

Appendices

UNST

Community Action Plan

2025 - 2030

Appendix 1 Demographics

The demographic report provides a summary of key data for the island of Unst, which is covered in the census by the following output areas: S00174694, S00174695, S00174696, S00174697, S00174698, S00174701.

The image is a map of the output areas included in the following demographics.

Note on Boundaries and availability of data

Unless otherwise noted, the data presented in this report is from the 2022 Census. Per the Data.Gov website, "Output Areas (OAs) are the key geography for dissemination of small area statistics from the Census. OAs are large enough for Census statistics to be released without infringing confidentiality. They are designed to have relatively small numbers of households (in the range of 25 to 89) and population (>=60), while nesting within Council areas."¹

When referring to the Scottish Index of Multiple Deprivation (SIMD) Index, data is gathered from the closest fitting data zones. Data zones are small area geographies designed to have roughly standard populations of 500 to 1000 residents, and are composed of Output Areas.

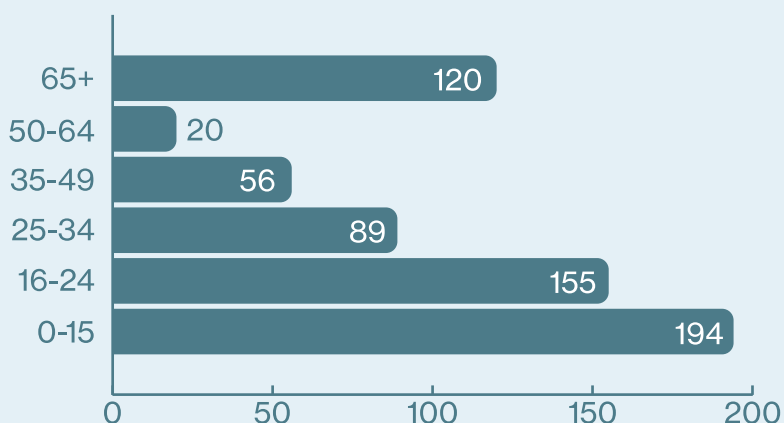


¹Source: <https://www.data.gov.uk/dataset/92d0e6e6-c869-4e17-a8ee-70cd291829fa/census-2022-output-areas>

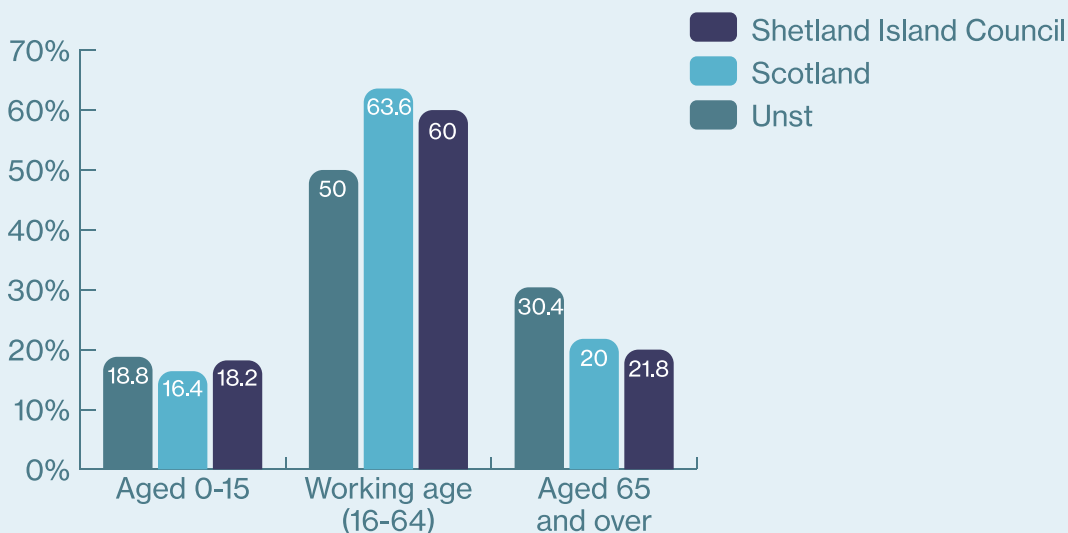
1.1 Demographic Analysis

Total population of Unst is 639 people. Individuals aged 0-15 makes up 18.8% of the population, which is on par with both the council area (18.2%) and the national average (16.4%). Working age individuals (16-64 years) make up 50% of the population, which is lower than the council area (60%), and the national average (63.6%). Individuals aged 65+ years make up 30.4% of the population which is higher than the regional average (21.8%) and the national average (20%).

People by age band



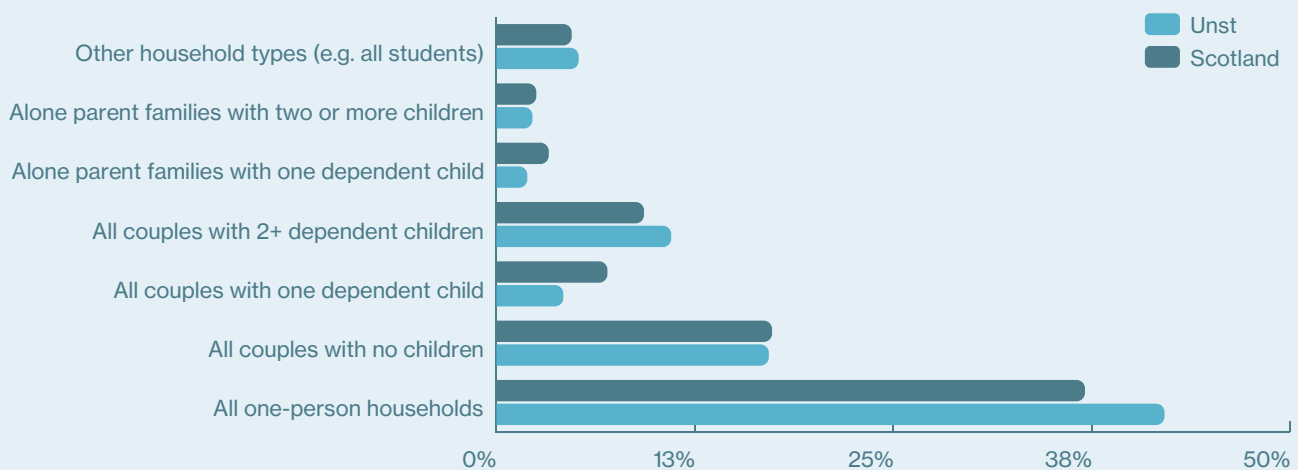
Population distribution



1.2 Housing

There are a total of 309 households in the defined area. The highest proportion of households are 'one-person households' (42%) and 'couples with no children' (17%). Couples with children make up 15% of households, and 6% of households are lone parent households. 98.4% of homes are a 'house or bungalow' which is higher than the national average (65%) for this type of home.

Household Types

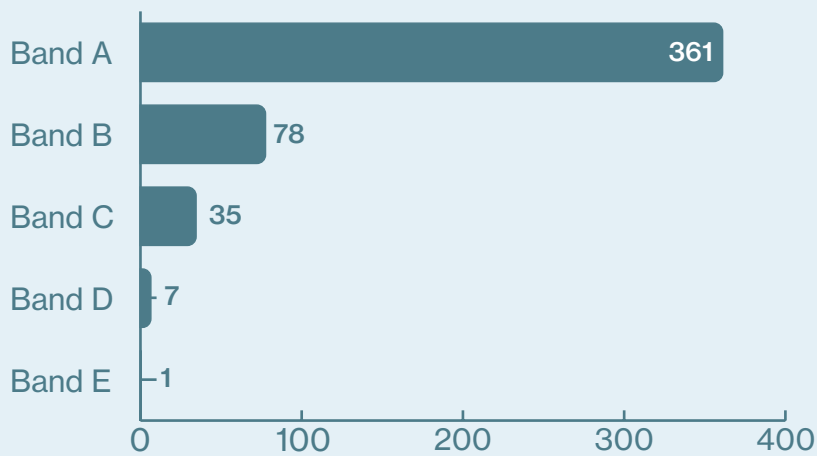


The tenure for homes in the area is as follows, 68% are owned, 22.3% are socially rented and 5.8% are privately rented. The national averages for types of tenure are 63% owned, 22.5% socially rented and 12% privately rented.

The data for Council Tax Bands is only available by Data Zone, which means a small number of the statistics included within the following data are outwith the defined community area. Despite this, the following statistics give an indication of house values in the area. The data below comes from the North and East Isles 02 Data Zone.

Almost all the dwellings in Unst and Fetlar (also included in the data zone) are in Council Tax Band A – C, with only 8 dwellings in D and E. This suggests that homes are largely affordable on the island.

Number of dwellings within each Council Tax



Additional information is available on housing in the North East Isles 02 Data Zone. Per the National Records of Scotland – Small Area household estimates for Scotland 2023, 7% (34) of dwellings in the data zone are second homes and 13.7% (66) are vacant dwellings.²

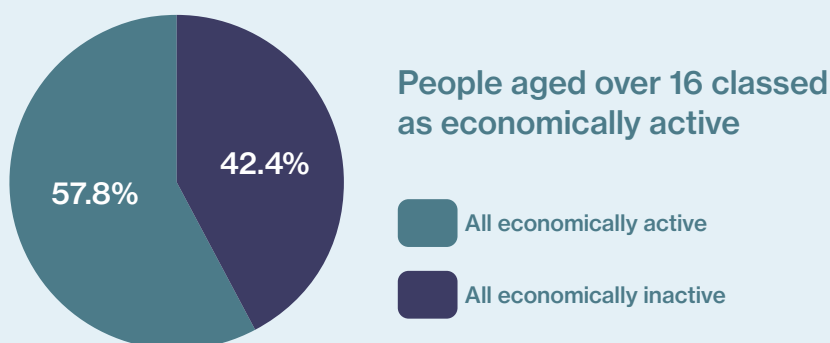
²Source: <https://scotland.shinyapps.io/nrs-small-area-household-estimates/>

1.3 Vehicle Access

15.8% of households in the area have no access to a car or van. 44.7% of households have one car/van, 33.3% have two cars/vans and 7.8% have 3 or more cars/vans.

1.4 Economic Activity

57.8% of the population over the age of 16 are classed as economically active; 42.4% are economically inactive. Of those who are economically active, 48% are employees. 28.6% of employees work full-time and 19.1% work part-time. A further 10.5% of the economically active population are self-employed, of which 2.3% have employees. Less than 1% of the people classed as economically active are unemployed and available for work.



Those who are classed as economically inactive; 33.1% are retired, 1.6% are full-time students, 2.3% looking after home/family and 3.3% are long-term sick or disabled.

