

**Development Committee****22 April 2015****Local Visitor Information Service 2015-2018****DV-21-15-F****Report Presented by
Development Manager****Development Services Department****1.0 Summary**

- 1.1 The purpose of this report is to examine the key components of providing an effective local visitor information service for the whole of Shetland including the funding and partners required to support it.
- 1.2 The report makes recommendations for how Shetland can continue to provide a high quality local visitor information service, which is responsive to the needs of Shetland's target markets, and offers good value for money.
- 1.3 It recommends that the Development Committee approve the continuation of the Visitor Information Service Scheme for this purpose.

2.0 Decision Required

- 2.1 That the Development Committee RESOLVE to:
 - 2.1.1 Approve the proposed approach outlined in this report and detailed in Appendix 1 to deliver an effective local information service for the whole of Shetland for a three year period, April 2015 - March 2018, subject to the availability of funds and approval of annual budgets.
 - 2.1.2 Approve the Local Visitor Information Service Scheme, attached as Appendix 2, as a delegated scheme.
 - 2.1.3 Give delegated authority to the Executive Manager – Economic Development or his nominee to administer the Local Visitor Information Service Scheme as set out in Appendix 2.

3.0 Detail

- 3.1 Providing high quality local information and effective methods of gathering and responding to customer feedback is recognised as a major factor in growing the tourism sector.
- 3.2 Shetland's strengths in partnership working and innovation have been fully utilised over the last few years to develop a local visitor information service that recognises the valuable contribution made to Shetland's tourism product by all areas of Shetland.
- 3.3 In recognition of its remoteness, unique identity and distinct culture and heritage Shetland has taken the position that, as well as promoting itself to visitors, as part of Scotland, it must also build a strong reputation for Shetland as a destination in its own right. This is not just in relation to tourism but involves all areas of Shetland's economy. For the tourism sector this means that Shetland currently has two strategic organisations actively promoting Shetland to visitors i.e. VisitScotland and Promote Shetland.
- 3.4 Following on from this pre-arrival marketing it is also important that visitor expectations are met when they arrive and that local information is available, from a range of sources, to meet their needs while they are in Shetland. Targeting limited local resources to provide a high quality sustainable local visitor information service and effective methods of gathering and responding to customer feedback are considered critical if Shetland is to achieve its aim to be a year round destination offering high quality products, services and experiences.
- 3.5 In addition to the Tourist Information Centre in Lerwick, which is funded from central government funding to VisitScotland, Shetland has developed a number of local initiatives to provide visitor information throughout the islands. The majority of these are funded by the Council and are carried out under contracts or agreement, by local businesses, trusts, community enterprises and other local organisations working in partnership to build a strong and positive reputation for Shetland.
- 3.6 Components of an Effective Local Information Service

An Audit of Shetland's Local Visitor Information Service is attached as Appendix 1. All the recommendations in the audit have been considered with reference to value for money. Wherever possible it is being proposed that existing resources should be used to maintain, enhance and develop Shetland's local visitor information service. For most component parts of the service and for the service overall the proposal is to have no increase in budget. New developments which require additional funding may be considered but on the basis that they will leave a legacy in their own right and will not require ongoing funding; or, that there is a realistic expectation that they can be funded within the existing core budget or from another source or partner organisation in the longer term. Continued development of online information services and mobile technology is intended to reduce visitor dependence on printed information and savings in the longer term.

- 3.7 The central ambition of the tourism sector is to grow and increase its contribution to the Shetland economy. To achieve this the Shetland Tourism Plan 2011- 2014 highlights the importance of: effective partnership working to develop the sector; increasing the range of products and services available to visitors; making the most of our online presence and understanding, meeting and exceeding customer expectations to truly deliver satisfaction.
- 3.8 Quantifiable evidence of the volume and value of tourism is gathered from a number of sources including:
- Shetland Visitor Survey
 - Shetland Employment Survey
 - Shetland Regional Accounts/Input-Output Study

The above surveys are carried out periodically, with the Shetland Employment Survey carried out every 3 years. The Shetland Visitor Survey and Regional Accounts are carried out every 5- 7 years due to the high level of resources required.

- 3.9 The results of the Shetland Visitor Survey 2013 showed that approximately 64,500 visitors to Shetland in 2013 spent around £16.2 million. This represents an 8% increase in visitor numbers since 2006. However as visitor spend in 2006 was down in 2013 when inflation is taken into consideration this equates to a 26% decrease in the real value of visitor spend to Shetland over that period. The table below shows the value of visitor spend as estimated, recalculated to reflect 2013 prices:

Value of Visitor Spend in Shetland (£m)		
	Actual	Adjusted
2006	16.4	20.7
2013	16.2	16.2

- 3.10 Visitors were categorised by the purpose of their visit (i.e. business, holiday or visiting friends or relatives). An analysis of the survey results shows that the increase in visitor numbers was mainly accrued by business visitors, and that although the average spend per trip of all visitor types decreased, between 2006 and 2013 the 'real terms' value of spend per trip (i.e. adjusted for inflation) from holiday visitors decreased by 30%, while the value of business visitor spend per trip decreased by only 10%.
- 3.11 These figures should be viewed within the context of the global economic crisis which occurred during this period and the general economic downturn from 2009 onwards, particularly taking into account negative impacts on real income levels and on the tourism sector and service sectors throughout the UK.
- 3.12 On a much more positive note, figures from the Shetland Employment Survey 2014 show an increase in tourism related employment in the last few years. In 2007 approximately 1,305 people derived part of their income from tourism-related sectors (including accommodation,

manufacturing and transportation), and in 2014 this has increased by approximately 10% to 1,435.

- 3.13 Of particular interest when considering Shetlands' ambition "to increase the range of products and services available to visitors" is that the number of people employed in visitor attractions and services has gone up from 142 to 192 (35%) between 2007 and 2014.

4.0 Implications

Strategic

- 4.1 Delivery On Corporate Priorities – The local visitor information service will make a significant contribution to the Healthy Economy-Strong Communities and Working in Partnership sections of the Corporate Plan by "Improving and developing engagement with local industry" supporting the development of more resilient and long-lasting communities and community enterprises across Shetland" and "making sure that we are making the best choices between public, private and voluntary sector partners providing services".
- 4.2 Community/Stakeholder Issues – The recommendations in this report have been agreed in consultation with the partners and stakeholders identified in the audit including representatives from Promote Shetland; VisitScotland; Lerwick Port Authority; Shetland Tourism Association; NorthLink Ferries; Shetland Amenity Trust; community museums and heritage centres and representatives from the private sector involved in providing local information to visitors.
- 4.3 Policy And/Or Delegated Authority – This report has been prepared with regard to the pledges contained in the Council's Economic Development Policy Statement 2013-17. The Policy Statement was approved by the Development Committee on 14 August 2013 [Min Ref: 37/13] and by the Council on 28 August 2013 [Min Ref: 65/13].

There is particular fit with Section 5.2 "to improve services and information available to visitors by maintaining and developing a cost effective local visitor information service throughout Shetland

The Development Committee has delegated authority to implement decisions within its remit, in accordance with Section 2.3.1 of the Council's Scheme of Administration and Delegations.

As the subject of this report is covered by existing policy the Development Committee has delegated authority to make a decision.

- 4.4 Risk Management – Reducing or removing strategic Council support for Shetland's local information service would result in a significant reduction in the range and quality of local information services particularly in rural areas and may have a detrimental impact on Shetland's aspiration to grow the tourism sector.
- 4.5 Equalities, Health And Human Rights None
- 4.6 Environmental – None

Resources

4.7 Financial

An annual budget of £64k for a local visitor information scheme to support a local visitor information service for a three year period between 2012 and 2015 was approved by Development Committee on 24 November 2014 [Min Ref 45/14] and Shetland Islands Council on 3 December 2014 [Min Ref 96/14].

A reduced budget of £50k was included for the local visitor information service in the Development Services Department 2015/16 revenue estimate approved by Special Development Committee on 24 November 2014 [Min Ref 45/14] and Shetland Islands Council, on 3 December 2014, [Min Ref 96/14]. The following table shows a breakdown of the estimated spends. It is proposed that the budget for this service should continue for a three year period 2015- 2017, subject to the approval of annual budgets

LOCAL VISITOR INFORMATION SERVICE: ANNUAL COSTS		£
Local Information Points		20,000
Extending the season in rural areas		5,000
Publications		16,000
Promotion		1,500
Monitoring		2,500
Development		5,000
TOTAL		50,000

4.8 Legal –None

4.9 Human Resources –None

4.10 Assets And Property –None.

5.0 Conclusions

5.1 The audit attached to the report highlights the ways in which Shetland has worked in partnership to maintain and continually develop its local visitor information service. Adopting this approach has proved an extremely effective way of providing a high quality local visitor information service for the whole of Shetland that is cost effective and responsive to a rapidly changing environment.

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List of Appendices

Appendix 1 – Audit of Shetland’s Local Information Service 2015

Appendix 2 – Local Visitor Information Services Scheme 2015

SHETLAND'S LOCAL VISITOR INFORMATION SERVICE 2015

This report examines the key components of Shetland's local visitor information service including the funding and partners required to support it.

1.0 GATEWAYS:

The entry and exit points for visitors to Shetland: with regards to local visitor information, gateways offer visitors their first and last impression of Shetland as a destination and provide orientation and local information.

1.1 Sumburgh Airport

This service was designed locally and relies on shared resources to provide a joint airport information and visitor information service.

Funding: The service is currently funded by Visit Scotland and Highlands and Islands Airports (HIAL) on a rolling contract.

Service Provision: Strategically located in the airport terminal with local imagery and displays that can be changed to reflect current events e.g. Up-Helly-Aa. It is manned for most flight arrivals with a slightly reduced service in the winter and provides airport information; free leaflets; local information; a booking service; book exchange; local crafts and gifts.

A free Wi-Fi service is available in the terminal building.

Visitor Feedback: Postcard questionnaires; and footfall count.

Sumburgh Airport is the best location for carrying out surveys on visitors leaving Shetland by air.

Comments: This is a very good example of effective partnership working. The service has been in operation for 12 years and provides a valuable service at a key entry and exit point. It is however dependant on continued support from HIAL and VisitScotland.

Recommendation: No change required

1.2 Scatsta Airport

A significant number of business visitors arrive at Scatsta Airport.

Service Provision: There is currently no local visitor information service at Scatsta Airport. Discussions with the main contractors suggested that due to the nature of the passengers a local information service would not be used at this location.

In response an alternative A- Z of Shetland has been developed by Promote Shetland targeting oil and gas sector workers and other business visitors. This uses humour to convey factual information about Shetland and is available on USB data sticks at cost to industry, and on YouTube channels.

VisitScotland provide local visitor information to accommodation facilities on request

1.3 Holmsgarth Ferry Terminal

The Holmsgarth terminal is Shetland's main entry and exit point for visitors arriving by ferry.

Service Provision: On weekdays NorthLink has customer service staff in the building between 7.15 and 17.45 or until the boat leaves, providing information and support to visitors. On Saturday and Sunday a face to face visitor information service is available for boat arrivals and departures.

The terminal has a visitor information display with graphics provided by Promote Shetland and free leaflets and brochures, stocked by NorthLink staff.

Free Wi-Fi is available in the terminal building.

Visitor Feedback: NorthLink records the number of visitors using the ferry service and provides annual visitor and vehicle statistics for Shetland on its website <http://www.northlinkferries.co.uk/other/publications>

The terminal is the best location for carrying out surveys on visitors leaving Shetland by ferry.

Comments: The majority of passengers arriving at Holmsgarth, particularly those with cars, leave immediately and do not hang around the terminal. On board the ferry, before it arrives in Lerwick, an onward travel announcement is issued over the public address system offering visitor services in the terminal if required.

On Board NorthLink Ferries

Service Provision: Limited leaflet racking is available in the entrance foyer of all NorthLink ferries. Shetland tourism businesses can display their leaflets free of charge on request. A selection from Shetland's suite of thematic and geographic leaflets is also on display alongside Orkney leaflets.

NorthLink staff replenishes stocks of these leaflets by arrangement with Shetland Amenity Trust.

Free Wi-Fi is available in public areas on the NorthLink ferries and in some cabins.

Comments The external ferry contract is due for renewal in 2018 and discussions are currently underway between Shetland and Orkney Islands Councils, the Regional Transport Partnerships of ZetTrans and HiTrans and the National Transport Agency Transport Scotland, to ensure the service is fit for purpose going forward.

Promote Shetland and VisitScotland are advisors to ZetTrans and are able to represent the interests of the Shetland tourism industry.

Recommendations:

1. Continue to maintain and improve the provision of visitor information specific to Shetland, which is available in the Holmsgarth terminal and on the ferries in consultation with NorthLink Ferries staff.
2. Monitor the development of the new ferry contract for any developments that could impact on Shetland local visitor information service.

1.4 Cruise Liner “Meet and Greet” Service

This is a face to face welcome service to cruise passengers and crew.

Funding: The service is fully funded by Lerwick Port Authority (LPA).

Service Provision: “Meet and Greeters” who are contracted seasonally by LPA provide local flavour with a personal onshore welcome complemented by traditional Shetland music played quayside. The service includes free information leaflets and maps, which are available in English, French, German, Italian and Spanish. For passengers on ships berthed outside the immediate town centre area, a shuttle bus service to and from the town centre is also available.

Shetland Broadband currently provides a Wi-Fi service in the Lerwick waterfront area. This Wi-Fi service covers areas of Lerwick's waterfront- mainly Victoria Pier, Albert Dock and Hay's Dock. There is a 15 minutes free trial period the first time you use the service, thereafter further time can be purchased online

Visitor Feedback: LPA monitor the number of cruise liners and cruise line passengers coming to Shetland.

Comments: This excellent service is considered an example of good practice and has served to strengthen the ports reputation.

Recommendation: No change required.

1.5 **Marinas and Piers**

Multiple entry points for yachts people arriving in Shetland.

Service Provision: Services to yachts arriving in Lerwick are provided by the Lerwick Port Authority (LPA). Reception staff at the Albert Building provide general assistance and information to yacht crews about the facilities available in Lerwick to help them find their way around the town. When they call at the office to register and pay their harbour dues, yacht crews are issued with a [Visiting Yachts Welcome Pack](#) which can also be accessed via a dedicated [yachts page](#) on the LPA website.

A partnership project developed by SIC Economic Development in 2008 and funded by Shetland Development Trust resulted in over 20 piers and community owned marinas throughout Shetland offering visitor berths and services including orientation boards displaying local information.

As part of the same partnership project a Shetland marinas guide <http://www.shetlandmarinasguide> and Shetland marinas website <http://www.shetlandmarinas.com> were developed with information specific to sailing in Shetland waters, comprehensive details on facilities available and useful local contacts. SIC Economic Development also supported a presence at the London Boat Show to showcase Shetland as a world class yachting destination.

Visitor Feedback: LPA monitor the number of yachts and crews coming to Lerwick. Between 2006 to 2009 SIC Economic Development commissioned the Shetland Marinas Piers and Boating Clubs Association to collect and collate Shetland wide visitor feedback on the number of visitors in yachts; the length of their stay at each marina or pier and their homeports.

For the last four years there has been no formal agreement or mechanism to gather and collate visitor numbers generated from Yachts visiting Shetland marinas and piers outside Lerwick.

Comments: Shetland has put considerable effort into developing Shetland as a yachting destination and has excellent facilities throughout the islands. Operators all over Shetland continue to maintain and develop the facilities and services they offer to visitors with support and sponsorship from a variety of sources e.g. Aithsvoe Marina; Bridge End Burra; Scalloway Boating Club.

Although Shetland's offer to yachting visitors remains consistently high its strategic marketing of Shetland to a yachting market has not been maintained or developed in the last four years.

It is preferable not to have an out of date inaccurate website and guide.

The overall impact of yachts visitors to Shetland can only be known if they are measured consistently and monitored on a regular basis.

Recommendations:

1. Promote Shetland to integrate the current dedicated Shetland Marina website into the new consolidated www.shetland.org site in consultation with the Shetland Marinas Piers and Boating Clubs Association and other stakeholders.
2. Ensure all information relevant to yachting visitors to Shetland is regularly updated online but unless a sustainable funding stream can be identified do not reprint the Shetland Marina Guide.
3. Update Information on the availability of Wi-Fi for visiting yachts throughout Shetland.
4. Reinstate or consider a new sustainable mechanism for the annual collection and collation of data on yachts and yacht passengers arriving in Shetland.

2.0 LOCAL VISITOR INFORMATION POINTS

Initiated by SIC Economic Development in 2003 and developed in partnership over the last ten years these centres provide a face-to-face visitor information and advice service and “daily what’s on” in local areas and more generally throughout Shetland. They also provide information on accommodation, activities, and events and have a stock of leaflets, brochures, guides and maps.

2.1 Lerwick Information Centre

The Lerwick Visitor Information Centre is strategically located in the centre of town at the Market Cross, and is Shetland’s main local visitor information point.

Funding: Fully funded by VisitScotland

Service Provision: Open 7 days a week from April to September and 6 days a week from October to March. It stocks the full range of Shetland information leaflets, guides and maps etc. Staff provide information and a booking service for accommodation, tours and local events. The centre showcases local craftspeople and window displays are regularly changed to promote current activities e.g. Wool Week. It employs additional seasonal staff in summer.

Wi- Fi is not currently available in the Lerwick Visitor Information Centre. A review of Wi- Fi services to all Visit Scotland’s visitor information centres has resulted in Wi- Fi access being made available to a number of test sites and an expectation that this service will be extended to all areas of Scotland, including the Lerwick office, in early summer 2015.

Visitor Feedback: Post card questionnaires; footfall count.

Comments: This service is part of Visit Scotland's strategic network of visitor information centres throughout Scotland. It has a Local Area Manager who is responsible for visitor information services at Sumburgh Gateway and the Lerwick Information Centre. There is no suggestion at the present time that this service will be withdrawn.

Recommendations: No change required. Continue to monitor any changes in VisitScotland policy that could impact on Shetland local visitor information service.

2.2 Shetland Museum and Archives

The Shetland Museum and Archives is Shetland's heritage hub providing a gateway and orientation service to Shetland's heritage and culture and links into Shetland's other heritage and cultural facilities, events and activities.

Service Provision: The Museum is open all year round with a slightly reduced service in the winter. Staff are available to provide information and advice on all aspects of Shetland heritage and increasingly on general visitor information. The Museum stocks the full range of thematic, geographic and trails leaflets; guides and site specific publications; information on events, attractions and activities related to Shetland's natural cultural and built heritage throughout Shetland and showcases local artists and craftspeople.

Free Wi-Fi is available throughout the building

Visitor Feedback: Visitor book, postcard feedback and footfall count.

Comments: As most holiday visitors come to experience some aspect of Shetland's natural or cultural heritage and the Shetland Museum and Archives is Shetland's most visited attraction it is not surprising that museum staff regularly provide a local information service to visitors.

Sumburgh Lighthouse: Based on visitor numbers recorded before the recent restoration and development of Sumburgh Lighthouse, the new Visitor Centre and Nature Reserve is likely to be Shetland's second most visited attraction.

The Shetland Museum and Archives is already formally recognised as part of Shetland's local visitor information network and there is an expectation that Sumburgh Lighthouse staff will provide a similar visitor information service.

There is a considerable advantage in having local visitor information services throughout Shetland, which are not dependent on a national organisation that can change or reduce the service it offers at any time.

Recommendation: Shetland Amenity Trust to contribute to guarantee the ongoing provision of high quality local visitor information services, particularly in Lerwick, by including the provision of visitor information as a core duty in the job description of Shetland Museum and Archives and Sumburgh Lighthouse Visitor Services staff.

2.3 Visitor Attractions

A unique method of providing local visitor information has been developed throughout Shetland: by asking each community to identify the best place in the area to get visitor information and then formally recognising this venue as part of Shetland's local information network.

Most of these sites are Community Museums and Interpretive Centres run by community enterprises namely:

- Fair Isle Bird Observatory
- Quendale Water Mill
- Hoswick Visitor Centre
- Bressay Heritage Centre
- Scalloway Museum
- The Cabin Museum
- Whalsay Heritage and Community Centre
- Tangwick Haa Museum
- Old Haa Museum
- Fetlar Interpretive Centre
- Unst Heritage Centre.

One of the current attractions providing a local information service is a commercial retailer i.e. Shetland Jewellery.

Funding: SIC Economic Development funds the delivery and promotion of the service.

A contract is agreed annually with each community organisation and a nominal sum is donated to each organisation for every day that the service is provided.

Shetland Jewellery, which is strategically placed to provide a service to visitors to the Westside of Shetland, provides the same visitor information service as the community museums and is promoted and monitored in the same way; but because it is a commercial retailer and can generate business benefits from being part of the service it does so without receiving any payment from the Council.

Service Provision: All contributing attractions must be open from 1 May to 30 September, provide local information: "whats on" in the local area and generally in the whole of Shetland; a telephone link to other local visitor information services; display the full range of Shetland thematic and

geographic leaflets; guides and maps alongside their own publications; and, local site specific information.

All contributing attractions are also actively encouraged and supported to extend the season and open by appointment during April and October.

Visitor Feedback: Post card questionnaires and all participants in the network collect and supply to SIC Economic Development visitor feedback and a footfall count annually.

Comments: The service is an extremely cost effective way of providing high quality visitor information throughout Shetland. Feedback has shown that visitors highly value the service.

Providing a small but regular income to Shetland's community museums and heritage centres, in exchange for them providing visitor information and a visitor feedback service provide a number of added benefits. It helps to recognise the significant contribution that the voluntary sector makes to Shetland's tourism product as a whole and offsets their running costs - which they are increasingly struggling to meet. It also ensures that rural attractions are open for a minimum of 5 full months of the year and encourages visitors to experience the whole of Shetland.

In the last 3 years extending the incentive payment scheme to community groups that open for an additional month at the beginning and end of the season has resulted in 10 out of the 11 community museums and heritage centres opening by appointment during April and October.

In 2014 a pilot project was supported in Skerries to develop a mobile visitor information service, which operated from 1 June to 28 September 2014 on a Friday (to fit in with the ferry timetable) and at other times on an ad hoc basis to meet flights or when visiting yachts arrived on the island. This was seen as a first step towards Skerries being included in the Shetland wide local visitor information network.

Recommendations:

1. Continue to support the visitor attractions in rural and island communities to provide a local visitor information service, as described above.
2. Enter into an annual service level agreement with eligible Community Museums and Heritage Centres.
3. Include commercial operators, such as Shetland Jewellery on a no fee basis, when the business is strategically situated and has a proven track record for meeting all other conditions of inclusion in Shetland's Local Visitor Information Service to the standard required.

4. Continue to use the incentive payment system to encourage community Museums and Heritage Centre's to extend their season and open by appointment during April and October.
5. Continue to develop and enhance the service throughout Shetland by encouraging and supporting Skerries Development Group and any other community group actively engaged in tourism development (where there is currently no formal visitor information service) to work towards meeting the entry requirements for inclusion in the Shetland local visitor information service.

3.0 UNMANNED VISITOR INFORMATION SERVICES

Local visitor Information provision either on display at strategic outdoor locations, or accessed using mobile technology.

3.1 Electronic Notice Boards

There are electronic notice boards at Shetland's inter island ferry terminals and on the main A970 north before the Tingwall Straight.

Service Provision: The electronic notice boards currently give up to date ferry information and have the potential to provide additional local visitor information.

Comments: Too much visitor information on electronic notice boards could detract from their core function.

Recommendation: In consultation with Ferry Operations enhance the local information provided on the electronic ferry information boards with a limited amount of visitor information i.e. one page per sign.

3.2 SIC Guest

Free Wi-Fi is available at most ferry terminals (excluding Fair Isle, Grutness, Papa Stour and West Burrafirth) on the SIC-Guest Network.

Service Provision; This service enables visitors to access up to date local information from the Internet e.g. <http://travel.shetland.org>, www.shetland.org; <http://www.shetlandboxoffice.org> and other local and site specific websites and is of particular value when visiting an area that has limited Wi- Fi access.

The quality of the Wi- Fi service can vary considerably from site to site.

Comments: Promoting an unreliable service to visitors could be counterproductive.

SIC Guest may not work at a terminal because:

- It is in an area with very weak or no coverage. The main reasons for this is that SIC Guest is broadcast from the same antenna used to supply a corporate connection to the ferry, and therefore the location of the antenna provides an optimum connection to the receiving antenna on the ferry, not coverage of the public waiting areas.

It could be possible to have another access point at each site with an antenna best positioned for public coverage or to change the current equipment to allow another antenna to be used to provide better coverage.

- The terminal ICT equipment has gone down (or the communication link to it) this would mean that SIC has lost its corporate link to the Ferry and so it is fixed as a matter of urgency.
- There is a problem with SIC Guest, this would be Shetland wide as it is all administered by ICT from a central point.

Recommendation: In partnership with SIC Ferries, consider optimising the use of equipment available to improve public coverage of Wi Fi at ferry terminals without compromising the supply of a corporate connection to the ferry.

4.0 TOURIST SIGNS AND INTERPRETATION

Signage to direct visitors to visitor attractions and to interpret key sites.

4.1 Brown Tourist Road Signs

All tourist signs must conform in every aspect with government traffic sign regulations and general guidance. Under Scottish law VisitScotland must also approve all signposted tourism destinations. The thistle is the existing symbol for tourist attractions on tourism signs in Shetland approved by VisitScotland.

Funding: Key visitor attractions throughout Shetland were quality assured and signposted using LEADER, HIE and Council funding in 1998. All subsequent brown signs have been purchased by eligible individual businesses.

Service Provision: Brown signs are easily recognised by visitors for signposting visitor attractions and are in place throughout Shetland.

Visitor Feedback: Visitors do not criticise the existing brown signs but commonly request increased signage in visitor surveys.

Comments: Shetland has given a very mixed reception to its brown tourist signs. Tourism businesses have paid to have them erected to promote their location and the fact that they have been quality assured under the

VisitScotland star-grading scheme. However locals who object to the use of the thistle logo have repeatedly defaced the signs to remove the thistle.

For the last 18 years Shetland Amenity Trust has led on the development and implementation of Shetland's Interpretive Strategy i.e the development of a Shetland heritage and culture brand, the building of a heritage hub (the Shetland Museum and Archives) and the development of maps; leaflets, guides; trails; and, panels interpreting Shetland's rich natural and cultural heritage at key sites throughout Shetland. A key component of this strategy is to develop a Shetland Heritage Trail linking all the sites throughout Shetland and signposting them using the distinctive Shetland Heritage and Culture logo.

Recommendation: SIC Roads, in consultation with Shetland Amenity Trust and SIC Economic Development to seek VisitScotland and Scottish Government approval to signpost a Shetland Heritage Trail using the Shetland Heritage and Culture logo.

4.2 Interpretive Boards and Displays

Interpretation of Shetland's rich natural and cultural heritage on panels at strategic outdoor locations, such as at the Burn of Lunklet, the Cliffs at Eshaness and the Scord Viewpoint in Scalloway.

Funding: A transnational project developed and implemented by Shetland Amenity Trust and fully funded by Europe (INTERREG IIIB) between 2004 and 2007 resulted in the erection of 52 interpretive panels.

Service Provision: Local communities identified key sites and 52 high quality Shetland culture and heritage branded interpretive panels and displays were installed throughout Shetland.

The project recognised the value of this type of interpretation but chose the sites carefully to avoid cluttering the landscape with interpretive panels.

Visitor Feedback: The interpretive panels are well received by visitors

Comments: Shetland Amenity Trust and local community groups can add panels over time, as required.

Mobile technology can also be used to provide site interpretation and is of particular value in places like Shetland that has a harsh climate that is hard on displays and where too many panels would detract from Shetland's natural landscape.

Recommendations: Additional interpretation under the Shetland Culture and Heritage brand to be progressed as part of individual project development in consultation with local community groups.

Careful consideration, on a site by site basis, to be given to the location and type of interpretation used.

5.0 PUBLICATIONS

Printed local information designed to promote all parts of Shetland and encourage visitors to fully experience the best of what Shetland has to offer.

5.1 Shetland Accommodation Guide and Shetland Visitor

Produced commercially by the Shetland Times.

Service Provision: Produced locally by the Shetland Times, the Shetland Accommodation Guide is the only dedicated publication that promotes all types of accommodation available on the islands. As well as being available locally it is circulated nationwide, including to all 89 visitor information centres managed by VisitScotland in Scotland.

The Shetland Accommodation Guide is available in an electronic version online through the Shetland Times website devoted solely to the promotion of accommodation provision www.shetlandvisitor.com. The site also contains information on Shetland events, area guides, see and do suggestions and how to plan travel arrangements to Shetland.

In conjunction with the accommodation guide the Shetland Times also produces the Shetland Visitor, which is distributed throughout Shetland for the local and tourist markets. This introduces the various islands and mainland areas, gives some practical advice and details as well as information on the history, people, wildlife and culture that makes Shetland a destination with a difference.

The online versions of the accommodation guide and Shetland Visitor are also available on the Shetland Times website www.shetlandtimes.co.uk, which attracts 80,000+ weekly page views and there are links on the VisitScotland <http://www.visitscotland.com> and www.shetland.org websites

Comments: The Shetland Times is a local resource with an excellent track record in helping to market and promote Shetland through its weekly newspaper, web sites, social media platforms and commercial printing services.

Partnership working between commercial and public bodies can result in practical solutions to providing sustainable products and services to visitors and significant cost savings, like VisitScotland, Promote Shetland and the Shetland Times working together to consolidate the Shetland Accommodation Guide.

Recommendation: Consider other areas where partnership working between commercial operators and other organisations can support the provision of local visitor information services in the longer term e.g. the

Shetland Caravan and Camping Guide which has been developed by SIC Economic Development, in partnership with registered caravan park operators throughout Shetland, to fill an unmet demand from visitors and with the addition of market specific advertising has the potential to be reprinted on a commercial basis.

5.2 Free Local Information

In addition to the Shetland Accommodation Guide and Shetland Visitor printed by Shetland Times, which are both free, and local providers own printed marketing material, Shetland has developed a comprehensive range of locally branded printed thematic geographic and trail leaflets, tear off maps and guides for visitors.

Funding: For the last 13 years SIC Economic Development has had a policy in place to support the development and production of strategic local marketing materials rather than ad hoc applications for area and thematic leaflets from every area and community group. In practice this has meant that the Council has funded the reprinting of Shetland's suite of thematic and geographic leaflets, guides and tear off maps for free circulation to all local information providers throughout Shetland. Responsibility for developing, revising and branding these resources has changed over the years but SIC Economic Development has always had a key role in ensuring they are in print and distributed.

Service Provision: Strategic core visitor information, provided free of charge to visitors and available at information points throughout Shetland:

Geographic Leaflets - Bressay and Noss; Central Mainland; Fair Isle; Fetlar; Foula; Lerwick; Nesting Lunnasting and Delting; Northmavine; Papa Stour; Skerries; South Mainland; Unst; Westside; Whalsay; Yell.

Thematic Leaflets - Archaeology; Geology; Heritage Crafts; Maritime Heritage; Museums and Heritage Centre; Public Art; Sea Birds; Sea Mammals; Sea Shores; Place names and Wildflowers.

Shetland Mini Guide - Provides a guide to Shetland's visitor information service, summary descriptions of Shetland's top visitor attractions; key contacts and services in each area; a mileage chart in a credit card size format.

Tear off Maps - Cover all areas of Shetland. These are double sided with a map of the whole of Shetland on one side and more detailed specific areas of Shetland on the other.

1. Northmavine and Central Mainland
2. South Mainland; Lerwick, Bressay and Fair Isle
3. Unst; Yell; and Fetlar
4. West Mainland; Papa Stour and Foula

5. Lunnasting and Nesting, Whalsay and Outer Skerries

Visitor Feedback: Postcard questionnaires, the level of demand and feedback from visitors demonstrates that Shetland's strategic suite of free visitor publications continues to be highly valued by visitors and is recognised as an example of good practice in other areas of Scotland.

Comments: Having a flexible partnership approach to developing, revising, printing and distributing high quality branded local visitor information in Shetland has proved to be good value for money and an effective method of providing consistently high quality local information to Shetland's visitors.

Shetland branded leaflets, maps and guides have become a public resource that Shetland inhabitants take for granted.

In an environment where an increasing number of visitors have access to mobile technology there may be less dependence on printed information in the future. In the meantime there is still a strong and ongoing demand for printed local visitor information.

A new type of market specific trail guide has also been developed to create more sophisticated, higher quality publications, e.g. Volcano Trail, Shetland at War, Walking Guide, Trout Fishing Guide etc. It is unrealistic to expect local funders to pick up the full cost of reprinting these guides year on year without a contribution from visitors so a pricing policy has been introduced to cover the costs of reprinting.

Recommendations

- 1 Taking into consideration budgetary constraints and visitor feedback, continue to seek consensus on what remains to be core and strategic local information that benefits from being in print, free to visitors and available throughout Shetland.
- 2 Continue to support the revision and reprinting of core visitor information in partnership with Shetland Amenity Trust and VisitScotland.
- 3 Continue to extend the range of higher quality publications like "Shetland at War" that can be charged for and, provide project funding to develop self guided walks for visitors as a means of promoting Shetland's rich culture and heritage and thereby increase visitor numbers.
- 4 Continue to encourage all local organisations providing visitor products and services to adopt a pricing policy to cover their own marketing costs from visitor income.

Information Sheets

VisitScotland currently prints a number of information sheets locally in Shetland:

- As an interim measure where a new market is being developed
- For information that has to be frequently updated, e.g. Wi-Fi access, traditional music sessions
- For information that may have a longer life but does not justify a more costly leaflet, e.g. toilet provision
- On subjects for which there is no current strategic leaflet, e.g. golfing, but which may be developed in partnership in the future.

Service Provision: Developed on an ad hoc basis by VisitScotland staff in response to visitor's questions, the information sheets are generated in a variety of formats and are printed in-house on coloured paper.

Comments: The fact sheet concept as described above is a useful tool and one that could be used by all visitor information points throughout Shetland.

