

To provide an updated recommended Action Plan following a Partner workshop in June 2017 to support the Highlands and Islands Talent Attraction Strategy. This document sits in context to the original strategy document created for and with the Highlands and Islands Regional Skills Investment Plan (HRSIP) Programme Board (PB) in November 2016.

HRSIP Key Theme 4: Attracting People to the Region

**REGIONAL INFORMATION**

**Regional Activity**

Action	Description	Lead Partner(s)	Timescale	Comments
<b>Regional Skills Mapping</b>	Collate all LA skills planning strategies to create a detailed Regional picture/understanding that highlights the common needs and activities that can be supported by collaboration between partners.  Create a new Regional Report and host on SDS website along with RSAs. This will support Marketing material held on Partners' websites. A single message shared across a number of platforms.	SDS  Supported by Respective LAs and Regional DYWs.	Short term	Create a Regional plan for further consideration on where collaboration can occur.  Feed back to HISIP PB for agreement to take forward.
<b>Regional Promotional Information</b>	Develop a single Regional factsheet and info-graphic highlighting key sectors, growth sectors, and employment and education opportunities to upload on to all partners marketing and communications platforms.  Showcase career pathways throughout the region.	HIE  Supported by SDS, LAs, UHI and Private Sector.	Short term	Using the RSA and sector evidence bases with local overlay.
<b>A Competitive Region Proposition</b>	Create a Regional proposition from the Regional Promotional material to present the Highlands and Islands as a competitive region of Scotland for a national and international audience.  Sitting within Talent Scotland's website for linking interested Talent with regional opportunities, this must be capable of showing all opportunities spread across all the LA areas.	HIE  Supported by TalentScotland	Medium term	This activity strand and TalentScotland cannot be used as a recruitment agency.  Employers will be encouraged to post vacancies with Talent Scotland using the consistent Scotland approach.  Each of the LA sub-regional Talent Attraction Strategies will be used to inform this action.  This will require buy-in from all LAs.
<b>Regional Best Practice</b>	Create a platform to develop and improve cross border sharing of best practice.	HIE  Supported by LAs, SDS, TalentScotland, RSIP board	Medium term	Through collaboration, demonstrate the cross cutting priority themes of CoHI are all connected and informed.  Develop a mechanism for pooling and sharing information.  This could be a simple online portal or complex analysis and synthesis.

**Local Activity**

Action	Description	Lead Partner(s)	Timescale	Comments
<b>Place Mapping</b>	Desk based exercise to determine the current needs/opportunities within each local authority such housing, connectivity, infrastructure.  A key aspect will be to align the findings with the respective local authority RSA.	Each Respective Local Authority  Supported by SDS	Short term	Data should be compiled at local level by Las.  This is a need for a standard template to present information.  Asset and infrastructure audit.
<b>Local Area Factsheets</b>	Develop consistent promotional factsheets highlighting the key opportunities/strengths for living and working in each Local Authority	Respective Authorities  Local	Short term	LA Community Planning Partnerships will be required to input to this.  A standard template across all LAs should be considered

**MARKETING AND PROMOTION**

**Regional Activity**

Action	Description	Lead Partner(s)	Timescale	Comments
<b>Regional Template for Marketing</b>	Develop a generic regional wide template and text to be used when promoting the H&Is as a place to live,	HIE  Supported by SDS, LAs	Medium term	Make use of Talent Scotland approach to content and tailor to sub-regions.

	learn, work and invest. Ensure consistent marketing materials across partners throughout the sub regions / LA areas.	and TalentScotland and endorsed by the HISIP PB.		Ensure regional template doesn't conflict or undermine local approaches.  May be difficult to agree common design.
<b>One Highlands and Islands (Generic Marketing)</b>	Further consideration of the need for a single bespoke marketing campaign [locate to the Highlands and Islands] linking to the individual area propositions.  Create a Marketing sub-group with Agency and LA representation.	HIE  Supported by SDS, LAs, Talent Scotland and SDI	Medium term	Consideration should be given to key locations for marketing materials.

### Local Activity

Action	Description	Lead Partner(s)	Timescale	Comments
<b>The Local Propositions</b>	Develop local marketing campaign's that will sit in context and alongside the Regional material. Include case studies (written and video) to showcase:  <ul style="list-style-type: none"> <li>Individuals/families that have <b>relocated</b> to H&amp;I</li> <li>Individuals/families that have <b>returned</b> to H&amp;I</li> <li>Young people who have <b>remained</b> in H&amp;I and progressed their education/career</li> <li>Individuals that have set up/operate a business from H&amp;I</li> <li>Inward investment</li> </ul>	SDS working partnership with the respective Local Authorities.  Supported by UHI/colleges, private sector, Business Gateway and HIE.	Short term	While by nature this must be local there will be a need for co-ordination across local areas and the use of consistent writing / messaging.

