

Transforming transport in Loch Lomond & The Trossachs National Park

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Sustainable Transport in Loch Lomond & The Trossachs National Park

Location



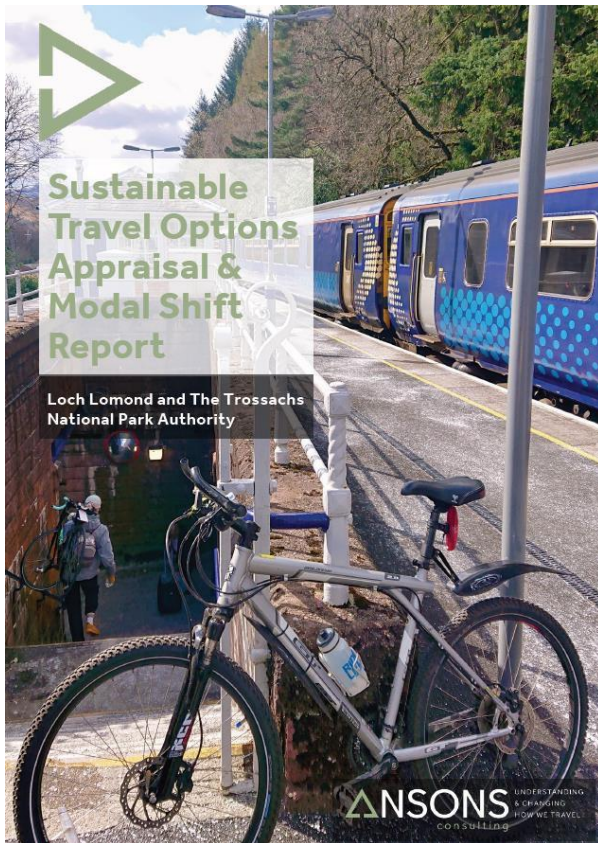
Context

- Small **population** (~15,000)
- High number of **visitors** (~5 million)
- **79% of visitors** travel by car
- Transport is key to:
 - reaching **net zero**
 - addressing **inequalities**
 - supporting the **rural economy**
 - managing **visitor pressures**
 - supporting **health and wellbeing**



Sustainable Transport in Loch Lomond & The Trossachs National Park

Case for Change



Sustainable Travel Options Appraisal
& Modal Shift Report (2023)

