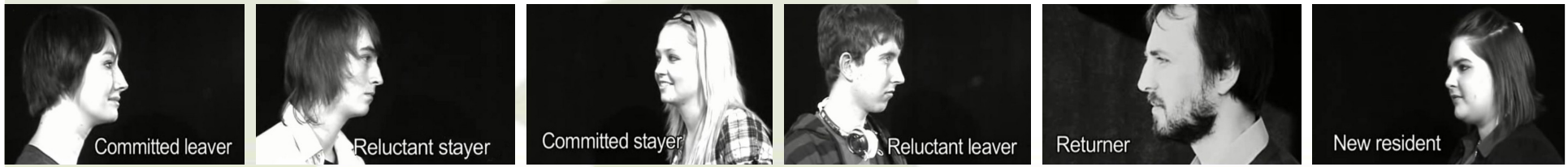
Young People in the Highlands and Islands
Argyll & Bute Community Planning Partnership

20th January 2010

Ruth Sime



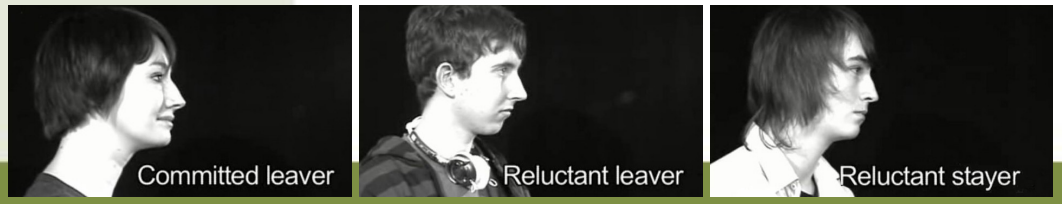
The Issue – The "Missing 18500"

If the Highlands and Islands had the same age structure as Scotland, there would be 18500 (25%) more young people in the 15 to 30 age group.

Figure for Argyll & Bute is 4118 (40%)

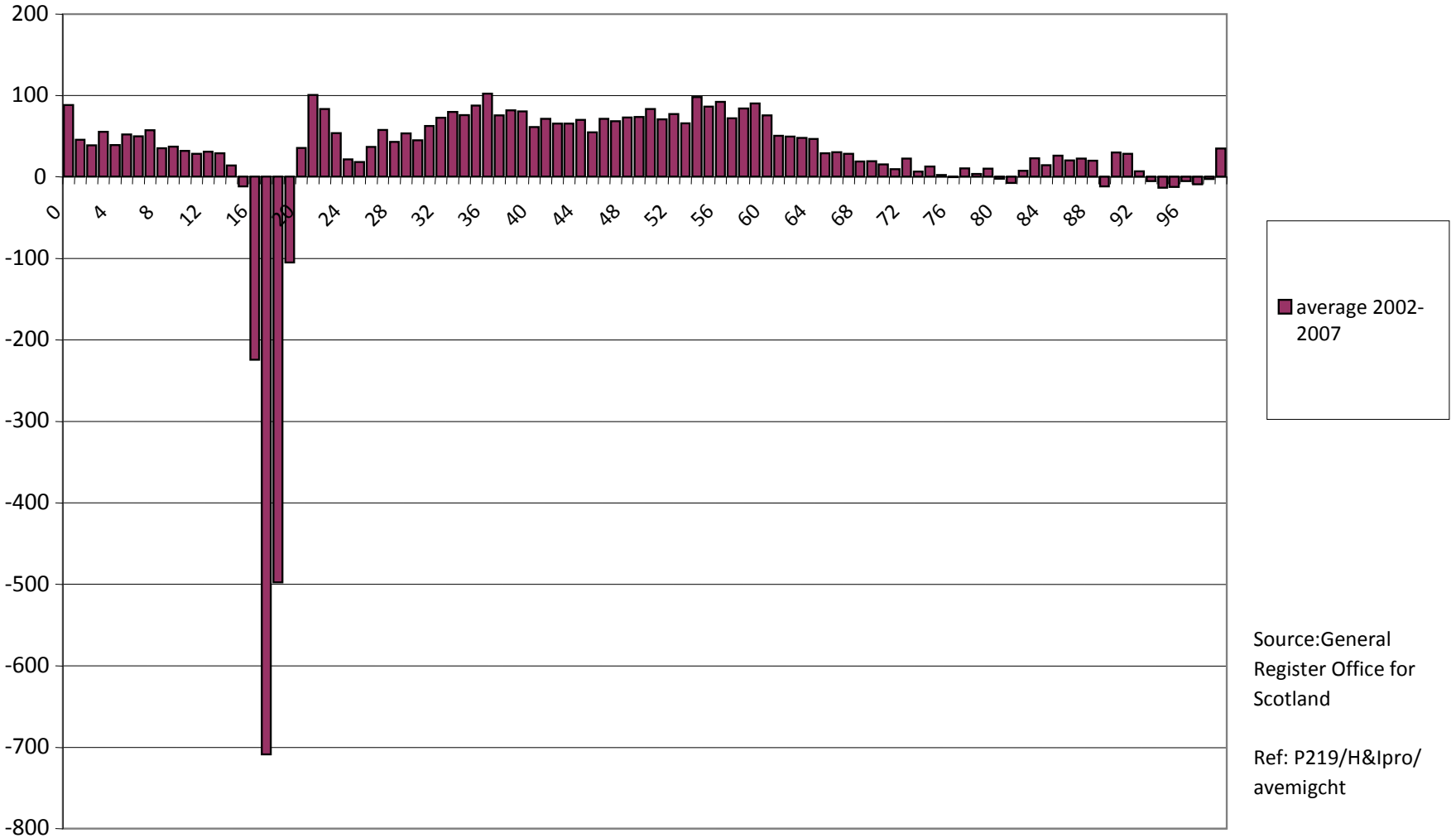
Outline

- Demographic Context – Regional and Local
- Youth Migration Study Brief and Methodology
- Key Findings – Regional and Local
- Target Groups
- The 4 “E”s
- Actions arising



