

Introduction

This briefing contains February data from the standard Claimant Count and Universal Credit registers (both counts taken on **8th April**). The briefing also the latest available data on job postings, NEETs, business start-ups and active companies. Furlough data is now contained in a separate briefing as the HMRC data release timetable is different to the ONS timetable for claimant data.

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 13,285 claimants of JSA / UC (out of work and seeking work) on 8th April. The claimant count fell overall in Cumbria by 165 from March, falling in all parts of the county except Carlisle where it rose by 35. The biggest numerical falls were in Barrow (-55) and in Allerdale (-45).
- Compared to the same time last year, which was the beginning of the labour market impact of COVID-19, the claimant count is 745 higher (+5.9%) and compared to April two years ago it is 6,740 higher (+103%).
- The claimant rate in Cumbria fell to 4.5% in April, fall of 0.1 and it remains below the national rate of 6.3% in all parts of Cumbria.
- Compared to a year ago, the claimant rate in Cumbria is 0.3 percentage points higher, up from 4.2% to 4.5%. This compares to a national increase of 1.3 percentage points.
- Claimant rates are below the national average in all age groups at Cumbria level and also in most districts, the exception being Carlisle where rates for 25-34 year olds went above the national average in April (8.0% v 7.9%). The rate for 16-24 year olds in Barrow has fallen slightly and is now the same as the national average (7.1%), having previously been higher for some time.
- There were 36,603 claimants of Universal Credit in Cumbria on 8th April (in work, out of work and those not required to seek work), a rise of 485 (1.3%) from March and 8,133 (29%) higher than a year ago.
- The claimant rate for all UC claimants was 12.3% in April compared to 14.9% nationally and the rate was below the national rate in all 6 districts. However, UC claimant rates for ages 16-24 and 25-34 were above the national average in Allerdale, Barrow, Carlisle and Copeland and were also above the national average for 35-44 year olds in Allerdale.
- 799 new UC claims were started in April 2021 which is the lowest number of monthly starts since August 2018.
- 22,294 UC claimants had been claiming for more than 12 months in April 2021 and 8,492 of these had been claiming for 12-18 months which is the key target group for the new Restart Scheme.

- Data for households on Universal Credit is in arrears of that for persons and the latest data is for February 2021. This shows that in February there were 30,741 households in receipt of Universal Credit, up by 13,634 (80%) from a year previously. The number of households with children claiming increased by 4,168 (54%) and the number of households without children increased by 9,470 (101%).
- There were 36,700 jobs held by Cumbrian residents furloughed in March, a fall of 4,000 from February (-10%) which equates to 17% of eligible jobs being furloughed. The fall in furloughing in March alongside a small decline in claimants in April, suggests that those coming off furlough have returned to the labour market. *A separate briefing is available on the latest furlough data.*
- There were 490 young people (aged 16/17) classed as NEET in March, up by 9 from February and 71 higher than a year ago. This is an annual increase of 17% compared to an annual increase of 0.1% (the cohort in Cumbria has increased by 3%).
- The NEET rate was 4.8% in Cumbria, up by 0.1ppt from February and 0.6ppt higher than a year ago. Nationally the NEET rate was 5.0% and is 0.1ppt down from a year ago.
- The participation rate for 16/17 year olds was 92.7% in March compared to a national rate of 93.3%. The proportion participating by undertaking an apprenticeship is 1.8% lower than a year ago while the proportion in full time education or training has increased by 2.1%.
- In provisional Apprenticeship starts data for Aug 2020-Jan 2021 there were 2,077 new starts in Cumbria for people of all ages. This is 495 fewer than the same academic period a year previously (Aug 19-Jan 20), a fall of 19% compared to a fall of 18% nationally. Young people aged 16-19 were particularly affected with a fall of 25% in starts compared to a fall of 7% for those over 25.
- Latest survey estimates suggest that the proportion of Cumbria's working age population holding a level 4+ qualification has improved and is now 38%, up from 33% (even allowing for survey margins of error of +/- 3% this suggests a genuine improvement). This compares to the national average of 43% but the gap has narrowed slightly (from 8% to 5%).
- There were 2,880 job postings in April, 235 more than in March which is an increase of 9%. Levels in April were more than double those seen in April last year, the first full month of lockdown.
- The highest volume of job postings was in the health sector followed by manufacturing. There were particular increases in accommodation & food services, health care and in professional, scientific & technical services.
- The mostly commonly advertised occupations were for caring personal service occupations, science, research & engineering professionals and healthcare professionals whilst the most common skills "family" mentioned in postings was business skills followed by healthcare skills and IT skills.
- In April there were 5 claimants per new job posting in Cumbria unchanged from last month;
- There were 466 business start-ups in the quarter ending March, a fall of 66 compared to the same quarter last year (-12% v a national increase of 3%).
- The highest volume of start-ups was in wholesale & retail (85), real estate & professional services (83) and construction (80).
- There were 260 new Companies House incorporations in March a rise of 33 from February and also 72 more than in March last year.
- There were 31,480 active companies in Cumbria at the end of April, 31 fewer than in March.
- There were 112 businesses dissolved/in liquidation during April and 3.3% of businesses in Cumbria had a high risk credit score (% those with a score), well below the national average of 5.8%.

2. **NATIONAL LABOUR MARKET OVERVIEW (Source: ONS release)**

- The latest figures suggest that the jobs market has been broadly stable in recent months, with some early signs of recovery.
- The number of payroll employees has increased for the fifth consecutive month but remains 772,000 below pre-pandemic levels. Since February 2020, the largest falls in payrolled employment have been in the hospitality sector, among those aged under 25 years, and those living in London.
- Young people (those aged 16 to 24 years) have been particularly affected by the pandemic. Over the last quarter there was a decrease in the employment and unemployment rates for young people, particularly amongst 16- to 17-year-olds. This suggests that more young people are staying in education and not looking for work, which is supported by the record economic inactivity rate of young people in full-time education.
- In recent months, the number of people temporarily away from work has fallen including both those away from work because of the pandemic receiving no pay and those on full pay. Those receiving partial pay while away from work has remained stable over the period.
- The UK employment rate was estimated at 75.2%, 1.4 percentage points lower than before the pandemic (Dec 2019 to Feb 2020) but 0.2 percentage points higher than the previous quarter, the first increase since Dec 2019-Feb 2020.
- The UK unemployment rate was estimated at 4.8%, 0.8 percentage points higher than December 2019 to February 2020 but 0.3 percentage points lower than the previous quarter rate (the largest quarterly decrease since September to November 2015) .
- The UK economic inactivity rate was estimated at 21.0%, 0.8 percentage points higher than December 2019 to February 2020 and 0.1 percentage point higher than the previous quarter.
- The number of job vacancies in February 2021 to April 2021 remained almost 128,000 below its pre-pandemic level in January 2020 to March 2020, with the worst affected industries being arts, entertainment and recreation, and accommodation and food service activities.
- In February 2021 to April 2021, there were an estimated 657,000 job vacancies, which is a growth of 8.0% (48,400) compared with last quarter, with most industries displaying increases, most notably, accommodation and food service activities; this growth in the latest quarter was also seen in our experimental monthly vacancies data, as well as experimental Adzuna online vacancies data, both of which neared their pre-pandemic levels in April 2021.
- The smallest companies, employing 1-9 employees, had 8.9% fewer vacancies in February 2021 to April 2021 compared with the previous quarter and were the only size band displaying a decrease.
- Growth in average total pay (including bonuses) among employees for the three months January to March 2021 was 4.0%, and growth in regular pay (excluding bonuses) was 4.6%.
- Current average pay growth rates are being affected upwards by a fall in the number and proportion of lower-paid jobs compared with before the pandemic; it is estimated the net impact of recent job losses is to increase the estimate of average pay by approximately 1.7% - suggesting an underlying wage growth of around 2.5% for total pay and around 3.0% for regular pay.
- Average total pay growth for the public sector was 5.6%, whereas for the private sector was 3.7%; the large increase in public sector pay growth was mainly accounted for by a strong growth in the health and social work industry (5.8%).
- All sectors saw positive pay growth in January to March 2021, however, within these sectors some industry groups have seen negative pay growth, for example, accommodation and food service activities (negative 7.0%).

3. STANDARD CLAIMANT COUNT (released monthly) – count taken 8th April 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. There was a fall of 165 claimants in Cumbria in April compared to March, to a total of 13,285. This is a monthly fall of 1.6% compared to a fall of 1.0% nationally. The count fell everywhere except Carlisle where it rose by 35. The claimant rate in April in Cumbria was 4.5% which is below the national rate of 6.3%. It is down 0.1ppt from March and 0.3ppt higher than a year ago (the start of the pandemic impacts on the labour market).

Figure 1: Standard Claimant Count – April 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	1,567,750	7.5	1,079,805	5.2	2,647,555	6.3	-27,750	-1.0	-0.1	533,990	25.3	1.3
Cumbria	7,915	5.4	5,370	3.6	13,285	4.5	-165	-1.2	-0.1	745	5.9	0.3
Allerdale	1,615	5.6	1,175	4.1	2,795	4.9	-45	-1.6	-0.1	145	5.5	0.3
Barrow	1,335	6.6	765	3.8	2,100	5.2	-55	-2.5	-0.1	200	10.5	0.5
Carlisle	2,055	6.4	1,335	4.0	3,390	5.2	35	1.1	0.1	330	10.9	0.5
Copeland	1,140	5.5	765	3.7	1,905	4.6	-25	-1.2	-0.1	75	4.2	0.2
Eden	615	4.0	495	3.2	1,110	3.6	-40	-3.6	-0.1	-10	-0.8	0.0
South Lakeland	1,155	3.9	835	2.8	1,990	3.3	-40	-1.9	-0.1	0	0.1	0.0
of which LDNPA	525	4.4	375	3.2	905	3.8	-25	-2.5	-0.1	40	4.4	0.2

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 April. Claimant rates at Cumbria level are below the national average for all age groups except for 25-34 year olds in Carlisle where the rate has gone slightly above the national rate. The rate for 16-24 year olds in Barrow which was previously higher than nationally has fallen slightly and is now the same as the national average.

Figure 2: Standard Claimant Count & Rate by Age Group in Cumbria – April 2021

Claimant Count and Rate by Age												
	Aged 16-24		Aged 25-34		Aged 35-44		Aged 45-54		Aged 55-64		Total	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
UK	504,135	7.1%	713,540	7.9%	564,905	6.8%	460,475	5.0%	403,625	5.1%	2,647,555	6.4%
Cumbria	2,565	5.8%	3,640	6.9%	2,635	5.0%	2,310	3.1%	2,145	3.0%	13,285	4.5%
Allerdale	560	6.5%	745	7.3%	560	5.5%	485	3.3%	450	3.2%	2,795	4.8%
Barrow	470	7.1%	595	7.4%	405	5.6%	325	3.2%	305	3.4%	2,100	5.1%
Carlisle	625	6.1%	1,000	8.0%	685	5.5%	575	3.7%	495	3.3%	3,390	5.2%
Copeland	380	6.4%	520	6.7%	355	4.8%	315	3.1%	335	3.3%	1,905	4.6%
Eden	185	4.5%	290	5.9%	230	4.4%	210	2.6%	190	2.3%	1,110	3.6%
South Lakeland	340	3.9%	485	5.4%	400	3.8%	405	2.6%	370	2.3%	1,990	3.3%
of which LDNPA	125	3.8%	215	6.3%	195	4.9%	205	3.3%	165	2.5%	905	3.8%

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.

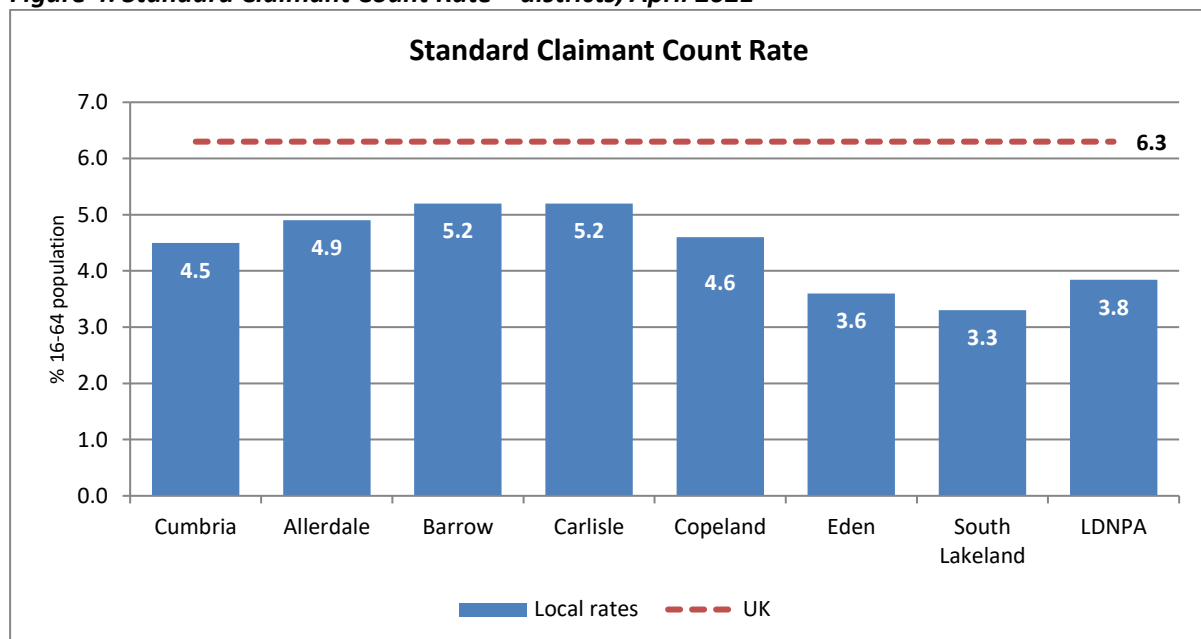
Figure 3 shows the change in the number and rate of claimants by age since the same time last year.

