

SHETLAND COMMUNITY BENEFIT FUND - BUSINESS PLANNING SUB-GROUP

Conclusions as to Overall Priority Areas

Introduction

The resident and other surveys undertaken by IBP each sought feedback on the importance of a short list of priorities. These priorities had themselves been identified as a “long list” based on IBP’s initial literature review and selected stakeholder consultations (as set out in the “Shetland Today” document) and in the subsequent extensive programme of community and stakeholder consultation.

A key purpose of the surveys was to prioritise these priorities in order to help select which should be included in the ultimate business plan. The questionnaires were tailored to each group - residents and businesses. For residents, there were 12 priorities put to them and for businesses, 8 priorities. Within this, there were 3 broadly similar priorities that were asked of each (relating to young people, broadband and mobile connections, and transport within Shetland).

In each case, respondents were asked to indicate the importance of the various priorities in two ways:

1. By rating the importance of each question on a scale of 1 to 10 (we have called this “overall” importance).
2. By placing the priorities within a “top three” (we have called this “relative” importance).

Analysis of Findings

To help assess the implications of these findings, the business planning sub-group has gone through an exercise where we have scored the results of each survey question such that the top score receives 12 points, the second top score 11 points and so on. We have then aggregated the scores to provide an overall score for each priority.

These results are shown over the page:

Outcome	Overall Importance Rank (Residents)	Relative Importance Rank (Residents)	Combined Residents Score	Combined Residents Rank	Overall Importance Rank (Business)	Relative Importance Rank (Business)	Combined Business Score	Combined Business Rank	Overall Score	Overall Rank
More younger people wanting to stay and / or come back to Shetland	10	10	20	2	11	10	21	2	41	1
Better transport links within and between communities	6	9	15	5	9	9	18	4	33	2
Better broadband and / or mobile phone connections	4	7	11	8	10	11	21	2	32	3
Reduced cost of living in Shetland	12	12	24	1	0	0	0	0	24	4
Better transport links between Shetland and other places	0	0	0	0	12	12	24	1	24	4
Preservation and enhancement of Shetland's natural environment	11	9	20	3	0	0	0	0	20	6
Improved housing supply and affordability	9	11	20	3	0	0	0	0	20	6
Improved employability and skills within the Shetland workforce	0	0	0	0	8	8	16	5	16	7
Reduced poverty and inequality in Shetland	9	5	14	6	0	0	0	0	14	8
Shetland businesses being able to market their businesses more effectively	0	0	0	0	7	7	14	6	14	8

Outcome	Overall Importance Rank (Residents)	Relative Importance Rank (Residents)	Combined Residents Score	Combined Residents Rank	Overall Importance Rank (Business)	Relative Importance Rank (Business)	Combined Business Score	Combined Business Rank	Overall Score	Overall Rank
Shetland being more self-sufficient in things like food, other goods and services	7	6	13	7	0	0	0	0	13	10
Improved access to finance for Shetland businesses	0	0	0	0	6	6	12	7	12	11
More people able to set up new businesses in Shetland	0	0	0	0	5	5	10	8	10	12
Improved performance of Shetland's economy	5	4	9	9	0	0	0	0	9	14
Improved physical and mental health and wellbeing	3	3	6	10	0	0	0	0	6	15
Greater participation in community life	2	1	3	11	0	0	0	0	3	16
Improved arts, cultural, sports and recreation opportunities	1	2	3	11	0	0	0	0	3	16

The top 5 priority outcomes based on the combined score were as follows:

- More younger people wanting to stay and / or come back to Shetland.
- Better transport links within and between communities.
- Better broadband and / or mobile phone connections.
- Reduced cost of living in Shetland.
- Better transport links between Shetland and other places (see comment below).

Two further issues that were relatively close behind were:

- Improved housing supply and affordability.
- Preservation and enhancement of Shetland's natural environment.

For residents specifically, the top issues are broadly similar with some exceptions. Broadband and mobile phone connections are less likely to be prioritised, whereas Each of reduced poverty and inequality and self-sufficiency are ranked higher. Residents' top issue relates to cost of living.

For businesses, the top issue identified relates to transport to and from Shetland. The business planning sub-group has considered this issue further and formed the view that there is a very limited opportunity for the fund to address this and so does not suggest this be considered a priority.

