

MINUTE

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Development Committee
Council Chamber, Town Hall, Lerwick
Thursday 10 June 2010 at 10.00am

Present:

J G Simpson	L F Baisley
J Budge	A T J Cooper
A G L Duncan	F B Grains
I J Hawkins	R S Henderson
A J Hughson	W H Manson
C H J Miller	R C Nickerson
F A Robertson	G Robinson
C L Smith	J W G Wills
A S Wishart	

Apologies

L Angus	A J Cluness
A T Doull	B L Fullerton
J H Henry	

In Attendance (Officers):

N Grant, Head of Economic Development
D Irvine, Head of Business Development
N Henderson, Principal Officer – Marketing
N McDougall, Financial Controller
C Albutt, Senior Asst Accountant
L Gair, Committee Officer

Chairperson:

Mr J G Simpson, Chairperson of the Committee, presided.

Circular:

The circular calling the meeting was held as read.

Declarations of Interests

Mrs C H J Miller declared an interest in agenda item 5 – “Non-Public Activity Report: April and May 2010” and advised that she would abstain from discussions, due to her husband’s business dealings with SDT she would continue to abstain from taking part in the SDT business until that had been finalised.

Dr J W G Wills declared an interest in agenda item 5 - “Non-Public Activity Report“, as he had a business loan from SDT.

Minutes

The minutes of the meetings held on 29 April 2010 was confirmed on the motion of Mr A T J Cooper, seconded by Mr J G Simpson.

Members’ Attendance at External Meetings

None.

The Committee noted a report by the Head of Economic Development (Appendix 1). In response to questions from Members updates were provided on the following:

Shetland Telecom

Mr A T J Cooper advised that Cunningsburgh Primary, Sandwick Junior High School and Levenwick Care Centre would be connected followed by Scalloway when possible. He said that connecting all schools would be done in stages and the challenge was to secure connectivity to SHEFA. He said when POP (Point of Presence) came to Lerwick connections would be taken forward in the North of Shetland.

Between Weathers

Initial indications from Mr Brown of B4 Films were that the Cannes Film Festival had gone well and once full feedback was received a further update will be provided at a future meeting.

Members were also advised that £10,000 had been spent to date on the initial grant.

Flavour of Shetland

Members were advised that the limit on the number of people allowed to be on the pier at any one time was agreed at 1500. Following last year's event, organisers are seeking to control numbers by the introduction of a turnstile. Members agreed that this was a good step forward.

Scotland's Islands 2011

Mr R C Nickerson expressed his concern that this project was not progressing. The Head of Business Development explained that he was currently unable to progress this, due to his involvement in other projects. It is hoped that a meeting of the Culture Committee will be held in the summer to discuss the project fully. Mr R C Nickerson stressed the importance of showing Shetland in the best light possible but was unsure whether this would happen.

Fetlar Update

Concern was expressed regarding the delay in progressing the Fetlar Breakwater and Berthing Face project and the possibility of losing the ERDF Funding. Members are aware of the need to spend money this year and Mrs I J Hawkins commented that although the land issue was a problem it would be possible for work to be going on other areas of the project.

42/10 **Update on European Activities**

The Committee noted a report by the European Officer (Appendix 2).

Dr J W G Wills declared an interest as a Council representative of the Shetland Tourism Association.

43/10 **PromoteShetland – 2010/2011 Operations Plan and Events Calendar**

The Committee considered a report by the Principal Officer – Marketing (Appendix 3).

Dr J W G Wills said that this was a good report and referred to page 9 of the operational plan for 2010/11. He commented that the staff at VisitShetland did excellent work but stated that they were not properly supported by VisitScotland.

After commenting on the lack of an early opening hour and the absence of an answering machine, Dr Wills said that VisitScotland should be asked to provide proper support or PromoteShetland should take over the visitor function of the service. He said that, when here, most visitors would not have access to the information available on the Internet.

The Head of Economic Development said it was disappointing at this stage in the visitor season that this problem still existed. He advised that he would work with VisitScotland to resolve these issues.

The Principal Officer – Marketing explained that the ‘I ♥ Shetland’ Loyalty Club initiative, was aimed at people who felt connected to Shetland. Already, for example, he highlighted that an ‘I ♥ Shetland’ social networking page had been opened on Facebook and had attracted over 1,000 subscribers from around the world. Dr Wills said that this ties in with visitors coming to Shetland, many of whom like to keep up links after they leave and this offered a means of doing so. He said that visitors become sales persons by telling friends and family and the Loyalty Club served as a targeted marketing tool.

Mrs L F Baisley referred to the recent events in Lerwick and the well used Caravan Park at Clickimin. She suggested that, as this site may be used for another purpose, it might be that land around Lerwick could be used and would allow a caravan site to be run by a private enterprise.

Mr G Robinson declared an interest as an employee of the Shetland Recreational Trust, who runs the caravan park.

The Head of Economic Development said that this was not a project that could be undertaken by PromoteShetland but could be looked at in a broader sense. The Head of Business Development said that to replicate a similar site and facilities elsewhere would take considerable capital investment and would require services such as sewage. He went on to suggest that this was an area of activity that could be invested in throughout Shetland as people with caravans and tents prefer to move around staying in one place only one or two days. Setting up smaller sites around Shetland may better serve the market.

In response to a query the Chairperson advised that he had hosted a small reception for a delegation from the Farmers Club of London. He said that Mr R Eunson of SLMG put a lot of work into showing the delegates what Shetland has to offer. A letter of thanks had been received and indicated that they had learnt a lot from their visit and had been very impressed by what they had seen. Members agreed that this had been a worthwhile event.

Mr R C Nickerson complemented PromoteShetland on the good work they had done but said that his comments with regard to the Shetland Brand/Flag appearing on brochures etc had not been taken forward. The Chairperson advised that PromoteShetland had done a lot of work but there was still a lot to do.

The Head of Economic Development referred to Appendix 2 and said that he would present to Council, a report on what events are value for money and pick those that would provide most benefit to attend.

Shetland Islands Council as Trustee of Shetland Development Trust

44/10 **Mareel, Cinema and Music Venue**
Sounding Board Feedback Report #11
The Committee noted a report by the Head of Business Development (Appendix 4).

In order to avoid the disclosure of exempt information, Mr J Simpson moved, Mr C L Smith seconded, and the Committee agreed to exclude the public in terms of the relevant legislation during consideration of the following items of business.

(Representatives of the press and public left the meeting.)

(Mrs C H J Miller left the Chamber)

45/10 **Non-Public Activity Report: April and May 2010**
The Committee noted a report by the Head of Economic Development.

(Mrs C H J Miller returned to the Chamber)

Development Committee

46/10 **Whalsay Fish Processors Ltd**
The Committee considered a report by the Economic Development Officer.

The Head of Economic Development briefly introduced the report.

Ms L F Baisley moved the recommendations contained in the report, seconded by Mr R S Henderson.

Dr Wills moved as an amendment that the Committee should not support this company. Mr G Robinson seconded.

Following summing up, voting took place with a show of hands and the results were as follows:

Amendment (Dr J W G Wills)	4
Motion (L F Baisley)	10

47/10 **Note of the Agriculture Panel – 21 May 2010**
The Committee noted the draft minute of the above meeting.

The draft minute was approved on the motion of Mr A T J Cooper, seconded by Mr J G Simpson.

The meeting concluded at 11.20am.

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J G Simpson
CHAIRPERSON

