

# **Unst Community Development Plan**

**2010 - 2015**

**Unst Partnership Ltd**

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## **Executive Summary**

Unst Partnership has conducted a community consultation to identify priorities for community development over the next five years in Unst. This report provides the results of the consultation and sets out annual targets for delivering priorities between 2011 and 2015. A shorter and more accessible version of this document has been prepared for circulation throughout the community and to local community groups.

The main feedback from the community is that Unst needs to be able to sustain its population in order for it to grow.

The areas of great importance that have been highlighted are employment, education, health and social care services, housing, and tourism.

Families are the heart of the Island.

## Introduction

Between October 2010 and March 2011, a community engagement exercise was carried out in Unst. This was led by Unst Partnership Ltd, a registered Company and Charitable organisation established in 2000 with the purpose of stimulating economic and community development on the island. The need for this was identified by the Unst Partnership as a means of placing the aspirations of the community at the forefront of forward planning. The community engagement exercise included public meetings, online and postal surveys, interviews with young people, and a postcard consultation. The views collected form the basis of this Community Development Plan, the purpose of which is;

- To provide a clear but flexible framework for island developments over the next five years that reflects the needs and aspirations of the community
- To demonstrate to funders and external agencies that prioritised projects are realistic, and to set out the steps necessary to achieve them

Unst Partnership Ltd prepared this report, but the projects identified will be achieved through partnership working with all community organisations and businesses in Unst who have joined with the process. This Development Plan will be under regular review, and adapted to meet changing circumstances and new opportunities. The engagement exercise was organised around a series of broad themes, and carried out according to the National Standards for Community Engagement.<sup>1</sup> These themes are;

- Housing
- Transport
- Economy/Industry (including agriculture)
- Arts and Heritage
- Health and Social Care
- Environment and Renewables
- Education and Training

The areas of **Business** and **Tourism** cut across each of these themes, and underpin the priorities set by the Plan. This Community Development Plan will assess the current situation in each these areas of development, and then set out the community's objectives for each during the next five years. The report also outlines the appropriateness of the Unst Partnership to lead on the delivery of the plan, and sets out the steps we will take to ensure that the plan is a success.

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<sup>1</sup> National Standards for Community Engagement. CLD Standards Council 2009.

## How will the Development Plan work?

**The Development Plan is designed to represent the ambitions of the whole community, not just the projects that the Unst Partnership has, or will develop.**

Some of the priorities identified by the community will be tackled through local action, as community projects supported by a dedicated Development Worker. In some cases, the Unst Partnership will lead on these projects and in other cases; other local groups will take the lead (some of these projects are already underway, and the Development Plan recognises their importance to Unst's future).

The community has also identified issues that cannot be tackled in isolation, as they are affected by wider strategies that are developing in Shetland as a whole. For example; community ideas about Housing, Transport and Education can only be brought about through working closely with organisations like Shetland Islands Council. In cases like this, the Unst Community Development Plan will represent the views of the community on local issues, and the Development Worker and Community Work Office will support the community to lobby for positive change in these areas over the next five years.

## Our community

We are the most Northerly populated Island in Britain. Unst is roughly 12 miles long by 5 miles wide with an beautiful landscape of heathery hills, peat bog, farmland, cliffs and beaches. Our island is renowned for its unique geology and wildflower habitats. Unst's population has drastically decreased in the past two decades owing to the drawdown and departure of the RAF, and following the closure of the island's airport in 1996 and 2004 respectively. The population currently stands at around 615<sup>2</sup>. The ferry crossing from Gutcher in Yell to Belmont in Unst takes 10 minutes and is currently free of charge to support community sustainability. The largest settlement in Unst is Baltasound. Other main settlements include Uyeasound in the south and Haroldswick and Norwick in the north. The island has two primary schools (Uyeasound and Baltasound) and one junior high school (Baltasound) as well as a police station, care centre, health centre, coastguard, fire and emergency service, two working piers and a marina.

Unst has around 50 active community groups and social enterprises including a childcare company, three community hall committees, a senior leisure club, a Masonic lodge, a Scottish Women's Rural Institute and a Brownies Unit. We have a wide range of sports clubs including netball, hockey, badminton, rowing, boating, angling and football. We have a history group, an archaeology group and the Unst Heritage Trust, which is responsible for the ownership and management of Britain's two most northerly Museums, the Heritage Centre and Boat Haven. Unst also has, a Fair Trade Shop (open on Saturdays), a quality arts and crafts sector with a dedicated development organisation (Unst Creative), a Music and Dance Group, and our own Agricultural Show. We organise an annual festival of music and culture (UnstFest) in June and July, which together with our Uyeasound and Norwick Up Helly Aa festivals form the social and cultural highlights of our year. Unst is internationally renowned for its Norse and Viking heritage and for its lace knitting tradition.

We have a strong cultural identity, and we are proud of our heritage, our music, and our crafts. We are an active community, which works hard to maintain local services and facilities, in particular our community halls.

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<sup>2</sup> Health Centre registration figures. Note that GROS Mid Year Estimates 2008 estimates 700.

## **Our vision for the future**

We are proud of our community and of what we have achieved in the face of setbacks. Our vision is for our island to benefit from equal access to the services and opportunities available to less remote areas of Shetland. We will work to increase the population, secure the future of our schools, leisure centre, and other facilities. Adequate support and training for businesses and individuals will ensure that our community is prosperous and sustainable.

## Our Current Situation

### Housing

Unst's housing stock consists of a split between 84.1% private sector and 15.9% social renting dwellings. The majority of social housing is based at the Setter's Hill Estate in Baltasound, a former RAF estate which is now owned by a combination of Shetland Islands Council, Hjaltland Housing Ltd, and Defence Estates. In 2009, Hjaltland succeeded in purchasing thirty properties from Defence Estates, which are to a more modern specification than the existing Hjaltland properties. In 2011, tenants will be moved from the older houses into the newly purchased properties. There is a question mark over what will happen to the older houses (owned by Defence Estates).

Other social housing stock is based in Haroldswick at Brakefield Crescent, and at Daisy Park, Nikkavord Lea and Milburn Park in Baltasound. There are a smaller number of properties in Uyeasound, where there is also a recently opened supported accommodation project at Brucehall Terrace. Private housing is dispersed across the island, and many of these properties are old buildings that have witnessed a lack of investment in recent years. Fuel poverty is a problem in Unst, particularly in older poorly insulated houses. A survey carried out in 2009 found that around 50% of Unst households are in fuel poverty.

Some in the community feel that there is inadequate housing at the south end of the island, particularly Uyeasound, and that this is a barrier to recruitment. Although local people acknowledge that there is good availability of housing in Unst, many feel it is of the 'wrong type' either being too small for larger families, or not attractive to those wishing to move to Unst for the 'rural experience.' Many feel that the cost of building houses is off-putting, as well as the difficulty of identifying and obtaining suitable land for building and some have suggested that a land register of available sites would be beneficial. Many also feel that there is a lack of one-bedroom properties on the island, leading many to occupy unnecessarily larger houses and block access for larger families. Added to this, there is a general feeling that many private houses have suffered from a lack of investment, and that work is needed to bring some of these properties to modern standards.

The community has mixed feelings about whether community involvement in the vacant Setters Hill Estate properties could benefit the island and there are concerns that the sale of the Defense Estates properties could devalue the other houses at Setter's Hill. It seems that more research and investigation is required to weigh up the pros and cons and assess the feasibility of a social lettings policy in the future.

### Transport

Unst is amongst the worst ranked for Geographic Access in Scotland.<sup>3</sup> A journey from Haroldswick in Unst to Lerwick can take up to 2.5 hours and is 110 miles as a round trip, with two ferries required each way. <sup>4</sup>The ferries operating between Shetland Mainland and Yell were launched in 2003 and 2004. The Daggri and Dagalein can each carry 95 passengers and 31cars/4 trucks. The Toft ferry terminal has been redeveloped in recent years to accommodate the Daggri and Dagalien. The journey lasts 20 minutes, and return fares between Toft and Ulsta for 2009/10 were £4.10 for an adult and £0.50 for children. 10 return tickets can be bought for £19.60 (adult) and £3.60 (child) saving £19 and £9

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<sup>3</sup> Scottish Index For Multiple Deprivation 2009

<sup>4</sup> SIMD 2010



respectively.<sup>5</sup> Vehicles cost £9.60 return, or £77.00 for 10 return journeys, saving £17.20.<sup>6</sup> Commercial vehicles, tankers and plant vehicles cost between £24.20 and £151.00 depending on size. The Bigga is used on the Bluemull service operating between Gutcher in Yell, Belmont in Unst and Hamars Ness in Fetlar. This service is free of charge for all. The ferry journey between Gutcher and Belmont lasts 10 minutes, and between Belmont and Hamars Ness takes 25 minutes.

An integrated bus service operates from Monday to Saturday taking passengers from Fetlar, Unst and Yell to Lerwick, returning later the same day. There are two additional bus services, which leave Lerwick in the early morning and drop off in Yell, Unst and Fetlar, terminating at 10.35 in Baltasound. A further bus service leaves Fetlar at 15.05 from Monday to Saturday, picking up passengers in Unst and Yell, linking with a Dial-a-Ride service at points, before arriving in Lerwick at 18.30pm. On Thursday and Friday, a local bus leaves Ulsta at 17.00 and terminates at Baltasound at 18.00. There are no bus services on a Sunday.<sup>7</sup> A Dial-a-Ride service operates across the North Isles in Fetlar, Unst and Yell. In Fetlar, the Dial-a-Ride service is available twice a day in the morning and afternoon, and coincides with the school run to Baltasound Junior High School. In Unst the service runs from Baltasound and Uyeasound on Fridays and Uyeasound on Wednesdays.<sup>8</sup> Community Consultees have said that the bus service and Dial-a-Ride service should be better advertised.

In 2009 and 2010 a number of improvements were made to the road markings at both Ulsta and Belmont, and alongside this a number of improvements have been made to the digital signboards and the SIC ferries information service in general, including a new text update service. Whilst there are plans to renew ferry terminals and upgrade ferries in the next few years, no specific timescales or plans are in place and it is unknown at this time what funding may be available for this.

