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**CUMBRIA
ECONOMIC
BULLETIN**

September 2009

A JOINT PUBLICATION


University of Cumbria
Centre for **R**egional **E**conomic **D**evelopment


Cumbria
Intelligence
Observatory

CONTENTS

Section	Heading	Page Number
	Introduction	2
1	Macro Economic Overview	3
2	Selected National Economic Indicators	7
3	Corporate Change in Cumbria	8
4	Unemployment and Claimant Data	19
5	Notified Vacancies Data	29
6	Environmental Quality	32
7	Place Leadership	37
8	Key Transformational Projects	40
9	Anti Poverty Strategy	47

INTRODUCTION

Welcome to the September 2009 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.

Requests for additions or deletions to the mailing list for this Bulletin can be notified to any of the contacts listed below.

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

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SECTION 1 MACRO ECONOMIC OVERVIEW

International Context

The past six months since the March issue of the Cumbria Economic Bulletin has been marked by continued speculation about the timing of any recovery from the present deep recession that has affected much of the world economy¹. Even so, it remains the case that levels of economic activity in many developed countries are still significantly lower than a year ago². In the USA, GDP fell by a further 0.3 percent during quarter 2 – and this was a slightly better performance than many commentators expected³. The Japanese economy has also continued to be amongst the hardest hit in the global downturn. However, there have been some recent improvements in indicators in the rest of Asia including “bounce back” in Korea and Singapore and the Chinese economy seems likely to reach its annual economic growth target of 8 percent for 2009, dwarfing most other countries in the world⁴.

There is also a mixed picture within the European Union. Debates during August and early September have focused on reports that Germany and France appear to be leading an emergence from recession with positive growth figures for the period April to June (second quarter). In the media, much was made of the contrast with the UK which showed a continued fall in the same quarter (Gilmour and Webster, August 2009)⁵. Economists argued that the lag in the UK may perhaps be due to greater dependence on the financial services industry and over-indebtedness in consumer markets.

In the midst of speculation concerning the timing of recovery, there has been no shortage of attempts to diagnose global economic problems. In July, the International Monetary Fund (IMF)⁶ recognised the start of a global recovery from a “recession unprecedented in the post World War II era” but it highlights that stabilization is uneven and recovery is expected to be sluggish. This is reflected by the Organisation for Economic Co-operation and Development (OECD) which suggested that the economies of its members stabilised in the second quarter of the year.

The IMF indicates that the pace of recovery depends on the balance of two forces. The downward drag exerted by the financial shock, the sharp fall of global trade, and the general increase in uncertainty and collapse of confidence is gradually diminishing. However, supportive forces are still weak, importantly, financial markets remain impaired and bank balance sheets still need to be cleaned and institutions restructured. This is likely to be a long process as Mervyn King commented in August 2009 “...it will require a long period of robust growth in order to make up for the falls in output that we've seen over the past year - so deep and sudden has been the recession and that means that we will still, I think, find ourselves in a difficult position for a long time to come”⁷

To encourage recovery in the more advanced economies the IMF suggests that the policy makers have to foster stronger potential output growth and the rebalancing of global demand. This would include short-term support measures for the financial systems alongside long term objectives to strengthen incentives and improve market

¹ See Cumbria Vision / Cumbria Observatory “Labour Market Briefing” September 2009 for more detail

² Bank of England Inflation Report August 2009

³ Bank of England Monetary Policy Committee Minutes 5 and 6 August 2009

⁴ Zhang Hong “Too early to hail China’s stimulus success”, The Guardian 28th August 2009

⁵ Gilmour and Webster, Germany and France lead climb out of recession” TImesOnline, August 14th 2009

⁶ IMF World Economic Outlook UPDATE July 8 2009

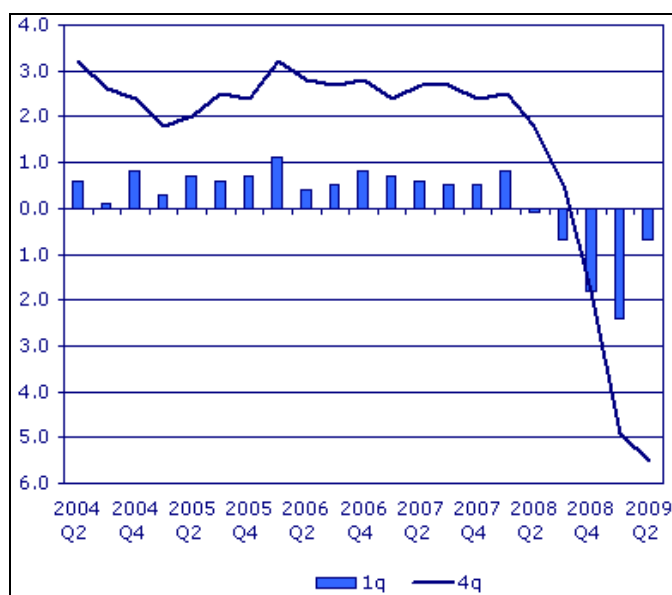
⁷ <http://www.bankofengland.co.uk/publications/inflationreport/conf090812.pdf>

discipline which will in turn sustain productivity growth. Monetary and fiscal policy should look to reduce the expanding central bank balances whilst remaining supportive until growth resumes and deflationary risks dissipate. The IMF looking beyond next year feel the present crisis at least on the supply side will have reduced the global economy's output. Falling investment and widespread bankruptcies coupled with rising cyclical unemployment may translate into higher structural unemployment. The demand side of the economy from the public sector will have to recede and private demand will have to increase. The success of the recovery in 2010 depends on many factors; critical amongst them will be the rebuilding of the financial sectors in advanced economies and the supporting of private consumption in emerging economies with large current account surpluses.

National Context in the UK

National Statistics have reported a continued fall in Gross Domestic Product (GDP) of 0.7 per cent in the second quarter of 2009 which is 5.5 per cent lower than the second quarter in the previous year. As can be seen in Figure 1, however, the *rate of decline* appears to be slowing. The drop in GDP is reflected also in the decline in the index of production (Figure 2) which shows a slightly more significant "flattening out" of the trend line in the past 2 quarters with slight growth during June and July (+0.9%) and encouraging signs perhaps in some sectors (+3.8 per cent in the transport equipment industries, +3.3 per cent in the chemical and man-made fibres industries and +3.4 per cent in the rubber and plastic products industries)⁸. Even so, in September, reports of the CIPS survey suggested a further decline in factory output during August (King et al Sept 2009)⁹. The survey also showed continued sharp contraction in the UK construction sector during the month as constructors adjust capacity and employment to save costs (Lindsay Sept 2009)¹⁰.

Figure 1: Long term trend in UK GDP to July 2009



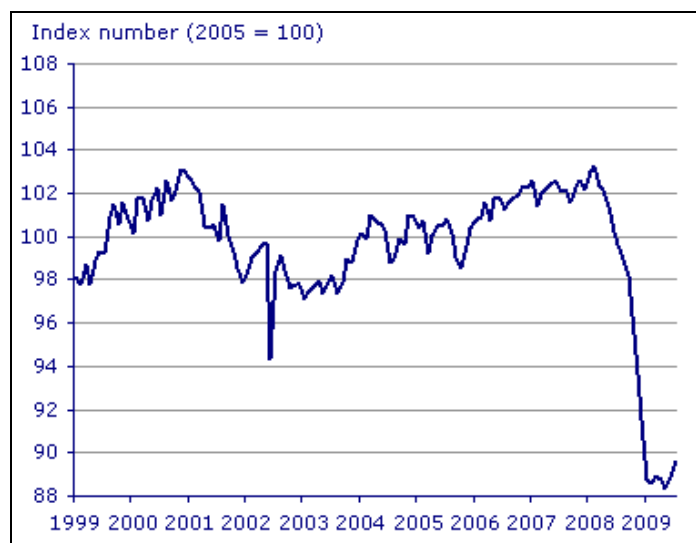
Source: National Statistics Website: www.statistics.gov.uk/cci/nugget.asp?id=192

⁸ <http://www.statistics.gov.uk/cci/nugget.asp?id=198>

⁹ King I., Frean A, Lewis L "Britain lags behind in global race to economic recovery" 2nd September 2009

¹⁰ Lindsay R., "UK construction shrinks for 18th month in a row" TimesOnline, 2nd September 2009

Figure 2: Long term trend in UK Index of Production to July 2009



Source: Source: National Statistics website: www.statistics.gov.uk/cci/nugget.asp?id=198

The consumer price index has, however, remained higher than expected recording annual change to August 2009 of 1.6 percent. At its meeting on 10th September 2009, Monetary Policy Committee agreed to keep interest rates at their record level of 0.5% for the sixth month in a row and to continue to implement plans for "quantitative easing" by purchase of assets through the creation of central bank reserves.

At a UK level David Kern economist at the British Chamber of Commerce (BCC) noted that it is becoming increasingly clear that the business sector will only fully recover when funding becomes more readily available "The persistent weakness in bank lending is still a major problem, which threatens small firms in particular. Against this background, it is important for the MPC to increase the quantitative easing programme to £200bn, and to consider special measures, such as a negative interest on deposits held by banks at the Bank of England."¹¹

While immediate attention focuses on when and where recovery might occur, in future, debates are also likely to surround the longer-term impacts of the events of the past 18 months on UK national and regional economies. Prior to the credit crunch, employment trends in the UK had been characterised by varying phases of deindustrialisation and the absolute and relative growth of jobs in tertiary activities. There had been a major shift in employment by industrial sector between 1988 to 2008 with a broad move from manufacturing to the service sectors. For example, there has been a sixty percent reduction in employment in mining and utilities and over seventy percent increase in the business, finance and professional services sectors.¹² This shift in sector is also reflected in the knowledge base of the UK workforce. According to the Work Foundation, it is estimated that 33% of the UK workforce is employed in jobs that can be regarded as "highly knowledge intensive", with a further 27% working in roles which have some knowledge content.¹³

Unusually, the present economic crisis has had major employment impacts on services (finance, banking and retailing) as well as manufacturing. Despite this fact, IMF predictions suggest that competitive processes are likely to stimulate an increased *movement of manufacturing jobs to lower cost locations* in less developed

¹¹ <http://www.guardian.co.uk/business/2009/sep/15/inflation-deflation-cpi-economists-views>

¹² 'Jobs of the future' Sept 2009 HM Government

¹³ Knowledge Workers and Knowledge Work, the work foundation, March 2009 (www.theworkfoundation.com/assets/docs/publications/213_know_work_survey170309.pdf)

countries and greater dependence on services in developed economies. There is also likely to be *intensified competition between developed economies* to retain higher value-added manufacturing capacity. These issues are already being met across Europe in the context of restructuring of the vehicle industry and the pressures on producers to raise productivity through the use of even greater use of technology and the creation of economies of scale in production. These changes in the geography of production globally will inevitably create further volatility and turbulence in global supply chains within which business leaders will need to use increasingly sophisticated technologies to integrate production and distribution systems.¹⁴

Effects in Cumbria

The County is not immune to global events and our manufacturing industry has shown vulnerability in the past 6 months as illustrated in the Corporate Change section of the Bulletin (see section 3). However, reported job gains still outnumber the losses largely due to relative buoyancy in consumer services including retailing. As a consequence, while rates of unemployment have risen in Cumbria, the rate of increase has been much lower than trends seen regionally and nationally (see section 4). The rate in Cumbria for July 2009 (2.7 percent) was considerably below the national average (4.2%). Rates of unemployment appeared to have reached a plateau around 2.6 percent from March to July 2009 (although the data for August announced more recently showed a small rise to 2.8 percent).

¹⁴ www.supplychainstandard.com/liChannelID/1/Articles/2670/Business+as+usual.html

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 2009)	n/a		-0.7%	-5.5%
Manufacturing output (Jun. 2009)	n/a		-0.2%	-12.5%
Service sector output (Jun.2009)	n/a		-0.6%	-3.8%
Headline annual inflation (RPI) (July. 2009)	0.0%	-1.4%		
Underlying annual inflation (RPIX ¹⁵) (July. 2009)	0.0%	1.2%		
Base (Repo) interest rate (end Feb. 2009)	0.5%			
UK claimant count (Jul 2009)	1.582m		+77,200	+709,000
UK ILO unemployment rate (3 months to Jun.09)	7.8%		0.7%	2.4%
Whole economy productivity (Q1 2009)	n/a		-2.0%	-4.2%
Manufacturing productivity (Q1 2009)	n/a		-2.7%	-8.3%
Halifax house prices (Aug. 2009)	n/a	0.8%		-10.1%
Sterling effective Exchange Rate Index (Jan. 2005=100) (end Aug.2009)	81.57	-2.65%	-0.26%	-9.45%

Sources: National Statistics; Bank of England Online statistics;
www.lloydsbankinggroup.com/media1/research/halifax_hpi.asp?WT.ac=MHPER; 16/09/09.

¹⁵ RPIX = Retail Price Index excluding mortgage interest payments

SECTION 3

CORPORATE CHANGE IN CUMBRIA

Volatility in the economy and in labour markets nationally and internationally is reflected in recent corporate changes in Cumbria. As at the national level, the situation in the past 6 months has been marked by mixed fortunes in terms of employment change. It appears that the present phase of recession is marked by an increased rate of churn in the labour market rather than job losses across the board. At least in terms of media reporting, the net effect, once again, has been that the number of reported job gains (1,296) has exceeded the number of reported job losses (868) (see Table 3.1).

The sectoral distribution of reported job gains and losses can be seen in Table 3.1. In a reversal to what was seen in the previous six months (Sep. 2008-Feb. 2009), the manufacturing sector has suffered heavily from job losses (550) compared to job gains (144) and in contrast, it is the reverse situation for the retail sector. Many of the County's large manufacturing firms, faced with reduced demand for their products, have laid off workers. These include Kimberly-Clark, British Gypsum, James Walker and Co. Ltd., Pirelli, Sealey and Oxley Developments. The latter company which designs and supplies electronic devices and components to the military has made 10 staff redundant in the purchasing department and production line. In addition, two of our large manufacturers have ceased production and closed, namely, Stead McAlpin (Apex Textiles), the Carlisle textile manufacturer, and Kangol, the hat manufacturer in Cleator. Two firms have also moved their operations out of the County – Vion Foods, a sausage manufacturer has moved from Shap to Hull and Drew Scientific, an American medical company is transferring its manufacturing base from Barrow to France. In addition, BAE has slowed its production of the M777 gun which has meant 86 jobs losses. There are, however, a few firms that have expanded employee numbers: Cumbrian Seafoods in Maryport; Tronic in Ulverston due to investment in plant; and Gyrodata in Barrow due to investment in plant, being the most prominent of these.

There have been a reported 572 job gains and 64 job losses in the retail sector. Some small retail chains have gone into liquidation with consequent job losses (see The Original Shoe Company, Bay Trading, and Birthdays) while some large chains have opened new stores. The latter have consisted of national food retailers, Tesco, Sainsbury, Lidl and Netto; and also many discount chains selling household products: Argos, B&M Bargains, Poundland and Semichem. The sector to have seen the next highest level of activity is that of Hotels and Restaurants. Café and restaurant openings have accounted for most of the job gains (71) and nightclub closures for most of the job losses (96).

