

LOCATE ISLE OF MAN

Strategy 2025 – 2027





TABLE OF CONTENTS

MINISTER'S FOREWORD	4
Our Role in the Island Plan and Economic Strategy	5
 ABOUT US	 7
Our Vision.....	7
Our Mission	7
Our Strengths.....	8
Our Challenges	9
Our Goals	10
 AREAS OF FOCUS	
Awareness and Visibility	13
Skilled Workers.....	14
Graduates and Young Professionals	16
Inward Investment	18
 DELIVERY	 21
 WHAT'S NEXT	 22

MINISTER'S FOREWORD

Hon Tim Johnston MHK, Minister for Enterprise



The Isle of Man offers a compelling proposition for residents and businesses alike, recognised by many as a blend of rewarding career opportunities, exceptional work-life balance, and unparalleled safety – all set in the only entire nation to be awarded UNESCO Biosphere status.

In November 2022 the Economic Strategy was supported by Tynwald, setting out the Island's long term economic ambitions to secure our future and prosperity for the community. One of the key economic shifts details plans to create new jobs and attract inward investment, aimed at generating additional revenue. This revenue is intended for reinvestment into public services, supporting sustainable growth and community benefits.

The Economic Strategy acknowledges the critical role of skilled migration in addressing the immediate and long-term needs of our economy. In this context, the Department for Enterprise, through its concerted efforts, seeks to mitigate skills gaps and remove barriers to business growth.

Central to this is the work of Locate Isle of Man, a division specifically established to enhance the Island's demographic and economic landscape through targeted inward migration and facilitating the integration of new residents and businesses.

In many cases, Locate Isle of Man acts as the initial point of contact for potential relocators and investors. Through their marketing, promotion and personalised assistance, Locate serves not only as an ambassador of the Isle of Man's offering – but also as a critical support mechanism for individuals considering relocation.

The work of Locate aims to enable the Isle of Man to attract the talent and entrepreneurial spirit necessary to fill key vacancies and foster economic resilience. Through this, they directly

support a vibrant, innovative, and competitive economy, helping to generate additional income which can be reinvested into the community, and enhancing the quality of life for all residents.

The Locate Strategy provides a strategic approach to sustainable growth, emphasising the importance of a collaborative effort among government, the private sector and the community. It is a framework designed not only to attract individuals and businesses but also to integrate them into the Island's economic and social circles effectively.

It is through this collaborative approach that we will secure the Island's position not only as a home for our residents but also as a competitive player on the global stage.

This strategy is not about precipitating a growth in migration that outpaces our infrastructure or community resources; rather, it is a commitment to targeted, sustainable growth.

The essence of our approach lies in attracting individuals and businesses that align with the Isle of Man's economic needs, by prioritising and attracting sectors and skills that complement our existing strengths and address our critical gaps. We aim to foster a balanced and manageable growth of our population.

The Locate Strategy is a commitment to fostering a future that balances economic growth with the needs of our Island community. By supporting this strategic vision, we reaffirm our dedication to a future that is not only prosperous but secure, vibrant and sustainable.

