

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

The following data has to do with attitudes, views and opinions relating to life in 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
General	Avoid danger of resisting change and becoming museum
General	Might be more able to adapt but rate of change is quicker
General	Can't stop things happening but you can be readier
General	Better able to deal with things but feel inconvenience worse
General	Difficult decisions now will affect the future
General	New ideas needed
General	Bright forecast is achievable - need drastic action
General	More influence in Europe
General	Bright forecast too optimistic
General	Local plans and local control
General	More individual responsibility
General	A community-wide debate on sustaining services with nothing considered in isolation because impacts happen throughout the whole community need to accept the current economy situation
General	Make it so our young people want

	to come back.
General	Productive.
General	Positive.
General	Branded Voluntary Sector
General	Better integration between statutory and voluntary
General	Voluntary sector being valued.
General	Better integrated planning.
General	Voluntary sector forum.
General	Clarify communication between partners in order to define expectations.
General	Funding
General	Don't want dogfights, want productivity!
General	Capitalise on voluntary activity in order to lever in more funding.
General	Less Jargon!!!!
General	Being valued as key player not just "allowed"
General	Leading on key initiatives as appropriate
General	Big being cheaper, faster (planning and delivery) and less bureaucratic
General	Not having to wait to be invited
General	Right of equal partnership
General	Consistent recognition
General	Valued
General	Equal partner.
General	Voluntary sector offers:-
General	Professionalism
General	Dedication / commitment skills
General	Quality training
General	Value for money / cost effective
General	Closer to the community in service provision
General	Accessible
General	Independent
General	Sharing
General	No difficulty delegating
General	Definition of independent sector
General	The gold / sunshine sector
General	What's best for Shetland is stronger than us / them mentality
General	Full representation on Community Planning Board
General	Redefine 'voluntary sector' and make volunteers etc feel appreciated and valued

General	National – tax incentive
General	'Feel good' factor promote positive aspect
General	Community's voice represented
General	Release staff
General	Want more specificity, danger of losing something/creating disagreements
General	How do we encourage diversity within this/alongside this?
General	Choices about £ and priorities.
General	We do need a sense of direction
General	Who is "we"
General	Democratic accountability
General	Need some long-term vision to counter some short-term politics above and outside of individual agencies.
General	Want control over negative future.
General	Shetland to believe in Shetland
General	Need to be the best we can be
General	Valuable perspectives coming into Shetland.
General	Appreciate level of services + education + quality of life + employment opportunities.
General	High expectations not a bad thing but should public sector pay?
General	Shetland better than other places but do we know that?
General	Want to stay independent but in context of our place in the world.
General	Place more importance on young folk – can we keep them here? Or get them to come back? Need range and quality of jobs. Importance of bringing back outside experience.
General	Need to change the 'subservient' culture in public services if we want to promote tourism.
General	Challenges of living in a small community means tackling difficult issues can be more difficult / personal.
General	PUBLIC DEBATE – over time – on Shetland's future and how we meet / manage expectations.
General	Explain Community Planning better / more to people. People need to

	know their voices will be heard and how important the process is.
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Cluster 2: Group Discussions held with Senior Citizens in Shetland

TOPIC	COMMENT
General	Shetland – pay attention to rules - as have to b/c future
General	Quite happy - hope stays same - but not sure it will
General	'Life is going out of Shetland now'
General	Home rule for Shetland
General	Shetland Government
General	Work together for better common good
General	We can't afford everything: schools, Quarff has worked, may want it, but can't afford
General	Can't be too parochial - need to be in this together

Cluster 3: Group Discussions held with

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

TOPIC	COMMENT
General	Independent status for Shetland wouldn't be beneficial for Shetland. There is a feeling that people find connections outside Shetland restrictive but are too willing to 'take the money'. Must remember we are part of a global community. We will benefit from having external influences as a guide.
General	Transport - We need to reduce reliance on private cars - more difficult given the geographical spread of Shetland's communities and population. This is politically difficult - would mean change for some people.
General	Transport - More could be done now - car pools, more people working from home - this will require a change in culture.
General	Centralisation Vs Decentralisation - sustainability wise, centralisation is a good thing - but we don't want to abandon rural communities.
General	Centralisation Vs Decentralisation - Local jobs are the focus for community spirit - must come first - means of sustaining oneself.
General	There is poor communication and leadership within the Council.
General	Quality is essential - The Brand must be controlled.
General	We need to expand on training local people for jobs where opportunities are now available.

