

Young People in the Highlands and Islands Moray Community Planning Partnership

Date



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 Moray is 2826 (19%)



Outline

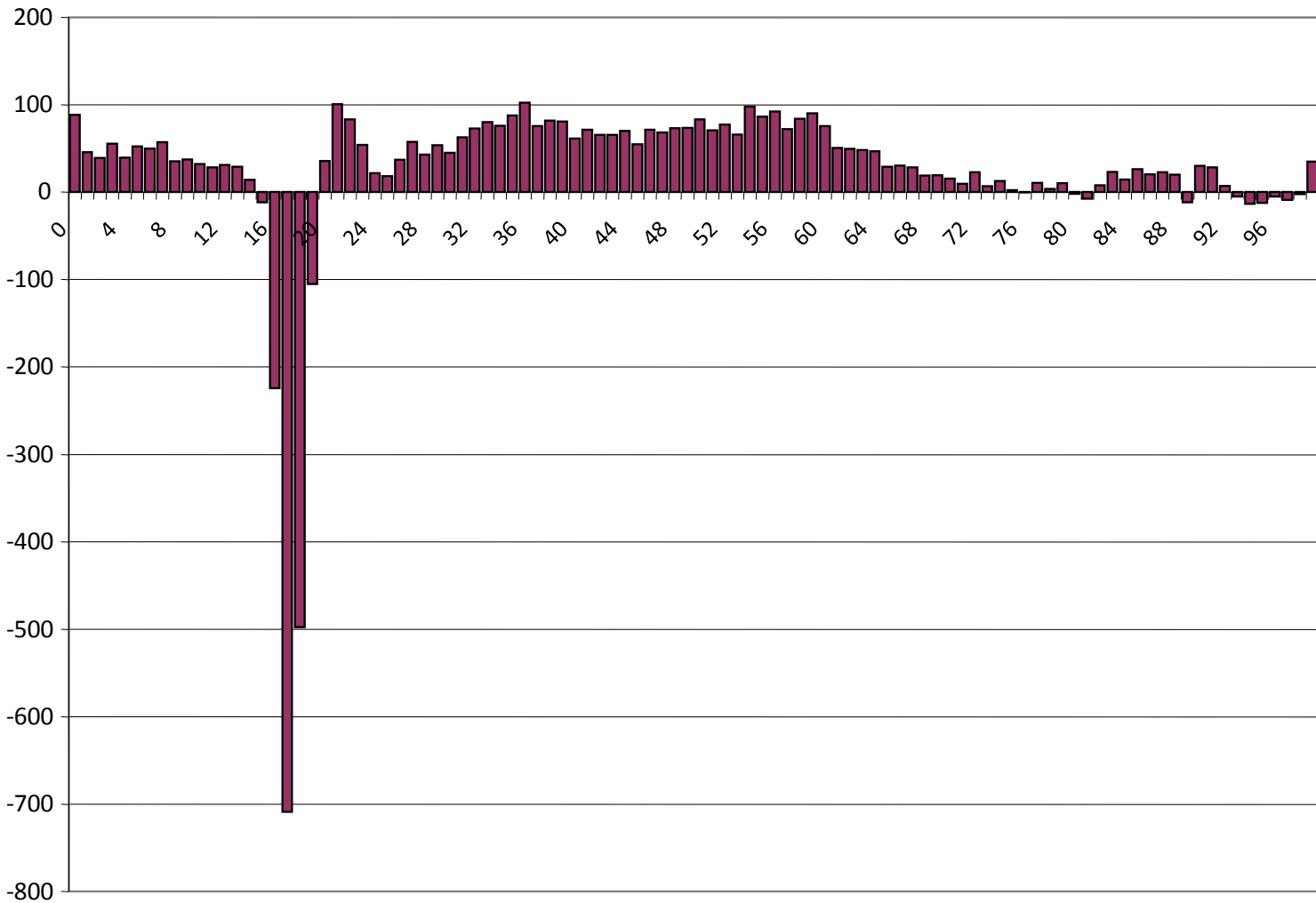
- Demographic Context – Regional and Local
- Youth Migration Study Brief and Methodology
- Key Findings – Regional and Local
- Target Groups
- The 4 “E”s
- In the words of our young people
- Policy Development Discussion



Net Migration by Age



Highlands and Islands (HIE area)



