

Committee	Board of Management
Date paper prepared	10/09/2025
Date of committee meeting	17/9/2025
Subject	Learn in Uist
Author	Helen Aird, Head of Marketing and Communications
Action requested	I. For information only
Purpose of the paper	To provide members with an update on the Learn in Uist marketing campaign.
Summary of the paper	The paper provides context around the campaign, an update on phase one, and plans for phase two of the Learn in Uist marketing campaign.
Consultation	N/A
Resource implications	N/A
Risk implications	N/A
Link with strategy	Marketing and Communication Strategy
<u>Equality, Diversity, and Inclusion</u>	Ensuring our documents can be read and understood by everyone, including people with disabilities or impairments, is a legal requirement under the Equality Act 2010.
Island Community Impact	N/A
Paper status	<p><input checked="" type="checkbox"/> Open – The paper may be circulated to non-members of the committee and published online without restriction.</p> <p><input type="checkbox"/> Restricted – The paper must not be circulated to non-members or published online until after the committee meeting.</p> <p><input type="checkbox"/> Confidential - The paper must not be circulated beyond the committee members and should not be published online. Some information is considered commercially sensitive. [Please note papers may still be subject to Freedom of Information requests – see below].</p>
<u>Freedom of information</u>	Choose an item. FOISA exemptions Scottish Information Commissioner (itspublicknowledge.info)

If closed/ withheld, select date this will become 'open': Enter a date.

Purpose of paper

The paper provides members with an update on phase one of the [Learn in Uist](#) marketing campaign and plans for phase two.

Context

In late March 2025, UHI North, West and Hebrides was awarded funding by Comharile nan Eilean Siar from the Addressing Depopulation Action Plan fund to support a Learn in Uist marketing campaign, with the overarching aim to attract, retain and encourage more people to live, learn and study in Uist. Campaign objectives included:

- Increase local knowledge of learning opportunities in Uist.
- Increase applications to Uist based courses and Uist based postcodes.
- Highlight the diverse learning opportunities, high quality of life, and cultural richness in Uist.

Muckle Media was subsequently procured to support the campaign, led by UHI North, West and Hebrides marketing team (working in collaboration with partners Ceòlas, Taigh Chearsabhagh, and others). Market research/campaign planning took place in April 2025, followed by filming and preparation in May 2025, enabling phase one launch in June 2025. Whilst the timing of the campaign wasn't ideal, the project team agreed to launch in June with the aim of attracting last minute applications for September 25 recruitment and targeting people travelling to Uist over the summer (for September 26 recruitment).

Phase one

Phase one of the campaign consisted of PR activity (media release focussed on music scholarship and feature pitches to media based on Uist case studies), a website landing page, third party influencers (Uist Beo/Visit Outer Hebrides), a multimedia social media campaign, posters and flyers for local engagement, and stakeholder communications. Feedback was also sought at a South Uist business breakfast and further insight and data gathered for phase two.

An overview of phase one is provided, below. Enquiry data was still being collated at the time of writing this report. It is worth noting that analysis will not be fully completed until the end of the 2025/2026 academic year, as datasets are not yet complete.

Phase two

Final preparations are being made for the launch of phase two, which will include additional PR activity, profiles focussed on students studying online in Uist, and a second multimedia social media campaign. Feature pitches gathered in phase one will also be turned into a blog series. School, community and employer engagement will be increased over the autumn, led by the local engagement lead. Assets used in phase one will be repackaged and used throughout the autumn HE recruitment period also, along with video created by Macanta Media, on behalf of Cnoc Soilleir, as part of a separate project.