In contrast to the previous six months, the Construction sector is reported to have taken on more people than it has lost (although it should be noted that loss of work opportunities in construction tends to involve small firms and self-employed which are less likely to be covered in media reports). There are two large construction projects that are responsible for this. The Port Meridian scheme in Barrow which includes a gas pipeline, gas reception, conditioning and metering plant and an access road to Rampside will create 60 jobs during construction and 12 permanent jobs when operational. The facilities will be built by the Norwegian shipping firm, Hoegh, which is currently "building a liquefied natural gas deepwater port 35km off the coast where a huge £400m ship will transfer the gas into the pipeline connected to an offshore facility at Rampside." (Cumberland News 22/5/09). This should be operational from 2013. The second construction project is that by Sunrise Renewables Ltd. also at Barrow. Around 75 jobs will be created, 50 of them in construction and 25 permanent when a wood-burning plant is built on the docks. The £20M power station using wood chippings will produce 9MW of heat and power "sufficient to be utilised by up to 15,000 homes" (Cumberland News 25/6/09).

All of the job gains in the Real Estate, Renting and Business Activities sector are at one company, namely, the call centre Agilysis in Barrow. Job gains in the Health sector are dominated by those emanating from expansion of Neuro Partners Ltd who are aiming to recruit another 100 employees to help people with brain injuries and those needing neurological treatment and therapy.

Two large employers in the public sector are seeking cuts in staffing costs due to meet budget requirements. These are Carlisle City Council and Allerdale Council. Four senior management posts at Allerdale Council are going in a restructuring of senior management as part of the Council's plans to make annual savings of £3.5M due to "government imposed savings" (Cumberland News 27/8/09). Other staff are being asked to consider voluntary redundancy. At the same time, Copeland Council is to use £312,000 of government funds from the "Future Jobs Fund", a programme which aims at getting young people off unemployment. The Council is creating 48 positions for 18-24 year olds in four areas of employment: public sector (apprenticeships); Business (small to medium); Third Sector (including social enterprises) and the nuclear supply chain.

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

- Sainsbury's plans to build a new supermarket in Stanwix, Carlisle which would generate up to 500 jobs and the £40M development would open by Christmas 2011 if plans are approved.
- Sainsbury's plans to build a new 60,000 ft² supermarket including a restaurant and petrol station in the Caldewgate area of Carlisle. This would create between 450 and 500 jobs and the £40M development would open by Christmas 2011 if plans are approved.
- Centrica is seeking planning approval for a 20 billion cubic feet gas storage facility in the Bains gas field, 20 miles off the coast of Barrow. It would create up to 200 core and contractor jobs.
- Dunelm Mill soft furnishings, bathroom and kitchenware retailer is hoping to open a store at the site of the former Barrow Superbowl in Hollywood Park. It would bring 70 jobs to the town if plans are approved.
- 50 jobs could be created at Workington if an application by Port Derwent Developments Ltd. to build a new 60-bed high quality hotel get the go-ahead.
- Planning permission is sought to build a £1.26M soccer centre at Park Leisure Centre, Barrow. The new facility would have six five-a-side courts, a pitch and a clubhouse with members' bar and café. It would be developed by Barrow Borough Council in partnership with Pulse Ltd. It would create up to 23 jobs.
- Lidl plans to build a new 11,442 ft² supermarket in Wigton on the site of the old bus garage, Market Hill. This would create 20 jobs.
- 15 jobs would be created if plans for an auction mart and office for the site of former Border Garden Centre at Harker, get approval.
- 5 jobs would be created if a new take-away gets planning approval in Barrow.

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

	Jobs	
	To be / gained	To be / lost
Mining and Quarrying	-	-
Manufacturing	144	550
Electricity, Gas and Water Supply	62	-
Construction	146	17
Wholesale and Retail Trade; Repair of Motor Vehicles, Motorcycles and Personal and Household Goods	532	64
Hotels and Restaurants	71	96
Transport, Storage and Communication	-	19
Financial Intermediation	0	12
Real Estate, Renting and Business Activities	120	22
Public Administration and Defence; Compulsory Social Security	26	31
Education	-	-
Health and Social Work	111	50
Other Community, Social and Personal Service Activities	36	7
Miscellaneous *	48	
Totals	1,296	868

* The data for this could not be de-categorised as the reported figure of job gains was an aggregate for several job categories (c.f. the text on the page opposite).

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	
06-Mar-09	Pirelli	Carlisle	Manufacturing		20	The slump in global car sales and collapse in tyre demand. It is also enforcing temporary shut downs.
11-Mar-09	Barrow Travel	Barrow	Real Estate, Renting and Business Activities		20	These call centre jobs are being moved to Manchester as part of an efficiency drive by the parent firm Cooperative Travel.
12-Mar-09	Sealey	Aspatria	Manufacturing		20	"The orders coming in are less than the factory's capacity." (The Cumberland News 12/3/09).

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
18-Mar-09	The Original Shoe Company	Carlisle	Retail		8	One of ten branches of the company that have been closed across the country.
18-Mar-09	Briarwood Nursing Home	Whitehaven	Health and Social Work		41	Closure due to not being financially viable.
19-Mar-09	Stead Mc.Alpin	Carlisle	Manufacturing		20	Fall in demand.
25-Mar-09	Furness Building Society	Barrow	Financial Intermediation		8	It is restructuring its operations due to a decline in demand for mortgages.
02-Apr-09	Apex Textiles	Carlisle	Manufacturing		62	The textile printing firm that bought Stead Mc Alpin two years ago has gone into administration.
04-Apr-09	Almond Catering	Carlisle	Hotels and Restaurants	15		The firm has secured a 4 year contract worth £1.26M with the University of Cumbria. The co. will provide catering services for staff and students at the Brampton Rd. and Caldewgate campuses in Carlisle, providing 156,000 meals p.a.
06-Apr-09	Kangol	Cleator	Manufacturing		25	The hat manufacturer is to cease production as the US firm which owns the plant has decided to turn it into a warehouse.
06-Apr-09	Agilisys	Barrow	Real Estate, Renting and Business Activities	35		Jobs of three months duration as customer service advisors in the contact centre.
07-Apr-09	O'Briens	Carlisle	Hotels and Restaurants		4	The sandwich bar and café in The Lanes Shopping Centre has closed due to poor trading.
11-Apr-09	Poundland	Barrow	Retail	20		New store which has opened in the former Woolworth's store.
14-Apr-09	TDG Logistics	Barrow	Transport, Storage and Communication		12	Up to a dozen lorry drivers who used to take products made by Kimberly-Clark tissue mill in Barrow to distribution depots around the UK may be made redundant. TDG blames the redundancies on a slowdown in work.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
17-Apr-09	A new bakery	Maryport	Manufacturing	6		The bakery will open on the site of the former Lairds grocery shop at Grasslot.
17-Apr-09	The Little Chef	Ings	Hotels and Restaurants	11		The restaurant is re-opening
17-Apr-09	L & W Wilson	Endmoor	Construction		17	Important contracts have dried up.
24-Apr-09	Shanks	Todhills near Carlisle	Other Community, Social and Personal Service Activities	22		The waste company is building a £25M waste treatment plant.
25-Apr-09	Steadmans	Warnell near Welton	Manufacturing	4	12	10 production jobs and 2 office posts have gone at the steel cladding and roofing co. 4 new staff have been taken on as sales people in the expansion of the sales team.
01-May-09	Tronic	Ulverston	Manufacturing	15		A new 45,000 ft ² site is being built to replace 3 existing units.
01-May-09	Clooney's	Cockermouth	Hotels and Restaurants	6		A new cocktail bar and grill is opening.
01-May-09	Barrow AFC	Barrow	Other Community, Social and Personal Service Activities		7	Football players have been laid off.
01-May-09	BAE	Barrow	Manufacturing		86	It is slowing production of the M777 gun at its global combat system site in Bridge Rd.
02-May-09	Neuro Partners Ltd.	Carlisle	Health and Social Work	100		The co. is recruiting more employees to help people with brain injuries and those needing neurological treatment and therapy.
02-May-09	Discover Caravan	High Heskett	Retail		19	The Discover Leisure company closed the "non-profit making branch" of its caravan retailing business.
05-May-09	NHS Mental Health services	Barrow and Ulverston	Health and Social Work		9	Restructuring in mental health services provision.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
06-May-09	CN Group	Cumbria	Manufacturing	4	32	The independent media company has announced further restructuring plans which could provide £1.5M in savings over a full year. Jobs that will be lost include 28 as the print plant at Barrow closes, 3 in telesales and accountancy operations at Furness Newspapers Ltd and 1 job in the commercial print sales area at Carlisle. However, there will be 4 new positions in the printing and advertising department at Carlisle.
07-May-09	Lennon's garage	Workington	Retail		2	The garage is closing its petrol pumps as it is no longer cost effective to keep them open.
08-May-09	Esquire Coffee House	Ambleside	Hotels and Restaurants	8		A new coffee shop.
10-May-09	Drew Scientific	Barrow	Manufacturing		13	The American medical co. is transferring its manufacturing base from Barrow to France.
13-May-09	Caterleisure	Barrow	Hotels and Restaurants	5		A café at the railway station is opening.
15-May-09	The Downtown Deli	Workington	Hotels and Restaurants	5		A new shop that will sell breakfasts, sandwiches and hot snacks.
21-May-09	Lakeland Leisure	Flookburgh	Other community, Social and Personal Service Activities	4		New life guards for the swimming pool at the leisure park.
22-May-09	Oasis Healthcare Ltd	Workington	Health and Social Work	11		A new dental surgery is opening and will provide NHS dental care to more than 11,000 people and is part of a £1.75M scheme to create 30,000 NHS dental places in West Cumbria.
22-May-09	Hoegh	Barrow	Construction/ Electricity, Gas and Water Supply	60/12		The Norwegian shipping firm is building a gas terminal plant, called the Port Meridian scheme, which should be operational from 2013.
26-May-09	Cumbria Karting	Barrow	Other community, Social and Personal Service Activities	5		An indoor go-kart track is opening.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
29-May-09	Agilisys	Barrow	Real Estate, Renting and Business Activities	55		These jobs in the client account have been moved from their call centre in Shannon, Eire as overhead costs were proving to be too high in Shannon due to the strength of the euro against the pound.
29-May-09	Putt Putt Campers	Grange-over-Sands	Wholesale and Retail Trade	2		New business opened hiring camper vans.
01-Jun-09	B&M Bargains	Carlisle	Retail	30		The discount chain opens its store on the site of the former Woolworths store, part of its continued growth across the country.
02-Jun-09	Bay Trading	Barrow	Retail		4	The fashion retailer has gone into administration.
03-Jun-09	Kimberly-Clark	Barrow	Transport, Storage and Communication		5	The 5 truck drivers bring raw materials to Barrow and take finished products such as Andrex toilet tissue to a chain of distribution warehouses. There has been a drop in workload.
05-Jun-09	Kimberly-Clark	Barrow	Manufacturing		30	The US firm is cutting jobs and costs at all of its UK and European mills due to the worldwide economic downturn.
05-Jun-09	Tony Roberts	Whitehaven	Retail	5		The carpet firm is relocating from Whitehaven town centre to the Haig Enterprise Park, Kells.
11-Jun-09	James Walker and Co. Ltd.	Cockermouth	Manufacturing		32*	The firm makes seals and gaskets. Demand for their product has fallen due to the recession.
11-Jun-09	Hogs and Heffers	Workington	Hotels and Restaurants		42	This bar/nightclub is closing due to a fall-off in custom.
11-Jun-09	Gyrodata	Barrow	Manufacturing	15		The firm makes intelligent rotary steerable drills with onboard electronics and navigation equipment for the worldwide oil and gas industry. It has invested more than £6M in a new factory and these people will be taken on within the next 3-5 years.
12-Jun-09	KLN Workington Ltd.	Workington	Hotels and Restaurants		42	The nightclub is closing due to bankruptcy.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
15-Jun-09	B&M Bargains	Carlisle	Retail	40		The discount chain is taking on more staff to cope with customer demand.
18-Jun-09	Birthdays	Barrow	Retail		5	The greetings card retailer closed as the firm went into administration.
18-Jun-09	Vion Foods	Shap	Manufacturing		118	The sausage factory is closing and moving its operation to Hull to streamline its business in what is "an increasingly competitive market." (Cumberland News 18/6/09)
19-Jun-09	Dairy Farmers of Britain	Workington	Wholesale and Retail Trade		9	The retail milk depot has closed after the farming co-operative failed.
19-Jun-09	MOD	Longtown	Public Administration and Defence	9		The new jobs are at the ammunition depot as the complex has been named as "a processing centre of excellence for the handling of general munitions." (Cumberland News 19/6/09)
24-Jun-09	Oxley Developments	Priory Park, Ulverston and Barrow	Manufacturing		10	The co. which designs and supplies electronic devices to the military says "business has been flat and the growth it had expected has not been achieved." (Cumberland News 24/6/09)
25-Jun-09	Sunrise Renewables Ltd.	Barrow	Construction/ Electricity, Gas and Water Supply	50/25		50 of these jobs will be in construction and 25 permanent when a wood-burning plant is built at Barrow docks.
26-Jun-09	Domino's	Penrith	Wholesale and Retail Trade	45		The pizza depot will be doubling its staff over the next few years to 2017, after building an extension to the warehouse. The co. is doubling the no. of stores it serves.
26-Jun-09	Netto	Workington	Retail	12		A new store stocking groceries and household items has opened.
30-Jun-09	Sports Direct	Workington	Retail	45		A new store of the budget sportswear chain has opened.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
01-July-09	DONG	Barrow	Electricity, Gas and Water Supply	25		The Danish Energy Company is taking on technicians to look after the 100 turbines of the £1.2bn Walney Wind Farm.
03-Jul-09	Armstrong Watson	Whitehaven	Real Estate, Renting and Business Activities		2	The co. is shutting its Whitehaven branch and moving to an office at Lillyhall.
06-Jul-09	British Gypsum	Kirkby Thore	Manufacturing		55	Plant Manager, "Douglas Kinnear, said the difficult financial climate and its impact on the construction industry had continued to have 'considerable effect'." (Cumberland News 6/7/09).
07-Jul-09	Larkin Racing Ltd.	Barrow	Other community, Social and Personal Service Activities	5		New betting office opened.
10-Jul-09	Home Bargains	Kendal	Retail	40		New discount store opening.
11-Jul-09	The Lounge Hotel and Bar	Penrith	Hotels and Restaurants	17		New business
11-Jul-09	Londis	Keswick	Retail	4		Expansion of the convenience store from 500 ft ² to 2400 ft ² .
15-Jul-09	Halifax	Millom	Financial Intermediation		4	These bank workers are losing their jobs when the branch closes. Customers are choosing to engage in internet and telephone banking rather than direct contact.
21-Jul-09	Cumbria Constabulary	Barrow	Public Administration and Defence		17	Staff cuts at Barrow police station due to centralisation of the call handling system at the police HQ in Penrith.
22-Jul-09	Tesco Express	Ulverston	Retail	14		New store opened.
25-Jul-09	Market Square News	Penrith	Retail		3	Closure of business.
28-Jul-09	Argos Extra	Barrow	Retail	41		New store opened.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
31-Jul-09	Studsvik UK	Sellafield	Manufacturing		15	These nuclear workers are being made redundant as their work on the decommissioning of Sellafield's original reprocessing plant, B204, has come to an end.
01-Aug09	Waterfront Business Park	Barrow	Construction	16		The second phase of building – the construction of the Michaelson Road access road, has secured £400,000 of contract work.
05-Aug-09	Future Jobs Fund	Copeland	Miscellaneous	48		This government programme is aimed at getting young people off unemployment. Copeland Council is using £312,000 of funds to create 48 posts for 18-24 year olds.
14-Aug-09	Tesco	Workington	Retail	200		The co. will build its biggest store in Cumbria.
14-Aug-09	Kirkbys Home Improvement	Ulverston	Retail		12	The DIY retailer has gone into receivership.
18-Aug-09	Sainsbury	Carlisle	Retail/ Construction	25/ 20		A new store in Stanwix to be built.
18-Aug-09	Semichem	Carlisle	Retail	9		A new discount health and beauty store will open as the chain expands its presence in the North of England.
19-Aug-09	Somerfield	Millom	Transport, Storage and Communication		2	These delivery driver jobs will go as the home delivery service will cease when Tesco takes over the store.
20-Aug-09	New Balance	Keswick and Maryport	Retail		2	Part of a reshuffle of the company's shops.
22-Aug-09	Coach House Swiss Restaurant	Mealsgate	Hotels and Restaurants		8	The owners are retiring and the restaurant will close.
27-Aug-09	Cumbrian Seafoods	Maryport	Manufacturing	100		The factory has been taken over.
27-Aug-09	Carlisle City Council	Carlisle	Public Administration		10	Jobs in senior management are being cut in order that the Council can hit its target of saving £1M by 2010-11.