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

TOPIC	COMMENT
General	Hovercraft
General	Hospital at Hill Top
General	Health Services will be bigger and better with more cures, it will be more scientific
General	Magic Shoes and private aeroplane for travel in the future
General	Private Doctors who come to you. Female nurses, young folk who understand things. Better, younger workforce.
General	New Cars
General	Doctors will come to you. There will be more of them and it will be easy to get an appointment. Medicines will be better.
General	Relaxing, comfortable atmosphere in hospitals/health centres
General	Not as packed as south, less pollution.
General	Family affected by nuclear activity. Rich so don't need jobs.
General	Flying carpets.
General	Privately owned doctors.
General	NHS even better with young, nice nurses. And since the hospital will also be underground there will be less germs and better treatments.
General	Dog with two heads.
General	Flying car and Hovercraft.
General	Better health service, cure for horrid diseases, no more poverty
General	Don't come here, you really don't want to be here it is full of sheep.
General	School boring
General	Cool car for travel.
General	Doctor who is young and female.
General	Don't come the weather is bad and there is nothing to do.
General	Underground trains. Or be healthy and walk.
General	Go to Doctor or online doctor through internet but worried about hackers and confidentiality.

General	Health service is better, friendlier, trust doctors and don't mind whether male or female. There will be more facilities at Health Centre.
General	Family are moody and boring. Parents are fisher folk and sister is a robot. We swim to youth club and school
General	Swim or ride on fish
General	Wouldn't need doctors, as there are magic cures underwater.
General	Different and better, it's magic
General	Don't come here, it's cold here.
General	Genetically modified family
General	Space ships, rocket scooters
General	Local doctor or go on internet or to the moon for pills.
General	Better, as you wouldn't have to wait so long for appointments.
General	Interactive alarm clock
General	Automatic wardrobe
General	Vaporising guns
General	Automatic lights
General	Robot to dress you
General	Menu for breakfast
General	Bubble with propeller for school transport
General	Speedy bullet train
General	Remote control butler
General	Turbo bike
General	Flume to wash and dry you
General	Robot
General	Solar turbo bike
General	School an hour per day
General	Simulator for activities
General	Become a Scientist
General	Invent a robot
General	Robots to protect us all
General	Simulators at School for interactive history
General	Worried sick in the future about life
General	Journalist
General	Lots of protests
General	Freedom
General	High Speed lorries
General	Bridges Yell-Unst, Bressay-Lerwick
General	Tunnel to Aberdeen
General	Tunnel Cunningsburgh - Mousa
General	Still working with sheep

General	Better roads
General	Better than today
General	Driving on water
General	Flying buses
General	Moving houses
General	Trains
General	High level rail
General	High tech cars
General	Better equipped hotels and hostels
General	Transport to mainland - cheaper
General	Automatic lawnmowers
General	Cinemas
General	Want to live here
General	Big cities
General	Hover-cars
General	Cars will fly
General	Strong ICT links
General	Cars
General	Child as Prime Minister

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

TOPIC	COMMENT
General	I am sad about the Bressay bridge being built
General	I am glad because I like Shetland the way it is
General	I am glad I live here
General	I am glad, Shetland rules!
General	I am glad about the size of Shetland
General	Glad – Lots of places to go and play in Sandwick and wherever I go in Shetland. Not much folk beating folk up like they are down south. I want this to be the same in the future.
General	Nothing really makes me mad or sad about living here.
General	I will be 26 in the year 2020; I think I will be driving a truck in Brindister. Still want to be living and working in Shetland. Want to be driving trucks when I'm older. My brother and sister might be a hairdresser and an engineer but we will all still living in Shetland. Maybe we will move to live in another part of Shetland, maybe Unst. Would like a hovercraft, it would be better if we didn't have to go on ferries. Would like tunnels. Travelling south, good fun on the boat. The plane is boring after a while. Wanting tunnels to Unst. Would still like Clickimin but also a football stadium with good sports facilities.
General	Glad – About school, I go to Scalloway and Bells Brae
General	I will be 28 in 2020. I think I will still be living here. Would like to see more shops everywhere in Shetland. More sports shops. I think that the sports shops we have just now are good but we could do

