

Focus North



Simon Middlemas OBE
Focus North Independent Chair

Trudy Morris
Caithness Chamber of Commerce Chief Executive

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Who are Focus North?



- Who are we?



- We are a public/private sector informal partnership

“Partnerships are formed because they allow organisations to work together for mutual benefit, achieving something they can’t do on their own”

Recap on Evolution



- Caithness and North Sutherland Regeneration Partnership est. 2007
- **Remit then** “To maintain, and if possible increase, the GDP of the Dounreay travel to work area by actively working to promote existing employment, encourage new employment, and promote the area as an attractive location to live and work”
- Review - workshops engaging all partners and stakeholders; extensive consultation

New approach and rationale - remit

Focus North Strategic Operational Policy: 2023 - 2026

Our Purpose	3-Yr Vision	Strategic Objectives
<p>Driving the opportunities that shape <i>Our future</i>.</p>	<p>Our Partnership <i>makes the difference</i> by growing the economic prosperity of Our communities.</p>	<p>#1: Masterplan Publish an agreed plan which is current, has measurable goals and time scales with identify owners.</p>
Our Core Values	3-Yr Goals	<p>#2: People All partners provide relevant and empowered representatives supported by the full capability of their parent organisation</p>
<ul style="list-style-type: none"> • Ambitious for <i>Our future</i>: Being creative and determined in exploiting the art of the possible in every opportunity. • Being <i>One team</i>: Continuously building trust whilst respecting our differences, within and outside the Partnership. • Planning as <i>One Team</i>: Being open and honest in envisioning our future by setting ambitious strategic objectives and goals, appropriately resourced to succeed • Being proud to deliver: Do what we say we will do and hold each other to account; don't dither - Deliver. • Communicating as <i>One</i>: Shared consistent narrative, demonstrating a commitment to the importance and value of the Partnership. 	<ol style="list-style-type: none"> 1. Economic Growth 2. People/Communities 3. Partnership Effectiveness 4. Sustainability 	<p>#3: Funding Attract partner, public and private sector investment to deliver the masterplan.</p> <p>#4: Impact Deliver the masterplan, measure progress, and demonstrate results.</p> <p>#5: Profile Promote the region and the Partnership's objectives, activities, and impact.</p>

New approach – working together

Focus North Partnership Charter

Our Intent

To deliver sustainable economic opportunities in the North of Mainland Scotland.

- We recognise this region as an important and globally distinctive centre of opportunity.
- We will develop an ambitious masterplan, aligned to Partner goals, and suitably resource its delivery.
- We will measure success based on agreed economic measures and community benefits.

Collaborate and Trust

To be a dynamic Partnership, committed to a common vision and shared goals.

- We will adapt Our Partnership in response to need and opportunity and do so with agility and efficiency.
- We commit to taking responsibility and accountability for our actions.
- We value individual contributions towards collective strength.
- We will be honest and transparent with each other.

Act as One team

To build trust and respect in all we do.

- Honouring our commitments to each other and our communities.
- Actively listening and understanding Our differences.
- Aligning our priorities and playing to our strengths.
- Deploying the right delivery resource to achieve success.

**A clear and detailed
charter outlining
expectations of
each other**

Identity – why this name?



- Memorable
- States our intent – don't look south for opportunities
- Geography counts. eg:
 - Renewable energy
 - Satellite launch trajectories
 - Peatlands
 - Highly skilled workforce
- It's a descriptive not prescriptive boundary for the region we operate in
- Its in the Just Transition sweet spot of Scot Gov

But we don't do everything...

- We are not a development agency

What we do

- Successful, diversified economy
 - Inward investment
 - Support to established businesses and social enterprises – need to define the limitations to this
 - Research and innovation
- The following relating to economic activity
 - Infrastructure – physical, digital
 - Transportation – capacity and connectivity
 - Skills generation, talent attraction, employability

What we don't do?

- Caithness Community Partnership and Sutherland Community Partnership cover the following
 - Local services
 - Transportation – community
 - Community facilities
 - Housing
 - Education
 - Health and social care/wellbeing

The Masterplan

- This is a high level document outlining the opportunities we intend to pursue, and the key initiatives
- Find it on our website focusnorth.scot or by following the QR code at the various stalls.
- Links to Key Performance Indicators on
 - Economic Growth
 - People and Communities
 - Sustainability
 - Partnership Performance



The Masterplan - opportunities

- Renewable energy

- Pentland offshore floating wind farm
- West of Orkney windfarm
- Additional Scotwind sites near our coasts supported by Scrabster and Wick Harbours.
- The MeyGen Tidal stream generation array in the Pentland Firth expansion
- 2 leading battery R&D and production companies - AMTE and Denchi Power
- Development of transmission, storage, load balancing and grid stabilisation infrastructure to help balance power production and demand.
- Hydrogen production - 2,000 tonnes per annum being proposed at Gordonbush
- Hydrogen - hybrid aircraft are being trialled between Wick and Kirkwall in Orkney
- Hydrogen - hybrid trains are to be trialled between Wick and Thurso in 2024
- Not to mention the fantastic opportunities that will arise as a result of the Greenport at Cromarty Firth



The Masterplan - opportunities

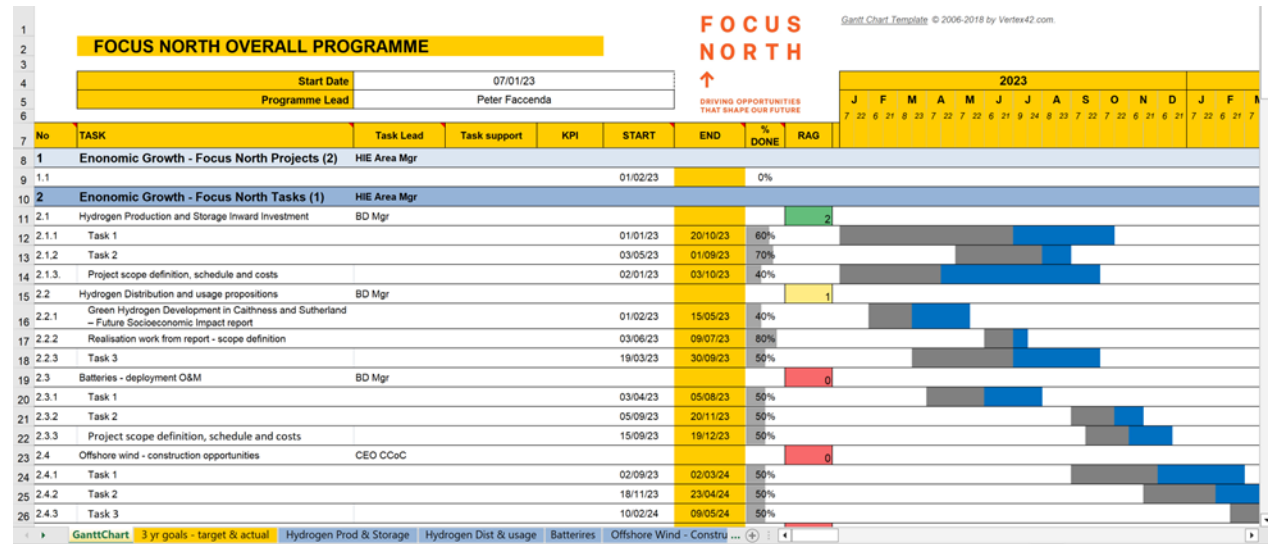


- The Space Industry
 - The Mhoine peninsula - Sutherland Spaceport opening in 2024
 - A developing space cluster to attract supporting industries
- The Natural Environment
 - The Environmental Research institute, world class research into the natural environment, including the peatlands of the flow country
 - The Flow Country, internationally important carbon sink and hopefully future UNESCO World Heritage site during 2023
 - The Flow country finance initiative - attracting ethical private investment in support of peatland restoration and management of this vital ecosystem.
- Existing Sectors:-
 - Nuclear decommissioning - Dounreay is here for some time to come
 - A rich variety of other businesses

The programme



- Currently being developed
- Linking high level goals to delivery on the ground with:
 - Dates
 - Tasks and owners
 - Schedules
 - Milestones
- Showing
 - Partnership prospects
 - Partner and other business major projects and activities
 - Developing a story for delivering the economic growth and community benefits
- Will be published on our website
- Ask at the stall for more details



