

**Centre for  
Regional  
Economic  
Development**



**Cumbria Business School**



**FRAMEWORK FOR BASELINE DEVELOPMENT AND REVIEW  
– WEST LAKES RENAISSANCE**

**STAGE 3  
REPORT - EXTRACT**

**ON BEHALF OF**

**WEST LAKES RENAISSANCE**

**February 2005**

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## **INTRODUCTION**

The Centre for Regional Economic Development (CRED) and ERS have been commissioned to provide a baseline framework for West Lakes Renaissance (the Urban Regeneration Company for Furness and West Cumbria). This document is the draft report for Stage 3 of the study, and builds upon the work from the previous two stages. This report focuses upon the finalisation of the headline indicators for the framework, and in doing so, is structured as follows:

First, Section 1 of the report re-states the draft list of strategic outcome indicators as presented at the end of the Stage 2 report. This list is then updated, based upon discussions between the study team and the project steering team, and on further developments by the study team. This section also notes a number of areas where it may be felt that there should be indicators (e.g. transport, property), and the current absence of such indicators may be regarded as omissions within the framework. Section 1 concludes by presenting a final list of the headline indicators for the framework.

Section 2 of the report presents a discussion of the main issues raised in the consultations with key stakeholders that were carried out as part of Stages 2 and 3 of this study. These consultations covered a range of aspects of the work of West Lakes Renaissance, but focused, in particular, on informing a critique of the current key strategic objectives of West Lakes Renaissance.

Section 3 focuses upon each of the individual key strategic outcome indicators, and firstly, provides a context for each of the strategic indicators through the presentation of information and data about each indicator. This is followed by a discussion, based upon the contextual analysis, about the possible lifetime targets that could be selected for each of the indicators.

Finally, Section 4 presents the final list of key strategic outcome indicators and potential lifetime targets for each of the fourteen key strategic outcome indicators.

## SECTION 1 – STRATEGIC OUTCOME INDICATORS FOR WEST LAKES RENAISSANCE

**Table 3.2 – Current list of key strategic outcome indicators**

<i>Key Strategic Outcome Indicator</i>	<i>Broad form of measurement</i>
GDP gap	measured by GVA per capita
Business start ups	measured by number of new VAT registrations
Innovation	measured by labour productivity
Unemployment	measured by the claimant count
Unemployment inequalities	measured by ID2004 and the claimant count
Skills and qualifications	measured by adults with NVQ Level 3 and above
Net migration	measured by population level of young people
Employment	measured by the employment rate
Urban quality	measured using a local urban design panel [potentially]
Investor confidence	measured using a local survey of businesses
Attractiveness to external investors	measured using a local survey of businesses
Co-ordination	measured using a survey of local partners

The indicators listed in table 3.2 are the current list of key strategic outcome indicators, and one of the main aspects of this stage of the study (Stage 3) is to finalise this list of indicators. It is therefore worthwhile to note that there are a number areas where it may be felt that there should be indicators (e.g. transport, property), and the current absence of such indicators may be regarded as omissions within the framework.

Examples of such areas may include transport, property (both residential and commercial), education (generally, and specifically higher education), and some of the wider social aspects such as social enterprise, crime, health and so on. Some of these areas are included in the list of indicators of other URC's, whilst others came to the fore through the consultations with key stakeholders. Prior to finalising the above list as the completed list of indicators, agreement with relevant individuals/groups

(primarily the project steering group, and the Board of West Lakes Renaissance) about these omissions needs to be confirmed.

Prior to this confirmation, the final list of indicators, which are dealt with individually in Section 3 of this report, both in terms of providing a contextual analysis, and of identifying potential lifetime targets for each of the key outcome indicators, are listed below.

- GDP gap
- Business start ups
- Innovation
- Unemployment
- Unemployment inequalities
- Skills and qualifications
- Net migration
- Employment
- Urban quality
- Investor confidence
- Attractiveness to external investors
- Co-ordination

Following a draft presentation of this report, discussions with relevant individuals/groups led to two additions being made to the above list. These were:

- Residential property – to be measured using average house prices
- Commercial property – to be measured using average non-domestic rateable values

## **SECTION 2 – CONSULTATION WITH KEY STAKEHOLDERS/ CRITIQUE OF EXISTING STRATEGIC OBJECTIVES OF WEST LAKES RENAISSANCE**

This section reviews the strategic objectives of WLR as stated in the Business Plan and reports on consultations with key stakeholders regarding the appropriateness of these in future. The strategic objectives are constructed around the seven themes identified in the “New Visions” document. These are:

- Actively managing transition
- Lifestyle choice
- Coastal renaissance
- Making better connections
- Leadership and networks
- Communities that work
- Advantage through knowledge

Under these headings, the Business Plan identifies how WLR intends to address the issues concerned, in some cases through assisting or supporting other agencies already involved in activities relevant to each theme, while in other cases, developing new initiatives, lobbying regional and national bodies for change and direct involvement in delivery in some cases. The Plan outlines what WLR will do themselves and what they will fund others to carry out. The strategic objectives of WLR, therefore, not only make reference to activities that WLR will take on and complete, but also their role in enabling others and supporting existing local partnerships.

As part of the baseline study, interviews were conducted with representatives of the key stakeholders who work with WLR in regeneration. These include representatives of the local authorities, local development agencies, key businesses and providers of education and training. A full list of consultees can be seen in appendix 3 – **Not shown** This section seeks to distil key points which emerged during this process, relating not only to stakeholder views on the objectives that WLR has set for regeneration in the area, but also the extent to which the current balance between facilitation of others and direct delivery is deemed appropriate.

The topics covered in discussion include the priorities of WLR, partnership issues, levels of co-ordination, the added-value of the URC for local regeneration and stakeholder expectations for the future. These discussions were documented and the key points to emerge are discussed below.

### **WLR strategic objectives and the relevance of New Visions**

In engaging interviewees on the issue of strategic priorities, there was common understanding of the unique set of circumstances facing WLR as an Urban Regeneration Company. Most interviewees noted that the scale and geography of the area is a particular challenge. Linked to this, the fact that the area is surrounded by a large rural hinterland and at some distance from other urban-industrial areas has meant that WLR has been required to adopt a fairly holistic approach to regeneration. This sets it apart from many other URCs that focus geographically on particular issues and sets of neighbourhoods within cities.

The existence of the New Visions Strategy is also recognised as a key influence on the strategic thinking of WLR. Most interviewees expressed the view that the New Visions document contains a useful holistic set of ideas and aspirations. The strategy was variously described as “quite comprehensive”, a “broad strategic document”, a useful initial framework” and “broad enough to catch all”. Even so, respondents also remarked that WLR should not feel bound by its contents. One interviewee noted, “the plan needs to be flexible – don’t just do things because they are in the plan” while another suggested that there is need for “continuous dialogue with stakeholders” on the priorities under New Visions.

While it is recognised that the New Visions provide a broad set of aspirations for the future of West Cumbria and Furness in general, it is not expected that WLR will be able to deliver these. There is an acceptance that WLR needs to focus its attention on achievable objectives. As one interviewee observed, there is a need to be “sharper on priority projects and more critical”. Most interviewees expressed the view that the priorities should focus on developments that have the most direct impacts on employment creation and business development.

## **WLR role in Physical Regeneration**

Several interviewees went further and argued that WLR has a unique contribution to make specifically in *physical* regeneration. Mention was made of the Barrow Docks, Pow Beck and the role that WLR might be able to play in future development of Broughton Moor in West Allerdale. Interviewees observed that only WLR has the resource and the remit to address such holistic developments. One interviewee observed for instance that “a URC is a natural home for these projects as existing agencies are not holistic enough. They tend to specialise in a narrow range of services. WLR can absorb these projects with much less difficulty”. Another noted that “WLR have concentrated on what they do best – physical regeneration. They have a clear focus on physical regeneration and a resource capable of delivery”.

While many interviewees expressed these views, there was also a recognition that WLR should engage to some extent with social and environmental issues surrounding physical regeneration, particularly where these are closely associated with more deprived communities. It was noted by several interviewees, for instance, that WLR could make useful contributions to skills and employment issues, particularly in ensuring that local people benefit from jobs created in the process of regeneration. As one interviewee noted positively, “WLR are not blinkered by a focus on capital spend to the exclusion of softer issues”.

## **Other Emerging Thematic Priorities**

Stakeholders were asked for their views on the current priorities of WLR. There appears to be consensus that the focus on physical regeneration targeted on specific areas is effective and appropriate. It is making the best use of the resources and capabilities of WLR. However, while interviews suggest widespread support for the current priorities of WLR, some drew attention to themes that they believe should be given higher priority in future. These include the need to address issues in the housing market, to provide more specific support for the development of higher education and to intensify lobbying for improvements to road and rail transport links

from West Cumbria and Furness to the M6 and West Coast Main Line. This latter point was also a prominent point raised in a separate survey of local key businesses (see details below).

Another strategic issue raised by several interviewees concerned the extent to which WLR should be proactive in addressing issues raised by nuclear decommissioning. This is obviously a major theme within the New Visions document under Managing Industrial Transition and is therefore included within the current WLR Business Plan. There is an acceptance that WLR needs to engage with issues arising from nuclear decommissioning in order to remain credible as an agency responsible for regeneration in West Cumbria and Furness.

However, interviewees generally recognised that the resource currently available to WLR would not be adequate to address the full social and economic consequences of predicted change in the nuclear sector. Even so, it is also the case that changes in the nuclear industry could have dramatic effects upon most of the other interventions in the Business Plan. For this reason, interviewees argued that it is appropriate for WLR to be directly engaged with nuclear industry issues, but that these should not dominate. As one stakeholder observed, “WLR need to focus on the replacement economy – the new economy”. The “new economy”, according to this interviewee, should include alternative private sector businesses, but there are also major opportunities for WLR to exercise influence over public sector investment (Civil Service, Further and Higher Education, Health, Police, Prison Service etc).

### **Added value in co-ordination of delivery**

As with URCs in general, WLR is also expected to contribute to local regeneration by providing co-ordination between local partners and improving connection with regional bodies including funders. The current business plan therefore includes explicit reference to the need for WLR to act as a facilitator for inter-sector networks between localities, businesses and communities and to provide leadership in collaboration (under New Visions “Leadership and Networking”). Elsewhere, the Business Plan also emphasises specific aspects of the *raison d’être* of URCs, in particular, the aim “to achieve better co-ordination of existing resources as well as engagement of new

resources” and to act in a way that is “semi-independent and not over-dependent on any one stakeholder or group of stakeholders”. These objectives focus on the process of delivery rather than achievements on the ground, but can be vital to achieving longer-term success in regeneration.

Evidence from interviews suggest that this set of objectives for WLR are being achieved and that the time spent consulting stakeholders in the initial stages is likely to pay dividends for WLR as an organisation and hence for the overall work of regeneration. Interviewees were asked to give their views on the “added value” of a URC involved in regeneration in their area. Reactions included the observation that WLR are “in a unique position to take an overview of West Cumbria and Furness” and that “they have been good at getting people together; they are able to broker agreements”. In another case, the interviewee “anticipated that WLR would co-ordinate local partners, and they have managed this”.

### **Approach to building partnerships**

Several interviewees linked the URC “leadership” role with the question as to whether WLR should act as a strategic body funding others to do things or become involved directly in delivery. Many of the interviewees described WLR approach to this as “pragmatic and flexible”. Where delivery agencies already existed, WLR have avoided duplication and adopted the role of strategic funder of projects and programmes. Several interviewees were able to quote specific examples where their own organisation was resourced to carry out functions on behalf of WLR. WLR, for instance, have not attempted to engage directly with SME business support and systematic attempts to network with large companies. Their engagement with the private sector has been focussed on those areas where it is necessary to achieve their own specific delivery tasks, as in the case of property development.

In other instances, however, where there were gaps in the local delivery mechanisms, WLR have been prepared to take direct responsibility for delivery. This applies, in particular, to projects where there was no existing “natural home” as in the case of infrastructure projects which require capacity and resource to deliver. It was also observed that these are also the projects that would probably not have been possible

without the capacity and resource provided through WLR. WLR “is a single organisation with a large budget” which has significant advantage over other possible delivery mechanisms that would require co-ordination of much more complex funding arrangements.

### **Access to resources**

Stakeholders also argued that WLR provide a much more effective and flexible resource with which to deliver local priorities for regeneration. As one interviewee noted, they represent a “step change in NWDA inputs to the County”. Also, WLR have been able to “draw in funds not otherwise provided”. Another also suggested that WLR is the “chosen vehicle for NWDA and this makes things happen”. The ability of WLR to provide this level of access to resources has already had benefits for partner organisations because it “gives [them] more certainty in future against which [they] can plan” and “They are a local organisation which makes them more accessible and they have flexibility to deliver what local partners want”. Finally, in response to the added-value of WLR, several noted the effect of bringing in new people with fresh ideas and enthusiasm. They have a “can-do attitude and a desire for improvement”. Another has been “impressed with their desire to make things happen”.

### **Communications**

Judging by stakeholder interviews, WLR appears to have established good working relationships with other key organisations, agencies and partnerships involved in regeneration in West Cumbria and Furness. This includes mutual understanding of who is responsible for what and how different activities will be resourced. However, evidence from a postal survey of partner organisations involved in the Local Strategic Partnerships in Barrow and West Cumbria reveal that a minority of respondents feel uninformed about the objectives and role of WLR. This suggests that WLR may need to consider a more pro-active approach to disseminating information about their activities to a wider set of organisations involved in regeneration.

The extent to which WLR should (or could) engage directly with the private sector was also a theme in discussions. It was generally recognised that WLR should not seek to displace the role of the existing network of business support agencies. Indeed, the way in which WLR have avoided duplication in this aspect was recognised as a very positive arrangement. One consequence of this, however, is that the private sector may not be well informed about the role of WLR and its relationship to other organisations that provide business support. Some interviewees believed that most local businesses would not only be ill-informed about the role of WLR, but would also hold negative views of what they regard as “the plethora of agencies” in the area. This suggests that while it may be prudent to work through existing agencies to deliver business support, attempts to communicate the broad objectives of WLR to the business community might be beneficial.

