



National Park

Mobility Route Map

Transforming the transport network across
Loch Lomond & The Trossachs National Park



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Executive Summary

The National Park faces increasing pressures from high car dependency and congestion, which threaten its communities, visitor experience and net zero targets. Over several years, evidence, strategic planning, and partnership working have shaped a compelling case for transforming how people travel within the National Park.

Key milestones since 2020 - including the Sustainable Travel Options Appraisal and National Park Partnership Plan - highlight the growing urgency to reduce private car use, lower emissions, and deliver sustainable, inclusive mobility solutions.

Travel to and within the National Park remains heavily car-dependent, contributing to congestion, undermining emission targets and placing increasing pressure on infrastructure, while public transport provision and active travel networks remain fragmented and underused. Seasonal visitor peaks further intensify pressure, while rural communities experience year-round access challenges, contributing to transport poverty and social isolation.

The evidence demonstrates that no single intervention will suffice. A coordinated, long-term, and multi-modal approach is required, combining:

- Sustained investment and partnership-led delivery
- Integrated transport services and infrastructure
- Behaviour change, demand management, and supportive digital tools
- Expanded capacity across the network and delivery partners

The National Park Mobility Partnership provides the governance framework to deliver these objectives, bringing together strategic, regional, and local partners to align resources, expertise, and investment. Its vision is that by 2045, the National Park will offer an inclusive, low-carbon travel network that protects natural landscapes, supports thriving communities, and provides a high-quality visitor experience.

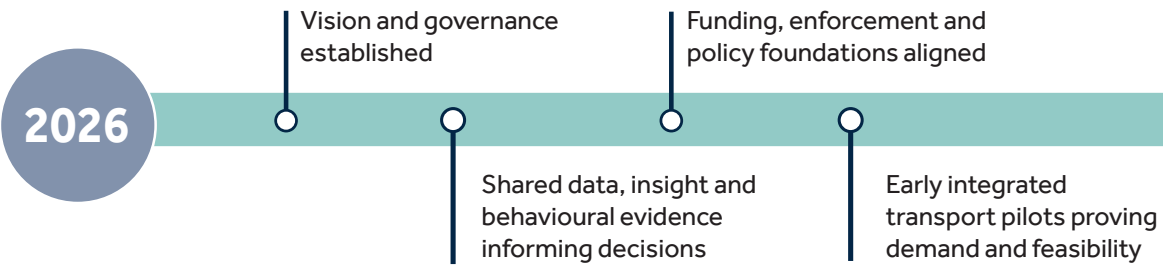
Intended long term outcomes include:

- Significant reduction in car dependency
- Net reduction in transport-related emissions
- Fully integrated, user-focused transport system
- Improved access to jobs, lifeline services, and nature
- Healthier, more inclusive, and resilient communities

The Route Map sets out clear objectives, phased milestones, and measurable outcomes to guide implementation. These include strategic partnership development, enhancing travel options across bus, rail, water, active, and shared travel, and embedding demand management, communication, digital, and infrastructure improvements. Success will be measured through reduced car dependency, improved rural transport provision, and lower transport emissions.

