

**PORTFOLIO:**

**ECONOMIC DEVELOPMENT  
& ENTERPRISE**

Report of  
Portfolio Holder:

**COUNCILLOR  
MRS MARILYN BOWMAN**

## 1. JOBS FAIR

Carlisle City Council will be hosting a 'Jobs, Skills & Training' Fair at the Sands Centre Carlisle on Thursday 21<sup>st</sup> September between 10.00 am and 4.00 pm.

We previously held a similar event in February, which proved to be extremely successful. At the February event we had:

- ◆ Over 1300 members of the public attending the event
- ◆ Over 70 local employers attended the event
- ◆ Over 150 jobs were secured as a result of the fair
- ◆ Over 1000 application forms were distributed
- ◆ Over 300 individuals accessed some form of training

In view of the success of this event and due to demand from local employers, specifically in addressing their seasonal recruitment requirements, we have decided to run this event in September.

The aim of the fair is to

- ◆ Promote local employment both for Christmas and permanent vacancies
- ◆ Promote locally available training
- ◆ Provide advice and guidance on employment related issues

The event is completely free of charge, we do ask that exhibitors make a commitment to attend the fair from 10.00am to 4.00pm.

## 2. RETAIL ACADEMY

In partnership with The Lanes, we have developed a pilot programme '**Retail Academy @ The Lanes**' this will establish a pre-employment, new start and work based learning & training programme in partnership with a consortium of major retailers.

The '**Retail Academy @ the Lanes**' will be based within the city centre in the first instance. We are currently in negotiations with the landlords at the Lanes to secure a shop unit to situate a resource and learning base. This project has been successful in Edinburgh and most recently Glasgow

'Buchanan Galleries' where they have secured a rent free unit for 3 years. (Buchanan Galleries have the same landlord).

One of the major benefits of this project is that we will be pitching Carlisle alongside these two major retail centres. This base within the city centre retail district will be critical to the long- term success of the project. It will provide an access point aimed at attracting the maximum levels of interest from individuals but will also ensure that this project is situated within the core of our retail sector. This will enable the scheme to project an industry led image, encourage access from retailers themselves and reduce the barriers to entry for both prospective, new and existing employees.

### **3. DURANHILL BUSINESS NETWORK**

On Wednesday 2<sup>nd</sup> August 2006 representatives of Community Services and Development Services met with the 12 representatives of businesses on Durranhill Industrial Estate.

The objective of the meeting was two fold. Firstly, the meeting was attended by representatives of the Police Authority who gave a presentation on progress with the development of the new custody suite. They also outlined the plans for the development of a new divisional head quarters on Durranhill.

The main item on the agenda was to consult the businesses on the £200,000 enhancement budget released by the Executive in June. Officers from Community Services carried out a condition survey of the estate in December 2005 that identified problems with the carriageway, pavements and signage. However, the businesses felt that the most pressing issue was the problem of car parking provision on the estate and particularly the problems of parking on pavements along Brunel Way.

The results of the meeting were that businesses on the estate welcomed the announcement of the monies for enhancements and whilst agreeing with the priorities identified in the condition survey, the officers of

Community Services were asked to look at ways of alleviating the parking problems on the estate. It was agreed that the Durranhill Business Network would meet again in September to agree the final scheme of enhancement works.

**Councillor Mrs M Bowman**  
**Economic Development & Enterprise Portfolio Holder**

# Monthly Unemployment Briefing

31/08/06

## July 2006

The July 2006 jobless and claimant count figures were released by the Office for National Statistics today. The claimant count was taken on 13<sup>th</sup> July 2006.

### 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) rose by 92,000 in the 3 months to June 2006, giving a total of 1.68m. The jobless rate is 5.5% nationally (these data are not produced at local level).

The *seasonally adjusted* claimant count for the UK is 957,000, a rise of 2,000 from last month. The rate is unchanged at 2.6% nationally (these data are not produced at local level).

### The Claimant Count (not seasonally adjusted)

The number of people out of work and claiming benefit across the UK rose by 7,950 to 960,840. The number of people out of work and claiming unemployment benefit in Cumbria fell by 10 to 5,721. The male claimant count in Cumbria fell by 51 and the female claimant count rose by 41. The number of claimants rose in Allerdale (+2), Barrow (+16) and South Lakeland (+40) but fell in Carlisle (-15), Copeland (-48) and Eden (-5).