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

Claimant Count and Rate <u>Change</u> 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 55-64	Total	Aged 16-24	Aged 25-34	Aged 35-44	Aged 45-54	Aged 55-64	Total
UK	121,500	124,455	114,685	74,300	98,785	533,995	1.7%	1.4%	1.4%	0.8%	1.2%	1.3%
Cumbria	295	165	180	-115	235	745	0.7%	0.3%	0.3%	-0.2%	0.3%	0.3%
Allerdale	55	75	35	-45	25	145	0.6%	0.7%	0.3%	-0.3%	0.2%	0.3%
Barrow	20	60	60	5	55	200	0.3%	0.7%	0.8%	0.0%	0.6%	0.5%
Carlisle	75	65	70	20	90	330	0.7%	0.5%	0.6%	0.1%	0.6%	0.5%
Copeland	65	-10	15	-10	30	75	1.1%	-0.1%	0.2%	-0.1%	0.3%	0.2%
Eden	10	0	5	-30	0	-5	0.2%	0.0%	0.1%	-0.4%	0.0%	0.0%
South Lakeland	70	-35	-5	-60	35	0	0.8%	-0.4%	0.0%	-0.4%	0.2%	0.0%
of which LDNPA	25	30	-20	0	5	40	0.8%	0.9%	-0.5%	0.0%	0.1%	0.2%

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, April 2021



Source: ONS/DWP

Figure 5: Standard Claimant Count - timeseries

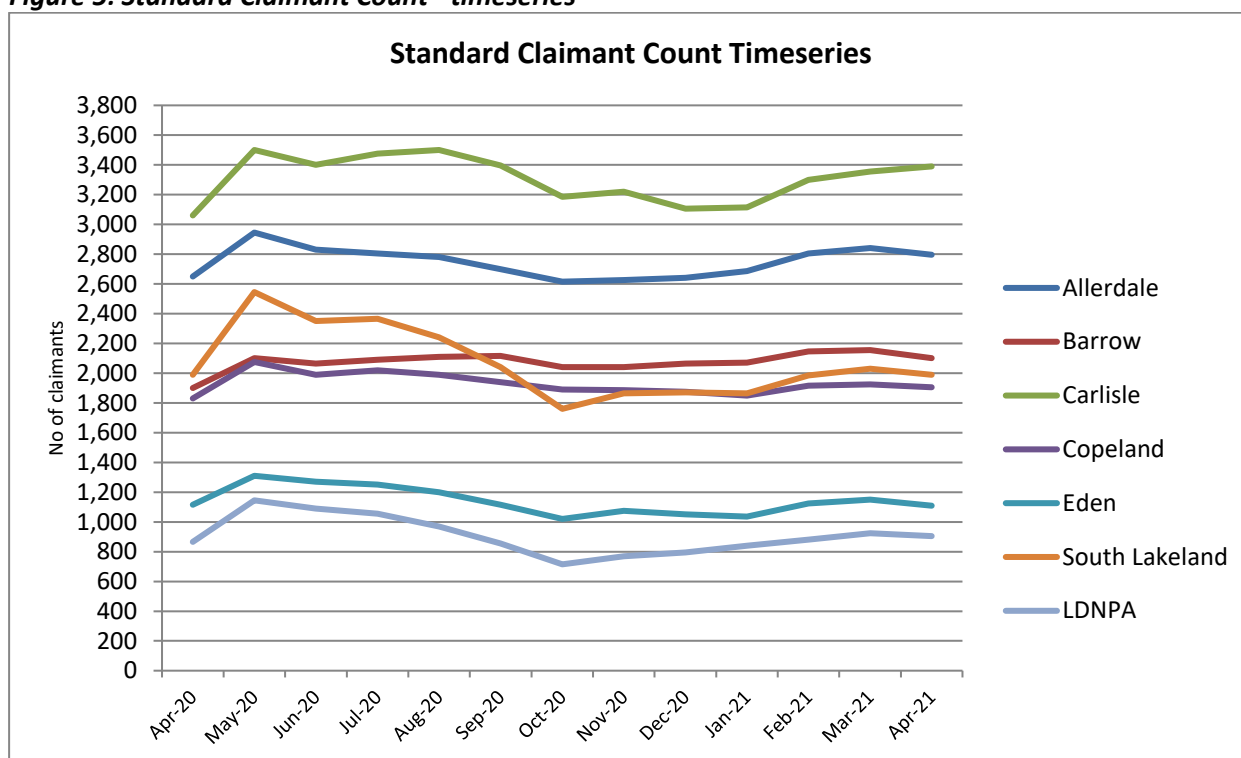
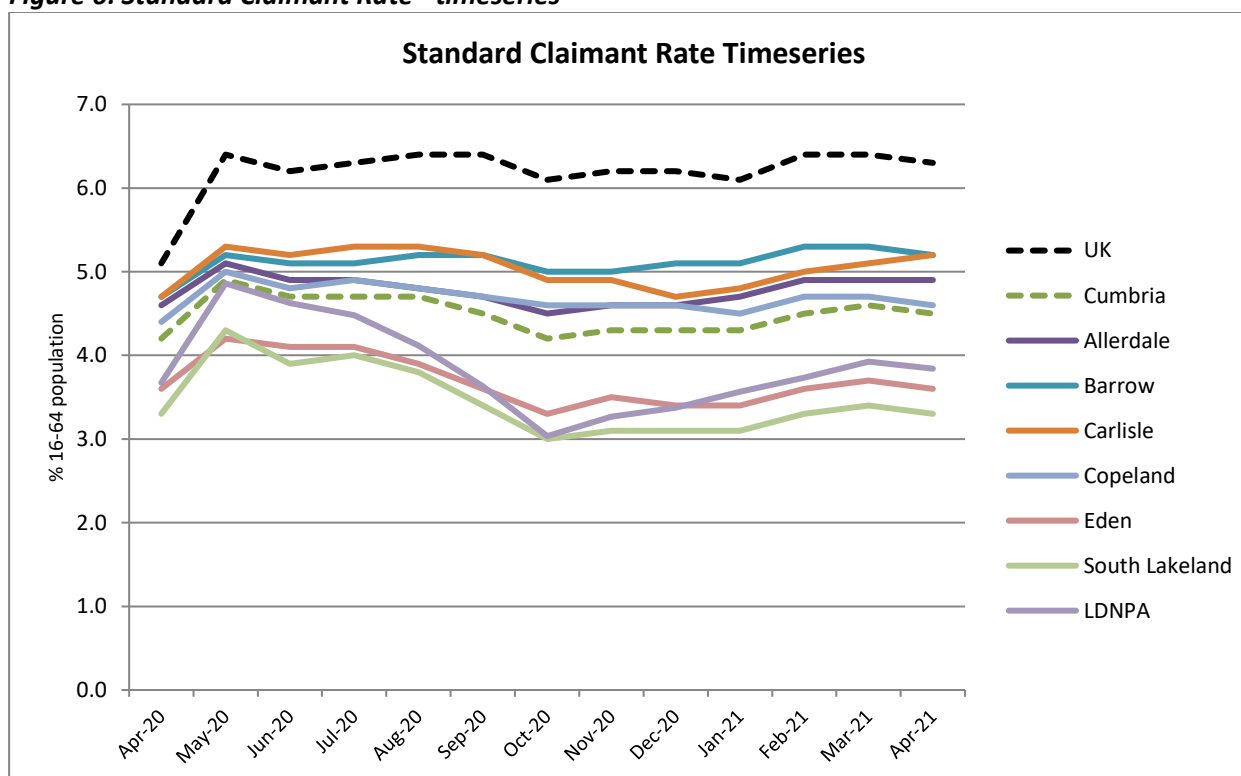


Figure 6: Standard Claimant Rate - timeseries



Source: ONS/DWP

4. UNIVERSAL CREDIT (released monthly) – count taken 8th April 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 8th April 2021 there were 36,603 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 485 from March (+1.3%) and 8,133 more than a year ago (+29%). The count rose from last month in all parts of Cumbria with the biggest rise in Carlisle (+168). The latest total means that 12.3% of the working age population is claiming Universal Credit compared to a national rate of 14.9%. The rate is below the national average in all parts of Cumbria. Claimant rates for 16-24 and for 25-34 year olds are above the national average in Allerdale, Barrow, Carlisle and Copeland and are also above the national average for 35-44 year olds in Allerdale.

Figure 7: Universal Credit Claimants – April 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	2,875,146	14.2%	3,154,606	15.6%	6,031,238	14.9%	68,561	1.1%	0.2%	1,823,525	43.3%	4.5%
Cumbria	17,045	11.6%	19,546	13.1%	36,603	12.3%	485	1.3%	0.2%	8,133	28.6%	2.7%
Allerdale	3751	13.1%	4509	15.5%	8,256	14.3%	65	0.8%	0.1%	1,354	19.6%	2.3%
Barrow	2545	12.5%	2795	13.6%	5,341	13.1%	57	1.1%	0.1%	1,278	31.5%	3.1%
Carlisle	4265	13.2%	4750	14.2%	9,013	13.7%	168	1.9%	0.3%	2,325	34.8%	3.5%
Copeland	2599	12.4%	2976	14.4%	5,576	13.4%	68	1.2%	0.2%	1,034	22.8%	2.5%
Eden	1270	8.2%	1556	10.1%	2,829	9.2%	23	0.8%	0.1%	608	27.4%	2.0%
South Lakeland	2616	8.8%	2964	9.8%	5,585	9.3%	101	1.8%	0.2%	1,530	37.7%	2.6%
of which LDNPA	1218	10.3%	1270	10.9%	2,488	10.6%	10	0.4%	0.0%	675	37.2%	2.9%

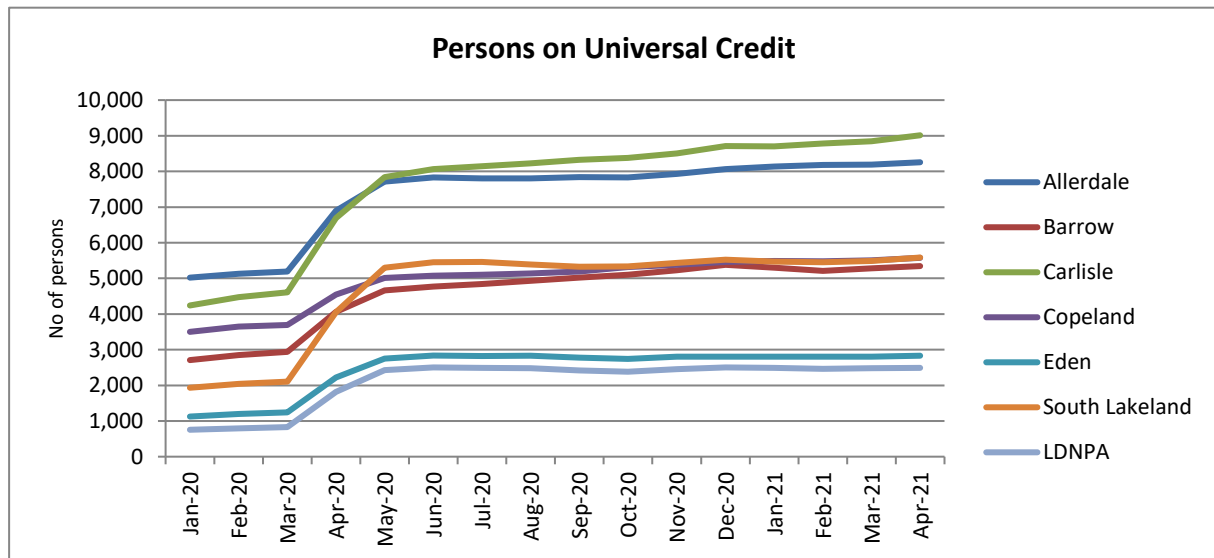
Source: DWP (due to disclosure control, gender totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 8: Universal Credit Claimants by Age – April 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	976,538	14.1%	1,819,042	20.8%	1,439,654	17.7%	1,023,056	11.5%	772,846	10.0%	6,031,238	14.9%
Cumbria	5,999	13.5%	11,234	21.4%	8,253	15.6%	6,218	8.4%	4,897	6.7%	36,603	12.3%
Allerdale	1,333	15.5%	2,399	23.7%	1,837	18.0%	1,504	10.2%	1,195	8.6%	8,256	14.3%
Barrow	1,141	17.2%	1,719	21.3%	1,112	15.5%	764	7.6%	599	6.7%	5,341	13.1%
Carlisle	1,452	14.2%	2,984	23.8%	2,087	16.7%	1,443	9.3%	1,050	7.0%	9,013	13.7%
Copeland	886	14.8%	1,704	21.9%	1,188	16.1%	922	9.0%	866	8.5%	5,576	13.4%
Eden	406	9.8%	821	16.6%	663	12.7%	532	6.6%	417	5.0%	2,829	9.2%
South Lakeland	779	8.9%	1,599	17.8%	1,381	13.2%	1,052	6.8%	774	4.8%	5,585	9.3%
of which LDNPA	303	9.4%	682	20.1%	646	16.0%	480	7.9%	378	5.6%	2,488	10.6%

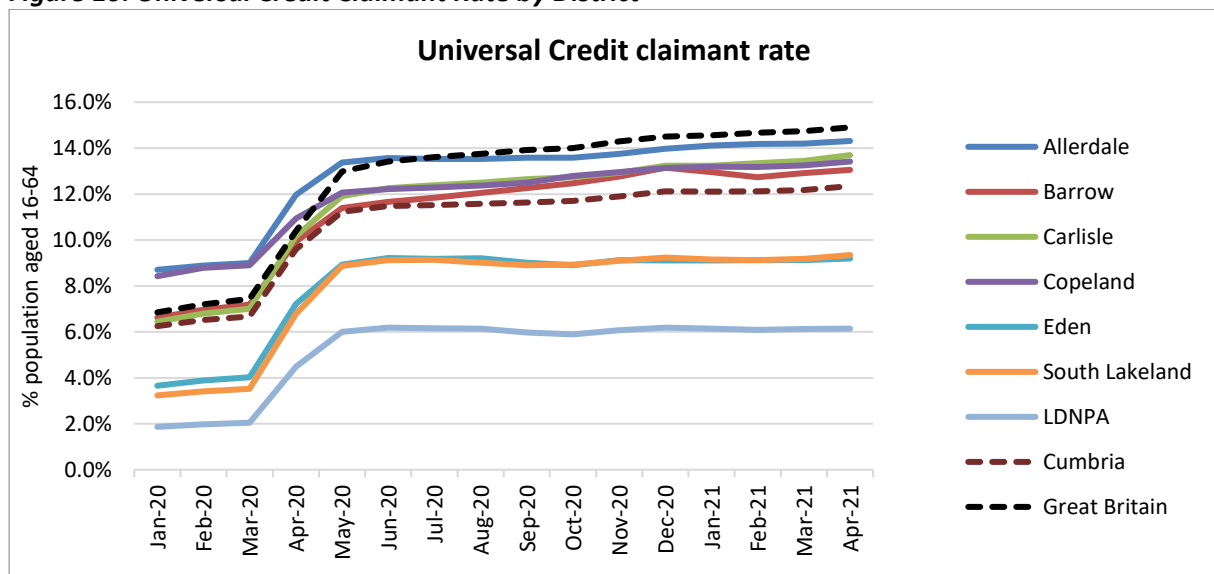
Source: DWP (due to disclosure control, age totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 9: Universal Credit Claimants by District



