

CUMBRIA ECONOMIC BULLETIN

September 2010

A JOINT PUBLICATION


University of Cumbria
Centre for Regional Economic Development

Cumbria
 **Intelligence**
Observatory

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INTRODUCTION

Welcome to the September 2010 edition of the *Cumbria Economic Bulletin*.

For the benefit of new users, the Bulletin is jointly produced by the Centre for Regional Economic Development (CRED), at the University of Cumbria in Carlisle, and the Cumbria Intelligence Observatory (CIO). The aim of the Cumbria Intelligence Observatory (CIO) is to bring together existing research and analysis resources throughout Cumbria, working jointly with partners to provide information and intelligence for Cumbria. The Bulletin is intended to contain data relevant to the County for the benefit of a broad readership, but especially for policy makers, industrialists and academics.

We would like to take the opportunity to point out that a monthly unemployment and claimant count/rate briefing can be supplied via an *e-mail* distribution list. Names can be added to this list on request by e-mail to ginnym@investincumbria.co.uk. The monthly briefings are also posted on the Observatory website www.cumbriaobservatory.org.uk. In addition, a Monthly Economic Briefing is produced by The Cumbria Intelligence Observatory. The Briefing highlights key information of relevance to the international, national and local economy and can also be accessed from the Observatory website www.cumbriaobservatory.org.uk. Names can also be added to the Briefing's email distribution list on request by emailing: stuart.frank@cumbriacc.gov.uk

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We hope that you will find the Bulletin interesting and informative.

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SECTION 1 MACRO ECONOMIC OVERVIEW

The global context

The global economy appears to be strengthening. In July the International Monetary Fund (IMF) acknowledged that the world economy had expanded slightly better than it predicted in its World Economic Outlook of April. This growth of over 5% during the first quarter of 2010 is mostly due to the robust growth in Asia with modest but steady recovery in most advanced economies. There is still turbulence in the financial markets with fiscal sustainability, policy responses and future growth prospects casting a cloud over the future outlook. The continuing situation in Greece highlights the difficulties still to be faced within the vulnerable euro area economies. The IMF suggests that:

*'in the near term the extent and type of fiscal adjustment should depend on country circumstances, particularly the pace of recovery and the risk of a loss of fiscal credibility, which can be mitigated by the adoption of credible medium term consolidation plans.'*¹

National Context in the UK

There are signs of a national economic recovery; National Statistics have reported Gross Domestic Product (GDP) has increased 1.2% on Quarter 1 of 2010 and 1.7% on the previous year. This increase in GDP is reflected in an annual increase in manufacturing output (3.8%) and a slightly lower annual increase in the service sector (1.6%). Labour market conditions have improved. Using the ILO definition, the unemployment rate fell 0.2% on the previous quarter which brought it down to last year's previous rate of 7.8%. In September the Bank of England maintained the Bank Rate set in March 2009 at 0.5% and the size of the Asset Purchase Programme (Quantitative Easing) remained at £200 Billion, the figure set in November 2009.

However, reflecting the IMF global observations that the UK recovery is intermittent, the Bank of England recently reported that despite a substantial depreciation in sterling, the UK trade performance appeared to be disappointing. UK companies seemed to be taking time to switch resources towards the production of tradable goods and services. Based on the stimulus from the monetary policy, a further expansion in world demand and the past depreciation of sterling, the bank predicts a lower level of growth in GDP in the next two years. However the Bank adds that:

*'growth is likely to be tempered by the continuing fiscal consolidation and the persistence of tight credit conditions.'*²

Both the TUC and the CBI have strong opinions on how the government should maintain the balance between the need for fiscal credibility and planning for medium term growth. The TUC argue that the job losses due to the public spending cuts in the comprehensive spending review could lead to a double dip recession.³

The CBI acknowledges the need for cuts in government spending but caution that the government must not endanger the country's long term growth prospects by cutting investment in infrastructure:

¹ IMF World Economic Outlook Update July 2010

² Bank of England Inflation Report August 2010

³ 'Spending cuts will kill jobs and growth prospects' <http://www.tuc.org.uk/economy/tuc-18391-f0.cfm> 27Aug 2010

*'Just as we're absolutely sure about the need to reduce the deficit, there's also a certainty that failing to prioritise infrastructure spending in the CSR (Comprehensive Spending Review) would be short sighted in the extreme'*⁴

Regional and local context

The County has started to see the first impacts on the recovery with unemployment for the period Jan-Jul 2010 falling in Cumbria by 13.1% which is similar to the national fall of 12.9% and slightly below the North West fall of 14%. It should be remembered that we are affected by seasonal trends especially in our tourist areas and 12 month unemployment trends show Cumbria lagging (see Section 4).

This growth in the private sector may well be tempered by the effect on the local public sector of cuts in public spending culminating in the Comprehensive Spending Review in October; this is discussed further in section 10.

One of the major new initiatives of the new coalition government is the replacement of the former Regional Development Agencies with Local Enterprise Partnerships (LEPs). The CBI sees the balance of fiscal credibility and planning for medium term growth as a concern at local level questioning the government policy on LEPs and seeking assurance that they will not become too fragmented to:

*'offer adequate strategic direction, and as to whether they'll be genuinely business-led and focused on sustainable economic growth.'*⁵

The British Chambers of Commerce (BCC) has been more positive about LEP and is working closely with the Secretary of State for Communities and Local Government. David Frost, Director General of the BCC commenting on the BCC involvement with LEPs said:

*"The future of our local economies – from Cornwall to Carlisle – hinges on the growth of the wealth-generating private sector. The Secretary of State and I are in complete agreement on this point."*⁶

The Daily Telegraph reports that 56 bodies have stepped forward to form the new LEPs, these smaller bodies will not have exactly the same duties as the RDAs with BIS taking control of *'trade and investment promotion, [industry] sector leadership, innovation, business support and access to finance'* –meaning a relatively limited remit and smaller budgets for LEPs.⁷

Regeneration and Renewal identify the eight bodies bidding for LEPs in the North West as Cheshire and Warrington; Cumbria; Fylde Coast, Lancashire; Greater Manchester; Lancashire; Liverpool City-Region; Pennine Lancashire and the Peel Group⁸ (A specialist LEP that could work alongside Cheshire and Warrington; Greater Manchester and Liverpool LEPs).⁹ Not all these bids will be successful; a BIS spokeswoman stated that: *"If proposals are in conflict, then clearly it would need more work so things became more clear."* The eventual split of LEPs based on these bids could have significant impact on the administrative geography of the NW region and the balance of resources available to different sub-regions.

In order to offer future strategic direction, these LEP will have to monitor their economic situation. In Section 8 we highlight how since 2004 the Cumbria Intelligence

⁴ CBI press release 9 Sept. 2010

⁵ CBI press release 9 Sept. 2010

⁶ 'Pickles:Chambers of Commerce at heart of new local growth arrangements'

http://www.britishchambers.org.uk/zones/policy/press-releases_1/pickles-chambers-of-commerce-at-heart-of-new-local-growth-arrangements.html 23 July 2010

⁷ 'Fragmented and partisan' Local Enterprise Partnerships worry business owners' Telegraph UK 13 Sep 2010

⁸ 'Peel agrees to drop independent LEP plans' <http://www.regen.net/resources/bigIssues/article/1027385/Peel-agrees-abandon-independent-LEP-plans/> 9 Sept 2010

⁹ LEPs lists of bids in full by region' <http://www.regen.net/resources/bigIssues/article/1027494/LEPs-list-bids-full-region/> 9Sept 2010

Observatory has achieved this and we give a brief overview of the issues the LEP for Cumbria might face.

Section 9 sets out arguments to justify a Cumbrian Local Enterprise Partnership, by the time of the next bulletin we should know the shape of the LEP representing our area and the functions it will be expected to fulfil.

SECTION 2 SELECTED NATIONAL ECONOMIC INDICATORS

Table 2.1: Economic Indicators

Economic Indicator	Level	Change on		
		previous month	previous quarter	year earlier
Gross Domestic Product (Q2 2010)	n/a		1.2%	1.7%
Manufacturing output (Jun.2010)	n/a		1.6%	3.8%
Service sector output (Jun.2010)	n/a		0.7%	1.6%
Headline annual inflation (RPI) (Jul,2010)		-0.2%		4.8%
Underlying annual inflation (RPIX ¹⁰) (Jul,2010)		-0.3%		4.8%
Base (Repo) interest rate (end Aug. 2010)	0.5%			
UK claimant count (Jul 2010)	1.461m		-50,800	-120,400
UK ILO unemployment rate (3 months to Jun.10)	7.8%		-0.2%	0.0%
Whole economy productivity (Q1 2010)	n/a		0.6%	1.3%
Manufacturing productivity (Q1 2010)	n/a		3.7%	7.5%
Halifax house prices (July,2010)	n/a	0.6%		4.9%
Sterling effective Exchange Rate Index (Jan. 2005=100) (end Jul.2010)	81.49	0.37%	2.47%	-2.72%

Sources: National Statistics; Bank of England Online statistics;
www.lloydsbankinggroup.com/media1/research/halifax_hpi.asp?WT.ac=MHPER [Accessed 31.08.10]
<http://www.bankofengland.co.uk/mfsd/iadb/Index.asp?first=yes&SectionRequired=I&HideNums=-1&ExtraInfo=true&Travel=Nix>. [Accessed 31.08.10]

¹⁰ RPIX = Retail Price Index excluding mortgage interest payments

SECTION 3 CORPORATE CHANGE IN CUMBRIA

In the past six months, reported job gains (2,796) have exceeded the reported job losses (1,588) by nearly double, reversing the position that was recorded in the March 2010 issue of the Bulletin. This aggregate pattern, however, is characterised by marked variations between sectors (see Table 3.1). There have been significant job losses in Public Administration and Education that mirror those in the national picture and reflect growing austerity in the public sector. Losses have also been dominant in manufacturing. In contrast, there have been announcements of renewed job growth in the retail sector which have more than compensated for losses in other sectors.

Details of the sectoral distribution of reported job gains and losses can be seen in Table 3.1. As was seen in the previous six months (Sep. 2009-Feb. 2010), reported job losses in the manufacturing sector account for more than half the total reported job losses in the County. It is the reverse in the Retail sector which accounts for over two thirds (2,460) of all reported job gains.

Overall change in the Manufacturing sector has been strongly influenced by job losses announced at Sellafield (800). It should not be overlooked, however, that there have been a number of firms experiencing improved trading performance and growth in employment in this sector e.g. Glendawn Seafoods (30), Bells of Lazonby (20), Marl International (11) and AstSigns (10).

The net job gains in the Retail sector are dominated by announcements of current or future recruitment by the main supermarkets: Sainsbury's (500), Asda (350), Tesco (270), Booths (90) and Morrisons (50). In addition, there has been job growth in other national retail stores such as House of Fraser (100), Dunelm Mill (80), Home Bargains (30) and Poundland (30).

In contrast, several large employers in the public sector are seeking cuts in staffing so as to meet current or anticipated pressures to reduce expenditure. These include job losses at the University of Cumbria (160), Cumbria Constabulary (74), Allerdale Council (33) and Barrow Regeneration (11).

There are a number of jobs that are reported will come on stream if planning approval is gained. These include:

- Sainsbury plans to build a new supermarket in Kendal which would create 400 jobs if plans are approved.
- Up to 80 jobs will be created if plans to redevelop Whitehaven's former Sekers factory get the go-ahead. There would be a 58-space care home and a residential development consisting of 54 bungalows and 18 maisonettes.
- There would be 80 new jobs if plans are approved for a 66-room residential care home in Maryport being built by SJR Building Contractors Ltd.
- 50 jobs could be created at Maryport if Glendawn Seafoods' plans to build a new salmon processing plant are approved.
- Then Hospitality has drawn up plans for a 44-bed hotel which would create 42 jobs on the site of the former Moota Motel on the A595 near Cockermouth.
- If plans are approved, Wellburn Care Homes will spend over £2M turning Scalesceugh Hall near Carlisle into a 47-bed residential care home and build 6 "close care" homes also on the site, providing about 40 jobs.
- Plans for the conversion of the derelict Methodist church on Ennerdale Road, Cleator Moor into a 45-room residential care home would provide 6 jobs if they got the go-ahead.
- There are plans for a café and takeaway in a currently empty shop at 13 Viaduct Estate, Carlisle. It would trade as Bait Cabin and employ 3 people.

