

# Highlands & Islands

---

## Island Economies

Natalie Campbell  
Head of Enterprise Support



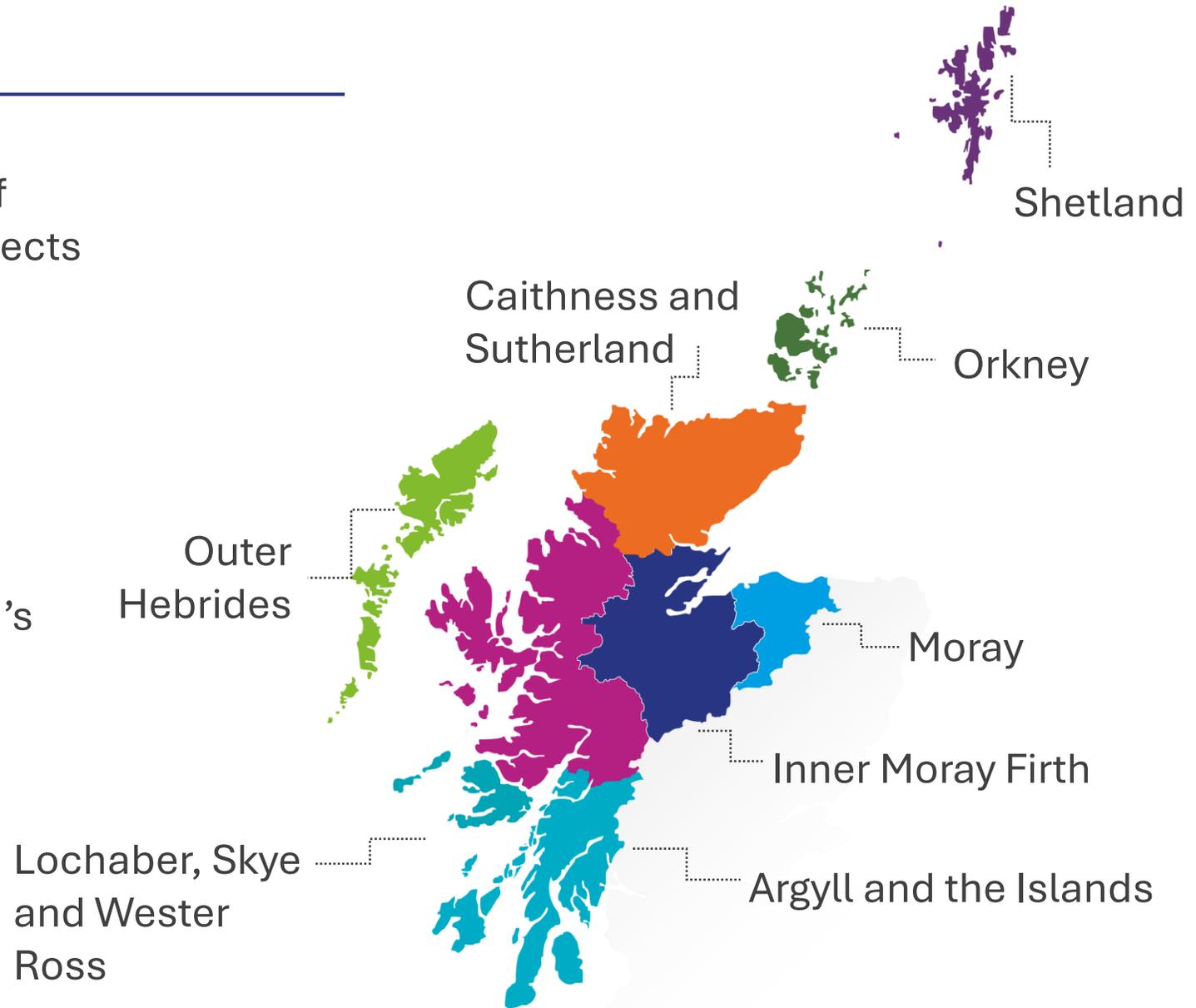
Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd's nan Eilean

# What we do

---

We have 60 years' experience of delivering transformational projects and programmes to develop businesses and communities.

Our eight area teams provide local knowledge and service delivery in every part of the region, including all of Scotland's inhabited islands.



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd 's nan Eilean

# Population & Demographic

Region	Population Trend (2011 – 2021)	Median Age	Density (per km <sup>2</sup> )
Western Isles	-3.8%	49.5	~9
Orkney	+4.0%	45	~22
Shetland	-1.4%	43	~15
Argyll & Bute	-3.8%	48	~13
Lochaber Skye & Wester Ross	+0.5%	46	~4
Scotland	+2.7%	40	~70



# Economic Structure & Employment

Region	Key Sectors	Employment	Self Employment
Western Isles	Public Sector Tourism Crofting	~78%	High
Orkney	Renewables Agriculture Tourism	~80%	Moderate
Shetland	Seafood Energy Spaceport	~82%	Moderate
Argyll & Bute	Tourism Aquaculture Construction	~80%	High
Lochaber Skye & Wester Ross	Tourism Food & Drink Digital	~83%	Moderate



# Challenges & Opportunities for Growth

## Challenges

- Demographic Decline
- Housing & Infrastructure
- Labour Shortages
- Fuel Poverty & Energy Costs



## Opportunities

- Renewables & Net Zero
- Creative Industries
- Digital & Remote Work
- Community Ownership

# Case Study: Kyløe

---

- Established in 2015
- Head office in Kirkwall, Orkney
- Builds software products for SME recruitment businesses
- Provide high-level consulting for >250 clients worldwide
- Employ 60 people worldwide



## HIE Support

- Kyløe has worked closely with HIE's Orkney Area team & Sectoral colleagues
- Support has included investments in capital projects, including £191,000 in 2018 to help the business move to larger premises, leadership training, graduate recruitment and marketing which have been instrumental to the growth of the business.

# Case Study: Wee Studio Records



# Thank You

---

Natalie Campbell  
Head of Enterprise Support



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd 's nan Eilean