



Cumbria Economic Summit

Tuesday 3 December 2024

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Welcome Remarks

Phil Laycock, Conference Host

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Morning Agenda

08:30	Arrival and Registration	
09:30	Welcome remarks	Phil Laycock Conference Host
09:35	Tomorrow's Cumbria	David Beeby Chair, Enterprising Cumbria Growth Board
09:50	Working Together to Deliver a Bigger and Better Ambition for Cumbria	Councillor Jonathan Brook Leader, Westmorland and Furness Council Councillor Mark Fryer Leader, Cumberland Council
10:10	Realising Cumbria's Economic Ambition	Ben Lucas Founding Director, Metro Dynamics
10:45	Attracting Investment into Cumbria Panel Discussion and Q&A	Pete Gladwell Group Social Impact and Investment Director, Legal & General (pre-recorded) Camille Walker National Hydrogen & CCUS Inward Investment Specialist, DBT David Beeby Chair, Enterprising Cumbria Growth Board Councillor Jonathan Brook Leader, Westmorland and Furness Council Councillor Mark Fryer Leader, Cumberland Council Alex Gardiner Director, Metro Dynamics
11.15	Refreshment Break	
11:40	Thematic Workshops	
12:40	Networking Lunch	

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Venue WIFI: “event”, Password “K3swickPH!”

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Tomorrow's Cumbria

David Beeby

Enterprising Cumbria Growth Board



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Tomorrow's Cumbria

David Beeby

Enterprising Cumbria Growth Board



Working Together to Deliver a Bigger and Better Ambition for Cumbria

Councillor Jonathan Brook
Westmorland and Furness Council



Working Together to Deliver a Bigger and Better Ambition for Cumbria

Councillor Mark Fryer

Cumberland Council



Realising Cumbria's Economic Ambition

Ben Lucas

Metro Dynamics



Realising Cumbria's Economic Ambitions

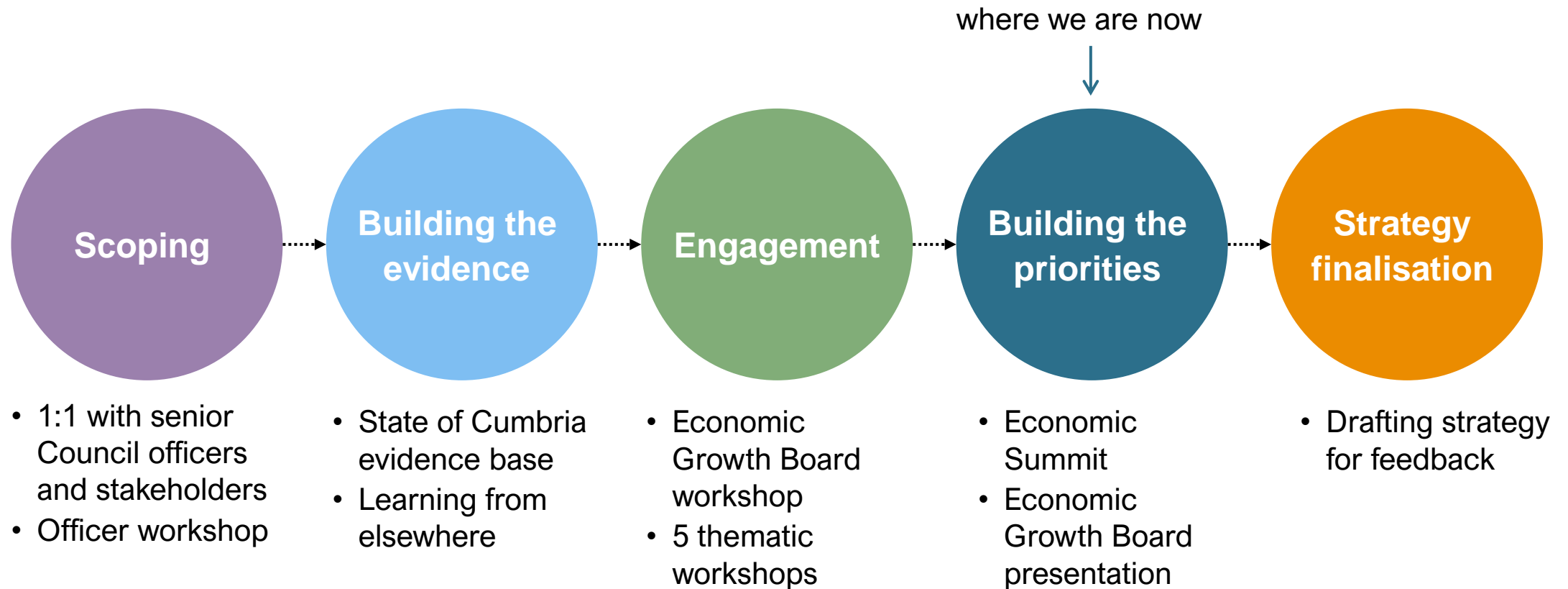
Cumbria Economic Summit



Role of the economic strategy

- Set a new economic ambition for Cumbria that **seizes opportunities to delivery inclusive and sustainable growth**
- **Be innovative** in responding to what Cumbria needs, but realistic of where we are now
- **Prioritise the opportunities which will deliver the most impact** for Cumbria's people, businesses and places
- Build on existing partnerships and collaborations and **create clear roles for public, private and VCSE sectors**
- Provide the foundations for **devolution** discussions with Government

Co-developing Cumbria's economic strategy



A snapshot of Cumbria's economy



A large and diverse county, covering 48% of the NW area (6,767km²)



Home to 500,700 residents (c.7% of NW)



High levels of employment, above the regional and national rates (82% compared to 73% NW)



59.4% (3,748 sq.km) of Cumbria falls into protected landscape designations (11.4% of England total)



Rate of economic inactivity below regional & national averages at 17% - but substantial proportion of inactivity due to ill health



A shrinking business base (declining by 4% in the past five years) and slowing number of business start ups

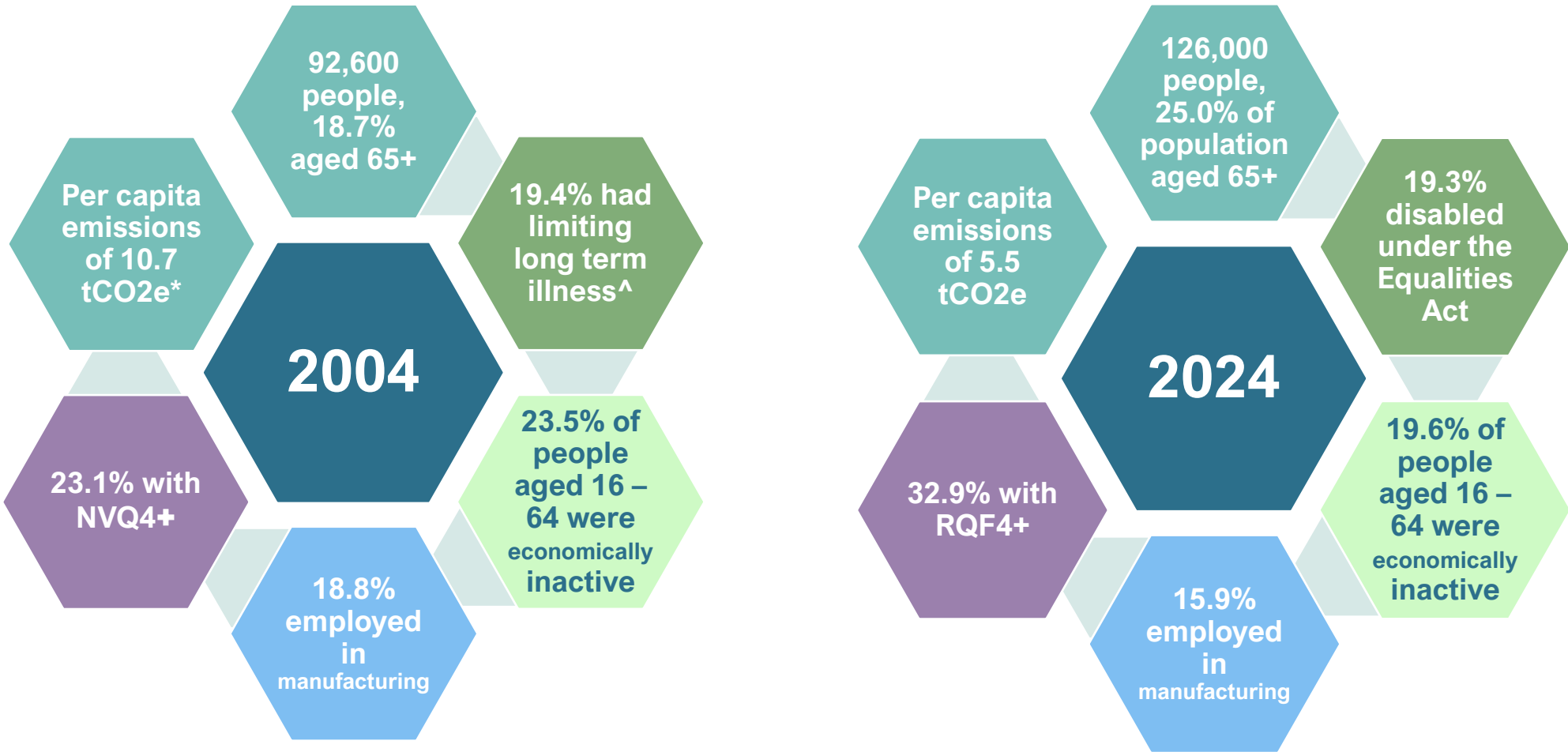


GVA growth of 102.5% between 1998 and 2022, growing at a rate of ~50% less than that of England as a whole.