Date Reported	Firm Name	Location	Standard Industrial Classification	Jobs		Reason Quoted
				To be / Gained	To be / lost	
27-Aug-09	The Army	S. Cumbria	Public Administration and Defence	17		New recruits.
27-Aug-09	Allerdale Council	Allerdale	Public Administration		4	Jobs in senior management are going in a restructuring in order that the Council can make annual savings of £3.5M.
28-Aug-09	The Bitter End	Cockermouth	Hotels and Restaurants	4		The pub is moving its brewery to Derwent Mills commercial park creating jobs after an increase in demand for its hand-bottled beer.
31-Aug-09	Agilisys	Barrow	Real Estate, Renting and Business Activities	30		These jobs are in the financial services sector due to a contract extension for the call centre from the Office of Fair Trading.

* This figure is a mid-range figure taken from the range which the company quoted as the estimated job losses.

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 unemployment benefit has risen significantly in Cumbria from a year ago. The figures reveal an annual rise of 59.0% for the county between Jul 2008 and Jul 2009 with 2,948 more claimants (up to 7,944 people); see Table 4.1. This is a substantially lower rise than in the UK (up 80.6%) and the North West (up 70.1%). Unemployment has risen over the year in all districts. The highest percentage rises were in Eden (up 115.5%) and South Lakeland (up 97.3%) and the lowest percentage rises were in Copeland (up 35.5%) and Barrow (up 50.0%).

Analysis of the data by Travel to Work Areas (TTWAs) allows some of the variations within districts to be more clearly seen. Absolute claimant counts are still relatively low in Keswick and Windermere, while the major industrial centres have counts ranging from 1,372 in Whitehaven to 2,283 in Carlisle. The Jul 2009 figures show an annual rise in all TTWAs. Numerically, the biggest rise over 12 months was in Carlisle (up 958).

The picture is less dramatic when viewed over a 6-month period indicating that most of the rise occurred in the first half of the year. Between Jan 2009 and Jul 2009 unemployment in Cumbria rose by 7.8% (575) which is again substantially lower than the rise of 22.6% in the UK and 19.8% in the North West. The 6 month figures are affected by seasonal trends though, as evidence by the unemployment count falling over the past 6 months in the tourist areas of Appleby, Keswick and Windermere. Because of these seasonal factors, the change over 12 months gives the best indication of trends.

Table 4.1: Claimant counts

	Jul 08	Jan 09	Jul 09	6-Month Change Jan 09-Jul 09		Annual Change Jul 08-Jul 09	
				No	%	No	%
Allerdale	1,098	1,642	1,671	29	1.8	573	52.2
Barrow	1,025	1,352	1,538	186	13.8	513	50.0
Carlisle	1,225	1,826	2,103	277	15.2	878	71.7
Copeland	1,057	1,422	1,432	10	0.7	375	35.5
Eden	187	390	403	13	3.3	216	115.5
South Lakeland	404	737	797	60	8.1	393	97.3
Appleby TTWA	47	125	115	-10	-8.0	68	144.7
Barrow TTWA	1,160	1,566	1,786	220	14.0	626	54.0
Carlisle TTWA	1,325	1,975	2,283	308	15.6	958	72.3
Kendal TTWA	223	429	466	37	8.6	243	109.0
Keswick TTWA	12	82	51	-31	-37.8	39	325.0
Penrith TTWA	125	228	256	28	12.3	131	104.8
Whitehaven TTWA	1,025	1,372	1,372	0	0.0	347	33.9
Windermere TTWA	43	80	73	-7	-8.8	30	69.8
Workington TTWA	1,019	1,469	1,503	34	2.3	484	47.5
Cumbria	4,996	7,369	7,944	575	7.8	2,948	59.0
North West	116,193	164,996	197,595	32,599	19.8	81,402	70.1
UK	871,288	1,282,645	1,573,139	290,494	22.6	701,851	80.6

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 official unemployment rate was 2.7% in Jul 2009, up by

1.0 from the rate a year ago and by 0.2 from 6 months ago. The rate in Cumbria remains below the UK rate of 4.2% which increased more sharply over the year (up by 1.9).

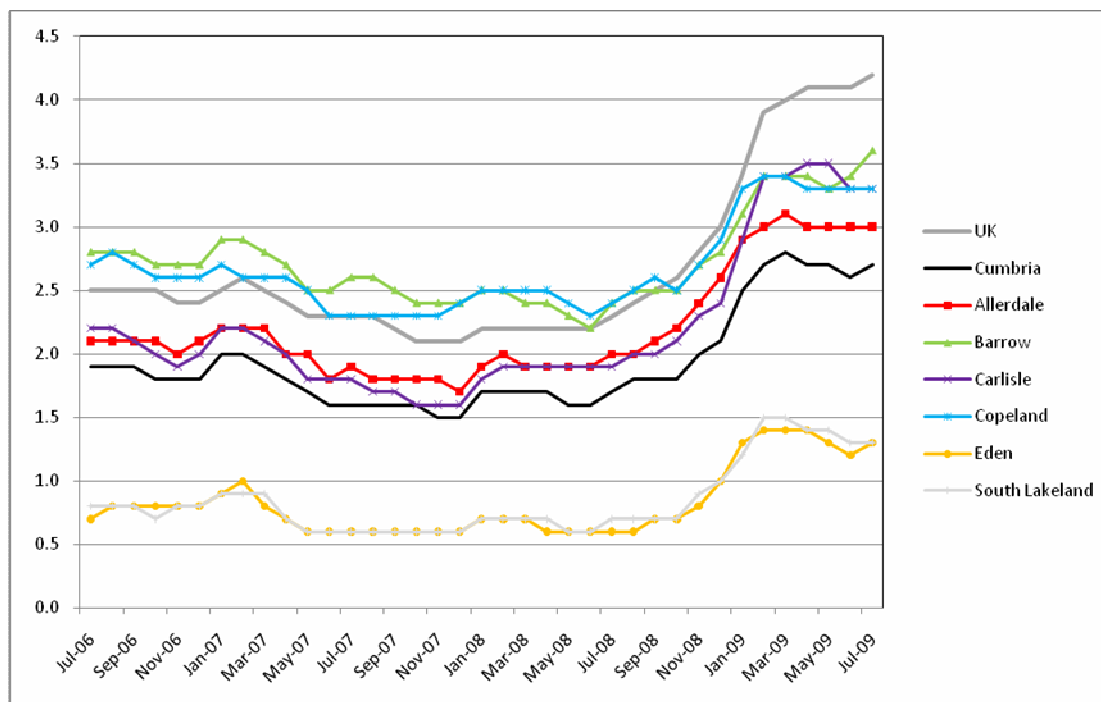
Table 4.2: Claimant count rates (resident based)

	Jul 08	Jan 09	Jul 09	6-Month Change Jan 09-Jul 09	Annual Change Jul 08-Jul 09
Allerdale	2.0	2.9	3.0	0.1	1.0
Barrow	2.4	3.1	3.6	0.4	1.2
Carlisle	1.9	2.9	3.3	0.4	1.4
Copeland	2.4	3.3	3.3	0.0	0.9
Eden	0.6	1.3	1.3	0.0	0.7
South Lakeland	0.7	1.2	1.3	0.1	0.7
Appleby TTWA	0.6	1.5	1.4	-0.1	0.8
Barrow TTWA	2.1	2.8	3.2	0.4	1.1
Carlisle TTWA	1.9	2.9	3.3	0.4	1.4
Kendal TTWA	0.7	1.3	1.4	0.1	0.7
Keswick TTWA	0.2	1.4	0.9	-0.5	0.7
Penrith TTWA	0.6	1.2	1.3	0.1	0.7
Whitehaven TTWA	2.5	3.4	3.4	0.0	0.8
Windermere TTWA	0.4	0.7	0.6	-0.1	0.3
Workington TTWA	2.3	3.3	3.4	0.1	1.1
Cumbria	1.7	2.5	2.7	0.2	1.0
North West	2.7	3.9	4.7	0.8	1.9
UK	2.3	3.4	4.2	0.8	1.9

Source: Office for National Statistics via NOMIS

Although the unemployment rate has increased locally, the rate has risen more quickly nationally which means the figures in all Cumbria's districts are now below the national rate (Barrow and Copeland have been above in the past). At TTWA level, rates have risen in all areas over the year but are now below the UK in all TTWAs (Whitehaven having previously been higher). Rates in the past 6 months have fallen in the tourist areas of Appleby, Keswick and Windermere. Figure 4.1 charts the unemployment rate over three years from Jul 2006 through to Jul 2009. This shows that the trend in the UK has been for unemployment rates to rise slightly more quickly than in Cumbria.

Figure 4.1: Claimant rate trends compared to UK Jul 2006-Jul 2009



Source: Office for National Statistics via NOMIS

Long Term Unemployment

The number of long-term unemployed (those claiming benefits for over one year) has risen over the past 12 months and there are now 605 people in Cumbria who have been claiming for more than a year. The biggest 12 month rise has been in Carlisle (up 75) while it fell by 15 in Barrow.

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

	Jul 08	Jan 09	Jul 09	6-Month Change Jan 09-Jul 09		Annual Change Jul 08-Jul 09	
				No	%	No	%
Allerdale	110	95	155	60	63.2	45	40.9
Barrow	130	100	115	15	15.0	-15	-11.5
Carlisle	70	65	145	80	123.1	75	107.1
Copeland	125	110	155	45	40.9	30	24.0
Eden	20	15	10	-5	-33.3	-10	-50.0
South Lakeland	20	20	25	5	25.0	5	25.0
Appleby TTWA	5	5	0	-5	100.0	-5	100.0
Barrow TTWA	145	115	125	10	8.7	-20	-13.8
Carlisle TTWA	75	70	160	90	128.6	85	113.3
Kendal TTWA	5	5	10	5	100.0	5	100.0
Keswick TTWA	0	0	5	5	100.0	5	100.0
Penrith TTWA	10	5	10	5	100.0	0	0.0
Whitehaven TTWA	115	105	150	45	42.9	35	30.4
Windermere TTWA	0	0	5	5	0.0	5	0.0
Workington TTWA	110	90	140	50	55.6	30	27.3
Cumbria	470	405	605	200	49.4	135	28.7
North West	14,495	13,290	18,810	5,520	41.5	4,315	29.8
United Kingdom	117,390	100,295	144,260	43,965	43.8	26,870	22.9

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 a good indicator of labour market conditions in an area and despite the marked rise in unemployment over the period, the proportion who are long term unemployed has actually fallen. However, much of the rise in unemployment is relatively recent and it is likely, given the current economic difficulties, that those people will find it harder to find work and we will probably see the proportion of LTU rise over the coming year.

Table 4.4: Proportion of Claimants Who are Long Term Unemployed (12 mths+)

	Jul 08	Jan 09	Jul 09	6-Month Change Jan 09-Jul 09	Annual Change Jul 08-Jul 09
Allerdale	10.4	8.6	9.2	0.6	-1.2
Barrow	11.8	10.0	7.5	-2.5	-4.3
Carlisle	6.0	5.2	6.9	1.7	0.9
Copeland	11.5	10.3	10.9	0.6	-0.6
Eden	8.1	9.1	3.0	-6.1	-5.1
South Lakeland	4.6	4.7	3.3	-1.4	-1.3
Appleby TTWA	15.9	12.8	1.7	-11.1	-14.2
Barrow TTWA	11.4	10.1	7.1	-3.0	-4.3
Carlisle TTWA	6.2	5.2	7.0	1.8	0.8
Kendal TTWA	2.6	1.8	2.4	0.6	-0.2
Keswick TTWA	0.0	8.3	6.0	-2.3	6.0
Penrith TTWA	5.8	5.6	3.1	-2.5	-2.7
Whitehaven TTWA	11.2	10.1	11.1	1.0	-0.1
Windermere TTWA	0.0	0.0	4.2	4.2	4.2
Workington TTWA	11.2	9.0	9.2	0.2	-2.0
Cumbria	9.4	8.1	7.7	-0.4	-1.7
North West	13.2	11.5	9.6	-1.9	-3.6
United Kingdom	14.2	11.6	9.2	-2.4	-5.0

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, 11,445 people left the register in Cumbria, the highest number (3,005) being in Carlisle and the lowest in Eden (775). The most common reason for leaving the register was because the individual had found work (4,700). A further 3,285 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 955.

Table 4.5: Destination of Those Leaving the Register (number) Jan 09-Aug 09

	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland	Cumbria
	No	No	No	No	No	No	No
Found work	895	805	1,135	710	385	775	4,700
Increases work to 16+ hours/week	5	15	20	10	5	10	65
Gone abroad	70	65	90	45	30	70	375
Claimed Income Support	25	15	25	15	5	5	90
Claimed Incapacity Benefit	15	15	10	15	0	5	65
Claimed another benefit	15	35	50	20	5	20	145
Gone to full-time education	5	5	5	5	0	5	20
Gone onto approved training	0	5	0	0	0	0	10
Transfer to Govt-supported training	190	260	210	225	25	40	955
Retirement age reached	5	0	0	5	0	5	20
Automatic credits payable	0	0	0	0	0	0	5
Claims back-to-work bonus	0	0	0	0	0	0	0
Gone to prison	40	30	60	20	5	10	165
Attending court	0	0	0	0	0	0	0
New claim review	45	50	70	25	15	20	220
Defective claim	15	20	35	15	0	10	100
Ceased claiming	25	55	60	35	15	60	250
Deceased	0	0	0	0	0	0	0
Not known	250	175	220	175	55	100	975
Failed to sign	600	510	1,010	465	225	475	3,285
Column Total	2,200	2,060	3,005	1,790	775	1,620	11,445

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

The proportion of those moving off the register into employment over the past 6 months was 65.4% which is slightly higher than the regional and national figures of 63.7% and 62.9% respectively (Table 4.6). This proportion was particularly high in Eden and South Lakeland.