Many in Unst feel that the ferry timetable should better reflect the time of year and what is on in Shetland. Many feel that the integrated bus service in winter is extremely important. There are a number of common complaints about the ferry timetable on the Bluemull sound, namely the long gap between the 21.05 from Toft and the 22.15 from Unst despite the fact that the ferry is already there. There are also common concerns that the 7.05am and 8.20am are often full up with commuters, and that there should be a second ferry in between these two times to enable people to arrive in town for work at 9am rather than too early or too late. This remains a difficult issue to resolve, as the intermediate time period allows for a ferry out of Fetlar. Following a lengthy Bluemull sound consultation study by Zetrans in 2007 and 2008, the community appears to be divided by the idea of a fixed link to Yell. Many see potential opportunities for commuting and ease of travel and access, whereas a number fear that a fixed link would lead to further decentralisation and the loss of employment opportunities on the island itself. The community did largely agree on the need to update the ferry terminals at both Gutcher and Ulsta, and to improve signage and road markings at both. Further work is being done to explore the feasibility of a fixed link before any firm decisions are made.

A number of consultees have recommended that the potential for sustainable community transport could be explored, working with local Research and Development Company PURE. Ideas include an 'electric bus' which could be used as a local dial-a-ride service for

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<sup>5</sup> SIC Ferry Fare Table, 2011/12

<sup>6</sup> SIC Ferry Fare Table, 2011/12

<sup>7</sup> Directory of Shetland's Transport. 2010/11

<sup>8</sup> [www.zetrans.org.uk/bus/NorthIslesDARandshoppers.asp](http://www.zetrans.org.uk/bus/NorthIslesDARandshoppers.asp)

elderly people, those without transport, and those with poor mobility, to allow them to visit friends, the shops, and local amenities. Any research in this area would need to be mindful of potential displacement to existing transport providers on the island. There was also the suggestion that other electric vehicles (i.e. bikes) could benefit the tourist industry, providing transport for those wishing to get from their accommodation (e.g. Gardiesfauld Youth Hostel in Uyeasound) to the starting point of longer walks (i.e. Hermaness Nature Reserve).

## Economy and industry

The main sector of employment in Unst is public administration (both local and central, with a number of individuals commuting daily to Lerwick on the 7.05am ferry, Yell and Sullom Voe). Jobs in the public sector include schools, ferries, care and community work). Social care provides one of the best paid sectors of employment on the island, particularly for women. Aquaculture is the second largest employer followed by wholesale, catering and retail. Unst's median wage is, together with Fetlar, within the lowest bracket in Shetland, standing at £26.126 in 2009.<sup>9</sup>

Since the drawdown and departure of the RAF in 2006, Unst has witnessed an approximate loss of 175 FTE posts<sup>10</sup> (45% measured between 1999 and 2007 and 49% measured between 2003 and 2007). The island's economy stagnated considerably following this (for example, between 1991 and 2007, economic activity in Unst declined by over 50%). In response to this, Shetland's public agencies together with SIC provided a range of support measures including businesses support and funding. Between 1996 and 2007 local agencies provided nearly £4m in funding for 457 business and community projects with a total investment value of around £8m. This excludes any capital infrastructure projects funded by SIC and HIE. Studies suggest that 47.5 FTE jobs were created and 86 safeguarded as a result of £2.6m of public investment in businesses.<sup>11</sup> Community views about the way this support was provided varies, but the overall picture suggests that the impact was mostly beneficial.

A number of micro-businesses have been established on the island in the last five years, particularly in the arts and crafts sector. Currently, Unst has ample hotel accommodation thanks to Saxa Vord resort. B and B and self-catering accommodation is more limited. Budget accommodation is available at the island's youth hostel. Saxavord Resort brings Unst's accommodation offering up to almost 25% of the overall available holiday accommodation available in Shetland as a whole. A recent four-berth caravan site has also been completed in Uyeasound. Unst's capacity to provide accommodation for tourists is greater than the current number of visitors during off-season periods. In addition, Unst's tourist infrastructure is well established, with good access to shops, any of the island's six eateries (Baltasound Hotel, Northern Lights Bistro, Saxa Vord Lounge Bar and Restaurant, Foords Chocolate Factory, and Skibhoul Stores and the Final Checkout Café).

Crofting plays a key role in the local economy. There are over 300 crofts in Unst, and crofting is central to the island way of life. In recent years, legislation surrounding tagging and bio-security has placed further burdens upon crofters, and few can afford to work crofts without second or third sources of income. Views on crofting and agriculture in Unst

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<sup>9</sup> Housing Needs and Demands Assessment, Shetland Islands Council 2010.

<sup>10</sup> Assessment of Public Impact to Unst 1999-2007. AB Associates.

<sup>11</sup> Housing Needs and Demands Assessment. Shetland Islands Council 2010.

require further consultation as the development plan grows in influence; to date there has been a low level of feedback on the key issues in this area.

Many feel that Unst's tourist industry needs to be supported to reach its full potential, particularly in terms of lengthening the tourist season and making better use of available accommodation. Some suggest that the arts and crafts industry should be supported through better marketing and branding, and through a possible craft or heritage trail. Many feel that there is a difficulty in recruiting people into employment, and that work needs to be done to create more employment opportunities and encourage more people to move to the island. Some have suggested that more vocational training for traditional trades such as apprenticeships for plumbing and joinery would benefit the island. Many would like to see agricultural training (for example in the use of equipment) available locally in Unst. Many would advocate a more committed approach to remote working opportunities for SIC staff and some have suggested the establishment of an office 'hub' to house decentralised council jobs.

Consultees have suggested that more investment, and more locally based advice and support could benefit local small businesses. Particularly advice on business planning, internet marketing and websites. Some have suggested creating locally based 'mentors' for business advice, preventing the need for advisors to travel frequently from Lerwick. A 'Business Enterprise Forum' for the North Isles and Northmavine is currently in its early stages, and there may be scope for working with this support network to train locally based mentors.

Overwhelmingly, the community is supporting the idea of better coordinating the marketing of local products and experiences, backing the idea of a more strategic approach to tourism and the branding of Unst's identity for the benefit of the local economy. Local businesses and community members alike have recognised the importance of bolstering micro-enterprise viability by engineering ways to extend the length of the visitor stay in Unst, and to provide more winter-season tourism opportunities.

During extensive consultation in 2009, the community opted against any community buy-in to Saxavord, but did reach a consensus on the need for stimulating the wider island economy in order to indirectly benefit the business through increased tourist income. Since 2009, Unst Partnership has been exploring the feasibility of a Trading Company, which would market Unst Produce through a virtual shop, generating income for the community through a Community Interest Company structure. This idea has received support from a number of local businesses and members of the community as it will work towards achieving aims of coordinated and more effective marketing. A second project has explored the feasibility of a micro spinning mill for Unst, which would spin local organic and non-organic fleece into specialist yarns. The community is undecided about the viability of this project as yet, and further work is needed to assess supply levels, profitability, and potential displacement issues.

Other suggestions for new local businesses have included a farm shop, and sheepskin and leather products businesses. Many support the idea of creating package-style holidays, working with local businesses and transport providers, and possibly including joint ticketing possibilities.

## Arts and Heritage

Unst is internationally renowned for its Norse and Viking heritage, and the Shetland Amenity Trust's Viking Unst project has left a legacy of excavated buildings, interpretation panels, and a full reconstruction of a viking longhouse. This building is being built next to the islands own replica Viking longship, the *Skidbladner*. There are 16 listed buildings in Unst and 441 known archaeological sites, 48 of which are listed.<sup>12</sup> The National Trust for Scotland owns land and buildings at Lund and Hannigarth. The Belmont Trust recently completed the restoration of Belmont House, a Georgian laird's house and gardens near the ferry terminal. Unst has a powerful cultural identity associated with its place as the most Northerly Island in Britain, often encapsulated by the iconic Muckle Flugga lighthouse.

Consultation responses about what people value most about Unst's Heritage included;

- Fine lace knitting and other Unst-based arts and crafts industries
- Viking Heritage
- Music and Music Festivals, specifically UnstFest (including only traditional music, but a desire to see development across all genres including jazz music and choral music)
- Geology
- Archaeology
- 'Most Northerly'
- Recent, genealogical and crofting histories.

As mentioned previously, the community has shown support for a more coordinated approach to tourism, particularly the North Unst Public Hall (NUPH) committee, who are working as partners in the delivery of this element of the Community Development Plan. NUPH will work with Unst Partnership and other community partners including Unst Fest to develop a tourism action plan and strategy and summer events programme for the Island. The community has noted the value of the existing 'What's On' diary and there have been suggestions that a virtual What's On diary could be supplied as an interactive facility at local shops to assist people when planning events. Part of the desire to see further development in tourism is the community's support of tours and packaged holidays together with transport providers on the island. These might include 'working holidays' including archaeology and geology.

Unst Heritage Trust is keen to work with partners to develop field studies weekend, self-guided tours and themed events. There is scope to investigate the piloting of a local accredited tour guide scheme based in Unst to train local tour guides. There is potential for this to link in with the legacy of Viking Unst, particularly the ongoing longhouse reconstruction at Brooke Point. The Heritage Trust is also keen to explore inclusion of a range of heritage sites within a craft/heritage trail for the island.

The community is keen to see the legacy of the Viking Unst project developed further, with more say locally about how sites will be interpreted and maintained into the future. Community members were also keen to see further development of Unst's military and Cold War heritage, and finding ways of promoting Saxavord through this link.

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<sup>12</sup> Shetland Local Plan, Unst, 2004

## Health and Social Care

The Unst Health Centre is based in Baltasound and serves the whole island. As of the 1<sup>st</sup> of October 2010 there were 314 Male patients and 308 female patients (totalling 622) on their register.<sup>13</sup> There is no midwife based in Unst, who instead travels up to the island from Lerwick. Regular visits are also made from a podiatrist, and a counsellor. The Health Centre offers the following services:

- Well Men/Women checks
- Minor surgery
- Wart Clinic
- Health Screening
- Counterweight Programme
- Ante-natal care

There is a general view that healthcare provision is to a very high standard at the Unst Health Centre, with short waiting times and good availability of appointments. Many are concerned that there is no dedicated midwife in Unst, with the nearest professional based in Lerwick. There is a general concern that the island should retain much valued services during a time of cutbacks, particularly physiotherapy. There is no adequate podiatry provision on the island.

Social Care is provided through Nordalea Care Centre in Baltasound, for permanent and respite care clients. Brucehall Terrace is an assisted living project in Uyeasound which provides support to enable people to stay at home. Shetland Islands Council also provides community care to a number of clients in their own homes. Many in the community feel that the standard of provision of social care in Unst is excellent, but folk are keen to ensure that this high standard is maintained, and that the problems of recruitment and retention of staff, and the need for consistency of care are properly addressed.

