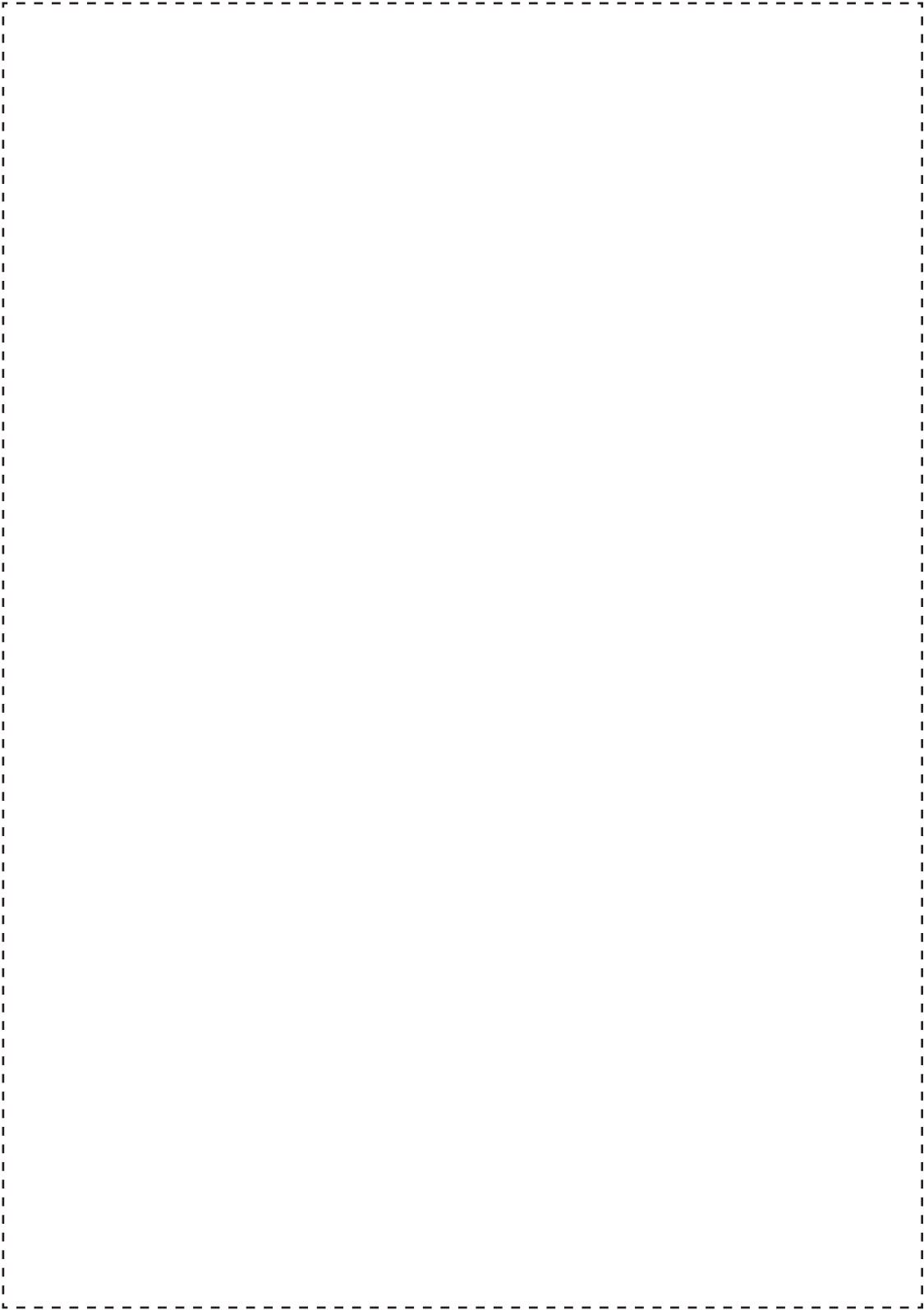


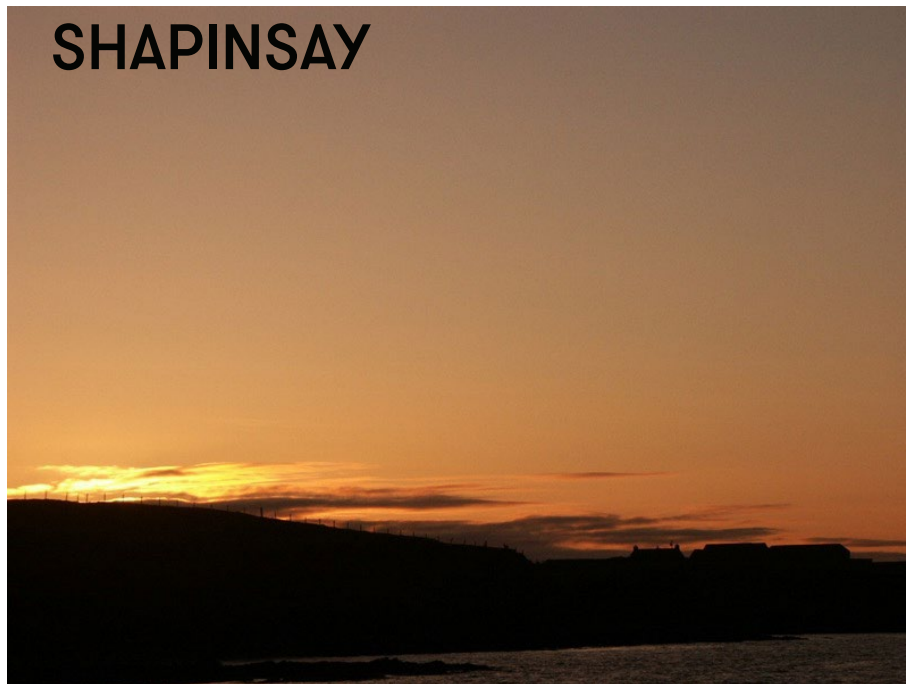
**FUTURE**

**Shapinsay Five Year Plan**

The following document investigates the opportunities and ideas of the community of Shapinsay. Situated at the heart of the Orkney Islands in Scotland the island has big ambitions and aspirations from a grass roots level up. This publication documents these future visions and how they can be achieved.



## 2016 - 2021 SHAPINSAY



The Shapinsay Five Year Development Plan from 2016 to 2021 is a strategic document which outlines the key areas of development as highlighted by the community of Shapinsay through a series of innovative workshops undertaken in November 2015.

The workshops focussed on bringing together what the residents hoped to see happen on their island over the course of the next five years and four key themes came out of the consultations which this document will focus on.

These four themes were as follows:

1. Care and Support
2. A Sustainable Community
3. Infrastructure
4. Tourism

These themes will be discussed in greater detail in the next section as well as specific examples highlighted towards the end of the document. All of these are projects which the community of Shapinsay wish to see taken forward and are very much from a grass roots level.

Although these consultations are undertaken by the Development Trust, and their commissioned consultants, the projects which are highlighted can not all be taken forward by the Development Trust. This document therefore highlights potential projects within the community and identifies who the community might collaborate with to take these projects forward. Some projects for example would require external expertise and engagement.

Shapinsay Development Trust will investigate what projects they can pursue and undertake. The Development Trust will also act as a facilitator for any projects which are taken forward by the community as and where needed.

The document also acts as a piece of work to advertise the creative, dynamic and exciting thoughts, aspirations and aims of the community of Shapinsay.

## CONSULTATIONS



Community consultations were hosted between the 24-26th of November 2015 at a number of different locations to investigate the hopes, aspirations and ideas of the residents of Shapinsay.

A total of 23 people engaged with the main community consultation, 11 people also returned the questionnaire. The questionnaire was also made available online. All 17 pupils of Shapinsay Primary School engaged in the project through a consultation specifically with the Primary School.

With this in mind, and eliminating those who contributed to two of the different forms of engagement, a total of between 40-45 residents of Shapinsay engaged with the project. Due to the questionnaire being anonymous it is

not possible to provide an accurate number.

The first consultation was with the Primary School resulted in a number of practical as well as extravagant ideas from the children. These ideas primarily covered all four of the themes mentioned in the previous section. A consultation was also held with the school children about creating an outdoor teaching space for the school.

As part of the consultation with the Primary School the children assembled a topographical map of Shapinsay together which would be used throughout the remaining consultations.