### **Recommendations for strategic review**

These various consultations suggest that there is widespread support for the way in which WLR have addressed issues of partnership, strategy and delivery. In particular, the pragmatic and flexible response to pre-existing local structures and arrangements has generated effective cooperation that is likely to have a positive impact on regeneration activity in general. Within this overall context, evidence from interviewees and survey responses suggest the following:

- That WLR should continue to focus on physical regeneration and play a leading role in implementing Master Plans.
- That WLR might consider working with relevant partner organisations to develop more specific ideas and plans concerning HE development, housing development and transport
- That WLR should continue the process of engagement with the future of the nuclear sector and seek to secure appropriate resources to address the social and economic consequences of decommissioning

- That WLR consider a more pro-active approach to disseminating information about regeneration and the role of WLR to the wider group of organisations and individuals involved in regeneration.
  
- That WLR consider ways in which the objectives of the Company could be communicated more directly to the business community, perhaps in partnership with other providers of business support services.

### **SECTION 3 – CONTEXTUAL ANALYSIS AND DEVELOPMENT OF TARGETS**

This section of the report focuses upon each of the individual key strategic outcome indicators, and firstly, provides a context for each of the strategic indicators through the presentation of information and data about each indicator. This is followed by a discussion, based upon the contextual analysis, about the possible lifetime targets that could be selected for each of the indicators. Prior to this approach being presented for each of the indicators, some general issues relevant to the contextual analysis and the development of the targets are discussed.

There are a number of issues that are relevant for a number of, and in some instances for all of, the outcome indicators. Whilst a number of issues are unique to the individual indicators and are dealt with below when each indicator is addressed in turn, there were also a number of common issues. A number of the issues listed below arose through the need for the indicators and the targets to meet a number of criteria that were outlined in the brief for the study. These criteria were that the indicators and targets selected should be:

- Relevant and robust
- Clearly attributable to the work of West Lakes Renaissance
- Clearly defined and unambiguous
- Time series on an annual basis
- Comparable and verifiable
- Collection is cost effective and utilises existing data sources, wherever possible

The issues relevant for all indicators can be split into two groupings – those relating to the development of the target and those relating to the contextual analysis.

#### **Issues for all indicators – development of targets**

The development of the targets for each of the indicators adopted a similar approach. First, at a broad level, there are a number of alternative ways in which a target could be developed. On the basis that the primary purpose of West Lakes Renaissance is

to assist in the regeneration of the operational area it covers, it is reasonable to assume that, in relation to a number of the indicators proposed, that there is currently likely to be a gap between the measure of the indicator for the local WLR area and for the regional/national average of the same measure. Resultantly, the following four categories were considered during the development of the targets, although it should be noted that different approaches will depend upon the indicator and target under consideration. First, consideration could be given for the target to be to at least *maintain the current gap* between the indicator for the local area and the regional/national average i.e. for the gap not to get any worse. (This could be regarded as the minimum target required). Second, and in complete contrast, consideration could be given for the target to be to *close the entire gap* between the indicator for the local area and the regional/national average. (This could be regarded as the most optimistic target). Other approaches, which, for any one indicator, may or may not be the same as either of the two aforementioned approaches, include developing the target based upon the targets for such indicators as specified in relevant local strategies (e.g. Community Strategy, Local Neighbourhood Renewal Strategy), and/or developing the target based upon specific information detailed in the Business Plan for West Lakes Renaissance.

The discussion above does imply that relative targets (i.e. targets based upon comparison to some regional/national (or other) average figure) are preferred to absolute targets. This is the approach that has been taken for a couple of reasons. First, such an approach is consistent with a number of government agendas, such as neighbourhood renewal, where there is great emphasis placed currently on 'closing the gap' or 'narrowing the gap'. Second, the use of relative figures helps to address one of the major issues addressed when developing the indicators – consistency of measurement over time, as both the local indicator and the comparator figure will be affected by any change to the method of measurement. Therefore, the targets developed below are based on the approach that where possible (depending upon data constraints) relative targets will be developed in preference to absolute targets. The obvious exception to this is where locally developed targets, for which there is no regional/national comparator, are used.

This use of relative targets does create an important issue for all of the indicators. In order to have appropriate comparisons, rates (such as employment rate, unemployment rate, etc.) need to be used. This requires additional data, relating to the population size, or a particular sub-group of the population, to be available. This issue is discussed further below.

### **Issues for all indicators – contextual analysis**

Contextual analysis aims to present data for the indicator over a period of time in order to allow consideration of a number of issues that will help to inform the development of the target, including: the volatility of the indicator over time; consideration of any trend/cycle to the data; identification of the most appropriate source for the data; the availability of the data; the consistency of the data; identification of any issues/problems with using the data.

Whilst the original aim was to collect the data in direct relation to the operational area of West Lakes Renaissance, at the moment this has not been achieved. This is primarily due to a lack of availability of data at the appropriate spatial level. As noted above, because relative measures rather than absolute measures are preferred (i.e. unemployment rate rather than total number of persons unemployed) data is needed for both the correct data source (e.g. number of unemployed) and the relevant section of the population (e.g. number of people of the working age population in the area). Unfortunately, the lack of availability of population data, on an annual basis over time, down to small spatial levels (i.e. SOA's or wards) makes the use of the operational area of West Lakes Renaissance as the spatial level for the indicators to be measured at, almost impossible. This is why, as will be noted below, a number of the indicators have resorted to providing data at the level of the three districts (i.e. Allerdale, Barrow-in-Furness, and Copeland) where the required indicator specific data and population data is available and meets the criteria listed above.

This problem is exacerbated when looking at historical trends of data due to other issues such as changes to ward boundaries, whilst the availability of data at one point in time is not always a good indicator of availability regularly (at least annually over time). For example, data from Census 2001 meets all of the relevant criteria listed

above, except that it is not available annually. In addition, there are a number of data sources for which no data is available below either district level, or in some cases, below NUTS3 level.

In summary, currently, in order to develop indicators and targets that are relative and are available at least annually, the majority of indicators detailed below have used data that is available at a higher spatial level than the operational area. The extent to which this approach can be altered to more accurately focus exclusively on the operational area needs to be clarified. However, it appears that even the availability of the national database of strategic outcome indicators for URCs may not solve the problem, as at the moment, the data available is in absolute rather than relative figures for a number of the indicators.

The rest of this section of the report presents each of the indicators individually.

## INCOME/ GDP Gap

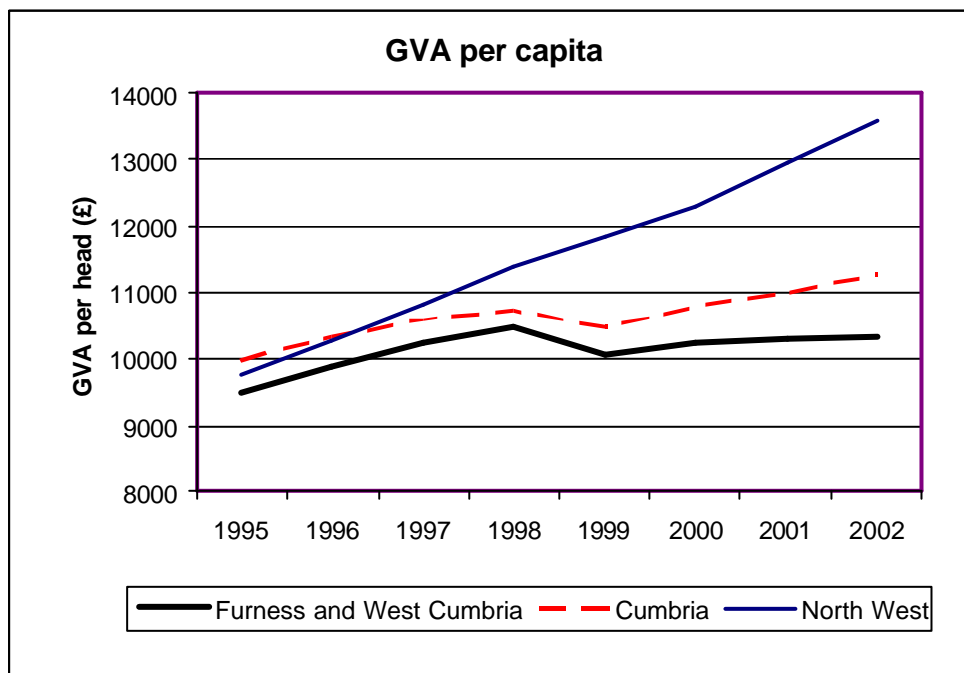
Indicator: Gross Value-Added per Head

Table 3.3 – GVA per capita

	Furness and West Cumbria	Cumbria	North West
1995	9473	9969	9790
1996	9889	10341	10274
1997	10238	10593	10826
1998	10472	10744	11379
1999	10064	10477	11858
2000	10241	10790	12292
2001	10311	11003	12952
2002	10319	11267	13599

Source: ONS

Figure 3.1



Gross value added is the principle measure of income used at national and regional levels in the UK. GVA per capita is therefore a measure of the prosperity of an area and GVA per capita can be interpreted as the average prosperity of people living in an

area. This data is currently based on a methodology revised in 2003 with data series calculated back to 1995. The data is available down to NUTS3 sub-regions. This gives an overall measure for Furness and West Cumbria as a whole (referred to in the NUTS documentation as “West Cumbria”). The data series is available annually, although there is a considerable time lag in publication of each new series. Latest data currently available is for 2002. It is expected that this data will be available in future with appropriate benchmarks across the UK. Given its significance as a measure of regional economic performance, trends in GVA in Furness and West Cumbria will be of particular interest.

The data demonstrates a consistent widening gap between Furness and West Cumbria and regional averages. (This trend is also shared with Cumbria as a whole). Given the severity of this trend and in anticipation of the economic impacts of nuclear decommissioning, it may prove difficult to reverse this trend and close the GVA gap with the region. A more realistic objective might be to aim to prevent further widening of the gap in the short term.

Suggested target:

To prevent further widening in GVA per head between Furness and West Cumbria and the North West average

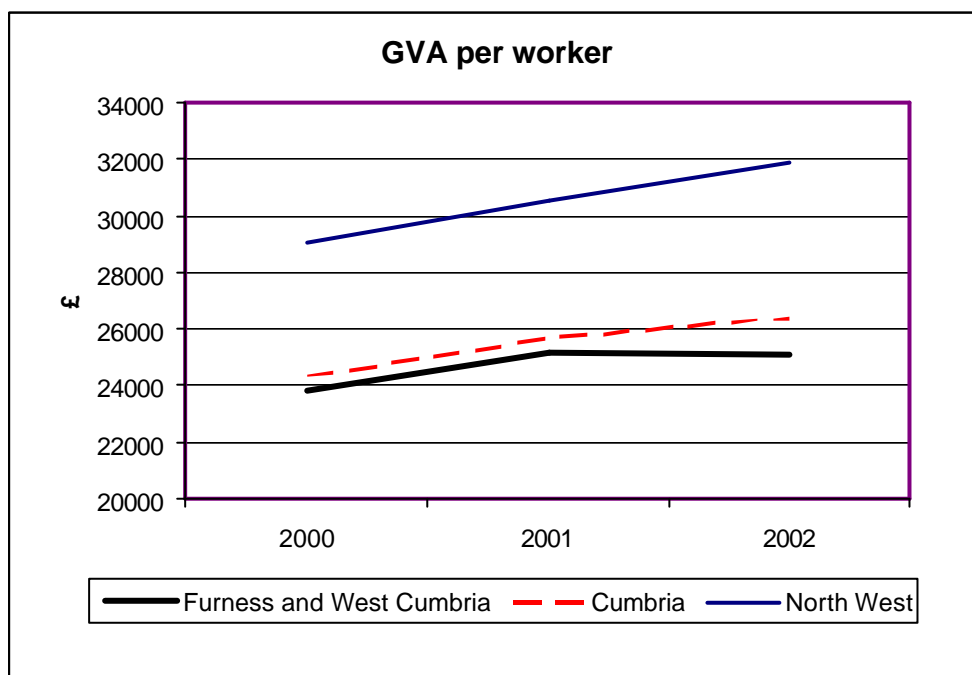
## INNOVATION

Indicator: Gross Value-Added per worker

Table 3.4 – GVA per worker

	Furness & West Cumbria	Cumbria	North West
2000	23841.58	24356.48	29054.43
2001	25218.75	25679.43	30607.12
2002	25145.83	26418.27	31887.66

Figure 3.2



The WLR Business Plan identifies “innovative businesses” as a focus for development in West Cumbria and Furness closely associated with the exploitation of technical knowledge and the science and engineering base. Knowledge-based businesses are a focus of attention in many strategies across the NW Region, including prominence in the Regional Economic Strategy. However, there is currently no reliable and regularly collected source of information on such businesses, particularly at a local level. Indeed, there are conceptual problems in defining terms such as “innovation” and

“knowledge-based industry” which generate difficulties for accurate measurement. In light of this, we recommend use of a *surrogate* for innovation. On the assumption that any changes in technology, organisation or management practice will improve business efficiency, “innovation” should be associated with improvements in productivity as measured by *GVA per worker*.

As noted above, GVA data is readily available for the NUTS3 sub region of “West Cumbria” and this can be expressed as a rate using estimates of total number of workers from the Labour Force Survey as a denominator. Both data sets are readily available on an annual basis. The data series in figure 3.2 shows a widening gap in productivity between Furness and West Cumbria and the NW average as measured by GVA per worker. There is also an emerging gap with the average for Cumbria.

