Labour Market Briefing Jan 2021

Cumbria Intelligence Observatory

Introduction

This briefing contains December data from the standard Claimant Count and Universal Credit registers (both counts taken on **10th Dec**). The briefing also contains December data for job postings, November data for NEETS and business start-ups and December data for the active company count. Since the last briefing, data on the furlough scheme up to the end of October has been released but no further self-employment scheme data has been released.

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 Tel: 07826 859026. Copies of this and previous briefings can be found on the Observatory website: *www.cumbriaobservatory.org.uk*.

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1.   KEY FINDINGS FOR CUMBRIA

- There were 12,660 claimants of JSA / UC (out of work and seeking work) on 10th December, a rate of 4.3% of the working age population. This compares to 6.3% nationally. The claimant count fell overall in Cumbria by 50 from November but it was a mixed picture within the county. The count fell by 100 in Carlisle and by 15 in Eden, was unchanged in Copeland but rose in Allerdale, Barrow and South Lakeland.
- Compared to the same time last year, the claimant count is 6,010 higher with the highest increases in South Lakeland (216%), Eden (144%) and also in the Lake District National Park (295%), all well in excess of the county and national increases (90% and 117% respectively). (NB: LDNPA residents are also included in their relative district figures).
- The claimant rate in Cumbria was unchanged in December at 4.3% and remains below the national rate of 6.3% in all parts of Cumbria.
- Compared to a year ago, the claimant rate in Cumbria is 2.0 percentage points higher, up from 2.3% to 4.3%. This compares to a national increase of 3.4 percentage points.
- Claimant rates are below the national average in all age groups at Cumbria level and also in most districts, the exception being Barrow where rates for 16-24 year olds remain above the national average (8.1% v 7.1%).
- There were 36,050 claimants of Universal Credit in Cumbria on 10th December(in work, out of work and those not required to seek work), a rise of 759 (2.2%) from November and 17,816 (98%) higher than this time last year.
- The biggest percentage increases since the same month last year have been in South Lakeland (196%) and Eden (161%) and in areas within the Lake District National Park (236%) (NB: LDNPA

residents are also included in their relative district figures). These compare to a national increase since last year of 116%.

- There have been particular increases since a year ago in the number of UC claimants claiming whilst in work – the number in this group has risen by 155% compared to increases of 84% in those searching/planning/preparing for work and of 54% among those with no work requirements. This means there are now more in-work UC claimants in Cumbria than those in the searching/planning/preparing for work category which is not the case nationally.

- There were 464 young people (aged 16/17) classed as NEET in November, down by 97 from October but 23 higher than a year ago. The NEET rate was 4.6% in Cumbria , down by 1.0ppt from October but 0.1ppt higher than a year ago.

- The participation rate for 16/17 year olds was 92.4% in November compared to a national rate of 90.5%. The proportion participating by undertaking an apprenticeship or employment with regulated qualifications is 2.5% lower than a year ago while the proportion in full time education or training has increased by 2.5%.

- There were 2,482 job postings in December, 313 fewer than last month (-13%) but levels remain close to those seen before the pandemic.

- The highest volume of job postings was in the health sector followed by manufacturing and wholesale & retail. However, there was a downturn in wholesale & retail postings as we entered the second lockdown and also a fall in health & social work postings in December.

- The mostly commonly advertised occupations were for science, research, engineering & technical professionals, health professionals and caring personal service occupations.

- The most common skills "family" for required skills mentioned in postings was health care followed by business skills.

- In December there were 5 claimants per new job posting in Cumbria unchanged from last month;

- HMRC data shows that 14,300 employments held by Cumbrian residents were furloughed at the end of October. This is a fall of 23,500 since July, a fall of 62% compared to a fall of 56% nationally.

- The furlough rate in Cumbria at the end of October was 6%, below the national rate of 8%. South Lakeland's furlough rate was the same as nationally but all other districts had lower furlough rates.

- HMRC data shows that there had been 15,800 claims under Round 2 of the Self-Employment Income Support Scheme by the end of Oct, totalling £38.1m. The Round 2 take-up rate was 63% compared to 69% nationally. Barrow (67%) had the highest take-up rate in Round 2 and Eden the lowest (60%).

- There were 555 business start-ups in the quarter ending November, an increase of 32 from the same quarter last year, a rise of 6%.

- The highest volume of start-ups was in the construction sector followed by real estate, professional services & support activities.

- There were 229 new Companies House incorporations in November a rise of 12 from October and 7 more than the same month last year.

- There were 31,473 active companies in Cumbria at the end of December, 47 more than in November.

- There were 145 businesses dissolved/in liquidation during December, a fall of 38 since November (NB: this data is influenced by activity at Companies House and by government support measures during/since the pandemic).

2. NATIONAL LABOUR MARKET OVERVIEW

- The UK employment rate, in the three months to November 2020, was estimated at 75.2%, 1.1 percentage points lower than a year earlier and 0.4 percentage points lower than the previous quarter.
- The UK unemployment rate, in the three months to November 2020, was estimated at 5.0%, 1.2 percentage points higher than a year earlier and 0.6 percentage points higher than the previous quarter.
- In the three months to November 2020, the redundancy rate reached a record high of 14.2 per thousand.
- Early estimates for December 2020 indicate that the number of payrolled employees fell by 2.7% compared with December 2019, which is a fall of 793,000 employees; since February 2020, 828,000 fewer people were in payrolled employment.
- The Claimant Count increased slightly in December 2020, to 2.6 million; this includes both those working with low income or hours and those who are not working.
- There were an estimated 578,000 vacancies in the UK in October to December 2020; this is 224,000 fewer than a year ago and 81,000 more than the previous quarter.
- Growth in average total pay (including bonuses) among employees for the three months September to November 2020 increased to 3.6%, and growth in regular pay (excluding bonuses) also increased to 3.6%.

3. STANDARD CLAIMANT COUNT (*released monthly*) – count taken 10th Dec 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 a fall of 50 claimants in Cumbria in Dec compared to Nov, to a total of 12,660. This is a monthly fall of 0.4% compared to a rise of 0.2% nationally. However the count fell mainly in Carlisle where there were 100 fewer claimants. It also fell slightly in Eden and was unchanged in Copeland but rose in Allerdale, Barrow and South Lakeland. The claimant rate in Dec in Cumbria was 4.3% which is below the national rate of 6.3%. It is unchanged from Nov but 2.0ppt higher than a year ago.

Figure 1: Standard Claimant Count – Dec 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	1,545,990	7.4	1,064,300	5.1	2,610,290	6.3	5,465	0.2	0.0	1,407,495	117.0	3.4
Cumbria	7,570	5.2	5,090	3.4	12,660	4.3	-50	-0.4	0.0	6,010	90.4	2.0
Allerdale	1,555	5.4	1,090	3.8	2,640	4.6	15	0.6	0.0	1,065	67.5	1.9
Barrow	1,320	6.5	760	3.7	2,080	5.1	40	2.0	0.1	825	65.8	2.0
Carlisle	1,900	5.9	1,225	3.7	3,125	4.8	-100	-3.1	-0.2	1,545	97.7	2.4
Copeland	1,140	5.5	745	3.6	1,885	4.6	0	0.0	0.0	675	55.5	1.6
Eden	585	3.8	475	3.1	1,060	3.4	-15	-1.5	-0.1	625	144.3	2.0
South Lakeland	1,075	3.6	800	2.7	1,875	3.1	10	0.6	0.0	1,280	215.7	2.2
of which LDNPA	460	3.9	335	2.9	795	3.4	25	3.1	0.1	595	295.0	2.5

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 claimant count and rate by broad age group in Cumbria in December. Claimant rates at Cumbria level are below the national average for all age groups except for 16-24 year olds in Barrow where the rate continues to be above the national average.

Figure 2: Standard Claimant Count & Rate by Age Group in Cumbria – Dec 2020

Claimant Count and Rate by Age												
	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	505,190	7.1%	700,915	7.8%	549,075	6.6%	459,565	5.0%	394,975	5.0%	2,610,290	6.3%
Cumbria	2,520	5.7%	3,400	6.5%	2,405	4.5%	2,265	3.1%	2,065	2.8%	12,660	4.3%
Allerdale	555	6.4%	700	6.9%	505	5.0%	455	3.1%	430	3.1%	2,640	4.6%
Barrow	540	8.1%	545	6.8%	380	5.3%	340	3.4%	275	3.1%	2,080	5.1%
Carlisle	610	6.0%	915	7.3%	615	4.9%	520	3.4%	465	3.1%	3,125	4.7%
Copeland	345	5.8%	525	6.8%	330	4.5%	325	3.2%	350	3.4%	1,885	4.5%
Eden	185	4.5%	270	5.5%	200	3.8%	220	2.7%	185	2.2%	1,060	3.4%
South Lakeland	290	3.3%	450	5.0%	370	3.5%	400	2.6%	360	2.2%	1,875	3.1%
of which LDNPA	110	3.4%	180	5.3%	175	4.4%	160	2.6%	170	2.5%	795	3.4%

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 3 shows the change in the number and rate of claimants by age since the same time last year.

Figure 3: Standard Claimant Count Rate – Change from Dec 2019 to Dec 2020

	Claimant Count and Rate Change from a Year Ago											
	Change in number of claimants						Change in claimant rate					
	Aged 16-24	Aged 25-34	Aged 35-44	Aged 45-54	Aged 55+	Total	Aged 16-24	Aged 25-34	Aged 35-44	Aged 45-54	Aged 55+	Total
UK	277,200	389,630	299,250	239,660	201,515	1,407,495	3.9%	4.3%	3.6%	2.6%	2.5%	3.4%
Cumbria	1,175	1,625	1,110	1,105	985	6,010	2.6%	3.1%	2.1%	1.5%	1.4%	2.0%
Allerdale	230	295	180	170	185	1,065	2.7%	2.9%	1.8%	1.2%	1.3%	1.8%
Barrow	235	220	165	135	75	825	3.5%	2.7%	2.3%	1.3%	0.8%	2.0%
Carlisle	300	450	305	260	235	1,545	2.9%	3.6%	2.4%	1.7%	1.6%	2.3%
Copeland	100	215	90	120	130	675	1.7%	2.8%	1.2%	1.2%	1.3%	1.6%
Eden	120	155	105	135	110	625	2.9%	3.1%	2.0%	1.7%	1.3%	2.0%
South Lakeland	190	295	260	280	250	1,280	2.2%	3.3%	2.5%	1.8%	1.6%	2.1%
of which LDNPA	85	145	115	120	135	595	2.6%	4.2%	2.9%	1.9%	2.0%	2.5%

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

Figure 4: Standard Claimant Count Rate – districts, Dec 2020
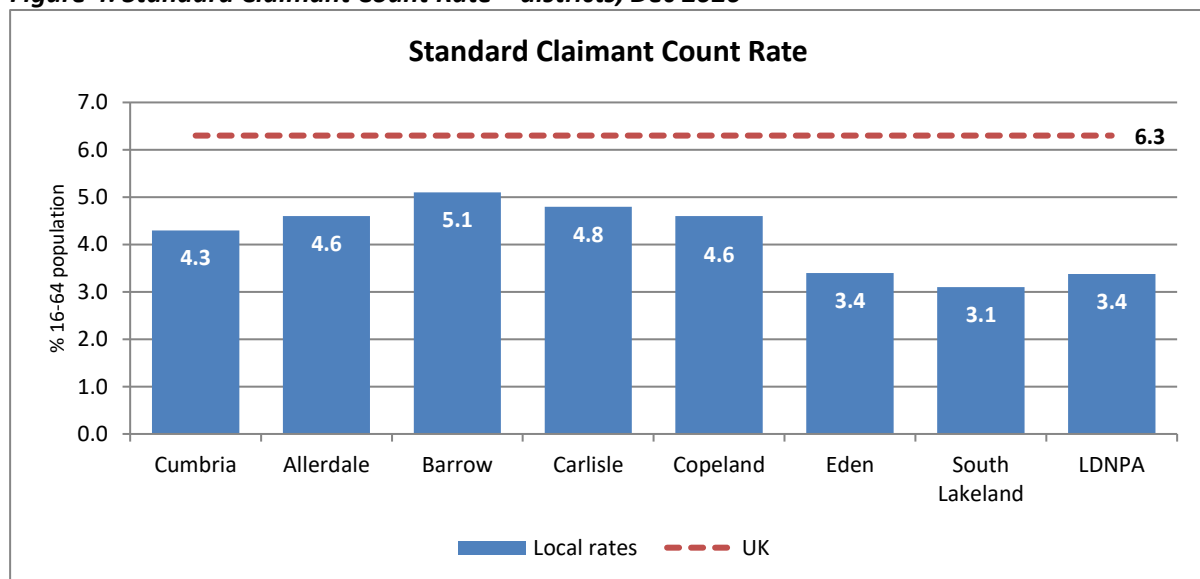
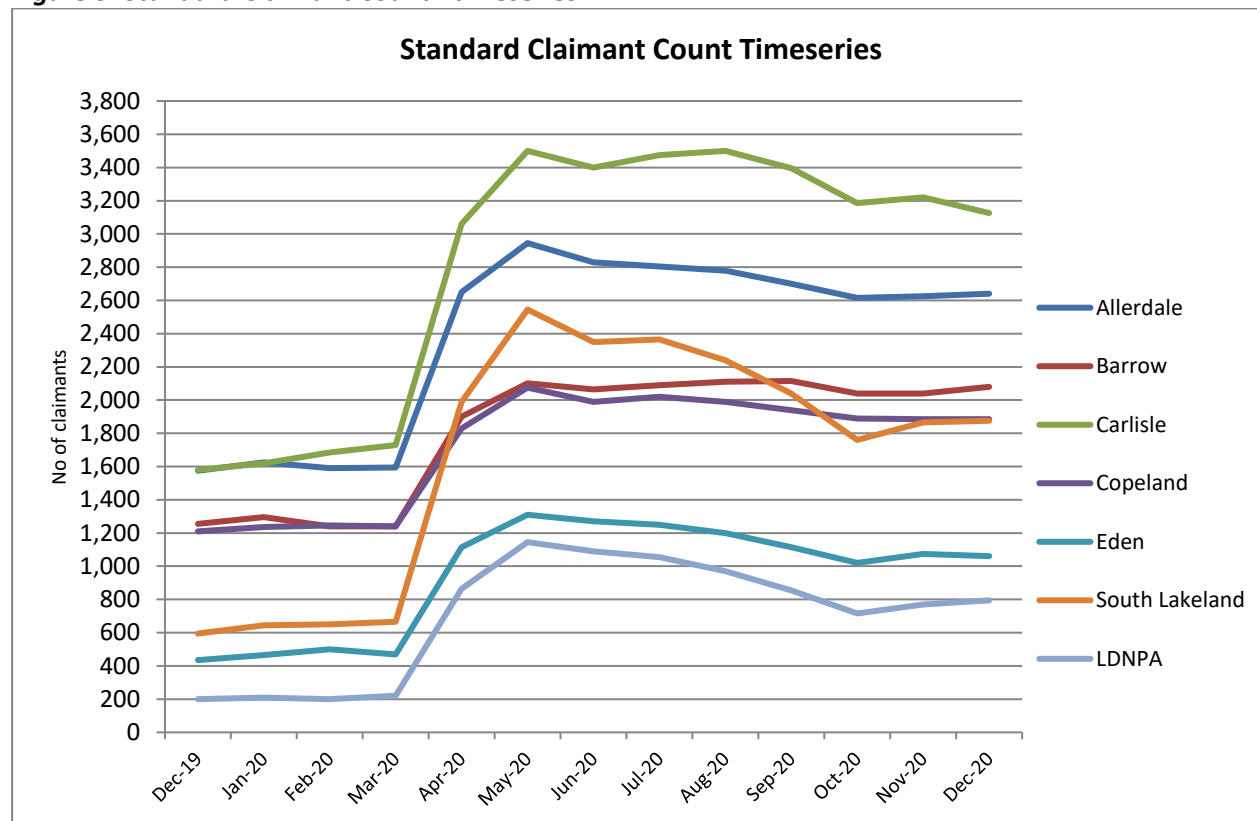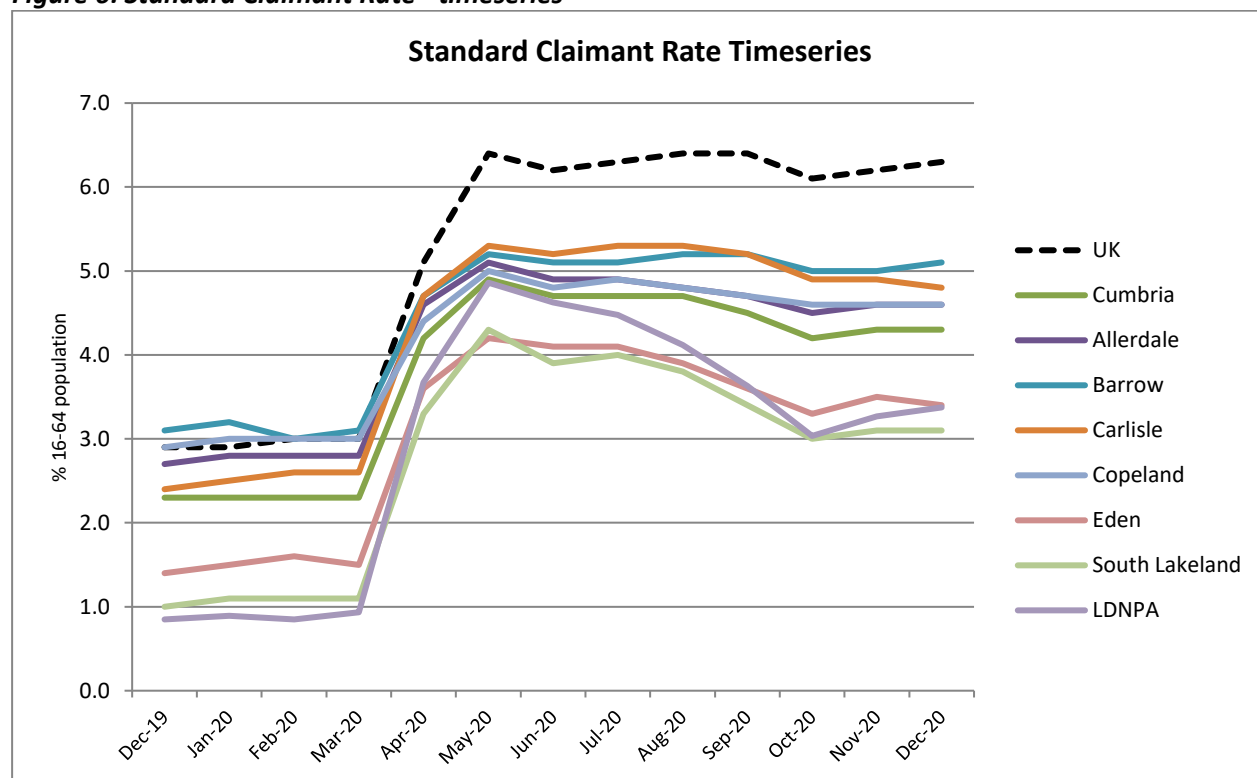*Source: ONS/DWP*