Table 3.1: Reported Jobs Gained and Lost by Standard Industrial Classification (SIC)

	Jobs	
	To be / gained	To be / lost
Mining and Quarrying	22-	-
Manufacturing	75	839
Electricity, Gas and Water Supply	42	-
Construction	70	-
Wholesale and Retail Trade; Repair of Motor Vehicles, Motorcycles and Personal and Household Goods	2,110	30
Hotels and Restaurants	58	-
Transport, Storage and Communication	95	121
Financial Intermediation	-	-
Real Estate, Renting and Business Activities	48	65
Public Administration and Defence; Compulsory Social Security	2	356
Education	-	177
Health and Social Work	94	-
Other Community, Social and Personal Service Activities	180	-
Totals	2,796	1,588

The data in this table is based on the author's allocations of reported jobs gains and losses to SIC codes and has not been verified by separate enquiry. Consequently, it should not be viewed as necessarily comprehensive or wholly accurate. Press reports generally do not identify how many jobs are full or part time, hence it is not possible to provide job numbers as Full Time Equivalents.

Table 3.2: Reported Jobs Gained and Lost – Breakdown

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
15-Mar-10	Dunelm Mill	Barrow	Retail	80		New home furnishings store.
15Mar-10	BPI Films Brampton	Brampton	Manufacturing		39	The firm which makes film wrap and stretch film for pallets is closing. The co. said that the Brampton "plant was outdated and had no viable future." (Cumberland News 15.3.10)
05-Apr-10	Pets at Home	Workington	Retail	11		A new £300,000 pet store has opened at Derwent Howe Retail Park.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
07-Apr-10	Home Bargains	Barrow	Retail	30		The discount food and household products chain is to open a second store in the town in a £500,000 investment on the Walney Rd. Retail Park.
07-Apr-10	Ethel Austin	Workington	Retail		8	The clothes shop has closed in part of the nationwide cull of many of their branches.
07Apr-10	Bargainbooktime	Workington	Retail	6		The discount book shop has opened.
08-Apr-10	Allerdale council	Allerdale	Public Administration		33	"47 FTE posts had to go but as 14 of these were already vacant, only 33 posts were proposed for redundancy; the vast majority being voluntary redundancies" as savings of £3.477M had to be made. (Cumberland News 8.4.10)
09-Apr-10	Dalton Court	Cockermouth	Health and Social Work	50		A new care home with 60 beds for residents needing nursing or dementia nursing care.
23-Apr-10	Lowca Holiday Park	Lowca	Other Community, Social and Personal Service Activities	180		A £90M holiday park is being built which will include 44 timber lodges, a 450-seat cinema/theatre, a mini supermarket, swimming pool and fitness centre, pub/diner, three take-aways, tennis courts and bowling greens.
23-Apr-10	The Las Vegas Strip	Carlisle	Hotels and Restaurants	50		A new city club has opened.
23-Apr-10	Border Toyota	Carlisle	Wholesale and Retail Trade	30		Opening a new showroom in Kingston, Carlisle. There will be a new business with another car manufacturer in addition to the Toyota and Lexus businesses.
27-Apr-10	North Atlantic Systems Ltd.	Barrow	Real Estate, Renting and Business Activities	8		The firm is a design and project management co. specialising in the provision of software programmes covering risk assessment and compliance issues.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
06-May-10	The Ormonde Windfarm	Walney	Electricity, Gas and Water Supply	25		A second windfarm off the coast of Walney is being built for Vattenfall, a Swedish state energy firm. It will supply 100,000 homes with electricity. The windfarm, costing £500M, has 30 turbines but "their 5MW of power means that they are the most powerful to be erected anywhere in the world so far." (Cumberland News 6.5.10)
06-May-10	F Brown (Carlisle)	Carlisle	Transport, Storage and Communication		35	Drivers made redundant due to part-closure affecting haulage side of the business to concentrate on its storage operation, saying that it was facing "historic haulage financial losses." (Cumberland News 22.3.10)
06-May-10	Ascott Transport Ltd.	Carlisle	Transport, Storage and Communication	18		The firm has taken on 10 drivers, 4 garage workers and four office staff.
11-May-10	Liberata	Barrow	Transport, Storage and Communication	55		The firm has recently won two new contracts and provides a council tax service for Barrow Borough Council and other local authorities.
14-May-10	Burlington Slate	Kirkby	Mining and Quarrying	22		The co. has opened its first ever showroom, costing £500,000 to build.
21-May-10	Kimberley-Clark	Barrow	Manufacturing	4		The paper mill has taken on these apprentices.
21-May-10	Pink Fig	Carlisle	Retail		2	The luxury homeware store has closed. The owners blamed the combination of extreme weather, the recession and their location.
22-May-10	University of Cumbria	Cumbria	Education		160	The University of Cumbria has to cut around 300 jobs (140 already reported in Cumbria Economic Bulletin Mar. 2010) to reduce financial deficit.
26-May-10	Asda	Workington	Retail	350		New supermarket opened at Dunmail Park.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
27-May-10	Carillon Training	Carlisle	Education		11	The centre offered courses to school leavers in bricklaying, joinery, plastering and painting & decorating but blames dwindling numbers for its closure.
27-May-10	A green-energy plant	Kirkbride	Electricity, Gas and Water Supply	5		A £2M plant will contain an anaerobic digester which will process farm slurry and manure, grass silage and other forage crops to create methane to generate power. A cooperative of farmers and Workington-based Community Renewable Energy North West (CORE) are behind the scheme.
19-Jun-10	Carlisle College	Carlisle	Education		6	One FT teaching post and admin & support jobs are affected. Part of an effort to cut their wage bill by 3.5% and £300,000 from spending.
21-Jun-10	Stobart Rail	Carlisle	Transport, Storage and Communication		29	"The co. is suffering a dip in work on its books." (Cumberland News 21.6.10)
23-Jun-10	Cumbria Constabulary	Cumbria	Public Administration and Defence		74	44 police officers and 30 civilian posts are to go due to a reduction in government grant of £1.1M.
24-Jun-10	Reays Coaches	Egremont	Transport, Storage and Communication	16		The firm is opening a new depot due to winning a 4 year contract to provide transport for staff at Sellafield.
25-Jun-10	Sellafield Ltd.	Sellafield	Manufacturing		800	The co. is seeking to save £100M next year and "continue a drive for greater degrees of efficient working." (Cumberland News 13.5.10). It hopes that these will be voluntary redundancies.
25-Jun-10	Nuclear Decommissioning Authority	Westlakes Science Park	Public Administration		90	60 of the 90 redundancies are at the Westlakes Science Park Head Quarters. The NDA wants to reduce its overhead and support costs across its site licence companies.
28-Jun-10	Glendawn Seafoods	Maryport	Manufacturing	30		Te co. reopened the Glendawn Fish Factory in May after Cumbria Seafoods moved to the North East.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
01-July-10	Marl International	Ulverston	Manufacturing	11		The firm which designs and supplies solid state, lower energy consuming LED lights for a range of sectors including railway trains and signals, warships, homes and gardens and lighthouse conversions has a growing order book.
01-Jul-10	Wildcat Marine	Bardsea	Transport, Storage and Communication	6		The co. is hiring another 6 shippers and crew. It runs crew transfer boats from Barrow docks taking wind farm staff and crews out to larger boats moored in Barrow.
02-Jul-10	Bells of Lazonby	Lazonby	Manufacturing	20		The co. has launched a division which supplies its bakery products to coffee shops and catering outlets across the country.
05-Jul-10	Nuclear research centre	Westlakes Science and Technology Park	Real Estate, Renting and Business Activities	40		A new £20M nuclear research centre is being built. The 2000m ² facility is being jointly funded by the University of Manchester and the NDA.
07-Jul-10	Crown and Mitre	Carlisle	Hotels and Restaurants	8		The hotel has opened a new continental-style café outside, called Square Café.
07-Jul-10	Border Cars	Lillyhall	Retail	70		A new £3M car dealership is being built. The plans are for 4 car franchises, a 200 used-car supermarket, an 11-bay fast-fit workshop and an MOT centre.
07-Jul-10	Copeland Council	Copeland	Public Administration	2		As a result of the restructuring, 2 new posts have been advertised on the management team.
12-Jul-10	Euro Car Parks	Carlisle	Retail and Wholesale Trade	19		The national car and parts supplier has opened a branch on the Kingstown Industrial Estate.
20-Jul-10	Poundland	Whitehaven	Retail	30		Opening of a new store in the former Woolworth's building.
20-Jul-10	Hitchens	Barrow	Retail		9	The discount retailer owned by Synergy Retail Ltd. went into liquidation.
29-Jul-10	Aldi	Carlisle	Retail	15		New store built on the site of the former Cavaghan and Gray bakery.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
30-Jul-10	Curry's	Workington	Retail	26		A £1M revamp of the store which now includes Phones4U and PCWorld.
30-Jul-10	West Coast Cars	Workington	Retail and Wholesale Trade	2		The car showroom is undergoing a £180,000 expansion creating 2 jobs in the short-term with potential for 4 more.
30-Jul-10	AstSigns	Penrith and Carlisle	Manufacturing	10		The printing co. creates graphics that "wrap" branding around vehicles and has secured a number of new contracts.
30-Jul-10	Tesco	Wigton	Retail	270		They are building a new 30,000ft ² store.
30-Jul-10	Morrisons	Penrith	Retail	50		The new store being built will be bigger than the one that was previously there that was gutted by fire in December 2009.
02-Aug10	Sainsbury's	Carlisle	Retail	500		A new £40M store is being built in the Caldewgate area of the city, opening early in 2012.
04-Aug10	K Village	Kendal	Retail	300		The new K Village includes a £100M shopping centre, 20,000ft ² of office space and 90 luxury riverside apartments.
04-Aug-10	Westlakes Scientific Consulting	Westlakes Science Park	Real Estate, Renting and Business Activities		65	This subsidiary of UCLan went into administration. Management blamed downturn in sales and pensions liabilities.
06-Aug-10	British Cattle Movement Service	Workington	Public Administration		140	62 fixed term posts will go at the end of September. 78 temporary workers have also gone. The Rural Payments Agency said "the staff are no longer needed due to improvements in "electronic services"." (Cumberland News 6.8.10)
09-Aug-10	BT	Barrow	Transport, Storage and Communication		57	The co. is closing its directory enquiries centre in January 2011. Due to decreased demand for directory enquiries in competition with internet.
10-Aug-10	Atkinsons	Penrith	Retail		11	The co. has closed its home and garden centre due to a decline in customer numbers and an increase in competition.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
12Aug-10	Dobies	Orton Grange	Retail	120		A new £8M garden centre is to be built.
12-Aug-10	BrightHouse	Workington	Retail	7		A new shop selling home electronics, domestic appliances and household furniture has opened.
13-Aug-10	Dental surgery	Barrow	Health and Social Work	7		The new dental practice will provide 2,500 NHS dental places.
17-Aug-10	Cumbria Fire and Rescue Service	Cumbria	Public Administration		8	Cuts in public expenditure.
20-Aug-10	British Heart Foundation	Whitehaven	Retail	4		A new shop selling furniture end electrical goods as the charity expands the number of such shops it has in Cumbria.
26-Aug-10	Barrow Regeneration	Barrow	Public Administration		11	The delivery body for the town's £200M waterfront project is to close, due to the government's spending cuts, the company's main funder being the NWDA.
26-Aug-10	Booths	Penrith	Construction / Retail	70/ 90		A new £11M store is to be built including a restaurant, and a separate non-food retail unit, due to be completed in time for Christmas 2011.
27-Aug-10	Greenpark Energy	Longtown	Electricity, Gas and Water Supply Retail	12		These will be jobs in engineering and management once gas production starts on the Canonbie and Cumberland field.
27-Aug-10	Health centre	Grange over Sands	Health and Social Work	37		Building of a £3.5M health centre with 17 consulting rooms and a pharmacy.
28-Aug-10	House of Fraser	Carlisle	Retail	100		New jobs due to the investment of over £1M in the store which has had an official relaunch with many new brands.

The information in this table has been obtained from local press reports and has not been verified by separate enquiry. Consequently, it should not be viewed as necessarily comprehensive or wholly accurate. Press reports generally do not identify how many jobs are full or part-time, hence it is not possible to provide job numbers as Full Time Equivalents.

SECTION 4 UNEMPLOYMENT AND CLAIMANT DATA

Claimant trends in Cumbria

The number of people claiming Job Seeker's Allowance (JSA) has fallen in Cumbria from a year ago. The figures reveal an annual fall of 3.8% for the county between July 2009 and July 2010 with 305 fewer claimants (down to 7,639 people); see Table 4.1. This is a smaller fall than in the UK (down 8.4%) and the North West (down 10.4%) but is a welcome reversal of the trend in the last Bulletin (where the number of JSA claimants had risen by 19% over the year). Unemployment has fallen over the year in all districts except Barrow where it rose by 2.1%. The highest percentage falls were in South Lakeland (down 8.8%) and Eden (down 8.4%) and the lowest percentage fall was in Copeland (down 1.1%).