	with more. The shops should be in Sumburgh and Lerwick. Still want Clickimin. Looking forward to the Island Games next year. Beaches and Wildlife are important, it is important that we look after this. I like playing computer games.
General	Glad – That there is a lot of nature, a lot of things to see and I just love the sites.
General	Mad – Well not really but I don't like people dumping litter everywhere.
General	In 2020 I will be 25. I would like to stay in Shetland. I like just where Levenwick is, I might like to stay there, and I like the beach. It is important that we look after the beach. When the landslides happened, there was lots of mud and wires that polluted the stream; we tried to help clean it up. For a job, I have no idea what I will do but I quite like art. If it's a sunny day then I go outside and read a book but if it's rainy I'll stay inside and draw. I'm not sure if there is anything else I would like in Shetland as I like the way it is just now. In Lerwick, I would like less rubbish. I think people should walk on nice days instead of taking cars. This would give you more daylight, and it is more healthy and you wont pollute the island with cars. I think they should stop dumping rubbish and walk more. I just like Shetland.
General	Glad, all my friends are here in Shetland. I like when I go to the park and play and am glad about my house.
General	Mad – School isn't long enough, not enough homework
General	Sad – when go on holiday because I miss all my friends.
General	We will be 23, 23,25, and 22 in the year 2020. I think I will be getting married at that age. I might be fixing cars or something.

	<p>I don't know if I will still be living in Shetland. Fair Isle was where we were before we lived here. In spare time, I draw. We would like more sun in Shetland, we need better weather. But we can't change that unless we move to Spain. There is not enough chocolate. I think we should have more clothes shops for babies. We need shops that sell pencils and pencil sharpeners. Some clothes shops should be near Sandwick then if the roads are blocked with snow and you have a party to go to then you don't have to drive all the way to Lerwick to get something to wear. Whales are my favourite animals. They need hedgehog crossings in Shetland, save hedgehogs they are nice. It isn't the hedgehogs' fault. At our School we have a can collection for aluminium cans that we recycle. We should recycle a lot more, and keep the beaches clean and not pollute Shetland. We need litter pickers, but no then you would be picking up someone else's litter. You should get fined if you drop litter, you should pay to the police. Some people think that I will just leave it here and then a hedgehog will come along to see it and then a car will come along and run it over. Houses should be warmer in the future, our house is so cold, and it's an old house. There should be more new houses. If everybody had old house they would all get colds. You should build houses near the sun.</p>
General	Glad – Shetland is a nice, quiet place. Like all the animals
General	Mad – The bad weather. No bowling alley. Not enough snow.
General	Sad – No cinema.
General	In 2020 we will be in our mid

General	Glad – Shetland is a special place to me, it has good history. It is a peaceful place unlike big cities.
General	Mad – competitiveness especially in crafting.
General	Sad – Some of the qualities like big cities, we miss the cinema
General	Will be 25 in 2020. Will be job searching. Will hopefully still be living in Shetland, would like to be living in the south end. Don't want Shetland to be futuristic but would like some new things. Things like, not using so much fossil fuels. We have lots of people trying to do

	<p>things, like Shetland Environmental studies people are on to getting folk to be walking more. Would like more wildlife although there are loads already. Would like more tourists. We are doing well at looking after wildlife with RSPB etc. Did a school project on this. I do some cycling I sometimes go out and play with friends, go on computer and like doing sports, including trampoline. Would like there to be some new sports to try out. I would like more sports to be in the south end. I think that everything is centred around Lerwick and that we need more in rural areas. People have got used to going to Lerwick, we need to persuade folk to shop locally. It's good to take the bus but they are doing to much road works. More folk should use busses. The ferries are good, I go to Bressay, would like a bridge, they are building a bridge or tunnels would be good to. I go out of Shetland to Dundee every holiday. The airfares are quite good; switch from BA to Loganair has been good. Would like more flights. The flight to Norway is very good. Need to extend the runway. Need more links to Norway, Faeroe, Iceland. Would like to live in mansion with Butler but like my own house too. I don't think I would like to live in an olden day house. It is important how houses look from the outside. The houses here are good. Would like to find more community places like cafes like they have down south. Social – we need more things to do like going out on bikes. Got lots of family and friends close by, you should see them often. In Shetland we are good at doing that.</p>
General	Glad – about going fishing in the boat on the sea with my Dad. I also like going to the school.
General	Fun fair for Shetland in the future. I

