

PORTFOLIO:
ECONOMIC PROSPERITY
Report of
Portfolio Holder:
COUNCILLOR
EDWARD FIRTH

INDIVIDUAL DECISIONS

I have taken non-key decisions regarding :

The response to a consultation document regarding the North West Regeneration Prospectus from the North West Development Agency.

Details of the decision was circulated to all Members in a Notice dated 7 December 2001.

EXECUTIVE DECISIONS

At its meetings of 5 and 26 November and 17 December 2001 the Executive considered the following reports from the Economic Prosperity Portfolio :

- EX.48/01 Economic Development Service Estimates 2002/03
- EX.92/01 Market Management Group Minutes
- EX.119/01 Longtown Market Town Initiative
- EX.132/01 Foot & Mouth Disease Task Force – Public Meetings

Details of decisions were circulated to all Members in notices dated 7 and 28 November and 19 December 2001 respectively.

During the period 19 October 2001 to 2 January 2002, as Deputy Leader and Portfolio Holder for Economic Prosperity, I have attended the following :

23.10.01	North West Development Agency, Penrith
24.10.01	Market Management Group
29.10.01	Cumbria Strategic Partnership, Kendal Cumbria Inward Investment Agency, Penrith
30.10.01	City Centre Marketing Group OMNE Communications Presentation City Council
05.11.01	Officer's Briefing Ref: Regeneration Executive Meeting
05-09.11.01	North West Regional Assembly Annual Conference, Brussels
10.11.01	Cumbria College of Art and Design
12.11.01	Joint Management Team
13-15.11.01	LGA Regeneration Conference, Newcastle
19.11.01	Property Services Meeting, St Martin's College
22.11.01	Officers' Briefing – Economic Development Local Strategic Partnership Meeting
23.11.01	Officers' Briefing – Executive
26.11.01	Executive Meeting - Organisational Assessment Workshop
27.11.01	Post 16 Education Group
29.11.01	Customer Care – Best Value Review
30.11.01	Data Protection Training – Development Advisory Group
03.12.01	Joint Management Team – Executive Meeting with Parish Councils
05.12.01	Officers' Briefing – Economic Development Market Management Group NVQ Development, Brampton Irthington Parish Council
06.12.01	Council Leader's Agenda Meeting
12.12.01	LGA Cumbria Branch Cumbria Sub-Regional Assembly
13.12.01	Infrastructure Overview and Scrutiny Committee
17.12.01	Executive Meeting
19.12.01	DLTR Representatives' Visit
20.12.01	Officers' Briefing – Economic Development

Cumbria

Economic Intelligence
Partnership

04/01/02

Monthly Unemployment Briefing - November 2001

The November 2001 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 7,749 to 926,187. The unemployment rate has risen by 0.1% to 3.1% of the workforce.

*(The seasonally adjusted figure for the UK rose by 4,800 to 959,100, 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 104 to 7,046. 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 3.3%, giving a year on year fall of 0.3 percentage points. Over the year unemployment in the county has fallen slightly more quickly than the national figure.

Male Unemployment: rose by 103 to 5,400 which is 4.3%, the same as the UK figure.

Female Unemployment: rose by 1 to 1,646 which is 1.5%, 0.1% below the UK figure.

COUNTY/REGION/ COUNTRY	Male		Female		All Persons			
	Number	Rate	Number	Rate	Number	Monthly Change	Rate	Monthly Change
Cumbria	5,400	4.3	1,646	1.5	7,046	104	3.0	0.0
North West	90,275	5.1	25,497	1.7	115,772	172	3.5	0.0
United Kingdom	700,939	4.3	225,248	1.6	926,187	7,749	3.1	0.1
Great Britain	672,804	4.2	216,518	1.6	889,322	8,788	3.0	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
Cumbria Tourist Board Allerdale BC Barrow BC Carlisle CC Copeland BC
Eden DC South Lakeland DC LDNP Business Link Cumbria Connexions Cumbria FE Colleges

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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	13	0.6	48	3	0.9	0.0
Barrow in Furness	1,209	7.3	327	1.9	1,536	35	4.6	0.1
Carlisle	1,205	3.8	370	1.3	1,575	9	2.6	0.0
Kendal	192	1.2	82	0.6	274	-9	0.9	0.0
Keswick	32	1.5	15	0.5	47	7	0.9	0.1
Penrith	132	1.3	52	0.6	184	10	1.0	0.1
Whitehaven	1,295	6.1	375	2.6	1,670	33	4.7	0.1
Windermere	45	0.8	28	0.4	73	4	0.6	0.0
Workington	1,228	7.7	373	2.7	1,601	10	5.4	0.1