42m visitors in 2023, visitor economy bringing £4.65bn to the economy

Cumbria's changing economy



* earliest data on emissions by LA is from 2005
^ disability statistics use Census data for 2001 and 2021

Cumbria's sectors and businesses



Led by a **broad manufacturing base** anchored by multinational firms



Emerging sector specialisms in **AgriTech, Software as a Service & Geospatial Economy**



A growing productivity gap with **9 out of 19 main sector groups underperforming** nationally

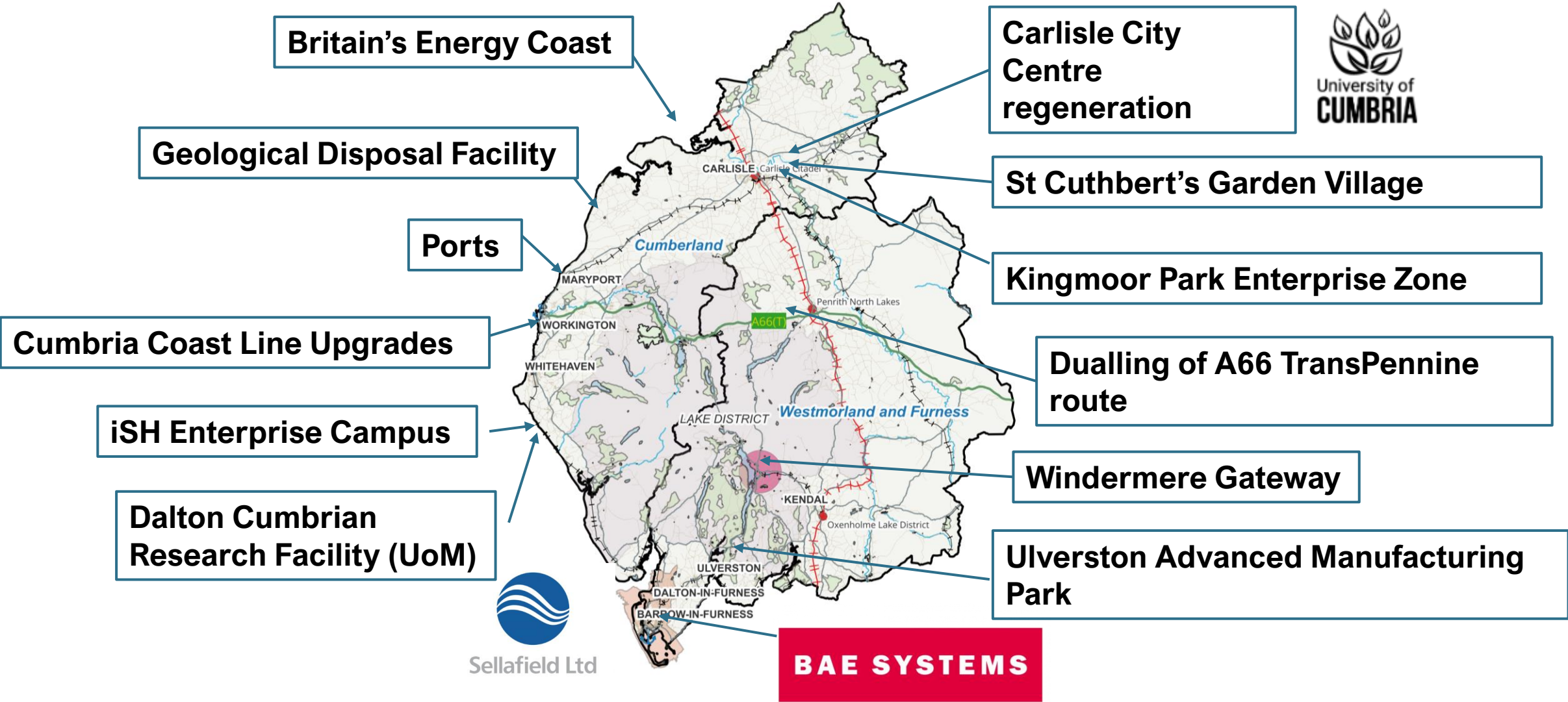


40% of businesses are **innovation active**

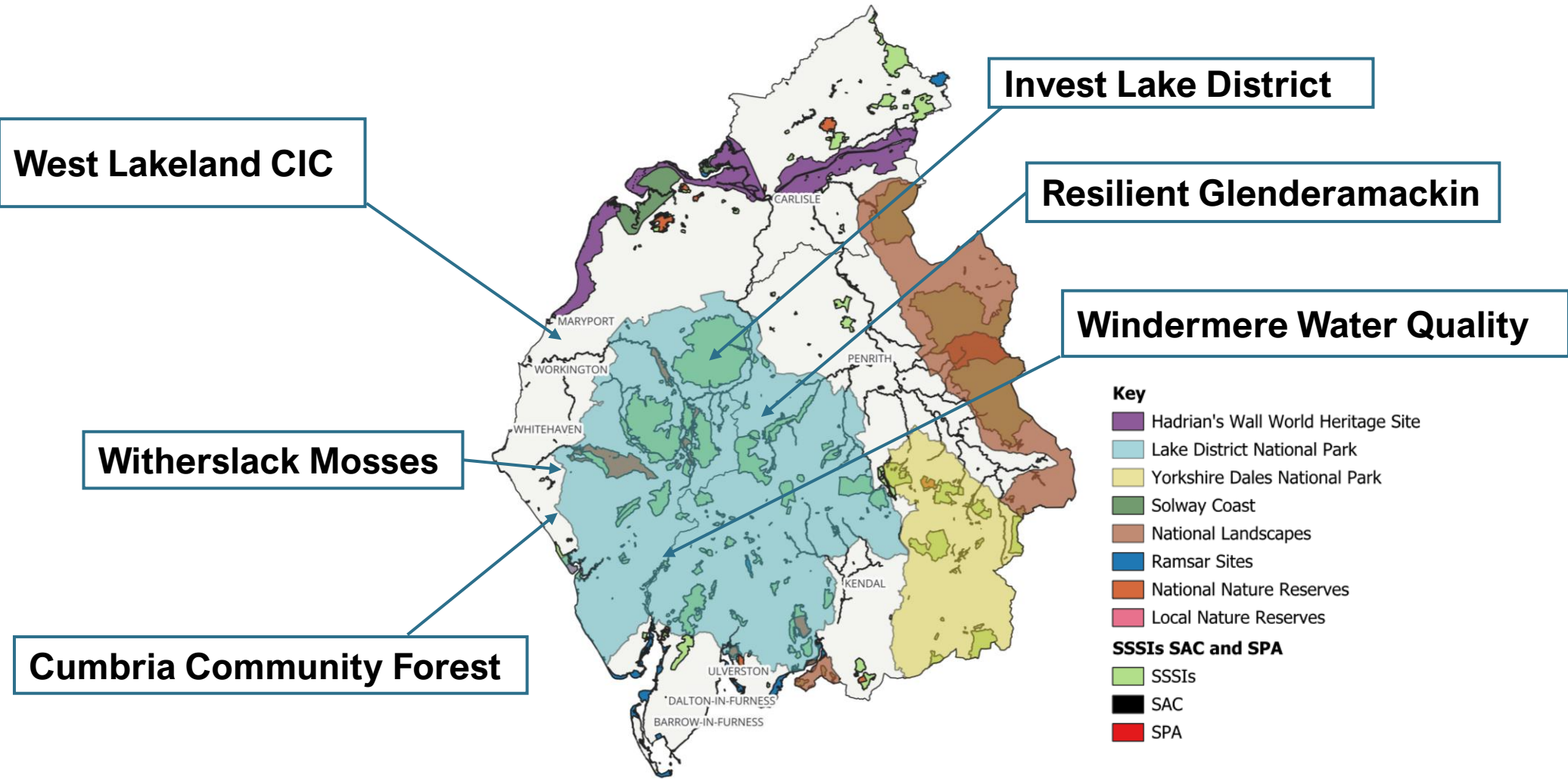


Low business dynamism with **low levels of start ups**

Strong assets and investment pipeline



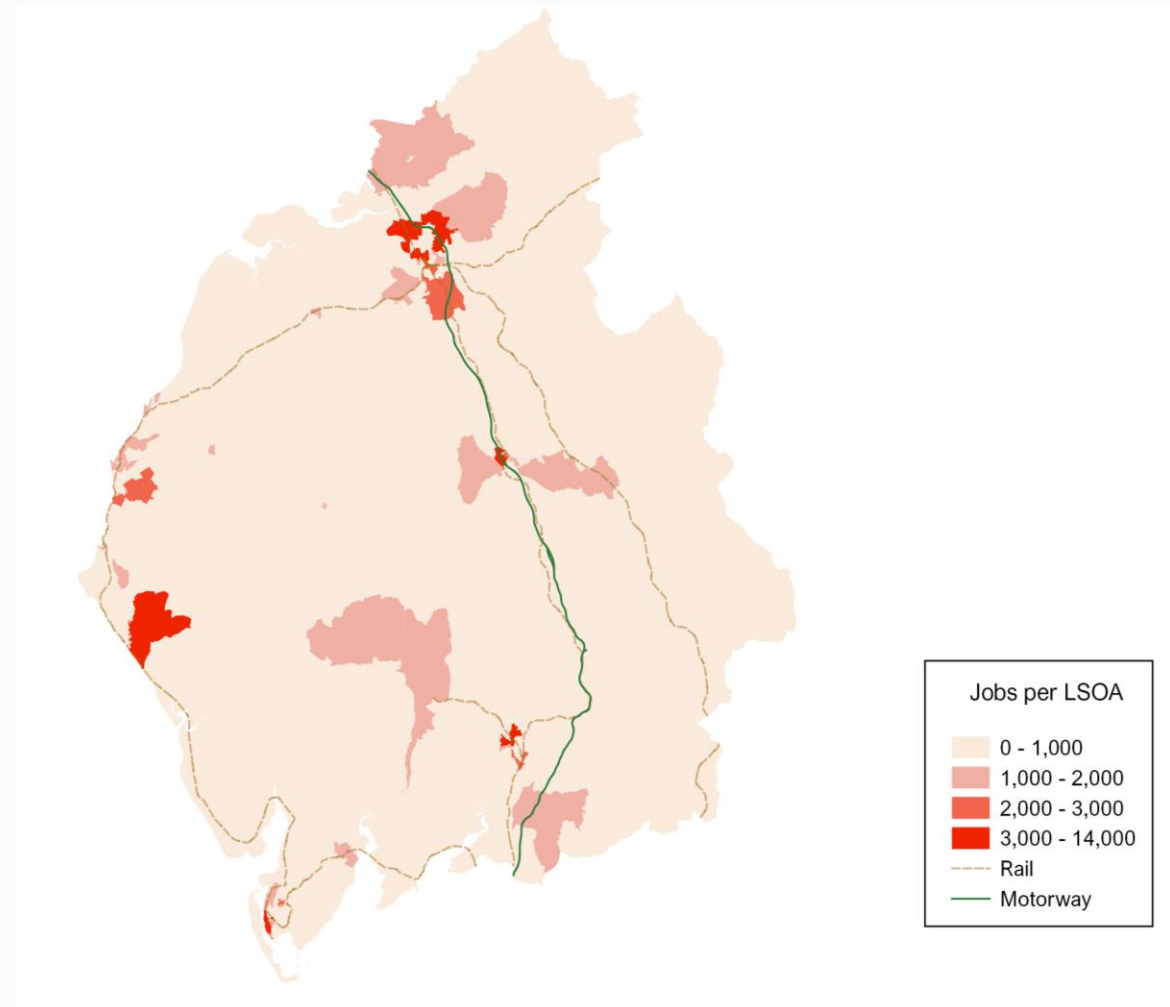
World leading natural assets



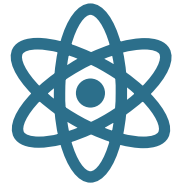
Unlocking Cumbria's potential

- **5 key employment centres:** Sellafield, Barrow, Kendal, Penrith and Carlisle
- **Tight labour market:** additional workers needed to meet employer demand
- **Transport is notable barrier:** few areas accessible by public transport for a 9am start

