

Agenda item 9(v)

**PORTFOLIO:**

**ECONOMIC PROSPERITY**

Report of  
Portfolio Holder:

**COUNCILLOR MRS M BOWMAN**

Since my last report to Council, meetings that I have attended have included the Executive, Infrastructure Overview and Scrutiny, Tourism, Cumbria Inward Investment, Parish Councils, and briefings with Business Unit Heads.

From these meetings I can now update you in my Portfolio area for the period 26 August 2003 to 20 October 2003 as follows:

#### 1. **Carlisle Conference Group**

From 9 – 11<sup>th</sup> September, CCG had a stand at the National Venue Show in Birmingham (NEC). In addition to promoting Carlisle as a destination for Business Tourism, CCG was also able to launch its new website. Visitors requesting further information on Carlisle increased by 40% on the show the previous year. A direct mailing campaign is now underway, with site visits being offered to those who wish to experience Carlisle as a Business Tourism destination.

To maintain the profile of CCG both locally and regionally, on Friday October 10 2003, CCG held a corporate race day and sponsored a race. A number of CCG members (including the Crown, Central Plaza, and Lakes Court hotels, Carlisle Enterprise Centre and Carlisle Tourist Information Centre) took the opportunity to thank existing clients and, forge relationships with potential new ones. The CCG table had a variety of guests, including Barclays (who kindly sponsored the new CCG Brochure), the conference convenor for the Rotary conference, the NHS (West Cumberland Hospital) and our own Mayor of Carlisle Cllr Mrs Judith Pattinson.

From 24<sup>th</sup> – 26<sup>th</sup> October Carlisle will have benefited from the Rotary District 1020 conference, to which around 900 delegates are expected to attend during the 3 day event. Many of the hotels will be filled as I am sure will the local retailers. CCG has been liaising with local stores and as a result, delegates will receive discounted shopping vouchers for WHSmith, Debenhams and Bulloughs. Tullie House Museum & Art Gallery have also provided vouchers allowing discounted admission during their stay.

Carlisle has been announced as the 'Away City' for the Roger Albert Clark rally to take place in November 2004. CCG was delighted to be the driving force behind the bid that resulted in Carlisle being chosen for this event and looks forward to welcoming the many visitors and rally crews that this event will attract.

#### 2. **Carlisle Economic Renewal Action Plan**

A proposal for an economic renewal programme in priority urban wards was submitted to the NWDA by the due deadline at the end of September. It was submitted by the Local Strategic Partnership and the programme was developed by a core group comprising the City and



County Councils and Carlisle Housing Association in consultation with local partner agencies.

A full proposal must be worked up by the end of the calendar year for a start in April 2004.

### **3. Rural Women's Network**

One of the issues raised in the Best Value Inspection of the Economic Development Service was that Carlisle has a relatively low rate of new firm formation. The Inspection report went on to recommend that the City Council should work with agencies to promote self employment.

Women are an under represented group in terms of people setting up new businesses. This is particularly true of women from rural areas due to the problems of isolation and access to customers.

With this in mind the Business Development Officer has been working with the Rural Womens Network. This has resulted in a business start up programme being run over 8 evenings at Brampton Business Centre and Telecentre. This is now underway, with 8 women taking part.

In addition, the City Council organised a display in the City Centre on Saturday 13th September. The objective was to promote enterprise and in particular to encourage women to look at self employment as an option. In addition to the Economic and Community Development Unit and Rural Womens Network, Employment Alternatives had a stand along with the Cumbria Chamber of Commerce and Industry as the local enterprise agency.

To give examples of the variety of businesses started by women, 14 members of the Rural Women's Network were invited to take part and market their businesses. 12 of these were from the district of Carlisle. All have been trading for less than three years and 5 businesses are less than one year old.

The event was very successful with a number of serious enquiries received including registrations for the course referred to above. The businesses taking part benefited through marketing exposure and direct sales. One business took over £600. Total sales were estimated to be around £2,500.

### **4. Vital Villages Update**

The Countryside Agency's Vital Villages programme is now re-open for applications. However there is very limited funding available this financial year. Carlisle City Council has successfully lobbied the Countryside Agency for priority for Carlisle district given the limited amount of financial resource allocated to Carlisle to date. Parishes wishing to make an application should contact the regional office of the

Countryside Agency, Haweswater Road, Penrith, CA11 7EH Tel. (01768) 865752 for application forms. Support for parishes is available from Claire Rankin, Rural Support Officer, Carlisle City Council and through Voluntary Action Cumbria.