Our Role in the Island Plan and Economic Strategy



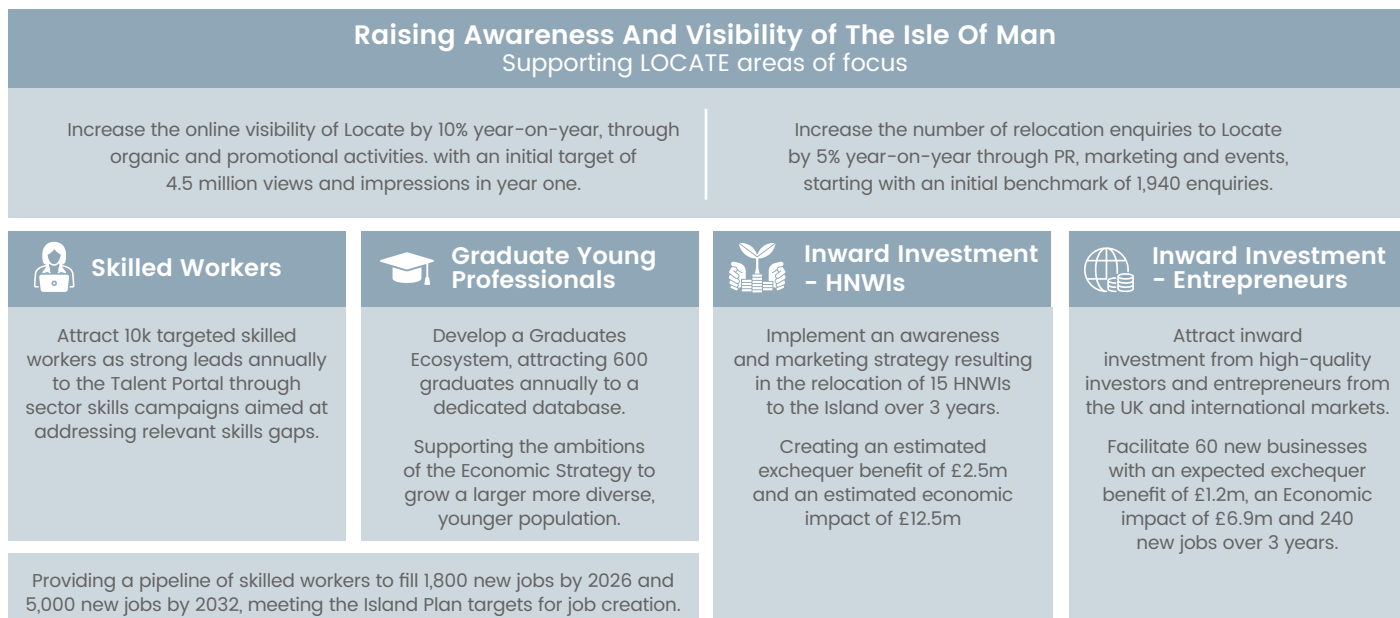
Economic Ambition



Locate Objectives Aligned to Economic Strategy



Areas of Focus and Key Expected Results



LOCATE Strategy Delivery Pillars



Data – Insight and Analysis



Alignment To Strategic Analysis





ABOUT US

Established in 2018, Locate Isle of Man aims to promote the Island as an attractive destination for living, working, and investing. This strategy directly supports the goals of the Island Plan and Economic Strategy, implementing delivery through four areas of focus using targeted marketing initiatives and business development. Collaboration has become a key strength in our partnerships with the Department for Enterprise Executive Agencies and wider government including OHR, Manx Care, DESC, and the Biosphere. Locate has fostered working relationships across government and the private sector, actively contributing to the Housing and Communities Board, Skills Isle of Man, and the Childcare Working Group.

Locate's website is the leading online resource for individuals considering relocation and seeking information about the Isle of Man. In 2023, the website saw over 200,000 unique views. Visitors from around the globe have accessed the site, with the majority originating from the UK and Ireland, followed by South Africa and India.

Locate manages over 300 enquiries each month, encompassing calls, live chat, emails, and visits. The team has conversations with individuals, families, and business owners, providing guidance and directions to make their first encounter with the Isle of Man as seamless and friendly as possible. Additionally, a concierge service is provided for high-net-worth investors to further assist their needs.

Locate Isle of Man aligns its objectives with the Island Plan and Economic Strategy, shaping the economy by focusing on 'prosperity from people and communities, a resilient and sustainable economy, and prosperity for businesses.' Our specific goals support the aim to attract a highly-skilled, productive workforce, foster economic

prosperity through a larger, more diverse, and younger population, and encourage investors and entrepreneurs to choose the Isle of Man, to create a more diverse economy with growth.

The strategy has four areas of focus; **Skilled Workers, Graduates and Young Professionals** and Inward Investment specifically **Entrepreneurs and High Net Worth Individuals (HNWIs)**. These are supported by an additional overarching work stream focusing on raising Visibility and Awareness. The strategy identifies key expected results for each area of focus.

These are delivered through three strategic pillars; **attraction and promotion, enabling relocation** and **retention and integration**.

The work stands as a key vehicle for the Isle of Man Government in elevating awareness of the Isle of Man as a place to live, work and do business across the UK, Ireland, and globally.

Our Vision

The Isle of Man is to be acknowledged globally for its innovative, diverse and sustainable environment. Attracting individuals, families and businesses as a vibrant, safe and secure place to live, work and invest.

Our Mission

To promote the Island's strengths and opportunities to a demographically targeted global audience, identified by the Island's needs. Demonstrate our capacity to support residents and businesses to meet their potential as part of an inclusive and welcoming community. Showcase the diversity and breadth of employment opportunities for skilled workers, a financially rewarding and sustainable environment for those seeking to invest and support people through their relocation journey and enabling integration into the community and Island life.

