Westmorland & Furness

Economy Evidence Base
July 2022

prepared by

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Cumbria Intelligence Observatory

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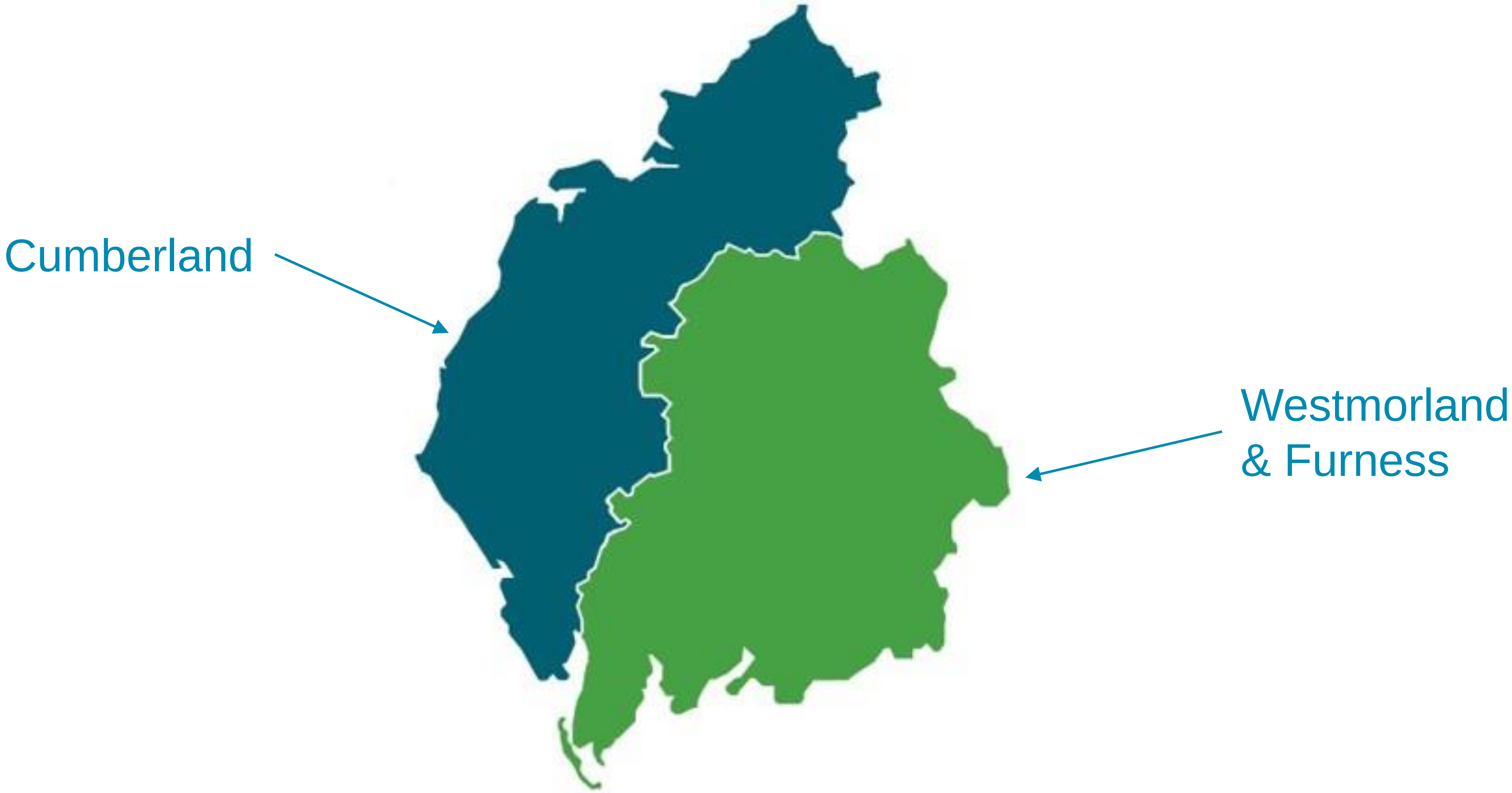
Westmorland & Furness



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Contents

1. Overview

- Westmorland & Furness' geography is a key driver of its economic structure and performance.
- The £5.7 billion economy has particular strengths in:
  - agriculture/land-based industries and tourism on the one hand and in
  - Manufacturing (nuclear submarines and related technologies) on the other.
- 11,815 registered enterprises provide 114,000 jobs and generate £5.7bn in gross value added
- There are wide variations across the county in economic success and performance, in large part because of the location and concentration of different industrial sectors.
- At a local level some areas have a high degree of dependence on some sectors and businesses. This is especially true in Barrow where BAE Systems is the dominant employer.
- Relative productivity performance is poor to middle ranking in a UK context overall but varies within the area (being above the UK in Barrow and below in other areas).
- Much of the relative productivity difference is caused by the industrial structure, but there is evidence of below national productivity rates in some sectors, especially in private sector services and digital/creative.
- Westmorland & Furness performs better on other economic measures such as employment rate and household incomes in more rural parts of the area but these are set alongside areas where there are pockets of severe deprivation, worklessness and poor health mostly concentrated in neighbourhoods in Barrow.
- There are also contrasting issues of affordable housing supply in some areas and poor quality housing in others, both of which contribute to labour supply issues.

2. Key challenges & opportunities

Challenges

- Patchy and underperforming levels of productivity in some parts of the area with significant productivity gaps on all measures caused by the sectoral mix and often lower than average rates of productivity within sectors.
- Declining working age population which is predicted to continue and is counter to national trends presenting a major labour supply challenge.
- Thin pool of higher level skills spread across a large geographical area.
- Very tight labour market exacerbated by the pandemic.
- An innovation 'gap' and weak ecosystem
- Low rate of business start-ups and enterprise.
- Few faster growing firms in both absolute and relative terms.
- Serious cold spots of worklessness and deprivation set alongside areas of affluence and almost full employment.
- Over-dependence on one or two sectors, and in some instances one major employer eg BAE Systems.
- Accessibility varies; while the east of the area benefits from the M6 and West Coast Mainline, east-west connectivity faces significant reliability and resilience challenges.
- Lack of affordable and available housing in some areas and poor quality housing in others.
- Dispersed settlements and relatively low population density in some areas creates viability challenges for public transport and its ability to link communities with employment opportunities and services.

Opportunities

- Particular sectoral strengths in advanced manufacturing, shipbuilding, agriculture/ land based industries and tourism.
- East and south enjoys a strategic location in the centre of northern Britain, well serviced by north-south road (M6) and rail links and east road links (A66/A69).
- Accessible location to major cities of Glasgow, Edinburgh, Newcastle, Leeds, Manchester and Liverpool (although connectivity across to the west of the area is challenging).
- Outstanding natural environment landscape providing key current and future resources for the UK in recreation, green energy and food production.
- Environment which offers an outstanding quality of life.
- Strong performing vocational education and training sector with expanding HE options.
- Strong and resilient communities.

3. Businesses, productivity & employment

- Westmorland & Furness has 11,815 registered enterprises which employ 114,000 and generate £5,706m in gross value added.
- The majority of businesses are small with 90% of registered enterprises employing fewer than 10 people (plus many more micro businesses that are unregistered).
- There is an over reliance on a small number of major businesses/organisation – 10 of which employ a fifth of employees in the area.
- Major employers include BAE Systems, James fisher, Centre Parcs, Lakeland Ltd, Westmorland Ltd, James Cropper, Bells of Lazonby, national retailers, local government and the NHS.
- The business 'birth' rate is only 68% of UK average and is particularly low in Barrow
- There were more business 'deaths' than 'births' in 2020.
- Business 3-year survival is above the UK (64% v 53%) and especially high in Eden and South Lakeland.
- Productivity is mixed – above the national average in Barrow but well below in Eden and South Lakeland.
- The area derives proportionately more of its GVA from manufacturing, accommodation & food services and agriculture than the national average and proportionately less from high value sectors such as finance, professional services and IT & communications.
- Economic output has been increasing gradually since 2016, driven mostly by strong performance in production sectors which has offset declining output in construction and in the service sectors.
- Data for the first year of the pandemic shows that total jobs fell less than economic output because the furlough scheme protected jobs that were not productive during lockdowns. As a result, although GVA fell by 11.8% (UK -9.4%), total employment fell by 5.2% (-2.9% nationally). The impact was unevenly distributed with South Lakeland and Eden experiencing significant losses due to the nature of the economy in those areas but Barrow showing more stability due to the strong production sector in the area.

3.1 Key sectors – district level

Barrow			
Employment		**Economic output**	
Sector	**No**	**Sector**	**£m**
Manufacturing	9,000	Manufacturing	£797m
Retail & wholesale	5,000	Health	£161m
Health	4,500	Retail & wholesale	£139m
Accommodation & food	1,750	Real estate	£139m
Professional services	1,250	Transport & storage	£107m

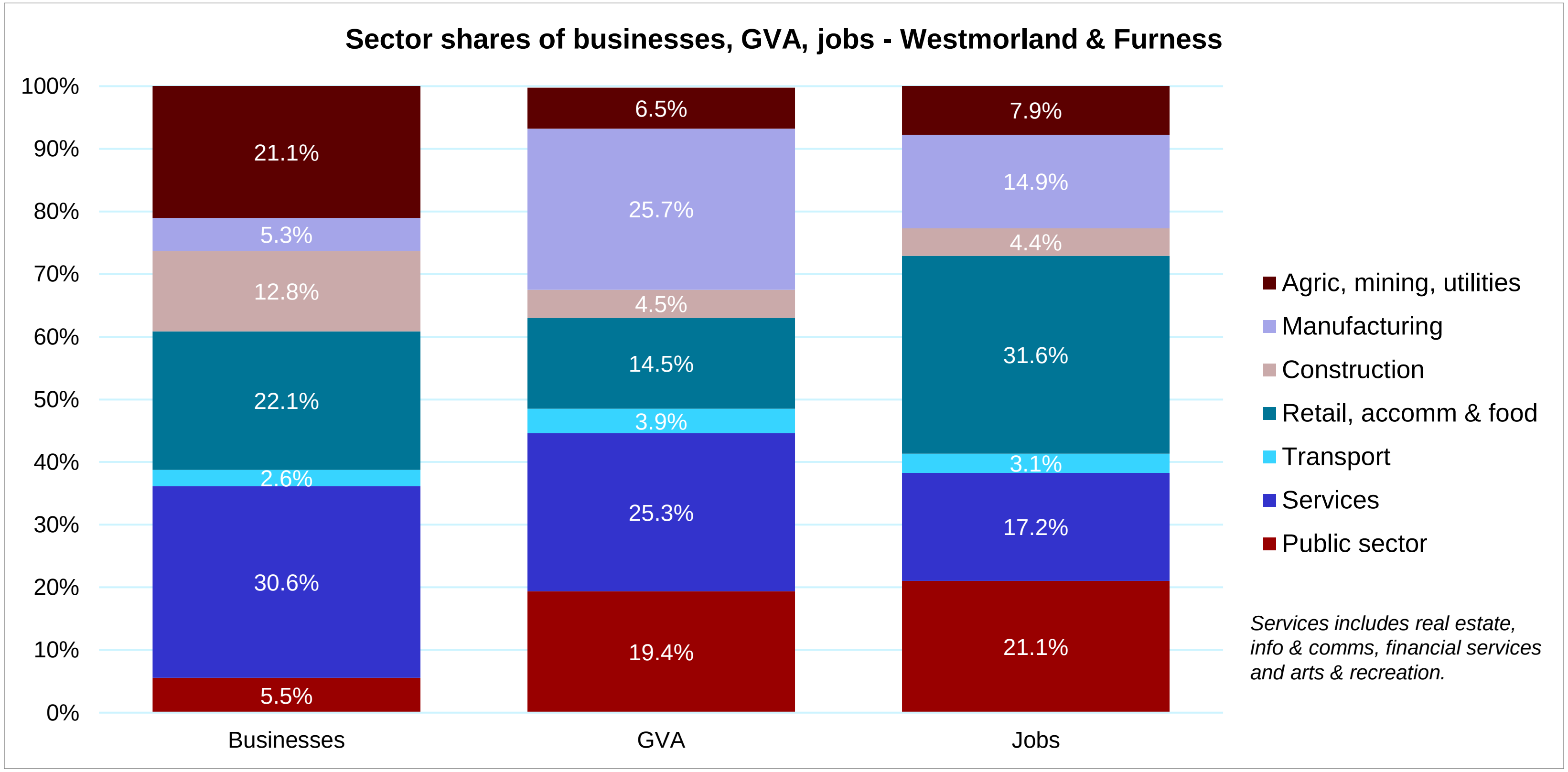
Eden			
Employment		**Economic output**	
Sector	**No**	**Sector**	**£m**
Accommodation & food	5,000	Real estate	£220m
Retail & wholesale	4,500	Manufacturing	£194m
Agriculture	4,000	Retail & wholesale	£139m
Manufacturing	2,250	Health	£94m
Health	2,250	Mining & quarrying	£87m

South Lakeland			
Employment		**Economic output**	
Sector	**No**	**Sector**	**£m**
Retail & wholesale	11,000	Real estate	£515m
Accommodation & food	9,000	Manufacturing	£477m
Manufacturing	6,000	Health	£327m
Health	6,000	Retail & wholesale	£296m
Agriculture	3,000	Accommodation & food	£146m

Excluding education and public administration

Sources: ONS Business Register Employment Survey 2020 & Regional Economic Activity 2020

3.2 Sector shares (businesses, GVA, jobs)



Sources: ONS Business Register Employment Survey 2020, UK Business: Size, Activity & Location 2021 & Regional Economic Activity 2020

