

Loch Lomond & the Trossachs National Park

Economic Development Strategy



What our client wanted

The newly designated national park required an economic and social development strategy as part of the first National Park Plan. They also required a study of the area to establish the scope for stimulating both tourism and non-tourism business development.

What Frontline did

We conducted wide scale consultation with partners, stakeholders and other agencies to ensure commitment to collaboration in delivering shared aims and objectives. We mapped out existing partner strategies which impacted upon the national park to gain a clearer understanding of their priorities. This identified areas of overlap, potential conflict and opportunities for development.

From these discussions themes emerged which were developed as key strands of the economic strategy. A maturity model was used to map out critical stages of the journey towards achievement of the vision. Frontline also led the development of a best practice review, which identified international examples and areas of potential for economic development within protected areas.

What difference we made

We delivered a strategy document for the first National Park Plan that drew together the themes and aspirations agreed with partners. This created a strong sense of consensus on important building blocks for the future as the framework for economic development in the new National Park.