

## Introduction

In view of the COVID-19 pandemic, this briefing excludes datasets where the time delay in publication means that the available figures pre-date the virus outbreak. It therefore contains July data from the standard Claimant Count and Universal Credit registers (both counts taken on **9<sup>th</sup> July**). The briefing also contains July data for job postings, June data for business start-ups and July data for the active company count, together with June data for the furlough and self-employment support schemes.

For more information about any of the data in the briefing or to be added / removed from the distribution list, please contact Ginny Murphy, Senior Analyst, Cumbria County Council / Cumbria Intelligence Observatory. Email: [ginny.murphy@cumbria.gov.uk](mailto:ginny.murphy@cumbria.gov.uk) Tel: 07826 859026. Copies of this and previous briefings can be found on the Observatory website: [www.cumbriaobservatory.org.uk](http://www.cumbriaobservatory.org.uk).

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### 1. KEY FINDINGS FOR CUMBRIA

- There were 14,205 claimants of JSA / UC (out of work and seeking work) on 9<sup>th</sup> July, a rate of 4.8% of the working age population. This compares to 6.4% nationally. The claimant count has risen by 300 since June after falling in May. It has risen in all parts of the county except Eden and those parts within the Lake District (down by 5 in both). We expect this situation to fluctuate while support under furlough scheme is phased out;
- Compared to the pre-pandemic situation in March, the claimant count is 7,270 higher with the highest increases in South Lakeland (265%) and Eden (170%) and also in the Lake District National Park (397%), well in excess of the county and national increases (105% and 111% respectively). (NB: LDNPA residents are also included in their relative district figures);
- The claimant rate in Cumbria rose by 0.1 to 4.8% in July but remains below the national rate of 6.4% which also rose by 0.1 percentage points;
- Since pre-lockdown in March, the claimant count rate has risen in Cumbria from 2.3% to 4.8%, an increase of 2.5 percentage points compared to a national increase of 3.4 percentage points;
- There were 34,454 claimants of Universal Credit in Cumbria on 9<sup>th</sup> July (in work, out of work and those not required to seek work), a rise of 426 (1.3%) from June and a rise of 14,672 (74%) since March (74%). The biggest percentage increases since the pre-pandemic position in March have been in South Lakeland (163%) and Eden (130%) and in areas within the Lake District National Park (206%) (NB: LDNPA residents are also included in their relative district figures). These compare to a national increase since March of 84%;
- There have been particular increases since March in UC claimants claiming whilst in work (up by 6,716, 111%) and among those searching/planning/preparing for work (up by 6,954, 88%). In contrast, the increase for those with no working requirements has been 1,008 (17%);

- The number of UC claims that were started fell from 1,589 in June to 1,302 in July (from a peak of 8,712 in April). On a per capita basis, UC claim starts fell to 0.4% of the working age population compared to 2.9% in April. However, whilst per capita start rates have almost returned to pre-pandemic levels for those aged over 25, they have not yet done so to the same extent for those under 25;
- There were 1,898 job postings in July, 955 fewer than in February (-33%) before the lockdown began but 234 more than in June which had already shown an increase from May. There was a welcome increase in postings for the hospitality sector;
- In July there were 7 claimants per new job posting compared to an average of 3 for the 12 months to March 2020;
- HMRC data shows that 73,400 "employments" held by Cumbrian residents had been furloughed at least once up to the end of June 2020. This is an increase of 9,400 since May. The highest number of furloughed employments was in South Lakeland at 18,700 and the lowest in Copeland at 6,800;
- The furlough rate was 32% in Cumbria compared to 31% nationally. South Lakeland (40%) and Eden (39%) have the two highest furlough rates in the UK whilst Copeland (22%) and Barrow (23%) have two of the lowest rates nationally;
- HMRC data shows that there had been 18,200 claims under the Self-Employment Income Support Scheme by the end of June, totalling £50.4m. The take-up rate was 73% compared to 75% nationally. South Lakeland had the highest take-up rate at 75% and Copeland the lowest at 71%;
- There were 136 business start-ups in June, a rise of 29 from May but 24 fewer than the same month last year;
- There were 229 new Companies House incorporations in June, a rise of 71 from May and 52 more than the same month last year. However, some of this apparent recovery (and indeed the previous decline) could be due to Companies House not processing registrations at the height of lockdown and so the data should be treated with caution;
- There were 31,323 active companies in Cumbria at the end of July, 143 more than in June, a rise of 0.5% v a rise of 1.3% nationally.

## 2. NATIONAL LABOUR MARKET OVERVIEW

- The reduction in total hours worked is at record levels both on the year and the quarter;
- The UK employment rate was estimated at 76.4%, 0.3 percentage points higher than a year earlier but 0.2 percentage points down on the previous quarter. On this measure unemployment is not rising, because of increases in people out of work but not currently looking for work;
- The UK unemployment rate was estimated at 3.9%, largely unchanged on the year and the previous quarter;
- The UK economic inactivity rate was estimated at 20.4%, 0.4 percentage points lower than the previous year but 0.2 percentage points up on the previous quarter;
- The total number of weekly hours worked was 849.3 million, down a record 203.3 million hours on the previous year and down 191.3 million hours on the previous quarter;
- Employee pay growth declined further in June; growth has been affected by lower pay for furloughed employees since March, and reduced bonuses; nominal regular pay growth for April to June 2020 is negative for the first time since records began in 2001;
- Growth in average total pay (including bonuses) among employees declined in April to June to negative 1.2%, with annual growth in bonus payments at negative 19.4%; regular pay (excluding bonuses) slowed to negative 0.2%;
- Single-month growth in average weekly earnings for June 2020 was negative 1.5% for total pay and negative 0.3% for regular pay;
- For the sectors of wholesaling, retailing, hotels and restaurants, and construction, where the highest percentage of employees returned to work from furlough, there is a slight improvement

in pay growth for June 2020 compared with April and May; weaker pay growth in some higher-paying sectors negates this at whole economy level;

- In real terms, total pay growth for April to June was negative 2.0% (that is, nominal total pay grew more slowly than inflation); regular pay growth was negative 1.0%;
- Redundancies increased by 30,000 on the year and 27,000 on the quarter to 134,000. While this is the highest level since February to April 2013, the level remains well below that seen during the 2008 downturn;
- For May to July 2020, there were an estimated 370,000 vacancies in the UK, which is 10% higher than the record low in April to June 2020. The increase was driven by small businesses (less than 50 employees), some of which reported taking on staff to meet coronavirus (COVID-19) guidelines. Estimated vacancies for May to July 2020 were 274,000 fewer than in the previous quarter, February to April 2020 and 453,000 fewer than a year earlier.

## 3. STANDARD CLAIMANT COUNT (released monthly) – count taken 9th July 2020

**Important note:** The phased nature of the UC rollout means that standard claimant count trends over time and between areas can be misleading as a broader span of people are required to seek work than under JSA. In addition, an easing of UC claimant conditions in response to COVID-19 means that more people have been able to apply for UC than previously and in some (not all) cases, those who have been furloughed or are self-employed have been included in the “searching for work” category and are therefore also included in the claimant count. It is not possible to identify the extent of this.

Figure 1 shows the change in claimants from last month and from a year ago. This shows that there was an increase of 300 claimants in July from June, to a total of 14,205 in Cumbria. This is a monthly rise of 2.1% compared to 3.5% nationally. There were rises in all of Cumbria’s districts except Eden and in the Lake District. The claimant rate in June in Cumbria was 4.8% which is below the national rate of 6.4%. It is a rise of 0.1 from June and 2.6ppt higher than a year ago.

**Figure 1: Standard Claimant Count – July 2020**

	Male		Female		All Persons		Monthly Change (all persons)			Annual Change (all persons)		
	No	Rate	No	Rate	No	Rate	No	% chg	Rate chg	No	% chg	Rate chg
UK	1,612,410	7.8	1,067,480	5.1	2,679,885	6.4	89,710	3.5	0.2	1,534,200	133.9	3.7
Cumbria	8,535	5.8	5,665	3.8	14,205	4.8	300	2.1	0.1	7,710	118.7	2.6
Allerdale	1,660	5.8	1,195	4.1	2,850	4.9	20	0.8	0.0	1,240	76.8	2.1
Barrow	1,335	6.5	770	3.8	2,105	5.1	45	2.1	0.1	925	78.1	2.3
Carlisle	2,185	6.8	1,335	4.0	3,520	5.3	115	3.4	0.2	1,990	129.9	3.0
Copeland	1,255	6.0	785	3.8	2,040	4.9	50	2.5	0.1	800	64.3	1.9
Eden	715	4.7	550	3.6	1,265	4.1	-5	-0.4	0.0	880	225.7	2.9
South Lakeland	1,390	4.7	1,030	3.4	2,420	4.0	70	3.0	0.1	1,880	351.1	3.1
of which LDNPA	625	5.3	460	3.9	1,085	4.6	-5	-0.5	0.0	915	544.6	3.9

Source: ONS/DWP, due to rounding, totals may not sum

Note: LDNPA is a “best-fit” comprising LSOAs with 50%+ of population within NP. LDNPA data are also included in relevant district.

Figure 2 shows the change in claimants from March which is treated as the baseline pre-COVID-19 position. This shows that there are 7,270 more claimants in July than in March, an increase of 105% compared to a national rise of 111%. However, the increase was significantly above the national average in South Lakeland at 265% and Eden at 170%, and also for residents in the Lake District National Park where the number of claimants is 397% higher than March (albeit from a low starting base).

**Figure 2: Standard Claimant Count - Pre-lockdown in Mar to July 2020**

	Male		Female		All Persons		March-June Change		
	No	Rate	No	Rate	No	Rate	All persons		
	No	Rate	No	Rate	No	Rate	No	% Chg	Rate Chg
UK	1,612,410	7.8	1,067,480	5.1	2,679,885	6.4	1,411,265	111.2	3.4
Cumbria	8,535	5.8	5,665	3.8	14,205	4.8	7,270	104.9	2.5
Allerdale	1,660	5.8	1,195	4.1	2,850	4.9	1,260	79.0	2.2
Barrow	1,335	6.5	770	3.8	2,105	5.1	865	69.8	2.1
Carlisle	2,185	6.8	1,335	4.0	3,520	5.3	1,790	103.6	2.7
Copeland	1,255	6.0	785	3.8	2,040	4.9	805	64.9	1.9
Eden	715	4.7	550	3.6	1,265	4.1	800	170.1	2.6
South Lakeland	1,390	4.7	1,030	3.4	2,420	4.0	1,755	264.7	2.9
of which LDNPA	625	5.3	460	3.9	1,085	4.6	865	396.8	3.7

Source: ONS/DWP, due to rounding, totals may not sum

Note: LDNPA is a “best-fit” comprising LSOAs with 50%+ of population within NP. LDNPA data are also included in relevant district.

Figure 3 shows the claimant count and rate by broad age group in Cumbria in July. Claimant rates at Cumbria level are below the national average for all age groups except for 16-24 year olds in Barrow and for 25-34 year olds in Carlisle where the rate is above the national average.

