

Post Meeting Briefing

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Meeting Date: 29 May 2020

Purpose of briefing

The Trustee Board meeting was held via video-conference in response to the current Covid-19 restrictions and guidance. As such the decision was taken to cancel the usual public session of the meeting and continue with only the private session. This briefing aims to provide an overview of the meeting discussion in relation to those items that are public.

1. Chief Executive's Report

- My planning assumption is that we will have little or no commercial income in 2020
- We are developing all suitable New Normal business opportunities, products and services, and looking for the investment needed to deliver them
- The opportunity to open facilities will not come until Phase 3 and our Reopen Working Group is developing scenarios for this.
- Planning with any certainty is going to be difficult but we are developing options for the rest of this year and into next.
- The general direction of travel, timelines and levels of support are clearer than a month ago but still with a great deal of uncertainty and risk.
- We should continue our review and dispose of redundant assets.
- Whilst it was published after my report was written the 2019 Shetland Visitor Survey gives us good reason to believe that the tourism is growing in Shetland and continued investment in our visitor offer is a good use of our charitable resources and is of benefit to the wider Shetland community.

2. Departmental Reports

Business Services

- The Finance team have completed the Financial Year End ready for audit. They have worked extremely hard under very difficult circumstances, working remotely as a team and with connectivity problems but still managing to meet the audit deadline. Many thanks to the whole team for all their hard work and the additional hours put in to meet the deadline, very much appreciated.
- Furlough claims are submitted on a monthly basis.
- All Lighthouse Holidays and Camping Bod guests have been contacted until the end of August with the options to cancel/cancel but hold deposit/hold booking or re-book.

Development

- Both of our major peatlands projects still currently under lockdown but both contractors are enthusiastic about getting back on the hill and getting the projects finished.
- Year of Coasts and Waters is being postponed but the Scottish Government has agreed that it can be carried forward into next year. We would hope to be able to participate as planned for this year.
- We have completed work on compiling additional information for the EU on the FTV project and this has been submitted.
- We are doing our best to keep in touch with local communities during the present crisis and offering support where we can. This includes disbursement of the first instalment of Community Heritage Running costs grants to various community heritage groups.
- We have applied for and are applying for funding from various funds for various aspects of our operation that are affected by the current lockdown. We hope this will help to mitigate some of the shortfalls caused by the COVID-19 outbreak. This includes a revised application the Shetland Charitable Trust additional grants scheme.

Engagement

- Social media activity over the past month has ‘reached’ 167k people and of these people, 36k of them engaged with posts by reacting to, sharing and commenting on posts etc.
- Ongoing work to develop and improve websites to adapt to increase online activities. The Shetland Museum and Archives, Shetland Amenity Trust, Sumburgh Head and Shetland Wool Week websites
- 19 Blogs edited, published and promoted covering Museum, Archives, Archaeology, natural heritage and Place names.
- Weekly social media posts on ‘Clap for Keyworkers’, Place names, ‘Woodlands Wednesday’, Curator battle and others being very positively received.
- 3 online quizzes have been released online and have been completed by over 2,500 people with excellent feedback
- Outreach and education activity this month included a programme of activity on St. Ninian’s Isle. A number of our online activities have now been incorporated into SIC teacher resource packs and we now have our own page on the Glow Scotland website
- Shetland Wool Week bumper edition of the newsletter went out to 35k subscribers with very positive feedback and work continues on the Annual and other publications.
- Work on the SAT Access Policy is underway to improve accessibility across our sites and activities.
- Donations to our Local Giving page continue to come in with over £10,500 raised so far.
- Measures have been put on place to manage potential visitor pressures at Sumburgh Head as lock down restrictions are eased.

Operations

- Work continues on our ‘new normal’ strategy as we enter Phase 1 in line with the Scottish Government phased approach.
- Discussion and review of results of staff survey on Covid-19
- Activities such as Outdoor field work is being risk assessed and will hopefully commence in June.

- Buildings have continued to be inspected as mothballing continues whilst maintaining the same level of servicing such as our water systems.
- The Museum and Archives are exploring a variety of ways in how we engage with the public and how we may operate for the foreseeable future.