■ average 2002-2007

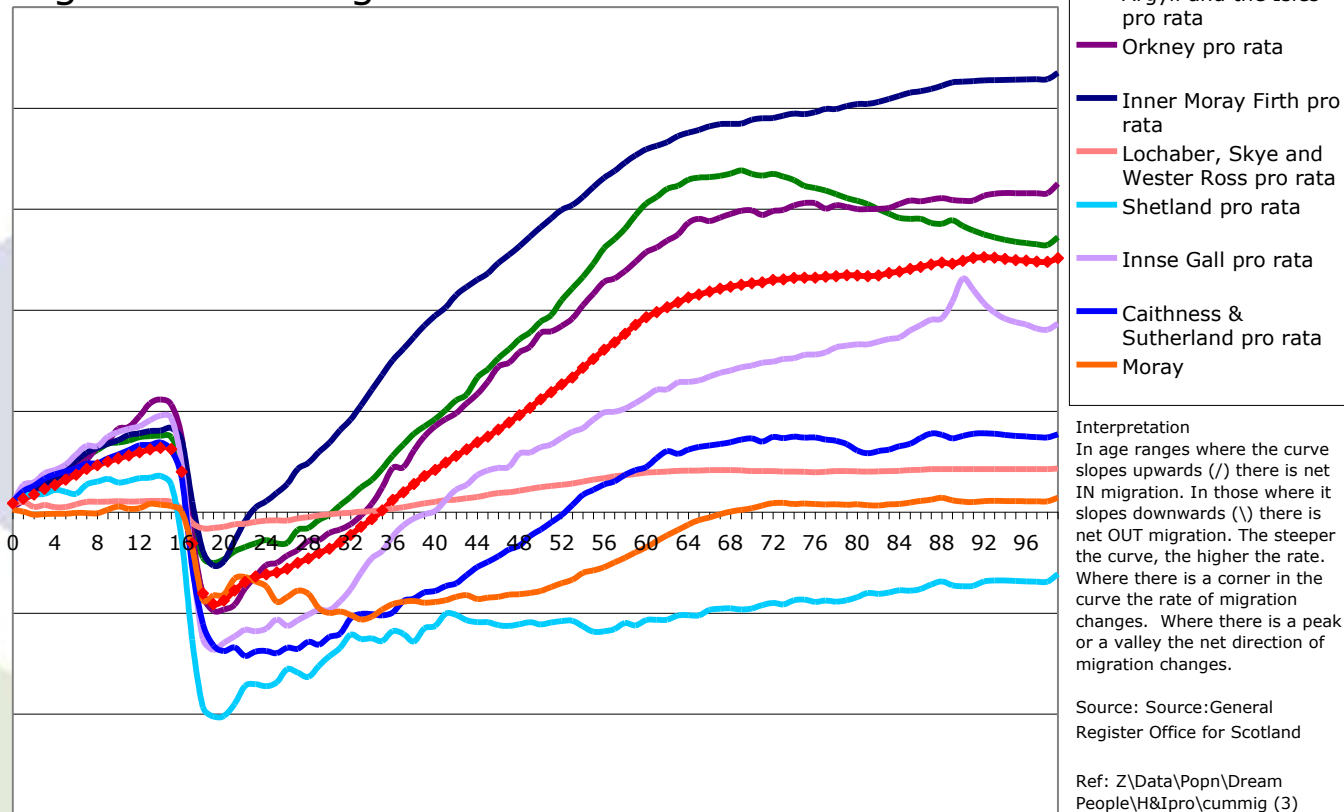
Source: General Register Office for Scotland

Ref: P219/H&Ipro/avemigcht

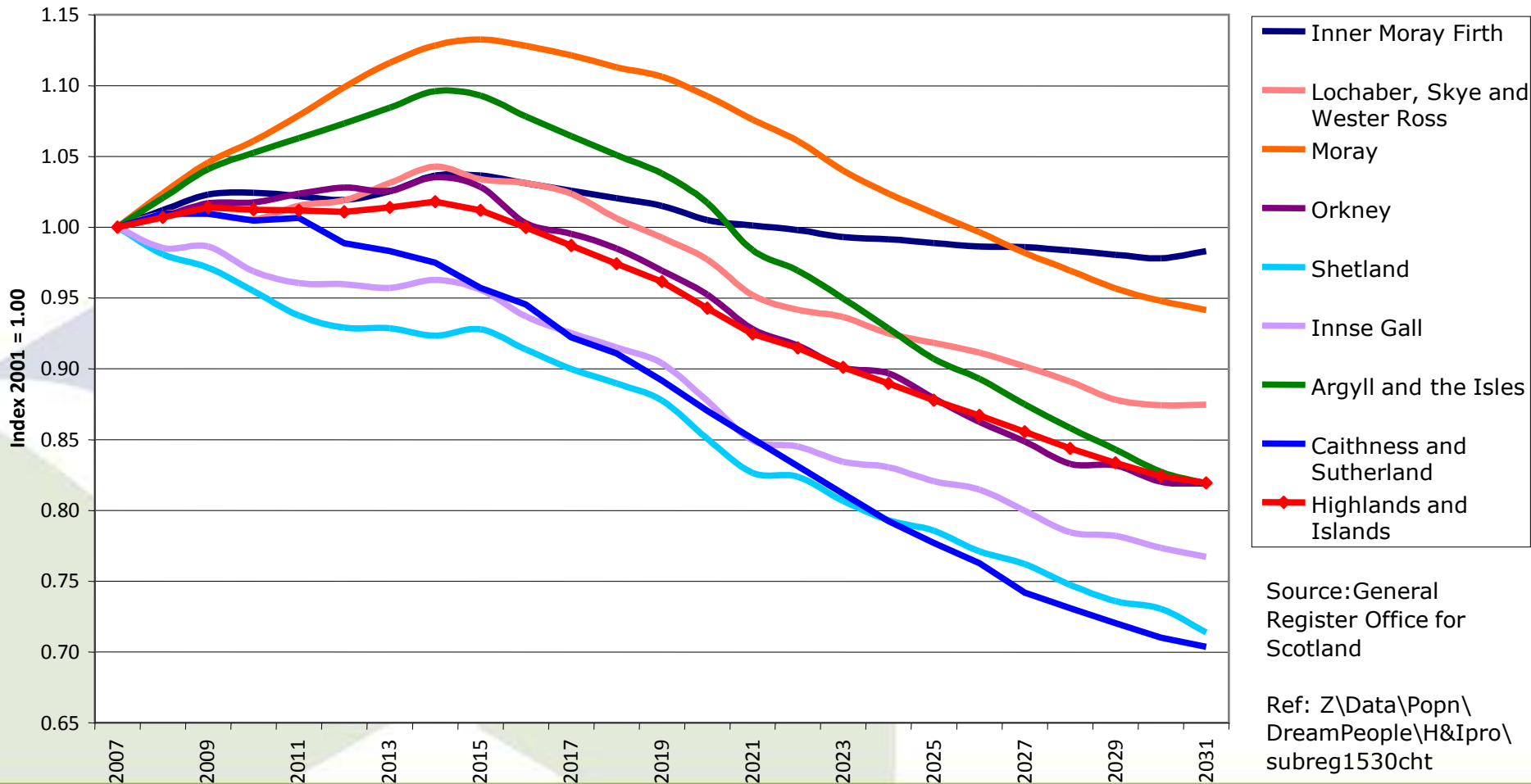
Cumulative Net Migration by Age in the Highlands and Islands Sub Regions