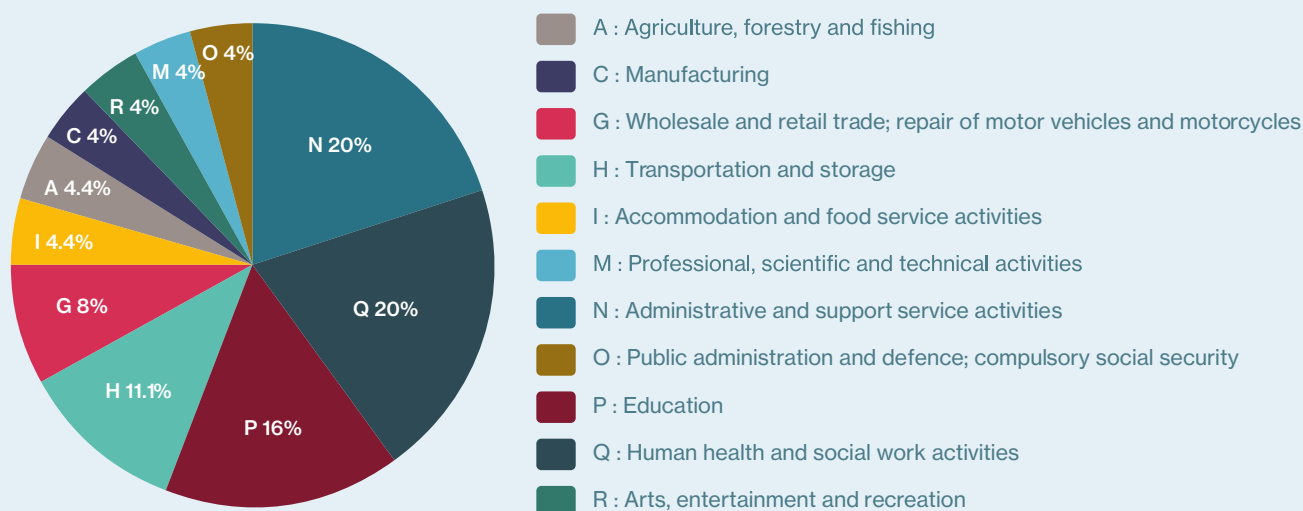
From the Business Register and Employment Survey (BRES, 2023), it is possible to get employer registered information on the total number of employees (count and percentage) by public and private sector and by industry. It is only possible to export this information by data zone, so the area covered includes Unst and Fetler, but is still relevant for this report. Per BRES, employers indicate there are 242 jobs on the islands (either parttime or fulltime), with 100 being in the public sector and 142 being in the private sector. The same survey indicates that there are 236 employees, 100 in the public sector and 136 in the private sector, suggesting that there are some private sector jobs that are unfilled. These statistics do not include farm agricultural (SIC subclass 01000).³

³Source: <https://www.nomisweb.co.uk/datasets/newbres6pp>

Additionally, per BRES in the employer survey of the number of jobs held by employees in specific industries; 20% of the employees in the area are in administrative and support service activities and human health and social work activities, 16% of employees are in education, 11% are in transportation and storage, and 8% are in wholesale and retail trade; repair of motor vehicles and motorcycles. Each of these industries have 4% of the employees: agriculture, forestry and fishing, manufacturing, accommodation and food services activities, professional, scientific and technical activities, public administration and defence; compulsory social security, and arts, entertainment and recreation.

Additionally, in Shetland, the job density survey data for 2022 indicates that there are more jobs than available people across the islands. Job density is the number of jobs per resident aged 16-64, a job density of 1.0 would mean there is one job for every resident of working age. The job density rating for the Shetland Islands is 1.08. There is no data available down to the Unst area.⁴

Percentage of employees by industry

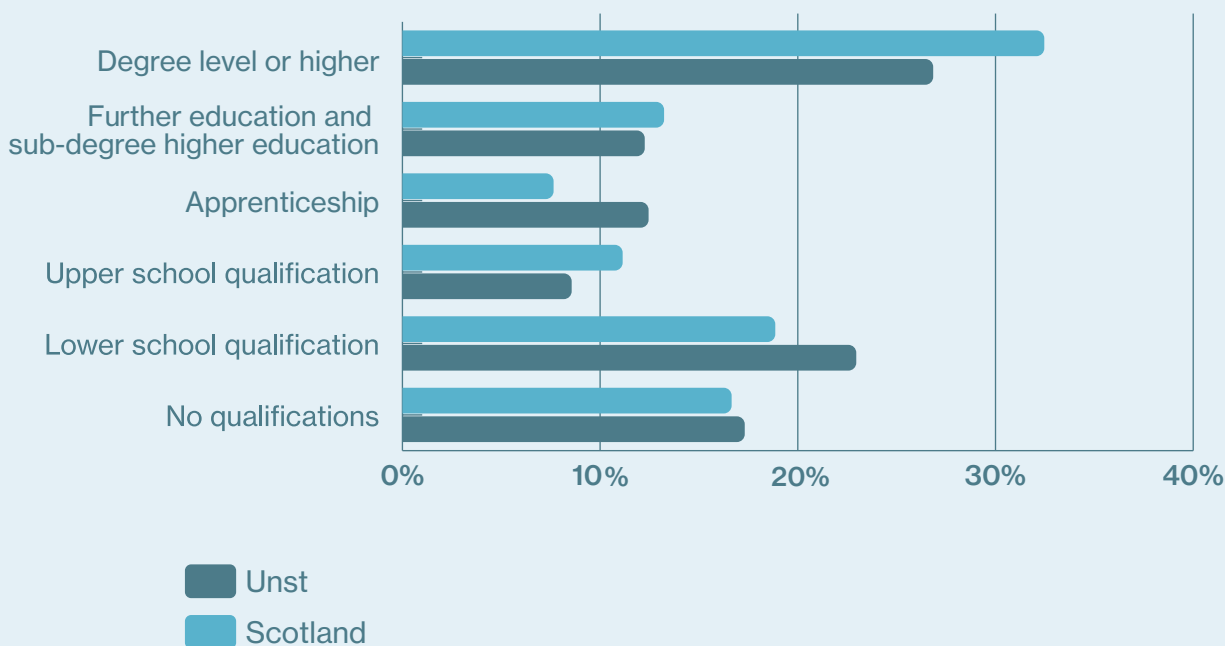


⁴Source: <https://www.nomisweb.co.uk/sources/jd>

1.5 Education

Generally, the education level measures vary slightly from the national averages; 23% of Unst has only a lower school qualification (19% nationally), 8.6% have only an upper school qualification (11% nationally), 12.5% have completed an apprenticeship (7.7% nationally), and 27% have a degree or higher (32.5% nationally). The other two measures 'no qualification' (17%) and 'further education and sub-degree higher education' (12%) are roughly in line with the national averages (16.7% and 13% respectively).

Highest level of education



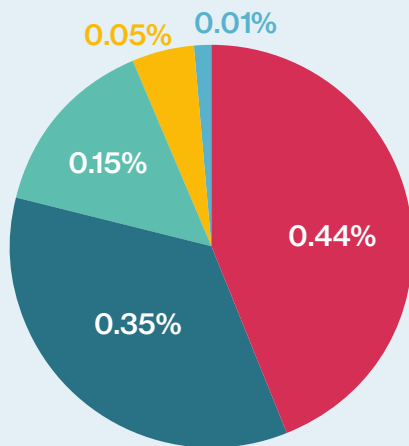
1.6 Health, disability and caring responsibilities

A total of 80.3% of the population say they are in 'good' to 'very good' health; 15% say they are in 'fair' health, and 6.3% say they are in 'bad' or 'very bad health'. 14.6% of the population say their day-to-day activities are 'limited a little' by a disability, but a further 11.4% say it is 'limited a lot'.

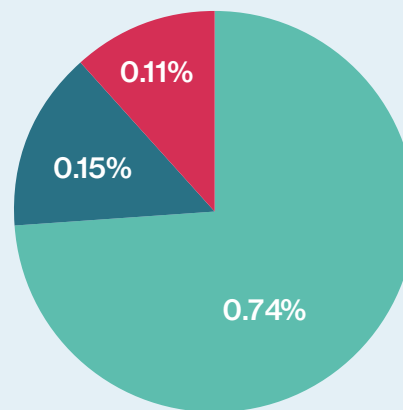
Of the people living with a long-term health condition or disability, 11% are deaf/hearing impaired, 3.6% are blind/vision impaired, 10.5% are physically disabled, 10.2% have a mental health condition and 24.6% are living with a long-term illness or condition.

86 people (14%) in the area are providing unpaid care. Of these individuals, 8.2% are doing less than 19 hours per week, 1.3% do 20-34 hours, 1% do 35-49 hours, and 3.2% do 50 hours or more a week.

People who say they are...



People whose day-to-day activities are limited by disability



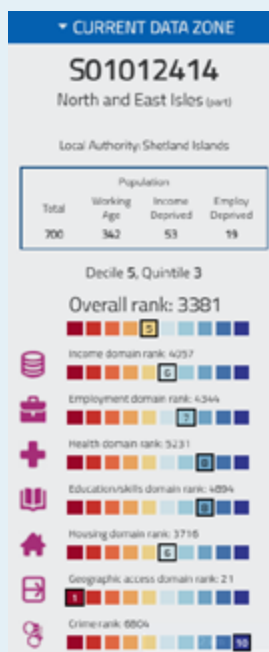
⁴Source: <https://www.nomisweb.co.uk/sources/jd>

1.7 SIMD

“The current evidence suggests that people living in rural areas of Scotland face different challenges than those living in urban areas, and therefore, the experiences of deprivation are not the same. Issues of access to services and housing are of particular importance to people in rural areas.”⁵ Thus, it is difficult to accurately assess deprivation in Unst.

The images below are taken from the SIMD website and show the general levels of deprivation Unst. There is one SIMD data zone that covers the demographic area of Unst and Fetlar: S01012414.

One thing to note is that this area suffers from high levels of geographic access deprivation. Additionally, Unst measures in the 10th decile for crime, meaning there is very little to no crime on the island. And the island does not measure in the lower deciles for all other indicators, the area measures in the 6th to 8th decile in all other categories, so relatively low levels of deprivation.



⁵ **Source:** <https://www.gov.scot/binaries/content/documents/govscot/publications/research-and-analysis/2017/02/scottish-index-of-multiple-deprivation-rural-deprivation-evidence-and-case-studies/documents/rural-deprivation-an-evidence-review/rural-deprivation-an-evidence-review/govscot%3A-document/rural%2Bdeprivation%2Bevidence%2Breview.pdf>

Appendix 2

Asset Mapping

Assets in a community include not just physical assets, but also things like organisations and events, which foster a sense of local identity and civic pride. This section of the report maps out the existing assets in Unst. It is not intended to be exhaustive.

There are plenty of examples of organisations and groups working collaboratively across the community, particularly in large scale events such as UnstFest and Up Helly Aa celebrations.

