

Introduction

This briefing contains December data from the standard Claimant Count and Universal Credit registers (both counts taken on **14th Jan**). The briefing also contains January data for job postings and NEETs, December data for business start-ups and January data for the active company count. The quarterly update for households on UC has also been released (data are for August). Data on the furlough and self employment schemes up to the end of January has also just been released and is included.

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 12,655 claimants of JSA / UC (out of work and seeking work) on 14th January, a rate of 4.3% of the working age population. This compares to 6.2% nationally. The claimant count rose overall in Cumbria by 50 from December but it was a mixed picture within the county. The count rose by 55 in Allerdale, by 15 in Carlisle and by 10 in Barrow but fell by 20 in Copeland, by 10 in Eden and by 5 in South Lakeland.
- Compared to the same time last year, the claimant count is 5,765 higher with the highest increases in South Lakeland (189%), Eden (122%) and also in the Lake District National Park (300%), all well in excess of the county and national increases (84% and 112% respectively). (NB: LDNPA residents are also included in their relative district figures).
- The claimant rate in Cumbria was unchanged in January at 4.3% and remains below the national rate of 6.2% 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 3.3 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 (7.1% v 7.0%).
- There were 36,562 claimants of Universal Credit in Cumbria on 14th January (in work, out of work and those not required to seek work), a rise of 615 (1.6%) from December and 18,029 (97%) higher than a year ago.
- The biggest percentage increases since the same month a year ago have been in South Lakeland (189%) and Eden (153%) and in areas within the Lake District National Park (238%) (NB: LDNPA

residents are also included in their relative district figures). These compare to a national increase from a year ago of 115%.

- 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 163% compared to increases of 77% in those searching/planning/preparing for work and of 55% 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.
- 1,277 people started on UC in January 2021, this is 296 more than in January last year – an increase of 34% compared to 51% nationally. It varied around the county with 73% more starts to the Penrith JCP Office and 68% more to the Kendal office but just 15% more in Workington and a fall of 5% in Whitehaven.
- There were 475 young people (aged 16/17) classed as NEET in January, down by 18 from December but 89 higher than a year ago. The NEET rate was 4.7% in Cumbria, down by 0.2ppt from December but 0.8ppt higher than a year ago.
- The participation rate for 16/17 year olds was 92.3% in January compared to a national rate of 93.2%. The proportion participating by undertaking an apprenticeship or employment with regulated qualifications is 2.8% lower than a year ago while the proportion in full time education or training has increased by 2.1%.
- There were 2,571 job postings in January, 89 more than last month but a little lower than the same time last year.
- The highest volume of job postings was in the health sector followed by manufacturing and public administration. However, there was a further downturn in wholesale & retail postings as we entered the latest lockdown.
- The mostly commonly advertised occupations were for caring personal service occupations, science, research, engineering & technical professionals and health professionals.
- The most common skills “family” for required skills mentioned in postings was health care followed by business skills.
- In January there were 5 claimants per new job posting in Cumbria unchanged from last month;
- HMRC data shows that 41,400 employments held by Cumbrian residents were furloughed at the end of January (provisional data). This was an increase of 10,800 from Dec, a rise of 35% which is higher than the national increase of 18% and the biggest increase of the 31 county areas in England.
- The biggest increase in the number of furloughs in Cumbria between December and January was in Carlisle, up by 48% (2,900) and the biggest % increase of any district authority in England. Eden’s increase of 48% was the 3rd highest and Allerdale’s the 11th highest.
- The furlough rate in Cumbria at the end of December was 18%, above the UK rate of 16% and the highest among county areas in England. South Lakeland’s rate of 26% and Eden’s of 20% were the two highest among 312 district areas in England.
- HMRC data shows that there had been 14,400 claims under Round 3 of the Self-Employment Income Support Scheme by the end of January, totalling £38.7m. The Round 3 take-up rate in Cumbria so far is 58% compared to 65% nationally.
- There were 510 business start-ups in the quarter ending December, an increase of 26 compared to the same quarter last year, a rise of 5%.
- The highest volume of start-ups was in the real estate, professional services & support activities sector followed by the construction sector.
- There were 171 new Companies House incorporations in December a fall of 58 from November but still above levels seen at the same time a year ago.
- There were 31,379 active companies in Cumbria at the end of January, 94 fewer than in December.
- There were 248 businesses dissolved/in liquidation during January, a rise of 103 since December and 43 more than the same month last year.

2. NATIONAL LABOUR MARKET OVERVIEW

- In January 2021, 83,000 more people were in payrolled employment when compared with December 2020; this is the second consecutive monthly increase.
- In January 2021, 726,000 fewer people were in payrolled employment when compared with February 2020.
- The UK employment rate, in the three months to December 2020, was estimated at 75.0%, 1.5 percentage points lower than a year earlier and 0.3 percentage points lower than the previous quarter.
- The survey based UK unemployment rate (including non-claimants), in the three months to December 2020, was estimated at 5.1%, 1.3 percentage points higher than a year earlier and 0.4 percentage points higher than the previous quarter.
- The redundancy rate, in the three months to December 2020, was estimated at 12.3 people per thousand employees.
- The Claimant Count (seasonally adjusted) decreased in January 2021, to 2.6 million; this includes both those working with low income or hours, and those who are not working.
- There were an estimated 599,000 vacancies in the UK in November 2020 to January 2021; this is 211,000 fewer than a year ago and 64,000 more than the previous quarter.
- Growth in average total pay (including bonuses) among employees for the three months October to December 2020 increased to 4.7%, and growth in regular pay (excluding bonuses) also increased to 4.1%.

3. STANDARD CLAIMANT COUNT (released monthly) – count taken 14th Jan 2021

Important notes: The phased rollout of UC means that standard claimant count trends over time 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. Local area data are not seasonally adjusted and therefore for comparison purposes the national data used in this briefing is also not seasonally adjusted

Figure 1 shows the change in claimants from last month and from a year ago. This shows that there was a rise of 50 claimants in Cumbria in January compared to December, to a total of 12,655. This is a monthly rise of 0.4% compared to a fall of 0.7% nationally. However the count rose mainly in Allerdale where there were 50 more claimants. It also rose in Carlisle (+15) and Barrow (10) but fell in Copeland (-20), Eden (-10) and South Lakeland (-5). The claimant rate in January in Cumbria was 4.3% which is below the national rate of 6.2%. It is unchanged from December but 2.0ppt higher than a year ago.

Figure 1: Standard Claimant Count – Jan 2021

| | 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 | 1,523,020 | 7.3 | 1,048,995 | 5.0 | 2,572,015 | 6.2 | -17,725 | -0.7 | 0.0 | 1,356,460 | 111.6 | 3.3 |
| Cumbria | 7,560 | 5.2 | 5,095 | 3.4 | 12,655 | 4.3 | 50 | 0.4 | 0.0 | 5,765 | 83.7 | 2.0 |
| Allerdale | 1,575 | 5.5 | 1,125 | 3.9 | 2,700 | 4.7 | 55 | 2.2 | 0.1 | 1,070 | 65.9 | 1.9 |
| Barrow | 1,330 | 6.6 | 745 | 3.6 | 2,075 | 5.1 | 10 | 0.5 | 0.0 | 780 | 60.2 | 1.9 |
| Carlisle | 1,885 | 5.9 | 1,235 | 3.7 | 3,120 | 4.8 | 15 | 0.5 | 0.0 | 1,500 | 92.7 | 2.3 |
| Copeland | 1,120 | 5.4 | 735 | 3.6 | 1,855 | 4.5 | -20 | -1.1 | -0.1 | 620 | 50.3 | 1.5 |
| Eden | 580 | 3.8 | 460 | 3.0 | 1,035 | 3.4 | -10 | -1.1 | 0.0 | 570 | 122.3 | 1.8 |
| South Lakeland | 1,070 | 3.6 | 795 | 2.6 | 1,870 | 3.1 | -5 | -0.2 | 0.0 | 1,220 | 188.7 | 2.0 |
| of which LDNPA | 485 | 4.1 | 360 | 3.1 | 845 | 3.6 | 55 | 6.7 | 0.2 | 635 | 299.5 | 2.7 |

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 2 shows the claimant count and rate by broad age group in Cumbria in January. 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 – Jan 2021

| 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 | 497,600 | 7.0% | 694,175 | 7.7% | 539,545 | 6.4% | 448,740 | 4.9% | 391,345 | 4.9% | 2,572,015 | 6.2% |
| Cumbria | 2,515 | 5.7% | 3,410 | 6.5% | 2,420 | 4.6% | 2,215 | 3.0% | 2,085 | 2.9% | 12,655 | 4.3% |
| Allerdale | 555 | 6.4% | 700 | 6.9% | 540 | 5.3% | 460 | 3.1% | 440 | 3.2% | 2,700 | 4.7% |
| Barrow | 515 | 7.8% | 550 | 6.8% | 390 | 5.4% | 325 | 3.2% | 290 | 3.2% | 2,075 | 5.1% |
| Carlisle | 605 | 5.9% | 915 | 7.3% | 605 | 4.8% | 515 | 3.3% | 480 | 3.2% | 3,120 | 4.7% |
| Copeland | 350 | 5.9% | 520 | 6.7% | 335 | 4.6% | 315 | 3.1% | 330 | 3.2% | 1,855 | 4.5% |
| Eden | 180 | 4.3% | 265 | 5.4% | 195 | 3.7% | 210 | 2.6% | 185 | 2.2% | 1,035 | 3.4% |
| South Lakeland | 315 | 3.6% | 460 | 5.1% | 350 | 3.3% | 380 | 2.5% | 365 | 2.3% | 1,870 | 3.1% |
| of which LDNPA | 125 | 3.8% | 200 | 5.9% | 170 | 4.2% | 175 | 2.8% | 175 | 2.6% | 845 | 3.6% |

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.

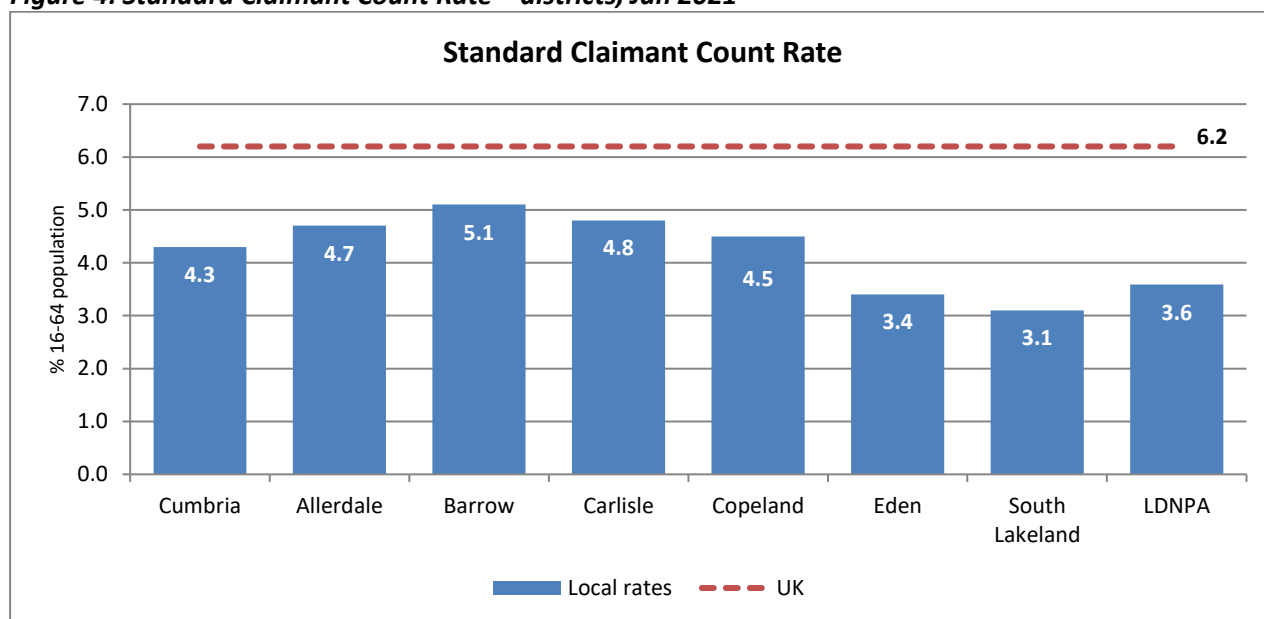
Figure 3 shows the change in the number and rate of claimants by age since the same time last year.

Figure 3: Standard Claimant Count Rate – Change from Jan 2020 to Jan 2021

| 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 | 270,950 | 378,080 | 285,695 | 226,240 | 195,260 | 1,356,460 | 3.8% | 4.2% | 3.4% | 2.5% | 2.5% | 3.3% |
| Cumbria | 1,140 | 1,590 | 1,075 | 990 | 955 | 5,765 | 2.6% | 3.0% | 2.0% | 1.3% | 1.3% | 1.9% |
| Allerdale | 225 | 295 | 215 | 165 | 170 | 1,075 | 2.6% | 2.9% | 2.1% | 1.1% | 1.2% | 1.9% |
| Barrow | 210 | 210 | 160 | 100 | 95 | 780 | 3.2% | 2.6% | 2.2% | 1.0% | 1.1% | 1.9% |
| Carlisle | 280 | 455 | 275 | 240 | 245 | 1,500 | 2.7% | 3.6% | 2.2% | 1.5% | 1.6% | 2.3% |
| Copeland | 110 | 200 | 90 | 110 | 110 | 620 | 1.8% | 2.6% | 1.2% | 1.1% | 1.1% | 1.5% |
| Eden | 115 | 150 | 90 | 115 | 100 | 570 | 2.8% | 3.0% | 1.7% | 1.4% | 1.2% | 1.9% |
| South Lakeland | 210 | 285 | 235 | 245 | 245 | 1,225 | 2.4% | 3.2% | 2.2% | 1.6% | 1.5% | 2.0% |
| of which LDNPA | 100 | 160 | 105 | 140 | 135 | 635 | 3.1% | 4.7% | 2.6% | 2.3% | 2.0% | 2.7% |