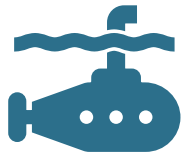
High employment areas



Delivering national priorities



**Clean energy super sub-region,
including nuclear**



National defence security



Natural Capital of the UK

Examples from elsewhere

North Carolina, USA

Strong defence, aerospace, food manufacturing, energy and tourism sectors

- Creation of “megasites”
- Food manufacturing task force
- Sector specific programmes run by top universities

Norway

Strong food processing, clean energy and shipping and tourism industries

- Promotion of increased grid capacity
- Funding for innovation and R&D in key sectors
- Cutting back on “right-to-roam” laws

Cheshire & Warrington

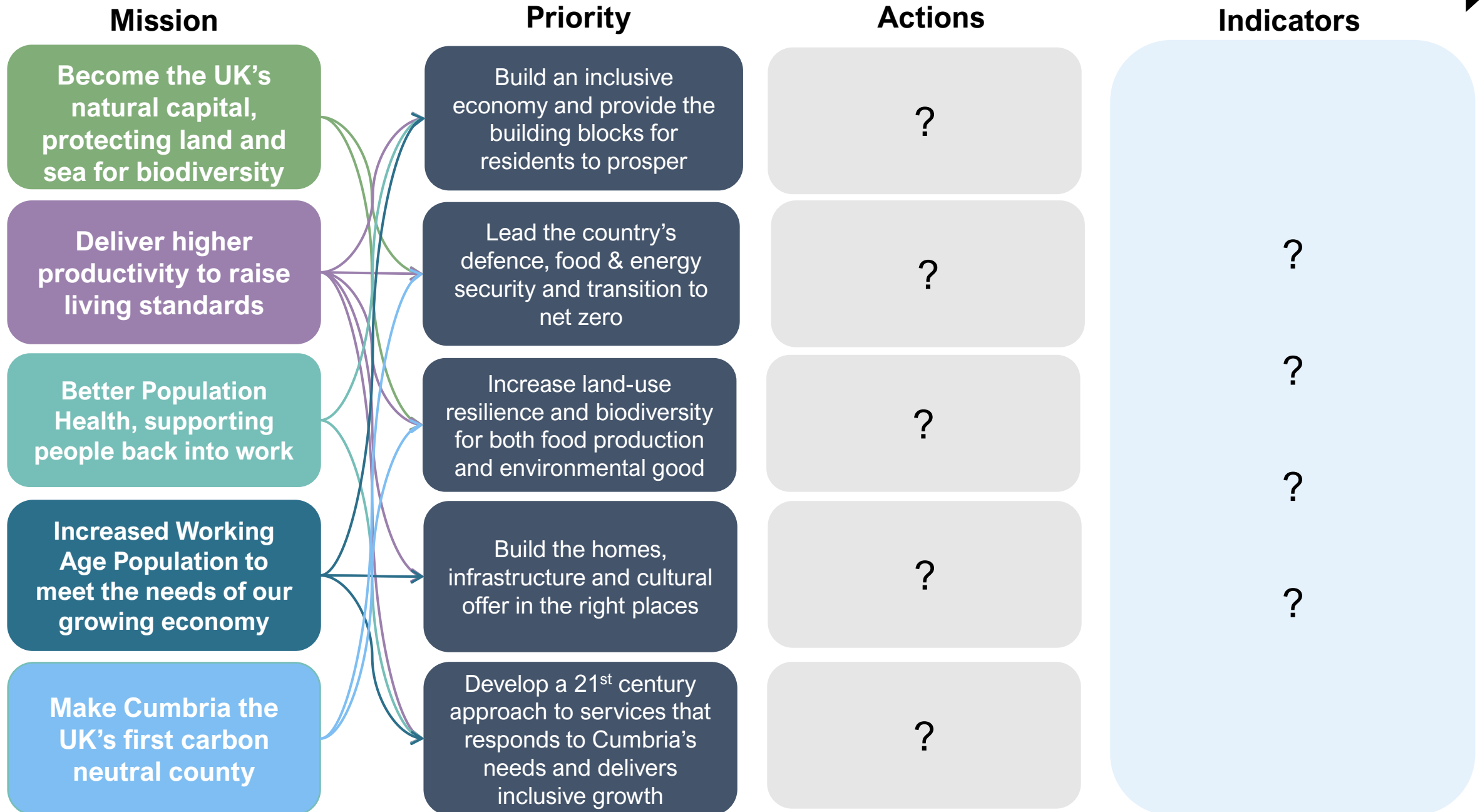
Life sciences, energy, manufacturing key industries alongside rural economy

- Part of North West cluster plan
- Science corridor development
- New sub-regional bus strategy & focus on house building

Young people's reflections on Cumbria today

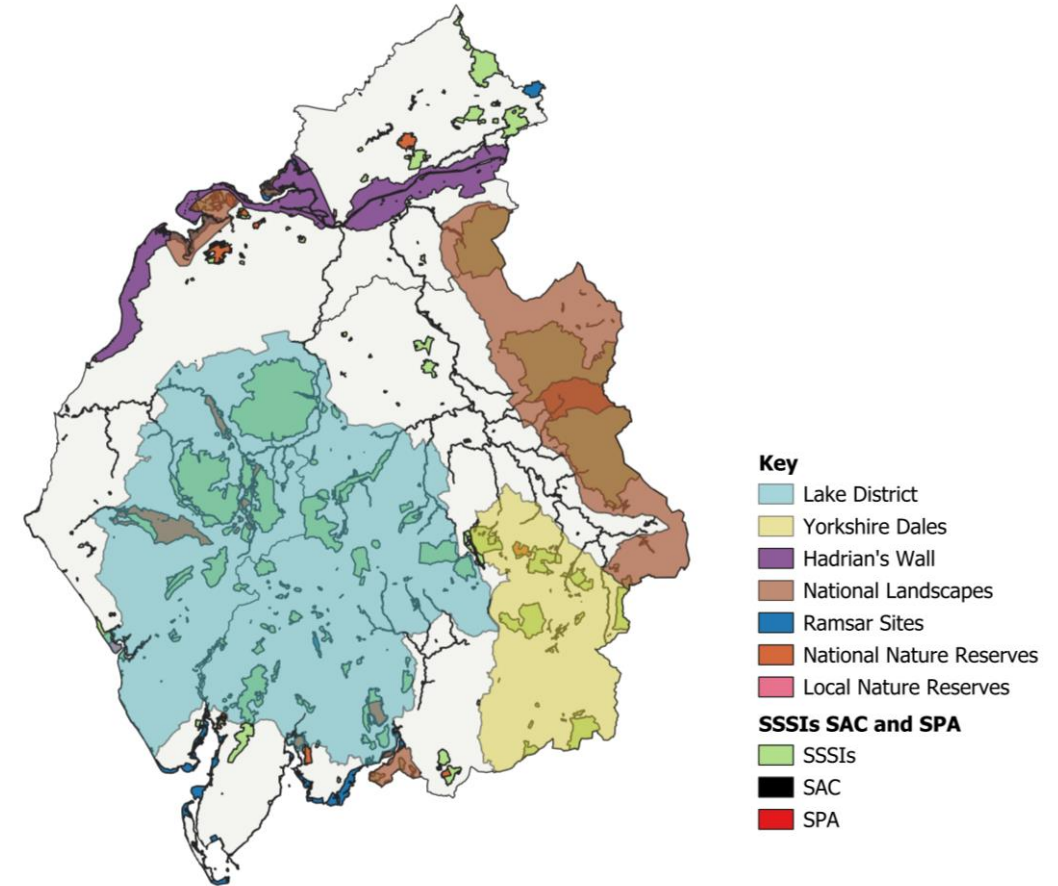


Cumbria's economic ambition to 2045 delivered through action areas across 5 priorities, each contributing to multiple missions



