

**Centre for
Regional
Economic
Development**



Cumbria Business School



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

**STAGE 4 REPORT
for
WEST LAKES RENAISSANCE**

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1. 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 report on Stage 4 outlines the final list of strategic outcome indicators for the framework, as well as identifying the targets and milestones for each indicator. It also makes suggestions towards the development of an approach to the periodic independent monitoring and evaluation of the framework.

Section 2 presents the final list of strategic outcome indicators for the monitoring and evaluation framework, and specifies both the lifetime targets and suggests milestones for each indicator.

Section 3 discusses the various aspects of the monitoring and evaluation framework and establishes, or recommends, an approach to the periodic review of each of the aspects of the framework.

2. STRATEGIC OUTCOME INDICATORS, TARGETS AND MILESTONES

The report from Stage 3 of the study concluded by presenting (in Section 4) a list of key strategic indicators, and related lifetime targets. This list is represented below.

Table 4.1: List of Strategic Outcome Indicators and Lifetime Targets

Indicator	Lifetime Target
<i>Net migration</i>	To increase population totals in the 15-29 age group above 2002 levels by 2013
<i>Employment</i>	For the employment rate in Furness & West Cumbria to exceed the North West average by 2013
<i>Unemployment</i>	To reduce the unemployment rate in Furness & West Cumbria to the UK average by 2013
<i>Unemployment inequalities</i>	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
<i>Business start ups</i>	To reduce the differential in VAT registration rates between Furness & West Cumbria and the North West average by 20 percent by 2013
<i>Skills and Qualifications</i>	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
<i>Innovation</i>	To prevent further widening in GVA per worker between Furness & West Cumbria and the North West average by 2013
<i>GDP gap</i>	To prevent further widening in GVA per head between Furness & West Cumbria and the North West average by 2013
<i>Residential property</i>	For average house price changes in urban areas of Furness & West Cumbria to match any increases in the North West average to 2013
<i>Commercial property</i>	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
<i>Urban quality</i>	[To be defined using WLR urban design panel and award scheme]
<i>Investor confidence</i>	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
<i>Attractiveness to investors</i>	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
<i>Co-ordination</i>	To increase the proportion of partners who state that WLR is effective in co-ordinating regeneration to 75% by 2013

Following on from this, appropriate milestones have been developed. These milestones are all presented as mid-business plan milestones, that is, they are milestones for 2008, assumed to be the mid-point for the business plan which covers the period from 2003 to 2013. The following table (Table 4.2) shows suggested milestones (for 2008).

Table 4.2: Strategic Outcome Indicators and Milestones for 2008

Indicator	Milestone
<i>Net migration</i>	To stabilise population totals in the 15-29 age group at 2002 levels by 2008
<i>Employment</i>	For the employment rate in Furness & West Cumbria to match the North West average by 2008
<i>Unemployment</i>	To reduce the unemployment rate in Furness & West Cumbria to the NW average by 2008
<i>Unemployment inequalities</i>	To reduce the differential between the unemployment rate in the most deprived ward and the average for Furness & West Cumbria to 3 percentage points by 2008
<i>Business start ups</i>	To reduce the differential in VAT registration rates between Furness & West Cumbria and the North West average by at least 10 percent by 2008
<i>Skills and Qualifications</i>	For the % of adults with NVQ level 3 and above in Furness & West Cumbria to match any increases in the North West average by 2008
<i>Innovation</i>	To prevent further widening in GVA per worker between Furness & West Cumbria and the North West average by 2008
<i>GDP gap</i>	To prevent further widening in GVA per head between Furness & West Cumbria and the North West average by 2008
<i>Residential property</i>	For average house price changes in urban areas of Furness & West Cumbria to match any increases in the North West average to 2008
<i>Commercial property</i>	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 2008
<i>Urban quality</i>	[To be defined using WLR urban design panel and award scheme]
<i>Investor confidence</i>	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 2008
<i>Attractiveness to investors</i>	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 55% by 2008
<i>Co-ordination</i>	To increase the proportion of partners who state that WLR is effective in co-ordinating regeneration to 66% by 2008

In addition to the above tables, tabular presentation of the key strategic objectives, indicators, targets and milestones in one single table is included as Appendix 4.1 to this report.

The strategic outcome indicators, lifetime targets and milestones outlined above are the basis of the periodic review of the monitoring and evaluation framework which is presented in the following section.