Recommendations:

1. Work in partnership with VisitScotland design team and local staff to develop a set of Shetland information sheet templates which can be printed in-house or produced digitally in short print runs and can be made available online.
2. To ensure a consistent quality of content and presentation all information sheets using the template must be signed off by an approved person, e.g. VisitScotland Island Manager.

6.0 TECHNOLOGY

Fast developing and growing access to pre and post arrival visitor information.

6.1 Websites

Most tourism providers in Shetland have an online presence and either have their own website or are linked to an umbrella website such as www.shetlandtourismassociation.org; www.shetland.org or www.visitscotland.com

www.shetland.org is Shetland's primary tool for both pre and post arrival visitor marketing i.e. promoting Shetland as a destination and providing local visitor information.

Funding: www.shetland.org is funded by SIC Economic Development as part of a contractual agreement with Promote Shetland.

Service Provision: With particular reference to local visitor information www.shetland.org provides information on accommodation and transport; visitor activities; area and themed guides; a weather forecast and an up to date all year round events calendar. It has links to social media channels Twitter and Facebook, Shetland's network of webcams and 60 North FM radio.

Visitor Feedback: www.shetland.org is constantly monitored; tracking web visits and collecting and collating visitor data using Google Analytics. In addition targeted campaign evaluation surveys include feedback on the effectiveness of the site.

In 2014 www.shetland.org received a total of 441,076 unique visits from users all over the world and an average of 40,195 unique visits per month.

Promote Shetland updated the webcams to high definition streams in June 2014 and used the Disqus Online Comment tool to gain real-time feedback from viewers. By February 2015 the webcams had generated 2458 positive comments and continue to be the most visited page on the website.

Comments: Websites are a cost effective and increasingly effective way of providing up to date information to visitors. Conducting business online is no longer considered an optional extra in running a tourism business- it is expected by our visitors.

Recommendations:

- 1 Promote Shetland is to complete a major development of www.shetland.org. This will include the consolidation of a number of websites into www.shetland.org – using existing domain names to point to the correct part of the new website; making content management easier; providing a new home for many orphan sites like www.shetlandmarinas.com and www.walkshetland.com that have not received updates or funding for some time; and, downloadable itineraries for visitors.
- 2 Actively encourage and target support for tourism businesses seeking to make better use of their online presence: e.g. business gateway; webinars, short courses and free specialist marketing advice.

6.2 Social Media

Social media are a group of computer based tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. They have resulted in substantial and pervasive changes to communication between businesses, organisations, communities and individuals.

Funding: Social media platforms, primarily to communicate pre-arrival marketing messages, are funded by SIC, Economic Development as part of a contractual agreement with Promote Shetland.

Social media can also be a very useful tool for directing visitors to visitor information sites like www.shetland.org and sharing 'What's on' information for visitors during their stay.

Service Provision:

Facebook: A social networking website where users create and customise their own profiles with photos, videos, and information. Friends can browse the profiles and write messages on their pages. Each Facebook profile has a "wall," where comments can be posted. Wall postings are basically a public conversation.

<https://www.facebook.com/promoteshetland> is Promote Shetland's most established social media channel. It has over 19,000 'Likes' and is the main referrer to www.shetland.org.

An outcome of Facebook's new policy which pressures companies to buy advertising in order to be seen by audiences has resulted in a decision not to maintain a Shetland Facebook presence but to focus more on other social media channels i.e. Twitter, Instagram and Pinterest.

Twitter: <https://twitter.com/PromoteShetland>. The strongest characteristic of Twitter as a social network lies in its 140-character tweet limit. The updates that are posted are short and clear and can include links to external websites such as www.shetland.org.

A Twitter account like other social media needs to be actively managed ideally with several tweets per day including hashtags; retweets; mentions; and, direct messages in order to maximise the huge potential of this media. One of the most valuable things that Twitter offers is the ability to search for relevant keywords and gain an insight into the way Shetland's audience interacts with destinations and businesses.

Promote Shetland currently has over 3,000 followers on Twitter and an objective to increase this number.

Instagram: <https://instagram.com/promoteshetland>

This mobile-based network allows smartphone users to share their photos instantly with their contacts (followers). It's a visual representation of a daily life, often enhanced by image filters that make it look more beautiful.

This is a new platform for Shetland but offers excellent potential for showcasing the destination in photographs and offering an insider's view of things to see and do, particularly to the always-on traveller generation.

Visitor Feedback: Visitor comments to Twitter and enquires from Facebook give an insight into how many people like the service and how well it works.

Google Analytics is also used to see how many people are referred to www.shetland.org from Facebook and Twitter.

Comments: Social media provides a direct and targeted way to communicate with Shetland's audience. The advantage is that they are instant and far less costly than traditional marketing techniques such as print, TV or radio.

However if resources are limited it is important to choose a platform which works rather than dividing time between all the available networks which becomes counterproductive. Using social media as a marketing tool requires a dedicated resource if it is to be done effectively.

Recommendations: Continue to develop Shetland's Social Media presence as part of Shetland's core service to visitors.

6.3 **Mobile Tourist Technology**

Using mobile equipment and new technology to access visitor information

Apps: Short for "application." An App is typically a small, specialised program downloaded onto mobile devices:

Shetland Travel App

An App which provides comprehensive transport timetables for buses, inter-island ferries and inter-island flights within the Shetland Islands.

Service Provision: Developed by Promote Shetland alongside the Travel website <http://travel.shetland.org> on behalf of ZetTrans the Shetland Travel App can be downloaded onto mobile devices free of charge from the [Apple App Store](#) and [Google Play Store](#).

The Travel App aims to make it easier to use the inter-island transport network in Shetland. Both the travel website and App show the latest available timetables for buses, ferries and inter-island flights as well as next departure and arrival times for each stop.

Visitor Feedback: Informal feedback from users to ZetTrans and monitoring Shetlink for relevant comments.

Comments The travel website and travel App are another good example of successful; partnership working in order to provide a high quality visitor information service. Once the additional functionality is incorporated and proven Promote Shetland will transfer ownership back to the SIC Transport Dept to continue updates directly with the private sector partners.

Recommendation: Promote Shetland to develop a Version 2 of the travel website and travel App for mobile devices in response to user feedback.

The Geopark Shetland App

An App which lets users discover the diverse and dramatic Earth heritage of the Shetland Isles.

Service Provision: Developed by Shetland Amenity Trust the Geopark Shetland App can be downloaded to android and i phones from [Google Play](#) and [iTunes](#).

The App allows you to discover over 60 sites of geological and heritage interest throughout Shetland, including detailed information and images of each site and directions, as well as GPS triggered notifications to let you know when you have reached V the right spot. The App also contains three themed walking trails, and an augmented reality feature that allows you to 'interact' with the stunning Shetland landscape by viewing it through your mobile device camera.

Visitor Feedback: iTunes do not release iPhone App download statistics but to date approximately 500 people have downloaded the Android version of the App

Comments: Some people have noted that the App has a tendency to crash, and that continued use of GPS running in the background can dramatically decrease battery life.

The entire App is downloaded to your phone, with all it's data so you don't need a phone signal or internet connection to use it in the field. If battery life is a problem then the GPS connection (which gives you your position) can be turned off. This means that you can no longer navigate to a site by watching your position on the map – but you can still find the site by following the directions provided.

Adding sites in the west of Shetland to the App has been included as an aspiration in Geopark Shetland's current Business Plan. This will be dependent on Shetland Amenity Trust having a Geology Officer in post and attracting project funding to develop the App.

Promote Shetland currently favours mobile optimised and responsive websites rather than investment in dedicated Mobile Apps. The search engine is still considered the best way to get information on a destination.

The current barrier to provision of real-time information for visitors on Smartphone's or other mobile devices is the lack of 3G/ 4G telecom infrastructure.

Recommendation: Encourage Council and others to support the development of a mobile phone network that is fit for purpose in Shetland.

6.3 **Tourist Information Radio**

24 hour visitor information service broadcast on Local Radio 60 NORTH FM

Funding: Funded by SIC Economic Development as part of a contractual agreement with Promote Shetland.

Service provision: Broadcasts from 6 locations across Shetland i.e. Sumburgh Head, Walls, Bressay, Brae, Eshaness, and Unst. Visitors can tune their car radio to 97.7MHz to find out more about Shetland culture and heritage, local music, whats on and a local weather forecast
60 NORTH FM is also played online to accompany the webcam feed.
All transmissions are currently off-air and under development but will be re launched later in the year.

Visitor Feedback: A comments bar on the www.SHETLAND.org website allows visitors to feedback their views on the website.

Comment: Feedback on the website suggest that the online version of the radio station is very popular, particularly the music.

Recommendations: Continue to support 60 NORTH FM as a core local information service for visitors.

6.5 **60 NORTH Wi Fi**

Wi-Fi Hot Spots in different locations around Shetland.

Funding: Previously funded by SIC Economic Development as part of a contractual agreement with PromoteShetland.

Service Provision: Hot spots for Wi-Fi at a number of locations around Shetland were supplied free to visitors by Promote Shetland at outlets around Shetland.

Promote Shetland no longer provides the 60 NORTH Wi-Fi service because of the significant number of establishments, public buildings, café-bars and airports etc now providing internet access.

Comment The 60 NORTH Wi-Fi service is currently mothballed but can be available at short notice to provide Wi-Fi coverage through satellite to anywhere in Shetland should it be needed to support a key event or activity.

Recommendations:

- 1 Monitor Wi-Fi access throughout Shetland and if required consider the strategic provision of Wi Fi access as a means of providing local visitor information at strategic locations throughout Shetland.
- 2 Promote the availability of Wi-Fi to visitors better.

7.0 MONITORING

Method by which the tourism sector measures its performance; understands who is visiting Shetland in order to inform and prioritise investment and promotion decisions; measures the value of individual projects and the value of tourism as a whole to the Shetland economy; benchmarks Shetland against other destinations.

Data collection and visitor feedback related to individual activities as described above is gathered along with ad hoc research on specific subjects.

7.1 Visitor Survey

Carried out as an exit survey, this has been the most reliable tool for measuring the performance of the tourism sector and has been used in Shetland for the past 25 years. The survey involves interviewing individuals at Shetland's two main exit points: Sumburgh Airport and Holmsgarth Ferry Terminal, at various times, over a full year period.

Funding: The cost for this kind of survey is high and is usually met either in partnership or wholly by Shetland Islands Council.

To reduce costs and because there is an advantage in Shetland benchmarking itself against other regions the last visitor survey was a Pan Island survey carried out in partnership with Orkney and the Western Isles Council's, VisitScotland and Highlands and Islands Enterprise.

Service Provision: A visitor survey provides an analysis of the volume and value of Shetland's tourism sector and of visitor's profiles and behaviours.

Comments: Understanding the volume value and nature of the islands tourism is critical if Shetland is to develop and grow the sector sustainably.

Shetland's last visitor survey was carried out in 2012 and the one before that in 2006. Consideration needs to be given to gathering this critical information by some means and more frequently than once every 5 years

Ideally Shetland would be less dependent on expensive visitor surveys but using other methods is risky unless there is evidence that it will capture data from all visitor types.

Online surveys are becoming increasingly popular; can be done more frequently and are a low cost option in comparison to face-to-face surveys but may only capture data from certain types of visitors.

Recommendation:

1. Work in partnership to consider the options for gathering visitor information more frequently taking into consideration the importance of capturing all visitor types and the high cost of face to face surveys.

Based on the lessons learned from the most recent pan island survey this is likely to involve a calibration survey at Sumburgh Airport and Holmsgarth Ferry Terminal in combination with online questionnaires to different target markets.

2. Continue to research specific tourism related topics as required.

8.0 MARKET DEVELOPMENT

Priorities for developing the tourism sector.

Service Provision: Priorities for developing the tourism sector are described in the Shetland Tourism Plan. The current Shetland Tourism Plan 2011– 2014 is in the process of being updated in house by SIC Economic Development in partnership with industry and other stakeholders.

This is an extremely important document because, once approved, it is used by a number of organisations including Shetland Islands Council to develop their own policies for targeting funding and resources to the tourism sector in Shetland.

Funding: New sector development usually attracts project funding. All projects should have an exit strategy ie a project should either come to a natural end with the intended outcomes achieved or include a strategy for being sustainable in the longer term through for example increased income from visitors.

Service provision: Visitor projects and services are being continually developed to improve and diversify Shetland's offer to visitors throughout Shetland. Projects range from multi million pound infrastructure projects such as the new Sumburgh Lighthouse Visitor Centre sectoral developments like Shetland Wool Week, right through to community initiatives, events, services, and products developed by community groups with voluntary support and occasional small grant funding. e.g. UnstFest; Skerries Mobile Visitor Services, Bressay Rescues and Wrecks and South Nesting Caravan Park.

Visitor Feedback: Some form of relevant monitoring and evaluation is usually included in project proposals both as a requirement of attracting funding and so that the organisers can measure the value of the project.

Comments: Project funding is usually time limited. Organisations providing an ongoing product or service must be able to match service provision with the resources available if the product or service is to be sustainable.

In the current economic climate projects that require ongoing revenue funding are under increasing pressure.

Volunteer fatigue and attracting new volunteers and resources in Shetland can be a problem for smaller community enterprises, which may be relying on only one or two active but ageing individuals.

In a rapidly changing and competitive tourism environment where there is an increasing demand for customer led services and improved quality, not all local visitor products and services will survive.

Recommendation: Encourage all tourism providers to take stock of their core aims and objectives and better target their activities to meet defined development goals within the resources available.

9.0 CONCLUSION

This audit clearly demonstrates the ways in which Shetland has worked in partnership to maintain and continually develop a high quality local visitor information service throughout the islands and the need to maintain focus and commitment to it.

Consultees

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Robina Barton
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Bernard Redman
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Paul Chivers
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Alison Simpson
Selina Miller
Jim Mouatt,
James Sawkins
Davy Cooper
Rhoda Hughson
Irene Mouatt
Rena Nisbet
Jane Leask
James Linklater
Pat Christie
Mervyn Smtih
Michael Craigie
Emma Miller
Angela Hunt
Ann Goudie
Marina Tait

Organisation / Attraction

Shetland Amenity Trust
Geopark Shetland
Quendale Water Mill
Quendale Water Mill
VisitScotland
Tangwick Haa Museum
Tangwick Haa Museum
Fetlar Interpretive Centre
Fetlar Interpretive Centre
Hoswick Visitor Centre
Hoswick Visitor Centre
The Cabin Museum
Shetland Amenity Trust
Shetland Times / Shetland Litho
Lerwick Port Authority
Highlands and Islands Enterprise
SIC Economic Development
Promote Shetland
Promote Shetland
Shetland Library
VisitScotland
Scalloway Museum
Scalloway Museum
Bressay Heritage Centre
Bressay Heritage Centre
Shetland Museum and Archives
Shetland Museum and Archives
Old Haa Museum
Whalsay Heritage Centre
Whalsay Heritage Centre
Wool Week Coordinator
SIC, Ferry Services
SIC Ferry Services
Shetland Amenity Trust
Unst Heritage Centre
Unst Heritage Centre
Old Haa Museum
NorthLink Ferries
NorthLink Ferries
Shetland Heritage Association
SIC , Infrastructure Services
SIC, Transport Planning
Shetland Amenity Trust
Sumburgh Lighthouse
Shetland Museum and Archives
Skerries Vistor Centre

Shetland Islands Council Economic Development Unit

Local Visitor Information Services Scheme

The aim of the Local Visitor Information Services Scheme is to support the delivery of high quality local visitor information services at strategic locations throughout Shetland; and, effective methods of gathering and responding to customer feedback. This will be done through partnership working and third party contracts for eligible activities.

Eligibility

Any contract entered into under the scheme must deliver one or more of the following elements:

- Manned and unmanned visitor information services at strategic locations throughout Shetland. eg signage, contacts, maps; local information, timetables, interpretation and events information
- Networking and training events related to the provision of high quality local visitor information and / or providing effective methods of gathering and responding to customer feedback.
- Displays, stands; signage and other equipment required to support the provision of a high quality local visitor information service at strategic locations throughout Shetland.
- Core Shetland branded leaflets, guides, booklets, maps, posters, postcards and other printed local information designed to promote all parts of Shetland and encourage visitors to fully experience the best of what Shetland has to offer
- Access to visitor information through the use of the Internet and mobile technology eg local information downloads, tourism information radio, electronic messaging; web cams; wi fi and social media etc.
- Visitor feedback, footfall count and data capture, collection and collation
- Promotion of Shetland's local visitor information service.
- Service Development that is cost effective and responsive to a changing environment eg increases use of mobile technology.

Ineligible:

Any existing activity or service provided as a core function

Appendix 2

The scheme will be operated in compliance with the Council's small contracts, low value procurement procedures.

Assistance approved for individual contracts under the scheme will be under a ceiling of £25,000. Requests for larger sums will be referred to the Development Committee for a decision.

**Development Committee****22 April 2015****Business Gateway Shetland – Proposed Delivery of Enhanced Support to Growth Businesses****Report No: DV-22-15-F****Report Presented by:
Development Manager****Development Services Department****1.0 Summary**

- 1.1 This report asks the Development Committee to consider the submission of an application by the Council for European Regional Development Fund (ERDF) assistance towards delivery of an enhanced Business Gateway Shetland service for growth and potential growth companies, and the provision of match funding to support that bid.
- 1.2 In late 2014, an opportunity emerged for Business Gateway to apply for European Regional Development Fund (ERDF) assistance, and for the Council as the delivery agent for Business Gateway in Shetland, to take that forward. A successful application would allow additional resources to be used by the Council to take forward a combination of new and existing activity in Shetland directed at growth businesses under the Business Gateway banner, with an aim to generate £2m of additional growth, create 40 jobs including graduate placements throughout Shetland.

2.0 Decisions Required

- 2.1 That the Development Committee RESOLVE:
- 2.1.1 that the Executive Manager – Economic Development submits an application for ERDF assistance, for the period 1 June 2015 to 31 December 2018 initially, with the possibility of an extension to 31 December 2020, to support delivery of an enhanced Business Gateway Shetland service for growth and potential growth companies and;
- 2.1.2 that, subject to ERDF assistance being secured as detailed in this report, future availability of appropriate match funding will be allocated from the Council, as follows:-

- 2.1.2.a an allocation, amounting to 50% of the total project costs of £50,000, up to a maximum sum of £25,000, for financial year 2015/16 is approved;
- 2.1.2.b allocations, amounting to 50% of the annual project cost of £100,000, up to a maximum sum of £50,000 in respect of each of financial years 2016/17 and 2017/18 are approved, subject to budget availability, and;
- 2.1.2.c an allocation, amounting to 50% of the project cost of £100,000, up to a maximum sum of £50,000, in respect of financial year 2018/19 is approved, subject to budget availability.

3.0 Background

- 3.1 Following the Cabinet Secretary's Review of Enterprise Networks in Scotland during 2007-08, the Council, in common with all 32 Scottish Local Authorities, now delivers the Business Gateway Service on behalf of the Scottish Government. The service is co-located within the Economic Development Service and Highlands and Islands Enterprise at Solarhus, North Ness.
- 3.2 Nationally, Business Gateway (BG) does not provide funding directly to organisations but focuses on the provision of advice and support to new and existing businesses including: signposting; information; one-to-one adviser support; and access to training/advisory workshops. Business Gateway Shetland (BGS) also however, where relevant, signposts and supports delivery of the Council's Economic Development policies and financial support schemes.
- 3.3 Like other BG services, BGS is supported via a National Unit which is housed within COSLA and which provides support on all aspects of service provision including, marketing, quality monitoring, development and administration.
- 3.4 BGS frontline duties are currently shared by Economic Development Service staff on a rota basis along with administrative support. External contractors provide an advisory function and support in delivering the training workshop requirements is provided via Train Shetland.
- 3.5 BGS commenced in April 2009 and since that time has provided a range of nationally-consistent services including one-to-one supportive advice and training workshops. Prior to 2009, Business Gateway (BG) services had previously only been offered in Lowland Scotland via Scottish Enterprise.
- 3.6 To date the BGS has assisted over 940 enquirers, provided one-to-one advice to over 200 clients and presented a range of workshop courses on topics such as employing people, developing customer relationships, social media strategy and cloud computing.
- 3.7 The majority of interventions with clients in Shetland have historically been with pre-start and start-up businesses where the priorities have been dealing with the practicalities of setting up a business.

- 3.8 Clients have generally found the business planning and other support available invaluable, particularly in terms of financial forecasting, financial management, market research and risk assessment.
- 3.9 There is set criteria on how to run BG services throughout Scotland, to ensure a consistent delivery approach. However, due to differing resources and geographical challenges faced in the Highlands and Islands area, dispensation was given by the Scottish Government to run appropriately-tailored local services in the area, including Shetland. An evaluation of the national service was carried out during 2010 which acknowledged that the Highlands and Islands model worked well, and with the roll-out of new contracts at that time, the standard procedures were changed to incorporate a provision for 'local services' to be used where required in all areas.
- 3.10 BGS has consistently scored highly in the nationally-monitored and assessed Quality Assurance feedback figures recorded throughout Scotland.
- 3.11 The current budget for BGS is limited, with approximately £85,000 per year to deliver service provision. Much of this is directed to start-up businesses and supporting several hundred clients per year.

4.0 Proposals

- 4.1 The Federation of Small Businesses Scotland highlighted in its 'Micros Untapped' report (November 2012) the specific need for support in very small enterprises and also the particular barriers to growth that are faced by such organisations. The report also emphasised the significance of personalised help in supporting micro business growth, particularly in relation to recruitment.
- 4.2 In late 2014, an opportunity emerged for Business Gateway to apply for European Regional Development Fund (ERDF) assistance under the theme of 'Business Growth Accelerator'. Business Gateway services operating in the Highlands and Islands, in collaboration with HIE, developed a partnership project that would complement and extend the scope of growth advisory services across the region. A similar project is being progressed in lowland Scotland in collaboration with Scottish Enterprise.
- 4.3 The partnership devised a programme which will enable the local delivery of enhanced BG services through a flexible set of interventions – tailoring these to local circumstances and opportunities. The key objectives are as follows:-
 - 4.3.1 to support business growth and innovation in the micro-firm and SME sectors which will dovetail into the HIE activity ensuring no duplication of service delivery;
 - 4.3.2 to generate additional jobs growth;
 - 4.3.3 to increase the number of employment opportunities; and

- 4.3.4 to create a seamless approach to business advice/delivery through all partner organisations.
- 4.4 There has been regular engagement with HIE in an effort to ensure a collaborative approach with no overlap in service provision. HIE has submitted a separate application to the Scottish Government for Business Competitiveness, which is complementary to the BG applications.
- 4.5 The programme will supplement and extend the scope of core services offered by BGS, utilising wherever possible the existing delivery infrastructure as the platform from which additional and new activities can be launched and delivered. The support is consistent with the framework developed nationally across BG delivery regions, focusing on early stage growth activity, advisory support, growth funding and resource skills and capacity building.
- 4.6 The first phase of the programme for BGS will run from June 2015 to December 2018, with the possibility of a second phase from January 2019 to December 2020, subject to a mid-term review by the Scottish Government.
- 4.7 The proposed programme spend across the Highlands and Islands is expected to be approximately £1million per annum. Scottish Government has confirmed the programme intervention rate to be 50% with match funding requiring to be provided by the respective local authorities.
- 4.8 In respect of the ERDF application, each area will make a choice from a menu of activities and will target non-HIE Account Managed firms with growth potential – the following four activities are being proposed to be targeted all around Shetland:-
- 4.8.1 Graduate placement – placing qualified graduates with a business to help address and solve specific technical issues or problems relating to business development – either management or product/process related.
- 4.8.2 Specialist advice– one-to-one support from a specialist adviser to help a business with specific growth issues, particularly marketing, providing support towards achieving quality standards and tendering, access to finance, growth strategy, business processes and market/product development;
- 4.8.3 Growth workshops - workshops on topics supporting business growth through developing skills and expertise on topics including finance, growth strategy, developing and managing staff, marketing, e-commerce and other topics as evidenced by local demand;
- 4.8.4 Leadership programmes – a short programme of activity comprising up to three days' support to assist businesses build capacity to recruit, train and retain employees, which may help gain competitive advantage to grow;

4.9 Whilst specific detail on the activities to be put in place for Shetland are currently being worked through, it is anticipated that this ERDF funding activities proposed for Shetland would achieve the following outputs:

- 8 graduates employed
- 600 hours of specialist advice delivered
- 80 growth workshops delivered
- 80 leadership programmes delivered

The following outcomes should be achieved:

- £2m increase in turnover
- Generate 40 FTE jobs
- Introduce 5 innovative solutions to business growth barriers
- Improve business efficiency by 40%

4.10 The anticipated costs of providing the additional BGS services are as follows:

Activity	Estimated Cost 2015/16	Estimated Cost 2016/17	Estimated Cost 2017/18	Estimated Cost 2018/19
Graduate placement	£25,000	£35,000	£35,000	£35,000
Specialist advice	£10,000	£25,000	£25,000	£25,000
Growth workshops	£5,000	£15,000	£15,000	£15,000
Leadership programmes	£10,000	£25,000	£25,000	£25,000
Total	£50,000	£100,000	£100,000	£100,000

4.11 If the application is successful, the ERDF intervention rate will be up to 50%, and the proposed Council match funding requirement is also shown below:-

Year	Total Cost	ERDF (Up to 50%)	Proposed Council funding
2015/16	£50,000	£25,000	£25,000
2016/17	£100,000	£50,000	£50,000
2017/18	£100,000	£50,000	£50,000
2018/19	£100,000	£50,000	£50,000
Total	£350,000	£175,000	£175,000

4.12 The proposed Council funding will be apportioned equally between the budget established for BGS and the Economic Developments Project budget.

4.13 The deadline indicated by the ERDF funding for BGS will need to be submitted by 11 May 2015 with an expected project start date of 01 June 2015.

4.14 ERDF applicants are expected to have match funding identified and potentially confirmed before an application is submitted to the Scottish Government.

5.0 Implications

Strategic

- 5.1 Delivery on Corporate Priorities – The proposal in this report ties in well with the healthy Economy-Strong Communities section of the Corporate Plan 2013-17. In that section it is stated that the Council “can work in partnership with individuals, communities and businesses to.... expand an existing company or find a new market.”
- 5.2 Community/Stakeholder Issues – Any funding approved under this initiative will be limited to undertaking initiatives against key sectors as identified for ERDF funding by the Scottish Government. These are:
- Creative Industries
 - Energy
 - Food and Drink
 - Life Sciences
 - Heritage/Tourism
- 5.3 Policy and/or Delegated Authority – This report has been prepared under policy 1.1 of the Council’s Economic Development Policy Statement 2013-17. The Policy Statement was approved by the Development Committee on 14 August 2013 [Min Ref: 37/13] and by the Council on 28 August 2013 [Min Ref: 65/13]. It states “Through the Business Gateway encourage new business start-ups and improve existing businesses” through the following measures:-
- Provide information, advice and guidance to those look to starting new businesses, or to develop existing business and social enterprises, in Shetland
 - Develop business skills among the local community through advice and training
 - Through monitoring and evaluation, refine local delivery of Business Gateway services to be more effective for Shetland businesses and social enterprises

The report is also directly in line with policy 4.4 of the Economic Development Policy Statement 2013-17 which states “Maximise benefit to Shetland from Council EU engagement.

The Development Committee has delegated authority to implement decisions within its remit, in accordance with Section 2.3.1 of the Council’s Scheme of Administration and Delegations.

As the contents of this report relates to policy and work undertaken within the Development Directorate, the Development Committee has delegated authority to make a decision.

5.4 Risk Management – There is a risk that should elements of the ERDF funded initiatives fail to meet specific targets set that some ERDF funding approved may be required to be repaid.

5.5 Equalities, Health and Human Rights – None.

5.6 Environmental – None.

Resources

5.7 Financial – The report seeks to allocate up to £175,000 of match funding resources towards the provision of an enhanced Business Gateway Service over 4 financial years 2015/16, 2016/17, 2017/18 and 2018/19 from the Economic Development Service budget, as set out in section 4.10 to this report. The commitment of any resources beyond the current financial year is subject to a satisfactory revenue budget being established in each of the financial years of the scheme.

Subject to approval of this report, the 50% proposed Council funding for 2015/16 can be met from existing Economic Development budget.

5.8 Legal – The Council will be obliged to fulfil the targets set in the ERDF application form to ensure full payment of grant applied for.

5.9 Human Resources - The Economic Development Service is currently under a service review process which is due to be completed mid-2015. It is noted that organisation and execution of the ERDF interventions which are listed will require additional resource to manage and this will be borne in mind in the current review.

5.10 Assets and Property – None.

6.0 Conclusions

6.1 BGS is a national service which the Council is obliged to provide on behalf of the Scottish Government.

6.2 Through the ERDF 'Business Competitiveness' strand of funding, an opportunity exists to enhance the business growth element of the Shetland service through a combination of new and existing activity.

6.3 Attracting monies from the ERDF programme will provide a platform to encourage a bigger emphasis for the business growth agenda via Business Gateway and help to develop this aspect of the service offered in Shetland.

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Date: 13 April 2015

List of Appendices

None

Background Documents

None

END

**Development Committee****22 April 2015****Scoping Document – Review of Opportunities for Hydrogen Projects in Shetland****Report Number: DV-24-15-F****Report Presented by: Project Manager****Economic Development
Development Services Department****1.0 Summary**

- 1.1 This report provides the Development Committee with a scope for the Economic Development Service to undertake research and review opportunities for developing hydrogen projects in Shetland.

2.0 Decision Required

- 2.1 That the Development Committee RESOLVE:
- 2.1.1 to approve the scope of research work into hydrogen opportunities, as outlined in Section 4.

3.0 Background

- 3.1 At Development Committee on 14 January 2015 it was agreed that a scope should be presented to Development Committee on 22 April 2015 to investigate opportunities for Shetland in hydrogen research and demonstration projects [Min Ref: 01/15]. The Economic Development Service has drawn up this scope for the work with guidance from the Economic Development Policy Group.

4.0 Detail**4.1 Objectives and Outcomes**

It is proposed that the Economic Development Service undertakes a review of opportunities in Shetland for hydrogen, with a focus on innovative research and demonstration projects. The research will explore what work is being undertaken in other areas of the UK and

similar island regions in Europe and highlight external funding opportunities to support potential projects identified in Shetland.

- 4.2 The work will inform the Economic Development Service of development opportunities in the renewable energy sector in Shetland.
- 4.3 Follow up actions from the research will be incorporated into the Economic Development Service review, being carried out in 2015. The work will help identify development opportunities that merit further investigation by the service.
- 4.4 Projects that merit further investigation will be progressed through the Economic Development Service work programmes.

4.5 **Scope and Exclusion**

This will be a high level review of the potential for hydrogen projects, conducted in line with the Economic Development Policy Statement 2013-17 and Shetland Islands Council Corporate Plan 2014-2018.

- 4.6 The review will highlight opportunities that could be considered worthy of further investigation; indicate their potential for carbon reduction and look at their value to the Shetland economy. The review will, where possible, provide indicative timescales for developing projects and identify risks associated, as well as potential for accessing external funding.
- 4.7 The review of opportunities will be conducted by desk based research but will seek input from the private sector in Shetland with relevant expertise and interest in the area of hydrogen and renewable energy. The review will look at existing Council plans and strategies and work being carried out in Infrastructure Services – Estate Operations and Development Services – Transport Planning. Agencies such as HIE Shetland and individuals within the network of the Economic Development Service will be contacted.
- 4.8 The review does not intend to provide detailed analysis of how those opportunities will be developed, funded or taken forward but recommend those that would merit further investigation. Any opportunities identified in the review will be reported to the Development Committee in September 2015.

5.0 **Implications**

Strategic

- 5.1 Delivery on Corporate Priorities – This report links to the priorities of the Council's Corporate Plan 2014-2018, which sets out a range of priorities to help build a healthy economy and stronger communities.

The actions in the report aim to meet the following pledge in the Corporate Plan 2014-2018

“A wider business base, and a closer partnership with businesses in both traditional and emerging sectors”.

5.2 Community/Stakeholder Issues - None.

5.3 Policy and/or Delegated Authority – This report has been prepared in regard to the policies contained in the Council's Economic Development Policy Statement 2013-2017. The Policy Statement was approved by the Development Committee on 14 January 2015 [Min Ref: 01/15].

The scope of the work fits with specific policy section 4.1 "Contribute to national regional and local policies on renewable energy development"; Section 4.2 "Support research and development of projects in renewable energy across the isles, in homes, businesses and community organisations."

The Development Committee has delegated authority to implement decisions within its remit, in accordance with Section 2.3.1 of the Council's Scheme of Administration and Delegations.

As the contents of this report relates to policy and work undertaken within the Development Directorate, the Development Committee has delegated authority to make a decision.

5.4 Risk Management – None.

5.5 Equalities, Health and Human Rights – None.

5.6 Environmental – None.

5.7 Financial – There are no financial implications arising from this report, as research work will be carried out by Economic Development staff within current budgets.

5.8 Legal – None.

5.9 Human Resources – The work will be conducted within the service.

5.10 Assets and Property – None.

6.0 Conclusions

6.1 The review will consider what hydrogen projects have been undertaken in the UK and similar island settings around Europe, Scandinavia and further afield.

6.2 The work will consider opportunities in Shetland for research and demonstration projects. These could involve projects that are looking at integrating renewables into the local grid as well as off grid projects and how hydrogen may be able to link into projects for energy storage, stationary generation of electricity and heat, transport uses and links to projects that may have over production of electricity in situations of electricity grid constraints. The research will also explore potential external funding available for projects.

- 6.3 On completion of the work, the Economic Development Service will aim to report the opportunities in hydrogen that merit further investigation in Shetland back to the Development Committee in September 2015.

For further information please contact:

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Date: 13 April 2015*

Background documents:
None.

**Development Committee****22 April 2015****Local Nature Conservation Sites****Report No: DV-23-15-F****Report Presented by Team Leader,
Development Plans and Heritage****Development Services
Planning Service****1.0 Summary**

- 1.1 The purpose of this report is to provide a brief summary of the supplementary guidance (SG) on Local Nature Conservation Sites (LNCS). This document, if adopted by the Council, will provide additional information, context and guidance for applicants about this proposed designation. The document will form part of the Local Development Plan (LDP) and the wider planning application decision making process and therefore should be read in conjunction with the LDP.