Helen Aird, Head of Marketing and Communications



NORTH, WEST AND HEBRIDES
A TUATH, AN IAR IS INNSE GALL

Learn in Uist

Interim review – phase one

June, July, August 2025



Learn in Uist Overview

Campaign launch date: 24 June 2025

584

Landing page website views*

9

Press mentions

2254

YouTube views*

82,950

Facebook and Instagram reach*

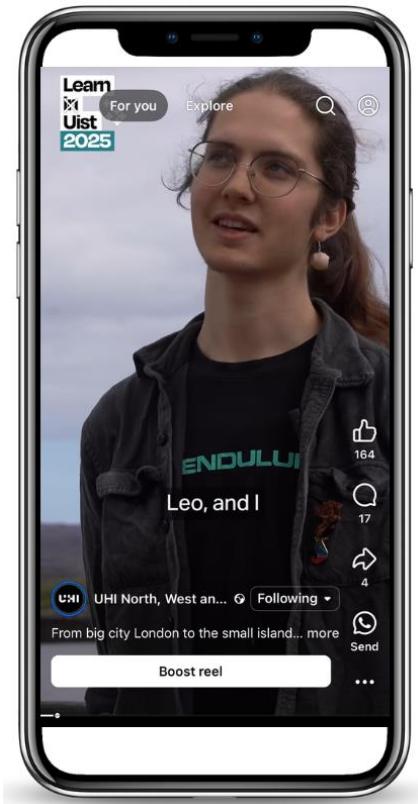
10,490

TikTok impressions*

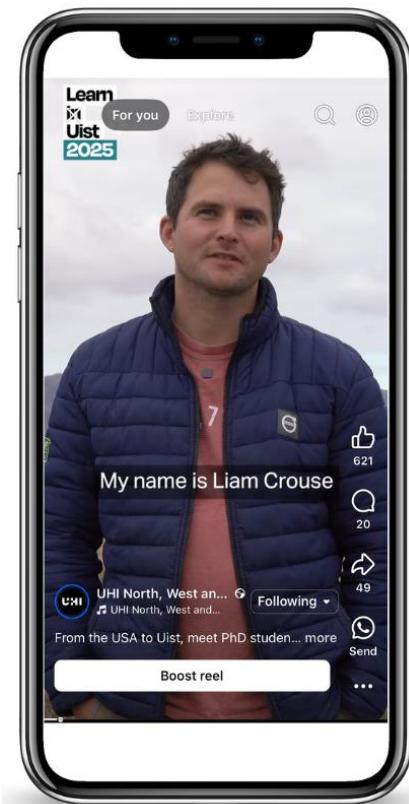
*All website and social media data relates to UHI North, West and Hebrides channels.