**Figure 3: Standard Claimant Count & Rate by Age Group in Cumbria - July 2020**

Claimant Count and Rate by Age - July 2020												
	Aged 16-24		Aged 25-34		Aged 35-44		Aged 45-54		Aged 55+		Total	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
UK	537,745	7.5%	740,370	8.2%	553,165	6.6%	470,055	5.1%	377,920	4.7%	2,679,885	6.4%
Cumbria	2,905	6.5%	3,890	7.4%	2,705	5.1%	2,520	3.4%	2,180	3.0%	14,205	4.8%
Allerdale	595	6.9%	740	7.3%	550	5.4%	505	3.4%	465	3.3%	2,850	4.9%
Barrow	525	7.9%	590	7.3%	380	5.3%	345	3.4%	265	3.0%	2,105	5.1%
Carlisle	710	7.0%	1,045	8.3%	700	5.6%	575	3.7%	490	3.3%	3,520	5.3%
Copeland	395	6.6%	575	7.4%	375	5.1%	365	3.6%	325	3.2%	2,040	4.9%
Eden	235	5.7%	320	6.5%	235	4.5%	250	3.1%	225	2.7%	1,265	4.1%
South Lakeland	445	5.1%	620	6.9%	465	4.4%	480	3.1%	405	2.5%	2,420	4.0%
of which LDNPA	170	5.2%	250	7.3%	240	6.0%	225	3.6%	195	2.9%	1,085	4.6%

Source: ONS (data are rounded). LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

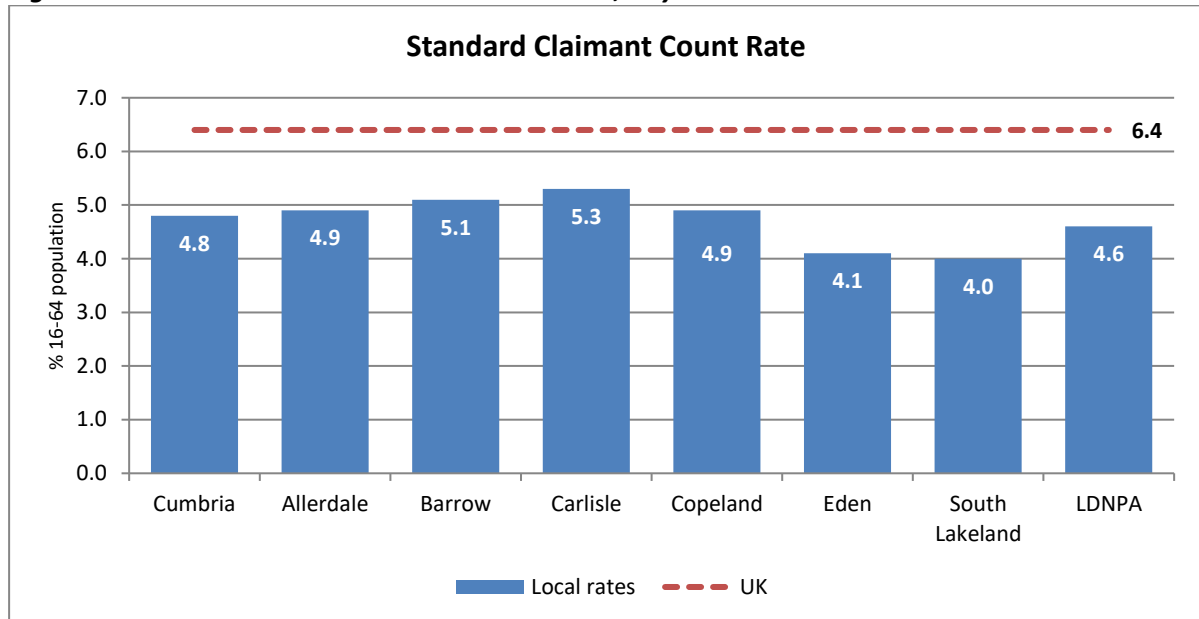
Figure 4 shows how the claimant rates by age have changed between March and July.

**Figure 4: Standard Claimant Count Rate – March-July 2020**

Claimant Rate by Age - March v July 2020												
	Aged 16-24		Aged 25-34		Aged 35-44		Aged 45-54		Aged 55+		Total	
	March	June	March	June	March	June	March	June	March	June	March	June
UK	3.4%	7.5%	3.7%	8.2%	3.2%	6.6%	2.5%	5.1%	2.5%	4.7%	3.0%	6.4%
Cumbria	3.1%	6.5%	3.7%	7.4%	2.5%	5.1%	1.6%	3.4%	1.5%	3.0%	2.3%	4.8%
Allerdale	3.7%	6.9%	4.3%	7.3%	3.0%	5.4%	1.9%	3.4%	1.8%	3.3%	2.8%	4.9%
Barrow	4.7%	7.9%	4.1%	7.3%	3.2%	5.3%	2.0%	3.4%	1.9%	3.0%	3.0%	5.1%
Carlisle	3.2%	7.0%	4.3%	8.3%	2.7%	5.6%	1.7%	3.7%	1.7%	3.3%	2.6%	5.3%
Copeland	3.9%	6.6%	4.4%	7.4%	3.3%	5.1%	2.0%	3.6%	2.2%	3.2%	3.0%	4.9%
Eden	1.6%	5.7%	2.2%	6.5%	1.9%	4.5%	1.2%	3.1%	1.1%	2.7%	1.5%	4.1%
South Lakeland	1.2%	5.1%	2.1%	6.9%	1.2%	4.4%	0.8%	3.1%	0.7%	2.5%	1.1%	4.0%
of which LDNPA	0.8%	5.2%	1.5%	7.3%	1.5%	6.0%	0.6%	3.6%	0.6%	2.9%	0.9%	4.6%

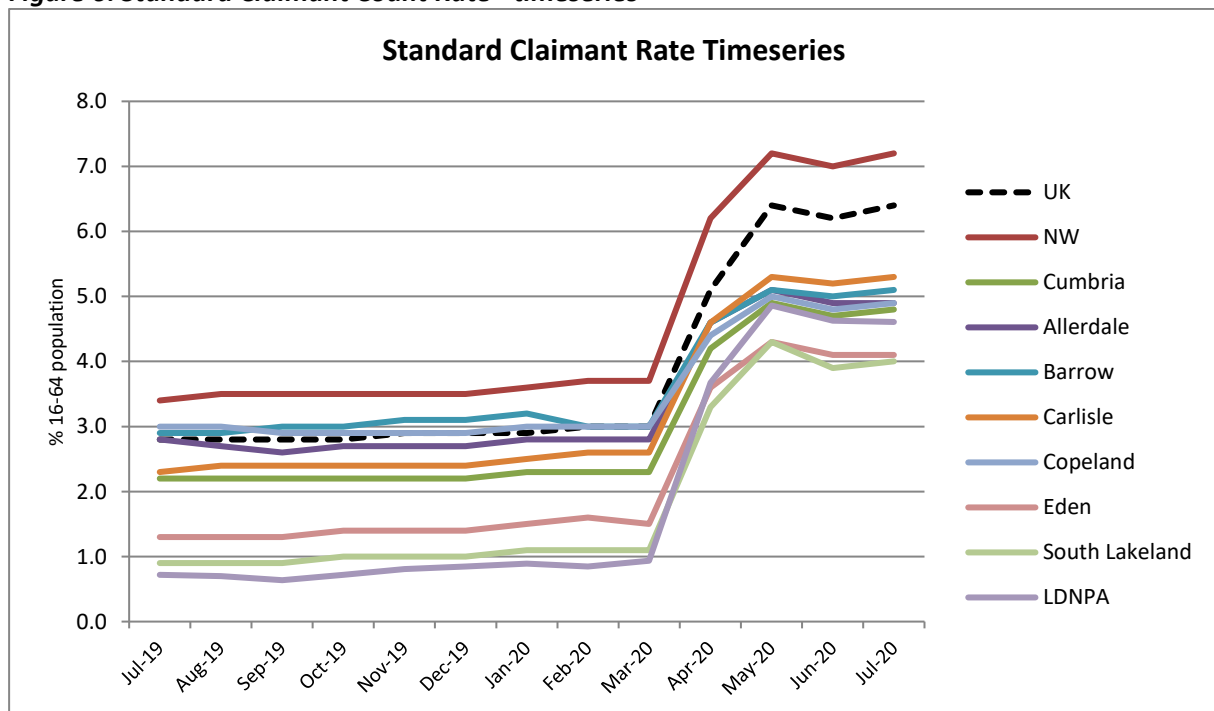
Source: ONS. LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

**Figure 5: Standard Claimant Count Rate – districts, July 2020**



Source: ONS/DWP

**Figure 6: Standard Claimant Count Rate - timeseries**



Source: ONS/DWP

## 4. UNIVERSAL CREDIT (released monthly) – count taken 9<sup>th</sup> July 2020

Universal Credit (UC) is a single monthly payment for people in or out of work which replaces existing benefits including Housing Benefit, Child Tax Credit, Income Support, Working Tax Credit, Income-based Jobseeker's Allowance, Income-related Employment and Support Allowance. **Note: due to the phased rollout, care should be taken when comparing areas or change over time.**

### 4a. Individuals on Universal Credit

On 9<sup>th</sup> July 2020 there were 34,454 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 426 from June (+1.3%) and 14,672 more than pre-lockdown in March (+74%). The highest percentage increases since March have been in South Lakeland (163%), Eden (130%) and for those living within the Lake District National Park (+206%).

**Figure 7: Universal Credit Claimants – July 2020 and change from March 2020**

	Male		Female		All Persons		Monthly Change (all persons)			Change from March (all persons)		
	No	Rate	No	Rate	No	Rate	No	% chg	Rate chg	No	% chg	Rate chg
Great Britain	2,691,668	7.4	2,763,801	13.0	5,547,041	13.5	120,446	2.2	0.5	2,535,522	84.2	6.0
Cumbria	16,391	6.7	17,822	11.2	34,454	11.5	426	1.3	0.3	14,672	74.2	4.9
Allerdale	3627	9.0	4231	13.4	7,870	13.6	42	0.5	0.3	2,681	51.7	4.6
Barrow	2323	7.2	2466	11.4	4,859	11.7	88	1.8	0.3	1,916	65.1	4.5
Carlisle	3969	7.0	4135	11.9	8,210	12.3	147	1.8	0.4	3,602	78.2	5.3
Copeland	2416	8.9	2671	12.1	5,126	12.2	47	0.9	0.2	1,429	38.7	3.3
Eden	1351	4.0	1516	8.9	2,855	9.3	19	0.7	0.4	1,615	130.2	5.3
South Lakeland	2708	3.5	2796	8.9	5,533	9.2	78	1.4	0.3	3,425	162.5	5.7
of which LDNPA	1285	3.5	1246	10.3	2,527	10.7	24	1.0	0.4	1,700	205.6	7.2