Travels to Work Areas (TTWAs) were revised by ONS several years ago using commuting data from the 2001 Census and Cumbria's 9 TTWAs were reduced to 6. Key changes were that Workington and Keswick are combined into one TTWA, as were Penrith and Appleby whilst Windermere no longer has a distinct TTWA. Until recently we continued to use the old areas for analysis as using 9 allowed some of the variations between areas to be more clearly seen. However, ONS no longer provide rates for the old areas and therefore we are now using the revised geographies. Despite the reduced number of areas, they do reflect travel patterns observed in the Census and therefore provide useful information on conditions in local labour markets. Absolute claimant counts are relatively low in the Kendal and Penrith & Appleby areas, while the major industrial centres have counts ranging from 1,352 in Whitehaven to 2,293 in Carlisle. The July 2010 figures show an annual fall in all TTWAs except Barrow. Numerically, the biggest fall over 12 months was in Carlisle (down 234).

The picture is more pronounced when viewed over a 6-month period. Between Jan 2010 and July 2010, unemployment in Cumbria fell by 13.1% (1,147) which is similar to the fall of 12.9% in the UK and 14% in the North West. The 6 month figures for Cumbria are affected by seasonal trends though, as evidenced by the unemployment count falling particularly sharply over the past 6 months in the tourist areas of Penrith & Appleby and Kendal. Because of these seasonal factors, change over 12 months gives the best indication of trends in Cumbria and, as outlined above, this shows Cumbria lagging behind national trends somewhat.

Table 4.1: JSA Claimant counts

	Jul 09	Jan 10	Jul 10	6-Month Change Jan-Jul 10		Annual Change Jul 09-Jul 10	
				No	%	No	%
Allerdale	1,671	1,903	1,623	-280	-14.7	-48	-2.9
Barrow	1,538	1,684	1,570	-114	-6.8	32	2.1
Carlisle	2,103	2,113	1,934	-179	-8.5	-169	-8.0
Copeland	1,432	1,601	1,416	-185	-11.6	-16	-1.1
Eden	403	574	369	-205	-35.7	-34	-8.4
South Lakeland	797	911	727	-184	-20.2	-70	-8.8
Barrow TTWA	1,777	1,950	1,799	-151	-7.7	22	1.2
Carlisle TTWA	2,527	2,550	2,293	-257	-10.1	-234	-9.3
Kendal TTWA	558	645	498	-147	-22.8	-60	-10.8
Penrith & Appleby TTWA	362	513	332	-181	-35.3	-30	-8.3
Whitehaven TTWA	1,365	1,511	1,352	-159	-10.5	-13	-1.0
Workington&Keswick TTWA	1,503	1,761	1,499	-262	-14.9	-4	-0.3
Cumbria	7,944	8,786	7,639	-1,147	-13.1	-305	-3.8
North West	197,595	205,916	177,067	-28,849	-14.0	-20,528	-10.4
United Kingdom	1,573,139	1,654,025	1,441,035	-212,990	-12.9	-132,104	-8.4

Source: Office for National Statistics via NOMIS

The trends in numbers of claimants are also reflected in the rates of unemployment for the districts (% of working age population) which are shown in Table 4.2. Across the county as a whole, the JSA claimant rate was 2.5% in July 2010, down by 0.1 from the rate a year ago and by 0.4 from 6 months ago. The rate in Cumbria remains below the UK rate of 3.6% which decreased more sharply over the year (down by 0.3). Rates in all Cumbria's districts are still below the national figure and fell in all districts over the year except Copeland where there was no change. Similarly, at TTWA level rates fell or stayed the same in all areas and remain below the UK. Rates in the past 6 months have fallen everywhere with the highest falls in Eden (down 0.6) and Allerdale (down 0.5).

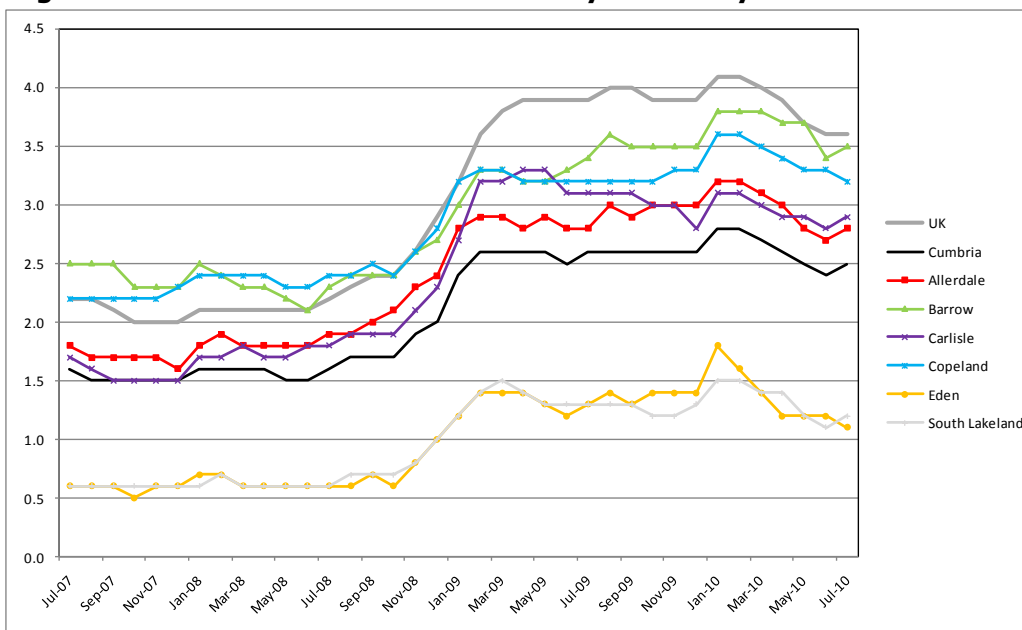
Table 4.2: JSA Claimant rates (resident based)

	Jul 09	Jan 09	Jul 10	6-Month Change Jan-Jul 10	Annual Change Jul 09-Jul 10
Allerdale	2.8	3.2	2.8	-0.5	-0.1
Barrow	3.4	3.8	3.5	-0.3	0.1
Carlisle	3.1	3.1	2.9	-0.3	-0.3
Copeland	3.2	3.6	3.2	-0.4	0.0
Eden	1.3	1.8	1.1	-0.6	-0.1
South Lakeland	1.3	1.5	1.2	-0.3	-0.1
Barrow TTWA	3.1	3.4	3.1	-0.3	0.0
Carlisle TTWA	3.0	3.0	2.7	-0.3	-0.3
Kendal TTWA	1.1	1.2	1.0	-0.3	-0.1
Penrith & Appleby TTWA	1.2	1.7	1.1	-0.6	-0.1
Whitehaven TTWA	3.1	3.5	3.1	-0.4	0.0
Workington & Keswick TTWA	3.0	3.5	3.0	-0.5	0.0
Cumbria	2.6	2.8	2.5	-0.4	-0.1
North West	4.4	4.6	4.0	-0.6	-0.5
United Kingdom	3.9	4.1	3.6	-0.5	-0.3

Source: Office for National Statistics via NOMIS

Figure 4.1 charts the unemployment rate over three years from Jan 2007 through to Jan 2010. This shows that the trend in the UK was for the unemployment rate to rise more quickly than in Cumbria in the middle of the period, starting below Copeland and Barrow in July 2007 but ending higher than all six districts by July 2010.

Figure 4.1: JSA Claimant rate trends July 2007-July 2010



Source: Office for National Statistics via NOMIS

Long Term Unemployment

The number of long-term unemployed (those claiming JSA for over one year) has risen over the past 12 months and there are now 935 people in Cumbria who have been claiming for more than a year. The biggest rise over the year has been in Carlisle (up 85).

Table 4.3: Number of Long Term Unemployed JSA Claimants (12 mths+)

	Jul 09	Jan 10	Jul 10	6-Month Change Jan-Jul 10		Annual Change Jul 09-Jul 10	
				No	%	No	%
Allerdale	155	240	220	-20	-8.3	65	41.9
Barrow	115	160	185	25	15.6	70	60.9
Carlisle	145	220	230	10	4.5	85	58.6
Copeland	155	195	175	-20	-10.3	20	12.9
Eden	10	35	55	20	57.1	45	450.0
South Lakeland	25	50	70	20	40.0	45	180.0
Barrow TTWA	125	180	210	30	16.7	85	68.0
Carlisle TTWA	180	265	285	20	7.5	105	58.3
Kendal TTWA	15	30	40	10	33.3	25	166.7
Penrith & Appleby TTWA	10	30	45	15	50.0	35	350.0
Whitehaven TTWA	150	180	165	-15	-8.3	15	10.0
Workington & Keswick TTWA	140	225	205	-20	-8.9	65	46.4
Cumbria	605	900	935	35	3.9	330	54.5
North West	18,810	30,055	31,580	1,525	5.1	12,770	67.9
United Kingdom	144,260	236,590	262,240	25,650	10.8	117,980	81.8

Source: Office for National Statistics via NOMIS (data rounded –values may not sum)

The proportion of the unemployed out of work for more than 12 months is perhaps a better indicator of labour market conditions than the actual number and 12.3% of claimants in Cumbria in July had been claiming for more than 12 months. This is well below the UK proportion of 18.3%. The proportion is rising more slowly in most parts of Cumbria than regionally or nationally, with the exception of Eden where there has been a sharp increase over the past year and 15.5% of claimants in the area have now been claiming for more than 12 months.

Table 4.4: Proportion of JSA Claimants who have been claiming for over 12 mths

	Jul 09	Jan 09	Jul 10	6-Month Change Jan-Jul 10	Annual Change Jul 09-Jul 10
Allerdale	9.2	12.9	13.6	0.7	4.4
Barrow	7.5	9.5	11.9	2.4	4.4
Carlisle	6.9	10.4	11.9	1.5	5.0
Copeland	10.9	12.2	12.6	0.4	1.7
Eden	3.0	6.2	15.5	9.3	12.5
South Lakeland	3.3	5.6	9.4	3.8	6.1
Barrow TTWA	7.1	9.2	11.8	2.6	4.7
Carlisle TTWA	7.1	10.5	12.4	1.9	5.3
Kendal TTWA	2.5	5.0	8.5	3.5	6.0
Penrith & Appleby TTWA	2.8	6.1	13.9	7.8	11.1
Whitehaven TTWA	11.2	12.2	12.2	0.0	1.0
Workington & Keswick TTWA	9.2	13.1	13.8	0.7	4.6
Cumbria	7.7	10.3	12.3	2.0	4.6
North West	9.6	14.7	17.9	3.2	8.3
United Kingdom	9.2	14.4	18.3	3.9	9.1

Source: Office for National Statistics via NOMIS

Claimant Destinations

The destination of those leaving the register can be analysed to give an indication of what is driving the change in the claimant count (Tables 4.5 and 4.6). In the last six months, 11,770 people left the register in Cumbria, the highest number (3,030) being in Carlisle and the lowest in Eden (760). The most common reason for leaving the register was because the individual had found work (4,795). A further 3,450 failed to sign and didn't give a reason and it is fair to assume that most of these had found employment. The number transferring onto Govt supporting training programmes was 1,120.

Table 4.5: Destination of Those Leaving the JSA Register (number) Jan 10-Jul 10

	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland	Cumbria
Found work	985	860	1,120	785	360	685	4,795
Increased work to 16+ hours/week	5	5	20	5	5	5	40
Gone abroad	45	65	70	40	15	50	295
Claimed Income Support	15	10	30	10	5	5	80
Claimed Incapacity Benefit	10	15	10	15	0	5	60
Claimed another benefit	35	30	70	15	5	15	165
Gone to full-time education	0	5	10	5	0	0	20
Gone onto approved training	0	0	0	0	0	0	5
Transfer to Govt-supported training	240	330	205	245	25	70	1,120
Retirement age reached	5	5	0	5	0	0	15
Automatic credits payable	0	0	0	0	0	0	0
Claims back-to-work bonus	0	0	0	0	0	0	0
Gone to prison	45	35	55	10	5	15	170
Attending court	0	0	0	0	0	0	0
New claim review	20	25	35	10	5	15	115
Defective claim	20	15	30	15	5	5	90
Ceased claiming	35	55	75	45	15	60	285
Deceased	0	0	0	0	0	0	5
Not known	290	195	225	185	75	90	1,065
Failed to sign	635	555	1,070	525	230	430	3,450
Column Total	2,390	2,215	3,030	1,915	760	1,460	11,770

Figures rounded to nearest 5. Source: Office for National Statistics via NOMIS

The proportion in Cumbria of those moving off the register into employment over the past 6 months was 66.1% which is slightly lower than the regional and national figures of 70.1% and 68.2% respectively (Table 4.6). This proportion was particularly high in Eden (79.4%) and South Lakeland (72.9%). The proportion leaving to go onto Government supported training was very high in Barrow (22.7%) but the area also recorded the lowest proportion finding work (58.9%).

