

# *The Tide is Turning ...five years on*

DEVELOPMENT PLAN 2005



ORKNEY

WESTRAY DEVELOPMENT  
TRUST IS A MEMBER  
OR AN ASSOCIATE OF



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ORKNEY RENEWABLE ENERGY FORUM





**Westray is the largest of Orkney's North Isles  
with a population of nearly 600.**

**Agriculture and fishing remain our core industries,  
complemented by an ever-growing tourism scene.**

**We have a beautiful environment with some stunning scenery  
and a very strong sense of community.**

**We also have an impressive pool of local skills and talent  
which is evident in the community's creativity.**

WESTRAY DEVELOPMENT TRUST was established in 1998 with a remit to address some of the socio-economic factors that were causing population decline. The first Development Plan, "Turning the Tide" (published at the end of 1999) paved the way for a number of successful projects that have bolstered community confidence and created substantial interest in the island's regeneration.

With most of the 10 year targets being achieved within 5 years, the Trust has enjoyed wide-spread

recognition as a model of good practice in rural community development.

Because of the first plan's success and the fulfilment of many of its project aims, this new plan has been created as its successor. It has followed the same extensive public consultation process as its predecessor in order to ensure wide community support. The release of the plan also co-incides nicely with the community's moving on from the first phase of the Scottish Executive's Initiative at the Edge project.

## **VISION:**

***"To develop the economic, social and cultural sustainability of our community by harnessing the quality of our resources, people and island environment."***

WESTRAY DEVELOPMENT TRUST is a company limited by guarantee and has charitable status. Everyone within our community is invited to become a member. The Board of Directors are elected from within the Westray community and serve for fixed terms of three years on a rolling basis so that we have elections each year. These are held at the Annual Meeting, which is also used as a time to review progress. The Board meets several times a year but the real work-horses of the Trust are the sub-groups

which focus on specific projects. These sub-groups are made up of people from throughout the community and also include some people from elsewhere who are invited to share their expertise.

This is a plan for our whole community, not just the Westray Development Trust. We will now work with our partners to implement this plan, recognising that the Trust and its sub-groups will not always be the most appropriate lead organisation or agency to enact a particular project.

### **We have set the following criteria against which to monitor and assess projects:**

- Sustainability – meeting our sustainable development standards.
- Partnership – securing the practical support of partners.
- Impact – gauging social, environmental, economic and cultural consequences.
- Integration – fitting projects within the overall strategy.
- Funding – assessing whether the project is likely to attract contributory funding.
- Innovation – determining whether the project compliments or duplicates existing provision.
- Achievability – fitting projects to a realistic timescale.

**Much has been achieved and much remains to be achieved but our vision remains unchanged.**





# Housing

Everyone needs somewhere to live.

**the  
civic  
trust**

Housing is a pre-requisite of job creation, but there is difficulty in persuading the relevant agencies of need when homelessness is not a major issue.

We will strive to increase the quality and quantity of our housing stock, including new build and restoration of older buildings.

We will also continue to assist people who wish to move to Westray.

## **Projects Include:**

- *Achieve suitable, affordable, accessible housing, including rentable options*
- *Provide property information on web site*
- *Re-establish an active Buildings Preservation Trust*



# Agriculture & Fisheries



These are our primary industries, our major existing employers and are central to the future of our island. They have extensive environmental implications and we are aware that national decisions have powerful effects on these industries.

Our priorities are to support, encourage and enhance existing industries.

We aim to protect farming interests whilst supporting appropriate local access and will promote environmental projects to both industries.



## **Projects include:**

- *Develop schemes to encourage young people into the industry*
- *Achieve an effective slipway at Gill Pier*
- *Research alternative produce and crops (e.g. oil and other fuel crops, mussels, oysters etc.) and seek ways to add value to farming and fishing by-products*







We place real value on our existing businesses and are committed to supporting them.

New businesses may encourage people to move to our island and also help create greater opportunities for local people.

# Other Industries & Businesses



*Health and beauty salon and products*

This requires appropriate information and guidance.

We are keen to support apprenticeship / training opportunities and to look at further ways of adding value to existing local industries.

## Projects include:

- Develop a flagstone quarry
- Develop a food processing factory
- Develop light engineering and garage facilities for all vehicle types



# Youth & Children

We value our young people and see them continuing to play a leading role in the future of the island.



