

Agenda item  
10(b)(vii)

**PORTFOLIO:**

**ECONOMIC PROSPERITY**

Report of  
Portfolio Holder:

**COUNCILLOR  
FIRTH**

During the period 09 July to 29 August 2002, as Deputy Leader and Portfolio Holder for economic Prosperity, I have attended the following:-

09.07.02.1.1.1	Local Strategic Partnership Asset Management
10.07.02	Officers' Briefing – Economic Development Stanwix Rural Parish Council
11 & 12.07.02	North West Regional Assembly – Keswick
15.07.02	Joint Management Team Regeneration Best Value
16.07.02	City Council
17.07.02	European Youth Parliament
18.07.02	Regeneration Best Value St. Martin's College Degree Ceremony
19.07.02	Regeneration Best Value Inspectors European Youth Parliament
23.07.02	City Council
24.07.02	Infrastructure Overview and Scrutiny
25.07.02	Ministerial Round Table – C.P.A – Workington
26.07.02	Brampton Road Residents
29.07.02	Executive Meeting Cumbria Inward Investment Agency - Penrith
31.07.02	Development Advisory Group
02.08.02	Regional Government – Penrith
07.08.02	Organisational Assessment Best Value Review
08.08.02	Officers' Briefing – Executive
09.08.02	Finance Seminar
12.08.02	Executive Meeting

13.08.02	Officers' Briefing – Economic Development
16.08.02	North West Development Agency – Lancaster
19.08.02	Joint Management Team
28.08.02	Customer Contact – Newcastle
29.08.02	City Council

## **Carlisle Conference Group**

Carlisle Conference Group (CCG) has begun the new financial year with cautious optimism following the troubled year the tourism industry faced in 2001. Planning and preparation for what was thought to have been a particularly tough year in 2002 began last November.

Statistics (attached) to the end of July 2002, show year on year increases in all areas except revenue. Last year, the revenue figure at the end of July was £64,074 compared with the £19,827 this year. However, this was expected, as 2 events last year (held in May & June 2001) netted over £46,000 into venues between them. Achieving this year's revenue target of £135,000 (approximately a 10% increase on last year's final figure) will be difficult, as there are no high value one-off events booked in for this year, but the Group does continue to strive to meet this target. The conversion rate from enquiry to booking continues to remain at around 60%.

On 19<sup>th</sup> July, CCG hosted a corporate race day at Carlisle Racecourse. This is the first time that CCG has sponsored an event and was chosen as a marketing tool to thank and maintain existing clients as well as increase our profile in line with the Marketing & Business Action Plan. The day, although wet, was hailed a success and around 75 clients attended. The Deputy Mayor, Cllr Mrs Judith Pattinson attended the event and this added to the credibility of CCG in the market place. Funds permitting, CCG will look to repeat this event in 2003.

Thanks to funding from Business Link for Cumbria, this year will see a new marketing tool for CCG, with its conference brochure being reproduced on to 1000 CD-Rom's. Once produced (early September), this will be mailed out to selected current users and potential new users of the service.

In a further profiling initiative, CCG has sponsored one of the panels on the new Tourist Information Point (TIP) at Carlisle Railway Station. In addition to

this 'billboard' advert, there is racking for the CCG brochure. The TIP is located on platform 4 adjacent to the station entrance / exit doors.

From 17<sup>th</sup> – 19<sup>th</sup> September, CCG will have a stand presence at the National Venue Show in Birmingham. This event is held at the NEC and following the success of last year's show, attracts a wide range of buyers looking for new venues and destinations for their events. Should anyone be in the area, CCG will be on Stand D30 and complimentary entrance tickets are available from the Conference Group Officer.

CCG's venue portfolio has been broadened and includes 3 new venues: Carlisle Racecourse, The Lord Edmond at Hayton Hall and Capital HR.



## Carlisle Conference Group – Statistics to date

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

	1 Apr 97- 31 Mar 98	1 Apr 98- 31 Mar 99	1 Apr 99- 31 Mar 00	1 Apr 00 31 Mar 01	1 Apr 01 31 Mar 02	+ / -
Enquiries	154	168	196	259	253	- 2%
Bookings	76	87	88	99	82	- 16%
Delegates	3479	4183	4340	5861	3262	- 13%
Commission	£1750.00	£4020.33	£6638.68	£8863.46	£11,294.30	+33%
*Revenue	£22,500.00	£56,183.00	£70,175.20	£84,083.51	£125,678.17	+49%

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

### Figures for 1<sup>st</sup> Apr 2002 – 30<sup>th</sup> July 2002:

**Total Enquiries: 74 (+ 19%)**

**Bookings: 31 (+ 3%)**

**Information Only: 21 (+ 31%)**

**Delegates: 1566 (+ 47%)**

**Revenue to date: £19,827.63**

**Conversion Rate: 58%** of all enquiries with business to place (53) have booked through the CCG desk.

### Figures for 1<sup>st</sup> Apr 2001 – 30<sup>th</sup> July 2001:

Total Enquiries: 62

Bookings: 30

Information Only: 16

Delegates: 1065

# Cumbria

## Economic Intelligence Partnership

23/07/02

### Monthly Unemployment Briefing - June 2002

The June 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 fell by 17,419 to 937,039. The unemployment rate has fallen by 0.1% to 3.1% of the workforce.