2.0 Decision Required

- 2.1 That the Development Committee RECOMMEND to the Council that it resolve to adopt the SG Local Nature Conservation Sites (Appendix 1).

3.0 Supplementary Guidance

- 3.1 Supplementary Guidance expands upon existing policies and proposals and is used to support the content of the LDP. It is particularly important when extensive detail is required for a specific area, such as for LNCS. This provides more detail and guidance to the Council and others when considering the impacts of development on the environment and to the public and developers when they are formulating proposals for development.

4.0 Local Nature Conservation Sites Supplementary Guidance

- 4.1 The purpose of LNCS is to highlight sites with important natural heritage to both developers and the Council. In identifying LNCS the Council does not seek to prohibit development; they are a way of providing more information to ensure that development takes into

account the important and sensitive features of these sites. However, there may be occasions where development would be considered inappropriate and would not be permitted. The introduction of a LNCS system will help to protect and conserve Shetland's natural heritage and consequently contribute to natural heritage objectives as well as other important objectives, such as those for tourism.

- 4.2 There are 49 proposed LNCS across Shetland with varying natural heritage qualities and distinctiveness. They include areas like Scatness, Levenwick Marshes and Kergord. The SG provides a detailed description, location plan, and designation statement for each LNCS in order to provide owners, developers, the Council, and others with all the relevant information needed about the site when considering development opportunities and preparing, submitting or considering planning applications.
- 4.3 The LNCS included in the Local Development Plan have been identified through a detailed assessment process that started in 2011. The first stage in the process was a public call for sites that finished in April 2011 and was in the form of a request for the public to submit sites for consideration as LNCS. Secondly, key natural heritage organisations were also asked to submit sites for consideration and all existing Local Protection Areas (LPAs – identified in the previous Shetland Local Plan) were included in the assessment. This formed the list of LNCS proposals that were subject to detailed assessment, which involved a working group consisting of representatives of
- SNH
 - SEPA
 - SBRC/SAT
 - RSPB
 - SIC Economic Development Service
- 4.4 The process was carried out both comprehensively and rigorously against an agreed set of criteria by the bodies with the appropriate knowledge to be able to advise the Council and was the subject of specific dialogue with the agricultural industry representatives.
- 4.5 If further sites are proposed for consideration the working group could be re-established with a specific remit for the purpose. In that case, submissions should be accompanied by a boundary map, together with a description of their primary interest, primary purpose of designation and justification for selection.

5.0 Consultation

- 5.1 This SG, along with 9 others, was the subject of a 12-week consultation period with the public and stakeholders at the same time that the LDP was approved as the Council's settled view on 10 October 2012 (Min Ref 96/12).
- 5.2 Following adoption of the LDP, I reported on that consultation and recommended that this SG be adopted by the Council. However, because of the length of time that has lapsed between their original approval and the date they could be reported back for adoption, the

Council resolved to subject all the SGs referred to at 5.1 to a further period of consultation (Min Ref 80/14).

- 5.3 In the case of this SG, that period was completed at the end of January 2015. A summary table of replies received both to this consultation and the original consultation, together with my comments and recommended actions, is at Appendix 2.

6.0 Implications

Strategic

- 6.1 Delivery on Corporate Priorities – The Council strives towards achieving its aims and objectives in cooperation with other departmental and strategic plans, policies and strategies. If this SG is not adopted then it will mean that LDP policy NH4 – Local Designations will work on its own without the necessary information, context and guidance being available, which will have implications for the applicant and the Planning Service through further costs and increased time in determining planning applications.
- 6.2 Community/Stakeholder Issues – Periods of stakeholder and public consultation have taken place on this document during their draft preparation stage. All comments and suggestions have been considered and any necessary changes have been made during the final draft of the document.
- 6.3 Policy and/or Delegated Authority – In accordance with Section 2.3.1 of the Council's Scheme of Administration and Delegations, the Development Committee has delegated authority to implement decisions within its remit.

However, determining the overall goals, values and strategic framework, or matters of Policy, is reserved to the Council.

- 6.4 Risk Management – Failure to adopt this document could increase cost and time to both the applicant and Council when preparing and determining planning applications.
- 6.5 Equalities, Health and Human Rights – None.
- 6.6 Environmental – The LNCS SG has been subject to the necessary Strategic Environmental Assessment (SEA) screening process.

Resources

- 6.7 Financial – There are no financial implications arising from this report. Adoption of the SG documents can be met from within existing resources.
- 6.8 Legal – None.
- 6.9 Human Resources – None.
- 6.10 Assets and Property – None.

Conclusions

- 7.1 Local Nature Conservation Sites Supplementary Guidance has been produced to provide the necessary detailed guidance referred to in LDP policy NH4 – Local Designations in order to provide the Council, the public, developers and stakeholders with the information they need to consider the impacts of development on the biodiversity of these areas and it forms part of the Local Development Plan for Shetland.

For further information please contact:

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Date Cleared: 13 April 2015

List of Appendices

Appendix 1 – Supplementary Guidance Local Nature Conservation Sites

Appendix 2 – Table of responses to consultation on Supplementary Guidance Local Nature Conservation Sites

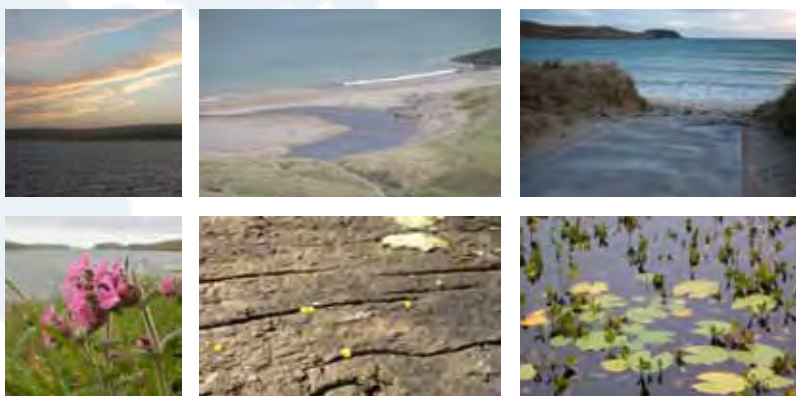
Background Documents

None

END

2014

Shetland Local Development Plan



Supplementary Guidance – Local Nature Conservation Sites

The Shetland Local Development Plan (the Plan), together with any Supplementary Guidance, sets out the policies and criteria against which any planning application submitted in Shetland will be considered.

This Supplementary Guidance sets out detailed policy advice to help you meet the requirements of the Plan. It is therefore recommended that it be read in conjunction with the policies in the Plan and any other Supplementary Guidance relevant to the type of development proposed.

The purpose of this Supplementary Guidance (SG) is to expand on the policy Planning Policy NH4 Local Designations with regard to Local Nature Conservation Sites, and provide further information and maps of the Candidate LNCS.

Introduction

The purpose of Local Nature Conservation Sites (LNCS) is to highlight sites with important natural heritage to both developers and the Council. In identifying LNCS the Council does not seek to prohibit development; they are a way of providing more information to ensure that development takes into account the important and sensitive features of these sites. However, there may be occasions where development would be considered inappropriate and would not be permitted.

The introduction of a LNCS system will help to protect Shetland's natural heritage and consequently contribute to natural heritage objectives as well as other important objectives, such as tourism objectives.

The identification of LNCS was undertaken by a working group led by the Council's Development Plans & Heritage Service and including representatives from:

- Scottish Natural Heritage
- Shetland Biological Records Centre
- Shetland Amenity Trust
- Shetland Islands Council (Economic Development)
- Royal Society for the Protection of Birds

The full report including the methodology used is available in the report Local "Nature Conservation Sites in Shetland: Tranche 1 Report": <http://www.shetland.gov.uk/planning/documents/LNCSinShetlandTranche1ReportFINAL.pdf>

The Local Nature Conservation Sites are included in table 1, included in Appendix 1. Site Statements for each LNCS, which include justification for selection and maps highlighting the site boundary, are included in Appendix

How to use this Supplementary Guidance

This guidance is intended as a useful tool in helping an applicant navigate their way through the requirements of Policy NH4 Local Designations, with regard to LNCS.

The first stage is to determine whether a proposed development is in the vicinity of a LNCS. Appendix 1 contains a map of all LNCS in Shetland, and this can be used to determine the proximity of a proposed development site to a LNCS.

If it is determined that a proposed development has the potential to impact upon a LNCS, then the Site Statements included in Appendix 2 should be used for further information and advice. These Site Statements contain information as to the justification for selection as a LNCS, and perhaps more importantly sources of further information that should be used to ensure that the features of the LNCS are properly taken in to account.

Relevant Local Development Plan Policy

Planning Policy NH4: Local Designations

Development that affects a Local Nature Conservation Site or Local Landscape Area will only be permitted where:

- It will not adversely affect the integrity of the area or the qualities for which it has been designated; and
- Any such effects are clearly outweighed by social, environmental or economic benefits.

Important Considerations

It is the responsibility of an applicant to demonstrate that any proposed development fulfils the requirements of relevant policies in the Local Development Plan.

Site Statements

Local Nature Conservation Site Statements are material considerations in the determination of planning applications. Therefore, both the applicant and the Council must consider the contents of these at an early stage in the application process.

Effects on the Integrity of the LNCS

Where a proposed development has the potential to affect the integrity of the LNCS, whether the proposed development is on a LNCS, or outwith the boundaries of the LNCS, it must be demonstrated that this has been taken into account when developing the proposal. This should be done in conjunction with the advice of the relevant organisations. These organisations are listed on the relevant Site Statements. Applicants should make contact with, and discuss their proposal with, these organisations. The results of these discussions, the effects of the proposed development and how they have been taken into account should be presented with the planning application.

Overriding Social, Environmental and Economic Benefits

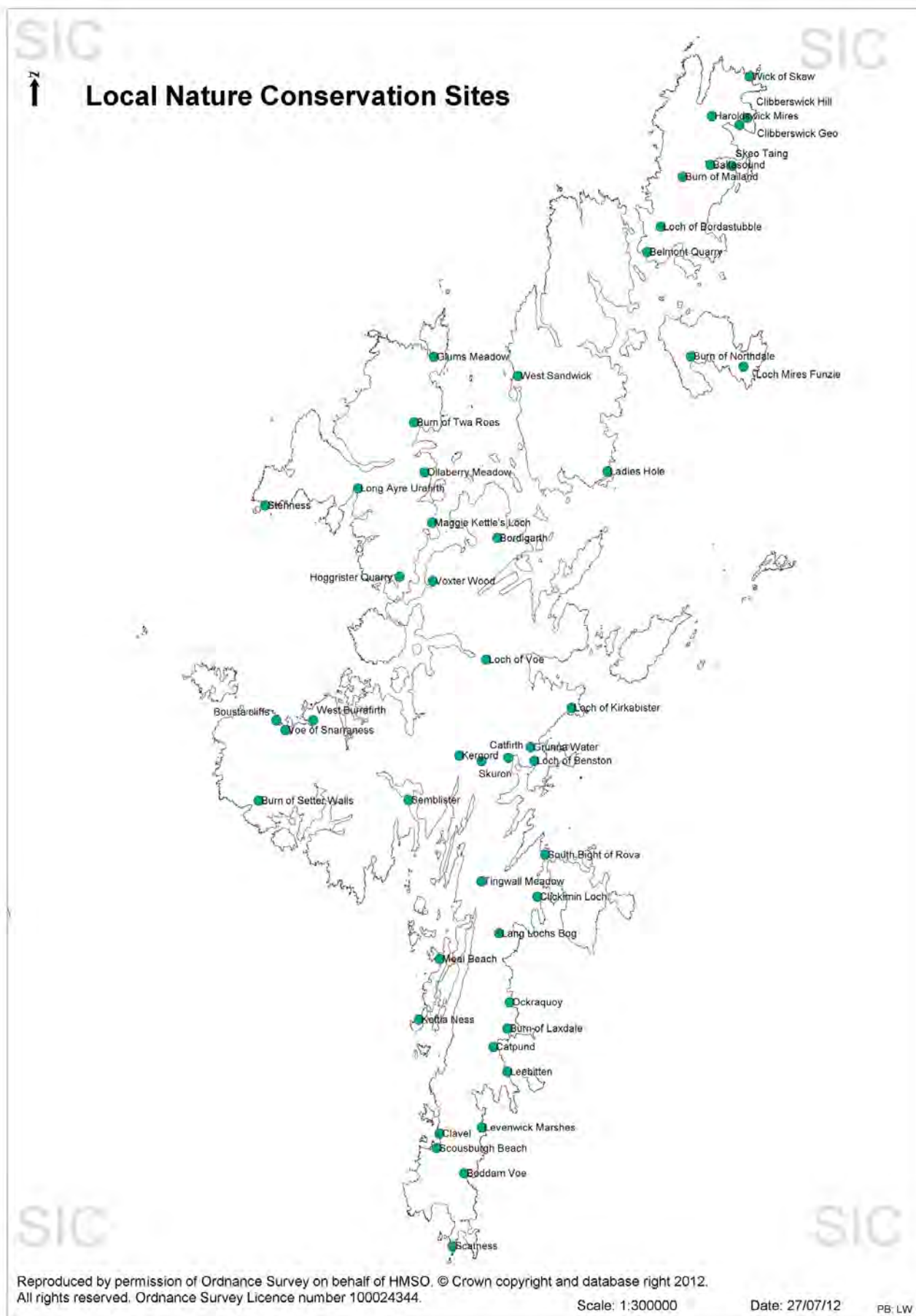
When considering potential overriding social, environmental and economic benefits, it is important to consider scale and how this relates to the benefits of the proposed development. Development proposals should demonstrate how the development provides benefits that override the nature conservation value of the LNCS.

Appendix 1: Local Nature Conservation Sites in Shetland

Table 1: Local Nature Conservation Sites in Shetland

Site No.	Site Name	Primary Interest	Indicative OS Grid Ref.
01	Scousburgh Beach	Habitat	HU 317 179
02	Scatness	Geology	HU 386 093
03	Burn of Laxdale	Species	HU 417 312
04	Loch of Voe	Species	HU 417 627
05	Boddam Voe	Species	HU 398 154
06	Burn of Ukinsetter, Ockraquoy	Species	HU 439 313
07	Levenwick Marshes	Species	HU 413 200
08	Burn of Northdale	Species	HU 606 908
09	Long Ayre & The Wadill, Urafirth	Species	HU 300 786
10	Ollaberry Meadow	Habitat	HU 361 801
11	Semblister	Species	HU 346 499
12	Baltasound	Species	HP 630 083
13	Burn of Mailand	Species	HP 600 076
14	Haroldswick Mires	Species	HP 63 12
15	Loch of Bordastubble & Stourhoull	Species	HP 57 02
16	Skeo Taing	Habitat	HU 645 083
17	Burn of Setter	Species	HU 20 49
18	Voe of Snarraness	Species	HU 234 561
19	West Burrafirth	Species	HU 258 573
20	Clickimin Loch	Habitat	HU 464 410
21	Loch of Kirkabister	Species	HU 495 583
22	Leebitten Intertidal	Habitat	HU 436 250
23	Kettlaness	Species	HU 353 291

Site No.	Site Name	Primary Interest	Indicative OS Grid Ref.
24	Ladies Hole	Species	HU 529 801
25	Stenness	Geology	HU 214 771
26	Wick of Skaw	Geology	HP 661 165
27	Belmont Quarry	Geology	HP 565 005
28	West Sandwick	Habitat	HU 446 890
29	Haggrister Quarry	Geology	HU 337 705
30	Meal Beach	Species	HU 375 355
31	Rerwick Reed Bed, Clavel	Habitat	HU 374 190
32	Lang Lochs	Habitat	HU 430 380
33	Loch of Benston	Species	HU 463 535
34	Burn of Twa Roes	Species	HU 346 844
35	Glums Meadow	Habitat	HU 368 908
36	Bousta Cliffs	Species	HU 223 572
37	Loch & Mires of Funzie	Species	HU 655 900
38	Kergord	Habitat	HU 394 540
39	Voxter Wood	Habitat	HU 373 701
40	Tingwall Meadow	Habitat	HU 414 424
41	Bordigarth	Species	HU 425 737
42	Skuron	Species	HU 415 540
43	Catfirth	Species	HU 436 545
44	Grunna Water	Species	HU 459 549
45	Catpund	Geology	HU 425 272
46	Maggie Kettle's Loch	Geology	HU 365 775
47	South Bight Rova Head	Geology	HU 472 449
48	Clibberswick Cross Geo	Geology	HP 652 122
49	Hill of Clibberswick	Species	HP 652 122



Appendix 2: Local Nature Conservation Site Statements

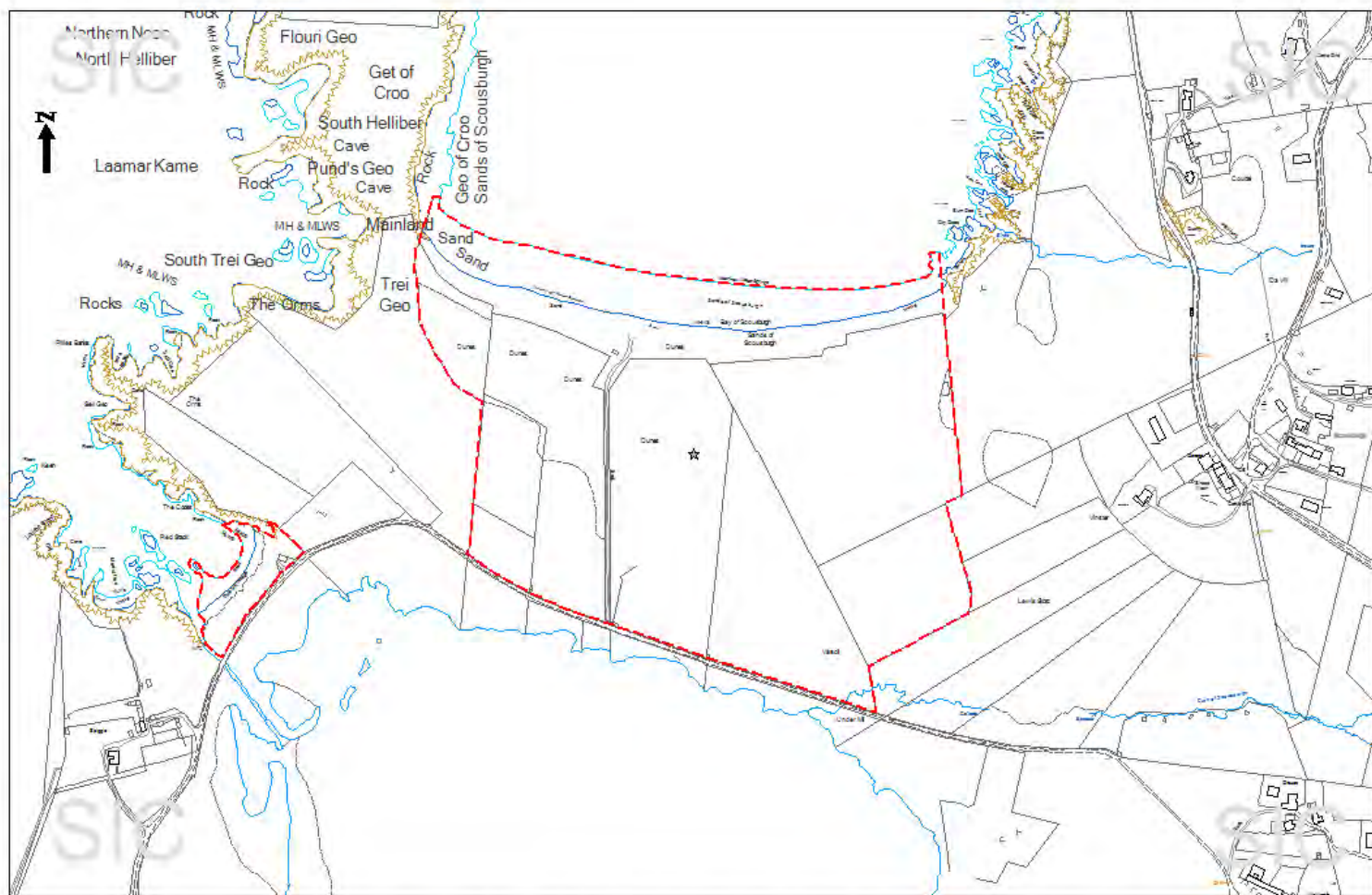
Scousburgh Beach	Site No: 1
Grid Reference: HU 371 179	Community Council Area: Dunrossness

Primary Interest
Habitat

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Comprised of two bay dunes with a small machair plain • Climbing dunes have developed on rocky headlands in the northwest and over hill slopes in the east • Unvegetated summer accretion banks in front of a narrow mobile foredune ridge occupying much of the more exposed centre and eastern part of the bay

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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Date 02/08/2012

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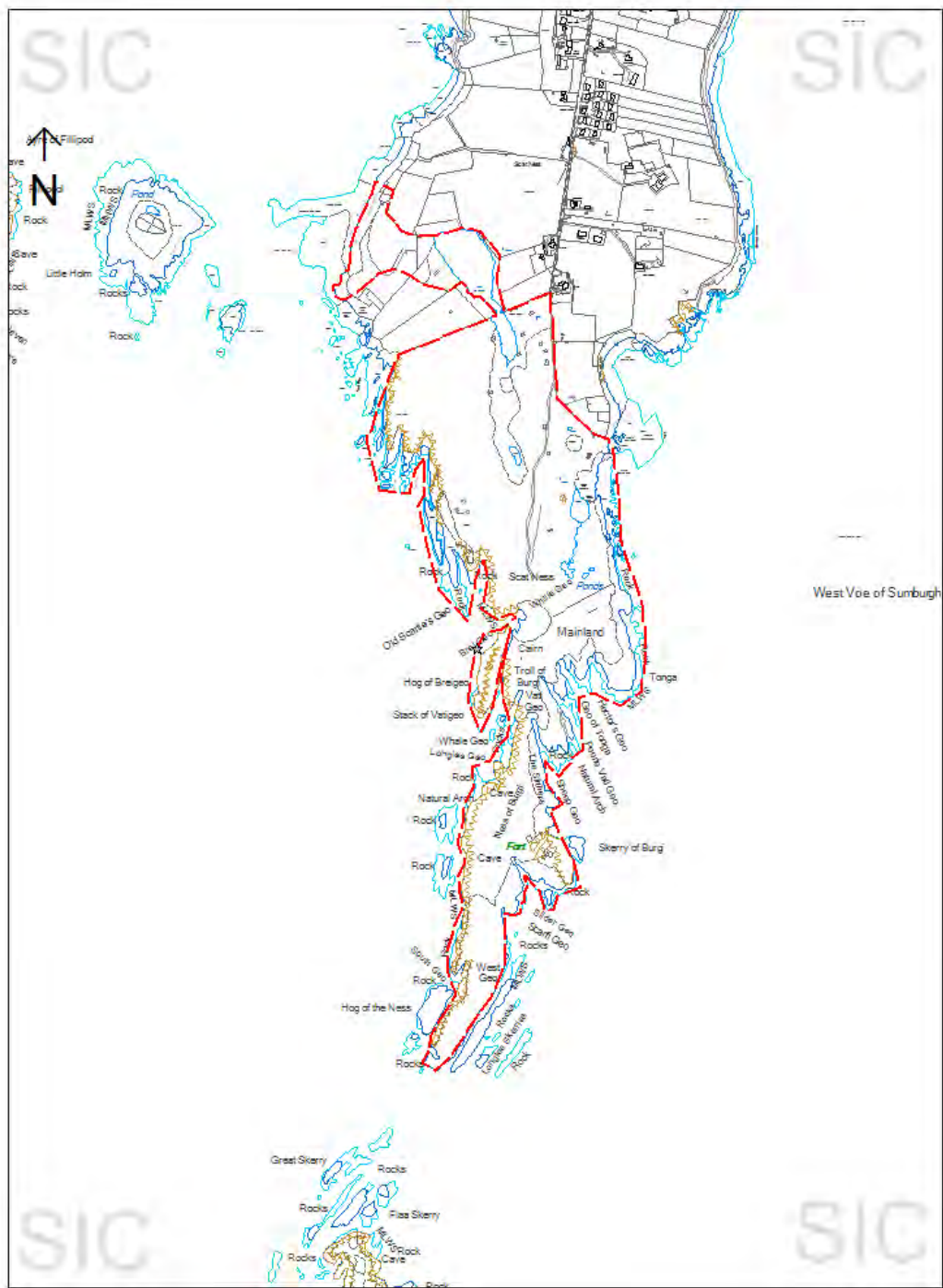
Scatness	Site No: 2
Grid Reference: HU 386 093	Community Council Area: Dunrossness

Primary Interest	Secondary Interest
Geology	Species

Primary Purpose of Designation
Education

Justification for Selection
<ul style="list-style-type: none"> • Accessible exposure of conglomerate rock • Significant breeding colony of Arctic Terns • Important for passage and wintering wildfowl and waders

Contact for further information	
Geopark Shetland Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Royal Society for the Protection of Birds Sumburgh Shetland ZE3 9JN



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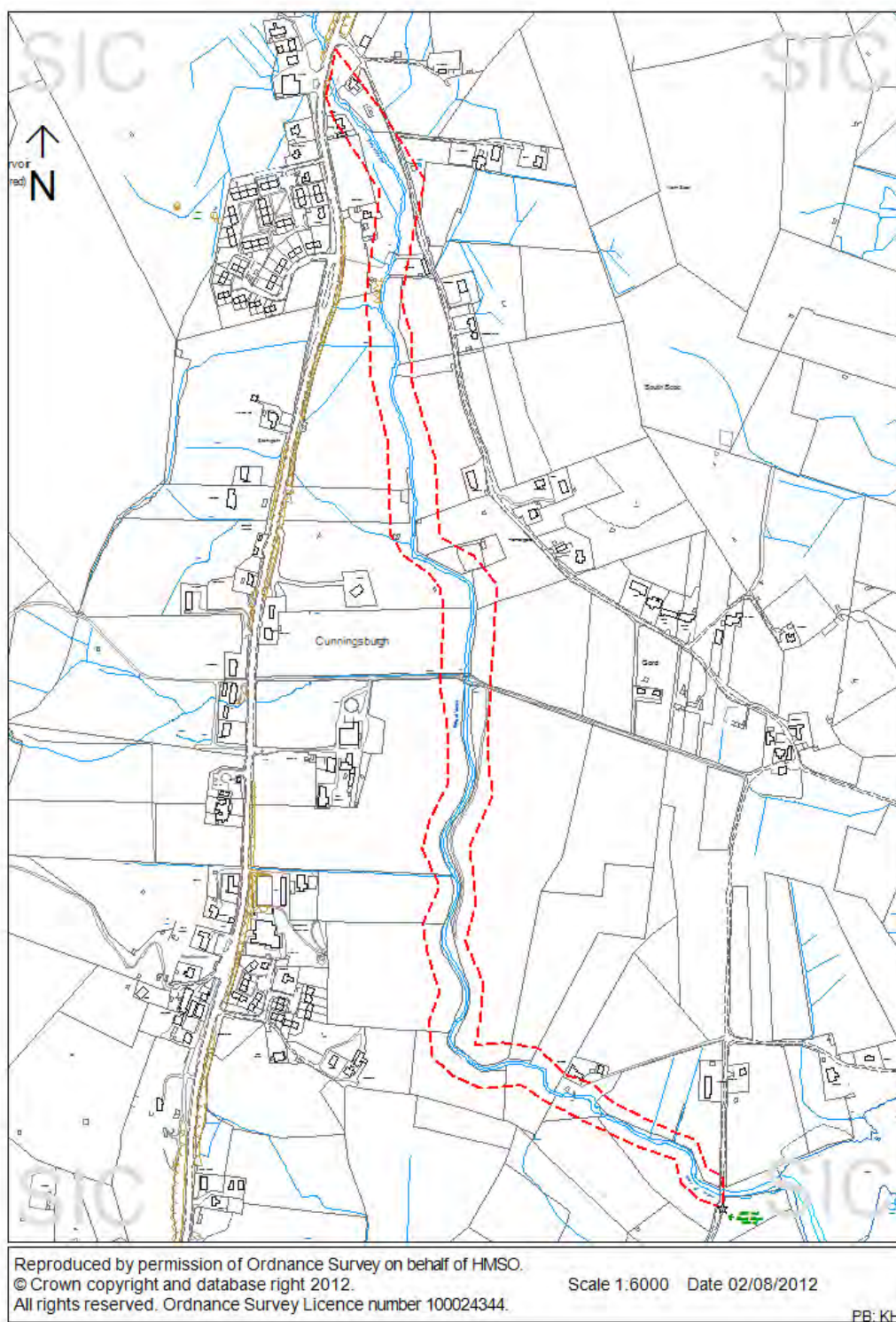
Burn of Laxdale	Site No: 3
Grid Reference: HU 417 312	Community Council Area: Gulberwick

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Presence of an endemic hawkweed (<i>Hieracium pugsleyi</i>) • This burn is a spawning area for sea trout

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



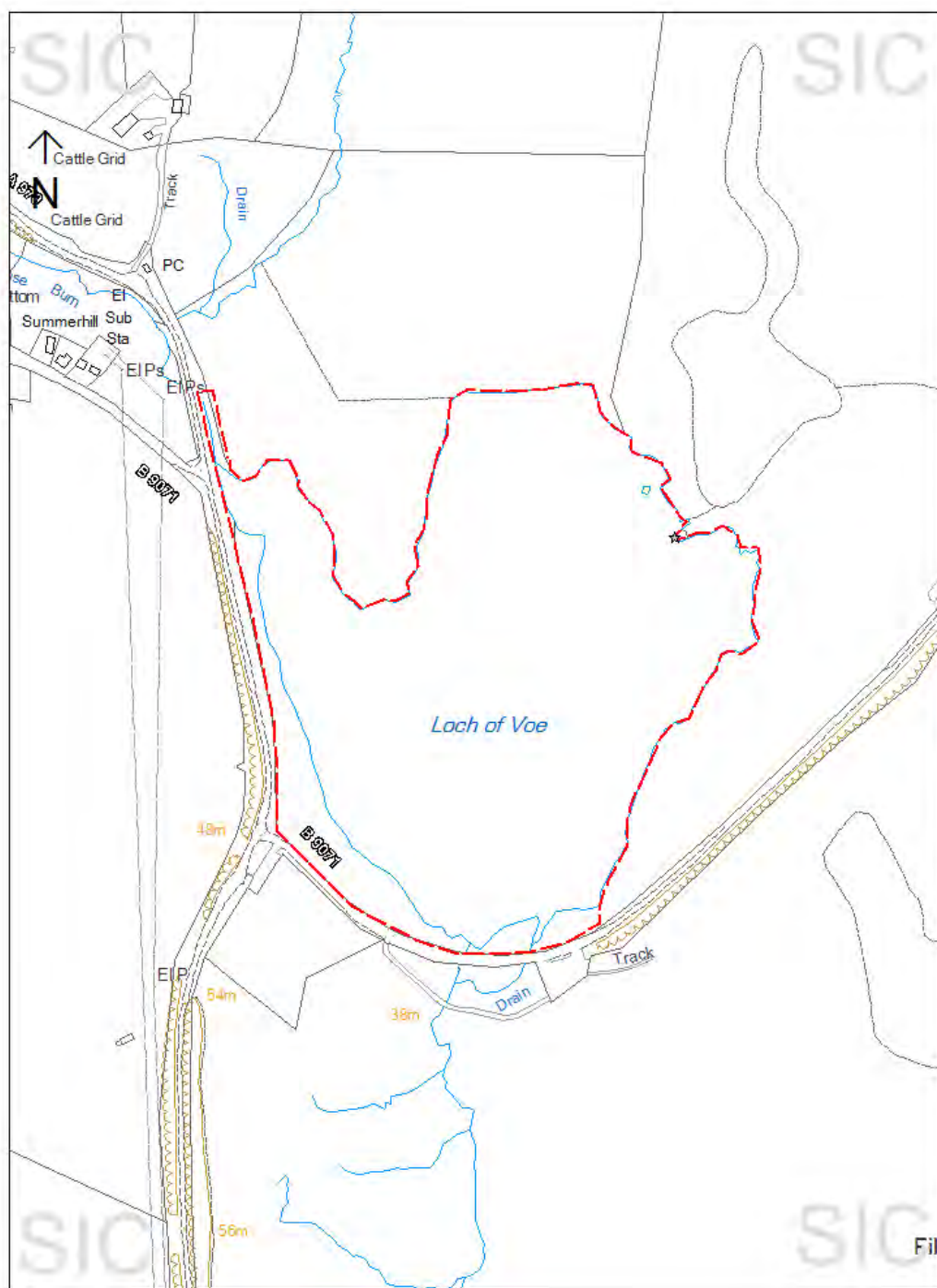
Loch of Voe	Site No: 4
Grid Reference: HU 417 627	Community Council Area: Delting

Primary Interest
Species

Primary Purpose of Designation	Secondary Purpose
Nature Conservation	Amenity

Justification for selection
<ul style="list-style-type: none"> • Oligotrophic loch (poor in plant nutrients) that supports <i>Potamogeton alpinus</i> (Red Pondweed), a locally rare species • A variety of pondweed species on-site