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, Jan 2021



Source: ONS/DWP

Figure 5: Standard Claimant Count - timeseries

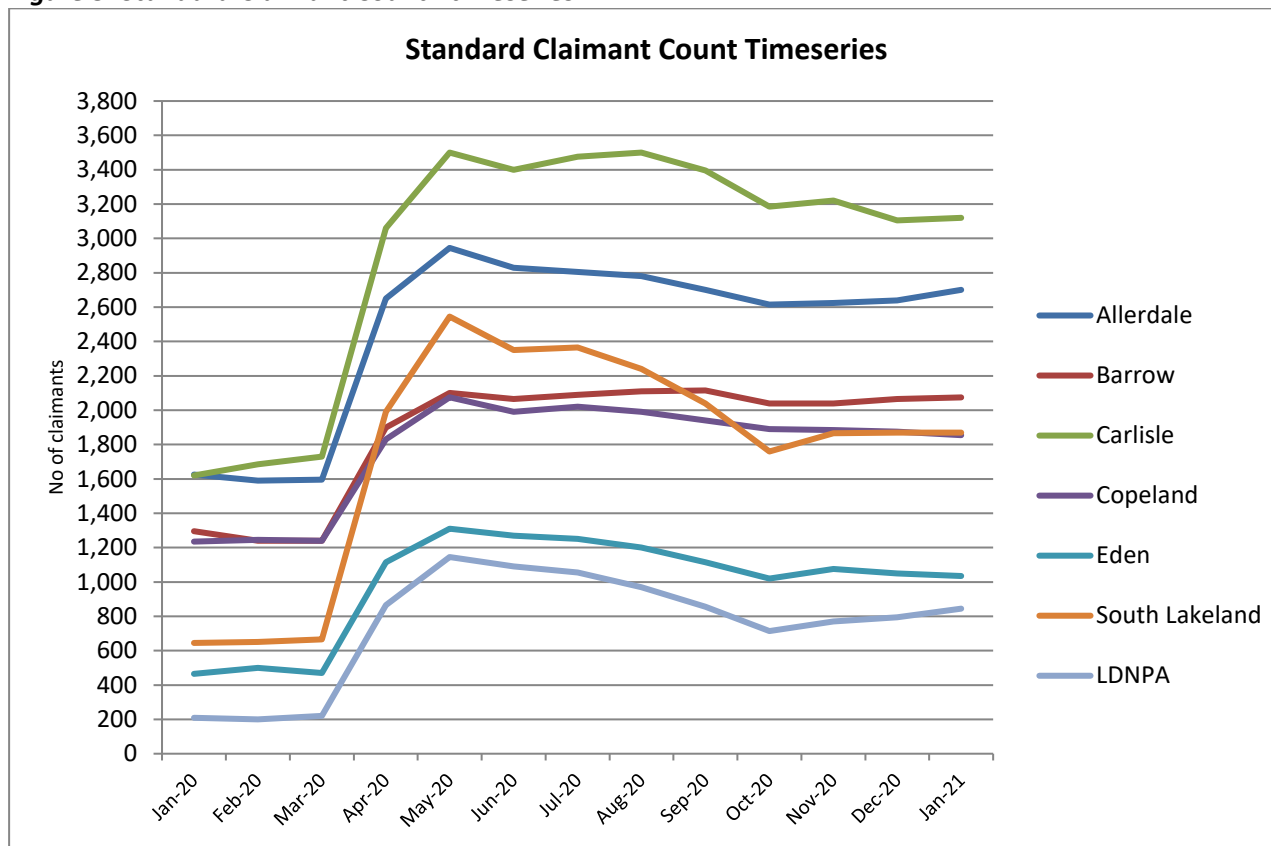
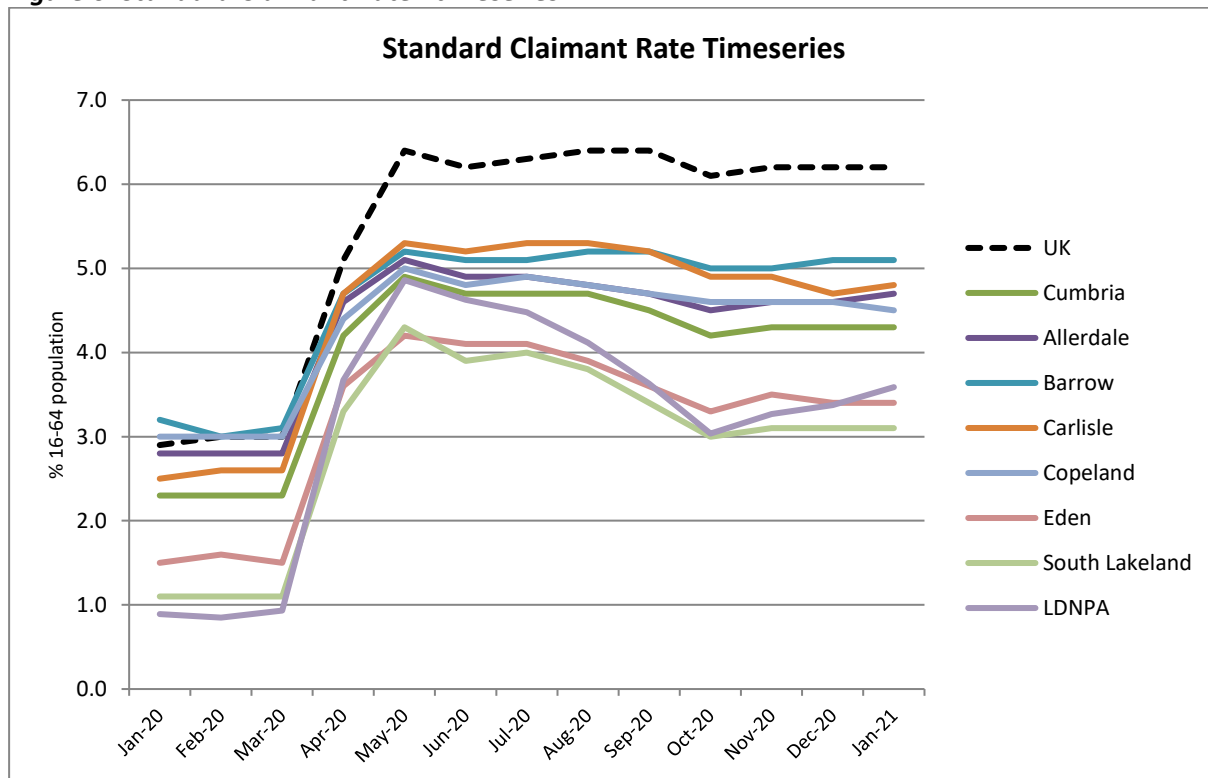


Figure 6: Standard Claimant Rate - timeseries



Source: ONS/DWP

4. UNIVERSAL CREDIT (released monthly) – count taken 14th Jan 2021

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 of UC, care should be taken when comparing change over time.**

4a. Individuals on Universal Credit

On 14th January 2021 there were 36,562 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 615 from December (+1.7%) and 18,029 more than a year ago (+97%). The highest percentage increases since year ago have been in South Lakeland (189%), Eden (153%) and for those living within the Lake District National Park (+238%).

Figure 7: Universal Credit Claimants – Jan 2021 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 | 2,860,535 | 14.2% | 3,099,530 | 15.3% | 5,961,500 | 14.7% | 91,951 | 1.6% | 0.2% | 3,189,722 | 115.1% | 7.9% |
| Cumbria | 17,152 | 11.6% | 19,400 | 13.0% | 36,562 | 12.3% | 615 | 1.7% | 0.2% | 18,029 | 97.3% | 6.1% |
| Allerdale | 3728 | 13.0% | 4486 | 15.5% | 8,216 | 14.2% | 154 | 1.9% | 0.3% | 3,195 | 63.6% | 5.5% |
| Barrow | 2654 | 13.0% | 2836 | 13.8% | 5,494 | 13.4% | 114 | 2.1% | 0.3% | 2,785 | 102.8% | 6.8% |
| Carlisle | 4228 | 13.1% | 4658 | 13.9% | 8,892 | 13.5% | 183 | 2.1% | 0.3% | 4,651 | 109.7% | 7.1% |
| Copeland | 2598 | 12.4% | 2928 | 14.2% | 5,529 | 13.3% | 67 | 1.2% | 0.2% | 2,028 | 57.9% | 4.9% |
| Eden | 1296 | 8.4% | 1548 | 10.1% | 2,847 | 9.2% | 42 | 1.5% | 0.1% | 1,722 | 153.1% | 5.6% |
| South Lakeland | 2647 | 8.9% | 2943 | 9.7% | 5,593 | 9.4% | 71 | 1.3% | 0.1% | 3,660 | 189.3% | 6.1% |
| of which LDNPA | 1261 | 10.6% | 1289 | 11.0% | 2,549 | 10.8% | 46 | 1.8% | 0.2% | 1,794 | 237.6% | 7.6% |

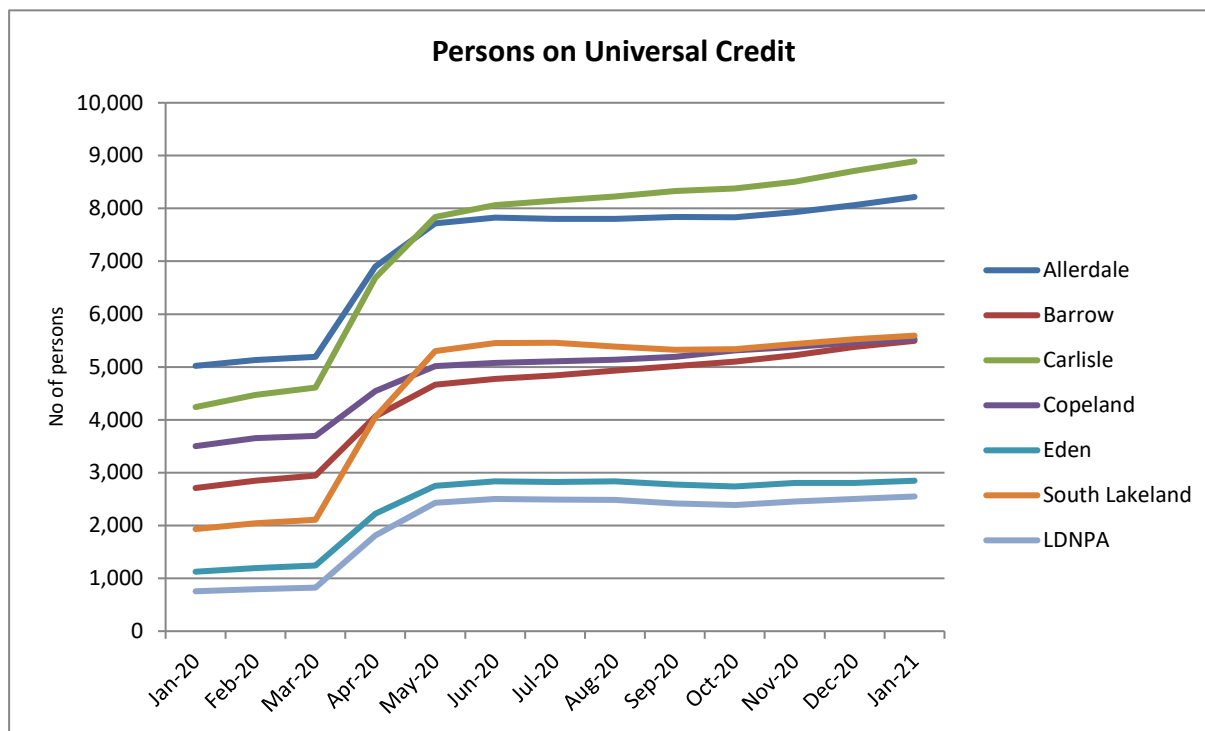
Source: DWP (due to disclosure control, gender totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 8: Universal Credit Claimants by Age – Jan 2021

| 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 | 996,114 | 14.4% | 1,811,681 | 20.7% | 1,405,530 | 17.3% | 1,005,014 | 11.3% | 743,052 | 9.6% | 5,961,500 | 14.7% |
| Cumbria | 6,192 | 13.9% | 11,242 | 21.4% | 8,174 | 15.4% | 6,197 | 8.4% | 4,763 | 6.6% | 36,562 | 12.3% |
| Allerdale | 1,382 | 16.0% | 2,374 | 23.4% | 1,840 | 18.1% | 1,474 | 10.0% | 1,153 | 8.3% | 8,216 | 14.2% |
| Barrow | 1,206 | 18.2% | 1,775 | 22.0% | 1,108 | 15.4% | 816 | 8.1% | 600 | 6.7% | 5,494 | 13.4% |
| Carlisle | 1,501 | 14.7% | 2,928 | 23.3% | 2,031 | 16.2% | 1,402 | 9.0% | 1,028 | 6.8% | 8,892 | 13.5% |
| Copeland | 893 | 14.9% | 1,706 | 21.9% | 1,172 | 15.9% | 927 | 9.1% | 828 | 8.1% | 5,529 | 13.3% |
| Eden | 433 | 10.4% | 830 | 16.8% | 641 | 12.2% | 548 | 6.8% | 395 | 4.7% | 2,847 | 9.3% |
| South Lakeland | 783 | 8.9% | 1,628 | 18.1% | 1,381 | 13.2% | 1,043 | 6.8% | 761 | 4.7% | 5,593 | 9.4% |
| of which LDNPA | 314 | 9.7% | 709 | 20.9% | 644 | 16.0% | 482 | 7.9% | 404 | 5.9% | 2,549 | 10.8% |

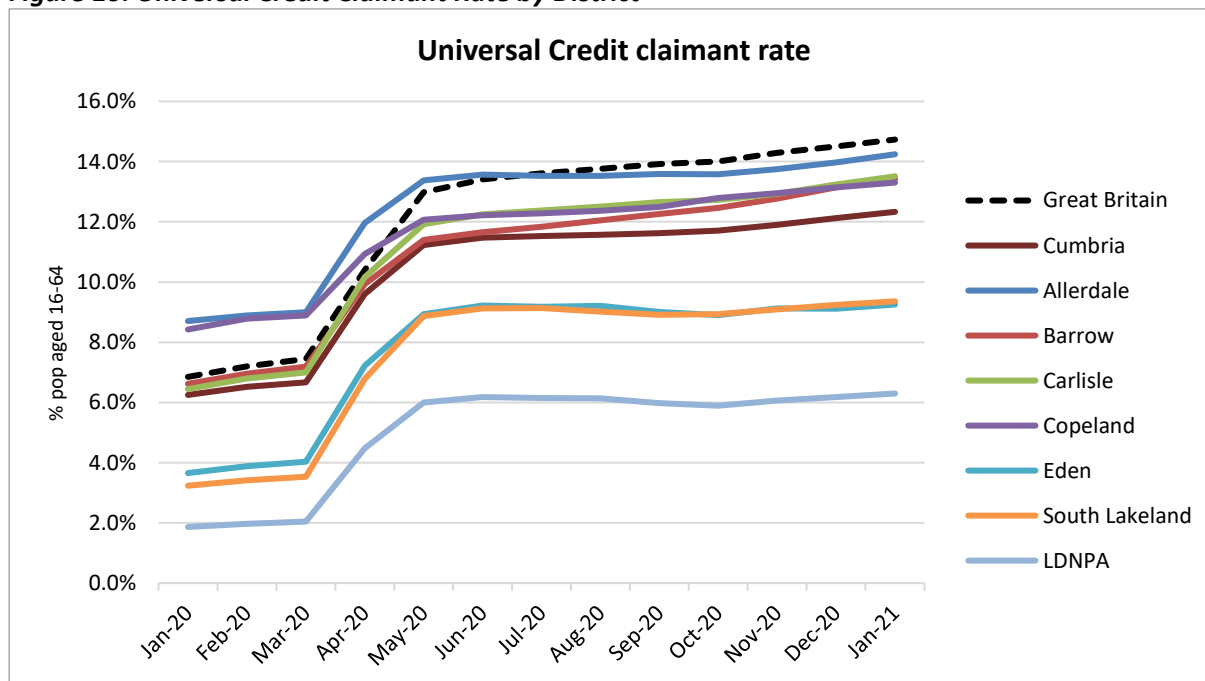
Source: DWP (due to disclosure control, age totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 9: Universal Credit Claimants by District



Source: DWP via Stat-Xplore

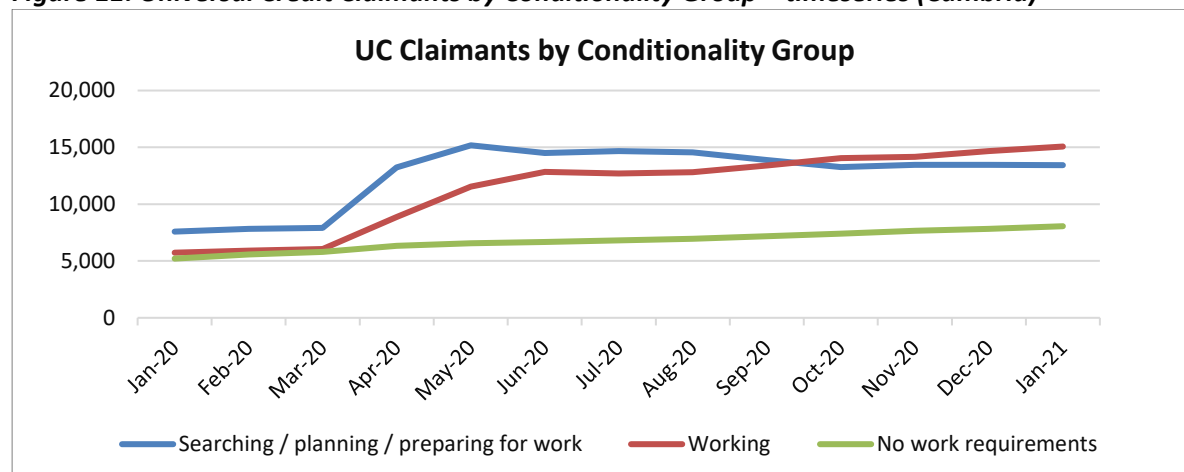
Figure 10: Universal Credit Claimant Rate by District



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 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)



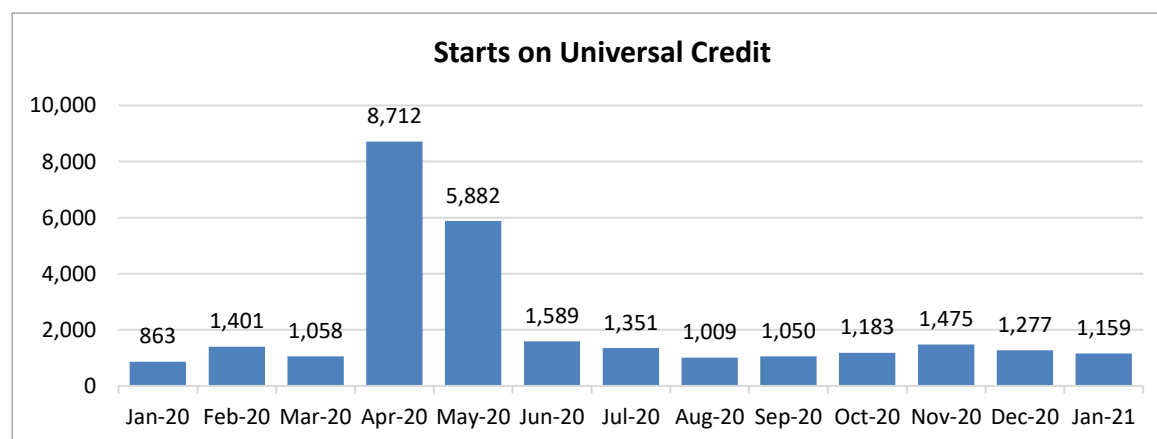
Source: DWP via Stat-Xplore Note: Conditionality is based on an individual's circumstances on the count date (2nd Thursday)

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

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.