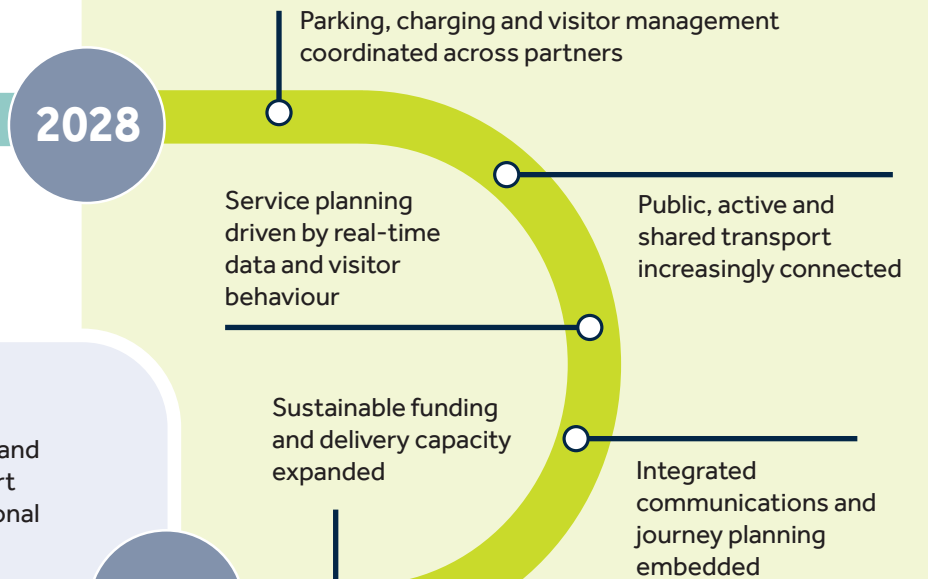
Foundations for Change

Build the partnership, evidence base and shared direction



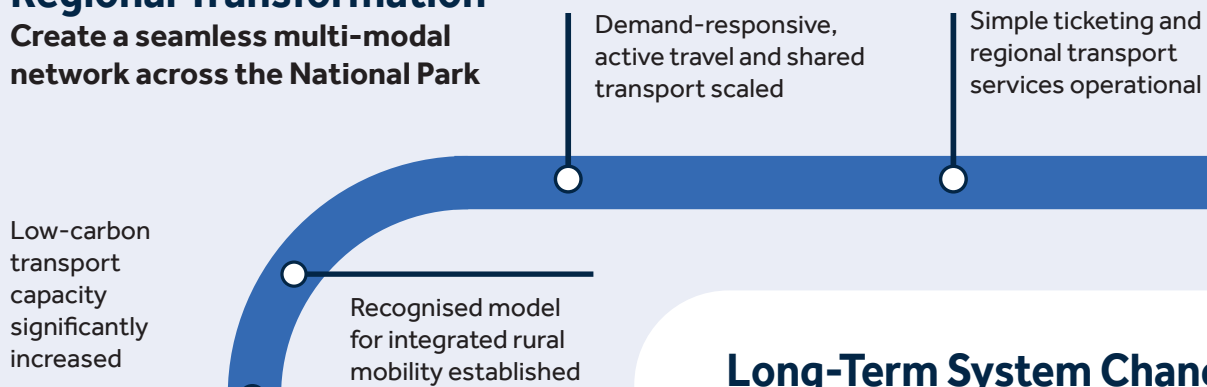
Integration & Early Scale

Move from pilots to a coordinated regional system



Regional Transformation

Create a seamless multi-modal network across the National Park



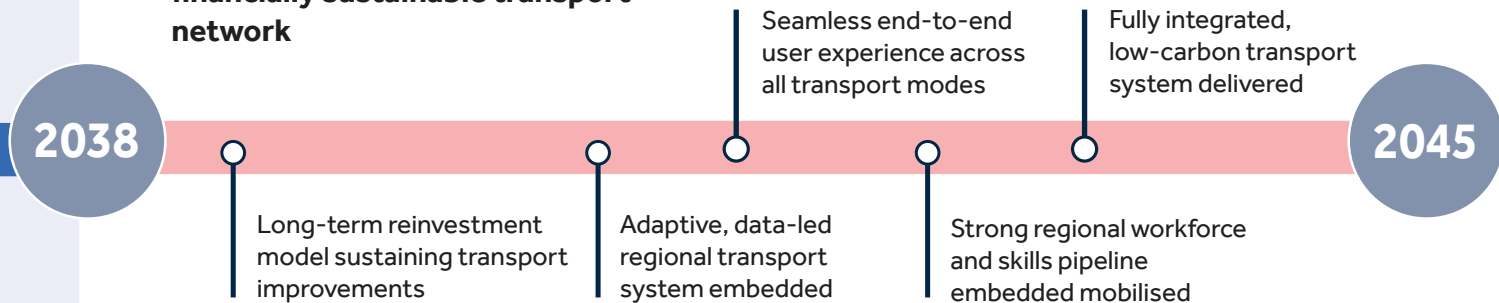
Low-carbon transport capacity significantly increased

Recognised model for integrated rural mobility established

Communities, visitors and businesses benefit from increasingly integrated transport provision

Long-Term System Change

Embed a resilient, adaptive and financially sustainable transport network



Case for Change

The National Park faces growing pressure from high car dependency and congestion, which threaten its communities, visitor experience and net zero targets. The case for change has developed over several years through strategic planning, partnership working and a growing body of evidence.

How did we get here?

Aligned with an **overarching framework** (Appendix A), the following milestones highlight the key steps since 2020 that have shaped the case for change for transport transformation in the National Park.

- **National Transport Strategy 2 (2020)**
Sets the national framework for Scotland's transport system, prioritising reduced car dependency, improved accessibility, and a shift to sustainable, low-carbon travel to support inclusive economic growth and climate targets.
- **Futures Group (2021)**
Explored long-term challenges and opportunities for the National Park, highlighting transport as a critical issue and calling for more innovative, integrated, and sustainable mobility solutions.
- **Joint Response Visitor Management Plan (2022)**
Sets out a collective approach and action plan from a range of public bodies involved in managing visitor related pressures across the National Park including sustainable visitor transport.
- **Sustainable Travel Options Appraisal and Modal Shift Report (2023)**
Identified gaps in transport provision and concluded that a step change approach alongside a coordinated package of measures – gateways and hubs, public transport, active travel, parking and traffic management, and communication - to reduce car dependency.
- **Greenhouse Gas Assessment (2023)**
Identified transport as one of the largest sources of emissions in the National Park, largely driven by private car use, reinforcing the urgency of shifting to lower-carbon travel options.
- **National Park Partnership Plan (2024)**
Sets out the strategic vision for a sustainable, inclusive, and resilient National Park, with a strong emphasis on transforming transport to support net zero, improve access, and protect natural assets.
- **National Park Mobility Partnership (2025)**
Establishes a collaborative delivery model bringing together key partners to coordinate investment, expertise, and action to enable a step change in sustainable transport across the National Park.
- **Mobility Route Map (2026)**

Provides the strategic direction and phased milestones required to deliver an integrated, low-carbon transport system by 2045, setting out priorities, activities, and actions for implementation.

Why is change required?

Travel patterns remain heavily reliant on private car use, driven largely by limited and poorly integrated transport alternatives. This has contributed to congestion in key locations, placing growing pressure on infrastructure and detracting from the experience of both residents and visitors. Despite its predominantly green and rural character, the National Park remains a net emitter of carbon, with transport-related emissions from car use being a significant contributing factor.

These challenges are further intensified by strong seasonal variation in demand, with visitor peaks placing significant strain on the transport system. At the same time, rural communities face year-round issues of limited access to employment, services, and opportunities. This contributes to increased inequality, social isolation, and continued dependence on high-carbon travel options.

Problems to solve

- **Lack of coordination:** transport governance is not underpinned by a coherent, joined-up approach among key partners, limiting a welcoming and inclusive transport experience.
- **Fragmented network:** the transport system is disjointed, with poor integration between modes and services, reducing usability and equitable access.
- **Car dependence:** travel is overwhelmingly reliant on private vehicles due to a lack of viable, inclusive and affordable alternatives.
- **Congestion and environmental strain:** high volumes of traffic in concentrated areas lead to congestion, safety issues, and adverse impacts on the natural environment and visitor experience.
- **Underdeveloped public transport offer:** public transport options are restricted, poorly integrated, and not designed to meet the needs of residents, local workforce, or visitors.
- **Barriers to active travel uptake:** walking and cycling are often constrained by distance, road safety concerns, and gaps in connected routes.
- **Seasonal demand imbalance:** visitor demand peaks create significant pressure on the network, while transport needs exist year-round for local communities.
- **Rural inequality:** limited transport options restrict access to employment and services, contributing to isolation in rural communities.
- **Carbon and environmental impact:** high reliance on private vehicles contributes to emissions and environmental damage, challenging the transition toward a low-carbon, climate resilient and welcoming National Park experience.

What does the evidence tell us?

Evidence shows that meaningful change will require a coordinated, long-term transition away from car-dominated travel toward a more integrated, accessible and affordable system. No single intervention will be sufficient; instead, a package of complementary measures is required.

Central to this is the development of a high-quality, integrated public transport network, supported by improved active travel infrastructure and the creation of mobility hubs that enable seamless interchange between modes such as bus, rail, water, shared vehicles, cycling, and walking.

