

Local Industrial Strategy – The Cumbria Perspective

Dr Rebecca Weston,
Sellafield Ltd and CLEP Board Member

CLEP

CUMBRIA
LOCAL
ENTERPRISE
PARTNERSHIP



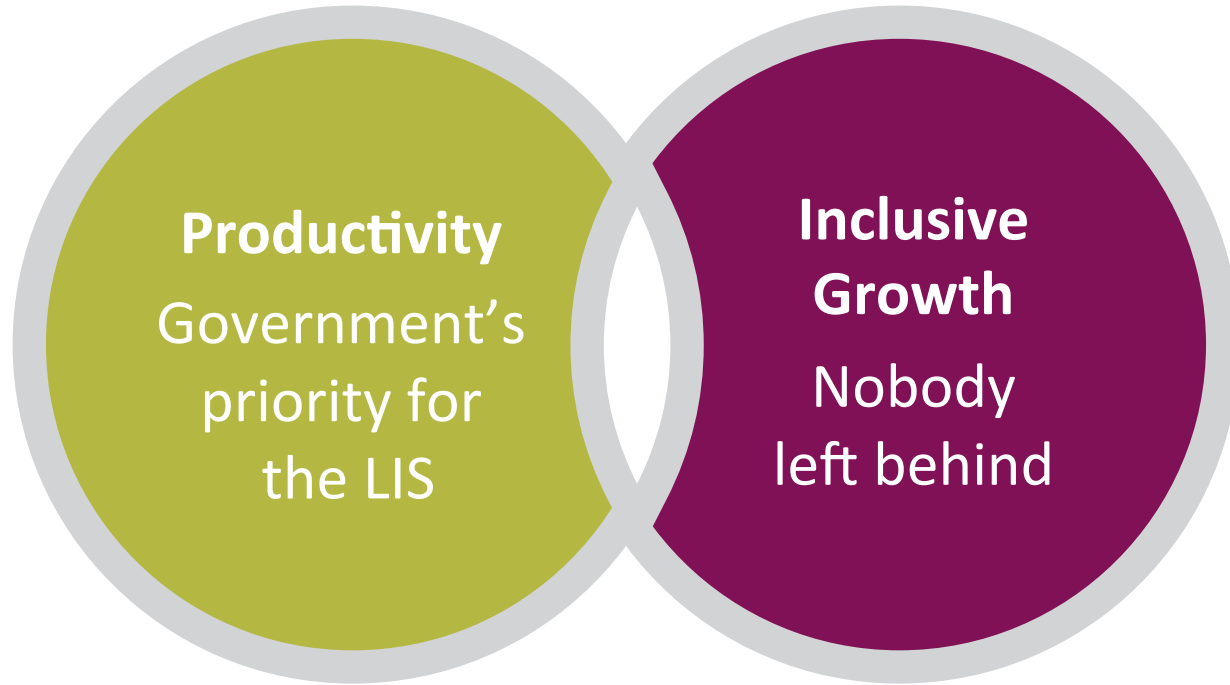
Cumbria...
the destination
of choice

The Cumbria LIS



- ✓ Structured around the five foundations
- ✓ Responds to the four Grand Challenges
- ✓ Addresses government's expectations
- ✓ Identifies additional local expectations, agreed with our partners
- ✓ Highly consultative process
- ✓ First outline draft produced