Source: DWP via Stat-Xplore (LDNPA claimants are also included in the relevant district)

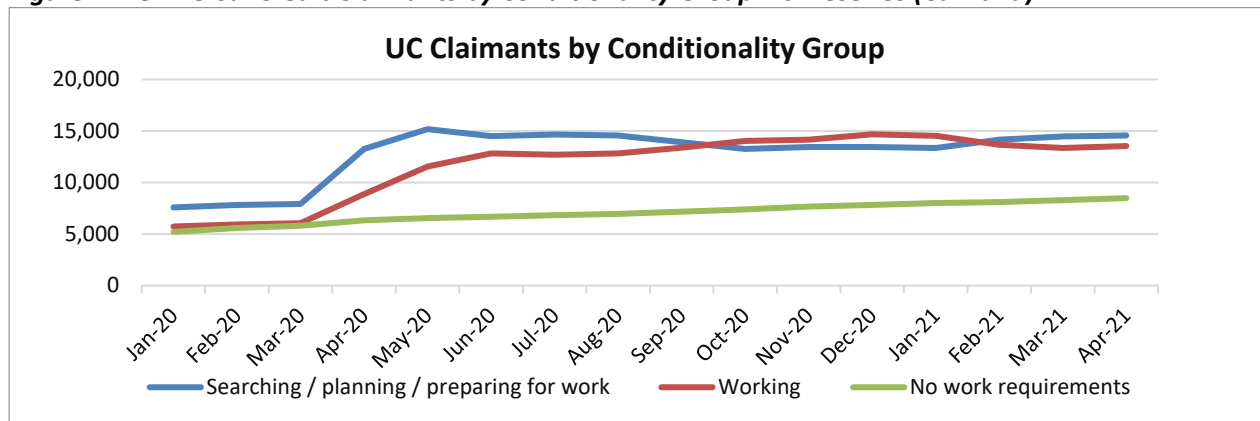
Figure 10: Universal Credit Claimant Rate by District



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. In April there were increases in all three groups with the biggest increase among those with no work requirements (+204).

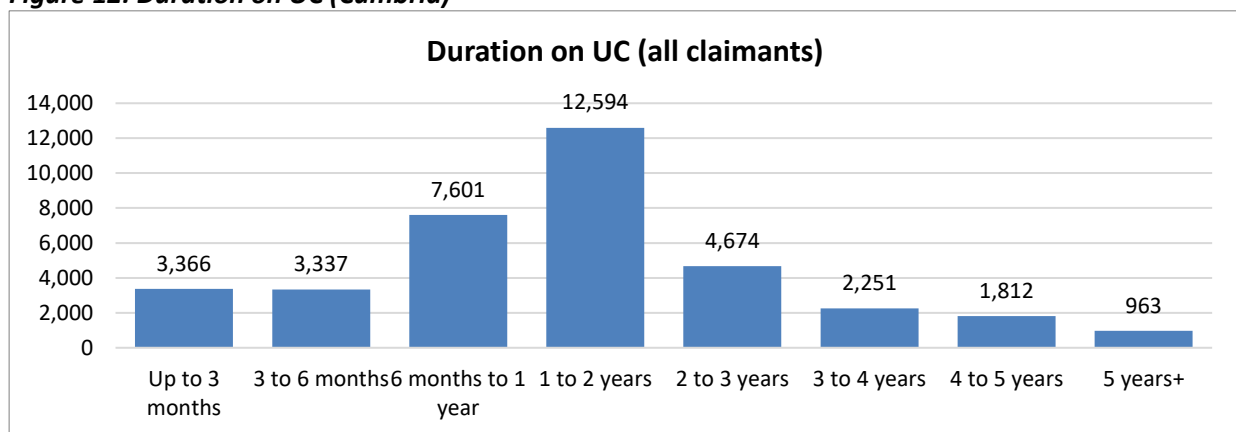
Figure 11: Universal Credit Claimants by Conditionality Group – timeseries (Cumbria)



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

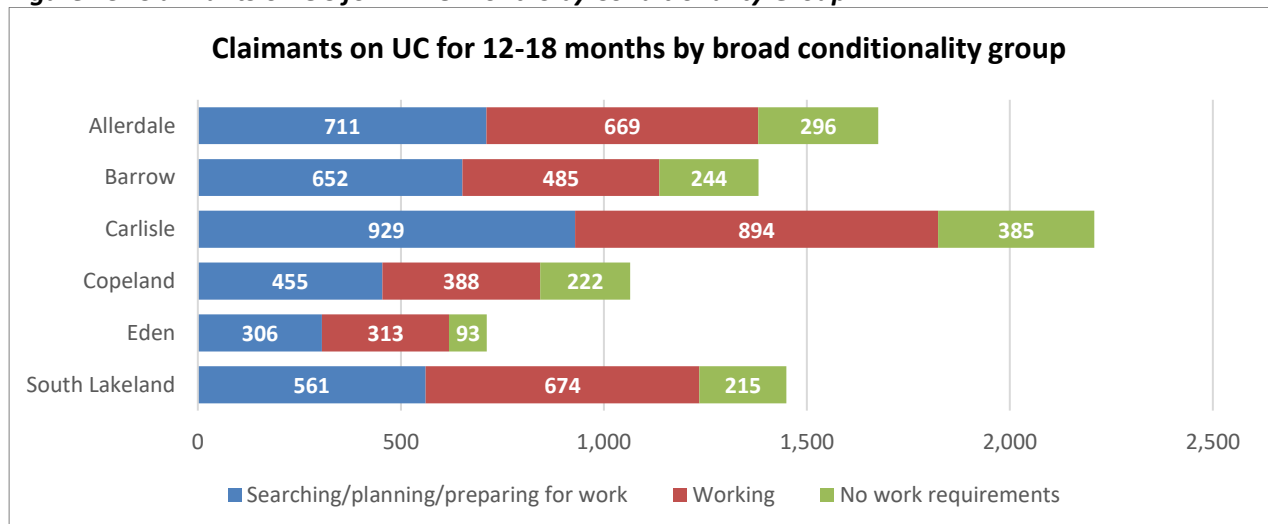
Claimants on Universal Credit for 12-18 months are eligible for the new Restart Scheme which will provide up to 12 months of tailored support to each participant to help them find sustained employment. In April 2021, there were 22,294 UC claimants in Cumbria who had been claiming for more than 12 months and 8,492 of these had been claiming for 12-18 months (although not all are in the conditionality groups that require them to seek work).

Figure 12: Duration on UC (Cumbria)



Source: DWP via Stat-Xplore

Figure 13: Claimants on UC for 12-18 months by Conditionality Group



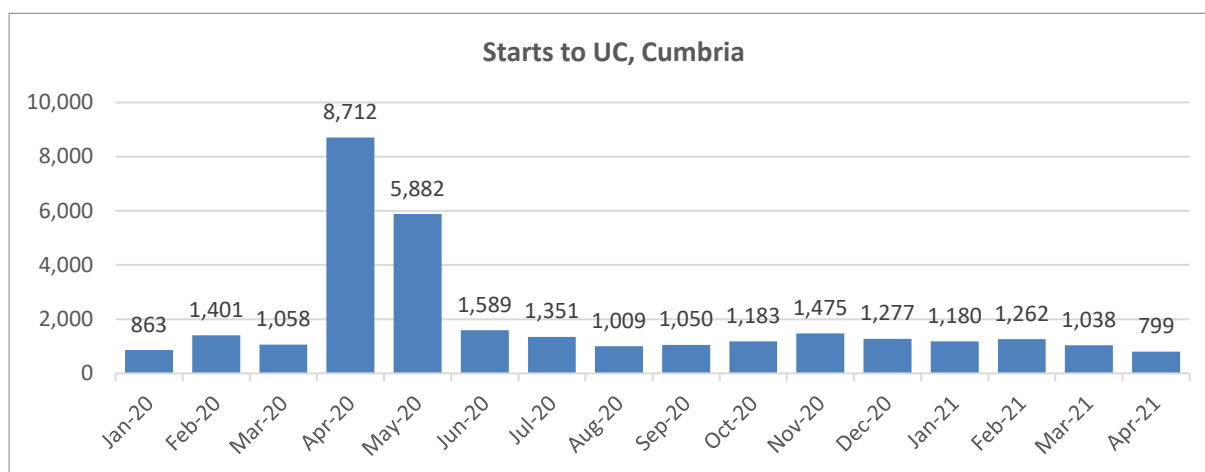
Source: DWP via Stat-Xplore

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

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.

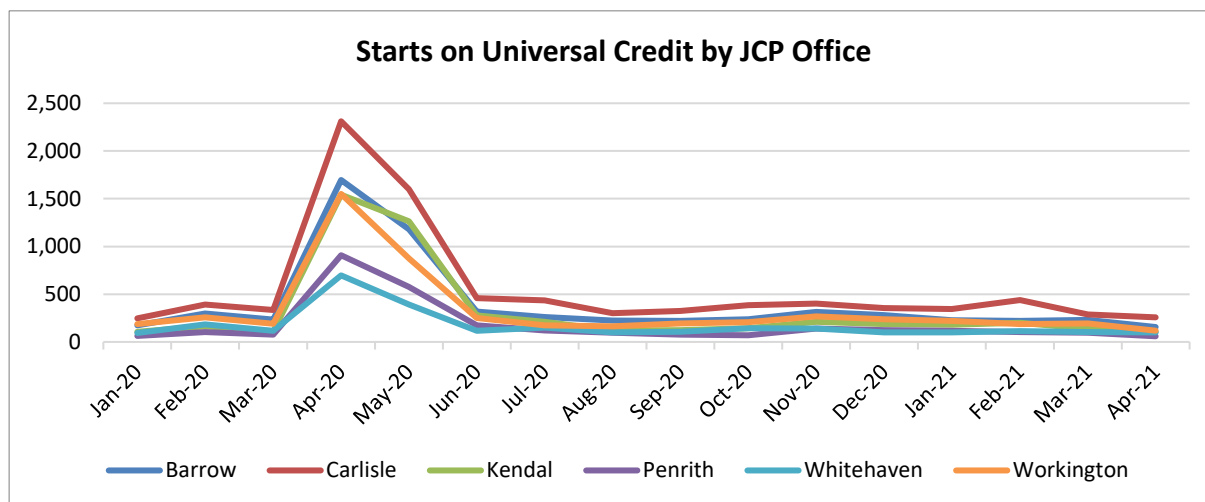
These data show that the number of UC claim starts rose significantly in April last year in response to the pandemic with 8,712 new claims started followed by 5,882 the following month before dropping down significantly later in the year. However, in April 2021 the volume of new starts on UC was down to 799 which is the lowest monthly start figure since August 2018.

Figure 14: Monthly Starts to Universal Credit – Apr 2020-Apr 2021



Source: DWP via Stat-Xplore

Figure 15: Starts on Universal Credit by JCP Office – timeseries



Source: DWP via Stat-Xplore

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

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 February. In Feb 2021 there were 30,741 households on Universal Credit in Cumbria, a rise of 13,634 from the same month last year (+80% v +95% nationally). The number of households on Universal Credit has increased particularly sharply in the LDNPA (202%), South Lakeland (156%) and Eden (120%) compared to the same time last year.

Figure 16: Number of Households on Universal Credit by District– Feb 2020 – Feb 2021

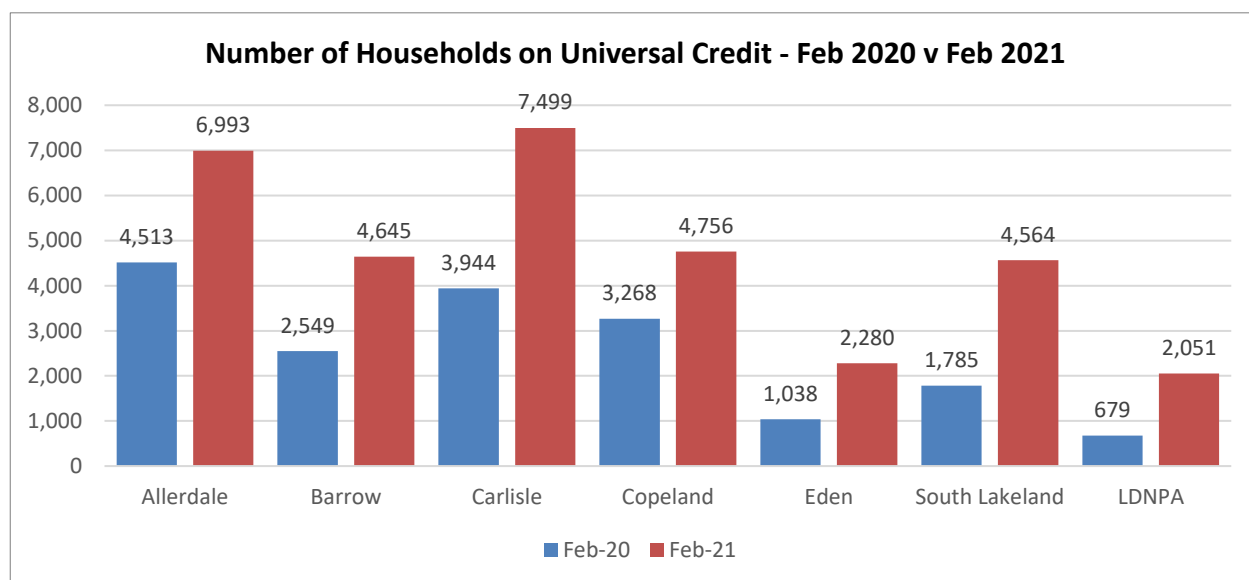
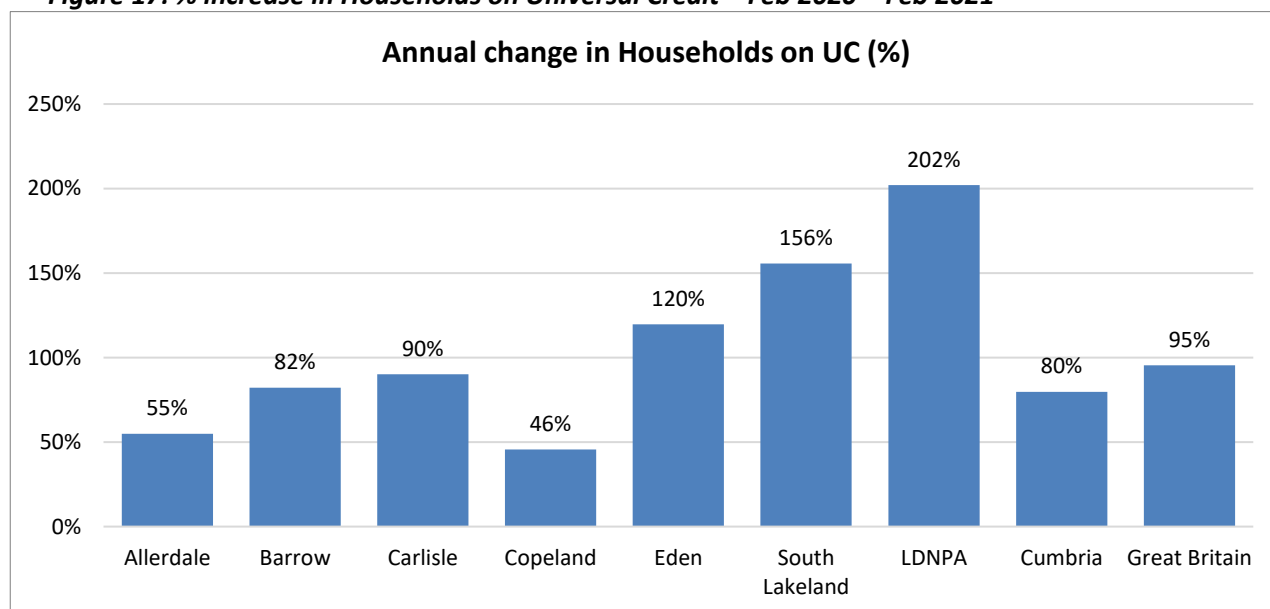


