

A scenic sunset over a body of water. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is filled with dark, silhouetted clouds. In the foreground, there are dark silhouettes of hills and a small structure on the right side.

Initiative at the Edge

Northmavine Development Plan 2005

*Northmavine ...
where community counts ...*

Northmavine Development Company
Working in Partnership

The issues facing Northmavine

The population of Northmavine is one of the most peripheral on the mainland of Shetland, and whilst the geographical area represents some 22% of the landmass of mainland Shetland, the population, of 841, is just 4% of the total.

The population of Northmavine is in decline, and there is a high dependency on facilities and employment outwith the area. Northmavine needs the resources to reverse these trends, and regeneration is seen as playing a key role in helping to stabilise and even increase the population.

There is a very demanding task ahead of us. But the alternative is to do nothing, and allow the decline to continue. This is not an alternative we in the Development Group are prepared to contemplate. The community of Northmavine deserves better.



Northmavine's strengths

- A unique cultural heritage and identity.
- An enviable way of life and sense of community.
- A community which is resourceful, caring and creative.
- A spectacular environment and landscape.
- A collective determination to build a stronger future.

Northmavine's opportunities

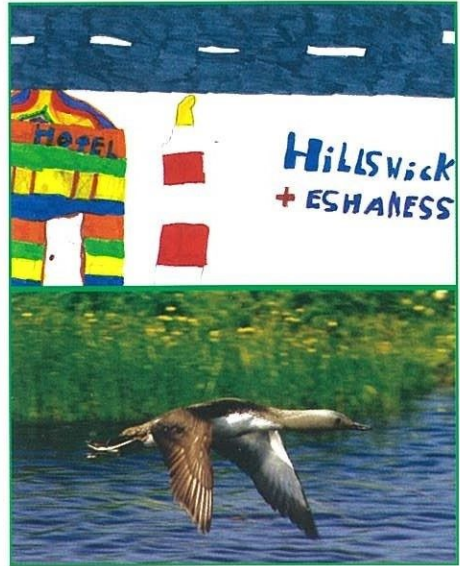
- Initiative at the Edge status.
- A full-time Development Worker.
- A renewed commitment to living and working in Northmavine.
- A renewed commitment to securing the future sustainability of the community.

Our three strategic aims

SOCIAL: To work with the community of Northmavine to reverse population decline and improve services.

ECONOMIC: To develop a diverse and robust economy in Northmavine to meet the needs, skills and aspirations of the community.

ENVIRONMENTAL: To protect and develop the environment of Northmavine, ensuring the sustainable use of its resources.



Developing the plan

The success of the IATE Northmavine development project is dependent on the ongoing support of the community and our partner agencies. This Development Plan could only have been formulated with the active involvement of the community and the cooperation of our partners. We will keep people informed of the progress of the Northmavine Development Plan by:

- Holding a series of annual community meetings.
- Holding regular progress meetings with our partner agencies.
- Distributing regular newsletters along with update articles in the local press and on Shetland Radio.
- Producing an annual progress report.
- Encouraging members of the community to contact the Local Development Worker to discuss any issues relating to those listed overleaf.

Northmavine Development Company

The Northmavine Development Company was originally formed in June 1993. It is a registered company limited by guarantee and not having a share capital. It was set up, very broadly, for the 'benefit of the people of Northmavine.' It does not as yet have charitable status, but this is being considered.

At a specially called Extraordinary General Meeting in July 2004, it was agreed that the recently formed Initiative at the Edge Local Development Group should take over the Articles of Association of the Company and adopt it. Thus the members of the Group became the Board of Directors of the Company.

The purpose of the Company is to put the Local Development Plan, which has been created under the Initiative at the Edge programme from consultations with the community of Northmavine, into operation.

Membership of the Company is open to anyone who shares its aims and objectives.

Local Development Company

Margaret Roberts (Chair)
John Alex Cromarty (Vice Chair)
Geoff Bevan (Secretary)
Davy Murray (Treasurer)
Pete Bevington
Ivor Johnson
Alistair Williamson
Ronnie Johnson

Local Development Worker

Pat Christie
Based at Ollaberry Hall
Tel: 01806 544222
Fax: 01806 544222
Email: christiepat@hotmail.com

Partner Agencies

Councillor for Northmavine
Bill Manson

Shetland Islands Council,
Economic Development Unit
Jennifer Anderson & Linda Coutts

