

PORTFOLIO:

ECONOMIC PROSPERITY

Report of
Portfolio Holder:

**COUNCILLOR
EDWARD FIRTH**

During the period 3 January to 26 February 2002, as Deputy Leader and Portfolio Holder for Economic Prosperity, I have attended the following:

- 03.01.02 Officers' Briefing - Economic Development
- 04.01.02 Officers' Briefing - Executive
- 08.01.02 Newman School
- 09.01.02 Trinity School
- Cumbria College of Art & Design
- Stanwix Rural Parish Council
- 10.01.02 Austin Friars School
- Budget Consultation
- 11.01.02 Budget Consultation
- 14.01.02 Joint Management Team Meeting
- 15.01.02 St Aidan's School
- City Council
- 16.01.02 Group Leaders' Meeting
- West Coast Rail 250
- 17.01.02 Development Advisory Group
- Leader's Agenda Meeting
- Overview & Scrutiny Management Committee
- 22.01.02 William Howard School
- Rural Strategy Meeting
- 23.01.02 Morton School
- 24.01.02 Officers' Briefing - Economic Development
- 25.01.02 Officers' Briefing - Executive
- Corporate Plan Advisory Group
- 28.01.02 Executive Meeting
- Special Council Meeting
- 29.01.02 Caldew School
- Chief Executive, Learning & Skills Council
- Environment Forum

31.01.02	Code of Conduct Training
01.02.02	Development Control Committee
04.02.02	Joint Management Team Meeting
	Development Advisory Group
05.02.02	Corporate Plan Advisory Group
	Officers' Briefing - Economic Development
	City Council
14.02.02	Officers' Briefing - Executive
15.02.02	Officers' Briefing - Economic Development
25.02.02	Joint Management Team Meeting
	Special Council Meeting - Presentations
26.02.02	North Cumbria College of Technology
	Post 16 Education Group

"Looking to the Future" Information Day Brampton Business Centre and Tele-centre

As part of the recovery and regeneration process following Foot and Mouth Disease, Brampton Business Centre and Telecentre organised an Information Day in partnership with Brampton Community Centre, the Rural Women's Network, the Employment Alternatives project, Benefits Agency, Community Law Centre and Benefits Advice Centre.

The objective of the day was to provide one to one confidential advice on:

- Career change
- Job seeking and interview techniques
- Preparing a CV
- Returning to work
- Starting a business
- Ideas for farm diversification
- I T and other training

12 people took up the opportunity to take part in the one to one surgeries, and several have registered for further training and support. Whilst obviously time consuming to provide one to one support, the centre management feels that this was a worthwhile exercise and broadens the range of assistance provided and similar future events are under consideration

TOURISM INITIATIVES: EXTERNAL FUNDING UPDATE

This paper provides an outline of the funding secured from external sources, by Carlisle City Council's Tourism Unit during 2001/02 financial year. It has been obtained from a variety of sources, the majority of which have become available in order to counter the serious negative effect of the foot and mouth outbreak. It has been used to fund various eligible projects, events and initiatives, which together can make a major contribution to regenerating business and income into the local economy. They are aimed at improving, Carlisle's tourism product, its promotion and enhancing Carlisle District's status as an attractive visitor destination.

Whilst the level and nature of all funding outlined below may not be available on an annual basis, the injection of the received resources into Carlisle's tourism product this year, has given a considerable boost to many of its key aspects and generated momentum which will hopefully carry through 2002/03 and beyond.

Every effort will continue to be made to capitalise on any relevant funding opportunity that becomes available.

1. External Funding attracted by Carlisle City Council Tourism Unit 2001/02 (up to February 2002).

Source/Fund	Project	Amount
<u>Events/Initiatives</u>		
Spirit of Cumbria	Cumberland Week	13,000
Spirit of Cumbria	Carlisle Great Food Fair	12,000
Spirit of Cumbria	Christmas Promotions	6,000
Business Link Recovery Fund	Northern Borderlands (Phase 1)	13,000
City Centre Retailers	City Centre Marketing Initiative	20,000
Barclays Regen. Fund	Northern Borderlands Border Heritage Trail	
	Audio Visual Tour	15,000
Centre Screen Promotions	Audio Visual Tour	20,000
Sponsorship (Cumbrian Fellbred)	Cumberland Week	5,000
Sponsorship (Cumbrian Fellbred)	Carlisle Great Food Fair	5,000
Sponsorship (Fred Story Construction)	Railway Exhibition	1,000
Sponsorship (Fred Story Construction)	Christmas Promotions	1,500
Sponsorship (6 City Centre Businesses)	Christmas Floral Arrangements	500
Sponsorship (Virgin Trains)	Floral Train	500

