

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; Economy and its context, Shetland in the year 20..??

The following data has to do with attitudes, views and opinions relating to the Economy and future Economy of Shetland 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
Economy	High oil prices from now on
Economy	Ongoing oil business in Shetland 25 years +
Economy	Need to work with environment in energy and fish
Economy	May be more overseas working
Economy	Opportunities to do better with some aspects of agriculture
Economy	More effort needed to be "self sustainable"
Economy	SIC - should think more about small projects. Entrepreneurship and small businesses to sustain Shetland. "Less is more" lots of small ideas
Economy	Lots of people with existing skills to take Shetland forward. Need to bring money into Shetland, not over reliance on the services industry.
Economy	Can't lose population - need to gain if the economy is to grow
Economy	Renewable energy - Shetland people need training now! Less public sector employment in the

	future, over reliance just now
Economy	More value adding to local products. Niche markets could be more exploited
Economy	Lots of small businesses help peripheral areas, e.g. tourism
Economy	Do people need to take stock of what we have already? Roads, leisure centres etc. Need to drive the economy to maintain the services
Economy	No longer relying on the SIC
Economy	Everybody should pay rates!
Economy	Young people being encouraged into crofting
Economy	Young people will be trained in relevant skills
Economy	Limit expenditure
Economy	Stop/prevent/limit budget swings
Economy	Don't strangle existing business (e.g. EC Legislation)
Economy	Use e-business more
Economy	Devolve/distribute Council offices
Economy	Make new builds less extravagant
Economy	Develop external funding
Economy	Inter-connector - renewables + infrastructure
Economy	More ways to get local spend from tourists
Economy	Better working together between businesses
Economy	Jobs
Economy	A Shetland development agency along the same lines as the Scottish development agency - a rethink of the development trust. Being proactive not reactive
Economy	Training and retraining for the future - colleges need to rethink along with development agencies
Economy	Get behind the Shetland Brand. Pride of place for everybody
Economy	Mechanism to maintain quality of brand
Economy	Rationalised opex and capex programs
Economy	Amalgamate LPA and SIC P&H
Economy	Broadband for all
Economy	Development and monitoring of

	businesses
Economy	Concentrate on realistic developments
Economy	Maintain quality of education
Economy	Walking / climbing / crofting holidays (+ flora / fauna appreciate).
Economy	Sailing holidays – Whale watching – develop specialist holidays.
Economy	Small wealth creation, self-sustaining industries.
Economy	Grow our own produce (organically).
Economy	Transport infrastructure.
Economy	Create new opportunities through diversification.
Economy	Renewable energy.
Economy	Less reliance on (local) public sector support.
Economy	Closer links to national public sector.
Economy	Invest in high quality products and services (tourism).
Economy	Encourage new people to move to Shetland.
Economy	Land availability.
Economy	I.T.
Economy	Vibrant in depth sector.
Economy	Sustainable.
Economy	West side oil (Ninian).
Economy	Renewables and exporting energy
Economy	Tourism
Economy	Selling Shetland
Economy	E-commerce – specialism in this (need high speed link).
Economy	Invest more in traditional industries -protect and develop them.
Economy	Marketing Shetland knitwear
Economy	Encourage young designers / creativity.
Economy	40 mile fishing limit.
Economy	Develop entrepreneurial skills in schools and colleges and develop more small businesses.
Economy	Develop artistic / creative / expressive arts side in young people
Economy	INVEST IN YOUTH.
Economy	Human Financial -> resources.
Economy	Balancing skills – we have

Economy	Develop and work on positive issues – Shetland and adaptable / multi-skilled.
Economy	Need to 'open up' options and possibilities – inspiration, feel-good, security.
Economy	Centralisation! Challenge over next 30 years – technology.
Economy	We are cutting off rural areas.
Economy	Be efficient, do things where they are done better
Economy	Work with local businesses.
Economy	Marketing of Shetland lamb and beef – BRAND.
Economy	Crofting – enable young folk to take this up.
Economy	Address “mismatches” e.g. lack of trade’s people, specialist skills, also service/tourist industry. Use FE College
	A Shetland development agency along the same lines as the Scottish development agency - a rethink of the development trust.
Economy	Being proactive not reactive
Economy	Training and retraining for the future - colleges need to rethink along with development agencies

