
10 YEAR PLAN TO ATTRACT PEOPLE TO LIVE, WORK, STUDY AND INVEST IN SHETLAND



NEIL GRANT, DIRECTOR OF DEVELOPMENT SERVICES

SHETLAND ISLANDS COUNCIL



SHETLAND

- 23,000 people
- 13,500 Jobs
- High average incomes
- Very low unemployment
- Cost of Living 20% to 60% higher than UK average
- 49% of Households in Shetland do not earn enough to live well
- 53% of Households are in Fuel Poverty
- Our population is aging at a faster rate than the rest of Scotland

Need an additional 1,500 new young people in the next 10 years to balance our demographic profile with Scottish average.



SHETLAND

Seafood Industry
circa £400m

Oil & Gas, Decommissioning
circa £100m

Shetland Economy
£1.1b

Tourism
circa £30m

Agriculture
circa £30m

20% of businesses struggle to fill vacancies



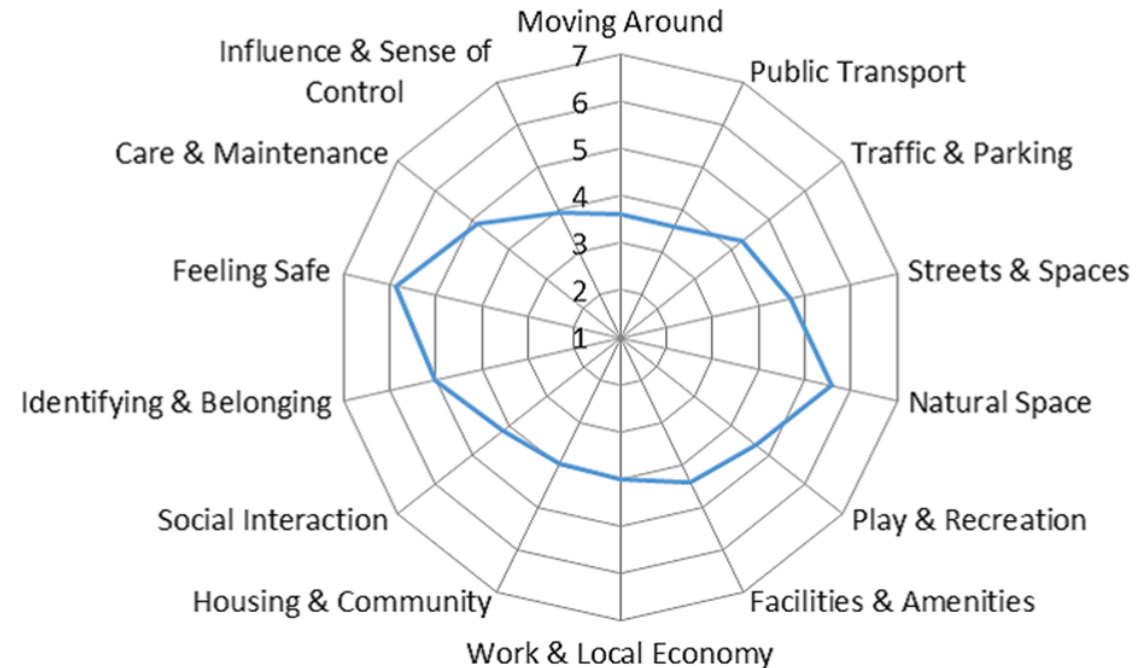
SHETLAND PLACE STANDARD

Average Rating Shetland

1: A lot of room for improvement

7: No improvement

- Priorities for improvement:
 - Public Transport
 - Work and Local Economy
 - Housing & Community



HOUSING



- Around 7 in 10 do not think there is an appropriate choice of housing to buy (69%) or rent (73%) compared to 57% and 53% regionally
- Good access to housing is ranked the single most important issue by Shetland's young people in making the Highlands & Islands a more attractive place to live
- Less than 1 in 4 (24%) believe living costs are affordable, compared to 41% across the Highlands & Islands
- The cost of living is felt most acutely in Lerwick, where just 1 in 7 (14%) consider it affordable



SHETLAND'S PARTNERSHIP PLAN (LOIP)

Our shared vision

“Shetland is a place where everyone is able to thrive; living well in strong, resilient communities; and where people and communities are able to help plan and deliver solutions to future challenges” a place where everyone is able to thrive; living well in strong, resilient communities; and where people and communities are able to help plan and deliver solutions to future challenges”

The Community Empowerment (Scotland) Act 2015 requires all Community Planning Partnerships to produce a Local Outcomes Improvement Plan (LOIP)

Shetland's Partnership Plan 2018-2028

Working together to improve the lives of everyone in Shetland

Consultative Draft - December 2017

 Participation	 Place
 Money	 People

Local Outcomes Improvement Plan for Shetland 2018 to 2028



OUR *SHARED* PRIORITIES

PEOPLE

Individuals and families can thrive and reach their full potential

PLACE

Shetland is an attractive place to live, work, study and invest

MONEY

All households can afford to have a good standard of living

PARTICIPATION

People can participate and influence decisions on services and use resources

LOCALITY PLANNING

Locality planning enables communities and partners to find innovative solutions to key challenges



KEY PRIORITIES

- Local Development Plan: Shetland Transport Strategy: Local Housing Strategy: Shetland Economic Strategy: Tertiary Education Research and Training Plan
- Talent attraction, and retention
- Housing, of the right type in the right place
- Master Planning: Staneyhill, Knab site, Scalloway Making Places Initiative, Yell Sound Marine Master Plan, Islands with small populations
- Investment
- Islands Deal



HOW WILL WE MEASURE SUCCESS?

- Creation of 700 new private sector jobs
- A more balanced demographic profile in line with the Scottish average
- Grow FTE student population by 20%
- Annual apprenticeship registrations rising to 175
- 'Place Standard' – how people in Shetland rate Our Place

