

Shetland Amenity Trust



Annual Report 2015/2016



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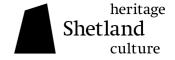
INTRODUCTION

July 2015 saw the launch of the €3.92 million Follow The Vikings project . Shetland Amenity Trust is the lead partner in this exciting transnational project which has 15 full partners and 10 associate partners with a geographical spread over 13 countries.

The 4-year project will celebrate Viking heritage throughout Europe and will have a particular emphasis on creativity and culture, including the creation of a website and an international touring event. There will also be an emphasis on training volunteers at a local level and skills exchange.

The project will seek to develop audiences through a variety of new technologies, build business models through sharing best practice and will strengthen the international network of professionals and institutions working in the field of Viking heritage.

As we approach the end of the year, the prospect of further reductions in core funding will bring new challenges to the Trust in its role as a champion of Shetland's Culture and Heritage. We are confident that we will be able to continue to deliver a high quality service to Shetland.



TRUST OBJECTIVES

The Trust objectives are:

(a) The protection, improvement and enhancement of buildings and artefacts of architectural, historical, educational or other interest in Shetland with a view to securing public access to such buildings and the permanent display for the benefit of the public of such artefacts for the purposes of research, study or recreation.

(b) The provision, development and improvement of facilities for the enjoyment by the public of the Shetland countryside and its flora and fauna, the conservation and enhancement for the benefit of the public of its natural beauty and amenity and the securing of public access to the Shetland countryside for the purposes of research, study or recreation.

(c) Such other purpose or purposes charitable in law as the Trustees shall from time to time determine.

General

At the Trust's AGM in September 2015 Mr L. Johnston retired from the Trust. A secret ballot was held at which 4 nominations were considered and Mr A. Blackadder, Mr B. Gregson and Mr J. Henry were re-elected as Trustees and Mr A. Hamilton was elected. They will serve for 4 years.

At this AGM, Mr B. Gregson was re-elected as Chairman and Capt G. Sutherland as Vice-Chairman.

Due to other commitments, Mr I. Kinniburgh stood down as a Trustee in October 2015 and Mr J. Henry also stood down in February 2016.

Trustees

At the year-end there were nine Trustees as follows:

Mr George Andrew Blackadder

Mr Brian Philip Gregson

Mr Alastair Robert Hamilton

Mr Derek Jamieson

Mr Edward John Knight

Mr Frank Andrew Robertson

Captain George Halcrow Sutherland

Dr Jonathan Witney Garriock Wills

Ms Vaila Wishart



INTERNATIONAL CO-OPERATION

Shetland has an excellent reputation for playing its part in international networks and as a consequence of its geographic location, it is eligible to participate in a whole range of transnational programmes, taking full advantage of the funding opportunities which they provide. Being a part of a network enables individual organisations to share their expertise and develop mutually beneficial projects which further develop and enhance the strategic objectives of each individual organisation.

The Viking World

Work continues with putting Shetland firmly on the Viking map with involvement in a range of Viking related projects. Both the Trust's General Manager and Admin



Manager serve on the Board of the Destination Viking Association as Chairman and Secretary respectively. The Association is a multi-national organisation run on a voluntary basis which is open to museums, academic institutions, commercial enterprises and non-profit organisations who, based on pedagogic principles, present the historic and cultural heritage of the Viking Age. Since June 2012, the Association has been the manager of the Council of Europe's Viking Cultural Route.

The Trust, acting as lead partner, submitted a €3.92 million funding application to the EU Creative Europe Programme in October 2014 for the Follow The Vikings project and we were delighted to receive the news in April 2015 that

FOLLOW THE

VIKINGS

Co-funded by the
Creative Europe Programme
of the European Union

the application had been successful. The project has 15 partners and 10 associate partners (all of whom are also members of the Destination Viking Association).



The Trust General Manager enjoying time out with delegates from the Spanish Follow the VIkings partners, Cancello de Catoira

It celebrates Viking heritage throughout Europe with a particular emphasis on creativity and culture, including the creation of a website and an international touring event or Roadshow. There is also an emphasis on training volunteers at a local level and skills exchange. All this will raise the visibility of the Council of Europe's Viking Cultural Route.

The project went "live" on 1st July, 2015 and will continue until 30th June, 2019. The first Steering Committee was held in Shetland during July when partners had the opportunity to familiarise themselves once again with the project's aims, objectives and outputs and start the planning process for the first seminar and the roadshow. The Project Manager, Helen Smith, took up the position in August.



The second Steering Committee was held in conjunction with the first seminar entitled "Presenting the Vikings - Didactic Issues & Oral Presentations". This was held at Fotevikens Museum, Sweden in mid-November and was attended by the project management team from Shetland Amenity Trust, together with representatives and staff members from the other partners. In addition, external speakers attended to share their expertise.

The Artistic Director for the international touring event, Craig Morrison, was appointed in early November and also attended the Steering Committee and seminar in Sweden. This gave him the opportunity to make personal contact with partners prior to visiting the roadshow locations.

Planning is now well underway not only for the roadshow which will launch to the public in 2017, but also for the second seminar "Presenting the Vikings - the European Perspective". This will be held in Catoira, Spain in May 2016.

Geopark Shetland

Shetland was officially accepted as a member of the European Geoparks Network in September 2009 during the European Geoparks Network



conference and this was formally acknowledged at the Global Geoparks Conference in Malaysia in April 2011. Following an extremely thorough process, Geopark Shetland was revalidated in 2013 for another 4 years. Staff continued to participate in European and Global meetings throughout the year.

Working with 6 partners ranging from Canada in the West to Russia in the East, Geopark Shetland secured funding from the Northern Periphery & Arctic Programme for the 3-year Drifting Apart project. The 3 Scottish Geoparks are joint partners, with Shetland as the administrative lead for Scotland.

Membership of these networks puts Shetland on the map as a key player in world heritage at a time when Europe is placing considerable emphasis on the importance of culture and heritage as a growth area.



Drifting Apart dlegates on a field visit during a partner meeting.



SHETLAND MUSEUM & ARCHIVES

Strategic Objectives:

- Acquire and preserve objects and information for the public benefit.
- Use collections to improve the quality of life in Shetland, promote a sense of place and belonging and of local pride and enhance Shetland's image nationally and internationally.
- Advise and promote good standards of collection care and interpretation to the network of Shetland museums and heritage groups.
- Create and instigate exhibitions, publications and events that are thought-provoking, inspiring, educational and enjoyable.
- Provide support and assistance to visitors and users of the facility so that they have an outstanding experience which makes them want to return.

General

The Shetland Museum and Archives is the top visitor attraction in Shetland, attracting over 80,000 visitors annually, and continues to draw visitors from all backgrounds and ages. Shetland Museum and Archives has a 5-star VisitScotland Quality Assurance Award. It also has full accreditation status by the Arts Council/ Museums Galleries Scotland and is a repository for documents approved by the Keeper of the Records of Scotland

Collections

A particularly successful year for the collection saw many interesting and unexpected acquisitions, including Viking finds from Unst; grain processing equipment; a model sailing ship; an 1873 painting of Clift Sound; and personal effects of WWI sailors and soldiers. Especially important were the lifetime lichenology collection of Kery Dalby and



A few of the varied social history acquisitions of 2015-2016.

1840s portraits by local artist John Irvine.
The Treasure Trove panel awarded the Shetland
Museum and Archives the excavation assemblage from
the Scatness archaeological dig. Thanks to generous
sponsorship from Northlink Ferries, we took delivery
of the shipment during the year and work has now
commenced on the huge task of cataloguing and storage
of the artefacts.

Dr Noel Fojut delivered the 2015 memorial lecture, "Iron Age Shetland reconsidered in the light of Old Scatness", and launched the final Scatness excavation volume at the event.

The latest phase in the Trust's boatbuilding apprenticeship took place with the relocation of stored maritime collections to the new Staney Hill boat workshop. Over 2 weeks, staff redistributed artefacts between the offsite store and the Museum Boatshed, allowing both better storage conditions and easier access



The photographic collection had a major upgrade, with changeover to an improved database. This web-hosted system allows more intuitive searching, is more configurable to our needs and facilitates online customer orders.

Archive donations this year have mostly consisted of smaller, but still very valuable, sets of papers. A collection which belonged to former Anderson Institute Rector A.T. Cluness was received, including several unpublished novels by him and a number of short stories. In another donation was an exceptionally rare photograph of the Ordnance Survey at Brae in 1877. A set of papers originating from several former residents of Bressay and Noss provided fascinating insights into the trips made to South Georgia by Thomas Laurenson (1906-1980), as well as useful information concerning life in the islands during last century. We also received a small collection of papers from the late Doreen Waugh, place-name scholar, and a sizeable body of material owned by antiguarian book seller Barry Duncan, London. The Duncan papers include extensive correspondence between Duncan and several prominent Shetlanders, including antiquarian E.S. Reid Tait and poet Billy Tait. We were able to purchase this set of papers thanks to a generous grant from the Friends of the National Library. This is the first time we have applied to the Friends for financial help with an acquisition, and this may be a useful avenue to keep in mind for the future. In addition to our paper collections, archives staff discussed the subject of digital preservation. With more and more information being created and stored electronically, this is a major issue for all archival institutions. Our own collections include a large number of databases, scans and other digital material, and in the years to come we expect to receive donations of hard drives, disks, memory sticks and other digital media. Putting in place ways of maintaining and making accessible this kind of material is very important, and a member of archives staff has signed up to do a course



The museum's small boat collection moved one-by-one to the new workshop.

on the subject via the Centre for Archive & Information Studies at Dundee University. We are in the very early stages of thinking about digital archiving, but it is sure to be an increasingly prominent element of our work in the years ahead.

Exhibitions

Two major exhibitions were created during the year. In summer we highlighted the traditional bedcovers in Taatit Rugs: The Pile Bedcovers of Shetland. The eye-catching show featured items from our collection, plus loans from the community, and the exhibition was complemented by tours and an attractive publication that presented the background research into a subject that has been investigated for the first time.





The tatted rugs exhibition highlighted traditional bed covers.

In autumn we produced James Robertson, the Shetlander who mapped Jamaica, a partnership event grant-aided by Museums Galleries Scotland, supported by the National Library of Scotland (NLS) and featuring loans from 3 organisations. It opened with lectures by Joanne Wishart, Assistant Archivist, on Robertson's life, and Chris Fleet from NLS on marine charts. NLS Education Officers and our own learning staff delivered workshops to schools introducing them to map making, and we hosted class visits for mapping workshops. Aberdeenshire Museums requested the loan of the exhibition as James Robertson also mapped this area.

