

**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 16 February 2004 to 17 May as follows:

### **Carlisle – The Christmas City 2004**

Carlisle City Council have once again been successful in attracting funding from the North West Development Agency for the 2004 Christmas promotion. £30,000 has been granted, via Cumbria Tourist Board for the project. Story Construction have also kindly agreed to sponsor the event again with £5,000, along with the City Centre's main retailers. This will enable the City Council to build on last year's success and continue to aim for positioning Carlisle – the Christmas City as the best tourism offer and Christmas shopping experience in the region.

### **2. Hadrian's Wall Tour and Border Heritage Trail**

The Audio Visual Guide, which combines an in depth interpretation of the section of Hadrian's Wall between Birdoswald and Carlisle, and the Border Heritage Trail, with the Global Positioning System will commence detailed trialling within the next two weeks. A working group comprising – City Council officers, local accommodation providers, attraction operators and the consultants who have developed the devices – has been set up to see how this new initiative can be used and marketed to the best effect.

### **3. Employment Alternatives**

An application was made to the Carlisle Area Committee for £2,800 to support the Employment Alternatives Programme. £2,000 of this will go towards the forthcoming programme for 2004 -2005 and £800 towards the additional costs incurred by the programme in delivering emergency redundancy support to those facing job losses at Penguin Confectionery and Stead McAlpin.

The current programme of Employment Alternatives has just come to an end. A total of 369 people have been assisted of whom 163 were from Carlisle, 88 from Eden and 118 from South Lakeland.

In addition to the people assisted at Stead McAlpin and Penguin, 18 students from the Cumbria Institute of the Arts were assisted with advice on running their own business.

Applications are now being prepared for the next programme for which the estimated budget is £50,000. The City Council's contribution is presently £6,500.

#### **4. Young Enterprise**

I was privileged to attend the Young Enterprise Carlisle Area Board Final Presentation evening on 29 April 2004.

Over the last eight months 160 young people from :-

North Cumbria Technology College

Nelson Thomlinson School

James Rennie School

Morton School

William Howard School

Caldew School

Austin Friars

St Aidans County High School (three companies)

The young people concerned set up a business, raise capital and have to make and sell products. The competition involves trade fairs and exhibitions at which the companies are judged by representatives of local businesses. They are also required to make a final presentation to an audience of around 150. To help, each team is supported by volunteer advisers.

This years competition was extremely tight. The overall winner was Panacea from Nelson Thomlinson. However, the Board took the exceptional decision of awarding a second place prize to The Vision from Morton School as they were so close. The Vision were advised by Georgina Ternant and Les Tickner from the City Council. In total 9 officers of the city council acted as advisers to Young Enterprise companies, giving up one lunch time per week to attend meetings in schools.

James Rennie won the Carlisle Area Board Award for the team that had best captured the spirit of Young Enterprise.

The City Council provides £1,500 of support to the Carlisle Area board of Young Enterprise.

## **5. Carlisle Conference Group**

The final year end statistics from 1 April 2003 to 31 March 2004 make very positive reading, with a percentage increase in all recorded areas, the conversion rate from enquiry to booking of 67%. The Rotary District 1020 event held in October 2003, generated £64,768.01 or, 59% of the total revenue for the year of £174,308.98. This event was efficiently managed, operated and serviced and clearly proves that Carlisle has the potential & capability to attract / secure this type of large-scale event.

In addition, there were a number of other successes, including:

Attending Crème 2003 at the G-Mex in Manchester. This show proved to be an excellent profiling event and our attendance was only possible from funding received through the Rural Development Programme as part of the project to investigate the best way of growing our conference product. (This initiative was only possible from the funding received from the Rural Development Programme and is a joint initiatives with Eden).

We hosted our 2<sup>nd</sup> Corporate Raceday, which was deemed such an excellent opportunity to network and introduce guests to the CCG service, that we are planning our 3<sup>rd</sup> event for later in 2004.

From 24 – 26 Feb we attended International Confex on a stand-sharing basis with Best Northern Hotels. The CCG officer was present and we were able to sell the benefits of hosting an event in Carlisle as well as rack the CCG Brochure.

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13/05/2004

## Monthly Unemployment Briefing – April 2004

The April 2004 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) fell by 48,000 in the 3 months to March 2004, giving a total of 1.41m. The jobless rate was 4.7%, down 0.2 from the three months to December 2003 and the lowest since records began in 1984.

The *seasonally adjusted* claimant count for the UK is 876,300, a fall of 6,000 from last month and the lowest since August 1975. The rate is unchanged at 2.4%.