<u>Source/Fund</u>	<u>Project</u>	<u>Amount</u>
<u>City Centre Activities</u>		
Lloyd Motors Promotions	City Centre Marketing Initiative	2,500
Pot Fair	City Centre Marketing Initiative	2,000
Continental Market	City Centre Marketing Initiative	1,500
<u>Publications</u>		
Rural Regeneration Fund Co-ordinated Through Cumbria Tourist Board	Production of 2002 Holiday Guide and Places to Visit	37,000
<u>Conferences</u>		
Carlisle Conference Group Memberships and Commissions	Carlisle Conference Group	12,000
Business Link Recovery Fund	Northern Borderlands (Phase II)	13,000
Sub Total		180,500

2. Funding Bids Currently Being Submitted/Considered

Carlisle Eden Local Strategic Partnership through SBS Rural Renewal Fund	Carlisle-Eden Centre of Excellence for Natural History	c20,000 Stage 1
Carlisle-Eden LSP funded through Cumbria Tourist Board	Carlisle-Eden Circular Cycle Route	c15,000
Rural Development Programme	Northern Borderlands/ Border Heritage Trail Audio Visual Tour	c40,000
Carlisle-Eden LSP	King Arthur Trail	c20,000 Stage 1
Sub Total		95,000

3. Potential External Funding Generated from April 2001 – March 2002 – for Carlisle Tourism Initiatives

275,500

J N Bell, Tourism Manager – Feb. 2002

27/02/02

Monthly Unemployment Briefing - January 2002

The January 2002 unemployment figures were released by the Office for National Statistics today.

UK Claimant Count

The number of people out of work and claiming unemployment benefit across the UK rose by 73,006 to 1,021,466. The unemployment rate has risen by 0.3% to 3.4% of the workforce.

(The seasonally adjusted figure for the UK fell by 10,600 to 951,300, which is 3.2%. This is the "headline rate" commonly used in the national media – no seasonally adjusted figures are available for local areas. Therefore, this figure should not be used to compare local and national rates. Similarly, the ILO unemployment rate quoted nationally ("the government's preferred measure") is not available for local areas.)

County Claimant Count

The number of people out of work and claiming unemployment benefit in Cumbria rose by 932 to 8,335. The unemployment rate is 3.6% of the workforce, 0.2% above the national rate.

In the same month last year, the Cumbria rate stood at 3.8%, giving a year on year fall of 0.2 percentage points. Over the year unemployment in the county has fallen at the same rate as the national figure.

Male Unemployment: rose by 640 to 6,372 which is 5.1%, 0.4% above the UK figure.

Female Unemployment: rose by 292 to 1,963 which is 1.8%, the same as the UK figure.

COUNTY/REGION/ COUNTRY	Male		Female		All Persons			
	Number	Rate	Number	Rate	Number	Monthly Change	Rate	Monthly Change
Cumbria	6,372	5.1	1,963	1.8	8,335	932	3.6	0.4
North West	102,149	5.7	28,427	1.9	130,576	10,756	3.9	0.3
United Kingdom	778,369	4.7	243,097	1.8	1,021,466	73,006	3.4	0.3
Great Britain	748,691	4.7	234,342	1.7	983,033	71,160	3.3	0.2

Cumbria Economic Intelligence Partnership is a Countywide Partnership established to improve the understanding of the local economy through research, analysis, and data dissemination.

Cumbria County Council Cumbria Inward Investment Agency Cumbria Learning & Skills Council
 Allerdale BC Barrow BC Carlisle CC Copeland BC Eden DC South Lakeland DC
 Cumbria Tourist Board Connexions Cumbria Lake District NP Business Link Cumbria FE Colleges

