

Introduction

This briefing contains the most recent data from the standard Claimant Count and Universal Credit registers (both counts taken on **8th July**). The briefing also the latest available data on payrolled employment, job postings, NEETs, business start-ups and active companies. Furlough data is available in a separate briefing due to different data release timescales.

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 218,267 payrolled employees resident in Cumbria in July 2021, an increase of 980 from June (0.5%) following larger increases in May and June as restrictions were eased. This means there are 4,624 more payrolled employees resident in Cumbria than this time last year (+2.2%) but there are still 1,355 fewer than immediately before the pandemic.
- Employee levels increased by 369 in West Cumbria and by 610 in East Cumbria in July compared to June (NB: these are the NUTS3/ITL3 West/East definitions which are not the same as the proposed unitaries).
- Median monthly earnings in July in Cumbria were £1,836 which is 93% of the UK average. They were highest in West Cumbria (99% of UK) but lower in East Cumbria (87% of UK).
- Payrolled employee annual earnings growth in Cumbria was 6.9%, above the UK rate of 6.4%.
- There were 10,765 claimants of JSA / UC (out of work and seeking work) on 8th July which is 295 fewer than in June. The rate of decline slowed after the very large reductions of over 1,000 in both May and June. The count fell in all parts of the county with the biggest numerical falls in Allerdale, (-85), Copeland (-70) and South Lakeland (-70).
- Compared to the same time last year, which was the height of the labour market impact of COVID-19, the claimant count is 3,240 lower (-23%) but it is still significantly higher than the level seen in July 2 years ago (+4,270 / +66%).
- The claimant rate in Cumbria fell to 3.7% in July, a fall of 0.2 and it remains below the national rate of 5.4% in all parts of Cumbria.
- Compared to a year ago, the claimant rate in Cumbria is 1.1 percentage points lower, down from 4.8% to 3.7%. This compares to a national decrease of 0.9 percentage points. However compared to the same time 2 years ago, the claimant rate is still 1.5ppt 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 are back above the national average (5.9% v 5.8%) and in Carlisle where rates for 25-34 year olds remain above the national average (7.2% v 6.8%).
- There were 35,946 claimants of Universal Credit in Cumbria on 8th July (in work, out of work, not required to seek work), a rise of 163 (0.5%) from the revised June figure. This is 1,769 (5.2%) higher than a year ago and 20,457 (132%) higher than two years ago.

- As seen in the last couple of months there was a fall in claimants in the searching, planning, preparing category but this was offset by rises in the volume of claimants who were working and also in those with no work requirements. For the past three months there have been more working claimants in Cumbria than those seeking work which is not the case nationally.
- The claimant rate for all UC claimants was 12.2% in July compared to 14.6% 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.
- 25,580 (71%) of UC claimants had been claiming for more than 12 months, an increase of 435 from June. There was a decrease of 270 in the number claiming for less than a year.
- Data for households on Universal Credit is published quarterly and the latest is for May 2021. This shows that in May there were 30,075 households in receipt of Universal Credit, up by 3,261 (12%) from a year previously and 17,256 (135%) more than two years ago.
- There were an estimated 22,291 children/young people under the age of 20 living in Universal Credit households in May 21. This is 3,064 (16%) more than a year ago and 12,636 (131%) more than two years ago.
- There were 11,300 jobs held by Cumbrian residents furloughed in June, a fall of 6,800 from May. This is a reduction of 38% compared to a national reduction of 24% and furloughing reduced more quickly than nationally in all parts of Cumbria. The furlough rate was 5% (down from 8% in May) which is now below the national rate of 6%. *A separate briefing is available on the latest furlough data.*
- There were 422 young people (aged 16/17) classed as NEET in June, down by 30 from May and 39 fewer than a year ago. This is an annual decrease of 8.5% compared to an annual decrease of 9.5% for England.
- The NEET rate was 4.2% in Cumbria in June, down 0.3ppt from May and 0.5ppt lower than a year ago. Nationally the NEET rate was 4.9% which is 0.7ppt lower than a year ago.
- The participation rate for 16/17 year olds was 92.5% in June compared to a national rate of 93.1%. 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 1.7%.
- In provisional Apprenticeship starts data for Aug 2020-April 2021 there were 2,910 new starts in Cumbria for people of all ages. This is 492 fewer than the same period a year previously (Aug 19-Apr 20), a fall of 14% and 971 fewer than 3 years ago (-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 3,215 job postings in July, an increase of 69 from June. Levels are double those seen in July last year and also significantly higher than July two years ago, reflecting demand from multiple sectors simultaneously as lockdown restrictions have been lifted.
- The highest volume of job postings was in the health sector followed by accommodation & food services and wholesale & retail.
- The mostly commonly advertised occupations were for health professionals, caring personal service roles and elementary admin & services (which includes many hospitality roles).
- The most common skills "family" mentioned in postings was business skills followed by health care, finance and customer & client support.
- In July there were 3 claimants per new job posting in Cumbria which is a return to the pre-pandemic level due to the combination of the decrease in claimants and the rise in job postings.
- There were 414 business start-ups in the quarter ending June which is 52 fewer than last quarter and 79 fewer than the same quarter last year.
- The highest volume of start-ups was in real estate & professional services (96), wholesale & retail (64) and accommodation & food services (63).
- There were 186 new Companies House incorporations in June a fall of 44 from May and 43 fewer more than in June last year.
- There were 31,537 active companies in Cumbria at the end of July, 9 more than in June.
- There were 180 businesses dissolved/in liquidation during July and 3.4% of businesses in Cumbria that had a credit score were rated high risk compared to 5.8% nationally (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 payrolled employees showed another monthly increase, up 182,000 to 28.9 million in July 2021. However, it remains 201,000 below pre-coronavirus (COVID-19) pandemic levels.
- 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 (April to June 2021), there was a quarterly increase in the employment rate of 0.3 percentage points, to 75.1%, and a decrease in the unemployment rate of 0.2 percentage points, to 4.7%. The economic inactivity rate is down 0.2 percentage points on the previous quarter, to 21.1%.
- 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 an estimated 953,000 job vacancies in May to July 2021, a record high, having grown by 290,000 compared with the previous quarter and 168,000 more than its pre-pandemic level (January to March 2020). Growth has also been seen in the experimental single month vacancy estimates and Adzuna online job adverts; both continue to surpass their pre-pandemic levels in July 2021, with the single-month vacancy estimates exceeding 1,000,000 for the first time.
- Growth in average total pay (including bonuses) was 8.8% and regular pay (excluding bonuses) was 7.4% in April to June 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 low base periods when earnings were first affected by the pandemic.

