

Introduction

This briefing contains the most recent data from the standard Claimant Count and Universal Credit registers (both counts taken on **10th June**). The briefing also the latest available data on payrolled employment, job postings, NEETs, business start-ups and active companies. Furlough data is contained in a separate briefing as the HMRC data release timetable is different to the ONS timetable for labour market 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 other briefings can be found on the Observatory website: www.cumbriaobservatory.org.uk.

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1. KEY FINDINGS FOR CUMBRIA

- There were estimated to be 219,041 payrolled employees resident in Cumbria in June 2021, an increase of 2,399 from May (1.1%) following on from a similar increase in May. This means there are now 5,504 more payrolled employees resident in Cumbria than this time last year (+2.6%) and levels are now similar to those of June two years ago.
- Employee levels are higher than two years ago in West Cumbria (+325) but are still running slightly behind in East Cumbria (-27).
- Median monthly earnings in June in Cumbria were £1,830 which is 93% of the UK average. They were highest in West Cumbria (99% of UK) but lower in East Cumbria (89% of UK).
- There were 11,215 claimants of JSA / UC (out of work and seeking work) on 10th June. The claimant count fell overall in Cumbria by 955 from May. The count fell in all parts of the county with the biggest numerical falls in South Lakeland (-255) and Carlisle (-200) and the biggest % falls in South Lakeland (-14.5%) and Eden (-11.4%).
- Compared to the same time last year, which was the height of the labour market impact of COVID-19, the claimant count is 2,690 lower (-19.3%) but it is still significantly higher than the level seen in June 2 years ago (+4,880 / +74%).
- The claimant rate in Cumbria fell to 3.8% in June, a fall of 0.3 and it remains below the national rate of 5.6% in all parts of Cumbria.
- Compared to a year ago, the claimant rate in Cumbria is 0.9 percentage points lower, down from 4.7% to 3.8%. This compares to a national decrease of 0.6 percentage points. However compared to the same time 2 years ago, the claimant rate is still 1.6ppt higher in Cumbria.
- Claimant rates are below the national average in all age groups at Cumbria level and also in most districts, the exceptions being Barrow where claimant rates for 16-24 year olds have crept above the national average again and in Carlisle where rates for 25-34 year olds remain above the national average.
- There were 36,150 claimants of Universal Credit in Cumbria on 10th June (in work, out of work, not required to seek work), a rise of 105 (0.3%) from the revised May figure and 2,122 (6.2%) higher than a year ago. However, within this total, there was a fall of 841 in claimants in the searching, planning, preparing category alongside a rise of 752 in those claiming whilst in work.

In addition there was an increase of 204 in claimants with no work requirements. This suggests that although claimants are finding work, it may be in part time or low paid roles.

- The claimant rate for all UC claimants was 12.2% in June compared to 14.7% 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.
- 25,329 (70%) of UC claimants had been claiming for more than 12 months in June 2021, an increase of 623 from May. There was a decrease of 2,396 in the number claiming for less than a year. Of those claiming for over a year, 9,035 were in the searching, planning, preparing for work group and 9,280 were in work (claimants may be in different groups during their claim).
- Data for households on Universal Credit is published quarterly and the latest is for Feb 2021. This shows that in Feb 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 17,900 jobs held by Cumbrian residents furloughed in May, a fall of 11,800 from April. This is a reduction of 40% compared to a national reduction of 30% and furloughing reduced more quickly than nationally in all parts of Cumbria. The furlough rate was 8% (down from 12% in April) which is the same as the national average and for the first time, Cumbria no longer has the highest furlough rate *A separate briefing is available on the latest furlough data.*
- There were 452 young people (aged 16/17) classed as NEET in May, down by 34 from April and 19 fewer than a year ago. This is an annual decrease of 4.0% compared to an annual decrease of 6.3% for England.
- The NEET rate was 4.5% in Cumbria in May, down 0.3ppt from April and also 0.3ppt lower than a year ago. Nationally the NEET rate was 5.0% which is 0.5ppt lower than a year ago.
- The participation rate for 16/17 year olds was 92.5% in May compared to a national rate of 931%. The proportion participating by undertaking an apprenticeship is 1.7% lower than a year ago while the proportion in full time education or training has increased by 2%.
- 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 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 3,146 job postings in June similar to the volume in May. Levels were almost double those seen in June last year and also significantly higher than June two years ago, reflecting demand from multiple sectors simultaneously as lockdown restrictions were being eased.
- The highest volume of job postings was in the health sector followed by manufacturing and accommodation & food services.
- The mostly commonly advertised occupations were for health professionals, caring personal service roles, business media & public service professionals and elementary admin & services.
- The most common skills "family" mentioned in postings was business skills followed by health care, customer & client support and finance skills.
- In June there were 4 claimants per new job posting in Cumbria the same as last month as a result of the decreases in claimants and the rises in job postings.
- There were 450 business start-ups in the quarter ending May, 25 more than the same quarter last year.
- The highest volume of start-ups was in real estate & professional services (96), construction (74) and wholesale & retail (73).
- There were 230 new Companies House incorporations in May a fall of 8 from April but 72 more than in May last year.
- There were 31,528 active companies in Cumbria at the end of June, 27 fewer than in May.
- There were 187 businesses dissolved/in liquidation during June and 3.3% of businesses in Cumbria that had a credit score were rated high risk (NB: only around half of entries on the database have a credit score).

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

NB: Unless stated otherwise, the unemployment figures in this national overview use a survey-based method of calculation which includes non-claimants and is measured over a quarterly period. This is very different from the monthly claimant-based method used for local areas and can produce different trends. Therefore these figures should not directly be compared to the local area data (the survey based data is not available locally).

The most recent data show the national labour market continuing to recover.

- The number of payroll employees showed another monthly increase, up 356,000 in June 2021 to 28.9 million. However, it remains 206,000 below pre-coronavirus (COVID-19) pandemic levels. For the first time since the beginning of the pandemic, some regions are now above pre-pandemic (February 2020) levels. These include North East, North West, East Midlands and Northern Ireland.
- Following a period of employment growth and low unemployment, since the start of the pandemic, the employment rate has generally decreased, and the unemployment rate increased. However, since the end of 2020 both have shown signs of recovery. In the latest period (March to May 2021), there was an increase in the employment rate of 0.1 percentage points, to 74.8%, and a decrease in the unemployment rate of 0.2 percentage points, to 4.8%. The economic inactivity rate is up 0.1 percentage points on the previous quarter, to 21.3%.
- With the relaxation of many coronavirus restrictions, total hours worked increased on the quarter, however it is still below pre-pandemic levels. The redundancy rate decreased on the quarter and has returned to pre-pandemic levels.
- There were 862,000 job vacancies in April to June 2021 – 77,500 above its pre-pandemic level in January to March 2020. All but one industry saw quarterly increases in their number of vacancies. In June 2021, the experimental monthly vacancies data, and the experimental Adzuna online vacancies data both continued to surpass pre-pandemic levels.
- Growth in average total pay (including bonuses) was 7.3% and regular pay (excluding bonuses) was 6.6% among employees for March to May 2021. However, annual growth in average employee pay is being affected by temporary factors that have inflated the increase in the headline growth rate. These are compositional effects where there has been a fall in the number and proportion of lower-paid employee jobs so increasing average earnings and base effects where the latest months are now compared with the start of the coronavirus pandemic, when earnings were first affected and pushed down.

3. PAYROLLED EMPLOYMENT & EARNINGS

These data come from HM Revenue and Customs' (HMRC's) Pay As You Earn (PAYE) Real Time Information (RTI) system. They cover employees payrolled by employers only and not self-employment income or income from other sources such as pensions, property rental and investments. The data are classed as Experimental Statistics as the methodologies used are still in their development phase. There are currently no sector or demographic breakdowns for areas below regions and local area data only go to ITL2 level (West / East Cumbria). West Cumbria = Allerdale, Barrow, Copeland. East Cumbria = Carlisle, Eden, South Lakeland.

Seasonal adjustment (SA) seeks to smooth out the volatility you would expect to see as a result of seasonal factors and this makes it easier to see if unusual occurrences have taken place in an area as well as making comparisons with other areas more appropriate.

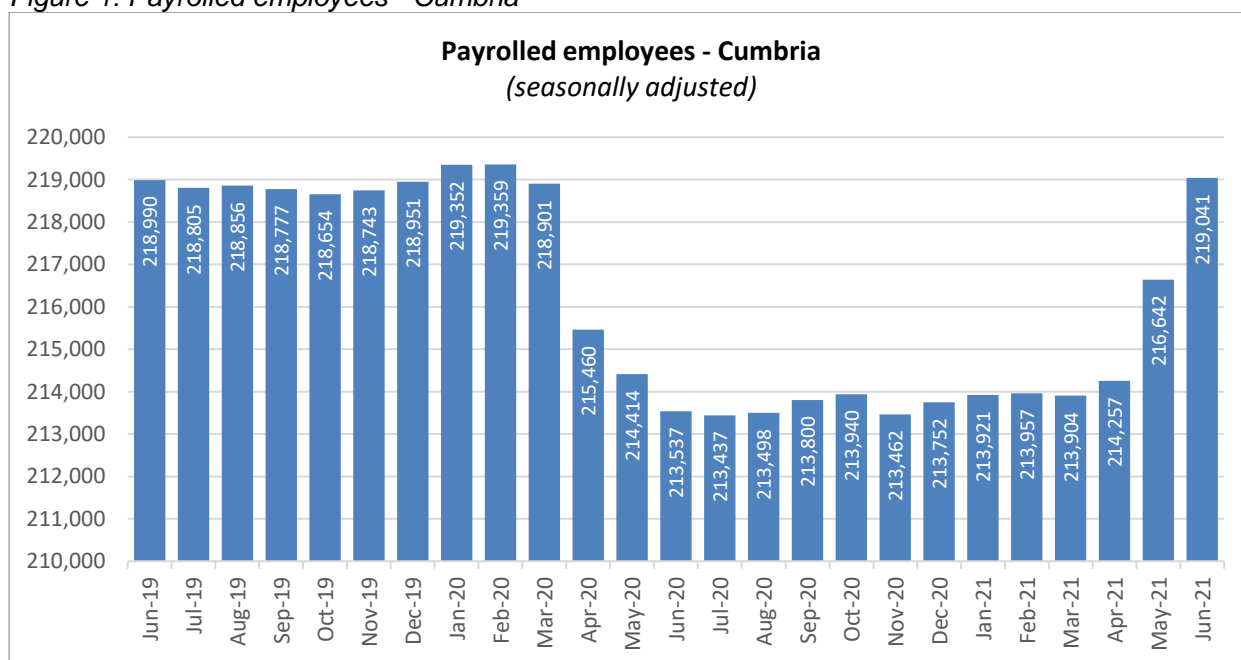
Employees are recorded at their place of residence not their place of work and latest month figures are always a "flash estimate" with around 15% of the data being imputed and then revised in the subsequent publication.

Furloughed employees are included in the counts as they are still paid through the HMRC system.

3a. Payrolled employees

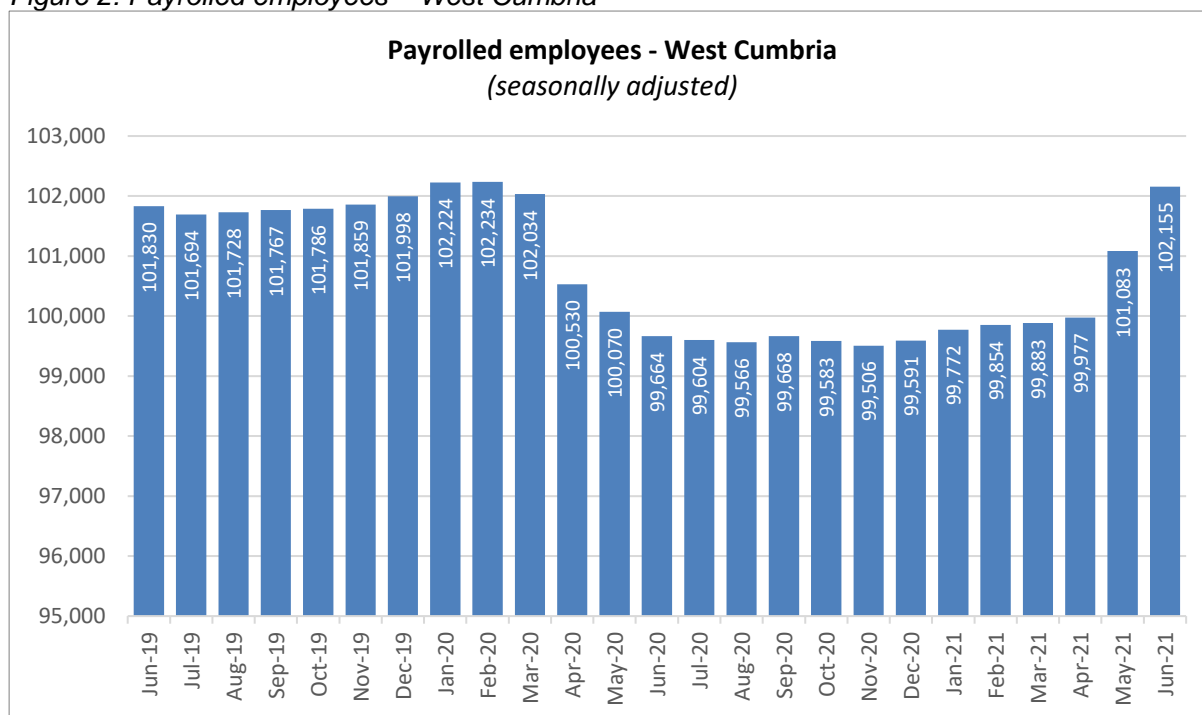
There were estimated to be 219,041 residents in Cumbria in payrolled employment in June, an increase of 2,399 from May and 5,504 more than a year ago. This means levels are almost back to those of two years ago (just 51 lower). However, this varied between West and East Cumbria – in West Cumbria employee levels are actually higher than two years ago and very similar to the Feb 2020 pre-pandemic baseline whereas in East Cumbria they remain below levels of two years ago and also those of February 2020.

Figure 1: Payrolled employees - Cumbria



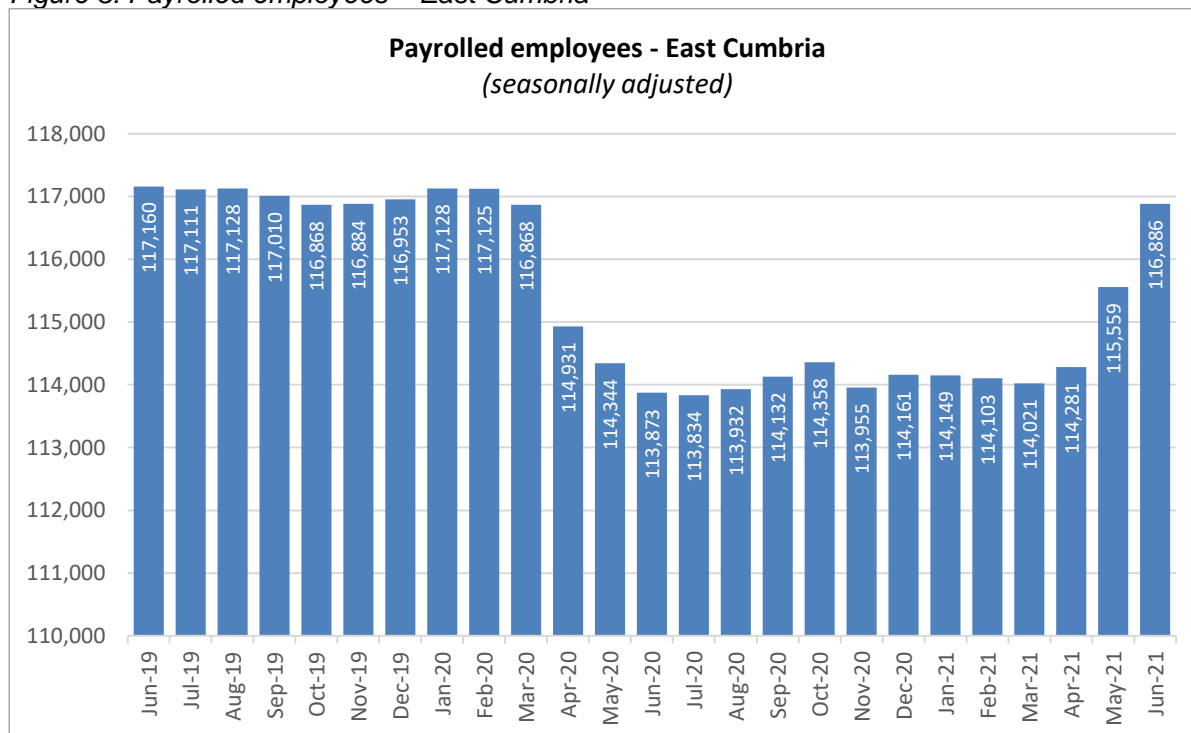
Source: HMRC / ONS Latest month data are always provisional.

Figure 2: Payrolled employees – West Cumbria



Source: HMRC / ONS Latest month data are always provisional.