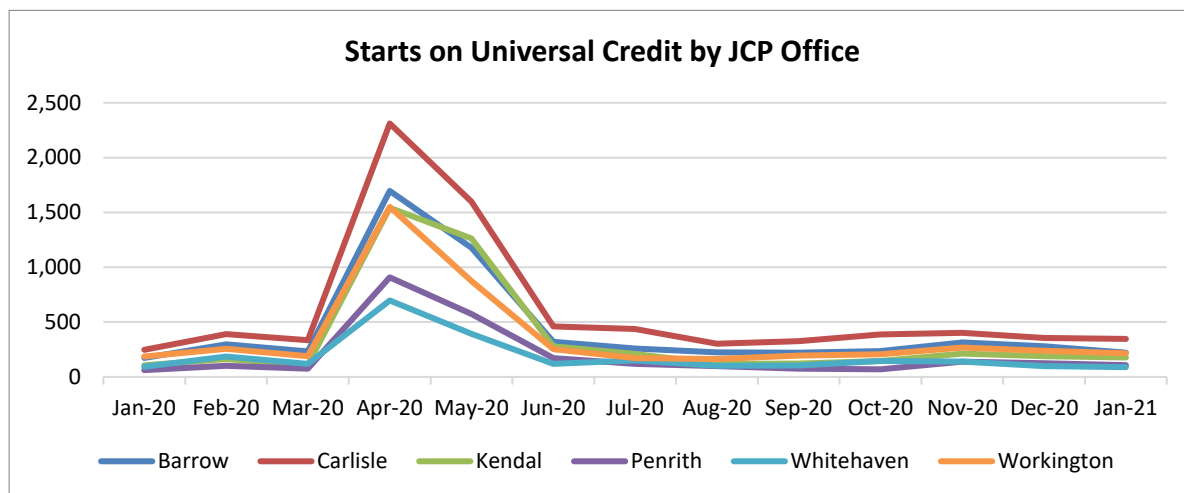
These data show that the number of UC claim starts rose significantly in April with 8,712 new claims started followed by 5,882 in May before dropping down significantly in June. However, in January 2021 the volume of new starts in UC was still 34% higher in Cumbria overall than in January the previous year (nationally starts were 51% higher). This was mixed around the county with starts 73% higher in claims made to the Penrith JCP office and 68% higher in Penrith but only 14% higher in Workington and actually slightly lower in Whitehaven (-5%).

Figure 12: Monthly Starts to Universal Credit – Jan 2020-Jan 2021



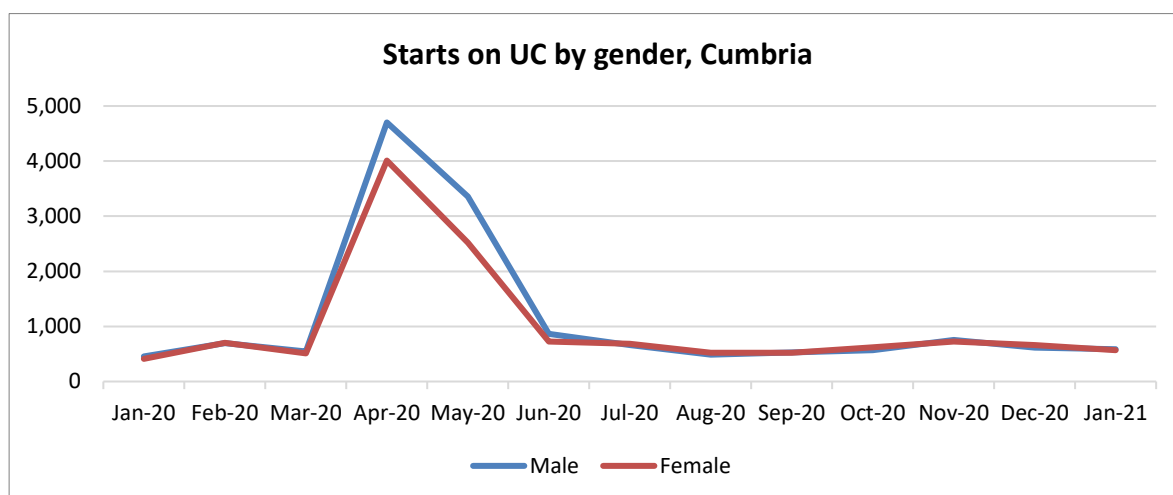
Source: DWP via Stat-Xplore

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



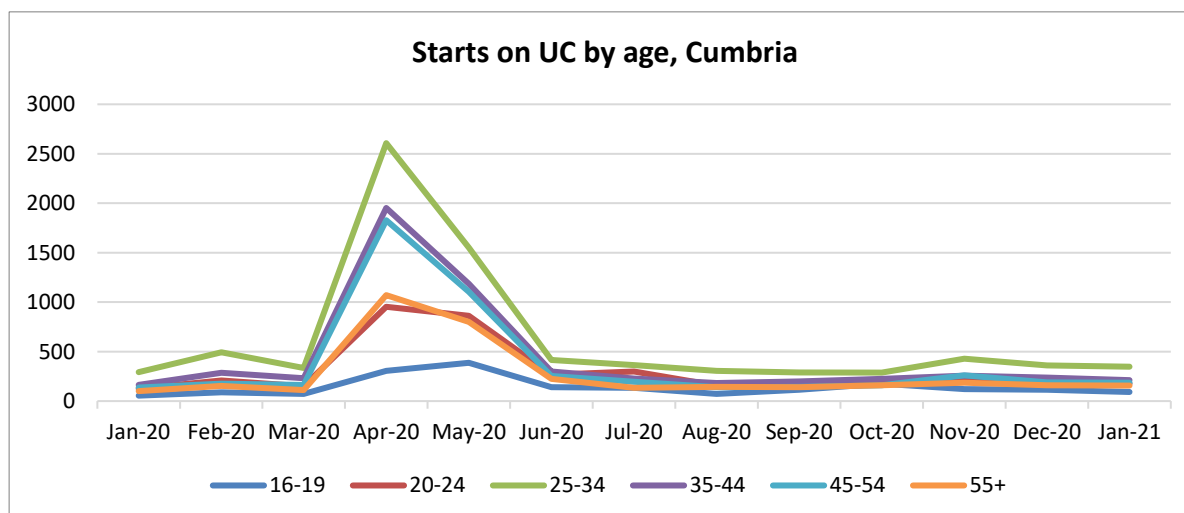
Source: DWP via Stat-Xplore

Figure 14: Starts on Universal Credit by gender – timeseries



Source: DWP via Stat-Xplore

Figure 15: Starts on Universal Credit by age – timeseries



Source: DWP via Stat-Xplore

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

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 November. In November 2020 there were 29,780 households on Universal Credit in Cumbria, a rise of 14,052 from the same month last year (+89% v +108% nationally). The number of households on Universal Credit has increased particularly sharply in the LDNPA (230%), South Lakeland (185%) and Eden (143%) compared to a year ago.

Figure 16: Number of Households on Universal Credit by District– Nov 2019 – Nov 2020

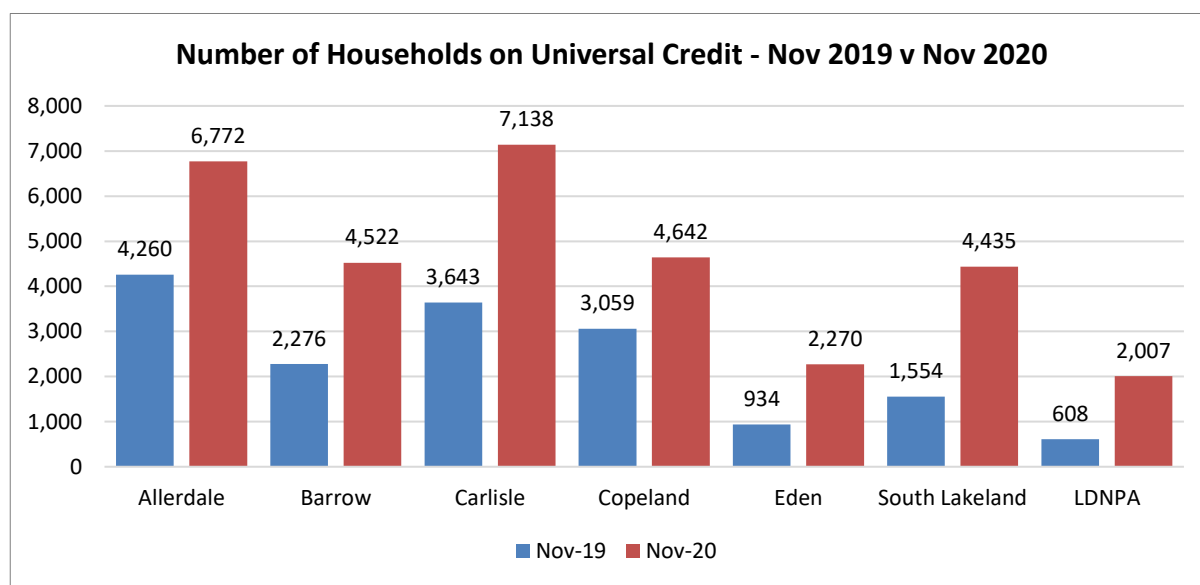
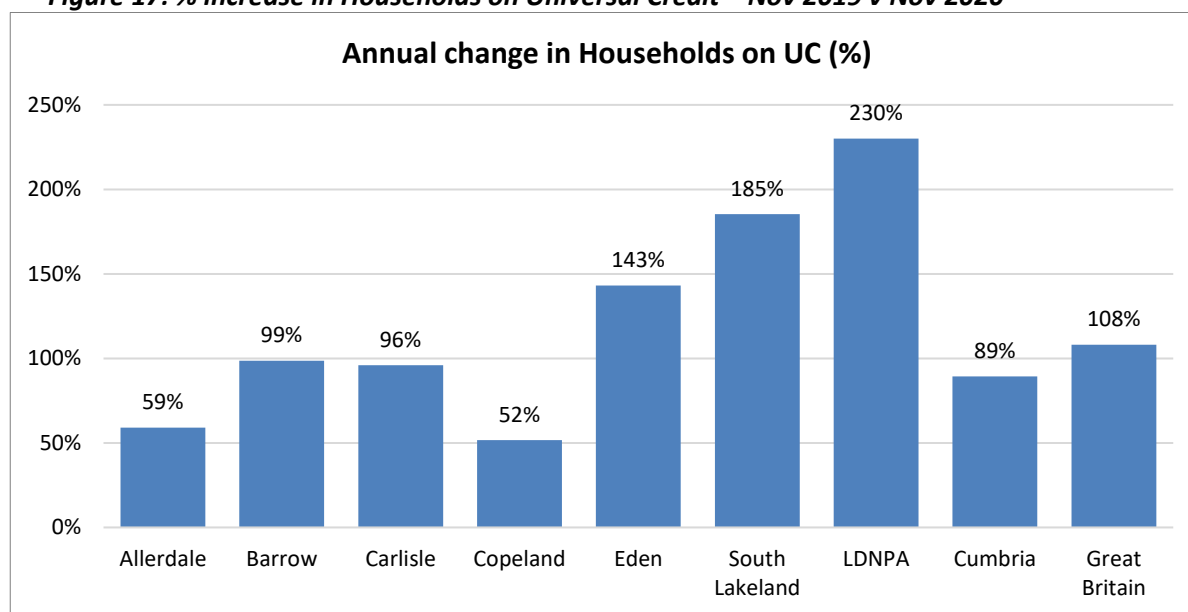


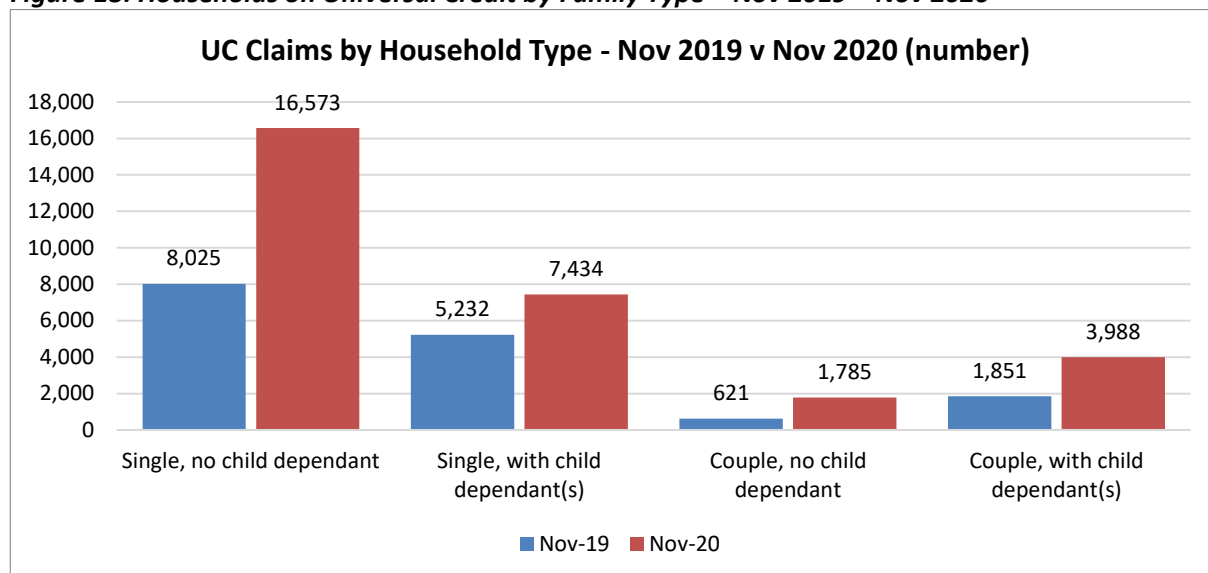
Figure 17: % increase in Households on Universal Credit – Nov 2019 v Nov 2020



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

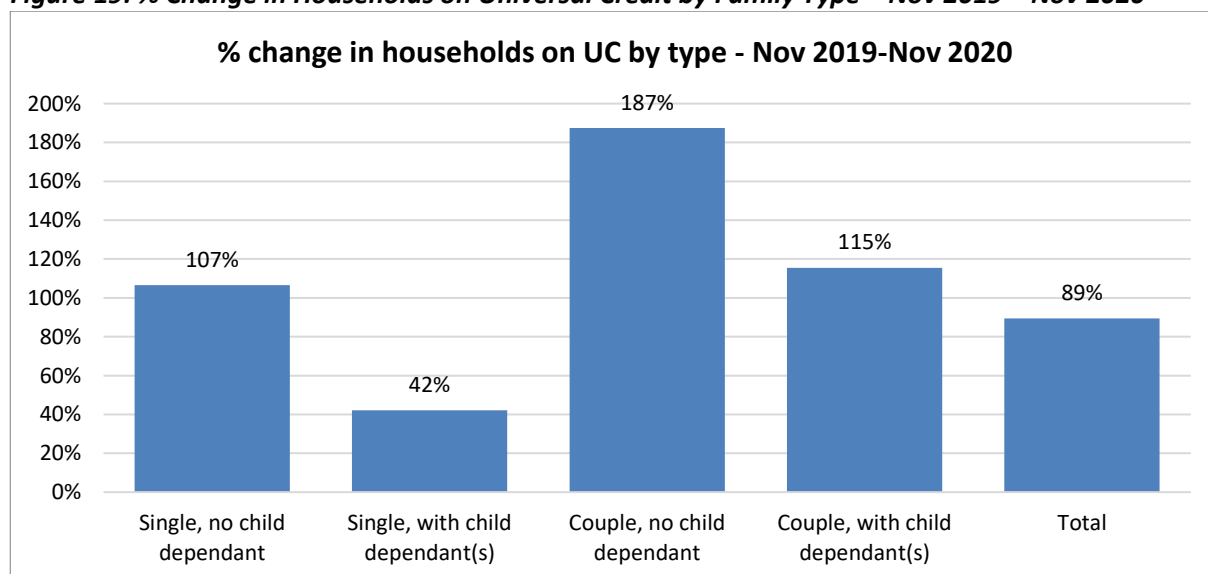
Whilst the overall number of households on UC increased by 89% in Cumbria in November 2020 compared to November 2019, this varied by household type. There were 4,339 more households with dependent children in November 2020 than a year previously (+61%) and there were 9,712 more households without children (+112%).

