

Core purpose

Working for the benefit of people and nature in Scotland's first National Park

Charitable Objectives

To cherish protect and enhance the natural beauty, amenity and character of the National Park

To promote and encourage the preservation, conservation and improvement of features of public amenity or historic interest within the National Park

To promote and encourage an energetic and consistent implementation of good planning policies appropriate to the National Park and consistent with these objectives

To stimulate interest in these objects by means of publications, meetings, exhibitions, appeals and other forms of publicity

To co-operate with other bodies to promote the foregoing objectives

Guiding Principles

- Excellence
- Authenticity
- Integrity
- Care
- Collaboration
- Independence

Vision

To be a vibrant membership body and the independent champion seeking to ensure that Scotland's first National Park fulfils its full potential as one of the world-wide family of National Parks by nurturing and celebrating the Park's rich and diverse natural and cultural heritage

Supporting the Vision

- Increasing membership
- Business Supporters
- Friends of OUR Park
- Promotional Activities
- Fundraising

Strategic Projects

- Windows on the Park
- Celebrating Cultural Heritage
- Nature Conservation
- Protecting the National Park's Special Qualities
- Young Friends

Priority Activities

- Scenic Views
- Tom Weir's Loch Lomond Wonderland
- Saving the Red Squirrel
- Monitoring planning applications
- Activity days
- Online/Print
- Events
- Promoting Green Tourism
- Campaigning - Piers/Shelters - Public Realm - Signage
- John Muir Awards
- Duck Bay
- Loch Lomond/ Luss Glens
- Loch Lomond Islands
- Make a Difference Days
- Responding to consultations
- Traits
- Mountains and the People
- Characters of the Park
- Educational Resources

