

The background of the slide is a vibrant blue, split horizontally. The top half shows a bright blue sky with wispy white clouds, while the bottom half shows a darker blue body of water with gentle ripples. The text is centered and rendered in a bold, white, sans-serif font with a subtle drop shadow.

The Furness Economy 2007 The Business View

Hill Taylor for Furness Enterprise

February 2007

Hill Taylor were commissioned to ask 44 of the Furness area's businesses what their views are on:

- **The current state of the national and Furness economy;**
- **Skills in demand**
- **Deficiencies and strengths of the local labour market**
- **Current levels of business - expected change over the next year**
- **What Government can do to help Furness**
- **The "most needed" improvements to help Furness' economy**

Skills in Demand

72% of firms need skilled technical staff

Skilled Staff	39%
Managers & Technical	34%
Professional Skills	27.3%
Skilled Trades People	22.7%

There's no problem getting admin/clerical staff

Skills in Demand

Skill Needs – Professional Staff

- **Corporate Governance**
- **Design Engineers**
- **Electronic Engineers**
- **Engineering and Sales**
- **Engineers, Designers**
- **Mechanical and Electrical Engineers**
- **Pharmacists**
- **Qualified Marine Personnel**
- **Sales and Marketing and Customer Service**
- **Technical Engineering**
- **Telephone Sales Staff**
- **Trained and Precision Engineers**

Skills in Demand

Skill Needs – Managerial/Technical

- Branch Managers
- Control System Engineers and Electrical Engineers
- Electrical/Technical Staff
- Engineering, Commercial Senior Managers
- Fitters, Turners
- General Managers
- Health and Safety Managers
- Manufacturing Managers
- Skilled Engineers
- Team Leaders, Planning Managers, Project Managers
- Technical Engineering

It is difficult to recruit people with the right technical skills.

Skills in Demand

Skill Needs – Skilled Staff

- **Bakers and Butchers**
- **CNC Machinists**
- **Electrical/Mechanical Engineers**
- **Engineers**
- **Fabricators, Machinists**
- **Fibre Optic Staff**
- **Fitters**
- **Pipe Welders**
- **Print Finishing**
- **Research and Development People**
- **Sales People**
- **Sales Staff**
- **Scientists to work in labs**
- **Travel Agents**

Skills in Demand

Skill Needs – Trade & Craftsmen

- **Electrical Engineers**
- **Flooring Installers**
- **Mechanical Engineers**
- **Mechanical and Electrical Fitters**
- **Pipe Fitting, Fabricators and Sheet Metal Workers**
- **Pipe Welders and Fitters**
- **Engineers**
- **Technicians**

Business Conditions in UK

Booming	2.3%
Doing quite well	25.0%
Stable	54.5%
Gradual Decline	15.9%

As seen by Furness firms

Business Conditions in Furness

Doing quite well	50%
Stable	41%
Gradual Decline	3%
Depressed	6%

Stable, doing quite well.

Forecast Business Conditions

National

Furness

9%

Improve

39%

57%

Stay Same

50%

32%

Worsen a little

9%

Local optimism,

National growing pessimism.

Deficiencies & Strengths in the Furness Labour Market

Deficiencies

- Shortage of skilled engineering staff 27.3%
- Shortage of labour generally 11.4%

Strengths

- Good skills base 40%
- Staff loyalty & commitment 21%
- 78% firms report a need to re-skill staff.

Current Level of Business

Very Good	34%
Good	27%
Stable	30%
Declining	9%

What Government Needs To Do

- **Simplify and reduce legislation**
- **Lower taxation**
- **Create more stability in demand for shipbuilding.**

What Can Help Furness Most

- **Attract more firms to Furness**
- **Retain grant aid**
- **Enhance the skills base**
- **Improve A590 to M6**
- **Develop port leisure uses**
- **Provide more industrial/office space**

Above are listed In priority order as seen by firms