Twin Platforms



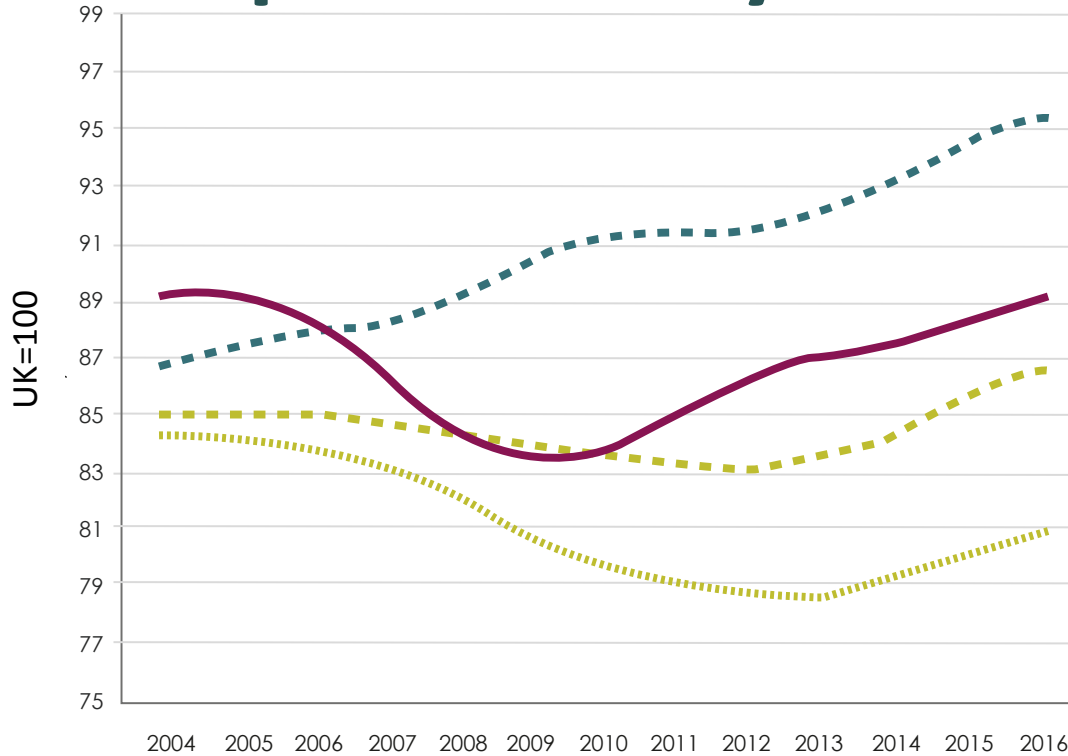
Cumbria's Strengths

- **Nationally significant in nuclear - civil and defence:**
 - **World leading nuclear reprocessing and decommissioning expertise**
 - **Nuclear licensed sites available for new build**
 - **Astute and Dreadnought submarine programmes**
- **World's largest offshore wind farm in Barrow and supporting manufacturing supply chain**
- **High concentration of advanced engineering and manufacturing firms exporting globally**

Cumbria's Strengths

- **World class 'natural capital' – Lake District, Hadrian's Wall, 'modern wilderness', active lifestyle offer**
- **Critical to UK's food supply – major supplier of meat and dairy**
- **Water – meet North West's needs**
- **Exceptional quality of life – beautiful and affordable**
- **Great career option – real demand for talent**
- **Excellent apprenticeship performance**

The productivity challenge



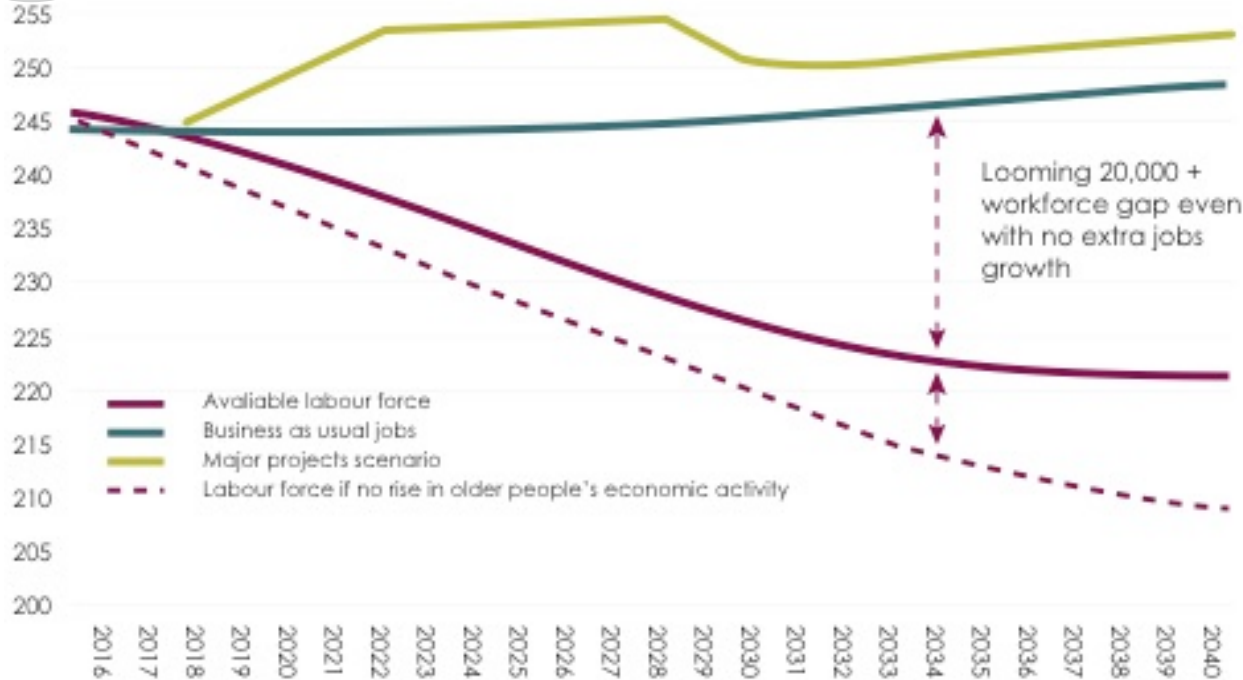
- Productivity 11% to 13% below UK average
- Improving recently particularly in West Cumbria (4% below – East Cumbria 19% below)
- A third due to economic structure remainder due to performance

— — — Per job West Cumbria
— — — Per job filled
— — — Per hour
· · · · · Per job East Cumbria

KEY
CHALLENGE

1

Declining working age population



- Major challenge as Cumbria one of few places in England where population has been falling
- To maintain our workforce will require: (1) more older people to stay in work; (2) tackling worklessness; and (3) improving net in-migration of people of working age