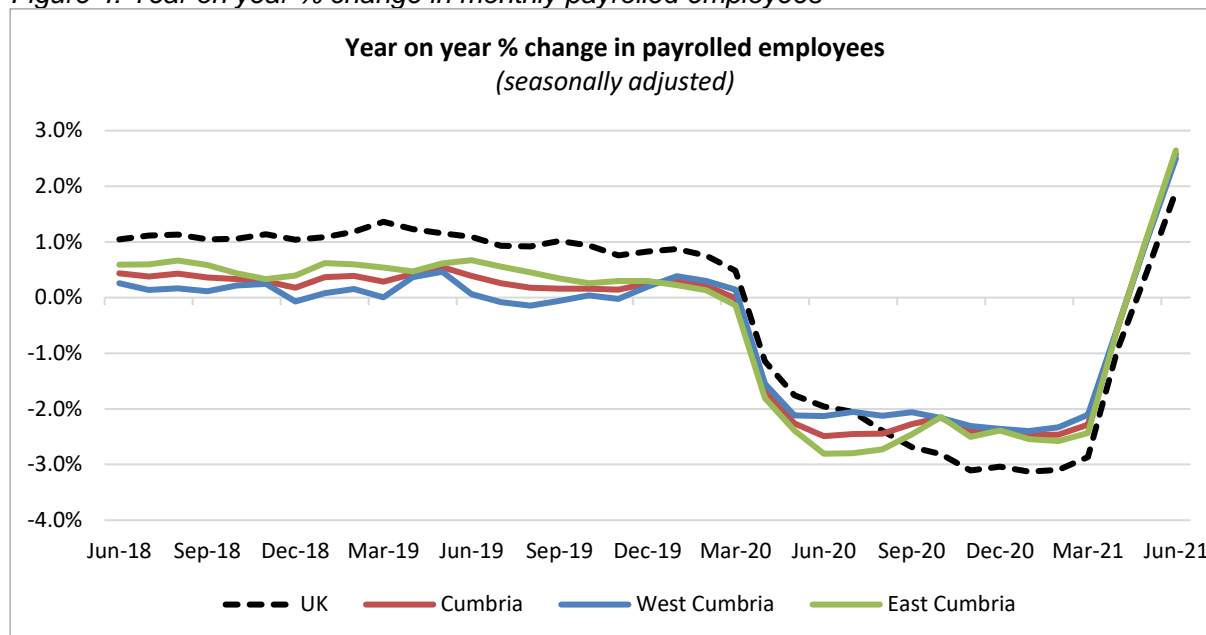
Figure 3: Payrolled employees – East Cumbria



Source: HMRC / ONS Latest month data are always provisional.

The following chart shows the annual % change in payrolled employees each month (seasonally adjusted). This shows that UK jobs growth was consistently running ahead of Cumbria's growth throughout 2018 and 2019. In the early part of the pandemic East Cumbria was particularly badly affected with West Cumbria less affected but in the final quarter of 2020 and first quarter of 2021 the negative growth in UK employees was more pronounced than in both halves of Cumbria. Things have narrowed in the second quarter of 2021 but Cumbria is still running slightly above the UK. NB: furloughed employees are included in the figures as they are still processed through the PAYE system.

Figure 4: Year on year % change in monthly payrolled employees

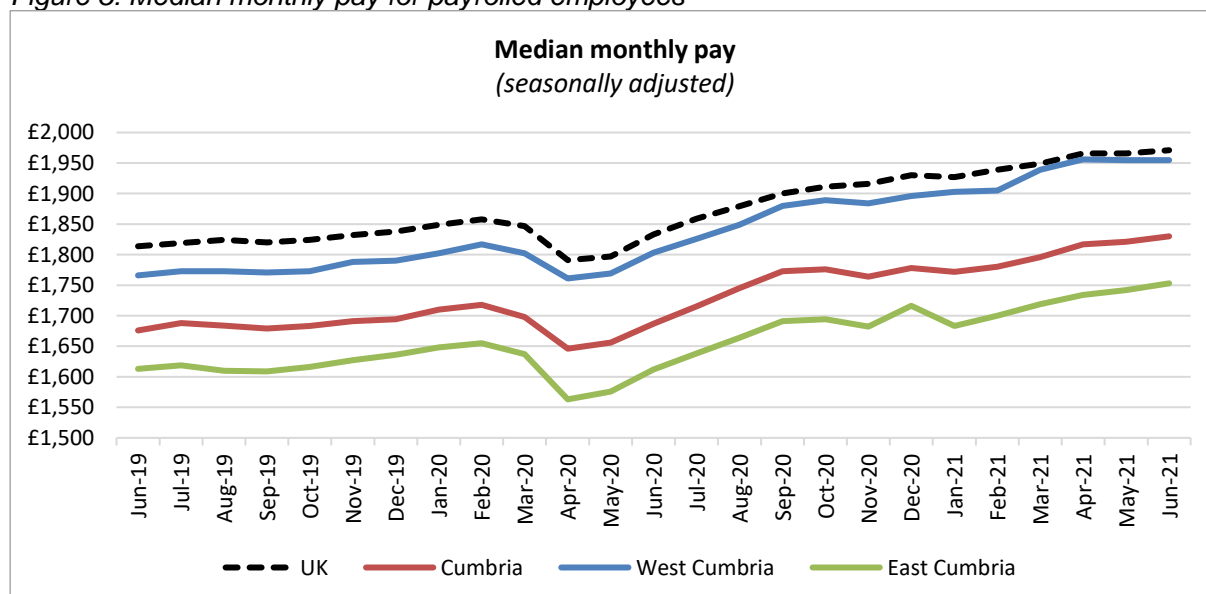


Source: HMRC / ONS Latest month data are always provisional.

3b. Median monthly pay

Median monthly pay for employees in Cumbria was £1,830 in June 2021 which is 93% of the UK average. There was a variation between West and East Cumbria with employee earnings in West Cumbria running at 99% of the UK average but those in East Cumbria only 89%.

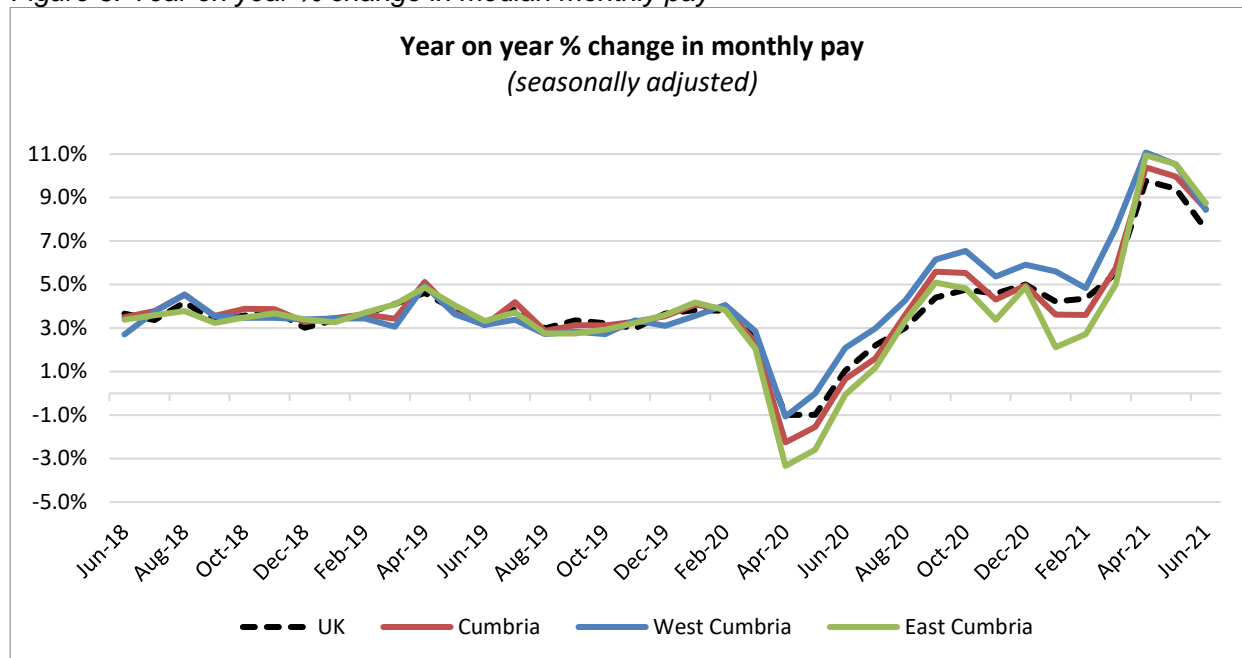
Figure 5: Median monthly pay for payrolled employees



Source: HMRC / ONS Latest month data are always provisional.

During 2018 and 2019, median pay growth was very similar in Cumbria to nationally. It has held up better than nationally in West Cumbria but has varied much more in East Cumbria.

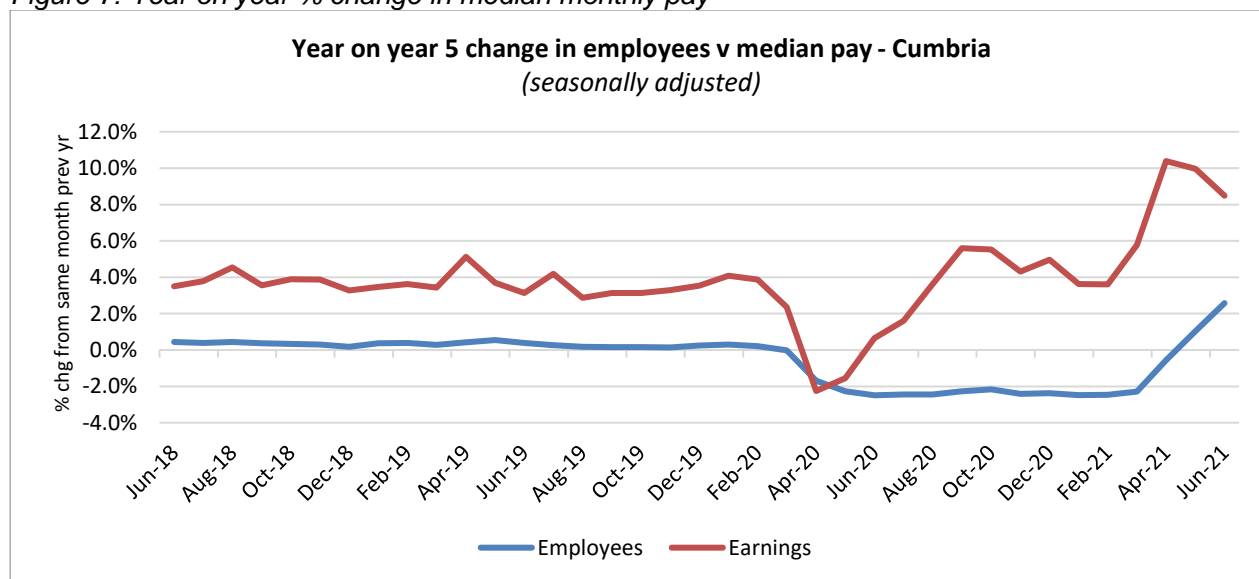
Figure 6: Year on year % change in median monthly pay



Source: HMRC / ONS Latest month data are always provisional

It should be noted that pay growth does not always go hand in hand with employment growth as much depends on the nature of the jobs being created – where significant volumes of part time or low paid jobs are created, median earnings may fall whereas a fall in such jobs may result in an apparent increase in median earnings. This is demonstrated in the chart below which shows median earnings in Cumbria increasing during the pandemic because many of the jobs lost were at the lower end of the pay scales. Conversely, as these jobs have begun to be restored to the labour market in the last 3 months, median earnings have dipped.

Figure 7: Year on year % change in median monthly pay



Source: HMRC / ONS Latest month data are always provisional

4. CLAIMANT COUNT (released monthly) – count taken 10th June 2021

Important notes: The phased rollout of UC means that claimant count trends over time can be misleading as a broader span of people are required to seek work than under JSA. In addition, the easing of UC claimant conditions in response to COVID-19 means that more people have been able to claim 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 included in the claimant count. It is not possible to identify the extent of this. Local area data are not seasonally adjusted and therefore 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 955 claimants in Cumbria in June compared to May, to a total of 11,215. This is a monthly fall of 7.8% compared to a fall of 5.6% nationally. The count fell everywhere in Cumbria with the steepest falls in Eden and South Lakeland. The claimant rate in June in Cumbria was 3.8% which is below the national rate of 5.6%. It is down 0.3ppt from May and is 0.9ppt lower than a year ago (the height of the pandemic impacts on the labour market).

Figure 8: Standard Claimant Count – June 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	1,379,550	6.6	945,960	4.5	2,325,510	5.6	-137,360	-5.6	-0.3	-264,665	-10.2	-0.6
Cumbria	6,695	4.6	4,520	3.0	11,215	3.8	-955	-7.8	-0.3	-2,690	-19.3	-0.9
Allerdale	1,355	4.7	1,015	3.5	2,370	4.1	-180	-7.0	-0.3	-460	-16.2	-0.8
Barrow	1,150	5.7	635	3.1	1,780	4.4	-110	-5.9	-0.3	-280	-13.6	-0.7
Carlisle	1,815	5.6	1,210	3.6	3,025	4.6	-200	-6.2	-0.3	-380	-11.1	-0.6
Copeland	1,000	4.9	655	3.2	1,655	4.0	-95	-5.4	-0.2	-335	-16.9	-0.8
Eden	490	3.2	385	2.5	875	2.8	-115	-11.4	-0.4	-395	-31.2	-1.3
South Lakeland	885	3.0	625	2.1	1,510	2.5	-255	-14.5	-0.4	-835	-35.6	-1.4
of which LDNPA	385	3.2	270	2.3	655	2.8	-125	-15.9	-0.5	-435	-39.8	-1.8

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.

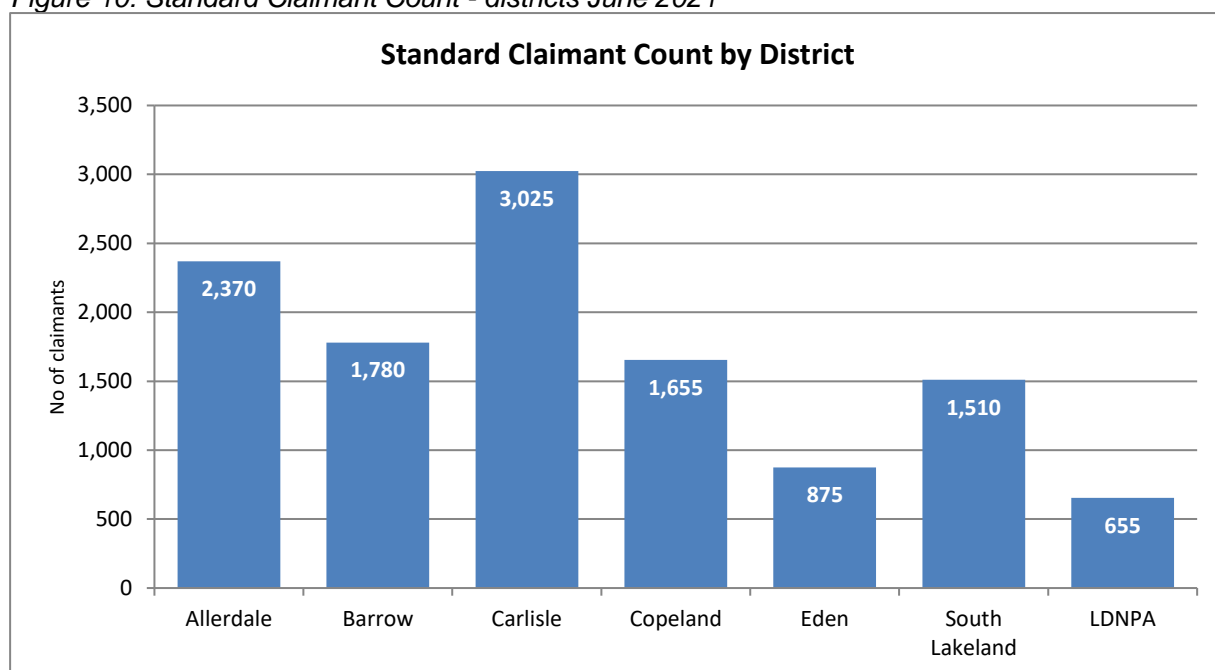
Figure 2 shows the claimant count and rate by broad age group in Cumbria in June. Claimant rates at Cumbria level are below the national average for all age groups except for 16-24 year olds in Barrow and for 25-34 year olds in Carlisle where the rates are slightly above the national rate.