Facebook/Instagram Highlights

Leo Jackson-Horn



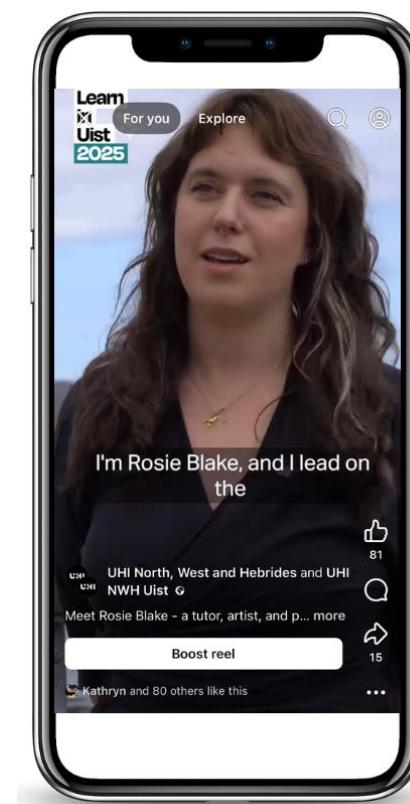
Liam Crouse



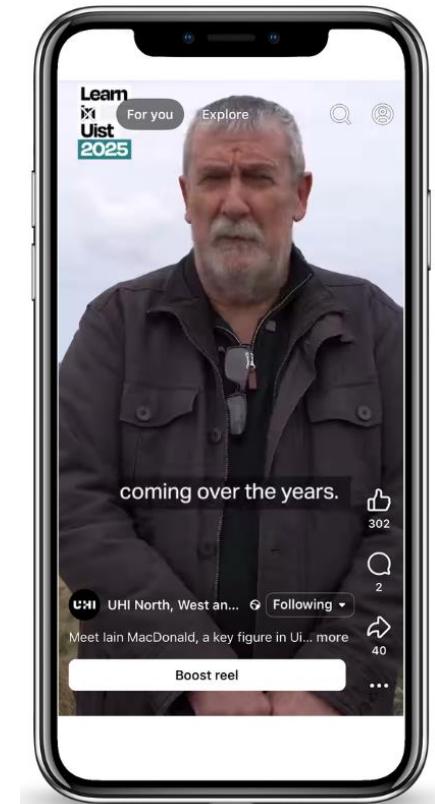
Chloe Steele



Rosie Blake



Iain MacDonald



+ **42,039** views

+ **215** interactions

+ **58,017** views

+ **982** interactions

+ **18,250** views

+ **303** interactions

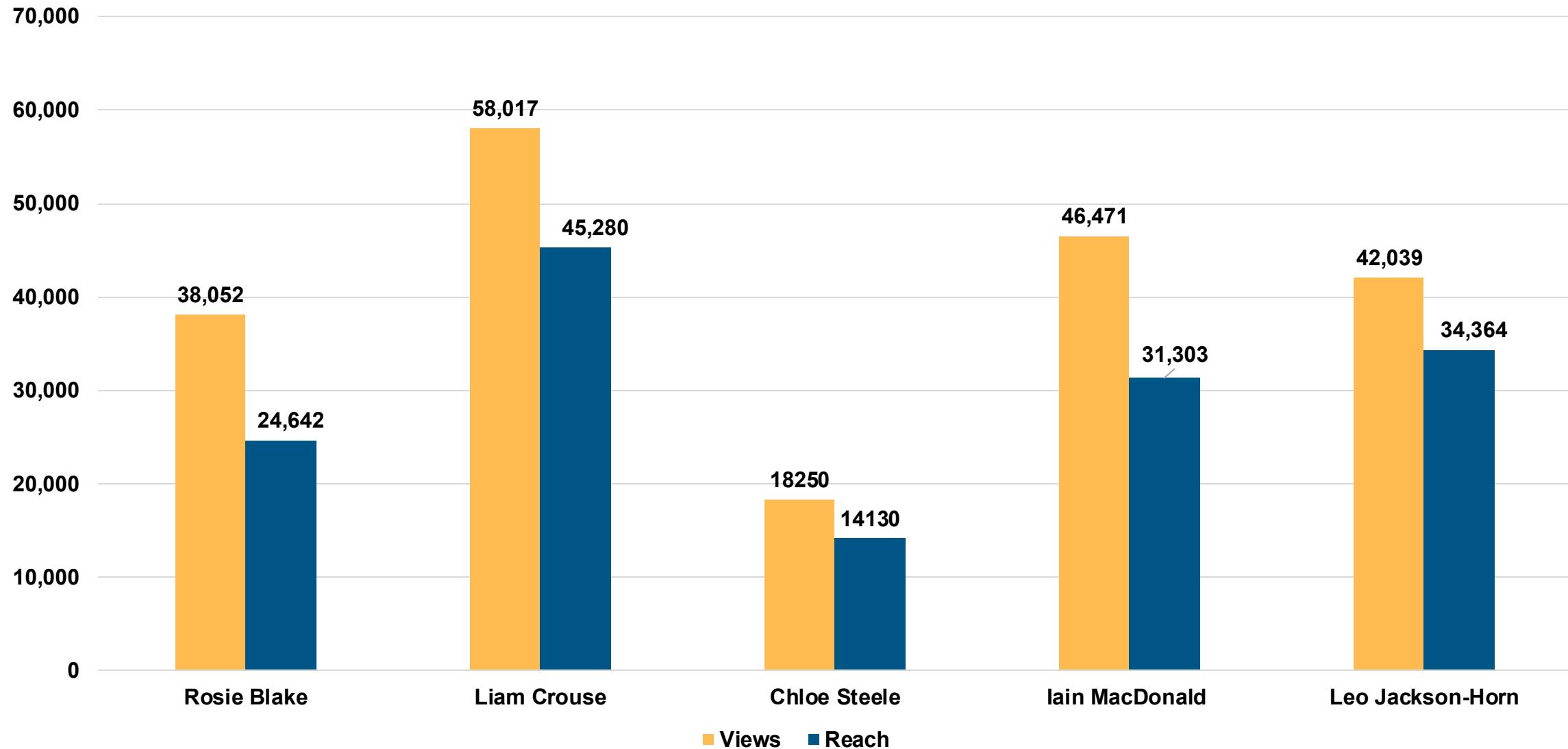
+ **38,052** views