Become the UK's
natural capital,
protecting land
and sea for
biodiversity

Cumbria's natural assets



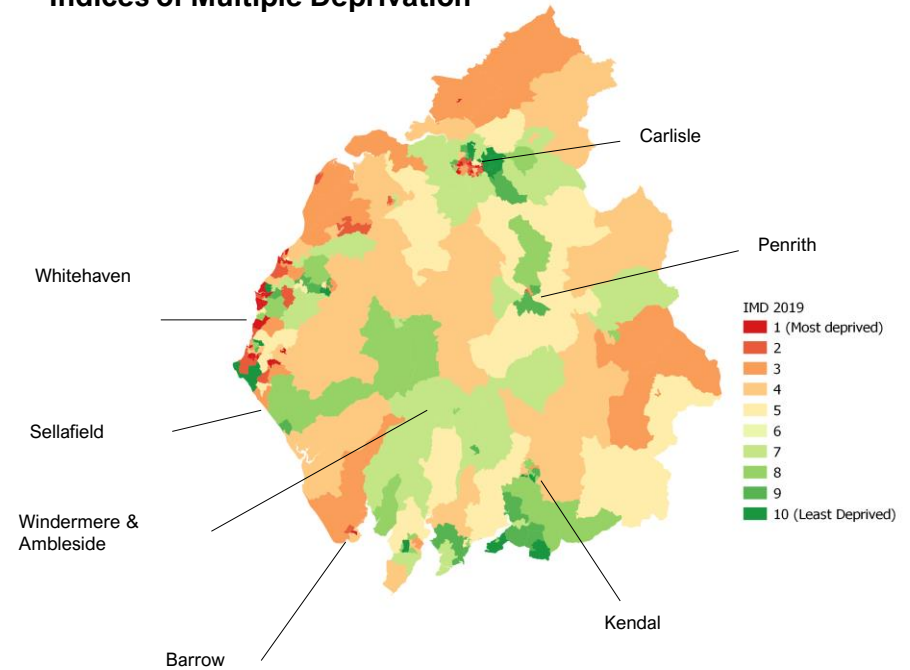
**Deliver higher
productivity
to raise living
standards**

Area	GVA per hour worked 2022	GVA per hour worked % change 2011-2022	GVA per hour worked smoothed annual trend rate 2011-2022
United Kingdom	£37.00	7.11%	0.71%
Cheshire and Warrington	£40.07	5.68%	0.50%
Cumbria	£30.35	1.93%	0.17%
Greater Manchester	£34.80	13.06%	1.00%
Hull and East Yorkshire	£34.41	21.98%	1.31%
Lancashire	£33.45	18.55%	1.52%
Leeds City Region	£32.74	8.53%	0.80%
Liverpool City Region	£32.30	0.00%	0.16%
North East	£32.71	11.05%	0.83%
Sheffield City Region	£29.49	10.58%	0.80%
Tees Valley	£31.97	11.14%	0.80%
York and North Yorkshire	£34.51	12.22%	1.46%

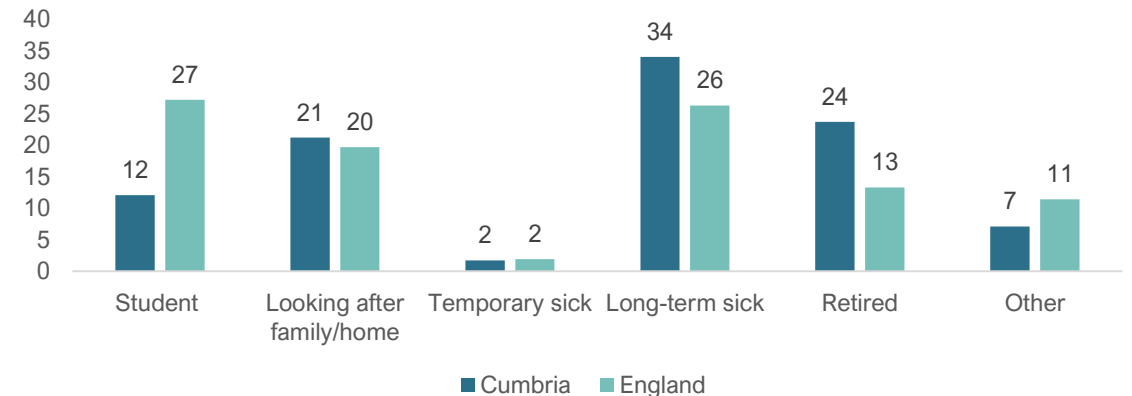
Better Population Health, supporting people back into work

