

**PORTFOLIO:**

**ECONOMIC PROSPERITY**

Report of  
Portfolio Holder:

**COUNCILLOR  
FIRTH**

During the period 19 April to 08 July 2002, as Deputy Leader and Portfolio Holder for economic Prosperity, I have attended the following:-

22.04.02	Joint Management Team
23.04.02	Cumbria Strategic Partnership – Barrow
24.04.02	Development Advisory Group
25.04.02	Regeneration Best Value
29.04.02	Cumbria Inward Investment Agency - Penrith
30.04.02	City Council
01.05.02	Irthington Parish Council
03.05.02	Officers' Briefing - Executive
07.05.02	Comprehensive Performance Assessment Joint Management Team
08.05.02	Stanwix Rural Parish Council
10.05.02	Joint Management Team
13.05.02	Officers' Briefing – Economic Development
15.05.02	Scaleby Parish Council
16.05.02	Officers' Briefing - Executive
17.05.02	Morley Fund Management
20.05.02	Annual Council Executive Meeting
21.05.02	Local Strategic Partnership - Penrith Regeneration Best Value Officers' Briefing – Economic Development
22.05.02	Development Advisory Group
23.05.02	Officers' Briefing - Executive
12.06.02	Scaleby Parish Council

13.06.02	Environmental Health Conference - Lancaster City Council
14.06.02	North West Regional Assembly – Manchester
17.06.02	Executive Meeting
19.06.02	Cumbria Branch, Local Government Association Officers' Briefing – Economic Development
25.06.02	Market Management Group
27.06.02	Joint Management Team City Council
28.06.02	Development Advisory Group
01.07.02	Officers' Briefing – Executive
02. – 05. 07.02	Local Government Association Annual Conference – Bournemouth
08.07.02	Executive Meeting Scaleby Parish Council

## New Deal

As Members will know, the City Council delivers the Voluntary Sector option of the New Deal 18 –24 employment programme in the Carlisle and Eden areas under contract to the Employment Service.

The service has recently gone through a new form of annual review in which the performance of the contact provider is assessed under 4 headings. These are

1. Targets and Outputs achieved
2. Delivery [including client support, client satisfaction rates, & Inspection findings]
3. Management [quality, continuous improvement, record keeping etc]
4. Financial Management and Control

The review takes into account the findings of the Adult Learning Inspectorate and the Employment Service Financial Audit team. Both of have inspected Carlisle's service in the past 12 months

The result of the review was a 'low risk' score for all of the 4 headings above [the best score achievable]

The serviced was praised for its good performance in getting clients into jobs. 56% of out of a total of 67 programme leavers were found work in the 12 months up to April 2002 compared with a voluntary sector option N.W. Regional average of 44%, and a Cumbria average of 32%.

Also praised was the wide range of work placement options for clients and the way in which the special requirements of clients with particular problems were met through tailored training and support programmes.

The programme is delivered by a team of three people based in the Economic Development Unit, one of whom is seconded from Impact Housing. The

programme is delivered at no cost to the Council under an annual contract with the Employment Service.

Any member who wishes to find out more about the programme is welcome to do so by arrangement with the Head of Economic Development.



## Young Enterprise

The City Council has supported the Young Enterprise programme for a number of years. Young Enterprise is an annual competition for year 12 students (lower sixth). The students run a real company for a period of six months and are judged through out the year at a series of trade events, exhibition evenings and presentations where the young people speak to an invited audience of business representatives. To help the students, each "company" is allocated three advisors recruited from local businesses. Last year seven City Council staff took part as advisors and the Business Development Officer has been appointed Vice-Chair of the Carlisle Area Board. The City Council also makes a £500 contribution to the Local Area Board. This is used to meet running costs and to fund events.

The programme is designed to give young people an insight in to the world of business and commerce. The project contributes to the Economic Prosperity Priority in the Corporate Plan concerned with building closer links between business and education and also as a response to the low rate of new firm formation in Carlisle and the need to develop an enterprise culture.

In the last year 10 companies operated in the Carlisle area in 7 schools with 165 students taking part. The Carlisle competition was won by EEK!, a company at William Howard School, Brampton who went on to win the County final held at Ulverston against stiff competition from across the county. The team attended the NorthWest regional final held at the Lowry Centre in Salford but were not able to repeat their success though the students greatly benefited from the experience.

