



The Sutherland Partnership

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Welcome to a land
where your business can soar...
...welcome to Sutherland



ECONOMY

Labour Market

- There are 3,681 employees in Sutherland. Of these, 46% are male (1,683) and 54% are female (1,998).
- By contrast, 48% of the 78,687 Highland employees are male (37,869) and 52% are female (40,817).
- 35% of employees in Sutherland are part-time. This is the same proportion of part-time employees as Highland.

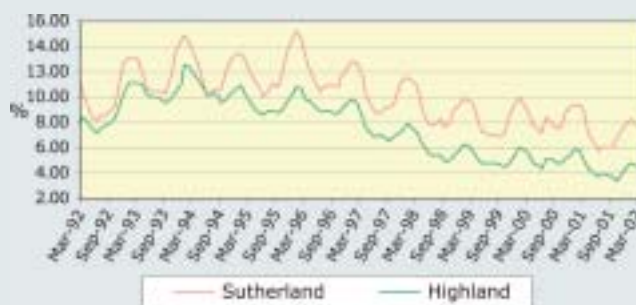
Employment Structure, 2000 (as a % of total employed)

	Sutherland	Highland
Agriculture and fishing	5.9	2.8
Energy and water	1.4	0.7
Manufacturing	5.5	10.1
Construction	5.1	5.3
Distribution, hotels and restaurants	34.9	34.6
Transport and communications	7.1	5.3
Banking, finance and insurance	6.3	11.8
Public admin, education and health	30.6	24.9
Other services	3.1	4.5

Source: ABI/NOMIS

- Unemployment in Sutherland in March 2002 was 7.5% of the economically active population, compared to 4.3% in Highland and 4.4% in Scotland.
- Unemployment in Sutherland fell by 17% between March 2001 and March 2002.
- Sutherland traditionally has high incidences of long-term unemployment when compared to most other Highland areas. Over half of those registered as unemployed in March in Sutherland had been unemployed for 6 months or more.
- Unemployment in both Sutherland and Highland is highly seasonal, due mainly to a high level of reliance on tourist-related employment.

Unemployment rates, March 1992 - March 2002



Source: NOMIS

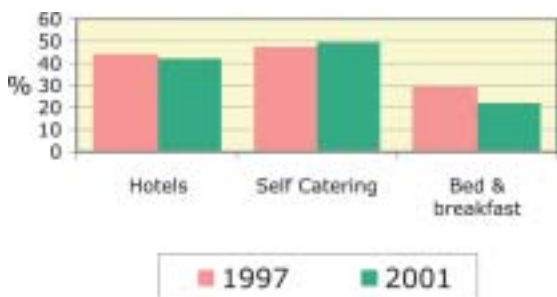
Average incomes, 1998



Source: CACI paycheck modelled income, Communities Scotland

TOURISM

Caithness & Sutherland room/unit occupancy by accommodation type, 1997-2001



Source: HOST

Top 5 visitor attractions in Sutherland, 2000

Attraction	No. visitors
Falls of Shin, Lairg	90,000*
Dunrobin Castle, Golspie	53,200
Old Post Office Visitor Centre, Dornoch	30,000*
Durness Visitor Centre, Durness	26,900
Timespan Heritage Centre, Helmsdale	12,750

*estimated figure
Source: HOST

HOUSING

Housing stock by tenure, 1999



Source: The Highland Council

Communities Scotland investment in Sutherland, 1996-2001



Source: Communities Scotland

Average property prices, 1990-2000



Source: Register of Sasines

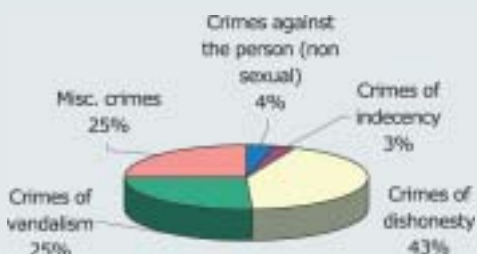
CRIME

- Crime rates in Sutherland are very low. In 2000/01 only 22 crimes were committed per 1,000 population compared to 82 in Scotland.