Table 4.6: Destination of Those Leaving the Register (proportion) Aug 08-Jan 09

	Allerdale	Barrow	Carlisle	Copeland	Eden	South Lakeland	Cumbria	North West	United Kingdom
	%	%	%	%	%	%	%	%	%
Found work	66.3	58.6	63.8	61.7	78.0	74.4	65.4	63.7	62.9
Increased work to 16+ hours/week	0.5	1.1	1.1	0.7	0.8	0.9	0.9	0.8	1.1
Gone abroad	5.1	4.7	5.2	4.1	6.5	6.8	5.2	7.9	7.9
Claimed Income Support	1.7	0.9	1.5	1.4	0.8	0.7	1.3	1.9	1.8
Claimed Incapacity Benefit	1.1	0.9	0.7	1.5	0.2	0.5	0.9	1.6	1.4
Claimed another benefit	1.2	2.6	2.8	1.7	1.2	1.8	2.0	1.9	1.8
Gone to full-time education	0.4	0.2	0.3	0.3	0.2	0.3	0.3	1.2	1.1
Gone onto approved training	0.0	0.4	0.0	0.2	0.0	0.1	0.1	0.2	0.2
Transfer to Govt-supported training	14.1	19.1	11.8	19.7	4.9	3.9	13.3	12.8	12.9
Retirement age reached	0.3	0.1	0.1	0.4	0.4	0.4	0.3	0.3	0.3
Automatic credits payable	0.0	0.1	0.0	0.2	0.0	0.1	0.1	0.0	0.0
Claimed 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	2.9	2.2	3.3	1.8	0.8	1.2	2.3	1.4	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	3.3	3.6	3.9	2.2	2.9	2.0	3.1	2.7	2.7
Defective claim	1.2	1.5	2.0	1.3	0.4	1.2	1.4	0.9	1.2
Ceased claiming	1.9	4.0	3.5	2.9	2.9	5.9	3.5	2.7	3.4
Deceased	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0

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.

Claimant counts by ward across Cumbria

Table 4.7 shows 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 278, followed by Botcherby (213) and Castle (211) in Carlisle. Of the 168 wards in Cumbria, 151 experienced a rise in claimants between July 2008 and July 2009 with Botcherby showing the biggest numerical increases (up 107). Only 2 wards (Lyth Valley, and Ullswater) experienced a fall in claimant numbers over the year, with a further 2 showing no change (in 13 wards the count is suppressed because it's so low).

Table 4.7: Cumbrian ward level claimant counts and rates

ALLERDALE	Jul 08		Jan 09		Jul 09		6-Month Change Jan 09-Jul 09		Annual Change Jul 08-Jul 09	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
All Saints	41	1.5	57	2.0	52	1.9	-5	-0.2	11	0.4
Aspatria	45	2.3	65	3.3	70	3.6	5	0.3	25	1.3
Boltons	8	0.8	6	0.6	8	0.8	2	0.2	0	0.0
Broughton St Bridget's	24	0.9	43	1.6	31	1.2	-12	-0.5	7	0.3
Christchurch	25	1.4	33	1.8	33	1.8	0	0.0	8	0.4
Clifton	23	2.5	34	3.8	37	4.1	3	0.3	14	1.6
Crummock	4	0.4	14	1.5	13	1.4	-1	-0.1	9	1.0
Dalton	7	0.7	10	1.0	13	1.3	3	0.3	6	0.6
Derwent Valley	0	0.0	13	1.4	6	0.7	-7	-0.8	6	0.7
Ellen	32	1.7	50	2.6	56	2.9	6	0.3	24	1.3
Ellenborough	73	3.1	102	4.4	92	3.9	-10	-0.4	19	0.8
Ewanrigg	76	3.8	142	7.1	129	6.5	-13	-0.7	53	2.7
Flimby	30	3.0	45	4.5	52	5.2	7	0.7	22	2.2
Harrington	26	1.4	35	1.9	32	1.7	-3	-0.2	6	0.3
Holme	11	1.2	23	2.4	22	2.3	-1	-0.1	11	1.2
Keswick	6	0.2	48	1.5	29	0.9	-19	-0.6	23	0.7
Marsh	4	0.4	8	0.8	8	0.8	0	0.0	4	0.4
Moorclose	95	3.3	123	4.3	139	4.9	16	0.6	44	1.5
Moss Bay	148	5.7	157	6.0	181	6.9	24	0.9	33	1.3
Netherhall	68	3.6	84	4.4	91	4.8	7	0.4	23	1.2
St John's	53	1.7	90	2.8	96	3.0	6	0.2	43	1.4
St Michael's	111	3.5	148	4.6	159	4.9	11	0.3	48	1.5
Seaton	52	1.7	83	2.7	71	2.3	-12	-0.4	19	0.6
Silloth	25	1.4	49	2.8	47	2.6	-2	-0.1	22	1.2
Solway	9	0.9	26	2.6	20	2.0	-6	-0.6	11	1.1
Stainburn	9	0.8	15	1.4	13	1.2	-2	-0.2	4	0.4
Wampool	10	1.0	15	1.5	19	1.9	4	0.4	9	0.9
Warnell	4	0.4	9	0.8	9	0.8	0	0.0	5	0.5
Waver	10	0.9	12	1.1	26	2.4	14	1.3	16	1.5
Wharrels	7	0.7	11	1.2	13	1.4	2	0.2	6	0.6
Wigton	62	1.9	92	2.8	104	3.1	12	0.4	42	1.3

BARROW	Jul 08		Jan 09		Jul 09		6-Month Change Jan 09-Jul 09		Annual Change Jul 08-Jul 09	
	No	Rate	No	Rate	No	No	Rate	No	Rate	No
Barrow Island	103	6.1	131	7.8	130	7.7	-1	-0.1	27	1.6
Central	194	5.7	248	7.3	278	8.2	30	0.9	84	2.5
Dalton North	46	1.1	71	1.7	67	1.6	-4	-0.1	21	0.5
Dalton South	53	1.4	79	2.1	90	2.4	11	0.3	37	1.0
Hawcoat	20	0.7	28	1.0	45	1.6	17	0.6	25	0.9
Hindpool	130	4.0	156	4.8	190	5.8	34	1.0	60	1.8
Newbarns	57	1.7	86	2.5	98	2.8	12	0.3	41	1.2
Ormsgill	133	3.6	166	4.4	189	5.0	23	0.6	56	1.5
Parkside	35	1.0	67	1.9	75	2.2	8	0.2	40	1.2
Risedale	107	3.1	126	3.7	137	4.0	11	0.3	30	0.9
Roosecote	41	1.1	55	1.5	79	2.1	24	0.6	38	1.0
Walney North	50	1.6	73	2.3	77	2.5	4	0.1	27	0.9
Walney South	56	1.6	66	1.9	83	2.4	17	0.5	27	0.8

CARLISLE	Jul 08		Jan 09		Jul 09		6-Month Change Jan 09-Jul 09		Annual Change Jul 08-Jul 09	
	No	Rate	No	Rate	No	No	Rate	No	Rate	No
Belah	47	1.3	58	1.6	88	2.5	30	0.8	41	1.2
Belle Vue	101	3.0	120	3.5	143	4.2	23	0.7	42	1.2
Botcherby	106	3.0	193	5.4	213	5.9	20	0.6	107	3.0
Brampton	58	2.3	81	3.2	87	3.4	6	0.2	29	1.1
Burgh	11	0.9	14	1.1	21	1.6	7	0.5	10	0.8
Castle	140	3.4	193	4.7	211	5.1	18	0.4	71	1.7
Currock	102	2.7	150	3.9	173	4.5	23	0.6	71	1.9
Dalston	19	0.5	53	1.5	55	1.5	2	0.1	36	1.0
Denton Holme	97	2.5	154	3.9	166	4.2	12	0.3	69	1.8
Great Corby & Geltsdale	3	0.2	13	1.0	13	1.0	0	0.0	10	0.8
Harraby	84	2.4	94	2.7	125	3.5	31	0.9	41	1.2
Hayton	11	0.9	11	0.9	30	2.5	19	1.6	19	1.6
Irthing	14	1.1	17	1.4	22	1.8	5	0.4	8	0.6
Longtown & Rockcliffe	41	1.6	67	2.6	65	2.5	-2	-0.1	24	0.9
Lyne	5	0.4	10	0.8	19	1.5	9	0.7	14	1.1
Morton	88	2.9	115	3.8	133	4.4	18	0.6	45	1.5
St Aidans	82	2.1	128	3.3	164	4.2	36	0.9	82	2.1
Stanwix Rural	22	0.9	31	1.2	30	1.2	-1	0.0	8	0.3
Stanwix Urban	33	1.0	54	1.6	55	1.6	1	0.0	22	0.6
Upperby	113	3.6	170	5.5	185	6.0	15	0.5	72	2.3
Wetheral	10	0.4	32	1.2	28	1.1	-4	-0.2	18	0.7
Yewdale	38	1.0	68	1.8	77	2.0	9	0.2	39	1.0

COPELAND	Jul 08		Jan 09		Jul 09		6-Month Change Jan 09-Jul 09		Annual Change Jul 08-Jul 09	
	No	Rate	No	Rate	No	No	Rate	No	Rate	No
Arlecdon	15	1.4	23	2.2	26	2.5	3	0.3	11	1.1
Beckermet	34	2.0	27	1.6	35	2.1	8	0.5	1	0.1
Bootle	9	1.2	14	1.9	14	1.9	0	0.0	5	0.7
Bransty	54	1.7	50	1.5	55	1.7	5	0.2	1	0.0
Cleator Moor North	85	3.3	118	4.5	129	5.0	11	0.4	44	1.7
Cleator Moor South	57	3.5	96	5.9	90	5.5	-6	-0.4	33	2.0
Distington	73	3.0	105	4.3	107	4.4	2	0.1	34	1.4
Egremont North	77	2.9	121	4.5	92	3.5	-29	-1.1	15	0.6
Egremont South	67	3.0	68	3.1	70	3.1	2	0.1	3	0.1
Ennerdale	7	1.0	8	1.2	14	2.1	6	0.9	7	1.0
Frizington	56	3.5	79	4.9	67	4.2	-12	-0.7	11	0.7
Gosforth	5	0.6	8	0.9	7	0.8	-1	-0.1	2	0.2
Harbour	83	3.5	107	4.5	123	5.2	16	0.7	40	1.7
Haverigg	8	0.6	13	1.0	15	1.1	2	0.2	7	0.5
Hensingham	57	2.2	79	3.1	72	2.8	-7	-0.3	15	0.6
Hillcrest	16	0.9	23	1.4	21	1.2	-2	-0.1	5	0.3
Holborn Hill	36	2.4	47	3.1	51	3.4	4	0.3	15	1.0
Kells	34	2.4	46	3.2	45	3.1	-1	-0.1	11	0.8
Millom Without	4	0.4	9	1.0	14	1.6	5	0.6	10	1.1
Mirehouse	107	3.9	139	5.1	143	5.2	4	0.1	36	1.3
Moresby	18	2.3	23	2.9	23	2.9	0	0.0	5	0.6
Newtown	52	2.5	75	3.6	72	3.5	-3	-0.1	20	1.0
St Bees	12	1.1	14	1.3	13	1.2	-1	-0.1	1	0.1
Sandwith	77	4.5	104	6.1	115	6.8	11	0.6	38	2.2
Seascale	14	0.9	26	1.6	19	1.2	-7	-0.4	5	0.3

EDEN	Jul 08		Jan 09		Jul 09		6-Month Change Jan 09-Jul 09		Annual Change Jul 08-Jul 09	
	No	Rate	No	Rate	No	No	Rate	No	Rate	No
Alston Moor	14	1.1	29	2.3	29	2.3	0	0.0	15	1.2
Appleby (Appleby)	7	1.1	16	2.5	13	2.0	-3	-0.5	6	0.9
Appleby (Bongate)	3	0.3	20	2.1	23	2.4	3	0.3	20	2.1
Askham	#	#	7	0.8	4	0.4	-3	-0.3	#	0.3
Brough	7	0.9	13	1.7	10	1.3	-3	-0.4	3	0.4
Crosby Ravensworth	4	0.4	10	1.1	8	0.9	-2	-0.2	4	0.4
Dacre	#	#	4	0.5	6	0.8	2	0.3	#	0.6
Eamont	4	0.5	7	0.9	4	0.5	-3	-0.4	0	0.0
Greystoke	#	#	8	1.0	3	0.4	-5	-0.6	#	0.2
Hartside	0	0.0	8	1.2	5	0.7	-3	-0.4	5	0.7
Hesket	6	0.3	15	0.8	18	1.0	3	0.2	12	0.6
Kirkby Stephen	13	0.9	21	1.5	28	2.0	7	0.5	15	1.1
Kirkby Thore	8	0.9	14	1.5	21	2.3	7	0.8	13	1.4
Kirkoswald	3	0.3	4	0.4	5	0.6	1	0.1	2	0.2
Langwathby	#	#	4	0.4	8	0.9	4	0.4	#	0.8
Lazonby	#	#	6	0.7	8	0.9	2	0.2	#	0.7
Long Marton	0	0.0	10	1.4	5	0.7	-5	-0.7	5	0.7
Morland	3	0.4	3	0.4	4	0.5	1	0.1	1	0.1
Orton with Tebay	#	#	8	0.8	10	1.1	2	0.2	#	0.9
Penrith Carleton	6	0.7	10	1.1	10	1.1	0	0.0	4	0.4
Penrith East	17	1.1	25	1.6	25	1.6	0	0.0	8	0.5
Penrith North	29	1.2	35	1.5	40	1.7	5	0.2	11	0.5
Penrith Pategill	8	1.1	20	2.7	19	2.6	-1	-0.1	11	1.5
Penrith South	10	0.8	17	1.3	22	1.7	5	0.4	12	0.9
Penrith West	19	0.9	42	2.1	43	2.1	1	0.0	24	1.2
Ravenstonedale	#	#	5	0.9	4	0.7	-1	-0.2	#	0.4
Shap	4	0.4	10	1.1	7	0.8	-3	-0.3	3	0.3
Skelton	#	#	#	#	9	1.0	#	0.8	#	0.8
Ullswater	5	0.6	5	0.6	4	0.5	-1	-0.1	-1	-0.1
Warcop	6	0.7	12	1.5	8	1.0	-4	-0.5	2	0.2