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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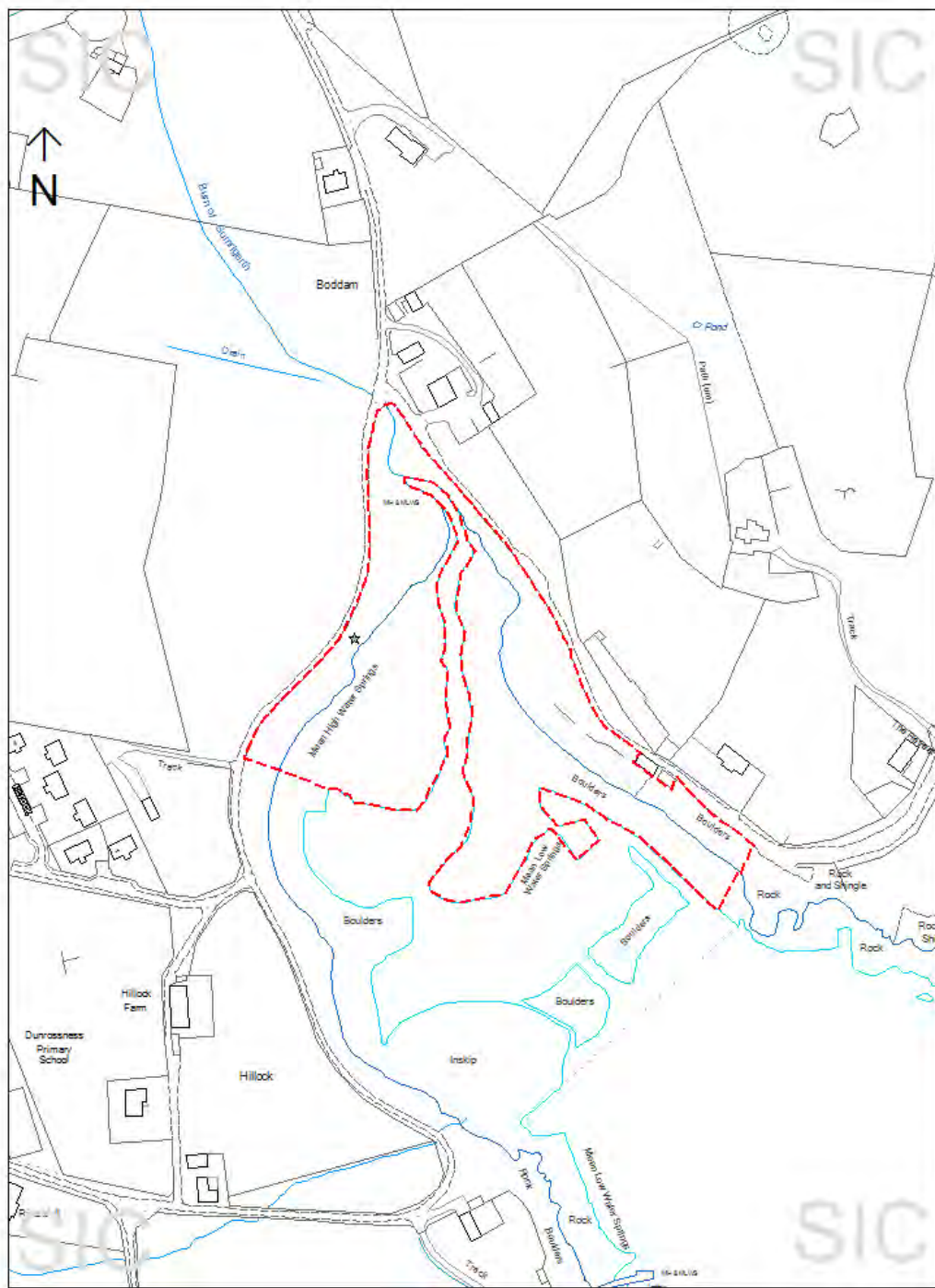
Boddam Voe	Site No: 5
Grid Reference: HU 398 154	Community Council Area: Dunrossness

Primary Interest
Species

Primary Purpose for Designation
Nature Conservation

Justification for selection
<ul style="list-style-type: none"> • Presence of two locally rare plant species: <i>Geranium robertianum</i> (Herb Robert) and <i>Atriplex littoralis</i> (Grass-leaved Orache)

Contact for further information
<p>Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY</p>



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Burn of Ukinsetter	Site No: 6
Grid Reference: HU 439 313	Community Council Area: Dunrossness

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for selection
<ul style="list-style-type: none"> • Limestone ravine with herb-rich flora; a large number of plant species • Only site where the endemic hawkweed, <i>Hieracium difficile</i>, is found

Contact for further information:	
Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Scottish Natural Heritage Lerwick Shetland ZE1 0LL



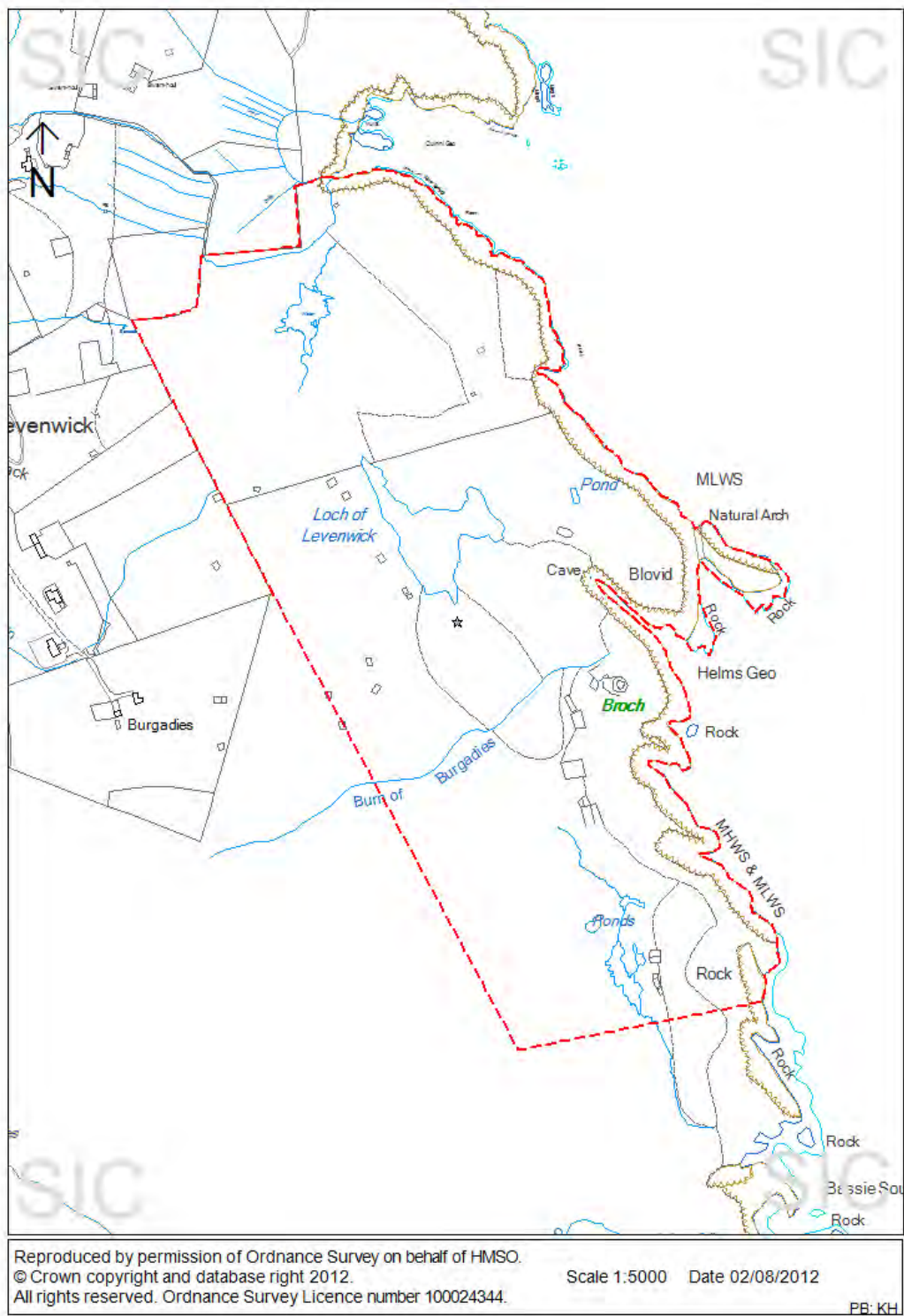
Levenwick Marshes	Site No: 7
Grid Reference: HU 413 200	Community Council Area: Dunrossness

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Breeding Schedule 1 bird species • Presence of other breeding waders including Lapwing, Snipe, Curlew and Redshank

Contact for further information	
Royal Society for the Protection of Birds Sumburgh Shetland ZE3 9JN	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



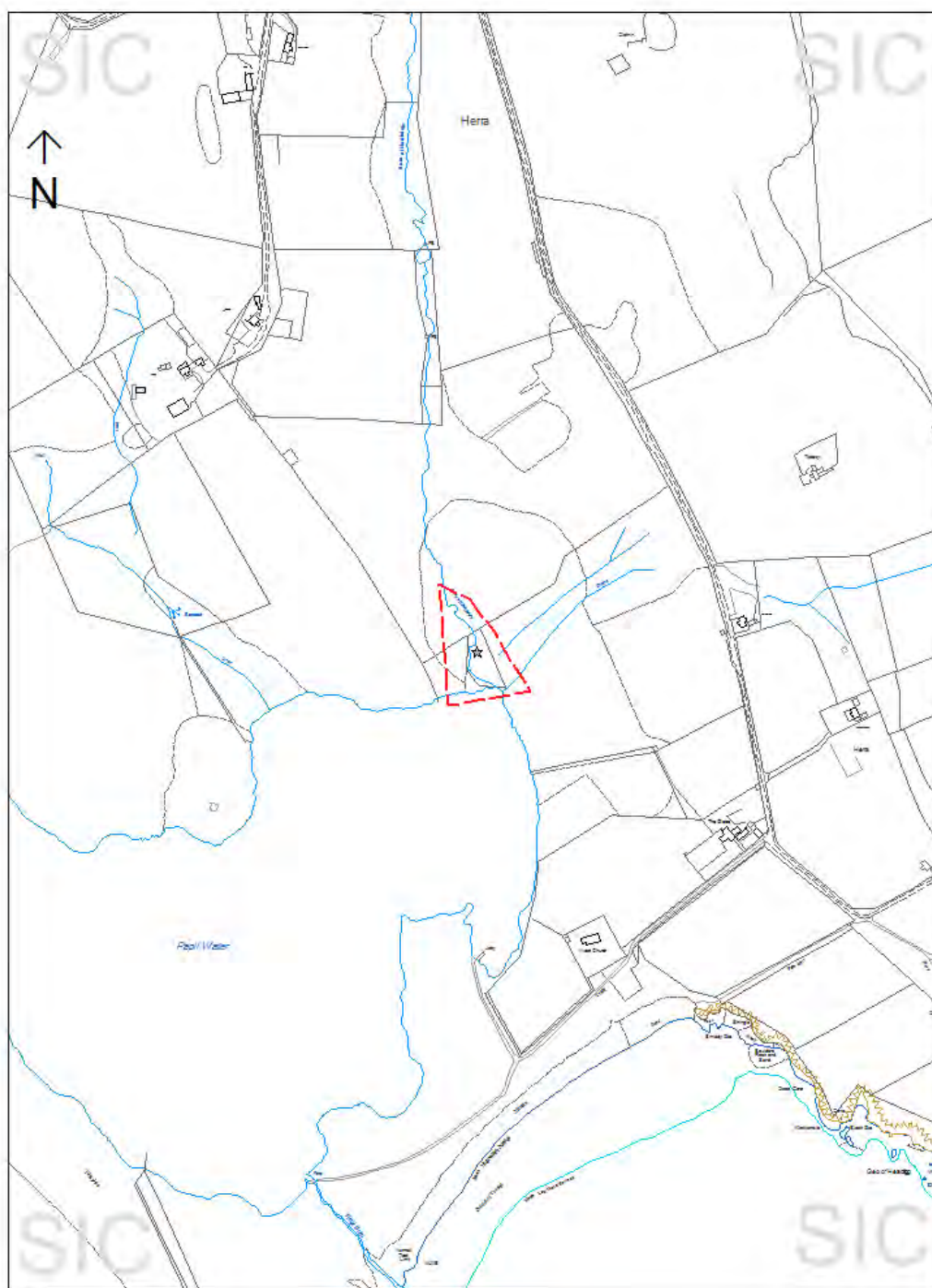
Burn of Northdale	Site No: 8
Grid Reference: HU 606 908	Community Council Area: Fetlar

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for selection
<ul style="list-style-type: none"> This is the only site in Shetland for <i>Carex aquatilis</i> (Water Sedge)

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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Long Ayre and The Wadill	Site No: 9
Grid Reference: HU 300 786	Community Council Area: Northmavine

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for selection
<ul style="list-style-type: none"> • Locally rare and nationally scarce plant species • Only site in Shetland for <i>Bolboschoenus maritimus</i> (Sea Club-rush) • Largest colony of <i>Mertensia maritima</i> (Oysterplant) in Shetland

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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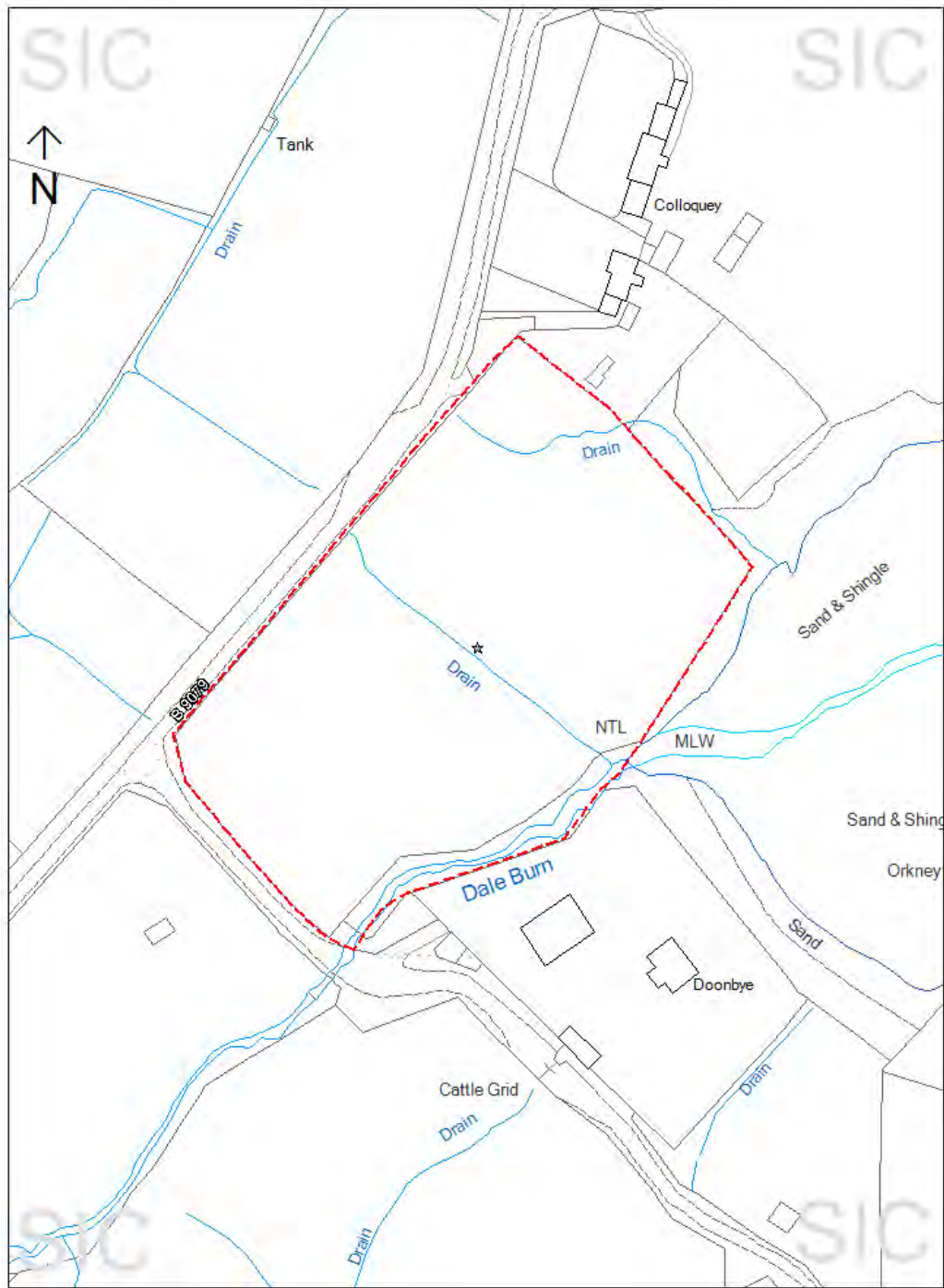
Ollaberry Meadow	Site No: 10
Grid Reference: HU 361 801	Community Council Area: Northmavine

Primary Interest
Habitat

Primary Purpose of Designation
Nature Conservation

Justification for selection
<ul style="list-style-type: none"> • An unimproved, herb-rich, neutral meadow, few of which exist in Shetland • One of two sites in Shetland where <i>Briza media</i> (Quaking Grass) is found

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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Semblister	Site No: 11
Grid Reference: HU 346 499	Community Council Area: Sandsting

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> The sea-cliffs provide habitat for an endemic hawkweed, <i>Hieracium amaurostictum</i>, which is found nowhere else in Shetland

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>

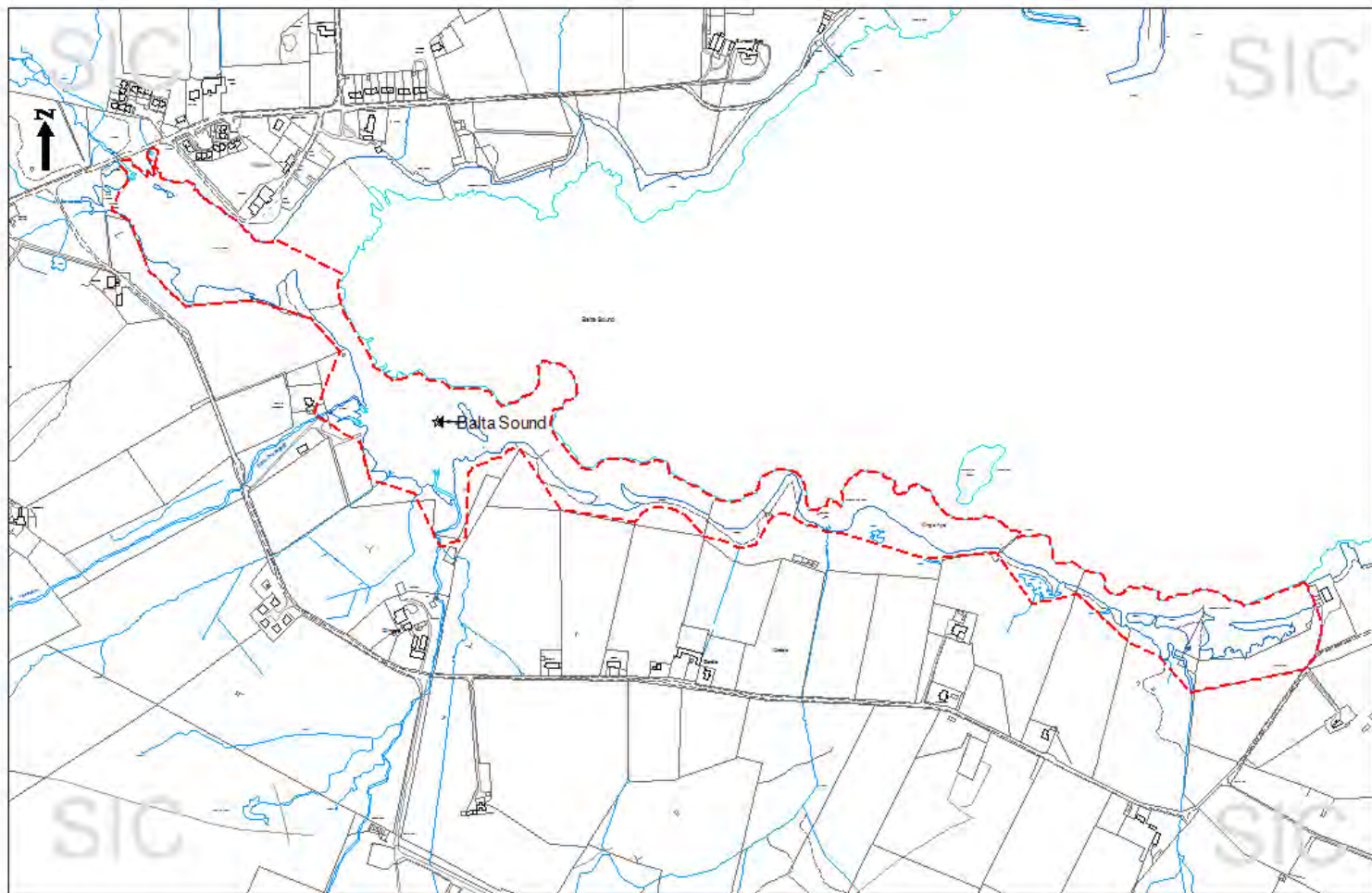
Balta Sound	Site No: 12
Grid Reference: HP 630 083	Community Council Area: Unst

Primary Interest
Species

Primary Purpose of Designation	Secondary Purpose
<i>Nature Conservation</i>	Education

Justification for selection
<ul style="list-style-type: none"> • Only site for two locally rare salt marsh plants, <i>Salicornia europaea</i> (Glasswort) and <i>Suaeda maritima</i> (Annual Sea-blite) • Intertidal area with a range of marine vegetation

Contact for further information
<p>Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY</p>



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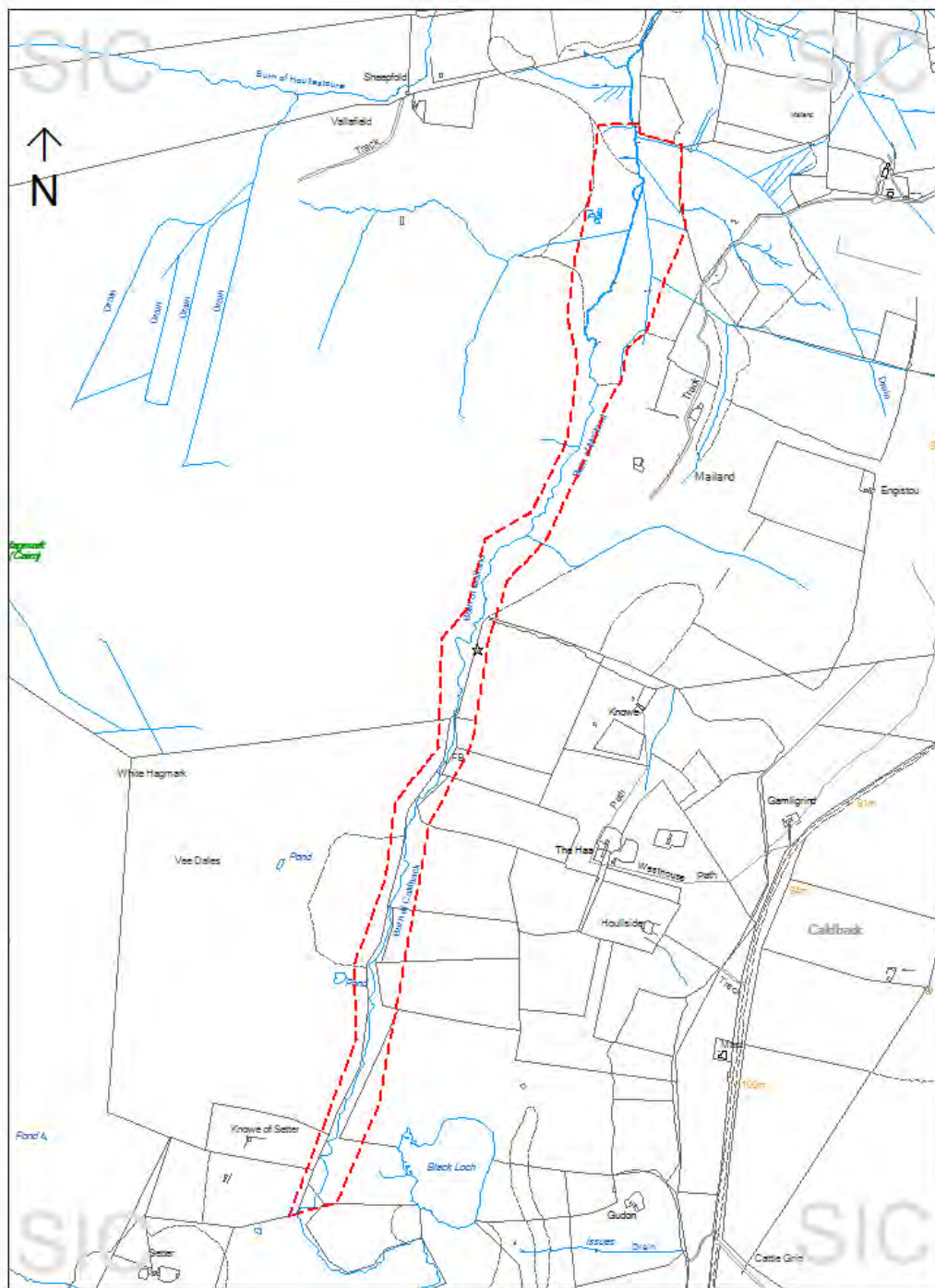
Burn of Mailand	Site No: 13
Grid Reference: HP 600 076	Community Council Area: Unst

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for selection
<ul style="list-style-type: none"> • Rare plants • <i>Carex diandra</i> (Lesser Tussock Sedge) and <i>Sparganium natans</i> (Small Bur-reed) are found nowhere else in Shetland • Rich bryophyte flora

Contact for further information
<p>Shetland Biological Records Centre Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 ONY</p>



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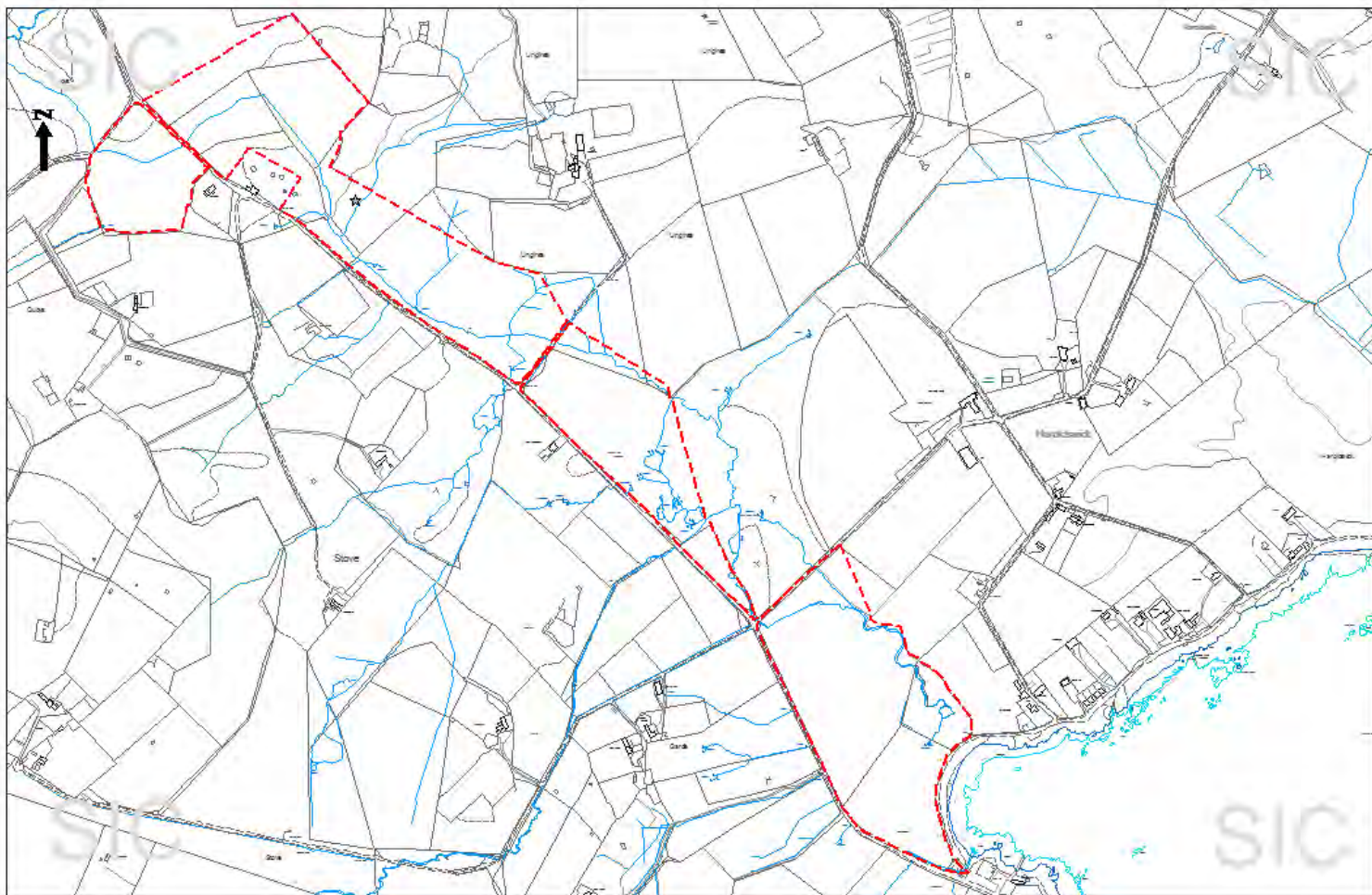
Haroldswick Mires	Site No: 14
Grid Reference: HP 63 12	Community Council Area: Unst

Primary Interest	Secondary Interest
Species	Habitat

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Schedule 1 bird species • The pool at Haroldswick is attractive to migrant birds • The base-rich mire vegetation is unusual in Shetland

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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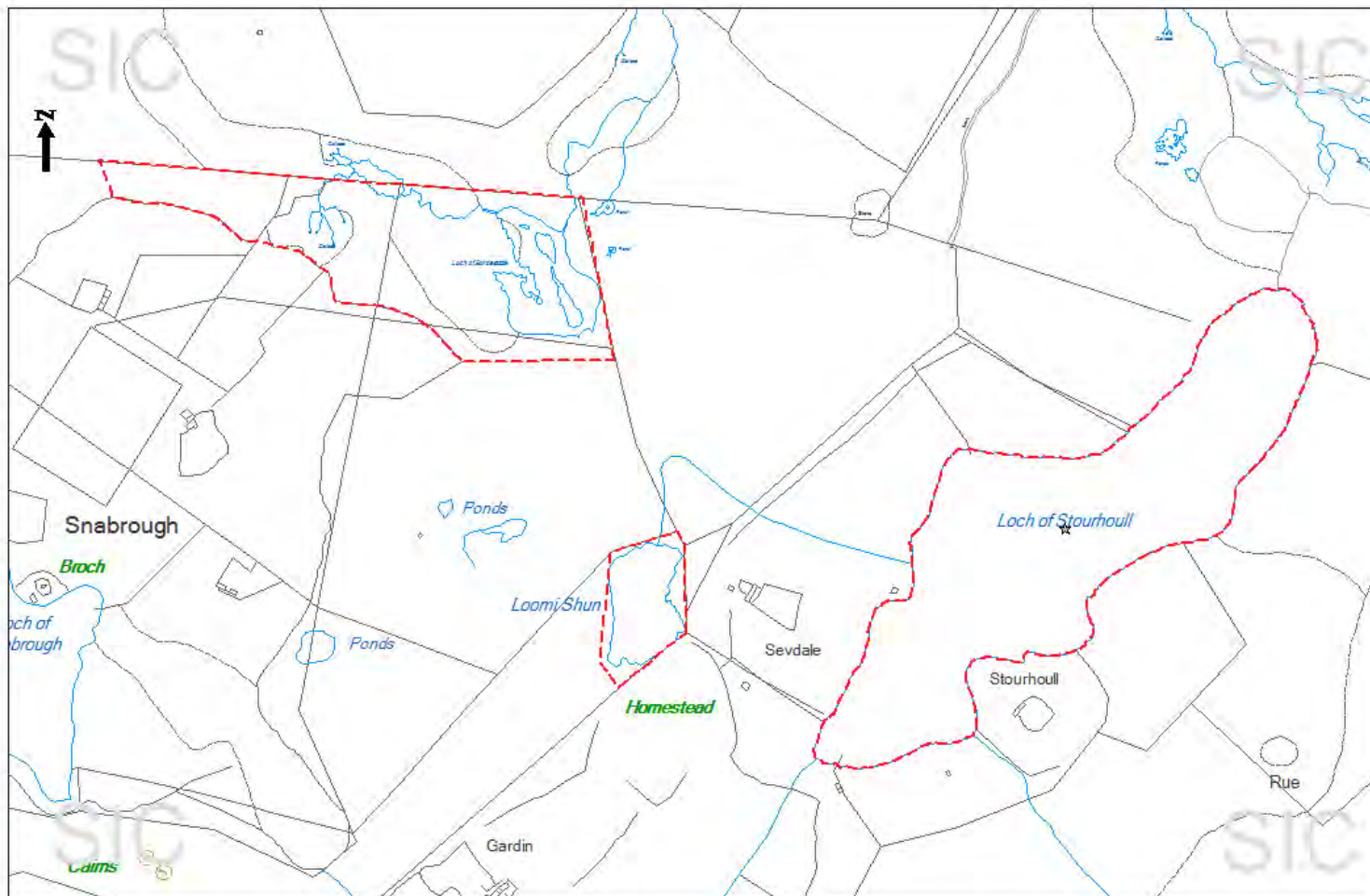
Loch of Bordastubble & Stourhoull	Site No: 15
Grid Reference: HP 57 02	Community Council Area: Unst

Primary Interest	Secondary Interest
Species	Habitat

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • These water bodies are on the Unst serpentine; they are nutrient rich and support a variety of aquatic species • Breeding Schedule 1 bird species

Contact for further information	
Royal Society for the Protection of Birds Sumburgh Shetland ZE3 9JN	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