The other top issues for businesses include two priorities that are also of particular importance to residents (transport links within Shetland and young people). The issue of broadband and mobile phone connectivity is also of particularly high importance for businesses.

As IBP's report to SCBF shows, some priorities are seen as more important in more remote parts of Shetland and this should be taken into account in our choice of priorities.

We also consider that some weight should be given to the open-ended comments from the residents survey and, in particular, those comments that pertained to "challenges" for the future. The most common themes were:

- Quality of transport links within and between communities (referenced in 36% of comments in response to this question).

- Challenges for Shetland’s economy (referenced in 31% of comments).
- High cost of living (referenced in 25% of comments).
- Preservation and enhancement of Shetland’s natural environment (referenced in 23% of comments).
- Housing issues (referenced in 20% of comments).
- Encouraging young people to stay and / or come back to Shetland (referenced in 18% of comments).

Business Planning Sub-Group Conclusions

On the basis of the above, the business planning sub-group has concluded that it would be appropriate for the business plan to focus on the following six priorities:

- More younger people wanting to stay and / or come back to Shetland
- Better transport links within and between communities
- Better broadband and / or mobile phone connections
- Reduced cost of living in Shetland
- Improved housing supply and affordability.
- Preservation and enhancement of Shetland's natural environment.

These are the top ranked issues on the basis of the combined scoring set out above (excepting the issue of transport between Shetland and other places, which we propose to exclude for the reasons given above, being that we have concluded there is a very limited opportunity for the fund to address this).

Importantly, we are not suggesting that these priorities themselves be ranked from 1 to 6. All six will be fund priorities. The question of allocation of resources to each will be dealt with as part of the further development of the business plan.

Subject to further discussions as part of the business planning process, it may be that the “environment” priority can be considered to be a “cross cutting” one that is relevant to all of the other priorities.

Summary of Rationale for Main Priorities

The summary rationale for the six “main priorities” is as follows” (

Priority	Rationale
More younger people wanting to stay and / or come back to Shetland	<p>Ranked number 1 in combined scoring</p> <p>Third most important relative issue in residents survey (50% place in top three priorities).</p> <p>Retaining younger people a commonly referenced issue in write-in comments on challenges for the future (18% of comments).</p> <p>Third most important relative issue in business survey (52% place in top three priorities).</p>
Better transport links within and between communities	<p>Ranked number 2 in combined scoring</p> <p>A significant proportion of residents ranked this in their top three most important priorities (46%).</p> <p>People in more remote areas and islands were significantly more likely to rank this as a priority.</p> <p>Quality of transport links the most commonly referenced issue in write-in comments on challenges for the future (36% of comments).</p> <p>Fourth most important relative issue in business survey (37% rank in top three priorities).</p>
Reduced cost of living in Shetland	<p>Ranked number 3 in combined scoring</p> <p>Comfortably the most chosen relative priority in the residents survey (67% placing in top three options).</p> <p>A commonly referenced issue in write-in comments on challenges for the future (25% of comments).</p>
Better broadband and / or mobile phone connections	<p>Ranked number 4 in combined scoring</p> <p>A significant proportion of residents ranked this in their top three most important priorities (45%).</p> <p>People in more remote areas and islands were significantly more likely to rank this as a priority.</p> <p>Second most important issue in business survey (59% rank in top three priorities).</p>

Priority	Rationale
Improved housing supply and affordability	<p data-bbox="603 230 1173 268">Ranked number 6= in combined scoring</p> <p data-bbox="603 304 1332 454">A significant proportion of residents ranked this in their top three most important priorities (57%, making it the second most important relative priority).</p> <p data-bbox="603 490 1311 600">Housing a commonly referenced issue in write-in comments on challenges for the future (20% of comments).</p>
Preservation and enhancement of Shetland's natural environment	<p data-bbox="603 600 1173 638">Ranked number 6= in combined scoring</p> <p data-bbox="603 674 1332 750">A significant proportion of residents ranked this in their top three most important priorities (46%).</p> <p data-bbox="603 786 1380 931">Preservation and enhancement of Shetland's natural environment a commonly referenced issue in write-in comments on challenges for the future (23% of comments).</p>

Shetland Community Benefit Fund
Business Planning Sub-Group
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