



Change O Ert

Three years on ...

Northmavine Development Company

Beginnings of latE

Northmavine gaining Initiative at the Edge status in 2004 was fundamentally built upon the widespread perception that the area had been neglected and forgotten. The population was in decline, and there had developed a high dependency on facilities and employment out with the area. Events such as the closure of local businesses, shops and pubs and the threat of school closures, all added to the sense of decline.

It was against this background that the local Initiative at the Edge Development Group was formed. This group came quickly to the view that the ideal vehicle for putting the Initiative at the Edge programme into operation would be the already existing Northmavine Development Company, which at that time, was relatively inactive.

The main priority was to put together a Development Plan for Northmavine. By December 2004 a highly successful programme of community consultations had been carried out, based on '8 o'clocks' evenings at each of the main community halls in Northmavine. Nearly one quarter of the population contributed to this overall consultation process. Participation by the community in these consultations was highly productive, with a wealth of positive, practical and creative suggestions being put forward.



Original Development Group



Launch of Northmavine Development Plan

There was a clear will to tackle challenging problems and a desire to develop and regenerate Northmavine. These suggestions formed the core themes of the local Development Plan. They testify to the strong sense of community felt throughout the area and reinforced the genuine sense of pride which folk have in Northmavine. The Northmavine Development Plan was launched on 29th May 2005 and covered ten main headings including;

- ◆ Crofting & Fishing
- ◆ Business & Industry
- ◆ Tourism
- ◆ Culture & Heritage
- ◆ Housing
- ◆ Transport,
- ◆ Young People
- ◆ Arts & Crafts
- ◆ Health & Care
- ◆ Environment

Change O Ert

Provided a special resolution is accepted at the AGM, the NDC will transfer all assets and liabilities to a new parent company on 1st February 2008, or when final registration is complete. The proposed company will be known as Northmavine Community Development Company (NCDC) and will be a charitable company limited by guarantee without share capital. The NCDC will remain a community development organisation committed to working with the community of Northmavine and its partner agencies for the social, cultural and economic well being of the community. Membership of the Company is open to anyone, resident in Northmavine, who shares its aims and objectives.

As we approach our third year since launch of the Development Plan and set forth with a *Change o Ert*, we decided to update the plan and consider some of Northmavine's achievements along with projects and issues we intend to address in the future. In line with community input and the Development Plan, our main focus will centre round the issues of Housing, Business Units and Renewables. Work has already started on the housing issue with an empty properties survey and a housing needs survey and will continue dependent on community need and survey results.



Launch of
Tourism Plan



Directors are often very "tied up"!

In order to bring forward projects, our volunteer directors rely on staff members. Although our volunteer directors are committed to the aims and objectives of the company, all are in full-time employment, making the project worker post an essential part of the day to day running of the company. The only direct funding we receive through the latE Scottish Office initiative, pays for office/administration costs and the salary of our project worker.

Income generation is also an important part of our future plans, but as folk are aware, generating large enough amounts of income to contribute meaningfully to community projects will take time. In the meantime we are grateful for our partnership funding package through HIE Shetland, Shetland Islands Council and the Crofters Commission. At present funding is in place until March 2008. Although discussions are on-going for a further 12 months extension to our funding, this has yet to be fully ratified. We are hopeful that the level of input invested in Initiative at the Edge by the community of Northmavine will be recognised by our partners and funding will be awarded to allow us to continue to grow in strength and number as a community.

Business & Industry

We place real value on our existing businesses and are committed to supporting them.

New business may encourage people to move into Northmavine and help create opportunities for those already living in the community.



The Future:

- ◆ Investigate the development of business units.
- ◆ Continue to support community members seeking advice and support for business start up/expansion.



Tourism



Tourism already adds to the Northmavine economy and has the potential to provide further income.

The dramatic Northmavine scenery offers opportunities for employment and diversification.



The Future:

- ◆ Work with Shetland Amenity Trust to help develop interpretation panels at Mavis Grind.
- ◆ Publish a visitor brochure for Northmavine.
- ◆ Erect Orientation boards at Mavis Grind.
- ◆ Complete interpretive plan for Northmavine.
- ◆ Create report from Northmavine visitor survey.

Culture & Heritage

Northmavine has a rich heritage: geological, historical, natural and genealogical.

We are committed to preserving and developing these resources.



Geologists admire the fantastic "storm beach" – Grind O Da Navir

The Future:

- ◆ Continue to support the Geopark Shetland proposal for Shetland and act as a link between the working group and the Northmavine Community.
- ◆ Continue to work with Shetland Amenity Trust to develop Volcanic Trail for Northmavine.
- ◆ Support Interpretation Nort with development of visitor centre.



