Shetland Way

Feasibility Study

On behalf of **VisitScotland, Highland enterprise, Shetland Islands Council, NatureScot, Shetland Tourism Association.**

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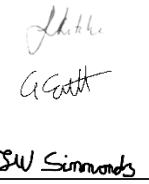
Prepared by:	Jenny Ritchie Gordon Scott Joshua Simmonds	Transport Economist Active Travel Team Leader Senior Transport Economist		30/03/2022
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For and on behalf of Stantec UK Limited				

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Executive Summary

The Shetland Way is a proposed Long Distance Walking Route (LDWR)[1] that will provide a significant stimulus to Shetland's visitor economy and deliver an important community asset that provides valuable accessibility, health and wellbeing benefits. At this early stage, the focus is on a walking route but in future development stages it is planned to consider options for cycling and equestrian.

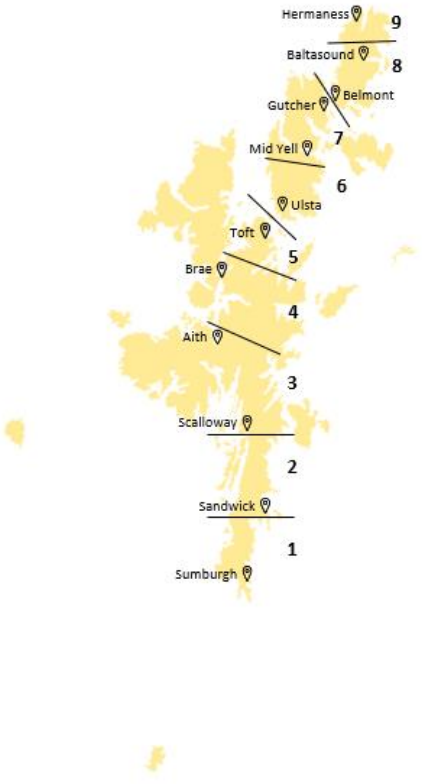
This document summarises the findings of a wide-ranging Feasibility Study carried out in 2022 that demonstrates the project has an overall **cost-benefit-ratio of 3:1** which means the Shetland Way will deliver a positive net benefit to Shetland of £3 for every £1 invested.

What is the Shetland Way and what's been done so far?

The proposed route of the Shetland Way will run over 100 miles from north to south through Shetland, linking Shetland's considerable natural, cultural and community assets to deliver tourism and social, economic and environmental benefits. The route would encompass the entire length of Shetland mainland and the North Isles of Yell and Unst and could be used by visitors and Shetland residents for leisure, recreation and health.

Work done to date includes:

- Initial high-level technical assessment of route options and outline costings
- Community and key stakeholder engagement
- Establishing a 'Case for Change' including:
  - Alignment to Shetland, Scottish and UK policy and strategy objectives
  - An economic appraisal to forecast additional visitor spending and value added by walking visitors
  - A social impact assessment detailing the social benefits to the Shetland community
- Preparation of:
  - A comprehensive Feasibility Study
  - A Business Plan and
  - An Outline Action Plan to identify potential funding opportunities and next steps



Subdivisions used for options appraisal at feasibility stage.

Why should the Shetland Way be supported and funded?

The Opportunity

The development of LDWRs and actively combining and promoting common points of interest along visitor trails[2] has become a prevalent method of maximining an area's visitor assets and providing economic value and synergies in promotion and investment. The case for the Shetland Way is based on:

- Strong policy and strategy alignment
- Favourable evidence from similar Scottish based LDWRs

[1] And potential cycling route

[2] E.g. North -Coast 500 or UNESCO Trail

- Positive feedback from a Visitor and Residents Survey
- Sizable economic impacts in a Shetland context

This evidence has contributed to a Theory of Change Logic Model that succinctly explains how the Strategic Need for the Shetland Way and the project Inputs deliver the necessary Outputs, Outcomes and Impacts.

Policy & Strategy Alignment

There is a strong underlying policy and strategy basis for developing the Shetland Way.[3] The growth of tourism is important to the future economic wellbeing of Shetland,[4] however the Shetland Way will also play a secondary role in expanding local active travel, both for leisure and a purpose, contributing to local, regional and national transport and climate change reduction policies.

Findings from Comparator LDWR

A detailed assessment of comparators long-distance routes within Scotland has been carried out to demonstrate the value associated with LDWRs along with lessons learned and best practice. The management, design and impacts from the following high-profile routes were assessed: Great Glen Way; Hebridean Way; Fife Coastal Path; John Muir Way; Cowal Way; Loch Ness 360.

LDWRs were in general found to be successful in attracting new visitors, lengthening visitor stays and encouraging greater spending locally. In some cases, LDWRs also stimulated demand for auxiliary services (e.g., baggage transfer services). LDWR were also found to provide an enduring appeal and promotion of the area through ongoing positive press articles. The appeal of LDWR's was also noted to appeal beyond traditional walking visitor markets to schools, organised events, regular guided walks and events, and numerous community-led projects.

Consultations

A number of stakeholder and public engagement activities have been undertaken to understand the benefits and issues with the Shetland Way and help identify a preferred route. Consultees included Community Councils, local elected members, MPs, MSPs, local development groups, local businesses, third sector and public organisations and representatives from the transport industry. Consultees highlighted various potential benefits including, but not limited to:

- Increased footfall in communities, shops and visitor attractions along the route
- Positive health and social impacts
- Attracting people to Shetland, including new visitors
- New business opportunities including accommodation and bag transfer services

Consultees with experience of developing long-distance routes also noted that it is important routes have a unique selling point. As such, promoting Shetland as the most northerly walking route in the UK was thought to be very important and this will add to the overall attractiveness of the proposition.

Visitor & Residents Survey

A residents and visitor survey was also carried out. The survey had three separate branches based on whether the respondent:

- was a permanent Shetland resident or second homeowner in Shetland
- had not visited Shetland but may do so in the future
- had previously visited Shetland and may do so again in the future

[3] The project demonstrates a strong contribution to the objectives set out in: Scotland Outlook 2030; Shetland Islands Council Economic Development Strategy 2018-2022; Shetland Tourism Strategy, 2018-2023; the National Transport Strategy 2; The emerging ZetTrans Regional Transport Strategy 2022-2042, and specifically: the Scottish Climate Change Plan Update 2020 and the vision set out in the Shetland Active Travel Strategy 2021-2026.

[4] The proposed route would create a major new visitor attraction in Shetland, and one which would link up other attractions across the island chain. This would support the desire to increase visitor numbers, duration of stay and spend, and could potentially support the further development of low and shoulder season tourism.

Residents considered the main benefit of the Shetland Way to be providing a community asset for active leisure use. However, there was also significant collective benefits expected from more visitors, greater spend per visitor and wider distribution of visitors. Visitors expressed a strong desire to participate in leisure walking when making a trip, with 92% of respondents stating it 'might' or 'definitely would' encourage them to visit for a walking trip.

Additionally, when asked to what extent the Shetland Way would influence their decision to visit Shetland for a walking holiday, 7% noted that it would be their sole reason to visit. This group of respondents planned to spend approximately a week completing the route. Overall, the consultations with key stakeholders and the resident and visitor survey provide strong support for the Shetland Way.

Economic Impact Over a 10 Year Period

The Shetland Way is expected to generate the following quantified impacts, if a 'moderate' scenario visitor growth is achieved:

Visitors

- Used by over 600,000 visitors (extenders & new visitors) using some or part of the Shetland Way
- At least 12,000 new visitors to Shetland solely resulting from the Shetland Way
- Specific event programming and marketing could further increase new visitors

Spending

- £41million increase in visitor expenditure
- Significant increase in spending during the shoulder months:
    - 104% increase from January to March
    - 132% from November to December

Jobs

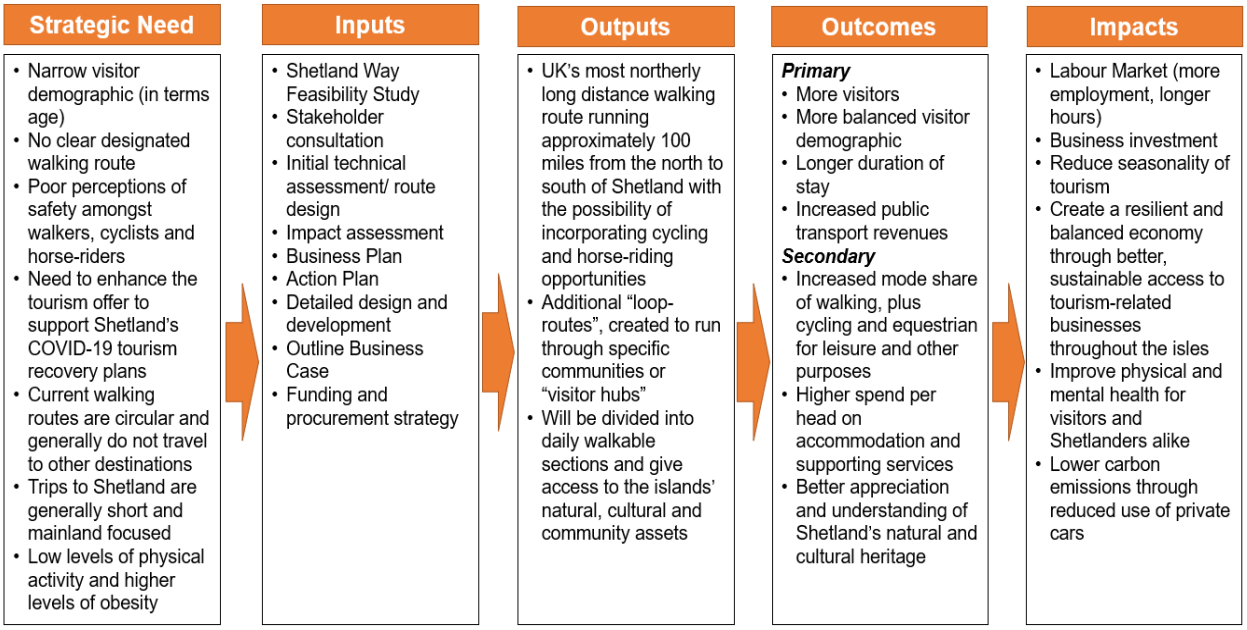
- 52 FTE additional tourism related jobs
- Opportunity for further accommodation and auxiliary service jobs

Social & Community Impacts

- Accessibility improvements
- Increased opportunities for physical activity
- Job opportunities from capital investment in route establishment and route management/maintenance in the longer term
- £0.3 million per year health benefits from increased activity by residents
- Enterprise/ Business Development

Economic Narrative & Theory of Change

The findings from the Policy and Strategy Review, Baseline Assessment, Comparator Study and Visitor and Residents Survey can be combined and summarised in the Theory of Change Logic Model overleaf.



This Theory of Change Logic Model succinctly explains how the Strategic Need for the Shetland Way and the project Inputs deliver the necessary Outputs, Outcomes and Impacts.

Who's Involved?

The Shetland Way Steering Group consists of:

- Highlands and Islands Enterprise (HIE)
- NatureScot
- Shetland Islands Council (SIC) – Economic Development, Planning and Transport
- Shetland Tourism Association (STA)
- VisitScotland
- Zetrans

It is envisaged that in the next stages of development, the stakeholder group will be broadened to include others such as SAT, Promote Shetland, landowners.

How has the proposed location of the LDWR been identified?

A high-level scoring exercise was carried out against achieving the project's broad objectives to establish an initial Preferred Route that could be costed and assessed.

Steering Group Shetland Way Objectives

- Increase Shetland's share of the visitor market as an attractive walking destination and attract new visitors to the Islands.
- Reduce the seasonality of tourism in Shetland by encouraging a greater number of visitors year-round.
- Support a more balanced visitor demographic in Shetland in terms of age, nationality and ethnicity
- Create a high-quality long-distance route that is accessible for a range of capabilities and ages.
- Create a more resilient and balanced local economy through better, sustainable access to tourism-related businesses to encourage visitors to stay longer and spend more while they are here.
- Encourage a greater spread of the benefits of tourism throughout the islands.

- Create routes that support the use of public transport network where possible.
- Generate sustainable growth in the visitor economy to support increased employment opportunities, increased business productivity and the development of new accommodation and other tourism-related enterprises and support services.
- Promote more active and healthier lifestyles for visitors and Shetland residents alike.

The following table illustrates the preferred route to date.

Section		Approx. Length (miles)
1	Sumburgh - Sandwick	15
2	Sandwick - Scalloway	12
3	Scalloway - Aith	19
4	Aith - Brae	13
5	Brae - Toft	8
6	Ulsta - Mid-Yell	13
7	Mid-Yell - Gutcher	18
8	Belmont - Baltasound	11
9	Baltasound - Hermaness	6
	Total	**116**

The preferred route sections tend to pass through existing communities rather than more remote parts of Shetland because they align well with the objectives of contributing to thriving communities and encouraging a greater spread of tourism related business. The preferred route provides access to the natural heritage of Shetland, in particular coastal scenery, open spaces and beaches.

Cost

Three levels of provision have been considered for capital costs based on an estimation of the works required and costs from the 'Estimating price guide' for path projects (2019) by Paths for All. These are broken down into gold, silver and bronze levels.

The overall cost of delivery (excluding labour) for the Silver (mid) level of provision is in the region of £5.7 million. Final cost is very much dependent on the extent of infrastructure provided and could be adjusted accordingly once more specific details are known. The Bronze level of provision is around £2.9 million and the Gold level is £8.2 million.

The estimated maintenance cost of the preferred route alignment is approximately £165,000 per year. This cost is based on an estimation of the maintenance activities required and costs from the 'Estimating price guide' for path projects guidance.

Landownership

Given that the preferred alignment of the Shetland Way is not yet confirmed, potential land ownership issues cannot be fully understood, at this stage. Consultation with landowners and tenants will be key in identifying a preferred route alignment.

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Preferred Route Alignment Based Initial Feasibility Study

Please note this an approximation of the route. It is not intended to represent the final route.

When will it happen?

It is envisaged the project will take at least 5 years to complete. Final timescale will be dependent on factors such as final infrastructure requirements, funding and other resource availability. A phased approach to the project may be possible.

Next Steps

The various work elements completed to date satisfy the requirements of a Strategic Business Case and demonstrate the project:

- Has a ‘compelling case’ for change and a strong strategic fit with local, regional and national economic and tourism objectives (Strategic Case)
- Benefits outweigh the costs (Economic Case).

Hence, next steps are as follows

Source additional funding to advance the project to an Outline Business Case (OBC) stage to:

- Develop a final route (Technical Design Stage)
- Add outstanding material information including:
    - Management Case – confirmed stakeholder responsibilities including management and operational responsibilities
    - Commercial Case - derived from a sourcing strategy and procurement strategy.
    - Financial Case – Assessment of the affordability to the organisations involved
- Revise and confirm the Economic Benefits and CBR .

The ambition is to prepare the OBC through 2023 whilst consulting potential funders such as:

- The Heritage Lottery Funding
- Community Paths Grants
- Better Places Green Recovery Fund.

1 Introduction

1.1 Overview

1.1.1 VisitScotland and its partners are promoting the development of a long-distance walking and potentially cycling route across Shetland to attract more visitors to the islands and provide additional walking and potentially cycling opportunities for local residents. The route would be the most northerly of its kind in the United Kingdom and would add to an already strong and growing tourism sector in Shetland. In support of these aspirations, Stantec UK Ltd has been commissioned to develop this initial feasibility study for the route.

1.1.2 A Steering Group consisting of VisitScotland, Highlands and Islands Enterprise (HIE), Shetland Islands Council (SIC), NatureScot and Shetland Tourism Association (STA) are guiding this feasibility study and developing the project overall.

1.1.3 The aim of this study is to ascertain the feasibility of establishing a functional and sustainable long-distance route through Shetland for walking, and potentially cycling and equine pursuits. The brief specifically required:

- Initial high-level technical assessment of route options was undertaken, including possible route alignments and outline costings
- That the views of the local community and other key stakeholders were established through a comprehensive engagement exercise
- That the 'case for change' be established, including the:
  - alignment to Shetland, Scottish and UK policy
  - economic benefits and value added by walking visitors
  - social impact and benefits to the Shetland community
- Preparation of an outline business plan to explore options for long-term ownership, operating and maintenance responsibilities (e.g., marketing, events etc)
- Production of an outline action plan to enable the project to move forward, considering identification of potential funding / investment opportunities and recommended next steps

1.2 Project details

1.2.1 The Shetland Way long distance route would run over 100 miles from north to south through Shetland, linking the islands' considerable natural, cultural and community assets to deliver tourism and social, economic and environmental benefits. It could be used by visitors and local residents making both leisure and 'travel to somewhere' trips. The long-distance route would encompass the entire length of Shetland mainland and the North Isles of Yell and Unst.

1.2.2 For the purposes of option identification and appraisal, the route has been split into seven sections (1 to 7) with two sub-sections aligned to choices of settlements (A and B), see Figure 1-1:

- Sumburgh and the South
- Sandwick to Scalloway / Lerwick
- Scalloway / Lerwick to Voe
- Voe to Toft
- Yell South
- Yell North

- Unst

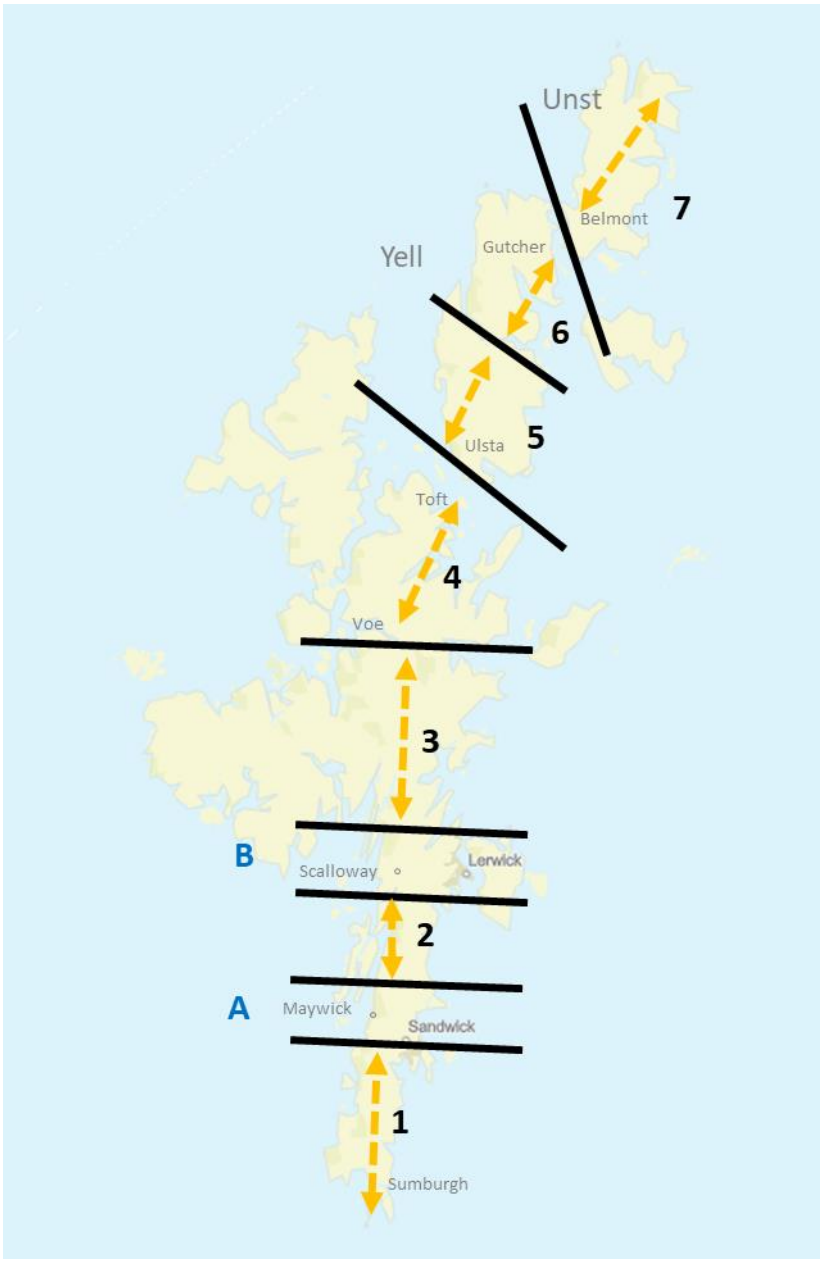


Figure 1-1: Shetland Way Sections and Sub Sections

1.2.3 Although based on one linear route running north-south, there is also the possibility to include additional 'loop-routes', designed to run through specific communities or 'visitor hubs'. The beauty and variety of the landscape through which the route could pass, alongside the rich cultural experience on offer throughout the journey, would have a strong appeal to visitors, especially walking enthusiasts, and ensure that the project generates a positive and sustainable economic impact for communities throughout Shetland.

1.2.4 The route would utilise Shetland's designation as a UNESCO accredited global geopark[5], linking geosites as well as communities, visitor attractions and places of cultural and natural heritage. It would be designed for users of a range of capabilities and would be divided into sections that

[5] UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance.

can be walked, or possibly cycled or ridden by horse independently of the rest of the route, as well as linking with public transport where possible.

1.3 Report structure

1.3.1 This report comprises the following sections:

- **Policy Context (section 2)** – considered the project's alignment to economic development and tourism policy in Shetland, Scotland and the UK
- **Long-Distance Route Case Study Review (section 3)** - a review of relevant case studies in terms of the management, route design and reported impacts of each case study
- **Stakeholder Engagement (section 4)** - overview of the stakeholder and public engagement activities undertaken to inform the development of this study
- **Case for Change (section 5)** – summarises the project need, the benefits sought and objectives
- **Technical Design (section 6)** – analysis of various route options and assess these against factors critical to the success of the project
- **Impact assessment (section 7)** – economic and local community benefit assessment of the Shetland Way's expected impacts
- **Risk management (section 8)** – highlighting key risks to the successful delivery of the project and how these could be mitigated
- **Business Plan (section 9)** - highlighting the options for long-term ownership, operating and maintenance responsibilities for the Shetland Way
- **Action Plan (section 10)** – key tasks required to move the project forward and identification of potential funding opportunities
- **Conclusions (section 11)** – an overview of recommendations and findings in the report.

2 Policy Context

2.1 Overview

2.1.1 Whilst the case for the Shetland Way is being driven at the project level, it is important to understand and detail the wider policy context within which it is nested. The focus of the project is predominantly on tourism, with a view to encouraging more people to visit Shetland to stay for longer. However, its realisation would have ancillary benefits in terms of supporting local economic performance and diversification and in providing a walking route for local residents.

2.1.2 Reflecting the above, this chapter outlines the national and local direction of tourism policy and the wider policy context to which the Shetland Way should ultimately contribute.

2.2 Tourism Policy Context

2.2.1 In March 2022, the Scottish Government published *Scotland's National Strategy for Delivering Economic Transformation: Delivering Economic Prosperity*. The Strategy sets out the priorities for Scotland's economy as well as the actions needed to maximise the opportunities of the next decade to achieve the Scottish Government's vision of a 'wellbeing economy'.[6]

2.2.2 The Strategy recognises the strength of Scotland's tourism offer, highlighting that it is in demand across the world[7] and identifies the opportunities associated with tourism in terms of positioning Scotland for new markets and industries and generating new and well-paid jobs.[8] *Tourism Scotland Outlook 2030* is identified as a 'sectoral strategy' that will contribute towards the desired economic transformation, and it is to this that we now turn.[9]

Scotland Outlook 2030

2.2.3 *Scotland Outlook 2030* (published in March 2020) is the national tourism strategy, defining the ambitions of the sector over a 10-year period.[10] The Strategy was developed by the Scottish Tourism Alliance, Scottish Government, VisitScotland, Scottish Enterprise, Highlands and Islands Enterprise and Skills Development Scotland and thus represents a collaborative multi-agency approach to growing Scotland's tourism market.

2.2.4 As a strategy, it rightly does not identify specific thematic or geographic schemes, rather it provides a framework within which tourism development and investment should be planned over the remainder of this decade. At the heart of this is a **Vision** that:

- We [Scotland] will be the world leader in 21st century tourism.[11]

2.2.5 The Vision will be delivered through four **'Key Priorities**', within which are nested a set of **'Commitments'**. Whilst the entirety of the Strategy is relevant to the Shetland Way, it is the **'Our Memorable Experiences'** Priority and integral Commitments that are of particular

[6] https://www.gov.scot/publications/scotlands-national-strategy-economic-transformation/pages/2/

[7] *Scotland's National Strategy for Economic Transformation: Delivering Economic Prosperity* (Scottish, Government, 2022), p. 12.

[8] *Scotland's National Strategy for Economic Transformation: Delivering Economic Prosperity* (Scottish, Government, 2022), p. 24.

[9] *Scotland's National Strategy for Economic Transformation: Delivering Economic Prosperity* (Scottish, Government, 2022), p. 10.

[10] https://scottishtourismalliance.co.uk/scotland-outlook-2030-overview/

[11] https://scottishtourismalliance.co.uk/scotland-outlook-2030-overview/

importance here – these 'Commitments' and the relevance of the Shetland Way to them is summarised below:

- We will nurture Scotland's tourism assets to deliver high quality, memorable experiences that benefit visitors and the places they visit.
    - **How can the Shetland Way contribute?** An important component of Shetland's tourism offer is its spectacular landscape and wild and elemental environment, which is best seen on foot or by bike. However, unlike other similar areas of Scotland such as the Outer Hebrides, visitor understanding of this offer is limited and there is no clearly waymarked route which encourages visitors to explore the islands. The Shetland Way would provide a high-quality route through the islands, providing memorable experiences for visitors and more evenly distributing visitors and associated spend throughout the archipelago.
- We will encourage and enable visitors to explore more of Scotland throughout the year.
    - **How can the Shetland Way contribute?** Shetland is often perceived as a destination with a limited visitation window, broadly Easter to September / October. However, the islands can be at their most spectacular in autumn and winter. The Shetland Way could be an important means of promoting off-peak visitation to the islands as it would provide a safe route for visitors to see the best of Shetland in this period.
- We will ensure Scotland is an inclusive and accessible destination enabling all visitors to travel widely and enjoy the full range of the country's visitor experiences.[12]
    - **How can the Shetland Way contribute?** A barrier to long-distance walking, cycling and horse riding in Shetland at present is the lack of a fully waymarked route and associated information. This may not deter regular outdoor enthusiasts, but may be a deterrent to infrequent walkers etc, and to whole segments of the market such as families. The Shetland Way would address this.

2.2.6 Developing a high-quality new attraction could also support the recovery of tourism post-COVID-19, particularly given the longer-term downward pressure on business tourism which has been so integral to Shetland over many years.

Key Point: The Shetland Way would provide a high-quality new attraction in Shetland, contributing strongly to the 'Our Memorable Experiences' Priority within *Scotland Outlook 2030*. As well as encouraging more people to visit Shetland and potentially stay longer, it would also broaden the appeal of the islands, both for specific groups (e.g., families) and at different times of year.

Shetland Islands Council Economic Development Strategy 2018-2022

2.2.7 Leisure-based tourism has historically assumed a lesser significance in Shetland than it has in other island rural economies in Scotland. The dominance of the oil and seafood industries meant that Shetland has been in a long-term position of near 'full employment', with a jobs density of 1.10[13] - i.e., there are 1.10 jobs for every resident of the island, so more jobs than people. When combined with the cost of getting to and from the islands and the high levels of business tourism, a tourist industry akin to that in the Highlands, the Orkney Islands and Outer Hebrides has not developed to the same scale. This is reflected in labour market data, where **'Accommodation and Food Services'** account for a comparatively smaller proportion of

[12] *Scotland Outlook 2030: Responsible tourism for a sustainable future (VisitScotland et al, 2020), p. 36.*

[13] NOMIS Shetland Labour Market Profile

employment (7%) than the Scotland average (8%), and much smaller than the equivalent figures for Orkney (9%) and the Outer Hebrides (11%).[14]

2.2.8 However, as the structure of Shetland's economy has changed and business tourism has gradually reduced, the importance of leisure tourism has increased significantly. Indeed, research by the Fraser of Allander Institute highlighted that the value of tourism to Shetland in 2017 was **£23m**, a growth of over 50% from the 2011 figure (£15m).[15] VisitScotland noted that this figure has increased to **£36m** in 2019, albeit there has been a short-term downturn associated with the pandemic.

2.2.9 The *Shetland Islands Council Economic Development Strategy 2018-2022* recognises the increased importance of tourism. The Strategy identifies as a priority the need to:

- Improve the attractiveness of Shetland as a place to live, work, study, visit and invest.[16]

2.2.10 The Council will achieve this priority through a range of actions, including *'increasing the economic impact derived from visitors to Shetland by improving services and activities'*. [17]

Key Point: Through its Economic Strategy, Shetland Islands Council explicitly recognises the need for Shetland to expand its visitor offer, encouraging people to visit the islands and stay for a longer duration. This is explicitly recognised in its 'ambition' to increase the economic impact from visitors to Shetland. The Shetland Way would provide a highly marketable proposition, providing an additional reason to visit Shetland in the first instance thereafter promoting the distribution of activity throughout the islands and maximising the duration of stay.

Shetland Tourism Strategy, 2018-2023

2.2.11 The Shetland Tourism Strategy 2018-2023 reflects the aspiration to grow the size and value of the visitor market in Shetland, translating national tourism policy and local economic development policy into a Shetland specific set of tourism aspirations. The **Vision** of the Strategy is:

- We will work together to help make Shetland a year-round, sustainable tourism destination offering unique and outstanding visitor experiences.*[18]*

2.2.12 The Strategy identifies three priorities – (i) Leadership and Collaboration; (ii) Exploiting Opportunities; and (iii) Enhancing the Visitor Experience - which correspond to key challenges and opportunities that were identified.[19] The overall goal is to continue to grow visitor spend, with an ambition to reach £33.5m of spend per annum by 2023 (note that this target was actually exceeded in 2019 but remains a realistic aspiration given the post-COVID recovery period.[20]

[14] Business Register and Employment Survey (2019)

[15] Shetland Economic Accounts 2017 (Fraser of Allander Institute, 2021), p. 2.

[16] Shetland Islands Council Economic Development Strategy 2018-2022 (Shetland Islands Council, 2018), p. 18.

[17] Shetland Islands Council Economic Development Strategy 2018-2022 (Shetland Islands Council, 2018), p. 18.

[18] Shetland Tourism Strategy 2018-2023 (VisitScotland et al, 2018), p. 11.

[19] Shetland Tourism Strategy 2018-2023 (VisitScotland et al, 2018), p. 11.

[20] Shetland Tourism Strategy 2018-2023 (VisitScotland et al, 2018), pp. 11-12.

Key Point: The Shetland Way would clearly make a highly positive contribution to the Tourism Strategy, albeit its realisation would fall into the next Strategy period. As well as acting as a stimulus to overall visitor demand and duration of stay, it could assist in growing low and shoulder season demand and create a level of activity across the islands that would facilitate investment in complementary activities (e.g., tourist attractions, accommodation, retail, food and drink etc).

2.3 Wider Policy Fit

2.3.1 Whilst the Shetland Way is at its core a tourism-related project, a long-distance route of this nature would be of wider benefit to Shetland residents. As well as providing a leisure asset for the local population, it could, depending on its alignment, support local active travel journeys. This being the case, the Shetland Way would contribute towards:

- The **National Transport Strategy 2**, particularly in terms of the 'Takes Climate Action' and 'Improves our Health and Wellbeing' Strategic Priorities.
- The emerging **ZetTrans Regional Transport Strategy 2022-2042**, and specifically:
  - **Strategy Objective 3:** To facilitate and encourage safe walking and cycling and wheeling for everyone, including leisure and tourism.
  - **Strategy Objective 4:** To improve alternative, more sustainable travel options in Shetland for all including those without access to, or who would prefer not to use, a car.
- Moreover, if the Shetland Way contributed to modal shift from the private car for some journeys, it would support both the **Council's net zero aspirations** (currently being developed through the emerging **Shetland Islands Council Climate Change Strategy**) and the target set in the **Scottish Climate Change Plan Update 2020** to reduce car kilometres by 20% by 2030.
- The vision of the **Shetland Active Travel Strategy 2021-2026** is to ensure that 'walking and cycling are attractive and realistic travel choices for short journeys in Shetland'. This in turn would support active travel aspirations at the national level. Figure 2-1 shows a map of the preferred route alignment with the Core Path Network.

Figure 2-1: Shetland Way routes options and Shetland core path network

- The **Shetland Outdoor Access Strategy 2019**, particularly in terms of ensuring 'access for all'
- The vision of the HIE Operating Plan 2021 is to ensure that 'The Highlands and Islands is a prosperous, inclusive and sustainable region attracting more people to live, work, study, invest and visit', supporting the tourism sector which was hit hard by the COVID-19 pandemic,
- NatureScot's vision is for visitors is to have the opportunity to enjoy and appreciate Scotland's nature as part of a high-quality experience. NatureScot's Tourism Statement outlines the organisation's role and ambitions in support of Scottish tourism. Supporting walking routes such as Scotland's Great Trails and Shetland Way is a key part of this vision.

Key Point: Whilst the proposed Shetland Way is at its core a tourism project, it could if realised make a highly positive contribution to local, regional and national transport and climate related policies.

2.4 Summary

2.4.1 In summary, there is a strong underlying policy basis for developing the Shetland Way. The proposed route would create a major new visitor attraction in Shetland, and one which would

link up other attractions across the island chain. This would support the desire to increase visitor numbers, duration of stay and spend, and could potentially support the further development of low and shoulder season tourism.

2.4.2 The growth of tourism itself is important to the future economic wellbeing of Shetland, particularly in terms of diversifying its economy. Moreover, the Shetland Way could play a secondary role in expanding local active travel journeys, both for leisure and a purpose, contributing to local, regional and national transport and climate change reduction policies.

3 Long-Distance Route Case Study Review

3.1 Overview

3.1.1 This section provides a high-level review of other long-distance routes within Scotland with the aim of identifying both lessons learned and best practice which can be applied to the Shetland Way.

3.2 Case Studies

3.2.1 Scotland originally had four nationally designated long-distance routes (LDRs), namely, West Highland Way (1980), Speyside Whey (1981), Southern Upland Way (1984) and Great Glen Way (2002). Since the West Highland Way was opened, many other “unofficial” LDRs have been developed. Additionally, work began on the National Cycle Network in the 1980s with Sustrans as its custodians, including improvements to canal towpaths, which culminated in the formal launch of the NCN in 2000 and the Millennium Link on the Lowland Canals in 2001. Following an audit of all routes by NatureScot in 2012, the Scotland Great Trails (SGTs) brand was established. This collated information on all of the routes in Scotland and promoted them under a single unified brand.

3.2.2 The following routes have been reviewed as part of this study:

- Great Glen Way
- Hebridean Way
- Fife Coastal Path
- John Muir Way
- Cowal Way
- Loch Ness 360

Great Glen Way

Introduction

3.2.3 The Great Glen Way is one of the nationally designated long-distance routes. It is a 118 km (73 mile) route from Fort William to Inverness and was opened in 2002. The route can take between three and eight days to complete, with 75% of walkers taking six days. The ability to finish the walk with a short break and the physical nature of the route enhances its appeal to walkers who are looking for a route that is not too challenging but goes through one of Scotland’s iconic landscapes.

3.2.4 The availability of regularly spaced accommodation and services and the fact that the start and end points are readily accessible by public transport further add to the popularity of the route.

Management

3.2.5 The establishment and management of the Great Glen Way was facilitated by a large percentage of the route being owned by the British Waterways Board (BWB) and Forestry Commission Scotland (FCS). The route is also fully contained within one local authority area

(Highland) which reduces the number of parties involved. Over the length of the route, there are only 24 private landowners.[21]

3.2.6 The management of the Great Glen Way is overseen by a group of representatives from BWB, FCS, VisitScotland, local enterprise companies, local Councillors, NatureScot and an independent chair. Recognising the staffing and resourcing issues with the three previously established long-distance routes, and in anticipation of the relatively high level of use it was likely to attract, the route was well resourced from the outset with a dedicated full-time manager and four full-time rangers / maintenance workers. Due to the level of resourcing, a wide-range of activities can be undertaken in connection with the Great Glen Way, including up to 50 school visits a year, regular guided walks and events, and numerous community-led projects.

3.2.7 Due to the linear nature of the route, there are several companies offering baggage transfer services where someone will drive any extra equipment and belongings to a pre-arranged drop-off point every day.

Design

3.2.8 The route was officially created for walkers, but a separate cycle route was developed, and is now managed and promoted by FCS. Combined with the opportunities for water-based travel, it has led to the adoption of the name “The Great Glen Ways”.

3.2.9 The steep gradients, narrow width and hazards such as protruding tree roots on the cycle route led to numerous complaints about its unsuitability for touring cyclists. As a result, FCS relaunched the eastern section of the cycle route as the Great Glen Mountain Bike trail, specifically aimed at cyclists seeking an off-road, technically challenging, short circular route.

3.2.10 There are no mileage markers installed along the route, but users can download a document online to keep track of their progress.

Impacts

3.2.11 In 2014, counters on the route indicated that there were 24,000 long-distance walkers and nearly 20,000 day-walkers using the Caledonian Canal sections of the route. The route is also estimated to attract 7,000 whole route cyclists and a further 5,000 day-cyclists per annum.[22]

3.2.12 In 2014/15 long-distance walkers were reported to spend approximately £228 per trip and day walkers around £15 a day. It was assumed that approximately £5.9 million is spent by walkers using the Great Glen Way. This expenditure would support 109 direct jobs and a further 32 indirect / induced jobs, equating to £4.8 million in GVA.[23]

3.2.13 Average spend for cyclists was £97 a day for overnight cyclists (VisitScotland) and £5 a day for day cyclists. Assuming a three-night cycle trip, cyclists were estimated to spend £2 million along the Great Glen Way. This would support 38 direct jobs and a further 11 indirect / induced jobs, generating an estimated £1.6 million in GVA.

3.2.14 The route is also popular for charity events, the biggest being Maggies Monster Bike and Hike. Such events can help raise the profile of the route, but also have implications for maintenance.

[21] *Vyv Wood-Gee, Countryside Management Consultant. (2008). Long distance recreational routes. Scottish Natural Heritage Commissioned Report No.274 (ROAME No.RO6AA608).*
22 Scottish Canals Monitoring report 2010 – 2015 (Peter Brett)
23 Scottish Canals Monitoring report 2010 – 2015 (Peter Brett)

3.2.15 The Great Glen Way undertook a comprehensive annual user survey (unpublished) in 2012[24]. The results highlighted the following key statistics in terms of user profile and preference:

- 65% of route users arrived at the start by public transport
- 29% of walkers were from Scotland, 31% from elsewhere in the UK, 31% from Europe and 9% from the rest of the world
- 54% of walkers were in pairs or couples, 22% walking alone, 15% in a group of 3-4 and 3% were in groups of 5+
- 54% of users were male and 46% were female
- The largest proportion of users were between 35-50 years (30%). This was followed by 18-24 (29%), 51-64 (26%), 65+ (8%) and finally 65+ (7%)
- 93% of users walk the route west to east
- 18% of users walk the West Highland Way and Great Glen Way simultaneously.

Lessons Learnt: The route was initially created for walkers, but a separate cycle route was developed. The fact that the route is not too physically challenging and users have to ability to take breaks enhances its appeal to users. The management of the Great Glen Way is overseen by a large group of local and national representatives has employed dedicated staff from the outset. The route has attracted large numbers of walking and cycling visitors and have generated increases in spend in the area.

Hebridean Way

Introduction

3.2.16 The Hebridean Way was opened by Scottish National Heritage (as it was known at the time) at the end of April 2017 and is the fifth official long-distance route in Scotland, stretching 156 miles (walking route) and 186 miles (cycling route) along the length of the Outer Hebrides. The route goes from Vatersay in the south to the Butt of Lewis in the north, crossing 10 islands, linked by 6 causeways and 2 ferries. The route has a unique tagline, “10 islands, 6 causeways, 2 ferries and 1 unforgettable adventure”, to catch the attention of visitors.

Management

3.2.17 The main aim of the Hebridean Way was to attract more visitors to the islands, encourage them to stay longer, engage in activities and spend more locally. The project complemented existing outdoor-based activities, stimulated investment in accommodation and supporting services as well highlighting the significant Hebridean nature-based assets to a new visitor audience.

3.2.18 A Comhairle-led project Steering Group was established to take responsibility for the overall delivery of the project, including financial monitoring and risk management. As an additional contribution to the project, Scottish Natural Heritage (SNH) agreed to host the project staff and provide day-to-day management. Two project officers were subsequently appointed in November 2012. However, there are some sections of the route that are maintained by other organisations, for example the North Harris Trust maintains a section of route.

3.2.19 Local businesses provide bike maintenance, bike hire and sherpa-like services along the route. Anecdotally, it was noted that e-bikes are increasingly popular on the route and are attracting predominately older, and female, users. As the route has become more established, the Steering Group has partnered with The Offcomers to produce guidebooks for both routes,

24 Wood-Gee, V. 2014. Mull long distance route: A socio-economic study. Scottish Natural Heritage Commissioned Report No. 743

launched a network of pit-stops to support those out on the route and developed maps and merchandise. Visitors can also get their own completion certificate when they have finished the route.

Design

3.2.20 The key attraction of the route is the landscape, varied geology, wildlife and numerous antiquities of the Outer Hebrides. The route traverses a variety of different terrains, passing over hills, white-sand beaches and empty moorland.

3.2.21 The route was designed to avoid potential land ownership and landscape feasibility issues. One of the aims was to include underdeveloped areas, for example Vatersay, to create new tourism markets. Practically, it was noted during development that the most remote and wild route would have been to go up the west coast of Lewis, but there may have been problems if there was an emergency given the remoteness. Logistically, providing walkable daily sections with easy-to-follow itineraries was a key aim in the design of the route. The control of livestock was also an important issue. Through consultation, a key stakeholder noted that linear routes can raise problems in terms of getting back to the starting point once the route is completed, and consideration of how this is managed at the planning stage is therefore important.

3.2.22 A feasibility study carried out in 2015[25] identified that the walking and cycling route had an estimated cost of £1.6m. Building on previous studies, a 'Hebridean Way' bid was submitted under the auspices of the Outer Hebrides Community Planning Partnership (OHCPP) to the Highlands and Islands Partnership Programme (HIPP) for European Regional Development Funding (ERDF) funding. With funding of £240k already approved from the Comhairle's Capital Programme 2008- 2013 and SNH contributing £120k, £240k from ERDF was approved in 2012, giving an initial total project budget of **£600k**.

3.2.23 In 2013, the Scottish Government indicated that additional ERDF funding was available for investment in projects in the Outer Hebrides, subject to the availability of match funding. The Comhairle agreed in June 2013 to allocate up to a further £380k to the project from the Match Fund established as part of the 2013-18 Capital Programme. SNH agreed to contribute a further £245k and ERDF increased their contribution by £308k, taking the total budget to **£1.4m**.

Impacts

3.2.24 The inclusion of a cycling route, as well as the core walking route, was a key part of this project, not least due to the positive economic impact that cyclists were estimated to bring to the islands. An economic impact assessment of the Hebridean Way carried out in 2013 highlighted the significant benefits that the route may bring. In general, it was noted within this assessment that cycling tourists can make a significant economic contribution due to their longer duration of stay and high daily spending.

3.2.25 The average multi-day cycle trip in the UK is 7.7 days and the direct expenditure per-trip averages £350 (£45 per-day). However, the report indicated that the Hebridean Way cycle tourists might spend more than this average – approximately £53 per-day average for all visitors to the islands, as recorded in a 2010 study by VisitScotland. With an estimated 1,000 cyclists per-annum already travelling the length of the Outer Hebrides before the Hebridean Way was commissioned, it was estimated that the route would increase this number by an additional 2,000 by Year 3 giving an additional expenditure of £742,000.

3.2.26 Walking the Hebridean Way takes around two weeks and generates daily expenditure over twice that of most other long-distance routes. It was estimated that a reasonable target by Year 3 for the developed Hebridean Way would be 500 people walking the entire route and spending

[25] https://www.cne-siar.gov.uk/media/committeearchive/2015/04-april/sustainable/agendas/N%20Item%2014%20-%20Hebridean%20Way%20Project%20Update.pdf

an average of £40 per-day, giving an average spend per-person of £560 over 14 nights and a total spend of £265,000.

3.2.27 However, in 2019, the two routes attracted around 7,500 people to the islands adding around £3 million to the islands' economy.[26] Visitors noted that the best things are the variety of landscape, the real sense of space relative to similar routes on the mainland and the chance to meet with locals along the way. The demographic of users is older than originally expected, in part due to proactive marketing to ensure that the route is inclusive and accessible to all. It was noted that the route attracted cyclists first and the walking market took longer to come. The route also continues to generate significant press interest and has given a few people the confidence to install pods and cabins in areas where there is little accommodation.

Lessons Learnt: The Hebridean Way has two routes one for walkers and separate cycle route. The route was designed to avoid potential land ownership and landscape feasibility issues. A Comhairle-led project Steering Group is responsible for the delivery and management of the project. There are some sections of the route that are maintained by other organisations. In 2019, the two routes attracted around 7,500 people to the islands adding around £3 million to the local economy.

Fife Coastal Path

Introduction

3.2.28 Completed in 2002, the Fife Coastal Path runs over 140 km (90 miles) from Culross in the south to the Tay Bridge in the north. The path was designed to offer a range of walking experiences and can be done in segments or as a long-distance route.

Management

3.2.29 The path is managed by Fife Coast and the Countryside Trust, a registered charity which was set up in 2001 with the vision of establishing a single body that would co-ordinate, develop and promote Fife's countryside. Alongside the Fife Coast and Countryside Trust, the other founding partners included Scottish Natural Heritage[27], Fife Council, Scottish Enterprise Fife and VisitScotland. The trust relies on the support of local businesses, individuals and interest groups, whilst users sponsor activities along the path.

3.2.30 The maintenance of the route is seen to be critical to the success and good reputation of the route. Half of the maintenance costs are funded by the access authority, and the remainder by external funding, including charitable sources, sponsored walks, schemes such as the Big Green Footprint and other mechanisms. The Trust employs three rangers and eight maintenance staff**.**

Design

3.2.31 The Fife Coastal Path caters for both walking and cycling and is very clearly waymarked. It is designed to accommodate both end-to-end users and day visitors. Day visitors are a key market for this route given it is estimated to be within one hour of 90% of Scotland's population.

3.2.32 The path includes several places of historic interest along it including Aberdour Castle, Macduff's Castle near East Wemyss, Wemyss Castle and Pitmilly. The path also includes a short (c. 0.5 km) optional section known as the Elie Chain Walk, between Kincraig Point and Earlsferry to the west of Elie. This route, which should only be used during low tides, has chains

[26] Outer Hebrides Tourism Outlook 2030
https://www.visitouterhebrides.co.uk/dbimgs/Outlook2030%20Final%20April%2021.pdf

[27] This is now NatureScot.

fixed to the cliffs and rocks of the shore to assist progress, and is sometimes referred to as Scotland's secret *via ferrata* (iron path).

Impacts

3.2.33 Whilst dated, a comprehensive path usage and economic impact study was undertaken in relation to the Fife Coastal Path between 2006 and 2007[28] which found that:

- 52% of users were on a short trip from home, 20% on a day out, 26% on holiday
- 81% of survey respondents had previously visited, with 46% visiting at least weekly in summer and 38% this frequently in winter
- Nearly two in five respondents (38%) spent an hour or less on the path on the day they were interviewed, a further 29% spent 1-2 hours, reflecting the very high level of local use, often on a daily or weekly basis
- 54% of users were from Fife, 31% from elsewhere in Scotland, 9% from elsewhere in the UK and 4% from overseas
- Of those on holiday, 55% lived in Scotland, 32% elsewhere in the UK and 13% overseas
- Almost half of all users were aged 55 or over, many of them classified as "empty nesters"
- 67% were classified as employed in professional, managerial and non-managerial occupations, reflecting the higher level of activity in outdoor recreation amongst this socio-economic group
- 9% of Scottish adults had visited the path, a similar figure to the West Highland Way, compared with 4% having visited the Great Glen Way and 2% the Southern Upland Way.

3.2.34 The Fife coast had an estimated 3.36 million visits in 2015, contributing an estimated £214.8 million to the economy of Fife coast area[29], with the beaches and coastal paths being the main reasons for visiting the area. In the same year, there were an estimated 36,000 end-to-end walkers on the Fife Coastal Path.[30] The direct and indirect expenditure generated by end-to-end users of the route was estimated to be £3.7 million and supportive of around 73 FTE jobs.

Lessons Learnt: The path was designed to offer a range of walking experiences and can be done in segments. The path is managed by a Trust which was established to co-ordinate, develop and promote Fife's countryside. Half of the maintenance costs are funded by the access authority, and the remainder by external funding. In the same 2015 there were an estimated 36,000 end-to-end walkers on the Fife Coastal Path which generated expenditure of around £3.7 million and supporting around 73 FTE jobs.

John Muir Way

Introduction

3.2.35 The John Muir Way is a 134-mile coast to coast route linking Helensburgh in the west and Dunbar in the east. The route traverses both rural and urban landscapes using tracks, canal towpaths, old minor roads and disused railway lines, offering a variety of terrains and views to

[28] Fife Coastal Path Usage and Impact Study 2007. Fife Coast and Countryside Trust. TNS and SQW Consulting, 2007

[29] Annual Report & Financial Statement, Fife Coast and Countryside Trust, 2018

[30] Fife Coast Usage and Impact Study 2016. Fife Coast and Countryside Trust. LJ Research and the Glamis Consultancy, 2017

users. It is designed to be attractive for local day trips as well as end-to-end use, with easy access to places of interest, public transport and accommodation along the way.

Management

3.2.36 The development and launch of the John Muir Way was funded by NatureScot (formerly Scottish Natural Heritage), Sustrans, Sportscotland, Forestry Commission, European Union Scottish Rural Development Programme, Creative Scotland, local authorities and the Green Action Trust (formerly the Central Scotland Green Network Trust).

3.2.37 Subsequent management, development and promotion has been funded by the Scottish Government and the European LEADER 2014-2020 Programme, Green Action Trust, NatureScot, Sustrans, VisitScotland, Scottish Enterprise, Scotland Loves Local and Local Authorities along the route.

3.2.38 Significant additional investment has been made in kind and directly by the organisations in the John Muir Way Partnership Group, which comprises the ten Access Authorities together with Forestry and Land Scotland, Green Action Trust, Historic Environment Scotland, John Muir Trust, John Muir Birthplace Charitable Trust, NatureScot, NFU Scotland, Public Health Scotland, Scottish Canals, Scottish Enterprise, Sustrans and VisitScotland.

Design

3.2.39 The John Muir Way was created as both a cycling and walking route; the cycle sections provide a generally smoother, flatter option where the walking route is rougher and more challenging. However, the cycle route is also steep and rough in parts. As such, cycling the walking route end-to-end would require a mountain bike or gravel/adventure bike. The only sections of the walking route where cycling is not permitted are the Antonine Wall scheduled monuments (archaeological sites protected by Historic Environment Scotland). Here, cyclists are asked to dismount and push, and some lifting over gates is required.

Impacts

3.2.40 In 2012 The Glamis Consultancy Ltd was commissioned to estimate the economic impact of the proposed coast-to-coast route[31]. The key headlines of this study were as follows:

- It was estimated that there would be 9,309 potential coast-to-coast users in the first year of the John Muir Way, generating £2.9m of direct expenditure and creating of safeguarding 127 FTE jobs in one year
- Over five years, coast-to-coast users of the John Muir Way could generate £16.3m of direct expenditure and £27.2m of total economic impact, creating or safeguarding 708 FTE jobs
- Combined day visitor and coast-to-coast usage of the John Muir Way could generate £25.1m additional direct expenditure, £41.9m in total economic impact and support 1,091 additional FTE jobs in the first five years

3.2.41 This baseline was used to calculate the estimated impact assumed that the use of the areas through which the route passes had around 1.86 million users annually and the total direct spend for existing users was around £36.8m annually. The report noted that maximising the economic impact of the route was dependent upon creating an attractive, branded route which

[31] The Glamis Consultancy Ltd and Campbell Macrae Associates (2012).John Muir coast to coast trail: Economic benefits study. Scottish Natural Heritage Commissioned Report No.508.

becomes well known as a long-distance route. It estimated that the effective marketing strategy necessary to achieve this would cost £140k over the first five years.

3.2.42 NatureScot conducted a user survey from November 2014 to October 2015[32] and it was estimated that during the 12-month period between 240,000 and 300,000 visits were taken on the John Muir Way. An estimated 4,900–6,000 visits (2%) were being undertaken to complete the route end-to-end over consecutive days; an estimated 46,000–57,000 visits (19%) were being undertaken with the intention of completing the route in sections across several visits. Interestingly, a quarter of visitors said the fact that the path was part of the John Muir Way played a part in their decision to visit (26%), with 10% stating that it was their sole reason for visiting. This would suggest that the alure of walking on a designated, named long-distance route did specifically attract some users. The survey also noted that 29% of users spend money during their visit to the John Muir Way, with an average spend in 2014/15 of about £3.

3.2.43 In 2017, Edge Auditor, a mobile device app which enables users to collect GIS data using a regular smartphone or tablet, was piloted on a 20.74km section of the John Muir Way to assess its suitability as a tool for surveying entire long-distance routes. Based on the survey undertaken, the asset value of the John Muir Way was estimated at £24,500 per km. The 10 Year Capital Programme (the sum of the works required over the next one year (to address immediate problems), five and ten years) was set at approximately £975 per km per annum (equivalent to £0.98 a metre).

Lessons Learnt: The John Muir Way was created as both a cycling and walking route. It was initially funded by contributions by a large number of public bodies and funding streams. This approach has continued regarding the subsequent management, development and promotion of the route. The route attracted between 240,000 and 300,000 visits from November 2014 to October 2015.

Cowal Way

Introduction

3.2.44 The Cowal Way was conceived in 2000 and adopted as a Millennium community project. It officially opened in 2003 with early funding from Argyll & Bute Council and a local windfarm trust. It follows pre-existing rights of way, forest tracks and public roads along the length of the Cowal Peninsula. In total, it is 75km long running from Portavadie, beside Loch Fyne, to Ardgartan, by Loch Long and takes between 3-5 days to complete.

Management

3.2.45 Since 2003, the Colintraive and Glendaruel Development Trust adopted the Way as one of their strategic local projects and in 2012 they successfully applied for grant funding to further improve the route through its “Cowal Way – World Class Multi-User Path” project through the Coastal Communities Fund.

3.2.46 The documented initial planning and development stages of the route were largely as follows:

- Drafting a business plan providing and economic case for the route
- Argyll & Bute Council involvement to develop the Bill of Quantities to provide an outline of the physical improvements required and an indicative overview of the costs
- Research into potential funding

[32] Stewart, D., Wilson, V., Howie, F. & Berryman, B. 2016. John Muir Way visitor survey 2014-2015. Scottish Natural Heritage Commissioned Report No. 918

- Establishing a working group which included representatives from local service businesses and keen outdoor enthusiasts to provide strategic guidance, and latterly Cowal Way staff

3.2.47 The success of the route, especially at the start, was largely attributed to unpaid volunteers investing their time in building an economic case for the route, demonstrating that it would attract tourists to the area. Through the windfarm money, the Cowal Way later recruited two experienced members of staff in the local area who promoted the route.

3.2.48 Since 2015, £750,000 has been invested in new path infrastructure, business development services, and promotion. Similar to other routes, there is a local baggage handling company available to users.

Design

3.2.49 The adopted Cowal Ways strapline is "Scotland in 57 miles" with the key selling points including the scenery, history, wildlife and culture, variety of terrain and close proximity to Glasgow. There is an abundance of natural, scenic, historical and cultural heritage available to see on the Loch Lomond & Cowal Way including the Ascog Castle, Millhouse Gunpowder Mill, Kilmodan Church and Dunans Castle.

3.2.50 It is noted that over 90% of the Cowal Way can be completed on a mountain bike, with only small sections that do not allow for cycling.

Impacts

3.2.51 As of 2018, it was noted that around 45,000 people use the way each year, of whom over 3,000 walks, cycle or run the complete route from the UK, Northern Europe and North America.

Lessons Learnt: The route follows pre-existing rights of way, forest tracks and public roads along the length of the Cowal Peninsula. The Colintraive and Glendaruel Development Trust adopted the Way in 2003. Around 45,000 people use the way each year and attracts people from the UK, Northern Europe and North America.

The LochNess 360

Introduction

3.2.52 Developed by Visit Inverness Loch Ness, The LochNess 360 connects the Great Glen Way with the South Loch Ness Trail to create a walking and cycling route of 80 miles which loops the circumference of Loch Ness. Due to the route being a loop, visitors can join at any point, but the majority start and finish in Inverness. The route is split into 6 sections, which each take around a day to walk, or half a day to cycle.

Management

3.2.53 The route is maintained and promoted by Visit Inverness Loch Ness who aim to create a stronger and more sustainable destination for its membership of over 400 tourism businesses, 44 communities and its visitors, who are drawn from around the world. As the route includes sections of the Great Glen Way, there are other parties involved in maintenance too.

3.2.54 For context, Visit Inverness Loch Ness became the first Tourism Business Improvement District (BID) in the UK when established in 2014 and operates within a defined destination area that covers over 1200 square miles, including Inverness and Loch Ness. In 2022 the organisation was named the first carbon neutral BID in the UK and has also signed the Glasgow Climate Declaration and the Tourism Declares a Climate Emergency declaration in line with its

sustainability goals. Their team has doubled in size in the past two years, including the appointment of the first Loch Ness Ranger.

