



## **National Council of Rural Advisers**

Scottish Government consultation response

***A Rural Conversation: Together We Can, Together We Will***

The Scottish Council for Development and Industry (SCDI) is an independent and inclusive economic development network representing all sectors and all geographies of the Scottish economy. Our mission is to convene our members and partners across the private, public and third sectors to collaborate to deliver inclusive and sustainable economic growth.

This paper is a copy of SCDI's response to the National Council of Rural Advisers (NCRA) consultation on the opportunities in Scotland's rural economy and the potential recommendations for the Scottish Government.

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## SECTION A – VISION

**“The development of relevant Scottish Government mainstream policies should consider the effect upon the Rural Economic Strategy and its consequent policies.”**

- 1. How should policy makers in Government make sure that the economic needs of rural Scotland are taken into account?*

The **Scottish Council for Development and Industry** (SCDI) is an independent and inclusive economic development network which has been serving Scotland since 1931. Our uniquely diverse membership represents all sectors and all geographies of the Scottish economy, from large multinational employers to charities, trade unions and social enterprises. Our mission is to inform, influence and inspire our members, alongside policymakers, government and other stakeholders, to deliver social and economic prosperity for Scotland.

SCDI has a significant membership profile in all areas of rural Scotland, including local authorities, higher and further education institutions, trade associations and small- and medium-sized enterprises. SCDI has a permanent and well-established presence in Aberdeen and Inverness to serve our members and create economic growth in the North East and the Highlands & Islands respectively. Our North East and Highlands & Islands Committees are respected and active. We are looking to replicate this model in the South of Scotland, where we have increased our footprint of activities and engagement with businesses, organisations and citizens across the Scottish Borders and Dumfries & Galloway. We launched a **Rural Commission** representing all of rural Scotland, including off-shoot rural communities in the Central Belt, earlier this year to make recommendations to Government and others. Its work will continue over the next year and more as it considers the diverse needs and characteristics of Scotland’s rural communities.

SCDI therefore believes in a Scottish economy which works for everyone, everywhere. Our vision for economic growth is inclusive and sustainable. We are committed to serving the whole of the country, because significant economic activity takes place in rural Scotland, where over 20% of our population also lives. It is home to resilient communities; major employers and industries, including in energy and tourism; successful innovators and entrepreneurs; and a strong exporter base, especially in Food & Drink. For the Scottish economy to achieve its full potential – which, given our low GDP and productivity growth, and the levels of inequality between some regions, we know is not yet the case – the economy in rural areas has to flourish. We need to harness the skills, talent and resources of rural Scotland to benefit all of Scotland.

Policymaking needs to consider the economic needs of rural Scotland as integral, affording it equivalent weight as the economic needs of urban Scotland. The creation and continuation of specifically rural programmes or agendas, and of portfolios with singular responsibility for rural issues, should not result in the marginalisation of rural Scotland. SCDI’s members are clear that rural economic needs should not be an afterthought in mainstream portfolios and programmes, which should not be perceived or operated, either by default or otherwise, as “urban” portfolios and programmes. Some SCDI members have raised concerns that this is not always be the case. When mainstream economic policy is being developed the Scottish economy must be considered holistically with regards to geography. The Scottish Government’s Rural Economic Strategy, and other similar rural-specific policy documents, should offer additionality.

Government should also ensure that it is indirectly engaged with representative organisations, such as SCDI, and directly engaged with rural businesses in a regular, meaningful and timely way – both to gauge views and priorities when policies and strategies are at an embryonic stage; and also when policies have been further developed to gather feedback and consider revision prior to implementation.

This kind of iterative consultation process could inform and be integrated into a “rural-proofing” of Government policies going forward. Future-proofing is now a familiar concept to policymakers, while the Islands (Scotland) Act 2018 enshrines “island-proofing” into law. The Scottish Government should consider adopting the practice of rural-proofing to ensure that when exercising its functions and making decisions the particular characteristics and needs of rural Scotland are taken into account, as is the impact of existing and future policies.

2. *Should there be an ability to call to account Scottish Government and their Agencies to ensure collaboration and actions to meet the objectives of the Rural Economic Strategy?*

Yes – All government strategies need to work for all of Scotland and ensure the delivery of them meets the differing needs of businesses and communities in every part of the country. It’s important to also recognise the difference between the economy in rural Scotland and the rural economy. All Ministers and their Agencies are of course accountable.