### 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 1.9%, 0.7 below the UK rate.

**Cumbria male residence rate** – was unchanged at 2.8%, 0.9 below the UK male rate.

**Cumbria female residence rate** – was unchanged at 1.0%, 0.5 below the UK female rate.

# Monthly Unemployment Briefing

## RESIDENCE-BASED CLAIMANT COUNT RATES – July 2006

**Table 1**

County/Region/Country – July 2006								
AREA	Male		Female		All Persons		All Persons Monthly Chg	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Cumbria	4,358	2.8	1,363	1	5,721	1.9	-10	0.0
North West	88,318	4.1	29,477	1.5	117,795	2.8	684	0.0
United Kingdom	701,905	3.7	258,935	1.5	960,840	2.6	7,950	0.0
Great Britain	681,124	3.6	251,067	1.4	932,191	2.6	6,725	0.0

**Table 2**

Local Authority Districts & Travel to Work Areas – July 2006								
DISTRICT/TTWA	Male		Female		All Persons		All Persons Monthly Chg	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
<b>District</b>								
Allerdale	925	3.1	275	1.0	1,200	2.1	2	0.0
Barrow in Furness	943	4.3	276	1.4	1,219	2.9	16	0.0
Carlisle	1,080	3.3	328	1.1	1,408	2.2	-15	0.0
Copeland	922	4.0	262	1.3	1,184	2.7	-48	-0.1
Eden	155	0.9	69	0.5	224	0.7	-5	0.0
South Lakeland	333	1.1	153	0.5	486	0.8	40	0.1
<b>Travel to Work Area</b>								
Appleby	32	0.7	21	0.6	53	0.6	3	0.0
Barrow-in-Furness	1,083	3.7	335	1.3	1,418	2.5	23	0.0
Carlisle	1,162	3.2	362	1.1	1,524	2.2	-10	0.0
Kendal	152	0.8	83	0.5	235	0.7	26	0.1
Keswick	20	0.6	11	0.4	31	0.5	13	0.2
Penrith	109	1.0	43	0.5	152	0.8	-5	0.0
Whitehaven	896	4.1	248	1.3	1,144	2.8	-47	-0.1
Windermere	38	0.6	8	0.1	46	0.4	9	0.1
Workington	849	3.7	247	1.2	1,096	2.5	-16	0.0
Lancaster and Morecambe	1,343	2.9	474	1.1	1,817	2.0	61	0.1

**Table 3**

Parliamentary Constituencies – July 2006								
CONSTITUENCY	Male		Female		All Persons		All Persons Monthly Chg	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
Barrow & Furness	1,063	3.9	327	1.3	1,390	2.7	24	0.0
Carlisle	949	4.0	282	1.3	1,231	2.7	-5	0.0
Copeland	922	4.1	262	1.3	1,184	2.8	-48	-0.1
Penrith & The Border	359	1.3	141	0.6	500	1.0	-15	0.0
Westmorland & Lonsdale	213	0.8	102	0.4	315	0.6	32	0.1
Workington	852	3.3	249	1.1	1,101	2.2	2	0.0