SOUTH LAKELAND	Jul 08		Jan 09		Jul 09		6-Month Change Jan 09-Jul 09		Annual Change Jul 08-Jul 09	
	No	Rate	No	Rate	No	No	Rate	No	Rate	No
Arnside & Beetham	5	0.2	15	0.7	21	1.0	6	0.3	16	0.8
Broughton	12	0.9	18	1.4	25	1.9	7	0.5	13	1.0
Burneside	9	0.8	15	1.3	12	1.0	-3	-0.3	3	0.3
Burton & Holme	6	0.3	16	0.9	21	1.2	5	0.3	15	0.9
Cartmel	4	0.4	6	0.6	13	1.4	7	0.8	9	1.0
Coniston	5	0.4	7	0.6	6	0.5	-1	-0.1	1	0.1
Crake Valley	6	0.5	8	0.7	14	1.2	6	0.5	8	0.7
Crooklands	11	0.8	13	0.9	14	1.0	1	0.1	3	0.2
Grange	11	0.6	17	0.9	18	1.0	1	0.1	7	0.4
Hawkshead	5	0.5	4	0.4	#	#	#	-0.2	#	-0.3
Holker	5	0.5	12	1.2	11	1.1	-1	-0.1	6	0.6
Kendal Castle	9	0.8	10	0.9	11	1.0	1	0.1	2	0.2
Kendal Far Cross	13	1.0	25	1.9	26	2.0	1	0.1	13	1.0
Kendal Fell	17	1.5	31	2.8	40	3.6	9	0.8	23	2.1
Kendal Glebelands	9	0.8	16	1.4	13	1.2	-3	-0.3	4	0.4
Kendal Heron Hill	8	0.7	10	0.8	10	0.8	0	0.0	2	0.2
Kendal Highgate	17	1.6	19	1.8	28	2.7	9	0.9	11	1.1
Kendal Kirkland	19	1.6	39	3.3	37	3.1	-2	-0.2	18	1.5
Kendal Mintsfeet	10	0.7	17	1.3	18	1.3	1	0.1	8	0.6
Kendal Nether	3	0.3	10	1.0	13	1.3	3	0.3	10	1.0
Kendal Oxenholme	11	0.8	27	1.8	27	1.8	0	0.0	16	1.1
Kendal Parks	4	0.3	12	0.8	14	1.0	2	0.1	10	0.7
Kendal Stonecross	4	0.4	8	0.8	10	1.0	2	0.2	6	0.6
Kendal Strickland	9	0.8	22	1.9	15	1.3	-7	-0.6	6	0.5
Kendal Underley	12	0.9	24	1.9	34	2.7	10	0.8	22	1.7
Kirkby Lonsdale	3	0.2	14	1.1	10	0.8	-4	-0.3	7	0.5
Lakes Ambleside	7	0.3	14	0.6	8	0.4	-6	-0.3	1	0.0
Lakes Grasmere	#	#	3	0.3	#	#	#	-0.1	#	0.0
Levens	#	#	6	0.7	8	0.9	2	0.2	#	0.7
Low Furness+Swarthmoor	13	0.5	36	1.5	31	1.3	-5	-0.2	18	0.7
Lyth Valley	9	0.7	10	0.8	6	0.5	-4	-0.3	-3	-0.2
Milnthorpe	5	0.4	22	1.8	10	0.8	-12	-1.0	5	0.4
Natland	7	0.6	10	0.9	8	0.7	-2	-0.2	1	0.1
Sedbergh	5	0.2	12	0.5	13	0.6	1	0.0	8	0.4
Staveley-in-Cartmel	4	0.4	4	0.4	7	0.7	3	0.3	3	0.3
Staveley-in-Westmorland	3	0.3	10	0.9	12	1.0	2	0.2	9	0.8
Ulverston Central	15	1.4	27	2.5	37	3.5	10	0.9	22	2.1
Ulverston East	30	2.3	41	3.1	37	2.8	-4	-0.3	7	0.5
Ulverston North	12	1.1	20	1.8	25	2.2	5	0.4	13	1.2
Ulverston South	13	1.3	13	1.3	15	1.4	2	0.2	2	0.2
Ulverston Town	20	1.9	31	2.9	36	3.4	5	0.5	16	1.5
Ulverston West	8	0.8	13	1.2	19	1.8	6	0.6	11	1.1
Whinfall	#	#	9	0.6	16	1.1	7	0.5	#	1.0
Windermere App'waite	10	0.8	14	1.1	14	1.1	0	0.0	4	0.3
Windermere Bowness N	5	0.4	9	0.8	11	1.0	2	0.2	6	0.5
Windermere Bowness S	#	#	9	0.8	9	0.8	0	0.0	#	0.6
Windermere Town	3	0.2	9	0.6	10	0.7	1	0.1	7	0.5

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. Furthermore, when comparing monthly figures, it should be noted that some periods cover 4 weeks and others 5 weeks.

Table 5.1 shows the trend in total notified vacancies. It can be seen that the number of vacancies notified in Cumbria remained fairly consistent during spring before tailing off in July. Over the full 6 months, South Lakeland district accounted for the highest number of vacancies (3,023), followed by Carlisle (2,759). Eden recorded the lowest number vacancies (1,012).

Table 5.1: Total notified vacancy numbers

	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	6 mth Total
Allerdale	303	391	324	374	301	193	1,886
Barrow in Furness	245	185	463	251	267	161	1,572
Carlisle	608	479	390	489	434	359	2,759
Copeland	278	254	169	222	211	193	1,327
Eden	161	171	137	190	195	158	1,012
South Lakeland	588	447	484	615	400	489	3,023
Appleby TTWA	10	12	29	16	10	28	105
Barrow-in-Furness TTWA	284	226	519	305	311	194	1,839
Carlisle TTWA	646	503	430	518	456	381	2,934
Kendal TTWA	390	252	258	296	220	322	1,738
Keswick TTWA	46	51	45	76	75	36	329
Penrith TTWA	143	153	100	168	180	121	865
Whitehaven TTWA	277	241	168	222	210	190	1,308
Windermere TTWA	152	149	165	259	127	121	973
Workington TTWA	224	333	245	273	208	142	1,425
Cumbria	2,183	1,927	1,967	2,141	1,808	1,553	11,579

Source: Office for National Statistics via NOMIS

Table 5.2: Notified vacancy numbers by Broad Industrial Group

Broad Industrial Group	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	6 mth Total
Agriculture & fishing	14	39	25	12	12	5	107
Energy & water	7	25	20	10	152	4	218
Manufacturing	43	50	75	82	42	43	335
Construction	35	118	21	60	56	50	340
Retail, hotels & restaurants, etc	450	632	606	741	528	520	3,477
Transport & communications	89	26	37	26	41	43	262
Banking, fin + business services	1,208	777	899	854	628	593	4,959
Public admin, educ & health, etc	261	197	235	281	287	231	1,492
Other services	76	63	49	75	62	64	389
TOTALS	2,183	1,927	1,967	2,141	1,808	1,553	11,579

Source: Office for National Statistics via NOMIS

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, almost three quarters of the total for the period.

Vacancy data may 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 also account for a sizeable proportion and there were peaks in this sector in March and June.

Table 5.3: Trends in notified vacancy numbers by Occupation

Occupation classification	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	6 mth Total
Managers & Senior Officials	70	423	71	66	62	80	772
Professional	31	26	56	23	49	34	219
Associate Professional & Technical	88	64	123	106	149	145	675
Administrative & Secretarial	176	173	309	157	138	141	1,094
Skilled Trades	234	214	279	152	205	260	1,344
Personal Service	159	111	161	142	164	142	879
Sales & Customer Service	277	704	413	284	566	207	2,451
Process, Plant & Machine Operatives	145	188	209	128	105	121	896
Elementary Occupations	483	613	608	511	502	423	3,140
TOTALS	1,663	2,516	2,229	1,569	1,940	1,553	11,470

Source: Office for National Statistics via NOMIS

Vacancy data may also be examined in conjunction with data on 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. A claimant/vacancy figure of more than 1 means that there are more claimants than live vacancies. In Jul 2009 two districts had ratios of more than 9. Copeland had the highest district ratio at 9.48 claimants per vacancy and Workington had the highest TTWA ratio at 9.82. Overall in Cumbria there were 5.31 claimants for each live vacancy which is well below the GB figure of 7.41.

Table 5.4: Claimant Count / Vacancy ratio Jan 2009

	Live vacancies	JSA Claimant Count	Claimant/vacancy ratio
Allerdale	218	1,671	7.67
Barrow	260	1,538	5.92
Carlisle	226	2,103	9.31
Copeland	151	1,432	9.48
Eden	223	403	1.81
South Lakeland	418	797	1.91
Appleby TTWA	14	115	8.21
Barrow-in-Furness TTWA	290	1,786	6.16
Carlisle TTWA	247	2,283	9.24
Kendal TTWA	269	466	1.73
Keswick TTWA	50	51	1.02
Penrith TTWA	205	256	1.25
Whitehaven TTWA	149	1,372	9.21
Windermere TTWA	105	73	0.70
Workington TTWA	153	1,503	9.82
Cumbria	1,496	7,944	5.31
North West	24,401	197,595	8.10
GB	205,457	1,521,709	7.41

SECTION 6 ENVIRONMENTAL QUALITY

There is a widely held view that improvement in environmental quality has a positive benefit for regional and local economic growth. It is however clear that whilst persuasive policy arguments are made, this view remains difficult to verify empirically despite it making intuitive sense. This problem is closely related to a wider question about the importance of infrastructure for economic growth. Investment in improvements in environmental quality, as has been argued for infrastructure, can be regarded as 'necessary but not sufficient' for economic growth.

This section reports the findings of research on the economic value of local environmental quality (LEQ). ENCAMS (Environmental Campaigns) commissioned DC Research in partnership with the Centre for Regional Economic Development (CRED) to carry out the research. The research was supported and guided throughout by a Scoping Committee consisting of representatives from a range of government and public sector bodies and organisations.

In the context of this study, it was agreed that local environment would be defined as "the public realm in a locality, together with land which is visible to the public or to which the public has access whether publicly or privately owned" whilst quality in the context of this study was defined as "the physical condition of the local environment – relating to general appearance as well as the management and maintenance standards which are evident."

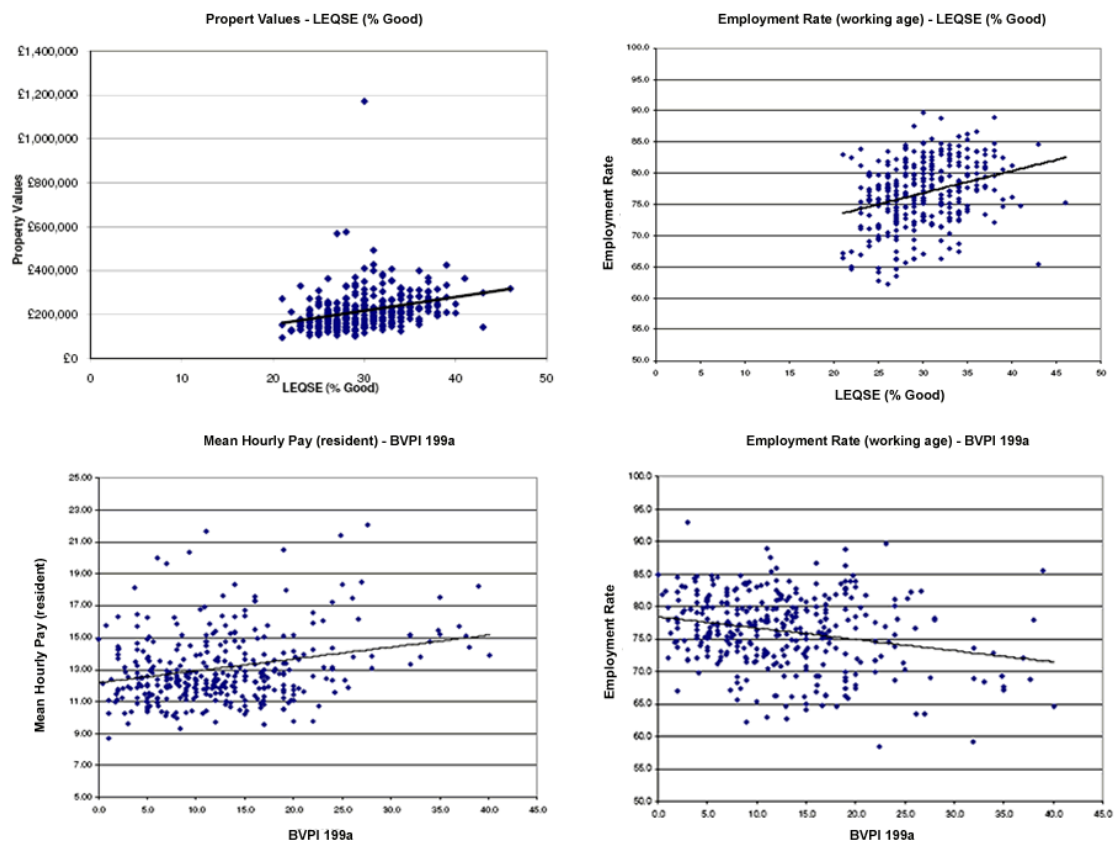
LEQ and quality public realm policy arguments supporting the contribution of LEQ to economic value are contained in economic development and regeneration policy at the national level, through the Regional Economic Strategy (RES) process and Regional Development Agencies (RDA) in the regions, and also in around half of locality Local Area Agreements (LAA) in some shape or form. These arguments have a strong logic and rationale, but are lacking the empirical evidence to fully convince, as they are either based on case study examples that can be undermined by issues of transferability, or are presented without any supporting evidence base.

Initially, the study considered and mapped out the links between measures of LEQ and a range of economic factors – namely residential property values, employment rates, unemployment rates and income levels, as well as mapping LEQ measures against population data and population density data. Measures for the economic factors listed above were plotted against three LEQ measures:

- 1) The percentage of the headline environmental elements that in overall terms were assessed in LEQSE as 'Good' – this data is reported under the heading "LEQSE (% Good)";
- 2) The percentage of the headline environmental elements that in overall terms were assessed in LEQSE as 'Poor' – this data is reported under the heading "LEQSE (% Poor)";
- 3) The percentage of sites surveyed in a local authority that fall below a Grade B for cleanliness – this data is reported under the heading "BVPI 199a".

Figure 6.1 shows some of the plots produced during the analysis. It must be emphasized that, overall, whilst there is a relationship between LEQ and some economic measures, the relationships are very weak. In each case the statistical R-squared value varies between 0.05 and 0.1, suggesting that only 5-10% of the variation in economic measures can be linked to differences in LEQ.

Figure 6.1 Example of plots



Notwithstanding this caveat, data analysis showed a positive correlation between LEQSE (% Good) and Property values / Property value ranking and between LEQSE (% Good) and the employment rate. Very little correlation was found between LEQSE (% Good) and income levels.

Researchers also observed a positive correlation between BVPI 199a (the percentage of sites surveyed in a local authority that fall below a Grade B for cleanliness) and hourly wage of residents / weekly pay of workers; together with a negative correlation with employment rate. Finally, analysis indicated very little (or no) correlation between LEQSE (% Poor) and any of the economic indicators plotted.

These various scatter plots showed that the relationship between LEQ and economic value at Local Authority level conducted by simply mapping LEQ indicators against economic indicators is difficult to identify. This is mainly due to fact that variations in economic measures are also influenced by many other indicators besides environmental quality.

In an attempt to solve this problem, researchers developed a method designed to control for these other influences and to try to isolate the association with environmental quality. A decision was taken to focus on environmental quality specifically relevant to commercial property categories: (a) primary retail and commercial areas; (b) secondary retail and commercial areas and (c) industrial and warehousing areas, and retail sheds. It is therefore data on these three types of land use only that are used in this analysis.

