



REPORT

To: Harbour Board 12 January 2006

From: Deputy Port Operations Manager
Ports and Harbours Operations

Report No: P&H-02-06-F

Subject: Member/Officer Working Group - Small Ports Marketing Group

1 Introduction

- 1.1 This report is to bring to the attention of the Harbour Board the status of the Small Ports Marketing Group and recommends that the work of the Group should continue.

2 Link to Council Priorities

- 2.1 Ensuring we manage our financial resources so we can sustain the services we want to provide and help develop our economy are key Corporate Plan objectives (Organising Our Business).
- 2.2 Improving the competitiveness of Shetland, Shetland businesses and products by improving our marketing (Marketing Shetland)
- 2.3 Supporting commercial activities through out Shetland (Strengthening Rural Communities)

3 Background

- 3.1 At the Harbour Board Meeting of 30 September 2004 it was agreed that a Member / Officer Working Group would be established to determine how the Shetland Islands Council owned small ports can be marketed to their full potential, min Ref 17/04.
- 3.2 The duration of the Working Group was set for a period of 1 year with a decision to continue after 1 year being referred to the Harbour Board. The one-year period has now passed.
- 3.3 The group is purely advisory and has no executive powers. Any proposals arising from the work of the group must be referred by report to the Harbour Board for decision.

Harbour Board - Thursday 12 January 2006

Agenda Item No. 01 - Public Report

3.4 The remit of the working group is to advise and assist the Lead Office (General Manager – Ports and Harbours Operations), on issues concerning development / review of Small Ports Marketing.

3.5 Items considered by the Working Group include:

- 3.5.1 Review of current marketing
- 3.5.2 General marketing
- 3.5.3 Market research
- 3.5.4 Focused marketing of facilities to identified potential customers
- 3.5.5 Cost/benefit of all marketing campaigns

3.6 Administration is provided from Ports and Harbours Operations.

3.7 The last meeting of the Harbour Board granted permission for the Working Group to continue until the report from AB Associates had been presented. The report has now been presented to the Working Group and is presented to this meeting of the Harbour Board.

4 Present

4.1 The working group is continuing to look at better and new ways to market the small ports.

4.2 The report from AB Associates is comprehensive and will take time to fully analyse and take appropriate action on the recommendations.

4.3 The working group is currently involved in reviewing and recommending course of action on future events and projects. For example:

- 4.3.1 Exhibitions such as Offshore Europe 2007, Fish 2006 and Norway Fish & Aqua International
- 4.3.2 Advertising and attracting leisure craft to Council piers
- 4.3.3 Advertising and attracting cruise vessels.

5 Financial Implications

5.1 Members expenses will be met from Members Expenses, SRX0160.

5.2 There are no other financial implications arising from this report

6 Policy and Delegated Authority

6.1 Harbour Board has full delegated authority for the oversight and decision making in respect of the management and operation of the Council's harbour undertakings in accordance with the overall Council policy, revenue budgets and the requirements of the Port Marine Safety Code, (min refs. 19/03, 70/03, 86/03).

Harbour Board - Thursday 12 January 2006

Agenda Item No. 01 - Public Report

9 Recommendations

- 9.1 I recommend that the Harbour Board approve the continuation of the working group with the existing remit until the next duration of the Local Government Elections in 2007 or until the Harbour Board decides that the Working Group is no longer required.

Our Ref: OR-O

30 December 2005

Please note Draft Copies were incorrectly numbered.



REPORT

To: Harbour Board 12 January 2006

From: Deputy Port Operations Manager
Ports and Harbours Operations

Report No: P&H-03-06-F

Subject: Attending Norway Fish & Aqua International

2 Introduction

- 1.1 This report is to bring to the attention of the Harbour Board the development of a new international fish and aquaculture exhibition with the recommendations of the Small Ports Marketing Group

2 Link to Council Corporate Plan 2004 - 2008

- 2.4 Development and marketing of Shetland –(Marketing Shetland).
- 2.5 Development of key sectors, fishing and aquaculture.
- 2.6 Strengthening of rural communities by increased use of small ports.