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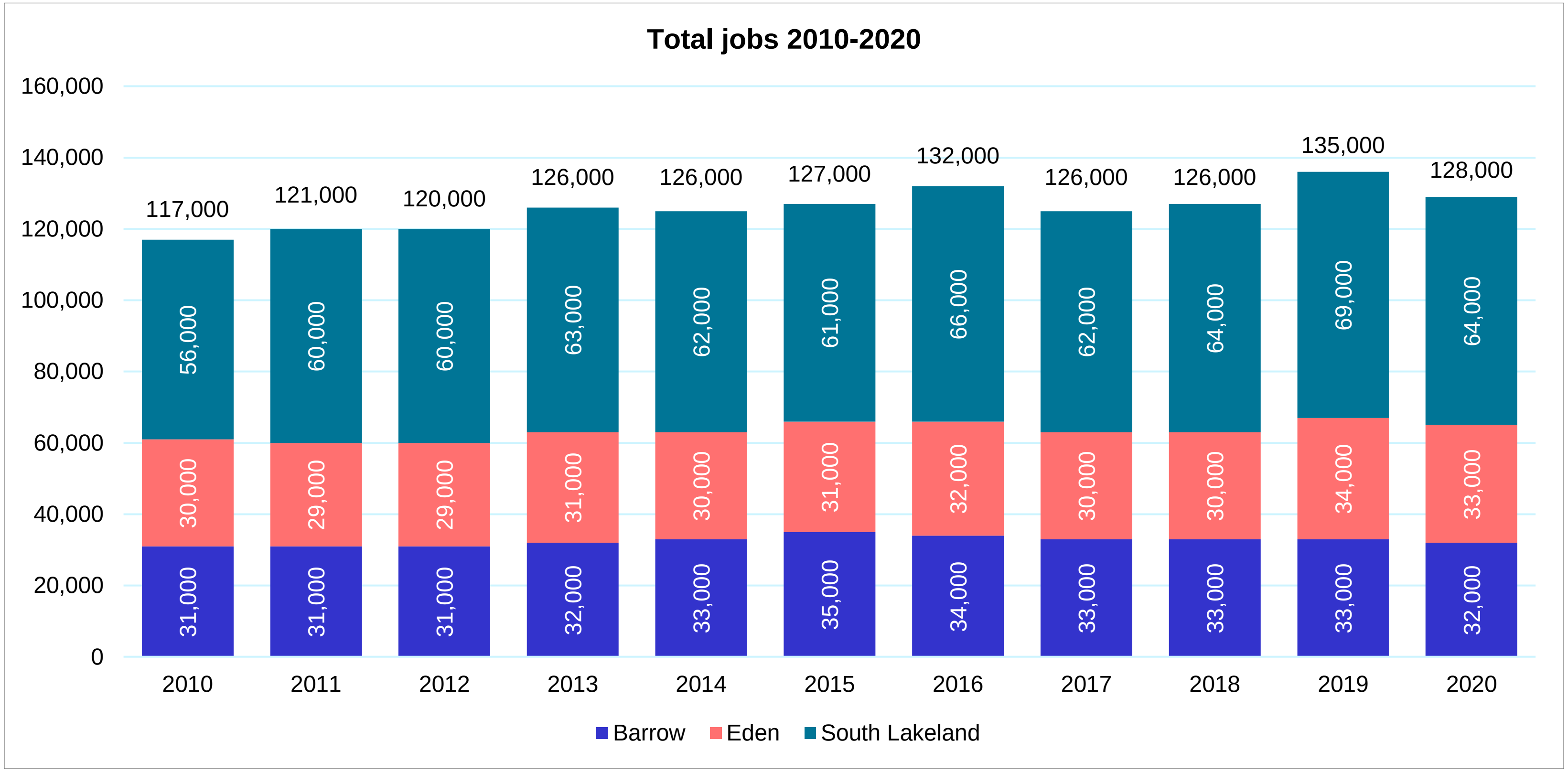
3.3 Businesses, GVA, employment

Businesses, GVA, Employment						
	Businesses		Gross Value Added		Employment	
	No	%	£m	%	No	%
Agric, mining, utilities	2,490	21.1%	373	6.5%	9,050	7.9%
Manufacturing	625	5.3%	1,468	25.7%	17,000	14.9%
Construction	1,515	12.8%	257	4.5%	5,000	4.4%
Wholesale & retail	1,485	12.6%	574	10.1%	20,000	17.5%
Transport & storage	305	2.6%	223	3.9%	3,500	3.1%
Accomm & food services	1,125	9.5%	252	4.4%	16,000	14.0%
Info & communication	330	2.8%	73	1.3%	1,750	1.5%
Finance & insurance	115	1.0%	113	2.0%	900	0.8%
Real estate	355	3.0%	874	15.3%	2,000	1.8%
Prof, scientific & tech	1,340	11.3%	142	2.5%	6,000	5.3%
Admin & support services	840	7.1%	102	1.8%	4,000	3.5%
Public administration	100	0.8%	258	4.5%	4,000	3.5%
Education	220	1.9%	265	4.6%	8,000	7.0%
Health & social work	335	2.8%	582	10.2%	12,000	10.5%
Arts, ent & recreation	265	2.2%	50	0.9%	2,500	2.2%
Other services	375	3.2%	87	1.5%	2,500	2.2%
All industries	11,815	100.0%	5,706	100.0%	114,000	100.0%

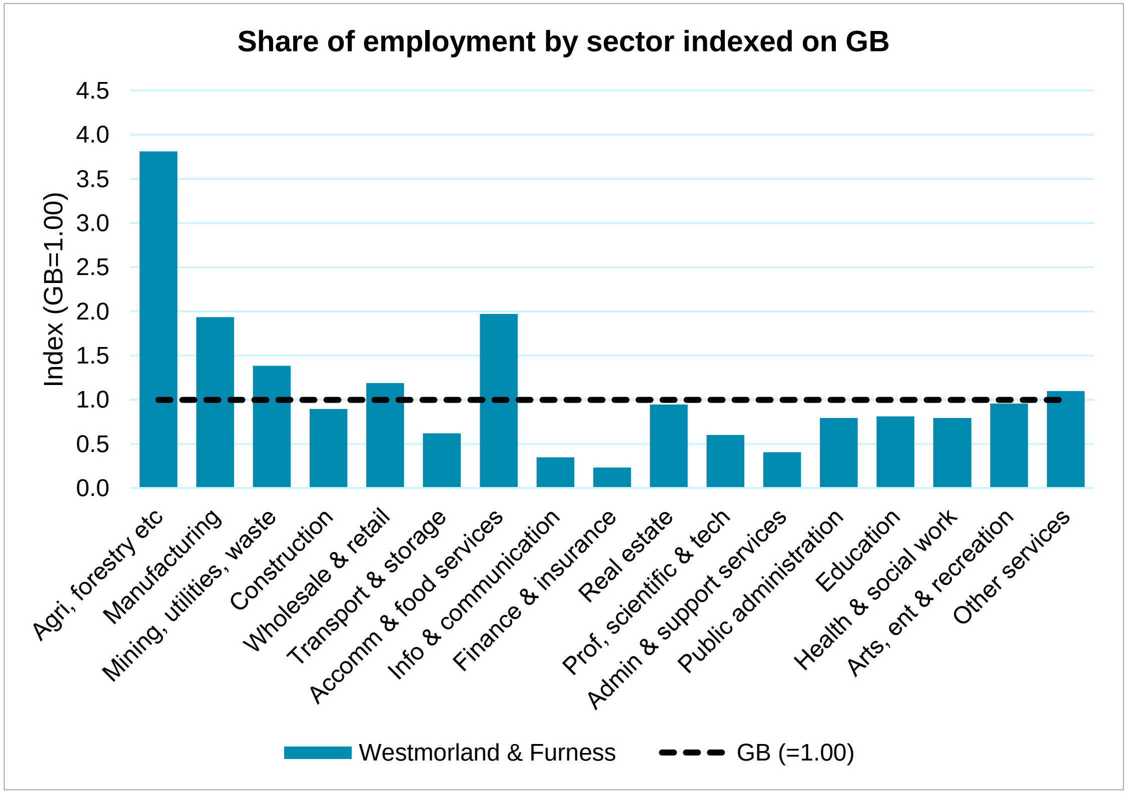
Sources: ONS Business Register Employment Survey 2020, UK Business: Size, Activity & Location 2021 & Regional Economic Activity 2020

3.4 Total jobs



Source: ONS Job Density 2020 (employee jobs, self-employed, government-supported trainees, HM Forces

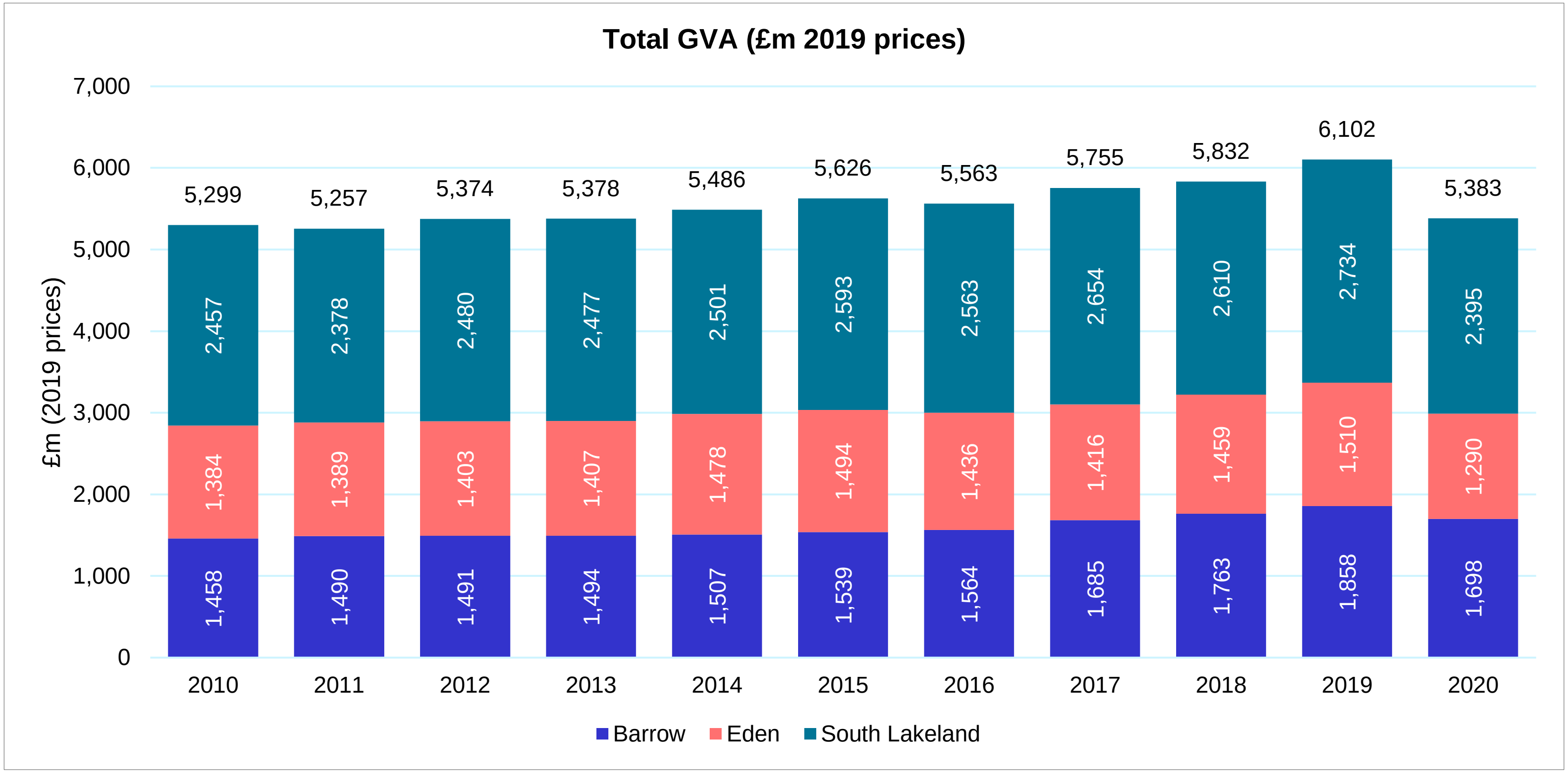
3.5 Employment structure relative to GB



- Westmorland & Furness has particular concentrations of jobs in agriculture, accommodation & food service and manufacturing relative to the national average.
- The concentration of jobs in construction, retail, public admin and health are broadly similar to the national average.
- The area is significantly under-represented in high value sectors such as information & communications, finance and professional services and is also below average in transport services.

