



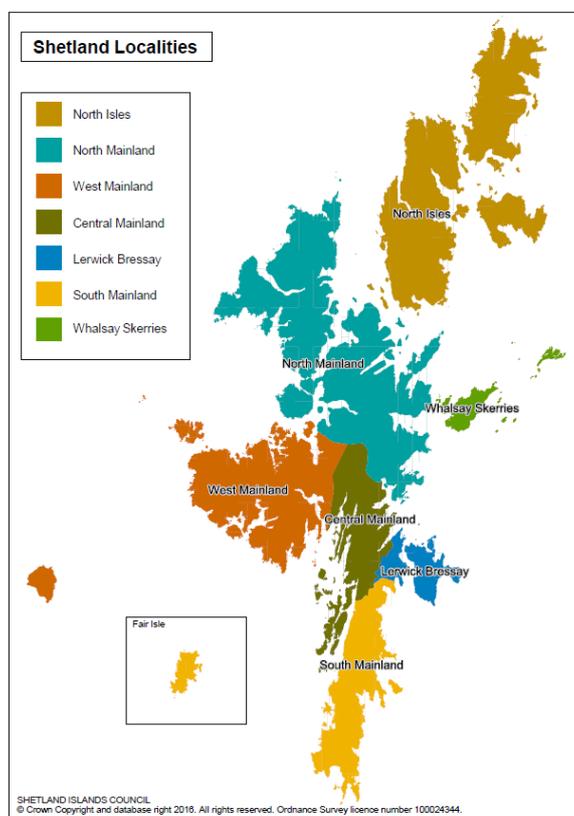
SHETLAND

OUR PLACE

Place Standard Final Report

March 2017





Why place is important

Both instinct and research tell us that the places where we spend our time have an important impact on our lives. The way a place looks, functions and feels can influence everything from our health and wellbeing to the opportunities we can access. In addition, improving the quality of places can help to tackle inequalities.

From our perspective, understanding the existing and potential strengths of a place can inform good decision-making. This allows us to target resources where they are most needed so that we can deliver better results over the long term.

We all aspire to live in a good place and, in our own way; we are all striving to improve our place. In Shetland, we are lucky to live in a place with outstanding qualities and it is important to both conserve those qualities and improve those things which aren't up to scratch.

The Shetland *place standard* consultation

In order to conserve and improve places in Shetland, it is vital to

- establish what people think about their place
- give people the chance to say what should be improved
- identify how best to make improvements.

The nationally developed *place standard* approach was chosen as the best way of achieving the above by invite people to rank the place they live against 14 different themes. The *place standard* breaks new ground by focussing on the all important connection between the physical and social environments and how this effects our health and sense of well-being.

Mindful of the need not to overburden the population with too many consultation exercises, the breadth of the *place standard* approach is especially valuable due to the range of information it produces. This makes the *place standard* directly relevant to a wide range of services across the public, private, community and voluntary sectors.

Shetland Islands Council's Development Services Directorate undertook the Shetland *place standard* (SPS) public consultation between 14th June and 10th July 2016.



Who Took Part

939 people provided valid responses and made 4,840 individual comments. The consultation has provided a large amount of very valuable information. It constitutes a significant public engagement exercise and is being both evaluated and emulated at a national level.

The findings show that responses by locality were broadly in proportion to their share of the total population. Responses were received from all community council areas.

Locality	Community Council Areas	Population (Census 2011)	% Population by Locality	Number of Place Standard Responses	% Responses by Locality
Central	Scalloway; Burra & Trondra; Tingwall, Whiteness & Weisdale	3,905	17%	175	19%
Lerwick & Bressay	Lerwick; Bressay	7,331	32%	242	26%
North	Delting; Nesting & Lunnasting; Northmavine	3,282	14%	113	12%
North Isles	Yell; Fetlar; Unst	1,659	7%	82	9%
South	Dunrossness; Sandwick; Gulberwick, Quarff & Cunningsburgh;	4,046	17%	197	21%
West	Sandness & Walls; Sandsting & Aithsting	1,809	8%	76	8%
Whalsay & Skerries	Whalsay; Skerries	1,135	5%	54	6%
Total		23,167	100%	939	100%