Table 4.6: Destination of Those Leaving the JSA Register (%) Jan 10-July 10

	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland	Cumbria	North West	United Kingdom
Found work	67.2	58.9	64.5	65.5	79.4	72.9	66.1	70.1	68.2
Increased work to 16+ hours/week	0.4	0.3	1.2	0.2	0.7	0.4	0.6	0.7	1.1
Gone abroad	3.2	4.4	4.2	3.4	3.7	5.5	4.1	5.3	5.7
Claimed Income Support	1.2	0.7	1.7	0.8	1.5	0.7	1.1	1.9	1.8
Claimed Incapacity Benefit	0.6	1.0	0.6	1.3	0.4	0.7	0.8	1.2	1.0
Claimed another benefit	2.4	2.0	3.9	1.2	1.1	1.6	2.3	2.1	1.9
Gone to full-time education	0.1	0.3	0.5	0.2	0.0	0.2	0.2	0.8	1.0
Gone onto approved training	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.1
Transfer to Govt-supported training	16.5	22.7	11.9	20.2	5.7	7.5	15.4	10.6	10.9
Retirement age reached	0.3	0.3	0.1	0.2	0.0	0.2	0.2	0.2	0.3
Automatic credits payable	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claims back-to-work bonus	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gone to prison	3.1	2.5	3.2	1.0	1.3	1.4	2.3	1.2	1.2
Attending court	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New claim review	1.4	1.7	2.0	0.9	1.5	1.8	1.6	1.7	2.0
Defective claim	1.2	1.0	1.7	1.2	1.5	0.7	1.3	1.2	1.1
Ceased claiming	2.5	3.9	4.4	3.6	3.1	6.2	3.9	3.0	3.7
Deceased	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1

Source: Office for National Statistics via NOMIS NB: Percentages are of those for whom a reason for leaving the register was given and therefore do not include the not known or failed to sign categories.

JSA Claimant counts by ward across Cumbria

Table 4.7 shows JSA claimant counts rates at ward level across Cumbria. At this degree of spatial disaggregation there is much more variability in the trends. The ward with the highest number of claimants in Cumbria is Central in Barrow with 261, followed by Castle (227) in Carlisle and Ormsgill in Barrow (204). Of the 168 wards in Cumbria, 50 experienced a rise in claimants between July 2009 and July 2010 with Dalton North showing the biggest numerical increase (up 26). A further 103 wards experienced a fall in claimant numbers over the year with Belle Vue in Carlisle showing the largest fall at 32.

Table 4.7: Cumbrian ward level JSA claimant counts and rates

ALLERDALE	Jul 09		Jan 10		Jul 10		6-Month		Annual	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
All Saints	52	1.8	71	2.4	47	1.6	-24	-0.8	-5	-0.2
Aspatria	70	3.3	78	3.7	66	3.1	-12	-0.6	-4	-0.2
Boltons	8	0.7	16	1.4	5	0.4	-11	-1.0	-3	-0.3
Broughton St Bridget's	31	1.1	48	1.7	45	1.6	-3	-0.1	14	0.5
Christchurch	33	1.6	39	1.9	32	1.6	-7	-0.3	-1	0.0
Clifton	37	3.8	59	6.1	34	3.5	-25	-2.6	-3	-0.3
Crummock	13	1.3	14	1.4	10	1.0	-4	-0.4	-3	-0.3
Dalton	13	1.3	9	0.9	7	0.7	-2	-0.2	-6	-0.6
Derwent Valley	6	0.6	4	0.4	5	0.5	1	0.1	-1	-0.1
Ellen	56	2.7	63	3.1	55	2.7	-8	-0.4	-1	0.0
Ellenborough	92	3.8	118	4.9	95	3.9	-23	-0.9	3	0.1
Ewanrigg	129	6.1	141	6.7	117	5.6	-24	-1.1	-12	-0.6
Flimby	52	4.9	46	4.3	44	4.2	-2	-0.2	-8	-0.8
Harrington	32	1.6	41	2.1	32	1.6	-9	-0.5	0	0.0
Holme	22	2.2	22	2.2	28	2.7	6	0.6	6	0.6
Keswick	29	0.9	66	2.0	27	0.8	-39	-1.2	-2	-0.1
Marsh	8	0.8	11	1.0	10	1.0	-1	-0.1	2	0.2
Moorclose	139	4.7	143	4.8	154	5.2	11	0.4	15	0.5
Moss Bay	181	6.7	208	7.7	199	7.3	-9	-0.3	18	0.7
Netherhall	91	4.4	91	4.4	88	4.3	-3	-0.1	-3	-0.1
St John's	96	2.9	94	2.9	86	2.6	-8	-0.2	-10	-0.3
St Michael's	159	4.7	188	5.6	171	5.1	-17	-0.5	12	0.4
Seaton	71	2.2	87	2.7	75	2.4	-12	-0.4	4	0.1
Silloth	47	2.4	60	3.1	37	1.9	-23	-1.2	-10	-0.5
Solway	20	1.9	20	1.9	13	1.2	-7	-0.7	-7	-0.7
Stainburn	13	1.1	13	1.1	16	1.4	3	0.3	3	0.3
Wampool	19	1.8	21	2.0	14	1.3	-7	-0.7	-5	-0.5
Warnell	9	0.8	8	0.7	9	0.8	1	0.1	0	0.0
Waver	26	2.3	17	1.5	13	1.1	-4	-0.3	-13	-1.1
Wharrels	13	1.3	14	1.4	12	1.2	-2	-0.2	-1	-0.1
Wigton	104	3.0	93	2.6	77	2.2	-16	-0.5	-27	-0.8

BARROW	Jul 09		Jan 10		Jul 10		6-Month		Annual	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
Barrow Island	130	7.4	147	8.3	139	7.9	-8	-0.5	9	0.5
Central	278	8.0	298	8.6	261	7.5	-37	-1.1	-17	-0.5
Dalton North	67	1.6	104	2.4	93	2.2	-11	-0.3	26	0.6
Dalton South	90	2.2	95	2.3	98	2.4	3	0.1	8	0.2
Hawcoat	45	1.5	44	1.5	35	1.2	-9	-0.3	-10	-0.3
Hindpool	190	5.6	220	6.5	188	5.5	-32	-0.9	-2	-0.1
Newbarns	98	2.7	82	2.2	91	2.5	9	0.2	-7	-0.2
Ormsgill	189	4.8	186	4.7	204	5.2	18	0.5	15	0.4
Parkside	75	2.1	82	2.3	77	2.1	-5	-0.1	2	0.1
Risedale	137	3.8	171	4.8	158	4.4	-13	-0.4	21	0.6
Roosecote	79	2.0	87	2.2	65	1.6	-22	-0.6	-14	-0.4
Walney North	77	2.3	87	2.6	85	2.5	-2	-0.1	8	0.2
Walney South	83	2.3	81	2.3	76	2.1	-5	-0.1	-7	-0.2

CARLISLE	Jul 09		Jan 10		Jul 10		6-Month		Annual	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
Belah	88	2.4	81	2.2	82	2.2	1	0.0	-6	-0.2
Belle Vue	143	4.0	140	3.9	111	3.1	-29	-0.8	-32	-0.9
Botcherby	213	5.6	203	5.3	200	5.2	-3	-0.1	-13	-0.3
Brampton	87	3.2	84	3.1	77	2.9	-7	-0.3	-10	-0.4
Burgh	21	1.6	20	1.5	24	1.8	4	0.3	3	0.2
Castle	211	5.1	244	5.9	227	5.5	-17	-0.4	16	0.4
Currock	173	4.3	164	4.1	166	4.1	2	0.0	-7	-0.2
Dalston	55	1.4	61	1.6	51	1.3	-10	-0.3	-4	-0.1
Denton Holme	166	4.1	148	3.6	159	3.9	11	0.3	-7	-0.2
Great Corby & Geltsdale	13	0.9	15	1.1	12	0.9	-3	-0.2	-1	-0.1
Harraby	125	3.4	133	3.6	109	2.9	-24	-0.6	-16	-0.4
Hayton	30	2.3	22	1.7	21	1.6	-1	-0.1	-9	-0.7
Irthing	22	1.7	15	1.2	12	0.9	-3	-0.2	-10	-0.8
Longtown & Rockcliffe	65	2.4	67	2.5	55	2.0	-12	-0.4	-10	-0.4
Lyne	19	1.4	19	1.4	17	1.3	-2	-0.1	-2	-0.1
Morton	133	4.1	125	3.8	126	3.9	1	0.0	-7	-0.2
St Aidans	164	4.0	191	4.6	147	3.6	-44	-1.1	-17	-0.4
Stanwix Rural	30	1.1	39	1.4	27	1.0	-12	-0.4	-3	-0.1
Stanwix Urban	55	1.5	41	1.1	37	1.0	-4	-0.1	-18	-0.5
Upperby	185	5.6	201	6.1	181	5.5	-20	-0.6	-4	-0.1
Wetheral	28	1.0	31	1.1	27	1.0	-4	-0.1	-1	0.0
Yewdale	77	2.0	69	1.8	66	1.7	-3	-0.1	-11	-0.3

COPELAND	Jul 09		Jan 10		Jul 10		6-Month		Annual	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
Arlecdon	26	2.4	17	1.6	13	1.2	-4	-0.4	-13	-1.2
Beckermet	35	1.9	41	2.2	41	2.2	0	0.0	6	0.3
Bootle	14	1.7	18	2.2	9	1.1	-9	-1.1	-5	-0.6
Bransty	55	1.6	52	1.5	50	1.5	-2	-0.1	-5	-0.1
Cleator Moor North	129	4.7	130	4.7	130	4.7	0	0.0	1	0.0
Cleator Moor South	90	5.3	96	5.6	76	4.4	-20	-1.2	-14	-0.8
Distington	107	4.1	128	4.9	101	3.9	-27	-1.0	-6	-0.2
Egremont North	92	3.3	117	4.2	96	3.4	-21	-0.8	4	0.1
Egremont South	70	2.9	82	3.4	67	2.8	-15	-0.6	-3	-0.1
Ennerdale	14	2.0	13	1.8	16	2.3	3	0.4	2	0.3
Frizington	67	4.0	66	3.9	69	4.1	3	0.2	2	0.1
Gosforth	7	0.8	12	1.3	4	0.4	-8	-0.9	-3	-0.3
Harbour	123	4.9	152	6.0	137	5.4	-15	-0.6	14	0.6
Haverigg	15	1.1	16	1.2	9	0.7	-7	-0.5	-6	-0.4
Hensingham	72	2.7	90	3.3	84	3.1	-6	-0.2	12	0.4
Hillcrest	21	1.2	19	1.1	15	0.9	-4	-0.2	-6	-0.3
Holborn Hill	51	3.2	61	3.8	55	3.4	-6	-0.4	4	0.3
Kells	45	3.0	48	3.2	34	2.3	-14	-0.9	-11	-0.7
Millom Without	14	1.5	8	0.8	6	0.6	-2	-0.2	-8	-0.8
Mirehouse	143	5.1	173	6.1	147	5.2	-26	-0.9	4	0.1
Moresby	23	2.8	26	3.1	18	2.2	-8	-1.0	-5	-0.6
Newtown	72	3.3	95	4.4	92	4.2	-3	-0.1	20	0.9
St Bees	13	1.2	13	1.2	12	1.1	-1	-0.1	-1	-0.1
Sandwith	115	6.7	107	6.2	109	6.4	2	0.1	-6	-0.4
Seascale	19	1.1	21	1.2	26	1.5	5	0.3	7	0.4