A number of suggestions have been made about making better use of existing resources. Nordalea has regular visits from an optician and dentist, and some Unst residents have suggested that this service could be opening up to others in the community. There has also been a suggestion that more young people with special needs from within Shetland should be given the opportunity of respite care at Nordalea, as Unst has a large pool of skilled workers in this field.

The only available Childcare in Unst is currently provided by a local social enterprise – North Isles Childcare Ltd – which is based at one of the Setter's Hill Estate properties owned by Defense Estates. This property is up for sale, which creates insecurity of tenure for the company. The community are very supportive of the North Isles Childcare and wish to see their future secured and the service expanded to enable more children to access the services more regularly across a longer period.

## Environment and Renewables

Both Hermaness and the Keen of Hamar are National Nature Reserves (NNRs). Keen of Hamar is home to rare flowers including Edmondston's Chickweed, which grows nowhere else in the world. Hermaness forms part of a Special Protection Area (SPA) along with

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<sup>13</sup> Shetland in Statistics 2009

Saxa Vord and Valla Field.<sup>14</sup> This SPA holds over 100,000 breeding seabirds and a significant population of Red-throated Divers. In total, there are 16 SSSIs on the island.<sup>15</sup> Skaw is a local protection site (LPA). Coastal protection work has been carried out at Muckle Flugga Shore Station and at Brookpoint in Haroldswick.<sup>16</sup> Waste skips are provided at Baltasound, Uyeasound and Haroldswick and there is a landfill site at Baltasound. There are two glass and metal recycling points in Baltasound and one in Uyeasound, and a glass recycling area in Haroldswick. There are also two battery collection points and there is a textiles recycling point in Baltasound.<sup>17</sup> Unst Leisure Centre and Baltasound Lifestyle shop both received a Tidy Business Award in 2010. There were 23 Voar Redd Up groups operating in Unst in 2010.

When asked what they value most about Unst's environmental heritage, community responses focussed on its 'unspoilt' quality, in particular its amazing views and all its beaches. Geology and wildflowers were also cited as important aspects of local heritage.

There are a small number of domestic and community wind-2-heat schemes in Unst, including at the Unst Heritage Centre. In addition, a pilot scheme has been given planning permission for commercial energy production using tidal energy production at Bluemull Sound. Following the lead of a number of Community Development Companies in neighbouring Yell, the isle of Fetlar has begun to research the feasibility of a community owned wind farm. The Unst community is undecided about this option and the general view is that feasibility should be explored, but only for an appropriately sized smaller scale installation. Repeatedly, the community has cited a preference for low-impact and smaller scale wind energy development. Community members have also suggested exploration of other energy sources such as solar power (specifically to cover tourist facilities requiring power during the summer months) and methane combustion. Many in the community are keen to see further developments in tidal energy, which is perceived by a number of local people to be less aesthetically damaging to the environment

The PURE Energy Centre was established in 2005 to deliver a zero emissions, off-grid renewable hydrogen hybrid power supply to Hagdale Industrial Estate. The company has gone from strength to strength since then and is a world leader in research and development of hydrocarbon free fuel technology. Considerable potential exists to draw on the knowledge and expertise of PURE in future community renewables projects in Unst. In 2009, Unst Partnership were successful in securing the funding for a Powerdown Officer from Climate Challenge Fund. This part time two-year post enabled the creation of a community allotments scheme at Baltasound School, and the commencement of a project to establish recycling centre based the disused hangar at Baltasound Airport. The scheme has also conducted a household survey, which established that around 49% of Unst residents are in Fuel Poverty. A separate but complimentary scheme is currently underway which employs two part time staff to provide information and support to Unst residents to assist them in cutting fuel bills through the installation of home insulation.

The Powerdown post worked together with the Unst Partnership Renewable Energy Working group to identify a number of priorities for renewable energy and waste reduction. The recycling centre, which is still in its early stages, is highest priority for development, and has received good support from the community. In addition, a project to explore small scale commercial wind production has been identified, and both a district heating scheme

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<sup>14</sup> Shetland Biological Records Centre 2010

<sup>15</sup> Scottish Natural Heritage, 2006

<sup>16</sup> Shetland Local Plan, Unst, 2004

<sup>17</sup> Shetland Local Plan, Unst, 2004

for Baltasound, and a possible sustainable transport scheme for the island. Unst Partnership were unsuccessful in securing funding for the Powerdown post beyond March 2011 but many of the projects are still being progressed. Any renewable energy projects in the Community Development Plan will work closely with local agencies and funders and new opportunities and schemes as they arise.

## Education and Training

In December 2011 Uyeasound Primary School and Baltasound Primary and Junior High School merged. The Uyeasound school roll has decreased by 62% between 1996 and 2006. It decreased dramatically from 17 in 2001 to 9 in 2008. Closure of Uyeasound Primary School has been a severe reminder of how fragile services are here.

Baltasound primary has seen a steady decrease in enrolment; by 2006 the roll had decreased to 20% its 1976 figure. The secondary roll has decreased too, but has been fairly steady since 2001.

Between 2001 and 2006 the Baltasound Secondary School roll has fluctuated between 37 and 48 pupils. The roll fell by 21% between 2005 and 2006, owing to the closure of RAF Saxa Vord. The Baltasound Primary roll has also fluctuated, but has been decreasing for the past three years. The roll dropped 55% between 2005 and 2006. The Baltasound nursery roll was 8 in 2006/07.<sup>18</sup> By the end of 2010 the nursery will have 17 children attending. In 2005/06 of 3 Baltasound Junior High school leavers; 1 went on to further education, 1 to employment and 1 to 'another destination'.<sup>19</sup> There are 37 young people registered at one of the two island youth clubs, which are coordinated by the North Isles Youth Development Worker based at the North Isles Community Office in Mid Yell.

Adult Learning in the North Isles is largely provided by the Shetland College Community Lecturer. The Community Lecturer is based in the North Isles Learning Centre, Hagdale, in Unst and offers classes at various locations throughout the North Isles. The Learning Centre itself has been described as a very user-friendly place, where learners in the North Isles feel that they can simply drop-in at any time. In 2010 there have been a higher percentage of new learners in both Unst and Yell. To date, there are 103 enrolments for courses. This includes Video Conferencing, certificated courses and non certificated courses. 31% of the enrolments are male, 69% are female.<sup>20</sup> Family Learning is now an option at the Learning Centre; people can bring their children along with them so that they can learn together. The age range of learners is from 11 years to 85 years.

The Unst Community overwhelmingly supports the high standards and attainment of all schools in the area, both primary and secondary. Adult Learners are generally very satisfied with the learning opportunities available and the means of accessing them. Some, however, have expressed that classes are limited and tend to be focused too much on IT.<sup>21</sup> A number of people feel that courses should be held locally in the North Isles wherever possible when being provided by outside agencies. This sort of local provision is increasingly being offered and take-up is good.

Some comments from learners at courses run by the North Isles Learning Centre:

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<sup>18</sup> Shetland Datashare, 2007

<sup>19</sup> Shetland Datashare, 2007

<sup>20</sup> North Isles Community Lecturer, November 2010

<sup>21</sup> Unst Ideas Day Report, October 2010



- *“A wonderful service to the outer islands, especially Fetlar. Please continue.”*
- *“Enjoyed every minute - can't wait to move on to the next stage.”*
- *“I really enjoy learning new things and believe me I've a lot to learn!”<sup>22</sup>*

The North Isles Learning Partnership (NILP) has been working closely with the North Isles schools to explore ways of expanding and enhancing the use of schools as community learning centres and hubs for lifelong learning. This idea is in its infancy but may contribute to more integrated learning (in keeping with the new curriculum for excellence) and for better community planning and use in the future. A gap, recently identified by the North Isles Learning Partnership, was that more local provision of work related training should be delivered in the North Isles. Train Shetland devised a programme of courses available for residents in the North Isles to be delivered locally during the winter months of 2010 and 2012. Uptake on these courses has been considered slow, but all but one have gone ahead. More courses will be delivered in 2012. The community has supported this idea, and some have suggested making better use of locally based trainers, for example the leisure centre staff, to provide training in first aid or risk assessment.

During the consultation, overwhelmingly the community came out in favour of creating more opportunities for people to undertake vocational training, work placements and apprenticeships locally (for example in the trades such as Plumbing and Joinery) as a means of providing local employment, retaining young people on the island, and driving up quality. There is also support for more training for young people in volunteering and community participation. Many were in favour of using existing buildings such as the school and Saxavord to create novel learning environments such as field studies groups or locations for conferences.

## About Unst Partnership

Unst Partnership (a company Ltd by Guarantee with Charitable Status) was established in 2000 in response to an economic crises affecting the island. Unst airport closed in 1996 followed eight years later by the drawdown and departure of the RAF. These events caused the population of the island to almost halve. Between 1999 and 2007 it is

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<sup>22</sup> North Isles Community Lecturer, November 2010



estimated that FTE (full time equivalent) jobs fell by 175 or 42%.<sup>23</sup> Unst Partnership was set up with the following objects;

1. To relieve poverty and unemployment among the residents of Unst
2. To advance education among the residents of Unst, particularly among young people and the unemployed
3. To promote and/or provide training in skills for all kinds, particularly such skills as will assist residents of Unst in obtaining paid employment
4. To promote, establish and operate other scheme of a charitable nature for the benefit of the community within the Shetland Islands
5. To promote trade and industry for the benefit of the general public

The Partnership was funded for three years by SIC and Shetland Enterprise(HIE) with a full time manager, admin secretary and office premises at Hagdale, Unst. Directors included Morgan Goodlad, then Chief Executive of SIC; Sandy Cluness, Convener SIC; Douglas Irvine, SIC Economic Development Dept; David Finch, Shetland Enterprise; SIC Councillor for Unst Mark Ritch and three representatives from the Unst Community Council.

During those three years (2000-2003), a number of developments took place in Unst. Baltasound pier was built, the Care Centre was completed and the Amenity Trust squads for "Muck and Bruck" and for Building renovation were set up. The Unst Animation Studio, using equipment purchased through UP, used two units at Hagdale Industrial estate. It employed 10-12 people at one stage but eventually foundered due to a lack of income earning projects. Unst Partnership was involved in commissioning various feasibility studies into employment projects at this time, including a Study Centre at Saxa Vord and Setters Hill estate, a Café at Burrafirth, a Food Processing "Barn" and a North Isles Slaughterhouse, but none proved economically viable.