**“Create quality job opportunities (that are well paid, flexible, and purposeful) to promote skills and opportunities, but also deal with inequalities in the rural labour market (such as the gender pay gap).”**

3. *What employment opportunities do we need to meet the current and future needs of our changing rural economy? Where should these be? (either by location and/or sector)*

Employment is undergoing a fundamental and potentially radical transformation in response to the societal and technological changes of the Fourth Industrial Revolution, as humankind’s capabilities in Artificial Intelligence, automation, digitisation, robotics and nanotechnology. As these global changes gather pace, jobs will be created which currently do not exist or have yet to be imagined, and existing roles will be disrupted or transformed. Few, if any, industries or workplaces are likely to be unaffected. As noted in SCDI’s [Automatic... For The People?](#) report, rural employers will have to plan for and adapt to these changes; employees will have to up-skill and re-skill; and Government will have to ensure rural communities manage the associated risks and exploit the significant opportunities through investment in infrastructure and education.

There are clearly significant existing employment opportunities in rural Scotland. Our Food & Drink and renewable energy sectors are particularly strong and support hundreds of thousands of jobs. Some of the lowest unemployment rates in Scotland are found in rural communities – Argyll & Bute (1.2%), Na h-Eileanan an Iar (1.4%), Aberdeenshire West (1.6%), Caithness, Sutherland and Ross (1.9%). The Scottish average is 4.3%. Moreover, some of the highest rates of employment are also in rural areas – Orkney (90.3%), Aberdeenshire West (86.0%), Inverness and Nairn (84.0%), Na h-Eileanan an Iar (81.8%). The national average is only 75.5%. However, this picture is not replicated in all rural areas. For example, unemployment is over 6% in Dumfries & Galloway, with smaller pockets of even higher levels of joblessness throughout the region. Productivity is also significantly below the national average in the Scottish Borders and Dumfries & Galloway, resulting in low wages and fewer high-skill, high-wage opportunities.

One in seven workers is now self-employed in the UK. The number of self-employed people in the UK has increased by over 40% since 2000, accounting for almost half of all jobs growth since 2008. Rates of working multiple jobs and of self-employment are around twice as high in rural Scotland, with between a quarter and a third of all workers working for themselves. Part-time work and homeworking is also more common. These atypical forms of employment provide workers with increased flexibility and can increase innovation and entrepreneurialism. However, such employment is also insecure, resulting in lower average wages and greater financial instability. Meanwhile, a significant proportion of those working part-time would prefer full-time employment. As atypical employment becomes increasingly common in line with societal, business and technological change, rural Scotland's need for related support from Government and others will increase. The focus should be on stimulating secure, full-time, well-paid and permanent employment.

Many areas of the South of Scotland economy are reliant on employment provided by primary industries, especially in agriculture and forestry. Although the agricultural industry in particular supports a large number of direct and indirect jobs, in order to create new jobs, boost productivity and raise wages, it is important that this region diversifies its economy. The South should move into secondary industries to add value by transforming local natural resources into locally designed, manufactured and delivered products or services. More companies and organisations should offer training and development opportunities to their employees.

The economy in rural areas is often understood as Agriculture, Fisheries and Forestry. It is important to note that these industries only account for 4% of the economy in Islands and Remote Scotland and 3% in Mainly Rural Scotland. The strongest growing sectors in rural Scotland since 1997 have been Business Services (169%), Information and Communication (116%) and Construction (131%). Significant opportunities to increase employment exist in these key growth sectors. Rural Scotland should support its traditional industries, build on its existing strengths and expand its economic horizons to grasp new business opportunities. The Fourth Industrial Revolution can create quality jobs across numerous sectors if opportunities are seized. For example, world-leading information technology and business process services firm CGI is already a significant employer in the South of Scotland. If there is a positive business environment with excellent infrastructure and connectivity, similar investors can be attracted to rural Scotland. To attract and retain young people and other talent in rural Scotland, there need to be exciting opportunities for progression in the industries of the future.