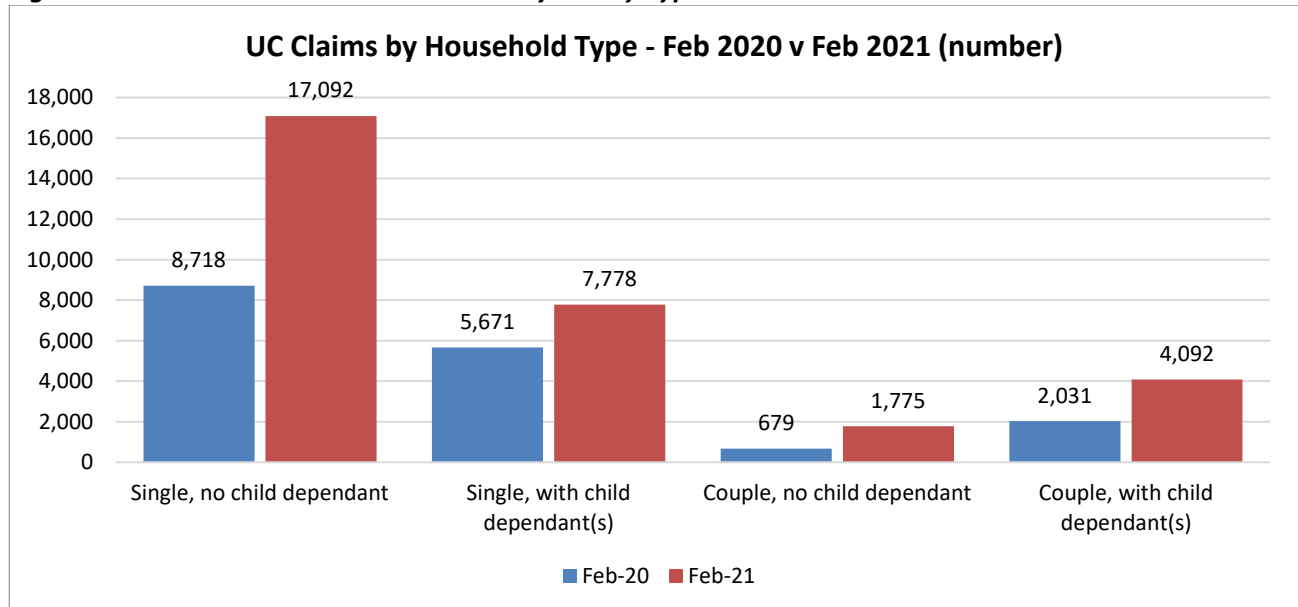
Figure 17: % increase in Households on Universal Credit – Feb 2020 – Feb 2021



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

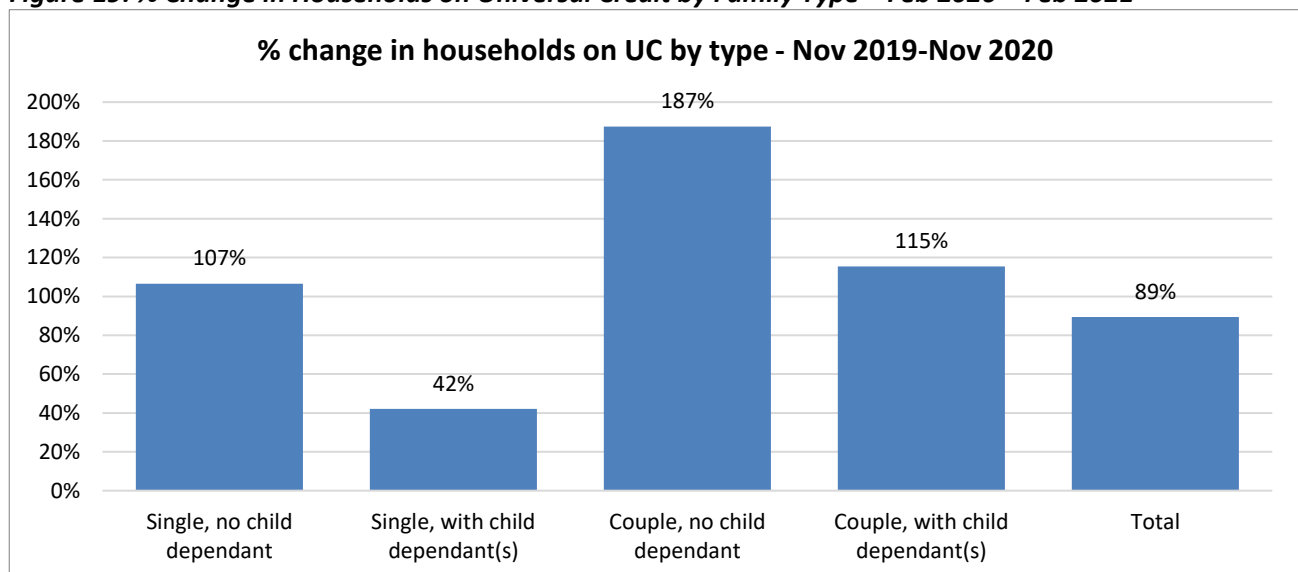
Whilst the overall number of households on UC increased by 80% in Cumbria in Feb 2021 compared to Feb 2020, this varied by household type. There were 4,168 more households with dependent children in Feb 2021 than a year previously (+54%) and there were 9,470 more households without children (+101%).

Figure 18: Households on Universal Credit by Family Type – Feb 2020 – Feb 2021



Source: DWP via Stat-Xplore

Figure 19: % Change in Households on Universal Credit by Family Type – Feb 2020 – Feb 2021



Source: DWP via Stat-Xplore

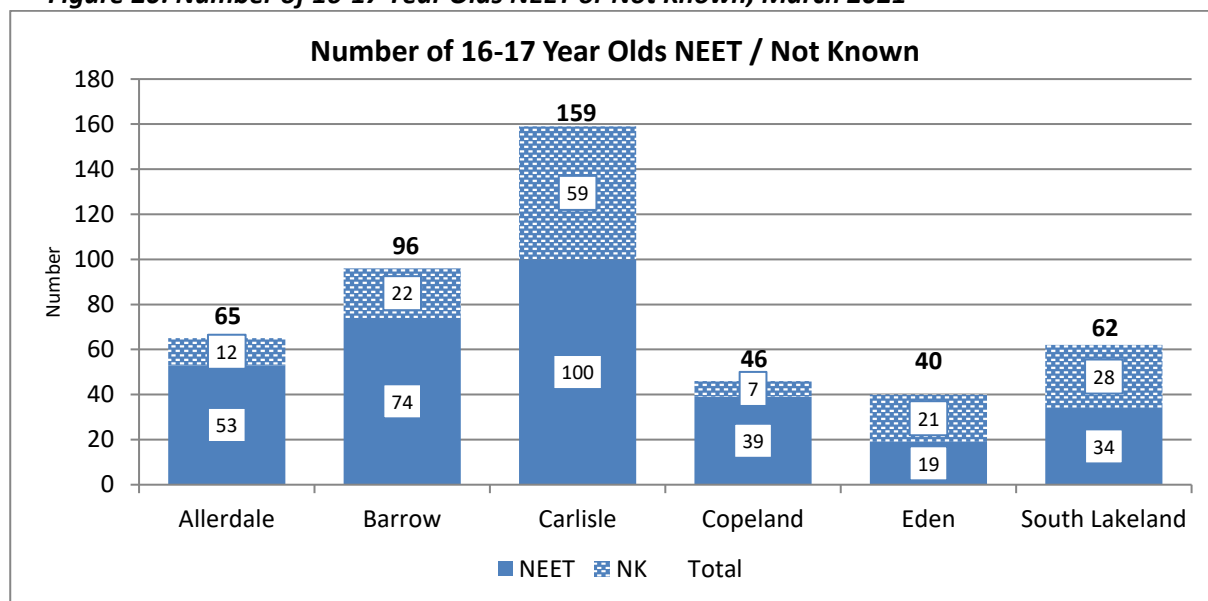
5. NEETs & Participation (released monthly)

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.

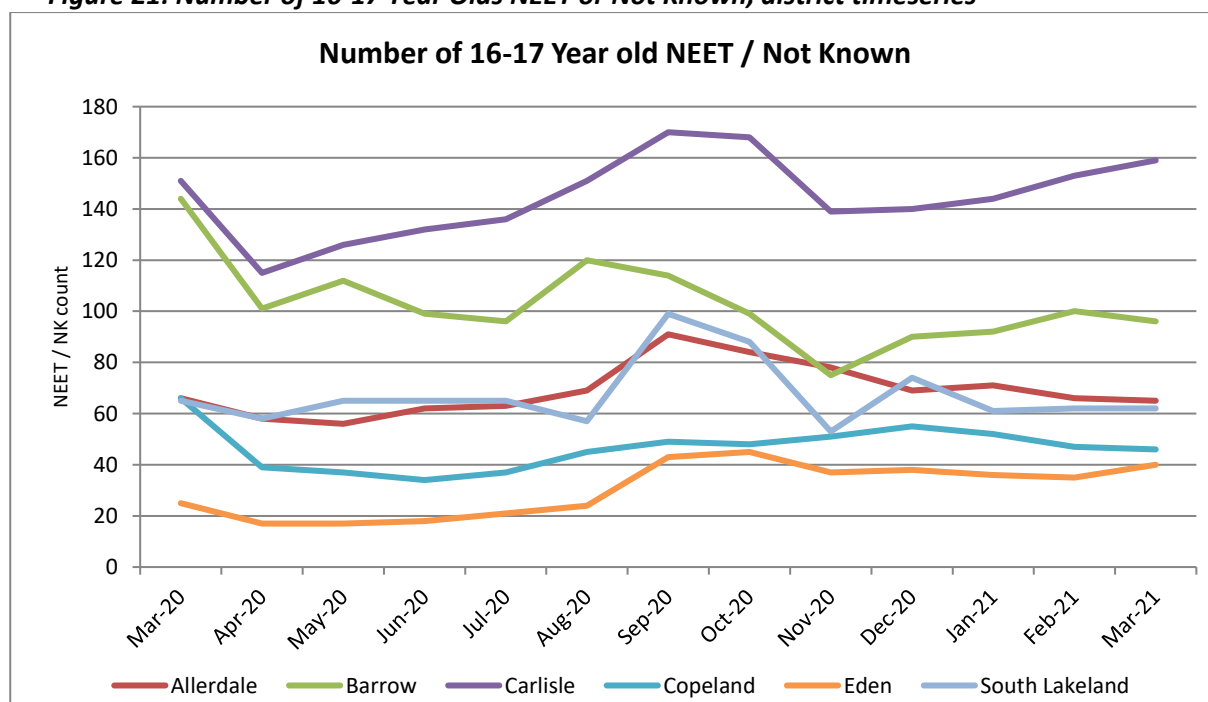
In March 2021, 490 16-17 year olds were classed as NEET in Cumbria (320 NEET and 170 whose status was Not Known), up by 9 from February and 71 higher than a year ago. Within this, the number of those known to be NEET has reduced by 18 but the number whose status is not known (and are therefore assumed to be NEET) has increased by 27. The total change is an annual increase of 17% compared to a national increase of 0.1%. The highest number of NEET/NKs was in Carlisle (159) followed by Barrow (96).