EDEN	Jul 09		Jan 10		Jul 10		6-Month		Annual	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
Alston Moor	29	2.2	39	2.9	28	2.1	-11	-0.8	-1	-0.1
Appleby (Appleby)	13	1.9	19	2.7	16	2.3	-3	-0.4	3	0.4
Appleby (Bongate)	23	2.2	20	1.9	12	1.1	-8	-0.8	-11	-1.0
Askham	4	0.4	12	1.2	8	0.8	-4	-0.4	4	0.4
Brough	10	1.3	10	1.3	9	1.1	-1	-0.1	-1	-0.1
Crosby Ravensworth	8	0.8	7	0.7	5	0.5	-2	-0.2	-3	-0.3
Dacre	6	0.7	11	1.3	6	0.7	-5	-0.6	0	0.0
Eamont	4	0.5	12	1.5	5	0.6	-7	-0.9	1	0.1
Greystoke	3	0.3	4	0.5	#	#	#	-0.2	#	-0.1
Hartside	5	0.7	18	2.4	5	0.7	-13	-1.7	0	0.0
Hesket	18	0.9	29	1.5	19	1.0	-10	-0.5	1	0.1
Kirkby Stephen	28	1.8	37	2.4	20	1.3	-17	-1.1	-8	-0.5
Kirkby Thore	21	2.1	15	1.5	15	1.5	0	0.0	-6	-0.6
Kirkoswald	5	0.5	11	1.2	5	0.5	-6	-0.6	0	0.0
Langwathby	8	0.8	9	0.9	#	#	#	-0.7	#	-0.6
Lazonby	8	0.9	10	1.1	8	0.9	-2	-0.2	0	0.0
Long Marton	5	0.7	6	0.8	3	0.4	-3	-0.4	-2	-0.3
Morland	4	0.5	11	1.3	5	0.6	-6	-0.7	1	0.1
Orton with Tebay	10	1.0	10	1.0	9	0.9	-1	-0.1	-1	-0.1
Penrith Carleton	10	1.0	13	1.4	11	1.1	-2	-0.2	1	0.1
Penrith East	25	1.6	38	2.4	22	1.4	-16	-1.0	-3	-0.2
Penrith North	40	1.6	58	2.3	46	1.8	-12	-0.5	6	0.2
Penrith Pategill	19	2.5	28	3.7	17	2.2	-11	-1.4	-2	-0.3
Penrith South	22	1.6	28	2.1	17	1.3	-11	-0.8	-5	-0.4
Penrith West	43	2.1	65	3.1	39	1.9	-26	-1.2	-4	-0.2
Ravenstonedale	4	0.7	7	1.2	4	0.7	-3	-0.5	0	0.0
Shap	7	0.8	22	2.4	14	1.5	-8	-0.9	7	0.8
Skelton	9	0.9	8	0.8	7	0.7	-1	-0.1	-2	-0.2
Ullswater	4	0.4	6	0.6	3	0.3	-3	-0.3	-1	-0.1
Warcop	8	1.0	11	1.3	7	0.8	-4	-0.5	-1	-0.1

SOUTH LAKELAND	Jul 09		Jan 10		Jul 10		6-Month		Annual	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
Arnside & Beetham	21	0.9	22	1.0	13	0.6	-9	-0.4	-8	-0.4
Broughton	25	1.8	27	1.9	21	1.5	-6	-0.4	-4	-0.3
Burneside	12	0.9	18	1.4	13	1.0	-5	-0.4	1	0.1
Burton & Holme	21	1.1	15	0.8	6	0.3	-9	-0.5	-15	-0.8
Cartmel	13	1.2	15	1.4	9	0.9	-6	-0.6	-4	-0.4
Coniston	6	0.5	15	1.2	3	0.2	-12	-1.0	-3	-0.2
Crake Valley	14	1.2	19	1.6	11	0.9	-8	-0.7	-3	-0.3
Crooklands	14	0.9	14	0.9	13	0.9	-1	-0.1	-1	-0.1
Grange	18	0.9	22	1.1	23	1.1	1	0.0	5	0.2
Hawkshead	#	#	6	0.6	6	0.6	0	0.0	#	0.4
Holker	11	1.0	14	1.3	3	0.3	-11	-1.0	-8	-0.8
Kendal Castle	11	1.0	9	0.8	12	1.1	3	0.3	1	0.1
Kendal Far Cross	26	1.9	25	1.8	20	1.5	-5	-0.4	-6	-0.4
Kendal Fell	40	3.4	35	2.9	32	2.7	-3	-0.3	-8	-0.7
Kendal Glebelands	13	1.1	13	1.1	15	1.3	2	0.2	2	0.2
Kendal Heron Hill	10	0.8	13	1.0	12	1.0	-1	-0.1	2	0.2
Kendal Highgate	28	2.6	39	3.6	35	3.2	-4	-0.4	7	0.6
Kendal Kirkland	37	3.0	40	3.2	28	2.2	-12	-1.0	-9	-0.7
Kendal Mintsfeet	18	1.3	27	1.9	27	1.9	0	0.0	9	0.6
Kendal Nether	13	1.3	9	0.9	12	1.2	3	0.3	-1	-0.1
Kendal Oxenholme	27	1.8	31	2.0	25	1.6	-6	-0.4	-2	-0.1
Kendal Parks	14	0.9	10	0.7	6	0.4	-4	-0.3	-8	-0.5
Kendal Stonecross	10	0.9	12	1.1	10	0.9	-2	-0.2	0	0.0
Kendal Strickland	15	1.2	21	1.7	11	0.9	-10	-0.8	-4	-0.3
Kendal Underley	34	2.6	24	1.8	23	1.7	-1	-0.1	-11	-0.8
Kirkby Lonsdale	10	0.7	8	0.6	5	0.4	-3	-0.2	-5	-0.4
Lakes Ambleside	8	0.3	17	0.7	12	0.5	-5	-0.2	4	0.2
Lakes Grasmere	#	#	10	0.9	3	0.3	-7	-0.6	#	0.1
Levens	8	0.8	9	0.9	6	0.6	-3	-0.3	-2	-0.2
Low Furness & Swarthmoor	31	1.2	35	1.3	29	1.1	-6	-0.2	-2	-0.1
Lyth Valley	6	0.5	15	1.1	10	0.8	-5	-0.4	4	0.3
Milnthorpe	10	0.8	22	1.8	13	1.0	-9	-0.7	3	0.2
Natland	8	0.7	8	0.7	6	0.5	-2	-0.2	-2	-0.2
Sedbergh	13	0.6	11	0.5	19	0.8	8	0.3	6	0.3
Staveley-in-Cartmel	7	0.6	6	0.5	7	0.6	1	0.1	0	0.0
Staveley-in-Westmorland	12	0.9	15	1.2	10	0.8	-5	-0.4	-2	-0.2
Ulverston Central	37	3.3	35	3.1	29	2.6	-6	-0.5	-8	-0.7
Ulverston East	37	2.6	51	3.5	47	3.2	-4	-0.3	10	0.7
Ulverston North	25	2.1	28	2.3	21	1.7	-7	-0.6	-4	-0.3
Ulverston South	15	1.4	18	1.6	22	2.0	4	0.4	7	0.6
Ulverston Town	36	3.3	39	3.5	36	3.3	-3	-0.3	0	0.0
Ulverston West	19	1.7	14	1.2	13	1.2	-1	-0.1	-6	-0.5
Whinfell	16	1.1	13	0.9	16	1.1	3	0.2	0	0.0
Windermere App'waite	14	1.0	25	1.8	10	0.7	-15	-1.1	-4	-0.3
Windermere Bowness N	11	0.9	9	0.7	10	0.8	1	0.1	-1	-0.1
Windermere Bowness S	9	0.8	11	0.9	6	0.5	-5	-0.4	-3	-0.3
Windermere Town	10	0.7	17	1.1	8	0.5	-9	-0.6	-2	-0.1

figures suppressed for disclosure purposes
Source: Office for National Statistics via NOMIS

SECTION 5 NOTIFIED VACANCIES DATA

The statistics given in this section comprise only job vacancies that have been notified to Jobcentre Plus and it should be noted that not all job opportunities are publicised in this way. (Please note that data are now standardised into equal periods.)

Table 5.1 shows the trend in total notified vacancies. It can be seen that the number of vacancies notified in Cumbria was fairly consistent throughout the period, rising into spring/summer as seasonal vacancies appeared. Over the full 6 months, South Lakeland (3,978) and Carlisle (3,911) accounted for the highest number of vacancies. Copeland recorded the lowest number vacancies (1,330).

Table 5.1: Total notified vacancy numbers

	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	6 mth Total
Allerdale	306	352	316	498	398	388	2,258
Barrow	278	303	234	283	282	288	1,668
Carlisle	525	625	762	648	663	688	3,911
Copeland	243	197	209	203	178	300	1,330
Eden	187	255	218	465	346	260	1,731
South Lakeland	468	833	623	633	719	702	3,978
Barrow TTWA	320	341	276	317	317	342	1,913
Carlisle TTWA	588	696	837	712	709	753	4,295
Kendal TTWA	427	795	581	599	684	648	3,734
Penrith & Appleby TTWA	183	232	210	446	343	249	1,663
Whitehaven TTWA	238	197	207	198	178	299	1,317
Workington & Keswick TTWA	277	330	296	494	378	382	2,157
Cumbria	2,007	2,565	2,362	2,731	2,585	2,626	14,876

Source: Office for National Statistics via NOMIS (monthly data standardised onto a 4¹/₃ week basis)

Table 5.2 shows the trend in notified vacancy numbers for Cumbria by sector and shows that the finance/business services and retail/hospitality sectors typically account for the highest number of vacancies, three quarters of the total for the period.

Table 5.2: Trends in notified vacancy numbers by Broad Industrial Group

Broad Industrial Group	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	6 mth Total
Agriculture & fishing	12	9	28	8	12	24	93
Energy & water	11	13	#	16	7	58	105
Manufacturing	94	88	88	124	69	77	540
Construction	43	72	70	62	46	98	391
Retail, hotels & restaurants, etc	515	907	790	1,089	910	666	4,877
Transport & communications	49	51	67	107	65	70	409
Banking, finance, business services	857	1,086	975	968	1,143	1,186	6,215
Public admin, education & health, etc	316	192	270	275	270	351	1,674
Other services	110	150	73	83	64	95	575
TOTALS	2,007	2,565	2,362	2,731	2,585	2,626	14,876

Source: Office for National Statistics via NOMIS (monthly data standardised onto a 4¹/₃ week basis)

Vacancies can also be analysed by occupation to give a useful general indicator of the current skills demands, although it must be noted that some occupational vacancies

are more likely to be notified to Jobcentres than others. Trends over the past 6 months are shown in Table 5.3. The clearest pattern is that elementary occupations consistently form the largest portion of notified vacancies across the county. Sales and customer service occupations and skilled trades also account for a sizeable proportion of vacancies.

Table 5.3: Trends in notified vacancy numbers by Occupation

Occupation classification	Feb 10	Mar 10	Apr 10	May 10	Jun 10	Jul 10	6 mth Total
Managers & Senior Officials	100	135	123	117	135	98	708
Professional	34	23	51	32	35	28	203
Associate Professional & Technical	287	377	295	250	240	289	1,738
Administrative & Secretarial	260	147	131	181	120	125	964
Skilled Trades	268	386	342	305	317	404	2,022
Personal Service	182	112	179	210	234	359	1,276
Sales & Customer Service	277	448	327	551	381	382	2,366
Process, Plant & Machine Operatives	154	207	340	284	280	301	1,566
Elementary Occupations	446	730	573	801	842	640	4,032
TOTALS	2,007	2,565	2,362	2,731	2,585	2,626	14,876

Source: Office for National Statistics via NOMIS (monthly data standardised onto a 4¹/₃ week basis)

Vacancy data may also be examined in conjunction with data on JSA claimant counts to calculate a 'claimant to vacancy ratio' (table 5.4). Although this has limitations, it does highlight areas that appear to have tighter labour markets than others. In July 2010 Barrow and Copeland both had a ratio of more than 7 which is twice the average for Cumbria and also well in excess of the national (GB) figure of 4.88.

Table 5.4: JSA Claimant Count / Vacancy ratio July 2010

	Live vacancies	JSA Claimant Count	Claimant/vacancy ratio
Allerdale	383	1,623	4.24
Barrow	216	1,570	7.27
Carlisle	655	1,934	2.95
Copeland	198	1,416	7.15
Eden	239	369	1.54
South Lakeland	558	727	1.30
Barrow TTWA	252	1,799	7.14
Carlisle TTWA	706	2,293	3.25
Kendal TTWA	522	498	0.95
Penrith & Appleby TTWA	229	332	1.45
Whitehaven TTWA	191	1,352	7.08
Workington & Keswick TTWA	385	1,499	3.89
Cumbria	2,249	7,639	3.40
North West	35,128	177,067	5.04
Great Britain	283,683	1,383,990	4.88

Source: Office for National Statistics via NOMIS

SECTION 6 LEAD PROJECT

A course that may be useful to many small businesses in Cumbria that has been running now for over a year is proving to be fruitful for many of its participants. We report here on its success to date with the intent that it may prove of interest to those who are unaware of its existence.