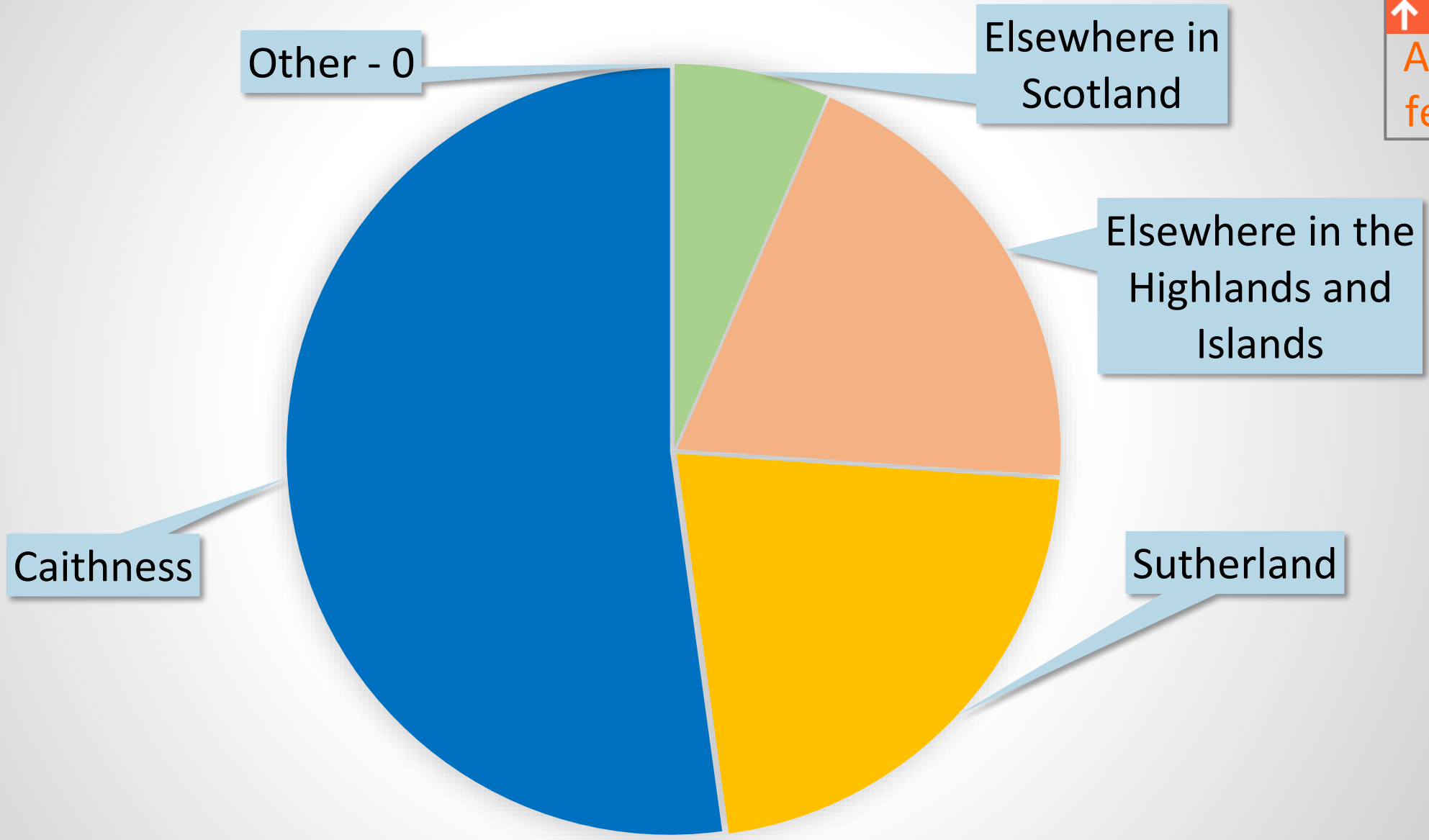
Community feedback



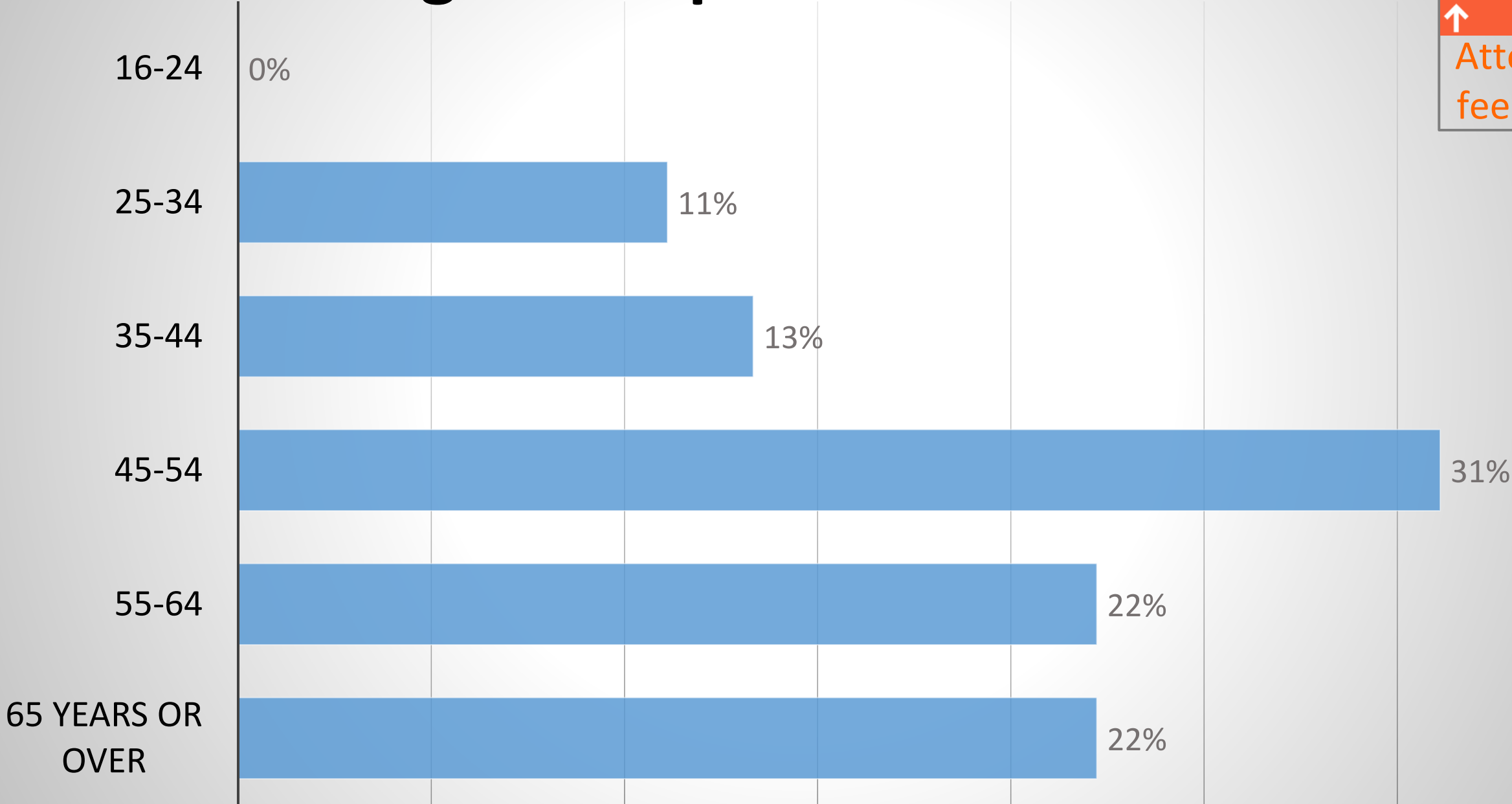
We've surveyed: -

- You as attendees today
- Students at UHI North Highland
- School Students in the upper 3 years of the local High schools

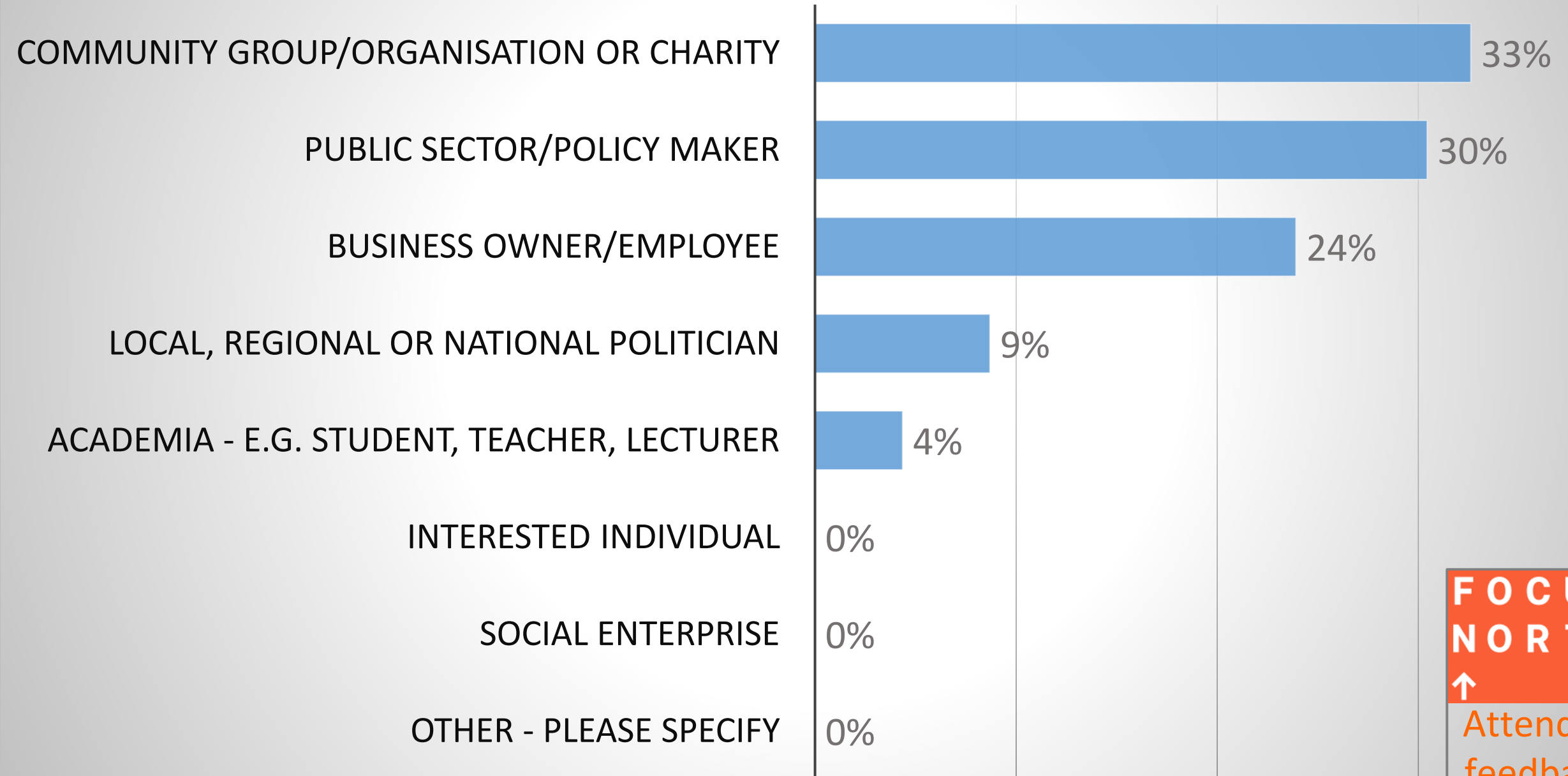
Attendees home base (respondees)