Housing

Without somewhere to live in Northmavine, the outward drift of our population will continue. To remain in the area, folk need a home.



We will also assist people who wish to relocate to Northmavine in the future.

The Future:

- ◆ Set up a landbank/land register to pinpoint available land available for house sites for people who wish to build their own homes.
- ◆ Evaluate the Housing Needs survey for Northmavine to establish community need for affordable housing.
- ◆ Continue to work with associations such as Hjaltland Housing Association if housing need is identified.
- ◆ Continue and enhance property services on Northmavine website.



Transport

Good transport links are essential in a rural community.

Current transport links need to be protected and enhanced.



The Future:

- ◆ Continue to work with agencies such as ZetTrans in any capacity we are able, to provide information in order to improve and sustain transport services.
- ◆ Explore the feasibility of developing a carshare facility for Northmavine
- ◆ Encourage and support mobile facilities such as the SIC *Playvan*, mobile library etc



Young People

Retention of our young people essential for the future of Northmavine.

We should encourage our younger generation to play a role in the community



The Future:

- ◆ Organise further community projects for young people to ensure inclusion in the community.
- ◆ Build a "green" greenhouse from plastic bottles for community use.
- ◆ Complete the young persons Healthy Meals project.



Martha looks pleased to win the worlds largest lolly!

Arts & Crafts

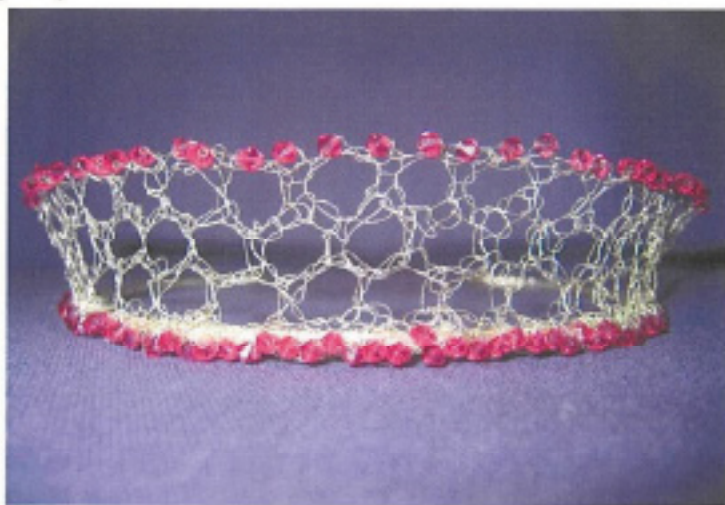
In Northmavine we have a wealth of artistic talent within our community.



Local outlets such as Braewick Café have helped showcase local crafts.

The Future:

- ◆ Market our arts & crafts both nationally and internationally.
- ◆ Utilise the Northmavine website as a marketing tool.
- ◆ Encourage the formation of a Northmavine Craft Producers group.



Health & Care

Health services and programmes within the area are essential to our quality of life.



Sense of community is strong in Northmavine.

Care within the community is vital.

The Future:

- ◆ Encourage health promotion through projects such as *Healthy Meals*.
- ◆ Continue to support opportunities for exercise.
- ◆ Engage with care agencies.



Environment



Our environment in Northmavine is a priceless resource and this should be promoted locally, nationally and internationally. Awareness of the importance and potential of the environment should be increased.

Northmavine has potential for renewable energy. Partnership and community schemes have the potential to produce revenue for community benefit.

The Future:

- ◆ Pursue opportunities for use of community renewables.
- ◆ Protect and enhance visitor sites within our environment.
- ◆ Enhance community recycling/reuse.



Crofting & Fishing

These are important industries to Shetland as a whole, and Northmavine.

Our priorities are to support, encourage and enhance existing industries and encourage new developments.



The Future:

- ◆ **Explore the creation of crofts or land purchase to provide sites to allow people to set up smallholdings.**
- ◆ **Seek ways to add value to meat and fish products**



Some of Northmavine's achievements

- Local Project Worker
- Development Plan
- Tourism group established
- Tourism Action Plan for Northmavine
- Re-Development of Mavis Grind
- Picnic Benches at Mavis Grind
- Sign for Northmavine
- Empty Houses Audit
- Housing Needs survey
- Crofters group established
- Community Website
- Da Young Eens fae Nort established
- Young peoples version of Development Plan
- Events/Workshops held for young people
- Afore da Doors community archive
- Childcare Needs report
- Sustaining a Healthy Community For Northmavine* published
- Renewables Audit
- Support given to potential business start ups
- Support given to community groups
- Introduction of monthly Playvan
- Interpretation Nort* established
- Economic benefit through using local labour for projects