The second series of consultations, held

on the 25th of November, opened up the consultations to the entire community with people welcome to come from early morning to late into the evening. The topographical model created by the school children was put to good use as over 50 ideas were put onto small green labels (left) which were placed across the map. This consultation was hosted in the community hall.

The final consultation was held at the Shapinsay Development Trust office on the 26th of November where work began to group each of the projects under certain themes and topics as well as hosting further residents from the community as part of the project.



The consultation held at the Primary School was separated into four key parts:

1. Outdoor space workshop
2. Topographical map workshop
3. Future Shapinsay
4. Describing Shapinsay

The consultations were held over the course of a morning which allowed the children of Shapinsay School to learn new skills and have a say on the community in which they live.

#### Outdoor Space Workshop

The first workshop focussed on what the children would like to see made in their outdoor space for outdoor learning and play. 3D models were made by the

children with four different groups of children making their own 'box of ideas'.

The primary school will now seek funding to progress the project and it is advised that the primary school engage with the development trust who can facilitate an application to LEADER funding, potential North Isles Landscape funding and other funding streams including Development Trust Funding (via SWAP fund) for the project to progress.

#### Topographical Map Workshop

The second workshop introduced the primary school to mapping and in particular contour lines and how they represent the landscape. The children initially worked with topographical maps to find key features on the

maps before piecing together the 3D Topographical Map (left). Through this model it was possible to introduce to the community the potential for utilising digital fabrication machines for different uses. It is encouraged that Shapinsay investigate how this has been introduced in other rural locations such as Helmsdale (Timespan).

#### Future Shapinsay

The next part focussed on the children drawing on a map of Shapinsay what their ideas were for a Future Shapinsay.

#### Describing Shapinsay

The children were also asked to write a word(s) which they felt described the island which they live on.



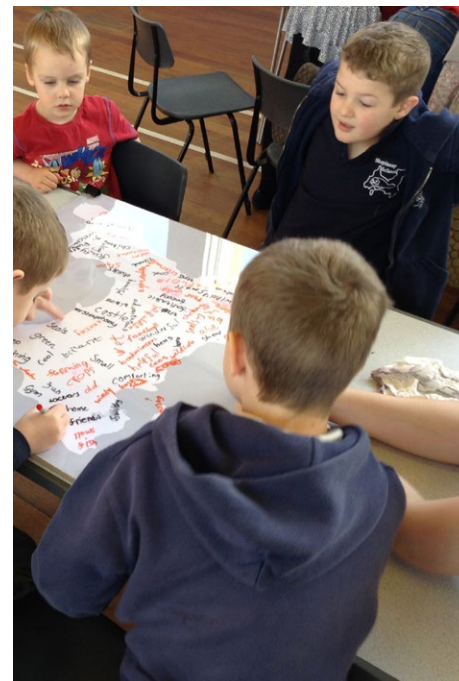
Shapinsay School pupils work with topographical maps



Shapinsay School pupils assembled topographical model of island



Shapinsay School pupils describe their island



Shapinsay School pupils describe their vision for a future Shapinsay



# QUESTIONNAIRE



As part of the consultation for the Shapinsay Five Year Plan 2016-2021 a questionnaire was created and distributed to every household on the island. An online platform was also created so people could contribute their ideas online rather in paper format. A total of 11 questionnaires were returned.

The questions posed within the questionnaire focussed on the different aims highlighted as priorities within the 2011-2015 Development Plan and to determine whether the community felt that the aims had been met. The questions posed were as follows:

## Question 1

How long have you been a resident on the island?

## Question 2

What age are you? (Please circle appropriately)

0-18 19-25 26-45 46-64 +65

## Question 3

As highlighted in the SORTON report, the community of Shapinsay strong supported enabling elderly people to remain on the island. How can we be a more supportive community to ensure this happens?

## Question 4

By utilising local transport links (OOH Ferry and community bus for example) how can we better support the community of Shapinsay?

## Question 5

Do you agree that being a connected island is an important aim for this community? Discuss your opinion.

## Question 6

What should the community aim to provide for young people and their families? Who should we be working with to achieve this?

## Question 7

Do you agree that the community should be working to maximise the potential renewables energies on the island? Discuss your opinion.

## Question 8

If a significant income is achieved due to renewable energy production, what would you like to see the additional money used for to benefit the community?

## COMMUNITY CONSULTATION



The main crux of activity and consultation for the Five Year Plan was undertaken as a community event held throughout the 25th of November in the community centre.

Throughout the day 23 people attended the workshop and contributed their ideas for a future Shapinsay.

The main consultation tool was the 3D topographical model assembled by the primary school on the day before (left), however the children's ideas all written down on the map of Shapinsay inspired a lot of the creative thinking from the adults who attended the consultation.

People were asked to contribute their ideas by writing on small green tags which had the title "In the next five

years Shapinsay will..."

The small green tags worked well and people engaged with the project with a total of over 50 of these tags being placed on the map.

The key themes were all covered this day and then the green tags, the questionnaires and ideas from the children's map were all combined together to inform the main contents of this document.





## FUTURE VISIONS



The next part of the document focusses on what the community would like to see happen within the next five years. Although the community consultation highlighted four main key themes mentioned previously, others were further separated into smaller sub-themes which had been investigated as part of the Development Plan 2011-2015.

The first part of the Future Visions section focuses on these, of which there are eight, before individual proposals are highlighted towards the end of the document.

Some of these visions have an associated montage which has been developed to showcase what each of these projects may look like. The text also

highlights who might be approached to be involved in the strategies from local to national organisations.

Each of the specific future visions comes under different themes and as such these have been highlighted at the start of each piece of text.

Due to the number of potential community designs the community of Shapinsay should prioritise certain projects to be undertaken within the next five years with one from each of the four key themes (Care in the Community, A Sustainable Community, Infrastructure and Tourism) suggested to be held as priorities.

The remaining projects should be approached by people throughout the

community with many of the projects working in tandem with others. A 'champion' from the community for each project should be approached to progress the projects forward from a grass roots level.

The picture to the left is an abstract model of some of the ideas of the School children for a new outdoor space.

## EDUCATION & LEARNING



During consultation with the primary school the main education and learning project which was highlighted was the opportunity to create an outdoor learning and play space where the children can interact with the landscape and environment around them. Support for this idea was also apparent during the wider public consultation.

The residents of Shapinsay also suggested the opportunity to create a series of allotments, polytunnels and community gardens would not only make the community more sustainable but could also be used as an educational tool for the primary school.

Through doing this community vegetables would be created which could be sold at the shop.

One resident also suggested that she and adults to improve their digital skills and also provide a space for interaction, learning and discovery on a number of different topics. It was also highlighted that Shapinsay is leading the way in a number of innovative renewable technology projects and as such these should be used to educate the residents of the island.

The opportunity to develop an ICT facility on the island which is open to anyone has been integrated into the overall design for the Boathouse, the new home for the Shapinsay Development Trust. The Boathouse will also facilitate access to learning opportunities from outside Orkney and the streaming of lectures from UHI and other providers.

This opportunity should allow children



## CULTURE, HERITAGE & THE ENVIRONMENT



Of all of the themes from the 2011-2015 Development Plan, Culture, Heritage and the Environment is the one which remains a key component of almost all of the projects which were suggested throughout this new community consultation.

This theme is most likely 'topical' due to the current question marks surrounding the Heritage Trust, the community's engagement with the environment and Shapinsay's extremely well developed and ongoing cultural connections which are partially derived from past initiatives.

Due to a large part of the population decending from the island a number of the projects suggested were extremely culturally relevant to what

has happened previously within the community and on the island. These projects included creating a functioning Victorian/Vintage Working Farm which would draw in tourists.

Another suggested a 'Men Shed' (BBC Radio Orkney posted on 5th February a local initiative looking for members to join an Orkney branch of the Scottish Men's Sheds Association - <http://www.orkney-mens-shed.co.uk/>) and a series of small industrial units

Others proposed creating poly tunnels and community gardens to grow local produce; and creating a series of cycle routes to be used by tourists and residents to re-establishing a Shapinsay postmark (and in turn an identity for the island which may

include 'Branding Shapinsay'). The environment obviously plays an important role within the community and the overwhelming response from residents is that they would like to see a continued growth of the islands renewable technologies and introduction of new and innovative technologies. This is currently being investigated by the Development Trust with the Wind2Agri scheme looking to use the curtailment from the community wind turbine to manufacture carbon neutral synthetic diesel for agricultural use.