+ **135** interactions

+ **46,471** views

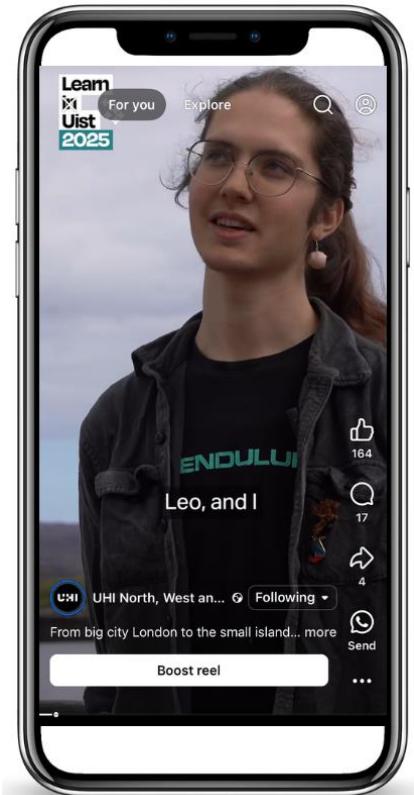
+ **578** interactions

Facebook/Instagram Views and reach

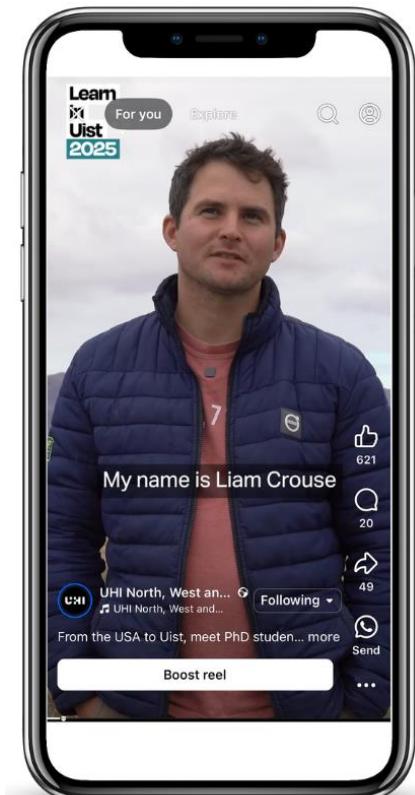


TikTok Highlights

Leo Jackson-Horn



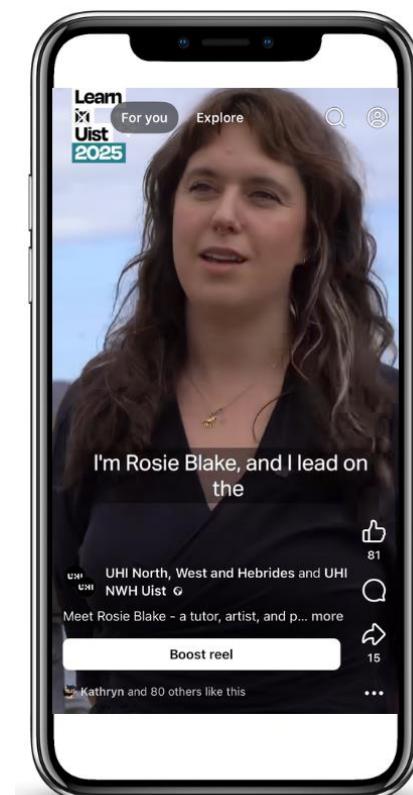
Liam Crouse



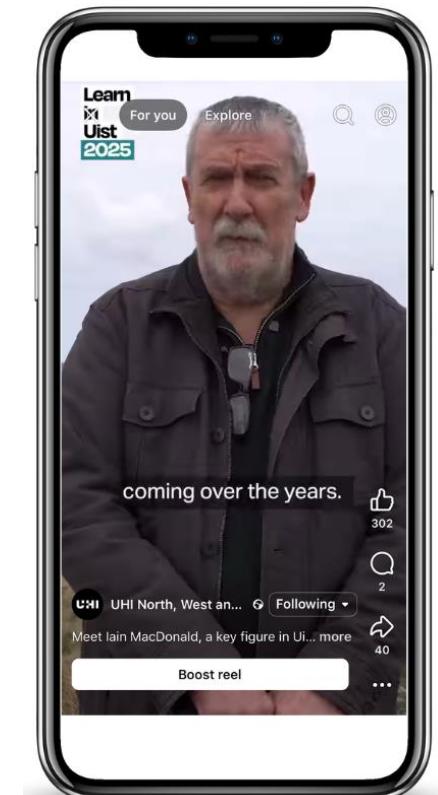
Chloe Steele



Rosie Blake



Iain MacDonald



+ 770 views

