

# SHETLAND'S LOCAL PLACE PLANS

## Leaflet 6 - A Local Economy and Employment Perspective

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### Why should we think about local economy and employment?

A strong local economy supports jobs, services, and community resilience. Planning decisions about land and buildings can help businesses thrive, create opportunities, and keep wealth in the community.

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### How does this affect land use and buildings?

- Space for businesses, workshops, and home-based enterprises
  - Locations for markets, tourism, and creative industries
  - Infrastructure for transport, digital connectivity, fishing, aquaculture, and renewable energy sectors
  - Affordable premises for start-ups, community and social enterprises
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### Key concepts:

- **Local Jobs:** Supporting employment close to where people live
  - **Diverse Economy:** Encouraging a mix of sectors (fishing, energy, tourism, crafts)
  - **Sustainable Growth:** Balancing economic activity with environmental and social goals
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### What does this look like in Shetland?

- **Fishing and aquaculture** remain key employers needing harbours and processing facilities
  - **Renewable energy projects** create opportunities but also require careful land use planning
  - **Tourism and heritage** need visitor facilities without harming local character
  - **Remote working** is growing, requiring good digital connectivity and flexible spaces
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### Things to think about when planning land and buildings:

- Are there sites for small businesses or workshops?
  - Might live-work units be an option?
  - Can vacant buildings be reused for enterprise or co-working?
  - Are there spaces for markets, events, and tourism services?
  - How can digital connectivity support remote work and innovation?
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**Examples:**

- Convert unused buildings into co-working hubs
  - Allocate land for small-scale workshops or craft units
  - Encourage serviced plots for local food production or marine businesses
  - Improve broadband to enable home-based businesses
  - Explore and support the diversification of existing businesses
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**For information and support:**

- [Business and Licensing – Shetland Islands Council](#)
  - [Shetland | HIE](#)
  - [Rural and Island Businesses - Scottish Rural Network](#)
  - [Rural Business, Novel Insights, NISRIE, Sectors, Innovation, Economy](#)
  - [Rural Business resources for farmers from Farm Advisory Service](#)
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