The announcement of the closure of RAF Saxa Vord led to several public meetings on the island and the establishment of the Unst Response team (later North Isles Response team), a branch of HIE specifically aimed at assisting Businesses and Community groups. It was led by two employees of HIE and an Admin secretary. Unst Partnership continued to exist but was no longer seen as the main player in Community Development and received no core funding. The Organisation considered closing - but then began to get involved in Project work, principally the funding of the PURE project.

## **Assets and Income**

PURE was established in 2005 to create a hydrocarbon-free fuel source for Hagdale Industrial Estate. Unst Partnership secured funding to establish the company and purchase wind turbines for the project. The value of those assets (two 15 KW wind turbines, electrolyser and hydrogen conversion equipment) has allowed the Partnership to apply for other grant projects since then.

The Partnership has in the past received some income from providing a printing and photocopying service at its office at Hagdale. This service and the office ceased from June 2008 to reduce costs.

The Unst Response Team project effectively came to an end in the summer of 2008. At the end of that year a report by AB Associates was commissioned by HIE into the use of

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<sup>23</sup> Assessment of Public Impact to Unst, 1996-2007. AB Associates.

grant aid in Unst over the previous ten years. Among its recommendations, it highlighted the need for the community to “Reconstitute or re-invigorate Unst Partnership – through training, finding new roles, constitution and membership”.

## **Recent Achievements**

Unst Partnership was successful in securing funding from the Climate Challenge Fund to employ a part time Powerdown Officer between 2009 and 2011. Since the Powerdown project commenced in 2009, the project has;

- 1) Undertaken an extensive household survey across Unst with 29% of all the households on the island responding to the survey. Of those who replied, 49% were found to be in Fuel Poverty. The results of this survey have been used in funding applications and have also been forwarded to the Shetland Isles Council to assist in a comprehensive investigation into Fuel Poverty within the islands with a view to implementing a project to eradicate this problem island wide.
- 2) Established community allotments on a site at Baltasound Junior High School. This has resulted in the creation of a new community group – an allotments association – who have received training from the Unst Regeneration Growers Enterprise Ltd in horticultural techniques. The project has raised awareness throughout the community in the value of growing local vegetables, most importantly the children being sited on the school grounds, encouraging a behavioural change in local food production. Moreover it has provided members of the community with new valuable skills and increased its knowledge base. The project is still in its early stages, but the new allotments are the first ever established in Unst, and the project is generating increasing interest.
- 3) The project that has been consulted on, and attempted to establish, is a recycling centre on Unst. A disused hangar at Baltasound Airport had been best thought best to lease from the local authority; this is no longer applicable as costs are not sustainable. The recycling centre is still a priority but other site options are being explored. It is proposed to direct a large amount of waste currently going to the community skip system back into the community for a new lease of life, together with up-cycling new items from old material and educating the community on the ways of reduce/reuse/recycle. It will also benefit from the development a renewable energy system at the site.
- 4) The former CPO has advised many groups on renewable energy systems and energy efficiency measures which have resulted in projects being implemented to reduce carbon in many buildings throughout the island. Along with attending Farmers Market meetings to be a face to the cause, the CPO has travelled extensively throughout the islands on the Partnership's electric scooter, advertising the possibilities of sustainable transport in Shetland.
- 5) Powerdown also organised a visit from the group Eco-Drama to display their workshops and shows on alternative energies and sustainability. Whilst in Shetland this group toured other schools to enable the word to get to as many groups as was possible during their trip. Shetland school service is at present considering another visit from the group to get to regions unable to partake in the first tour to encourage carbon reduction further throughout the islands.

In May 2009, the Unst Community Council asked Unst Partnership to examine the feasibility of a community buy-in to Saxa Vord LLP (Limited Liability Partnership), the accommodation and restaurant business that was established by Military Assets Management upon their purchase of the RAF camp buildings. The community council made this request in recognition of the importance of this business to the Unst economy and the need to consider whether Saxa Vord could be supported by the community to continue to provide this important tourist service for Unst.

With funding from Leader, Shetland Islands Council and the Big Lottery, Unst Partnership appointed The Pool, the consultancy arm of the Development Trusts Association for Scotland to conduct this work. A number of well-attended public meetings were held to gauge community support for this idea. Following the completion of an analysis of the Saxa Vord business by the Pool consultants, a key community meeting was held in May 2009, which over 80 people attended. The consultants informed the community that there was simply not enough visitors coming to Unst or staying for long enough to lead them to conclude that it was a sensible idea for the community to buy into the Saxa Vord business at this time. The consensus was therefore reached that a community buy-in was not the best solution. However overwhelming majority of those present felt that Saxa Vord was a vital part of Unst's economy that should be supported, perhaps not directly, but through indirect action through the stimulation of Unst's economy as a whole.

Taking the views of the wider community in hand, Unst Partnership, together with the Pool, put forward an alternative proposal for the second stage of the funded feasibility study. This second stage would look at the wider economic picture, establishing what Unst needed as an island in order to stimulate the economy, create jobs, and secure the future sustainability of the island. This option was approved by the overwhelming majority of the community members present. Following this meeting, two priority steps were identified; firstly to widen and increase the membership of Unst Partnership in order to ensure a more representative body for the community and secondly; to identify and implement priorities for action that will benefit the economy of Unst. These priorities are highlighted within this Community Development Plan.

In March 2011, Unst Partnership were awarded funding from HIE's Community Account Management Programme to enable them to employ a full time Local Development Officer (35hpw) and a Part Time Finance Officer post (10hpw) up until the end of March 2012. Having these two employees in post has enabled Unst Partnership to achieve various priorities but most importantly, the completion of the Development Plan to present to the Regeneration Partnership in a bid to secure funding beyond March 2012.

Achievements during 2011/12 are –

- Completion of the Community Development Plan and Summary Document.
- Tasty Tour of Unst – SIC supported a Tasty Tour of Unst as part of the Shetland Food Festival. This event was a huge boost to the local community, thoroughly enjoyed by participants and gave Shetland folk an opportunity to visit Unst and experience the best that was on offer. Unst Partnership hopes to make this an

annual event and work in partnership with the local community to create more opportunity for Shetlanders to visit Unst. e.g. putting a bus on for Sunday teas and an event in the Heritage Centre.

- Exploring options for a potential Wind Turbine including investigations of providing a suitable site.
- Collaborating with the local community and businesses to create a local tourist map.
- Gaining 'Walkers Are Welcome' island status. Unst Partnership are the leading organisation in the local community to encourage and promote walking in Unst.
- Links with other organisations throughout Unst, the North Isles, Shetland and Scotland have been formed and are being maintained.
- Unst Partnership are sub letting the Northern Lights Bistro for the summer season. A benefactor has provided 6 months' rent and insurance. It is hoped that this will provide an opportunity for enterprise, economy, tourism and community.

## **Constitution and membership**

Previous membership categories to the Unst Partnership were for public bodies rather than individuals. It was decided that Unst Partnership needed to revise its constitution by introducing a new category of membership that would allow anyone registered to vote in Unst to join the partnership. The number of members of the Partnership has almost tripled since November 2009 and currently stands at 72. The board is comprised of six voluntary Directors.

## **Staff and Directors**

### **Gordon Thomson, Chair and Treasurer**

Gordon is the English teacher and Depute Head at Baltasound JHS. He has been an Unst Partnership Director since 2000. His interests are Community Development, sport, creative writing, gardening and noisy rock music. He sits on Unst Community Council.

### **Maggi Reyner, Vice Chair**

Maggi is Depute Head Teacher at Baltasound JHS and Head Teacher of Fetlar Primary School.

### **Paul Thomson, Company Secretary**

Paul is the Business Studies and IT teacher at Baltasound JHS. He is also the nominated Director for Education

### **Jane Macaulay**

Jane has lived in Unst for 22 years at Little Hamar, on the edge of the Keen of Hamar. She works for the Health Board (between Yell and Lerwick) based in the Health Improvement

Department where her remit is around health inequalities. Locally she is a committee member for Care for Unst, a joint District Commissioner with the Guide Association and Chair of the Junior Netball Club. She plays in the Unst netball team.

Working Groups of the Unst Partnership were established in 2009 to identify priorities for the economic regeneration of Unst. These are; Arts and Crafts, Renewable Energy, Tourism and Marketing, and Food and Drink. Priorities and views of these working groups were relied upon during the development of the Community Development Plan consultation.

### **Chas Hollis**

Moved to Unst in January 2011 having taken early retirement in 2004 when his wife passed away.

During his business life he has held management positions with Tesco, M&S, Halfords and Saxon Shoes in Management Training teaching role.

In 1989, Chas and two partners set up a Manufacturing and Home Improvement Company which grew to employ 60 members of staff over the next 20 years.

In their first year they had a turnover of £2 million which had grown to over £10 million when I retired in 2004.

Radley retail and manufacturing divisions are still trading in Oxfordshire today.

### **Kelda Hudson**

Biodiversity Officer for Shetland Amenity Trust, Kelda has experience with working with local communities with the interests of biodiversity, environment and sustainability.

## **Aims and Objectives of the Development Plan**

The Community Development Plan sets out realistic and prioritised objectives for the development of Unst over the next five years. There are many more aspirations and suggestions than can be realistically delivered over a five year period, and it is recognised that top priorities may change over time, which may lead to some re-shuffling of objectives as the plan is rolled out. The plan does not just outline those projects on which Unst Partnership will take the lead, but those other key projects which are being progressed by Partner organisations, and which have been identified as key to island development over the coming five years.

## **Integration with wider strategies**

At time of writing, Shetland Islands Council undertaking consultation to produce a local Housing Strategy. In addition, Shetland NHS Board are preparing their clinical strategy. Specific Development Plan targets relating to these themes are dependent upon the outcomes of these strategies, and will be added as priorities are agreed in consultation with the community. During the delivery of the Community Development Plan, Unst Partnership and its staff will continue to represent the views of the community as outlined in this document, taking an advocacy role and working closely with SIC and NHS to ensure that the views of the community are taken into account. In particular, the Partnership will advocate a **review of the current arrangements for visiting health services (dentist**

**and optician) at Nordalea Care Centre, with a view to exploring opportunities for widening the availability of these services to the wider community.** This liaison and advocacy role will be an important dimension to the role of the Development Worker, and will be carried out with the support of the North Isles Community Work Office.