Number of crimes/offences (per 1,000 population), 2000/2001

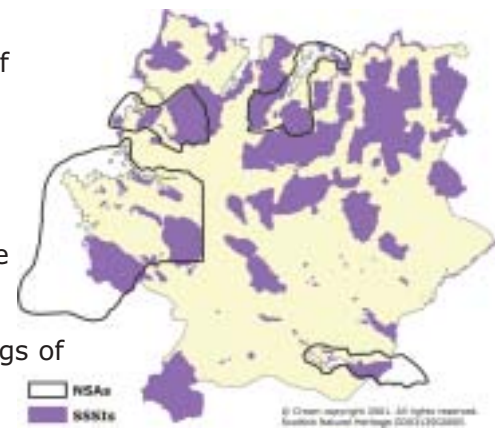
	Sutherland	Highland
Crimes (groups 1-5)	22	57
Road Traffic offences	27	67

Crimes by type, Sutherland, 2000/2001



NATURAL & CULTURAL HERITAGE

- Over a quarter of the land area of Sutherland is designated as Sites of Special Scientific Interest (SSSI).
- Around a third of Highland's SSSI resource and 16% of Scotland's is located in Sutherland.
- In 1991 7.6% of Sutherland residents could speak, read or write Gaelic compared to 7.5% in Highland.
- There are around 300 listed buildings of national importance in Sutherland.
- National Scenic Areas (NSAs) cover 17% of Sutherland.



	Sutherland	Sq. kilometres	% Land area
SSSI coverage	Sutherland	1,556	26
	Highland	5,011	19
NSA coverage	Sutherland	1,039	17
	Highland	5,290	20

GEOGRAPHY

- The land area of Sutherland is approximately 6,000km², which is almost a quarter of the total Highland Council Area.
- The coastline of Sutherland is some 710kms long, which is 14% of Highland's total coastline.
- The Clo Mor sea cliffs at Cape Wrath are the highest in Britain.
- The Lewisian Gneiss of west Sutherland creates a landscape of low hills and scattered lochans, from which rise huge masses of Torridian Sandstone capped by Quartzite, which form the distinctive mountains of Suilven, Canisp, Quinag and Cul Mor.
- Much of east Sutherland is composed of schists and granulites, which have weathered to produce the level landscapes of the peatlands. This area, better known as 'The Flow Country,' is the largest expanse of blanket bog in Europe.



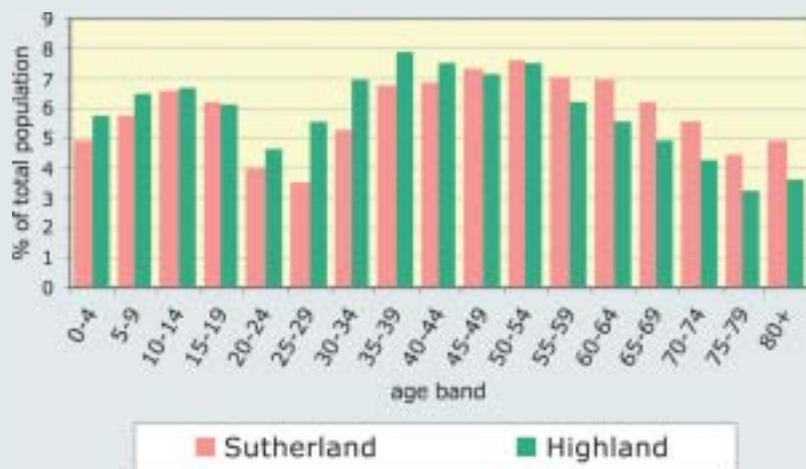
TRANSPORT

- Sutherland has a total of 1,271kms of roads.
- There are 499kms of A road and 116kms of B road.
- There are 979kms of single-track road in Sutherland (296kms of which are A roads).
- There are 119kms of rail network in Sutherland, served by 11 stations.
- The closest airport is in Inverness, although there is a landing strip for light aircraft in Dornoch.

POPULATION

- There are currently 12,810 people living in Sutherland (6,233 males and 6,577 females).
- Sutherland is the most sparsely populated of the Highland Areas, with a population density of only 2 people per km², compared with 8 for Highland and 66 for Scotland.
- Population in Sutherland has fallen over the past 10 years by 2%, and is predicted to continue to fall gradually to 2016. However, a recent survey of people who left Sutherland over the past 20 years found that a massive 75% of people would like to return to Sutherland if suitable jobs were available for them and their families.
- In line with the national trend the population of Sutherland is getting older. It is predicted that by 2016 there will be 11% more people aged 59 and over living in Sutherland.