Design

3.2.55 The route is suitable for both walking and cycling. Along the trail, there is limited access for those with mobility needs. However, there are a number of sections which are suitable, the best of which being the section from Fort Augustus to Loch Tarff (advertised Section 4) where the trail is mostly 2m wide. LochNess 360 advertises the accessibility of each section on their website.

Impacts

3.2.56 At this early stage, it is difficult to fully understand the impacts of the LochNess 360 route because the expected impacts and outcomes have not been realised yet.

3.2.57 Visit Inverness Loch Ness is holding a 3-day event in May 2022 which includes both running and cycling challenges for people to participate in. This will undoubtedly attract new visitors to the route.

Lessons Learnt: The route was to connect the Great Glen Way with the South Loch Ness Trail to create a walking and cycling route of 80 miles. The route is maintained and promoted by Visit Inverness Loch Ness which is the first Tourism BID in the UK.

4 Stakeholder Engagement

4.1 Overview

4.1.1 This section provides an overview of the stakeholder and public engagement activities undertaken to inform the development of this study. It includes an outline of the approach taken and a summary of the responses received. It should be noted that the material presented in this chapter relates to points made by consultees reflecting their views and perceptions of the main issues.

4.2 Stakeholder Engagement

4.2.1 To capture stakeholder views and help identify problems and opportunities, the following activities were undertaken:

- A series of **one-to-one and group meetings** were held with a core group of stakeholders via Microsoft Teams
- Briefing notes along with a request for comments were issued to a wider group of stakeholders

4.2.2 Further information on each of these engagement activities is provided below.

One-to-one and Group Meetings

4.2.3 In total, **22** requests for stakeholder meetings were issued and **nine** meetings were held with the following stakeholders:

- Highlands and Islands Enterprise (HIE) Shetland
- Shetland Islands Council – Sports and Leisure
- VisitScotland
- Three local walking stakeholders
- Inclusion Shetland
- NatureScot Great Glen Way representative
- Hebridean Way representative

Briefing Notes

4.2.4 In total, **57** briefing notes were issued to a wider group of stakeholders. These included all Community Councils in Shetland; elected officials, including local Members, MPs, and MSPs; local development groups; local businesses; third sector and public organisations; and representatives from the transport industry.

4.2.5 The briefing notes included an overview of the project, a set of open questions designed to help consultees formulate their response, and a dedicated project email address to which responses could be submitted. In total, **16** responses were received from the following stakeholder groups:

- Association of Shetland Community Councils
- Councillor Moraig Lyall
- Cycling UK

- Delting Community Council
- NatureScot
- NHS Shetland Health Improvement Team
- NorthLink Ferries
- Shetland Amenity Trust (SAT)
- Shetland Field Studies Group
- Shetland Islands Council Economic Development Service
- Tinwall, Whiteness and Weisdale Community Council
- Two local walking stakeholders
- Yell Community Council
- Viking Energy ZetTrans

Stakeholder Engagement: Responses

4.2.6 This section provides a thematic overview of the points raised by consultees during the one-to-one and group meetings and via the responses to the briefing notes.

4.2.7 Overall, consultees were **highly positive about the prospect of the Shetland Way** and the benefits that it could bring to the islands.

Benefits

4.2.8 Consultees highlighted various potential benefits that the Shetland Way could bring to the islands. These included, but were not limited to:

- **Increased footfall** in communities, shops and visitor attractions along the route
- **Positive health and social** impacts
- Attracting people to Shetland, including **new visitors**
- **New business opportunities** including accommodation and bag transfer services

Promotion of the route

4.2.9 Consultees with previous experience of developing long-distance routes noted that it is important routes have their **own unique selling point**. As such, promoting Shetland as the most northerly walking route in the UK was thought to be very important and will add to the overall attractiveness of the proposition.

4.2.10 Generally, there were mixed opinions across consultees regarding the key user group of the route. Some respondents felt that the route **should target serious walkers and cyclists**, who aim to complete the route, others felt that it should focus on **families** using the route as a leisure activity.

Design

4.2.11 There was also a mixed response with regards to the physical design of the route. Some consultees stated that the surface should be as **accessible as possible and wide enough to cater for all users**. However, other consultees stated that one of the key attractions of Shetland is its rural nature and therefore construction should be kept to a minimum. It was noted that this would also increase the appreciation of nature on Shetland.

4.2.12 In general, it was suggested that the design should be appropriate to the context and expected use of the route. Therefore, if it is predominantly a leisure route which will be used during daylight hours, lighting and smooth surfaces may not be necessary, and users may want it to be in keeping with the "natural looking" landscape.

4.2.13 It was acknowledged that, due to topography, some sections of the route would not be suitable for all users and there was therefore a suggestion of a **hybrid approach**, where some sections are paved, and others are not. Building upon this, it was stated that it would be logical to have the more challenging sections of the route being a "rougher" terrain, whilst less challenging sections could be paved to improve accessibility.

4.2.14 Five respondents indicated some desire for **cycling provision** along the whole length of the route, in addition to loops, linking existing communities, which would offer more leisure options. A further six respondents noted that there should be cycling provision of some kind, but not necessarily along the entire route. It was stated that whether walkers and cyclists use exactly the same route, or a slight variation, would likely depend on various factors including ecological sensitivity and areas that have stiles or barriers that could be difficult for cyclists to use. It was also stated that long distance routes where sections of the cycling and walking routes converge and separate can work well, but they need to be similar enough that the Shetland Way retains a continuous identity.

4.2.15 Several consultees noted that a large proportion of the suggested route consists of peat bog, and this would have to be considered during design.

Potential route alignment

4.2.16 It was stated by numerous consultees that Shetland's 'considerable natural, cultural and community assets' are on the coastline or very close to it. As such, it was recommended that **the route should be costal**, rather than predominantly through the middle of the island. This was the case across the whole route, including Yell. In particular, consultees noted that the route should include the walk along the Bigton Sands to St Ninian's Isle and the treasure site.

4.2.17 The majority of respondents stated that it is important that the **route links shops, cafes and facilities such as toilets wherever possible**. It was noted that it should also link with local visitor attractions to ensure that its economic and societal benefits are maximised.

4.2.18 It was suggested that the approximately 70km internal track network at the Viking Energy Wind Farm (VEWF) should be used to avoid additional disturbance and to save costs. There is a commitment from VEWF to facilitate safe public access and to implement their approved Outdoor Access Management Plan. It was noted that these tracks will be regularly maintained as part of a wider operation and maintenance regime with signage and interpretation boards being a constituent part of wider public access and heritage management plans.

4.2.19 Several consultees highlighted that Shetland's famous wildlife is **extremely vulnerable**, and any scheme should be **designed to conserve the landscape as it is, with minimal and unobtrusive impact**. Additionally, livestock, which is crucial to many Shetland livelihoods, is dependent on undisturbed access to large areas of the landscape and, as such, any scheme should guarantee the safety and continued management practices of crofters and farmers.

4.2.20 Consultees had mixed views with regards to routing through Lerwick. Whilst it is the largest town on the island, and therefore good for amenities, some consultees **suggested routing to Scalloway instead** as most visitors will go to Lerwick regardless.

4.2.21 One consultee thought that the route should include Bressay, as it is home to Shetland's parkrun, which may be attractive to those who want to complete the Shetland Way and provides access to one of Shetland's National Nature Reserves.

Other features / facilities

4.2.22 It was highlighted that the Shetland Way would complement Shetland's active travel agenda as set out in the Shetland Active Travel Strategy published in March 2020.

4.2.23 There were several other features / facilities mentioned by stakeholders. These were as follows:

- Several consultees highlighted the importance of emergency services being able to access the path should a serious incident occur
- Provision of seating and / or picnic tables along the route
- Clear signage along the route and at entry points
- Interpretive boards at points of interest describing topics such as local history, geology, wildlife etc
- Integration with bus routes
- Toilets, changing facilities and water refilling points

4.2.24 In terms of progressing the Shetland Way, consultees highlighted a number of factors to consider, including but not limited to:

- Land ownership issues
- Seasonal nesting areas

4.2.25 It was highlighted by one consultee that one of the main problems with the external ferry network to Shetland is capacity, as car deck space and cabins are highly sought after in the summer. It was suggested that the Shetland Way would encourage travellers to Shetland without a car and utilise some of the unused passenger capacity.

Concerns

4.2.26 Several consultees suggested that the path, in terms of both costs and time, would be significant. As such, it was suggested that a **clear maintenance and monitoring budget** would be required to support the project long-term.

4.2.27 Consultees also raised concerns regarding waste being left in rural areas. It was suggested that **bins should be included** alongside other facilities to minimise the likelihood of this occurring. It should be noted that bins are being removed at other beauty spots across the UK to encourage visitors to take their litter home.[33] More generally, litter and human waste have become increasingly prominent issues in many other UK beauty spots, as evidenced by the recent problem of human waste being left on the slopes of Mount Snowdon.

4.2.28 One consultee noted that while attracting more visitors would have positive economic impacts, it may encourage people to **offer houses for self-catering accommodation** which would exacerbate the existing problem for local people seeking to move to Shetland for employment but being unable to find accommodation. This would however broaden the economy and tourism offer, so there are benefits as well as challenges in this respect.

4.2.29 It was also highlighted that the weather can change rapidly on Shetland, with extreme conditions sometimes catching people unaware. As such, it was suggested that any scheme should include **full advice and safety warnings** appropriate for users of all categories to avoid accident, injury and potential litigation.

[33] https://www.bbc.co.uk/news/uk-wales-48495765?msclkid=a866718cc4c311ec912869c2fcaaacf0

4.3 Public Consultation

Approach

4.3.1 In order to capture the views of the public and develop an understanding of how people travel around and to / from Shetland as well as any problems experienced, a public survey was developed.

4.3.2 The public survey was intended to capture the views of both Shetland residents, those who had previously visited Shetland, and those who had not visited Shetland but have an interest in doing so. The survey had three separate branches based on whether the respondent:

- is a permanent Shetland **resident** or second homeowner in Shetland
- had **not visited Shetland** but may do so in the future
- had **previously visited Shetland** and may do so again in the future

4.3.3 The first branch of questions for Shetland residents and second homeowners considered; current walking and cycling levels; potential impact of the Shetland Way on physical activity levels; the factors most important to using the Shetland Way; and what the main benefits of the Shetland Way might be.

4.3.4 The second branch of questions for those who had not previously visited considered; whether the Shetland Way would encourage them to visit Shetland; the factors most important to using the Shetland Way and the length and frequency of potential visits.

4.3.5 The third branch of questions for those who had previously visited considered the same questions as for those who had not previously visited, plus additional questions around their previous visit.

4.3.6 The survey was undertaken online and was accessible via a Microsoft Forms link which was embedded within an ArcGIS StoryMap. The survey was live over a circa four-week period between 14th March and 14th April 2022.

Public Surveys: Response

4.3.7 This section provides an overview of the responses received to the survey. A detailed breakdown of responses is set out within a separate Power BI analysis (see Appendix A) and relevant outputs from the surveys have also been incorporated into sections of this report. As such, rather than a question-by-question breakdown, this summarises the key points from the analysis.

4.3.8 **68%** (n=453) of all respondents identified as a permanent Shetland resident or second homeowner. **24%** (n=158) noted that they have previously visited Shetland and may do so again in the future and **7%** (n=47) noted that they have not visited Shetland but may do so in the future.

Permanent Shetland resident or second homeowner in Shetland

4.3.9 Of those who reside in Shetland, the majority (**23%,** n=105) are from the South Mainland with a further **21%** (n=97) from Lerwick. There is a similar proportion of respondents who are from North Mainland (**14%**, n=65), Central Mainland (**13%**, n=62) and West Mainland (**13%**, n=62).

4.3.10 These respondents were asked if they would walk more if the Shetland Way was completed and connected the places they regularly travel between. **32%** (n=149) and **40%** (n=181) of these

respondents indicated that they would be a lot more likely to walk for a specific purpose and for leisure, respectively.

Key Point: In general, residents indicated that they would walk more due to the introduction of the Shetland Way. However, residents indicated that they would be more likely to use the route to walk for pleasure, rather than to work, the shops, or to visit friends. This is consistent with the leisure-related focus of the route but highlights that it could have ancillary benefits in terms of active travel.

4.3.11 This group of respondents was asked to consider the potential benefits of the Shetland Way. The results of this are shown below.

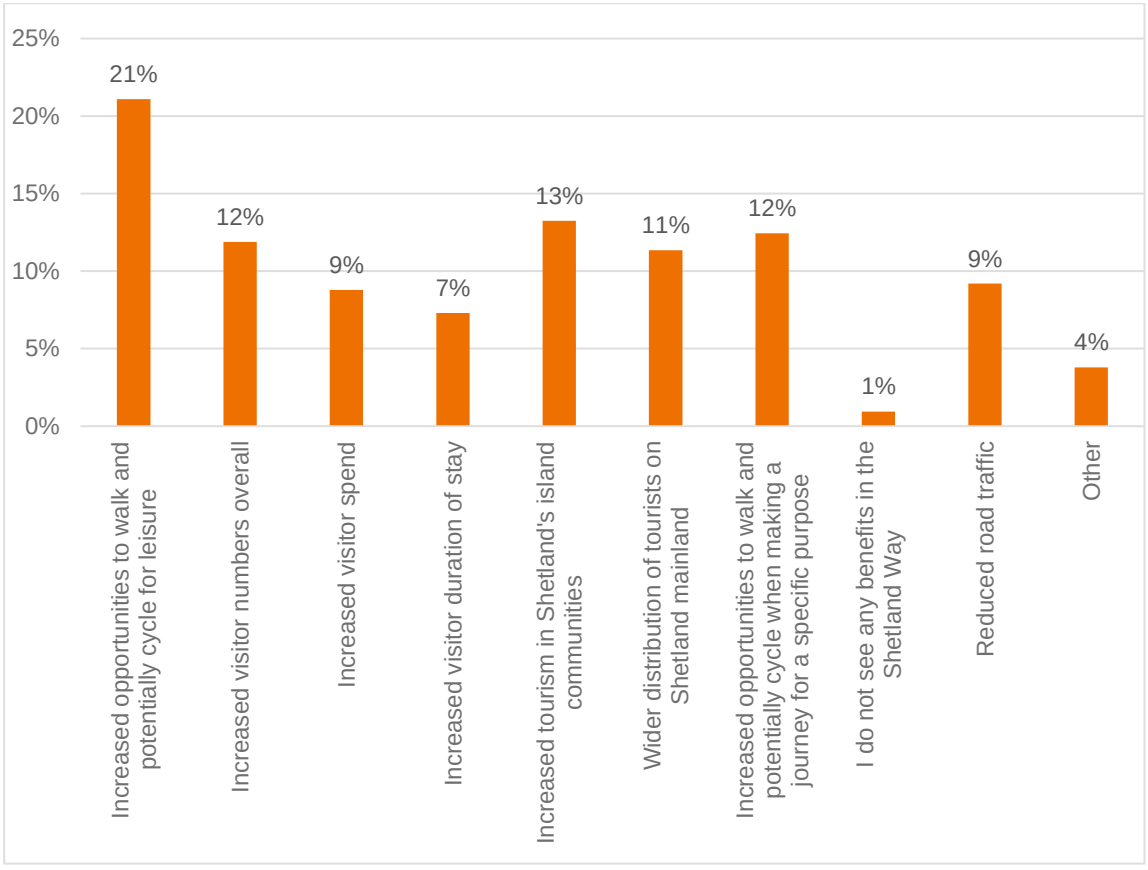


Figure 4-1: Potential Benefits of the Shetland Way

4.3.12 The largest single proportion of respondents noted that the main potential benefit of the Shetland Way is 'Increased opportunities to walk and potentially cycle for leisure', with **21%** (n=156) selecting this option.

4.3.13 A further **13%** (n=98) stated that a benefit would be 'Increased tourism in Shetland's Island communities'. A similar proportion of respondents noted that benefits could include 'Increased opportunities to walk and potentially cycle when making a journey for a specific purpose' (**12%**, n=92), 'Increased visitor numbers overall' (**12**%, n=88) and 'Wider distribution of tourists on Shetland Mainland. (**11%,** n=84).

Key Point: From a resident perspective, the main benefit of the Shetland Way is walking and cycling more. However, there are also significant collective benefits expected from more visitors, greater spend per visitor and wider distribution of visitors.

Previous visitors to Shetland

4.3.14 The majority of those who noted that they have previously visited Shetland were from England (**52%**, n=80) compared to **26%** (n=41) from elsewhere in Scotland. Overall, **81%** (n=126) of respondents were from the UK. This is higher than the proportion of UK visitors identified in the Shetland Visitor Survey 2019[34] which indicated that **56%** of leisure visitors are from the UK, of which **19%** are from Scotland. The Visitor Survey also indicated that **44%** of visitors were from outside the UK whereas the public survey only indicated **27%** of respondents were from outside the UK. The survey for this study may not therefore be fully representative of the Shetland visitor demographic, as captured through 'on-the-ground' VisitScotland research.

4.3.15 Previous visitors were asked a series of questions with regards to their previous leisure trips to Shetland. The majority of these respondents, (**31%**, n=49), noted that they visit Shetland less frequently than every 2-5 years and one quarter (**25%**, n=39) stated that they visit every 2-5 years. Notably, **90%** (n=142) of previous visitors noted that they go walking or hillwalking when they visit Shetland. In comparison, only **10%** (n=15) of visitors indicated they went road cycling or mountain biking on their most recent trip. In terms of other activities, **32%** (n=24) of respondents indicated that they went to see visitor attractions and **21%** (n=16) indicated that they visited beaches on their most recent trip to Shetland.

Key Point: A large proportion of respondents indicated that they visited Shetland less frequently than every five years. This may be for a number of reasons, including the high cost of travelling to Shetland. This would suggest that ongoing visitation may be irregular, but there is a strong desire to participate in leisure walking when making a trip.

Future trips to Shetland

4.3.16 Both previous visitors and future visitors were asked whether the proposed Shetland Way would encourage them to visit Shetland for a walking or cycling holiday, respectively. **92%** (n=189) of respondents noted that it might or definitely would encourage them to visit for a walking trip. Additionally, when asked to what extent the Shetland Way would influence their decision to visit Shetland for a walking holiday, **7%** (n=14) noted that it would be their sole reason to visit.

4.3.17 Similarly, respondents were asked if the Shetland Way would encourage them to visit Shetland for a cycling holiday. In total, **65%** (n=133) of respondents said that it might or definitely would encourage them to visit.

Key Point: The market is primarily for walking with 92% of respondents indicating that they would visit Shetland for a walking holiday. The survey suggests that there is a market for cycling, but it is smaller.

4.3.18 This group of respondents were then asked how long they would stay in Shetland if they were to visit to walk or cycle the Shetland Way. Most of the respondents (**43%**, n=89) noted that they would stay between 8 and 14 nights to complete the Shetland Way. A further **32%** (n=67) stated they would stay between 4 and 7 nights suggesting that respondents planned to spend approximately a week completing the route.

[34] Shetland Islands Visitor Survey 2019, Shetland Islands Council and VisitScotland, 2020 https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/shetland-islands-visitors-survey-2019.pdf

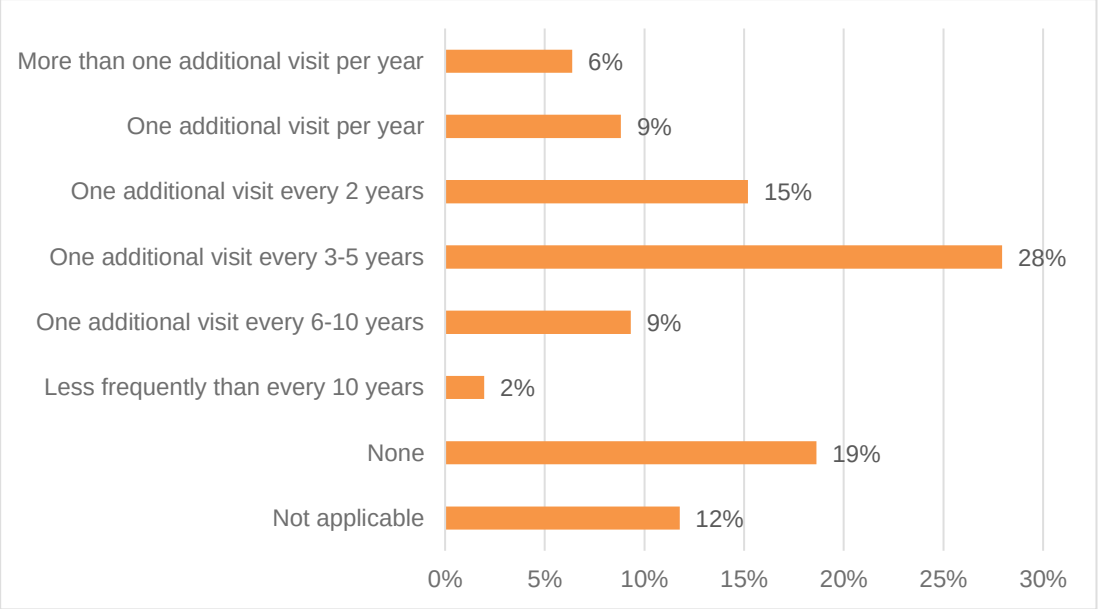


Figure 4-2: How many additional trips would you make to Shetland?

4.3.19 In total, around three quarters (**74%**, n=150) of visitors noted that the Shetland Way would encourage them to stay for additional nights. As shown below, **28%** (n=57) of the respondents stated that the completion of the Shetland Way would lead to one additional visit every 3-5 years and **15**% (n=31) said they would make one additional visit every 2 years.

Key Features for Potential Route

4.3.20 The respondents were asked how important a range of features would be in their decision to use the Shetland Way. The three most important features identified were:

- 'Route provides sections between settlements which can be easily walked in a day'.
- 'Signage'
- 'Route fully segregated from vehicle traffic'.

4.3.21 Respondents identified 'Seating', 'Public Art' and 'Gradient / Topography' to be the least important features.

4.3.22 Respondents were asked the same question with regards to cycling the Shetland Way. Again, using net support, the most important features identified were:

- 'Access to Accommodation'
- 'Route provides sections between settlements which can be easily cycled in a day'
- 'Nearby food and drink places'
- 'Signage'

4.4 Summary

4.4.1 A number of the stakeholder and public engagement activities were undertaken to inform the development of this study and the preferred route alignment. Stakeholders were engaged through one-to-one virtual meetings or sent a briefing note with a request for comments. An online consultation exercise was also held between 14th March and 14th April 2022.

4.4.2 Both the stakeholder and public survey garnered significant interest regarding the formation of the route and the findings from this have been used to support this study and the identification of preferred route alignment.

4.4.3 The respondents were asked how important a range of features would be in their decision to use the Shetland Way. The three most important features identified were:

- 'Route provides sections between settlements which can be easily walked in a day'.
- 'Signage'
- 'Route fully segregated from vehicle traffic'.

4.4.4 Residents recognised that there are significant collective benefits expected from more visitors, greater spend per visitor and wider distribution of visitors that the Shetland Way could generate in addition to the greater opportunities to walk and cycle for leisure.

5 Case for Change

5.1 Overview

5.1.1 This section sets out the case to create the Shetland Way (the case for change) and the project objectives that have been developed. It includes an overview of the process undertaken to develop these objectives along with a detailed breakdown of the problems and opportunities identified through review of the Shetland Visitor survey and the programme of public and stakeholder engagement.

5.2 Theory of Change

5.2.1 Firstly, the assessment of any investment should be informed by the 'Theory of Change' in line with H.M. Treasury *Magenta Book*. The theory of change forms the basis of the economic narrative and assessment for the project.

5.2.2 A five-stage logic-chain has been employed to outline the initial problems and opportunities to eventual societal impacts and will be adopted to contextualise these benefits and the potential impacts that the Shetland Way will generate. The main components of the logic chain are:

- **Context - the case for change:** Problems and opportunities that the ultimate solution is intended to address, which defines the rationale for proceeding with the project.
- **Input**: The investment and processes required to deliver the Shetland Way. This includes this Feasibility Study and future design or assessment work to successfully deliver this project.
- **Outputs:** The output from this work is the Shetland Way itself. Section 6 outlines the potential route options for the main route as well that could be created to run through specific communities or 'visitor hubs'.
- **Outcomes:** The short (e.g., 1 to 2 years) to medium-term (e.g., 2 to 5 years) results from the Shetland Way, e.g., additional visitors, longer duration of stay etc.
- **Impacts:** The long-term (e.g., beyond 5 years) economic and societal impacts which emerge as a result of the outcomes generated by the Shetland Way, e.g., increased business investment, labour market benefits etc.

5.2.3 The expected outcomes and impacts outlined in the 'Theory of Change' are used to set the direction of the impact assessment of the project. Figure 5-1 presents a visual logic map to demonstrate the Shetland Way 'Theory of Change'.

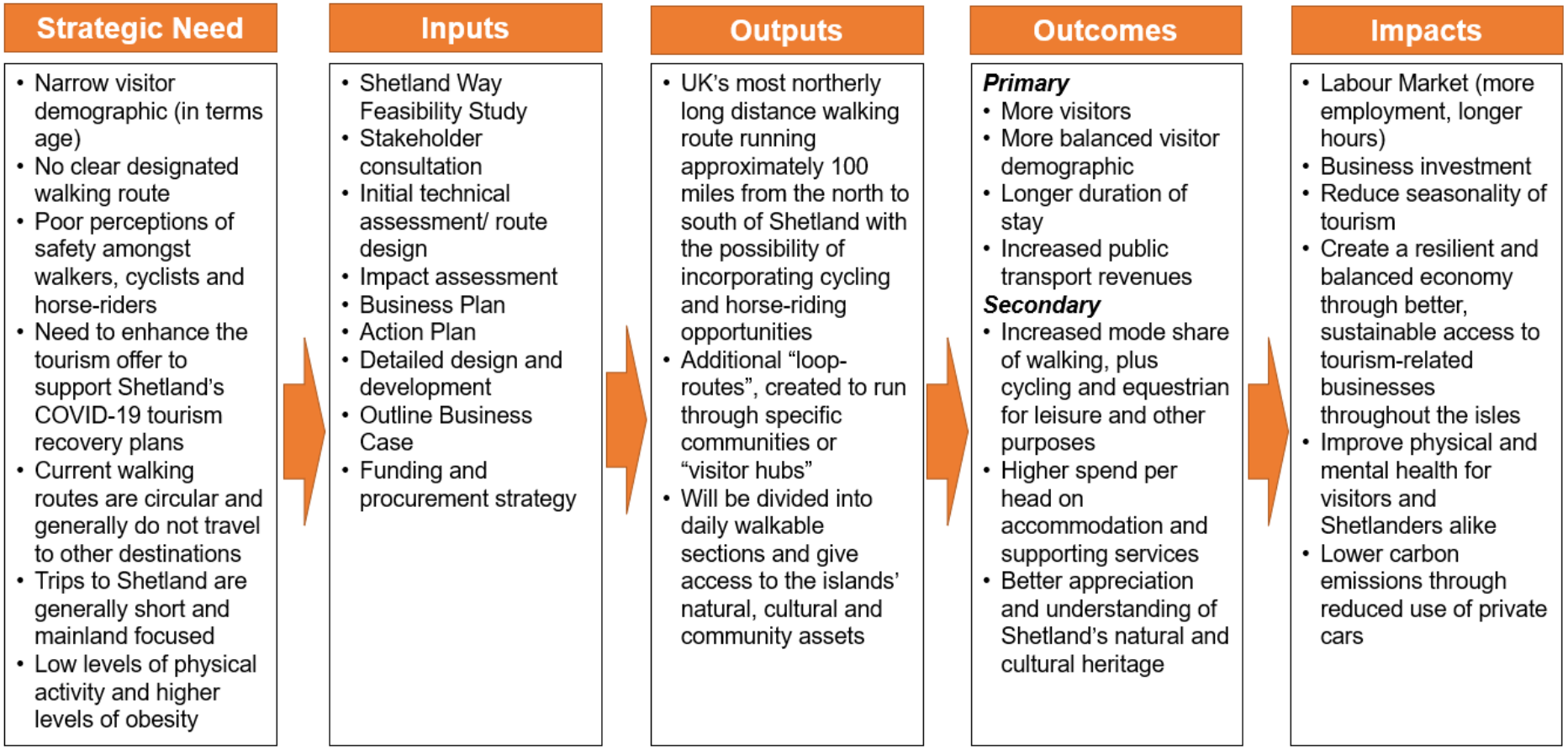


Figure 5-1: Shetland Way Logic Map

Strategic Need

5.2.4 A set of problems and opportunities has been developed for the project in consultation with VisitScotland and through the programme of stakeholder and public engagement. The table below sets out the problems identified and the supporting evidence.

Table 5-1: Shetland Way Problems

Problem / Opportunity	Supporting evidence
Narrow visitor demographic (in terms age)	The Shetland Visitor survey[35] shows that 59% of leisure visitors are over the age of 55. This is higher than equivalent figures in Orkney in 2019 (57%) and the Outer Hebrides in 2017 (46%).
No clear designated walking route	Lack of signage on access routes / signage only provided at access gates identified as an issue during the ZetTrans RTS stakeholder engagement. 15% of respondents to the ZetTrans survey were dissatisfied with signage with respect to walking.
Poor perceptions of safety by walkers, cyclists and horse-riders	Range of issues identified through the ZetTrans RTS stakeholder engagement including lack of footways. 40% dissatisfied with 'segregation of walking routes from traffic'. Also included lack of dropped kerbs, uneven surfaces, narrow / lack of footways, wide junctions which are poorly designed for pedestrians, poor / lack of lighting / signage, poorly designed and sited street furniture.
Need to enhance the tourism offer to support Shetland's COVID-19 tourism recovery plans	Need to enhance the tourism offer by providing a world-class, active and eco-friendly visitor attraction to support the Shetland's COVID-19 tourism recovery plans. Engaging the domestic market and promoting Scotland as a staycation destination remains a priority for VisitScotland[36]. Research shows the rise in interest in UK staycations should continue beyond the past years of Covid-19 restrictions. A survey[37] of 1,015 UK adults highlighted that 71% are intending to plan a UK holiday in the summer of 2021 and into 2022 which offers an opportunity to establish Shetland as a populator destination for staycations within the UK.
Current walking routes in Shetland are circular and generally do not travel to other destinations	The active travel network in Shetland is currently limited, particularly with the de-designation of NCN1 by Sustrans in 2018. In rural areas many roads do not have footways alongside them. Shetland has a reasonably well-developed 'core path'[38] network. However, most of these routes are circular rather than travel to a destination. These issues were recognised in the Shetland Active Travel Strategy 2021-26, which sets out a series of actions intended to begin addressing them.
Trips to Shetland are generally short and mainland focused	The Shetland Visitor survey shows that the majority of overnight visitors to Shetland (81%) stayed for a period of one week or less and length of stay had fallen compared to 2017. The average number of nights stayed in 2019 was 5.8 compared to 7.6 in 2017.

[35] https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/shetland-islands-visitors-survey-2019.pdf

[36] https://www.visitscotland.org/news/2022/shetland-takeover?msclkid=05b6fa96c4c911ecaaee5176e9b25b16

[37] https://www.accumulatecapital.co.uk/wp-content/uploads/2021/02/Staycations.pdf

[38] Core paths are paths, waterways or any other means of crossing land to facilitate, promote and manage the exercises of access rights under the Land Reform (Scotland) Act 2003, and are identified as such in access authority core paths plan.

Problem / Opportunity	Supporting evidence
	At least 65% of respondents to the Visitor Survey visited Lerwick, the South Mainland, the Central Mainland or the West Mainland Less than half of respondents visited Yell and Unst in the same year.
Low levels of physical activity and higher levels of obesity	Shetland has lower levels of physical activity than the Scottish average and higher levels of obesity. According to the Scottish Health Survey, 62% of adults in Shetland met the recommended daily physical activity levels between 2016-19 compared to 65% across Scotland as a whole[39]. According to the Scottish Health Survey, among the adult population in Shetland, 68% were either obese or overweight between 2016-19 compared to 65% across Scotland.

Outcomes and Impacts

5.2.5 The full list of identified outcomes and impacts has been identified based on the problems and objectives as well as the technical design work outlined in Section 6. The outcomes are focussed around the short to medium-term changes resulting from the Shetland Way if it was commissioned. The outcomes have been split into primary and secondary impacts where the secondary impacts emerge as result of the primary impacts. The impacts are focussed on the long-term economic and societal impacts stemming from the Shetland Way.

5.2.6 Table 5-2 outlines the expected outcomes and impacts of the Shetland Way and the evidence supporting these expectations.

Table 5-2: Shetland Way expected impacts and outcomes

Outcome / Impacts	Evidence or theory supporting this
Primary outcomes	
More visitors	A number of long-distance routes in Scotland and in the rest of the UK have experienced large visitor numbers following their creation. The Hebridean Way is a good comparator to the Shetland Way due to the similarities in terms of island setting, the scale of the route and its north-south alignment. Following the creation of the Hebridean Way in 2017, the combined walking and cycling routes attracted around 7,500 people to the islands[40] in 2019.
More balanced visitor demographic	It is expected that the Shetland Way will increase Shetland's share of the visitor market as an attractive sustainable tourism destination. A VisitScotland Walking topic paper[41] highlighted that the largest age groups of walkers are 55-64 and 45-54 for both the long and short walking markets. However 25–34-year-old make up a larger share of the long walking market than the short walking market, so there could be an increase in younger age groups visiting Shetland to walk the Shetland Way if it is established.

[39] Scottish Health Survey, 2020
https://scotland.shinyapps.io/sg-scottish-health-survey/

[40] Outer Hebrides Tourism Outlook 2030:
https://www.visitouterhebrides.co.uk/dbimgs/Outlook2030%20Final%20April%2021.pdf

[41] Insight Department: Walking Topic Paper, VisitScotland
https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers-2/walking-topic-paper-2017.pdf?msclkid=4713d60ec5f511ecafb38fbb3b47a016

Outcome / Impacts	Evidence or theory supporting this
Longer duration of stay	As part of the public survey undertaken for this study, respondents were asked how the Shetland Way would impact their length of stay. **74%** (n=150) of respondents said that they would stay additional nights if the Shetland Way were developed.
Increased public transport revenues through increased public travel use to and from the Shetland Way	The public survey undertaken for this study highlighted that being able to access / egress the Shetland Way via public transport is important to both potential visitors and Shetland residents. 'Being able to access / egress the route via public transport' scored a net importance score of **58% and 72%** for residents and visitors respectively. To reflect the importance of this, we scored potential route options based on how they would support use of public transport.
Secondary outcomes	
Increased mode share of walking and cycle for leisure and other purposes	As part of the public survey undertaken for this study, residents were asked how the Shetland Way would impact their levels of physical activity. **68%** (n=309) of respondents said that they would walk at least slightly more for pleasure or for the purpose of staying fit. **47%** (n=255) of respondents said that they would cycle at least slightly more for pleasure or for the purpose of staying fit if the Shetland Way could accommodate bicycles.
Higher spend per head on accommodation and supporting services	Following the creation of the Hebridean Way in 2017, the two routes attracted around 7,500 people to the islands adding around £3 million to the islands' economy.[42] The preferred route alignment for the Shetland Way has been developed to support higher spend through better, sustainable access to tourism-related businesses to encourage visitors to stay longer and spend more while they are here.
Better appreciation and understanding of Shetland's natural and cultural heritage	The route will utilise Shetland's designation as a UNESCO accredited global geopark, linking geosites as well as communities, visitor attractions and places of cultural and natural heritage. As result of this we would expect that both visitors and residents will have a better understanding of Shetland's natural and cultural heritage.
Long-term economic and societal impacts	
Improved local labour market (more employment, longer hours)	It is anticipated that the Shetland Way will generate sustainable growth in the visitor economy to support increased employment opportunities in tourism related enterprises and support services. Increased demand for tourism related services because of the Shetland Way will require a corresponding increase in employment opportunities in both the tourism and related sectors.
Reduced seasonality of tourism industry	The Shetland Way will be an enticing attraction to experienced hikers throughout the year and not just in the summer months. Charity and challenge events involving the Shetland Way could also bring participants and spectators to Shetland at different times of the year.
Create a resilient and balanced economy through better, sustainable access to tourism-related businesses	The Shetland Way will generate sustainable growth in the visitor economy as a popular walking holiday destination. Subsequently this could support increased employment opportunities, increased business productivity and the development of new accommodation and other tourism-related enterprises and support services. The 'Sustainable Tourism' sector was identified in *Scotland's Economic Strategy* as one of the growth sectors in which Scotland can build on

[42] Outer Hebrides Tourism Outlook 2030
https://www.visitouterhebrides.co.uk/dbimgs/Outlook2030%20Final%20April%2021.pdf

Outcome / Impacts	Evidence or theory supporting this
	existing comparative advantage and increase productivity and growth. GDP data from 2021 Q3 shows that output in the Sustainable Tourism growth sector increased by 22.3%, whereas output across the economy as a whole increased by 1.0%. Compared with the same quarter in the previous year, output in this sector increased by 30.3%, whereas output across the economy as a whole increased by 7.1%, comparing Q3 2021 to Q3 2020
Business investment – development of new tourism-related enterprises	The design of the route aims to ensure that existing accommodation providers, retailers and other visitor attractions derive benefits from the walking route. If Shetland Way is as attractive to visitors as expected, there will need to be development of new accommodation, other tourism enterprises and support services to increase capacity of the sector. Section 9.1 highlights some of the most successful examples of business establishment and economic benefits linked to long distance route development
Improved physical and mental health for visitors and Shetland residents alike	The Shetland Way will promote more active and healthier lifestyles for visitors and Shetland residents by encouraging more people to walk and cycle. As part of the public survey undertaken for this study, residents were asked about the main benefits of the Shetland Way. **85%** (n=395) of respondents said that the main benefit of the Shetland Way would be increased opportunities to walk and cycle for leisure.
Lower carbon emissions through reduced use of private cars	The Shetland Way will be designed to integrate with public transport and encourage visitors to walk more. Encouraging active and sustainable travel means less transport emissions in Shetland and sustainable modes of transport can drastically reduce the emissions impact of tourism related activities in Shetland.

5.2.7 The expected outcomes and impacts outlined in the logic map and the table above are used to set the direction of the impact assessment of the project. This is discussed further in Section 7. The outcomes and impacts will also be used to develop a monitoring and evaluation framework so that the success or otherwise of the project can be fully understood.

5.3 Objectives

5.3.1 The process for developing Strategic Objectives for the project has followed a 5-step process as set out in Figure 5-2 and the text below.

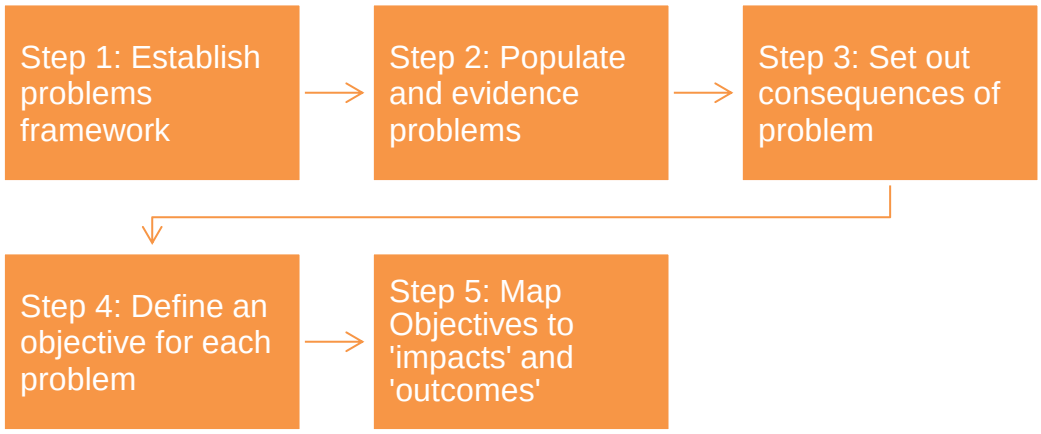


Figure 5-2: Approach to developing Shetland Way objectives

5.3.2 The problems and opportunities (Steps 1 to 3) have already been outlined in section 5.2. The project objectives have been developed in consultation with the Shetland Way Steering Group. Table 5-3 below sets an objective developed in response to each problem. In some cases, one problem is covered by multiple objectives.

Table 5-3: Problems, opportunities and objectives

Problem / Opportunity	Objectives
Currently Shetland attracts narrow segment of walker market	Increase Shetland's share of the visitor market as an attractive walking destination and attract new visitors to the Islands.
	Reduce the seasonality of tourism in Shetland by encouraging a greater number of visitors year-round.
Narrow visitor demographic (in terms age & origin)	Support a more balanced visitor demographic in Shetland in terms of age, nationality and ethnicity
Poor perceptions of safety by walkers, cyclists and horse-riders	Create a high-quality long-distance route that is accessible for a range of capabilities and ages.
No clear designated walking route	
Need to enhance the tourism offer to support Shetland's COVID-19 tourism recovery plans	Create a more resilient and balanced local economy through better, sustainable access to tourism-related businesses to encourage visitors to stay longer and spend more while they are here.
	Encourage a greater spread of the benefits of tourism throughout the islands
Current walking routes are circular and generally do not travel to other destinations	Create routes that support the use of public transport network where possible.
Trips to Shetland are generally short and mainland focused	Generate sustainable growth in the visitor economy to support increased employment opportunities, increased business productivity and the development of new accommodation and other tourism-related enterprises and support services.
Low levels of physical activity and higher levels of obesity	Promote more active and healthier lifestyles for visitors and Shetland residents alike.

5.3.4 The design of the potential route for the Shetland Way has been developed in accordance with VisitScotland's responsible tourism priority pillars[43], namely:

- Supporting Scotland's transition to a low carbon economy
- Ensuring tourism and events in Scotland are inclusive
- Ensuring tourism and events contribute to thriving communities
- Supporting the protection and considerate enjoyment of Scotland's natural and cultural heritage'.

[43] https://www.visitscotland.org/supporting-your-business/responsible-tourism

6 Technical Design

6.1 Overview

6.1.1 This section focusses on the technical feasibility of delivering the Shetland Way and comprises the following sections:

- An options appraisal of potential alignments against the agreed project objectives
- Technical feasibility, including key considerations for the development of the Shetland Way

6.2 Options Appraisal

6.2.1 A separate Technical Feasibility Report (see Appendix B) includes the appraisal of options against the project objectives and VisitScotland responsible tourism priority pillars to identify an outline preferred alignment for the Shetland Way. This is subject to further consideration and consultation with stakeholders, landowners and the local community.

6.2.2 Within each section, a number of route options have been identified and each has been scored against the project objectives to identify a preferred route. Within each sub-section, routes passing through each settlement have also been scored to inform a preferred route alignment.

6.2.3 The identified route options are shown in Figure 6-1.

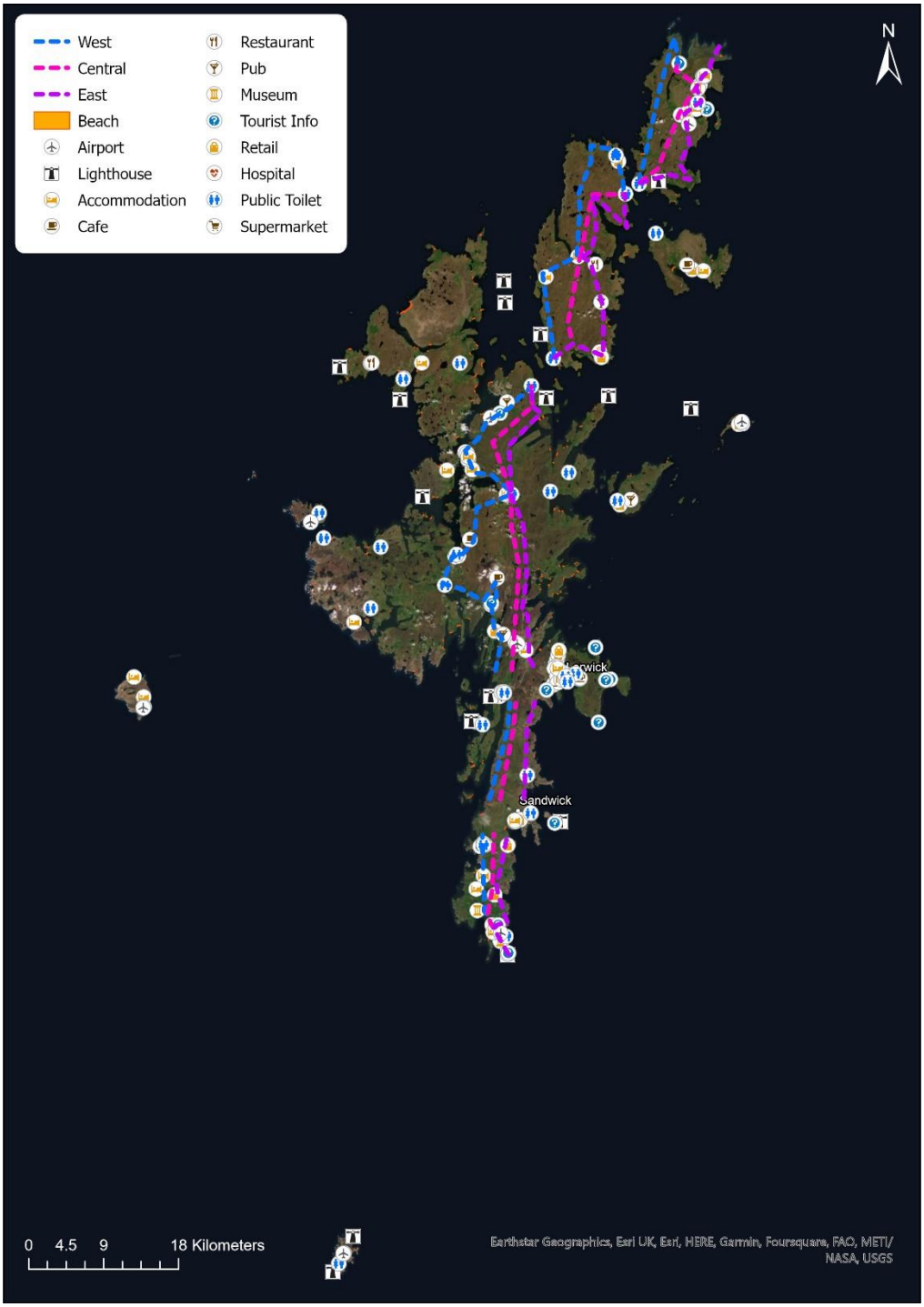


Figure 6-1: Section Options

6.2.4 The sections have been identified only to inform route selection, they are not intended to reflect stopping points and it is assumed people travelling the Shetland Way would stop at different locations along the route.

6.2.5 The preferred options, shown in Table 6-1, are not fixed and will be subject to further development as the project progresses, in particular through further stakeholder and community engagement.

Table 6-1: Options Appraisal Preferred Route Alignment

	Section	Approx. Length (miles)
1	Sumburgh - Sandwick	15
2	Sandwick - Scalloway	12
3	Scalloway - Aith	19
4	Aith - Brae	13
5	Brae - Toft	8
6	Ulsta - Mid-Yell	13
7	Mid-Yell - Gutcher	18
8	Belmont - Baltasound	11
9	Baltasound - Hermaness	6
	Total	**116**

6.2.6 Figure 6-2 shows the combination of preferred sections and sub-sections which could form the main alignment of the Shetland Way. As noted, this is subject to confirmation and may change. The rationale for the selection of each section is presented in Table 6-2.

Table 6-2 Rationale for Section Selection

Section	Route	Main Rationale for Selection	Description
Sumburgh and South	West Coast	Better access to tourism related business	More established tourism related businesses exist along this route such as Quendale Mill, Spiggie Hotel, Setterbrae B&B and businesses in Bigton
		Enjoyment of natural and cultural heritage	More natural heritage locations (such as St Ninian's Beach)
Maywick / Sandwick	Sandwick	Better access to tourism-related business	More established tourism related businesses exist along this route
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements. Potential links to Sandwick Junior High School
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades
Sandwick to Scalloway / Lerwick	Eastern Coast	Better access to tourism-related business	More established tourism related businesses exist along this route
		Greater spread of tourism related business and longer stay	Encourages more visitors to businesses which might not otherwise be visited by tourist on Shetland
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements. Potential links to Cunningsburgh Primary School

Section	Route	Main Rationale for Selection	Description
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades
Scalloway / Lerwick	Lerwick	Greater spread of tourism related business and longer stay	Encourages more visitors to businesses which might not otherwise be visited by tourists on Shetland
		Generate sustainable growth in visitor economy	More scope for growth in visitor economy (beyond Lerwick which is already well established).
		Promote more active / healthier lifestyles for visitors and Shetlanders	More scope for infrastructure improvements to benefit local population (Lerwick already well established / served)
		Contribute to thriving communities	More opportunity to contribute to creating thriving communities through increased visitors and any infrastructure upgrades (Lerwick already well established / served)
		Enjoyment of natural and cultural heritage	More natural heritage locations
Scalloway / Lerwick to Voe	West Coast via Aith	Better access to tourism-related business	More established tourism related businesses exist along this route
		Greater spread of tourism related business and longer stay	Encourages more visitors to businesses which might not otherwise be visited by tourist on Shetland
		Support the use of public transport	More opportunities for use of local bus services, with potential for improved services which also better serve local communities
		Generate sustainable growth in visitor economy	Allows more growth in visitor economy within Brae, with potential for some benefits for some visitors to travel into north mainland
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements. Potential links to Aith Junior High School
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades
Voe to Toft	Via Brae	Support a more balance visitor demographic	Route likely to be more appealing to a wide range of visitors (other options are quite remote and lacking in facilities)
		Accessible for a range of capabilities / demographic	Route likely to be formed of a mix of established and rural sections making it easier to travel (other options likely to be mor remote / challenging).

Section	Route	Main Rationale for Selection	Description
		Better access to tourism-related business	More established tourism related businesses exist along this route
		Greater spread of tourism related business and longer stay	Encourages more visitors to businesses which might not otherwise be visited by tourist on Shetland
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades
Yell South	Eastern Coast via Brough	Better access to tourism-related business	More established tourism related businesses
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements
Yell North	West via Greenbank and Cullivoe	Generate sustainable growth in visitor economy	Allows more growth in visitor economy (i.e. Greenbank, Cullivoe, Stronganess)
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades (i.e. Greenbank, Cullivoe, Stronganess)
		Enjoyment of natural and cultural heritage	More natural heritage locations (i.e. beaches and coastal scenery)
Unst	East Coast	Generate sustainable growth in visitor economy	Allows more growth in visitor economy around Uyeasound, Baltasound, Haroldswick, Aligarh, Norwick etc.
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades (communities as above)

6.2.7 In general, the preferred routes tend to pass through existing communities rather than more remote parts of Shetland because they align well with the objectives to contribute to thriving communities and encourage a greater spread of tourism related business. The preferred route alignment nonetheless does provide access to the natural heritage of Shetland, in particular coastal scenery, open spaces and beaches.

6.2.8 Having considered the route option appraisal outlined above, the Steering Group selected its preferred route alignment. This route alignment closely reflects the outcome of the option appraisal but has been slightly modified based on the local knowledge and tourism industry insights of the group members.

6.2.9 The preferred route alignment sections and distances are shown in Table 6-3. As result of the changes to the preferred route, the sections identified in Table 6-3 differ from those in Table 6-1.

Table 6-3 Preferred Route Alignment

	Section	Approx. Length (miles)
1	Sumburgh - Sandwick	15
2	Sandwick - Scalloway	12
3	Scalloway - Aith	19
4	Aith - Brae	13
5	Brae - Toft	8
6	Ulsta - Mid-Yell	13
7	Mid-Yell - Gutcher	18
8	Belmont - Baltasound	11
9	Baltasound - Hermaness	6
	Total	**116**

6.2.10 The preferred route alignment is shown in Figure 6-2, below.

Figure 6-2: Preferred Route Alignment

6.2.11 Additional spurs, connections and loops could be added to increase the range of destinations served and bring additional benefits to local communities. The main potential spurs / connections / loops include:

- A link between Scalloway and Lerwick
- A route(s) beyond Brae into north mainland
- A route west from Aith to the west

6.2.12 The main potential spurs / connections / loops are shown in Figure 6-3.

Figure 6-3 Main Potential Spurs / Connections / Loops

6.3 Technical Feasibility

6.3.1 Appendix B goes on to set out the considerations of the technical delivery of the Shetland Way, setting out an approach to how the route could be delivered. The technical feasibility and the range of considerations when delivering the Shetland Way route, includes utility considerations, topographical surveys, spatial mapping, construction standards, drainage, cost estimates, land ownership and environmental considerations.

6.3.2 The technical specification has been informed by stakeholder and community engagement and reflects the general feedback that the route should be sensitively designed, in keeping with the local environment, rather than heavily engineered.

6.3.3 It is clear that, while the route will generally cater for long distance walkers, consideration should also be given to accommodating cyclists and equestrian movements as the design progresses. These, along with the needs of protected characteristic groups, particularly those with mobility impairments, should be given further consideration as the development of the route progresses. Consideration also needs to be given as to how the Shetland Way can provide functional benefits to local communities, encouraging local residents to undertake shorter, functional trips by active travel and to walk and cycle for leisure purposes.

6.3.4 Recommended construction standards are set out in Table 6-4.

Table 6-4 Construction Standards

Element	Recommended Approach
Route alignment	Avoid routing people along 'A' class roads Utilise some quieter roads (subject to road safety considerations / risk)
Path type	Unlikely to be large sections of new path Utilise existing roads, tracks and paths (similar to Hebridean Way) Refer to Paths for All Lowland Path Construction Guide standards
Maintenance	Maintenance should not be overlooked and budget should be allocated A 3-to-5-year maintenance programme is advised Could include contractors, not-for-profit organisations, land managers, training organisations, volunteers and community groups
Lighting	No new lighting for remote / rural sections Potential for sensitive new lighting in urban / built up areas
Signage / wayfinding	Signage will be a key element, but should avoid visual intrusion Refer to Paths for All *Signage Guidance for Outdoor Access: A Guide to Good Practice* Signage includes advisory signs, which let people know what to expect, and directional signage, which is about route / wayfinding Signage to cover safety / land management and responsible behaviour Signage Strategy (agreed principles) and Signage Plan (detail of sign locations) to be prepared Potential for a logo to be developed
Seating	Seating to be provided, with consideration for those with mobility impairments Refer to Paths for All *Outdoor Access Design Guide* Potential litter issue: focus should be on responsible behaviour
Viewpoints	Various opportunities for viewpoints Natural features could be incorporated
Education / interpretation / orientation	Both education and interpretation should both be provided, building on existing provision Information sticks to the facts, but interpretation reveals meanings and relationships
Gateway signs	Gateway should be provided to orientate people and provide a sense of achievement
Access for all	Equality Impact Assessment to be updated throughout and consider protected characteristics groups Ongoing engagement with Inclusion Shetland Consideration to be given to cyclists and equestrians Where access for all cannot be achieved, alternative routes and signage / information to be provided

6.3.5 Environmental considerations, including nature conservation, historic environment, landscape and visual opportunities have also been described.

6.4 Cost Estimates

6.4.1 High level cost estimates have been provided to guide delivery and these should be refined over time as the route alignment and nature of infrastructure upgrade required becomes clearer. The requirement for annual maintenance should not be overlooked and high-level annual maintenance costs have also been derived to aid with setting budgets and applications for external funding.

6.4.2 Given the uncertainty over the route alignment and how it will be formed, only high-level costs have been developed at this stage. A rate per kilometre has been prepared based on an estimation of the works required and costs from the 'Estimating price guide' for path projects (2019) by Paths for All[44] . There are two different types of provision, defined as:

- **Rural** – where little existing path infrastructure exists
- **Established** – where routes are likely to be formed using existing paths / footways / tracks etc.

6.4.1 Three levels of provision have been considered for capital costs:

- **Bronze** – generally limited to signage and gates / stiles with localised works focussed on dealing with issues relating to drainage and slopes in rural areas and minimal works some minor works in established areas (such as small sections of new path). This specification allows for creating formal routes over around 2.5% of rural sections plus targeted works (gates / stiles / bridges / benches / signs / boardwalks) and upgrades to 1.3% of the established network.
- **Silver** – signage and gates / stiles with sensitive works focussed on dealing with issues relating to drainage and slopes in rural areas and some works in established areas (such as sections of new path). This specification allows for creating formal routes over around 5% of rural sections plus targeted works (gates / stiles / bridges / benches / signs / boardwalks) and upgrades to 5% of the established network.
- **Gold** - signage and gates / stiles with more intrusive works focussed on dealing with issues relating to drainage and slopes in rural areas, as well as providing well surfaced sections of path, and more substantial works in established areas (such as longer sections of new path). This specification allows for creating formal routes over around 7.5% of rural sections plus targeted works (gates / stiles / bridges / benches / signs / boardwalks) and upgrades to 10% of the established network.

6.4.2 The estimated capital cost per kilometre based on Silver provision for route delivery is:

- **~£29k** in rural locations
- **~£9k** in established locations

6.4.3 By comparison, the bronze specification is around **£15k per kilometre** for rural locations and around **£4.5k** in established locations and the gold specification is around **£41k** and around **£15k** respectively.

6.4.4 Table 6-5 shows the breakdown of costs per section / route and, at this stage, an optimism bias[45] of 46% has been applied.