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 no sector or demographic breakdowns for areas below regions and the lowest level of geography is the NUTS3/ITL3 areas of West and East Cumbria. NB: these are not the same as the proposed unitary areas of West and East Cumbria. In this context, West Cumbria comprises Allerdale, Barrow, Copeland and East Cumbria comprises 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.

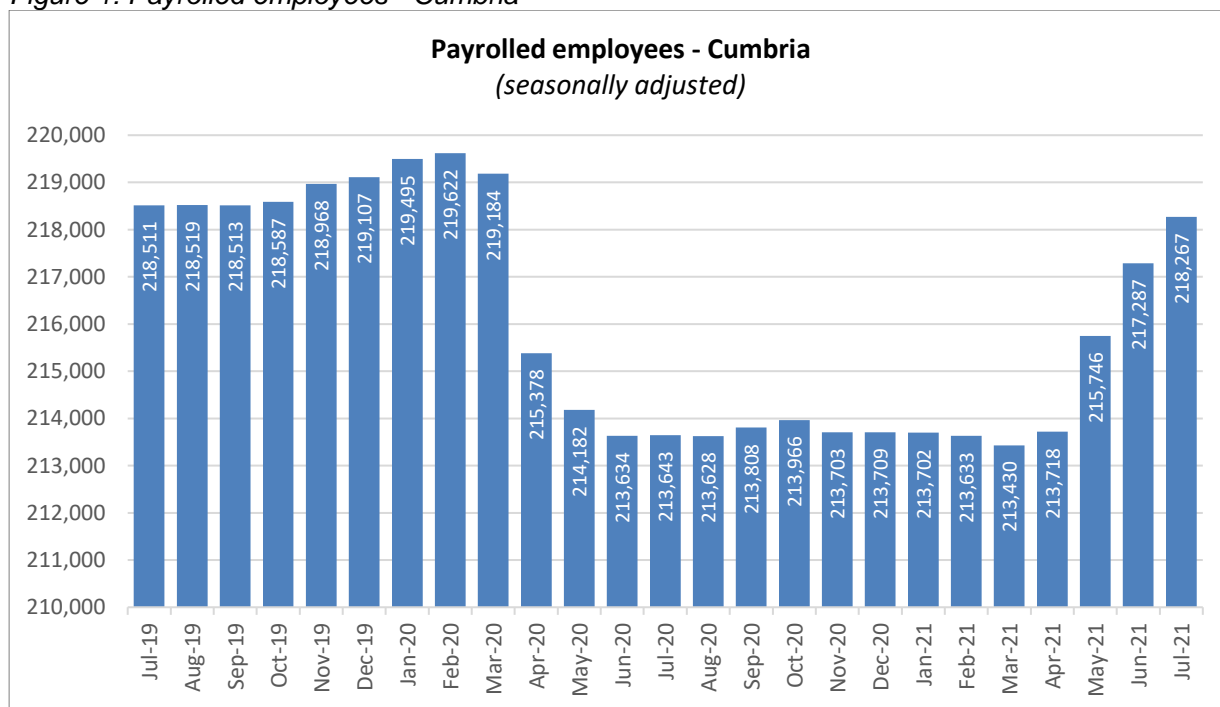
Employees are recorded at their place of residence not their place of work and latest month figures are always a "flash estimate" with around 15% of the data being imputed and then revised in the subsequent publication.

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

3a. Payrolled employees

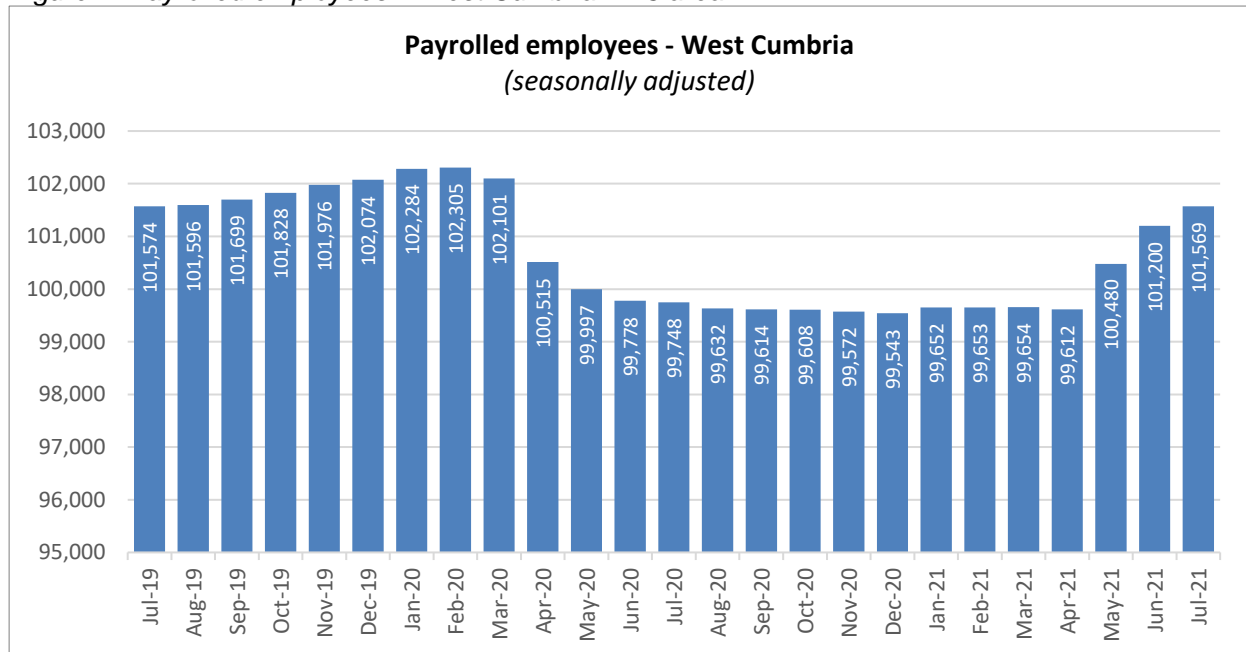
There were estimated to be 218,267 residents in Cumbria in payrolled employment in July, an increase of 980 from June and 4,624 more than a year ago. This means levels are almost back to those seen at the same time of year two years ago (just 244 lower). However, payrolled employment remains lower than immediately prior to the pandemic in Feb 2020 (-1,355 fewer).

