

ECONOMIC IMPACT REPORT – END OF YEAR 2012/13

EXECUTIVE MEMBER: Councillor Hugh Branney
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WHAT BENEFITS WILL THESE PROPOSALS BRING TO COPELAND RESIDENTS?

Monitoring and analysing our economic indicators provides an update and understanding of the local context for our services, residents and local businesses. It enables the council to assess the impact of its current activity and identify additional activity it may be able to undertake through existing service delivery and through joint activity with our partners. Specifically the Council aims to ensure its services are supporting local residents and a regular update on key local indicators and the impact of their changes on our communities supports us in delivering to this aim.

WHY HAS THIS REPORT COME TO THE EXECUTIVE?

The information in this report provides an end of year position to keep the Executive informed of economic impact and trends in Copeland in order to inform its decision making as the country officially moves back into recession.

RECOMMENDATIONS:

Executive is requested to:

- a) Note the report,
- b) Consider the existing activity the Council is undertaking to assist residents, and
- c) Agree to take this context into account when taking decisions that could help to offset the impact of changes in our local economy.

1. INTRODUCTION

- 1.1 The Executive have requested annual updates on the key economic indicators to assess the changes and trends in Copeland's local economy. The report sets out an analysis from the indicator information and highlights how existing work and partnership activity is assisting or could assist in addressing the impact on our residents. This report provides the end of 2012/13 position.

1.2 The report is set out to provide two core tables of information:

Table A Copeland economic indicators

Table B Council delivery performance in support of the local economy

2. COPELAND'S ECONOMY

2.1 This report focuses on a number of detailed indicators where data is more frequently made available and a set of indicators has been provided to best illustrate a picture of the Copeland economy. These indicators follow the core themes of the Copeland Sustainable Community Strategy and the Council's Corporate Implementation Plan. Table A details the 2013 local economic indicator against the same period for 2010, 2011 and 2012. The exact timings of the data sets provided vary in line with the data availability and this is highlighted in the data detail column.

TABLE A: COPELAND ECONOMIC INDICATORS

Indicator	2010	2011	2012	2013	Comment	Data Detail
Unemployment						
Nos. of JSA claimants	1,398 (3.1%)	1,648 (3.8%)	1,694 (3.8%)	1,555 (3.4%)	The expected increase in the number of JSA claimants has not happened with a reduction in claimants. This is in line with the National and North West picture. Youth JSA claimants remain static as 7.2%.	March Figures 2013 March figures 2012 Sept figure for 2011
Nos. of long term unemployment (12 mths)	420	650	810	510	Long term unemployment remains a key concern for Copeland although formal numbers have decreased for over 12 months. The long term claimant level over 6 months has remained stable at 1.7%.	March Figures for 2013 March figures for 2012 Sept. figures for 2011
Claimant to live unfulfilled vacancies	6.81	12.77	12.1	11.18	This has been highlighted in past reports as Copeland job seekers are significantly affected by the cost of travelling to work outside of the immediate area specifically where vacancies outside Sellafield are generally below the national average wage rates.	November 2012 figures for 2013 March figures for 2012 Sept. figures for 2011
Long term young JSA claimants (12 mths) 16-24 yr olds	45	140	245	130	We were concerned by our 2011/12 figures where the trend upwards was very significant from the previous year. The annual figures has reduced significantly in the last year and coincides with a period where we have successfully provided apprenticeship places for our young people on JSA and Inspira has been undertaking activity with young NEETs.	March figures for 2013 March figures for 2012 Sept. figures for 2011
Incapacity benefit claimant rates	3380	3020	3800	3650 (August 2012)	We saw a decrease in incapacity benefit claimant rates in the first half of 2011. This has now changed in line with the recent stats which highlight that Copeland has half the number of disabled persons in employment compared to national statistics.	Obtained from OS website Nomis.
Credit Union Memberships			2,743	2,825	This provides a 3% increase in membership over the one year of monitoring the data for the Copeland	Local data sets