Figure 9: Standard Claimant Count & Rate by Age Group in Cumbria – June 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	432,325	6.1%	631,525	7.0%	500,550	5.9%	401,900	4.4%	358,090	4.4%	2,325,510	5.6%
Cumbria	2,115	4.9%	3,100	5.9%	2,205	4.2%	1,935	2.7%	1,855	2.5%	11,215	3.8%
Allerdale	440	5.2%	635	6.2%	460	4.5%	415	2.9%	410	2.9%	2,370	4.1%
Barrow	395	6.2%	500	6.0%	345	4.8%	275	2.8%	270	2.9%	1,780	4.4%
Carlisle	545	5.5%	920	7.3%	625	5.0%	510	3.3%	430	2.8%	3,025	4.6%
Copeland	325	5.5%	455	5.9%	300	4.1%	275	2.8%	305	2.9%	1,655	4.0%
Eden	150	3.7%	210	4.1%	190	3.7%	165	2.1%	160	1.9%	875	2.8%
South Lakeland	255	2.9%	385	4.3%	290	2.8%	300	2.0%	285	1.7%	1,510	2.5%
of which LDNPA	75	2.4%	160	4.8%	140	3.5%	145	2.4%	135	1.9%	655	2.8%

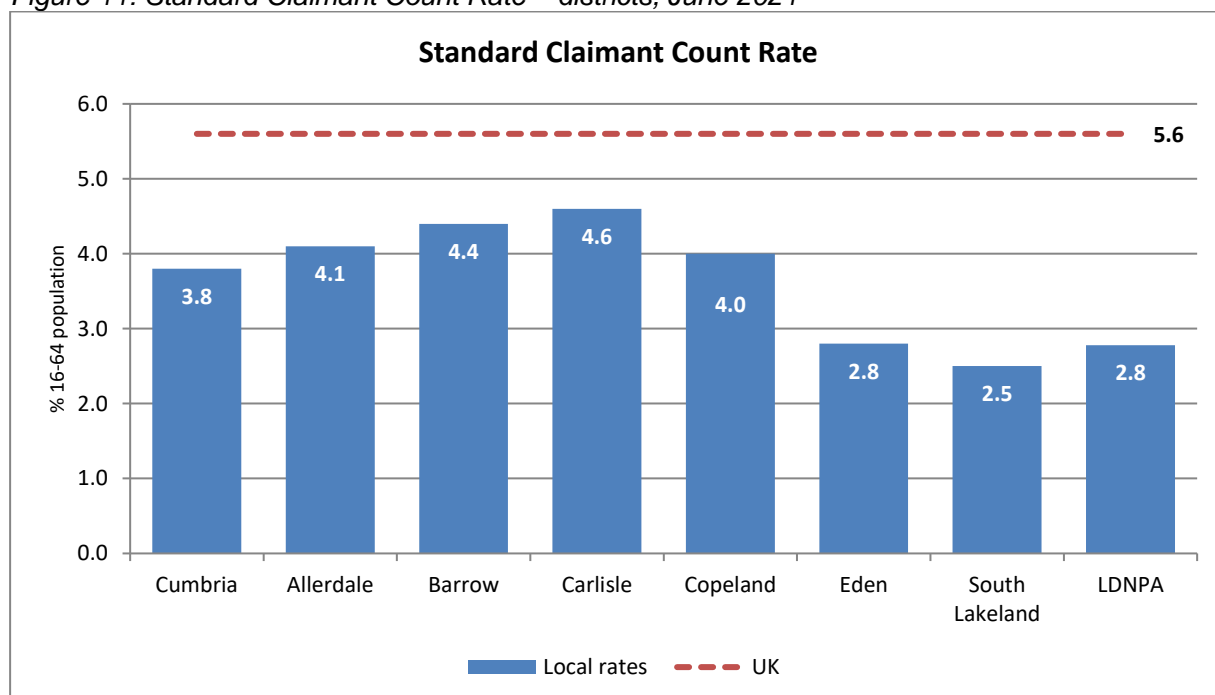
Source: ONS (data are rounded). LDNPA is a “best-fit” of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 10: Standard Claimant Count - districts June 2021



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

Figure 11: Standard Claimant Count Rate – districts, June 2021



Source: ONS/DWP

Figure 12: Standard Claimant Count - timeseries

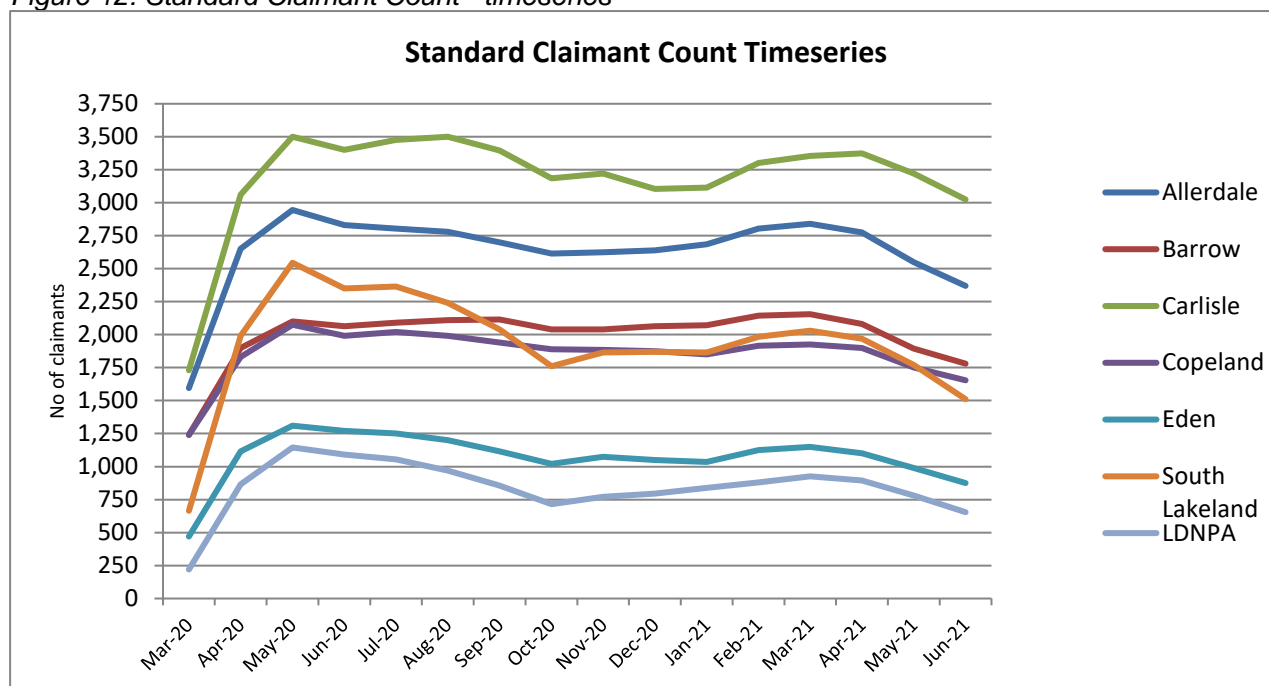
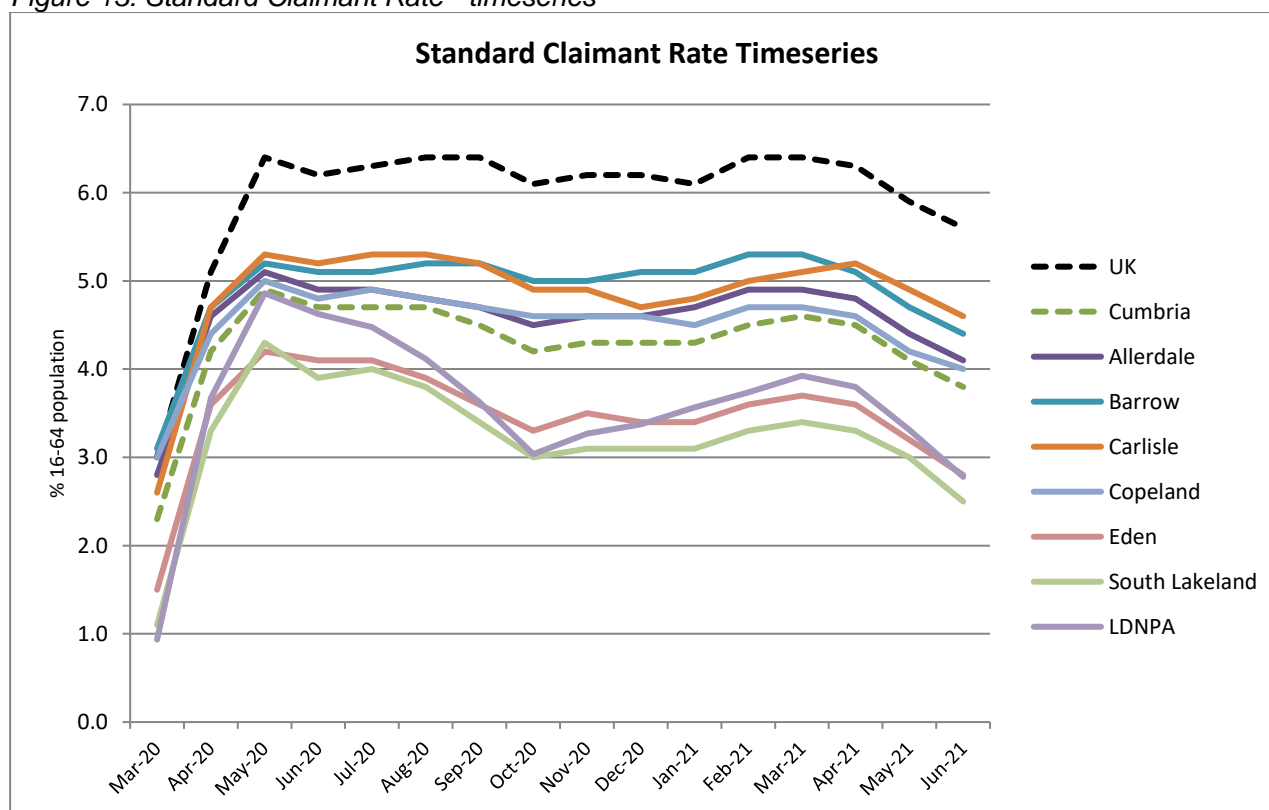


Figure 13: Standard Claimant Rate - timeseries



Source: ONS/DWP

5. UNIVERSAL CREDIT (released monthly) – count taken 10th June 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.

5a. Individuals on Universal Credit

On 10th June 2021 there were 36,150 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 105 from May (+0.3%) and 2,122 more than a year ago (+6.2%). The count rose from last month in all parts of Cumbria except Eden and South Lakeland with the biggest rise in Carlisle (+76). The increase is due to rises in the number of claimants claiming whilst in work (+752) or with no work requirements (+204) which exceeded a fall in the number claiming whilst seeking work (-841). The latest total means that 12.2% of the working age population is claiming Universal Credit compared to a national rate of 14.7%. 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 14: Universal Credit Claimants – June 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	2,809,877	13.9%	3,148,928	15.5%	5,958,832	14.7%	27,917	0.5%	0.1%	532,237	9.8%	1.3%
Cumbria	16,680	11.4%	19,466	13.1%	36,150	12.2%	105	0.3%	0.0%	2,122	6.2%	0.7%
Allerdale	3648	12.7%	4472	15.5%	8,122	14.1%	5	0.1%	0.0%	294	3.8%	0.5%
Barrow	2507	12.4%	2785	13.7%	5,289	13.0%	10	0.2%	0.0%	518	10.9%	1.3%
Carlisle	4191	13.0%	4782	14.3%	8,971	13.7%	76	0.9%	0.1%	908	11.3%	1.4%
Copeland	2598	12.6%	3012	14.6%	5,609	13.6%	24	0.4%	0.1%	530	10.4%	1.3%
Eden	1219	7.9%	1514	9.8%	2,729	8.8%	-17	-0.6%	-0.1%	-107	-3.8%	-0.3%
South Lakeland	2515	8.5%	2908	9.7%	5,420	9.1%	-6	-0.1%	0.0%	-35	-0.6%	-0.1%
of which LDNPA	1150	9.8%	1237	10.6%	2,390	10.2%	-17	-0.7%	-0.1%	-113	-4.5%	-0.5%

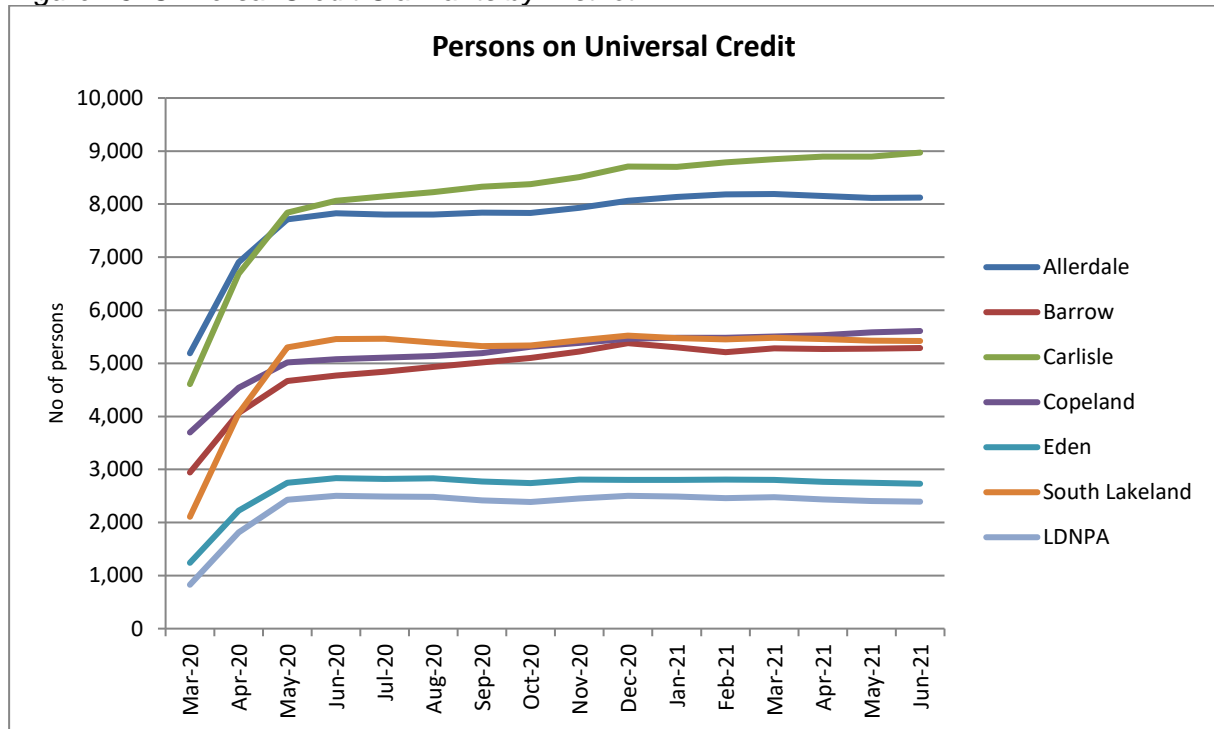
Source: DWP (due to disclosure control, gender totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 15: Universal Credit Claimants by Age – June 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	934,778	13.6%	1,788,962	20.4%	1,440,619	17.6%	1,015,887	11.5%	778,531	9.8%	5,958,832	14.7%
Cumbria	5,718	13.2%	11,105	21.0%	8,247	15.7%	6,154	8.5%	4,935	6.6%	36,150	12.2%
Allerdale	1,263	14.9%	2,351	23.0%	1,827	18.0%	1,484	10.3%	1,202	8.4%	8,122	14.1%
Barrow	1,083	17.0%	1,711	20.7%	1,121	15.7%	768	7.9%	599	6.5%	5,289	13.0%
Carlisle	1,414	14.4%	2,937	23.4%	2,112	16.9%	1,456	9.6%	1,059	6.9%	8,971	13.7%
Copeland	865	14.8%	1,733	22.4%	1,191	16.4%	931	9.4%	890	8.5%	5,609	13.6%
Eden	367	9.0%	790	15.6%	650	12.6%	505	6.3%	420	4.9%	2,729	8.8%
South Lakeland	723	8.3%	1,584	17.7%	1,340	13.0%	1,005	6.7%	762	4.6%	5,420	9.1%
of which LDNPA	266	8.4%	659	19.8%	627	15.8%	470	7.9%	369	5.3%	2,390	10.2%

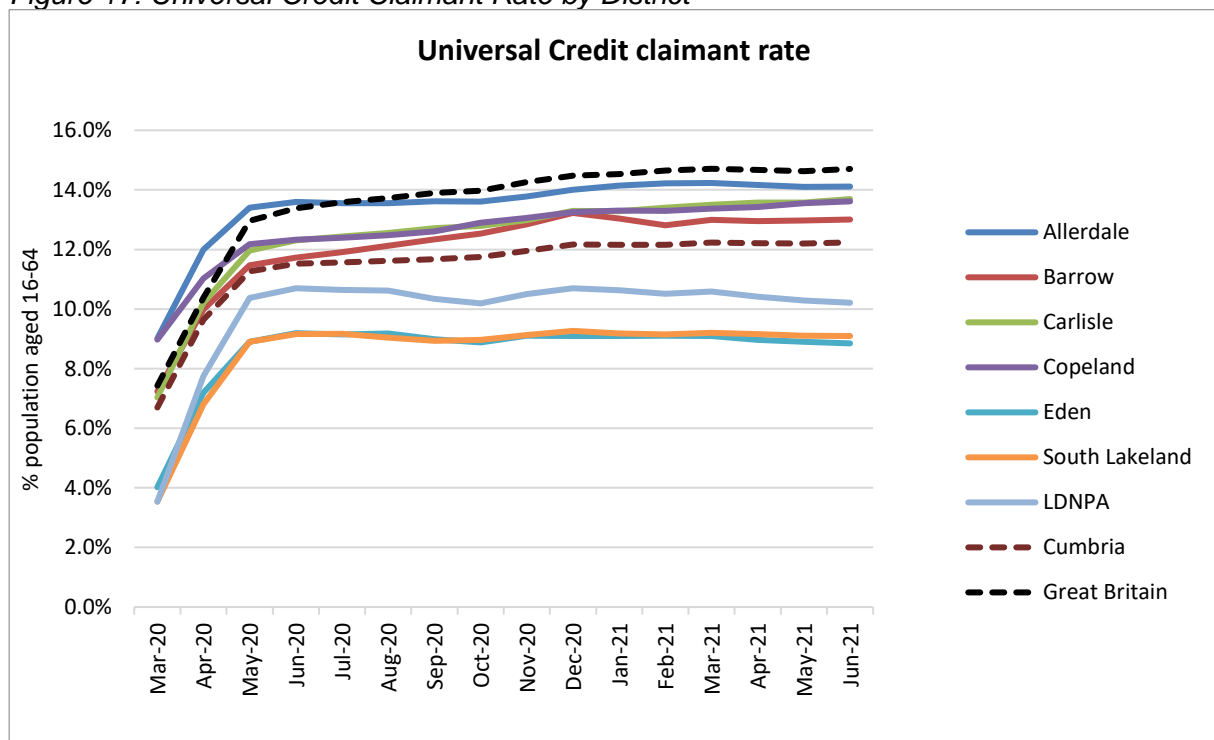
Source: DWP (due to disclosure control, age totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 16: Universal Credit Claimants by District



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

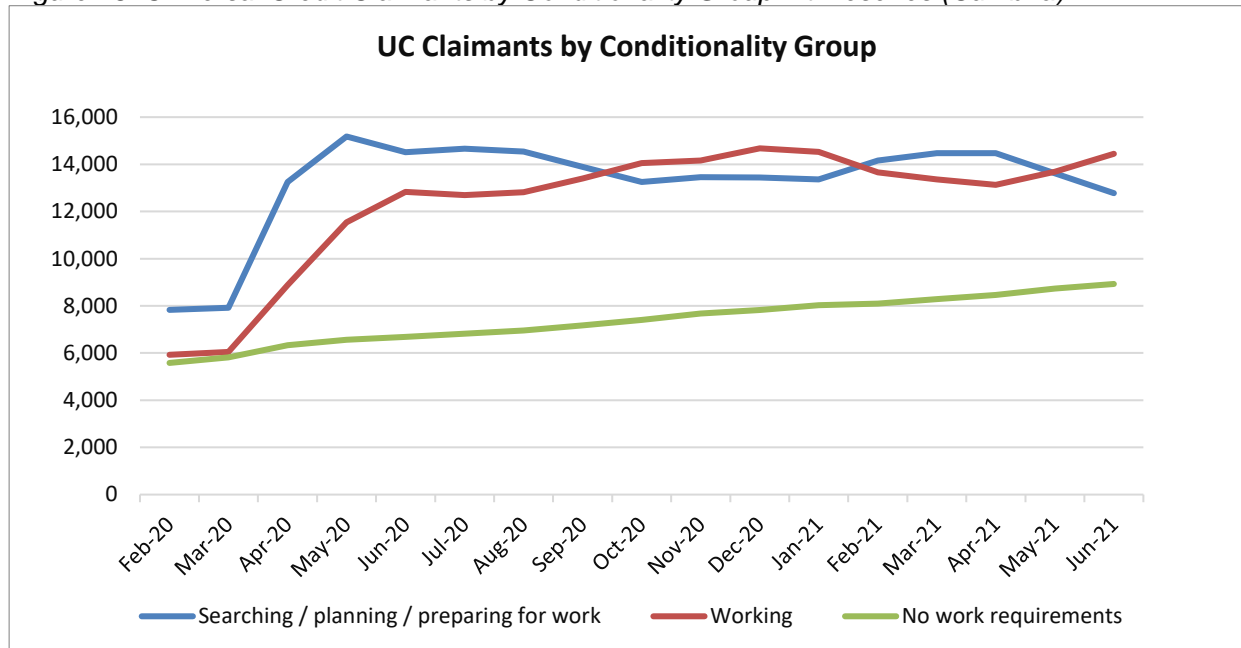
Figure 17: Universal Credit Claimant Rate by District



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 June there was an increase in the volume of those claiming while working (+752) and also in the number with no work requirements (+204) but a corresponding fall (-841) in the volume of those in the searching, planning, preparing for work group. This appears to suggest that although claimants are finding work, it is sometimes part time or low paid leading them to continue to require benefit support.

