

## Shetland the Long Range Forecast

(Aggregate Data)

The following is a list of qualitative research data from Shetland the Long Range Forecast. This research typically involved group discussions or interviews to gain information.

This research will contribute towards allowing us to gain a full picture of a topic; Community and its context, Shetland in the year 20..??

The following data has to do with attitudes, views and opinions relating to the Community of Shetland now and in the future and the reasons why people feel the way they do.

### Cluster 1: Group Discussions (Seminars) held with

- Political Leaders,
- Community Councils,
- Voluntary Sector and
- Local Media groups

TOPIC	OPINION
Community	Inevitable that more people will be in central Shetland (detrimental)
Community	More elderly people
Community	Unlikely that we will continue to sustain communities at any cost
Community	Higher population numbers makes services more sustainable: difficulties in raising numbers
Community	Need to think about other ways of doing things e.g. care of the elderly?
Community	Transport costs!
Community	Increased population with people queuing up to get here. People with variety of skills
Community	Improve transport links within and outwith Shetland. More tunnels and bridges
Community	Continued/further support for special needs
Community	Find successful ways to add value and listen better to young people's views. Less negativity on ideas
Community	Youth facilities
Community	TUNNELS AND BRIDGES = essential to maintain communities.
Community	Making best / better use of community buildings: rationalise.
Community	We have to manage change and expectations.
Community	Expand outdoor activities.

Community	Maintain culture identity.
Community	Strong community/ies: expand population.
Community	No them and us, work together
Community	Integrated education system and post secondary.
Community	Work to reduce the cost of living.
Community	(Re)invigorate our commercial sector.
Community	Outward looking whilst maintaining individual communities.
Community	Family – extended.
Community	Life long education.
Community	Jargon free community!!
Community	Find out what young people think: what would make them come back.
Community	Tackle transport costs:
Community	Tram?
Community	Hydrogen / electric cars?
Community	Community transport.
Community	Communities doing more for themselves – get back to community spirit / share our resources.
Community	Take services out to rural locations: DECENTRALISE.
Community	Stop building in Lerwick and Gulberwick.
Community	Independence – Inter-dependence.
Community	Working lives – make people aware of future opportunities.
Community	Lifestyles.
Community	Need to work on the culture " give us the £ and don't annoy us".
Community	What is our tradition
Community	"Welcome" to new people? Does this need to improve? Treat newcomers differently.
Community	ENTERTAINMENTS – wine bars, bistros, restaurants, and cinema: more of a range needed. Will help shift the alcohol culture.
Community	To engage people more meaningfully we need to assess their passions.
Community	Recent BV Education experience has strengthened communities.

**Cluster 2: Group Discussions held with Senior Citizens in Shetland.**

TOPIC	COMMENT
Community	Children, disabled and older people should get priority
Community	People come from south to get housing and Shetlanders can't get! Shetland folk should get priority.
Community	Not enough transport for older people.
Community	Red cross provide a good service – pick up prescriptions
Community	Level and quality of education is bedrock
Community	Mustn't turn in on ourselves or be insular – think global and think big, look outside traditional industries
Community	Encourage folk to get qualifications and enable them to come back
Community	Encourage a wide school of skills and talents into Shetland
Community	Keep education standards up
Community	Keep old folk in their homes as long as possible
Community	Cinema is needed
Community	More clothes shops needed
Community	More local grocery shops/more selection/choice in supermarket
Community	Cost of care is high (£1000/week)
Community	Shetland language – how can we keep this going if bairns at school aren't – we must keep it going
Community	Pensioners pay too much tax already – DWP and attendance allowance people should all be sacked – help-line is hopeless.
Community	Independence – stay in own home as long as possible, more like King Erik House
Community	Useful if rural areas had Freefield
Community	Need support for those who are disabled/learning difficulties, sometimes too much for able bodied old folk
Community	Make sure care taken with who else other than elderly goes into sheltered housing

### Cluster 3: Group Discussions held with

- Community Partnership,
- Regeneration Partnership,
- Environmental Action Group and
- Planners in Shetland.