Suggested target:

To prevent further widening in GVA per worker between Furness & West Cumbria and the North West average

## NEW BUSINESS FORMATION

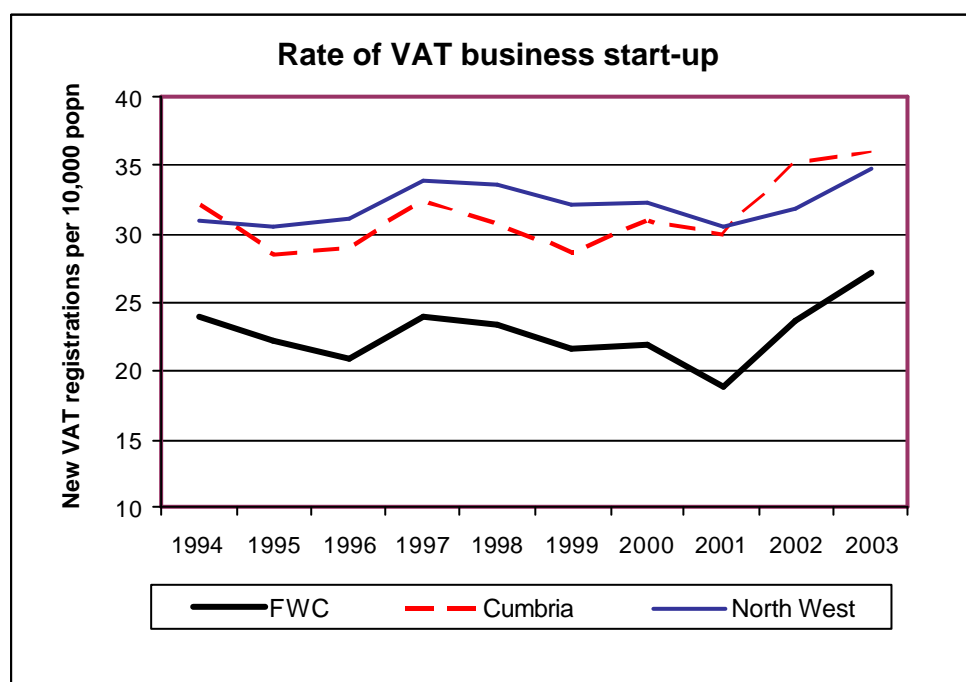
Indicator: The rate of new VAT Registration per 10,000 adult population

**Table 3.5 - Rate of new VAT registration per 10,000 popn aged 15-74**

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
<b>Allerdale</b>	29.7	25.6	24.5	30.8	27.1	23.8	27.4	27.3	33.8	32.2
<b>Barrow</b>	19.6	21.8	16.0	18.1	16.3	17.1	12.5	12.5	14.5	19.3
<b>Copeland</b>	20.9	18.1	21.0	21.0	25.9	23.1	24.2	13.6	19.4	27.8
<b>F&amp;WC</b>	24.0	22.2	20.9	24.0	23.5	21.6	21.9	18.8	23.7	27.1
<b>Cumbria</b>	32.2	28.6	28.9	32.5	30.7	28.7	30.9	30.0	35.2	36.1
<b>North West</b>	31.0	30.5	31.1	33.9	33.7	32.2	32.4	30.5	32.0	34.7

Source: NOMIS

**Figure 3.3**



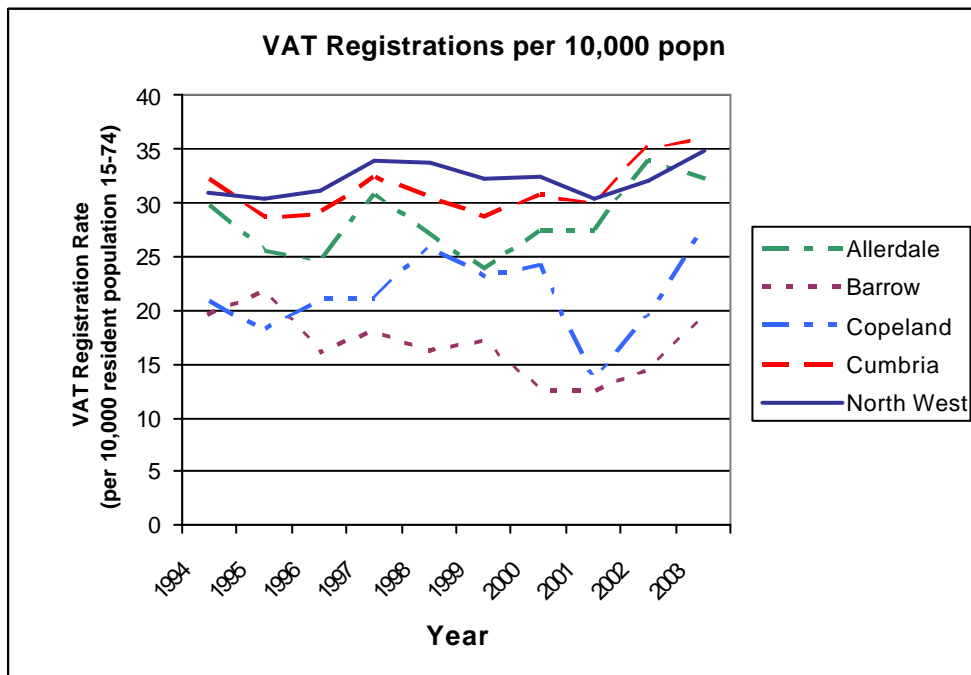
The number of new VAT registrations is widely used as a measure of the level of new business formation in regions and sub-regions. While it does not capture the dynamics of micro-business that lie below VAT thresholds, it does indicate the rate at which businesses become established with turnover above the specified threshold

(e.g. £55,000 turnover in 2002). The data has the advantage that it is available on a consistent basis annually and across the UK as a whole. The data is published at District level and can be expressed as a rate per head of adult population using the Local Authority Census mid-year estimates for the relevant year.

The trend confirms that Furness and West Cumbria have relatively low levels on new business formation in relation to size of population. While there has been significant improvement in the latest figures for 2003, this appears to be at least a regional phenomenon. Even so, this single data point suggests that the gap in formation rates with the regional figures may be closing. This trend needs to be confirmed with data for 2004 before firm conclusions can be drawn.

This data can be broken down into the three districts. The trend shows that Barrow and Copeland have recovered from a slump in formation rates in 2001 with stronger performances in 2002 and 2003. These two Districts, however, are still below the performances shown for Cumbria as a whole and for the NW region. Business formation rates in Allerdale appear more buoyant in general.

**Figure 3.4**



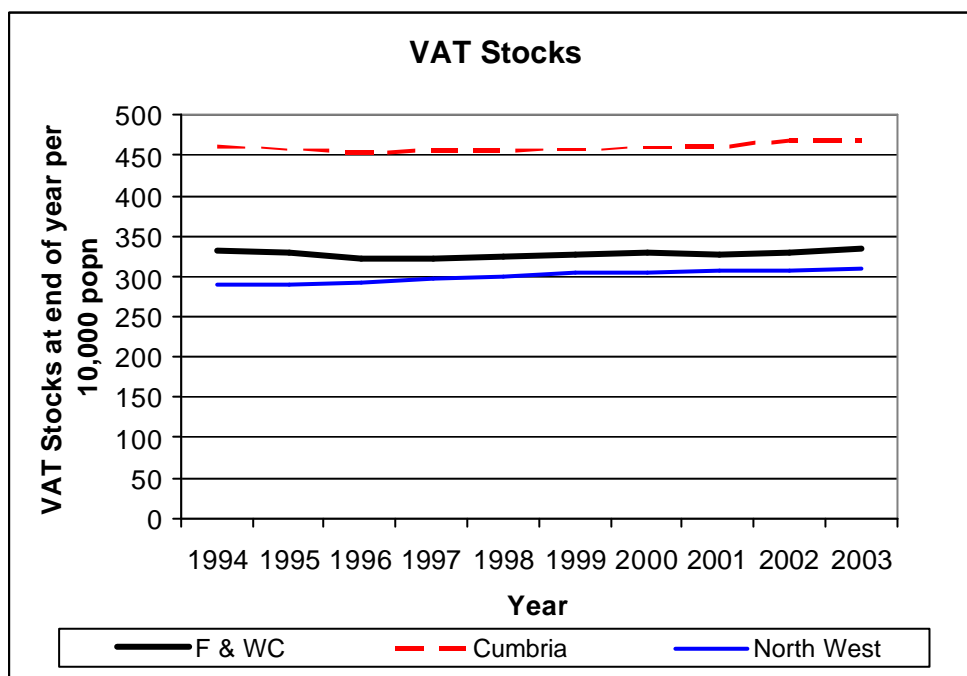
In order to provide some context for the above data, the total end of year VAT stock can be seen by area below. Although revealing a stable trend and indicating that F&WC have a higher proportion of businesses by population than the North West as a whole, the figures disclose a split between East and West Cumbria.

**Table 3.6 – Total VAT stock**

	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
<b>Allerdale</b>	454	452	449	449	445	448	451	451	456	460
<b>Barrow</b>	208	205	199	198	202	200	200	197	194	198
<b>Copeland</b>	296	289	285	285	288	295	297	295	297	299
<b>F &amp; WC</b>	333	329	324	324	326	327	330	328	330	334
<b>Cumbria</b>	461	456	453	455	455	457	459	462	468	470
<b>North West</b>	289	289	291	296	300	304	305	307	306	308

Source: NOMIS

**Figure 3.5**



Suggested target:

To reduce the differential in VAT registration rates between Furness & West Cumbria and the North West average by at least 20 percent

## UNEMPLOYMENT

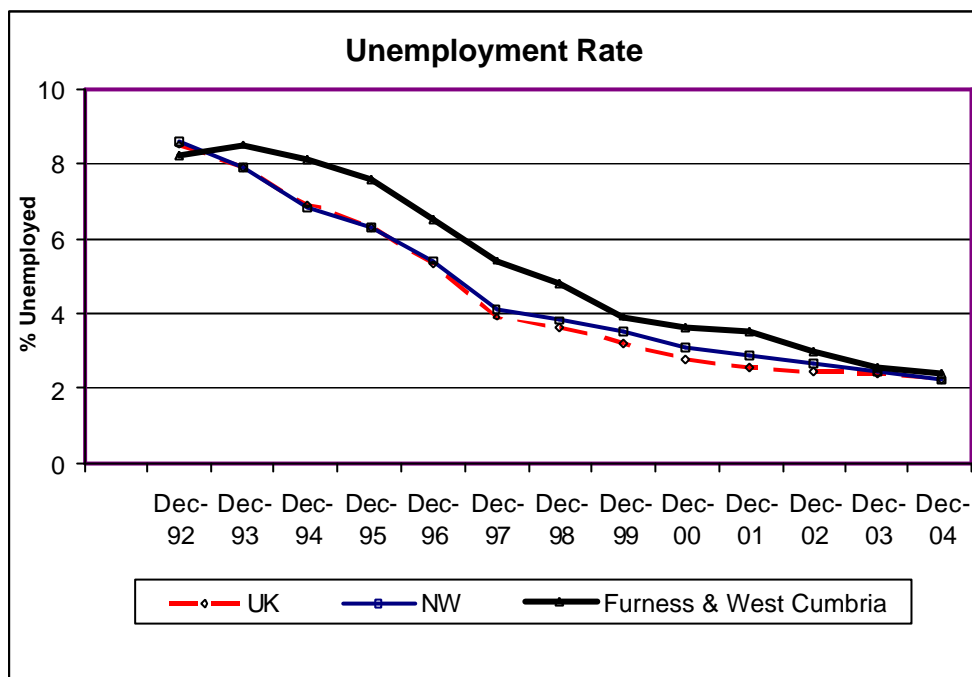
Indicator: Unemployed Claimant Count

**Table 3.7 - Unemployment rates**

<b>Date</b>	<b>UK</b>	<b>NW</b>	<b>Furness &amp; West Cumbria (NUTS3)</b>
<b>Dec-92</b>	8.5	8.6	8.2
<b>Dec-93</b>	7.9	7.9	8.5
<b>Dec-94</b>	6.9	6.8	8.1
<b>Dec-95</b>	6.3	6.3	7.6
<b>Dec-96</b>	5.3	5.4	6.5
<b>Dec-97</b>	3.9	4.1	5.4
<b>Dec-98</b>	3.6	3.8	4.8
<b>Dec-99</b>	3.2	3.5	3.9
<b>Dec-00</b>	2.8	3.1	3.6
<b>Dec-01</b>	2.6	2.9	3.5
<b>Dec-02</b>	2.5	2.7	3
<b>Dec-03</b>	2.4	2.5	2.6
<b>Dec-04</b>	2.2	2.2	2.4

Source: NOMIS

**Figure 3.6**



- Data on unemployment is available from NOMIS on a regular basis (annual, quarterly, monthly) and will be into the future
- Data (for both unemployment counts and unemployment rates) is provided using the current ward boundaries on a monthly basis from February 2004,
- However, these ward level counts and rates cannot be converted into rates for the operational area due to lack of available information about the denominator used in the calculation of the rates
- Historic data (at ward level) is available but only unemployment counts, not unemployment rates
- Incapacity benefit (IB) claimants were considered for inclusion as a means of trying to include some analysis of hidden unemployment
- IB data (count only) is available on an annual basis down to ward level from 2001 on Neighbourhood Statistics
- Unemployment data is available on an annual basis down to ward level from 2001 on Neighbourhood Statistics (excluding 2002).
- Summation of above (i.e. unemployment and IB claimants) is difficult due to lack of data/information about denominator for rate calculations
- May be issues with including IB due to forthcoming (recently announced) changes

- Most straightforward approach is to use unemployment counts and rates for the NUTS3 area and compare this to regional and national averages

According to the Business Plan of West Lakes Renaissance, the target in terms of reducing unemployment is “to bring this down to the UK average”. At the present time, based on the above data, this would mean reducing the unemployment rate in the local area from 2.4% to 2.2%. However, given that the last time the local rate was less than the UK rate was 1992, the viability of this target may need further consideration.

Suggested Target:

To reduce the unemployment rate in Furness & West Cumbria to the UK average

While the indicator has been defined in terms of the claimant count, interpretation of these trends need to take into account changes also in the absolute numbers of individuals claiming incapacity benefit. This data is shown below for relevant years.