We will plug the gaps in provision of services and resources for our young people, listen and respond to their needs and encourage our partners to involve them in decision-making affecting their future.

We will also continue to promote the Höfn as a facility for the whole community.



## Projects include:

- Maintain Youth Development Worker post
- Secure ongoing funding for continuation of the Höfn and related services
- Develop the student placement scheme
- Organise more training events to enhance youth and children's provision





# Care Needs

Westray has a strong sense of community.

We want to care for our elderly and those with special needs on the island, avoiding upheaval and providing valuable employment and training opportunities.

A care centre providing residential, respite and day care is to be opened in Westray in 2005. We need to ensure that community input remains strong.

#### Projects include:

- Monitor the quality and quantity of care provision throughout the island
- Promote training and career opportunities in care





A Westray Buildings  
Preservation Trust project



Westray has a rich (and relatively untapped) heritage: archaeological, historical, natural and genealogical.

# Heritage

We are committed to preserving and developing these resources.

## Projects include:

- Carry out an audit of archaeological sites and artifacts with a view to repatriation
- Consolidate archaeological sites, with public access being a prime consideration
- Establish an integrated database of genealogy with all other local information



Archaeological dig at Berst Ness



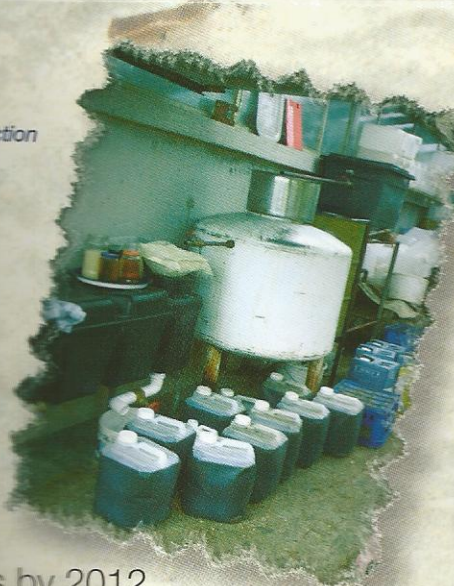
Biodiesel production

Westray has enormous potential for renewable energy.

We aspire to 100% equivalent energy production from community renewable projects by 2012.

Partnership and community schemes have the potential to produce significant revenue for community benefit.

# Renewables



## Projects include:

- Implement renewable plan
- Implement partnership with Unst in Shetland to develop complementary projects
- Develop renewable related light industry
- Produce and sell bio-diesel
- Develop wind turbine sites





# Tourism



Tourism is already vital to our economy, sustaining existing services and offering opportunities for employment and diversification.

We will continue to develop this with due consideration for the needs of other sectors and for the unique environmental qualities that are so central to our tourism.

We will also work to raise local awareness on the benefits of a strong visitor industry.



## Projects include:

- *Implement the Westray and Papay Tourism Development Plan*
- *Develop marina facility to encourage visiting yachts*
- *Encourage cruise liner business*
- *Develop recognised walks*
- *Create a Tourist Information Point*
- *Foster the development of varied, affordable and quality visitor accommodation (there is a shortage of B&B)*





# Arts & Crafts



We have an exceptionally creative community with a wealth of artistic talent and skills.

Quality is at the heart of our work and is nurtured by the Crafts Association for both Westray and Papay.

Huge strides have already been made in this area with the development of a gallery, studio space, accommodation for artists in residence and the expanding Craft Trail.



## Projects include:

- Promote and expand the Craft Trail and develop web presence
- Promote a continuing programme of education and training
- Market our arts and crafts both nationally and internationally

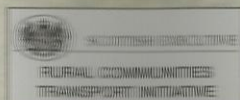




# Transport

Good transport links are our lifeline as an island community. We recognise the quality of our existing transportation network and are committed to playing an active role in its protection and enhancement.

We will continue to research and investigate transport issues as well as lobbying for compensation over the exorbitant fuel costs faced by islanders.



## Projects include:

- *Basing the ferry to Mainland Orkney in Westray*
- *Support and lobby for reduced fuel costs and road taxation*
- *Investigate the viability and impact of fixed road links, particularly between Westray and Papa Westray*
- *Achieve strong Isles representation on the Board of Orkney Ferries*







# Education & Training

Good quality educational opportunity for all is crucial to our community.

