

The background information in this section was collected through a range of means. Desktop research included a review of relevant literature and the quantitative analysis of data sourced from online databases and partner organisations. A small number of interviews were also conducted to gather the views of diverse stakeholders, and three workshops were organised to sense check findings and collect feedback and opinions from partner organisations and other interested parties (more details on the workshops are available in the Background Report in Section 6).

### 2.2 National Park users

#### 2.2.1. Residents

The National Park area has a total population of nearly 15,000 people and a low population density of 0.08 persons per ha<sup>2,3</sup>. The population of the National Park is both ageing and declining due to factors including a lack of access to education and jobs and a shortage of affordable housing<sup>4</sup>. No areas within the National Park are considered to be areas of multiple deprivation, based on the Scottish Multiple Index of Deprivation (SIMD), with the exception of an area to the northwest of Balloch which falls within the top 20% of most deprived areas in Scotland. This said, areas of the National Park do experience rural disadvantage in terms of their seasonal economy, limited access to public services, public transport and employment opportunities.

#### Emissions

A carbon baseline assessment year of 2019<sup>5</sup> revealed a consumption-based GHG emissions total for residents of 217,433 tCO<sub>2</sub>e/year. Transport-related emissions accounted for 22% of these GHG emissions, comprised of:

- 15% generated by vehicle fuel (32,310 tCO<sub>2</sub>e/year);
- 4% generated by car manufacture and maintenance (7,791 tCO<sub>2</sub>e/year);
- 2% generated by trains, buses and other transport (4,947 tCO<sub>2</sub>e/year);
- 1% generated by ferry crossings and cruises (2,690 tCO<sub>2</sub>e/year).

<sup>2</sup> Office for National Statistics (2019). 'LSOA Population Estimates'. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/datasets/lowersuperoutputareamidyearpopulationestimatesnationalstatistics>

<sup>3</sup> Office for National Statistics (2019). 'ONS Postcode Directory February 2019'. Available at: <https://geoportal.statistics.gov.uk/datasets/ons-postcode-directory-february-2019-1/about>

<sup>4</sup> Loch Lomond and The Trossachs National Park Authority (2018). 'Loch Lomond and The Trossachs National Park Partnership Plan'. Available at: <https://www.lochlomond-trossachs.org/wp-content/uploads/2018/02/NPPP2018-23-web.pdf>

<sup>5</sup> Small World Consulting (2019). Loch Lomond and The Trossachs National Park Greenhouse Gas Emissions Assessment Report.

### 2.2.2. Visitors

#### Visitor numbers and types of stay

The National Park receives over 2.7m visitors per year (accounting for over 4 million visitor days<sup>6</sup>), comprised of 1.9m day visitors and 839,000 visitors staying in the Park, averaging over 7000 visitors per day<sup>7</sup>. 72% of visitors arrive by car, with an average one-way trip of 170 miles travelled (across all forms of transport)<sup>8</sup>.

Staying visitors average 3.1 nights. This means that in total there were 4.5m visitor days to the Loch Lomond and the Trossachs in 2019, with staying visitors accounting for 31% of total visitors, but 58% of total visitor days. Of visitors staying overnight in 2019, 35% of visitors stayed in serviced accommodation with 64% staying in non-serviced accommodation.

STEAM data from 2014-2019 shows that visitor numbers decreased by 7% between 2017-2019. However, over the same period spending increased by 6%. From 2014-2019 there was an overall growth of 7% in visitor days and 6% in visitor total, while visitor spend increased by 19% (see Table 1).

Table 1. Visitor days, visitor numbers and visitor spend, 2014-2019

Year	Visitor days (m)	Visitor numbers (m)	Employment	Spend (£M)
2014	4.198	2.564	6518	332.04
2015	4.406	2.707	6688	339.00
2016	4.423	2.774	6693	339.90
2017	4.583	2.924	6799	385.69
2018	4.566	2.782	6740	402.95
2019	4.523	2.726	6715	411.50
<b>Overall growth</b>	7%	6%	3%	19%

Source: STEAM 2014-2019

The monthly profile of visitors to the National Park shows a peak in August at 585,000 visitors, 13% of the annual total. The five months from May to September account for 57% of visitors and the seven months from April to October account for 74% of visitors (see Figure 3).

<sup>6</sup> Loch Lomond and the Trossachs National Park Authority (2023) 'Draft National Park Partnership Plan 2024-2029'. Available at: <https://www.lochlomond-trossachs.org/wp-content/uploads/2023/03/5.-Agenda-Item-5-zAppendix-1-Draft-National-Park-Partnership-Plan-2024-29.pdf>

<sup>7</sup> Loch Lomond and The Trossachs National Park Authority (2020) 'STEAM tourism economic impacts 2019 report'.

<sup>8</sup> These figures are based on STEAM data for 2019. Data for 2020 is viewed as irrelevant because of the effects of the COVID-19 pandemic and lockdown leading to visitor numbers being 61% lower than in 2019.

Figure 3. Visitor days by month, 2019



Source: STEAM 2014-2019

### Visitor economic impact

Staying visitors contributed £277.63m to the economy in 2019, with day visitors contributing £133.87m. It is estimated that the 4.5m visitor days to Loch Lomond and the Trossachs in 2019 had a cumulative spend of £411m, equating to £90.98 per visitor day. Visitors staying in non-serviced accommodation have the biggest overall spend. Those staying in serviced accommodation have the largest spend per visitor day (see Table 2).

Table 2. Economic impact of visitor stays, 2019

	Serviced	Non-serviced	SFR	All stay	Day	Total
<b>Economic impact</b>	£123.52	£153.13	£0.98	£277.63	£133.87	£411.50
<b>Direct employment</b>	1967	1591	10	3568	1387	4955
<b>Spend per visitor</b>	£221.36	£556.84	£164.00	£330.91	£70.94	£150.96
<b>Spend per visitor day</b>	£133.68	£90.88	£36.44	£105.32	£70.94	£90.98

Source: STEAM 2014-2019

STEAM data illustrates the economic impact of visitors with visitor spend across different sectors. Sectoral contributions show that in 2019 accommodation was the biggest spend (27%) followed by food and drink (17%) and then transport (14%) (see Table 3).

Table 3. Visitor economic impact by sector, 2019

Sectoral contributions	£M	%
Accommodation	142.23	27%
Food and Drink	88.56	17%
Recreation	32.05	6%
Shopping	36.12	7%
Transport	75.24	14%
Indirect	149.64	29%

Source: STEAM 2014-2019

### Visitor profile

A survey conducted by the National Park in 2019 and 2020 found that most adult visitors to the Park came from Scotland (61%), while 19% came from the rest of the UK and 20% from overseas. 61% of visitors fell into social grades ABC1, while 34% were in grade C2DE (5% preferred not to say)<sup>9,10</sup>. Adult visitors were distributed among age categories as follows: 22% were 18-34, 17% were 35-44, 20% were 45-54, 21% were 55-64 and 20% were over 65.

33% of survey respondents were first time visitors. The most popular activities among visitors were general sightseeing (78%) and eating out (60%). A significant preference for active travel was indicated by the 37% of respondents who engage in low-level walking, while nearly a quarter chose visiting attractions (Table 4).

Table 4. Most popular activities among National Park visitors (n=2,265)

Most popular activities	%
General sight seeing	78%
Eating out	60%
Taking photos	40%
Walking low level	37%
Shopping	24%
Visiting attractions	23%
Driving	16%
Wildlife watching	14%

Source: Loch Lomond and The Trossachs National Park Authority (2020)

<sup>9</sup> Social grade refers to the British National Readership Survey classification system. ABC1 refers to people falling into high managerial, administrative or professional (A), intermediate managerial, administrative or professional (B) or supervisory, clerical and junior managerial administrative or professional (C1) categories. C2DE refers people who fall into the categories of skilled manual workers (C2), Semi and unskilled manual workers (D) or state pensioners, casual or lowest grade workers, or unemployed with state benefits only (E). In addition to being used as a discriminator for media consumption, the grading system can also be used to analyse data related to purchasing power. IPSOS (2009). 'Social Grade: A classification tool'. Available at:

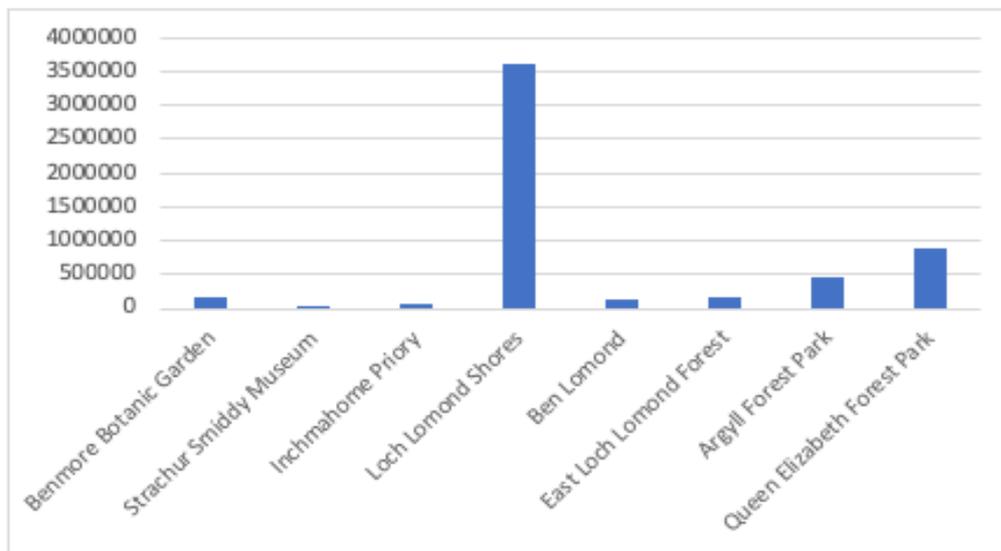
[https://www.ipsos.com/sites/default/files/publication/6800-03/MediaCT\\_thoughtpiece\\_Social\\_Grade\\_July09\\_V3\\_WEB.pdf](https://www.ipsos.com/sites/default/files/publication/6800-03/MediaCT_thoughtpiece_Social_Grade_July09_V3_WEB.pdf)

<sup>10</sup> The National Park Authority carried out a survey between May 2019 and March 2020. Information was collected by face-to-face interviews with visitors to Loch Lomond in 23 different locations. A total of 2,265 interviews were achieved, with 3% of these being residents. Fifty-four percent of respondents were female and 46% were male.

### Visitor attractions

Data on eight of the National Park’s key attractions reveals that Loch Lomond’s shores are a major draw<sup>11</sup>. Indeed, totals for the years between 2017 and 2019 amount to 3,609,631 visitors. This is followed by Queen Elizabeth Forest Park (896,915 visitors) and Argyll Forest Park (454,614) (see Figure 4).

Figure 4. Total visitors to Loch Lomond and The Trossachs National Park attractions, 2017-2019



Source: Moffat Centre (2020)

Comparisons with more recent data provides some insight into the impact of the pandemic on visitor levels. When total visitor numbers for each year between 2017 and 2021 are compared, three attractions (Argyll Forest Park, Ben Lomond and Queen Elizabeth Forest Park) are found to have experienced either steady visitor levels or slight increases between the pre- and post-pandemic periods<sup>12</sup>. The remaining attractions experience notable declines (Inchmahome Priory was closed in 2020 and 2021). Loch Lomond Shores experienced a significant decline from an annual average of 1,203,210 for the year 2017-2019 to 874,768 in 2021<sup>13</sup>. Anecdotally, there have been numerous reports indicating a substantial increase in upland visitation, including an increase in water-based recreational activities.

### Emissions

The above-mentioned 2019 GHG report found that visitors generated a total of 386,690 tCO<sub>2</sub>e/year. Of this, 24.8% (95,712 tCO<sub>2</sub>e/year) was generated by visitors while in the Park. Of the emissions generated by visitors while they are in the Park:

- 15% is generated from vehicle fuel (14,745 tCO<sub>2</sub>e/year)
- 4% is generated from car manufacture and maintenance (3,733 tCO<sub>2</sub>e/year)

<sup>11</sup> The eight key attractions in the Park: Argyll Forest Park, Ben Lomond, Benmore Botanic Garden, East Loch Lomond Forest, Inchmahome Priory, Loch Lomond Shores, Strachur Smiddy Museum and Queen Elizabeth Forest Park. Strachur Smiddy Museum is actually located a short distance outside the National Park boundary but is included in the attractions list, presumably due to its proximity.

<sup>12</sup> Argyll Forest Park is recorded as having had 151,538 visitors every year suggesting an error.

<sup>13</sup> The COVID-19 pandemic occurred from 2020 and may have been a cause of these reductions. The source dataset did not include figures for 2022 and so insight into how visitor numbers may have further recovered since the pandemic is not yet available.

- 2% is generated from trains, buses and other transport (1,890 tCO<sub>2</sub>e/year).

The remaining 290,978 tCO<sub>2</sub>e/year was emitted while travelling to and from the Park. Of this total:

- 35% is generated from vehicle fuel (101,687 tCO<sub>2</sub>e/year),
- 9% is generated from car manufacture and maintenance (25,745 tCO<sub>2</sub>e/year) and
- 5% is generated from trains, buses and other transport (14,876 tCO<sub>2</sub>e/year)<sup>14</sup>.

## 2.3. Travel patterns

This section summarises traffic flows, commute patterns and commuter and visitor modes of transport within the Park.

### 2.3.1. Traffic flows

#### Traffic counts

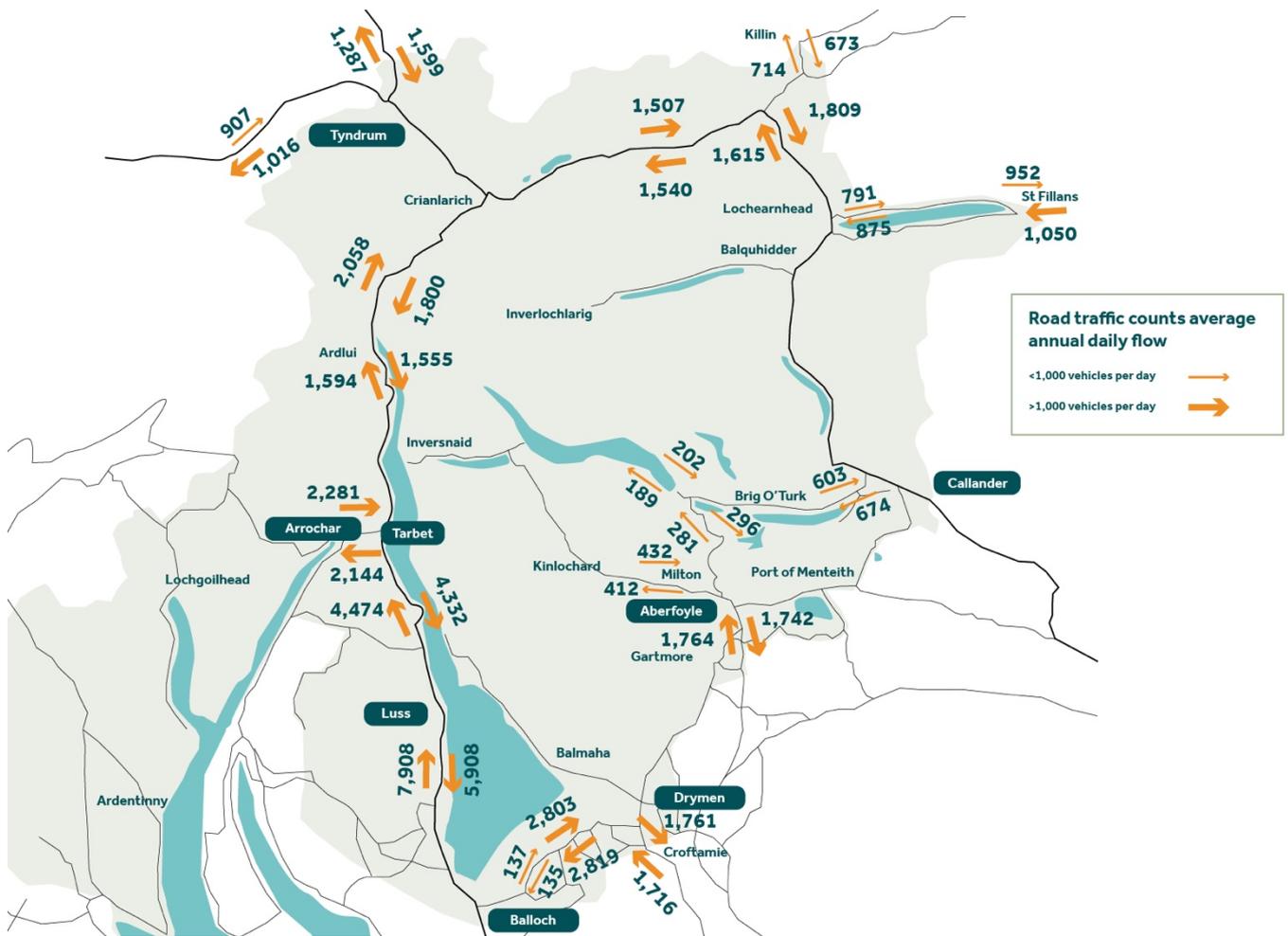
Traffic counts are highest on routes to the south and west of the Park (see Figure 5)<sup>15</sup>.

- Highest flows are found on the A82, with an average of over 7,000 vehicles a day travelling north to Luss and over 5,900 moving south from Luss. On the A82 between Luss and Tarbet, average daily flows are recorded at over 4,300 vehicles per day, while flows on the A82 north of Tarbet are somewhat lower, with an average of over 1,500 vehicles between Tarbet and Ardlui and over 2,000 between Ardlui and Crianlarich. Flows north on these stretches are marginally higher than southward flows.
- The A83 between Arrochar and Tarbet, sees over 2,100 vehicles per day on average, with flows going east to Tarbet slightly higher.
- The A8111 between Balloch and Drymen averages over 2,800 vehicles a day in each direction.
- Other routes with relatively high flows include the A85, which records over 1,000 vehicles moving in an easterly direction and 1,500 going westwards between Crianlarich and the junction with the A827, with an increase to over 1,800 between the A827 junction and Lochearnhead. The A81 to Aberfoyle averages over 1,700 vehicles a day in both directions, while the A809 to Drymen has daily averages of over 1,700 in both directions.

<sup>14</sup> Small World Consulting (2019). Loch Lomond and The Trossachs National Park Greenhouse Gas Emissions Assessment Report.

<sup>15</sup> Data taken from Transport Scotland (2022). 'Land use and transport integration in Scotland (LATIS) data'.

Figure 5. Road traffic counts in and around the National Park (average number of vehicles per day)

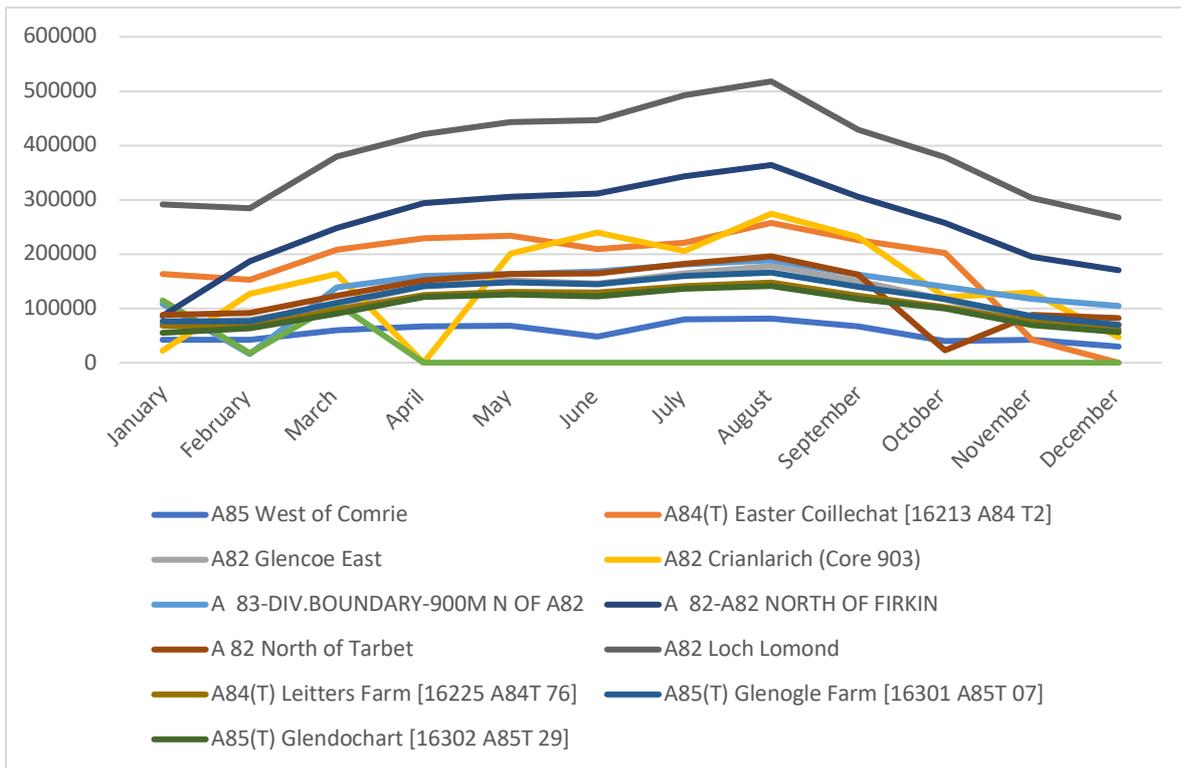


Source: Transport Scotland (2022). 'Land use and transport integration in Scotland (LATIS) data'

### Traffic flow variation

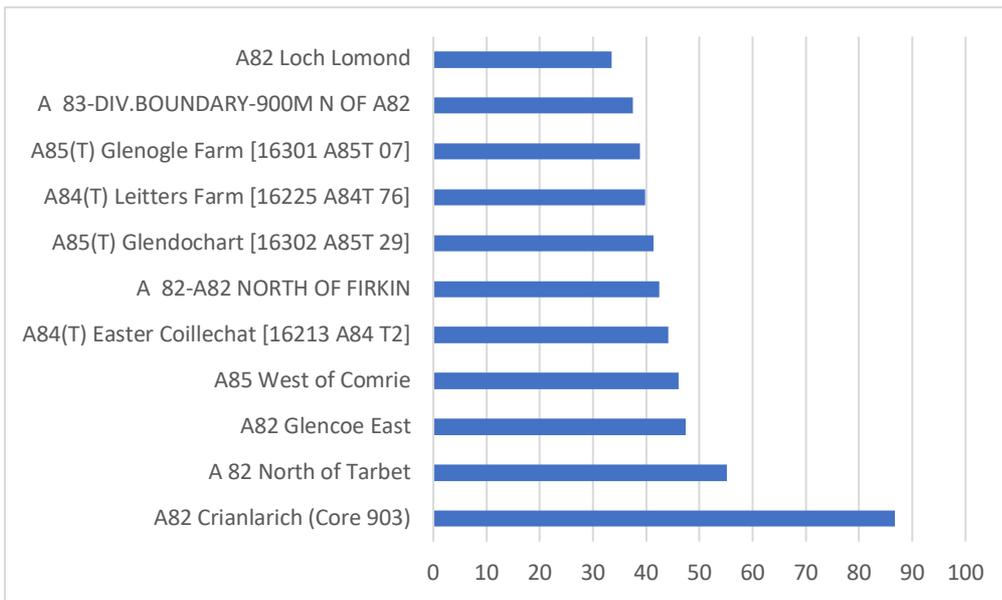
An analysis of seasonal variation reveals **significant increases in traffic flow in the National Park in the summer season** (Figure 6). Data was available for 11 locations and revealed flow increases of between 34% and 87% in August (see Figure 7). The greatest differences were found on the A82 at the following sites: A82 Crianlarich (Core 903) (north of Crianlarich), A82 North of Tarbet and A82 Glencoe East (north of Tyndrum).

Figure 6. Monthly traffic flows on roads in the National Park (2022)



Source: Transport Scotland National Traffic Data System (2022)

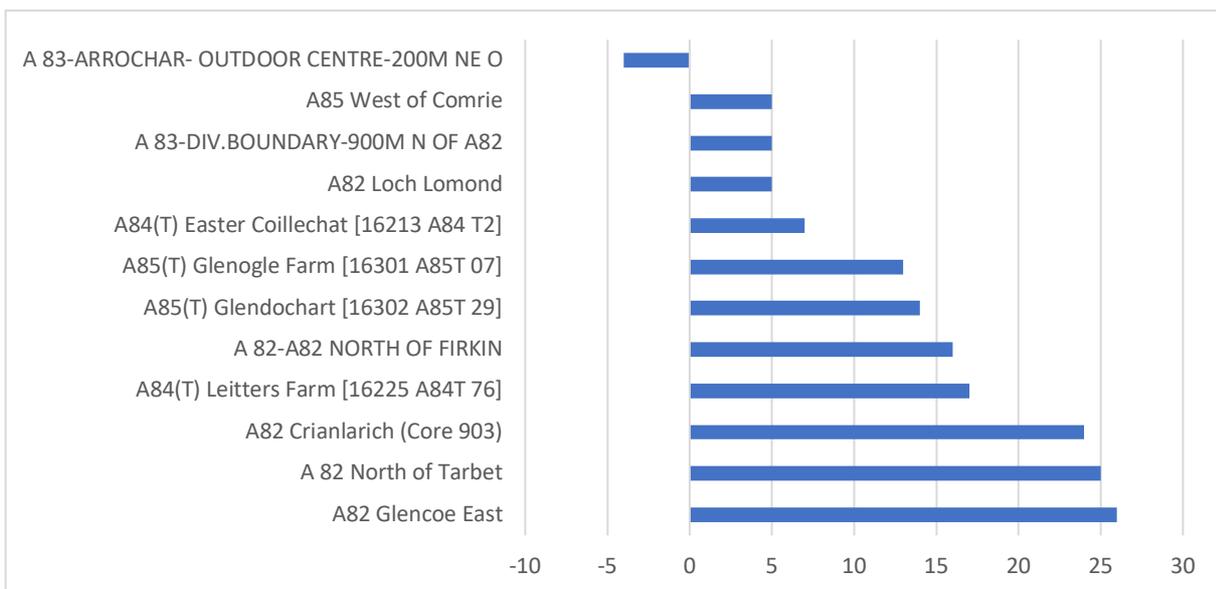
Figure 7. Percentage increase in traffic flow in August, compared to the average for all months in 2022 (all vehicles, both directions)



Source: Transport Scotland National Traffic Data System (2022)

Considerable variation in traffic flow is also observed between weekdays and weekends (Saturday and Sunday) at some of the eleven locations. Indeed, there is a greater range in variation found in the weekly patterns, with one site seeing a decrease in traffic flow and some others having only marginal increases. The greatest increases, however, are seen at the same three locations identified above: A82 North of Tarbet, A82 Crianlarich (Core 903) (north of Crianlarich) and A82 Glencoe East (north of Tyndrum). These sites experience **about 25% more traffic flow on weekend days** (see Figure 8).