Cluster 2: Group Discussions held with Senior Citizens in Shetland

TOPIC	COMMENT
Economy	Home Rule – control over fishing – 40 miles (or more)
Economy	Iceland / Faroes can do it
Economy	Close pieces to ensure young fish are grown
Economy	Landing fish – must do that to protect - Fetlar and Burra Haaf
Economy	What is young folk going to do? - No jobs, no fishing
Economy	If we don't have appreciation and fishing what do we do?
Economy	Crazy to go to co-op for mutton chops
Economy	EU rules and regulation / slaughter house - up in Iceland
Economy	PRIORITY – work, jobs
Economy	Super quarry - must go for things like that
Economy	'If you've not got a job you've got nothing'
Economy	Shetland Black Rum
Economy	Renewable is the thing of the future
Economy	Security is backbone – windmills (need replacement for fishing/windmills)
Economy	200 mile limit
Economy	Tidal power
Economy	Keep prices of electricity down with wind power (export to pay for costs)
Economy	Left Shetland in late 50s - no work - came back once retired/once work in Shetland (fishing/oil)
Economy	Jobs - need jobs, grandchildren can't come back because no work

Cluster 3: Group Discussions held with

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

TOPIC	COMMENT
Economy	We can influence this a lot but need the right people to do that. The right infrastructure and financial support packages are not the core elements - they should follow afterwards.
Economy	Our economy needs a vibrant community to survive - need sustainable development approach and courage to say no - we must be committed to clear policies.
Economy	We need a wider understanding of sustainability - economic, social and environmental. The rest will then fall in place. (Economic and social tend to be seen as the primary forms of sustainability - we need to place a stronger focus on the environment).
Economy	Profit for communities must also mean quality and value, not just financial.
Economy	Should <u>support</u> folk to stay/work where they want (when we can afford to)
Economy	Realistic decentralisation
Economy	Reverse the dependency culture
Economy	I.T. to help make it possible to work in rural areas
Economy	Sustainable use of local resources – <u>not</u> exploitation
Economy	In next 10 years reduce leakages from local economy – both people and profits

Economy	Succession planning using local resources
Economy	<u>Local</u> control over aquaculture and transport
Economy	More value added, <u>finished</u> products
Economy	More partnership/cooperation between businesses
Economy	Would like to see development of more social enterprises in the next 10 years
Economy	If demand for land/housing in a remote area, should look at ways to find imaginative solutions
Economy	10 years on - Hydrogen Economy – started
Economy	10 years on - Tourism increased – subsidised airfares help.
Economy	10 years on - Specialist products produced.
Economy	10 years on - More secondary processing.
Economy	10 years on - Better communications.
Economy	20 years on - Less reliance on air travel for business and public services
Economy	30 years on - Tourism a major industry.

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

TOPIC	COMMENT
Economy	More people will work from home in the future using computers.
Economy	In 30 years we think that the economic value of new industries will have grown such as wave energy, wind power, renewable energy and more recycling will have grown.
Economy	Aquaculture will decline due to over fishing, pollution and to many boats. Shetland boats should only be able to fish in Shetland waters.
Economy	Tourism will grow due to island games putting Shetland on the map, but need to highlight our own parts of Shetland - Yell
Economy	University in Shetland
Economy	Shop prices 1p or £1
Economy	Economy powered by fishing for haddock, tourism and banking
Economy	Average wage 25K
Economy	Unemployment 1%
Economy	8 hours a day work
Economy	Must be a graduate
Economy	Run out of money
Economy	Less jobs - work available
Economy	New jobs
Economy	Not enough jobs
Economy	Importance of tourism
Economy	SIC spend less
Economy	Tourists
Economy	Local produce and export
Economy	More fishing boats, no fishing farms
Economy	Lots of unemployment, people building houses on land that could be used for crofting
Economy	Want to work on a fishing boat
Economy	More rural shops
Economy	Theme parks in Shetland
Economy	More tourists, juice bars
Environment	Also there will be to many cars.

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

TOPIC	COMMENT
Economy	I am mad about the unrealistic costs in shops in town like MacKay's (they think just because we don't have many shops they can make us pay a lot of money) how is a child supposed to get money like that?
Economy	I am mad about the state of the fishing industry
Economy	I am mad about transport both within & outwith
Economy	I am mad about petrol prices

Cluster 6: Economic Forum held with a representative sample of 4th & 5th Year Pupils

TOPIC	COMMENT
Economy - Promote	Wool
Economy - Promote	Shetland ponies
Economy - Promote	Food & drink
Economy - Promote	Soap
Economy - Promote	Shetland hill sheep
Economy - Promote	Yes, would attract more people
Economy - Promote	Fair-isle knitting
Economy - Industries	ICT
Economy - Industries	Food
Economy - Industries	Farming
Economy - Industries	Fishing
Economy - Industries	Oil
Economy - Industries	Engineering
Economy - Industries	Music
Economy - Industries	Tourism
Economy - Industries	Knitting
Economy - Industries	Shetland ponies
Economy - Industries	Shetland soap
Economy - Industries	Tourism
Economy - Industries	Knitting
Economy - Industries	Music
Economy - Industries	Electricity
Economy -	Tourism could be developed