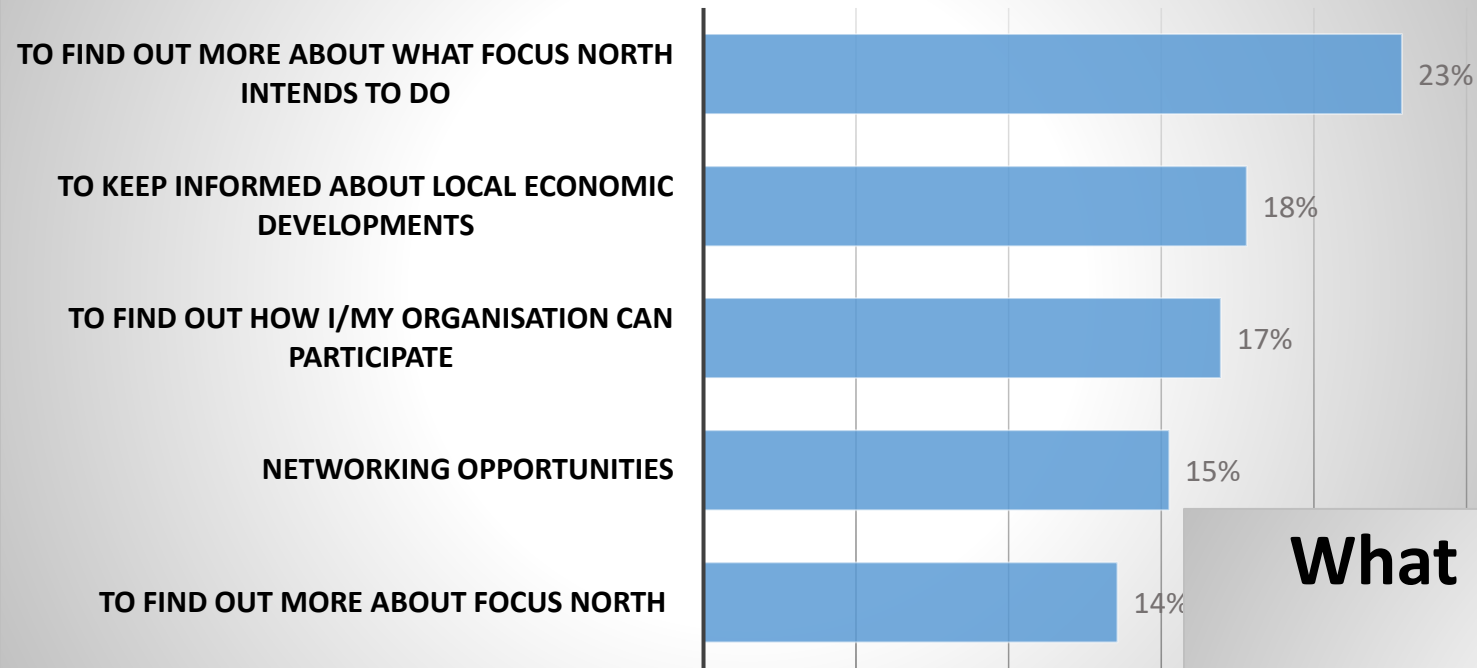
Age of respondees



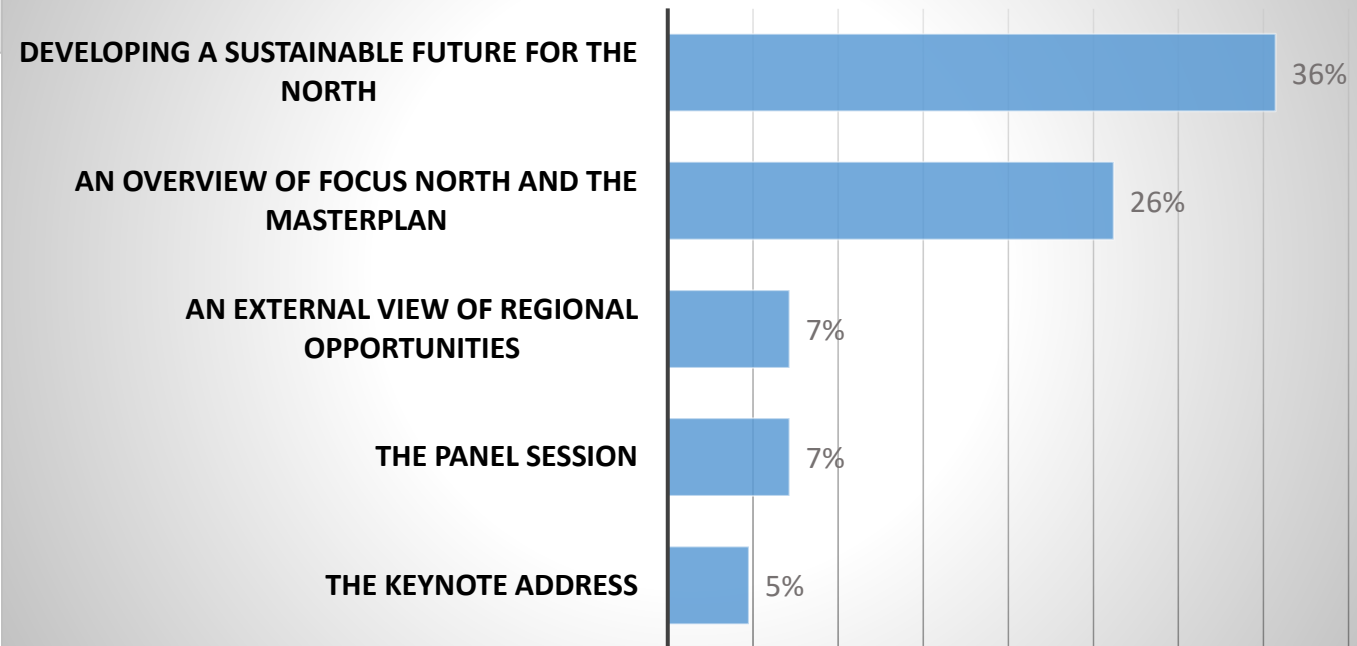
Respondees representing



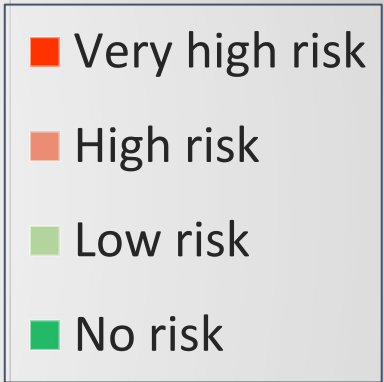
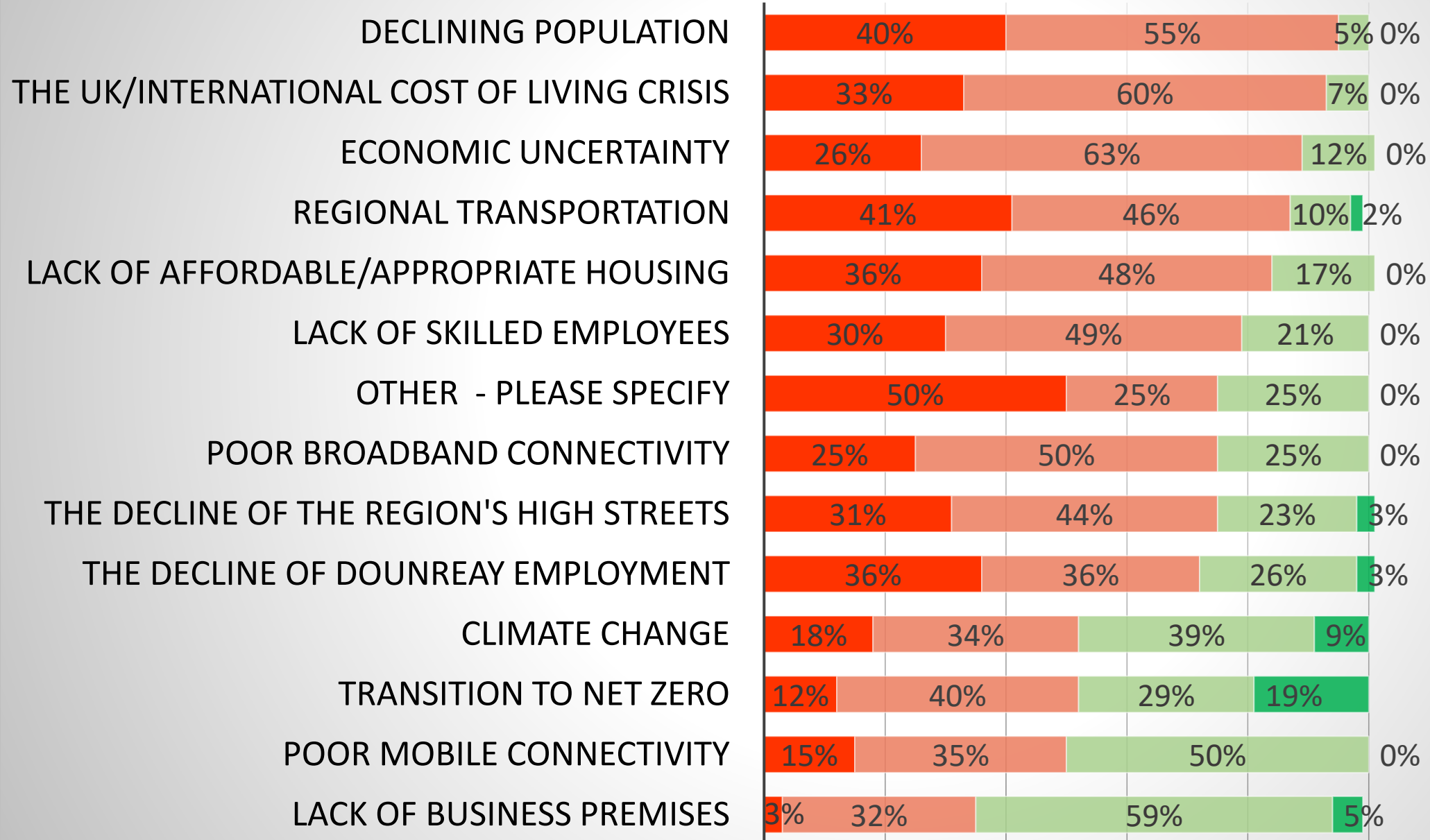
What do you hope to get from this conference?