Figure 8. Percentage change in average traffic flow between weekdays and weekend days (all vehicles, both directions), 2022



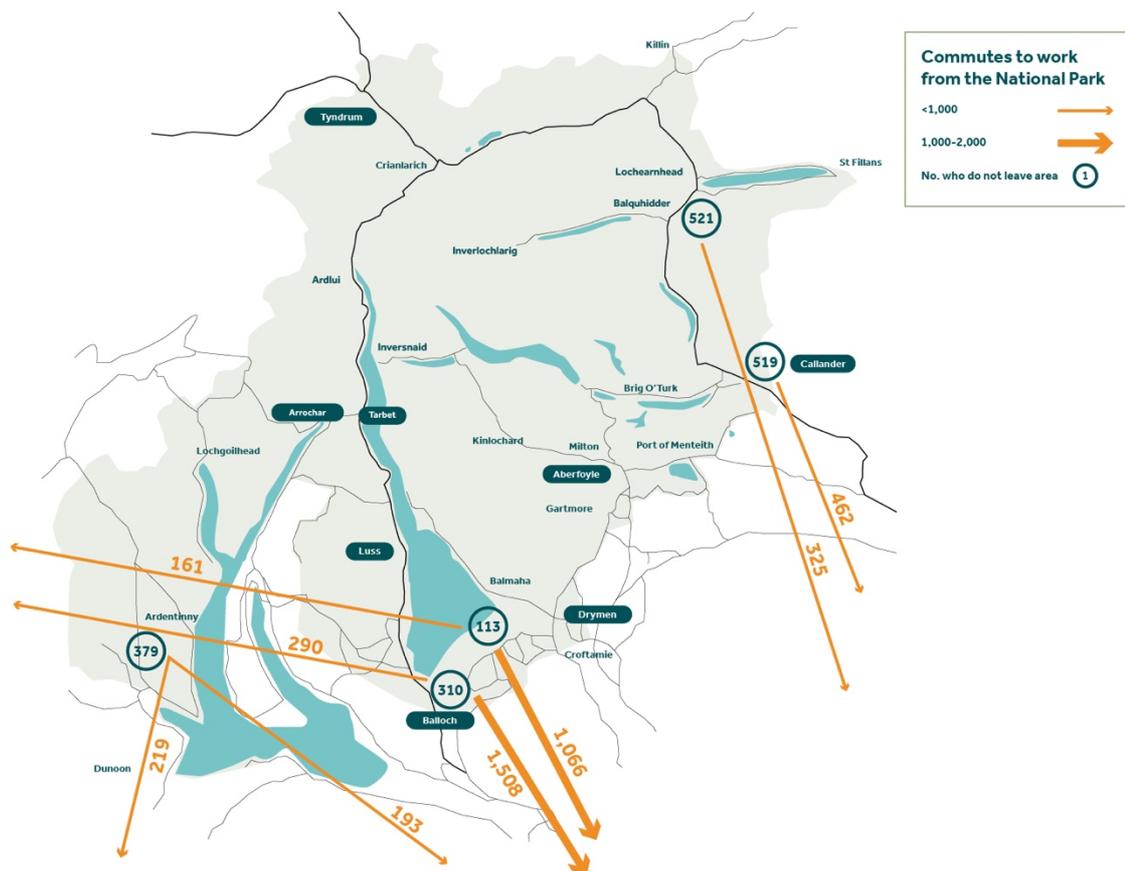
Source: Transport Scotland National Traffic Data System (2022)

### 2.3.2. Commute patterns

#### Commutes with origins in the National Park

Data on the destinations of commuters originating in the Park has been analysed, with origins divided into four geographic areas: Callander and Trossachs, Cowal North, Highland and Balloch (see Background Report, Section 5.1.4). With the exception of Balloch a significant proportion of commutes are to destinations within the same area, with those leaving to travel to other areas generally being drawn to larger population centres to the East (in and around Stirling) and South (the greater Glasgow area) of the Park. The North Cowal area is something of an outlier in this regard, as many commutes with destinations outside this area end in the South Cowal Peninsula. Figure 9 illustrates the main commuting flows from the National Park.

Figure 9. Main commute journey flows from the Loch Lomond and The Trossachs National Park (number of journeys per day)



Source: DataShine Scotland (2022). 'DataShine Scotland Commute'.

#### Commutes with destinations in the National Park

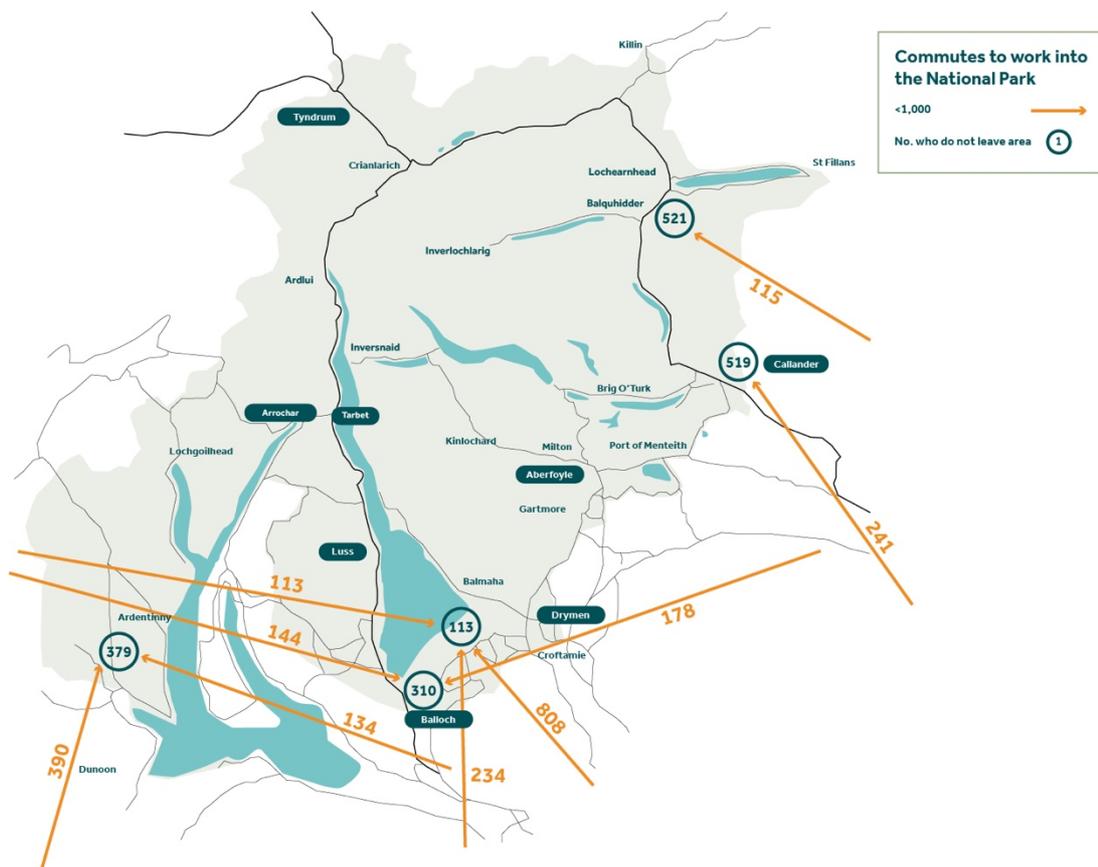
An analysis of commutes to destination in each of the same four areas was conducted. Sixty-four percent of commute journeys with destinations in Callander and Trossachs originated in this same area. Of those originating elsewhere, the majority of commutes began in the Stirling area or at other points to the south-east. A minority (43%) of commute journeys with destinations in Cowal North began in this same area. However, a significant percentage came from other points on the Cowal Peninsula. Seventy-five percent of commute journeys with a destination in the Highland area also

originated there, the highest proportion of any of the analysed areas. Of those originating elsewhere, the majority came from the south and south-east.

The majority of commute journeys ending in Balloch began in the surrounding area, Thirty-four percent of commutes to Balloch IZ17 began in Balloch, while 47% of commutes to Balloch IZ18 began in Balloch. The majority of the remaining commute journeys had origins in close surrounding settlements, with most highly represented including Alexandria, Bonhill and Dumbarton (see Background Report Section 5.1.4).

Figure 10 illustrates the broad flows of commute journeys with destinations inside the National Park and origins outside. It shows main commute flows from the south-east to the Highland and Callander and Trossachs area, flows from the south and east into Balloch and flows from the south of the Cowal Peninsula into the Cowal North.

Figure 10. Main commute journey flows to destinations in Loch Lomond and The Trossachs National Park (number of journeys per day)



Source: DataShine Scotland (2022). 'DataShine Scotland Commute'

### 2.3.3. Commuter modes of transport

The most popular mode of transport for commute journeys to work for both journeys in and out of the National Park was car, with the second most popular mode of transport being on foot<sup>16</sup> (see Table 5).

Table 5. Mode of transport used for commute journeys, by destination and origin

	Mode of transport	Destination % journeys	Origin % journeys
Callander and Trossachs	Train/ Metro	-	-
	Bus/coach	4%	1%
	Car (driving)	61%	69%
	Car (passenger)	3%	5%
	Bike	1%	1%
	On foot	30%	24%
Cowal North	Train/ Metro	-	-
	Bus/coach	7%	4%
	Car (driving)	64%	76%
	Car (passenger)	11%	6%
	Bike	1%	1%
	On foot	16%	14%
Highland	Train/ Metro	-	1%
	Bus/coach	-	1%
	Car (driving)	57%	67%
	Car (passenger)	4%	3%
	Bike	-	-
	On foot	40%	27%
Balloch IZ17	Train/ Metro	1%	10%
	Bus/coach	9%	7%
	Car (driving)	65%	66%
	Car (passenger)	7%	7%
	Bike	-	-
	On foot	19%	11%
Balloch IZ18	Train/ Metro	-	9%
	Bus/coach	5%	11%
	Car (driving)	68%	67%
	Car (passenger)	9%	7%
	Bike	-	1%
	On foot	17%	6%

Source: datashine.org.uk (2022). 'DataShine Scotland Commute'

#### Commutes with origins in the National Park

Cars are the predominant mode of transport for the commute journeys originated in the above-mentioned areas, generally accounting for between 70% and 80% of journeys in each case. On-foot travel was the next most popular choice, accounting for around a quarter of journeys in the

<sup>16</sup> DataShine Scotland (2022). 'DataShine Scotland Commute'. Available at: <https://scotlandcommute.datashine.org.uk/#mode=allflows&direction=both&area=undefined&zoom=11&lon=-3.4000&lat=55.9200>

Callander and Trossachs and Highland areas, 14% in Cowal North and 11% in Balloch IZ17. Going to work on foot was least popular among Balloch commuter, perhaps in line with the more geographically dispersed pattern of destinations found among this group.

**Levels of public transport use varied considerably, with Callander and Trossachs (1%), Cowal North (4%) and Highland (2%) using this mode least. In Balloch IZ17 and IZ18, 17% and 20% of commute journeys respectively were by bus, coach, train or metro.**

#### Commutes with destinations in the National Park

Cars were used in between 60% and 80% of commute journeys ending in the National Park. Levels of car use were highest in Cowal North (75%) and Balloch IZ18 (77%) and lowest in Highland (61%), where journeys on foot notably accounted for the remainder of the commutes. **On-foot commuting was also the most used alternative in Callander and Trossachs (30%), where it far outstripped use of public transport (4%).** Levels of public transport use for commutes ending in the Park were low, accounting for only 7% in Cowal North, 9% in Balloch IZ17 and 5% in Balloch IZ18. As previously mentioned, no public transport commutes to destinations in the Highland area were recorded.

#### 2.3.4. Visitor modes of transport

The most common mode of transport to Loch Lomond and the Trossachs identified in the aforementioned 2019-20 visitor survey was by car (79%). Four percent of visitors travelled to Loch Lomond using active travel, with 3% of those walking and 1% cycling. Seven percent of visitors surveyed travelled to Loch Lomond and the Trossachs using public transport, with a further 7% using a motorhome. Table 6 shows all modes of transport used to travel to the National Park.

Table 6. Modes of transport used to travel to the National Park

Transport to Loch Lomond and the Trossachs	%
Private car	71%
Hire car	8%
Private bus/ coach tour	7%
Motorhome/ campervan	4%
Train	3%
Public bus	3%
Walking	3%
Plane	3%
Motorbike	1%
Bicycle / mountain bike	1%
Ferry/ Loch Cruise/ Waterbus	1%
Other	1%

Source: Loch Lomond and The Trossachs National Park Authority (2020)

Mobility within the National Park was more active, with 25% walking and 4% using a canoe or kayak. Seventy-three percent of respondents used a car to travel within Loch Lomond and the Trossachs. Only 6% of respondents used a public bus, loch cruise or water boat, or train. Table 7 shows all modes of transport used within the Park.

Table 7. Modes of Transport used to travel within the National Park

Transport within Loch Lomond and the Trossachs area	%
Private car	64%
Walking	25%
Hired car	9%
Private bus, coach tour	6%
Motorhome/ campervan	3%
Public bus/ coach	3%
Bicycle/ mountain bike	2%
Ferry/ Loch cruise/ waterbus	2%
Train	1%
Motorbike	1%
Private boat	7%
Canoe/ Kayak	4%
Other	1%

Source: Loch Lomond and The Trossachs National Park Authority (2020)

When asked if they had travelled to the area using their preferred mode of transport, 95% respondents said that they had. Of those who would have preferred to travel by a different mode of travel, 40% would have travelled by train and 36% by car, while 32% would have preferred to walk.

## 2.4. Parking

The Shuttle Bus Pilot: Project Findings Report 2022 states that the East Loch Lomond, West Loch Lomond and Trossachs areas reach over 70% of car parking capacity during peak times. The parking situation has been further exacerbated by the COVID-19 pandemic, with the 'staycation' culture that has emerged and significant increases in the numbers of visitors travelling to areas of natural beauty and participating in outdoor recreation. This has increased parking pressure at hotspots, such as on loch shores where there is easy access to the water, and near the start of popular hill walks.

It is estimated that there are approximately 9,515 car parking spaces in the study area, not including smaller private car parking facilities such as hotels, public houses, small tourist attractions and restaurants. Five hundred and sixty-four of these spaces are in the fourteen National Park Authority controlled car parks, 376 are controlled by Forestry and Land Scotland, 838 spaces fall under Argyll and Bute Council, 1,385 under Stirling Council, 253 spaces are in West Dunbartonshire and Helensburgh and 138 are in Perth and Kinross Council controlled car parks and laybys, and 3,935 spaces are in authorised private car parks.

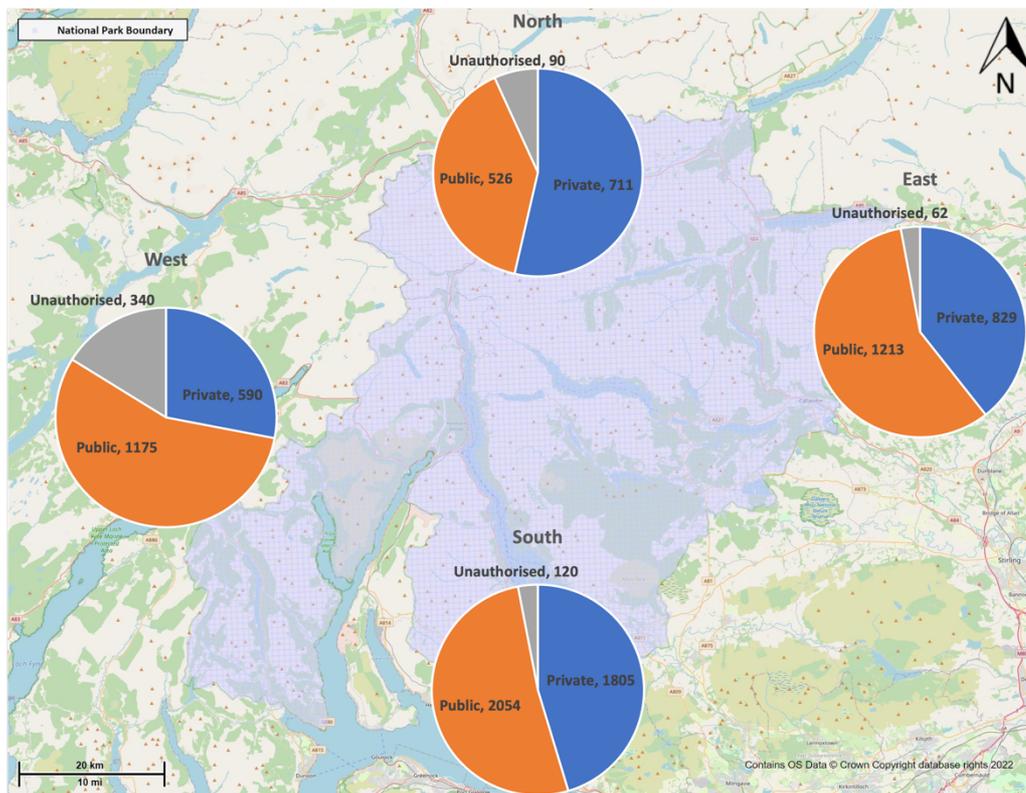
These figures do not include the various laybys and parking facilities in the National Park. A study of verge parking has led to an estimated 600 unauthorised parking spaces being identified in the Park. The main verge parking problem areas are found in the following locations:

- Inveruglas A82 Northbound (Sloy Hydro-Electric Power Station).
- Milarrochy Bay, Balmaha.

- C6 road Balmaha -Rowardennan.
- A83 Loch Long (North of Arrochar).
- Trossachs - Dukes Pass near Ben Venue Car park.
- Callander, South Loch Venachar.
- Callander, Callander Crags Car Park to Bracklinn Falls.
- Loch Lubnaig North Car park entrance.
- Inverlochlarig, North of Loch Doine.
- Lochearnhead, Loch Earn.
- Falls of Falloch.

A breakdown of the study area's 9,515 parking spaces according to broad category reveals that 52.2% (4,968 spaces) are public, 41.4% (3,935) are private and 6.4% (612) are unauthorised. The broad distribution of each type of space is illustrated in Figure 11.

Figure 11. Total car capacity by area of National Park



Source: The Parking Consultancy (2022)

The National Park Authority controls 14 car parks with 564 spaces. All but 104 spaces in two of the National Park controlled car parks are free. Six of these have toilet facilities, three have cafes or restaurants and two have disabled parking spaces and electric charging facilities<sup>17</sup>

<sup>17</sup>NPA only currently charge at two of their car parking facilities Invergulas and Tarbet. The tariffs are as follows: 30min - £0.50, up to 2h - £1, up to 4h - £2 and up to 24hrs - £4.

Forestry and Land Scotland charge in their four largest car parks, which account for 300 spaces. These larger car parks generally have good facilities and infrastructure. However, the smaller facilities are often in poorer condition with rough or untreated surfaces, a lack of formal bay markings or supporting facilities. This is often due to their remote locations, the lack of revenue generation from parking charges and relative low capacity<sup>18</sup>.

With regard to local authority-controlled facilities, Stirling Council controls the largest stock of parking, both on- and off-street, within the National Park. It also suffers a high incidence of verge and unauthorised parking, with an estimated 234 spaces, particularly along the C6 road, Callander, Balmaha and Drymen during peak season. Argyll and Bute Council also has a considerable parking stock within the National Park including with Luss and Arrochar/Sucboth and a further 1,949 spaces within Dunoon which falls outside the National Park boundary but is an important transportation hub. It also has issues with verge parking around the Inveruglas hydro-electrical power station. West Dunbartonshire Council parking assets, 203 spaces, fall mostly within the conurbation of Balloch.

There is also a considerable stock of private parking facilities within Balloch largely associated with the Loch Lomond Shores Shopping centre (nearly 900 spaces).

Perth and Kinross Council, meanwhile, controls car parks in a small proportion of the National Park around St Fillan's. It also suffers with verge parking around Loch Earn.

The councils within the National Park all charge different fees for parking with some charging for parking in certain car parks and not within others (detailed in Background Report, Section 5.5.2). Some council's do not charge at all. From our desktop research it appears all council operated car parking facilities are open throughout the year, although charges are only applicable during peak hours of operation.

#### **2.4.1. Enforcement of car parking terms & conditions of use**

Enforcement of public parking facilities within the National Park is inconsistent and unlikely to occur at all within car parks that are provided free of charge, with enforcement patrol officers most likely to concentrate on revenue protection, where charges are in place.

The National Park Authority controlled car parks are not enforced at present, which will likely have a detrimental effect on compliance to parking regulations and payment for parking (where charged). Police Scotland support council enforcement operations issuing Penalty Charge Notices (PCNs) to vehicles parked inappropriately or dangerously on the highway. In August 2020, the police supported Stirling Council in issuing 70 PCNs<sup>19</sup> to vehicles parked dangerously around Loch Lomond on the road between Balmaha and Rowardennan.

Large Private car parks such as those on the Luss Estate are operated by third party parking operators who enforce parking terms and conditions using Contract Law. Smaller private parking facilities such as those provided at restaurants and hotels are often not enforced within the National Park.

---

<sup>18</sup> The tariffs are as follows: up to 1h - £2, all day - £5, minibus or coach all day - £14. Annual parking passes are available and are charged at £40 per car and £100 for a mini-bus or coach (valid for 12 months).

<sup>19</sup> STV News (2020). 'Drivers fined over 'dangerous' parking at Loch Lomond'. Available at: <https://news.stv.tv/west-central/drivers-fined-over-dangerous-parking-at-loch-lomond>

## Parking revenue

It is only within the last five to seven years that councils in Scotland have introduced parking charges. Parking charges are not widely accepted among residents, as in other parts of the UK, with councils often adopting a 'visitor parking levy' in car parks of high tourism demand and leaving more resident focused parking provision free of charge. This approach is reflected in the sporadic car park charging regime adopted by the various councils within the National Park boundary and therefore the potential revenue generated from their parking assets.

The National Park Authority has only introduced car park charges at two of its car parks in Tarbet and Inveruglas in Summer 2022<sup>20</sup>. For the 2021-2022 financial year, the car park at Inveruglas generated £25,602 (net of VAT). This represented an income of £381 per space per year. If this revenue per space was translated across the National Park Authority's 564 car parking spaces, the revenue potential is approximately £214,000 per annum (net of VAT). If parking charges were brought in line with Argyll and Bute Council's charges at Luss and private parking facilities within the National Park, this annual income could be more than doubled, providing vital funds to invest in car parking and sustainable travel infrastructure. Argyll and Bute Council generated nearly £1,000 per space per year at its parking facility in Luss.

## Car park usage

Qualitative data collected from key stakeholders highlighted that most parking areas within the National Park area cannot currently meet the demands of visitor numbers during the main visitor season (April -September) or on popular weekends through the year<sup>21</sup>.

Transactional data from Argyll and Bute Council was also obtained to provide an overview of demand in peak season and throughout the rest of the year. An analysis of 17 popular car parks in August and September 2021 revealed that the majority were close to capacity by lunchtime and often full by this time on Saturdays and Sundays (see Background Report Section 5.5.4, Table 38).

Transactional data provided by Argyll and Bute Council for its main car park in Luss, covering from May 2021 to August 2022 shows that August was by far the busiest month for car park occupancy with spaces turning over on average 2.3 times per day compared to December where the car park (206 spaces) was less than half full to capacity. Seventy-seven percent of all transactions were between May 2021 and October 2021, with only 22.7% occurring in the remaining months (see Background Report Section 5.5.4, Table 40) and 78.8% of stays were between one and three hours (see Background Report Section 5.5.4, Table 41).

---

<sup>20</sup> It has also only recently introduced back-office software for its pay and display machines to provide accurate financial auditing of revenue generated. However, the information provided from the payment machine at Inveruglas only currently provides financial data on parking income from debit and credit cards transactions.

<sup>21</sup> Due to a lack of occupancy and use data anecdotal evidence collected from volunteers and complaints received by the National Park Authority about congestion, inconsiderate parking and parking capacity were used (see Section 3.1.4 of the Background Report for resident transport complaints and 3.2.4 for visitor complaints).