Figure 5: Standard Claimant Count - timeseries

Standard Claimant Count Timeseries

Figure 6: Standard Claimant Rate - timeseries

Standard Claimant Rate Timeseries

Source: ONS/DWP

4. UNIVERSAL CREDIT (*released <u>monthly</u>) – count taken 10th Dec 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 10th Dec 2020 there were 36,050 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 759 from Nov (+2.2%) and 17,816 more than a year ago (+98%). The highest percentage increases since last year have been in South Lakeland (196%), Eden (161%) and for those living within the Lake District National Park (+236%).

Figure 7: Universal Credit Claimants – Dec 2020 and monthly / annual change

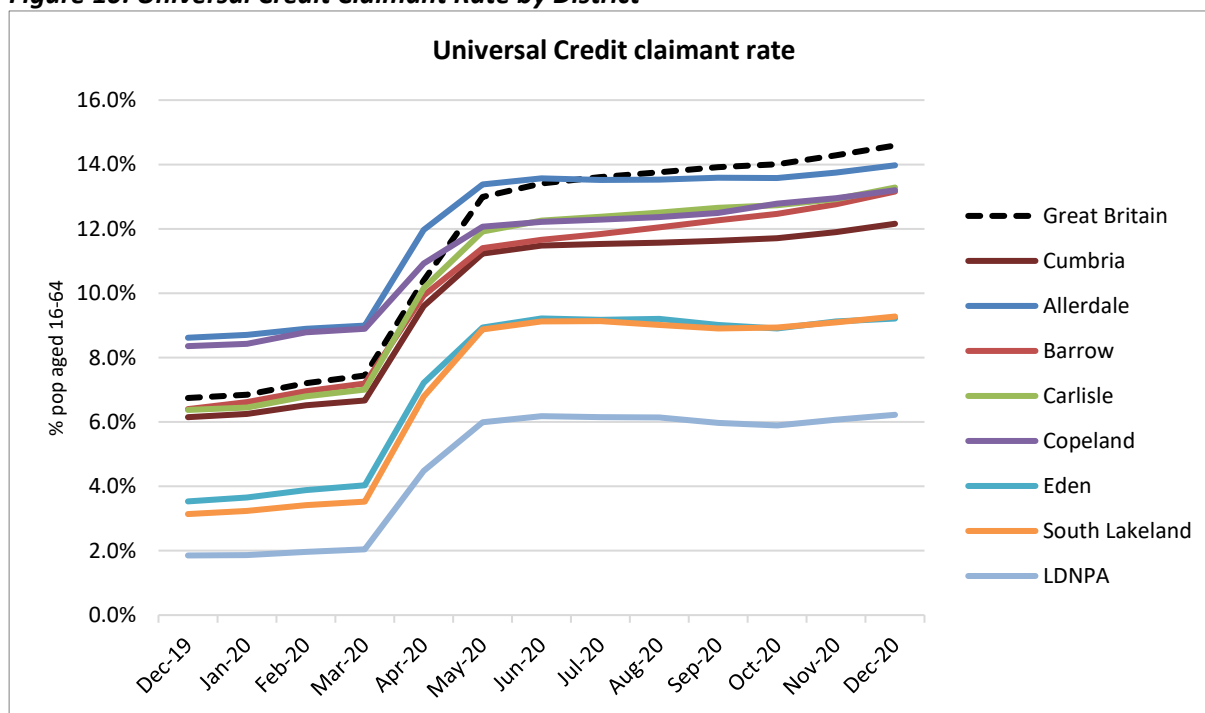|	Male		Female		All Persons		Monthly Change (all persons)			Annual Change (all persons)		
	No	Rate	No	Rate	No	Rate	No	% chg	Rate chg	No	% chg	Rate chg
Great Britain	2,837,957	14.1%	3,064,467	15.1%	5,903,817	14.6%	122,041	2.1%	0.3	3,174,250	116.3%	7.8
Cumbria	16,936	11.5%	19,110	12.8%	36,050	12.2%	759	2.2%	0.3	17,816	97.7%	6.0
Allerdale	3653	12.7%	4404	15.2%	8,061	14.0%	132	1.7%	0.2	3,090	62.2%	5.4
Barrow	2594	12.7%	2791	13.6%	5,385	13.2%	161	3.1%	0.4	2,766	105.6%	6.8
Carlisle	4,184	13.0%	4560	13.6%	8,742	13.3%	235	2.8%	0.4	4,548	108.4%	6.9
Copeland	2579	12.3%	2902	14.1%	5,486	13.2%	104	1.9%	0.3	2,013	58.0%	4.8
Eden	1290	8.4%	1546	10.0%	2,834	9.2%	26	0.9%	0.1	1,747	160.7%	5.7
South Lakeland	2639	8.9%	2904	9.6%	5,544	9.3%	109	2.0%	0.2	3,668	195.5%	6.1
of which LDNPA	1241	10.5%	1273	10.9%	2,519	10.7%	63	2.6%	0.2	1,769	235.9%	4.4

Source: DWP (due to disclosure control, gender totals may not sum to overall total): 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 – Dec 2020

Universal Credit Claimant Count and Rate by Age												
	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
Great Britain	996,840	14.4%	1,795,276	20.5%	1,386,517	17.1%	994,776	11.2%	730,288	9.4%	5,903,817	14.6%
Cumbria	6,150	13.9%	11,107	21.2%	8,029	15.2%	6,114	8.3%	4,656	6.4%	36,050	12.2%
Allerdale	1,345	15.6%	2,335	23.0%	1,803	17.7%	1,441	9.8%	1,130	8.1%	8,061	14.0%
Barrow	1,208	18.2%	1,741	21.6%	1,070	14.9%	801	8.0%	566	6.3%	5,385	13.2%
Carlisle	1,485	14.5%	2,884	23.0%	2,004	16.0%	1,375	8.9%	997	6.6%	8,742	13.3%
Copeland	906	15.2%	1,688	21.7%	1,154	15.7%	924	9.1%	817	8.0%	5,486	13.2%
Eden	432	10.4%	843	17.1%	638	12.2%	541	6.7%	372	4.5%	2,834	9.2%
South Lakeland	775	8.8%	1,603	17.9%	1,369	13.1%	1,035	6.7%	767	4.8%	5,544	9.3%
of which LDNPA	301	9.3%	707	20.9%	632	15.7%	473	7.8%	404	5.9%	2,519	10.7%

Source: DWP (due to disclosure control, age totals may not sum to overall total): 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**

Persons on Universal Credit

Legend: Allerdale, Barrow, Carlisle, Copeland, Eden, South Lakeland, LDNPA
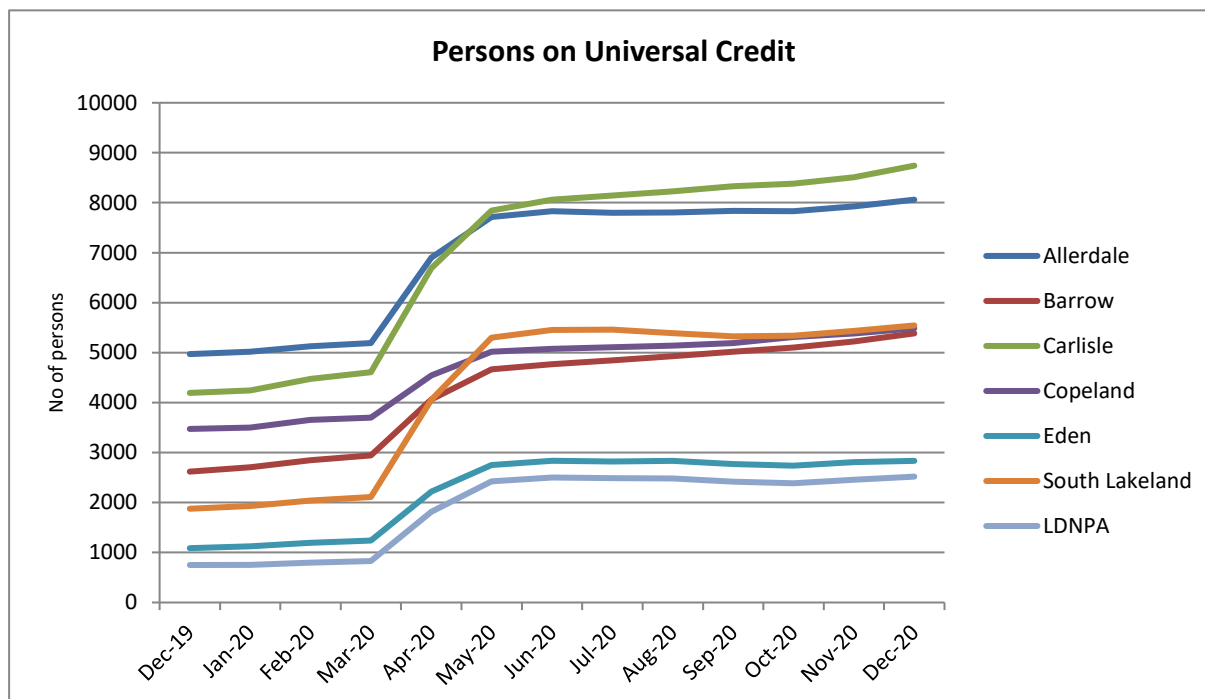
Source: DWP via Stat-Xplore

Figure 10: Universal Credit Claimant Rate by District

Universal Credit claimant rate

Legend: Great Britain, Cumbria, Allerdale, Barrow, Carlisle, Copeland, Eden, South Lakeland, LDNPA

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 group. It is noticeable that the number of claimants claiming whilst in work continues to rise and in Cumbria since October there have been more claimants in work than searching for work which is not the case at national level.

Figure 11: Universal Credit Claimants by Conditionality Group – timeseries (Cumbria)

UC Claimants by Conditionality Group
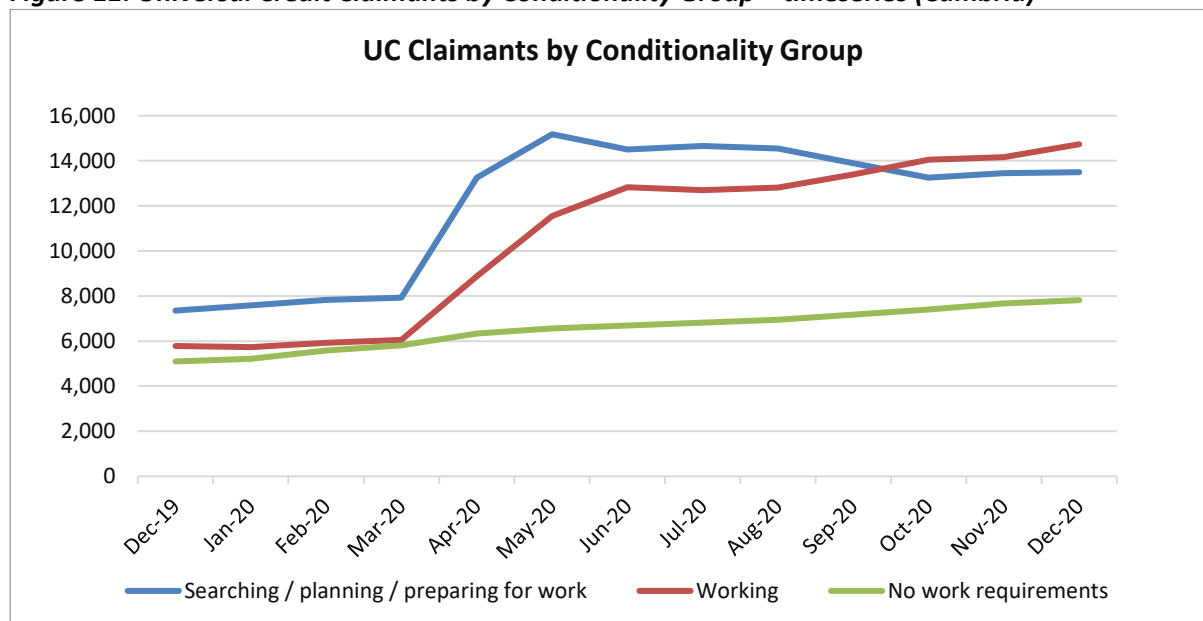
Source: DWP via Stat-Xplore Note: Conditionality is based on an individual's circumstances on the count date (2nd Thursday)

4b.   Starts to Universal Credit (next data release February)

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 onwards.