Figure 18: Households on Universal Credit by Family Type – Nov 2019 – Nov 2020



Source: DWP via Stat-Xplore

Figure 19: % Change in Households on Universal Credit by Family Type – Nov 2019 – Nov 2020



Source: DWP via Stat-Xplore

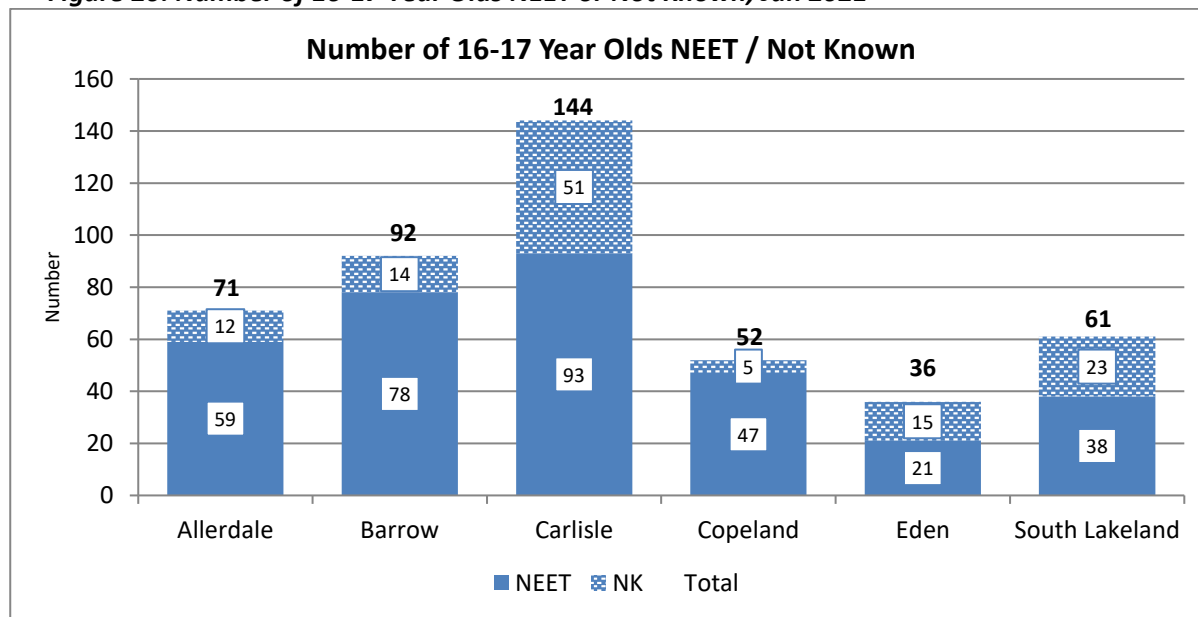
5. NEETs & Participation (released monthly)

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.

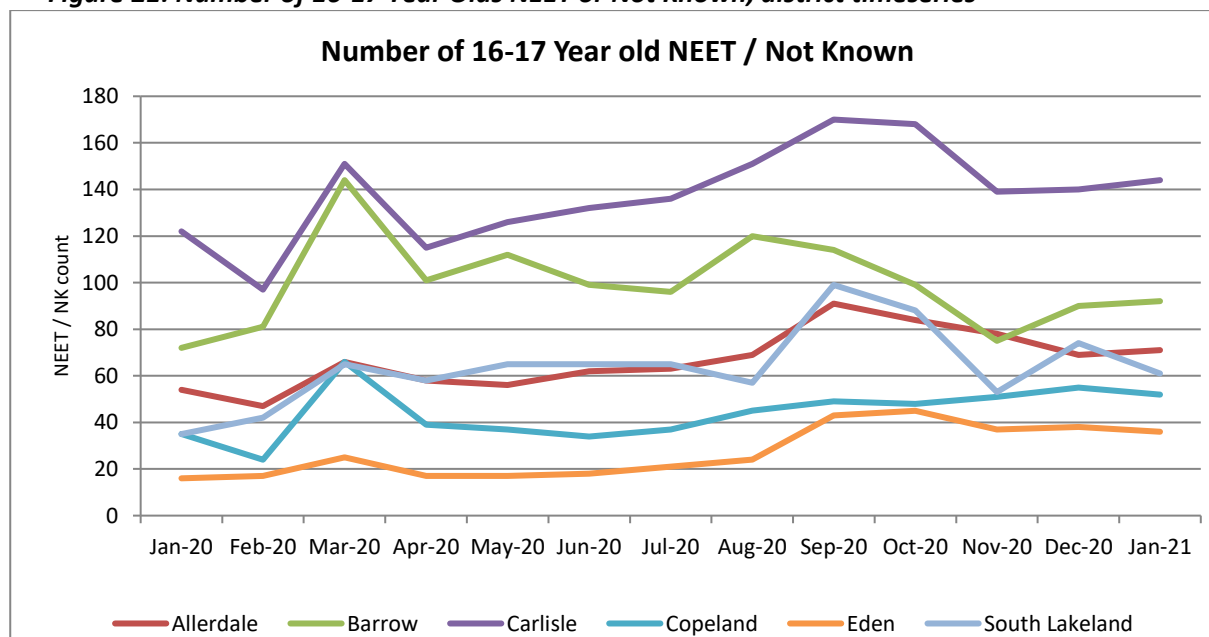
In January 2021, 475 16-17 year olds were classed as NEET in Cumbria (336 NEET and 139 whose status was Not Known), down by 18 from December but 89 higher than a year ago. The highest number of NEET/NKs was in Carlisle (144) followed by Barrow (92) and Allerdale (71).

Figure 20: Number of 16-17 Year Olds NEET or Not Known, Jan 2021



Source: Inspira / Cumbria Intelligence Observatory Note: district totals may not sum to county total.

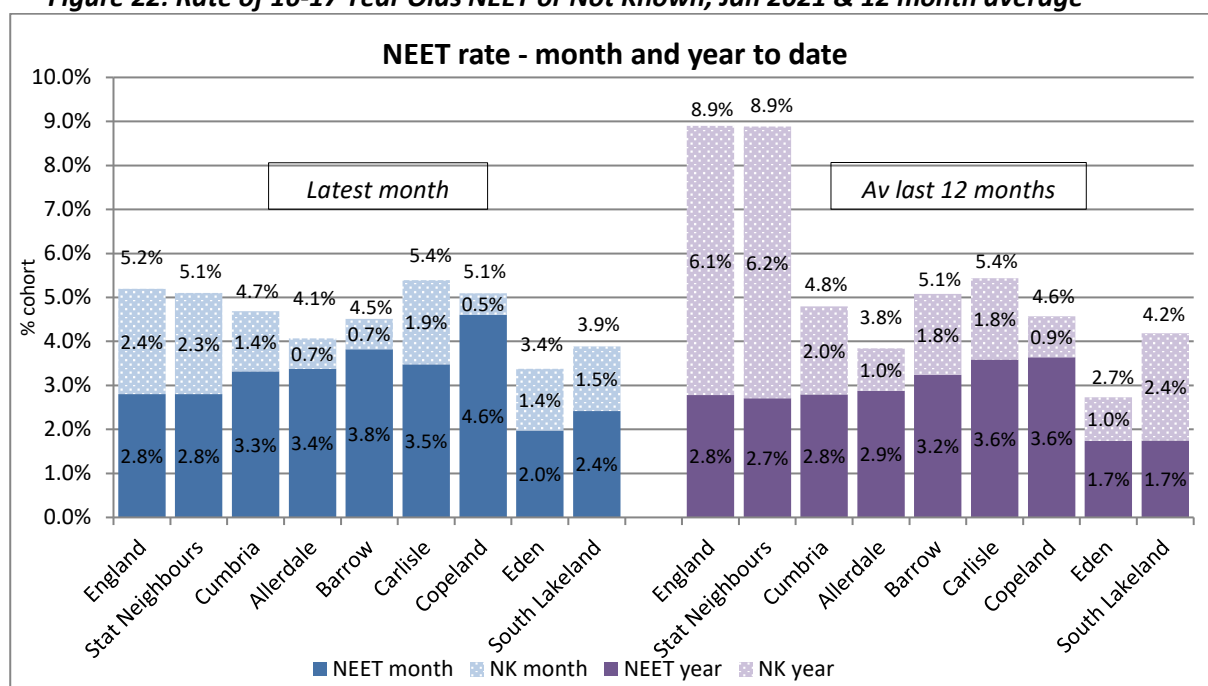
Figure 21: Number of 16-17 Year Olds NEET or Not Known, district timeseries



Source: Inspira / Cumbria Intelligence Observatory

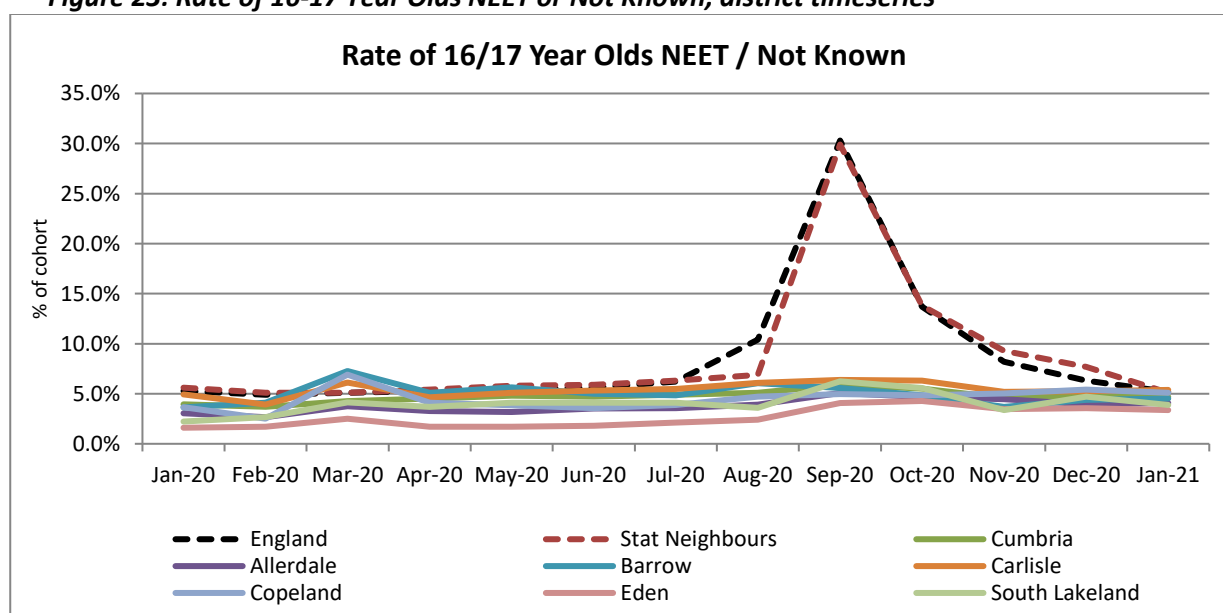
The county NEET/NK rate (% of cohort) was 4.7% in January 2021 compared to an England rate of 5.2% and an average rate of 5.1% for Cumbria's 10 statistical neighbours. The highest local rates were in Carlisle (5.4%) and Copeland (5.1%). The NEET rate in Cumbria was down 0.2 from December but up 0.8 from the same month last year. The proportion of cohort whose status was not known was unchanged from a year ago suggesting that the change has been a genuine increase in the proportion of young people not engaged in employment, education or training rather than any change in tracking. The average NEET rate for the last 12 months in Cumbria was 4.8% compared to 8.9% nationally and 8.9% for our statistical neighbours. Carlisle and Barrow had the highest average annual rates locally at 5.4% and 5.1% respectively.

Figure 22: Rate of 16-17 Year Olds NEET or Not Known, Jan 2021 & 12 month average



Source: Inspira / Cumbria Intelligence Observatory

Figure 23: Rate of 16-17 Year Olds NEET or Not Known, district timeseries



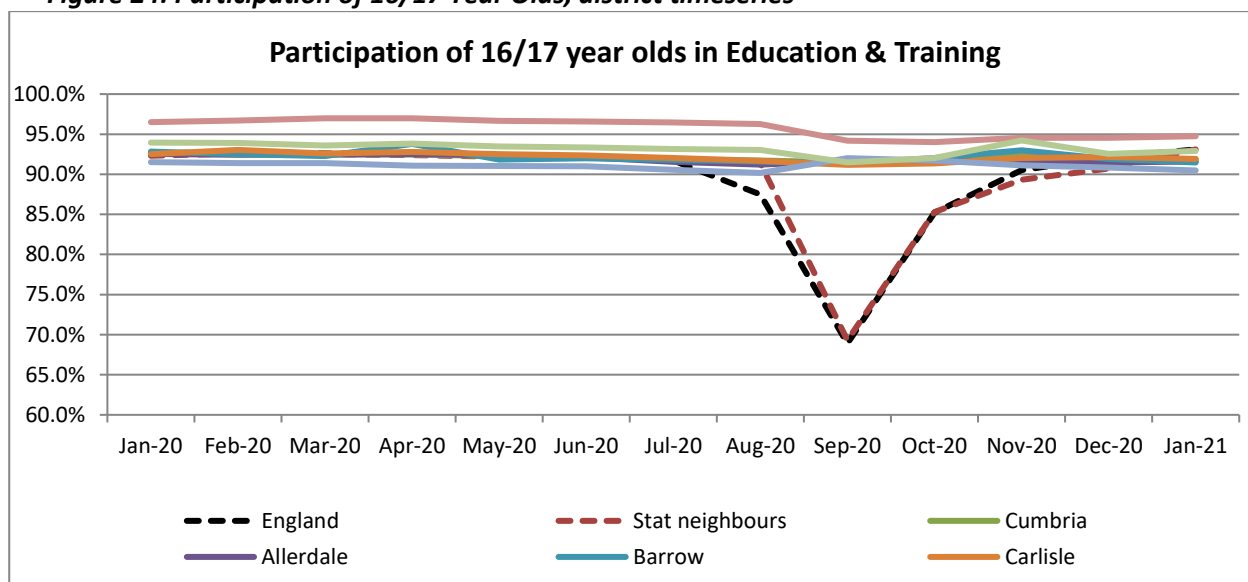
Source: Inspira / Cumbria Intelligence Observatory

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.

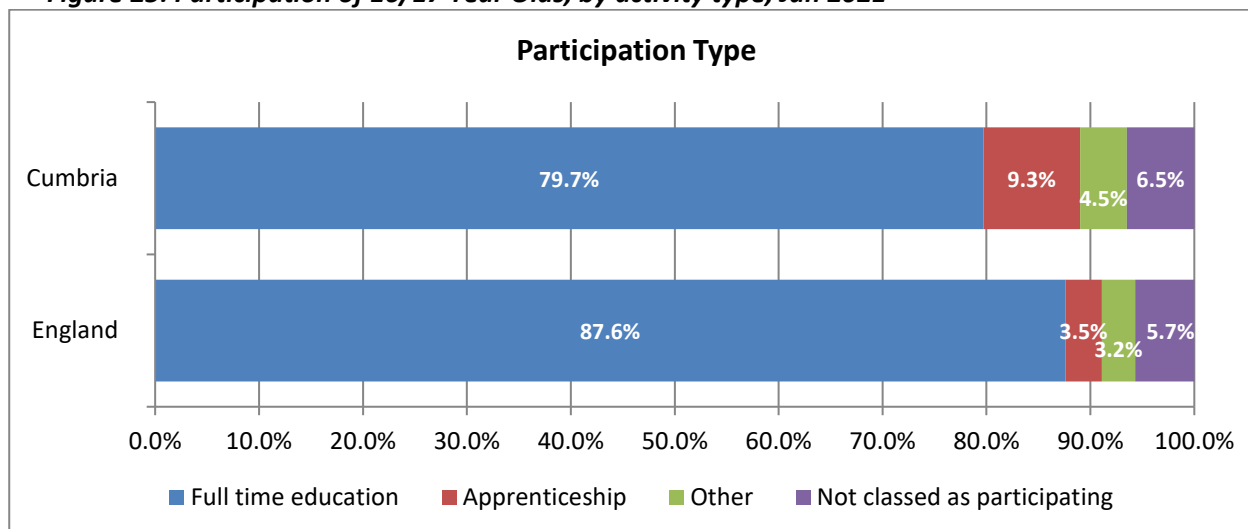
In January 2021, 92.3% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (81.3%) or by undertaking an apprenticeship (9.3%). This compares to 93.2% nationally who were deemed to be participating. Average data for the past 12 months shows Cumbria performing above the national average – 91.9% v 89.4%. Of note is that the proportion undertaking an apprenticeship or in employment with regulated qualifications is 2.8% lower than a year ago while the proportion in full time education or training is up by 1.9%, although the apprenticeship rate remains significantly above the national average (9.3% v 3.5%).