Source: ONS Business Register Employment Survey 2020

3.6 Total GVA (£m)



Source: ONS Regional Economic Activity 2020

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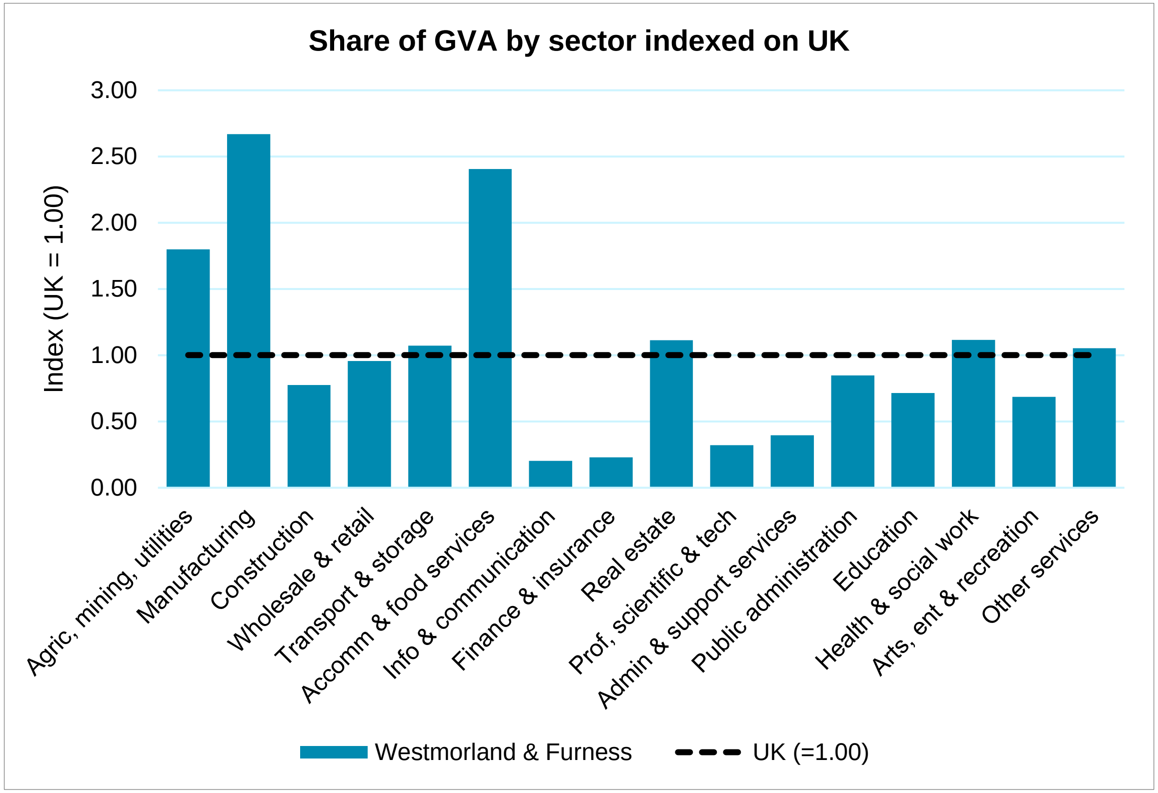
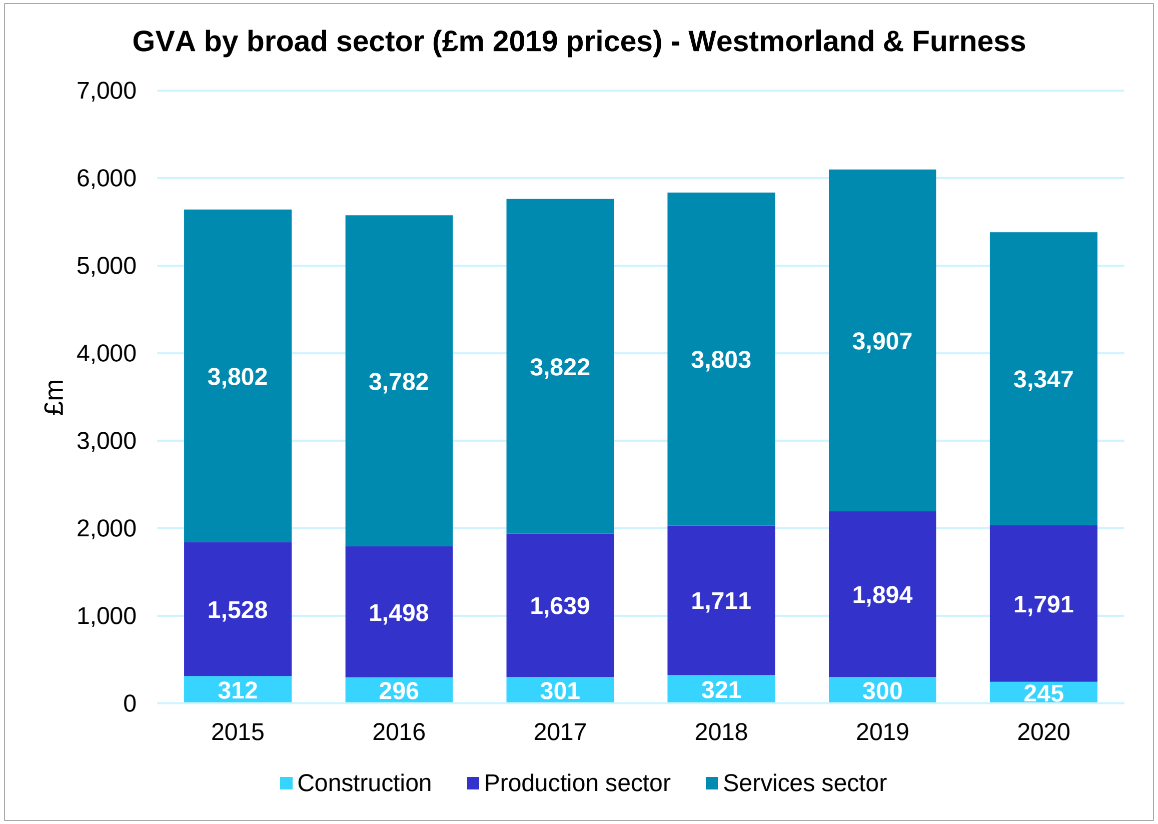
3.7 GVA structure relative to UK



Source: ONS Regional Economic Activity 2020

- Westmorland & Furness derives proportionately more of its GVA from land based sectors, accommodation & food services and manufacturing than nationally.
- However it derives significantly lower proportions of GVA from high value sectors such as information & communications, finance and professional services.

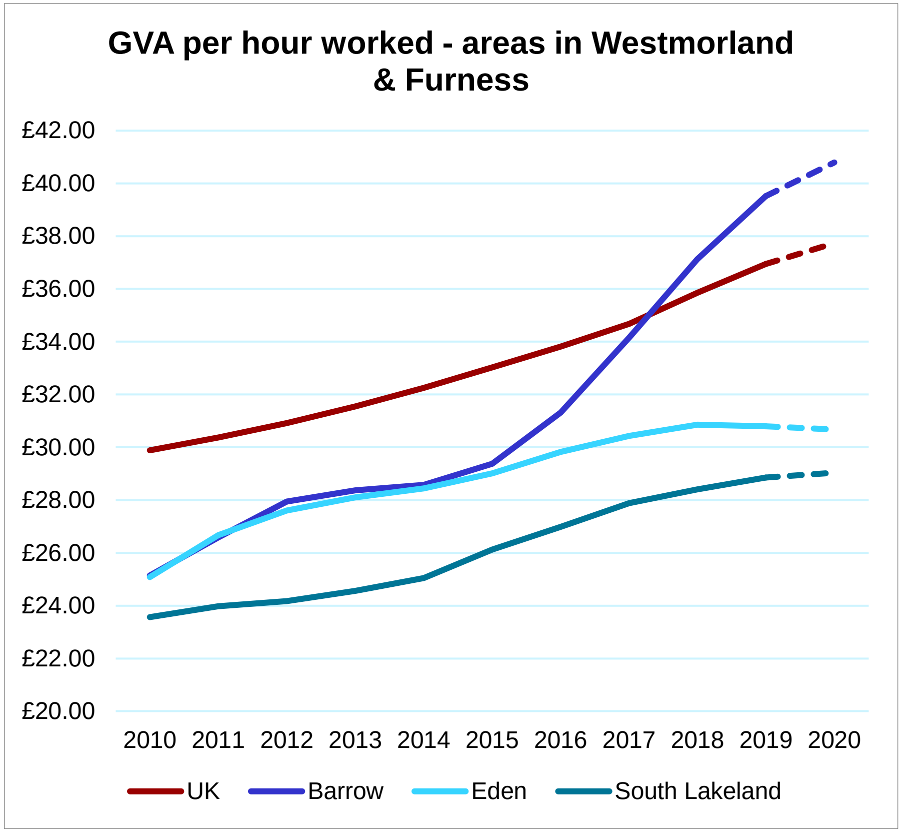
3.8 Change in GVA by broad sector (£m)



Source: ONS Regional Economic Activity 2020

- Total economic output has been rising slightly year on year in Westmorland & Furness until the pandemic hit in 2020.
- This trend has been driven mostly by increasing output from the production sector, much of which is linked to strong performance in nuclear submarine manufacturing and associated industries.
- In 2020, Westmorland & Furness' economic output fell by 12% overall, largely as a result of the pandemic which is more than the national average of 9% due to an above average fall in the services sector (14% v 9% nationally).
- In contrast the production sector fared better than nationally in Barrow and South Lakeland.

3.9 Productivity



Source: ONS Subregional Productivity 2020

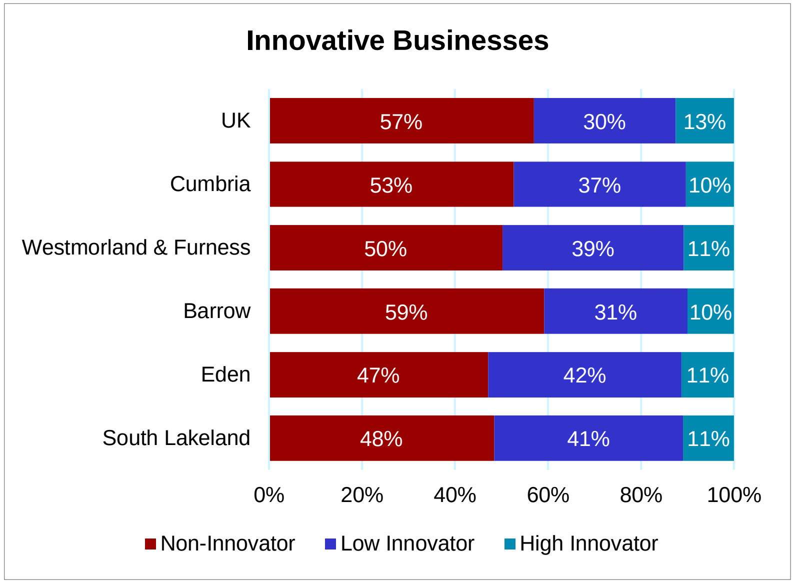
- Productivity in 2019 was above the UK average in Barrow but significantly below elsewhere
  - 8% above in Barrow
  - 15% below in Eden
  - 20% below in South Lakeland
- The gap has widened in Eden and remained broadly consistent in South Lakeland but Barrow has gone from being well below the UK 10 years ago to above in recent years due to activity at BAE Systems.
- Overall sector mix is a key element in the productivity gaps but in some sectors there is both less economic activity relative to the national average and less productive activity.

NB: care should be taken interpreting productivity data for 2020 as this is particularly impacted by the pandemic, the job protection measures in place and the economic value of jobs most likely to have been inactive or to be working reduced hours.

3.10 Ideas & innovation

- Assets to build upon:
  - There is a reasonable level of business R&D (although it is likely to be concentrated in a few firms).
  - There is a world-class concentration of assets related to the defence shipbuilding sector.
  - There is a wide range of activity and some excellent assets linked to green energy, environmental sustainably and land management.

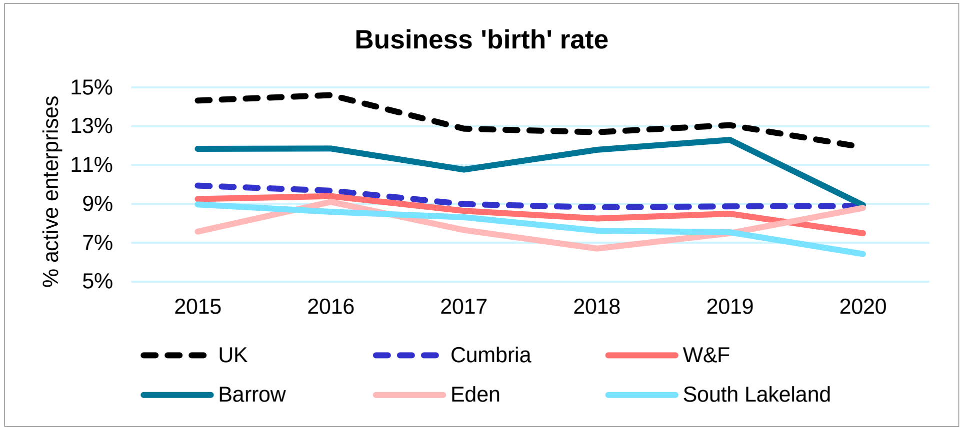
- Challenges to address:
  - There is relatively limited Higher Education based R&D, although the University of Cumbria expansion provides a major opportunity to develop this further and Lancaster University is just on the doorstep and works in partnership in the area.
  - On average it appears that some firms are less likely to be engaged in innovation activity and to engage with national R&D programmes and opportunities – although much innovation goes unrecorded by standard metrics.
  - Outside the shipbuilding sector there are many firms carrying out excellent innovation but overall there is a lack of a well-functioning innovation ecosystem.

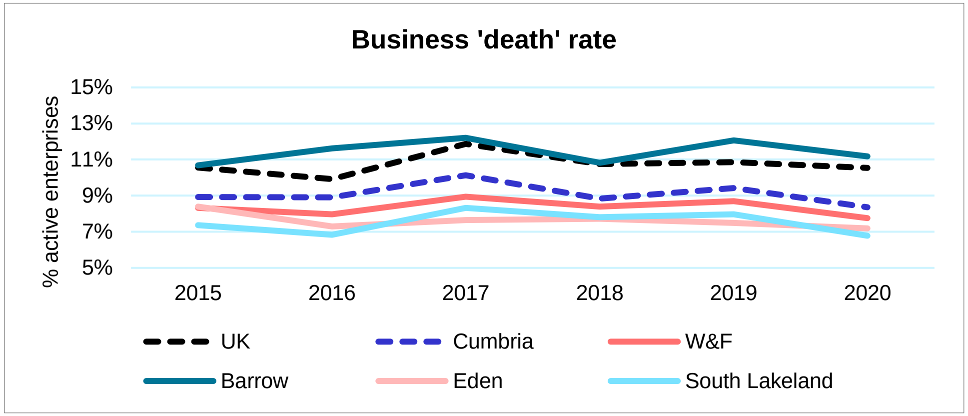


Source: The Data City

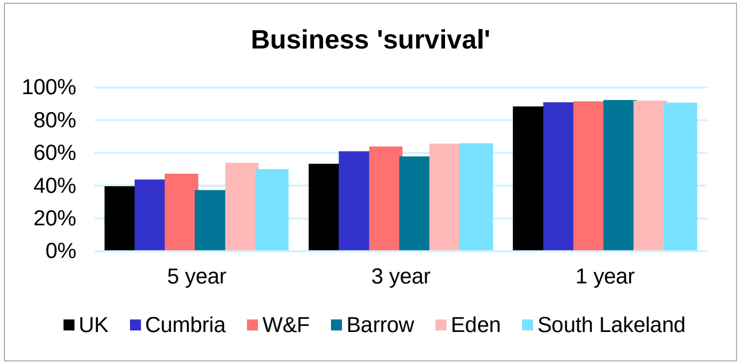
Analysis from The Data City suggests that half of businesses whose registered office is in Westmorland & Furness are not innovation active which is similar to the UK average. However, more are considered to be low innovators than nationally 39% v 30%) and fewer to be high innovators (11% v 13%).

3.11 Business demography





- Business 'birth' and 'death' rates in Westmorland & Furness are both lower than the national average and have been so for each of the past 6 years.
- Barrow has the highest 'birth' and 'death' rates which is partly influenced by its relatively small stock of active enterprises (as is often seen in areas with a dominant employer such as BAE Systems).
- Eden and South Lakeland both have relatively low 'birth' and 'death' rates which is more common in areas with a large business base.
- Once established, businesses in Westmorland & Furness overall have slightly higher than average 'survival' rates, although survival in Barrow drops below the national average at 3 and 5 years..
- *NB: 2020 data should be treated with caution as HMRC activity was heavily impacted by the pandemic.*



Source: ONS Business Demography 2020

Business 'birth', 'death' and 'survival' are measured by registration/deregistration for VAT and/or PAYE. Rates are the proportion of active enterprises.

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4. People & skills

- Assets to build upon:
  - There is a strong and well-functioning vocational educational system, particularly through the Apprenticeship programme.
  - Good overall alignment of learning provision with the needs of the economy.
  - The workforce is well-endowed with technical and vocational qualifications.
  - Niche skills expertise in defence related advanced manufacturing and engineering.
  - University of Cumbria development in the area and broadening of the HE offer.