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

Starts on Universal Credit

Month	Value
Oct-19	1,125
Nov-19	1,399
Dec-19	1,081
Jan-20	863
Feb-20	1,401
Mar-20	1,058
Apr-20	8,712
May-20	5,882
Jun-20	1,589
Jul-20	1,351
Aug-20	1,009
Sep-20	1,050
Oct-20	1,156
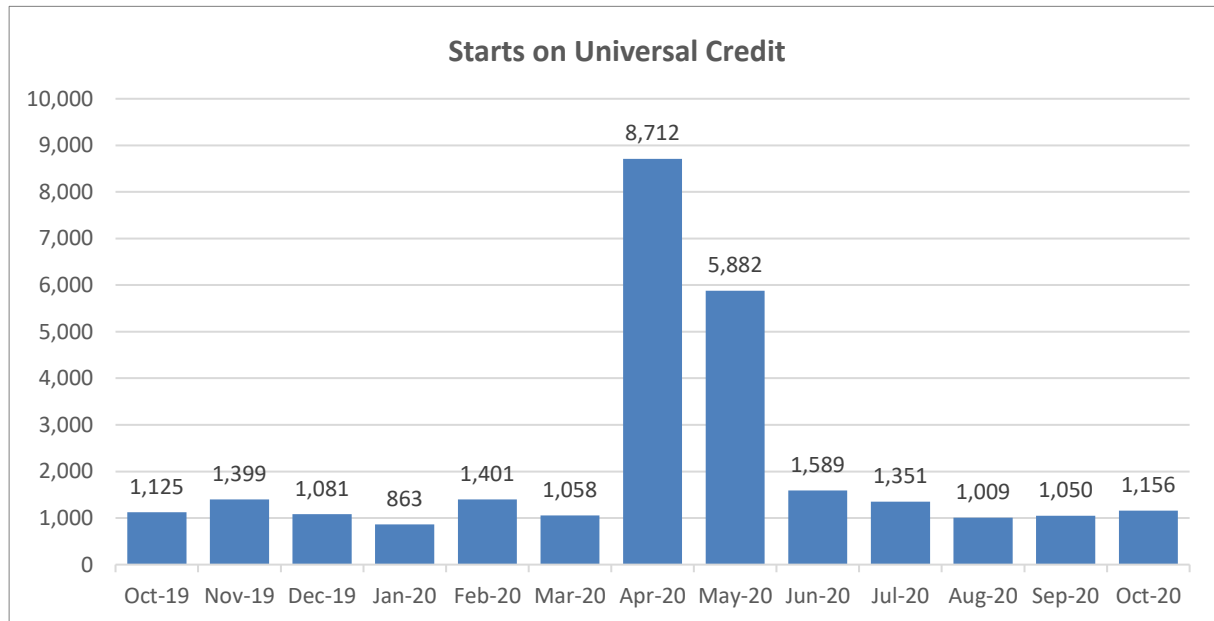
Source: DWP via Stat-Xplore

Figure 13: Starts to Universal Credit by JCP Office – timeseries

Starts on Universal Credit by JCP Office

Legend: Barrow, Carlisle, Kendal, Penrith, Whitehaven, Workington
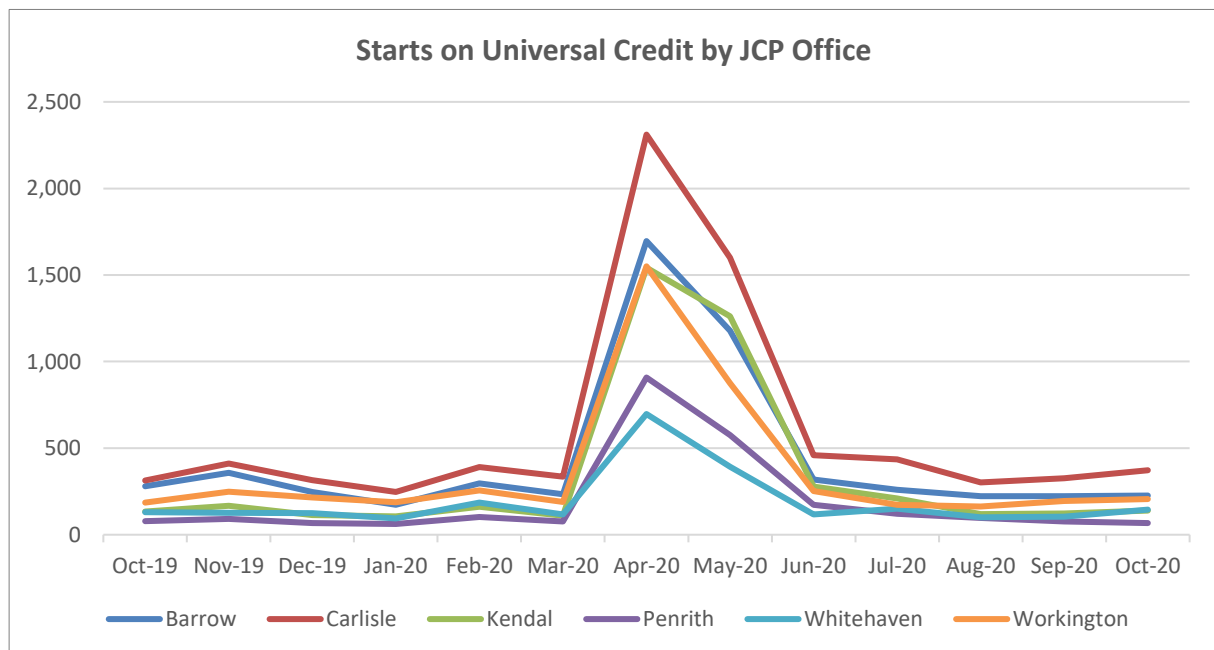
Source: DWP via Stat-Xplore

4c.   Households on Universal Credit (next data release February)

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 August. In Aug 2020 there were 28,161 households on Universal Credit in Cumbria, a rise of 10,390 from pre-lockdown in March (+58% v +70% nationally).   The number of households on Universal Credit has increased particularly sharply in the LDNPA (168%), South Lakeland (124%) and Eden (99%) since before the first lockdown.

Figure 14: Number of Households on Universal Credit by District– March v Aug 2020

Number of Households on Universal Credit - Mar v Aug

District	March	August
Allerdale	4,618	6,481
Barrow	2,660	4,149
Carlisle	4,169	6,734
Copeland	3,334	4,392
Eden	1,095	2,181
South Lakeland	1,889	4,222
LDNPA	715	1,915

■ March ■ August
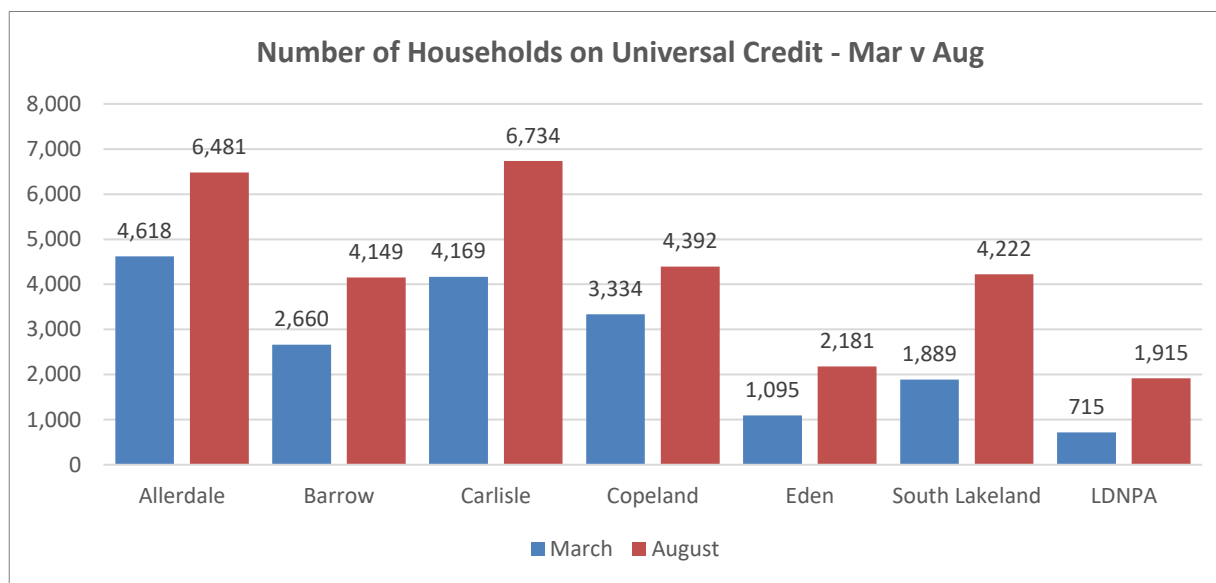
Figure 15: % increase in Households on Universal Credit – March v May 2020

% change in Households on UC - March-Aug 2020

Area	% change
Allerdale	40%
Barrow	56%
Carlisle	62%
Copeland	32%
Eden	99%
South Lakeland	124%
LDNPA	168%
Cumbria	58%
Great Britain	70%
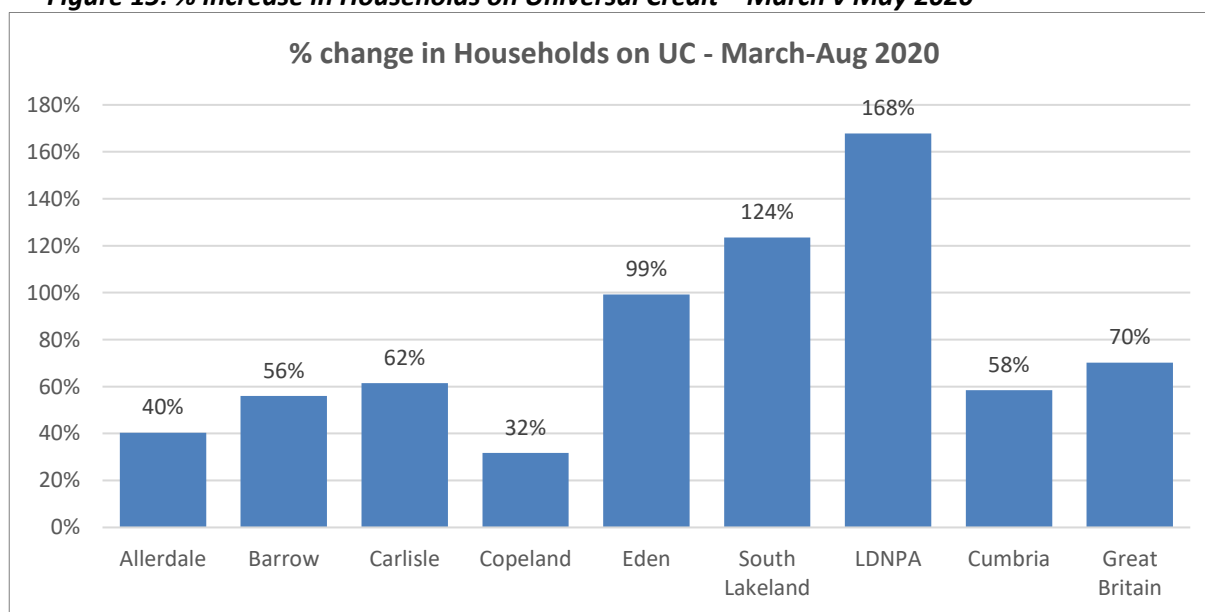
Source: DWP via Stat-Xplore Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of area within NP. LDNPA claimants are also included in the relevant district

Whilst the overall number of households on UC increased by 58% in Cumbria between March and Aug, this varied by household type. The biggest increase was in the number of households comprising couples with no dependent children which rose by 151%.

Figure 16: % Increase in Households on Universal Credit by Family Type – March v May 2020

% change in households on UC by type - March-Aug 2020
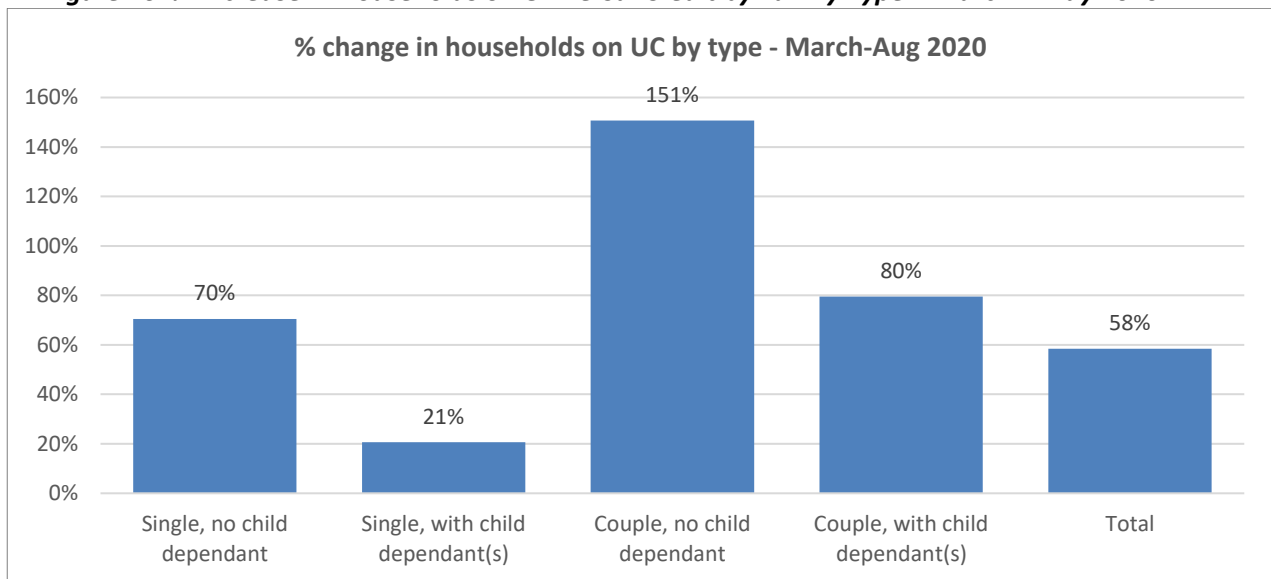

Source: DWP via Stat-Xplore

5. NEETs & Participation (*released monthly*)

Not in Education, Employment or Training (NEET)

Young people are described as NEET if they are not in any form of education, employment or training. Those whose status is Not Known at the time of follow up are now also classed as NEET.

In November, 464 16-17 year olds were classed as NEET in Cumbria (304 NEET and 160 whose status was Not Known), down by 97 from October but 23 higher than a year ago. The highest number of NEET/NKs was in Carlisle (139) followed by Allerdale (78) and Barrow (75) NB: There is significant monthly variation relating to academic year activity and therefore care should be taken when viewing monthly data.

