



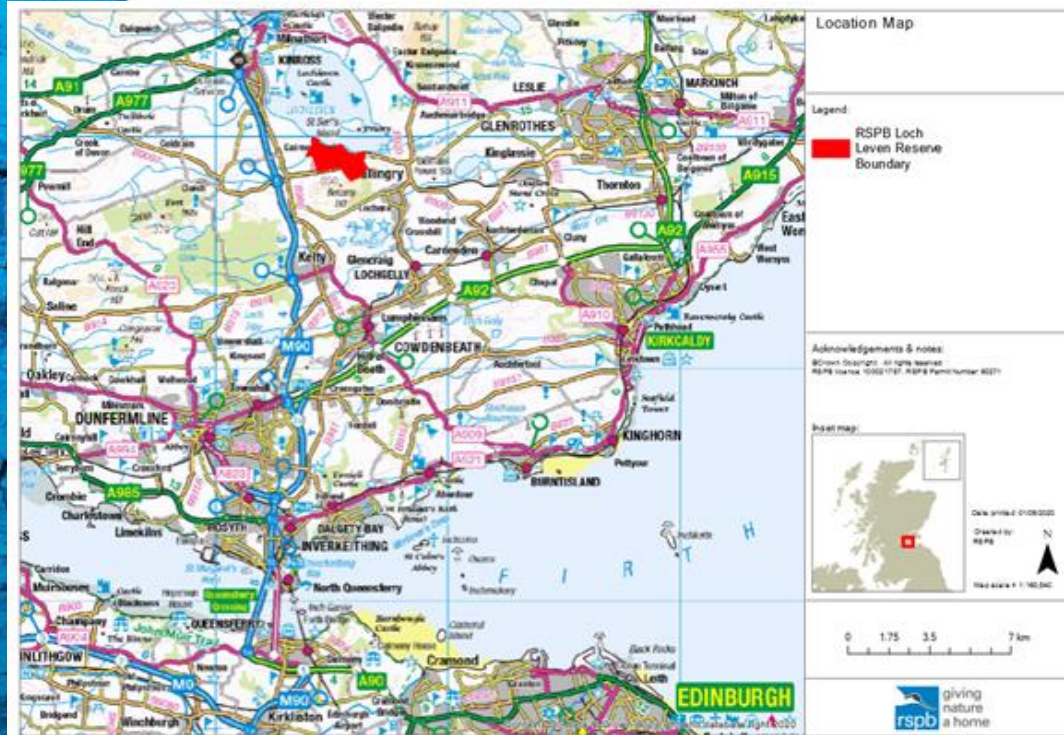
# RSPB Scotland Loch Leven & Loch Leven Heritage Trail

