

Live X NORTH

Lindsay Matthews Talent Attraction Specialist





- A sister brand to Venture North, supporting the region's holistic destination strategy.

• More than just a job board—Live North is a dedicated talent attraction and relocation support initiative for the North Highlands.

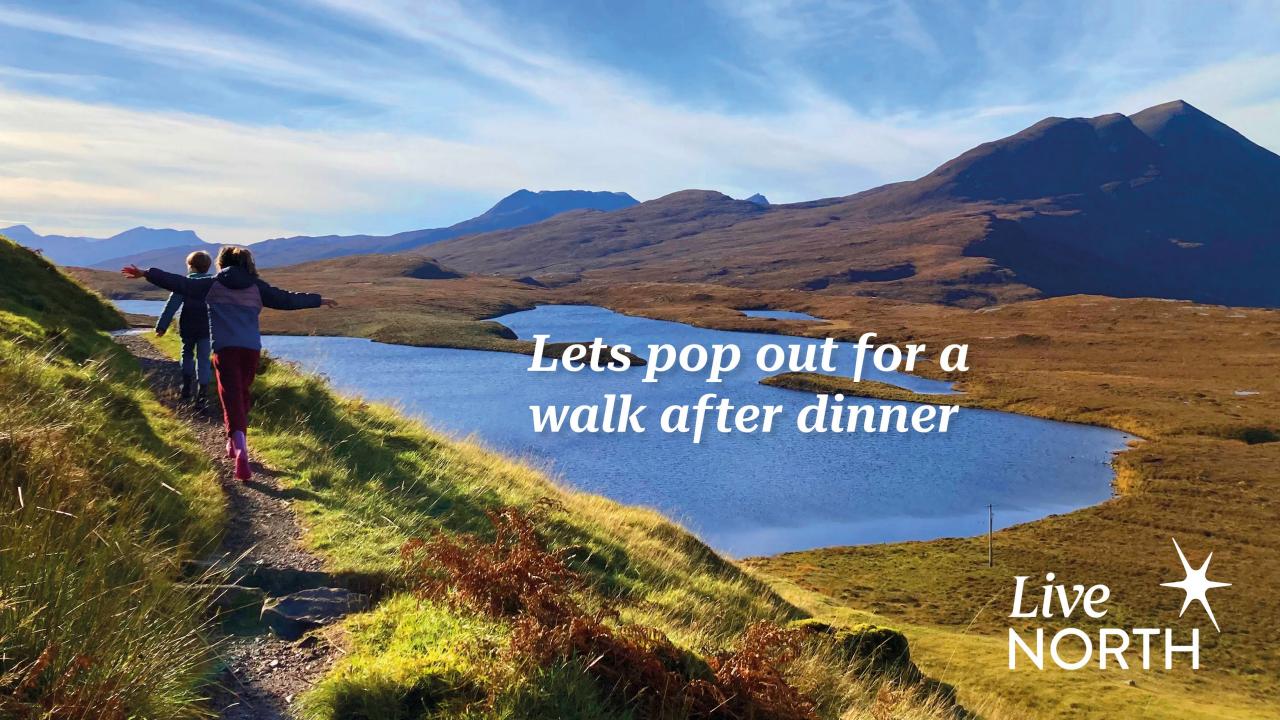
Connecting talent with opportunity by:

 Linking businesses with the right people.

 Assisting individuals relocating to the region.

 Promoting the North Highlands as a place to live, work, and thrive.









Working-age Professionals& their Families

Those enticed by the unique landscape, safe communities, affordable housing, and a quieter way of life, especially those with young children.

People:

Local young people, highlighting job, apprenticeship, and further education opportunities in partnership with DYW, and attracting young people from elsewhere with a positive narrative about the region's opportunities.



Returners:

North Highland diaspora who have moved away and could be enticed to return for the right opportunity.



Temporary workers supporting new developments who might fall in love with the area and decide to stay permanently.



Tourists who might consider relocating after experiencing the region.



Empty Nesters:

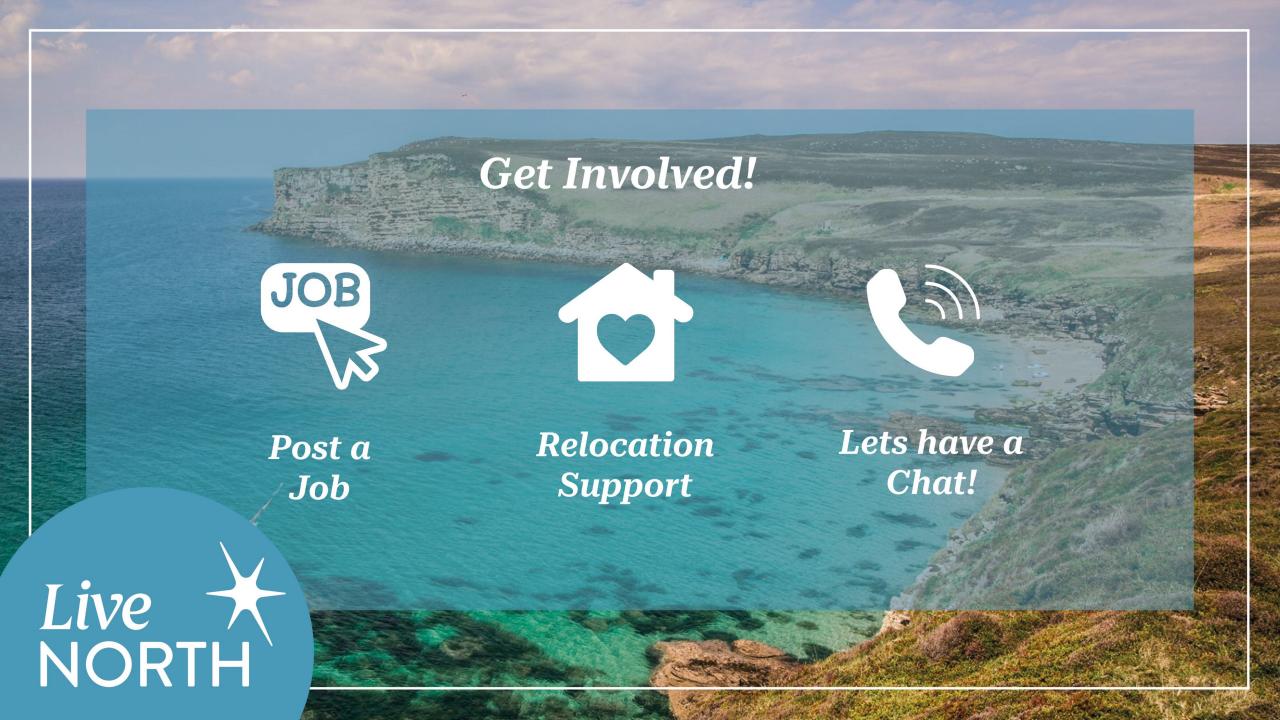
Individuals with no dependent children experiencing a shift in routines and responsibilities, opening them up to new opportunities and challenges. These people may be at a stage when they may consider relocation or lifestyle changes and could support the volunteering pool or take on seasonal hospitality jobs.













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