[44] https://www.pathsforall.org.uk/mediaLibrary/other/english/estimating-price-guide-for-path-projects_paths-for-all_-rev1-dec-2019-2.pdf

[45] Based on Table 8 in TAG unit A1-2, TAG unit A1-2 scheme costs - GOV.UK (www.gov.uk)

Table 6-5 Breakdown of Estimated Costs by Section / Route – Silver Specification

	Total Length	Length Rural		Length Established			
Section	**Miles**	**KM**	**Miles**	**KM**	**Miles**	**KM**	**Cost**
Sumburgh - Sandwick	14.9	24.0	7.5	12.0	7.5	12.0	£671,610
Sandwick - Scalloway	11.9	19.2	6.0	9.6	6.0	9.6	£537,288
Scalloway - Aith	19.4	31.2	9.7	15.6	9.7	15.6	£873,093
Aith - Brae	13.4	21.6	6.7	10.8	6.7	10.8	£604,449
Brae - Toft	8.2	13.2	4.1	6.6	4.1	6.6	£369,385
Ulsta - Mid-Yell	13.4	21.6	10.1	16.2	3.4	5.4	£762,018
Mid-Yell - Gutcher	17.9	28.8	13.4	21.6	4.5	7.2	£1,016,024
Belmont - Baltasound	11.2	18.0	8.4	13.5	2.8	4.5	£635,015
Baltasound - Hermaness	6.0	9.6	4.5	7.2	1.5	2.4	£338,675
	116.3	**187.2**	**70.3**	**113.1**	**46.0**	**74.1**	**£5,807,556**

6.4.5 Table 6-5 shows that the overall cost of delivery (excluding labour) for the **Silver** level of provision is in the region of **£5.8 million** although this is very much dependent on the extent of infrastructure provided and could be adjusted accordingly once more specific details are known. The **Bronze** level of provision is around **£2.9 million** and the **Gold** level is **£8.4 million**.

6.4.6 A rate per kilometre has been also prepared for maintenance costs associated with the Shetland Way. This is based on an estimation of the maintenance activities required and costs from the 'Estimating price guide' for path projects guidance. Only one level of provision has been considered for maintenance costs. Table 6-6 presents the estimated maintenance costs per kilometre for rural and established locations.

Table 6-6 Maintenance Costs Breakdown

Element	Unit	Unit cost £ (2022)	Rural		Established	
			No. Per KM	Cost Per KM	No. Per KM	Cost Per KM
Litter pick	m2	£0.17	-	£0.00	500	£82.50
Path / verge mowing	m2	£0.39	100	£38.50	500	£192.50
Vegetation cutting	linear meter	£2.48	-	-	-	-
Path clearance	m2	£0.11	200	£22.00	250	£27.50
Cut back overhanging tree / shrubs	m2	£0.08	-	-	-	-
Unbound surface defect repairs	m2	£3.85	100	£385.00	-	£0.00
Path / verge strimming	m2	£0.33	100	£33.00	100	£33.00
General drainage / flooding maintenance / surface ponding issues	m2	£2.57	80	£205.52	50	£128.45
Total				£684.02		£463.95

6.4.7 Based on the information set out in Table 6-6, the estimated maintenance cost of the preferred route alignment is estimated to be around £165,000 per year.

6.5 Land Ownership

6.5.1 Given that the detailed preferred alignment of the Shetland Way is not yet confirmed, potential land ownership issues cannot be fully understood at this stage.

6.5.2 Initial discussions have been held with Viking Energy Wind Farm (VEWF) and SSE Renewables (SSER) who are key landowners and are keen to actively engage with the study team at an appropriate stage.

6.5.3 They have suggested that the proposals for the Shetland Way, with landowner and crofter approval/cooperation, could be complementary to this plan. The Shetland Way could impact on-going safe operation and maintenance of VEWF, but Viking Energy is committed to facilitating safe public access and to implementing the approved Outdoor Access Management Plan.

6.5.4 Land ownership key contacts are shown in Table 6-7.

Table 6-7 Land Ownership Key Contacts

Organisation	Role	Name
SSE Renewables	Stakeholder Manager (Viking)	Aaron Priest
SSER Operations	TBC	TBC
Shetland Islands Council	Outdoor Access Officer	Liam Drosso
Shetland Islands Council	Development Services	Suzanne Shearer
Shetland Islands Council	Property and Assets Manager	Tracey-Anne Anderson
Land Register of Scotland	https://www.ros.gov.uk/our-registers/land-register-of-scotland	

6.5.5 It is envisaged that getting approval from landowners would be a key consideration in identifying a preferred alignment and this has been identified within the project risk register.

6.5.6 Dialogue with landowners should be undertaken early in the process as the project and preferred alignment is taken forward. It is considered that land ownership would not be a major barrier to delivering the route and, should landowners be uncooperative, then alternative routes could be considered (even if they are less direct). This is the approach adopted for the Hebridean Way.

7 Impact assessment

7.1 Overview

7.1.1 This section of the report outlines the approach taken to assess and estimate the likely benefits of the proposed Shetland Way to the Shetland local economy and community. The main aim behind the development of a long-distance route through Shetland is to attract more visitors to the islands, to encourage visitors to stay longer, spend more and return in the future.

7.1.2 Walking and enjoying the Shetland scenery were identified as the top activities undertaken by visitors responding to the 2019 Shetland Visitor Survey. The Shetland Way offers an opportunity to attract more of the kinds of visitors who would appreciate the islands' unique tourism product in a sustainable way and to diversify the profile of visitors coming to the islands. Its unique selling point is that it would be the most northerly route of its kind in the United Kingdom.

7.1.3 Sustainable tourism holidays such as walking trips were identified in Scotland's National Strategy for Economic Transformation as one of the growth sectors in which Scotland can build on existing comparative advantage and increase productivity and growth. GDP data from 2021 Q3 shows that output in the 'Sustainable Tourism' growth sector increased by 22.3%, whereas output across the economy as a whole increased by 1.0%. Compared with the same quarter in the previous year, output in this sector increased by 30.3%, whereas output across the economy as a whole increased by 7.1%, comparing Q3 2021 to Q3 2020.

7.1.4 In addition to short-term employment during route development, the Shetland Way would support longer-term employment opportunities associated with tourism businesses. These include provision of accommodation, food and support services including baggage transfer, centralised booking, route guides, transport and annual route maintenance. Creation of a signed high-quality long-distance route would increase awareness of the attractions and sights across the Shetland Islands. This would support the wider distribution of tourism benefits throughout the islands by encouraging people to explore new areas which they may not have otherwise visited, or even considered visiting.

7.1.5 A long-distance route also offers potential to improve access and opportunities for exercise for local people as well as visitors to the islands. Increased walking and cycling activity by Shetland residents as a result of the route would create improved health and wellbeing benefits. Data on use of Scotland's Great Trails shows that a large number of visitors on these routes are local to trails. For example, in 2014/15, most users of the John Muir Way were on a short trip of less than three hours away from home (85%) and almost half had travelled less than 2 miles from home to reach the path[46].

7.1.6 These impacts have been assessed using a combination of quantitative and qualitative approaches. This section contains a summary of the overall approach and the results of the assessment to assess the above impacts. Appendix C contains a more detailed overview of the methodology, assumptions and breakdown of the results.

[46] John Muir Way visitor survey 2014-2015. https://www.nature.scot/sites/default/files/Publication%202016%20-%20SNH%20Commissioned%20Report%20918%20-%20John%20Muir%20Way%20visitor%20survey%202014-2015.pdf?msclkid=59e874aac55a11eca74d87167b6c78fa

7.2 Economic impacts

Methodology and Assumptions

7.2.1 This economic impact assessment will quantify the benefits that could be generated by the Shetland Way over a 'business-as-usual' scenario. Two visitor growth scenarios have been tested:

- **Minimum visitor growth scenario** – assumed growth in visitors is assumed to 0.3% in this scenario based on evidence from comparator case studies.
- **Moderate visitor growth scenario** – assumed growth in visitors in this scenario is based on aspirational 3% growth target, recognising the significant recent growth in walking-based tourism and the unique selling point of the Shetland Way as the most northerly walking route in the United Kingdom.

7.2.2 The assessment covers a 10-year period from an assumed opening date of 2023. All monetised impacts are discounted to 2022 present values[47]. This is based on guidance outlined in the Homes and Communities Agency's[48] *Additionality Guide* (2014) and the H.M. Treasury *Green Book* (2022). The study area is considered to be Shetland as whole for the purpose of the impact assessment.

7.2.3 The appraisal approach outlined in this section has been developed and agreed through discussions with VisitScotland's Economic Insights team. The approach is considered proportionate to the project and based on sensible assumptions given available data.

Tourism related benefits

7.2.4 If the Shetland Way becomes established as a long-distance route, the number of visitors and their economic impact would increase through greater awareness of Shetland as a sustainable tourist destination. Sustainable tourism activities such as walking and cycling aim to generate benefits and reduce the negative environmental impacts caused by tourism for destinations. This will be driven by a range of marketing and promotional activities and supporting developments. **In this section, we consider the potential economic impact of the route in terms of the impact of increased visitors on the tourism industry in Shetland.**

7.2.5 Accommodation providers, shops and cafes, baggage handlers, transport providers, equipment hire companies and nearby attractions would benefit from having the route passing through the area. We have estimated the increase in visitor spend and the resulting '**Full Time Equivalents**' (FTEs)[49] and **Gross Value Added (GVA)**[50] that this spending supports. To do this we have compared a 'without the Shetland Way scenario' (Do-nothing) and two scenarios with the Shetland Way included (Do-something), as outlined above.

7.2.6 The approach employs the following steps:

i. **Estimating baseline long-distance walking visitors to Shetland** - The baseline data are based on the annual estimated visitors, length of stay, purpose and origin splits from the

[47] Present Value are costs and benefits which have been adjusted for discounting. Discount rates represent the extent to which people prefer current over future consumption, is applied to convert future costs and benefits in to their 'present value'.

[48] The Homes and Communities Agency was an executive non-departmental public body, sponsored by the Department for Communities and Local Government. It was replaced by in January 2018 by Homes England and the Regulator of Social Housing.

[49] Full Time Equivalent refers to the unit of measurement equivalent to an individual worker.

[50] GVA is the profit, wages and salaries generated by businesses in producing and selling products and services to visitors and route users.

2019 Shetland Visitor Survey[51]. The tourism impact model is based on walking visitors only due to the lack of data on potential cycling impacts and uncertainty on the extent to which cycling will ultimately form part of the Shetland Way.

ii. **Estimating the potential increase in visitors to Shetland as a result of the Shetland Way**

- **Minimum growth scenario** - This was estimated using comparator case studies. In this scenario it is assumed that the Shetland Way may lead to a **0.3%** increase in leisure, Visiting Friends and Relatives (VFR) and other visitors per annum. It was assumed that the Shetland Way would have negligible impact on business visitors. A study of potential economic benefits of the John Muir Coast-to-Coast Trail used a similar assumption of 0.5% per annum. This was based on a review of visitor data from Hadrian's Wall in England. Therefore a 0.3% increase in visitors per annum is considered to be a prudent but very cautious assumption for the Shetland Way at the current stage of the project's development and based on cost of travel to Shetland. **Moderate Growth Scenario** – In this scenario, it is assumed that the Shetland Way may lead to a 3% increase in leisure, VFR and other visitors per annum. Again, we assume no impact on business visitors. This is considered a realistic assumption based on the current rising demand for walking holidays both in the UK and globally, and given the unique selling point of the Shetland Way as the most northerly walking route of its kind in the United Kingdom (which will be marketed proactively by Visit Scotland[52]. More detail on this is outlined in Section 9. Planned events on the route would also form part of this marketing strategy. Section 7.3 outlines how these types of events are big attractors for visitors and often lead to return visits.

iii. **Estimating potential increases in expenditure from new visitors and longer length of stay**

- Expenditure data was sourced from the 2019 Shetland Visitor Survey and from comparator studies undertaken elsewhere. Direct visitor expenditure for both the Do-nothing and Do-something scenarios was calculated by multiplying the estimated number of visitors to Shetland by length of stay and an average day expenditure value for each of the categories of visitors.
- It is assumed that there would be an increase in length of stay as a result of the Shetland Way. Respondents to the public survey were asked how the Shetland Way would impact their length of stay, with 33% of respondents noting that they would stay an additional three days if the Shetland Way is developed.
- Given the result of the survey, we have applied an uplift factor to average spend per person in the Do-something scenarios. This is based on the assumption that, on average, visitors would stay an additional three days as result of the Shetland Way. Although the survey indicated that some respondents would stay longer and less than this amount, we believe that it is appropriate use the value given it was the most common response.
- The formula used to estimate the total direct visitor expenditure was as follows: ***Spend per visitor day x Estimated visitors = Total visitor spend***
- Total additional visitor days have been estimated by multiplying the total number of visitors to Shetland Way by the calculated average length of stay across each visitor type considered (**7.6 days**).

[51] Shetland Islands Visitor Survey 2019, Shetland Islands Council and VisitScotland, 2020

https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/shetland-islands-visitors-survey-2019.pdf?msclkid=e1a7d109c55011ec9b9e4cf59b3e183e

[52]Walking Tourism – Promoting Regional Development, UNWTO

iv. **Applying an appropriate ratio to estimate GVA** - This was based on the ratio of total output and GVA for tourism-related industries from the Fraser of Allander Institute (FAI) Shetland Economic Accounts.[53]

v. **Estimate the net economic impact or 'additionality'** – To estimate the net economic impact, consideration was given to 'leakage'[54], 'deadweight'[55] and 'displacement' effects[56]. The net additionality factor was assumed to be **35%**.

vi. **Using the multiplier model to estimate indirect and induced employment and GVA impacts** – The estimate of indirect[57] and induced[58] employment impacts were based on a weighted average of multipliers for tourism related industries from FAI 2017 Shetland Economic Accounts. The Shetland Economic Accounts differ from typical levels of employment and GVA for tourism spend that are estimated at a national level (using the Scottish Government Tourism input-output model). We have used Shetland specific rather than national GVA and multiplier estimates that are available to provide a more accurate and relevant estimation of the impacts on the Shetland local economy.

7.2.7 Figure 7-1 visualises this approach and outlines the key input data and assumptions supporting the analysis.

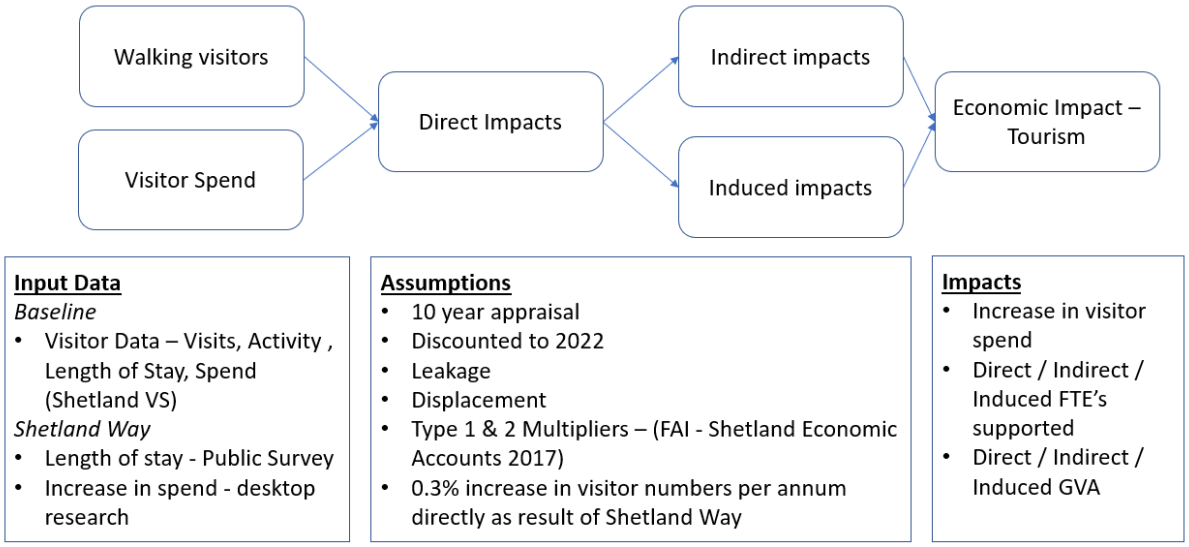


Figure 7-1: Tourism impact assessment approach

7.2.8 Deriving reasonable estimates of potential users and economic impacts of the proposed route required data from a number of sources. Any relevant information about use, users and economic impact was sourced from case studies of other long-distance routes. It became

[53] Shetland Economic Accounts 2017, Fraser of Allander Institute
https://fraserofallander.org/publications/shetland-economic-accounts-2017/?msclkid=72d6f1f9c55211eca9c9a693f6258890

[54] Leakage effects refers to benefit outside of the spatial area or group that the intervention is intended to benefit. In this case, leakage occurs when spending by users of the Shetland Way falls outside Shetland.

[55] Deadweight refers to outcomes that would have occurred without intervention. In the context of this study, deadweight refers to the level of economic activity which exists without development of the Shetland Way, what we have so far termed the "baseline" of economic activity.

[56] Displacement measures the extent to which the benefits of a project are offset by reductions in output or employment elsewhere. Displacement occurs when economic activity on the Shetland Way is generated at the expense of activity elsewhere in Shetland.

[57] Indirect jobs are jobs created as a result of spending by tourism business operations and attractions.

[58] Induced jobs are jobs created by direct and indirect employees spending in the local economy.

apparent that although there are some useful sources of information from other routes, this was not as extensive and comprehensive as had been anticipated. Such data also do not capture the unique proposition being promoted here. However, it was sufficient to allow for visitor numbers and trends on some routes to be investigated and for average expenditure values to be estimated and used in the economic impact model in this study.

Key Point: This approach outlines the impacts from an increase in visitors to Shetland as a result of the Shetland Way. The increase in visitor spend and the resulting impact on the local economy have been estimated using historical evidence from case studies and inputs from the Shetland Visitor survey.

Capital and maintenance spend - jobs created

7.2.9 The project would require a workforce to develop the Shetland Way. Therefore, we have estimated the job opportunities and associated GVA from the capital investment in route establishment. The maintenance of the route is critical to its success and good reputation. Therefore, we have also considered the employment opportunities and GVA impacts of maintenance activities for the Shetland Way.

7.2.10 The approach employs the following steps:

i. **Estimating potential capital and maintenance expenditure** - A rate per kilometre was prepared based on an estimation of the works required and costs from the 'Estimating price guide' for path projects (2019) by Paths for All.
   - Total related capital expenditure associated with the creation of the 116-mile route would be approximately **£5.8 million** based on a 'Silver' level of provision (as discussed in section 6.4). We have assumed that the route will be developed over two years as a worst-case scenario.
   - Outline annual maintenance costs have been calculated and are estimated to be around **£165,000 per annum**. This estimate is given purely as an indicative figure as the extent of maintenance costs will be highly dependent on the exact nature and alignment of the route.

ii. **GVA to output ratio –** This was based on the ratio of total output and GVA for construction related industries from FAI Shetland Economic Accounts 2017. Based on this, we derived a GVA ratio of 20%, which was applied to the estimated capital and maintenance spend.

iii. **Estimate the net economic impact or 'additionality' –** The net additionality factor was assumed to be 46%.

iv. **Using the multiplier model to estimate temporary employment impacts –** jobs and economic activity are supported through supply-chain expenditure associated with construction and maintenance. Moreover, those directly or indirectly employed support further employment in the local economy through their expenditure on goods and services. Indirect and induced effects attributable to construction and maintenance were estimated using economic multipliers from FAI Shetland Economic Accounts 2017.

7.2.11 Figure 7-2 visualises this approach and outlines the key input data and assumptions supporting the analysis.

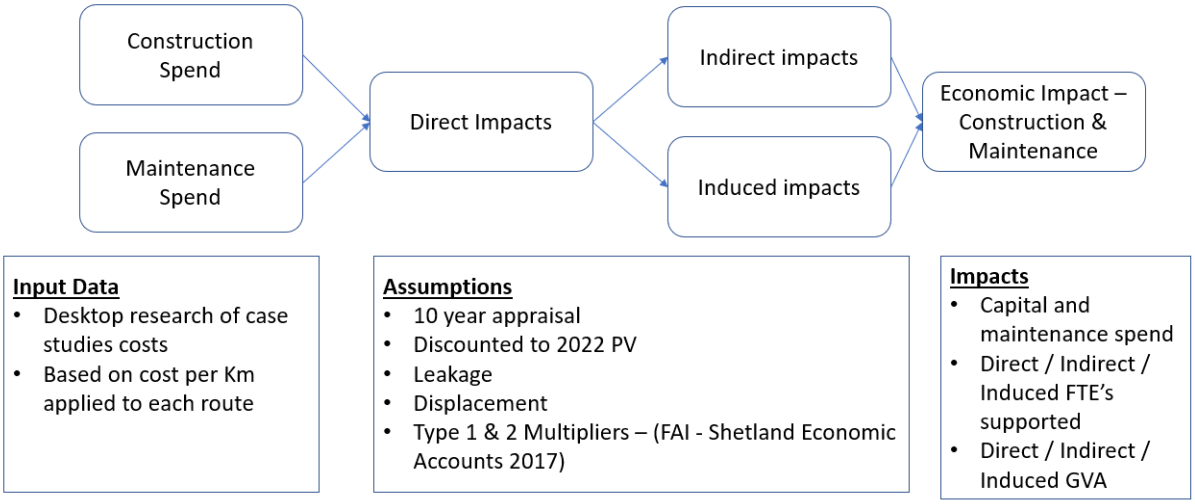


Figure 7-2: Construction and Maintenance impact assessment approach

Key Point: The investment in developing and maintaining the Shetland Way route is expected to create job opportunities. An approach has been formulated to estimate these job opportunities and the associated GVA impact in the local economy.

Health impacts

7.2.12 Long distance route development offers the potential to improve access for Shetland residents as well as visitors to the services and amenities of the islands. In other parts of the UK, development of shorter circular routes including parts of long-distance routes has been recognised as an integral part of the local access strategy. The development of links between local communities offers opportunities to maximise the economic benefits of the route development by directly linking it to service provision, but mostly to encourage use of the route by local people for leisure.

7.2.13 The Health Economic Assessment Tool for Walking (HEAT[59]) has been developed by the World Health Organisation to provide estimates on the health benefits of additional walking. The HEAT is designed to answer the following question:

If x people walk for y minutes on most days, what is the economic value of the health benefits that occur as a result of the reduction in mortality due to their physical activity?

7.2.14 Undertaking an economic assessment of the amount of walking and cycling along the route using the HEAT tool requires two different types of data. An estimate of the number of people walking and cycling along the path and the average frequency of their trips. This can be estimated based on mode frequency data. We have used the results of the 'Internal Transport Survey' undertaken to inform the ZetTrans RTS as the baseline (Do-minimum) case for the assessment.

7.2.15 For both minimum and moderate growth scenarios we have assumed that the Shetland Way supports a 1% increase in people walking and cycling for 1-3 days a week and 1-3 days per month and a subsequent 1% decrease for people walking and cycling less than once per month and never. This is a hypothetical scenario to test the potential impact of the increased opportunities for physical activity that the Shetland Way would offer Shetland residents.

[59] https://www.who.int/data/health-equity/assessment_toolkit?msclkid=bfb48487c4cc11ecab034f46947ad588

Key Point: The Shetland Way would increase opportunities for physical activity for Shetland residents. The HEAT tool has been used to estimate the health and wellbeing impacts of an increase in the amount Shetland residents walk and cycle for leisure purposes each week.

Results

Tourism impacts

7.2.16 The estimated volume and value of the potential increase in visitors and longer length of stay is shown in Table 7-1 and Table 7-2 for the 'Minimum' and 'Moderate' Growth scenarios respectively. The tables show the estimated total number of visitors to Shetland using some part of the Shetland Way and the new visitors who otherwise would not have visited Shetland without the route. The tables also show the estimated FTE employment impacts and GVA impacts generated by this additional spend.

Table 7-1: Minimum Growth Scenario - Estimated increase in total and additional visitors and visitor spend in Shetland by origin[60,61,62]

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	10-year Total (£'s and Visitor) / Maximum (FTEs)
Total visitors to Shetland using some part of the Shetland Way (based on 0.3% increase per annum)	49,600	51,612	53,705	55,914	58,150	60,476	62,895	65,411	68,028	70,749	**596,541**
Total increase in visitor spend from all visitors (£m)	£3.1m	£3.2m	£3.4m	£3.5m	£3.6m	£3.8m	£3.9m	£4.1m	£4.3m	£4.4m	**£37.2m**
Increase in visitor spend from longer length of stay existing visitors, based on 3 additional days (£m)	£3.1m	£3.2m	£3.3m	£3.5m	£3.6m	£3.8m	£3.9m	£4.1m	£4.mm	£4.4m	**£37.0m**
Additional new visitors to Shetland directly as a result of Shetland Way (based on 0.3% increase per annum)	28	58	121	125	130	136	141	147	152	159	**1,196**
Increase in visitor spend from new visitors to Shetland (£m)	£0.02m	£0.02m	£0.02m	£0.02m	£0.02m	£0.03m	£0.03m	£0.03m	£0.03m	£0.03m	**£0.2m**
FTEs supported by increased visitor spend	33	34	36	37	39	40	42	44	46	47	**47**
Increase in GVA supported by increased visitor spend (Discounted to 2022 PV)	£1.7m	£1.8m	£1.8m	£1.8m	£1.8m	£1.8m	£1.8m	£1.8m	£1.8m	£1.8m	**£17.9m**

[60] £ values have been rounded to the nearest £10,000.

[61] Rows reporting FTEs created in this table refer to maximum additional jobs created over the entire period. For example, in 2023 it is expected that 15 jobs could be generated as result of the Shetland Way being created. In 2024 the increased visitor spending in 2024 could support 1 additional FTE therefore the value in that column is 16. This does not mean 16 additional jobs will be created compared to 15 created in the previous year.

[62] Monetary values have been adjusted by the calculated additionality rate of 35%.

Table 7-2: Moderate Growth Scenario - Estimated increase in total and additional visitors and visitor spend in Shetland by origin[63][64][65]

	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	10-year Total (£'s and Visitor) / Maximum (FTEs)
Total visitors to Shetland using some part of the Shetland Way (based on 3% increase per annum)	49,600	51,863	54,227	56,998	59,278	61,649	64,115	66,680	69,347	72,121	605,879
Total increase in visitor spend from all visitors (£m)	£3.2m	£3,4m	£3,7m	£3,8m	£4.0m	£4.2m	£4.3m	£4.5m	£4.7m	£4.9m	£40.6m
Increase in visitor spend from longer length of stay existing visitors, based on 3 additional days (£m)	£3.0m	£3,2m	£3,5m	£3,6m	£3.8m	£3.9m	£4.0m	£4.2m	£4.4m	£4.6m	£38.1m
Additional new visitors to Shetland directly as a result of Shetland Way (based on 3% increase per annum)	279	579	1,205	1,253	1,303	1,356	1,410	1,466	1,525	1,586	11,962
Increase in visitor spend from new visitors to Shetland (£m)	£0.2m	£0.2m	£0.2m	£0.2m	£0.2m	£0.3m	£0.3m	£0.3m	£0.3m	£0.3m	£2.5m
FTEs supported by increased visitor spend	34	36	40	41	43	45	46	48	50	52	52
Increase in GVA supported by increased visitor spend (Discounted to 2022 PV)	£1.8m	£1.9m	£2.0m	£2.0m	£2.0m	£2.0m	£2.0m	£2.0m	£2.0m	£2.0m	£19.9m

[63] £ values have been rounded to the nearest £10,000.

[64] Rows reporting FTEs created in this table refer to maximum additional jobs created over the entire period. For example, in 2023 it is expected that 15 jobs could be generated as result of the Shetland Way being created. In 2024 the increased visitor spending in 2024 could support 1 additional FTE therefore the value in that column is 16. This does not mean 16 additional jobs will be created compared to 15 created in the previous year.

[65] Monetary values have been adjusted by the calculated additionality rate of 35%.

7.2.17 In total we expect that annual visitors to the Shetland Way to be around **595,000-605,000** people initially depending on the scenario considered. This includes people who would only walk some parts of the route and not the entire length. The figures also include visitors who would have visited Shetland anyway whether the Shetland Way was established or not. It is expected that, in the early years of operation, the increase in visitors would ramp-up more gradually as knowledge of the route becomes more widespread and a stronger market develops.

7.2.18 In the 'moderate' growth scenario, the increase in additional new visitors who would visit Shetland as a result of the Shetland Way by 2032 is estimated to be just under **1,600 per annum** and almost **12,000** visitors over a 10-year period. In the minimum growth scenario these values would be just under **160 per annum** and almost **1,200** visitors over the 10-year period. These values relate to visitors who would not have otherwise visited Shetland without Shetland Way. Figure 7-3 shows that visitors from the rest of the UK would make up the largest proportion of this increase followed by international visitors.

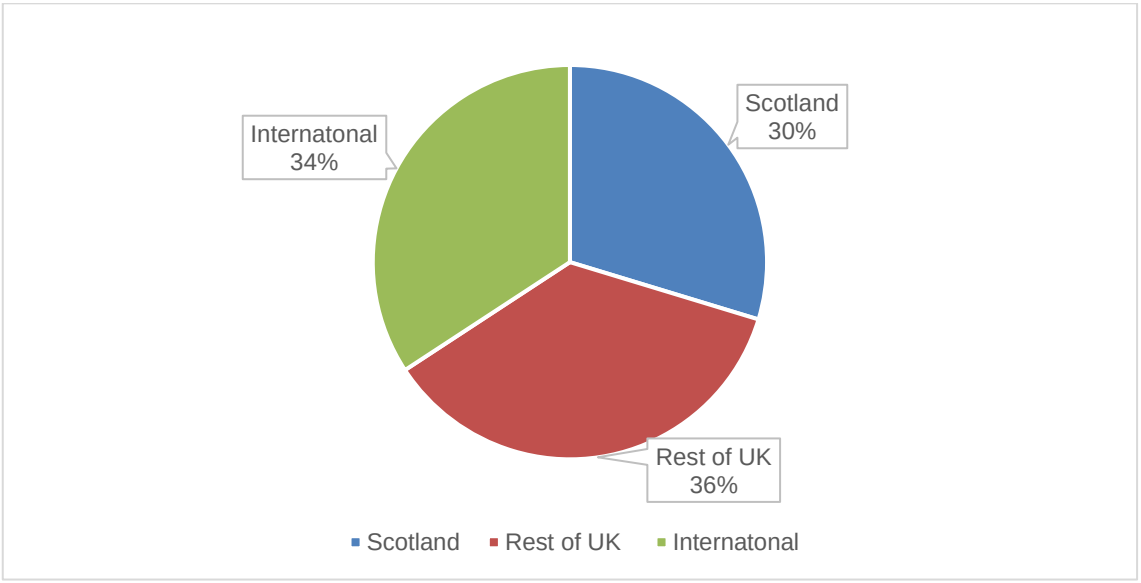


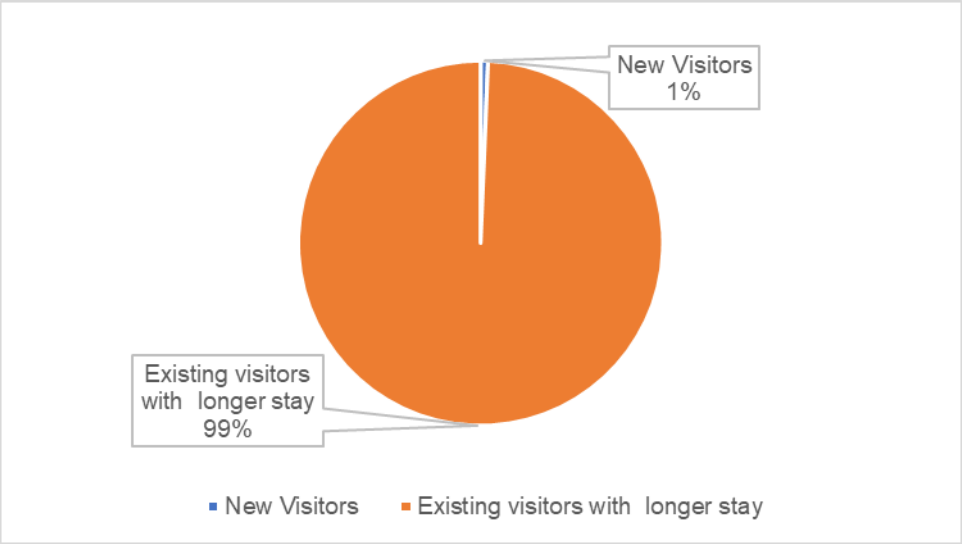
Figure 7-3: Increase in visitors due to Shetland Way by origin

7.2.19 In both scenarios the Shetland Way could be expected to generate over **2 million** additional visitor days over the 10-year assessment period. In the 'moderate' growth scenario the total additional visitors days would be **2.1 million** compared to **2.0 million** in the minimum growth scenario.

7.2.20 In addition to increased spend from new visitors, we have also considered the additional spend from visitors that already visit Shetland but who may stay for longer because of the Shetland Way. We have considered the impact of a longer average length of stay by increasing the average length of stay by three days in the minimum and moderate growth scenarios.

7.2.21 Figure 7-4 shows that the majority of the increase in visitor spending is associated with the increase in spending by visitors that we have assumed would have visited Shetland anyway but would now stay for longer as result of the Shetland Way.

Minimum Growth Scenario



Moderate Growth Sceanrio

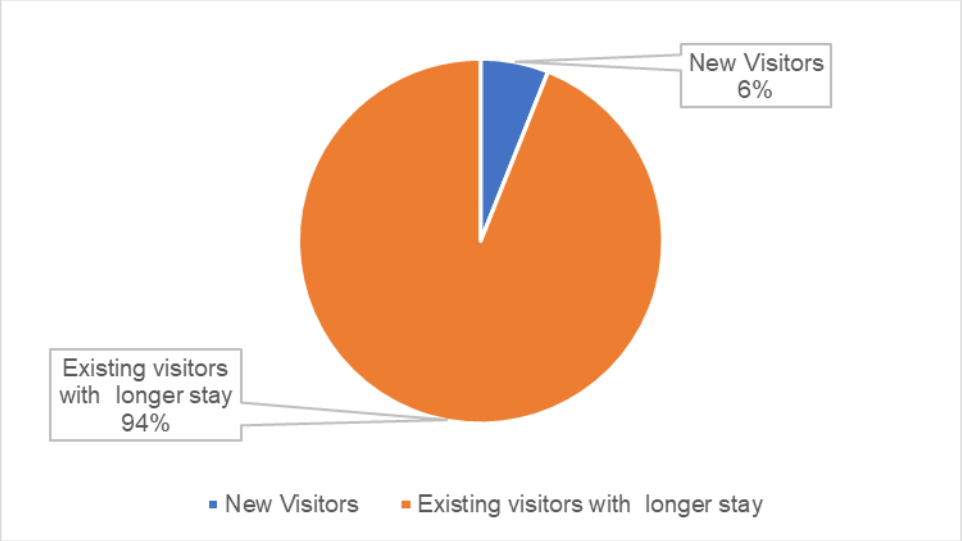


Figure 7-4: Increase in Visitor Spend due to Shetland Way by visitor type

7.2.22 In the 'minimum' growth scenario, over **99%** of this total comprises additional days from people who would visit Shetland without the Shetland Way but would now stay longer as a result of the route being developed and marketed. Only 1% of the total additional visitor days would be from what we have determined are new visitors. Based on this increase in visitors and longer length of stay, the associated additional visitor spend would be expected to increase to be over **£4.4 million** in 2032 and by **£37.2 million** over the ten-year period.

7.2.23 In the 'moderate' growth scenario, a larger proportion of the increased spend would come from new visitors (6%). Spend from longer staying visitors would still make up the largest proportion of new spend. Based on this increase in visitors and the longer length of stay, the associated additional visitor spend would be expected to increase to be circa **£4.9 million** in 2032 and **£40.6 million** over the ten-year period.

7.2.24 This increased visitor spending would support a direct increase in employment and economic activity in tourism related sectors in Shetland. The direct effect is that felt by those

establishments and their employees where tourists spend their money and include accommodation establishments, restaurants, shops and attractions.

7.2.25 We have taken a **conservative approach** to forecasting the increase in new visitors given the time and cost of getting to Shetland. Even with this conservative approach, we have estimated that significantly more people would visit Shetland Way (c.50,000 per annum) than the Hebridean Way. In 2019 it was estimated that the two routes (walking and cycling) attracted around 7,500 people to the Outer Hebrides, adding around £3 million to the islands' economy that year.

7.2.26 Our analysis shows that, despite taking a cautious approach with regards to potential demand generated by the Shetland Way, **overall spend generated as result of the project would still be significant in both the 'minimum' and 'moderate' growth scenarios**.

7.2.27 By the end of the appraisal period, the increase in visitor spend is expected to support an additional **45 FTEs** in the 'minimum' growth scenario. These jobs would support approximately **£17.9 million** in total GVA in tourism related industries through indirect and induced effects in the Shetland economy over the 10-year appraisal period.

7.2.28 In the 'moderate' growth scenario, the increase in visitor spend is expected to support an additional **52 FTEs** by the end of the appraisal period. These jobs would support approximately **£19.5 million** in total GVA over the 10-year appraisal period.

Key Point: The main aim behind the Shetland Way is to attract more visitors to the islands, to encourage visitors to stay longer, spend more and return in the future. Based on the **'moderate' growth scenario** it is expected that the Shetland Way would result in:

- an increase in the number of visitors to Shetland by almost 12,000 over 10 years
- a 3 day increase in average length of stay
- 2.1 million additional visitor days over 10 years
- an increase in direct visitor expenditure of £40.6m over 10 years
- **create employment of 54 FTEs and additional GVA of £19.5m over 10 years**

Capital and Maintenance Impacts

7.2.29 The development of the Shetland Way would generate employment and economic benefits, both in terms of its creation and ongoing maintenance activities. These have been estimated by calculating the direct, indirect and induced effects, as defined below:

- The **direct effect** of route development, i.e., employment impacts and increased GVA;
- The **indirect effect** arising from increases in contractor expenditure for materials and equipment; and
- The **induced effect** of workers spending a share of their income on the consumption of goods and services in Shetland.

7.2.30 Given the scale of the works, the majority of capital works would likely be implemented by local contractors.

Direct Effects

7.2.31 The cost of developing the Shetland way is estimated at **£5.8 million** based on 'Sliver' level of provision. A rate per kilometre has been prepared based on an estimation of the works required and costs from the 'Estimating price guide' for path projects (2019) by Paths for All. There are two different types of provision, defined as:

- Rural – where little exiting path infrastructure exists
- Established – where routes are likely to be formed using exiting paths / footways / tracks.

7.2.32 Overall, it is estimated that this expenditure would support a maximum of **26 temporary direct FTEs** [66]across the entire route. The works associated with each stage of the route are expected to support between **2-7 temporary FTEs**. It is estimated that this employment would generate direct GVA of **£2.7 million**.

7.2.33 The cost of maintaining the Shetland way is estimated to be £165,000 per annum. Overall, it is estimated that this expenditure would support a maximum of **2 direct FTEs** across the entire route. It is estimated that this employment would generate direct **GVA of £0.6 million**.

Indirect and Induced Effects

7.2.34 Alongside direct employment in design and construction, works would also generate supply-side expenditure. Overall, it is estimated that indirect and induced expenditure as result of the development of the Shetland Way would support a **maximum of 4 and 10 FTEs,** respectively. It is estimated that this indirect and induced employment would generate indirect and induced GVA of **£0.4 million and £1.0 million,** respectively.

7.2.35 Alongside direct employment in maintenance activities, works would also generate supply-side expenditure. Overall, it is estimated that indirect and induced expenditure as result of the development of Shetland Way would support a maximum of **1 FTE**. It is estimated that this indirect and induced employment would generate indirect and induced **GVA of £0.3 million**.

Key Point: The cost of developing the Shetland Way would support 26 jobs, across the route which would generate GVA of £4.1 million over 2 years. The cost of maintaining the Shetland Way would support a maximum of 3 jobs which would generate GVA of £1.0 million.

Health impacts

7.2.36 The volume of walking and cycling data entered into HEAT corresponds to an increase of 0.20 minutes of physical activity per person a day. As a result, 0.094 premature deaths would be prevented per year. Over the full assessment period of ten years, 0.94 premature deaths would be prevented. These health benefits are valued at **£0.3 million per year**. Over the full assessment period of ten years, the total economic impact adjusted to 2022 present values would be **£2.2 million**.

7.2.37 The results show that the route could have significant health benefits, which can be converted into tangible economic values. This can be considered a relatively conservative estimate of the health benefits for Shetland residents.

[66] This refers to FTE's created during establishment of the route. These are considered to be temporary as they will only be created during the route establishment period.

Key Point: The health benefits from increased walking and cycling by Shetland residents are valued at £0.3 million per year. Over the full assessment period of ten years, the total economic impact is £2.2 million in 2022 present values.

7.3 Local Community Impacts

Quantitative Impacts

Local Spend

7.3.1 The Shetland Way would offer local residents new opportunities to walk and cycle through greater awareness of defined walking and cycling routes. **21%** (n=156) of resident respondents noted that the main potential benefit of the Shetland Way is that it would likely lead to 'increased opportunities to walk and potentially cycle for leisure'.

7.3.2 If the Shetland Way becomes an established route, spend amongst the local users of the route may also increase in addition to visitor spend. Like visitors, local residents may be encouraged to spend money on food and drink as result of the Shetland Way. The route would be designed to take in shops providing basic food supplies, as well as incorporating cafes etc.

7.3.3 We have estimated the potential local spend levels that could be generated as a result of the Shetland Way and the resulting FTEs and GVA that this spending could support. The approach employs the same approach to the one used to assess the tourism impacts, however, the users and spend input data are based on the following assumptions:

- There are very limited data to support this assessment. The public survey shows that there would be significant local interest in using the Shetland Way for leisure and keeping fit. Therefore, we have assumed that the Shetland Way would generate 15 local walking and cycling trips per week during November to March and 30 local trips per week in April to October. In total this would generate 1,305 trips per annum. Based on the responses to the survey we feel this can be considered a relatively conservative estimate of the likely demand.
- The National Walking and Cycling Network - baseline monitoring report (2016) by Sustrans, estimated that average spend per recreational trip on the Scottish National Walking and Cycling Network is estimated at £11 for walkers and £6 for cyclists[67]. Based on these data, we have assumed an average spend per trip of £8.50 for this assessment.

Direct Effects

7.3.4 The increase in local spend as result of Shetland Way is estimated to be **£130,000**. Overall, it is estimated that this expenditure could support a part-time role equivalent to **0.1 FTE** across the route. It is estimated that this employment would generate **direct GVA of £45,000** over 10 years.

Indirect and Induced Effects

7.3.5 Alongside direct employment, the increase in spending would also generate supply-side and induced expenditure. Overall, it is estimated that this indirect and induced expenditure could support a part-time role equivalent to **0.04 FTE** across the route. It is estimated that this employment would generate indirect and induced **GVA of £18,000** over 10 years.

[67] Scotland's networks of paths and trails: key research findings, NatureScot.
https://www.nature.scot/sites/default/files/2018-09/Research%20Consolidation%20Report.pdf?msclkid=3373f11dc62311ec9fae6e7d195b9122

Key Point: The Shetland Way would lead to increased spend by local users of the route. Over 10 years this is expected to be £130,000. This could support new part-time roles in the local economy.

Seasonality

7.3.6 Currently, most visitors come to Shetland during the Easter to October period. The Shetland Tourism Strategy indicates that while there remains some spare capacity in accommodation during the summer, a critical constraint to growth is the limited capacity of the air and ferry services (vehicle deck and cabins, although other sleeping options are available with sufficient capacity throughout the year) which bring people to Shetland. At other times of the year, there is spare capacity available in accommodation and transport services. While there is scope to increase activity and add value throughout the year, the main challenge is to attract visitors outside of the summer.

7.3.7 One of the objectives of the Shetland Way is to reduce the seasonality of tourism in Shetland by encouraging a greater number of visitors year-round. The Shetland Way would aim to be an enticing attraction to experienced hikers throughout the year. We have considered a hypothetical scenario where we have assumed that, following the opening of the Shetland Way, the monthly profile of visits to Shetland more closely resembles the Scottish average. The scenario is based on the median of the Shetland and Scottish visitor profiles for each month.

7.3.8 We have undertaken an assessment of how the monthly profile of visitor spend in Shetland would change by comparing three scenarios:

- Baseline visitor spend in 2025 without the Shetland Way using the typical Shetland monthly visitor profile
- Minimum and moderate visitor growth spend scenarios in 2025 with the Shetland Way and associated increase in visitors and length of stay using the hypothetical monthly visitor profile

7.3.9 The results of this hypothetical assessment are presented in Table 7-3.

Table 7-3: Monthly visitor spend profile comparing typical and hypothetical (minimum and moderate growth scenarios) Shetland monthly visitor profiles

Month	Typical	Hypothetical – Minimum Growth	Percentage increase – Minimum Growth	Hypothetical – Moderate Growth	Percentage increase – Moderate Growth
January	£1,070,000	£1,680,000	57%	£1,710,000	61%
February	£360,000	£1,050,000	194%	£1,070,000	201%
March	£710,000	£1,530,000	115%	£1,560,000	119%
April	£1,780,000	£2,880,000	62%	£2,940,000	65%
May	£2,850,000	£3,830,000	35%	£3,910,000	37%
June	£4,630,000	£5,140,000	11%	£5,250,000	13%
July	£7,470,000	£7,690,000	3%	£7,850,000	5%
August	£7,120,000	£7,570,000	6%	£7,730,000	9%
September	£4,630,000	£5,210,000	13%	£5,320,000	15%
October	£2,850,000	£3,800,000	33%	£3,880,000	36%

November	£1,070,000	£2,350,000	120%	£2,400,000	125%
December	£1,070,000	£2,510,000	135%	£2,560,000	140%
Total	**£35,580,000**	**£45,220,000**	**27%**	£46,180,000	30%
June to August	*£19,210,000*	*£20,400,000*	*6%*	£20,830,000	8%
May to September	*£26,680,000*	*£29,440,000*	*10%*	£30,070,000	13%
April to October	*£31,310,000*	*£36,110,000*	*15%*	£36,880,000	18%
January to March	*£2,130,000*	*£4,250,000*	*99%*	£4,340,000	104%
November to December	*£2,130,000*	*£4,850,000*	*127%*	£4,960,000	132%

7.3.10 The results show significant increases in visitor spend outside of the summer months in the hypothetical scenario compared to the baseline scenario. The resulting increase in visitor numbers and longer duration of stay as result of the Shetland Way mean that even though the proportion of visits reduces in the summer of the hypothetical scenario, overall spend still increases compared to the baseline.

7.3.11 Seasonality is a large barrier, which impacts the ability of tourism businesses to retain staff year-round and reduces economic productivity. This analysis demonstrates that if the Shetland Way achieves its objective to reduce the seasonality of tourism, the benefits for the local community could be significant. This would mean an industry employing more people for longer or even year-round, supporting a more resilient and balanced Shetland economy.

Key Point: One of the objectives of the Shetland Way is to reduce the seasonality of tourism in Shetland by encouraging a greater number of visitors year-round. The analysis shows the impact of significant increases in visitor spend outside of the peak season. If the tourism season in Shetland could be lengthened, this would mean that the tourism sector would need to employ more people for longer or even year-round.

Qualitative Impacts

7.3.12 Long distance routes such as the Shetland Way offer potential for a wide range of benefits for communities including:

- Short-term economic benefits associated with **charity and challenge events** - Charity and challenge events could also bring participants and spectators into many rural areas of Shetland. These events could provide a significant, short-term, economic benefit to a local area. For example, a study of the 2007 Hebridean Challenge, a 5-day adventure race around the Outer Hebrides, estimated that the event generated £20,000-25,000 in additional visitor spending. A survey of attendees also indicated that 69% of those interviewed said that they would definitely return for a holiday in the area in the future. The West Highland Way Challenge Race is Scotland's largest single charity fund-raising event, the Caledonian Challenge, which raises approximately £500,000 for the Scottish Community Foundation.
- Increased **opportunities for physical activity** - The Shetland Way would support more sustainable travel choices for both visitors and locals by encouraging more people to walk and cycle. The popularity of walking for leisure in Shetland means that the Shetland Way can make a significant positive contribution to physical and mental health. Mental health charity Mind states that there are many studies which have shown that doing physical activity can improve mental health. Scotland's People and Nature Survey in 2013/14,

indicated that 9 in 10 outdoor visitors agree that they experienced improvements to their mental and physical health or an increase in their energy levels from outdoor visits.

- **Job opportunities from capital investment in route establishment** - The majority of capital works for the Shetland Way would be implemented by local contractors. Where there is no previous local experience of the required techniques, there is potential to establish a training or mentoring programme rather than bringing or buying in mainland contractors. This might involve contractors from Shetland visiting and receiving training from suitably experienced contractors elsewhere in Scotland, or a contractor being commissioned to deliver necessary training on the Islands.
- **Job and volunteering opportunities** from management and maintenance of route - The Shetland Way would play a role in creating and sustaining employment and volunteering opportunities connected with the management and maintenance of the route and associated visitor services.
- **Enterprise/ Business Development** - It may also attract some inward investment in local businesses for example from walking tour operators. As the route is likely to include some of the more remote areas, this may help stimulate business development, job creation and retention in the more fragile areas of Shetland.

7.4 Summary

7.4.1 In summary the Shetland Way is expected to generate the following quantified impacts, if **'moderate'** scenario visitor growth is assumed, outlined below:

Total annual visitors to Shetland Way of approximately **72,000** by 2032

Increase in new visitors by almost **12,000** over 10 years

Additional **3 days** increase in average length of stay and **2.1 million** additional visitor days over 10 years

increase in visitor expenditure of **£41m** over 10 years

Increase in spend would support employment of **52** FTE's in tourism related industries

The new jobs in tourism and supporting sectors would create additional GVA of **£20m** over 10 years

The cost of developing the Shetland Way could support **26** jobs, across the route which would generate GVA of **£4.1m** over 2 years

The cost of maintaining the Shetland Way could support a maximum of 3 jobs which would generate GVA of **£1.0m**

More opportunities for physical activity by locals valued at **£2.2m** over 10 years

7.4.2 A combination of monetised quantitative and non-monetised qualitative approaches has been undertaken to assess the impacts of the project. The benefits outlined above were compared with the estimated costs to produce a Benefit Cost Ratio (BCR). The Shetland Way BCR is **3.3:1**, based on the 'moderate' growth scenario, which can be considered 'high' value for money in line with the DfT's VfM framework[68]. In the 'minimum' growth scenario, the BCR only reduces marginally to **3.1:1** so can still be considered 'high' value for money.

[68] DfT value for money framework - GOV.UK (www.gov.uk)

7.4.3 The Shetland Way would offer potential for a wide range of benefits for local communities including:

- Increased spend from local users of the route of **£130,000** over 10 years which could support new part-time roles in the local economy
- Spread of tourism related benefits across the Islands particularly in more rural areas where there is currently little or no existing visitor activity
- Extending the peak visitor season in Shetland by attracting visitors earlier in the season
- Short-term economic boosts from charity and challenge events
- Job opportunities from capital investment in route establishment, operation and maintenance.
- Inward investment in local businesses to help stimulate business development, job creation and retention in the more fragile areas of Shetland.

8 Risk Management

8.1 Overview

8.1.1 This section considers the key risks associated with the project both in the short and long-term and how these risks can be mitigated.

8.2 Approach

8.2.1 Risk management is a continual process involving the identification and assessment of risks and the implementation of actions to mitigate the likelihood of them occurring and the impact if they did materialise.

8.2.2 Key to effectively mitigating risks is to develop a series of well-defined steps to support better decision-making through an in-depth assessment of the potential risks inherent in a scheme and their likely impact. A three-stage process has been employed which is broadly cyclical (plan-do-review) requiring ongoing review and update of risks to ensure that effective controls are implemented during scheme development and delivery.

8.2.3 The risk assessment has been undertaken using the following process:

- Risk identification
- Risk quantification - assessing the likelihood and impacts of risk
- Managing risk

Risk Identification

8.2.4 Risks have been identified through multi-disciplinary discussions, including inputs from technical experts in active travel, tourism and environmental disciplines. In addition, a workshop involving members from the Shetland Way Steering Group and Stantec project team was held on 31st March 2022 to identify and assess the risks for the project. The session considered risks throughout the potential lifecycle of the project.

8.2.5 The likelihood and impact of each risk to the project was assessed in terms of its possible monetary, programme and reputational effects. Owners were assigned to each risk, based on the type of risk and the resource best placed to manage the risk. The risk register has since been maintained as a live document with regular updates.

8.2.6 A number of key risk themes were considered during the session. These include:

- Design Risks
- Funding – Capital and Revenue
- Environmental
- Delivery partners – landowners/ contractors.
- Reputational
- Operational
- Legal / contract
- Construction / programme
- Benefits realisation

Risk quantification

8.2.7 For each risk, the likelihood and impacts of the risk were assessed by scoring each using a 1-5 (low-high) scale. Each risk has been evaluated in terms of the cost outcomes of the risk. Once the 'impacts' and 'probabilities' have been estimated, the risks are mapped onto a 5-point risk matrix to generate an overall 'risk score'.

Managing risks (response plans and mitigation)

8.2.8 Following the initial assessment of scheme risks, a systematic approach was adopted to respond to risks and allocate responsibility to the most appropriate party. One of the following four strategies was adopted for each risk when developing a suitable response plan.

- **Accept or tolerate** consequences in the event that the risk occurs – In the event that a) the cost of taking any action exceeds the potential benefit gained; or b) there are no alternative courses of action available
- **Treating the risk** – Continuing with the activity that caused the risk by employing four different types of control including preventative, corrective, directive and detective controls
- **Transferring the risk** – Risks could be transferred to a third party e.g., insurer or contractor
- **Terminating the activity** that gives rise to the risk

8.2.9 Effectiveness of the response plan is dependent on the proper implementation and review of the residual risk (including any secondary risk associated with implementation). Reviews of the status of scheme risk assessments and their related response plans (as part of project reporting) will be an integral part of progress meetings during progression of detailed design and the construction period. All key risks will need to be formally reviewed at key decision points in the scheme lifecycle.

8.3 Risk Register

8.3.1 In line with project reporting, the risk register will need to be updated on an on-going basis to capture the progress of the scheme and assist the project management.

8.3.2 The top strategic risks are provided in Appendix D.

9 Outline Business Plan

9.1 Ownership, Maintenance and Operation

9.1.1 This section begins to outline the options for the commercial and management arrangements for the project. This is based on a review of the case studies in section 3 and NatureScot guidance[69] for planning and developing long distance routes.

Set up project group, identify roles and responsibilities

9.1.2 A common approach to the management of long-distance routes has been identified based on the review of the case studies in section 3. It is recommended that the Steering Group is responsible for the overall delivery of the project, including financial monitoring and risk management. This is similar to the management of the Great Glen Way and Hebridean Way.

9.1.3 It is proposed that the Steering Group continue to take forward proposals for development of the Shetland Way. Responsibilities of the Steering Group would be:

- Agree the action plan and timetable
- Consult the general public with preferred route alignment
- Consult and negotiate with landowners, crofters and land managers to confirm long distance walking route
- Apply for and secure the necessary funding for route development;
- Co-ordinate implementation of route proposals.

9.1.4 It is suggested that major landowners and the SAT are invited to the existing Steering Group to take forward route development.

9.1.5 SAT operate a number of attractions for visitors and residents and offer visitor accommodation. The SAT is the managing body for the Shetland UNESCO Global Geopark and deliver the Council funded Ranger Service which monitors and cares for the existing Core Paths network. The SAT have extensive experience of a range of high-quality heritage and culture projects on the Islands and would help to maximise the benefits of the Shetland Way.

9.1.6 It will be important to bring the major landowners on-board as these are identified. This will ease negotiation and routing to take account of potential concerns of landowners and land managers. This can help avoid incursion on grounds, privacy or conflict with farm livestock, croft or other activities. The presence of landowners on the Steering Group will allow the benefits of positive access management and signage as well as the benefits to landowners / managers / local community to be more easily disseminated.

9.1.7 As part of next stage of work, the Steering Group will need to develop the Project Delivery Plan to demonstrate that the project is deliverable to potential funders. The Delivery Plan will need to identify:

- Clear milestones, key dependencies and interfaces, resource requirements, task durations and contingency
- An understanding of the roles and responsibilities, skills, capability, or capacity needed

[69] https://www.nature.scot/professional-advice/land-and-sea-management/managing-access-and-recreation/recreation-policy/managing-long-distance-routes?msclkid=adf18819c60e11ec8393657780e70923

- Arrangements for managing any delivery partners and the plan for benefits realisation
- Engagement of landowners and the strategy for managing stakeholders and considering their interests and influences

9.1.8 As part of the delivery plan, it is recommended that an experienced Project Manager is recruited to oversee the route development. The Project Manager should have the necessary skills and experience relating to path development, implementation and management. Paths for All has developed a community path contractor list with a list of consultants, contractors and suppliers. We recommend that this list is reviewed to ensure a suitable project manager is recruited for this project.

9.1.9 Paths for All has developed lowland and upland guides to consider all aspects of lowland and upland path development and management. The guides consider the different stages of path construction projects – planning, design, construction and maintenance. The information in these guides should be considered by the Steering Group and the future Project Manager to make route management decisions across the Shetland Way. It will also help in making informed decisions about long-term management of path networks – for example in response to climate change.

Key point: The Steering Group should continue to take forward proposals for development of the Shetland Way. Invite the SAT and key landowners into the Steering Group to facilitate route development route and maximise the benefits of the project. Develop the delivery plan for the project.

Recruit a Project Manager

9.1.10 It is proposed that a suitably experienced Project Manager be appointed with responsibility for co-ordinating further development and implementation of the Shetland Way. The Project Manager would represent the Steering Group and act as the lead for the day-to-day management of the project. The Project Manager should provide advice and assistance in managing all key tasks connected to the project, such as:

- Preparing a client brief
- Managing risks and changes
- Managing project budget and programme
- Appointing a consultant or quantity surveyor as required
- Deciding on procurement options
- Seeking project funds
- Managing project recording arrangements
- Carrying out Construction, Design and Management (CDM) regulations responsibilities
- Liaison with crofters and landowners to negotiate route and confirm details for all capital work necessary for route establishment to recommended standards
- Development and implementation of monitoring strategy

Key point: Recruit an experienced Project Manager to oversee the route development.