Figure 24: Participation of 16/17 Year Olds, district timeseries



Source: NCCIS

Figure 25: Participation of 16/17 Year Olds, by activity type, Jan 2021



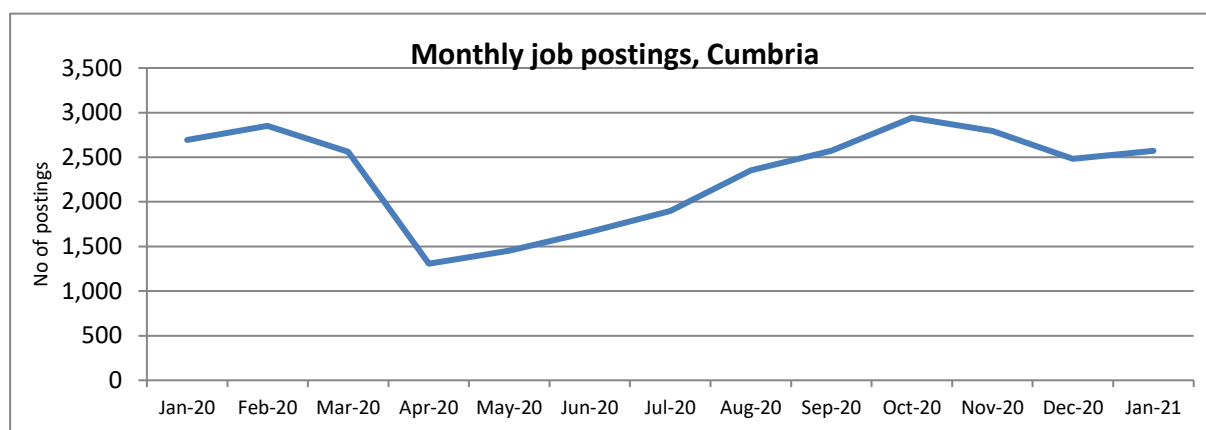
Source: NCCIS (district data not available)

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 January 2021 there were 2,571 new job postings in Cumbria which is 89 more than in December but a little lower than the same time last year. The decline in postings during the first lockdown is evident in the chart below and the impact of restrictions before Christmas is also evident.

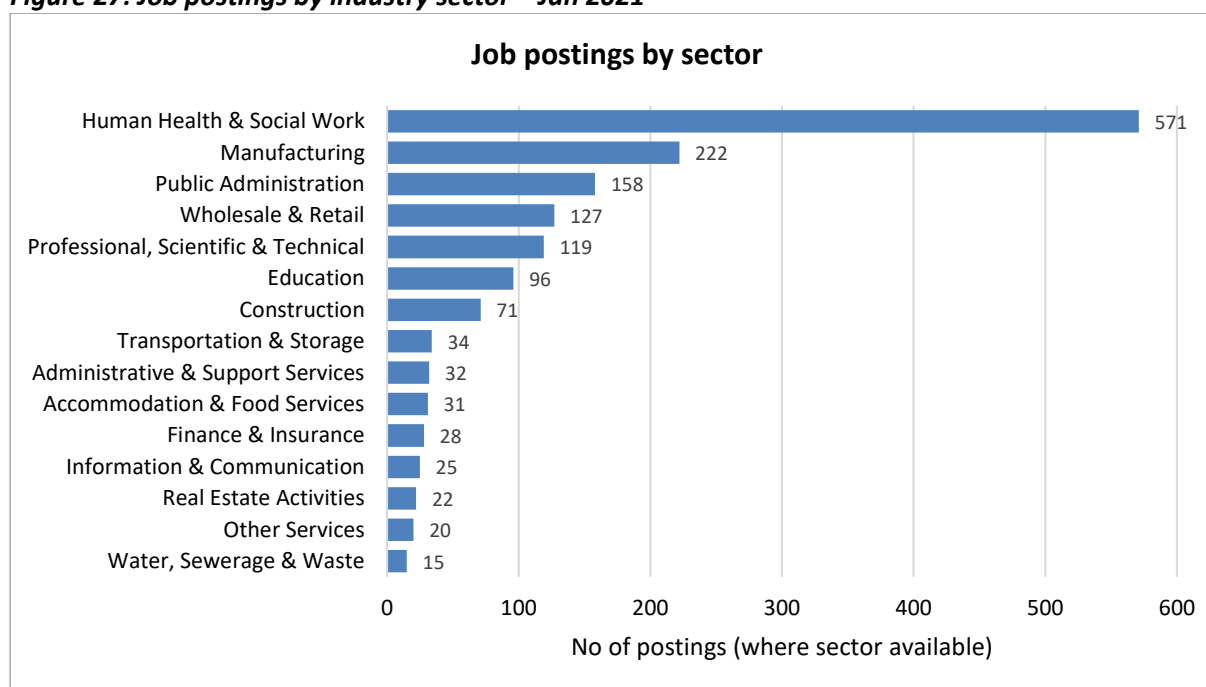
Figure 26: Job postings by month



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 January the sector with the most postings was health & social work (571) followed by manufacturing (222) and public administration (158).

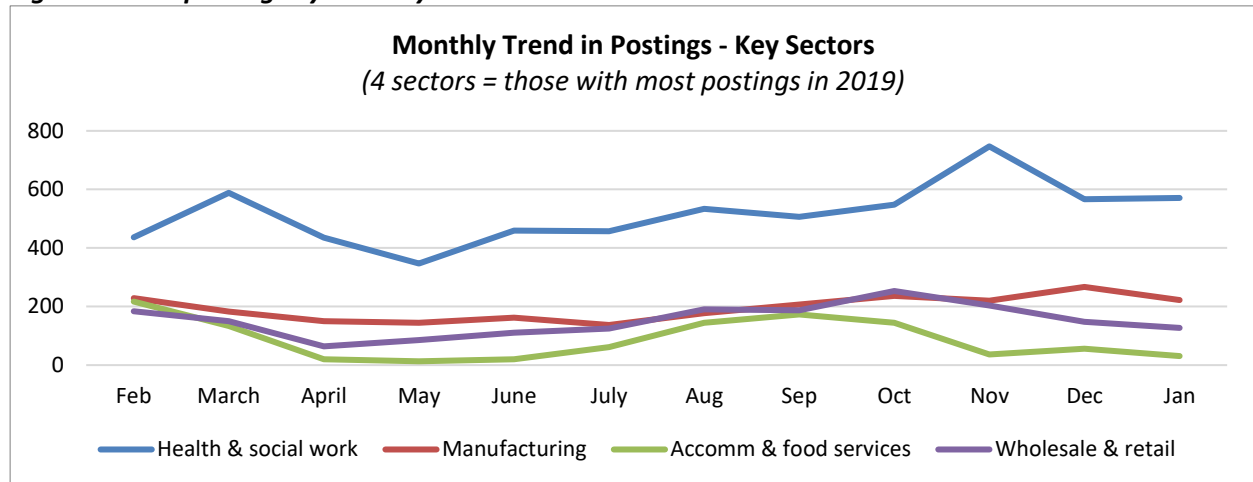
Figure 27: Job postings by industry sector – Jan 2021



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 (ie pre-pandemic). 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, some growth as this was lifted but an immediate fall as we moved back into restrictions and lockdown.

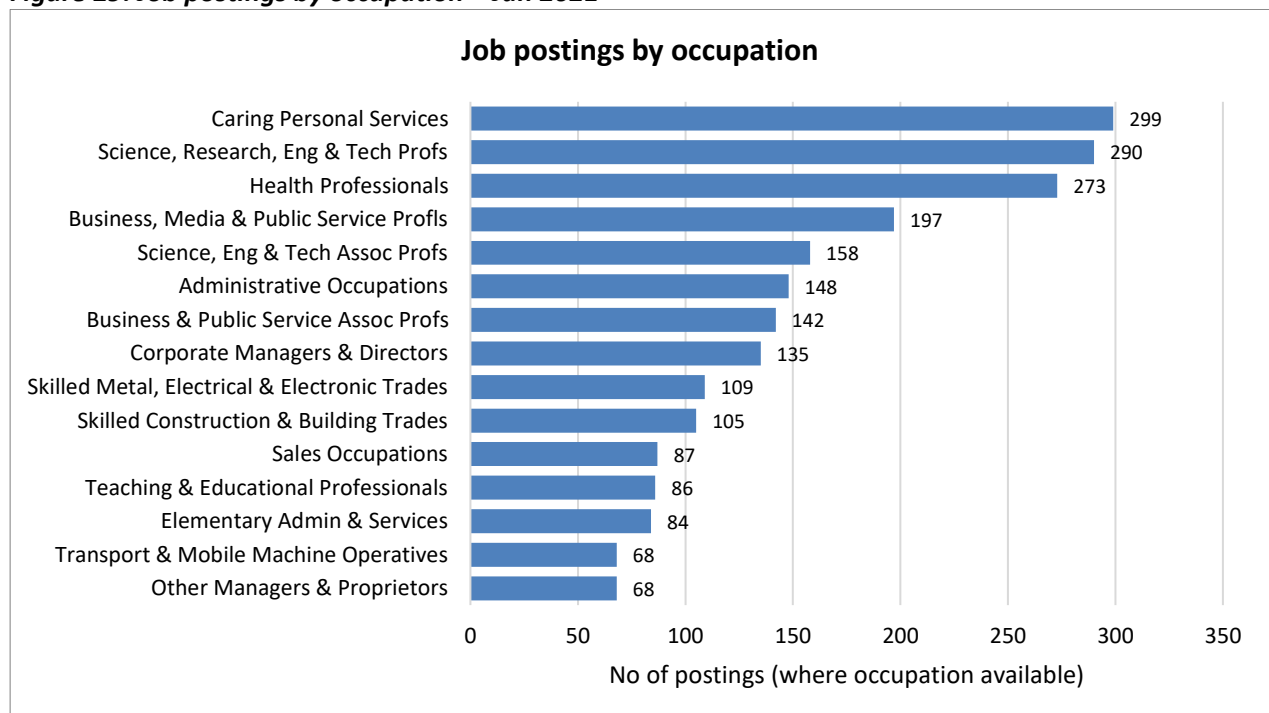
Figure 28: Job postings by industry sector



Source: Labour Insight (Burning Glass Technologies)

Reflecting the demand by sector, the most commonly advertised vacancies were for caring personal services (299), science, research, engineering & technical professionals (290) and health professionals (273).

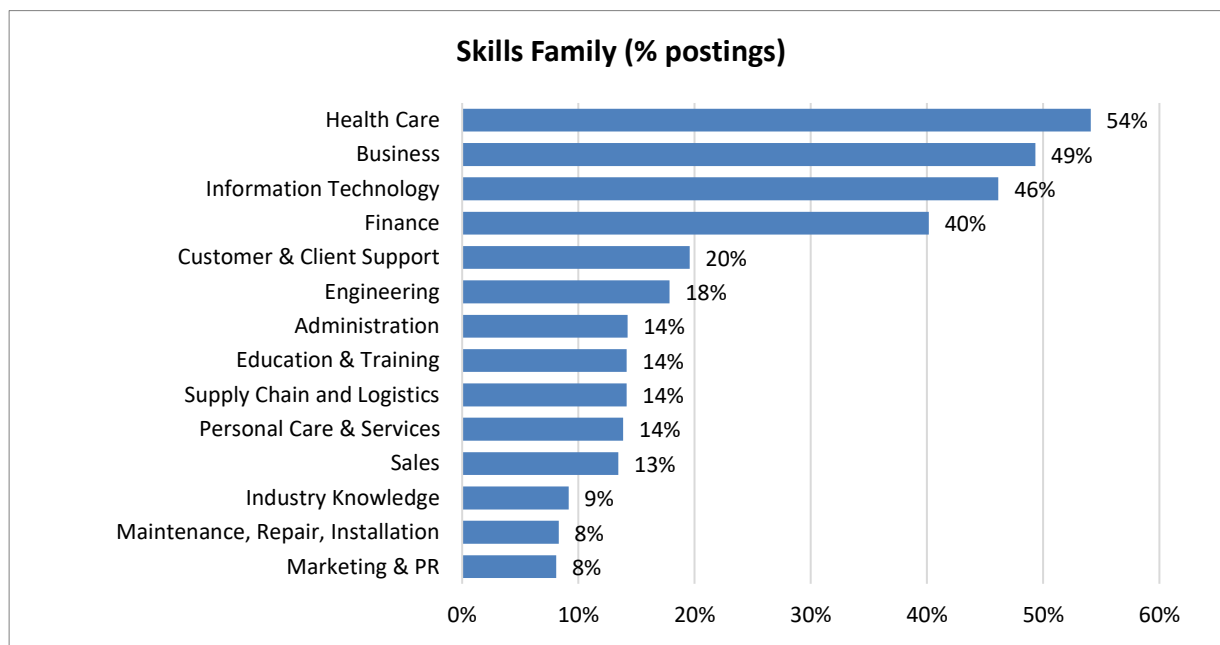
Figure 29: Job postings by occupation – Jan 2021



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 2,571 postings in January 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.

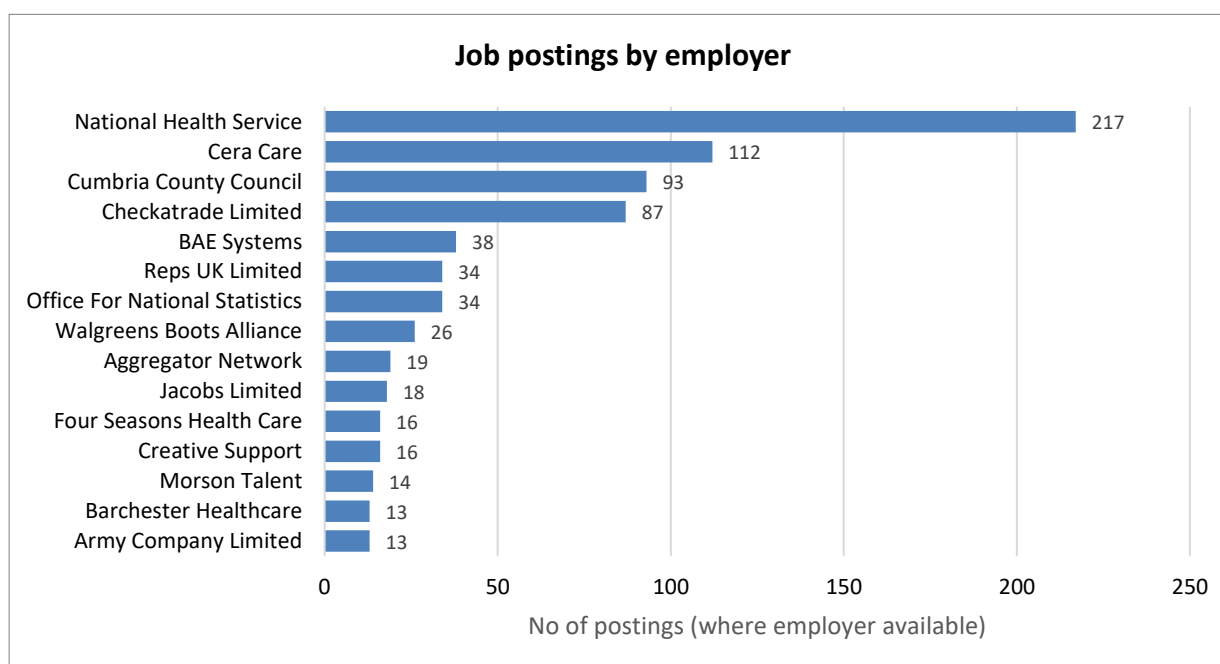
Figure 30: Skills family – Jan 2021



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 Cera Care and Cumbria County Council.