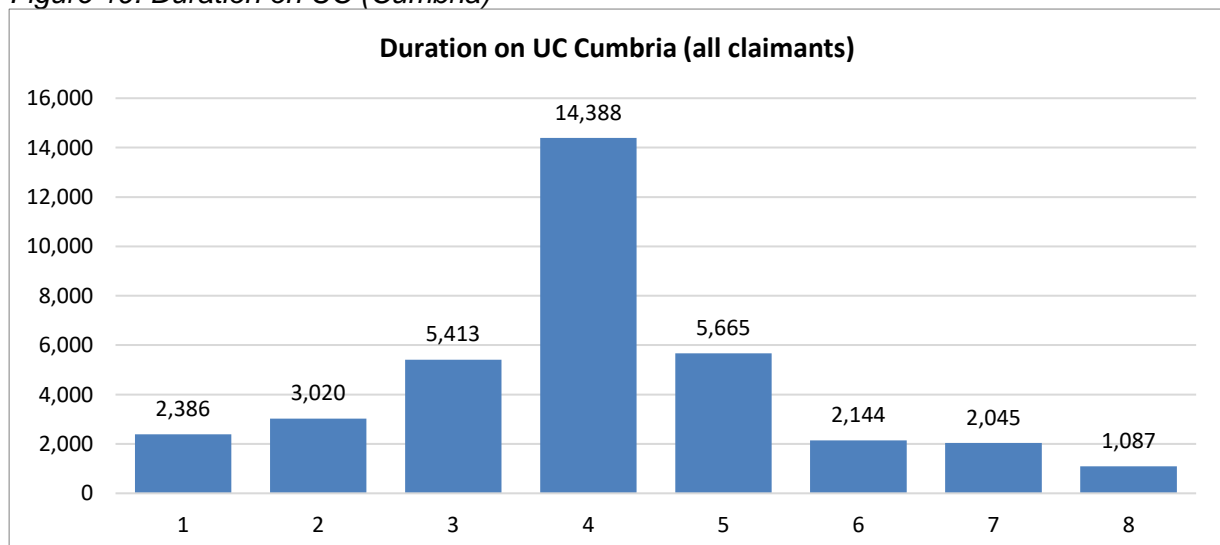
Figure 18: Universal Credit Claimants by Conditionality Group – timeseries (Cumbria)



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

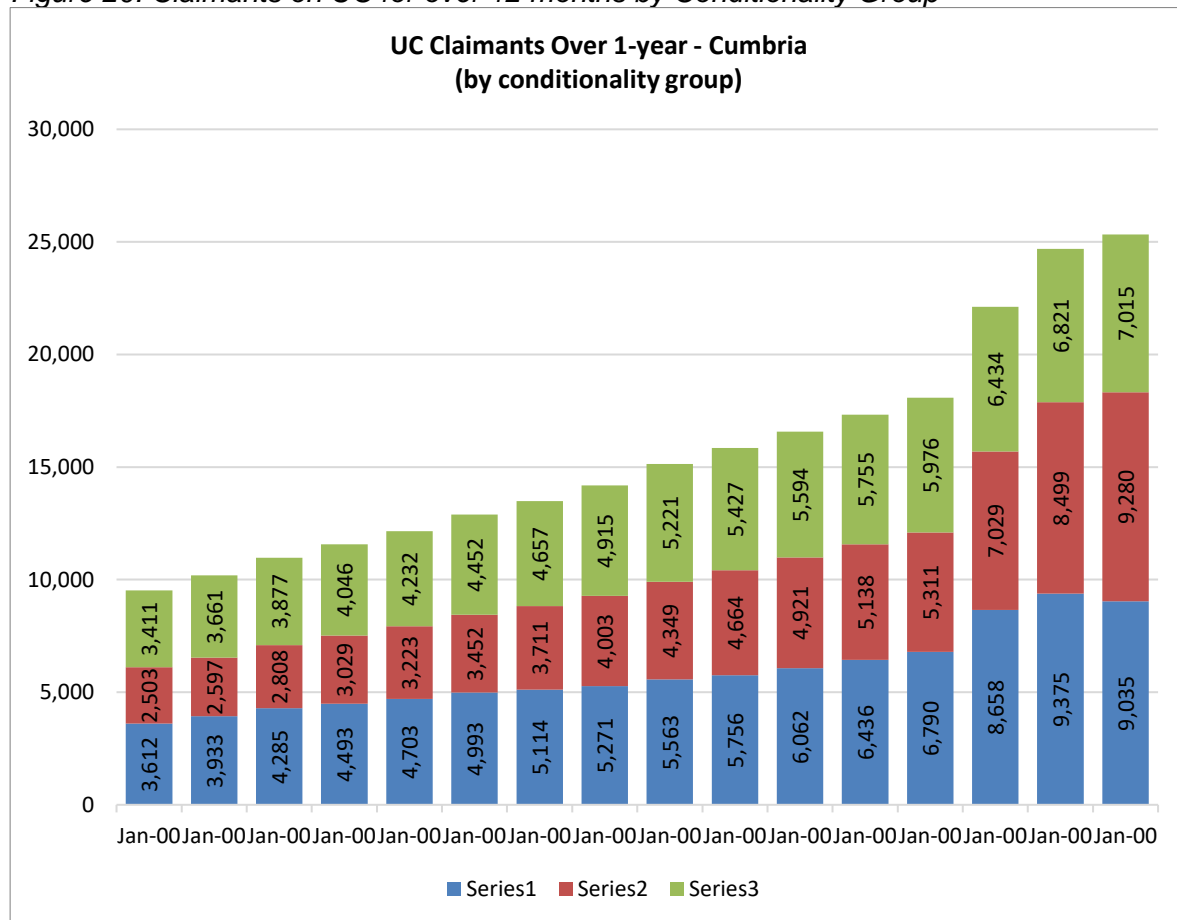
In June, over two thirds (25,328, 70%) of UC claimants had been claiming for over 12 months an increase of 119% from the same month last year . The highest proportion of these (37%) are currently in the working conditionality group (although they may have been in different groups during their time as a claimant).

Figure 19: Duration on UC (Cumbria)



Source: DWP via Stat-Xplore

Figure 20: Claimants on UC for over 12 months by Conditionality Group



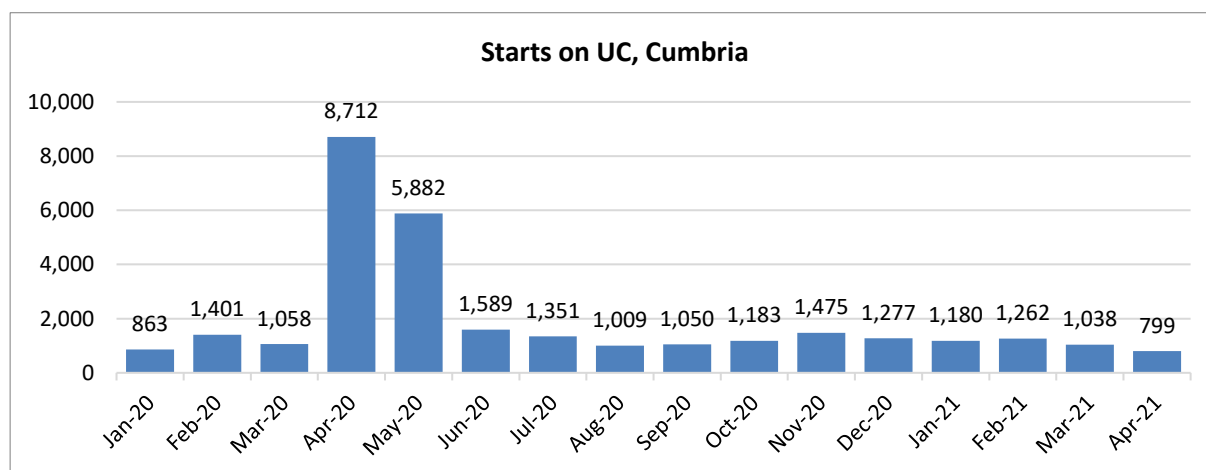
Source: DWP via Stat-Xplore

5b. 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 figures are only released once a quarter and are therefore out of line with the monthly claimant counts.

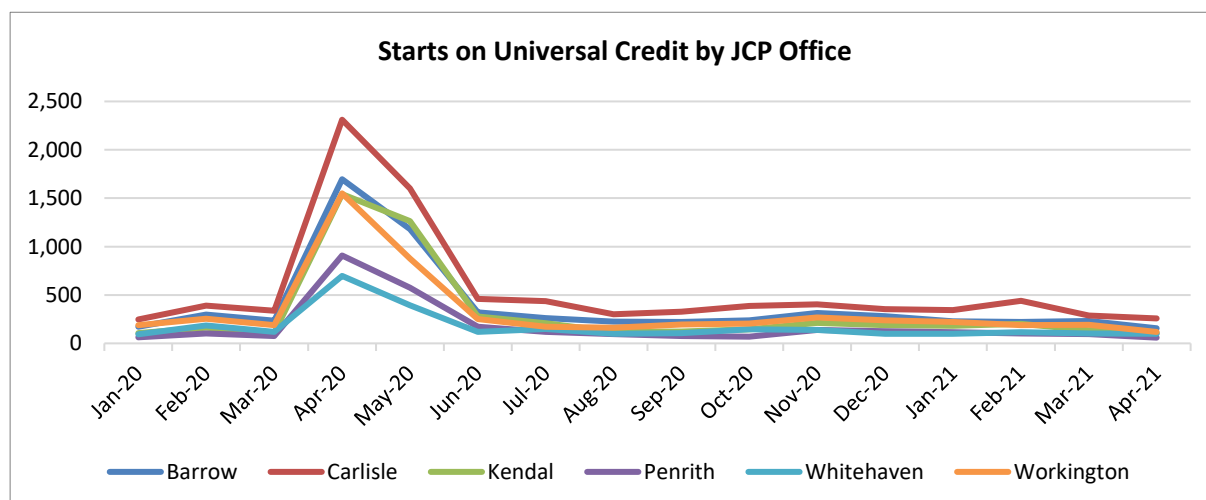
These data show that the number of UC claim starts rose significantly in April last year in response to the pandemic with 8,712 new claims started followed by 5,882 the following month before dropping down significantly later in the year. However, in April 2021 the volume of new starts on UC was down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

Figure 21: Monthly Starts to Universal Credit – Apr 2020-Apr 2021



Source: DWP via Stat-Xplore

Figure 22: Starts on Universal Credit by JCP Office – timeseries



Source: DWP via Stat-Xplore

5c. 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 23: Number of Households on Universal Credit by District– Feb 2020 – Feb 2021

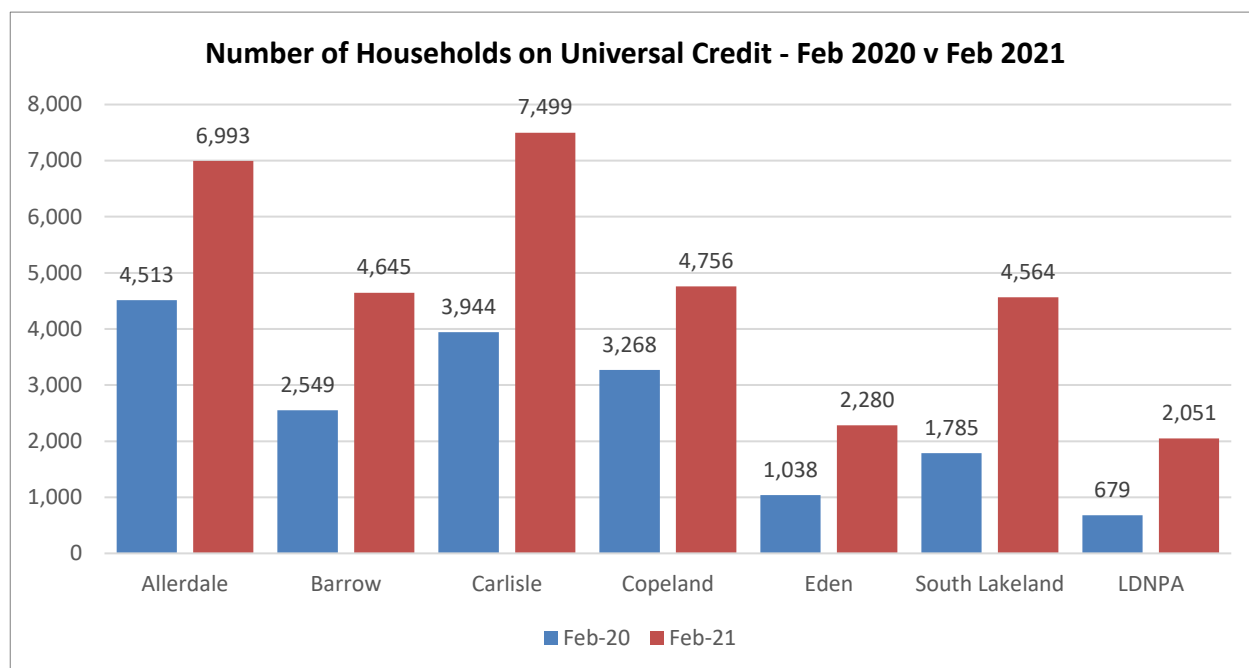
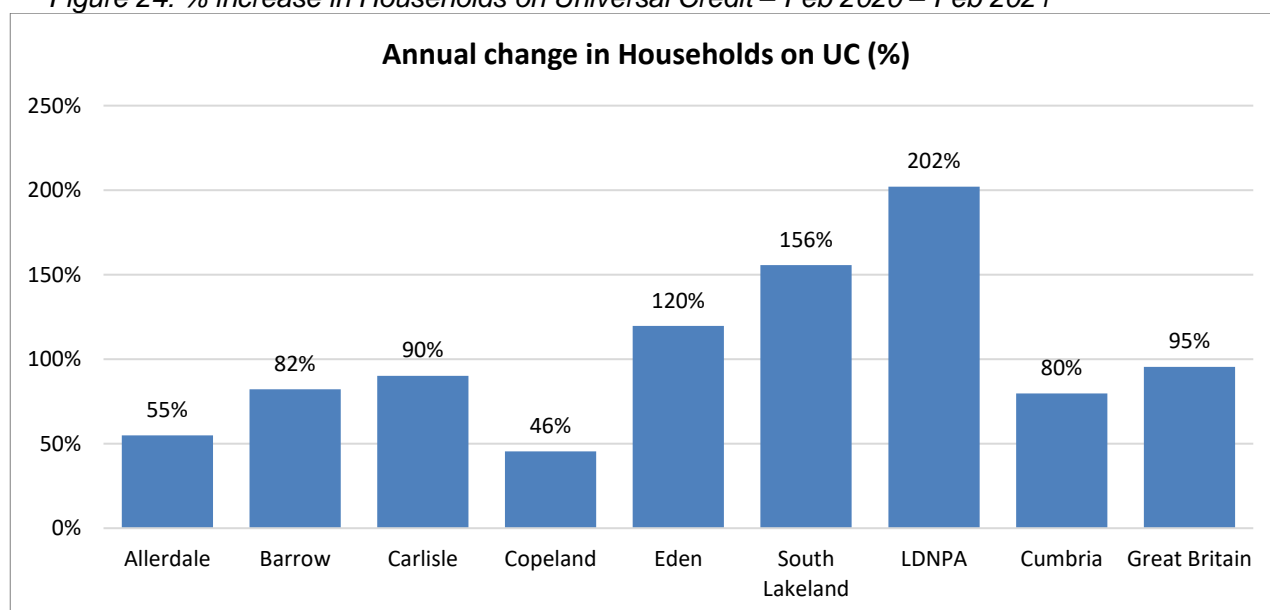