Net Migration by Age

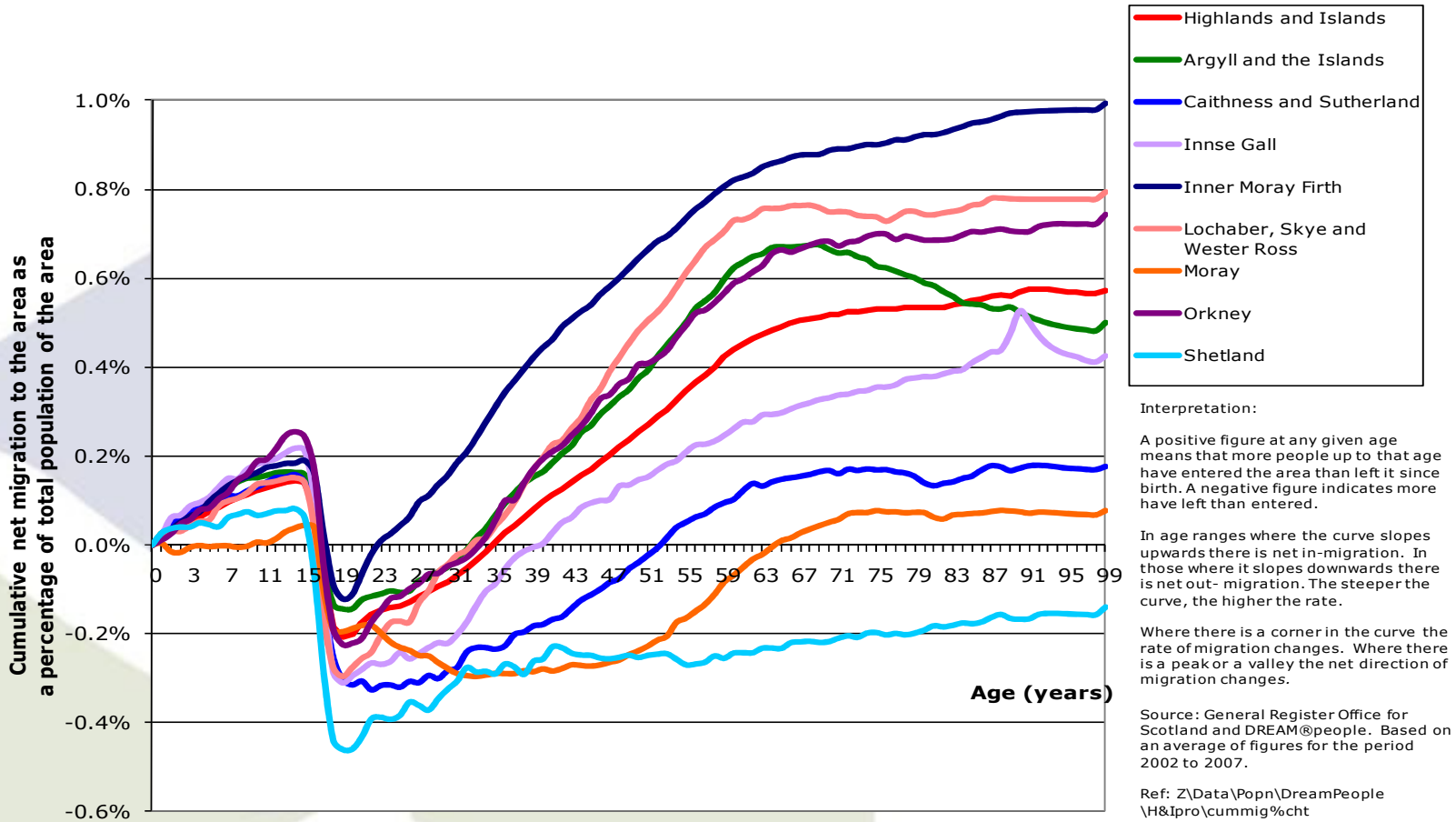
Highlands and Islands (HIE area)



Source:General Register Office for Scotland

Ref: P219/H&Ipro/ avemigcht

Cummulative Net Migration by Age in the Highlands and Islands Sub Regions



Interpretation:

A positive figure at any given age means that more people up to that age have entered the area than left it since birth. A negative figure indicates more have left than entered.

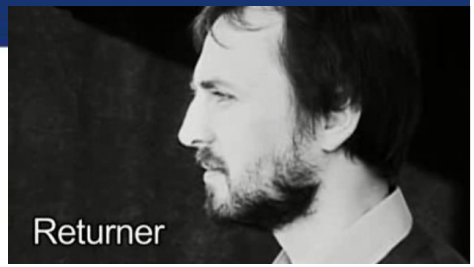
In age ranges where the curve slopes upwards there is net in-migration. In those where it slopes downwards there is net out- migration. The steeper the curve, the higher the rate.

Where there is a corner in the curve the rate of migration changes. Where there is a peak or a valley the net direction of migration changes.