Population age structure, 2000



Source: GRO(S)

Population of some of the main settlements in Sutherland, 1991

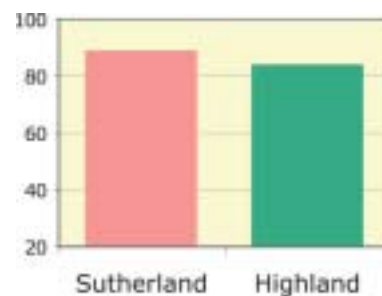
Ardgay	496	Bettyhill/Farr	553	Bonar Bridge	693
Brora	1,922	Dornoch	2,128	Golspie	1,657
Helmsdale	861	Kinlochbervie	464	Lairg	904
Lochinver	639	Melvich	541	Tongue	445

Source: 1991 census

EDUCATION

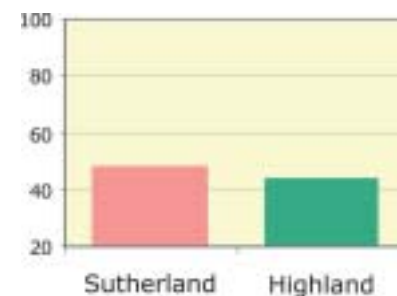
- There are 1,061 children attending the 21 primary schools in Sutherland.
- Sutherland has 4 secondary schools, with 789 pupils.
- Educational achievement is consistently above the Highland and Scottish averages. 89% of S4 pupils in Sutherland schools achieved 5 or more standard grades in 1999/2000, compared to only 75% in Scotland as a whole.
- Absence levels are very low in Sutherland schools. In 1999/00 pupils in Sutherland secondary schools averaged only 26 half days absence per pupil, compared to 36 in Highland and 43 in Scotland.

Percentage of S4s achieving 5 or more Standard Grades at level 1-4, 1999/00



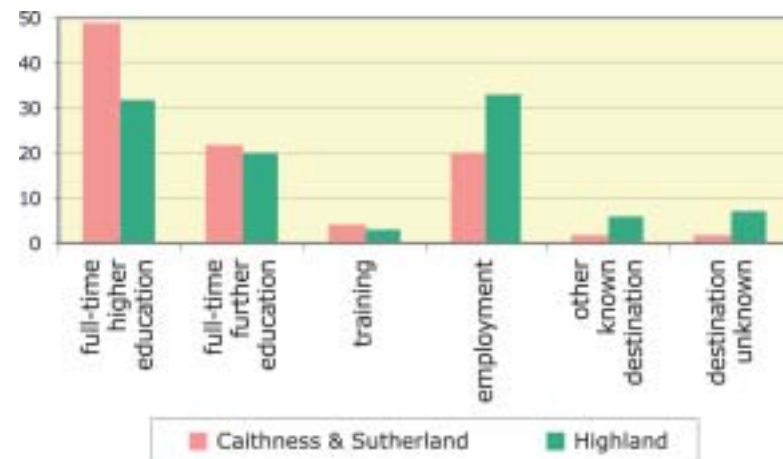
Source: Scottish Executive

Percentage of S4s achieving 1 or more Higher Grades at levels A-C, 1999/00



Source: Scottish Executive

Destination of School Leavers, 1999/00



Source: Highland Careers Service

HEALTH

- The Sutherland population (per head) has more family doctors and dispensing pharmacies than Highland, but fewer dentists.

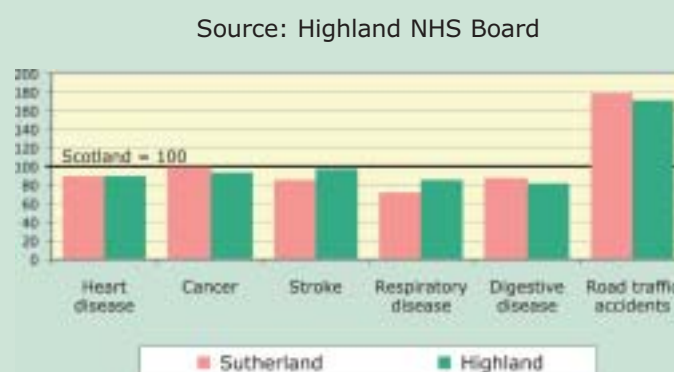
Resources, 2001

	Sutherland	Highland
Dentists (contracted with NHS)	1 per 2,716 people	1 per 2,583 people
Family Doctors (excluding Registrars)	1 per 724 people	1 per 964 people
Dispensing pharmacies (excluding dispensing GPs)	1 per 2,716 people	1 per 4,930 people

Source: Highland NHS Board

Mortality, 1996-2000

This graph shows the standardised (for age and sex) mortality ratios (SMR) for Sutherland and Highland compared with Scotland (=100), for specific causes of death. The graph clearly shows that both Sutherland and Highland compare favourably with Scotland as mortality in Sutherland and Highland is lower than in Scotland; indeed deaths from respiratory disease in Sutherland are significantly lower than for Scotland.



Source: Highland NHS Board

The only exception are deaths as a result of a road traffic accident, which are significantly higher in both Sutherland and Highland.

LOCAL SERVICES