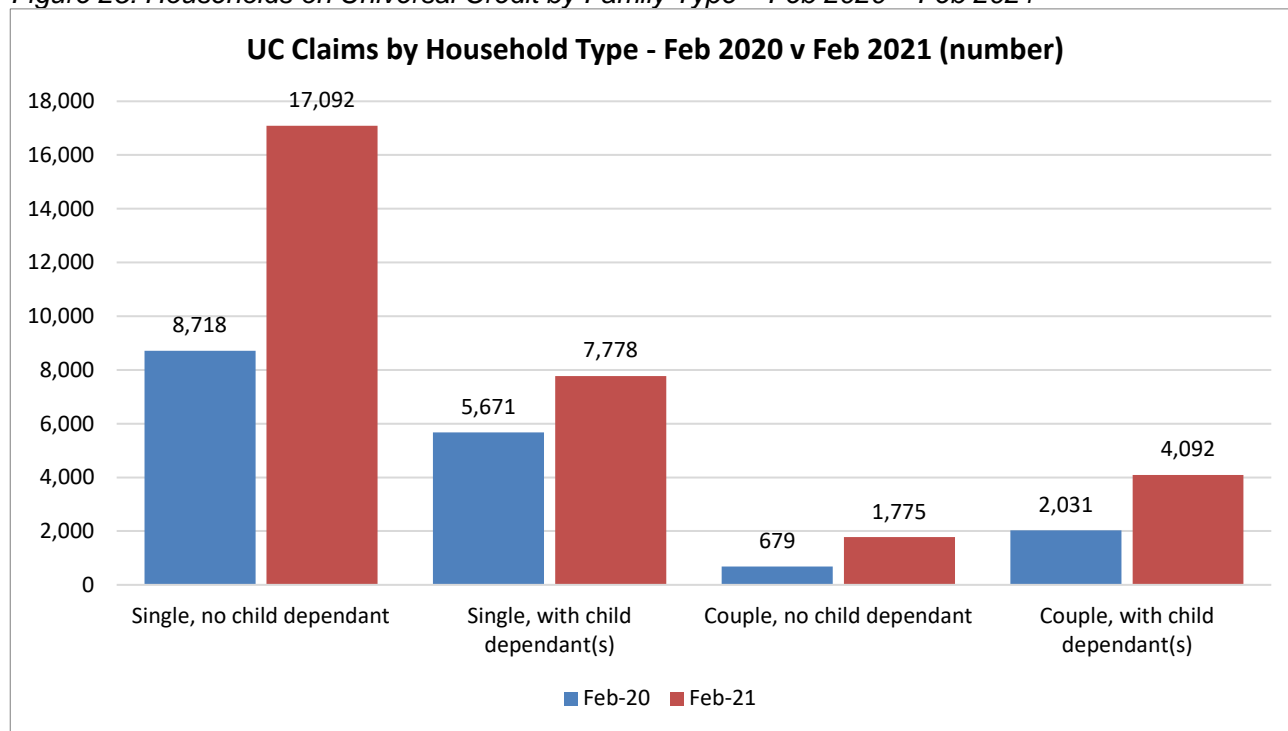
Figure 24: % increase in Households on Universal Credit – Feb 2020 – Feb 2021



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

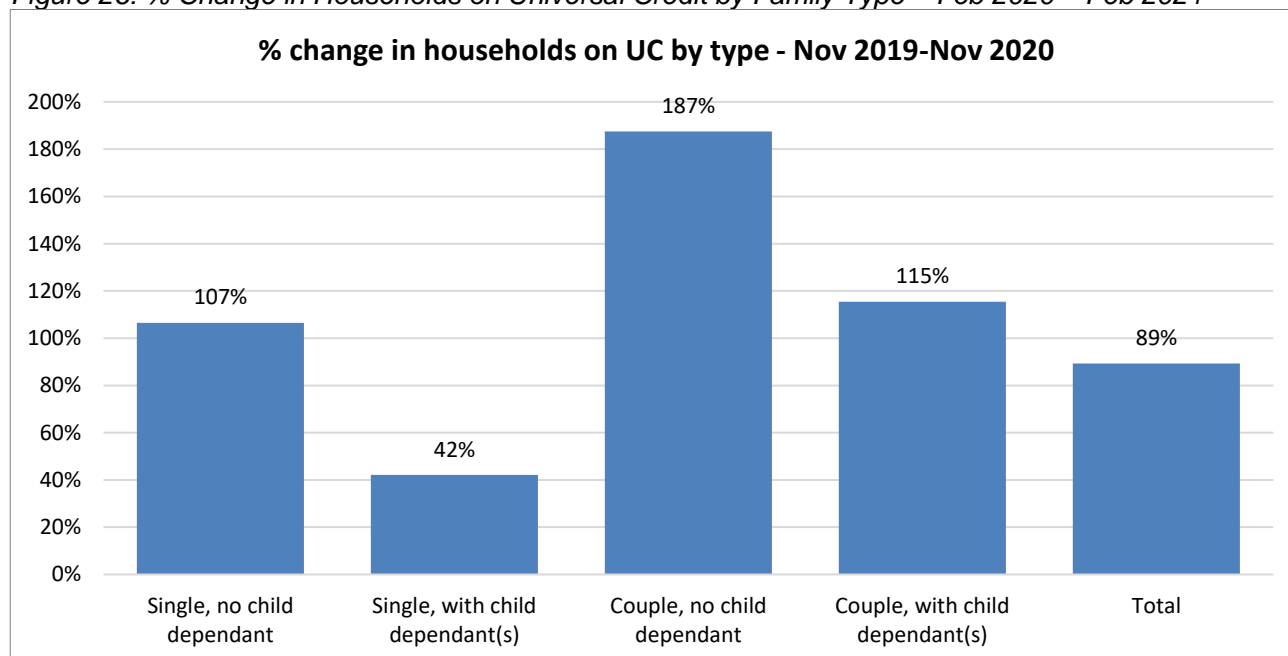
Whilst the overall number of households on UC increased by 80% in Cumbria in Feb 2021 compared to Feb 2020, this varied by household type. There were 4,168 more households with dependent children in Feb 2021 than a year previously (+54%) and there were 9,470 more households without children (+101%).

Figure 25: Households on Universal Credit by Family Type – Feb 2020 – Feb 2021



Source: DWP via Stat-Xplore

Figure 26: % Change in Households on Universal Credit by Family Type – Feb 2020 – Feb 2021



Source: DWP via Stat-Xplore

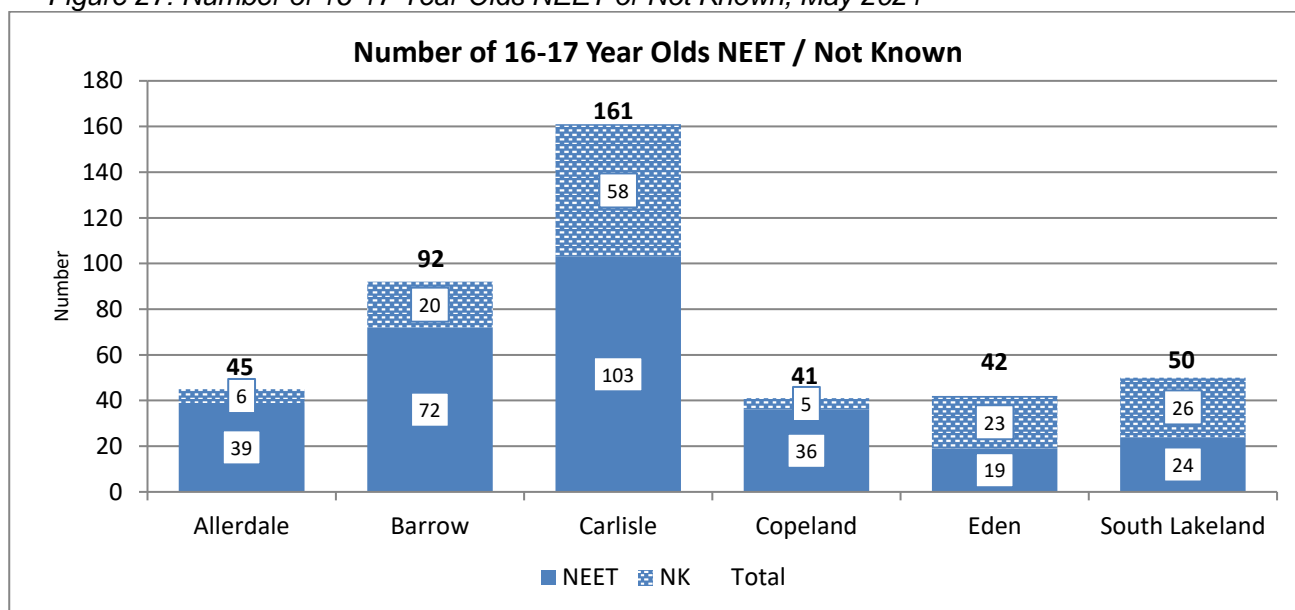
6. NEETs & Participation (released monthly)

6a. 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.

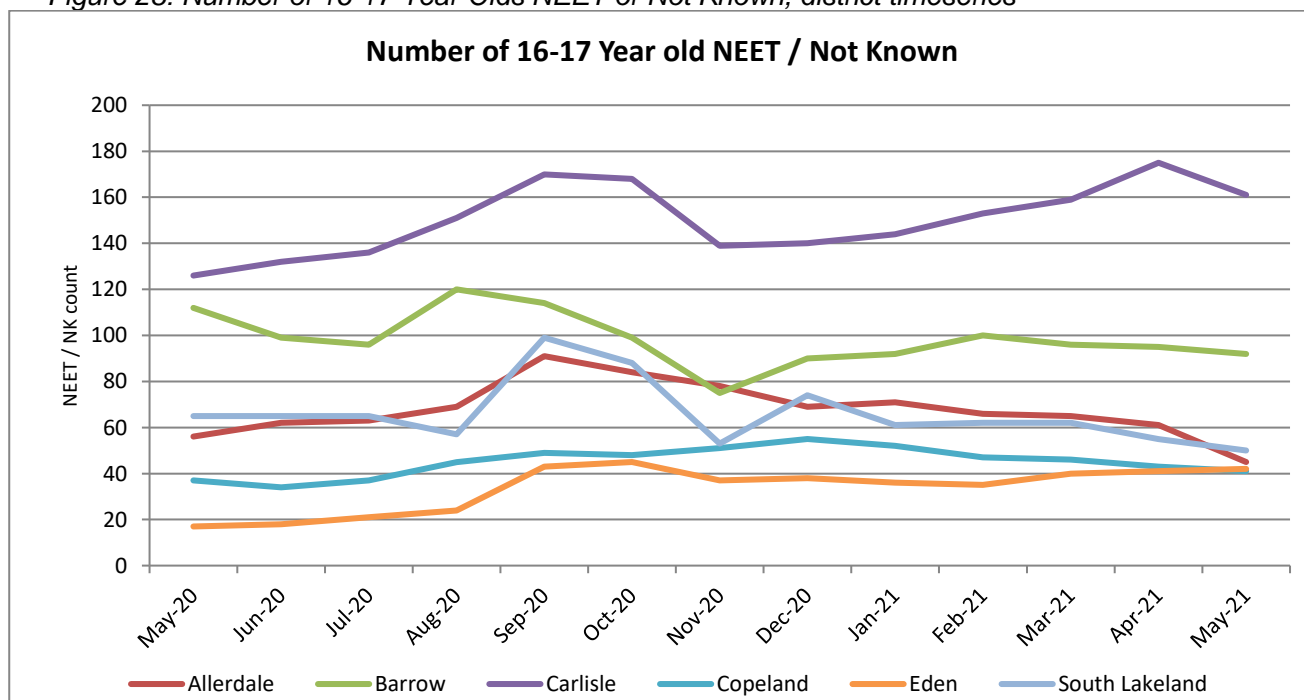
In May 2021, 452 16-17 year olds were classed as NEET in Cumbria (294 NEET and 158 whose status was Not Known), down by 34 from April and 19 lower than a year ago. This is an annual decrease of 4% compared to a national decrease of 6%. The highest number of NEET/NKs was in Carlisle where there were 161 followed by Barrow with 92. Apart from an increase of 1 in Eden, the number fell in all other parts of the county from April.

Figure 27: Number of 16-17 Year Olds NEET or Not Known, May 2021



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

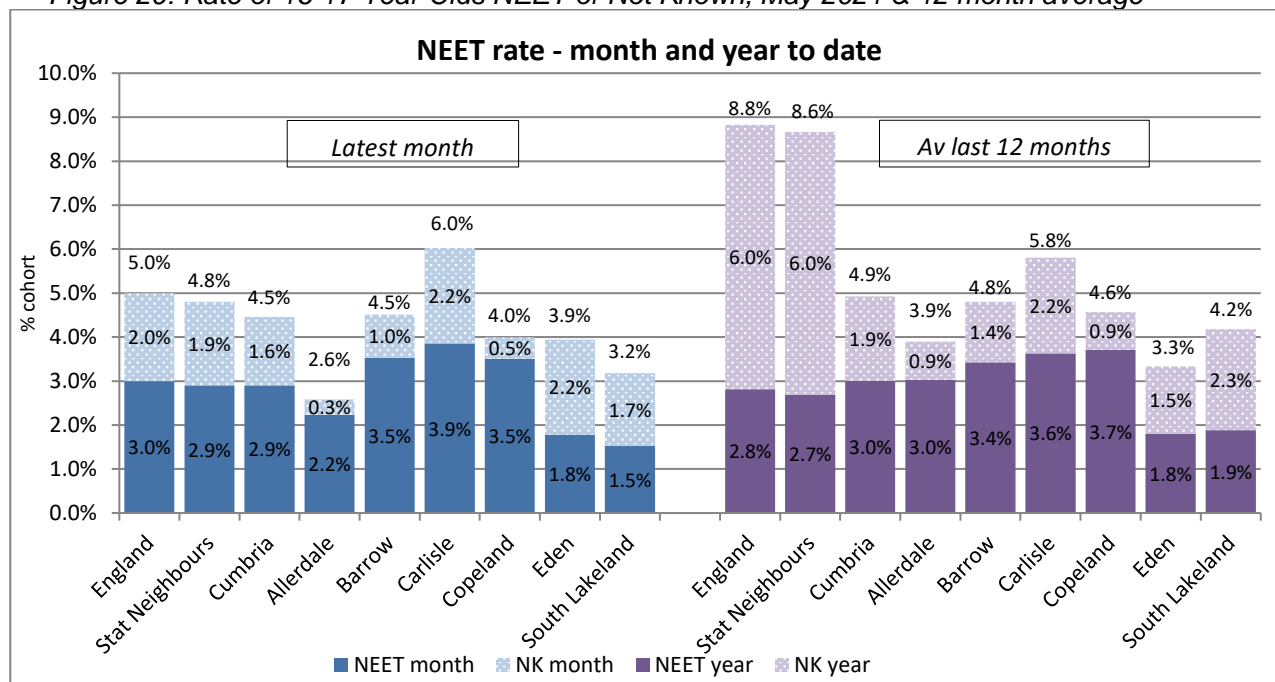
Figure 28: Number of 16-17 Year Olds NEET or Not Known, district timeseries



Source: Inspira / Cumbria Intelligence Observatory

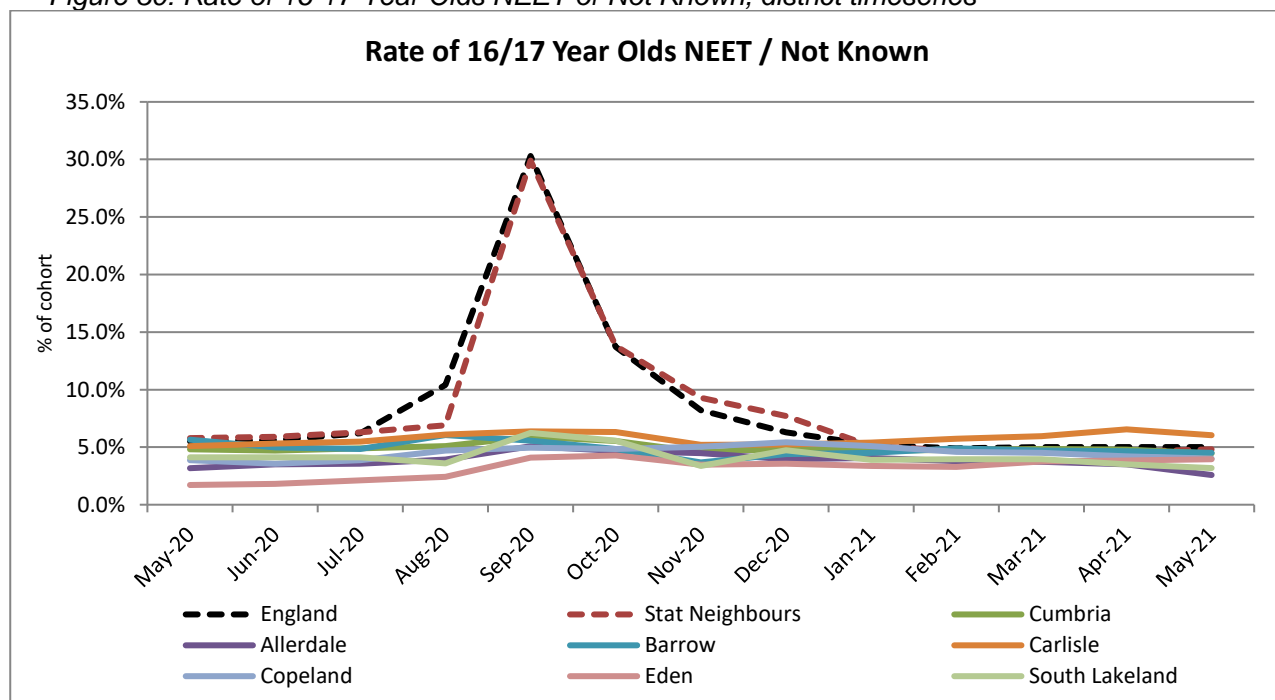
The county NEET/NK rate (% of cohort) was 4.5% in May 2021 compared to an England rate of 5.0% and an average rate of 4.8% for Cumbria's 10 statistical neighbours. The highest local rates were in Carlisle (6.0%) and Barrow (4.5%). The NEET rate in Cumbria was down 0.3ppt from April and also down 4.9% compared to 8.8% nationally and 8.6% 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 5.8% and 4.8% respectively.