Figure 17: Number of 16-17 Year Olds NEET or Not Known, Nov 2020
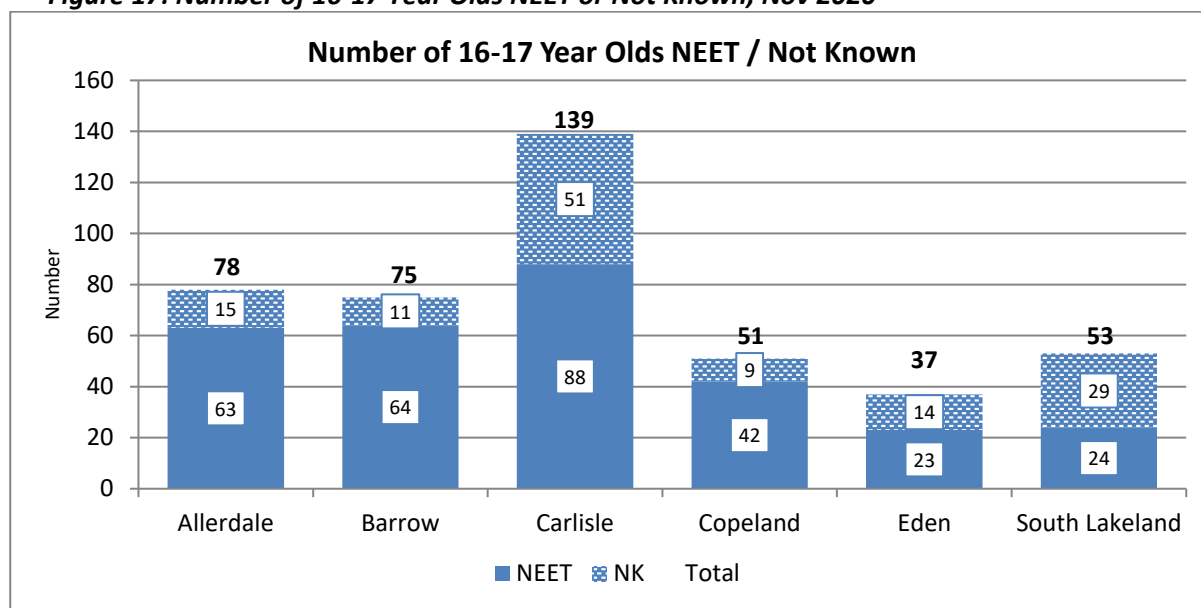
Source: Inspira / Cumbria Intelligence Observatory Note: district totals may not sum to county total.

Figure 18: Number of 16-17 Year Olds NEET or Not Known, district timeseries
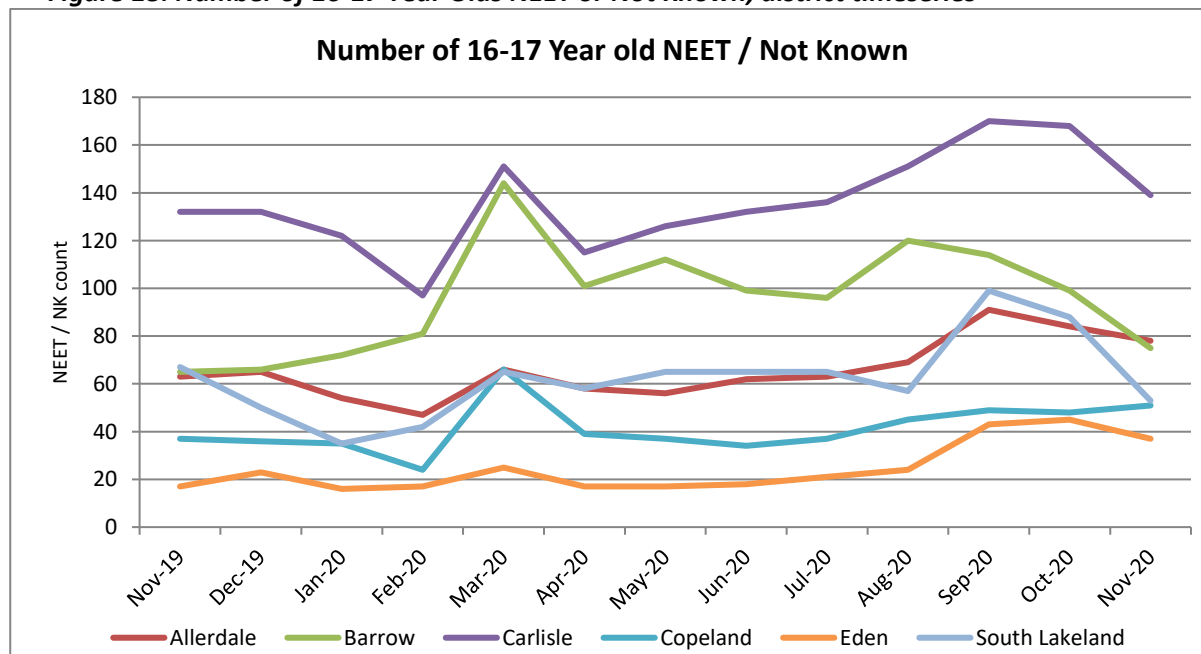
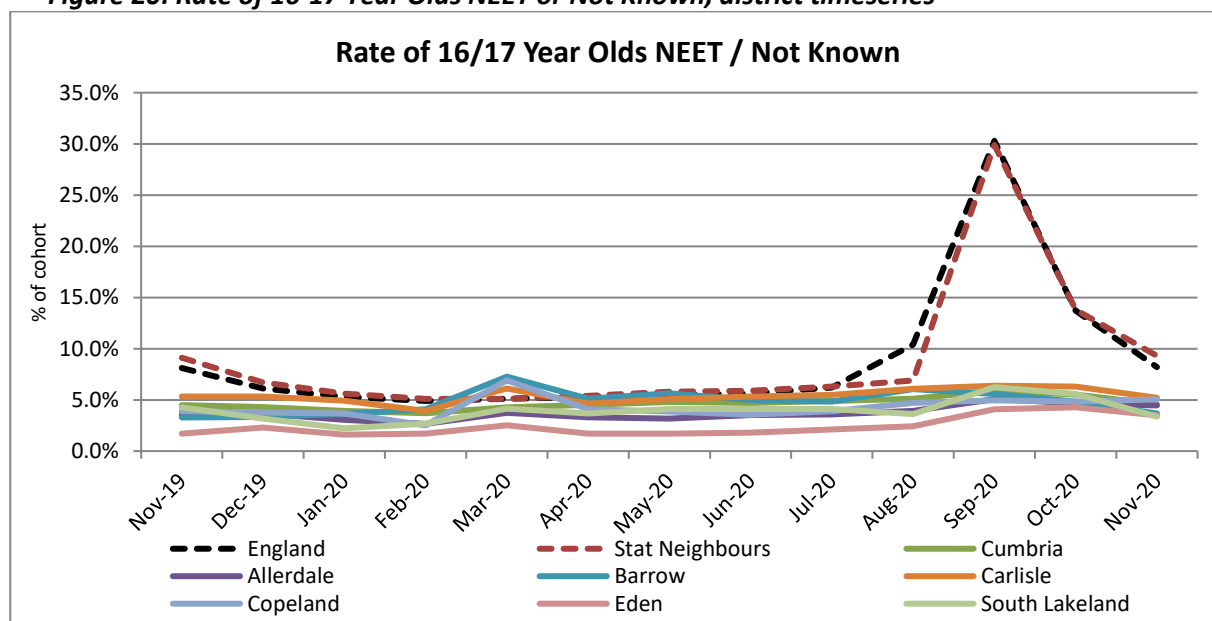
Source: Inspira / Cumbria Intelligence Observatory

The county NEET/NK rate (% of cohort) was 4.6% in November 2020 compared to an England rate of 8.2% and an average rate of 9.3% for Cumbria's 10 statistical neighbours – NB these rates are heavily influenced by different levels of tracking activity at this time of year and therefore comparisons should be avoided. The highest local rates were in Carlisle (5.2%) and Copeland (5.0%). The NEET rate in Cumbria was down 1.0 from October but up 0.1 from the same month last year. The average rate for the last 12 months in Cumbria was 4.7% compared to 8.9% nationally and 8.8% for our statistical neighbours. Barrow and Carlisle had the highest average annual rates locally at 4.9% and 5.4% respectively.

Figure 19: Rate of 16-17 Year Olds NEET or Not Known, Nov 2020 & 12 month average
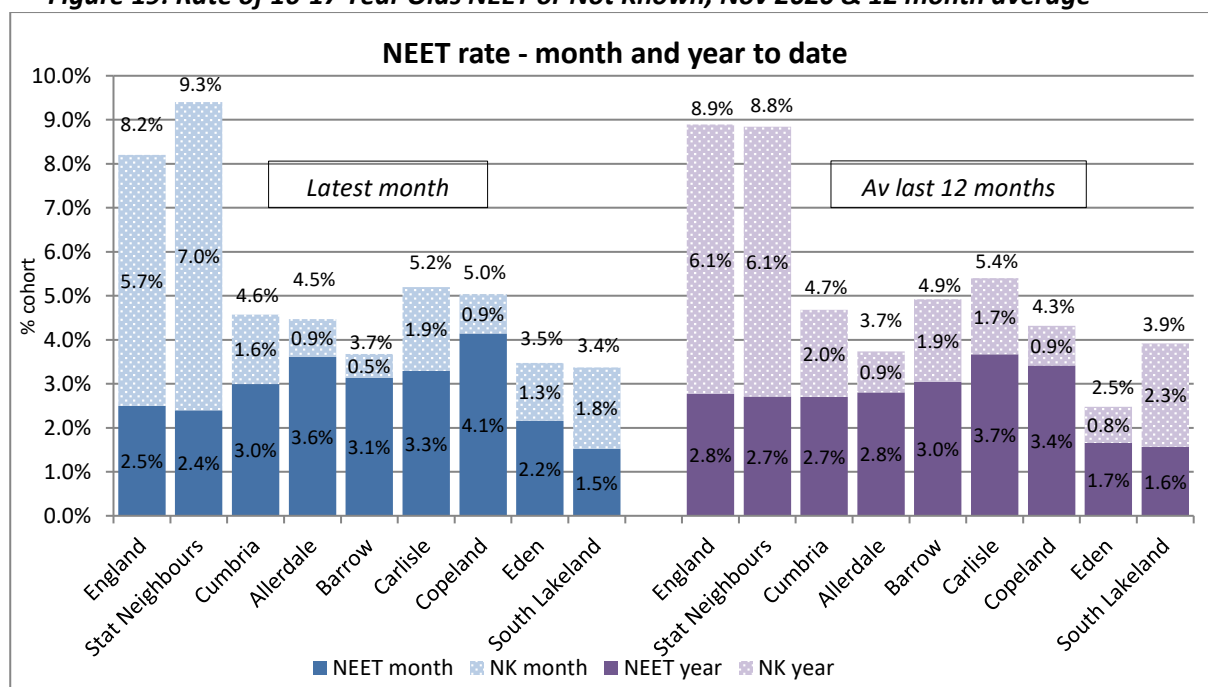
Source: Inspira / Cumbria Intelligence Observatory

*Figure 20: Rate of 16-17 Year Olds NEET or Not Known, district timeseries*

Source: Inspira / Cumbria Intelligence Observatory

Participation

The Education & Skills Act 2008 introduced a requirement for young people to remain in education or training until at least their 18th birthday and a duty on local authorities to encourage, enable and assist young people to participate. As part of the tracking process that produces the NEET data, participation data is also produced at county level on a monthly basis.

In November 2020, 92.4% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (82.1%) or by undertaking an apprenticeship (9.1%). This compares to 90.5% nationally who were deemed to be participating. Average data for the past 12 months shows Cumbria performing above the national average – 92.0% v 89.3%. Of note is that the proportion undertaking an apprenticeship or in employment with regulated qualifications is 2.5% lower than a year ago while the proportion in full time education or training is up by 2.5%.

Figure 21: Participation of 16/17 Year Olds, district timeseries
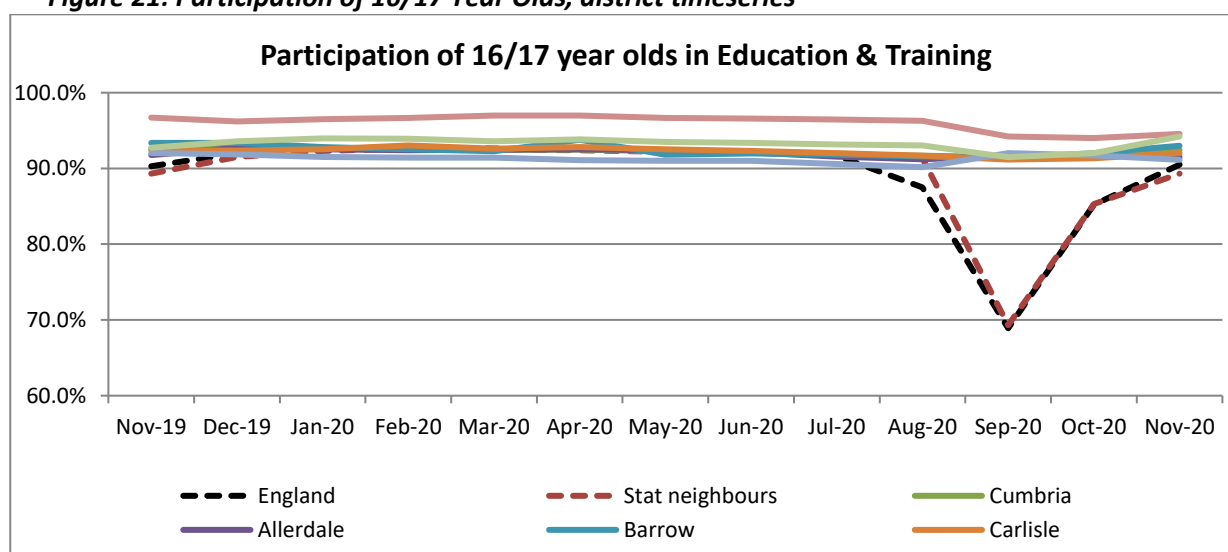
Source: NCCIS

*Figure 22: Participation of 16/17 Year Olds, by activity type, Nov 2020*
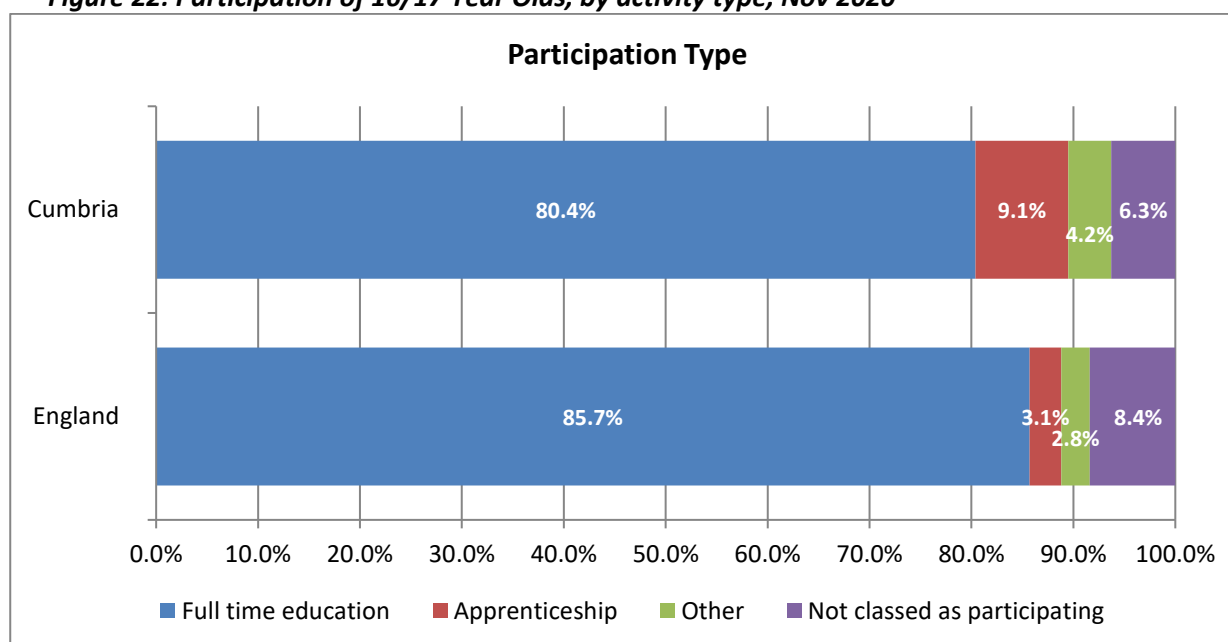
Source: NCCIS (district data not available)

6   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.