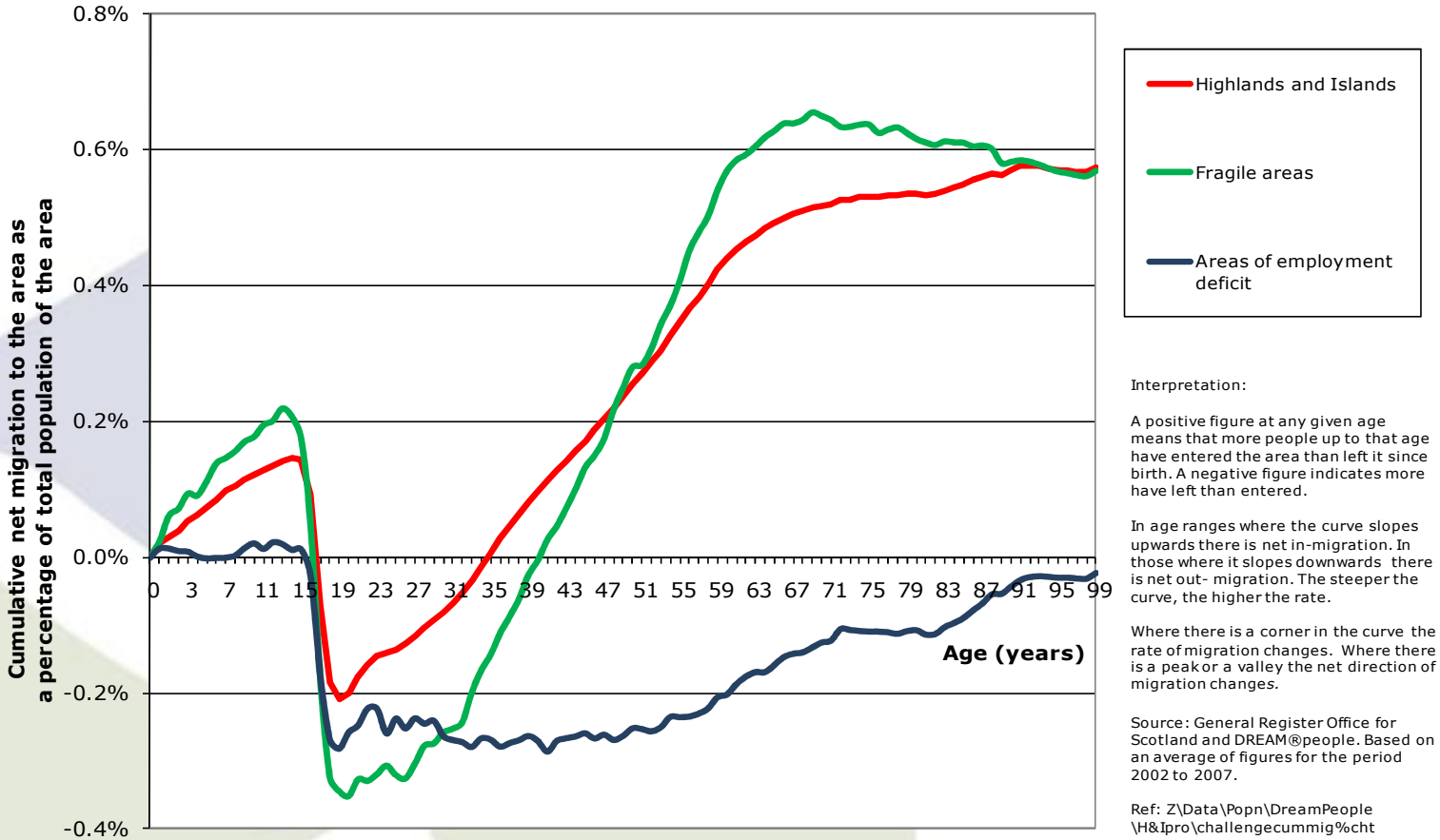
Source: General Register Office for Scotland and DREAM®people. Based on an average of figures for the period 2002 to 2007.

Ref: Z\Data\Popn\DreamPeople \H&Ipro\cummig%cht

Cummulative Net Migration in Challenge Areas



Cumulative net migration by age in challenge areas



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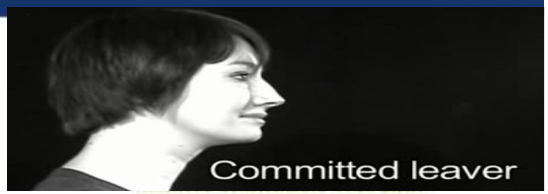
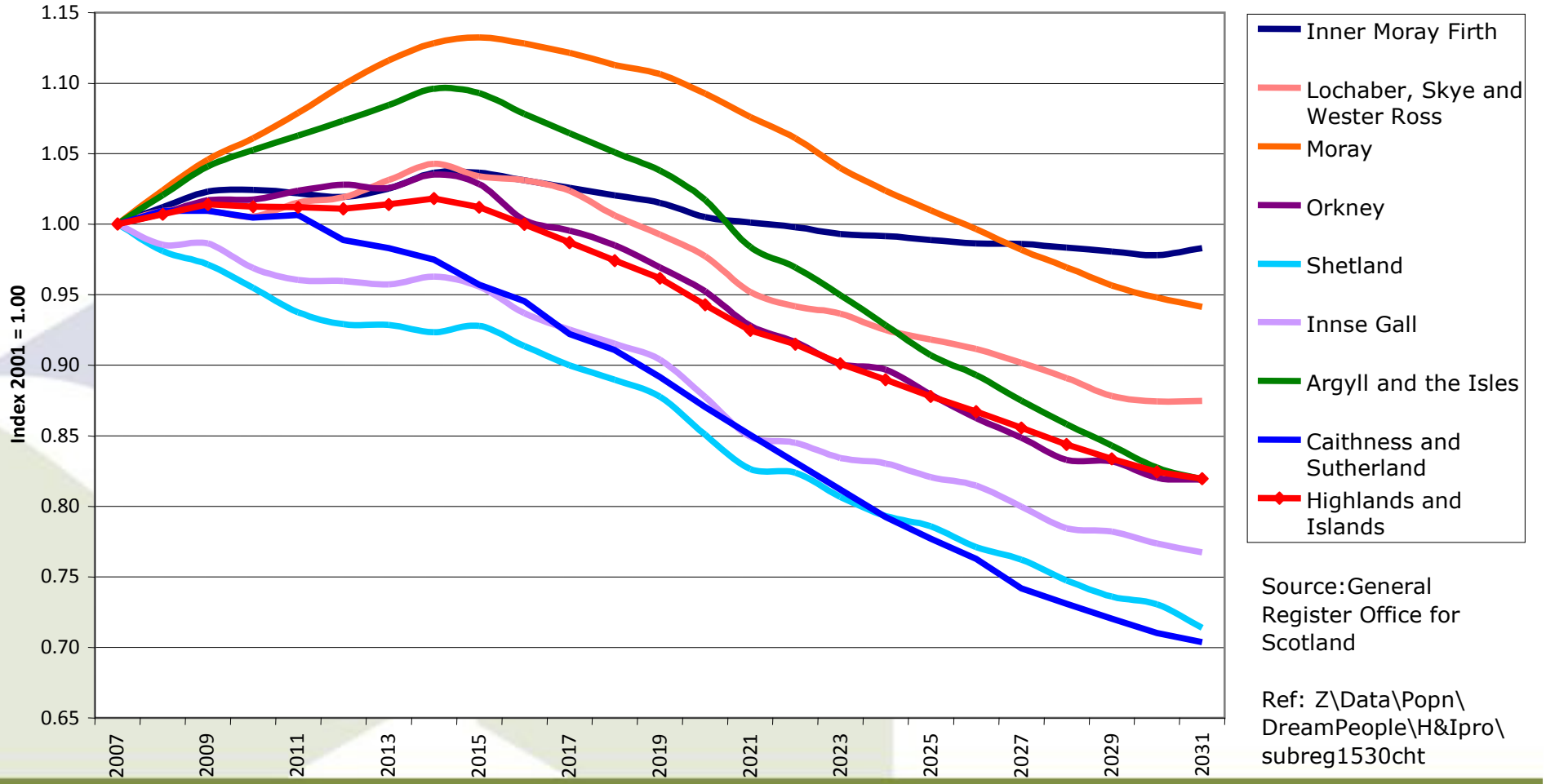
15-30 Year Old Population Trends