Our Strengths

- Diverse and interesting career opportunities with over 600 job vacancies live at any one time and an extremely low unemployment rate. With a variety of professional pathways and roles across a range of seniority levels.
- There are 24 business sectors including banking, insurance, eGaming, manufacturing, agriculture, construction and, retail, hospitality and tourism.
- The Island encourages continued professional development opportunities in the workplace and in higher education and professional training centres.
- The Island offers a National Insurance Holiday Scheme which allows new residents and returning students to reclaim up to £4,400 in NI contributions.
- The Isle of Man highly values new businesses and fosters innovation and entrepreneurship by providing opportunities to directly communicate with the Isle of Man Government.
- We actively foster business growth with numerous business support schemes, grants and loan options provided by the Department for Enterprise to support starting, growing and developing businesses.
- The Isle of Man is financially stable and politically progressive, offering a low taxation environment which is open, transparent and compliant with international standards.
- Our financially rewarding system offers no capital gains, no inheritance tax, favourable corporate tax and low rates of personal income tax.
- There are 50+ flights per week to UK and Ireland, daily flights to London and UK connections to the rest of the World. Multiple weekly ferry services connect to Liverpool and Heysham, with a new passenger vessel and a newly opened terminal in Liverpool, enhancing access to the North West.
- The Island is compact but home to a vibrant business centre and a stunningly diverse natural landscape. This means the average commute time is only 20 minutes.
- Our close-knit and welcoming community is deeply rooted in the distinct Manx history, culture, music, language and folklore of the Island.
- We are the safest place in the British Isles, with a crime severity rate over 60% lower than the lowest in England and Wales.
- We are the first and only entire nation to be named a UNESCO Biosphere, an international site of excellence where active conservation sits alongside responsible development, and where there is a more balanced relationship between people and nature.
- We excel in sports, offering activities for all ages and outstanding facilities.
- Our housing market has no purchase restrictions for commercial & residential property.
- The Isle of Man has excellent public services, healthcare, public and private schools and a university college.

Our Challenges

- The cost of living in the Isle of Man is high compared to some parts of the UK and is not fully offset by higher average wages.
- The availability of affordable housing, for both renting and buying. Many prefer to rent initially before purchasing. Perceptions of affordability vary by individuals' origins, whether from different UK regions or other jurisdictions.
- Transport links, which were notably impacted by the COVID-19 pandemic, have improved following the disruption. However, the perception of living on an island often leads to concerns about limited routes and costs.
- The processing time for our immigration routes is currently longer than that of the UK and other islands, often exceeding the number of days aimed for by other jurisdictions, leading to frustration among individuals and businesses.
- The key challenges for young professionals, as identified in the Graduate and Young Professional Survey conducted by Locate and UCM in 2023, include access to affordable housing, the cost and challenges of travel to and from the Island, difficulties in identifying available employment opportunities, and limited social life.
- Retaining individuals and families who may not find it easy to settle into the community.



OUR GOALS

Our Areas of Focus

The Locate Strategy comprises four focus areas; **Skilled Workers, Graduates and Young Professionals** and Inward Investment which includes **Entrepreneurs** and **HNWIs**. These are supported by the additional overarching focus area of Awareness and Visibility.

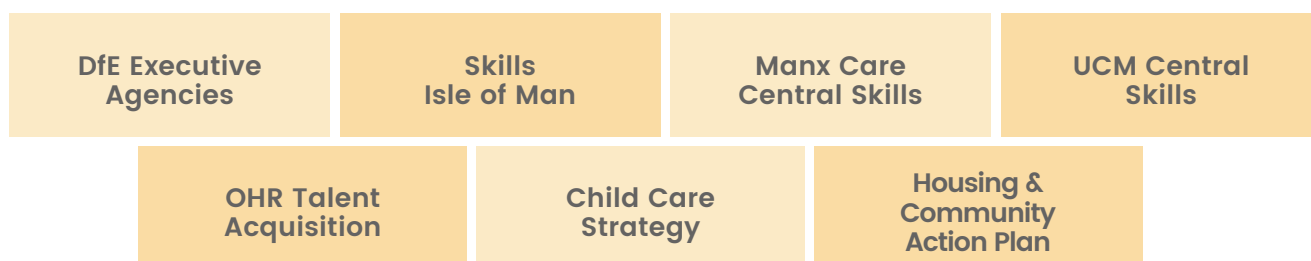


Our Strategic Pillars



Our Collaborative Approach

Locate is actively engaged with and provides regular feedback to strategic programmes and groups including:



Locate engages and provides insight when required to wider government including:



Our Key Audiences

Skilled Workers

- Focusing on targeted skilled workers in shortage areas from the UK, Ireland and abroad. Guided by labour market data.