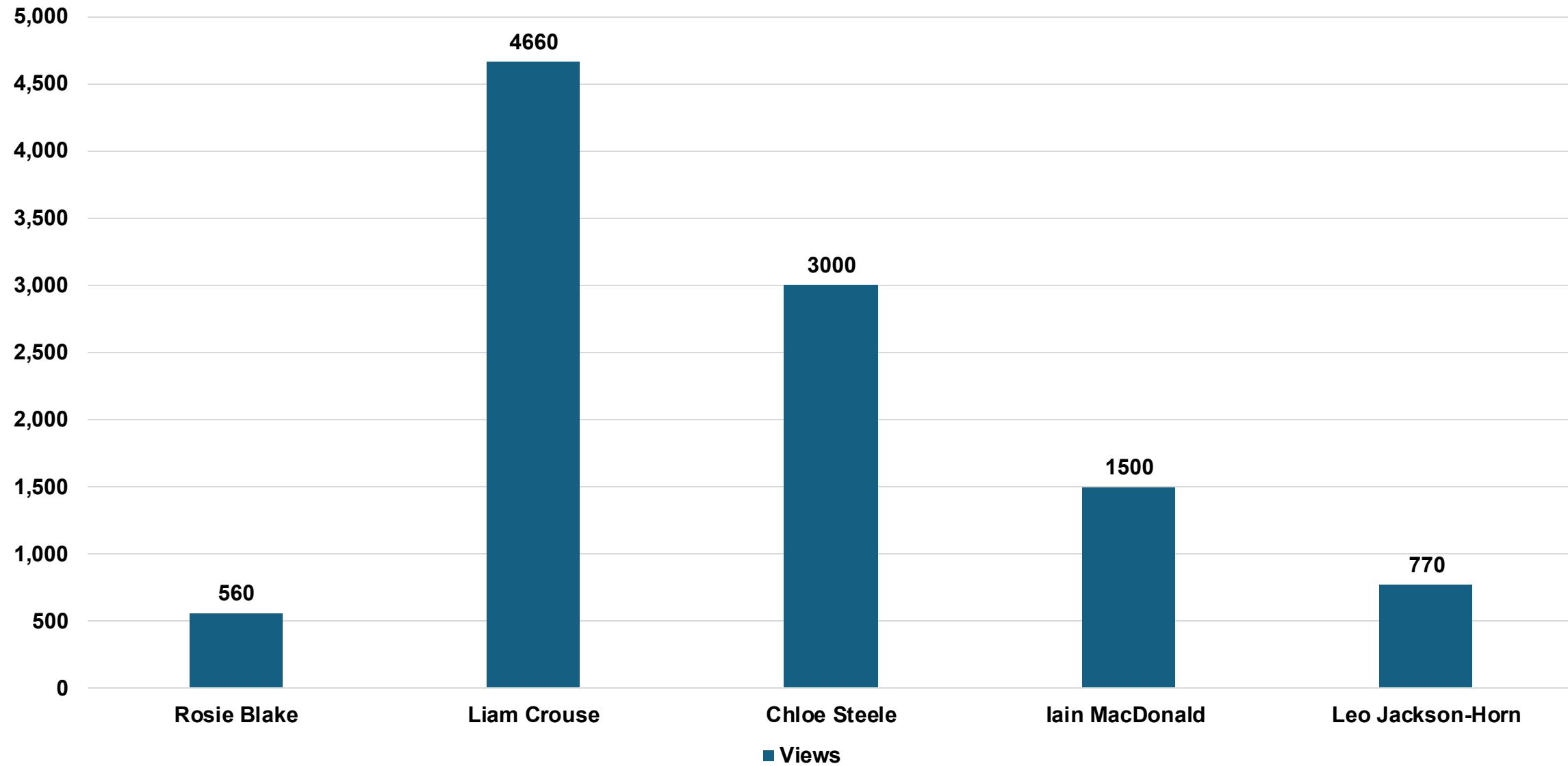
+ 4660 views

+ 3000 views

+ 560 views

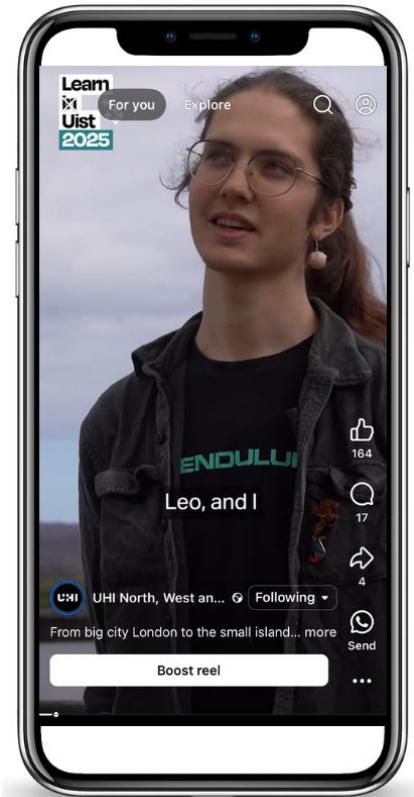
+ 1500 impressions

TikTok Views



YouTube Highlights

Leo Jackson-Horn



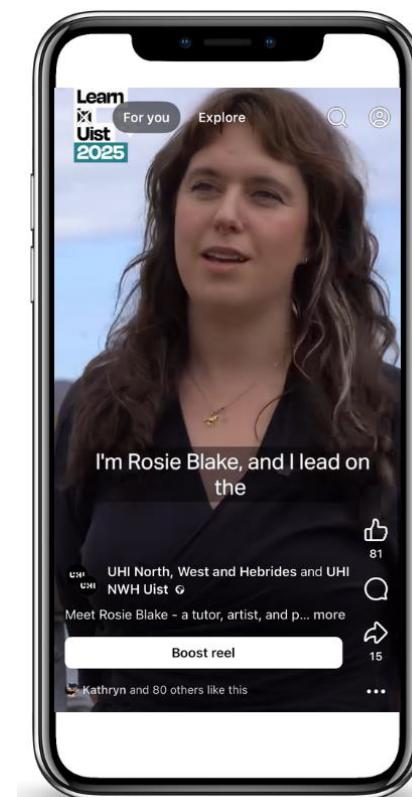
Liam Crouse



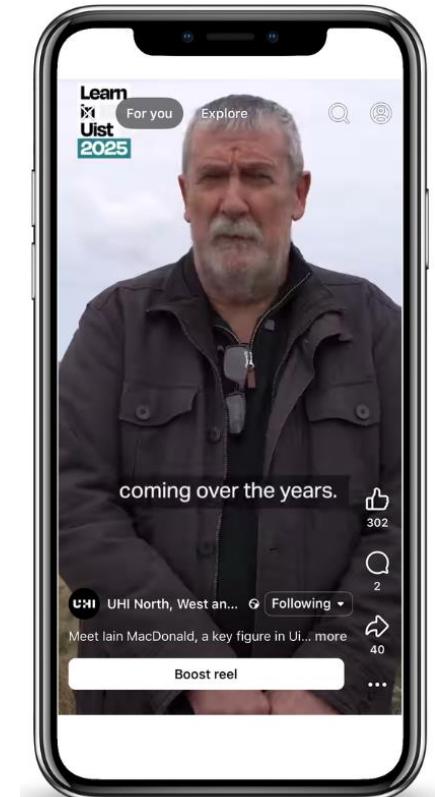
Chloe Steele



Rosie Blake



Iain MacDonald



+ 813 views

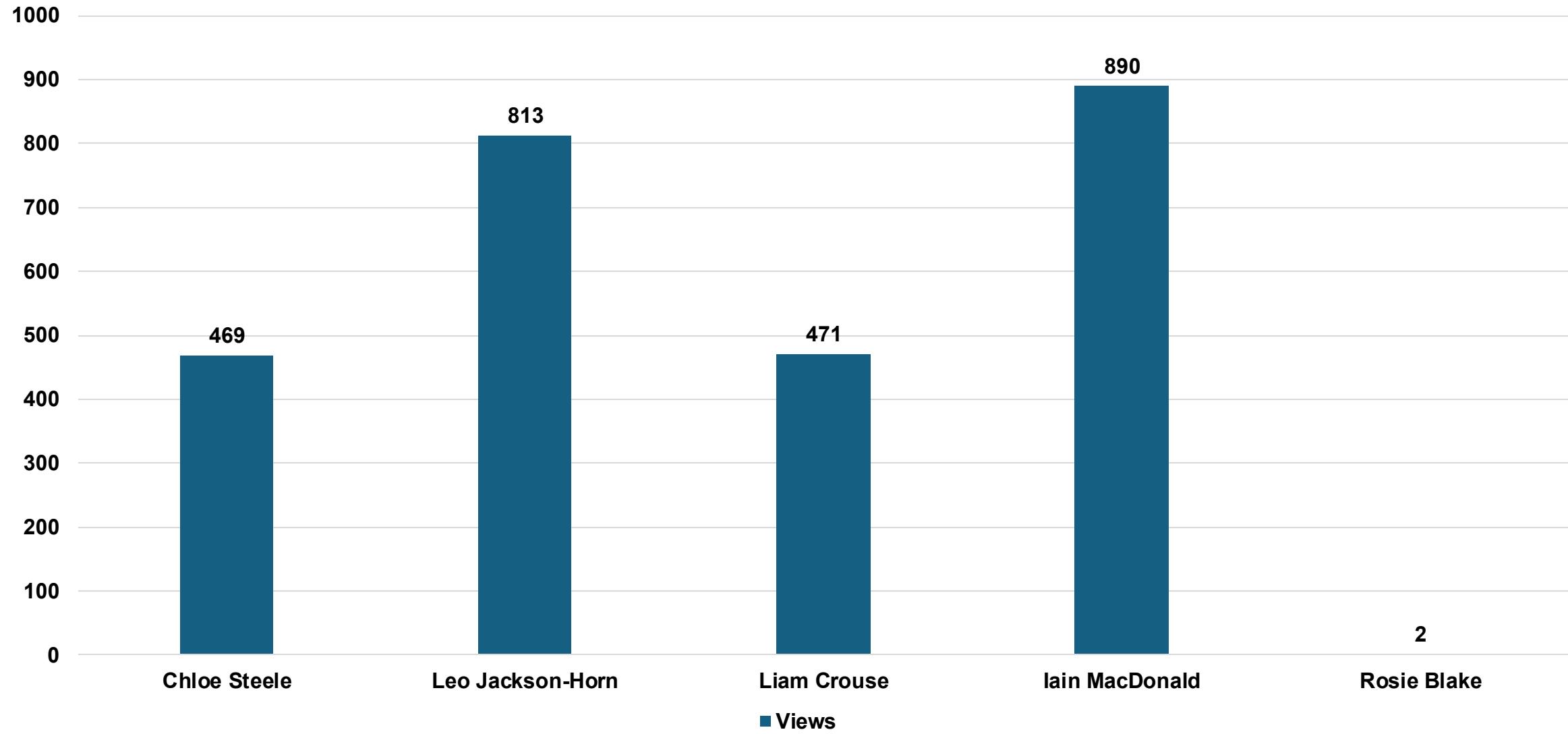