Source:General Register Office for Scotland

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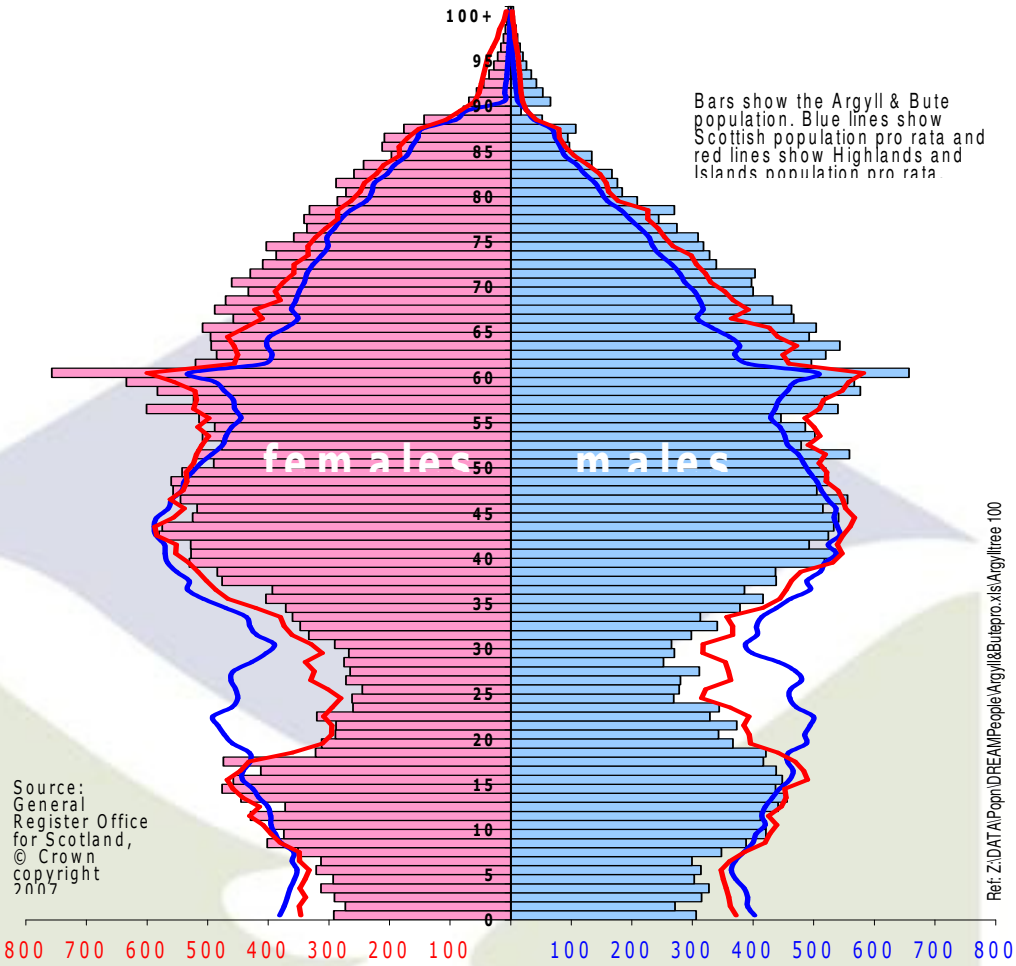
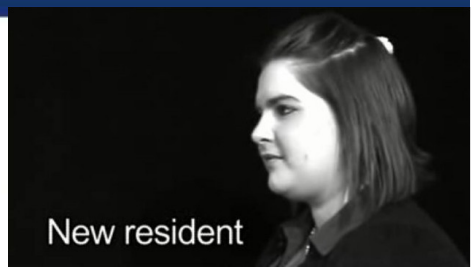
Population Distribution

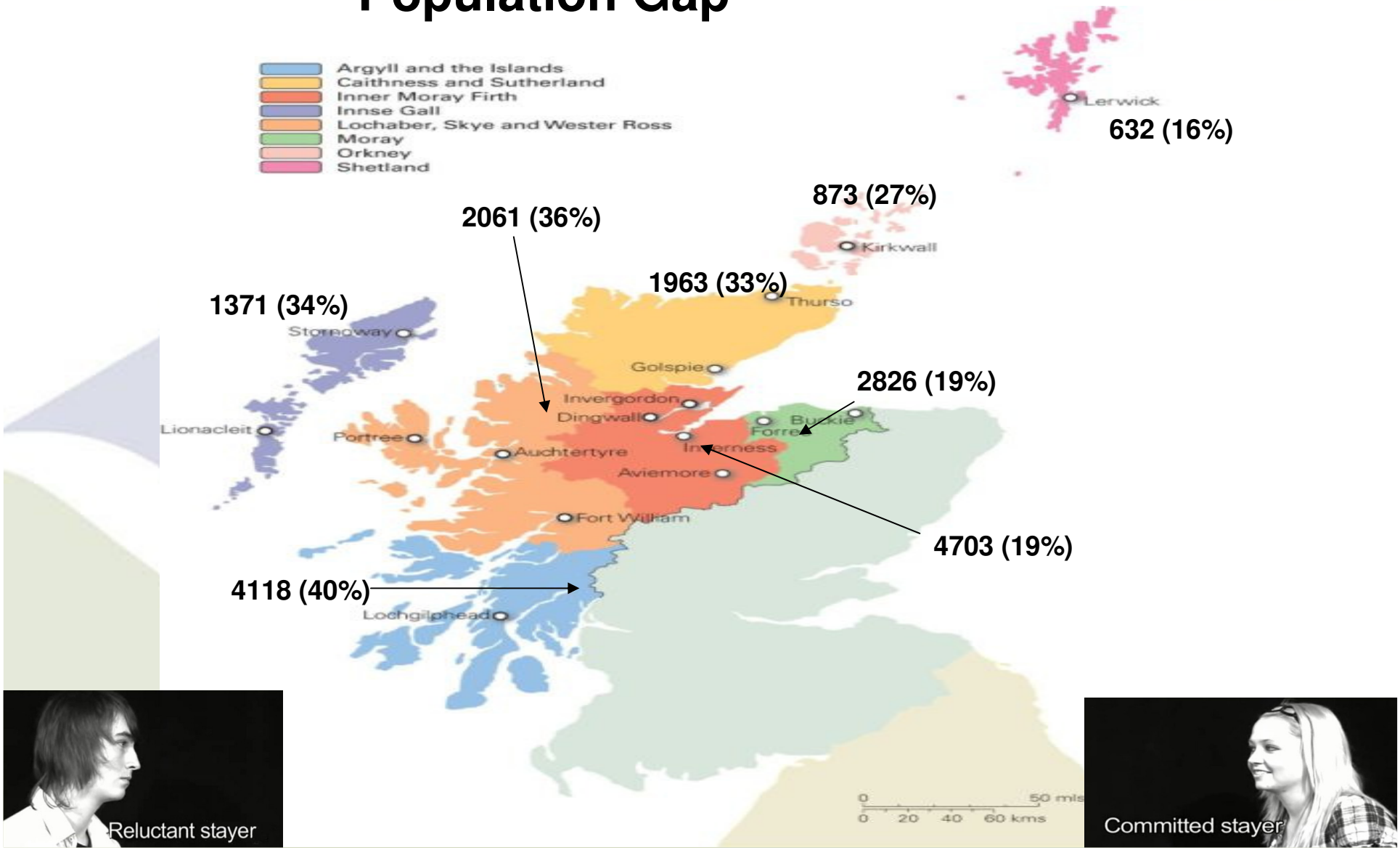
Gender Distribution Argyll and the Islands 2007