**Table 3.8 Comparison of Unemployed and Incapacity Benefit Claimants numbers 2001-4**

Incapacity Benefit	Allerdale	Barrow-in-Furness	Copeland	Total	Unemployed Claimant Count (Furness and West Cumbria December)
November 2001	2,000	2,000	1,600	5,600	4,945
November 2002	1,800	1,800	1,600	5,200	4,160
November 2003	1,800	2,100	1,400	5,300	3,692
November 2004	1,700	2,100	1,600	5,400	3,424

## UNEMPLOYMENT INEQUALITIES

Indicator: Wards in the ID2004\* lowest 20% and claimant count

\*revised from Section 1 of this report to use the current ID2004 rather than the IMD

**Table 3.9 - Cumbrian wards in bottom 20% rankings**

Cumbria rank	Ward	District	Ward score	England rank
1	Central	Barrow-in-Furness	59.9	63
2	Moss Bay	Allerdale	55.3	108
3	Hindpool	Barrow-in-Furness	52.2	156
4	Sandwith	Copeland	48.7	236
5	Barrow Island	Barrow-in-Furness	48.1	261
6	Ormsgill	Barrow-in-Furness	44.1	366
7	Risedale	Barrow-in-Furness	43.2	393
8	Ewanrigg	Allerdale	43.0	404
9	Mirehouse	Copeland	41.4	472
11	Moorclose	Allerdale	37.8	676
13	Cleator Moor South	Copeland	35.8	822
14	St Michael's	Allerdale	35.4	841
16	Harbour	Copeland	34.0	942
17	Walney North	Barrow-in-Furness	33.7	961
18	Frizington	Copeland	32.5	1058
19	Distington	Copeland	31.8	1114
20	Ellenborough	Allerdale	31.6	1138
21	Clifton	Allerdale	31.4	1154
22	Netherhall	Allerdale	30.6	1223
23	Flimby	Allerdale	30.6	1224
24	Newbarns	Barrow-in-Furness	29.8	1299
25	Cleator Moor North	Copeland	29.7	1314
27	Egremont North	Copeland	28.7	1411
29	Kells	Copeland	27.7	1524
32	Hensingham	Copeland	27.3	1561

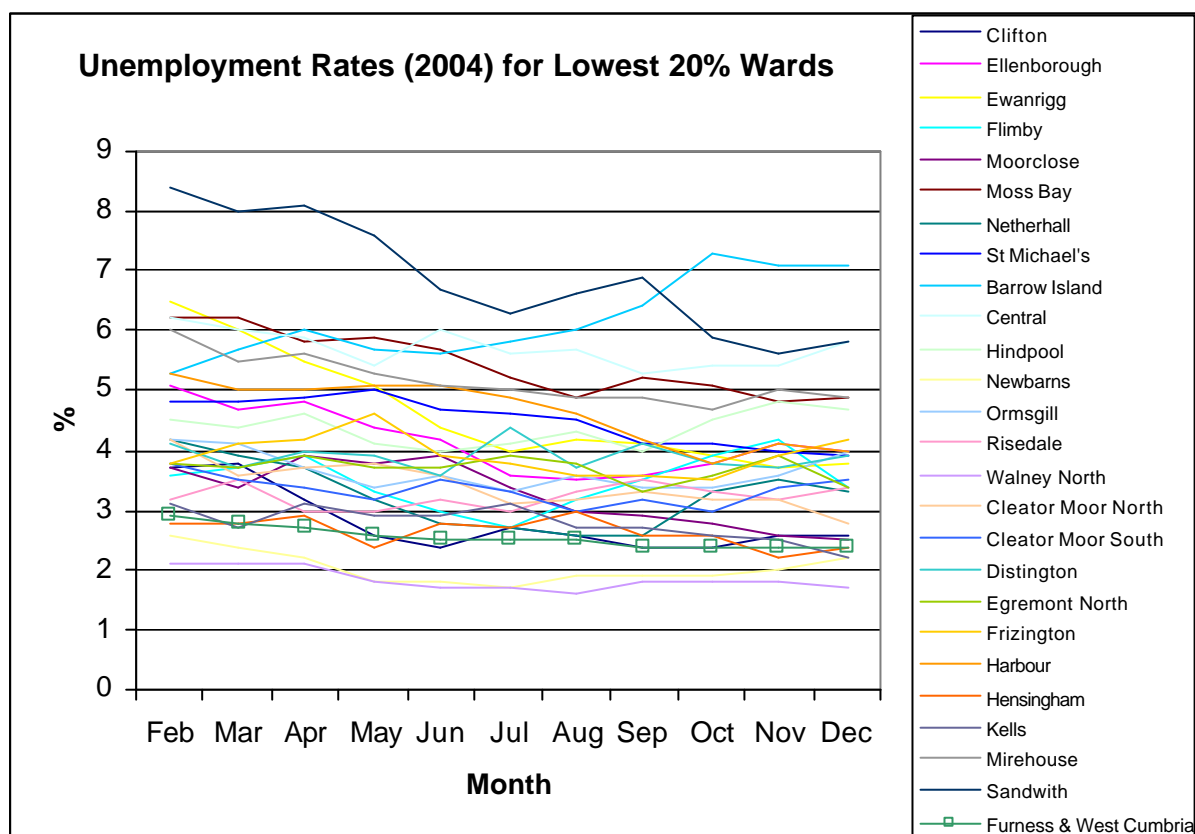
Source: ODPM

**Table 3.10 – unemployment rates (2004) for lowest 20% wards**

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Clifton	3.7	3.8	3.2	2.6	2.4	2.7	2.6	2.4	2.4	2.6	2.6
Ellenborough	5.1	4.7	4.8	4.4	4.2	3.6	3.5	3.6	3.8	4.1	4
Ewanrigg	6.5	6	5.5	5.1	4.4	4	4.2	4.1	3.9	3.7	3.8
Flimby	3.6	3.7	3.9	3.3	3	2.7	3.2	3.5	3.9	4.2	3.4
Moorclose	3.7	3.4	3.9	3.8	3.9	3.4	3	2.9	2.8	2.6	2.5
Moss Bay	6.2	6.2	5.8	5.9	5.7	5.2	4.9	5.2	5.1	4.8	4.9
Netherhall	4.2	3.9	3.7	3.2	2.8	2.7	2.6	2.6	3.3	3.5	3.3
St Michael's	4.8	4.8	4.9	5	4.7	4.6	4.5	4.1	4.1	4	3.9
Barrow Island	5.3	5.7	6	5.7	5.6	5.8	6	6.4	7.3	7.1	7.1
Central	6.2	6	5.9	5.4	6	5.6	5.7	5.3	5.4	5.4	5.8
Hindpool	4.5	4.4	4.6	4.1	4	4.1	4.3	4	4.5	4.8	4.7
Newbarns	2.6	2.4	2.2	1.8	1.8	1.7	1.9	1.9	1.9	2	2.2
Ormsgill	4.2	4.1	3.7	3.4	3.6	3.3	3.6	3.4	3.4	3.6	4
Risedale	3.2	3.5	3	3	3.2	3	3.3	3.5	3.3	3.2	3.4
Walney North	2.1	2.1	2.1	1.8	1.7	1.7	1.6	1.8	1.8	1.8	1.7
Cleator Moor North	4.2	3.6	3.7	3.8	3.6	3.1	3.2	3.3	3.2	3.2	2.8
Cleator Moor South	3.8	3.5	3.4	3.2	3.5	3.3	3	3.2	3	3.4	3.5
Distington	4.1	3.7	4	3.9	3.6	4.4	3.7	4.1	3.8	3.7	3.9
Egremont North	3.8	3.7	3.9	3.7	3.7	3.9	3.8	3.3	3.6	3.9	3.4
Frizington	3.8	4.1	4.2	4.6	3.9	3.8	3.6	3.6	3.5	3.9	4.2
Harbour	5.3	5	5	5.1	5.1	4.9	4.6	4.2	3.8	4.1	4
Hensingham	2.8	2.8	2.9	2.4	2.8	2.7	3	2.6	2.6	2.2	2.4
Kells	3.1	2.7	3.1	2.9	2.9	3.1	2.7	2.7	2.6	2.5	2.2
Mirehouse	6	5.5	5.6	5.3	5.1	5	4.9	4.9	4.7	5	4.9
Sandwith	8.4	8	8.1	7.6	6.7	6.3	6.6	6.9	5.9	5.6	5.8
<i>Furness &amp; West Cumbria (average)</i>	<b>2.9</b>	<b>2.8</b>	<b>2.7</b>	<b>2.6</b>	<b>2.5</b>	<b>2.5</b>	<b>2.5</b>	<b>2.4</b>	<b>2.4</b>	<b>2.4</b>	<b>2.4</b>

Source: NOMIS

Figure 3.7



- ID2004 was not originally designed for ward level analysis, however, this can now be carried out
- Data on unemployment down to ward level is available from NOMIS on a regular basis (annual, quarterly, monthly) and will be into the future
- Data (for both unemployment counts and unemployment rates) is provided using the current ward boundaries on a monthly basis from February 2004,
- However, these ward level counts and rates cannot be converted into rates for the operational area due to lack of available information about the denominator used in the calculation of the rates

- Historic data (at ward level) is available but only unemployment counts, not unemployment rates
- Incapacity benefit (IB) claimants were considered for inclusion as a means of trying to include some analysis of hidden unemployment
- IB data (count only) is available on an annual basis down to ward level from 2001 on Neighbourhood Statistics
- Unemployment data is available on an annual basis down to ward level from 2001 on Neighbourhood Statistics (excluding 2002).
- Summation of above (i.e. unemployment and IB claimants) is difficult due to lack of data/information about denominator for rate calculations
- May be issues with including IB due to forthcoming (recently announced) changes
- Most straightforward approach is to use the ward level unemployment counts and rates and to compare this to the NUTS3 area

According to the Business Plan of West Lakes Renaissance, the target in terms of unemployment inequalities is “reduce inequalities”. This target could be developed at one of two levels. The target could be to either compare each individual ward (in the lowest 20%) to the average for the local area, or take the average unemployment rate for the worst wards and compare that to the local average.

The target also needs to be considered in conjunction with the unemployment target (above). Given that the unemployment target is to bring the local rate down to the UK average, setting a target of the local unemployment rate for the lowest 20% wards, could result in these wards having to achieve the UK unemployment rate.

Suggested target:

To reduce the differential between the unemployment rate in the most deprived ward and the average for Furness & West Cumbria to 2 percentage points

## QUALIFICATIONS

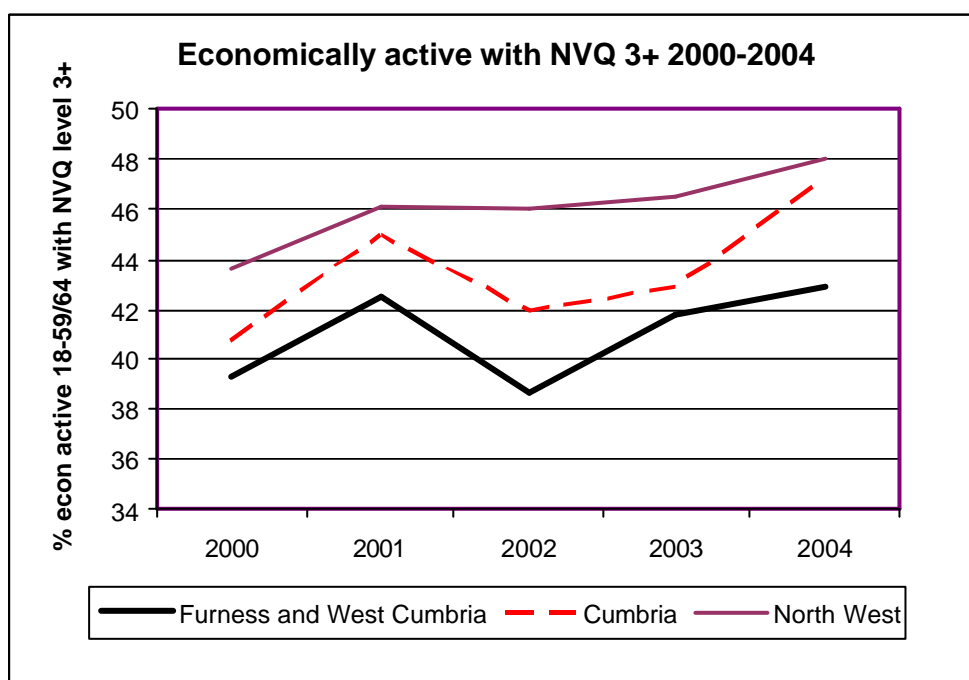
Indicator: The percentage of economically active with NVQ level 3 or above

**Table 3.11 – Percentage of economically active with NVQ level 3 or above**

	Furness and West Cumbria	Cumbria	North West
2000	39.3	40.7	43.6
2001	42.5	45.0	46.1
2002	38.6	42.0	46.0
2003	41.8	42.9	46.5
2004	42.9	47.2	48.0

Source: LFS – NOMIS

**Figure 3.8**



Data on levels of qualifications are available from the Census but these are not available on an annual basis. Between Census dates, it is possible to estimate changes using the annual data in the Labour Force Survey (LFS). There is no other source of consistent *annual* data with benchmarks used for measuring qualifications. Data is published at District level, but sample sizes are small and the data is not

reliable. However, combining Districts at NUTS 3 level ("West Cumbria") can be defended (overall sample size above 700 although confidence limits are estimated at +/- 4.9 percentage points). However, there are plans for changes at National Statistics during 2005 to introduce an Annual Population Census (APS) that will increase sample sizes considerably in local areas. In future, this indicator is likely to be increasingly robust and available long-term with benchmark data on a consistent annual basis.

The currently available data indicates that the Furness and West Cumbria lags behind Cumbria and the NW region on qualifications at this level. (The apparent widening gap in the 2004 data lies within the published confidence limits and could easily be explained by sampling).

Suggested target:

To reduce the differential in the % of adults with NVQ level 3 and above between Furness & West Cumbria and the North West average

## POPULATION

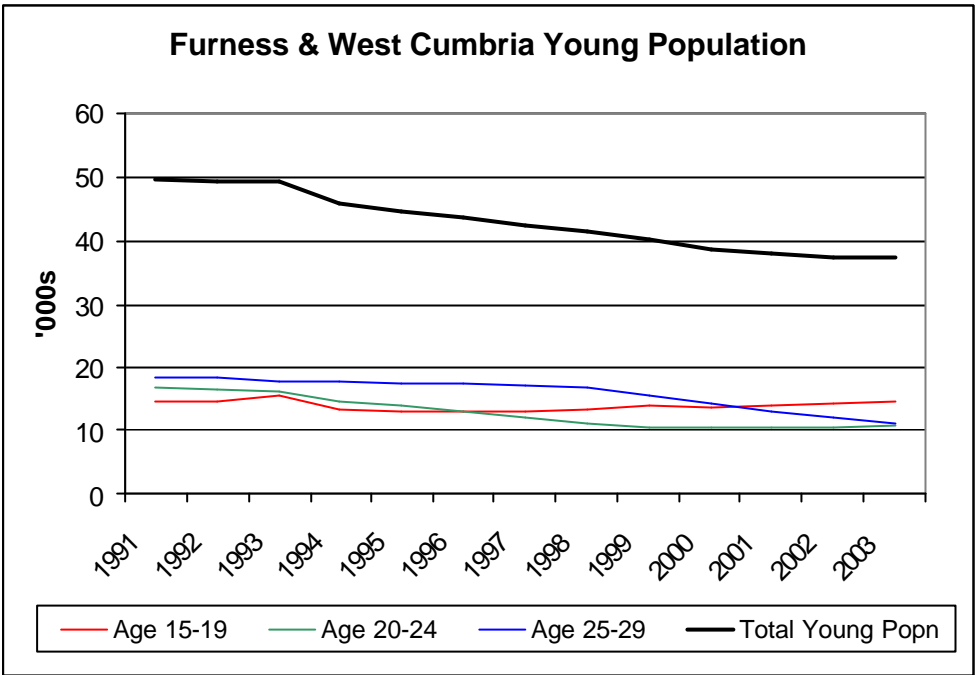
Indicator: Population of 18-30 age groups

**Table 3.12 – Population: Furness and West Cumbria**

	<b>15-19</b>	<b>20-24</b>	<b>25-29</b>	<b>TOTAL</b>
<b>1991</b>	14.5	16.7	18.4	49.6
<b>1992</b>	14.6	16.4	18.3	49.3
<b>1993</b>	15.6	16	17.7	49.3
<b>1994</b>	13.3	14.7	17.7	45.7
<b>1995</b>	13	14.1	17.4	44.5
<b>1996</b>	13	13	17.5	43.5
<b>1997</b>	13.1	12.1	17.1	42.3
<b>1998</b>	13.5	11.4	16.6	41.5
<b>1999</b>	13.9	10.8	15.5	40.2
<b>2000</b>	13.8	10.6	14.2	38.6
<b>2001</b>	14.1	10.8	13.1	38
<b>2002</b>	14.2	10.8	12.1	37.1
<b>2003</b>	14.6	11.1	11.4	37.1

Source: ONS mid-year estimates

**Figure 3.9**



- 18-30 is noted above, but which age group(s) should be used to define young people?
- Data on population is available down to SOA based on Census information
- However, mid-year population estimates (which are produced annually) only go down to district level, so need to use district levels and combine the three districts
- Issue with matching the definition of young people/young talent to the age groupings available in the mid-year population estimates
- Approach taken is to consider the population change over time (at the three district spatial level) for three sub-age groups individually and totally

In order to provide some context it is useful to consider trends affecting the population as a whole. While the total population within Furness and West Cumbria has fallen by only 2.7% since 1991, the population in the age groups 15-29 has seen a dramatic decline of 25.2%. Although the most recent data shows some respite in the out-migration trend, these figures are estimates only and must be treated with caution.