2.1 Events

Regularly held events include UnstFest – an annual event held in July; the Unst Show – an agricultural show held at the end of summer/end of August; and the Norwick and Uyeasound Up Helly Aa – Viking fire festivals held in February.

⁴**Source:** <https://www.nomisweb.co.uk/sources/jd>

2.2 Community Groups

Unst has a large number of active community groups.

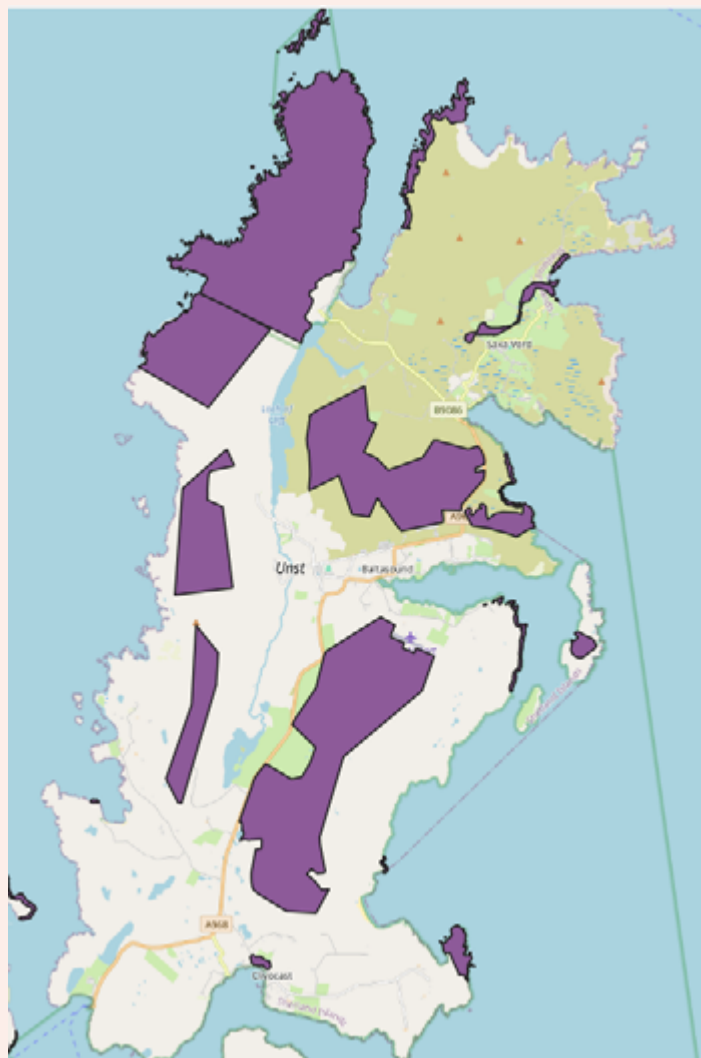
- Baltasound JHS Parent Council
- Baltasound Marina
- Baltasound Public Hall
- North Unst Public Hall
- Norwick Up-Helly-Aa Committee
- St John's Guild
- Unst Angling Club
- Unst Badminton Club
- Unst Boating Club
- Unst Brownies
- Unst Football Association
- Unst Heritage Trust
- Unst Junior Netball Development Group
- Unst Music and Dance Club
- Unst Partnership
- Unst Peerie Knitters
- Unst Pony & Sheep Breeders Assoc
- Unst Rainbows
- Unst Senior Citizens Lunch Club
- Unst Show Committee
- Unst Squash Club
- Unst Under 5's
- Unst Writers Group
- Unst Yoal Club
- Unst Youth Centre
- Unst Youth Centre Trust (Gardiesfauld Hostel)
- UnstFest Committee
- Uyeasound Public Hall
- Uyeasound Up Helly Aa Committee

Additionally, a search on Companies House provides a list of active companies whose registered address is based in Unst, even if they don't have public facilities to visit. These include, but are not limited to:

1. Hamars & Harps Limited
2. Flugga Boats Limited
3. Unst Plant LTD
4. Unst Shellfish LTD
5. Shetland Nature Limited
6. The Shetland Distillery Company Limited
7. Unst Inshore Services Limited
8. Thulecraft Limited
9. Pure Energy Centre Limited
10. Aurora Polaris Yachting LTD

2.3 Natural Assets and Heritage / Visitor Attractions

There are a number of wonderful natural assets from beaches to Sites of Special Scientific Interest. We have mapped the SSSIs in Unst on the following map. These include the following areas:

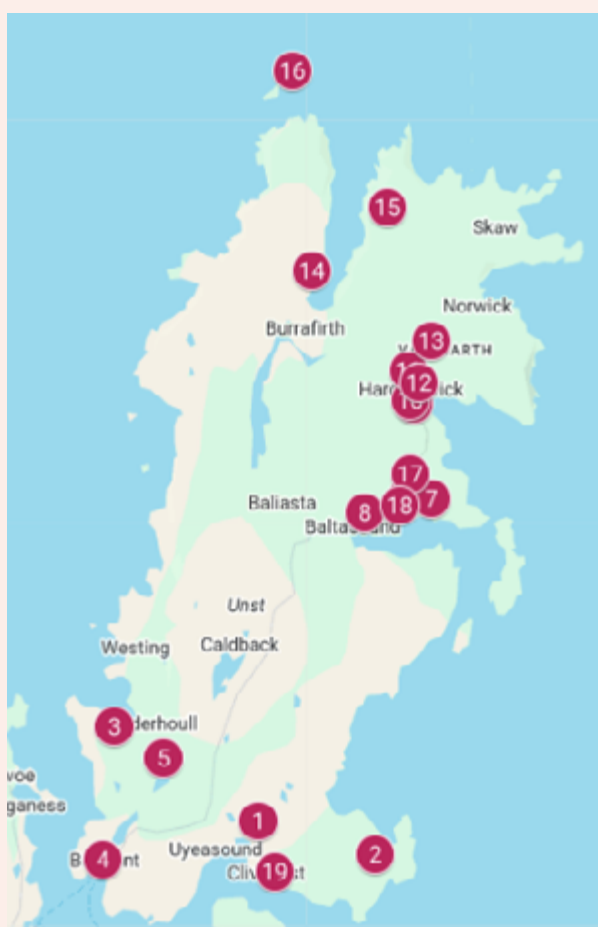


- Lunda Wick
- The Punds to Wick of Hagdale
- Qui Ness to Pund Stacks
- Norwick
- Norwick Meadows
- Saxa Vord
- Balta
- Skeo Taing to Clugan
- Hill of Colvadale and Sobul
- Keen of Hamar Nature Reserve
- Ham Ness
- Hermaness
- Easter Loch
- Curssafeld and the Heogs
- Valla Field

Heritage and visitor attractions are shown in the following map.

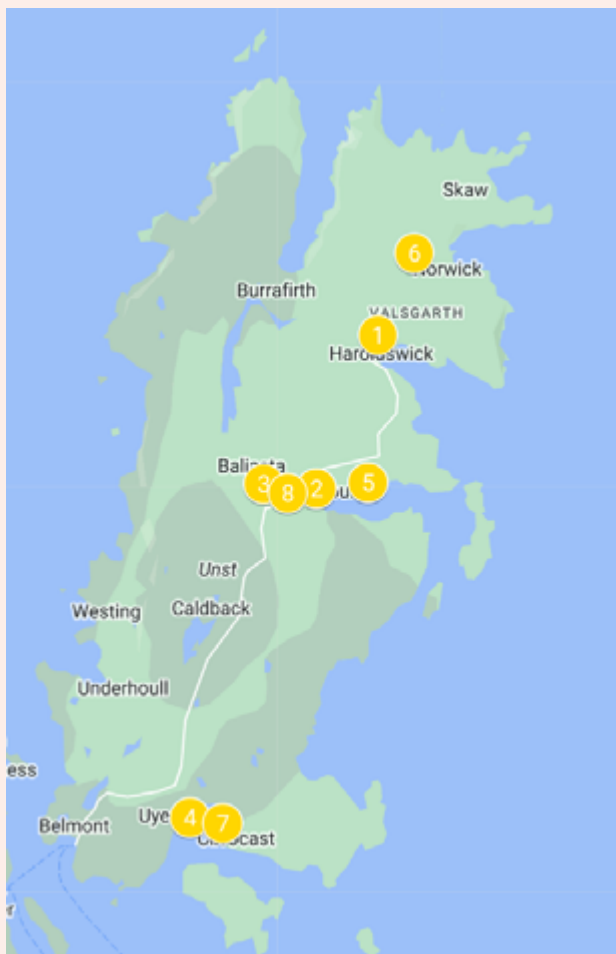
These include:

- 1 Glansin Glass
- 2 Muness Castle
- 3 St Olaf's Kirk
- 4 Belmont House
- 5 Lund Standing Stone
- 6 Bobby's Bus Shelter
- 7 Keen of Hamar Nature Reserve
- 8 Halligarth House
- 9 The Skidbladner
- 10 The Viking Unst Project
- 11 Unst Heritage Centre
- 12 Unst Boat Haven
- 13 Shetland Reel at Saxa Vord Distillery
- 14 Hermaness National Nature Reserve
- 15 Wild Skies Shetland Planetary Trail
- 16 Muckle Flugga Lighthouse
- 17 Baltasound Public Toilets
- 18 Clivocast Standing Stone



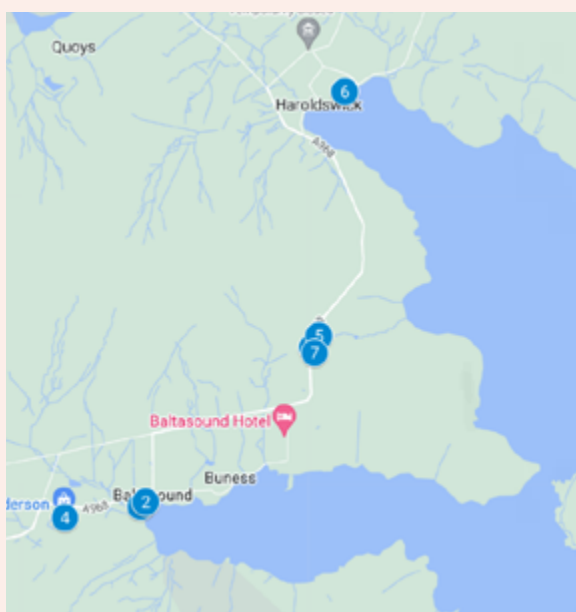
2.4 Building and Facilities

The following is a map of **community spaces and village halls**.