Cumbria

Economic Intelligence Partnership

	Unemployment by Ward – January 2002							
	Unemployment Totals			Unemployment Percentages			Dec-01	
	Male	Female	Total	Male	Female	Total	Total	Yr-onYr Change
CARLISLE								
Arthuret	44	17	61	3.9	2.2	3.2	43	18
Belah	55	23	78	2.7	1.0	1.9	80	-2
Belle Vue	102	26	128	6.0	1.6	4.1	107	21
Botcherby	155	47	202	8.9	3.1	6.3	176	26
Brampton	57	22	79	4.4	3.2	3.9	75	4
Burgh	15	4	19	1.7	0.8	1.3	22	-3
Currock	94	28	122	5.5	2.1	4.0	152	-30
Dalston	19	8	27	2.8	1.3	2.2	30	-3
Denton Holme	91	26	117	5.1	1.4	3.4	123	-6
Great Corby & Geltsdale	7	9	16	0.9	1.8	1.3	10	6
Harraby	83	19	102	4.2	1.2	2.9	94	8
Hayton	15	4	19	1.6	1.1	1.4	18	1
Irthing	15	11	26	1.9	2.0	1.9	24	2
Lyne	12	4	16	1.5	0.9	1.3	9	7
Morton	62	14	76	5.1	1.3	3.4	99	-23
St Aidans	97	36	133	4.8	2.2	3.6	130	3
St Cuthbert Without	11	3	14	2.1	0.7	1.5	14	0
Stanwix Rural	20	17	37	1.2	1.4	1.3	52	-15
Stanwix Urban	97	26	123	6.3	1.4	4.2	105	18
Trinity	109	28	137	6.3	1.9	4.4	95	42
Upperby	103	35	138	6.2	2.3	4.5	134	4
Wetheral	15	6	21	1.2	0.8	1.0	22	-1
Yewdale	57	17	74	2.4	0.9	1.7	92	-18
COPELAND								
Beckermest	41	13	54	4.0	1.9	3.1	49	5
Bootle	8	4	12	1.9	0.4	1.3	11	1
Bransty	67	25	92	4.8	2.7	3.9	76	16
Cleator Moor North	103	29	132	7.3	3.0	5.6	138	-6
Cleator Moor South	87	27	114	8.8	3.7	6.7	107	7
Distington	54	15	69	7.4	3.0	5.6	63	6
Egremont North	111	41	152	8.1	4.2	6.5	127	25
Egremont South	80	17	97	8.2	1.9	5.6	76	21
Ennerdale	30	15	45	4.3	2.3	3.4	33	12
Frizington	69	21	90	8.7	4.0	6.9	109	-19
Gosforth	8	7	15	1.5	2.3	1.8	9	6
Harbour	129	28	157	12.3	4.6	9.3	172	-15
Haverigg	13	5	18	4.1	3.2	3.7	17	1
Hensingham	94	18	112	7.3	2.2	5.1	91	21
Hillcrest	45	8	53	3.2	1.0	2.2	52	1
Holborn Hill	55	9	64	6.9	1.7	4.7	65	-1
Howgate	63	14	77	6.6	3.0	5.1	94	-17
Kells	51	9	60	6.3	1.7	4.4	55	5
Melthwaite	11	7	18	2.2	1.8	2.0	15	3
Millom Without	11	3	14	2.4	0.4	1.6	13	1
Mirehouse East	51	10	61	8.3	1.7	5.6	60	1
Mirehouse West	89	29	118	12.8	5.2	9.8	134	-16
Newtown	74	19	93	6.6	3.0	5.2	102	-9
St. Bees	13	1	14	3.1	0.0	1.9	19	-5
Sandwith	128	36	164	15.8	6.9	12.5	172	-8
Seascale	17	5	22	3.5	1.2	2.5	17	5

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EXCITING RURAL TOURISM PROJECTS FROM THE CARLISLE AND EDEN LOCAL STRATEGIC PARTNERSHIP

An initiative has been established to bring together partners from the two districts – Carlisle and Eden – most affected by the outbreak of Foot and Mouth Disease. Covering a wide range of public, private and voluntary bodies and organisations the Partnership aims **“to identify opportunities to promote Carlisle and the Eden Valley as a tourism destination and to support local produce and attract investment”**.

Tourism projects, which are specifically geared to benefitting the whole of North Cumbria, as well as strengthening the county's overall tourism product, include:

Eden Valley Circular Cycle Route – Aimed at short break cycling holiday takers, the proposed route (around 125 miles long), links Longtown and Carlisle's Northern Borderlands to Appleby and Kirkby Stephen through the Eden Valley. It embraces the very best of North Cumbria's unspoilt countryside and heritage. The launch is targeted for June 2002.

Carlisle & Eden – Centre of Excellence for Natural History – The project seeks to capitalise on North Cumbria's unique position in the centre of the most diverse landscape and wildlife habitat in Britain and at the hub of an outstanding network of national and local cycling, walking and scenic railway routes. It will interpret and market a unique 'natural history package' in association with accommodation providers, attractions, transport operators and the organisations who currently manage and promote countryside and environmental related activities.

The Lost Realm of King Arthur – Building on Carlisle and Eden's substantive claims to King Arthur, the project seeks to research and audit relevant sites and produce a high quality guide to the myth and history of Arthurian sites in North Cumbria. The proposed trail will also benefit from the development of high profile interpretation features at key locations.

“Eden Safaris” – The scheme aims to create a high quality tourism partnership to attract controlled numbers of 'explorers' to park and walk around the Eden and Carlisle area. 'Explorers' will benefit from a one stop shop to organise and tailor their walking tour which would include secure parking, maps, access to new routes, landscape and interesting features, accommodation, meals and other facilities as available.