LEAD is a leadership development programme which was designed specifically for small business owners (with up to 50 employees) by Lancaster University Management School (LUMS) with the support of the Northwest Regional Development Agency. After a successful pilot at LUMS, in which 90% of the delegates reported an increase in turnover of their businesses, the programme was rolled out across the Northwest via a network of 13 Providers in July 2009. Almost 250 small business owners in the Northwest have now graduated from the LEAD programme.

The programme is designed to help the delegates raise the concept of themselves as leaders and to help them improve their listening and feedback skills. This is achieved through a series of varied events including an overnight experiential, action learning sets, business shadowing and exchanges, master classes and coaching.

Over 500 small business owners have joined the programme over the last 12 months and nearly half of them have now graduated. At graduation ceremonies across the region successful delegates have been awarded their LEAD certificates and have been reflecting on the experiences they have gained from the programme.

The University of Cumbria are the providers of the LEAD programme in Cumbria. The graduation ceremony for the first programme was held at Energus, in Workington where 17 businesses completed the programme, many of them businesses on the West Coast. Awards were received by a number of delegates to acknowledge their successes this year. The Leadership Development Award went to Paul Lee, Rising Sun Trust; The Business Development Award went to Jane Maggs, Wild & Fruitful; The Staff Development award went to Martin Howell of Green Design Group; and the Peer Support Award went to Karen Law of Cumbria Pest Services.



Graduates and LEAD staff after the award ceremony held at Energus.

Feedback from delegates on the impact that LEAD has had on their businesses has been very positive.

The Associate Director of a design group has used his time on the LEAD programme to look at where the long-established practice wants to be over the next 5-10 years.

They said: "I'm able to step back and look at all the strategic issues, rather than being dragged back into the day-to-day operation. I'm using it to look at the vision for the practice for the next decade, as well as my personal development.

Thanks to LEAD, one of the partners in a pest and hygiene business is taking a fresh look into the future of her business.

They explained: "We've been running the business for five years and it was a case of: 'what do we do next with it?' Being on the programme has enabled me to take a step back and take a long, hard look at the business. I've been able to find the time to do the research properly and to really examine the issues.

"LEAD has also been great in putting me in contact with people from other sectors who can give advice. You quickly realise that you are not alone and that other people are facing the problems and challenges you have.

On the overall success of LEAD in the Northwest Lis Smith, Director of Skills & Employment, NWDA said:

"I am delighted the LEAD programme has been such a success and helped develop the skills of hundreds of small business owners in the region. By tailoring the programme to match the needs of small and medium sized enterprises, LEAD creates the opportunities to encourage enhanced productivity and competitiveness, the key drivers of profit and growth."

The next LEAD programme begins in September in Carlisle/Penrith and subsequent programmes will be held in 2011 at Ambleside and Barrow. For full details of the programme, please visit www.cumbria.ac.uk/LEAD or contact Rachael Sterrett, LEAD Project Manager on 01524 384166.

SECTION 7 POPULATION FORECAST

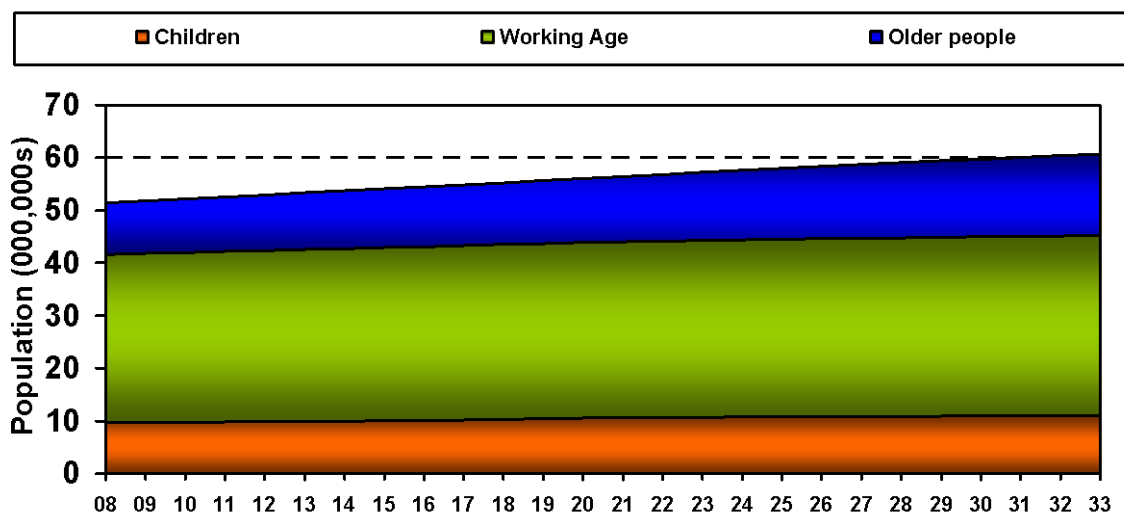
Background

In May this year the Government's main statistical agency, the Office for National Statistics (ONS), released population projections covering the period 2008 to 2033. The projections are based on the assumption that recent trends in fertility, mortality and migration at local authority level will continue; they take no account of local development policy, economic factors or the capacity of areas to accommodate population. The projections provide the population levels and age structure that would result if the assumptions about future fertility, mortality and migration levels were realised. They are the best figures we have and are what central Government uses to inform their strategic planning. This chapter reviews how Cumbria's population may change over the next 2 decades with a focus on variations in trends around the county.

National trend – growth, especially numbers of older people

The total population for England in 2008 was 51.5m. By 2033 this is projected to increase to 60.7m, a rise of 18.0%. Within this overall growth the number of children (aged 0-15) is projected to increase by 12.9%, with the working age population (16-64M/59F) growing by 7.5% and older people (65M/60F and over) by 57.1%. This variation in growth rates for the different age groups demonstrates the trend towards an ageing population. In addition to the size of the national working age population is projected to grow more slowly than the number of children and older people. The net effect will be shrinkage in the relative size of the working age population from 62.1% of the total population to 56.6%.

Graph 1: Projected population change in England by age group, 2008-2033
(Source: Office for National Statistics)

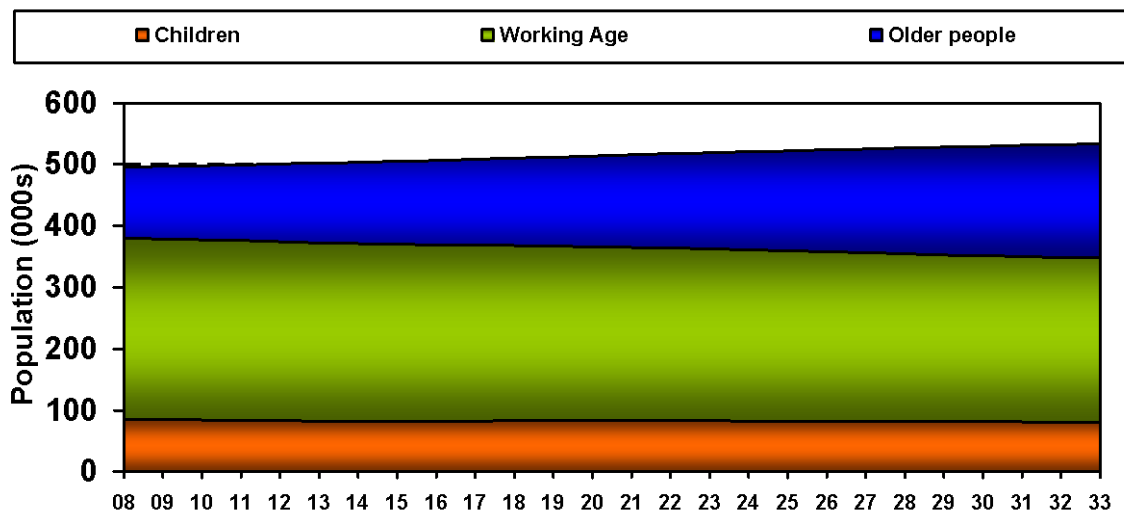


Cumbria trend – reductions in young and working age people, more older people

Within the county the projections show a deviation from the national trend of growth for young and working age people. In Cumbria the number of young people is projected to fall by 6.3% by 2033 (fastest rate of reduction for any county). For working age people the projected reduction is 9.0% (a rate of reduction for counties second only to Northumberland's 9.6%). In contrast the number of older adults is

projected to increase by 59.8%. Taken together this growth in the number of older people is sufficient to grow the number of people in the county by 7.5%. There is therefore a large variation in projected overall growth rates for Cumbria and England.

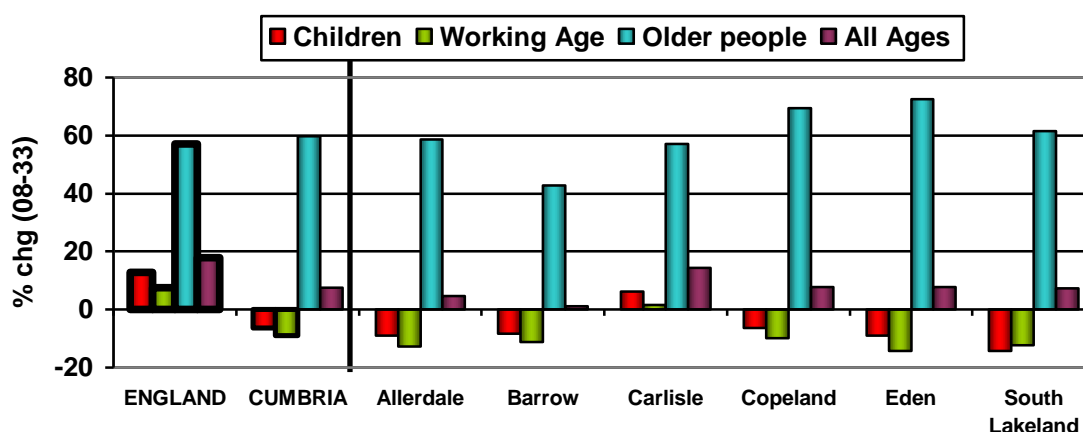
Graph 2: Projected population change in Cumbria by age group, 2008-2033
(Source: Office for National Statistics)



Within Cumbria – overall growth everywhere, Carlisle bucks the trend for loss of younger people

Graph 3 below shows how the change in population is spread across different districts in the county. All districts are projected to experience overall growth in their population. The largest growth is projected in Carlisle (14.3%) and the slowest in Barrow (1.1%). The numbers of young people and working age people are projected to drop across all parts of the county with the exception of Carlisle. South Lakeland’s projected fall in the number of young people (14.2%) is the highest for any district in England. The fastest increase in older people in the county is projected in Eden (72.4%)

Graph 3: 2008-2033 (Source: Office for National Statistics)



SECTION 8

CUMBRIA'S LOCAL ECONOMIC ASSESSMENT

Councils are at the heart of their communities and have a vital role to play in promoting economic development and regeneration. In recognition of this role, the Local Democracy, Economic Development and Construction (LDEDC) Act of 2009 placed a new statutory duty on county and unitary district councils to prepare an assessment of the economic conditions of their area. The resultant Local Economic Assessments (LEAs) are analytical documents which provide a comprehensive picture of local economic conditions. Their primary purpose is to provide local authorities and partners with a robust analysis of local economic conditions

It is worthwhile to note that economic assessment is not new to Cumbria. Since 2004, the Cumbria Economic Intelligence Partnership (and its successor the Cumbria Intelligence Observatory) has commissioned, at two or three year intervals, an economic assessment of the county. Cumbria therefore already works from a strong evidence base in developing their economic policies. However, with the current economic challenges we all face, never has the need for an area to fully understand local economic challenges and opportunities been so crucial.