3 Background

- 3.8 At the Harbour Board Meeting of 30 September 2004 it was agreed that a Member / Officer Working Group would be established to determine how the Shetland Islands Council owned small ports can be marketed to their full potential, min Ref 17/04.
- 3.9 The Norway Fish & Aqua International exhibition is a new exhibition held in Bergen on 20 –22 April 2006 and organised by DanFish and Hawfisk.
- 3.10 The exhibition is advertised as becoming the largest meeting place in Scandinavia relating to Fishery Process and Aqua equipment.
- 3.11 The exhibition is ideally situated for the North Atlantic fishing industry as a meeting place for producers and suppliers of fishing, aquaculture and processing equipment.
- 3.12 The exhibition is intended to operate every second year.

Harbour Board - Thursday 12 January 2006
Agenda Item No. 02 - Public Report

3.13 A large percentage of fish aquaculture in Shetland is now controlled or part owned by Scandinavian companies.

3.14 At the time of writing the report fish and aquaculture industries from the following countries were listed as exhibitors – Norway, Sweden, Denmark, Faroe, Italy and Iceland.

3.15 The exhibition was brought to the attention of the Small Ports Marketing Group on the 06 December 2005. The group recommended that a visit, as opposed to a stand presence, to the exhibition would be worthwhile with regard to

3.15.1 Assess the relevance of the exhibition to Shetland Islands Council – Ports & Harbours Operations and to assess future viability of attending the exhibition.

3.15.2 To further links within the fishing and aquaculture industry.

3.15.3 To promote the facilities of Shetland and the Ports & Harbours facilities.

4 Financial Implications

4.1 Attendance and travel can be met from existing service budgets and there are no other financial implications arising from this report.

5 Policy and Delegated Authority

5.1 Harbour Board has full delegated authority for the oversight and decision making in respect of the management and operation of the Council's harbour undertakings in accordance with the overall Council policy, revenue budgets and the requirements of the Port Marine Safety Code, (min refs. 19/03, 70/03, 86/03).

6 Recommendations

6.1 I recommend that the Harbour Board approve the visit to the Norway Fish & Aqua International exhibition, and appoint Member/ Officer delegate(s) to attend.

Our Ref: OR-O

30 December 2005

Please note Draft Copies were incorrectly numbered.

Harbour Board - Thursday 12 January 2006
Agenda Item No. 02 - Public Report



REPORT

To: Harbour Board 12 January 2006

From: Deputy Port Operations Manager
Ports and Harbours Operations

Report No: P&H-01-06-F

Subject: Small Ports Marketing Group – AB Associates Report

3 Introduction

1.1 This report is to bring to attention of the Board the findings of the AB Associates report entitled “An Assessment of Existing Activity & Potential Future Development at Small Ports in Shetland”.

2 Link to Council Priorities

2.7 Ensuring we manage our financial resources so we can sustain the services we want to provide and help develop our economy are key Corporate Plan objectives (Organising Our Business).

2.8 Improving the competitiveness of Shetland, Shetland businesses and products by improving our marketing (Marketing Shetland)

3 Background

6.2 At the Harbour Board Meeting of 3 June 2004 it was agreed that a Member / Officer Working Group would be established to determine how the Shetland Islands Council owned small ports can be marketed to their full potential.

6.3 In April 2005, with the recommendation of the group, AB Associates were commissioned to carry out a study into the small ports. The remit of the report was to cover:

- An analysis of current activities.
- Development options and option appraisal.
- Current and potential marketing.
- SWOT analysis.
- Conclusions and recommended actions.

6.4 The final report was presented to the Small Ports Marketing Group on 06 December 2005.

4 Report Recommendations

4.4 Recommendations from AB Associates are detailed in Appendix A. The list is extensive but priorities for action have been identified as follows which are to be taken forward by the Small Ports Marketing Group.

6 Priorities for Action

6.1 The 10 points identified as priorities for action are;

- 6.1.1 Further evaluation of development options to identify those with most potential.
- 6.1.2 Develop external contacts made.
- 6.1.3 Develop high quality adaptable promotional materials, including photographs.
- 6.1.4 Introduce licensing/disk system for aquaculture vessels, yachts/leisure craft and small-scale fisheries.
- 6.1.5 Develop yacht facilities and marketing.
- 6.1.6 Promotion to cruise ships and development of onshore activities with local input.
- 6.1.7 Revise vessel movement and port income expenditure recording systems.
- 6.1.8 Appoint Harbour Assistants in Mid Yell and Fair Isle.
- 6.1.9 Rectify problems associated with the electronic auction in Scalloway.
- 6.1.10 Identify an individual to take overall responsibility for developing and marketing the small ports and progressing the recommendations.