This has begun to be addressed through improved access to information technology.

To make full use of the developing opportunities, Westray has to be at the forefront of communications technology.

We will continue to encourage the already large uptake of education and training courses and urge the local delivery of educational opportunities whenever possible.

## Projects include:

- *Develop a purpose-built Learning Centre with adequate staffing and secure revenue funding*
- *Encourage the spread of Broadband technology*
- *Provide a wider range of adult education classes*





# Sustainability

The Development Trust is proud of community efforts to date but there are limits to what can be achieved long-term.



If long-term trends such as depopulation are ever to be reversed, a positive policy of decentralisation within the Orkney Islands community as a whole is required. All public agencies can address this but the Local Authority and Enterprise Company should lead it. We will continue to press for this and will work with other communities to do so. We will also encourage co-operation and partnership between agencies working with our community.

The Trust was formed through community consultation and values the ongoing support and involvement of the community. We will continue to consult and inform throughout the Westray community. We will strive to attain the long-term sustainability of the organisation itself through reliable revenue streams and we will work to achieve ongoing funding for the post of Local Development Officer, the importance of which cannot be overstated.



## Projects include:

- *Achieve the decentralisation of public sector jobs and promote such a culture amongst agencies*
- *Publicise the work of the Trust through regular newsletters, our web site and other local media*
- *Secure the longer-term future of the Local Development Officer post*
- *Secure longer-term revenue funding for Westray Development Trust*
- *Network with other communities and representative bodies*
- *Explore the possibility of developing a Local Initiative Fund (LIF)*



# Environment

We want to increase awareness of the importance and potential of our local environment. This should be done by recognising the quality of our environment as a priceless resource, and promoting it both locally and further afield.



We will work with local and other relevant bodies to enhance various sites, improving awareness, access and interpretation through local consultation.

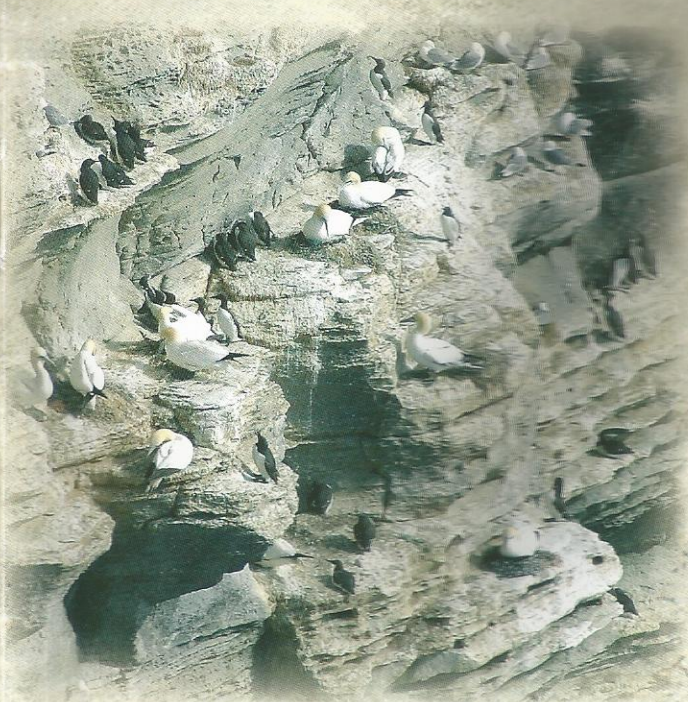
We will actively encourage recycling with a view to sustainability and will liaise with environmental bodies and local farmers on environmental projects.