Local Authority Districts

LOCAL AUTHORITY DISTRICTS	Male		Female		All Persons			
	Number	Rate	Number	Rate	Number	Monthly Change	Rate	Monthly Change
Allerdale	1,326	6.6	409	2.2	1,735	21	4.5	0.0
Barrow in Furness	1,034	9.6	263	2.1	1,297	30	5.6	0.1
Carlisle	1,099	3.7	335	1.3	1,434	5	2.6	0.1
Copeland	1,334	6.2	389	2.6	1,723	34	4.7	0.0
Eden	191	1.3	74	0.7	265	15	1.0	0.0
South Lakeland	416	1.5	176	0.7	592	-1	1.1	0.0

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	Unemployment by Ward - Nov 01						Nov-00 Total	Yr-on-Yr Change
	Unemployment Totals			Unemployment Percentages				
	Male	Female	Total	Male	Female	Total		
CARLISLE								
Arthuret	29	11	40	3.4	1.8	2.7	33	7
Belah	56	18	74	2.9	1.1	2.1	81	-7
Belle Vue	84	16	100	5.3	1.3	3.5	106	-6
Botcherby	109	38	147	7.5	3.2	5.6	152	-5
Brampton	40	21	61	3.8	2.8	3.4	61	0
Burgh	12	3	15	1.8	0.6	1.3	20	-5
Currock	84	23	107	5.1	1.7	3.6	125	-18
Dalston	14	4	18	2.2	0.9	1.7	26	-8
Denton Holme	74	17	91	4.6	1.3	3.1	107	-16
Great Corby & Geltsdale	8	8	16	1.5	2.1	1.7	7	9
Harraby	61	17	78	3.6	1.3	2.6	76	2
Hayton	10	5	15	1.6	1.1	1.4	15	0
Irthing	14	8	22	2.2	2.0	2.1	26	-4
Lyne	8	3	11	1.1	0.7	1.0	8	3
Morton	54	13	67	4.9	1.4	3.3	84	-17
St Aidans	86	28	114	5.1	2.0	3.7	123	-9
St Cuthbert Without	11	2	13	2.1	0.5	1.4	12	1
Stanwix Rural	15	10	25	1.1	1.0	1.0	50	-25
Stanwix Urban	89	20	109	5.9	1.7	4.0	101	8
Trinity	83	16	99	5.5	1.3	3.6	99	0
Upperby	90	28	118	6.4	2.5	4.7	127	-9
Wetheral	14	8	22	1.3	1.0	1.2	18	4
Yewdale	54	18	72	2.5	1.0	1.8	86	-14
COPELAND								
Beckermet	29	11	40	3.2	1.7	2.6	53	-13
Bootle	7	3	10	1.6	1.1	1.4	13	-3
Bransty	55	27	82	4.6	3.1	4.0	65	17
Cleator Moor North	109	23	132	7.8	2.5	5.7	125	7
Cleator Moor South	71	20	91	8.1	3.3	6.2	101	-10
Distington	39	14	53	5.8	3.0	4.7	62	-9
Egremont North	105	38	143	8.0	4.2	6.4	140	3
Egremont South	65	14	79	7.0	2.2	5.0	80	-1
Ennerdale	21	12	33	3.6	2.7	3.2	35	-2
Frizington	57	21	78	7.5	4.4	6.3	103	-25
Gosforth	7	7	14	1.5	2.3	1.8	8	6
Harbour	111	30	141	11.6	4.9	9.0	174	-33
Haverigg	13	5	18	4.4	2.6	3.7	21	-3
Hensingham	73	22	95	6.8	2.7	5.0	93	2
Hillcrest	36	11	47	3.1	1.2	2.2	55	-8
Holborn Hill	45	10	55	6.2	1.9	4.4	65	-10
Howgate	63	14	77	7.3	2.3	5.3	88	-11
Kells	47	10	57	6.6	1.9	4.6	60	-3
Melthwaite	10	3	13	2.2	1.1	1.7	14	-1
Millom Without	12	1	13	3.2	0.4	2.1	14	-1
Mirehouse East	47	7	54	7.7	1.7	5.2	61	-7
Mirehouse West	88	25	113	13.3	5.7	10.3	127	-14
Newtown	63	24	87	6.1	3.5	5.0	94	-7
St. Bees	16	3	19	3.3	0.9	2.4	18	1
Sandwith	129	31	160	17.1	6.9	13.3	180	-20
Seascale	16	3	19	3.3	0.9	2.3	19	0