**RECREATION, COMMUNITY  
FACILITIES & LOCAL SERVICES**



Recreational, community facilities and local services was one theme which continued to pop up throughout the consultation be it with the children who would like to see more evening opportunities and classes to others looking at how to create innovative facilities on the island that are not available elsewhere in Orkney and even Scotland.

Shapinsay at the moment has a large number of fantastic clubs and organisations which meet regularly so while all of these ideas are exciting there does need to be a demand for each of them and this can only be determined by canvassing the islands population on which groups and local services they would most like to see.

Local services such as the Out of Hours (OOH) Ferry and community bus were also discussed throughout the community consultation. The main consensus was that each of these services is well delivered and regularly used by different age groups throughout the island.

There were a few people who were critical of these, however considering the size of the population of Shapinsay the services which are provided are above and beyond what most other communities of a similar size within Scotland receive - this is before we consider that Shapinsay is an island community and so these services can only be accessed by those resident on the island while a rural community of similar size may have a catchment

area including smaller communities.

The opportunity to open a restaurant / bar / cafe / pub or combination of the above is also an ambition of the island and something which could be a very strong project due to its opportunity for creating a space for socialising. The Isle of Coll, with a similar sized population as Shapinsay, has two facilities which sell alcohol so there is no reason why a similar initiative should not be considered on Shapinsay.

One of the suggested projects also included bringing ‘mental health support services’ to the island which is something that could be done as a training course for individuals on the island.



## ENTERPRISING COMMUNITY



As has been highlighted throughout this document the island of Shapinsay is indeed a very innovative and ‘enterprising community’. From the idea of turning an animal rescue into a small zoo to educate others about the wildlife of Shapinsay through to creating a series of innovative businesses from a craft centre to a creative bothy, the island is very much a community which works together for the better good.

The main themes showcase this as people within the community are actively investigating new models of care and support for the elderly (a key issue facing the island with an aging population). Also being suggested are opportunities to bring tourists to the island, looking at precedents of how to keep money within the island as well

as use and promote local products and services. Many people throughout the island are active in the pursuit of clean, green renewable energy alternatives from large scale community owned technologies to micro renewable schemes and initiatives such as community gardens.

The consultation continued to highlight these aspirations as everything from hydrogen powered vehicles to new cycle routes were suggested by the community.

Small industrial units were proposed as part of the community consultation which builds on the idea of having an ‘incubator space’ for small businesses. This should be something which is developed and canvassed as there are

a number of small businesses on the island which could take advantage of such an initiative.

Again, the opportunity of creating a Shapinsay brand is something which should be considered and developed. Any product made within Shapinsay then would be promoted through the other product streams happening on the island spreading opportunities for outside organisations/people finding out about the products made on Shapinsay. A website called Go Shapinsay has recently been established to bring together all that the island has to offer.

## YOUNG PEOPLE



In the 2011-2015 Development Plan one of the points brought up under the heading of 'Young People' was the possible establishment of a Children's Council to be linked in with the Eco-School Council. This target has not been made, and although not part of the community consultation should be something which is highlighted as an opportunity which should be further investigated.

On top of this there are a number of projects which the children and adults of Shapinsay would like to see happen which would contribute to a good life for 'Young People' on the island.

These range from creating a Youth Drop In Centre, creche, family area and upgrading the playpark while also

providing another playpark at the north end of the island.

A number of these projects will be directly related to the opening of the 'Boathouse' which will provide dedicated space for anyone from the island to use on a daily basis. With this in mind a community consultation should be held by the Shapinsay Development Trust once the Boathouse is open to further engage with the community on what they would like to see the public space of this building used for.

Some of the suggestions such as a cinema or ICT area may seem fanciful initially, however the Boathouse will provide the opportunity for these activities and services to be explored.

Shapinsay Development Trust should work closely with the school to establish these projects but also engage with the children who go to Kirkwall Grammar School on the Mainland of Orkney. Out of all the age groups to engage with the Five Year Plan project this age group (12-18) was the one which was sorely under-represented and as such this document does not reflect their needs.

# HOUSING



Housing is one of the most important themes within the consultation and one which was also important as part of the 2011-2015 Development Plan.

In the 2011-2015 Development Plan it was highlighted that there should be two key feasibility projects undertaken to progress any housing projects forward:

1. Conduct a feasibility study of a Gateway House.
2. Undertake a land and housing availability study.

Both were started but were never finished or published.

Neither of these studies have been made and as such this target has not been met from the 2011-2015 Development Plan.

With an aging population and a minimal amount of care and support services for the elderly, this should be one of the first priorities and projects which should be undertaken. Most importantly a land and housing availability study should be undertaken.

Shapinsay aims to be an innovative and progressive community and as such has the opportunity to be at the forefront of three major questions facing rural Scotland and its current housing stock:

1. With a number of dwellings on the island structurally intact but non-habitable is there an opportunity to develop a series of innovative, low cost designs which make these dwellings habitable again? Potentially these are only used during the summer months

for tourism purposes and so require minimum heating options and services but still provide a structure for someone to stay in.

2. Can Shapinsay lead the way in a new model of housing which integrates elderly care in the community to provide sustainable homes while opening up opportunities for young families to move in to the larger homes which the elderly leave?

3. Orkney (and Rural Scotland) have pieces of design synonymous with the archipelago/region. One suggestion would be for a new Orkney/Rural Scotland housing type. Could Shapinsay lead the way on this?



## ELDERLY CARE & SUPPORT



Elderly Care and Support has been touched on in previous sections but this problem is something which needs to be addressed not only within Shapinsay but also throughout Scotland and the world.

The population is aging and with that comes challenges of creating sufficient care and support services. An innovative solution however is to provide services which are not only useful to the elderly but also provide local opportunities.

The advantages of a small community such as Shapinsay is that generally the community takes care of each other to a certain extent at the moment - this is often a voluntary action though and if there is an opportunity to provide local care by local people then it should be

one which is embraced. Returning to education, one of the suggestions put forward is for additional adult learning opportunities and as such this could be one of those services.

By utilising the Boathouse as a resource base and a place of learning this idea could become a reality. Similarly, a mental health support service/learning opportunity should be something which is investigated.

It is extremely doubtful that a care home would be financially feasible within the island and so this idea of innovative care and support and potential new housing type (see previous section 'Housing') could be the answer to these questions.

A key phrase used within the community consultation was 'very sheltered housing' and it would be an interesting opportunity to develop plans based on this phrase and what it means to the people of Shapinsay.

# TRANSPORT



At the moment Shapinsay has a very good transport service for such a small community. The transport options range from a public ferry service which runs 6 times per day on a week day with a reduced service on weekends, to an Out of Hours (OOH) Ferry which is subsidised by the Development Trust, to a community bus (another project subsidised by the Development Trust).

The final ferry of the day to Kirkwall departs Shapinsay at 16.45 and the final arrival gets into Shapinsay at roughly 17.50. While some people would like to see the timetable extended later into the evening to allow people to utilise services on the Mainland the OOH Ferry to a certain extent covers this.

Some suggested that the ferry timetable could be restructured to provide a later sailing, however the crew hours are governed by a Union agreement and the EU Working Times directive so any movement on this is unlikely and not something which is being actively pursued by anyone on the island as far as the community consultation could determine.

In terms of recreational transport two aspects were highlighted through the community consultation:

1. Provision of cycle routes and better road surfaces to accomodate cyclists throughout the island. This would in turn encourage tourists to visit the island. Cycle routes have already been established by one member of the

community to encourage people to get on their bike and discover Shapinsay from a different means of transport.

2. As highlighted in the 2011-2015 Development Plan and again through the community consultation, it is suggested that the harbour be made accessible to yachts and appropriate facilities established - the idea would be to create a marina for Shapinsay. This again ties in with the tourism industry.



# INFRASTRUCTURE



Although not included in the 2011-2015 Development Plan the theme of Infrastructure is an important one and one which is highlighted throughout many of the projects suggested as part of the Five Year Plan consultations.

One of the main infrastructure suggestions, which very much divides the island, is whether a fixed link to the Orkney Mainland should be established in the form of a tunnel. Due to there being no economic impact assessment undertaken at this stage it is the strong recommendation that this is investigated further alongside the Orkney Islands Council. This project would have many different hurdles ranging from cultural questions such as what it means to be an islander to how services could be accessed more

easily. All of this must be considered and any decision not solely made on the basis of it being an economically viable option.