					Partnership. Total membership equates to just over 5 % of over 19 year old Copeland residents. Other countries with economic downturns have reported an increase in credit union take up.	
Fuel Poverty						
% of houses in fuel poverty	16.5% (2006)	22.2% (2008)	25.5% (2009)	28.8% (2012)	We are continuing on the upward trend in the percentage of private sector houses in Copeland in fuel poverty.	Our latest year's data is taken from our 2012 Private Sector Housing Stock Condition Survey.
Child Poverty						
% children in households defined as in poverty	19% (2007)	16.5% (2009)	18% (2011)	18% (2012)	The Copeland Partnership has identified this as a key issue to focus on. The West Cumbria Child Poverty Action Group has revised its action plan to enable increased joint activity to support the existing strong activity being undertaken by the family centres and partner agencies.	www.endchildpoverty.org.uk
Indicator	2010	2011	2012	2013	Comment	Data Detail
Crime						
All crime recorded	1,797	1,726	3,222	2,902	Our crime statistics show a reduction from last year except for robbery. We use this list of indicators as being particularly relevant to changes in the local economy. There has been an increase in reported shoplifting in the past two years although this is on a downward trend from last year.	Annual monitoring report info from Police HQ on a monthly basis.
All vehicle crime	84	90	154	119		
All robbery	2	3	6	9		
Nos. of burglary to dwellings	40	41	87	54		
Nos. of shoplifting incidents	105	114	231	157		
Theft from a dwelling	26	20	45	35		
Theft from a person	5	7	11	10		

Housing						
Average house price in Copeland	£128,000	£134,169	£131,123	£125,880	The data highlights that local average house price has decreased each year over the past three years. This was an expected outcome of the national economic downturn on local house price despite the Sellafield factor which has a more pronounced impact on the private rental rates in comparison to the average house price. This average also reflects the imbalance in our housing market where we have a requirement in executive homes that our market is not currently meeting.	Land registry data 2013 - BBC
Indicator	2010	2011	2012	2013	Comment	Data Detail
Nos. of house sales in Copeland	222	193		196	This has remained relatively static in the past few years.	Land registry data for quarter one of both years. Q3 data for 2012/13
Nos. of affordable homes delivered (gross)	28	93	22	64	Our affordable homes programme has provided an important contribution to the requirement for affordable homes across the borough as detailed in our Housing Needs Survey analysis and Strategic Housing Market Assessment. We have a guaranteed delivery of new affordable homes via HCA grant in past four years with two further schemes starting in 2013/14 with HCA grant and one without.	Significant nos. of demolitions in 2009-12 as part of the housing renewal delivery approach.
Indicator	2010	2011	2012	2013	Comment	Data Detail
Nos. of new homes built (net additional provided)	88	150	131	142	This is relatively stable over the past two years. The council continues to work with housing developers on opportunities and encouraging use of the Cumbria Infrastructure Fund to assist infrastructure developments.	Based on Housing Flows Reconciliation
PROSPERITY						
Economy						
Nos. of jobs	28,834	28,516	28,800	28,900	The number of jobs in the borough has been stable over	AES data excludes self-