General	Glad – I love Shetland because there are 100's of people who like you and you get really good respected. There are 100's of beaches and lots of places to go to play at.
General	Mad – Nothing really makes me mad about Shetland, I just like Shetland because of the way it is. I moved up from Fraserburgh, I still speak Fraserburgh and I want to stop it, I want to speak Shetland. I was born in Shetland but we moved to Fraserburgh for 5 years. Have always come back to Shetland on holiday, especially love the swimming pool.
General	Nothing makes me sad about here. I go to Bells Brae School.
	<p>I will be 23 years old in 2020. I don't want to grow up. I would like to live in Shetland when I grow up. I have a very good friend Yvonne who lives in Fraserburgh and we are very good friends so I might want to move to Fraserburgh and then move back here if she wants to come to Shetland. I might want to be a lifeguard, I want to be myself. I like to play about or go downstairs and do art with my granny.</p> <p>I go to other places outside Lerwick because I want to know all about the world. I go with my granddad sometimes. I think the busses are very good, but I don't usually go on the busses because my dad tries to get me very healthy because I am very chunky. I enjoy walking until I hurt myself or I get a blister on my feet or something. I like adults and I especially like respect for my elders. Yes I want everybody to make sure that they have respect to their elders and be nice to</p>
Genera	

	<p>everybody because sometimes people do a lie but maybe it's just because they feel sad. I like to ask dad to buy me toys. I like olden days stuff and the past. I like Scalloway and every place in Shetland. Yes Shetland is good at looking after beaches and things. Like Scalloway Castle and Unst and Mousa. Those places are very special. I would like to live in any kind of house. I love animals and would like to see them all the time. I don't know where I'll live but I want to be near animals. If there were no animals I don't know what would happen. I would really like to add in that I would really like people to be happy with who they are.</p>
General	<p>Glad – I like having the snow so I can go out sledging and stuff. In the summer it's not too hot or cold its perfect. I enjoy all of Shetland really. I have always lived in Lerwick.</p>
General	<p>Mad – What makes me really mad is people killing all the animals in Shetland.</p>
General	<p>Sad – When I go to visit the graveyard.</p>
General	<p>2020, I'll be 25. I want to move to Manchester or some place like that. There is nothing here, no bowling alleys or anything. I would like to see more restaurants, shops, and bowling alleys. There isn't enough to do for kids. They should get a fair. Shops etc should be spread around Shetland. We need more for adults to do.</p> <p>I think Shetland will be different; people should get better jobs where they get paid more. I want to sing when I'm older, that's why I want to move to Manchester. I'll move back to Shetland to visit. I might move back here to live. I would come back because I would miss my family and friends.</p>

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	<p>important that we look after the environment and that we don't shoot animals. We are doing this conservation project at school. This is pretty important, we are looking at these endangered animals and there is actually quite a few in Shetland. Like the doe doe's and the dinosaurs that are extinct now, we don't want that to happen to other animals.</p>
General	<p>Glad – I like the fact that it's a small community and we all know each other more or less.</p>
General	<p>Mad – I don't like transport, I'm not good at travelling. I think that within Shetland transport like ferries and that is good but getting off Shetland is difficult.</p>
General	<p>Sad – They way there is litter and pollution everywhere. Shetland isn't very good at looking after itself. We have started an eco thing at School.</p>
General	<p>When I'm 26 I will be living in a palace in Shetland. Actually, I don't know if I will be in Shetland, likely be at University. I will come back though because my friends are here. I would miss my freedom most if I wasn't here, like in Aberdeen you cant go out on your own but in Shetland you can, it's safe.</p> <p>We would both like to be teachers working in Shetland. I play badminton, go walking and play piano. I'd love to have a big play area for older kids in Clickimin. Would love a fun fair in Shetland would really be quite good. In Islesburgh, they have a youth club but it's not on every day so I think they should have a big meeting area. It should be a huge place with everything in the middle of town.</p>