Renewable technologies then become the next biggest question mark, however the majority of Shapinsay residents are supportive of renewable technologies.

Other infrastructure challenges include the lack of provision of temporary accommodation (suggestions of hostels and camp sites were made at the community consultation) to how the roads could be improved to encourage cycling. Playparks for the children and industrial units are other infrastructure opportunities which have already been highlighted as well.

Broadband is the final challenge facing the island. This is something which is being tackled throughout rural Scotland and Shapinsay should strive to engage with this as much as possible to increase connectivity.



TOURISM



The Foot of Shapinsay

**Brilliant moments in Shapinsay**

**Are closer than you think.**

 Visit  
Scotland™



# SHAP FEST



‘Shap Fest’ is an idea which has floated around Shapinsay for a while now and one that the community is keen to get off the ground.

The idea, simply put, would be to create a yearly festival where bands play, crafty folk design and local businesses provide food for the festival goers (amongst other things).

A lot of the community suggest the event as something they see as an economic opportunity as well as a chance to showcase what the island has to offer by inviting people to explore the island throughout a summer weekend.

The idea is something which has been implemted very successfully throughout Scotland at a local level

with small festivals popping up in rural and remote places. Comrie Croft and Hoy both hosted their first ever festivals in 2015 (Cream O’ the Croft and Hoy Hoolie respectively) with both a huge success and plans for both of them to be repeated in 2016 and beyond are well under way.

Each of them forms a different precedent to the other with Hoy Hoolie focussing mainly on the musical aspect of festivals while Cream O’ the Croft was a much more family orientated affair which brought all forms of cycling into a festival format.

Shap Fest could be a combination of both but should look to engage with a number of opportunities throughout the island. Future visions for Shap Fest

may include the following:

1. Events for Shap Fest should be held throughout the island and not only at one place.
2. The festival should highlight all of the local talent and produce with appropriate street stalls and market areas.
3. A theme for the festival should be created so it has its own unique brand. One suggestion for an appropriate theme could be to create a festival focussed around island life and invite ‘islanders’ from throughout the world to contribute.
4. A number of unique spaces throughout the island already exist which could be used to host events for the festival. These include the now abandoned Kirk (which would be a









# SHAP FEST



fantastic event space), the newly re-furbished church (possibly for more classical music events), a number of fields with fantastic panoramas which would make a fantastic backdrop and also the Balfour Estate.

6. A festival would provide the community with enough accomodation for the Orkney Islands Council to once again consider the need for temporary accomdation on the island - something which is sorely missing and highlighted throughout this document.

The opportunity for Shap Fest is massive, and Shapinsay should take precedent from the fact that this year Tiree hosted their festival with the headline band being The Fratellis.

For it to happen the community of

Shapinsay should engage with a the Church of Scotland would be number of organisations including the supportive of the project especially if Balfour Estate - a festival on the island their buildings were utilised.

would only act to their advantage with some relivers willing to opt for comfort in the castle over spending the night camping outside. Maybe a big band could be hosted in the castle, for example?

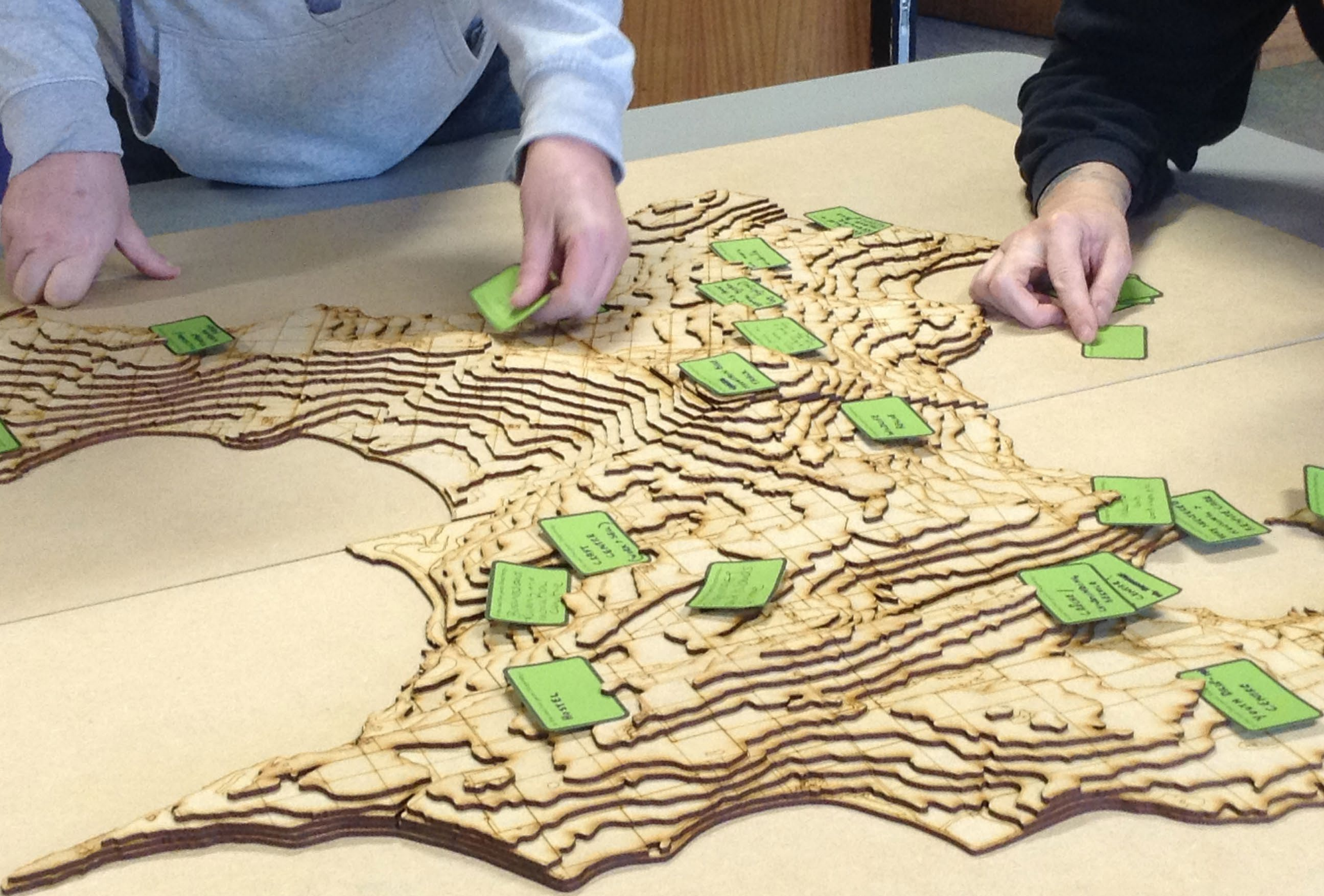
The festival would provide the island with a number of great advantages including the chance to once again showcase what the island is capable of from a grass roots level up.

One of the main hinderances of the project would be finding appropriate land to host some events and as such land owners throughout the island should be contacted. It is likely that

However, the island is a place of natural importance and as such there would need to be consultation with wildlife organisations to ensure that the nature which inhabits the island (temporarily or permanently) is not affected - this could include birds which migrate to the island at different parts of the year.

The community of Shapinsay should dream big though and if it is integrated well with the cruise ships visiting the Orkney Islands during the summer could be a huge success.







# SHAPINSAY ZOO



The title to the left probably sounds quite outlandish and unachievable - and when Shapinsay School proposed it most adults scoffed at the idea.

However, Shapinsay is a haven of wildlife, some of which, such as birds in particular, are rescued and tended for by locals until they are fit and healthy and ready to be back out in the wild.

If this was all centralised though with one person/group of people taking care of and nursing animals back to health then there would be an opportunity to create a specific 'Shapinsay Zoo'.

This 'zoo' would more be an informal animal hospital of sorts. Precedent could be taken from the International centre of birds of prey in Gloucestershire

which began as one individual taking care of a few birds of prey and now has over 150 birds of prey from around the UK which are nursed back to health using innovative techniques such as creating new 3D wings for birds that have a broken wing for example.

If this project was realised it could have a very positive effect on the island with education being one of the primary opportunities available. School children from throughout Orkney could visit the 'zoo' and learn about the wildlife which is found within their archipelago from a hands on perspective.