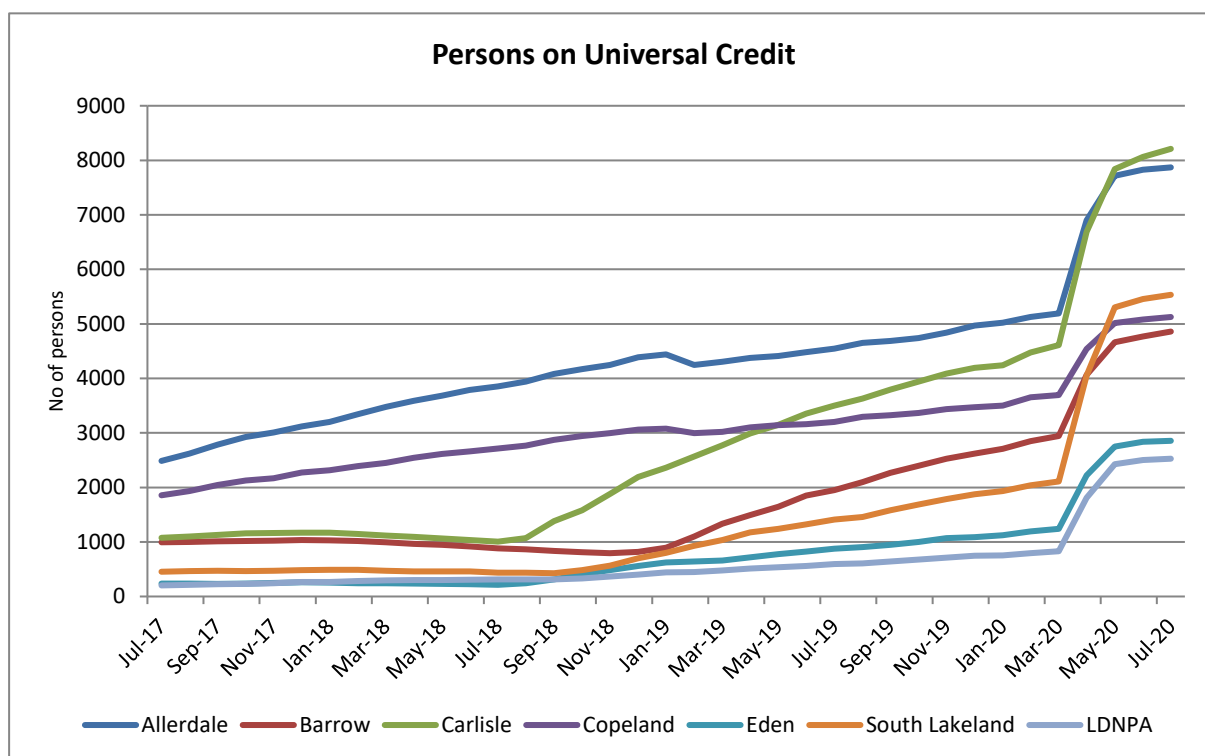
Source: DWP (due to disclosure control, totals may not sum): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

**Figure 8: Universal Credit Claimants by Age – July 2020**

Universal Credit Claimant Count and Rate by Age - June 2020												
	Aged 16-24		Aged 25-34		Aged 35-44		Aged 45-54		Aged 55+		Total	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
UK	919,974	13.3%	1,708,913	19.5%	1,293,845	15.9%	950,767	10.7%	673,433	8.7%	5,546,930	13.7%
Cumbria	5,873	13.2%	10,640	20.3%	7,633	14.4%	5,978	8.1%	4,328	6.0%	34,454	11.6%
Allerdale	1,274	14.8%	2,304	22.7%	1,751	17.2%	1,457	9.9%	1,074	7.7%	7,870	13.6%
Barrow	1,074	16.2%	1,599	19.8%	964	13.4%	730	7.3%	494	5.5%	4,859	11.9%
Carlisle	1,434	14.0%	2,717	21.7%	1,851	14.8%	1,311	8.5%	895	6.0%	8,211	12.5%
Copeland	847	14.2%	1,590	20.5%	1,087	14.8%	869	8.5%	728	7.1%	5,126	12.3%
Eden	445	10.7%	842	17.0%	642	12.3%	539	6.6%	391	4.7%	2,855	9.3%
South Lakeland	795	9.0%	1,580	17.6%	1,344	12.8%	1,080	7.0%	741	4.6%	5,537	9.3%
of which LDNPA	301	9.3%	680	20.1%	624	15.5%	518	8.5%	401	5.9%	2,527	10.8%

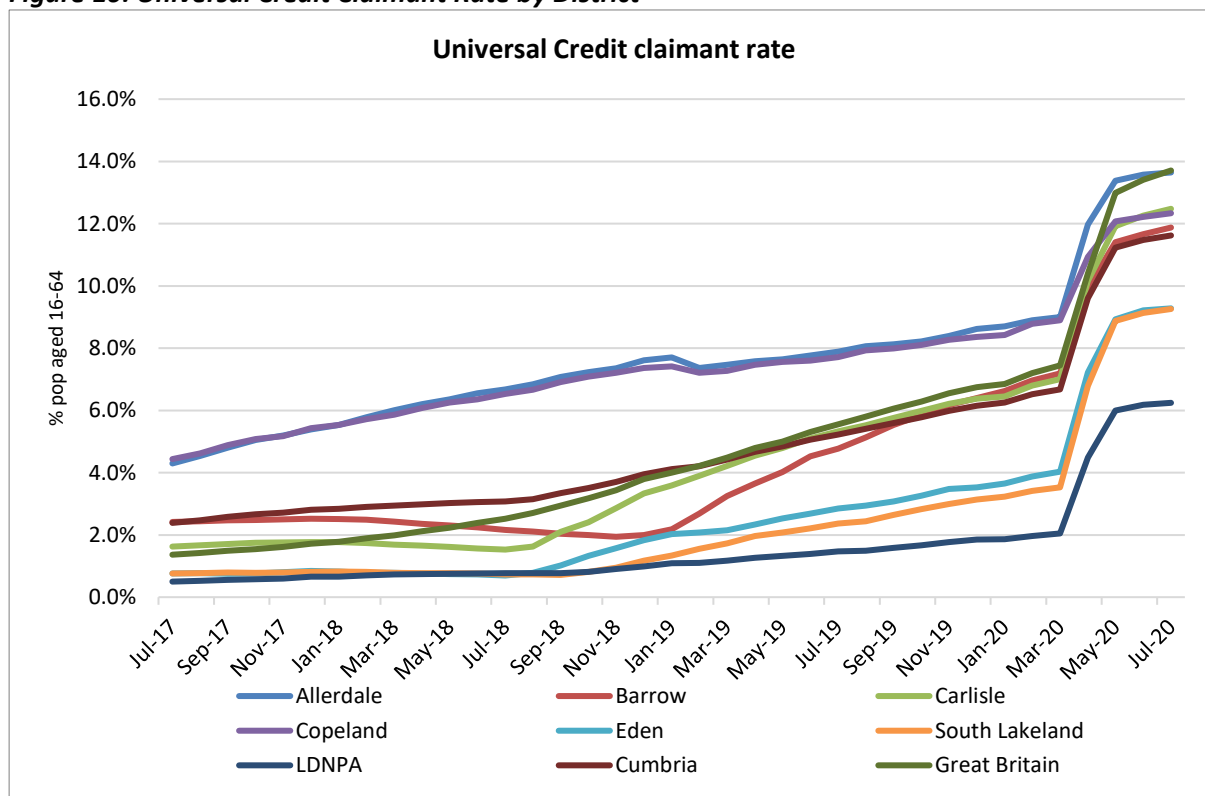
Source: DWP (due to disclosure control, totals may not sum): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

**Figure 9: Universal Credit Claimants by District**



Source: DWP via Stat-Xplore

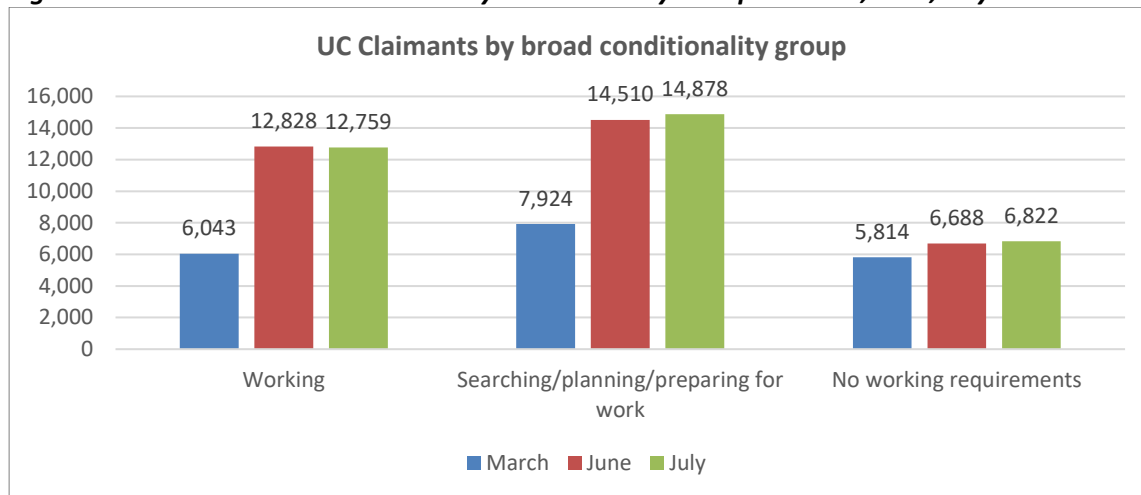
**Figure 10: Universal Credit Claimant Rate by District**



Source: DWP via Stat-Xplore

Universal Credit claimants are placed in a conditionality group based on their circumstances and work capability and this determines what is expected of them during their claim. Overall in Cumbria, the majority of claimants are in either the working conditionality group or the searching/planning/preparing for work categories – these two groups have seen 111% and 88% increases respectively in the number of claimants compared to a rise of 17% in those with no work requirements.

**Figure 11: Universal Credit Claimants by Conditionality Group – March, June, July 2020**



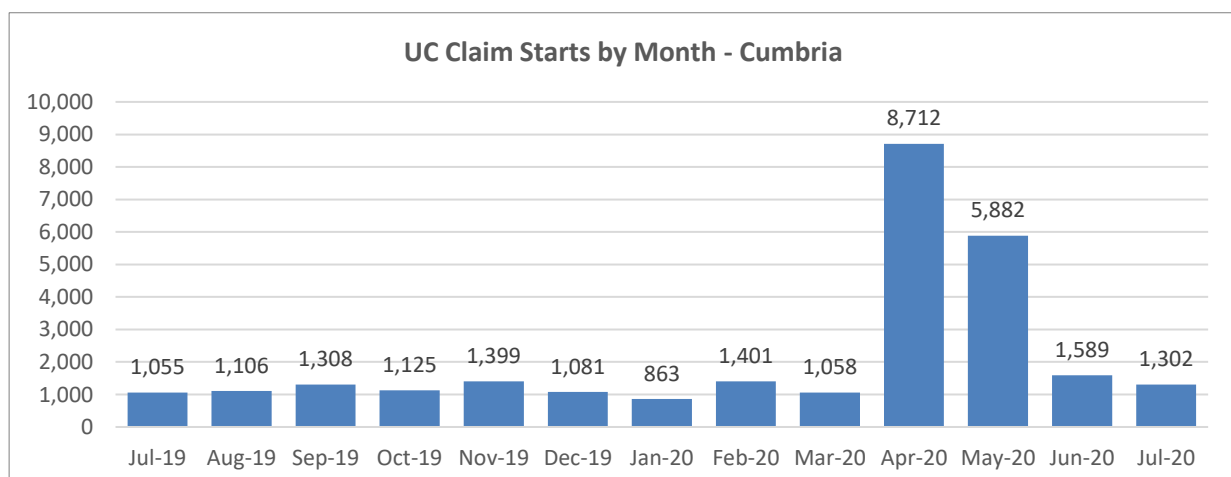
Source: DWP via Stat-Xplore Note: Conditionality is based on an individual's circumstances on the count date (2<sup>nd</sup> Thursday)

#### 4b. Starts to Universal Credit

The data presented so far relate to the stock of Universal Credit claimants at a point in time (ie the total number of people claiming at the time of the count, irrespective of how long they have been claiming). The following data relate just to those who started claims in the period. Geographic analysis is based on the JCP offices to which the original claim was made.