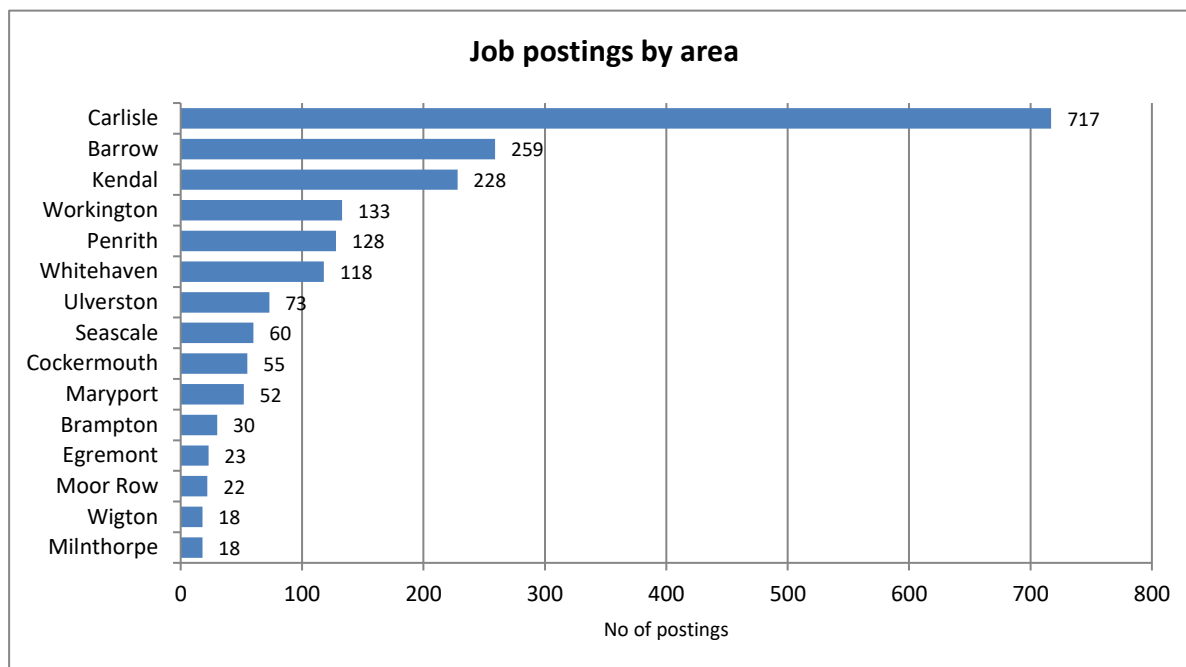
Figure 31: Employers – Jan 2021



Source: Labour Insight (Burning Glass Technologies)

In the most recent month there were increases in new postings in Allerdale and Eden but falls in Barrow, Carlisle, Copeland and South Lakeland. The most common location mentioned was Carlisle (717 postings) followed by Barrow (259) and Kendal (228) reflecting the concentration of postings for the NHS, BAE Systems and Cumbria County Council.

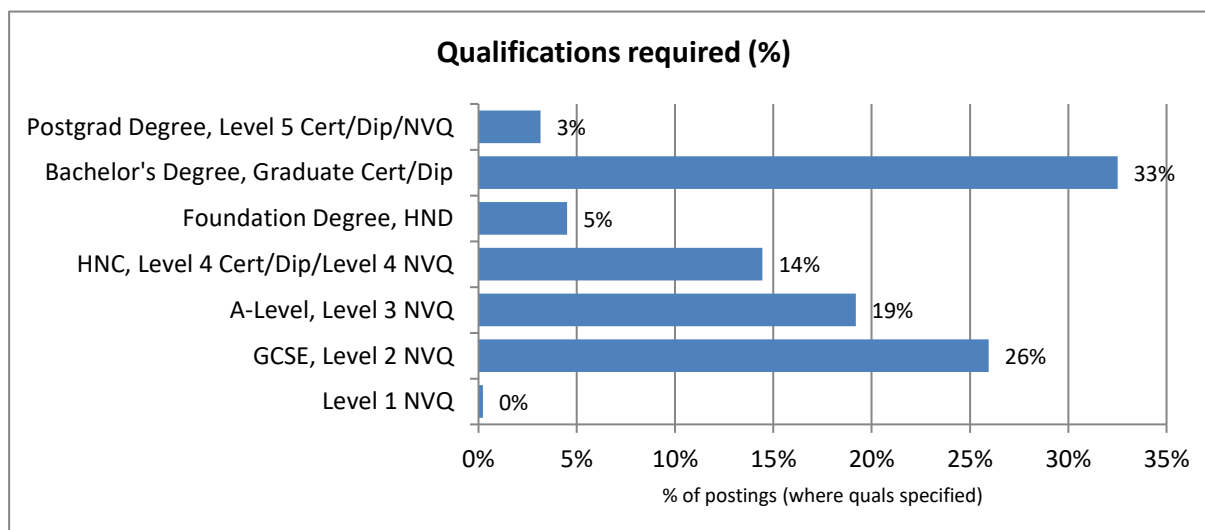
Figure 32: Job location – Jan 2021



Source: Labour Insight (Burning Glass Technologies)

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

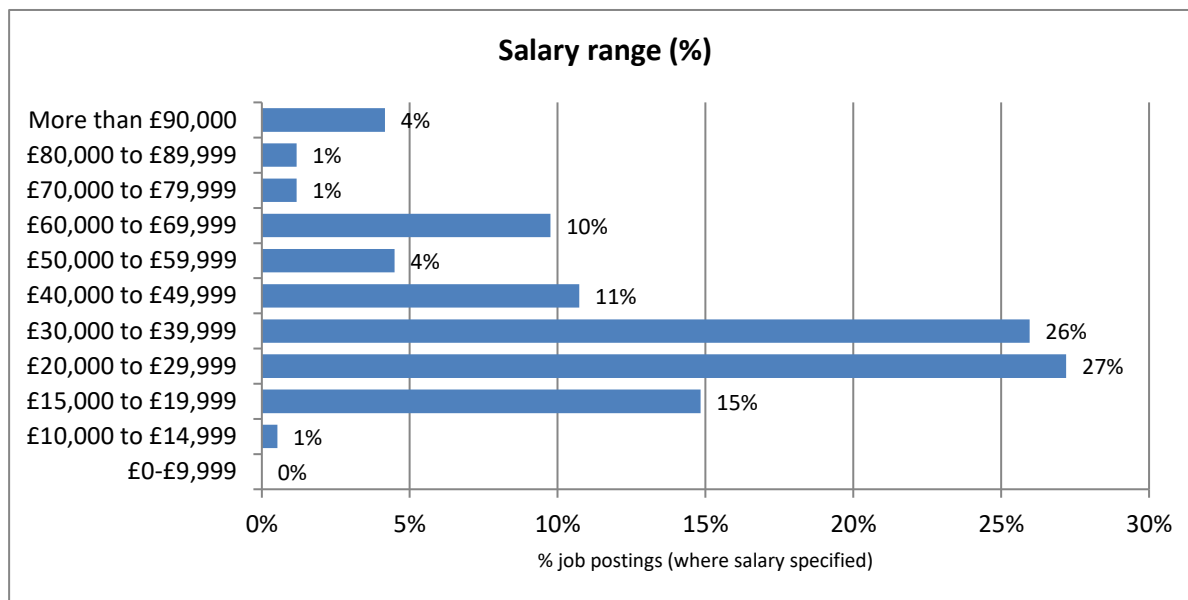
Figure 33: Qualification level – Jan 2021



Source: Labour Insight (Burning Glass Technologies)

Specific salaries are only mentioned in around two thirds of posting, but where they were, just over a quarter were offering salaries of £20,000-£29,999 or £30,000-£39,999).

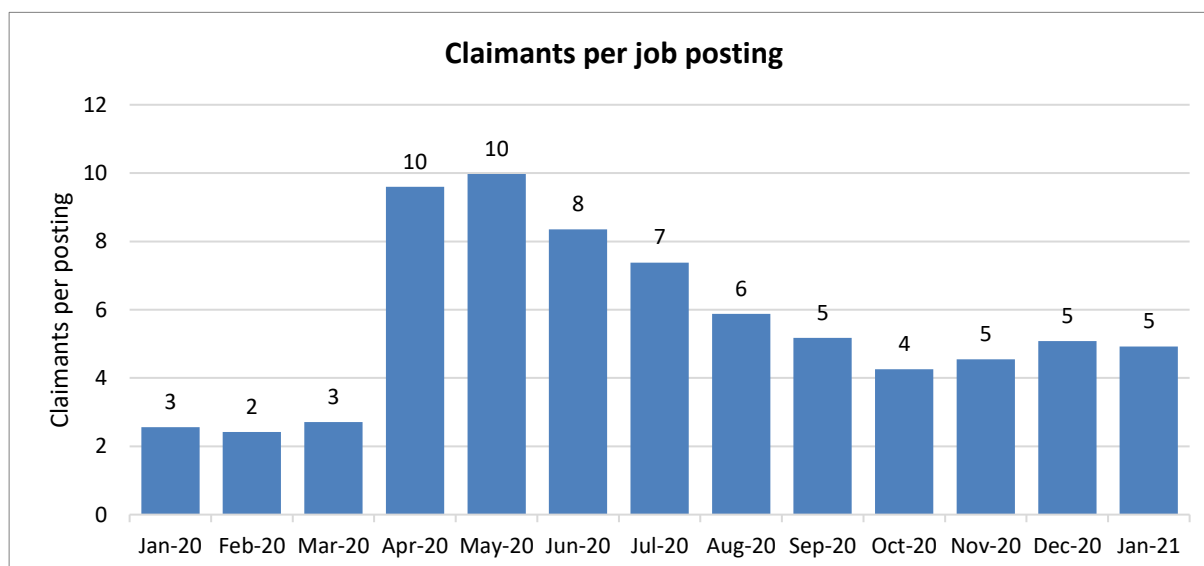
Figure 34: Salary range – Jan 2021



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 2020, up to a level of 10 claimants per posting in April and May 2020. However, this has now fallen back to more normal levels with the ratio remaining unchanged in January at 5 claimants per job posting.

Figure 35: Claimants per Job Posting – Jan 2021



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

7. **JOB RETENTION SCHEME & SELF EMPLOYMENT INCOME SCHEME**

7a. **Coronavirus Job Retention Scheme (CJRS) – next update due 25th March 2021**

On 25th February 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 January)

The key points from this release covering the period to 31 January 2021 are below. Figures for January 2021 are provisional and subject to revision as additional claims for the period are received.

- following on from the last release which covered the period to 31 December, the data shows that furloughing of staff across all sectors increased up to 31 January, corresponding to the introduction of tighter restrictions on business opening that were introduced on 6 January
- the number of employments furloughed at 30 November was 3.9 million, this increased to 4.0 million at 31 December. Provisional estimates show a further increase in January to 4.7 million employments furloughed at 31 January
- cumulatively, 11.2 million jobs have been supported by the CJRS since the start of the scheme
- the accommodation and food services sector had the highest take-up rate on 31 December at 65% of employers, provisional estimates show this increased to 68% of employers on 31 January. 1.12 million employments were furloughed in this sector on 31 December. Provisional estimates show the number of employments furloughed increased to 1.15 million on 31 January, the highest of all sectors
- furloughing of staff in the wholesale and retail sector peaked on 24 April at 1.85 million employments furloughed. This dropped to 356,400 employments furloughed at 31 October. The number of employments furloughed increased in November and December to 714,400 at 31 December. Provisional figures show that at 31 January, furloughing in this sector had increased to 938,500 employments furloughed
- at 30 November, 1.22 employments were furloughed by large employers with 250 or more employees. This increased to 1.24 million employments furloughed at 31 December. Provisional estimates show that the number of employments furloughed by large employers increased to 1.49 million at 31 January
- across the UK, where it was possible to link the data, 1.92 million females were furloughed at 31 December compared with 1.88 million males. Provisional estimates show the number of females furloughed increased to 2.32 million at 31 January and the number of males increased to 2.18 million
- at 31 December, 36% of employers had staff furloughed. Provisional estimates show that this increased to 41% at 31 January. At 31 December 13% of employments eligible for furlough were furloughed, provisional estimates show this increased to 16% at 31 January
- there was broad consistency in furlough rates across the nations and regions of the UK at the end of December with London having the highest take-up rate of 16% against the UK average of 13%.

Provisional estimates show that this was also true at the end of January with London having the highest take-up rate of 17% against an increased UK average of 16%

- at 31 December, the 18 to 24 age band had the highest number of claimants for both females and males, 357,000 and 294,000 respectively. Provisional estimates show that this was still true at 31 January with 409,700 females and 333,000 males furloughed
- the under 18 age band had the highest take up rate for both females and males at 31 December, 33% and 24% respectively. Provisional estimates for 31 January show that the under 18 age band continued to have the highest take-up rates at 39% for females and 29% for males
- 1.48 million employments were on partial furlough at 31 December, 37% of the total employments furloughed. Provisional estimates show this decreased to 1.33 million employments furloughed at 31 January, 28% of the total employments furloughed. This lower proportion of partial furloughing in January is consistent with greater restrictions on business activity in January.

Cumbria furlough count

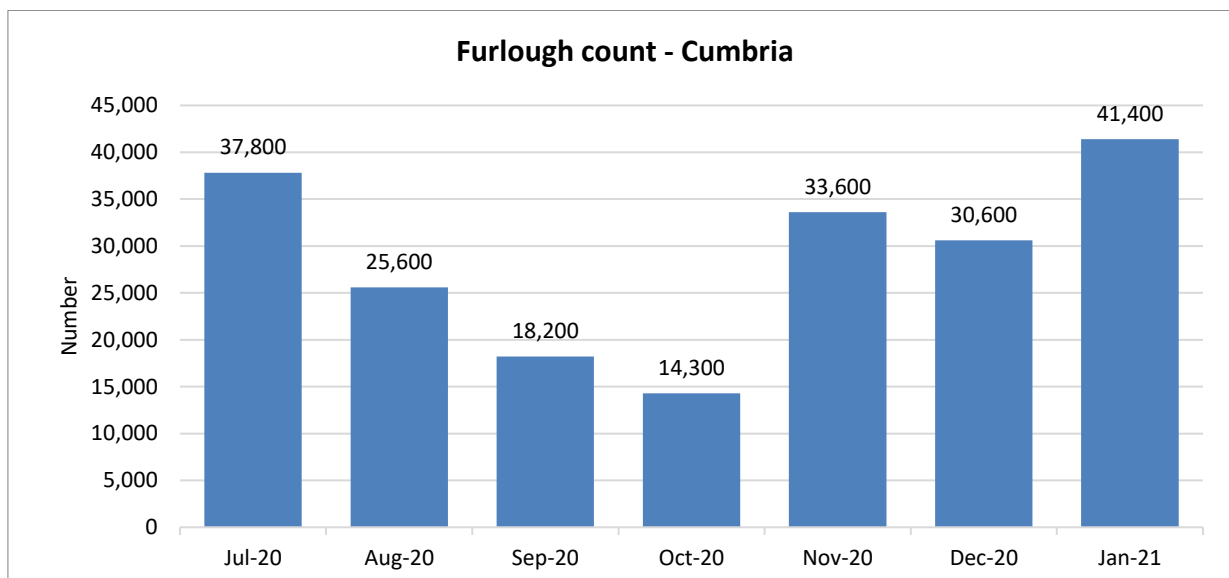
The number of furloughed employments rose again in Cumbria in January as the latest lockdown took effect with 10,800 more furloughed employments in January than in December (+35%). This is 27,100 more than the low point in October 2020 (+190%) and the highest since monthly data started to be provided for local areas in July 2020. The 35% increase in furloughing in Cumbria in January was the highest of the 31 county areas in England. At district level, the biggest increase in furloughing in January was in Carlisle (+48%, 2,900) which is also the biggest monthly % increase of any district in England, followed by Eden which had the 3rd highest increase of 42%.