Alongside this, demand management measures will be required to influence travel behaviour, supported by strong branding, communications, and digital tools that make sustainable travel easier, more visible, and more attractive. Delivery will depend on phased implementation, sustained investment, and strong partnership working, with early actions building momentum for longer-term transformation.

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Partnership Approach

The National Park Mobility Partnership is a collaborative initiative to deliver an inclusive, low carbon travel network for everyone who lives in, works in and visits the National Park. It brings together the investment, expertise and resources required to deliver change at scale, supporting the National Park's wider vision to be thriving, nature-positive, and carbon negative.

What is mobility?

Mobility encompasses all modes of travel - including bus, rail, water, active, and shared - while recognising that private car use continues to play an important role in rural communities.

Aims

Strong partnership working is central to the programme's success. By bringing together strategic partners and stakeholders, the partnership aims to support collaboration, innovation, and sustainable investment through:

- **Improve efficiency through collaboration:** maximise the use of resources and expertise through shared knowledge and coordinated working.
- **Deliver viable transport services:** develop sustainable financial models, including shared costs and reinvestment mechanisms to support new services and initiatives.
- **Build capacity and consistency:** enable coordinated decision-making and shared responsibility to strengthen delivery across the National Park.
- **Raise ambition and drive innovation:** position the National Park as a demonstrator for sustainable transport through proof-of-concept initiatives.
- **Strengthen the case for investment:** communicate progress, outcomes, and learning to attract further funding and wider support.

Who's involved?

Leadership Group comprising of strategic partners with responsibility for transport, overseeing workstreams and supporting delivery of the Route Map:

- **Programme coordinators:** Loch Lomond & The Trossachs National Park Authority
- **Local enablers:** Argyll and Bute Council, Perth and Kinross Council, Stirling Council, West Dunbartonshire Council and Forestry & Land Scotland
- **Regional enablers:** The Highlands and Islands Transport Partnership, Tayside and Central Scotland Transport Partnership, and Strathclyde Partnership for Transport
- **National supporters:** Transport Scotland and VisitScotland

Stakeholder and Insights Forum comprising of representatives from communities, businesses, third sector and rural mobility groups to provide a platform for wider engagement. This forum acts as a sounding board to the Leadership Group, ensuring the programme reflects diverse perspectives and local needs.

Working Groups comprising of officers from partners to provide focus on specific technical areas such as bus travel, parking, digital and data and communications.

Delivery relies on the collective capacity and commitment of all partners and stakeholders. While each partner will use its best efforts to advance the actions in the Route Map, progress is contingent on available resources and capacity.

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Vision for Transport

The National Park Mobility Partnership is guided by a long-term vision aligned to the National Park Partnership Plan and Place Programme. Together, these set a clear direction for reducing emissions, improving accessibility and ensuring the long-term sustainability of the National Park.

Vision

By 2045, the National Park will have an inclusive, low-carbon travel network for those who live, work and visit here - where special landscapes are accessible for everyone, protected for the future, and places for communities to thrive.

To realise this vision, the **long-term ambition** is to:

- **Enable transport to positively support** environmental, economic and social outcomes.
- **Create a circular transport economy** that reinvests revenues into sustainable travel choices.
- **Deliver a whole system approach** connecting all modes, technologies and services.
- **Integrate services, technologies and approaches** to meet evolving needs.

This aligns with key **national priorities** by addressing car dependency which:

- **Strengthen the visitor economy** through improved access to destinations and workplaces.
- **Tackle inequalities** by providing inclusive, affordable access to nature and local services.
- **Take decisive climate action** by cutting transport-related emissions and building a climate resilient network.
- **Improve health and wellbeing** by connecting people to the outdoors.

The partnership is focussed on the following **key priorities**:

- Establish a **partnership model** to enable coordinated and sustainable action.
- Deliver **integrated services** that make sustainable travel the natural and attractive choice.
- Build **capacity** to enhance transport services and support job creation and skills development.

Objectives

Objective 1 Develop a new strategic transport partnership approach

Transport and travel services are better planned, integrated and delivered to meet the needs of communities and visitors, and to reduce car dependency.

- Establish the **National Park Mobility Partnership and governance model** where key partners share resources, assets, skills and revenue to enhance low-carbon travel options.
- Create a **partnership approach to sharing data**, capturing visitor and travel insights, including unmet journey demand to inform transport service planning.
- Establish a **stakeholder advisory group** to support delivery for communities of place and interest, including local businesses.

Objective 2 Make sustainable travel choices more attractive

Sustainable travel choices will be promoted, designed and priced to be more attractive, convenient and affordable to use.

- Develop a **strategic approach to pricing** for travel and parking to incentivise and support low-carbon travel choices.
- Deliver an **integrated marketing and communications package** that encourages sustainable travel choices and supports modal shift.
- Develop **new targeted transport services** to provide attractive alternative to the private car.

Objective 3 Improve travel routes and services

Public transport service providers are enabled to establish new routes and timetables to take advantage of currently unmet travel demand and realise economic benefits.

- Adopt a **strategic approach to transport service frameworks, contracts and subsidies**, investigating the potential shift towards publicly owned services or network franchising.
- Deliver a **collaborative recruitment drive** to fill vacancies that hinder rural service development, including for community and shared transport initiatives.
- Add **targeted capacity** to the low-carbon travel network through growth in bus, rail, water, active travel and shared transport services.

Measurement of success

It is important to monitor and assess the cumulative impact of the objectives and activities set out in this Route Map.

The Route Map identifies three **primary drivers for change**:

- **Enhanced partnership** co-ordination and efficiencies
- **Attractive transport options** which incentivise modal shift
- **Enhanced network of transport services** connecting key hubs, meeting both resident and visitor needs.

Progress will be assessed **using three core indicators**, capturing change and impact:

- **Climate**: reduction in transport emissions. This will be collected as part of the National Parks UK's Greenhouse Gas Assessment every 5 years.
- **Car dependency**: reduction in vehicle kilometres travelled by car. This aligns to wider national methodologies and will require further collaboration across the National Park Mobility Partnership.
- **Enhanced choice**: increased provision of sustainable transport options. This is a new approach, focussing on the availability and range of transport options rather than actual usage. It measures the extent of the network, including both short- and long-distance services, as well as those passing through the region as part of wider national journeys

Patronage of rural transport provision will also be tracked as part of the National Park Mobility Partnership monitoring framework, principally supported by a Digital & Data working group.