Figure 1: Payrolled employees - Cumbria



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

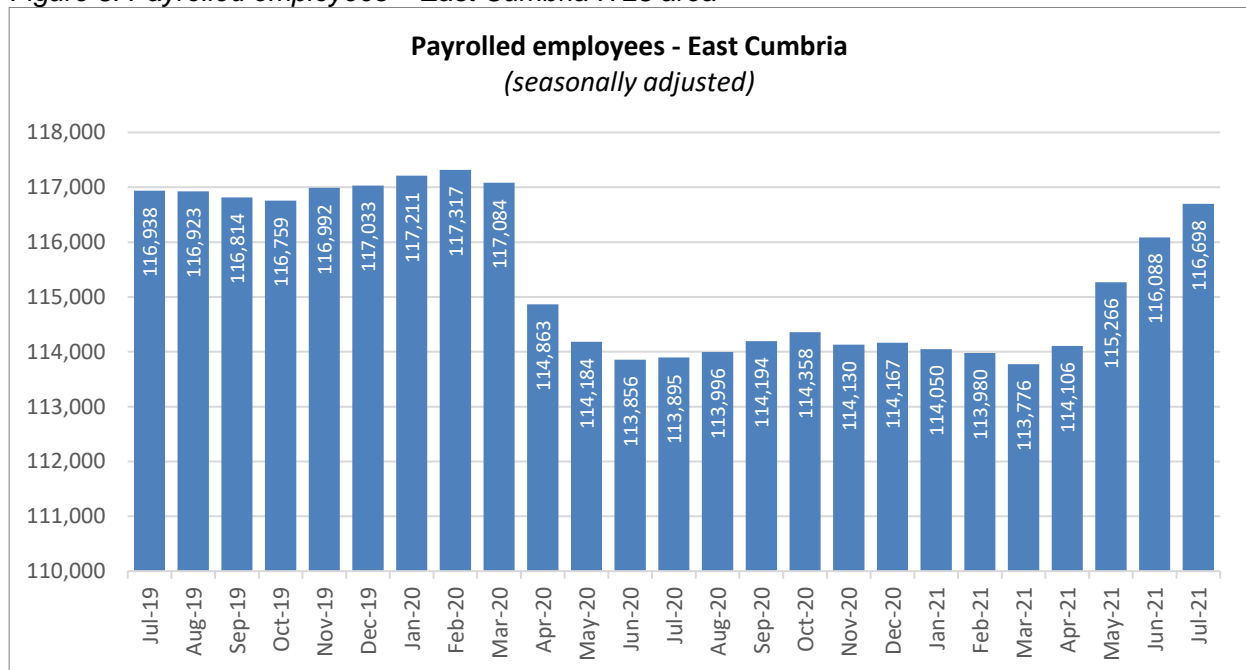
Figure 2: Payrolled employees – West Cumbria ITL3 area



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

Note: West Cumbria ITL3 area comprises Allerdale, Copeland and Barrow

Figure 3: Payrolled employees – East Cumbria ITL3 area

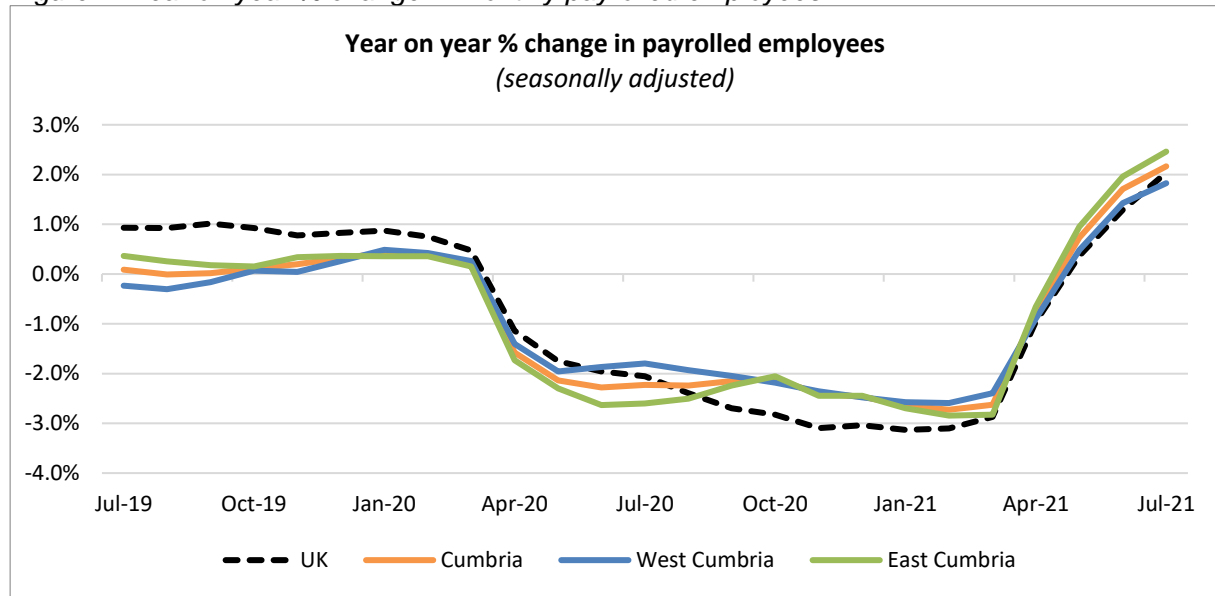


Source: HMRC / ONS Latest month data are always provisional.

Note: East Cumbria ITL3 area comprises Carlisle, Eden and South Lakeland

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 in 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 sub-areas 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