Figure 36: Employments Furloughed July 2020 – Jan 2021

| Furloughed Employments | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan 21 |
| UK | 5,393,100 | 3,810,900 | 2,843,400 | 2,399,600 | 3,868,200 | 3,824,400 | 4,703,600 |
| England | 4,234,200 | 3,092,700 | 2,328,900 | 1,897,400 | 3,209,500 | 3,127,100 | 3,769,700 |
| Cumbria | 37,800 | 25,600 | 18,200 | 14,300 | 33,600 | 29,900 | 41,400 |
| Allerdale | 7,100 | 4,500 | 3,400 | 2,700 | 6,700 | 5,800 | 8,200 |
| Barrow | 3,500 | 2,300 | 1,700 | 1,500 | 2,900 | 2,700 | 3,500 |
| Carlisle | 8,800 | 6,700 | 4,300 | 3,300 | 6,600 | 5,900 | 8,900 |
| Copeland | 4,000 | 2,600 | 1,900 | 1,400 | 3,100 | 2,800 | 3,700 |
| Eden | 4,700 | 3,000 | 2,200 | 1,700 | 4,300 | 3,600 | 5,400 |
| South Lakeland | 9,700 | 6,500 | 4,800 | 3,800 | 10,000 | 9,000 | 11,800 |

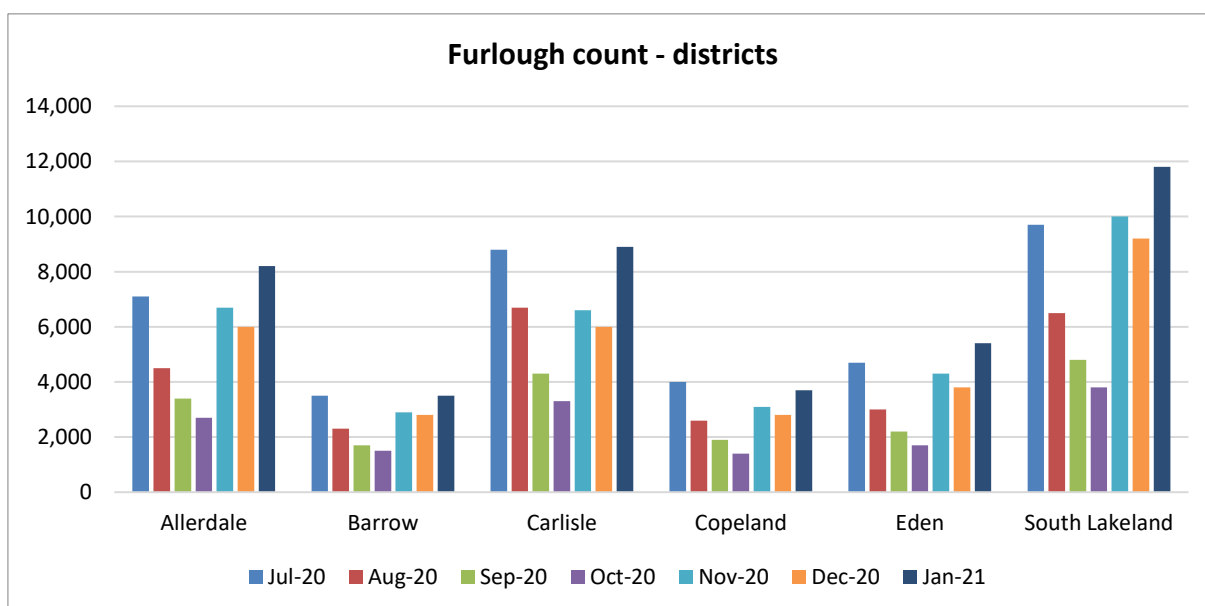
Source: HMRC

Figure 37: Number of furloughed employments, Cumbria - July 2020 – Jan 2021



Source: HMRC

Figure 38: Number of furloughed employments, districts - July 2020-Jan 2021



Source: HMRC

Cumbria furlough rates

The furlough rate in Cumbria also rose sharply in January, up from 14% in December to 18% in January giving Cumbria the highest furlough rate in England. The UK furlough rate was 16% and the England rate was 15%. Rates varied between districts in Cumbria – in South Lakeland over a quarter of eligible employments (26%) were furloughed at the end of January and almost a quarter were in Eden (23%). These are the two highest furlough rates in England. In contrast, 11% of employments in Barrow were furloughed and 12% in Copeland which are among the lowest furlough rates in England (309th and 299th out of 312 respectively).

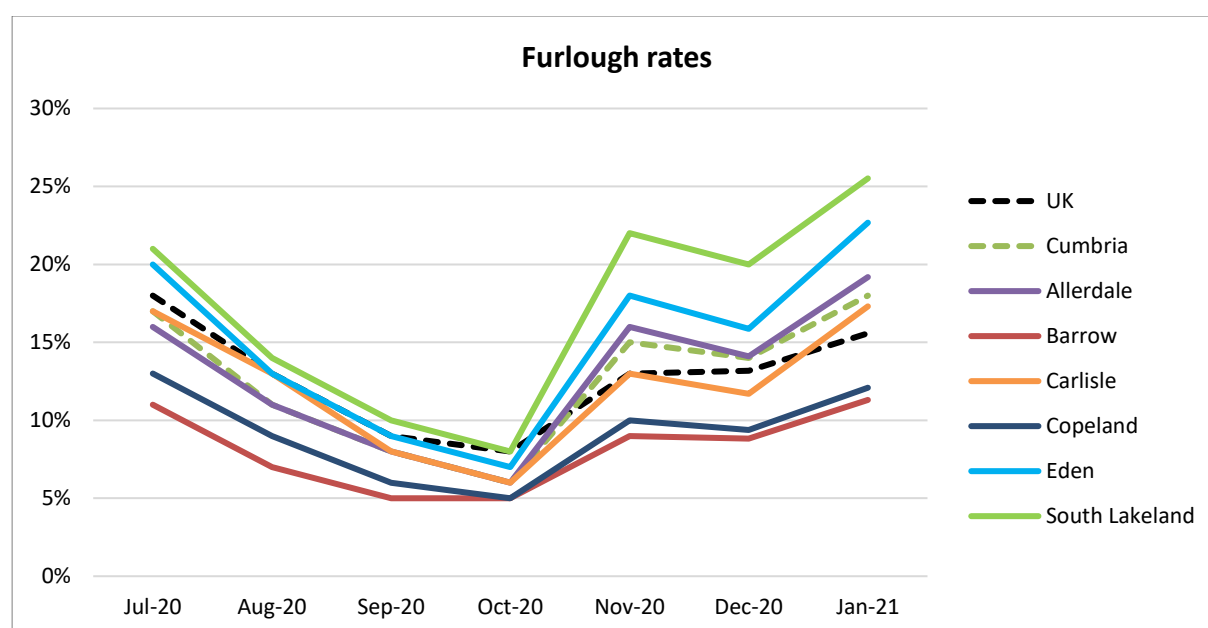
Figure 39: Furlough take-up rates/rank – July 2020-Jan 2021

| Furloughed Employments | | | | | | | | |
|------------------------|--------|--------|--------|--------|--------|--------|--------|------|
| | Jul-20 | Aug-20 | Sep-20 | Oct-20 | Nov-20 | Dec-20 | Jan 21 | |
| | Rate | Rate | Rate | Rate | Rate | Rate | Rate | Rank |
| UK | 18% | 13% | 9% | 8% | 13% | 13% | 16% | n/a |
| England | 17% | 12% | 9% | 7% | 13% | 13% | 15% | n/a |
| Cumbria | 17% | 11% | 8% | 6% | 15% | 14% | 18% | 1 |
| Allerdale | 16% | 11% | 8% | 6% | 16% | 14% | 19% | 17 |
| Barrow | 11% | 7% | 5% | 5% | 9% | 9% | 11% | 309 |
| Carlisle | 17% | 13% | 8% | 6% | 13% | 12% | 17% | 38 |
| Copeland | 13% | 9% | 6% | 5% | 10% | 9% | 12% | 299 |
| Eden | 20% | 13% | 9% | 7% | 18% | 16% | 23% | 2 |
| South Lakeland | 21% | 14% | 10% | 8% | 22% | 20% | 26% | 1 |

Cumbria rank out of 31, district ranks out of 312

Source: HMRC

Figure 40: Furlough take-up rates – July 2020-Jan 2021



Source: HMRC

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

On 28th January 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 3 of the scheme up to the end of January.

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 Self-Employment Income Support Scheme 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 Self-Employment Income Support Scheme 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 January 2.2 million (65%) of the potentially eligible population had claimed a third Self-Employment Income Support Scheme grant with the value of these claims totalling £6.2 billion.
- The average value per Self-Employment Income Support Scheme 3 claim was £2,800.
- Around two-thirds of the potentially eligible population are male (2.3 million).
 - the average claim for females is also lower at £2,200 compared to the average claim for males of £3,100.
- Around 91% of claimants are aged between 25 and 64 and take-up of the grant in those age groups is at or above 62%. No one single age group dominates take up of Self-Employment Income Support Scheme 3 grants.
- The sector with the highest number of potentially eligible individuals and the highest proportion of claims is the construction industry. By 31 January, construction workers had made 747,000 claims for Self-Employment Income Support Scheme 3, totalling £2.6 billion.
- The 2 regions with the highest number of claims are London (439,000) and the South East (316,000), reflecting their relative sizes.
- Of the 1.7 million that did not meet the Self-Employment Income Support Scheme criteria, 1.4 million (86%) 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 1.7 million).

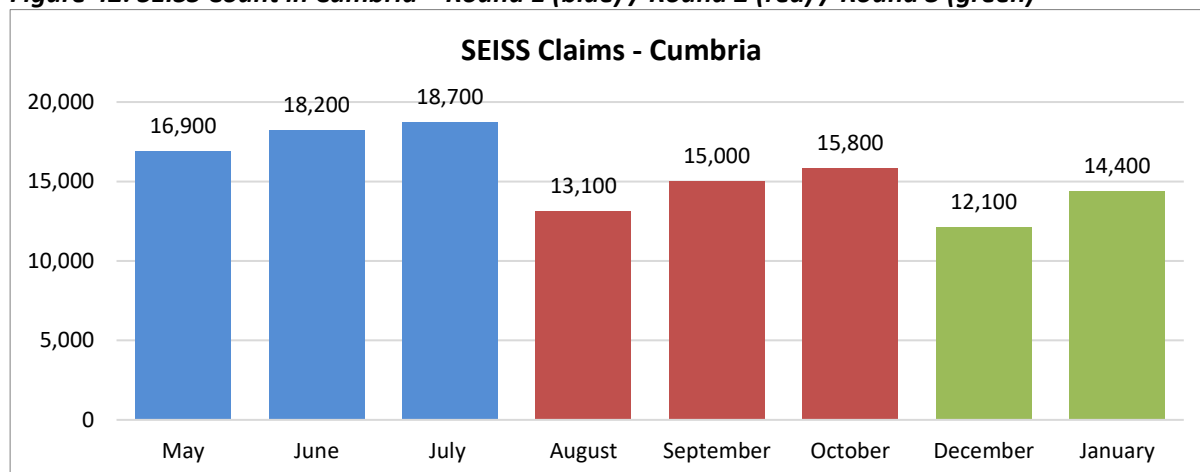
Key Cumbria findings

- The release shows that there were an estimated 24,800 potentially eligible self-employed people in Cumbria, of whom 14,400 had made claims totalling £38.7m by the end of January under round 3 of the scheme.
- The take up rate in Cumbria was 58%, below the national rate of 65%. The take up rate was lower than nationally in all 6 of Cumbria's districts. Barrow had the highest take up rate at 62% and Eden the lowest at 53%.

Figure 41: SEISS Counts & Take-Up Rates – January 2021

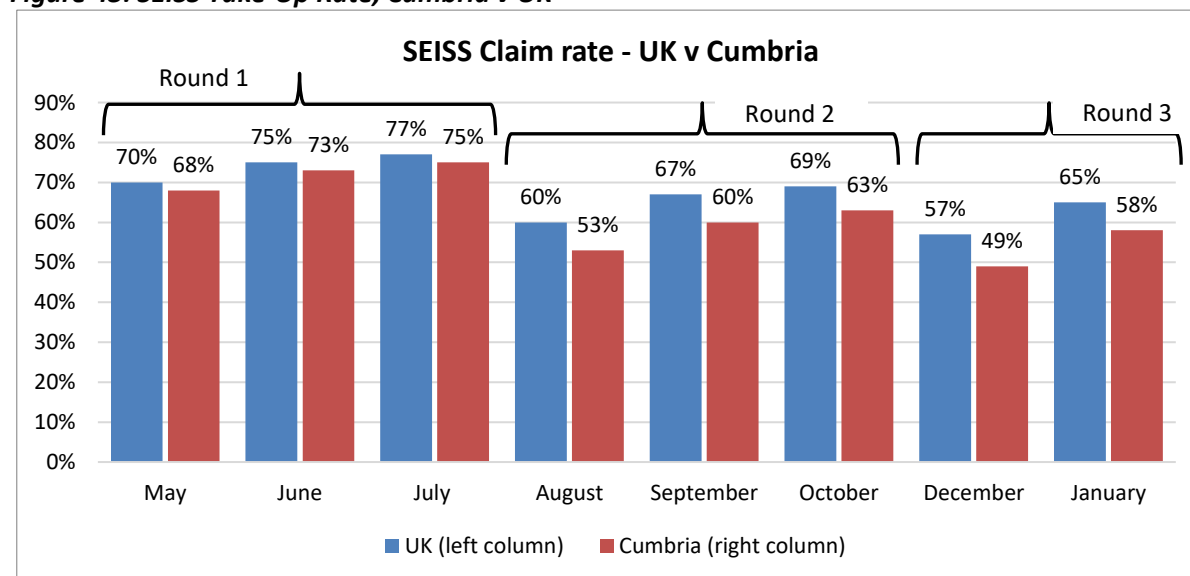
| Self-Employment Income Support Scheme (Round 3) - as at 31.01.21 | | | | | |
|--|---------------------------------------|--------------|---------------------------|-----------------------------|--------------|
| | Total potentially eligible population | Total claims | Total value of claims (£) | Average value of claims (£) | Take-Up Rate |
| UK | 3,370,000 | 2,191,000 | 6,210,000,000 | 2,800 | 65% |
| Cumbria | 24,800 | 14,400 | 38,700,000 | 2,700 | 58% |
| Allerdale | 4,700 | 2,700 | 7,100,000 | 2,600 | 57% |
| Barrow | 1,900 | 1,200 | 2,600,000 | 2,300 | 62% |
| Carlisle | 5,100 | 3,100 | 8,400,000 | 2,700 | 61% |
| Copeland | 2,100 | 1,100 | 2,900,000 | 2,600 | 55% |
| Eden | 4,400 | 2,400 | 6,600,000 | 2,800 | 53% |
| South Lakeland | 6,700 | 3,900 | 11,100,000 | 2,800 | 59% |

Figure 42: SEISS Count in Cumbria – Round 1 (blue) / Round 2 (red) / Round 3 (green)



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

Figure 43: SEISS Take-Up Rate, Cumbria v UK



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

8. BUSINESS START-UPS AND STOCKS

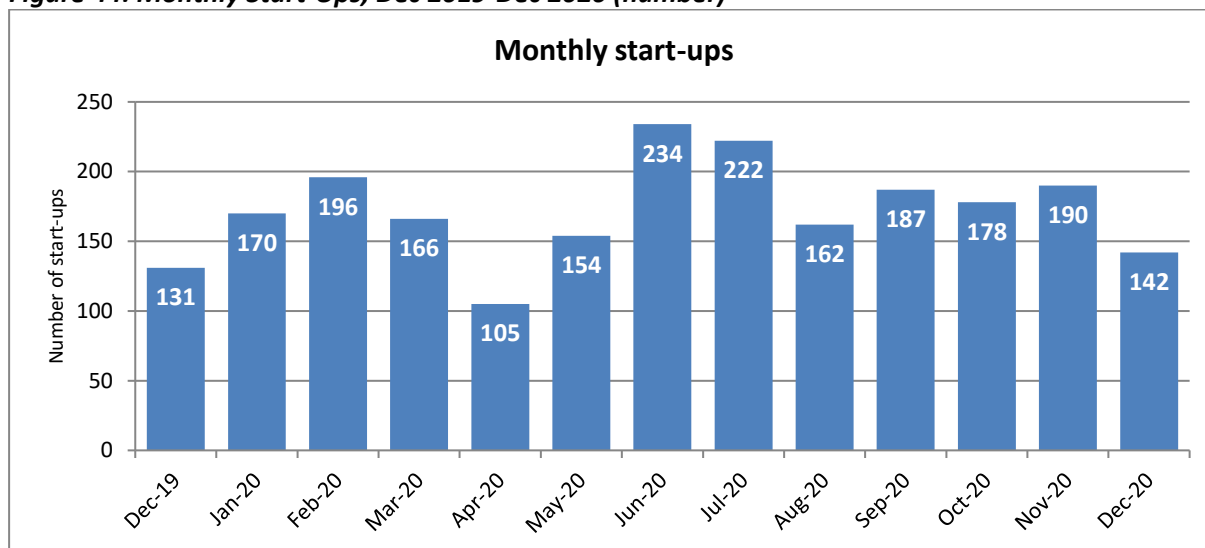
8a. Business start-ups

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 142 business start-ups in Cumbria in December 2020, a fall of 58 from November (25%) but 11 more than the same month last year (start-ups usually fall in December). Nationally the number of start-ups fell by 18,399 (-27%) from November.