+ 471 views

+ 469 views

+ 2 views

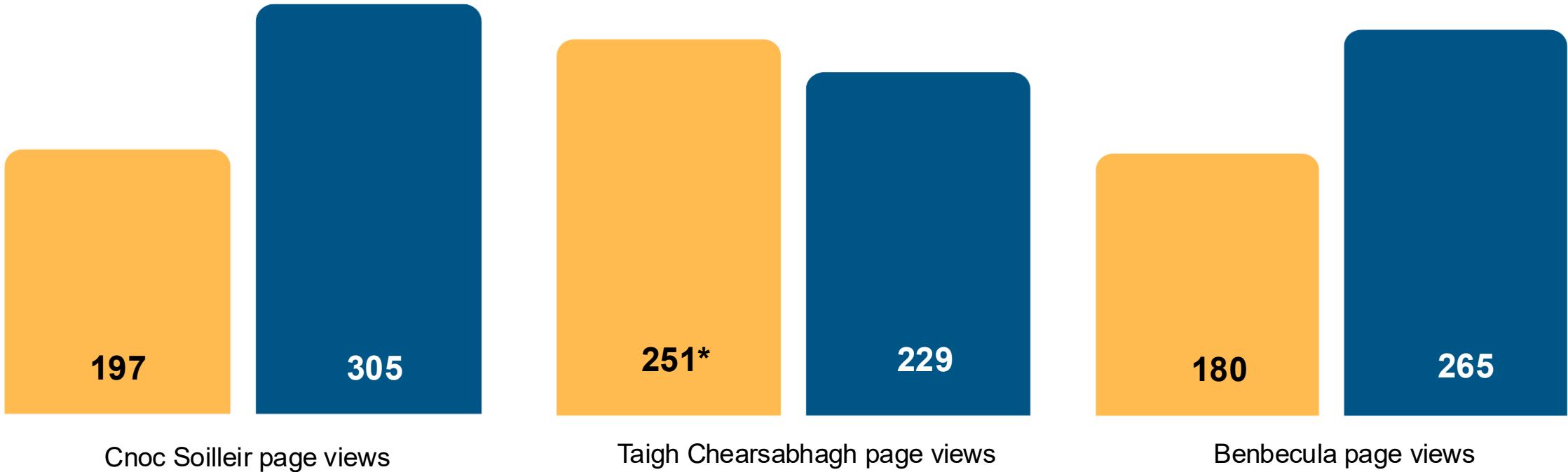
+ 890 views

YouTube Views



Website Centre Pages Views

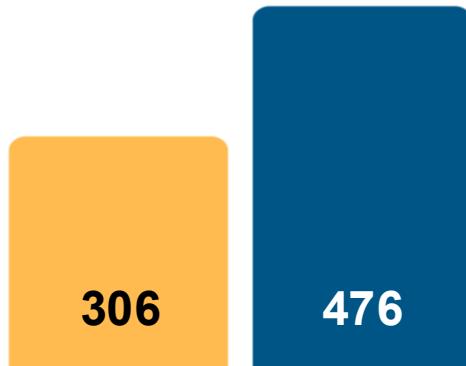
(June, July, August 2024 vs 2025)



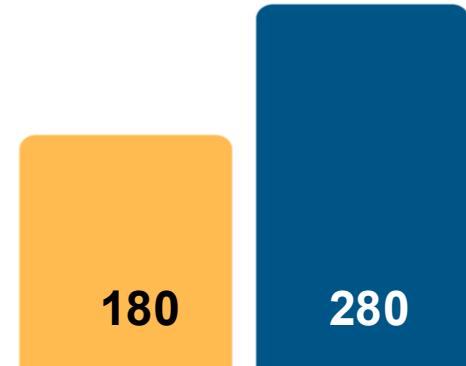
*A high number of views in 2024 may be the result of negative publicity/community engagement around the future of the NC Art and Design course.