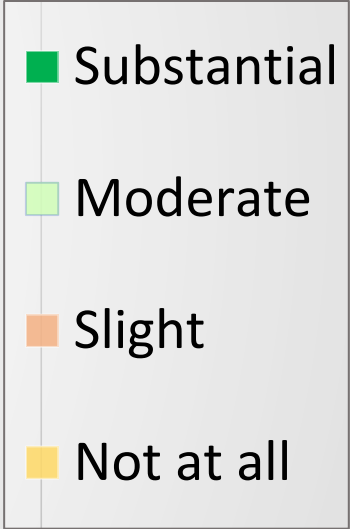
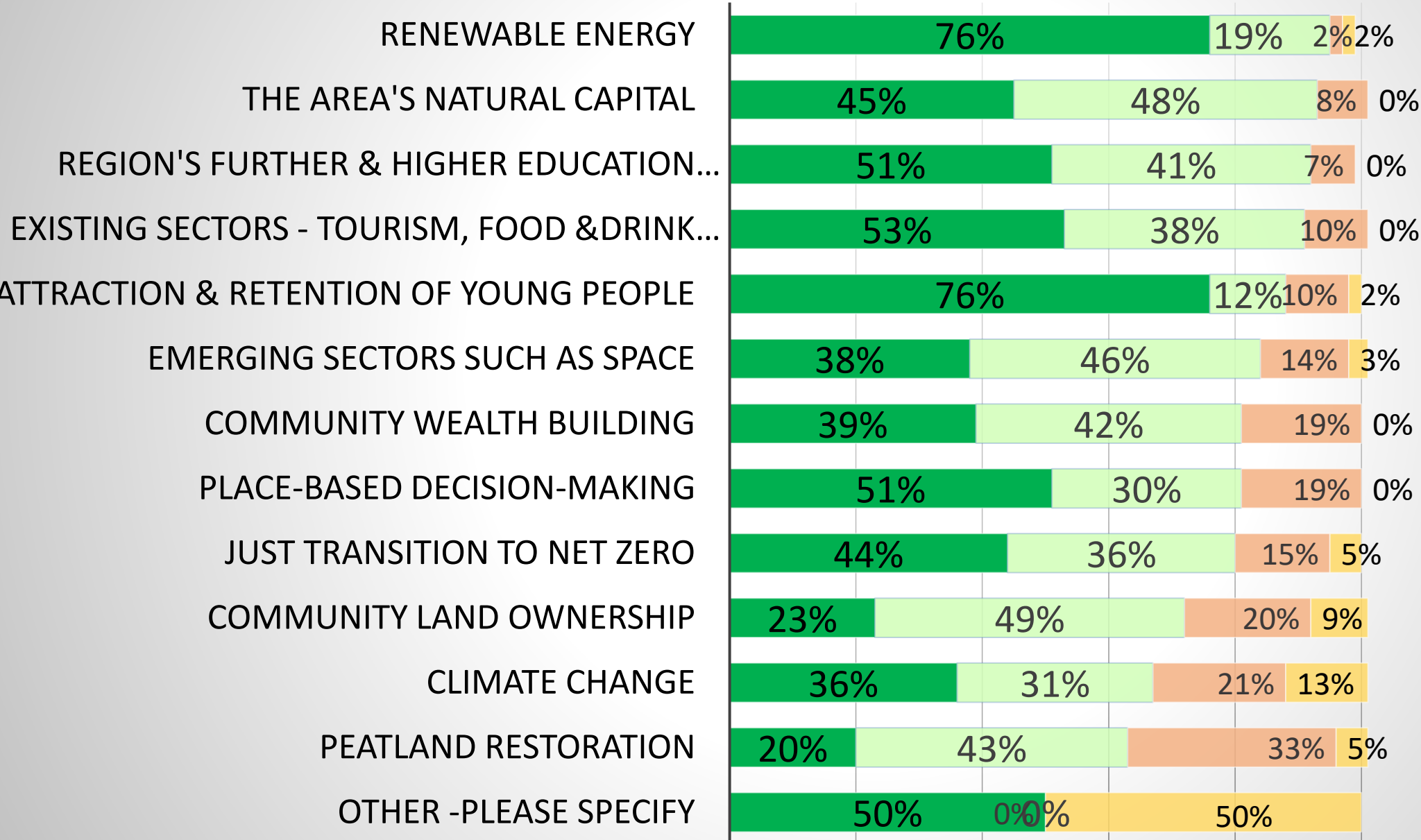
What session interests you most



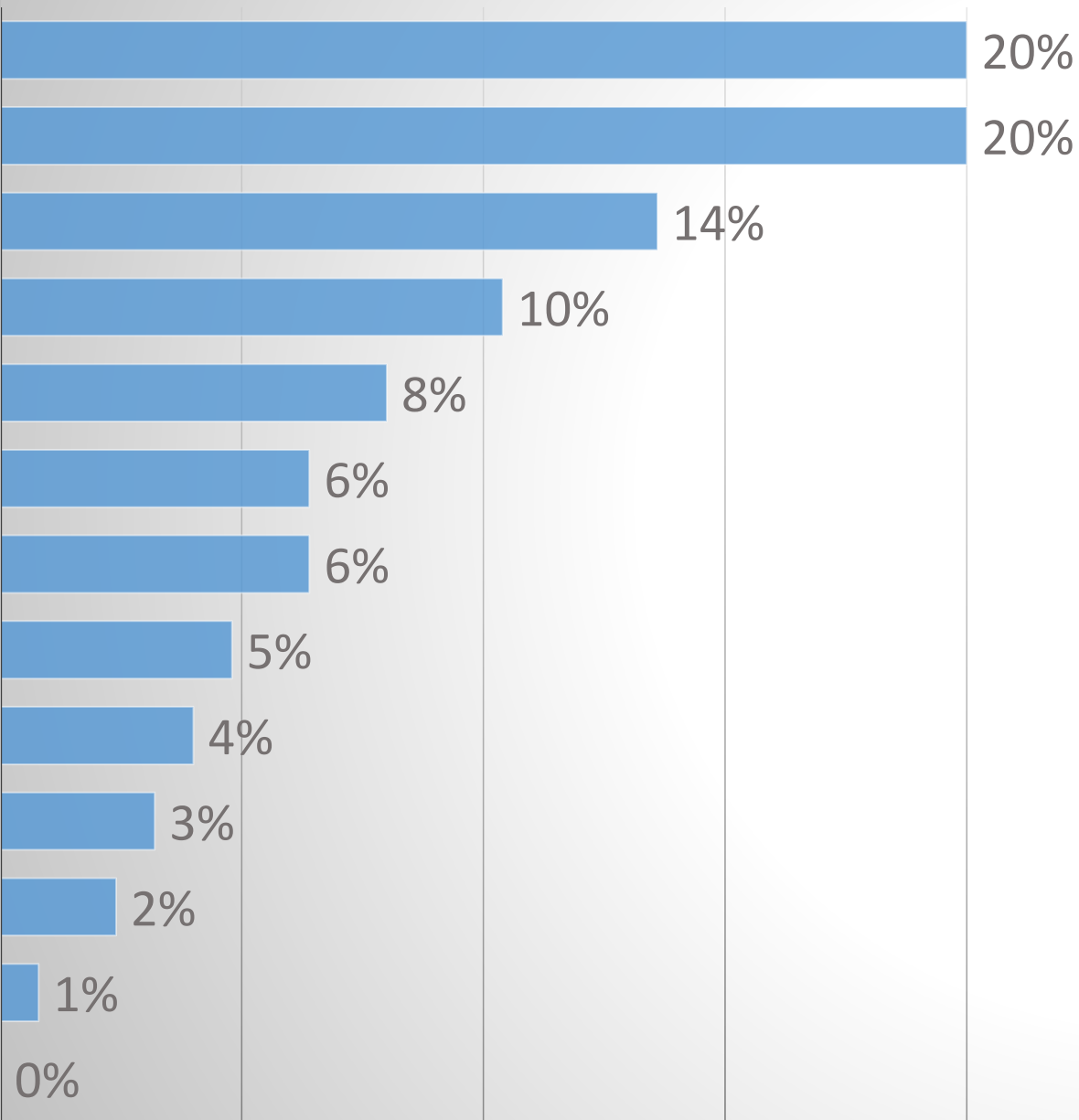
Risks to the region



Regional opportunities



Top 3 Opportunities



ATTRACTION/RETENTION OF YOUNG PEOPLE

RENEWABLE ENERGY

EMERGING SECTORS SUCH AS SPACE

EXISTING SECTORS - TOURISM, FOOD & DRINK...