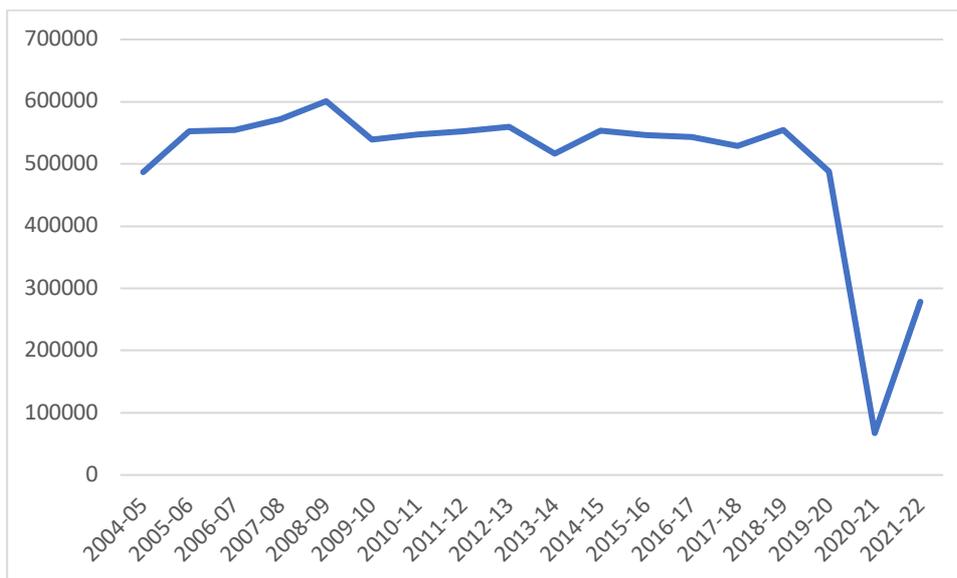


## Glasgow Queen Street to Balloch

Balloch is a commuter station, with 72.9% of traffic from Balloch ending in stations in and around Glasgow. In the reverse direction, 78.6% of journeys originate beyond Glasgow. This service runs approximately twice an hour and takes about 50 minutes when stopping at all stations. The frequency is currently restricted by infrastructure limitations, namely the single line from Dalreoch Junction.

The rolling stock currently in use on the line is unsuitable for tourism. The current trains are designed as commuter trains with high-capacity seating to deal with the high volume of peak hour users that were seen pre-covid. There is a potential opportunity to replace the trains with vehicles more suited to non-commuter services as peak hour demand has not fully returned following the pandemic. As shown in Figure 13, passenger numbers at Balloch station were fairly consistent between 2005 and 2019 before steeply declining in 2020, coinciding with lockdown measures and higher levels of remote working. Patronage has recovered but with an emphasis on off-peak rather than commuter travel, hence the opportunity to reconsider the types of train that can be deployed on the Balloch route to the benefit of tourism in National Park.

Figure 13. Balloch Station use (total number of passengers per year)



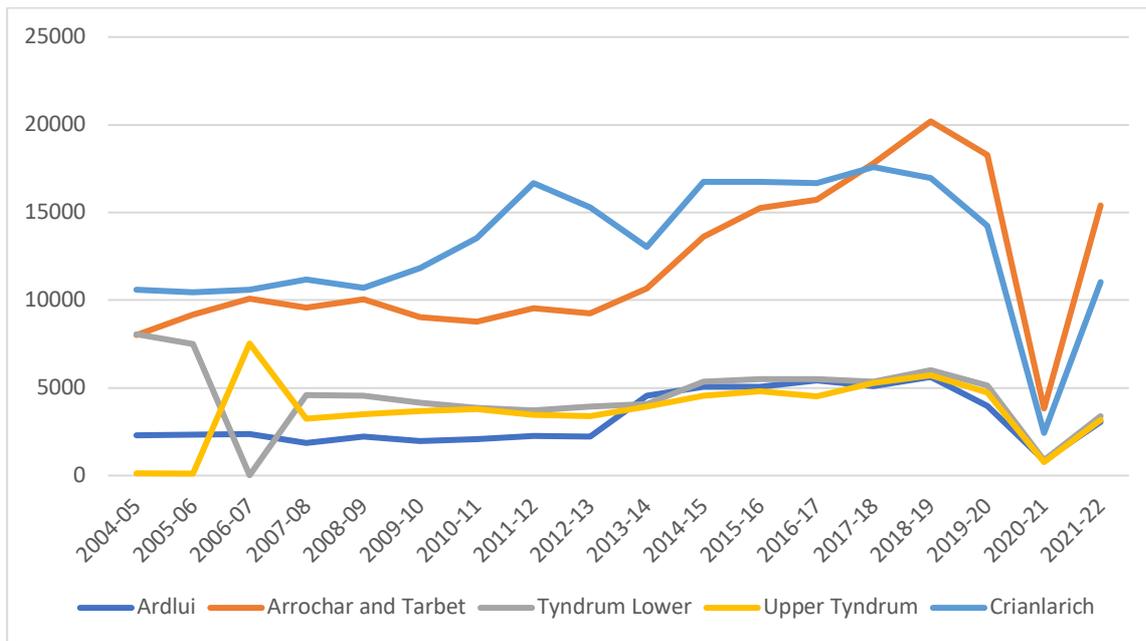
Source: Office of Rail and Road (2023)

## West Highland Line

The West Highland Line is considered one of the most scenic routes in the country and provides stops in and close to the National Park. This includes at Tarbet and Ardlui, where it is possible to connect with waterbus services across to Loch Lomond's eastern shores and the West Highland Way, Ben Lomond and Balmaha.

The majority of journeys on the West Highland Line are from stations within the Park to Glasgow, while travel from beyond Glasgow is consistent at around 20%. Crianlarich station is a key destination due its role on both legs of the line, making it a more attractive destination than other National Park stations (see Figure 14).

Figure 14. West Highland Line station use (number of passengers per year)



Source: Office of Rail and Road (2023)

The five stations, like others on the line, are unstaffed and without step-free access, while a lack of cycle hire in the proximity creates barriers to accessing the National Park. Further limitations to tourist access are caused by the location of the stations in relation to key tourist villages; in general the stations are remote from these sites.

The West Highland Line rolling stock includes Highland Explorer cycle carriages, which were used by 2,000 cyclists in 2021<sup>22</sup>. An analysis of the service from the perspective of cycle access reveals that the time allowed for at National Park stations does not fully exploit the rail-cycle links.

The roll out of a second tranche of cycle carriages has been proposed with the route yet to be confirmed, while the replacement of the wider rolling stock on the line is planned for the early 2030s. Furthermore, Transport Scotland are in the process of developing a new train service strategy for the line through their West Highland Line Group.

There is a small amount of capacity for taking bikes on the Glasgow – Balloch train line. The West Highland Line has also introduced dedicated cycle carriages. They can accommodate up to 20 bikes and bulky gear, including rucksacks and ski bags. There are spaces for ordinary bikes, a limited number of tandem cycles and an e-bike charging socket.

### 2.5.3. Bus

Several operators run services through the National Park area, both subsidised and commercial. First Group operate services to the National Park from the Central Belt; Scottish City Link and West Coast Motors operate long distance services through the Park. Six more operators provide local services predominantly within the Park: Carr's, Fisher's Tours, Garelochhead Coaches, Kingshouse Travel, McGill's, McColl's and Scottish City Link (see Background Report Section 5.3.2 and

<sup>22</sup> Personal communication with ScotRail.

Figure 12).

#### 2.5.4. Waterbus services

Waterbus services are available on both Loch Lomond and Loch Katrine. They are operated by Sweeney's Cruise Co, which provides a service between Luss and Balmaha, and Cruise Loch Lomond which departs from Tarbet, Luss, Inversnaid, Balmaha and Rowardennan. For trips on Loch Katrine, cruises run from Trossachs Pier near Aberfoyle, to Stronachlachar and back. The services are not set up with shuttling travellers in mind and are relatively slow (see Background Report Section 5.3.1, Figure 30).

#### 2.5.5. Demand responsive transport

Demand Responsive Transport (DRT) services are available in some areas of the National Park where there are no regular bus routes. Stirling Council offers a service in the east of the Park<sup>23</sup>, while West Coast Motors operates a service covering Dunoon, Cowal and Campbeltown<sup>24,25</sup> (see Background Report Section 5.3.3).

## 2.6. Community transport

Community transport schemes include the Killin Community Bus service<sup>26</sup>, the Killin District Volunteer Car Scheme<sup>27</sup>, which provides a door-to-door service for people to get to appointments, day centres and clubs, and a volunteer driver scheme operated by the Strathard Community Trust, which links patients with volunteer drivers to enable them to get to medical appointments following the closure of the Aberfoyle GP Surgery (see Background report Section 5.4.3).

## 2.7. Active recreation

#### 2.7.1. Introduction

This section comprises a summary of some of the key recreational active travel routes in the National Park. Where these start and end could imply areas of demand for other forms of transit. A wide range of other routes also exist, including routes that are more likely to be used for utility (e.g. commuting, shopping, etc) than recreation/ leisure. For expediency, these have not been summarised in this section.

#### 2.7.2. Key walking routes

There are a number of key walking routes through the Loch Lomond and The Trossachs National Park. Popular walking routes include Ben Lomond with the ascent on the 'tourist trail'. Conic hill is a 2-3 hour walk which is suitable for a range of walkers and provides views of Loch Lomond.

<sup>23</sup> Stirling Council (2022). 'Rural Public Transport and DRT'. Available at: <https://www.stirling.gov.uk/roads-transport-and-parking/public-transport/rural-public-transport-and-drt/>

<sup>24</sup> Argyll and Bute Council (2022). 'Dunoon and Cowal Pingo-bus travel on demand'. Available at: <https://www.argyll-bute.gov.uk/dunoon-and-cowal-pingo-bus-travel-demand>

<sup>25</sup> West Coast Motors (2021). 'Pingo'. Available at: <https://www.westcoastmotors.co.uk/pingo>

<sup>26</sup> Killin bus (2023) 'Killin community bus'. Available at: [https://killinbus.blogspot.com/p/blog-page\\_89.html](https://killinbus.blogspot.com/p/blog-page_89.html)

<sup>27</sup> Killin and District Volunteer Car Scheme (2023) 'Killin and District Volunteer Car Scheme'. Available at: <https://www.killinanddistrictvolunteercarscheme.com/>

A range of different routes, from mountain walks and long-distance routes (the West Highland Way, the Three Lochs Way, The Great Trossachs Path and the Loch Lomond and Cowal Way) to heritage walks (the Hidden Heritage Trail the Callander Heritage Trail, the Luss Village paths and the Killin Heritage Trail) and short routes, can be accessed in the Park. Short to moderate walks include routes around Killin and Callander, and walks to Bracklinn Falls, Doon Hill and Fairy Knowe, and the Millennium Forest trail at Balmaha<sup>28</sup>. There are also a number of mountain walks that can be accessed by public transport<sup>29</sup> (see Background Report Section 5.2.3).

### 2.7.3. Key cycling routes

There are a range of different cycle routes in and around Loch Lomond and the Trossachs. These include Sustrans national cycle routes and Eurovelo Route One, in addition to Route 7 of the National Cycle Network (NCN), which runs through Balloch, Drymen, Aberfoyle and Callander<sup>30</sup>.

Other routes include the road cycling route, the 'Tour of the Trossachs', a 31-mile circuit which includes a large climb and quiet roads, in addition to family-friendly routes of between 3 and 17 miles, mountain bike trails and longer routes (see Background Report Section 5.2.4).

## 2.8. Policy

### 2.8.1. Introduction

This section provides an overview of the national, regional and local policy context, situating this report.

### 2.8.2. National

Scotland's Climate Change Plan 2018-2032<sup>31</sup> commits to reducing emissions by 75% by 2030 (compared with 1990 levels) and to net zero by 2045. It aims to achieve this through a series of goals, which include the reduction of car kilometres by 20% and supporting a transition to sustainable transport being an instinctive first choice for people.

The National Transport Strategy 2020-2040 (NTS2)<sup>32</sup>, meanwhile, considers the impact of car use in tourism and the negative effects experienced in some rural communities, which are witnessing deteriorating road network conditions as traffic volumes increase, particularly around popular attractions. It highlights the importance of encouraging more sustainable travel patterns among visitors, with sustainable investment and travel hierarchies which also aim to reduce inequalities (Figure 15 and Figure 16). Similarly, the Strategic Transport Projects Review 2 (STPR2)<sup>33</sup> recommends building on existing programmes to deliver local, regional and national initiatives that raise awareness of sustainable transport options and encourage individuals to make the most appropriate transport choices for their journeys.

<sup>28</sup> Loch Lomond and the Trossachs National Park (2022). 'Walking and Hiking'. Available at: <https://www.lochlomond-trossachs.org/things-to-do/walking/>

<sup>29</sup> trossachs.co.uk (2022). 'Explore Scotland, Loch Lomond and The Trossachs National Park'. Available at: <https://trossachs.co.uk>

<sup>30</sup> Loch Lomond and the Trossachs National Park (2022). 'Cycling'. Available at: <https://www.lochlomond-trossachs.org/things-to-do/cycling/>

<sup>31</sup> Scottish Government (2018). Scottish Government Climate Change Plan 2018-2032. Available at: [https://www.eauc.org.uk/scottish\\_government\\_publish\\_climate\\_change\\_plan](https://www.eauc.org.uk/scottish_government_publish_climate_change_plan)

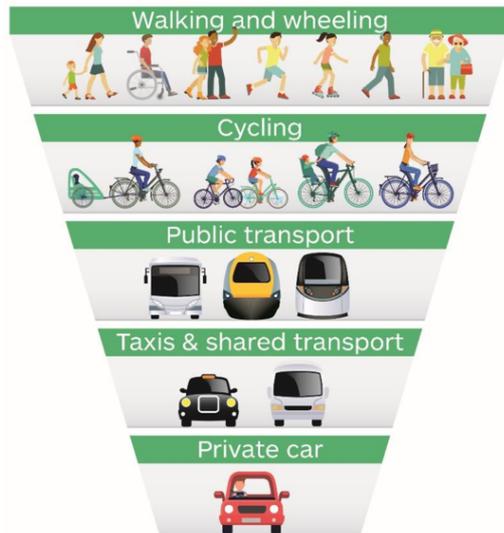
<sup>32</sup> Transport Scotland (2020). 'National Transport Strategy 2'. Available at <https://www.transport.gov.scot/publication/national-transport-strategy-2/>.

<sup>33</sup> Transport Scotland (2022). 'Strategic Transport Projects Review 2'. Available at <https://www.transport.gov.scot/our-approach/strategy/strategic-transport-projects-review-2/stpr2-strategic-approach/>

Figure 15. Sustainable investment hierarchy



Figure 16. Sustainable travel hierarchy



Source: National Transport Strategy 2022-2040 (NTS2)

The importance of active travel, both as a means of contributing to better health and wellbeing outcomes, and in supporting GHG emission reductions, is highlighted in the Scotland 2045 – Fourth National Planning Framework<sup>34</sup>. It considers the upgrading and provision of additional active travel infrastructure to be fundamental to the development of a sustainable travel network. Likewise, the Scottish Government's Long-Term Vision for Active Travel in Scotland 2030<sup>35</sup> underlines the importance of supporting active travel options by investing in infrastructure and its adequate maintenance, urban planning that prioritises active transport and effective transport integration, in addition to cultural and behavioural change and community ownership.

Recent key tourism documents align with these national sustainable and active transport policies and strategies. Scotland Outlook 2030: Responsible Tourism for a Sustainable Future<sup>36</sup> states that visitors should be supported in accessing sustainable transport options, routes and itineraries through improved collaboration between the country's destinations, and enhanced planning and collaboration between the tourism sector and transport operators. Similarly, Visit Scotland's **Visitor Management Strategy for Scotland**<sup>37</sup> aims to develop a Scotland-wide strategic and coordinated approach to visitor management which aligns to its goals for responsible and sustainable tourism. This is to be achieved through a range of strategies, which includes informing and educating visitors, investing in Scotland's current and future visitor management infrastructure and services and trial low-cost, low carbon and integrated transport solutions at key locations to help reduce traffic management and parking issues.

<sup>34</sup> Scottish Government (2021). 'Scotland 2045 Fourth National Planning Framework'. Available at: <https://www.gov.scot/publications/scotland-2045-fourth-national-planning-framework-draft/>

<sup>35</sup> Transport Scotland (2014). 'A Long-Term Vision for Active Travel in Scotland'. Available at: <https://www.transport.gov.scot/media/33649/long-term-vision-for-active-travel-in-scotland-2030.pdf>

<sup>36</sup> Scottish Tourism Alliance (2020). 'Scotland Outlook 2030: Responsible Tourism for a Sustainable Future'. Available at: <https://scottishtourismalliance.co.uk/scotland-outlook-2030-overview/>

<sup>37</sup> Visit Scotland (2021). 'Visitor Management Strategy for Scotland'. Available at: <https://www.visitscotland.org/aboutus/what-we-do/working-in-partnership/visitor-management-plan>

### 2.8.3. Regional

The Tayside and Central Scotland Transport Partnership (Tactran) Strategy (2015-2036 Refresh)<sup>38</sup> has objectives which include improving access to employment, public services, and retail and leisure opportunities, whilst improving the accessibility and inclusivity of the transport sector.

Environmental aims include ensuring the safeguarding of the environment and the achievement of Scotland's national targets and obligations on GHG emissions, in addition to promoting a shift towards more sustainable modes. The SPT Draft Regional Transport Strategy (2022-2037)<sup>39</sup> has a set of objectives which include ensuring access for all to the transport system, reducing transport emissions, enabling active living, improving the integration and quality of public transport, and increasing levels of regional and inter-regional connectivity.

Each RTP has active travel plans as part of their broader strategies. The Tactran Walking and Cycling Action Plan<sup>40</sup> includes the objectives of permanently increasing the number of walkers and cyclists, integrating efforts around doing so with other policies and improving the integration of facilities and information with the existing transport system. The SPT Walking and Cycling Action Plan<sup>41</sup> similarly aims at better integration of walking and cycling in public transport infrastructure and the development of an integrated network of walking and cycling routes to encourage more people to choose active travel options.

### 2.8.4. Local plans and strategies

#### Loch Lomond and The Trossachs Local Development Plan 2017-2021

The creation of the Loch Lomond and the Trossachs Local Development Plan 2017-2021<sup>42</sup> began in 2013 with a consultation involving communities, businesses, landowners and partner organisations in order to identify the main issues at locations across Loch Lomond and The Trossachs National Park. It has since been extended to cover until 2024. The consultation work uncovered a series of relevant issues and opportunities. Under visitor experience, several key issues were identified. These included a lack of and poor-quality visitor infrastructure; a limited range of/ lack of high-quality visitor facilities, particularly accommodation across all market sectors; a lack of public transport around the Park; and visitor management issues linked to visitor pressure, resulting in overcrowding in specific locations at peak times.

A series of opportunities were also identified, namely the potential to create additional facilities and improved infrastructure, scenic routes, viewpoints and paths, which will incentivise private sector investment and provide supporting services; the potential to create additional accommodation; the possibility of developing activities and events for visitors; the growth of the food and drink offer; and opportunities around water transport and the potential for better linked walking and cycling routes.

In the areas of infrastructure and services, problem areas identified included poor roads (local and trunk roads) and pavements; limited civic or community space, car parks and information in some

<sup>38</sup> Tactran (2015). 'Tayside and Central Scotland Transport Partnership (Tactran) Strategy (2015-2036 Refresh)'. Available at: <https://staging.tactran.gov.uk/documents/RTSRefresh-FinalReport.pdf>

<sup>39</sup> Strathclyde Partnership for Transport (2008). 'The Regional Transport Strategy for the west of Scotland 2008-21'. Available at: [https://www.spt.co.uk/media/4d1p0o3j/catalyst\\_for\\_change.pdf](https://www.spt.co.uk/media/4d1p0o3j/catalyst_for_change.pdf)

<sup>40</sup> Tactran (no date). 'Tactran Walking and Cycling Strategy and Action Plan'. Available at: <https://tactran.gov.uk/wp-content/uploads/2022/01/1WalkingandCyclingStrategyFinal.pdf>

<sup>41</sup> Strathclyde Partnership for Transport (2008). 'SPT Walking and Cycling Action Plan'. Available at: [https://www.spt.co.uk/media/uz1d4gnr/walking\\_cycling.pdf](https://www.spt.co.uk/media/uz1d4gnr/walking_cycling.pdf)

<sup>42</sup> Loch Lomond and The Trossachs National Park (2017). 'Loch Lomond and the Trossachs Local Development Plan 2017-2021'. Available at: <https://www.lochlomond-trossachs.org/planning/planning-guidance/local-development-plan/>

locations and the poor location of visitor information, car parks, community spaces and lacking traffic management in many towns and villages. Opportunities were also highlighted, including the potential to increase water-based transport on Loch Lomond, with further opportunities in the sea lochs and Loch Katrine and a programme to improve regional and local paths.

### **Loch Lomond and The Trossachs National Park Plan 2018-2023**

The 2018-2023 Loch Lomond and the Trossachs National Park Plan's<sup>43</sup> long-term vision combines the pillars of conservation and land management, visitor experience and rural development. Among the plan's outcomes and priorities are several that are directly relevant to the goals of supporting sustainable travel and a modal shift.

Under the Conservation and Land Management pillar, Priority 3.1 on climate change highlights the need to work with partners and communities to, among other goals, mitigate against the impacts of climate change.

Under visitor experience, the plan identifies challenges such as managing peak visitor numbers, which cannot be sustainably accommodated in some places, to mitigate damage to the environment and local community life and contribute to positive visitor experiences. This is reflected in a series of measures around transport and active travel, including:

- Continuing investment in developing new recreation routes and maintaining existing ones to a high standard.
- Developing and managing some recreation routes to enable more active travel journeys to and within the National Park that promote health benefits and help reduce car use.
- Providing more appealing transport alternatives to encourage a reduction in car use, focusing on active travel and rail infrastructure, and more convenient services to popular destinations.
- Supporting local business to give them confidence to invest in providing the experiences and services that visitors and residents are looking for and to support jobs and economic growth.

Furthermore, the proximity of the National Park to a large urban population is identified as an opportunity to get more people active in the outdoors to improve their physical and mental health, and to learn more about its natural environment.

Specific priorities related to enhancing sustainable and active travel options include 5.1 on Path Provision, 5.2 on Path Maintenance and 5.3 on Active Travel, which looks to promote use of the National Walking and Cycling Network in the National Park for recreation and active travel, and promote better linkages from existing public transport hubs and services. Encouraging the development of the waterbus network on Loch Lomond and Loch Katrine, and enabling new opportunities on Loch Long, also feature as Priority 6.2.

The importance of improving access to information and increasing connectivity are also highlighted (Priority 7.2), with the aim of encouraging visitors and supporting economic growth. Specifically, this is to be achieved through visitor information that is 'better joined-up, consistent and relevant', particularly on digital platforms.

---

<sup>43</sup> Loch Lomond and the Trossachs National Park Authority (2018). '2018-2023 Loch Lomond and the Trossachs National Park Plan'. Available at: <https://www.lochlomond-trossachs.org/wp-content/uploads/2018/02/NPPP2018-23-web.pdf>

Visitor Management (Priority 8.1) looks to ensure locations experiencing visitor and recreational pressures are well managed through infrastructure investment, education and regulation. Achieving this requires measures such as developing car parking and traffic management measures to address peak traffic pressures at locations such as East Loch Lomond. The plan identifies visitor infrastructure investment priorities (see Background Report Section 2.3.1).

Improving public transport options is also included (Priority 8.2), through making more use of existing railway and active travel infrastructure, and encouraging more convenient services to popular destinations with better travel information at strategic transport hubs.

Under rural development, relevant points include 'Improving Towns and Villages' (Priority 10.1), by supporting new development, infrastructure and public realm improvements, which facilitate and link to active travel opportunities, focussing on Arrochar, Tarbet, Balloch and Callander, and transitioning towards a low carbon economy (Priority 11.1), including through reductions in GHG emissions. Supporting improved local service delivery and infrastructure and safeguarding rural facilities, including by improving public transport links in and around the National Park also feature (Priority 12.3).

### **Loch Lomond and The Trossachs National Park Partnership Plan 2024-2029 (draft)**

The Loch Lomond and The Trossachs draft National Park Partnership Plan was presented to the National Park Authority Board on the 13<sup>th</sup> March 2023 and was approved for consultation over a 12-week period with wider stakeholders. The final Partnership Plan should go to the National Park Authority Board in December 2023, before submission to Scottish Ministers. The Partnership Plan is due in 2024.

The Partnership Plan has been formed in order to address the twin crises of the climate emergency and nature loss, in which partnership is necessary amongst the National Park Authority, people (visitors and residents) and groups, to secure a positive future for the National Park. The Partnership Plan proves an ambitious document which aims to transform the way people work, visit, live in and look after the National Park.

The National Park Partnership Plan guides how all those with a role to play in looking after the National Park will work together to manage the Park and achieve a shared vision. It sets out a longer-term vision to 2045 and objectives for the next 5 years.

The vision for 2045 set out in the report is for the National Park to be 'a climate-resilient place where people and nature thrive together'. The report priorities fall under three broad areas:

1. Restoring Nature;
2. Creating a Sustainable, Low-Carbon Destination; and
3. Enabling a Greener Economy and Sustainable Living.

## Strategic Tourism Infrastructure Design

Two strategic tourism infrastructure design studies, for East Lomond<sup>44</sup> and West Lomond<sup>45</sup>, were published in May 2022. The studies aim to identify key infrastructure issues including areas of visitor pressure; the barriers to be addressed including planning, environmental impact, legal and landowner issues; the costs for the development of the infrastructure; and the timescales required for delivery of the essential infrastructure over the next two to five year period<sup>46</sup> (see Background Report Section 2.3.4).

## Balmaha Place and Transport Strategy and Masterplan

The Balmaha Place and Transport Strategy and Masterplan aims to develop the role of Balmaha in supporting outdoor recreation in the East Loch Lomond area whilst mitigating the adverse impacts of high visitor numbers. Key issues in Balmaha include a lack of a visitor arrival point and appropriate facilities, traffic congestion, insufficient parking capacity, overcrowding, visitor recreation conflicting with ferries, and associated community issues. The report suggests a range of transport-related proposals, including improved public transport connectivity and infrastructure, promotion of active travel, completion of an active travel route to Drymen, increased parking or a park and ride, and the development of an East Loch Lomond shuttle (more information is provided in the Background Report in Section 2.3.5).

## Living Well Locally – Drymen and the Villages of East Loch Lomond

Forth Environment Link worked with organisations and individuals across Drymen and the ‘Villages of East Loch Lomond’ communities to pilot a rural framework for a 20-minute neighbourhood or ‘living well locally’<sup>47,48</sup>. This led to the identification of a range of opportunities and challenges related to living well locally. Findings included the need to improve active travel routes and a demand to prioritise pedestrians over cars in all villages. On public transport, bus service improvement was a priority for a majority of people, while better synchronised rail and bus services at Balloch, the provision of shuttle buses or a boat to Balloch, a park-and-ride scheme to reduce congestion and an electric vehicle share scheme to reduce the parking burden on Drymen were also suggested. Regarding traffic and parking, concerns were raised about the quality and quantity of off-road dedicated parking, and the lack of electric vehicle charging points and pedestrian crossings (see Background Report Section 2.3.5).