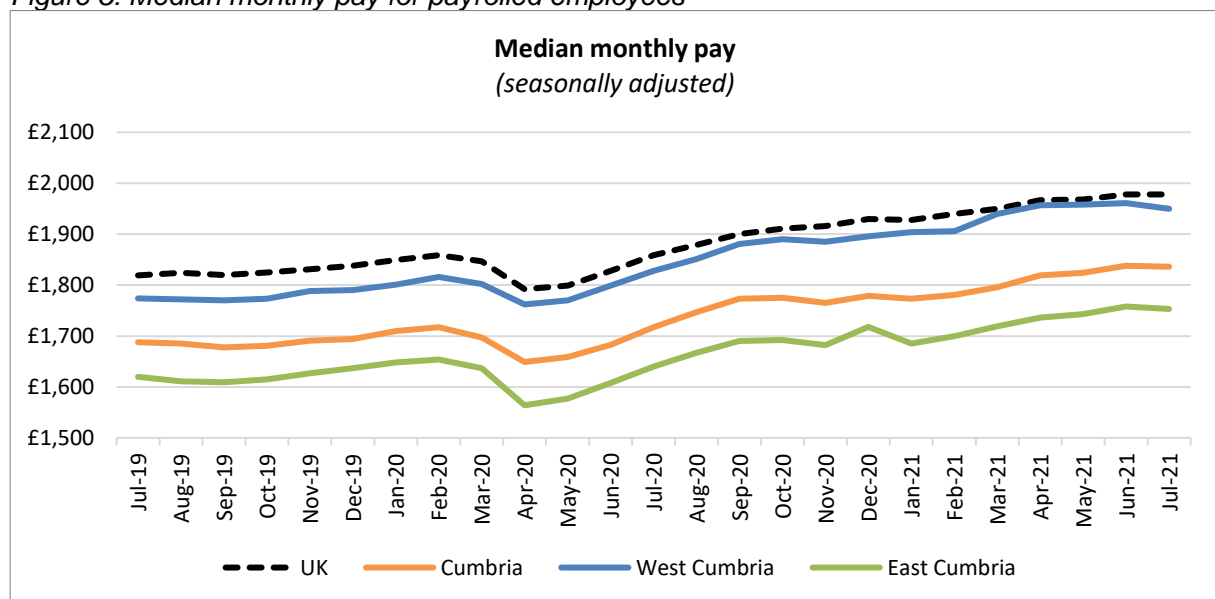


Source: HMRC / ONS Latest month data are always provisional.

3b. Median monthly pay

Median monthly pay for employees in Cumbria was £1,836 in July 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 87%.

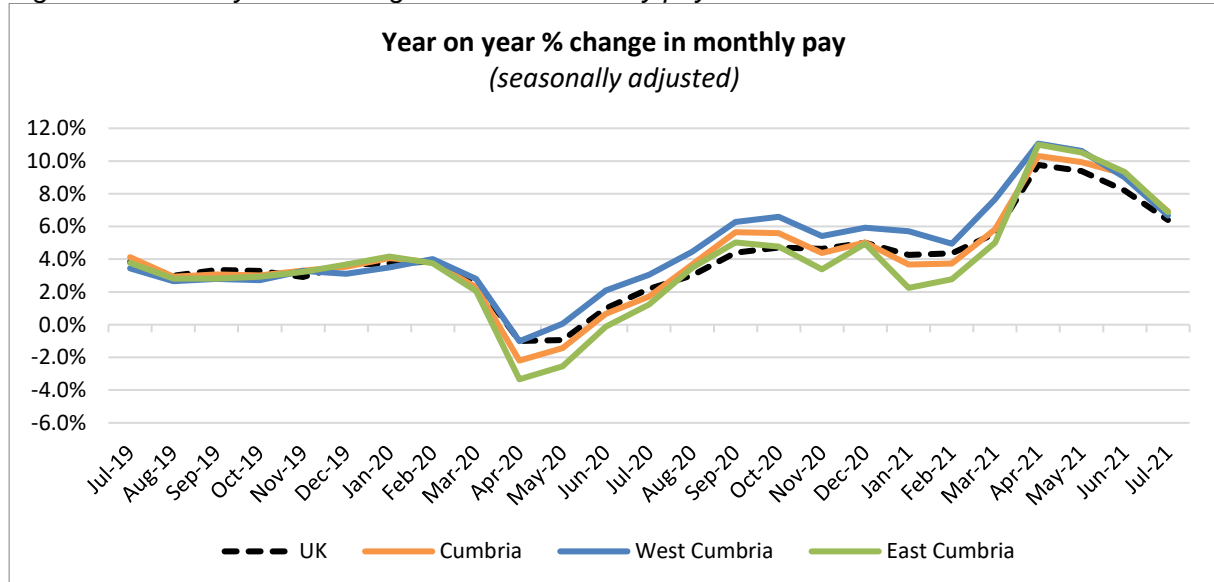
Figure 5: Median monthly pay for payrolled employees



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

During 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.

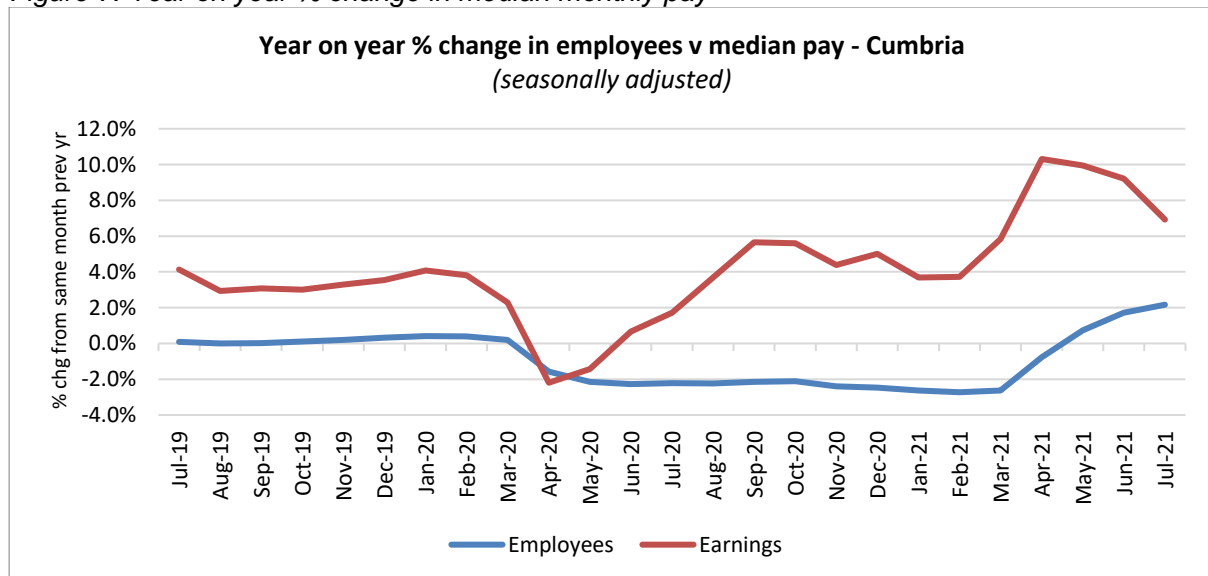
Figure 6: Year on year % change in median monthly pay



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 – when 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 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 8th July 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 295 claimants in Cumbria in July compared to June, to a total of 10,765. This is a monthly fall of 2.7% compared to a fall of 0.8% nationally. The count fell everywhere in Cumbria with the biggest falls in Allerdale, Copeland and South Lakeland. The claimant rate in July in Cumbria was 3.7% which is below the national rate of 5.4%. It is down 0.1ppt from June and is 1.1ppt lower than a year ago. Despite the improving picture, compared to two years ago (July 2019) the claimant count is still substantially higher with 4,270 more claimants in Cumbria (+66%)