Figure 29: Rate of 16-17 Year Olds NEET or Not Known, May 2021 & 12 month average



Source: Inspira / Cumbria Intelligence Observatory

Figure 30: Rate of 16-17 Year Olds NEET or Not Known, district timeseries



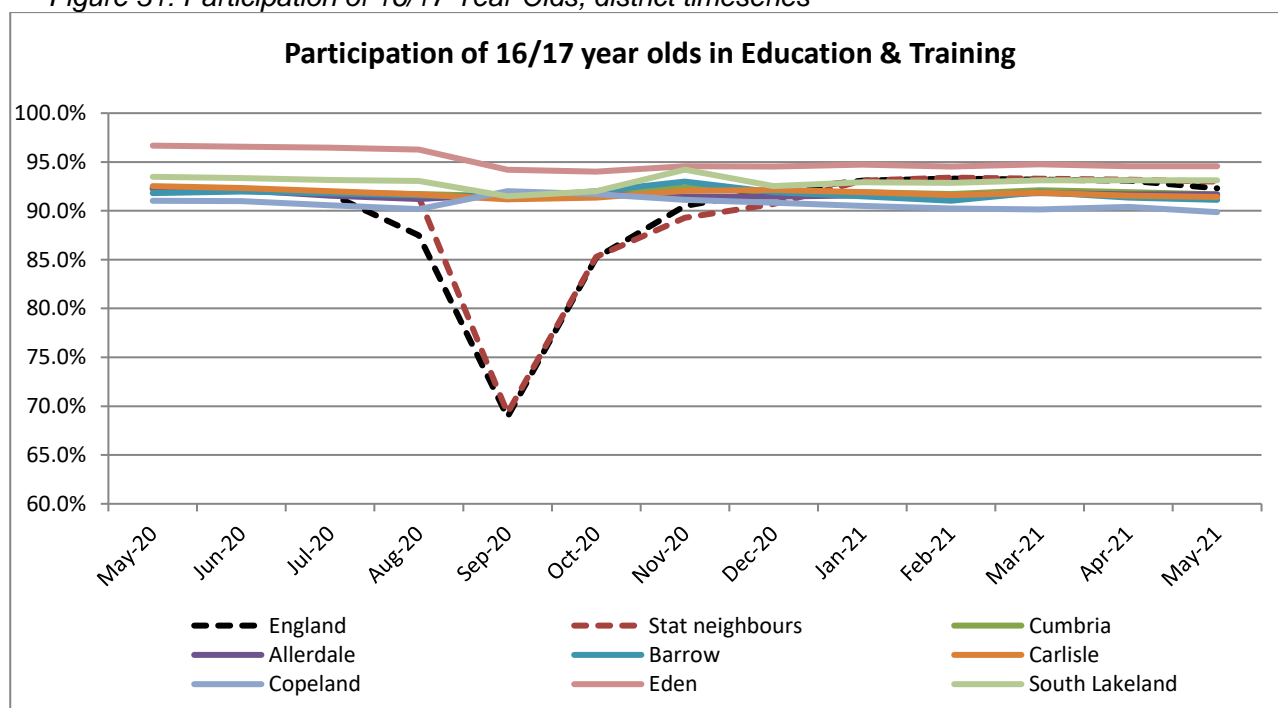
Source: Inspira / Cumbria Intelligence Observatory

6b. 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.

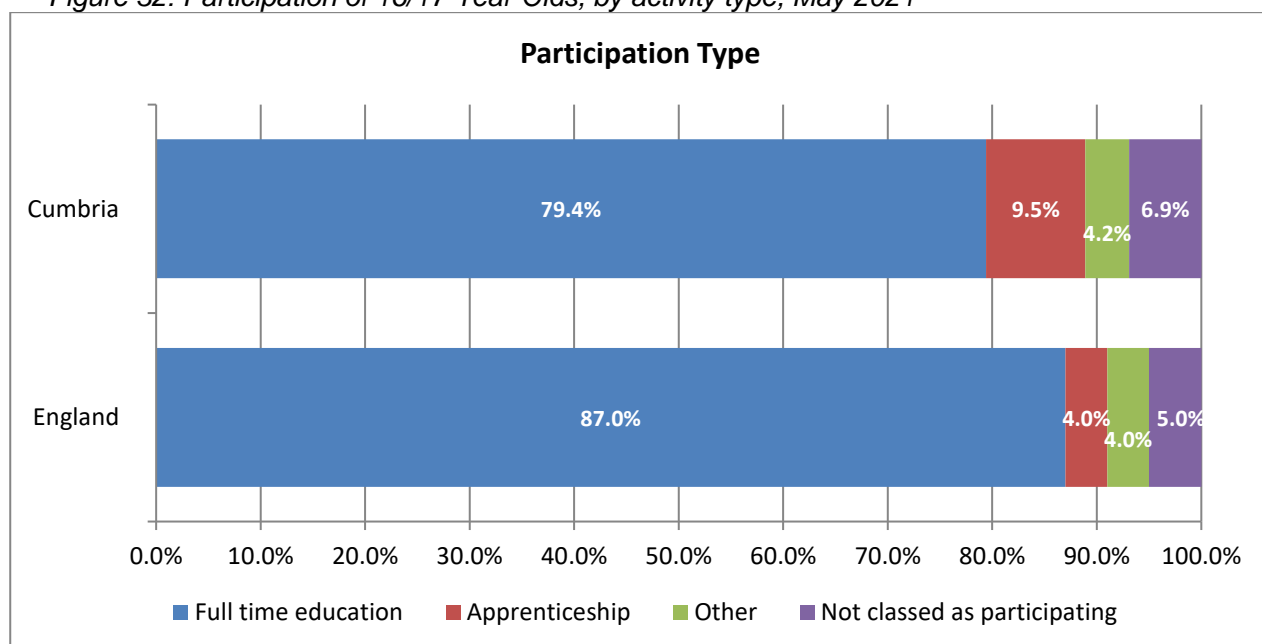
In May 2021, 92.5% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (80.7%) or by undertaking an apprenticeship (9.5%). This compares to 93.1% nationally who were deemed to be participating. Of note is that the proportion undertaking an apprenticeship in May is 1.7% lower than a year while the proportion in full time education or training is 2% higher.

Figure 31: Participation of 16/17 Year Olds, district timeseries



Source: NCCIS

Figure 32: Participation of 16/17 Year Olds, by activity type, May 2021



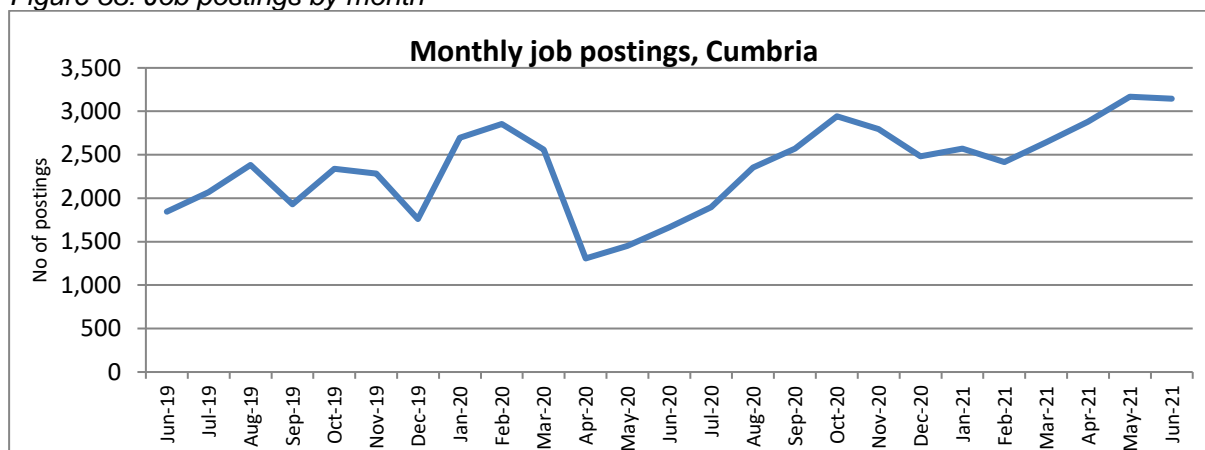
Source: NCCIS (district data not available)

7. 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 June 2021 there were 3,146 new job postings in Cumbria which is 22 fewer than in May but 1,482 than in June last year. It is also significantly higher than the same time of year two years ago (1,262 more). 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.

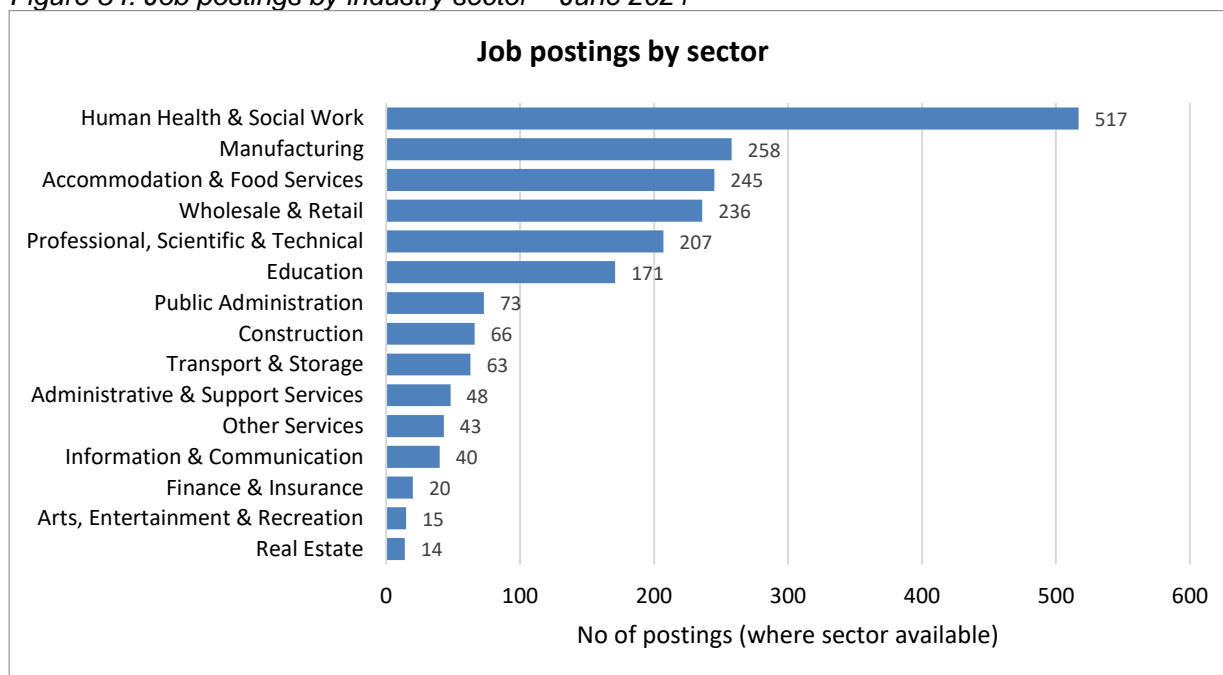
Figure 33: Job postings by month



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 June the sector with the most postings was health & social work (517) which accounts for a quarter of all postings, followed by manufacturing (258) and accommodation & food services (245). There were 50 more postings for hospitality jobs in June than in May reflecting the surge in demand as restrictions were eased.

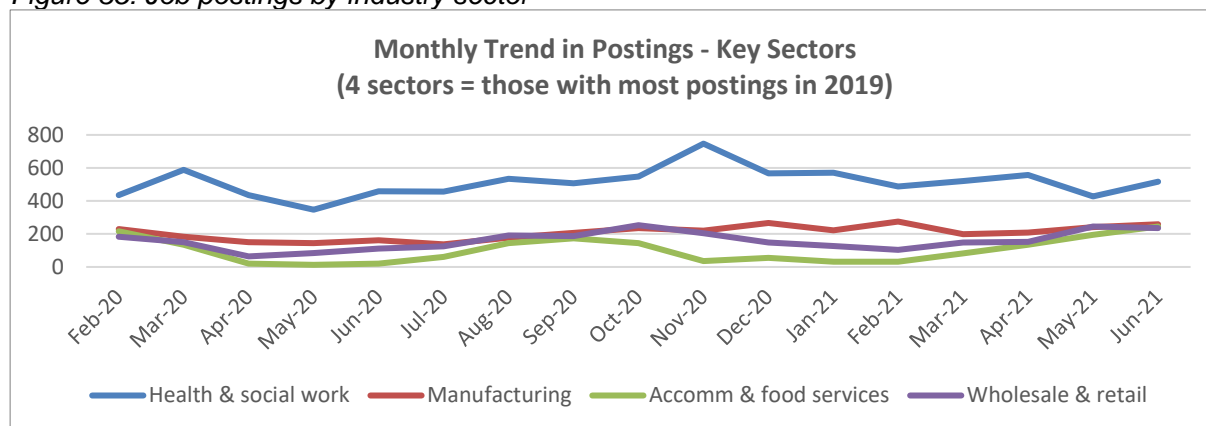
Figure 34: Job postings by industry sector – June 2021



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 which has continued as these sectors struggle to recruit.

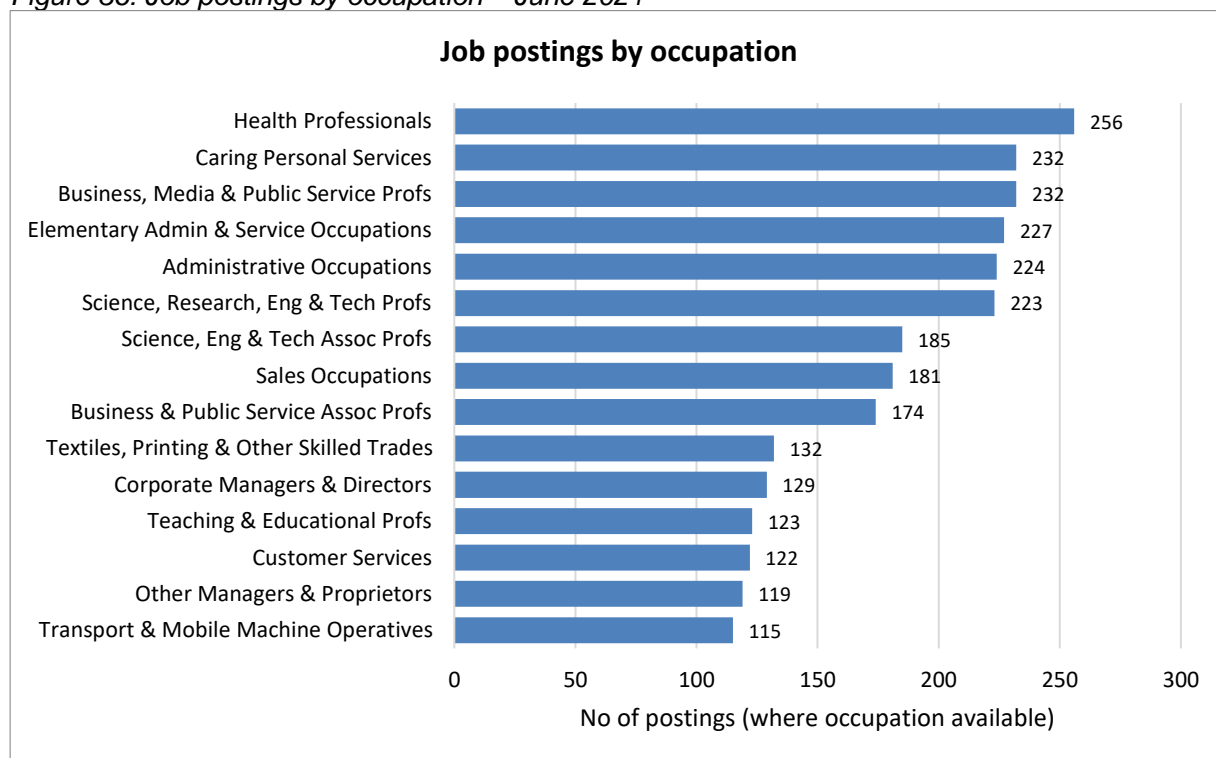
Figure 35: Job postings by industry sector



Source: Labour Insight (Burning Glass Technologies)

The most commonly advertised vacancies last month were for health professionals (256), caring personal services (232), business, media & public service professionals (232) and elementary admin & services (227) (the latter includes many hospitality-related roles).