A few members of the community have already highlighted their desire to undertake such a project and the community should support this

individual to make this project a reality. The development trust should investigate how they can contribute to the project positively by supporting the individual through funding applications. LEADER would be a particular funding stream which should be focused on as well as the North Isles Landscape Partnership which has just been announced.







## CREATIVE HUB



Although different in size and scale Shapinsay should look at Fogo Island, Canada, as a precedent for their ambition to be a creative hub of activity.

Fogo island was an island in decline which received huge investment in uniquely innovative architectural designs which has since boosted the local population and made the island a hub of creative activity.

While it is doubtful that such an investment is going to be made on Shapinsay, it is important to note the value of creative opportunities in rural locations. A grass roots level approach can be taken though to achieve the ambitions put forward by the community in the consultation.

Innovative ideas such as a 'craft centre', 'pilgrimage and islands centre' and 'business, training and innovation centre' were all put forward and all are achievable. The opportunity is definitely there to undertake these projects from a grass roots level and become a model for other communities if the projects possibly regenerated some of the many derelict buildings throughout the island.

Scotland should be approached about such an idea and how to develop the proposal. The most exciting and innovative place for such an initiative would be on Helliars Holm. Could the lighthouse be regenerated as an artist residency (left)?

One of the ideas which were put down as a suggestion for the community to take forward though was a 'creative bothy'.

By offering artists residencies in an unique location would be appealing and would likely be funded by arts organisations within Scotland. Creative

For all of these projects precedents such as Eigg should be investigated to show how they are transforming their island community within Scotland through artistic endeavours.





INFRASTRUCTURE

## FIXED LINKS



Fixed links is a topic which is continually being discussed within Shapinsay and something that very much divides the community.

The question of whether Shapinsay would lose its identity as an 'island' is one of the main arguments against having fixed links between the island and the Orkney Mainland.

Others question whether the investment would be worth it in the long run while others ask if people would leave the island.

The question is definitely a hot topic and one which must be addressed by those both on the island as well as other organisations outwith the island such as Orkney Islands Council.

The discussion does have to be had as there are potentially a number of huge opportunities and benefits to a community which needs new innovative solutions coming to the island. Most importantly though it has to be an informed discussion and with this in mind an external consultant should be sought to undertake the work.

A fixed link economic impact assessment should be undertaken and should be funded by the Orkney Islands Council due to the potential benefits/draw backs it has on the Orkney Mainland as well.

It is easy to see how the fixed links could have a positive and negative impact on the community, and how a number of the projects within this Five Year Plan

could benefit or not with a fixed link in place. There are a number of cultural and economic arguments which are in support of the opposing view which also would need to be addressed.

For example, Shapinsay School's high inspection grading might actually attract pupils through the tunnel from Mainland each day but equally the services in Kirkwall may see people move to the larger population centre.

The discussion does have to be had though and as suggested the OIC should be consulted on the matter.

## CYCLE SHAPINSAY



One of the most strongly suggested and discussed ideas of the community consultations was for there to be investment in the project 'Cycle Shapinsay'.

One of the residents of the island has already mapped out the potential routes which could be used by locals as well as tourists and these routes provide the opportunity for cyclists to go up to 30km around the island.

The main problem which hinders Cycle Shapinsay at the moment is the road infrastructure with some of the roads on all three mapped routes being gravel surfaces or having potholes/etc.

The routes are generally all accessible by mountain bike but road bikes would

be unable to do the majority of the routes. If this hurdle can be overcome then there is no reason why the island couldn't become an exciting destination for cyclists.

The routes currently mapped take in some of the main tourist sites on the island and cover a range of stories from the islands past ranging from neolithic through to World War II and everywhere else in between.

The cycle routes would create a new dynamic for tourists to visit the island and it would be advised that new signage and marked paths are created by working with a designer to have maximum impact.

Kyle of Lochalsh Development Trust

have recently undertaken a similar project and learning from them and how they gained funding/etc would be a worthwhile exercise.

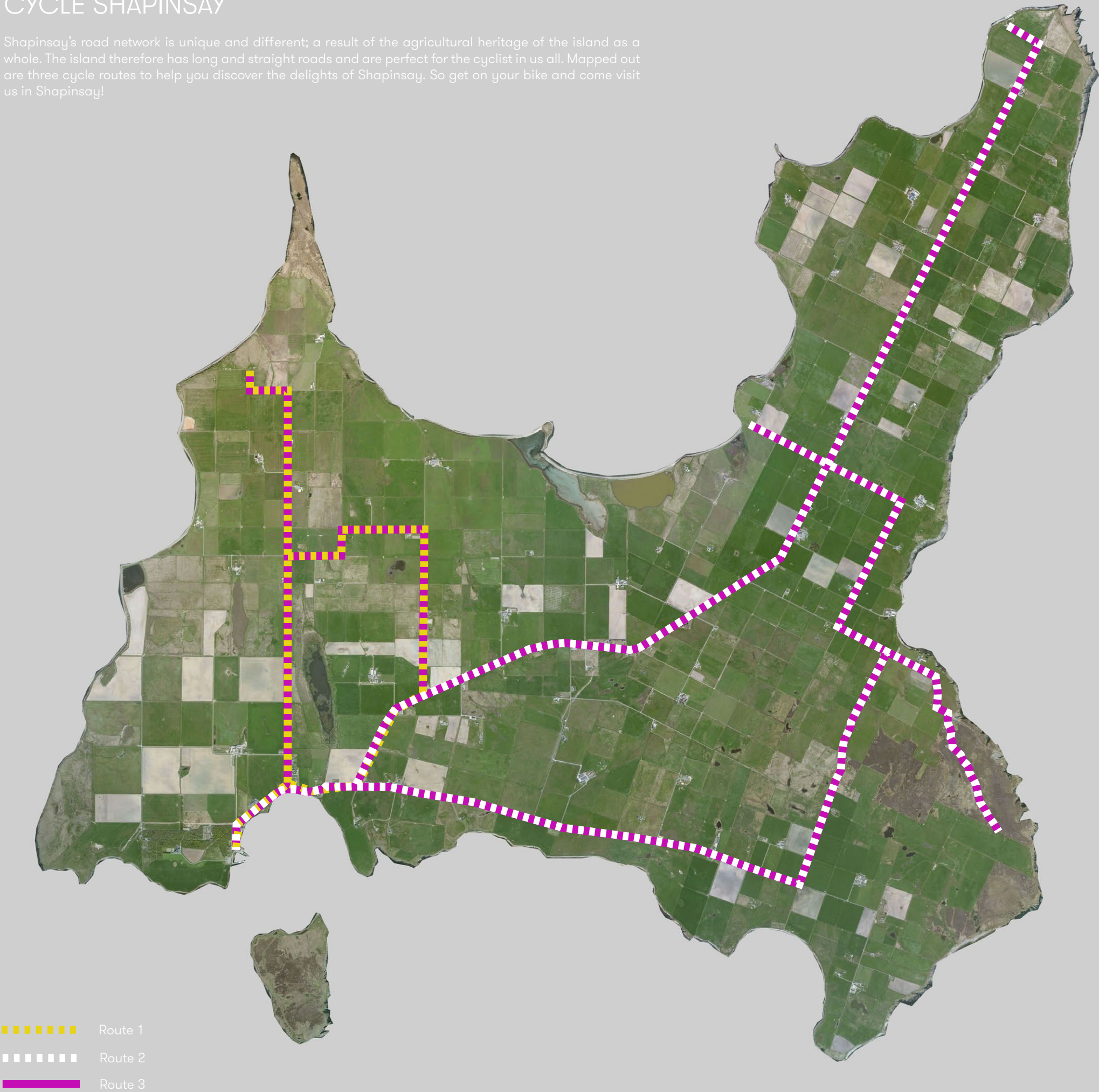
With Shapinsay aiming to be the 'Green Heart of Orkney' and with the development trust moving in to a new building with electric charging points it should be an ambition of the local community to invest in electric bikes for the routes to be available to as many people as possible.

On the following page you will see the mapped routes investigated so far.



# CYCLE SHAPINSAY

Shapinsay's road network is unique and different; a result of the agricultural heritage of the island as a whole. The island therefore has long and straight roads and are perfect for the cyclist in us all. Mapped out are three cycle routes to help you discover the delights of Shapinsay. So get on your bike and come visit us in Shapinsay!



- Route 1
- Route 2
- Route 3







A CARING COMMUNITY

## A CARING COMMUNITY



One of the big themes brought up by the community consultations was the need for adequate elderly care, something which is lacking on the island at the moment.