Website Course Page Highlights

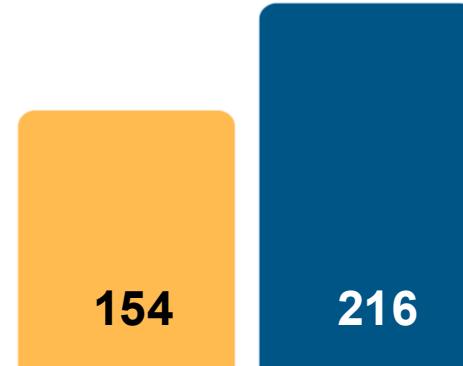
(June, July, August 2024 vs 2025)



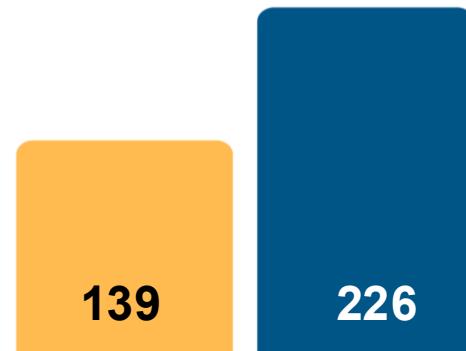
Gaelic subject page views*



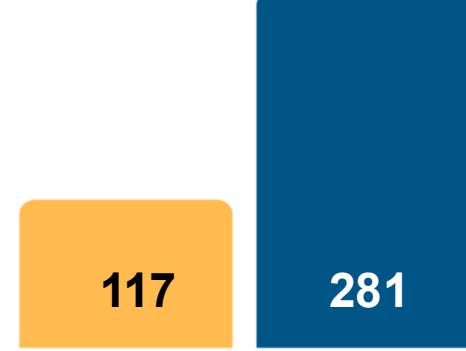
NC Art and Design course page***



HNC Music course page**



BA (Hons) Fine Art page views



BA (Hons) Applied Music course page



Figure and Life Drawing and Print Making course page (February 2026 short course)

*Gaelic campaigns have been active throughout the summer, so the increase in views cannot be solely attributed to Learn in Uist.

**The HNC Music course runs in Alness and Fort William also, so the increase in views cannot be solely attributed to Learn in Uist.

*** NC Art and Design course runs in Portree also, so the increase in views cannot be solely attributed to Learn in Uist

Application Data

2025/2026 applications for Uist based courses (as of 01/09/2025)

Face-to-face courses

5 (FT) **0** **8** (FT & PT)

NC Art and Design, HNC Music, Cnoc BA (Hons) Fine Art,
Taigh Chearsabhagh Soilleir Taigh Chearsabhagh

2024/2025 enrolments for Uist based courses:

Face-to-face courses

3 (FT) **2** (FT & PT) **11** (FT & PT)

NC Art and Design, HNC Music, Cnoc BA (Hons) Fine Art,
Taigh Chearsabhagh Soilleir Taigh Chearsabhagh

Online courses delivered by Uist based staff

46 (FT & PT) **14** (PT)

BA (Hons) Applied Archaeology and
Music, Online Local Studies

Online courses delivered by Uist based staff

38 (FT & PT) **3** (PT)

BA (Hons) Applied Archaeology and
Music, Online Local Studies

Application data for Uist based students studying online courses delivered by UHI is being collated.



Uist Based Students

2024/25

62

Students from **Uist** postcodes enrolled across senior phase, short, full-time and part-time courses in 2024/25 (online and face to face)