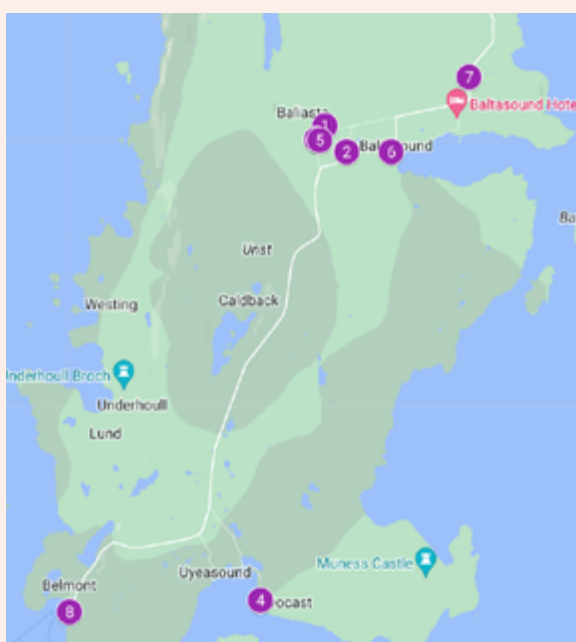
- 1 North Unst Public Hall – Haroldswick
- 2 Baltasound Hall
- 3 Unst Leisure Centre
- 4 Uyeasound Hall
- 5 Unst Boating Club
- 6 Norwick Galley Shed
- 7 Uyeasound Galley Shed
- 8 St John's Church, Baltasound

The following map is of **shops and commercial spaces**, including:



- 1 Skibhoul Stores
- 2 Baltasound Post Office
- 3 Final Checkout fuel
- 4 Ethel's – H Henderson
- 5 Balta Light
- 6 Victorias Vintage Tea Rooms
- 7 UP Shop

The following is a map of **services** available in Unst, including:



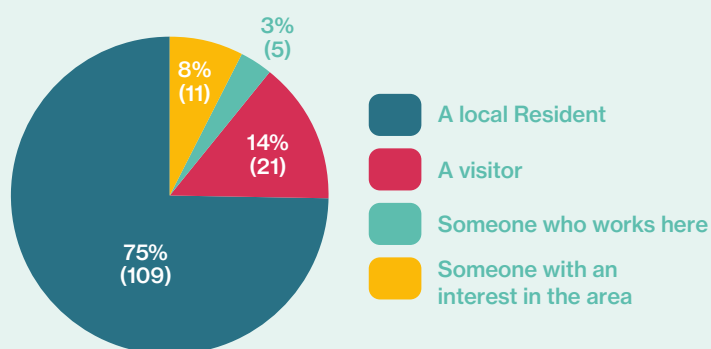
- 1 Hillsgarth Surgery
- 2 Nordalea Care Home
- 3 Baltasound Junior High School
- 4 Bruce Hall Terrace Extra Care Housing Service
- 5 EV Charge Place
- 6 Petrol and Diesel Pum
- 7 Final Fuel
- 8 Belmont Ferry Terminal

Appendix 3 Community Survey

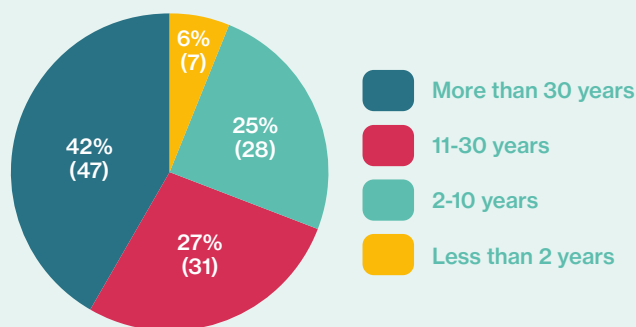
The Unst Community Action Plan survey ran from early November 2024 until the end of January 2025. The survey was advertised on social media and at public consultation events in early December. A total of 148 individuals responded to the survey, This represents around 20% of the population of Unst.

3.1 Respondent profile

Majority of respondents to this community survey were residents of the community (75%, 109 individuals). The other respondents were visitors (12%, 21 individuals), someone who work on the island (3%, 5 individuals), or stated they are someone with an interest in the area (8%, 11 individuals).



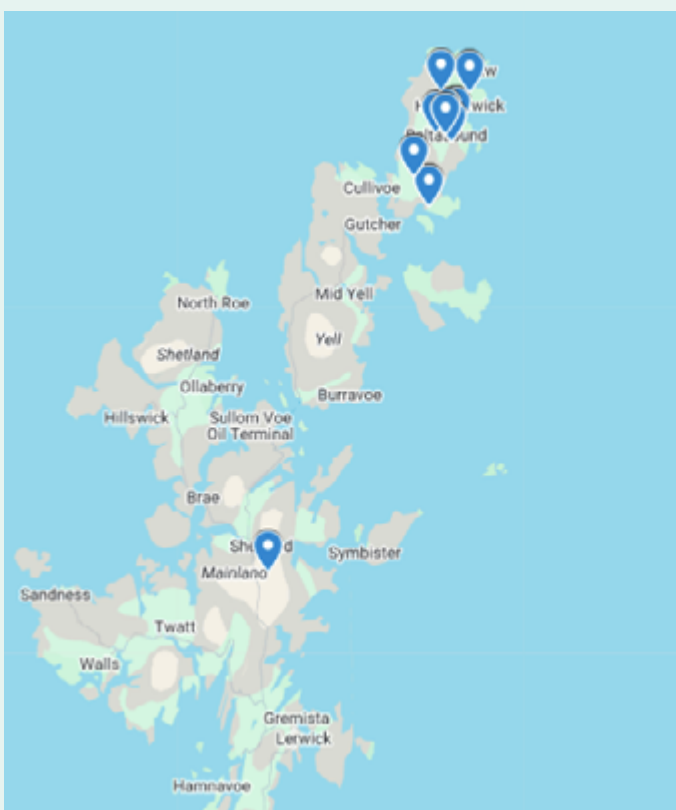
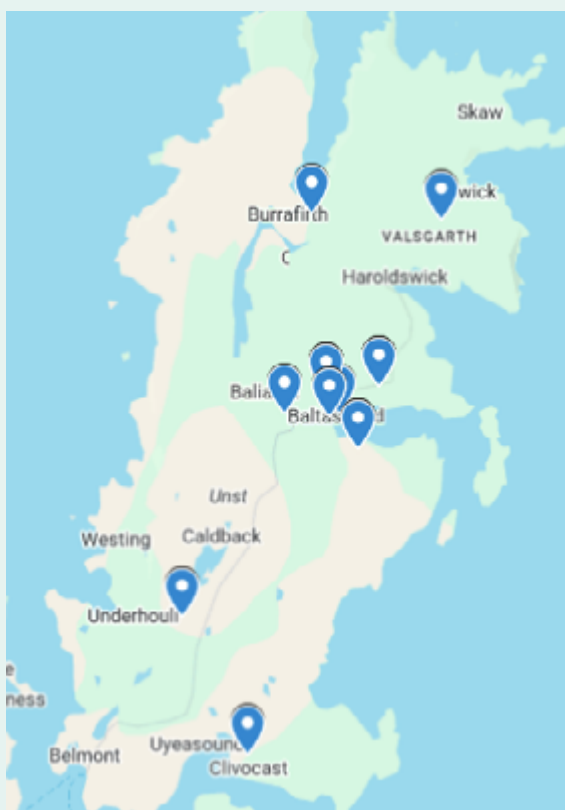
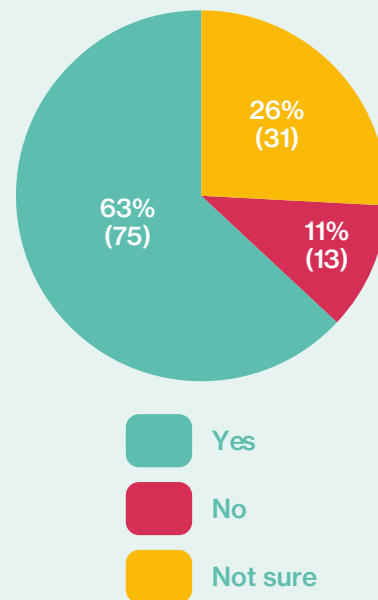
Of the respondents who are resident on the island, the majority have lived on the island for more than 10 years, (69%, 78 individuals), with 42% of respondents having lived on the island for more than 30 years. Only 6% of respondents (7 individuals) have lived on the island for less than 2 years and 25% (28 individuals) have lived on the island for 2 – 10 years. The other 33 respondents were not resident on the island.



Residents were then asked if they expect to still be living on the island in 10 years' time. 63% (75 individuals) indicated they would still be living on the island in 10 years' time, but notable number were not sure (26%, 31 individuals) or said no (11%, 13 individuals).

Comments to this question reflected uncertainty of work and housing, but a number were from former residents who have already moved away.

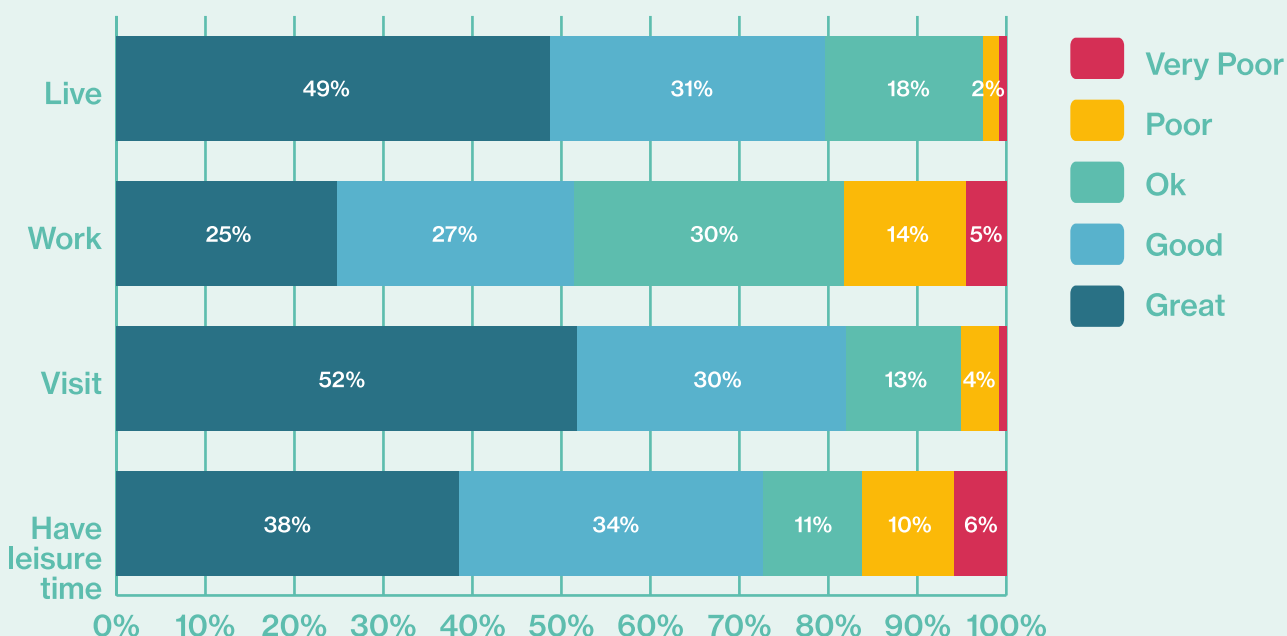
Respondents were asked to leave their postcode in order to illustrate the spread of responses across the island. However, given that some postcodes only represented 1 – 4 households, it was decided to only include postcodes that had 5 or more respondents in order to protect anonymity. So the following map illustrates locations where more than 5 respondents came from, so some respondents will not be represented on this map.