Metro — Dynamics

Indices of Multiple Deprivation

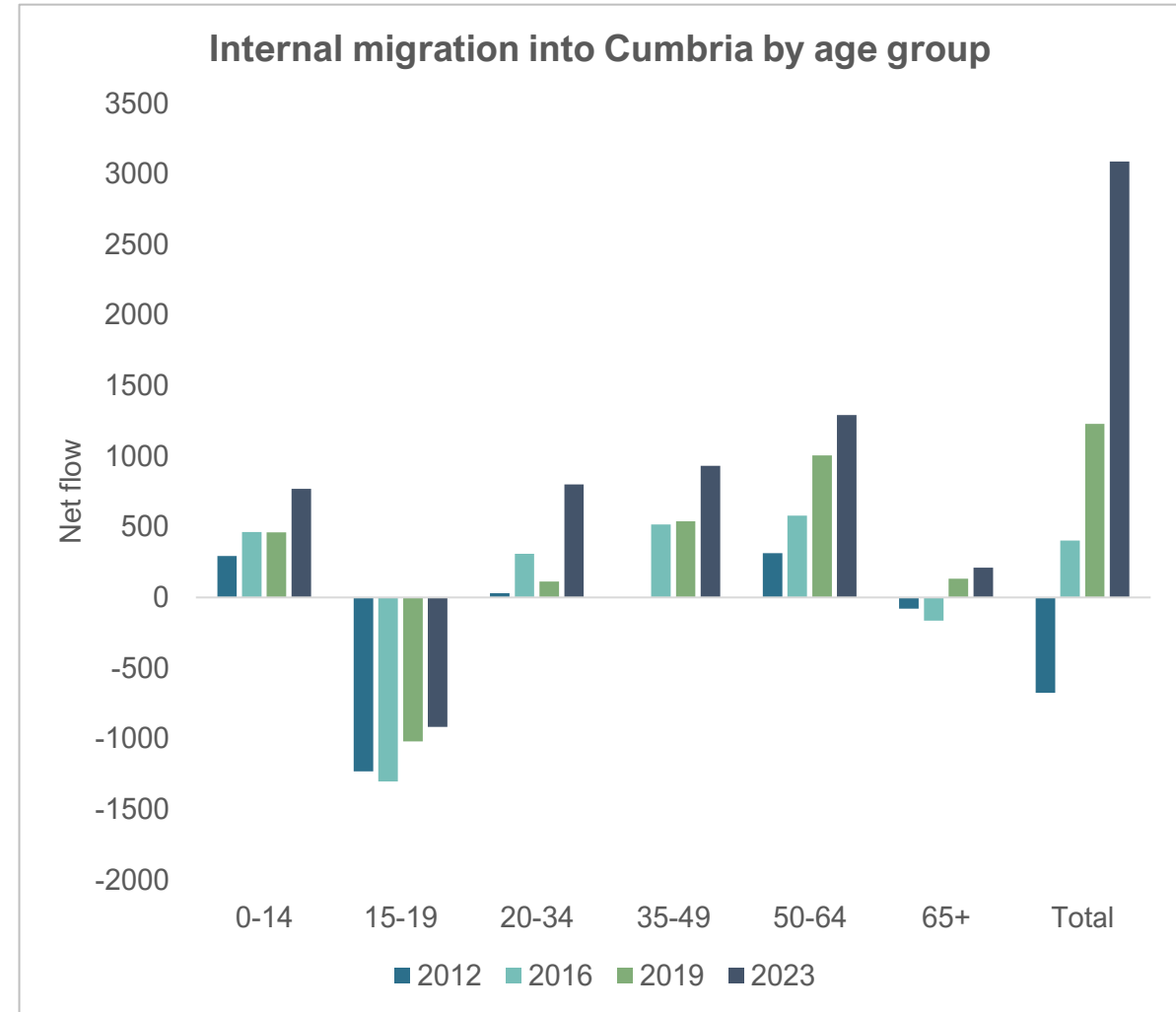


Reason for economic inactivity as a % of the total inactive



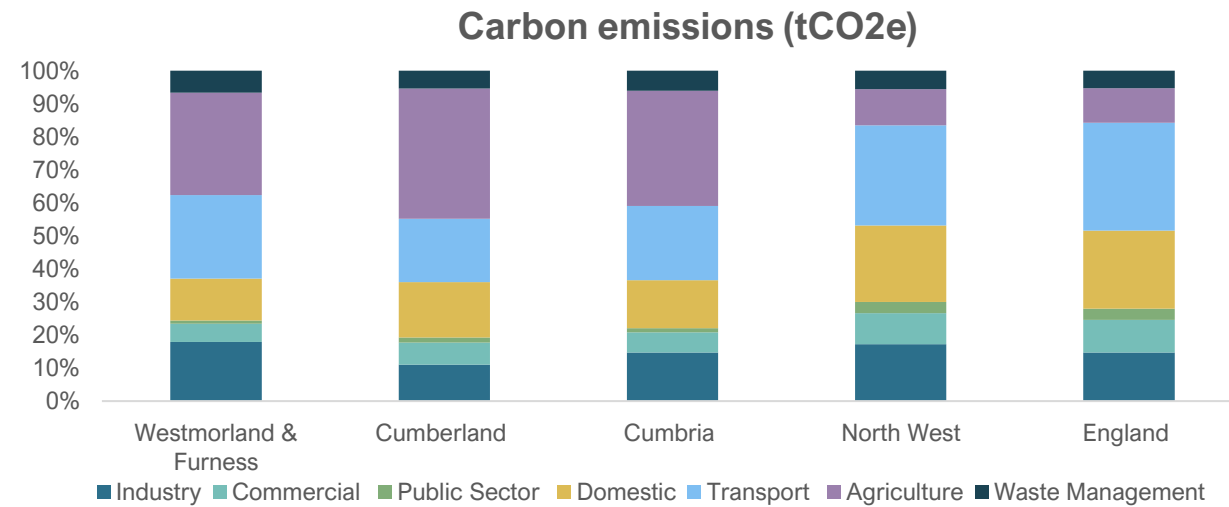
**Increased Working
Age Population to
meet the needs of
our growing
economy**

Metro — Dynamics



Make Cumbria the UK's first carbon neutral county

Metro — Dynamics



Translating categories into priorities

Inclusive &
productive economy



Build an inclusive economy and provide the building blocks for residents to prosper

National security &
resilience



Lead the country's defence, food & energy security and transition to net zero

Nature



Increase land-use resilience and biodiversity for both food production and environmental good

Placemaking



Build the homes, infrastructure and cultural offer in the right places

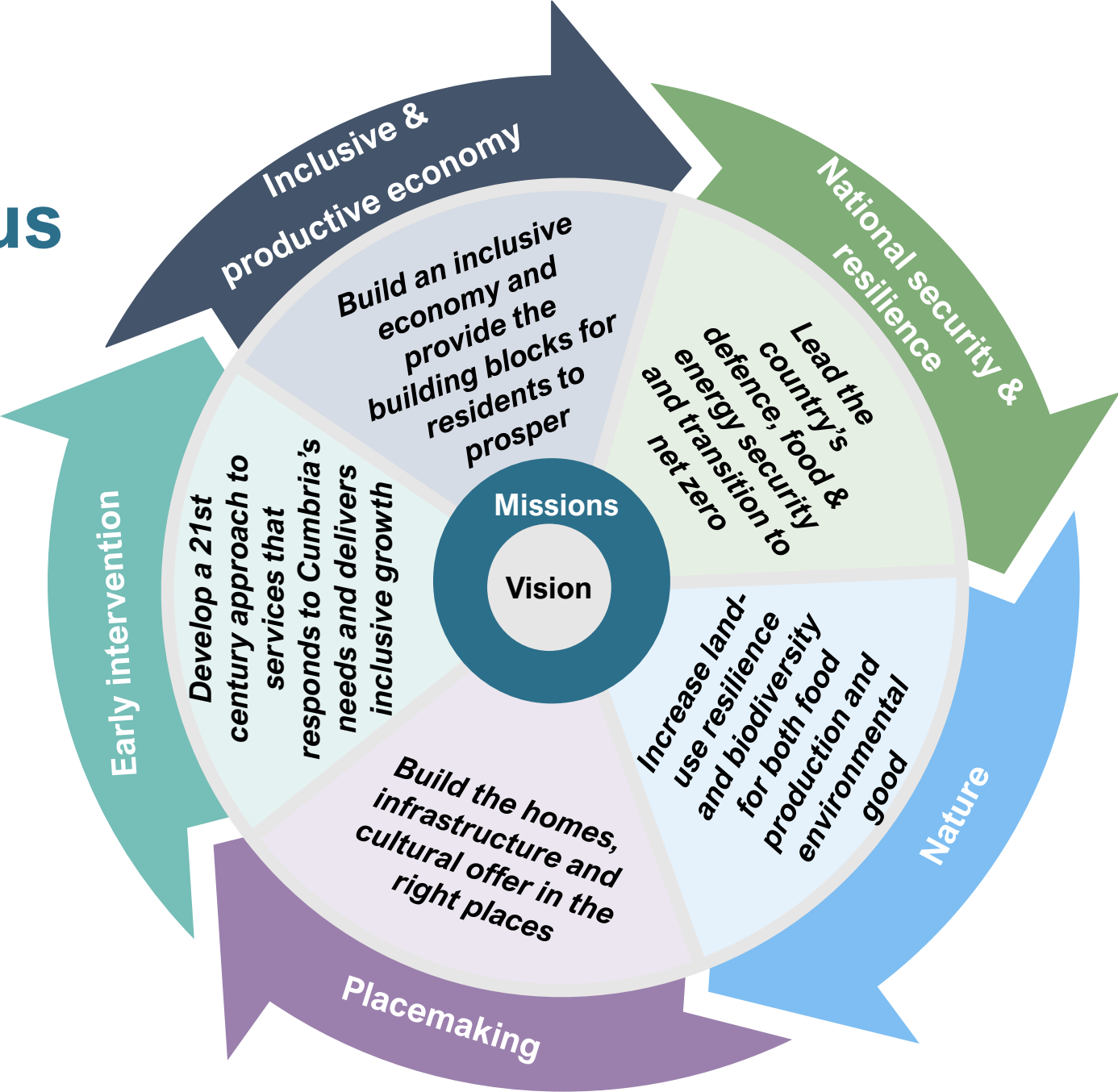
Early intervention



Develop a 21st century approach to services that responds to Cumbria's needs and delivers inclusive growth

Potential areas of focus

- Develop a bold approach towards Cumbria’s place promotion and trade
- Become a significant provider and UK centre of excellence for new nuclear fission, decommissioning, and heritage
- Build international reputation for land & nature skills
- Develop a place-based impact investing portfolio
- Put Cumbria at the vanguard of innovation in public services



Co-designing Cumbria's economic priorities

- Opportunity to help shape **two** strategy themes through workshops
- Brief **introduction to the theme** will be given by chair
- Mixture of small group discussion and plenary based around **three key questions**

- Have we got the right priority for this theme?
- What does success look like for Cumbria in 20 years' time?
- Which area of focus do you think will deliver the most impact for Cumbria?

Finalising the economic strategy

- Finalise vision, missions and priorities using feedback from engagement
- Present updated strategic framework to Cumbria Economic Growth Board
- Draft strategy for review and comment

Nov/Dec 2024

- Devolution White Paper
- Local Government Financial Settlement

Spring 2025

- Industrial Strategy white paper
- Integrated National Transport Strategy
- 10-year Infrastructure Strategy

Late Spring 2025

- Comprehensive Spending Review

Summer 2025

- Completion of Local Growth Plans

At Metro Dynamics, we **care** about places, our clients, and our colleagues.

We are an **independent** organisation, **curious** about our work, and **collaborative** in our approach. We strive to **make a difference** in all that we do.

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Attracting Investment into Cumbria

Panel Discussion and Q&A

Camille Walker DBT

David Beeby Enterprising Cumbria Growth Board

Councillor Jonathan Brook Westmorland and
Furness Council

Councillor Mark Fryer Cumberland Council

Alex Gardiner Metro Dynamics



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Refreshment Break

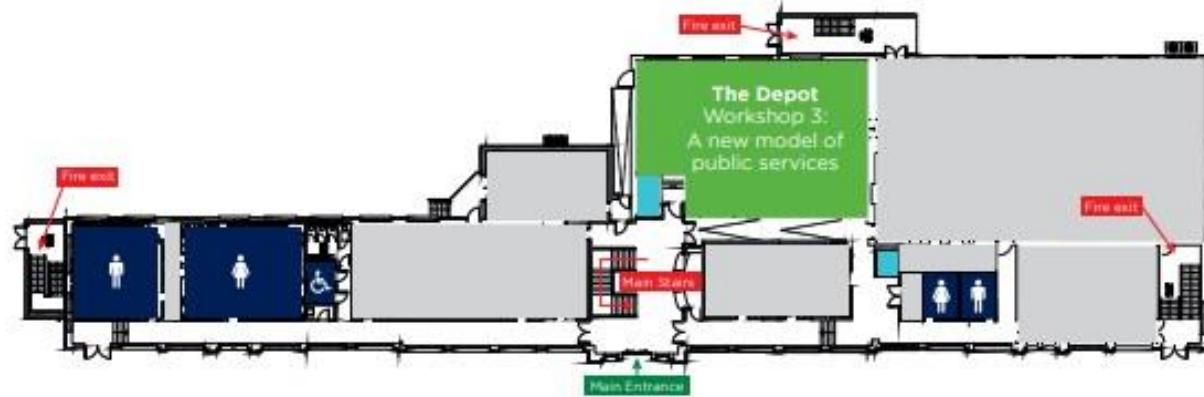
Please make your way to your first workshop for refreshments