*(The seasonally adjusted figure for the UK rose by 1,300 to 952,400, 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 fell by 285 to 6,909. The unemployment rate is 3.0% of the workforce, 0.1% below the national rate.

In the same month last year, the Cumbria rate stood at 3.2%, giving a year on year fall of 0.2 percentage points. Over the year unemployment in the county has fallen more quickly than the national figure.

**Male Unemployment:** fell by 219 to 5,341 which is 4.3%, the same as the UK figure.

**Female Unemployment:** fell by 66 to 1,568 which 1.4%, 0.2% below the UK figure.

COUNTY/REGION/ COUNTRY	Male		Female		All Persons			
	Number	Rate	Number	Rate	Number	Monthly Change	Rate	Monthly Change
Cumbria	5,341	4.3	1,568	1.4	6,909	-285	3.0	-0.1
North West	91,723	5.1	25,980	1.7	117,703	-2,794	3.6	0.0
United Kingdom	709,994	4.3	227,039	1.6	937,033	-17,419	3.1	-0.1
Great Britain	682,620	4.3	218,472	1.6	901,092	-17,613	3.1	0.0

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 Lake District NP Business Link Cumbria FE Colleges Cumbria Learning Partnership



# Cumbria

## Economic Intelligence Partnership

### Travel to Work Areas.

TRAVEL TO WORK AREAS	Male		Female		All Persons			
	Number	Rate	Number	Rate	Number	Monthly Change	Rate	Monthly Change
Appleby	35	1.1	23	1.1	58	0	1.1	0.0
Barrow in Furness	1,194	7.2	302	1.8	1,496	-69	4.5	-0.2
Carlisle	1,289	4.0	394	1.4	1,683	-63	2.8	-0.1
Kendal	179	1.1	59	0.4	238	-2	0.8	0.0
Keswick	24	1.1	5	0.2	29	-3	0.6	0.0
Penrith	119	1.1	63	0.8	182	-5	1.0	0.0
Whitehaven	1,243	5.9	354	2.4	1,597	-89	4.5	-0.2
Windermere	40	0.7	13	0.2	53	-5	0.4	-0.1
Workington	1,188	7.4	343	2.5	1,531	-49	5.1	-0.2

### Local Authority Districts

LOCAL AUTHORITY DISTRICTS	Male		Female		All Persons			
	Number	Rate	Number	Rate	Number	Monthly Change	Rate	Monthly Change
Allerdale	1,267	6.3	372	2.0	1,639	-52	4.3	-0.1
Barrow in Furness	1,024	9.5	234	1.9	1,258	-50	5.4	-0.3
Carlisle	1,183	4.0	362	1.4	1,545	-58	2.8	-0.1
Copeland	1,291	6.0	362	2.4	1,653	-94	4.6	-0.2
Eden	180	1.3	94	0.8	274	-4	1.1	0.0
South Lakeland	396	1.4	144	0.5	540	-27	1.0	0.0

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# Cumbria

## Economic Intelligence Partnership

23/07/02

Unemployment by Ward – June 2002								
	Unemployment Totals			Unemployment Rates			June - 01	Yr-on-Yr Change
	Male	Female	Total	Male	Female	Total	Total	
CARLISLE								
Arthuret	34	7	41	3.9	1.2	2.8	31	10
Belah	48	22	70	2.5	1.4	2.0	91	-21
Belle Vue	80	20	100	5.0	1.6	3.5	105	-5
Botcherby	128	29	157	8.8	2.4	5.9	163	-6
Brampton	46	20	66	4.4	2.7	3.7	73	-7
Burgh	12	7	19	1.8	1.4	1.6	15	4
Currock	90	27	117	5.5	2.0	4.0	136	-19
Dalston	14	5	19	2.2	1.1	1.8	21	-2
Denton Holme	86	35	121	5.4	2.6	4.1	134	-13
Great Corby & Geltsdale	8	6	14	1.5	1.6	1.5	11	3
Harraby	68	24	92	4.0	1.8	3.0	90	2
Hayton	12	3	15	1.9	0.7	1.4	8	7
Irthing	10	3	13	1.6	0.8	1.3	15	-2
Lyne	11	4	15	1.5	0.9	1.3	18	-3
Morton	73	17	90	6.7	1.9	4.5	93	-3
St Aidans	102	21	123	6.0	1.5	4.0	114	9
St Cuthbert Without	16	6	22	3.1	1.5	2.4	17	5
Stanwix Rural	20	4	24	1.4	0.4	1.0	39	-15
Stanwix Urban	86	29	115	5.7	2.5	4.3	121	-6
Trinity	92	23	115	6.1	1.9	4.2	104	11
Upperby	85	29	114	6.0	2.6	4.5	130	-16
Wetheral	11	4	15	1.1	0.5	0.8	24	-9
Yewdale	51	17	68	2.3	1.0	1.7	85	-17

## Contacts

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# Cumbria

## Economic Intelligence Partnership

14/08/02

### Monthly Unemployment Briefing - July 2002

The July 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 19,344 to 956,377. The unemployment rate has risen by 0.1% to 3.2% of the workforce.

