

# Initiative at the Edge

Northmavine Development Plan 2006

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

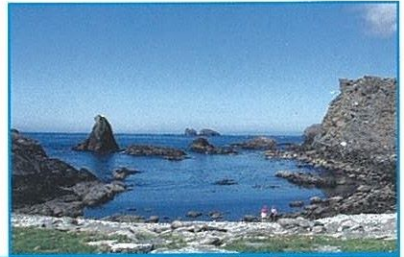
**Northmavine Development Company**  
*Working in Partnership*

# *The issues facing Northmavine*

Northmavine is one of the most outlying areas on the mainland of Shetland, and while the geographical area represents 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 out with the area. Northmavine needs the resources to reverse these trends, and regeneration is seen as playing a key role in helping to stabilize 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
- A sense of community.
- A community which is practical, caring and creative.
- A spectacular environment and landscape.
- A shared goal to build a stronger future.

## *Northmavine's opportunities*

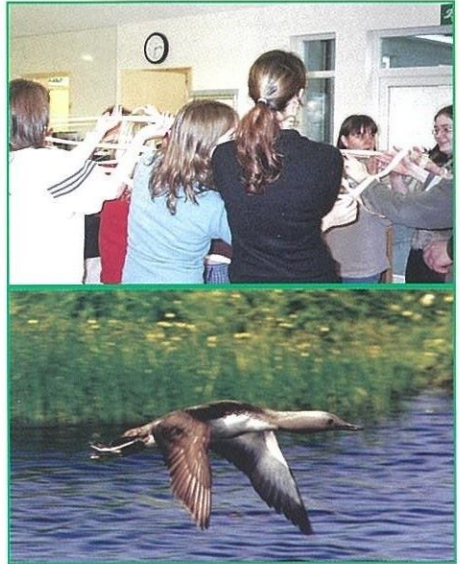
- Initiative at the Edge status.
- A part-time Development Worker and supporting Administration staff.
- A renewed commitment to living and working in Northmavine.
- A renewed commitment to securing the future sustainability of the community.

# 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 co-operation of our partners. We will keep people informed on 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's a registered company limited by guarantee and not having a share capital. It was set up, very broadly, for the benefit of the public of Northmavine. It doesn't 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 sole 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)  
Pete Bevington  
Ivor Johnson  
Alistair Williamson  
Ronnie Johnson  
Maree Hay  
Christina Nicolson

## Local Development Worker

Pat Christie Based at Greenbrae, South  
Collafirth, Ollaberry ZE2 9RX  
Tel: 01806 544222 or 07774492984  
Fax: 01806 544222  
Email: patchristie@btconnect.com

## Partner Agencies

Councillor for Northmavine  
*Bill Manson*

Shetland Islands Council,  
Economic Development Unit  
*Linda Coutts*

Shetland Enterprise  
*Sarah Dell*

Crofters Commission  
*Jane Thomas*

Shetland Islands Council,  
Community Learning & Development  
*Maureen Stewart*

Communities Scotland  
*Hjaltrand Housing Association*

Initiative at the Edge and the Scottish Executive  
*Hugh Donaldson*



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## FUNDING THIS LEAFLET:



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# DEVELOPMENT PRIORITIES

## Da Young Eens View

### Mission Statement:

The Northmavine Development Company will work with the Northmavine community and partner agencies to secure its social, cultural and economic sustainability for the benefit of everyone.

### TOURISM

We shall examine the potential to:

- establish a Northmavine tourism group to co-ordinate and develop tourist activity throughout the area;
- pursue all aspects of the potential for bringing the St. Magnus Bay Hotel into community ownership;
- increase the range and extent of coastal walks, visitor attractions, böd 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 maximize our 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;
- Promote Northmavine's cultural, musical and built heritage through local events and interpretive means;
- Promote and develop Northmavine's indigenous arts & crafts by emphasising quality and encouraging training.

### EMPLOYMENT

The priorities are:

- to encourage business start-ups;
- to provide support, information, advice and training;
- to improve access to information technology;
- to provide workshop accommodation at various locations within the area;
- to conduct an audit of available business premises in the area and seek to fill any gaps;
- Recognise and promote Crofting and Fishing as a core employment in the area.