Understand legal responsibilities and liabilities of the route

9.1.11 The Steering Group and Project Manager will need to consider and comply with the following legislation:

- Occupiers' Liability (Scotland) Act 1960
- Health & Safety at Work etc. Act 1974
- Land Reform (Scotland) Act 2003
- Nature Conservation (Scotland) Act 2004
- Disability Discrimination Act 2005
- Construction (Design and Management) Regulations 2015

9.1.12 Guidance has been produced by NatureScot and Paths for All to help those involved in developing, managing and promoting outdoor access. This guidance will need to be considered as the project design develops. The most relevant points from the guidance are highlighted below:

- **A brief guide to laws relevant to outdoor access in Scotland** (2007)[70] - The guide is presented in three sections. The first section provides a brief summary of the Land Reform (Scotland) Act 2003, and the subsequent Orders. Section 2 details the various relevant statutory powers which are available for use by local authorities. Section 3 deals with a range of other laws which may have relevance to public access.
- **A brief guide to occupiers' legal liabilities in Scotland in relation to outdoor access** (2016)[71] – This is based on studies carried out for NatureScot by the University of Aberdeen School of Legal Studies, which considered legal judgements in relevant cases up to 2004 and has been updated to include cases up to 2016.
- **Outdoor Access Design Guide**[72] - The Guide aims to provide consistent and clear advice on the selection and design of outdoor access furniture and structures. It is aimed at land managers, access professionals, rangers, planners, surveyors, and community and interest groups involved in the development and management of outdoor access in Scotland.
- **A guide for clients on the Construction (Design and Management) Regulations 2015**[73] - This guide describes and gives examples of 10 main duties that organisations need to carry out for path maintenance projects. It includes checklists that may be useful for this project.

Key point: Ensure the design of the route takes into consideration the guidance outlined above.

Operation and Maintenance

9.1.13 It is critical that sufficient resources are allocated to ensure paths on the Shetland Way are kept in a condition suitable for the users to use safely. The maintenance programme should be developed from the outset of the project otherwise it will be too late to minimise the long-term cost of managing the path. Some aspects of design can be used to help manage paths more efficiently. For each feature, an acceptable condition or wear limit should be defined, which is used to assess whether items need to be repaired, replaced or upgraded.

[70] A Brief Guide to the Laws Relevant to Outdoor Access in Scotland | Scottish Outdoor Access Code (outdooraccess-scotland.scot)

[71] Brief guide to occupiers legal liabilities in Scotland in relation to public outdoor access | Scottish Outdoor Access Code (outdooraccess-scotland.scot)

[72] Outdoor Access Design Guide - Paths for All | Paths for All

[73] Microsoft Word - Final guide for web with SNual logo.docx (pathsforall.org.uk)

9.1.14 The maintenance plan will need to consider two distinct approaches to path maintenance:

- Planned maintenance – carry out tasks to a regular routine, to prevent problems before they occur.
- Reactive repairs – look for potential problems and deal with them – inspection and correction.

9.1.15 Typically, it is best to use a combination of the two. For maintenance to be effective, it must be possible to react to unforeseen circumstances in addition to planned work. This avoids a scenario where a path is neglected until it is no longer usable, and then need to carry out a major repair. The cost of one major repair could fund planned maintenance and will cause inconvenience for visitors who want to use the path. Revenue funders may not be willing to accept the cost of previous neglect which could leave a damaged path and no way of securing the funds to repair it.

9.1.16 It is recommended that Paths for All Lowland Path Construction Guide[74] and NatureScot Upland Path Management[75] guides are used to develop the design and maintenance plan for the Shetland Way.

9.1.17 Resourcing path maintenance is one of the major issues that affects lowland and upland path management. It has the potential to prevent or restrict the development of path networks as it is often difficult to source funding for maintenance. Local path groups are often best placed to provide volunteer labour. Therefore, there is need to consider who might be prepared to 'take ownership' of maintenance of the Shetland Way.

9.1.18 Many different people and organisations may be involved in maintenance. Whoever does the work, standards must be clearly defined and measurable to achieve best value. Complaints from the public are most likely to arise from lack of maintenance, so the people undertaking that work play an important role in achieving visitor satisfaction. There are several delivery options for maintenance:

- **Specific in-house staff for Shetland Way** would provide a flexible way to get maintenance tasks done. They can respond very quickly to emergencies and are able to work to a fixed routine. Keeping a dedicated team in constant work can be difficult, although this is essential for cost effectiveness. Rangers or wardens, for example, can carry out inspections and could have a wider role in managing routine maintenance and supporting contractors or volunteer groups.
- **Contractors** have been used in a variety of ways, either for single tasks, or with a wider remit to carry out most or all maintenance work. Most contractors will have a full work programme so there would be a need to allow plenty of lead-in time for a one-off job.
- **Land managers** can help to carry out path maintenance in their local areas. They may have staff and suitable plant and equipment available to do the work. Like contractors, land managers can be paid by retainer sums or for each task. Land managers can also help with path inspections but will probably require some training.
- **Volunteer organisations** provide practical volunteering days. Volunteering days can be a cost-effective approach to getting maintenance tasks done on path networks. A team of volunteers led by a trained supervisor can be an effective way to do planned maintenance

[74] Upland Path Management Standards for delivering path projects in Scotland's mountains, Upland Path Advisory Group, 2016

https://www.pathsforall.org.uk/mediaLibrary/other/english/lowland-path-guide.pdf

[75] Lowland Path Construction Guide, Paths for All and NatureScot, 2019

https://www.nature.scot/doc/upland-path-management-standards-delivering-path-projects-scotlands-mountains

tasks as well as minor repairs. The organisation usually provides all training and supervision, but someone will need to be able to provide clear instructions about the nature of the maintenance tasks or repairs, and the expected standards to be met.

- **Volunteers** have been used for path maintenance across Scotland. They may require management, training and support for continued motivation and their contributions need to be valued in order to secure their labour in the long-term. Public liability insurance may be required. In some cases, volunteers have carried out many small tasks such as picking-up litter or clearing small blockages in drains.
- **Community groups** will have a strong local identity and can be highly motivated. The main issues relate to maintaining a pool of labour, skills and training. They can do inspections once given training and may also will be willing to carry out physical works. This is usually far more cost effective than any other management arrangement.

9.1.19 Following this study, it is recommended that the scope for and co-ordination of volunteer involvement is considered as part of the development of the business case for the project. The Steering Group should consult relevant volunteer organisations about their appetite to support the project in this capacity.

Key point: Develop a maintenance plan using Paths for All Lowland Path Construction Guide and NatureScot Upland Path Management guides. The plan must consider the different organisations that are willing and capable to undertake maintenance activities.

Creating added value for Shetland

9.1.20 Development of suitably spaced accommodation and services to meet the needs of route users will be critical to the success of the route. Active measures will need to be taken to develop identified accommodation gaps. In order to make best use of accommodation from both the user and provider perspective, and to cater for as wide a range of users as possible in terms of interests, levels of fitness, accommodation and service requirements, it is recommended that a range of possible options are developed and tailored to different types of potential route users, and ferry timings.

9.1.21 The Project Manager for the Shetland Way should map out accommodation and other services provision along and close to the different sections as detailed planning and implementation progresses.

9.1.22 Development of the necessary accommodation and support services is often a stumbling block. Few are ready to set up a business without clear evidence of demand, yet without readily identifiable accommodation of the right type and quality, the number of people using a route could be limited. Some of the most successful examples of business establishment and economic benefit linked to long distance route development are:

- Workshops to offer insights into trends in route usage in conjunction with business development advisors and partners such as Northlink and Loganair. Examples include the Hadrians Wall Path and Mary Towneley Loop on the Pennine Bridleway
- Other route promoters particularly those in more rural or remote areas such as the Kintyre Way, have adopted a different approach in personally visiting existing and potential businesses on or within several miles of the route to explore scope for their involvement and business development
- The Great Glen Way route managers run annual sessions for all businesses along the route, offering insights into trends in route usage and development which can help business development, inviting comments on how the route can be improved, and signing-up those willing to advertise in future accommodation guides.

9.1.23 Business engagement is important in maintaining two-way communication, flagging-up opportunities for development, and identifying appropriate action to plug gaps in accommodation and services or to address specific issues which arise. Based on a review of experience elsewhere, it is recommended that a combination of these approaches be adopted, so a mix of workshops and targeted contact with existing and potential businesses.

9.1.24 Accommodation providers and other businesses elsewhere in Shetland can play an important part in route promotion, and in encouraging and inspiring people to use the route. It is recommended that a series of visits be organised for business proprietors and their staff to enable them to see first-hand some of the route's unique selling points, which experience elsewhere has proved is highly influential in onward recommendation to visitors. The payback for businesses is that appreciation of local knowledge often encourages return visits and personal recommendations.

9.1.25 Finally, a wide-range of activities could be undertaken in connection with the Shetland Way, including school visits, guided walks, and community-led projects. The Great Glen Way management team typically arrange up to 50 school visits a year, as well as regular events, and numerous community-led projects. As part of development of the business case for the project, the Steering Group should consider how the project will create social value in the community in addition to supporting local business.

Key point: Map out accommodation and other services provision along and close to the different sections of the route. Develop a business engagement plan to identify appropriate approaches to engage existing and potential businesses to maximise the economic and social benefits of the Shetland Way.

9.2 Marketing and promotions

9.2.1 Production of an effective marketing strategy for the Shetland Way will be essential to the success of the project. With the notable exception of Wainwright's Coast to Coast route, and other long-distance established routes such as the West Highland Way whose reputation already generates sufficient levels of interest, the success of most routes in attracting sustained levels of use depends on effective marketing.

9.2.2 Inclusion on national websites such as the Long-Distance Walkers Association[76] and Scotland's Great Trails[77] can help establish a web presence, as can recommendation through social media. In order to compete with the increasing number of other LDRs, an effective marketing strategy is likely to include a dynamic website, active pursuit of national media coverage and partnership with NorthLink and Loganair.

9.2.3 Promotion through VisitScotland is an obvious choice, and similarly promotion through other key visitor hotspots such as the Shetland Museum. The Shetland Way could integrate with 'The Islands Passport' project. More information on this is provided below.

[76] www.ldwa.org.uk

[77] https://www.scotlandsgreattrails.com/

The Islands passport

The Islands Passport is an app-based product that provides a database of island information and provides stamps, and potentially other rewards in the longer-term, for each island visited. It has been developed in partnership with communities. Shetland has been heavily involved in developing the passport from the outset and local stakeholders have been receptive to the concept.

The Islands Passport app is currently live but was rolled out in a relatively low-key way because of COVID-19 restrictions. There has nonetheless been a steady growth in downloads and usage and active users are now well above 1,000 despite no marketing of the product. The app effectively fulfils three roles:

1. It seeks information on activities that users are interested in and interacts with the background database to match them to islands.
2. It is designed to be useful when on island, with mapping, information on experiences and links to travel operators and industry umbrella groups such as Promote Shetland. Data can be downloaded in advance and the app used offline.
3. Finally, each user is given a stamp on their passport for each island that they visit, either through mobile location services, a QR code or manual entry. The current approach is to award one stamp per island visited but there are aspirations to develop this to provide additional rewards for e.g., visiting a more remote part of an island, completing sections of a walk or cycle trail or using active or public transport whilst on-island. There are also opportunities to develop a wider rewards programme going forward.

The focus on the app is to list a broadly equivalent number of experiences for islands. These can be formal experiences like a visit to a distillery or independent experiences like a walk. This could potentially work for the Shetland Way with sections in Yell and Unst for example being promoted as an experience.

The Steering Group and Project Manager should coordinate with the Islands Passport Team to explore the opportunities to integrate the Shetland Way with the project.

9.2.4 Promotion to walkers and cyclists using other routes through publicity at venues and accommodation on route, and through links to their websites, is a relatively cheap and easy way of targeting appropriate audiences. In Italy, the Via Francigena is promoted by a summer large-scale outdoor photographic exhibition which tours towns along the route, targeting visitors who would otherwise be unaware of the route.

9.2.5 Some Scottish long-distance routes have been successfully branded – the West Highland Way for example, is known worldwide as being one of Britain's premier routes. Similarly, the name of the Great Glen Way is inspiring and allows visitors to pinpoint exactly where it is located. The overall impact has been to reinforce walking as one of Scotland's most popular visitor activities. It is recommended that branding for this project plays on the fact that the Shetland Way would result in Britain's most northerly walking route as this will be unique selling point of the route compared to other routes in the UK.

9.2.6 The Steering Group should look to develop the marketing and promotion strategy for the Shetland Way as part of the business case. It would make sense to use VisitScotland's to formulate the strategy and identify the most effective promotion methods.

9.2.7 A marketing plan will typically include the following elements:

- Marketing objectives - The objectives should be attainable and measurable associated with SMART, which stands for Specific, Measurable, Attainable, Relevant, and Time-bound.
- Current market positioning: An analysis of the current state of the Shetland Visitor market concerning its marketing positioning.

- Market research: Detailed research about current market trends, customer needs, industry volumes, and expected direction.
- Outline of the target market: Section 4.2 highlights that there are diverse views regarding the key user group of the route. Some respondents felt that the route should target serious walkers and cyclists, who aim to complete the route, others felt that it should focus on families using the route as a leisure activity. Using the outputs from this study we would recommend that Visit Scotland undertake targeted engagements with focus groups to identify the main target audience for the Shetland Way.
- Marketing activities: A list of any actions concerning marketing goals that are scheduled for the period and the indicated timelines. This should include workshops to stimulate provision of accommodation and development of other complimentary business opportunities to support the route.
- Key performance indicators (KPIs) to be tracked
- Marketing mix: A combination of factors that may influence customers to visit the Shetland Way.
- Competition: Identify the other competitors and their marketing strategies. We have identified some of these as part of this study.
- Marketing strategies: The development of marketing strategies to be employed
- Marketing budget: A detailed outline of required financial resources to market the Shetland Way.

9.2.8 A high-level figure for estimated marketing costs is included in the figures below as marketing and promotion is likely to form part of any funding bids as part of the capital route development, but production of a marketing strategy is part of the next stage of project development.

9.2.9 The cost of developing a marketing strategy including press visits, web-based promotion, market engagement and other activities could range from £50,000 to £100,000 depending on the extent of activities. This is based on the review of long-distance case studies and live procurement notices on Public Contract's Scotland for similar marketing activity. We have also included a 40% contingency allowance given the inflationary pressures that are being experienced across all sectors presently.

Market needs

9.2.10 Long distance routes provide an appealing challenge, a real sense of achievement on completion, and for many walking or cycling a different route each year becomes an achievable goal. Walking or cycling long distance routes for charity has also become increasingly popular with people of all ages. Challenges organised by national charities based on routes such as the West Highland Way and Hebridean Way have helped raise the profile of long-distance routes as well as boosting user numbers.

9.2.11 Charity and challenge events using the Shetland Way would likely be very popular. These events could also bring participants and spectators into many rural areas of Shetland. These events could provide a significant, short term, economic boost to a local area. Some examples include:

- Hebridean Challenge - An impact study of the 2007 Hebridean Challenge, a 5-day adventure race around the Outer Hebrides, estimated that the event generated £20,000-25,000 in additional visitor spending. A survey of attendees also indicated that 69% of those interviewed said that they would definitely return for a holiday in the area in the future.

- The West Highland Way Challenge Race– This is Scotland's largest single charity fund-raising event, the Caledonian Challenge, which raises approximately £500,000 for the Scottish Community Foundation.

9.2.12 Any events will need to offer good value for money for the entrance fees. The West Highland challenge race offers competitors the ability to save money on number of things including bag drop, flights, food and drink. In arranging event's organisers will need to consider the following:

- Promotion – online and through media
- Volunteers
- Bag collection and drop-off services
- Food and drink for competitors
- Recovery services and vehicles for any competitors that require support in case of injury or withdrawal
- Event rules
- Ensure capacity amongst local accommodation and other supporting services.

9.2.13 The final is point is critical the success of the Shetland Way and any future challenge events. The West Highland Way identifies a large number of links to accommodation across the route ensuring that local businesses can benefit from events like these.

10 Action Plan

10.1 Overview

10.1.1 This section outlines an Action Plan to enable the Shetland Way project to progress. It considers identification of potential funding opportunities and subsequent actions required to secure funding and implement the project.

10.2 Funding – Capital and Revenue

10.2.1 We have identified a range of possible funding sources that could support the establishment of the Shetland Way as well as the continued maintenance of the route. The sources identified range from Shetland Island Council funding, Scottish and UK government funding streams and lottery grants.

10.2.2 Transport Scotland also allocate funding to a number of partner organisations who are responsible for delivering walking and cycling infrastructure and behaviour change projects across Scotland. This will usually be travel for a purpose rather than for leisure. A full list of possible funding streams for active travel grant funding can be found in Appendix E.

10.2.3 We have considered how the Shetland Way aligns with the priorities, timescales and conditions of each funding source. A list of the most relevant funding sources to this project are identified below in Table 10-1.

Table 10-1: Possible funding sources

Funding Source	Relevance of fund to Shetland Way	Alignment of Shetland Way to fund (RAG Rating)
Capital		
Shetland Island Council (SIC)	• SIC has approved a capital fund of £20 million for 2022/23 • This largely relates to the maintenance of existing assets. Some £5.67m capital expenditure relates to new and potential capital expenditure, subject to business cases being approved. • This funding is unlikely to be available for this project given priorities outlined in the SIC Corporate Plan 2021-26 and the capital budget is understood to be fully committed.	
Shetland Charitable Trust	• Shetland Charitable Trust funds several grant schemes to voluntary organisations that support the arts, development and more throughout Shetland. • The Trust support community assets through revenue funding to the organisations that operate them. • Shetland Charitable Trust Main Grant Scheme is currently closed to bids.	
Highlands and Islands Enterprise (HIE)	• HIE could be a potential funder for further development stages of the project • HIE do not have a particular funding programme but a discretionary budget for the Shetland area • Tourism is a key sector for HIE, in particular, developing sustainable tourism opportunities. • HIE supports projects which help create/retain jobs, increase business and social enterprise turnover so there may be opportunity to invest in spin off business development from the Shetland Way.	

Funding Source	Relevance of fund to Shetland Way	Alignment of Shetland Way to fund (RAG Rating)

Heritage Lottery Funding	• Priority areas for projects during current period include:
	  ○ promote inclusion and involve a wider range of people
	  ○ boost the local economy
	  ○ encourage skills development and job creation
	  ○ support wellbeing
	  ○ create better places to live, work and visit
	  ○ improve the resilience of organisations working in heritage
	• National Lottery Grants for Heritage are able to support a broad range of types of activity. This could include capital works, repair and maintenance (revenue), new staff posts, training costs, professional fees, volunteer expenses
	• Suitable for charities, trusts and charitable incorporated organisations, community and voluntary groups, community councils, community interest companies, local authorities and other public sector organisations
	• Grant size: between £3,000 and £5 million
	• Bidders must contribute at least 5% of project costs for grants up to £1 million and at least 10% for grants of £1 million or more.
	• Application deadline: Quarterly	

National Lottery Community Fund	• National Lottery Awards for All Scotland • Projects should bring people together and improve the places and spaces that matter to communities. • Suitable for voluntary or community organisations and public sector organisations to apply. • Grant size: between £300 and £10,000 • Application deadline: Ongoing	
Places for Everyone (Sustrans)	• Sustrans Scotland provides advice, support and funding for the creation of infrastructure that makes it easier for people to walk and cycle for everyday journeys. • Open to Local authorities, National Parks, Regional Transport Partnerships. Private sector organisations may be able to apply in conjunction with their local authority. • Grant size: not defined • Application deadline: Ongoing	

Levelling Up Fund (LUF)	• Focusing on capital investment in local infrastructure.
	• Focus on three themes:
	  ○ smaller transport projects;
	  ○ town centre and high street regeneration;
	  ○ support for maintaining and expanding the UK's cultural and heritage assets
	• Open to local authorities
	• Grant size: up to £20 million
	• Application deadline: Round 2 – 6th July 2022. There are expected to be future rounds announced each financial year up to 2024/25.	

Shared prosperity fund	• The UK Shared Prosperity Fund (UKSPF) is the government's domestic replacement for the European Structural and Investment Fund Programme (ESIF)
	• Overarching objective is to Build pride in place and increase life chances
	• There are 3 investment priorities:
	  ○ Community and Place
	  ○ Supporting Local Business; and
	  ○ People and Skills
	• To access their allocation, each place will be asked to set out measurable outcomes that reflect local needs and opportunities.	

Funding Source	Relevance of fund to Shetland Way	Alignment of Shetland Way to fund (RAG Rating)
	• The Shetland Island has been allocated £1,859,554 over the years up to 2024/25.	
Rural Development Fund	• The Rural Tourism Infrastructure Fund was established by the Scottish Government and the Fund is managed by VisitScotland on their behalf • The types of projects that could be supported include linking paths, parking, viewpoints, toilet provision and electric vehicle and e-bike charge points • Only local authorities and National Park Authorities can apply for funding. • However, community groups and other agencies can apply to their local authority or National Park if they have an eligible project • Rural Tourism Infrastructure Fund awards are available from £75,000 up to a maximum of £375,000 for larger, multi-site projects	
Regeneration Capital Grant Fund (RCGF)	• The RGCF supports locally developed place-based regeneration projects that involve local communities, helping to tackle inequalities and deliver inclusive growth in deprived, disadvantaged and fragile remote communities • RCGF is open to applications from all of Scotland's 32 local authorities, either individually or if through another special purpose vehicle. • Application deadline: Ongoing	
Place Based Investment Programme (PBIP)	• The Place-Based Investment Programme (PBIP) is being used to link and align place-based funding initiatives for Scottish Government. • The aim of the PBIP is to ensure that all place-based investments are shaped by the needs and aspirations of local communities and accelerate ambitions for place, community led regeneration and community wealth building. • Eligible to Local Authorities bids • Application deadline: Ongoing	
Operation and Maintenance funding		
Community Paths Grants	• Small grants to support communities to create, promote and maintain local community paths and active travel routes. • To be eligible for the project must provide opportunities for people to get more physically active outdoors and in contact with nature. • Grant size: up to £1,500 • The fund will open in May 2022	
Better Places Green Recovery Fund	• NatureScot's Better Places Green Recovery Fund (Round 3) support the on-going implementation of Scotland's visitor management strategy, with a focus on the "boots on the ground" provision • The scheme will provide support for the employment of seasonal rangers and visitor operations posts to engage with the public and help manage visitor numbers, pressures and behaviours • Local Authorities as well as community groups and NGOs will be able to apply • Up to £1.5 million has been allocated	

10.2.4 Heritage Lottery Funding, Places for Everyone (Sustrans) and the Levelling Up Fund have been identified as the most likely funding steams for the capital costs associated with the Shetland

Way. The outcomes identified for the project strongly algin with the aims of these particular funds. In addition to securing capital funding for the project, there will be an ongoing need to explore sources of funding for revenue and maintenance costs. The Heritage Lottery Funding, Community Paths Grants and Better Places Green Recovery Fund are current funding programmes that are relevant to the Shetland Way. These should be considered further during development of the project business case.

10.2.5 HIE may support aspects of the development phases of a Shetland, dependent on associated impacts. HIE may also support businesses, social and community enterprises which respond to the opportunities the route will bring.

10.2.6 It should be noted that the more funding partners there are supporting the project the greater the number of organisations that will need to be satisfied. If there are a large number of funders this will be challenging as there will competing interests and focus areas across the different organisations.

Funding Shetland

Funding Shetland is a site that can be used to search for a wide range of funding opportunities. The site includes links to grant funding opportunities for capital and revenue costs accessible to projects such as the Shetland Way. In addition to options identified earlier we would recommend that this site is reviewed regularly both during development and post-development to identify possible funding to support the Shetland Way.

Viking Energy Windfarm

10.2.7 There is the potential opportunity to tie-in the route with the Viking Wind Farm development. The windfarm will result in tracks to hills and peaks throughout the central mainland of Shetland.

10.2.8 Whitelee Windfarm is a useful case to consider in relation to the Viking Energy Windfarm opportunity since opening in 2009. Whitelee Windfarm is the largest onshore windfarm in the UK sitting across East Renfrewshire, South Lanarkshire and East Ayrshire council areas. ScottishPower Renewables created the Whitelee Windfarm Visitor Centre and a network of paths and tracks - extending to over 130km. These are popular with walkers, cyclists and other users. A number of signposted routes are available including the popular Blackwood Hill Viewpoint, Lochgoin Circuit and a series of longer routes throughout the windfarm.

10.2.9 SSE was contacted as part of the stakeholder engagement exercise on this project and was keen to maintain a proactive dialogue as proposals for the Shetland Way develop. SSE recognised that the project could be complementary to the windfarm's Outdoor Access Management Plan. It is recommended that, during development of the project business case, that SSE is engaged again to consider how the Viking Windfarm could integrate with the Shetland Way.

10.3 Action Plan

10.3.1 In the previous section we identified possible funding sources for the Shetland Way. To access any of the funds, a specific business case in line with H.M. Treasury *Green Book* will be required to secure any public sector grant funding, particularly from the Scottish or UK Governments.

10.3.2 The H.M. Treasury business case process is split into three stages:

- **Strategic Business Case (SBC):** The purpose of the SBC is to establish the rationale for intervention, detailing the problems and opportunities which the business case is seeking

to address. It sets out objectives, generates and appraises an initial long list of options, which is refined into a shortlist to be progressed for further consideration.

- In many respects, this Feasibility Study provides the basis of the SBC.

- **Outline Business Case (OBC):** The purpose of the OBC is to revisit the SBC outcomes in more detail and to identify a preferred option which demonstrably optimises value for money. It also sets out the likely solution; demonstrates its affordability; and details the supporting procurement strategy, together with management arrangements for the successful rollout of the preferred scheme.
- **Final Business Case (FBC):** The FBC is an updated version of the OBC and takes place following the procurement phase of the project to confirm that the project remains on track and provides value for money.

10.3.3 Within each 'stage' of the business case, there are five 'cases', which provide a structured approach to detailing each component of the overall proposition. These are as follows:

- **Strategic Case:** Overview of the problems and opportunities, objective setting and development of a long-list of options – i.e., making the case for intervention
- **(Socio)[78] Economic Case:** Demonstration of value for money and consideration of the potential costs and benefits of the shortlisted options
- **Financial Case:** Sets out finance / funding considerations, drawing on best available estimates of cost of the bid proposal
- **Commercial Case:** Details current commercial engagement and procurement strategy and evidence of key timescales relating to commercial activity
- **Management Case:** Demonstrates how work will be taken through to delivery, on-time and to budget

[78] In Scotland, the Economic Case is often referred to as the Socio-Economic Case (e.g., by Transport Scotland) to reflect the fact that the estimation of economic benefits has to account for societal and distributional benefits in addition to more conventional economic benefits.

10.3.4 The focus on each 'case' varies by stage of the business case – this is highlighted in the figure below, with the size of the box showing the emphasis placed on that component of the business case at each stage of the process.

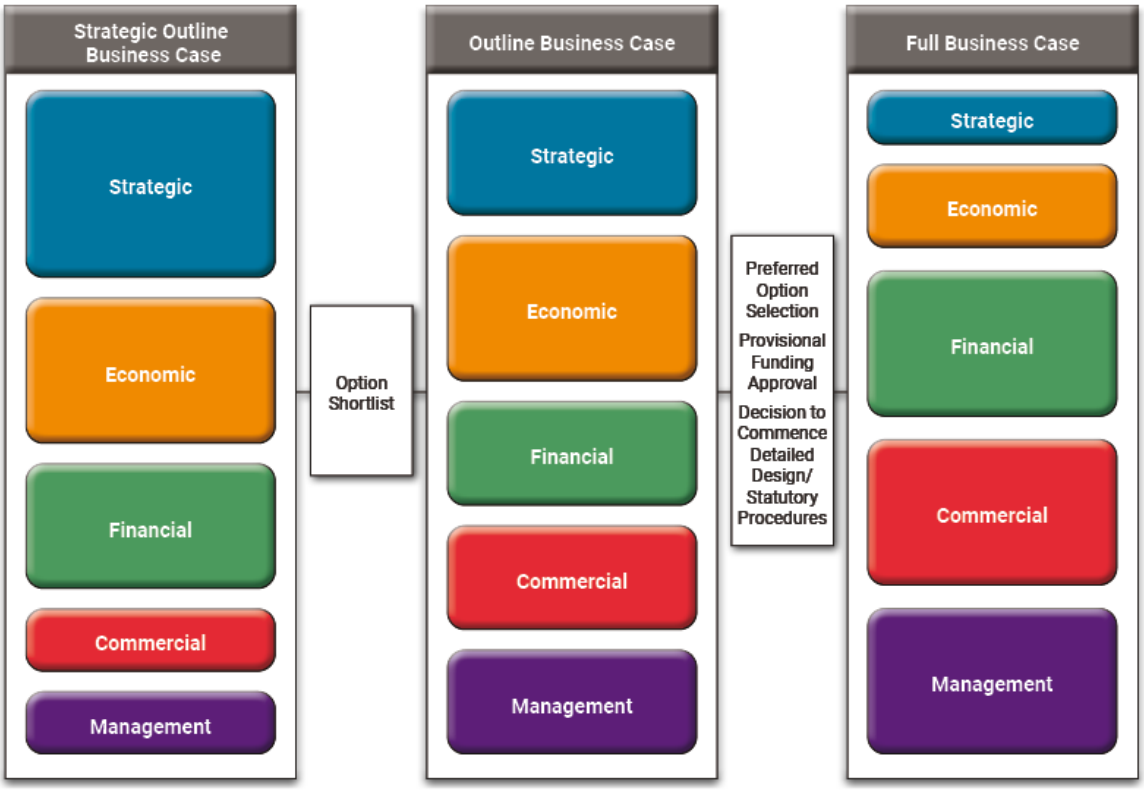


Figure 10-1: Business Case Stages

10.3.5 At the SBC stage, the overwhelming focus is on the Strategic and Socio-Economic Cases (i.e., determining the **'why'** and **'what'**) with the Commercial, Financial and Management Cases (i.e., the **'how'**) only being developed in outline at this stage. The outputs from this feasibility study have developed much of the Strategic and Economic Cases of the SBC and have also outlined the Financial, Commercial and Management Cases. Indeed, as part of the feasibility study, we have:

- Developed **the case for change for the Shetland Way** and its alignment to local and national policy
- **Engaged with stakeholders and the public** to gather initial views and suggestions for project
- Undertaken an **initial technical and options assessment** for the preferred route alignment
- Estimated high-level capital and maintenance costs
- Estimated the expected economic impacts of the project
- Highlighted potential **management options** based on previous case studies
- Identified possible **funding sources**.

10.3.6 **We consider that the outputs from this study mean that Shetland Way business case has been developed to a level that it can be considered the Strategic Business Case.** To secure the necessary grant or capital funding for the project, there is a need to progress to the Outline Business Case (OBC) stage. **The OBC arrives at a single preferred option with a**

clear description of how that option will be funded, procured, managed and delivered. A guide to the process and the questions which need to be satisfied in each of the five cases is provided in Appendix F.

10.3.7 In summary, the Shetland Way Outline Business Case would require:

- **Strategic Case**
  - Review and update the Strategic Case to ensure that the 'case for change' remains current and that all options have been considered. If the OBC progressed in relatively short order, this would be a light touch exercise given that all of the work undertaken in this feasibility study would be largely current
- **Economic Case**
  - The main development in the Economic Case at OBC stage would be to progress the options from concept to developed design and arrive a preferred option in terms of e.g., route alignment, target markets, surface types etc. This would incorporate:
  - Produce detailed specifications and costings for capital work, signage, waymarking
  - Review and update assumptions and input data from the economic assessment
  - Finalise the project benefit cost ratio based on preferred option
  - Engage stakeholders on the preferred route alignment
  - Develop costs to developed design stage
  - Further confirmatory assessment of the options against the objectives and other relevant criteria such as value for money and risk and uncertainty to ensure that the preferred option would address the identified problems / deliver the desired outcomes
- **Financial Case**
  - Profile the capital and revenue costs for the project
  - Full assessment of overall project affordability
  - Identification of the source(s) of funding and apportioning this between parties
  - Identification of financial risks – including consideration of affordability - and how these will be mitigated
- **Commercial Case**
  - Identification of preferred procurement strategy and approach to the sourcing of works
  - Outline payment mechanisms that will be negotiated with the providers for works
  - Detailed risk register and risk management strategy associated with the financing and procurement approach
  - Identification of any human resource issues (including volunteer-related inputs) and consenting requirements
- **Management Case**
  - Further development of case studies to fully explore 'lessons learned' from the specification, procurement, delivery and management of similar long-distance paths. Face-to-face meetings with lead promoters would be of value.
  - Development of the construction programme and identification of any dependencies, such as consenting timelines
  - Establishment of a project governance framework, identifying how both the delivery and future ongoing management teams will be structured, who is responsible for what, where risks lie etc

- Establishment of an assurances and approvals plan, a communications and stakeholder management plan; and a programme and project reporting plan
- Development of a risk management strategy, both for the development of the Shetland Way and its ongoing maintenance.
- Development of a benefits realisation plan (i.e., how will the partners ensure that the estimated benefits are fully realised?) and a monitoring and evaluation framework (i.e., how will outcomes and impacts be monitored over time and evaluated to determine the extent to which the initial project objectives have been realised / any lessons learned?)

10.3.8 In terms of the further development of the technical proposition and arrival at a preferred option in the Economic Case, this would be progressed using the RIBA or Sustrans *Places for Everyone* activities[79]. Designs for the Shetland Way will need to be developed alongside the business case process. Figure 10-2 provides a detailed description of the expected activities and deliverables for Design and Construction at each project stage.

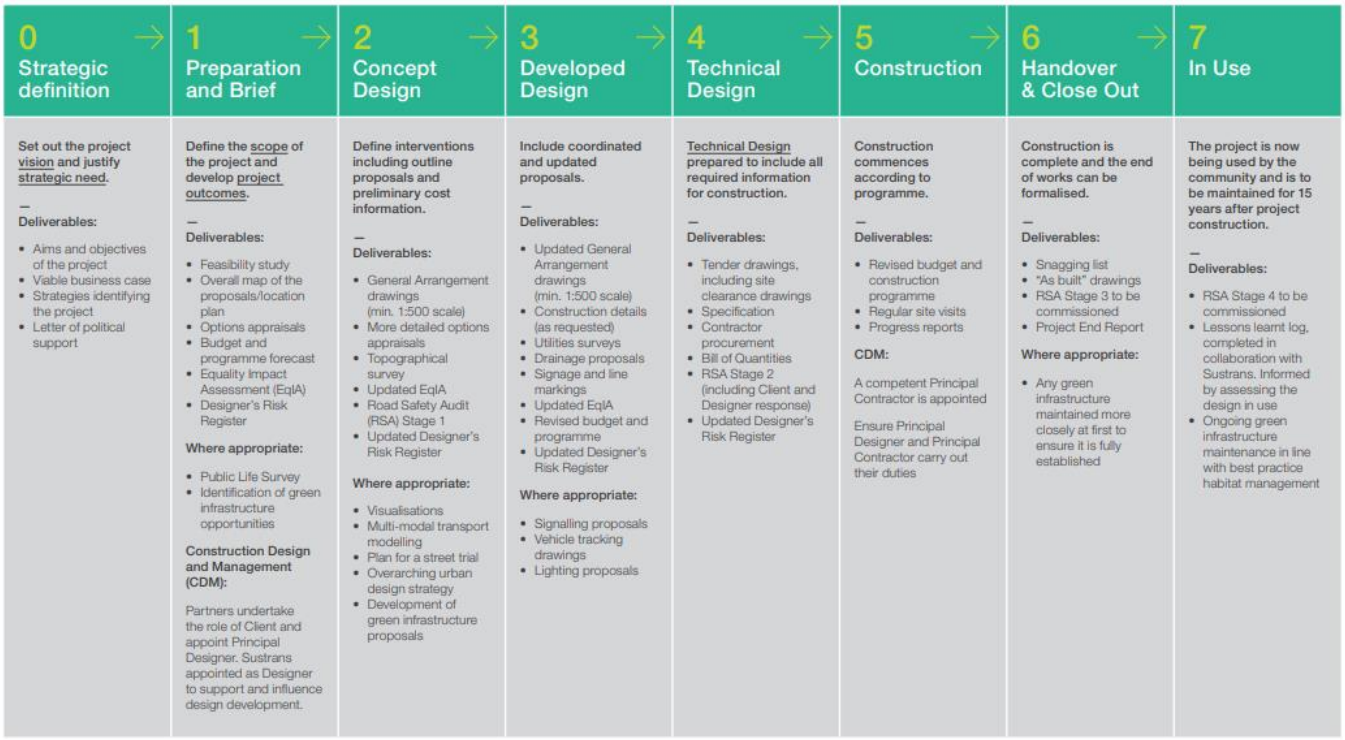


Figure 10-2: Sustrans Places for Everyone Activities (aligned to RIBA)

10.3.9 At OBC stage, the route design will need to be developed to Developed design for the preferred option to the allow outline specification to be produced and the cost estimated in more detail. Following the OBC and possibly the securing of funding, the designs can then be progressed to Technical Design Stage, with the intention for these to be passed over to the contractors undertaking the works.

10.3.10 The FBC will need to be developed alongside these designs following the procurement phase of the project to confirm that the project remains on track and provides value for money. The FBC will be an updated version of the OBC and confirm the financial, commercial and management arrangements for the project.

[79] https://www.sustrans.org.uk/media/5769/places_for_everyone_application_guide_v20.pdf

10.3.11 We have produced an estimate of the timescales and resources required to develop a OBC for the project. We would expect that that development of the OBC would require a fee of £30-40K. This is based on Stantec's extensive experience of developing Business Cases as well as our understanding of the project.

10.3.12 At OBC stage, the route design will also need to be developed to concept design for the preferred option to the allow outline specification to be produced and the cost estimated in more detail. The concept design will require team members to walk that route and undertake an audit. We would expect this to developed alongside the OBC and would cost £40-50k. therefore, in total it will cost £70-90k to progress the project to the next design stage, over a period of 9-12 months.

11 Conclusions

11.1 Summary

11.1.1 The aim of this study was to ascertain the feasibility of establishing a functional and sustainable long-distance route through Shetland for walking, and potentially cycling and equine pursuits.

Defining the Shetland Way

11.1.2 The Shetland Way would run approximately 116 miles from north to south through Shetland, linking the islands' considerable natural, cultural and community assets to deliver tourism and social, economic and environmental benefits. It could be used by visitors and local residents making both leisure and 'travel-to-somewhere' trips. The long-distance route would encompass the entire length of Shetland mainland and the North Isles of Yell and Unst.

11.1.3 A five-stage logic-chain has been employed to outline the initial problems and opportunities through to eventual societal impacts and will be adopted to contextualise these benefits and the potential impacts that the Shetland Way would generate. The problems and opportunities have been used to develop the project objectives. This was done in consultation with the Shetland Way Steering Group. The project objectives are as follows:

- Reduce the seasonality of tourism in Shetland by encouraging a greater number of visitors year-round.
- Support a more balanced visitor demographic in Shetland in terms of age, nationality and ethnicity
- Create a high-quality long-distance route that is accessible for a range of capabilities and ages.
- Create a more resilient and balanced local economy through better, sustainable access to tourism-related businesses to encourage visitors to stay longer and spend more while they are here.
- Encourage a greater spread of the benefits of tourism throughout the islands
- Create routes that support the use of the public transport network where possible.
- Generate sustainable growth in the visitor economy to support increased employment opportunities, increased business productivity and the development of new accommodation and other tourism-related enterprises and support services.
- Promote more active and healthier lifestyles for visitors and Shetland residents alike.

11.1.4 A number of stakeholder and public engagement activities were undertaken to inform the development of this study and the emerging preferred route alignment. Stakeholders were engaged through one-to-one virtual meetings or sent a briefing note with a request for comments. An online consultation exercise was held between 14th March and 14th April 2022. Both the stakeholder and public engagement garnered significant interest regarding the formation of the route and the findings from this have been used to support this study and the identification of the preferred route alignment.

11.1.5 For the purposes of option identification and appraisal, the route has been split into seven sections (1 to 7) with two sub-sections aligned to choices of settlement (A and B). Within each section, a number of route options have been identified and each has been scored against the project objectives and VisitScotland's responsible tourism priority pillars to identify a preferred route. Within each sub-section, routes passing through each settlement have also been scored to inform a preferred route.

11.1.6 A number of elements have been considered as part of the technical assessment to inform delivery of the route. These include:

- Utilities
- Topographical surveys
- Construction standards for proposed option
- Drainage
- Land Ownership
- Environmental

11.1.7 At this early stage, only a high-level summary of considerations has been provided with the approach to some elements being generically applicable across the entire route and other elements varying by specific section.

11.1.8 Initial cost estimates for capital and maintenance costs for the project. A rate per kilometre has been prepared based on an estimation of the works required and costs from the 'Estimating price guide' for path projects (2019) by Paths for All. The estimates of the preferred route alignment are as follows:

- Capital cost of (excluding labour) - **£5.8 million** in 2022 prices based on a silver/medium level of provision
- Maintenance cost - **£165,000** per annum in 2022 prices

11.1.9 These are considered to be high-level at this stage given the uncertainty over the route alignment and how it will be formed.

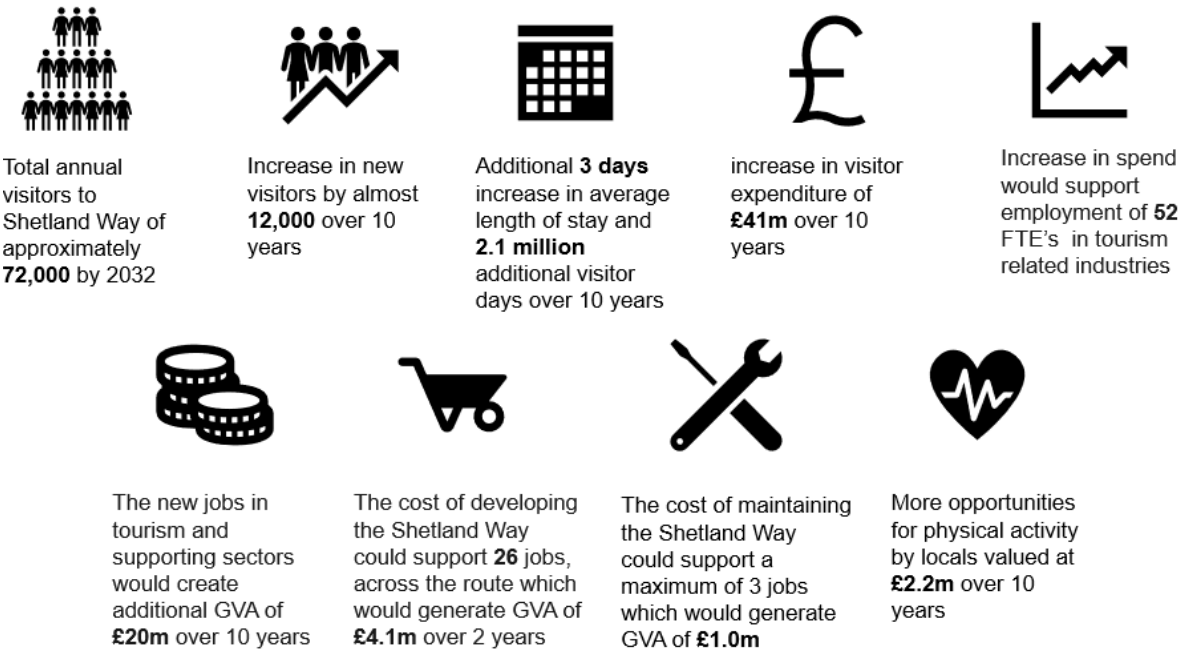
The benefits of the Shetland Way

11.1.10 Based on a review of national and local tourism policy, the Shetland Way demonstrates a strong underlying alignment with policy. The proposed route would create a major new visitor attraction in Shetland, and one which would link up other attractions across the island chain. This would support the desire to increase visitor numbers, duration of stay and spend and could potentially support the further development of low and shoulder season tourism.

11.1.11 The potential impacts of the Shetland Way have been assessed using a combination of quantitative and qualitative approaches that align with H.M. Treasury best practice and comparative studies. The approaches are outlined in detail in section 7.2 however we have estimated:

- the increase in visitor spend from new visitors and longer length of stay as well as the resulting FTEs and GVA that this spending supports
- the job opportunities and associated GVA from the capital investment in route establishment
- the health and wellbeing impacts of an increase in the amount Shetland residents walk and cycle for leisure purposes each week.

11.1.12 Assuming moderate growth in visitors, the Shetland Way is expected to generate the following impacts:



11.1.13 The Shetland Way BCR is **3.3:1**, based on the 'moderate' growth scenario, which can be considered 'High' value for money. In the 'minimum' growth scenario, the BCR only reduces marginally to **3.1:1** so can still be considered 'high' value for money.

11.1.14 The Shetland Way would offer potential for a wide range of benefits for local communities including:

- Increased local spend of **£130,000** which could support new part-time roles
- Spread of tourism related benefits across the Islands particularly in more rural areas where there is currently little or no existing visitor activity
- Extending the peak visitor season in Shetland by attracting visitors earlier in the season
- Short-term economic boosts from charity and challenge events
- Job opportunities from capital investment in route establishment, operation and maintenance.

11.2 Next Steps

11.2.1 We have outlined the options for the commercial and management arrangements for the project. This is based on a review on other long-distance routes and NatureScot guidance for the planning and development of long-distance routes. If it is decided to progress the route further, the findings from this study, which can effectively be thought of as a Strategic Business Case, should be used as the basis to develop an Outline Business Case for the project.

11.2.2 We have identified a range of possible funding sources that could support the establishment of the Shetland Way as well the continued maintenance of the route. These sources identified range from Shetland Island Council funding, Scottish and UK government funding streams and Lottery grants. For each of these sources, a business case-type document will be required to secure any grant or capital funding.

11.2.3 The Outline Business Case will need to consider the following areas for the Shetland Way:

- **Strategic Case:** Overview of the problems and opportunities, objective setting and development of a long-list of options – i.e., making the case for intervention
- **Economic Case:** Demonstration of value for money and consideration of the potential costs and benefits of the shortlisted options
- **Financial Case:** Sets out finance / funding considerations, drawing on best available estimates of cost of the bid proposal
- **Commercial Case:** Details current commercial engagement and procurement strategy and evidence of key timescales relating to commercial activity
- **Management Case:** Demonstrates how work will be taken through to deliver, on-time and to budget

11.2.4 This report has already covered these five cases to some extent so the OBC is about developing and extending this work rather than something completely new. At OBC stage, the route design will need to be developed to 'Concept Design' for the preferred option to allow an outline specification to be produced for the cost estimate. Following the OBC and possibly the securing of funding, the designs can then be progressed to 'Technical Design Stage', with the intention for these to be passed over to the contractors undertaking the works.

Appendix A Shetland Way Public Survey Responses

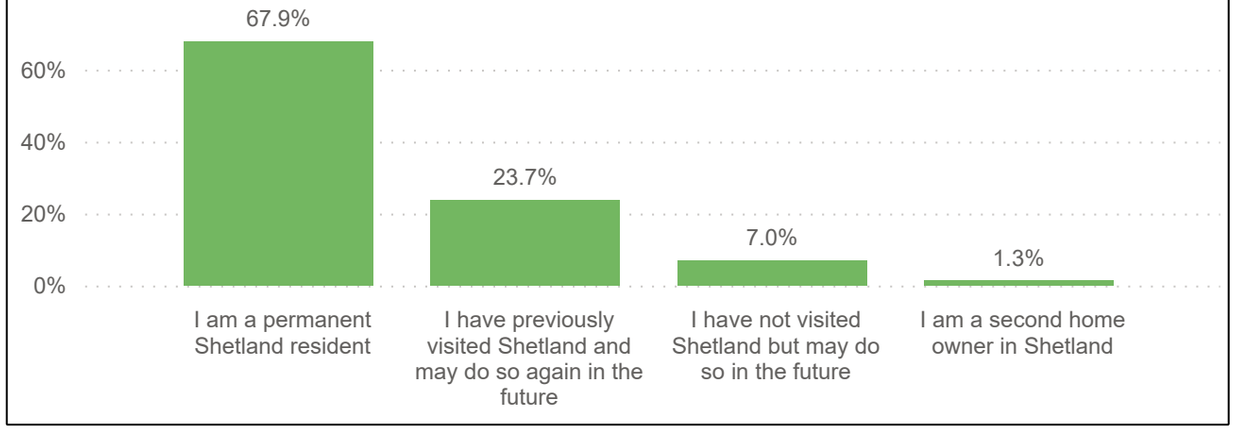
Shetland Way Public Survey

Respondent Background

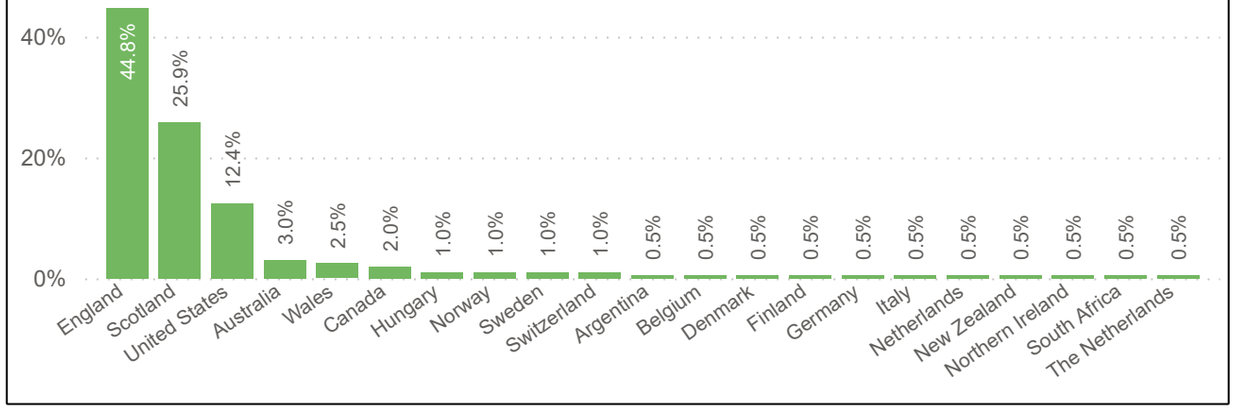
Which of the following statements best describes you?

I am a permanent Shetland resident	I am a second home owner in Shetland	I have not visited Shetland but may do so in the future	I have previously visited Shetland and may do so again in the future

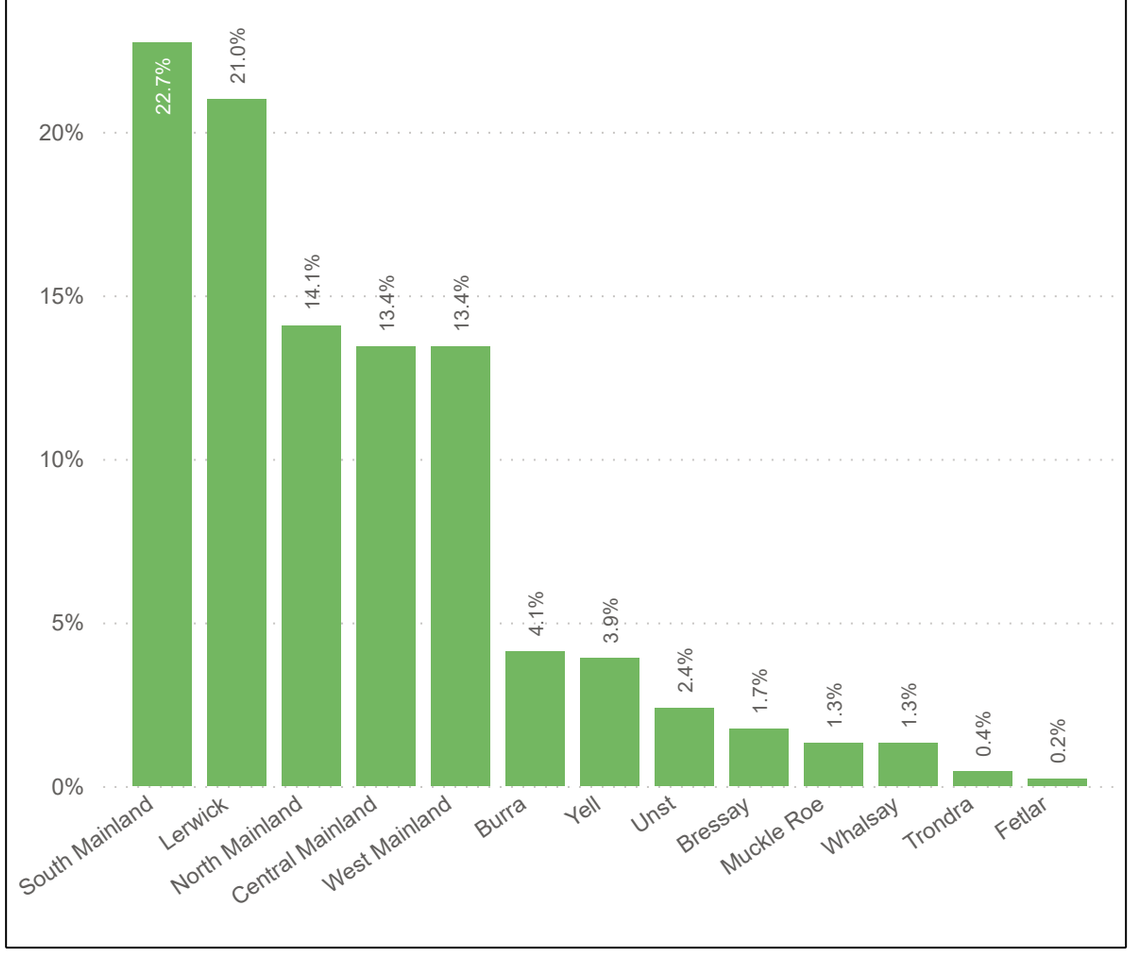
Which of the following statements best describes you?



In which country do you live?



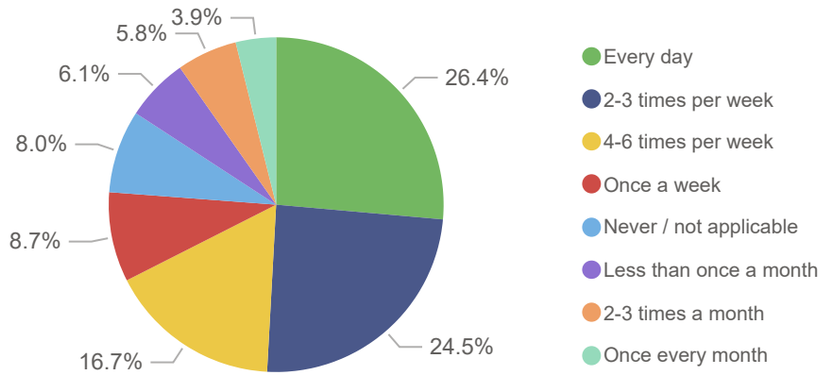
Where do you live?



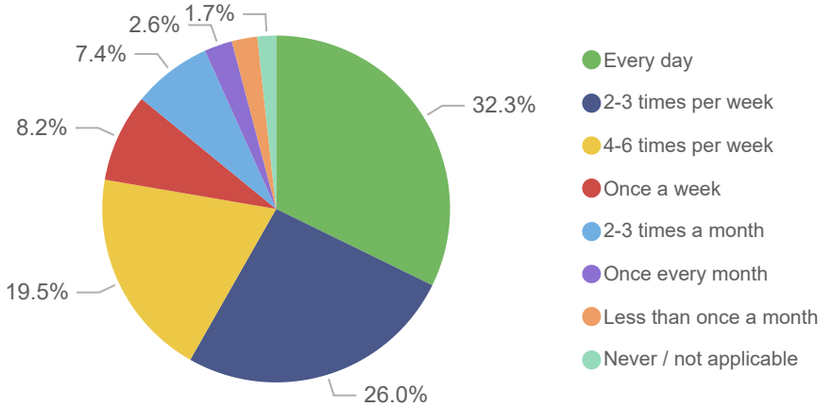
Shetland Way Public Survey

Walking

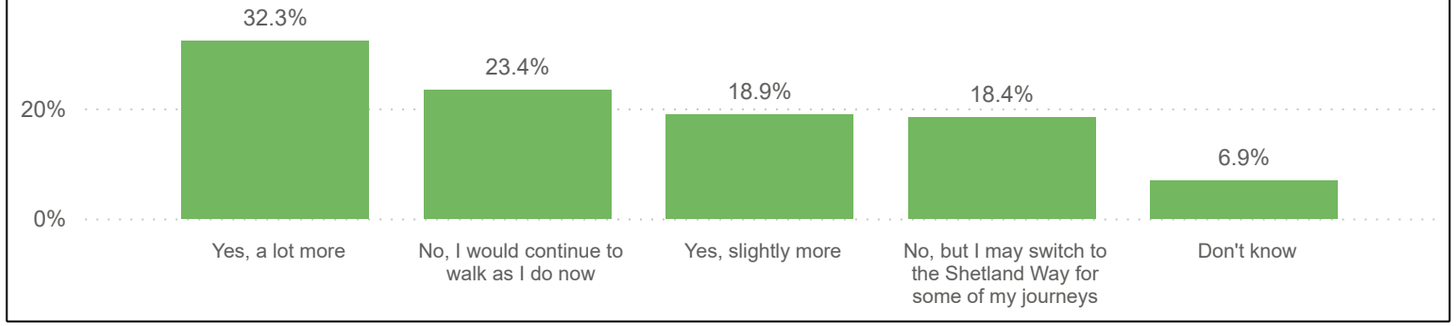
How often do you make a walking trip of more than a quarter of a mile when going somewhere such as work, shopping or visiting friends etc?