Shapinsay is keen to investigate innovative solutions to this problem which is facing rural communities throughout Scotland but are acutely aware that they are unable to bring a care home to the island; a successful care home built on neighbouring Westray may have been a success but at the price it came in, it is a solution that is not economically sustainable.

Investment in any form of care provision would generally have to involve the Orkney Islands Council to some degree for a number of reasons.

However, innovative solutions are being investigated throughout Scotland at the moment and these should be looked at in more depth by the community.

One such solution for elderly care is being led by SOAL who are investigating an unique model of care in the community building on successful models from New Zealand and Netherlands.

This model is an approach very much from the grass roots level up, subsidised by private/public investment.

The approach is to create a series of small 1-2 bed units designed for sustainability. These units would be placed within the centre of the community and elderly people

(currently living in large houses) would move into them. The term 'elderly' for the purpose of this model can be anyone who is in need of care which doesn't necessarily have to health care. It could be something as simple as an hour of 'care' per week ironing clothes.

By moving the elderly into these units it frees up the other houses for younger families to move in to. Also, by creating these units and having a need for a 'carer' a local can be upskilled to undertake these duties and thus a job or jobs are created.

The model is advantageous for a number of different reasons and directly benefits the community while keeping people within the community.

## EDUCATION, EVENTS & SUPPORT



Shapinsay currently has a packed schedule of events ranging from sports activities like badminton and football through to more creative endeavours such as local craft groups and everything else in between.

The community consultation however highlighted that there is a desire to have more events and activities for a wide range of people and ages.

Some of the suggestions brought forward by the community were the following:

- youth drop-in centre
- drop in for retired folk
- creche / childminding service
- evening education centre
- space for families with space for

‘cinema’ and toy library

Many of these initiatives will be directly benefited by the opening of the new Boathouse building. In particular the ‘cinema’ idea will be made a reality due to the new technology being implemented in the building.

The consultation highlighted that the resources already available should be used more productively. The community centre for example is something which could be better utilised for the benefit of the community.

For these projects to be realised though there needs to be ‘champion’ for each one from the community to take it forward. A number of the initiatives though can benefit directly from other

projects highlighted as part of this document. A drop in for retired people for example could be integrated as part of the care in the community project while a youth drop in centre will be directly affected by the opening of the Boathouse.

One of the other suggestions, and an important one, was to investigate the opportunity to bring certain support services to the island on a more regular basis such as mental health support. This is a serious issue and one which should be addressed as the community are requesting a service which currently is not available.

There was also talk at the consultations about inviting Age Concern, CAB and other drop in services to the island.



A SUSTAINABLE COMMUNITY



# GREEN HEART OF ORKNEY



One of the key ambitions described in the community consultation was to continue the investment in green energy.

Shapinsay already has a series of renewable projects underway but the community consultation suggested that the community would like to see more investment in renewable energies.

The community suggested that more should be done to investigate the potential for hydrogen energy to be used on the island, 'two more windmills' and 'solar panels on every home'.

The community consultation also brought out other suggestions as to how the community can reach its targets for being a sustainable community

of which 'a broader approach to recycling' plays an important role.

With the community having such a strong focus and knowledge of renewable technologies across the board allows for them to act in quite a unique way though and investigate the opportunity to rebrand their community to be known as a leading light in green energy.

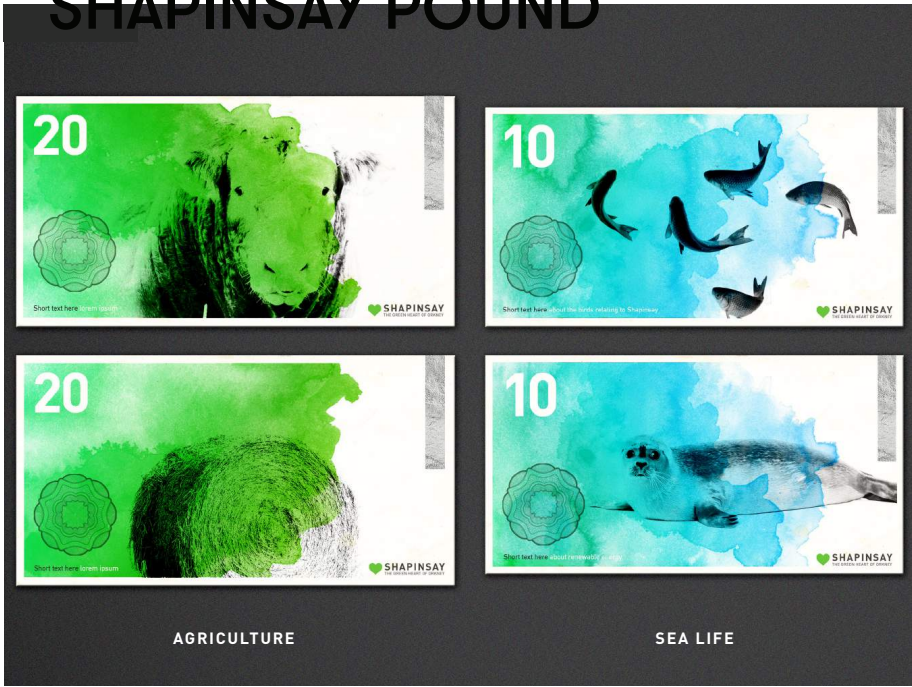
With this in mind the idea of branding Shapinsay the 'Green Heart of Orkney' would be an exciting and innovative suggestion and also pay homage to a much respected (and departed) past councillor - Jim Sinclair.

By doing this Shapinsay could act as a test bed for new technologies

and energies, something that the development trust is already investigating. However, it would allow the community to engage with and receive funding from other organisations such as regional and national organisations as well as more local innovators.

By doing this the community could integrate with the local education systems as well from a primary and secondary level up to higher education of working in collaboration with the two universities currently looking at renewable potential within Orkney.

# SHAPINSAY POUND



One of the community visions highlighted as part of the community consultations focuses on identity and branding, and ultimately what it means to shop locally. The suggestions sits primarily under one of the key themes of ‘creating a sustainable community’ but also has small parts dedicated to ‘tourism’.

The community suggested the idea of creating a Shapinsay finance system which would include notes such as ‘The Shapinsay £5’ and the ‘Shapinsay £10’. This localised monetary system would ensure that money spent in Shapinsay would remain in Shapinsay. It is a system which has been successfully tried and tested before throughout the United Kingdom with Findhorn (Highlands) being the closest

community to Shapinsay to undertake for the community.” such an initiative.

The idea of local money is something which has been around for a long time and is an initiative which would be successful for local businesses and produce and promote tourists to come to the island - an initiative like this would draw different people to the island for that sole purpose as well as it being unique and innovative.

As one resident of Shapinsay said during the community consultation, “tourists on the cruise ships (which dock at Hatson pier on the outskirts of Shapinsay) would come to Shapinsay just so they can say they have a ‘Shapinsay Fiver’! They probably wouldn’t even spend it but it’s money