In December 2020 there were 2,482 new job postings in Cumbria which is 313 fewer than in November (-13%) but still at a similar level to those seen prior to the pandemic. The decline in postings during the first lockdown is evident in the chart below and the impact of the second lockdown is starting to be apparent in the data since November although it is also normal to see a fall in postings in December.

Figure 23: Job postings by month
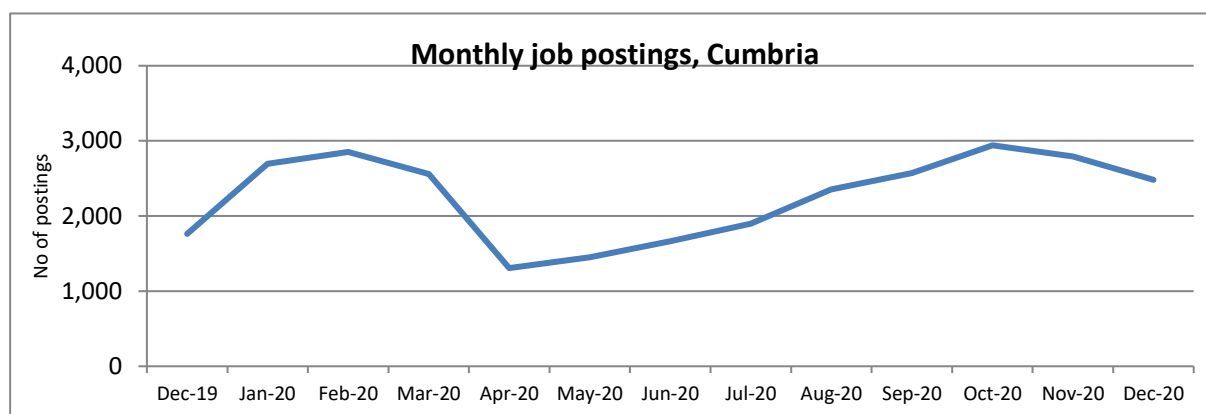
Source: Labour Insight (Burning Glass Technologies)

The trends in postings can also be assessed by sector, although it should be noted that this data can be particularly volatile as many postings do not contain sufficient data for a sector to be identified. In December the sector with the most postings was health & social work (567) followed by manufacturing (267) and wholesale & retail (148).

Figure 24: Job postings by industry sector – Dec 2020
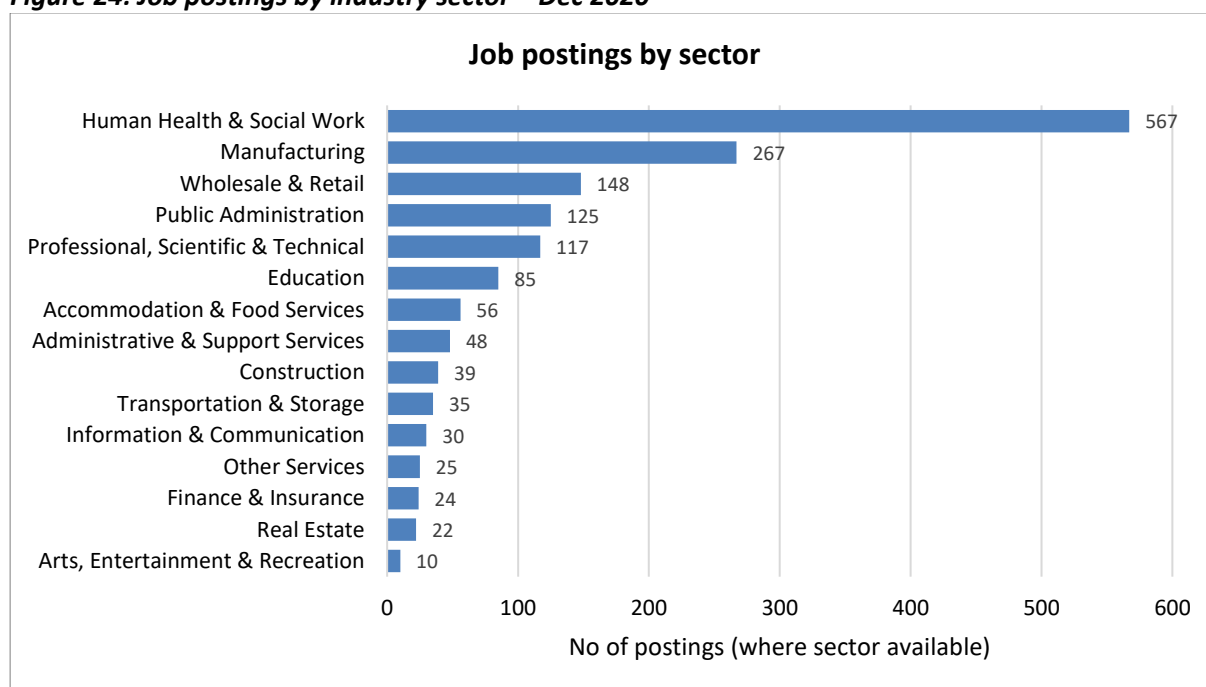
Source: Labour Insight (Burning Glass Technologies)

Despite overall levels returning to those prior to the pandemic, the balance has varied between sectors. The chart below shows the monthly trend in postings for the four sectors which recorded the highest levels of postings in 2019. It can be seen that demand for health related roles increased after May whilst demand from the manufacturing sector has remained relatively stable throughout. The retail sector had shown slow but steady growth after an initial dip at the start of the pandemic but this fell back at the end of 2020. The impact of lockdowns is particularly evident on the accommodation & food services sector with a decline during the first lockdown, growth as this was lifted but an immediate fall as we moved into the second lockdown.

Figure 25: Job postings by industry sector

Monthly Trend in Postings - Key Sectors
(4 sectors = those with most postings in 2019)
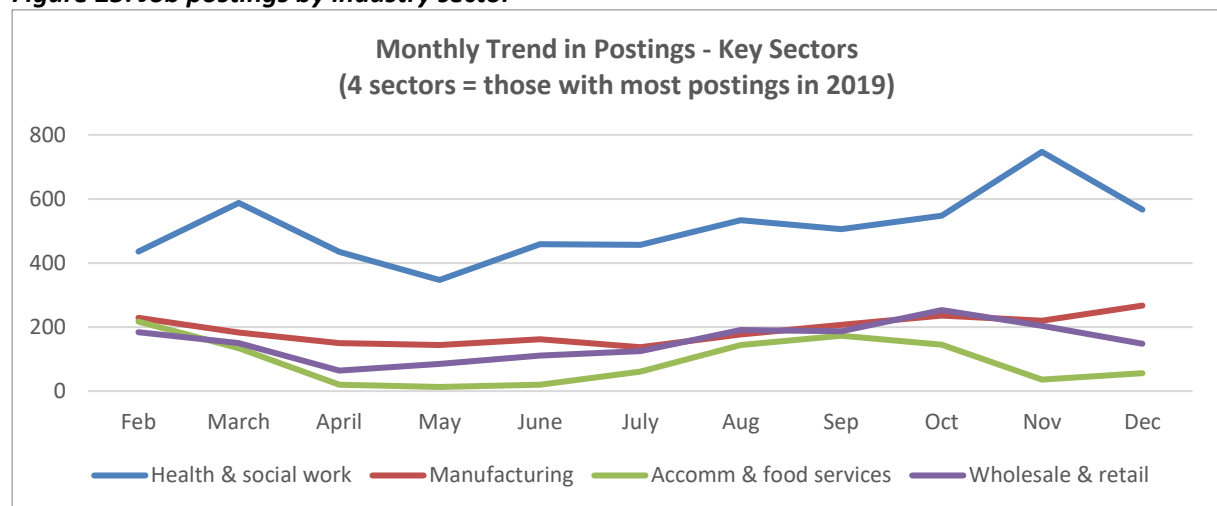
Source: Labour Insight (Burning Glass Technologies)

Reflecting the demand by sector, the most commonly advertised vacancies were for science, research, engineering & technical professionals (312) health professionals (311) and caring personal service occupations (183 postings).
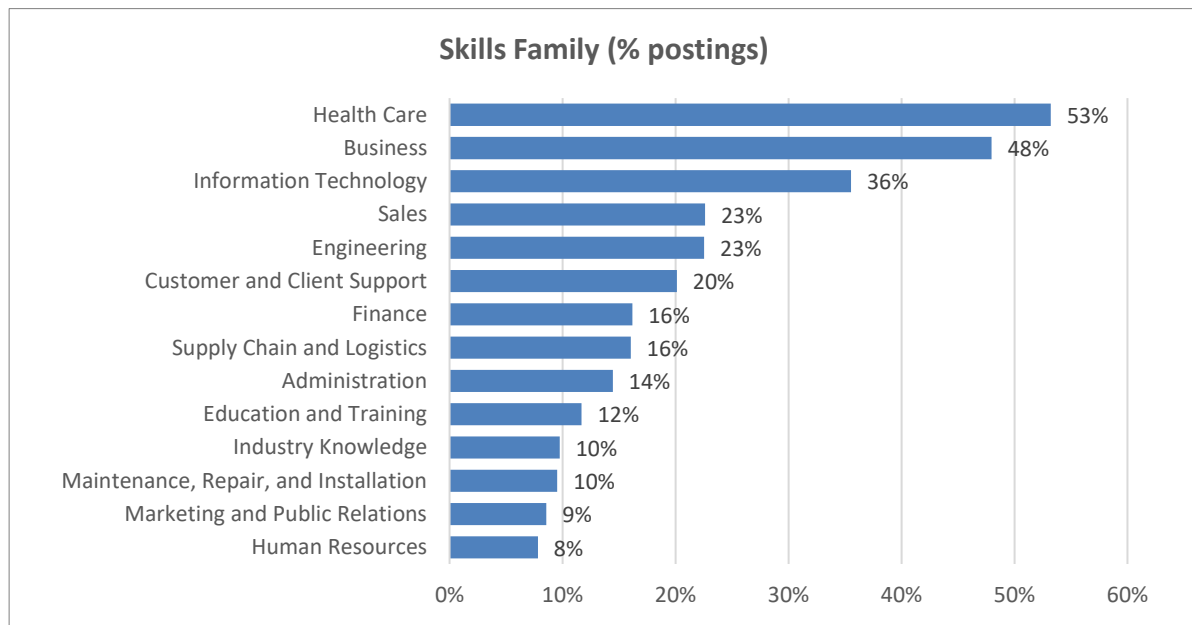
Figure 26: Job postings by occupation – Dec 2020

Job postings by occupation

Occupation	No of postings
Science, Research, Engineering & Technology Professionals	312
Health Professionals	311
Caring Personal Service Occupations	183
Business, Media & Public Service Professionals	177
Business & Public Service Associate Professionals	172
Administrative Occupations	166
Corporate Managers & Directors	147
Elementary Administration & Service Occupations	132
Science, Engineering & Technology Associate Professionals	125
Sales Occupations	109
Skilled Metal, Electrical & Electronic Trades	95
Other Managers & Proprietors	90
Teaching & Educational Professionals	71
Health & Social Care Associate Professionals	60
Transport & Mobile Machine Drivers & Operatives	53

No of postings (where occupation available)

Source: Labour Insight (Burning Glass Technologies).

The web scraping software analyses key words about job requirements and where possible assigns them to skills families. Overall, the 2,482 postings in December contained over 5,000 skills mentions. More than half of postings (which referred to specific skills) contained reference to health care skills and almost half to business skills.
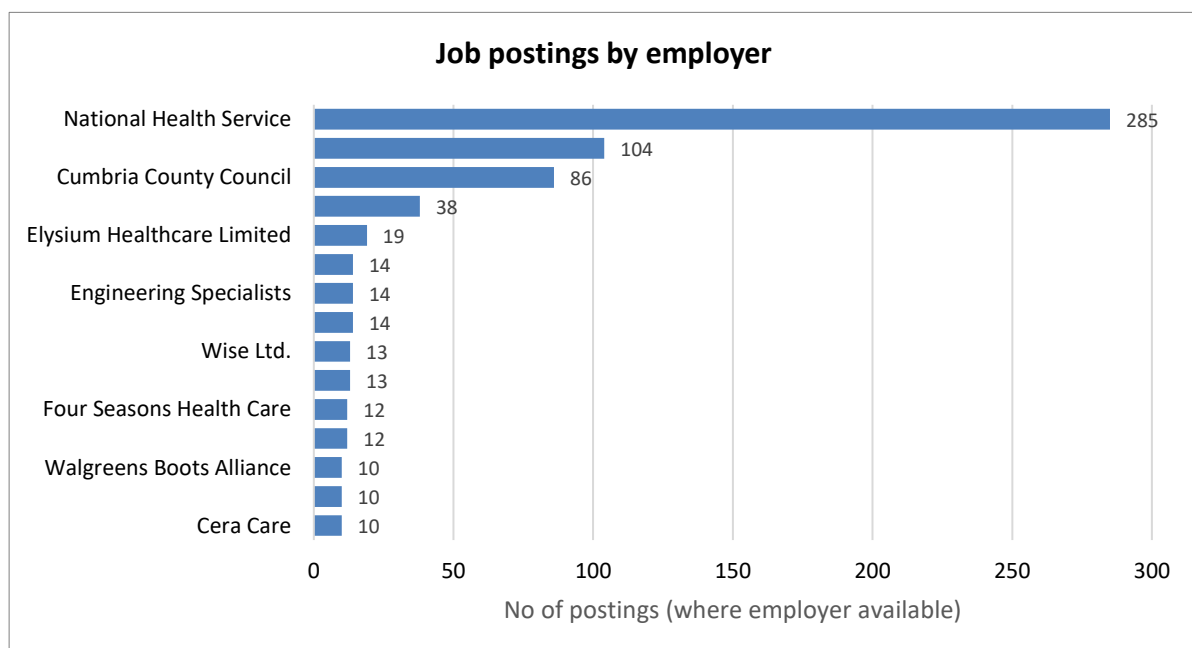
Figure 27: Skills family – Dec 2020