Statement of Intent

The National Park Mobility Partnership is committed to delivering an inclusive, low-carbon, and integrated travel network through high quality, reliable, affordable and integrated services. This is focussed on core elements including bus, rail, water, active and shared travel alongside demand management, communication, digital and data, and infrastructure measures.

Bus Travel

The ambition for bus travel is to create a high-quality, integrated, and accessible network that serves as a genuine alternative to private car use. This will include reliable, frequent core routes linking key gateways, communities, and visitor destinations, complemented by flexible demand-responsive services to meet the needs of more remote and other rural areas.

Bus travel will be designed to be easy to use, integrated with rail, active travel, and water links, and supported by clear information and simple ticketing. By enhancing the overall bus offer to be inclusive, affordable, and low carbon, the aim is to make bus travel the convenient and attractive choice.

Rail Travel

The ambition for rail travel is to position stations as key gateways, offering an accessible, relaxed, and attractive alternative to reduce pressure on the road network. This will be achieved by strengthening connections to key stations, improving service frequency and capacity, and ensuring seamless integration with onward travel such as bus, water, active and shared travel.

Stations will act as hubs, providing clear information, facilities, and connections. By enhancing the overall rail offer and its integration with the wider transport network, the aim is to make rail travel a convenient, inclusive, and sustainable choice.

Water Travel

The ambition for water travel is to create a distinctive, integrated, and accessible network of inland connections that strengthens the role of waterways as part of the Park's transport system. This will be delivered through reliable and affordable services that complement existing leisure cruises.

Water travel will be designed to be simple and convenient to use, with strong integration across bus, rail, active and shared travel, supported by clear information and simple ticketing. By enhancing the water travel offer, the aim is to compliment and extend journeys made by bus and rail, rather than replace longer-distance travel.

Active Travel

The ambition for active travel is to provide services that compliment a high-quality, attractive and accessible sustainable transport network that encourages walking, wheeling, cycling, and other forms of non-motorised travel as low impact travel options especially as ‘first- and last-mile’ alternatives. This will include convenient bike hire, luggage transfer and provision for bikes on appropriate bus, rail and water services ensuring integration. Where practicable, on and off-road route enhancements may be facilitated.

Active travel services will be designed to be easy to use, coordinated with other transport modes, and supported by clear information and simple booking options. By enhancing low-impact options, the aim is to make active travel both convenient and appealing for leisure trips as well as ‘first- and last-mile’ journeys.

Shared Travel

The ambition for shared travel is to provide convenient alternatives to private car use. This will include flexible carsharing, ridesharing, and community transport services, complemented by seamless connections with bus, rail, water and active travel.

Shared transport will be designed to be easy to use, supported by clear information, simple booking, and convenient payment systems. By providing these options, the aim is to reduce reliance on private cars and support wider sustainable options.

Demand Management

The ambition for traffic, parking, and demand management is to create a well-managed, sustainable system that reduces congestion and supports low-impact travel. This will include strategically located and appropriately priced parking, clear guidance for visitors, and measures to manage traffic flows, complemented by initiatives that encourage alternatives to private car use, such as public transport, shared mobility, and active travel.

Traffic and parking management will be designed to be easy to understand, supported by clear information and digital tools, helping visitors plan their journeys efficiently. By managing demand effectively, the aim is to enhance the visitor experience, protect the park’s natural environment, and ensure safe, accessible, and enjoyable travel for all.

Communications

The ambition for communications is to create a clear, consistent, and engaging approach to marketing the transport network. This will include a strong, recognisable identity for transport services, supported by coordinated messaging and aligned timetables.

Communications will be designed to be easy to understand, with clear and accessible information across physical platforms, simple wayfinding, and consistent branding. By prioritising clarity, inclusivity, and inspiration, the aim is to make sustainable travel options more visible, convenient, and attractive.

Digital and Data

The ambition for digital and data is to provide real-time information, seamless ticketing between modes of transport, and journey planning tools that are simple, intuitive, and reliable.

Digital platforms will offer consistent and accessible information across apps and online channels, enabling travellers to make informed decisions quickly. By leveraging data effectively, the goal is to improve service visibility, enhance the user experience, and support sustainable travel choices.

Infrastructure

Through a coordinated, place-based approach, investment in higher quality visitor facilities across publicly owned sites will help secure a sustainable balance between local needs, environmental sensitivities, and visitor demand. The focus is on delivering improvements that support sustainable travel, enhance accessibility, strengthen safety and promote responsible, inclusive tourism.

The ambition for infrastructure improvements include:

- **Gateways and hubs:** welcoming arrival points that provide onward travel connections and facilities such as equipment hire, shelter and information, helping people travel light and transfer easily between modes.
- **Bus facilities that support services:** including stops, shelters, laybys and turning areas. These enable reliable, accessible, and efficient operations while improving the overall journey experience.
- **Rail stations and associated facilities:** including improvements to platforms, waiting areas, access, and interchanges. These enhancements improve accessibility, connectivity, and the overall travel experience.
- **Water transport infrastructure:** including piers, pontoons, jetties, and slipways that enable water-based travel, providing safe and accessible points for embarking and disembarking.
- **Active travel routes and features:** including paths, crossings, repair stations, shelters/storage and signage, enabling safe, direct, and attractive non-motorised travel between places. This includes maintenance, upgrading and enhancement of the Core Paths Network to support sustainable access and active travel.
- **Car parks:** designated parking areas, including layouts, signage, and supporting facilities, designed to improve safety, manage demand, reduce congestion, and minimise environmental impact.

Improvements to transport infrastructure are primarily delivered through the National Park's Place Programme in partnership with partners and stakeholders. The Place Programmes vision and strategy for investment is based on the principle of 'delivering with stakeholders for people, place and nature'.