*Primula Scotica*



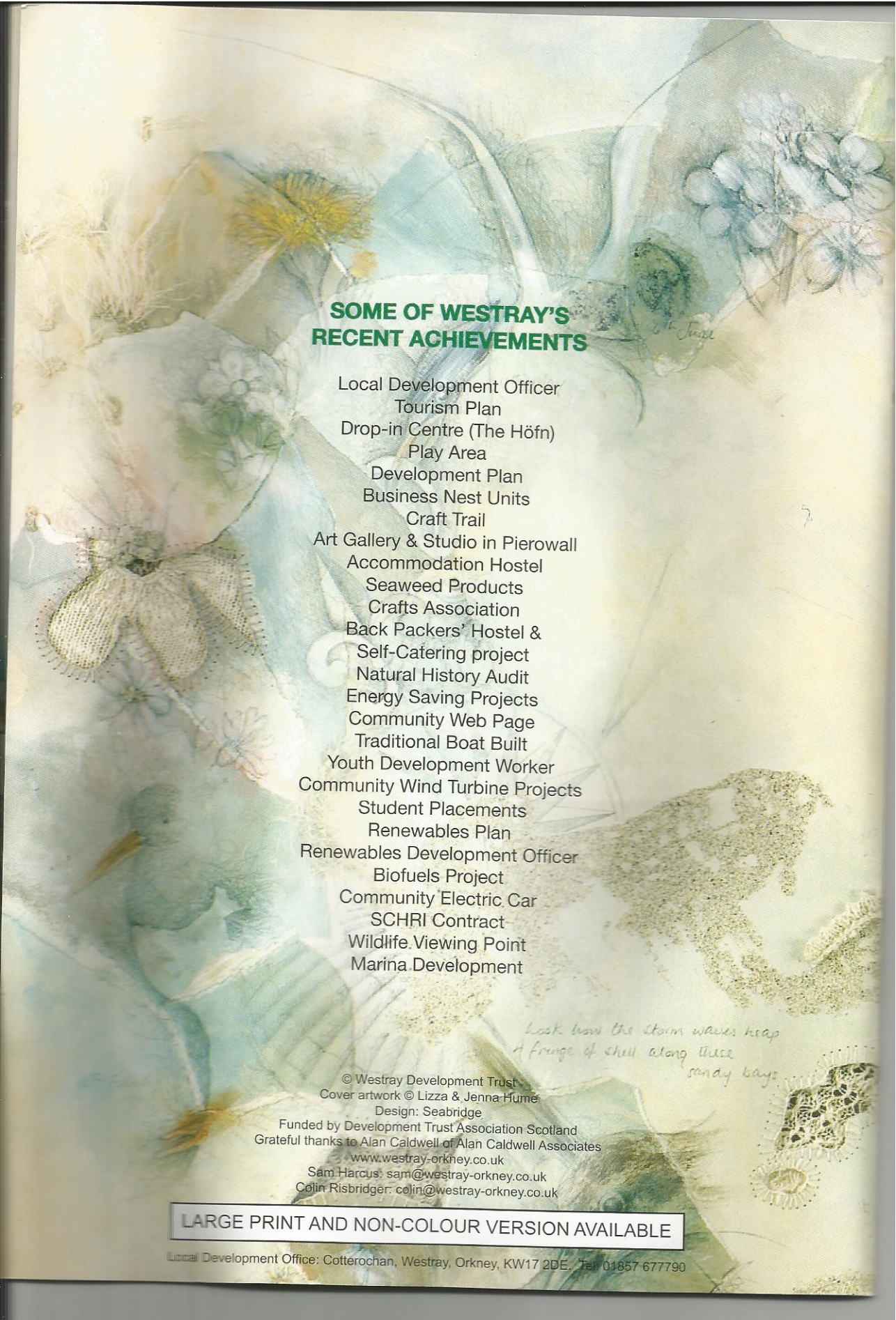
## PROJECTS INCLUDE:

- Enhance recycling and waste-disposal facilities
- Organise beach cleans
- Develop "honey pot" sites identified in the environment report



*Gannets nesting at Noup Head, 2004.*





## SOME OF WESTRAY'S RECENT ACHIEVEMENTS

Local Development Officer  
Tourism Plan  
Drop-in Centre (The Höfn)  
Play Area  
Development Plan  
Business Nest Units  
Craft Trail  
Art Gallery & Studio in Pierowall  
Accommodation Hostel  
Seaweed Products  
Crafts Association  
Back Packers' Hostel &  
Self-Catering project  
Natural History Audit  
Energy Saving Projects  
Community Web Page  
Traditional Boat Built  
Youth Development Worker  
Community Wind Turbine Projects  
Student Placements  
Renewables Plan  
Renewables Development Officer  
Biofuels Project  
Community Electric Car  
SCHRI Contract  
Wildlife Viewing Point  
Marina Development

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**LARGE PRINT AND NON-COLOUR VERSION AVAILABLE**

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