**5. Rural Newsletter**

The first edition of the new rural newsletter will be published in mid November 2003. The newsletter will provide a vehicle to share information about rural activities in Carlisle and put people in touch with funding opportunities, support systems and advice services. The newsletter will also provide an opportunity to share good practice and information about local projects. Contributions for the first issue have been received from a range of local and county wide agencies and many of the articles have specifically been included at the request of the Carlisle Parish Councils Association. The newsletter will be distributed to all City Council members, Business Unit Heads, Parish Council Clerks and organisations and agencies operating in rural Carlisle.

## 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	<b>1 Apr 02 31 Mar 03</b>	+ / -
Enquiries	154	168	196	259	253	<b>334</b>	<b>+ 32%</b>
Bookings	76	87	88	99	82	<b>112</b>	<b>+ 36%</b>
Delegates	3479	4183	4340	5861	3262	<b>4985</b>	<b>+ 53%</b>
Commission	£1750.00	£4020.33	£6638.68	£8863.46	£11,294.30	<b>£8882.72</b>	<b>- 27%</b>
*Revenue	£22,500.00	£56,183.00	£70,175.20	£84,083.51	£125,678.17	<b>£108,421.13</b>	<b>- 13%</b>

\*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 2003 – 30 September 2003:

**Total Enquiries: 126 (+ 9%)**

**Bookings: 60 (+ 20%)**

**Information Only: 33 (+ 15%)**

**Delegates: 2860 (+ 17%)**

**Revenue to date: £41,917.81**

**Conversion Rate: 64%** of all enquiries with business to place (93) have booked through the CCG desk.

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

Total Enquiries: 115

Bookings: 50

Information Only: 36

Delegates: 2363



21/10/2003

## Monthly Unemployment Briefing – September 2003

The September 2003 jobless and claimant count figures were released by the Office for National Statistics today.

### National Measures of Joblessness

*These figures may be quoted by the national press but are not available for local areas and are provided for information only. They should not be compared with those shown elsewhere in this report.*

The jobless total for the UK (claimants and non claimants looking for work) in the 3 months to August 2003 was 1.48m which is up 5,000 from the 3 months to May but down 41,000 from a year earlier. The jobless rate was 5.0% in the 3 months to August 2003, unchanged from the 3 months to May 2003.

The seasonally adjusted claimant count for the UK in September was 929,800, a fall of 1,900 from last month. The rate is unchanged at 2.6%.

### The Claimant Count (not seasonally adjusted)

The number of people out of work and claiming benefit across the UK fell by 26,417 to 922,136. The number of people out of work and claiming unemployment benefit in Cumbria fell by 176 to 5,824. The male claimant count in Cumbria fell by 105 and the female claimant count fell by 71. The number of claimants fell in all Local Authority Districts and in all Travel to Work Areas except Barrow where the count rose by 7.

### Residence-Based Claimant Rate

*The residence-based claimant count expresses the number of claimants in an area as a percentage of the working age population resident in that area.*

**UK residence rate** – was unchanged at 2.6%.

**Cumbria residence rate** – fell by 0.1 at 2.0%, 0.6 below the UK rate.

**Cumbria male residence rate** – fell by 0.1 to 2.8%, 0.8 below the UK male rate.

**Cumbria female residence rate** – was unchanged at 1.1%, 0.3 below the UK female rate.

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

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## RESIDENCE-BASED CLAIMANT COUNT RATES

Table 1: County/Region/Country

AREA	Male		Female		All Persons		All Persons	
							Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Cumbria	4344	2.8	1480	1.1	5824	2.0	-176	-0.1
North West	82418	3.9	26509	1.3	108927	2.7	-4273	-0.1
United Kingdom	679240	3.6	242896	1.4	922136	2.6	-26417	0.0
Great Britain	652418	3.6	233726	1.4	886144	2.5	-25187	-0.1

Table 2: Local Authority Districts

DISTRICT	Male		Female		All Persons		All Persons	
							Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Allerdale	987	3.4	323	1.2	1310	2.3	-62	-0.1
Barrow in Furness	890	4.0	262	1.3	1152	2.7	-3	0.0
Carlisle	963	3.1	338	1.1	1301	2.1	-67	-0.1
Copeland	979	4.4	311	1.6	1290	3.1	-18	0.0
Eden	153	1.0	78	0.6	231	0.8	-10	0.0
South Lakeland	372	1.2	168	0.6	540	0.9	-16	0.0