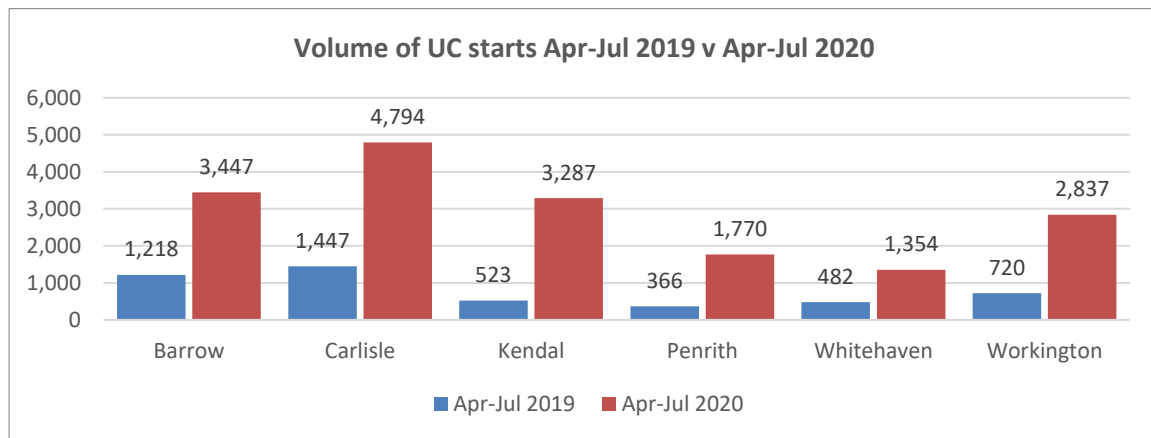
These data show that the number of UC claim starts rose significantly in April with 8,712 new claims started followed by 5,882 in May before dropping down again to more usual levels in June and further in July. The Carlisle JCP office saw the highest volume of additional starts but the highest proportionate increases were in starts arising from claims made to the Kendal and Penrith offices where starts for Apr-July were 5 times and 4 times higher than the same period in 2019 respectively. Note: some of the increase in starts will be due to the rollout of UC and not to labour market conditions.

**Figure 12: Monthly Starts to Universal Credit – July 2019-July 2020**



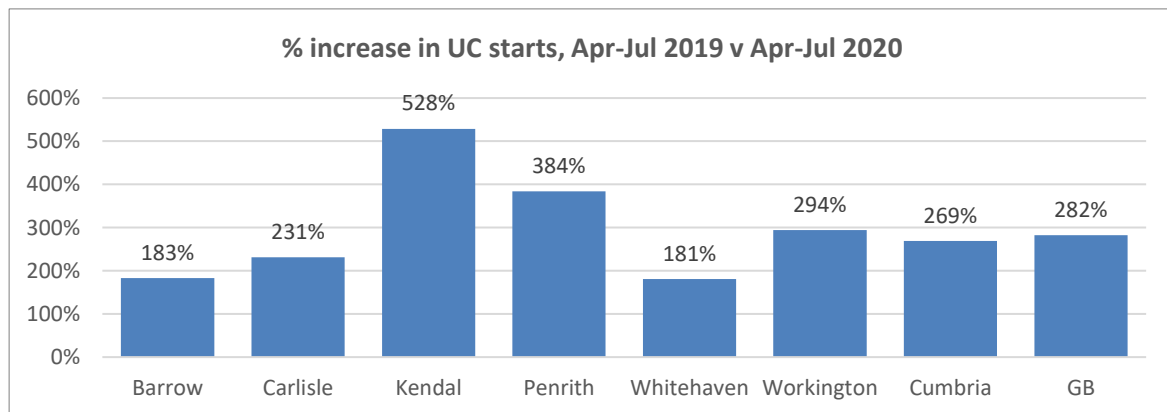
Source: DWP via Stat-Xplore

**Figure 13: Starts to Universal Credit by JCP Office – Apr-July 2019 v Apr-July 2020**



Source: DWP via Stat-Xplore

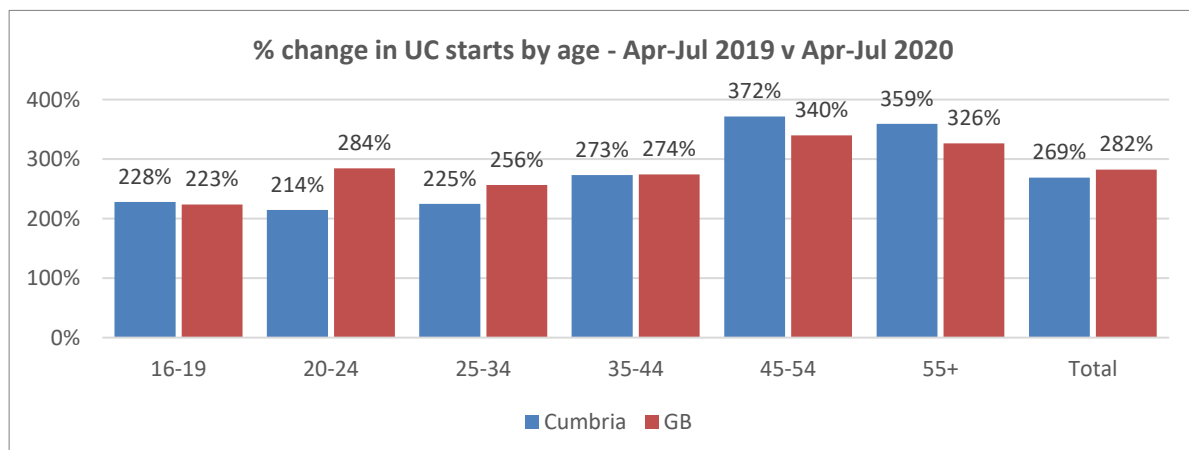
**Figure 14: % Change in UC Starts by JCP Office – Apr-July 2019 v Apr-July 2020**



Source: DWP via Stat-Xplore

There has been much interest in which age groups are being impacted the most by the pandemic and it's a mixed picture in Cumbria. The % increase in claim starts for Apr-Jul 2020 compared to the same 4 months in 2019 was lower in younger age groups in Cumbria than nationally, except those aged 16-19 where it was slightly higher. It was similar for those aged 35-44 but was higher for those aged 45+.

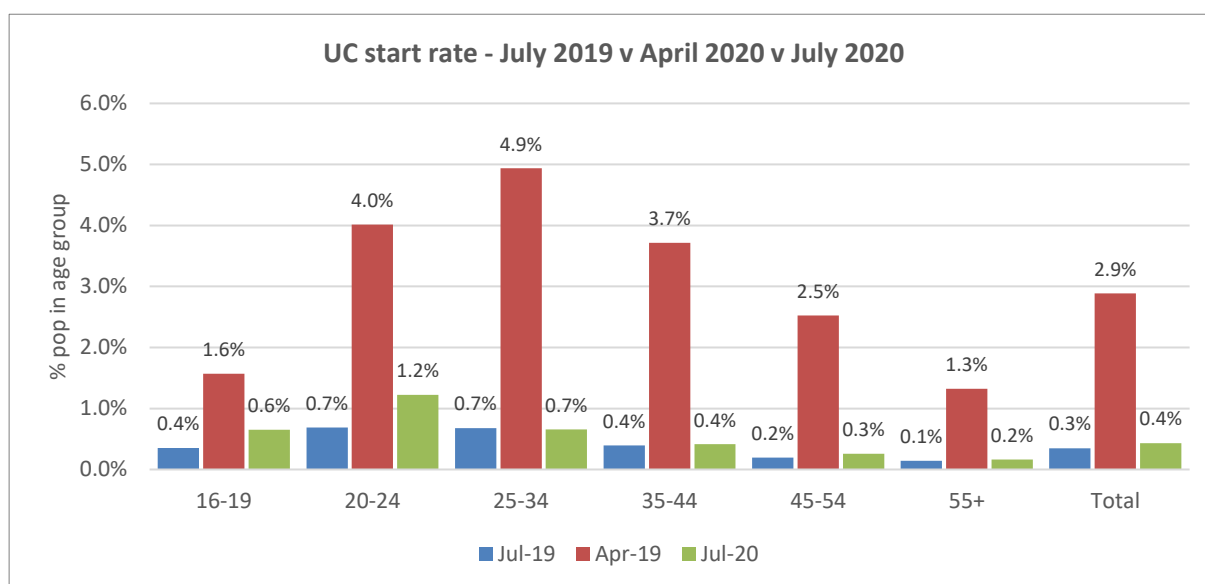
**Figure 15: Change in UC Starts by Age Group**



Source: DWP via Stat-Xplore.

However, the % increases in volumes are from low bases for some age groups and so it is perhaps more meaningful to look at the rate of new claims by age group and how these rates have changed. This shows that in July 2019, 0.3% of the working age population in Cumbria started a UC claim, in April this rose to 2.9% before falling back to 0.4% in July 2020. The claim start rate increased the most in April for those aged over 25 whilst it has returned to 2019 levels in these age groups, it has not yet done so for younger people, particularly those aged 20-24.

**Figure 16: Change in UC Start Rate by Age Group – Apr-Jul 2019 v Apr-Jul 2020**



Source: DWP via Stat-Xplore. Rate is % resident population in age group

**Figure 17: Starts on UC by Age Group**

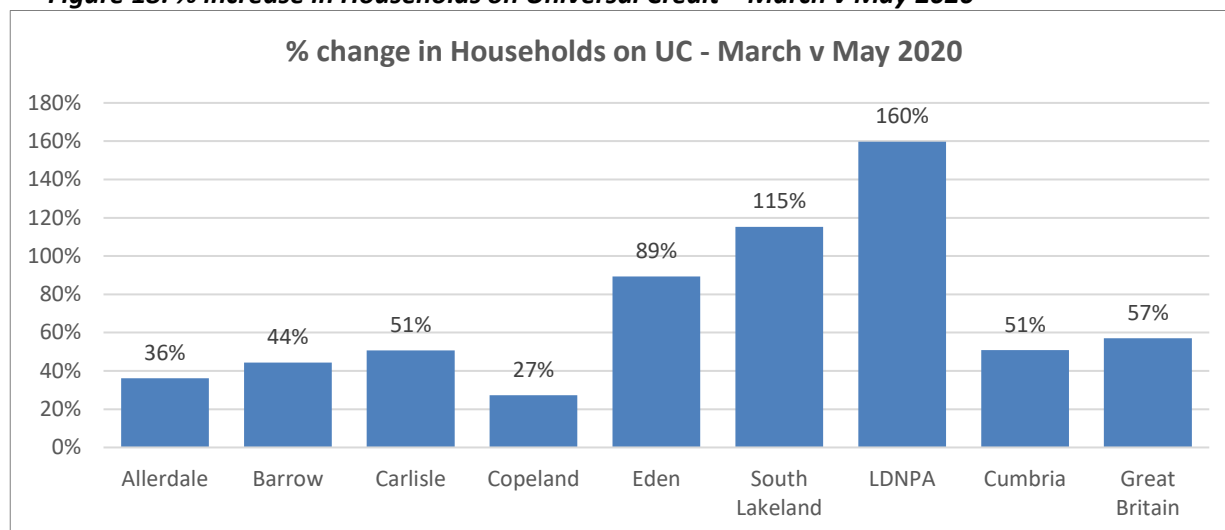
	July 2019		April 2020		July 2020	
	No	Rate	No	Rate	No	%
16-19	69	0.4%	307	1.6%	127	0.6%
20-24	164	0.7%	953	4.0%	290	1.2%
25-34	357	0.7%	2607	4.9%	346	0.7%
35-44	207	0.4%	1952	3.7%	217	0.4%
45-54	140	0.2%	1828	2.5%	188	0.3%
55+	114	0.1%	1071	1.3%	131	0.2%
Total	1055	0.3%	8712	2.9%	1302	0.4%

Source: DWP via Stat-Xplore. Rate is % resident population in age group

## 4c. Households on Universal Credit

Data for **households** on Universal Credit are only released quarterly which puts them out of line with the data for individuals – the most recent household data are for May. In May 2020 there were 26,786 households on Universal Credit in Cumbria, a rise of 9,028 from pre-lockdown in March (+51% v 57% nationally). The number of households on Universal Credit has increased particularly sharply in the LDNPA (160%), South Lakeland (115%) and Eden (89%).