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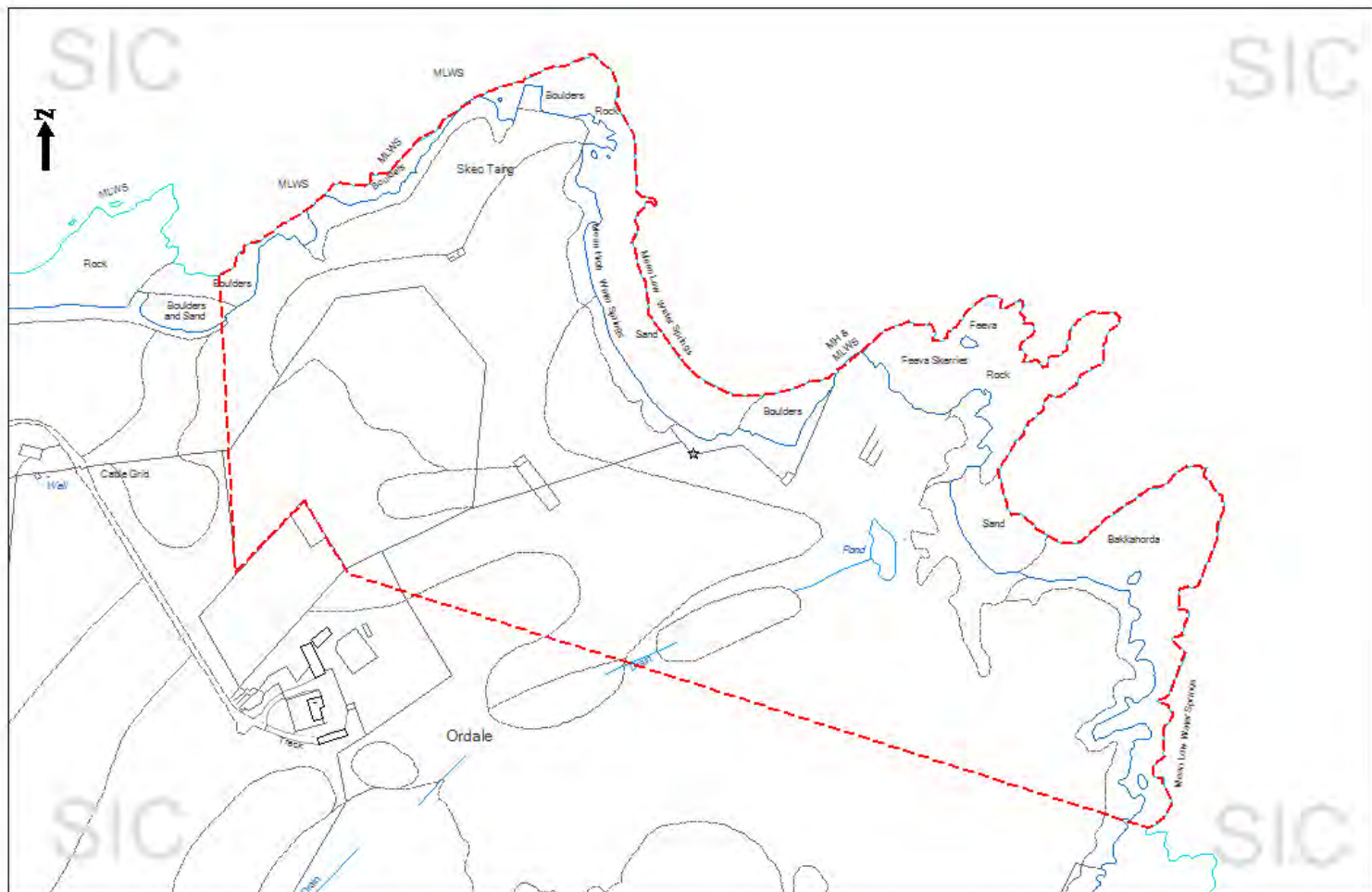
Skeo Taing	Site No: 16
Grid Reference: HU 645 083	Community Council Area: Unst

Primary Interest
Habitat

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • The herb-rich turf with base-rich shell sand provides habitat for a diverse range of plants • The nationally rare <i>Gentianella amarella septentrionalis</i> (Autumn Gentian) is found on site • This is the only site in Shetland where <i>Campanula rotundifolia</i> (Harebell) may still occur

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland ZE1 0NY</p>



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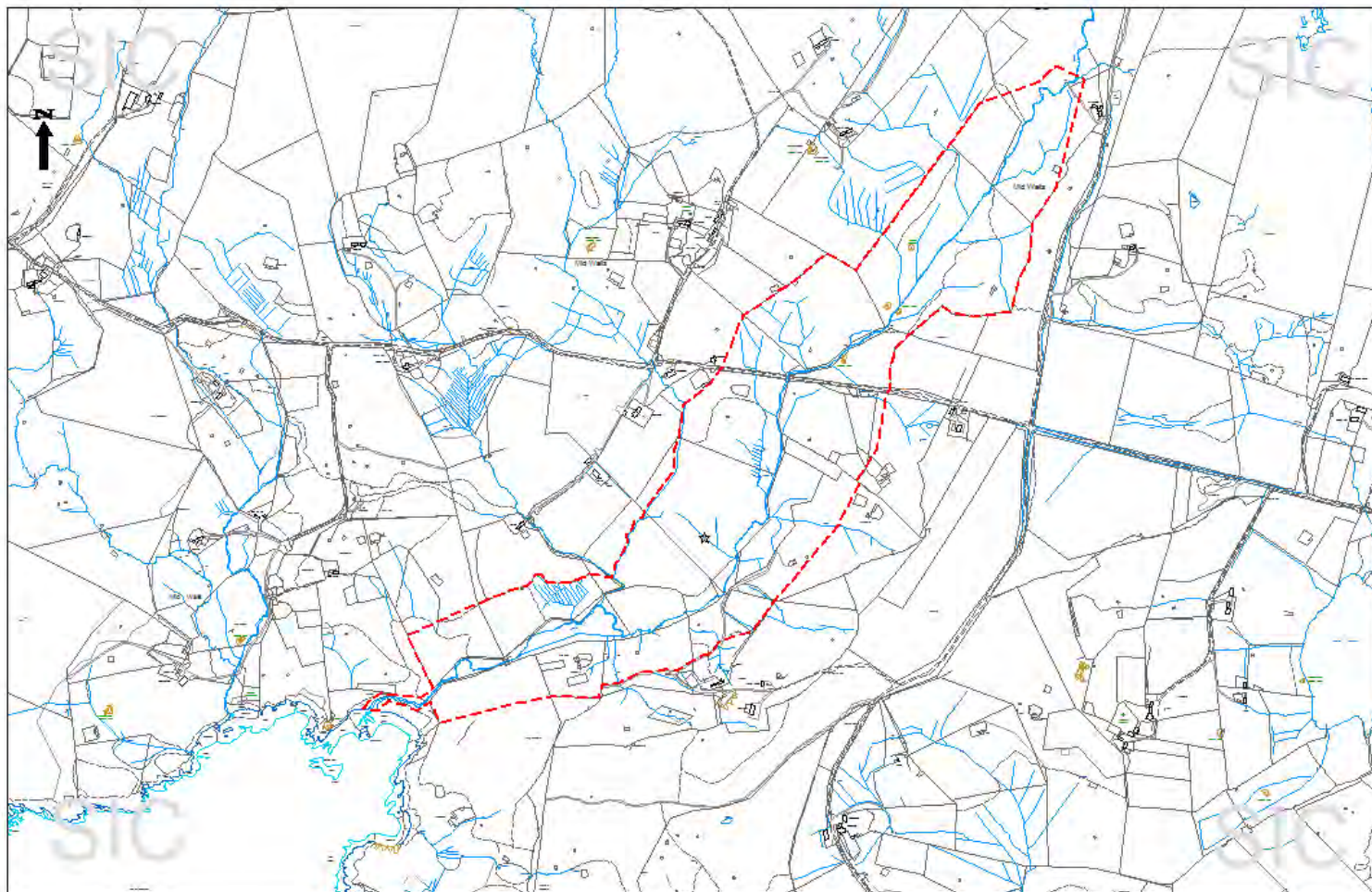
Burn of Setter	Site No: 17
Grid Reference: HU 20 49	Community Council Area: Sandness & Walls

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> Nationally rare species, protected under Schedule 5 of the Wildlife & Countryside Act 1981 (as amended)

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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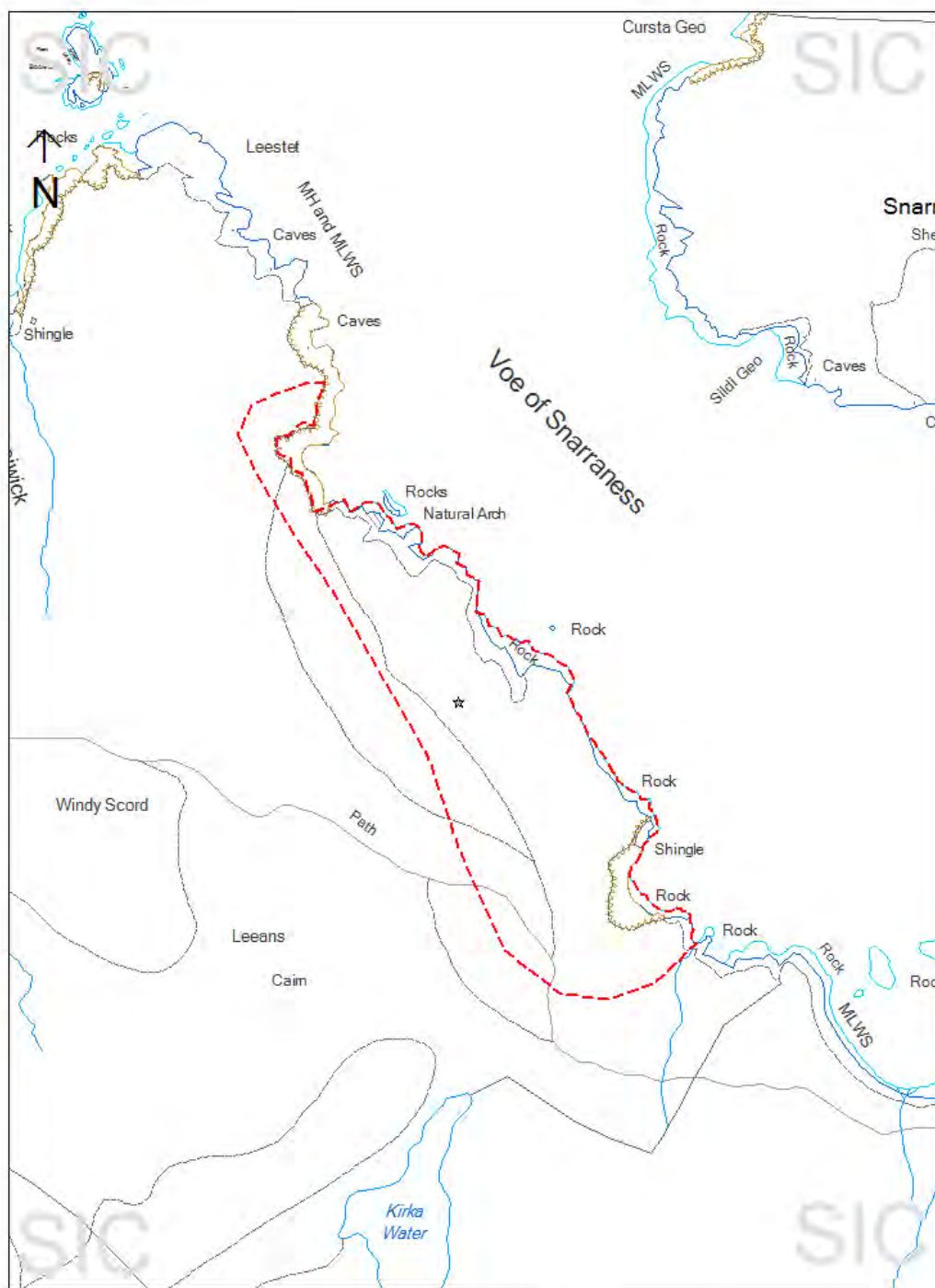
Voe of Snarraness	Site No: 18
Grid Reference: HU 234 561	Community Council Area: Sandness & Walls

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> Several species of hawkweed occur on-site including 3 endemic species: <ul style="list-style-type: none"> <i>Hieracium Scottii</i>; <i>Hieracium northroense</i>; and <i>Hieracium zetlandicum</i> <i>H. northroense</i> and <i>H. zetlandicum</i> are protected under Schedule 8 of the Wildlife & Countryside Act 1981 (as amended)

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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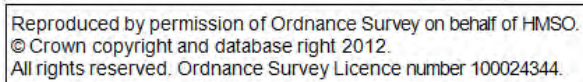
West Burrafirth	Site No: 19
Grid Reference: HU 258 573	Community Council Area: Sandness & Walls

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Presence of endemic species <i>Pilosella flagellaris</i> ssp. <i>bicapitata</i> (Shetland Mouse-ear Hawkweed), which is only found at two other sites • Other endemic hawkweeds are found in the area, e.g. <i>H. spenceanum</i> • Presence of <i>Draba incana</i> (Hoary Whitlow Grass)

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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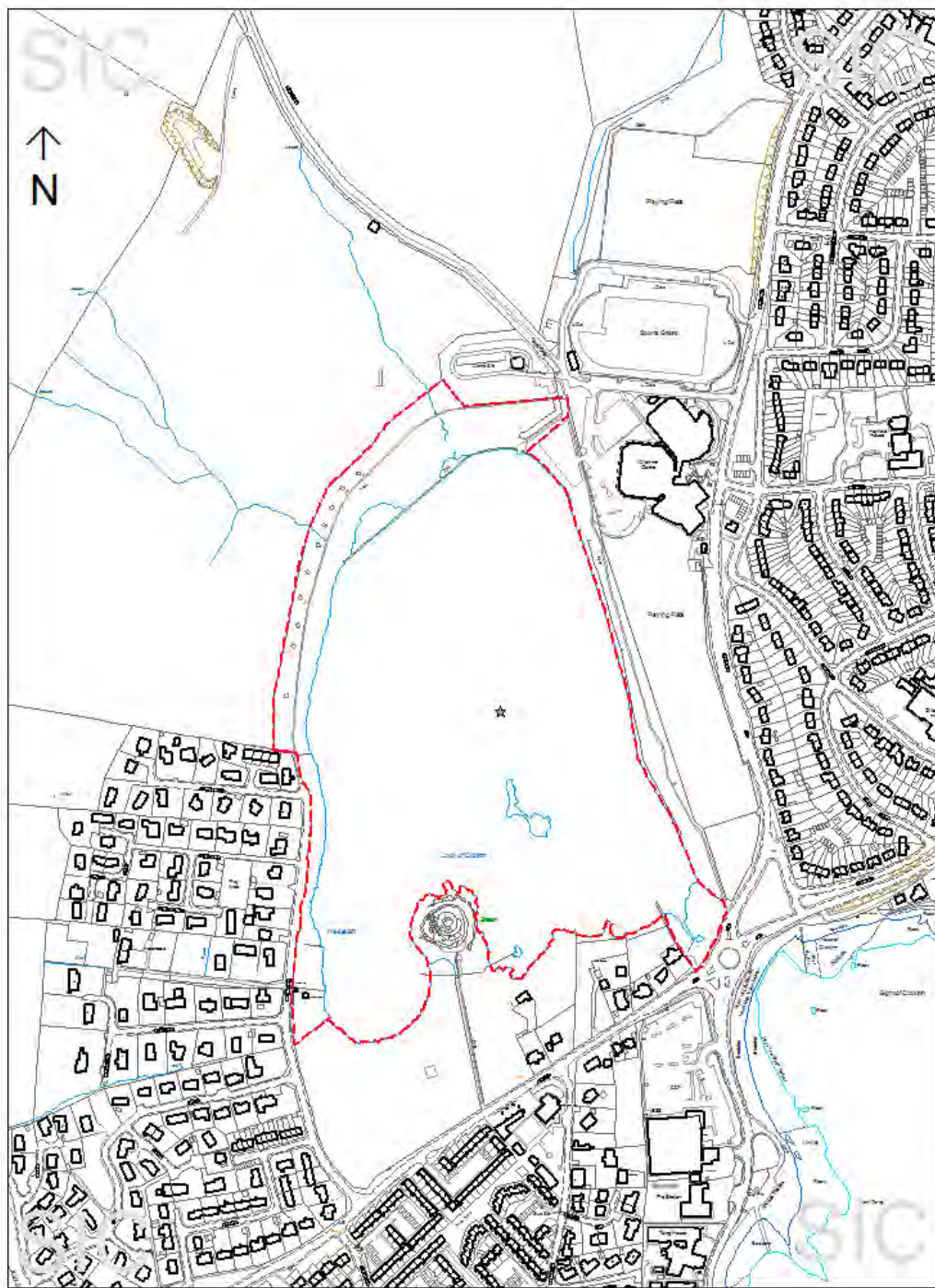
Clickimin Loch	Site No: 20
Grid Reference: HU 464 410	Community Council Area: Lerwick

Primary Interest	Secondary Interest
Habitat	Species

Primary Purpose of Designation	Secondary Purpose
Education	Amenity

Justification for selection
<ul style="list-style-type: none"> • Diversity of aquatic plants • Migrant and wintering wildfowl • Amenity woodland planting • Accessibility and biodiversity interest

Contact for further information:	
Royal Society for the Protection of Birds Sumburgh Shetland ZE3 9JN	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



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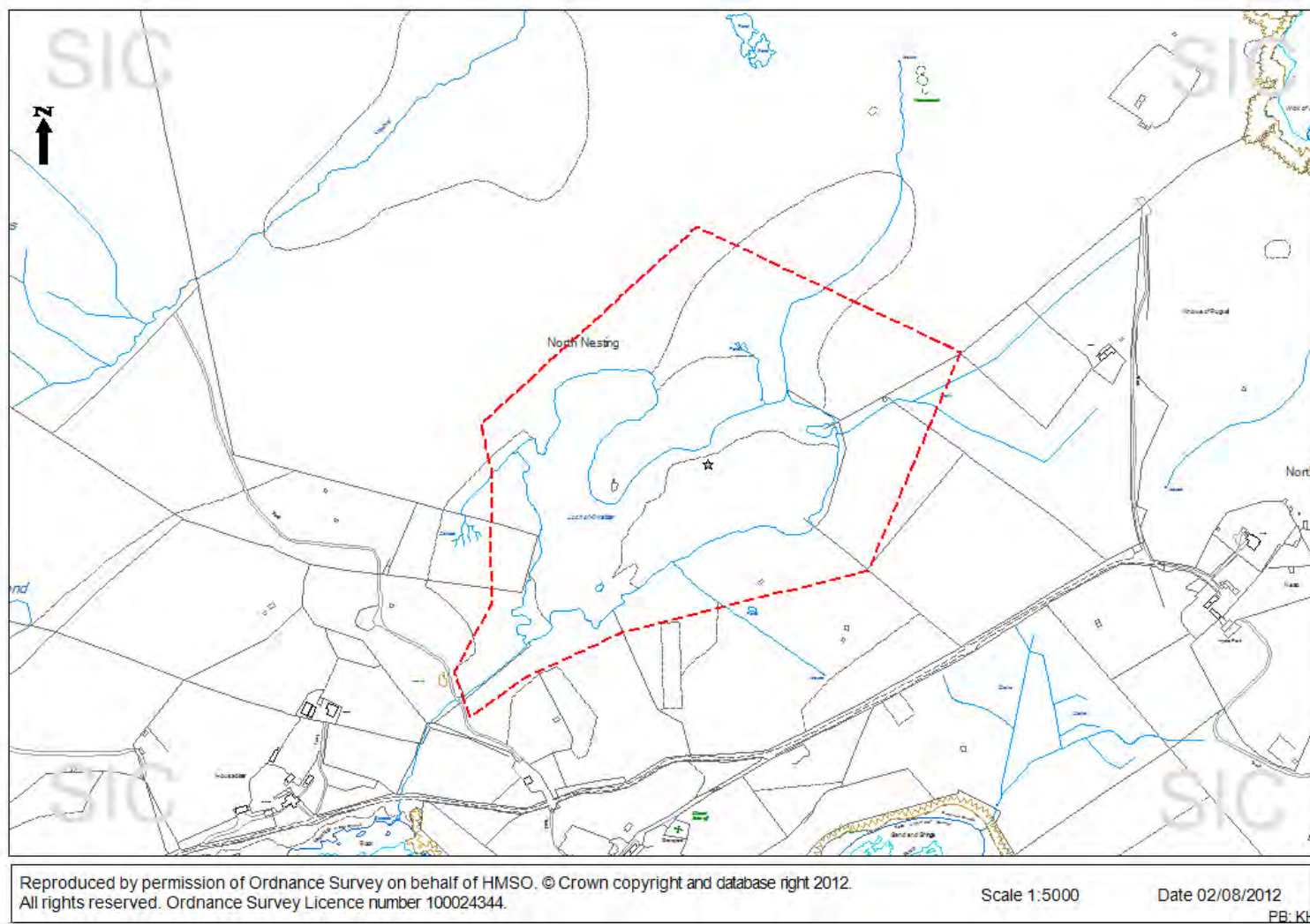
Loch of Kirkabister	Site No: 21
Grid Reference: HU 495 583	Community Council Area: Nesting & Lunnasting

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Schedule 1 bird species

Contact for further information
<p>Royal Society for the Protection of Birds</p> <p>Sumburgh</p> <p>Shetland</p> <p>ZE3 9JN</p>



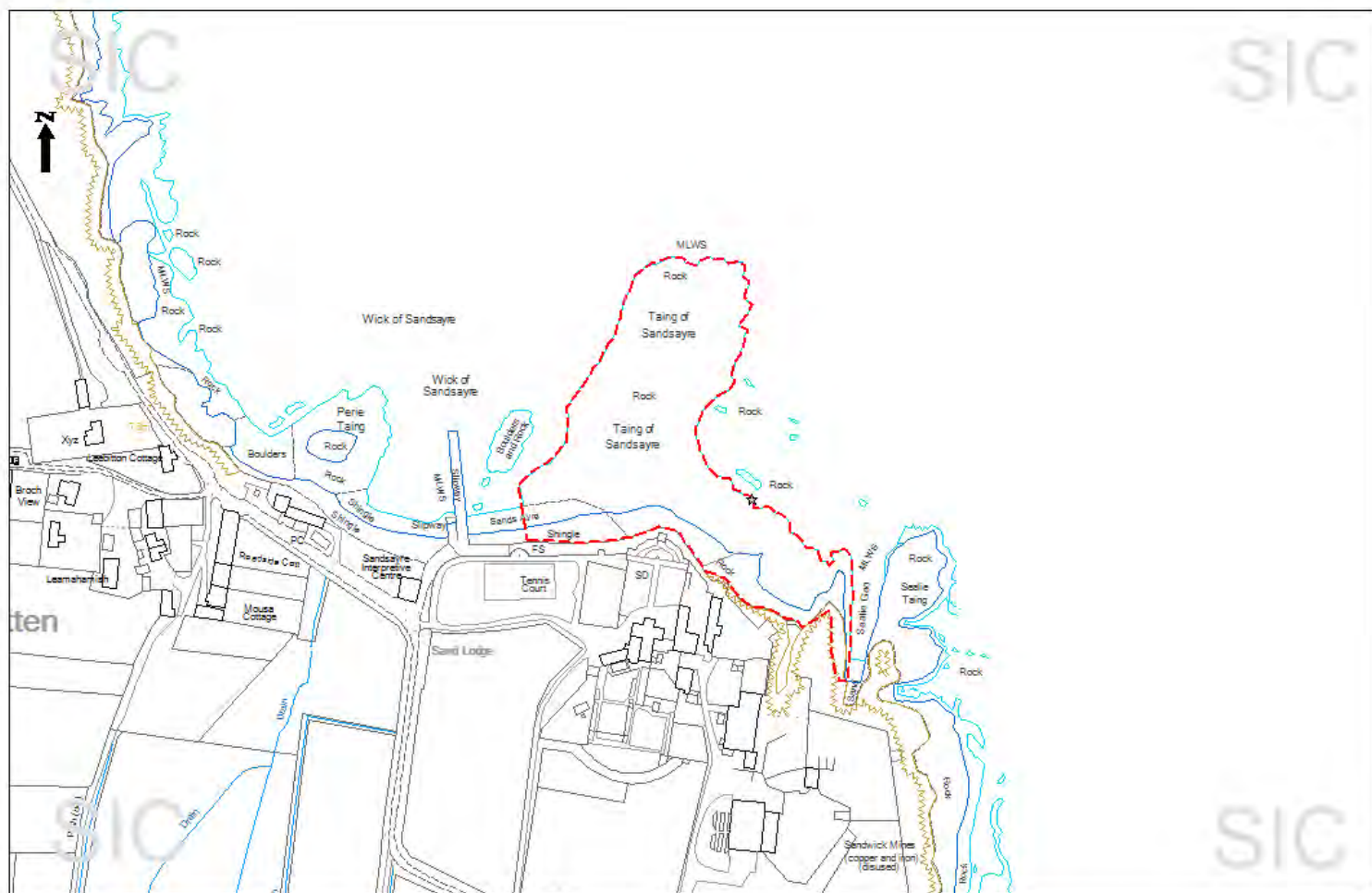
Leebitten Intertidal	Site No: 22
Grid Reference: HU 436 250	Community Council Area: Sandwick

Primary Interest
Habitat

Primary Purpose of Designation
Education

Justification for selection
<ul style="list-style-type: none"> The site is the most extensive area of intertidal rock habitat in Shetland

Contact for further information
<p>Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY</p>



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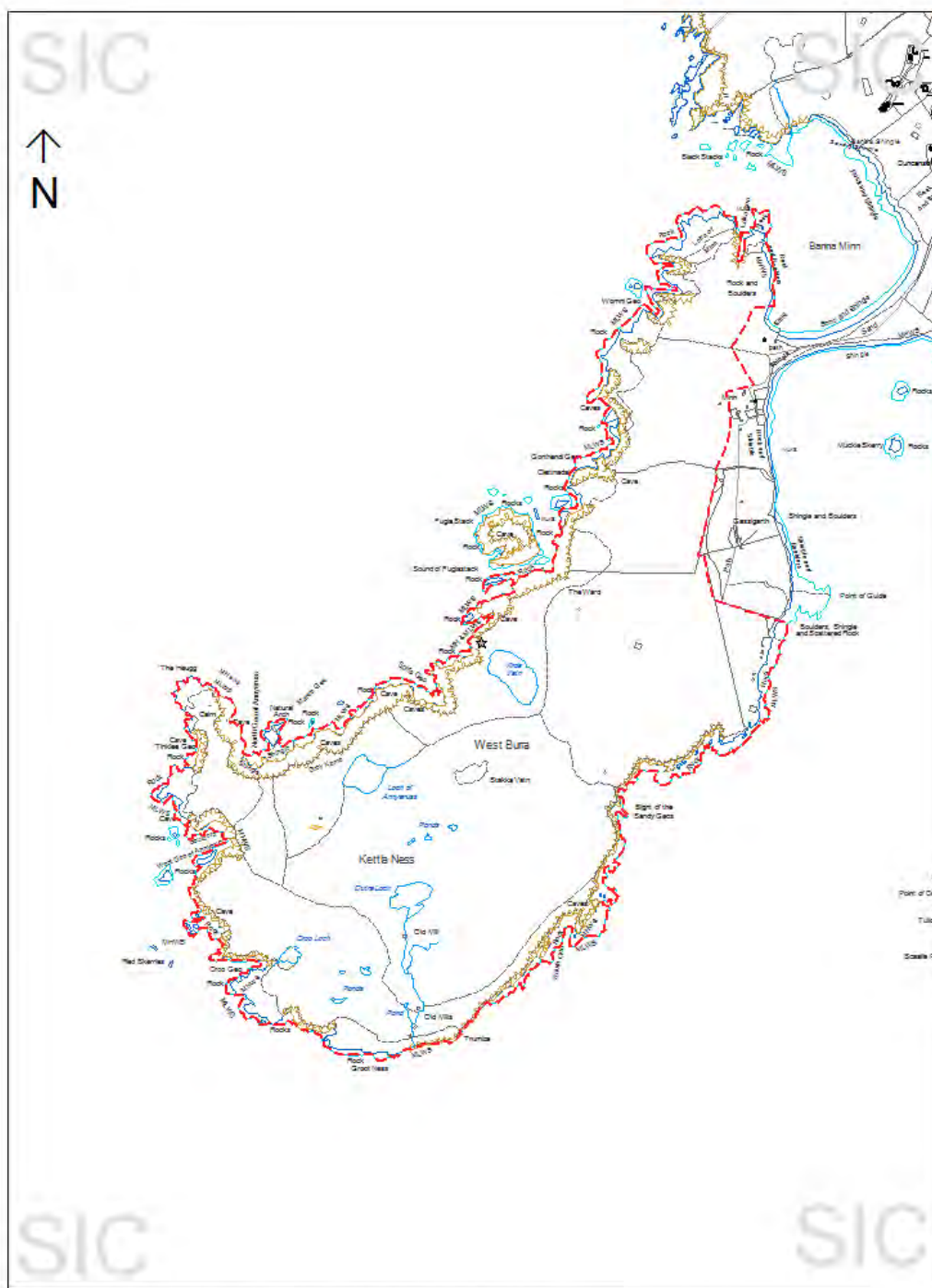
Kettla Ness	Site No: 23
Grid Reference: HU 353 291	Community Council Area: Burra & Trondra

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Breeding seabirds • Schedule 1 species

Contact for further information
<p>Royal Society for the Protection of Birds</p> <p>Sumburgh</p> <p>Shetland</p> <p>ZE3 9JN</p>



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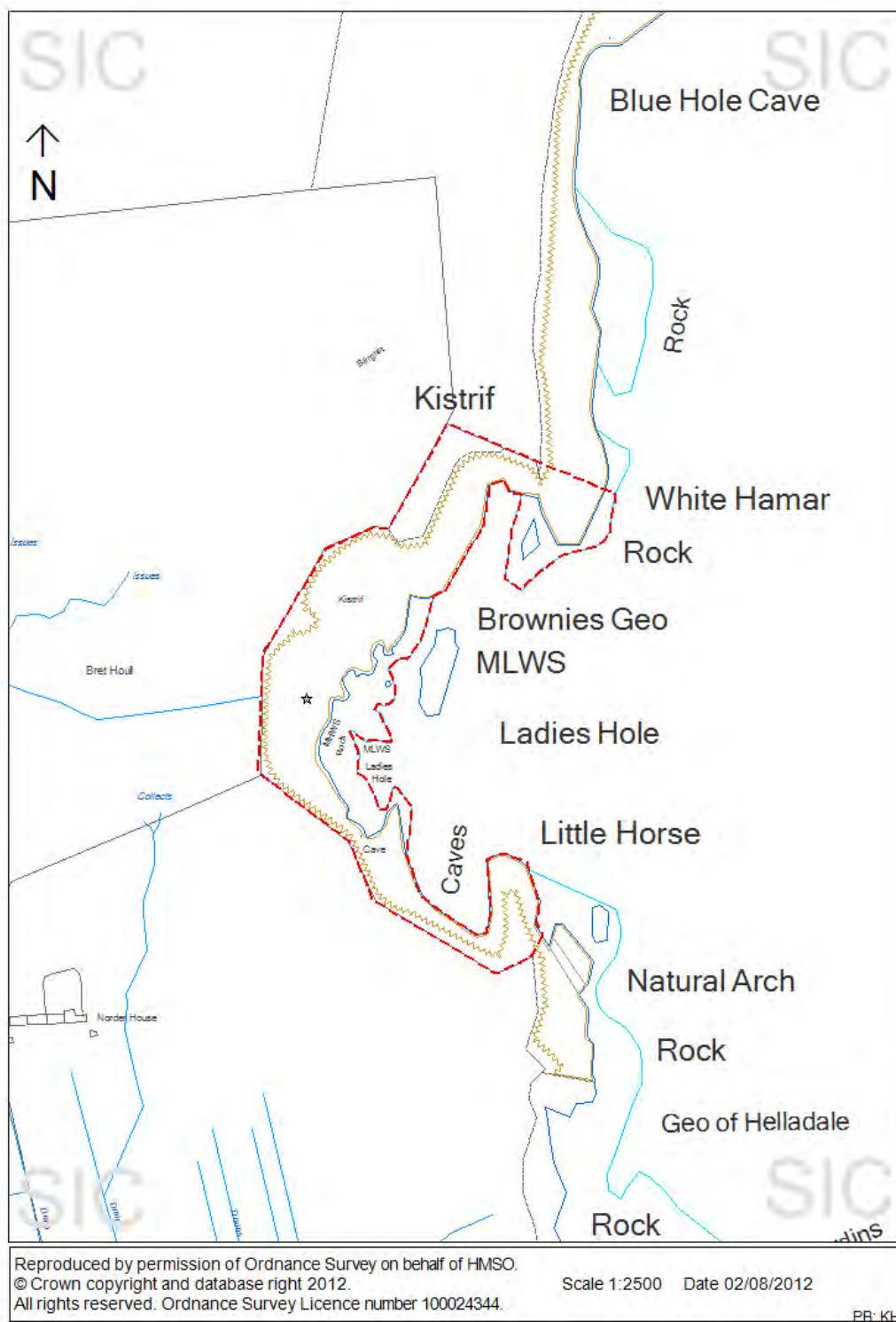
Ladies Hole	Site No: 24
Grid Reference: HU 529 801	Community Council Area: Yell

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> Breeding seabirds including Guillemots, Razor Bills and Puffins

Contact for further information	
Royal Society for the Protection of Birds Sumburgh Shetland ZE3 9JN	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



