

Shetland Enterprise approved over £3.3 million in financial assistance for 180 projects, which led to £10.5 million being invested into the islands' economy in 2005-06. We met all our targets and performed strongly, backing 30 business start-ups and 25 business growth projects. Examples included helping Shetland Seafood Quality Control diversify into marine renewables and Bound Skerries Seafood develop organic salmon and seafood processing.

We pursued opportunities for business growth, diversification and inward investment, ahead of offshore platform decommissioning.

We helped 27 groups to improve community facilities. The Initiative at the Edge areas of Northmavine and North Isles made excellent progress with their development plans.

We helped 174 people into or closer to sustainable jobs. This included 72 Skillseekers who started training, 56 Modern Apprenticeships and 28 young people who moved into work, training or further education through the 'Get Ready For Work' programme.

The RAF's withdrawal from Unst created a major challenge, which we responded to by establishing a dedicated team, in partnership with the islands' other economic development providers. We invested in six new business projects: helping oyster and organic salmon businesses to expand; a renewable energy firm to commercialise hydrogen-based technology, and a printing company to relocate.

2005-06 highlights

Helping to develop high level management and leadership skills through a new Institute of Directors development network in Shetland and new SVQs in management.

Developing training courses in starting up a community enterprise and managing projects to improve people's skills to deliver community business projects.

Funding Shetland's first health spa, backing innovative tourism facilities such as the Braewick Café at Eshaness and helping to improve the quality of visitor accommodation.

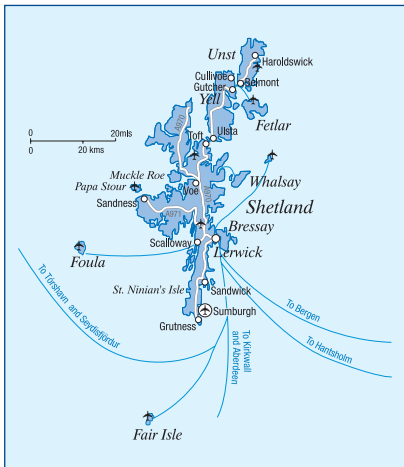
Marketing Shetland's folklore through products themed around Trows – cousins of Norway's Trolls.

Connecting community organisations and helping them develop skills through the Shetland community portal <http://scp.sitekit.net>

Achieving broadband coverage; a pilot training and mentoring scheme helped 10 businesses develop their e-commerce capability.

Attracting EU funding to help install Foula's community energy electricity scheme; and to help Unst-based PURE Shetland design a new hydrogen-powered car and take part in an eco-marathon in France.

Area profile



Population: 22,000

Area: 150,000 hectares

Business start-ups: 3.9 per 1,000 population in 2005

Key sectors: primary industries, construction, transport and communications

2005-06 targets and out-turns

	Target	Out-turn	Performance %	Target 2006-07
Strengthening communities				
New/enhanced community assets	20	27	135	25
Community groups with increased capacity	5	8	160	5
Developing skills and learning				
People supported to move towards and into sustainable work	145	174	120	118
Businesses supported to engage in developing the skills of those in work	65	135	208	60
Growing businesses				
New business starts	30	32	107	25
Business growth projects	25	25	100	20
Making global connections				
Private sector earnings index* (%)	108	120	117	109
Businesses engaging in international business development	5	5	100	10

* This expresses wages in assisted projects relative to average wages in the local area. A value of over 100 indicates higher than average wages.

Priorities for 2006-07

Encourage innovative use of technology and the development of ICT businesses.

Encourage food and drink companies to respond to market needs and find export opportunities; also encourage hospitality sector to use local produce.

Encourage SMEs to adopt renewable energy technologies; support research, development and training in renewable energy and storage.

Support the development of an offshore platform decommissioning industry.

Work with partners to promote Shetland as a visitor destination and develop tourism.

Support colleges and training providers to meet the skills needs of emerging businesses.

Develop an inward investment and jobs dispersal strategy, emphasising fragile areas.



Karen Eunson, chairman



Anne Black, chief executive

HIE Shetland

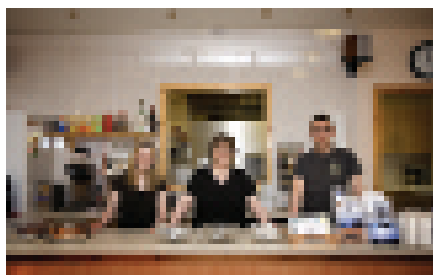
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Case studies



Viking Unst

Shetland Amenity Trust are exploring Unst's Viking past and turning it into a five-star visitor attraction. The long-term plan is to recreate a Viking long house and other visitor facilities to bring alive the island's Norse heritage.



Braewick Café, Eshaness

The Braewick Café is a great new asset to Shetland's tourism industry. Established by Magnus and Christina Nicolson – who run a croft and offer caravan and camping facilities – the café overlooks one of Shetland's most famous views, The Drongs.



Lerwick Fish Traders

We are investing £230,000 in a £3 million project that will enable Lerwick Fish Traders to include smoked salmon in their product range. One of Shetland's largest salmon processors, the firm sells throughout the UK.



Spencie's Tunes

Broadband access and innovative use of technology have enabled Unst fiddler Steven Spence to access a global market through www.spenciestunes.com Steven sells instruments, accessories and specially commissioned original tunes as far afield as the USA.