Smaller-scale exhibitions featured specific aspects in our Focus Display format. Staff produced cabinets on knitting patterns 1840-1880, Karl Manson (killed in action in WWI) and James Jamieson (lost at sea in WWII). One of our work experience pupils developed a cabinet on birdwatching to promote Sumburgh Lighthouse.

As project partners with St. Andrews University, we worked together to produce a new interactive for our permanent exhibition that allows visitors to take a "virtual" tour through the Fethaland fishing station. Users can explore the site, entering buildings and hearing eyewitness accounts.

Lifelong Learning

A busy summer programme was organised and new themed twice-weekly tours were launched. Building on the hands-on history gallery talks, we ran various topics, facilitated by an assistant in the galleries with a selection of handling objects that allowed visitors to examine artefacts. As usual, we developed action-packed children's workshops, built around the museum's collection. In total, we offered over 70 learning events in summer.

School visits were as popular as ever, and the most popular topics were crofting and Victorians. A few schools also visited the Crofthouse as part of their Shetland topic, discovering first-hand how their ancestors lived.

The busiest day of the year is always Up Helly Aa and 2016 even exceeded previous efforts. 170 pupils from Primary schools visited to learn about Viking times and around 160 people attended the "Bookbug" event held in partnership with the Shetland Library. Learning and reception staff sorted logistics, and children enjoyed tours, role play and designed squad suits. Staff led a Viking procession and singsong, and the auditorium was turned into a galley shed. In the boat hall, visitors enjoyed Viking sagas with storyteller Davy Cooper. All this in one day.

Our service featured in the Global Classroom programme, where visiting pupils and their hosts navigated between local locations to gain knowledge about Shetland's history. We welcomed pupils from Voss, Norway for a one-month placement where their work included packing archaeological finds and helped install exhibitions.



Pupils from Shetland schools came on work experience assignments, where they tried their hand the diversity of heritage work we do, from transcribing documents to photographing artefacts in storage.

More volunteers are engaging with the organisation. This year, we had placements working with the Learning section for the first time, cataloguing the discovery boxes and updating the database and the work proved very beneficial to both parties. The archives also enjoyed hosting a growing number of volunteers. An additional support needs pupil from Aith Junior High School started a weekly placement in the Archives and has done a significant amount of work cataloguing a backlog of newspaper clippings. Other volunteers continued to work on the Shetland News index, and this is proving increasingly useful for archive users.

Research

Assisting with enquiries is a core service aim, and researchers encompass all ranges of interest. A selection of Museum enquiry topics gives a flavour of what the public investigated during the year: Archaeology (Neolithic clubs, Scord of Brouster bones, prehistoric barley);

Ethnology (basketry, noise-making toys, sheep milking); Textiles (openwork, fishermen's ganzies, prisoner-of-war jumper);

Social History (Zetland Aerated Water Company, painter Charles McEwen, 19th century jewellery); Wartime (trawler Tenby Castle, Catfirth air station, WWI

Wartime (trawler Tenby Castle, Cattirth air station, W' Shetland seamen in Russia, Norwegian kayaks)

Archive enquiries during the year were also diverse and interesting. Subjects researched included RAF Catfirth, religion in Shetland, volcanoes in Iceland, watchmakers



Young guizers making torches at our busy Up Helly Aa fun day.

in Lerwick, the filmmaker Jenny Gilbertson, and sheep lug marks. One particular researcher, a PhD student, came to investigate the set of papers we received last year from the Glasgow Orkney & Shetland Scientific and Literary Society. The papers were the most comprehensive she had seen from this type of society and the student extended her stay in Shetland by 2 weeks to make as much use of them as possible.

This year also saw the culmination of several large-scale research projects which made extensive use of archive collections. Books were published on the history of post-war pelagic fishing in Shetland and on the islands during the First World War. A PhD on lace knitting was also completed.



Our Curator of Collections submitted her St.
Andrews University M.Phil. dissertation "Late
Bronze Age and Iron Age pottery in the Shetland
Isles" - the first typology of Shetland prehistoric
pottery, and an important resource for future
students. Staff contributed articles to magazines
on aspects of our collection and broader heritage,
including: East India ships during the 18th century,
renovation of a bridge at Brouster, knitting for
servicemen during WWI, and marine salvage in
wartime

Staff attended the First World War open day at Lerwick Town Hall, attended by many groups, and continued working in partnership with the Anderson High School as part of its wartime "Land Sea Home Abroad" project. Trust staff attended the Historic Scotland symposium on lime renders at Sumburgh Lighthouse where speakers from both organisations highlighted development challenges to planners and architects.

Community Heritage

Supporting community heritage organisations, we visited museums and history groups throughout Shetland to provide professional guidance. We advised Hoswick Visitor Centre on redeveloping its exhibition area and consulted with Fetlar Interpretative Centre regarding a possible redevelopment. Through our mentorship, Tangwick Haa Museum was assisted in completing its accreditation application and we met Unst Heritage Trust to advise on collections care methodology.

Facilities

A rolling programme of routine maintenance continued throughout the year, including painting and replacement of equipment. Regular maintenance work was also carried out at the Crofthouse Museum in Dunrossness. The Visitor Services Team provide a valuable point of contact for visitors, providing information about the collections and for Shetland as a whole, as well as delivering a range of tours. Boat trips around the harbour are also popular.

A wide range of events including lectures, conferences, music events and weddings were booked during the year. The dockside setting and facilities available to accommodate full wedding packages including ceremony, meal and reception under one roof are proving popular and bookings have already been made up to 2018.

Hay's Dock Cafe Restaurant Ltd.

A new "Early Bird" menu, available from 5.00 p.m., was launched and has attracted many customers. The regular lunch and evening menus, promoting local produce, continue to prove popular.

Sandwick Junior High School Secondary 3 pupils returned for a second year to "take over" the kitchen and restaurant over 2 evenings to prepare and serve meals for family and friends. This will now likely be an annual event.

Retail

The sale of books within the Museum Shop remains the biggest seller, along with scarves and Burra Bears.



INTERPRETIVE PROVISION AND AMENITY ACCESS

Strategic Objectives:

• Co-ordination and facilitation of the structured provision of interpretive materials and facilities.

Community History

The network of local museums and history groups throughout Shetland provides vital information to the many visitors whose main reason for coming to Shetland is to enjoy its rich cultural and natural heritage. Shetland Amenity Trust continues to maintain a basic level of financial support for some 19 of these groups but has been unable to secure additional core funding to cater for new groups, growth in groups, or increased costs to groups.

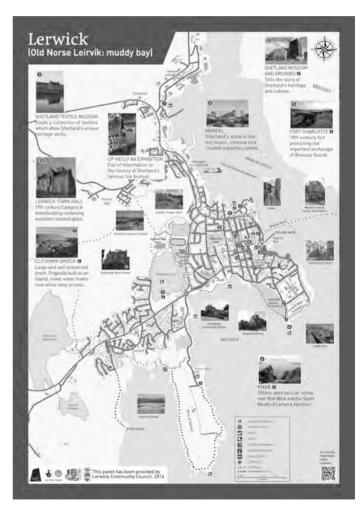
Shetland Heritage & Culture

Shetland Heritage and Culture is an overarching brand that positively promotes a consistent voice and quality for interpretive provision in the islands. Available for use by all legitimate heritage groups, the Shetland Heritage and Culture branding on websites, interpretive boards, leaflets and advertisements allows visitors to instantly recognise interpretation which will be accurate, informative and of a high standard.

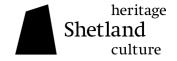
Interpretive Panels

Shetland Amenity Trust continues to provide support and advice to groups wishing to adopt the Shetland Heritage and Culture template for the development of interpretive panels. During 2015/16 Trust staff completed work on a series of panels for Lerwick Community Council to be displayed in the town centre. These consisted of a map dealing with Shetland place names, 3 boards interpreting

the history of Lerwick and an orientation map of Lerwick for visitors wishing to explore the town. The location of these boards will make them especially useful for cruise ship passengers disembarking at Victoria Pier.



Lerwick orientation map designed by Trust staff for the Lerwick Community Council interpretive panels.



Interpretive Leaflets

Shetland Amenity Trust continues to produce a highly successful range of interpretive leaflets designed to give geographic and thematic coverage of Shetland's diverse heritage and culture. The leaflets are extremely popular with visitors, delivering as they do wide ranging information in an easy to use and highly portable form. Each leaflet is checked for revisions by consulting relevant local organisations before reprinting. Reprint runs continue to be funded through the Shetland Islands Council's Economic Development Unit.

Z-Card & Maps

Trust staff worked with the SIC Economic Development Unit to update the z-card, an information leaflet that folds up to credit card size and gives basic information on visitor attractions and local services. Staff also helped to update information on a range of Tourist Maps available at Tourist Information Points throughout the islands.

Shetland Heritage Publications

The Trust uses its imprint Shetland Heritage Publications as a vehicle for publishing books related to Shetland which are unlikely to appeal to a commercial publisher.

Books published this year were:

- Discover Shetland's Birds
- Excavations at Old Scatness, Shetland Volume 2
- Sammy Finds His Voice
- Taatit Rugs

Websites

The Trust continues to operate 4 public information websites:

- www.shetland-heritage.co.uk
- www.shetlandmuseumandarchives.org.uk
- www.shetlandamenity.org
- www.sumburghhead.com

These sites give comprehensive information on Trust activities and Shetland's visitor attractions. The shetland-heritage site provides downloads of all the interpretive leaflets. Work was completed on a new version of the Shetland Museum and Archives website.

The Trust also maintains a number of websites covering specific activities:

- www.enviroglass.co.uk
- www.shetlandheritageshop.com
- www.haysdock.co.uk
- www.shetlandlighthouse.com
- www.campingbods.co.uk
- www.hintproject.eu
- www.thingsites.com

The Trust also regularly posts up to date visitor information and events on various Facebook pages.



Promote Shetland

Strategic Objectives:

 To project Shetland on the world stage as an authentic, creative and highly desirable place to visit, live, study or do business with.

The Trust is extremely proud that this prestigious destination marketing contract with Shetland Islands Council was renewed for the period 1st April, 2014 to 31st March, 2017.

Connected. Confident. Visible. Viable. Eventful. Absolutely Attractive

Our aim: That Shetland is seen worldwide as a highly desirable, culturally and geographically appealing, creative and digitally connected place to visit, live, study and do business with. To meet that aim, we are working to:

- Raise local economic confidence
- Overcome any perceived barriers to attracting professional personnel to the isles
- · Appeal to specific, niche tourist markets
- Promote local economic development opportunities
- Organise and be involved in public festivals and events which not only attract local people, but become worldwide online occasions
- Be flexible in identifying and developing other promotional and economic development opportunities

Promote Shetland believes Shetland has the resources in people, skills, culture and natural resources to have confidence in its economic future, and we want to build on that by persuading companies and individuals, from the UK and the rest of the world, to invest their money, their time and their lives in our islands.

