

## Briefing Note Template

### **Elected Member Briefing – *Promote Shetland***

### **Elected Member Briefing Note Ref. No. 2026-27**

#### **About this Briefing Note**

Briefing by: Thomas Coutts

Date: 27 May 2026

Subject: Promote Shetland

**Public / ~~Exempt~~ / Confidential**

*if exempt or confidential explain risks and consequences.*

#### **Purpose**

This briefing provides an update to Members on the activities undertaken on the Promote Shetland contract. This is an annual briefing from NB Communication.

#### **Background**

Promote Shetland is the Council's approach to destination marketing, and is a collaborative approach to delivering on the aims to attract people to Shetland to live, work, study, visit and invest. The main platform for this delivery is the shetland.org website, alongside national and regional marketing campaigns, social media and engagement with local forums and partnerships.

#### **Key points**

The seminar provided members with an update on Promote Shetland activity from NB Communication for the past year. This included

- Campaigns, including influencer visits, Fire Festival season, the 'Shetland 100' and 'Professions' pages;
- Ongoing activity, including newsletter subscriptions, engagement with local forums, and visitor information development;
- New website content, including Empowering Shetland;
- Update metrics including newsletters subscriptions and social media engagement.

It was noted that this will be the final annual briefing of the current contract, which expires on 31 March 2027. Members were informed that a business case

examining options for future destination marketing from 2027 on will be presented to the Development Committee in September 2026.

### **Overview**

Update on Promote Shetland activity for previous year.

Last modified on: 29 May 2026

### **Contact Details:**

*Thomas Coutts, Executive Manager – Economic Development*

*01595 744 969*

*Thomas.coutts@shetland.gov.uk*

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