Figure 8: Standard Claimant Count – July 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	1,342,600	6.4	926,060	4.4	2,268,660	5.4	-17,335	-0.8	0.0	-374,155	-14.2	-0.9
Cumbria	6,430	4.4	4,335	2.9	10,765	3.7	-295	-2.7	-0.1	-3,245	-23.2	-1.1
Allerdale	1,290	4.5	960	3.3	2,255	3.9	-85	-3.7	-0.2	-550	-19.7	-1.0
Barrow	1,120	5.5	620	3.1	1,740	4.3	-30	-1.6	-0.1	-350	-16.8	-0.9
Carlisle	1,780	5.6	1,180	3.6	2,960	4.5	-25	-0.9	0.0	-520	-14.9	-0.8
Copeland	945	4.6	605	3.0	1,555	3.8	-70	-4.2	-0.2	-465	-23.1	-1.1
Eden	480	3.1	380	2.4	860	2.8	-10	-1.4	0.0	-390	-31.3	-1.3
South Lakeland	815	2.8	585	1.9	1,400	2.4	-70	-4.9	-0.1	-965	-40.8	-1.6
of which LDNPA	340	2.9	260	2.2	600	2.5	-50	-7.7	-0.2	-455	-43.0	-1.9

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

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

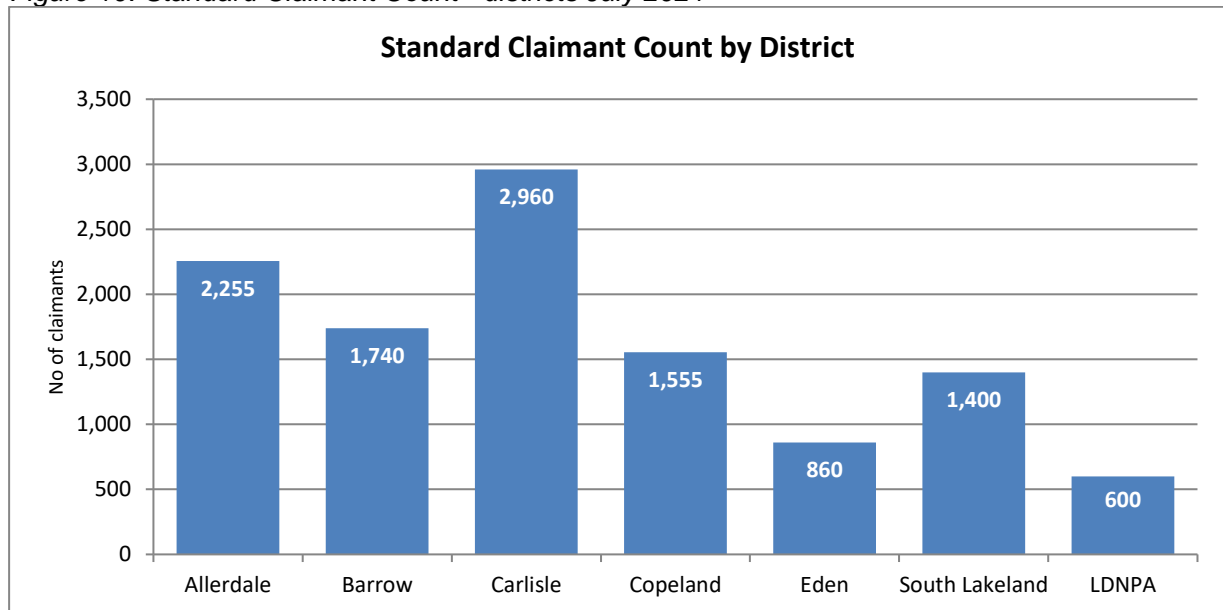
Figure 2 shows the claimant count and rate by broad age group in Cumbria in July. Claimant rates at Cumbria level are below the national average for all age groups except for 16-24 year olds in Barrow and for 25-34 year olds in Carlisle where the rates are slightly above the national rate.

Figure 9: Standard Claimant Count & Rate by Age Group in Cumbria – July 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	408,585	5.8%	614,070	6.8%	496,230	5.9%	395,975	4.4%	352,665	4.3%	2,268,660	5.4%
Cumbria	1,950	4.5%	2,995	5.7%	2,180	4.1%	1,870	2.6%	1,780	2.4%	10,765	3.6%
Allerdale	415	4.9%	610	6.0%	440	4.3%	395	2.7%	400	2.8%	2,255	3.9%
Barrow	375	5.9%	480	5.8%	360	5.1%	260	2.7%	265	2.9%	1,740	4.3%
Carlisle	515	5.2%	905	7.2%	630	5.0%	495	3.2%	415	2.7%	2,960	4.5%
Copeland	290	5.0%	435	5.6%	285	3.9%	265	2.7%	280	2.7%	1,555	3.8%
Eden	130	3.2%	205	4.1%	190	3.7%	170	2.1%	155	1.8%	860	2.8%
South Lakeland	225	2.6%	355	4.0%	275	2.7%	290	1.9%	260	1.6%	1,400	2.3%
of which LDNPA	70	2.2%	135	4.0%	130	3.3%	145	2.4%	120	1.7%	600	2.6%