Skills Family (% postings)

Skills Family	%
Health Care	53%
Business	48%
Information Technology	36%
Sales	23%
Engineering	23%
Customer and Client Support	20%
Finance	16%
Supply Chain and Logistics	16%
Administration	14%
Education and Training	12%
Industry Knowledge	10%
Maintenance, Repair, and Installation	10%
Marketing and Public Relations	9%
Human Resources	8%

Source: Labour Insight (Burning Glass Technologies)

Many postings are placed by recruitment agencies and do not name an employer but where an employer could be identified, the highest volume of postings was for jobs in the National Health Service, followed by BAE Systems and Cumbria County Council.
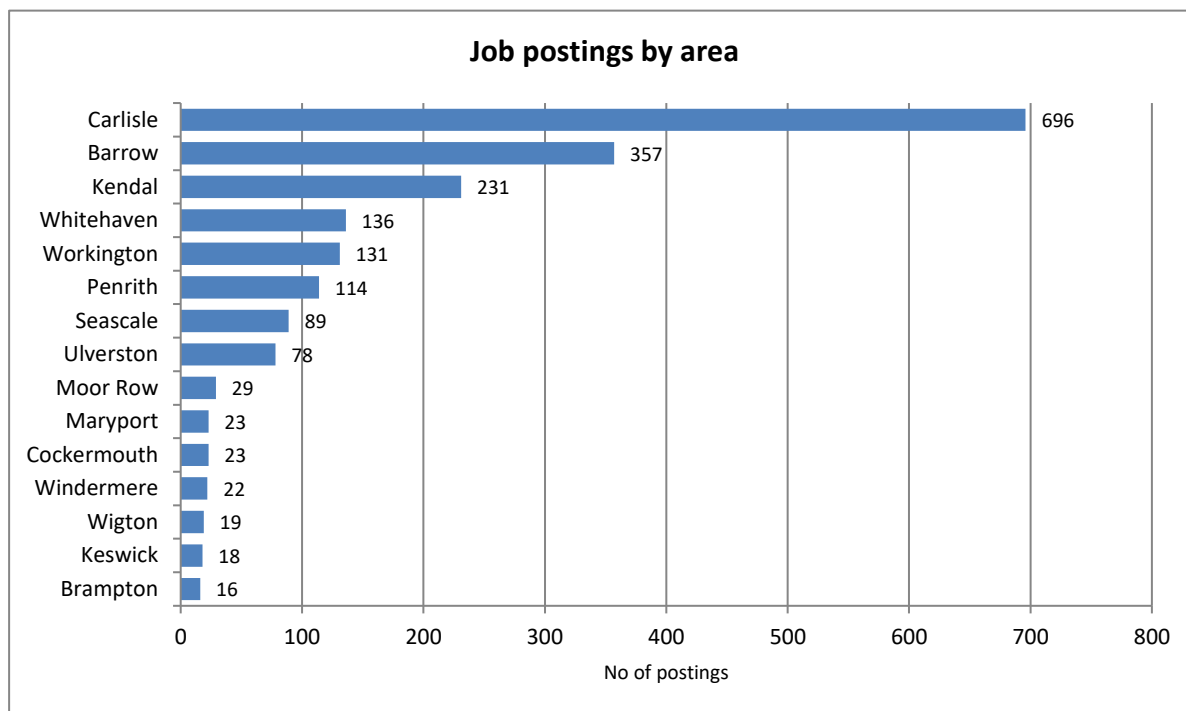
Figure 28: Employers – Dec 2020

Job postings by employer

Employer	No of postings
National Health Service	285
	104
Cumbria County Council	86
	38
Elysium Healthcare Limited	19
	14
Engineering Specialists	14
	14
Wise Ltd.	13
	13
Four Seasons Health Care	12
	12
Walgreens Boots Alliance	10
	10
Cera Care	10

No of postings (where employer available)

Source: Labour Insight (Burning Glass Technologies)

In the most recent month there increases in new postings in Barrow, Carlisle, Eden and South Lakeland but falls in Allerdale and Copeland with the fall in Allerdale particularly sharp. The most common location mentioned was Carlisle (696 postings) followed by Barrow (357) and Kendal (231) reflecting the concentration of postings for the NHS, BAE Systems and Cumbria County Council.
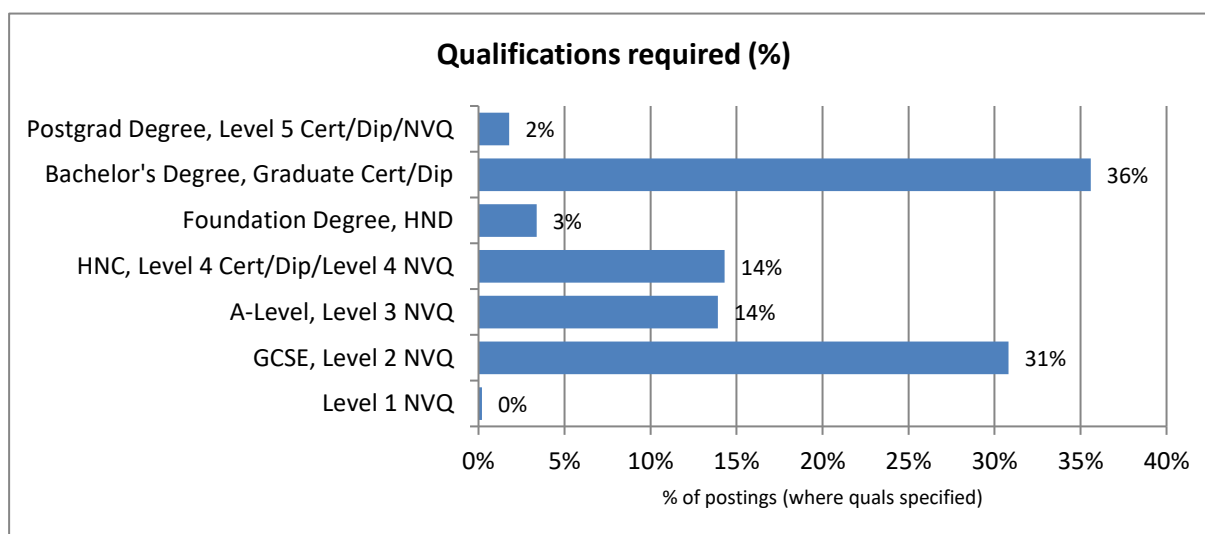
Figure 29: Job location – Dec 2020

Job postings by area

Area	No of postings
Carlisle	696
Barrow	357
Kendal	231
Whitehaven	136
Workington	131
Penrith	114
Seascale	89
Ulverston	78
Moor Row	29
Maryport	23
Cockermouth	23
Windermere	22
Wigton	19
Keswick	18
Brampton	16

Source: Labour Insight (Burning Glass Technologies)

Specific qualifications are only mentioned in around a fifth of postings but where they were specified, over a third required a bachelor's degree or equivalent level and almost a third required GCSE/level 2.

Figure 30: Qualification level – Dec 2020

Qualifications required (%)

Qualification	% of postings (where quals specified)
Postgrad Degree, Level 5 Cert/Dip/NVQ	2%
Bachelor's Degree, Graduate Cert/Dip	36%
Foundation Degree, HND	3%
HNC, Level 4 Cert/Dip/Level 4 NVQ	14%
A-Level, Level 3 NVQ	14%
GCSE, Level 2 NVQ	31%
Level 1 NVQ	0%

Source: Labour Insight (Burning Glass Technologies)

Specific salaries are only mentioned in around two thirds of posting, but where they were, just under a third were offering salaries of £20,000-£29,999 and a quarter £30,000-£39,999).
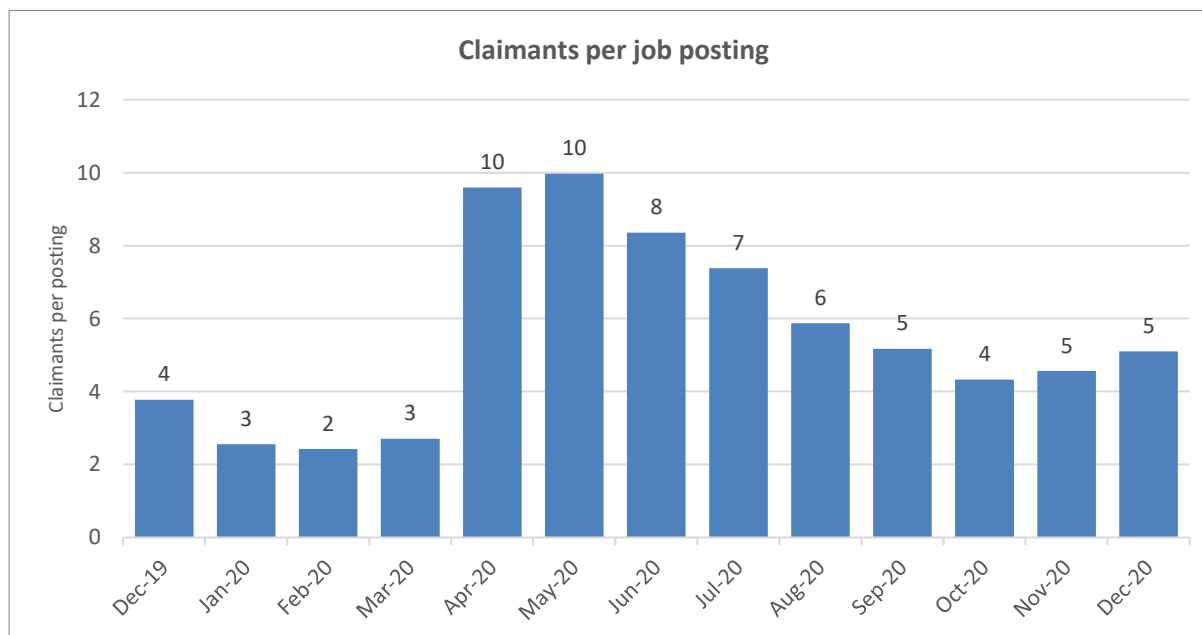
Figure 31: Salary range – Dec 2020

Salary range (%)

Salary range	%
More than £90,000	6%
£80,000 to £89,999	1%
£70,000 to £79,999	1%
£60,000 to £69,999	3%
£50,000 to £59,999	5%
£40,000 to £49,999	12%
£30,000 to £39,999	23%
£20,000 to £29,999	31%
£15,000 to £19,999	17%
£10,000 to £14,999	1%
£0-£9,999	0%

% job postings (where salary specified)
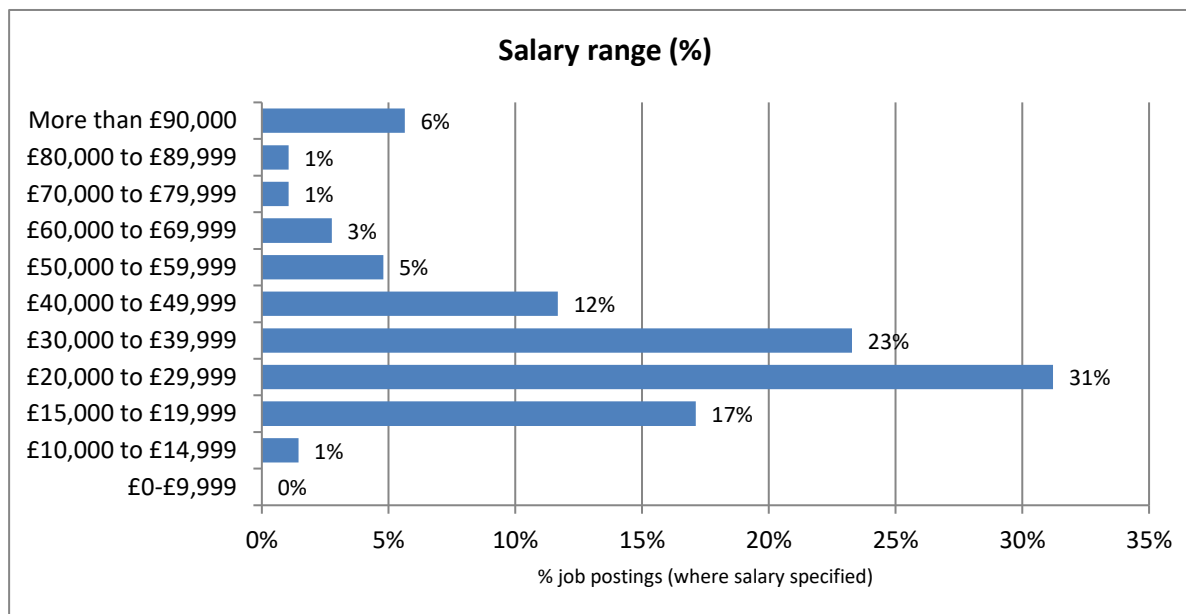
Source: Labour Insight (Burning Glass Technologies)

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 10 claimants per posting in April and May. However, this has now fallen back to more normal levels with a ratio of 5 in December as job posting numbers have risen again.

Figure 32: Claimants per Job Posting – Dec 2020

Claimants per job posting

Month	Claimants per posting
Dec-19	4
Jan-20	3
Feb-20	2
Mar-20	3
Apr-20	10
May-20	10
Jun-20	8
Jul-20	7
Aug-20	6
Sep-20	5
Oct-20	4
Nov-20	5
Dec-20	5

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

7. JOB RETENTION SCHEME & SELF EMPLOYMENT INCOME SCHEME

7a. Coronavirus Job Retention Scheme (CJRS)

On 24th December 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. Please note that this data supersedes all previous data released.

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. An employee furloughed from the same job for more than one claim period will only be counted as a single furloughed employment.

Key national findings (these data are for claims to end October)

Figures for July 2020 to September 2020 have been revised to take into account additional claims received after the cut-off for the previous November release of these statistics.
- following on from the last release which covered the period to 30 September, figures show that furloughing of staff across all sectors continued to decrease up to 31 October
- since the peak of 8.9 million employments furloughed on 8 May, followed by reductions in June, figures show that the number of employments furloughed continued to fall throughout July, August and September to 5.4 million at 31 July and 3.8 million at 31 August and 2.8 million at 30 September. Latest figures show that the number of employments has continued to fall throughout October to 2.4 million at 31 October. This is a reduction of 73% from the peak
- furloughing of staff in the wholesale and retail sector peaked on 24 April at 1.9 million employments. At 31 October, there were 356,400 employments furloughed in this sector – a decrease of more than 80% since the peak for the sector
- as at 31 October, the sector with the highest proportion of its workforce eligible for furlough that were actually furloughed was the accommodation and food services sector at 27% followed by arts, entertainment and recreation at 24%. In all, 45% of employers in both the accommodation and food services sector and the arts, entertainment and recreation sector were using the furlough scheme at the end of October
- across all employer sizes, the number of employments furloughed continued to decrease between 30 September and 31 October
- overall, where it was possible to link the data, across the UK, 1.19 million women were furloughed at 31 October compared with 1.14 million men. This is a decrease of 229,700 women and 210,400 men when compared to 30 September
- there was a broad consistency in furlough rates across the nations and regions of the UK at the end of October. London had the highest take-up rate of 10% against the UK average of 8%
- in most countries and regions more women than men were furloughed at 31 October, the exceptions to this being London where 210,300 women were furloughed and 220,900 men, and West Midlands where 93,500 women were furloughed and 96,800 men
- 196,400 employers had at least one employment on flexible furlough at the end of October. In total 977,200 employments were on flexible furlough at the end of October, 41% of all furloughed employments

- at 50%, the other service activities sector had the highest proportion of employments furloughed partially. This was followed by the accommodation and food services sector at 48%
- at 48%, South West had the highest proportion of employments partially furloughed

Key Cumbria findings
- As of the end of October, 14,300 employments held by Cumbrian residents were furloughed. This is a rate of 6% of eligible employments which is just below the national average of 7%.
- The number of furloughed employments had fallen by 23,500 since July, a fall of 62% compared to a national fall of 56%.
- The highest furlough rate in Cumbria at the end of October was in South Lakeland (8%), the same as nationally with all areas below the national rate. The lowest furlough rates were in Barrow and Copeland (both (5%).