- Challenges to address:
  - Declining workforce as the rate of in-migration of people of working age is not matching retirement rates and there is limited labour market slack, particularly in the more rural areas.
  - Large replacement demand as the current workforce retires and the difficulty of travelling and matching need for jobs with where extra labour supply exists.
  - Particular labour supply gaps in hospitality, adult social care, health, logistics and manufacturing.
  - Increased disengagement from the labour market as a result of the pandemic.
  - Broad future skills requirements are for a higher proportion of workers with high level skills and qualifications than currently exist in the labour force but there is a relatively low rate of high level skills in some parts of Westmorland & Furness and it is a small pool.
  - There are stubborn pockets of worklessness and lower skills in some areas with these mostly concentrated in neighbourhoods in Barrow in contrast to many parts of Eden and South Lakeland which are among the least deprived in the country.

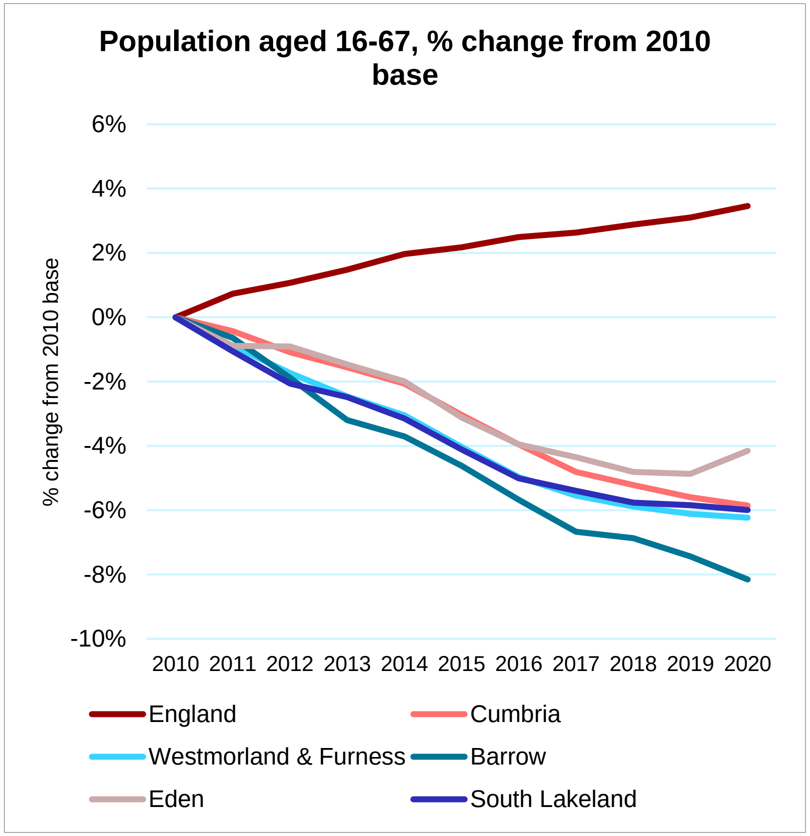
4.1 Demographics

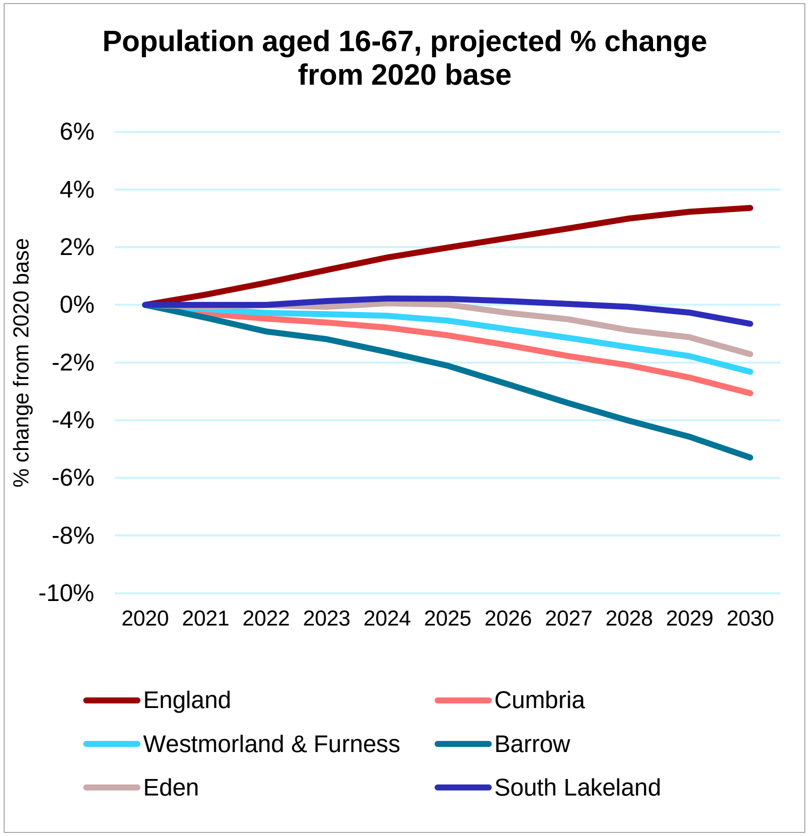
- Westmorland & Furness’ population is 225,400 which is virtually unchanged from 10 years ago, in contrast to 7% growth nationally.
- Westmorland & Furness’ population is projected to rise by just 1% in the next decade in contrast to 4% growth nationally.

- The population aged 0-15 is projected to fall by 2% in the next decade which will reduce the future supply of replacement labour well beyond that into the following decade. In contrast,, the population aged 67+ is projected to increase by 15%.

- The working age population (aged 16-67) was 140,100 in 2020 and has fallen by 9,300 (-6%) in past decade.
- This age group is projected to fall a further a further 3,300 in next decade (-2%) in contrast to national growth (+4%).
- This working age group has particularly declined in Barrow in the past decade (-8%), more so than in South Lakeland (-6%) and Eden (-4%), although all areas are well below the national trend.

4.2 Working age population





Source: ONS Mid-Year Estimates 2020 & Population Projections (2018 based)

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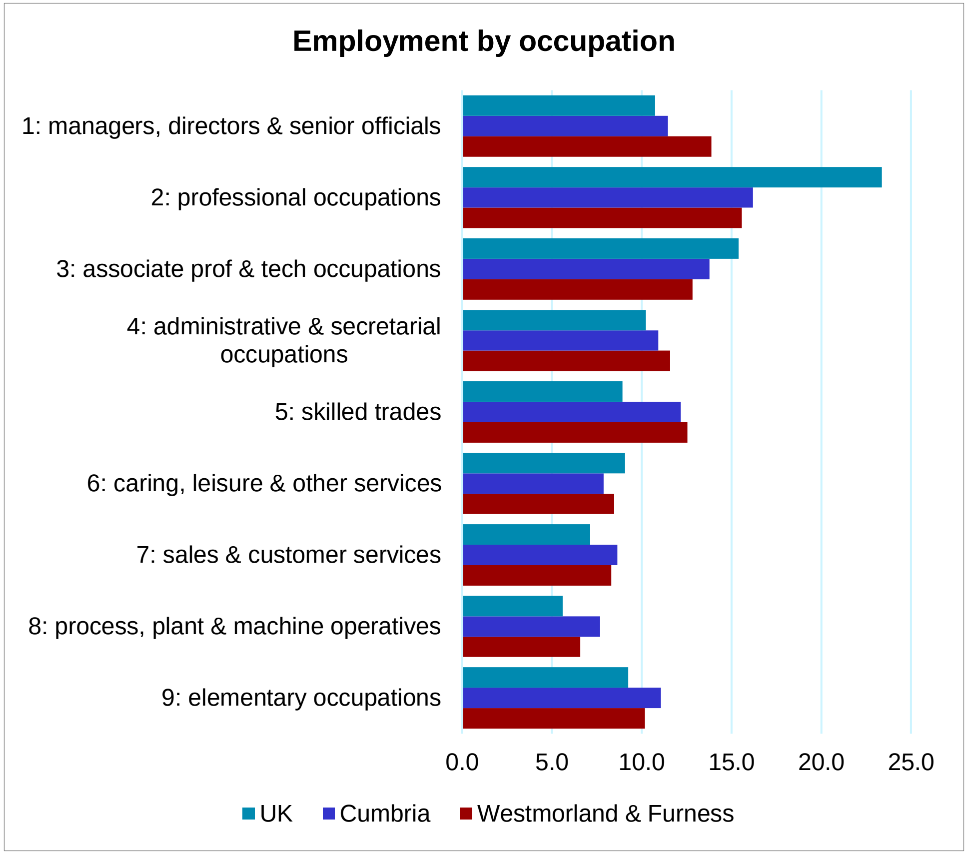
4.3 Employment

- The proportion of working age people in employment in Westmorland & Furness was estimated to be 75% in 2021, down from 79% in 2019 (pre-pandemic) but still above the national average (UK 75% in 2021).
- The employment rate was estimated to be lower in Barrow (65%) than in Eden (79%) or South Lakeland (79%).
- Nationally there is strong evidence that more people have disengaged from the labour market since the pandemic. The survey data for local areas is less accurate but suggests a similar trend in Westmorland & Furness with potentially 6,500 fewer economically active residents than before the pandemic. Some of this is due to natural population change but there is also evidence of residents withdrawing from the labour market.
- Westmorland & Furness' occupation structure shows higher proportion of residents in management occupations than nationally (influenced by the volume of agriculture managers) and in skilled trades, but a lower proportion in professional occupations.

4.4 Occupations

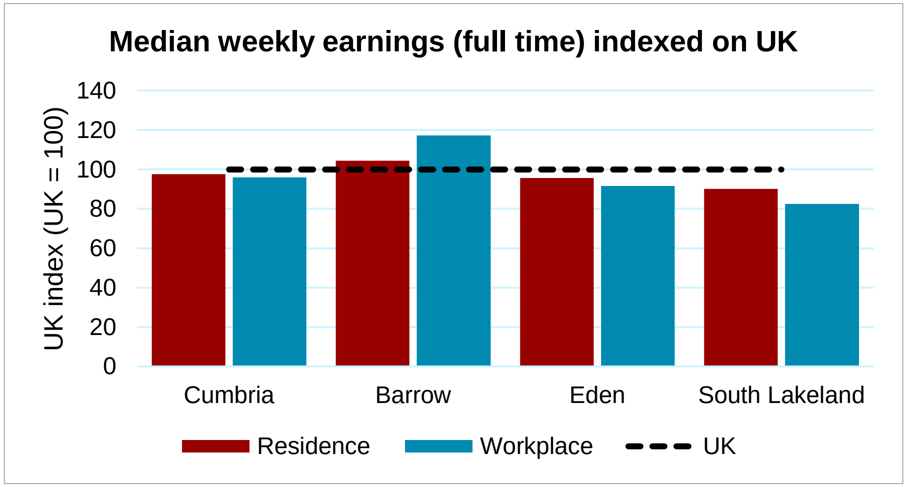


Source: ONS Annual Population Survey Dec 2021 (4 quarter average)

- Westmorland & Furness has proportionally more residents in management occupations than the national average (linked to the volume of agriculture managers) and in skilled trades.
- In contrast, the area has proportionally fewer residents in professional occupations.

4.5 Earnings

Median weekly earnings (full time)		
	Residence	Workplace
UK	£611	£611
Cumbria	£596	£586
Barrow	£638	£716
Eden	£584	£560
South Lakeland	£550	£504



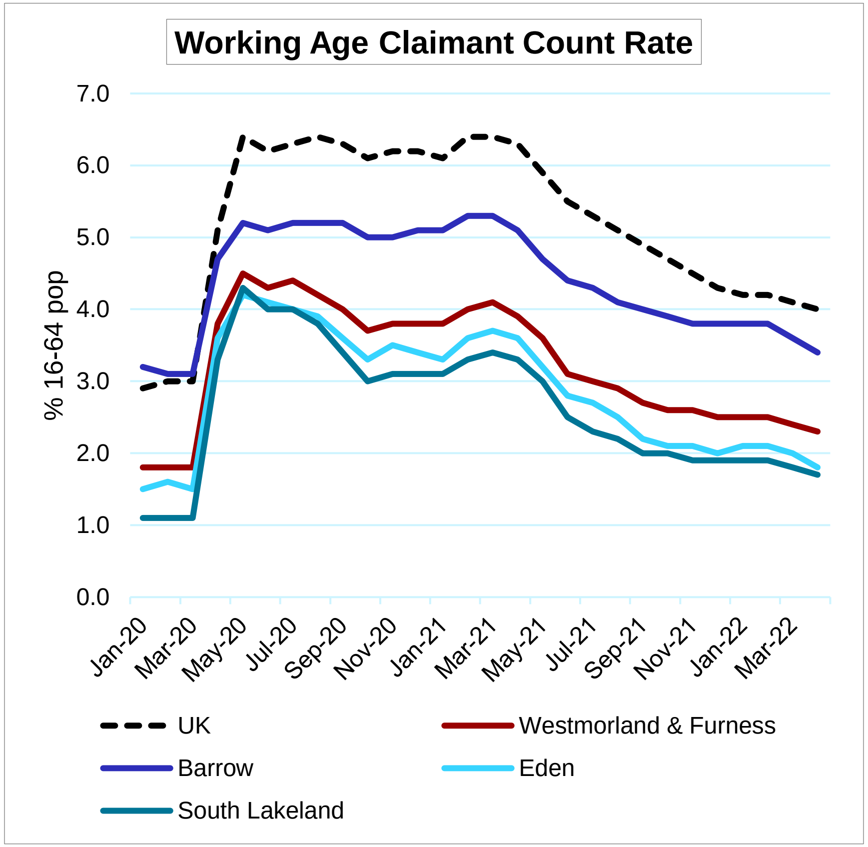
Source: ONS Annual Survey of Hours & Earnings 2021

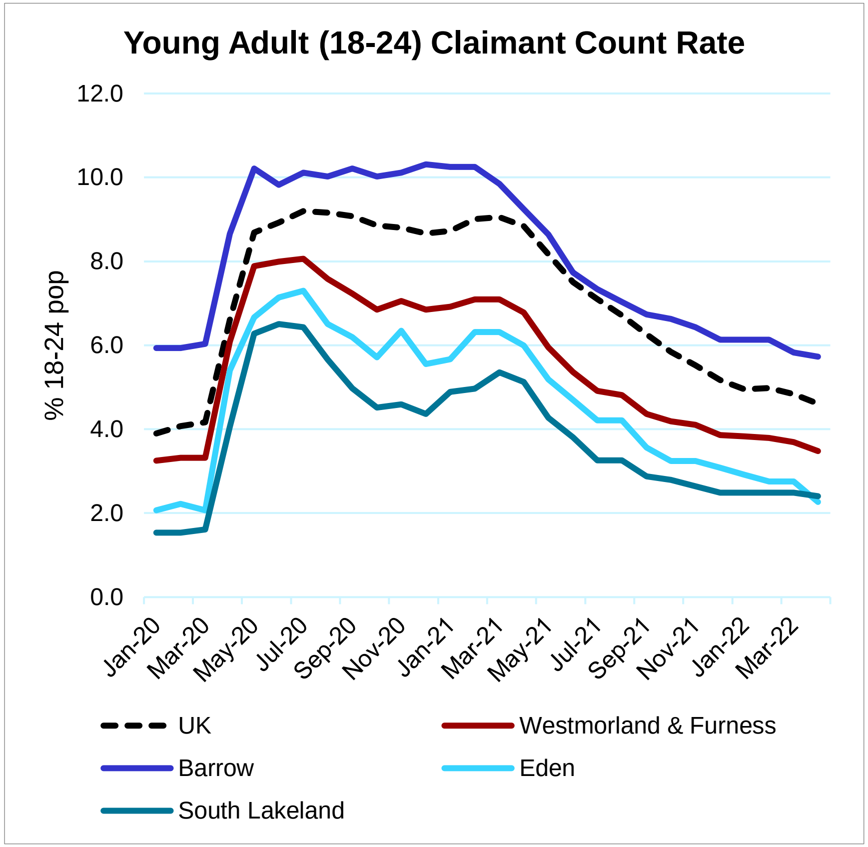
- Median full time earnings are close to the national average for residents in Barrow and above the national average for workplaces in the area as a result of the influence of the defence manufacturing sector which skews the data somewhat.
- Full time earnings in Eden are below the national average for residents and more so for workplaces where they are 92% of the UK average.
- Similarly in South Lakeland, full time earnings are below the national average for residents and particularly for workplaces where they are only 83% of the national average.
- This is a reflection of the nature of many of the jobs located in parts of the area.

