



Appendix 1 - Loch Lomond & The Trossachs National Park - Joint Response Visitor Management Plan 2026 Agenda Item 11

National Park Authority Board Meeting

09 March 2026

Paper for information

Loch Lomond & The Trossachs National Park - Joint Response Visitor Management Plan 2026

Purpose

The National Park is a living, working place, with a long-term vision to be carbon negative and nature positive – where people and nature can thrive together. As a National Park Authority (NPA), it's our responsibility to help deliver this vision by protecting and enhancing the area's natural and cultural heritage, promoting sustainable use of nature resources, supporting people to understand and enjoy the Park responsibly, while fostering sustainable social and economic development for local communities.

During the summer season, the volume of visitors to the National Park presents both a challenge and an opportunity. This document provides an overview of the NPA and partners approach to easing visitor management pressures during the busiest time of year, while also seeking opportunities to strengthen visitors' connections with nature and address barriers to do so, encourage responsible and sustainable behaviours and deliver positive outcomes for the environment and people who live and work in the National Park.

Drawing on insight from previous years, the delivery plan below outlines the proposed short-term and longer-term actions for the NPA, and partners will take to achieve these objectives.

Governance

Nationally, this plan is supported by the work of the Visitor Management Strategy Group led by VisitScotland. That group reports directly to Scottish Government Ministers and is responsible for delivering the outcomes of the [Visitor Management Strategy for Scotland](#) and a yearly action plan and is attended by both National Park Authorities. These documents are currently being updated and fed into by multiple partners including the National Park Authority for the start of visitor season.

There are several working groups that support the delivery of the Strategy and Action Plan that NPA members of staff take an active part in.

This includes:

- A group focused on **communication** that has revisited its strategic framework this year; while sustainability and safety remain the core focus of activity, tourism as a force for good' has been embedded as a priority. The group will continue to add value through coordinated national messaging and provide amplification of communication from specific partner bodies responsible for particular areas.
- A group developing information and guidance, alongside identifying the demand for and feasibility of providing improved infrastructure for **motorhomes and campervans**.
- A group working with industry and academia to investigate and promote the use of **digital technology** that can be used to help manage visitors and support the visitor economy.
- A group on developing a strategic approach to **sustainable transport** that can not only service local people in rural areas but be used by visitors, reducing car use to assist address issues such as congestion, dangerous parking and the impact of carbon dioxide to the climate.

Locally, this plan supports delivery of the outcomes of the National Park Partnership Plan 2024-29 and partners meet 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

Communication with these partners is ongoing prior to and through the visitor season to help apply consistent messaging and deploy resources where they are needed most. It is understood that there are financial constraints on partners as they are making final preparations and will be able to confirm their approach to managing visitors before the Easter holiday. This information will be shared with communities, landowners and businesses through the Visitor Management Groups that meet pre-and-post season.

Internally, several representatives from the NPA meet on a weekly basis to assess the previous weekend and address any issues that have occurred and look forward to the next weekend to make any amendments to messaging or resource deployment based on intelligence received, upcoming events and weather conditions. This group includes representatives from the following teams:

- Visitor Management
- Communications
- Ranger Management
- Estates Management

This group is able to link in to both the local and national groups when needed.

Reporting & evaluation

At the end of the season a Visitor Management Seasonal Review will be compiled based on the experiences and lessons learned from this year’s Joint Response Visitor Management Plan to influence the planning for 2027.

Delivery plan

Information and Engagement		
Channels & delivery	Lead (Support)	Estimated delivery date
<p>Communications activity throughout the summer season will focus on:</p> <p>Increasing understanding of, and support for the value of National Parks and the role of the National Park Authority</p> <ul style="list-style-type: none"> • Proactive communications – media engagement and storytelling through video and static content – 	NPA	March - September 2026

to increase awareness of NPA work to deliver positive outcomes for people and nature ie. Place programme developments, nature restoration fund projects where there is a notable benefit for visitors and communities, promotion of opportunities to get involved with looking after the Park. All communications content developed proactively and reactively on the management of visitor management pressures shall seek to integrate this messaging, strengthening awareness and addressing misunderstanding about the role of the NPA.

Continuation of the Nature Connections campaign, which seeks to:

- Inspire and facilitate opportunities for visitors and communities to connect with nature in the National Park
- To celebrate and showcase the multitude of benefits meaningful connection with nature delivers for our target audience

Campaign activity will include:

- In-person engagement via Balmaha Visitor Centre with new interpretation materials, events, use of nature journal & nature heroes photography display/storytelling, buy-in from teams to host events showcasing work – i.e. peatland
- Collaboration with James Onnar from Strathclyde Uni to host events and teach our staff/vols how to gather more meaningful stories
- Continuation of engagement with hard-to-reach groups, young people and schools via the outreach programme and Future Nature schools
- Refresh of content on the online nature hub
- Ongoing drip feed of content and stories via NPA owned channels to celebrate the benefits of people connecting with nature in the Park, including ongoing sharing of nature heroes' stories

Connecting users/visitors with the National Park and encouraging them to do so sustainably and responsibly