Cumulative net migration by age:
regions of the Highlands and Islands

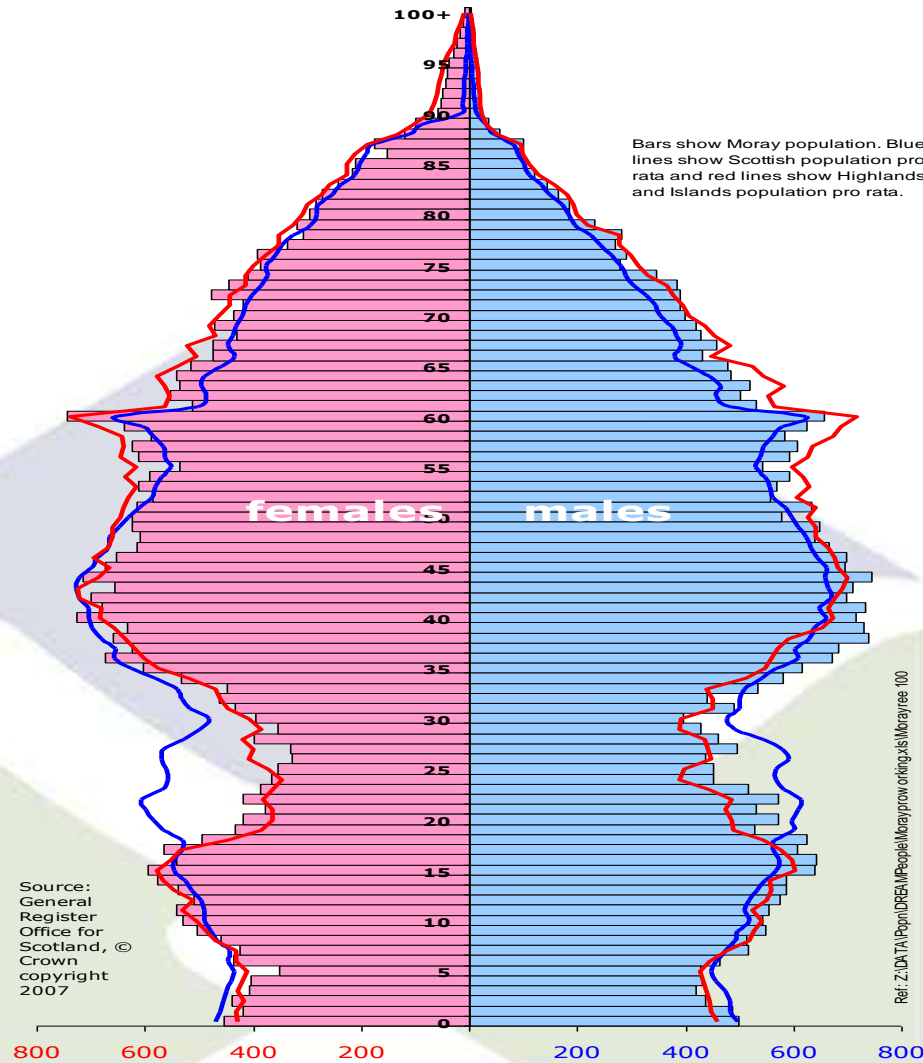


15-30 Year Old Population Trends



Population Distribution

Gender and age distribution in Moray 2007

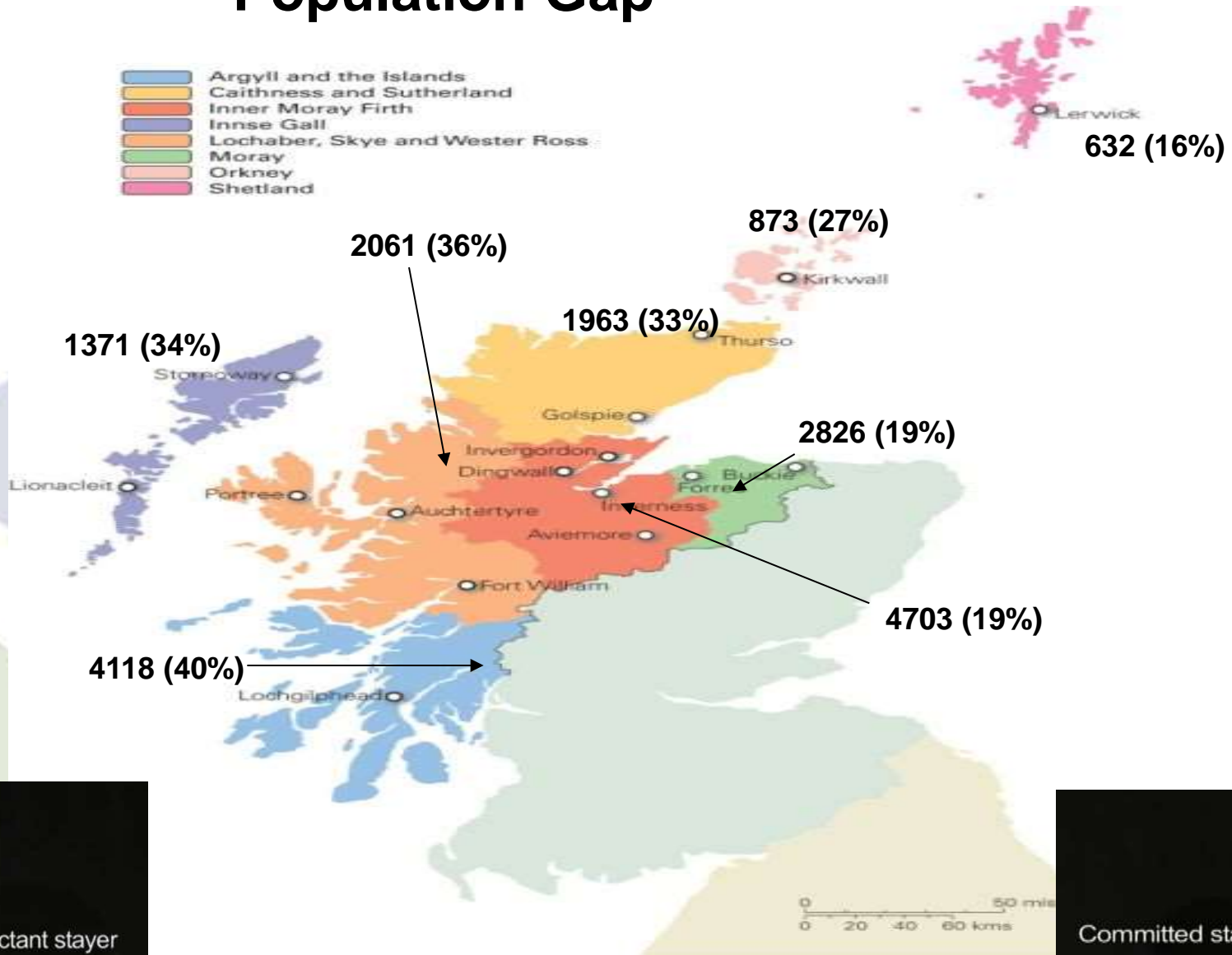


New resident



Returner

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



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, 1600 young adults, 300
young adults living in other parts of the UK