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	<p>looked after or not. I think people in Shetland are friendly folk, say hi and start conversations. I would like the aeroplanes to be nearer to Lerwick, also on the plans it should be more comfortable. I have a little sister and when my mum puts her on her knee she hardly has any room to move. The plane should be upped in standard a bit. I would like to see a big shopping centre with toyshops and sweetie shops and a lot of good shops.</p>
General	<p>Good – I like the bad weather in Shetland and I like my cats and plants and Shetland Ponies.</p>
General	<p>Mad – The incinerator makes me mad, I don't like it!</p>
General	<p>Sad – When you drive straight into Lerwick all you see is the Power Station, bad location.</p>
General	<p>In 2020, we will be 20 and 26 years old. I would like to still be living in my own house. I love living in Brae, you never need to leave Brae, as there is everything here. Would like a chip shop in Brae though.</p> <p>I would like a Fair in Shetland and also a Sky Scraper in Lerwick. A huge hotel would be great. I would like a youth club that was open more than just one day a week, that would be better, the one we go to is only open 1 day a week.</p> <p>I think that Shetland is a bonny place to live. I think that people are nice to one another here in Shetland. People are also friendly when new people come to live in Shetland.</p> <p>I like my School; Bells Brae is a good school. To make Bells Brae better we should make sure it is not yellow. How a building looks on the outside is important.</p>

General	<p>Good – I like the traditions that we have like Up Helly AA</p>
General	<p>Mad – The birds and the sheep. The sheep just walk about going baa and the birds just go squawk. Oh and I don't like the people who have a Shetland voice, Shetland yokels! I just don't like they way they speak; I have nothing against</p>

	<p>them I just don't like the way they speak. Also I don't like everybody getting drunk. Don't like the old stories its just nonsense.</p>
General	<p>Sad – Underage smoking and drinking. Sad that there is not more for kids to do, there is a leisure centre and hall and you can walk around the street but that's all you can do.</p>
General	<p>In 2020. I would like Shetland to be a tidier place and a better place for Children. Smoking should be banned in public places. It is important that when selling cigarettes to folk that the shopkeepers check kids ID to make sure that they are not underage so they don't sell them anything. But kids also get older friends to buy them for them. Those people are usually on drugs or are really drunk. Those stupid kinds of people who are just sitting around smoking and drinking.</p> <p>I think that I will probably still be living in Shetland; I think my family will still be here. I will go to University but would like to come back to Shetland. I like the country but Lerwick isn't too bad. The country areas are nice and quiet. I don't think the country areas have enough shops. You have to go at least a mile or two to reach a shop when you are in the country!</p> <p>We need some bigger, safer busses. The weather in Shetland isn't good enough for tiny little busses like them. I think we need transport with proper snow tires so that people from the country can get places easier in the winter weather.</p> <p>I don't think that a videophone in my house in 2020 would be good. They are out just now and if we still have them in 2020 then they will be</p>

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	<p>than 1 mile away. There should be longer breaks at work so that you can go for walks etc. It takes you at least 20 minutes to get your dinner and then you have to rush it! Especially like pubs, where there isn't much food. There should be more restaurants for people. I would like to see more technology. I would like people growing their own food to stay the same and for Up Helly AA to stay the same. Also to get more outdoor activities so that we can all get fitter. This would make us stronger and healthier.</p>
General	Glad – About the nature in Shetland.
General	Mad – About the Weather and Pollution in Shetland
General	Sad – There is no bowling alleys or proper shopping or picture house in Shetland.
General	<p>We have both always lived in South Whiteness. I think that in 2020, I will still live in Shetland.</p> <p>I would like to see the world so will move away but I will likely come back.</p> <p>When I am away I miss my relatives and the quiet most.</p> <p>I would like to be a Police Lady.</p> <p>I would like to be a Marine Engineer.</p> <p>A bowling alley would be a good thing to have in Shetland and also a cinema and better shops. I think that the Garrison is really good but it is not exactly a big theatre.</p> <p>I think that there could be more things for young folk to do in Shetland.</p>