The current Place Programme Delivery Route Map (2024-2034) sets out where and when investment in visitor infrastructure should be delivered across the National Park including:

- **West Loch Lomond:** upgrades to car parks, bus facilities, EV and e-bike charging, piers and pontoons, active travel facilities, and access to rail stations. This includes the development of Tarbet as a hub to support modal shift and the transition to electric vehicles.
- **Balloch:** development of a gateway to the National Park that enhances the arrival experience, improves interchange between transport modes, and upgrades water access at the pierhead.
- **East Loch Lomond:** improvements to car parks, bus facilities, piers and pontoons, and active travel connections/facilities. This includes developing Drymen and Balmaha as primary hubs.
- **Strathard and The Trossachs:** enhancements to car parks, bus facilities, piers and pontoons, and active travel links, alongside the development of Aberfoyle as a gateway and hub.
- **Callander and Surrounding Area:** improved bus infrastructure, interchange facilities, and active travel connections/facilities, alongside strengthening Callander's role as a gateway and hub supporting modal shift and the transition to electric vehicles.
- **Wider Park:** development of Dunoon as a gateway to the National Park, alongside a network of smaller hubs in locations such as Helensburgh, Benmore, Lochgoilhead, Tyndrum, Crianlarich, Killin, and St Fillans.

The intention is for the National Park's Local Development and Land Use Plan to complement the Route Map, enabling positive development opportunities whilst mitigating any proposals which could work against the vision of this document.

Activities

The following activities set out the delivery approach for transforming the transport network over the next two decades. They define clear objectives and **phased milestones** (Appendix B) to guide delivery and track progress.

Objective 1 Develop a Strategic Transport Partnership Approach

Problem to solve:

- Lack of coordination
- Fragmented network
- Seasonal demand imbalance
- Rural inequality

Aim: To strengthen strategic leadership, collaboration, and data-driven decision making, delivering a more coordinated and resilient transport system.

Key actions:

- Establish governance arrangements, including progressing toward formalising the NP Mobility Partnership, and exploring more effective mechanisms for collectively reinvesting revenues into delivery.
- Strengthen partnership capacity by aligning resources, embedding stakeholder insight, and supporting local delivery partners.
- Develop a shared data approach, including baselining, monitoring, and insight-led service planning.
- Promote and embed the partnership model to ensure long-term influence and legacy.

Outcome:

- A more coordinated and effective transport system
- More balanced seasonal travel demand
- Improved access to jobs and services
- Increased community resilience

Activities

Theme	Short term (2026-2028)	Medium term (2028-2035)	Long term (2035-2045)
Leadership and governance	<ul style="list-style-type: none"> • Leadership Group established • Stakeholder & Insights Forum established 	<ul style="list-style-type: none"> • Formal governance model in place 	<ul style="list-style-type: none"> • Lasting strategic partnership legacy
Resources and capacity	<ul style="list-style-type: none"> • Partner resource growth • Local delivery partners mapped 	<ul style="list-style-type: none"> • Increased partnership capacity • Delivery partner resource growth 	<ul style="list-style-type: none"> • Sustainable long-term capacity
Revenue and finances	<ul style="list-style-type: none"> • Economic analysis of car park revenue (east) 	<ul style="list-style-type: none"> • Economic analysis of car park revenue (west) • Regional revenue-sharing agreements • Visitor levy integrated • Car park consortium established 	<ul style="list-style-type: none"> • Sustainable revenue and reinvestment model
Monitoring and data	<ul style="list-style-type: none"> • Framework established • Baseline captured 	<ul style="list-style-type: none"> • Monitoring embedded • Service planning informed by data 	<ul style="list-style-type: none"> • Adaptive, data-led planning
Promotion and influence	<ul style="list-style-type: none"> • Route Map published 	<ul style="list-style-type: none"> • Partnership model showcased • Influence beyond the Park 	<ul style="list-style-type: none"> • Long-term strategic influence

Objective 2 Make Sustainable Travel Choices More Attractive

Problem to solve:

- Car dependence
- Congestion and environmental pressure
- Rural inequality
- High emissions

Aim: To influence travel behaviour by making sustainable travel more attractive, visible, and convenient than private car use.

Key actions:

- Introduce coordinated approaches to parking, pricing, and demand management.
- Deliver integrated journey planning, ticketing, and marketing informed by user insights.
- Improve awareness, accessibility, and appeal of sustainable travel options across all modes.

Outcomes:

- Reduced car dependency
- Increased modal shift
- Lower transport-related emissions
- Reduced congestion and environmental pressure
- More balanced seasonal travel demand

Activities

Theme	Short term (2026-2028)	Medium term (2028-2035)	Long term (2035-2045)
Demand management	<ul style="list-style-type: none"> Enforcement approach agreed (east) 	<ul style="list-style-type: none"> Legal and policy considerations explored Enforcement approach agreed (west) Coordinated parking, charging, and enforcement implemented Contribute to national policy development 	<ul style="list-style-type: none"> Optimised parking and traffic management embedded
Marketing and behaviour change	<ul style="list-style-type: none"> Visitor research and behavioural insights consolidated 	<ul style="list-style-type: none"> Integrated marketing, and communications delivered 	<ul style="list-style-type: none"> Continuous, data-led behaviour change system
User experience and integration	<ul style="list-style-type: none"> Lessons from pilots combined 	<ul style="list-style-type: none"> Universal ticketing approach identified Integrated journey planning, ticketing and information systems implemented 	<ul style="list-style-type: none"> Seamless, user-centric digital travel experience

Objective 3 Improve travel routes and services

Problem to solve:

- Fragmented network
- Car dependence
- Limited public transport
- Barriers to active travel
- Seasonal demand imbalance

Aim: To strengthen transport services, networks, and workforce capacity, delivering a more reliable, integrated, and affordable system.

Key actions:

- Align delivery with regional and national transport strategies and major programmes.
- Expand municipal, community, and shared transport provision across the National Park.
- Secure long-term funding, subsidy, and investment frameworks to support service sustainability.
- Develop workforce capacity, skills, and recruitment pathways for transport delivery.