---

<sup>44</sup> Loch Lomond and The Trossachs National Park Authority (2022). ‘National Park Place Programme Agenda Item 5: Appendix 4 – East Loch Lomond Strategic Development Framework. National Park Authority Board Meeting 13 June 2022’. Available at: <https://www.lochlomond-trossachs.org/park-authority/our-board-committees/meetings/>

<sup>45</sup> Loch Lomond and The Trossachs National Park Authority (2022). ‘National Park Place Programme Agenda Item 5: Appendix 3 – West Loch Lomond Strategic Development Framework. National Park Authority Board Meeting 13 June 2022’. Available at: <https://www.lochlomond-trossachs.org/park-authority/our-board-committees/meetings/>

<sup>46</sup> The first stage of the studies will identify potential opportunities to make improvements, with the second stage drawing on funding and other contributions from project partners to start detailed design and delivery of ‘on the ground’ infrastructure projects within the plan from 2022 onwards. It is anticipated that Visit Scotland will support detailed design work of two to three sites in 2022 and 2023, with capital money for site works following in 2023 and 2024.

<sup>47</sup> Forth Environment Link (2022). ‘Living Well Locally: Drymen and the Villages of East Loch Lomond Vision and Route Map’. Available at: <https://www.lochlomond-trossachs.org/wp-content/uploads/2022/06/20-Minute-neighbourhood-Vision.pdf>

<sup>48</sup> The work was funded by the Loch Lomond and The Trossachs National Park and supported by Drymen Community Development Trust and Drymen Community Council, with participation by people living in communities across the east of Loch Lomond.

## Community Action Plans

Under the Loch Lomond and Trossachs National Park Community Partnership, Community Action Plans (CAPs) were developed with the aim of supporting local communities in achieving common goals. A review of the listed objectives reveals reoccurring issues including the provision and connectivity of public transport, measures to increase road safety and address high traffic volumes, the improvement of footpaths and cycle paths and measures to encourage and facilitate active travel, and steps towards the improved management of parking (see Background Report Section 2.3.8).

## Indicative Regional Spatial Strategy

The Loch Lomond and Trossachs National Park Authority's Indicative Regional Spatial Strategy (IRSS)<sup>49</sup> recognises the Park's walking routes as an important part of its active tourism offer. It acknowledges the opportunity provided by behaviour change initiatives and the promotion of active and sustainable travel itineraries but highlights that the network has a number of infrastructure gaps within and around the National Park. Creating a strong relationship between the path network and public transport, allowing itineraries to be created and promoted with confidence and contributing to a reduction in car use, is considered a key element in the strategy.

## 2.9. Problems, opportunities, constraints and uncertainties

This section also aims to categorise findings as problems, opportunities, constraints and uncertainties. Under this framework, **problems** are defined as undesirable or harmful circumstances within the transport system; **opportunities** exist when a change to the transport system may lead to a positive outcome; **constraints** are circumstances which may affect the delivery of the potential interventions or option generation and development; and **uncertainties** are circumstances for which there is limited knowledge about past, current or future events.

### 2.9.1. Problems

The research has highlighted a number of problems related to transport and parking patterns in the National Park. The dominance of cars, both among residents, who are heavily reliant on them for travel to work and school, and among visitors, the large majority of whom use cars to travel to and around the Park, presents a serious challenge in national and local efforts to reduce car miles and emissions. It also contributes to high level congestion levels experienced in the National Park's hotspots and trunk roads, such as the A82, particularly during peak times. These problems are illustrated by sources including stakeholder accounts and traffic flow data. Demand management efforts, meanwhile, are hampered by limitations in mobile signal coverage, which reduces capacity to provide and access real-time information.

A related problem is that of illegal and improper parking practices, which are found to be particularly prevalent in areas where visitor volume is high relative to parking capacity. This leads to parking related complaints among both residents and visitors, reflecting negative effects on both quality of life and visitor. Among residents, complaints are often related to irresponsible car parking and cars blocking the roads, making it unsafe for other park users, in additions to residents feeling that they should not have to pay for parking to visit their local area. The prospects of creating a more coherent and fit-for-purpose parking offer in the Park are currently reduced by differences in

---

<sup>49</sup> Loch Lomond and the Trossachs National Park (2020). 'Loch Lomond and the Trossachs National Park Indicative Regional Spatial Strategy (IRSS)'. Available at: <https://www.lochlomond-trossachs.org/wp-content/uploads/2020/09/Indicative-Regional-Spatial-Strategy-Sept-2020.pdf>

ownership, pricing enforcement and overall strategy that results from provision being controlled by several different authorities and other public and private bodies.

A public transport system which, according to stakeholder consultations, does not adequately respond to the needs of residents or visitors is a further problem. Issues of poor coverage and connectivity, in addition to poorly integrated governance and economic models are key in this regard. Public transport in the Park is geared more towards lifeline services for residents rather than aimed at visitors. A lack of visitor-friendly provision discourages tourists and day trippers from relying on public transport to get to and around the Park. This said, a disjointed network and limited service frequency does not link communities in the Park adequately, with negative implications for businesses – for example hospitality sector companies who have difficulty hiring and retaining staff – and residents' opportunities to access employment, education and other essential services.

These patterns feed into transport-related inequalities. As outlined above, **levels of geographic access to services in the Park are among some of the lowest in Scotland**. Moreover, public transport which does not adequately support visitor access to and mobility in the Park, contributes to inequalities between those with access to cars and those without, in terms of ability to access the special landscape and related health and leisure opportunities. The importance of providing suitable public transport options is underlined by the growing trend in young people not having access to a car or a driving licence, and the finding that over 40% of the households of Glasgow, the largest and closest urban centre, do not have access to a car.

### 2.9.2. Opportunities

The popularity of the National Park stems from the inherent appeal of beautiful, unspoiled landscapes. Widespread recognition of the importance of preserving natural spaces presents a significant overarching opportunity under which the current strategy can be developed and diverse stakeholders, including members of the public who live in and visit the Park, can be brought onboard.

An enhanced sustainable transport offer would create opportunities for the local economy and support efforts linking active transport with better health outcomes. The development of the opportunities around walking, cycling and other outdoor activities presents new avenues to protect the visitor economy, with potential additional health benefits for both visitors and residents. Furthermore, attracting diverse visitors to the area through an enhanced activities offer, and improved public transport connections, supports the Park's core objectives of encouraging access to the outdoors among a more diverse cross-section of the public, while increasing demand for public transport in the area should contribute to the improved viability of the system.

Visitor experience can be enhanced by improving access to information and creating a simple, clear, fair and integrated ticketing offer around transport and local attractions. The National Park Authority website currently promotes sustainable transport options, while its journey planner links to public transport information. In time, these could also be used as platforms to promote travel passes and multi-ticketing options that cover the National Park and surrounding area. Improved access to information and enhanced marketing can play an important part in placemaking efforts, which can highlight the role of entry hubs such as Balloch and their potential to provide travel solutions.

There is considerable scope for increasing revenue generated from parking charges and potentially, other driver charges (e.g. some form of road-user charging), providing a funding source for public

transport enhancements, in addition to car parking facilities and other sustainable travel infrastructure.

### 2.9.3. Constraints

Four local authorities and three regional transport partnerships meet within the boundaries of the National Park, while multiple agencies are responsible for transport infrastructure (including parking) within the Park. The fragmented landscape that results has the potential to generate serious obstacles in the process of implementing integrated, Park-wide interventions.

Added to this are the challenges created by siloed funding channels aligned to different transport services, and limited baseline data to serve as a starting point for measuring success.

Additionally, the post-pandemic impacts of the COVID-19 crisis are still impacting sector health and are affecting public transport use and provision.

### 2.9.4. Uncertainties

Decisions around planning and implementation of major infrastructure projects are not necessarily governed by the National Park Authority or other key local stakeholders (e.g. Forestry and Land Scotland; local authorities; etc). The status and timing of upcoming interventions, such as the planned A82 upgrade and the enhancements on the West Highland Line, contribute to levels of uncertainty in the area of transport planning.

There is also a natural degree of uncertainty associated with planned interventions that are under the control of the National Park. An example is provided by the 28 tourism infrastructure projects that were the subject of the National Park Board Meeting on 13 June 2022<sup>50</sup>. The projects are at varying points of completion, with some in the design stage and others in progress. Others still are planned but not underway or remain unfunded. Estimated end dates range from 2023 to 2026.

The COVID-19 pandemic resulted in disruption to normal travel and tourism patterns. The pandemic led to people travelling less due to factors including public health measures, and personal choices linked to health and financial considerations. As explained in Section 2.2.2 above, visitor numbers at key attractions and total numbers of visitors to the National Park declined notably between the pre- and post-pandemic eras. Though visitor numbers are on an upward trajectory in comparison with the peak of the pandemic, it remains to be seen whether they will recover to earlier levels, or if annual growth in visitor numbers will return to the levels seen between 2014 and 2019.

---

<sup>50</sup> Loch Lomond and The Trossachs National Park Authority (2022). 'Appendix 1: National Park Place Programme, A Place-based Approach to Visitor Infrastructure Investment'.

## 3. Strategic options identification & sifting

### 3.1. Approach

While this is not a formal STAG appraisal, the approach that we have followed has been designed to follow the principles of good appraisal as set out in STAG, namely:

- the identification of the issues that need to be addressed (the **Case for Change** described in Chapter 2), evidenced through a review of policies and analysis of the data and confirmed with stakeholders through a series of consultation events;
- the articulation of these into a set of **high level transport planning objectives**, which set out what we are aiming to achieve, that we can also gain consensus around, and that allow us to check that progress towards meeting them can be measured;
- from there we can develop a series of measures, packaged up into **strategic options**, that can potentially contribute towards achieving these objectives, leading to;
- a **first sift appraisal** of them against the transport planning objectives to help us identify a recommended strategic package, followed by;
- a **full appraisal** of the recommended option where the appraisal framework is expanded to ensure that the recommended option also addresses the five national STAG objectives – Environment, Safety, Economy, Integration and Accessibility – and any other national Established Policy Objectives.

This chapter describes the development of the transport planning objectives, the packaging of strategy options and their first-sift appraisal, leading to our recommended strategy package. Chapter 4, which sets out the recommended strategy in more detail, includes its full appraisal.

### 3.2. Developing Transport Planning Objectives

The review of relevant local, regional, sub-regional and national policy documents<sup>51</sup> has highlighted (unsurprisingly) that there are a lot of common threads in terms of transport policy. With an overarching priority to address climate change and to reduce the amount of carbon generated by transport, policies that promote public transport, walking and cycling and address other adverse impacts of car travel feature in some form in all the documents reviewed. Ambitions to support local communities and their economies by improving accessibility and by providing greater equality of opportunity to this accessibility also feature highly.

Inevitably all of these are policy areas for consideration within this study as well. But this is not just a standard transport strategy. The National Park has very specific qualities and requirements and these need to be reflected in the transport planning objectives. These qualities and particular requirements are described in detail in the Loch Lomond and Trossachs National Park Plan (2018-2023) which in setting out its vision and ambition for the area provides a helpful framework to identify where transport interventions could play an important role in its delivery.

Its long-term vision combines the pillars of *conservation and land management, visitor experience and rural development*.

---

<sup>51</sup> See Section 2 of the Background Report.

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

Beneath these high-level themes, the plan sets out a series of desired outcomes and priorities to help deliver them. Among the plan's priorities, priority 3.1 (climate change), 5.3 (active travel), 8.2 (public transport) and 11.1 (low-carbon economy) are particularly relevant to this report. Targets include increasing the proportion of people travelling to and around the National Park by public and active transport, increasing the proportion of people participating in walking and cycling activity and increasing the overall value of the visitor economy.

Drawing upon the review of problems, opportunities, constraints and uncertainties (Chapter 2) several draft transport planning objectives (TPOs) that could contribute towards these three themes and help deliver the desired outcomes were identified.

An initial draft resulted in six TPOs which were discussed with the study steering group and then subsequently at a workshop with stakeholders in November 2022. As a result of the feedback provided, the draft TPOs were refined to provide greater clarity, to avoid overlap and to ensure that they had the potential to be measured and ultimately to have targets set for them. One TPO was deemed unnecessary on the grounds that it was describing the means to achieving some of the other objectives rather than being an objective in its own right.

The five refined TPOs are described here.

### 3.2.1. Conservation and land management

The first TPO is designed to contribute towards the Park's desired outcomes in terms of natural capital, landscape qualities and climate change:

- **TPO1: Reduce the amount of carbon from travel to and from the Park and contribute to the Net Zero target.**

The rationale for this TPO is that research<sup>52</sup> by Small World Consulting has shown that it is travel to/from the Park that is the largest single source of transport generated carbon associated with The National Park and around half of this is from travel by car. Tackling this is likely to require a reduction in the share of visitors arriving by car and increases in public transport alongside background trends such as the switch towards electric vehicles (EVs).

<sup>52</sup> Small World Consulting GHG Assessment Report 2019

### 3.2.2. Visitor experience

The next three TPOs are designed to contribute towards the Park's desired outcomes in terms of recreation opportunities, visitor management and health and learning:

- **TPO2: Reduce the adverse impacts of traffic and parking on the public's perception and enjoyment of the Park.**

Traffic noise, heavy volumes of traffic, air pollution and irresponsible verge-side parking in areas of great natural beauty detract from the very essence of why many people choose to visit the Loch Lomond and The Trossachs National Park. Success in achieving TPO1 would complement this objective as it would be likely to result in a decrease in the proportion of visitors arriving by car.

- **TPO3: Increase the proportion of visitors travelling around and exploring the Park by walking, wheeling and cycling.**

This objective would directly contribute towards the Park Authority's visitor management responsibilities by encouraging the development of active travel infrastructure and facilities as well as supporting the creation of recreational opportunities that can contribute to positive health outcomes.

- **TPO4: Increase proportion of visitors travelling within the Park by public and water transport.**

Measures to achieve this objective will make it easier for under-represented markets to travel around the Park, supporting inclusivity ambitions, and should result in public transport and water transport networks that are more sustainable and viable long term (to the benefit of residents as well as visitors). It goes hand-in-hand with success in achieving TPO1 which would be likely to result in more people travelling to the Park by public transport (and hence more likely to use shared transport options once there).

TPOs 3 and 4 will complement TPO1 indirectly as achievement of these objectives would be expected to reduce carbon emissions from travel within the Park.

### 3.2.3. Rural Development

The final TPO is designed to contribute towards the Park's desired outcomes in terms of placemaking, sustainable growth and sustainable population:

- **TPO5: Enhance access for all residents to employment, education, community services and health opportunities and amenities.**

This is about improving accessibility (and reliability of journey times) to the key services necessary for communities to be sustainable.

TPO5 would be supported by all of the preceding TPOs. TPO1 would enhance the long-term sustainability of the local communities and their robustness to climate change impacts. TPO2 would make travel times for residents and businesses more reliable and reduce the adverse impacts of visitor car traffic and parking in their local communities. Progress towards TPO4 could enhance the financial viability of local bus networks and would enhance public transport accessibility to services. Similarly achieving TPO3 would improve accessibility by active travel modes for residents as well as creating the conditions to support new business and employment opportunities servicing the active leisure market, benefiting the local economy.

Table 8 (over) summarises the TPOs, showing how they nest within the broader Loch Lomond and The Trossachs National Park Plan framework.

Table 8. Summary of the Transport Planning Objectives

		Loch Lomond and The Trossachs National Park Authority Plan vision and outcomes	TPO directly contributing	Other TPOs contributing
Conservation and land management	Nature, heritage and land are valued assets, managed and enhanced to provide multiple benefits for all.	Natural capital	TPO1: Reduce the amount of carbon from travel to and from the Park and contribute to the Net Zero target.	TPO2
		Landscape qualities		
Visitor experience	A high quality, authentic experience for people from all backgrounds. There are many opportunities to enjoy recreation activities and appreciate the area’s outstanding natural and cultural heritage within an internationally renowned landscape.	Climate Change	TPO2: Reduce the adverse impacts of traffic and parking on the public’s perception and enjoyment of the Park.  TPO3: Increase the proportion of visitors travelling around and exploring the Park by walking, wheeling and cycling.  TPO4: Increase proportion of visitors travelling within the Park by public and water transport.	TPO 1
		Land Partnerships		
		Recreation opportunities		
		Water recreation		
		Visitor economy		
Rural development	Businesses and communities thrive, and people live and work sustainably in a high quality environment.	Visitor management	TPO5: Enhance access for all residents to employment, education, community services and health opportunities and amenities.	TPOs 1, 2,3 and 4
		Health & learning		
		Placemaking		
		Sustainable growth		
		Sustainable population		
		Community empowerment		

### 3.2.4. Making the Objectives SMART

There is no requirement within STAG for the TPOs to be SMART (specific, measurable, attainable, relevant and time-bound) at the initial stages of a strategy development, but it is useful to check that they have the potential to become so further down the line as the strategy is developed towards implementation and more detailed forecasting of its impacts becomes available.

For all five of the TPOs there is information available on a baseline measurement, meaning that it should be feasible to set realistic targets with an accompanying timeline for their attainment as further work on the strategy is completed.

For TPO1 we have baseline information on carbon from the Small World Consulting analysis in 2019<sup>53</sup> which estimated that travel to/from the Park by car was responsible for 143,000 tCO<sub>2</sub>e/year. Targets to reduce it (by how much and by when) could therefore be developed and set using the Small World Consulting approach. If this was considered to be overly 'data hungry', a proxy target to reduce the number of car miles travelled by visitors to the Park could be adopted.

For TPO2 it would be possible to have a target around the share of visitor trips exploring the Park by car (a baseline in 2015/16 of 62% according to the National Park Authority Visitor Survey) although this will be covering similar ground to the targets set for TPOs 1, 3 and 4. Alternatively it could focus on the inappropriate car parking issue. We have an estimate from the study team that there is in excess of 600 unauthorised parking spaces in 2022. A target to progressively reduce this towards zero could be set along with intermediate targets and dates for their attainment.

For TPO3 it is understood that there is a baseline estimate of the proportion of people exploring the Park on foot/ by bicycle /on water from the National Park Authority Visitor Survey in 2015/16. Table 19 in the Background Report (Section 3.2.3) shows a walking and cycling total of 27%.

For TPO4 the 2020 baseline proportion of visitors travelling within the Park by public transport was 4%.<sup>54</sup> Targets for a progressive significant increase in this share can be developed.

For TPO5 we have baseline data on accessibility from the Scottish Index of Multiple Deprivation (SIMD) for the four primary SIMD areas covering the National Park (Highland, Lomond Shore, Cowal North and Callander and Trossachs) plus Balloch. The baseline is measured in terms of mean minutes to reach key services such as the nearest Secondary School, GP Surgery, Post Office and Retail Centre, by car and public transport. The targets can be set around improving the relative levels of accessibility by public transport.

Table 9 summarises the potential to smarten the TPOs.

<sup>53</sup> Small World Consulting GHG Assessment Report 2019

<sup>54</sup> Ansons: Background Research Report, Section 3.2.3, Table 19

Table 9. Potential to Smarten the TPOs

Transport Planning Objectives	Measurable and Time Bound	Notes on data
<b>TPO1: Reduce the amount of carbon from travel to and from the Park and contribute to the Net Zero target.</b>	Reduce carbon from 143,000 tCO <sub>2</sub> e/year in 2019 to yy by zz.	Baseline source: Small World Consulting, 2019.
<b>TPO2: Reduce the adverse impacts of traffic and parking on the public's perception and enjoyment of the Park.</b>	Reduce unauthorised verge parking spaces from >600 unauthorised spaces in 2022 to zero by zz.	Baseline source: Ansons Consulting, 2022.
<b>TPO3: Increase the proportion of visitors travelling around and exploring the Park by walking, wheeling and cycling.</b>	Increase from xx in 2015/6 to yy by zz.	Baseline to be taken from 2015/16 visitor survey (N.B. Table 19 in Background Report (Section 3.2.3) foot/bike totals 27% (all modes total is 128%).
<b>TPO4: Increase proportion of visitors travelling within the Park by public and water transport.</b>	Increase from 4% in 2020 to yy by zz.	Table 19 in Background Report (Section 3.2.3) -note that 'shares' total to 128% due to multiple responses.
<b>TPO5: Enhance access for all residents to employment, education, community services and health opportunities.</b>	Minutes to access Secondary School, GP Surgery, Post Office and Retail Centre by car and public transport.	SIMD data.

The next stage of the strategy development is to consider how we can develop packages of measures that could potentially help achieve these objectives.

### 3.3. Developing Options

The Case for Change (Chapter 2) and the policy and data review that underpinned it have highlighted some key messages that can help shape the strategy and inform ideas about what could go into it.

Essentially the strategy needs to support a broader Sustainable Tourism approach. A sustainable transport strategy can address the objectives relating to landscape protection, improving amenity for visitors and residents and increasing the levels of direct spend in the local economy, as well as addressing transport decarbonisation.

Capacity constraints relate mainly to car parking and traffic capacity, rather than visitors per se. Shifting a greater proportion of visitors to arrive by public transport and to move around the Park via public transport or active travel modes will reduce capacity issues.

Whilst there is a need to intercept people arriving by car at gateways and shift them onto sustainable transport options for travel around the Park, there should be a primary focus on seeking to encourage visitors to arrive by public transport in the first place, by providing good quality links from key origins and seamless interchange to onwards destinations within the Park.

It is also clear that water is a specific attribute of the National Park and should be celebrated and incorporated into promotion of the destination. Water can also fulfil a functional transport role (e.g. east-west connections across Loch Lomond) which reduce car dependency, open up new travel opportunities and add to the visitor experience.

For people to use public transport, it needs to be convenient, reliable, give users confidence, enhance the visitor experience, and be more cost effective than driving.

The supply and price of parking needs to be managed so that traffic and parking do not exceed capacity or cause landscape or congestion impacts at the same time as encouraging modal shift to public transport. There is no point in enhancing public transport without managing demand for car parking through clear pricing signals.

Visitor communications and attractive, integrated ticketing products are essential and need to lead the initiative. Again, there is no point in enhancing the public transport offer without these.

### 3.4. Vision

From this we can describe a vision for transport for the National Park.

---

*By 2045, the National Park will be an exemplar of sustainable tourism and rural access and known as a welcoming and inclusive destination. At the forefront of efforts to realise this vision will be a ground-breaking, integrated, accessible mobility system that helps redefine people's expectations about how they travel to and around the Park and increase visitors' desire to undertake car-free activities in order to engage with the Park's special landscape and cultural qualities. It will offer excellent, affordable transport options and encourage healthy, low-carbon travel choices by people who live and work in, and visit the National Park.*

*In so doing, this will enable the National Park to meet its transport decarbonisation ambitions, address problems created by the high levels of car-dependency of visitors, ensure that under-represented groups are able to access and enjoy the National Park, and ensure good access to services and amenities for residents, workers and businesses.*

---

### 3.5. Strategic Options to Deliver the Vision

Achieving this vision will require a step-change in the quality and convenience of alternatives to the car, and to the way that car travel and car parking is currently managed. It will also require step-changes in delivery - in governance, in funding and in communications. Getting there is likely to be a

staged process, a series of steps rather than one big step, and one which involves multiple strategic partners.

In developing strategy options we have been mindful of the potential for there to be these incremental building blocks towards a full strategy, although each of the strategic options described here can also be viewed on their own merits as alternative strategies.

In broad terms, we can summarise the options considered as:

- Business-as-Usual
- Do-More
- Step-Change

### 3.5.1. Business-as-Usual

The Business-as-Usual option is exactly what it says. It would involve measures to effect modal shift that are of a similar scale and nature to those which have been delivered in recent years and which are planned or under consideration at the moment.

From a legislative, institutional and operational perspective it also assumes no significant change - that responsibilities for planning, delivering, operating and funding different aspects of the transport system remain with the various parties currently responsible. It assumes that in the next five years the currently committed or planned projects are delivered, and that funding will remain at broadly similar levels in real terms to enable a similar programme of further interventions to be brought forward in subsequent five-year periods.

Major projects that would form part of the Business-as-Usual option include the proposed A82 Tarbet to Inverarnan upgrade and the expectation of a revised train service for the West Highland Line and a wider rolling stock replacement by the early 2030s. These major projects are also assumed to feature in the other two strategy options.

Smaller scale projects are generally programmed for the short term in line with available funding, so the examples here are simply indicative of the type of intervention that the Business-as-Usual strategy could deliver. It would be expected that similar types of projects, as yet unidentified, would continue to come forward over the subsequent five-year periods.

**Parking and traffic management:** this would include *improvements to existing car parks and facilities* e.g. the planned projects in Arrochar, Glen Loin, Rowardennan, Milarrochy Bay and A85 laybys, *area-wide visitor traffic management schemes* such as the Trossachs Visitor Management Project and *local traffic management schemes* e.g. at Milton of Buchanan.

**Public transport:** this would include *incremental improvements to existing bus services* and possible *pilot projects*, e.g. the proposed Shuttle bus pilot for the Trossachs route; Drymen Park and Ride; Loch Achray Connectivity project etc.

**Key visitor hubs:** this would include *upgrading visitor infrastructure* at existing centres, e.g. Tarbet, Aberfoyle, Tyndrum in the short term, with a rolling programme of similar projects in subsequent periods.

**Active travel:** this would consist primarily of *upgrades to existing paths* and to *infrastructure and facilities at key active tourism destinations*. Short term planned or committed projects include ongoing works to create the off-road St Fillans to Lochearnhead cycle path; the planned works to complete the on-road Drymen to Balmaha cycle route, the potential to improve the West Loch Lomond cycle route associated with the upgrading of the A82, and longer term plans for a Strathfillan cycle route connecting Crianlarich to Killin, and for a new off-road route for National Cycling Network Route 7 from Balloch to Balmaha.