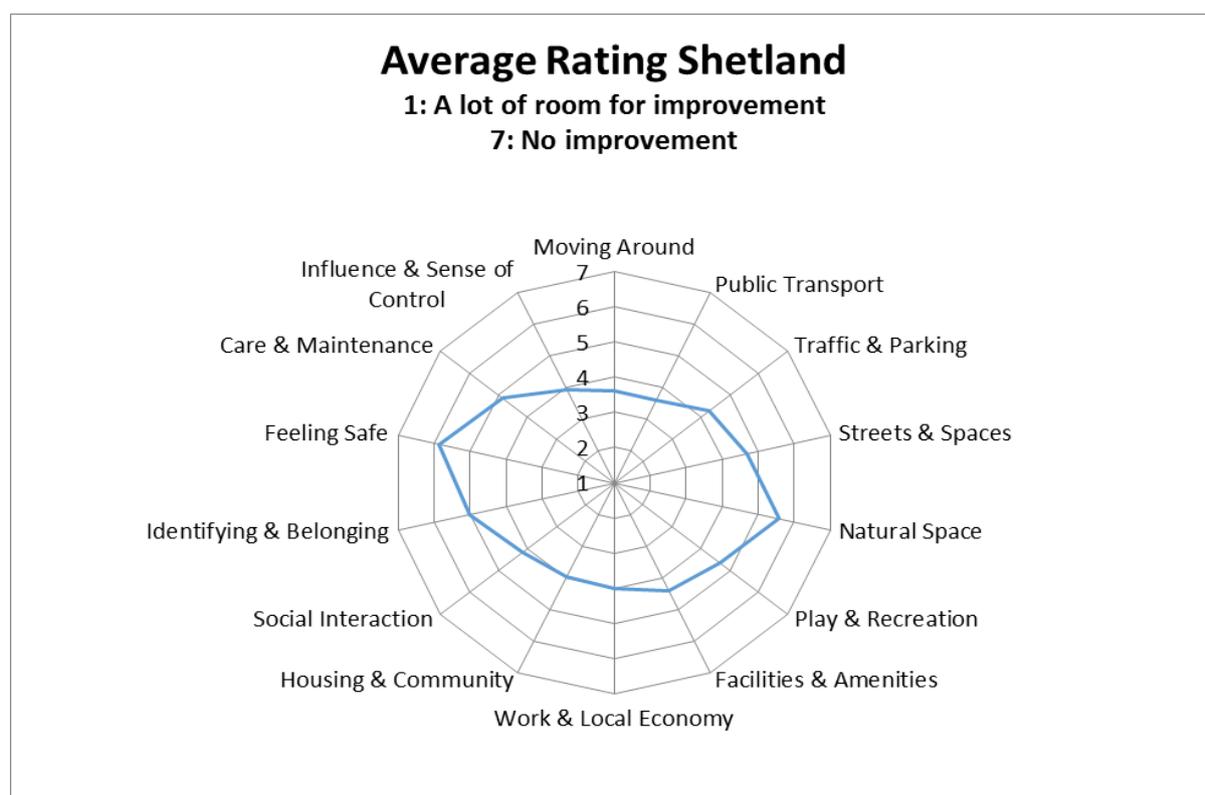
The age split of respondents is shown in the table below.

Age Breakdown	No of Respondents	%
16-24	71	7.6%
25-34	120	12.8%
35-44	207	22.0%
45-54	246	26.2%
55-64	180	19.2%
65-74	87	9.3%
75+	28	3.0%
Total	939	100.0%

Of those who completed the survey, 605 were female (64%) and 334 were male (36%).

What Shetland said – Overall Summary

The overall result can be depicted using the diagram below, which shows the average rankings of the total number of respondents across the whole of Shetland. The closer the line is to the centre, the more improvement respondents feel is needed. A description of each of the 14 themes can be found from page 9.



Gender Analysis -Females are generally more positive about the place that they stay. The themes that females rate more highly than males are Work & Local Economy, Influence & Sense of Control, Streets & Spaces, Housing & Community.

Age Analysis - For those aged 16 to 24, Influence & Sense of Control was chosen as the area where most improvement is required, followed by Public Transport, Work & Local Economy and Social Interaction. This age group chose Feeling Safe as the theme, which needed the least improvement, preceded by Natural Space and Identity & Belonging.