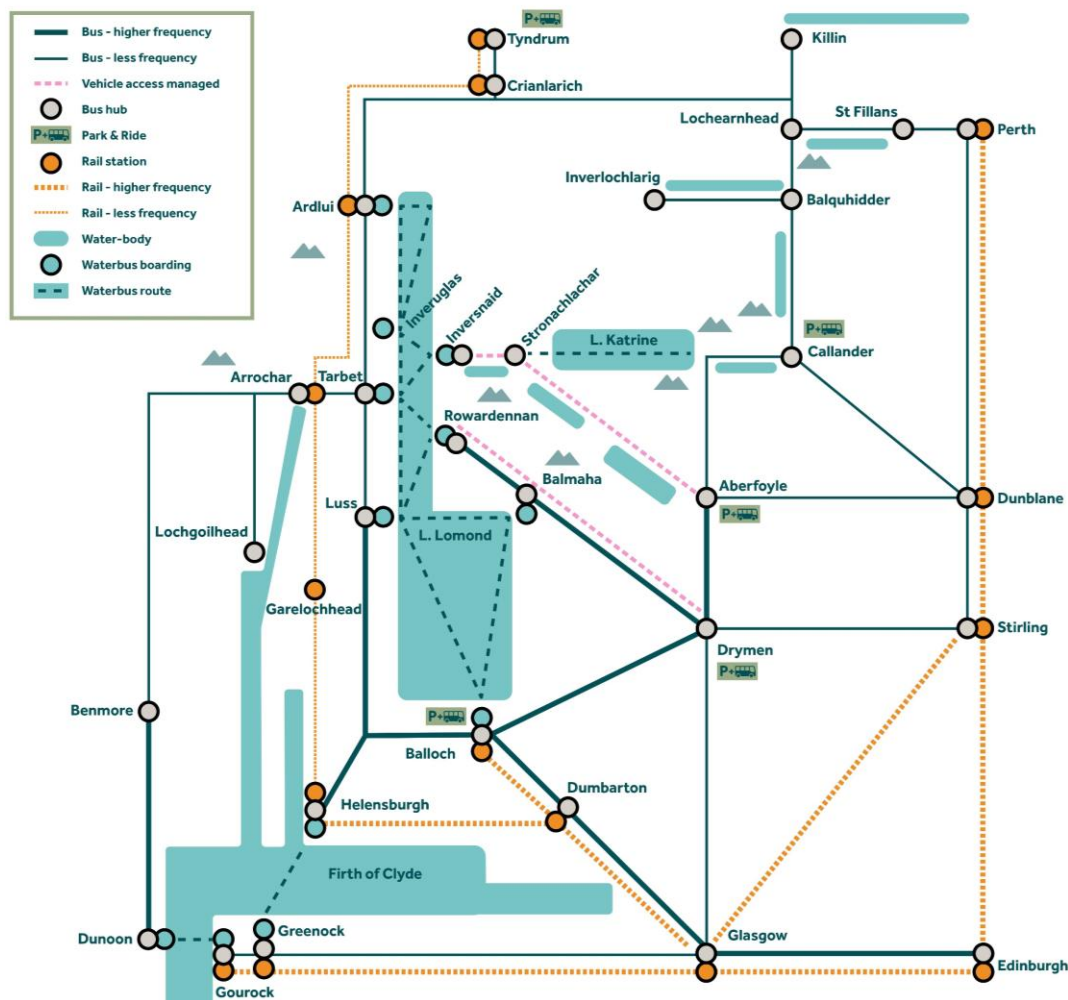


National Park Partnership Plan (2024-2029)

Vision for Transport

- **Core elements:**

- Gateways and hubs
- Public transport
- Active travel
- Parking, traffic and demand management
- Marketing and comms



An inclusive, low carbon travel network

Objectives:

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



1. Strategic Partnership Approach

Actions:

- **New partnership** with local, regional and national partners.
- Partnership approach to **sharing data and revenue**.
- Supporting **stakeholder group**.

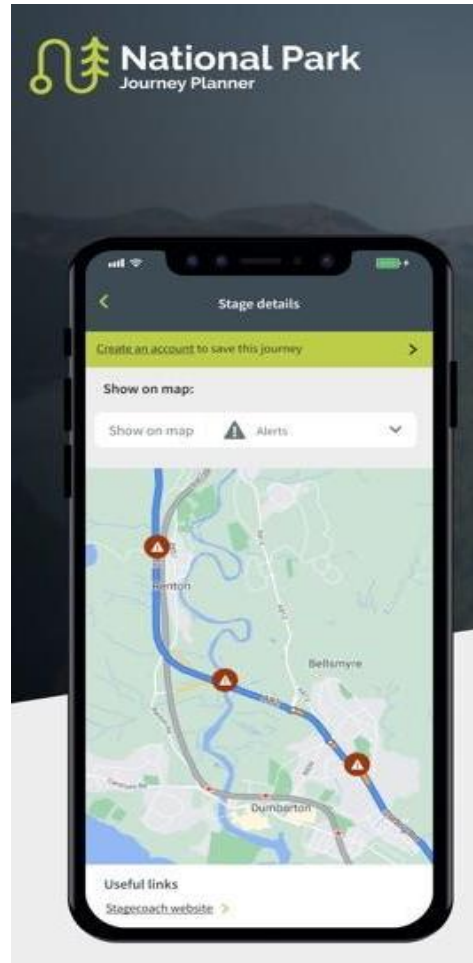
Mobility Partnership



2. Attractive Travel Choices

Actions:

- Strategic **approach to pricing levels.**
- Integrated **ticketing, marketing and communications** package.
- Targeted **transport services.**



3. Improve Routes and Services

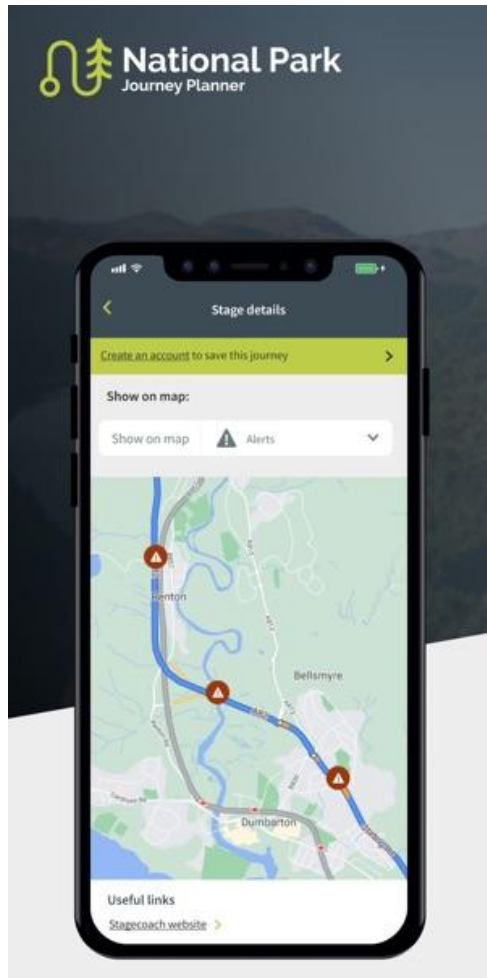
Actions:

- Strategic approach to **frameworks, contracts and subsidies.**
- Collaborative **recruitment drive.**
- **Targeted capacity** to grow the low-carbon travel network.