4.6 Unemployment

- In April 2022 there were 2,970 claimants actively seeking work giving a claimant rate of 2.3%. Barrow had the highest rate (3.4%) with Eden (1.8%) and South Lakeland (1.7%) lower but all 3 areas were below the national average of 4%.
- Claimant counts and rates have fallen substantially but are still higher than pre-pandemic (Jan 2019) in all parts of the area.
- There were 505 young adults (aged 18-24) seeking work in April 2022 giving a claimant rate for this age group of 3.5% compared to the national rate of 4.6%. However, the young adult claimant rate in Barrow was above the national average at 5.7%.
- There were 132 young people aged 16-17 classed as Not in Employment Education or Training (NEET) in April 2022, a cohort rate of 2.8% compared to the national rate of 4.6%. It was highest in Barrow (4.5%) but lower in Eden (2.2%) and South Lakeland (0.9%).

4.7 Claimant rate



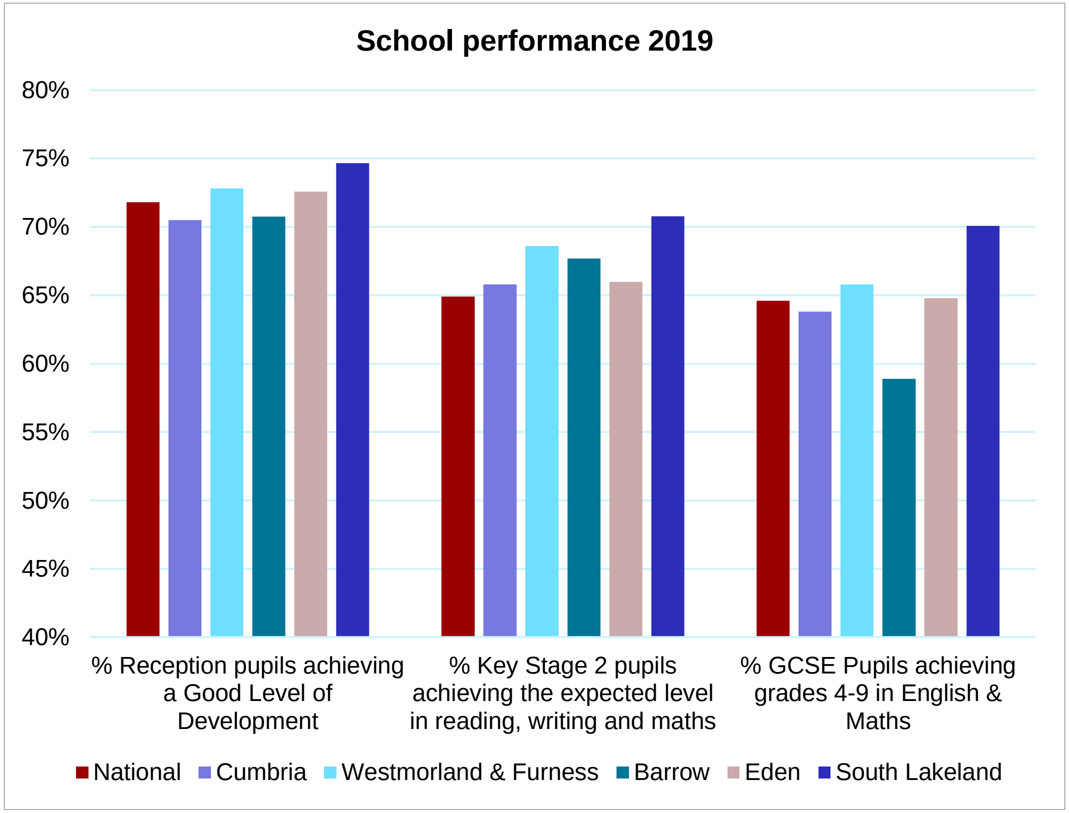


Source: ONS Labour Market in the Regions of the UK

4.8 School performance

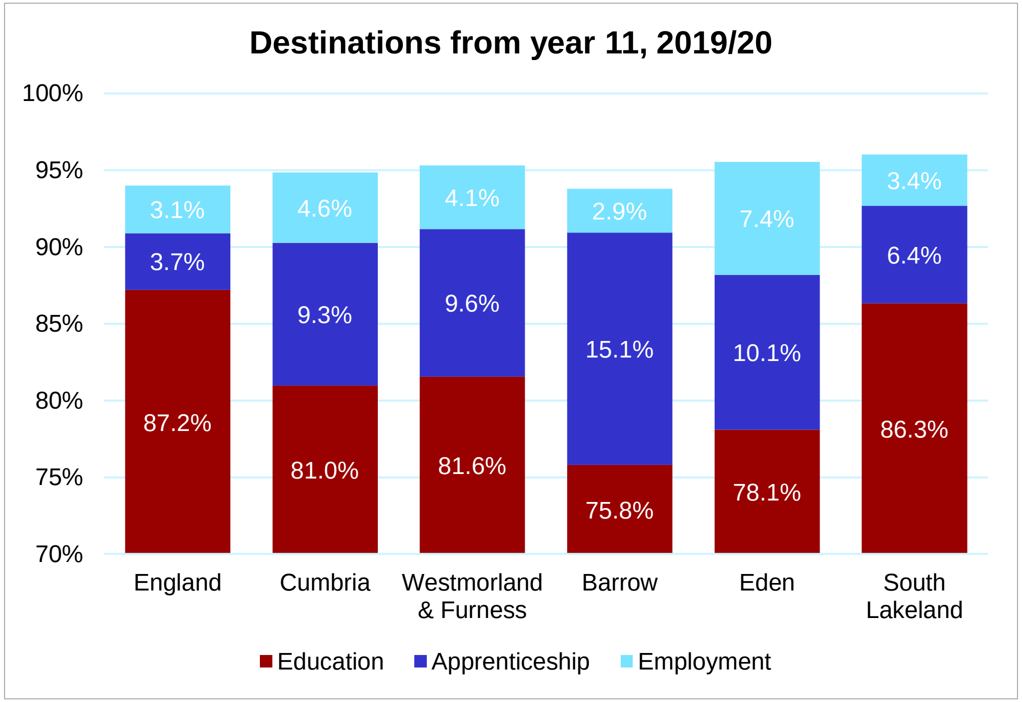
- School performance in Westmorland & Furness overall is above the national average at all stages.
- However, performance varies significantly within the area:
  - in Barrow reception performance is slightly below the national, Key Stage 2 is 3 percentage points above the national average but there is a significant fall at Key Stage 4 with performance 6% below the national average.
  - In Eden performance is slightly above the national average at all three stages
  - In South Lakeland performance is significantly above the national average at all three stages.

NB: 2019 figures are used as measurement was paused during the pandemic.



Source: Department for Education 2019

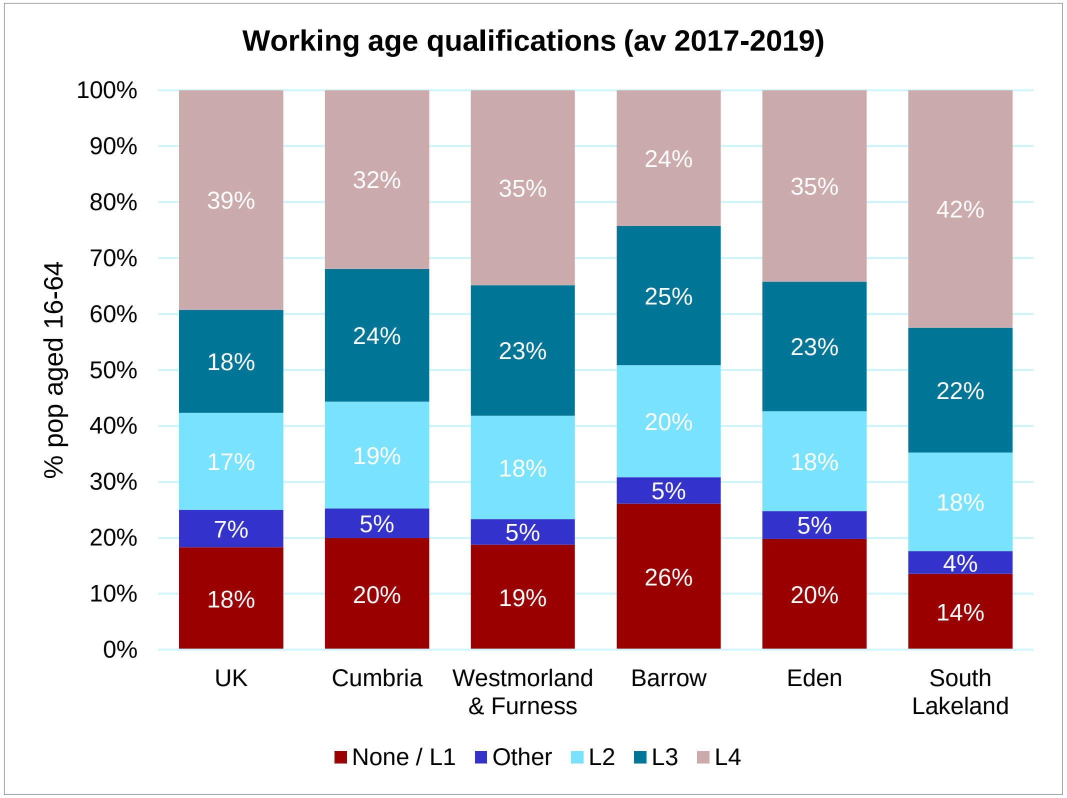
4.9 Destinations from year 11



- Young people are slightly more likely than the national average to go into a sustained destination after Year 11 (ie sustained for more than 6 months).
- They are more than twice as likely to go into an Apprenticeship than nationally (9.6% v 3.7%) and are also more likely to go into employment (4.1% v 3.1%).
- As a result of this, young people are less likely to remain in education after Year 11 than nationally.
- There is some variation within the area but all 3 districts have higher than average Apprenticeship rates and lower than average sustained employment rates.
- Eden is the exception in having a sustained employment rate double the national average while South Lakeland's is just above average and Barrow's just below.

Source: Department for Education 2019

4.10 Working age qualifications



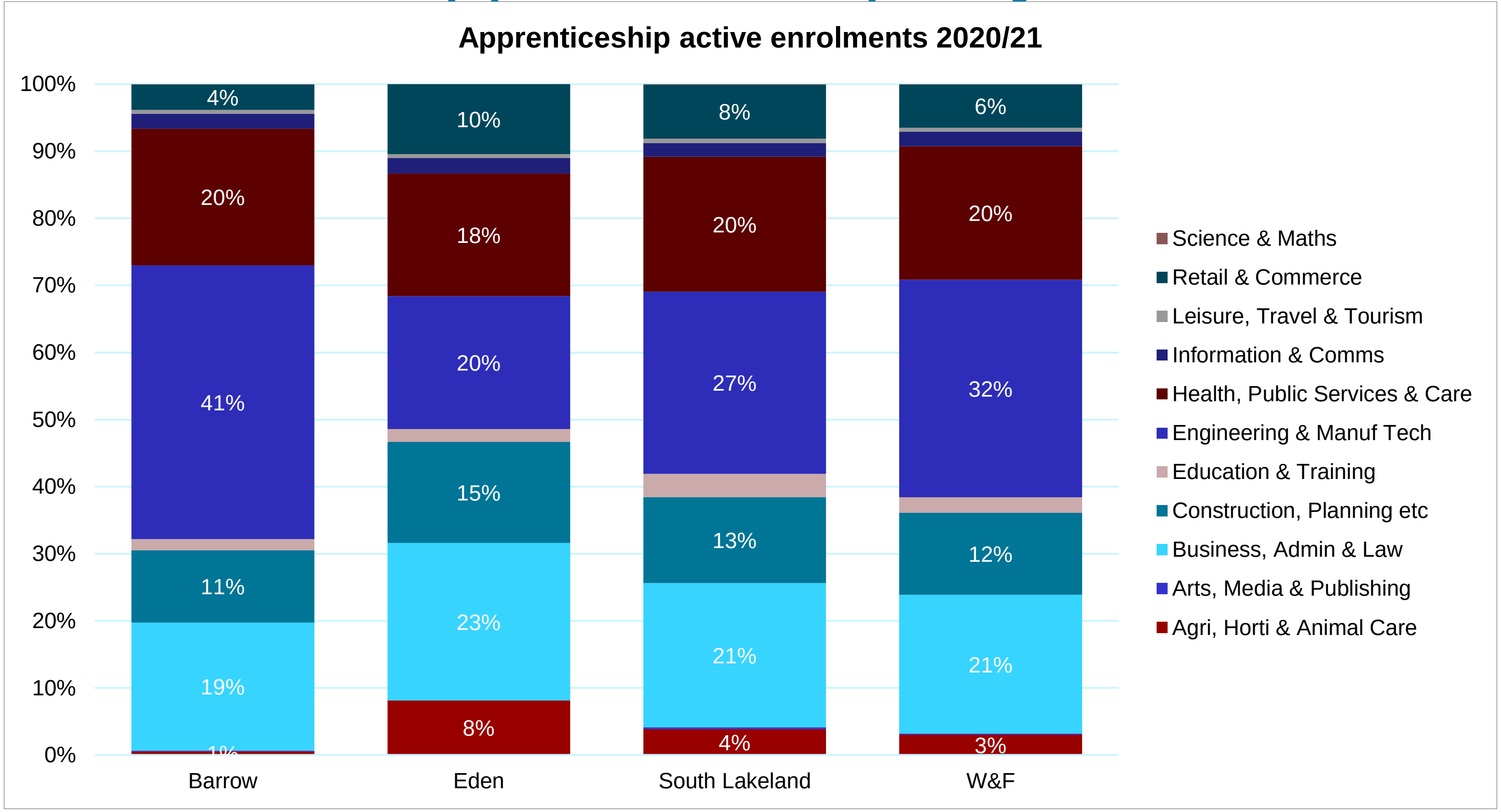
Source: ONS Annual Population Survey (average 2017-2019)

- Data on qualifications can be unreliable for local areas as the sample sizes for the survey used to collate it are small. In particular the survey was impacted by the pandemic when face-to-face surveys weren't possible.
- Despite the reliability issues, it is evident that Westmorland & Furness overall has a lower proportion of residents with high level (L4+) qualifications than nationally but correspondingly more with level 3 qualifications.
- At district level, data reliability is even more of an issue but despite this, it is clear that South Lakeland has the highest proportion of residents with level 4+ qualifications and Barrow has the lowest (significantly below the national average). .
- Barrow also has a higher proportion of residents with no or only level 1 qualifications than other parts of the area and than nationally.