Researchers made the assumption that controlling for some of the variation in other factors should permit a more robust examination of the relationship between

economic value and environmental quality. To achieve this, local authorities in England that have "above average" levels of commercial property rateable value were "matched" in pairs with other local authorities that had below average rateable values. Matching was achieved using the following "match criteria": percentage of employment in manufacturing and construction (as a measure of industrial structure); population density (as a measure of level of urbanisation); and percentage of commercial property floor-space in retailing (as a measure of mix of properties). In each case, these categories were constructed using the quartile ranges.

As a result of this process, 41 matched pairs were identified, involving 82 Local Authorities ranked between 'Low' and 'High' rateable value per m2 accordingly to quartile measures, as reported by Table 6.1.

Table 6.1 Matched pairs approach – Local Authorities

'Low' rateable value per m2 authorities	'High' rateable value per m2 authorities
Castle Morpeth	Winchester
Alnwick	Salisbury
Lancaster	Guilford
Penwith	Cantebury
Chester-le-Street	Windsor and Maidenhead
Newcastle upon Tyne	Crawley
Blackpool	Bournemouth
Hambleton	Stratford upon Avon
East Lindsey	Harrogate
Berwick upon Tweed	Shrewsbury and Atcham
Chorley	Chiltern
Tendring	Colchester
Chesterfield	Fareham
Great Yarmouth	Newcastle under Lyme
Hastings	Havering
Bridgnorth	West Oxfordshire
Oswestry	Wealdon
Dover	Cherwell
Wyre	Epping Forest
Bradford	Eastleigh
Wansbeck	Christchurch
Walsall	Tamworth
Kingston upon Hull	Poole
Selby	South Cambridgeshire
Stroud	East Dorset
Derwentside	Braintree
Blackburn with Darwen	Three Rivers
Hyndburn	Gateshead
West Devon	West Dorset
Bury	Hertsmere
Wirral	Dartford
Crewe	Basingstoke and Dean
St Helens	Basildon
North East Lincolnshire	Adur
South Tyneside	Stockport
Oldham	Redditch
East Devon	Chichester
Rochford	Horsham
Nuneaton and Bedworth	Broxbourne
Gosport	Stevenage
West Wiltshire	Sevenoaks
Source: Drawn from DC Research/CRED matched pairs quartile analysis	

Once matches were obtained, researchers used matched pairs statistics to test within each pair whether the local authority with higher commercial property values is also the one that has the higher environmental quality. The test used, a fairly simple statistic (the "Wilcoxon matched pairs test") enabled researchers to compare and verify the following:

- 1) The number of pairs in which the Local Authority with higher property values also has the higher local environmental quality (these cases lend support to the hypothesis that high LEQ is associated with high economic value).
- 2) The number of pairs where the Local Authority with higher property values has lower local environmental quality (these cases contradict the hypothesis above-mentioned)
- 3) The number of pairs where there is no measurable difference in LEQ between Local Authorities.

The raw data for the quartile¹⁶ based analysis using the "combined percentage" for all three land uses is shown in Table 6.2.

Table 6.2. "Combined percentage for all three land uses.

Names (low)	Names (hi)	Combined % All 3 Land uses	Combined % All 3 Land uses	Differences
Penwith	Canterbury	0.31	0.75	0.44
Bridgnorth	West Oxfordshire	0.33	0.71	0.38
Oldham	Redditch	0.31	0.65	0.34
Rochford	Horsham	0.25	0.58	0.33
Castle Morpeth	Winchester	0.27	0.54	0.27
Blackburn Darwen	Three Rivers	0.33	0.60	0.27
NE Lincolnshire	Adur	0.33	0.58	0.25
Crewe	Basingstoke / Dean	0.29	0.53	0.24
Lancaster	Guilford	0.33	0.54	0.21
Bradford	Eastleigh	0.25	0.46	0.21
Selby	S Cambridgeshire	0.42	0.63	0.21
West Devon	West Dorset	0.31	0.52	0.21
Newcastle u Tyne	Crawley	0.35	0.54	0.19
East Lindsey	Harrogate	0.33	0.48	0.15
Chesterfield	Fareham	0.33	0.48	0.15
Hastings	Havering	0.31	0.46	0.15
Wansbeck	Christchurch	0.38	0.52	0.14
Great Yarmouth	Newcastle u Lyme	0.35	0.48	0.13
Oswestry	Wealdon	0.33	0.46	0.13
Dover	Cherwell	0.38	0.50	0.12
Hyndburn	Gateshead	0.31	0.42	0.11
Nuneaton / Bedw	Broxbourne	0.21	0.31	0.10
Chester-le-Street	Windsor / Maidenhd	0.31	0.38	0.06
Chorley	Chiltern	0.35	0.42	0.06
Walsall	Tamworth	0.40	0.44	0.04
Wyre	Epping Forest	0.28	0.31	0.03
Kingston upon Hull	Poole	0.46	0.47	0.01
Blackpool	Bournemouth	0.26	0.26	0.00
East Devon	Chichester	0.42	0.42	0.00
Alnwick	Salisbury	0.40	0.38	-0.02
Bury	Hertsmere	0.31	0.28	-0.03
Stroud	East Dorset	0.44	0.40	-0.04
Wirral	Dartford	0.33	0.29	-0.04
Derwentside	Braintree	0.40	0.35	-0.05
St Helens	Basildon	0.33	0.27	-0.06
Hambleton	Stratford upon Avon	0.40	0.30	-0.10
West Wiltshire	Sevenoaks	0.56	0.46	-0.10
South Tyneside	Stockport	0.42	0.29	-0.13
Tendring	Colchester	0.44	0.27	-0.17
Berwick u Tweed	Shrewsbury / Atcham	0.52	0.33	-0.19
Gosport	Stevenage	0.65	0.42	-0.23

This indicates that there are 27 pairs that support the hypothesis (authorities with the higher property values are also those with higher LEQ). There are two ties and

¹⁶ A further analysis has been conducted by using quintile-based ranking.

only 12 pairs that contradict the hypothesis. It is also evident that the differences between the pairs that support the hypothesis are generally much greater than those that contradict it; the largest difference in the pairs that refute the hypothesis is -0.23 (Gosport versus Stevenage) while there are eight pairs that support the hypothesis where the difference is greater than this and the largest difference is nearly twice as high (Penwith versus Canterbury; +0.44).

The Wilcoxon test statistics calculates the likelihood of this pattern of responses occurring by chance. The statistic compares the number of pairs with positive and negative signs but also weights this according to the size of the difference. Hence, a pair that supports the hypothesis with a large difference will affect the result more than a pair that refutes the hypothesis by a small amount. The results of the test are shown in Table 6.3. These indicate a Wilcoxon test statistic of 3.225. With 41 pairs of data, the chances of this pattern of data occurring by chance are only 1 in thousand (p value of 0.001).

This result is therefore highly significant and can be interpreted as a clear indication that, having minimised the influence of industrial structure, urban structure and property mix through a matching process, there appears to be a very strong association between commercial property values and this measure of environmental quality.

Table 6.3. Results from the Wilcoxon test

	Hypothesis	Ranks and Ties Sums	N
Combined % - All 3 land uses	High<Low	Negative Ranks	12
	High>Low	Positive Ranks	27
	High=Low	Ties	2
		Total	41
		Wilcoxon Test	-3.225
		P-value	.001**
Good % - All three land uses	High<Low	Negative Ranks	10
	High>Low	Positive Ranks	25
	High=Low	Ties	6
		Total	41
		Wilcoxon Test	-1.923
		P-value	.054*

In conclusion, the research has shown that having minimised the influence of industrial structure, urban structure and property mix through a matching process, there appears to be a very strong association between commercial property values and local environmental quality. Test results are consistent and strongly positive across all LEQ datasets used and it seems unlikely that the overall pattern of result would be changed by any further tests for sensitivity of the results.

It is important to emphasise that, looking forward, a key issue to be further explored is the interpretation of the findings, and the extent to which this relationship between commercial property values and environmental quality measures can be regarded as "causal" rather than just "associational".

SECTION 7 PLACE LEADERSHIP

The characteristics of leadership in economic development and regeneration have recently been the subject of much debate nationally, regionally and also within Cumbria. This was one of the major themes incorporated into activities of Fusion Cumbria Learning Lab which aims to raise the skills and knowledge of individuals engaged in delivering economic development, regeneration and sustainable communities. The programme attempted to achieve this by providing a range of learning opportunities across Cumbria. The North West Improvement and Efficiency Partnership funded the 2008/9 programme through the Cumbria Improvement and Efficiency Partnership (CIEP – www.ciep.org.uk) with Fusion delivering the Year 1 programme for the Economic Development and Regeneration Theme.

One of the learning opportunities offered was a 'Leadership Programme' delivered by the University of Cumbria's Centre for Regional Economic Development. The programme was developed in response to evidence gained from a number of research projects: a Research Scoping exercise delivered as part of the initial Fusion programme; a Skills Audit of Economic Development and Regeneration Capacity commissioned by the Achieving Cumbrian Excellence Programme and Cumbria Vision in collaboration with the Cumbria Strategic Partnership; and the evaluation of the original Fusion programme. Part of this research suggested that some generic skills (as defined by the Egan Review 2004) are in need of development (see Table 7.1)

Table 7.1 Skills Development Level

Generic Skill	Number			% respondents who say the skill is in need of significant improvement
	Well developed across many aspects of regeneration	Well developed in some areas of regeneration but weaknesses in others	Less well developed and in need of significant improvement	
Breakthrough thinking/ brokerage		5	9	64%
Inclusive visioning		5	9	64%
Making it happen	2	5	8	53%
Leadership	1	7	7	47%
Customer awareness and securing feedback	3	5	7	47%
Analysis, decision making, evaluation		9	7	44%
Process management / change management	1	9	5	33%
Project management	4	6	5	33%
Conflict resolution	2	9	3	21%
Stakeholder management	3	10	3	19%
Technical / professional skills	5	7	2	14%
Communication	1	13	2	13%
Financial management & appraisal	5	9	2	13%
Team / partnership working	3	13	1	6%

Source: CRED (September 2008) "Regeneration and Economic Skills Audit" University of Cumbria

The Cumbrian Regeneration Skills Perspective

The EGAN Review (2004) and the Academy for Sustainable Communities report "Mind the Skills Gap" (2007) suggested that there is a national skills shortage in "stakeholder management" skills which are not easy to learn or teach and most often require "learning by doing" or "learning by interacting with others". The public sector generally experiences a risk averse culture that does not encourage innovation. Effective "learning by doing" requires risk-taking.

It is also noted that generic skills may be difficult to display in some cases where there is a perceived lack of clarity over coordination of programmes and decision making. In other cases, generic skills may also be difficult to apply in circumstances where projects are not well defined which makes them harder to deliver.

A few organisations who took part in the Cumbrian research argued that there was a lack of capacity to deliver projects (not enough staff) but most argued that it is simply not a "lack of people" but a "lack of experience" of managing large scale projects in many areas of the county. Other interviewees argued that there was a lack of effective coordination in the regeneration supply chain with a belief that there were good horizontal linkages (strategy to strategy) but less effective vertical linkages (strategy to delivery).

External specialists and consultants had been used to resolve some of these issues. Generally the smaller organisations and authorities who covered their internal capacity issues benefited from this outsourcing. However other interviewees suggested less positive experiences with external support including additional costs; quality issues; lack of local knowledge and the need for staff to develop new tendering and management skills. All interviewees recognised the importance of growing and retaining existing staff and acknowledged the need for a regeneration and economic skills audit.

Leadership of Place

The findings from Cumbria reflect the contents of a significant report from the University of Birmingham "Towards a "New" Strategic Leadership of Place for the Knowledge-Based Economy"¹⁷. This report emphasised the new perspective of '**place-shaping**' where regeneration professionals are '**interactive**' shifting towards a "more fluid relational process where association, interaction and collaboration between individuals, institutions' firms and community groups are what make things happen". This is because strategic leadership of place is now '**complex**' involving navigating complex relationships between agencies, firms and communities that operate independently at different spatial scales.

The report adds that local development in the knowledge based economy changes the nature of the process in significant ways. Leadership now involves working with organisations and individuals who are "not directly controlled by each other" which requires '**consensus**' and where "different internal and external pressures will constantly change the basis upon which agreements are reached" making the situation '**changeable**'. The consensus is required across boundaries that are now the normal experience rather than the exception:

- Organisational boundaries
- Thematic boundaries (education, health, economy)
- Professional boundaries (planning, resources, property, housing)
- Sub-territories
- Local communities

¹⁷ Gibney (2008) Place leadership University of Birmingham etc

The report concludes that leadership has become dispersed or distributed horizontally and vertically; that it is not just about taking decisions but about managing a social process, anticipating social responses and understanding and motivating others. There is a need to be able to dispel the myth of the division between visioners and doers as effective leaders need to influence others and allow themselves to be influenced.

The report suggests that the new leadership challenge is to:

- Lead without formal powers
- Lead the leaders
- Lead complexity
- Lead where outcomes are uncertain
- Lead across public, private and communities
- Maintain commitment over time
- Involve local communities

Regeneration Skills Training Programme: Fusion Cumbria Learning Lab

Based on the evidence from surveys and the ideas outlined above, the programme design focused on the generic skills of:

- "Breakthrough thinking / brokerage"
- "Inclusive visioning"
- "Making it happen" which included: analysis, decision-making, learning from mistakes , evaluation and improving coordination between strategy and delivery

The programme also provided networking opportunities for those engaged in delivering economic development, economic development and regeneration in Cumbria. Based on the Fusion ethos of using local expertise to deliver learning opportunities, local practitioners were involved in the delivery of the programme wherever possible.

Two workshops, linked by an online discussion forum (hosted by IDeA's Communities of Practice web-site), were each delivered three times across Cumbria. The first workshop focused on, "**A 'New' Strategic Leadership of Place? Meeting the Challenge for Cumbria**" and included theoretical discussions about leadership and leadership of place, followed by presentations from local practitioners who shared their experiences of leading regeneration projects. Participants also learned various creative thinking techniques which they can use with their teams to develop projects. The second workshop focused on "**Making Better Use of Evidence**". Local practitioners shared their experiences of using different methods and types of evidence to plan, deliver and evaluate projects; staff from the Cumbria Intelligence Observatory used examples to illustrate the types of evidence which it can provide and the ways in which it can be used; and finally, participants learned some Participatory Appraisal techniques that can be utilised in a number of ways within teams and communities to plan and evaluate projects.

Along with the other learning opportunities offered by Fusion, the impacts of the programme are currently being evaluated, and the findings will be utilised in appraising the options for the future delivery of Fusion Cumbria Learning Lab.

The Fusion programme of events on leadership of place has raised awareness of the issues faced by practitioners in delivering economic development and regeneration in Cumbria. The programme stressed the significance of effective social skills and interactions between groups and individuals for generating innovative ideas across different sectors. Effective leaders of place need to bridge divides and understand the varied cultures and ways of working within and between organisations that typify regional and local policy arenas.

SECTION 8

KEY TRANSFORMATIONAL PROJECTS

This section contains information collated by Cumbria Vision which outlines current progress with key transformational infrastructure projects in Cumbria by the geographical areas of Carlisle, West Cumbria, Barrow, Eden & South Lakeland and Cumbria-wide.