Gender

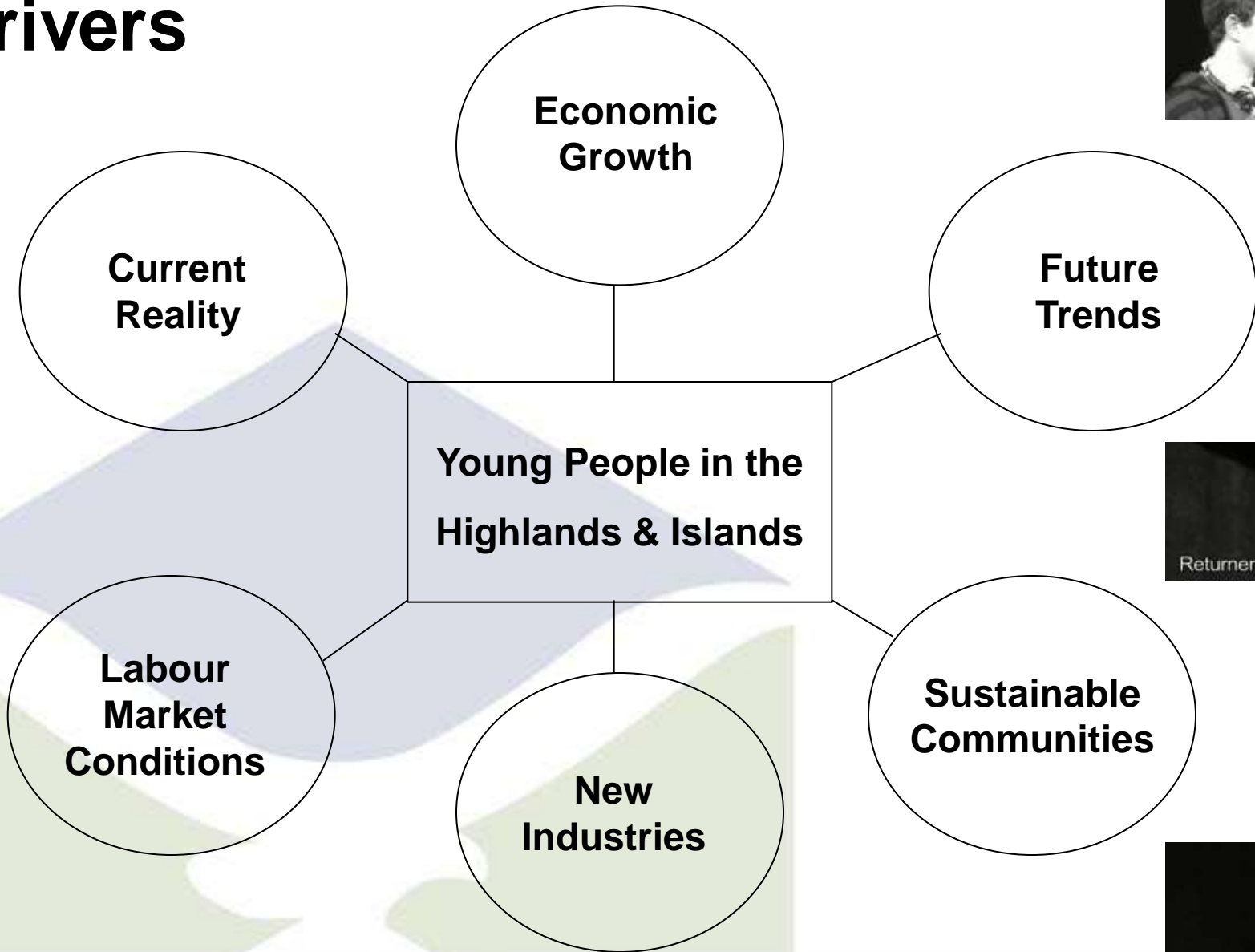
Female 60% Male 40%

Moray

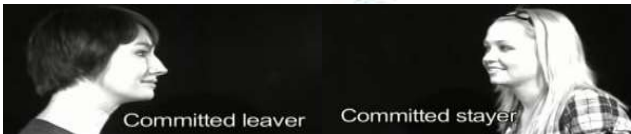
218 in total

203 schools response

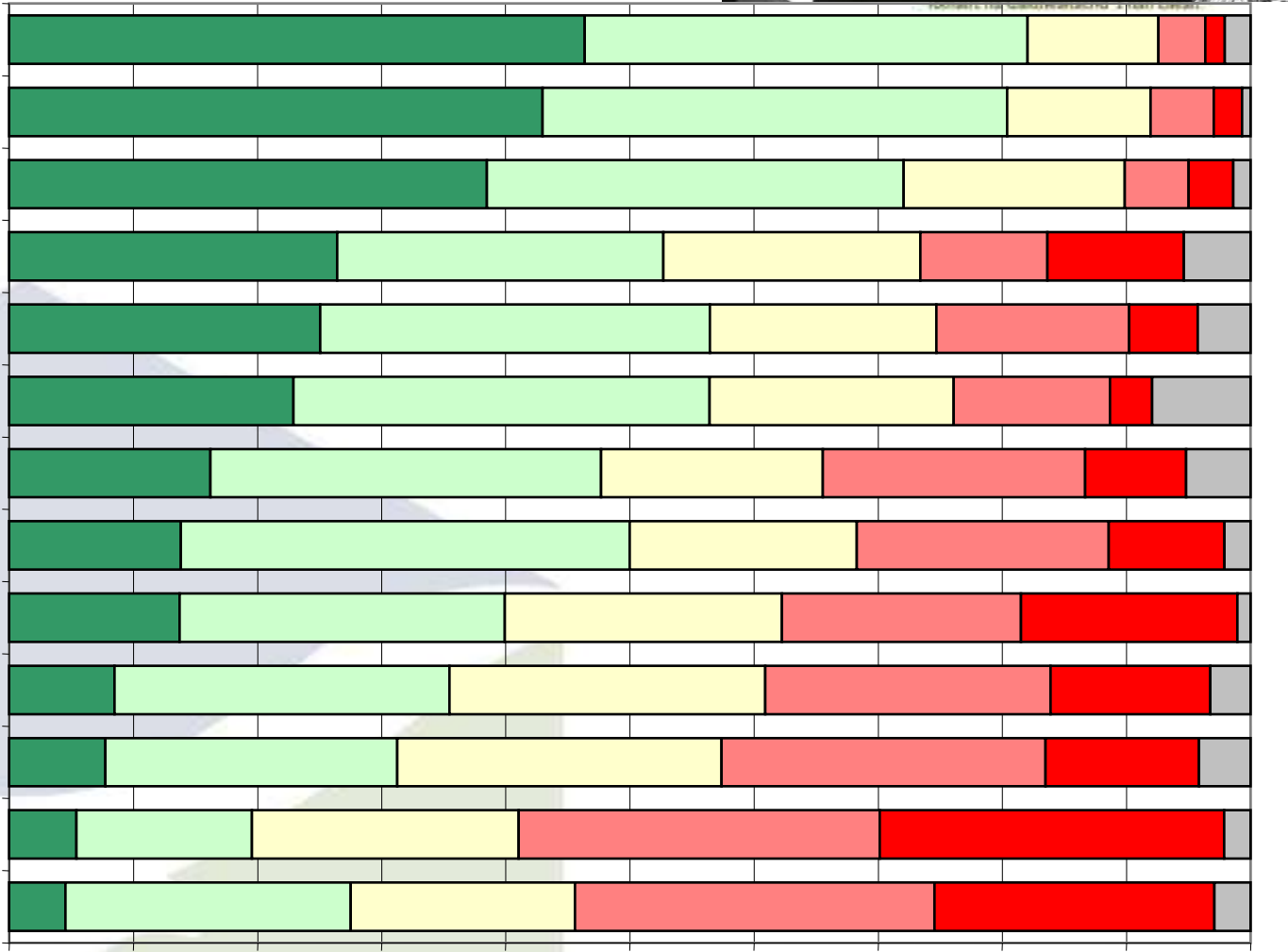
Drivers



Perceptions



- A good place to bring up a family
- A place where I feel safe
- A place I am proud to be associated with
- A place where I want to live for the rest of my life
- A place where everyone knows my business
- There are few jobs which pay well
- Few opportunities to access university and college courses
- A good place to live as a teenager
- A boring place in which to live
- A place where it's OK to be different
- A place which values its young people
- A place only suited to retired people
- Plenty of job opportunities



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know

Positive Perceptions

- Few opportunities to access to university and college courses (43% v 48%)
- A place where everyone knows my business (42% v 56%)
- A place where it is OK to be different (38% v 35%)

Remember the majority of respondents are 18 and under and this is reflected in their views compared to all respondents in the survey





Less Positive Perceptions

- Proud to be associated with the area (61% v 72%)
- A good place to bring up a family (73% v 82%)
- A place that values its young people (26% v 31%)
- A place that I feel safe (66% v 80%)
- A boring place to live (44% v 40%)
- A good place to live as a teenager (44% v 50%)

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

Predicted Living Location at Key Life Stages



Life stage	Elsewhere in the Highlands and Islands			
	Locally	Elsewhere in the Highlands and Islands	Elsewhere in Scotland	Outside of Scotland
Immediately after leaving school	55%	4%	35%	6%
When you are 25 years old	19%	16%	43%	22%
When you are 35 years old	16%	12%	40%	31%
When you are 50 years old	22%	13%	37%	28%
After you retire	37%	12%	23%	28%