TOPIC	COMMENT
Community	Empowered people
Community	All professionals using CLD approach
Community	Life-long-learning opportunities in all communities
Community	Training/learning as required (ICT)
Community	Integrated and welcoming communities
Community	Tolerant communities - understand different view points
Community	No hard-to-reach
Community	Holistic learning experience (inc. vocational)
Community	One pot of £
Community	More representative elected representatives (of communities)
Community	Good childcare
Community	More sustainable community resources - community enterprises using public buildings
Community	Communities defining shared outcomes
Community	We need to open up attitudes.
Community	Council 'protection' (i.e. the population of Shetland feel protected by the Council - either through employment or by the service they provide). This stifles entrepreneurial spirit.
Community	Potential for highly educated returners reducing – over next 10 years wider range of good
Community	Jobs/facilities needed to encourage their return
Community	Attract more young families to Shetland
Community	Preserve strengths- safety,

	community spirit and good education system
Community	Market Shetland as a good place to live
Community	Continue to <u>value</u> local culture
Community	Respond to community demand for more resources for culture-support for cultural activity (not always money)
Community	<u>Where</u> you live can depend on your age, rural –v- town
Community	Commuting distance to place of work will continue to be an issue
Community	More flexible approaches to home working
Community	Quality flexible jobs
Community	Flexible community facility – multi-use. <u>Local</u> building – good for workers/families plus the community
Community	20 years on - Population 35,000
Community	20 years on - All public services provided are used, staffed and open.
Community	20 years on - Decentralisation has happened – remote working common.
Community	30 years on - Stable population at 26,000

**Cluster 4: Big Brother Diary Room, Shetlands Schools and Youth Clubs.**

TOPIC	COMMENT
Community	Don't know what School will be like in the future.
Community	Will like school more in the future, more high tech than now.
Community	Will be living in Burravoe in 2020
Community	My family will be fish farmers in 2020
Community	School will be massive; we can choose our teachers and break times.
Community	Still living in Yell. Modern house, very stylish with robots inside.
Community	I will have 32 nieces and 1 nephew. My aunty is 142.
Community	Amazing people in Shetland, close community.
Community	Go to school on Mars, it is good, safe. We use laptops and have robot teachers.
Community	Living in Barcelona, underground housing due to nuclear activity above ground level.
Community	Internet schooling at home.
Community	Shetland good for older people, nice scenery.
Community	School full of aliens.
Community	Living down south, Newcastle. Houses not very good.
Community	House, huge, somewhere hot like Ibiza
Community	Family a pain in the neck.
Community	It will be better as there will be more doctors.
Community	Local school, easy travel to a modern school through tunnels
Community	We all live together in a big 'club house'
Community	Family still the same. Parents have jobs but work from home.
Community	There are more facilities here in Shetland. But it's Boring.
Community	Don't go to school
Community	Living underwater
Community	Will go to the New AHS School

Community	Will live in Lerwick in a high tech house with lots of buttons and stuff.
Community	Hovercraft Automobile
Community	More Animals
Community	Different Houses - made of metal
Community	More Hotels
Community	More Jobs
Community	More Technology Centres
Community	More toilets
Community	More bins and seats for people
Community	Wars and deserted houses
Community	Bed with chute to get out in the morning
Community	School - two hours a day, sport rest of day
Community	Next, Gap, Tammy Girl in Lerwick
Community	More food places
Community	Play centre with jungle gym
Community	Active life in Nesting 2014
Community	Community Centre doubles up as School
Community	Swimming pool, an arcade, playing fields and tennis courts
Community	More play areas
Community	More exercising things
Community	Train to Lerwick and other places like Sumburgh
Community	Lovely place to live
Community	Shetland independence
Community	Lerwick will become a city
Community	Friendly
Community	People will talk more about troubles in their lives
Community	Safe
Community	Want to stay
Community	Yes we want to be living in Shetland in the future as it's much cleaner and safer, but would like to go to University and then come back.
Community	Peace
Community	Pure example of dictatorship and tyranny in a war torn world
Community	Holovision new TV concept
Community	Floating cars
Community	Cinema

Community	Fast food chains
Community	Obesity
Community	Dialect worn away
Community	New shops
Community	More fish species
Community	More shops
Community	More housing in Lerwick
Community	Dialect lost
Community	Less crofts
Community	Empty houses
Community	Population increase
Community	To much population
Community	Increase crime
Community	Gangs
Community	Racism
Community	Bullying
Community	Things to do
Community	Plenty to do
Community	Concern over depopulation of rural areas
Community	Less car crashes
Community	Importance of traditions
Community	Concern - population, - discipline, - S5&6 to other schools is wrong
Community	More things to do
Community	Decreasing population
Community	More buses