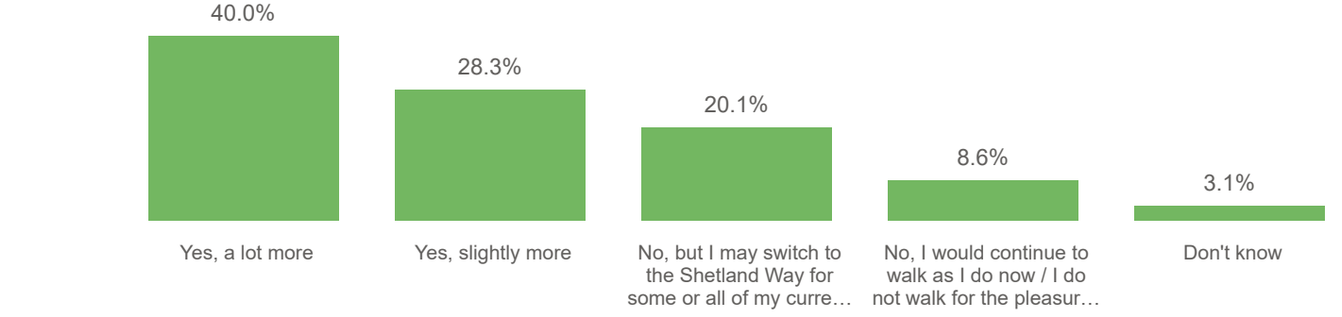
How often do you make a walking trip of more than a quarter of a mile just for the pleasure of walking or to keep fit?



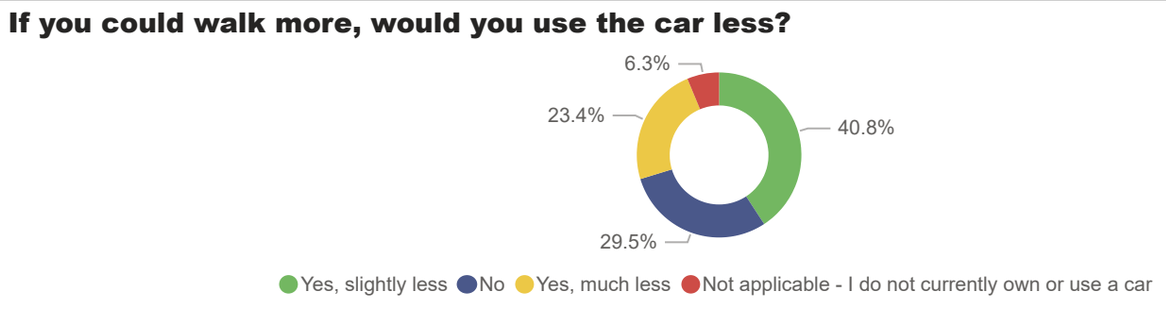
If the Shetland Way was completed and connected the places you regularly travel between, would you walk more when going somewhere such as work, shopping or visiting friends?



If the Shetland Way was completed and connected the places you regularly travel between, would you walk more just for the pleasure of walking or to keep fit?



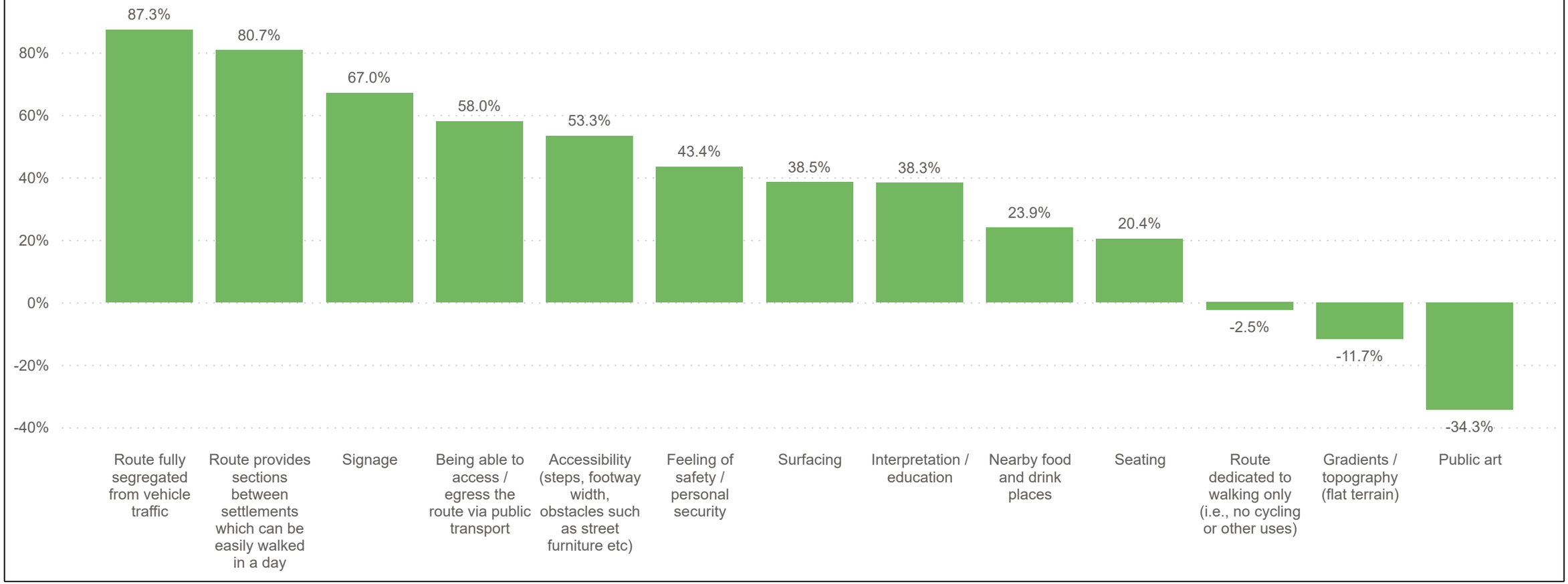
If you could walk more, would you use the car less?



Shetland Way Public Survey

Net Support for Walking

How important would each of the following features be in deciding whether to use the Shetland Way for walking?



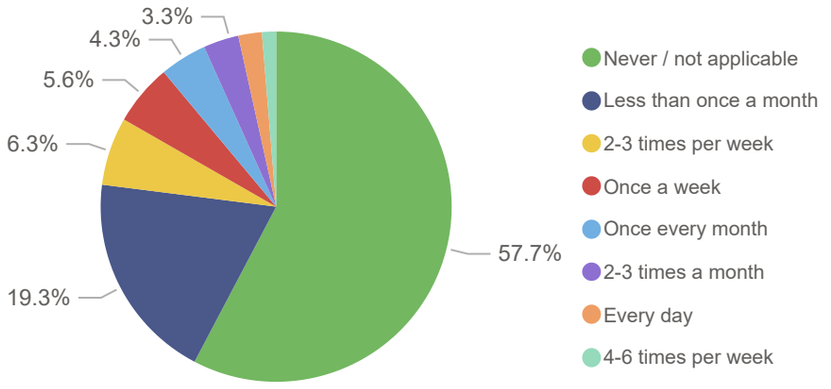
Please explain your answer if you wish

A path that is marked and the worst boggy areas on the hill with walkway would be good.
A route for everyone not just cyclists. Walkers and horseriders are equally big not more important.
Access for everyone
Access for less abled people is very important, some areas on the flat with regular places that sit

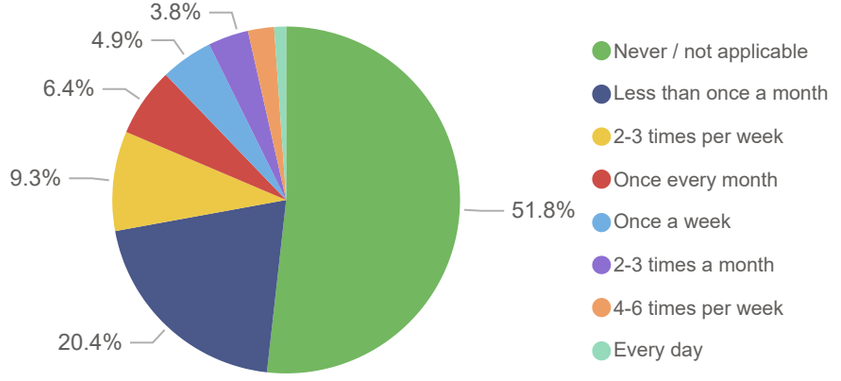
Shetland Way Public Survey

Cycling

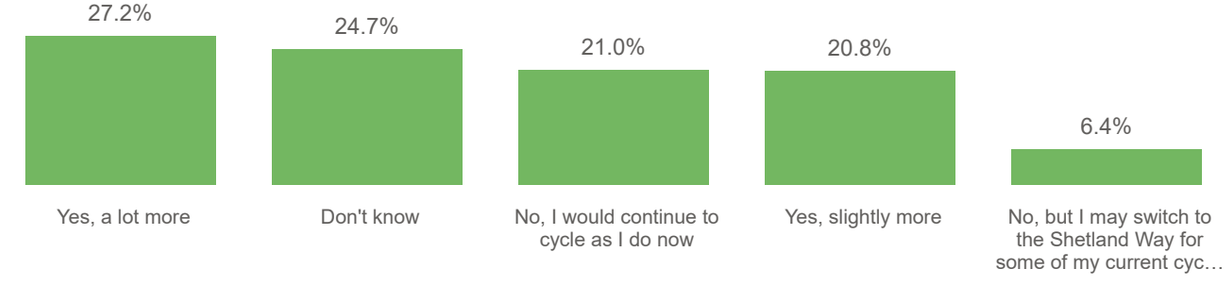
How often do you make a journey by bicycle when going somewhere such as work, shopping or visiting friends etc?



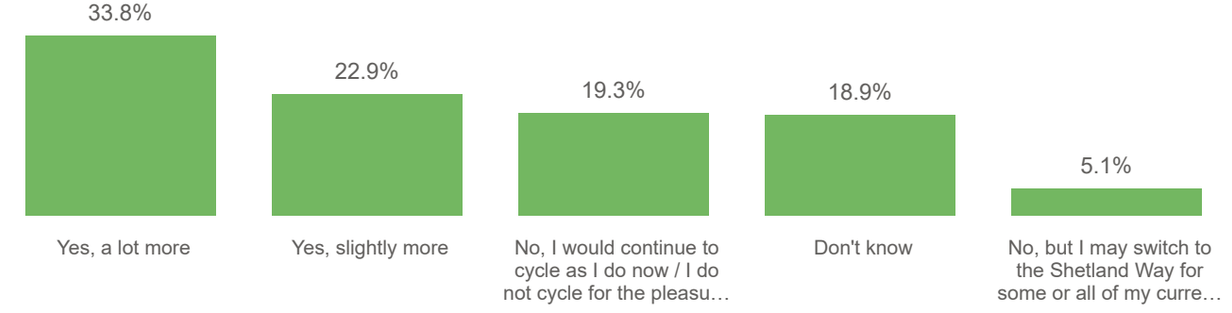
How often do you make a journey by bicycle just for the pleasure of cycling or keeping fit?



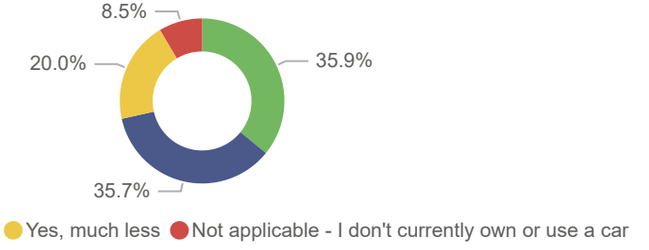
If the Shetland Way was completed and both connected the places you regularly travel between and accommodated bicycles, would you cycle more when going somewhere such as work, shopping, visiting friends etc?



If the Shetland Way was completed and could accommodate bicycles, would you cycle more just for the pleasure of cycling or to keep fit?



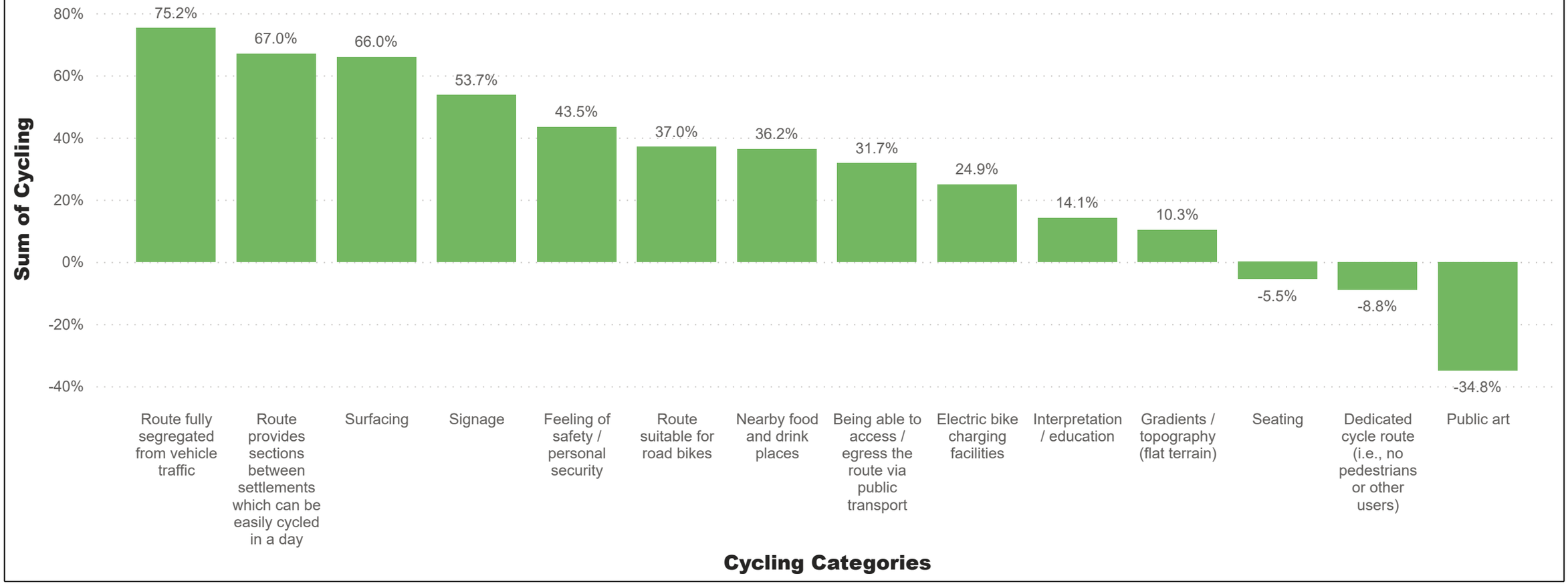
If you could cycle more, would you use the car less?



Shetland Way Public Survey

Net Support for Cycling

How important would each of the following features be in deciding whether to use the Shetland Way for cycling?



Please explain your answer if you wish?

Not everyone has a car

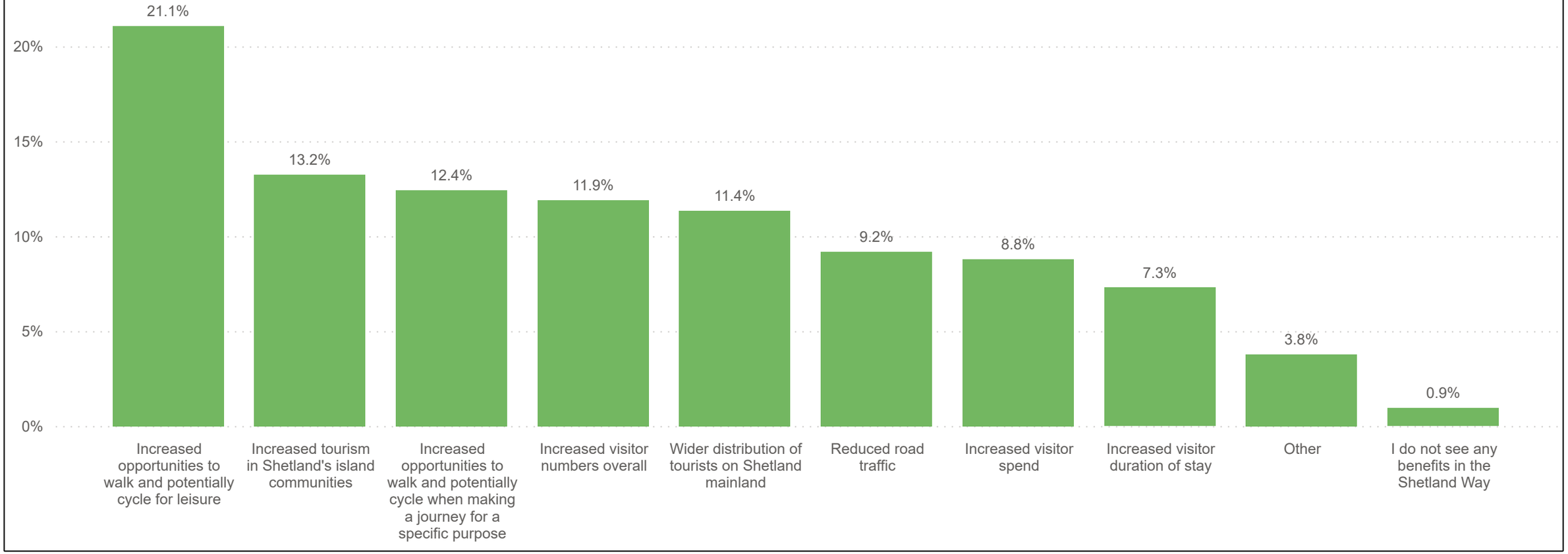
A dedicated cycle lane is long overdue in Shetland, whether this is part of a “Shetland way” I’m not sure but to make a lane safe for cyclists to use and as a result not hindering road traffic would be fantastic and this would encourage more cyclists. The weather is a pretty big factor to confided with getting more people on bikes though.

A route that can be cycled safely would be a huge benefit. At present, specific provision for cycling is practically non-existent and both approaches to Lerwick are particularly poor in cycling terms.

Shetland Way Public Survey

Benefits of the Shetland Way

What do you consider to be the main potential benefits of the Shetland Way?

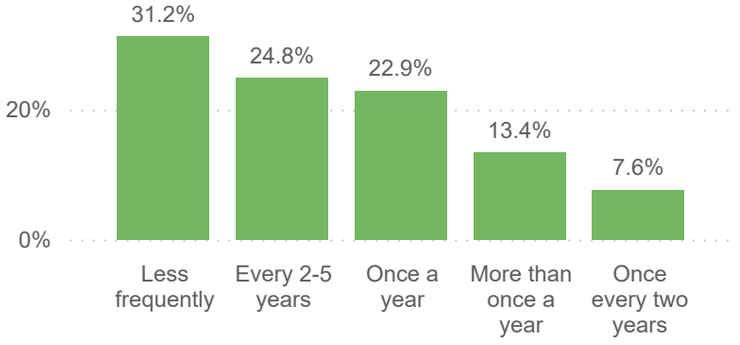


Other
A dedicated cycle lane, even alongside the main road would be the most useful addition to Shetland.
A safe area for horse riders
A suitable track for horse riders, carriage drivers, wheelchairs and mountain bikes with barrier free access or horse friendly gates.
An accessible walk for wheelchair users
Annual “shetland way” race would be a huge draw to athletes and support teams and media

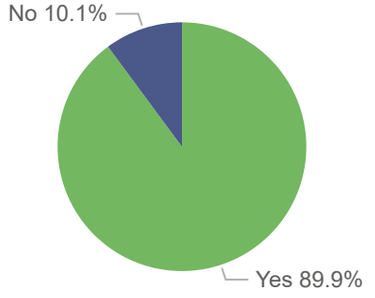
Shetland Way Public Survey

Leisure Trips

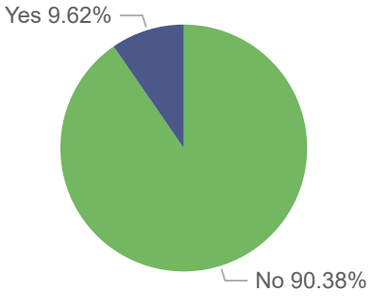
How often do you visit Shetland on a leisure trip?



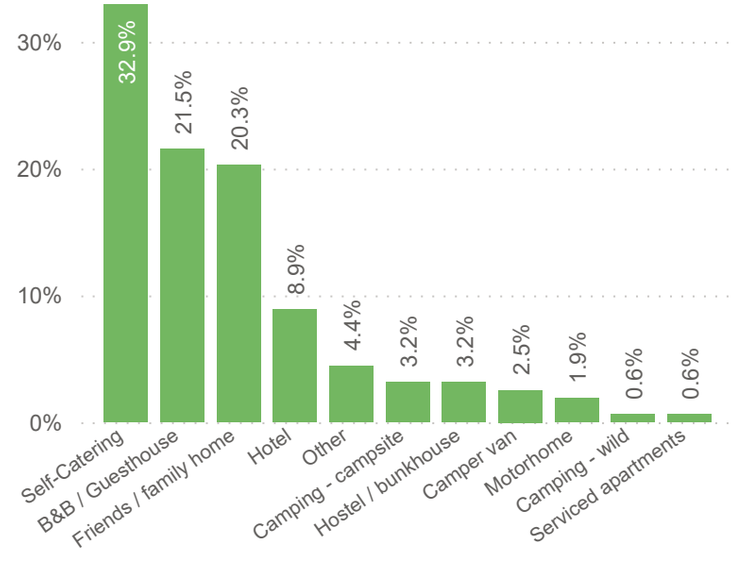
On your most recent leisure visit to Shetland, did you go walking or hillwalking?



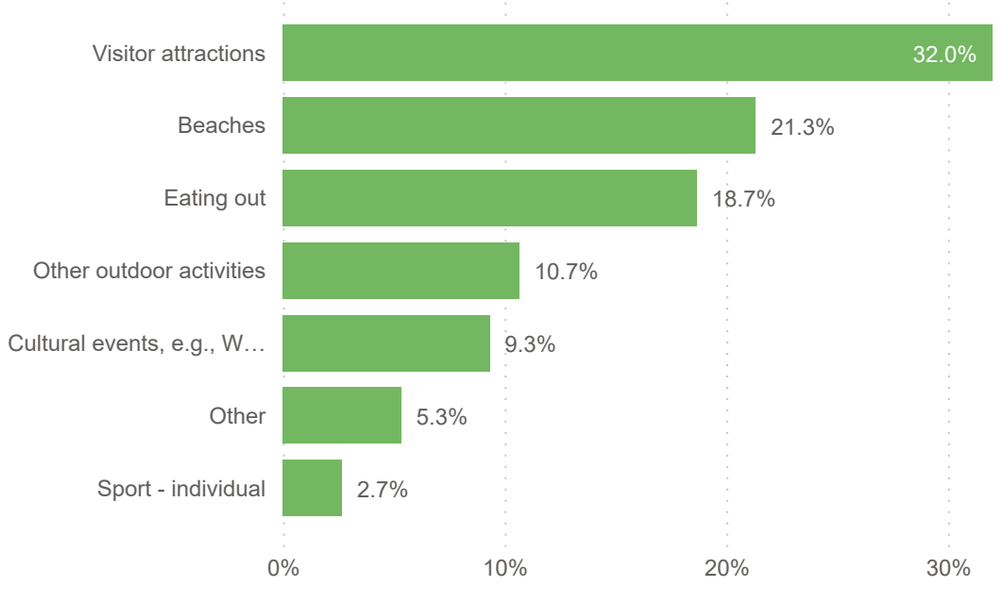
On your most recent leisure visit to Shetland, did you go road cycling or mountain biking?



What type of accommodation did you mainly stay in on your most recent leisure visit to Shetland?



What other activities did you participate in on your most recent leisure visit to Shetland?

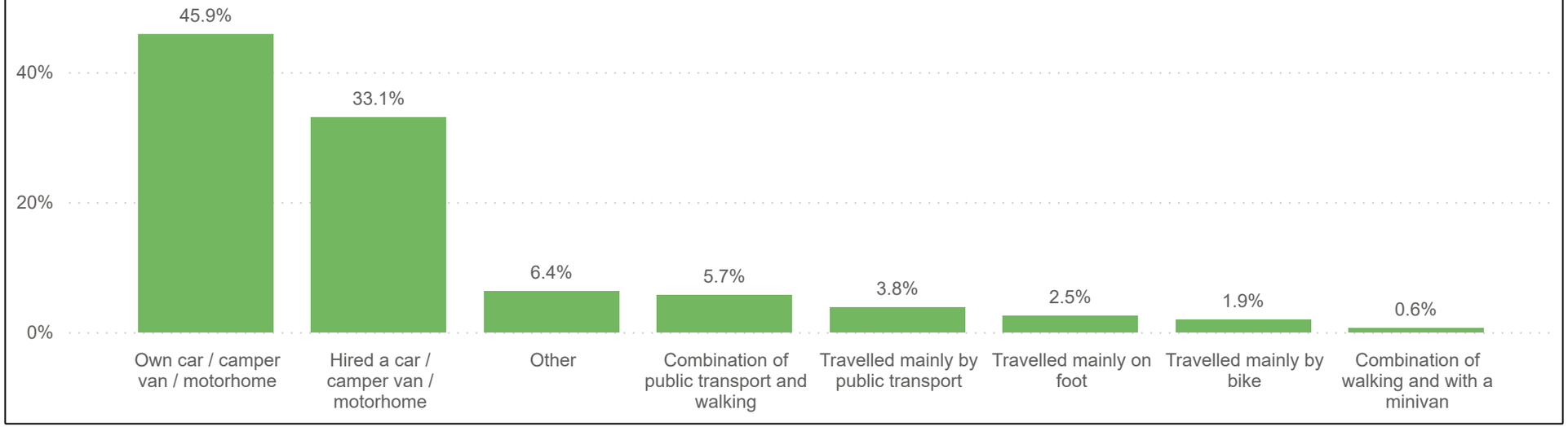


Other
bird watching
Bird/wildlife watching
Birdwatching
birdwatching, nature
botany/archeology/history/wildlife
BTCV Conservation
horse riding
Horse riding/trekking
Kayaking
knitting retreat
Leisure centre
Local History (family research)
Nature photography
Otter watching
Photography
Plein air drawing
Research into sheep and textiles (I'm a writer)
Sea angling, bird watching, sea swimming, dog walking
Sea kayaking
Sunday tea
Visiting family and friends
Walked around the whole of South Mainland Coast in October.
Walking
Was on a business trip but would go back for leisure trip
Watercolour Painting
Wildlife
Wildlife spotting and watching

Shetland Way Public Survey

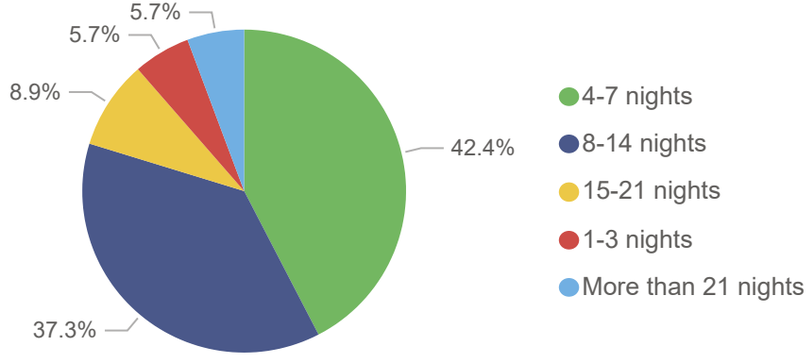
Walking Holiday

On your most recent leisure visit to Shetland, what was your primary means of travel?

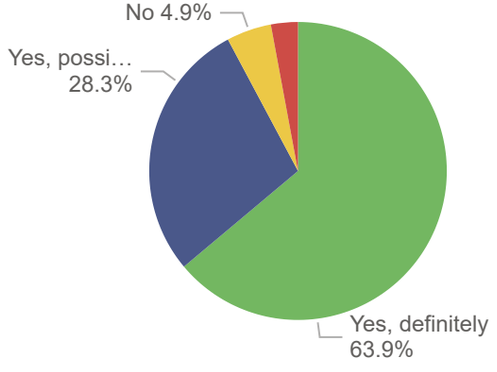


Other means of travel
BTCV Landrover
by horse
Guided travel by minibus
Motorcycle
Organised bus tour
Sister's car and bus
Taxi,
Walking
Walking and lifts with friends
yacht

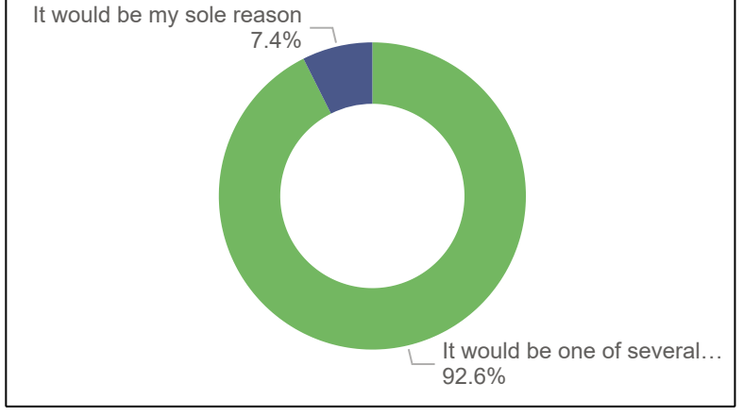
On your most recent leisure visit to Shetland, what was the duration of your stay?



If the Shetland Way was completed, would this encourage you to visit Shetland for a walking holiday?

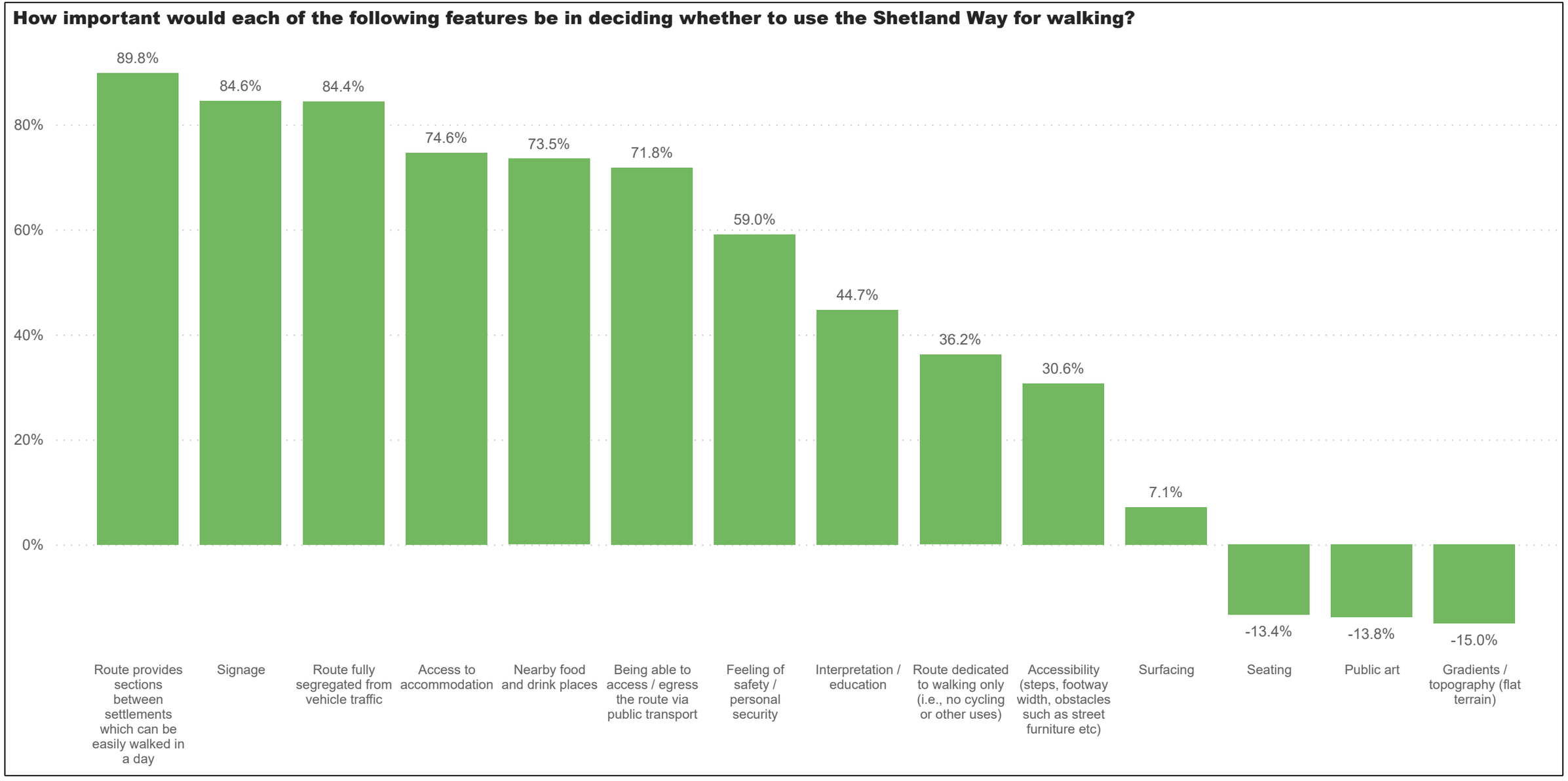


To what extent would the Shetland Way influence your decision to visit Shetland for a walking holiday?



Shetland Way Public Survey

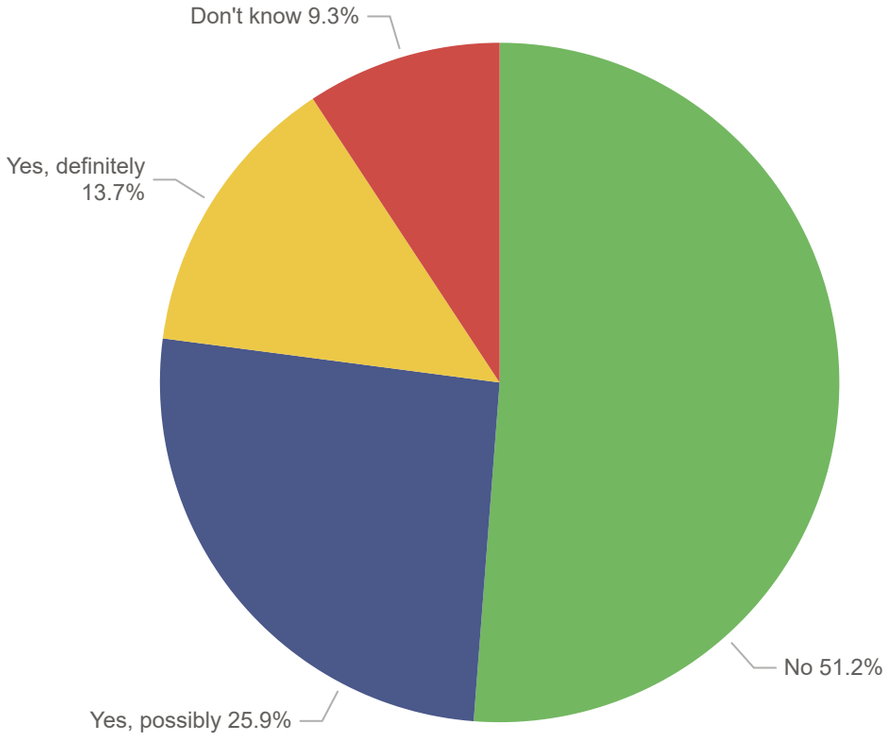
Net Support for Walking Holidays



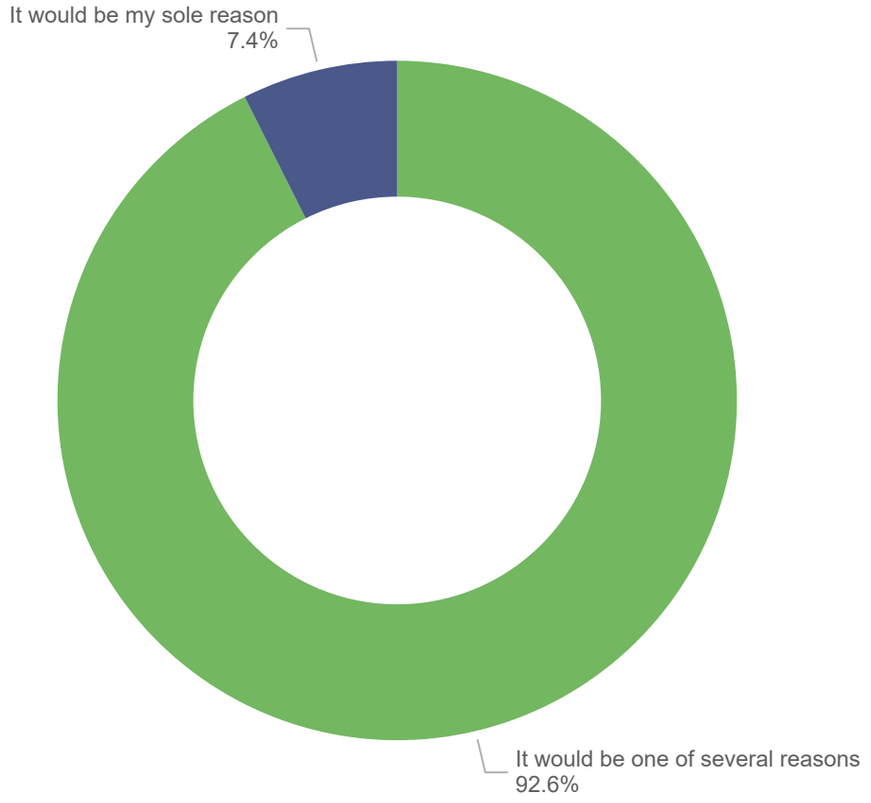
Shetland Way Public Survey

Cycling Holiday

If the Shetland Way was completed and could accommodate bicycles, would this encourage you to visit Shetland for a cycling holiday?

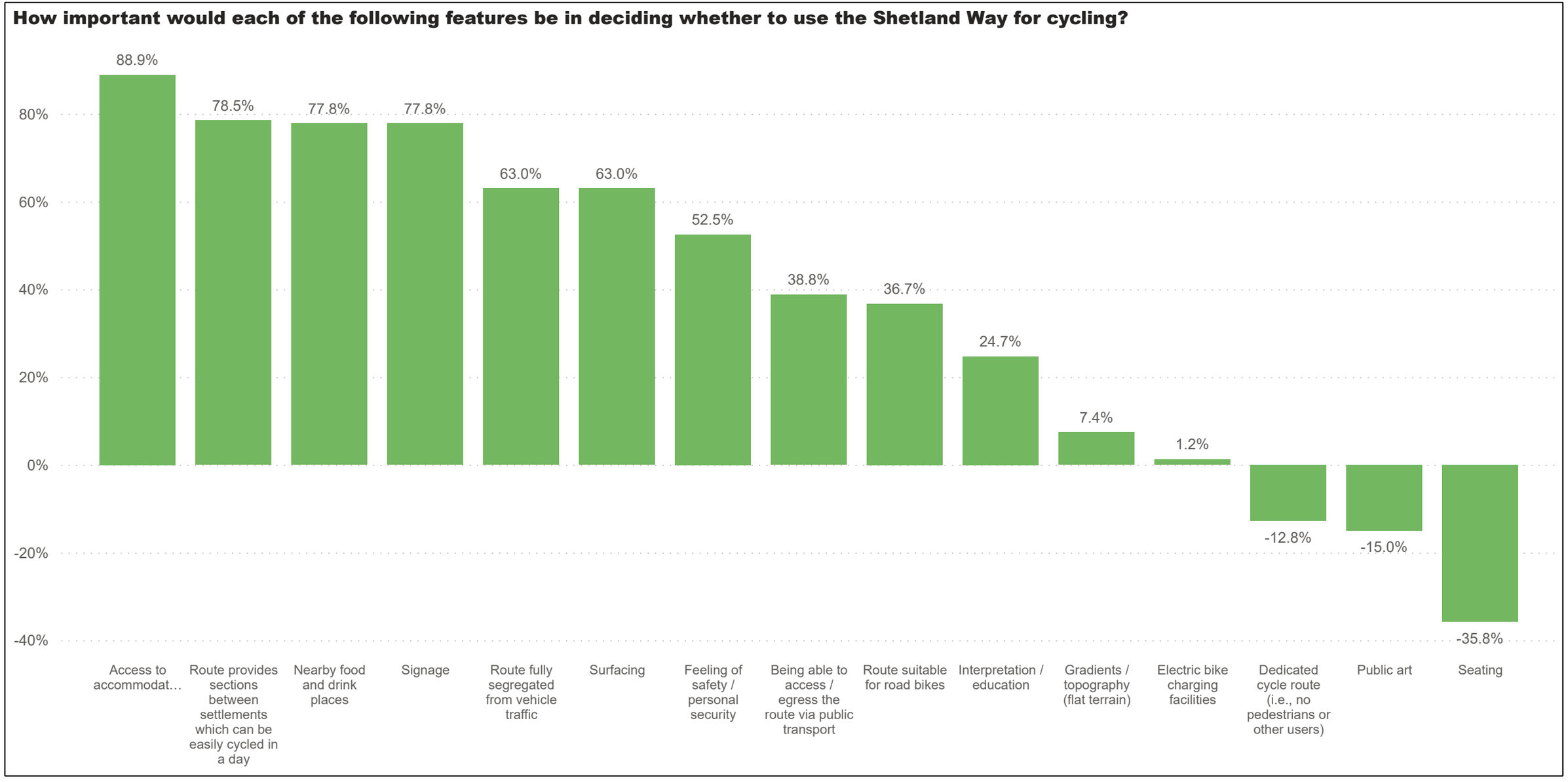


To what extent would the Shetland Way influence your decision to visit Shetland for a cycling holiday?



Shetland Way Public Survey

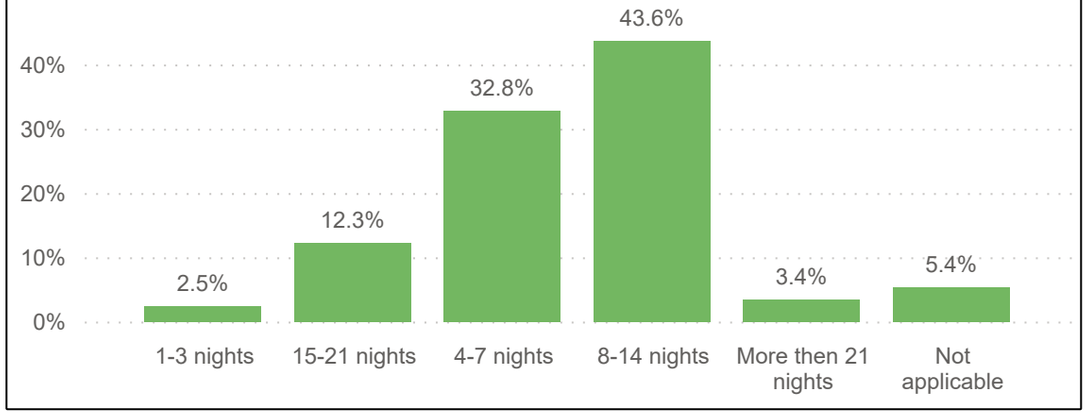
Net Support for Cycling Holidays



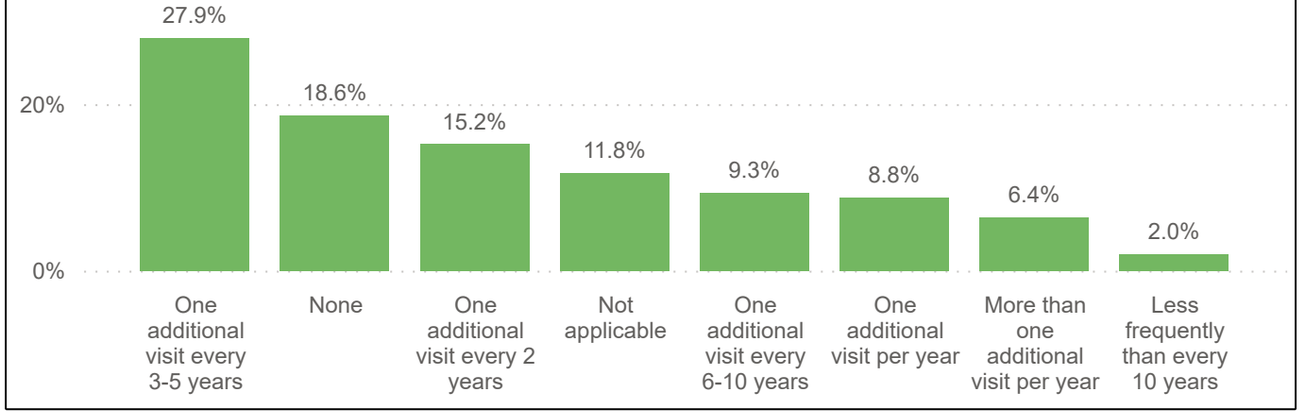
Shetland Way Public Survey

Duration of Stay

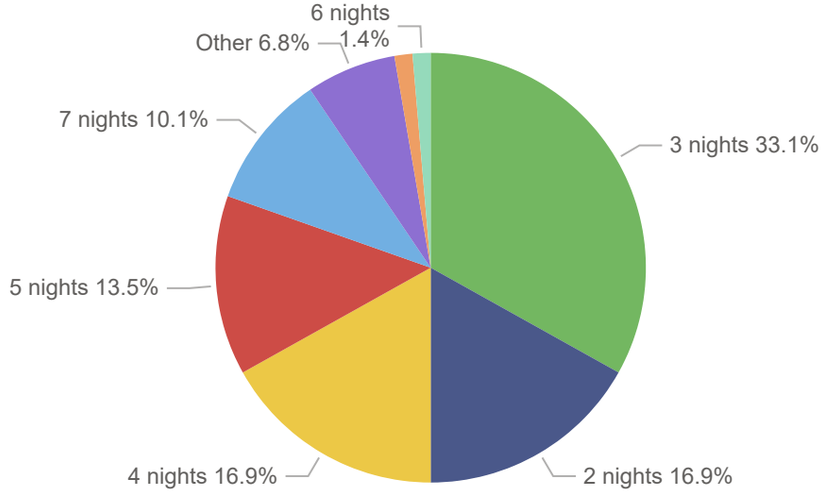
If you visited Shetland to walk or cycle the Shetland Way, how long do you think would you stay for?



If the Shetland Way was completed, how many additional visits to Shetland do you think you would make?

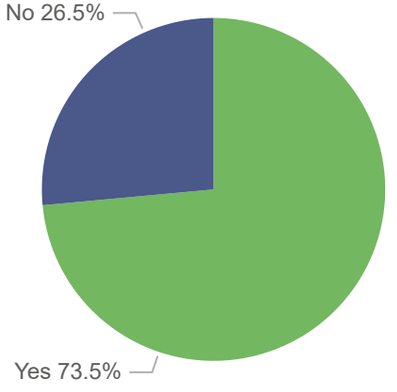


How many additional nights would you stay for?



Other additional nights
As long as I needed
depends on progress on hike
Don’t know, depends on how long it takes to walk
Enough to walk the trail. Otherwise we would probably only stay a week (ish)
Flexible
It would be 2 or 3 non-consecutive days additional, but spread throughout a week or two.
it would depend on other commitments!
Might combine with wool week. If not, I would likely stay 3 nights in lerwick
usually at least 4 weeks or longer
Visiting Shetland is expensive so we come for at least 4 to 8 weeks.

Would the Shetland Way would encourage you to stay additional nights?



Shetland Way Public Survey

Additional Comments

Are there any particular communities, attractions and facilities that you think the Shetland Way should connect with?
A branch through Northmavine up to Fethaland is absolutely vital!
A future loop route should be established around the Muckle Roe area
A mixture - wildlife hot-spots, textile heritage, history, culture and life on Shetland now.
Abandoned settlements, less accessible historic settlements e.g. longhouse at Keen of Hamar
Access to cultural sites is important
Accessible to all as a way.
Accommodation of good quality
Active hubs would be very useful-a place where people can sit and chat, have a cafes-maybe a cafe area with maps, information about walking/cycling routes and where bikes could also be fixed. (Example of Velocity Cafe in Inverness is a perfect example).
Add a connection to the popular TV series “Shetland” to attract a broader audience
Aith cake fridge
All communities, within reason
All schools should connect, via footpath, to the housing areas in the vicinity wherever possible
All the 36 hill summits between Sumburgh head and hermaness in Unst are stunning
All the wonderful current visitor attractions throughout Shetland which would be on the proposed route.

Please provide any other comments you may have
I very much like the Inn to inn idea. Move my goods from inn to inn each day.
1) Given Shetland’s wonderful weather very important to have accommodation options with drying facilities. 2) Option for supported walk, ie where only need to carry day pack. Not interested in camping anymore so would need comfortable accomodation that also provided meals.
A long distance footpath would be fantastic. National cycle route 1 does cover the length of Shetland.
A really positive and innovative idea.
A very exciting prospect, even as a local. Sometimes it’s difficult to know where ok to walk, signposting such routes is a great way to help protect crofts etc whilst increasing/ improving access.
Access to campsites or good places for wild camping
Accessibility must be of utmost importance. Consultation with groups like Ability Shetland can only benefit this scheme.
Aim to get something basic going and gradually add improvements and upgrades. Ensure clearly marked paths to protect wildlife.
All in all sounds like a fantastic idea. I hope you'll consider my answers in regards to equestrians, there's great many of us in Shetland and we'd love more offroad spaces to ride in with our friends! 😊
Allowing horse riding on the Shetland way would definitely encourage me to visit for longer.
An exciting opportunity
As a disabled couple who get around on mobility Scooters it has been the only disappointment on out visits to Shetland that disabled access to some of the most beautiful and remote areas is very restricted. An example that impressed us was on Isle of Lewis where miles of scooter accessible walkways are available into wilderness areas.
As a vulnerable road user exercising horses regularly I would really like to see at least some stretches of the route made suitable for equestrians. Off road access for horse riders is extremely limited in

Appendix B Options Assessment Technical Note

Shetland Way

Technical Feasibility Report

On behalf of **VisitScotland, Highland enterprise, Shetland Islands Council, NatureScot, Shetland Tourism Association.**

Project Ref: 330610604 | Rev: V4.0 | Date: December 2022

Registered Office: Buckingham Court Kingsmead Business Park, London Road, High Wycombe, Buckinghamshire, HP11 1JU
Office Address: 3rd Floor Randolph House, 4 Charlotte Lane, Edinburgh, EH2 4QZ
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Document Control Sheet

Project Name: **Shetland Way**

Project Ref: **330610604**

Report Title: **Shetland Way Feasibility Study**

Date: **December 2022**

	Name	Position	Signature	Date
Prepared by:	G Scott	Associate	GS	02/12/2022
Reviewed by:	G Scott	Associate	GS	02/12/2022
Approved by:	J Simmonds	Senior transport Economist	JS	02/12/2022
For and on behalf of Stantec UK Limited				

Revision	Date	Description	Prepared	Reviewed	Approved
V1.0	April 2022	Draft	GS	RM	JS
V2.0	May 2022	Final	GS	GS	JS
V3.0	October 2022	Final	GS	GS	JS
V4.0	December 2022	Final	GS	GS	JS

Contents

Figures

Tables

Appendices

1 Introduction

1.1 Purpose

1.1.1 This Shetland Way Feasibility Study considers the case for developing a long-distance walking and potentially cycling route across the full length of Shetland (Sumburgh to Unst), to attract more visitors to the islands and provide additional walking and cycling opportunities for residents.

1.1.2 A steering group comprising VisitScotland, Highlands and Islands Enterprise (HIE), Shetland Islands Council (SIC), NatureScot and Shetland Tourism Association (STA) are developing the project. Following a competitive tender process Stantec UK Ltd were commissioned to undertake the feasibility study.

1.1.3 The aim of the feasibility study is to ascertain the feasibility of establishing a functional and sustainable long-distance route through Shetland for walking, and potentially cycling and equine pursuits. The brief specifically required that:

- Initial high-level technical assessment of route options was undertaken, including possible route alignments and outline costings
- The views of the local community and other key stakeholders, established through a comprehensive engagement exercise
- The 'case for change' be established including the:
  - alignment to Shetland, Scottish and UK policy
  - economic benefits and value added by walking visitors
  - social impact and benefits to the Shetland community
- An outline business plan produced to explore options for long-term ownership, operating and maintenance responsibilities (e.g., marketing, events etc)
- An outline action plan produced to enable the project to move forward, considering identification of potential funding / investment opportunities and recommended next steps
- move forward, considering identification of potential funding/investment opportunities

1.2 Project details

1.2.1 The brief suggested that the Shetland Way walking route would run from north to south along the spine of Shetland; linking the islands' considerable natural, cultural and community assets to deliver tourism and social, economic and environmental benefits. It could be used by tourists and local residents making both leisure and 'travel-to-destination' trips. The long-distance walking and potentially cycling route will encompass the entire length of Shetland mainland and the North Isles of Yell and Unst.

1.2.2 The route will run from Sumburgh Head in the south to Hermaness in the north, utilising "visitor hubs" along its length, dividing it into daily walkable sections and providing destination value by providing access to attractions, accommodation, facilities and shops.

1.3 Report Structure

1.3.1 This report focussed on the technical feasibility of delivering the Shetland Way and comprises the following sections:

- Section 2 includes an option appraisal of potential alignments measured against the agreed project objectives
- Section 3 outlines technical feasibility and the range of considerations when delivering the Shetland Way route, including consultation outcomes, utility mapping, topographical surveys, spatial mapping, construction standards, drainage, cost estimates, land ownership and environmental considerations
- Section 4 provides a summary and proposed next steps

1.4 Objectives

1.4.1 The objectives for the study are as follows:

- Reduce the seasonality of tourism in Shetland by encouraging a greater number of visitors year-round
- Support a more balanced visitor demographic in Shetland in terms of age, nationality and ethnicity
- Create a high-quality long-distance route that is accessible for a range of capabilities and ages
- Create a more resilient and balanced local economy through better, sustainable access to tourism-related businesses to encourage visitors to stay longer and spend more while they are here
- Encourage a greater spread of the benefits of tourism throughout the islands
- Create routes that support the use of public transport network where possible
- Generate sustainable growth in the visitor economy to support increased employment opportunities, increased business productivity and the development of new accommodation and other tourism-related enterprises and support services
- Promote more active and healthier lifestyles for visitors and Shetland residents alike
- Develop the project in accordance with VisitScotland's responsible tourism priority pillars, namely:
  - Supporting Scotland's transition to a low carbon economy
  - Ensuring tourism and events in Scotland are inclusive
  - Ensuring tourism and events contribute to thriving communities
  - Supporting the protection and considerate enjoyment of Scotland's natural and cultural heritage'

2 Option Appraisal

2.1 Option Scoring

2.1.1 An option appraisal exercise, including a site visit, has been undertaken to identify the preferred alignment of the Shetland Way. The route has been split into seven sections (1 to 6) with two sub-sections aligned to choices of destination settlement (A and B), see Figure 2.1:

- 1 - Sumburgh and South
- A - Maywick / Sandwick
- 2 - Sandwick to Scalloway / Lerwick
- B - Scalloway / Lerwick
- 3 - Scalloway / Lerwick to Voe
- 4 - Voe to Toft
- 5 – Yell South
- 6 – Yell North
- 7 - Unst

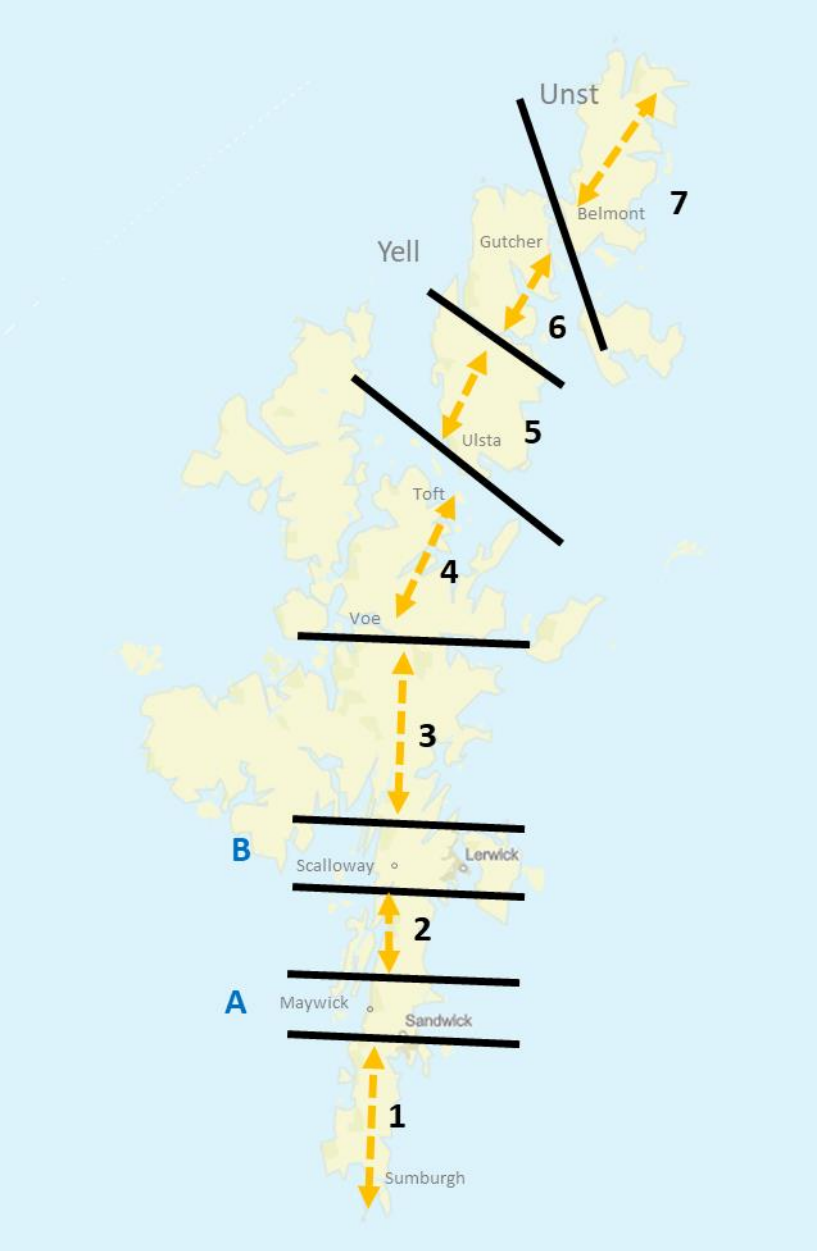


Figure 2.1 Shetland Way Sections and Sub-Sections

2.1.2 Within each section, a number of routes options have been identified and each has been scored against the project objectives to identify a preferred route. Within each sub-section, routes passing through each settlement have also been scored to inform a preferred route.