Entrepreneurs

- Entrepreneurs from the UK, Ireland and beyond, who are interested in setting up sustainable businesses with growth in the Isle of Man and are committed to integrating into the Isle of Man community.

High-Net-Worth Individuals

- High-value active entrepreneurs who are interested in integrating into the community and investing in the Isle of Man, with an initial focus on the UK, Ireland, South Africa, Hong Kong and India.

Graduates and Young Professionals

- **New** – Anyone not born in the Isle of Man who would be relocating from the UK, Ireland and internationally, within 10 years of completing a professional qualification.
- **Returning** – Manx residents who are currently studying or working in the UK, Ireland and internationally, within 10 years of completing a professional qualification.
- **Isle of Man based** – Students who went straight into employment after school or college and students who have returned after spending time in the UK, Ireland and/or internationally.





MARINE

DRIVE



Awareness and Visibility

Locate aims to play a vital role in boosting the Isle of Man's international profile, supporting various sectors across government, industry, and the community. Through sharing the stories of real people, their families and their business journeys with creative media, we aim to bring to life what makes the Isle of Man so special and provide resources for those who are interested in learning more.

There is great potential to further raise awareness, enhance the Island's visibility and support the objectives of the Department for Enterprise Executive Agencies, notably Visit Isle of Man, recognising that many relocations start with a visit.

Objective

Proactively raise the awareness and visibility of the Isle of Man to a targeted UK and global audience.

Support Locate's four areas of focus, the Department for Enterprise programmes and initiatives across government and the private sector by raising awareness of what it is like to live, work and thrive in the Isle of Man.

Key Expected Results

- Increase the online visibility of Locate by 10% year-on-year, through organic and promotional activities. with an initial target of 4.5 million views and impressions in year one.
- Increase the number of relocation enquiries to Locate by 5% year-on-year through PR, marketing and events, starting with an initial benchmark of 1,940 enquiries.

Strategic Pillar

Attraction and Promotion

- Increase the online visibility of the Island, maximising organic and paid advertising campaigns through ongoing promotion of the Isle of Man's unique proposition.
- Broaden the scope of the 'It all starts with a visit' campaign, which has received positive feedback and aligns well with the Visit Isle of Man strategy.
- Develop a comprehensive promotional library or content available digitally and in print that effectively communicates the Isle of Man's benefits and opportunities to prospective residents and businesses.
- Build a portfolio of media partnerships leveraging brands and publications with large and relevant audience demographics to maximise the visibility and influence of the Isle of Man's key messages.
- Introduce an events calendar with participation in Isle of Man, UK, and international events that draw audiences relevant to our focus areas. This involves collaborating with stakeholders for global representation, showcasing the Isle of Man's distinct attractions and strategic goals to maximise reach and influence.
- Promotion at key entry points such as airports and ferry terminals in both the Isle of Man and the UK to display high-impact messaging and visuals with campaigns are prominently featured at these gateways to capture the attention of visitors to the Island including students and diaspora.

SKILLED WORKERS

Locate is dedicated to assisting both the public and private sectors in securing the right skilled workers where there are significant skills gaps, where those skills that are not readily available in the Isle of Man. We have a presence on the Skills Board and also contribute to the Housing and Communities Board.

Through collaboration with both the public and private sectors, and in conjunction with our colleagues in the Department for Enterprise Agencies, Locate conducts targeted skills campaigns. Our goal is to facilitate and support job creation in existing and emerging sectors and address current and future skills shortages.

Our focus extends beyond just relocation; we also encourage the retention of those who have relocated. This involves directing them to relevant services, connecting them with existing community groups, and organising events to encourage retention and integration.

Objective

- Better understand skills shortages, enhance and promote the overall proposition of the Island and maximise economic participation. Ensure skills shortages are reduced and attract a highly-skilled, productive workforce.

Key Expected Results

- Attract 10k targeted skilled workers as strong leads annually to the Talent Portal through sector skills campaigns aimed at addressing relevant skills gaps.
- Providing a pipeline of skilled workers to fill 1,800 new jobs by 2026 and 5,000 new jobs by 2032, meeting the Island Plan targets for job creation.