3.2 The Community

Respondents were asked to rank the community as a place to live, work, visit and have leisure time.

As a place to live, Unst rank highly, with 80% (90 individuals) ranking it as a good or great place to live. One respondent said it was very poor and 2 said poor. As a place to visit, Unst rated high, with 82% of respondents (95 individuals) saying it is a good or great place to visit. One respondent said it is a very poor place to visit and 5 said poor. As a place to have leisure time, 72% of respondents (85 individuals) said it is a good or great. 16% of respondents (19 individuals) said it is a poor or very poor place for leisure time.



For survey respondents, Unst is not as ideal as a place for work. In response to the question how it is a place to work, 52% said it is good or great (56 individuals), 30% said it is ok (33 individuals), and 19% said it is poor or very poor (20 individuals).

When filtered by age of respondent, 64 of the 109 who responded to this prompt, are of working age (under 65) and they rank work at 27% (17 individuals) great and 30% (19 individuals) good, so 57% which is roughly equal to the general view, albeit a bit higher.

3.3 Assets and Challenges

Survey respondents were asked to list three things they liked most about Unst and three things they would like to see improved in the area. The following tables summarise the responses to these open answer questions.

105 individuals responded to the assets prompt, leaving a total of 296 comments with 309 things that they like most.

Theme / Subject	Total number of mentions	Quotes from survey
<p>People and community.</p> <p>Not just the people, but the range of community events and activities.</p>	<p>32% of all comments (97 mentions)</p>	<p>Community events and efforts The community/people Strong community spirit Resilience of local people Quality of friendships Good community spirit / usually always help available if needed Friendly and welcoming Community and spirit keeping the whole island as one</p>
<p>The natural environment</p> <p>From the beautiful scenery, idyllic beaches, and abundant wildlife</p>	<p>28% of all comments (92 mentions)</p>	<p>Beaches and local wildlife Its home beautiful scenery Clean air and waters Natural beauty Good environment wide open spaces Beautiful places to explore Plenty of wildlife</p>
<p>It is a safe, peaceful and quite place</p>	<p>20% of all comments (63 comments)</p>	<p>Vibrancy but quietness at times The peacefulness Peace and quiet Safety of island life Safe Environment for bringing up families. Cars and homes do not need locks Safe to let kids out to play</p>
<p>Amenities and Facilities</p> <p>Including the leisure centre, the school, variety of shops and tourist destinations.</p>	<p>9% of all comments (27 mentions)</p>	<p>Unst Health Centre - appointments available within a few days usually Shopping options School Leisure centre Easy access to shops The range of amenities</p>

Theme / Subject	Total number of mentions	Quotes from survey
<p>Culture and Heritage</p> <p>This includes the history of the island, the perceived 'way of life'</p>	6% of all comments (17 mentions)	<p>Unique place to live</p> <p>Work life balance</p> <p>Up Helly Aa's</p> <p>Arts and local artists</p> <p>Local history</p>
<p>Outdoor activities</p> <p>Generally walking and fishing</p>	5% of all comments (14 mentions)	<p>Best sea fishing in UK</p> <p>Outdoor/walking activities</p> <p>Opportunities for outdoor recreation</p> <p>Local walks and scenery</p>

Respondents were then asked to list 3 things that needed to be improved. 104 individuals responded to this prompt, leaving a total of 271 comments with 274 things to improve.

Theme / Subject	Total number of mentions	Quotes from survey
<p>Transportation and transport connection to the rest of the Shetland.</p> <p>Generally the ferry service, a need for a tunnel/fixed link, and need for better connected transportation services.</p>	30% of comments (82 mentions)	<p>Better connectivity to the mainland of Shetland</p> <p>Better public transport</p> <p>Easier transport to the area (improved ferry service/bus)</p> <p>Ferries improved so no delays for locals especially</p> <p>Ferry capacity (often fully booked at peak times)</p> <p>Inter-island ferry reliability in the short/medium term</p> <p>Transport for those who cannot drive</p> <p>Tunnels instead of ferries</p>
<p>Facilities and Amenities</p> <p>Including tourism infrastructure, a place to eat in the evening, grocery deliveries to the island, more trades available</p>	20% of comments (56 mentions)	<p>Somewhere for evening meals even if it was seasonal</p> <p>Supermarket deliveries</p> <p>Bicycle racks at shops/etc.</p> <p>Areas for pets to run and walk</p> <p>More access to home improvements at a fair price</p> <p>Better dental services</p> <p>Safeguarding/improvements in service without fear of cuts</p> <p>Local hotel accommodation</p> <p>Clear signage to different parts of the island, it is not always easy to find places</p> <p>Seating, picnic benches</p> <p>A police presence</p>

Theme / Subject	Total number of mentions	Quotes from survey
Housing	10% of comments (27 mentions)	<p>Curtailment of self-catering houses which take property off the local market and/or price it out of reach.</p> <p>Affordable housing for young families and single people.</p> <p>Housing for younger generation</p> <p>More housing to attract people to vacant jobs.</p> <p>New housing development (by Council or Housing Association?)</p> <p>More social housing</p>
Employment and Jobs	8% of comments (22 mentions)	<p>More employment opportunities</p> <p>Employment for young people</p> <p>I would like to see better opportunities to attract people back here who are economically active</p> <p>Jobs and business</p> <p>Support for small local businesses</p>
Regular community events and opportunities for young people	8% of comments (22 mentions)	<p>More regular social events, not one offs</p> <p>The halls showing monthly movies or music events etc</p> <p>More social activities</p> <p>Opportunities for young adults</p> <p>Playparks</p> <p>More diversity in outdoor equipment e.g. climbing wall for older bairns</p>
Better Wifi	7% of comments (19 mentions)	<p>Connectivity - internet issues</p> <p>Better internet connectivity</p> <p>Mobile coverage</p>
Roads, pavements and paths	4% of comments (12 mentions)	<p>Better maintained roads</p> <p>Cycle paths for safety</p> <p>Safer roads</p> <p>Community walking areas – pathways</p> <p>Foot paths for bairns and adults to allow them to walk cycle</p> <p>Safely especially when the verges alongside single track roads are not being cut.</p>

Other areas of improvement also included, but fewer times than those listed above are:

- Cleanliness
- Cost of living issues
- Anti-social behaviour

3.4 Place Standard Tool

The survey asks respondents to rank the following elements of life from 1 - 7 (1 is very bad and 7 is very good). The following image illustrates where the themes fall after being rated by the community.

The following is a summary of comments left to the fourteen areas covered by the Place Standard Tool.



Moving Around

4.3 ★★★★★

Good

Respondents highlighted Hermaness specifically as a good place for walking. There were also comments about how the walking paths around the island are nice and that nature is easily accessible.

To Improve

The major area for improvement mentioned was the need for pavements along the roads. Specific areas mentioned were for the school, in Baltasound, around Nikkavord Lea, and pavements for push prams and wheelchairs. In addition to pavements, cycle lanes were noted as needed, due to narrow roads and the fact that walkers, cyclers, and roads sharing the same space. The need for stile maintenance, access to some beaches, and better signage for walks that are not well known were also mentioned. Areas of poor street lighting were also mentioned.

Public Transport

3.2 ★★★★★

Good

Generally public transport ranks poorly in Unst. A few survey respondents acknowledged that the rurality and population numbers make a good, regular, reliable public transportation service difficult to offer and sustain.

To Improve

The biggest area of improvement noted by respondents was that there are too few bus services, that one bus to and from the mainland every day is not enough. A Sunday bus services was noted as an area for improvement. Related to frequency is that the timing of public transport connections is poor. Additionally, a number of respondents noted the difficulty in reading/understanding the bus timetable. A local island bus was suggested, as a way for individuals to access the main road, shops, and walking locations. And the ferry's lack of reliable service and frequency, especially in the high season, is an issue. A number of respondents noted that it is impossible to live on the island without a car.

Traffic and Parking

5.3 ★★★★★

Good

A large number of respondents noted that generally, traffic and parking in Unst is not a problem and that things are usually fine as they are. There was also note of the availability of e-bike hire at the leisure centre.

To Improve

Despite indicating things are generally fine, there are still areas of improvement for traffic and parking in Unst. Speed was one of the top concerns raised. A lack of reliable charging points for electric vehicles was another area of concern. It was also noted that parking places at tourist attractions or during community events can be problematic. A couple of individuals mentioned the condition of the roads, signage on single track roads (to help tourist with passing places), and camper van facilities would help improve traffic and parking.

Roads and Public Space

5.1



Good

A number of respondents indicated that generally the roads are fine and the island is tidy. The annual voar redd-up was mentioned as a reason for the tidiness.

To Improve

Although many respondents felt the island was generally tidy, dog mess and rubbish on the beach were two areas of improvement. There was a suggestion of more dog waste bins, better weather resistant bins, and bins at the top of beaches for individuals to put rubbish into. Issues on the roads were around localised flooding and road conditions as a result of the Space Port traffic and fibre cables being installed. A lack of road markings, a lack of lighting and a lack of pavements along the roads were also areas for improvement.

Natural Space

6.0



Good

Generally, respondents felt the natural environment in Unst is good. Hermaness was highlighted in particular. This is evident in the prominence of the natural beauty in the list of the top 3 things people like most about Unst.

To Improve

Areas for improvement are largely around accessibility of the natural spaces. It was noted that the beauty of Unst is accessible by able bodied people, but not by those who are less able. Specific areas for improvement include: stile maintenance, parking issues at access points, a need for more trees/biodiversity, and a need for picnic benches in more areas of the island.

Play and Recreation

4.8



Good

It is generally felt that the play and recreation facilities in Unst are good. The Leisure Centre was highlighted as a good facility and some felt the play parks were adequate.

To Improve

Despite the Leisure Centre being largely perceived as good, a few comments indicated that improvements could be made to opening hours, information sharing, evening offerings and adult activities. Additionally, a large number of respondents felt the play parks could be improved upon. A few respondents felt there could be more offerings for adult social/recreational activities in the evenings, more offerings for older young people, and more opportunities for inside/bad weather activities.

Facilities and Services

4.5



Good

Generally respondents felt that facilities and services on the island are good. Despite the praise for the leisure centre, GP practice, school, shops, postal service and halls, most respondents also had a few suggestions for improvements.

