

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

The following data has to do with attitudes, views and opinions relating to the Environment 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**

Environment	Safe and secure environment.
Environment	Planning strategy (attractive builds) – balance between development and value.
Environment	Protection of specific areas.
Environment	Wave and wind power – renewable energy.
Environment	Renewables, wind farms, offshore?
Environment	Use lessons learnt from oil to ensure we get the benefits of renewables e.g. jobs.
Environment	Diversify: Organic, specialist, less intensive salmon farming.
Environment	VOAR REDD UP = √
Environment	More recycling.
Environment	Blue flag awards.
Environment	Market wreck / diving holidays.
Environment	All new houses are green and accessible.

TOPIC	OPINION
Environment	Might destroy environment (particularly marine) and we will participate in that
Environment	May be natural changes that we cannot control
Environment	Environment - has to be protected, otherwise the rest of the economy will disappear. Needs to be international
Environment	Bonxie cull
Environment	Should we green Shetland up? More trees? - More trees in some places encourage birds and other wildlife. More old fashioned crofting practices to encourage wildlife
Environment	Encourage re-cycling
Environment	Rising tide heights/levels
Environment	Encourage re-cycling
Environment	Clean, fresh environment.
Environment	Fragile environment.
Environment	Industry without detriment to environment.
Environment	Maintain and promote extreme weather and environment.

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

<b>TOPIC</b>	<b>COMMENT</b>
Environment	Planning folk should say what we can do, not what we can't
Environment	Town buses needed every half and hour
Environment	Plenty of open space – is good thing

### Cluster 3: Group Discussions held with

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

TOPIC	COMMENT
Environment	10 years on - Seabird numbers will continue to decline
Environment	10 years on - Better control of inshore waters
Environment	10 years on - Designated sites recognised by the community
Environment	10 years on - Local control over 12 miles – catches still dropping – moves toward sustainable fisheries
Environment	10 years on - Sheep numbers decline
Environment	10 years on - Funding/strategy in place to make Shetland self sufficient in energy – wind and tidal power
Environment	10 years on - Shetland number one in decommissioning in the U.K. 100 jobs created.
Environment	10 years on - Seabird numbers will continue to decline
Environment	10 years on - Large Wind Farms x 2 in a few years.
Environment	10 years on - Public support for agriculture based on improving landscapes and biodiversity.
Environment	10 years on - Most houses with individual wind turbines.
Environment	20 years on - Shetland now self sufficient in renewable energy
Environment	20 years on - Major marine generation is now on stream
Environment	20 years on - Shetland at the cutting edge of renewable technology and sustainability
Environment	20 years on - All fish feed from sustainable sources (vegetable)
Environment	20 years on - Aquaculture now only in a few inland areas – plus recovery of inland waters

	underway.
Environment	20 years on - Small-scale, sustainable, stable fishing industry.
Environment	20 years on - Closed areas established for fishing.
Environment	20 years on - Even less sheep – cattle and crops increased
Environment	20 years on - Shetland viewed as leading the way in waste management – voted country's number one sustainable community
Environment	20 years on - Climate changes – warming starts to slow.
Environment	30 years on - Renewable energy technology – knowledge and skills now exported.
Environment	30 years on - Renewable energy technology – knowledge and skills now exported.
Environment	30 years on - Tidal wave technology replaces wind.
Environment	30 years on - Climate stabilised, but warmer.
Environment	30 years on - Change in fish species due to above.
Environment	30 years on - Sea bird numbers stabilised but lower.
Environment	30 years on - Lower catch, but sustainable fishing.
Environment	30 years on - Very few sheep – some cattle.
Environment	30 years on - Lots more trees.
Environment	30 years on - Environmental policy integrated and valued.
Environment	'Shetland House' planning document a good example of good practice – broaden to other areas of practice.
Environment	Develop 'Sense of pride' in environment – community involvement and ownership in the
Environment	Local plan – more knowledge of implications of decisions
Environment	Biodiversity action plans – enforced/implemented