7 Comments

- 7.1 The report is comprehensive and specific information on each port / pier is available in individual annexes.
- 7.2 Measures are underway to address many of the above points mentioned in paragraphs 4 & 5.
- 7.3 Copyright has been retained by AB Associates Ltd who have given permission for the report to be published.

7 Financial Implications

- 7.1 There are no financial implications arising from this report. Any funds/ staff time required are available from existing budgets.

8 Policy and Delegated Authority

- 8.1 Harbour Board has full delegated authority for the oversight and decision making in respect of the management and operation of the Council's harbour undertakings in accordance with the overall Council policy, revenue budgets and the requirements of the Port Marine Safety Code, (min refs. 19/03, 70/03, 86/03). However, this report is for information only and there are no Policy and Delegated Authority issues to be addressed.

10 Recommendations

- 10.1 This report is for noting.

Please note Draft Copies were incorrectly numbered.

Appendix A: AB Associates Ltd Recommendations

The following recommendations are made with regard to the development of these small ports:-

1. That the system for recording vessel movements at these ports is revised in order to minimize gaps in information, and ensure that credible data is obtained. In addition standard headings for categorising vessels should be developed, and all vessel movements should be recorded not just those where a direct fee is being paid.
2. It is further recommended that this vessel movement recording system be developed in partnership between the Harbour Assistants and SIC staff.
3. If a more reliable system for collecting data is put in place, it is recommended that the assessment process used within the annexes to this report, particularly for Scalloway is continued to give greater insight into the type, number or nationality of vessel visits to a port, as well as any changes over time.
4. It is recommended that a standardised and clear system for recording income and expenditure at these ports is developed, which both clearly identifies recharges and takes account of usage of other ports by vessels paying compounded annual dues at others. This could be linked to vessel movement data if a system were developed which recorded vessels not paying a direct fee per visit.
5. It is recommended that efforts be made to reduce revenue expenditure, and ensure that all dues are collected at the ports, in order to aid a move toward financial self-sustainability.
6. In an effort to ensure that all dues are collected it is recommended that Harbour Assistant's be appointed in ports that are currently unmanned, particularly Mid Yell.
7. Also in an effort to ensure all dues are collected, but also as a means of reducing admin and workload for Harbour Assistant's and potentially increasing traffic at these ports, it is recommended that a licensing/disk system be introduced for aquaculture vessels, yachts and small-scale fisheries.

8. It is further recommended that the remuneration level for the Harbour Assistants position be reviewed.
9. It is recommended that the maintenance requirements identified should be investigated and where appropriate undertaken.
10. It is further recommended that desired new investment is noted, and where appropriate examined further.
11. It is recommended that efforts be made to keep the ports and surrounding areas in a reasonable state of tidiness, and an annual clear up at some ports may be desirable.
12. It is recommended that the development options identified are noted, evaluated and where appropriate actioned.
13. It is recommended that high quality loose leaf marketing materials for each port be developed, along with a general folder type cover, in order that marketing materials can be specifically tailored or adjusted to a target market or specific client and also so that ports can be marketed either individually or in combination.
14. It is further recommended that Scalloway in particular should be marketed both in tandem with and isolation from other small ports depending on market targeted.
15. It is recommended that additional data and improvements are made within the SIC website, particularly in relation to cruise ship development. An Assessment of Existing Activity and Potential for Future Developments at Small Ports in Shetland.
16. In addition it is recommended that a bank of photos be developed, again in order to provide tailored marketing to specific sectors.
17. It is recommended that requests for individual websites or a separate site out with the SIC site be noted, and if felt appropriate actioned.
18. It is recommended that marketing materials be developed prior to substantial marketing effort being undertaken; however there may also be merit in making initial contact with prospective clients to assess what their requirements are and target marketing more specifically.
19. It is recommended that in addition to brochure and web based marketing, establishing personal contact and attending trade fairs and exhibitions should also be undertaken.
20. It is recommended that the strengths, weaknesses, opportunities and threats identified for each port are noted, and where possible or appropriate investigated, actioned or mitigated.

21. It is recommended that action be taken to rectify the problems associated with the electronic auction in Scalloway.

22. It is strongly recommended that the external consultation section of the report be treated as commercially sensitive, and should not be published.