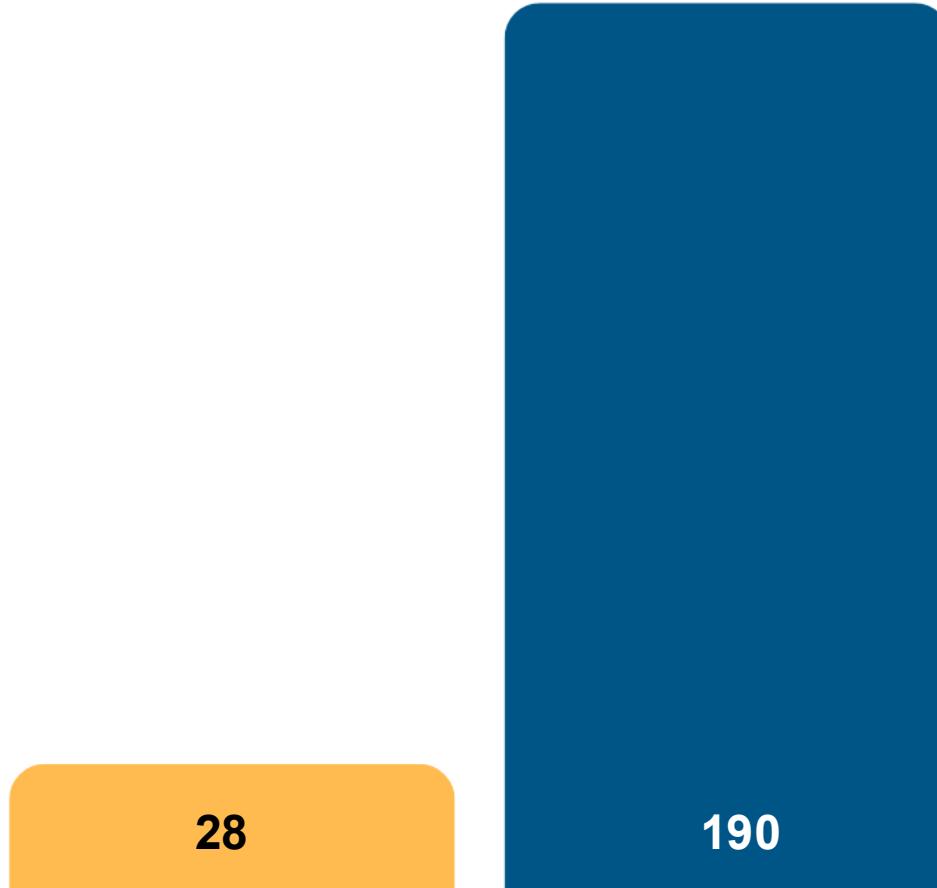
2025/26

?

2025/26 data will be collated at the end of the academic year.

Website Music Scholarship

Pages views **2024** vs **2025**



Uist Music Scholarship Views

**Uist Music Scholarship
Application Form**

2

Downloads

Blog Series

We have created a series of blogs to support the campaign. These will be used over phase one and phase two.

[home](#) › [news](#) › [blog](#) | [learn in uist: "it was a year that really shaped and refined my playing style"](#)

BLOG | Learn in Uist: "It was a year that really shaped and refined my playing style"



23/07/2025

Former UHI student Seonaidh MacIntyre reflects on his year studying music in Uist ahead of EDF Festival homecoming.



Blog One published 23 July

89

Website blog views

7,858

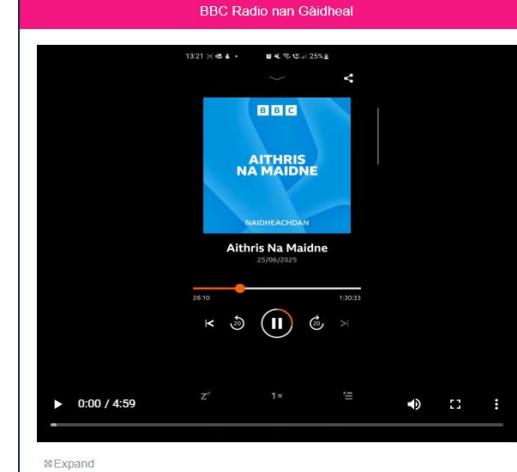
Facebook/Instagram views

319

Facebook/Instagram engagements

Broadcast Mentions

Learn in Uist – Music Scholarship



- + Interview with music lecturer Alan Henderson broadcast on **Good Morning Scotland, BBC Radio Scotland** on 25 June.
- + 976,000 weekly listeners.

- + Interview with music lecturer Alan Henderson broadcast on **An La, BBC Alba, on 25 June.**

- + Interview with music lecturer Alan Henderson broadcast on **BBC Radio nan Gàidheal** on 25 June.

Print Mentions

Learn in Uist – Music Scholarship



UHI North, West and Hebrides creates new scholarship to encourage study on Uist

OBAN TIMES

Leisure Jul 10, 2025 by Megan Day



The University of Highlands and Islands (UHI) North, West and Hebrides, has launched a new £1,000 music scholarship to support an off-island student from Argyll and Bute relocating to Uist to study traditional music.

- + Published 26 June by **The Press and Journal.**
- + 63,796 circulation

- + Published 10 July by **West Coast Today.**
- + [West Coast Today - All Content - WCT - UHI North, West and Hebrides creates new scholarship to encourage study on Uist](#)

Also featured in:

- + Published 25 June by **i.**
- + Published 26 June by **Aberdeen Evening Express.**
- + Published 2 July by **Carluke Gazette and Motherwell Times.**
- + Published 3 July by **Stornoway Gazette.**

Phase Two

Phase two will begin in late September through to November, and includes:

- Media activity – archaeology focus.
- Further blogs to be published
- Case studies from people living and studying online in Uist.
- 5x short videos
 - Emily Gal/Archaeology
 - Catriona MacDonald/Online learning
 - Gaelic focus
 - Uist in one word
 - Student experience
- Community engagement led locally.
- School engagement led locally.
- Final evaluation* **

*All enquiry data will be analysed at the end of phase two.

**Application data for Uist based students studying online courses delivered by UHI will be analysed at the end of phase two.



An aerial photograph of a coastal scene. The left side of the image shows turquoise blue water with dark, swirling patterns and white foam along the shore. The right side shows white, foamy waves crashing onto a light-colored, sandy beach. The overall texture is dynamic and organic.

Thanks
Moran-taing