To Improve

The top two areas for improvement mentioned by survey respondents was the need for a dental service and the need for more options for eating out in the evening. There was also the suggestion for more or better signed public toilets and facilities for camper vans to empty their waste. Although the shops were praised for being good, there were a number of respondents who commented on the prices of goods in the shop. And again the ferry service was mentioned as an area for improvement.

Work Opportunities and Local Economy

4.1



Good

The shops in Unst were noted as being good by survey respondents.

To Improve

There was generally a sense that there are too few options for work in Unst. The primary employers noted by respondents were the care industry and aquaculture. There was also a feeling that the jobs available offered little professional development. While the shops were appreciated, a few people commented on the high prices. It is clear that there is more need for eating out opportunities, which would be used by the local community as well as tourists. Additionally, some respondents noted a lack of trades people on the island, a concern about the profitability of businesses on the island and the fact that the ferry service can negatively impact on the economy. There seemed to be contradictions in the perception respondents have around the economy. A few felt that there were enough job opportunities, while a number posed the opposite view.

Housing

3.3



Good

Only a handful of individuals felt that housing was fine or had no opinion on the topic.

To Improve

There is a general consensus that there needs to be more housing available on the island. Respondents indicate that both 1 or 2 person homes, as well as family homes are needed. There is a need for both rental as well as to buy properties. A large number of respondents noted that the high rate of holiday homes is affecting how many homes are available and mean first time buyers are not able to compete. Additionally, it was noted that the council housing that is available needs to be repaired and better maintained.

Social Interaction

5.0



Good

Majority of respondents felt that there was plenty of opportunity and facilities that enable social interaction. Specifically mentioned were the three community halls, the leisure centre, Balta Light, church social groups, and the shops are all good place to meet and bump into people. There were seasonal, one-off events mentioned like UnstFest.

To Improve

Specific areas for improvement were largely around offering a wider variety of regular events. There was also a request for a wider variety of options, noting that many social opportunities are only around sport, alcohol consumption, or for specific demographic of people like older people or young kids. Regular family events, events for working adults who are only available in the evenings, and weekend events were included as opportunities for improvement. A couple of respondents noted possible accessibility issues at events and requested support for public transport to facilitate attendance at events.

Identity and Belonging

6.1



Good

It comes through quite clearly that the sense of community in Unst is very strong. The community were described as welcoming, friendly, supportive, and only made possible by volunteers. One person described this as “the best thing about Unst!”.

To Improve

Despite the sense of community ranking high for Unst, there were still a few suggested areas of improvement. It was noted that the settled community can be cliquy or difficult to get into as an income, some describing it as unwelcoming to incomers. Some respondents acknowledged that the willingness to get involved by community members has changed over time, with some residents just choosing not to get involved. It was suggested that perhaps there need to be a wider variety of ways to get involved and that more regular volunteers are needed.

Feeling Safe

6.3



Good

Majority of respondents indicated that they feel safe in Unst. One called it the “safest place on earth” and another said “Unst is where I feel safest.” According to respondents, this safety makes Unst a great place to bring up kids.

To Improve

There were some suggestions/concerns raised by some respondents. A lack of regular police presence was a concern, issues related to wide spread alcohol consumption and concerns about speeding, with or without alcohol as a reason. One respondent noted the need for services to change should the population grow and another was concerned about the time it would take to receive emergency medical treatment.

Care and Maintenance

4.6



Good

Only a handful of respondents felt that all was well in terms of care and maintenance.

To Improve

Road repairs, resurfacing and potholes, and council properties needing repairs, including houses, school, leisure centre were the areas mentioned most for improvement under care and maintenance. There was some mention of improvements need to pavements. The general state of the radar station and Saxa Vord were noted by some as being unsightly. The roads in the north of the island were specifically mentioned as being in a poor state. Other areas specifically mentioned for improvement by at least one respondent include: SHE houses, Baltasound Pier, signs at Belmont Ferry, Bobby's Bus Shelter, and derelict croft houses.

Influence and Sense of Control

3.8



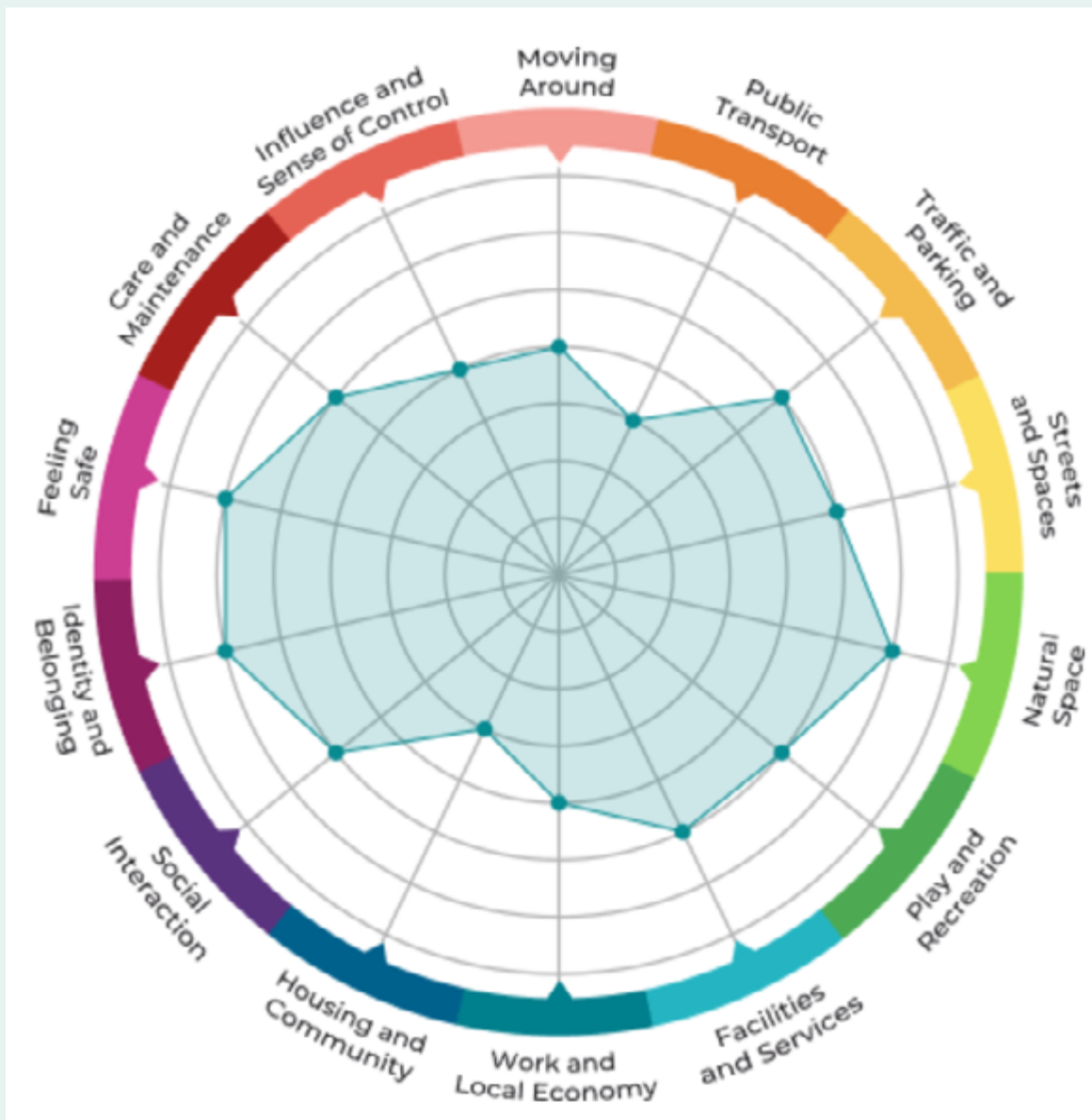
Good

Despite a generally negative view on influence and sense of control, some respondents did comment that the local community council does its best and does listen. Local Authority Councillors were named as being relatively supportive. The Unst Partnership was also named as doing its best to keep residents informed.

To Improve

There was a general feeling that Unst has no influence and is not listened to within Shetland Island Council and by the wider Scottish Government. It was felt that Unst is too small, too few voices, and not enough financial impact to be listened to. The failing ferry service was noted as an example of SIC not taking action for Unst. There was also the suggestion to use a different media tool than Facebook to update residents.

The following illustration from the Place Standard Tool also illustrates how the community perceives these topics in Unst.



3.5 Project ideas and initiatives

Respondents were asked to list up to two project ideas and initiatives. There were 137 different project ideas. Many of these are a reflection of the challenges listed by respondents earlier in the survey.

The table below is a summary of these ideas and initiatives.

Theme / Subject	Total number of mentions	Quotes from survey
<p>Transport Connectivity</p> <p>Better ferries, better ferry provision or a fixed link / tunnel between Unst and the rest of Shetland.</p>	<p>26% of ideas (35 mentions)</p>	<p>Tunnel Fixed Link Tunnels to replace ferries A better ferry service in the short to midterm, with Fixed links in the long term. Reliable renewed ferry service. Our ferries are dying, they are old and need replaced until such time we get a tunnel.</p>
<p>Jobs and Business Support</p> <p>This includes expanding employment opportunities, offering small units and start-up support, offering business incentives, and hopes that the Space Port will offer opportunities to locals.</p>	<p>17% of ideas (23 mentions)</p>	<p>Jobs to encourage young people and families to move here to give our island a future More initiatives for local people to use and go to their local businesses Small units to hire at reasonable prices for those who would like to start businesses Promote local crafts and skills Employment for young people. Would be good to see the space centre following up on past promises about skilled jobs for young people and bringing young families to the island</p>
<p>Community facilities and events</p> <p>Better facilities for the community (school, social care, play park, etc) and more activities or events for the whole island (not just a specific portion of the population)</p>	<p>16% of ideas (22 Mentions)</p>	<p>Each hall to be open through winter, Oct to April, maybe 3 days a week as a warm space, for cuppas, board games available, socialising, access to Internet Tool library Men's shed Improvement to playparks Ongoing support for the skip programme Allotments with spaces in polycrubs for rent. Great for providing fresh food and exercise Big cinema screens in the halls showing new and old films monthly More for young adults to do, more accessible activities for those without their own transport</p>