Young Person Population Gap: Increase in 15-30 Population needed to Fill Youth Population Gap

HIE
Highlands and Islands Enterprise
Iomairt na Gaidhealtachd 's nan Eilean



Objectives

- Explore attitudes to living, studying and working in the Highlands and Islands
- Establish factors that influence migration
- Identify appropriate initiatives
- Establish baseline

Responses

H&I Responses

1500 school pupils, 1670 young adults, 300 young adults living in other parts of the UK

Gender

Female 60% Male 40%

Argyll and the Islands

367 in total

284 schools response – separate report available

Online focus groups

Three policy group meetings

Drivers

Economic Growth

Current Reality

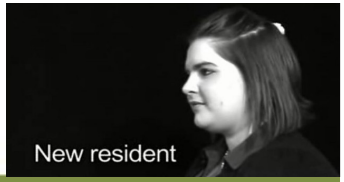
Future Trends

Young People in the Highlands & Islands

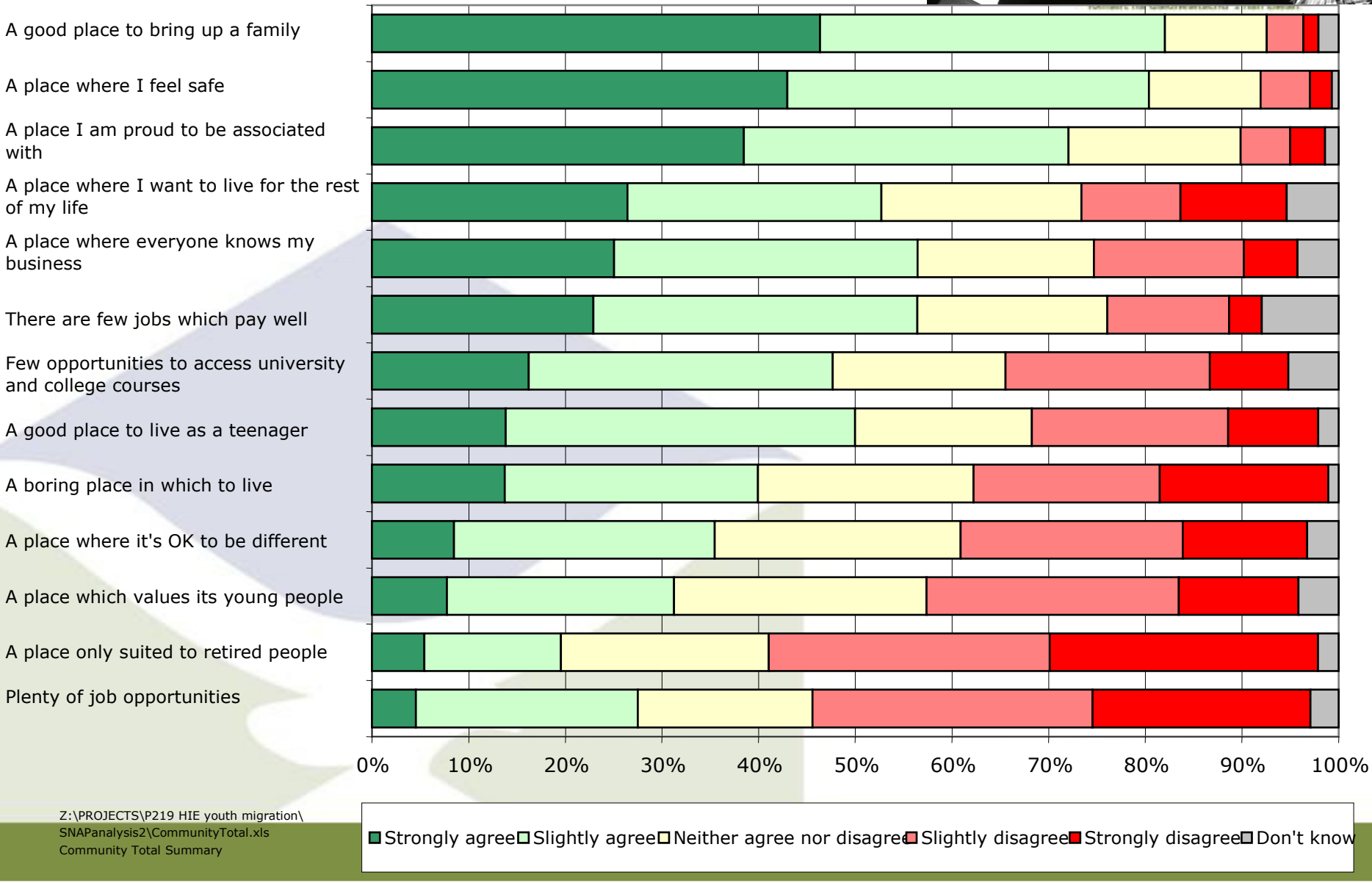
Labour Market Conditions

New Industries

Sustainable Communities



Perceptions



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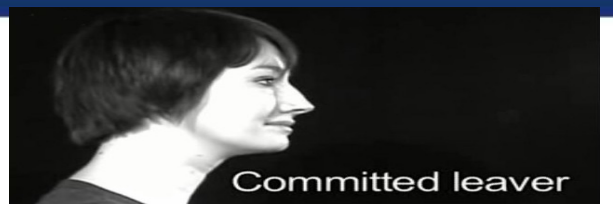
Community Total Summary