23. In addition it is recommended that the actions identified within this section of the report are undertaken, and that the contacts made are developed.

24. It is also recommended that comments made within this section in relation to the areas where it was felt there may be fairly good potential for development are considered further, and others where development was felt less likely should be noted.

25. It is recommended that a full competitor analysis particularly in terms of existing clientele and trading routes, existing marketing materials and effort, and income and profitability be undertaken prior to substantial marketing effort.

26. It is recommended that someone be given overall responsibility for developing and marketing the small ports and progressing the recommendations and priorities identified within this report.



REPORT

To: Harbour Board **12 January 2006**

From: Deputy Port Operations Manager
Ports and Harbours Operations

Report No: P&H-04-06-F

Subject: Ports Project Monitoring Report

4 Introduction

- 1.1 The most up to date information on all projects is incorporated in this report.
- 1.2 Budget Information is attached as Appendix A.

2 Reserve Fund Programme Areas

2.1 Dock Symbister – RCM 2309

The project has been delayed to financial year 2006/07. A meeting has been arranged, at the request of Historic Scotland, between Planning, Amenity Trust, consulting engineers and officers from this Department to discuss the repairs to the Peerie Dock. The discussions will include the methods used at Hay's Dock in Lerwick.

3 Harbour Account

3.1 Plant, Vehicles and Equipment – PCM 2101

New vehicles purchased. 1 further vehicle to be replaced before the end of the financial year and discussions are ongoing to replace the road sweeper at Scalloway with a second hand unit from Roads Department. Budget will be fully utilised this year.

3.2 Navigational Aids, Sullom Voe – PCM 2104

A contract with Schlumberger's communications division was placed on 14 October 2005. Work will begin in mid January and should be completed by the end of the financial year. BT have commenced laying a fibre optic cable to Vats Houlland which will carry the VHF communication data and control to / from the VTS room at Sella Ness.

3.3 Dolphin at Symbister – PCM 2127

This project has now been completed.

4 Revenue Projects

- 4.1 Sullom Voe Terminal Maintenance Contract
Contract awarded to Malakoff Ltd. This is year 1 of a 3 year contract
All painting works have been completed for this year. Only minor
items of repairs to handrails etc remain to be done in this financial
year.

8 Other Business

- 8.1 Walls Pier
New fendering fitted to pier. At time of writing the report, the meeting
with the Member for the Area is still outstanding.

Awaiting decision from Infrastructure services regarding Foula ferry
service.

- 8.2 Extension to Sella Ness pier, Sullom Voe

- 8.2.1 Design work for new pier has been completed.
8.2.2 A short listing of contractors took place 4 January.
8.2.3 The scheduled date to appoint a contractor is 6 March, 2006
however no mobilisation or work will take place until
confirmation is received that the fish meal/ oil factory has
received planning consent and the developer has committed
to building the plant.

- 8.3 West Burrafirth
Work commenced on fitting of new bunded fuel system.
Papa Stour Ferry now operating from new ferry pier and link span.

- 8.4 Mid Yell
Interest has been received from 2 different companies regarding the siting
of a bunded fuel supply on the pier. Following the last meeting of the
Harbour Board, when delegated authority was given to the General
Manager, or his nominee, in consultation with the Chairperson to confirm
which of the two applicants for the fuel facility at Mid Yell pier was to be
granted a lease, the decision was made to award the site to RS Henderson
Fuel Ltd. This was made conditional to the applicant substantially
completing the works by 1st April 2006.

6 Financial Implications

- 6.1 This report is for information only. There are no other financial implications arising from this report.

7 Policy and Delegated Authority

- 7.1 Harbour Board has full delegated authority for the oversight and decision making in respect of the management and operation of the Council's harbour undertakings in accordance with the overall Council policy, revenue budgets and the requirements of the Port Marine Safety Code, (min refs. 19/03, 70/03, 86/03). However, this report is for information only and there are no Policy and Delegated Authority issues to be addressed.

8 Recommendations

- 8.1 I recommend that the Harbour Board note areas of progress and requirements for future projects.

Harbour Board - Thursday 12 January 2006
Agenda Item No. 04 - Public Report

Our Ref: OR-PP JTD/SM

30th December, 2005



REPORT

To: Harbour Board

12 January 2006

From: General Manager

Report No: P&H-05-06-F

Subject: Port Operations Report

1 Introduction

- 1.1 This report provides an overview of port operations since the issue of the last Port Operations Report.