Small- and medium-sized enterprises are the backbone of the Scottish economy, representing 99% of all firms and 41% of all jobs. Rural Scotland is reliant on small- and micro-businesses to an even greater extent for economic activity, access to goods and services and employment opportunities. 68% of private sector employees in Remote Rural Scotland work for small businesses, compared with 54% in Accessible Rural Scotland and only 32% in Scotland's remaining, largely urban, areas. Given the demographic size of many rural communities, creating a small number of new jobs in absolute terms can have a large social and economic impact. There should, therefore, also be a strong focus on supporting small- and micro-businesses to expand and take on more employees.

*4. How do we tackle the inequalities we face in rural Scotland? i.e. challenges faced due to age, gender, socio-economic, educational and ethnic background*

79% of all Scottish SMEs are led by men. Just 3% are led by an individual with an ethnic minority background. It is likely that these inequalities are even starker in rural areas. Through technology and improved connectivity, people can be brought together to create new communities and overcome the challenge of isolation. However, the larger work of tackling wealth and income inequalities requires Government investment and intervention –

projects to deliver affordable housing; training programmes to up-skill and re-skill the unemployed etc.

Significant investment is also required to overcome one of the most significant inequalities faced by people in rural Scotland: physical and digital connectivity. Improving rural broadband speeds, roads and bus and rail services would increase economic activity by improving the ease and speed of trade for producers and consumers; reduce business costs; improve access to online and in-person employment, education and training opportunities; and attract increased tourism and inward investment.

**“Build on existing work to gather evidence and data to measure the true value of the rural economy and monitor its growth.”**

5. *Going beyond the economic contribution of rural businesses, what positive examples of social (i.e. community cohesion), cultural (i.e. protection of heritage and traditions) and environmental (i.e. carbon reducing) impacts of rural businesses can you think of?*

There are innumerable examples of rural businesses that have a positive social, cultural or environmental impact on their community, indeed almost all do. Rural micro-businesses and social enterprises deliver more than just economic impact, by being deeply anchored in their communities. Many SCDI members have cited examples of local businesses providing products and services for free, such as refurbishing local assets or buildings, or the sense of community spirit supported by projects such as Scotland in Bloom, to contribute to the betterment of the local area.

In addition, the following example was provided by SCDI member [Interface](#), which facilitates collaboration between the private sector and academia to grow the economy and increase productivity:

Joanne Howdle, Curator of Caithness Horizons Museum, a five-star tourist attraction, has indicated that their involvement with Dr Andrew Jennings at the Centre for Nordic Studies, The University of the Highlands and Islands, had contributed to the success of their first Viking Festival, staged in 2016, by giving them unique insights to help put the region firmly on the Viking tourism map. Outcomes from the collaboration included visitors to the event generating an estimated £0.4 million in the local area, follow up speaker invitations and interest from overseas. Howdle said: “Not only did the project make a massive impact on Caithness Horizons Museum in terms of its community, lifelong learning and formal education programme and brought in money to the local economy, it has inspired others in the world to run with similar ideas.”

6. *What specific outcomes of rural businesses should be measured and why?*

The nature of smaller rural communities means that proportional rather than absolute measurements are more useful. The focus should be on the hard evidence and data provided by conventional socio-economic outcomes – such as employment, earnings, productivity, Gross Value Added/Gross Domestic Product and so on – because this has the greatest impact on delivering growth and prosperity. However, one of the challenges around data can be reaching statistically significant numbers in many rural areas and as such greater analysis and understanding is often needed.

Nevertheless, the limitations of measures such as GVA and GDP are well-known, and the need to tackle poverty and inequality is widely-accepted, in Scotland. Hence it is important that environmental, social, and other potential impacts are considered. Inclusive growth is an

important concept, but it is often noted that it has not been clearly defined and is, consequently, problematic to measure. The quality of life in many parts of rural Scotland is a strong asset in attracting both employees and employers, but not every household or community in these areas shares in this prosperity. Poverty and inequality has a strongly negative impact on physical health, mental health, educational and other outcomes. Rural businesses' contribution towards growing shared prosperity, and reducing negative outcomes, should be measured. A vibrant rural community is one in which robust incomes are intertwined with long life expectancy, high educational attainment, low levels of pollution, access to cultural and leisure options and high levels of community cohesion.