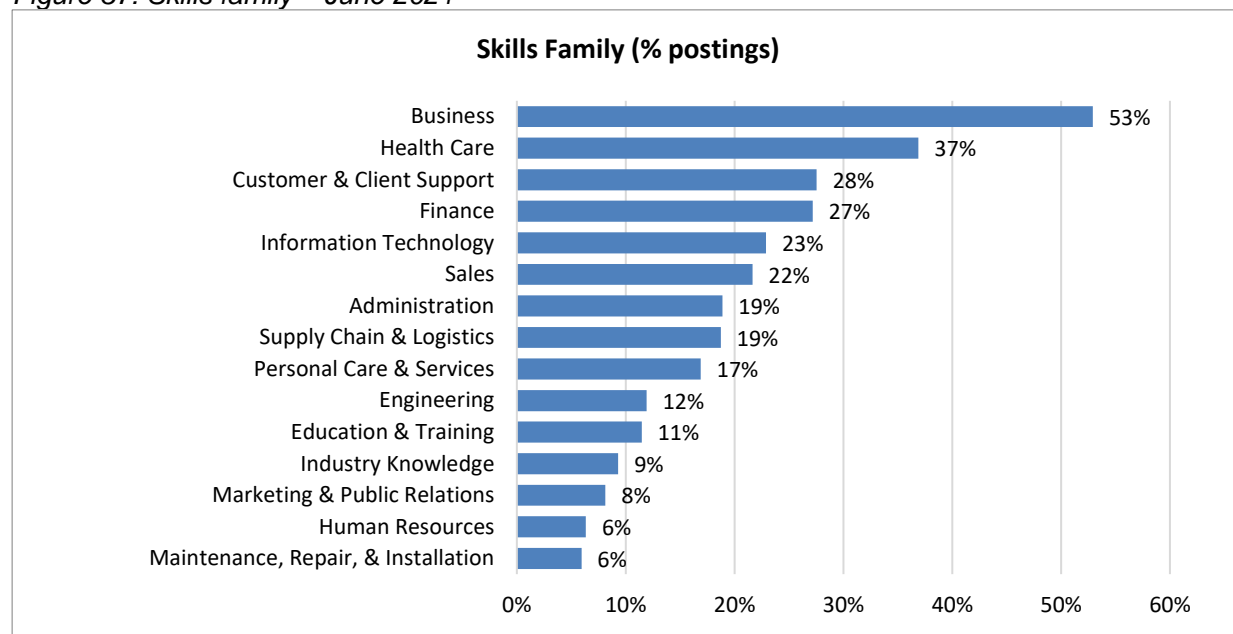
Figure 36: Job postings by occupation – June 2021



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 3,146 postings in June contained almost 7,000 skills mentions. Over half of postings (which referred to specific skills) contained reference to business skills and over a third to health care skills. Customer support, finance and IT also featured highly.

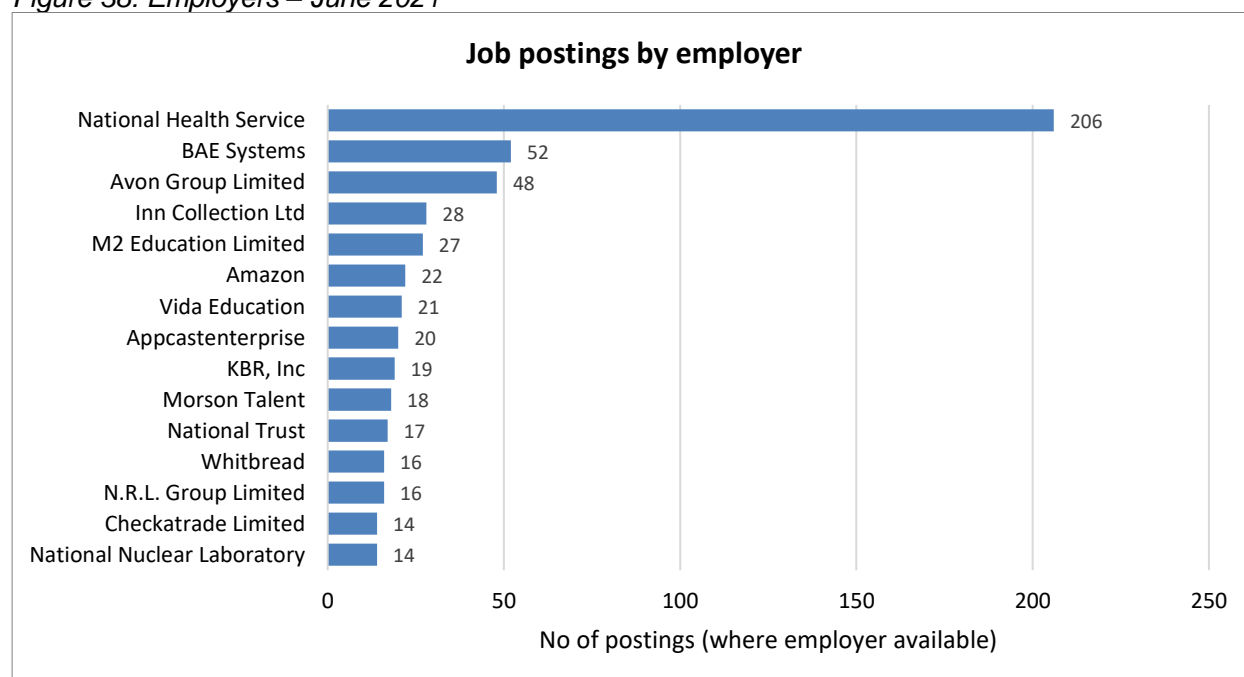
Figure 37: Skills family – June 2021



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 BAE Systems and Avon Group.

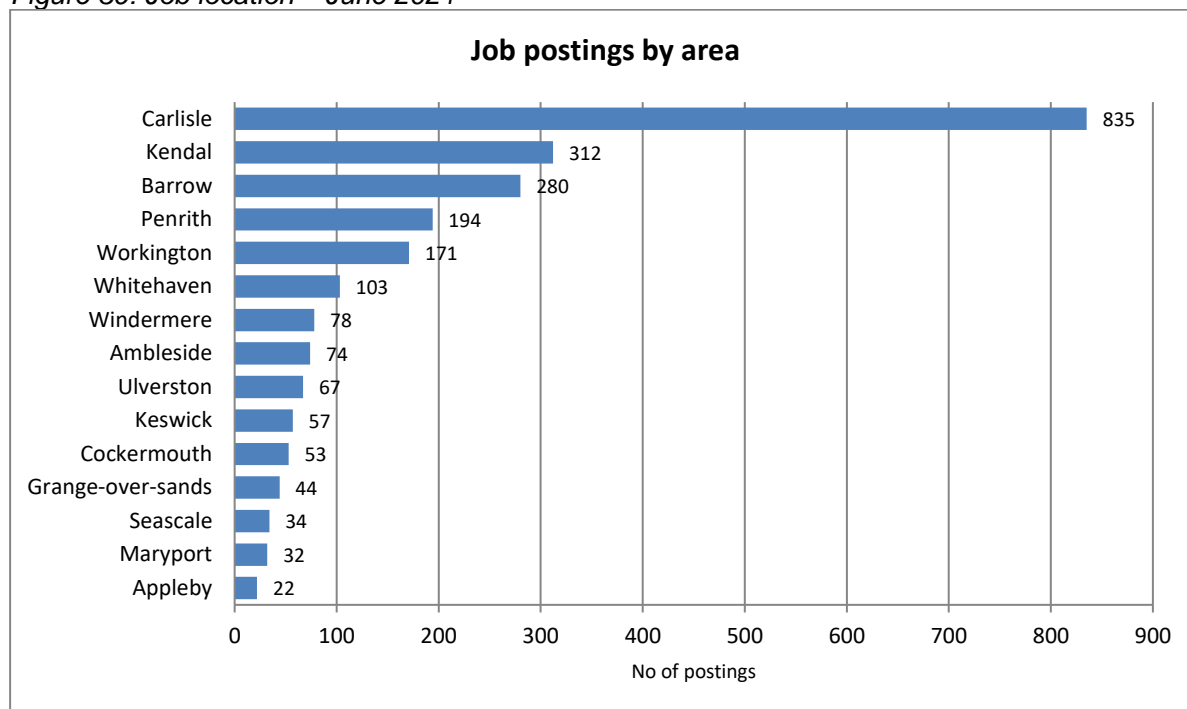
Figure 38: Employers – June 2021



Source: Labour Insight (Burning Glass Technologies)

Postings fell in Carlisle and Copeland in June compared to May but increased in the other four districts in Cumbria.

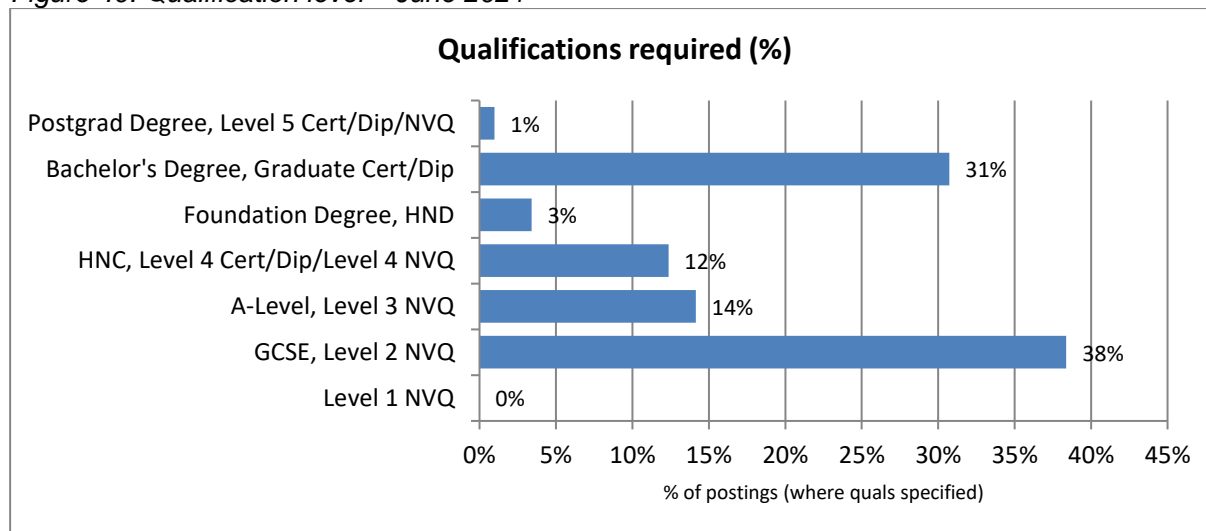
Figure 39: Job location – June 2021



Source: Labour Insight (Burning Glass Technologies)

Specific qualifications are only mentioned in around a fifth of postings but where they were specified, 31% required a bachelor's degree or equivalent and 38% required GCSE/level.

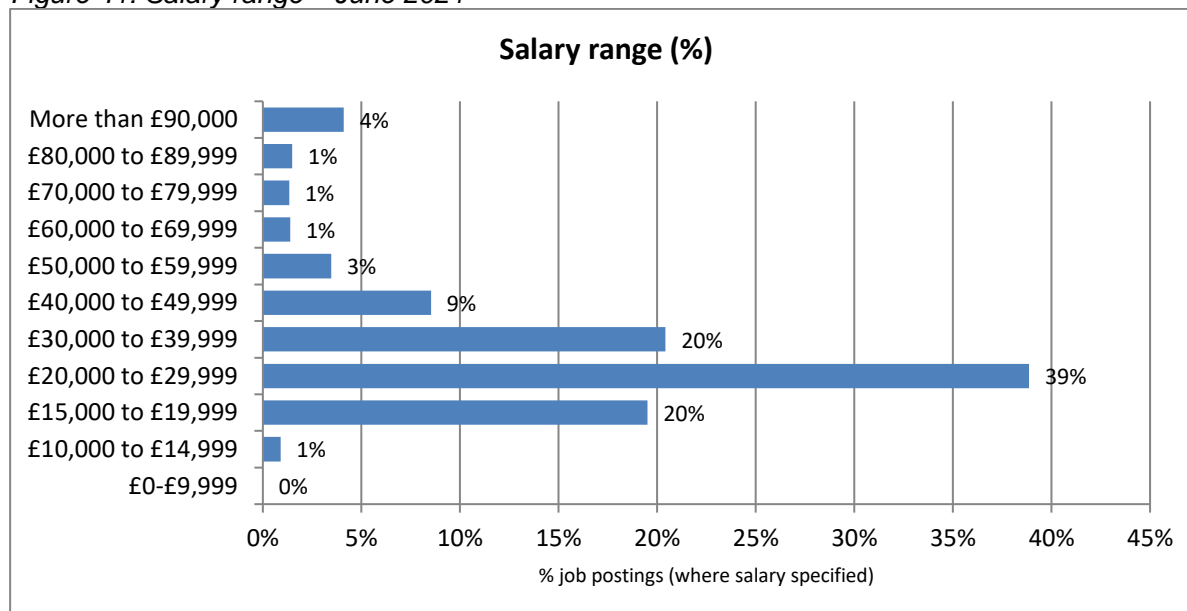
Figure 40: Qualification level – June 2021



Source: Labour Insight (Burning Glass Technologies)

Specific salaries are only mentioned in around two thirds of posting, but where they were, over a third were offering salaries of £20,000-£29,999, a fifth £15,000-£19,999 and a fifth £30,000-£39,999. The mean advertised salary was £33,100.

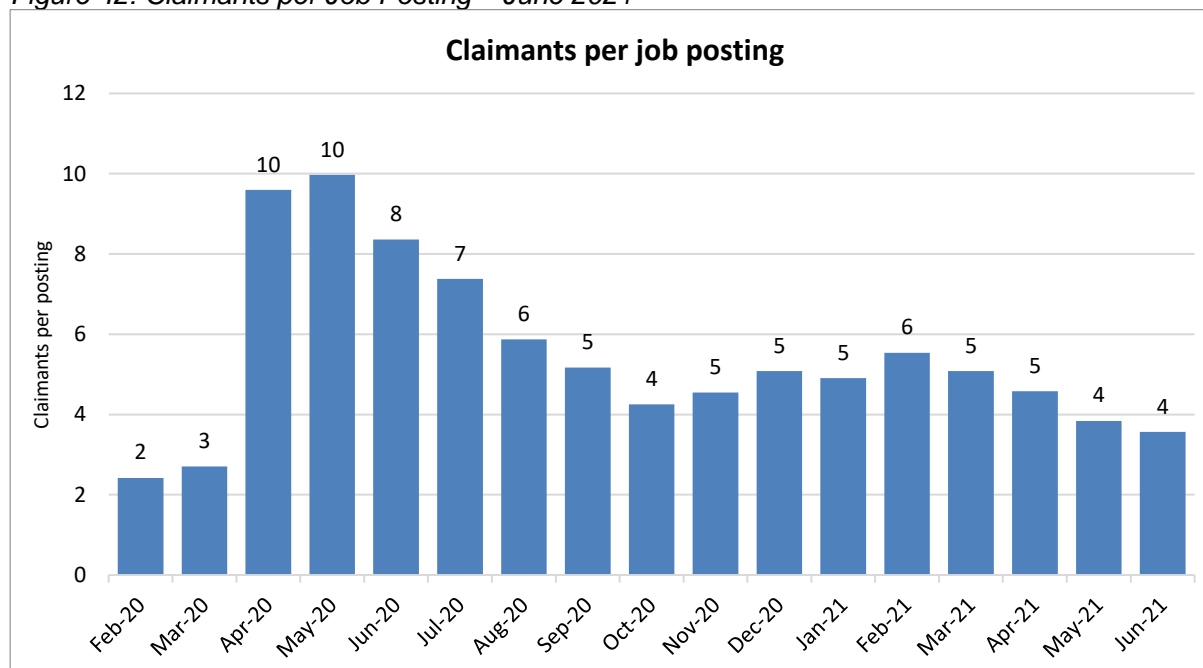
Figure 41: Salary range – June 2021



Source: Labour Insight (Burning Glass Technologies)

As vacancy levels have increased in the last couple of months, alongside a fall in claimants, there's been a fall in the ratio of claimants to vacancies and this remains at 4 claimants per job posting in June. 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 averaged 3 claimants per job posting.

Figure 42: Claimants per Job Posting – June 2021



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

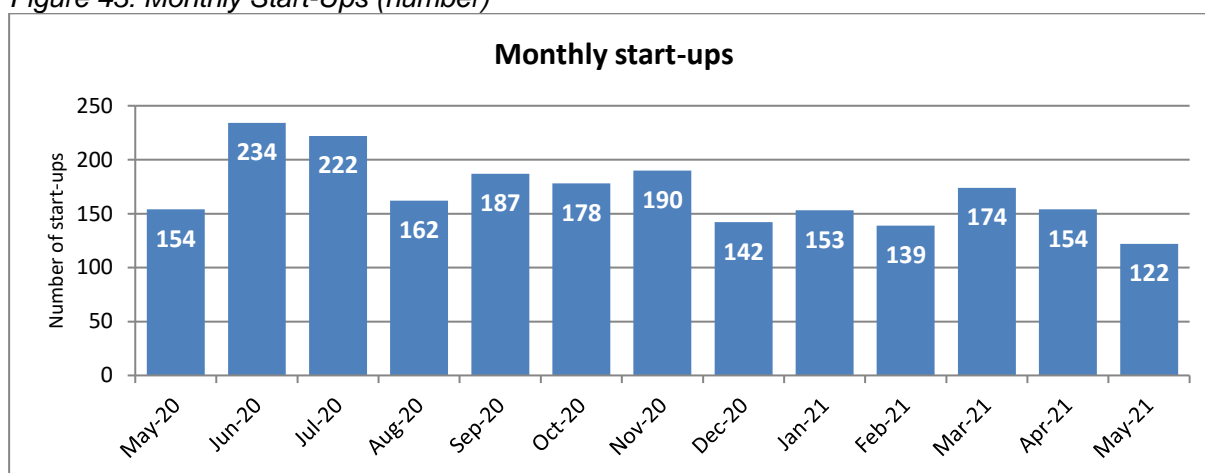
8. BUSINESS START-UPS

8a. 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 122 business start-ups in Cumbria in May 2021, a fall of 32 from April (-21%) and also 32 fewer than the same month last year (during the first lockdown). Nationally the number of start-ups fell by 8% from in May compared to April. During the quarter (Mar-May) there were 450 start-ups which is 25 more than the same quarter last year.