Reference: P219\SNAPanalysis2\IndividualSchoolReports\Moray\MoraySchoolsData\q135Table

Very similar to Inverness, Lochaber and Easter Ross



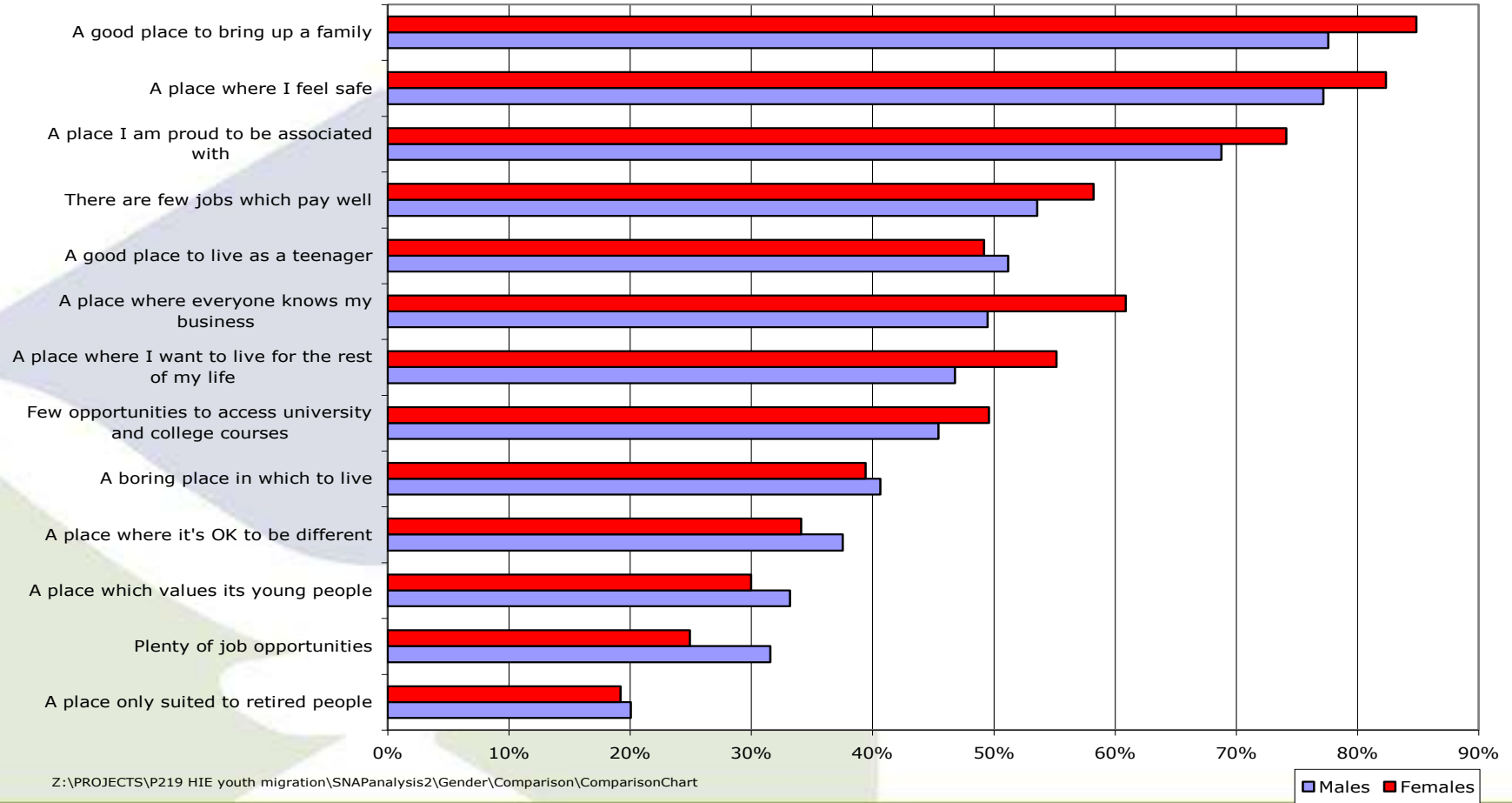