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PERFORMANCE FOR PERIOD OF CHRISTMAS PROMOTIONAL ACTIVITY

THE LANES

- 1.0 **Lanes Footfall:** for 8 week period from week commencing 5th November until week ending 30th December
- : No. of customers to Lanes : 2.2 million
- 2.0 **No. of Customers on Sundays** (average number per Sunday over 7 Sundays from 18th November – 30th December.
- Average No. per Sunday: 28,300
- 3.0 Estimated increase in footfall compared to last year is +20%.

MAJOR RETAILERS

The following stores were contacted and provided an indication of the level and nature of trading during November/December: Marks & Spencer, Boots, W H Smith, House of Fraser, BHS, Wilkinson, Debenhams, Bulloughs. The comments were:

“Ahead of expectations – particularly strong December”

“Better than last year, met this year’s bigger target, best performance in our trading area (Scottish)”

“Very good trading period”

“Met all our targets and exceeded some”

“Very pleased with our growth in new customers, we’ve exceeded our anticipated budget”

“Very good November and December – very happy”

“Very happy – last three weeks of December were particularly strong”

“Tremendous – 25% increase on last year for period 17th-29th December and 11% increase for period 5th November – 29th December.”

CITY CENTRE : 2001 CHRISTMAS PROMOTION
- SUMMARY OF ACTIVITY AND PERFORMANCE

1.0 Promotional Activity (Nov-Dec)		
	Production of Leaflets (20,000) +distribution	
	Production of Posters (500) + distribution	
	Production and erection of banners (58)	
	Mailout of 2000 Postcards to coach companies	
	Advertising Local & regional newspapers	
	CFM	
		Sub-Total £15,200
2.0 Christmas Features		
	Nativity/Angels/New Lights	
	(Also Laser Show provided by Spirit of Cumbria Fund (not included in these costings))	
		Sub-Total £10,500
3.0 Street Entertainment		
	Bands/Choirs/Entertainment	
		Sub-Total £3,500
4.0 Switch On/Associated Entertainment		
	Stage/Lighting	
	Talent Competition	
	Entertainment	
	Security/Barriers	
		Sub-Total £3,200
		Total Cost £32,400

SOURCES OF FUNDING

	£
City Centre Marketing Initiative *1	11,100
Carlisle City Council	6,400
Spirit of Cumbria Fund	6,000
Income from Car Launches	2,500
Income from Children's Rides (Pre Nov.)	1,600
Income from Pot Fair	2,000
Story Construction Sponsorship	1,500
City Centre Business (support for floral baskets) *2	650
News & Star	650
	<u>£32,400</u>

- *1 Cost shared between City Council and City Centre Marketing Group
 *2 Support received from ten establishments.

ECONOMIC DEVELOPMENT UNIT UPDATE

LONGTOWN MARKET TOWN INITIATIVE

The Economic Development Unit continues to support the Longtown Economic Task Group.

The visit of the Chairman of the North-West Regional Assembly in October resulted in officers from the Assembly and the North-West Shires Policy Unit contributing to a special meeting of the Task Group on November 30th at which the 'Achievable Priorities' for Longtown over the next 5 years were discussed.

Representatives of the Regional Development Agency, the Cumbria Rural Enterprise Agency and the Cumbria Inward Investment Agency also attended.

The outcome of the meeting was an economic SWOT analysis and a list of the Group's priority actions under the following headings [1] What is needed to improve & develop Longtown as a centre for Tourism, services, shopping etc; [2] What will improve the prospects for existing local businesses and help Longtown prepare for the future.

These opinions will be used to help build up the Action Plan for Longtown under the Market Town Initiative

The Unit has also been working with the Small Business Service to gather the views of the wider Business community in the Longtown area. Questionnaires have been circulated and the views expressed in these will also help inform the proposals in the forthcoming Action Plan.

A meeting of the Task Group in December considered what could be done in the short term using funds that could be accessed this year without waiting for the Market Town Initiative Action Plan to be approved. Two ideas are being developed. The first is a promotional event provisionally titled 'Longtown - Open for Business' and the second idea involves the improvement of the approaches to Longtown