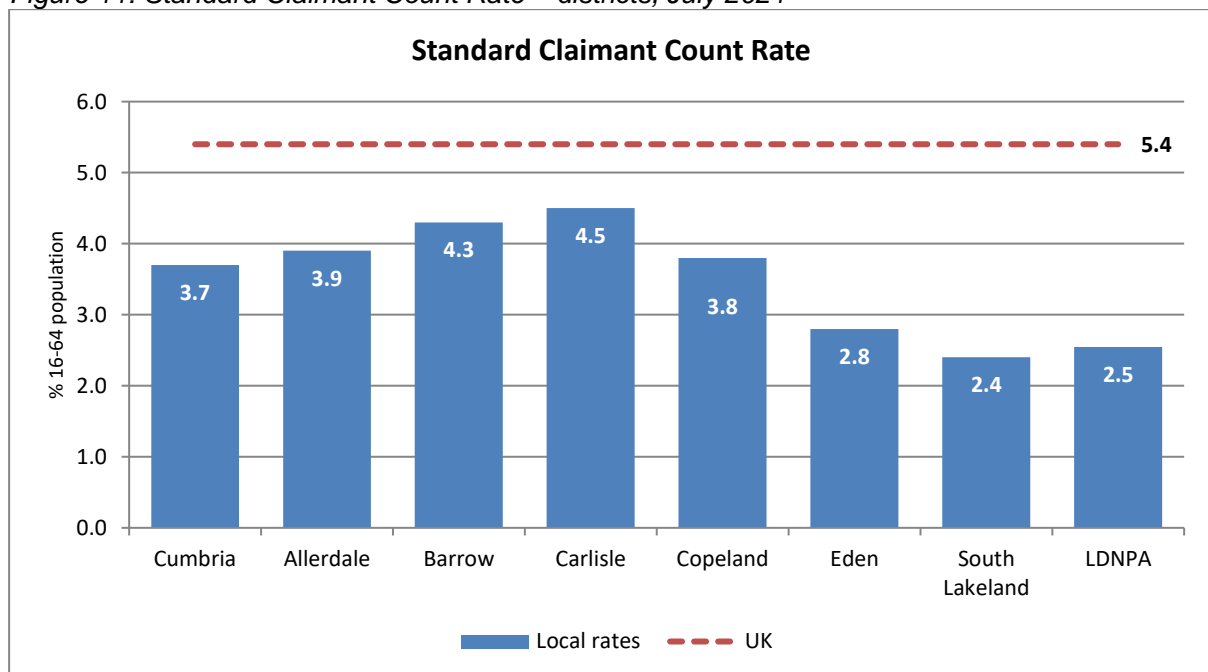
Source: ONS (data are rounded). LDNPA is a “best-fit” of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 10: Standard Claimant Count - districts July 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, July 2021



Source: ONS/DWP

Figure 12: Standard Claimant Count - timeseries

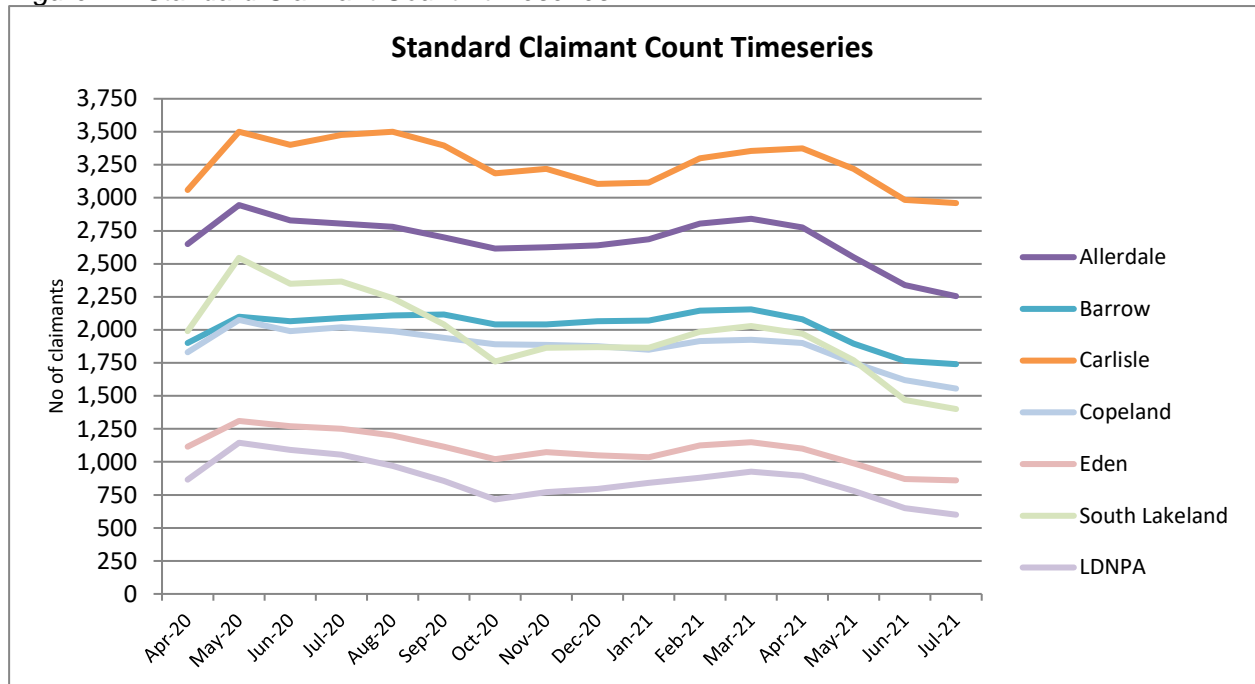
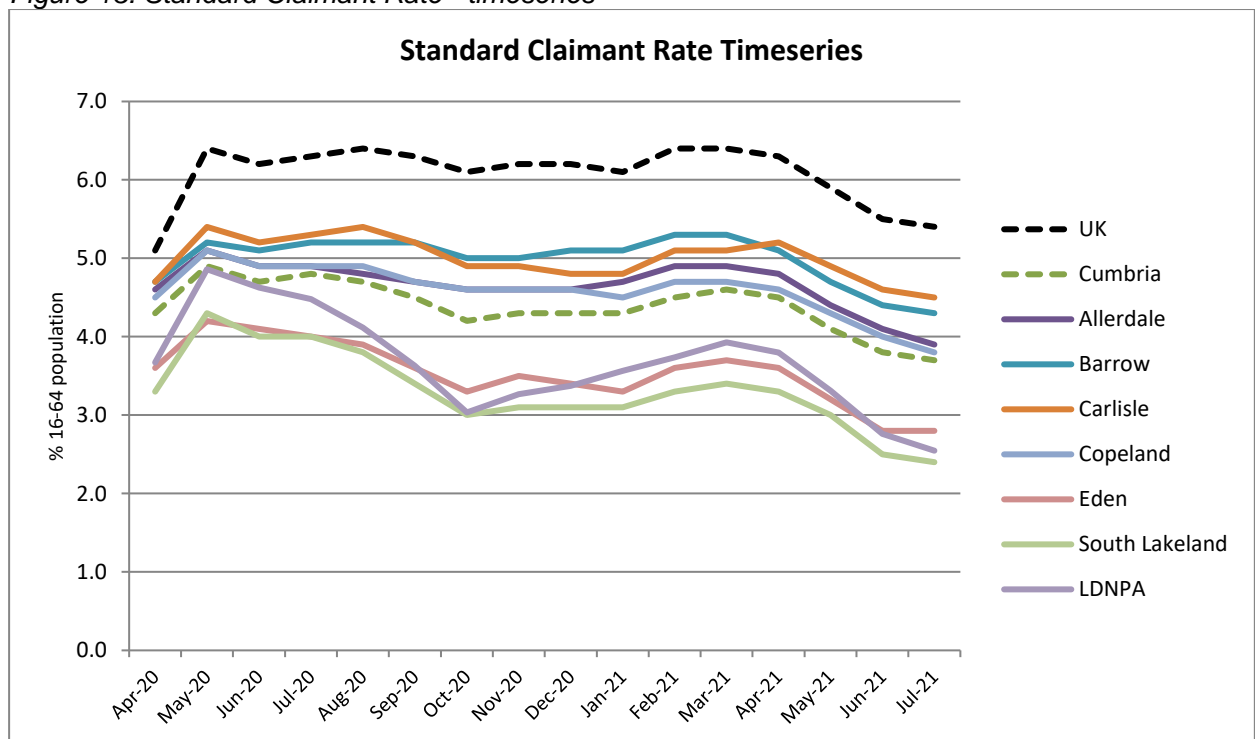