Unst Partnership and its staff will also **work cooperatively with ZETtrans to ensure that the views of the community gathered during the Development Plan consultation exercise are integrated with any future developments that affect the island.**

The project timetable should be viewed as a flexible framework that will guide the Unst Partnership, its staff, its partner organisations, and the wider community to deliver change over the next five years. The actions and aims within the plan will be under constant review. The Unst Development Worker will produce more detailed actions plans for projects on which they will be lead delivery partner using SMART outcomes (these projects are in blue text). Some of the projects included in this timetable have accompanying business plans, which include methods for monitoring and evaluating progress, which are available on request. The Unst Partnership has a current three-year business plan which sets out its organisational objectives for achieving increased capacity, improving governance and recruiting new members.

Year 1			
Development Theme(s) & principle outcomes	Description	Delivery Partners	Milestones
Tourism/Business/ arts and heritage  <i>Increased employment</i> <i>Population increase</i>	<b>Tourism Strategy for Unst</b> UP will work with local businesses and community groups to establish online trading for local products and new tourism opportunities, which extend the length of stay of visitors.	<b>Lead: Unst Partnership</b> Unst public halls Unst Heritage Trust Saxavord resort Unst Fest	<ul style="list-style-type: none"> <li>Coordinated summer events programme 2012.</li> <li>Weekend/short stay 'package style' tourist opportunities trialled and evaluated</li> <li>Online marketing/point of sale, through www.unst.org.</li> <li>Begin garnering interest in a local craft/heritage trail</li> <li>Creation of Tourist Map for Unst</li> </ul>
Environment/ Renewables  <i>Carbon Reduction</i> <i>Community sustainability</i>	<b>Unst Recycling Centre</b> This project began in 2010. A disused Hangar at Baltasound Airport has been leased, and some equipment purchased for the project, which will include a recycling outlet and a charity shop.	<b>Lead: Unst Partnership</b> Shetland Islands Council	<ul style="list-style-type: none"> <li>Recycling centre established and operational with essential equipment purchased and partitioning of interior of hangar as required (refer business plan).</li> <li>No longer applicable at the Hangar. Exploring other options in Unst.</li> </ul>
Environment/ renewables <i>Carbon Reduction</i>  <i>Community sustainability</i> <i>Health and wellbeing</i>	<b>Unst Allotments</b> This project began in 2010, and five polytunnels are under construction on land adjacent to Baltasound Junior High School for community use.	<b>Lead: Unst Partnership</b> URGE Ltd	<ul style="list-style-type: none"> <li>Polytunnels covered and completed</li> <li>Ground prepared with raised beds and project fully operational</li> </ul>
Industry/Economy  <i>Increased employment</i> <i>Growth in local business</i> <i>Population increase</i>	<b>Micro Business Support Mentoring</b> The Development Officer will work in partnership with local agencies to improve the way business support is delivered in Unst.	<b>Lead: Unst Partnership</b> Highlands and Islands Enterprise Shetland Islands Council Business Gateway	<ul style="list-style-type: none"> <li>Pilot Local Business Support 'mentors' established, as part of business enterprise forum supporting with 2-3 businesses.</li> <li>Subletting the Northern Lights Bistro</li> </ul>

<b>Year 1 continued</b>			
<b>Development Theme(s) &amp; principle outcomes</b>	<b>Description</b>	<b>Delivery Partners</b>	<b>Milestones</b>
Environment/ Renewables <i>Carbon Reduction</i> <i>Community sustainability</i>	<b>Unst District Heating Scheme</b> Feasibility study into the establishment of a district heating scheme that would serve Baltasound School, Unst Health Centre, Unst Leisure Centre and Nordalea Care Centre	<b>Lead: Unst Powerdown</b>	Feasibility study commissioned and completed
Industry/Economy Education/Training  <i>Improved employment/ training opportunities</i>	<b>North Isles Childcare</b> North Isles Childcare Ltd will undertake feasibility/options appraisal and seek funds to relocate to secure and fit for purpose premises.	Lead: North Isles Childcare Shetland Childcare Partnership Shetland Islands Council	To be agreed by North Isles Childcare
Education/ training  <i>Sustainable services/ Increased opportunities</i>	<b>Education in Unst</b> Local schools and learning providers will continue to work collaboratively towards diversifying the use of local schools and broadening their user base.	<b>Lead: North Isles Learning Partnership</b> <b>(Shetland Islands Council, Shetland College, Train Shetland)</b>	To be agreed by NILP
Education/ training <i>Sustainable services/ Increased opportunities</i>	<b>Vocational training</b> Opportunities will be explored for establishing vocational training opportunities and apprenticeships in Unst.	<b>Lead: North Isles Learning Partnership</b>	To be agreed by NILP



### Strategic Plan year 2 – 5

Theme	Project(s)	Partner organisations	Milestones year 2	Milestones year 3	Milestones year 4	Milestones year 5
Economy	<ul style="list-style-type: none"> <li>Business Mentoring</li> </ul>	<ul style="list-style-type: none"> <li>Business Gateway, HIE</li> </ul>	<ul style="list-style-type: none"> <li>Trial business surgery session in Unst</li> </ul>	<ul style="list-style-type: none"> <li>Continued support on demand</li> </ul>	<ul style="list-style-type: none"> <li>Trial North Isles Business showcase.</li> </ul>	<ul style="list-style-type: none"> <li>Continued support on demand</li> </ul>
	<ul style="list-style-type: none"> <li>Income Generation</li> </ul>	<ul style="list-style-type: none"> <li>SIC, HIE</li> </ul>	<ul style="list-style-type: none"> <li>Wind turbines operational</li> <li>1 Fundraising Event</li> <li>Asset Hire – Trailer, Shredder, Office hub space.</li> <li>Vending Machine at Belmont Ferry Terminal.</li> <li>Allotment income.</li> </ul>	<ul style="list-style-type: none"> <li>Wind turbines operational</li> <li>1 fundraising event</li> <li>Asset Hire – Trailer, Shredder, Office hub space.</li> <li>Vending Machine at Belmont Ferry Terminal.</li> <li>Allotment income.</li> </ul>	<ul style="list-style-type: none"> <li>Wind turbines operational</li> <li>1 Fundraising Event</li> <li>Asset Hire – Trailer, Shredder, Office hub space.</li> <li>Vending Machine at Belmont Ferry Terminal.</li> <li>Allotment income.</li> </ul>	<ul style="list-style-type: none"> <li>Wind turbines operational</li> <li>1 fundraising event</li> <li>Asset Hire – Trailer, Shredder, Office hub space.</li> <li>Vending Machine at Belmont Ferry Terminal.</li> <li>Allotment income.</li> </ul>
	<ul style="list-style-type: none"> <li>NICC</li> </ul>	<ul style="list-style-type: none"> <li>NICC, SIC</li> </ul>	<ul style="list-style-type: none"> <li>Continue Support</li> </ul>	<ul style="list-style-type: none"> <li>Continue Support</li> </ul>	<ul style="list-style-type: none"> <li>Continue Support</li> </ul>	<ul style="list-style-type: none"> <li>Continue Support</li> </ul>
	<ul style="list-style-type: none"> <li>Tourism Strategy</li> </ul>	<ul style="list-style-type: none"> <li>NUPH, Promote Shetland, Visit Scotland, SIC, Unst Boat Haven, Unst Heritage Centre, Uyeasound Hall, Baltasound Hall.</li> </ul>	<ul style="list-style-type: none"> <li>Walkers Are Welcome – OPERATIONAL</li> <li>Finalise and broaded plan</li> <li>3 events trialled – Tasty Tour of Unst – (generate profit)</li> <li>Reprint Unst Tourism Map</li> </ul>	<ul style="list-style-type: none"> <li>Walkers Are Welcome - OPERATIONAL</li> <li>3 established Events, generating income.</li> </ul>	<ul style="list-style-type: none"> <li>Walkers are Welcome Festival</li> <li>3 established events, generating income.</li> <li>Reprint Tourism Map</li> </ul>	<ul style="list-style-type: none"> <li>Walkers Are Welcome - OPERATIONAL</li> </ul>
Housing	<ul style="list-style-type: none"> <li>Gateway Housing</li> </ul>			<ul style="list-style-type: none"> <li>Intended working group established.</li> </ul>	<ul style="list-style-type: none"> <li>Feasibility</li> </ul>	<ul style="list-style-type: none"> <li>Planning</li> </ul>
Heritage	<ul style="list-style-type: none"> <li>Halligarth</li> </ul>	<ul style="list-style-type: none"> <li>NTS</li> </ul>	<ul style="list-style-type: none"> <li>Working Group established.</li> </ul>	<ul style="list-style-type: none"> <li>Feasibility study</li> </ul>	<ul style="list-style-type: none"> <li>Planning</li> </ul>	<ul style="list-style-type: none"> <li>Development</li> </ul>
	<ul style="list-style-type: none"> <li>Craft Trail</li> </ul>	<ul style="list-style-type: none"> <li>Shetland Arts, HI Arts</li> </ul>	<ul style="list-style-type: none"> <li>Monitor performance</li> <li>Potential pricing workshop</li> </ul>	<ul style="list-style-type: none"> <li>Creation of Unst brand</li> </ul>	<ul style="list-style-type: none"> <li>Unst Creators working group</li> </ul>	<ul style="list-style-type: none"> <li>Monitor and support</li> </ul>
Education + Training	<ul style="list-style-type: none"> <li>NILP Action Plan</li> </ul>		To be emailed to us			
Environment/Renewables	<ul style="list-style-type: none"> <li>District Heating/Community Wind Turbine</li> </ul>	<ul style="list-style-type: none"> <li>SIC</li> </ul>	<ul style="list-style-type: none"> <li>Initial feasibility</li> </ul>	<ul style="list-style-type: none"> <li>Further developments/Pre Planning</li> </ul>	<ul style="list-style-type: none"> <li>Planning</li> </ul>	<ul style="list-style-type: none"> <li>Site Developments</li> </ul>
	<ul style="list-style-type: none"> <li>Recycling Centre</li> </ul>		<ul style="list-style-type: none"> <li>Optional appraisal</li> </ul>	<ul style="list-style-type: none"> <li>Potential feasibility</li> </ul>	<ul style="list-style-type: none"> <li>Pre planning</li> </ul>	<ul style="list-style-type: none"> <li>Planning</li> </ul>
	<ul style="list-style-type: none"> <li>Biodiversity Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>Shetland Amenity Trust in partnership with SIC</li> </ul>	<ul style="list-style-type: none"> <li>To be provided</li> </ul>	<ul style="list-style-type: none"> <li>Celebration of Biodiversity In Unst</li> </ul>	<ul style="list-style-type: none"> <li>Celebration of Biodiversity In Unst</li> </ul>	<ul style="list-style-type: none"> <li>Celebration of Biodiversity In Unst</li> </ul>