For the 25 to 74 age group, Public Transport was chosen as where most improvement is needed, followed by Work & Local Economy, Housing & Community, Influence & Sense of Control and Moving Around. This age group chose Feeling Safe as the theme which needed least improvement, preceded by Natural Space, Identity & Belonging and Care & Maintenance. This age group shows the lowest level of satisfaction, but this is a much larger group covering a wider span of ages than the other two.

Those over 75 chose Public Transport as where most improvement is needed, followed by Work & Local Economy and Play & Recreation. This age group chose Feeling Safe as the theme which needed least improvement, preceded by Care & Maintenance and Housing & Community. This age group shows the greatest level of satisfaction across them all.

Locality Analysis – Considering the groupings, the themes included in the Environment grouping are viewed as needing the least improvement. Natural Space was ranked highly as needing the least improvement in all localities. The theme requiring the most improvement was Streets & Spaces with Whalsay & Skerries ranking this the lowest.

Within the Community Grouping, the theme needing least improvement across all localities was Feeling Safe. The theme where most respondents identified the most improvement needed was Influence & Sense of Control which was particularly in Whalsay & Skerries.

Within the Economy Grouping, there was the greatest variation across the localities with respondents in Lerwick & Bressay, Central and South identifying the least room for improvement and Whalsay & Skerries and North Isles identifying the most need for improvement.

Overall, respondents felt that the most improvement was required within the Connectivity Grouping. Traffic & Parking was the area which required least improvement. Public Transport and Moving Around were equally identified as needing the most improvement with remote areas reporting the highest need for improvement.



Analysis by Age Band

The differences between localities are best shown using the tables below. The 14 *Place Standard* themes have been grouped into four categories – Community, Economy, Connectivity and Environment. This allows related themes to be considered together.

The average ranking by *place standard* theme and age group is shown in the table below.

Community	Shetland Average	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Housing & Community	4.0	4.3	3.9	4.0	3.8	3.8	4.2	5.6
Facilities & Amenities	4.4	4.3	4.4	4.4	4.4	4.4	4.4	5.1
Play & Recreation	4.7	4.3	4.7	4.7	4.5	4.9	4.8	4.6
Social Interaction	4.2	4.2	4.2	4.3	4.1	4.1	4.1	5.1
Influence & Sense of Control	3.9	4.0	3.8	3.9	3.8	4.0	4.1	4.9
Identifying & Belonging	5.0	5.2	4.9	5.1	5.0	4.9	4.9	5.4
Feeling Safe	5.8	5.7	5.6	5.8	5.9	5.9	5.9	6.2
Average	4.6	4.6	4.5	4.6	4.5	4.6	4.7	5.3

Economy	Shetland Average	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Work & Local Economy	4.0	4.2	4.1	4.1	4.0	3.8	3.7	4.2
Average	4.0	4.2	4.1	4.1	4.0	3.8	3.7	4.2

Connectivity	Shetland Average	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Public Transport	3.6	4.1	3.7	3.6	3.6	3.3	3.6	4.1
Moving Around	3.6	4.5	4.1	3.3	3.5	3.4	3.7	4.5
Traffic & Parking	4.3	5.1	4.4	4.0	4.3	4.1	4.0	4.8
Average	3.8	4.5	4.0	3.6	3.8	3.6	3.8	4.5

Environment	Shetland Average	16 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Natural Space	5.6	5.4	5.7	5.5	5.7	5.6	5.5	5.3
Streets & Spaces	4.7	5.1	4.7	4.5	4.7	4.6	4.9	4.9
Care & Maintenance	4.8	5.1	4.8	4.7	4.9	4.8	4.7	5.6
Average	5.0	5.2	5.1	4.9	5.1	5.0	5.1	5.3

Key	1.0-1.9	2.0-2.9	3.0-3.4	3.5-3.9	4.0-4.4	4.5-4.9	5.0-5.4	5.5-5.9	6.0-6.4
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More Improvement Needed -----Less Improvement Needed

Analysis of Rankings by Locality

The tables below show the average rankings by locality for each of the 14 *place standard* themes.