Industries	more
Economy - Industries	Music, entertainment
Economy - Industries	Get food standards up

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

TOPIC	COMMENT
Economy	Sad about the state of the Fishing Industry
Economy	Sad about the decline of traditional industries
Economy	Sad about Supermarkets
Economy	Mad about Airfares
Economy	Mad about cost of air travel to mainland

Cluster 9 – General feedback from other sources

TOPIC	COMMENT
Economy	If you could change one thing now that would make the future better in Shetland what would it be? Develop Tourism
Economy	If you could change one thing now that would make the future better in Shetland what would it be? Return to self-rule.
Economy	If you could change one thing now that would make the future better in Shetland what would it be? Get rid of salmon farms
Economy	What are we poor at now? Economic development
Economy	What are we poor at now? Taking tourism seriously. It's improving, but there is a rather sneering attitude to 'tourists' - almost as if it is beneath some locals.
Economy	Danger 5 years? Slump in fishing industry reflecting in subsidiary companies as well as fishermen
Economy	Danger 5 years? Unemployment
Economy	Danger 30 years? Putting too many eggs in one basket. Not a sensible or sustainable method economically in the long-term.
Economy	Danger 30 years? Bankruptcy
Economy	Danger 5 years? That the council fails to curb spending on huge staff levels and non-vital programmes
Economy	Danger 30 years? That outside life outpaces changes which should be being considered now in Shetland
Economy	Danger 30 years? SIC funding loss of Oil industry need to find alternative source of income.

Economy	Danger 5 years? Decline of traditional industry (fishing) and newer industries (oil and aquaculture)
Economy	Danger 5 years? How to spend money sensibly!! (e.g. salmon!! Again)
Economy	Danger 30 years? How to spend money sensibly (e.g. salmon!! Again)
Economy	Danger 30 years? Depopulation, declining fishing industry, over reliance on oil money
Economy	Danger 30 years? Winding down in OIL industry
Economy	What are we poor at now? Small industry diversification
Economy	What are we poor at now? Investing sensibly in business
Economy	The most important thing in Shetlands future is to have a good supply of low cost energy. All the other industries will have challenges in the future but none will have a future without energy. So I suggest looking at a long-term energy generation and the infrastructure to supply it - don't worry about supplying it south.
Economy	A proper airport with European and UK operators flying in offering the same choice as mainland Scotland just upgrading Sumburgh is not good enough to make the links viable the monopoly has to be broken whilst only one server then no progress set a target for 3 years to have increased air links at low cost BA MADE £25000000 million profit this year is Shetland a loss making route?
Economy	The history of sea links also seemed to have been to say the least badly handled recently it is vital to keep the link and also to increase the link when needed [tourist access time] yet again if tourism is going to be one our stable economic need then cost

	of travel must come down current costs do put tourists/ visitors of it cost more to come here than to go to New York and we need to plan to catch the short stay tourists so over the next 5 years have a planned package approach that includes travel run by the tourist board and subsidised by SIC
Economy	Failure to get transport right will result in a knock on effect to the wider economy
Economy	Although we have a Tourist Office, there is no easily available document that can be handed out to both locals and tourists alike, which contains all the available dates, times, costs of tours, attractions etc. Many areas, which may be of interest, are not noted, unless you happen to come across them unexpectedly.
Economy	Considering the quantity of visitors during last summer, mostly due to the visiting cruise ships, it would be interesting to note their views on what they expect and would like to see. Local traders should make more of an effort to be open on Wednesday afternoons as well as Sundays, especially if a cruise ship is expected. Most of these tourists have money to spend and I am sure they are eager to buy local produce and souvenirs.
Economy	On the whole, we can learn a lot from how Orkney promotes tourism. After all, it never had the oil revenue that we have had. A recent visit showed me how different they approach tourism. The whole feel of the place wants you to visit and explore. In Shetland, I feel that you have to make a considerable effort to discover what is available.