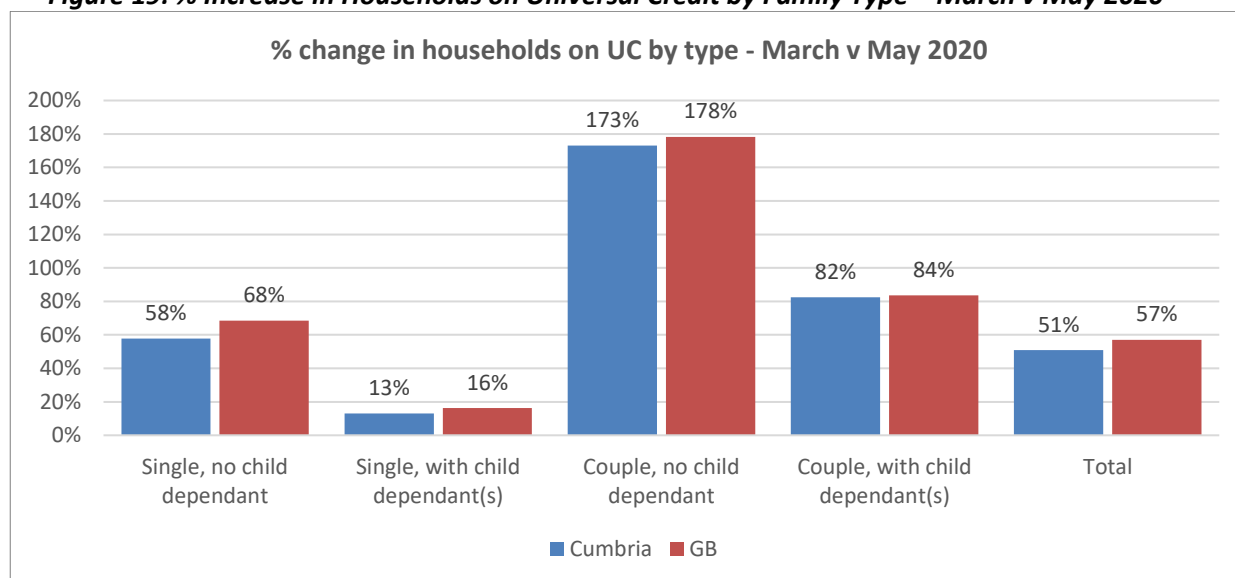
**Figure 18: % increase in Households on Universal Credit – March v May 2020**



Source: DWP via Stat-Xplore Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of area within NP. LDNPA claimants are also included in the relevant district

Whilst the overall number of households on UC increased by 51% in Cumbria between March and May, this varied by household type. The number of households comprising couples with no dependent children rose by 173% and households comprising couples with child dependents rose by 82%. In contrast the number of single households with child dependents increased by just 13%

**Figure 19: % Increase in Households on Universal Credit by Family Type – March v May 2020**



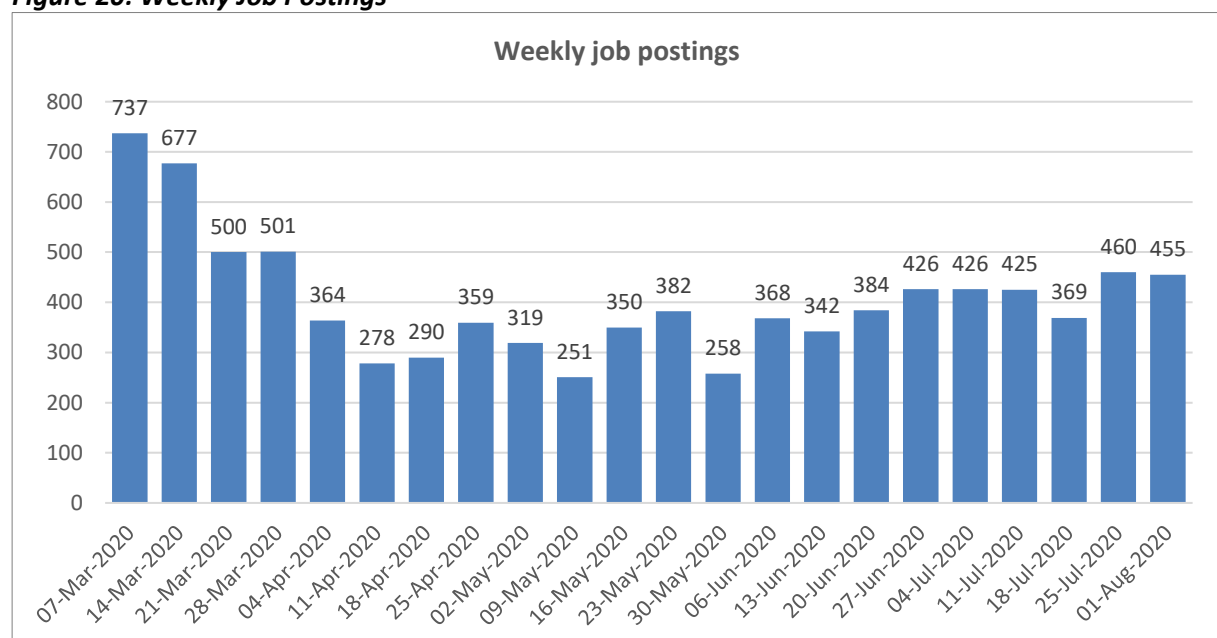
Source: DWP via Stat-Xplore

## 5 JOB POSTINGS

The following data are drawn from Labour Insight, an interactive tool which delivers real time access to job postings from a range of sources including job boards, employer sites, newspapers, public agencies etc. Data extraction and analysis technologies mine and code data from each job listing to provide analysis on industries, occupations, skills and qualifications. The tool will inevitably not capture all vacancies and in particular is likely to under-represent vacancies in sectors which typically do not utilise online or formal recruitment methods. It may also over represent the situation in those sectors which make widespread use of recruitment agencies and “bank” workers.

In July 2020 there were 1,898 job postings in Cumbria which is 234 more than in June (+14%), following the increase of 313 the previous month. However, the level remains significantly below that seen in February (-33%) which was the last complete month before the COVID-19 “lockdown” commenced. The weekly fall in job postings since lockdown which began in March is evident in the following chart which shows there were 737 postings in the first week of March and even though levels are recovering, the number in the first week of August was still almost 40% lower than the first week in March.

**Figure 20: Weekly Job Postings**

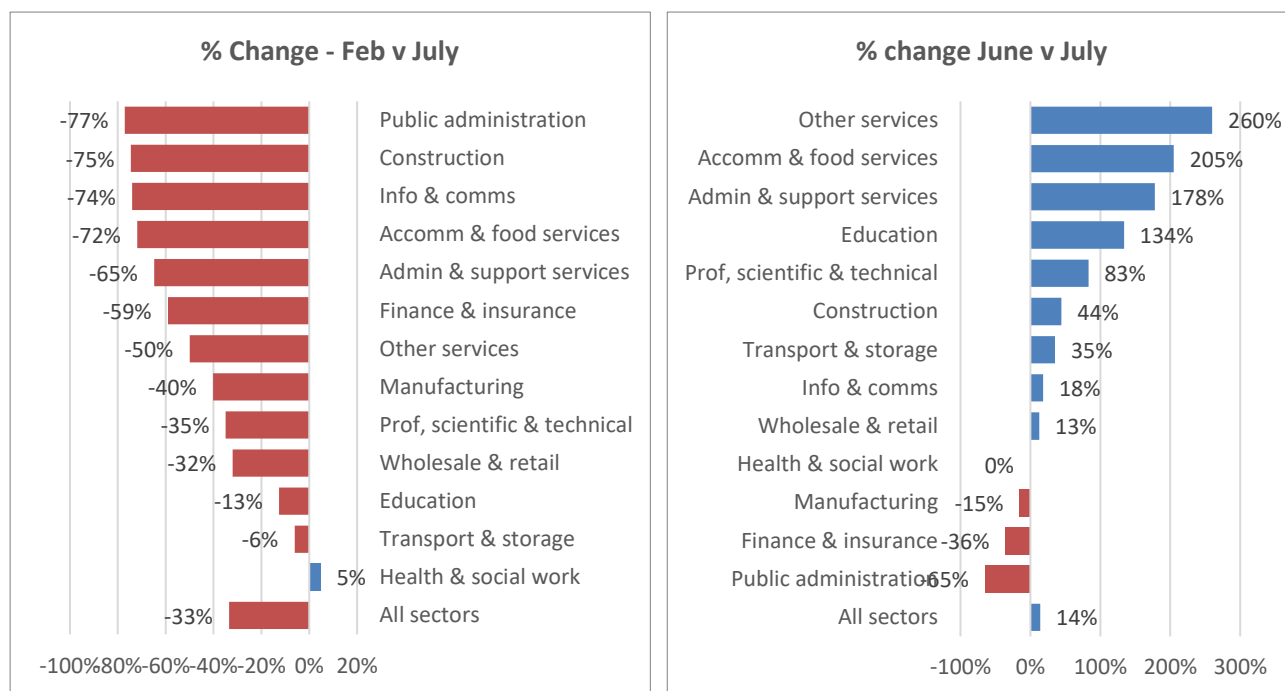


Source: Labour Insight (Burning Glass Technologies)

The fall in postings can also be assessed by sector. Compared to the pre-lockdown month of February, there have been large falls in most sectors with public administration, construction, information & communications and accommodation & food services. Health & social care is the only sector where postings remained stable.

Despite the large downturn in job postings since February, there are signs of improvement in the most recent full month's data (July) with a month on month increase of over 234 postings (+14%). In particular there was a welcome return to recruitment activity in accommodation & food services although levels remain well below those seen before the lockdown

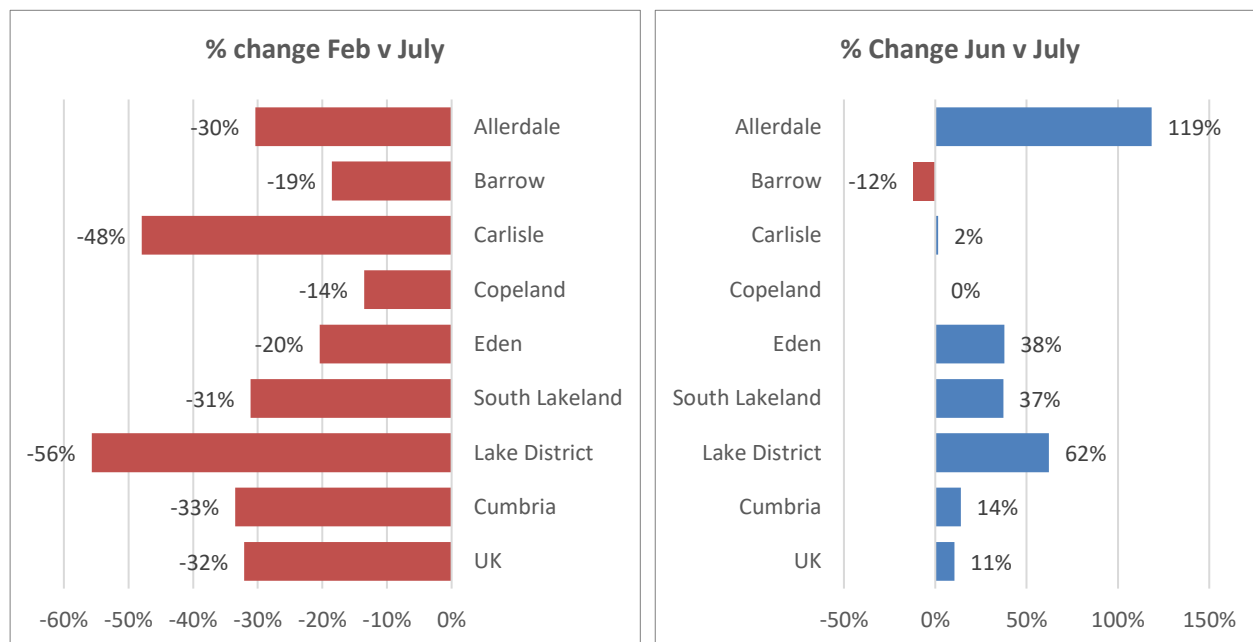
**Figure 21: Change in Job Postings by Sector – Feb v July and June v July**



Source: Labour Insight (Burning Glass Technologies) Note: Sectors with fewer than 25 postings in Feb not included.