Table 3: Travel to Work Areas

TRAVEL TO WORK AREA	Male		Female		All Persons		All Persons	
							Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Appleby	29	0.7	22	0.6	51	0.6	-7	-0.1
Barrow-in-Furness	1054	3.6	317	1.2	1371	2.4	7	0.0
Carlisle	1046	2.9	384	1.1	1430	2.0	-85	-0.2
Kendal	171	0.9	101	0.6	272	0.8	-23	-0.1
Keswick	9	0.3	9	0.3	18	0.3	-10	-0.2
Penrith	101	1.0	52	0.5	153	0.8	-4	0.0
Whitehaven	946	4.3	300	1.5	1246	3.0	-8	-0.1
Windermere	35	0.6	9	0.2	44	0.4	-3	0.0
Workington	929	4.0	279	1.3	1208	2.7	-46	-0.1

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## Economic Intelligence Partnership

Table 4: Parliamentary Constituencies

CONSTITUENCY	Male		Female		All Persons		All Persons Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Barrow & Furness	1038	3.7	310	1.2	1348	2.5	10	-0.1
Carlisle	845	3.5	279	1.2	1124	2.4	-50	-0.1
Copeland	979	4.3	311	1.6	1290	3.0	-18	-0.1
Penrith & The Border	344	1.2	176	0.7	520	1.0	-43	-0.1
Westmorland & Lonsdale	224	0.8	120	0.5	344	0.7	-29	0.0
Workington	914	3.5	284	1.2	1198	2.4	-46	-0.1

For further information, please contact:

Ginny Murphy  
Research Manager  
Cumbria Inward Investment Agency

Tel: 01900 600032  
E-mail: [ginnym@cumbria-investment.co.uk](mailto:ginnym@cumbria-investment.co.uk)

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## Economic Intelligence Partnership

Unemployment by Ward – Sept 2003								
	Unemployment Totals			Unemployment Rates			Aug 2003	Monthly Change
	Male	Female	Total	Male	Female	Total	Total	
CARLISLE								
Arthuret	15	8	23	1.7	1.3	1.6	30	-7
Belah	39	26	65	2.0	1.7	1.8	58	7
Belle Vue	62	12	74	3.9	1.0	2.6	86	-12
Botcherby	94	53	147	6.5	4.5	5.6	139	8
Brampton	36	15	51	3.4	2.0	2.9	49	2
Burgh	10	6	16	1.5	1.2	1.4	14	2
Currock	53	18	71	3.2	1.4	2.4	83	-12
Dalston	12	7	19	1.9	1.6	1.8	21	-2
Denton Holme	62	29	91	3.9	2.2	3.1	93	-2
Great Corby & Geltsdale	6	0	6	1.1	0.0	0.7	5	1
Harraby	70	12	82	4.2	0.9	2.7	82	0
Hayton	8	5	13	1.2	1.1	1.2	15	-2
Irthing	8	6	14	1.3	1.5	1.4	16	-2
Lyne	9	4	13	1.3	0.9	1.1	17	-4
Morton	53	14	67	4.8	1.5	3.3	67	0
St Aidans	71	17	88	4.2	1.2	2.8	103	-15
St Cuthbert Without	5	2	7	1.0	0.5	0.8	6	1
Stanwix Rural	18	16	34	1.3	1.6	1.4	38	-4
Stanwix Urban	96	21	117	6.3	1.8	4.3	121	-4
Trinity	99	19	118	6.5	1.6	4.3	120	-2
Upperby	74	21	95	5.2	1.9	3.8	109	-14
Wetheral	18	5	23	1.7	0.6	1.3	24	-1
Yewdale	45	22	67	2.1	1.2	1.7	72	-5

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#### National Measures of Joblessness

*These figures may be quoted by the national press but are not available for local areas and are provided for information only. They should not be compared with those shown elsewhere in this report.*

The jobless total for the UK (claimants and non claimants looking for work) fell by 1,000 in the 3 months to July 2003, giving a total of 1.49. The jobless rate is 5.1%.

The seasonally adjusted claimant count for the UK is 930,800, a fall of 6,900 from last month. The rate is unchanged at 2.6%%.

#### The Claimant Count (not seasonally adjusted)

The number of people out of work and claiming benefit across the UK rose by 2,238 to 948,553. The number of people out of work and claiming unemployment benefit in Cumbria fell by 149 to 6,000. The male claimant count in Cumbria fell by 173 and the female claimant count rose by 24. The number of claimants fell in all Local Authority Districts and fell in all Travel to Work Areas except Kendal, Keswick and Penrith TTWAs where the count rose slightly.