Outcome:

- More reliable and connected transport network
- Increased levels of sustainable and active travel
- Improved access to jobs, services and opportunities
- Reduced transport-related emissions
- Stronger rural connectivity

Activities:

Theme	Short term (2026-2028)	Medium term (2028-2035)	Long term (2035-2045)
Municipal and regional transport	<ul style="list-style-type: none"> • Growth in municipal operations (east) • Alignment with local and regional strategies 	<ul style="list-style-type: none"> • Regional integration and optimisation • Alignment with strategic and regional transformative programmes 	<ul style="list-style-type: none"> • Fully transformed, integrated regional transport network
Transport services and network expansion	<ul style="list-style-type: none"> • Operator engagement underway • Permanent pilot bus services embedded (east) • Inland water transport feasibility 	<ul style="list-style-type: none"> • Active travel strategies aligned • Expanded bus services • Inland water transport enhanced • Demand responsive services scaled • Rail capacity increased • Active travel and shared mobility integrated • Community transport embedded • Sustainable approach to coach and freight travel integrated • Expansion of shared transport (e.g. car clubs, EV fleets) 	<ul style="list-style-type: none"> • Optimised, fully integrated multi-modal transport network

Funding & subsidies	<ul style="list-style-type: none">• Annual funding secured	<ul style="list-style-type: none">• Multi-year funding approach established• Key subsidies secured	<ul style="list-style-type: none">• Stable, long-term funding and reinvestment model embedded
Jobs and skills	<ul style="list-style-type: none">• Transport workforce baseline established	<ul style="list-style-type: none">• Training programmes delivered• Growth in regional jobs and skills	<ul style="list-style-type: none">• Sustainable workforce pipeline and long-term skills system in place

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Known Unknowns

While there are clear ambitions for inclusive, low-carbon travel, there are unknowns across funding, technology, policy, future travel patterns, and fleet decarbonisation.

Addressing these gaps will require ongoing research, collaborative planning, and adaptive management to ensure the National Park Mobility Partnership can deliver the long-term vision.

Funding

- **Annual funding:** annual funding for active and sustainable travel is competitive and discretionary, making short term delivery challenging.
- **Long-term funding:** multi-year funding for sustainable transport initiatives is not yet secured, making long-term planning challenging.
- **Revenues:** models for sharing costs and revenues, along with more effective mechanisms for collectively reinvesting revenues, require careful and considered exploration between public, private and third sector bodies.
- **Visitor levies:** potential mechanisms for visitor-based levies are under discussion, but legislative and administrative considerations are undefined.

Technology

- **Digital integration:** full integration of ticketing, journey planning, real-time information, and multi-modal coordination across different providers is not yet realised.
- **Data availability:** comprehensive data on travel patterns, mode share, and seasonal demand is incomplete, limiting predictive planning and service optimisation.
- **Emerging technologies:** adoption of electric vehicles, smart mobility platforms, and connected transport infrastructure is at an early stage, with uncertain cost and operational models.

Future policy position

- **Policy evolution:** future Scottish Government and regional policies, including potential road user charging schemes, congestion pricing, or additional regulatory measures, are not fully defined.
- **Impact on travel behaviour:** uncertainty exists over how potential policies (e.g., road user charging) will influence travel choices within the National Park.
- **Alignment with local strategies:** the integration of national policies with local transport and climate strategies remains a work in progress.

Future travel context

- **Car ownership trends:** future levels of car ownership, including electric vehicle adoption, are uncertain, particularly in rural and seasonal visitor areas.
- **Changing travel patterns:** shifts in remote working, tourism preferences, and recreational behaviours may significantly influence demand for transport services in the National Park.
- **Visitor numbers and seasonality:** peak-period congestion and demand variability remain difficult to predict, affecting service planning and infrastructure investment.

Decarbonised fleet

- **Fleet transition timeline:** full transition to zero- or low-emission buses, ferries, and other vehicles depends on technology availability, funding, and operational feasibility.
- **Charging/refuelling infrastructure:** the location, capacity, and cost of supporting infrastructure is undefined.
- **Maintenance and operational readiness:** staff training, maintenance regimes, and lifecycle costs for decarbonised fleets are still evolving.

Next Steps

The Route Map sets out a long-term ambition to transform transport across Loch Lomond and The Trossachs National Park. The next phase is critical: moving from strategy to structured delivery, ensuring governance is embedded, early actions are mobilised, and partnership capacity is aligned to achieve measurable change.

A supporting two-year **Action Plan** (Appendix C), updated annually, translate strategic objectives and phased milestones into prioritised, adaptable and partnership-led deliverables.

This marks the transition from strategic intent to practical delivery. Through coordinated investment, shared data, and sustained collaboration, this approach will begin to reshape how people travel across the National Park and further afield, laying the foundation for a more sustainable, inclusive, and integrated transport system that supports environmental, social, and economic outcomes through to 2045.

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Acknowledgement

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The organisations listed below have provided invaluable support during its creation, endorsed its overarching vision, and have committed to working collectively to develop the activities set out.

With sincere thanks to the NP Mobility Partnership including the Leadership Group and Stakeholder & Insights Forum.

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Appendix A: Overarching Framework

The Mobility Partnership operates within a comprehensive framework of aligned policies, strategies and plans at local, regional, and national levels. These provide the strategic context to deliver an inclusive, low-carbon travel network across the National Park.

Local partners provide the local policy, planning and community context that enable sustainable transport.

Transport Strategies

- Argyll and Bute Transport Strategy (under development)
- Argyll & Bute Council Active Travel Strategy (under development)
- Loch Lomond & The Trossachs National Park Authority Sustainable Travel Options Appraisal and Modal Shift Report (2023)
- Perth and Kinross Mobility Strategy and Action Plan (2024)
- Perth and Kinross Active Travel and Behaviour Change Strategy (under development)
- Stirling Council Sustainable Mobility Strategy (under development)
- West Dunbartonshire Council Active Travel Strategy (2024)

Climate and Decarbonisation

- Argyll and Bute Council Decarbonising Plan (2022-2025)
- Loch Lomond & The Trossachs National Park Authority A greenhouse gas emissions assessment and target scenario (2023)
- Perth and Kinross Council Climate Change Strategy and Action Plan (2021)
- Stirling Council Climate & Nature Emergency Plan (2021-2045)
- West Dunbartonshire Council Climate Change Action Plan (2021)

Place and Planning

- Argyll and Bute Council Local Development Plan 3 (under development)
- Loch Lomond & The Trossachs National Park Authority Local Development Plan (under development)
- Loch Lomond & The Trossachs National Park Authority Place Programme Delivery Route Map (2024)
- Loch Lomond & The Trossachs National Park Authority West Loch Lomond Strategic Tourism Infrastructure Development Study (2022)
- Loch Lomond & The Trossachs National Park Authority East Loch Lomond Strategic Tourism Infrastructure Development Study (2022)
- Loch Lomond & The Trossachs National Park Authority Strathard and Trossachs Strategic Tourism Infrastructure Development Study (2024)