### 3.5.2. Do-More

The Do-More option can be viewed as a strategy option in its own right or, potentially, as the first stages of the Step-Change strategy. It seeks to put more emphasis on effecting modal switch towards more sustainable modes, with projects aimed at improving the quality of infrastructure and amenities at current hubs and gateways to encourage greater public transport use, seeking opportunities to do more with water transport, the management of car parking and the use of traffic management measures and projects to encourage active travel – walking and cycling.

These enhanced measures would require more funding than the Business-as-Usual option, although there could be some element of a re-direction and re-focusing of existing funding towards the proposed measures. Some of the public transport measures would be likely to require grant funding and/or on-going subsidy.

As is the case with the Business-as-Usual option, the Do-More option could be delivered without requiring changes to the current governance model. While this brings advantages in terms of potential deliverability this inevitably puts a ceiling on the level of ambition/ change that can happen.

**Public transport:** this focuses largely on buses and seeks to enhance existing services by *increasing frequencies or extending routes*, providing *new services to plug existing gaps* in coverage and provide *new demand responsive services*. Potential projects could include:

- Extending the Glasgow to Balloch town centre bus to tourist destinations within Balloch (waterfront) at weekends and during peak season;
- Increasing frequency of bus services from Glasgow to Aberfoyle from 2 per day to hourly 'Trossachs Service';
- Linking existing routes East to West of Loch Lomond from Balloch/Alexandria to create a horseshoe service (every 30 minutes in peak season) serving Drymen and Luss. Small minibus service to cater for C9 route;
- Balloch to Aberfoyle - potential new direct bus connection;
- Demand responsive bus service focused around Aberfoyle and Callander serving areas with poor parking capacity / major trip generators.

For *rail*, improvements would be focused around existing stations within the National Park, a programme of providing disabled access at all stations; parking infrastructure improvements (lighting, surface treatment, line markings), secure bike storage and repair stands; wayfinding/ walking routes and general accessibility improvements for onward travel including opportunities for bike/e-bike/e-scooter hire.

**Parking and traffic management:** As a minimum, all Park Authority owned and managed car parks would be improved (and partners who own/manage other sites within the Park would be encouraged to introduce complementary measures):

- Introduction of a standard system of tariffs and charging across all car parking facilities (albeit with different tariffs at 'premium' and 'secondary' destinations);
- Installation of further pay and display machines at all sites to achieve this and data collection of transactional data from payment services for financial monitoring of income and expenditure;
- Improvements to surface condition, bay markings, wayfinding;
- Installation of active travel infrastructure, including cycle storage, wayfinding to walking routes etc at larger sites;
- Implementation of enforcement services to monitor compliance and revenue protection;
- Investment in electric vehicle (EV) and electric bike charging facilities.

Inappropriate parking would be tackled by the implementation of clearways, together with installation of, e.g., boulders and planters to reduce the occurrence of verge parking in problematic areas.

**Integrated ticketing:** The development of combined ticketing products for Park and Ride services that are cheaper than daily charges in other car parks and which offer discounts at tourist destinations and attractions. This would be supported by specific branding of the Park & Ride services.

**Gateways and Hubs:** there would be a programme of improvements/potential increase in car parking capacity and infrastructure at designated public transport hubs (balanced out by reductions in capacity further into the Park beyond the hubs). These could include Balloch, Drymen, Aberfoyle, Callander, Tarbet, St Fillans.

**Active travel:** As for the Business-as-Usual but more ambitious programme of upgrading walking and cycling routes.

### 3.5.3. Step-Change

The Step-Change option is based around several themes that would deliver a Sustainable Transport Strategy, that in turn supports a broader Sustainable Tourism approach. It incorporates, enhanced public transport services, investment in major gateways and hubs and in active travel and the management of parking and traffic to support the above.

This option would require new governance arrangements in order to deliver a consistent approach to parking management, public transport provision and visitor communications etc and new financial arrangements to enable the scale of investment required. The key components are summarised here.

**Active Travel:** The active travel offer and experience will be improved by enhancing awareness of and access to walking and cycling opportunities:

- Improvement of walking and cycling routes; long distance walking and cycling options; short distance walking and cycling day / half day options; development of accessible walking and cycling routes;
- Access to e-bikes and bikes;

- Promotion of and development of itineraries, incorporating bus and water transport alongside walking and cycling.

**Public Transport:** Public transport will be improved to provide access to gateways and hubs from major origins, as well as access between hubs:

- Rail service: rail services strengthened and incorporating cycle carriage;
- Bus service: good connectivity from surrounding urban areas;
- Further enhancements to infrastructure at rail and bus stations to include bike/e-bike/e-scooter hire and storage etc;
- Enhanced information provision (see Visitor Comms below);
- Good connectivity between hubs;
- Water transport: complementary links to the public transport network and to walking and cycling networks.

**Integrated ticketing:** Ticketing that is easy to use and offers good value for money and including:

- Bus / ferry only: day, week and group products;
- Rail and sail for Glasgow to Dunoon;
- Rail and coach group fares for travelling to the Park;
- 'Explorer Pass': integrated ticket for bus, water taxi, rail, together with discounted taxi, discounted bike hire etc.

**Gateways and hubs:** Gateways and hubs are focuses for investment in visitor and community amenities and for placemaking interventions to enhance quality of place. There is high quality public transport from outside of the Park to major gateways. The role of *gateways* is as a major public transport destination, location where car visitors can transfer from car to public transport, there is visitor accommodation and amenities, (visitor information centre, shops, hospitality). There is a comprehensive public transport network from gateways to hubs, as well as active travel links. *Hubs* are locations to access walking / cycling activities, water transport and recreation. Amenities (visitor accommodation, shops, hospitality) and services (cycle hire, water sports where relevant, taxi, pick-up/drop-off services and baggage transfer) are accessible.

**Parking and traffic management:** Parking supply is managed and charging mechanisms are used to shift the balance towards more public transport and active travel modes. This includes:

- Integrated management of parking supply throughout the Park;
- Parking reduced in sensitive landscape areas or areas with capacity problems and more car users intercepted at gateways and hubs, with this approach reflected in pricing.
- Unmanaged car parking is progressively removed (e.g. verge parking);
- Traffic management reduces the impact of cars beyond gateways and, where appropriate, access is managed in sensitive locations in order to reduce traffic and parking impact on the landscape and on communities.

**Visitor Communications:** Visitor communications strongly promote the ambitions of the strategy, provide practical support to encourage visitors to take up the preferred ways of travelling within the Park and communicate with target groups to encourage them to visit the Park. This includes:

- Strategic positioning – key messages of Loch Lomond and The Trossachs National Park as a premier sustainable tourism destination;
- Encouraging access for all:
- Development of itineraries and days out ideas, supported with appropriate ticketing products and services (e.g. bus & water tickets, cycle hire);
- On the ground support through information at visitor information centres and in visitor facing businesses, journey planning and real time information;
- Attractive, integrated ticketing products (as described in public transport section);
- Improved provision of parking information on the National Park Authority website providing live data and indicating seasonal variations in supply and periods of peak occupancy per site (also on partner websites).

**Governance and finance:** The above needs to be supported by:

- Governance arrangements (consistent approach to parking management, public transport provision, visitor comms etc.) and financial arrangements to enable investment in the services.

#### 3.5.4. Option Summary

Table 10 summarises the three strategy options:

Table 10. Summary of Strategy Options

Policy Theme	Business-as-Usual	Do-more	Step-change
<b>Active travel</b>	Upgrades to existing paths and to infrastructure and facilities at key visitor destinations.	As for the Business-as-Usual option but with a more ambitious programme of upgrading walking and cycling routes.	Short & long distance walking options; cycling day / half day options; accessible walking and cycling routes; water-based activities: access to e-bikes and bikes; itineraries, incorporating bus & water.
<b>Public transport</b>	Incremental improvements to existing bus services and new pilot projects.	Buses: enhance existing services by increasing frequencies or extending routes, providing new services to plug existing gaps and new demand responsive services. Rail: improvements to stations within the Park.	Rail services strengthened plus cycle carriage; improved bus service connectivity from surrounding urban areas; good connectivity between hubs: complementary links between water, active travel & public transport networks.
<b>Integrated ticketing</b>		Park & Ride with a combined ticket that is cheaper than daily charges in other car parks offering discounts at tourist destinations and attractions.	Explorer pass; bus/ ferry day, week and group products; rail and sail from Glasgow; rail and coach group fares.
<b>Gateways and hubs</b>	Upgrading visitor infrastructure at existing centres.	Programme of improvements/potential increase in car parking capacity and infrastructure at designated public transport hubs.	Creation of gateways and hubs with public transport to major gateways and network from gateways to hubs.
<b>Parking and traffic management</b>	Improvements to existing car parks and facilities, plus area-wide signing/orientation and local traffic management schemes.	Categorisation of car parks; standardisation of tariffs & charging; pay and display machines at all sites; improvements to surface condition, markings, wayfinding; active travel infrastructure at larger sites; low cost	Integrated management of parking supply throughout Park; discounted parking at gateways, with availability beyond the gateways more expensive and supply controlled; unmanaged car parking progressively removed; traffic management beyond gateways.

	<p>measures to reduce the occurrence of verge parking.</p>
<p>Visitor Comms</p>	<p>Strategic positioning of the National Park's offer; encouraging access for all: development of itineraries with ticketing products and services; support at visitor information centres and visitor facing businesses, journey planning and real time information.</p>
<p>Governance and finance</p>	<p>Governance arrangements (consistent approach to parking management, public transport provision, visitor comms etc.); financial arrangements to enable investment in the services.</p>

### 3.6. Strategy Options: Screening Appraisal

Table 11 summarises a qualitative screening of the three strategy options against the transport planning objectives.

Table 11. Strategy Option Screening Appraisal

Transport Planning Objectives	Business-as-Usual	Do-More	Step-Change
TPO1: Reduce the amount of carbon from travel to and from the Park and contribute to the Net Zero target	**	-	√√
TPO2: Reduce the adverse impacts of traffic and parking on the public's perception and enjoyment of the Park	*	√	√√
TPO3: Increase the proportion of visitors travelling around and exploring the Park by walking, wheeling and cycling	√	√	√√√
TPO4: Increase proportion of visitors travelling within the Park by public and water transport	*	√	√√√
TPO5: Enhance access for all residents to employment, education, community services and health opportunities	*	-	√

**Scale of impact key:** \*\*\* major negative \*\* moderate negative \* minor negative  
 - neutral/negligible √ minor positive √√ moderate positive √√√ major positive

Continuation of existing policies – the Business-as-Usual option – performs poorly against the first objective to **reduce carbon from travel to the Park**. There are few measures to actively encourage a modal shift away from car for people travelling to the Park, indeed improvements to the A82 might work against it, and in their absence we would expect the car modal share to continue to rise as public transport share continues its long term decline. The continuing switch to electric vehicles will have a positive effect on carbon over time, (although doing nothing for congestion or on having fewer cars within the protected landscape), and for much of the strategy period the composition of the vehicle fleet will be dominated by petrol- and diesel-powered vehicles. *Overall rating: moderate negative.*

The Do-More option, with its increased focus on parking management within The National Park would be expected to perform slightly better as it discourages some people, at the margin, from travelling to the Park by car, but with little in the way of public transport enhancements to encourage more people to arrive by car and bus any positive impact on carbon is likely to be negligible. *Overall rating neutral/negligible.*

In the Step-Change option the emphasis on providing high quality public transport links from the Central Belt and beyond, coupled with stringent measures to re-balance the cost of parking in line with public transport costs and the other supporting measures should be capable of effecting a degree of switch away from car towards more sustainable options. Overall rating *moderate positive*.

The same factors will also influence the option performance against the second objective to **reduce the impact of traffic and parking, within the National Park**. In the Business-as-Usual option there are some measures around parking management which will have a positive impact, although overall the background trend towards more people arriving by car is likely to render this impact *minor negative*.

A more structured and consistent approach to car parking management in the Do-More option results in a *minor positive* assessment. Its impact is constrained, however, by the inability to set and enforce consistent parking standards across all the car park providers within the National Park. This is assumed to be overcome by changes in governance and working arrangements in the Step-Change option which results in a *moderate positive* assessment.

All three strategy options would make a positive contribution towards the third objective of **increasing the proportion of visitors exploring the Park by foot, water and bike**. The scale of impact in the Business-as-Usual and Do-More options will be modest and has been assessed as a *minor positive*, but this would rise to a *major positive* with the extensive measures proposed to enhance active travel opportunities in the Step-Change option.

The Step-Change option would be expected to also have a *major positive* impact on the fourth objective **to increase the proportion of visitors travelling within the Park by public transport** from its current low base level. The Do-More option would have a much more modest impact but would be expected to reverse current declining trends in public transport use and has been assessed as a *minor positive*. Business-as-Usual would not be expected to arrest this decline and has been assessed as being *minor negative*.

For similar reasons the Business-as-Usual option is not expected **to improve accessibility to key services for all residents (TPO5)**, being assessed here as having a *minor negative* impact. The improvements to public transport and to the management of car parking in the Do-More option would be expected to have some impact on traffic congestion and offset background trends of decline in public transport but not sufficiently for the impact to be anything other than *negligible*. The proposals for the Step-Change option would improve accessibility for residents in terms of better (and hopefully more financially sustainable) public transport links, reductions in traffic congestion and in inappropriate parking and have been assessed here as being a *minor positive* benefit. This could rise to be considered a moderate positive benefit if the improved public transport services serve residents accessibility needs as well as those of visitors.

### 3.7. Preferred option

Our recommended approach is therefore the Step-Change option. It is the only one of the three options that is capable of making positive contributions towards all of the strategy objectives and a potentially major contribution towards increasing the proportion of people travelling within the Park by sustainable modes. Continuing with a Business-as-Usual

approach is not an option. It will fail to address the climate emergency and generally make little or no impact on other ambitions for the Park. The Do-More option could make a modest impact but in the absence of significant governance change is likely to at the whim of stop-start grant funding. It is perhaps better thought of as being the early stages of the Step-Change option.

## 4. Recommended approach

### 4.1. Introduction

This chapter describes the recommended Step-Change strategy in more detail and concludes with a summary appraisal of it against STAG and other committed policies.

As outlined in Chapter 3, the recommended strategy consists of the following components:

1. Gateways and hubs
2. Public transport
3. Active travel
4. Parking & traffic management
5. Visitor comms and promotion (including integrated ticketing).

In the following sections we describe each of these components in detail.

### 4.2. Gateways and hubs

The strategy is built around the development of key gateways and hubs.

Gateways are locations where people feel like they have arrived at the edge of the destination area. These gateways are served by direct, high quality public transport from key external locations. Visitors arriving by private transport have the opportunity to shift onto other modes for forward transit. They provide:

- Excellent onwards transit to visitor hubs;
- Seamless interchange between modes;
- Amenities such as cafés and toilets;
- Orientation information, tourism information, advice on onward travel and good wi-fi connectivity;
- Visual branding of services and facilities.

Hubs are locations which are a focal point for visitor amenities and visitor activities. They are connected to gateways via good quality public transport. They have a range of visitor amenities including (subject to specific locale):

- General amenities such as shops, toilets, shelter;
- Tourism information and wi-fi connectivity;
- Hospitality;
- Accommodation;
- Recreation opportunities: starting point for walking, cycling and water-based activities, together with services such as equipment hire (bikes, water-based activities), and guiding / baggage transfer services.

We have defined primary and secondary gateways and hubs as shown in Figure 17 and Table 12 below. Some locations fulfil both roles (e.g. Balloch, Drymen, Aberfoyle, Callander and Dunoon are primary gateways and primary visitor hubs).

Gateways and hubs will be foci for investment in visitor and community amenities, including:

- Ensuring consistent and high-quality provision of public transport infrastructure and visitor amenities;
- Enhancing walking and cycling connectivity within the settlement and to the start of recreational routes;
- Place-making interventions to enhance public realm and celebrate place.

Figure 17. Suggested gateways and hubs.

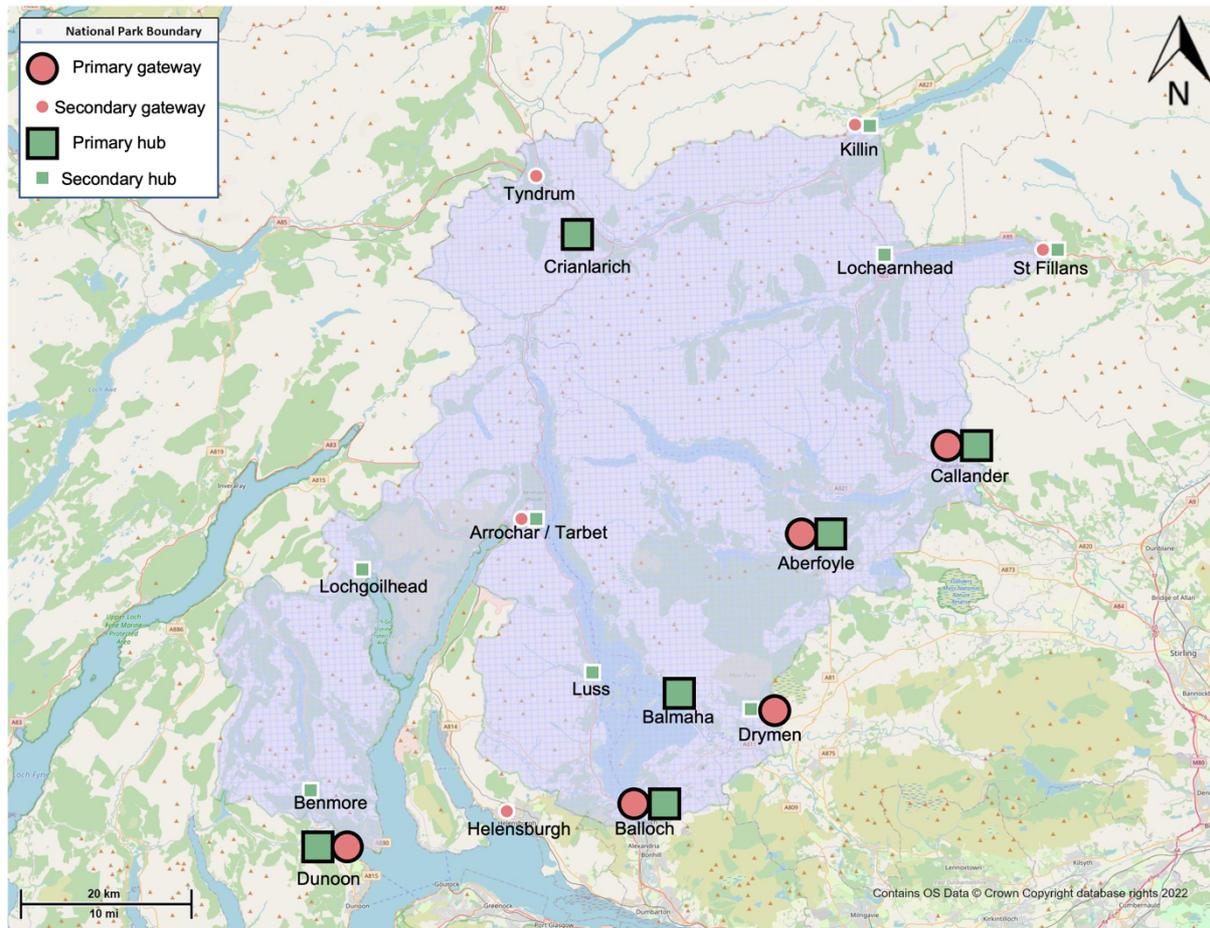


Table 12. Suggested gateways and hubs

Name	Primary gateway	Secondary gateway	Primary hub	Secondary hub
Balloch	✓		✓	
Drymen	✓			✓
Aberfoyle	✓		✓	
Callander	✓		✓	
Dunoon (Gourock)	✓*1		✓	
Balmaha			✓	
Crianlarich			✓	
St Fillans		✓		✓
Killin		✓		✓
Tyndrum		✓		
Arrochar / TARBET		✓*2		✓
Helensburgh		✓*3		
Lochearnhead				✓
Luss				✓
Lochgoilhead				✓
Benmore				✓

\*1Dunoon is a gateway for ferry arrivals from Gourock.

\*2Arrochar / TARBET is a gateway for arrivals by West Highland railway.

\*3Helensburgh is a gateway in terms of a population centre close to the southern edge of the Park, with good rail access and onward transport.

Note that whilst the option of shifting interception points for private car traffic back from the Park has been considered, we believe that gateways need to communicate some sort of arrival. Seeking to intercept private car users at an intermediate point will not be a viable user proposition. Rather, the approach should be to encourage car-free travel to the Park from key origins (such as Glasgow and Stirling).

There should be a consistency in infrastructure and service provision according to the categorisation of the settlement, as suggested in Table 13.

Table 13. Suggested provision of amenities at gateways and hubs

Amenities	Primary gateway	Secondary gateway	Primary hub	Secondary hub
Bus shelter & seating	✓*1	✓	✓	✓
Outdoor seating	✓	✓	✓	✓
Branded flag & pole	✓	✓	✓	✓
Bus border kerb	✓	✓	✓	✓
Timetable display	✓	✓	✓	✓
Real time information	✓	✓	✓*2	✓*2
Network map	✓	✓		
Orientation map & info	✓	✓	✓	✓
Pedestrian / cycle route signing	✓	✓	✓	✓
Wi-fi hotspot	✓	✓	✓	
Visitor information & orientation	✓		✓	
Accessible toilets	✓	✓	✓	
Lockers / left luggage	✓		✓	
Café / refreshments	✓	✓	✓	
Taxi rank / taxi info	✓	✓		
Car Club	✓			
Secure cycle parking	✓		✓	
Cycle parking	✓	✓	✓	✓
E-bike charging			✓	✓
Cycle hire	✓		✓	✓
Shower / bike wash			✓	
Blue badge parking	✓	✓		
EV charging	✓	✓		

\*1 High quality bespoke bus shelters at primary gateways.

\*2: Real time information available via smartphone app, with info on accessing app at bus stop.

Bringing interchange facilities together at primary gateways and primary hubs (see illustration in Figure 18) through creation of mobility hubs could provide the following amenities:

- Public transport interchange;
- Waiting facilities;
- Visitor information;

- Real time information;
- Wi-fi hotspot / access to digital information;
- Accessible toilets;
- Cycle parking;
- Cycle repair station;
- E-bike charging;
- Cycle hire;
- Taxi rank or bay;
- Car club;
- Disabled blue badge parking;
- Electric vehicle charging;
- Click and collect point.

Figure 18. An illustration of a mobility hub for a village/ tourist destination



Source: CoMoUK

## What A Gateway / Hub feels like

### Arriving via car

I arrive in Balloch by car. I'm directed from the A82 clearly into Balloch Park & Ride site. This used to be the overspill for Loch Lomond Shores but has now been repurposed as a high-quality interchange for visitors arriving in Loch Lomond by car. Visitor orientation information is provided prominently in the car park and there are high quality sheltered bus stops with real time information directly next to the car park entrances with regular bus services heading towards Balloch, Drymen, Balmaha, Aberfoyle (and onwards through the Trossachs to Callander), as well as towards Luss, Tarbet and Helensburgh. Even the Scottish Citylink Glasgow to Oban / Fort William services call in here.

The car park is cheap (compared to car parks further into the National Park) and it's free if I buy a day bus ticket – £5 for me, just £10 for a family – or an 'Explorer Pass' which gives me access to all forms of transport for the day. The high-quality parking terminals make it easy to buy and provide a parking ticket and a bus ticket. It also directs me to the Loch Lomond and Trossachs travel app, which I download onto the phone, making use of the wi-fi hotspot.

### Arriving via public and active transport

I arrive in Balloch by train on the high frequency Glasgow to Balloch service. The train includes a cycle carriage for those who want to bring a bike with them. When I arrive at Balloch Railway Station, I walk straight out onto Balloch Road with the visitor information centre opposite me and bus stops right outside the station entrance. On the train and at the bus stop, they are advertising the day bus ticket and the 'Explorer Pass'. When I go into the tourist information centre, they can explain what's included in the Explorer Pass and sell me one, although I could buy one on the bus.

Orientation maps at the railway station and visitor information centre show the attractions in Balloch including Lomond Shores and Balloch Country Park, as well as the network of walking and cycling routes. The visitor information centre has leaflets with walking and cycling itineraries and a "day out in Balloch". Next to the visitor information centre, you can hire bikes for the day or half day.

It appears that they've closed the Balloch Road bridge across the River Leven to everything except buses, taxis, pedestrians, and bikes during the summer visitor season, so the road is really peaceful. Walking over the bridge towards the Country Park, the cafés and bars are spilling out onto the street, and it feels like a real holiday destination.....

### 4.3. Public Transport

If we are to effect major mode shift from car to public transport, and to enable people without access to a car to visit the National Park, a good quality public transport network is required that:

- Offers convenience, in terms of serving appropriate destinations with a frequency and reliability that gives confidence to prospective users;
- Offers value for money by being comparable in price to using a car for a day trip;
- Adds value to the trip by, for example, reducing the strain of driving, offering a better opportunity to enjoy the landscape, or enabling certain types of trips such as catching the bus to the start or end of a linear walk.

Enhancing the public transport network requires:

- Tight control of parking in order to make public transport more attractive compared to driving, and to reduce delays to bus services caused by traffic congestion (see Parking and Traffic Management section below);
- A new economic model whereby the costs and revenues of public transport are pooled with other costs and revenues in delivery the strategy (see Delivery: Governance and Finance section below).

A good public transport offer includes:

- Good access to the area via rail and bus services, with convenient interchange onto local services at key gateways;
- Good access around the Park, between gateways and hubs and popular destinations;
- Attractive fare products, for individuals and for families / groups, that enables people to hop on and hop off buses, rail and water transport and encourages them to buy a ticket for the duration of their stay;
- Excellent information at all journey stages – planning a journey, at the bus stop and during the journey;
- Good quality waiting facilities and amenities at major interchange and boarding points;
- High quality vehicles, with attractive branding and comfortable interiors;

- Cycle carriage on buses, trains and water transport to enable multi-modal trips.