Community	Dialect will die out
Community	Population increased, schools better, people are healthier, cinema, skate park
Community	Less dialect, more built-up housing areas with more anti-social behaviour
Community	Better public transport and job opportunities
Community	Better facilities in rural areas, better play parks, foreign languages at school
Community	Want people to still be friendly
Community	Virtual teachers
Community	Everyone eats healthy food
Community	Lots of technology and computers
Community	More technology, everyone is obese, more hospitals
Community	Zoos and football stadiums, less drugs about
Community	More shops, bowling alley, theme park
Community	Cleverest things happening in Shetland are: Dogs Against Drugs; Music; Sport; Education;
Community	Good way of life - safer in Yell than on the mainland.
Community	Purchasing 2 super ferries was silly when one would have been sufficient, then on the back of it trying to close schools.
Community	Silliest things in Shetland are drugs; drink and road fatalities;

**Cluster 5: The Future Zone, discussion using Mad, Sad and Glad cards with Children and Young People about living in Shetland.**

TOPIC	COMMENT
Community	I am sad when I hurt myself
Community	I am sad that the dialect is disappearing and with many traditions
Community	I am sad that it is difficult to visit family south
Community	I am sad that there is no Italian restaurant
Community	I am sad about getting bullied at school
Community	I am sad about the lack of facilities for teenagers
Community	I am sad about the underage drinking
Community	I am sad that I'm far away from my family down south
Community	I am sad about the lack of involvement by young people in the future planning
Community	I am sad that there is no bowling alleys
Community	I am sad that there's no theme parks
Community	I am sad about bullies at school
Community	I am sad Shetland is small
Community	I am sad that there is not enough for young teenagers to do
Community	I am sad that youth club is only once a week
Community	I am sad that there are not enough entertainment & shops
Community	I am sad that the dialect fading
Community	I am sad about people smoking
Community	I am sad about alcohol
Community	I am sad people aren't as nice as they used to be
Community	I am sad about bullying

Community	I am sad that nothing is for free anymore
Community	I am sad about less community sharing
Community	I am sad about underage drinking
Community	I am glad about the Friendliness (of community)
Community	I am glad about being at home - playing with toys
Community	I am glad about friends
Community	I am glad about Shetland it's a nice place to grow-up
Community	I am glad about warm and friendly communities
Community	I am glad about the safety for children
Community	I am glad about swimming pool, friends and snow
Community	I am glad about play parks and leisure facilities
Community	I am glad about speaking the same language
Community	I am glad about clickimin pool and friends
Community	I am glad about not many robbers
Community	I am glad about my friends
Community	I am glad about less crime
Community	I am glad about Shetland being a friendly place
Community	I am glad its quiet
Community	I am glad about schools
Community	I am glad about leisure facilities
Community	I am glad about safety
Community	I am glad about co-operation between people
Community	I am glad about not being scared to walk around on your own
Community	I am glad about the security of being able to go out when you want
Community	I am mad that there is no stadium

Community	I am mad about being at school
Community	I am mad about nits
Community	I am mad that there is no football stadium (SPL team)
Community	I am mad that there is nothing for teenagers to do
Community	I am mad that there's not a good lot of entertainment for teenagers
Community	I am mad that there's racial intolerance among the older generations
Community	I am mad it's boring
Community	I am mad that there are no good shops
Community	I am mad that there is no bowling alley
Community	I am mad about drunk people
Community	I am mad about youth crime
Community	I am mad about young smokers
Community	I am mad that there is no cinema & bowling alley
Community	I am mad that films are not shown more often
Community	I am mad that there is vandalism, especially in play areas
Community	I am mad about people smoking & taking drugs
Community	I am mad about drink driving
Community	I am mad about boy racers
Community	I am mad about the noise
Community	I am mad about shoplifters