‘Carlisle and Eden Brand Development’ – Work is being undertaken to investigate the best means of promoting Carlisle and Eden as a quality visitor destination through the development of stronger branding and investigation of the feasibility of a common brand.

‘Settle-Carlisle Railway project’ – An initiative to strengthen the promotion of the use of this famous scenic railway line – new charters and events, 'event trains', special 'Art on the Railway' initiatives, themed short breaks and

improving transport links from the railway to towns and villages in the Carlisle/Eden area are all part of the project.

Funding has already been provided by Cumbria Tourist Board, for the development of the Eden Valley Circular Cycle Route and the Branding exercise. An application has also been made to the Small Business Service Phoenix Fund for the Centre of Excellence for the Natural History initiative whilst bids are also being prepared for the remainder.

All in all, a lot of progress has been made very quickly and the Carlisle-Eden Strategic Partnership is confident that its tourism projects will be well established during 2002 and will prove effective in bringing welcome business to North Cumbria's tourism industry along with an attractive and high profile image for the area.

**John Bell
Tourism Manager
Carlisle City Council**

Young Enterprise County Trade Fair

The City Council has supported the Carlisle Area Board of Young Enterprise for a number of years and the Business Development Officer is a board member. Young Enterprise is recognised as a vital means of developing an enterprise culture amongst the young people that take part and employers recognise the programme as giving an understanding of basic business skills.

The young enterprise provides support to young people of secondary school age to have the experience of running a small business with support from a team of voluntary advisers.

The scheme covers the entire county and each year the main event is the county trade fair, which this year took place in the City Centre. 25 companies took part.

This years event was jointly sponsored by the Economic Development Unit and the National Westminster Bank. The Leader of the Council officially opened the event and the Economic Prosperity Portfolio Holder acted as a Judge.

Carlisle Conference Group (CCG), is approaching the year end (31st March 2002) with its highest revenue to date and is likely to indicate a final figure of around +45% on the whole of the previous year. Such is the revenue generated into member venues this year, the original target of £90,000 was adjusted upwards in November 2001 to £120,000. Although the enquiry and bookings figures are down, the revenue figure has been achieved in no small part by 3 large bookings (The Trefoil Guild, Policy Network and the British Archaeological Association) that between them netted a figure of approximately £58,800. At the last Conference Group meeting (15th Jan 2002), it was reported that these figures showed the importance to members and to the City of Carlisle as a whole, the value of attracting the Associations sector to the City.

As has been previously reported, the forthcoming financial year will be a tough one for CCG following the FMD crisis last year. Clients that would normally accept invitation to visit Carlisle with a view to placing business into the City, failed to make tracks to the City due to the negative reporting in most areas of the national media. Therefore, in the current market, replacing this lucrative market is likely to take from 12 – 18 months. The Business Marketing & Action Plan for the coming year very much focuses on this statement and replacing lost business is very much a priority.

CCG attended International Confex at Earls Court from 19th – 21st February 2002 as part of a stand share arrangement with the private sector. This proved the ideal platform to inform potential buyers that Carlisle was still a viable destination for Conferences & Events and was well and truly 'Open for Business'.

Carlisle Conference Group – Statistics to date

At the time of compiling this document, the following statistics are available.

	1 Apr 95 - 31 Mar 96	1 Apr 96- 31 Mar 97	1 Apr 97- 31 Mar 98	1 Apr 98- 31 Mar 99	1 Apr 99- 31 Mar 00	1 Apr 00 31 Mar 01	+ / -
Enquiries	116	111	154	168	196	259	+32%
Bookings	17	23	76	87	88	99	+12%
Delegates	824	1178	3479	4183	4340	5861	+35%
Commission	Not available	£534.00	£1750.00	£4020.33	£6638.68	£8863.46	+33%
*Revenue	Not available	£6700.00	£22,500.00	£56,183.00	£70,175.20	£84,083.51	+19%

*Revenue figure is the value of business placed into member venues through the Carlisle Conference Group venue location service.

Figures for 1st Apr 2001 – 31st January 2002:

Total Enquiries: 140 (- 11%)

Bookings: 66 (- 16%)

Information Only: 31 (- 11%)

Delegates: 2535 (Excl Debenhams - 22%)

Revenue to date: £119,459.07 (+ 42% on total for 2000 / 01)

Conversion Rate: 60% of all enquiries with business to place (109), have booked through the CCG desk.

Figures for 1st Apr 2000 – 31st January 2001:

Total Enquiries: 157

Bookings: 79

Information Only: 35

Delegates: 5327 (Inc 2090 Debenhams)