#### 4.3.1. Connections to gateways from external origins

Public transport will be improved to provide access to gateways and hubs from major origins, as well as access between gateways and hubs. Table 14 below suggests how some connections from external origins to key gateways could be improved.

Table 14. Connections from external origins to key gateways, now and in the future

Primary Gateways	Now	Future
<b>Balloch</b>	2ph train from Glasgow 2ph bus from Glasgow / intermediate settlements 1ph bus from Helensburgh	2-4ph train from Glasgow 2ph bus from Glasgow / intermediate settlements 2ph bus from Helensburgh CityLink West Highland coach services
<b>Drymen</b>	1ph bus from Balloch	2+ph bus from Balloch 1ph bus (direct) from Glasgow 1ph bus from Aberfoyle
<b>Aberfoyle</b>	0.5bph from Glasgow/Stirling	1ph bus from Balloch /Drymen 1ph bus from Stirling
<b>Callander</b>	0.5ph bus from Stirling	1ph bus from Stirling
<b>Dunoon (Gourock)</b>	2ph train/ferry from Glasgow 1bph Dunoon to Benmore	2ph train/ferry from Glasgow 2bph Dunoon to Benmore

#### 4.3.2. Connections between gateways and hubs and within the National Park

Internal connectivity between gateways, hubs and destinations in the Park will be enhanced. Figure 19 below shows a long-term aspiration for peak season internal links between gateways and hubs, as well as external links to key gateways, including by bus, by rail and by water transport.



- **Ticketing products:** opportunities to develop attractive fare products should be investigated with the rail industry, including:
  - Group travel products to make group and family travel to the National Park more attractive;
  - A Loch Lomond and the Trossachs National Park zone where passengers can board or alight at any station and undertake short hop journeys during their day out;
  - Adding local bus travel to rail products (e.g. Rail & Sail product to Dunoon to incorporate bus to Benmore);
  - Such products should be developed in association with visitor comms activity including co-design with target groups (see visitor comms section below) and could be trialled as a promotion during a visitor season.

#### 4.3.4. Bus services

Figure 19 above provides an indicative network of bus services connecting the key locations around the Park.

There should be an initial focus on serving some of the locations with higher volumes of visitors and more pronounced traffic and access problems, notably connections between Balloch, Drymen/ Balmaha and Aberfoyle, as well as Helensburgh to Balloch and Balloch to Luss. A 'round the Loch' service from Luss-Balmaha via Balloch could connect in and be marketed alongside waterbus transport on Loch Lomond.

The aspiration in the longer-term is to provide high quality, zero emission vehicles to operate these services, offering a high level of comfort, plentiful luggage storage, audio and visual announcements, wi-fi and USB chargers. The size and design of vehicles will vary according to the nature of routes and capacity required, but on some of the core routes on A roads, this could include full size double-deckers, whilst on some of the narrower roads, these may be mini- or midi-buses.

#### 4.3.5. Water transport

There is an opportunity for water transport to play a bigger role in transporting visitors around the National Park and for the role of water to be better promoted and celebrated, as water is fundamental to the area's designation as a National Park.

Specifically, water transport could efficiently move people east-west across Loch Lomond, opening up visitor activities on East Lomond to people on the west of the Loch and vice versa.

The opportunity to develop waterbus services (as opposed to leisure cruises) should be investigated with the boat operators. The aspiration would be for zero emission boats that are formatted to carry passengers and their luggage, including bikes, providing fast connections across Loch Lomond, such as:

- Balloch to Balmaha;
- Balloch to Luss;
- Luss to Balmaha;
- Luss to Rowardennan;

- Tarbet to Rowardennan;
- Balmaha to Rowardennan (as an alternative to road transport);
- Inveruglas to Inversnaid;
- Ardlui to Ardluish.

These services could be promoted in association with itineraries (e.g. a day out on east/west of Loch from the west/east; boat access to climb Ben Lomond etc.).

There is a distinction between the water being used for transport as opposed to as a visitor attraction. There therefore needs to be a distinction between cruises and shuttle services. This needs careful presentation both in terms of tariffs and in terms of marketing. Note that while the Loch Katrine boat services provide a transport service for people undertaking the Trossachs Way, the nature of this route and service justifies a 'cruise' tariff. However, there are opportunities to market the service and develop products which incorporate bus travel to/ from Loch Katrine.

#### 4.3.6. Interchange and facilities

The earlier section on gateways and hubs provided some commentary on interchange facilities. An important aspect of interchange is making the system high quality. The bus stop in Drymen in Figure 20 is well lit, spacious and has attractive murals promoting long-distance walk and cycle routes that pass through the village. It also has a bike repair station, electric charging for e-bikes and a water fountain. This is a great illustration of making public transport attractive and valued, which is critical to the strategy.

#### 4.3.7. Branding

Branding should be applied to the whole bus network, incorporating network maps, online information, timetables, bus stops, vehicle exteriors and interiors (Figure 21). This branding should be carried through to all other aspects of the Transport Strategy, including visitor comms.

Figure 20. Village centre bus stop in Drymen



Source: Martin Higgitt Associates

Figure 21. High quality, attractive double-deck open-top buses serve the 599 route between Windermere and Bowness in the Lake District.



Source: Martin Higgitt Associates

#### **4.3.8. Attractive, integrated ticketing**

Ticketing that is easy to use and offers good value for money is critical to the success of any public transport interventions and is discussed further in the visitor comms section below.

#### **4.3.9. Seasonality and time of day of services**

The enhanced services should run throughout the visitor season, from April to October. In the initial period, it may be appropriate to trial new services over a shorter time frame of, for example, July and August, during the Scottish and English school holidays, before looking to extend into April to June and September to October.

A lower frequency network needs to be maintained during the rest of the year for the benefit of residents and visitors outside peak season.

Time of day of operation needs to cater for visitor travel patterns. The majority of visitor trips tend to take place between 10am-6pm, but many visitors will want to be able to access activities, especially hill walking earlier and later in the day, as well as being able to enjoy evening hospitality. We suggest that a high frequency service should operate between 10am-6pm, with some early morning and late evening running (e.g. occasional services between 6am-10am and 6pm-11pm).

#### **4.3.10. Demand Responsive Transit (DRT) and taxis**

The core public transport offer will be complemented by roles for DRT and for taxis.

The function of DRT and taxis is to provide additional transit services away from the core public transport routes, or at times when the core public transport service is not operating, such as during the evening or in the low season, or to address specific unmet residents' needs. It also fulfils a role in providing a 'Mobility Guarantee' to people who travel to the area without a car so they have confidence they will not be stranded if their transport arrangements fail.

There is currently rapid innovation in online routing and booking technologies and services which may allow DRT to play a bigger role in future public transport provision, and so, a 'watching brief' needs to be maintained to assess its potential, as the specification of the future public transport network is refined.

The potential to operate shared taxis offering discounted travel for visitors with the 'Explorer Pass' should be investigated with taxi operators. Consideration should also be given to the opportunity to assist taxi operators in upgrading their vehicles to zero emission vehicles, as well as ensuring the fleet is accessible and some vehicles can provide cycle carriage.

There is a need to work with the taxi sector to establish and refine its role in the future strategy and to work with the industry to address sectoral capacity issues.

#### **4.3.11. Shared Transport: car clubs**

Car clubs can also play an important complementary role in the strategy, as well as providing another transport service for residents. Many visitors may be happy to arrive by public transport and undertake activities via public transport and active travel modes, but the ability to access a car to make a trip that can't be made by public transport is helpful in providing choice and building confidence for visitors to access the Park without a car.

Access to car clubs should be provided at gateways, as part of the mobility hub offer. In due course, discounted access to car club vehicles would be incorporated into the 'Visitor Explorer Pass'. Potential demand from resident populations and businesses should be evaluated alongside this, and the service should be heavily promoted to local residents and businesses.

#### 4.3.12. Coaches

Coaches have an important role to play in bringing visitors into the area. Whilst there are distinctly different coach markets, from full size coaches aimed more at a 'sight-seeing' market versus smaller mini- and midi-bus tours targeting a more activity-based clientele, all coach tours bring in visitors sustainably and efficiently and coach visitors tend to spend a reasonable amount locally during their visit. Therefore, adequate coach parking should be provided at key gateways and hubs, and it should be a higher priority to provide adequate coach parking capacity in premium locations than general car parking.

Coaches require convenient, easy to access parking, and facilities for customers and for drivers including accessible toilets and refreshments.

In the future, there may be more electric coaches being used, so there is a need to consider charging infrastructure for coaches too.

Ongoing dialogue should be maintained with the coach industry to understand their requirements for offering visits to the area. The potential for securing "Coach Friendly" status should be investigated, with the National Park actively promoted to the coach industry.

Full size coaches should be discouraged from travelling to areas where they will create traffic congestion problems (such as single-track roads).

Coach parking facilities will be provided where it is needed and prioritised over private car parking.

## 4.4. Active Travel

We see the enhancement and promotion of active travel (walking and cycling), as well as water-based activities, as central to the long-term strategy for the Park (see Figure 22 for a map of the current network). As well as encouraging and enabling people to explore the Park by low impact means, it further 'positions' the Park as a destination for walking, cycling and water-based activities. In the longer-term, this would support efforts to attract new non-car audiences, as well as to encourage car-borne visitors to minimise car use by participating in car-free activities.

Developing and promoting the active travel offer involves several elements:

### 4.4.1. Infrastructure enhancements

Investment in long-distance walking routes:

- Enhancements to existing long-distance routes, including The West Highland Way, The Great Trossachs Path, Rob Roy Way, Three Lochs Way, John Muir Way, Cowal Way, including signing and wayfinding, addressing defects, improving accessibility (e.g. replacing stiles with accessible gates where possible);
- Promote routes via links to existing websites and encourage host websites to improve information where helpful.

Investment in long-distance cycling routes:

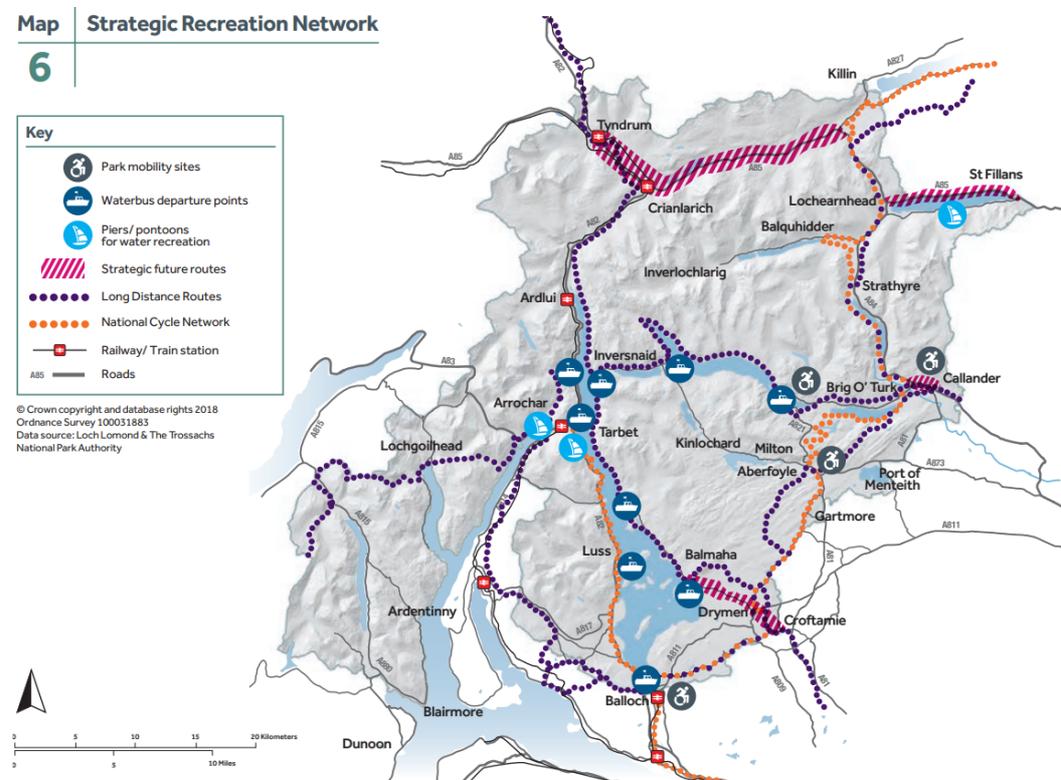
- Enhancements to existing long-distance routes (signing and wayfinding, addressing defects), including Rob Roy Way (NCN7), Cowal Way, John Muir Way;
- Promote routes via links to existing websites and encourage host websites to improve information where helpful.

Creation of new cycling routes:

- Balmaha to Drymen (and Croftamie); St Fillans to Lochearnhead; Killin (Mid Lix) to Tyndrum; Dunoon to Benmore

Further enhancement of mountain bike hubs in appropriate locations (e.g. Aberfoyle).

Figure 22. Map of the strategic recreation network



Source: Loch Lomond and the Trossachs National Park Partnership Plan 2018-2023

#### 4.4.2. Services

Promote bike and e-bike hire at major visitor hubs and encourage development of hire offer at hubs with no existing provision (Balloch, Drymen/Balmaha, Lochearnhead, Killin, Crianlarich).

Investigate opportunities to offer enhanced hire service including pick-up/drop-off and recovery services, one-way bike hire for people travelling between hubs or to popular destinations; weekly hires linked to holiday property booking.

Promote and encourage development of value-added services to walkers and cyclists including baggage transfer for long-distance walkers/cyclists, and tour guiding.

Cyclists should be able to use the public transport network – rail, bus, water transport and taxi – to carry bikes. As the strategy develops, there will be a need to consider whether cycle carriage should be accommodated on all bus services or some specific corridors connecting to cycle routes, and whether taxis may offer a better way of transporting cyclists.

#### 4.4.3. Promotion

Promote the active recreation (walking, cycling, water) offer as one of the key strategic selling points of the National Park.

Market and promote the network of long-distance walking and cycling routes.

Develop walking and cycling itineraries:

- Providing a suite of walking and cycling trip ideas to suite all tastes: short, half-day, full-day; mixed ability groups; accessible etc<sup>55</sup>.
- These to focus primarily on key visitor hubs;
- Promoted routes to be physically signed and available online;
- Include promotion of itineraries involving water, such as:
  - Exploring East Lomond from Luss;
  - Exploring Luss from Balloch and Balmaha;
  - Water bus to Rowardennan for walk up Ben Lomond;
  - Combined walk or cycle and water trips for exploring Loch Katrine.
- Further development and promotion of Cowal Peninsula recreational walking and cycling offer, including enhanced cycle hire offer, strengthened bus service from Dunoon Ferry Terminal to Benmore and presentation of walking and cycling itineraries, linked to Rail & Sail from Glasgow to Gourock to Dunoon (in collaboration with Wild About Argyll).

---

<sup>55</sup>The walks and cycle rides developed by Loch Lomond Countryside Trust provides an excellent illustration and start for this: [www.lochlomond-trossachs.org/things-to-do/](http://www.lochlomond-trossachs.org/things-to-do/)

## 4.5. Parking and traffic management

### 4.5.1. Introduction

The aims of managing parking to deliver the strategy are:

- To reduce the negative impact of parking and traffic congestion in areas of excess demand;
- To reduce the level of intrusion of traffic and parking in more sensitive landscape areas, as well as in settlements;
- To manage demand to appropriate levels through a combination of supply, parking restrictions and tariffs;
- To encourage and assist car users to access appropriate car parking through the provision of information, including dynamic parking availability information, and services such as pre-booking;
- To use parking charges to support the implementation of the broader strategy and to encourage mode shift onto sustainable transport modes.

### 4.5.2. General approach

The general approach for enacting these aims is as follows:

- Generally look to reduce the amount of car parking over time. In particular, parking in 'inner destinations' should be progressively reduced, with visitors encouraged to park at gateways. In some cases, but not all, there may be justification for increasing the amount of visitor parking at gateways, but the overall parking levels should be reducing;
- Verge parking in sensitive landscapes, or where it causes traffic congestion or safety concerns should be progressively removed. Uncontrolled visitor parking in settlements should be reduced. Visitors should be encouraged to use appropriate designated off-street car parks through a combination of restrictions and good information;
- Charges for parking should reflect its costs (in terms of parking management, landscape impact and congestion impact), as well as to act as a demand management tool and to provide support for investment in sustainable transport services;
- There should be a consistent approach across parking providers (in terms of management, tariffs, information and enforcement), with the National Park, Local Authorities, other public sector organisations such as Forestry and Land Scotland, and, if possible, private operators of public car parking operating to the same broad regime. These bodies should be contributing a proportion of their parking surplus to delivery of the strategy (see Chapter 5 Delivery: Governance and Finance section).

### 4.5.3. Parking Tariffs

Parking tariffs should be designed to reflect this approach:

- Moderate tariffs should be provided at gateways, where users can transfer onto public transport and sustainable modes for onwards transit into the heart of the Park. The parking fee could be incorporated into the 'Explorer Pass' (see Visitor Comms section);
- High parking tariffs should be employed at hubs;

- Very high parking tariffs should be implemented for 'inner destinations', alongside a reduction in parking availability in these sensitive locations;
- Short-stay tariffs should be provided at gateways but not at hubs or inner-destinations, in order to encourage users to park their car and spend a half-day or day undertaking activity. This will reduce the amount of traffic movement, as well as to encourage local spend in areas visited.

Consideration should be given to varying the parking tariffs by season, reflecting parking pressures and the availability of transport alternatives.

Arrangements need to be made to ensure that residents and businesses are not unduly disadvantaged by providing products to suit, such as season ticket products that could include discounted access to public transport.

The supply and designation (short & long stay) of parking, together with good interchange onto other transport modes should be considered on a place-by-place basis at gateways:

- Balloch: examine the opportunity to provide a Park & Ride car park utilising existing overspill parking;
- Drymen: consider the opportunity and rationale for increasing car parking provision here as a gateway to East Lothian;
- Aberfoyle: investigate the demand for parking and the potential for re-organising parking to accommodate long-stay parking in underused existing car parking;
- Callander: undertake a broader parking supply and demand survey to assess whether there is a need and opportunity for dedicated long-stay Park & Ride car park, or whether long-stay users can be accommodated in an existing car park with good access to onward transit services;
- Dunoon: no new parking, as gateway is accessed by water;
- Tyndrum: in longer term, subject to additional public transport services being available here, investigate the opportunity for Park & Ride parking to intercept traffic from the north;
- Killin: longer-term, subject to additional public transport services being available here, undertake a parking supply and demand survey to assess whether additional Park & Ride parking capacity is appropriate;
- St Fillans: longer-term, subject to additional public transport services and active travel connections into the Park, consider whether additional parking would help intercept traffic.

Parking provision at hubs:

- There should be a presumption against providing additional parking at hubs.

In exceptional circumstances, additional off-street car parking provision may be considered where it removes unmanaged on-street car parking or enables space in a village centre currently used for parking to be reclaimed for public realm. Any such provision would be in association with introducing appropriate tariffs for the off-street car parking and managing on-street parking.

#### 4.5.4. Off-street car parks

Car parks should provide a high-quality experience for visitors including:

- Well laid out and maintained with good quality (landscape appropriate) surfacing;
- Design that gives clear priority to pedestrians *within* the car park and safe walking routes to/from the car park and to payment machines;
- At least minimum standard bay sizes that allow easy access in and out of cars;
- Over-size bays for larger vehicles such as motorhomes and campervans at gateway car parks;
- Coach parking at appropriate car parks where coach operators would like to provide a tour service;
- Easy to use payment machines, with a choice of payment mechanisms: credit/debit card, mobile and app-based payments should be enabled (where there are connectivity issues, these should be investigated to identify potential solutions);
- Litter bins (where appropriate, such as car parks in settlements);
- Toilets (where appropriate), including accessible toilet;
- Orientation information, including promotion of multi-modal transport options, walking and cycling routes and any locally relevant interpretation materials;
- Signing from the car park to bus stops, water bus services, walking and cycling routes and relevant visitor destinations;
- Other amenities such as picnic tables, where appropriate.

#### 4.5.5. Verge and on-road parking outside settlements

Verge and on-road parking outside settlements should be progressively eliminated. Appropriate traffic management needs to be in place such as the use of clearways and clear signing of passing places where no parking is permitted. Verge parking should be discouraged primarily through the placement of landscape appropriate barriers (such as boulders). Where on-street visitor parking is maintained (due for example to a lack of off-street parking capacity), parking tariffs should be introduced in keeping with the tariff structure for gateways, hubs and inner-destinations.

#### 4.5.6. Parking in settlements

Visitors to gateway or hub settlements should be encouraged to park in appropriate off-street parking. The availability of free, uncontrolled on-street parking needs to be controlled. This could be done through the introduction of wait-limited restrictions in village centres, controlled parking zones and/or the introduction of on-street parking charges.

### Residents and business parking

Where there are existing problems for residents without off-street parking, or where tighter controls on visitor parking are introduced, it may be appropriate to introduce a Residents Permit Scheme. Such schemes will need to be designed in a bespoke appropriate to the specific circumstances. There should be a small charge for the introduction of the scheme (to contribute towards administration and enforcement). Local businesses would be able to apply for permits under such a scheme.

With the introduction of more intense management of parking, it may be appropriate to develop a season ticket product that allows residents to park at a discounted rate in gateway and hub settlements. Such a product could include discounted access to bus services in order to encourage greater use of public transport by residents.

### **Blue badge parking**

Blue badge parking for disabled users should be provided in accordance with parking standards. Where appropriate, in support of controlling visitor on-street parking in village centres, it may be desirable to provide blue badge parking on-street in village centres close to amenities rather than in more remote off-street car parks.

### **Over-sized vehicles**

Parking bays should be created for larger vehicles such as minibuses, campervans and motorhomes. These should be charged at a premium rate to reflect their use of space (e.g. 1.5 \* the amount for a regular car).

At specific locations where there is a desire to discourage oversize vehicles, (e.g. Rowardennan, because of the problems created on the access road), dedicated bays should not be provided, and communications employed to discourage access via these vehicles.

### **EV charging**

Electric vehicle charging for visitors should be provided at gateway locations. Cars parking in EV bays should pay the same car park tariffs as other car park users, together with charges for the use of electricity supply. Fast chargers may be preferred, reflecting the fact that visitors are being encouraged to park for a half-day / whole day.

#### **4.5.7. Parking management system**

To move to this proposed management system requires a consistent approach to be used across parking providers (NPA, local authorities, 3<sup>rd</sup> party car park operators). It may be appropriate for the partners to consider the provision of an integrated parking service, where one body oversees management (procurement of equipment, day to day operation, back office, enforcement, accounting).

### **Payment systems**

Payment systems should be easy and convenient to use, with the choice of paying via parking apps or credit/debit card. Where connectivity is poor, consideration should be given to whether and how this can be improved to enable phone or card payments.

When paying for parking at gateways and hubs, visitors should be given the opportunity to purchase a multi-modal ticket to access bus and other services (see visitor comms section).

We recommend consideration is given to the introduction of ANPR barrierless technology as the method for managing and enforcing car parks in non-local authority owned car parks such as the National Park, Forestry and Land Scotland (and possibly private owners of public car parking).

Barrierless ANPR has several benefits in a rural context, including:

- Users pay on exit, meaning they pay for the time they have used, rather than having to estimate their time requirement before their visit;
- It reduces on-the-ground enforcement requirements;
- It increases compliance;
- it provides additional insight into visitors (time of arrival, duration of stay, occupancy of car park). Payment terminals can also ask people additional questions about their visit to further build insight;
- It reduces infrastructure requirement (compared to barrier-controlled) in protected landscapes;
- Occupancy data can be used to provide real time information on parking availability, helping drivers to plan their journeys and enabling them to avoid unsuccessful 'search trips'.

ANPR systems do require good connectivity and a power supply, though there are work arounds for addressing connectivity and power supply issues. The cost of the equipment and ongoing operation is higher than P&D but becomes more cost effective at larger car parks (typically over 50 spaces), as well as providing the above benefits. There is a need to consider its adoption in relation to longer-term plans for managing car parking because Local Authorities are not permitted to enforce with ANPR, so if it is decided that a Local Authority should run an integrated parking service on behalf of all partners, there may be some legalistic issues to overcome.

### **Pre-booking of parking**

Consideration should be given to the potential for pre-booking of parking in particular locations, such as narrow dead-end roads with limited parking. However, this should only be contemplated where there is good connectivity, there is a staff presence, and alternative transit options are being provided.

### **Parking information**

Visitors arriving by car should be provided with comprehensive online information to plan their trip as well as to react to real time conditions.

Parking facilities and tariffs should be incorporated into online information available on parking apps and apps such as google maps, including in the online visitor travel information website (see Visitor Comms, Section 4.6).

Live information should be incorporated where possible to show the status of car parking availability and incorporate dynamic messaging to discourage people from travelling towards inner destinations where car parking is full. This could be supported via roadside VMS where appropriate (such as the Rowardennan corridor). Where live information is not available, typical seasonal information could be utilised.

### **Enforcement**

The more intense management of off-street and on-street parking will require an appropriate level of enforcement to ensure compliance. To ensure consistency and efficiency in enforcement operation, it is recommended that an appropriate Local Authority oversees

enforcement of car parks and on-street parking, albeit note the specific issue relating to ANPR use in non-Local Authority car parks (see Governance and Finance section).

### **Monitoring and data collection**

It is vital to build more insight into parking behaviour in order to inform future development and refinement of the strategy, as well as to monitor its ongoing performance.

More detailed data is required from parking machines. ANPR provides rich data flow as part of the service, including vehicle dwell time and occupancy. Where P&D machines are being used, operators should ensure machines are networked and have back office reporting capabilities to enable daily information on parking volumes, tariffs and time of entry to be collated and analysed.

### **Profit and loss account**

It is essential that the costs and revenues from car parking are effectively identified to assist with financial planning of the parking service, broken down into capital investment costs (e.g. enhancing car park facilities, ongoing maintenance of the car park and equipment), operational costs (enforcement, cash collection); and revenue.

#### **4.5.8. Traffic management**

The approach to public transport and active travel promotion and parking management will be complemented by supporting traffic management measures which seek to moderate the impact of traffic on the designated landscape and within settlements.