Figure 13: Standard Claimant Rate - timeseries



Source: ONS/DWP

5. UNIVERSAL CREDIT (released monthly) – count taken 8th July 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 8th July 2021 there were 35,946 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 163 from the revised June total (+0.5%), 1,769 more than a year ago (+5%) and 20,457 more than two years ago (132%). The count rose from last month in all parts of Cumbria except Eden where it fell by 23. As in previous months, the increase is due to rises in the number of claimants claiming whilst in work (+184) or with no work requirements (+193) which exceeded a fall in the number claiming whilst seeking work (-214). The latest total means that 12.2% of the working age population is claiming Universal Credit compared to a national rate of 14.6%. The rate is below the national average in all parts of Cumbria. However, 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 – July 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	2,772,333	13.7%	3,144,700	15.5%	5,917,053	14.6%	35,568	0.6%	0.1%	410,084	7.4%	1.0%
Cumbria	16,530	11.3%	19,411	13.0%	35,946	12.2%	163	0.5%	0.1%	1,769	5.2%	0.6%
Allerdale	3647	12.7%	4501	15.6%	8,143	14.1%	68	0.8%	0.1%	342	4.4%	0.6%
Barrow	2507	12.4%	2773	13.6%	5,276	13.0%	28	0.5%	0.1%	433	8.9%	1.1%
Carlisle	4152	12.9%	4790	14.4%	8,942	13.6%	71	0.8%	0.1%	796	9.8%	1.2%
Copeland	2563	12.4%	2993	14.6%	5,560	13.5%	12	0.2%	0.0%	455	8.9%	1.1%
Eden	1196	7.8%	1488	9.6%	2,683	8.7%	-23	-0.8%	-0.1%	-140	-5.0%	-0.5%
South Lakeland	2462	8.4%	2866	9.5%	5,332	8.9%	1	0.0%	0.0%	-129	-2.4%	-0.2%
of which LDNPA	1142	9.7%	1213	10.4%	2,354	10.1%	-19	-0.8%	-0.1%	-135	-5.4%	-0.6%

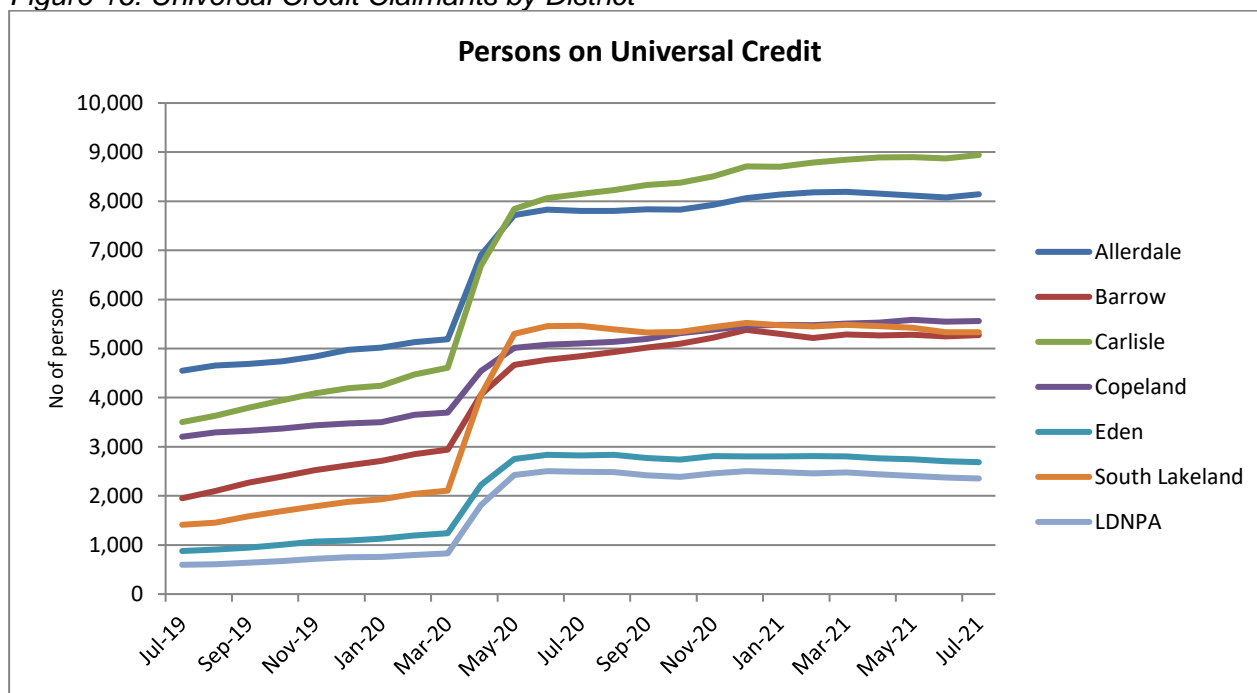
Source: DWP (due to disclosure control, gender totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 15: Universal Credit Claimants by Age – July 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	918,906	13.4%	1,772,063	20.2%	1,438,679	17.6%	1,009,251	11.5%	778,103	9.8%	5,917,053	14.6%
Cumbria	5,608	13.0%	11,059	20.9%	8,226	15.7%	6,107	8.4%	4,947	6.7%	35,946	12.2%
Allerdale	1,235	14.6%	2,374	23.2%	1,838	18.1%	1,490	10.3%	1,217	8.5%	8,143	14.1%
Barrow	1,074	16.8%	1,699	20.5%	1,127	15.8%	772	7.9%	612	6.7%	5,276	13.0%
Carlisle	1,394	14.2%	2,945	23.5%	2,111	16.9%	1,436	9.4%	1,067	6.9%	8,942	13.6%
Copeland	847	14.5%	1,709	22.0%	1,193	16.4%	930	9.4%	880	8.4%	5,560	13.5%
Eden	350	8.6%	791	15.6%	647	12.6%	491	6.2%	406	4.7%	2,683	8.7%
South Lakeland	718	8.2%	1,551	17.3%	1,314	12.7%	984	6.5%	763	4.6%	5,332	8.9%
of which LDNPA	268	8.5%	647	19.4%	632	16.0%	437	7.3%	363	5.2%	2,354	10.1%