3. PERIODIC REVIEW OF THE MONITORING AND EVALUATION FRAMEWORK

This section of the report considers the various activities that will form parts of the periodic review of the monitoring and evaluation framework. The activities are derived from both the activities that were carried out as part of this baseline study, as well as activities related to monitoring and evaluation that are identified in the current West Lakes Renaissance Business Plan. Each of the individual activities that it is recommended should form part of the periodic review is discussed below.

Annual Review of the Strategic Outcome Indicators

First, there should be regular monitoring of the strategic outcome indicators that have been developed as part of the baseline framework. As specified in the original guidelines for the development of the baseline framework, the criteria that the indicators had to meet included the need for them to be time-series on an annual basis. Building upon this, it is recommended that the strategic outcome indicators should be updated on an annual basis. This exercise will involve both the collection of the relevant data, and the use of that data to calculate the strategic outcome indicators. The nature and use of data is described in general terms in the Stage Three Report. For clarity, the way in which each indicator has been constructed is explained below in table 4.3.

Table 4.3: construction of key indicator variables

Indicator	Definition and method	Source data
<i>Net migration</i>	N of people in Furness and West Cumbria in age group 15-29	Mid-year pop estimates accessed via NS
<i>Employment</i>	N of people aged 16-64 in employment (Barrow+Copeland+Allerdale) divided by number of people of working age	LFS accessed via NOMIS
<i>Unemployment</i>	N of unemployed claimants in Furness and West Cumbria divided by resident adult working age population	Official claimant count rates accessed via NOMIS
<i>Unemployment inequalities</i>	N of unemployed claimants in each Ward within the WLR area divided by resident adult working age population	Official claimant count rates accessed via NOMIS
<i>Business start ups</i>	N of new VAT registrations divided by total adult resident population (aged 15-74) multiplied by 10,000	VAT data from NOMIS; population data from mid-year population estimates accessed via NS
<i>Skills and Qualifications</i>	N of economically active population (18-59/64) with NVQ level 3 or above divided by total economically active population	LFS for NUTS3 region "West Cumbria" accessed via NOMIS
<i>Innovation</i>	Gross Value Added for Furness and West Cumbria divided by total workforce	GVA accessed via NS; total workforce from LFS
<i>GDP gap</i>	Gross Value Added per capita for Furness and West Cumbria	GVA per capita accessed via NS
<i>Residential property</i>	"Overall average price" multiplied by n of sales for each of the following postcode sectors (LA13 (0,9); LA14 (1-5); CA14 (1-5); CA15 (6-8); CA22 (2); CA24 (3); CA25 (5); CA26 (3); CA28 (6-9). Divide this by total n of sales.	HM Land registry accessed via Land Registry Website
<i>Commercial property</i>	Gross non-domestic rateable value for WLR delivery area	Data from ODPM, customised for URCs on urcs-online intranet
<i>Urban quality</i>	[to be determined through WLR Urban Design Panel]	[Design competition]
<i>Investor confidence</i>	Percentage of respondents who tick "More optimistic " or "the same" in response to Q8	Business Survey
<i>Attractiveness to investors</i>	Percentage of respondents who tick "extremely attractive/attractive or average" in response to Q16	Business Survey
<i>Co-ordination</i>	Percentage of respondents who answer "very positive" or "positive effect in response to Q5	Partner Survey

LFS – Labour Force Survey

NS –National Statistics

NOMIS – National Online Manpower Information Service

Appendix 4.1:

Complete list of strategic objectives, indicators, targets and milestones

INDICATOR	Milestone by 2008	Target for 2013
Net migration	To stabilise population totals in the 15-29 age group at 2002 levels by 2008	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 match the North West average by 2008	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 NW average by 2008	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 3 percentage points by 2008	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 at least 10 percent by 2008	To reduce the differential in VAT registration rates between Furness & West Cumbria and the North West average by at least 20 percent by 2013
Skills and Qualifications	For the % of adults with NVQ level 3 and above in Furness & West Cumbria to match any increases in the North West average by 2008	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 2008	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 2008	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 2008	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 2008	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]	[To be defined using WLR urban design panel and award scheme]
Investor confidence	To increase the proportion of key business managers who are at least as optimistic about the prospects for their business as the previous year to 80% by 2008	To maintain the proportion of key business managers who are at least as optimistic about the prospects for their business as the previous year at 80% by 2013
Attractiveness to investors	To increase the proportion of key business managers who evaluate Furness & West Cumbria as at least as attractive to investment as other locations to 55% by 2008	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% by 2013
Co-ordination	To increase the proportion of partners who state that WLR is effective in co-ordinating regeneration to 66% by 2008	To increase the proportion of partners who state that WLR is effective in co-ordinating regeneration to 75% by 2013