At a time when the oil price drop has affected petrochemical developments and employment both on and offshore, we have worked hard and continue to work towards a sustainable future for Shetland both in the energy sector and beyond. We have identified and promoted the historic and traditional industries and crafts so crucial to Shetland's identity. And the cutting edge digital technology crucial to modern life and work.

We want people to feel pride in living here, to feel good about being here and about the things we produce here. We want folk to share that pride. And we are striving to attract the skilled people we need to come and live in Shetland.

A Year of Promoting Shetland - the highlights

60 North and shetland.org - connected creativity - The 60 North brand extends through print, events and our hugely successful webcams through the website, blogs and social media to video and now TV and 'visual radio', known as r@dio. Our quarterly 60 North Magazine has become a successful, self-sustaining publication with a healthy subscriber base and a superb group of local contributors. In the summer, circulation stood at 2,000 with 800 paid annual subscribers throughout the world. The magazine has become a crucial platform for all that is good about Shetland, with stories feeding into our radio and video presences, blogs, social media and the wider media too.

www.shetland.org is the new online digital centrepiece - a completely redesigned, sleek, simple and accessible website which offers access to the complete connected Shetland package. Using the best photography and written in an easily absorbed style, shetland.org has been widely praised for its immediacy, beauty and clarity





Up Helly Aa - broadcast live to the world on 60 North TV

Our expertise in digital and online video has extended to the continued production of stand-alone films for Highlands & Islands Enterprise and Shetland Islands Council on the energy sector. This now includes material on decommissioning and renewables, and follows on from last year's film on the oil and gas sector. The aim was to promote Shetland as a place to do business with, highlighting natural resources, skills and location. By working closely with local businesses and industry operators the films present Shetland as well equipped and ideally positioned to be the decommissioning port of choice and a major centre for renewables.

We are extremely grateful for the support of Highlands & Islands Enterprise in allowing us to escalate the video

content material and to allow us to launch a digital platform to support our live, work, study and invest messages alongside the traditional tourism messages.

Our efforts and investment at Sumburgh Head in bringing online high definition "star light" cameras has resulted in us being able to stream the Northern Lights (Aurora Borealis) live to the world. The ability of our cameras to see stars, planets, shooting stars and intense Auroral activity has impressed many people across the world. In mid-March our Twitter feed was picked-up by the UK's Met Office and it then directed significant traffic to the website for a sustained period of time.



At the peak, over 56,000 connections to the media server were recorded as an average of approximately 1,000 simultaneous viewers moved between the other cameras in the network. We also shifted around 1TB of data which is unprecedented for a "webcam" over a few hours in the late evening. We have now placed recordings of those events online and are using these videos to promote 'the UK's Best Live Aurora Cam' to specialist astronomical websites and social media channels so that more people are aware of this fantastic service and marketing.

Connected Festivals - heavy metal to Up Helly Aa - Britain's most northerly music festival, Shetland Reel, took place in Unst 14th-17th August at the Saxa Vord Resort with a large number of local and visiting artists playing across 2 stages over 3 days. Organiser Frank Strang asked for the event to be streamed live via Promote Shetland's 60 North TV platform and was prepared to pay for the satellite uplink and staff time to allow this to happen - expensive at over £100 per hour and with major investment of time and effort on personnel, but the project was an effective promotional tool for Unst and Shetland music.

At the other end of the spectrum, both musically and geographically, was the second live event in August the Heavy Metal Buffet 2015 on 28th-29th August. The organisers also wanted their event live streamed via the 60 North TV platform and had sponsors onboard ready to pay the costs. However, setting up a high speed internet connection was far simpler and significantly more cost effective when done from Lerwick compared to Unst. It is not a direct comparison but it should be noted that our network cost were less than £1 per hour in comparison to the £100 per hour cost in Unst to stream a live concert. Both event organisers see live streaming as part of their promotional and marketing activities to grow their audience and for their events to be noticed, and for Shetland to be seen as an attractive place to visit, live, work, study or invest.

In Unst, Promote Shetland commissioned destination marketing video assets to promote the Unst community and these were aired on a high rotation basis during the breaks and this was well received by both locals and visitors who had come to Unst for the music event. We feel that these events highlight the increasing importance of digital connectivity and in many aspects it is the rural areas that have a greater appeal for events such as music festivals or other community activities.

January marked the beginning of the Up Helly Aa season and the webcast from Lerwick of perhaps the planet's greatest winter fire festival, now one of the highlights of the year for watchers worldwide. For the sixth year running the spectacular evening procession went out live on Promote Shetland's 60 North TV service - this time to over 14,000 people in 78 countries. This year we have exceptionally detailed viewing figures of the live stream and have been thrilled by not only the number of viewers but also the amount of time each person stayed watching on the live stream. During the evening procession 14,392 unique viewers watched for average time of 48 minutes 33 seconds. This shows that nearly everyone that tuned in watched the entire broadcast.

As it does for every Up Helly Aa, anticipation had been building for months and this is only increased by the fact that the broadcast is a live stream only, with no opportunity to replay it. The live webcast appeals not only to our expats, but also to people who have never been to Shetland before. The top 5 countries that joined us online were the United Kingdom (75%); United States of America (9%); Canada (3%); Australia (2%) and New Zealand (1%).

Associated Press Television News (APTN) also carried the stream globally and having the ability to directly provide an international news gathering agency with the live production takes the event to another level of exposure and is a major achievement for the Promote Shetland team.

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We also welcomed viewer participation through our social media channels and were amazed by the response we received. Our Facebook posts reached an impressive 257,000 people, with 30,500 impressions on Twitter and we received 355 direct messages on our discussion board.

We are proud to say that we worked with a fantastic technical and creative production crew with our youngest camera operator aged only 13. It is great to have so much talent in Shetland and be able to give young people an opportunity to be involved in a production of this scale.

The Wonders of Wool - Shetland Wool Week is now a major international event, and Promote Shetland is proud to be moving towards the 2016 event under the absolutely accurate banner: 'Shetland - knitting capital of the world.'

Wool Week 2015 was hailed by visitors and organisers alike as the best year yet, and this is a sentiment that is echoed by those who attended the event for the first time or return each year. Why do people keep on returning and why does the event go from strength to strength? The success is down to a winning formula: to keep promoting Shetland wool and textiles - it is driven by a real and infectious passion and energy. The event celebrates our sheep, our textile industry and our farming, but from each of those grow branches, which touch on so many different facets of Shetland wool. Everyone behind the events makes such efforts to show all of the connections of wool and textiles in Shetland - from the farm to the wool brokers, from the mill to yarn and cloth and beyond to design and creation; and incorporating history, heritage, culture and education into the proceedings too.

In 2015 over 320 participants enjoyed 9 days of tours, talks, learning skills, sharing techniques, reuniting with friends, making new connections, knitting and wearing Baa-ble hats and – most of all – celebrating all of Shetland's connections to wool, knitting and textiles.



One of the many workshopswhich took place during Shetland Wool Week

We estimate that Shetland Wool Week 2015 brought in at least an additional £316,000 to the local economy - an increase of £117,000 on the £199,000 seen in 2014 (59%). While the response rate to the after-event survey was again good, it does not capture all attendees and so it is likely that the actual spend was higher still. We estimate over 320 participants took part in the event - 44% of survey respondents came from outwith the UK, indicating the event's ongoing international appeal. The Baa-ble hat pattern by Donna Smith was downloaded more than 16,000 times and newsletter subscribers increased from 3,000 to over 17,000 - an increase of 14,000 on this time last year (570%). Ticket sales figure doubled (£46,000) and there were approximately 200 classes, workshops, open studios and exhibitions with almost 1,200 individual class spaces. The opening ceremony was attended by almost 300 people and the feedback was extremely positive.

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New for this year, the Shetland Wool Week Annual 2015 was published – 2,000 copies were printed and the publication sold out within 2 weeks. Most of the annuals were sold online with a large proportion of orders coming from the USA.

We tested a new concept of sharing live talks outside Shetland by providing an online video pay-per-view service. Kate Davies and Ella Gordon's talk was sold out so we enabled a larger audience to tune in. There were viewers from 9 different countries with the USA ranking high. The talk is also available to view on demand and is still attracting regular views. This was a valuable experiment which shows this concept has potential to be developed further.

The growth of this event continues to impress and it seems that it has established itself as a distinct product that showcases Shetland's strengths and uniqueness. Indeed, if there is a new challenge, it could simply be one of continuing to deliver an authentic experience to this valuable niche audience while continuing to deliver meaningful improvements in service. It is clear from our survey as a whole that, for visitors, immersion in the Shetland culture and being welcomed in is a very important part of the experience. Scaling up while retaining this immersion and connection is the classic challenge of successful events like this.

Wool Holidays - Promote Shetland organised two Shetland Wool Holidays in July and August and participants travelled to Shetland from Canada, Holland, Denmark, USA, England and Germany. The holidays consisted of workshops in lace and Fair Isle knitting, as well as tours to locations throughout Shetland, including Unst, Sumburgh, Eshaness, Burra and Sandness. Feedback from July led to improvements in August, including allowing extra time for shopping and more time to view the lace collection in Unst.

Feedback was extremely positive with some comments from the forms including; 'I loved the fact that we got the whole Shetland Experience, not only the knitting' and 'it was delightful to see so many parts of Shetland; this trip has completed exceeded my expectations'. Main areas of improvement from the feedback forms for this holiday included longer class times and a bit more 'down time'-these areas of improvement and all comments from the feedback forms will be utilised and used for the next instalment of holidays.

New York, New York - The spectacular and continuing success of Shetland Wool Week has illustrated the importance of the American market when it comes to knitting and island textiles generally. So it was strategically important for Shetland to be represented at perhaps the biggest and most prestigious knitting show in the world - January's Vogue Knitting Live.

Donna Smith, Shetland Wool Week's 2015 patron, Carol Christiansen, Shetland Museum & Archives Textile Curator, with Kirsty Halcrow and Misa Hay from Promote Shetland, travelled to New York where they had a booth at the exhibition: It was a risk, but we have discovered that more and more Americans have been coming to the event and we sold over half of the entire Wool Week Annual's print run to the USA. We took 2,000 copies of a leaflet about Wool Week which included the pattern for Donna's now-legendary Baa-ble hat, and they were all handed out. We estimate to have spoken to about 2,500 people over thet wo and a halfdays of the event - people were sometimes five-deep around the stall trying to talk to the team. Many serious enquiries about attending future Wool Weeks were made and we were delighted with the response.