2.1.3 The scoring guidance of route options is included in Appendix A and the identified route options are shown in Figure 2.2 (in more detail in Appendix B)

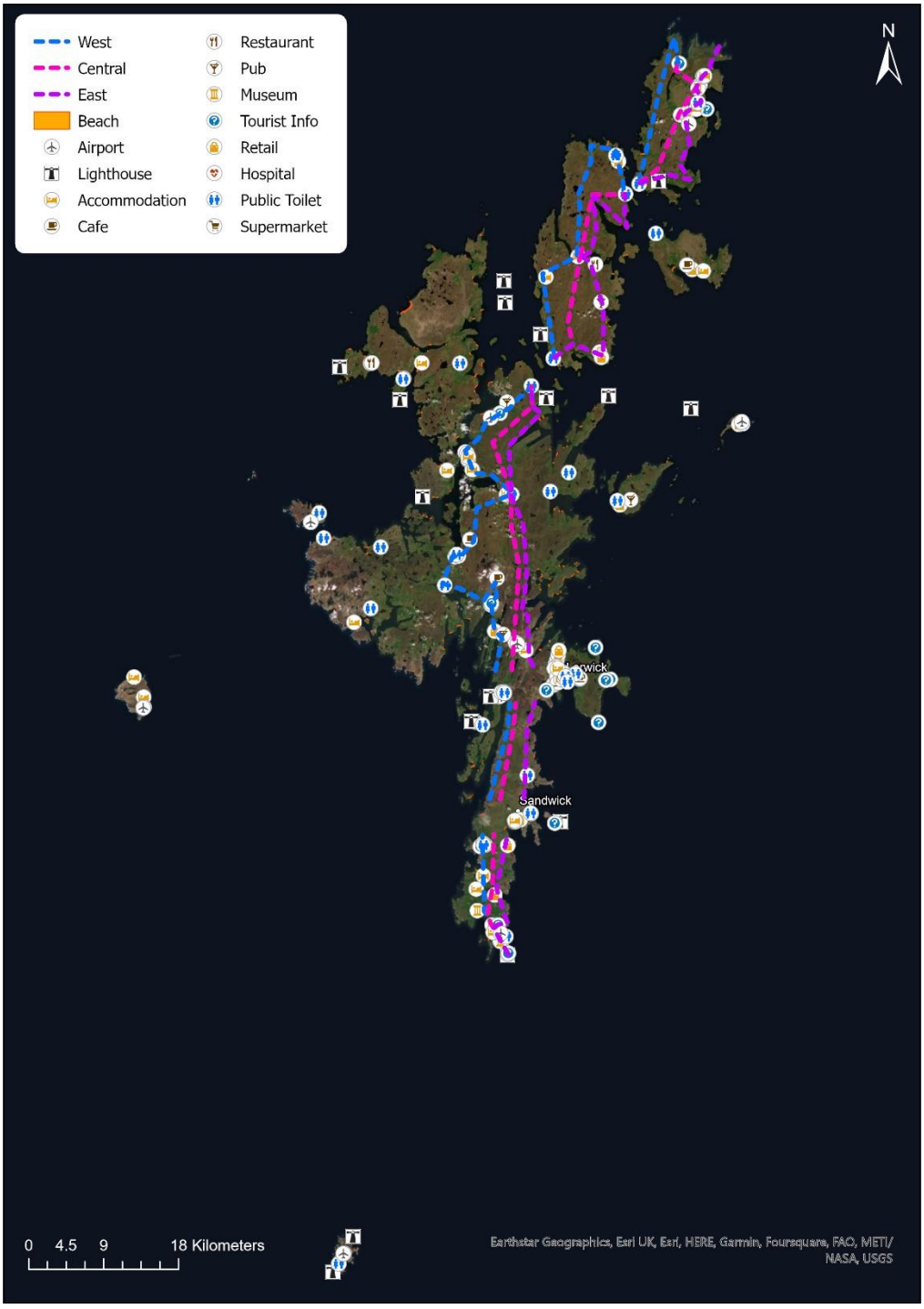


Figure 2.2 Section Options

2.1.4 The sections have been identified only to inform and guide the route selection, they are not intended to reflect stopping points and it is assumed people travelling the Shetland Way would stop and stay at a different location along the route, or would only complete part of the route.

2.1.5 The preferred options are not fixed and could be subject to change in the future, in particular through further stakeholder and wider community engagement.

2.1.6 A summary of the option appraisal is included in Appendix B with the preferred alignment shown in Table 2-1.

Table 2-1 Option Appraisal Preferred Route Alignment

Section		Route	Approx. Length (miles)
1	Sumburgh and South	West Coast	11
A	Maywick / Sandwick	Sandwick	4
2	Sandwick to Scalloway / Lerwick	Eastern Coast	9
B	Scalloway / Lerwick	Lerwick	4
3	Scalloway / Lerwick to Voe	West Coast via Aith	26
4	Voe to Toft	Via Brae	14
5	Yell South	Eastern Coast via Brough	14
6	Yell North	West via Greenbank and Cullivoe	16
7	Unst	East Coast@	19
	Total		**117**

2.1.7 The rationale for the selection of each section is presented in Table 2-2.

Table 2-2 Rationale for Section Selection

Section	Route	Main Rationale for Selection	Description
Sumburgh and South	West Coast	Better access to tourism related business	More established tourism related businesses exist along this route such as Quendale Mill, Toab Post Office and Shop, Spiggie Hotel, Setterbrae B&B and businesses in Bigton
		Enjoyment of natural and cultural heritage	More natural heritage locations (such as St Ninian's Beach)
Maywick / Sandwick	Sandwick	Better access to tourism-related business	More established tourism related businesses exist along this route
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements. Potential links to Sandwick Junior High School
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades
Sandwick to Scalloway / Lerwick	Eastern Coast	Better access to tourism-related business	More established tourism related businesses exist along this route
		Greater spread of tourism related business and longer stay	Encourages more visitors to businesses which might not otherwise be visited by tourist on Shetland
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements. Potential links to Cunningsburgh Primary School
		Contribute to thriving communities	More established local communities which benefit from

Section	Route	Main Rationale for Selection	Description
			increased visitors and any infrastructure upgrades
Scalloway / Lerwick	Lerwick	Greater spread of tourism related business and longer stay	Encourages more visitors to businesses which might not otherwise be visited by tourists on Shetland
		Generate sustainable growth in visitor economy	More scope for growth in visitor economy (beyond Lerwick which is already well established).
		Promote more active / healthier lifestyles for visitors and Shetlanders	More scope for infrastructure improvements to benefit local population (Lerwick already well established / served)
		Contribute to thriving communities	More opportunity to contribute to creating thriving communities through increased visitors and any infrastructure upgrades (Lerwick already well established / served)
		Enjoyment of natural and cultural heritage	More natural heritage locations
Scalloway / Lerwick to Voe	West Coast via Aith	Better access to tourism-related business	More established tourism related businesses exist along this route
		Greater spread of tourism related business and longer stay	Encourages more visitors to businesses which might not otherwise be visited by tourist on Shetland
		Support the use of public transport	More opportunities for use of local bus services, with potential for improved services which also better serve local communities
		Generate sustainable growth in visitor economy	Allows more growth in visitor economy within Brae, with potential for some benefits for some visitors to travel into north mainland.
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements. Potential links to Aith Junior High School
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades
Voe to Toft	Via Brae	Support a more balance visitor demographic	Route likely to be more appealing to a wide range of visitors (other options are quite remote and lacking in facilities)
		Accessible for a range of capabilities / demographic	Route likely to be formed of a mix of established and rural sections making it easier to travel (other options likely to be mor remote / challenging).

Section	Route	Main Rationale for Selection	Description
		Better access to tourism-related business	More established tourism related businesses exist along this route
		Greater spread of tourism related business and longer stay	Encourages more visitors to businesses which might not otherwise be visited by tourist on Shetland
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades
Yell South	Eastern Coast via Brough	Better access to tourism-related business	More established tourism related businesses
		Promote more active / healthier lifestyles for visitors and Shetlanders	More population clusters to benefit from any infrastructure improvements
Yell North	West via Greenbank and Cullivoe	Generate sustainable growth in visitor economy	Allows more growth in visitor economy (i.e. Greenbank, Cullivoe, Stronganess)
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades (i.e. Greenbank, Cullivoe, Stronganess)
		Enjoyment of natural and cultural heritage	More natural heritage locations (i.e. beaches and coastal scenery)
Unst	East Coast	Generate sustainable growth in visitor economy	Allows more growth in visitor economy around Uyeasound, Baltasound, Haroldswick, Aligarh, Norwick etc.
		Contribute to thriving communities	More established local communities which benefit from increased visitors and any infrastructure upgrades (communities as above)

2.2 Preferred Route

2.2.1 Having considered the route option appraisal outlined above, the Steering Group decided on a preferred route alignment. This route alignment closely reflects the outcome of the option appraisal but has been slightly modified based on their local knowledge. As result of the changes to the preferred route, the sections identified in Table 2-3 differ from those in Table 2-1.

Table 2-3 Preferred Route Alignment

	Section	Approx. Length (miles)
1	Sumburgh - Sandwick	15
2	Sandwick - Scalloway	12
3	Scalloway - Aith	19
4	Aith - Brae	13
5	Brae - Toft	8
6	Ulsta - Mid-Yell	13
7	Mid-Yell - Gutcher	18
8	Belmont - Baltasound	11
9	Baltasound - Hermaness	6
	Total	**116**

2.2.2 In general, the preferred routes tend to pass through existing communities rather than more remote parts of Shetland because they align well with the objects to contribute to thriving communities and encourage a greater spread of tourism related business. However, the preferred route does provide access to the natural heritage of Shetland, in particular coastal scenery and beaches.

2.2.3 Figure 2.2 the combination of preferred sections and sub-sections which could form the main alignment of the Shetland Way. Appendix C contains maps showing more detail. As noted previously, this is subject to confirmation and may change as the study is taken forward.

Figure 2.3 Preferred Route Alignment

2.2.4 Additional spurs, connections and loops could be added to increase the range of destinations served and bring additional benefits to local communities. The main potential spurs / connections / loops include:

- A link between Scalloway and Lerwick
- A route(s) beyond Brae into north mainland
- A route west from Aith to the west

2.2.5 The main potential spurs / connections / loops are shown in Figure 2-4.

Figure 2-4 Main Potential Spurs / Connections / Loops

2.2.6 The preferred route alignment is around 116 miles in length, broadly comparable to the West Highland Way, which is typically walked in sections over five or six days. This length of route and number of days to complete aligns well to the overall aspirations for the Shetland Way.

3 Technical Feasibility

3.1 Introduction

3.1.1 To inform delivery of the route, a number of elements should be considered at feasibility stage to consider technical issues. At this early stage however, only a high-level summary of considerations can be provided with the approach to some elements being generically applicable across the entire route and other elements varying by specific section.

3.2 Consultation undertaken and key outcomes

Statutory

3.2.1 Given the feasibility study is only high-level at this stage, no statutory consultation has been undertaken. This would be carried out once a preferred route has been identified.

3.2.2 An Equality Quality Impact Assessment (EqiA) has been prepared to inform future engagement to ensure the needs of protected characteristics groups will be considered. The EqIA has been shared with and discussed with Inclusion Shetland. The EqIA is a living document which will be updated as the project is taken forward.

Community

3.2.3 The local community has been engaged on the general principles of creating the Shetland Way through an online survey, with around 450 responses received from local people.

3.2.4 It is recommended that the route options, including preferred alignment, identified as part of the study form the basis of future community consultation, along with construction standards and enhancing key features / local amenities (viewpoints, seating etc.).

3.3 Utility mapping

Identify location of all utilities under and over ground

3.3.1 Given the feasibility study is only high-level at this stage, no utility mapping has been undertaken. This would be done once a preferred route has been identified and would be limited to areas where expected utility apparatus is located.

Potential issues

3.3.2 Underground utilities, in the form of electricity cables, gas pipes, water mains, fibre-optic cables and sewers, are most likely to be an issue where any changes are being proposed to the existing built environment of existing paths / tracks. Given the relatively shallow depth of works required to construct paths for walking (and cycling / equestrian routes) it is unlikely that there will be any significant impacts on underground utilities.

3.3.3 However, there is a defined process which can be followed to ensure utilities are not impacted that follows specific work stages;

- C2) Preliminary Enquiries – get details/records from undertakers
- C3) Draft Scheme/Budget Estimates – details on affected apparatus and estimated cost
- C4) Detailed Estimates/Design – final design submitted, timescale and detailed cost estimates

3.3.4 Ground penetrating radar can also be used too, as a further check for underground apparatus where physical construction works are planned.

3.3.5 There are known to be overhead utilities on Shetland and these need to be identified and considered, for example, to allow access for vehicles undertaking any construction works and future maintenance.

3.4 Topographical survey

Identify all existing features

3.4.1 The general topography of the route has been considered as part of the option appraisal. Given the project objectives, some sections of the route will likely be remote, undulating and subject to variable ground conditions. While this may not meet some of the technical standards for footpath gradients, or the requirements of the Equality Act, this is still considered acceptable for a long distance, primarily off-road walking route of this nature. Parts of the route will be designed to be inclusive and accessible to all.

3.4.2 Full topographical surveys will be required at sections where new paths require to be constructed, or other significant remedial works (such as drainage / footbridges) are planned.

3.5 Spatial mapping

Ordnance Survey maps

3.5.1 Detailed mapping of various features / local amenities and routes has been undertaken to inform the options appraisal exercise, this includes:

- Accommodation
- Cafes
- Restaurants
- Public houses
- Museums
- Tourist information
- Retail
- Hospitals Public toilets
- Supermarkets
- Other key destinations (such as Sumburgh Airport and lighthouse)

Cycle maps

3.5.2 The Shetland Way is most likely to be a long-distance walking route, but some sections may be formed to be cyclable (largely by mountain bikes) or have alternative cycle routes provided.

3.5.3 A separate ArcGIS Online tool has been prepared to map the active travel and road network to show gradients of routes for experienced cyclists, rugged cyclists and potential ‘new / novice’ cyclists.

3.6 Construction standards for proposed option

Public and Stakeholder Feedback

3.6.1 An online consultation exercise was held between 15th March and 14th April 2022 with 668 responses received from permanent Shetland residents, second homeowners on Shetland, people who have previously visited Shetland and people who have not. A full summary of the results is provided in Section 4 of the main Feasibility Report with the following key points relating to the formation of the route:

Walking

- A high proportion of respondents think the following are important features which would influence them to use the Shetland Way for walking:
  - The route should be fully segregated from traffic
  - Sections between settlements which can easily be walked in a day should be provided
  - Signage / Wayfinding is important
  - Being able to access / egress the route via public transport is important
- A low proportion of respondents think the provision of public art or gradients / topography are important

Walking Holidays

- The following were identified as being features in deciding whether respondents would choose the Shetland Way for a walking holiday:
  - Route provides sections between settlements which can be easily walked in a day
  - Signage
  - Route fully segregated from vehicle traffic
  - Access to accommodation
  - Nearby food and drink places
  - Being able to access / egress the route via public transport

Cycling

- A high proportion of respondents think the following are important features which would influence them to use the Shetland Way for cycling:
  - The route should be fully segregated from traffic
  - Sections between settlements which can easily be walked in a day should be provided
  - Surfacing is important
  - Signage is important
- A low proportion of respondents think the provision of public art or that the route for cyclists is not used by pedestrians (or other users)

Cycling Holidays

- The following were identified as being features in deciding whether respondents use the Shetland Way for a cycling holiday:
  - Access to accommodation
  - Route provides sections between settlements which can be easily cycled in a day

- Nearby food and drink places
- Signage
- Route fully segregated from vehicle traffic
- Surfacing

Length of Stay

Most respondents said that if they visited Shetland to walk or cycle, they would stay for either 8 to 14 nights (44%) or 4 to 7 nights (33%). This aligns very well with the length of route and estimated number of days to complete all / part of it.

Route Alignments

3.6.2 It is recommended that the alignment of the Shetland Way avoids routing pedestrians along any 'A' class roads to minimise interaction and unnecessary conflicts with the main traffic flows and high speeds.

3.6.3 Some sections of quieter roads could form part of the Shetland Way, but the characteristics of these sections must be considered in the context of road safety and risk.

Path Type

3.6.4 It is not envisaged that large sections of new path will be created to form the Shetland Way as this would be inherently expensive and not in keeping with the character of the area. Instead, existing roads, tracks and paths will be utilised wherever possible. This is a similar approach to the Hebridean Way which has proven to be very successful.

3.6.5 In some locations, likely the most remote areas, the route will simply be an informal path with some sensitive signage at key points to guide users.

3.6.6 Where new paths are to be constructed, this should be in accordance with the Paths for All *Lowland Path Construction Guide* standards.




Figure 3.1 Example Path Types[1]

Gates and Stiles

3.6.7 The route will pass through boundaries with fences / walls and there will therefore be a requirement for stiles or gates (including kissing gates) to be provided. The location and nature of these should be carefully considered and agreed in consultation with relevant landowners and other stakeholders (including Inclusion Shetland). It should be noted that stiles and some types of gates are not fully accessible to all users but may be unavoidable in some locations. Where this is the case, infrastructure should look to maximise accessibility for different groups or provide alternatives. Information / signage should be provided to advise different groups on potential issues with access and / or alternative routes / options.

Maintenance

3.6.8 In forming new paths, consideration should be given to future maintenance requirements and life cycle issues including repair, replacement, planned maintenance and upgrade. Maintenance tasks include vegetation management, drainage systems, surface treatments, furniture and structures and the associated cost of future maintenance which includes staff time.

3.6.9 A three-to-five-year maintenance programme is advised, and this could make use of in-house teams within Shetland Council, contractors, not-for-profit organisations, land managers, training organisations, volunteers and community groups.

3.6.10 Outline annual maintenance costs have been calculated and are estimated to be around £150,000 per year (see 3.8). This would be dependent on the exact nature and alignment of the route and the scale of maintenance.

Lighting

3.6.11 Lighting is not recommended for remote / rural sections of the Shetland Way to avoid light pollution or impact on the existing character / amenity of the environment. Sensitive lighting may be considered in urban / built-up areas or locations where existing lightly trafficked roads form part of the route.

Signage / Wayfinding

3.6.12 Signage will be a key part of the Shetland Way and should be carefully considered with reference made to the Paths for All *Signage Guidance for Outdoor Access: A Guide to Good Practice*[2]*.*

3.6.13 Signage for the Shetland Way will include advisory signs, which let people know what to expect, and directional signage, which is about route / wayfinding (finger posts, waymarkers and orientation panels). To be effective, signage needs to be clearly readable and visible with a mix of information signs and distance markers.

[1] Credit: Craig Robertson

[2] https://www.pathsforall.org.uk/resources/resource/signage-guidance-for-outdoor-access

Figure 3.2 Signage Current Examples

3.6.14 In rural environments like Shetland, it is desirable to avoid signs that are intrusive, or out of character. Signage of the Shetland Way will play an important role in land management, encouraging users to follow key routes, use specific access points to reduce impact on more sensitive areas and encourage responsible behaviour.

Figure 3.3 Potential Sensitive Signage Examples

3.6.15 A balance will need to be sought in terms of accepting the visual intrusion of signage in order that the special qualities of areas of Shetland can be preserved. Careful choice of design and use of local materials can also help to lessen the visual impact of a sign but still let people know they are following the route.

3.6.16 The following process is recommended:

- Signage Strategy - initially a signage strategy should be prepared based on discussions between interested parties, and working in partnership with appropriate agencies, to agree how the needs and aspirations are to be accommodated whilst providing users with signs

that makes sense and are legible across the area. The signage strategy will set out the agreed ground rules for signing the Shetland Way.

- Signage Plan – a signage plan will set out what signs are suitable and where to place them. The signage plan will make it possible to produce a list of sign specifications that can be sensitively designed and made by local manufacturers.

3.6.17 Logos are useful on long distance routes as they can help users to keep on the correct route as well as providing a brand identity to assist with marketing and promotion. It is recommended that funders logos are not included as it may confuse or detract from both the readability and usability signs.

3.6.18 The use of logos can also help to differentiate between sections / options on the route so that users can follow their chosen path clearly.

Seating

3.6.19 Resting places provide space for path users to stop without blocking the path and should include at least one seat / bench (preferably with backrest) or one perch. Resting places are likely to be particularly welcomed on a long-distance route like the Shetland Way or to assist people with mobility impairments, or health issues. Where wheelchair use is expected an additional space next to the seating should be provided so that everyone can rest together. The provision of seating also provides opportunities to incorporate art or interpretation along the path.

3.6.20 Seats with a backrest and arms are preferable to plain benches as they provide additional support or comfort to those sitting. The arm rests can also provide leverage when standing up or support when sitting down.

3.6.21 For general guidance about seats and perches and specification details for various seats, perches and picnic tables, refer to the seats and picnic tables section of the Paths for All *Outdoor Access Design Guide*[3].

3.6.22 Litter can collect where seating is provided, but the emphasis should be on encouraging users of the Shetland Way to behave responsibly rather than providing bins in remote areas (which would require to be emptied). Advice regarding litter should be incorporated in the information signs.

Viewpoints

3.6.23 Shetland affords a number of attractive viewpoints and some of these should be built into the route. Seating, education / interpretation and orientation features could be incorporated.

3.6.24 Natural features could also be considered for the provision of resting places and by using materials such as large rocks / boulders a stopping / resting point can be easily provided without altering the physical environment and keeping it unspoilt.

[3] https://www.pathsforall.org.uk/resources/resource/outdoor-access-design-guide

Figure 3.4 Viewpoint (Incorporating Seating, Litter Bin, Planting and Interpretation Point)

Education / Interpretation / Orientation

3.6.25 There is a difference between interpretation and information, but both should be based on sound communication principles. Information sticks to the facts, but interpretation reveals meanings and relationships.

3.6.26 Interpretation should add to a visitor's experience, helping people to a new understanding and to make people think / learn about the land / history etc.

3.6.27 Shetland already incorporates education / interpretation points and additional, appropriate, locations should be identified to complement existing.

Figure 3.5 Education / Interpretation Points

Gateway Signs

3.6.28 Gateway signs can be used to let people know they have arrived at a destination. These can be particularly beneficial for those undertaking a long distance walk as they confirm arrival at destinations which might not always be obvious. This helps to orientate people and provides a sense of achievement (and perhaps a photo opportunity).

Access for All

3.6.29 The Shetland Way will primarily be created as a long-distance walking route and some sections of the route will be remote, uneven, poor ground conditions and on varying gradients. However, other sections may be formed to meet the requirements of other users, namely:

- Protected characteristic groups, particularly those with mobility impairments
- Equestrians
- Cyclists

Protected Characteristics Groups

3.6.30 Due to the requirement to avoid the intrusion of heavily engineered paths on the character of Shetland (and the associated high cost), many sections of path will not be capable of being designed to meet the requirements of the Equality Act and Inclusive Mobility. However, the layout of some selected sections could meet more accessibility requirements, which would simultaneously improve inclusive access for all. This is most likely to be done on routes which are:

- Short, functional routes, within or connecting communities
- New / short, paved routes which connect to landmarks / attractions
- Existing footpaths / carriageways

3.6.31 There are a number of key features that could be included on these selected sections – which have been discussed with Inclusion Shetland. All additional elements can be expected to increase costs but, particularly in locations where these facilities are expected to have a benefit beyond the Shetland Way itself, the opportunity should be taken to make the Shetland Way a world-leading example of accessible and inclusive ‘outdoors’ infrastructure.

3.6.32 Consideration should be taken of adaptive technologies that disabled users might utilise to allow them to complete the Shetland Way, which may alter or complicate their requirements. This might also be applied to parents wishing to complete the walk with children, which might require larger off-road prams, changing facilities and sources of specific items like nappies.

3.6.33 The key features that should be considered in this vein are as follows:

- Public toilets – both Changing Places for adults and extra-large disabled toilet facilities to give sufficient space for a larger off-road electric wheelchair or mobility scooter (with luggage being carried). The frequency of toilets along sections of the route should also be considered, as there are many disabilities (both permanent and temporary) that increase a individuals need for the toilet, and toilets provided in shops/pubs/cafes may not be accessible.
- Surfacing - Sections of paved or hard-packed path with sufficient width for two off-road prams, wheelchairs or mobility scooters to pass each other.

- Accommodation – At least some accommodation will need to be provided on the ground floor with accessible beds and disabled bathroom facilities. There may need to be some level of priority for users with disabilities to use these facilities.
- Charging facilities – Considering providing electric charging facilities along the route will improve the range that can be covered by electric wheelchair, as well as improving range for e-bike users either along the route or in the area more generally.
- Wayfinding – There may be potential to signpost 'alternative' routes in some places that are more accessible, step-free etc. These should be designed in line with guidance on cognitive and visual impairments to ensure the widest proportion of users are able to benefit.
- Promotional materials – Any leaflets or maps produced about the route should clearly provide information about accessibility features (including accommodation options and toilets), and be written/illustrated in a way so as to cater to those with a variety of cognitive or visual disabilities, as well as non-English speakers. Information should generally be provided in multiple potential formats to allow users to find the most appropriate information source.
- Inclusivity and stigma - It may also be appropriate to run advertising alongside the promotion of the Shetland Way. For certain groups there may be concerns around stigma which might prevent them from embarking on a long-distance route – including people of colour (PoC), LGBTQIA+ people, women and people with disabilities (hidden or visible). Therefore, fostering a welcoming, inclusive atmosphere among the local community is important for ensuring the safety and comfort of visitors.

Equestrians

3.6.34 As the project is taken forward and more consideration is given to how the route is formed, equestrian activity will be considered in accordance with guidance such as the Lowland Path Construction Guide and DMRB GG 142 Walking, Cycling and Horse-Riding Assessment and Review.

3.6.35 Horse-riding could be catered for along sections of the Shetland Way or alternative sections which are more suitable for horses. Local equestrian groups will be engaged through the process to ensure that their needs are considered.

Cyclists

3.6.36 Although the Shetland Way is most likely to be a long-distance walking route, some sections may be formed to be cyclable (largely by mountain bikes) or have alternative cycle routes provided.

3.6.37 As stated previously, an EqIA has been prepared to inform future engagement to ensure the needs of protected characteristics groups will be considered. The EqIA is a living document which will be updated as the project is taken forward through close consultation with Inclusion Shetland, local equestrian groups / individual and cyclists / cycle groups and other relevant organisations.

3.7 Drainage

Existing Issues

3.7.1 Drainage and flooding are known to be an issue in some parts of Shetland as a result of:

- River flooding – when rainwater falls on surrounding land and discharges into open watercourses, burns or rivers to such an extent that it exceeds capacity.
- Coastal flooding – a combination of high tides and stormy conditions can result in overstopping
- Surface water – when rainfall water (or snowmelt) ponds or flows over the ground
- Groundwater flooding – when water levels below the surface of the ground and in direct contact with the ground or subsoil rise above surface levels

3.7.2 All of these drainage issues will need to be considered when selecting the preferred alignment of the route and SEPA flood maps should be interrogated. Ground conditions will need to be carefully examined to determine what soils / materials allow drainage (sand) and others than absorb / retain water (peat bogs).

3.7.3 Flooding information is available from the SEPA website: https://map.sepa.org.uk/floodmap/map.htm

Potential Issues

3.7.4 The profile of any path surface can be used to 'shed' surface water and is one of the most important points to consider before installing any drainage features.. As there are unlikely to be extensive new sections of path created as part of the Shetland Way, drainage (other than over-the-edge / natural drainage) could become an issue in remote areas.

3.7.5 It is not considered that heavily engineered solutions will be provided along the route, although they may be considered at particularly problematic locations. Any new infrastructure, such as ditches, drains, water bars, boardwalks, bridges or culverts should take consideration of the characteristics of the local environment.

3.7.6 Where required, the nature of bridges or rivers crossings should be carefully considered, although if designed appropriately they could become features of the route. Reference should be made to the Paths for All *Path Bridges*[4].

3.7.7 Boardwalks are one option which might be appropriate for raising people above areas with known / frequent flooding / drainage issues. Another low cost, but effective, solution might be to lay planks / sleepers over areas prone to flooding / ponding.

3.8 Cost Estimates

3.8.1 Given the uncertainty over the route alignment and how it will be formed, only high-level costs have been developed at this stage. A rate per kilometre has been prepared based on an estimation of the works required and costs from the 'Estimating price guide' for path projects (2019) by Paths for All[5] . There are two different types of provision, defined as:

- Rural – where little exiting path infrastructure exists
- Established – where routes are likely to be formed using exiting paths / footways / tracks etc.

3.8.2 As set out previously, it is not envisaged that the route would be heavily engineered, and the level of works could be adjusted accordingly. However, the costing exercise gives a good but broad indication of what works could be accommodated within given budgets.

[4] https://www.pathsforall.org.uk/resources/resource/path-bridges

[5] https://www.pathsforall.org.uk/mediaLibrary/other/english/estimating-price-guide-for-path-projects_paths-for-all_-rev1-dec-2019-2.pdf

3.8.3 Three levels of provision have been considered:

- Bronze – generally limited to signage and gates / stiles with localised works focussed on dealing with issues relating to drainage and slopes in rural areas and minimal works some minor works in established areas (such as small sections of new path). This specification allows for creating formal routes over around 2.5% of rural sections plus targeted works (gates / stiles / bridges / benches / signs / boardwalks) and upgrades to 1.3% of the established network.
- Silver – signage and gates / stiles with sensitive works focussed on dealing with issues relating to drainage and slopes in rural areas and some works in established areas (such as sections of new path). This specification allows for creating formal routes over around 5% of rural sections plus targeted works (gates / stiles / bridges / benches / signs / boardwalks) and upgrades to 5% of the established network.
- Gold - signage and gates / stiles with more intrusive works focussed on dealing with issues relating to drainage and slopes in rural areas, as well as providing well surfaced sections of path, and more substantial works in established areas (such as longer sections of new path). This specification allows for creating formal routes over around 7.5% of rural sections plus targeted works (gates / stiles / bridges / benches / signs / boardwalks) and upgrades to 10% of the established network.

Table 3-1 Route Costing, Silver Specification (excluding labour)

Element	Unit	Unit cost £ (2022)	Rural		Established	
			No. Per KM	Cost Per KM (£)	No. Per KM	Cost Per KM (£)
Digging out soft spots and filling with imported aggregate	m3	77.28	50	3,864		-
Reducing the gradient of a slope through 'cut and fill' works	m3	56.10	50	2,805		-
Timber sleeper revetment (up to 2 boards high)	linear metre	134.75	3	404		-
'V' ditch	linear metre	4.07	50	204		-
Upgrade existing path	m2	17.33	100	1,733		-
New path (rural)	m2	38.50	100	3,850		-
New path dense bitumen macadam	m2	36.74		-	100	3,674.00
Kerbing	m2	25.03		-	100	2,502.50
Low level timber boardwalk with edge rails	m2	137.50	40	5,500		-
Simple timber bridge	m2	550.00	1	550		-
Timber / steel bridge	m2	1,650.00	1	1,650		-
Timber board and aggregate steps	linear metre	104.50	50	5,225		-
Gates (timber, 1.6 m) and styles	per gate	378.40	1	378		-
Timber bench	per item	907.50	2	1,815	2	1,815.00
Timber post with finger blades	per item	236.50	5	1,183	5	1,182.50
				29,160		**9,174**

3.8.4 It can be seen from Table 3-1 that the estimated cost per kilometre for route delivery with the silver specification is:

- ~£29k in rural locations
- ~£9k in established locations

3.8.5 By comparison, the bronze specification is around £15k per kilometre for rural locations and around £4.5k in established locations and the gold specification is around £41k and around £15k respectively. The full detail for all specifications is included in Appendix D.

3.8.6 Table 3-2 shows the breakdown of costs per section / route and, at this stage, an optimism bias of 46% has been applied.

Table 3-2 Breakdown of Estimated Costs by Section / Route – Silver Specification

	Total Length		Length Rural		Length Established		
Section	**Miles**	**KM**	**Miles**	**KM**	**Miles**	**KM**	**Cost**
Sumburgh - Sandwick	14.9	24.0	7.5	12.0	7.5	12.0	£671,610
Sandwick - Scalloway	11.9	19.2	6.0	9.6	6.0	9.6	£537,288
Scalloway - Aith	19.4	31.2	9.7	15.6	9.7	15.6	£873,093
Aith - Brae	13.4	21.6	6.7	10.8	6.7	10.8	£604,449
Brae - Toft	8.2	13.2	4.1	6.6	4.1	6.6	£369,385
Ulsta - Mid-Yell	13.4	21.6	10.1	16.2	3.4	5.4	£762,018
Mid-Yell - Gutcher	17.9	28.8	13.4	21.6	4.5	7.2	£1,016,024
Belmont - Baltasound	11.2	18.0	8.4	13.5	2.8	4.5	£635,015
Baltasound - Hermaness	6.0	9.6	4.5	7.2	1.5	2.4	£338,675
	116.3	**187.2**	**70.3**	**113.1**	**46.0**	**74.1**	**£5,807,556**

3.8.7 Table 3-2 shows that the overall cost of delivery (excluding labour) for the silver level of provision is in the region of £5.8 million although this is very much dependent on the extent of infrastructure provided and could be adjusted accordingly once more specific details are known. The bronze level of provision is around £2.9 million and the gold standard £8.4 million; full details are provided in Appendix D.

3.8.8 A rate per kilometre has been also prepared for maintenance costs associated with the Shetland Way. This is based on an estimation of the maintenance activities required and costs from the 'Estimating price guide' for path projects guidance. Only one level of provision has been considered for maintenance costs. Table 3-3 presents the estimated maintenance costs per kilometre for rural and established locations.

Table 3-3 Maintenance Costs Breakdown

Element	Unit	Unit cost £ (2022)	Rural		Established	
			No. Per KM	Cost Per KM	No. Per KM	Cost Per KM
Litter pick	m2	£0.17	-	£0.00	500	£82.50
Path / verge mowing	m2	£0.39	100	£38.50	500	£192.50
Vegetation cutting	linear meter	£2.48	-	-	-	-
Path clearance	m2	£0.11	200	£22.00	250	£27.50
Cut back overhanging tree / shrubs	m2	£0.08	-	-	-	-
Unbound surface defect repairs	m2	£3.85	100	£385.00	-	£0.00
Path / verge strimming (to maintain visibility of alignment)	m2	£0.33	100	£33.00	100	£33.00
General drainage / flooding maintenance / surface ponding issues	m2	£2.57	80	£205.52	50	£128.45
Total				£684.02		£463.95

3.8.9 Based on the information set out in Table 3-3, the estimated maintenance cost of the preferred route is estimated to be around £165,000 per year.

3.9 Land Ownership

Identify parcels of land

3.9.1 Given that the preferred alignment of the Shetland Way is not yet confirmed, potential land ownership issues cannot be fully understood, at this stage.

3.9.2 Initial discussion have been held with Viking Energy Wind Farm (VEWF) and SSE Renewables (SSER) who own or lease land and are keen to actively engage with the study team at an appropriate stage. They will also engage with colleagues from SSER Operations who will be responsible for the completed wind farm when it is commissioned in 2024.

3.9.3 Viking Energy have prepared an Outdoor Access Management Plan to provide details on how public access rights will be managed for the construction and operational phase of Viking Wind Farm (103 turbines, over around 129km²). The Plan, and measures for public access contained, will be reviewed by the local access forum and local access officer on a 6-monthly basis throughout the construction phase of the development and annually throughout the operational life of the scheme.

3.9.4 The have suggested that the proposals for the Shetland Way, with landowner and crofter approval/cooperation, could be complementary to this Plan. The Shetland Way could impact on-going safe operation and maintenance of VEWF, but Viking Energy are committed to facilitating safe public access and to implementing the approved Outdoor Access Management Plan.

3.9.5 An extensive network of routes will be provided within the VEWF site, and the principles will align well with the aspirations for the Shetland Way, including:

- VEWF envisage shared access for pedestrians and cyclists on its track network, plus equestrian access.
- VEWF's tracks will be regularly maintained as part of a wider operation and maintenance regime.
- Non-vehicular public access will be facilitated by suitable gates. Signage and interpretation boards are a constituent part of wider public access and heritage management plans.

Identify key contacts

3.9.6 Land ownership key contacts are shown in Table 3-4.

Table 3-4 Land Ownership Key Contacts

Organisation	Role	Name
SSE Renewables	Stakeholder Manager (Viking)	Aaron Priest
SSER Operations	TBC	TBC
Shetland Islands Council	Outdoor Access Officer	Position vacant
Shetland Islands Council	Development Services	Suzanne Shearer
Shetland Islands Council	Property and Assets Manager	Tracey- Anne Anderson
Land Register of Scotland	https://www.ros.gov.uk/our-registers/land-register-of-scotland	

Potential issues

3.9.7 It is envisaged that getting approval from landowners would be a key consideration in identifying a preferred alignment and this has been identified within the project risk register.

3.9.8 Dialogue with landowners should be undertaken early in the process as the project and preferred alignment is taken forward. It is considered that land ownership would not be a major barrier to delivering the route and, should landowners be uncooperative, then alternative routes could be considered (even if they are less direct). This is the approach adopted for the Hebridean Way.

3.10 Environmental

Introduction

3.10.1 Shetland has a unique natural and historical environment that has been increasingly recognised for its local, national and international importance by a range of statutory designations intended to safeguard its scenic, historical and habitat quality.

Nature Conservation

3.10.2 Appendix E includes maps which detail the national, European and international designated ecology sites across the Shetland Islands. Within 5km of the three proposed routes, there are 59 statutory land-based ecological designations; of these 46 are Sites of Special Scientific

Interest (SSSI); 5 are Special Areas of Conservation (SAC); 6 are Special Protection Areas (SPA); and 1 is a National Nature Reserve (NNR) and the designation of the entire archipelago as an Environmentally Sensitive Area (ESA). It is home to many significant species of animals and plants and internationally important, such as blanket bogs.

3.10.3 Living Shetland is the Island's Local Biodiversity Action Plan (LBAP), which identifies locally important habitats and species and highlights and promotes actions to help conserve these which will be referred to in any further development of the Shetland Way to ensure species and habitats are protected and enhanced at the local level.

Historic Environment

3.10.4 Some 8,000 archaeological sites and monuments, architectural objects and marine sites are recorded in Shetland, of which around 375 of the most important examples are presently scheduled. A scheduled monument is a monument of national importance that Scottish Ministers have given legal protection under the Ancient Monuments and Archaeological Areas Act 1979. There are also a significant number of listed buildings and structures which are of special architectural or historic interest in Shetland.

Landscape and Visual

3.10.5 Shetland's landscape can be considered as two broad types. The majority of the interior and upland parts of Shetland are covered by expansive areas of peatland, which are suitable for rough grazing and contains important natural habitats. The second broad type is the settle, enclosed lowlands, where long term settlement and land-use patterns have modified the landscape. These areas have been formed in large by human activity and are characterised by the modified grassland vegetation and farmland features such as field boundaries and dwellings.

Opportunities

3.10.6 In order to enhance the natural environment in Shetland and be able to create opportunities is suggested that a hierarchy of methods for mitigating significant adverse effects will be followed; the methods are set out below, in order of preference:

- **Avoidance** – designing a Proposed Development in such a way that avoids effects on the environment
- **Reduction** – design the development or employ construction methodologies such that significant effects identified are reduced
- **Compensation** – providing on and off-site enhancement in order to compensate for where on-site mitigation has not been possible
- **Enhancement** – opportunities that the Proposed Development may provide to enhance the local and wider environment

3.10.7 Biodiversity Net Gain assessment will also need to be considered as a result of any new stretches of path constructed which would provide the opportunity for enhancement of the natural environment. The Environment Act 2021 requires projects to deliver 10% net gains, however there is a two-year transition period before biodiversity gain becomes mandatory in November 2023.

Next Steps

3.10.8 Following further consideration of options routes and format of the final proposed route may require additional environmental studies to consider the environmental impacts to ensure that

there are no significant adverse impacts because of the Shetland Way. It is unlikely that the proposed development would require a full Environmental Impact Assessment Report (EIAR) however under The Town and Country Planning (Environmental Impact Assessment) (Scotland) Regulations 2017. The technical studies that are normally included within the EIAR are:

- Planning Policy
- Ecology and Nature Conservation
- Landscape and Visual
- Historic Environments
- Water Environments
- Transport
- Noise and Vibration
- Air Quality
- Population and Health
- Ground Conditions
- Climate Change

3.10.9 Consultation is recommended once the final route and works are identified which will enable an appropriate scope to be confirmed with the local authority to agree the approach to considering environmental impacts further, if required.

3.10.10 Consultation is also recommended with the Shetland Islands Council planning team to discuss consenting or any other statutory requirements.

4 Conclusions

4.1 Summary

4.1.1 The technical feasibility report includes an appraisal of options against the project objectives to identify a preferred alignment of a proposed Shetland Way. This is subject to further consideration and consultation with stakeholders, landowners, and the local community.

4.1.2 This document then sets out the considerations of the technical delivery of the Shetland Way, setting out an approach to how the route could be delivered. The technical specification has been informed by stakeholder and community engagement and reflects the general feedback that the route should be sensitively designed, in keeping with the local environment, rather than heavily engineered.

4.1.3 While the route will generally cater for long distance walkers, consideration should also be given to accommodating cyclists and equestrian movements (even on short parts of the route). These, along with the needs of protected characteristic groups, should be given more consideration as the development of the route progresses. Consideration also needs to be given to how the Shetland Way can provide functional benefits to local communities, encouraging them to undertake shorter, functional trips by active travel and to walk and cycle for leisure purposes.

4.1.4 Environmental considerations, including nature conservation, historic environment, landscape and visual and opportunities have been described.

4.1.5 High-level cost estimates have been provided to guide delivery and these should be refined over time as the route alignment and nature of infrastructure upgrade required becomes clearer. The requirement for annual maintenance should not be overlooked and annual estimated maintenance costs have also been derived to aid with setting budgets and applications for external funding.

4.2 Next Steps

4.2.1 In terms of technical deliverability, the next steps would be closely aligned to the RIBA or Sustrans *Places for Everyone* activities.

Figure 4.1 Sustrans Places for Everyone Activities (aligned to RIBA)

4.2.2 The Places for Everyone process is explained in more detail here:

https://www.sustrans.org.uk/media/5769/places_for_everyone_application_guide_v20.pdf

4.2.3 The work undertaken to date generally covers off Work Stages 0 and 1.

4.2.4 Key themes running through the process are:

- Ongoing Community Engagement, focussed on Stage 2 and 3 and the development of design options
- Permissions and Obligations (including a Preliminary Ecological Appraisal and further ecological surveys)
- Communications

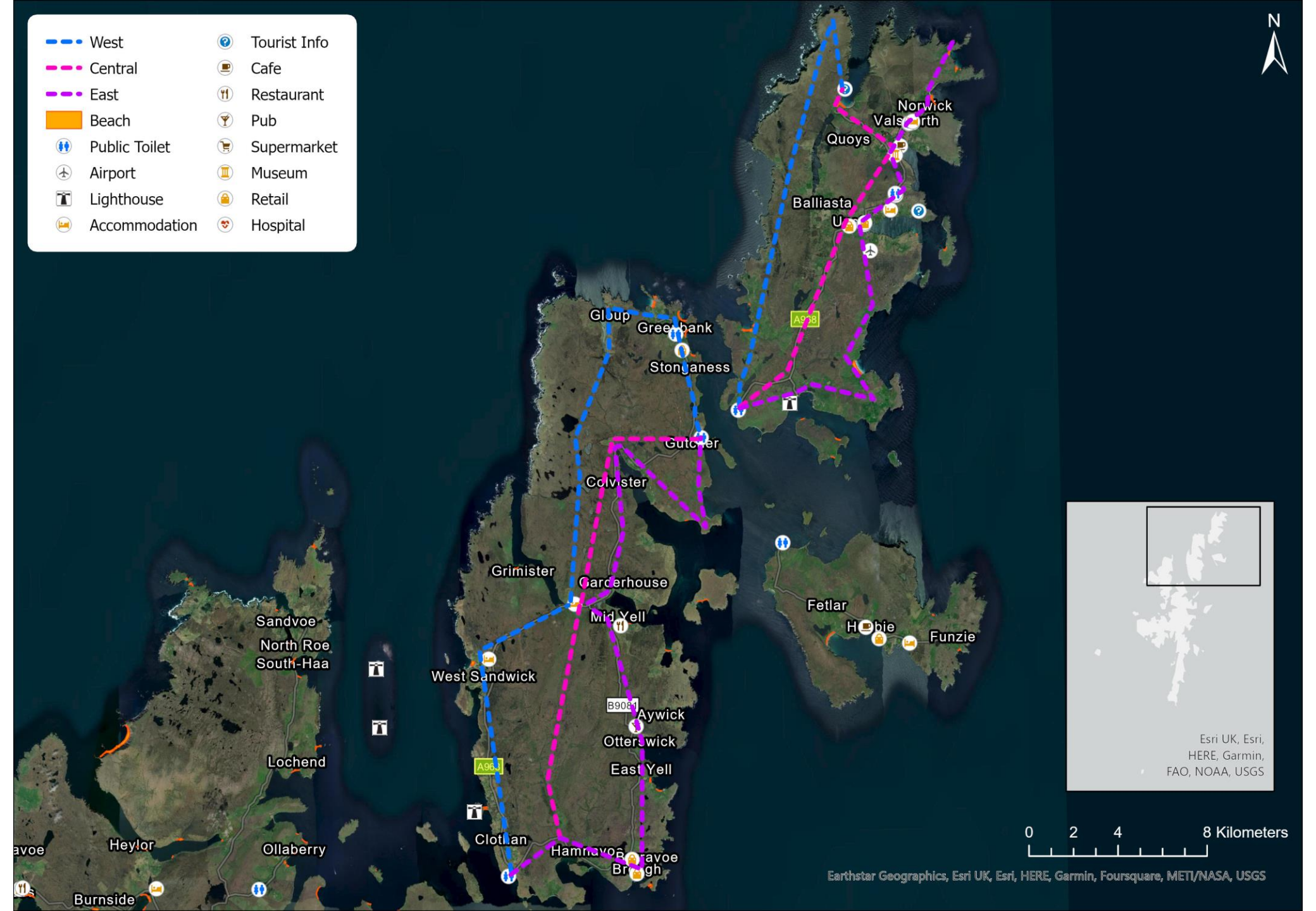
- Monitoring and Evaluation

4.2.5 A preferred route alignment has now been identified and, if acceptable to all delivery partners / stakeholders, then engagement with likely impacted landowners could now be undertaken. However, should issues with access to land (or any other consideration) impact on the deliverability, it is considered that the preferred route alignment could be revised accordingly.

Appendix A Option Scoring Guidance

Objectives	0	1	2	3
Support a more balance visitor demographic	Unlikely to attract visitors due to no attractions or areas of natural beauty	Likely to attract some visitors due to attractions only or areas of natural beauty only	Likely to attract some visitors due to attractions and areas of natural beauty	Likely to attract significant number of visitors due to high number of attractions and areas of natural
Better access to tourism-related business	No access to existing tourism related business	Minimal access to current tourism related business	Some access to current tourism related business currently	Access to high number of current tourism related business
Reduce the seasonality of tourism by encouraging visitors all year round	Unlikely to attract any visitors in winter months as remote and with no access to existing facilities	Will encourage some visitors but minimised by remoteness of routes and minimal existing facilities	Will encourage visitors because route is not remote and has access to some facilities	Will encourage visitors because route is not remote and has access to many facilities
Accessible for a range of capabilities / demographic	Not accessible to any of mobility impaired, equestrians, cyclists	Likely to be accessible to one of mobility impaired, equestrians, cyclists	Likely to be accessible to two of mobility impaired, equestrians, cyclists	Likely to be accessible to all of mobility impaired, equestrians, cyclists
Support the use of public transport	No interaction with existing bus route	Minimal interaction with existing bus route	Some interaction with existing bus route	Significant interaction with existing bus route
Promote more active / healthier lifestyles for visitors and Shetlanders	Does not promote active / healthier lifestyle to visitors or Shetlanders	Likely to promote active / healthier lifestyle to visitors only or Shetlanders only	Likely to promote active / healthier lifestyle to visitors and Shetlanders	Certain to promote active / healthier lifestyle to visitors and Shetlanders
Generate sustinable growth in visitor economy	Does not provide any opportunities for increased employment or new enterprises	Provides opportunities for new enterprise only	Provides opportunities for increased employment at businesses and new enterprises	Certain to increase employment at businesses and new enterprises
Low carbon economy	Does not contribute to a low carbon economy	Likely to encourage a small number of Shetlanders to walk or cycle for short local trips and / or some visitors to use public transport	Likely to encourage a moderate number of Shetlanders to walk or cycle for short local trips and / or a moderate number of visitors to use public transport	Likely to encourage a relatively high number of Shetlanders to walk or cycle for short local trips and a relatively high number of visitors to use public transport
Contribute to thriving communities	Does not connect to any existing communities	Connections between minimal existing communities	Connections between some existing communities	Connections between many existing communities
Enjoyment of natural and cultural heritage	Does not connect to any locations related to natural or cultural heritage	Connects to locations related to only natural heritage or only cultural heritage	Connects to some locations related to both natural and cultural heritage	Connects to many locations related to natural and cultural heritage
Greater spread of tourism related business and longer stay	Does not contrtirbute to vistiors accessing tourism related business or staying longer	Likley to contribute to some additional vistiors accessing existing tourism related business and / or staying longer	Likley to conribute to many additional vistiors accessing existing tourism related business and / or staying longer	Likley to conribute to many additional vistiors accessing existing tourism related business and staying longer

Appendix B Option Appraisal Results and Maps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Accommodation
Tourist Info
Cafe
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Supermarket
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Norwick
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Balliasta
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Stonganess
Colvister
Grimister
Garderhouse
Mid Yell
Fetlar
Funzie
Sandvoe
North Roe
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West Sandwick
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East Yell
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Esri UK, Esri, HERE, Garmin, FAO, NOAA, USGS
Earthstar Geographics, Esri UK, Esri, HERE, Garmin, Foursquare, METI/NASA, USGS


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Accommodation
Tourist Info
Cafe
Restaurant
Pub
Supermarket
Museum
Retail
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N
Burnside
Stenness
Sullom
Hamnavoe
Lunna
Skaw
Vidlin
Marrister
Isbister
Laxo
Little-Ayre
Papa Stour
Sandness
West Burrafirth
Clousta
Brettabister
Skellister
Eswick
Dale of Walls
Bridge of Walls
B9071
B9075
Mid Walls
Burraland
Whiteness
Leeans
Culswick
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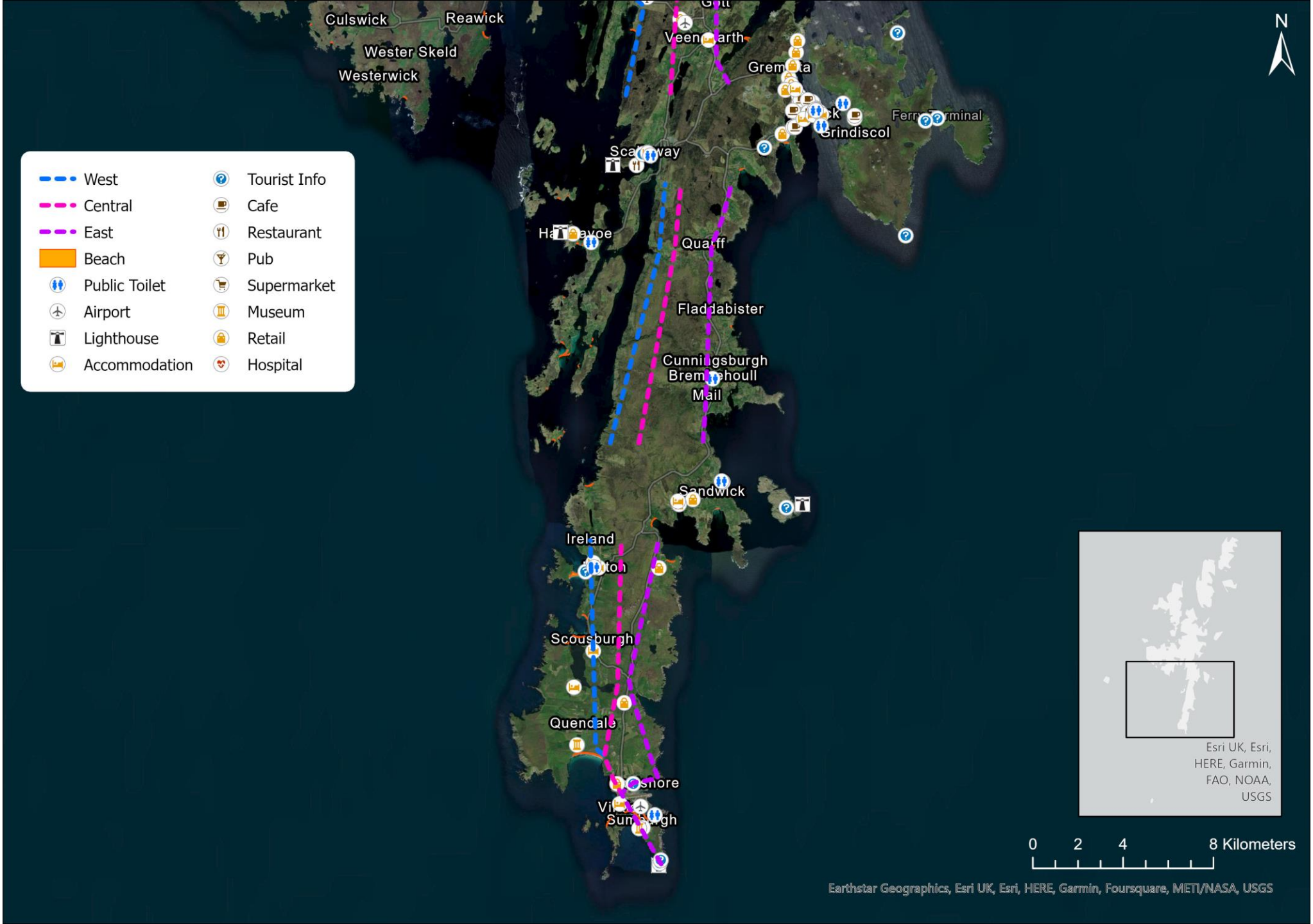
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Reawick
Wester Skeld
Westerwick
Grindiscol
Ferry Terminal
Quarff
Fladdabister
Cunningsburgh
Mail
Sandwick
Ireland
Scousburgh
Quendale
West
Central
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Public Toilet
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Esri UK, Esri, HERE, Garmin, FAO, NOAA, USGS
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Earthstar Geographics, Esri UK, Esri, HERE, Garmin, Foursquare, METI/NASA, USGS

Section Code:	1		
Section Name:	Sumburgh and South		
Route Code:	1.1	1.2	1.3
Route Name:	West Coast	Central Route	Eastern Coast
Section Length (km):	21.2	21.2	22.9
Section Length (miles):	13.2	13.2	14.2
% Rural	50%	75%	50%
% Established	50%	25%	50%
	West Coast	Central Route	Eastern Coast
Reduce the seasonality of tourism by encouraging visitors all year round	0	0	0
Support a more balance visitor demographic	3	1	2
Accessible for a range of capabilities / demographic	1	0	1
Better access to tourism-related business	3	1	2
Greater spread of tourism related business and longer stay	2	2	2
Support the use of public transport	0	1	1
Generate sustainable growth in visitor economy	1	1	1
Promote more active / healthier lifestyles for visitors and Shetlanders	1	1	2
Low carbon economy	1	1	1
Contribute to thriving communities	2	0	2
Enjoyment of natural and cultural heritage	3	1	2
Total Score	17	9	16

Section Code:	2		
Section Name:	Sandwick to Scalloway / Lerwick		
Route Code:	2.1	2.2	2.3
Route Name:	West Coast	Central Route	Eastern Coast
Section Length (km):	16.5	16.3	16.4
Section Length (miles):	10.2	10.1	10.2
% Rural	75%	90%	50%
% Established	25%	10%	50%
	West Coast	Central Route	Eastern Coast
Reduce the seasonality of tourism by encouraging visitors all year round	1	1	2
Support a more balance visitor demographic	1	1	1
Accessible for a range of capabilities / demographic	0	0	1
Better access to tourism-related business	1	1	2
Greater spread of tourism related business and longer stay	1	1	2
Support the use of public transport	0	0	1
Generate sustainable growth in visitor economy	1	1	1
Promote more active / healthier lifestyles for visitors and Shetlanders	1	1	2
Low carbon economy	1	1	1
Contribute to thriving communities	0	0	2
Enjoyment of natural and cultural heritage	2	2	1
Total Score	9	9	16