*(The seasonally adjusted figure for the UK fell by 3,100 to 949,600, which is 3.1%. 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 103 to 7,012. The unemployment rate is 3.0% of the workforce, 0.2% below the national rate.

In the same month last year, the Cumbria rate stood at 3.2%, giving a year on year fall of 0.2 percentage points. Over the year unemployment in the county has fallen more quickly than the national figure.

**Male Unemployment:** rose by 10 to 5,351 which is 4.3%, 0.1% below the UK figure.

**Female Unemployment:** rose by 93 to 1,661 which is 1.5%, 0.2% below the UK figure.

COUNTY/REGION/ COUNTRY	Male		Female		All Persons			
	Number	Rate	Number	Rate	Number	Monthly Change	Rate	Monthly Change
Cumbria	5351	4.3	1661	1.5	7012	103	3.0	0.0
North West	91942	5.2	27563	1.8	119505	1,802	3.6	0.0
United Kingdom	715736	4.4	240641	1.7	956377	19,344	3.2	0.1
Great Britain	687283	4.3	230491	1.7	917774	16,682	3.1	0.0

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# Cumbria

## Economic Intelligence Partnership

### Travel to Work Areas.

TRAVEL TO WORK AREAS	Male		Female		All Persons			
	Number	Rate	Number	Rate	Number	Monthly Change	Rate	Monthly Change
Appleby	30	1.0	29	1.3	59	1	1.1	0.0
Barrow in Furness	1202	7.3	361	2.1	1563	67	4.7	0.2
Carlisle	1273	4.0	408	1.4	1681	-2	2.8	0.0
Kendal	170	1.1	71	0.5	241	3	0.8	0.0
Keswick	19	0.9	7	0.2	26	-3	0.5	-0.1
Penrith	126	1.2	62	0.8	188	6	1.0	0.0
Whitehaven	1234	5.8	341	2.3	1575	-22	4.4	-0.1
Windermere	37	0.6	15	0.2	52	-1	0.4	0.0
Workington	1232	7.7	357	2.6	1589	58	5.3	0.2

### Local Authority Districts

LOCAL AUTHORITY DISTRICTS	Male		Female		All Persons			
	Number	Rate	Number	Rate	Number	Monthly Change	Rate	Monthly Change
Allerdale	1309	6.5	394	2.2	1703	64	4.4	0.1
Barrow in Furness	1014	9.4	292	2.4	1306	48	5.7	0.3
Carlisle	1166	3.9	371	1.4	1537	-8	2.7	-0.1
Copeland	1283	6.0	348	2.3	1631	-22	4.5	-0.1
Eden	176	1.2	100	0.9	276	2	1.1	0.0
South Lakeland	403	1.4	156	0.6	559	19	1.0	0.0

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# Cumbria

Economic Intelligence  
Partnership

14/08/02

Unemployment by Ward – July 2002								
	Unemployment Totals			Unemployment Rates			July 2001	Yr-on-Yr Change
	Male	Female	Total	Male	Female	Total	Total	
CARLISLE								
Arthuret	28	7	35	3.2	1.2	2.4	36	-1
Belah	46	24	70	2.3	1.5	2.0	95	-25
Belle Vue	72	22	94	4.5	1.8	3.3	114	-20
Botcherby	121	29	150	8.3	2.4	5.7	159	-9
Brampton	51	18	69	4.9	2.4	3.9	71	-2
Burgh	11	7	18	1.7	1.4	1.6	20	-2
Currock	82	31	113	5.0	2.3	3.8	141	-28
Dalston	17	8	25	2.7	1.8	2.3	20	5
Denton Holme	79	33	112	5.0	2.5	3.8	125	-13
Great Corby & Geltsdale	10	5	15	1.9	1.3	1.6	10	5
Harraby	65	21	86	3.9	1.6	2.8	84	2
Hayton	11	4	15	1.7	0.9	1.4	8	7
Irthing	10	3	13	1.6	0.8	1.3	17	-4
Lyne	12	5	17	1.7	1.2	1.5	17	0
Morton	70	21	91	6.4	2.3	4.5	84	7
St Aidans	97	20	117	5.7	1.4	3.8	122	-5
St Cuthbert Without	13	7	20	2.5	1.7	2.2	15	5
Stanwix Rural	24	4	28	1.7	0.4	1.2	40	-12
Stanwix Urban	96	32	128	6.3	2.7	4.7	125	3
Trinity	96	18	114	6.3	1.5	4.2	95	19
Upperby	84	27	111	5.9	2.5	4.4	128	-17
Wetheral	16	6	22	1.5	0.8	1.2	24	-2
Yewdale	55	19	74	2.5	1.1	1.9	93	-19

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