Reluctant stayer

Attitude by Gender

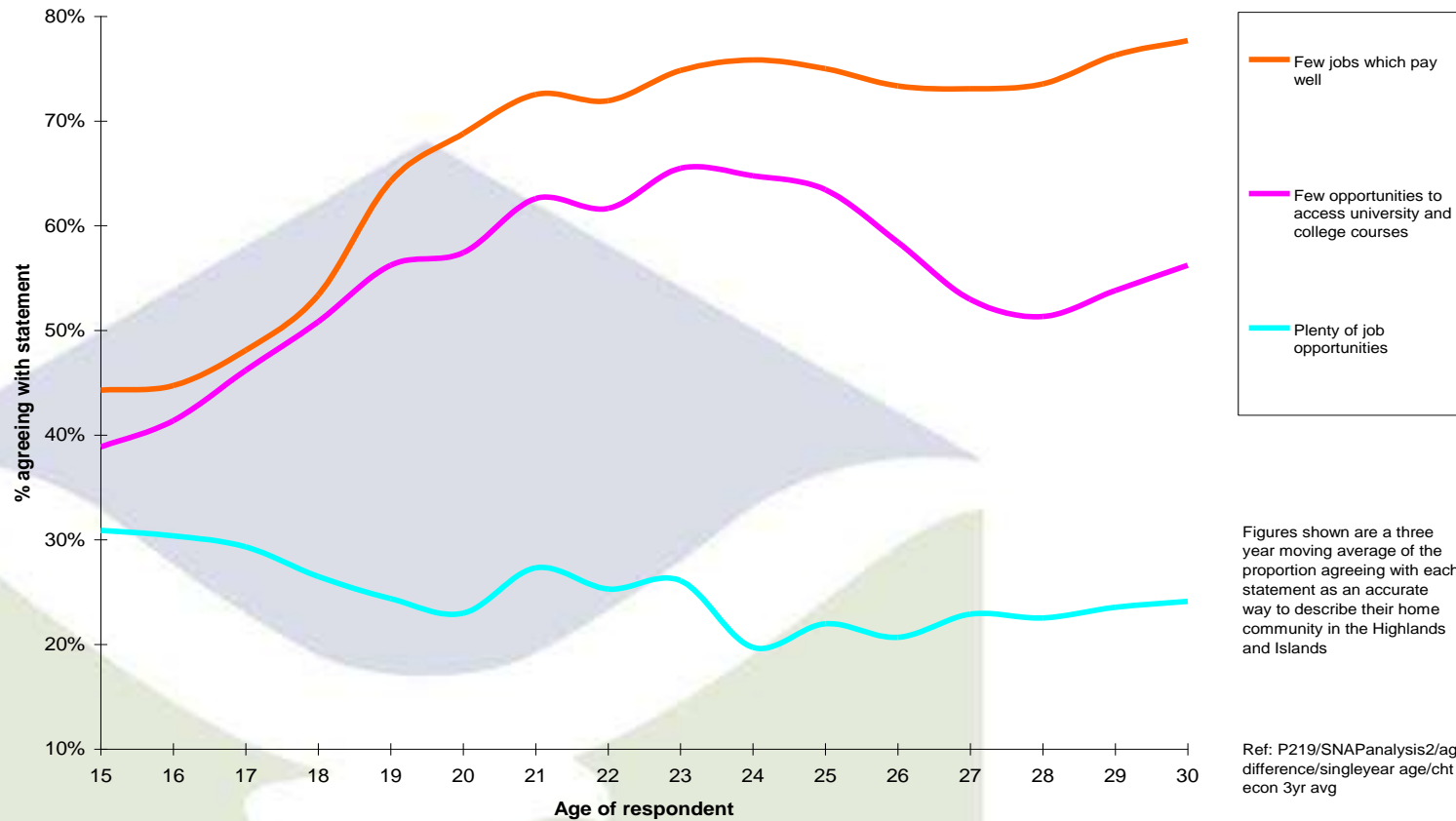


Committed stayer

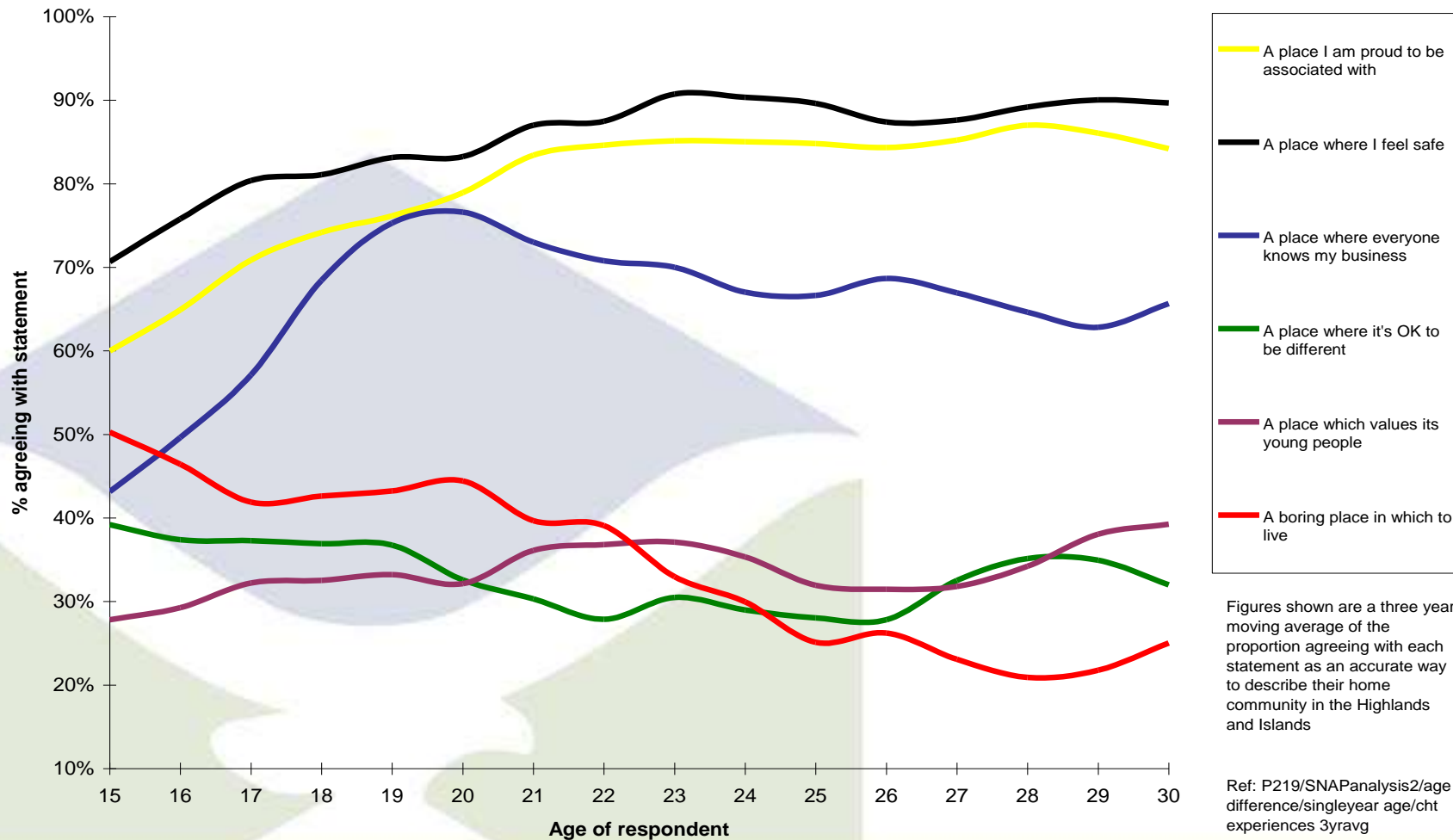
How would you describe your community?