Over the quarter (Oct-Dec), there were 510 start-ups which is 26 more than the same quarter last year, a rise of 5%.

Figure 44: Monthly Start-Ups, Dec 2019-Dec 2020 (number)

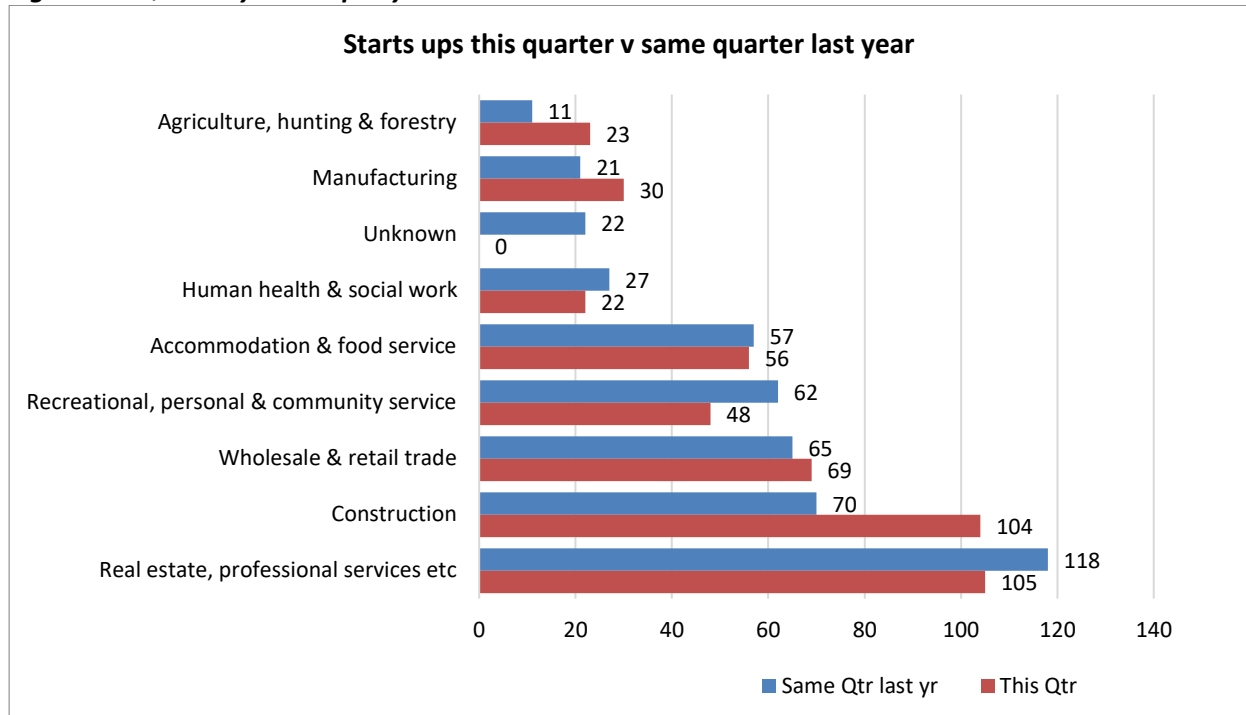


Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district.

The highest volume of start-ups in the past quarter (Oct-Dec) has been for businesses in the real estate, professional & support services (105) and construction (104) sectors. This is followed by and wholesale & retail (49) and accommodation & food services (56).

Starts in construction have increased year on year with 34 more and there have also been more transport, storage & communication start-ups. However, there have been falls since a year ago in the number of starts in real estate, professional services & support activities and in recreation, personal & community services.

Figure 45: Quarterly start-ups by sector – Oct-Dec 2019 v Oct-Dec 2020



Source: BankSearch

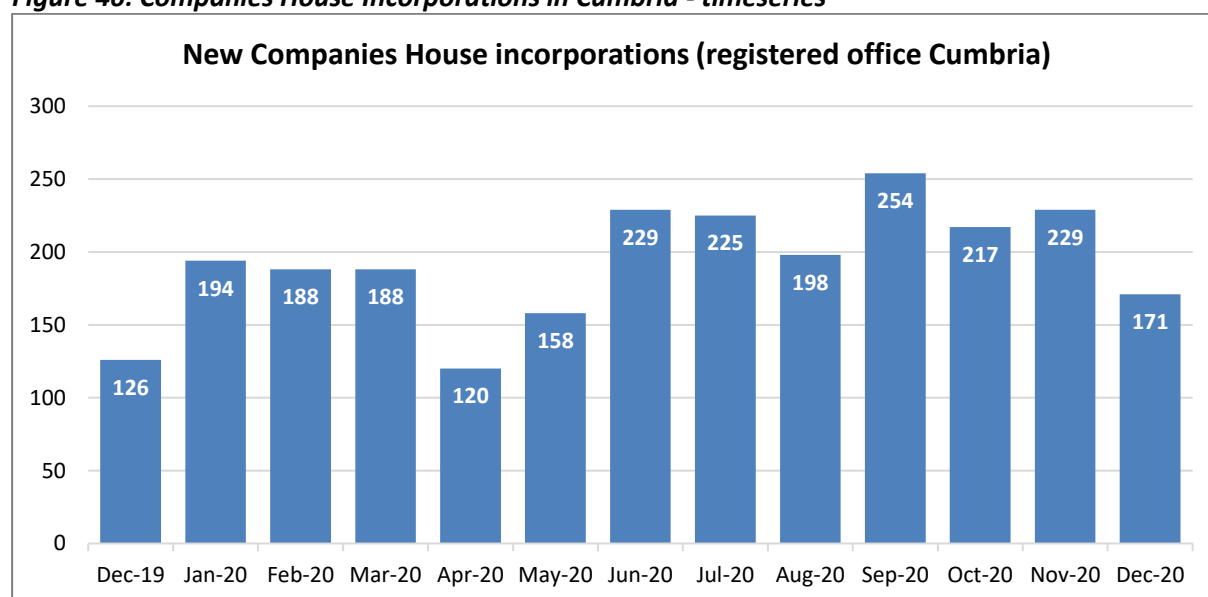
8b: New Companies House Incorporations

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 businesses.

There were 171 new Companies House incorporations in December 2020, a fall of 58 since November but still above levels seen at the same time last year. Start-ups fell everywhere in Cumbria in December except Copeland where they remained unchanged.

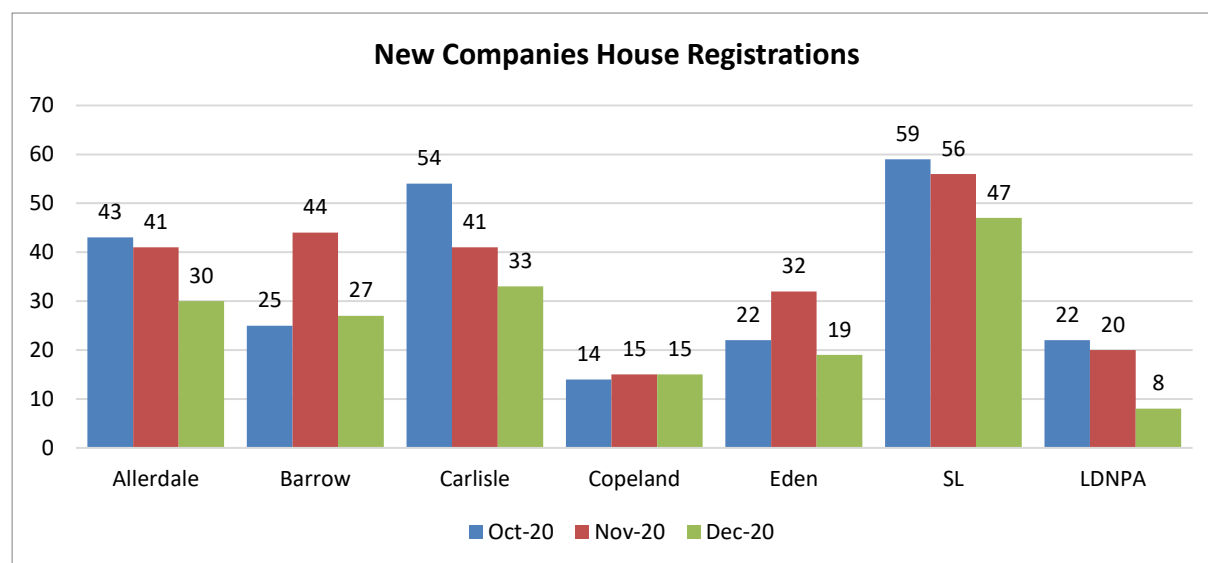
It should be noted that activity during the pandemic has been influenced by the pausing and subsequent resumption of activity at Companies House. Therefore, trends in this data should be viewed with a degree of caution.

Figure 46: Companies House Incorporations in Cumbria - timeseries



Source: BankSearch, data relate to registered office address.

Figure 47: Companies House Incorporations by District, last 3 months



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.

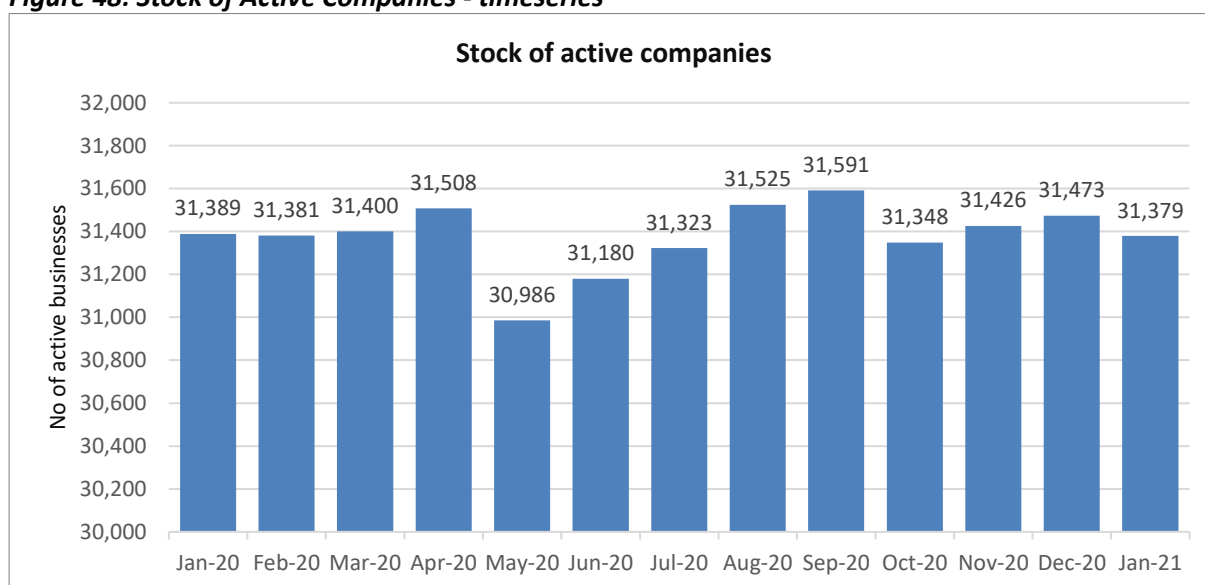
8c. Stock of Active Companies and Businesses dissolved / in liquidation

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 January 2021 there were 31,379 entries on the FAME database for Cumbria, a fall of 94 (-0.3%) from the previous month. The number of businesses dissolved/entering liquidation in Cumbria was 248 in January, a rise of 103 from December and 43 more than the same month last year.

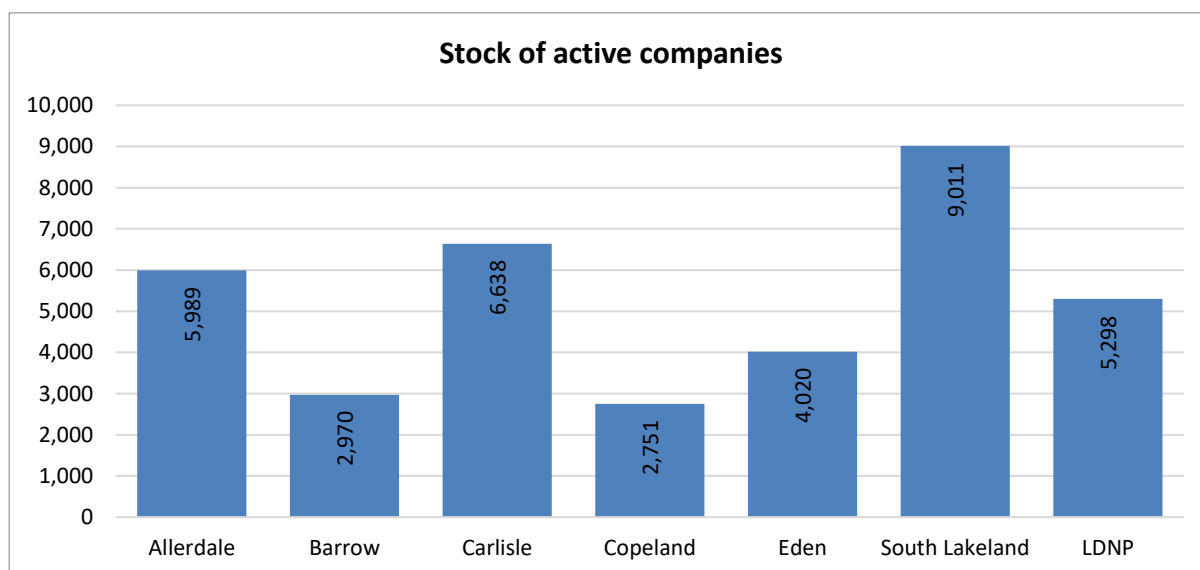
As with the previous Companies House registrations data, activity during the pandemic has been influenced by the pausing and subsequent resumption of activity at Companies House. In addition, support measures put in place by the Government have protected some businesses that otherwise might have failed.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

Figure 48: Stock of Active Companies - timeseries



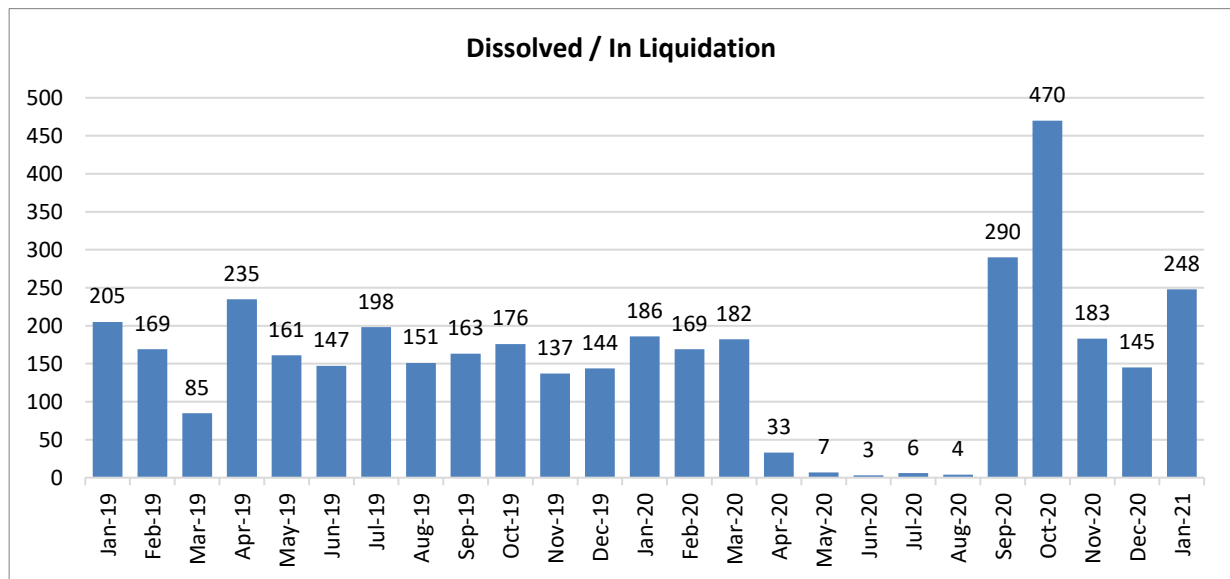
Source: FAME (Bureau Van Dijk)

Figure 49: Stock of Active Companies by District, Jan 2021



Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district

Figure 50: Businesses dissolved/in liquidation during month, timeseries



Source: FAME (Bureau Van Dijk)

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