Strategic Pillar

Attraction and Promotion

- Deliver annual public sector skills campaigns in partnership with Manx Care and DESC working alongside OHR to support the filling of skills gaps in healthcare and education.
- Deliver up to nine industry-led skills campaigns in collaboration with the DfE Executive Agencies, private sector, recruitment agencies and wider government to raise awareness and fill roles in demand, in areas of significant need.
- Launch an events calendar with attendance at job fairs, industry-sector events, or roadshows in the Isle of Man, UK and Ireland.

Enabling Relocation

- Introduce a data reporting framework by maximising the Talent Portal, CRM, and PowerBI capabilities for better data insight and reporting. Enhance data analysis capabilities to understand the perceived challenges of and drivers to relocation to the Isle of Man.
- Produce and maintain a set of literature and guides to help with all aspects of relocation.

Retention and Integration

- Deliver a programme of regular relocation and retention networking events and social groups for new residents from all sectors, to nurture sector and community integration and help those who have relocated to settle into their new environment.



GRADUATES AND YOUNG PROFESSIONALS

In March 2021, the Graduates Ecosystem (“The Ecosystem”) was approved by the Economic Recovery Group in response to high unemployment and a significant shortage of job vacancies among younger demographics, intensified by the COVID-19 pandemic. The initiative was designed to encourage graduates to find meaningful employment in the Island and to prompt businesses to develop roles attractive to the graduate market, with the primary aim of reducing unemployment among the Island’s young people.

In 2023, Locate expanded its scope and developed a programme to include all young professionals, not just graduates, recognising the variety of qualifications young people obtain beyond solely degrees. This broader focus supports the Island Plan and Economic Strategy’s goals of boosting economic prosperity by nurturing a more diverse and younger population.

To support this extended focus, a new Graduates and Young Professionals Development Officer was appointed to Locate in late August 2023. This role is key to evolving the Graduate Ecosystem to encompass all ‘Young Professionals’, targeting three main groups: 1) Isle of Man-based individuals, 2) those returning to the Island, and 3) new to the Island.

Objective

- To develop a sustainable, dynamic, inclusive Island, that empowers, attracts and retains Young Professionals and supports the foundation of a strong and diverse economy.

Key Expected Results

- Develop a Graduates Ecosystem, attracting 600 graduates annually to a dedicated database.
- Supporting the ambitions of the Economic Strategy to grow a larger more diverse, younger population.
- Providing a pipeline of skilled workers to fill 1,800 new jobs by 2026 and 5,000 new jobs by 2032, meeting the Island Plan targets for job creation.

Strategic Pillar

Attraction and Promotion

- Establish a recognisable brand for the Graduate and Young Professionals Ecosystem and develop on-Island and off-Island marketing plans.
- Promote the Isle of Man and our diverse range of opportunities both locally and internationally through marketing campaigns.
- Establish regular communication with young professionals both on and off the Island, by creating new channels via events, media, and partnerships with external and internal stakeholders.

- Implement a 'University Awareness and Attraction Programme' (UAAP), focusing on our skills shortages, with outreach to UK universities, targeting both existing and alumni students.
- Utilise new and existing platforms where young professionals already engage to reach larger target audiences.

Enabling Relocation

- Continue to research and report on the factors that influence young professionals considering relocating and returning to the Isle of Man. Share insight and provide feedback working with stakeholders to address these challenges.
- Research and develop proposals for a relocation incentive that attracts young professionals and explore the potential of a relocation 'pathway' for young people looking to return or relocate.
- Develop a 'NextGen Workplace Initiative' to work with businesses to encourage the provision of opportunities for welcoming and developing young professionals in the workplace, including jobs, graduate schemes, internships, apprenticeships, and placements.
- Work with UCM to develop a short course aimed at businesses interested in establishing Graduate Schemes but uncertain about the implementation. This course will bridge the gap between the need for Graduate Schemes, the high level of business interest, and the actual provision.

- Host workshops and maintain regular communication with local businesses and recruitment agencies to identify current and future skill needs for young professionals. Additionally, highlight the value young professionals can bring to organisations.
- Collaborate with and support stakeholders in the development of workshops for young professionals to equip them for success.