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



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

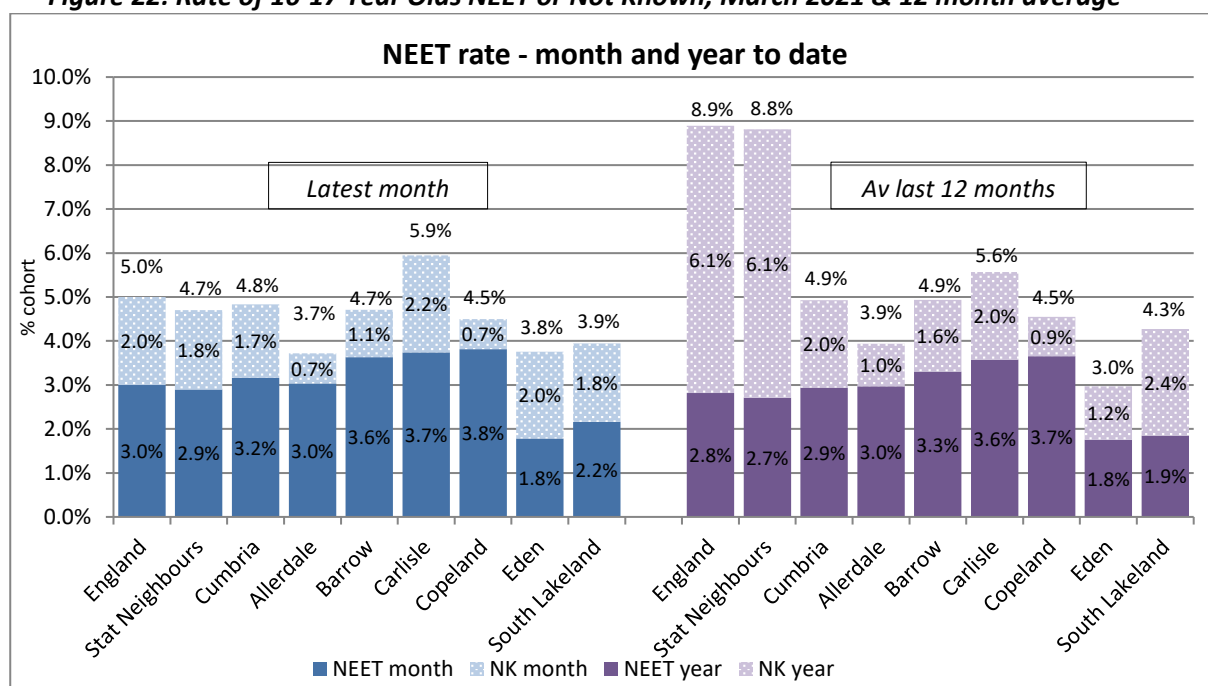
Figure 21: Number of 16-17 Year Olds NEET or Not Known, district timeseries



Source: Inspira / Cumbria Intelligence Observatory

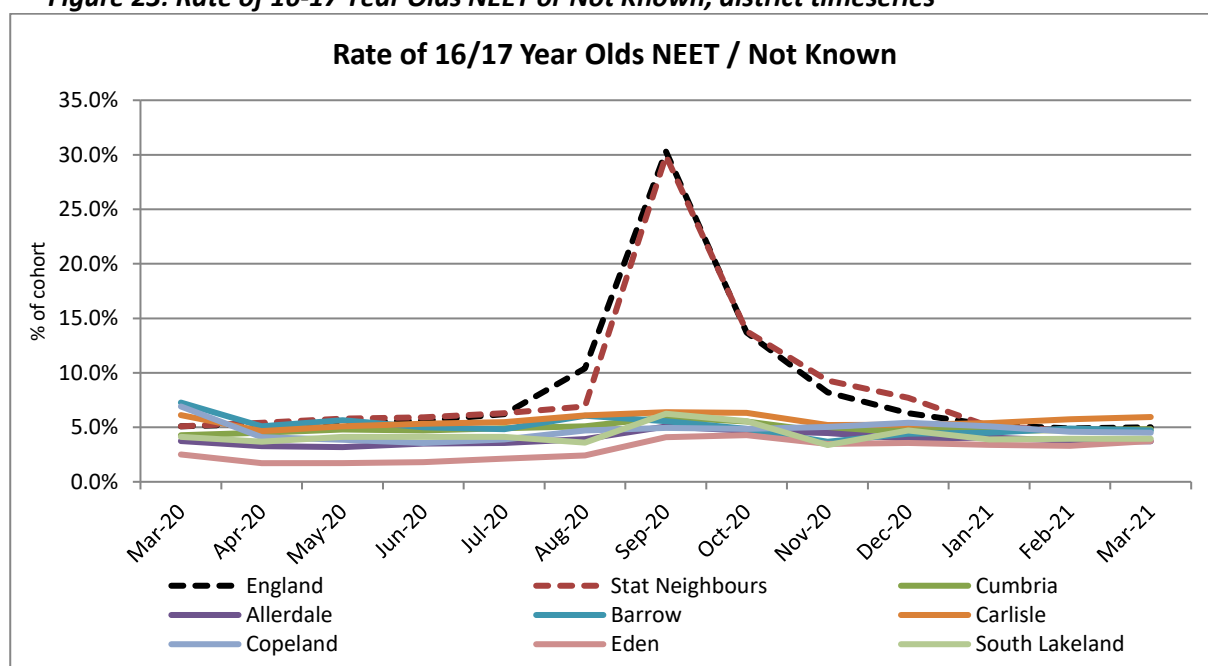
The county NEET/NK rate (% of cohort) was 4.8% in March 2021 compared to an England rate of 5.0% and an average rate of 4.7% for Cumbria's 10 statistical neighbours. The highest local rates were in Carlisle (5.9%) and Barrow (4.7%). The NEET rate in Cumbria was up 0.1ppt from February and up 0.6ppt from the same month last year. The average NEET rate for the last 12 months in Cumbria was 4.9% compared to 8.9% nationally and 8.8% for our statistical neighbours (this is influenced by different tracking arrangements around the country). Carlisle and Barrow had the highest average annual rates locally at 5.6% and 4.9% respectively.

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



Source: Inspira / Cumbria Intelligence Observatory

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



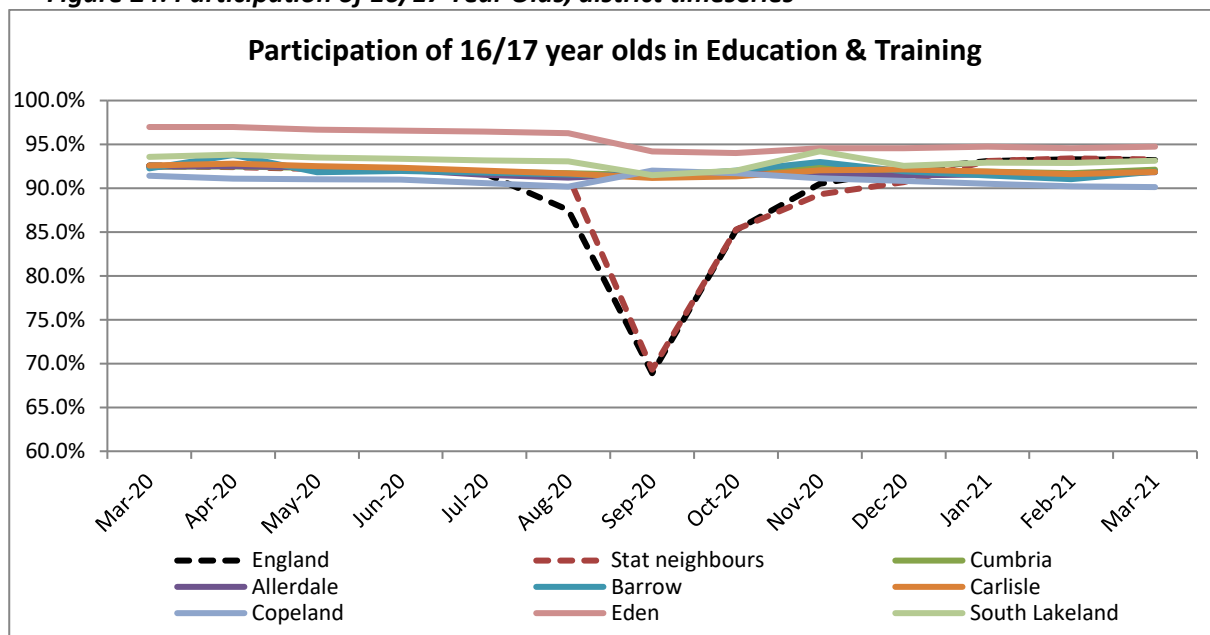
Source: Inspira / Cumbria Intelligence Observatory

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.

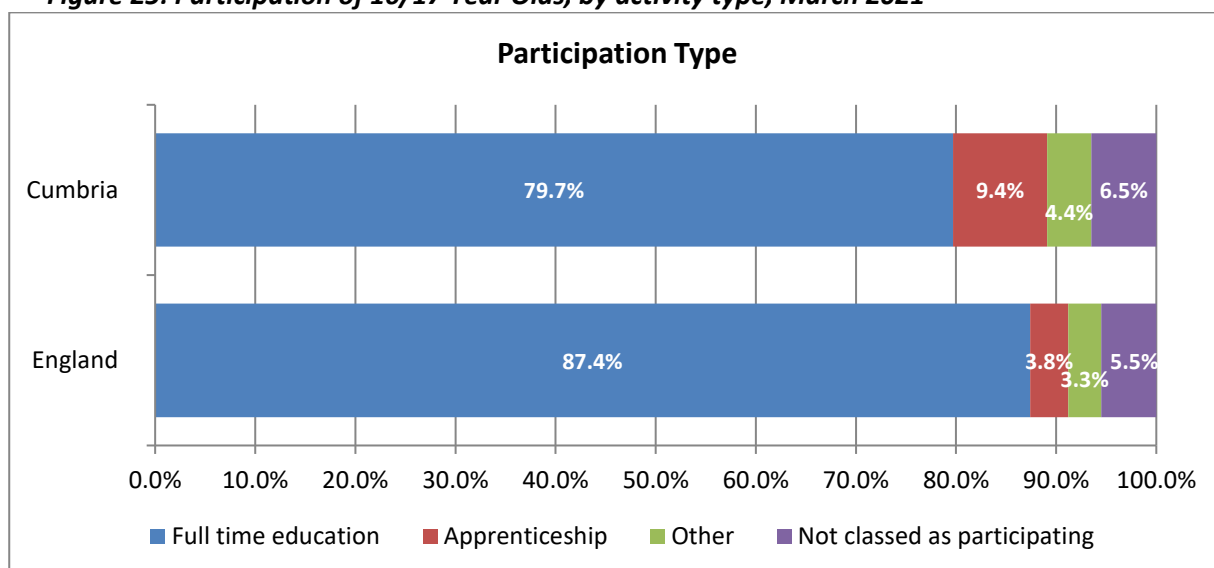
In March 2021, 92.7% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (81.1%) or by undertaking an apprenticeship (9.4%). This compares to 93.3% nationally who were deemed to be participating. Of note is that the proportion undertaking an apprenticeship in March was down from 11.2% a year ago to 9.4% in March this year while the proportion in full time education or training was up from 79.0% to 81.1%.

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



Source: NCCIS

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



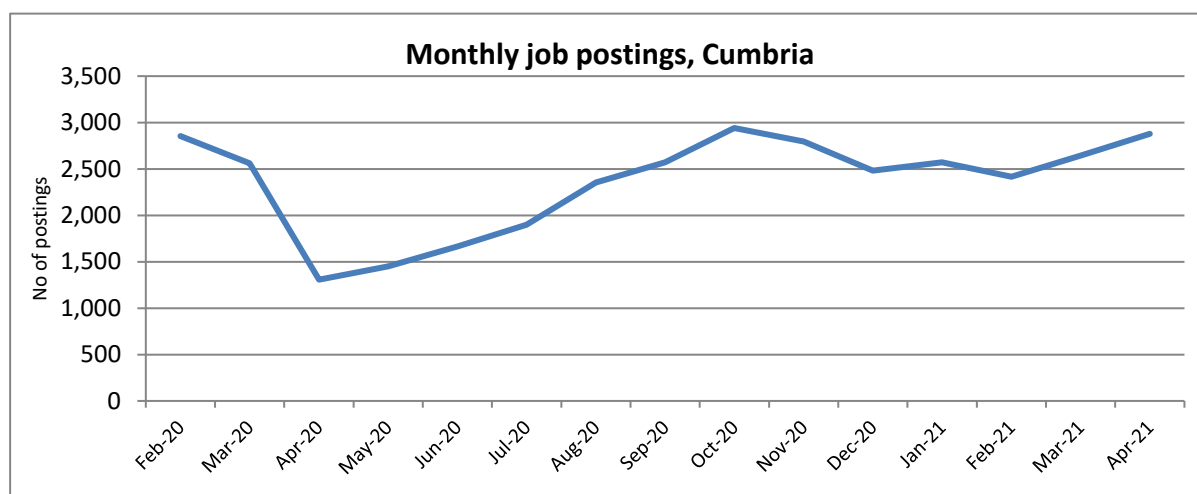
Source: NCCIS (district data not available)

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 April 2021 there were 2,880 new job postings in Cumbria which is 235 more than in March (an upturn of 9%) and more than double the volume in April last year. The steep decline in postings at the start of the pandemic last March/April is evident in the chart below as is, to a lesser extent, the impact of the restrictions since October, followed by the recent upturn as the roadmap out of restrictions starts to be implemented.

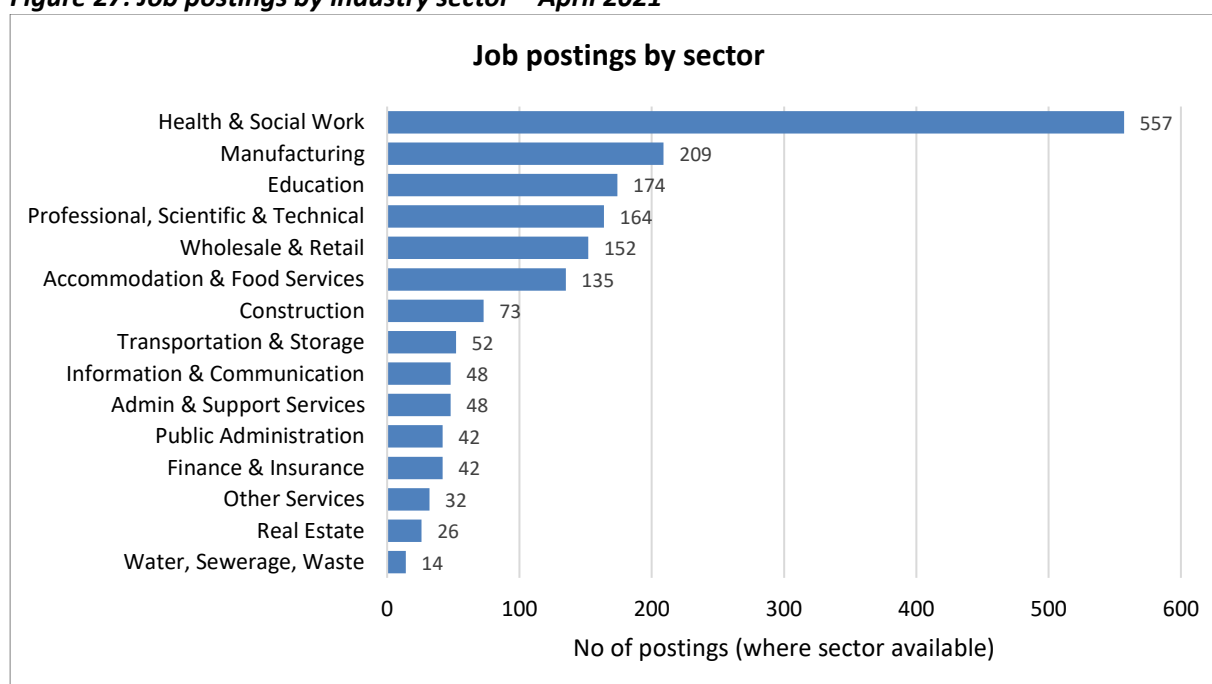
Figure 26: Job postings by month



Source: Labour Insight (Burning Glass Technologies)

The demand for staff can also be assessed by sector, although it should be noted that not all postings contain sufficient data for a sector to be identified. In April the sector with the most postings was health & social work (557) which accounts for nearly a third of all postings, followed by manufacturing (209) and education (174).