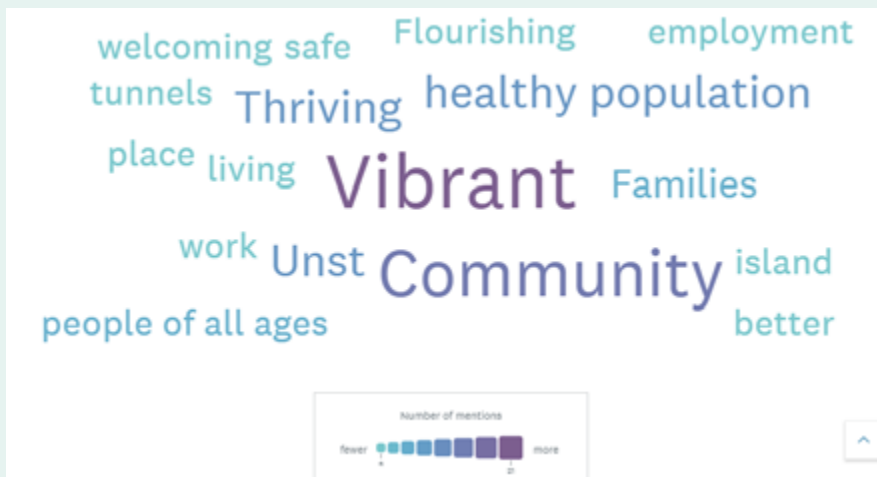
Theme / Subject	Total number of mentions	Quotes from survey
<p>Better tourism infrastructure</p> <p>From better signs/ information boards/ maps, to campervan infrastructure, additional accommodation and hotel offerings, and additional places to eat.</p>	<p>14% of ideas (19 mentions)</p>	<p>Additional accommodation/b&b for through the tourist season Somewhere to eat out of an evening for visitors and local people. Tourism development strategy is very much needed New caravan site Clear up old radar site at Saxa Vord Hill, build an interpretation centre up there</p>
<p>Housing</p> <p>Developing more housing, to rent and to buy, minimising the number of second homes, support for housing upkeep/maintenance.</p>	<p>12% of ideas (16 mentions)</p>	<p>New housing development Affordable housing Housing for our grown children New family homes to rent Some sort of housing grant for locals to get on the property ladder would be great to see, or support with renovating unused properties</p>

Other initiatives/project ideas that had fewer than 10 mentions include:

- Those which support population retention
- Cleanliness ideas
- General SIC investment
- Roads & Parking, Pavements
- Green infrastructure
- Unst Airport
- Education Support

3.6 Unst in 10 years

Respondents were then asked how they would like to be able to describe the community in 10 years' time. The following word cloud is an illustration of key themes highlighted in the 67 statements provided.



Some examples of statements are:

- Vibrant, diversified, attractive place to live and work, and with growing population especially 20yr - 50yr age bracket.
- Vibrant and viable - we need a tunnel!
- A place for all to feel welcome and included with lots of activities and venues to suit all ages and interests
- Still hanging on
- I hope in ten years times Unst is still a thriving community and not just a retirement village. I hope there are still plenty of jobs and reasons to stay here and enjoy life as I know it now.
- It would be nice to see Unst continue to flourish.
- If we do not get a proper ferry service or tunnel and adequate housing for families I dread to think what Unst will look like in ten years' time.
- Not overrun by wind farms and launching of rockets

3.7 Final Comments

When asked for any final comments, a large proportion of those who left one reiterated the need to better connection to the rest of Shetland; a better ferry service or fixed link, and the impact this will have on the future of the island. There were additional comments on concerns about sustaining the population and its services. And finally, some just expressed positive feelings and thoughts about the island.

Appendix 4

Public Meetings

December 2024

What are the challenges in the community?

1	An increase in demand for care and a challenge finding staff
2	Not enough housing available for local people
3	This is an ageing population and there needs to be services and facilities for older people
4	Housing – too much single occupancy
5	Cost of living (26% more expensive than Shetland) related to energy, items in the shops and getting work done.
6	No bus on a Sunday which creates an issue getting home from events in Lerwick for example
7	Lack of places for eating out at night is a major gap for locals and visitors
8	People retire for a quiet life and there is an element of the population who don't want change.
9	Connectivity – Ferries need to improve, and Tunnels need to be considered. There is already a large amount of funding in place for consultation and for research.
10	There is a change in society with a feeling that people are less involved than they use to be.
11	Too many holiday homes (30+)
12	Cost of building prevents development.
13	Lots of people live alone and this has an impact on the availability of housing. Single people in large houses is an issue
14	The island is not accessible to people with disabilities
15	Minimal services for men and boys
16	The cost to visit the island is high – this can mean that friends and family can't visit so easily
17	Hard to get trades here
18	Air BnB – means people don't rent to key workers or locals

What are the good things to invest in?

1	3 Community Halls
2	Culture of mutual support
3	Good education / School
4	Youth club
5	Sports centre
6	4G good – but very expensive internet connection
7	Health centre
8	Good Social care here. There are two residential care facilities but there are staffing issues. There is a good GP, and the emergency helicopter is 1 hour away
9	Hostel
10	Heritage Sites
11	Unst partnership – looks after community
12	St Johns Church of Scotland and the Methodist Church
13	Up Shop is highly value. As well as important items for sale to the general public, there are often requests from people moving into empty house to get a suite of affordable items
14	The UP Helly Aa
15	Bruce Hall (sheltered housing space)
16	Nordalee (care centre)
17	Unst Fest
18	Halls very hard working committees
19	Leisure centre - Good for people of all ages (plan for accommodation) was a gathering space for young people- keep people mobile very encouraging

What new things do we need?

1	Dental service
2	Integrated transport
3	Help for young people to build houses
4	Apprenticeships to keep young people here. This could be training for Net Zero such as insulation with links to builders on the island,
5	Re-open the tourist office "Visit Unst"
6	Community bus
7	Evening meals
8	Subsidy for housing for young people
9	New ferry
10	Bus on a Sunday
11	Community buy out of the hotel – needs investment
12	Youth Activity – too much sport related. If young people are interested in music, they have to travel to Lerwick
13	Community use/Community buy out of empty properties
14	Community skip (council used to do that but it is now a valued community run service)
15	Mental health project
16	Light industrial units
17	Upgrade old butcher's shop
18	Extend a hall and consider adding a laundry
19	Updates from the space port about what is happening there
20	Protect existing facilities especially Leisure centre & Halls
21	UP shop open longer
22	Men's Shed – skills development – re-use project.
23	Services for boys
24	Emergency power for people with disabilities – emergency generators
25	Affordable housing
26	Glamping pods on the football pitch
27	Resilience plan needed for power cuts weather etc.
28	Eating in the evening
29	Changing places/ toilets
30	Inter-generational volunteering

February 2025

Where do we need change?

1	Visitor centre at Spaceport
2	Wider Road
3	Give way signs

Theme 1

An Active Place for Everyone

1	Men's Shed / workshop
2	Beach toilets
3	Beach benches – picnics
4	New Zip Lines and large climbing frames in the play parks
5	Childcare
6	More activities for younger adults – not all focused around drinking, not visible but can be a lonely age.

Theme 2

A Connected Place. Improved broadband

1	A tunnel x 7
2	Install additional EV charging points for public use.
3	Tunnels desperately needed!!
4	Later ferries to go to an event in Lerwick
5	Ferry: A worry for visitors - Salmon must be fresh
6	Booking system
7	Bus to Brae for shopping – not Lerwick
8	Ferry booking system that works
9	Tunnels
10	Transport for elderly or other people who can't drive: (dial a ride / community transport or ...)
11	Afternoon bus service to connect with NorthLink service
12	Wider road on Setters Hill between final checkout and long house
13	Give way sign at top of hill for vehicles coming up the hill
14	Path She / Nikkavord Lea to health centre

Theme 3

A resilient place where people can stay (housing and core services)

1	Small community led housing project – investigate
2	Poor homes restrict jobs
3	Lack of housing: starter (downsizing death / divorce, single income)
4	Build kit houses as starter homes: Land - From owners & National Trust?!
5	Inter-Island bus service or Dial-a-bus
6	On island dentist, hearing, optician, chiropodist – even if visiting monthly / quarterly
7	Youth club next to school only open one day: (youth worker) / Run by the children / Check insurance
8	Investigate void houses

Theme 4

Protect the natural environment

1	Upgrade the Playpark
2	Viking Longboat & Longhouse: Maintain & preserve
3	Places to visit: In season and out of season / Unst Heritage Centre / Boat Haven / Halligarth (on hold)
4	Places to eat! : Tea & coffee & cake? / Lunches / evening meals?

Theme 5

An enterprising place

1	Light industrial units: Rates and bills overpriced
2	More jobs available than people to do them: E.g. shops, care homes
3	Concern – pressure on local businesses especially cafes
4	More opportunity for jobs anywhere to be undertaken in Unst
5	How jobs are advertised
6	Not enough available accommodation for people to purchase
7	No meals after 5pm
8	Business network
9	Poor hotel accommodation
10	Needs to encourage more people too return / move up – more housing?
11	Encourage crafts / entrepreneurialism
12	40% more expensive
13	Too expensive for family tourists
14	Poor pay or seasonal / part-time

What new things do we need?

1	Previously a thriving community	
2	RAF	
3	Post covid people no longer come to things	
4	Amenity Trust	Longship
		Longhouse
		Hard to sustain with few volunteers
		Cost
		Donation box only
5	Concern over drugs obvious	Distribution and pushing and selling
		We need to protect our children, the next generation from this.
		We need obvious and visible deterrents and consequence
6	Childcare	Difficult to solve as not commercially viable but causes real issues for parents without wider family or family that is still working too.
7	Alcohol / bad drinking	
8	UP Shop	Up sales
		Skip service: - Subsidised from shop takings - White goods have to be paid for
		Subscriptions paid
		And need families
9	Up generally	
10	Info for visitors	
11	Story = loss of council services	

Appendix 5 Children's Consultation

Brownies

Ideas for Unst – 1 yr

1	Dog shelter
2	Cat shelter
3	Beach huts!
4	More clubs for bairns!
5	Another hairdresser
6	Park for walking in
7	Drive through coffee place
8	Wildlife place – Pygmy Goats
9	Fix playparks – too rusty
10	Butterfly House.
11	Fun things on the beach – café, toilets, picnic benches = beach toy library
12	Fix Bobby's bus shelter
13	Better internet
14	Lines on the school football pitch
15	Dog playground
16	Cat playground
17	Another playpark – side , climbing wall, high and low ropes

Ideas for Unst – for the future

1	Beach huts
2	Bigger library
3	Animal café
4	Girl guide group
5	Reptile house
6	Soft play
7	Cat/dog shelter
8	Drive through coffee shop
9	Starbucks
10	Butterfly house
11	Ant house
12	Tesco
13	Garden Centre
14	Clothes shop
15	Shopping centre
16	Park for walking
17	Horse ring
18	More shops
19	Waterpark turns into ice rink in winter
20	More take away outlets
21	Crazy golf
22	Bump cars
23	Bowling
24	Fun fair
25	Theme Park
26	Baking clubs

Appendix 6

School Session

Unst School Session Notes – February 2025

Good things

1	Re-open airport	Because everything takes time e.g., to go to the dentist
2	Post Office	
3	Everybody knows everyone	
4	Resilience	Supportive group
5	People enjoy living here and need housing to return	
6	Safe	
7	Calm	
8	Quiet	
9	Community halls	Potential own spaces
10	Balance	
11	Nature – sustainable tourism	
12	Trailer on Hermaness for walkers	To maybe move around
13	Cake boxes	
14	Honesty boxes	
15	Isolated in a good way	

Challenges

1	Vet comes once a week but has no equipment	
2	Tea rooms closed	
3	Reduced café (take away only)	
4	WiFi may be coming soon	
5	Housing e.g., no small flats for young starters	
6	Better retail	
7	No dentist	
8	Improve the Hotel	Pub small and needs a nice bar
9	Current shops expensive	
10	Whole day to day stuff in Lerwick	
11	Getting about the island	
12	Shared vehicles	
13	Poor halls	Cold
		Poor quality
14	Ferry	Frequency
		Timing
		Often off due to the weather
15	Jobs very limited	
16	Island very spread out	Transport or sleep over?
17	Need the houses	
18	Wrong place	
19	More bus stops	Better protected from elements
		Lights
20	Pot holes and pavements	
21	Places to eat (McDonalds)	
22	Poor for tourism	Will be attracted to spaceport
23	Not much for young people to do	Only sporty
		Proper football pitch
		Cash is gone to Spaceport
24	Entertainment	
25	Cinema	Screen machine
26	Food trucks round the island	

Appendix 7

Stakeholder Interviews

Key local stakeholders and partners were interviewed either virtually, one to one, or during visits. This included local businesses, the Community Worker, Shetlands Islands Council, school teachers and the Spaceport.