Particular attention in monitoring business activities should be devoted to innovation and productivity, which drive employers' profit margins and employees' earnings. Rural Scotland's stronger reliance on micro-businesses has given it a disadvantage, because such firms are significantly less likely to invest in innovation, redesign processes to improve productivity or commit to long-term planning. Such enterprises rarely possess the requisite time or resources. It is crucial that Government provides support to rural businesses to help them innovate, increase efficiency and grow. Given the challenge that small businesses can face in long-term planning, it is vital that Government increases its planning horizon for rural areas which are often less able to adapt to the shorter planning periods that urban areas can manage.

## SECTION B – PEOPLE

### **“Encourage future entrepreneurship by ensuring the Scottish Government’s rural skills action plan meets the needs of the Rural Economic Strategy.”**

#### *7. What skills are required to have a vibrant rural economy?*

Perhaps the first question any business or organisation asks itself before it makes a decision about where it wants to invest or expand is: will we be able to access the right people with the right skills? Scotland attracts high levels of foreign direct investment because of its strong skills base. Our highly-educated population and internationally-renowned universities attract many large employers to invest in Scotland. In the economy of 2018, every industry is a digital industry. Digital skills are fundamental skills for everyday life and for any career. Economic growth in most rural areas, however, will come from business growth rather than relocation of existing employers to rural areas.

Rural economies must ensure their workforce have the digital skills to remain competitive on a global stage. The intensity of this need for digital skills, as for STEM skills, will only increase as the Fourth Industrial Revolution and its associated developments in Artificial Intelligence, automation and data accelerate over the next decade. SCDI explored how Scotland can harness the technologies of the Fourth Industrial Revolution, and what skills will be required, to deliver increased economic growth in [Automatic... For The People?](#), published earlier this year.

Entrepreneurial and business leadership skills are also crucial for a vibrant economy. There is evidence of a low level of business ambition in some rural areas which needs to be overcome. Business owners may not wish to expand or can be risk-averse. This requires long-term reform in the education and training systems to ensure that children and young people are equipped with the confidence and skills to see themselves as future business owners and entrepreneurs, and to have ambition for themselves, their businesses and their communities. Business leaders also need to be encouraged to create and develop local business communities which can support business growth, facilitate collaboration and externally promote the area. These are as much social and cultural challenges as economic ones. Scots need to be prepared to take risks and be ambitious, and to be supported and praised by others for doing so and for reaping the rewards. Often our culture can promote a denigration of ambition and a fear of risk.

As the UK prepares to leave the European Union, a business-friendly UK immigration system needs to be designed in concert with the private sector. Rural Scotland is strongly reliant on migrant, temporary and migrant labour to fill positions in the agricultural, food processing, construction and health and social care sectors. Straightforward and low-cost movement of labour from inside and outwith the EU/EEA is a key priority for Scottish business employers in the UK’s negotiations with the EU. As the Scottish labour market nears peak capacity, with unemployment at historic lows and employment near a record high, inward migration is critical to plug growing skills shortages. Nearly half of Scottish businesses report difficulty finding a suitable employee to fill a vacancy, rising to two-thirds of firms in the tourism sector. According to the 2017 Labour Force Survey, a quarter of vacancies are “skill shortage vacancies” classed as “proving difficult to fill due to a lack of applicants with the right skills, qualifications and experience”. This applies to both high- and low-skilled positions.

With or without Brexit, the demographic projections for rural Scotland are stark. All of Scotland’s projected population growth is expected to come from immigration. There needs

to be greater focus on driving the productivity increases necessary to deliver higher output and higher wages.

8. *How do we best ensure that people of all ages, genders, areas, socioeconomic, educational and ethnic backgrounds receive appropriate support?*

In relation to rural areas, there is often a narrative around ensuring young people are kept in the area. The demographic challenge facing rural Scotland is substantial – in most areas the population is ageing faster than the national average; in some areas depopulation is a real and present concern. However, the inflow and outflow of people is the sign of a healthy, vibrant economy that is open to the world and replete with opportunity. The objective should, therefore, be to create communities and a business environment which will attract newcomers and support those who would otherwise reluctantly leave. There are also significant opportunities to encourage those who grew up in rural communities as children and young people to return in later life, bringing back the skills they have developed across the globe to the social and economic benefit of rural Scotland. Their experience of other, diverse cultures, ideas and approaches can support community cohesion.

See also answer to Question 4.