### The Claimant Count (not seasonally adjusted)

The number of people out of work and claiming benefit across the UK fell by 26,802 to 905,226. The number of people out of work and claiming unemployment benefit in Cumbria fell by 182 to 5,905. The male claimant count in Cumbria fell by 133 and the female claimant count fell by 49. The number of claimants fell in all Local Authority Districts and all Travel to Work Areas except Workington TTWA where the count rose by 11.

### 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 down 0.1 at 2.5%.

**Cumbria residence rate** – was down 0.1 at 2.0%, 0.5 below the UK rate.

**Cumbria male residence rate** – was down 0.1 at 2.9%, 0.7 below the UK male rate.

**Cumbria female residence rate** – was down 0.1 at 1.0%, 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.

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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	4467	2.9	1438	1.0	5905	2.0	-182	-0.1
North West	81067	3.8	25189	1.3	106256	2.6	-3224	-0.1
United Kingdom	675663	3.6	229563	1.3	905226	2.5	-26802	-0.1
Great Britain	651224	3.6	222311	1.3	873535	2.5	-26075	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	990	3.4	328	1.2	1318	2.3	-10	-0.1
Barrow in Furness	992	4.4	227	1.1	1219	2.8	-37	-0.1
Carlisle	919	2.9	362	1.2	1281	2.1	-40	-0.1
Copeland	1019	4.5	301	1.5	1320	3.1	-14	-0.1
Eden	155	1.0	66	0.5	221	0.7	-22	-0.1
South Lakeland	392	1.3	154	0.5	546	0.9	-59	-0.1

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	36	0.8	17	0.4	53	0.6	-6	-0.1
Barrow-in-Furness	1179	4.0	297	1.1	1476	2.7	-56	-0.1
Carlisle	990	2.8	393	1.2	1383	2.0	-52	-0.1
Kendal	160	0.9	72	0.4	232	0.7	-33	-0.1
Keswick	13	0.4	10	0.4	23	0.4	-6	-0.1
Penrith	95	0.9	42	0.5	137	0.7	-19	-0.1
Whitehaven	984	4.5	287	1.5	1271	3.1	-18	-0.1
Windermere	41	0.7	10	0.2	51	0.4	-7	-0.1
Workington	942	4.1	304	1.4	1246	2.8	11	0.0

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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	1147	4.2	282	1.1	1429	2.7	-58	-0.1
Carlisle	795	3.3	308	1.4	1103	2.4	-36	-0.1
Copeland	1019	4.5	301	1.5	1320	3.1	-14	-0.1
Penrith & The Border	341	1.2	148	0.6	489	0.9	-37	-0.1
Westmorland & Lonsdale	237	0.9	99	0.4	336	0.7	-38	0.0
Workington	928	3.6	300	1.3	1228	2.5	1	0.0

For further information, please contact:

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	Unemployment by Ward – Apr 2004						Mar 2004	Monthly Change
	Unemployment Totals			Unemployment Rates				
	Male	Female	Total	Male	Female	Total		
<b>CARLISLE</b>								
Belah	30	18	48	1.6	1.0	1.3	49	-1
Belle Vue	65	32	97	3.7	1.9	2.8	101	-4
Botcherby	82	36	118	4.6	1.9	3.3	124	-6
Brampton	39	16	55	3.0	1.3	2.2	58	-3
Burgh	8	3	11	1.2	0.5	0.9	9	2
Castle	128	33	161	6.2	1.9	4.2	177	-16
Currock	65	40	105	3.4	2.2	2.8	108	-3
Dalston	15	7	22	0.9	0.5	0.7	21	1
Denton Holme	60	24	84	3.1	1.3	2.2	75	9
Great Corby and Geltsdale	4	1	5	0.6	0.2	0.4	5	0
Harraby	48	17	65	2.7	1.0	1.9	68	-3
Hayton	14	3	17	2.1	0.5	1.4	17	0
Irthing	8	4	12	1.2	0.7	0.9	10	2
Longtown & Rockcliffe	30	12	42	2.3	1.0	1.7	42	0
Lyne	4	1	5	0.6	0.2	0.4	11	-6
Morton	72	13	85	4.4	0.9	2.7	82	3
St Aidans	79	24	103	4.0	1.3	2.7	113	-10
Stanwix Rural	13	5	18	1.0	0.4	0.7	18	0
Stanwix Urban	23	8	31	1.3	0.5	0.9	28	3
Upperby	90	40	130	5.6	2.6	4.1	138	-8
Wetheral	12	11	23	1.0	1.0	1.0	20	3
Yewdale	28	14	42	1.4	0.7	1.1	45	-3

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