



KEY ISSUES

Comprehensive survey of public, businesses and other organisations to engage with widest community in the National Park.

Database technology and census data used in conjunction with GIS to provide location-specific problems and solutions.

Recommendation of detailed, practical and location specific solutions to overcoming accessibility problems

ABOUT DHC

Derek Halden Consultancy staff and associates have leading expertise in transport planning, community development, psychology, transport and accessibility modelling, social inclusion, marketing, environmental assessment, and economic development.

Common to all projects is a commitment to draw from state of the art knowledge to ensure that solutions are soundly based and tailored to the needs of clients.

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TRANSPORT NEEDS IN SCOTLAND'S FIRST NATIONAL PARK

The Loch Lomond and Trossachs National Park is Scotland's first designated National Park, and experiences many of the common problems experienced by residents of, and visitors to, rural areas of Scotland. The creation of the Park Authority provides an opportunity to tackle these problems in an integrated way working with the local communities. This study aimed to provide a strong evidence base for understanding local community needs and developing practical improvements.

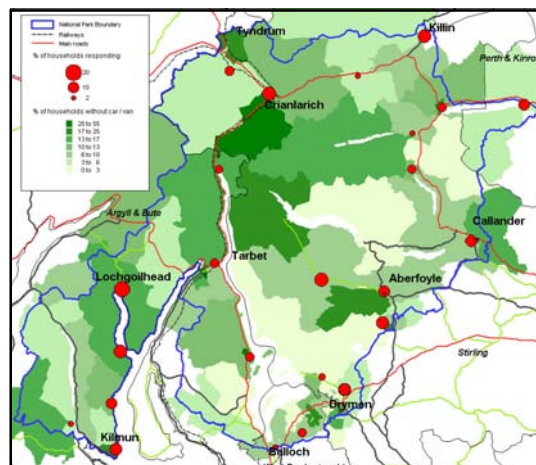
DHC undertook a comprehensive survey of all households in the Park to capture information on current travel behaviour, unmet travel needs, solutions to problems and attitude information for future monitoring. To augment this survey, businesses and community councils in the Park were surveyed and transport operators consulted. Sophisticated database queries and GIS tools were used with census and other data to understand current behaviour and accessibility problems.



The results indicate the vast majority see the improvement of transport services in the Park as a priority. Despite apparently high car ownership and dependency, there are many areas within the park where public and community transport is the only option for many households. In particular the increasingly ageing population have concerns over their future independence and ability to access services, especially primary and secondary and acute health care services.

DHC recognised that improved understanding and information even for current users of public transport, is particularly important and should be the focus for marketing efforts in the Park ahead of service changes/ improvements. There are opportunities for community-based dialogue marketing approaches to improve understanding and use of existing facilities. DHC have investigated these elsewhere in the DfT / EPSRC CO-OPERATE project.

It was recommended that the National Park work with partners in to consider the various developments and innovations and take them forward in the context of other programmes or projects e.g. addressing visitor movements, tourism strategies or traffic management, to ensure that conflicts are avoided and synergies can be established.



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