Key Challenges 2 - 6

2. Thin pool of higher level skills – compounded by geography 3rd smallest population, 8th largest geography
3. Pockets of worklessness – cheek by jowl with high paid employment
4. Lower levels of business starts up – 40% below the national average
5. Fewer fast growing firms – in absolute and relative terms
6. Innovation – patchy performance in area with world leading innovation

KEY
CHALLENGE
7

Infrastructure



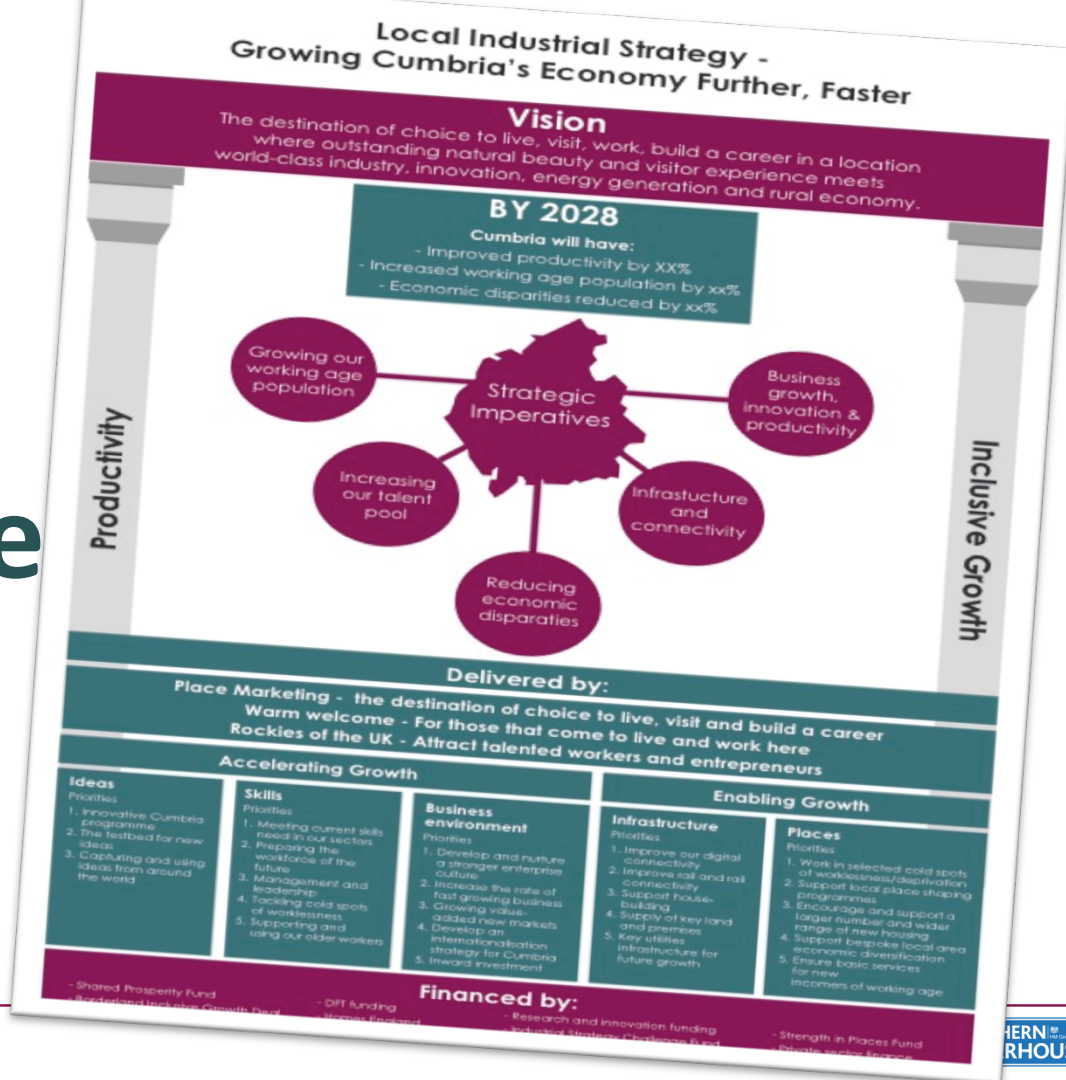
Our geography is challenging...

importance of excellent digital/mobile connectivity...

...infrastructure to attract and retain people and businesses...

...new housing for growth and affordability

Strategy on a Page





Emerging Priorities

1. **Importing talent – the destination of choice to build a career**
2. **Demography and topography – the testbed for new ideas**
3. **‘Capitalising’ on natural capital and lifestyle offer**
4. **Commercialising our world leading innovations**
5. **Securing nationally significant investments – e.g. new nuclear *and***
6. **All of the important stuff to address the key challenges**

What Next?



- **Revised near final draft LIS and sister Cumbria Economic Review - January 2019**
- **Further round of Consultation - mid/late February 2019**
- **Final draft to government - March 2019**
- **Consultation with government (TBC) - April 2019 onwards**