Retention and Integration

- Host a series of social 'connection' events for young professionals who have stayed, returned or relocated.
- Host Isle of Man events to encourage young professionals who are currently studying or working elsewhere to return to the Isle of Man.
- Conduct continuous research to identify the barriers and motivating factors that lead to Young Professionals' retention on the Isle of Man. Explore and provide feedback where needed to assist and reduce barriers.
- Establish regular meetings with UCM and DESC to understand, support, and promote their efforts in developing post-graduate courses and continued professional development in the Isle of Man.
- Develop and maintain regular communication with individuals transitioning from education, providing them with insight into all aspects of current Island life from careers and opportunities to events and activities.

INWARD INVESTMENT

Inward investment specifically focuses on attracting high-quality investors and entrepreneurs from the UK and international markets, who are interested in establishing and growing new business in the Isle of Man. Additionally, the focus will include attracting entrepreneurial high-net-worth individuals to generate interest in living, working, and engaging in business in the Isle of Man, achieved by raising awareness directly and through their associates and advisors.

Entrepreneurs

The Department aims to attract individuals who possess the requisite skills, knowledge and investment capacity to establish, develop and expand sustainable business in the Isle of Man, attracting top talent, innovative business investment and new jobs. These individuals are not only passionate about contributing their expertise to the Isle of Man, but are also eager to become part of the local community.

For those individuals who are relocating from international markets the Department for Enterprise serves as the endorsing body for the Business Migrant immigration route.

The route that began in late 2020 is expected to provide inward private sector investment of £4.9m and 150 projected new jobs created within 4 years.

Objective

Encourage investors and entrepreneurs to choose the Isle of Man as a premier destination for developing and maintaining successful, long-term business. Serve as the endorsing body for the Business Migrant immigration route, includes conducting the necessary due diligence on behalf of the Department for Enterprise.

Key Expected Results

- Facilitate inward investment from high-quality investors and entrepreneurs from the UK and international markets.
- Facilitate 60 new businesses with an expected exchequer benefit of £1.2m, an Economic impact of £6.9m and 240 new jobs over 3 years.*

Strategic Pillar

Attraction and Promotion

- Conduct market research to identify key influencers, industry professionals, and business leaders aligned with the Isle of Man's value proposition for entrepreneurs.
- Implement an introducer network, including a plan and a schedule for attending key business and industry events within the UK to connect with suitable potential introducers.
- Develop a marketing plan to support the introducer strategy.

Enabling Relocation

- Develop a library of tailored resources including guides, checklists, and FAQs about moving to and doing business in the Isle of Man.
- Introduce a feedback cycle to continuously gather information from introducers and entrepreneurs using these insights to improve customer experience and inform future policy.

Retention and Integration

- Provide an ongoing concierge and dedicate support service, signposting and guidance to entrepreneurs including the required monitoring of those relocating under the Business Migrant route.
- Deliver a programme of regular relocation networking events and social groups for new residents from all sectors to nurture sector and community integration.

* Exchequer Benefit = Income tax and NI on salaries.

* Economic Impact = Gross salaries of new jobs created plus initial investment in business set up.

High Net Worth Individuals

Locate focuses on attracting entrepreneurial high-net-worth individuals from the UK and internationally. These individuals are ready to make substantial investments and contributions to the Isle of Man, thereby enhancing the Island's economic and cultural environment.

Additionally, attracting entrepreneurial high-net-worth individuals brings significantly wider economic benefits to the Island. This includes tax revenues generated from their investments and the employment opportunities they create.

Businesses linked to high-net-worth individuals have already demonstrated a significant contribution to investment and subsequent jobs in many sectors including hospitality and retail, visitor accommodation, housing, digital, tech and finance, and to the third sector.

Objective

Attract entrepreneurial high-net-worth individuals (HNWIs) globally, focusing on significant investment and economic growth for the Isle of Man. Enhance local employment, increase tax revenue, and stimulate further economic growth through property and business investments.

Key Expected Results

- Implement an awareness and marketing strategy resulting in the relocation of 15 HNWIs to the Island over 3 years.
- Create an estimated exchequer benefit of £2.5m and an economic impact of £12.5m.*

* Exchequer Benefit = Income tax and NI on HNWI income and new jobs created.