4.11 Apprenticeships

- Apprenticeship starts have been falling year on year – down from 1,839 in 2018/19 to 1,575 in 2020/21 (when they were particularly badly hit by the pandemic). In the first two quarters of 2021/22 the number of starts has recovered and if previous patterns of starts are repeated, the overall level for the year is projected to be similar to the volume in 2019/20.
- Four subject areas accounted for 85% of active enrolments in 2020/21 – engineering & manufacturing technologies; business, administration & law; health, public services and care; construction, planning & the built environment.
- In Barrow, engineering & manufacturing technologies was the biggest subject area, accounting for 41% of apprentices resident in the area followed by health, public services & care with 20% and business, administration & law with 19%.
- Among Eden residents the mix was different with business, administration & law the biggest subject area at 23% followed by engineering & manufacturing technologies (20%), health, public services & care (18%) and construction, planning & the built environment (15%). Retail & commerce (10%) and agriculture, horticulture& animal care (8%) both accounted for an above average proportion of apprentices resident in the area.
- In South Lakeland engineering & manufacturing technologies was the biggest subject area (32%) followed by business, administration & law (21%) and health, public services & care with 20%).
- Apprenticeships are a particularly important route for young people in Cumbria with on average 10% of 16/17 year olds engaged with an Apprenticeship, more than double the national average.

4.12 Apprenticeships by sector

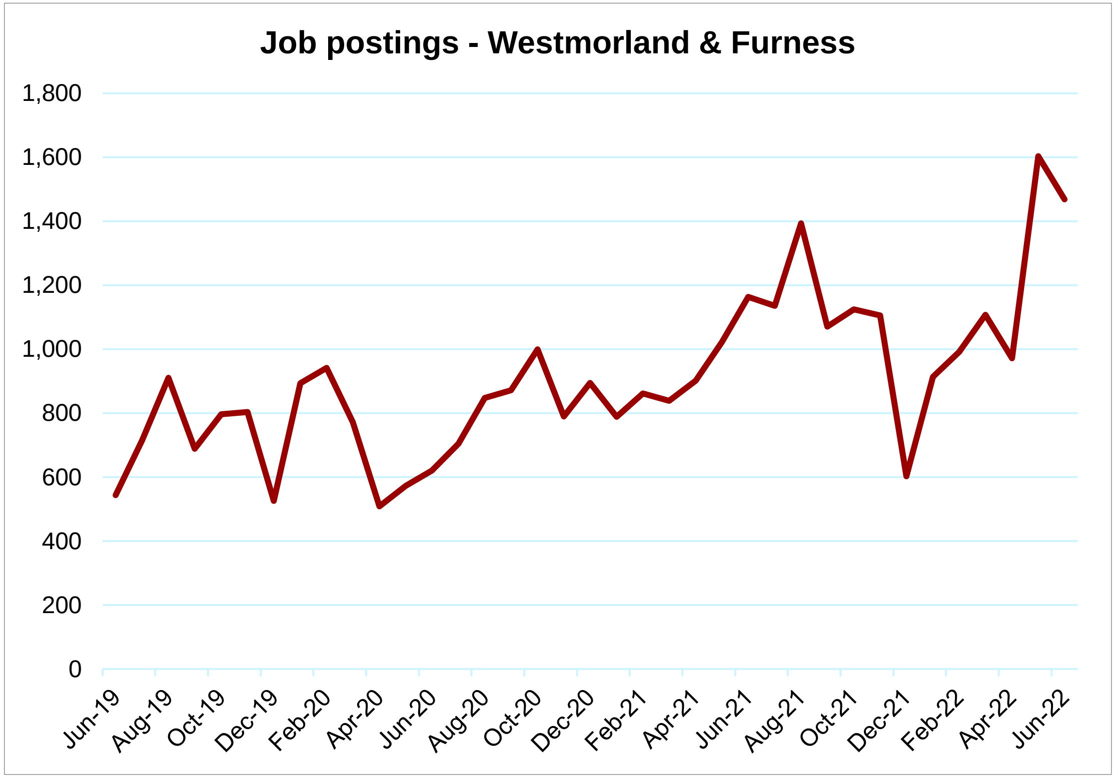


Source: Department for Education Localities Datacube

4.13 Skills demand

- In the 2020 Cumbria Business Survey, conducted in Q4 2020, 44% of business said that the availability of people able to do the job was a significant barrier to business performance. The proportion was broadly similar across Westmorland & Furness – Barrow (44%), Eden (47%), South Lakeland 41%) – and amounts to an estimated 3,210 registered businesses identifying a concern at that stage.
- In the same survey, 22% of businesses in Cumbria said they already had skills gaps among their current workforce. This was similar across areas within Westmorland & Furness.
- Since the survey and the lifting of pandemic restrictions, businesses across the area have reported labour shortages, particularly those in Eden and South Lakeland and particularly those in public facing sectors such as the visitor economy, social care etc, although challenges are being experienced across all sectors and in all locations.
- Job postings continue to run at levels well above those seen pre-pandemic – the volume of postings in Westmorland & Furness in April 2022 was 86% higher than in April 2019.

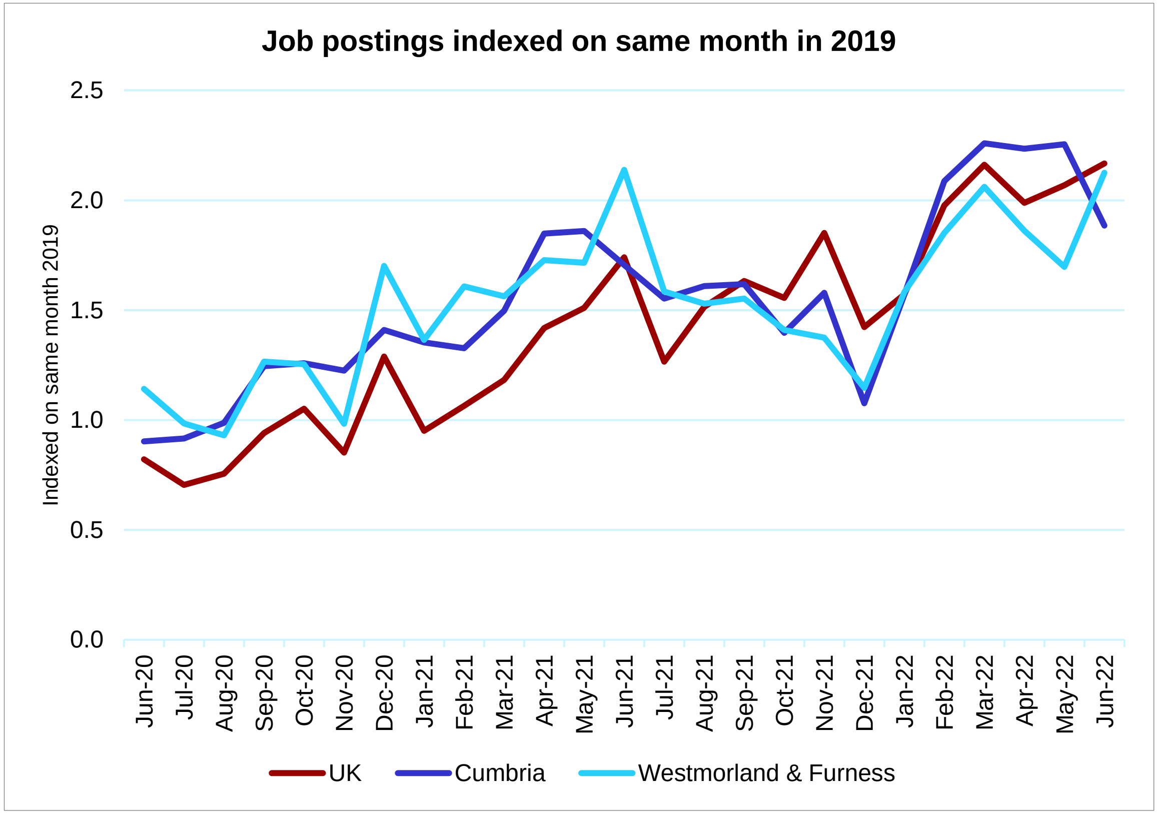
4.14 Job Postings



- Online job postings are one way of monitoring recruitment activity by local businesses although this does capture the entire extent of recruitment, some of which takes place by other means.
- The sharp fall in recruitment activity at the start of the pandemic is clearly seen from February 2020 followed by a number of peaks and troughs as restrictions were lifted and then reimposed.
- The peaks for recruitment in Westmorland & Furness were in autumn 2021 and spring 2022and levels remain well above those seen before the pandemic.

Source: Lightcast™ Labour Insight

4.15 Job postings index



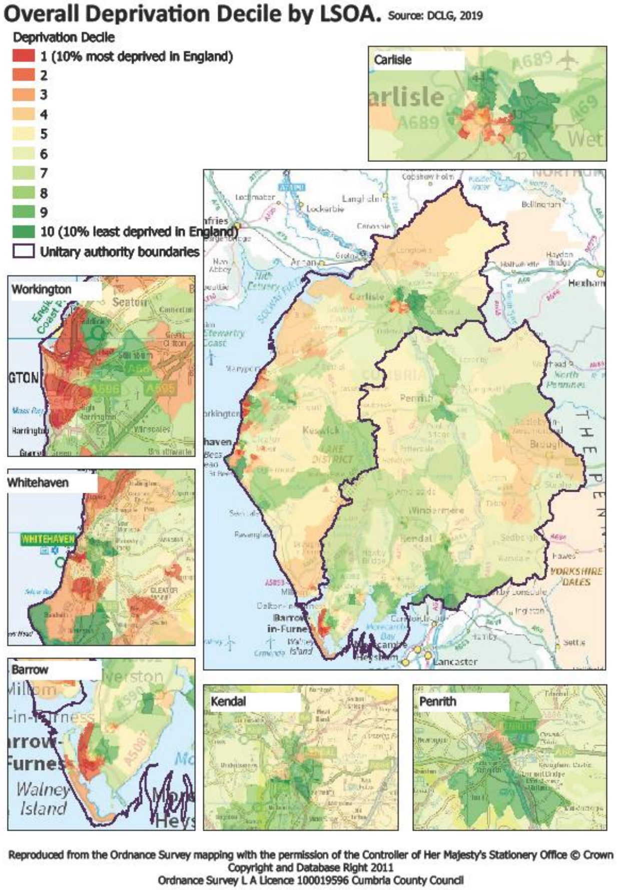
Source: Lightcast™ Labour Insight

- This chart shows job postings indexed on the same month prior to the pandemic.
- It shows that without exception the level of monthly job postings has exceeded the same pre-pandemic month since August 2020.
- This was particularly the case in the first half of 2021 before demand reduced slightly towards December 2021 and then picked up again in spring 2022.
- Whilst there are signs that recruitment activity may be stabilising, job posting levels are still over one and a half times higher than pre-pandemic, reflecting the ongoing recruitment challenges faced by businesses.