REGION'S FURTHER & HIGHER EDUCATION OFFERING

COMMUNITY WEALTH BUILDING

PLACE-BASED DECISION-MAKING

JUST TRANSITION TO NET ZERO

THE AREA'S NATURAL CAPITAL

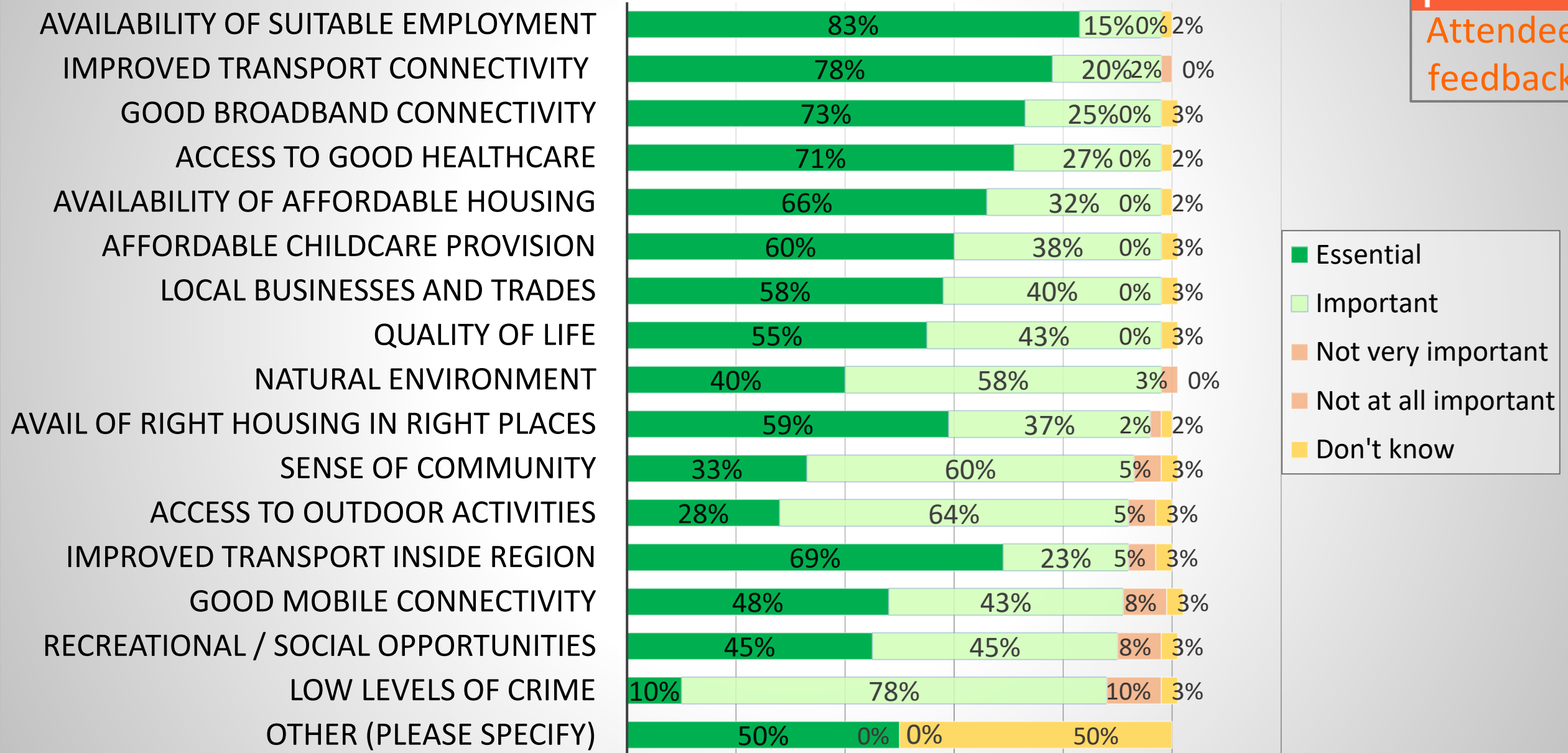
COMMUNITY LAND OWNERSHIP

PEATLAND RESTORATION

OTHER - PLEASE SPECIFY

CLIMATE CHANGE

Most important for an attractive region



Conclusions

- Many of the challenges are longstanding and familiar
- The opportunities in front of us are once in a generation
- If we can mobilise to maximise these opportunities we can benefit our region

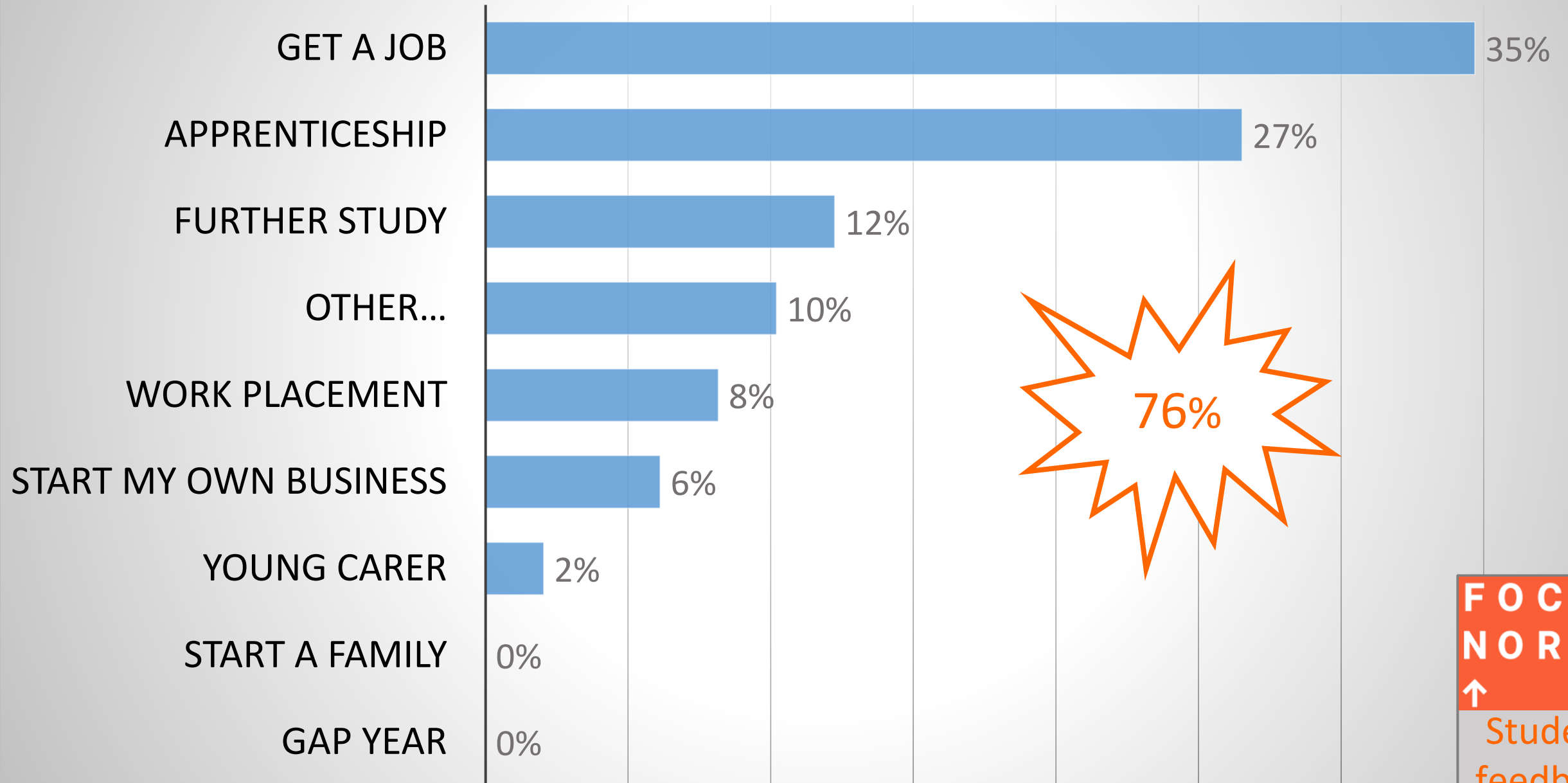
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Attendee
feedback

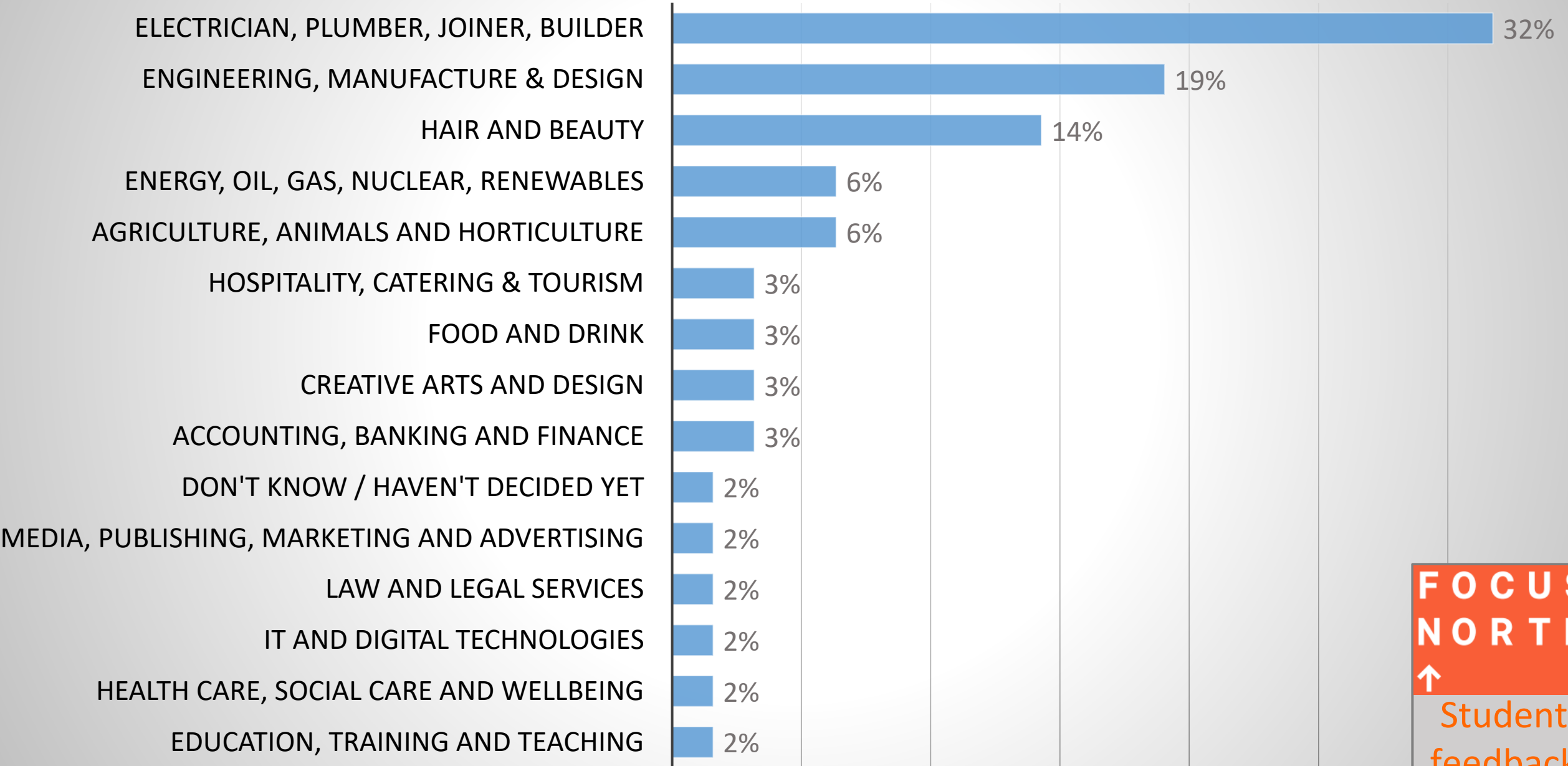
UHI North Highland student feedback

We asked local college students questions about their priorities and issues and how they saw their future in the area