Donna could be seen in New York knitting at the stall and actually using a (Shetland-made) makkin belt, which intrigued and excited many visitors. And her design for



the official 2015 Shetland Wool Week Baa-ble hat has clearly captured American imaginations. It was the most queued pattern on the craft textiles social network site Ravelry in 2015 and could even be seen on the heads of people in Times Square.



The Shetland stand was very popular at the New York Vogue Knitting Live event.

We received many enquiries about buying local yarn and other Shetland products, and it is hoped that some isles businesses could go to New York next year and exhibit at Voque Knitting Live.

Edinburgh Yarning - Edinburgh Yarn Festival is a celebration of all things woolly and related to yarn, knitting, crochet, spinning, weaving and felting. This was the third year of the event which hosted a market place with more than 100 selected vendors, workshops, a podcast lounge, chill-out areas and cafes.

We had an extremely busy weekend and spoke to approximately 2,000 people. We also had a chance to network and source potential new tutors for Shetland Wool Week. Most people knew about Shetland Wool Week and aspire to attend the event in the future. Several people who attended the festival had already participated in SWW and most are planning to come back. We also launched the SWW official hat pattern - this year's pattern is called 'Crofthoose' and was exclusively designed by Ella Gordon, the patron for 2016. The pattern was available online and by the end of the day it had been downloaded over 4,500 times. There was a real buzz of excitement around the launch of the new pattern and many visitors at the Edinburgh Yarn Festival came straight to our stall to make sure they got their copy.

During the weekend around 2,300 pattern leaflets were handed out. The first 'Crofthoose' hat was complete on Saturday morning with a photo shared online just one day after it was launched. During the weekend we also increased promotion of SWW through our social media channels and we are happy to report that the 'Crofthoose' hat post reached around 37,000 people and the post was shared over 200 times.

To sum up: the success of wool week and the confidence in Shetland textiles it has engendered makes the title "Knitting capital of the world" no idle boast. Wool and knitwear have always been synonymous with Shetland, and with knitting now a worldwide home craft phenomenon which shows no sign of abating. We are well placed to capitalise on this.

Other Festivals - Event Marketing - Shetland Noir was Shetland's first crime writing festival and it was a collaboration between Shetland Arts, Promote Shetland and Iceland Noir. Promote Shetland undertook to promote the festival via its contacts in Scandinavia as well as through the creation of a professional brand identity and the development and ongoing maintenance of the Shetland Noir website.





Shetland Noir - Shetland's first crime writing festival - was hailed a great success.

In September Bloody Scotland ran a bus tour in Shetland, with Ann Cleeves as a guide, and Shetland Arts liaised with them in order to set up "crime scenes" at various stops along the way, which featured books by headline authors at Shetland Noir, and Ann herself, in the form of clues left at each crime scene. 126 festival tickets were sold and Shetland Noir was attended by people from as far away as Los Angeles, Switzerland, as well as Denmark, Sweden, Iceland and of course the UK mainland. A special guest at the launch was the star of 'Shetland', the TV series, Douglas Henshall.

In total there were over 60 attendees from outside Shetland, which is a significant influx especially in November. The festival was also very well attended by crime fiction writers, all of whom were included on panel sessions. Feedback about the festival praised it as well organised, with a very high quality of programming, delegates and guests spoke and wrote about how well they had been looked after -many were met at the airport, and many also spoke about how well they had been looked after in their accommodation - and how welcomed they had been made to feel.

Many also cited Shetland itself as a key ingredient in their enjoyment of the experience and many had taken the opportunity to experience the Craft Fair, which was also running that weekend. In the week leading up to it, Shetland Noir was featured in both the Independent and The Evening Standard and this, along with the quality and profile of the authors and publishers who attended, has meant that Shetland has enjoyed a high profile as a result of hosting the festival. It would also be unfair to underestimate the beneficial effects of the festival's association with Ann Cleeves and the success of her Shetland novels and of the television adaptation.

Food, Glorious Food - Promote Shetland supported the Shetland Food Fair 2015 by arranging celebrity chef Tony Singh's visit to Shetland, together with the Scalloway Hotel. Tony officially opened the event to the public with a cookery demonstration, Q&A session and book signing. Promote Shetland also organised cookery demonstrations in the Food Theatre throughout the weekend in order to showcase local chefs who are passionate about cooking with Shetland produce. The aim of Promote Shetland's activity was to inspire and educate the local audience on the range of good quality produce available throughout the isles.



This was the first year that the Food Fair held its own event (in previous years it was combined with the Shetland Craft Fair).

It is fair to say the event was a success with the target of 1,000 visitors met on Saturday afternoon. The audience had a chance to watch some of Shetland's inspiring chefs in action and sample delicious produce including Shetland beef, lamb, pork, white fish, mussels, scallops and crab. Promote Shetland organised all the logistics including the installation of the demo kitchen, fridges, sinks, booking chefs and comperes. The event and featured chefs were also promoted on the Taste of Shetland blog to help create a buzz in the build up to the Food Fair. The team also filmed all the cookery demonstrations and they will be available to watch on 60North TV.

Digital Tourism Contract - Promote Shetland won a contract by Highlands & Islands Enterprise to deliver the 'Digital Tourism Scotland' programme in Shetland. This aims to encourage the local tourism industry to fully exploit the various online and digital marketing and business development opportunities open to them. Courses, workshops, surgeries, awareness-raising events, conferences, lectures and meetings, both virtual and 'on the ground', will be available over the coming year, ranging from 'beginners' internet' to more advanced instruction on how to increase custom and profits using the internet and social media. The initiative will also provide a local online gateway, providing information and support for Shetland companies and individuals engaged in tourism related activities. The programme aims to help tourism businesses understand and engage better with visitors via websites and social media, promote their destinations and their business more effectively, develop new tourism products and draw more visitors to the isles for longer.

NHS Recruitment Campaign - We are working together with the NHS to promote Shetland as a vibrant and exciting destination to live, work and study. An article in 60North Magazine and a short online video was made with a visiting dental surgeon, Andy Kinnear. The video and article conveyed Andy's story of why he came to Shetland, he talks about his job and what he likes most about living and working in the isles. We hope sharing Andy's Shetland experience will inspire other professionals to consider a career in the isles.

During January we produced a video showing the work of a rural general practitioner, Doctor Susan Bowie, who works in Northmavine on the Shetland Mainland. NHS Shetland has received various enquiries about medical vacancies since the video went live on the shetland.org site. You can watch it here: www.shetland.org/discover/live-here/health. An article about Dr Bowie also appeared in The Guardian newspaper during January as well as in the winter edition of 60 North Magazine. She is currently interviewing prospective candidates for the vacancy.



Celebrity chef, Tony Singh, officially opened the 2015 Shetland Food Fair



NATURAL HERITAGE

Strategic Objectives:

- Maintenance of a Shetland Biological Records
 Centre to collect, collate, manage and disseminate
 information about Shetland's flora and fauna.
- Raise awareness of, and help safeguard, Shetland's biodiversity and geodiversity.
- Provide, develop and improve facilities, access and resources for the enjoyment by the public of the Shetland countryside and its flora and fauna.
- Safeguard, promote and make accessible the geology of Shetland and maintain Geopark Shetland's membership of the European and Global Geoparks Networks through implementation of the Geopark Shetland Strategy and Action Plan.

Biological Records

Habitats & Species

One of the key pieces of work during the year was the transfer all of biological data from Recorder 3 to Recorder 6. We had long resisted changing the database because Recorder 3 had continued to provide data in all the forms that our users had requested. As it was based on the old ARev system, however, it became inevitable that a change was required and once Recorder 6 was developed with its simple links to GIS the time for change was right. This was not a straight forward process, and it took the best part of 12 months to effect the change. During this time a large data backlog developed but this has now been cleared and the new database holds just over 273,000 records.

Relevant datasets were again submitted to relevant national bodies to ensure Shetland is represented at a UK level and appears in species' National Atlas'. In August a large contingent from the Botanical Society of the British Isles (BSBI) visited Shetland to record for the new national Plant Atlas.



The BSBI party surveyed much of the Northern Isles and enjoyed staying at Belmont House.

Shetland Biological Recording Centre (SBRC) organised the logistics for this visit and accompanied the group for part of the week which resulted in several thousand records being generated. A further BSBI visit is scheduled for 2016.

A core function of the SBRC is to provide data and other information to a variety of agencies, commercial consultants, voluntary bodies, students and interested members of the public. In 2015/16, 86 data searches/information requests were dealt with. Some of these were on a commercial basis, others to support a wide variety of organisations and individuals. Scottish & Southern Electric (SSE) again proved one of our biggest clients. They are to be commended for seeking early advice regarding the potential biodiversity impacts of removal, replacement or erection on new hydro-lines.

SBRC screens all planning applications to Shetland Islands Council (SIC). The purpose of this is to minimise, where possible, the impact of developments on biodiversity. A total of 408 applications were screened, of these 176 were identified as possibly having a negative impact on biodiversity.



Data searches were run against these and in 9 cases (2.2%) it was considered that there was the potential for damage to key biodiversity interests. The appropriate information and/or recommendations were passed to the relevant bodies. One major success story following our intervention was the repositioning of a moderate-sized housing development at Catfirth to avoid an area of base-rich flushes which were found to have the largest population of the rare Bog Orchid in Shetland. Comments were also provided on a number of larger projects as and when requested by SIC, including the Beaw Field windfarm, and to the Scottish Government on the Fair Isle Development & Research Marine Protection Area.

The SBRC continues to be involved with a number of local initiatives. It continues to produce Site Statements for all the Local Nature Conservation Sites (LNCS) identified in the Local Plan and the third suite, comprising 11, were completed during the year. A new LNCS was proposed for the flushes (Catfirth flushes) mentioned above. Further meetings were undertaken with SIC's Roads Department to discuss its' work programme so as to minimise its impacts on the natural heritage. To assist with this process, datasets comprising rare breeding birds and rare plants were submitted to the Department for entry on to relevant mapping systems to flag up locations where there was high natural heritage interest. SBRC worked closely with SOTEAG (the Shetland Oil Terminal Environmental Advisory Group) and Scottish Natural Heritage (SNH) to provide data for Marine Atlas Consultants as part of an exercise to develop oil-spill contingency plans across the whole of Shetland.

Involvement with the Biodiversity Partnership, which contributes to the Community Plan, continued. The Trust produced the annual report on the agreed indicators for the Team's consideration, and input into the Plan. Meetings continued with Anderson High School Biology Department staff to develop outdoor lessons for pupils studying biology.



The largest colony of Bog Orchid in Shetland was found at Catfirth, numbering more than 500 individuals. Copyright Jon Dunn.