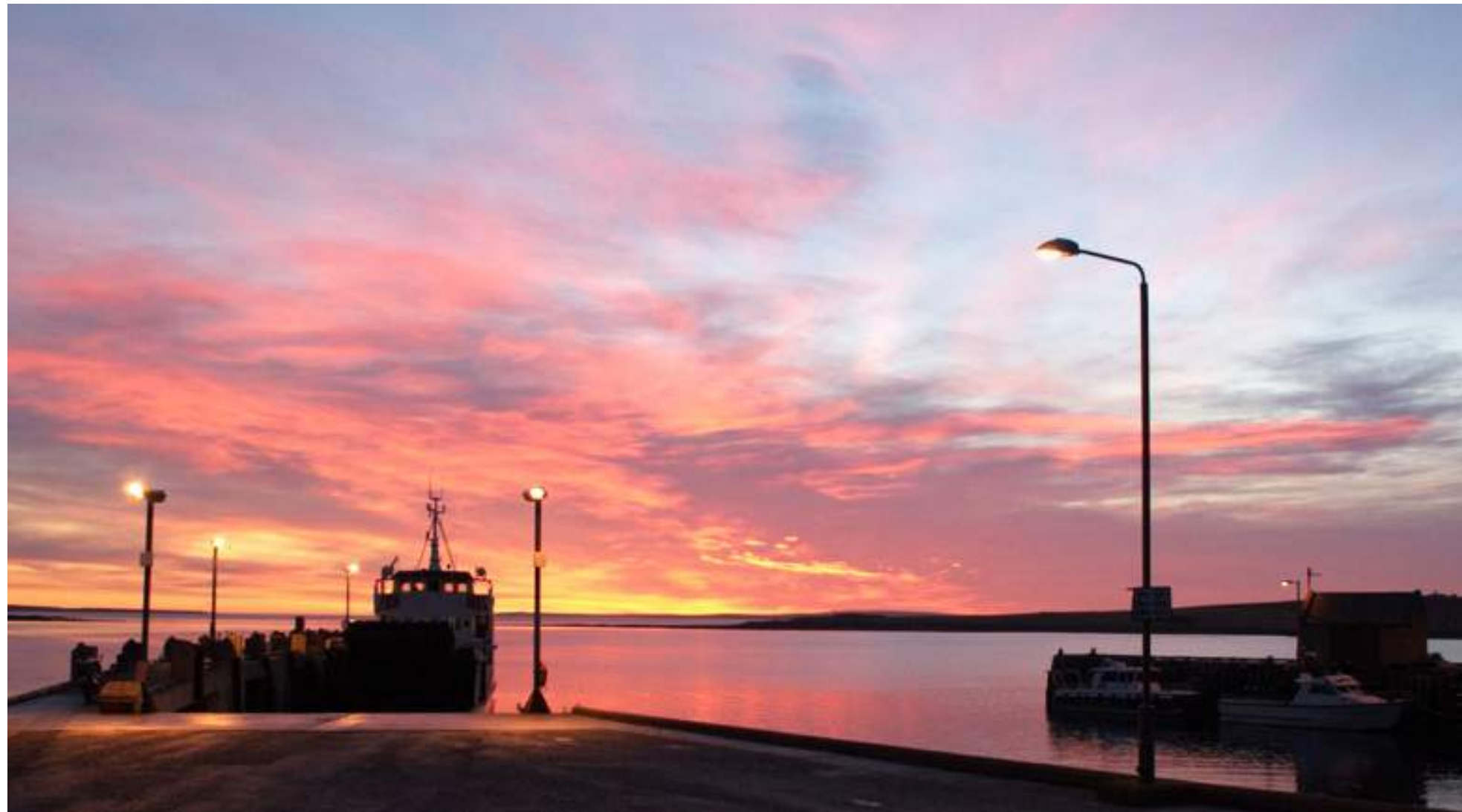
Design could play an important role within this process as well. This was highlighted by the successful Norwegian campaign to design new notes for Norway. It is advised that if Shapinsay were to pursue this they should work in collaboration with a designer for the project which would broaden the audience which the island attracts.

The drawings to the left are an example of what a series of Shapinsay notes would look like. A successful trial of this project could see it rolled out across Scotland and further afield to encourage economically sustainable and thriving communities which highlights local produce.



CONCEPT LINE 01

# VIVID NATURE





CONCEPT LINE 01  
**VIVID  
NATURE  
GRAPHIC  
STYLE**





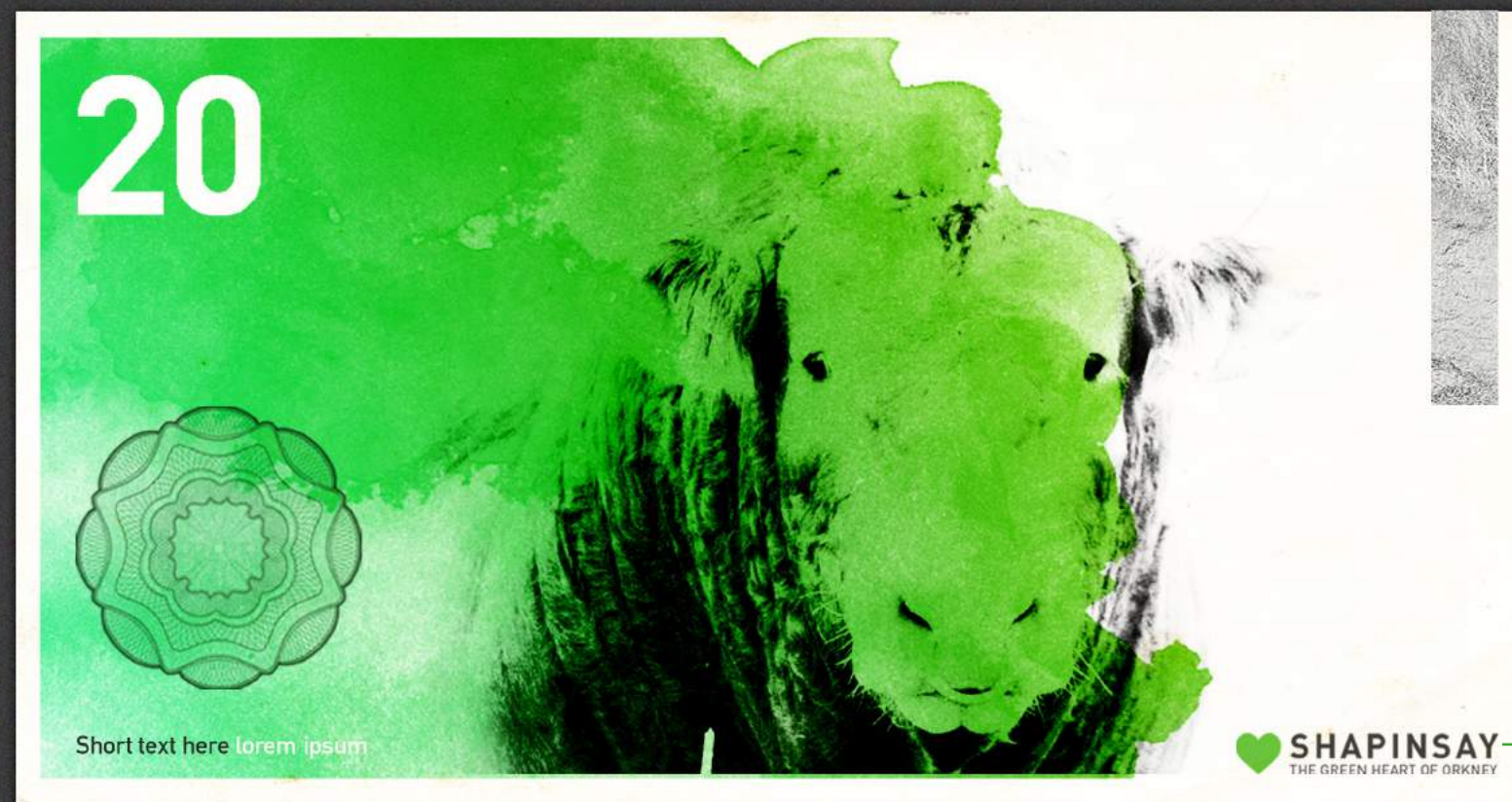
CONCEPT LINE 01

# VIVID NATURE INITIAL CONCEPT

Inspired by the vivid and colourful nature of Shapinsay as well as sustainable initiatives such as renewable energy - with a focus on being the **'Green Heart of Orkney'**

## Key Words:

Green  
Nature  
Colourful  
Fresh  
Renewable  
Agriculture  
Bold  
Modern  
Playful



**'The Green Heart of Orkney'** has a huge amount of potential in terms of giving Shapinsay a strong identity and can be developed a lot further.



CONCEPT LINE 01

VIVID  
NATURE



AGRICULTURE



SEA LIFE



BIRDS & THE WIND



CONCEPT LINE 02

# FUTURE HERITAGE





CONCEPT LINE 02  
**FUTURE  
HERITAGE  
GRAPHIC  
STYLE**





CONCEPT LINE 02

# FUTURE HERITAGE INITIAL CONCEPT

Inspired by the juxtaposition between the heritage of Shapinsay and its future potential. An abstract concept of the balance between history and future.

## Key Words:

Juxtaposition  
Contrast  
Graphic  
Iconic  
Abstract  
Colourful  
Heritage  
History  
Future  
Bold  
Intriguing  
Unusual



The name can be something more meaningful and helps strengthen the identity

**'The Green Heart of Orkney'** has a huge amount of potential in terms of giving Shapinsay a strong identity and can be developed a lot further.



CONCEPT LINE 02

# FUTURE HERITAGE



WARM TONES

COOL TONES

VIBRANT TONES



## RECREATIONAL



Recreational covers a number of different topics ranging from the aforementioned projects of Cycle Shapinsay and events such as creating an informal cinema and Shap Fest. However, other suggestions were put forward which could link a number of the projects together.