* Economic Impact = HNWI income and gross salaries from new jobs created. (Does not include any capital expenditure generated)

Strategic Pillar

Attraction and Promotion

- Conduct market research to identify key influencers, industry professionals, and business leaders aligned with the Isle of Man's value proposition for high-net-worth individuals.
- Actively promote the Isle of Man's high-net-worth proposition, targeting high-net-worth individuals and their introducers in key regions including the UK (with a focus on the Northern Powerhouse), Hong Kong, India, and South Africa.
- Delivering the high-net-worth programme of events, attending and delivering external events and experiences with high-net-worth individuals and potential introducers, including speaking engagements, networking opportunities, and participation in panels or discussions to elevate their offering's profile.

Enabling Relocation

- Continue and progress the dedicated concierge service for high-net-worths, providing signposting, guidance, and introductions as necessary.
- Collaborate to understand the wider economic impact of high-net-worth individuals to the Isle of Man.

Retention and Integration

- Implement a comprehensive pipeline and feedback system to measure the success of high-net-worth marketing activities through engagement metrics, lead quality, conversion rates, and client satisfaction, and use this data to continually refine and personalise the offering.



Delivery

Our Partnerships

Locate has initiated ongoing collaborative projects with UCM and DESC through the Graduate Ecosystem and has established monthly meetings with both the Manx Care Central Skills Working Group and the UCM Central Skills Working Group. Additionally, Locate has representation on the Skills Board, contributes to the Housing and Communities and the Childcare Working Group and attends Biosphere stakeholder meetings.

The latest initiative is a public-private partnership aimed at addressing skills gaps among Financial Administrators and AML professionals, in collaboration with the Finance sector through the Finance Agency and the Cabinet Office.

Locate values collaboration and will maintain its direct engagement with both the public and private sectors, leveraging its connections with the Department for Enterprise Agencies, the Isle of Man Chamber of Commerce, and recruitment agencies. Our proactive approach aims to bring stakeholders together and provide support wherever needed, facilitating the objectives outlined in both the Locate strategy and the Island Plan.

Funding

- Core funding will be essential to enable Locate Isle of Man to fulfil the delivery of the objectives and key expected results presented in this strategy.

Monitor and Review

- The Locate Strategy will adapt to shifts observed in the external environment. This includes ongoing observation of the macro environment in the Isle of Man, UK, and internationally, pinpointing changes in the labour market, current and future skills requirements, global mobility, immigration policies, technological innovations, and demographic trends.

Included in this approach are:

- Evaluating and reporting on marketing campaigns.
- Routinely assessing the Isle of Man labour market to understand market demand.
- Tracking the general interest in relocation and the quality of leads from direct enquiries, newsletter subscriptions, and Talent Portal sign-ups on a quarterly basis.
- Conducting quarterly reports to measure progress against outlined actions and key expected results.

WHAT'S NEXT

The Locate Strategy sets out a strategic approach to raise the awareness and visibility of the Isle of Man. It outlines objectives, key expected results and required actions for the next three years, aligned to the Island Plan.

The strategy outlines objectives and areas of focus aligned with the Economic Strategy, aiming to fill new jobs and address skills shortages by attracting a highly skilled and productive workforce. This contributes to increasing the economically active population, supporting economic prosperity, and fostering a larger, more diverse, and younger population. Additionally, encouraging inward investment by attracting investors and entrepreneurs to choose the Isle of Man, to promote a more diverse economy with growth.

The strategy complements existing initiatives being delivered by the Department for Enterprise Agencies and other wider government initiatives.

Locate aims to implement a strategy which ensures that economic migration is aligned to skills requirements and provides a comprehensive framework and actions in support of the ambitions outlined in the Economic Strategy, which aims to create and fill 5,000 new jobs by 2032, with 1,800 of those jobs created and filled by 2026. It will fill existing and new jobs that the local labour market cannot meet, attract both returning and new young professionals, encourage retention and increase inward investment.

Locate is a central function within the Department for Enterprise, and the Locate Strategy outlines a strategic approach to support the delivery of the Island Plan. We are committed to supporting the goals for economic diversification, and inward investment.

The strategy's success hinges on government support, our collective ability to implement its outlined actions, attract and engage with our target market, and effectively communicate the unique advantages of the Isle of Man.

Through targeted initiatives, strategic partnerships, and a collaborative approach, we aim to achieve our objectives and raise awareness of the Isle of Man as a world-leading destination for living, working, and doing business and a thriving, innovative and safe community where people from all walks of life can find opportunity.



St George's Court
Upper Church Street
Douglas
Isle of Man
IM1 1EX
www.locate.im



Isle of Man
Government

Reiltys Ellan Vannin



LOCATE
ISLE OF MAN