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	<p>I think that there is too much underage smoking and drinking in Shetland, I think they should ban smoking in public places in Shetland. I think most people realise that this is a huge problem in Shetland.</p> <p>I think it is important that we all get asked things and so we can plan together for things.</p>
General	Glad – that there is no crime or anything in Shetland.
General	Mad – That there is nothing really here like hockey or anything. I would like ten-pin bowling, ice rink, football stadium.
General	Sad – Shetland is too small, Lerwick is too small there is nowhere to go on your bike. There is a track already but it is too far out of town.
General	<p>In 2020, will be 28 years old. I think that I will be living in Newcastle in 2020. I think things are better in Newcastle. If there were more things to go to here then I'd want to stay. Islesburgh is good, probably the best.</p> <p>People in Shetland are very nice and friendly, I don't know if they would be as nice in Newcastle.</p> <p>I don't think there is much for adults to do here. They might want more to do but I'm not sure what.</p> <p>I think the ferries and busses are good, a hovercraft would be good.</p> <p>I think Shetland should remain spread out throughout Shetland.</p> <p>The standard of schools and services are quite good in Shetland.</p>

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

TOPIC	COMMENT
General - Special	Traditional music
General - Special	Up-Helly-Aa
General - Special	Safe
General - Special	Bird watching
General - Special	Knitting
General - Special	Scenery
General - Special	Oil drilling
General - Special	Kept lots of traditions
General - Special	Shetland ponies
General - Special	History
General - Special	Lots of space
General - Special	Peaceful & quiet
General - Special	Good education
General - Special	Wildlife
General - Special	Scenery
General - Special	Dialect
General - Special	Dancing
General - Special	Music
General - Special	Quiet
General - Special	Old houses
General - Special	Computers
General - Special	Electricity
General - Special	Communities

Special	
General - Special	Lack of major crime
General - Special	Peace & quiet
General - Change 1 thing	Change bowls hall to bowling alley
General - Change 1 thing	Better hospital so people don't have to go to Aberdeen
General - Change 1 thing	Get rid of NHS24
General - Change 1 thing	More Shetland dialect in school
General - Change 1 thing	More shops
General - Change 1 thing	Stop pollution
General - Change 1 thing	More leisure facilities, bowling
General - Change 1 thing	Bridge or tunnel from Shetland to Aberdeen
General - Change 1 thing	Games arcade
General - Change 1 thing	Plant more trees
General - Change 1 thing	Better public toilets
General - Change 1 thing	Water fountains
General - Change 1 thing	More animals
General - Change 1 thing	Cinema
General - Change 1 thing	Cinema in Scalloway

General - Change 1 thing	More computers in school
General - Change 1 thing	Better transport, also to attract more people to Shetland
General - Change 1 thing	Cheaper flights
General - Change 1 thing	Not having to be 16 to go on the boat on your own
General - Danger	Drugs & alcohol
General - Danger	Ash from volcano
General - Danger	Rising sea levels
General - Danger	Rising crime
General - Danger	Oil pollution
General - Danger	De-population
General - Danger	Might get run over
General - Danger	Loss of industry & jobs
General - Danger	Oil spills
General - Danger	Pollution
General - Danger	lack of jobs at Sullom Voe
General - Danger	Being abducted
General - Danger	People messing round with fireworks
General - Living here	Most of them would come back after college or uni
General - Living here	If not it would be to do with the job they want
General - Living here	Only 1 didn't want to live in Shetland
General - Living here	Lack of jobs might mean not living in Shetland
General - Living here	When go to college might not come back
General - Living here	Family commitments might mean not live in Shetland

General - Living here	Don't have any roots here
General - Living here	Can't do the jobs I want to do here
General - Living here	Prefer city life
General - Living here	Just like living here
General - Living here	Good place to raise children

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

TOPIC	COMMENT
General	I am mad about the reluctance of councillors to make BRAVE decisions i.e. closure of small schools
General	I am mad about the Bressay bridge
General	I am mad about the Lerwick Port Authority
General	I am mad about the unrealistic SIC aims and costs