Yvonne Boles Senior Site Manager Tayside Reserves



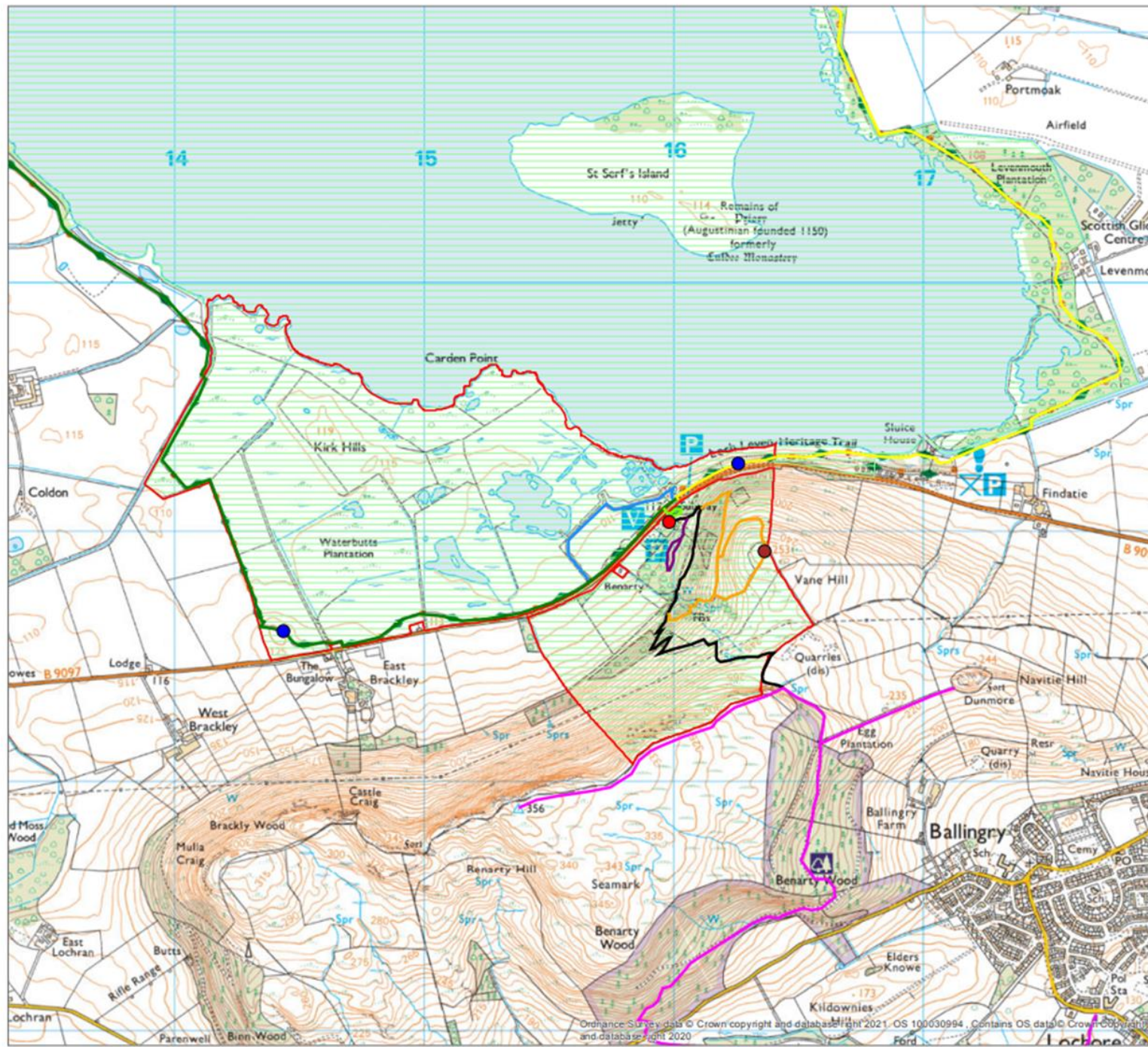


Loch Leven is the largest natural shallow waterbody in lowland Britain. It is found in the Council area of Perth & Kinross, midway between Edinburgh and Perth. The main county town of Kinross is found on its western shore. It is hugely significant for both its wildlife and history.



In 1964 the Loch was declared a National Nature Reserve (NNR), and in 2002 it was re-declared to include the RSPB reserve. An NNR is an accolade for special places, showcasing the very best of Scotland's wildlife. The NNR is managed by NatureScot in partnership with RSPB Scotland. The management priority is to conserve the important habitats and species present within the NNR, while also providing opportunities for people to enjoy and engage with nature.





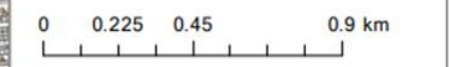
### Context Map

**Legend:**

- RSPB Visitor Centre and Toilets
- Viewpoint
- Loch Leven Heritage Trail Viewpoint
- Accessible Underpass and Ramp
- RSPB Leafy Loop Trail
- Wetland Trail
- RSPB Woodland Trail
- Fife Council adopted Core Paths
- Sleeping Giant Path proposed core path
- Loch Leven Heritage Trail proposed Core Path
- Loch Leven Heritage Trail Core Path
- RSPB Reserve
- National Nature Reserves (UK)

**Acknowledgements & Notes:**  
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Map scale = 1:14,750  
Date printed: 28/04/2022









The image features a white background with a pile of dark brown soil on the left side. The soil is composed of small clumps and particles. On the right side, there is a vertical strip of blue material with a cracked, textured appearance, resembling dried mud or a specific material texture. Centered on the white background is the text "Setting the scene" in a bold, blue, sans-serif font.