In brief, the local Economic assessment for Cumbria will:

- Provide some contextual information on the wider international, national and regional economy within which the Cumbrian economy operates.
- Determine the functional economic geography of Cumbria and examine the sub-geographies that operate within the county.
- Identify the issues and constraints affecting Cumbria's growth potential, particularly as they relate to the labour market.
- Provide a sound understanding of Cumbria's economic performance and industrial structure and the key factors affecting business and enterprise growth in the county.
- Identify the key constraints to economic growth and employment and the risks to delivering sustainable economic growth.
- Looking to the future, the potential impact to Cumbria of cuts in public spending will be considered alongside any intelligence regarding the likely development of the Cumbrian economy over the next five years.
- Identify the comparative strengths and weaknesses of Cumbria's economy and the nature and form of local economic threats and opportunities.

Good progress has been made on Cumbria's Local Economic Assessment to date and it is hoped that a draft will be available by the end of September.

Subsequent to the completion of the first draft LEA for Cumbria, the University of Cumbria's Centre for Regional Economic Development (CRED) will hold a series of workshops, one in each of Cumbria's four Delivery Areas. Drawing on the debate at these four workshops, 4 Delivery Area issues papers will be produced and incorporated as annexes to the main report.

The workshops are scheduled for mid October with a final draft of the main report and sub-county issues appendices available by the end of October. The final version of the finalised Local Economic Assessment including an overarching executive summary will be completed shortly after this.

Key findings from the LEA include:

- Historically, economic growth has been slow, but this has improved more recently.
- Industrial structure skewed towards manufacturing and tourism.

- Unemployment is lower than the national and regional average.
- Educational Attainment is close to the UK average.
- Housing Affordability is a major issue in many parts of Cumbria, especially within the Lake District National Park.
- Areas of deprivation are mainly concentrated in Carlisle, Barrow and in coastal areas.
- The population and workforce have grown moderately over the past decade.
- The employment base has lost some low skilled jobs over the last few years but has a shortfall in highly skilled ones when compared with national averages.
- Thus far the recession has had moderate impacts on Cumbria compared with other parts of the country.
- Skill shortages in the workforce are weighted towards deficits in skilled manual and technical skills.
- Recruitment difficulties have eased, presumably indicating increased slack in the economy and labour market.
- Low rates of crime, declining faster than nationally.

SECTION 9

MAKING THE CASE FOR A LOCAL ENTERPRISE PARTNERSHIP FOR CUMBRIA

The new Coalition Government recently announced its intention to scrap Regional Development Agencies (RDAs) by March 2012 and to replace them with Local Enterprise Partnerships (LEPs). The full function and scope of the LEPs won't become apparent until a White Paper later this year; whilst legislation to guide the transfer of powers from RDAs to LEPs will be introduced through the forthcoming Decentralisation and Localism Bill. The Government asked for areas to submit proposals to formulate LEPs by the 6th September. This report provides a quick overview of the proposal put forward by partners in Cumbria.

Cumbrian business, public and voluntary sector partners see a Cumbrian Local Enterprise Partnership (LEP) as an opportunity to maximise public investment in our local economy, to focus on the county's opportunities and challenges and to make Cumbria's voice heard more effectively. The bid argues that partners in Cumbria can work together to make the most of the capabilities that already exist in our economy and that a Cumbria LEP presents the best opportunity to stimulate entrepreneurial skills and opportunities in both our rural and more urban areas.

Cumbrian partners have put forward the case for a countywide LEP based on the argument that the County operates as a functional economic area. In support of this argument, a wide range of information and data has been drawn together. In summary, the argument shows that Cumbria has:

- A high level of labour market self containment.
- A supply chain which sees 50% of private sector businesses reporting that all their sales were to customers based in the county.
- Housing market areas which are co-terminus with the county boundary.
- A wide range of administrative boundaries which are aligned to the county and proposed LEP boundary – e.g. NHS Cumbria, the police, Cumbria Chamber of Commerce, Cumbria tourism, etc..
- A strong history of partnership working through the Cumbria Strategic Partnership (CSP).
- An invaluable time series of data built up over years by the Cumbria Intelligence Observatory and formerly the Cumbria Economic Intelligence Partnership.

Taken separately, each indicator makes a strong case for Cumbria being defined as a single functional area. When combined, however, the case becomes compelling.

If accepted by the Government, the Cumbrian LEP will provide a strategic lead in all activities contributing to the growth and vibrancy of the county's economy and will, where appropriate, take positive action, using the skills, capability and networks of LEP partners. These activities will include:

- Championing the economic interests of Cumbria internationally, nationally, regionally and locally.
- Driving enterprise, innovation and growth in the Cumbrian economy, delivering real long-term growth in the most efficient and effective ways possible through both our rural and urban based businesses.
- Determining the areas of activity and opportunity which will deliver a real return on investment, as well as understanding the key long standing barriers to development.
- Stimulating job growth within the private, community and Third Sectors to compensate for job losses currently being experienced in the public sector

(both directly and through the impact of spending cuts on public sector contracting) and rebalancing the economy.

- Through the partnership, providing the economic and business intelligence, including trend analysis and projections, needed to help inform constructive decision making, sharing this with prospective investors.
- Working to establish effective networks with other LEPs with similar issues, sharing best practice, addressing joint issues and pooling resources.

To support the above, the LEP will work to influence the key activities of housing and planning, transport and infrastructure, employment and skills, business and enterprise development, transition to the low carbon economy and support for tourism and other key sectors. The LEP will in turn be supported by the Local Economic Assessment which will underpin the development and focus of a Local Enterprise Partnership for Cumbria. The Local Economic Assessment will bring together and interpret a single evidence base on the recent, current, and (as far as can be reasonably ascertained) the future operations of Cumbria's economy. From this base, the Local Enterprise Partnerships will be better equipped to target interventions where, for example: 1) the need is greatest; or, 2) the benefits could be most significant.

Cumbria is strongly united in its approach to and its bid for a single Cumbria LEP with support being given from a wide range of organisations in the private, public and Third Sector. However, Cumbria faces a huge challenge if it is to successfully navigate its way through the significant changes as we move from public sector reliance to an economy with enterprise at its heart. For Cumbria to achieve its economic potential in the new institutional landscape there is a need to adopt new approaches, building on the best of what we already have here in the county. The creation of Local Enterprise Partnerships is a great opportunity to grow a truly enterprising and successful economy and this will only be maximised by giving Cumbria control of its own destiny as a free standing LEP.

SECTION 10

TRANSFORMATIONAL PROJECTS

This section contains information which outlines current progress with key transformational projects in Cumbria by the geographical delivery areas of Barrow, Carlisle, Eden & South Lakeland and West Cumbria. The information has been provided by the Programme Director for each of the four delivery areas. However, before discussing the progress in each area it is worth just giving a general update from the past six months which has a significant impact on many projects in Cumbria.

The new coalition government has announced that it wishes to replace Regional Development Agencies with new Local Enterprise Partnerships (LEPs) between local authorities and the private sector. This means that the North West Regional Development Agency (NWDA) will be wound up by the end of March 2012. As a result of this announcement, the NWDA revealed it was withdrawing funding from all "uncommitted projects" in the region with immediate effect.

Since 1999, the (NWDA) has provided Cumbria with more than £300m of funding for economic development, is to be wound up in 2012 as part of a government reorganisation. Funding from the NWDA has been vital in such diverse ways as establishing the University of Cumbria and helping businesses hit by the foot and mouth outbreak and the Cocker mouth floods. With the announcement that the NWDA is to be wound up, many Cumbrian building projects are now in doubt because of their dependence on this funding source. They include:

- The Waterfront scheme in Barrow;
- The redevelopment of Carlisle's Sands Centre;
- A planned overhaul of Court Square, Carlisle;
- Improvements to Carlisle's 'historic core';
- The redevelopment of Carlisle Airport;
- An £11m 'Roman centre' in Maryport;
- A £1m maritime centre for Maryport;
- The £20m Albion Square development in Whitehaven.

The future of these projects and of regeneration and economic development in Cumbria more generally will become clearer through a White Paper about the LEPs due out in the autumn.

It is also worth mentioning briefly that this cut in funding will also have a human cost as the NWDA will be unable to continue contributions it makes to Cumbria County Council which helps fund regeneration in Cumbria. The move is likely to result in job losses as the council employs 46 people in economic development whose jobs are entirely dependent on NWDA funding. All economic development staff employed by the County Council are now subject to a 90 day consultation period (which began on 6 August), although the number of likely redundancies is not yet known. As well as people working in the County Council's economic development teams in Carlisle, Wigton, Cocker mouth and Penrith, the announcement also involves staff in Barrow Regeneration, Britain's Energy Coast West Cumbria, Eden and South Lakeland Forward, Cumbria Vision and Invest In Cumbria.

Furthermore, the closure of the NWDA will also impact on the budget to promote tourism in Cumbria which is set to be cut by half with the loss of 23 jobs. Cumbria attracts 15.3m visitors a year who contribute £1.1 billion to the local economy and help support around 36,000 jobs, according to Cumbria Tourism figures. However, around £1.3m (53%) of Cumbria Tourism's current funding comes from the NWDA and this is set to disappear.

Barrow

Waterfront Business Park

Almost eight hectares of prime industrial land are now available and are being offered to developers. This is one of the best offers in the North West at the moment, with fully serviced sites and good road access. The site is currently being marketed so Barrow can take advantage of improving market conditions, along with the opportunities presented by the Britain's Energy Coast initiative. Barrow Regeneration (BR) will assume responsibility for marketing (previously this function was to have been undertaken by partners Furness Enterprise) and will contact the 31 most promising leads with a view to brokering pre-let deals with developers and prospective tenants. BR will also prepare a submission for funding to the government's recently announced Regional Growth Fund when the full criteria are known. It is hoped that the bid will be successful given that the fund and Waterfront Business Park both focus on job creation and economic growth.

Barrow Marina Village/ Leisure Marina

BR remains absolutely committed to this project because its focus is on transforming the long term future of the town. Next steps will involve entering into discussions with the Homes & Communities Agency and the developer, Story Group, over the option of bringing forward an initial phase of the Barrow Marina Village housing development. BR will also consider submitting funding applications to Cumbria's Local Economic Partnership, when this is set up, or other funding bodies, once the criteria are known. BR and its funding partners will continue to examine the viability of the Marina Village development but in the context of public sector funding cuts, it will keep the Leisure Marina development on hold until market conditions and confidence improve.

Housing Market Renewal (HMR)

Barrow has too many obsolete and poor quality terraced houses which need to be replaced with modern homes. Over the last five years, the HMR programme has been very successful in enabling Barrow Borough Council to acquire over 160 terraced properties for refurbishment or demolition. In the case of demolition, the intention is to sell the sites for new housing developments. Barrow regeneration will make a case for Homes & Communities Agency funding through the Cumbria Local Area Investment Plan in order that the HMR programme can continue to deliver real benefits for the town and its people.

Town Centre

Public realm work on Dalton Road and the Ginnel, leading from the Town Hall Square and the Mall, should be completed by October and a celebratory event is planned. The funding for this scheme is not affected by NWDA cuts. Residents and shoppers can already see the significant improvements that are being made to strengthen and diversify the town centre economy, improve its image and reinforce the message that Barrow is open for business.

Enterprise and Skills

Barrow Regeneration has been funding pioneering and award-winning projects such as The Workshop (to help Incapacity Benefit claimants), Return to Work and the Enterprise Fund (to help local firms to expand), which are delivered through our partners Furness Enterprise. Many of these projects are exemplars which could be rolled out nationally by the coalition government; however, they are currently at risk. BR and Furness Enterprise will continue to promote what has been achieved in this important area of work and will endeavour to identify funding for these important projects, by the end of this year. They would also appear to share the same focus of the Regional Growth Fund.

Talented Minds

Talented Minds is a vigorous and dynamic programme designed to involve young people, schools and colleges in Barrow's regeneration and to persuade more young

people to stay in the area. Results to date have been truly amazing and there is no question the programme has helped to reverse the worrying trend of outward migration of young people, which has been such a problem for the town and its economic growth. Unfortunately the current funding situation means the programme is at risk, which is why BR will seek replacement funding through avenues such as the Cumbria Community Foundation/Barrow Community Trust to take this forward when current NWDA funding ends in September 2011.

Carlisle

Carlisle Roman Gateway

The first stage of the tendering process to engage a quality contractor to deliver public realm works as part of the Roman Gateway project has begun. Expressions of interest from qualified and experienced landscape contractors were invited by 20 August, as an element of an exciting scheme to create a world-class visitor experience in Carlisle. Shortlisted companies will be invited to tender.