### HOUSING

The priorities are:

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

### 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

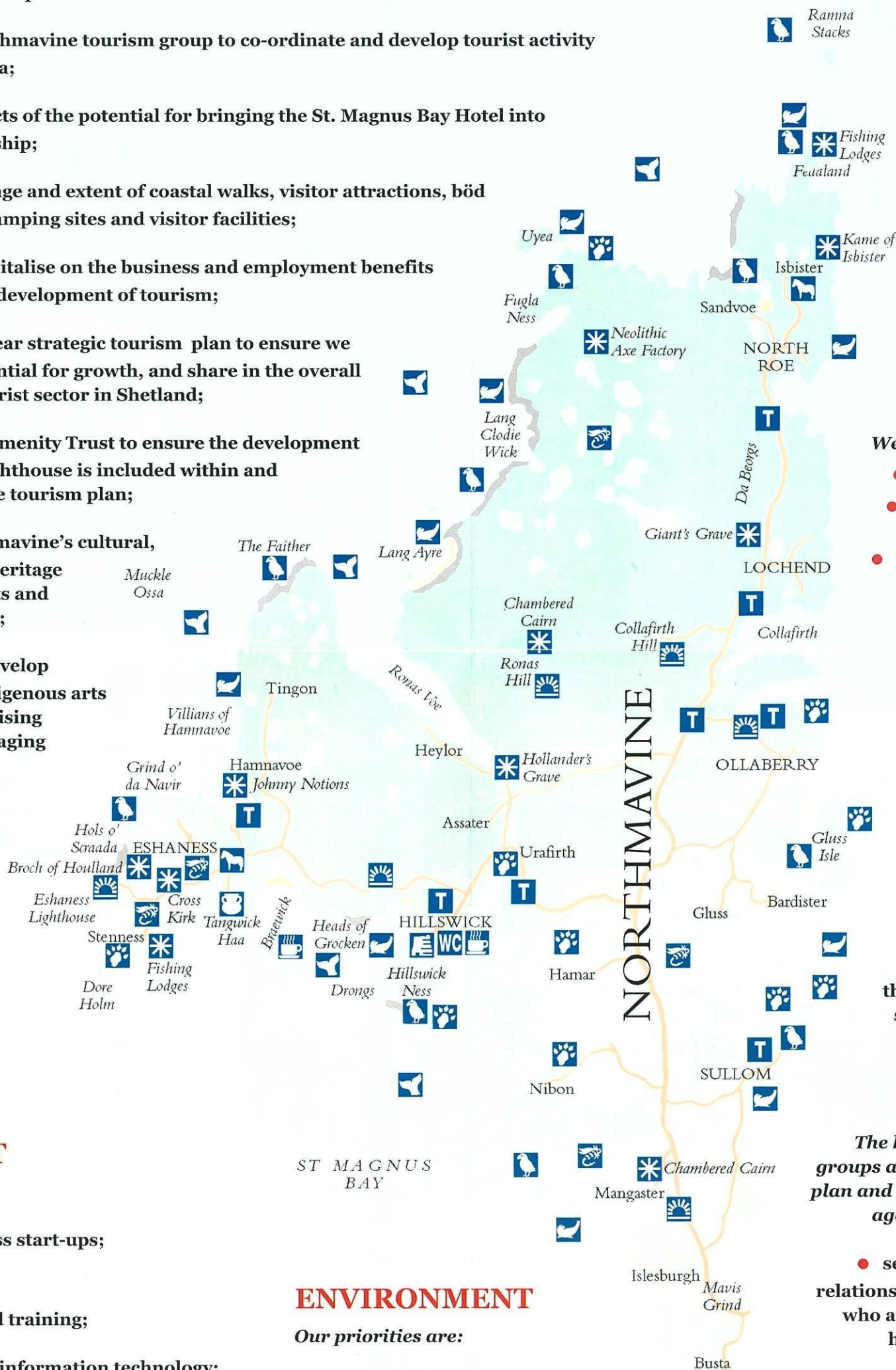
Our priorities are:

- to make Northmavine a socially and economically attractive place for young people easily to settle;
- to set up and establish a Northmavine Youth Group
- establish a clear picture of the issues around transport and socializing as they affect young people in the area.

### HEALTH

The health and welfare of all age groups are central to the aims of this plan and the Development Group will again try to ascertain need by:

- seeking to establish a working relationship with those organisations who are experienced in the field of health promotion in the area.



### ENVIRONMENT

Our 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.

