

**Project Title: Social and Economic Impact  
Assessment of Shetland Music**

**BACKGROUND**

The purpose of this study was to establish the value of the Shetland music industry in economic and social terms, based on 2002 data.

**METHODOLOGY**

Desk based research was undertaken to investigate relevant reports and strategies to inform data collection and results. Interviews were carried out with key personnel from a range of public and private sector organisations to gather baseline data and identify and explore all of the possible impacts. In addition, interviews were undertaken with local and visiting performers, representatives of community halls, other venues, festivals, external organisations, and other groups and individuals involved with music in Shetland.

**OUTPUT/CONCLUSIONS**

It is clear from this report that the Shetland music industry has a sizable influence on the economy of the region, generating income and employment throughout the islands.

It is also in the main felt to have a positive social impact although there are some negative aspects, particularly in relation to underage or excessive drinking.

The main priorities for developing the industry as viewed by those surveyed are:

- A potential requirement to subsidise local bands
- A need for additional promotion and marketing
- A need for better promotion of less well-known bands
- A need for better representation of smaller-scale genres
- A need to encourage more music in schools
- A need to review the balance of instruments taught
- A need to develop a dedicated music venue
- A need to address the social issues mentioned above
- A need to campaign for reduced air fares to and from the islands
- A need to establish better linkages with tourism activity.



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