Map Key

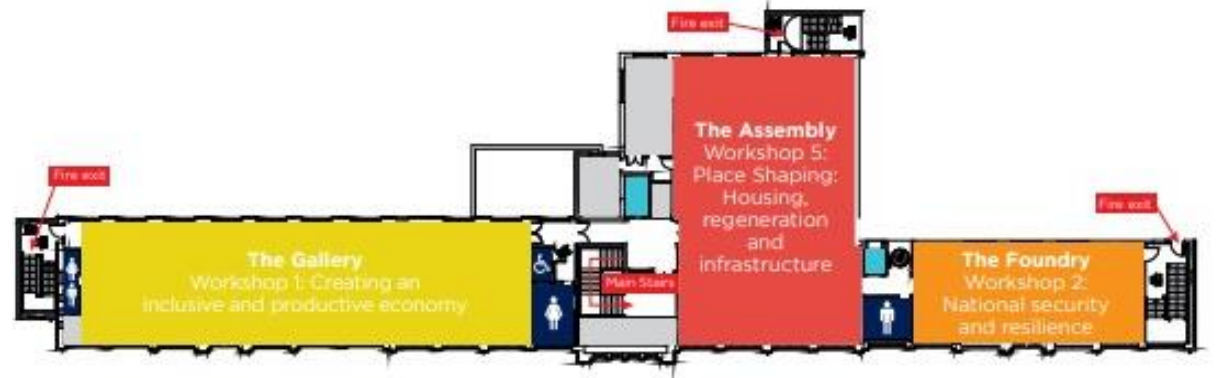
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- Elevators
- Toilets
- Not in use

Finding Your Way

GROUND FLOOR



FIRST FLOOR



SECOND FLOOR





Cumbria Economic Summit

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Welcome Back

Phil Laycock, Conference Host

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Afternoon Agenda

13:30	Welcome Back	Phil Laycock Conference Host
13:35	Morning Summary	Isobel Brown Programme Director, Enterprising Cumbria
13:40	Business Focus	Mark Cropper Chair, Kendal Futures James Harrison Shadow Board Chair, Britain's Energy Coast Business Cluster Mark Goldstone Policy Manager - UK Competitiveness, CBI
14:10	What Can Devolution Bring to Cumbria? Panel Discussion and Q&A	David Levene Director, The NP11 Andrew Seekings Chief Executive, Cumberland Council Sam Plum Chief Executive, Westmorland and Furness Council
14:40	Refreshment Break	
15:00	Thematic Workshops	
16:15	Final remarks and summary	Sam Plum Chief Executive, Westmorland and Furness Council
16.30	Close	



Morning Summary

Isobel Brown, Enterprising Cumbria

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Business Focus

Mark Cropper
Kendal Futures

HOW DO YOU MAKE A PLACE BETTER?

Mark Cropper

Chair

Kendal Futures



KENDAL

KENDAL FUTURES

- Private/public sector partnership & CIC
- Private sector Chair
- Voluntary board members
 - W&F, Kendal Town Council
 - Kendal College
 - Expertise, knowledge and enthusiasm
- Part time General Manager and Vision Manager
- Funded by W&F and Kendal Town Council
- Kendal Vision published March 2020
- Local community engagement events & Action Groups

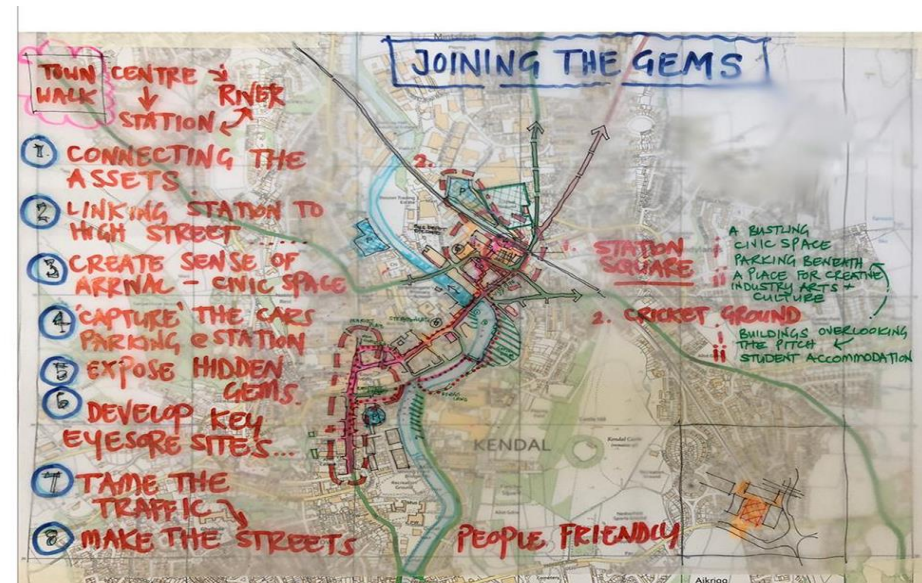


JAMES CROPPER

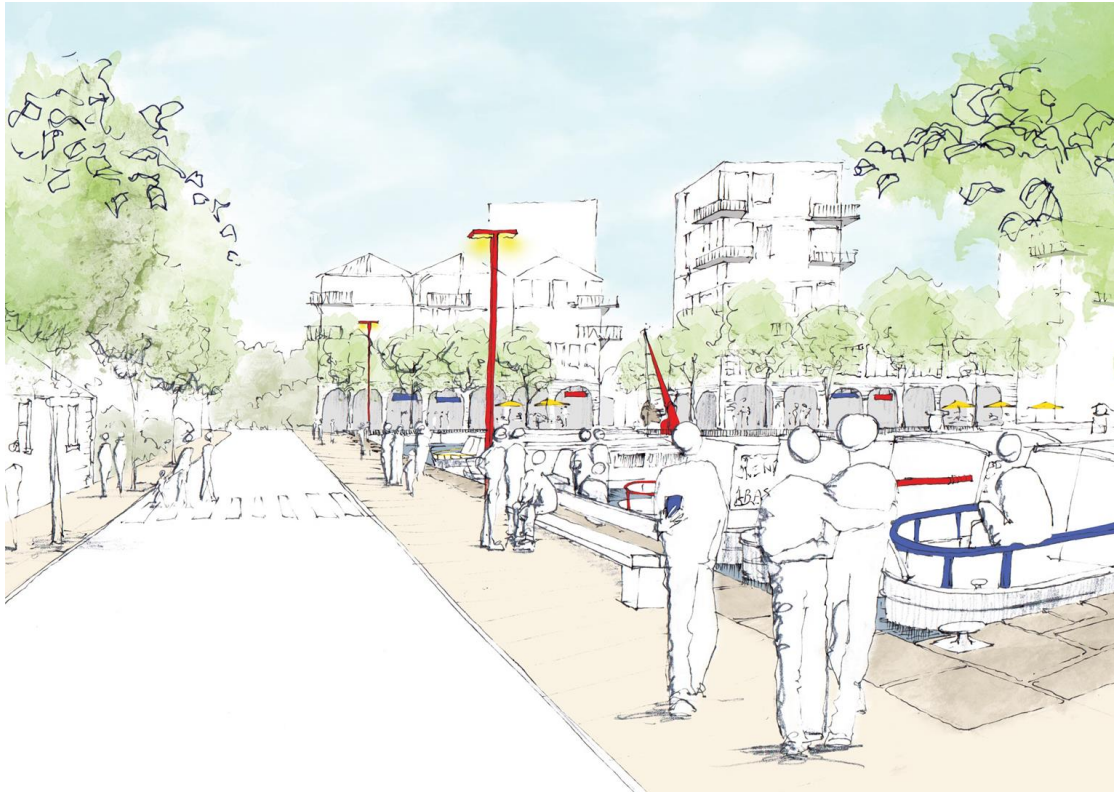


KENDAL VISION PROCESS 2019-2020

VISION FUNDERS



KENDAL VISION



OPPORTUNITY AREAS THE RAILWAY STATION & SURROUNDING AREA

A plan proposing the direction and level of change in the area around the railway station. The area is central to the town but is characterised by the bus depot, warehouses and small scale light industrial buildings.

The vision is to dramatically intensify development to stimulate the local economy, provide much needed student accommodation and new homes, and still support emerging business and innovation around a new station gateway to Kendal for those arriving by train.