Positive Perceptions showing A&I versus H&I average

- A place where I feel safe (85% v 80%)
- A good place to bring up a family (84% v 81%)
- Proud to be associated with the area (64% v 72%)
- A place where I want to live for the rest of my life (50% v 53%)



Less Positive Perceptions showing A&I versus H&I average

- Few opportunities to access to university and college courses (52% v 45%)
- Few jobs that pay well
- Limited job opportunities (28% v 21%)
- A place where everyone knows my business (72% v 56%)
- A boring place to live (53% v 40%)
- A good place to live as a teenager (42% v 50%)

School Reports – Campbeltown v Rest of the Argyll & Islands Area

- Less desire to leave
- Poorer access to further and higher education
- Fewer jobs that pay well
- Better place to live as a teenager
- More acceptable “to be different”

Perceptions – Variations across Region

Orkney

A good place to live as a young person or with a family, with value placed on young people

Stronger affinity to the area

Better job prospects, but few which pay well

Shetland

Better job prospects

Stronger affinity to the area

More suited to retired people and less suited to young people

Innse Gall

Poor economic opportunities

Much stronger affinity to the area

Lower level of tolerance of differences

Value their young people and teenager and family friendly

Caithness and Sutherland

Fewer job opportunities

A good place to grow up in

Inner Moray Firth

More suited to young people

Less safe

Better paying jobs

Highlands and Islands

Moray

Weaker affinity with the area

Better access to educational opportunities

Less value placed on young people and less family and teenager friendly

Lochaber, Skye and Wester Ross

Less suited to the needs of young people, but a good place to live later in life

Very safe and relatively tolerant

Argyll and Bute

Fewer job opportunities

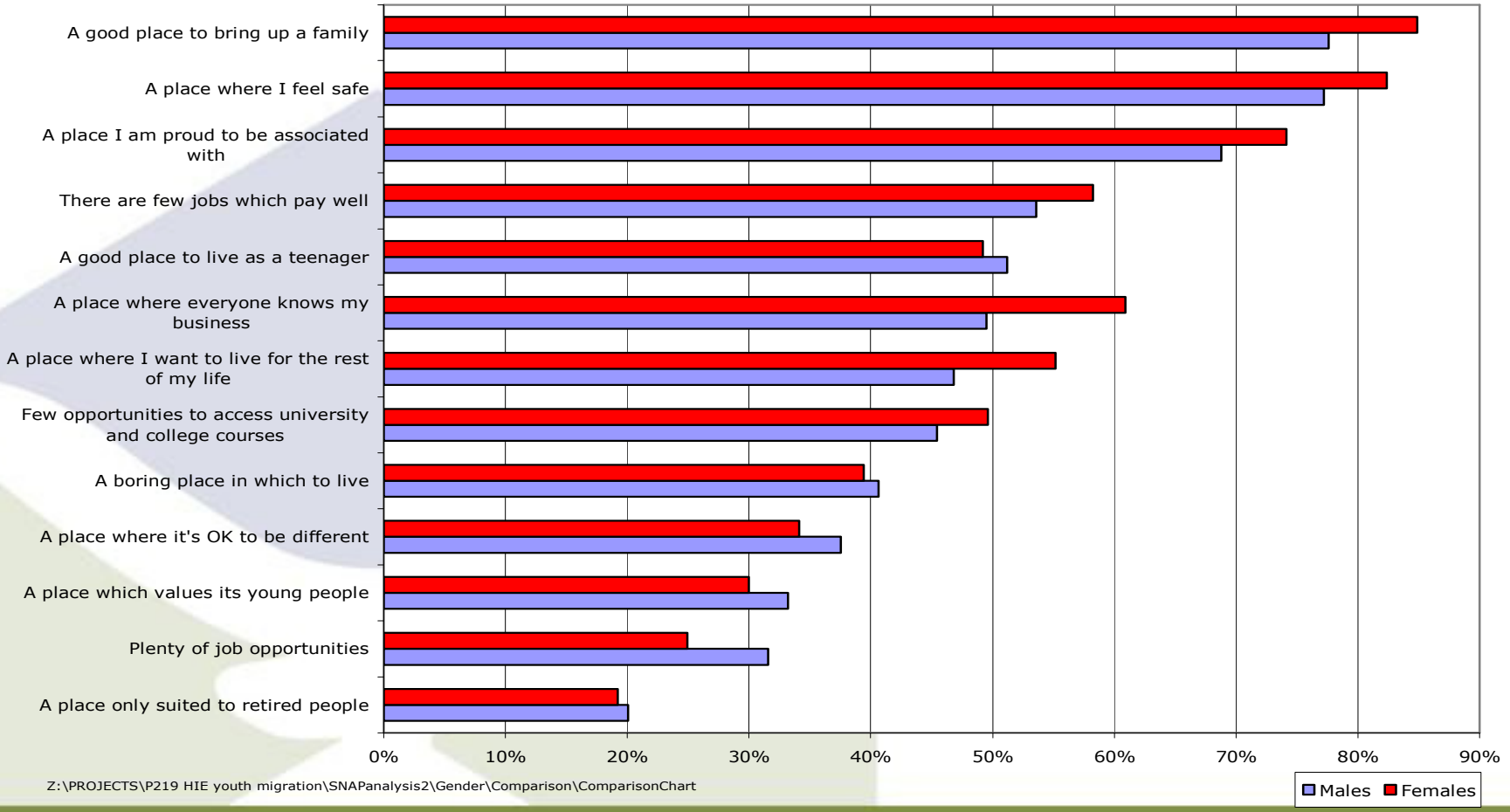
Lower levels of tolerance

More suited to retired people and less suited to young people

P219/snap analysis 2/areas/comparison areas/LEC area comparisons/pp comparison slide

Attitude by Gender

How would you describe your community?