5. Deprivation

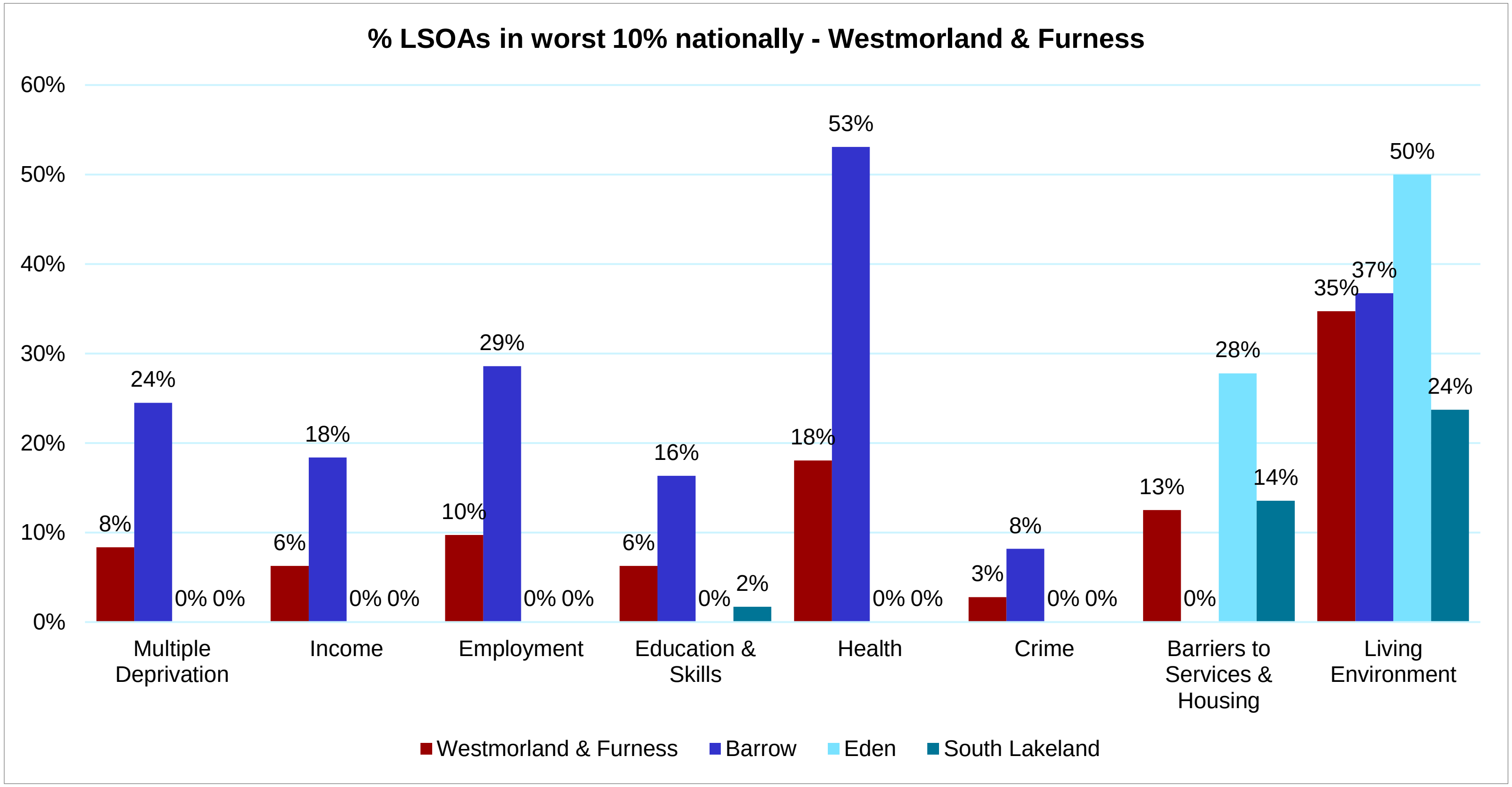
- 8% of Westmorland & Furness' communities (LSOAs) are in the 10% most deprived areas in England. All of these are in the Barrow area where 24% of LSOAs (12 in total) are in the 10% most deprived nationally.
- Conversely, 5% of LSOAs are in the least deprived nationally (7 in South Lakeland and 1 in Barrow).
- 6% of LSOAs are in the worst 10% for income deprivation overall, 8% for income deprivation affecting children, 10% for employment deprivation and 6% for education & skills deprivation. All of these are areas in Barrow with the exception of 1 LSOA in Kendal for education & skills deprivation.
- Median gross household income (from all sources) in Westmorland & Furness is £35,638 which is 97% of the GB average but this ranges from 79% in Barrow, to 106% in Eden and 110% in South Lakeland.
- 7% of households have gross household income below £10,000 – 10% of households in Barrow, 8% of those in Eden and 5% of those in South Lakeland.
- 15% of children are estimated to live in low income families (5,300 children) compared to 19% nationally. However this varies from 18% in Barrow to 16% in Eden and 12% in South Lakeland.
- 18% of adults aged 18-64 are in receipt of some form of DWP benefit (22,500 residents) – 26% in Barrow, 14% in Eden and South Lakeland.

5.1 Deprivation map



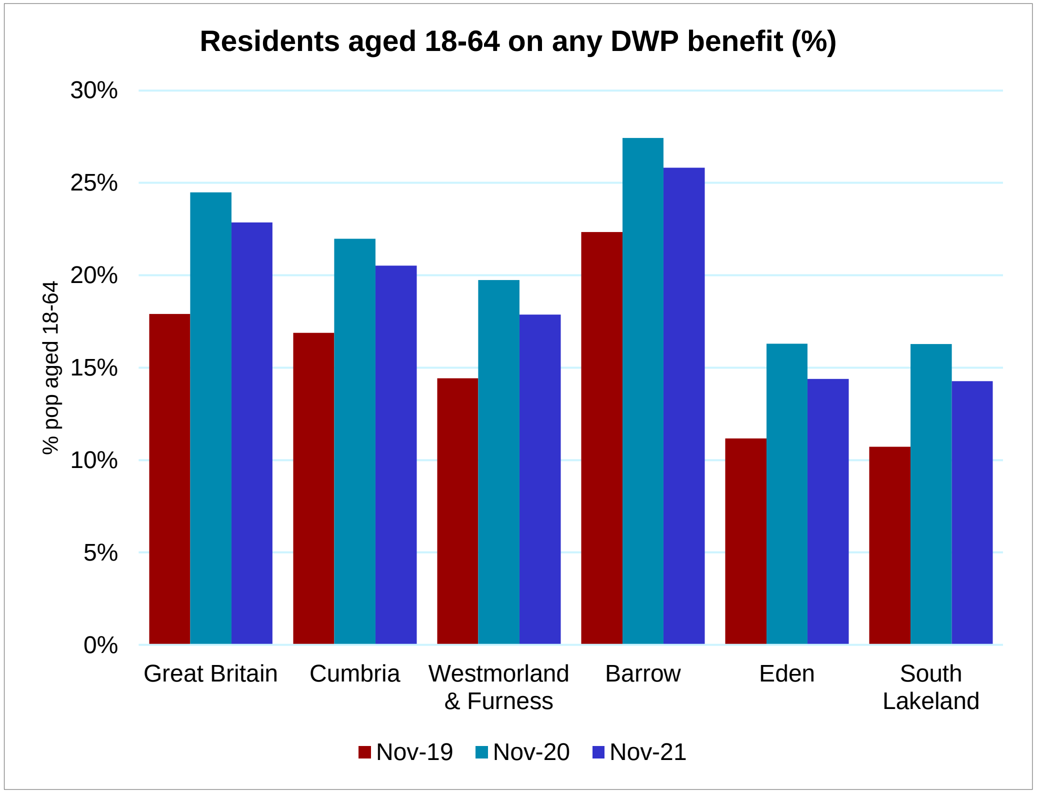
- Overall, Westmorland & Furness has 8% of Lower Super Output Areas (neighbourhoods) in the worst 10% nationally for overall deprivation, all of which are located in Barrow.
- Barrow is ranked as the 31st most deprived out of 317 lower tier authorities, Eden is ranked 186th and South Lakeland is ranked 250th (where 1 is the most deprived).
- Health and employment are the domains where the highest proportion of neighbourhoods in Barrow fall in the worst 10% nationally (53% and 29% respectively) reflecting the high proportion of residents on disability and out of work benefits in the area.
- In contrast, Eden and South Lakeland have no areas in the worst 10% for overall deprivation but both have some in the domains covering barriers to services & housing and living environment. The former is reflective of travel distances to services and the later is influenced by the number of properties without central heating.

5.2 Indices of deprivation



Source: MHCLG Indices of Deprivation 2019

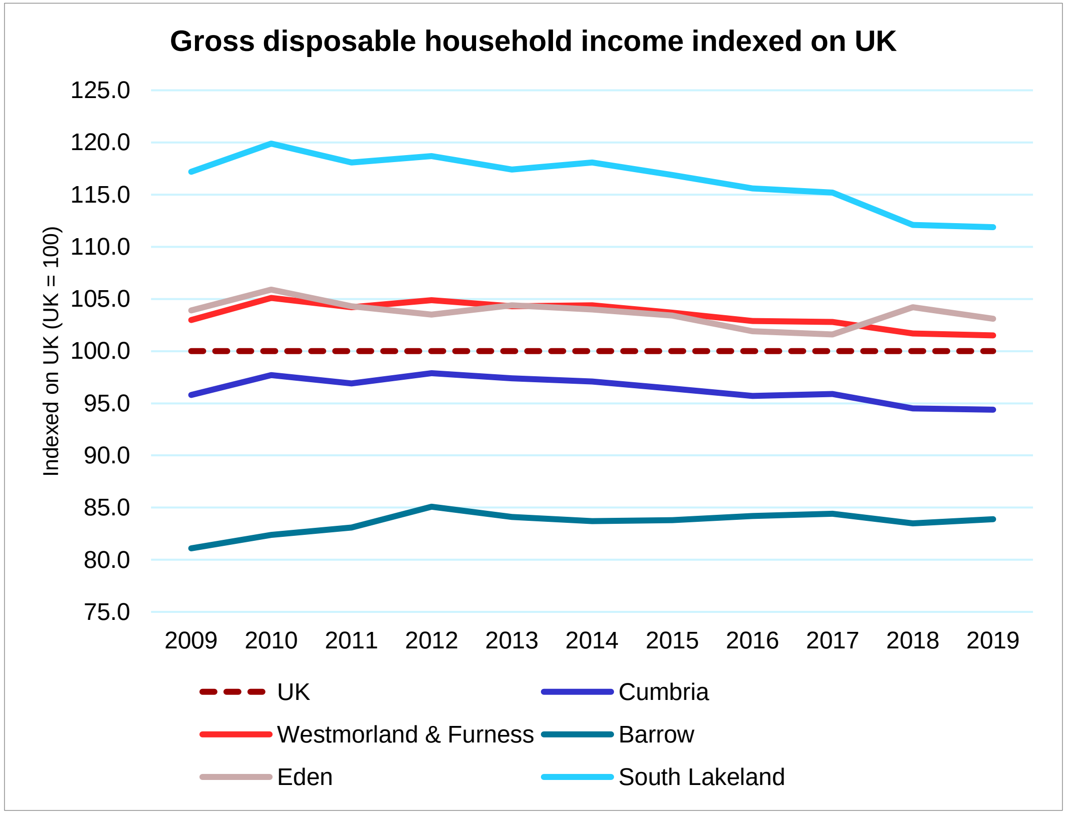
5.3 DWP benefits



Source: Department for Work & Pensions

- In November 2021 almost a fifth of working age residents in Westmorland & Furness (aged 18-64) were in receipt of one or more DWP benefit.
- This is below the national average but has increased from three years ago.
- There are distinct differences within the area – over 25% of residents in Barrow are on DWP benefits which is higher than the national average but in contrast, just 14% of those in Eden and South Lakeland are on DWP benefits which is well below the national average.

5.4 Disposable household income



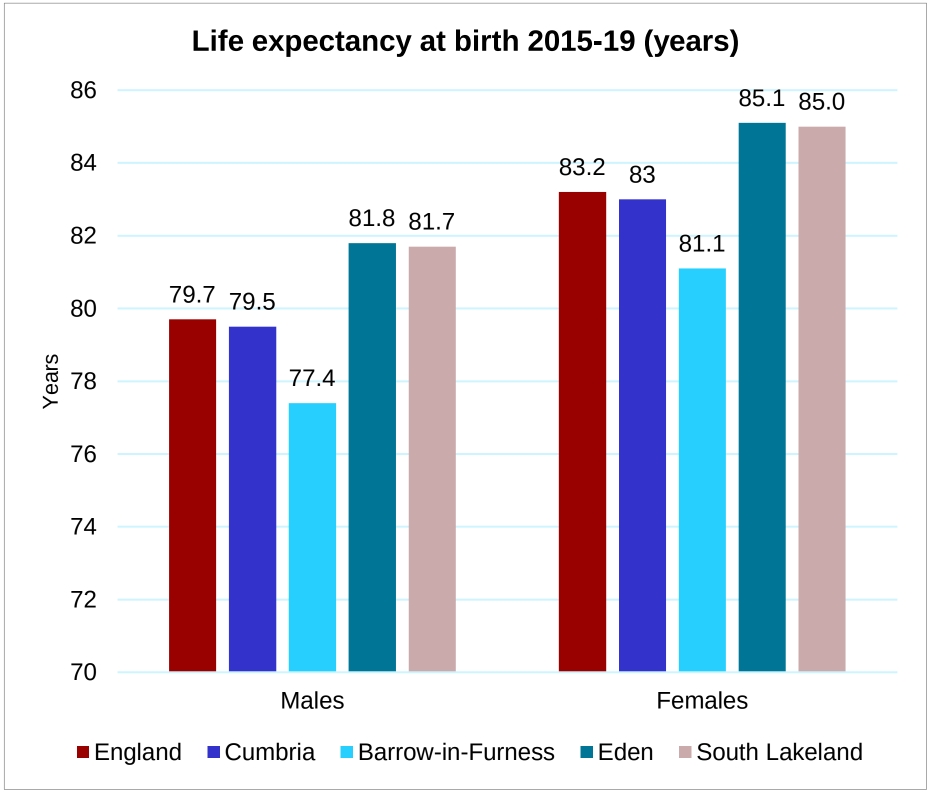
Source: ONS Regional Gross Disposable Household Income 2019

- Gross Disposable Household Income (GDHI) has been above the national average in Westmorland & Furness overall over the past decade although the gap has narrowed slightly in that time.
- However, there is significant variation in the area with GDHI in Barrow running on average at just 80% of the national average compared to South Lakeland where it significantly exceeds the national average (110%+) and Eden where it has been just above the national average over the past decade..

Gross disposable household income (GDHI) is the amount of money that individuals in the household sector have available for spending or saving after income distribution measures have taken effect.

Serving the people of Cumbria

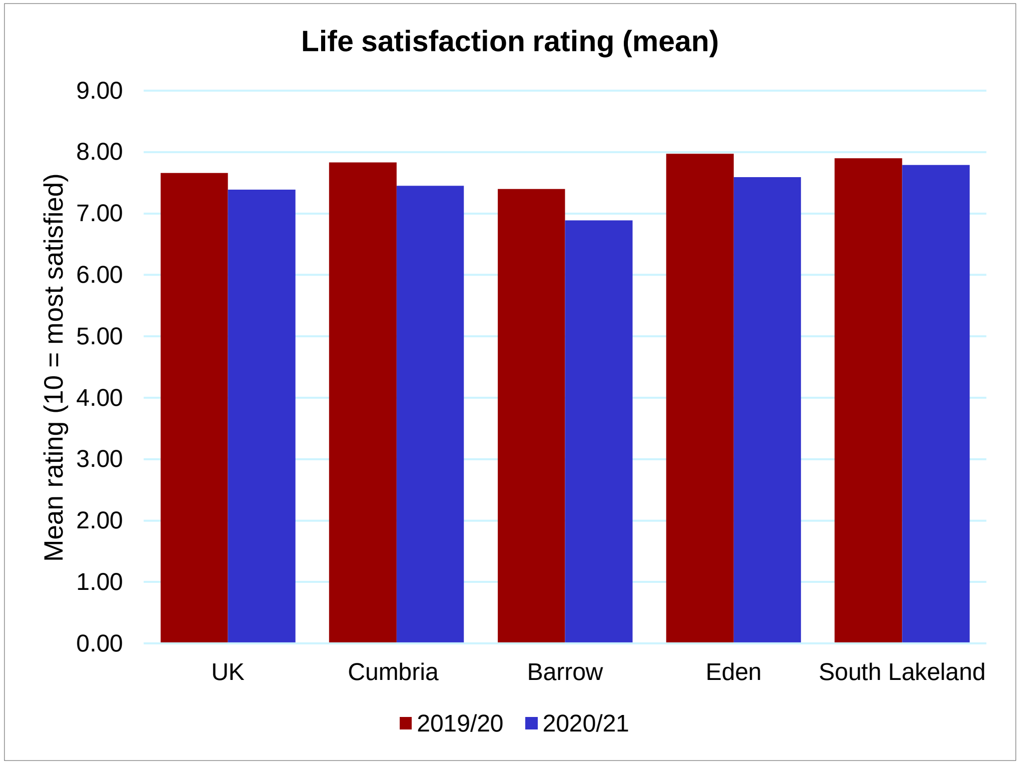
5.5 Health



Source: Local Health Office for Health Improvement & Disparities

- Life expectancy at birth is above the national average both for males and females in Eden and South Lakeland but below the national average for both in Barrow.
- In all three areas, female life expectancy exceeds male life expectancy.