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



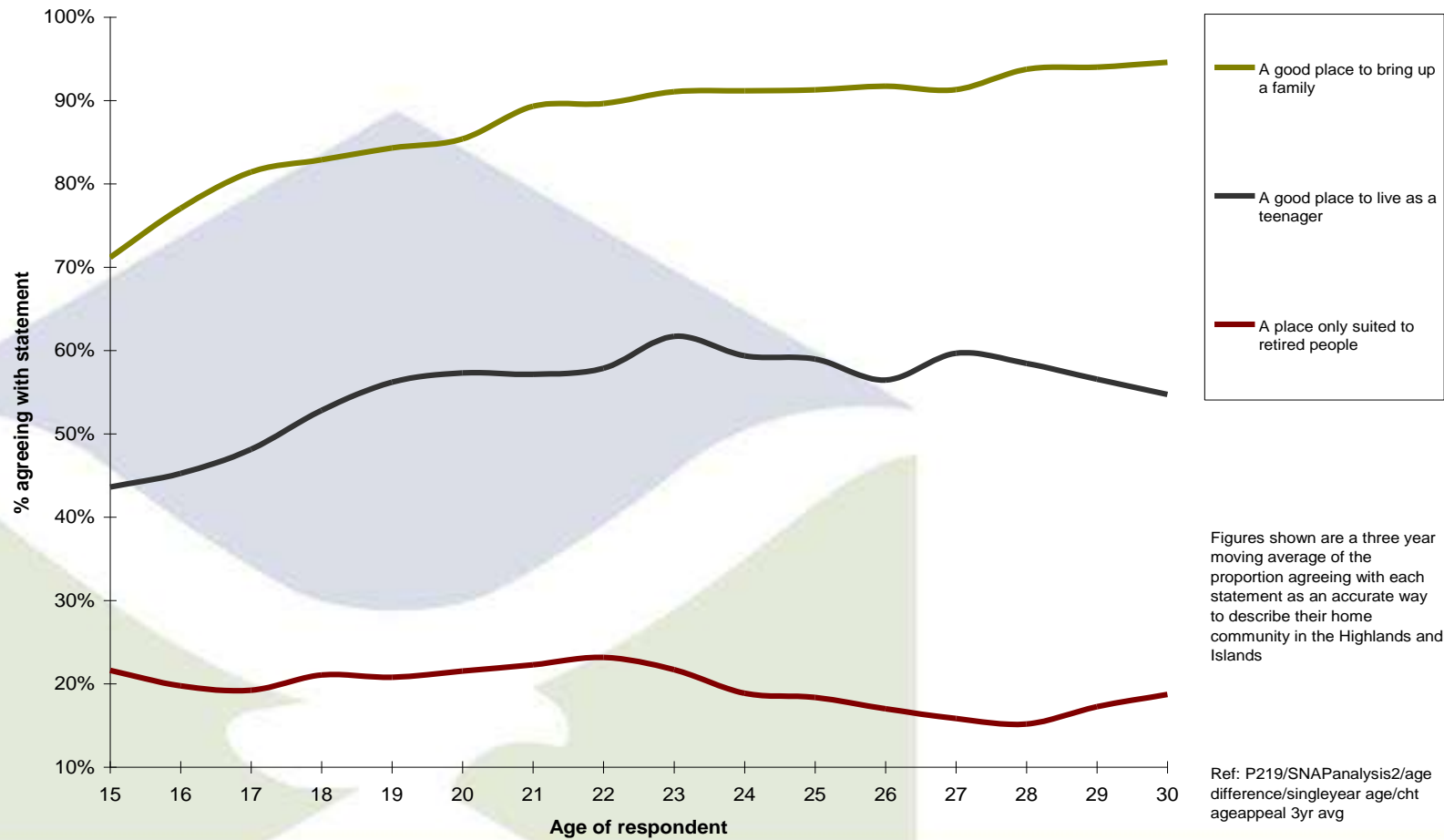
Perceptions by Age: Young People's Experiences of Life in the H&I



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 experiences 3yravg

Perceptions by Age: Appeal of Highlands and Islands to Specific Age Groups



Push and Pull Factors

Push Factors

Age 17-20 – Access to Higher Education

After Higher Education – top 4 push factors or barriers to returning

- Lack of employment in relevant industries
- Lack of well paid jobs
- Lack of jobs with career progression
- Opportunity to experience life in a new place

Pull factors that would make a difference to returning

- Broader range of jobs
- More jobs with career prospects
- More higher paid jobs
- Easier access to affordable and mid cost housing
- More recreational/social opportunities



“TOP 10 FACTORS”

- Broader range of jobs
- More jobs with better career prospects self employment opportunities, including self employment
- More higher paid jobs available
- Wider Higher Education curriculum available within H&I and development of associated facilities
- 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



Economic

Natural environment

Affinity

Connections

Policy Responses



- **Engagement**

- **Education**

- **Employment**

- **Environment**

In their own words



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>