**“Develop opportunities for the businesses of urban and rural Scotland to share ideas and work together.”**

9. *How do you think we could do this? (for example through schools or membership organisation groups).*

As a network which serves all sectors and all geographies of the Scottish economy, and uses a macroeconomic focus in our analysis, SCDI recognises the strong interdependencies which bind together rural Scotland and urban Scotland. SCDI enables our members from anywhere in Scotland to engage with national issues and collaborate with other members from different regions.

Improving physical and digital connectivity is critical to enabling rural businesses to connect with urban counterparts and urban commercial opportunities. Across Scotland there are rural areas which cannot fully exploit nearby urban markets or supply chains due to poor infrastructure. Reducing journey times between these areas should be a priority. For example, the South of Scotland is at present insufficiently connected to large urban markets in the North of England, including Carlisle, Liverpool and Manchester, which could be easily accessible with the appropriate road and rail connections. There are significant opportunities in these cities for rural Scottish businesses if they can identify, and collaborate with, UK partners. Rural Scotland needs to be open to opportunities, investment and expertise from outside its immediate region, whether that is from the urban Central Belt or abroad – and ambitious in seeking to exploit or attract these.

Universities and colleges across Scotland require meaningful, high-quality placements for their students in all sectors and with all kinds of employer. Rural areas could make a unique offer to provide these in conjunction with their local private sector and others to link with rural and urban universities and develop skilled labour for local business. This cross-fertilisation of talent and knowledge could deliver long-term results.

10. *Facilitating learning/sharing between urban and rural areas to improve and have a better understanding of the opportunities that are available would be new for Scotland. What would interest you in this approach? Are there any benefits/drawbacks?*

See answer to previous question.

**“Create communities of interest (digital, physical) where businesses and people can come together to solve problems, share ideas and understand opportunities.”**

*11. Is there any place that you can think of in your community where people already do this? Can you please tell us about it?*

This question, and its follow-up questions, is more appropriate to be addressed by individual respondents, rather than by an organisation such as SCDI. There are examples in every part of the country, however the success of these initiatives is usually dependent on their identity as grassroots-led and not top-down.

*12. What might be the benefits of this approach?*

N/A.

*13. What things would your local community need to help people in your local area come together?*

N/A.

## SECTION C – INFRASTRUCTURE

**“Help ensure there are the same opportunities and access to services between urban and rural areas.”**

*14. For people living and working in rural areas there are often big differences compared to urban areas in what services might be available (things like broadband, childcare, transport, community development etc.) What do you need to enable you to choose to live and work in rural Scotland?*

Rural Scotland is home to many successful businesses of all shapes and sizes who choose to be there, despite often facing barriers around access to market, attraction of talent, and additional costs, because it is where they want to be. Much the same is true for individuals and families, who are increasingly mobile. However, employers will not base themselves in areas where to do so would be to put themselves at a disadvantage. Therefore, digital connectivity, transport links, leisure options, educational opportunities and so on, need to be strong to support the retention and attraction of businesses and workers. People often do not expect to have the same level or kind of service as they would in an urban setting, but they do expect to have the appropriate delivery of services relative to their needs.

Our rural members tell SCDI that lack of access to local Human Resources, legal and other professional services is a barrier to business growth. Many rural communities are isolated from, or too small to support, such providers of such services. Being unable to access such specialist expertise prevents many businesses from expanding or improving their operations. It has been suggested that a hub approach could be explored, wherein businesses co-locate in rural markets to provide local access to professional services. Digital technology could also facilitate a solution.

Moreover, on broadband and mobile connectivity, there should be recognition of the impact that faster speeds and wider reach would have for those who do not have services on their doorstep and where an increasing number of services are delivered digitally. This digital divide – as urban areas advance towards superfast broadband, while some rural areas are in danger of being left behind – would put rural areas at a significant competitive disadvantage in a global digital economy.

On transport infrastructure, the level of investment between urban and rural Scotland has diverged. Government should recognise the importance of rural roads and respond to the diminishing provision of public transport in rural areas. SCDI’s recently published report, [\*\*\*Scotland’s Big Mo: Industrial Strategy, Inclusive Growth and the Future of Mobility\*\*\*](#), addresses these and other related transport issues.