5.6 Wellbeing



Source: ONS Personal Wellbeing in the UK (question was "overall how satisfied are you with your life nowadays?"

- Overall life satisfaction has consistently been slightly below the national average in Barrow and slightly above in Eden and South Lakeland since the survey data became available in 2011.
- In 2020/21, general life satisfaction fell in Barrow and Eden but held up well in South Lakeland considering the impact of the pandemic on businesses in the area.

6. Housing, transport & infrastructure

- Assets to build upon:
  - Excellent strategic transport connectivity down M6 spine.
  - Good train service to south and north down West Coast Mainline, potentially enhanced by HS2.
  - Majority of area covered by superfast broadband.
  - Major energy opportunities (tidal, further wind, future oil and gas, defence manufacturing).
  - Excellent natural assets (air quality, water, natural beauty).
  - Capacity in some key employment locations.

- Challenges to address:
  - Poor connectivity by rail and road within the area.
  - Pinch points and lack of resilience in road network outside M6 corridor.
  - Lack of 4G and mobile coverage to premises and across the land area.
  - Availability and affordability of housing in some areas and quality of housing in others.

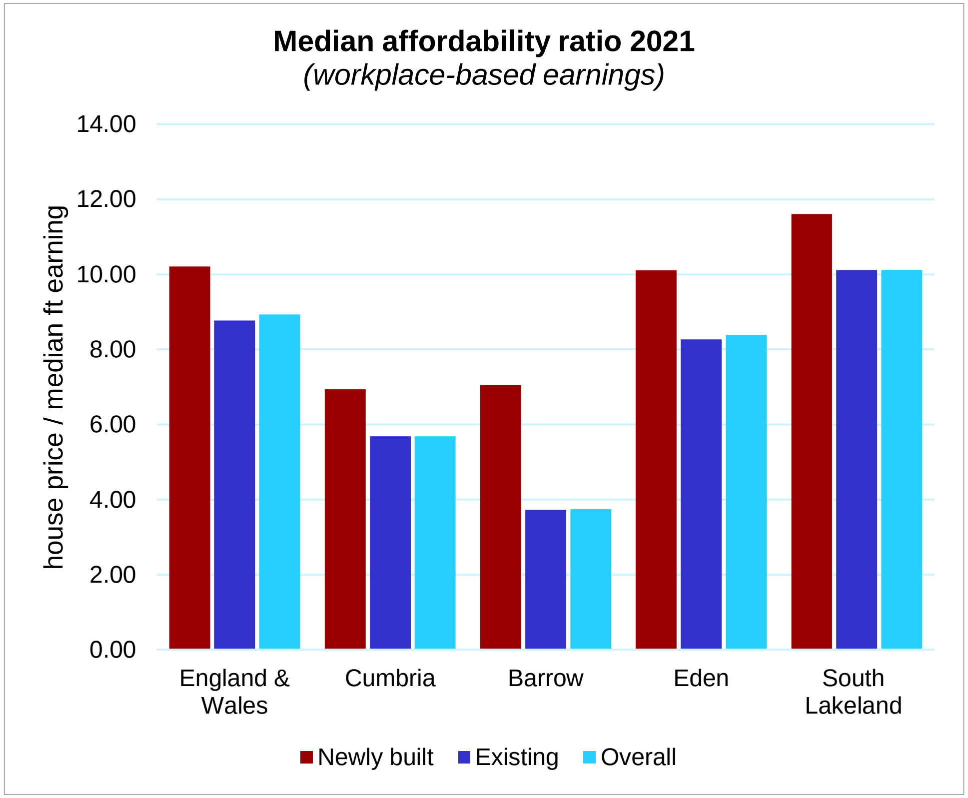
6.1 Housing stock & building

5-year average (2017-2021)				
	Housing stock		Affordable housing	
	Total stock	Net additional	Completed	Started
England	24,413,302	228,139	51,586	58,098
Cumbria	250,921	1,665	320	295
Westmorland & Furness	116,138	651	116	119
Barrow	33,507	95	2	6
Eden	26,862	264	37	39
South Lakeland	55,769	292	77	74

Source: HLUHC Live Tables on Dwelling Stock

- Over the past 5 years, Westmorland & Furness has on average added 651 dwellings per year to its overall housing stock, South Lakeland having the highest number and Barrow the lowest.
- On average over the past 5 years, Westmorland & Furness has completed 116 affordable dwellings per year and started 119 per year.

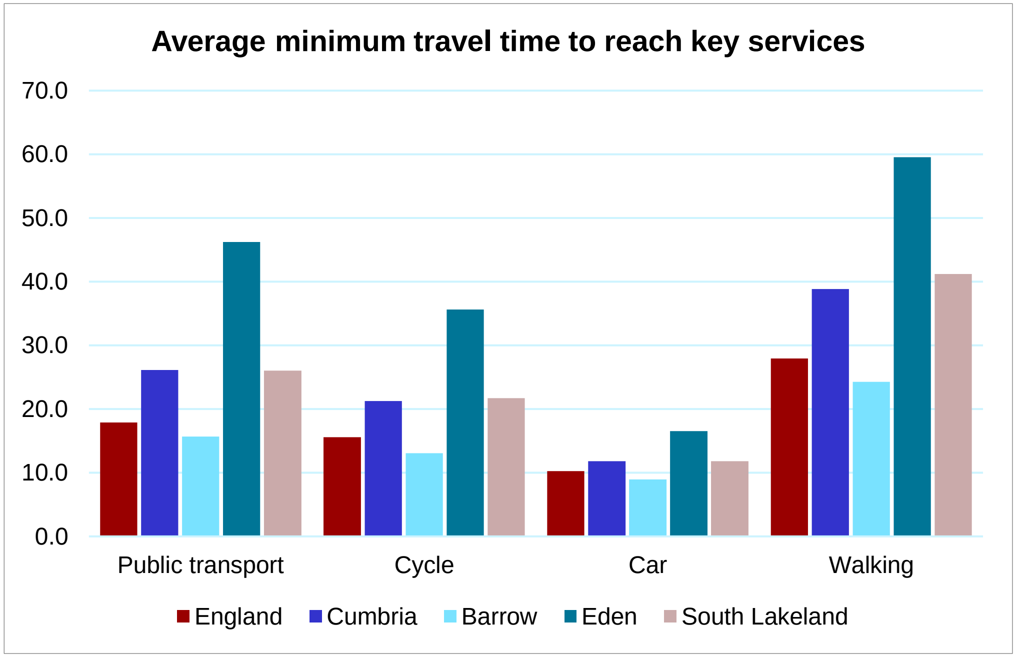
6.2 Housing affordability



Source: ONS Housing Affordability in England & Wales

- Housing affordability is better overall than the national average in Barrow and Eden but is worse in South Lakeland (10 times workplace earnings).
- Newly built dwellings are less affordable than existing dwellings in all parts of Westmorland & Furness (12 times earnings in Eden and South Lakeland, 7 times in Barrow).
- This presents a clear labour market challenge for businesses in Eden and South Lakeland as earnings generated from employment are insufficient in most cases to generate sufficient income to purchase property in the area.
- Whilst on the face of it the issue is less acute in Barrow some of that is linked to high earnings in the manufacturing sector and affordability will be more of a challenge for those who work in other sectors. The quality and type of housing in Barrow also present a barrier.

6.3 Access to services



The average of minimum journey times to medium sized centres of employment (500-4999 jobs), primary schools, secondary schools, further education, GPs, hospitals, food stores and town centres.

Source: DfT Journey Time Statistics 2019

- Average minimum travel time to reach 8 key services is longer by all forms of transport in Eden and South Lakeland but lower than average in Barrow.
- Eden has the longest average minimum travel time for all forms of transport, well in excess of national averages.

6.4 Transport Project Pipeline

A number of transport and infrastructure related projects are underway or in development which will help address some of the physical barriers impacting the labour market, including:

- **Funding secured and projects in delivery**
  - A595 Grizebeck
  - Swarthmoor Junction
  - Barrow Active Travel (Town Deal / Active Travel Fund)
  - Rural Mobility Pilot (Penrith / Ulverston)
- **Infrastructure Planning on Major Projects**
  - A66
  - BAE – Barrow
  - HS2
- **Business cases submitted and pending approval**
  - Energy Coast Resilient Routes (Levelling Up Fund)
- **Business cases in development**
  - Kendal Northern Access Road
  - Lakes Line
  - See more Lake District Cycling
  - Windermere Gateway
  - Access for All improvements (Ulverston)

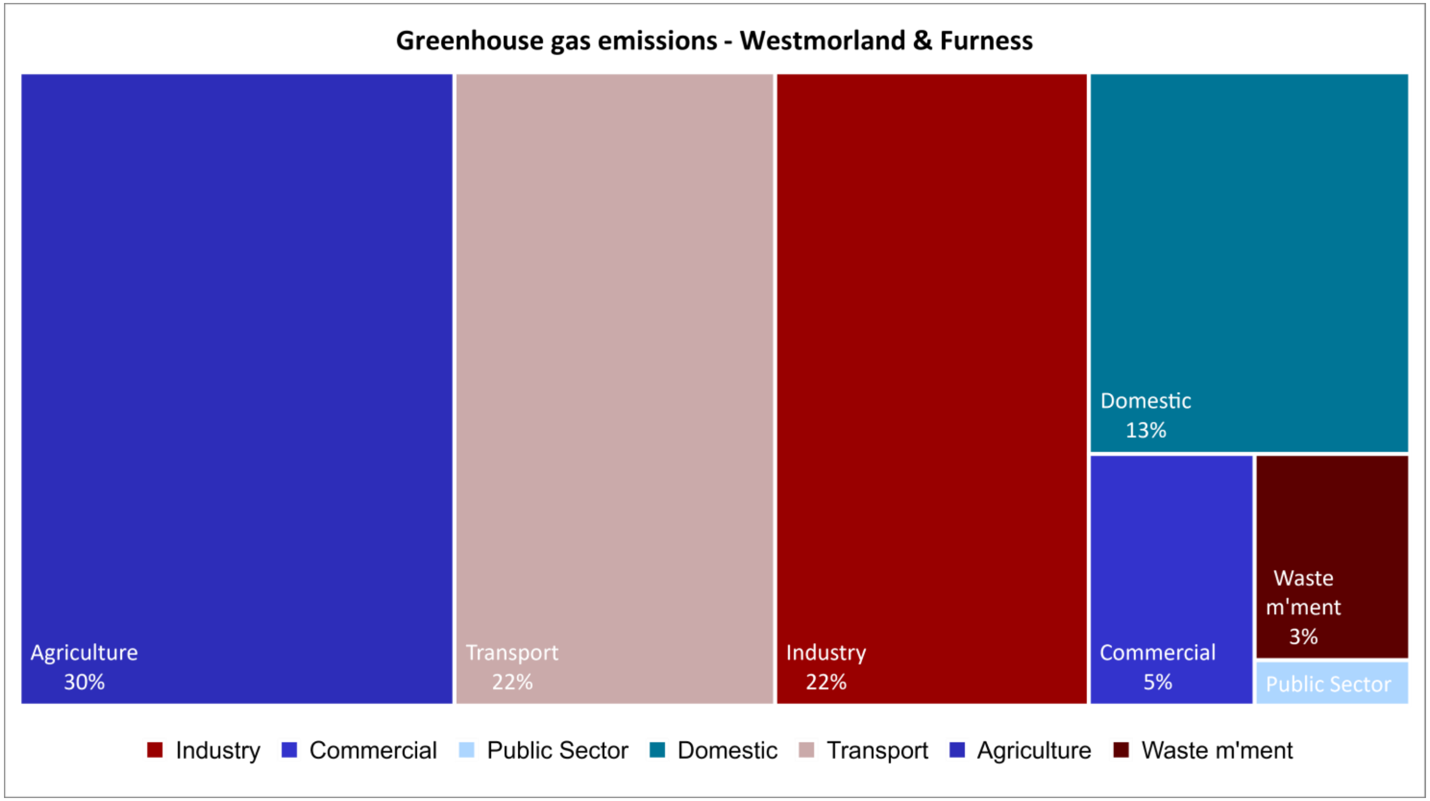
6.5 Broadband & 4G coverage

Broadband Coverage						
	England	Cumbria	Westmorland & Furness	Barrow	Eden	South Lakeland
Superfast Broadband (30Mbit/s+)	96.8	94.0	93.2	98.7	84.1	94.3
Ultrafast Broadband (100Mbit/s+)	70.3	20.6	15.4	19.8	8.2	16.3
Ultrafast Broadband (300Mbit/s+)	68.4	18.9	14.7	19.8	8.2	14.7
Full Fibre	31.3	9.2	14.3	19.8	8.2	13.8
Gigabit	66.8	17.8	14.3	19.8	8.2	13.8
No access to download at/above 10Mbit/s and upload at/above 1Mbit/s	0.2	0.7	0.7	0.1	1.5	0.7

Mobile Phone Coverage by 1 or more operator				
Service type		Barrow	Eden	South Lakeland
% premises indoors	3G	100.0	92.1	98.2
	4G	99.8	92.4	96.4
% premises outdoors	3G	100.0	99.0	99.6
	4G	100.0	98.4	99.3
% geographic area	3G	100.0	95.9	95.9
	4G	100.0	92.4	92.9

Source: Ofcom Connected Nations Jan 2022

6.6 Greenhouse gas emissions



- In 2020, total greenhouse gas emissions in Westmorland & Furness were 3,069.7 ktCO_2e.
- Almost half occurred in Eden (47%) followed by South Lakeland (35%) and Barrow (17%).
- Emissions per capita in 2020 were 13.6 tCO_2e more than twice the national average and were 0.8 ktCO_2e per km^2, half the national average
- The biggest contributor to emissions was agriculture which generated 30% of emissions.
- Emissions have fallen by 11% since 2018 in comparison to a fall of 12% for the UK.

Source: BEIS UK Local Authority GHG Emissions 2020
Gasses covered are carbon dioxide, methane and nitrous oxide

Note: Emissions related to energy supply are based on the point of consumption, emissions not energy related are based on the point of emission other than waste management emissions which are based on where the waste was produced.

Further information

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