# Setting the scene









giving nature a home  
RSPB Scotland  
Welcome to RSPB Scotland  
Loch Leven visitor centre and co  
Part of the Loch Leven National Nature Reserve

Visitor Services  
Please read the following information before you visit.

TAX FREE  
PROUD TO SELL ORGANIC  
ASDA  
Scottish

































Welcoming  
nature  
RSPB Loch Leven  
Scotland

Welcome to  
RSPB Scotland Loch Leven

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@  
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EXIT

20% off  
Selected items

Selected mugs  
from  
£5.00

GREENER  
Christmas  
Save £1  
on £10



and  
nders

is a National Nature Reserve and is an  
important site for wetland birds, with  
water breeding ducks than anywhere else  
in the  
rope

and winter sees the loch come alive with  
of migrating ducks, geese and swans, who  
even their home until springtime

lappwings raise their chicks here, curlews  
loch in search of fish, while tufted duck and  
e for food

s, dragonflies, red squirrels, orchids - they  
found in this special place - a haven for the  
ur wildlife



### A conservation success story

The reserve as you see it today is not the wild,  
untouched space you might think it is.

For hundreds of years it has been influenced by humans  
and their needs. The water level has risen and fallen  
over the decades. The wetlands seen here today, have  
been recreated from areas that were once drained for  
farming. Many of the species that were in the loch  
less than a hundred years ago have declined in numbers or  
disappeared altogether.

In previous times, the marshes were drained and the  
loch polluted with industrial and agricultural chemicals,  
and sewage.

By working together local landowners, industries,  
scientists, naturalists, anglers and communities, have  
created a healthier loch, valued by both wildlife and  
people. Some of the best brown trout in the world are  
caught here, by both experts and anglers.

Geese, swans and ducks breed and migrate to the loch  
space every year in huge numbers, telling us that our  
management of the loch is working!



### Steeped in History

The castle on Castle Island was used as a prison for  
many years. In 1567, its most famous prisoner, Mary  
Queen of Scots, was forced to abdicate in favour of her  
infant son, James VI. In 1569, she was helped to escape  
and, with her captors still inside, the castle keys were  
thrown into the waters of Loch Leven.



At one time the Loch, its feeder streams and the River  
Leven provided water to power mills and factories.  
Over time the River Leven saw many changes. Its flow  
was straightened, banks were altered and weirs created  
to manage the flow of the river, all of which affected the  
water levels in the Loch.



"In this loch is fish every day gotten for store, none in  
Britain like, and consider the bigness of it as also for fow  
There is a river they call the Leven running out of it eight  
miles to the sea, and in it is salmon... there be great  
store of all kinds of wildfowl, of wild geese there begin  
continually seen 3,000 or 4,000, and swans many."

By Christopher Lasbiter 1650

Founded in 1668, Kinross Curling Club is reputedly the  
oldest in the world. In winters when 15cm thick sheets  
of ice occur on Loch Leven, traditional games are  
played here. In hard winters, the most famous of the  
tournaments, the 'Grand Match' or 'bonspiel', has been  
staged on Loch Leven, with 300 sheets of ice in use  
with eight curlers per sheet. The last time conditions  
were suitable for this extravaganza was 1959.

Most curling stones have been made using granite from  
Ailsa Craig, an island off the west coast of Scotland.



Information table with a blue cloth, featuring brochures like 'Nature's Wildclimes' and 'Nature's Grandest Family', a small owl figurine, and a 'KEEP YOUR DISTANCE' sign.













