



# Appendix 1 - Loch Lomond & The Trossachs National Park - Joint Response Visitor Management Plan 2025

## Agenda Item 12

### National Park Authority Board Meeting

10 March 2025

Paper for information

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#### **Loch Lomond & The Trossachs National Park - Joint Response Visitor Management Plan 2025**

This document provides an overview of the approach that the National Park Authority and partners will take to managing visitor management pressures in 2025 across the busiest time of year.

The management measures outlined in this plan are designed 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 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. This strategy will be reviewed and updated within 2025.

Locally, this plan aligns with 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

At this stage of budget cycles each partner is indicating a level of investment and resource comparable to 2024 levels.

Building on previous years 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 resources available. Some of this influence on the creation of the plan can be found in the [Visitor Management Season Review 2024](#)

Some 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 in the Table of Actions at the foot of this document.

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

- Targeted communications and engagement activity. Recommendations on channels and tactics will be made on a case-by-case basis, dependent on the target audience and objective.
- 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 within the National Park Authority Board meeting cycle

- Bespoke communications as 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 year’s Joint Response Visitor Management Plan to influence the planning for 2026.

### 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"> <li>• Use of the NPA website as an information hub for visitors and communities and the delivery of NPA services such as boat registration and camping booking</li> <li>• Delivery of two dedicated campaigns throughout the summer months, focused on facilitating and inspiring connections with nature (Restoring Nature) and safe and responsible use of Loch Lomond (Sustainable Place)</li> <li>• Use of social media; Facebook and Instagram – to deliver reactive and informative updates (weather, facilities etc) as well as a drip feed of content which shows the beauty of the Park, showcases the expertise of our staff and partners and represents the community. These content pillars will be used as a gateway to present topical issues related to NPPP priorities in an engaging way.</li> <li>• Face to face engagement through Rangers, Campsite Wardens and Volunteers Key messages and campaigns will focus on: -</li> <li>• Nature connections &amp; within that: <ul style="list-style-type: none"> <li>-The value and benefits of connecting with nature - Building understanding of what’s happening to nature in the Park,</li> <li>-The actions we are taking and the actions visitors and communities can take (sub topics include biosecurity on land and water, wildlife</li> </ul> </li> </ul>	NPA (All)	April - September 2025

disturbance, fires, litter, sanitation and camping, mode of travel).		
<p><b>Stakeholder Engagement:</b></p> <ul style="list-style-type: none"> <li>National Park Visitor Management Partnership meetings to coordinate resources to manage visitor pressures</li> <li>Pre- and post-season area-based visitor management group meetings with community, landowner, business, agency and Local Authority representatives</li> </ul>	NPA (All)	March and November 2025
<p>Development of an overarching <b>NP Mobility Partnership</b> made up of:</p> <ul style="list-style-type: none"> <li><b>Leadership Group</b> (representing local, regional and national transport bodies) and a;</li> <li><b>Stakeholder and Insights Forum</b> (representing stakeholders)</li> </ul> <p>The partnership will drive forward the work required to transform the transport network across the National Park. including infrastructure development, service enhancements and capacity building initiatives.</p>	NPA (All)	May 2025
<b>Infrastructure and Services</b>		
Action	Lead (Support)	Estimated delivery date
Pilot new management arrangements at Sallochy to enhance visitor experience and create efficiencies across partners	FLS & NPA	April 2025
Subject to funding award, deliver a Multi-Modal Transport and Bus Connectivity Study across <b>East Loch Lomond</b> to inform future transport services and infrastructure enhancements that will support the gradual transition from car visits to use of public transportation alternatives.	NPA (SC,FLS)	Mar '26
Continue work to maintain and improve the Core Paths Network within the National Park, including priority sections at Gartocharn, Loch Earn and the West Highland Way.		Mar '26
Design, progress and deliver high quality - visitor recreation sites and facilities as Part of the Place Programme across publicly managed sites at West Loch	NPA	Mar'26

<p>Lomond (Tarbet Phase 2), Falls of Falloch, East Loch Lomond (Rowardennan) and Balloch Pierhead. 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.</p> <p>Callander's Community led Green Adventure Gateway project for Callander, in and around the Meadows and Station Road, completed stage 1 Vision and Report in February 2024 and outlines key next steps to progress to move to design stage.</p> <p>Tyndrum Infrastructure Group's Changing Places Toilet is due to complete early in 2025 season, and this is a vital step in supporting inclusion and improving accessibility in the National Park,</p> <p>increasing the network in the Park, adding to the Changing Places Toilet Stirling Council installed in Aberfoyle in 2022-23</p>		
<p>Adoption of new online boat registration database. Providing improved user experience and management efficiencies.</p>	NPA	Feb'25
<p>Work with FLS to identify efficiencies around the ELL corridor. Piloting a joint management approach for Salloch Campsite.</p>	NPA / FLS	Apr '25
<p><b>Regulation and Enforcement</b></p>		
<p>Action</p>	<p>Lead (Support)</p>	<p>Estimated delivery date</p>
<p><b>'Boots on the ground'</b> 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&amp;KC Rangers, A&amp;BC Enforcement Officers and the National Park Police Officer.</p>	<p>NPA (Police Scotland, FLS, Local Authorities)</p>	<p>April - September 2025</p>
<p><b>Police Scotland</b> 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 Including 'Super Services</p>	<p>Police Scotland (NPA, Local Authorities)</p>	<p>April - September 2025</p>

Saturday' 12 <sup>th</sup> 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.		
Enforcement & monitoring of the new <b>Loch Lomond Byelaws</b> during the first full visitor season since adoption. The changes will continue to be communicated and highlighted to loch users.	NPA	October 2025
The <b>Camping Management Byelaw Review</b> will progress towards early stakeholder engagement around the current byelaws and associated management measures.	NPA (All)	Continue through 2025

<b>Partner Updates</b>		
Action	Lead (Support)	Estimated delivery date
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) and Operation Elms (Anti-social behaviour and road network disruption in Rural Stirlingshire). Days of Action at key visitor destinations and livestock attack awareness will continue as part of the National Park Partnership Against Rural Crime.	Police Scotland	Apr – Sept 2025
Subject to obtaining funding. P&K are planning to have a similar level of ranger coverage to 2024 by working on a casual basis again. We will keep a watching brief on PKC areas overlapping the LLTNP boundaries and will be happy to help should any bigger issues arise	P&K	Apr – Sept 2025

<p>A&amp;B have successfully recruited two new Wardens for the Argyll and Bute area which takes the Amenity (Parking) Wardens from 6 to 8. This is not specific to the National park area, as its really for the Pavement parking laws now coming into effect, however it will give us some resilience (one of the wardens will be based in Helensburgh and Lomond) and allow wardens to continue to patrol the National Park area as often as we can.</p>	<p>A&amp;B</p>	<p>Apr – Sept 2025</p>
<p>P&amp;K will support with similar resources as 2024 season</p>	<p>P&amp;K</p>	<p>Apr – Sept 2025</p>