The following are some common issues that emerged;

- There is a need for housing and a need to commission a Housing Needs and Demand Assessment.
- The space port is encouraging new enterprise on Unst and is keen to work jointly with the community to develop things including housing and transport.
- Need to develop apprenticeships to feed into a more specialist economy.
- There are more jobs than there are people to fill them so the issue is recruitment. This is largely linked to the lack of housing on the island.
- The key issue is the poor transport and poor ferry service. Spaceport has bought the airport and can invest in transport.
- Very good GP and health centre.
- Council cuts and decline of oil money mean that people need to be more entrepreneurial and need private sector investment.
- Big issue for the businesses is the need to commute to the mainland – needs better transport links. The solution is to invest in tunnels.
- Some incomers don't want to change – they retired here to ensure it stays the same. That is not a good mix with developing a vibrant economy on the island.
- Has nature and culture that is a great asset.
- Interpretation needed. Eg of the ecology of the island. There is a desire to upskill people who are here rather than bring people in. Unst will become less isolated.
- More visitors will drive local businesses – better accommodation, pottery businesses etc that tourists have an interest in.
- National Trust land and SSSI is an issue to be faced.
- The hotel is poor. There is a big need for a high quality independent hotel.

Appendix 8

Strategic Fit

National Policy

Scottish Government National Performance Framework

Scotland's National Performance Framework provides a vision for Scotland with broad measures of national wellbeing covering a range of economic, health, social and environmental indicators and targets. The Framework is intended to inform discussion, collaboration and planning of policy and services across Scotland, encompassing the public sector, businesses, civil society and communities. There are 11 national outcomes, of which the most relevant are:

- **Environment:** We value, enjoy, protect and enhance our environment.
- **Communities:** We live in communities that are inclusive, empowered, resilient and safe. Investment is to be focussed on deprived communities and disadvantaged rural areas.
- **Young People:** We grow up loved, safe and respected so that we realise our full potential.
- **Enterprise:** We have thriving and innovative businesses, with quality jobs and fair work for everyone.

The vision for the land for learning, health, enterprise and community will feed into these outcomes.

Place Principle, 2019

Adopted by the Scottish Government in 2019, and intended to provide a collective focus to support inclusive economic growth and create places which are both successful and sustainable.

It recognises that:

- Place is where people, location and resources combine to create a sense of identity and purpose, and is at the heart of addressing the needs and realising the full potential of communities.
- A more joined-up, collaborative, and participative approach to services, land and buildings enables better outcomes for everyone and increased opportunities for people and communities.

The community plan is bound by the place of Unst.

Community Empowerment (Scotland) Act 2015 / Land Reform Act (2016)

Helps to empower community bodies through the ownership or control of land and buildings and by strengthening their voices in decision making around public services.

There is a policy move to shift control of assets from the public and private sector to the people.
There is a need for community control of housing, land and potentially a hotel.

Scottish Biodiversity Strategy to 2045

This strategy outlines Scotland's vision to halt and reverse biodiversity loss by 2030 and achieve restored and regenerated biodiversity by 2045. It sets ambitious goals for nature conservation and sustainable management of natural resources.

Scottish Biodiversity Delivery Plan (2024-2030) details the actions required to meet the goals of the Biodiversity Strategy. It focuses on protecting and restoring ecosystems, tackling key pressures like climate change and habitat fragmentation, and promoting sustainable land and marine management.

The focus on biodiversity is vital to the Unst plan.

Scotland's Social Enterprise Strategy, 2016-2026

The vision is that "Over the next decade social enterprise will be at the forefront of a new wave of ethical and socially responsible business in Scotland. It will become a far reaching and valued alternative and a key part of the Scottish way of doing business." A third action plan is under development.

The Unst Partnership's core purpose is to develop this island for the benefit of the community but and we will be continuing to build projects that generate an income.

Community Wealth Building

CWB is a model whereby locally based anchor institutions (such as local authorities, NHS, etc.) focus spend locally to encourage the development of local economies and to limit procurement spend leaking out of the area.

The Scottish Government has bought into this concept and it is rolling out across local authorities. There are 5 key principles;

1. Plural ownership of the economy.
2. Making financial power work for local places.
3. Fair employment and just labour markets.
4. Progressive procurement of goods and services.
5. Socially productive use of land and property.

This is becoming a central policy reference point and the focus on using these five principles to build the local economy of this area will be a major focus, harnessing the buying power of the Council as well as creating local community supply chains to boost the local economy.

Climate Emergency and Net Zero

Recognition of the climate emergency and a need for “transformative change.” With an increasing focus on this as a cross cutting theme in Government is resulting in new policy areas and funding streams from Government and other bodies such as the Lottery distributors.

There are policies at national level, Shetlands Islands Council level and for the third sector.

All our projects will have net zero at their heart.

Scotland's National Strategy for Economic Transformation

This maps out how Scotland will recover from covid in a way that is more than just getting into growth again.

"The ambition of this strategy is not just to grow our economy but, in doing so, to transform our country's economic model so that we build an economy that celebrates success in terms of economic growth, environmental sustainability, quality of life and equality of opportunity and reward."

Key objectives are to;

1. establish Scotland as a world-class entrepreneurial nation founded on a culture that encourages, promotes and celebrates entrepreneurial activity in every sector of our economy;
2. strengthen Scotland's position in new markets and industries, generating new, well-paid jobs from a just transition to net zero;
3. make Scotland's businesses, industries, regions, communities and public services more productive and innovative;
4. ensure that people have the skills they need at every stage of life to have rewarding careers and meet the demands of an ever-changing economy and society, and that employers invest in the skilled employees they need to grow their businesses;
5. reorient our economy towards wellbeing and fair work, to deliver higher rates of employment and wage growth, to significantly reduce structural poverty, particularly child poverty, and improve health, cultural and social outcomes for disadvantaged families and communities.

This policy sets out a commitment to a new economy that the development of Unst can contribute to.

Programme for Government

John Swinney's current programme for Government has four key strands;

1. eradicating child poverty,
2. growing the economy,
3. tackling the climate emergency, and
4. ensuring high quality and sustainable public services.

We will work to the Programme for Government changes where relevant as it changes over time.

Shetland Partnership Plan 2018-2028 ⁶

Shetland Partnership Plan 2018-2028 sets out the overall vision 'Shetland is a place where everyone is able to thrive; living well in strong, resilient communities and where people and communities are able to help plan and deliver solutions to future challenges. The plan sets out four main priorities;

- Participation; people participate and influence decisions on services and the use of resources
- People; individuals and families thrive and reach their full potential
- Place; Shetland is an attractive place to live, work, study and invest
- Money; All households can afford to have a good standard of living

The process of consulting in the community through this project will boost participation and empower the local community. The project aligns with the policy by supporting people in the area to feel like they are a part of their local community and have a say in the decisions that affect them.

Shetland Economic Development Strategy ⁷

The economic strategy exists to support businesses and communities and to create the ideal conditions for growth. Key development areas (which come alongside a series of actions) include:

- Encourage growth, development and diversification of the private sector
- Improve economic participation in local communities
- Link skills, research and development to economic need
- Increase the pace of innovation and the adoption of new technology
- Improve the attractiveness of Shetland as a place to live, work and visit

The strategy highlights Shetland's unique local heritage as the foundation of its thriving arts and culture scene. One of the associated actions to improve the attractiveness of Shetland as a place to live, work and visit is to increase the value of the creative and cultural sector in Shetland and its economic impact. Projects identified through this CAP that align with these principles should be prioritised.

⁶Source: <https://www.shetland.gov.uk/downloads/file/1085/shetland-partnership-plan>

⁷Source: <https://www.shetland.gov.uk/downloads/file/1247/economic-development-strategy>

Shetland Islands Council Corporate Plan 2021-26 ⁸

The plan provides strategic political direction to help Shetland Islands Council focus on the things that can help most to create opportunities and achieve long-term sustainability for Shetland.

'Our Ambition 2021-26' is based on a vision of working together to create a positive, confident and sustainable future for Shetland. A Shetland where the community's opportunities attract people of all ages to live, work, study and invest in the islands.

Drivers for change include Shetland's population balance. With the working age demographic and number of young people decreasing a key aim of the plan is for more young people to remain in, or relocate to, Shetland to live, work, study and raise families, while our older people live active, independent and healthy lives for as long as possible.

Shetland's Tourism Strategy 2018-2023 ⁹

Sets out the key aim to 'work together to help make Shetland a year-round, sustainable tourist destination offering unique and outstanding visitor experiences'. The strategy also highlights the ambition to grow the season in order to ensure a sustainable tourism sector all year round. Despite what is largely a good news story, the strategy outlines some of the challenges facing the tourism sector in Shetland, primarily, the seasonal pattern of activity, with most visitors coming during summertime, therefore the main challenge is to attract visitors out with the summer months. The strategy acknowledges that there is significant scope to better coordinate and extend the provision of festivals and events in Shetland.

Establishing any projects as a year-round offering which are not reliant on seasonality, can attract tourism and provide for locals at the same time should be prioritised.

⁸ **Source:** <https://www.shetland.gov.uk/downloads/file/2586/our-ambition-corporate-plan-online-version>

⁹ **Source:** <https://www.shetland.gov.uk/downloads/file/1248/tourism-strategy>