Figure 33: Employments Furloughed July 2020 v October 2020

Furloughed Employments July 2020 v October 2020							
	Jul-20		**Oct-20**		**Change Jul 20-Oct 20**		
	Number	**Rate**	**Number**	**Rate**	**Number**	**%**	**Rate**
UK	5,393,100	18%	2,399,600	8%	-2,993,500	-56%	-10%
England	4,234,200	17%	1,897,400	7%	-2,336,800	-55%	-10%
Cumbria	37,800	17%	14,300	6%	-23,500	-62%	-11%
Allerdale	7,100	16%	2,700	6%	-4,400	-62%	-10%
Barrow	3,500	11%	1,500	5%	-2,000	-57%	-6%
Carlisle	8,800	17%	3,300	6%	-5,500	-63%	-11%
Copeland	4,000	13%	1,400	5%	-2,600	-65%	-8%
Eden	4,700	20%	1,700	7%	-3,000	-64%	-13%
South Lakeland	9,700	21%	3,800	8%	-5,900	-61%	-13%

The following charts show the furlough numbers and rates for each month since July

Figure 34: Furlough numbers – July - Oct 2020
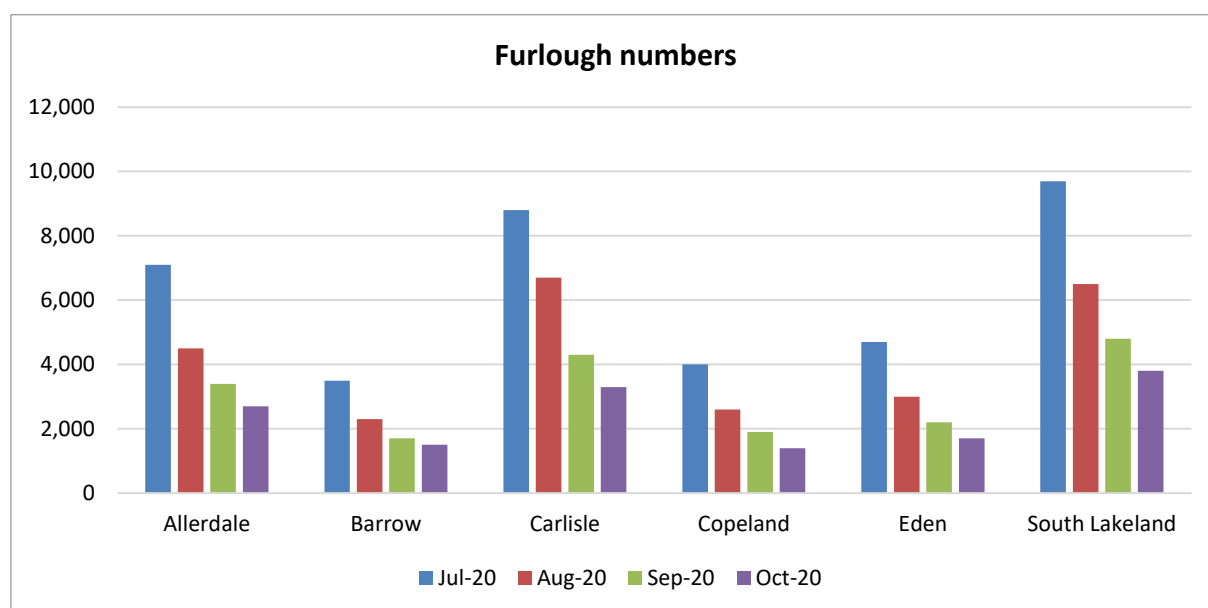
Source: HMRC

Figure 35: Furlough take-up rates – July – Oct 2020

Furlough rates
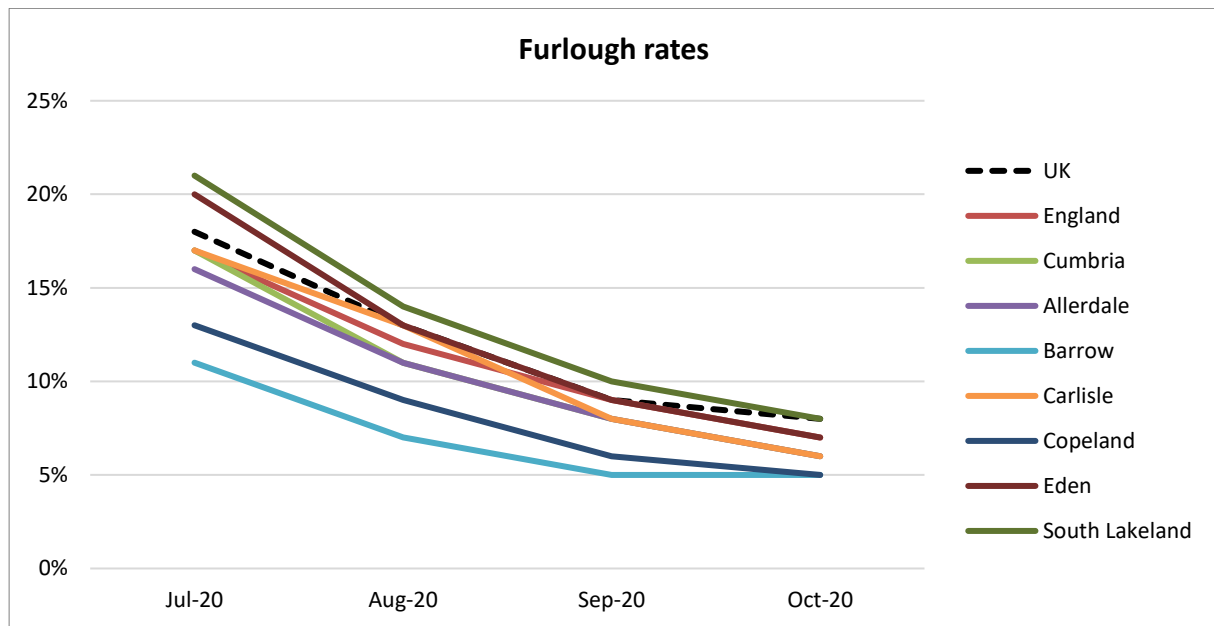
Source: HMRC

7b. *Self-Employment Income Support Scheme (SEISS)*

On 25th November HMRC released updated 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). This covers claims under round 2 of the scheme up to the end of October.

Key national findings

- around 5 million individuals reported self-employment income for the tax year 2018 to 2019, and had their data assessed for potential SEISS eligibility. In order to be assessed, a self-employed individual needed to have traded in the tax year 2018 to 2019 and submitted a Self Assessment tax return on or before 23 April 2020 for that year.
- via this process, 3.4 million self-employed individuals were identified as potentially eligible for the SEISS scheme. This means that they met the criteria for the scheme based on Self Assessment returns from the tax year 2018 to 19 and earlier years. However, some of the potentially eligible businesses will not have been adversely affected by Coronavirus or have ceased trading since the tax year 2018 to 19 so will not have been eligible.
- by 31 October 2.3 million (69%) of the potentially eligible population had claimed a second SEISS grant with the value of these claims totalling £5.9 billion.
- compared with the end of September, an additional 89,000 people had claimed the grant by 31 October.
- the average value per SEISS 2 claim was £2,500.
- around two-thirds of the potentially eligible population are male (2.3 million).
  - the average claim for females is also lower at £2,000 compared to the average claim for males of £2,700.
- around 91% of claimants are aged between 25 and 64 and take-up of the grant in those age groups is at or above 67%. 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 31 October, construction workers had made 800,000 claims for SEISS totalling £2.4bn.
- the 2 regions with the highest number of claims are London (465,000) and the South East (338,000), reflecting their relative sizes.
- of the 1.6 million that did not meet the SEISS criteria, 1.4 million (87%) had trading profits less than non-trading profits (e.g. income from employment or investment income), 0.5 million (33%) had trading profits of £0 or made a loss and 0.2 million (11%) had trading profits over £50,000. (N.B. Individuals may be counted more than once if they have trading profits which meet more than one of these criteria which explains why the figures sum to more than 1.6 million).
- by 31 October, 2.7 million individuals had claimed for either the first or second SEISS grant. Of these 2.3 million individuals (86%) claimed both grants, 319,000 (12%) claimed only the first grant and 61,000 (2%) only claimed the second grant.
- claims for only the first grant totalled £951 million and claims for only the second grant totalled £129 million.
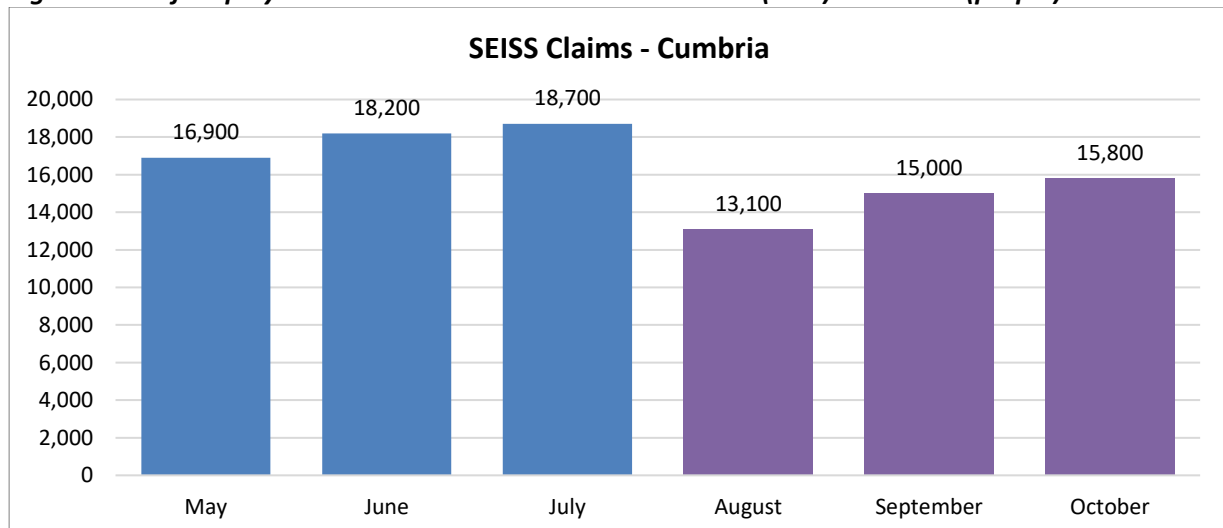
Key Cumbria findings

- The release shows that there were an estimated 24,900 potentially eligible self-employed people in Cumbria, of whom 15,800 had made claims totalling £38.1m in the first three months of round 2 of the scheme (up to the end of October).
- The take up rate in Cumbria was 63%, below the national rate of 69%. It was lower than nationally in all 6 of Cumbria's districts. Barrow had the highest take up rate at 67% and Eden the lowest at 60%.
- The volume of claims and the take up rate has been lower throughout round 2 of the scheme than in round 1.

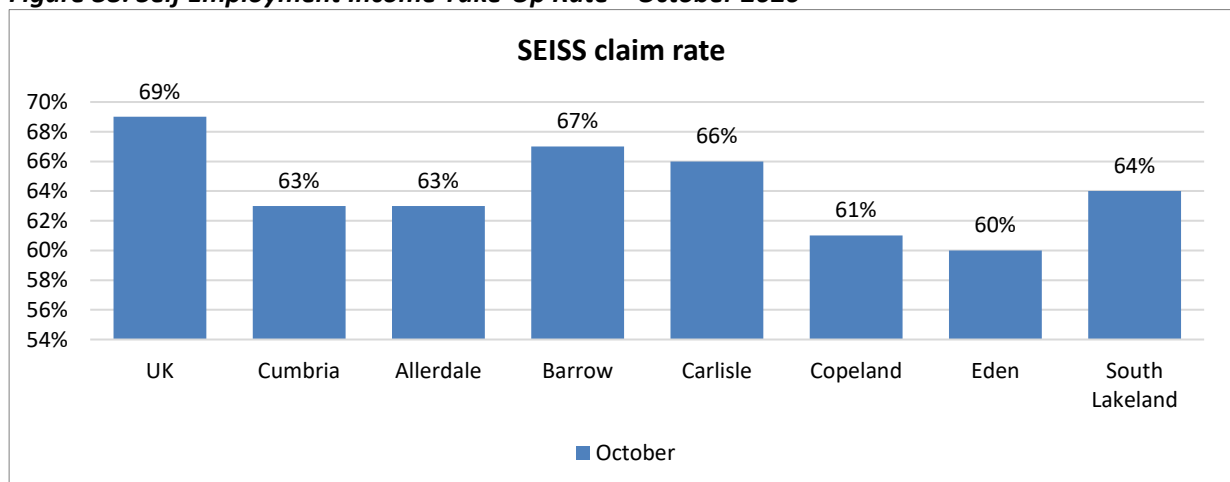*Figure 36: Self Employment Income Scheme Counts & Take-Up Rates – October 2020*

	Self Employment Income Scheme - Round 2 Claims to end Oct 2020				
	Total potentially eligible population	**Total claims**	**Total value of claims (£)**	**Average value of claims (£)**	**Take-Up Rate**
UK	3,390,000	2,350,000	5,927,000,000	2,500	69%
Cumbria	24,900	15,800	38,100,000	2,400	63%
Allerdale	4,800	3,000	7,100,000	2,300	63%
Barrow	1,900	1,200	2,500,000	2,000	67%
Carlisle	5,100	3,400	8,200,000	2,400	66%
Copeland	2,100	1,300	2,900,000	2,300	61%
Eden	4,400	2,700	6,700,000	2,500	60%
South Lakeland	6,700	4,200	10,700,000	2,500	64%

Figure 37: Self Employment Income Scheme Counts – Round 1 (blue) v Round 2 (purple)

SEISS Claims - Cumbria

Month	Count
May	16,900
June	18,200
July	18,700
August	13,100
September	15,000
October	15,800

Source: HMRC (NB: data are cumulative per round)

Figure 38: Self Employment Income Take-Up Rate – October 2020

SEISS claim rate

Area	October
UK	69%
Cumbria	63%
Allerdale	63%
Barrow	67%
Carlisle	66%
Copeland	61%
Eden	60%
South Lakeland	64%

Source: HMRC (NB: data are cumulative per round)

8.   BUSINESS START-UPS AND STOCKS

8a.   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. In addition, the dataset now includes Neobank / Challenger bank starts. 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 190 business start-ups in Cumbria in November 2020, a rise of 12 from October (7%) and 35 more than the same month last year (27%). ==Nationally the number of start-ups fell by 4,142 (-14%) from October.==

Over the quarter (Sep-Nov), there were 555 start-ups which is 32 more than the same quarter last year, a rise of 6%.