Environment	Agriculture/Marine plans-enforced/implemented
Environment	Everything Shetland does has to look at long term sustainability (as opposed to short term gain)
Environment	Local control in <u>some</u> areas?
Environment	Environment as a means of promoting economy/Shetland
Environment	Spend the next 10 years looking at the effect of global warming – research/development
Environment	Awareness raising/education of <u>Council Members</u> re environment
Environment al	Sustainable environment plans are not given sufficient representation in long term planning in Shetland.
Environment al	To influence the environment, we need to have the right outlook - the rest will follow.
Environment al	We need to protect all areas of our environment: Landscape, sensitive areas, plants, birds and fish - all of them have been badly abused and mismanaged.
Environment al	There is currently too much emphasis on profit for the community. We need to raise awareness and have a vision for a sustainable environment.
Environment al	Biodiversity action plan - important planning process currently underway that will have knock-on impact on all other plans.
Environment al	Renewables - The community should be more aware how much can be saved by reducing consumption in homes and businesses.
Environment al	Renewables - This could help to develop sustainable energy use -

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

TOPIC	COMMENT
Environment	We don't care for the environment as well as we should as to many people chuck their bruck on land and out to sea and it endangers animal life and causes pollution.
Environment	No Hurricanes
Environment	More trees
Environment	Looking after trees
Environment	More frogs, horses and birds
Environment	Lots of trees
Environment	Renewable energy
Environment	Solar, wind and wave powered
Environment	Sea Animal rescue centre
Environment	Fishing to feed Seal pups
Environment	More trees and plants
Environment	Hot weather
Environment	Shetland 'Winter Wonderland' due to global warming
Environment	Think more about pollution, about weeds, about rubbish
Environment	Nature
Environment	Flowers
Environment	Insects and animals
Environment	Shetland will be small due to rising sea level
Environment	20 degrees in temperature due to global warming
Environment	Seasons
Environment	Beaches gone due to sea levels rising

Environment	Known as the green islands for stunning environment
Environment	Fishing new stocks
Environment	Power wind-mills
Environment	Solar power not much use
Environment	Windmills power and horses
Environment	Eco friendly environment
Environment	Ice age will come to pass
Environment	Export wind and wave energy
Environment	Global warming
Environment	Improvement of good surrounding environment
Environment	Renewable energy
Environment	Traditional - garden, vegetables
Environment	Too much litter
Environment	Renewable energy
Environment	Global environment
Environment	Lack of birds / fish - running out of resources
Environment	Pollution - concern
Environment	More recycling
Environment	Love environment / appreciate - sea/views (Not keen on weather / lack of trees)
Environment	Renewable energy
Environment	No fish - over fishing
Environment	Pollution from oil
Environment	More wildlife, less pollution
Environment	Lots of car parks, solar-powered cars, warmer climate
Environment	Less litter

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Environment	Animal sanctuary, aquarium
Environment	Look after old houses
Environment	Less litter, and zoo
Environment	Want to live in a rural area in the future
Environment	Sea levels rising
Environment	Lots of sheep and cows in Shetland but there is nothing for anyone to do.
Environment	Nice scenery, lots of sheep and ganzies.

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

TOPIC	COMMENT
Environment	I am sad about the future of our environment
Environment	I am sad about people complaining of the litter (think of down south)
Environment	I am sad about all the litter
Environment	I am sad about the weather
Environment	I am sad about the boat & air fares
Environment	I am glad about beauty
Environment	I'm glad about the beauty of the place and the kindness of the folk here
Environment	I am glad about tractors
Environment	I am glad about the environment
Environment	I am glad it's peaceful
Environment	I am glad there are lots of hills and lochs
Environment	The snow makes me glad
Environment	I am glad about deep snow
Environment	I am glad that it's quiet and hasn't got loads of big shops and stuff (it's good to have some shops though)
Environment	I am glad about the Meal Beach, Burra
Environment	I am glad about the parks
Environment	I like the houses
Environment	I am glad about unspoilt natural places
Environment	I am glad the beaches are good
Environment	I am glad about the peace and quiet
Environment	I am glad about all the snow because you can go sledging down

	all the hills
Environment	I am glad about driving
Environment	I am glad about sheep and snow
Environment	I am glad about animals and being at Shetland
Environment	I am glad about the beaches
Environment	I am glad about the good harbour
Environment	I am glad about the beaches
Environment	I am glad about transport
Environment	I am glad that the air is not polluted
Environment	I am glad about the scenery
Environment	I am mad about the rain
Environment	I am mad about the way we treat the environment
Environment	I am mad about the weather
Environment	I am mad about the damned sheep
Environment	I am mad that the farmers/crofters believe that they own the roads
Environment	I am mad about the bad weather
Environment	I am mad about the litter
Environment	I am mad that people don't care for environment, including seas
Environment	I am mad about the litter
Environment	I am mad about digging the roads up
Environment	I am mad about the weather
Environment	I am mad about litter
Environment	I am mad about people who are bad to animals