**Cluster 8: Mad, Sad and Glad cards used with adults in Shetland.**

	due to being glad about the good wages we get In the council.
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TOPIC	COMMENT
Community	I get sad about an increased job culture
Community	I'm sad about the high levels of drink related problems and accidents especially on the roads
Community	I'm sad about alcohol
Community	Glad about Friendliness (of community)
Community	I'm glad I live here and that my kids are being brought up here
Community	Glad about People
Community	Glad about Optimism
Community	Glad about public activities such as Shetland the Long Range Forecast which shows that we are concerned about our future, wish to make changes, and show that we are all in this for the long term
Community	Glad about Low crime
Community	Glad about good schools and leisure facilities
Community	Glad about Safety
Community	Mad about the lack of choice we have up here but appreciate small communities can't do much about that (and the weather makes me ramping a lot o da time)
Community	Sad about the Dialect getting so watered down that it's nearly lost among the teenagers of today. Certainly in Lerwick although you can see the effects everywhere.
Community	I'm glad we still have a beautiful island to appreciate, I'm glad I feel safe here, I'm glad I don't have smog or traffic congestion to put up with every day, in fact I'm glad about a lot of things living up here. I'm even mare Glad I'm going to be travelling around the Southern hemisphere for two weeks shortly and that's

**Cluster 9 – General feedback from other sources**

TOPIC	COMMENT
Community - Road Safety	Education of young drivers
Community - Road Safety	More speed cameras just before trouble spots
Community - Road Safety	Provide a train service! The road safety record is not really representative of driving in Shetland
Community	Improve road safety? Eliminate drink driving
Community	Improve road safety? Have less reliance on safety and more emphasis on responsibility.
Community	Improve road safety? Stiffer sentences (publicised before hand) and much greater public awareness.
Community	Improve road safety? Improve the roads e.g. West
Community	Improve road safety? Put restrictions on imports of new motorcycles and cars by cc
Community	Improve road safety? Better education in schools, particularly drink/drug driving
Community	Improve road safety? Educate and training courses in driving skills to teenagers at school
Community	Improve road safety? All drunk drivers loose license for life
Community	Improve road safety? Wear seat belts
Community	Improve road safety? More police (I.e. checks for drug/drink drivers)
Community	Improve road safety? Make it less acceptable in the community to drink and drive.
Community	Improve road safety? By making the court take drink driving seriously - by making sentences much more severe

Community	Improve road safety? Better policing deterrents (eg take car away)
Community	Improve road safety? Educate the young in road safety, by fear if necessary.
Community	If you could change one thing now that would make the future better in Shetland what would it be? Limit incomers to Shetland
Community	If you could change one thing now that would make the future better in Shetland what would it be? Stopping friend spending long occasions together, not family or boy/girl friend status.
Community	If you could change on thing now that would make the future better in Shetland what would it be? Increase police force, more drug dogs.
Community	If you could change on thing now that would make the future better in Shetland what would it be? Raising awareness of issues around alcohol misuse.
Community	If you could change one thing now that would make the future better in Shetland what would it be? I would transform our present SIC Councillors into a body of people who are knowledgeable, committed and articulate. With a few notable exceptions, present councillors are very often a sheer embarrassment, displaying appalling ignorance.
Community	What are we excellent at now? Coming together to work things out.
Community	What are we excellent at now? Making the most of today
Community	What are we excellent at now? Education - equality. Recycling, Leisure Facilities.
Community	What are we excellent at now? Friendliness of the natives
Community	What are we excellent at now? Very good education system

Community	What are we excellent at now? Community spirit and activity
Community	What are we excellent at now? Welfare Trust Centres - Looking after the elderly.
Community	What are we poor at now? Working together
Community	What are we poor at now? Spending too much on council employment and too many projects.
Community	What are we poor at now? Educating young people about dangers of drug and alcohol misuse.
Community	Danger 5 years? Sic departments being further expanded and filled with yet more incomers. Too many incomers buying second homes for holiday homes.
Community	Danger 30 years? Being taken over/overrun by sooth-moothers
Community	Danger 5 years? The breakdown of secure family life and home. Materialism
Community	Danger 30 years? A generation who know so little about the fundamentals of life.
Community	Danger 5 years? Increase in drug related crime
Community	Danger 30 years? Pensioner poverty, Poll Tax Increases - not income related.
Community	For folk without a car? Educate people to offer lifts.
Community	For folk without a car? Encourage them to get off their backside and pass their test as we all had to!
Community	For folk without a car? In the grand scheme of things in this modern world hardly a major issue.
Community	For folk without a car? Improve all roads for access transport
Community	For folk without a car? 10 year pay off plans, bring down car hire prices.
Community	For folk without a car? Get acquainted with people's needs