#### Residence-Based Claimant Rate

*The residence-based claimant count expresses the number of claimants in an area as a percentage of the working age population resident in that area.*

**UK residence rate** – was unchanged at 2.6%.

**Cumbria residence rate** – was unchanged at 2.1%, 0.5 below the UK rate.

**Cumbria male residence rate** – fell by 0.1 to 2.9%, 0.8 below the UK male rate.

**Cumbria female residence rate** – was unchanged at 1.1%, 0.3 below the UK female rate.

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## RESIDENCE-BASED CLAIMANT COUNT RATES

Table 1: County/Region/Country

AREA	Male		Female		All Persons		All Persons Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Cumbria	4449	2.9	1551	1.1	6000	2.1	-149	0.0
North West	85409	4.1	27791	1.4	113200	2.8	-500	0.0
United Kingdom	696925	3.7	251628	1.4	948553	2.6	2,238	0.0
Great Britain	669774	3.7	241557	1.4	911331	2.6	1,300	0.0

Table 2: Local Authority Districts

DISTRICT	Male		Female		All Persons		All Persons Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Allerdale	1034	3.5	338	1.3	1372	2.4	-13	-0.1
Barrow in Furness	904	4.0	251	1.2	1155	2.7	-65	-0.1
Carlisle	979	3.1	389	1.3	1368	2.2	-29	-0.1
Copeland	989	4.4	319	1.6	1308	3.1	-26	-0.1
Eden	167	1.1	74	0.5	241	0.8	-5	0.0
South Lakeland	376	1.2	180	0.6	556	0.9	-11	0.0

Table 3: Travel to Work Areas

TRAVEL TO WORK AREA	Male		Female		All Persons		All Persons Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Appleby	37	0.8	21	0.6	58	0.7	-8	-0.1
Barrow-in-Furness	1058	3.6	306	1.2	1364	2.4	-105	-0.2
Carlisle	1077	3.0	438	1.3	1515	2.2	-18	0.0
Kendal	185	1.0	110	0.7	295	0.9	32	0.1
Keswick	20	0.6	8	0.3	28	0.5	7	0.1
Penrith	111	1.1	46	0.5	157	0.8	3	0.0
Whitehaven	948	4.4	306	1.6	1254	3.1	-26	0.0
Windermere	35	0.6	12	0.2	47	0.4	-1	0.0
Workington	959	4.2	295	1.4	1254	2.8	-29	-0.1

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Table 4: Parliamentary Constituencies

CONSTITUENCY	Male		Female		All Persons		All Persons Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Barrow & Furness	1042	3.8	296	1.2	1338	2.6	-95	-0.1
Carlisle	858	3.6	316	1.4	1174	2.5	-24	-0.1
Copeland	989	4.4	319	1.6	1308	3.1	-26	-0.1
Penrith & The Border	374	1.4	189	0.8	563	1.1	-3	0.0
Westmorland & Lonsdale	238	0.9	135	0.6	373	0.7	19	0.0
Workington	948	3.7	296	1.3	1244	2.5	-20	-0.1

For further information, please contact:

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Unemployment by Ward – Aug 2003								
	Unemployment Totals			Unemployment Rates			July 2003	Monthly Change
	Male	Female	Total	Male	Female	Total	Total	
CARLISLE								
Arthuret	17	13	30	2.0	2.2	2.1	36	-6
Belah	37	21	58	1.9	1.3	1.6	60	-2
Belle Vue	67	19	86	4.2	1.6	3.0	87	-1
Botcherby	92	47	139	6.3	3.9	5.3	158	-19
Brampton	34	15	49	3.2	2.0	2.7	55	-6
Burgh	9	5	14	1.4	1.0	1.2	18	-4
Currock	59	24	83	3.6	1.8	2.8	86	-3
Dalston	13	8	21	2.1	1.8	1.9	21	0
Denton Holme	64	29	93	4.0	2.2	3.2	95	-2
Great Corby & Geltsdale	5	0	5	0.9	0.0	0.5	5	0
Harraby	67	15	82	4.0	1.1	2.7	77	5
Hayton	10	5	15	1.6	1.1	1.4	8	7
Irthing	9	7	16	1.4	1.8	1.5	21	-5
Lyne	11	6	17	1.5	1.4	1.5	16	1
Morton	54	13	67	4.9	1.4	3.3	71	-4
St Aidans	73	30	103	4.3	2.2	3.3	110	-7
St Cuthbert Without	3	3	6	0.6	0.7	0.6	9	-3
Stanwix Rural	20	18	38	1.4	1.8	1.6	37	1
Stanwix Urban	93	28	121	6.1	2.4	4.5	117	4
Trinity	98	22	120	6.5	1.8	4.4	109	11
Upperby	82	27	109	5.8	2.5	4.3	113	-4
Wetheral	15	9	24	1.4	1.2	1.3	21	3
Yewdale	47	25	72	2.2	1.4	1.8	67	5

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