**Cluster 6: Economic Forum held with a representative sample of 4<sup>th</sup> & 5<sup>th</sup> Year Pupils**

TOPIC	COMMENT
Environment	No-one thought we care for it as well as we should
Environment	Litter
Environment	Green belt areas should have plants & flowers
Environment	Creative play areas
Environment	Less car fumes
Environment	Promote walking
Environment	Less smokers
Environment	Less litter & chewing gum
Environment	Burying rubbish a bad thing
Environment	Should be able to burn more stuff
Environment	Shouldn't bury hot rubbish
Environment	Litter
Environment	Good that we're not knocking down all old ruins
Environment	Think it would be a mixed answer amongst their age group
Environment	There are good things like the Oar Red-Up
Environment	Not a burning issue with their age group
Environment - Design	Want to live in the country
Environment - Design	More space around houses
Environment - Design	Less noise
Environment - Design	Houses should be larger for families
Environment - Design	More people will be living on their own in the future
Environment - Design	Houses shouldn't all be grey
Environment - Design	Coloured wooden houses are good
Environment - Design	White houses rather than grey
Environment - Design	Should leave old houses where they are
Environment - Design	Houses for tourists
Environment - Design	Should be design restrictions

Environment - Design	Need more traditional cottages rather than big, ugly houses
Environment - Design	Especially if wanting to attract more tourists
Environment - transport	Lots of roadworks & traffic jams
Environment - transport	Have to wait for inter-island ferries
Environment - transport	Places like Whalsay far away from facilities like hospitals
Environment - transport	Hard to get to house because of all the side roads, esp. with ice
Environment - transport	Places are near
Environment - transport	Not many buses esp. at night
Environment - transport	Easy if you have a car
Environment - transport	Not easy if you're on an island due to ferries
Environment - transport	Have to go on bus if you can't drive
Environment - transport	No is the general view of Youth Voice
Environment - transport	Need more buses
Environment - transport	Have tried to meet Infrastructure to discuss but they always refuse saying they are too busy

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

<b>TOPIC</b>	<b>COMMENT</b>
Environment	Sad about the amount of litter on roadside verges and beaches
Environment	Sad about the lack of care for surroundings
Environment	Mad about litter
Environment	Mad about Pesticides
Environment	I get mad about litter and dog poo

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

TOPIC	COMMENT
Environment	Danger 5 years? Destruction of agricultural community. Needs more publicity, supermarkets need to promote local produce instead of import.
Environment	Danger 5 years? The environmental movement
Environment	Danger 30 years? The environmental movement
Environment	We have a wonderful Island, spoilt in part by the large quantities of rubbish, which surrounds the various skips, empty tins of lager by the roadside and equipment stored or left by/on piers or on/near the shore. There should be planned programme of 'clean-ups', specifically for these areas throughout the year, not just the Voar Redd Up.
Environment	I think we talk about it a great deal and there are some groups and individuals generally committed to this. My concern is the need to improve business acumen along with sustainability and this is the challenge.
Environment	The amount of litter washed up on our beaches is dreadful. I suspect it largely comes from the fishing industry. Showing visitors around our glorious coastline is embarrassing as geos look like squalid rubbish tips... Da Voar Redd Up certainly helps, how about doing it more often and challenging the culprits via legislation. I acknowledge it would be very difficult to police and implement. So how about bringing about a change of 'lob it over board' culture.