There should be a presumption in favour of 20mph zones within gateway and hub settlements in order to prioritise walking and cycling and public amenity.

Consideration should be given to appropriate speeds on main roads through the National Park to reflect the designated landscape.

Where specific routes are used by non-motorised modes – e.g. a rural road is a designated cycle route or forms a connection on the rights of way network, speed should be controlled to support non-motorised users.

Parking and stopping restrictions should be introduced at locations where this can disrupt traffic flow or operation of bus services. Inappropriate parking such as verge parking should be controlled primarily via physical measures, e.g. using landscape-appropriate materials such as boulders. Where appropriate, designations such as clearways should be employed (which minimise the need for lining).

### **Managing access in areas of special landscape or with access and capacity problems**

In areas of special landscape value or high recreational amenity, or where there are existing traffic and access problems, consideration should be given to managing access for general motorised traffic in order to improve access and amenity for residents and businesses, or to enable public transport operation, or improved conditions for walking or cycling.

Specifically, 3 'dead-end' valley corridors have been identified where the narrow roads or parking capacity limitations create traffic congestion and parking issues. These are:

- Balmaha to Rowardennan;
- Aberfoyle to Stronachlachar; and
- Loch Voil.

Access restrictions could take various forms:

- Car parking management: reducing the supply and increasing the cost of parking on the corridor, including the potential for introducing pre-booking of parking. A good public transport alternative would be provided in association with parking at an appropriate interception point.
- Introducing a weight limit or similar to discourage oversized vehicles from using a route where they can cause additional congestion and access problems (such as narrow single-track routes);
- Introducing road user charging for visitors (with exemptions for residents, businesses and business users);
- Restricting motorised access except for residents, businesses and business users.

These access restrictions could be temporal, for the whole of the visitor season, for specific times during the visitor season when capacity is exceeded (such as summer school holidays) or for specific events.

The specific ways in which access is managed on these corridors requires a bespoke solution to the corridor (in terms of types of methods used and timing of restrictions) (the below case study provides an illustration). Data collection and consultation with residents, businesses and visitors is required in order to specify and scale the issues and assess the appropriate type(s) of solution. Implementation might begin with demand management solutions (such as restrictions on parking supply and improvements to transport alternatives) or a temporary trial of a solution such as a closure except for access.

## Cap de Creus Natural Park, Catalonia<sup>5657</sup>

Cap de Creus Natural Park provides an example of where a successful strategy to limit car access has been employed in a protected area, using automatic numberplate recognition and shuttle buses. This may be a useful model for areas of Loch Lomond and The Trossachs National Park to consider.

### Context

Cap de Creus Natural Park is in Catalonia in the north-east of Spain, close to the border of France. There is only one main road into this area of Catalonia, to the town of Cadaqués, with a route from here to the attraction called Far de cap de Creus (a lighthouse). Cap de Creus Integral Natural

Reserve has the maximum designation of protection of protected areas in Catalonia. It is home to protected geology, landscapes and endemic species and is consequently vulnerable to human presence.

### Challenges

Tourism post-COVID has grown significantly in the area, leading to increased tourist pressure, with some days over 1000 cars trying to park in an 80-space car park. This resulted in cars being parked on verges on narrow roads, causing problems with access to the area, with significant queues, issues with cars trying to pass each other, and problems for emergency access. Visitors all wanted to visit at similar times of day, exacerbating the problems. The volume of traffic also led to adverse impacts on local restaurants as reservations were regularly missed by customers unable to park. Tourists were left unsatisfied.



<sup>56</sup> Images and information provided by Ponç Feliu - Cap de Creus Natural Park

<sup>57</sup> Parc Natural de Cap de Creus (2022). 'Preguntas sobre la regulación de acceso a la punta de Cap de Creus'. Available at: [https://parcsnaturals.gencat.cat/web/.content/Xarxa-de-parcs/cap\\_de\\_creus/gaudeix-parc/com-accedir-hi/ES\\_20220630-FAQS\\_regulacionRNICapdeCreus.pdf](https://parcsnaturals.gencat.cat/web/.content/Xarxa-de-parcs/cap_de_creus/gaudeix-parc/com-accedir-hi/ES_20220630-FAQS_regulacionRNICapdeCreus.pdf)

**Solution**

In response to the issues, access has been restricted on the road between Cadaqués and Cap de Creus at peak times (during Easter week, throughout summer and some other public holidays) since the summer of 2021. The restrictions are in place between 9:30am and 9:30pm. Cars and motorbikes are not allowed access, although pedestrians and cyclists can still enter. Exceptions include workers, service companies, emergency vehicles, residents, property owners, people with reservations at accommodation or restaurants, guided tours and Cadaqués residents, who are able to enter in their own vehicles. People with disabilities have to register their numberplate in advance via email to gain access to the area.



Access is regulated through automatic numberplate recognition camera at the entrance to the reserve. Tickets are automatically given if numberplates pass the camera who are not registered on the database as exceptions.

People wishing to access the Cap de Creus (who are not registered exceptions) have to park their car in a free car park in Cadaqués and take a shuttle bus into the park. The car park includes a WC and information point, with plans for an information centre. Shuttle buses run continuously during the times the system is active, every 20 minutes during the majority of the day and every 40 minutes early in the morning and late in the evening. Tickets have to be purchased on the shuttle bus to gain access to the park. These tickets cost between 4€ (child single) and 7€ (adult return). Cheaper tickets are available for those with restaurant reservations. In summer 2021, almost 30,000 visitors used the shuttle bus. An audio briefing is also provided on the bus.



**Impacts and lessons learned**

The introduction of car restrictions and shuttle buses has successfully limited visitor pressure on the area – in 2021, there was a 60-70% reduction of vehicles entering the area. There have been far fewer issues with cars, and less overnight camping problems, which has taken pressure off the emergency services and park rangers. The action of getting on a shuttle bus and hearing an audio

guide has made people realise they are entering a highly sensitive area, which has increased awareness and enjoyment of the visits.

A review of impacts reveals the importance of considering the needs of people with limited mobility, ensuring that shuttle buses are accessible, and the need to provide suitable facilities, including timetables, for people waiting for buses. Regular updating of databases has also been found to be key to success. It should also be recognised that some people will ignore the system at risk of getting a ticket, so suitable punishments for not abiding by the rules need to be put in place. Any system should be developed to ensure that effects on the local tourist economy are minimised.

## 4.6. Visitor Communications

Visitor comms has a critical role to play both in terms of explaining the sustainable transport options for visitors travelling to and around the area, but also in promoting the area as a sustainable tourism destination where sustainable transport options add to the visitor experience and car-free access to and within the Park becomes 'the norm'.

### 4.6.1. Strategic marketing

At a strategic level, the area should be promoted as a sustainable tourism destination. Visit Scotland should provide this high-level marketing and messaging for the National Park to inspire people to visit, whilst promoting its sustainability credentials.

This marketing needs to communicate that travelling to and within the area by sustainable transport helps visitors to preserve and enhance the landscape, at the same time as providing better visitor experiences. Walking and cycling for example provide opportunities for great family activities and for exploring places inaccessible by car. Using the bus, train or water transport provides hassle-free, relaxing travel with great views, and opens up circular trips and further exploration.

Once the sustainable transport offer is starting to take shape, high level marketing (features in national magazines etc.) would promote the area as a sustainable tourism destination.

### 4.6.2. Developing and promoting visitor propositions

As the project moves forward, better data should be collected on visitor behaviour, including occasional visitor surveys together with segmentation and insight work to better understand the different types of visitors. This should also identify under-represented groups.

From this, visitor propositions can be developed that target specific visitor markets, identifying products and channels for promoting sustainable, low impact activities. This could include co-design work with specific target markets.

Specific attention should be paid to targeting segments that are under-represented (from a social inclusion point of view) or that are more amenable to car-free propositions, for example:

- Lower income families without access to a car from Glasgow;

- People from ethnic minorities from greater Glasgow area;
- Young professionals in Glasgow who don't own a car.

Specific itineraries could be developed and promoted to these groups via appropriate social media channels, such as:

- A day out on the South Lomond Shores, via train from Glasgow to Balloch, with a group fare product and showing various activities in Balloch including Loch Lomond Shores, Balloch Country Park and loch cruises;
- A day out mountain biking in Aberfoyle, including bus from Glasgow / Stirling to Aberfoyle. A promotional product could be developed to cover group travel and discount to bike hire;
- A day out at Benmore, incorporating Rail & Sail from Glasgow to Gourock to Dunoon;
- Car-free itineraries for staying visitors from the key gateways and hubs:
  - e.g. Aberfoyle cycling and mountain biking activities;
  - e.g. Explore the Loch: day trip for visitors based in Balloch / Luss / Balmaha with stops at the different destinations;
  - e.g. Trossachs Trail: bus from Callander to access Loch Katrine steam boat;
  - e.g. Car free trips to specific hill-walking trips such as the Cobbler, Ben A'An, Conic Hill, Ben Lomond.

Loch Lomond Trust has developed some illustrative itineraries<sup>58</sup>. Such itineraries need to be further developed in association with attractive ticketing products and transport services and promoted via social media channels to specific target audiences. For example, the day out in Benmore could seek to integrate bus transport to Benmore from Dunoon ferry terminal as part of the Rail & Sail offer, marketed through Scotrail, Calmac and Wild About Argyll channels, in association with providing bus connections from the ferry terminal to meet arriving / departing ferries.

#### 4.6.3. Branding

There should be branding of the strategy across all areas of delivery, from online material to visitor information centres, to bus stops, to buses, to water transport and to cycle hire.

#### 4.6.4. Tactical level information

At the practical level, the above needs to be supported by providing visitors with all the information and confidence to undertake these activities.

A website needs to draw together the information and ideas on days out alongside practical travel information to help visitors plan and execute their journeys.

The website would contain the following sorts of information:

- Under the "Explore" messaging:
  - Days out in Loch Lomond and Trossachs National Park, showing the different settlements and visitor attractions (with links to destination websites);
  - Promotion of themed tours and guided walks and rides;

<sup>58</sup>Details available at: <https://trustinthepark.org/visitor-transport/>

- Events calendar;
- Explore by bus, rail and water transport:
- Simplified network map showing the destinations that can be reached;
- Journey planner;
- Ticketing promotions, showing the individual and group fares and discounts on admissions to attractions.
- Explore by foot:
  - Simplified network map showing the destinations that can be reached;
  - Zoomable interactive map showing walking routes, destinations, toilets, refreshment facilities and highlighting accessible parts of the network;
  - Day / half-day walking itineraries, exportable to mobile apps;
  - Information on ancillaries including Walk Friendly businesses, baggage transfer services.
- Explore by bike:
  - Simplified network map showing the destinations that can be reached;
  - Zoomable interactive map showing cycle routes and destinations, including bike parking, e-bike charging, cycle hire, cycle shops and cycle repair stations, as well as Cycle Friendly businesses.
  - Cycle itineraries, exportable to mobile apps;
  - Information on ancillaries including bike hire (with links to provider websites), Cycle Friendly businesses, baggage transfer services and cycle holiday planning companies.
- Explore by boat:
  - Listing of waterbus, cruises and ferry options;
  - Itineraries that incorporate water with other activities: e.g. circular tour of Loch Lomond; Trossachs Way.
- Journey planner, fares and ticketing promotions should be visible on the homepage.
- Car parking information, showing car parking options, providing information on car park amenities and tariffs, relaying real time information on parking availability and promoting the pre-booking service, if applicable.

Information feeds, such as public transport timetables and real time information, would be sourced from the primary official data feeds, rather than replicating the information. Where there are dedicated websites providing information about specific destinations or activities (such as the long-distance walk and cycle routes), users should be pointed towards these websites. Public sector websites that provide partial visitor information that is sporadically updated should remove this information and point to this website. Similarly, independent websites, including visitor destinations, should be encouraged to point to this website for travel information.

This website should be in a smartphone friendly format, with potential to develop an app in due course for added functionality such as booking journeys.

## Ticketing products

Simple, easy to buy and easy to understand ticketing products are critical to attracting visitors to use public transport. Indeed, there is limited merit in expanding public transport services without developing and marketing attractive fare products.

For buses, these should include flat fare single tickets, day tickets and weekly tickets for individuals and for groups (Figure 23). The opportunity for discounts to paid visitor attractions for holders of these tickets should be explored.

Figure 23. Illustration of Transport for Cornwall simplified bus ticketing

ADULT TICKETS			
Singles and returns available to buy from the driver only			
Cornwall All Day	£5.00	Tap & Cap  	App 
Cornwall 5 Day Bundle	£20.00		App 
Cornwall All Week	£20.00	Tap & Cap  	App 
Cornwall All Month	£80.00		App 
FAMILY TICKETS			
Cornwall All Day	£10.00		App 
Cornwall All Week	£40.00		App 

Source: Transport for Cornwall<sup>59</sup>

Consideration will need to be given to journeys starting from outside the National Park and how these link to products such as above for travel within the Park. For example, bus users travelling from Glasgow or Stirling should be able to buy attractive individual or group products for their trip to/from the National Park, and be able to add on their National Park day ticket at a discounted rate (or alternatively, onwards travel is incorporated into the access fare).

The rail industry should be encouraged to offer attractive group fares to "Loch Lomond", incorporating Dumbarton to Balloch and Helensburgh to Tyndrum and allowing users to board and disembark at any station within the zone. This could be done in the first instance as a pilot scheme over one visitor season. Again, the opportunity to buy the National Park bus ticket as a "Plus Bus" add on should be explored in association with this.

The existing Rail & Sail ticketing product for rail services from Glasgow to Gourock and ferry from Gourock to Dunoon is a great example of an attractive integrated ticket. Consideration could be given to adding on bus access from Dunoon to Benmore onto the product and for the development of group products.

<sup>59</sup> Transport for Cornwall (2023). 'Tickets'. Available at: [www.transportforcornwall.co.uk/#tickets](http://www.transportforcornwall.co.uk/#tickets)

Scheduled coach services could be encouraged to offer individual and group fares to “Loch Lomond and Trossachs zone” enabling boarding/d disembarking at any stop within the National Park.

Once the sustainable transport offer is maturing, the ultimate goal would be to introduce an ‘Explorer Pass’ which provides a good value product covering bus, rail and waterbus within the area, plus discounts on taxi fares, bike hire and on entry to visitor attractions (see the example for Switzerland in Figure 24). The benefit here would be that it would encourage visitors to make maximum use of sustainable transport options throughout their stay (hence minimising car use) and would improve the ease of using different forms of transport. Accommodation providers could be encouraged to sell this product as a value added when customers book. (see Werfenweng case study below as an illustration).

Figure 24. Swiss Railways provides a travel app incorporating public transport information and tour guiding information.



Source: MySwitzerland

## The Explorer Pass

The Explorer Pass provides visitors to Loch Lomond and Trossachs National Park with an attractive ticketing product that gives:

- Free use of buses, water buses and rail services within the Park;
- Discounts on e-bike hire, taxi (out of hours), car club use;
- Discounts on entries to visitor attractions;
- Discounts on activities such as guided walks or rides.

It can be purchased as a day ticket, 4-day ticket or week ticket, for an individual or for a group (for example, 4 adults or 2 adults plus 3 children).

When visitors arrive at gateway car parks, they can purchase an Explorer Pass that provides a discount on their parking fee.

The pass can be purchased on-board buses and water buses, at visitor information centres, as well as via the Loch Lomond visitor app.

Visitor accommodation providers are encouraged to incorporate the 'Explorer Pass' into their point of sale, with visitors able to request it.

### On the ground support

The above information should be supported on-the-ground in the following ways:

- Real time information at bus stops (real time displays at primary interchanges, viewable by smartphone at other locations);
- Visitor Information Centres: staff knowledgeable about sustainable transport options and trained to promote itineraries; printed copies of local walking and cycling itineraries;
- Accommodation providers: staff knowledgeable about sustainable transport options; printed copies of local walking and cycling itineraries;
- Visitor-facing businesses encouraged to achieve Visit Scotland's Cyclists Welcome and Walkers Welcome status.

Developing a holistic sustainable mobility approach has been taken to its logical conclusion in the Alpine resort of Werfenweng. Visitors can buy a Werfenweng card which provides them with free access to shuttle transport, shared taxis, e-car club, as well as points towards e-bike hire and other 'fun' mobility modes including segways in summer and sleigh rides in winter. The case study box overleaf summarises some of the offer, which is brought together in a compelling website. Whilst the context of an Alpine resort is different, it provides an exemplary illustration of bringing together sustainable mobility into an attractive, holistic offer. Funding for this package comes from a mix of municipal support, visitor contributions and user revenues.

# Werfenweng: A resort providing complete sustainable transport offer<sup>60</sup>



**Fun mobility**  
What do Bigo, Jet Flyer and Velo-Taxi have in common? The fun vehicles provide lots of fun for the young and the young at heart and their use is free of charge with the Werfenweng Card.



## WERFENWENG CARD SUMMER

### Sun, Lake & Sightseeing

Themed hikes, bike tours and free admission to a wide range of attractions in the area: you can experience all this and more during your summer holiday with the Plus or Basic version of the Werfenweng Card.

\*Price for guests who are not staying at partner accommodation.

Basic (200 points) <b>Adults</b>	€ 28,-/€ 70,-*
Basic (200 points) <b>Children</b>	€ 22,-/€ 55,-*
Plus (400 points) <b>Adults</b>	€ 50,-/€ 125,-*
Plus (400 points) <b>Children</b>	€ 28,-/€ 95,-*

10 POINTS

### Guided forest walk

Experience magical forests, dreamy streams and soothing country tranquility. A walk not only increases well-being, but also has the potential to improve your health in the long term. By the way, walking makes you fit and relieves the feeling of stress. On this walk with our Waltraud you can leave everyday life behind you as light as a feather.

100 PUNKTE

### E-mountain bike

The first step on the pedals gives many people a completely new attitude towards life. Whether it's a leisurely tour across the picturesque valley floor or eagerly collecting altitude meters - in Werfenweng a diverse range of cycling fun awaits, which has hitherto met every taste and made every biker happy.

10 POINTS

### Guided themed hike

Hiking with Waltraud - another unforgettable experience in Werfenweng. Waltraud knows the back of her hand and will take you to the most beautiful paths, to the best peaks and to the most vantage points. Exciting stories and interesting facts about nature and the surrounding area include...

100 PUNKTE

### Guided E-bike tour

Our Gerhard knows the area around Werfenweng and will take you to the most beautiful spots. Explore the area on a trip to nearby Bischofshofen: an exciting bike, hike and eat tour in the mountains of Werfenweng.



FROM THE STATION TO YOUR HOST AND BACK AGAIN

The **W<sup>3</sup> Shuttle timetable** is available from the Werfenweng Tourist Office, from your host or can be downloaded here:

[Download timetable](#)

If you come to us by train or bus and secure the Werfenweng Card for your holiday, you can use the W<sup>3</sup> Shuttle free of charge for your arrival and departure. It picks you up at your destination station in Bischofshofen, Werfen or Pfarrwerfen and brings you and your luggage comfortably to your accommodation in Werfenweng.

By the way: Our transfer service is not only available on the day of your arrival and departure. Whenever you want to transport luggage, go shopping or run errands, our W<sup>3</sup> shuttle will take you safely and comfortably to Bischofshofen, Pfarrwerfen or Werfen and back again. One call is all it takes.

<sup>60</sup> Werfenweng (2023). 'Werfenweng'. Available at: <https://www.werfenweng.eu/en/>

## 4.7. Summary Appraisal of the Recommended Strategy

In Chapter 3 we showed how the recommended strategy performed against the Transport Planning Objectives, relative to the other strategy options under consideration.

In concluding this chapter, we show how it would perform against STAG objectives, check its alignment with other committed national and sub-national strategies and policies and briefly consider the feasibility, affordability and public acceptability implications, before going on to discuss these in more detail in Chapter 5 Delivery.

Table 15 (over) provides this summary assessment.

Table 15. Recommended Strategy - Appraisal summary

	Criteria	Score	Notes
Transport Planning Objectives	TPO1: (carbon from travel to/from)	√√	See Section 3.6 for more description of the assessment
	TPO2: (traffic and parking)	√√	
	TPO3: (visitors on foot/ bike)	√√√	
	TPO4: (visitors on public transport/ water transport)	√√√	
	TPO5: (access to key services)	√	
STAG Objectives	Environment	√	There will be modest but positive impacts on <i>Air quality</i> and <i>Noise and Vibration</i> from a reduction in car travel.
	Climate Change	√√	The strategy with its focus on reducing car travel and promoting sustainable modes to/from and within the National Park will make a positive contribution towards a reduction in <i>Greenhouse Gas Emissions</i> , on its <i>Vulnerability to and Potential to Adapt to the Effects of Climate Change</i> .
	Health, Safety & Wellbeing	√√√	The strategy should have a small positive benefit in terms of <i>Accidents</i> as a result of traffic management measures and a shift away from car use to more sustainable modes. Greater use of public transport services should provide some modest <i>Security</i> benefits to public transport users. The active travel proposals bring the potential for significant benefits in terms of <i>Health Outcomes and Access to Health and Wellbeing infrastructure</i> while there should also be some modest <i>Visual Amenity</i> benefits as a result of less verge side parking alongside Lochs and in visitor hotspots.

	Criteria	Score	Notes
	Economy	√√	The <i>Transport Economic Efficiency (TEE)</i> impacts have not been modelled but are likely to be mixed with improvements in journey time reliability for both car and public transport users potentially offset by increased journey times for car users from increased traffic management measures. However, there is potential for positive <i>Wider Economic Impacts (WEI)</i> arising from the businesses located in the Gateways and Hubs and in a stimulus to people participating in active travel and recreation activities.
	Equality and Accessibility	√√√	The strategy will increase <i>public transport</i> and <i>active travel network coverage</i> . It will provide <i>access improvements across various people groups</i> , including visitors, residents and non-car users and the benefits will be realised across <i>different geographic locations</i> with particular benefits to residents and businesses currently suffering from the impacts of high levels of motorised traffic and parking in their locality. There may be some <i>affordability</i> impacts arising in locations where car parking charges rise.
Established Policy Objectives	National level	√√√	Strongly aligned and consistent with Scotland's Climate Change Plan; National Transport Strategy 2020-40; Scotland Outlook 2030: Responsible Tourism for a Sustainable Future Visit Scotland and A Visitor Management Strategy for Scotland.
	Regional level	√√√	Strongly aligned and consistent with TACTRAN Regional Transport Strategy and SPT Regional Transport Strategy.
Feasibility, Affordability and Public Acceptability	Feasibility	√	There are no significant construction feasibility concerns. Implementation and operation of parking management regime and integrated public transport offer requires governance changes.
	Affordability	**	Relatively modest capital expenditure requirements. Enhanced income stream from parking revenues maybe required to support additional net public transport operating costs.
	Public acceptability	√	Likely to be mixed, with short term adverse response to the introduction or increase in car parking charges and restrictions on informal parking offset by support for reductions in congestion. Enhanced public transport offer and new integrated ticketing products will benefit

	Criteria	Score	Notes
			residents, existing National Park visitors and those unable to access the Park at the moment and would be expected to be welcomed.

**Scale of impact key:** \*\*\* major negative   \*\* moderate negative   \* minor negative  
 - neutral/negligible   √ minor positive   √√ moderate positive   √√√ major positive

## 5. Implementation

### 5.1. Delivery: governance

#### 5.1.1. Introduction

In order to deliver the recommended strategy there is a need to develop new governance and finance arrangements, because:

- It requires co-ordination throughout the National Park area, across local authority boundaries and across different modes of transport;
- It requires a different approach to financing and investment for physical infrastructure, service provision and ongoing management;
- The ambition requires changes to the economic model in which services are delivered: whilst operating the enhanced services can realise additional revenues and capture more spend locally, the strategy will require pooling of costs and revenues across geographic boundaries and across different transport services, as well as securing new revenue streams.

Specific requirements of the strategy include:

- Operating a consistent parking regime across the National Park area, where the way in which car parks are managed, on-street parking is controlled, the scale of tariffs and the way information is presented to visitors is co-ordinated across different car park providers;
- Operating an integrated and co-ordinated public transport network across the Park, including frequent bus services on some routes that cross local authority boundaries, incorporating water buses into the public transport offer, and integrating bus, water and rail timetables;
- Establishing and formalising a role for taxi services as part of the public transport offer;
- Integrating access and transport options into access pass products: multi-modal ticketing, including day, group and week products (and collaborating on revenue apportionment and reimbursement);
- Managing highways and traffic in ways that reflect the protected landscape priorities: highway and other transport infrastructure design; speed limits on rural roads that form part of cycling or walking routes; permanent or seasonal access control in capacity-constrained or sensitive locations;
- Providing co-ordinated visitor communications and visitor information to help visitors plan and execute their trips to all areas of the National Park.

### 5.1.2. Governance options

We consider that there are broadly three potential types of governance options:

1. Business-as-Usual: collaboration between authorities on an ad-hoc basis and by voluntary agreement;
  - Business-as-Usual is not capable of delivering the step-change in ambition. The multiple priorities of the partner organisations – with no clear unified focus on visitor-dominated National Park priorities for transport – limit the ability to make the case (both in terms of strategy and finance /funding) for the desired ambition. From the National Park perspective, responsibilities and priorities are fragmented. The National Park represents a small portion of the partner Transport Authority territories and resident populations, and many Transport Authority priorities will be outside the National Park. Transport Authorities are necessarily more focused on residents rather than transient visitors, although many of the problems within the National Park – and the potential solutions – relate to managing visitor access.
2. National Park Authority taking on some transport powers, so that it can oversee a co-ordinated public transport network, co-ordinated parking management etc.;;
  - The NPA has not got the capacity nor the desire to take on many transport responsibilities. It would represent duplication of effort and be a far less efficient use of staff and expertise. It would create uncertainty and delay (in terms of potential legislative requirements and timelines). Pragmatically, many of the interventions to deliver a sustainable transport strategy need to occur outside the Park (such as transit services to the Park from external origins).
3. A formal partnership between authorities and stakeholders to collaborate on an overall management approach.
  - We suggest that this is seen as the model that would address the key issues of existing governance, which would allow existing partners to coalesce around the ambition in the Sustainable Transport Strategy and to collaborate on a project to start implementing it.