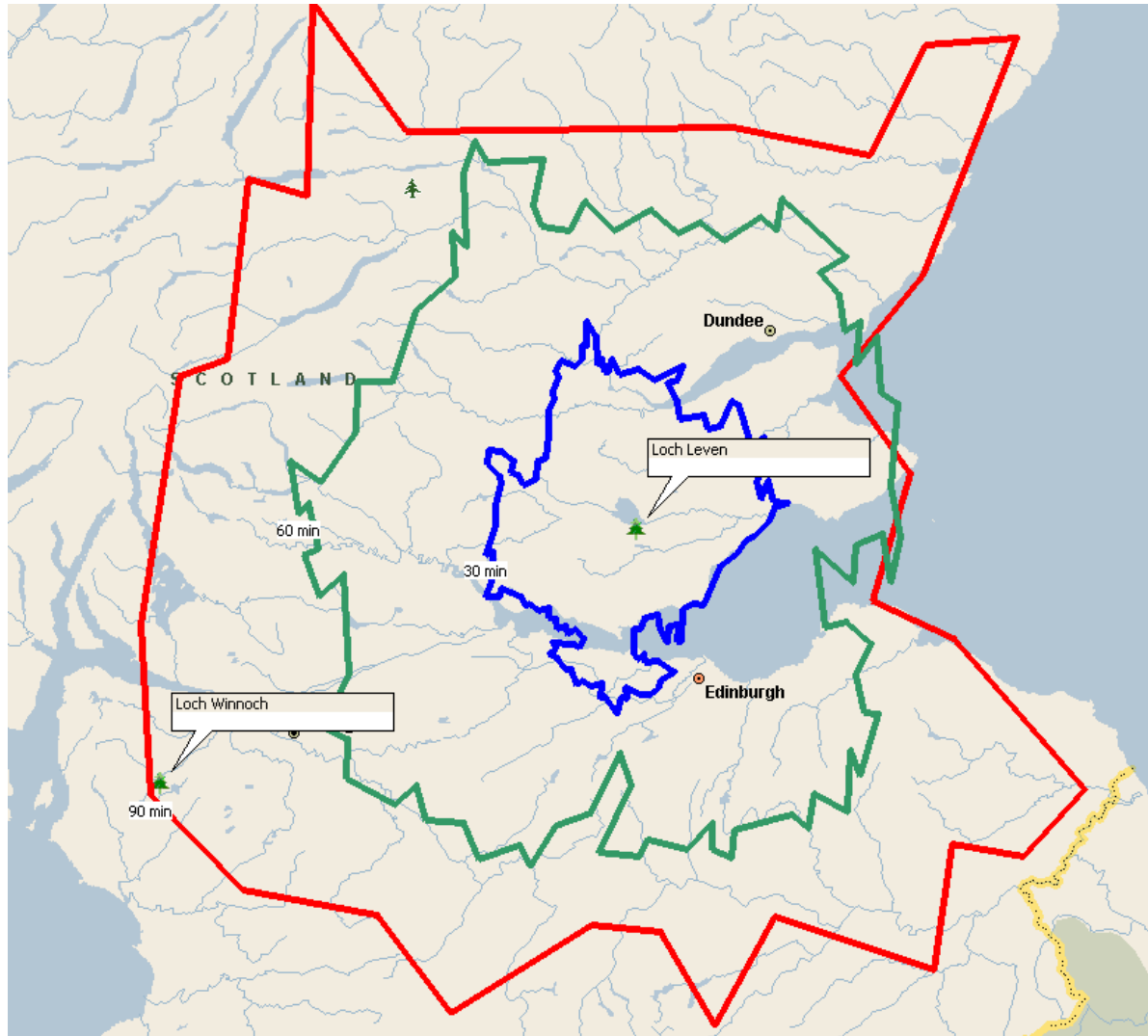
# Target audiences

We aim to build the offer for the following target audiences:

- Families with children
- People with additional needs
- Cyclists using the Loch Leven Heritage Trail







We will be targeting marketing and communications to those living within a 60 minute drive time of the reserve (green line on the map).

This includes Edinburgh, Dundee, Perth and Stirling.





## Maximising Optic sales – binoculars and telescopes

- Try before you buy
- Excellent customer service
- After sales advice





**What's next for the LLHT?**



