

# Shetland Transport Strategy Refresh Stakeholder Consultation



**ZetTrans**  
SHETLAND'S TRANSPORT PARTNERSHIP

## Introduction

The current version of the Shetland Transport Strategy was published in 2008 and is based on consultation undertaken in 2007. In 2017, ZetTrans consulted to identify the Main Issues facing transport in Shetland 10 years on and we are now consulting with key stakeholders and community representatives such as yourselves on the *Shetland Transport Strategy Refresh Consultative Draft*. Your input will inform the refreshed Shetland Transport Strategy 2018.

**ZetTrans is very appreciative of your input. Thank You.**

## The purpose of the Shetland Transport Strategy

The Shetland Transport Strategy is the guiding statutory document of ZetTrans, Shetland's Regional Transport Partnership (RTP). The Scottish Government expects all regional transport strategies to serve the following purposes:

1. To provide a vision and objectives for transport in the region over a long-term (10-15-year) time horizon and communicate these to stakeholders and the wider community. [The Shetland Transport Strategy Refresh Consultative Draft details ZetTrans' Vision and Objectives.](#)
2. To provide an analysis of the current situation, covering transport needs and problems in the region. [The Shetland Transport Strategy Refresh Consultative Draft identifies ZetTrans' Main Issues.](#)
3. To set out a programme of activities, projects and interventions by the RTP and other stakeholders, that is prioritised and costed, and which will contribute to the achievement of regional transport objectives. [The Shetland Transport Strategy Refresh Consultative Draft summarises ZetTrans' proposed interventions.](#)
4. To inform the RTP's implementation and investment planning, setting out how the strategy will be achieved and its programme of activities delivered using funding at the RTP's disposal, including funding already committed from stakeholders (including the Scottish Government). [The Shetland Transport Strategy Refresh Consultative Draft, if approved, will be supplemented by a Delivery Plan, which will provide this information.](#)
5. To identify any additional measures that would be dependent on further contributions from a range of possible stakeholders and to make the case for any additional contributions from those stakeholders (including the Scottish Government). [Your views on the Shetland Transport Strategy Refresh Consultative Draft are being sought in order to inform the supplementary Delivery Plan.](#)

Regional transport strategies should be aspirational but also realistic. Ambition needs to be tempered by affordability - RTPs are independent statutory bodies and it is for them to set their budgets, to agree their priorities and to take, often difficult, decisions. However, the RTPs should aim high and seek to deliver **real improvements: for users of personal transport including public transport, for users of freight transport and for people whose travel needs are not currently being adequately met**. Where an RTP identifies interventions that require additional funding from the Scottish Executive, or the exercise of Ministerial functions, for their implementation, the Regional Transport Strategy should be used to make the case for such interventions to the Scottish Ministers.

Regional Transport Partnerships are required to focus their strategies on particular outcomes and activities. This prioritisation should be driven by the vision and objectives of the strategy, and the need to meet the statutory requirements set out in sections 5(1) and (2) of the Transport (Scotland) Act 2005. These provisions are set out in full here: <http://www.legislation.gov.uk/asp/2005/12/part/1/chapter/1/crossheading/regional-transport-strategies>

## Your Role as a Consultee

ZetTrans activity is very much focused on the *Public Good* and it is intended that the FINAL *Shetland Transport Strategy 2018* should be of value to ALL agencies, communities and individuals with an interest in transport provision in Shetland.

We are not *reviewing* the strategy but *refreshing* it. We are therefore not seeking to consult the public at large. Scotland's National Transport Strategy (NTS) is itself in the process of being reviewed. Following the publication of the new NTS in 2019, ZetTrans will revisit its 2018 strategy and decide how best to move forwards at that time.

The purpose of this consultation therefore, is to poll how you feel the strategy 'fits' the needs and aspirations of the organisation or community you represent and to check for any issues which may have been missed or are not needed. Transport impacts on most aspects of life and the views of the organisations and communities you represent, are essential for informing the *Shetland Transport Strategy 2018*. To help you respond, the *Shetland Transport Strategy Refresh Consultative Draft* accompanies this document.

**Please address all the questions on page 3 and as many questions as seem relevant on pages 4 and 5. At the end of the consultation, there is space for you to add any comments you wish to make. To help you further, the *Shetland Transport Strategy Refresh Consultative Draft* concludes with two useful tables summarising its contents.**

## Method, Timescales and Workshops

This questionnaire reflects the structure and content of the *DRAFT* document and seeks both quantitative and qualitative data on the proposed *Vision, Strategic Objectives, Main Issues and Interventions*.

The consultation will last for 6 weeks from Tuesday 13<sup>th</sup> February until **23:55 on Tuesday 27<sup>th</sup> March 2018** and your views will be taken into account when drawing up the *Shetland Transport Strategy Refresh 2018* due for consideration by ZetTrans at its meeting on Thursday 26 April 2018.