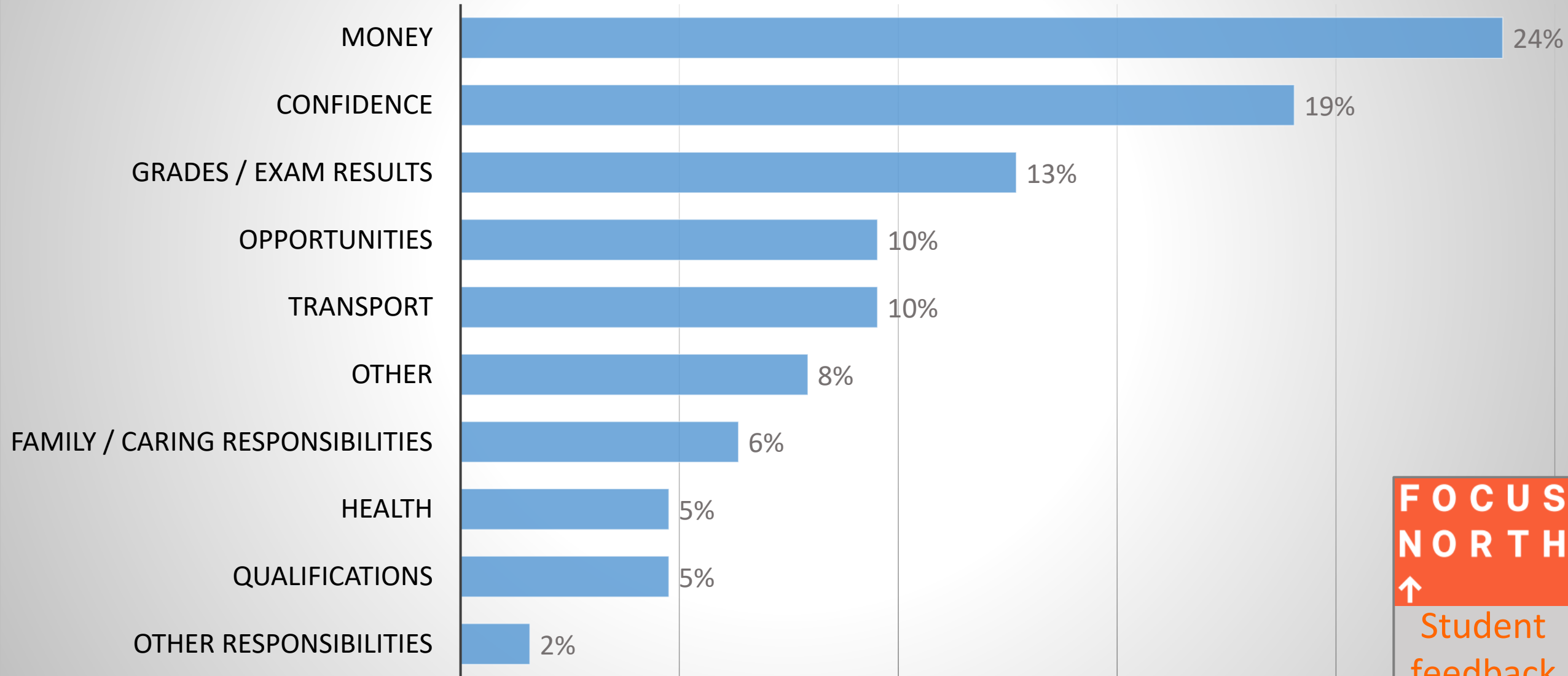
What next when you finish your studies?



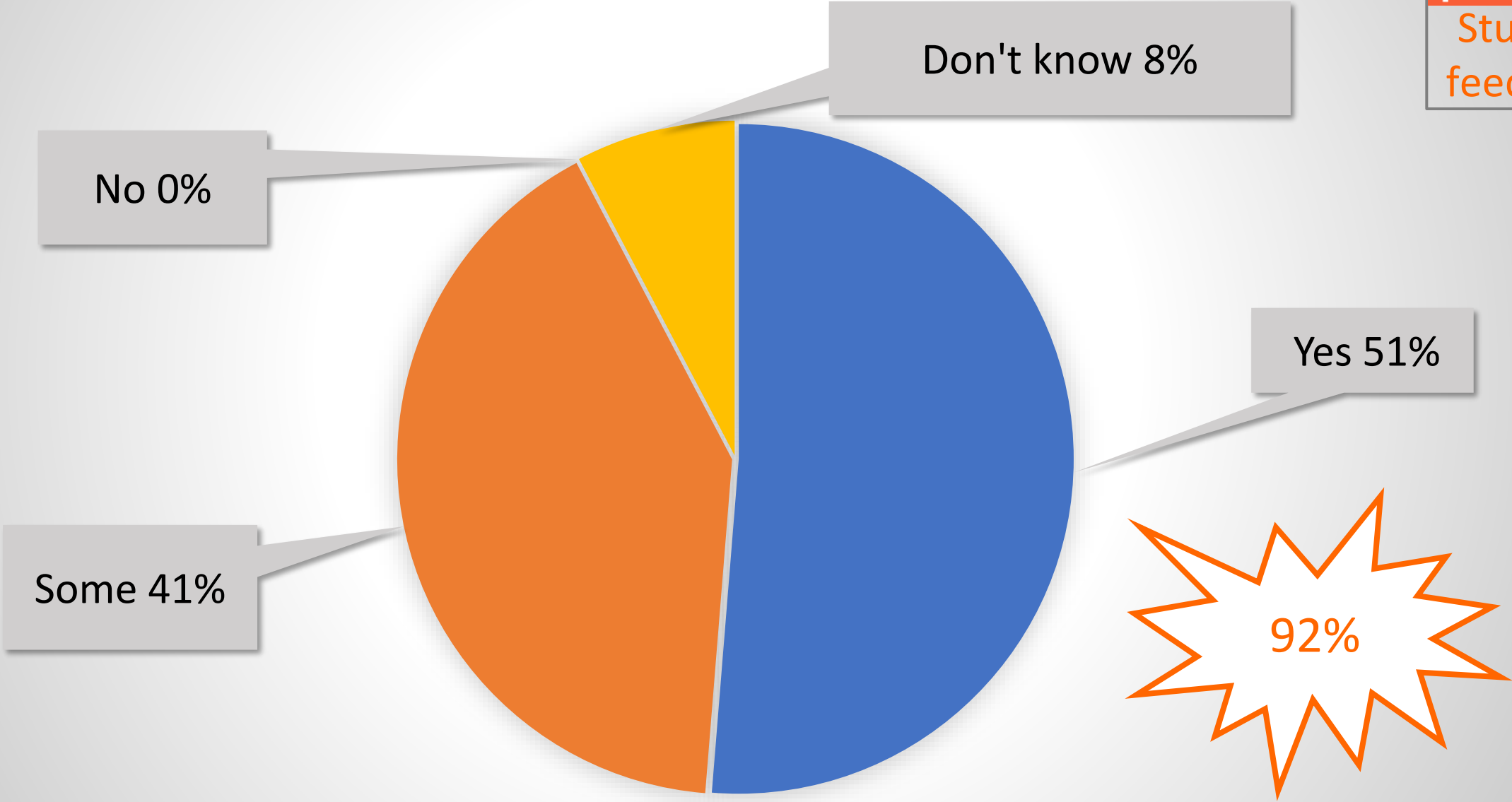
Where would you like to work?



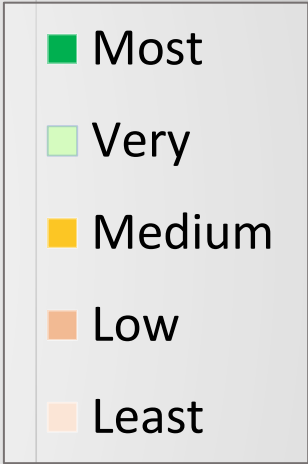
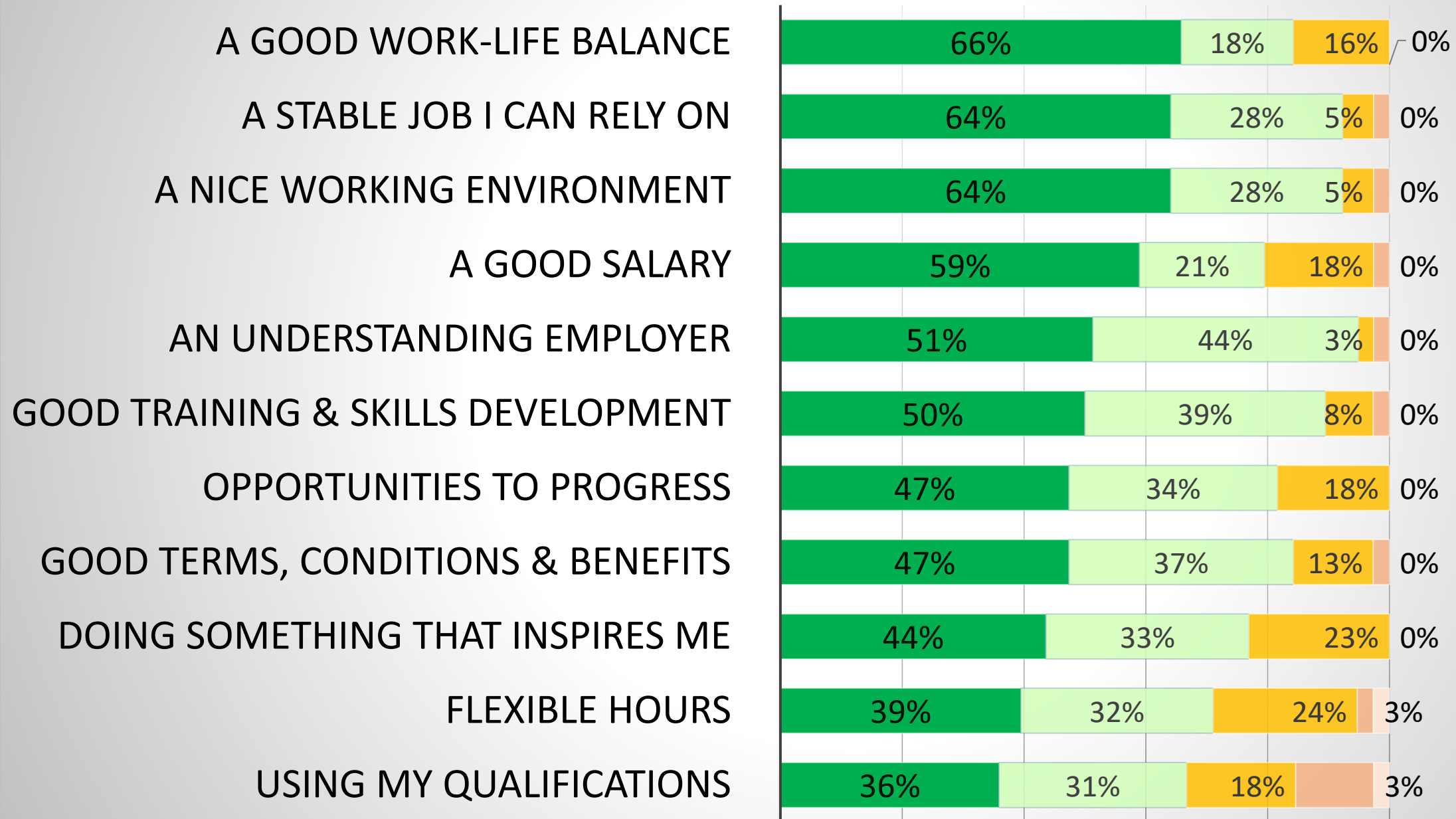
What would stop you from achieving your goals?