Community	Shetland Average	Central	Lerwick & Bressay	North Mainland	North Isles	South Mainland	West Mainland	Whalsay & Skerries
Housing & Community	4.0	4.4	3.7	3.5	4.4	4.2	3.9	3.5
Facilities & Amenities	4.4	4.6	4.5	4.3	4.3	4.5	4.3	3.9
Play & Recreation	4.7	4.8	4.7	4.2	4.7	4.8	4.6	5.0
Social Interaction	4.2	4.3	4.3	4.0	4.3	4.2	3.9	3.8
Influence & Sense of Control	3.9	4.1	3.9	3.8	4.3	4.1	3.6	2.7
Identifying & Belonging	5.0	5.1	4.8	4.9	5.3	5.1	5.1	5.2
Feeling Safe	5.8	6.0	5.4	5.8	6.2	6.1	6.0	6.0
Average	4.6	4.7	4.5	4.4	4.8	4.7	4.5	4.3

Economy	Shetland Average	Central	Lerwick & Bressay	North Mainland	North Isles	South Mainland	West Mainland	Whalsay & Skerries
Work & Local Economy	4.0	4.3	4.4	3.7	3.3	4.1	3.7	2.7
Average	4.0	4.3	4.4	3.7	3.3	4.1	3.7	2.7

Connectivity	Shetland Average	Central	Lerwick & Bressay	North Mainland	North Isles	South Mainland	West Mainland	Whalsay & Skerries
Public Transport	3.6	4.0	3.8	3.3	3.1	4.1	3.2	1.7
Moving Around	3.6	3.4	4.1	3.5	3.5	3.6	3.6	2.8
Traffic & Parking	4.3	4.3	3.9	4.7	4.8	4.5	4.1	3.7
Average	3.8	3.9	3.9	3.8	3.8	4.1	3.6	2.7

Environment	Shetland Average	Central	Lerwick & Bressay	North Mainland	North Isles	South Mainland	West Mainland	Whalsay & Skerries
Natural Space	5.6	5.7	5.2	5.4	5.9	5.9	5.9	5.3
Streets & Spaces	4.7	4.8	4.4	4.8	4.8	5.0	5.0	3.9
Care & Maintenance	4.8	5.3	4.6	4.8	4.7	5.0	4.8	5.4
Average	5.0	5.3	4.7	5.0	5.1	5.3	5.2	4.8

Key	1.0-1.9	2.5-2.9	3.0-3.4	3.5-3.9	4.0-4.4	4.5-4.9	5.0-5.4	5.5-5.9	6.0-6.4
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More Improvement Needed -----Less Improvement Needed

Comment Analysis

In addition to the quantitative data obtained, all respondents had the opportunity to contribute comments for each of the 14 *place standard* themes. A total of 4,840 comments were made and this section summarises the key issues raised in those comments for each of the 14 themes.

Community



Housing & Community – Provision of a well-integrated mix of quality homes that support a range of household sizes and people of different ages and incomes and contributes to a positive local environment.

Housing and Community Key Issues:

- Limited availability of smaller housing units
- Perceived focus on new housing in Lerwick to the detriment of rural Shetland
- Need to plan and put in place ancillary service provision when building new housing
- Impact of the Oil and Gas Industry on housing costs
- Complicated self-build regulation
- Lack of opportunities for young people to access appropriate accommodation
- Too many unused, under-used and derelict property

Facilities & Amenities – people have access to good quality facilities and amenities including local shops, schools, GPs, nurseries, libraries and places to eat, drink and meet friends.

Facilities and Amenities Key Issues:

- Awareness that a car is vital to access many facilities and amenities
- Limited public transport access in the evenings and at weekends
- Perceived over-reliance on voluntary input to maintain key facilities in rural areas
- Timetabling of activities in Lerwick conspires to restrict access to those relying on public transport
- Limited public toilet facilities throughout Shetland
- Level of service offered by health facilities in some areas is viewed as to low
- Limited range of social and meeting opportunities in rural areas
- Limited range of eating and drinking establishments in Lerwick
- Poor view of the appearance, variety, quality and affordability of retail outlets in Lerwick
- High appreciation of the quality of rural shops – where they exist

Play & Recreation – people have access to a range of spaces and opportunities for play, recreation, leisure & sporting activities.

Play and Recreation Key Issues:

- Appreciation of the number and quality of leisure centre facilities
- Affordability of leisure centres and leisure activities
- Many events in Lerwick finish too late to enable bus and/or ferry travel home
- Maintenance of, and toilet facilities at, play areas
- Limited facilities for teenagers and a desire for a soft play area for toddlers



Social Interaction – provision of a range of good quality spaces and opportunities to meet and spend time with others.