## **Project Enterprise**

In addition to supporting Young Enterprise, the City Council this year supported a new programme called Project Enterprise with a grant of £400. The programme was piloted with year 10 students at Lochinvar School Longtown. Lochinvar School does not have a year 12 and therefore is unable to take part in the main Young Enterprise Programme.

Under this programme, students work closely with a local business over a 10 week period to gain a better understanding of how the local national and global economy functions. The programme is task based and requires a commitment from businesses to make a manager available on a weekly basis to go into the school to lead the sessions. Two groups operated at Lochinvar, one sponsored by the City Council with a manager provided by McDonalds and another sponsored by Cavaghan and Gray who also provided a manager. It is hoped that more schools and companies will take part in this programme next year.

## **Kingstown Industrial Estate / Kingmoor Park Business Network**

Over the last few years, the City Council has facilitated regular meetings of businesses on Kingstown Industrial Estate. Following discussions between the Head of Economic Development and the Head of Property Services, it was decided to extend this meeting to incorporate businesses on Kingmoor Park and Parkhouse. It was further agreed to broaden the remit of the meeting to cover issues beyond estate management by involving partners such as Business Link Cumbria, the Cumbria Chamber of Industry and Commerce and Kingmoor Park Properties.

By way of preparation and research the Business Development Officer and the Workforce Development Advisor from Business Link Cumbria carried out a programme of joint visits to businesses on Kingstown and Kingmoor Park. The objective of these meetings was to establish the level of interest in forming a business network and the issues the businesses would like it to address and the opportunities for joint working between particularly on training.

The businesses confirmed their interest in a network and agreed that there were opportunities to work together on training in such areas as management development, IT and customer care.

General comments received were:

- Businesses on Kingstown are happy with the new access arrangements.
- Businesses on Kingstown were concerned that the Estate was beginning to look shabby and items such as signage needed to be improved.
- Car parking was the main issue raised by businesses on Kingstown.
- The Northern Relief route is a priority for the businesses on both estates



- Public Transport is an issue on Kingstown and Kingmoor Park
- Businesses were interested in the long - term plans for both Kingstown and Kingmoor Park

The first meeting of the network took place on Kingmoor Park on 29<sup>th</sup> May 2002 and the 35 businesses that attended welcomed the information provided by Kingmoor Park Properties and the City Council's Head of Property Services. A number of issues were raised plus some suggestions, such as a web based bulletin board, that are being pursued.

A further meeting is planned for early September when it is hoped that a representative of one will take the Chair. It is hoped that over time the network idea can be extended to other estates.

## **Opportunities for Regeneration Funding from the NWDA**

The North West Development Agency (NWDA) has a remit to further economic development and regeneration in the region and it allocates government funds to this end. Its regeneration activity is focussed nationally on the 88 most deprived wards, eligible for Neighbourhood Renewal Funding (NRF). However the NWDA also recognises that not all the deprived wards fall within NRF areas and it has stated its willingness to discuss measures that might be taken to tackle deprivation in those communities. Now that the Single Regeneration Budget has been replaced by the 'Single Pot', the pressure of competitive bidding has been removed and a more flexible approach prevails.

The NWDA has recently reopened discussions with officers from Carlisle City and Cumbria County Councils to explore what opportunities there might be to develop a regeneration scheme for, in the first instance, the four wards which currently exhibit the highest levels of deprivation in the Index of Multiple Deprivation 2000. This would involve Upperby, Currock, Harraby and Botcherby. The area has already been the focus for the Sure Start initiative and HAZ activity and the programme can build on these and other existing projects dealing with housing, infrastructure, community safety and environmental quality, education, skills and employment. The key requirement is that the programme should have an economic focus in order to fit with the NWDA's Regional Outcome Targets.

The NWDA has requested an early expression of interest from the City and County Councils by 26 July to indicate their willingness to proceed with the development of a scheme. This would take the form of a short statement setting out a case for intervention. Detailed discussions would then follow with the NWDA and a range of agencies, local organisations and local communities to develop the programme and to secure support and resources from the NWDA for its implementation. An appropriate partnership delivery mechanism will also be a necessary requirement. Members will be involved

further as the negotiations with the NWDA proceed and more detailed reports will be brought to the Council in due course.

Further information from Catherine Elliot, Head of Economic Development  
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