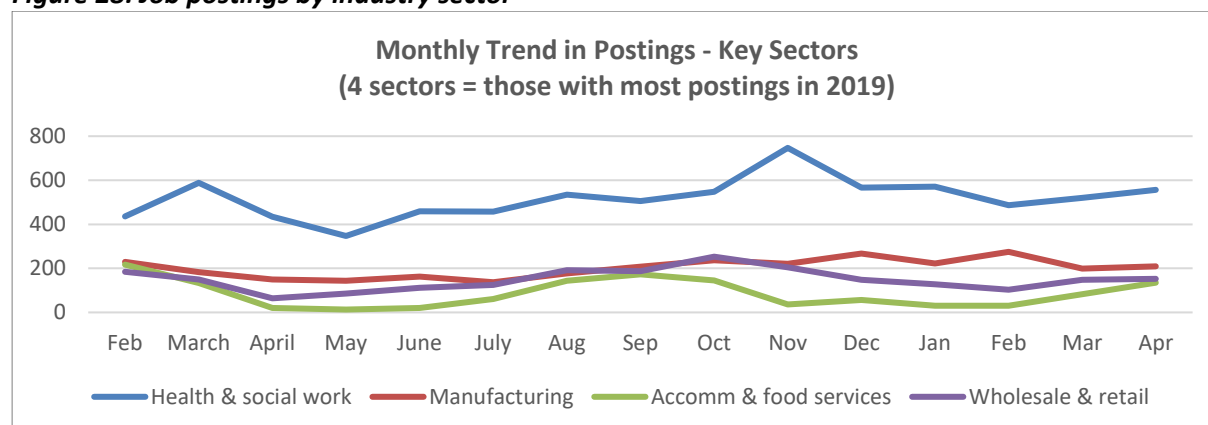
Figure 27: Job postings by industry sector – April 2021



Source: Labour Insight (Burning Glass Technologies)

Despite overall levels returning to those prior to the pandemic, this has varied between sectors. The chart below shows the trend for the four sectors which recorded the highest levels of postings in 2019 (ie pre-pandemic). It can be seen that demand from health related organisations peaked in November before returning to a more normal level. Demand from the manufacturing sector has remained relatively stable throughout. The retail and hospitality sectors both saw an upturn in March and accommodation & food services continued this into April. However, both sectors remain below the level seen in February last year just before the pandemic struck.

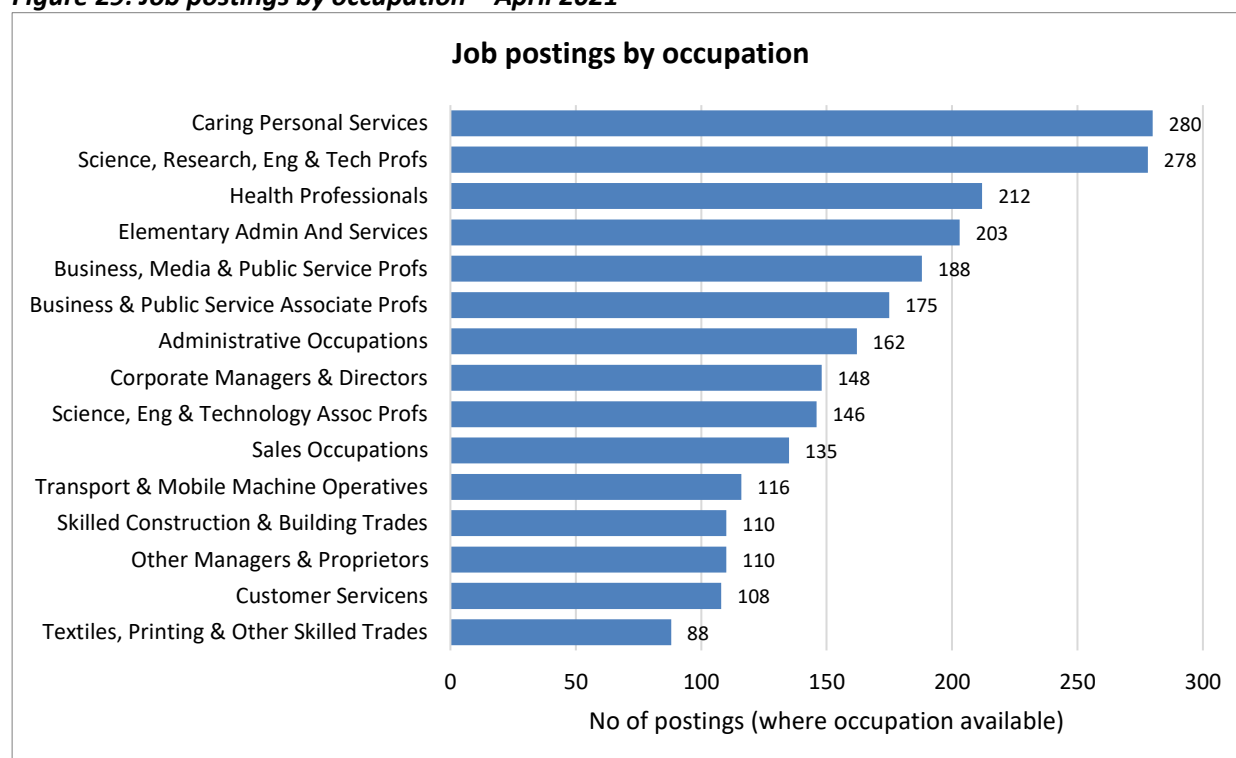
Figure 28: Job postings by industry sector



Source: Labour Insight (Burning Glass Technologies)

Reflecting the demand by sector, the most commonly advertised vacancies last month were for caring personal services (280), science, research, engineering & technical professionals (278) and health professionals (212).

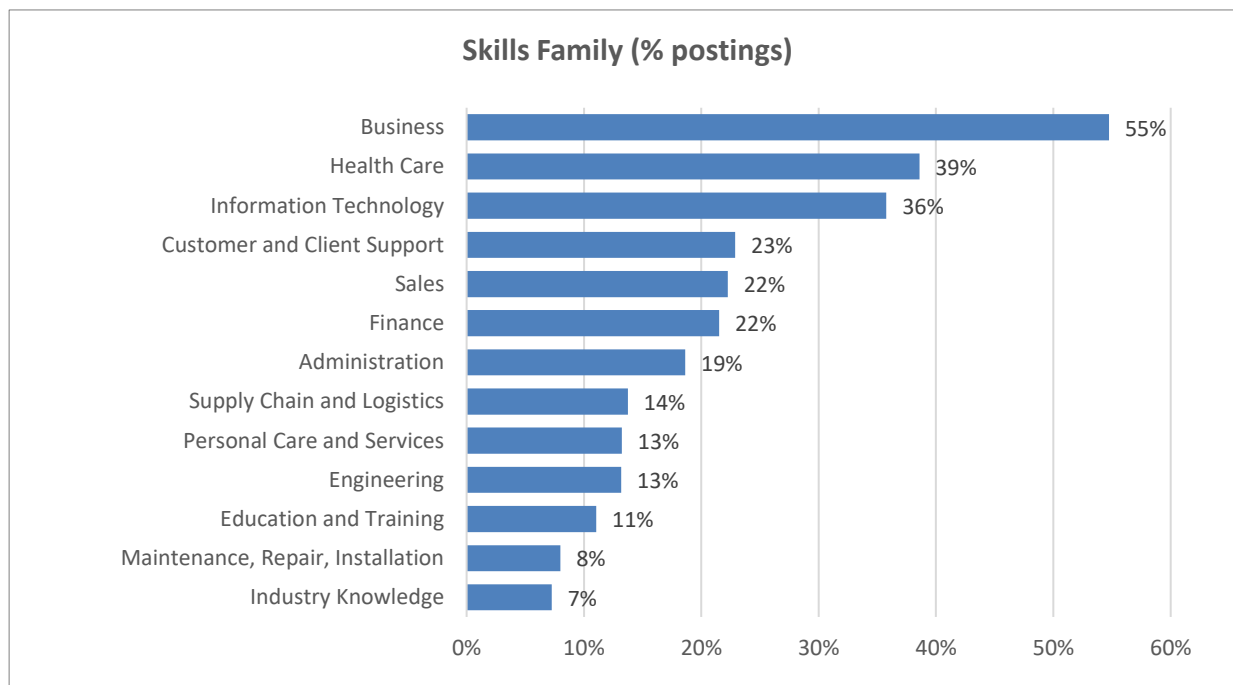
Figure 29: Job postings by occupation – April 2021



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 2,880 postings in April contained over 5,000 skills mentions. Almost half of postings (which referred to specific skills) contained reference to business skills and over a third to health care skills. Information Technology skills also featured strongly.

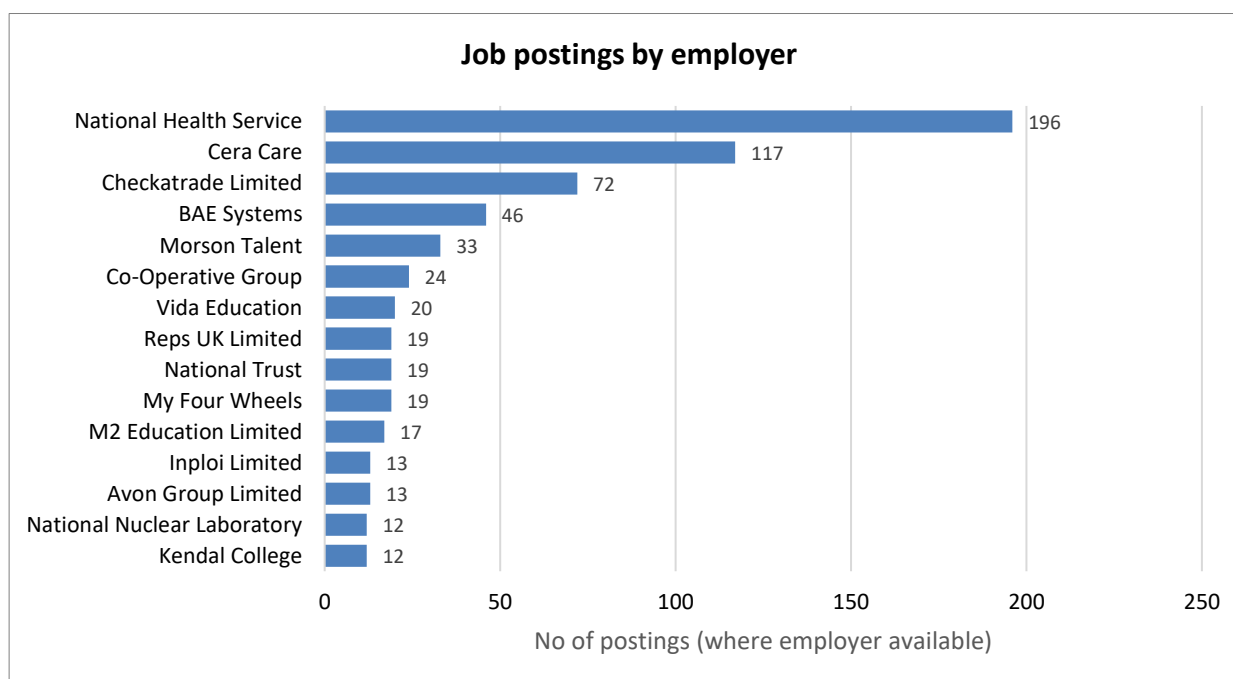
Figure 30: Skills family – April 2021



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 then Checktrade (with these adverts referencing an upturn in the construction sector in recent months).