Social Interaction Key Issues:

- Mareel, churches, schools and community halls viewed as valuable assets and greatly appreciated
- Variability in strength of community spirit from area to area
- Understanding of the limitations of what can be offered in rural areas
- Need for more activities and spaces with less focus on alcohol consumption

Influence & Sense of Control – people feel able to participate in decision-making and empowered to make changes that can help build stronger communities and better places.

Influence and Sense of Control Key Issues:

- Concerns over the inclusivity of the decision making process
- Mixed level of satisfaction on the accessibility and effectiveness of elected members
- Perception that the effectiveness of Community Councils varies
- Perceived lack of purpose and powers of Community Councils
- Need to demonstrate that individuals and communities are actually being listened to
- Need to demonstrate the benefits and outcomes of consultation exercises
- Perceived focus on Lerwick to the detriment of the rest of Shetland

Identity & Belonging – promoting a positive place/ community identity where people feel they belong.

Identity and Belonging Key Issues:

- Strong local identity, pride and sense of community
- Plenty going on for willing participants
- Improved signposting needed to heritage, attractions and amenities
- Perception of some erosion of community spirit by reduced neighbourliness
- Perception of underlying inequality
- Wage differentials are exacerbated by the costs of island life

Feeling Safe – reducing crime, antisocial behaviour and the fear of crime.

Feeling Safe Key Issues:

- In general, people feel safe
- Good place to raise children
- Importance of street lighting
- Perception of minimal police action to reduce speeding and drink driving
- Livestock on roads is a hazard in some places
- A reduced sense of security and feeling 'settled' can arise from the withdrawal of key services

Economy



Work & Local Economy – a thriving local economy that provides work opportunities and creates a lively and attractive place where people want to spend time.

Work and Local Economy

- Potential positive impact of fixed links
- Need for decentralisation away from Lerwick
- A need for diversification in the economy
- Untapped tourism potential
- Need for more business start-up support
- Need for affordable childcare
- Need for improved broadband reach, capacity and quality
- Chicken and egg: School closures leading to demographic change or vice versa?
- Need for improved access to work and training for disabled people
- Importance of links with good transport & housing
- Lack of job opportunities and underemployment

Connectivity



Public Transport – people have access to affordable, reliable, well connected and sustainable public transport services.

Public Transport Key Issues:

- Frequency of bus and ferry services
- Affordability of transport
- Distance to bus stops and quality of bus shelters.
- Timetables and service information are not easy to understand
- Integration between services – including between bus and ferry and air
- Need for improved access to health facilities

Moving Around - Walking and cycling are good for both our health and the environment. The design and layout of a place can encourage walking and cycling by providing pleasant and safe routes that connect people to where they want to go.

Moving Around Key Issues:

- Significant comment on the need for new and improved safe cycle and walking access to promote active travel – in both rural and urban areas
- Walkers and cyclists not feeling safe due to traffic speed and driver behaviour
- Requirement for more seating and shelter for walkers and cyclists along key routes
- Need for improved pavements and verges in places

Traffic & Parking - traffic & parking arrangements allow people to move around safely & meet the needs of the community.

Traffic and Parking Key Issues:

- Concern over traffic speeds
- Competition for road use between cyclists, walkers and vehicles in some places
- Safe road-side walking in rural areas
- Parking capacity at some ferry terminals and in some urban areas
- Pedestrian and vehicle access issues on Commercial Street, Lerwick

Environment



Natural Space – People have access to good quality natural space including parks woodlands, fields, streams, rivers and green space alongside paths and roadways.

Natural Space Key Issues:

- New and improved safe access paths and signage required
- Removal or mitigation of barriers such as barbed wire and electric fences
- More outdoor seating
- Concerns over protecting Shetland’s unique natural environment, which is greatly valued
- Need to prioritise incorporating green areas into new development
- Light pollution
- Fear of losing natural resources to development, both housing and wind turbines

Streets & Spaces – Buildings, streets and public spaces create an attractive place that is easy to get around.