## ESTIMATED COSTS

	YEAR 1 2011/2012	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<b>Partnership Revenue costs</b>	£40,000	£40,000	£40,000	£40,000	£40,000
<b>Tourism</b>	£2000	£2000			
<b>Allotments</b>	£3500	£300	£300	£300	£300
<b>Environmental/Renewables</b>	0	Feasibility	£170, 000		
<b>Assets</b>	0	£4000	£500	£500	£500
<b>Turbine Maintenance</b>					
<b>Vending machine</b>					
<b>Halligarth/NTS Scotland</b>			FEASIBILITY COST UNKNOWN AS YET		
<b>Total</b>	<b>£45, 500</b>	<b>£46,300</b>	<b>£210,800</b>	<b>£40,800</b>	<b>£40,800</b>

**Costs will be covered from a number of different funding sources. It is envisaged that the core revenue costs of the Partnership will be covered by HIE funding at 50% matched by funding available through the Shetland Regeneration Policy.**

## INCOME

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<b>1. Recycling Centre</b>	0	£2,000	£4,000	£10,000	£10,000
<b>2. Income from Hagdale turbines</b>	0	£2,520	£2,520	£2,520	2,520
<b>3. Photocopying and Printing Service</b>	0	£1,500	£2,000	£2,500	2,500
<b>4. Unst Product Marketing and Sales - Unst tours</b>	0	£750	£2,250	£3,000	3,000
<b>5. District Heating</b>					
<b>6. Other Ideas - Vending Machine</b>	0	£500	£500	£500	£500
	<b>0</b>	<b>£7,270</b>	<b>£11,270</b>	<b>£18,520</b>	<b>£18,520</b>

### Notes:-

1. Refer to "Waste to Wants" Business Plan where indicative income streams have been identified  
Assumes annual production of 28,000kWh at 9p/unit
2. Similar service offered in same unit previously generated circa £7,500 - £10,000/annum although that was largely as a result of a dedicated role providing the service. It does however show that there is a demand there but time constraints of employees mean probably will not reach previous levels in short term
3. This income stream requires further work and local business buy in but for these purposes assumed that an online shop will be created selling Unst branded products, and operating on a commission/drop shipping basis, with a commission of 15%
4. Potential to be a very significant income stream for the organisation. However unlikely that this will be in place

within the next 2 - 3 years, but could if all goes well be coming on stream in Year 4/5 at which point income would be in six figures per annum

***Prepared by Steven Coutts 20<sup>th</sup> March 2011. Updated by Hannah Eynon 6<sup>th</sup> March 2012***

## **Exit Strategy**

The costings have been calculated to indicate a gradual reduction in reliance on project funding over a five-year period. The income generation projects for the Partnership are forecasted to gradually increase organisational income, enabling the Partnership to be self sufficient by 2015 with a permanent office base and PTE/FTE worker.

If indications for either 300kw or 900kw turbine are to be followed we would be generating enough income to enable us to run independently and support community ventures.

However, for this project to go ahead, a lot of crucial factors need to be in place. Grid connection/ or alternative energy storage, gaining sufficient funds and site. This project needs taken into consideration whether or not it would be a sound investment of time and resource to get it from planning to production.

Unst Partnership continues to look at their assets, skill sets and ability of the Island to create income generating opportunities. With all proposed ventures, structured business plans and potential funding sources will all be provided. However, in order to progress these potential opportunities, there is a requirement for a full time dedicated development worker which Unst Partnership does not currently have the funds to employ without access to grant funding.

## Appendices

### Some findings from the Community Consultation.

#### Responses taken from postcards

“What changes would you like to see happen in Unst within the next 5 years, to make it a better place to live and work?”

- Nordalea should be used more for respite for young people with special care needs, making use of the great deal of special needs skills within the community in Unst
- Re-open airport?
- More places to eat out
- More and more varied employment opportunities
- Invest more money in local business
- More and more varied employment. Decentralised Council jobs. Office ‘hub’ to house the decentralised Council jobs
- More encouragement for small businesses, particularly advice on Internet marketing, web-sites, using Google. Has been done already but needs to be repeated
- More assistance/grant aid for small scale renewables projects, for householders and for small businesses and Council property (larger scale)
- Adult classes can only be as good as the tutors willing to offer their skills. What classes are people wanting? Many classes are available at the Learning Centre, including Latin and Shetland History using video conferencing.
- Having a greater use of the school (which school or all the schools) would necessitate police checks if the children were there – and how would this use be funded if ‘out of hours’?
- Education needs to be relevant to what? – to whom? We have an excellent resource at the Learning Centre – Josie McMillan! She is our link with the Shetland College – tell her what you want and see if she can help!
- Where is the What’s on Diary? A virtual diary in Skibhoul or the Post Office for consultation when organising an event could prevent date clashes
- Craft trail a good idea. More vocational training + apprenticeships on island. Work with pure to develop sustainable community transport
- Challenges – find a method (jobs!) that keep the 20-30yr olds folk on the island so that the mix of population is much better
- Why don’t you consider making leather goods i.e. slippers, gloves etc. Farm shop as outlet for all meat, fish, vegetables etc.
- Sheepskin factory – is there some potential here, could the feasibility of this be explored further?

- Develop Viking Unst, with more control in Unst, rather than in Lerwick. Guided tours of the sites would be great
- Develop heritage tourism projects that make the most out of the new longhouse, and Viking Unst – field studies weekends, tours, themes weekend breaks with living history
- HIE only interested in large scale projects. The old expression “from small acorns” seems not to apply!
- A dedicated person needs to take on the project that the community believes should be progresses. This should be taken onto completion. A successful project will enable UP to gain support in the community and allow further projects. This ‘dedicated’ person needs to be full time (either employed or retired) in order to devote this amount of time. Using others, who spread themselves thinly over many committees, results in unfinished projects – which leads to lack of motivation in the community and then lack of support – complete 1 successful project and celebrate this success. Then move onwards and aim higher each time
- Who cares about Unst? Too many useless feasibility studies – money going off Unst – too much posturing from ‘worthies’ in the days post-RAF and not enough action – too much money being spent on useless ‘amenities’ in Lerwick that we can’t use because we can’t get a late enough ferry across Bluemull – roll on the ferry! Fat chance!!
- Too much money being spent on “feasibility studies” that should never have been commissioned in the first place. Most, if not all of these funds go off Shetland.
- An observation.. Unst residents can work together when they are doing charitable things, but cannot work together as a “true community”. This is a big obstacle to anything happening in Unst
- To be a successful, viable community (in the true sense of the word) people have to care enough about belonging to a community – exclusive and excluding behaviour has no place in a vibrant, dynamic community that intends to take charge of it’s own future
- To secure any financial support form HIE etc., the community has to separate them from their insistence that it is impossible to fund a business that may be “in competition” with another. This inhibits growth and the start-up of younger people who will be needed to replace people who are nearing retirement from a one-man, vital lifeline business e.g. plumbing, building, electrical
- Very important to have trained young plumbers and electricians for Unst, Yell and Fetlar. There is a need for these tradesmen who really know what they are doing! At present there are in some instances so called “qualified” tradesmen doing work that is beyond their capabilities
- We need reliable infrastructure tradesmen (electricians, plumbers, joiners) with modern skills and attitudes. Unst has elderly housing stock needing maintenance and upgrading and there are not the people to do the job. One very elderly person in Uyeasound has had a new kitchen in his shed waiting to be fitted for 6 years!! Still not done
- I would like to see an end to spiteful, libellous and generally hostile vindictive remarks in the Up Helly Aa Bill. It is a destructive, ungenerous practice and it has had its day

- Who is promoting Unst and Shetland? Look at [www.zerocarbonhouse.com](http://www.zerocarbonhouse.com) We have visitors visit from all over the world. December 27<sup>th</sup> a visitor is flying in from Capetown to talk to us and see Shetland!
- So far the zerocarbonhouse.com has brought in, in excess of £50,000 to the Unst economy
- SIC have let us know loud and clear where Unst fits into its Local Plan – the bridge at Coutt's Mill has still not been done after 2 or more promises for completion – what happens if winter gales block off the road across the Ayre in front of the Hall? Everyone except a very few will be cut off! We are wasting 3 miles of extra fuel every time a trip is made to Baltasound. The road in from Shirva is dangerous for so much traffic and especially in the snow
- Too many people o the SIC and Shetland Development do not really understand just how fragile Unst is
- Why are Health Services being centralised in Yell (Dentist, Physio etc) How much does it cost to get there? What if a person has no transport? The lack of continuity in the dental service is counter productive – no appointments available from October to (possibly) end of January – poor teeth = poor health
- Broadband – 512 kb in Uyeasound! How can people coming to Unst with their own businesses (online) stay here if the Broadband provision is so poor? The Western Isles solved the problem. N.B. they found they had more highly qualified/educated people there proportionally than any other island communities

## Responses taken from post-it notes

“What do you think of these projects? Should they be included in the plan?”