Figure 39: Monthly Start-Ups, Nov 2019-Nov 2020 (number)
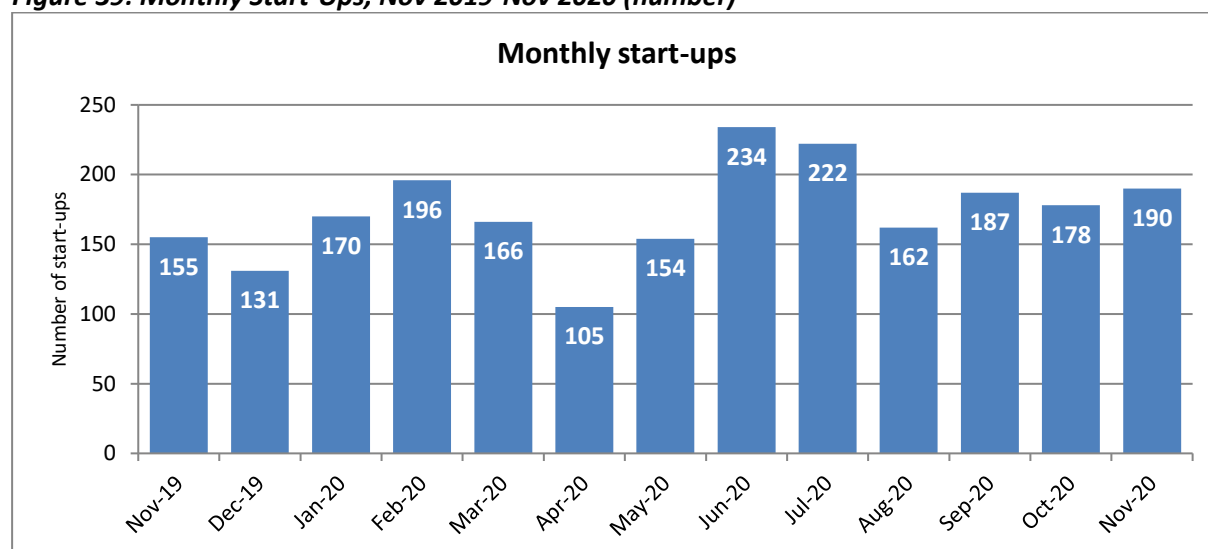
Source: BankSearch   Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district.

The highest volume of start-ups in the past quarter (Sep-Nov) has been for businesses in the construction sector where there were 120. This is followed by real restate, professional & support services with 112 and wholesale & retail with 73.

Starts in construction have increased year on year with 58 more and there have also been more transport, storage & communication start-ups. However, there have been falls in the number of starts in real estate, professional services & support activities and in recreation, personal & community services.

Figure 40: Quarterly start-ups by sector – Sep-Nov 2019 v Sep-Nov 2020

Starts ups this quarter v same quarter last year

Sector	Same Qtr last yr	This Qtr
Agriculture, hunting & forestry	16	20
Human health & social work	28	20
Manufacturing	23	25
Transport, storage & communication	24	48
Recreational, personal & community service	68	58
Accommodation & food service	66	66
Wholesale & retail trade	71	73
Real estate, prof services & support activities	135	112
Construction	62	120

Source:

BankSearch

8b: 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 November 2020, a rise of 12 since October and significantly above levels seen at the same time last year as well as being higher than in February (pre-lockdown). However, some of this apparent recovery (and indeed the previous decline) is due to Companies House not processing registrations at the height of lockdown so the data should be treated with caution. It was a slightly mixed picture with increases in Barrow, Eden and Copeland but decreases in Allerdale, Carlisle and South Lakeland.

Figure 41: Companies House Incorporations in Cumbria - timeseries

New Companies House incorporations (registered office Cumbria)

Nov-19: 172, Dec-19: 126, Jan-20: 194, Feb-20: 188, Mar-20: 188, Apr-20: 120, May-20: 158, Jun-20: 229, Jul-20: 225, Aug-20: 198, Sep-20: 254, Oct-20: 217, Nov-20: 229
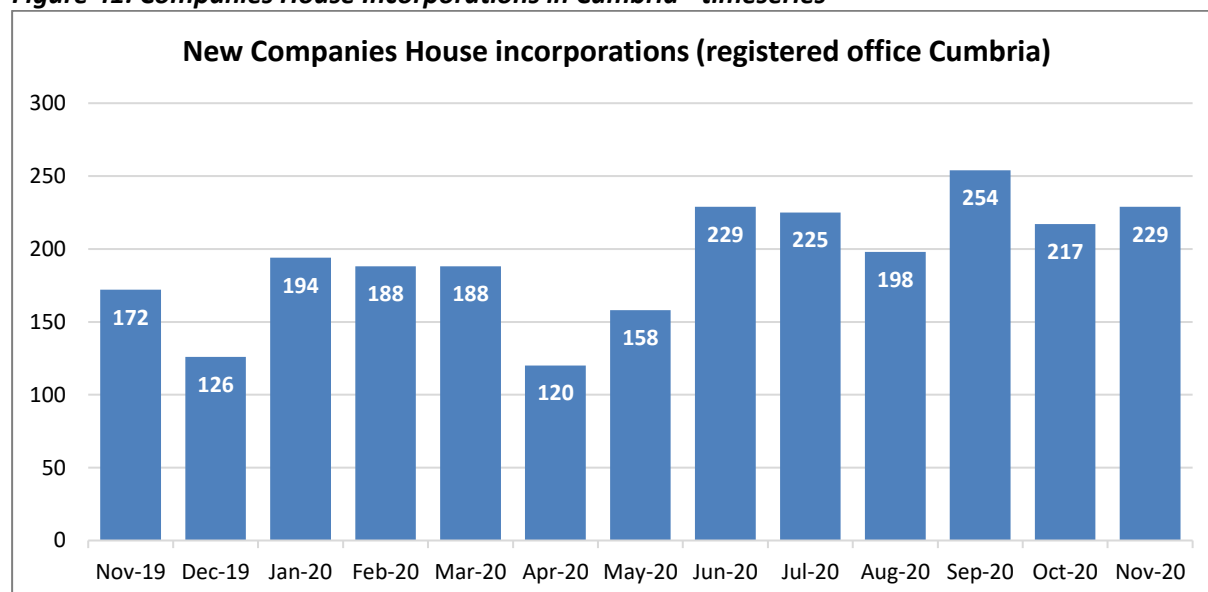
Source: BankSearch, data relate to registered office address.

Figure 42: Companies House Incorporations by District, last 3 months
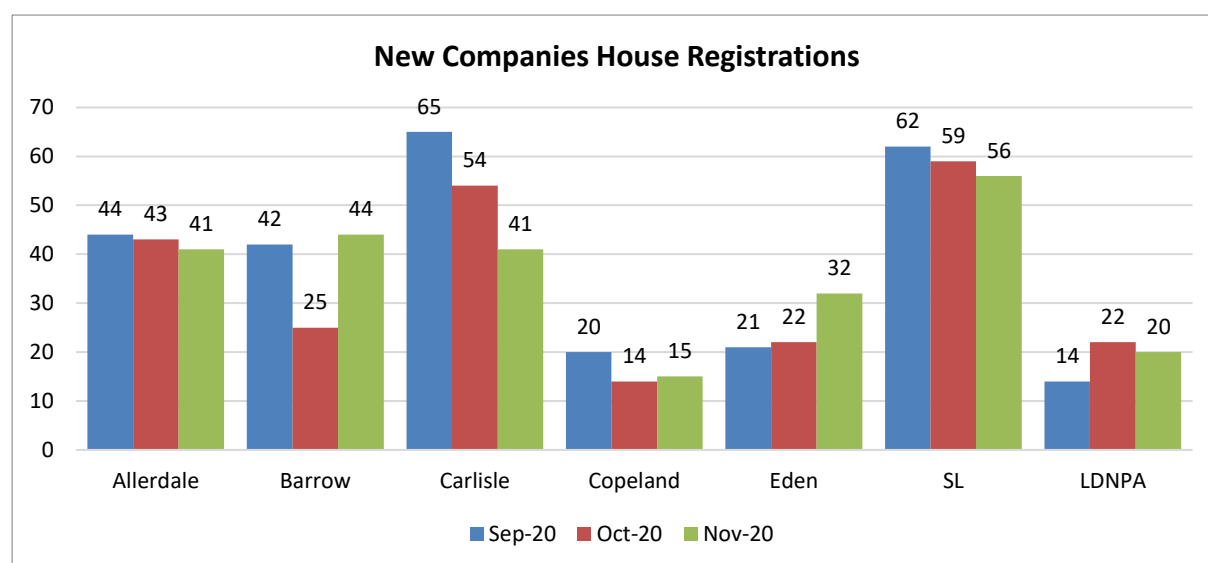
New Companies House Registrations

Allerdale: Sep-20: 44, Oct-20: 43, Nov-20: 41
Barrow: Sep-20: 42, Oct-20: 25, Nov-20: 44
Carlisle: Sep-20: 65, Oct-20: 54, Nov-20: 41
Copeland: Sep-20: 20, Oct-20: 14, Nov-20: 15
Eden: Sep-20: 21, Oct-20: 22, Nov-20: 32
SL: Sep-20: 62, Oct-20: 59, Nov-20: 56
LDNPA: Sep-20: 14, Oct-20: 22, Nov-20: 20

■ Sep-20 ■ Oct-20 ■ Nov-20

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.

8c.   *Stock of Active Companies and Businesses dissolved / in liquidation*

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 December 2020 there were 31,473 entries on the FAME database for Cumbria, rise of 47 (0.1%) from the previous month. The number of businesses dissolved/entering liquidation in Cumbria was 145 in December, a fall of 38 (-21%) from November.

As with the previous Companies House registrations data, activity during the pandemic was influenced by the pausing and subsequent resumption of activity at Companies House. In addition, support measures put in place by the Government have protected some businesses that otherwise might have failed. Therefore, trends in this data should be viewed with a degree of caution.

Figure 43: Stock of Active Companies - timeseries
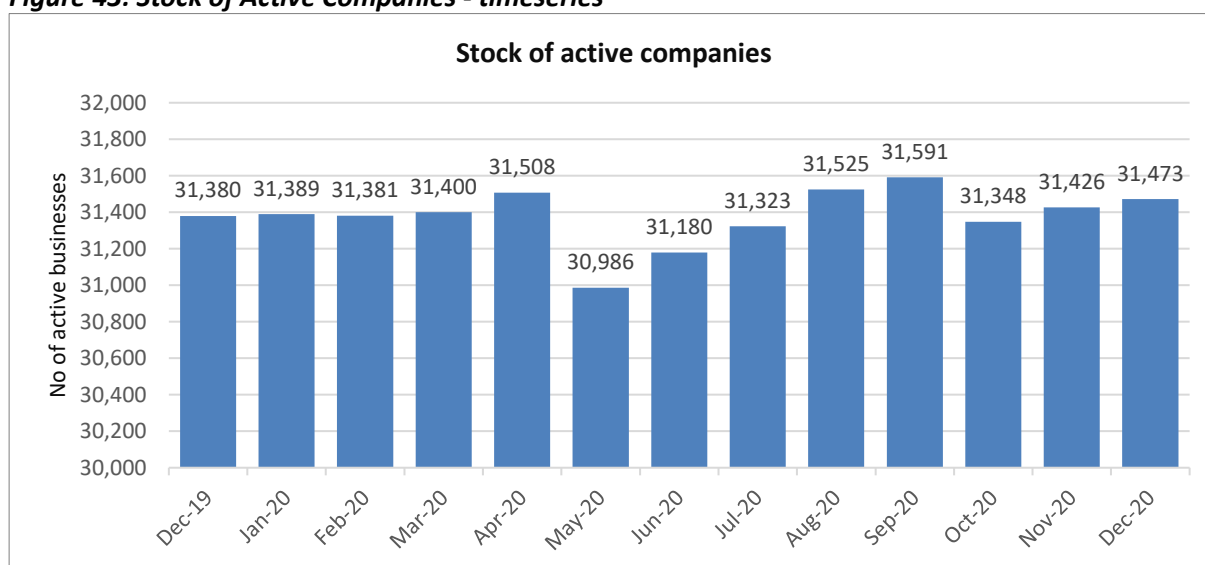
Source: FAME (Bureau Van Dijk)

Figure 44: Stock of Active Companies by District, Dec 2020
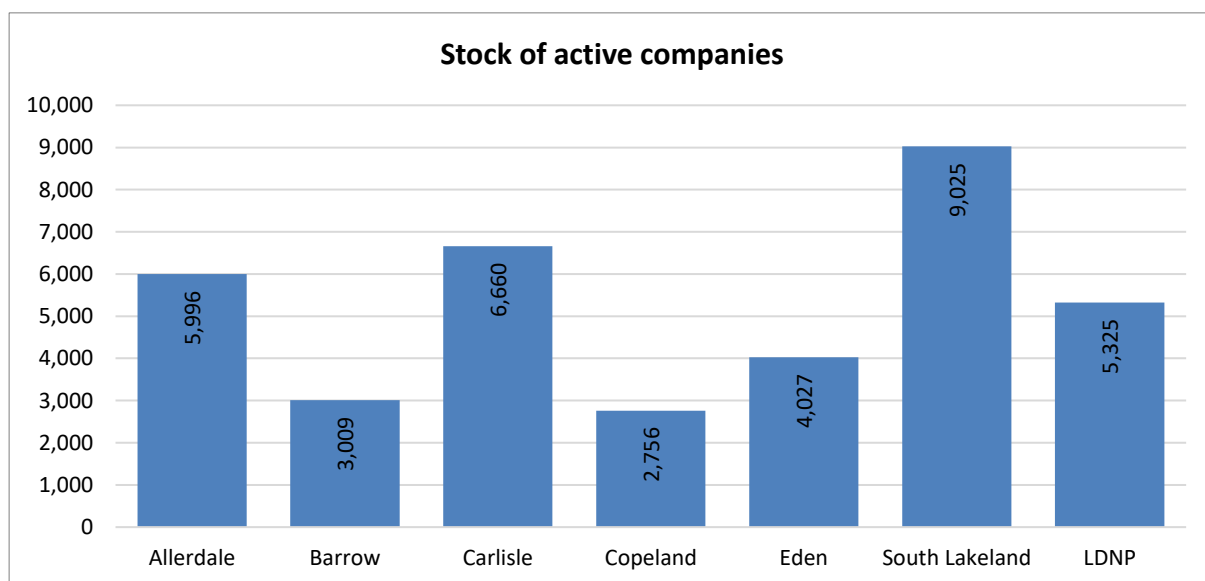
Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district

Figure 45: Businesses dissolved/in liquidation during month, timeseries

Dissolved / In Liquidation

Month	Value
Jan-19	205
Feb-19	169
Mar-19	85
Apr-19	235
May-19	161
Jun-19	147
Jul-19	198
Aug-19	151
Sep-19	163
Oct-19	176
Nov-19	137
Dec-19	144
Jan-20	186
Feb-20	169
Mar-20	182
Apr-20	33
May-20	7
Jun-20	3
Jul-20	6
Aug-20	4
Sep-20	290
Oct-20	470
Nov-20	183
Dec-20	145

Source: FAME (Bureau Van Dijk)