Streets and Spaces Key Issues:

- Unattractive and unsightly nature of many elements of the built environment
- Issues regarding fly-tipping and litter in some areas – particular focus on scrapped vehicles
- Preponderance of derelict buildings in rural areas
- Need for more green spaces and public spaces in Lerwick
- Localised concerns relating to gritting, livestock fouling and dog-fouling

Care & Maintenance – Buildings & spaces are well maintained and looked after, residents can get support when needed, and people feel positive about their environment

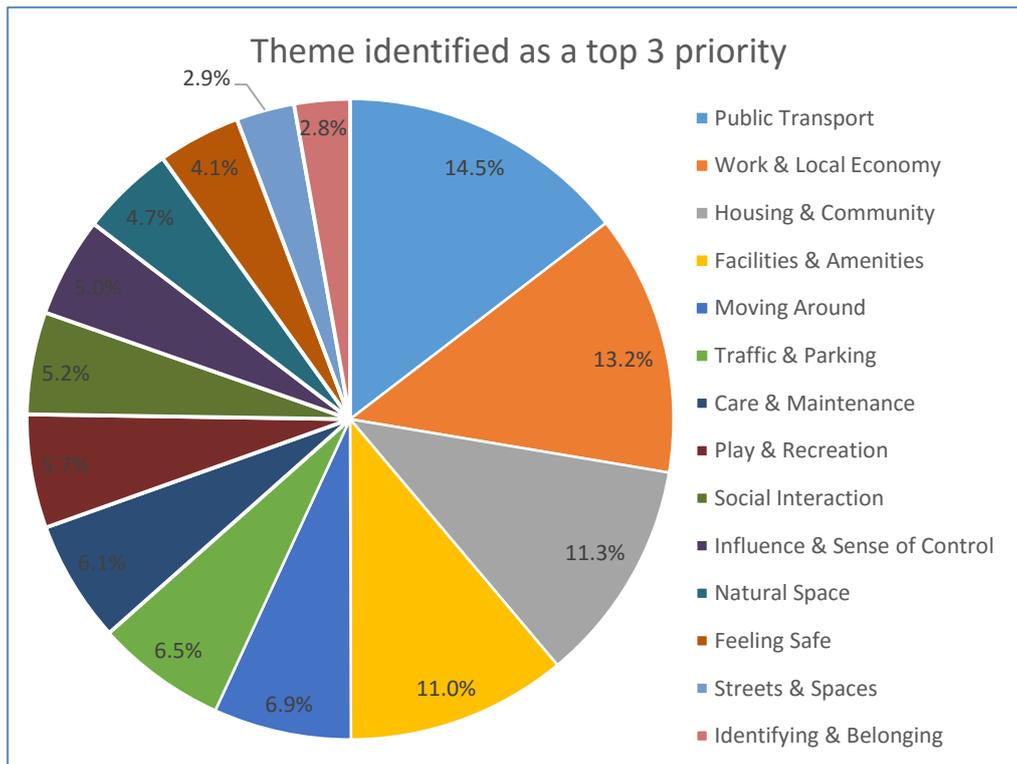
Care and Maintenance Key Issues:

- Perceived potential danger from unmanaged derelict buildings
- Empty spaces used as dumping grounds
- Unsightly abandoned cars
- Domestic, agricultural and industrial litter
- Fly-tipping
- Requirement to bring back community skips
- Perceived problems for disabled people using and accessing pavements in urban areas
- Perceived reduction in recycling opportunities



Shetland's priorities

Respondents were also asked about what their top priorities for improvement would be and 759 respondents chose to rank their priorities as detailed in the chart below. Public Transport, Work & Local Economy and Housing & Communities were identified as the top themes to be prioritised for Shetland. Together with Facilities & Amenities, these 4 themes account for half of the chosen priorities.



What happens next?

The findings are also being shared with communities and stakeholders across Shetland. It is only by working in partnership that we can act to make Shetland an even better place to live, work, study and invest.

In line with the aim of the consultation of improving places in the future, the Council, its partners and other agencies will use the findings of the *place standard* consultation to inform key policies and strategies. These will include:

- Local Outcomes Improvement Plan
- Local Development Plan
- Shetland Local Housing Strategy
- Shetland Transport Strategy
- Shetland Islands Health and Social Care Partnership: Joint Strategic Commissioning Plan

At locality level, the findings of the Place Standard comprise the principle item for discussion at the initial Community Forum meetings held in each locality during late 2016. Community and stakeholder representatives attend these new and important forums. Their purpose is to enable discussion and conversation to take place regarding key local issues.



How to find out more

Further information and the results for Shetland's seven localities can be found at:
www.shetland.gov.uk/placestandard.asp

The response to the consultation has been outstanding but its true success will lie in how its findings are applied.