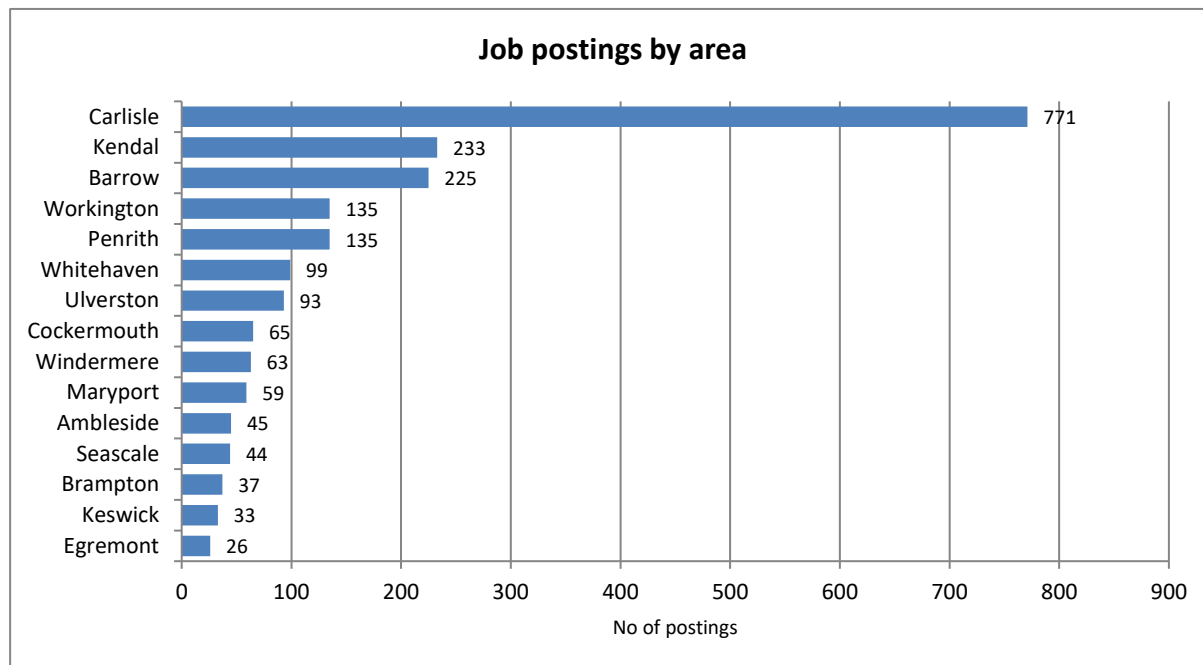
Figure 31: Employers – April 2021



Source: Labour Insight (Burning Glass Technologies)

Postings increased in all parts of Cumbria except Barrow which saw a decline for the second month running. There were particular increases in Allerdale, Eden and South Lakeland which probably reflects the impending easing of restrictions on the retail and hospitality sector.

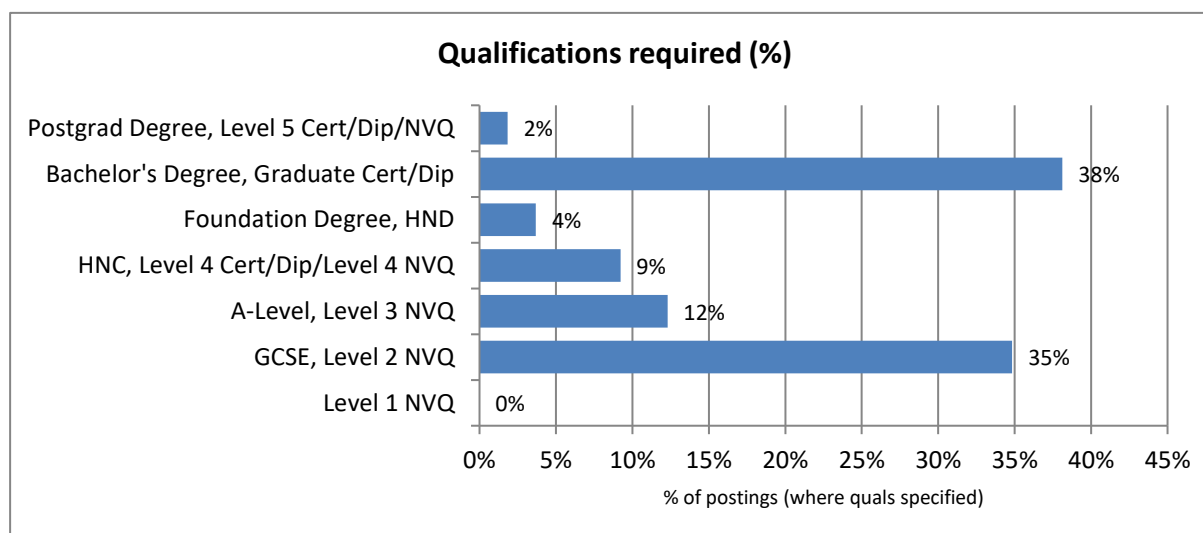
Figure 32: Job location – April 2021



Source: Labour Insight (Burning Glass Technologies)

Specific qualifications are only mentioned in around a fifth of postings but where they were specified, 35% required GCSE/level 2 and 38% required a bachelor's degree or equivalent.

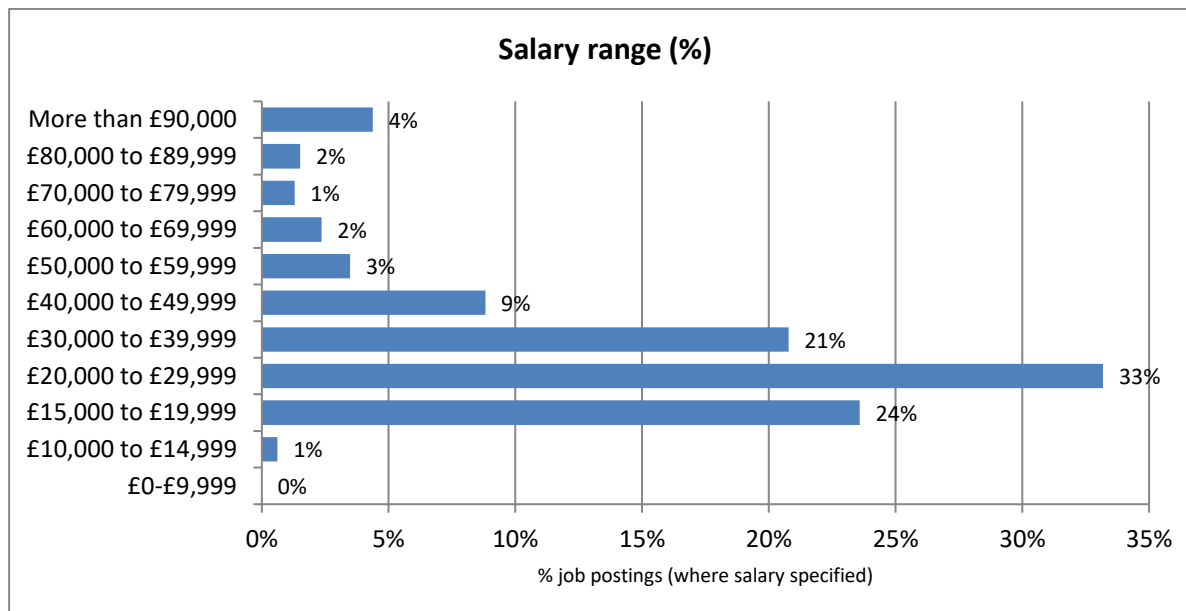
Figure 33: Qualification level – April 2021



Source: Labour Insight (Burning Glass Technologies)

Specific salaries are only mentioned in around two thirds of posting, but where they were, a third were offering salaries of £20,000-£29,999, a quarter £15,000-£19,999 and a fifth £30,000-£39,999. The mean advertised salary was £33,800.

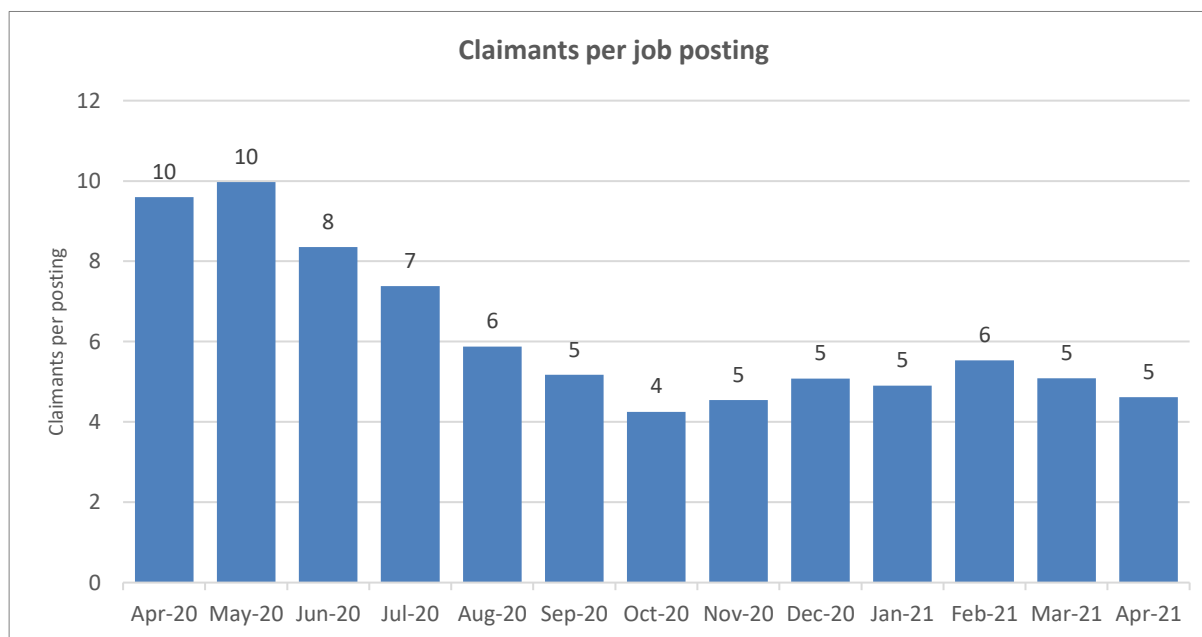
Figure 34: Salary range – April 2021



Source: Labour Insight (Burning Glass Technologies)

As vacancy levels have increased in the last couple of months there's been a small fall in the ratio of claimants to vacancies to 5 claimants per job posting in April. This is down from the high of 10 at the peak of the first lockdown in 2020 but still higher than the pre-pandemic average when it was 3 claimants per job posting.

Figure 35: Claimants per Job Posting – April 2021



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

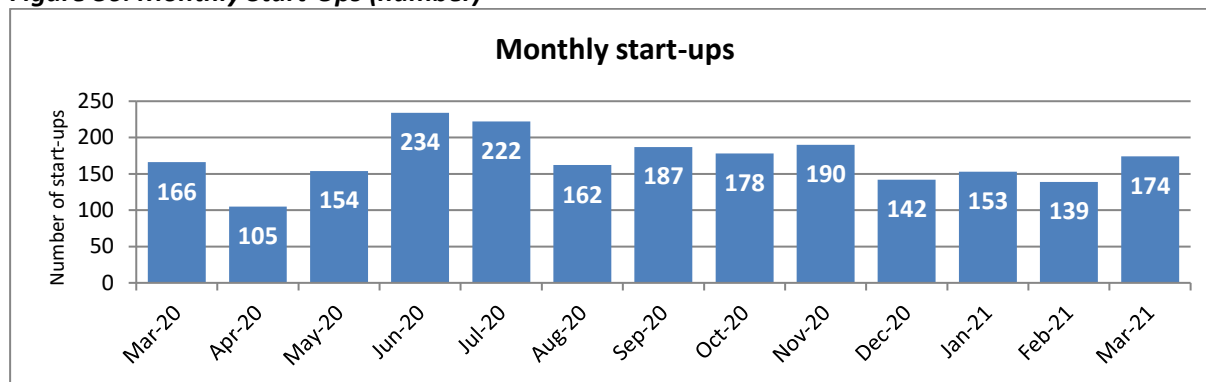
7. BUSINESS START-UPS

7a. Small 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 174 business start-ups in Cumbria in March 2021, a rise of 35 from February (25%) and 8 more than the same month last year. Over the quarter there were 466 start-ups compared to 532 in the same quarter last year. Nationally the number of start-ups rose by 1% from February. Over the quarter (Jan-Mar), there were 466 start-ups which is 66 fewer than the same quarter last year, a fall of 12% compared to a national increase of 3%.

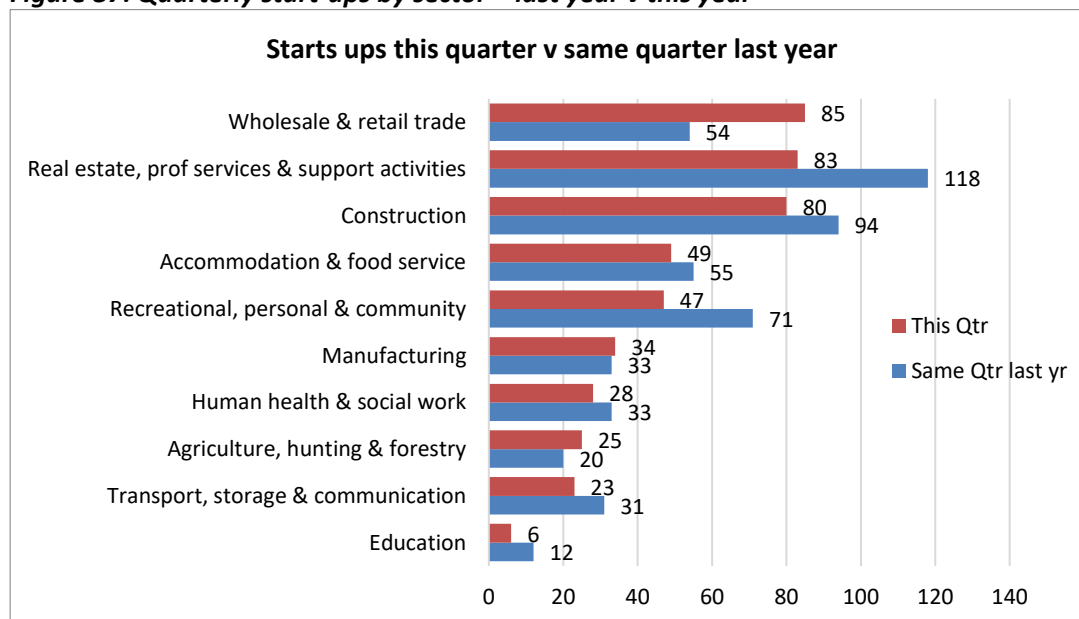
Figure 36: Monthly Start-Ups (number)



Source: BankSearch

The highest volume of start-ups in the past quarter (Jan-Mar) were organisations in wholesale & retail (85), real estate, professional services & support activities (83) and construction (80).