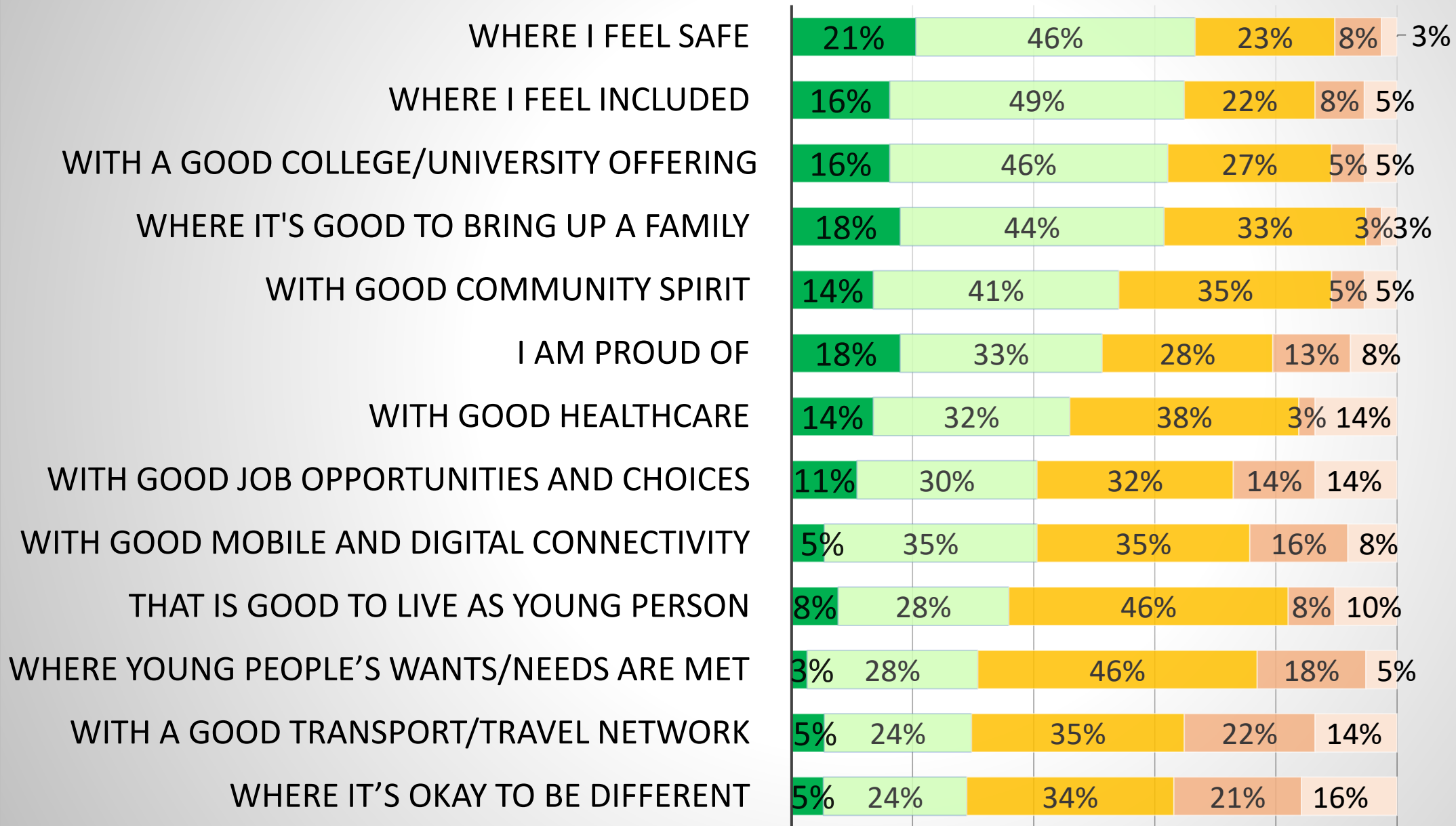
Do you think what you want to do is available locally?



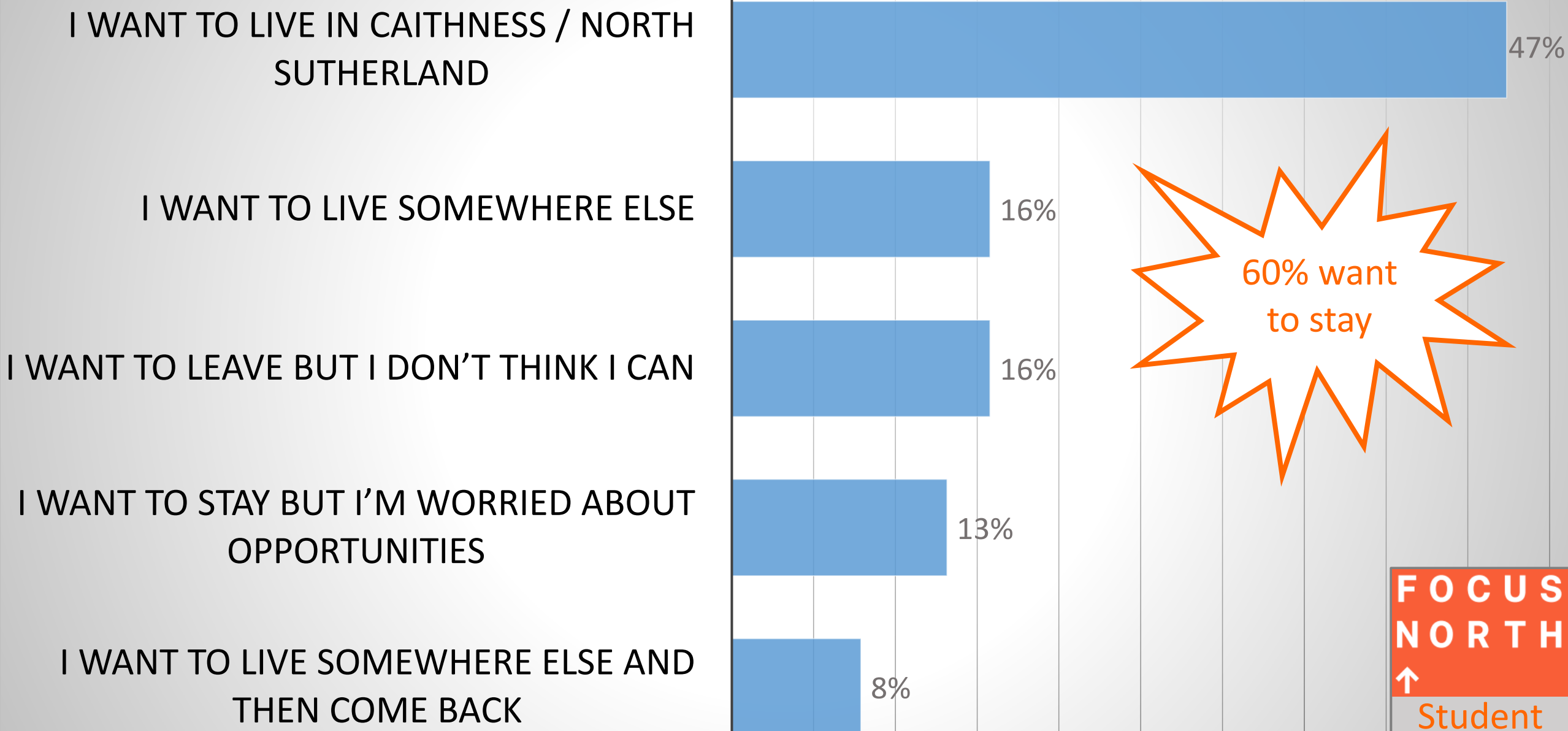
How important for your ideal job?



Caithness/North Sutherland is a place...



Where do you want to live?



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Student
feedback

Conclusions

- Students want to work and believe there are opportunities for them to do so
- Unsurprisingly priorities for young people are different to those of previous working generations
- Barriers are perceived as being more personal than external
- Nearly 70% ultimately want to live and work in the area.