Surveys & Consultancy Work

A number of surveys were undertaken on a commercial basis during the year which raised valuable income needed to support the Centre and the Ranger Service. These included Phase 1 habitat surveys, National Vegetation Classification (NVC) surveys, breeding bird surveys, winter bird surveys and surveys for Otter activity. These were largely in response to small-scale wind turbine and other developments. A series of Phase 1 and NVC surveys were undertaken for the Viking project as was some peat-probing work. Two plans were drawn up to mitigate against impacts on Otters as a result of proposed developments.

SOTEAG contracted the Centre to undertake breeding Red-throated Diver surveys and we again provided them with assistance for winter duck and seabird counts. In April we were heavily involved in surveying Tysties for the next national Seabird Atlas. The Centre continues to act as the local co-ordinator for the national Wetland Bird Survey (WeBS) counts and organised the National Non-estuarine Waterbird Survey (NEWS) – undertaken once every 10 years. We engaged 23 volunteers who between them covered over 20% of Shetland's coastline – a good effort given that most surveys were restricted to weekends during the winter months. The Shetland breeding bird survey continued into its 14th year, with 54 people covering a total of 84 one kilometre squares, just shy of record participation.

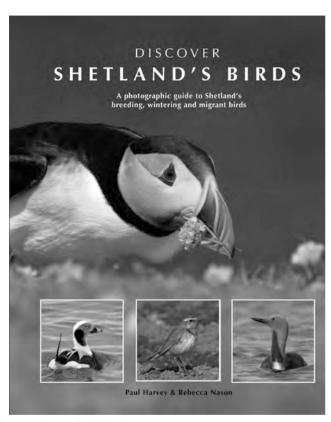
Training Courses

Two members of the BSBI party, one of whom was the Scottish Officer, kindly agreed to remain in Shetland after the BSBI visit to conduct a 2-day training course on vascular plants. With 20 participants, the course was full. In September a course on autumn migrant birds also proved popular with 15 attendees.



Peat probing work was undertaken near Kergord. The peat was deep in places as can be seen by the length of the extracted probe.





Promotion & Publications

A new photographic identification guide Discover Shetland's Birds was published under the Shetland Heritage Publications banner in August. The book was written by Paul Harvey and contains photographs by Rebecca Nason and other local photographers. It is selling well with over 700 sold by the year end. Paul Harvey and Rory Tallack attended the British Birdwatching Fair at Rutland Water in August, where they promoted Shetland as a destination for wildlife tourists. Over 500 enquiries were received at the Fair – an indication of the popularity of Shetland.

Peatland Restoration Project

Scottish Natural Heritage continued to grant-aid the funding of the Peatland Project Officer from the Scottish Government's Peatland Action Fund and this again proved successful. The project at Cunningsburgh continued and was awarded Runner-Up in the Heather Trust's Golden Plover Award which recognises progressive, practical and sustainable moorland management in Scotland. It is now a peatland restoration demonstration site and it and the project at the Kames (see below) have attracted a lot of interest from Government agencies, NGOs and business, many of which will have to deliver similar projects if wind turbine developments go ahead. The water table certainly lies closer to the surface over much of this site now and recolonization with cotton-grass and Sphagnum moss is underway in some areas.



The use of cut sections of old polar circles from the aquaculture industry were an innovative solution to building dams to raise the water table. This recently erected set have yet to be cut down to a height just above the water level.



A new project commenced at the Kames. This posed an even more challenging environment than Cunningsburgh. The focus was an area of 30-35 hectares of badly eroded blanket bog situated on an area with large erosion gulleys and significant areas of bare peat. The Trust's Woodland Team undertook a lot of the work here along with local contractor Sean Mackenzie, skilfully led by the Peatland Project Officer. This project also looked at innovative ways of recycling waste material to restore peatlands – most notably using old fishing net and sections of plastic piping from polar rings used in the aquaculture industry. The Trust has now amassed considerable experience in peatland restoration which can be put to good use in the future.

Six Peatland restoration projects in Shetland have been accepted by the Scottish Rural Development Programme's (SDRP) AgriEnvironment Climate Scheme (AEC). Promotional work included attending agricultural shows, doing interviews with BBC Radio Shetland, producing articles for the Shetland Times and 60 North Magazine, hosting volunteer days at peatland restoration sites and commencing the development of a peatland restoration leaflet. The Shetland Mire Conservation group continued to meet regularly.



Open days were held for volunteers at the peatland restoration project at the Kames.

Shetland Ranger Service

The work of the Shetland Rangers is driven through a Service Level Agreement with Shetland Islands Council, which funds a large part of their work. This has to be sought on an annual basis. Monitoring of access routes for Health & Safety purposes again occupied much time with 120 routes monitored, some twice a year. Minor repairs to infrastructure were also undertaken. A number of surveys (including breeding birds, rare plants and otters) were undertaken as part of monitoring Environmental Indicators under the Community Plan.

The Shetland Nature Festival was held in partnership with European Geoparks Week over the week of 4th-11th July, 2015. This was the eighth festival and approximately 800 people took part in the 32 events based throughout Shetland. Once again a broad range of events was offered run by a variety of organisations and groups. These included activity events such as rock climbing session and coasteering, more leisurely pursuits such as botanical illustration, seabird drawing and herbal remedy making, and more typical children's activities, guided walks, and open days. The Education Team from Our Dynamic Earth returned again and joined us for our first Nature Festival event on Out Skerries

Geopark Shetland

Due to sick leave and the resignation of the Geopark Officer, the Trust's participation in the Northern Periphery & Arctic Programme project "Drifting Apart" was affected. However, the new Geopark Officer took up the post in late March 2016 and the first priority is to get the project back on track.



Major Achievements

- Celebration of the UNESCO International Year of Light at Sumburgh Head Lighthouse during the solar eclipse. The event was a collaboration between Geopark Shetland, University of Glasgow School of Physics and Astronomy, the Shetland Astronomical Society and the Institute of Physics.
- Completion of Business Plan as part of 2-year funding package from the Scottish Government setting out future strategy for development.
- Meeting with new Scottish Minister for Environment, Climate Change and Land Reform to promote the case for additional financial support from Scottish Government for Scottish Geoparks.
- 12 months funding secured from Scottish Government.
- Securing funding from the Northern Periphery & Arctic Programme, for 'Drifting Apart' project.
- Participation in the European Geoparks Network Week/ Shetland Nature Festival. 2015 saw the focus of the event being the UNESCO International Year of Light. Geopark Shetland worked with a number of agencies to deliver the event, including Vision Mechanics, Our Dynamic Earth, RSPB, UNESCO International Year of Light, Scottish Natural Heritage and Shetland Arts Development Agency.

Contribution Towards the Work of the European Geoparks Network (EGN)

- Participation of the 2 representatives in the 35th EGN meetings in Paris (France) and one representative at the EGN meeting in Rockua, (Finland).
- Shetland Amenity Trust Deputy Manager took part in the Evaluation Mission to the Golden Geopark of Lapland in June 2015.
- Supported resubmission of Lochaber application to EGN.

Management Structure & Financial Status

• Management of the Geopark by Shetland Amenity Trust providing necessary infrastructure for its work.

 Core funding is currently provided by the Scottish Government and the Trust is actively seeking continued secure funding support from that source.

Conservation (Geoconservation) Strategy

- Worked with Local Landscape Area Working Group on methodology for designating local landscapes
- Worked with Shetland Environment Team on Geodiversity Indicator for Local Authority Single Outcome Agreement.

Strategic Partnerships

- Scottish Geoparks
- Shetland Environment and Education Partnership (ShEEP)
- Scottish Geodiversity Forum
- Our Dynamic Earth, Edinburgh
- Scottish Natural Heritage
- VisitScotland
- Promote Shetland
- Royal Society for Protection of Birds (RSPB)
- Shetland Islands Council

Marketing & Promotional Activities

- Worked with UK Global Geoparks and UK National Commission on securing UK wide Geopark publicity for the new UNESCO programme.
- Gave a presentation on UNESCO Global Geoparks to the Sharing Good Practice event hosted by Scottish Natural Heritage and the Scottish Geodiversity Forum and to the Shetland Tourism Association
- Wrote article on UK Global Geoparks and UNESCO designation for Shetland Life magazine.
- Completed the Social Media Graduate Placement Scheme with North West Highlands Geopark and Aspiring Lochaber Geopark.

Sustainable Economic Development

 Continued to promote value of Geoparks locally and nationally.



ARCHAEOLOGY

Strategic Objectives:

- Curate Shetland's archaeology for the benefit of the public.
- Develop Shetland's archaeology as a resource for educational purposes and for the enjoyment of the public.

Sites and Monuments Record

The Shetland Sites and Monuments Record (SMR) is the key tool used by the Archaeology Section and last year we began the process of validating data in order to make information available online through Past Map, the national portal for information about Scotland's archaeology. The opportunity has arisen to create a project with a post attached which will enable a recent graduate to work on the Shetland SMR for a year. Funding has been secured from Historic Environment Scotland and HIE's Scot Grad programme. Interviews have been held and the successful candidate will begin work at the start of the new financial year.

Development Control

The Archaeology Section spends about half of its time working on matters related to Development Control, under a Service Level Agreement with the Shetland Islands Council Planning Section. The amount of work involved in each application varies. Some of the larger ones this year have included work on the proposed site for new housing on Staney Hill, Lerwick, as well as the large developments at Total/ Sullom Voe Oil Terminal, a number of fairly large windfarm developments and the cabling associated with a proposed Interconnector

(to carry electricity generated in Shetland to the Scottish mainland).

This year the archaeological responses have generally been at the level of walkover topographical surveys, with further archaeological intervention proposed for the future.

The Shetland Archaeologist is a member, and currently the Vice-Chair, of ALGAO (the Association of Local Government Archaeology Officers: Scotland). In this role she has taken the lead in developing a set of model planning conditions to be applied in situations where there is a possibility that a development will/might impact on archaeology. Although each Local Authority Archaeology Service will still need to adapt these to suit local requirements, it is now many years since any standardisation has been considered. The result should be a more uniform approach to placing conditions on planning applications across Scotland.

Old Scatness Broch

The long-anticipated Volume 2 of the Old Scatness excavations, dealing with the Broch and Iron Age Village, was published in December 2015. This was the culmination of a huge amount of work, both by staff of the University of Bradford and of the Archaeology Section of the Trust. The launch of the volume was combined with the Shetland Museum & Archive's annual Memorial Lecture, in memory of John Stewart of Whalsay. The very engaging lecture was given by Dr Noel Fojut to a full house. We are grateful to Historic Scotland for grant aiding the publication.

There were 2 pre-launch events. One of these was during the successful pop-up bookshop arranged by the Trust's Marketing Section. The other, before the volume was available, was held at the University of Bradford which hosted a day school to celebrate



both that it was 20 years since excavations began at Old Scatness, and 40 years since the founding of the Archaeology Department at the University. The Shetland Archaeologist gave 3 talks as part of this during the course of the day. It was also 40 years since Old Scatness was originally discovered by road builders in April 1975.