(employees)					the past three years despite losses in public sector jobs.	employed and agricultural
Nos. of job vacancies	119	133	212		The increase in vacancy numbers is positive news but has to be taken in the context of numbers of relevant applicants per job detailed in People above. The use of agencies by Sellafield also compounds this situation.	March figure for 2012 Sept. figures for 2011
Nos. of 16-18 yr olds NEET	6.9% (123)	7% (120)	5.3%	4.9%	There is a range of work being undertaken by Inspira and by agencies co-ordinated by Inspira which has ensured that our NEET position has not worsened during the year when our long term and JSA youth claimants have not decreased increased significantly.	Inspira data source
Nos. of businesses	2332 ^a	2336 ^b			This data is not yet available. Our work with business agencies highlights a level of new business start and anecdotal evidence suggests that our small businesses are tenacious. Over 70% of retailers in Whitehaven are independent businesses.	Obtained from National Non-Domestic Rates database ^a @31.3.2011 and ^b @30.9.11
Nos. of vacant commercial premises			140		As an example of the current situation, the Whitehaven THI area has 6 empty commercial properties out of 30, ie 20%. Of the 24 in use, over half (14) have no economic use of the upper floors.	Info obtained via observation survey in the four town centres which has not been undertaken this year to lack of capacity.
Tourism						
Nos. of day visitors	2,676,000	2,692,000			We saw a small decrease in day visitors from 2009 to 2010 and this trend has been reversed in 2011 with a 0.66% increase in year. Recognising that this is a slow process of growth – around 1% in 10 years previously, the year on year trend from 2010 to 2011 is very positive. Until the 2012 figures are available we are unable to investigate if this trend is sustained through the campaign of the West Cumbria Tourism Partnership.	From STEAM data, latest figures 2011. Delay of 18 months.
Nos. of overnight stays	398,000	408,000			An increase of 10,000 in line with the destination management focus. Any increase during a recession	From STEAM data, latest figures 2011.

					and on going effects of this on visitor behaviour is a huge achievement. This is due to partnership approach through our Destination Programme with West Cumbria Tourism.	
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3. COPELAND BOROUGH COUNCIL DELIVERY IN SUPPORT OF THE ECONOMY

3.1 Throughout our reporting to Executive on economic impact we have highlighted a number of key internal performance indicators which serve to understand our focused activity impact on the local economy, local business and our residents. Table B sets out the 2012/13 data on these indicators of council delivery aimed at reducing local impact where possible.

TABLE B: INDICATORS OF COUNCIL DELIVERY

Indicator	2010	2011	2012	2013	Comments	Data Detail
TOURISM						
Nos. of visits to museums and galleries per 1000 population	740	1077	1641	1104	The Beacon did not have resources to deliver a blockbuster exhibition in the Summer of 2012 and delayed the development of a new gallery as set out in the Service Plan due to the Council budget consultation policy development and consultation. The visitor numbers highlight how important the Annual Blockbuster special exhibition is to attracting new and repeat visitors.	2012/2013 figures completed, excluding outturn details for income as not yet received.
Nos. of visits/usages to The Beacon including free entry	51315	75679	114947	77600	The Beacon has struggled to deliver the required targets following public perception that the museum has closed as a consequence of Council policy changes and savings communications. Marketing is underway to turn this situation around and will be supported by a Summer 2013 blockbuster exhibition, Sea Monsters.	
Total income received at The Beacon	42131	91687	116379	Detail not available from		

				outturn yet		
PLANNING & BUILDING CONTROL						
Nos. of planning applications	499	389	524	458	These indicators are subject to seasonal factors. There have been a number of significant large regeneration project applications over the past couple of years.	Top quartile performance for speed of determination of planning applications.
Nos. of building control applications	558	577	576	464		Figures are for full years.
Fees from charges – Planning	£330,270	£213,526	£316,017	£359,077		
Fees from charges – Building Control	£193,000	£215,000	£181,000	£199,000		
HOUSING						
Nos. of homeless applications taken	111	137	294	184	After an increase of over 100% in 2012 the number of applications taken has reduced although still high compared to 2010 and 2011.	Annual figures 2013
Nos. of people accepted as homeless	54 (48%)	47 (34%)	112 (38%)	97 (52%)	These figures do not reflect the number of requests for advice received by the team. 440 customers requested advice and assistance, having followed the advice given the majority did not have to make a homeless application or get to the stage where homelessness was prevented.	Annual figures
Nos. of homeless cases prevented	7	22	58	65		
Nos. of disabled facilities grants	62	40	100	129	We are experiencing an increase in DFG applications year on year. The trend for requirements is to smaller price jobs such as stair lifts and wet rooms.	Full year figure 2013
BENEFITS						
No. of new					The data suggests a consistent level of new claims which we	2011 data @30 th

