



The Wester Ross National Scenic Area is special and has been recognised nationally for the past twenty years as one of the finest landscapes containing some of the most beautiful scenery in Scotland. This superlative landscape and scenery is a beautiful place to live and work in as well as to visit; a landscape full of unique sculptures created by nature and set amidst spectacular surroundings.

Over the last 40 years however the area has seen fundamental changes in agricultural, tourism, social and economic patterns, but it still retains its scenic quality and national appeal. The challenge for this Management Strategy is to ensure that generations after us will be able to enjoy living and working amongst an equally impressive landscape, and that visitors will still succumb to the emotional pull of the landscape of Wester Ross and return to enjoy all that the area has to offer.

This pilot project has emerged at an appropriate time for Wester Ross NSA. It follows on from The Highland Council's Wester Ross 2001 Survey which produced a useful database of information about the concerns, priorities and aspirations of the residents of Wester Ross. And it precedes impending work on establishing a framework for the rolling out of Community Planning to Wester Ross as a whole.

In working to produce this Management Strategy, we have aimed to find the balance between a range of interests. The Management Strategy focuses and drives forward on the issues that affect the scenery and landscape of the area, but recognises the vital social and economic relationships with landscape and scenery. Nevertheless the subsequent effective delivery of the recommended actions can only be achieved if individuals and organisations can recognise potential benefits for their own livelihoods and interests within Wester Ross and clearly identify their own roles and responsibilities.

There is however much common ground and it is my earnest hope that out of this project there will emerge a future way of working which is based on a consensus of the range of views, and which will fully take into account the needs of the people resident and gaining their livelihood in Wester Ross as well as helping to protect our special environment as a national asset.

On behalf of the Wester Ross NSA Steering Group, I would like to thank all those organisations and individuals who have contributed to the preparation of the Management Strategy, and to invite you to participate in the ongoing management of this spectacularly beautiful and cherished part of Scotland.

Councillor Roy Macintyre
Chair,
Wester Ross NSA Steering Group
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