Figure 37: Quarterly start-ups by sector – last year v this year



Source: BankSearch

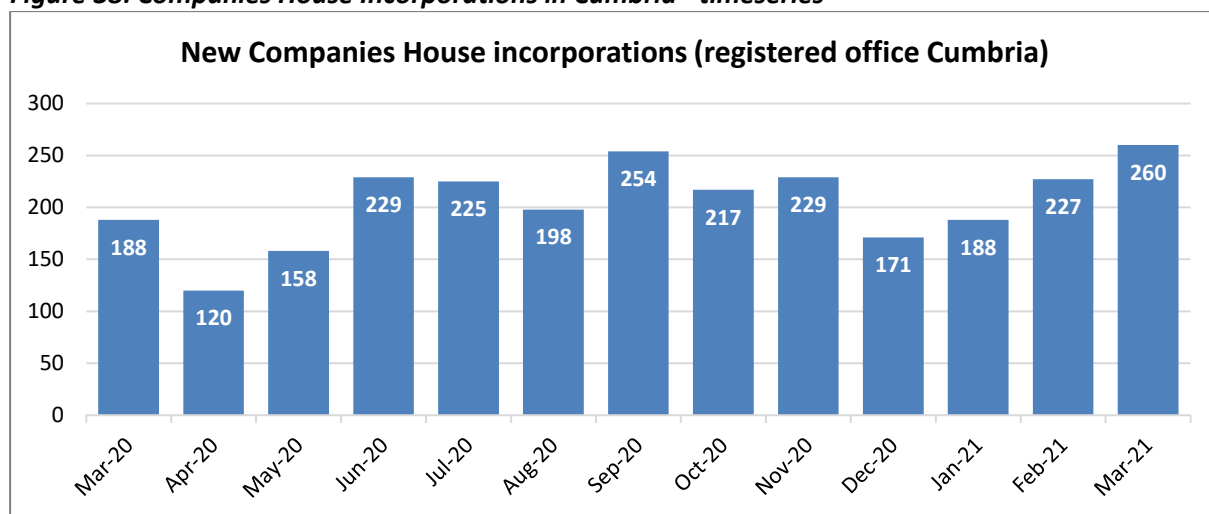
7b: New Companies House Incorporations

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

There were 260 new Companies House incorporations in March 2021, a rise of 33 since February and also 72 higher than the same month last year. New registrations rose everywhere in Cumbria in March except Eden where there were 8 fewer.

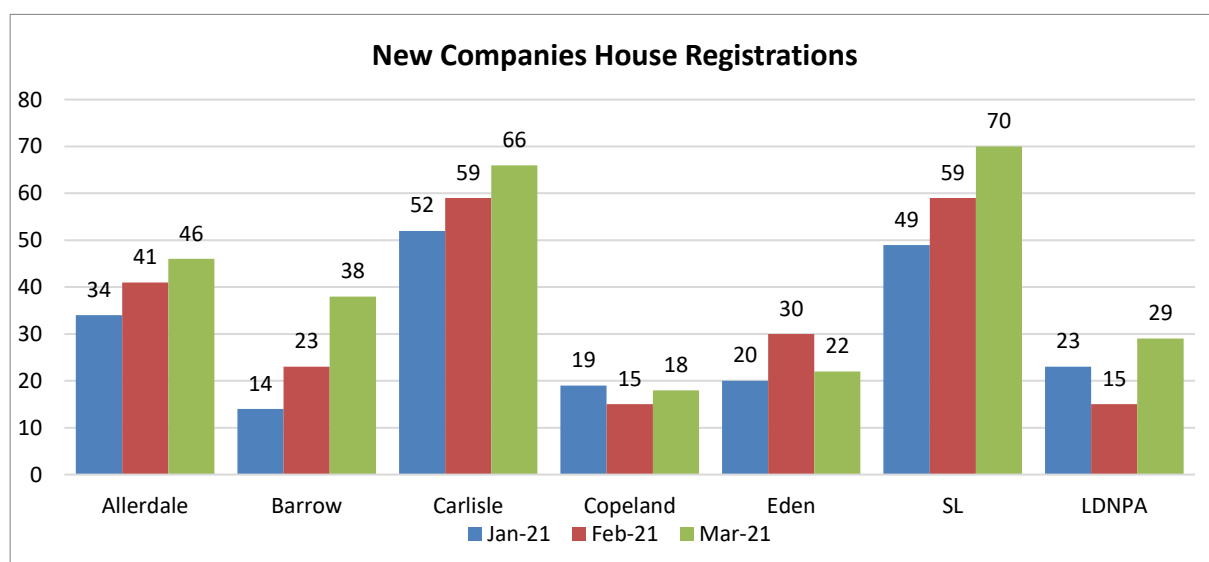
It should be noted that activity during the pandemic has been influenced by the pausing and subsequent resumption of activity at Companies House. Therefore, trends in this data should be viewed with a degree of caution.

Figure 38: Companies House Incorporations in Cumbria - timeseries



Source: BankSearch, data relate to registered office address.

Figure 39: Companies House Incorporations by District, last 3 months



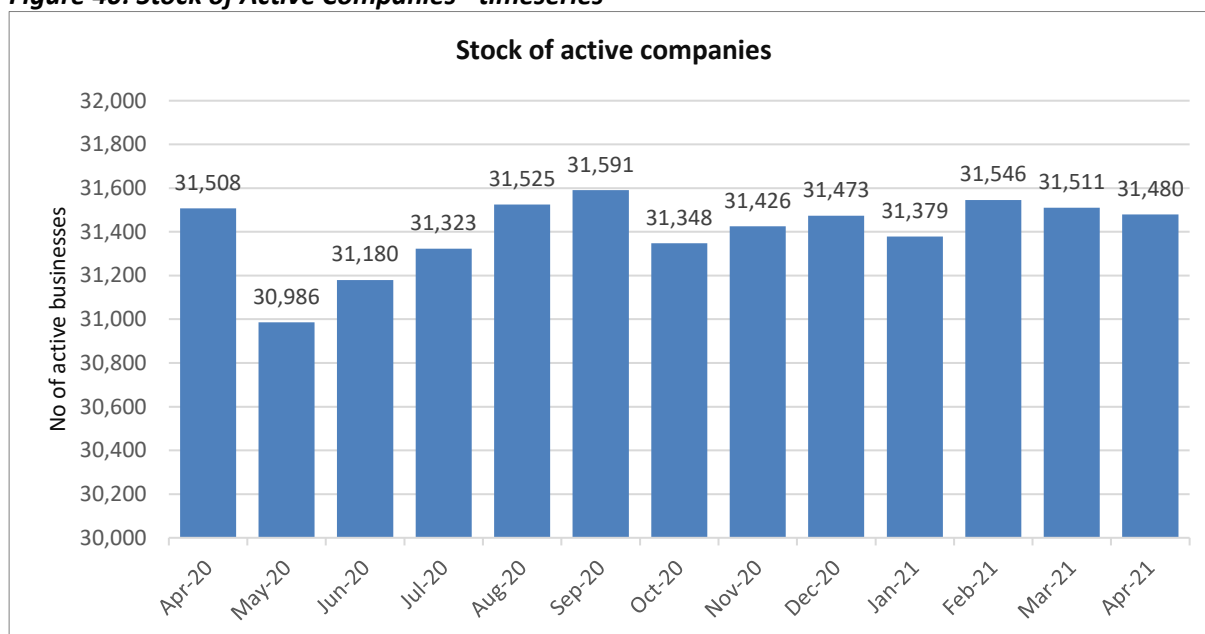
Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

8. COMPANIES HOUSE COUNTS – ACTIVE, DISSOLVED, HIGH CREDIT RISK

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.

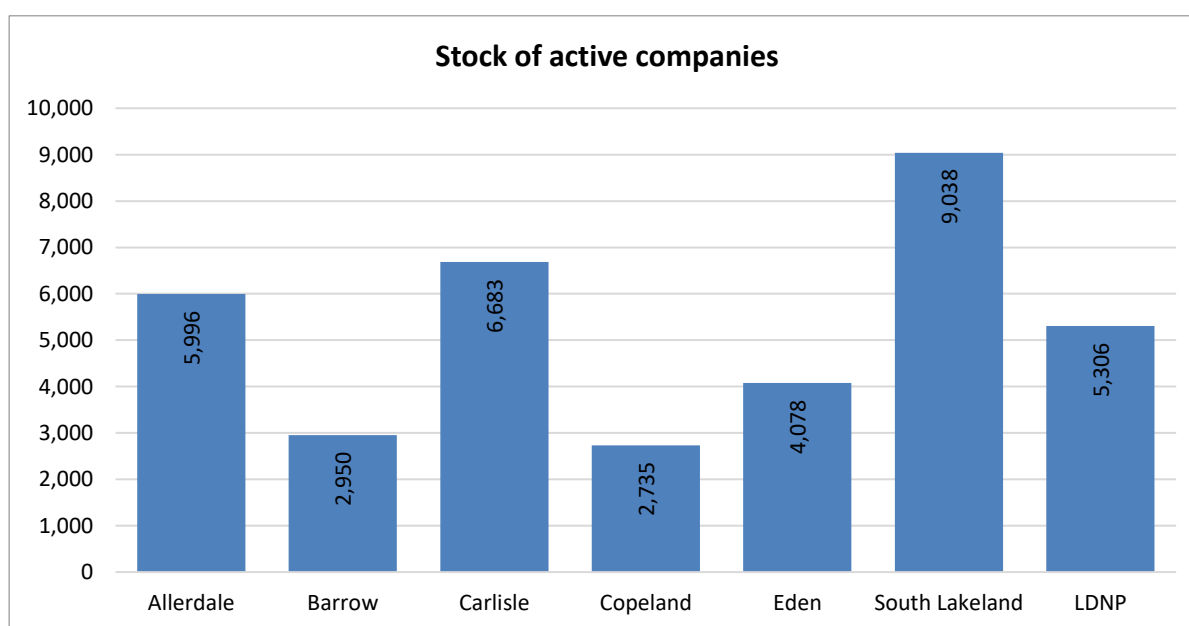
At the end of April 2021 there were 31,480 entries on the FAME database for Cumbria, a fall of 31 from last month. The number of businesses dissolved/entering liquidation in Cumbria was 112 in April and 3.3% of businesses had a high risk credit score (% of those with a score) well below the national average of 5.8%.

Figure 40: Stock of Active Companies - timeseries



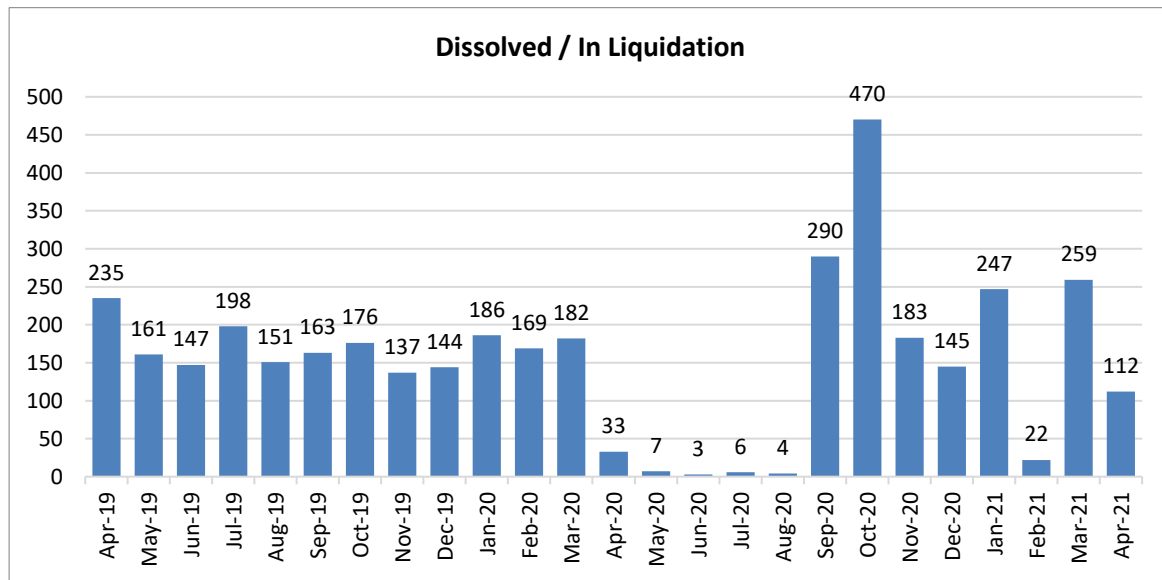
Source: FAME (Bureau Van Dijk)

Figure 41: Stock of Active Companies by District, April 2021



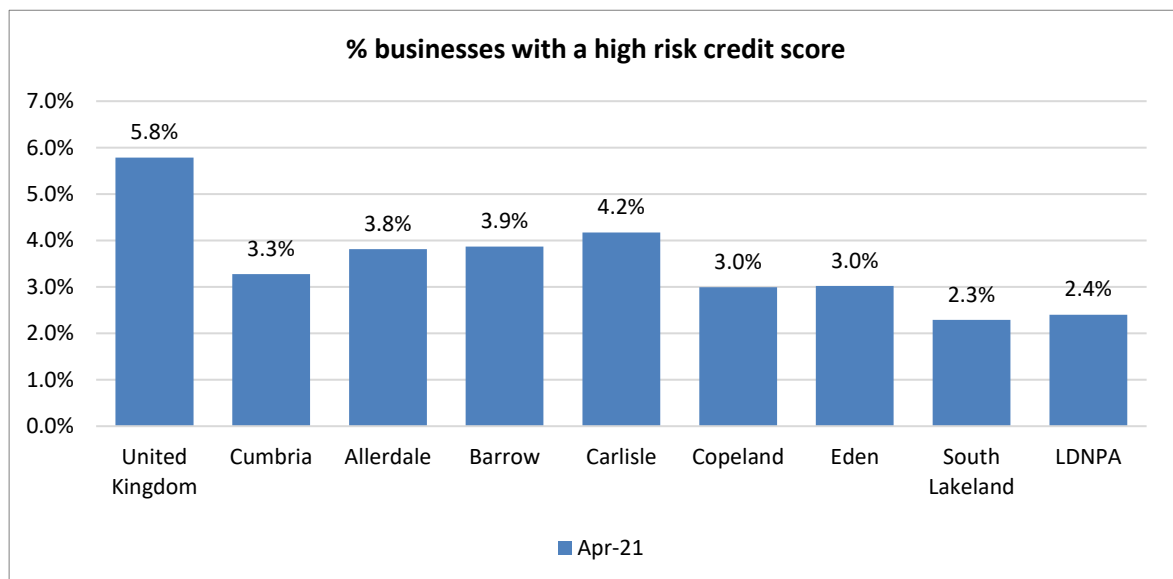
Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district

Figure 42: Businesses dissolved/in liquidation during month, timeseries



Source: FAME (Bureau Van Dijk)

Figure 43: Businesses with a high risk credit score (% those with a score)



Source: FAME (Bureau Van Dijk)

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