Environment	We are one and the same as our environment so we cannot separate our actions from the environment (+ therefore our livelihoods depend upon it. Misuse and abuse the environment and we are misusing and abusing ourselves
Environment	Can't completely believe our livelihood depends on our environment, as we all know, as there are many communities around the world who currently live and work in an industrial wasteland. But if we accept that there is a far better way to live and we are destroying our planet we should all be doing everything in our power to protect and promote our environment. Obviously a beautiful unspoilt Shetland will encourage tourism and all the benefits it can bring as well as making it a safe, healthy place for us all.
Environment - car access	IT connections or a train service
Environment - car access	Improved public transport is the answer to both questions. People without cars depend upon it, and if the provision were improved more people would leave their cars at home thereby reducing the amount of traffic on the roads. Another thing - could we, as a community, insist on Pass Plus for all new drivers, and any who are convicted of motoring offences?
Environment - car access	Provide a taxi card scheme [i.e. reduced rates] for people with long-term health/ disabilities. Red Cross extend its volunteer driver scheme out with Lerwick. Encourage local supermarkets/ shops to provide a home delivery service
Environment - car access	Improve public transport

Environment - car access	More buses on rural routes, questionnaires to locals asking times for extra buses
Environment - car access	Better transport links, home delivery services, better communications network
Environment - car access	Bring the bus fares back down. The bus service to Delting is fine except for the rising fares.
Environment - car access	A more regular minibus service would help those without a car
Environment - car access	Perhaps maybe just review current public transport routes, timetables etc and make sure that they are serving everybody's needs
Environment - car access	Better public transport is needed - covering more areas and with late night services - so that it is realistic not to own a car. Currently if someone lives out with Lerwick, a car is essential for work, for a social life and to access services. Living outside Lerwick and, often, spending every penny on a car, can mean that many young folk (usually boys) end up drink driving.
Environment - car access	Look at Transport Initiatives in similar rural communities and learn from them. Also once you have collated your responses look at the various ways in which providers can run a pilot scheme to see if they are feasible.

Environment - car access	Transport - always an issue. For those who are able-bodied...WALK! People are too lazy these days. For those who have genuine difficulties in getting around, there is pretty good provision via 'dial a ride', subsidised taxis, and other such services. OK, bus times aren't always convenient but if you want a bus every 15 mins, go live on the mainland!
Environment - car access	Subsidised taxi/ minibus services that operate as a kind of "buzz bus" idea. We could have a few 'people carriers' that cover certain areas (and maybe come in to Lerwick on certain days) that people can book in advance for a return trip across Shetland. Would be cheaper to run than a bus and could also run on LPG - lower fuel costs, more environmentally friendly, easier to access for people with children/shopping/disabilities etc.
Environment - car access	Dramatically improve public transport provision. Apart from the usual peak travel times, why not have a tailored event service so that the transport operator can provide services when they are needed instead of being tied to a set schedule that is uneconomic for most of the time and still does not adequately cover events. Take a good long look at existing routes and aim for maximum coverage. Make sure tourists are catered for, cost effectively. Actively encourage less car ownership. Target those living in Lerwick in the first instance then roll out across Shetland. It would be good for the environment and good for people's health if they got more active (providing they did not have to breathe in everyone else's exhaust fumes). How about a car share scheme so that several households share

	1 vehicle or even a pool vehicle held by an independent body. Car hire but at sensible rates!
Environment - car access	Encourage car pooling within communities
Environment - car access	Better public transport service. Currently some job hunters from out of town have no transport to allow them to start work at 8am
Environment - car access	Move entire SIC to a central location (say South Nesting), then support this with a frequent free 24-hour shuttle service of mini-buses, linking all other areas of Shetland (this could be self-financing due to savings on scattered SIC premises and duplicated administration effort)
Environment - car access	For many families in Shetland especially those living outside Lerwick a car is essential. I think it is important to maintain the level of bus services at present but not viable to increase the service at a loss. Perhaps a review of the bus services & specific targeting of users would highlight where we should concentrate our resources
Environment - car access	Have an integrated public transport network i.e. public bus

Environment - car access	Support shops and services in rural areas, and make sure public transport serves all areas
Environment - car access	Provide better public transport
Environment	The simple answer is more services on existing public transport routes - but this will require substantial funding from the Council. (Or is it available from the SE?). Another problem in maintaining/expanding service routes (i.e. the regular routes we have now) is, believe it or not, lack of experienced drivers. Bus drivers in Shetland earn very low wages. So not many can afford to do it full-time and operators have to rely on part-timers. Difficult to run a regular, reliable service that way. More mini-bus type transport would probably help. Above all, council officials must not be allowed to indulge in attempted empire building and interfere with local private bus contractors, once contracts are awarded.