	YES	NO
North Isles Childcare	<ul style="list-style-type: none"> <li>○ <b>Yes – to allow parents to hold down jobs in Unst</b></li> <li>○ <b>Yes – badly needed so working parents can work</b></li> <li>○ <b>On school grounds is more practical and enhances the existing provision. Makes the school's roll more important</b></li> <li>○ <b>Much work already done on site and buildings – hasn't gone ahead through lack of funding. Check with NIC partnership</b></li> <li>○ <b>This service is vital to the Unst community. NIC Ltd has worked hard (voluntary committee) to build up the service it offers in both Unst and Yell and needs help to secure premises as this is now under threat</b></li> </ul>	
Unst Recycling Centre	<ul style="list-style-type: none"> <li>○ <b>Yes – the skips are overflowing every week. We could re-use some of this – wood, metal, furniture, electrical goods</b></li> <li>○ <b>Yes – a local point for re-using and recycling put a skip here too</b></li> <li>○ <b>Brilliant idea. There must be so much 'valuable' stuff leaving the island on the back of a skip lorry. Could there be a thrift shop included to sell clothes?</b></li> </ul>	
Unst Trading Company	<ul style="list-style-type: none"> <li>○ <b>Yes – a way to market the island and its products. Very good for small scale producers</b></li> </ul>	
Unst Heritage Centre	<ul style="list-style-type: none"> <li>○ <b>Yes – a valuable resource for locals and tourists. Study info for students</b></li> <li>○ <b>Good for starting point for developing heritage/archaeological tours</b></li> </ul>	
Unst Micro-spinning Mill	<ul style="list-style-type: none"> <li>○ <b>Good idea to use an easily sources local product, that builds on old skills and can be developed</b></li> <li>○ <b>Good idea but need to investigate the story that Sandness mill is heavily subsidised. Could this project be extended to enable processing of sheepskins?</b></li> </ul>	
Community Transport	<ul style="list-style-type: none"> <li>○ <b>Electric Bus – needs to be a dial-a-ride, some elderly people want to visit friends, not just the shops. People with no transport want to go to the surgery or the Leisure Centre of the Learning Centre</b></li> <li>○ <b>Community transport is also necessary for people without transport regardless of age or infirmity e.g. to get to the surgery from Uyeasound</b></li> <li>○ <b>Electric vehicle re-charging points at places throughout the island? Promote greener, cheaper transport</b></li> <li>○ <b>Like the idea of electric vehicles. Could it be on the lines of “Bovis Bikes” in London? Good for the poor souls walking from Gardiesfauld to Hermaness if they could borrow some wheels</b></li> </ul>	

Healthcare	<ul style="list-style-type: none"> <li>○ <b>Why does the water at the Leisure Centre have to be SO COLD!! It is a waste of money to insulate old folks in their homes if they are frozen trying to get exercise in the pool!!</b></li> </ul>	
Craft Trail for Unst	<ul style="list-style-type: none"> <li>○ <b>Yes – good idea! Joined up visitor attraction and a chance to sell products ‘at the farm gate’</b></li> <li>○ <b>Good idea. There is one planed for the whole of Shetland that will attract folk to Unst, but more makers could feature on an Unst one</b></li> </ul>	
Tourism Strategy	<ul style="list-style-type: none"> <li>○ <b>Find some people to clean up Uyeasound beaches because I’m not doing it anymore – nor are my 4 helpers (see Uyeasound 2010 Up-Helly-Aa Bill for explanation)</b></li> <li>○ <b>Take the barbed wire off the top of the stile at Hannigarth!</b></li> <li>○ <b>Yes – would pull all the threads together</b></li> </ul>	
Renewable Energy	<ul style="list-style-type: none"> <li>○ <b>Yes as a way of keeping cost of living down for islanders and possible business venture</b></li> <li>○ <b>Fuel costs are going to increase year on year – small-scale win power or hydrogen may be more long term.</b></li> </ul>	



## Unst Ideas Day Responses

### Education and Training

- Make the school more efficient in terms of energy, people, money and resources
- Make the school innovative, providing good ways to meet the curriculum for excellence, good vocational pathways and make learning unique and interesting
- 'Always comes down to economics'
- Make the school more of a feature of the community, with adults making more use of it.
- Could the school be used to house more services, for example Adult Learning and Shetland College?
- 'Room 13' initiative in Fort William had an artists in residence at the school
- Make better use of space at the school
- Adult classes tend to be based around IT
- Help needed to encourage enterprise skills
- Young people need to understand that they have to work hard to achieve. Determination and motivation are needed.
- Education needs to be relevant
- Ideas for classes – more manual/vocational e.g. Welding, more practical
- Priorities are survival, need for apprenticeships in Unst (e.g. electricians, joiners, plumbers)
- Training for young people with special needs – post 19 years old (and adults) – supported work scheme
- Very little available by way of adult classes and lifelong learning
- Training needed in changes to technology and how to cope with change
- Better use of schools in the evening
- Include adults in the school during the school day
- Look into different types of computer language needed for I.T. Jobs
- Teach young people about volunteering and community skills
- Could Unst become a place for training e.g. short courses, field studies for people outwith the island, and conferences
- Make better use of what we have
- We are implementing the new curriculum for excellence well (new qualifications)
- Offer more practical courses (i.e. basic car maintenance, joinery etc)
- Idea for classes: cake decoration
- More scope for work placements
- Get more people on Unst to do the training on Unst (e.g. could SRT do first aid?)
- Adult classes have decreased over the years
- Topics need to move with the times
- More certificated courses needed

- Schools go – people go
- Make better use of VC – how can we coordinate this better?
- Train people on VC, Skype. ETC
- Maintain the secondary department
- How can we make the school more viable
- Make it more of a community school, include more adult learning
- 'Free' school - community managed / community run school – access education budgets
- Fight to keep schools open. More than just education; attracts people to the island, jobs, (look at Cullivoe)
- Adult classes are very limited
- Make people aware of online learning
- Social care training is mostly done in Lerwick. Issues re: money, travel, time. adds to costs
- Day time learning for practical classes or standard grades etc..
- Make use of teachers at the school
- NI training group - does it still exist? Lambing/Shearing etc..

### **Arts, crafts and cultural heritage**

- 'Top of Britain' is a selling point for tourism
- Unst's Geology is internationally significant and very complicated
- Music is important and all types should be further developed including jazz, classical and folk
- Take care that events don't clash, use the What's On diary
- Develop music festivals. How can Mareel (Shetland Arts) do outreach, how can we make this happen?
- Don't forget to develop Choral music
- Archaeology – Viking Heritage Viking Unst important
- Craft Group should develop a craft trail
- Lace knitting and fair isle patterns should be part of the heritage/craft trail
- Recording out history before it is too late is important
- History group should preserve what we've got and get young people involved
- Schools and education is very important, link schools and the community
- Value youth culture
- Make the best use of what funding is available
- KEEP UNST FEST
- Better coordination to make for a better visitor experience
- What happens before or after the festival [unstfest]
- Develop creative industries
- Good green shoots of creative industries
- Open studios
- Lots of possibilities, create more jobs

- Develop sound points [digital signals which intersect at certain points in the landscape to create audible sound/music]
- Death tourism!
- Work with coach companies to create all inclusive cultural tours and experiences
- Make more of the Norse connections
- Better interpretation and upkeep of sites
- Viking Unst – develop and continue
- Develop more visual attractions so that there is more to see
- Better promotion of what Unst/Shetland has to offer
- Create more ‘Simon King’ type opportunities
- Make better use of magazines such as ‘Caravan Club’
- Promote what we have to the rest of Britain and Europe
- Free music tuition
- Develop Saxa Vord as Cold War Heritage
- Further develop archaeology. We want a resident archaeologist
- Links to Universities for field trips (residential) for geology and archaeology
- Develop specialist holidays such as digs, geology etc..
- Sculpture trail/craft trail/ virtual trail
- Explore ticket development for all attractions

## **Health and Social Care**

- There is no dedicated midwife in Unst. There’s should be a post in Unst or Yell. Need continuity of care
- We are quite well off in Unst but the care centre is too small and needs to be expanded
- We need continuity of care for older folk
- There is a danger of services such as podiatry/physio being based in Yell but why has there been no consultation locally?
- If services are based in Yell this increases the cost as folk need to get taxis or a lift. If older folk are frail we need something nearer, if you’re in pain its much harder to travel. Costs to Lerwick for the hospital are paid but costs to travel to Yell are not paid
- Lack of physio’s, shortage of professionals, recruitment problems
- Podiatry – patients aren’t seen as often as necessary
- Unst possibly the best in Shetland for social care with care at home, home help, 24/7 extra care, day care and residential care
- The need for care will accelerate, we need more places
- Childcare is to a very high standard
- More community knowledge of services available is required – raise awareness
- Very good level of services at the care centre compared to other places
- Get appointments quickly and there’s a continuity of care
- Need to try and KEEP this level of service
- Can see the nurse easily without having to bother the DR

- Make sure we lose nothing i.e. make sure we get the DR replaced
- Provision of an optician in the care centre is VERY good. Could others access this service? Use Nordalea minibus?
- Also dentist in Nordalea sometimes
- Good that we get regular chiropody
- Need to MAINTAIN services, but how?
- Could the optician and dentist visit Unst regularly specifically for older folk who have difficulty travelling? Would be REALLY good to have a dentist in Unst again.
- There is a very good level of social care, but it is costly. Can it be maintained?
- More bedroom could be added to Nordalea instead of new care homes being built.
- Are there too many admin staff in care homes (not necessarily here in Unst)
- Health care is good – can be seen at the health centre within 24 hours but fear this is not sustainable
- Need to be efficient so that services don't get cut – if well utilised there's less chance it will get cut
- Need a dentist in Unst (realistically, a permanent dentist in the N isles is very important for continuity of care)
- Threat to service – public money
- Good service compared to other places
- Further from hospital but transport links are good
- Links with health eg. Exercise, music, art classes – if link services together is a way of keeping them safer
- Social care – older folk are happier if they can be at home
- Good care in Unst for older folk but need to protect this service provision

## Housing

- Not enough housing in the south end of Unst and this is a barrier to recruiting staff and to bringing new folk to the island who can't find anywhere to live
- Difficult to get any general needs housing in Uyeasound
- SHE isn't an option
- Opportunity – 'buy to rent' HHA
- SIC does not have a good idea of the housing situation in Unst
- Housing Dept is centralised, lack of local knowledge
- Incoming folk don't want to live in a housing estate, they want to come here for a rural experience
- Gateway housing would be a good option for all three areas of Unst
- Folk want to bide/work in the south end but no council /social houses
- Lack of house sites
- A register of land available for house sites would be useful
- Crofts – its difficult to get into this and know what's available
- Building projects help the local economy

- Cost of building is a barrier
- Wrong type of housing available
- Single accommodation is scarce
- Use SHE accommodation for groups such as University of the Highlands and Islands
- Lots of housing is in a poor state
- Private rental properties have suffered from a lack of investment
- Grant scheme are not taken up due to personal circumstances
- New builds (private) are a real commitment, the costs are high
- There are lots of houses but are they the right houses in the right place?
- Lack of 1 bedroom houses
- Allocation is poor – single people are blocking 3 bedroom houses due to a lack of single accommodation
- SHE houses should be knocked down
- MOD need to reinstate the land and its costly
- Bought houses have been devalued at SHE
- Social housing doesn't devalue private housing
- There are enough houses at SHE and they are on the bus route
- House sites can be difficult to access
- I'm happy to live and work in different 'places'
- Enough houses here but they need to be managed properly
- MOD sale of SHE houses could devalue other houses
- Demolition of SHE houses would be expensive
- Risk that SHE houses will be sold cheaply – holiday homes/problem tenants
- Will spending cuts affect what happens to SHE?
- Community purchase may be a liability rather than an asset
- SHE isn't being maintained
- Lack of single room accommodation is blocking family accommodation
- Housing problem is outwith the control of the community (re: MOD)
- Management of the social housing stock concerns people
- In the summer private housing is leased out to tourists
- Too many houses are unoccupied
- Too many houses are used by HHA as a dumping ground
- There's no control in a housing association, we wouldn't want it