An initial stakeholder workshop on governance demonstrated that partners agree that a more ambitious strategy is required to tackle existing problems and achieve broader policy objectives, that business-as-usual could not deliver this ambition and a willingness in principle to work together to achieve the strategy.

#### i. How would this work?

The partnership would include:

- The National Park: as overall co-ordinator of the Partnership;
- The Local Highway Authorities, with their responsibilities for public transport services, on-street and off-street car parking, highways and traffic management;
- The Regional Transport Partnerships (TACTRAN, SPT and HITRANS) as co-ordinators of regional transport strategy;
- Transport Scotland, with its overarching transport policy role, as well as its responsibility for national routes (such as A82 trunk road), rail and ferry transport;
- Other public sector bodies with a stake, such as Forestry and Land Scotland as a major landowner and owner/operator of many car parks.

A broader stakeholder group would be convened so that other interests are represented and consulted upon the strategy development, including:

- Public transport operators (including rail, bus, water, taxi and coach);
- Visit Scotland, with its role for strategic visitor promotion;
- Local destination management operators (e.g. Wild About Argyll);
- Community representatives;
- Tourism business representatives;

### **Powers, duties, abilities and decision-making**

There are practical issues to determine about who 'owns' the Strategy and who is ultimately responsible for different elements of its delivery. In principle, the Formal Partnership should hold the powers over the Strategy development. The NPA needs to drive Strategy development and oversee management of the 'project'.

Duties need to remain with the relevant Statutory Authorities, so for example, the Local Highway Authorities must retain control over and responsibility for traffic management within their area. There is also opportunity and need for collaboration between different bodies. For example, a Local Highway Authority needs to procure bus services, but one Authority may procure the network (or a part of the network) on behalf of several Local Authorities where that network crosses boundaries. Similarly, there is potential for a Local Authority to take over car park management and enforcement on behalf of other partners (including other Local Authorities or partners such as NPA or FLS) in order to ensure consistency and drive efficiency. Clearly, it is imperative that through the Formal Partnership, partners remain committed to Strategy delivery.

Mechanisms for ensuring accountability – of the 'project' to the Partners and the Partners to the project – will need to be agreed, together with decision-making processes of how project team recommendations are brought forward and decided upon.

### **ii. Steps to developing governance arrangements**

The establishment of a Formal Partnership will take time to develop. Partnership bodies will understandably want clarity about the aims of the partnership, arrangements for its operation, and assurance regarding financial and staffing implications.

To some degree, the scope and arrangements for the Partnership will become clearer as the initial stages of strategy development are taken forward.

Therefore, we recommend that there is an interim arrangement for taking forward the strategy in the short to medium-term, in parallel with broader conversations about the establishment of a Formal Partnership (Figure 25).

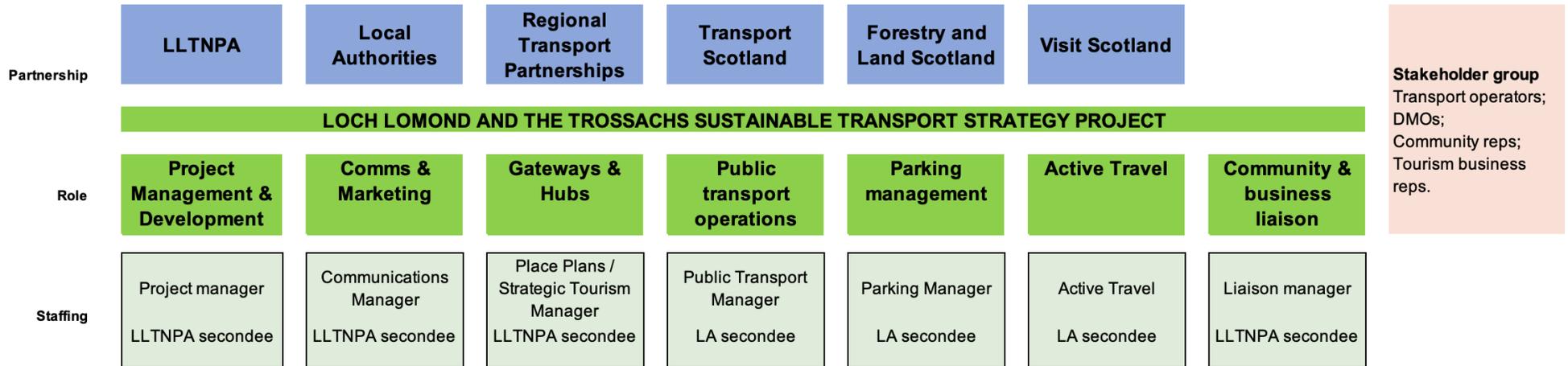
The Sustainable Transport Strategy should, in the short to medium-term, be taken forward as a 'project'. Senior agreement should be secured from the partners to agree the ambition for the strategy and to collaborate to take forward some of the initial strategy development tasks. It may be appropriate for Partners to sign a Shared Agreement or Memorandum of

Understanding to these interim working arrangements whilst the long-term Governance options are developed.

A project team would be formed, consisting of nominated staff from the relevant authorities.

This project team would have an agreed project plan over the short- to medium-term (see Section 5.2.ii on an Action Plan).

Figure 25. Short-term arrangements for taking forward strategy



## 5.2. Delivery: finance

In association with new governance arrangements, there is a need to develop a new economic and funding model to deliver the Strategy.

Operation of the full Strategy will require significantly higher ongoing investment, compared to today. As with many popular rural visitor destinations, there is a sufficient number of visitors to justify enhanced bus services and investment in sustainable transport services, but there is a need to pool revenues to pay for ongoing operation of the full strategy, as well as to secure new revenue sources.

The types of costs for operating the Strategy will include:

- Project management to oversee continued development and delivery of the Strategy (staff capacity);
- Funding for feasibility studies to enable continual development of the Strategy;
- Enhanced public transport services, including bus and waterbus, with a high frequency bus/waterbus service operating during the high season Easter-September, as well as enhancements to the winter timetable for the benefit of residents and off-peak season visitors);
- Support for enhanced shared taxi services as part of the broader public transport (providing services outside core hours as well as the 'mobility guarantee');
- Provision of attractive day and weekly individual and group ticketing products to maximise modal shift to public transport;
- Additional on-the-ground staffing resource to support Strategy implementation, including Park wardens and Civil Enforcement Officers of the Parking Services to enforce parking and traffic regulations;
- Maintenance of enhanced facilities (e.g. car parks, interchanges and bus stop infrastructure, walking and cycling infrastructure);
- Support for enhanced supplementary services such as out-of-hours taxi services, expanding bike hire, baggage transfer services;
- Intense visitor communications activity including the development and execution of marketing campaigns and products, together with ongoing website and social media operation;
- Monitoring activity, both to measure the impact of the Strategy and to build insight and evidence;
- Contribution to support settlements to invest in community and visitor amenities.

It is assumed that any costs associated with enhanced rail services would be met from the rail industry.

Existing revenue sources that need to be secured for supporting Strategy operation include:

- Public transport revenue (from bus, waterbus and shared taxi operations);

- Service support<sup>61</sup>; exploring with partners the potential to utilise existing levels of service support to support the much enhanced proposed bus network;
- Parking revenues:
  - Provision of additional net parking surplus from public sector car park providers<sup>62</sup>;
  - Contribution from private car park providers towards the provision of enhanced transport services.

New revenue sources that could assist with Strategy operation include:

- Some form of visitor contributions, which could be:
  - A visitor giving scheme (such as where hospitality and accommodation providers add an additional optional charge to the bill (on an opt-out basis);
  - A visitor levy for visitors staying overnight in the National Park (or a share of a wider visitor levy enacted across wider local authority areas).
- Road user charging: either for all traffic entering the National Park (excluding residents / businesses) or for specific corridors with traffic or parking capacity issues.

As the Strategy is developed, the potential scale of costs of delivery will be refined, together with the scale and realism of different revenue streams. Based on a range of assumptions about how the Strategy is taken forward, we estimate that full costs of strategy delivery would be in the region of £9m per annum, to deliver the aspirational public transport network as shown in Figure 29, including waterbus and shared taxi services, together with the other elements listed in strategy operational costs above. The operation of the public transport services represents about two thirds of this cost.

In terms of revenue, public transport passenger revenue and existing levels of service support would generate about 40% of the strategy operational costs, whilst parking revenue would contribute 50%, if net additional parking surplus (minus parking service costs and existing parking revenue) were directed towards the strategy.

The availability of either visitor contributions or road user charging revenue would provide a surplus.

As stated, the costs and revenues will need to be refined as the Strategy is developed. The key message is that this is a significant step-change in investment to provide better transport services for visitors and residents and to meet the broader ambitions of the Park. However, there are potential revenue streams available to meet these costs, under a changed governance and finance model. As we comment below, initially, Strategy development may be focused on specific geographic areas at lower costs than full Strategy implementation across the whole National Park.

---

<sup>61</sup> Exploring with partners the potential to utilise existing levels of service support to support the much-enhanced proposed bus network.

<sup>62</sup> i.e. after costs of car park operation have been discounted, additional revenue above current yields used to invest in the strategy.

## 5.3. Delivery: priorities and action plan

### i. Geographic Priorities

We recommend that initial delivery of the strategy should primarily focus on the south-eastern quadrant of the National Park, because:

- It's the part of the Park with the largest visitor numbers;
- Many of the problem 'hotspots' in the Park are in this area;
- It's the closest part of the Park to major urban centres including Glasgow and Stirling and the Central Belt which presents some of the best opportunities for enhancing public transport connectivity from external origins to the Park;
- It's the most populated area of the Park, so the benefits of the strategy in terms of enhanced public transport services and management of parking and traffic congestion problems will have its biggest impact on residents here.

The initial focus should be on the following gateways and hubs, corridors and water links:

- Gateways and Hubs
  - Balloch gateway and hub;
  - Drymen / Balmaha gateway and hub;
  - Aberfoyle gateway and hub;
  - Callander gateway and hub.
- Corridors
  - Balloch to Luss and Tarbet corridor;
  - Balloch to Drymen corridor;
  - Helensburgh to Balloch external link;
  - Drymen to Balmaha to Rowardennan corridor;
  - Drymen to Aberfoyle corridor;
  - Callander to Trossachs / Aberfoyle corridor;
  - Glasgow to Drymen external link;
  - Stirling to Aberfoyle external link;
  - Stirling to Callander external link;
  - Waterbus links on Loch Lomond.

In addition to the above, there is a case for also focusing on Dunoon as a gateway and hub and enhancing public transport and active travel links on the Dunoon to Benmore corridor.

The 'full' strategy delivery (i.e. enhanced public transport services, enhanced active travel offer, integrated parking management, visitor comms and project management activity) requires the establishment of the new economic model.

In the short to medium-term, before this is established, there is opportunity to make investments in public transport infrastructure, active travel infrastructure and amenities at gateways and hubs that will benefit the area and sustainable transport provision while work continues on developing the governance and economic model.

## ii. Action Plan

To start taking forward the Strategy, we see the following tasks as the priority work areas for the Project Team to take forward in years 1 & 2, under the different strategy themes.

### Governance / project management

- Secure agreement of partners for the ambition of the strategy, investigating the potential for a Formal Partnership, and agreement for the formation of a Partnership Project Team to take forward the first stages of strategy development in the short-term;
- Agree terms of reference (including 'ownership' of Strategy and duties and responsibilities of partners), project plan and staffing for taking forward the initial Strategy Development Project;
- Secure resourcing for the Project Team, including full time project manager, in terms of staff time and budgets for feasibility studies;
- Develop Strategy summary and 'prospectus' to promote the strategy to stakeholders and fund holders;
- Research on potential revenue sources (including road user charging and visitor giving). Assessing the scale of revenue that could be generated and the most effective mechanisms for using these sources;
- Continue discussion with Scottish Government and other fund holders about strategy ambition, including the potential to make Loch Lomond an The Trossachs National Park an exemplar for sustainable tourism and sustainable transport, and to use it as a location for trialling innovations.

### Gateways & Hubs workstream

- Agree definitions: agree on definitions of gateways & hubs, agree categorisation of primary and secondary gateways & hubs, and agree on suggested facilities & amenities at different category gateways & hubs;
- Align the development of gateway & hub proposals with Strategic Tourism Infrastructure Development Plans/ Place Plans and Local Development Plans;
- Undertake feasibility for Balloch gateway and hub plan, as part of Place Planning process, examining opportunity for Park & Ride, provision of bus-rail interchange, active travel network enhancements, mobility hub provision, parking management, provision of bike hire and other value added services, and place-making enhancements;
- Start on delivery of Balmaha place plan;
- Undertake feasibility for Drymen gateway and hub, as part of the Place Planning Process: examining whether there is a role for Park & Ride; parking management in the village; better bus services and interchange; public realm improvements in village centre; investigate potential for services such as bike hire/ tours;
- Undertake feasibility for Aberfoyle gateway and hub plan: parking assessment and evaluation of role for Park & Ride; public realm improvements in village centre; incorporation of Active Travel Hub ideas (see Aberfoyle Active Travel project below);

- Undertake study to further develop the role of Dunoon as a gateway for exploring the Cowal Peninsula.

### Public transport workstream

- Rail plan: liaise with rail industry to state ambition (enhanced Glasgow-Balloch service capacity; enhanced Glasgow-Crianlarich service frequency; accessible stations; new station at Inveruglas; visitor-focused rail ticket products and promotions; specification and delivery of enhanced rolling stock, including cycle carriage) and establish what elements are in forward rail programme and what additional feasibility work needs to be undertaken;
- Waterbus feasibility study: assess potential for developing a strong waterbus network as integral part of the public transport network providing links across Loch Lomond. Consider potential vessels that would be used (including low emission, fully accessible), routes to be served, journey times and indicative timetables, investment costs, operational costs and whether any routes would lend themselves to separating 'cruise' and 'transport' markets, fares policy and incorporation into 'visitor explorer pass' product;
- Bus infrastructure: identify measures to enhance bus infrastructure to standards on the Balloch-Drymen corridor, Drymen-Balmaha-Rowardennan corridor and Dunoon-Benmore corridor;
- Investigate appropriate ways for providing and public transport real time information in the future with relevant partners, including on-the-ground infrastructure, online and journey planning app feeds, and identify how best to implement on priority corridors;
- Bus service enhancement study: identify aspirational enhancements to bus services in the Balloch-Luss/Tarbet, Helensburgh-Balloch, Balloch-Drymen, Drymen-Balmaha-Rowardennan, Drymen-Aberfoyle, Callander-Aberfoyle, and Glasgow-Drymen-Aberfoyle service to establish a future network proposition, together with a desired specification of vehicle standards. Identify the costs of this service provision and the implementation issues including how the service would be procured and sectoral capacity issues (in terms of operators, staff and vehicles).

### Active travel

- Identify infrastructural improvements to long-distance walking and cycling routes in the south-east quadrant between Balloch and Callander (including West Highland Way, Rob Roy Way / Loch and Glens Way);
- Feasibility study to further develop Aberfoyle into a premier walking & cycling hub, examining opportunities to enhance routes and itineraries, and opportunities to develop enhanced visitor services (drop-off / pick-up and recovery services, baggage transfer, guiding services) with local partners;
- Undertake feasibility into Balmaha to Drymen (to Croftamie) cycling route;
- Collation of walking and cycling itineraries based on Balloch, Balmaha, Aberfoyle and Cowal Peninsula;
- Encourage set-up of bike hire offer in Balloch and Drymen/Balmaha;
- Further development and promotion of Cowal Peninsula active travel offer.

## Parking and traffic management

- Research study to examine the Drymen to Balmaha to Rowardennan corridor in order to assess the potential ways of managing motorised vehicle access. To include traffic and parking data collection and consultation with residents, businesses and visitors during the 2023 season;
- Develop an integrated parking plan for a specific corridor / area (e.g. Drymen-Balmaha-Rowardennan corridor) with the aim of developing a coherent approach for managing access on this corridor, and as a rehearsal for integrated parking management across the whole Park. Audit current supply (publicly and privately operated car parks, parking in settlements and informal verge/layby parking); audit demand over course of year; audit amenities at public car parks and identify where improvement required; investigate current enforcement and potential for a LA to enforce all off-street and on-street parking on the corridor; identify appropriate supply and tariff levels along corridor in association with future enhancements to public transport;
- National Park and Forestry and Land Scotland assess the potential relevance of ANPR management of their car parks to enhance visitor offer, enhance visitor insight, improve compliance, and offer enforcement, including soft-market testing with providers;
- Initial examination of parking management approaches for key gateways, including Balloch, Drymen, Aberfoyle and Callander to assess appropriate level of supply, potential for long-stay parking provision (in association with onwards public transport), designation of long-stay and short-stay parking, control of on-street parking and the duties of different partners and parking operators in delivering a co-ordinated approach in these gateways.

## Visitor communications

- Development of brand for presentation of strategy and physical infrastructure;
- Blue-printing online travel information website;
- Research and insight into visitor markets<sup>63</sup>, including co-design of products and itineraries: focus groups with specific target markets to understand their attitudes towards the Park, the sorts of activities and itineraries that would appeal, how these itineraries and attractive ticketing products would need to be developed and marketed to appeal to these groups:
  - Glasgow lower income, non-car owning groups for day trips to south Lomond (e.g. Balloch) or to Dunoon (Rail & Sail);
  - Glasgow young professionals;
  - People from ethnic minorities living in Glasgow;
- Ticketing products feasibility study: identify market segments and potential ticketing products to appeal. Test these products (such as through above research project). Explore with partners the financial and logistical issues in creating these products.

The Summary Action Plan in Table 16 shows the different actions under the Strategy themes that need to be progressed to move towards full strategy implementation over a 5-year period.

---

<sup>63</sup> Note: we have focused on exploring different Glasgow-based markets in the first instance as the most major population centre close to the south-east of the Park, with the assumption that this research would be carried out as part of one study. There are, of course, other geographical markets and different types of visitor segments to explore in due course.

Table 16. Summary Action Plan

Theme	2023/24	2024/25	2025/26	2026/27	2027/28
<b>Governance and Project Management</b>					
Secure agreement for strategy with partners, terms of reference for taking forward project, staffing and financial resources					
Financial model: updated costs and revenues estimates					
Arrangements for formal partnership					
Formal partnership launched and funding secured					
<b>Gateways &amp; Hubs</b>					
Agree categorisation & facilities for gateways & hubs and align with Strategic Tourism Infrastructure Development Plans					
Feasibility studies for Balloch and Drymen gateways / hubs					
Feasibility for Dunoon, Aberfoyle and Callander gateways / hubs					
Feasibility for other gateways & hubs					
Delivery of gateway and hub plans (starting with Balmaha)					
<b>Public transport</b>					
Bus service enhancement & infrastructure study					
Waterbus feasibility study					
Rail plan					
Delivery of bus infrastructure enhancements					
Taxi strategy					
Coach strategy					
Specification of enhanced service					
Operation of enhanced service in SE quadrant					
Expansion of enhanced service to other locations					
Delivery of waterbus infrastructure enhancements					
Operation of enhanced waterbus service					
<b>Active Travel</b>					
Vision for active travel network and long-distance walk/cycle routes					
Feasibility studies on walk and cycle route upgrades					
Delivery of walk and cycle route upgrades					
Added value services feasibility study					
Piloting added value services in SE quadrant					
Roll out to other areas					
<b>Parking and Traffic Management</b>					
Assess potential for ANPR operation of LLTNPA car parks					
Pilot ANPR operation at priority car parks					

Integrated parking and traffic management plan for Drymen-Balmaha-Rowardennan corridor					
Implement 1st stage traffic management scheme for above corridor					
Implement 2nd stage traffic management scheme for above corridor					
Parking supply and demand studies for gateways (linked to gateway feasibility studies)					
Feasibility study for development of integrated parking service					
Establishment of integrated parking service for National Park					
<b>Visitor comms and marketing</b>					
Develop marketing and comms plan for Sustainable Transport Strategy					
Development of brand					
Blue-printing visitor travel information website					
Research and insight with target groups					
Development of ticketing products					
Running full visitor comms and marketing service					
<b>Key</b>					
Feasibility / development					
Implementation					

## 5.4. Monitoring, evaluation & insight

Sections 3, 4 and 5 of this report have set out a strategic approach to delivering a step-change in how people travel to and within Loch Lomond and The Trossachs National Park. The goal of this approach is to generate a significant shift towards active and sustainable modes of transport.

It is anticipated that – over the longer term, delivery of this strategy will help address a number of important policy goals (such as those related to climate change mitigation) at a local, regional and national level. In response to this wider context, this strategy has been framed around the high-level Transport Planning Objectives found in Table 8.

Table 17. High-Level Transport Planning Objectives

TPO1: Reduce the amount of carbon from travel to and from the Park and contribute to the Net Zero target.
TPO2: Reduce the adverse impacts of traffic and parking on the public's perception and enjoyment of the Park.
TPO3: Increase the proportion of visitors travelling around and exploring the Park by walking, cycling and wheeling
TPO4: Increase proportion of visitors travelling within the Park by public and water transport
TPO5: Enhance access for all residents to employment, education, community services and health opportunities.

Suggested baseline data for each of these Transport Planning Objectives has been included in Table 9 (Section 3). In order to monitor progress towards fulfilment of these objectives, a set performance targets should be set. These should be monitored regularly, but not necessarily frequently (e.g. every 3-5 years). Monitoring results can then inform ongoing evaluation of the overall programme of work associated with this strategy.

For instance, in relation to TPO2 data about parking supply, demand, management and maintenance should ideally be collected across all parking facilities within the National Park. These data should provide rich insights into patterns and trends (e.g. seasonal profile; insights into where and when parking is over-capacity), which will help inform and refine the strategic approach to parking over time. It will also enable progress towards associated targets to be monitored. Where data gaps exist, efforts should be made to address these.

Similarly, in relation to TPO4 systematic collation of public transport data over time will help highlight key trends, opportunities and challenges, and more generally, help determine the impact of related projects on the delivery of TPO4.

#### **i. Monitoring & evaluation of the delivery programme**

Successful delivery this strategy involves delivering an associated programme of work that will be comprised of a variety of shorter-term projects, many of which have interdependencies. Each of these projects should include a set of SMART objectives and key performance indicators, to enable project inputs, outputs, outcomes and impacts to be monitored and evaluated over time. These objectives and performance indicators should align with and support the successful delivery of the Transport Planning Objectives.

To facilitate programme evaluation, monitoring data about the following topics should be gathered for individual projects:

- Inputs - resources used;
- Project - what will be / is being done;
- Outputs - immediate product of delivery;
- Outcomes - immediate effects created by project activity; and

- Impacts - extent to which projects support the delivery of the high-level Transport Planning Objectives.

These elements can be used to monitor performance and are fixed for the life of each project. More specifically, **Inputs** allow the possibility of some cost benefit analysis; **Projects** enable the actual work streams associated with each of the high-level Transport Planning Objectives to be defined; project performance is measured by **Output Measures** and **Outcome Measures** and **Impacts** help demonstrate the degree to which delivery of each project helped to address the high-level Transport Planning Objectives.

## ii. Insights

A key part of successfully delivering this programme of work will be to gather broad range of additional insights, to help inform its ongoing delivery. For example, visitor communications is a key component of the overarching Implementation Plan (see Section 4.6). A project related to visitor communications is likely to involve gathering visitor insights, such as:

- More in-depth understanding of visitors, including segmentation in terms of types of visits (day / stay / grand tour), demographics of these groups, what their typical activities are and how they identify, choose and knit together these activities.
- Understanding of visitor origins:
  - Staying visitors: bedstock survey to get a picture of volumes of visitors staying in different areas of the Park or accessing the Park from external holiday accommodation.
- Surveys to identify where day and stay visitors in different areas are originating from.
- Focus group or similar type research with specific visitor segments to understand their motivations, their willingness to contemplate different ways of accessing / engaging with the Park, discussion of potential public transport services and ticketing products (co-design).

## 6. Summary & Conclusions

There is a compelling case for changes to be made to how people travel to, from and around Loch Lomond and The Trossachs National Park. The current mobility system is no longer fit-for-purpose, particularly in the light of the climate emergency, but more generally, in relation to provision of transport services to both residents and visitors. In short, the current trajectory of car-dominated travel patterns is not sustainable and is at odds with key policy drivers at a national, regional and local level. It is clearly time to rethink and redesign how transport works in and for the National Park.

This context informed the development of a vision and set of Transport Planning Objectives (TPOs) that establish a direction of travel that can help to address the problems, opportunities, constraints and uncertainties associated with the current transport context. From this, it was possible to appraise three strategic options for the future, but it became clear that only the most ambitious of these could really deliver the scale and pace of change that is needed.

The recommended "Step-Change" approach - development and delivery of a comprehensive Sustainable Transport Strategy that supports and embeds sustainable tourism - is predicated on a need to reinvent how transport and travel are governed and funded in the National Park context to provide a transport network that is fit for the future.

The Sustainable Transport Strategy focuses on providing high quality public transport connections from major origins to key gateways to the Park. Here people will have access to bus and water-based public transport, as well as walking and cycling routes to take them to visitor hubs and other destinations. Attractive, low-cost ticketing products will provide easy access to public transport, as well as discounts on taxi, car club, bike hire and visitor attractions. Visitor communications will promote the Park as a sustainable tourism destination as well as provide targeted campaigns to promote car-free access to the Park for specific target audiences. Car parking will be managed to control levels of traffic in sensitive areas and prevent inappropriate parking, whilst encouraging car drivers to park at dedicated facilities at gateways and hubs.

A Sustainable Transport Strategy will increase the number of people travelling to the Park by public transport as well as encourage and enable people to travel within the Park by active and sustainable modes of transport, including walking, cycling, bus and water. Not only will this alleviate the parking and congestion pressures, but it will provide benefit to communities and businesses by providing access to enhanced transport services and by capturing more visitor spend in the local economy, all whilst protecting and celebrating the special landscape of Loch Lomond and The Trossachs National Park. It will also ensure that the Park is an accessible and inclusive destination.