Community	For folk without a car? Local community bus schemes to operate specific to local needs
Community	For folk without a car? Improve public transport links
Community	For folk without a car? Increase 'feeder' advertising for bus services and use
Community	For folk without a car? Car-share scheme especially in islands for going to mainland.
Community	For folk without cars? Reinstate Bus Services
Community	For folk without cars? Subsidise taxi services, replace some coaches with minibuses to allow increased journeys
Community	Improve road safety? Eliminate drink driving
Community	Improve road safety? Have less reliance on safety and more emphasis on responsibility.
Community	Improve road safety? Stiffer sentences (publicised before hand) and much greater public awareness.
Community	Improve road safety? Improve the roads e.g. West
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Community	Improve road safety? Better policing deterrents (eg take car away)
Community	Improve road safety? Educate the young in road safety, by fear if necessary.
Community	A music academy in Shetland
Community	The silliest thing happening in Shetland- considering closing Tingwall. It is a lifesaver to the people on the outer isles. Also both the council and the Health board would be faced with massive taxi fares. The average fare from Sumburgh is £35. The council would have to pay this when the children come home and imagine getting them to Sumburgh and the flight being cancelled? More money lost. The same with hospital appointments and myself attending courses. The chance of missing the flight due to the length of time involved getting to Sumburgh and you are talking about paying for overnight accommodation too. The feelings about this issue are running high on the outer isles.
Community	The internal transport buses etc are very limited after 5pm given the pressure on fuel/ environment a more robust accessible system that will stop the high use of cars needs to be planned.
Community	Care services Shetland population is more diverse than it was but many of the future workforce are leaving and not returning and the elderly population is increasing the means not only a more needy population but less people to look after them and less people working a employment time bomb waiting to implode
Community	Attracting more diverse younger groups to work in care and put roots down in Shetland via work forums on the mainland should

	be done every year with good relocation packages for all grades of staff.
Community	Education: the bullet has to be bitten and a clear closure strategy planned over the next 5 years. We cannot go on living in the luxury of peerie classes the more the children interface with a wider group the better. My point about increased transport will help resolve this.
Community	Individual people are very friendly to both visitors and new Shetlanders
Community	The Island fails drastically to promote itself for tourists, I.e. what's on, where to go etc. Even at Jarlshof there is no real display of how the settlement would have looked through the ages I.e no costume models. A small shed with a few displays, but somehow manages to promote Historic Scotland as well with a Claymore on display. Very interesting but not really a part of Shetland.
Community	No provision for young children, disabled tourists.
Community	Fair Isle is a wonderful example of how clean, tidy and well promoted the whole Island should be. Foula, on the other hand, is not, which is a great shame.
Community	The ball pool area at the Clickimin is great for the younger ones but something on a larger scale would be great for the older ones and I'm sure many of us parents would be very willing to pay (the small one is free).
Community	More Partner provider care provision for nursery care would enable more parents back to work. At present it is very limited. I would have liked my daughter to have been able to stay with one nursery until starting school, but some only accept certain age ranges, some are unable to

	provide nursery education etc. this means children are having to move to a variety of providers for different needs, this can be very unsettling and difficult to manage employment at the same time.
Community	Breakfast clubs not a good idea and after school care shouldn't be at the school
Community	I firmly believe having worked in the social services for 21 years and being trained as a community worker that ALL our social issues are best tackled in the nursery/primary schools and that if Social Skills, Emotional Intelligence and basic Human Relationship Development Skills were given the same importance as being Academic we will undoubtedly see a new generation of balanced caring communities based on an understanding of what really motivates the human race. I feel very strongly that those responsible for our education do not understand that we have to apply that holistic approach at all levels in order to improve our society
Community	I think in general terms they welcome visitors but some Shetlanders will never recognise a resident with non-Shetland roots as a Shetlander
Community	As Shetlanders we must remember that we are Shetlanders and to maintain our heritage and not to be influenced too much by outside influences who do not have the same pride in our islands that we do
Community	I find it sad that a lot of our Shetland culture has been watered down, that indigenous Shetlanders can't afford to buy housing in Shetland
Community - New People	New People - Yes