Young person survey

Trudy Morris

CEO Caithness Chamber of Commerce

2023 Young Person Survey

160 Students from S4 - S6 in Thurso,
Wick and Farr High Schools took part through
Developing Young Workforce North Highland



DYW

NORTH HIGHLAND

Developing the
Young Workforce

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3.7% Start Own Business

1.8% Unsure

1.2% Young Carer

3.7% Gap Year

9.4% Get a Job

19.4% Apprenticeship

60.6% College or University

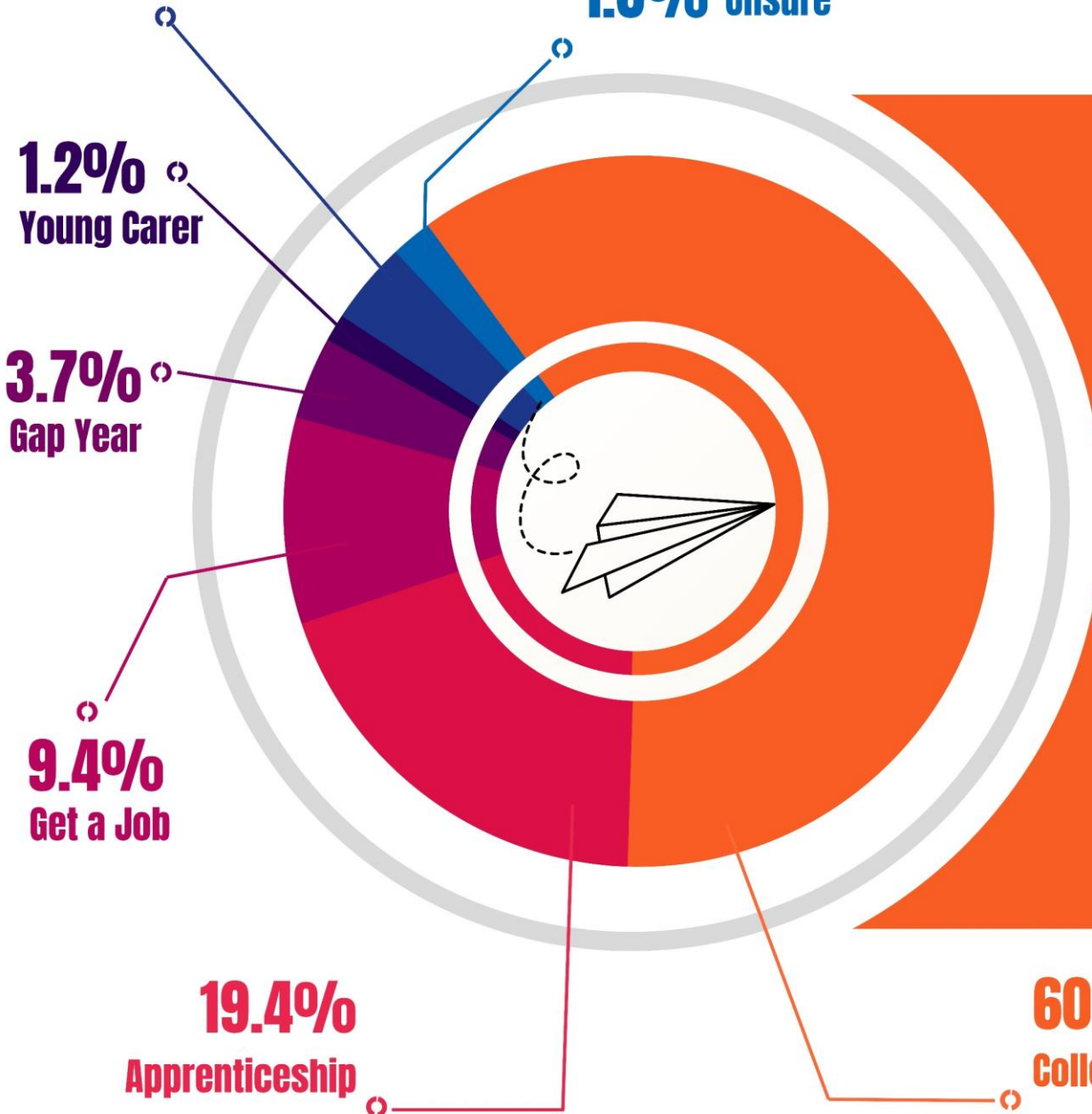
On Leaving School

When you leave school, what would you like to do?

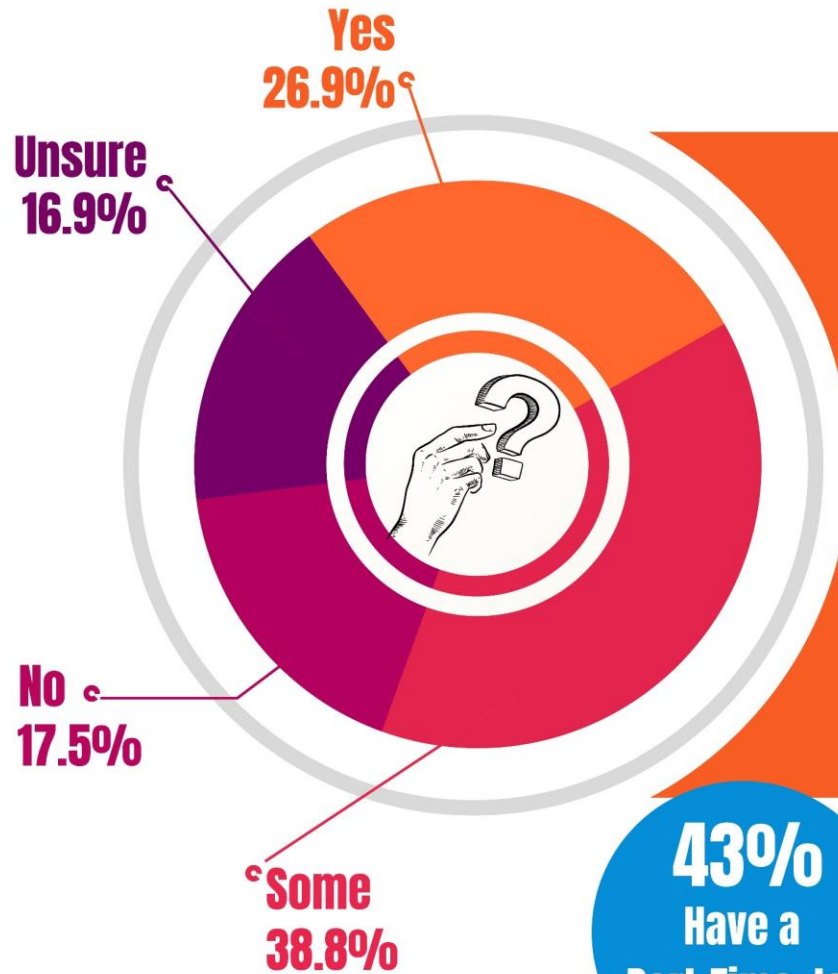
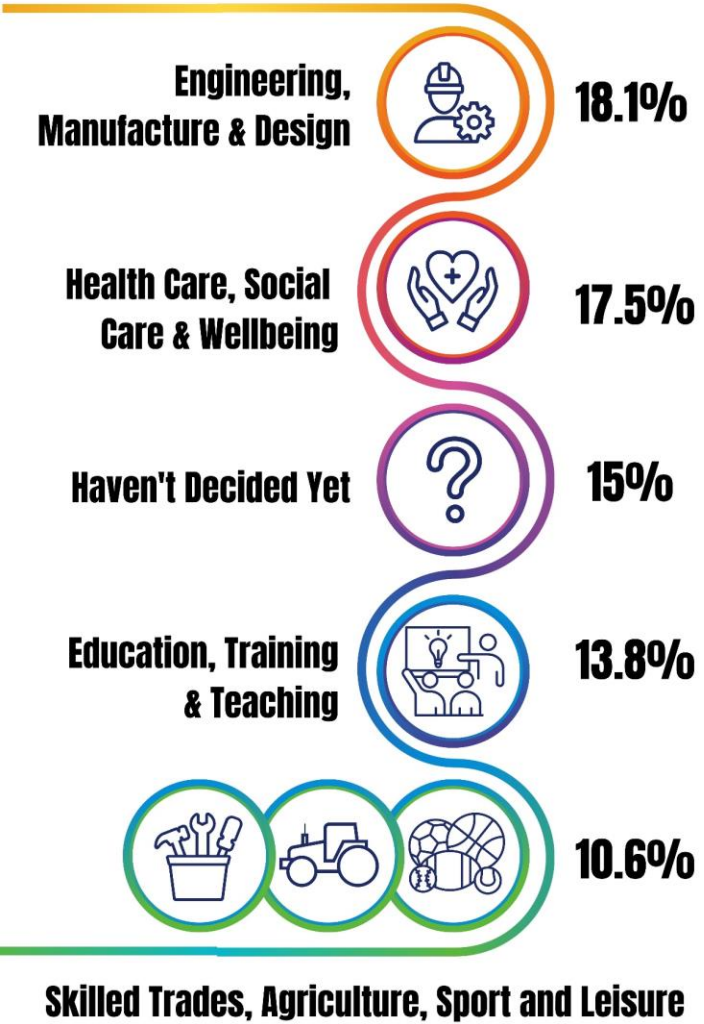
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When you leave education, where would you like to work?



Future Employment

Do you think these opportunities are available to you in Caithness and North Sutherland?

43%
Have a
Part-Time Job

23%
Want a
Part-Time Job

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10% Want to stay but are worried about opportunities

29.1% Leave and Come Back

2.4% Want to leave but can't



Future Location

Where do you want to live in the future?



Views on Caithness / North Sutherland as a place to Live...

49.4% Leave & Live Somewhere Else



- Feel safe
- A good place to raise a family
- A place I am proud of
- Good community spirit



- Transport Network
- University / College Offering
- Job opportunities & choices
- Healthcare

Thinking about your ideal place to live how important is access to social opportunities, social aspects and hobbies?



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...so here are my suggestions to you all

- This region is at the centre of future opportunities
- You can't change geography, the future is here
- Lets make our past benefit our future

So...

- Be bold – tell your friends, families, constituents, everyone
- Be positive – if we're not, don't expect anyone else to be
- Work together – don't sit on the side-lines
- Combined, coordinated local action will make the difference

How do you get involved



- Start today, talk to us, talk to the people on the various stalls, find out what's going on, don't assume
- Find out about the opportunities at the trade stalls
- Fill out the feedback forms for the panel session this afternoon
- Talk with your representative on our Advisory Board chaired by Raymond Bremner
- Get in touch through our website focusnorth.scot
- Together we can make this work!

Coffee and stalls