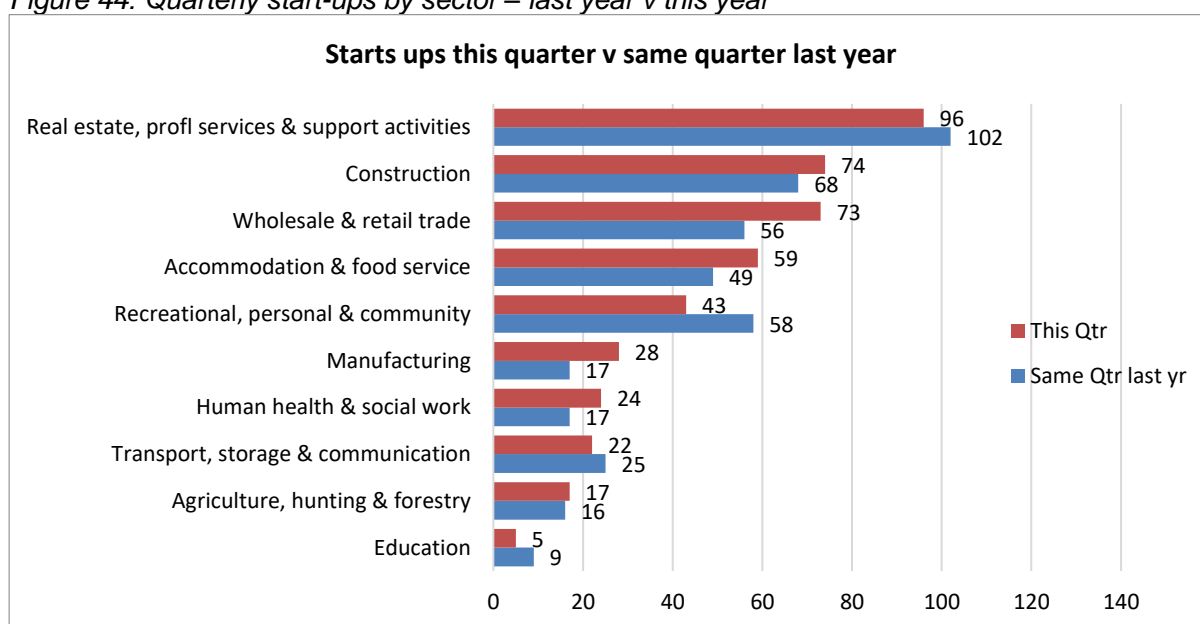
Figure 43: Monthly Start-Ups (number)



Source: BankSearch

The highest volume of start-ups in the quarter (Mar-May) were in real estate, professional services & support activities (96), followed by construction (74) and wholesale & retail (73).

Figure 44: Quarterly start-ups by sector – last year v this year



Source: BankSearch

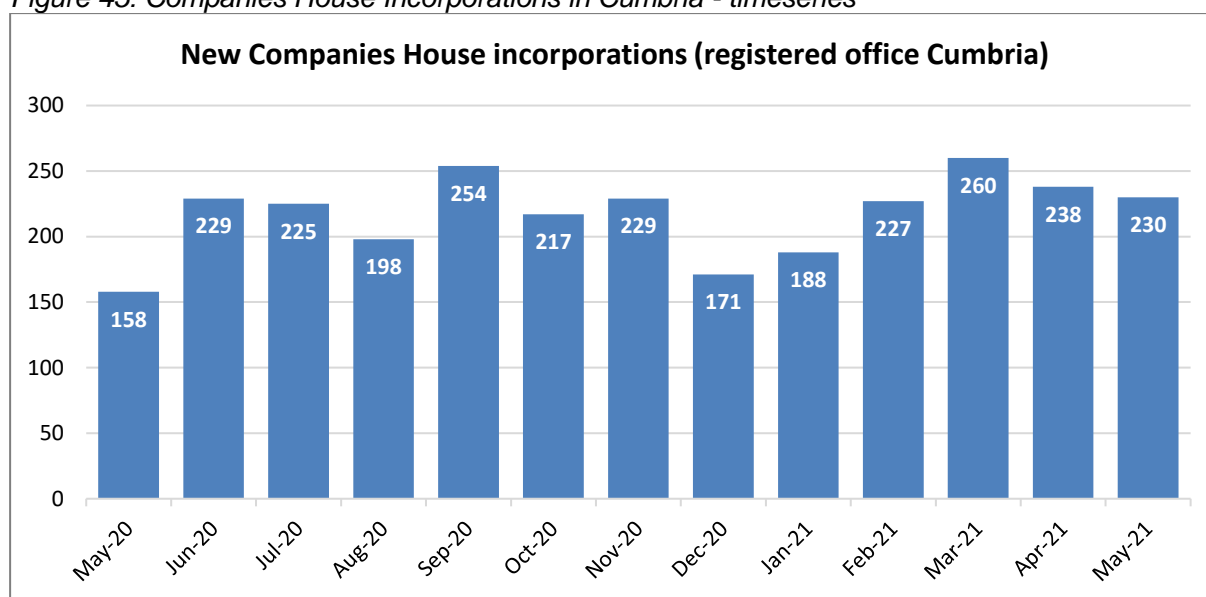
8b: New Companies House Incorporations

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 230 new Companies House incorporations in May 2021, a fall of 8 from April but 72 higher than the same month last year. New registrations rose in Barrow, Carlisle and Copeland but fell in Allerdale, Eden and South Lakeland.

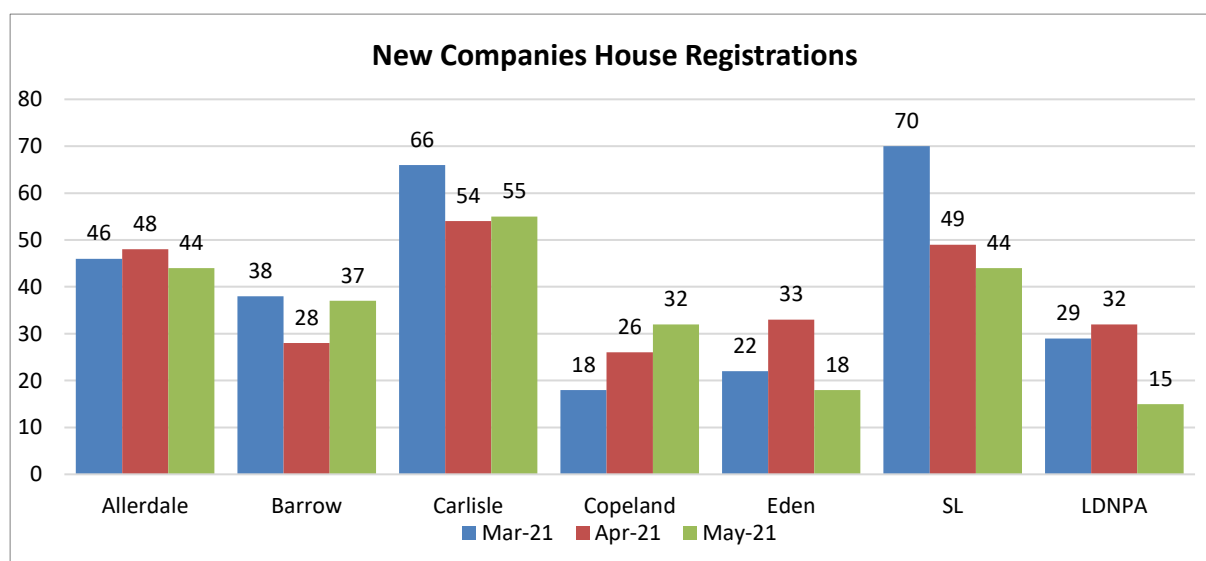
It should be noted that activity during the pandemic has been influenced by the pausing and subsequent resumption of activity at Companies House. Therefore, trends in this data should be viewed with a degree of caution.

Figure 45: Companies House Incorporations in Cumbria - timeseries



Source: BankSearch, data relate to registered office address.

Figure 46: Companies House Incorporations by District, last 3 months



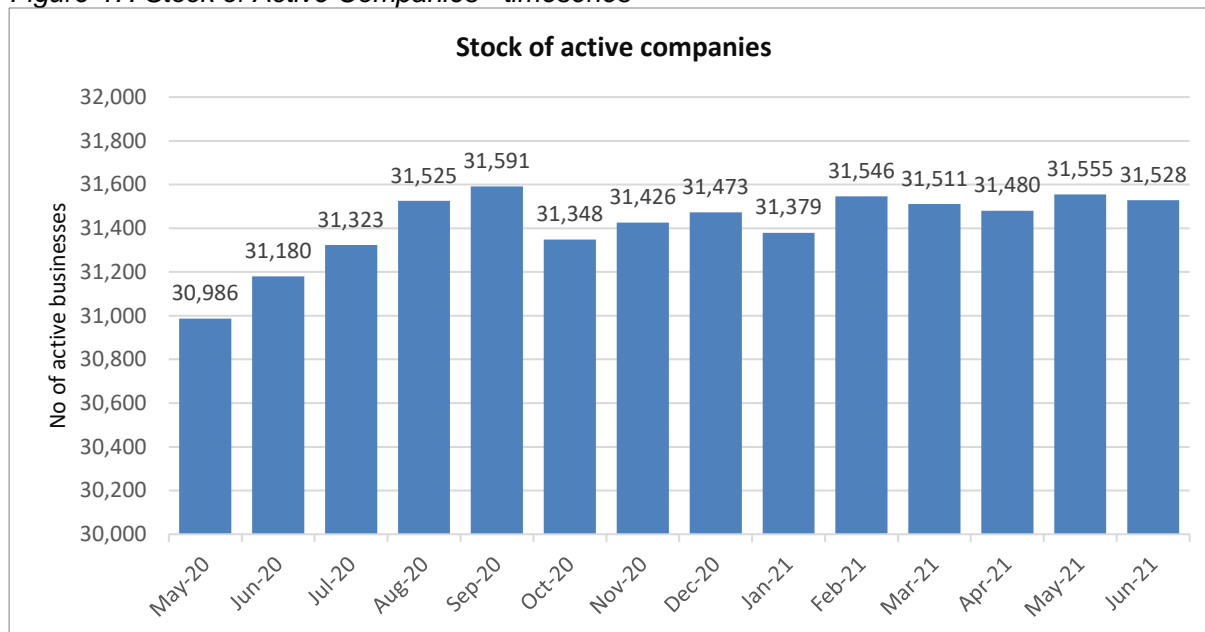
Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

9. 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.

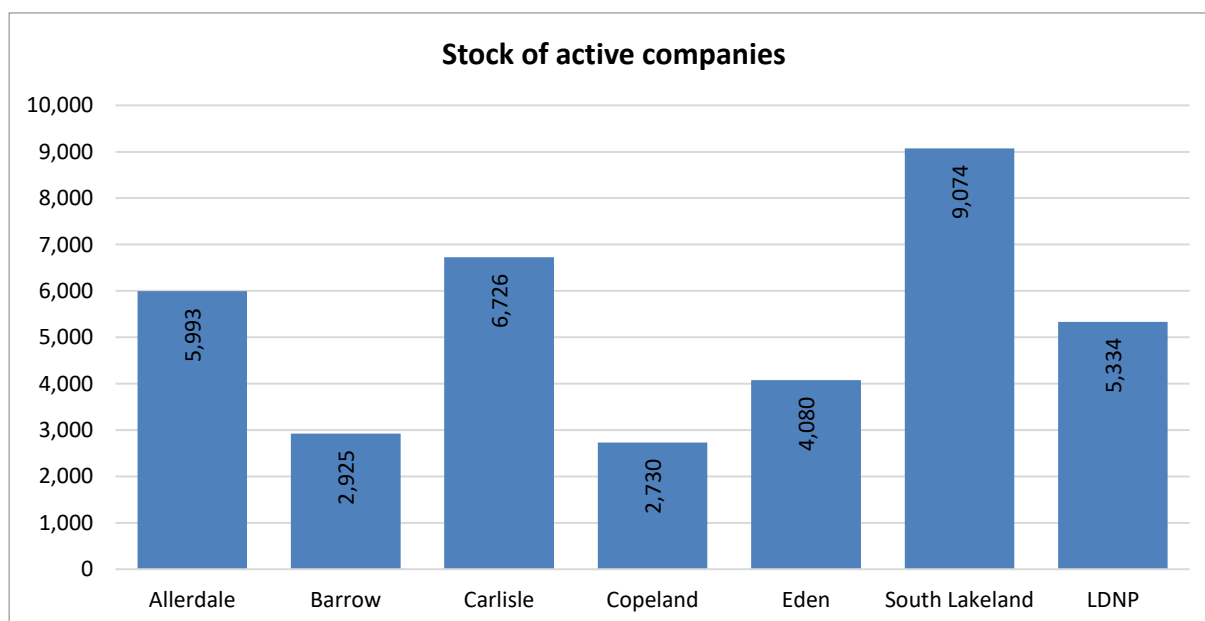
At the end of June 2021 there were 31,528 entries on the FAME database for Cumbria, a fall of 27 from last month. The number of businesses dissolved/entering liquidation in Cumbria was 187 in June and 3.3% of businesses had a high risk credit score well below the national average of 5.8% (NB: only around half the stock of businesses in the area have a credit score on FAME).

Figure 47: Stock of Active Companies - timeseries



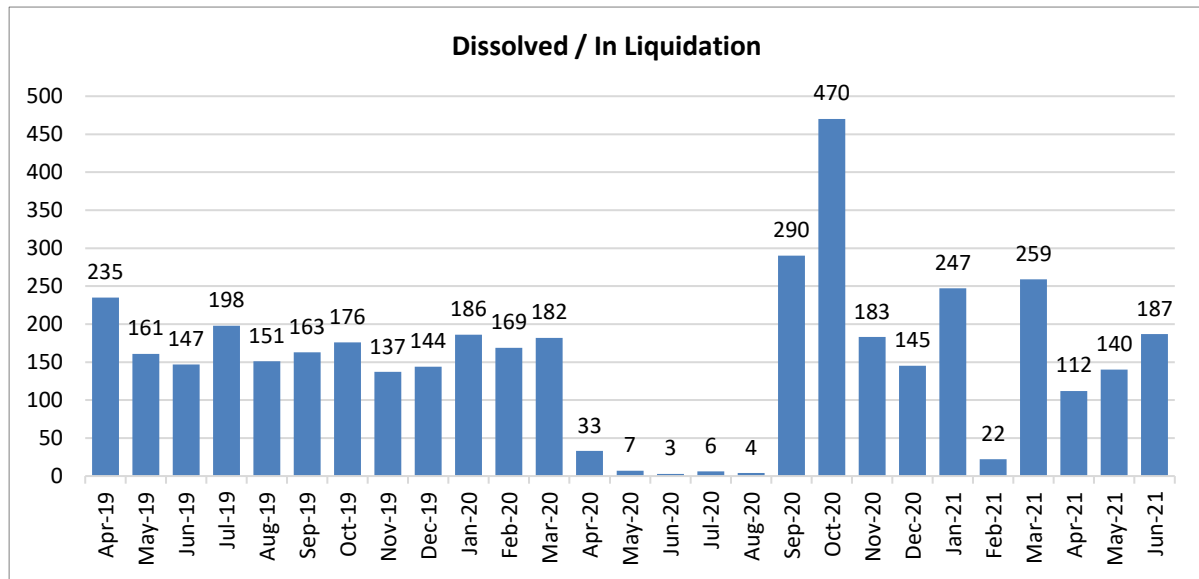
Source: FAME (Bureau Van Dijk)

Figure 48: Stock of Active Companies by District, May 2021



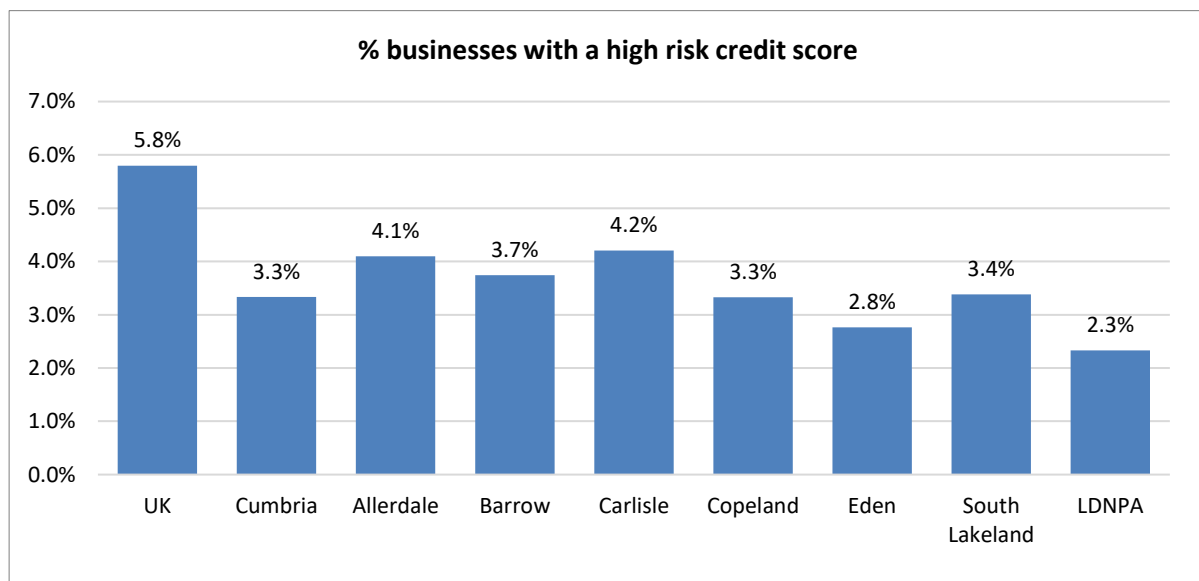
Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district

Figure 49: Businesses dissolved/in liquidation during month, timeseries



Source: FAME (Bureau Van Dijk)

Figure 50: Businesses with a high risk credit score (% those with a score)



Source: FAME (Bureau Van Dijk) NB: only around half of active enterprises have a credit score on the system

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