**Table 3.13 – Change in young (15-29) and total population in Furness & West Cumbria since 1991**

	<b>F&amp;WC - Young</b>	<b>% change overall</b>	<b>F&amp;WC - Total</b>	<b>% change overall</b>
<b>1991</b>	49.6	N/A	240.9	N/A
<b>1992</b>	49.3	-0.60%	240.9	0
<b>1993</b>	49.3	-0.60%	240	-0.37%
<b>1994</b>	45.7	-7.86%	238.6	-0.95%
<b>1995</b>	44.5	-10.28%	238	-1.20%
<b>1996</b>	43.5	-12.30%	237.6	-1.37%
<b>1997</b>	42.3	-14.72%	237.2	-1.54%
<b>1998</b>	41.5	-16.33%	236.6	-1.78%
<b>1999</b>	40.2	-18.95%	236.5	-1.83%
<b>2000</b>	38.6	-22.18%	235.1	-2.41%
<b>2001</b>	38	-23.39%	234.8	-2.53%
<b>2002</b>	37.1	-25.20%	234	-2.86%
<b>2003</b>	37.1	-25.20%	234.5	-2.66%

Source: ONS mid-year estimates

According to the Business Plan of West Lakes Renaissance, the target in terms of population is the reversal of out-migration, particularly of our young talent. The minimum target could therefore be to maintain the population (of young people) at the baseline year level. However, given that the target is to *reverse* the out-migration, a more ambitious target of restoring population levels to a previous (higher) level might be considered.

Suggested target:

To increase population totals in the 15-29 age group above 2002 levels

## EMPLOYMENT RATE

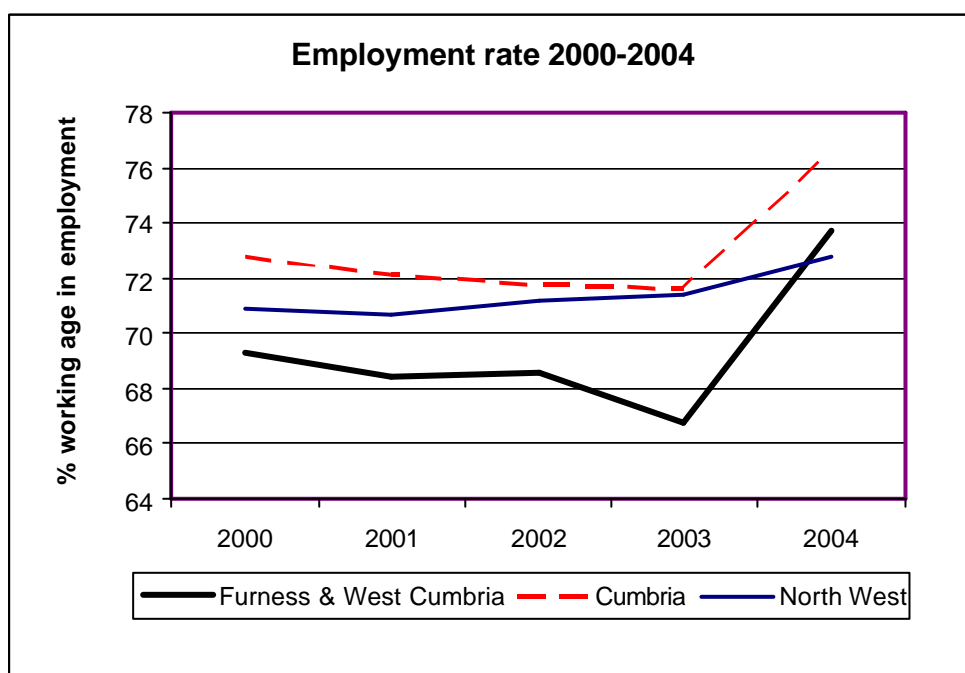
Indicator: The percentage of working age population in employment

**Table 3.14 – Percentage of working age population in employment**

	Furness and West Cumbria	Cumbria	North West
2000	69.3	72.8	70.9
2001	68.5	72.1	70.7
2002	68.6	71.8	71.2
2003	66.8	71.6	71.4
2004	73.7	76.5	72.8

Source: LFS - NOMIS

**Figure 3.10**



The Labour Force Survey (LFS) gives estimates of the number of people aged 16-64 who are in employment. This data is based on sample survey and published at district level but sample sizes at this level of dis-aggregation are low and the data is not

robust. In 2002/3, for example, samples sizes were as follows: Allerdale (294), Copeland 223), Barrow in Furness (207). However, combining the three Districts for the whole area (NUTS 3 area “Cumbria West”) gives a total sample between 700 and 800 in these years and for the most recent data for 2004, the confidence limits are estimated at +/- 3.8 percentage points. Also, there are plans for changes at National Statistics during 2005 to introduce an Annual Population Census (APS) that will increase sample sizes considerably in local areas. In future, this indicator is likely to be increasingly robust and available long-term with benchmark data on a consistent annual basis.

When considering employment rate it is also useful to take into account the total employment and population to provide some context.

**Table 3.15 – Employment rate contextual data**

	<b>Total population</b>	<b>Working age population</b>	<b>Working age popn in employment</b>
Allerdale	94500	56600	45000
Barrow	70600	42100	29000
Copeland	69400	42500	30000
<b>F&amp;WC</b>	<b>234500</b>	<b>141200</b>	<b>104000</b>

Source: LFS – NOMIS

The currently available data indicates that the employment rate for Furness and West Cumbria generally falls below the averages for Cumbria and the North West Region as a whole. The upturns indicated in the 2004 figures may partly reflect changes in the sampling nationally. To avoid issues with these types of changes, a *relative* indicator with targets is recommended.

Suggested target:

For the employment rate in Furness & West Cumbria to exceed the North West average

## RESIDENTIAL PROPERTY

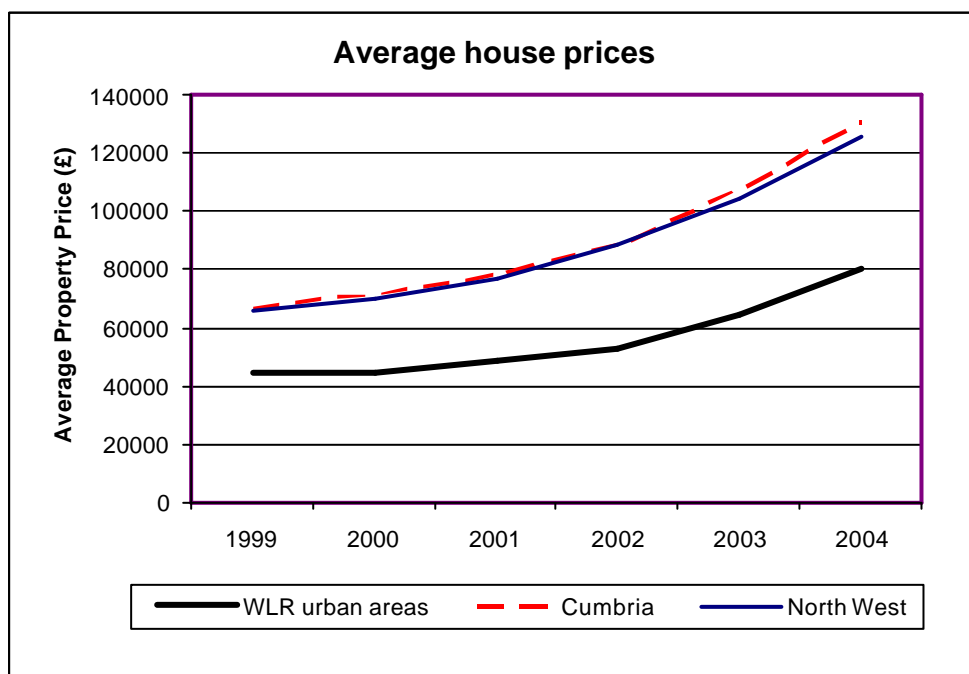
Indicator: Average residential property prices

**Table 3.16 – Average residential property prices**

	WLR Area		Cumbria		North West	
	<i>Average Price</i>	<i>Total Sales</i>	<i>Average Price</i>	<i>Total Sales</i>	<i>Average Price</i>	<i>Total Sales</i>
<b>1999</b>	44196	2057	66427	10345	65569	120419
<b>2000</b>	44740	2379	71764	10367	69900	126964
<b>2001</b>	48516	2941	78259	11291	76905	137770
<b>2002</b>	53382	3307	88349	12481	88411	158756
<b>2003</b>	64577	3574	107336	12508	104411	161297
<b>2004</b>	79964	3530	130666	11494	125226	152908

Source: Land Registry

**Figure 3.11**



Average residential property prices and the total number of sales are available from the Land Registry on a quarterly basis, which can then be used to calculate an annual average. This data is available at district level or by postcode sector. Unlike other indicators it was felt that including Allerdale in its entirety may produce somewhat misleading results. It was decided instead to utilise the availability of the data at postcode sector level, enabling a focus upon the urban coastal areas within the WLR operational area.

The trend reveals a split between the WLR operational area and both Cumbria and the North West, although residential property prices in general are increasing. When considering an appropriate target, recent issues surrounding the affordability of housing mean aspirations to further increase house prices are questionable. Therefore, although a relative target is suggested, it may be that matching any increases, rather than the narrowing of a gap, may be considered.

Suggested Target:

For average house price changes in urban areas of Furness & West Cumbria to match any increases in the North West average

## COMMERCIAL PROPERTY

Indicator: Average non-domestic rateable value

**Table 3.17 – Non-domestic Rateable Value (£000s)**

	URC	North West	National
2003	139902.78	4593423.50	38824457.38

Source: ODPM, Valuation Office Agency & UCL

WLR has a key role to play in physical regeneration and significant activities focus on the development of commercial premises for industry, small business, office and retail activities. While there is data on the commercial floorspace, this is a poor indicator as it does not take into account levels of occupancy and the quality of premises. Indeed, some activities of WLR may actually reduce the floorspace as older vacant premises are cleared and replaced by less extensive premises with high specifications. Following searches and enquiries to relevant agencies, it was not possible to identify regular, reliable sources of property values or actual market values, but consistent data on non-domestic rateable values are accessible. While rateable values are only loosely associated with market values, they are at least based on systematic “expert” estimates covering the whole of WLR delivery area with benchmark data available for the NW region. One would expect that the clearance of older derelict buildings and the development of modern business premises ought to result in increases in the levels of rateable value.

Rateable value data is available for the whole of the UK at Ward level from ODPM (Commercial and Industrial Floorspace and Rateable Value Statistics). This means it is possible to construct data to match the operational area of LWR, consistent with the proposed indicator for residential property. At present, data is only available on a consistent basis for 2003, but there are plans for this data series to be provided on an annual basis and the 2004 data is expected to be available from June 2005. Analyses of trends within all URC delivery areas will also be made available through urcs-online website extranet. The data is constructed as an aggregate of the rateable values of all commercial properties (i.e. a measure of the gross value of all stock). The figure for WLR in 2003 stood at around £140m.

Suggested target:

For any increase in gross non-domestic rateable value in Furness and West Cumbria to match the rate of change in the North West

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## **ATTRACTIVENESS TO INVESTORS & INVESTOR CONFIDENCE**

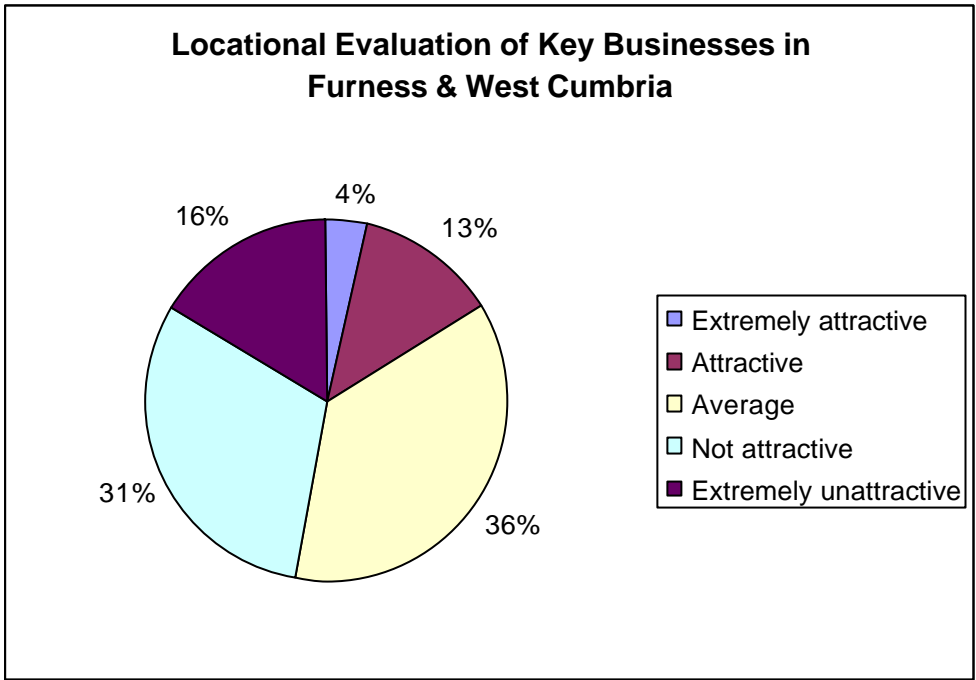
Indicators: The proportion of key businesses that evaluate Furness and West Cumbria as an attractive area for investment and levels of optimism of key business managers regarding the prospects for their business

URCs in general are intended to increase the attractiveness of areas to private investment. There is no readily available dataset that could be used to derive a measure of the level of business confidence in the area. To fill this data gap, a survey was designed to elicit information and views from businesses operating within the West Lakes Renaissance delivery area that employ more than 20 workers (the key businesses). Business managers were asked general questions about the current business environment (turnover prospects, investment intentions, expected employment changes) but critically for the baseline, they were asked to evaluate Furness and West Cumbria as a location for business and their levels of optimism regarding their business.

