



Section 08
CONCLUDING STATEMENT

8.0

PROJECT DEVELOPMENT CONCLUDING STATEMENT

Balloch is an extremely accessible opportunity for a day visit from Scotland's principal urban environments, to enjoy Loch Lomond, its wild landscapes and fresh air. The challenge for Balloch is how to encourage more expenditure from the existing day trip market, either with attractions and activities, or through extending stays to overnight, while managing the effects of a large influx of people in a small place.

The best way to increase visitor spending is to increase dwell time, with overnight accommodation, an enhanced activity offer and an expanded and improved food and drink provision.

Balloch Charrette Report

A bespoke approach

These design proposals have been developed by a comprehensive technical team using a 'place-based' approach recommended by Loch Lomond and the Trossachs National Park (LLTNP). They have been based upon a thorough examination of the existing landscape and the setting for new development.

The aim is to provide a vibrant and sustainable visitor destination with a distinctive character derived from its stunning setting. The scheme's design approach is based upon caring for, complementing and enhancing a special landscape while providing a series of connected woodland spaces and places which encourage movement between the Loch Shore and Balloch.

It will maintain the distinctiveness of the National Park and its special landscape, and to build upon the work that has informed the Balloch Charrette.

The proposed Lomond Banks development at West Riverside and Woodbank House has the potential to make a major contribution to the viability and sustainability of the visitor economy in Balloch by increasing visitor dwell time and spending.

There is a strong case for the development in terms of its close proximity to an existing attraction at Loch Lomond Shores, and its potential to support the local tourism industry, while providing opportunities for jobs and the local economy.

This new development makes a positive contribution to its setting by:



Conserving and enhancing the area's heritage

- Retaining existing historic structures that have a cultural and heritage significance, such as Woodbank House
- Using historic knowledge as tool to inform future proposals
- Providing new development that 'knits – in' and improves what is already on offer at Loch Lomond Shores
- Opening up views of the river, the loch and the mountains, while minimising the impact of new development on views into the site
- Designing new buildings with materials, massing and scale which suit their specific location



Using natural resources in a sustainable way.

- Retaining and improving important landscape features and wildlife corridors which are a fundamental part of the proposed development's character.
- Retaining and reusing natural materials wherever possible
- Increasing biodiversity
- Creating a balance between protecting a natural setting and creating a successful visitor destination that attracts families and retaining the best of the development's setting



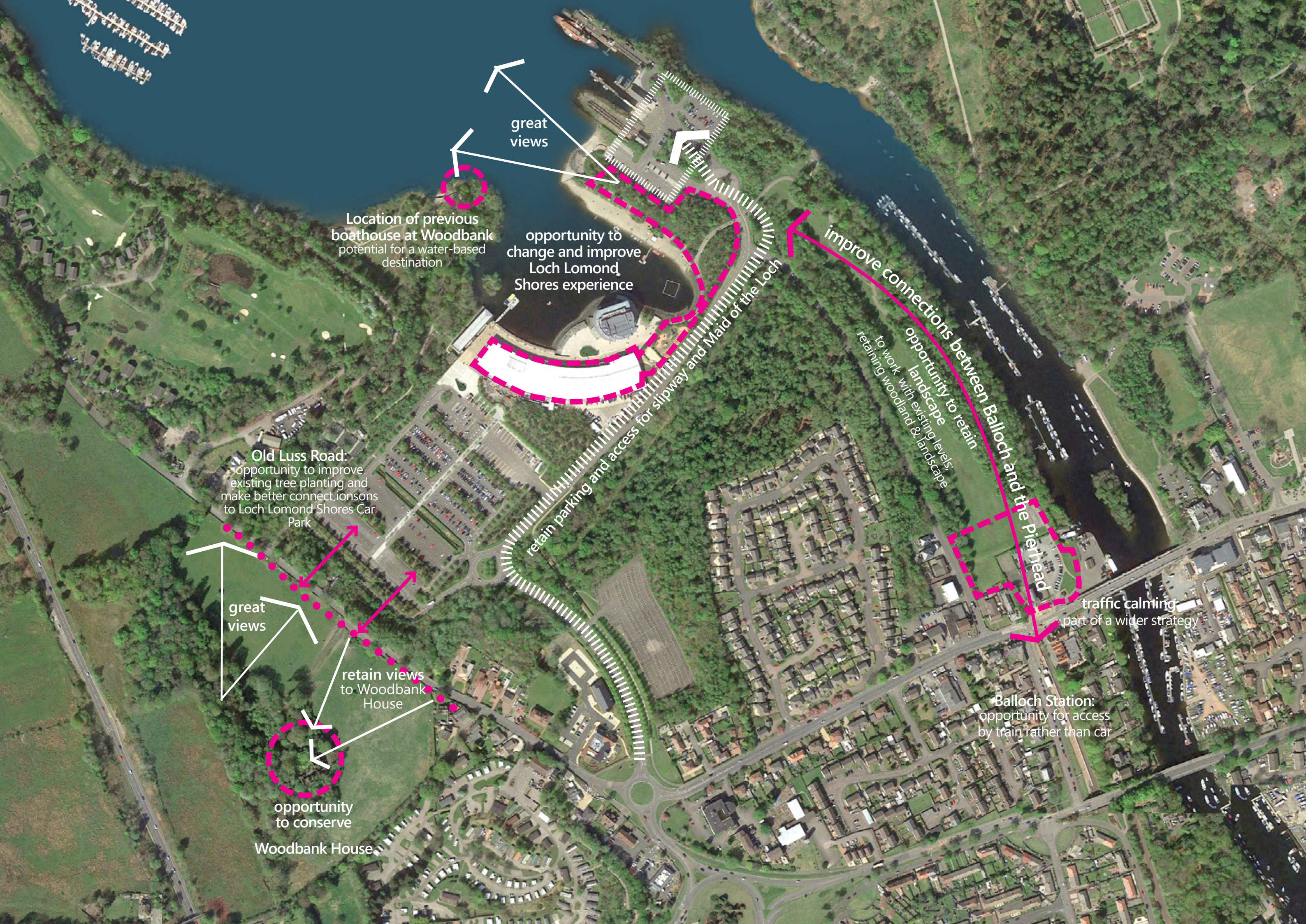
Creating opportunities for the public to continue to enjoy the special qualities of the area

- Improving connections – between arrival points such as Balloch Station, the village centre, Loch Lomond Shores and Balloch Park.
- Continuing to provide access to the waterfront, and using waterside locations for new activities
- Creating more inviting, safer physical links between Loch Lomond Shores and the rest of Balloch
- Setting the bar high for quality – making sure that the Balloch experience is second to none.
- Providing educational opportunities



Providing opportunities for local social and economic development

- Expanding the ranges of visitor experiences and generating activity – so that visitors to Balloch will stay for longer and experience a wider range of places
- Complementing and building upon existing visitor experiences, accommodation and destinations.
- Create new opportunities for employment for people of all ages from Balloch and the Vale of Leven.



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