Community -	I don't think that we need new people what we need to look at is training those that are already here - keeping people from leaving - and utilising the skills that we already have
Community -	New People - Yes
Community -	Yes we need new people for certain jobs, for example doctors, nurses etc it might be beneficial to recruit from down south or even abroad, however generally in Shetland there are so few jobs going that it would take employment away from those already living here
Community -	New People - Yes
Community -	Not necessarily new people, perhaps more could be done to encourage to return home to Shetland following their degrees
Community -	Yes. There is no university for people to learn these skills in Shetland
Community -	Yes we do need new people bringing their skills to Shetland
Community -	It wouldn't do us any harm where new skills are needed
Community -	Yes we need new people with new skills in Shetland. There are few enough opportunities at the moment for younger people with no incentive for them to stay on the island. We need new industries to attract new people, and people who have already left
Community -	To some extent yes, but historically we can spend a small fortune relocating people and paying for further training when the most cost effective method would be to identify potential and develop existing people who are going to give a return on the investment and more importantly STAY! The amount spent on relocation should be invested in

	developing staff
Community -	Yes, absolutely. With a diverse range of skills to complement local skills and abilities, and proper exploitation of, for example, ICT, renewable energy and music and other cultural sectors, Shetland will be able to achieve and demonstrate high quality, unique products and services, and thus compete on an international, world-wide basis.
Community -	Don't know if we necessarily need new people bringing their skills here as opposed to identifying where there are Gaps and trying to meet that need either through training opportunities for Shetland residents or either encouraging people to move here who can fill that niche.
Community -	New blood - this is always a good thing. A static community will eventually begin to die. Literally and figuratively! However, the Council should not have to house and look after every person who turns up from South, cap in hand, looking for an easy life.
Community -	Yes, I think we do need new skills in Shetland - and we also need to encourage a range of diverse cultures and backgrounds in Shetland. I've always considered Shetland to be a cosmopolitan place to live, where everyone can work and live together safely without worries about religious/cultural background.
Community -	No – we don't need new people
Community -	Yes

Community -	Yes we do need new people to bring their skills to Shetland
Community -	I am of the opinion that we need to use the human resources and educational facilities within Shetland.
Community -	I don't think we need to I think it would be better if you could do something to improve the courses and expand what the Shetland college offers to train up Shetlanders instead of always having to take in folk from south
Community -	Yes, there is a skills shortage
Community -	I think it would be beneficial to bring in people with experience in marketing. If we are to forge into areas of added value we have to know our markets & not just our products
Community -	Yes, particularly business skills
Community -	Yes, unless we can change the trend for young people with skills and training leaving the islands
Community -	No, Shetland should develop the skills of the workforce in Shetland, and make sure most of the jobs stay local
Community -	No, this would make it far more difficult for Shetlanders to find work. I don't think we want a place where all incomers fill the good jobs and leave all the labouring work to the locals. Shetland should concentrate on training and making available distance/flexible learning with recognised institutes. Not just basic business studies etc
Community -	Yes a select few

Community -	We will probably always have to import some skills, but we need to provide appropriate training for people who are already island based. We should also be doing more to flag up the skills gaps to potential University students - many are undecided about the courses they should take, and may be persuaded to follow a career path that (as near as possible) guarantees them a job locally at the end of their course. Perhaps bursaries could be offered for professions where there are serious skills gaps
Community -	I feel the decline of the fishing industry, oil etc the focus needs to be on providing training for the population here, before looking at bringing new people in. The Careers Service needs to have a strategic approach looking at what skills; qualifications are needed in Shetland, which posts always have to be filled by people out with Shetland. Young people need to be encouraged to consider training in these areas - which there are going to be jobs in once they qualify or decide to return to Shetland in the future. I think it is positive to have a mix of people - but the initial focus should be on protecting the interests of the people that are

	already here
Community -	New People - Yes
Community -	Yes, new people fine if required to boost the economy
Community -	New People - Yes
Community -	We have people with skills, give them a chance. Look locally and support the community.
Community	Of course we need new people. Diversity and innovation from 'new blood' is important.
Community -	I do not believe that we need to bring in people with skills. There are loads of people in Shetland that are more than willing to train up.