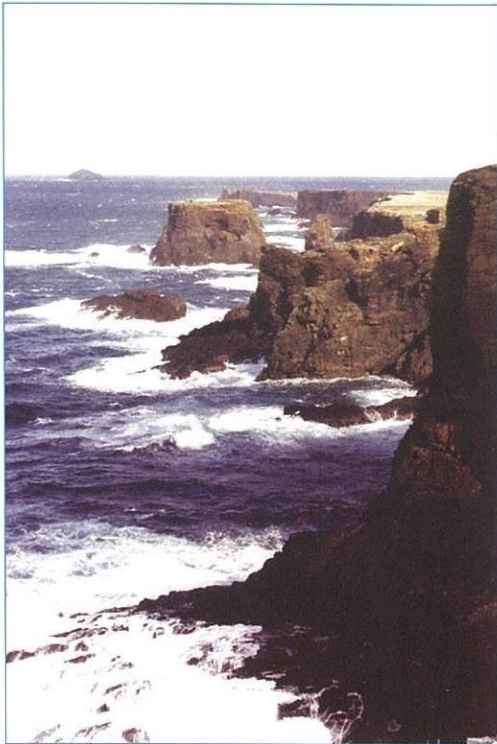
Shetland Enterprise
Sarah Dell

Crofters Commission
Jane Thomas

Shetland Islands Council,
Community Learning & Development
Maureen Stewart

Communities Scotland
Hjaltland Housing Association

Initiative at the Edge and the Scottish Executive
Hugh Donaldson



Printed by SHETLAND LITHO, Gremista, Lerwick. Telephone 01595 742000



Communities
Scotland



THE DEVELOPMENT PRIORITIES

Mission Statement:

We will work with the community and partner agencies to secure the social, cultural and economic sustainability of Northmavine for the benefit of everyone who lives and works in and visits this unique area of Shetland.

TOURISM

We shall seek to:

- establish a Northmavine tourism group to coordinate and develop tourist activity throughout the area;
- pursue the possibility of bringing the St Magnus Bay Hotel into community ownership;
- increase the range and extent of coastal walks, visitor attractions, bōd accommodation, camping sites and visitor facilities;
- identify and capitalise on the business and employment benefits resulting from the development of tourism;
- develop a five-year strategic tourism plan to ensure we maximise the potential for growth, and share in the overall increase of the tourist sector in Shetland;
- work with the Amenity Trust to ensure the development of the Eshaness Lighthouse is included within and compatible with the tourism plan.

BUSINESS & INDUSTRY

The priorities are:

- to encourage business start-ups and ensure entrepreneurs are supported with information, advice and training;
- to improve access to information technology and support the drive to bring broadband to the area;
- to conduct an audit of available business premises in the area and seek to fill any gaps;
- to promote and encourage inward investment opportunities where these are compatible with the aims of the Development Plan.

CROFTING & FISHING

We must:

- recognise the increasingly important role crofting has in the rural stewardship of our environment;
- promote and actively help sustain the existing core industries of crofting, fishing and shellfish production;
- promote opportunities for community development of these activities, helping to prompt new business ventures;
- explore the potential for developing community food processing activities as a means of adding value to local produce;
- exploit the value chain for the primary products of Northmavine;
- encourage the potential for the innovative use of crofting land;
- identify and promote opportunities for the bulk purchasing and storage of agricultural supplies and other activities where communal action can reduce the cost or increase the value derived from crofting and fishing.

CULTURE & HERITAGE

We shall promote culture and heritage:

- through musical and cultural events in the district;
- by interpretative means;
- by conserving and sustaining our built heritage and archaeological sites.

HOUSING

The priorities are:

- to create an accurate record of the housing situation in Northmavine;
- to increase the availability of rented accommodation;
- to set up a land bank of potential housing sites;
- to identify suitable properties for housing usage following renovation.

TRANSPORT

We will examine the needs of:

- people who do not drive;
- people who wish to travel within Northmavine;
- people working outside the area;
- people visiting the area.

YOUNG PEOPLE

The priorities are:

- to make Northmavine a socially and economically attractive place for young people easily to settle;
- to identify and promote opportunities for full-time, part-time, flexible and occasional employment;
- to establish a clear picture of the issues around transport and socialising as they affect young people in the area.

ARTS & CRAFTS

We can take pride in what our small community produces, and celebrate the richness and diversity of our traditional skills by:

- developing more effective marketing of our arts and crafts both within and outwith Shetland;
- encouraging the development of arts and crafts with such things as a Craft Trail;
- ensuring arts and crafts play a role in business and tourism development initiatives;
- encouraging training to learn new skills and ensure quality.

ENVIRONMENT

The priorities are:

- to develop ways to enhance the visual amenity of the area, promoting a cleaner and more attractive environment;
- to encourage a positive attitude towards the removal of eyesores;
- to develop Mavis Grind as the gateway to Northmavine;
- to identify and promote renewable energy projects.

