

Live
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Live North, Live More

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*Lindsay Matthews
Talent Attraction
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So, what is Live North?

- 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**.



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*Lets pop out for a
walk after dinner*

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Good Day at the Office?



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Why It Matters...



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.



Young 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.



Nomad Workers:

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



Visitors:

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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How was after-school club?



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Livin' it up

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The weekend starts here...

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Adding Value...

Alongside business support services for our members, Live North can **add value by:**

- Actively promoting the North Highlands as a desirable **place to live, work, study and invest.**
- Engaging with local businesses and individuals to champion the region as **ambassadors.**
- **Storytelling** through compelling video content, blogs, and case studies.
- Promoting **job opportunities** and offering **relocation support.**

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Get Involved!



*Post a
Job*



*Relocation
Support*



*Lets have a
Chat!*

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