The popular magazine, Current Archaeology, ran a very attractive 6-page colour spread about Old Scatness, based on interviews with Shetland Archaeologist, Val Turner, and Steve Dockrill of Bradford University. The article was nominated for the magazine's award of Best Research Project of the Year.

The Shetland Archaeologist, together with the Assistant Archaeologist and drystone experts Tom Jamieson and Robbie Arthur, carried out an analysis of every exposed wall at Old Scatness and put together a detailed Conditions Survey Report. This identifies lengths of walling which require attention, whether in the short, medium or longer term, and indicates the appropriate course of action required. This has been used in order to apply for Scheduled Monument Consent for the work. The document also forms a key element of the preparatory work required to enable the Trust to apply for funding for the ambitious conservation and interpretation programme proposed for the site.

The Shetland Archaeologist has been involved in a consortium bid for a PhD studentship at Bradford, to undertake laser survey, modelling and look at management, past present and future, of Scatness, Jarlshof and Mousa, all of which are on the UK Tentative List for World Heritage Status. This will be led by Dr Andrew Wilson, who is developing these research techniques. The results will assist both with the conservation project for the site as well as in developing the World Heritage project.

Old Scatness was open to the public for a slightly longer period during the year. In addition to schools and booked groups, the site was open every Friday from mid-May to the end of August. Once again the Assistant Archaeologist and a Visitor Assistant staffed the site, giving guided tours which were enjoyed by a diverse range of visitors.

This year the Archaeology Section decided to teach nalbinding (Viking knitting) as part of Shetland Wool Week. This was offered at Old Scatness and sold out so quickly that an overspill class was arranged. Guided tours of the site were also available to participants.



Nailbinding class held at Old Scatness during Wool Week



Viking Congress Volume

Throughout the year work has been ongoing in editing the papers for the publication arising out of the 17th Viking Congress which was held in Shetland in 2013. It is standard practice for these volumes to include a diary of the Congress and also of the Post-Congress Tour. Since the Trust engaged Frank Bradford as official photographer to the Congress, a photographic diary has been which will make the volume a rather more unusual and colourful souvenir of the event, as well as containing some excellent papers. This will appear in print later in 2016.

It was with great sadness that we received the news that Doreen Waugh, who was editing the Viking Congress volume with Olwyn Owen and the Shetland Archaeologist, lost her very lengthy battle with cancer in September. The volume will carry an obituary.

Viking Unst

During the summer school holidays the Skidbladner and Longhouse were staffed at weekends (Fridays-Sundays). Visitor Assistants who have worked at Brookpoint for several summers, once again brought their Viking and public presentation skills together in order to explain Viking crafts and ways of life to visitors. We introduced a small charge of £2 and left a donation box at the Skidbladner when the site was not staffed.

Talks and Interpretation

The Archaeology Section is frequently asked to give talks and presentations to a wide range of groups, including schools, SWRIs and academic audiences. The Assistant Archaeologist gave 5 talks based on the role of Sumburgh Head during WWII. He also led a walk for a group of pupils from the Anderson High School to Anderhill in Bressay to visit the 1906 naval watchtower.

The Shetland Archaeologist has given a number of talks about Mousa, Old Scatness and Jarlshof, the 3 sites on the UK Tentative List for World Heritage Status. She also gave 2 presentations at the European Association of Archaeology meeting, held in Glasgow. One of these was about Shetland's prehistoric landscapes, the other was joint with Mary Macleod Rivet, of the Western Isles, about patterns of Viking settlement in the north and west. The Shetland Archaeologist also led a tour for the American Institute of Archaeology, which spent 4 days exploring Shetland.

The Trust sponsored an award given by the University of the Highlands and Islands to archaeology graduate Kerry Petersen. The Archaeology Section also hosted an S6 placement student from the Anderson High School.

The Shetland Archaeologist attended a 2-day, extremely intensive, Follow The Vikings project seminar held in Fotevikens, Sweden in November. The standard of the presentations was extremely high, with a focus on introducing drama and increasing "audience participation" into the visitor experience. There was much food for thought in how the Trust operates at Old Scatness and in Unst, both in the near and distant future. She also attended a CPD day about the use of drones in archaeology and gave a presentation in a CPD day about Shetland's Marine Spatial Plan, for which she has been on the Advisory Group.

The Shetland Archaeologist was involved in The Vikings Uncovered, a BBC production exploring the Vikings' expansion to the west and uncovering new settlements.



Coastal Erosion

Coastal erosion is an ongoing problem for Shetland's archaeology and with increasing storminess and different directions of wind, the last few years have seen a number of new sites emerging from the coastline. Whilst it is always interesting and exciting to find new sites, coastal erosion also puts the evidence at risk and it presents challenges in responding. Towards the end of the year a new site was reported by a member of the public at the Ness of Sound. This appears to be a prehistoric house; indeed the Sites and Monuments Record includes a record of a Neolithic stone tool being found on the beach many years ago. Since the sandy beach is well used by the public, the appearance of stone has tempted people into using them as the bases for barbecues. The Trust has created signage in the hope of deterring people from doing this.

A few years ago a skeleton emerged from the coastline at Channerwick. This was excavated at the time, although it was clear that there are a lot of prehistoric buildings, apparently Pictish, close by. The SCAPE Archaeological Trust was in Shetland to look at some of the coastally eroding sites during the summer. Of those which they visited, they chose Channerwick to do a little more section recording, along with volunteers. They discovered a broch with what appears to be an associated well, in addition to the Pictish structures.

Working with External Organisations

Gerry Bigelow visited in the spring in order to pursue his climate change/sand blow project. The Shetland Archaeologist assisted him in exploring an area in Dunrossness, east of the A970, where he has found some military sites which may have had a prehistoric component, as well as some prehistoric field boundaries.



Gordon Noble with a carved bone pin found during archaeological work at mail, Cunningsburgh.

Gordon Noble, Aberdeen University, carried out some geophysical survey and preliminary investigation at Mail, Cunningsburgh which may have been a royal Pictish site. He also gave a public lecture about Northern Picts which the Shetland Archaeologist chaired.

Daniel Rhodes of the National Trust for Scotland, led a second season of excavation at an Iron Age site in Collaster, Unst. The Shetland Archaeologist spent a day with them providing advice on some of their finds, including some soapstone. The project involves volunteers from both outside and within Shetland.

The Shetland Archaeologist facilitated a meeting for Rebecca Jones, Historic Scotland, to meet with other professionals regarding the Archaeology Strategy, which Historic Scotland (with others) has been devising for archaeology throughout Scotland. The intention is to provide national guidelines and performance indicators which will impact on all archaeologists working in Scotland. The Shetland Archaeologist subsequently responded to the consultation on behalf of the Trust. Historic Scotland has since merged with the Royal Commission on Ancient and Historic Monuments and become Historic Environment Scotland.

30



PLACE-NAMES

Strategic Objectives:

- Promote the collection, understanding and use of place-names
- Record place-name evidence from oral and archive sources
- Maintain and develop of the Shetland Place-Names
 Database and digital mapping of names

This year we promoted the understanding and use of dialect and place-names and shared information with a wide range of individuals and groups of all ages and backgrounds. We worked with Lerwick Community Council to develop a suite of 5 interpretive panels, including one featuring Shetland placenames, to be erected in Harrison Square.

Recording & Outreach

The Place-Names Officer worked with members of Burra History Group to record further place-names and produce a place-names display for their summer opening season at Easthouse. This incorporated maps, aerial photographs, old and current photographs and documents, and blank maps and recording sheets were also provided to encourage further names to be added.

Data entry was ongoing and the Shetland Place-Names Database now stands at over 12,000 records. Trust staff have been examining how best to develop the database to make it accessible to the public and to enable it to accommodate line and polygon data in addition to the point data already recorded.

Evening talks included an introduction to Shetland placenames for the Shetland Tour Guide Association's training course and a presentation about the Shetland Place-Names Project and John Stewart's Place-Names Project to members of the Whalsay Scottish Women's Institute.



Place-names featured in Burra History Group's summer exhibition.

Research & Interpretation

Maps and place-name information were supplied for Field Studies walks in Levenwick, Quarff, Yell, Gruting and Culswick. A number of researchers were helped locate their ancestral homes, provided with copy aerial photographs for personal and school studies about Wartime Shetland, and advised on the origins and meanings of particular place-names.

The BBC pronunciation department was assisted with requests relating to pronunciation of dialect words and place-names. Dialect words and place-name spellings were checked for the new Shetland Heritage Publications bird book and research conducted into otter place-names for another new publication.

Discussions were held with staff of NAFC Marine Centre about 2 projects they are developing - the Seascape Character Assessment for Shetland and a project to record information about fishing grounds not already recorded as part of our Fishing Meids Project.



The Place-Names Officer and Communications Officer researched and designed 5 interpretive panels for Lerwick Community Council to be erected in Harrison Square. The panels conform to the existing Shetland Heritage and Culture panel designs and comprise a Shetland place-names panel featuring a map, photographs and text boxes to explain the meaning of names and highlight common place-name elements; an orientation map of Lerwick featuring photographs and text about main visitor attractions; and three smaller panels describing the development of Lerwick with an emphasis on the area from the waterfront to the New Town.

Shetland ForWirds

The group's main event this year was staging the production Tell Wiz – an original Shetland musical first performed in 1958. The 3-night sell-out performance in May was filmed by JJ Jamieson and the subsequent film was shown at Screenplay in September and DVDs produced in time for the Christmas market.

A fjaana (small celebration) combining narrative, stories, poetry and music was organised by Shetland ForWirds as part of Shetland Wool Week in October. It was a sell-out event and proved popular to both locals and visitors.

Training

The Place-Names Officer attended 2 days of the Archives and Records Association Conference in Dublin in August, where she was updated on much of the current thinking and practices in Archives and Records Management, particularly the options and requirements regarding permanent preservation of digital data.

Dr Doreen Waugh

Staff and trustees were saddened to learn of the death of Doreen Waugh in September, following her brave struggle with serious illness since 2008. She was a huge supporter of the work of Shetland Amenity Trust and was instrumental in the formation of the Shetland Place-Names Project, having first approached the Trust with the idea of such a project in 1998.

Since the Project began in 2001, Dr Waugh provided advice, made the Scottish Place-Name Database available, and introduced us to place-name scholars through the UK and Scandinavia. Latterly she became our contact in Edinburgh University's Department of Celtic and Scottish Studies and planned to work with the Place-Names Officer on a major study of place-names of the Westside of Shetland, before ill-health prevented this.