- Loch Lomond & The Trossachs National Park Authority Callander Strategic Tourism Infrastructure Development Study (2024)
- Perth and Kinross Council Local Development Plan 3 (under development)
- Stirling Council Local Development Plan 3 (under development)
- West Dunbartonshire Council Local Development Plan 3 (under development)

Community Local Place Plans

- Callander Local Place Plan (2022-2032)
- Luss and Arden Local Place Plan (2023-2030)
- Arrochar, Tarbet and Ardlui Local Place Plan (2023-2030)
- Drymen Local Place Plan (2023-32)
- Balquidder, Lochearnhead and Strathyre Local Place Plan (2022)
- Strathfillan Local Place Plan (2021-2031)
- St Fillans Local Place Plan (2023-2033)
- Gartmore Local Place Plan (2024-2034)
- Kilmaronock Local Place Plan (2024-2034)
- Lochgoil Local Place Plan (2024-2029)
- Trossachs Local Place Plan (2024-2030)
- Port of Menteith Local Place Plan (2025-2035)
- Strathard Framework (2040)
- Aberfoyle Community Life Plan (2022)
- Kinlochard Community Life Plan (2022)
- Stronachlachar and Inversnaid Community Life Plan (2023)
- Killin Local Place Plan (2021-2031)
- Ardentinny Local Place Plan (2026-2035)
- East Loch Lomond and Buchanan Local Place Plan (under development)
- Balloch Local Place Plan (under development)

Regional partners provide the regional policy context and coordinate action across council boundaries, supporting integrated network development.

Transport Strategies

- Tayside and Central Scotland Regional Transport Strategy (2024-2034)
- Tactran Bus Plan (under development)
- Regional Transport Strategy for the West of Scotland (2023-2038)
- Regional Active Travel Strategy for the West of Scotland (2024-2038)
- Strathclyde Regional Bus Strategy (2025)
- Hitrans Regional Transport Strategy (2025)
- Hitrans Regional Bus Strategy (under development)

National partners provide policy direction, funding, and strategic oversight, ensuring alignment with Scottish Government priorities:

- **Scottish Government:** National Planning Framework 4 (2023), Scotland’s Public Service Reform Strategy (2025) and Just Transition for Transport (2025)
- **Transport Scotland:** National Transport Strategy 2 (2020) and Strategic Transport Projects Review 2 (2022)
- **VisitScotland:** promoting sustainable visitor travel, destination marketing and responsible tourism
- **Forestry & Land Scotland:** supporting low-carbon travel, access, and recreation across sites and car parks.

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Appendix B: Phased Milestones [2026-2045]

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Appendix C: Action Plan [2026-2028]

The action plan sets out a comprehensive programme of work to deliver the Route Map over a two-year period.

It brings together a coordinated set of governance structures, operational improvements and new services through the NP Mobility Partnership, and associated place infrastructure investment delivered through the National Park's Place Programme.

Together, these actions provide a clear and structured Route Map for delivery over the next two years, ensuring that transport and place-based interventions work in tandem to support communities, visitors, and the local environment.

The key actions over the next two years are detailed in the table below. These are grouped by the three key objectives:

1. Develop a new strategic transport partnership approach
2. Make sustainable travel choices more attractive
3. Improve travel routes and services

The actions are split into the following stages:

- **Scoping:** actions are at an early stage of definition, where the need or opportunity is being identified and explored.
- **Development:** actions are being progressed through detailed preparation and refinement.
- **Delivery:** actions are being implemented operationally or on the ground.

Timescales are subject to funding and capacity of delivery partners and will be updated annually.

Action	Delivered by	Current delivery stage	Lead partner	Support partner
<p>1.1 Leadership Group</p> <p>Establish a Leadership Group bringing together strategic, regional, and local transport partners to provide programme oversight and direction.</p>	2026	Delivery	National Park Authority	Strategic partners
<p>1.2 Formal Governance</p> <p>Define and implement a formal governance structure in collaboration with strategic partners.</p>	2029	Scoping	National Park Authority	Strategic partners
<p>1.3 Stakeholder and Insights Forum</p> <p>Establish a Stakeholder & Insights Forum including representatives from community, business, and rural mobility to inform decision-making.</p>	2027	Development	National Park Authority	Stakeholders
<p>1.4 Partner resource (capacity)</p> <p>Increase partnership capacity by recruiting a Nature Routes Project Officer to deliver the water transport study, support by National Lottery.</p>	2026	Delivery	National Park Authority	Strategic partners
<p>1.5 Partner resource (capacity)</p> <p>Strengthen delivery capacity through knowledge exchange of specialist expertise.</p>	2028	Scoping	Transport Scotland	National Park Authority

<p>1.6 Partner resource (bus travel)</p> <p>Establish a working group to review network gaps, service development opportunities, and supporting infrastructure.</p>	2028	Scoping	Stirling Council	Strategic partners
<p>1.7 Partner resource (parking)</p> <p>Establish a working group to review car park charging, operations, and opportunities for alignment and efficiency.</p>	2028	Scoping	National Park Authority	Strategic partners
<p>1.8 Partner resource (digital and data)</p> <p>Establish a working group to improve understanding of travel demand, ticketing integration, and digital mobility solutions.</p>	2028	Scoping	SPT	Strategic partners
<p>1.9 Local delivery partners</p> <p>Identify and map local delivery partners to support programme implementation.</p>	2028	Scoping	National Park Authority	Strategic partners
<p>1.10 Car park economics (east)</p> <p>Deliver an economic analysis of costs and revenues associated with car parks and transport services in East Loch Lomond and the wider eastern area of the Park.</p>	2028	Development	National Park Authority	Stirling Council FLS
<p>1.11 Car park economics (west)</p> <p>Scope an economic analysis of costs and revenues associated with car parks and transport services across the west of the Park.</p>	2029	Not started	National Park Authority	Argyll and Bute Council West Dunbartonshire Council