claims for housing benefits	2,959	1,682	2,885	2,792	will continue to monitor as the impact of welfare reform affect local residents.	Sept 2011 2012 data @ March 2013 data @ March
% of Council tax collected	58.85%	58.17%	98.15%	98.2%	Comparable to last year and significant improvement since 2010.	Full year figure in 2012 and 2013
% of non-domestic rates collected	99.14%	59.99%	98.92%	99.03%		Full year figures 2010, 2012, and 2013
FINANCE						
% of payment of suppliers within 10 days	95.81%	98.61%	60%	66.17%	We continue to meet our commitments to local suppliers to pay invoices within 30 days. Both the 10 days and 30 day analysis for 2012/13 shows a decrease from the previous period. More so the decrease in payments made within ten days. Although figures similar to pre-2011/12 levels. Analysis to be carried out as to why drop in turnaround.	Quarter 1 for 2010/2011 and 2011/12 and Q4 for 2011/12 and full year for 2012/13
% of payment of suppliers within 30 days	43%	64.86%	96.2%	94.73%		
LICENSING						
Nos. of alcohol premises licence		269	266	261	There is some impact of less money in the local economy on licencing applications, noticeably the loss of one of our two bingo halls and steady but small decrease in numbers of alcohol premises licence. The increasing trend of on line gambling may have an impact but our betting shop numbers have remained consistent over the past three years.	Full year figures
Nos. of members clubs		54	54	53		
Nos. of takeaways		19	15	17		
Nos. of betting shops		15	14	15		
Nos. of bingo halls		2	2	1		
Nos. of taxi		225	150 x hackney	146	Consistent picture over the past three years.	

vehicle licenses			carriage vehicle 71 x private hire vehicle	hackney carriage vehicles 75 private hire vehicles		
Nos. of driver taxi licenses		357	201 x hackney carriage driver 141 x private hire drivers	200 hackney carriage drivers 136 private hire drivers	Consistent picture over the past three years	
WORKLESSNESS						
Nos. of jobs created – council partnership initiatives	48	30	55	36 (target)	18 apprentices have fully completed their apprentice frameworks on the current Copeland Apprentice scheme (commenced in March 2011). 17 apprentices involved in the Coalfields Regeneration Trust scheme (commencing in January 2012) have fully completed their frameworks. A new phase of the Copeland Apprenticeship Initiative will recruit 36 apprentices over the next 12 months . Demand for apprenticeships remains high.	Figures up to last quarter 2012/13

4. CONCLUSIONS

4.1 This report sets out the full year picture for Copeland against key economic indicators. These highlight:

- Ongoing concern over the numbers of long term young JSA claimants despite the reduction over the past year. In our last report we highlighted a significant increase in long term unemployment amongst young people this has now dropped back to the level of 2 years ago. This coincides with active initiatives to engage young workless residents back into work opportunities, particularly the success of Inspira's work with NEETs and the Copeland Apprentice Initiative which is now in its 3rd year.
- Continuing lower than national average levels of disabled persons in employment and an influx of more disabled people into the market for jobs as a result of welfare assessment outcomes in the past year.
- Our claimant to live unfilled vacancies has dropped slightly but continues to be significantly higher than most other Cumbrian areas or national figures. The cost of travelling to work outside of the immediate area specifically to get access to a wider choice of employment is challenging to Copeland job seekers.
- Poverty related issues continue to impact on a significant number of our residents with child poverty levels remaining high in the past year at 18% of children in households defined as in poverty and 28% of our private housing spending over 10% of their income on heating.
- Our average house prices are on a downward trend with our average continuing to be lower than Cumbria or national averages. Copeland prices also relates to the need for a better balance and supply of a range of houses including executive housing. Our recent supplementary planning document development for South Whitehaven will begin to address this.
- We are meeting targets and just under half of the annual demand for new affordable housing in the borough through delivery by Registered Providers throughout the borough.
- Reliable local data on business survival and set up rates has been difficult to obtain. In the past year the council has continued to support local businesses and suppliers through a range of initiatives including maintaining prompt payment of invoices. Activity on business growth is being undertaken through the Cumbria LEP and BEC alongside local enterprise support in communities through WISE and we continue to influence future delivery to be able to provide the range of support needed by Copeland businesses.
- Tourism is one of Cumbria's core business sector and we are seeing a small but steady increase in day and overnight visitors in West Cumbria.
- Corporately, the Council continues to assist economic sustainability through its statutory roles and we have seen consistency in most requests for support compared to previous years. We are maintaining an increase year on year of major and minor planning applications including a number of major regeneration schemes in the last two years.
- People requesting housing options advice and assistance continues to increase and our team have been effective at assisting through preventions and early work to give residents choices. This has resulted in less people needing to make a full homeless application.

