

Location: Orkney

Sanday Business Forum

Impact: Growing an Inclusive Economy



Background

Sanday Business Forum (SBF) was initially formed during the pandemic 'lockdown' period in 2020.

SBF was, at the outset, a collaboration between local businesses. What was already a 'fragile' economy was being exacerbated by the impact of the pandemic. SBF sought to develop a way to increase trade amongst local businesses on the island and contribute to increasing community cohesion.

SBF's first collaboration introduced the 'Sanday Wave' - a 'voucher system' that could be used at any business on the island. The success of the 'Sanday Wave' inspired SBF to set up a new website—VisitSanday.com—to promote Sanday as a tourist destination and list all local businesses. VisitSanday was one of the winners of the Orkney Tourism Awards in 2022.

Another initiative involves producing a tongue-in-cheek printed map titled 'There's Nothing to do on Sanday', which is updated and expanded each year and showcases activities and businesses across the island.

What did the Accelerate Support help you achieve?

The outcome of the Accelerate team's SWOT analysis and strategy review was renewed confidence and inspiration—both to keep going and to do more for businesses on the island and for the local community. SBF was constituted in 2023.

Where would you be if you hadn't received the support?

Without the support of the Accelerate Programme, SBF feels it would have just continued as it was. It has now gained in confidence and is looking to take its role on the island more seriously—and to explore new initiatives that benefit the wider island community.

The economic and social impact of the Support

SBF sees its role as key in encouraging trade within and onto the island. Increasing business-to-business activity will bring economic and social benefits to the residents of Sanday. Attracting more visitors will also bring economic benefits, with more significant employment opportunities for local people.

Increasing local employment opportunities will hopefully stop depopulation on the Island and enhance local resilience.

SBF is looking to its future and hoping to grow community involvement in other projects that will support economic growth.



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