



Appendix 1 – JRVMP 2024

Agenda Item 8

National Park Authority Board Meeting
11 March 2024

Paper for information

Loch Lomond & The Trossachs National Park - Joint Response Visitor Management Plan 2024

This document provides an overview of the approach that the National Park Authority and partners will take to managing visitor management pressures in 2024 at the busiest time of year. The management measures outlined in this plan are to reduce visitor-related pressures on the environment, people who live and work in the National Park and visitors. Some of these pressures are caused by a minority of people who engage in negative behaviours, but many are caused by the sheer volume of people coming to enjoy the National Park.

At a national level this plan aligns with and is supported by the work of the Visitor Management Strategy Group that are led by VisitScotland that reports directly to Scottish Government Ministers. This group is responsible for delivering the outcomes of the [Visitor Management Strategy for Scotland](#) and a yearly action plan.

Locally, this plan aligns with the National Park Partnership Plan 2024-29 and a partnership that meets regularly throughout the visitor season from April to October to ensure it is delivered.

The partnership (the National Park Visitor Management Group) is comprised of:

- Loch Lomond & The National Park Authority (Facilitator)
- Police Scotland
- Transport Scotland
- Forestry and Land Scotland
- Argyll and Bute Council
- Perth and Kinross Council

- Stirling Council
- West Dunbartonshire Council

There are three strands to the plan:

- Information and Engagement
- Infrastructure and Services
- Regulation and Enforcement

The actions in the plan are influenced by lessons learnt from previous visitor seasons, the National Park [Place Programme](#) and the resources available. Some of this influence on the creation of the plan can be found in the [Visitor Management Season Review 2023](#)

Some of the actions are short-term and direct such as the work of the National Park Ranger Service and some are longer-term such as the design and construction of infrastructure and the improvement of a sustainable transport network.

These actions are outlined be seen in the Table of Actions at the foot of this document.

Details and progress of these actions will be communicated in the following way:

- A pre-season online stakeholder briefing (March TBC)
- Ongoing use of social media
- Bi-monthly stakeholder and community updates
- Pre- and Post-season meetings with:
 - The East Loch Lomond Visitor Management Group
 - The West Loch Lomond Visitor Management Group
 - The Strathard & The Trossachs Visitor Management Group
 - The Callander & The Surrounding Area Visitor Management Group
 - The Loch Lomond Stakeholder Group
- To businesses through the National Park Destination Group
- The Place Programme update at the June National Park Authority Board meeting (June 10th)
- Bespoke communications as a required for specific actions

At the end of the season a Visitor Management Seasonal Review will be compiled based on the experiences and lessons learned from this years' Joint Response Visitor Management Plan to influence the planning for 2025.

Table of Actions

Information and Engagement		
Action	Lead (Support)	Estimated delivery date
<p>Communication Messages and Channels including:</p> <ul style="list-style-type: none"> • Use of the NPA website as an information hub for visitors and communities • Use of social media; Facebook, Twitter and Instagram • Mini campaigns will be undertaken each month linked to the NPPP for significant new actions • Face to face engagement through Rangers, Campsite Wardens and Volunteers • We will continue to ensure that visitors have the practical information needed ahead of their visit <p>Key messages and campaigns will focus on:</p> <ul style="list-style-type: none"> • Water Safety (including byelaws) • Biosecurity on land and water • Wildlife disturbance • Parking • Litter, Fires, sanitation, and Camping 	NPA (All)	April - September 2024
<p>Stakeholder Engagement:</p> <ul style="list-style-type: none"> • National Park Visitor Management Group meetings to coordinate resources to manage visitor pressures • Pre-season webinar by National Park Visitor Management Group partners followed by bi-monthly stakeholder updates • Pre- and post-season area-based visitor management group meetings with community, landowner, business, agency and Local Authority representatives 	NPA (All)	March and November 2024
<p>Forming of a Mobility Partnership Group and Stakeholder Mobility Group to drive forward the work required to improve the provision of sustainable transport options for people travelling to and from the National Park</p>	NPA (All)	December 2024

Infrastructure and Services		
Action	Lead (Support)	Estimated delivery date
The upgrades to Luss Pier will complete to reduce anti-social behavior and improve the experience for visitors	NPA	March 2024
The first phase of the Trossachs connectivity project will complete at Ben Venue car park to enable future bus services	NPA (FLS)	March 2024
Strategic Tourism Infrastructure Design Studies for Strathard and the Trossachs and Callander and the surrounding area will be published to inform visitor related infrastructure improvements in those areas.	NPA (All)	June 2024
A National Park wide visitor infrastructure investment plan will be published to outline and prioritise future projects including those already captured in existing Strategic Tourism Infrastructure Design Studies.	NPA (All)	June 2024
The path upgrade to Conic Hill on East Loch Lomond will be completed, protecting this popular hill from erosion.	NPA (FLS)	March 2025
Phase 1 of the upgrades to Tarbet complete improving the car park, motorhome facilities and accessibility on site.	NPA	Late Summer 2025
The Rowardennan Masterplan will be completed and if funding is available work will start to deliver phase one of the project to improve the car park to encourage use of public transport and the toilet facilities.	NPA (FLS, SC)	March 2025
A Balloch Masterplan will be started to inform visitor management infrastructure related investments in the village. This will include a detailed plan for the grounds surrounding the Duncan Mills Memorial Slipway.	NPA (WDC)	From Summer 2024
Prepare for Phase 1 of an East Loch Lomond Mobility plan to inform infrastructure investments that will support the gradual transition from car visits to use of public transportation alternatives.	NPA (SC,FLS)	December 2025
Regulation and Enforcement		
Action	Lead (Support)	Estimated delivery date
' Boots on the ground ' to help with the visitor management season will be National Park Rangers, Environmental Officers, weekend support staff, and National Park Volunteers. Forestry and Land Scotland staff Stirling Rangers and Enforcement Officers, P&KC Rangers, A&BC Enforcement Officers and the National Park Police Officer.	NPA (Police Scotland, FLS, Local Authorities)	April - September 2024

<p>Police Scotland will continue to provide support to manage visitor pressures through initiatives such as Operation Ballaton (to reduce anti-social behaviour in Balloch and the West side of Loch Lomond), Days of Action at Luss and Loch Earn and the continued work of the National Park Partnership Against Rural Crime.</p>	<p>Police Scotland (NPA, Local Authorities)</p>	<p>April - September 2024</p>
<p>The new Loch Lomond Byelaws will come into force in November. During the visitor season the changes will be communicated to loch users.</p>	<p>NPA</p>	<p>November 2024</p>
<p>Phase 1 of the Camping Management Byelaw Review will start with an internal review of the current byelaws and associated management measures with some early stakeholder engagement.</p>	<p>NPA (All)</p>	<p>March 2025 (Phase1)</p>