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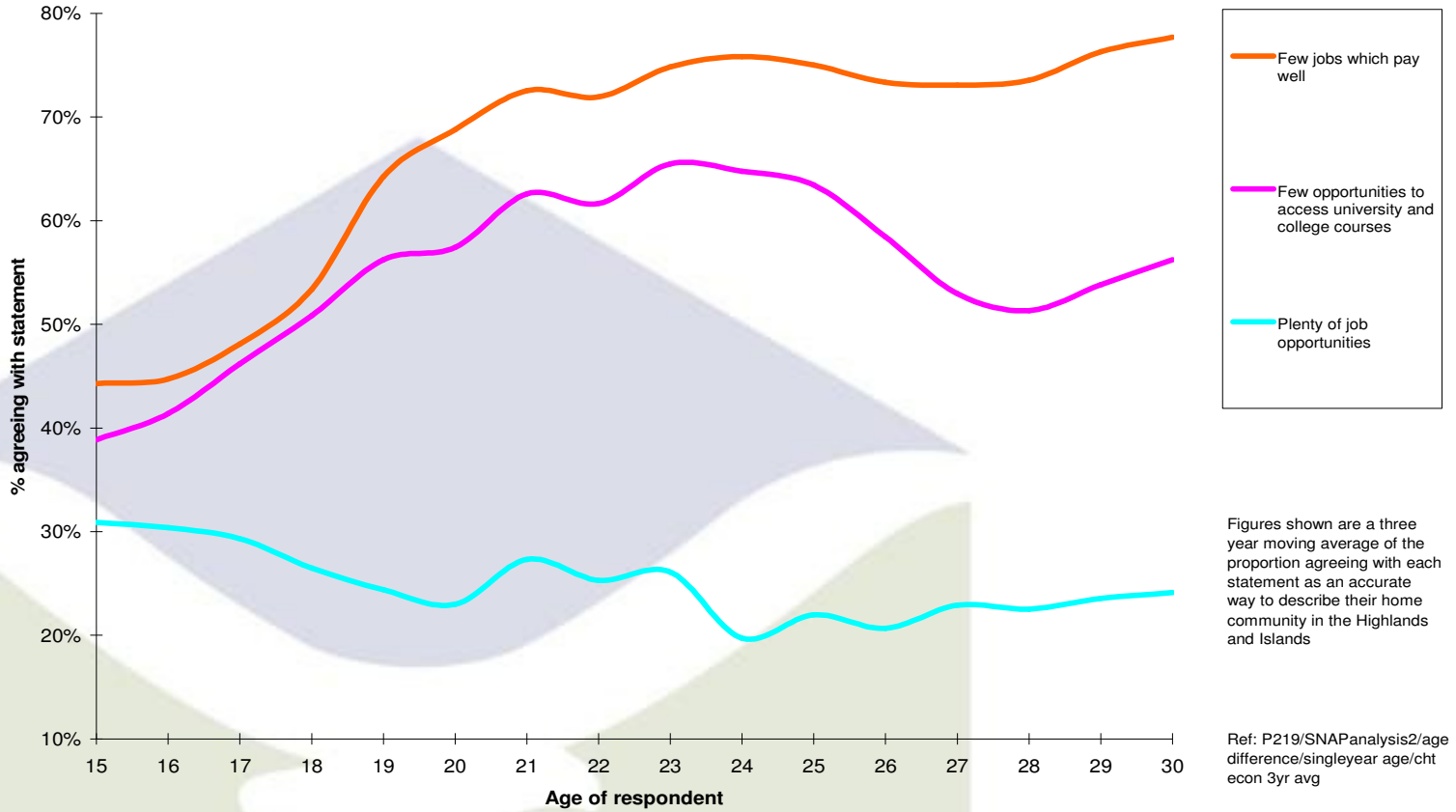
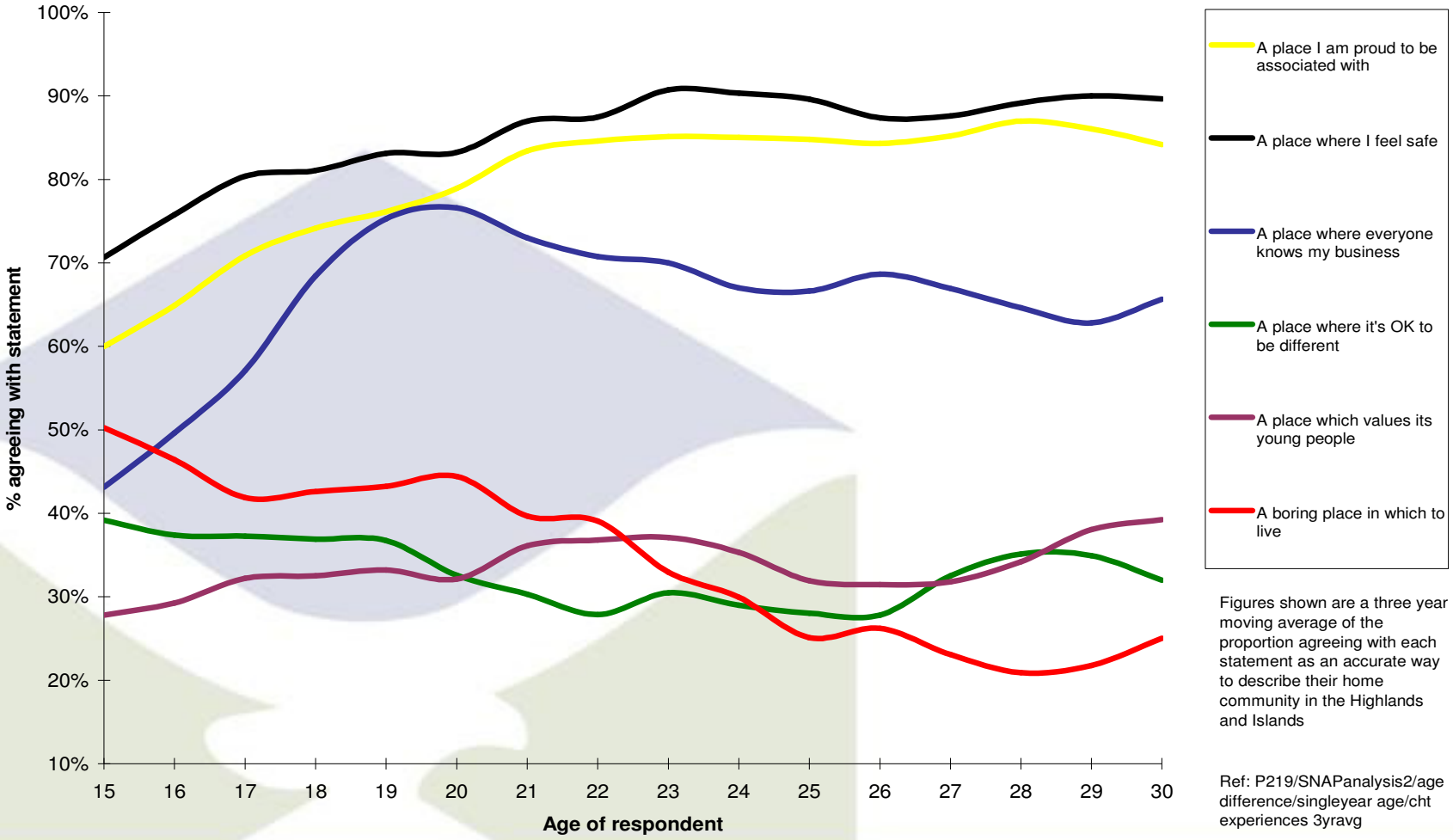
Perceptions by age: training and employment opportunities in the Highlands and Islands