There were some variations by location of job postings when February levels are compared to July levels. Carlisle, South Lakeland and Allerdale together with areas in the Lake District National Park have levels that are still significantly lower than in February. However, there have been welcome increases in several areas in the most recent month.

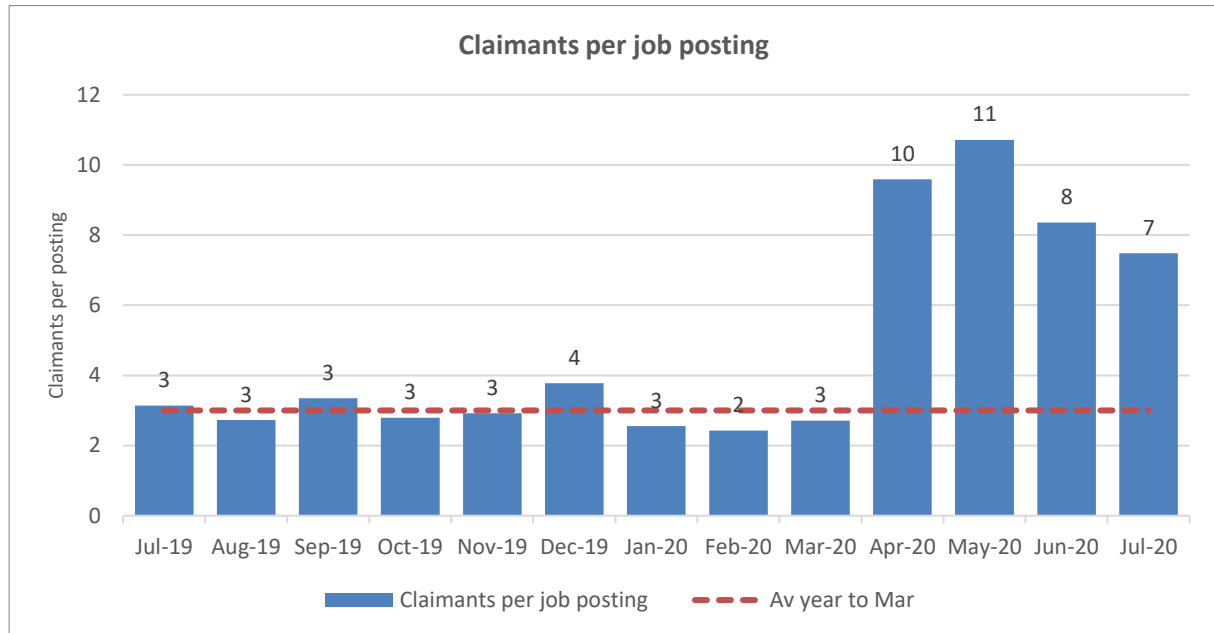
**Figure 22: Change in Job Postings by Location – Feb v July and June v July**



Source: Labour Insight (Burning Glass Technologies) Note: Lake District comprises postings mentioning the towns of Keswick, Windermere, Ambleside, Broughton in Furness or Coniston.

As vacancy levels have fallen and claimant numbers have risen, there's been a corresponding shift in the ratio of claimants to vacancies – from an average of 3 claimants per posting in the 12 months to March, up to a level of 7 claimants per posting in July, demonstrating the challenges facing those seeking work in a stalled jobs market.

**Figure 23: Claimants per Job Posting**



Source: Labour Insight (Burning Glass Technologies) / ONS Claimant Count

## 6. **JOB RETENTION SCHEME & SELF EMPLOYMENT INCOME SCHEME**

### 6a. **Coronavirus Job Retention Scheme (CJRS)**

On 15<sup>th</sup> July HMRC released updated statistics on the Coronavirus Job Retention Scheme (CJRS) which provides support to employers who have been unable to undertake their normal activities through the COVID-19 period. The next release of these statistics will be on 21<sup>st</sup> August 2020.

#### **Important methodological notes:**

An employer is defined as a Pay As You Earn (PAYE) Scheme. Some organisations operate multiple payrolls and in other situations, a group of companies may pool their payrolls together under one PAYE scheme. This means the employer count does not match other published data on the business base.

An employment is defined as anyone who meets the scheme criteria set out within the published guidance. If an employee has jobs with more than one employer and has also been furloughed by more than one employer, they will be counted in these statistics once for each employment that has been furloughed. The employment is assigned geographically to the residential address of the employee which may not be the location of the job.

Data relate to the number of “employments” furloughed at least once by 30<sup>th</sup> June and do not represent the current number of furloughed people or jobs. HMRC do not publish data on the type of job or characteristics of the furloughed employee or employers below regional level.

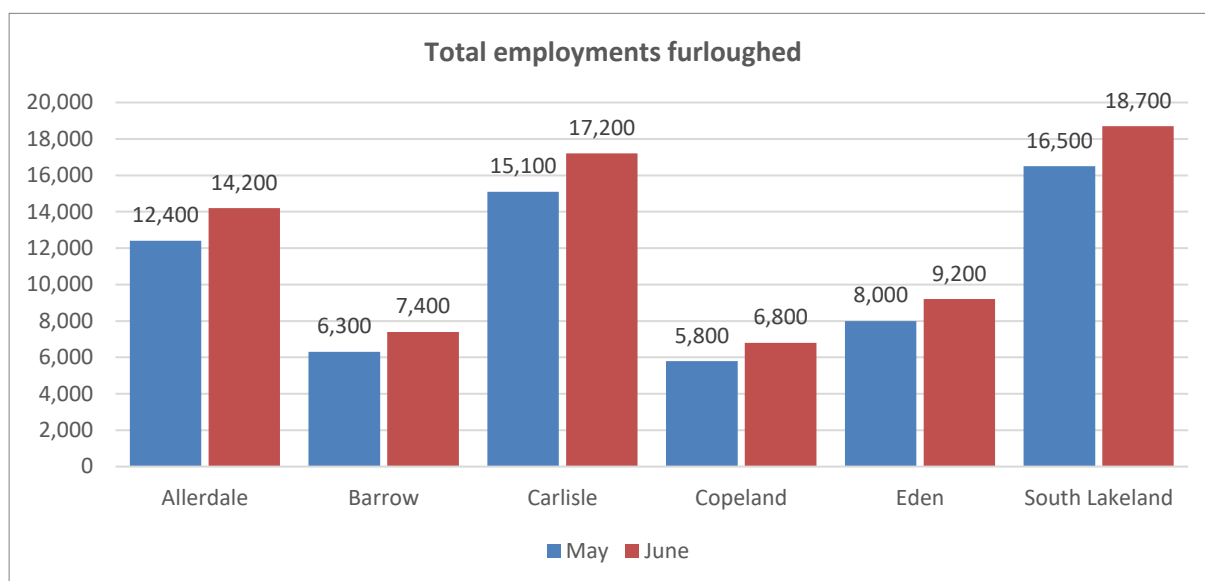
#### **Key national findings**

- 9.4 million employments had been placed on furlough, an increase of 678,000 compared with claims made until the end of May;
- 1.14 million employers had made at least one CJRS claim. This is an increase of 75,000 over claims made to the end of May;
- the total claimed was £26.5 billion at the end of June, representing an additional £9.0 billion in support claimed since the end of May;
- employees of small and micro-sized employers were more likely to have been furloughed than those working for medium-sized and large employers: 57% of employments at employers with 5 to 9 employees had been furloughed against just 19% at employers with 250 or more employees;
- the accommodation & food services sector has had the highest proportion of employers furloughing at least some staff (87%) and the highest proportion of total employments furloughed at 73%;
- based on employees’ residential address, the proportion of employments furloughed ranges from 29% in the South East and East of England, and Wales to 32% in the West Midlands;
- the local authority with the highest proportion of employments furloughed was South Lakeland at 40% and the lowest was Boston in Lincolnshire at 20%;
- by age, employees aged 17 were most likely to be furloughed. 61% of employments with a female employee aged 17 were furloughed, the equivalent figure for males was 58%;
- across the age bands and by gender, employments with male employees aged 41 to 49 were least likely to be furloughed (28%), while for females, employments where the employees were aged 41 to 57 were the least likely to be furloughed (23%).

#### **Key Cumbria findings**

- By 30<sup>th</sup> June 2020, 73,400 “employments” held by Cumbrian residents had been furloughed at least once, an increase of 9,400 from the end of May. The highest number of these was for employees resident in South Lakeland (18,700) and the lowest in Copeland (6,800).
- South Lakeland and Eden have the highest furlough rates of 377 local authorities in the UK at 40% and 39% respectively.

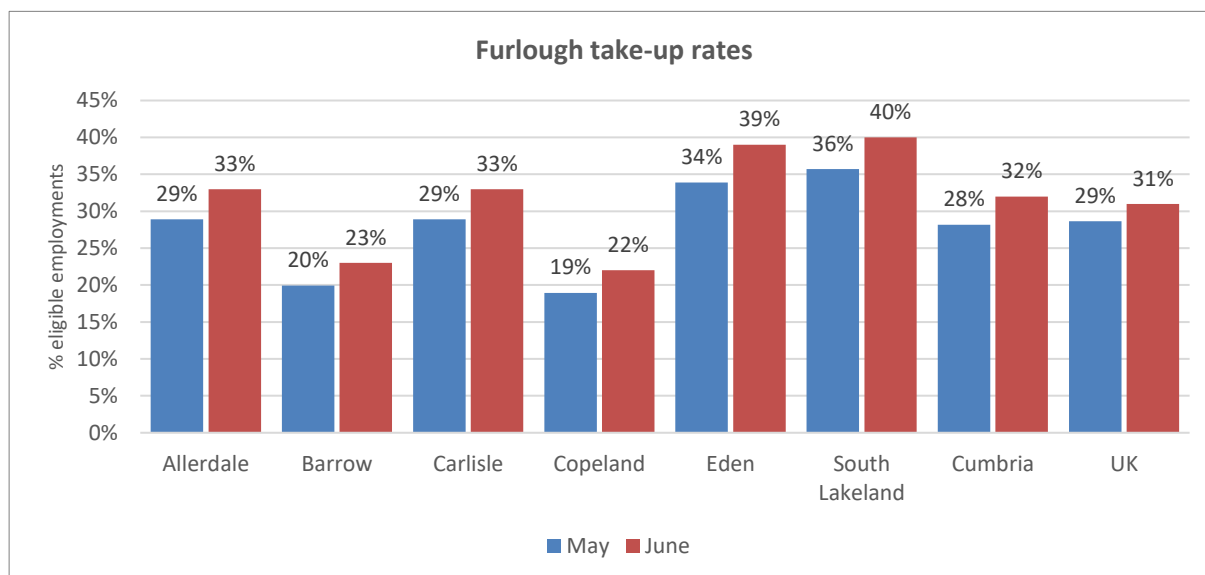
**Figure 24: Job Retention Scheme – Employments Furloughed at Least Once by June 21<sup>st</sup> 2020**



Source: HMRC NB: data relate to employments furloughed at least once up to the end of the period and are measured at place of employee residence

In response to feedback, HMRC have introduced a measure of “take-up rate” based on an estimate of the number of eligible employments in each area. This shows that Cumbria’s overall take-up rate is marginally above the UK at 32% (UK 31%). However, there is wide variation within the county – South Lakeland has a take-up rate of 40% and Eden 39% which are the two highest rates in the UK. At the other end of the scale, Copeland has a rate of 22% and Barrow’s is 23% which put them amongst the 5 lowest take-up rates in the UK.