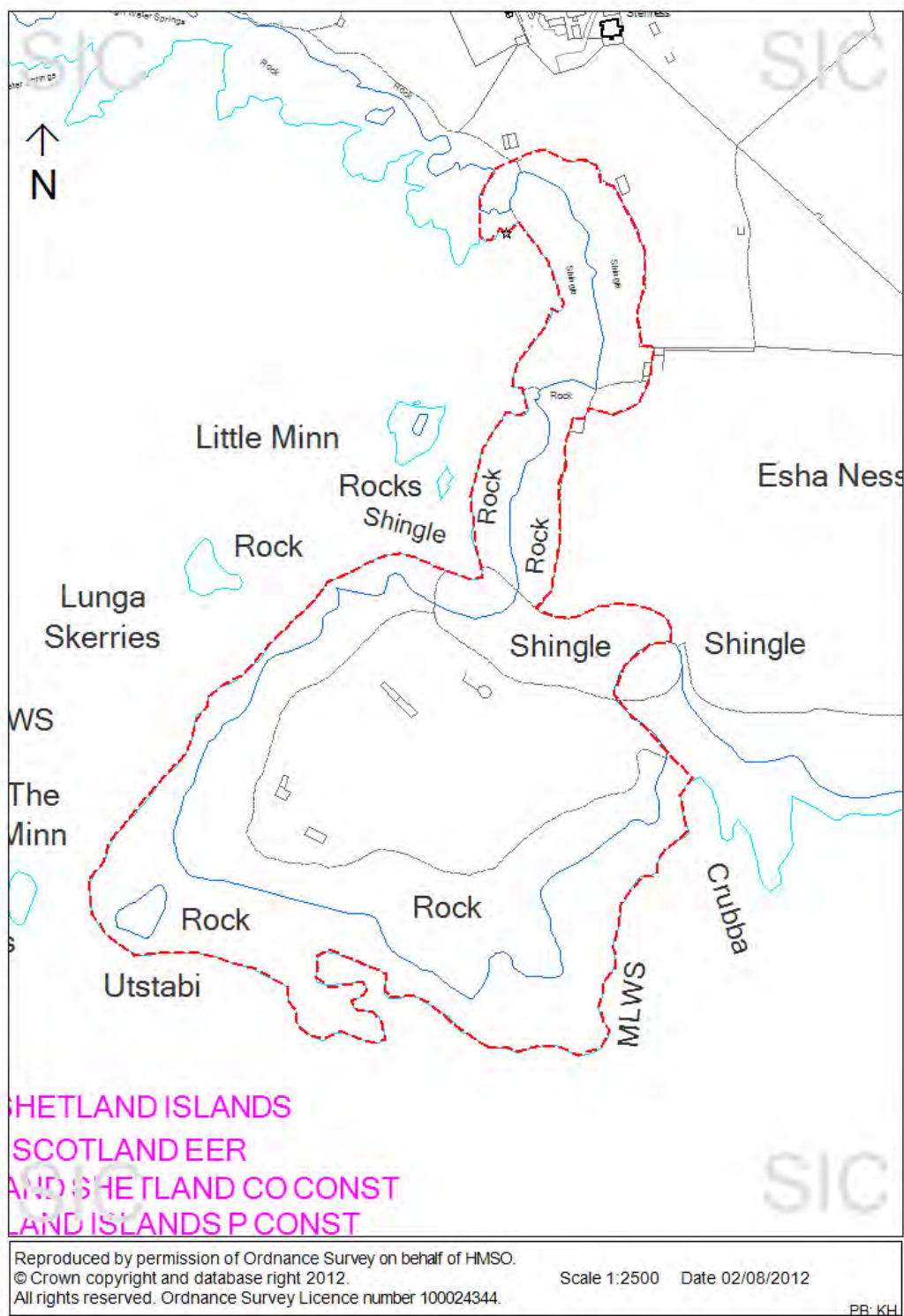
Stenness	Site No: 25
Grid Reference: HU 214 771	Community Council Area: Northmavine

Primary Interest	Secondary Interest
Geology	Species

Primary Purpose of Designation	Secondary Purpose
Education	Nature Conservation

Justification for selection
<ul style="list-style-type: none"> • Volcanic geology • Agates can be found on the beach • Rare plants; the site is one of the best sites in Shetland for <i>Mertensia maritima</i> (Oysterplant)

Contact for further information	
Geopark Shetland Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



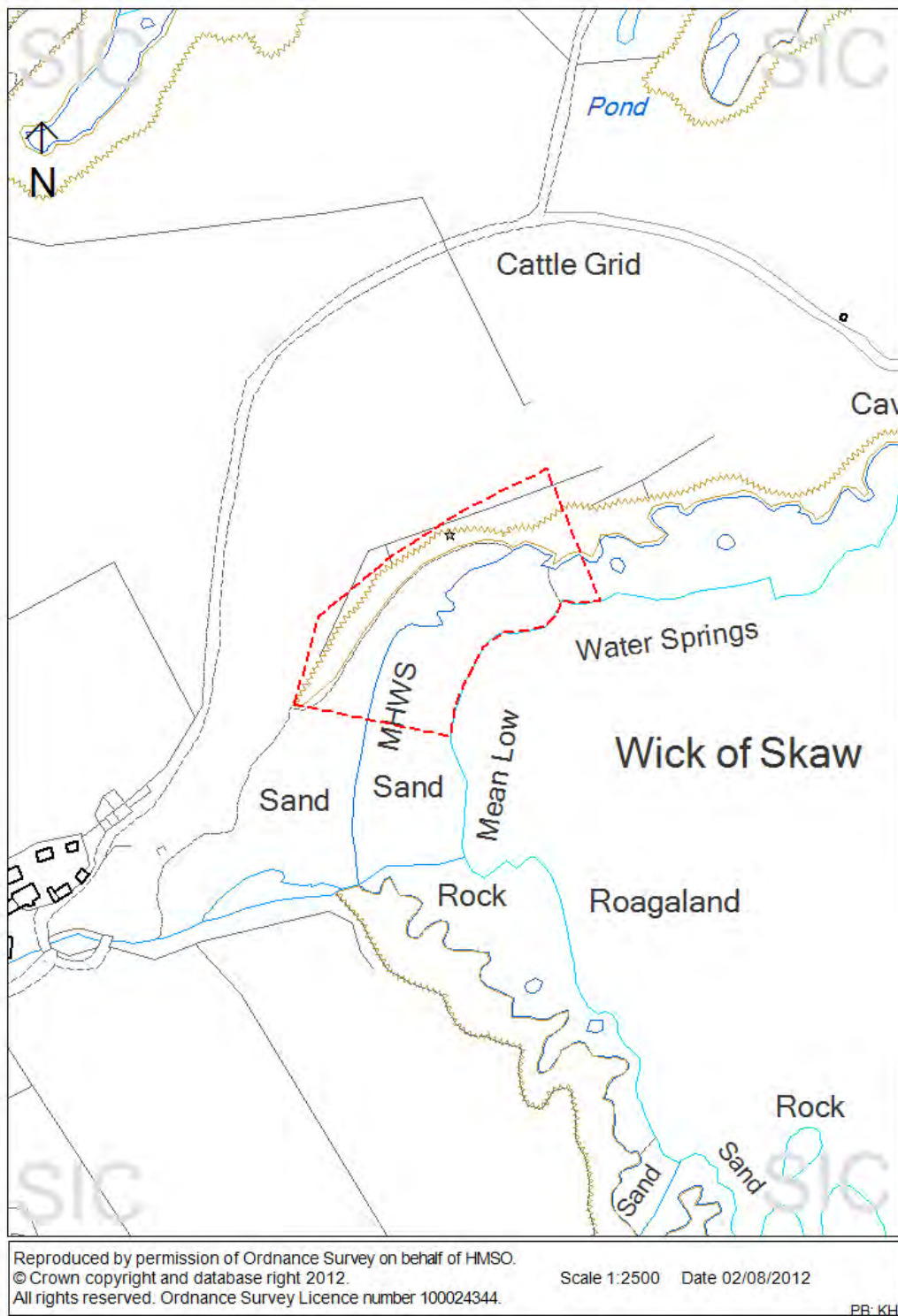
Wick of Skaw	Site No: 26
Grid Reference: HP 661 165	Community Council Area: Unst

Primary Interest
Geology

Primary Purpose of Designation
Education

Justification for selection
<ul style="list-style-type: none"> • Easily identifiable exposure of a granite intrusion contact zone

Contact for further information
<p>Geopark Shetland Shetland Amenity Trust Lerwick Shetland ZE1 0NY</p>



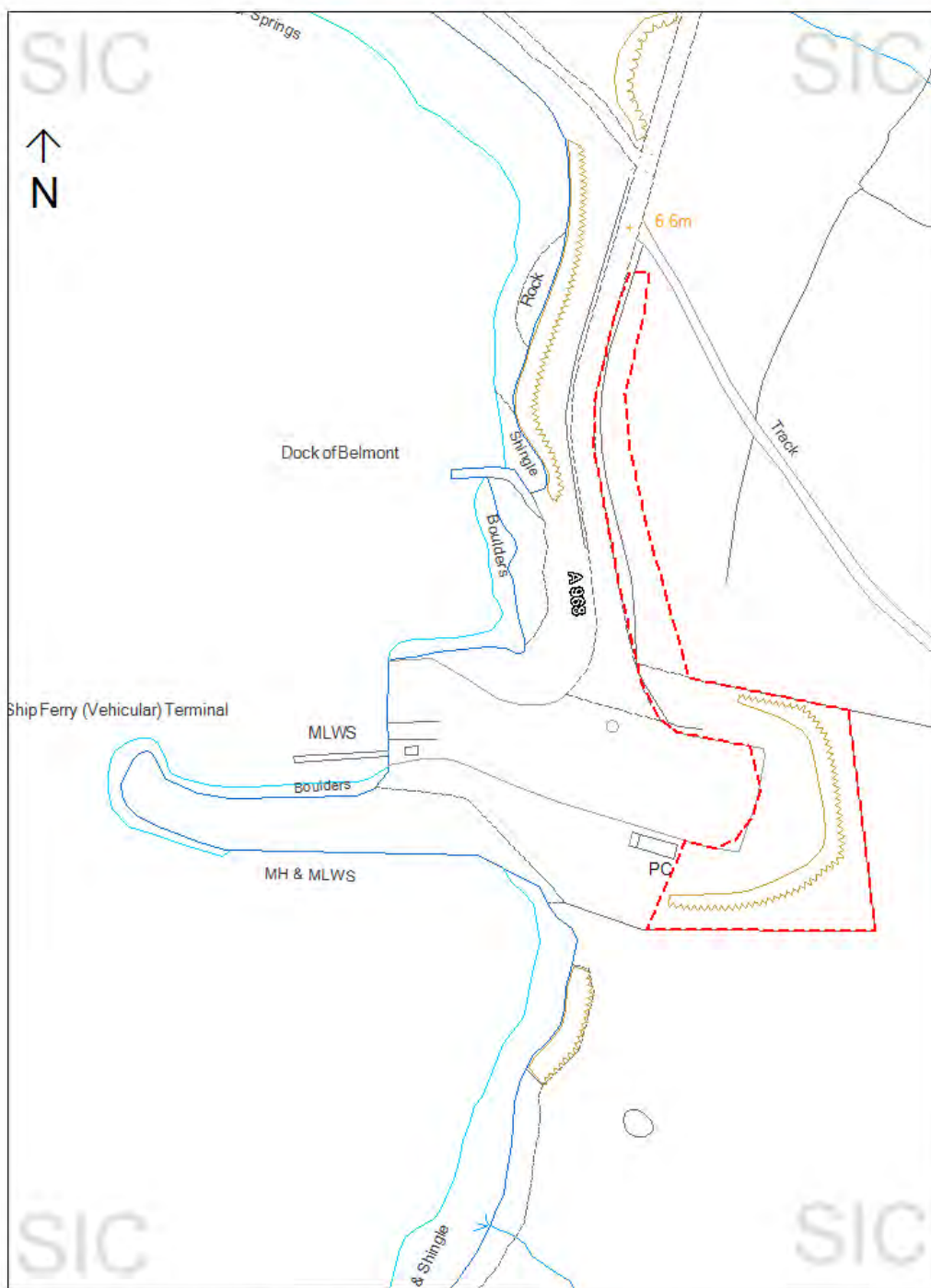
Belmont Quarry	Site No: 27
Grid Reference: HP 565 005	Community Council Area: Unst

Primary Interest
Geology

Primary Purpose of Designation
Education

Justification for selection
<ul style="list-style-type: none"> On site there is rock exposures across a major shear zone/ ophiolite thrust

Contact for further information
<p>Geopark Shetland Shetland Amenity Trust Lerwick Shetland ZE1 0NY</p>



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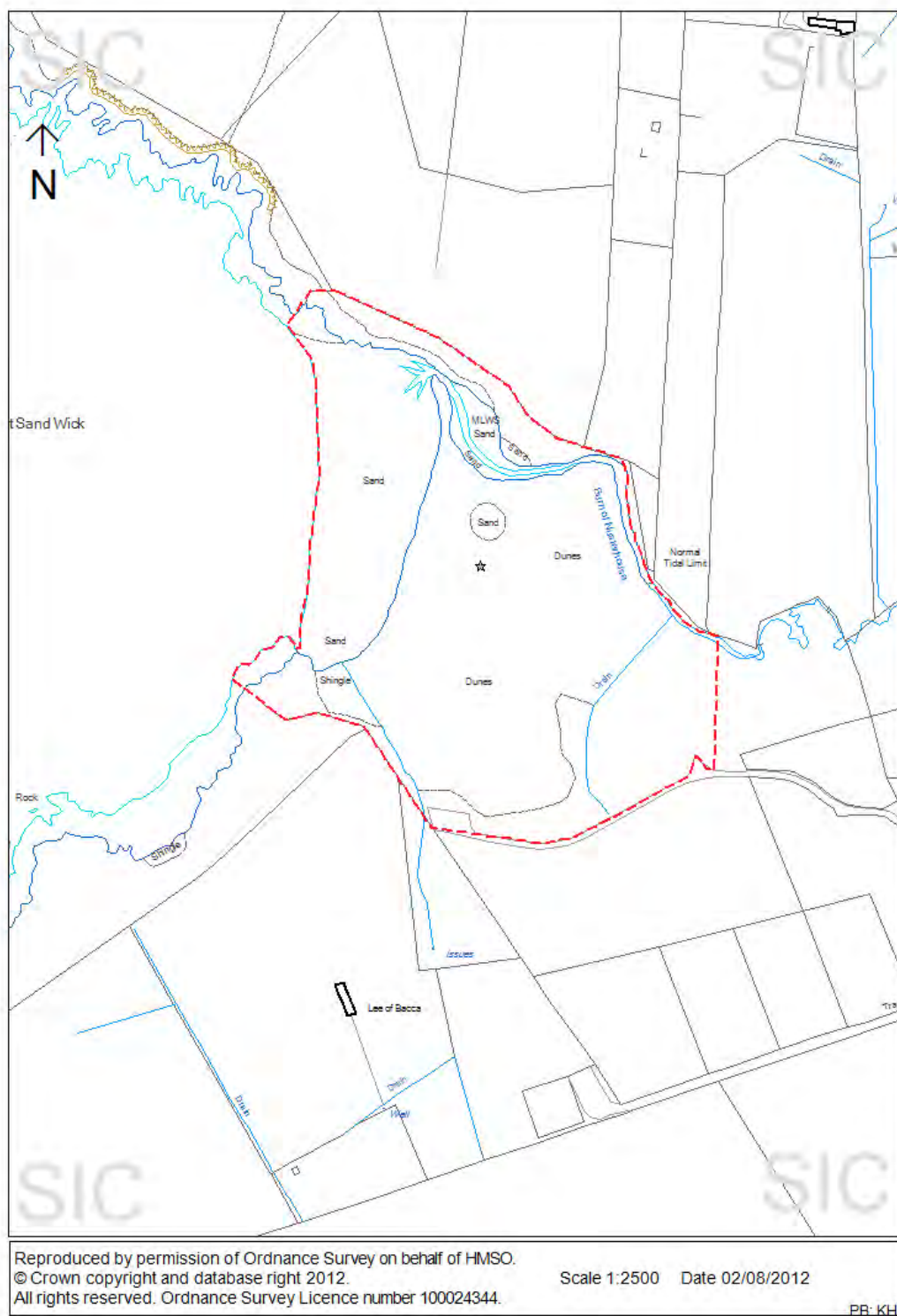
West Sandwick	Site No: 28
Grid Reference: HU 446 890	Community Council Area: Yell

Primary Interest	Secondary Interest
Habitat	Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • The dunes and dune grassland support a diverse plant assemblage including: <ul style="list-style-type: none"> ○ <i>Ranunculus bulbosus</i>, (Bulbous Buttercup) ○ <i>Gentianella amarella</i> (Autumn Gentian) ○ <i>Carex maritima</i> (Curved Sedge)

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



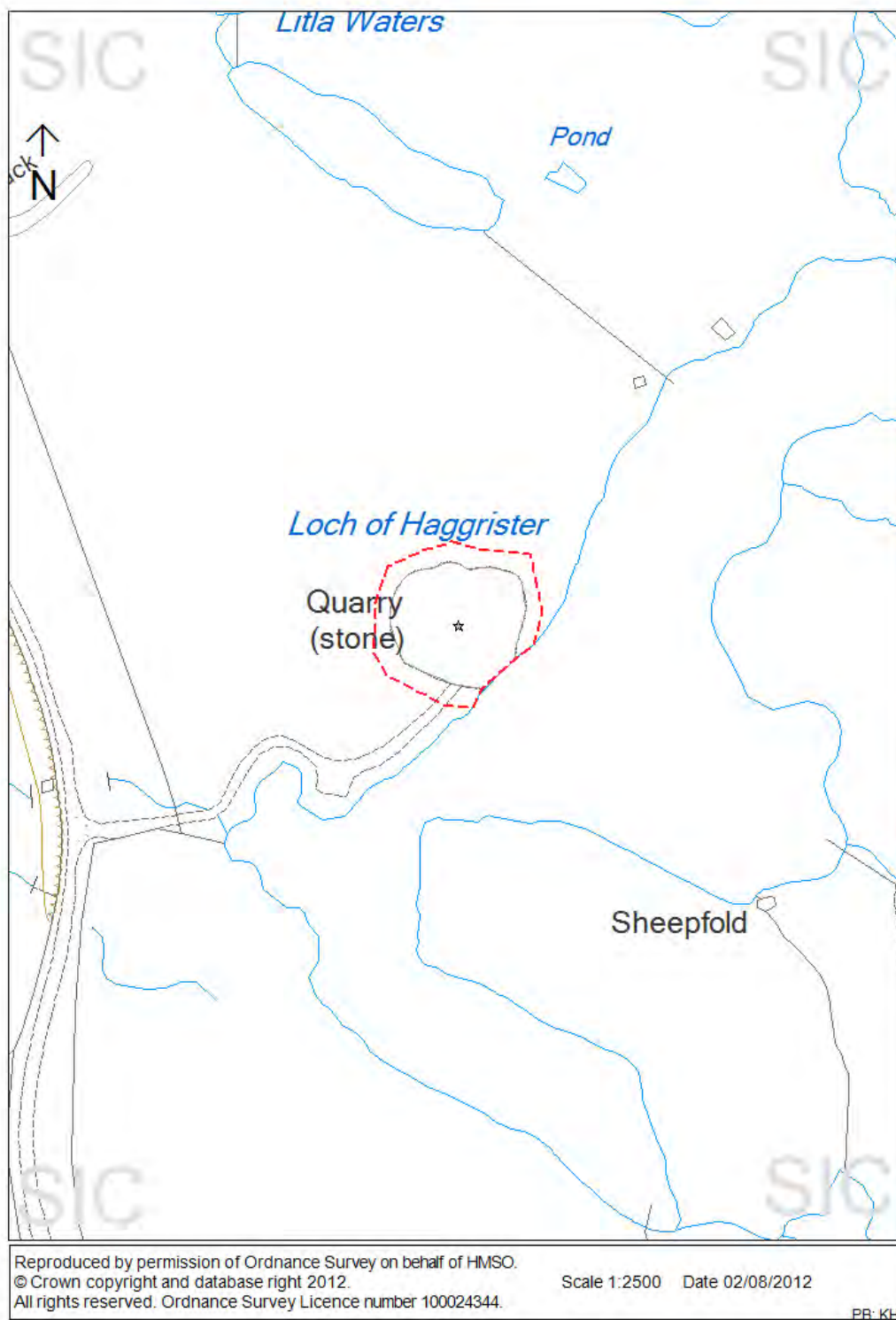
Haggrister Quarry	Site No: 29
Grid Reference: HU 337 705	Community Council Area: Delting

Primary Interest
Geology

Primary Purpose of Designation
Geological Heritage

Justification for Selection
<ul style="list-style-type: none"> • This site has scapolite veining of national interest/significance

Contact for further information	
Geopark Shetland Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



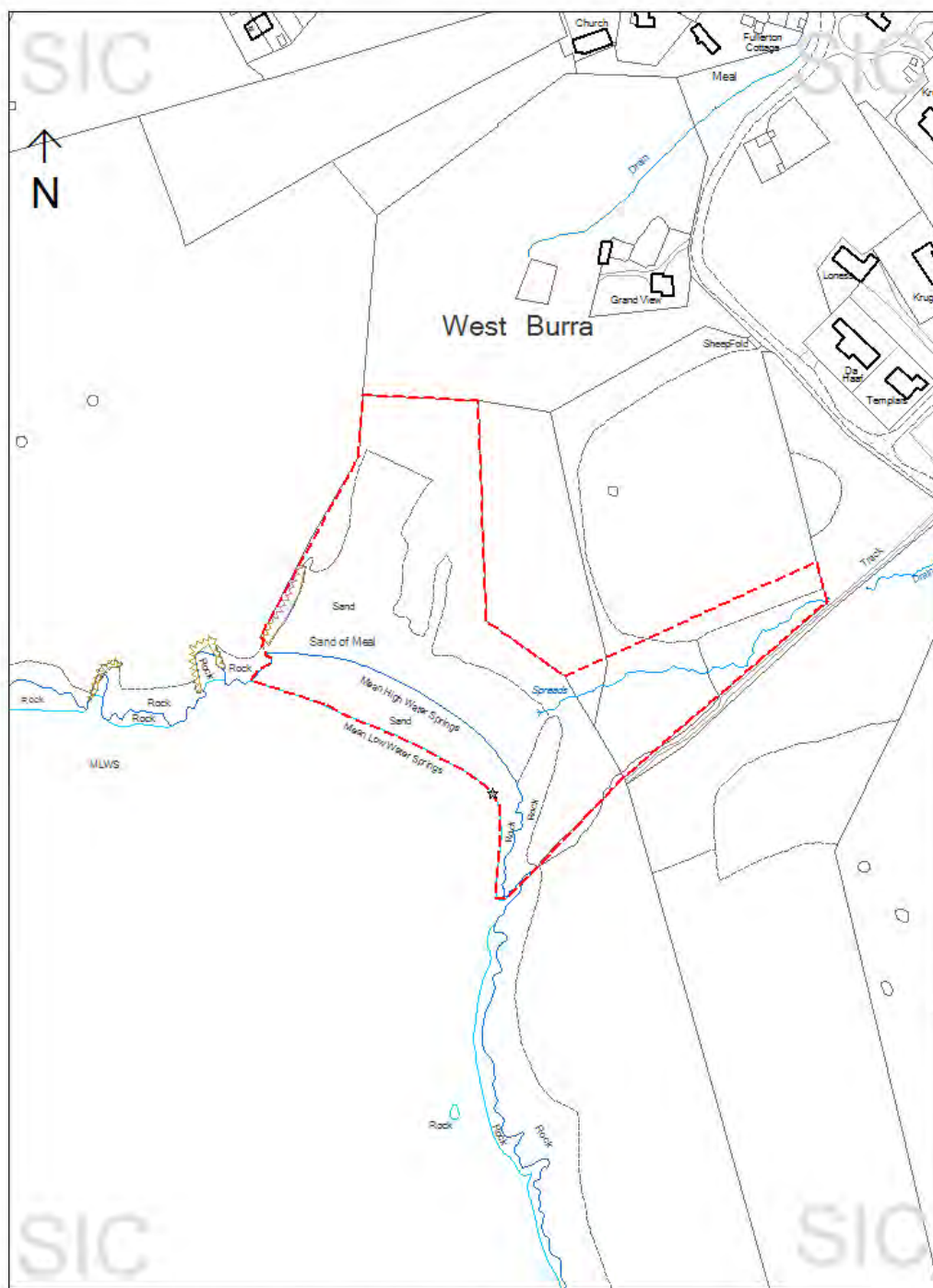
Meal Beach	Site No: 30
Grid Reference: HU 375 355	Community Council Area: Burra & Trondra

Primary Interest
Species

Primary Purpose of Designation	Secondary Purpose
Nature Conservation	Education

Justification for selection
<ul style="list-style-type: none"> • The calcareous dunes provide habitat for a diverse range of plants • Nationally scarce plant species, including <i>Carex maritima</i> (Curved Sedge)

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>ZE1 0NY</p>



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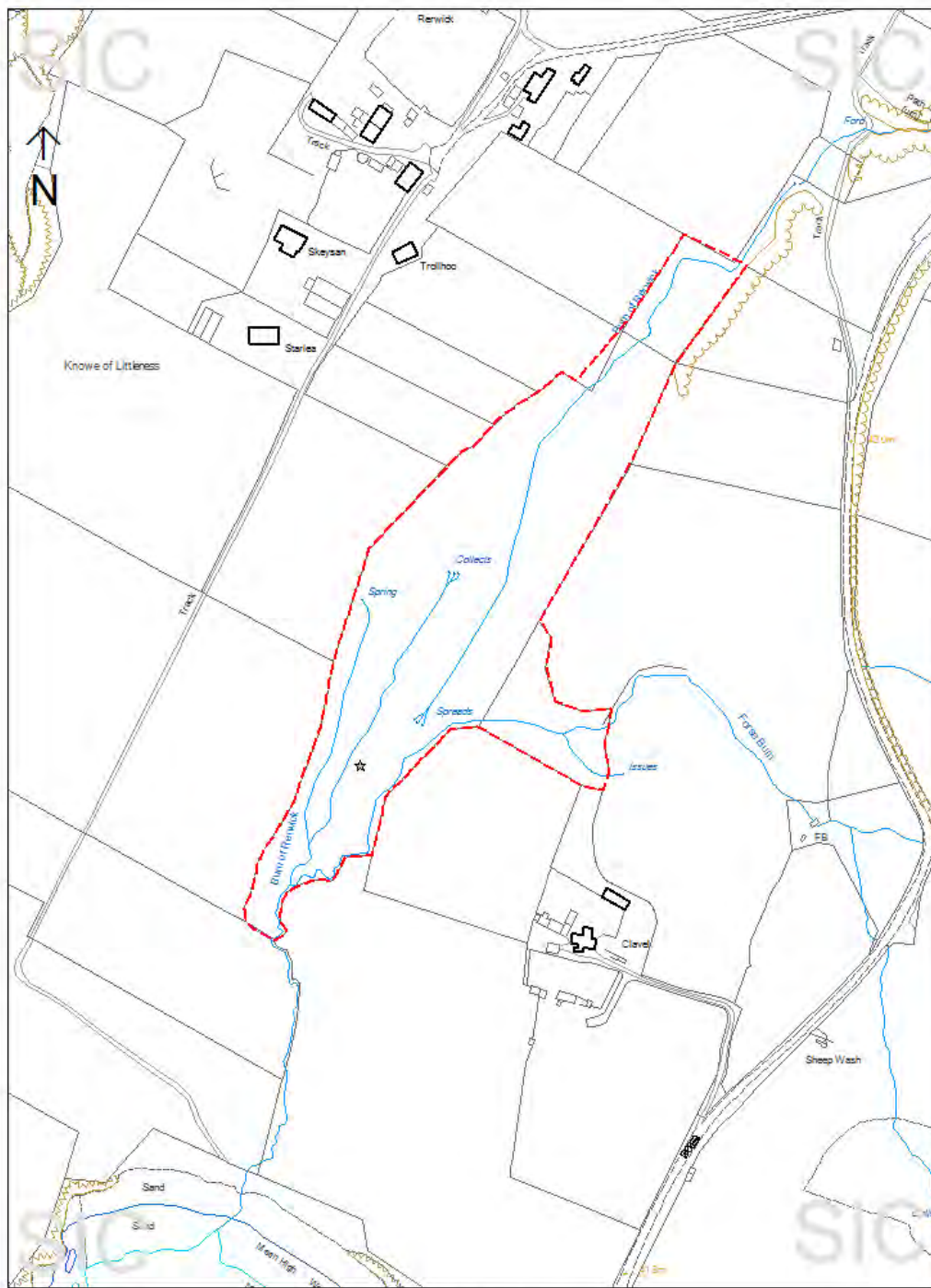
Rerwick Reed Bed	Site No: 31
Grid Reference: HU 374 190	Community Council Area: Dunrossness

Primary Interest
Habitat

Primary Purpose of Designation
Nature Conservation

Justification for selection
<ul style="list-style-type: none"> The only extensive <i>Phragmites</i> reed bed in Shetland

Contact for further information
<p>Shetland Biological Records Centre Shetland Amenity Trust Lerwick ZE1 0NY</p>



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Lang Lochs	Site No: 32
Grid Reference: HU 430 380	Community Council Area: Gulberwick & Cunningsburgh

Primary Interest	Secondary Interest
Habitat	Species

Primary Purpose of Designation	Secondary Purpose
Nature Conservation	Education

Justification for selection
<ul style="list-style-type: none"> • Undisturbed blanket bog, with a good range of sphagnum species • Includes nationally important <i>Sphagnum fuscum</i> (Rusty Peat Moss) (an indicator species of undisturbed bog) • Breeding moorland birds

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>ZE1 0NY</p>

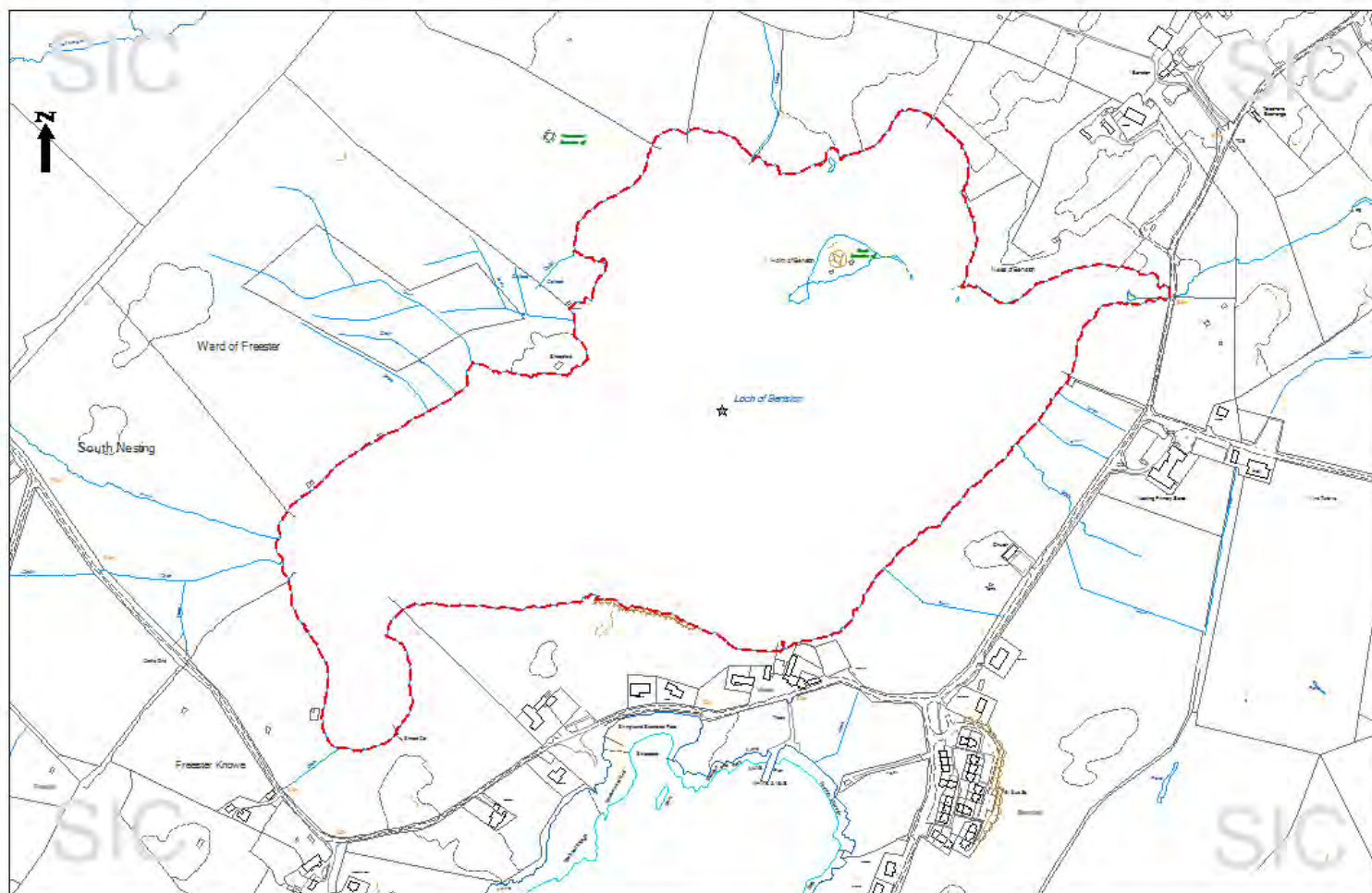
Loch of Benston	Site No: 33
Grid Reference: HU 463 535	Community Council Area: Nesting & Lunnasting

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Important for wintering wildfowl