Existing



- ① Linking Beeson Road with Market Road, by providing a level crossing over the railway to connect the north of the town with the centre
 - ② Creating a parking hub adjacent to the station for visitors and commuters
 - ③ Flats and maisonettes overlooking the cricket ground
 - ④ Small retail, innovation and business, and cafe units with residential above
 - ⑤ Riverside apartments connected from the existing riverside 'Homespace' building
 - ⑥ Student accommodation partner adjacent to the entrance for Kendal College
 - ⑦ A new forecourt with electric bike rental station and pedestrian friendly links to William Street and the town centre
 - ⑧ Innovation centre, seedbed business units and break-out spaces (developed with Kendal College)
 - ⑨ A landmark building for business, marking the town entrance by rail
- Masterplan area
 - Existing buildings that could be repurposed, adapted or removed
 - Existing buildings retained
 - Proposed buildings
 - Upgraded public realm
 - New public square

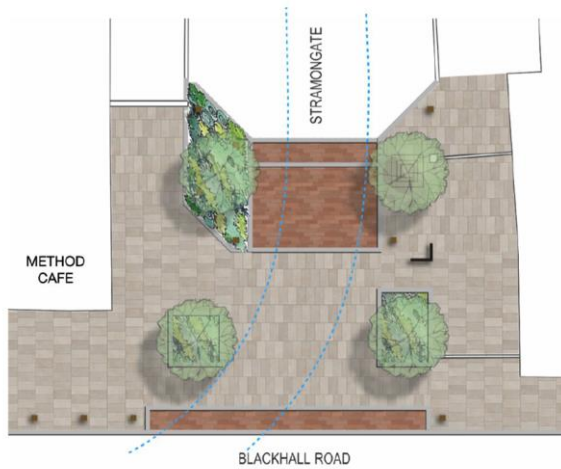


PARTNERSHIP WORKING



STRAMONGATE IMPROVEMENT SCHEME

PROPOSALS



1. Yorkstone paving

(Scoutmoor Sandstone)



2. Granite Kerbs

(Oberon Silver-grey)



3. Sandstone Setts

(Alston Quarry, Cumbria)



LEVELLING UP FUND



BETTER BALANCED STREETS



BETTER BALANCED STREETS



SPATIAL MASTER PLANNING



CULTURE CHANGE



Youth Focus

James Harrison

Britain's Energy Coast Business Cluster





BECBC

Britain's Energy Coast Business Cluster

WHERE ENERGY MEETS BUSINESS

Youth Voice in Cumbria



Main Takeaways

- **Cumbria's natural beauty is valued but not enough on its own**; young people want better services, community cohesion, and transport.
- **Housing is affordable** in some areas and not a barrier.
- **Career opportunities need diversification** beyond traditional industries: - hospitality, robotics, AI in medicine, sustainability.
- **Entrepreneurship spaces** should be developed in affordable areas.
- **Cumbria's 'comfortable' identity** is sometimes unwelcoming.
- **Lack of collaboration** within the county creates challenges for progress.

Cumbria Today

Strengths:

- Natural beauty provides mental health benefits
- Affordable housing in several areas (e.g Barrow.)



BECBC
Britain's Energy Coast Business Cluster

Cumbria Today

Challenges:

- **Attract** younger skilled workers to rejuvenate the population.
- **Expand** career opportunities across diverse industries.
- **Strengthen** infrastructure to improve connectivity with rest of the country.
- **Diversify** the economy to reduce reliance on nuclear and tourism sectors.
- **Rebrand** the area to showcase cultural vibrancy and modern appeal.
- **Enhance** transport links to better integrate rural communities.
- **Promote** hospitality as a viable and rewarding long-term career.
- **Foster** inclusive community-building and collaboration.
- **Showcase** area's strong moral compass and work-life balance.
- **Create** vibrant opportunities for professional and social engagement.

Vision for Cumbria 2050

Make Cumbria a top destination to live and work.

Improve connectivity; diversify economy with energy initiatives.

Enhance cultural offerings with events and arts.

Develop careers in digital, entrepreneurship, and apprenticeships.

Create vibrant community hubs (e.g Fraser House).

Rebrand Cumbria to attract younger generations.

Promote inclusivity and progressive values.

Revitalise urban centres like Barrow and Carlisle.

Align home-working trends with community-building efforts.

Lead in nuclear, SMRs, and renewable energy.

Invest in green jobs and sustainable infrastructure.



BECBC
Britain's Energy Coast Business Cluster

How Do We Get There?

- Promote** flexible working and satellite offices.
- Protect** local housing affordability for residents.
- Upgrade** education and transport infrastructure.
- Diversify** the economy to attract new investment.
- Enhance** cultural engagement to make Cumbria more livable.
- Lead** in sustainability with green initiatives.
- Invest** in community-beneficial, inclusive industries.
- Showcase** Cumbria's strengths through effective branding.
- Drive** innovation with green jobs and renewable energy investment.



BECBC
Britain's Energy Coast Business Cluster

Conclusion

Cumbria's youth envision a dynamic, inclusive, and innovative future.

Collaboration, community-building, and investment are key to achieving this vision by 2050.

How can you help?

- **Stay engaged in future discussions and initiatives.**
- **Promote youth voices.**