Part of a wider programme of investment, the Roman Gateway aims to create a step-change in the quality of Carlisle's tourism product and establish Carlisle as the western gateway to Hadrian's Wall. The multi-million pound scheme will improve people's experience of Hadrian's Wall Trail and create a new Roman Gallery at Tullie House Museum & Art Gallery. The new 400m² space will include cutting-edge interactive technology to explore the concepts of frontiers, focusing on the Roman Empire, Carlisle, and Hadrian's Wall. Signs and markers will be installed to link the gallery and the Historic Quarter to Hadrian's Wall Trail. The £2.35m attraction will be open by summer next year and is expected to draw an extra 50,000 visitors a year to historic Carlisle.

The chosen contractor will deliver public realm improvements to six sites within Bitts Park and the Historic Quarter of the City Centre. Works will involve surfacing materials, bespoke street furniture, public art, way marking elements and information boards. It is anticipated that the contract will begin in November 2010.

Historic Quarter Re-vamp

Carlisle City Council has appointed an exciting Cumbrian artist to provide the finishing touches to a £840,000 revamp of the city's Historic Quarter. Artist Hannah Stewart held two open workshops in August, where hundreds of members of the public got the chance to help shape the public art that forms the finishing touches to the Castle Street scheme. It is hoped that the scheme, which was given the go-ahead by Cumbria County Council's Local Committee for Carlisle in January, will help attract increased investment into the city as part of a package of projects for the area. As well as becoming much more pedestrian friendly, the southern half of Castle Street will still allow through-traffic.

Carlisle City Council in partnership with Cumbria County Council is funding the Castle Street scheme and is project managing the improvement works. Once complete, Castle Street will be one-way southbound, while Fisher Street becomes two-way between Market Street and Spinner's yard. Existing granite kerbs will be refurbished and the road repaved with whinstone blocks. Work is being phased to minimise disruption, with the entire scheme to be completed around October.

Improvements to Carlisle Castle

English Heritage is being supported to help make more of Carlisle's 900 year old Castle. Now English Heritage is looking at designs for improving access to the keep roof, magazine and outer walls and a new interpretation plan. They're also doing some work to inform any future development and adaptation of the vacant 19th century former barrack buildings of the Outer Ward for alternative uses. Marketing of the Gallipoli and Arroyo blocks will be taken forward shortly. Proposals

to relocate Cumbria's Military Museum from the Inner Ward to the Outer Ward are also being developed.

Creating a Compelling Tourism Story for Carlisle

The Carlisle Interpretative Framework has now been finalised by CMC associates and Colin Buchannan. It is designed to help current and future venues in Carlisle establish a new collective identity as a heritage tourism destination of national importance and the north's leading frontier city. The main theme of the framework is the city's long and eventful history which stretches back some 2000 years to the glory days of the Roman Empire supported a series of sub themes and stories illustrative of Carlisle's:

- Long and eventful history.
- Connectivity with Hadrian's Wall and Empire.
- Origin and continuity as the first city of the North West.
- Distinctive and long 'Border' heritage – not only a catalogue of wars, sieges, and 'Reivers', but also of devotion and learning.

Copies of The Framework can be obtained by contacting Andrew Sproat at AndrewSp@carlislerenaissance.co.uk.

Carlisle Airport

Plans for the redevelopment at Carlisle Airport have been blocked by the Court of Appeal. Judges found that the decision to give planning permission for a freight storage and distribution centre was unlawful. They ruled that the City Council should have conducted a full environmental impact assessment before approving the plan by Stobart Air. Nonetheless, the company is continuing its plan to redevelop Carlisle Airport and base its haulage business there, despite the Court ruling. Airport bosses hope to submit a revised planning application soon.

Carlisle College

The £9 million redevelopment of Carlisle College is well underway – with one of its former blocks already bulldozed. Block C of Carlisle College, which stands close to Strand Road, has been flattened and demolition of the tallest part of the college will start in the next fortnight. The four-storey block B is next to go and it will clear the site for the new transformation, which will be completed next year. The new building will add to the modern learning areas which were created when the frontage that leads on to Victoria Place was revamped, creating a library and learning resource centre and workshops for electrical and other apprentices and students. The new foundations will be laid in November with construction of the steel frame of the new building going up in December.

Eden and South Lakeland

K Village – The Lakes Outlet Centre, KENDAL

K Village – The Lakes Outlet Centre in Kendal opened on 28 July 2010. The centre was developed by Kendal Riverside Ltd and is a £100 million development of a 28 unit premium retail outlet centre with restaurants, cafés, 500 underground car parking spaces, a heritage centre, 20,000 sq ft of office floor space and 90 apartments. To date, 20 units have been pre let to retailers such as Clarks, Alexon, Mountain Warehouse, Denby, Cotton Traders, Cadburys and Costa Coffee and although the show apartment only opened towards the end of August around 50% of the apartments have already been sold. It is anticipated that the development will create 250 new jobs with an estimated 1.5 million people and up to 4,000 coaches annually visiting the Centre every year.

New Squares, PENRITH

The construction of this new £77 million retail development was suspended in October 2008 as a result of the credit crunch and the withdrawal of bank funding from the developers Lowther Manelli. In March 2010 Sainsbury's "stepped in" to develop out

the original scheme with a new phasing programme and some alterations to the overall scheme – a small reduction in the number of car parking spaces, a reduction in the number of residential units and a re configuration of some elements of the retail units, but the size of the anchor Sainsbury's store remains at 55,000 sq ft gross floor space. If planning permission is granted, it is hoped to start on site early in 2011, with the Sainsbury's store and multi storey car park being opened in Summer 2012 and the rest of the development being phased over the following three years.

Canal Head, KENDAL

The comprehensive restoration of Canal Head has the potential to bring about substantial economic, social and environmental improvement to Kendal. A mixed development scheme is envisaged on the 8 hectare site which could cost in excess of £100 million and consist of a large superstore, office development, a relocated manufacturing facility for Gilbert Gilkes and Gordon Ltd, a major water turbine manufacturer, as well as residential development with significant public realm improvements and strong pedestrian links with Kendal town centre. South Lakeland District Council is currently finalising its "Preferred Options" report to include large format retailing as part of the Canal Head Area Action Plan which will form part of the emerging Local Development Framework (LDF) for South Lakeland which will set out statutory planning policy for the area. This "Preferred Options" report is likely to be published in late 2010.

A small project team have been established, coordinated by Eden and South Lakeland Forward which brings together relevant officers from the County Council, South Lakeland District Council and the private sector to work on a number of key issues which need to be resolved before any development can take place. A full planning application for the comprehensive development of Canal Head is anticipated early in 2011.

University of Cumbria – Ambleside and Newton Rigg Campuses

The University of Cumbria is working in partnership with various stakeholders to implement its business plan (March 2010), which involves rationalising its estate and academic provision. This rationalisation will help to ensure that the University can become a financially stable institution and has resulted in the University deciding to withdraw from some of its previous activities at both its Ambleside and Newton Rigg campuses. A partnership group has been established comprising Cumbria County Council, NWDA, Eden District Council, South Lakeland District Council and the Lake District National Park Authority who will work with the University to identify appropriate solutions for the two sites. Eden and South Lakeland Forward is facilitating the estate planning group which is reviewing potential alternative uses that may be appropriate in both financial and planning policy terms at both Ambleside and Newton Rigg.

Kendal College

Phase two of Kendal College's redevelopment involves the creation of a new Creative and Performing Arts campus. This will include a refurbishment of the current facilities in the Allan Building, the upgrading of facilities at Kendal Museum, the incorporation of the 14th century Castle Dairy as a gallery space and café and a new multi purpose space for performing arts, dance and music, including facilities for sound, lighting and recording with workshops, changing facilities, toilets and reception. Construction work commenced on the first part of phase two in March 2010 with the building of a new £2.2 million multi purpose centre which will open in October. It is hoped that the next part of phase two of the College's development, costing about £3 million and seeing warehouses in Wildman Street demolished and replaced by new buildings, will follow if extra funding can be secured.

The Glebe, Bowness on Windermere

Bowness Bay and the Glebe are extremely popular visitor destinations and, for some, offer the only experience of the Lake District. However, the overall offer is very poor, dated and, in certain areas, in disrepair. Access to the Lake is also restricted.

Consultancy firm BDP undertook a public consultation programme earlier in the year and have subsequently identified a preferred option as to how the proposals should be taken forward.

A Steering Group has been established drawing members from the Lake District National Park Authority, NWDA, Cumbria County Council and South Lakes Development Trust to take this project forward. As it is a very complex project it will take a significant time to develop. However South Lakeland District Council have agreed to look at all their land holdings in the area to maximise the potential use and developers are already working up proposals for a significant three star hotel to be located adjacent to the current marina.

National Park Visitor Centre, Brockhole

The Lake District National Park Authority is planning to develop the National Park Visitor Centre at Brockhole into a world class visitor attraction. Eventually this will include a new indoor interactive visitor attraction telling the World Heritage story, a new café, retail outlet, a taster "indoor" climbing wall, a new water sports centre, restored gardens and grounds, a new lakeside ferry hub, increased car parking, park and ride/sail facilities and improved foot and cycle path connections into and out of the site. To date the LDNPA have renewed the indoor exhibitions, secured a water sports operator, secured a company to build a high ropes adventure course to open by Easter 2011 and applied for planning permission for new jetties to take the largest of lake craft to be operational in 2011. The LDNPA are now looking at how to fund the other elements of this major development scheme in the light of current public spending cuts.

West Cumbria

Low Level Nuclear Waste Repository

A new nuclear waste dump which is expected to bring £1.5 million a year into the Cumbrian economy has been opened. Vault 9, at the Low Level Waste Repository (LLWR) at Drigg in west Cumbria, will store low-level radioactive waste. At its inception, the £20 million scheme was expected to secure 150 jobs. Vault 9 has the capacity to safely store 110,000 cubic metres of low-level nuclear waste and it has been designed to meet the stringent requirements of the UK's nuclear and environmental regulators.

Derwent Forest

Five companies have been shortlisted to develop Derwent Forest, the former Broughton Moor Royal Naval Armaments depot acquired by Cumbria County Council and Allerdale Borough Council in 2008. The Derwent Forest site is a 425-hectare former Royal Naval Armaments Depot which is identified as a key development site for the Britain's Energy Coast initiative.

The eventual end uses of the site being proposed include a range of leisure, tourism, business and housing opportunities. There have been some concerns raised locally that the site may be considered as the location of a deep geological repository for radioactive waste, but this is not being proposed by any of the shortlisted companies. Detailed proposals will be submitted by each of the shortlisted companies by the end of September 2010.

Dalton Nuclear Institute West Cumbria

Building work is due to start on West Cumbria's new £20 million nuclear centre at Westlakes Science and Technology Park near Whitehaven, which will be run by the University of Manchester. The contractors who will build the 2,000 square-metre facility will be appointed at the end of this month, and will start work in October. The project is due to be completed next August when 40 staff and postgraduate researchers will move onto the site.

Jointly funded by the university and the Nuclear Decommissioning Authority (NDA), the university says the facility will lead the way in radiation science and nuclear engineering decommissioning research. The facility will have a three and two-storey block and will have computer modelling stations, electron optics and large-scale experimental facilities for radiation science. There will be office accommodation and seminar rooms for post graduate and professional development courses. Copeland planners agreed to the plans two months ago, saying the centre is hoped to boost links with other West Cumbria resources, such as the Technology Centre and emerging National Nuclear Laboratory's Central Laboratory at Sellafield.

The Energy Opportunities Supply Chain Project (EOSCP)

EOSCP is a joint project of Britain's Energy Coast-West Cumbria (BECWC) and the West Cumbria Development Agency (WCDA). The project will help West Cumbrian companies win business from the energy sector opportunities including the nuclear industry (decommissioning, new build, reprocessing and waste); renewable energy (wind, wave, tide and bio power systems); transmission and works associated with energy technologies based in West Cumbria; as well as relevant opportunities in other major energy sectors e.g. oil and gas. The Project will target assistance to all businesses that have a base and/or workforce in West Cumbria and/or are currently subcontracting or preparing tenders for work with companies based in West Cumbria in the boroughs of Allerdale and Copeland. The Project seeks to strengthen the local supply chain, open up opportunities for new enterprises and encourage inward investment, thus helping sustain local communities. The project will to assist West Cumbrian businesses to benefit from the delivery of the "Britain's Energy Coast™ initiative.

Practical and valuable support will be available from a range of expert business advisors from around the UK, as well as business support services, training and events. The project is supported by a Supply Chain Portal. Partners providing professional support include Sellafield Ltd., TWI, Manufacturing Advisory Service (MAS), Envirolink, Business Link and UCLan. The Project started formally on 1st July 2010 and will run until at least 31st March 2011, when BECWC aims to have a major supply chain development project ready to be launched.