## ATTRACTION

### Regional Activity

Action	Description	Lead Partner(s)	Timescale	Comments
<b>Relocating (from Scotland/Outwith)</b>	Working with Talent Scotland, create an information platform that Talent can access to understand what they need to know and how to go it when choosing the Highlands and Islands as their location of choice.  Promote the individual USP of each local area , matching Talent to:  <ul style="list-style-type: none"> <li>Specific lifestyle</li> <li>Sectors</li> <li>Jobs and skills types</li> </ul>	HIE  Supported by TalentScotland Local Authorities, SDS, Chambers of Commerce and SCDI	Medium term	This requires a regional approach made up of local intel.  Agreement between partners must be reached on promoting which priority opportunities to promote.  In a regional context this should be kept at high level.
<b>Attracting Students, Entrepreneurs and Business</b>	Through the aforementioned information platforms:  <ul style="list-style-type: none"> <li>Promote the Regions full educational offer at all levels from schools (relevant to families of Talent) through to Further and Higher Education.</li> <li>Promote the unique course offering of UHI e.g. archaeology, outdoor adventure, golf, forestry</li> <li>Demonstrate the regional wide capacity and full opportunities to study across all sectors.</li> <li>Create an online network/cluster for entrepreneurs or sectors similar to Creative City Networks / Entrepreneurial Spark Incubator</li> <li>Promote global connectivity – international connection, superfast broadband</li> <li>Promote the unique Glasgow School of Art Creative Campus</li> </ul>	SDS & HIE  Supported by UHI, Glasgow School of Art, LAs and Business Gateway	Medium term	It is critical that global connectivity is promoted.  Education providers are critical to this development strand,  Build on SFC/government programme to encourage and support students to start a business.

### Local Activity

Action	Description	Lead Partner(s)	Timescale	Comments
<b>Returners</b>	Showcase progress within the H&Is – connectivity, social and leisure.  Promote benefits of living within H&I.  Create a Local Alumni platform at a	Respective Local Authorities  Supported by SDS, Private sector, SCDI	Short - medium term	Important to promote living in H&I as a 'whole' to support the local campaigns.'  Incentives may be particularly useful for lower skilled workers entering certain sectors.

	local level. Use this local information to uplift to Talent Scotland Website Highlands and Islands Section.	and Talent Scotland		There needs to be a mixture of regional sales and local offers.  Local areas will prioritise depending on their own specific needs e.g. teachers, engineers.
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## RETENTION

### Regional Activity

Action	Description	Lead Partner(s)	Timescale	Comments
<b>Working Age</b>	Showcase career pathways (opportunities throughout the H&I)  Business support to encourage growth of existing indigenous businesses.  Develop a stronger regional and local understanding of the importance of workforce development and the various options open to employers in upskilling.	SDS,  Supported by HIE, LAs (Business Gateway)	Short term	Structured programme of employment fairs across each of the LA areas, bringing employers and jobseekers, students together
<b>Passport to Career</b>	Investigate opportunity to develop a "passport" approach that would give young people clear and continual support in early stage careers	SDS	Short term	Ties in very much with the Opportunities for All agenda - helping young people to take ownership of their learning and career paths
<b>Public sector employment</b>	Review future employment requirements of public sector and review options for transition training	SDS	Short / medium	Budget cuts may result in the reduction in public sector jobs therefore transition skills are useful.  Must be regional approach with local benefits.

### Local Activity

Action	Description	Lead Partner(s)	Timescale	Comments
<b>Young People</b>	Support the development and delivery of the DYW initiative.  Develop a resource for teachers/guidance councillors to access information about the opportunities in H&I (education, MA, training, employment, key sectors)  Host events/open days/meet the business days for parent/guardians to change the mind-set about working in sectors/H&I – influencing the influencers  Promote the unique selling points of the Higher and Further Education provision e.g. study unusual courses, access QoL  Support the H&I SIP in developing an attractive student offering for young people.	SDS and Respective Local Authorities  Supported by UHI	Short / medium	Crucial to showcase the region's opportunities and dispel myths.  Make use of Scottish Apprentice Week content  Consider how to maintain contact with those that have moved away for education  Should be consistent regional approach with local delivery