**Figure 25: Job Retention Scheme Take-Up Rates**



**Figure 26: Job Retention Scheme – Counts and Take-Up Rates**

Employments Furloughed									
	Eligible Employments	May-20		June-20			Change May - June		
	No	No	Rate	No	Rate	Rank (out of 377)	No	%	Rate
UK	30,353,200	8,696,000	29%	9,373,900	31%	n/a	677,900	8%	2%
Cumbria	227,200	64,000	28%	73,400	32%	n/a	9,400	15%	4%
Allerdale	42,900	12,400	29%	14,200	33%	29	1,800	15%	4%
Barrow	31,600	6,300	20%	7,400	23%	372	1,100	17%	3%
Carlisle	52,200	15,100	29%	17,200	33%	29	2,100	14%	4%
Copeland	30,600	5,800	19%	6,800	22%	376	1,000	17%	3%
Eden	23,600	8,000	34%	9,200	39%	2	1,200	15%	5%
South Lakeland	46,200	16,500	36%	18,700	40%	1	2,200	13%	4%

*Note: Data measure employments furloughed at least once and are allocated to place of employee residence*

More information on CJRS data <https://www.gov.uk/government/statistics/coronavirus-job-retention-scheme-statistics-july-2020>

## 6b. Self-Employment Income Support Scheme (SEISS)

On 15<sup>th</sup> July HMRC released experimental statistics on the Self-Employment Income Support Scheme which provides support for self-employed individuals whose business has been adversely affected by Coronavirus (COVID-19). The next release of these statistics will be on 21<sup>st</sup> August 2020.

### Key national findings

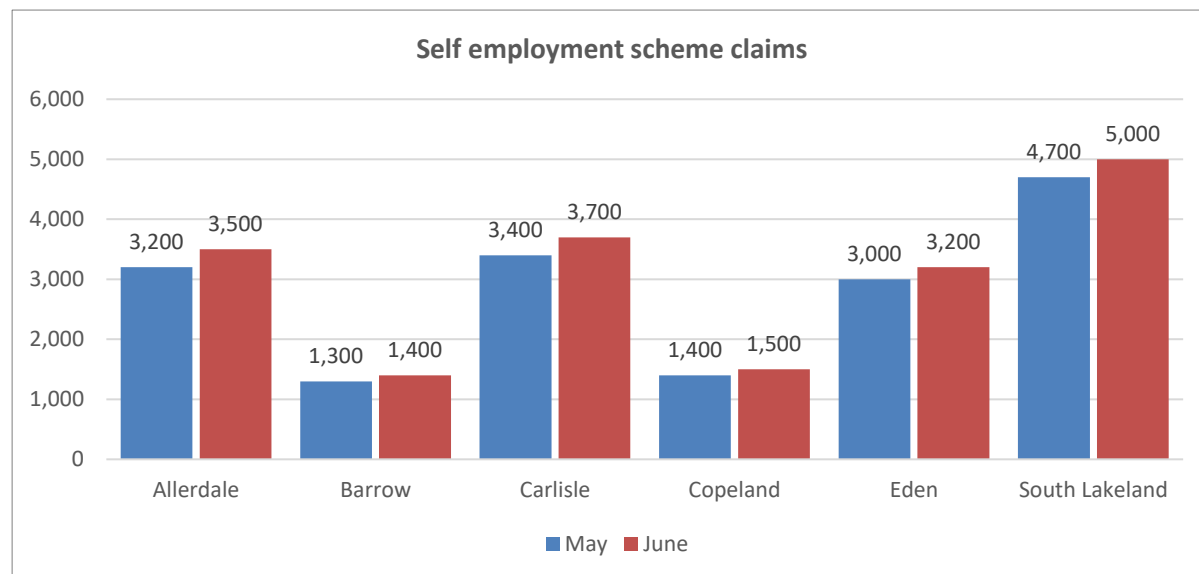
- 3.4 million self-employed individuals were identified as potentially eligible for the SEISS scheme. This means that they met the income and trading activity criteria for the scheme based on Self-Assessment returns from 2018-19 and earlier years. However, some of these businesses will not have continued trading since 2018-19 or will not have been adversely affected by Coronavirus so will not be eligible.
- By 30<sup>th</sup> June 2.6 million of the potentially eligible population (75%) had claimed a SEISS grant with the value of these claims totalling £7.4 billion. This compares to 2.4 million claims made and £7 billion claimed by 31<sup>st</sup> May, as published in the statistics in June.
- The average value per claim was £2,900.
- Around two-thirds of the potentially eligible population are male (2.3m)
  - A lower proportion of potentially eligible females have claimed a SEISS grant (70%) compared to males (78%).
  - The average claim for females is also lower at £2,300 compared to the average claim for males of £3,200.
- Around 90% of claimants are aged between 25 and 64 and take-up of the grant in those age groups is at or above 75%. No one age group dominates and claims are evenly spread.
- The sector with the highest number of potentially eligible individuals and the highest proportion of claims is the construction industry. By 30 June, construction workers had made 867,000 claims for SEISS totalling £3.1bn.
- The two regions with the highest number of claims are London (484,000) and the South East (373,000), reflecting their relative sizes.

## Key Cumbria findings

The release shows that there were estimated to be 24,800 potentially eligible self-employed people in Cumbria, of whom 18,200 (73%) had made claims by 30<sup>th</sup> June totalling £50.4m. This is an increase of 1,300 claims since May. The highest volume of claims came from residents in South Lakeland (5,000) which also had the highest take-up rate in Cumbria (75%). The lowest take-up rates were in Copeland (71%) and Eden (72%).

None of the data on sectors, age or gender are available for local areas.

**Figure 27: Self Employment Income Scheme – Eligible & Claims by District**



Source: HMRC

**Figure 28: Self Employment Income Scheme Counts & Take-Up Rates**

	Potentially eligible	May-20		Jun-20		Change May-June		
	No	No	Rate	No	Rate	No	%	Rate
UK	3,399,000	2,380,000	70%	2,553,000	75%	173,000	7.3%	5%
Cumbria	24,800	16,900	68%	18,200	73%	1,300	7.7%	5%
Allerdale	4,800	3,200	67%	3,500	73%	300	9.4%	6%
Barrow	1,900	1,300	70%	1,400	74%	100	7.7%	4%
Carlisle	5,100	3,400	68%	3,700	73%	300	8.8%	5%
Copeland	2,100	1,400	67%	1,500	71%	100	7.1%	4%
Eden	4,400	3,000	67%	3,200	72%	200	6.7%	5%
South Lakeland	6,600	4,700	71%	5,000	75%	300	6.4%	4%

Source: HMRC

More information on SEISS data <https://www.gov.uk/government/statistics/self-employment-income-support-scheme-statistics-july-2020>

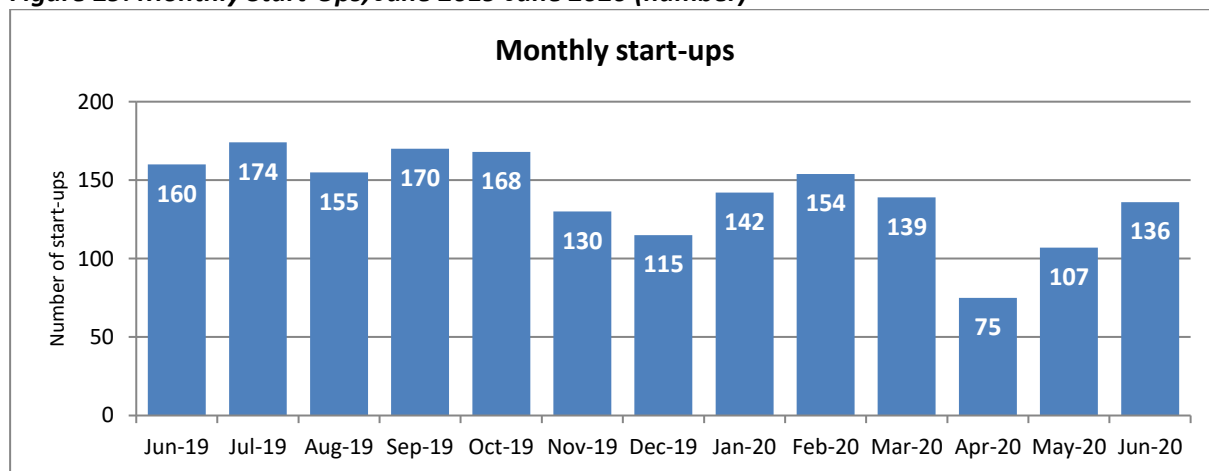
## 7. BUSINESS START-UPS AND STOCKS

### 7a. Business start-ups

The following data are from BankSearch, a service which collects data from Barclays, Co-operative Bank, HSBC, Lloyds Banking Group, Royal Bank of Scotland Group, Santander and TSB Bank. A 'Start-up' reflects the opening of a first current account from a small business banking product range by a business new to banking or previously operated through a personal account. The data exclude businesses operating through personal accounts, those without banking relationships or those banking with other institutions.

There were 136 business start-ups in Cumbria in June 2020, a further welcome increase of 29 from May (+27%) but still 24 fewer than the same month last year (-15%). Nationally the number of start-ups rose by 77% in June.

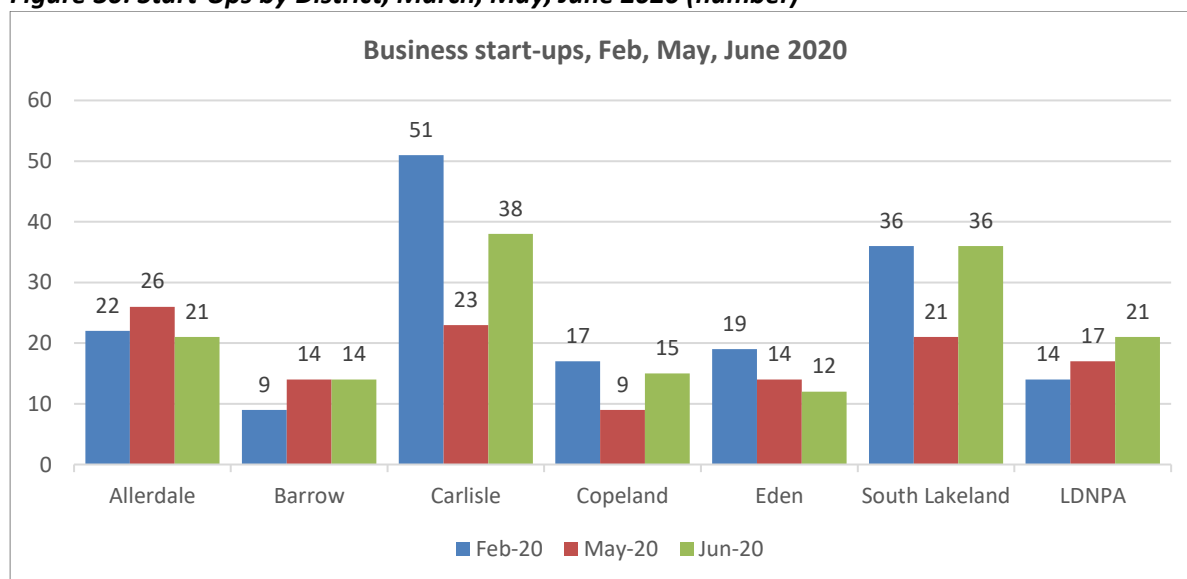
**Figure 29: Monthly Start-Ups, June 2019-June 2020 (number)**



Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district.