56 responses have been returned giving a response rate of 23 percent. A full summary of these results can be seen in Appendix 1.

Managers were asked to indicate how attractive Furness and West Cumbria currently are for investment by business. Results show that only 17 percent thought the area was either “attractive” or “extremely attractive”. This contrasts with 36 percent who felt the area was fairly average while 47 percent felt the area was “unattractive” or “extremely unattractive”.

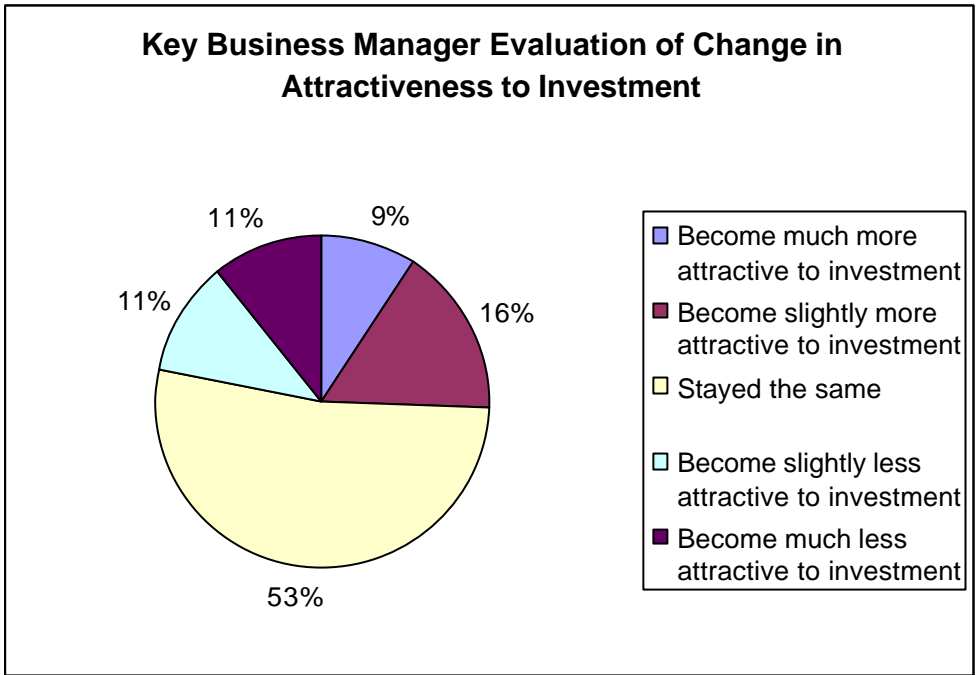
### **Figure 3.12**



Source: CRED survey

Respondents were also asked to indicate whether there had been any change in their perception of the area as a business location in the past 12 months. The majority considered that little had changed (53%). However, slightly more respondents felt that the area had improved (25%) rather than become worse (22%). The overwhelming factor identified as influencing their evaluation concerned the adequacy of road links, rail services and airport links (noted by 78% of those who replied to the question).

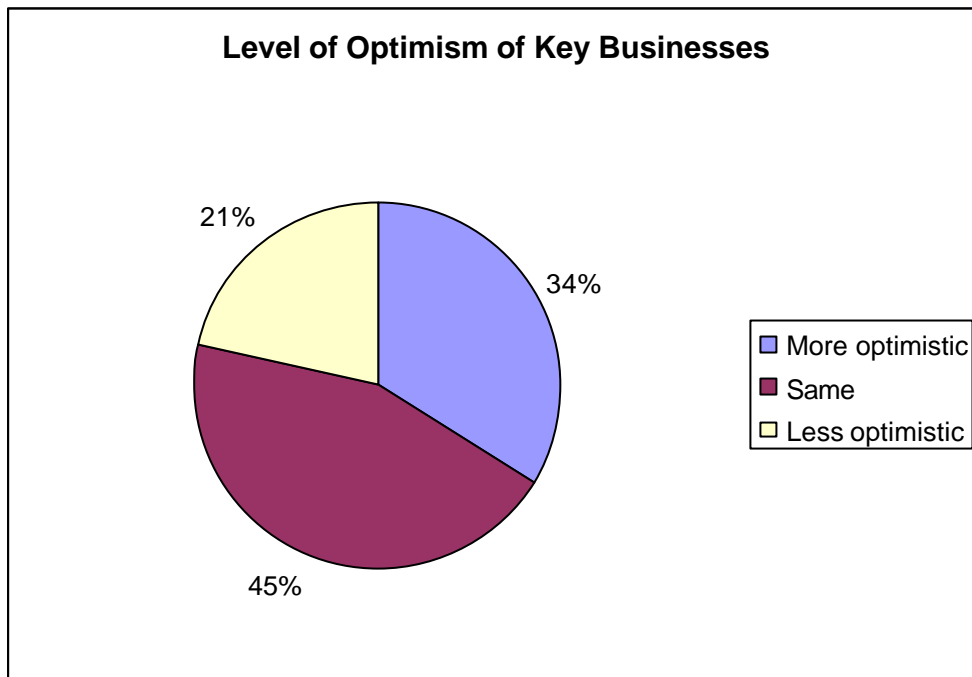
**Figure 3.13**



Source: CRED survey

Managers were also asked to indicate their optimism about the prospects for their business in Cumbria compared to twelve months previously. Nearly half (45%) of the respondents felt similarly about their prospects to the year before, although slightly more respondents felt more optimistic than less optimistic (34% compared to 21%).

Figure 3.14



Suggested targets:

To increase the proportion of key business managers who evaluate Furness & West Cumbria as *at least as* attractive to investment as other locations to 60%.

To increase and maintain the proportion of key business managers who are *at least as* optimistic about the prospects for their business as the previous year to 80%.

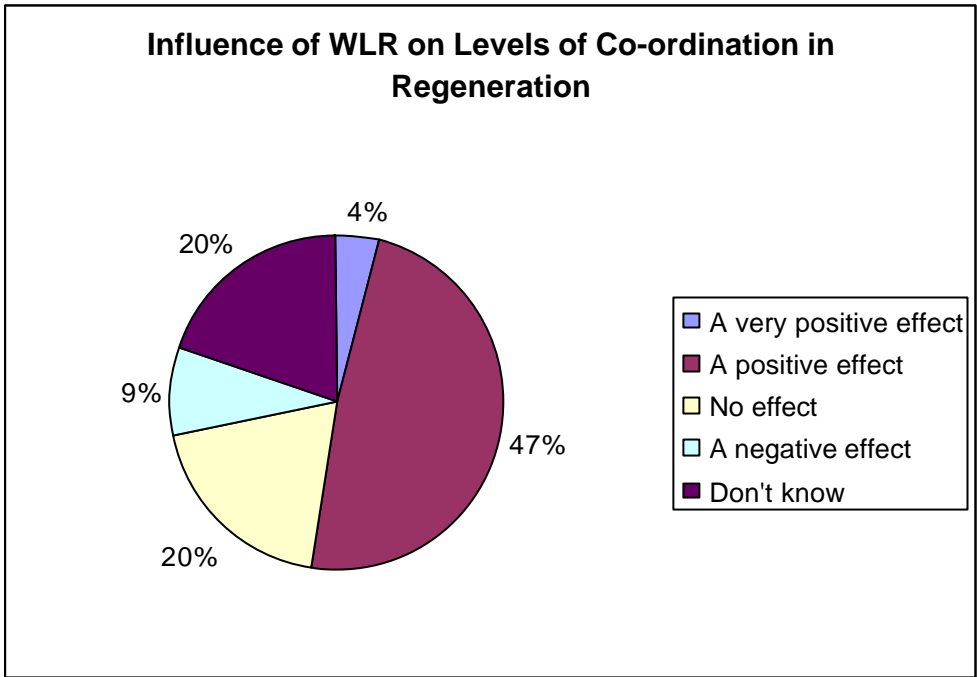
## **COORDINATION**

Indicator: The proportion of partners who say that WLR is effective in coordinating regeneration.

URCs are also intended to increase the effectiveness of regeneration through co-ordination of funding and the activities of other delivery agencies and partners. As in the case of investor confidence, there is no readily available dataset that could be used to derive a measure of this coordinating role. To fill this data gap, a partnership survey was designed to gather the views of other organisations on the added value of having a URC involved in regeneration. This survey was delivered through the membership of the Local Strategic Partnerships in Furness and in West Cumbria, a total of over 100 different organisations. Respondents were asked to identify any significant changes in joint-working in the past 12 months and to give their views on the particular contribution of West Lakes Renaissance.

Fifty replies to this survey have been received, giving an excellent response rate of 46 percent. A significant minority of respondents (one-fifth) felt they did not know what influence WLR may have had. Of those that did express a view, just over half believed that the influence of the URC on coordination had been either “positive” or “very positive”.

### **Figure 3.15**



Source: CRED survey

Respondents were also given an opportunity to score WLR on different aspects of coordination. Again, several respondents said they did not know, but of those that expressed a view (between 31 and 37), at least 50 percent believed WLR was already having a positive impact upon all surveyed aspects. A very high proportion (75%) thought access for the area to regional and national public sector funding streams had been positively affected. Over 60% also considered co-ordinating delivery, improving links between local and regional partners, stimulating greater commitment from local partners, co-ordinating sub-regional strategies and visibility in regional and national policy debates to have benefited from WLR.

**Table 3.18 – Influence of WLR upon any changes in aspects of economic regeneration**

	A positive/very positive effect		No effect		A negative/very negative effect		Don't know	
	F	%	F	%	F	%	F	%
Access to regional/national funding streams	24	53.3	4	8.9	4	8.9	13	28.9
Co-ordination in the delivery of regeneration programmes	21	46.7	10	22.2	3	6.7	11	24.4
Co-operation between local and regional partners	21	46.7	9	20.0	4	8.9	11	24.4
Levels of commitment from local partners	20	44.4	9	20.0	4	8.9	12	26.7
Co-ordination in sub-regional strategies	20	43.5	10	21.7	3	6.5	13	28.3
Visibility in regional/national policy debates	19	42.2	12	26.7	0	0.0	14	31.1
Co-operation between local partners	19	41.3	14	30.4	4	8.7	9	19.6
Alignment between local and regional/national strategies	18	40.0	15	33.3	2	4.4	10	22.2
Co-ordination between local and regional/national funding streams	18	40.0	10	22.2	3	6.7	14	31.1
Levels of engagement between public and private sectors	16	35.6	15	33.3	1	2.2	13	28.9
Image of the area for private investment	16	34.8	14	30.4	2	4.3	14	30.4

Suggested target:

To increase the proportion of partners who state that WLR is effective in co-ordinating regeneration to 75%

## SECTION 4 – LIST OF KEY STRATEGIC OUTCOME INDICATORS AND TARGETS

Net migration	To increase population totals in the 15-29 age group above 2002 levels by 2013
Employment	For the employment rate in Furness & West Cumbria to exceed the North West average by 2013
Unemployment	To reduce the unemployment rate in Furness & West Cumbria to the UK average by 2013
Unemployment inequalities	To reduce the differential between the unemployment rate in the most deprived ward and the average for Furness & West Cumbria to 2 percentage points by 2013
Business start ups	To reduce the differential in VAT registration rates between Furness & West Cumbria and the North West average by 20 percent by 2013
Skills and Qualifications	To reduce the differential in the % of adults with NVQ level 3 and above between Furness & West Cumbria and the North West average by 2013
Innovation	To prevent further widening in GVA per worker between Furness & West Cumbria and the North West average by 2013
GDP gap	To prevent further widening in GVA per head between Furness & West Cumbria and the North West average by 2013
Residential property	For average house price changes in urban areas of Furness & West Cumbria to match any increases in the North West average to 2013
Commercial property	For any increase in gross non-domestic rateable value in Furness and West Cumbria to match the rate of change in the North West to 2013
Urban quality	[To be defined using WLR urban design panel and award scheme]
Investor confidence	To increase the proportion of key business managers who are <i>at least</i> as optimistic about the prospects for their business as the previous year to 80% by 2013
Attractiveness to investors	To increase the proportion of key business managers who evaluate Furness & West Cumbria as <i>at least</i> as attractive to investment as other locations to 60% by 2013
Co-ordination	To increase the proportion of partners who state that WLR is effective in co-ordinating regeneration to 75% by 2013

**Appendix 3.2**  
**Full Investor Survey Results and SPSS Output Tables**

## INVESTOR SURVEY DETAILED OUTPUTS

Questionnaires were sent to 245 businesses within the West Lakes Renaissance delivery area with 20 or more employees. 56 responses were received, giving a response rate of 23 percent. Just over a third of respondents had headquarters outside Cumbria and would therefore be able to compare their experience of locations with operations in Furness and West Cumbria.

As can be seen in the following SPSS output tables, over three quarters of respondents indicated that turnover for the current year was the same as, or above, the figures for last financial year while 68 percent expected growth in the next 12 months. Around half also anticipated an increase in capital expenditure in the next 12 months. 18 percent of respondents expected employment at the site to decrease in the next year, but this decrease was expected to be less than 10 percent for 80 percent of these businesses. Overall, four-fifths of respondents indicated they were at least as optimistic about prospects for business in Cumbria compared with the previous year.