Carlisle

Carlisle Northern Development Route

The construction of the Carlisle Northern Development Route (CNDR) was confirmed when Cumbria County Council and Connect CNDR (a company established by Balfour Beatty to deliver the project) signed a contract on 17 July 2009. Connect CNDR will build the new 8.25km (5.13 mile) single-carriageway by-pass which runs from the A595/U1161 junction near Newby West, skirts the western edge of Carlisle, crosses the River Eden and the West Coast Mainline railway before joining the M6 at junction 44. The road will cut journey times through Carlisle and also reduce by thousands the number of HGVs and cars travelling through the city centre.

Connect CNDR will also take on the maintenance of a further 148km (92 miles) of existing roads in North Cumbria. The total value of the scheme is £176m. The deal has been made possible thanks to Department for Transport approval of £158m worth of PFI (Private Finance Initiative) funding for the scheme. The combination of building a new road and a contract to maintain existing roads is the first PFI deal of its kind for a local authority in the UK. The reason why it is a combination of both is that the new build by itself would not be a large enough project to qualify for PFI funding. Now that the contract has been awarded, work can continue at full pace to build a temporary bridge alongside Kingmoor Railway Bridge so that the main structure can be demolished at Christmas 2009. Connect CNDR will take on responsibility for its part of the existing road network from 1 October 2009 and construction will begin on the northern end of the new road on 19 October 2009. The northern end of the new road will be open by August 2011, with the whole road open by April 2012.

University of Cumbria Main Campus, Carlisle

The development of proposals to create a landmark headquarters building for the University of Cumbria at Caldew Riverside is proceeding. The University is in the process of procuring a design team, including architects, and appointments are expected to be made in September. The Master Plan for the site is currently being worked up. The remediation strategy for the site has been completed and an application has been made to the NWDA to meet the remediation costs of £3.8m and commence the procurement of remediation contractors. Meanwhile the City Council is pursuing the purchase of the TESCO site at Caldew Riverside. This transaction is conditional on TESCO securing a valid planning consent at Morton which has the effect of "transferring" the retail consent from Caldew Riverside to Morton. Carlisle Renaissance and the University of Cumbria are meeting on 1 October to review the Master Plan and its potential to accommodate complimentary uses including a theatre and arts centre and facilities for business incubation.

M6 Employment Sites at Junctions 42, 43 and 44

Carlisle Renaissance have commissioned GENECON to look at development options for the three major Carlisle motorway junctions as additional employment land which would complement Kingmoor Park. The initial findings of GENECON were reported to the Carlisle Renaissance Board in February 2009. The results of this work will be fed into the emerging Carlisle Local Development Framework and its response to Carlisle's Growth Point status, before any firm development proposals can be programmed.

Located adjacent to Junction 44, Kingmoor Park is classified as a Regional Employment Site in the Regional Economic Strategy. Since 1999 approximately 100 companies have located at Kingmoor Park occupying 1.5 million sq ft of floorspace and providing 1,430 jobs. Current undeveloped land at Kingmoor Park totals more than 100 ha with the capacity for over 2 million additional sq ft of employment space, although site servicing will cost in excess of £10 million.

Kingmoor Park Properties Ltd currently has full planning permission for a scheme known as the "Hub". This includes 150,000 sq ft of purpose built office space, a pub, restaurant, café, mini supermarket, petrol station and a 130 bedroom four star hotel situated adjacent to the proposed Carlisle Northern Development Route. In addition Kingmoor Park Properties Ltd are applying for outline planning permission for offices, light industrial, storage and warehousing on the Brunthill site which will significantly increase the size of Kingmoor Park, although the pace and scale of development will be dependent on both the economic situation and the completion of the Carlisle Northern Development Route.

West Cumbria

Britain's Energy Coast Development Programme

An integrated series of projects that are in the initial planning/feasibility stages which could help to transform the economy of West Cumbria. These projects include the decommissioning and development of the Sellafield site by the new operators Sellafield Ltd, the possibility of a new Nuclear Power Station at Sellafield and the development of further research and development and skills training in the nuclear industry at Westlakes Science Park etc. as well as the development of other forms of energy generation – offshore wind farms, Solway Barrage etc.

The first energy conference to be held in West Cumbria has been hailed as a success by its promoters. The Energy Business Opportunities Conference – known as eboc'09 – took place on 7/8 July 2009, and was a forum for businesses to discuss opportunities in the energy sector in West Cumbria. More than 200 delegates attended and heard from more than 40 speakers at the new Energus building, in Lillyhall. Its aim was to help local, national and international businesses take advantage of commercial opportunities in the energy market. Covering all major energy sectors – including nuclear, renewables, electricity transmission, oil and gas, and energy conservation – world-class suppliers and energy organisations offered valuable information on national contract and market opportunities. The event was promoted by the West Cumbria Business Cluster alongside partner organisations West Lakes Renaissance, Invest in Cumbria and West Cumbria Development Agency.

Building the Case for Nuclear New Build

Three sites in West Cumbria were nominated into the Government's Strategic Siting Assessment (SSA) process by the deadline of 31 March 2009. Two of the sites were announced by RWE npower who have secured options to buy land at Braystones near Egremont and Kirkstanton near Millom. RWE npower has also received a grid connection offer for both sites from the National Grid. The third site was nominated by the Nuclear Decommissioning Authority (NDA) on land adjacent to Sellafield.

The NDA's asset disposal programme involving land adjacent to Sellafield has moved to the next phase with the closure of the period for companies to express an interest in taking part in the process. Companies had until 3 August 2009 to put themselves forward. The NDA are pleased with the response to the call for expressions of interest and they hope to complete the disposal of the land by the end of 2009.

In October 2008, West Lakes Renaissance commissioned the National Grid to undertake an options study to assess the major technical impact of connecting new nuclear build on the proposed site to the UK electricity transmission network. National Grid concluded in the report that the addition of new nuclear generation in

the Cumbria area is technically feasible and that, in principle, there are no fundamental reasons to prevent its connection into the wider network around 2020.

National Nuclear Laboratory

It was announced on 1 April 2009 that the preferred bidder for the new Managing Contractor for the National Nuclear Laboratory (NNL) is a consortium led by SERCO and including Battelle and the University of Manchester. The NDA is leading the project to develop and gain regulatory approval for the new operating model and arrangements, which will enable the NNL to conduct its business in three facilities, two at Sellafield and one at Springfields. The company will be responsible for developing the NNL "into a globally significant facility which will develop the skills, expertise and research needed to support the United Kingdom's decommissioning and nuclear new build programmes".

Dalton Cumbria Facility

Plans for a new £20m research centre at Westlakes Science and Technology Park are moving forward. Previously referred to as the Dalton Cumbria Facility, the research centre will be jointly funded by the Nuclear Decommissioning Authority (NDA) and the University of Manchester. It will specialise in nuclear decommissioning engineering and radiation sciences.

Manchester University now has an office on Westlakes Science Park in advance of the building of the Facility, and staffing of the academic research teams and students is currently underway. A planning application has now been submitted to Copeland Borough Council, and subject to planning approval, it is hoped that work can commence on site in September 2009, with building completion scheduled towards the end of 2010.

The facility will complement other research facilities at Westlakes Science and Technology Park such as the Geoffrey Schofield Laboratory and Westlakes Research Institute. It will also maximise links with the emerging National Nuclear Laboratory and the Sellafield Technology Centre.

ENERGUS

The construction of the new £21 million ENERGUS Campus at Lillyhall, Workington, was completed on schedule at the end of March 2009. Ed Miliband, Secretary of State for Energy and Climate Change, opened the Campus on 19 June 2009. ENERGUS is the first project of Britain's Energy Coast to come to fruition. It will be the Northwest flagship for the National Skills Academy for Nuclear (NSAN) and will be home to the first presence of the University of Cumbria in the west of the county via a Learning Gateway. The complex incorporates engineering workshops, a 200 seat lecture and conference theatre (a first in West Cumbria) and fully integrated, cutting edge IT and audio visual services providing top quality meeting and distance learning services.

University of Cumbria – West Cumbria Campus

The University of Cumbria is establishing a West Cumbria campus as part of the Energus development and is already working in collaboration with Lakes College, Energus, the NDA, and Lancaster University to establish an integrated campus of major education facilities in and around Lillyhall.

West Cumbria Hospital and Health Campus

The North Cumbria University Hospital Trust has made a decision that the West Cumbria Hospital will remain on its current site at Whitehaven and will be extensively redeveloped with a mixture of new and refurbished buildings with the total funding available for the scheme capped at £100 million. It was announced in July 2009 that the main construction contract has been awarded to Laing O'Rourke and it is expected that early preparatory work on site will start before the end of the year, to allow for major construction to commence in 2010. It is anticipated that construction work will be completed by 2012 and the hospital will include a new build emergency care centre, new theatres, a new outpatient department and several new wards.

A 'Health Village' development is also expected to be located within the new site footprint. This would provide primary care, residential care, additional care housing and higher education facilities. These would embrace collaboration with the County Council, Borough Council, University of Cumbria and NHS Cumbria amongst others, all of whom are currently involved with provision in these areas. It is proposed that this development provides a unique opportunity to develop an associated 'Health Cluster', resulting in regeneration and economic developments being gained from a joint promotion of nuclear and health skills.

Barrow

Waterfront Business Park

Waterfront Business Park is being developed in three stages – Ramsden, St Andrews and Anchor Line – and will cater for a wide spectrum of businesses, from office, research and industrial to storage, warehousing and distribution. On completion it is expected to have helped create up to 1,500 new jobs over a 10 year period. The first phase of the development, Ramsden Business Park, has now been completed and marketing of the individual plots is underway. Barrow Vision is leading on the development, made possible by £8 million of funding from the North West Regional Development Agency. The site was designed by Capita Symonds and work has been carried out by Carillion.

Furness Academy

The funding agreement for the Furness Academy was formally signed on 3 August 2009 by Ed Balls, Secretary of State for Children, Schools and Families and the Academy, which amalgamates three previous secondary schools, will formally open in September. The work necessary for a successful opening is nearing completion and the new academy buildings will be completed by September 2012. In the interim, Furness Academy will operate from existing premises of the Parkview (South Campus) and Thorncliffe (North Campus) schools, which will be subject to demolition once the new facilities have opened. The initial concerns raised by a group of local residents have now been alleviated, and out of an intake of around 1700 students for the 2009 -2010 academic year, only 13 have yet to collect their new uniform.

Housing Renewal – Barrow and West Cumbria

West Lakes Renaissance, the urban regeneration company for West Cumbria and Barrow, successfully delivered a £3 million programme during 2008-2009, half of the agreed 3-year allocation for HMR in West Cumbria / Furness. Combined with the previous £9 million allocation (2005-8), the programme has delivered real improvements in housing stock in West Cumbria and Furness, but particularly in West Cumbria where HMR investment has kick started regeneration on the estates of the principal Registered Social Landlords, Derwent and Solway Housing Association and Copeland Homes. In Barrow, HMR investment has enabled the local authority to acquire 140 very poor quality terraced units that it will need to clear in order to recycle a site in Central Ward for much needed family homes with gardens. A recent visit from the Chairman of the Homes and Communities Agency (HCA), Robert Napier and his Northwest Regional Director highlighted the poor quality of much of the area's housing stock as well as the opportunities for new development. West Lakes Renaissance is also funding a Housing Deficit Study for the whole of Furness and West Cumbria in order to quantify and prioritise housing needs, with a view to submitting a successor programme to HMR. Inner City Solutions is undertaking this work.

Eden and South Lakeland

New Squares Penrith

The construction of this new £77 million retail development was suspended in October 2008 as a result of National Australia Bank withdrawing funding. The NWDA

subsequently agreed a £1 million grant to help with the completion of the sports facilities at Frenchfield, facilitating the relocation of Penrith Football Club. The New Squares development is currently on hold as Eden District Council continues negotiations to revitalise the scheme. Eden DC met with Sainsbury's on 29 June 2009 and agreed to take forward a three phase scheme – Phase 1 would include a 78,000 sq ft supermarket, multi storey car park, 32 affordable homes and a new town square – Phase 2 would comprise 24 retail units and 79 homes while Phase 3 would involve the remaining 6 retail units and 73 homes. If agreed, work would recommence in 2010 with Phase 1 completion in 2011. Only funding for Phase 1 would be committed, the other two phases being dependent on prevailing market conditions. Eden District Council are taking the revised proposals to public consultation in September 2009.

Canal Head, Kendal

South Lakeland District Council is preparing an Area Action Plan (AAP) for the Canal Head area of Kendal which will form part of the emerging Local Development Framework (LDF) for South Lakeland. As such, the AAP will be a formal Development Plan Document and will set out statutory planning policy for the area. The comprehensive restoration of the Canal Head has the potential to bring about substantial economic and environmental improvement to Kendal. The Preferred Vision for Canal Head is *"A vibrant destination unique to Kendal. A fusion of business, residential, specialist retail, food and drink and leisure and recreational uses, at the heart of which is the historic terminus of the Northern Reaches of the Lancaster Canal. A well integrated part of Kendal where heritage embraces sustainable development, contributing significantly to the future development of the Town"*. The final AAP is expected to be published in late 2009. Development work is unlikely to commence before 2011 and to guide the development process SLDC are proposing to form an Implementation Programme Board to oversee the redevelopment of the Canal Head area.

However, it has recently emerged that a private sector proposal for a £100 million comprehensive redevelopment of the whole Canal Head area is likely to be made public in October 2009 with a planning application being submitted in early 2010.

Lakeland Motor Museum

A Motor Museum has been located at Holker Hall, Cark in Cartmel since the 1960's. The collection has been bought by Windermere Lake Cruises who decided to relocate the collection to a more suitable site in Backbarrow adjacent to the A590 truck road. The Lakeland Motor Museum has been granted detailed planning permission by LDNPA and work started on site in May 2009 with completion and opening due at Easter 2010. The development of the Museum is conditional on the development of a rail halt on the Lakeside and Haverthwaite Railway to limit car parking on site and this gained planning approval in June 2009 and a £330,000 funding bid to the NWDA has been successful. The rail halt will also open at Easter 2010

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. A Steering Group has been established with representation from the LDNPA, NWDA, Cumbria County Council and South Lakes Development Trust to take this project forward. £100,000 of funding for a Master Plan for the area has been secured from the NWDA and BDP Consultancy are undertaking public consultation and preparing options for consideration. There are significant constraints due to complex land ownership issues and covenants over the green Glebe. There are, however, opportunities to create a world class visitor experience that will leave a lasting impression on all those who will visit the area. The redevelopment of the area is likely to be phased over a ten year period with the first phase being the Windermere Marina area through to the final phase around Shepherds etc. The private sector is

willing and able to invest in the area and a planning application for a new three star hotel development could be submitted in the near future.

Lakeland Steamboat Museum, Bowness

Lakeland Arts Trust acquired the Windermere Steamboat Museum approximately two years ago. In that time, they have obtained a £465,000 grant from the Heritage Lottery Fund to support the recovery and stabilisation of a nationally significant collection of boats which includes the oldest mechanical boat in the world. In late 2008 with financial assistance from the NWDA, feasibility work was begun by consultants Metaphor to outline the business case, design and visitor projections for the museum. The Feasibility Study was completed in March 2009. The design concept produced has been accepted by the Arts Trust and they are now looking to raise the estimated £25 million to implement the project. The project offers an opportunity to create a year-round, high class visitor attraction that will link to the other initiatives around the Lake District and open up an under utilised corner of the Lake to visitors. Initial preparatory work including architectural design is estimated to cost £400,000 and the Trust have recently gone out to tender and have raised considerable interest from a number of high profile design consultancies. Subject to the main fund raising programme which will not be completed until 2012, it is estimated that construction work could be completed within 18 months.