Examining start-ups in February (the last full month before lockdown), May and June by district shows that there has been a recovery in some areas but less so in others. Start-ups in South Lakeland bounced back strongly in June but have not yet done so in Eden.

**Figure 30: Start-Ups by District, March, May, June 2020 (number)**



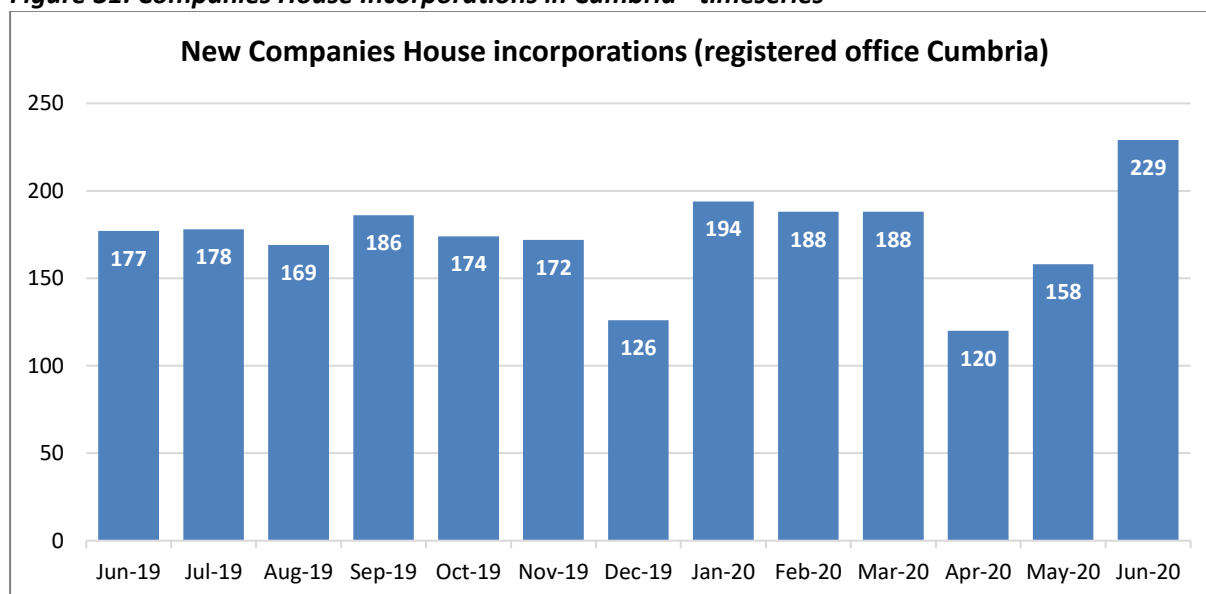
Source: BankSearch

## 7b: New Companies House Incorporations

These data represent new entries on the Companies House database where the registered office is Cumbria. NB: a change of name, address, merger or other changes can result in a new record and therefore these figures do not necessarily represent newly formed business.

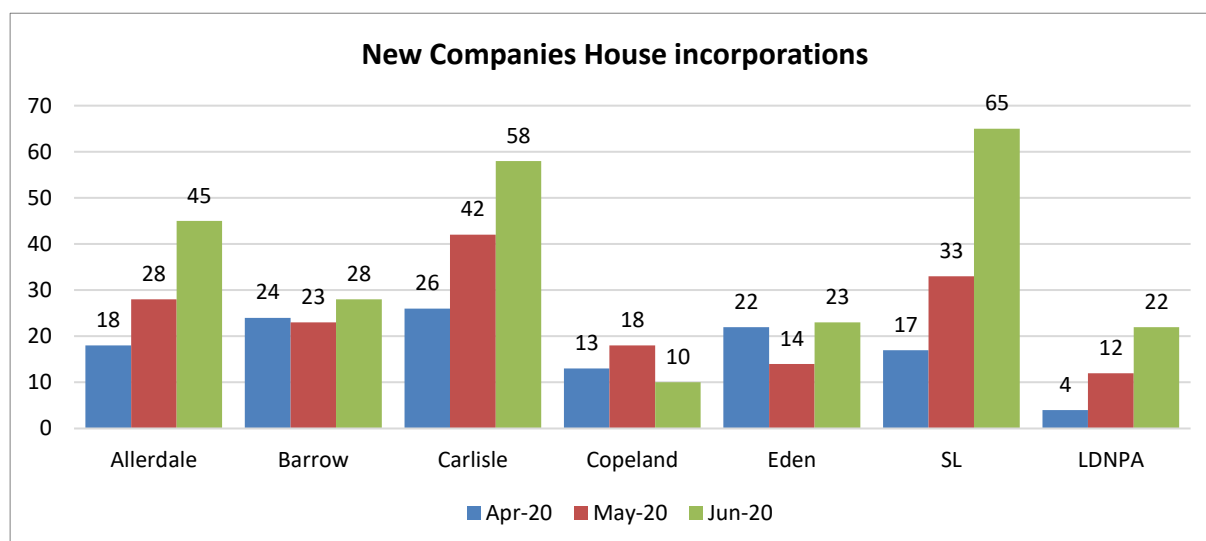
There were 229 new Companies House incorporations in June 2020, a welcome rise of 71 since May and 52 more than the same month last year. However, some of this apparent recovery (and indeed the previous decline) could be due to Companies House not processing registrations at the height of lockdown and so the data should be treated with caution. It was a slightly mixed picture though with 1 fewer registrations in Barrow and 8 fewer in Eden but rises in all other districts.

**Figure 31: Companies House Incorporations in Cumbria - timeseries**



Source: BankSearch, data relate to registered office address.

**Figure 32: Companies House Incorporations by District**



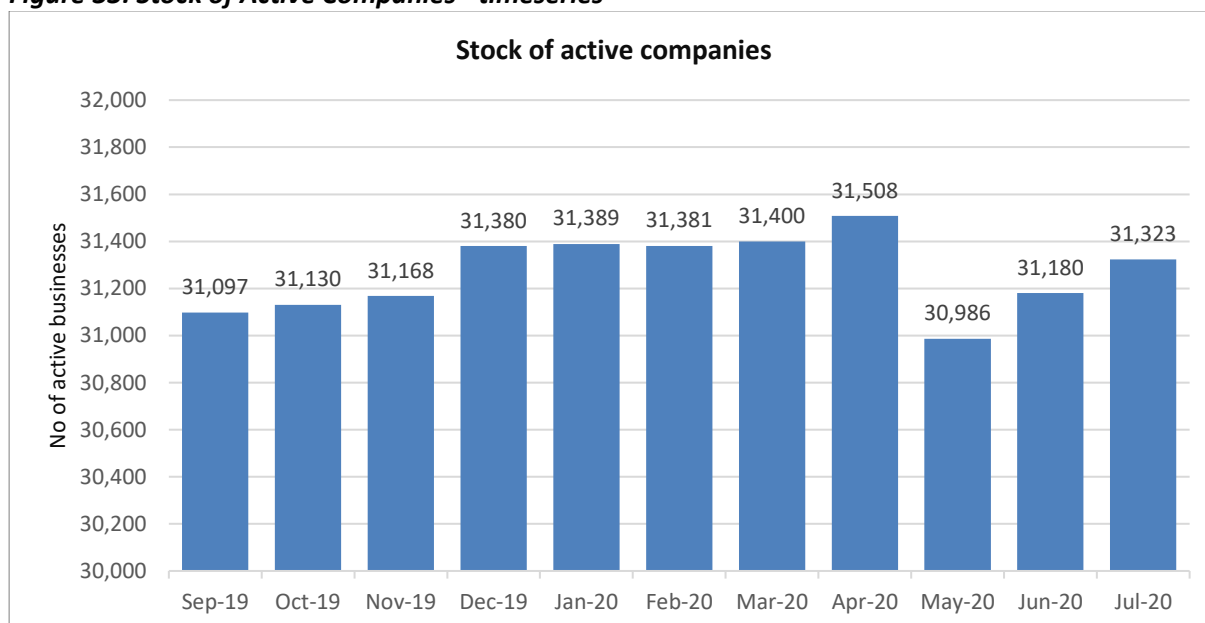
Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

## 7c. Stock of Active Companies

These data are extracted from the FAME database of over 5 million active companies (including unincorporated businesses) and measure those with a registered office or primary trading address in Cumbria. At the end of July 2020 there were 31,323 entries on the FAME database for Cumbria, an increase of 143 (0.5%) from the previous month. The highest number of active companies was in South Lakeland (8,940).

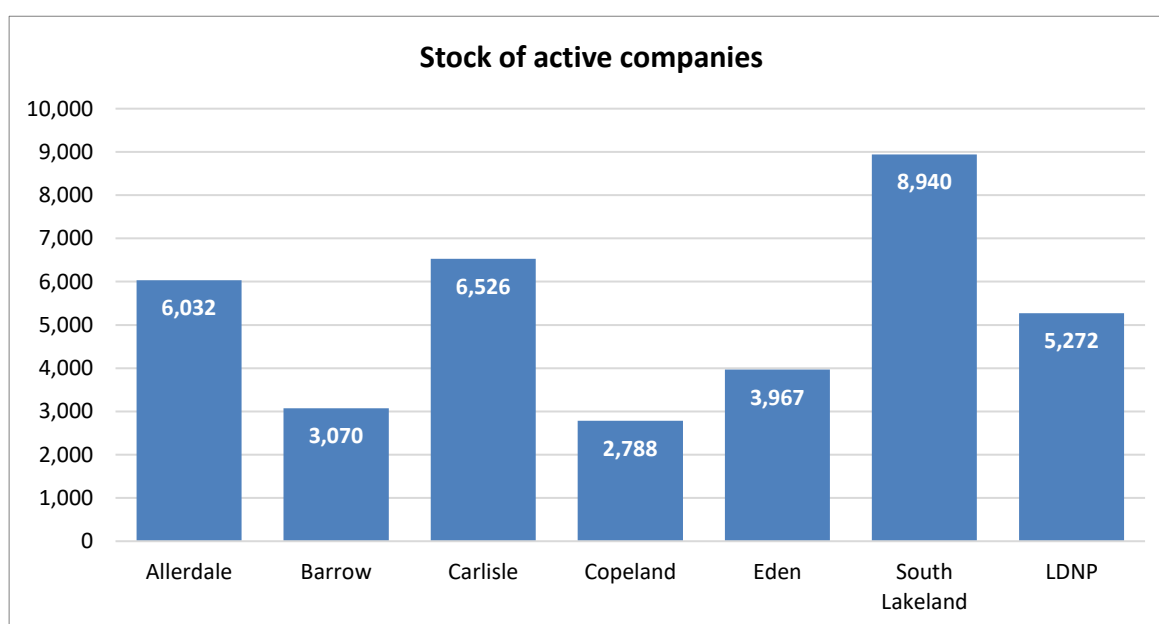
As with the previous Companies House registrations data, it is difficult to know to what extent changes in the active business count are being influenced by the pausing/resumption of activity at Companies House rather than by business activity but we will continue to monitor trends.

**Figure 33: Stock of Active Companies - timeseries**



Source: FAME (Bureau Van Dijk)

**Figure 34: Stock of Active Companies by District, July 2020**



Source: FAME (Bureau Van Dijk)

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