You can complete this electronic version and email it to: [zettrans@shetland.gov.uk](mailto:zettrans@shetland.gov.uk) or, if you prefer, you can print this document, fill it in by hand and return the form to: ZetTrans, 6 North Ness, Lerwick ZE1 0LZ. If you would find it helpful, ZetTrans is holding workshops on the *Shetland Transport Strategy Refresh Consultative Draft*:

**Monday 26<sup>th</sup> February 2018, 3:00pm – 4:30pm, Islesburgh Community Centre, Room 10**

**Repeated on: Tuesday 27<sup>th</sup> February 2018, 10:00am – 11:30am, Islesburgh Community Centre, Room 16**

**Please let us know if you will be attending by emailing [zettrans@shetland.gov.uk](mailto:zettrans@shetland.gov.uk) or phoning us on 01595 744868.**

## Your Details

Organisation	
Contact person	
Preferred contact details	

Please rate how each item matches the needs of the organisation or community you represent from 1 (not at all) to 5 (exactly)	Rate (1-5)	What, if anything, needs to be removed from this element of the strategy	What, if anything, needs to be added to this element of the strategy
<b>VISION</b> To develop travel and transport solutions for Shetland which underpin our Economy, support our Communities and conserve our Environment			
<b>STRATEGIC OBJECTIVE 1 – ECONOMY</b> To underpin Shetland’s economy by enabling individuals to access employment and training and businesses to access labour markets, customers and suppliers			
<b>STRATEGIC OBJECTIVE 2 – COMMUNITY</b> To support Shetland’s communities by enabling individuals, families and localities to thrive socially, physically and economically			
<b>STRATEGIC OBJECTIVE 3 – ENVIRONMENT</b> To conserve Shetland’s environment by enabling the reduction of detrimental transport impacts on Shetland’s unique natural resources			
<b>MAIN ISSUE 1 – LIFELINE TRANSPORT</b> To maintain, improve and expand the affordability, availability, flexibility and reliability of Shetland’s lifeline transport links for both freight and passengers.			
<b>MAIN ISSUE 2 – TRANSPORT ROBUSTNESS</b> To enable, develop and promote community, commercial and flexible transport solutions when and where appropriate. To ensure the transport sector provides safe, inclusive and attractive travel options.			
<b>MAIN ISSUE 3 – COMMUNITY SUPPORT</b> To support all of Shetland's communities by securing equitable access to employment, training, leisure, and services.			
<b>MAIN ISSUE 4 – INTEGRATION SUPPORT</b> To support improved integration in ticketing, information and services.			
<b>MAIN ISSUE 5 – BEHAVIOURAL CHANGE</b> To enable and promote healthier, more sustainable, greener travel choices.			
<b>MAIN ISSUE 6 – CHANGE MANAGEMENT</b> To plan for changes in legislation, transport demand, transport supply and transport funding by monitoring, recording and acting.			

Please rate how this proposed intervention matches the needs of the organisation or community you represent from 1 (not at all) to 5 (exactly)	Rating	Please make any comments on how you feel the proposed intervention can: Achieve meaningful change • Optimise public value • Be affordable • Be practical and achievable • Best be delivered
<b>Main Issue 1</b> - Regular formal liaison with lifeline passenger transport providers		
<b>Main Issue 1</b> - Regular formal liaison with freight transport providers		
<b>Main Issue 1</b> - Formally making the case for fair fares		
<b>Main Issue 1</b> - Investigating the development of new routes		
<b>Main Issue 2</b> - Working to develop community transport provision		
<b>Main Issue 2</b> - Working with the local taxi trade		
<b>Main Issue 2</b> - Liaising formally with local bus operators		
<b>Main Issue 2</b> - Formally reviewing the bus service network		
<b>Main Issue 3</b> - New ticket products		
<b>Main Issue 3</b> - Car share promotion		
<b>Main Issue 3</b> - Investigating the development of car clubs		
<b>Main Issue 3</b> - Revive local transport forums (LTFs) to consult at a local level		
<b>Main Issue 3</b> - Investigate producing travel and transport plans at LTF level		

Please rate how this proposed intervention matches the needs of the organisation or community you represent from 1 (not at all) to 5 (exactly)	Rating	Please comment on how you feel the proposed intervention can: Achieve meaningful change • Optimise public value • Be affordable • Be practical and achievable • Best be delivered
<b>Main Issue 4</b> - Upgrade and extend SMART ticketing provision		
<b>Main Issue 4</b> - Upgrade and enhance website, app, digitised travel planning and information		
<b>Main Issue 4</b> - Comprehensive review of inter-islands transport		
<b>Main Issue 4</b> - Formally making the case for sustainable additional funding for inter-island transport		
<b>Main Issue 5</b> - Addressing travel planning for major employers		
<b>Main Issue 5</b> - Reviewing and enhancing school travel plans		
<b>Main Issue 5</b> - Developing personal travel plan options via an enhanced website and app		
<b>Main Issue 5</b> - Promoting active and sustainable travel choices		
<b>Main Issue 5</b> - Developing a strategy for enhancing and improving the network of 'road-end' interchange car parks		
<b>Main Issue 6</b> - Creating and maintaining a database of statistics and information on Shetland's travel and transport systems		
<b>Main Issue 6</b> - Organising an annual, or bi-annual, travel and transport event		
<p><b>Please make any further comments here, including general comments on the ease of use, structure and content of the DRAFT strategy, things to be added / things to be removed.</b></p>		