### SPSS Output Tables:

Company HQ in Cumbria		
	Frequency	Valid Percent
Yes	35	63.6
No	20	36.4
Total	55	100.0
Missing	1	

More or less optimistic about prospects for business in Cumbria compared with 12 months ago		
	Frequency	Valid Percent
More optimistic	19	33.9
Same	25	44.6
Less optimistic	12	21.4
Total	56	100.0

Compared to last year how has turnover figure changed		
	Frequency	Valid Percent
Increased by 10% or more	13	23.6
Increased by less than 10%	18	32.7
Stayed the same	13	23.6
Decreased by less than 10%	6	10.9
Decreased by 10% or more	5	9.1
Total	55	100.0
Missing	1	
Total	56	

In the next year how is turnover figure expected to change		
	Frequency	Valid Percent
Increase by 10% or more	15	26.8
Increase by less than 10%	23	41.1
Stay the same	12	21.4
Decrease by less than 10%	3	5.4
Decrease by 10% or more	1	1.8
Don't know/not applicable	2	3.6
Total	56	100.0

In the next year how is employment at site expected to change		
	Frequency	Valid Percent
Increase by 10% or more	6	10.7
Increase by less than 10%	15	26.8
Stay the same	24	42.9
Decrease by less than 10%	8	14.3
Decrease by 10% or more	2	3.6
Don't know/not applicable	1	1.8
Total	56	100.0

Over next 12 months how is capital expenditure at site expected to change		
	Frequency	Valid Percent
Increase by 10% or more	16	28.6
Increase by less than 10%	11	19.6
Stay the same	22	39.3
Decrease by less than 10%	4	7.1
Decrease by 10% or more	1	1.8
Don't know/not applicable	2	3.6
Total	56	100.0

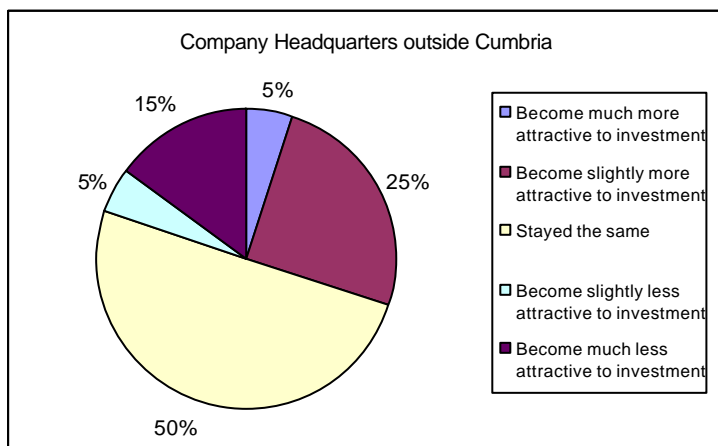
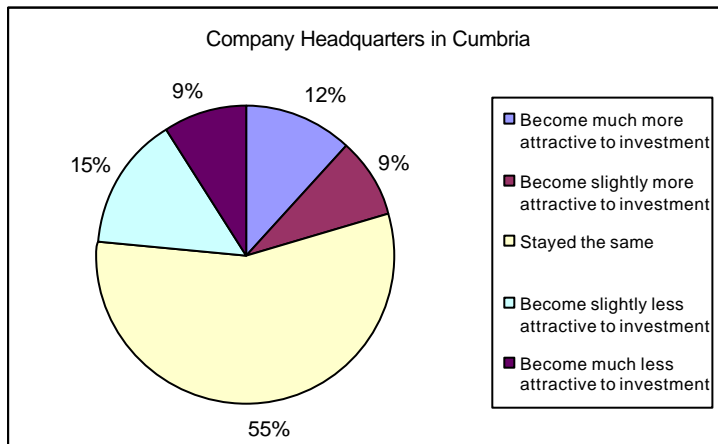
Compared to other possible locations for your business, how has the present location changed in the past 12 months		
	Frequency	Valid Percent
Become much more attractive to investment	5	9.1
Become slightly more attractive to investment	9	16.4
Stayed the same	29	52.7
Become slightly less attractive to investment	6	10.9
Become much less attractive to investment	6	10.9
Total	55	100.0
Missing	1	
Total	56	

In general terms, are Furness and West Cumbria attractive areas for investment by businesses		
	Frequency	Valid Percent
Extremely attractive	2	3.6
Attractive	7	12.7
Average	20	36.4
Not attractive	17	30.9
Extremely unattractive	9	16.4
Total	55	100.0
Missing	1	
Total	56	

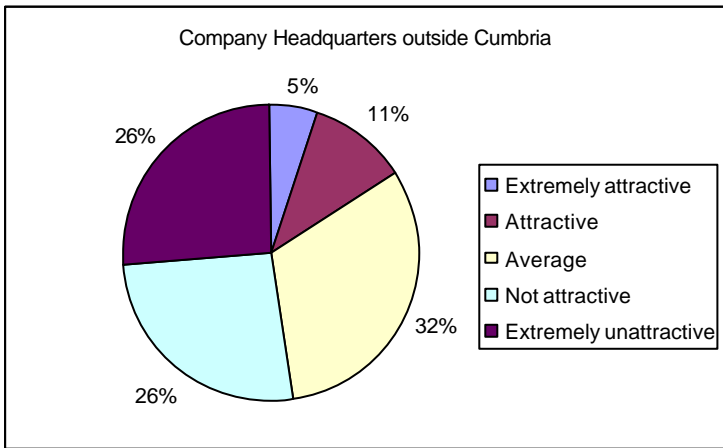
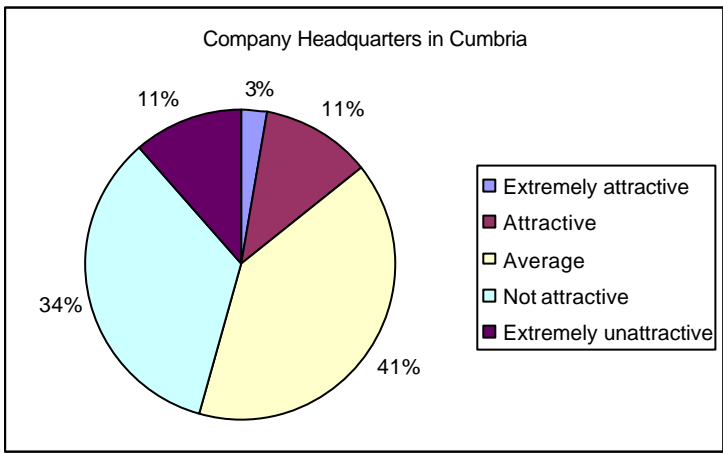
The survey was designed to enable comparison between “local” businesses and “externally-owned” companies operating in Furness and West Cumbria. It was felt that the views of the latter group may give some indication of the position of Furness and West Cumbria compared to other sites within these companies. As can be seen in the tables and figures below, whether a company’s headquarters is situated outside or within Cumbria does not seem to be related to the locational evaluations of managers. This is the case for views on change in the present

location of their business compared to other possible locations in the past 12 months and overall attractiveness of Furness and West Cumbria for investment by businesses.

	Compared to other possible locations for your business, how has the present location changed in the past 12 months					
	Become much more attractive to investment	Become slightly more attractive to investment	Stayed the same	Become slightly less attractive to investment	Become much less attractive to investment	Total
Company HQ in Cumbria	4	3	19	5	3	34
Company HQ outside Cumbria	1	5	10	1	3	20
Total	5	8	29	6	6	54



	In general terms, are Furness and West Cumbria attractive areas for investment by businesses					
	Extremely attractive	Attractive	Average	Not attractive	Extremely unattractive	Total
Company HQ in Cumbria	1	4	14	12	4	35
Company HQ outside Cumbria	1	2	6	5	5	19
Total	2	6	20	17	9	54



Managers were also asked if there were any other comments respondents wished to make about the ways in which Furness and West Cumbria could be improved as a business location the overwhelming factor identified concerned the adequacy of road links, rail services and airport links, noted by 78% of those who responded to the question. Other factors mentioned are listed below.

<b>Post-categorisation</b>	<b>Frequency*</b>
Transport links	32
Support for existing industry	4
Attraction and retention of companies/people (particularly young)	4
Promotion of tourism/ improving impression of area	4
Commitment to future nuclear opportunities	2
Improvement of Higher Education facilities	1
Better Councillors	1
Development of knowledge/creative industries	1

\* Total number of respondents to this question = 41. However, some respondents indicated multiple suggestions.

**Appendix 3.4**  
**Summary of Co-ordination Survey Results and SPSS Output Tables**

## COORDINATION SURVEY DETAILED OUTPUTS

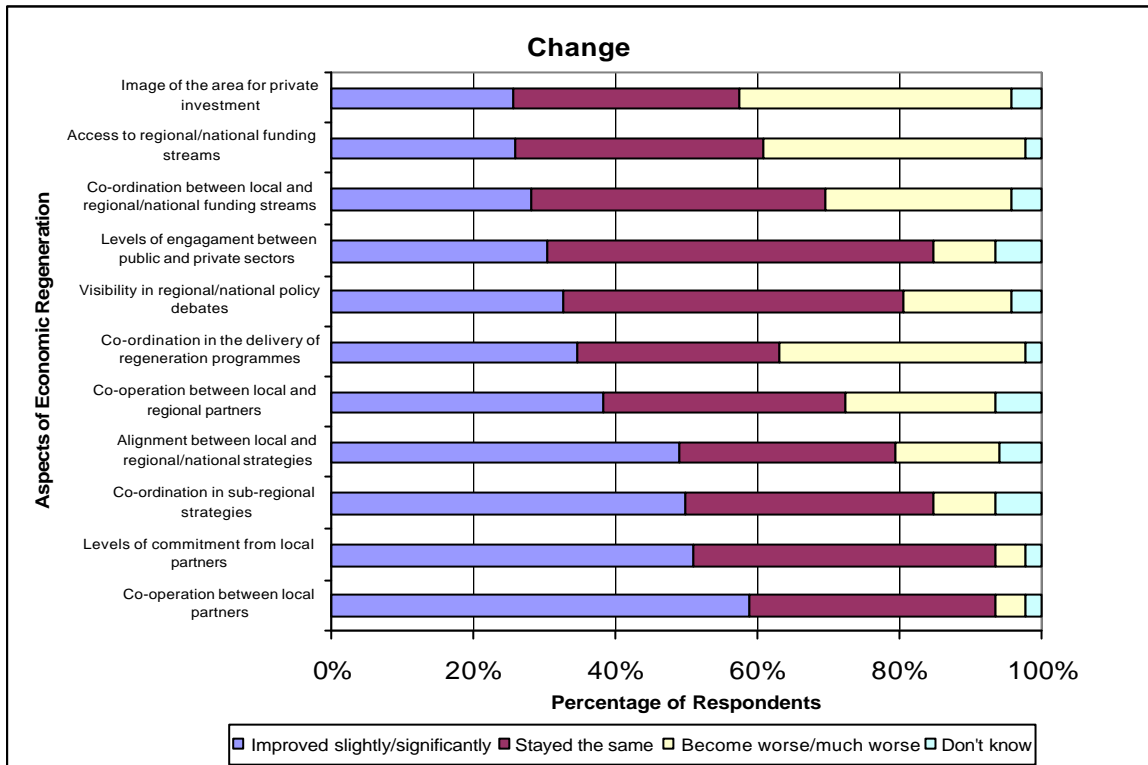
Of the 109 surveys sent out, 50 replies were received giving a good response rate of 46%. Summary Table 1 shows over half of the respondents have experienced either no change or an improvement in all the surveyed aspects of economic regeneration in the last twelve months. Aspects involving local partners seem to have made particular progress, with more than 50% of respondents experiencing improvements in these areas.

However, some aspects showed significant minorities of respondents who felt the situation had become worse; notably the image of the area for private investment, access to regional/national funding streams and the co-ordination in the delivery of regeneration programmes (38.3%, 37% and 34.8% respectively). It is interesting to note that in Summary Table 2, West Lakes Renaissance is considered to have had a positive influence upon all of these aspects by significant proportions of respondents (34.8%, 53.3% and 46.7% respectively).

**Summary Table 1**

Change in following aspects of economic regeneration in the past 12 months:	Improved slightly/significantly		Stayed the same		Become worse/much worse		Don't know	
	F	%	F	%	F	%	F	%
Co-operation between local partners	27	58.7	16	34.8	2	4.3	1	2.2
Levels of commitment from local partners	24	51.1	20	42.6	2	4.3	1	2.1
Co-ordination in sub-regional strategies	23	50.0	16	34.8	4	8.7	3	6.5
Alignment between local and regional/national strategies	24	49.0	15	30.6	7	14.3	3	6.1
Co-operation between local and regional partners	18	38.3	16	34.0	10	21.3	3	6.4
Co-ordination in the delivery of regeneration programmes	16	34.8	13	28.3	16	34.8	1	2.2
Visibility in regional/national policy debates	15	32.6	22	47.8	7	15.2	2	4.3
Levels of engagement between public and private sectors	14	30.4	25	54.3	4	8.7	3	6.5
Co-ordination between local and regional/national funding streams	13	28.3	19	41.3	12	26.1	2	4.3
Access to regional/national funding streams	12	26.1	16	34.8	17	37.0	1	2.2
Image of the area for private investment	12	25.5	15	31.9	18	38.3	2	4.3