				FLS
<p>1.12 Visitor Levy (West Dunbartonshire)</p> <p>Assess opportunities to reinvest visitor levy revenues into transport services and infrastructure across the south of the Park.</p>	2029	Scoping	West Dunbartonshire Council	National Park Authority
<p>1.13 Visitor Levy (Stirling)</p> <p>Assess opportunities to reinvest visitor levy revenues into transport services and infrastructure across the east of the Park.</p>	2029	Scoping	Stirling Council	National Park Authority
<p>1.14 Monitoring framework</p> <p>Develop a monitoring framework to measure impact, including rural transport provision, emissions, and car dependency.</p>	2027	Development	National Park Authority	Strategic partners
<p>1.15 Route Map</p> <p>Publish and promote the Route Map to ensure visibility and alignment across partners and stakeholders.</p>	2026	Delivery	National Park Authority	Strategic partners Stakeholders
<p>2.1 Enforcement (east)</p> <p>Develop a consistent approach to car park and traffic enforcement in East Loch Lomond and the wider eastern area of the Park.</p>	2028	Scoping	National Park Authority	Stirling Council FLS
<p>2.2 Enforcement (west)</p>	2029	Not started	National Park Authority	Argyll and Bute Council

Develop a consistent approach to car park and traffic enforcement across the west of the Park.				West Dunbartonshire Council
2.3 Reducing car kilometres Continue to assess demand management measures to reduce car kilometres, including their costs and benefits.	2027	Development	Tactran	Transport Scotland
2.4 Visitor research Undertake visitor research and behavioural analysis to inform transport planning and service design.	2028	Development	National Park Authority	Visit Scotland
2.5 Lessons from pilots Consolidate lessons from pilot services (e.g. Trossachs Explorer) and related initiatives (e.g. bus fare cap).	2028	Development	National Park Authority	Stirling Council Hitrans
2.6 Integrated Journey Planner Enhance the National Park Journey Planner, ensuring alignment with national journey planning and digital mobility initiatives.	2027	Development	Tactran	National Park Authority Transport Scotland
2.7 National Visitor Management Engage national partners on visitor management through established governance groups.	2028	Development	VisitScotland	National Park Authority Transport Scotland

<p>2.8 Tourism and Hospitality Industry Leadership Group</p> <p>Work with the tourism and hospitality sector to strengthen rail's role in Scotland's tourism offer, supporting inclusive growth, emissions reduction, and seamless multimodal journeys.</p>	2028	Development	VisitScotland	Strategic partners
<p>3.1 Operator engagement</p> <p>Engage with transport operators on opportunities and constraints within the sector.</p>	2028	Development	National Park Authority	Strategic partners
<p>3.2 Municipal operations (east)</p> <p>Expand municipal bus operations across the east of the National Park.</p>	2028	Development	Stirling Council	Strategic partners
<p>3.3 Bus service (C60)</p> <p>Secure the long-term delivery of the C60 (Killin–Callander) service.</p>	2026	Delivery	Stirling Council	National Park Authority
<p>3.4 Bus service (C61)</p> <p>Pilot the C61 (Callander–Kinlochard) service over a two-year period.</p>	2028	Development	Stirling Council	National Park Authority
<p>3.5 Bus service (C62)</p> <p>Pilot the C62 (Croftamie–Kippen) service over a two-year period.</p>	2028	Development	Stirling Council	National Park Authority
<p>3.6 Bus service (C63/Trossachs Explorer)</p> <p>Pilot the Trossachs Explorer (Aberfoyle–Callander) service over a two-year period.</p>	2028	Development	Stirling Council	National Park Authority

<p>3.7 Bus service (West Loch Lomond)</p> <p>Develop a seasonal shuttle service on the west side of the Park, connecting communities, visitor destinations, accommodation providers and transport hubs.</p>	2027	Scoping	National Park Authority	SPT Argyll & Bute Council Stirling Council
<p>3.8 Active travel and behaviour change strategies</p> <p>Align active travel and behaviour change strategies across local and regional partners, supported by local place plans.</p>	2029	Not started	National Park Authority	Strategic partners
<p>3.9 Water transport</p> <p>Assess the feasibility of an integrated inland water transport network, linked to bus, rail, and active travel.</p>	2027	Development	National Park Authority	Strategic partners Stakeholders
<p>3.10 Funding</p> <p>Work with partners to secure and diversify long-term funding streams.</p>	2028	Development	National Park Authority	Strategic partners Stakeholders
<p>3.11 Workforce baseline</p> <p>Establish a baseline of workforce capacity across partners, operators and other agencies involved in transport delivery across the Park.</p>	2029	Not started	National Park Authority	Strategic partners Stakeholders

Sustainable Place Transport Infrastructure

The associated place-based transport infrastructure improvements, supported through the National Park's Place Programme, are outlined below. Timescales are subject to funding and capacity of delivery partners.

Action	Delivery timescale	Delivery stage	Delivery lead	Delivery support
<p>Tarbet Hub</p> <p>Delivery of a sustainable, low-carbon destination. The site will serve as a strategic hub, with improved access and integration across public transport, coach travel, water-based services, active travel, and electric vehicle infrastructure.</p>	2028	Delivery	National Park Authority	Argyll and Bute Council Transport Scotland
<p>Glen Loin, Arrochar</p> <p>Enhancements will improve visitor experience, safety, and accessibility. Interventions will address parking pressures and local road safety issues, strengthen sustainable and active travel links to the village centre, and provide upgraded facilities including toilets and shelter.</p>	2027 / 2028	Development	Argyll and Bute Council	National Park Authority
<p>Rowardennan</p> <p>Enhancements will improve the overall visitor experience. The project will encourage modal shift, reduce parking pressures, and improve vehicle circulation and arrival experience. New infrastructure will include accessible toilets, improved shelter, and enhanced cycle facilities, supporting arrival by bus, active travel, and private vehicles.</p>	2028	Development	National Park Authority	FLS

<p>Trossachs Connect – Phase 1</p> <p>Enhancements will improve active travel connectivity and create safer, more attractive off-road routes. Key opportunities include linking car parks at Ben A’an and Ben Venue, improving access to Trossachs Pier, completing circular routes at Glen Finglas and Loch Achray, and strengthening connections to Brig o’ Turk, Aberfoyle, and Callander.</p>	<p>2028</p>	<p>Development</p>	<p>National Park Authority</p>	<p>Stirling Council FLS</p>
<p>Callander Station Road Hub</p> <p>Enhancements will include transforming the car park into a gateway and hub to improve connections to the town and wider travel networks. This will provide a high-quality arrival experience and base, including motorhomes and campervans, and will encourage responsible tourism by supporting active, car-free exploration and sustainable options.</p>	<p>2028</p>	<p>Development</p>	<p>Callander Community Development Trust</p>	<p>National Park Authority Stirling Council</p>