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



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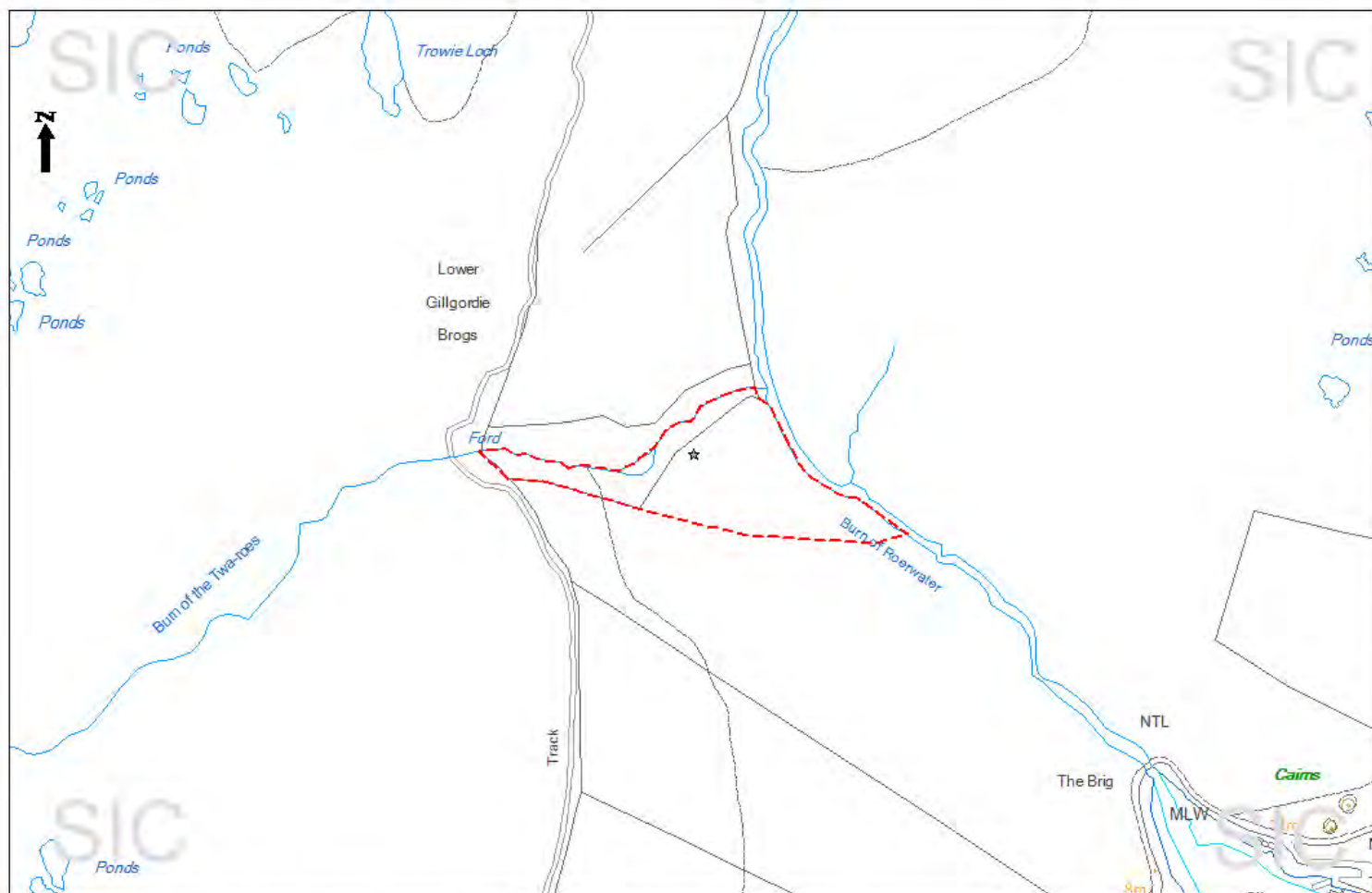
Burn of Twa-roes	Site No: 34
Grid Reference: HU 346 844	Location: Northmavine

Primary Interest
Species

Primary Purpose of Designation	Secondary Purpose
Nature Conservation	Education

Justification for selection
<ul style="list-style-type: none"> • The banks of the burn have been planted with native trees and hawkweeds (<i>Hieracium breve</i>); which is a UKBAP species • Good examples of <i>Juniperus communis</i> (Juniper) and <i>Drosera anglica</i> (Greater Sundew)

Contact for further information	
Scottish Natural Heritage Lerwick Shetland ZE1 0LL	Shetland Biological Records Centre Shetland Amenity Trust Lerwick ZE1 0NY



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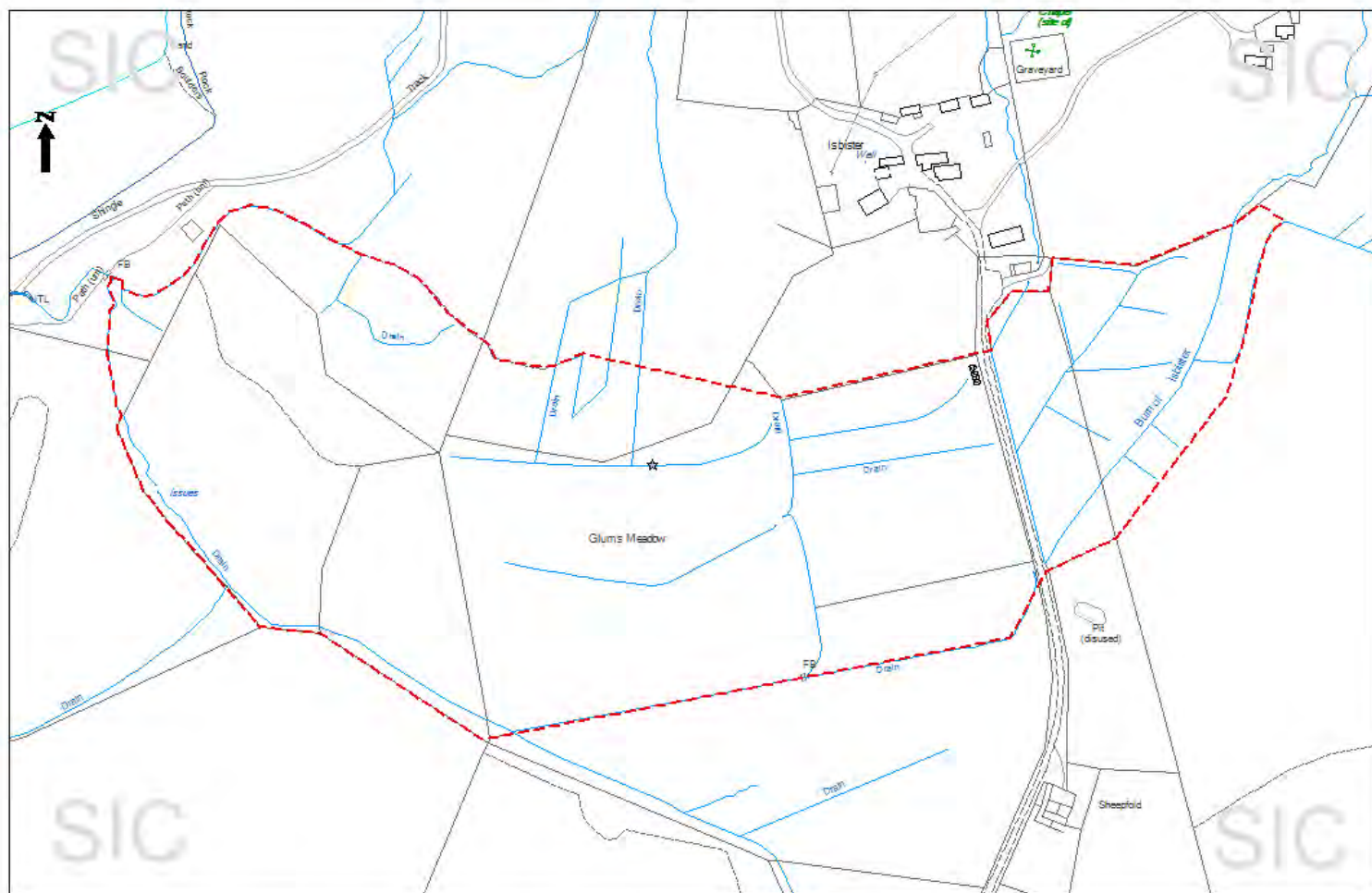
Glums Meadow	Site No: 35
Grid Reference: HU 368 908	Community Council Area: Northmavine

Primary Interest
Habitat

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Mesotrophic (neutral) grassland habitat, with a high diversity of species • Important for wading birds

Contact for further information	
Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Royal Society for the Protection of Birds Sumburgh Shetland ZE3 9JN



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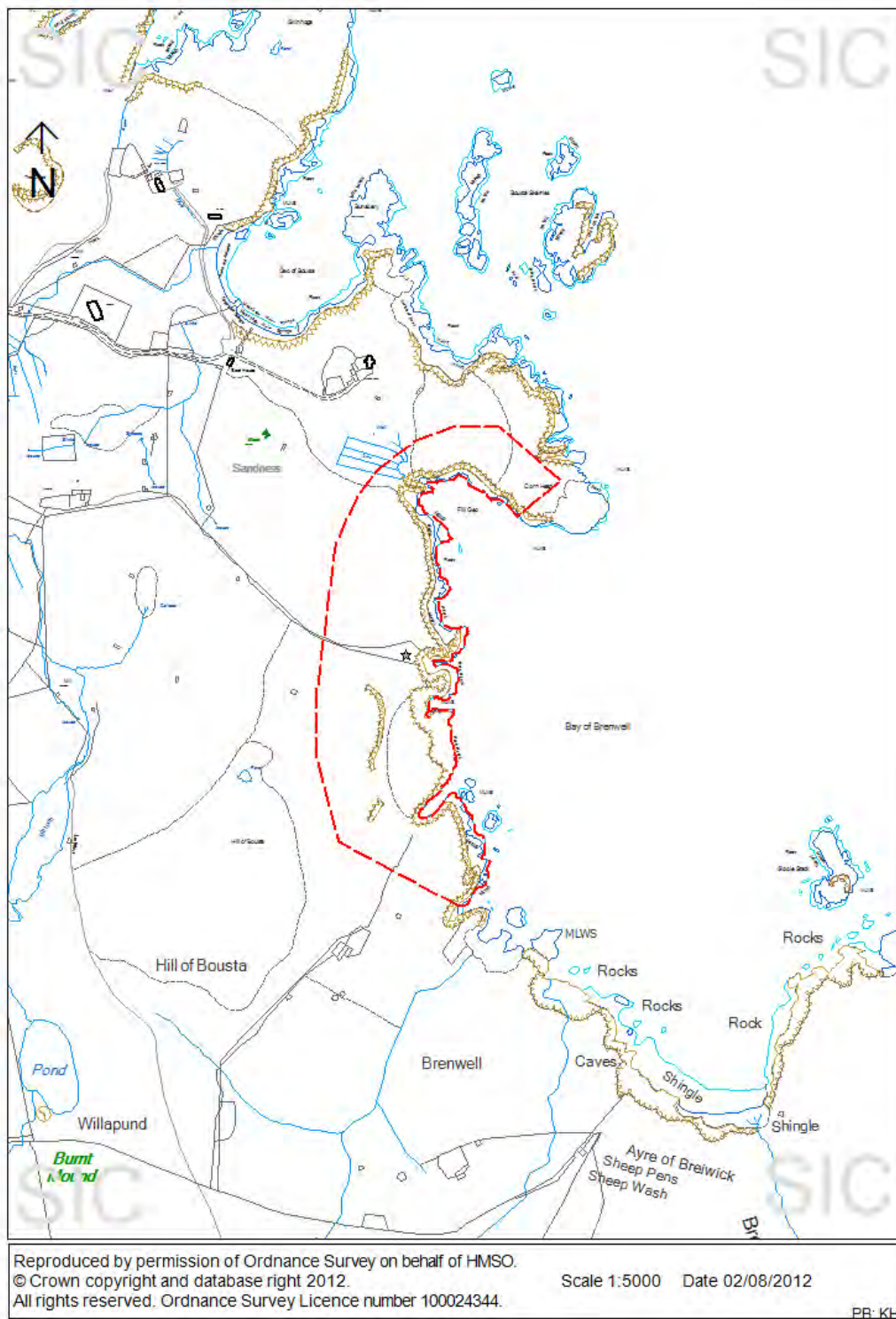
Bousta Cliffs	Site No: 36
Grid Reference: HU 223 572	Community Council Area: Sandness and Walls

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Native trees and scrub including: <ul style="list-style-type: none"> ○ <i>Populus tremula</i> (Aspen) ○ <i>Sorbus aucuparia</i> (Rowan) ○ <i>Salix repens</i> (Creeping Willow) ○ <i>Lonicera</i> (Honeysuckle) • Three endemic hawkweed species: <ul style="list-style-type: none"> ○ <i>Hieracium dilectum</i>; ○ <i>Hieracium scottii</i>; and ○ <i>Hieracium spenceanum</i>

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



Loch & Mires of Funzie	Site No: 37
Grid Reference: HU 655 900	Community Council Area: Fetlar

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> • Breeding Schedule 1 bird species • A range of other breeding and migrant bird species

Contact for further information
<p>Royal Society for the Protection of Birds</p> <p>Sumburgh</p> <p>Shetland</p> <p>ZE3 9JN</p>

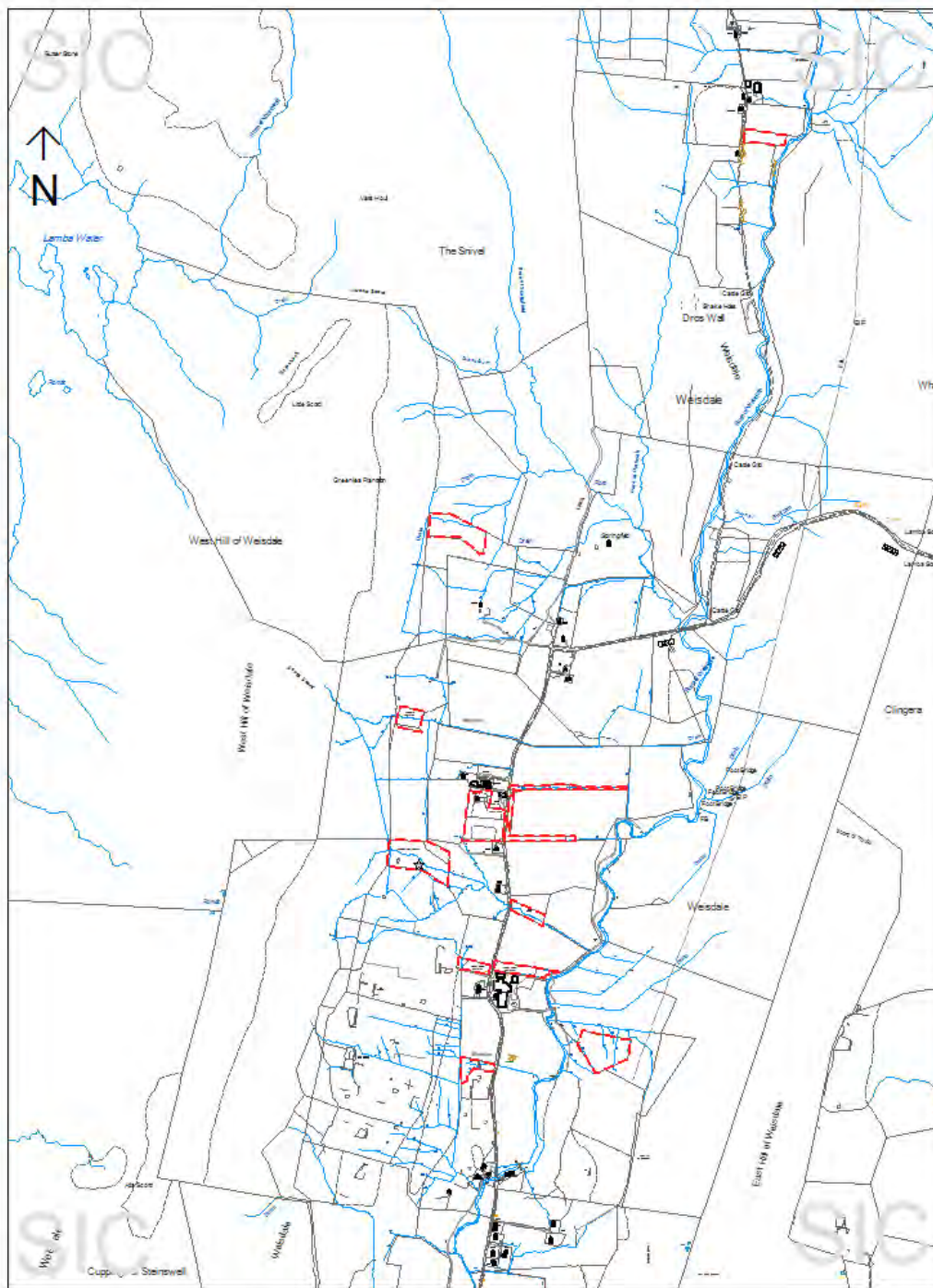
Kergord	Site No: 38
Grid Reference: HU 394 540	Community Council Area: Whiteness, Weisdale & Tingwall

Primary Interest
Habitat

Primary Purpose of Designation	Secondary Purpose
Education	Nature Conservation

Justification for selection
<ul style="list-style-type: none"> Long established plantation woodland with unusual species; some of which are found nowhere else in Shetland

Contact for further information	
Shetland Biological Records Centre/Woodlands Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Scottish Natural Heritage Lerwick Shetland ZE1 0LL



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Scale 1:15000 Date 02/08/2012

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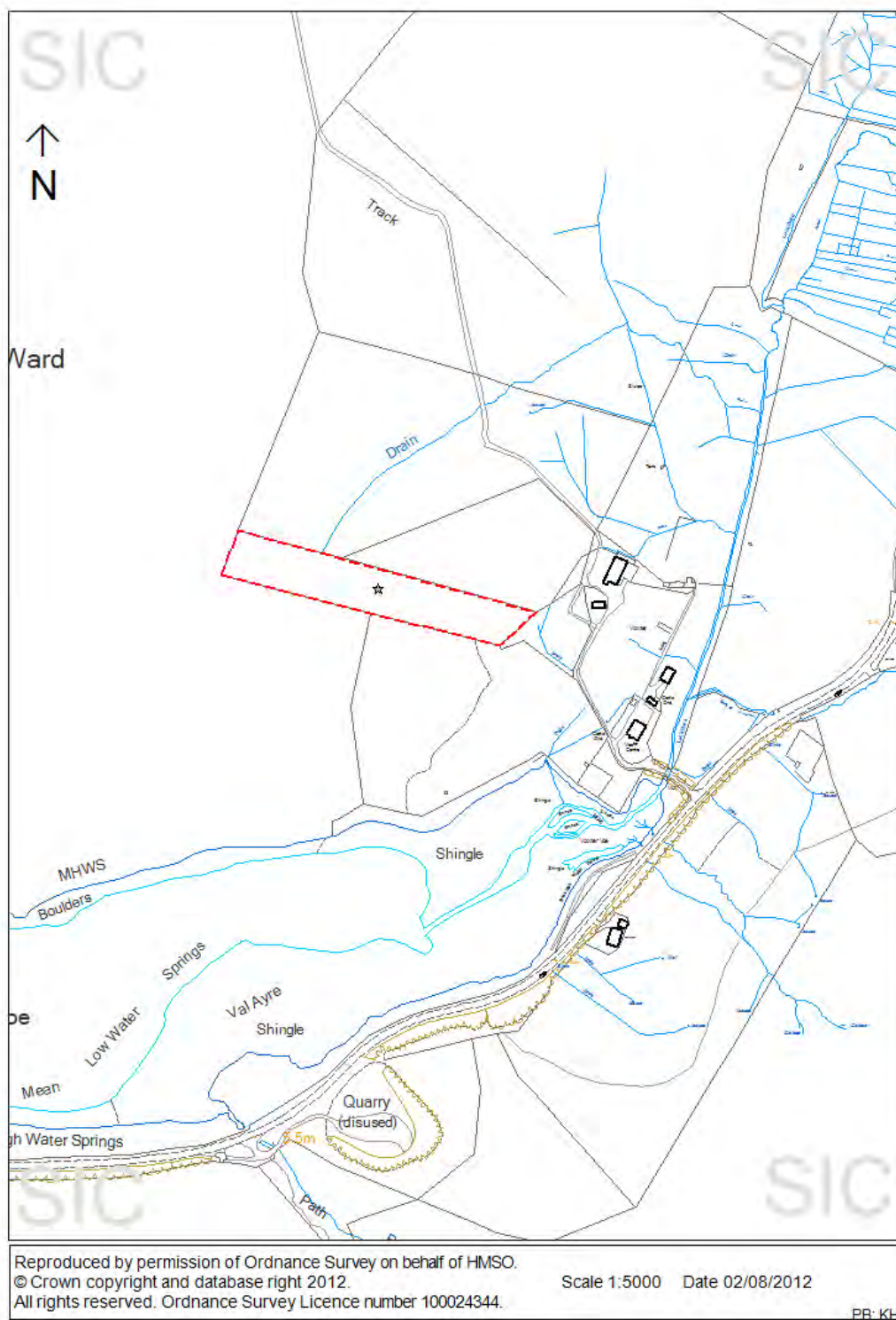
Voxter Wood	Site No: 39
Grid Reference: HU 373 701	Community Council Area: Delting

Primary Interest
Habitat

Primary Purpose	Secondary Purpose
Education	Amenity

Justification for selection
<ul style="list-style-type: none"> • A plantation woodland that is a valuable education resource and is already used for educational and recreational purposes

Contact for further information
<p>Shetland Biological Records Centre/Woodlands</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



Tingwall Meadow	Site No: 40
Grid Reference: HU 414 424	Community Council Area: Weisdale, Whiteness & Tingwall

Primary Interest
Habitat

Primary Purpose of Designation	Secondary Purpose
Nature Conservation	Education

Justification for selection
<ul style="list-style-type: none"> • Base rich meadow with a good diversity of flowering plants, mosses and liverworts

Contact for further information
<p>Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY</p>



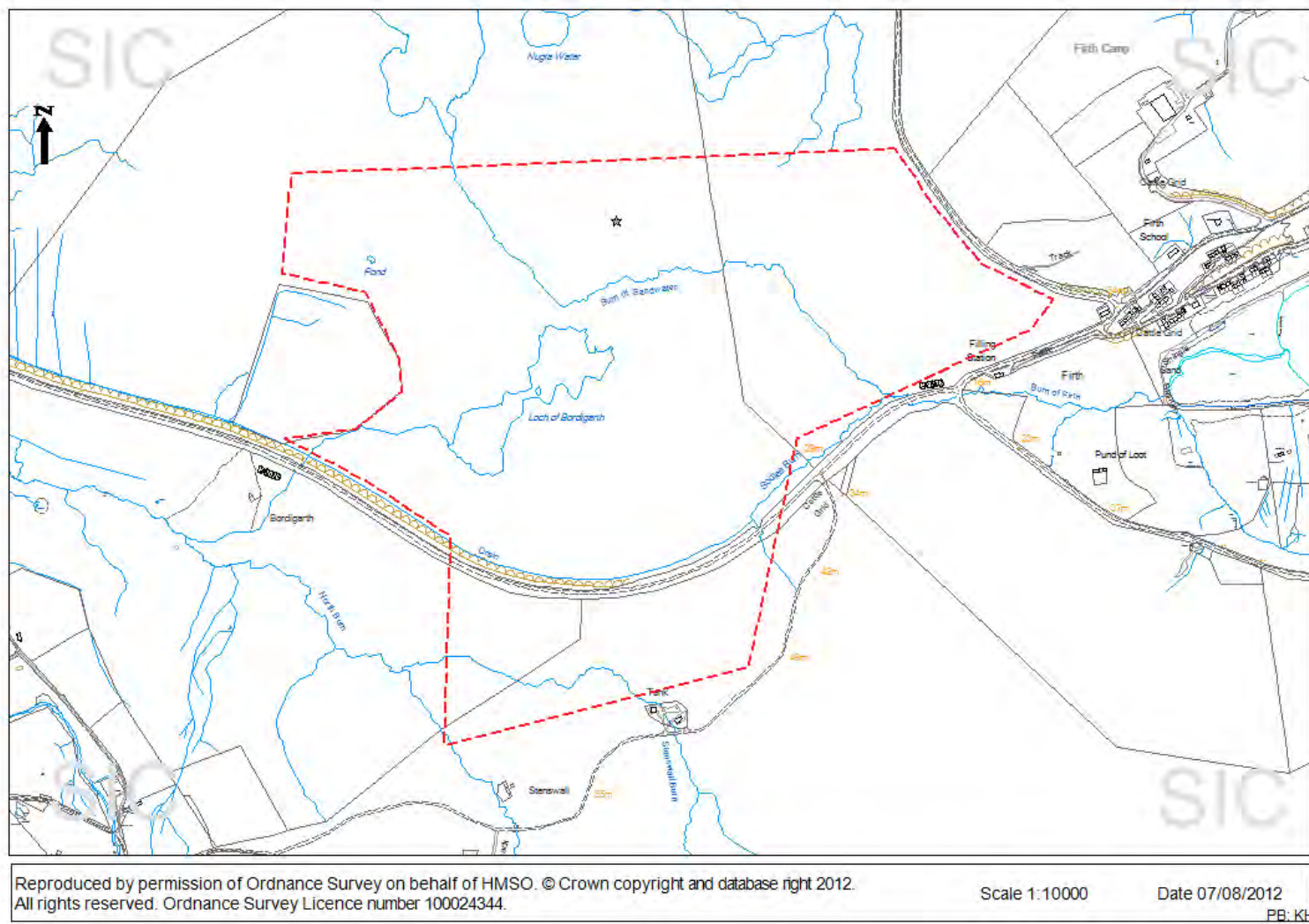
Bordigarth	Site No: 41
Grid Reference: HU 425 737	Community Council Area: Delting

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection:
<ul style="list-style-type: none"> Breeding Schedule 1 bird species

Contact for further information	
Royal Society for the Protection of Birds Sumburgh Shetland ZE3 9JN	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



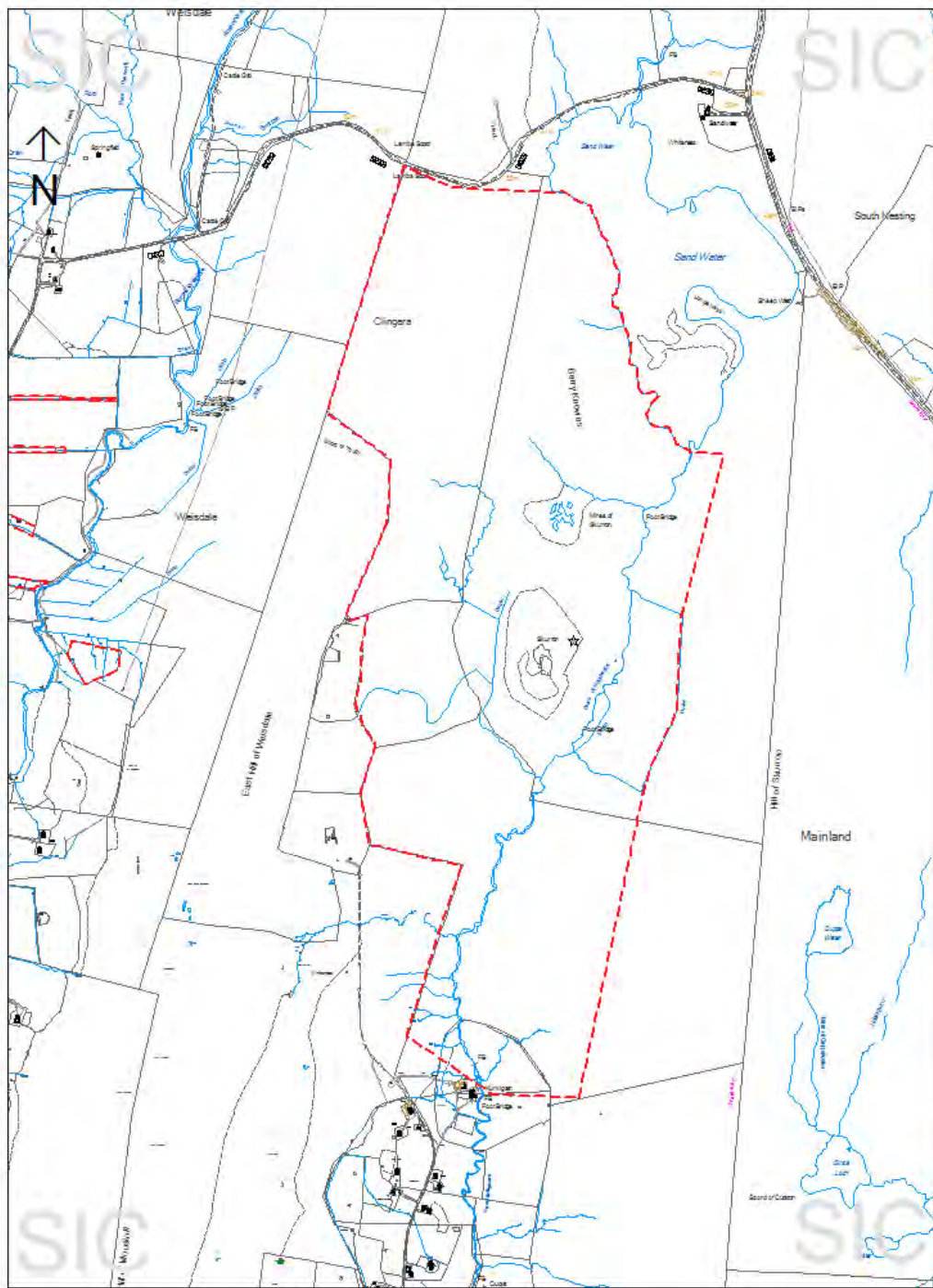
Skuron	Site No: 42
Grid Reference: HU 415 540	Community Council Area: Tingwall, Whiteness & Weisdale

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> Breeding Schedule 1 bird species

Contact for further information	
Royal Society for the Protection of Birds Sumburgh Shetland ZE3 9JN	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



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PR: KH

Catfirth	Site No: 43
Grid Reference: HU 436 545	Community Council Area: Nesting & Lunnasting

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> A variety of grassland fungi, including 16 species of the genus <i>Hygrocybe</i> (Wax Caps)

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>



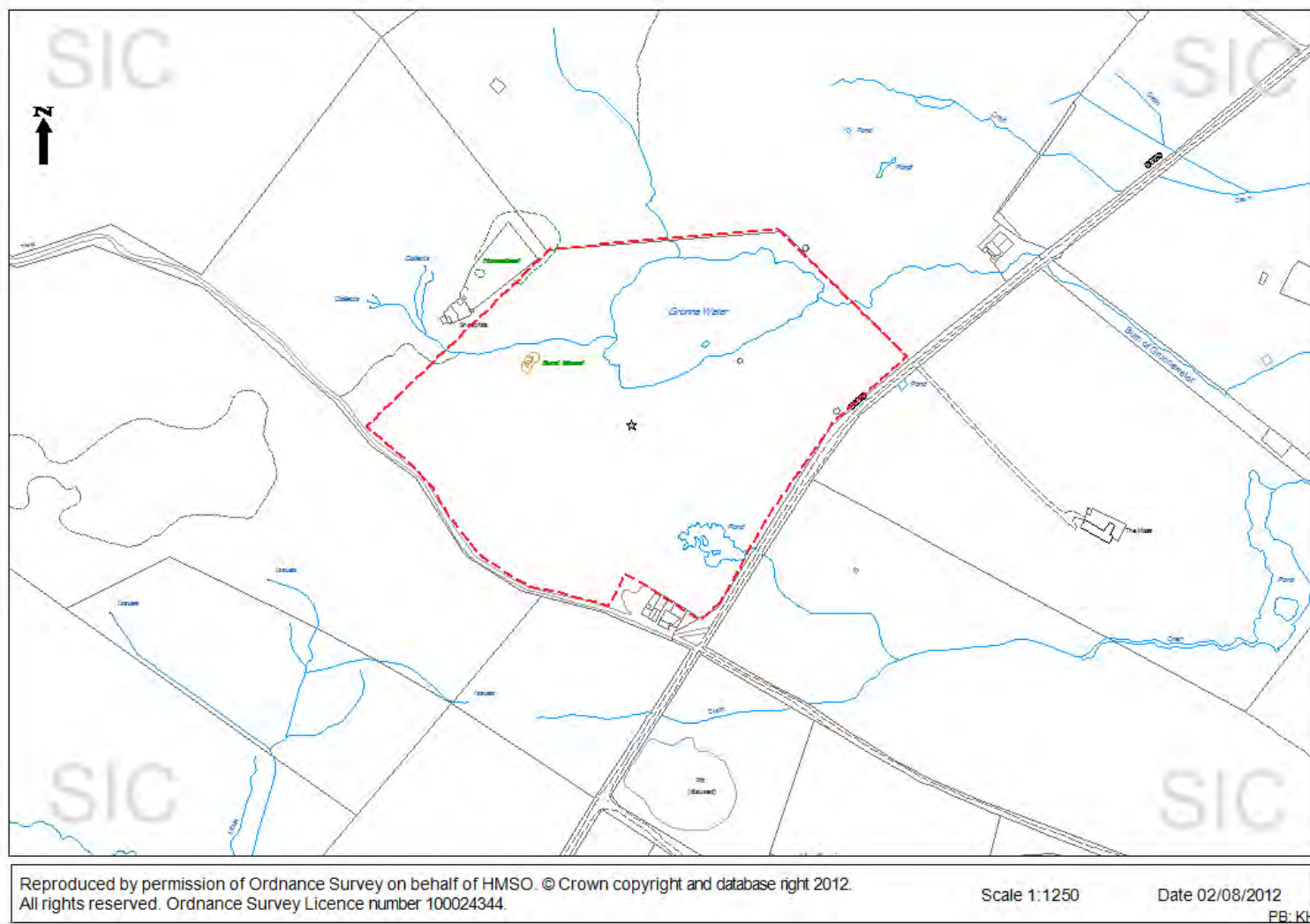
Grunna Water	Site No: 44
Grid Reference: HU 459 549	Community Council Area: Nesting & Lunnasting

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> Breeding Schedule 1 bird species

Contact for further information	
Royal Society for the Protection of Birds Sumburgh Shetland ZE3 9JN	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