**Summary Figure 1**

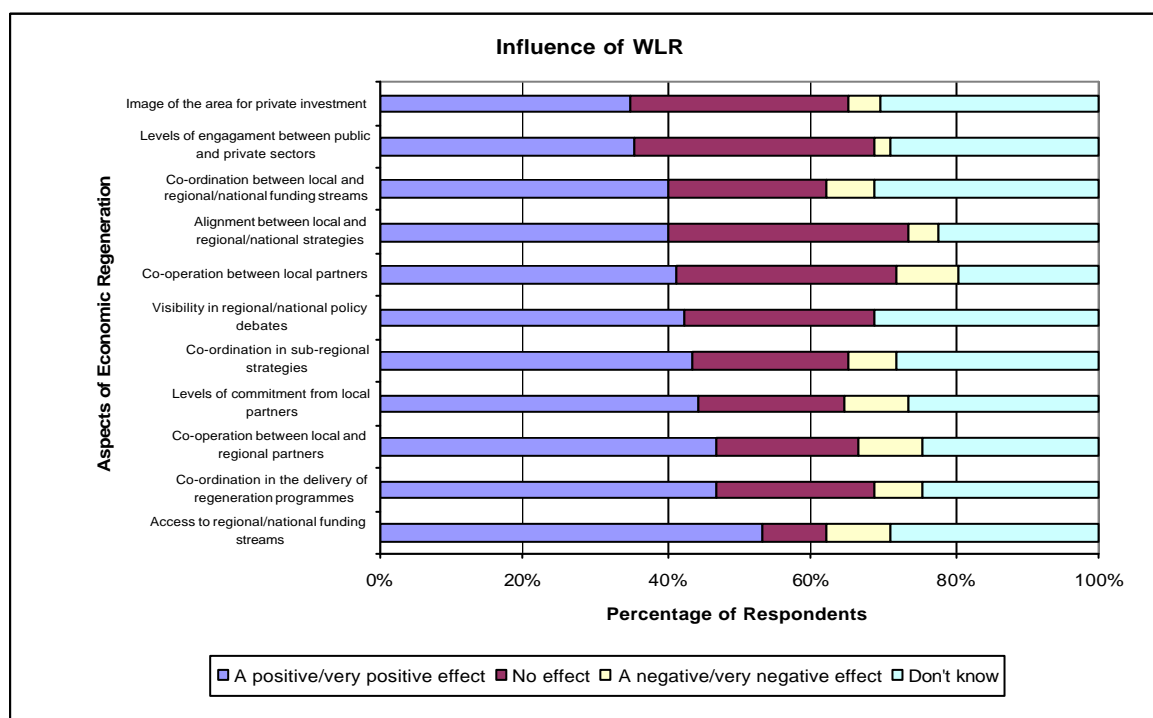


Overall, Summary Table 2 shows partners generally have a positive view of the influence of West Lakes Renaissance upon the surveyed aspects of economic regeneration. WLR was felt to have had a positive influence upon every surveyed aspect by between 35% and 53% of the respondents, with no more than 9% of respondents feeling that any of the aspects had been negatively influenced by the URC. With each aspect, significant proportions of respondents (between 20% and 31%) indicated that they did not know what influence WLR had had upon them. This could indicate that either more time is needed before an assessment can be made, or, as highlighted below in the qualitative responses, communication and publicity are central to WLR's success in co-ordination. Upon closer inspection, the partners who had indicated "don't know" tended to be organisations covering a wider area than that of the WLR delivery area.

**Summary Table 2**

Influence of WLR upon any changes in the following aspects of economic regeneration in the past 12 months:	A positive/very positive effect		No effect		A negative/very negative effect		Don't know	
	F	%	F	%	F	%	F	%
Access to regional/national funding streams	24	53.3	4	8.9	4	8.9	13	28.9
Co-ordination in the delivery of regeneration programmes	21	46.7	10	22.2	3	6.7	11	24.4
Co-operation between local and regional partners	21	46.7	9	20.0	4	8.9	11	24.4
Levels of commitment from local partners	20	44.4	9	20.0	4	8.9	12	26.7
Co-ordination in sub-regional strategies	20	43.5	10	21.7	3	6.5	13	28.3
Visibility in regional/national policy debates	19	42.2	12	26.7	0	0.0	14	31.1
Co-operation between local partners	19	41.3	14	30.4	4	8.7	9	19.6
Alignment between local and regional/national strategies	18	40.0	15	33.3	2	4.4	10	22.2
Co-ordination between local and regional/national funding streams	18	40.0	10	22.2	3	6.7	14	31.1
Levels of engagement between public and private sectors	16	35.6	15	33.3	1	2.2	13	28.9
Image of the area for private investment	16	34.8	14	30.4	2	4.3	14	30.4

**Summary Figure 2**



Partners were asked what would be the most significant ways in which West Lakes Renaissance could contribute to the overall task of economic regeneration in Furness and West Cumbria in the future. Replies were quite varied, but the table below categorises the most common responses.

Post-categorisation	Frequency*
Engagement	11
Developing a clear and consistent direction	11
Communication/Publicity	10
Simplifying bureaucracy	8
Delivery	7
Equal treatment of areas (districts)	3
Tourism	1
HE/FE	1
Transport	1
Support major employment initiatives	1
Sustainable development	1

\* Total number of respondents to this question = 39. However, some respondents indicated multiple suggestions

Engagement, one of the most common responses, included aspects such as *“continue to engage with local partners”, “engagement with sub-regional and regional agencies/funding bodies”* and *“facilitating and leading broader partnership across sectors”*. Developing a clear and consistent direction was also seen by partners as significant. Responses included within this category include *“Don’t stray too far”* and *“generate and maintain consistent business plans”* but there were also hints that partners feel WLR should differentiate between their role and an *“already overcrowded social agenda”* or use their position to ensure *“everyone gets behind one strategy for regeneration”* perhaps by *“engaging through Cumbria Vision”*. This was also suggested by the importance that partners placed upon delivery of programmes with one partner speculating that *“Cumbria...requires a reduction in the number of strategic operational organisations. Where are the delivery organisations?”* Communication and publicity and ensuring *“bureaucracy is minimised”* are also seen as significant ways in which WLR could contribute to the overall task of economic regeneration.

The full results of the survey can be seen in the following SPSS output tables:

**SPSS Output Tables:**

Change in co-ordination in sub-regional strategies in the past 12 months		
	Frequency	Valid Percent
Improved significantly	4	8.7
Improved slightly	19	41.3
Stayed the same	16	34.8
Become worse	3	6.5
Become much worse	1	2.2
Don't know	3	6.5
Total	46	100.0
Missing	4	
Total	50	

Change in alignment between local and regional/national strategies in the past 12 months		
	Frequency	Valid Percent
Improved significantly	3	6.5
Improved slightly	21	45.7
Stayed the same	15	32.6
Become worse	4	8.7
Don't know	3	6.5
Total	46	100.0
Missing	4	
Total	50	

Change in co-ordination between local and regional/national funding streams in the past 12 months		
	Frequency	Valid Percent
Improved significantly	2	4.3
Improved slightly	11	23.9
Stayed the same	19	41.3
Become worse	11	23.9
Become much worse	1	2.2
Don't know	2	4.3
Total	46	100.0
Missing	4	
Total	50	

Change in access to regional/national funding streams in the past 12 months		
	Frequency	Valid Percent
Improved significantly	4	8.7
Improved slightly	8	17.4
Stayed the same	16	34.8
Become worse	13	28.3
Become much worse	4	8.7
Don't know	1	2.2
Total	46	100.0
Missing	4	
Total	50	

Change in visibility in regional/national policy debates in the past 12 months		
	Frequency	Valid Percent
Improved significantly	4	8.7
Improved slightly	11	23.9
Stayed the same	22	47.8
Become worse	7	15.2
Don't know	2	4.3
Total	46	100.0
Missing	4	
Total	50	

Change in co-ordination in the delivery of regeneration programmes in the past 12 months		
	Frequency	Valid Percent
Improved significantly	4	8.7
Improved slightly	12	26.1
Stayed the same	13	28.3
Become worse	14	30.4
Become much worse	2	4.3
Don't know	1	2.2
Total	46	100.0
Missing	4	
Total	50	

Change in co-operation between local partners in the past 12 months		
	Frequency	Valid Percent
Improved significantly	9	19.6
Improved slightly	18	39.1
Stayed the same	16	34.8
Become worse	1	2.2
Become much worse	1	2.2
Don't know	1	2.2
Total	46	100.0
Missing	4	
Total	50	

Change in co-operation between local and regional partners in the past 12 months		
	Frequency	Valid Percent
Improved significantly	6	12.8
Improved slightly	12	25.5
Stayed the same	16	34.0
Become worse	8	17.0
Become much worse	2	4.3
Don't know	3	6.4
Total	47	100.0
Missing	3	
Total	50	

Change in levels of commitment from local partners in the past 12 months		
	Frequency	Valid Percent
Improved significantly	4	8.5
Improved slightly	20	42.6
Stayed the same	20	42.6
Become much worse	2	4.3
Don't know	1	2.1
Total	47	100.0
Missing	3	
Total	50	

Change in levels of engagement between public and private sectors in the past 12 months		
	Frequency	Valid Percent
Improved significantly	2	4.3
Improved slightly	12	26.1
Stayed the same	25	54.3
Become worse	3	6.5
Become much worse	1	2.2
Don't know	3	6.5
Total	46	100.0
Missing	4	
Total	50	

Change in image of the area for private investment in the past 12 months		
	Frequency	Valid Percent
Improved significantly	3	6.4
Improved slightly	9	19.1
Stayed the same	15	31.9
Become worse	17	36.2
Become much worse	1	2.1
Don't know	2	4.3
Total	47	100.0
Missing	3	
Total	50	

Influence of WLR upon co-ordination in sub-regional strategies in the past 12 months		
	Frequency	Valid Percent
A very positive effect	3	6.5
A positive effect	17	37.0
No effect	10	21.7
A negative effect	3	6.5
Don't know	13	28.3
Total	46	100.0
Missing	4	
Total	50	

Influence of WLR upon alignment between local and regional/national strategies in the past 12 months		
	Frequency	Valid Percent
A very positive effect	1	2.2
A positive effect	17	37.8
No effect	15	33.3
A negative effect	2	4.4
Don't know	10	22.2
Total	45	100.0
Missing	5	
Total	50	

Influence of WLR upon co-ordination between local and regional/national funding streams in the past 12 months		
	Frequency	Valid Percent
A very positive effect	2	4.4
A positive effect	16	35.6
No effect	10	22.2
A negative effect	2	4.4
A very negative effect	1	2.2
Don't know	14	31.1
Total	45	100.0
Missing	5	
Total	50	

Influence of WLR upon access to regional/national funding streams in the past 12 months		
	Frequency	Valid Percent
A very positive effect	2	4.4
A positive effect	22	48.9
No effect	4	8.9
A negative effect	4	8.9
Don't know	13	28.9
Total	45	100.0
Missing	5	
Total	50	

Influence of WLR upon visibility in regional/national policy debates in the past 12 months		
	Frequency	Valid Percent
A very positive effect	2	4.4
A positive effect	17	37.8
No effect	12	26.7
Don't know	14	31.1
Total	45	100.0
Missing	5	
Total	50	

Influence of WLR upon co-ordination in the delivery of regeneration programmes in the past 12 months		
	Frequency	Valid Percent
A very positive effect	3	6.7
A positive effect	18	40.0
No effect	10	22.2
A negative effect	3	6.7
Don't know	11	24.4
Total	45	100.0
Missing	5	
Total	50	

Influence of WLR upon co-operation between local partners in the past 12 months		
	Frequency	Valid Percent
A very positive effect	1	2.2
A positive effect	18	39.1
No effect	14	30.4
A negative effect	4	8.7
Don't know	9	19.6
Total	46	100.0
Missing	4	
Total	50	

Influence of WLR upon co-operation between local and regional partners in the past 12 months		
	Frequency	Valid Percent
A very positive effect	1	2.2
A positive effect	20	44.4
No effect	9	20.0
A negative effect	4	8.9
Don't know	11	24.4
Total	45	100.0
Missing	5	
Total	50	

Influence of WLR upon levels of commitment from local partners in the past 12 months		
	Frequency	Valid Percent
A very positive effect	2	4.4
A positive effect	18	40.0
No effect	9	20.0
A negative effect	3	6.7
A very negative effect	1	2.2
Don't know	12	26.7
Total	45	100.0
Missing	5	
Total	50	

Influence of WLR upon levels of engagement between public and private sectors in the past 12 months		
	Frequency	Valid Percent
A very positive effect	1	2.2
A positive effect	15	33.3
No effect	15	33.3
A negative effect	1	2.2
Don't know	13	28.9
Total	45	100.0
Missing	5	
Total	50	

Influence of WLR upon image of the area for private investment in the past 12 months		
	Frequency	Valid Percent
A very positive effect	4	8.7
A positive effect	12	26.1
No effect	14	30.4
A negative effect	2	4.3
Don't know	14	30.4
Total	46	100.0
Missing	4	
Total	50	

Overall influence of WLR upon co-ordination of regeneration in Furness and West Cumbria		
	Frequency	Valid Percent
A very positive effect	2	4.3
A positive effect	22	47.8
No effect	9	19.6
A negative effect	4	8.7
Don't know	9	19.6
Total	46	100.0
Missing	4	
Total	50	

## GLOSSARY OF TERMS

ABI	Annual Business Inquiry
APS	Annual Population Census
BNFL	British Nuclear Fuel Ltd
BNG	British Nuclear Group
BRE	Building Research Establishment
CDRP	Crime & Disorder Reduction Partnership
CIDR	Comparative Illness & Disability Ratio
DETR	Department of Environment, Transport and the Regions
DfES	Department for Education and Skills
DTI	Department of Trade & Industry
DTLR	Department of Transport, Local Government and the Regions
DWP	Department for Work and Pensions
EAZ	Education Action Zone
EHCS	English House Condition Survey
FE	Further Education
FTE	Full Time Equivalent
FWC	Furness & West Cumbria
GDP	Gross Domestic Product
GFCF	Gross Fixed Capital Formation
GVA	Gross Value-Added
HE	Higher Education
IB	Incapacity Benefit
ICT	Information & Communications Technology
ID	Index of Deprivation
IMD	Index of Multiple Deprivation
JUVOS	Joint Unemployment and Vacancies Operating System
KPI	Key Performance Indicators
LFS	Labour Force Survey
LNRS	Local Neighbourhood Renewal Strategy
LSP	Local Strategic Partnership
MTI	Market Town Initiative
NUTS(1/2/3)	Nomenclature of Units for Territorial Statistics
NASS	National Asylum Support Services
NDA	Nuclear Decommissioning Authority
NDC	New Deal for Communities
NOMIS	National Online Manpower Information System
NPD	National Pupil Database
NRU	Neighbourhood Renewal Unit
NS	Neighbourhood Statistics
NVQ	National Vocational Qualification
NWDA	North West Development Agency
ODPM	Office of the Deputy Prime Minister
ONS	Office for National Statistics
PLASC	Pupil Level Annual School Census
RDA	Regional Development Agency
RES	Regional Economic Strategy
SMART	Specific, Measurable, Achievable, Relevant & Timed
SME	Small & Medium-sized Enterprises
SOA	Super Output Area
SRB	Single Regeneration Budget
URC	Urban Regeneration Company
VAT	Value Added Tax
WLR	West Lakes Renaissance