Cluster 9 – General feedback from other sources

TOPIC	COMMENT
General	If you could change one thing now that would make the future better in Shetland what would it be? Forge really strong links with our northern neighbours.
General	If you could change one thing now that would make the future better in Shetland what would it be? Put in place a council which would behave prudently, financially
General	If you could change one thing now that would make the future better in Shetland what would it be? Curb SIC spending
General	If you could change one thing now that would make the future better in Shetland what would it be? Back to basics
General	What are we excellent at now? Innovation and resourcefulness
General	What are we excellent at now? Maintaining public services.
General	What are we excellent at now? Spending money
General	What are we excellent at now? Marketing our identity
General	What are we excellent at now? Nil. Throwing money away e.g. salmon
General	What are we excellent at now? Discussing.
General	What are we excellent at now? Road treatments
General	What are we excellent at now? Service Provision.
General	What are we excellent at now? Spending money
General	What are we poor at now? Saving money, too many jobs going to incomers

General	High quality social care; innovative new businesses such as COPE, Most of the work of Shetland Amenity Trust - renovation of buildings, recycling projects, archaeology, etc. Showing concern for others - Shetland Aid Trust, Dogs Against Drugs etc.
General	What are we poor at now? Guarding our wealth and resources for the future
General	What are we poor at now? Management of financial resources
General	What are we poor at now? Direct Action
General	What are we poor at now? Common sense
General	What are we poor at now? Not employing people with organised accommodation at a decent price.
General	What are we poor at now? Acting - putting into practice
General	What are we poor at now? Poor service
General	What are we poor at now? Too many reorganisations (SIC)
General	What are we poor at now? Forward planning
General	Danger 5 and 30 years? Bureaucratic Inefficiency
General	Danger 5 years? Complacency
General	Danger 30 years? Depopulation
General	Danger 5 years? Demographics. Depopulation coupled with an ageing resident population.
General	Danger 5 years? Inaction and following the values coming from Westminster and Brussels.
General	Danger 30 years? Depopulation, because of the above. Plus more and more council employees making more and more paper work for us (normal people).
General	Danger 30 years? Depopulation.

General	Danger 5 years? Poverty, people helping with ideas which wont lead to employment.
General	Danger 30 years? Organisations trying to take control of the reins to scope their own future.
General	Danger 5 years? Complacency and councillors without enough financial and business acumen for the job.
General	Danger 5 years? SIC spending all our welfare trust money.
General	Given the recent debacle over education and the ongoing saga over support for fishing industry the way both have been handled does not breed confidence in the main statutory body the SIC via our elected representatives. However to be positive for Shetland to have a future it has to adopt a more outward looking posture and the first thing to get right is the transport/identity with mainland Scotland.
General	Given all the doom and gloom the reality is that as an island we can easily fall into the trap of isolation but over the next 5 years we must become more European and more diverse our growing industries have to be supported and the funding has to be found by clearly accessing Europe both as a funder but also as a market for our enterprise the SIC should plan its investment in its greatest resource its people train them reward them and they will stay and create wealth the current approach not seeing beyond the next year will not work perhaps a 2020 strategy in line with the NHS might not go amiss
General	The SIC ferry timetable is impossible to decipher. 10 out of 10 for getting all the ferry details onto one sheet of A4 paper!! I would like to see the councillors try to get to Fetlar and back again

	without using the booking office.
General	The silliest thing going on in Shetland is that Councillors are unable to make decisions about saving money. They cannot decide to close schools despite the fact that the pupils will still be offered excellent education but at a more reasonable cost to Shetland as a whole. This is shortsighted and will result in reserves disappearing.
General	The current population of Shetland has been in decline now for some years, why are we not making Shetland a more desirable place to live and visit. As the population drains away so does the economy. Why can we not adopt a more common sense approach to financial matters and stop the criminal waste of money on such things as Park Gates, Bridges, Cinema/music complexes and other such white elephants. Why can some of this money not be channelled into reducing council taxes and subsidising air fares to induce more people into coming and staying in Shetland
General	Is Shetland distinct? It depends where you compare it to. It's distinctive from, let's say, Manchester or rural France, but it's very similar to agricultural/rural areas at what is nowadays considered 'remote' or 'on the margins', with a strong coastal tradition such as the Faroe Islands, Norwegian coastal islands, Falklands/Malcinas or even Patagonian or New Zealand Coast. They all have distinctive cultures, but are remarkable similar to each other!

General	Lots of things make Shetland distinct but creeping EU harmonisation, stifling health & safety regulations, waste of money Scottish Parliament, weak leadership from local politicians and an unfair social, Environmental & legal systems all contribute to the rapid dilution of the distinctive Shetland
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