2 Pilotage

2.1 Sullom Voe

- 2.1.1 Since the issue of the last Port Operations Report, pilotage operations have been mainly routine with no major incidents.

- 2.1.2 There are, at present, fifteen first class pilots.

2.2 Scalloway

- 2.2.1 During November there were 6 acts of Pilotage.

- 2.2.2 There are three authorised pilots for Scalloway.

- 2.2.3 Since the last report, there have been no incidents, no reports of pilot gear failures and no problems with boarding and landing.

- 2.2.4 Details of ship visits to Scalloway are shown in Appendix A. Up to date figures will be provided to the next meeting.

2.3 Small Piers and Harbours

- 2.3.1 Appendix B shows the current actual income for small piers and harbours.

3 Staffing – Port Operations

3.1 Appendix C gives the staffing position as at 30 November 2005 showing a total of 90 staff.

4 Port Operations

4.1 Sullom Voe

4.1.1 Appendix D shows the exports and imports at the Port of Sullom Voe.

4.1.2 Appendix E is an abstract of weather delays for November and the cumulative totals for 2005.

4.2 Scalloway

4.2.1 Appendix F shows the fish landing statistics for Scalloway.

4.2.2 Appendix G shows the cargo statistics for Scalloway.

4.2.3 Appendix H shows the summary management accounts for Scalloway.

4.3 Small Piers and Harbours

4.3.1 Appendix I shows the summary management accounts for other small piers and harbours.

5 Shipping Standards

The following incidents have occurred since the last report.

5.1 Ship Incidents

5.1.1 There were no incidents during this period.

5.2 Pollution Incidents

5.2.1 There were no incidents during this period.

6 Financial Implications

6.1 There are no financial implications arising from this report.

7 Policy and Delegated Authority

- 7.1 The Harbour Board has full delegated authority for oversight and decision making in respect of the management and operation of the Council's harbour undertaking in accordance with overall Council policy and the requirements of the Port Marine Safety Code (Minute References 19/03, 70/03 and 86/03). The purpose of this report is to inform members on port operations which fall within the responsibility of the General Manager of Ports & Harbours Operations and does not seek any decision. However, this report is for information only and there are no Policy and Delegated Authority issues to address.

8 Recommendation

- 8.1 This report is for noting.

Our Reference: PO-OR JBE/ES

Date: 04 January 2006

Harbour Board - Thursday 12 January 2006
 Agenda Item No. 05 - Public Appendix
Harbour Board

Staffing Position – 30 November 2005

Post	Established Posts	Actual Comments	
General Manager		1	1
Marine Officer/Pilots		15	15
Deputy Port Operations Manager		2	2
Port Safety Officers		2	2
Launch Crew Skippers		6	6
Launch Crew Skipper/Deckhands		3	3
Launch Crew Deckhands		13	13
Pier Master (Scalloway)		1	1
Assistant Pier Masters (Scalloway)		2	2
Engineering Assistant (Scalloway)		1	1
Full Time Harbour Assistant		1	1
Part Time Harbour Assistants		9	8
Administration Manager		1	1
Finance Assistants		4	4
Clerical Assistant		3	4
Clerical Assistant/Receptionist		1	1
Cook		1	1
Port Engineer		1	1
Maintenance Planning Engineer		1	1
Engineering Supervisor		1	1
Electrical Engineer		3	3
Marine Engineer		3	3
Welder/Fabricator		2	2
Maintenance Engineer		1	1
Engineering Assistant		4	4
Apprentice – Electrical		1	1
Apprentice – Mechanical		1	1
General Assistant		2	2
Store Keeper		1	1
Senior Stores Assistant		1	1
Stores Assistant		1	1
Driver		1	1
Total		90	90

Tem

Ports & Harbours Operations

Abstract of Weather Caused Delays at 30 November 2005

	Monthly Totals			Cumulative
	Days	Hours	Mins	Day
Berthing Suspension	06	07		30
Unberthing Suspension	00	00		00
Loading Suspension	00	00		00
Boatwork Suspension	03	19		06
Pilotage Suspension	00	00		00
Helicopter Usage	00	00		00
Tug/Pilot Standby	00	00		00
Total Disruption - all Causes	09	04		18
Actual Delays Due to Weather	01	04		00