Figures shown are a three year moving average of the proportion agreeing with each statement as an accurate way to describe their home community in the Highlands and Islands

Ref: P219/SNAPanalysis2/age difference/singleyear age/cht econ 3yr avg

Perceptions by Age: Young People's Experiences of Life in the H&I



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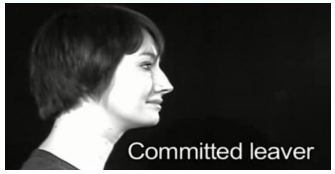
Top 10 Factors" in Retention and Attraction of Young People



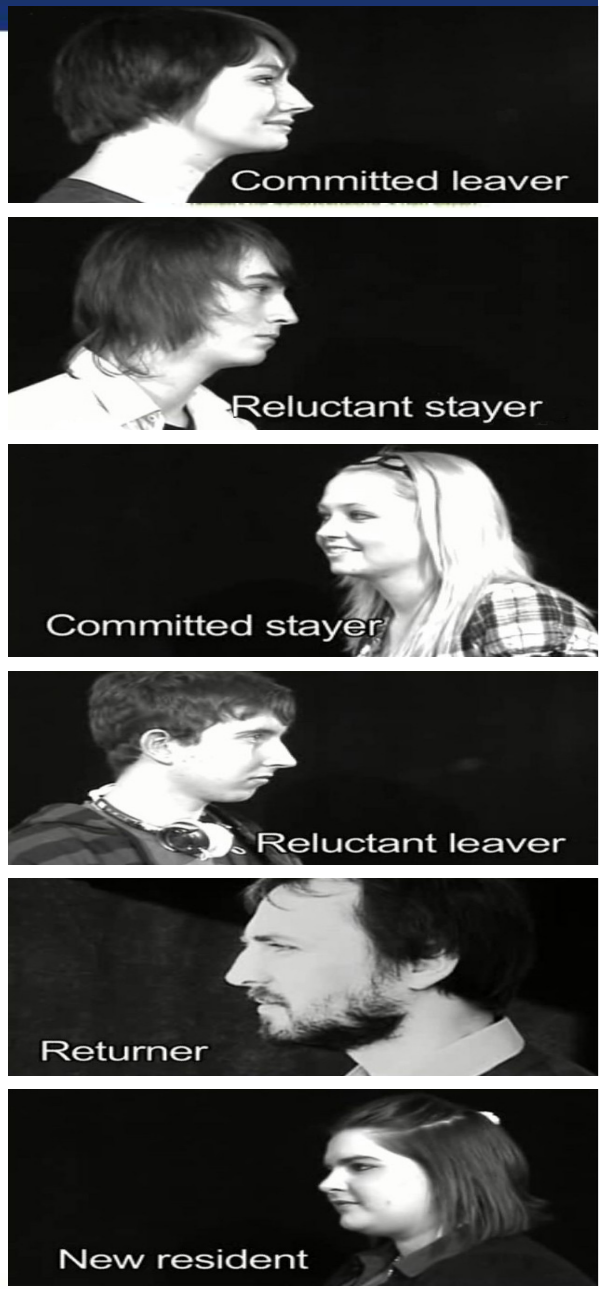
- Wider Higher Education curriculum available within H&I and development of associated facilities
- Broader range of jobs
- More jobs with better career prospects opportunities, including self employment
- More higher paid jobs available
- New emerging employment opportunities in relevant industries
- Easier access to affordable housing
- More recreation/social opportunities
- Cheaper transport links
- Faster transport links
- Greater electronic connectivity

Policy Responses

- **Engagement**
- **Education**
- **Employment**
- **Environment**

Effective Intervention

- All agencies recognise importance of demographic imbalance
- Alignment of public, private and third sectors
- Further liaison with young people to identify messages and effective communication channels

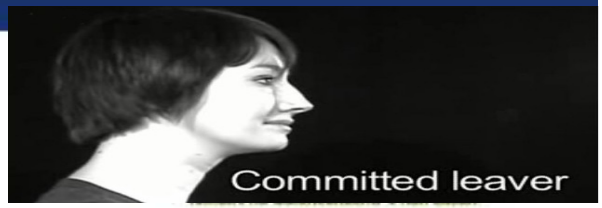
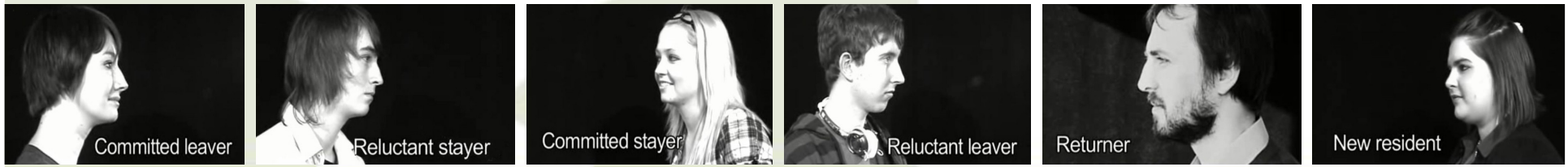


Levels of Intervention

National

Regional

Local



http://www.hie.co.uk/youth-migration.htm