Dr Waugh was well-known and respected within the world of place-name studies and always promoted Shetland and the Place-Names Project at every opportunity. She organised a joint place-names conference for 3 major place-name societies in Shetland in 2003 and encouraged the Place-Names Officer to give presentations about our project at this and other conferences over the years. She was an active member of Shetland ForWirds, notably having a major role in producing the pocket word book Mirds o Wirds in 2014. She was also on the Viking Congress organising committee and her last major piece of work was to jointly edit the forthcoming Congress proceedings.



ARCHITECTURAL HERITAGE

Strategic Objectives:

- Protection and restoration of Shetland's architectural heritage to both enhance visual amenity and conserve cultural heritage for the benefit of the public.
- Encourage the use of traditional building methods and materials.

Architectural Heritage Accommodation

Shetland Amenity Trust offers a range of heritage accommodation in Shetland: 'Shetland Camping Böds' (www.camping-bods.co.uk) and 'Shetland Lighthouse Holidays' (www.lighthouse-holidays.com). These buildings of historic value are located throughout the isles and provide a fantastic opportunity to tour the islands.

- Camping Böds The 9 Camping Böds offer basic, low-cost accommodation in truly unique locations.
 Six of the Böds have showers and electric cooking facilities and the other 3 are more basic and do not have electricity and in one there is no water and guests have the real camping experience of using a chemical toilet.
- Lighthouse Self-Catering Accommodation Located in the former keepers' cottages at Bressay and Eshaness lighthouses, this accommodation is much higher quality than provided in the Böds.
- Sumburgh Lighthouse buildings have been faithfully reinstated and the accommodation opened May 2014. The ex-Keepers accommodation provides luxury family holiday accommodation and the former Occasional Keepers bothy is now in great demand by 'artists in residence'.

Working with Lime Seminar

Historic Scotland and Shetland Amenity Trust organised a seminar on this topic at Sumburgh Head Lighthouse with speakers including Jessica Snow and Simon Montgomery, Historic Scotland; Niall Braidwood, Groves-Raines Architects; Suzanne Malcolmson, Redman Sutherland Architects; and Dr Ian Tait from Shetland Amenity Trust. The event was very successful and attended by 23 people, including architects, town planners and builders.

Sumburgh Lighthouse Restoration & Development Project

Visitor feedback on the facilities at Sumburgh Head Lighthouse is very positive with the only minor criticism being the lack of a café. With a change in the state aid regulations for heritage sites, we have been able to respond positively to these comments and, with some minor alterations, from the 2016 season a café will now be provided.



The Stevenson Centre cafe at Sumburgh Head.





Inside the new Shetland Museum and Archives boat store.

Traditional Shetland Boat Building Centre

Building works are substantially complete and Shetland Amenity Trust, in partnership with Shetland College, is developing an accredited course for training boat builders.

Fair Isle South Lighthouse

Shetland Amenity Trust staff rebuilt the boundary wall at the Lighthouse which had been destroyed in the severe winter storm of 2013.

Old Scatness Broch

Project management and survey expertise is being provided to develop this future project.

Jackville, Binna Ness

Shetland Amenity Trust is working closely with the 'hands on' client to restore this remote Category B listed building. The internal of the building is a time capsule with many original fittings including gas lamps.

National Trust for Scotland (NTS)

- Halligarth, Unst NTS and Shetland Amenity are
 in advanced discussions to form a partnership to
 take this project forward. NTS hosted consultation
 meetings with the local community and other
 potential stakeholders to help crystalise their
 development proposals. It is intended that the Trust
 will become the lead partner and start the process to
 seek sufficient funding that, when added to what NTS
 already have, will allow the project to proceed.
- Midway, Fair Isle NTS intend to restore this house utilising and developing the building skills of the Fair Isle residents. In this case NTS is keen for the Trust to take on the role of main contractor, employing a mix of personnel from Fair Isle and the Trust's inhouse team to undertake the works.

Shetland Islands Council - Town Hall, Lerwick

Elements of the Town Hall such as external stonework and the stained glass windows are in very poor state, with the potential for loss of the historic and valuable stained glass. Shetland Islands Council appointed Shetland Amenity Trust to project manage the works and progress to date includes appointment of a design team comprising Architect, Quantity Surveyor, Structural Engineer, Services Engineer, etc.

A review and report of the stained glass by the Architect and the Scottish Stained Glass Trust concluded that the stained glass is of the highest quality, designed in 1882 by arguably the foremost stained glass artist of the day and on a par with the best stained glass in Britain. Using that report, we were able to successfully convince Historic Environment Scotland to upgrade the Town Hall to Category A status.

Historic Environment Scotland has approved grant aid to assist with the works and the procurement process to select a main contractor has been initiated.



ENVIRONMENTAL IMPROVEMENT

Strategic Objectives:

- Enhancement of visual amenity and public enjoyment of the countryside.
- Encouragement of environmental awareness.
- Encouragement and development of waste minimisation, re-use and recycling strategies.

Da Voar Redd Up - Community Spring Clean

The 28th annual Voar Redd Up was undertaken in 2015 with more record breaking success. 4,572 volunteers took part, continuing to make it the highest supported community clean up throughout the UK, per head of population. The volume of bruck collected was 58.48 tonnes, down slightly on the 64.94 tonnes collected in 2014. This includes the tonnage picked up during the annual Voar Redd Up as well as additional rubbish removed from coastal and roadside locations throughout the year, through Mini Redd Up Groups.

Over its 28 years, Da Voar Redd Up has grown from a few hundred individuals clearing mainly coastal areas of the debris washed up with winter storms, to over 20% of the population volunteering their time to clear Shetland's coastlines and roadsides. If Scotland were to achieve this participation rate, nearly 1 million volunteers would be required and for the whole of the UK nearly 12 million.

To date over 1,700 tonnes of bruck have been removed from Shetland's environment. This makes a significant contribution to the cleanliness of our Isles, benefiting local residents, biodiversity, visual amenity and the tourism industry. Significant resources are deployed by the Trust to ensure its success. While much of the bruck collected consists of marine litter, redd up volunteers also target landborne litter, such as roadsides and ditches.

This year's Redd Up was again sponsored by BP Sullom Voe Terminal with support from local business, Shetland Islands Council and Shetland's Community Councils. Da Voar Redd Up continues to command strong partnership working involving Scottish Natural Heritage, Shetland Islands Council, Scottish Environment Protection Agency, VisitScotland and the Association of Shetland Community Councils.



One of our younger volunteers



Environmental Improvement - Remote Isles

Along with supporting redd ups on every inhabited isle, and some uninhabited, in Shetland, the Trust continues to work with the communities of Foula, Papa Stour, Fair Isle and Skerries in the removal, for safe disposal and recycling, of a large amount of scrap vehicles, metals and related bruck.

Environmental Improvement Teams

The visual amenity and general environmental improvement of Shetland is greatly enhanced by the operation of 2 Environmental Improvement Teams, servicing the Mainland of Shetland and the North Isles. Both Teams offer a free comprehensive service for the removal of scrap vehicles, scrap iron, redundant agricultural machinery and other bulky metal items. During 2015/16, 302 end-of-life vehicles and 135 requests for uplift of fencing wire, redundant agri-equipment and other bulky items were completed for recycling.

The Teams' work within the community has a substantial positive effect on the environment, particularly within rural and remote areas of Shetland.

The North Isles Team continues to develop and maintain an Authorised Treatment Facility in Yell which depollutes scrap vehicles prior to recycling in line with 95% recycling targets for scrap vehicles as directed by European Legislation. This facility contributes significantly to the cleanliness of Yell, Unst and Fetlar.

Both Teams play a crucial role in many of the Trust's other activities including Da Voar Redd Up, can recycling and other initiatives which present an "added value" aspect to the Teams' work.

Recycling

Recycling within Shetland is well supported by the community, diverting large volumes of waste from Landfill – the Trust plays a significant part and is a major contributor to Shetland's annual waste recycling figures. Specifically, the Trust is responsible for the recycling of:

- aluminium and steel cans
- high quality building materials
- glass

The Trust manages a 'Cash for Cans' scheme for local schools and community groups. Through this the groups can raise funds by collecting aluminium cans for recycling.

Enviroglass

Enviroglass continues to recycle waste glass generated from bottle banks, kerbside collections and trade establishments. In 2015/16, 432 tonnes of waste container glass was diverted from landfill to be recycled by Enviroglass.



2015 Shetland Environmental Awards



Enviroglass recycles this glass into a range of high quality products, including:

- 80% recycled glasscast products, the most popular of which is its range of paving slabs suitable for both indoor and outdoor use
- 100% recycled glass cullet for shotblast products
- 100% recycled decorative garden glass
- 100% recycled glass all in aggregate

In addition, Enviroglass has also produced a number of bespoke items, such as hearth stones, plaques and memorials. In 2015/16 these included the Shetland Environmental Award plaques and house signs. Further information on Enviroglass and its products can be found at www.enviroglass.co.uk

Dunna Chuck Bruck, Litter Prevention & Waste Minimisation

Due to feedback from community and redd up groups, the Trust relaunched Shetland's overarching antilitter campaign, Dunna Chuck Bruck, in May 2012. A range of initiatives has been carried out under this banner, highlighting littering and how the community can do something about it as well as other suitable topics, such as marine litter, recycling, reuse, carbon reduction, food waste, etc. There is also a Facebook page which is updated regularly: www.facebook.com/Dunnachuckbruck.

Dunna Chuck Bruck works with a number of likeminded organisations committed to improving and enhancing Shetland's unique environment. DCB is a member of ShEEP (Shetland Environmental Education Partnership) whose members include RSPB, SNH, Geopark Shetland, KIMO and Shetland Islands Council



Da Bruck Monster

A lot of work is undertaken with schools, including, advice, workshops, assemblies, class projects and a Dunna Chuck Bruck challenge for schools and youth groups. Where appropriate, the work done with and by schools has been highlighted on the Facebook page, to inspire and encourage others.

Following on from the highly successful Bards in the Bog 2014/15 roadside litter project involving Anderson High and Brae High School pupils, a short film "The Curse of the Bruck Monster" was created and released in August 2015. The film has been viewed over 16,000 times and was shared far and wide on social media. This was a tremendously successful awareness raising initiative and the Bruck Monster became an instant local celebrity; with people posing for selfies with the 5ft cardboard cut-out of the monster on display at the Shetland Museum and Archives during August and September.

Shetland Environmental Awards

The 27th Shetland Environmental Awards took place in November, organised and hosted by the Trust. This event is an important annual celebration and recognition of our community's efforts to protect and enhance our environment.