Section Code:	3		
Section Name:	Scalloway / Lerwick to Voe		
Route Code:	3.1	3.2	3.3
Route Name:	West Coast via Aith	Central Route	Eastern Coast
Section Length (km):	48.3	29.5	29.8
Section Length (miles):	30.0	18.4	18.5
% Rural	75%	75%	50%
% Established	25%	25%	50%
	West Coast via Aith	Central Route	Eastern Coast
Reduce the seasonality of tourism by encouraging visitors all year round	1	1	1
Support a more balance visitor demographic	2	1	1
Accessible for a range of capabilities / demographic	1	1	1
Better access to tourism-related business	2	1	0
Greater spread of tourism related business and longer stay	2	1	1
Support the use of public transport	2	0	1
Generate sustainable growth in visitor economy	2	1	1
Promote more active / healthier lifestyles for visitors and Shetlanders	2	1	1
Low carbon economy	1	1	1
Contribute to thriving communities	2	1	2
Enjoyment of natural and cultural heritage	2	1	1
Total Score	19	10	11

Section Code:	4		
Section Name:	Voe to Toft		
Route Code:	4.1	4.2	4.3
Route Name:	Via Brae	Central Route	Eastern Coast
Section Length (km):	26.8	21.0	20.4
Section Length (miles):	16.7	13.1	12.7
% Rural	50%	90%	50%
% Established	50%	10%	50%
	Via Brae	Central Route	Eastern Coast
Reduce the seasonality of tourism by encouraging visitors all year round	1	1	1
Support a more balance visitor demographic	2	1	1
Accessible for a range of capabilities / demographic	2	1	1
Better access to tourism-related business	2	0	0
Greater spread of tourism related business and longer stay	2	1	1
Support the use of public transport	1	1	2
Generate sustainable growth in visitor economy	1	1	1
Promote more active / healthier lifestyles for visitors and Shetlanders	2	1	1
Low carbon economy	1	1	1
Contribute to thriving communities	2	1	1
Enjoyment of natural and cultural heritage	2	2	2
Total Score	18	11	12

Section Code:	5		
Section Name:	Yell South		
Route Code:	5.1	5.2	5.3
Route Name:	Via West Sandwick	Central Route	Eastern Coast via Brough
Section Length (km):	20.4	18.8	27.0
Section Length (miles):	12.7	11.7	16.7
% Rural	25%	50%	25%
% Established	75%	50%	75%
	Via West Sandwick	Central Route	Eastern Coast via Brough
Reduce the seasonality of tourism by encouraging visitors all year round	1	2	2
Support a more balance visitor demographic	1	1	1
Accessible for a range of capabilities / demographic	1	2	2
Better access to tourism-related business	2	1	3
Greater spread of tourism related business and longer stay	2	1	2
Support the use of public transport	2	1	2
Generate sustainable growth in visitor economy	3	1	2
Promote more active / healthier lifestyles for visitors and Shetlanders	2	1	3
Low carbon economy	1	1	1
Contribute to thriving communities	2	1	2
Enjoyment of natural and cultural heritage	3	2	2
Total Score	20	14	22

Section Code:	6		
Section Name:	Yell North		
Route Code:	6.1	6..2	6.3
Route Name:	West via Greenbank and Cullivoe	Central via Colvister	East via North Sandick
Section Length (km):	30.8	#N/A	24.2
Section Length (miles):	19.1	#N/A	15.0
% Rural	75%	50%	25%
% Established	25%	50%	75%
	West via Greenbank and Cullivoe	Central via Colvister	East via North Sandick
Reduce the seasonality of tourism by encouraging visitors all year round	1	2	2
Support a more balance visitor demographic	1	1	1
Accessible for a range of capabilities / demographic	1	2	2
Better access to tourism-related business	2	1	2
Greater spread of tourism related business and longer stay	2	1	2
Support the use of public transport	1	2	1
Generate sustainable growth in visitor economy	3	1	2
Promote more active / healthier lifestyles for visitors and Shetlanders	2	1	2
Low carbon economy	1	1	1
Contribute to thriving communities	3	1	2
Enjoyment of natural and cultural heritage	3	1	2
Total Score	20	14	19

Section Code:	6		
Section Name:	Unst		
Route Code:	7.1	7.2	7.3
Route Name:	West Coast	Central	East Coast
Section Length (km):	29.4	25.1	35.1
Section Length (miles):	18.3	15.6	21.8
% Rural	75%	50%	60%
% Established	25%	50%	40%
	West Coast	Central	
Reduce the seasonality of tourism by encouraging visitors all year round	0	1	0
Support a more balance visitor demographic	2	2	2
Accessible for a range of capabilities / demographic	1	2	2
Better access to tourism-related business	1	2	2
Greater spread of tourism related business and longer stay	2	2	2
Support the use of public transport	1	3	2
Generate sustainable growth in visitor economy	1	1	3
Promote more active / healthier lifestyles for visitors and Shetlanders	1	2	2
Low carbon economy	1	1	1
Contribute to thriving communities	1	2	3
Enjoyment of natural and cultural heritage	3	1	2
Total Score	14	19	21

Section Code:	A	
Section Name:	Maywick / Sandwick	
Route Code:	A1	A2
Route Name:	Maywick	Sandwick
Section Length (km):	7.0	7.0
Section Length (miles):	4.3	4.3
% Rural	50%	50%
% Established	50%	50%
	Maywick	Sandwick
Reduce the seasonality of tourism by encouraging visitors all year round	0	1
Support a more balance visitor demographic	1	1
Accessible for a range of capabilities / demographic	0	1
Better access to tourism-related business	0	2
Greater spread of tourism related business and longer stay	1	1
Support the use of public transport	0	1
Generate sustainable growth in visitor economy	1	1
Promote more active / healthier lifestyles for visitors and Shetlanders	1	2
Low carbon economy	1	1
Contribute to thriving communities	0	2
Enjoyment of natural and cultural heritage	3	1
Total Score	8	14

Section Code:	B	
Section Name:	Scalloway / Lerwick	
Route Code:	B1	B2
Route Name:	Scalloway	Lerwick
Section Length (km):	7.0	7.0
Section Length (miles):	4.3	4.3
% Rural	50%	50%
% Established	50%	50%
	Scalloway	Lerwick
Reduce the seasonality of tourism by encouraging visitors all year round	2	2
Support a more balance visitor demographic	3	3
Accessible for a range of capabilities / demographic	2	3
Better access to tourism-related business	2	3
Greater spread of tourism related business and longer stay	3	0
Support the use of public transport	3	3
Generate sustainable growth in visitor economy	3	1
Promote more active / healthier lifestyles for visitors and Shetlanders	3	2
Low carbon economy	1	1
Contribute to thriving communities	3	2
Enjoyment of natural and cultural heritage	3	2
Total Score	28	22

Appendix C Preferred Option Maps

Preferred Route Alignment

Stantec

Main Potential Spurs / Connections / Loops

Stantec

Appendix D Costing Detail

Bronze Specification

Shetland Way (per km) - excluding labour				Rural		Established	
Element	**Unit**	**Unit cost (2019)**	**Unit cost (2022)**	**No. Per KM**	**Cost Per KM**	**No. Per KM**	**Cost Per KM**
Digging out soft spots and filling with imported aggregate	m3	70.25	77.28	10	773		-
Reducing the gradient of a slope through 'cut and fill' works	m3	51.00	56.10	10	561		-
Timber sleeper revetment (up to 2 boards high)	linear metre	122.50	134.75	3	404		-
'V' ditch	linear metre	3.70	4.07	20	81		-
Upgrade existing path	m2	15.75	17.33	50	866		-
New path (rural)	m2	35.00	38.50	30	1,155		-
New path dense bitumen macadam	m2	33.40	36.74		-	25	918.50
Kerbing	m2	22.75	25.03		-	25	625.63
Low level timber boardwalk with edge rails	m2	125.00	137.50	20	2,750		-
Simple timber bridge	m2	500.00	550.00	1	550		-
Timber / steel bridge	m2	1,500.00	1,650.00	1	1,650		-
Timber board and aggregate steps	linear metre	95.00	104.50	25	2,613		-
Timber gates (1.6 m)	per gate	344.00	378.40	1	378		-
Timber bench	per item	825.00	907.50	2	1,815	2	1,815.00
Timber post with finger blades	per item	215.00	236.50	5	1,183	5	1,182.50
New public toliet	per facility				-		-
				Cost Per KM	**£ 14,779**		**£ 4,542**

Silver Specification

Shetland Way (per km) - excluding labour				Rural		Established	
Element	**Unit**	**Unit cost (2019)**	**Unit cost (2022)**	**No. Per KM**	**Cost Per KM**	**No. Per KM**	**Cost Per KM**
Digging out soft spots and filling with imported aggregate	m3	70.25	77.28	50	3,864		-
Reducing the gradient of a slope through 'cut and fill' works	m3	51.00	56.10	50	2,805		-
Timber sleeper revetment (up to 2 boards high)	linear metre	122.50	134.75	3	404		-
'V' ditch	linear metre	3.70	4.07	50	204		-
Upgrade existing path	m2	15.75	17.33	100	1,733		-
New path (rural)	m2	35.00	38.50	100	3,850		-
New path dense bitumen macadam	m2	33.40	36.74		-	100	3,674.00
Kerbing	m2	22.75	25.03		-	100	2,502.50
Low level timber boardwalk with edge rails	m2	125.00	137.50	40	5,500		-
Simple timber bridge	m2	500.00	550.00	1	550		-
Timber / steel bridge	m2	1,500.00	1,650.00	1	1,650		-
Timber board and aggregate steps	linear metre	95.00	104.50	50	5,225		-
Timber gates (1.6 m)	per gate	344.00	378.40	1	378		-
Timber bench	per item	825.00	907.50	2	1,815	2	1,815.00
Timber post with finger blades	per item	215.00	236.50	5	1,183	5	1,182.50
New public toliet	per facility				-		-
				Cost Per KM	**£ 29,160**		**£ 9,174**

Gold Specfication

Shetland Way (per km) - excluding labour				Rural		Established	
Element	**Unit**	**Unit cost (2019)**	**Unit cost (2022)**	**No. Per KM**	**Cost Per KM**	**No. Per KM**	**Cost Per KM**
Digging out soft spots and filling with imported aggregate	m3	70.25	77.28	75	5,796		-
Reducing the gradient of a slope through 'cut and fill' works	m3	51.00	56.10	75	4,208		-
Timber sleeper revetment (up to 2 boards high)	linear metre	122.50	134.75	3	404		-
'V' ditch	linear metre	3.70	4.07	75	305		-
Upgrade existing path	m2	15.75	17.33	150	2,599		-
New path (rural)	m2	35.00	38.50	150	5,775		-
New path dense bitumen macadam	m2	33.40	36.74		-	200	7,348.00
Kerbing	m2	22.75	25.03		-	200	5,005.00
Low level timber boardwalk with edge rails	m2	125.00	137.50	60	8,250		-
Simple timber bridge	m2	500.00	550.00	1	550		-
Timber / steel bridge	m2	1,500.00	1,650.00	1	1,650		-
Timber board and aggregate steps	linear metre	95.00	104.50	75	7,838		-
Timber gates (1.6 m)	per gate	344.00	378.40	1	378		-
Timber bench	per item	825.00	907.50	2	1,815	2	1,815.00
Timber post with finger blades	per item	215.00	236.50	5	1,183	5	1,182.50
New public toliet	per facility				-		-
				Cost Per KM	**£ 40,750**		**£ 15,351**

Section	Total Length (miles)	Total Length (km)	Length Rural (miles)	Length Established (km)	Length Established (miles)	Length Established (km)	Bronze Cost	Silver Cost	Gold Cost
Sumburgh - Sandwick	14.9	24.0	7.5	12.0	7.5	12.0	£338,498	£671,610	£982,877
Sandwick - Scalloway	11.9	19.2	6.0	9.6	6.0	9.6	£270,799	£537,288	£786,301
Scalloway - Aith	19.4	31.2	9.7	15.6	9.7	15.6	£440,048	£873,093	£1,277,740
Aith - Brae	13.4	21.6	6.7	10.8	6.7	10.8	£304,648	£604,449	£884,589
Brae - Toft	8.2	13.2	4.1	6.6	4.1	6.6	£186,174	£369,385	£540,582
Ulsta - Mid-Yell	13.4	21.6	10.1	16.2	3.4	5.4	£385,360	£762,018	£1,084,837
Mid-Yell - Gutcher	17.9	28.8	13.4	21.6	4.5	7.2	£513,814	£1,016,024	£1,446,449
Belmont - Baltasound	11.2	18.0	8.4	13.5	2.8	4.5	£321,134	£635,015	£904,031
Baltasound - Hermaness	6.0	9.6	4.5	7.2	1.5	2.4	£171,271	£338,675	£482,150
	116.3	**187.2**	**70.3**	**113.1**	**46.0**	**74.1**	**£2,931,746**	**£5,807,556**	**£8,389,557**

Appendix E Environmental Land Designations

The scope of the study area to be considered is based on all three of the proposed routes and the 5km surrounding these. Areas outside the range of any potential impacts are representative of the wider natural environment and form part of the wider study area on further investigation.

Within 5km of any of the proposed routes, there are 59 statutory land-based environmental designations which are detailed below.

- Aith Meadows and Burn of Aith SSSI
- Balta SSSI
- Breckon SSSI
- Burn of Lunklet SSSI
- Burn of Valayre SSSI
- Catfirth SSSI
- Crussa Field and the Heogs SSSI
- Dales Voe SSSI
- Dalsetter SSSI
- East Mainland Coast, Shetland SPA
- East Mires and Lumbister SSSI
- East Mires and Lumbister SAC
- Easter Loch SSSI
- Easter Rova Head SSSI
- Fetlar SPA
- Gutcher SSSI
- Ham Ness SSSI
- Hascosay SSSI
- Hascosay SAC
- Hermaness SSSI
- Hermaness NNR National Nature Reserve
- Hermaness, Saxa Vord and Valla Field SPA
- Hill of Colvadale and Sobul SSSI
- Keen of Hamar SSSI
- Keen of Hamar SAC
- Lamb Hoga SSSI
- Laxo Burn SSSI
- Loch of Girlsta SSSI
- Lochs of Spiggie and Brow SSSI
- Lochs of Spiggie and Brow SPA
- Lochs of Tingwall and Asta SSSI
- Lunda Wick SSSI
- Mousa SSSI
- Mousa SPA
- Muckle Roe Meadows SSSI
- Ness of Cullivoe SSSI
- Norwick SSSI
- Norwick Meadows SSSI
- Otterswick SSSI
- Otterswick and Graveland SPA
- Pool of Virkie SSSI
- Quendale SSSI
- Qui Ness to Pund Stacks SSSI
- Quoys of Garth SSSI
- Sandwater SSSI
- Saxa Vord SSSI
- Skeo Taing to Clugan SSSI
- South Whiteness SSSI
- St Ninian's Tombolo SSSI
- Sullom Voe SAC
- Sumburgh Head SSSI
- Sumburgh Head SPA
- The Ayres of Swinister SSSI
- The Cletts, Exnaboe SSSI
- The Punds to Wick of Hagdale SSSI
- Valla Field SSSI
- Voxter Voe and Valayre Quarry SSSI
- Yell Sound Coast SSSI
- Yell Sound Coast SAC

Habitats and Species

Living Shetland is the Island's Local Biodiversity Action Plan (LBAP), it identifies locally important habitats and species and highlights and promotes actions to conserve these.

There are several specific biodiversity action plan documents that focus on key habitats and species which are present on Shetland. These are as follows:

- Arable Birds
- Arable Plants
- Arctic Char
- Breeding Waders
- Bumblebees
- Eider
- Freshwater
- Harbour Porpoise
- Hawkweeds
- Merlin
- Oysterplant
- Red-necked Phalarope
- Red-Throated Diver
- Skylark
- Strandline
- Ungrazed Areas
- Woodlands

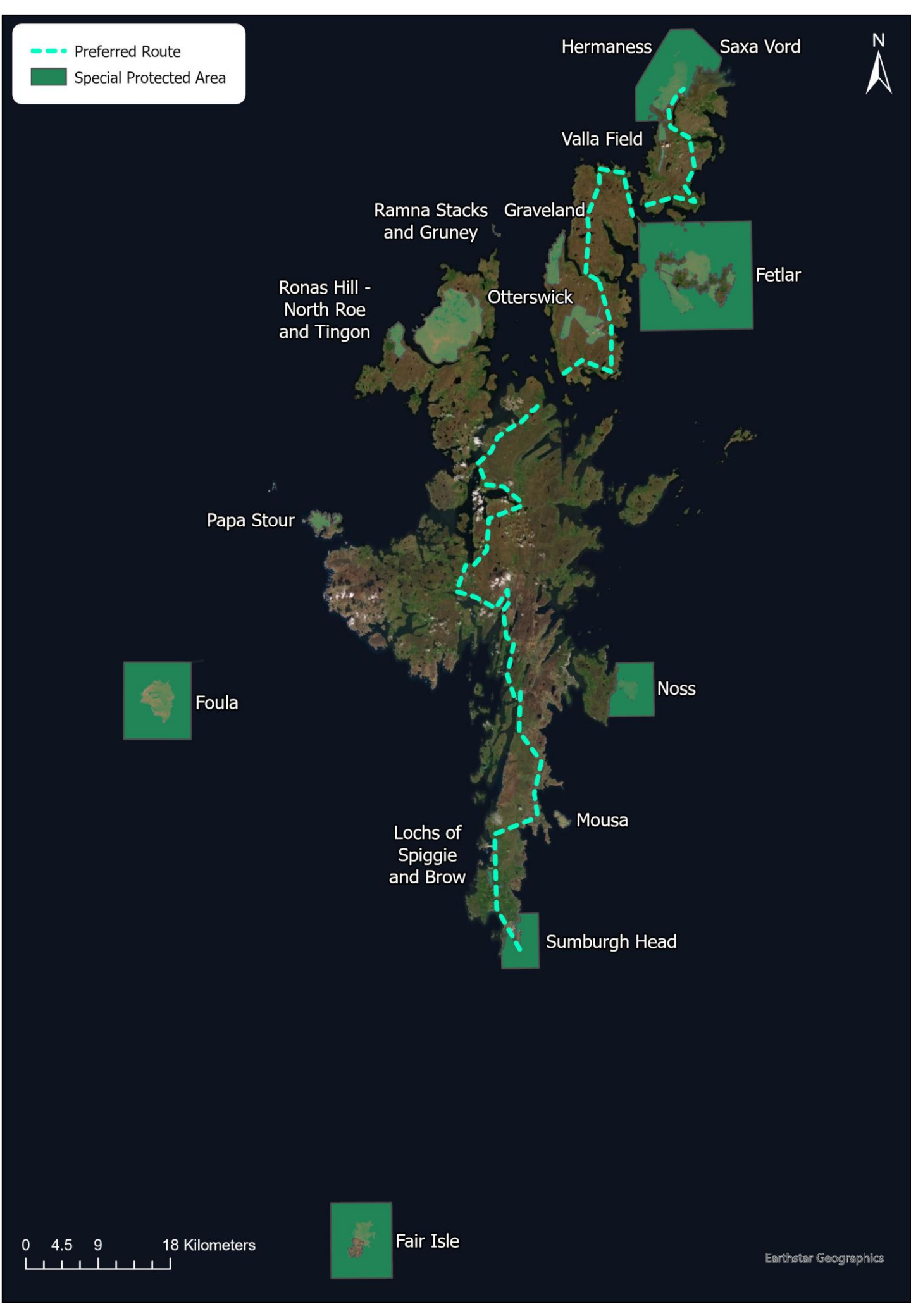
Flood risk

There are multiple areas with a high, medium, and low likelihood of river flooding, surface water flooding which means each year this area has a 10%, 0.5%, and 0.1% chance of flooding. These areas are limited to areas of existing bodies of water and existing rivers on Shetland.

SEPA Flood Maps (arcgis.com)

The entire coastline of Shetland is at high risk of coastal flooding meaning there is a 10% chance of flooding each year.


Preferred Route
National Nature Reserves
N
Hermaness
Noss
0 4.5 9 18 Kilometers
Earthstar Geographics


Preferred Route
Special Protected Area
N
Hermaness
Saxa Vord
Valla Field
Ramna Stacks and Gruney
Graveland
Fetlar
Ronas Hill - North Roe and Tingon
Otterswick
Papa Stour
Foula
Noss
Mousa
Lochs of Spiggie and Brow
Sumburgh Head
Fair Isle
0 4.5 9 18 Kilometers
Earthstar Geographics


Preferred Route
SSSI
N
Hermaness
Crussa Field and the Heogs
Valla Field
East Mires and Lumbister
Hill of Colvadale and Sobul
Ramna Stacks and Gruney
Graveland
Ronas Hill - North Roe and Tingon
Otterswick
Fetlar
Hascosay
Yell Sound Coast
Papa Stour
Loch of Girlsta
Ward of Culswick
Foula
South Whiteness
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Lochs of Tingwall and Asta
Aith Meadows and Burn of Aith
Mousa
St Ninian's Tombolo
Lochs of Spiggie and Brow
Dalsetter
The Cletts, Exnaboe
Quendale
Pool of Virkie
Sumburgh Head
Fair Isle
0 4.5 9 18 Kilometers
Earthstar Geographics

Appendix C Impact Assessment Technical note

Appendix C Impact Assessment Technical note

OVERVIEW

1.1.1 This note outlines the approach taken to assess and estimate the likely benefits of the proposed Shetland Way to the Shetland local economy and community. The main aim behind development of a long-distance route through Shetland is to attract more visitors to the islands, to encourage visitors to stay longer and spend more, and to return in the future.

ECONOMIC IMPACTS

Methodology and Assumptions

1.1.1 This economic assessment will quantify the benefits that could be generated by the Shetland Way over a business-as-usual scenario. Two scenarios have been tested:

- Minimum growth scenario – assumed growth in visitors in this scenario based on evidence from comparator case studies which is assumed to 0.3%.
- Moderate growth scenario - assumed growth in visitors in this scenario based on aspirational 3% growth target.

1.1.2 The assessment covers a 10-year period from an assumed opening date of 2023. All monetised impacts are adjusted to 2022 present values. This is based on guidance outlined in Homes and Communities Agency's Additionality Guide (2014) and the H.M. Treasury *Green Book* (2022). The study area is considered to be Shetland as whole for the purpose of the impact assessment.

1.1.3 The appraisal approach outlined in this section has been developed and agreed through discussions with Visit Scotland's Economic Insights team. The approach is considered proportionate to the project and based on sensible assumptions given the available data.

Tourism related benefits

1.1.4 If the Shetland Way becomes established as a long-distance route, levels of visitor numbers and economic impact may increase through greater awareness of Shetland as a sustainable tourist destination. Sustainable tourism activities such as walking and cycling routes aim to increase the benefits and to reduce the negative environmental impacts caused by tourism for destinations. This would be driven by a range of marketing and promotional activities and supporting developments. In this section, we consider the potential economic impact of the route in terms of the impact of increased visitors on the tourism industry in Shetland.

1.1.5 Accommodation providers, shops and cafes, baggage handlers, transport providers, equipment hire companies and nearby attractions will benefit from having the route passing through the area. We have estimated the increase in visitor spend and the resulting Full Time Equivalents' (FTEs)[1] and Gross Value Added (GVA)[2] that this spending supports. To do this we have compared a without the Shetland Way scenario (Do-nothing) and a scenario with the Shetland Way (Do-something).

1.1.6 The approach employs the following steps:

[1] Full Time Equivalent refers to the unit of measurement equivalent to an individual worker.

[2] GVA is the profit, wages and salaries generated by businesses in producing and selling products and services to visitors and route users.

i. Estimating potential visitors to Shetland as a result of the Shetland Way

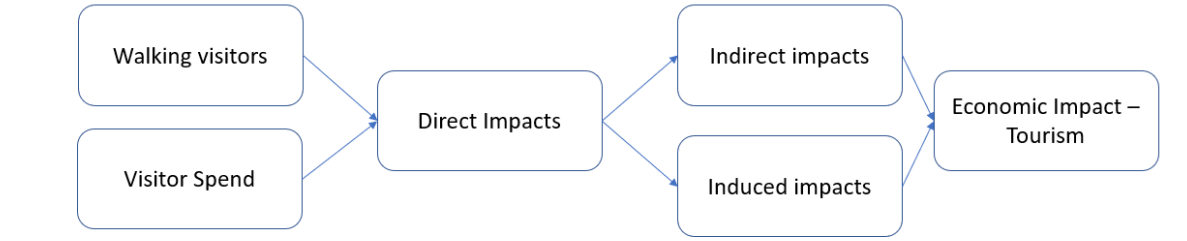
ii. Estimating potential increases in expenditure from new visitors

iii. Applying an appropriate ratio to estimate GVA

iv. Estimate the net economic impact or 'additionality'

v. Using the multiplier model to estimate employment and GVA impacts

1.1.7 Figure 1 visualises this approach and outlines the key input data and assumptions supporting the analysis.



Input Data

Baseline

- Visitor Data – Visits, Activity , Length of Stay, Spend (Shetland VS)

Shetland Way

- Length of stay - Public Survey
- Increase in spend - desktop research

Assumptions

- 10 year appraisal
- Discounted to 2022
- Leakage
- Displacement
- Type 1 & 2 Multipliers – (FAI - Shetland Economic Accounts 2017)
- 0.3% increase in visitor numbers per annum directly as result of Shetland Way

Impacts

- Increase in visitor spend
- Direct / Indirect / Induced FTE's supported
- Direct / Indirect / Induced GVA

Figure 1: Tourism impact assessment approach

1.1.8 The tourism impact model is based on walking visitors only due to the lack of data on the potential cycling impacts and given that it is not determined the extent to which cycling will form part of the Shetland Way.

1.1.9 Deriving reasonable estimates of potential users and economic impact of the proposed route required data from a number of sources. Any relevant information about use, users and economic impact was sourced from case studies of other long-distance routes. It became apparent that although there were some useful sources of information from other routes, this was not as extensive and comprehensive as had been anticipated. However, it was sufficient to allow for visitor numbers and trends on some routes to be investigated. Subsequently average expenditure values were estimated and used in the economic impact model in this study.

1.1.10 The bullet points below explain the outline approach and the assumptions made in the analysis. Any evidence supporting the assumptions is also highlighted.

- Estimates of visitor numbers – this is based on the annual estimated visitors, length of stay, purpose and origin splits from the 2019 Shetland Visitor Survey[3]. The original baseline data used is as follows:

[3] Shetland Islands Visitor Survey 2019, Shetland Islands Council and VisitScotland, 2020

- Annual visitors – 80,000 per annum
- Activity – 62% of leisure visitors undertook a long walk (over two miles) during their stay
- Origin – Scotland (19%), Rest of the UK (37%) and International (44%)
- Purpose – Leisure (50%), Visiting Friends and Relatives (20%), Business (28%) and Other (2%)
- Length of Stay - Leisure (6 nights), Visiting Friends and Relatives (5 nights), Business (3 nights) and Other (5 nights)
- Background growth in visitors - 4% per annum assumed based on growth in Shetland visitors since 2013

- Increase in visitor numbers – this is estimated through comparator case studies.
  - This assumption is based on a review of comparator long-distance routes. The Hebridean Way in the Outer Hebrides is believed to be the best comparator for Shetland given the similarities of their tourism offer and why people visit them. In visitor surveys undertaken by VisitScotland[4], the scenery and landscape both scored as the top reason for visiting (71% in 2017 for the Outer Hebrides and 69% in 2019 for Shetland).
  - The Outer Hebrides Visitor Survey 2017 shows that visitors to the Outer Hebrides increased on average by 3% per annum from 2013 to 2017. 9% of survey respondents indicated that they used the Hebridean Way during their trip. It should be highlighted that the routes were only opened by Scottish Natural Heritage, as it was known at the time, at the end of April 2017 therefore the visitor survey may not have captured the full extent of the increase in visitor numbers. In 2019, it was estimated that the two routes attracted around 7,500 people to the Outer Hebrides adding around £3 million to the islands' economy[5].
  - A study of potential economic benefits of the John Muir Coast to Coast Trail used a similar assumption of 0.5% per annum. This was based on a review of visitor data from Hadrian's Wall in England.
  - **Minimum growth scenario** - This was estimated using comparator case studies. In this scenario it is assumed that the Shetland Way may lead to a **0.3%** increase in leisure, Visiting Friends and Relatives (VFR) and other visitors per annum. It was assumed that the Shetland Way will have negligible impact on business visitors. A study of potential economic benefits of the John Muir Coast to Coast Trail used a similar assumption of 0.5% per annum. This was based on a review of visitor data from Hadrian's Wall in England. Therefore a 0.3% increase in visitors per annum is considered to be a prudent assumption for the Shetland Way at the current stage of the project's development and based on cost of travel to Shetland.
  - **Moderate Growth Scenario** – In this scenario it is assumed that the Shetland Way may lead to a 3% increase in leisure, VFR and other visitors per annum. Again, we

https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/shetland-islands-visitors-survey-2019.pdf?msclkid=e1a7d109c55011ec9b9e4cf59b3e183e

[4] The Outer Hebrides Visitor Survey 2017, Comhairle nan Eilean Siar and VisitScotland, 2018

https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/outer-hebrides-report---may-18.pdf?msclkid=3b1ef56dc4cc11ec969739729ec88792

[5] Outer Hebrides Tourism Outlook 2030:
https://www.visitouterhebrides.co.uk/dbimgs/Outlook2030%20Final%20April%2021.pdf

assume no impact on business visitors. This is considered a realistic assumption based on the current rising demand for walking holidays both in the UK and globally[6]. The route will also arguably be more manageable and able to be completed than other examples in Scotland such as the Highland Way. An effective marketing strategy by VisitScotland will also be developed to achieve growth to this extent. This likely to focus on the fact that the Shetland Way would be Britain's most northerly walking route, which is likely to be a big attractor to enthusiasts. Planned events on the route will also form part of this marketing strategy. Section 2 outlines how these types of events are big attractors for visitors and often lead to return visits.

- The analysis assumes that, in the first three years of operation, the increase in visitors will ramp-up gradually as knowledge of the route becomes more wide-spread and a strong market is developed. We have assumed that only 25% of the expected increase in visitors will be realised in year 1, 50% in year 2 and then 100% in year 3. If an effective marketing strategy for the Shetland Way is put in place, the increase in visitors will likely occur faster than estimated in the analysis.

- Expenditure data was sourced from the 2019 Shetland Visitor survey and from comparator studies undertaken elsewhere.
  - Average spend per person per trip - Leisure (£521), Visiting Friends and Relatives (£327), Business (£402) and Other (assumed to be the same as visiting friends and relatives)
  - Increase in length of stay as a result of the Shetland Way – as part of the public survey, visitors were asked how the Shetland Way would impact their length of stay. 33% of respondents said that they would stay an additional three days if the Shetland Way is developed. Therefore, we have applied an uplift factor to average spend per person in the do-something scenarios. This is based on the assumption that on average visitors would stay an additional three days as result of the Shetland Way.
  - Direct visitor expenditure for both the Do-nothing and Do-something scenarios was estimated by multiplying the estimated number of visitors to Shetland by an average day expenditure value for each category of visitors. The formula used to estimate the total direct visitor expenditure was as follows:

    Spend per visitor x Estimated visitors = Total visitor spend
  - Total additional visitor days have been estimated by multiplying the total number of visitors to Shetland Way by the calculated average length of stay across each visitor type considered (7.6 days).

- GVA to output ratio – This is based on the ratio of total output and GVA for tourism related industries from Fraser of Allander Institute (FAI) Shetland Economic Accounts 2017[7]. GVA is the profit, wages and salaries generated by businesses in producing and selling products and services to visitors and route users. We have used Shetland specific rather than national GVA and multiplier estimates to provides a more accurate and relevant estimation of the impacts for the Shetland local economy. The Shetland Economic Accounts differ from typical levels of employment and GVA for tourism spend that are estimated using at a national level (using the Scottish Government Tourism input-output model I). We have used Shetland

[6]Walking Tourism – Promoting Regional Development, UNWTO

[7] Shetland Economic Accounts 2017, Fraser of Allander Institute

https://fraserofallander.org/publications/shetland-economic-accounts-2017/?msclkid=72d6f1f9c55211eca9c9a693f6258890

specific rather than national GVA and multiplier estimates that are avaible to provides a more accurate and relevant estimation impacts on the Shetland local economy. Table 1 shows the GVA and Output for tourism related industries in 2017. Based on this, we derived a GVA ratio of 26%, as applied to the estimated increase in visitor spend.

Table 1: GVA to output ratio for Tourism related industries in 2017

Economic Sector	Output (£, Millions)	GVA (£, Millions)
Aquaculture	243.79	71.13
Catering	6.71	3.78
Accommodation	23.72	16.6
Wholesale	31.48	14.79
Retail	79.59	54.63
Sea Transport	12.76	6.12
Land Transport	34.04	17.37
Air Transport	29.45	8.6
Tourism – total	**461.54**	**193.02**
Tourism GVA to output ratio	0.42	

- Estimate the net economic impact or 'additionality' - to estimate the net economic impact or 'additionality' consideration must be given to 'leakage', 'deadweight' and 'displacement' effects.
  - **Leakage** effects refers to benefit outside of the spatial area or group that the intervention is intended to benefit. In this case, leakage occurs when spending by users of the Shetland Way falls outside Shetland. For example, travel and accommodation on the Scottish mainland before arriving to Shetland. To estimate leakage, we have used the total spend on Scotland and the Shetland Islands that has been estimated as part of the Shetland Islands Visitor Survey 2019. This gives us a leakage value of 43%.
  - **Deadweight** refers to outcomes that would have occurred without intervention. In the context of this study, deadweight refers to the level of economic activity which exists without development of the Shetland Way, what we have so far termed the "baseline" of economic activity. We therefore assume that all of the existing baseline activity represents "deadweight", whilst future economic impact generated through the establishment of the Shetland Way will be additional to the existing baseline activity.
  - **Displacement** measures the extent to which the benefits of a project are offset by reductions in output or employment elsewhere. Displacement occurs when economic activity on the Shetland Way is generated at the expense of activity elsewhere in Shetland. Due to the higher cost typically associated with travelling to Shetland, we believe it is prudent to assume higher level of displacement. We have assumed a

displacement rate of 39%. We believe this is a cautious approach given that survey evidence of long-distance routes visitors in the UK suggests that they are knowledgeable about long-distance routes throughout the UK and very likely to sample new long-distance routes on an end-to-end basis[8].

- **Multiplier effects** - using the multiplier model to estimate employment impact (Direct / Indirect / Induced) based on a weighted average of multipliers for tourism related industries from FAI 2017 Shetland Economic Accounts. Increase direct visitor expenditure will also have knock-on effects, namely:
  - indirect or income effect in the form of increased employment or increases in income for those already employed as a result of direct expenditure.
  - induced effect whereby a proportion of increased income is re-spent on final goods and services produced within the local economy.
  - these two effects are quantified by multiplier figures. Type 1 multipliers capture the direct and indirect change resulting from a unit change in final demand for the output of a sector. Type 2 multipliers will also measure the direct and indirect effects along with a third effect, the 'induced effect'. The weighted average Type 1 multiplier is assumed to be 1.10 and Type 2 multiplier is assumed to be 1.40.

Capital and maintenance spend - jobs created

1.1.11 The project will require a workforce to develop the Shetland Way. Therefore, we have estimated the temporary job opportunities and associated GVA from the capital investment in route establishment. The maintenance of the route is also critical to the success and good reputation of the route. Therefore, we have considered the employment opportunities and GVA impacts of maintenance activities for the Shetland Way.

1.1.12 The approach employs the following steps:

i. Estimating potential capital and maintenance expenditure - A rate per kilometre has been prepared for rural and urban sections, based on estimations of the works required.

- Total related capital expenditure associated with the creation of the 116 mile route would be approximately £5.8 million based on a medium level of provision[9]. We have assumed that the route would be developed over two years as a worst-case scenario.

- Outline annual maintenance costs have been calculated and are estimated to be around £165,000 per year. This estimate is given purely as an indicative figure as the extent of maintenance costs would be highly dependent on the exact nature and alignment of the route.

GVA to output ratio – This is based on the ratio of total output and GVA for construction related industries from FAI Shetland Economic Accounts 2017. Based on this we derived a GVA ratio of 20%, as applied to the estimated capital and maintenance spend.

ii. Estimate the net economic impact or 'additionality' –

- To consider the possibility that some expenditure may require contractors from mainland Scotland, we have assumed some leakage of benefits from Shetland. To estimate leakage,

[8] John Muir coast to coast trail: Economic benefit study

[9] This is discussed further in section 3.5 of Appendix B - Technical Feasibility Report

we have assumed a medium level of leakage based on guidance from Additionality Guide Fourth Edition[10]. This assumes a leakage value of 25%.

- Deadweight refers to outcomes that would have occurred without intervention. In the context of this study, deadweight refers to the level of construction activity which exists without development of the Shetland Way – which in this case would be zero.
- To consider the possibility that some expenditure may require contractors from mainland Scotland we have assumed there may be some displacement of activity elsewhere in Scotland. We have assumed a displacement rate of 39% which is based on guidance from the Additionality Guide Fourth Edition.

iii. Using the multiplier model to estimate employment impacts – jobs and economic activity are supported through supply-chain expenditure associated with construction and maintenance. Moreover, those directly or indirectly employed support further employment in the local economy through their expenditure on goods and services. Indirect and induced effects attributable to construction and maintenance have been estimated by the use of economic multipliers from FAI Shetland Economic Accounts 2017.

1.1.13 Figure 2 visualises this approach and outlines the key input data and assumptions supporting the analysis.

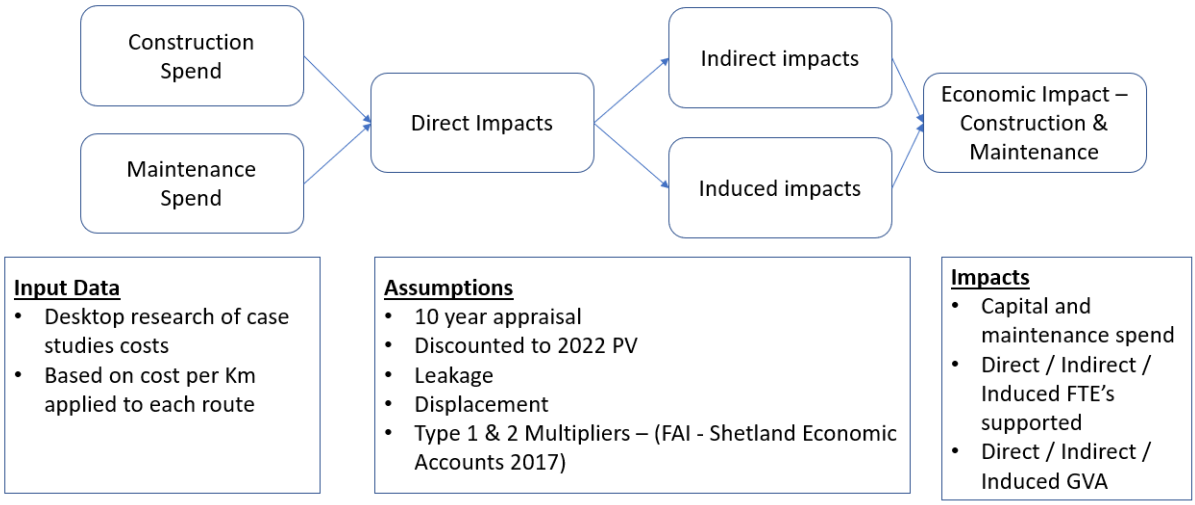


Figure 2: Construction and Maintenance impact assessment approach

Health impacts

1.1.14 Long distance route development offers the potential to improve access for Shetland residents as well as visitors to the islands. In other parts of the UK, development of shorter circular routes including parts of long-distance routes has been recognised as an integral part of the local access strategy. The development of links between local communities offers opportunities to maximise the economic benefits of the route development by directly linking the route to service provision, but mostly to encourage use of the route by local people for leisure.

[10] Additionality Guide Fourth Edition 2014 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/378177/additionality_guide_2014_full.pdf

1.1.15 The Health Economic Assessment Tool for Walking (WHO HEAT[11]) has been developed by the World Health Organization to provide estimates on the value of health effects from walking.

1.1.16 The HEAT is designed to answer the following question:

If x people walk for y minutes on most days, what is the economic value of the health benefits that occur as a result of the reduction in mortality due to their physical activity?

1.1.17 It uses published data from epidemiological studies to compare the mortality rates of walkers and non-walkers and applies this to the volume of walking in the study area. This is used to estimate the reduction in the number of deaths that might occur as a result of regular walking. These deaths are then valued using the standard economic approach within transport appraisal of the value of a statistical life. Full details of the HEAT methods are available[12].

1.1.18 The concept of value of a statistical life (VSL) is central to the HEAT as it enables an assessment to be made of the economic value of the deaths prevented by a given amount of regular walking. VSL is commonly used by transport economists and is based on a methodology called "willingness to pay". This is how much a representative sample of the population would be willing to pay (in monetary terms) to avoid a specific risk such as the risk of a traffic injury. VSL is commonly used by transport economists to place a value on lives saved through road safety improvements. The HEAT applies the same concept to lives that have been (theoretically) saved through increased walking and cycling, compared to the non-walking / cycling population.

1.1.19 There are some limitations of the use of the HEAT that should be considered. Overall, it is important to note that the HEAT takes a simple approach to assessing the mortality benefits of regular walking. It uses relative risk figures and applies these to a standard aged population. It therefore does not consider differences in impact by age and does not take account of the other health benefits of walking such as improved mental health or reduced incidence of disease. The HEAT has been used in a number of situations and settings, but it has rarely been applied to a recreation setting or path similar to the Shetland Way.

1.1.20 Making an economic assessment of the amount of walking and cycling along the route using the HEAT tool requires two different types of data. An estimate of the number of people walking and cycling along the path, and the average frequency of their trips. This can be estimated based on mode frequency data. We have used the results of the Internal Transport Survey undertaken to inform ZetTrans RTS as the baseline (do-minimum) case for the assessment.

1.1.21 For both of the do-something cases we have assumed that Shetland Way supports a 1% increase in people walking and cycling for 1-3 days a week and 1-3 days per month and a subsequent 1% decrease for people walking and cycling less than once per month and never. This is a hypothetical scenario to test the potential impact of the increased opportunities for physical activity that the Shetland Way will offer Shetlanders.

1.1.22 In the public survey undertaken as part of this study **68%** (n=309) of resident respondents said they would slightly increase the amount they walked for leisure if the Shetland Way was completed. **57%** (n=255) of respondents said they would slightly increase the amount they cycled for leisure if the Shetland Way was completed and could accommodate bicycles. Therefore, given responses to the public survey we believe that the assumptions in the hypothetical scenario are plausible.

[11] https://www.who.int/data/health-equity/assessment_toolkit?msclkid=bfb48487c4cc11ecab034f46947ad588

[12] Kahlmeier et 2011. Health economic assessment tools (HEAT) for walking and for cycling. Methodology and user guide. Economic assessment of transport infrastructure and policies. Copenhagen. WHO.

1.1.23 Having derived the best possible estimates of the use of the Shetland Way the following data were entered into the HEAT tool:

- Frequency of walking (How often do people walk?) – baseline
  - Daily or almost daily – 46%
  - 1-3 days per week – 33%
  - 1-3 days per month – 9%
  - Less than once per month – 6%
  - Never – 6%
- Frequency of walking (How often do people walk?) – Do-something
  - Daily or almost daily – 46%
  - 1-3 days per week – 35%
  - 1-3 days per month – 11%
  - Less than once per month – 5%
  - Never – 5%
- Frequency of cycling (How often do people cycle?) – baseline
  - Daily or almost daily – 5%
  - 1-3 days per week – 17%
  - 1-3 days per month – 23%
  - Less than once per month – 37%
  - Never – 17%
- Frequency of cycling (How often do people walk?) – Do-something
  - Daily or almost daily – 5%
  - 1-3 days per week – 18%
  - 1-3 days per month – 24%
  - Less than once per month – 36%
  - Never – 16%
- Number of walking and cycling trips per day = 1
- Average walking trip length = 3.2 km or 2 miles.
- Average cycle trip length = 5 km or 3.1 miles
- Population data was based on the background data and assumptions within HEAT.

The following parameters were chosen

- Value of a statistical life = £2.940m - This is the default value from the HEAT for the UK in 2017 prices
- Mortality rate = 908/100,000 - This is the crude mortality rate for Shetland based on morality data in Shetland.
- Discount rate = 3.5% - Based on H.M. Treasury *Green Book* guidance
- Appraisal period = 10 years - This is the default rate recommended by the HEAT

- Temporal and spatial adjustment = -10% - HEAT requires long-term average input on active travel (such as annual means). Active travel is highly affected by such factors as season, weather and time of day. The RTS survey was undertaken in September and October so there is possibility it overestimates the long-term average including winter months. Therefore, a small negative adjustment has been made to account for the potential bias. The default setting is 0%.
- Take-up time for walking and cycling demand = 3 years – This assumes how many years into the assessment the do-something scenario of active travel is reached.

Results

Tourism impacts

Direct impacts

1.1.24 The estimated volume and value of the potential increase in visitors over the 10-year appraisal period is considered in Table 2 and XX for visitors from Scotland, the rest of the UK and international visitors for the Minimum and Moderate Growth scenarios respectively. The tables show the estimated total number of visitors to Shetland using some part of the Shetland Way and the new visitors who otherwise would not have visited Shetland without the route.

Table 2: Estimated increase in visitors and visitor spend in Shetland by origin – Minimum Growth Scenario

Origin	2023	2024	2025	2026	2027	2028
Scotland	9,424	9,806	10,204	10,624	11,049	11,491
Rest of UK	18,352	19,096	19,871	20,688	21,516	22,376
International	21,824	22,709	23,630	24,602	25,586	26,610
Total	49,600	51,612	53,705	55,914	58,150	60,476
Increase in new visitors						
Scotland	5	11	23	24	25	26
Rest of UK	10	21	45	46	48	50
International	12	25	53	55	57	60
Total	28	58	121	125	130	136
Increase in visitor spend[13]						
Scotland	£580,000	£610,000	£640,000	£660,000	£690,000	£720,000
Rest of UK	£1,140,000	£1,190,000	£1,240,000	£1,290,000	£1,340,000	£1,400,000
International	£1,350,000	£1,410,000	£1,480,000	£1,540,000	£1,600,000	£1,660,000
Total	£3,080,000	£3,210,000	£3,360,000	£3,490,000	£3,630,000	£3,780,000

Origin	2029	2030	2031	2032	Total
Scotland	11,950	12,428	12,925	13,442	**113,343**
Rest of UK	23,271	24,202	25,170	26,177	**220,720**
International	27,674	28,781	29,932	31,129	**262,478**

[13] The figures in this row have been adjusted by the calculated additionality rate of 35%.

Total	62,895	65,411	68,028	70,749	**596,541**
Increase in new visitors					
Scotland	27	28	29	30	**227**
Rest of UK	52	54	56	59	**443**
International	62	65	67	70	**526**
Total	141	147	152	159	**1,196**
Increase in visitor spend					
Scotland	£750,000	£780,000	£810,000	£840,000	**£7,080,000**
Rest of UK	£1,450,000	£1,510,000	£1,570,000	£1,630,000	**£13,760,000**
International	£1,730,000	£1,800,000	£1,870,000	£1,940,000	**£16,380,000**
Total	£3,930,000	£4,090,000	£4,250,000	£4,420,000	**£37,240,000**

Table 3: Estimated increase in visitors and visitor spend in Shetland by origin – Moderate Growth Scenario

Origin	2023	2024	2025	2026	2027	2028
Scotland	19,909	20,789	21,706	22,753	23,663	24,610
Rest of UK	15,803	16,535	17,301	18,211	18,939	19,697
International	13,888	14,539	15,220	16,035	16,676	17,343
Total	49,600	51,863	54,227	56,998	59,278	61,649
Increase in new visitors						
Scotland	83	172	358	372	387	403
Rest of UK	101	209	435	452	470	489
International	95	198	412	429	446	464
Total	279	579	1,205	1,253	1,303	1,356
Increase in visitor spend[14]						
Scotland	£900,000	£960,000	£1,050,000	£1,100,000	£1,140,000	£1,190,000
Rest of UK	£1,140,000	£1,220,000	£1,340,000	£1,390,000	£1,450,000	£1,500,000
International	£1,110,000	£1,190,000	£1,300,000	£1,360,000	£1,410,000	£1,470,000
Total	£3,160,000	£3,370,000	£3,690,000	£3,840,000	£4,000,000	£4,160,000

Origin	2029	2030	2031	2032	Total
Scotland	25,594	26,618	27,683	28,790	**242,116**
Rest of UK	20,484	21,304	22,156	23,042	**193,471**
International	18,037	18,758	19,508	20,289	**170,292**
Total	64,115	66,680	69,347	72,121	**605,879**
Increase in new visitors					
Scotland	419	435	453	471	**3552**
Rest of UK	509	529	550	572	**4316**
International	482	502	522	543	**4094**
Total	1,410	1,466	1,525	1,586	**11,962**
Increase in visitor spend					

[14] The figures in this row have been adjusted by the calculated additionality rate of 35%.

Scotland	£1,230,000	£1,280,000	£1,330,000	£1,390,000	**£11,570,000**
Rest of UK	£1,560,000	£1,630,000	£1,690,000	£1,760,000	**£14,680,000**
International	£1,530,000	£1,590,000	£1,650,000	£1,720,000	**£14,330,000**
Total	£4,320,000	£4,500,000	£4,680,000	£4,860,000	**£40,580,000**

1.1.25 In total we expect that annual visitors to the Shetland Way to be around **595,000- 605,000** people initially depending on the scenario. This includes people who will only walk some parts of the route and not the entire length. This figures also includes visitors who would have visited Shetland anyway whether the Shetland Way was established or not. It is expected that, in the early years of operation, the increase in visitors will ramp-up more gradually as knowledge of the route becomes more widespread and a stronger market develops.

1.1.26 In the moderate growth scenario the increase in additional new visitors who will visit Shetland as a result of the Shetland Way by 2032 is estimated to be just under **1,600 per annum** and almost **12,000** visitors over a 10-year period. In the minimum growth scenario these values would be just under **160 per annum** and almost **1,200** visitors over the 10-year period. These values relate to visitors who would not have otherwise visited Shetland without Shetland Way. Figure 3 shows that international visitors make up the largest proportion of this increase followed by visitors from the rest of the UK.

Figure 3: Increase in visitors due to Shetland Way by origin

1.1.27 In both scenarios the Shetland Way could be expected to generate over **two million** additional visitor days over the 10-year assessment period. In the In the moderate growth scenario the total additional visitors days would be **2.1 million** compared to **2.0 million** in the minimum growth scenario.

1.1.28 We have taken a **conservative approach** to forecasting the increase in new visitors given the time and cost of getting to Shetland. Even with this conservative approach, we have estimated that significantly more people would visit Shetland Way (c.50,000 per annum) than the Hebridean Way. In 2019 it was estimated that the two routes (walking and cycling) attracted around 7,500 people to the Outer Hebrides, adding around £3 million to the islands' economy that year.

1.1.29 Our analysis shows that despite taking a cautious approach with regards to potential demand generated by the Shetland Way, overall spend generated as result of the project would still be significant.

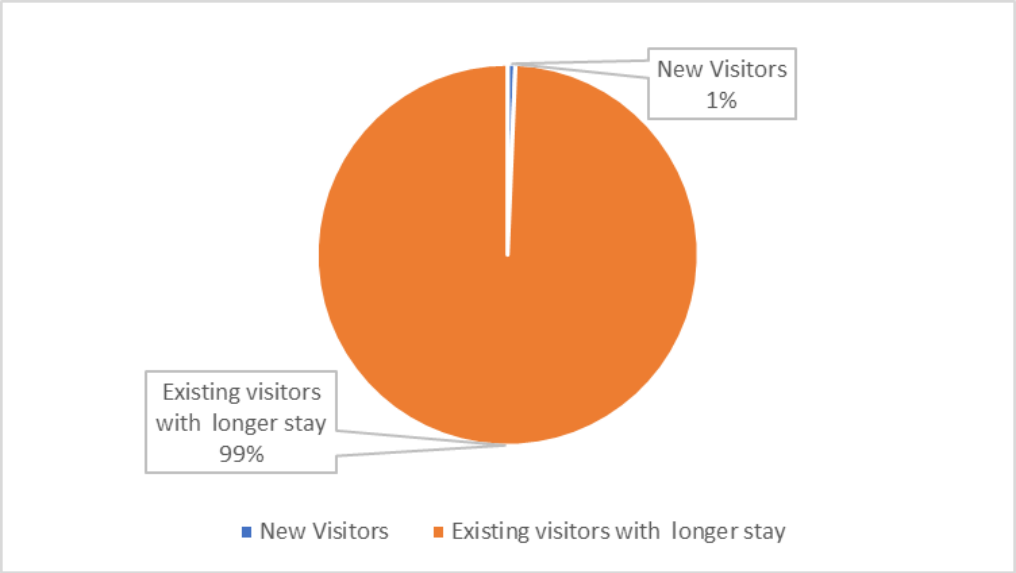
1.1.30 In addition to increased spend from new visitors, we have also considered the additional spend from visitors that already visit Shetland but who may stay for longer because of the Shetland Way. We have considered the impact of a longer average length of stay by increasing the average length of stay by three days in the do-something scenarios.

1.1.31 In the minimum growth scenario over **90%** of this total comprises of additional days from people who would visit Shetland without the Shetland Way but would now stay longer as a result of the route being developed and marketed. Only 1% of the total additional visitors days would be from what we have determined are new visitors. Based on this increase in visitors and longer length of stay, the associated additional visitor spend would be expected to rise to be over **£4.4 million** in 2032 and by **£37.2 million** over the ten-year period.

1.1.32 In the moderate growth scenario, a larger proportion of the increased spend will come from new visitors (6%), Spend from longer staying visitors will still make up the largest proportion of new spend. .Based on this increase in visitors and longer length of stay, the associated additional visitor spend would be expected to rise to be over **£4.9 million** in 2032 and by **£40.6 million** over the ten-year period.

1.1.33 Figure 4 shows that the majority of the increase in visitor spending is associated with the increase in spending by visitors that we have assumed would have visited Shetland anyway but will now stay for longer as result of the Shetland Way. New visitors could be expected to generate an increase in spending of around **£1 million** over the ten-year period.

Minimum Growth Scenario



Moderate Growth Sceanrio

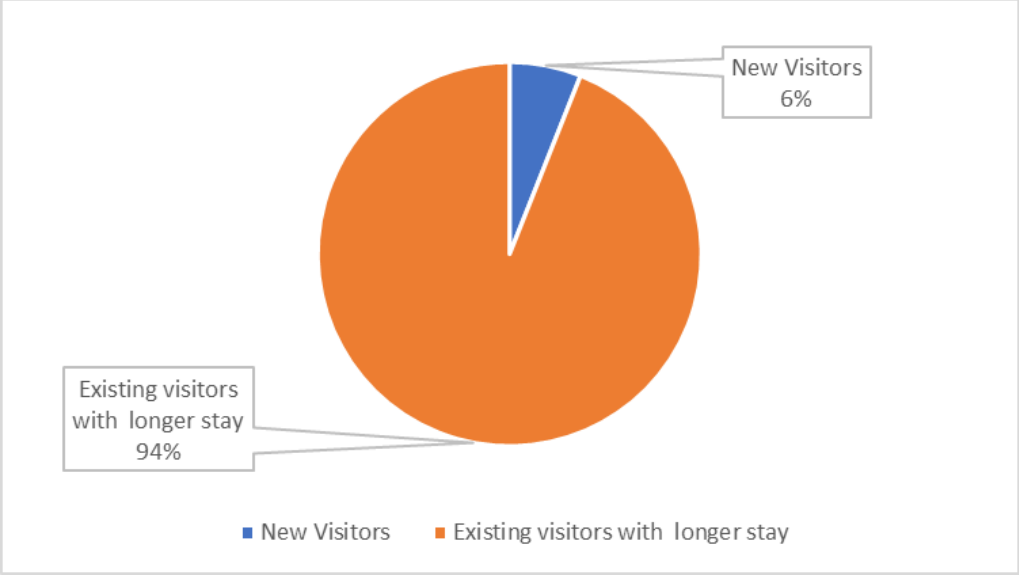


Figure 4: Increase in Visitor Spend due to Shetland Way by visitor type

1.1.34 Table 4 and Table 5 show the estimated the direct FTE employment impacts and GVA impacts as result of the Shetland Way for the two tested scenarios. It shows the maximum number of FTEs supported over the 10-year appraisal period and total GVA impact associated with this employment based on spend by visitors from Scotland, the rest of the UK and international visitors.

