



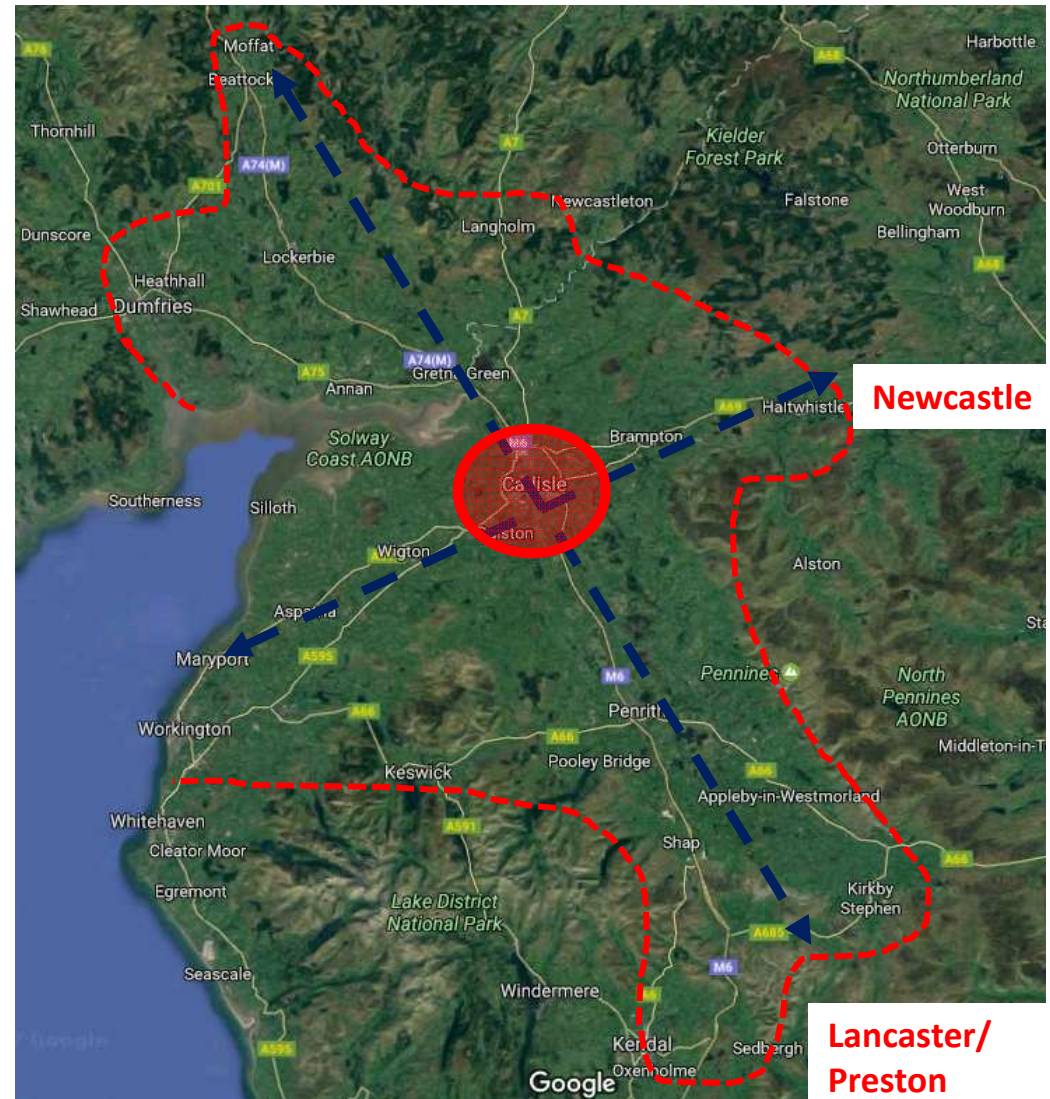
Carlisle Sector Study: Emerging Findings

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Carlisle in context

- Communications cross roads (N/S, E/W)
- Centre of large sub-regional catchment - "Borderlands"
- Most stand alone city in England?



Identifying sectors

- Number of jobs and evidence of growth
- Relative concentration of sector compared to other areas (the Northern Powerhouse as a whole)
- Business numbers and employers
- GVA per job based
- Growth prospects
- Policy Fit

Current key “export” sectors

	JOB	SPECIALISATION
Logistics and warehousing	4,600	1.8
Food and drink man. <i>(all manufacturing)</i>	2,500 5,400	2.5 0.9
Construction and related	2,700	1.1
Agricultural and related	1,800	4.3
Overall around 20% to 25% of the economy		

“Supporting” sectors

	JOB	SPECIALISATION
Retail and leisure	13,800	1.2
Health and social care	9,300	1.1
Professional and business services	7,600	0.7
Overall around 55% of the economy		

“Ambition” sectors

- IT/digital (and media/creative):
 - Small base
 - Very “under-represented” (by at least 50% compared to the Northern Powerhouse)
 - Tend to be focussed in the big cities
 - Yet key growth sectors nationally

Any questions?