National Park Visitor Centre, Brockhole

The LDNPA wish to redevelop Brockhole into a world class attraction. Adam Thomas joined the LDNPA as Development Programme Director in January 2009 and an ambitious £23.5m redevelopment programme is being developed. The new Lake District Visitor Centre will contain (a) an immersive cinema with physical effects, (b) a large triple-storey flexible exhibition and event space - to promote what the Lake District National Park has to offer, (c) a large new cafe facility, (d) Cumbrian retail facility including farm shop, (e) 21st century interpretive areas telling the World Heritage Story of the importance and special qualities of the Lake District, (f) a "taster" indoor climbing wall and indoor and outdoor adventure play and (g) build a water sports centre targeted at the taster market - focusing on canoeing, kayaking, sailing and windsurfing. A prospectus is being prepared and a marketing campaign launched in September 2009 for commercial partners.

Waterhead Public Realm, Ambleside

South Lakes Development Trust commissioned BDP (consultant architects) to produce a detailed public realm improvement programme for Ambleside. The first Phase of this would be a comprehensive £6m scheme at Waterhead, which includes the full pedestrianisation of the Waterhead and a new link road to divert through traffic away from the area. However this scheme has raised a significant amount of local opposition. South Lakeland District Council are now managing the project and TEP consultants have now been appointed to carry out a revised master planning exercise. TEP are looking to bring forward three options for public comment, varying in scale from minor improvements through to relocating the existing road and reducing the influence of the car.

Lowther Castle and Gardens

In Autumn 2008 the Lowther Estate began the conservation of the Castle and Gardens by tackling the remnants of the chicken farm which had been on the remains of the front lawn of the castle since the 1960's. The NWDA have approved a £9 million NWDA/ERDF funding package for the £15 million Lowther Castle and Gardens development scheme. Initial development of the site will begin in Autumn 2009 regardless of whether a further £5 million grant from the Heritage Lottery Fund is forthcoming and it is hoped that visitors will be able to visit Lowther Castle and Gardens from Spring 2011 as it develops incrementally with visitor numbers estimated to increase from 60,000 in 2011 to 150,000 in 2014

However we understand that there are significant problems regarding the negotiations of a lease between the Lowther Castle and Gardens Trust and the site owner - the

Lowther Estates Trust. If the development is not able to proceed it will be important to ensure the funding allocation is reallocated to a priority project with Eden and South Lakeland.

Cumbria-Wide

Destination Cumbria – An International Tourism Marketing Campaign

Cumbria Tourism has developed a strategy known as GM4C (or Growth Marketing for Cumbria) in consultation with the tourism industry, public and private partners and strategic bodies including the NWDA and Cumbria Vision. The Strategy was launched in December 2007 with £1 million support from NWDA matched with advertising revenue from the private sector. Cumbria Tourism is now looking to secure £2 million for each of the next three years matched with private sector revenue to expand the programme. The Marketing Campaign is in line with Cumbria Tourism's Destination Management Plan. The Tourism Strategy for Cumbria highlights that growth in tourism will emerge from economic regeneration programmes including those on the West Coast, Barrow and Carlisle in addition to The Lake District. It is also forecast that domestic tourism will grow due to increasing costs of travel abroad and improvements in products and experiences. The new Marketing Strategy is part of the quality improvement agenda outlined in the Tourism Strategy for Cumbria. The marketing approach is a step change as it is bold, ambitious and focused. It is about extending the season; attracting more staying visitors and increasing visitor spend, to all parts of the county, thereby establishing Cumbria and the Lake District as England's number one rural tourism destination.

Reducing Worklessness in Cumbria

There are a number of schemes currently being implemented to address worklessness. Cumbria County Council through the local enterprise agencies is running a £1.2 million Return to Work scheme partly funded through the NWDA, which is supporting 270 long term incapacity benefit claimants into sustained employment. Copeland Borough Council has created a £900,000 Future Jobs Fund creating 48 new high quality jobs and Cumbria County Council have applied for £1.3 million of funding through DWP to create a Future Jobs Fund to create around 200 new jobs. The University of Cumbria has created a £1 million Economic Challenge Investment Fund, with funding through HEFCE, in conjunction with the four further education colleges, to support graduates to find work or take up work placements. Finally, Carlisle City Council has launched a "Chance to Shine" scheme with local large employers. The scheme is employer led and will provide three month work placements for 16 – 17 year olds school leavers who are in danger of becoming NEETs (Not in employment, education or training).

SECTION 9 ANTI POVERTY STRATEGY

In April 2008 Cumbria County Council produced a County Anti-Poverty Strategy, in response to concerns about people at risk as a result of the recession.

The Cumbria Intelligence Observatory were tasked with providing data and evidence to inform and support the strategy in order to identify priority areas throughout Cumbria and those people who are most at risk. The Observatory will continue to provide evidence to evaluate and keep under review the nature and extent of poverty in Cumbria. Further details can be found on the Cumbria Intelligence Observatory website www.cumbriaobservatory.org.uk/antipoverty/poverty.asp

The Anti-Poverty Strategy proposes 6 outcomes:

- **Outcome 1:** To identify and understand those vulnerable and harder to reach groups living in Cumbria who have a low income
- **Outcome 2:** To improve and promote advice, information and support for those people having a low income who are at greater risk of being in poverty
- **Outcome 3:** To develop and deliver affordable services for those people having a low income
- **Outcome 4:** To provide appropriate and timely resources to those groups at greatest risk of being in and/or becoming in poverty
- **Outcome 5:** To support those groups having a low income to get out and stay out of poverty
- **Outcome 6:** To promote a co-ordinated approach for tackling poverty in Cumbria through robust partnership working with partner agencies and organisations

The Cumbria Intelligence Observatory has been commissioned to measure and review poverty in Cumbria by providing statistical data and analysis. The following issues have been included in the analysis:

- **Worklessness and unemployment**
- **Skills in Cumbria**
- **Household income**
- **Housing and Housing Benefits**
- **Child Poverty**
- **Deprivation**
- **Fuel Poverty**
- **Socio Economic Profiling**

The key headlines drawn from the study are as follows:

Worklessness: DWP Benefits (*source: Nomis, DWP, February 2009*)

- A total of 43,560 benefits were claimed in Cumbria
- 52.2% of total benefits claimed were for Employment and Support Allowance and Incapacity Benefit
- In total, 82.8% of claims were for out-of-work benefits
- Barrow has the highest rate of incapacity benefits claimants at 11.6

- Barrow has the highest rate of Lone Parent claimants at 2.0; Carers claimants at 1.6, Disabled benefit claims at 1.4;
- Central ward in Barrow has the highest rate of total benefit claimants at 39.5; and ESA and incapacity benefit claimants at 21.8
- Moss Bay ward in Allerdale has the highest rate of lone parent benefit claimants at 6.5
- Sandwith ward in Copeland has the highest rate of carer's benefit claimants at 2.7
- Ewanrigg ward in Allerdale; and Holker ward in Barrow have the highest disabled benefit claimant rate at 2.0

Monthly Unemployment Briefings:

<http://www.cumbriaobservatory.org.uk/AboutCumbria/economy/unemployment.asp>

Skills in Cumbria (source: Annual Population Survey Jan – Dec 2008)

- In Cumbria there are 71,700 people (24.3% of the total working-age population) qualified to NVQ Level 4+; this is below the UK level (28.9%) and the North West region (25.6%)
- Eden district has the highest proportion of those qualified at NVQ4+ in Cumbria at 36.4%, Allerdale has the lowest proportion at 16.9%
- Eden has the highest proportion of those qualified at NVQ3+ at 54.6%, above the national and regional level
- Carlisle has the highest proportion of the working age population with 'no qualifications' at 14.9%
- There are more economically active females in the county qualified to NVQ Level 4+ than males, however, there are more economically active females with no qualifications than males

Income (source: CACI Paycheck 2008; Annual Survey of Hours & Earnings 2008)

- The estimated mean household income for Cumbria is £30,637
- Barrow has the lowest mean household income of £27,972
- Carlisle has the highest number of households (4,645) falling into the lowest income band of £0k-£10k; and the highest number of households (12,120) falling into the second lowest income band of £10k-£20k
- Eden has the lowest number of households falling into the top two income bands of £30-£40k+
- The weekly gross pay for Cumbria is £462.70, above the North West but below Great Britain
- The hourly pay rate in Cumbria is £11.42, above the North West but below Great Britain
- Carlisle district has the lowest gross weekly pay at £406.20
- Copeland has the highest gross weekly pay at £595.10 and highest hourly pay at £15.36
- Males in Copeland receive the highest gross weekly pay throughout the County at £688.90; and females in South Lakeland receive the highest gross weekly pay at £405.60
- Males and females in Copeland receive the highest hourly pay at £17.78 and £10.88
- Males in Carlisle receive the lowest gross weekly pay and hourly pay rate at £450.60 and £40.43
- Moss Bay ward in Allerdale has the lowest mean income of £21,456
- Central has the highest number of households (428) receiving income of just £0-£10k

Housing & Housing benefits (source: ONS, DWP, Census, Indices of Deprivation; CACI Street Value 2008)

- The district of Carlisle has the highest number of households rented through local authorities at 15.3%
- Copeland has the lowest number of households owned outright at 29.9%
- Allerdale has the highest number of socially rented households at 17.4%, almost 3 times the number of those for England & Wales and for the North West region
- In Cumbria 0.32% of households are classified as being in poor condition, this is higher than the level for England at 0.29%
- Copeland has the highest level of housing benefit caseloads at 17.2%
- Barrow has the highest level of council tax benefit caseloads at 23.9%
- The rate of homeless acceptances in Cumbria is 3.3, this is below the rate for England at 3.5, and below the regional rate at 3.9
- Carlisle has the highest rate of homeless acceptances than any other district at 4.5
- The mean house price in Cumbria is £197,069 and the median house price is £177,000
- The median affordability ratio in Cumbria is 6.8
- South Lakeland has the highest median affordability ratio at 9.5
- Copeland has the lowest affordability ratio at 4.7
- Sedbergh ward in South Lakeland has the highest median affordability ratio at 13.6
- Barrow Island in Barrow has the lowest affordability ratio at 3.0

Child Poverty (source: ONS, DWP, School Census, Income Deprivation Affecting Children Index)

- In Cumbria there are approximately 16% of children (0-15yrs) living in income deprived households
- Barrow-in-Furness has the highest percentage of children living in low-income households at 23%, above the England average of 21%
- Barrow is ranked 92 (out of 354) which makes Barrow the most deprived district in Cumbria
- The Sandwith ward in Copeland has the highest % of children living in low-income households and is therefore the worst ranked ward in Cumbria
- All Cumbrian districts are below the national and regional level in terms of low-birth weights at 6.7%
- The Carlisle district has the highest level of low-birth weights at 7.7%, still below the England and the North West
- Brough & Ravenstonedale ward in Eden had the highest percentage of low-birth weights at 15.4%
- 48 out of 168 wards within Cumbria are above the national low-birth weight average
- In Cumbria there are 6,930 children eligible for free school meals (11.2% of school children)
- Barrow has the highest level of free-school meal eligibility throughout Cumbria at 16.9%
- There are 56,815 families claiming child benefit, 99,520 children in total
- Carlisle has the highest number of families claiming child benefit with 12,230 claiming for the highest number of children 21,220
- 10.1% of the total benefits claimed in the county are Lone Parent benefit claimants
- Carlisle has the highest level of Lone Parent claimants at 10.9%
- Sandwith ward in Copeland has the highest claimant rate at 6.2
- 29% of all income support benefit claims are Lone Parent benefit claims
- 5.5% of households in Cumbria are lone parent households
- Copeland has the highest rate of lone parent households out of all districts at 6.9%

- There are 14.6% of children in workless households throughout Cumbria
- Barrow district has the highest rate of children in workless households at 20.9%
- Sandwith ward in Copeland has the significantly highest level of children in workless households at 41.4%

Deprivation (source: *Indices of Deprivation 2007*)

- Cumbria is ranked 84th (out of 149) across England (1 being most deprived)
- In 2007, Cumbria moved up 3 places (from 2004) in the national rankings, from 81st to 84th
- In 2007, the districts of Allerdale, Carlisle, Eden and South Lakeland all moved up the national rankings from 2004
- Barrow remained the same and Copeland became more deprived by moving down 6 places
- 27 of Cumbria's lower super areas appear in England's worst 10%, 12 of these are in Barrow, 6 are in Allerdale, 5 are in Carlisle and 4 are in Copeland
- Eden is the most deprived district in terms of **geographical barriers** in the whole of mainland England
- Barrow district is one of the most deprived districts in England (in the worst 10%)
- One of the 2 lower super output areas in the Barrow Island ward is the most deprived in the country (out of 32,482) for the **indoors living environment** sub-domain
- The lower super output area covering the Crummock ward in Allerdale is the second most deprived in England in terms of **geographical barriers**
- One of the 2 LSOAs covering Silloth ward (in Allerdale) is 6th least deprived in England for the **outdoors living environment** sub domain
- Central ward in Barrow is the most deprived ward in the county

Fuel Poverty (source :*Centre for Sustainable Energy*)

- In Cumbria 6.8% of households are classified as being in fuel poverty, or 14,302 in total. This compares to 6.1% of households in England as a whole
- All districts in Cumbria have a higher proportion of households in fuel poverty than the national average
- A maximum of 10.0% of households in an LSOA in Barrow being classified as in fuel poverty compared with a minimum of 5.2% of households for an LSOA in South Lakeland
- The percentage in each LSOA is higher in a greater number of rural-defined LSOAs in Eden and in urban LSOAs in Barrow-in-Furness
- LSOAs with the least proportion of households in fuel poverty are found in South Lakeland district council
- LSOAs in the wards of Barrow Island (9.98%), Hindpool (9.21%) and Central (9.11%) wards in Barrow have the highest percentages of households in fuel poverty
- LSOAs in the wards of Crosby Ravensworth (8.81%), Askham (8.67%) and Hesket (8.58%) in Eden also have high percentages of households in fuel poverty

Socio- Economic Profile (source: *CACI Acorn 2008*)

- 18.6 % of Cumbrian households fall within Hard Pressed areas, this is below the UK level of 20.8%
- Cumbria is over represented in the Moderate Means category with 19.5%, compared to the UK with 13.6%
- Copeland has the highest representation of Hard Pressed areas with 31.6%, followed by Carlisle with 23.3%
- Eden has the lowest representation with 5.7%, followed by South Lakeland with 9.1%

- Mirehouse in Copeland has the highest number of people within the Hard Pressed category with 84.86%, closely followed by Upperby in Carlisle with 83.46% and Moss Bay with 81.54%
- Morton in Carlisle has the highest percentage of people falling in the Burdened Singles category with 36.24%
- Mirehouse in Copeland has the highest percentage of people falling in the Struggling Families category with 84.86%
- Harbour in Copeland has the highest percentage of people falling in the High Rise Hardship category with 19.28%