## **Environment and Renewables**

### **What do you like about Unst?**

- Important Heritage = Wildflowers are important – keen of Hamar, natural wildflower areas on Unst. Maintenance of current agricultural practices seen as the way to preserve these.
- Concerned about loss of connection with peat hill – tourist/peat road development would help
- Whole of Unst is pretty good for environment – everywhere is special.
- Best environment is Skaw beach, and all the beaches
- Amazing views

- Special Qualities of Unst – the diversity of habitats is a big plus, don't destroy this, keep it 'unspoilt', integrity of the coastline
- Freshwater salmon farms changing lochs

#### **What should be done to preserve it?**

- Mussel/Salmon farms if suitably managed can provide jobs at little impact
- Keep developments in local management so that folk are interested in keeping the environment right
- Sensitive management of visitors – enhance with suggested trails, try to balance 'wild' with damage
- Lack of high density tourist attractions means that pressure is spread

#### **Ideas on renewables developments?**

- Could Unst have a Burravoe-like wind turbine installation?
- Support for Bluemull sound tidal turbines as a good idea
- Any installation should consider designated wildlife sites, but this is not a block to renewable development on Unst
- We should scope for suitable locations in Unst for small-scale local wind energy.
- Feeling that Unst is limited by the requirements of Scottish and Southern Energy at the moment.
- Renewables – tidal turbines are better because of fewer landscape impacts
- Scale and appropriateness of wind farms is important
- Single turbines for community projects
- Support for a district heating scheme
- Lots of windmills required to provide energy and jobs - 'The Bigger the Better'
- Big development impacts will be short lived – in 20 years they will go again
- No point having a nice place to look at it nobody can live here
- More use of solar panels for tourist sites that require most power between March to September (when Solar most efficient)
- Renewables – concerns over industrial scale renewables projects
- To produce energy for local use is more acceptable
- Energy production should be small scale
- Marine energy is less damaging
- We should develop renewables so that skills, money, jobs and manufacturers are retained in Unst/Shetland
- Manure powered power station or methane/compost energy
- Renewables- no big aero generators wanted
- Small scale renewables is a positive idea
- Wave power combined with a fixed link to Yell (like the North Atlantic causeway in Norway)

## Feelings on current Unst Partnership activities and plans?

- Current activities – recycling scheme is a good idea to reduce costs to take stuff away
- A central sorting place for recycling is required and would encourage folk to take part
- Airport is a suitable venue for a recycling centre
- COPE-style scrap store is a good idea
- District heating scheme supported
- District heating scheme – is there a resource for it – concern that not enough material be supplied
- Transport scheme is not a high priority
- Happy with current scrap store in Lerwick, not a priority to have one in Unst

## Economy/Industry/Tourism

- Tourism businesses – not enough people for the jobs at the moment, importing workers. Although do have the students during the summer
- Need to promote Unst to reach its tourism potential – tourism is a winner but who is promoting Shetland (and therefore Unst) at the moment? Expense of getting here always going to be a barrier and tourism businesses need to see the summer support the winter.
- Many of the tourism trips to Unst are day trips rather than overnight stays
- Lots of small businesses in Unst – may facing increased regulations
- Events and festivals need to be better coordinated
- In terms of business & tourism development, there are too many committees (i.e. three different groups for food & drink?)
- Need new businesses for job creation and to attract new people to live here
- Difficulty of tourism and other businesses having to compete with wages in the care homes (which are so high in comparison)
- Micro-businesses – there are many good small businesses but people have 2/3 jobs at a time
- There are many professional creative people in Unst. But amongst existing creative industry practitioners many are hobbyists and don't necessarily desire to grow
- Some creative businesses need premises
- Existing businesses – potentially no succession or support for succession planning (this could prevent many existing businesses from closing or from moving off island)
- Council needs to support Chevron
- Council should be serious about supporting job dispersal
- Council should consider basing the ferry in Unst
- For community enterprise projects – there is a need to always measure capital costs in relation to potential jobs created



- Micro Spinning Mill? Small niche market but evidence suggests that mills are closing everywhere
- Would a sheep skin factory offer a potential new business opportunity – many skins are currently going to landfill and are a waste product
- Development of Saxa Vord – could offer more potential in the winter, needs development i.e. en-suite facilities
- Could there be package holidays to Unst with different themes?
- Unst should have a Casino!
- Could be more proactive in creating opportunities for winter trade
- Unstfest is good for the island (although perhaps a bit too long)
- Agricultural show is good but perhaps there is limited developmental potential
- More business representation is needed on Unst Partnership/on the Board if driving forward this process
- Potential to develop existing craft/creative industries – may need design input
- Joint marketing possibilities for Unst products

## Transport

- Ferry timetables need to reflect the time of year and what's on.
- Employment from the ferries very important for those based in Unst, Good quality long-term employment
- SIC needs to review this and find a cheap way of creating good quality jobs – how realistic is this (its not)
- Belmont terminal should be designed to berth the ferry overnight – job dispersal. 30 to 40% of the current crew are originally from Unst (2 skippers)
- Current ferry links are not a constraint to economic development (commuters don't agree) BUT can this be afforded?
- Concern about cut backs and upgrades
- Integrated bus service in winter, therefore do we now need all ferries
- Everyone says that the integrated bus service in winter is excellent and very important (for e.g. health appointments and court appearances). Capacity?
- You can't do a day trip to Unst on public transport from Lerwick (in Winter) – stops in October
- Social care/Salmon workers trouble travelling
- Fetlar can't commute to work, can't recruit in Unst, Fetlar folk interested
- IDEA - Unst bus service for shop run e.g from Uyeasound for disabled needing additional help, hoist. Access – community run electric vehicle?
- Value of free ferry fare –go to more stuff in Yell
- What we have is fine but we are concerned for the future
- A reduced timetable will affect Folks decisions about moving here - negative effect
- Moving here



- Used to timetable
- Ferry Timetable – speak to men who work at Sullom, and other commuters
- Why the gap between the 21.05 from Toft and the 22.15 from Unst – the ferry is already there. 2-3 cars can be sitting for ages.
- More commuters in employment – this has changed in the last ten years
- Lots of examples of 5 mins one way or the other with the timetable
- Big gap between 7.05am and 8.20am
- Huge importance of free travel between Unst and Yell – lots of salmon workers travel between the two islands, and people access dental care etc.
- Incentive to reduce car use (e.g. water taxi or bus? Across network)
- Importance of ferry link to continent (Norway/Denmark)
- Can islanders be used for the Norway/Faroe crossing?
- Tunnel? All the services mustn't go to Yell! Keep young folk here, stop the whole population commuting, doesn't feel right, no tunnel is way to keep population up.

## **Young People: Transcription from VoxBox interviews**

### **Could renewable fuels become available in Unst for transport?**

We could get electric cars or we could get wind turbines for electricity for electric cars, or cars than run on chip fat.

We could have more hydrogen cars.

Well I don't know if renewable fuels could become more available in Unst for transport but I think they should.

Yes, more hydrogen.

Yes, because of Pure Energy.

Yes, more renewable fuels in Shetland.

### **Do you think there could be more housing developments, if so, what and where will it happen?**

There should be more housing but don't know what sort of houses.

There should be more housing in Unst but I don't know what type.

Well, I think that Unst has enough houses and we really don't need to build any more, not in she [Setter's Hill Estate]. So, I think Unst has enough houses and doesn't need any more.

I think there are enough houses.

Yes, I think there should be more housing developments in Shetland or Unst.

### **What kind of housing needs to you have?**

If I stayed I would like to get a house like the house I've got.

I would want any house they've got.

Well, I think the kind of house we should have would be 4 bedrooms run by renewable energy.

3 bedroom house.

2 bedroom house with garden and garage.

A house with preferably a roof.

**What is the most valuable types of heritage in Unst and tell us why?**

I think traditional music is really good because it's really different.

I think the most valuable type of heritage in Unst is wildlife and birds because they need homes.

I think Unst's most valuable type of heritage would be Vikings because they came, years ago, to Unst and now we have Up-Helly-Aa and lots of people come just to see that.

Knitting because it explains the history of Unst and Shetland.

The most value type of heritage in Unst is probably the dialect.

**What could you do to help our businesses in Unst?**

We should use them more often.

I think we could have more businesses in Unst by supporting them and just getting from them not just from Tesco. Get some clothes from a shop in Unst not Tesco.

Get more shops.

Work here.

Encourage them to expand more.

**Can Unst support more businesses? If so, which?**

I think there should be an information centre about wildlife and stuff for the tourists.

I think it can but I would like it to be more ??

I think Unst needs more of a variety of businesses. Lots of people knit and lots of people do fishing but I think what we really need is some different businesses so that we can get from them rather than just getting from Tesco. Get more shops, I think.

Yes, maybe some factories like a soap factory or something like that.

No, probably not.

**Do you think Unst should have more workshops for adults and children with mental health issues?**

I think we should have more clubs for them

I think Unst should have more workshops for adults and children with mental health issues.

I think Unst should have more workshops for adults and children with mental health issues because like others they might get bored or confused or something because they are different from us and might get really confused and might get really bored because sometimes they cannot entertain themselves like we can.

Yes.

Yes.

Yes, we should.

**What do you think about the youth activities for children and young people in Unst?**

I think they are really good for young people.

I think they are good.

I really don't know.

Yeah, they are really good.  
Yes, very good.  
I think it's good.

**What can you or we do to help Unst be renewable?**

We could buy wind turbines for more electricity.  
We should use less electricity.  
Well, we could put up windmills in Unst which I think is really good and could also do composting because that's really good, and recycling but this is not going to be enough, never going to be enough.  
Make energy for ourselves.  
Turn off lights.  
Encourage more bio-fuels

**Our class thinks mental health is a big issue in Unst for children and adults. Do you agree and what do you think can be done about this?**

I definitely agree and I think what we could do would be have a club for children and adults with mental health issues. Adults club at a different time from the children's' one and they can do whatever they want, as long as it is okay. If it is okay they can just do it, like just say what they want to do.  
More people getting to know about it.

**What do you think about the quality of education in Unst and how can it be improved?**

I would rate this school as 9 out 10 because no school is perfect but this school tries to make all subjects fun and it has lots of clubs to go to.

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**END**

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