In particular people suggested the reinstatement of a pub as a key desire of the community. Some of the community are against this, however the pub would provide a valuable recreational resource for the community and ultimately would be a gathering space. The main problem facing a pub though is that the island is not big enough to only have this as a sustainable business.

With this in mind precedent should be taken from the Isle of Coll which has a cafe/pub meaning it is used throughout the day and night by the people on the island.

A similar approach should be taken by Shapinsay as a pub on its own is not economically sustainable - past experience has proven this.

One of the suggestions brought forward through the community consultation would be to create a 'combined pub and restaurant facility' with the opportunity for an adjoining 'small hotel or B&B'.

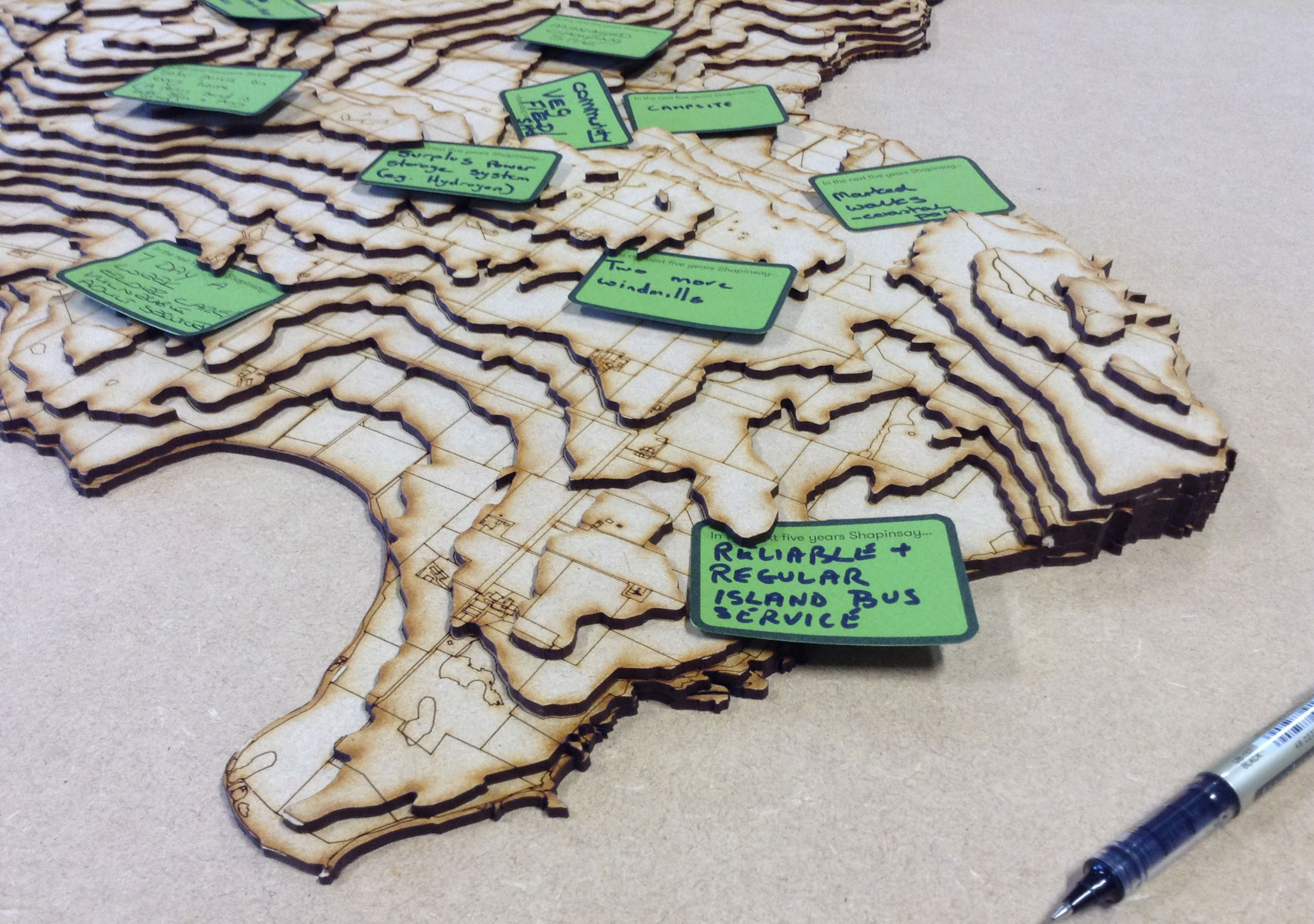
This would address a number of the communities problems including a lack of places for tourists to stay on the

island when visiting. Again referring to Coll we can take precedent from the Bunkhouse which takes care of itself as a self catering unit and is widely used by tourists.

Again, referring to another project highlighted in this Five Year Plan, products of Shapinsay could be sold within the cafe/pub ensuring that the community is sustainable as possible.

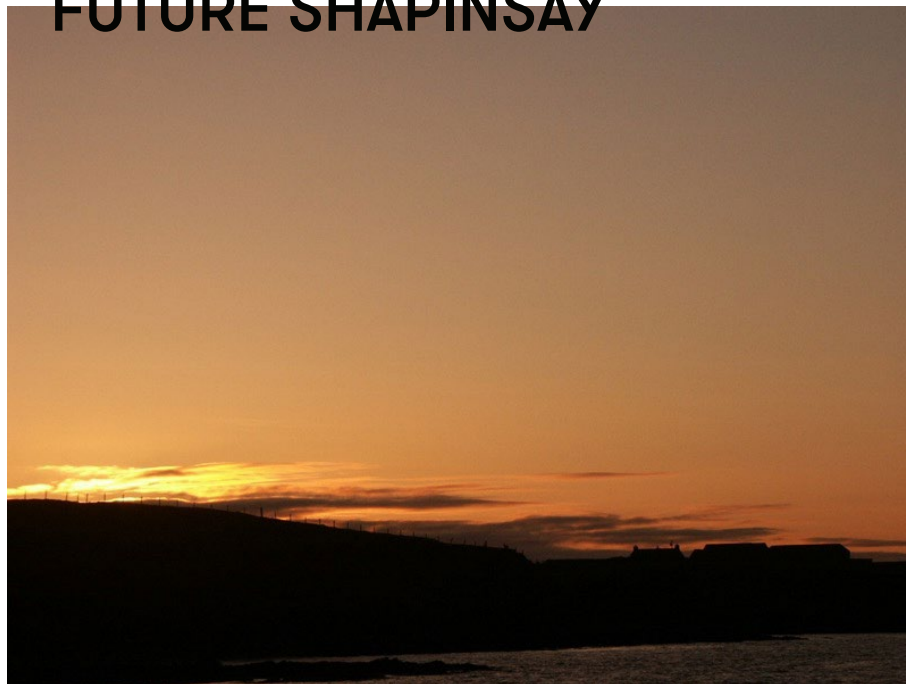
There is no reason either why a craft beer couldn't be created on the island by the pub itself providing employment and enhancing sustainability.







## FUTURE SHAPINSAY



Shapinsay, as has been highlighted within this Five Year Plan, has huge potential, ambition and drive. the development trust able to provide support and assistance.

All of the projects, ideas and opportunities highlighted as part of this document are achievable and should be investigated further by the community as a whole. The new 'Boathouse' community building will also provide the community with a hub for creative thinking and ideas and the community should use this resource as much as possible.

However, all the projects can not be undertaken by just the development trust so other organisations and individuals throughout the island should use this as a blueprint to move the community forward and take ownership of projects which they are enthusiastic about. The future of Shapinsay is an exciting one as the community look to rebrand what it is and what it has to offer - what it has to offer is a lot.

'Champions' for each project should be found to make the project a reality with

The ambition and engagement of the community will provide a spark for these projects to develop and the community will become an exemplar for other communities to follow.



### Find Out More

To find out more information on the project, opportunities and ambition of the community of Shapinsay and how you can get involved contact us in the following ways.

t: 0 1856 711733

e: [sdtsm@shapinsay.org.uk](mailto:sdtsm@shapinsay.org.uk)

w: [www.shapinsay.org.uk](http://www.shapinsay.org.uk)

THE GREEN HEART OF ORKNEY



**LOTTERY FUNDED**



**LATERAL NORTH**