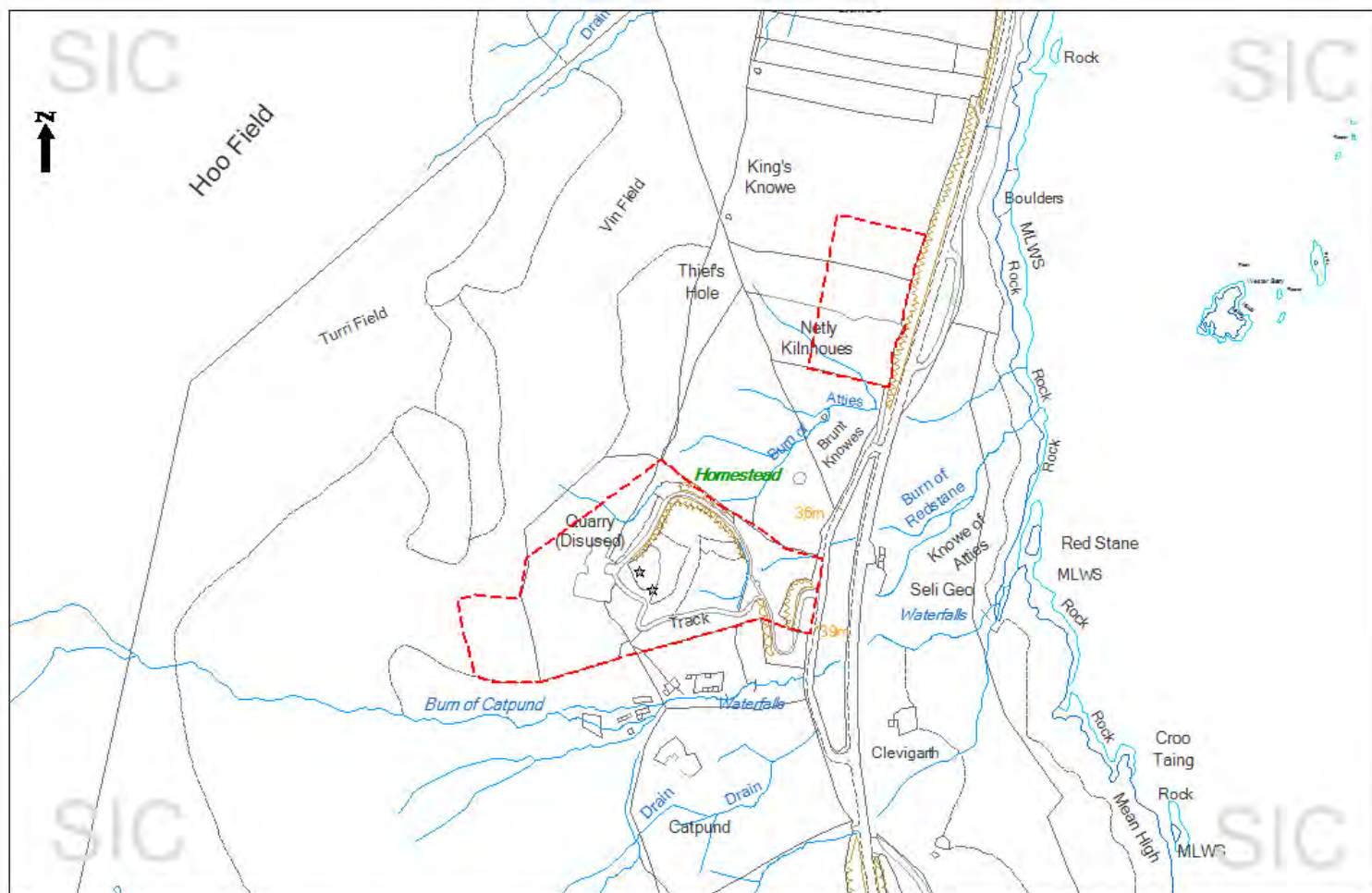
Catpund	Site No: 45
Grid Reference: HU 425 272	Community Council Area: Gulberwick & Cunningsburgh

Primary Interest	Secondary Interest
Geology	Habitat

Primary Purpose of Designation	Secondary Purpose
Geological Heritage	Education

Justification for selection
<ul style="list-style-type: none"> • The site has a Norse steatite quarry • There is also an exposure of a Komatiite lava flow which is believed to be the only example in Europe • The serpentine bedrock gives rise to an interesting variety of plant species

Contact for further information:	
Geopark Shetland Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



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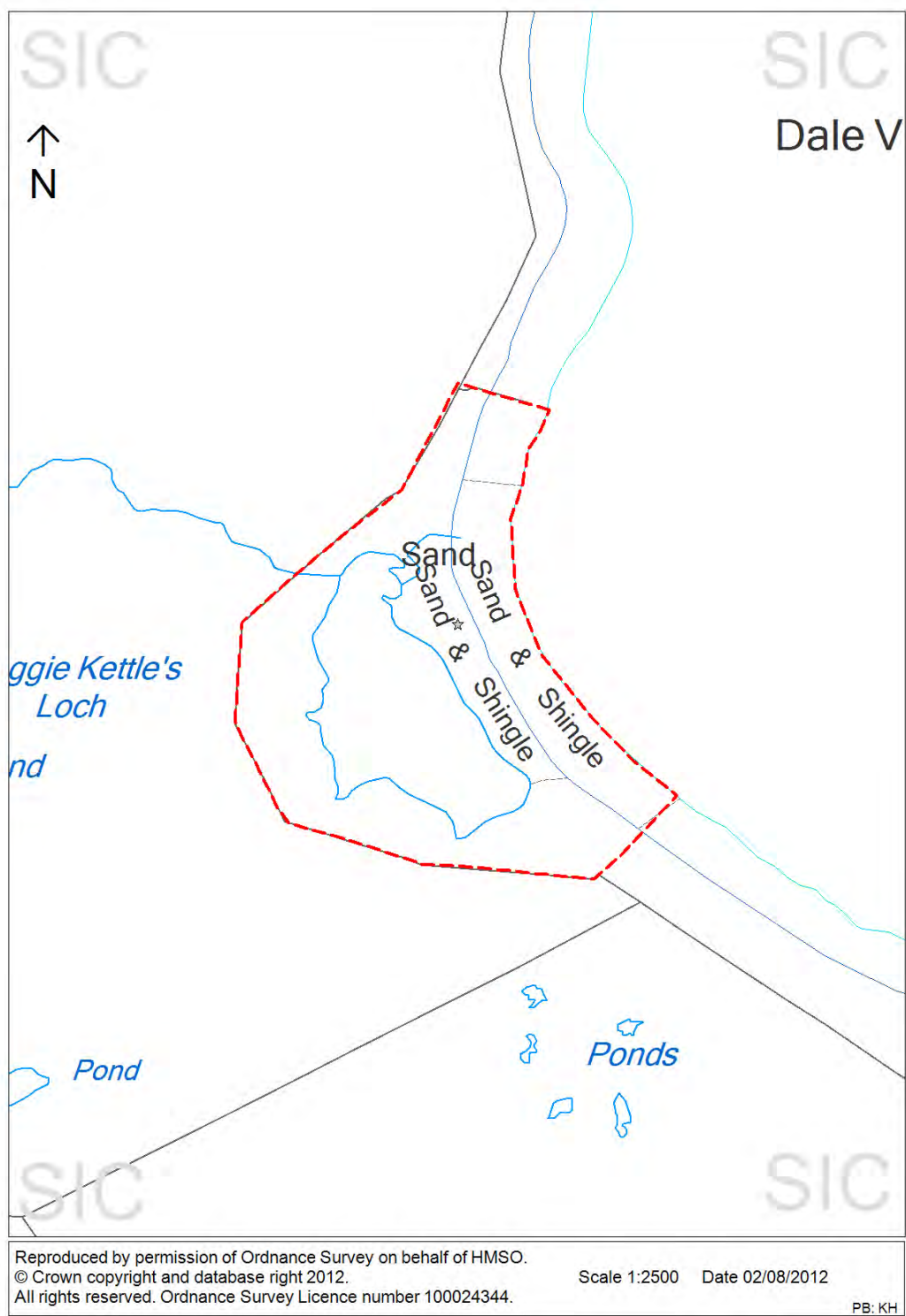
Maggie Kettle's Loch	Site No: 46
Grid Reference: HU 365 775	Community Council Area: Northmavine

Primary Interest
Geology

Primary Purpose of Designation
Geological Heritage

Justification for Selection
<ul style="list-style-type: none"> An exposure of tsunami deposit in the peat, which is related to the Storegga Slide

Contact for further information	
Geopark Shetland Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



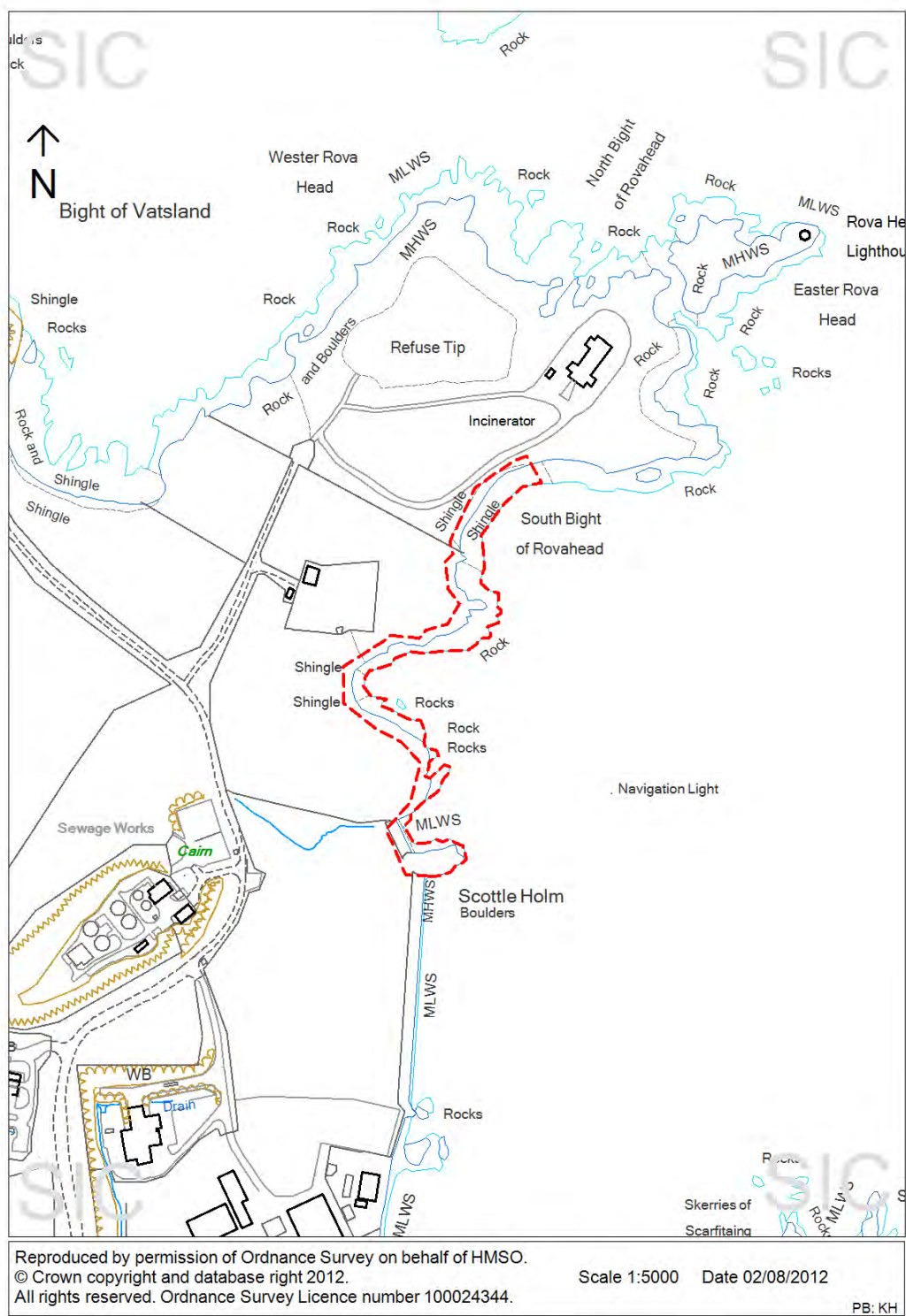
South Bight Rova Head	Site No: 47
Grid Reference: HU 472 449	Community Council Area: Lerwick

Primary Interest
Geology

Primary Purpose of Designation	Secondary Purpose
Geological Heritage	Education

Justification for Selection
<ul style="list-style-type: none"> • Exposures of Devonian conglomerate

Contact for further information	
Geopark Shetland Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



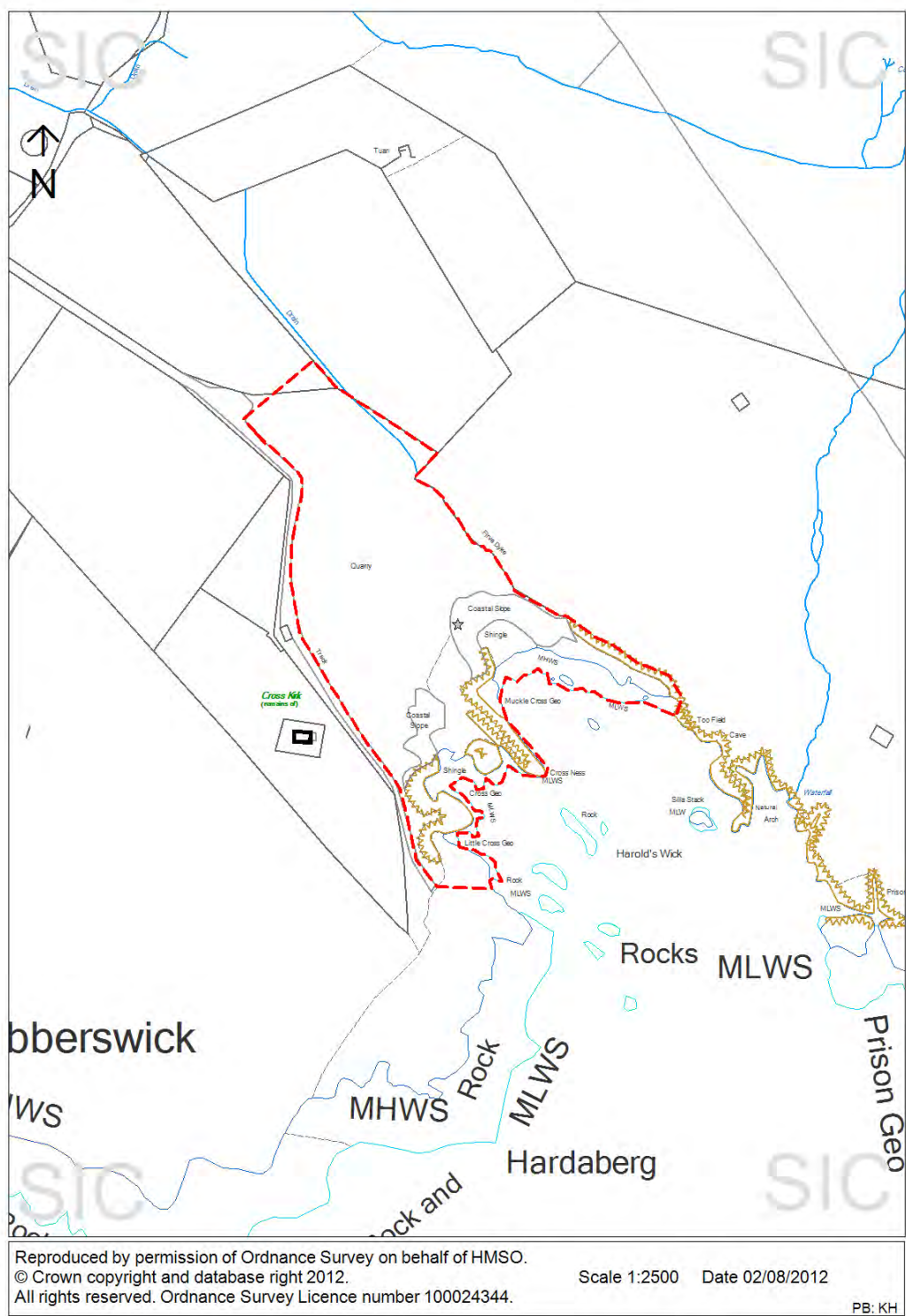
Clibberswick Cross Geo	Site No: 48
Grid Reference: HP 652 122	Community Council Area: Unst

Primary Interest
Geology

Primary Purpose of Designation	Secondary Purpose
Geological Heritage	Education

Justification for Selection
<ul style="list-style-type: none"> • Part of the Shetland Ophiolite suite

Contact for further information	
Geopark Shetland Shetland Amenity Trust Lerwick Shetland ZE1 0NY	Shetland Biological Records Centre Shetland Amenity Trust Lerwick Shetland ZE1 0NY



Hill of Clibberswick	Site No: 49
Grid Reference: HP 652 122	Community Council Area: Unst

Primary Interest
Species

Primary Purpose of Designation
Nature Conservation

Justification for Selection
<ul style="list-style-type: none"> Two nationally scarce plant species are present on-site, <i>Arenaria norvegica</i> (Norwegian Sandwort) and <i>Arabis petraea</i> (Northern Rock Cress)

Contact for further information
<p>Shetland Biological Records Centre</p> <p>Shetland Amenity Trust</p> <p>Lerwick</p> <p>Shetland</p> <p>ZE1 0NY</p>

Appendix 3: Glossary

LNCS	<p>Local Nature Conservation Site: a non-statutory, local designation highlighting areas/sites with important biodiversity or geodiversity interests.</p> <p>LNCS are identified in Scottish Planning Policy as one of two preferred non-statutory natural heritage designations to be used in Local Development Plans; the other being Local Landscape Areas.</p> <p>LNCS should be assessed against the following criteria:</p> <ul style="list-style-type: none">○ Species diversity;○ Species or habitat rarity;○ Naturalness and extent of habitat;○ Contribution to national and local biodiversity objectives;○ Potential contribution to the protection or enhancement of connectivity between habitats or the development of green networks; and○ The potential to facilitate enjoyment and understanding of the natural heritage. <p>LNCS selected for their geodiversity should be selected for:</p> <ul style="list-style-type: none">○ Value for scientific study and education;○ Historical significance;○ Cultural and aesthetic value; and○ Potential for promoting public awareness and enjoyment.
LLA	<p>Local Landscape Area: a non-statutory, local designation highlighting areas of important landscape character.</p> <p>LLAs are identified in Scottish Planning Policy as one of two preferred non-statutory natural heritage designations to be used in Local Development Plans; the other being Local Nature Conservation Sites.</p> <p>The purpose of designating a LLA in the Local Development Plan should be to:</p> <ul style="list-style-type: none">○ Safeguard and enhance the character and quality of landscapes, which are important or particularly valued locally or regionally, or○ Promote understanding and awareness of the distinctive character and special qualities of local landscapes; or○ Safeguard and promote important settings for outdoor recreation and tourism.

Natural Heritage	In the context of this Supplementary Guidance, natural heritage encompasses biodiversity, geodiversity and landscape
Biodiversity	The variety of life
Geodiversity	The variety of rocks, landforms, sediments, soils and the natural processes that form and alter them
Primary Interest	<p>This is the interest on site that is the reason for its selection, the interest is limited to:</p> <ul style="list-style-type: none"> ◦ Habitats ◦ Species ◦ Geology
Primary Purpose	<p>This is the reason why the primary interest should be protected, the purpose is limited to:</p> <ul style="list-style-type: none"> ◦ Nature conservation ◦ Geological heritage ◦ Education ◦ Amenity

Table of responses to consultation on Local Nature Conservation Sites Supplementary Guidance

Refs	Respondent and Date	Summary of the representations	Modification sought by those submitting the representations	Summary of responses (including reasons) by the Planning Authority	Conclusion/ Action
001 Scottish Natural Heritage					
001/01	11/01/2013	Site no. 22 (Leebitten Intertidal) covers an area of intertidal reef. This is a habitat listed under Annex 1 of the Habitats Directive. Therefore, this site should be identified as being important for nature conservation as well as education	Identify site no. 22 as being important for nature conservation as well as education	Make appropriate changes to primary purpose within the Leebitten Intertidal site statement.	Change Primary Purpose of LNCS site no. 22 Leebitten from “Education” to “Nature Conservation and Education” Make appropriate changes to primary purpose within the Leebitten Intertidal site statement.
002 Royal Society for the Protection of Birds					
002/01	23/12/2014	The RSPB are very supportive of the principle of Local Nature Conservation Sites and of the proposals within the Supplementary Guidance Document.	None	Comment noted	No action required
003 Lerwick Port Authority					
003/01	09/01/2015	Site no. 47 (South Bight Rova Head) The LPA “would not wish this to prevent/impede, in any way, possible future commercial and/or industrial developments on the Rova Head laydown sites”.	None	The Planning Authority wishes to see that further development of the Rova Head laydown areas does not significantly affect the LNCS.	No changes to the SG
005 Scottish Environment Protection Agency					
005/01	26/01/2015	LDP policy referred to on pg 3 of draft guidance is incorrectly titled (NH3 not NH4) and does not appear to be the most up-to-date version of the policy	Correct the SG if appropriate	Correct SG	Correct the superseded reference
007 Councillor Dr. Jonathan Wills					
007/01	28/01/2015	Principle of the LNCS and LLAs	Fewer designation types	This consultation was on the specific details of the LNCS. The overarching policy regarding the principle of LNCS forming part of the Shetland Local Development Plan has been adopted by the Council. Whether or not there should be LNCS was not the purpose of this consultation.	No changes to the SG.

007/02	<p>The respondent highlights what he believes to be omissions from the list of proposed LNCS. In this part of his submission the respondent has made suggestions by way of example to illustrate his point, rather than submit actual sites he wishes to be included.</p>	<p>Wishes the Planning Authority to carry out again more comprehensively or rigorously the exercise of establishing those areas of Shetland that should be included as LNCS.</p>	<p>This consultation did not ask for additional sites to be submitted for consideration though new sites can be considered for possible inclusion following the established methodology and process. Any process of considering additional sites would best be undertaken following the adoption of the SG, which would complete the process of the suite of LNCS currently waiting adoption so that they can fully become established planning policy.</p> <p>The process for indentifying the proposed LNCS involved a public call to submit sites for consideration as LNCS, key natural heritage organisations were also asked to submit sites for consideration and all existing Local Protection Areas (LPAs – identified in the previous Shetland Local Plan) were also included in the assessment. The assessment was undertaken by a working group consisting of representatives of SNH, SEPA, SBRC/SAT, RSPB and SIC Economic Development Service. The process was carried out both comprehensively and rigorously against an agreed set of criteria by the bodies with the appropriate knowledge to be able to advise the Council and was the subject of specific dialogue with the agricultural industry representatives.</p>	No changes to the SG.
007/03	<p>Why are the areas not formally designated under existing nature conservation and planning laws?</p>	None	<p>There are several reasons why the sites are not formally designated under existing nature conservation laws, these include:</p> <ul style="list-style-type: none"> • not all sites meet criteria for designation of a national site; and • the LDP is a local document, therefore it is entirely appropriate to identify locally significant sites. <p>SNH was asked for its advice, and the following points are significant:</p> <ul style="list-style-type: none"> • SSSIs (the designation most likely to apply to these sites), are a representative suite of sites covering habitats, species, geology and geomorphology; • Not all sites of SSSI standard are designated, if there are a lot of good sites in a particular area, only the best or most representative 2 or 3 will be notified • The current policy is to designate additional SSSIs only in exceptional circumstances, for example, if a previously unrecognised high quality area is identified. SNH's view is that Shetland is so well known that the chances of this are pretty much nil • There may be additional marine sites in the future 	No changes to the SG.

007/04	The Council are not obliged to draft them	None	The Council was obliged to abolish the Local Protection Areas (LPAs), previously included in the Shetland Local Plan. Scottish Planning Policy recommends limiting local designations to 2; Local Landscape Areas (LLAs) and LNCS, and suggests criteria for their selection. It is appropriate to replace the LPAs with a robust series of local designations, as recommended in SPP.	No changes to the SG.
007/05	Why have the landholders concerned not been asked what they think of their land being included in these areas?	None	In many cases the landholder is unknown. As the designation carries no obligations or requirements for landholders it was more expedient to focus on identifying important sites by focusing on ecology matters. Landholders' representative bodies were directly approached for their comments.	No changes to the SG.
007/06	Why is Shetland's underwater environment completely ignored in this process?	None	The LDP covers the terrestrial environment, to the Mean Low Water Springs. The marine environment, including beyond MLWS, is covered by the Shetland Marine Spatial Plan SG, and the designation of locally protected marine areas may be considered by that document.	No changes to the SG.
007/07	Proposed LLA 10: leaves out the holms of Beosetter and Gunnista, which are: • important breeding stations for common seals, arctic terns, red-breasted mergansers and many other birds; • of special botanical interest, into which sheep could be released again tomorrow	No specific request, respondent asked "why leave them out"	The respondent has confused the LNCS and LLAs. If these sites are to be considered then they will have to be assessed against the relevant criteria. However, none of these sites mentioned was identified during the assessment process that resulted in the current suite of proposed sites. It is also appropriate to note that the respondent has made mention of the problem that faces many of the isolated holms in Shetland, and that is the release of sheep in to isolated areas. This is a factor that for which there is no control through the planning system.	No changes to the SG. That the holms of Beosetter and Gunnista are not included for assessment at this time.

007/08	<p>To the south of the proposed Noss LLA, the south-eastern and southern shores of Bressay are not designated. These are important because:</p> <ul style="list-style-type: none"> • magnificent cliff scenery • numerous seabird breeding sites, an important area for red-throated diver, whimbrel and dunlin • Several sea caves, including the famous Orkneyman's Cave • Underwater, there is a rich and varied marine life with several notable soft coral sites and bryzoan 'carpets' on north-facing precipices, as well as a remarkable series of submerged sea stacks and very dense kelp forest 	No specific request	<p>This consultation did not ask for additional sites to be submitted for consideration though new sites can be considered for possible inclusion following the established methodology and process. Any process of considering additional sites would best be undertaken following the adoption of the SG, which would complete the process of the suite of LNCS currently waiting adoption so that they can fully become established planning policy.</p> <p>The process for indentifying the proposed LNCS involved a public call to submit sites for consideration as LNCS, key natural heritage organisations were also asked to submit sites for consideration and all existing Local Protection Areas (LPAs – identified in the previous Shetland Local Plan) were also included in the assessment. The assessment was undertaken by a working group consisting of representatives of SNH, SEPA, SBRC/SAT, RSPB and SIC Economic Development Service. The process was carried out both comprehensively and rigorously against an agreed set of criteria by the bodies with the appropriate knowledge to be able to advise the Council and was the subject of specific dialogue with the agricultural industry representatives.</p> <p>It is not clear whether the respondent has suggested these areas for consideration as an LLA or a LNCS; if they were to be considered for inclusion that would need to be established.</p>	<p>No changes to the SG.</p> <p>That the the south-eastern and southern shores of Bressay are not assessed at this time.</p>
007/09	<p>Proposed LLA 15: does not include the eastern shore of Burrafirth.</p> <ul style="list-style-type: none"> • this is an important breeding area for grey seals and seabirds; and • it possesses spectacular underwater wildlife <p>Omission of other areas, for example:</p> <ul style="list-style-type: none"> • coastline immediately south of Huxter, Sandness • wild cliff and loch country north and south of the Ronas Hill LLA 	No specific request	<p>The eastern shore of Burrafirth is not included in proposed LLA 15 Haroldswick & Skaw, because this forms part of the Hermaness National Scenic Area.</p> <p>The respondent has confused the LNCS (which have nature conservation objectives) and LLAs (landscape objectives). In relation to the ecological aspects of the area, the eastern shore of Burrafirth is also covered by the Saxa Vord, Herma Ness and Valla Field SPA, which is an international designation that implies far greater protection than that offered by an LNCS.</p>	<p>No changes to the SG.</p> <p>That the eastern shore of Burrafirth is not assessed at this time.</p>

007/10	Omission of other areas, for example: • coastline immediately south of Huxter, Sandness • wild cliff and loch country north and south of the Ronas Hill LLA	No specific request	<p>This consultation did not ask for additional sites to be submitted for consideration though new sites can be considered for possible inclusion following the established methodology and process. Any process of considering additional sites would best be undertaken following the adoption of the SG, which would complete the process of the suite of LNCS currently waiting adoption so that they can fully become established planning policy.</p> <p>It is not clear whether the respondent has suggested the coastline immediately south of Huxter, Sandness for consideration as an LLA or a LNCS; if it is to be considered for inclusion that would need to be established</p> <p>In respect of the area around Ronas Hill, part of this area is now included in the Wild Land designation that arose from the National Planning Framework, NPF3 (June 2014), which recognises wild land as a "nationally important asset", but not as a statutory designation. Scottish Planning Policy (June 2014) sets out that the appropriate response should be achieved through the identification of wild land and its safeguard in Development Plans and in Spatial Frameworks for onshore wind farms, and the need for development to "demonstrate that any significant effects on the qualities of these areas can be substantially overcome by siting, design or other mitigation" (SPP paragraph 215).</p>	<p>No changes to the SG.</p> <p>That the coastline immediately south of Huxter, Sandness is not included as a LNCS.</p> <p>That the wild cliff and loch country north and south of the Ronas Hill LLA is not included as a LNCS.</p>
007/11	Include a map of the existing statutory landscape and conservation designations	Include a map of the existing statutory landscape and conservation designations	This is included in the Shetland LDP	No changes to the SG.
007/12	Proposed Shetland as a national marine park	Propose Shetland as a national marine park	This is outside the remit of this document and of the LDP. There is no current consultation or other mechanism to do so at this time.	No changes to the SG.
007/13	Review of all existing designations and a new simplified scheme, based on evidence and intelligible to the general public.	Review of all existing designations and a new simplified scheme, based on evidence and intelligible to the general public.	This is outside the remit of this document and of the LDP.	No changes to the SG.
007/14	The Council should be taking a lead in CoSLA and with Scottish Government, to promote new planning laws to improve nature conservation	The Council should be taking a lead in CoSLA and with Scottish Government, to promote new planning laws to improve nature conservation	This is outside the remit of this document and of the LDP.	No changes to the SG.
010 Mrs Lyla M Smith, Girdsta and Unst				
010/01	30/01/2015 LNCS 14 Haroldswick Mires 1. Concerned about potential impacts of the LNCS on surrounding land and infrastructure.	No specific modification sought	The designation of the LNCS at Haroldswick Mires will not affect the maintenance of the infrastructure in question. The Council's duty to maintain the road network under the relevant legislation is unaffected.	No changes to the SG.

2. The area was designated without consultation with the landowners, long-term residents or local community and because of this the “reporting is inaccurate and therefore I am of the opinion that the whole process is flawed”	No specific modification sought	Local communities (through the Community Council and other community organisations) have been consulted twice on the LNCS designations. Landowners were not directly consulted as the information pertaining to land ownership is at best patchy and it was felt that this would present a barrier to effective consultation on these important areas. The public has also been provided with the opportunity to comment on the proposals twice.	No changes to the SG.
		I am unclear as to how the reporting is inaccurate; our information is based on rigorous, repeatable, scientific survey on the current state of the site. Local knowledge of the environment was used extensively during the identification of the sites.	
3. Historically this area was always drained and “drainage of this area has been reduced to the extent that the road infrastructure is clearly being damaged/undermined as can clearly be witnessed today”. The infrastructure is already vulnerable and needs protecting	No specific modification sought	The proposals are not based on historic use; they are based on current state. Drainage to maintain the road is a matter for the Roads Authority which was consulted on this SG. It is likely that the maintenance of an intact, functional wetland system in this area could potentially assist in the maintenance of the infrastructure by controlling the rate of water flow out of the site, though there is no direct research at this site.	No changes to the SG.
4. Increasing the number of designated sites will “eventually have an adverse effect on the island itself, its inhabitants and the way of life”	No specific modification sought	No evidence has been presented to support this assertion	No changes to the SG.
5. The site is an excessive size and unrealistic	No specific modification sought	The size of the site was based upon the boundaries of the natural features present following the assessment process described.	No changes to the SG.
6. Concerned that any attempt to develop the surrounding areas will be upheld (sic). Any attempt to reduce development must surely be seen as a restriction in the already fragile community	No specific modification sought	The purpose of the designation is not to prevent development, or reduce development, but to ensure that development takes account of the special features of these areas. As the species of interest on the site are listed under Schedule 1 of the Wildlife & Countryside Act 1981 they receive legal protection that the landowner would have to consider regardless of the designation, or be guilty of an offence. If the activity in question requires planning permission the features of interest would still need to be considered without the designation. The principle behind the LNCS is to make this information available to an applicant prior to any application being submitted.	No changes to the SG.
7. More clarity has to be given to land owners as to how this shall affect their land if the proposal goes ahead a. how shall land owners be compensated? b. how shall the community in large be compensated?	No specific modification sought	The landowner and community will not receive any compensation as the designation does not place any obligation on them to undertake, or not undertake, any activities. However, it may well be that the designation of a locally important site may aid the landowner in applying for certain subsidies.	No changes to the SG.
8. Concerns regarding the limitations on land management activities on the croft	No specific modification sought	The designation does not place any management restrictions on the landowner/holder. We would encourage management that is beneficial to the habitat. Again the landowner/holder must take account of the legal status of any habitats or species on site.	No changes to the SG.

9. Feels the process has been one sided, without fair consultation or local input	No specific modification sought	Local communities (through the Community Council and other community organisations) have been consulted twice on the LNCS designations. Landowners were not directly consulted as the information pertaining to land ownership is at best patchy and it was felt that this would present a barrier to effective consultation on these important areas. The public has also been provided with the opportunity to comment on the proposals twice.	No changes to the SG.
10. Every attempt should be made to understand the area and its historic background, information should be sourced from knowledgeable local long-time residents, the community at large	No specific modification sought	These designations are based on ecological importance and sound scientific survey. Previous attempts to identify areas of local importance in the manner suggested resulted in the Local Protection Areas included in the Shetland Local Plan (superseded). No evidence has been presented to support this assertion	No changes to the SG.
11. Fear that increasing the number and area of designated sites will lead to there being no room left for residents, no infrastructure	No specific modification sought		No changes to the SG.