There were a good number of applications, from a wide range of projects. The 2015 Award Winners were: Anderson and Brae High School Pupils for "The Curse of the Bruck Monster" film; Logan Johnson for his dedication to natural heritage and inspiring his peers to explore Shetland's natural environment and wildlife; Nesting Primary School for its Galley Garden; Brae High School for its nature friendly play area; Whiteness Primary School for its outdoor nature development play area; the RSPB for facilitating nature friendly play area projects (including Brae and Whiteness schools); and Yell Community Council for its maintenance and protection of the award winning Breckon and West Sandwick beaches.

The Awards are judged by the Shetland Environment Group. The award plaques were made by Enviroglass and presented by Ruby Inkster founder of the wonderful Da Gairdins i Sand

This year also saw the Alan Inkster Award presented for the first time. This award, for outstanding voluntary contribution and commitment to the environment, was given to Logan Johnson. The award recognised that despite his young age Logan has already become a local "champion" for local wildlife and ecology; and is inspiring a new generation of naturalists in Shetland.

The awards were again sponsored by the major players within the environment sector in Shetland, including Scottish Environment Protection Agency, Shetland Islands Council, the Royal Society for the Protection of Birds, Shetland Civic Society and VisitScotland. The Total Laggan-Tormore Project sponsored the awards presentation event.

Shetland Environment Group

Partnership working is a key aim of the Trust. The Trust administers the Shetland Environment Group, a multi-agency group set up to advise and assist the Trust to fulfil its environmental objectives. Partners in this group include Shetland Islands Council,

Scottish Natural Heritage, Scottish Environment Protection Agency, Royal Society for the Protection of Birds, Shetland Civic Society, VisitScotland and the Association of Shetland Community Councils.

Greening of the Trust

The Trust has an active greening agenda. We remain a Gold Award holder in the Green Business Award Scheme

Where appropriate, the Trust uses a large amount of reclaimed building materials throughout its programme of building renovation and investigates/installs renewable sources of energy where possible.

Fishing For Litter

Shetland Amenity Trust continues to manage the Shetland operations of the Fishing For Litter Scheme run by KIMO. This successful project encourages the local fishing fleet to bring ashore marine litter found when out fishing. KIMO remains as the strategic director.

Outside Agencies

Shetland Amenity Trust continued to assist local and national agencies with regards to their environmental objectives.



2016 Shetland Environmental Award winners



WOODLANDS

Strategic Objectives:

- Preservation and development of existing woodland.
- Conservation, propagation and re-establishment of native trees.
- Creation of a Shetland Arboretum to foster interest in trees and participate in international conservation strategies.
- Encouragement of the use of trees, shrubs and other woodland flora in the Shetland landscape, both urban and rural, so that they enhance the environment, and are of positive value to people and wildlife, for both present and future generations.

Peatland Restoration

The Woodlands Team undertook extensive work in peatland restoration projects this year, and has developed unprecedented skills in a number of techniques. Through funding from Scottish Natural Heritage (SNH), significant income was generated, so much so that the retention of the post of Peatland Restoration Officer was enabled (SNH having withdrawn funding for 2016-2017).

Some remedial work was done at last year's demonstration site near Cunningsburgh and an area of old peat workings near Gulberwick was planted with cotton grass and sphagnum moss. However, the bulk of work, over the winter months, was done on a much larger and more challenging area on the summit of the East Kame in the central mainland. This involved a steep climb from the main road each day, the use of ATVs and trailers to transport materials (see below – Training), coping with extreme

weather conditions and much hard physical labour. A sturdy hut was erected on site to provide shelter and some rest facilities. Plastic piling was used to dam large erosion gullies at intervals, while sisal "sausages" were filled with peat and laid across smaller gullies. Used salmon net was laid over bare areas of peat to help stabilise the ground and plugs of cotton grass and shredded sphagnum moss were planted or spread extensively. Finally, boardwalks were installed to improve access without harming vegetation, and fencing and access tracks were repaired.

The Team was helped by RSPB staff, Shetland Bird Club members and volunteers; they were also filmed at work for a "Scotland: the Big Picture" project (http://www.scotlandbigpicture.com/). The income from SNH will enable monitoring and remedial work to continue on site at intervals, while we hope that the Team will be able to lend their skills to future restoration projects in Shetland.

Plant Conservation

The Trust was asked by Royal Botanic Gardens Kew to contribute seed of Shetland hawkweeds (Hieracium and Pilosella) to its Millennium Seed Project; this year we were able to send samples of 16 species from our own ex-situ collection, and we shall send more next year if requested. Plugs of Hieracium hethlandiae have again been planted by the roadside at Virdins Quarry, Mavis Grind (close to where its original recorded station was before it was rendered extinct in the wild). It is evident that re-establishment has been successful here, as several self-sown seedlings have been noted. The same has happened with H.breve in the woodland site at the Burn of the Twa Roes in Northmavine



Landscaping

The beginning of construction work on the new Anderson High School at Clickimin in Lerwick presented a few issues.

The rerouting of the footpath and its conversion into a combined foot and cycle path between the school site and the loch meant that a large number of wellestablished trees (common alder) had to be moved. Fortunately, good communication and teamwork with Shetland Islands Council Roads Department and the contractor allowed for some of these trees to be moved to a new location between Bruce Crescent and the detention pond for the new roundabout in North Lochside, while others were moved closer to the loch. Many cuttings were taken from the Alaskan willows that framed the old campsite, but shrubs here and some birch in the adjacent woodland area were regrettably lost. It is very much hoped that in landscaping the new school, these losses will be replaced in full.

Meanwhile, the Trust supplied a liner for the detention pond, transplanted some reeds (these act as a pollution control) and we are carrying out planting of trees and wildflowers around the pond perimeter.

Woodland and Garden Creation and Maintenance

The Team carried out its usual summer maintenance programme at Trust properties. A small border of shrubs was planted at the Böd of Gremista textile museum.

Clearing extensive windblow at Lindsay Lea in Kergord and at the Sullom plantation is an annual task now; at the latter thinning of the extensions planted in 1995-96 has continued. Repair work to the footpath along the shoreline at the Loch of Voe Community Woodland is also an ongoing task.

Propagation

In addition to the willow cuttings mentioned earlier, as usual, seed of common alder (of coastal Sutherland origin), Alaskan Sitka alder and Icelandic downy birch was collected locally and sown. Among native flora, a large amount of Mayflooer (primrose) and ragged robin has been propagated, as well as cotton-grass (for the peatland restoration project). Native juniper from seed collected from the Burn of the Twa Roes germinated well and was potted on.

Tree Surgery

A number of trees were felled or pruned in cases where it was judged they were unsafe or could damage properties.

Training

ATV and trailer certificated training was supplied by Drive Shetland to Team members. This enabled them to carry out safe manoeuvres with the vehicles on the peatland restoration project at the East Kame. Team members also attended First Aid at Work refresher courses.

ShEEP & Shetland Nature Festival

The Woodlands Project officer and Team continued to participate in these environmental education initiatives. Through ShEEP, we now have 15 *Ginkgo biloba* from Hiroshima growing on successfully and being hardened off. Invitations on the ShEEP Facebook page were put out for suggestions from the public as to where these commemorative trees should be planted; several ideas were mooted but, as yet, there has been no decision made.



Shetland Museum & Archives Performance
Review Indicators

The statistical visitor information below is used to report to various statutory bodies:

Visitor Data Figures	2014/15	2015/16
Total Visitor Numbers	83,810	82,096
Crofthouse Visitor Numbers	4,020	4,155
Website Hits	29,280	29,160
Website Enquiries	323	389
info@ e-mail enquiries	54	101
Photo Archives Hits	86,072	4,321,411
Photo Archives Feedback	61	101
Photo Orders	97	145

Museum Information	2014/15	2015/16
Donations Received	95	220
Exhibition Sales	275	162
School Visits	58	52
No. of Pupils	1,296	1,416
School Outreach Visits	6	9
No. of Pupils	149	145
Nursery Visits	5	6
No. of Pupils	100	65
Children/family workshops/events	85	50
Talks/Lectures "Dus du Mind" sessions	12 12	25 1 <i>2</i>
"Sheeksin" sessions	3	0
	· ·	-
Gallery Tours	57	41
Archives Information		
Archives Researchers	1,092	1,055
Archives Documents Issued	1,892	1,981
Facility/Event Bookings		
Auditorium	55	40
Learning Room	43	49
Boat Hall	9	10
Hay's Dock Café Restaurant	10	5
Main Foyer	14	6
-		



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Income & Expenditure Summary 2015/16		<u>Expenditure</u>	
•		General Expenses	108,741
Grants:		Administration Expenses	664,971
Shetland Charitable Trust	1,317,216	Governance Costs	18,313
Shetland Islands Council	52,103	Architectural Heritage	217,098
Scottish Natural Heritage	106,565	Woodlands	99,143
HIE Shetland	45,691	Grant Aid	46,250
Follow The Vikings	84,282	Natural Heritage	65,025
3		Shetland Boat Building Project	25,500
Big Lottery	34,350	Interpretation	59,384
Heritage Lottery Fund	-15,104	Archaeology	97,126
Historic Scotland	0	Viking Unst	5,957
ERDF/Scottish Executive	102,703	Old Scatness Broch	26,023
Grant Aid Account	0	Thing Project	-771
Other Grants	<u> 36,462</u>	Environmental Improvements	262,045
		Glass Recycling	56,731
	1,774,268	Place Names	49,939
		Promote Shetland	590,513
Investment Interest	109	Shetland Heritage Publications	3,125
Endowment Interest	58,428	Shetland Rangers	55,376
Donations	7,968	Shetland Nature Festival	2,673
Trading Income	200,722	Peatland Project	93,682
Other Income	2,093,840	Planned Maintenance	266,624
	2,073,040	Archives	170,810
Other recognised gains and	/70 F0F	Museum	242,187
losses	672,505	Museum - Education	56,815
		Museum - Facility	518,742
		Museum - Shop	95,221
		Geoparks	50,991
		ARCH GIS Assistant	886
		Follow The Vikings	86,521
		Museum OSB Project	2,794
		Sumburgh Head	148,023
		Depreciation	321,258
Fund Balances b/fwd	<u>13,946,687</u>	Funds Balances c/fwd	14,217,528
	18,754,527		18,754,527
	10,707,027		, ,



GRANT AID

Shetland Amenity Trust operates a grant aid scheme which provides financial assistance for the preservation of architectural heritage, environmental improvement initiatives and archaeological projects.

During 2015/16 the Trust awarded a total of £14,386 to 5 projects as follows:

Shetland Amenity Trust, Shetland Wool Week	£ 5,000
Shetland Amenity Trust, Drifting Apart Project	5,000
Shetland Amenity Trust Shetland Boat Week	1,886
University of Leeds,	500
Donald Murray	2,000