BECBC
Britain's Energy Coast Business Cluster

Business Focus

Mark Goldstone

Confederation of British Industry



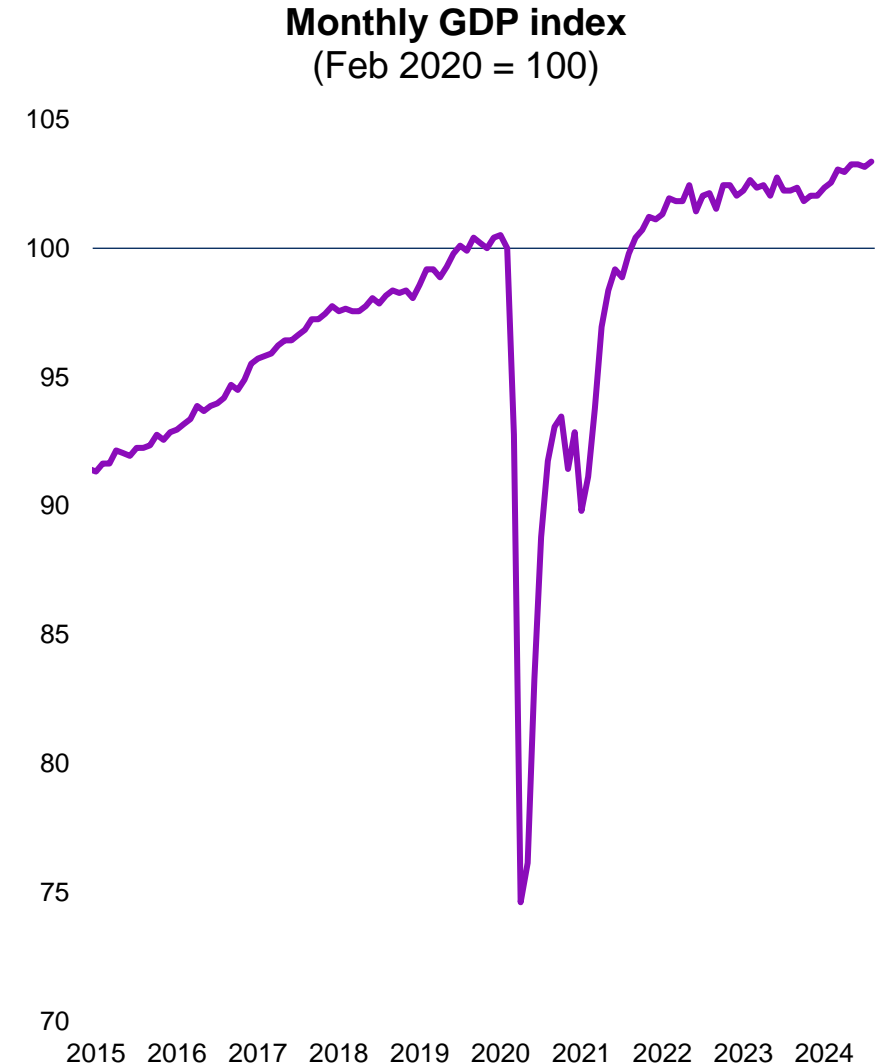
UK Economy

Q4 2024

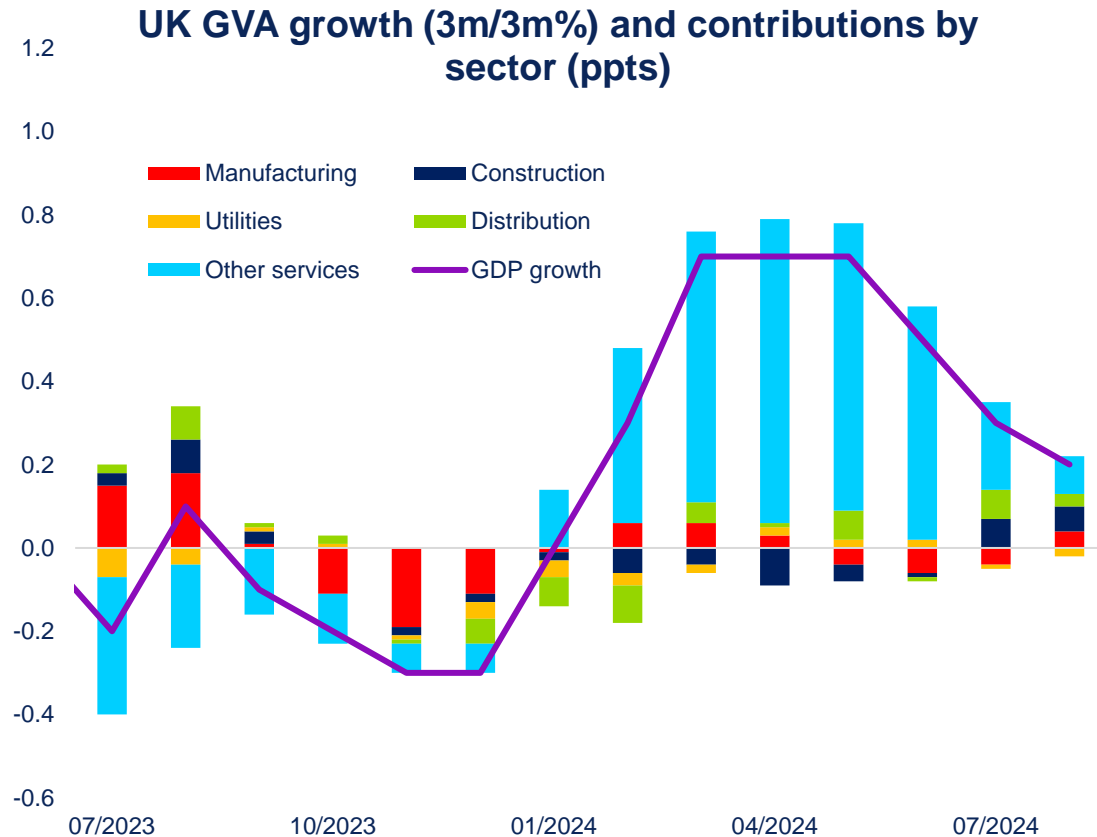


UK economic outlook: a gradual recovery is under way

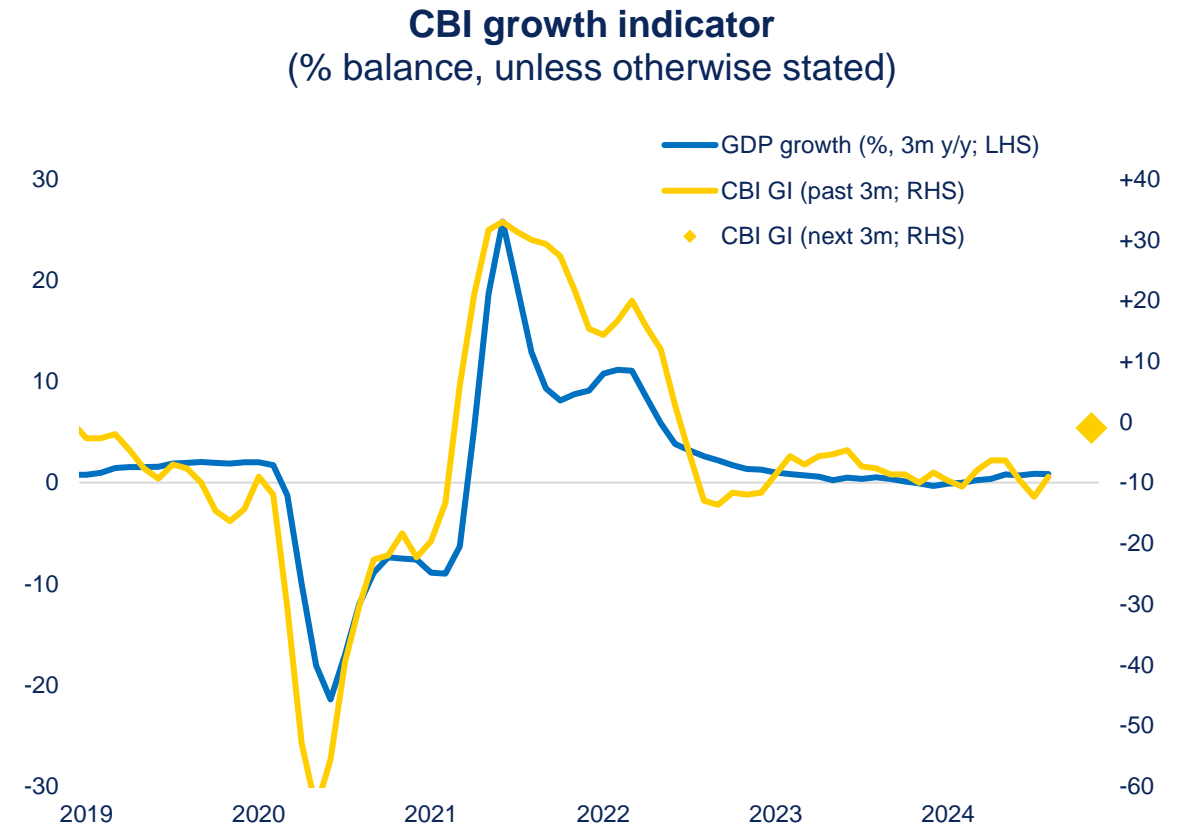
- The UK economy began to recover in 2024, with GDP growing at an above-trend rate over the first half of this year. But growth eased down a gear in Q3.
- We expect that economic activity will regain momentum over 2025 as real incomes continue to recover and interest rates fall further.
- But the composition of growth will shift following the Budget, as higher government spending is offset by weaker growth in real household incomes and business investment
- Households also appear to be keeping a tight rein on spending, with higher disposable incomes being funnelled into higher savings.
- Demand for labour has eased, though skills shortages remain a concern for many businesses.
- Vacancies continue to decline and are now close to pre-pandemic levels.
- However weaker labour demand is counter-balanced by high rates of inactivity, with the result that unemployment is expected to remain low, at just over 4%.
- Investment decisions paused
 - Cost of borrowing coming down, but....
 - Uncertainty over demand also falling



But growth slowed sharply over the summer as a rebound in parts of the services sector faded, surveys point to a soft start to Q4



Sources: ONS; Macrobond; CBI.



Sources: ONS; Macrobond; CBI.

Budget reactions

- Businesses bore the brunt of tax increases in the Budget, with changes to National Insurance alongside a hike in minimum wages set to push up labour costs.
- The increase in employer NICs will push up business costs across all sectors of the economy. The scale of the increase was unexpected, and companies will be working through the implications for their own budgets.
- CBI post-Budget survey suggested
 - 54% of firms will seek to pass on costs to customers, but others will be forced to absorb the costs, hitting plans for pay, hiring and investment.
 - 62% of respondents planned to pull back on hiring and 48% expected to reduce current headcount due to higher employer NICs.
 - 46% expect to delay or temporarily reduce pay rises due to the measures. Training budgets may also be cut.
 - 52% firms expected to reduce investment plans
 - 5% looking to increase capital spending

Focus on growth

- Chancellor has stated the budget would be a one-off event to get public finances under control.
- Businesses want to understand government's proposals to get the economy growing
 - Industrial Strategy
 - Devolution
 - Net-Zero transition
 - Public – Private Partnerships
 - Industrial Decarbonisation Strategy
 - 10-year plan for infrastructure
 - Planning reform
 - Grid connectivity challenges – role of National Energy Systems Operator
 - Skills England



Mark Goldstone
Head of UK Competitiveness, CBI

E: ^Xmark.goldstone@cbi.org.uk
@CBI_Tweets

What Can Devolution Bring to Cumbria?

Panel Discussion and Q&A

David Levene The NP11

Andrew Seekings Cumberland Council

Sam Plum Westmorland and Furness Council



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Refreshment Break

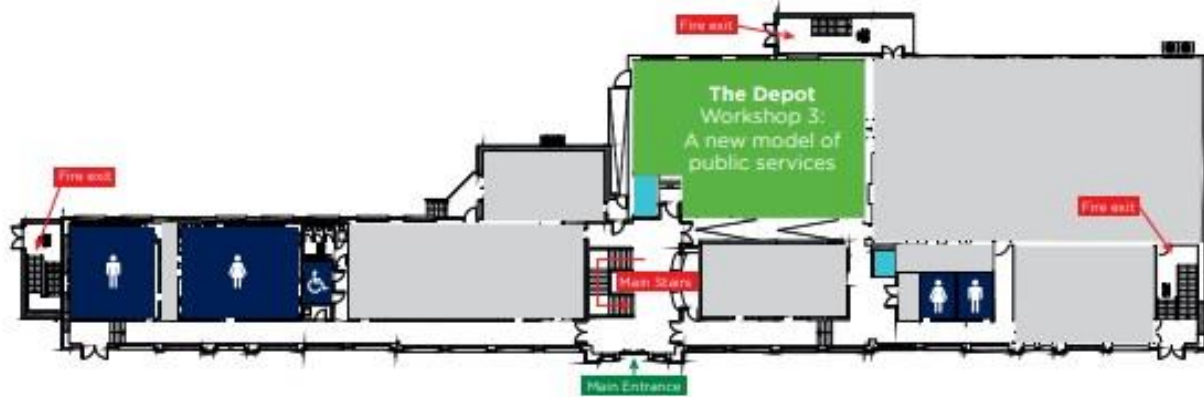
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Map Key

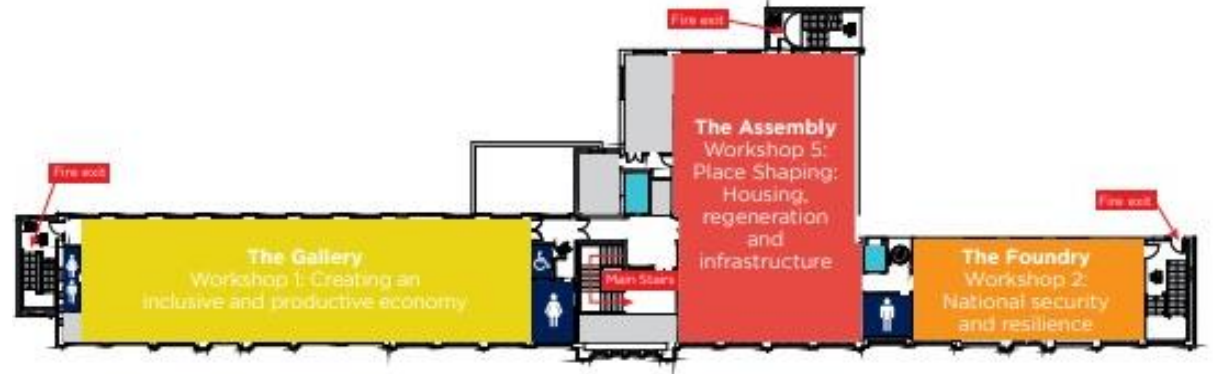
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Finding Your Way

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Final Remarks and Summary

Sam Plum, Westmorland and Furness Council

Please give us your feedback

We'd really appreciate your feedback on today's event. Look out for our quick survey on Slido later today and please share your thoughts with us.

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Tuesday 20 May 2025 - Thursday 22 May 2025

Royal Armouries Leeds





Cumbria Economic Summit

Thank you