*NB: Rates are of the resident working age population*

## Monthly Unemployment Briefing

**Table 4**

Key Service Centres & Other Areas – July 2006								
AREA	Male		Female		All Persons		All Persons Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
<b>Key Service Centres</b>								
Alston KSC	14	2.0	2	0.3	16	1.2	-4	-0.3
Ambleside KSC	5	0.5	1	0.1	6	0.3	-1	0.0
Appleby KSC	8	0.9	5	0.7	13	0.8	3	0.2
Aspatria KSC	35	3.5	20	2.2	55	2.9	2	0.1
Barrow KSC	851	4.6	246	1.5	1,097	3.1	9	0.0
Brampton KSC	44	3.5	7	0.6	51	2.1	3	0.1
Carlisle KSC	878	4.2	266	1.3	1,144	2.8	-21	-0.1
Cleator Moor KSC	117	5.4	31	1.6	148	3.5	8	0.2
Cockermouth KSC	47	2.0	16	0.7	63	1.3	6	0.1
Dalton in Furness KSC	92	2.3	30	0.8	122	1.6	7	0.1
Egremont KSC	100	4.0	35	1.5	135	2.8	-10	-0.2
Grange KSC	10	1.1	3	0.3	13	0.7	3	0.2
Kendal KSC	89	1.0	45	0.6	134	0.8	14	0.1
Keswick KSC	11	0.7	5	0.3	16	0.5	7	0.2
Kirkby Lonsdale KSC	3	0.4	3	0.4	6	0.4	-2	-0.1
Kirkby Stephen KSC	8	1.1	8	1.2	16	1.1	3	0.2
Longtown KSC	27	2.1	13	1.2	40	1.7	-4	-0.2
Maryport KSC	220	5.9	59	1.7	279	3.9	-19	-0.3
Millom KSC	78	2.8	32	1.6	110	2.3	-13	-0.3
Milnthorpe KSC	10	1.6	4	0.7	14	1.1	0	0.0
Penrith KSC	75	1.6	24	0.6	99	1.1	-9	-0.1
Silloth KSC	26	2.8	8	0.9	34	1.9	7	0.4
Ulverston KSC	103	2.9	41	1.3	144	2.1	8	0.1
Whitehaven KSC	431	5.4	101	1.4	532	3.5	-19	-0.1
Wigton KSC	55	3.5	18	1.2	73	2.3	3	0.1
Windermere KSC	18	0.7	4	0.2	22	0.5	4	0.1
Workington KSC	371	4.8	88	1.2	459	3.1	-16	-0.1
<b>West Cumbria Partnership Areas</b>								
Cleator Moor WCP	192	4.9	46	1.3	238	3.2	2	0.0
Cockermouth WCP	77	1.7	31	0.7	108	1.2	11	0.1
Egremont Rural WCP	141	2.7	53	1.2	194	2.0	-12	-0.1
Keswick WCP	12	0.6	5	0.3	17	0.4	7	0.2
Maryport WCP	234	4.9	67	1.5	301	3.3	-18	-0.2
North Allerdale WCP	172	2.2	71	1.0	243	1.6	16	0.1
South Copeland WCP	88	2.4	36	1.3	124	1.9	-12	-0.2
Whitehaven WCP	501	5.2	127	1.4	628	3.4	-26	-0.1
Workington WCP	430	4.3	101	1.1	531	2.8	-14	-0.1
<b>Health Areas</b>								
Carlisle City South (Health)	855	4.7	252	1.5	1,107	3.1	-17	0.0
Cockermouth & Keswick (Health)	89	1.3	36	0.6	125	1.0	18	0.1
Maryport (Health)	234	4.9	67	1.5	301	3.3	-18	-0.2
Mid Copeland (Health)	333	3.7	99	1.2	432	2.5	-10	-0.1
North Allerdale (Health)	172	2.2	71	1.0	243	1.6	16	0.1
South Copeland (Health)	88	2.4	36	1.3	124	1.9	-12	-0.2
Whitehaven (Health)	501	5.2	127	1.4	628	3.4	-26	-0.1
Workington (Health)	430	4.3	101	1.1	531	2.8	-14	-0.1
<b>Other Areas</b>								
Keswick Market Town Initiative	14	0.5	11	0.5	25	0.5	10	0.2
Longtown Market Town Initiative	35	1.8	18	1.1	53	1.5	-3	-0.1
Penrith Market Town Initiative	114	1.0	50	0.5	164	0.8	-3	0.0
Lake District National Park (wards)	118	0.7	53	0.4	171	0.6	27	0.1

*NB: Rates are of the resident working age population*

# Monthly Unemployment Briefing

**Table 5**

Wards – July 2006								
WARD	Male		Female		All Persons		All Persons Monthly Change	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
<b>CARLISLE</b>								
Belah	31	1.7	10	0.6	41	1.1	3	0.1
Belle Vue	73	4.2	28	1.7	101	3.0	-4	-0.1
Botcherby	100	5.8	46	2.5	146	4.1	1	0.0
Brampton	44	3.5	7	0.6	51	2.1	3	0.1
Burgh	16	2.5	1	0.2	17	1.4	-2	-0.2
Castle	129	6.3	23	1.3	152	4.0	0	0.0
Currock	89	4.8	29	1.6	118	3.2	-6	-0.2
Dalston	24	1.5	7	0.5	31	1.0	4	0.1
Denton Holme	72	3.8	22	1.2	94	2.5	6	0.2
Great Corby and Geltsdale	5	0.8	5	0.8	10	0.8	0	0.0
Harraby	81	4.6	21	1.3	102	3.0	-2	-0.1
Hayton	8	1.2	1	0.2	9	0.7	-1	-0.1
Irthing	13	1.9	2	0.3	15	1.2	2	0.2
Longtown & Rockcliffe	27	2.1	13	1.2	40	1.7	-4	-0.2
Lyne	8	1.2	5	0.9	13	1.1	1	0.1
Morton	82	5.1	10	0.7	92	3.0	-12	-0.4
St Aidans	75	3.9	29	1.6	104	2.8	-4	-0.1
Stanwix Rural	13	1.0	7	0.6	20	0.8	-6	-0.2
Stanwix Urban	24	1.4	14	0.9	38	1.2	6	0.2
Upperby	111	7.1	31	2.0	142	4.6	-3	-0.1
Wetheral	11	0.9	3	0.3	14	0.6	-6	-0.3
Yewdale	43	2.2	13	0.7	56	1.5	7	0.2

Note: The resident working age population for Haverigg ward includes those within Haverigg Prison.

*NB: Rates are of the resident working age population*

For definitions of areas or for further information, please contact  
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Copies of previous releases, together with other labour market and economic data, can be found on the following website: <http://www.cumbria.gov.uk/factsandfigures/>