



27th April 2015

Ref 2015/CLP

Sheila Winstone
Callander Town Co-ordinator
Callander Community Development Trust
c/o 5 North Church Street
Callander
FK17 8EE

Dear Sheila

Callander Pass HLF Landscape Partnership Bid

On behalf of the Friends of Loch Lomond and The Trossachs, the independent conservation and heritage charity for the National Park, I am writing to confirm our full support for the Callander Pass HLF Landscape Partnership Bid.

We are pleased to see some of the themes of the proposed programme include the use of a variety of strong storytelling techniques as well as the development of some missing links in the local footpath network to enable visitors to enjoy and appreciate the special landscape setting of Callander and the Leny Pass.

We are also pleased to see improving access to the Leny waterfalls featuring in the programme as this is a key landscape asset that has been lost to visitors for years due to inadequate access arrangements and the lack of a safe road crossing from the nearby Forestry Commission car park. This site has the potential to be a major visitor attraction provided there is a significant investment in the supporting infrastructure and in a way that enhances the enjoyment of visitors to a special landscape feature close to a busy tourist route.

The overall programme should help to strengthen the appeal of the Callander area as a visitor destination. In the past few decades the town has suffered a decline in tourism due to a variety of factors including increased competition and lack of investment in the town to cater for changing markets. There is an urgent need for investment and the creation and funding of a Callander Pass initiative should prove to be a great stimulus for collective action to address some of the existing shortcomings and help to place Callander back firmly on the tourist map as a 'must see/must visit destination'.

The Callander area has a rich variety of natural and cultural heritage assets and we consider this programme provides an opportunity to enhance the presentation of the area in ways that encourage people to visit and learn more about what the area has to offer with economic spin-off benefits.

The programme also offers opportunities for people to learn new skills and to get involved in their local environment, ensuring that it will be improved and maintained for current and future generations.

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We see engagement of local people as a key priority and are pleased to note that this project has embraced a high level of community engagement so far. We hope this will continue through the implementation stage as community ownership is vital to the success of the programme.

We welcome the partnership approach proposed to achieve this programme and look forward to making a positive contribution to the work of the Landscape Partnership. The involvement of agencies such as the National Park Authority, Forestry Commission and Stirling Council is also welcome and it is good to see they have identified the Callander area as a priority for attention.

In conclusion, given that Callander is the unofficial capital and key gateway to Scotland's first National Park, it is essential more resources are invested in maintaining and enhancing the area's special natural and cultural heritage qualities and the creation of a well-resourced HLF Partnership Programme is a very appropriate way of tackling this very important agenda.

We wish you every success with the funding bid and look forward to hearing of its success in due course. Also if you feel there is any other way we can be of assistance please do not hesitate to get in touch.

Yours sincerely

James Fraser

James Fraser

Chairman

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