- Potential promotion of the Trossachs Explorer if it can be funded, encouraging visitors to explore the National Park by bus / foot or bike and showcasing the positive stories of those who have used the service
- Development of a comprehensive set of key messages which can be utilised when required around emerging / priority issues, such as high fire risk, planning ahead, parking and traffic congestion, water safety and litter across appropriate NPA communications channels. This will also signpost to the communications lead on each of these areas, in the instance it isn't the NPA
- Deliver messaging focused on encouraging movement around the Park, and away from hot spot areas where congestion and visitor pressures are an issue. Trial different timing of messaging (A/B test) to assess the impact of social notifications on changing behaviour / shifting footfall to other areas.
- Update of content on priority pages of the NPA website to optimise user journeys for key 'tasks' such as camping booking and boat registration
- Ongoing community management on Facebook and Instagram, seeking out opportunities to respond to comments, tackle misinformation, improve understanding and shift perceptions on key issues. Use this exercise to begin building a bank of messages to draw from in future
- Proactive media engagement and thought leadership when appropriate to strengthen understanding of the role of the NPA and to increase understanding of the importance of adopting specific behaviours during the summer season (byelaws compliance / being safe out on the water for example)
- Regular engagement with communications teams at partner organisations to optimise their channels and deliver targeted messaging to users when appropriate

<p>Stakeholder Engagement:</p> <ul style="list-style-type: none"> • Bi-monthly stakeholder and community updates • Pre- and post-season area-based visitor management group meetings with community, landowner, business, agency and Local Authority representatives • Business engagement through the National Park Destination Group meetings • National Park Visitor Management Partnership meetings to coordinate resources to manage visitor pressures <p>A review of the Visitor Management Groups will be undertaken during the season to ensure that they are working effectively for stakeholders.</p>	NPA (All)	March and November 2026
<p>NP Mobility Partnership governance meetings:</p> <ul style="list-style-type: none"> • Leadership Group (representing local, regional and national transport partners) and a; • Stakeholder and Insights Forum (representing interests of community, third sector, business and rural mobility) <p>The partnership is driving forward the work required to transform the transport network across the National Park including new governance arrangements, integrated service enhancements and capacity building initiatives.</p>	NPA (All)	Ongoing
Infrastructure and Services		
Action	Lead (Support)	Estimated delivery date
Subject to funding award, deliver the next steps across East Loch Lomond to inform future transport services and infrastructure enhancements that will support the gradual transition from car visits to use of public transportation alternatives. This will be informed by the ongoing East Loch Lomond Park and Ride Options Appraisal.	NPA (SC, FLS)	March 2027
Continue work to protect and enhance the Core Paths Network within the National Park, including priority sections at Loch Earn, on the West Highland Way, and on National Cycle Route 7.	NPA	March 2027

<p>Design, progress and deliver high quality - visitor recreation sites and facilities as Part of the Place Programme investing across publicly managed sites.</p>	NPA	March 2027
<ul style="list-style-type: none"> • Design will continue at Balloch Pierhead (in partnership with West Dunbartonshire Council). 	NPA/WDC	
<ul style="list-style-type: none"> • Progress will be undertaken to move towards delivery for Rowardennan (in partnership with Forestry and Land Scotland) and at the final phase of Tarbet, along Loch Lomond side and pier. 	NPA	
<ul style="list-style-type: none"> • Delivery on the ground will be focused on Falls of Falloch, Tarbet Phase 2 - (buildings) including a Changing Places Toilet that is a vital step in supporting inclusion and improving accessibility in the National Park, and a standalone café, to make room for the Changing Places Toilet in the Visitor building. 	NPA	
<p>Develop and coordinate a pipeline of transformational projects for future delivery through Place Programme partnership working to facilitate higher quality assets across publicly managed sites in the National Park. This will focus on:</p>		
<ul style="list-style-type: none"> • Continued partnership working in Arrochar and Tarbet to explore and seek to fund design of better solutions for parking at Glen Loin, for toilets in Arrochar and Succoth, and path links between Arrochar, the Station and Tarbet. 	A&B (NPA, Arrochar and Tarbet CDT)	
<ul style="list-style-type: none"> • Continued partnership working on Callander's Community led Green Adventure Gateway project for Callander, in and around the Meadows and Station Road, at design stage. 	Callendar CDT (NPA, SC)	
<ul style="list-style-type: none"> • Continued partnership working to improve visitor infrastructure at Strathfillan (Tyndrum). 	Strathfillan CDT (NPA, SC)	
<ul style="list-style-type: none"> • Supporting continued partnership working along East Loch Lomond and Drymen. 	NPA/SC (ELLCT / Drymen CDT)	
<ul style="list-style-type: none"> • Being responsive to further partnership opportunities as they arise. 	NPA	

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 Council Enforcement Officers, P&KC Rangers, A&BC Enforcement Officers, WDC seasonal wardens in Balloch Castle Country Park and the National Park Police Officer. Capacity across Partners is projected as largely in line with 2025 levels.	NPA (Police Scotland, FLS, Local Authorities)	April - September 2026
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 various key locations across the NP Saturday 11 th of April where all partners and blue light colleagues will be attending at Lomond Shores. This is a joint partnership centered around the vast services available to people in the surrounding areas but has a real focus on water safety at the loch, mountain rescue etc. and the continued work of the National Park Partnership Against Rural Crime.	Police Scotland (NPA, Local Authorities)	April - September 2026
Enforcement & monitoring of the new Loch Lomond Byelaws and the Camping Management Byelaws . The first use of new digital application to improve efficiency in byelaw enforcement in the field.	NPA (Police Scotland)	March - September 2026
The Camping Management Byelaw Review will go to public consultation in July with any proposed changes to the byelaws subsequently being	NPA (All)	March 2027