Table 4: Estimated direct jobs supported and associated GVA from increased visitor spend in Shetland by origin – Minimum Growth Scenario

Origin	2023	2024	2025	2026	2027	2028
Direct FTE supported by increased visitor spend						
Scotland	4	5	5	5	5	5
Rest of UK	9	9	10	10	10	11
International	10	11	11	12	12	13
Total	24	25	26	27	28	29
Increase in Direct GVA supported by increased visitor spend (Discounted to 2022 PV)						
Scotland	£240,000	£240,000	£240,000	£240,000	£240,000	£240,000
Rest of UK	£460,000	£460,000	£470,000	£470,000	£470,000	£480,000
International	£550,000	£550,000	£560,000	£560,000	£560,000	£570,000
Total	£1,240,000	£1,250,000	£1,270,000	£1,270,000	£1,280,000	£1,290,000

Origin	2029	2030	2031	2032	Maximum (FTEs) / Total (GVA)
Direct FTE supported by increased visitor spend					
Scotland	6	6	6	6	**6**
Rest of UK	11	12	12	13	**13**
International	13	14	14	15	**15**
Total	30	31	33	34	**34**
Increase in Direct GVA supported by increased visitor spend (Discounted to 2022 PV)					
Scotland	£250,000	£250,000	£250,000	£250,000	**£2,430,000**
Rest of UK	£480,000	£480,000	£480,000	£480,000	**£4,740,000**
International	£570,000	£570,000	£570,000	£580,000	**£5,630,000**
Total	£1,290,000	£1,300,000	£1,300,000	£1,310,000	**£12,800,000**

Table 5: Estimated direct jobs supported and associated GVA from increased visitor spend in Shetland by origin – Moderate Growth Scenario

Origin	2023	2024	2025	2026	2027	2028
Direct FTE supported by increased visitor spend						
Scotland	7	7	8	8	9	9
Rest of UK	9	9	10	11	11	12
International	9	9	10	10	11	11
Total	24	26	28	29	31	32
Increase in Direct GVA supported by increased visitor spend (Discounted to 2022 PV)						
Scotland	£360,000	£380,000	£400,000	£400,000	£400,000	£400,000
Rest of UK	£460,000	£480,000	£500,000	£510,000	£510,000	£510,000
International	£450,000	£460,000	£490,000	£490,000	£500,000	£500,000
Total	£1,280,000	£1,320,000	£1,390,000	£1,400,000	£1,410,000	£1,410,000

Origin	2029	2030	2031	2032	Maximum (FTEs) / Total (GVA)
Direct FTE supported by increased visitor spend					
Scotland	9	10	10	11	**11**
Rest of UK	12	12	13	13	**13**
International	12	12	13	13	**13**
Total	33	34	36	37	**37**
Increase in Direct GVA supported by increased visitor spend (Discounted to 2022 PV)					
Scotland	£410,000	£410,000	£410,000	£410,000	**£3,970,000**
Rest of UK	£510,000	£520,000	£520,000	£520,000	**£5,040,000**
International	£500,000	£500,000	£510,000	£510,000	**£4,920,000**
Total	£1,420,000	£1,430,000	£1,430,000	£1,440,000	**£13,930,000**

1.1.35 By the end of the appraisal period the increase in visitor spend is expected to support an additional 34-37 FTEs by the end of the appraisal period depending on the scenario considered. These jobs would support approximately £12.8-14.0 million in total GVA in tourism related industries through indirect and induced effects in the Shetland Economy over the 10-year appraisal period.

Indirect impacts

1.1.36 In addition to the direct effect of visitor spending, there will also be the indirect effect of visitor spending. The tourism industry will need to make purchases from other industries in order to cope with the increase in demand. Thus, a change in tourist expenditure on hotel accommodation will have a direct effect on hotel employment plus an indirect effect on the employment of suppliers to the hotel sector.

1.1.37 Table 6 and Table 7 show the estimated the indirect FTE employment impacts and GVA impacts as a result of the Shetland Way for the two tested scenarios. It shows maximum number of FTEs supported over the 10-year appraisal period and total GVA impact associated with this employment.

Table 6: Estimated indirect jobs supported and associated GVA from increased visitor spend in Shetland by origin – Minimum Growth Scenario

Origin	2023	2024	2025	2026	2027	2028
Indirect FTE supported by increased visitor spend						
Scotland	0	0	0	0	1	1
Rest of UK	1	1	1	1	1	1
International	1	1	1	1	1	1
Total	2	2	2	3	3	3
Increase in Indirect GVA supported by increased visitor spend (Discounted to 2022 PV)						
Scotland	£20,000	£20,000	£20,000	£20,000	£20,000	£20,000
Rest of UK	£40,000	£50,000	£50,000	£50,000	£50,000	£50,000
International	£50,000	£50,000	£50,000	£50,000	£50,000	£50,000
Total	£120,000	£120,000	£120,000	£120,000	£120,000	£120,000

Origin	2029	2030	2031	2032	Maximum (FTEs) / Total (GVA)
Indirect FTEs supported by increased visitor spend					
Scotland	1	1	1	1	**1**
Rest of UK	1	1	1	1	**1**
International	1	1	1	1	**1**
Total	3	3	3	3	**3**
Increase in indirect GVA supported by increased visitor spend (Discounted to 2022 PV)					
Scotland	£20,000	£20,000	£20,000	£20,000	**£240,000**
Rest of UK	£50,000	£50,000	£50,000	£50,000	**£460,000**
International	£60,000	£60,000	£60,000	£60,000	**£550,000**
Total	£130,000	£130,000	£130,000	£130,000	**£1,240,000**

Table 7: Estimated indirect jobs supported and associated GVA from increased visitor spend in Shetland by origin – Moderate Growth Scenario

Origin	2023	2024	2025	2026	2027	2028
Indirect FTE supported by increased visitor spend						
Scotland	1	1	1	1	1	1
Rest of UK	1	1	1	1	1	1
International	1	1	1	1	1	1
Total	2	3	3	3	3	3
Increase in Indirect GVA supported by increased visitor spend (Discounted to 2022 PV)						
Scotland	£40,000	£40,000	£40,000	£40,000	£40,000	£40,000
Rest of UK	£40,000	£50,000	£50,000	£50,000	£50,000	£50,000
International	£40,000	£50,000	£50,000	£50,000	£50,000	£50,000
Total	£120,000	£130,000	£140,000	£140,000	£140,000	£140,000

Origin	2029	2030	2031	2032	Maximum (FTEs) / Total (GVA)
Indirect FTEs supported by increased visitor spend					
Scotland	1	1	1	1	**1**
Rest of UK	1	1	1	1	**1**
International	1	1	1	1	**1**
Total	3	3	3	4	**4**
Increase in indirect GVA supported by increased visitor spend (Discounted to 2022 PV)					
Scotland	£40,000	£40,000	£40,000	£40,000	**£390,000**
Rest of UK	£50,000	£50,000	£50,000	£50,000	**£490,000**
International	£50,000	£50,000	£50,000	£50,000	**£480,000**
Total	£140,000	£140,000	£140,000	£140,000	**£1,350,000**

1.1.38 By the end of the appraisal period, the increased spend within the tourist industry is expected to support 3-4 FTEs in the supply chain depending on the scenario. These FTEs could lead to an increase of approximately £1.2-1.3 million in GVA over the appraisal period.

Induced impacts

1.1.39 There will also be induced effects from the fact that as income levels rise throughout Shetland as a result of the initial change in final demand, a portion of the increased income will be re-spent on goods and services within the local economy.

1.1.40 Table 8 and Table 9 show estimated the induced FTE employment impacts and GVA impacts as result of the Shetland Way for the to tested scenarios. It shows maximum number of FTEs supported over the 10-year appraisal period and total GVA impact associated with this employment based on spend by visitors from Scotland, the rest of the UK and International visitors.

Table 8: Estimated induced jobs supported and associated GVA from increased visitor spend in Shetland by origin – Minimum Growth Scenario

Origin	2023	2024	2025	2026	2027	2028
Induced FTEs supported by increased visitor spend						
Scotland	1	1	1	2	2	2
Rest of UK	3	3	3	3	3	3
International	3	3	3	4	4	4
Total	7	7	8	8	8	9
Increase in induced GVA supported by increased visitor spend (Discounted to 2022 PV)						
Scotland	£70,000	£70,000	£70,000	£70,000	£70,000	£70,000
Rest of UK	£140,000	£140,000	£140,000	£140,000	£140,000	£140,000
International	£170,000	£170,000	£170,000	£170,000	£170,000	£170,000
Total	£380,000	£380,000	£380,000	£390,000	£390,000	£390,000

Origin	2029	2030	2031	2032	Maximum (FTEs) / Total (GVA)
Induced FTEs supported by increased visitor spend					
Scotland	2	2	2	2	**2**
Rest of UK	3	4	4	4	**4**
International	4	4	4	5	**5**
Total	9	9	10	10	**10**
Increase in induced GVA supported by increased visitor spend (Discounted to 2022 PV)					
Scotland	£70,000	£70,000	£80,000	£80,000	**£740,000**
Rest of UK	£140,000	£150,000	£150,000	£150,000	**£1,440,000**
International	£170,000	£170,000	£170,000	£170,000	**£1,710,000**
Total	£390,000	£390,000	£390,000	£400,000	**£3,880,000**

Table 9: Estimated induced jobs supported and associated GVA from increased visitor spend in Shetland by origin – Moderate Growth Scenario

Origin	2023	2024	2025	2026	2027	2028
Induced FTEs supported by increased visitor spend						
Scotland	2	2	2	3	3	3
Rest of UK	3	3	3	3	3	3
International	3	3	3	3	3	3
Total	7	8	9	9	9	10
Increase in induced GVA supported by increased visitor spend (Discounted to 2022 PV)						
Scotland	£110,000	£110,000	£120,000	£120,000	£120,000	£120,000
Rest of UK	£140,000	£140,000	£150,000	£150,000	£150,000	£160,000
International	£140,000	£140,000	£150,000	£150,000	£150,000	£150,000
Total	£390,000	£400,000	£420,000	£420,000	£430,000	£430,000

Origin	2029	2030	2031	2032	Maximum (FTEs) / Total (GVA)
Induced FTEs supported by increased visitor spend					
Scotland	3	3	3	3	*3*
Rest of UK	4	4	4	4	*4*
International	4	4	4	4	*4*
Total	10	10	11	11	*11*
Increase in induced GVA supported by increased visitor spend (Discounted to 2022 PV)					
Scotland	£120,000	£120,000	£120,000	£120,000	**£1,200,000**
Rest of UK	£160,000	£160,000	£160,000	£160,000	**£1,530,000**
International	£150,000	£150,000	£150,000	£150,000	**£1,490,000**
Total	£430,000	£430,000	£430,000	£440,000	**£4,220,000**

1.1.41 By the end of the appraisal period the increased spend in Shetland economy as result of the increase income is expected to support 10-11 FTEs depending on the scenario. These FTEs could lead to an increase of approximately £3.9-4.2 million in GVA over the appraisal period.

Capital and Maintenance Impacts

1.1.42 The development of the Shetland Way will generate employment and economic benefits, both in terms of its creation and ongoing maintenance activities. These have been estimated by calculating the direct, indirect and induced effects, as defined below:

- The **direct effect** of route development, i.e., employment impacts and increased GVA;
- The **indirect effect** arising from increases in contractor expenditure for materials and equipment; and
- The **induced effect** of workers spending a share of their income on the consumption of goods and services in Shetland.

1.1.43 The majority of capital works would be implemented by local contractors.

Direct Effects

1.1.44 The cost of developing the Shetland Way is estimated at £5.8 million. Overall, it is estimated that this expenditure could support a maximum of 26 temporary direct jobs across the entire route. The works associated with each stage of the route are expected to support between 2 and 7 FTEs. It is estimated that this employment would generate direct GVA of £2.7 million.

1.1.45 The cost of developing the Shetland Way is estimated to be £165,000 per annum. Overall, it is estimated that this expenditure could support a maximum of 2 direct jobs across the entire route. The works associated with each stage of the route is expected to support a maximum of 1 FTEs. It is estimated that this employment would generate direct GVA of £0.6 million.

Indirect and Induced Effects

1.1.46 Alongside direct employment in design and construction, works will also generate supply side expenditure. Overall, it is estimated that indirect and induced expenditure as result of development of Shetland Way could support a maximum of 4 and 10 FTEs respectively. It is estimated that this indirect and induced employment will generate indirect and induced GVA of £0.4 million and £1.0 million respectively.

1.1.47 Alongside direct employment in maintenance activities works will also generate supply side expenditure. Overall, it is estimated that indirect and induced expenditure as result of development of Shetland Way could support a maximum of 1 FTEs. It is estimated that this indirect and induced employment will generate indirect and induced GVA of £0.4 million.

Health impacts

Walking

1.1.48 The increase in physical activity from walking by locals would lead to a reduction in the risk of premature mortality, amounting to an estimated 0.55 fewer deaths over the 10 year assessment period. This is based on an increase of 0.2 minutes of physical activity per person and day. These health benefits are valued at £0.2 million per year. Over the full assessment period of 10 years, the total economic impact adjusted to 2022 present values is £1.3 million.

Cycling

1.1.49 The increase in physical activity from cyclists would lead to a reduction in the risk of premature mortality, amounting to an estimated 0.39 fewer deaths over the 10 year assessment period. This is based on an increase of 0.1 minutes of physical activity per person and day. These health benefits are valued at £0.1 million per year. Over the full assessment period of 10 years, the total economic impact adjusted to 2022 present values is £0.9 million.

Total

1.1.50 The volume of walking and cycling data entered into HEAT corresponds to an increase of 0.20 minutes of physical activity per person and day. As a result, 0.094 premature deaths are prevented per year. Over the full assessment period of 10 years, 0.94 premature deaths are prevented. These health benefits are valued at £0.3 million per year. Over the full assessment period of 10 years, the total economic impact adjusted to 2022 present values £2.2 million.

1.1.51 The results show that route could have significant health benefits, which can be converted into tangible economic values. This can be considered a relatively conservative estimate of the health benefits for Shetland residents.

2 LOCAL COMMUNITY IMPACTS

Methodology and assumptions

2.1.1 The social benefits of the Shetland Way have been assessed quantitively and qualitatively, using case studies and local community research to examine the potential effects of the project after its completion.

Quantitative impacts

Local Spend

2.1.2 The Shetland Way would offer local residents new opportunities to walk and cycle through greater awareness of defined walking and cycling routes. **21%** (n=156) of respondents to the survey noted that the main potential benefit of the Shetland Way is that it will likely lead to 'increased opportunities to walk and potentially cycle for leisure'.

2.1.3 If the Shetland Way becomes an established route, spend amongst the local users of the route may also increase in addition to visitor spend. Like visitors, local residents may be encouraged to spend money on food and drink as result of the Shetland Way. The route will be designed to take in shops providing basic food supplies for those who wish as well as incorporating cafes etc.

2.1.4 We have estimated the potential local spend levels that could be generated as a result of the Shetland Way and the resulting FTEs and GVA that this spending supports.

2.1.5 The approach employs the following steps:

i. Estimating potential local trips – There are very limited data to support this assessment. The public survey shows that there would significant local interest in using the Shetland Way for leisure and keeping fit. Therefore, we have assumed that the Shetland Way will generate 15 local walking and cycling trips per week during November to March and 30 local trips per week in April to October. In total this would generate 1,305 trips per annum. Based on the responses to the survey we feel this can be considered a relatively conservative estimate of the likely demand.

ii. Estimating potential local spend – The National Walking and Cycling Network - baseline monitoring report (2016) by Sustrans, estimated that average spend per recreational trip on the Scottish National Walking Cycling Network is estimated at £11 for walkers and £6 for cyclists[15]. Based on this data we have assumed an average spend per trip of £8.50 for this assessment.

iii. Applying an appropriate ratio to estimate GVA - This is based on the ratio of total output and GVA for tourism related industries from FAI Shetland Economic Accounts 2017. Based on this we derived a GVA ratio of 26%, as applied to the estimated increase in visitor spend.

iv. Estimate the net economic impact or 'additionality' – We regard it as likely that local users of the Shetland Way, are likely to be additional to current levels of activity.

[15] Scotland's networks of paths and trails: key research findings, NatureScot.

v. Using the multiplier model to estimate economic and employment impacts of local spend (Direct/Indirect/Induced) – This is based on weighted average of multipliers for tourism related industries from FAI 2017 Shetland Economic Accounts. Increase direct expenditure will also have knock-on effects, namely:

- Indirect or income effect in the form of increased employment or increases in income for those already employed as a result of direct expenditure.
- Induced effect whereby a proportion of increased income is re-spent on final goods and services produced within the local economy.
- These two effects are quantified by multiplier figures. Type 1 multipliers capture the direct and indirect change resulting from a unit change in final demand for the output of a sector. Type 2 multipliers will also measure the direct and indirect effects along with a third effect, the 'induced effect'. The weighted average Type 1 multiplier is assumed to be 1.10 and Type 2 multiplier is assumed to be 1.40.

Direct Effects

2.1.6 The increase in local spend as result of Shetland Way is estimated to be £0.13 million. Overall, it is estimated that this expenditure could support a part-time role equivalent to 0.1 FTE across the route. It is estimated that this employment would generate direct GVA of £45,000.

Indirect and Induced Effects

2.1.7 Alongside direct employment in the spending will also generate supply side and induced expenditure. Overall, is estimated that this indirect and induced expenditure could support a part-time role equivalent to 0.04 FTE across the route. It is estimated that this employment would generate indirect and induced GVA of £18,000.

Seasonality

2.1.8 Currently most visitors come to Shetland during the summertime. The Shetland Tourism strategy indicates that while there remains some spare capacity in accommodation during the summer, a critical constraint to growth is the limited capacity of the air and boat services which bring people to Shetland. At other times of the year there is substantially more spare capacity available in accommodation and in transport services. While there is scope to increase activity and add value at all times of the year, the main challenge is to attract visitors outside of the summer months.

2.1.9 One of the objectives of the Shetland Way is to reduce the seasonality of tourism in Shetland by encouraging a greater number of visitors year-round. The Shetland Way will aim to be an enticing attraction to experienced hikers throughout the year.

2.1.10 Table 10 shows that proportion of visits in non-summer months in 2019 was much higher for Scotland[16] compared to Shetland[17]. We have considered a hypothetical scenario where we have assumed that following Shetland Way, the monthly profile of visits to Shetland more closely resembles the Scottish average. The scenario is based on the median of the Shetland and Scottish profiles for each month.

[16] Based on data provided by VisitScotland.

[17] The profile of visits for Shetland was based on the sample plan from 2019 Shetland Islands Visitor Survey. The sample plan was based on passenger data by exit point supplied by ferry and airport operators in 2017 and 2019.

Table 10: Proportion of visits by month

Month	Scotland	Shetland	Hypothetical
January	4%	3%	4%
February	4%	1%	2%
March	5%	2%	3%
April	8%	5%	6%
May	9%	8%	8%
June	10%	13%	11%
July	13%	21%	17%
August	13%	20%	17%
September	10%	13%	12%
October	9%	8%	8%
November	7%	3%	5%
December	8%	3%	6%
Total	100%	100%	100%
June to August	36%	54%	45%
May to September	55%	75%	65%
April to October	72%	88%	80%
January to March	13%	6%	9%
November to December	15%	6%	11%

2.1.11 We have undertaken an assessment of how the monthly profile of visitor spend in Shetland will change by comparing two scenarios comparing:

- Baseline visitor spend in 2025 without the Shetland Way using the typical Shetland monthly visitor profile
- Minimum and moderate visitor growth spend scenarios in 2025 with the Shetland Way and associated increase in visitors and length of stay using the hypothetical monthly visitor profile.

2.1.12 The results of this hypothetical assessment are presented in Table 11.

Table 11: Monthly visitor spend profile comparing typical and hypothetical Shetland monthly visitor profiles

Month	Typical	Hypothetical	Percentage increase
January	£1,070,000	£1,680,000	57%
February	£360,000	£1,050,000	194%
March	£710,000	£1,530,000	115%

Month	Typical	Hypothetical	Percentage increase
April	£1,780,000	£2,880,000	62%
May	£2,850,000	£3,830,000	35%
June	£4,630,000	£5,140,000	11%
July	£7,470,000	£7,690,000	3%
August	£7,120,000	£7,570,000	6%
September	£4,630,000	£5,210,000	13%
October	£2,850,000	£3,800,000	33%
November	£1,070,000	£2,350,000	120%
December	£1,070,000	£2,510,000	135%
Total	£35,580,000	£45,220,000	27%
June to August	£19,210,000	£20,400,000	6%
May to September	£26,680,000	£29,440,000	10%
April to October	£31,310,000	£36,110,000	15%
January to March	£2,130,000	£4,250,000	99%
November to December	£2,130,000	£4,850,000	127%

2.1.13 The result show significant increases in visitor spend outside of the summer months in the hypothetical scenario compared to the baseline scenario. The resulting increase in visitor numbers and longer stay length as result of the Shetland Way mean that even though the proportion of visits reduces in the summer of the hypothetical scenario overall spend still increases compared to the baseline.

2.1.14 Seasonality is a large barrier, which impacts the ability of tourism businesses to retain staff year round and reduces economic productivity. This analysis demonstrates that if the Shetland achieves the objective to reduce the seasonality of tourism the benefits for the local community could be significant. This would mean an industry employing more people for longer or even-year round supporting a more resilient and balanced Shetland economy.

Qualitative impacts

2.1.15 Long distance routes such as the Shetland offer potential for a wide range of benefits for communities including:

- Short-term economic boosts from charity and challenge events
- Increased opportunities for physical activity
- Job opportunities from capital investment in route establishment, operation and maintenance
- Inward investment

Charity and challenge events

2.1.16 Charity and challenge events could also bring participants and spectators into many rural areas of Shetland. These events could provide a significant, short term, economic boost to a local area. Some examples include:

- Hebridean Challenge - An impact study of the 2007 Hebridean Challenge, a 5 day adventure race around the Outer Hebrides, estimated that the event generated £20,000-25,000 in additional visitor spending. A survey of attendees also indicated that 69% of those interviewed said that they would definitely return for a holiday in the area in the future.
- The West Highland Way Challenge Race– This is Scotland's largest single charity fund-raising event, the Caledonian Challenge, which raises approximately £500,000 for the Scottish Community Foundation.

Increased opportunities for physical activity

2.1.17 The Shetland Way will support more sustainable travel choices for both visitors and locals by encouraging more people to walk and cycle. Walking for leisure is particularly popular amongst Shetlanders. The results of the Internal Transport Survey that inform development of ZetTrans RTS are shown in Figure 5. The question considered levels of walking and cycling amongst respondents.

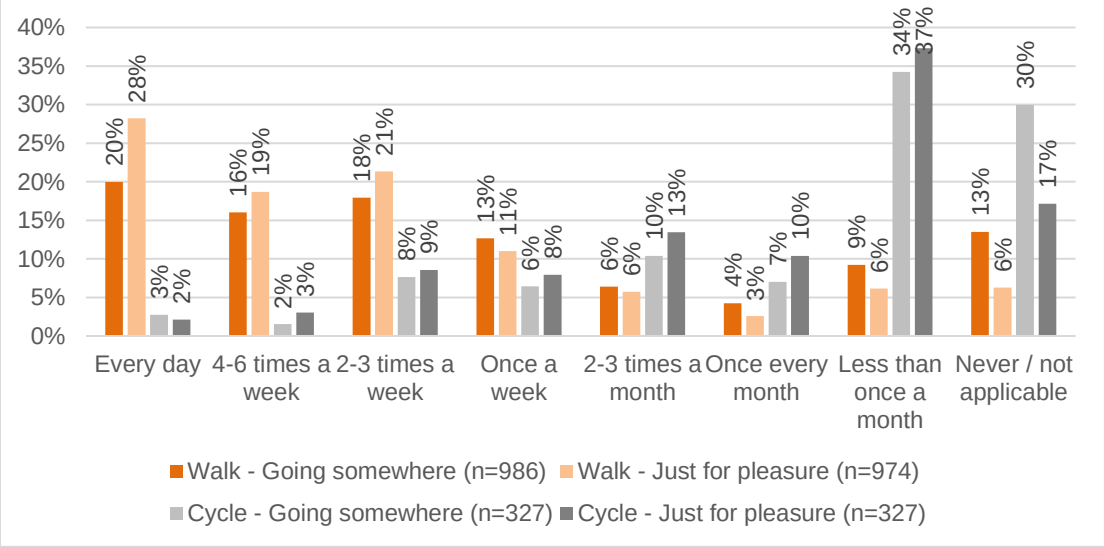


Figure 5: Internal Transport Survey: Levels of walking and cycling

2.1.18 This shows that walking and cycling rates for leisure-based activities are higher than compared to purpose of travelling somewhere. Of those surveyed 47% walked just for pleasure at least 4 times a week. The popularity of walking for leisure in Shetland means that the Shetland Way can make a significant positive contribution to Shetlanders physical and mental health.

2.1.19 Mental health charity Mind states that there are many studies which have shown that doing physical activity can improve mental health. Scotland's People and Nature Survey in 2013/14, indicated that 9 in 10 outdoor visitors agree that they experienced improvements to their mental and physical health or an increase in their energy levels from outdoor visits. The survey also indicated 81% of respondents enjoy the social experience or the sense of being closer to nature.

2.1.20 As part of the survey for this study, residents were asked about the potential impact of the Shetland Way on their travel patterns. Figure 6 overleaf shows the impacts of the Shetland Way in terms of walking and cycling for travel to somewhere and for the purposes of keeping fit.

2.1.21 Over 50% respondents agreed that they would walk or cycle at least slightly than they currently do if the Shetland was completed. This indicates that the Shetland Way could have significant impact on physical activity levels if completed.

Figure 6: Shetland Way Public Survey – Local walking / cycling impacts of Shetland Way

Job opportunities from capital investment in route establishment, operation and maintenance

2.1.22 The majority of capital works for Shetland Way would be implemented by local contractors. Where there is no previous local experience of techniques, there is potential to establish a training or mentoring programme rather than bringing or buying in mainland contractors. This

might involve contractors or from Shetland visiting and receiving training from suitably experienced contractors elsewhere in Scotland, or a contractor being commissioned to deliver necessary training on the Islands.

2.1.23 The Shetland Way will also play a role in creating and sustaining employment and volunteering opportunities connected with the management and maintenance of the route and associated visitor services.

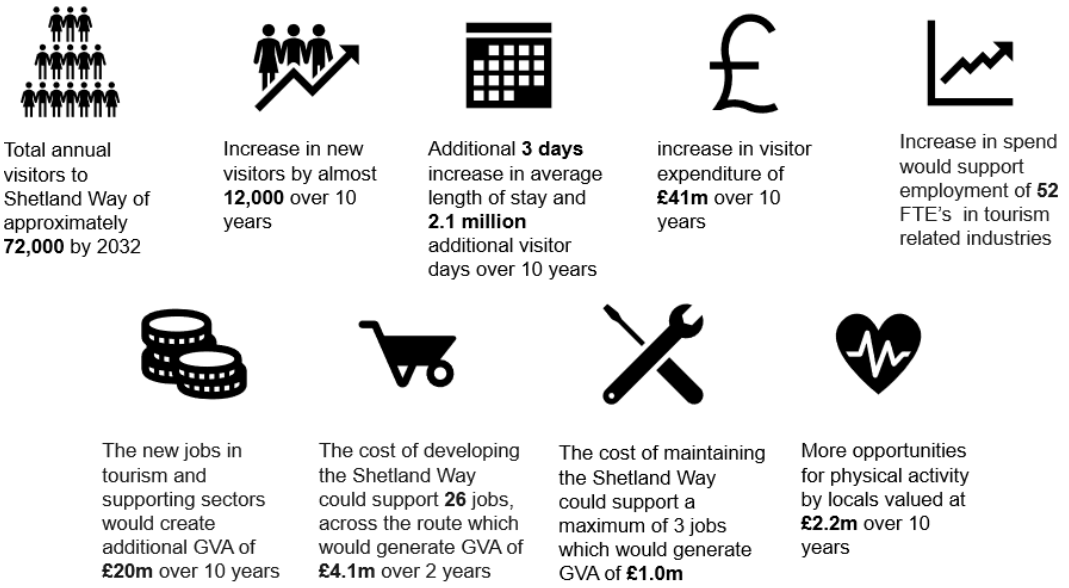
2.1.24 The Shetland Way can also support the production and sale of locally produced trail guidebooks and maps and associated branded products. The development of information guides and interpretive map boards at key access points and the development of a website for visitors will promote knowledge of the Shetland Way and support increased economic activity in smaller settlements on the route.

Inward Investment

2.1.25 The Shetland Way may also attract some inward investment in local businesses for example from walking tour operators. As the route is likely to include some of the more remote areas, this may help stimulate business development, job creation and retention in the more fragile areas of Shetland.

3 SUMMARY OF IMPACTS

3.1.1 In summary the Shetland Way is expected to generate the following quantified impacts, if moderate visitor growth is assumed, outlined below:



3.1.2 A combination of monetised quantitative and non-monetised qualitative approaches has been undertaken to assess the impacts of the project. The benefits outlined above were compared with the estimated costs to produce a Benefit Cost Ratio (BCR). The Shetland Way BCR is **3.3:1**, based on the Moderate Growth scenario, which can be considered High value for money. In minimum growth scenario the BCR only reduces marginally to **3.1:1** so can still be considered high value for money.

3.1.3 The Shetland Way will offer potential for a wide range of benefits for local communities including:

- increased spend from local users of the route of **£130,000** over 10 years which could support new part-time roles in the local economy
- spread of tourism related benefits across the Islands particularly in more rural areas where there is currently little or no existing visitor activity
- extending the peak visitor season in Shetland beyond the summer
- short-term economic boosts from charity and challenge events
- job opportunities from capital investment in route establishment, operation and maintenance.
- inward investment in local businesses to help stimulate business development, job creation and retention in the more fragile areas of Shetland.

Appendix D Risk Register

Risk Number	Risk Type	Risk Description	Effect of Risk	Risk Owner(s)	Pre-mitigation				Mitigation	Post-mitigation				Risk Strategy
					Likelihood	Impact	Score	Level		Likelihood	Impact	Score	Level	
1	Funding	Funding shortfall in terms of capital to create the route -	Route only partially developed or not at all.	SW Steering Group, Stantec	5	5	25	High	Feasibility Study - will have high-level costs for each route elements. SPONS engineering cost book used to estimate. Will be progressed through future business case/sustrans process.	4	4	16	Medium	Reduce over time during scheme development
2	Funding	Cash flow – delays between expenditure and recompense through grant/funding payments Uncertainty of ownership	Delay to programme	SW Steering Group	5	5	25	High	Feasibility Study - business plan to outline management arrangements. Will need to be developed in future business case stages. Stantec outline of funding sources (arrears) .	4	4	16	Medium	Reduce over time during scheme development
3	Delivery partners	Landowners/crofters refuse to agree to route development, required capital work, signage or promotion.	Route only partially developed or not at all.	SW Steering Group, Stantec	4	4	16	Medium	Feasibility Study - Stantec to engage with SIC planning. Early engagement - call to interest for possible landowners. Routes may need to avoid which may extend route but could be most effective approach.	3	3	9	Medium	Manage risk during scheme development
4	Construction / programme	Delays in route development due to adverse weather	Delay to programme	SW Steering Group	5	4	20	High	Local contractors - use of experienced and proven contractors in Shetland Target to work in the summer/ more ENV constraints (?) Need to identify who takes the risk in development of commercial case of the scheme,	4	2	8	Medium	Transfer the risk to contractors
5	Construction / programme	Delays in route development due to difficulties finding suitable contractors	Delay to programme/ costs	SW Steering Group, SW Project Manager	5	4	20	High	Future work - as part of development of the commercial case (single contractors / multiple contactors). Community Service - limited	3	3	9	Medium	Manage risk during scheme development
6	Funding	Scheme costs exceed budget – major risk given current issues around material prices.	Delay to programme, route only partially developed	SW Steering Group, SW Project Manager	5	5	25	High	Engagement - getting a guarantee Value engineer or re-tender Need to appoint experienced project manager. External funders - outline what extent will they fund contingency. Need to agree contingency amount with funders.	4	4	16	Medium	Manage risk during scheme development
7	Construction / programme	Quality of capital implementation work below required standard	Delay to programme, low visitors numbers, increased costs	SW Steering Group, SW Project Manager	3	4	12	Medium	Materials suitable to withstand weather Quality / price - indemnity below standard	2	3	6	Low	Transfer the risk to contractors
8	Funding	Maintenance costs exceeds provision/funding capacity	Route quality is not sustained impacting visitor numbers and this the expected benefits of the project	SW Steering Group, SW Project Manager	5	5	25	High	Build in/ plan for renewals. Will make use of Paths for all guidance.	3	4	12	Medium	Manage risk during development and operation
9	Design Risks	Low route usage following route - niche product or a less specialist product but with a wider appeal.	Expected benefits from the projects are not realised.	SW Steering Group, SW Project Manager	4	4	16	Medium	Feasibility Study - possible route options will be scored based on alignment to accessibility and attraction objectives.	3	3	9	Medium	Manage risk during development and operation
10	Legal / contract	Route users sustain injury or pursue liability claims	Financial compensation claims	SW Project Manager	3	5	15	Medium	Feasibility Study - route alignment will comply with legislation. Will outline the legal responsibilities and liabilities of route development. Use Nature Scot LDR note. And existing tourism offerings/infrastructure (e.g. voluntary heritage groups/centres).	3	3	9	Medium	Manage risk during development and operation
11	Design Risks	Poor visitor experience – whole product has to be good (route, accommodation, cafes, visitor information etc)	Repeat visitation may be hard to achieve as there is lots of competition across the UK. Expected benefits from the project are not realised.	SW Steering Group	3	4	12	Medium	Integrate Shetland Way with Islands Passport.	2	3	6	Low	Manage risk during operation
12	Delivery partners	Capacity issues on NorthLink / Loganair limit the market for visitors	Expected benefits from the project are not realised.	SW Steering Group	4	4	16	Medium	As project progresses maintain communication with these key stakeholders. Support the case to government to increase capacity. Develop shoulder and out-of tourism seasons through marketing of the route.	3	3	9	Medium	Manage risk during development and operation
13	Delivery partners	Dispute / complaints with landowners once the scheme is up and running	Negative perceptions of the route may lead to protests or complaints	SW Steering Group, SW Project Manager	3	4	12	Medium	Feasibility Study - Stantec to engage with crofters/landowners. Will understand legal responsibilities and liabilities of developing a route or path.	2	3	6	Low	Manage risk during operation
14	Design Risks	Route alignment causes annoyance for locals and landowners	Negative perceptions of the route by local community may lead to public protests or complaints. This could negatively impact use and visitor numbers.	SW Steering Group, Stantec	3	3	9	Medium	Feasibility Study - Stantec to engage with crofters/landowners. Stantec will use outputs to support route development.	3	3	9	Medium	Manage risk during development and operation

Risk Number	Risk Type	Risk Description	Effect of Risk	Risk Owner(s)	Pre-mitigation				Mitigation	Post-mitigation				Risk Strategy
					Likelihood	Impact	Score	Level		Likelihood	Impact	Score	Level	
15	Benefits realisation	Visitors coming to travel the route before all facilities/infrastructure in place	Expected benefits from the project are not realised.	SW Steering Group, SW Project Manager	3	4	12	Medium	Feasibility Study - Will highlight gaps in infrastructure to support the potential demand as result of the Shetland Way. Ensuring good communications around the project so people know what to expect is also important.	2	3	6	Low	Reduce over time during scheme development
16	Benefits realisation	Route alignment does maximise benefits for Shetland as whole not just the mainland	Expected benefits from the project are not realised outside of the mainland.	Stantec	3	4	12	Medium	Feasibility Study - Stantec will score routes options based on project objectives, one of which is around supporting spread of benefits across the island.	2	4	8	Medium	Manage risk during development and operation
17	Environmental	Environmental sensitive areas that require to be avoided on the route	Route only partially developed.	Stantec	4	4	16	Medium	Feasibility Study - Constraints will be mapped and considered during route development.	3	3	9	Medium	Reduce over time during scheme development
18	Environmental	Additional visitors compromise integrity of environmental designations eg SPA, SAC	Negative perceptions of the route may lead to protests or complaints	SW Steering Group, SW Project Manager, Stantec	3	5	15	Medium	Feasibility Study - Constraints will be mapped and considered during route development. Business plan will consider how this is managed in the long-term.	2	3	6	Low	Manage risk during operation
19	Environmental	Archaeological sites minimise route options	Route only partially developed	SW Steering Group, Stantec	3	3	9	Medium	Feasibility Study - Constraints will be mapped and considered during route development. Route options will be developed which avoid sites.	3	3	9	Medium	Accept/ tolerate this risk
20	Environmental	Visitors impacts local wildlife, for example during breeding season for birds.	Loss of local wildlife which is a major an attractor to Islands. Could reduce visitor numbers and create negative perceptions of the route which may lead to protests or complaints.	SW Steering Group, SW Project Manager, Stantec	3	4	12	Medium	Feasibility Study - Constraints will be mapped and considered during route development. Business plan will consider how this managed in the long-term.	3	3	9	Medium	Manage risk during operation
21	Delivery partners	Uncertainty of ownership of the Shetland Way	Route quality is not sustained impacting visitor numbers and this the expected benefits of the project	SW Steering Group	4	5	20	High	Feasibility Study -will outline options available in terms of ownership based on case studies elsewhere in Scotland	4	3	12	Medium	Reduce over time during scheme development
22	Funding	Tender costs higher than funding	Delay to programme/ costs	SW Steering Group, SW Project Manager	4	5	20	High	Feasibility Study - business plan to outline management arrangements. Commercial case will need to be developed in future business case stages.	3	3	9	Medium	Reduce over time during scheme development

Appendix E Funding Sources

FUNDING STREAMS

Ref	Funding option	Funding organisation	LIve/Not Live	Link	Description	Who can apply	Min/Max Funding	Notes	Relevance
1	Places for Everyone	Sustrans	Live (April 2022)	https://www.sustrans.org.uk/our-blog/projects/2019/scotland/places-for-everyone/	Sustrans Scotland provides advice, support and funding for the creation of infrastructure that makes it easier for people to walk and cycle for everyday journeys.	Local authorities, National Parks, Regional Transport Partnerships, further and higher education institutions, housing associations, constituted community groups, development trusts, NHS, public bodies, schools and educational institutions. Private sector organisations may be able to apply in conjunction with their local authority.	n/a		Could help support construction of active travel infrastructure.
2	Pocket Places	Sustrans	Not live (could open 2022 Mar, Jul or Nov).	Pocket Places Scotland - Sustrans.org.uk	Pocket Places supports communities across Scotland to find simple, quick, temporary solutions to improve the look and feel of their streets.	Local Authorities, constituted community groups, public or third sector organisations.	n/a	Delivered within a one-year cycle from design to installation.	Could implement opportunities identified throughthe survey, (parklets, cycle parking, potable water fountains, sitting areas, resting spaces, bins, etc.)on urban or sub-urban core paths.
3	Smarter Choices, Smarter Places (Local Authority Fund)	Paths for All	Live	https://www.pathsforall.org.uk/active-travel/smarter-choices-smarter-places/smarter-choices-smarter-places-1/local-authority-fund	Support for Scottish local authorities to encourage more journeys by foot, bike and public transport.	Local authorities	n/a	Funds, supported by Transport Scotland, are allocated on a population basis to local authorities, to enable projects to be implemented from April 2021.	Could fund active travels maps/signs and information poles throughout the network.
4	Smarter Choices, Smarter Places - (Open Fund)	Paths for All	Live	https://www.pathsforall.org.uk/active-travel/smarter-choices-smarter-places-1/open-fund	Aims to encourage people to change their everyday travel behaviours to cut Scotland's carbon emissions by using buses and community car clubs for longer journeys; walking and cycling for short journeys, and hom-working to replace daily commutes. It will also help tackle health inequalities.	Grant available to support public, third and community sector organisations.	£5000 - £50,000 and need to be match funded.		Could help funding promo material and behaviour change. Already used for 'In Town without my Car'.
5	Active Travel repair stations	Sustrans	Live	https://www.transport.gov.scot/active-travel/active-travel-funding-opportunities/	Installation of bicycle repair stations. The structure accommodates information points/bench.	NHS, colleges, universities and schools.	n/a		Local authorities have applied to this successfully in the past (Fife Council and Dundee City Council). This can be used to add value to currentcore paths network. One installed at Aberdeen Royal Infirmary.
6	eBike Grant Fund	Energy Saving Trust	Closed for applications for 2021/2022	https://energysavingtrust.org.uk/grants-and-loans/ebike-grant-fund/	The funding is available to assist local authorities, public sector agencies, further and higher education institutions, active travel hubs and community groups to adopt ebikes as a sustainable alternative to car journeys. The fund can be used to cover the cost of e-bikes, e-trikes, e-cargo bikes, cargo bikes and trailers, tandems, adapted cycles, and trikes.	Local authorities and public sector organisations.	Category A: up to £25,000 Category B: up to £200,000	Category A: towards projects that will provide opportunities to their communities to trial e-bikes. Category B: towards large-scale fleets of pool bikes or public bikeshare/hire schemes and promoting large scale uptake of e-bikes.	Could be used to support cycle hire scheme being appraised as part of Civitas PORTIS in support of cyclable core paths.
7	Street Design	Sustrans	Not Live	https://www.sustrans.org.uk/our-blog/projects/2019/scotland/street-design-in-scotland/	Design and engagement service, empowering communities to transform their neighbourhoods and urban spaces.	The scheme is open to local authorities, constituted community groups, other public agencies and statutory bodies can be the lead applicant. Applications that demonstrate a partnership approach will score more highly.	n/a	Outline designs that the local authority can progress to detailed design and construction with support from the Places for Everyone fund.	Can provide support for improving neighbourhood urban spaces around the core paths network.
8	The Cycle Fund	Scot Rail	Not Live	https://www.scotrail.co.uk/plan-your-journey/cycling/cycle-fund	The Cycle Fund supports the programme set out by the Scottish Government to increase cycling and active travel. It offers organisations the opportunity to work with us to deliver enhanced cycling infrastructure and encourage as many people as possible to integrate cycling into their everyday journeys.		Up to 50% of project costs.	The Cycle Fund can be used to support projects which will, for example, upgrade connections between stations and other local services such as schools and town centres.	Could be used to help link stations to core paths.
9	The Cycling Friendly Community Fund	Cycling Scotland	Live	https://www.cycling.scot/what-we-do/cycling-friendly/community	Funding for bikes or facilities that make cycling more accessible.		£0 - £20,000	Community groups in Scotland who are looking to increase opportunities for people to cycle can apply.	Could help develop core paths by community groups or local charities/organisations.
10	Cycling Walking Safer Routes fund	Transport Scotland	Live	n/a	The CWSR fund is a ring-fenced grant from Transport Scotland, with £509,000 allocated for 2021/22.		£0 - £509,000	Grant can only be used to undertake works for local cycling, walking and safer routes projects as set out in Transport Scotland's Active Travel Framework.	This funding could be used to deliver core paths as active travel routes.
11	National Lottery Community Fund (National Lottery Awards for All Scotland)	National Lottery Community Fund	Live	https://www.tnlcommunityfund.org.uk/funding/programmes/national-lottery-awards-for-all-scotland#section-1	Projects should bring people together and improve the places and spaces that matter to communities.	Suitable for voluntary or community organisations and public sector organisations to apply.	£300 - £10,000	Funding to support what matters to people and communities.	Could be used to delivery core paths via community organisations.

FUNDING STREAMS									
Ref	Funding option	Funding organisation	LIve/Not Live	Link	Description	Who can apply	Min/Max Funding	Notes	Relevance
12	Regeneration Capital Grant Fund (RCGF)	Government	Live	https://www.gov.scot/policies/regeneration/capital-investment/	The Regeneration Capital Grant Fund, delivered in partnership with COSLA and local government, supports locally developed place-based regeneration projects that involve local communities, helping to tackle inequalities and deliver inclusive growth in deprived, disadvantaged and fragile remote communities across Scotland.	RCGF is open to applications from all of Scotland's 32 local authorities, either individually or if they exercise their functions through an urban regeneration company or another special purpose vehicle.	n/a	Applications to the fund are invited on an annual basis and, where justified, can potentially cover more than one financial year (subject to available budget).	To deliver paths and tackle inequalities through improving connectivity.
13	Creative Scotland Open Fund for Individuals	Creative Scotland	Live	Open Fund | Creative Scotland	The Open Fund is one of Creative Scotland's key funding programmes, supporting the wide range of activity initiated by organisations, artists, writers, producers and other creative practitioners in Scotland.	Individuals	n/a		Could be used to develop artwork along core paths.
14	Open Fund: Sustaining Creative Development	Creative Scotland	Live	Open Fund | Creative Scotland	The Open Fund is one of Creative Scotland's key funding programmes, supporting the wide range of activity initiated by organisations, artists, writers, producers and other creative practitioners in Scotland.	Organisations	n/a		Could be used to develop artwork along core paths.
15	Place Based Investment Programme	Government	Live	Capital investment for regeneration - Regeneration - gov.scot (www.gov.scot)	The Place-Based Investment Programme (PBIP) is being used to link and align place-based funding initiatives. The aim of the PBIP is to ensure that all place based investments are shaped by the needs and aspirations of local communities and accelerate our ambitions for place, 20-minute neighbourhoods, town centre action, community led regeneration and community wealth building.	Local authorities	n/a		Could support the extension of the current Core Paths Network to create 20-minute neighbourhoods.
16	Social Housing Partnership Fund	Cyclign Scotland	Live	https://www.cycling.scot/what-we-do/cycling-friendly/social-housing-fund	Registered Social Landlords can apply to make improvements for residents living in social housing across Scotland to be healthier and more active through walking and cycling.	Housing Associations and Registered Social Landlords.	£0-£25,000		Working with housing associations and landlords this can help deliver or improve core path links into social housing estates.
17	Community Paths Grants	Paths for All	Now closed to applications for 21/22	https://www.pathsforall.org.uk/community-paths/cmp-grants	This grant supports communities to create, promote and maintain local community paths and active travel routes.	Open to any constituted community group that have their own bank account. Community organisations and registered community charities such as community councils, development trusts and community woodland groups working in Scotland can all apply for our funding.	n/a	To be eligible for our Community Paths grants, your project must provide opportunities for people to get more physically active outdoors and in contact with nature. You can use our funding to create, promote and maintain community paths.	Working together with community organisations this grant can help extend the Core Paths Network creating a sense of community ownership.
18	Community Active Travel Grants	Paths for All	Now closed to applications for 21/22	https://www.pathsforall.org.uk/community-paths/cmp-grants	You can use the funding to: Promote and signpost active travel routes; Improve and develop routes that will make it easier to walk, wheel and cycle when making short everyday journeys; Maintain active travel routes and ensure that they are accessible.	Local authorities, National Parks, Regional Transport Partnerships, further and higher education institutions, housing associations, constituted community groups, development trusts, NHS, public bodies, schools and educational institutions. Private sector organisations may be able to apply in conjunction with their local authority.	£0-£3,000	To be eligible for this grant, your project must demonstrate how it will increase people's knowledge about sustainable transport choices available to them.	Working together with community organisations this grant can help extend or maintain the Core Paths Network creating a sense of community ownership.

Appendix F Business Case Guidance

Appendix F Business Case Guidance

OVERVIEW

1.1.1 This note provides a useful overview of each section of the business case and the requirements at each stage (i.e. Strategic Business Case, Outline Business Case and Final Business Case) of the process.

The Strategic Case

1.1.2 The strategic case determines whether or not an investment is needed, either now or in the future. It should demonstrate the case for change – that is, a clear rationale for making the investment; and strategic fit, how an investment will further the aims and objectives of the organisation. The strategic case provides the greatest emphasis for going ahead with a project at an early stage, and should provide a shortlist of options at the strategic outline business case stage.

1.1.3 More specifically, the strategic case should specify the business need for a project. What need will be met by the project and why it is needed now? This should be put into context by examining existing arrangements and be used to draw up a series of investment aims. The investment aims then need to be assessed against what the organisation (and wider Government) wants to achieve as a whole. Determining the case for change and strategic fit should be an iterative process as a business case develops, and always supported by robust evidence, such as identifying key risks and constraints. Consulting main stakeholder groups is an important step in identifying aims.

1.1.4 Consideration of the strategic case by an investment committee is likely to include a comparison with other similar interventions that address the same problems to those identified in the business case. The strategic case should aim to identify the relative merits and drawbacks of a scheme. The questions likely to be asked by an investment committee include:

- What is/are the identified problem(s), with timescales and the key drivers?
- What would happen if the scheme didn't go ahead? Why is the scheme needed now?
- Who are the target and/or affected population(s) and what is known about their needs, current behaviours and attitudes?
- What are the aims of the proposed scheme, and how do they address all the problems identified?
- How does the proposed scheme draw on evidence about what has worked in the past and/or understanding of existing and potential barriers to behaviour change?
- What are the attitudes of key groups (e.g. the general public, residents, businesses and wider stakeholders) to the proposed scheme and how have those attitudes informed the strategic plan?
- What was the process for generating and shortlisting options?
- What is the scope of the project?
- What are the constraints and dependencies, in light of other programmes and projects which are underway?

- What are the high-level strategic and operational benefits envisaged? How do they link to the objectives of the scheme?
- What will constitute success for the project, and how will it be measured? Is there a clear logic model for how the outcomes will be achieved? What wider impacts will the project have?
- What are the main risks to the business in taking the project forward?
- How does the scheme contribute to key objectives, including wider transport and government objectives?

1.1.5 The table below sets out how and when the requirements of the strategic case should be outlined (initial findings), completed (a full assessment) and updated (past information is verified and new information incorporated) for each iteration of the business case. Blank/no colour indicates 'optional' where evidence should be provided if relevant.

Table 1: Contents of the Strategic Case

Issue	Description	Strategic	Outline	Final
Business Strategy	Provide the context for the business case by describing the strategic aims and responsibilities of the organisation responsible for the proposal	C	U	U
Problem identified	Describe the problem identified. What is the evidence base underpinning this? Is there justification for intervention?	C	U	U
Impact of not changing	What is the impact of not changing?	C	U	U
Drivers for change	What is driving the need to change?	C	U	U
Objectives.	Objectives Establish specific, measurable, achievable, realistic and timebound objectives that will solve the problem identified. Ensure that they align with the organisation's strategic aims.	C	U	U
Measures for success	Set out what constitutes successful delivery of the objectives.	C	U	U
Scope	Explain what the project will deliver and also what is out of scope.	C	U	U
Constraints	High level internal/external constraints e.g. technological environment, is there capability to deliver in-house, major contracts with provider, etc.	O	C	U
Interdependencies.	Internal/external factors upon which the successful delivery of project are dependent.	O	C	U
Stakeholders	Outline the main stakeholder groups and their contribution to the project. Note any potential conflicts between different stakeholder groups and their demands.	O	C	U
Options	Set out all the options identified (including do nothing) and evaluate their impact on the proposal's objectives and wider public policy objectives.	O	C	U

The Economic Case

1.1.6 The economic case assesses options to identify all their impacts, and the resulting value for money. The impacts considered are not limited to those directly impacting on the measured economy, nor to those which can be monetised. The economic, environmental, social and distributional impacts of a proposal are all examined, using qualitative, quantitative and monetised information. In assessing value for money, all of these are consolidated to determine the extent to which a proposal's benefits outweigh its costs.

1.1.7 The table below sets out the contents of the socio-economic case, using the same colour coding as adopted in the strategic case.

Table 2: Contents of the Socio-Economic Case

Issue	Description	Strategic	Outline	Final
Introduction	Outline approach to assessing value for money.	C	U	U
Options appraised	Options appraised	C	U	U
Assumptions	List any assumptions supporting the analysis.	C	U	U
Sensitivity and Risk Profile	Set out how changes in different variables affect the Net Present Value/Net Present Cost. The risk profile should show how likely it is that these changes will happen.		C	U
Benefits and Costs appraisal.	Outline benefits and costs	O	C	U
Value for Money Statement	Value for Money Statement	O	C	U

The Financial Case

1.1.8 The financial case involves undertaking a full financial appraisal of the preferred option, based on resource accounting and budgeting principles, including information on funding, budgeting over the life of the project and scheme cash flow. At this stage it is important to be continually identifying risks and uncertainties that could affect the project's affordability. Key questions which will be asked include:

- How much does the project cost each year? Who is paying for it?
- Are the various types of cost (admin, resource and capital) clearly identified? Do they have budget cover in each of the years in which they fall (i.e. are they affordable)?
- How reliable and committed are third party funders to the project?
- If funding for the project involves borrowing (e.g. from the government or wider market), how robust is the arrangement? Are there risks associated with servicing the repayment and interest?
- What are the key financial risks? Have these been quantified? Is there a robust risk management strategy?

- What are the accounting implications (e.g. is it on/off the public sector balance sheet)?

1.1.9 The table below sets out the contents of the financial case, using the same colour coding as adopted in the strategic case.

Table 3: Contents of the Financial Case

Issue	Description	Strategic	Outline	Final
Introduction	Introduction Outline the approach taken to assess affordability.	O	C	U
Costs	Provide details of: • the expected whole life costs; • when they will occur; • breakdown and profile of costs by those parties on whom they fall; and • any risk allowance that may be needed (in the event of things going wrong).		C	U
Budgets / Funding cover	Provide analysis of the budget/funding cover for project. Set out if relevant, details of other funding sources (e.g. third party contributions, fees)	O	C	U
Accounting implications	Describe expected impact on organisation's balance sheet.			

The Commercial Case

1.1.10 The commercial case provides evidence on the commercial viability of a proposal and the procurement strategy that will be used to engage the market. It should clearly set out the financial implications of the proposed procurement strategy. It presents evidence on risk allocation and transfer, contract timescales and implementation timescale as well as details of the capability and skills of the team delivering the project and any personnel implications arising from the proposal. Key questions which will be asked include:

- Is there a robust contracting and procurement strategy?
- Is the risk transfer supported by incentives (positive or negative) that prompt the intended outcomes, e.g. will the contractor lose money if there are any cost overruns?
- Who is taking marginal risk, including on planning consent, demand, revenue availability and integration risk?
- How was the proposed procurement approach developed?
- Is there a developed market for the proposed procurement approach and financing arrangements?
- How confident are we that appropriate contractual / commercial arrangement can be defined to make the structure and risk transfer work in practice?
- Is the proposed risk allocation consistent with the cost estimate?
- How does the mechanism incentivise performance, efficiency and innovation?

1.1.11 The table below sets out the contents of the commercial case, using the same colour coding as adopted in the strategic case.

Table 4: Contents of the Commercial Case

Issue	Description	Strategic	Outline	Final
Introduction	Outline the approach taken to assess commercial viability.	C	U	U
Output based specification	Summarise the requirement in terms of outcomes and outputs, supplemented by full specification as annex.	O	C	U
Procurement strategy	Detail procurement/purchasing options including how they will secure the economic, social and environmental factors outlined in the economic case	O	C	U
Sourcing options	Explain the options for sources of provision of services to meet the business need		O	C
Payment mechanisms	Set out the proposed payment mechanisms that will be negotiated with the providers.)		O	C
Pricing framework and charging mechanisms	To include incentives, deductions and performance targets.		O	C
Risk allocation and transfer	Present an assessment of how the types of risk might be apportioned or shared, with risks allocated to the party best placed to manage them subject to achieving value for money.		O	C
Contract length	Set out scenarios for contract length (with rationale) and proposed key contractual clauses.		O	C
Contract management	Provide a high level view of implementation timescales. Detail additional support for in service management during rollout / closure. Set out arrangements for managing contract through project / service delivery.		O	C

The Management Case

1.1.12 This section should detail the project management plans, outlining the framework for managing risk, benefit realisation, post-project evaluation and the project as a whole. Within the risk management framework, it is important to fully consider all options available for risk mitigation, and for a risk register to be drawn up identifying which party is responsible for each risk. As part of the benefits realisation criteria, this section should include the history of similar schemes from the past and any lessons learned should be recorded. The following questions are likely to be asked:

- Who is the lead client/sponsor?
- What are the key go/no go decision points? Is it clear what would happen at each stage after a go/no go decision?
- Who is in charge? Is there a project board or similar? Are they following best practice (e.g. by being able to answer these questions satisfactorily)? And are they properly skilled?
- What is the allocation of roles and responsibilities? Who has the final say on committing fund/accepting risk?

- What is the composition of the project board (e.g. is it people who take decisions, or are they people who simply represent interests)? Do they have the relevant skills and experience?
- What are the metrics: milestones, targets, desired outcomes and wider impacts? Is there a programme for measuring/evaluating them? Is there a clear logic model for how the outcomes will be achieved?
- What is the proposed reporting and approval process?
- How are stakeholders involved? Are they being managed?
- Where they employ a programme manager externally, do they have the skills and capacity to manage the programme manager?
- Who is advising the client? Are they credible in the context of the project? What is their track record in the field?
- What risks are left with the client? What are the cost implications and how will they be managed? What would be the impact if the risk materialised?
- Who has assessed risk? Are they an expert in the field? Do we need/have an independent view?
- Does the project have independent assurance in place?

1.1.13 The table below sets out the contents of the management case, using the same colour coding as adopted in the strategic case.

Table 5: Contents of the Management Case

Issue	Description	Strategic	Outline	Final
Introduction	Outline the approach taken to assess if the proposal is deliverable.	C	U	U
Evidence of similar projects	If possible, provide evidence of similar projects that have been successful, to support the recommended project approach. If no similar projects are available for comparison, outline the basis of assumptions for delivery of this project.	C	U	U
Programme / project dependencies	Set out deliverables and decisions that are provided/received from other projects.	O	C	U
Governance, organisational structure & roles	Describe key roles, lines of accountability and how they are resourced.	C	U	U
Programme / project plan	Plan with key milestones and progress, including critical path.	O	C	U
Assurance & approvals plan	Plan with key assurance and approval milestones.	C	U	U
Communications and stakeholder management	Develop communications strategy for the project.	O	C	U
Programme / project reporting.	Describe reporting arrangements.	O	C	U
Implementation of work streams	Summary of key work streams for executing the work.			

Issue	Description	Strategic	Outline	Final
Key issues for implementation	Issues likely to affect delivery and implementation.			C
Contract management	Summarise outline arrangements. Confirm arrangements for continuity between those involved in developing the contract and those who will subsequently manage it.			C
Risk management strategy	Arrangements for risk management and its effectiveness so far.	O	C	U
Benefits realisation plan	Set out approach to managing realisation of benefits.		O	C
Monitoring and evaluation	Summarise outline arrangements for monitoring and evaluating the intervention.		O	C
Contingency plan	Summarise outline arrangements for contingency management such as fallback plans if service implementation is delayed.			C
Options	Summarise overall approach for project management at this stage of project.	O	C	U