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Pilot initiatives



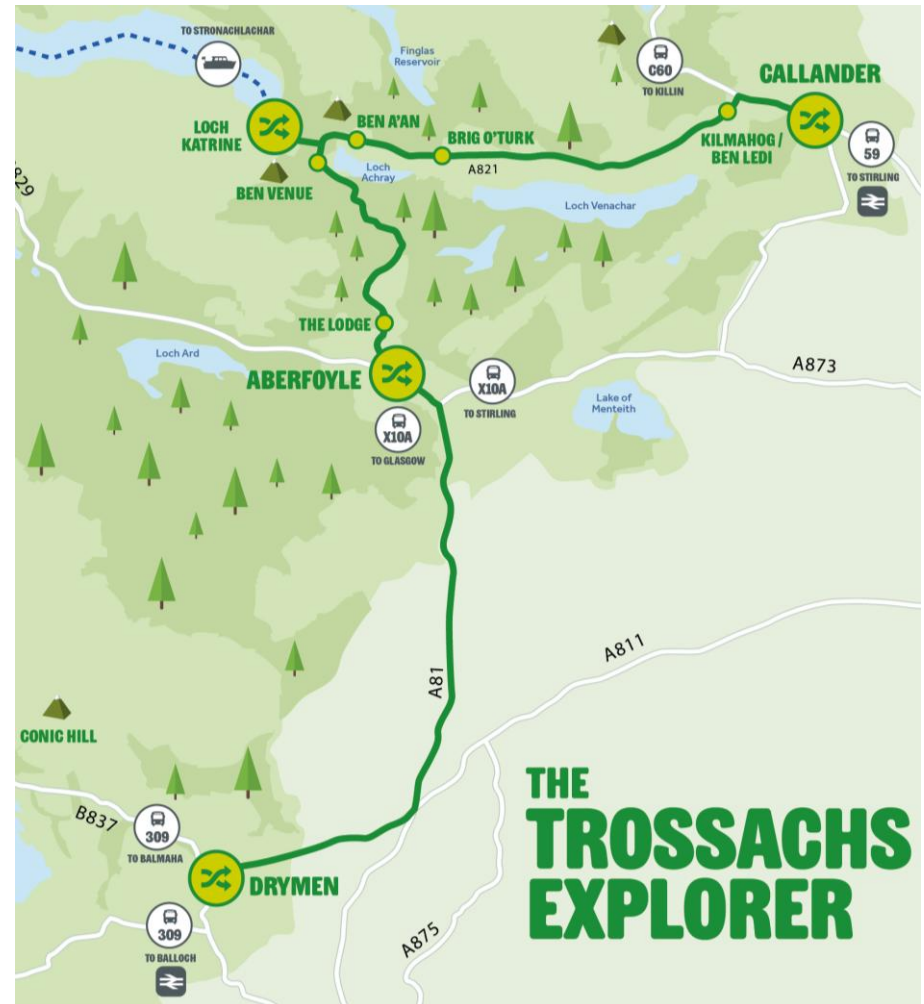
National Park Journey Planner

- To **encourage more sustainable travel** through:
 - Plan journeys by mode of travel
 - Check up to date travel options
 - Compare carbon impacts of different modes
- Approx **20,000 users** since 2022.
- **Challenges** include ability to purchase tickets and real time information.
- **Marketing/promotion** is key.



Trossachs Explorer - About

- Two-year pilot to understand **appetite for sustainable travel**.
- Challenge to secure an **operator and funding**.
- Ran 7-days a week for 13-weeks in **peak season**.
- Connected **communities with visitor hotspots**.
- Target **audience** included residents, business and visitors.
- Technical **expertise** from local council.



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Trossachs Explorer - Evolution

- **Year 1 (2024)**

- First bus operator
- Two 36-seater buses
- Fully branded buses, bus stops and timetables



- **Year 2 (2025)**

- Growing interest from operators
- Two 18-seater, low emission buses
- Extended route
- Enhanced marketing



Trossachs Explorer - Impact

- Strong **public satisfaction and use:**
 - **15%** increase patronage from 2024
 - **94%** felt positive about the service
 - **92%** would use it again
 - **90%** said it had increased their confidence in public transport
- Enabling **car-free access and rural mobility.**
- High quality **customer experience and social interaction.**
- Positive impacts for **businesses and communities.**



Key takeaways

- Transport key driver for the National Park's **social, economic and environmental goals**.
- Compelling **case for change**.
- **Step change** required for new governance and finance arrangements.
- **Circular transport economy** to release money trapped in the private car.
- Long term **economic case** for sustainable annual service but challenges with funding in the short term.
- The National Park is open to being an **innovation/funding partner** for sustainable travel and rural mobility.

Further information

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Key links:

- [Sustainable Transport Options Appraisal and Modal Shift Report](#)
- [National Park Partnership Plan](#)
- [National Park Journey Planner](#)
- [Trossachs Explorer 2024 Evaluation Report](#)