- 4.2 Out of 406 district councils in England, Copeland is in the top 20% for multiple deprivation being ranked 78th. As reported annually, we are continuing to see the impact of public sector cuts on our communities. The increase in people requiring CAB support and housing option advice and consistent numbers of housing benefit claimants. We have increased our joint working with the CAB for a second year in 2012/13. The potential of national policy changes impacting on our local residents and economy is a concern carried forward from last year's report. The data presented in this report does illustrate that active prevention activity and targeted initiatives do reduce the number of people needing to be housed in emergency temporary accommodation and the partnership work to assist people obtain and retail private rental accommodation is preventing homelessness and interventions offering work and skill development opportunities do impact positively on the number of young workless residents and JSA claimants. Diverse opportunities in jobs and training is a priority for the Copeland Youth Council.
- 4.3 In summary, we continue to use our influence with partners and in partnership to enable and protect our economy. We remain committed to working in partnership to maintain and grow sustainable communities, towns and villages.

5. STATUTORY OFFICER COMMENTS

- 5.1 The Monitoring Officer's comments are: Report is for information only – no additional comments.
- 5.2 The Section 151 Officer's comments are: The report sets out the work the council currently does to contribute to this agenda and the recent consultation and new corporate plan is refining the council's role as resources reduce due to the settlement – it is understood that this work is within the existing service plans and budgets. In line with our constitution and financial regulations any additional work will be the subject of clearly defined business cases and separate bids for resources.
- 5.3 EIA Comments: Service delivery and council initiatives are assessed within the service plan framework to ensure targeting and customer engagement enables effective access from all residents or relevant stakeholders. Analysis of economic indicators and impacts relates to our understanding of our communities.
- 5.4 Policy Framework Comment: As referred to within the report. The indicators are additional to and compliment the current performance management framework indicators. These highlight and provide insight into potential areas of community need or concern. These can assist the delivery of the new Corporate Plan which emphasises the importance of partnership working and in particular, getting the best deal for Copeland. They can help us to determine how we target our resources when seeking to achieve this.
- 5.5 Other consultee comments, if any: Partner agencies have contributed detail which has been incorporated into the report.

6. HOW WILL THE PROPOSALS BE PROJECT MANAGED AND HOW ARE THE RISKS GOING TO BE MANAGED?

- 6.1 The Council's Regeneration and Community Service continue to monitor economic indicators. Interventions and services provided by the Council are directed and managed by the corporate service and performance management processes.

7. WHAT MEASURABLE OUTCOMES OR OUTPUTS WILL ARISE FROM THIS REPORT?

- 7.1 Services will take note of the economic indicator detail and changes in this report and use this to inform continuous service delivery and planning for 2012/13 delivery priorities. In particular, the work and skills partnership will maintain their priorities on youth unemployment and employability initiatives.

List of Appendices : None

List of Background Documents:

The report has drawn on internal and partner data and reports and the Cumbria Observatory.