Changes in mobility mean that there are risks and opportunities for rural Scotland, as for the country as a whole. Key questions which need to be considered and answered include: Will there be the infrastructure for Connected and Autonomous Vehicles and Electric Vehicles in rural areas? What will be the impact on the provision of rural bus services? Could mobility services offer more responsive transport services? What partnerships and changes in legislation and regulation might be needed to encourage these services and make sure that they benefit all parts of society? There is an opportunity to develop and market Scotland as a living lab for innovations in rural areas across various sectors (mobility, care etc.), which could drive investment, employment, productivity and growth, given our size, skills, world-leading sectors and geographical diversity.

**“Make sure Government policies, regulations, planning and support mechanisms help local businesses.”**

*15. What types of policies, regulations, planning and business support need to be strengthened or removed to help a wide variety of small and micro businesses in rural areas?*

Business performance diverges significantly across rural Scotland, with some areas of the rural economy are facing a crisis of managed decline. SCDI members and stakeholders report that there is a need for an improved and refreshed offer from Scottish Enterprise, Business Gateway, Highlands & Islands Enterprise and the future South of Scotland Enterprise Agency to micro-, small- and medium-sized enterprises. Existing packages of support can be insufficiently flexible to reflect the diversity of contemporary businesses and excessively focused on growth sectors. Local businesses would benefit from products and services which are responsive and tailored to their bespoke needs. There should be a “no wrong door” approach for business, with information-sharing, collaboration and reciprocal signposting of products and services more deeply embedded across the public sector. Government policies and business support should be based on the principle of simple, streamlined support to create seamless user journeys. Complex structures and bureaucracies are challenging for businesses to navigate. Support could also be concentrated in areas with low business birth and high business death rates.

The public sector could also stimulate rural economic growth in its procurement practices by supporting local businesses by local-sourcing of products and services, such as food supplies for schools, hospitals and so on. Formalising this best practice as proposed by NFU Scotland and others, whilst maintaining affordability to the public purse at a time of fiscal restraint, should be explored by Government.

There is also the challenge that many regulations of design standards are created based on urban needs and it can be challenging for people in rural areas to meet these requirements where there isn't the land value or footfall to support investment.

*16. Can you think of any problems in transport, housing, social care and digital infrastructure that prevent economic growth for your industry sector, business or community?*

Lack of affordable housing and business premises is a significant obstacle to business and community growth in many parts of rural Scotland, particularly to meet demand in the affordable private-rented sector. Poor housing stock is a particular issue in the South of Scotland, while high housing costs are increasingly problematic in expanding areas like Inverness. Moreover, competition from platforms such as Airbnb has meant that many landlords find it more profitable to lease their property for a small number of days a year to meet tourist demand, than to provide secure, year-round accommodation to local families and workers. Affordable, quality housing – as with the availability of childcare and leisure options – is critical to attracting and retaining skilled workers in rural Scotland in areas of labour shortage, including the medical and teaching professions. Many rural communities have old, disused or decaying buildings which could be renovated and re-purposed to deliver regeneration and provide new homes or start-up premises.

In rural areas where the tourism industry is especially strong, it is vital that infrastructure and amenities – including accommodation, car parks, toilet facilities, retail, roads and public transport – to keeps pace with growth in visitor numbers to support consolidation and further expansion. Some attractions and communities have reached peak capacity, hampering their ability to achieve additional growth, such as Skye.

The third party or “equal” right of appeal proposed for inclusion in the Planning (Scotland) Bill is of deep concern in this regard. Such a change to the existing planning system, which can often be prohibitively slow and complex, would act as a barrier to economic development. The planning system should support increased economic growth.

See also answers to Questions 1, 7 and 8.

**“Make sure that community resources that contribute to our economy (like tourist attractions) also deliver benefits to their communities.”**

*17. Can you think of any examples of resources in your community e.g. that attract visitors and make money but do not benefit the community?*

Community benefit and impact should always be maximised. However, when money is being made and the business or organisation employs local people and creates a local supply chain, this in itself constitutes palpable community benefit.

See also answers to Questions 5 and 6.

*18. Are there examples of attractions in your community that you would like to promote? What could help you do this?*

SCDI members and stakeholders in the South of Scotland have observed that a high-profile international and domestic marketing campaign highlighting the strengths of the region’s economy as a place to invest, visit, study and work would be of significant benefit. There is a perception that a degree of negativity and insularity of mindset has held back the region and that its successes have to date been underplayed or undersold. The positivity, brand strength and investment record of the Highlands & Islands is an aspiration for other regions of rural Scotland.

See also answers to Questions 5 and 6.