Economy	A key group of people are being omitted from the survey and consultation. The group represents Shetland's major export of well-educated and talented people who earn their living outwith Shetland. This group are currently acquiring experiences and skills which can help Shetland renew itself. However, the big question how to create the opportunity for these individuals to contribute to the development of Shetland and return to live and work in the community.
Economy	With our geographical position we are remote from our markets. We have to use any angle we can to market our produce as having an edge over products from other places. It does not make sense to try and produce the cheapest product as we find it difficult to compete with the added transport costs. We have to try and aim at a higher end market so that we can make more profit from our goods and resources
Economy	You can only promote the products you have or intend to produce, you cannot just give it an idealist label
Economy	There is no point in trying to improve our tourism sector without also improving our food and drink, entertainment. We need to realise that Shetland has to be sold externally and internally as a package via tourism, and this means all areas working together - and not separately which has been our downfall in the past
Economy	Renewable energy and food and drink are very important and should be marketed world wide as we are unique in Culture and in Geographical terms

Economy	It is clearly apparent how far behind other Countries/Islands etc we are in the lack of services we offer tourists and the poor vision, no innovative approach that has been applied to creating tourism opportunities in the past
Economy	I think it's critical that we make sure we have a range of good quality products that cover a wide range of services and products, so probably shouldn't focus too much on any one area, but should develop a range that brings wealth/skills in to Shetland and provides access to many different markets.
Economy	In relation to our traditional industries such as fishing and knitwear - as well as salmon farming - we need to support them equally and make sure they play a vital part in Shetland's future. But take a step back and make 'realistic' choices about their future so that jobs can be safeguarded, and people's futures kept secure. However, these realistic choices should not be to the detriment to the new industries. These have fantastic potential to be exploited to the benefit of the whole community, rather than just basically a few individuals and pressure groups
Economy	Aero generators would have far less impact than the glut of fish and shellfish farms. Visually the impact would be much the same. The environmental impact would be positive ie no pollution, smoke etc
Economy	I think it would be responsible to use an option that utilises as many aero generators as possible without adversely affecting the natural beauty of the islands. I think wind farms should be carefully sited so that they are not an eyesore to the local

	residents. A definite limit should not be set but a common sense approach should be used to make the most of what could be a great opportunity to provide renewable power which one day could be exported. As the oil slowly dries up in the North sea it would be great if Shetland was still an important use of power albeit not fossil fuels.
Economy	Need to acknowledge oil and fish are past their boom and open minds to other possibilities.
Economy – Sustainable Development Approach	Yes I think we will be able to deliver on a sustainable future and we are heading in the right direction
Economy - Sustainable Development Approach	Sustainable Development is the right approach for Shetland
Economy – Sustainable Development Approach	Yes Sustainable Development is the right approach; hopefully we can deliver on this.
Economy – Sustainable Development Approach	Yes – right approach
Economy – Sustainable Development Approach	Yes – right approach, I doubt if Shetland can deliver on it
Economy – Sustainable Development Approach	Who knows what the needs of future generations will be, cross that bridge when we come to it
Economy – Sustainable Development Approach	Sustainable development is the only approach that can work

Economy – Sustainable Development Approach	We have so far failed to commit to or deliver on sustainable development and I see very little evidence that, as a community, we will wish, or be able, to do so until climate change, biodiversity loss (species extinctions), marine pollution, non-renewable resource exploitation and issues associated with freshwater, soils and air force us to develop sustainable patterns of living.
Economy – Sustainable Development Approach	Yes - Requires to be done in an honest, green and well marketed manner
Economy – Sustainable Development Approach	I agreed this the right approach but think Shetland probably not able to deliver on this. Is Shetland really prepared to make the commitment and change?
Economy – Sustainable Development Approach	I hope so, providing the right people are in place. New/young people with ideas (new or old) that can deliver and have the interest to develop Shetland growth. I think we should minimise or exclude those council members with their own business/interests. I feel at times those members can be obstructive & selfish, Shetland needs to move on.

Economy – Sustainable Development Approach	How selfish would we be if we decided sustainable development was the wrong approach? We have to be able to deliver if we do not we are failing both our ancestors and our children's children. Whatever happens in the world in the future I want to be involved in a caring community (for people and the environment one and the same) and I want to be able to look my grandchildren in the eye and say that we did all that we could to secure them a future for their children
Economy – Sustainable Development Approach	Yes - if the council will only lead the way for once
Economy – Sustainable Development Approach	Yes - qualified
Economy – Sustainable Development Approach	Yes the right approach, probably achievable but only with a major mindset change by the 'get rich quick and to hell with the consequences' industries and individuals.
Economy – Sustainable Development Approach	Yes, yes can achieve this
Economy – Sustainable Development Approach	Yes to approach and No to ability to deliver.