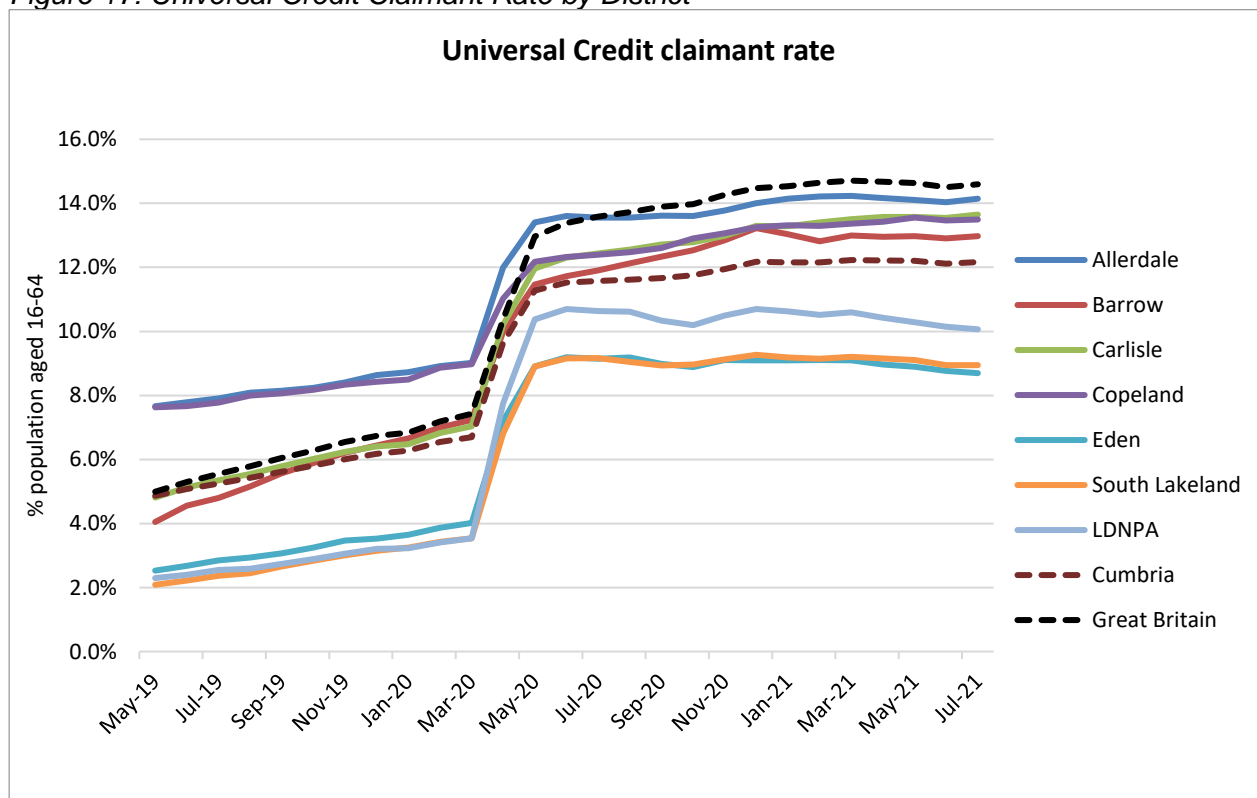
Source: DWP (due to disclosure control, age totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 16: Universal Credit Claimants by District



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

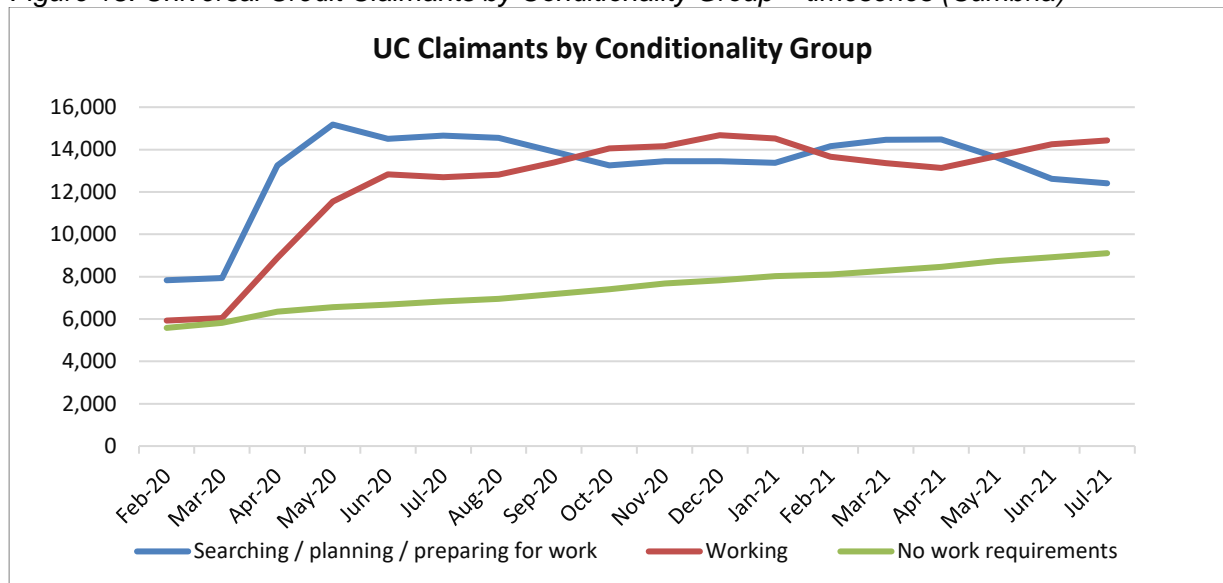
Figure 17: Universal Credit Claimant Rate by District



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 July there was an increase in the volume of those claiming while working (+184) and also in the number with no work requirements (+214) but a fall (-214) 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. For the past three months there have been more claimants in work than seeking work, something not seen before the pandemic and not seen at national level.

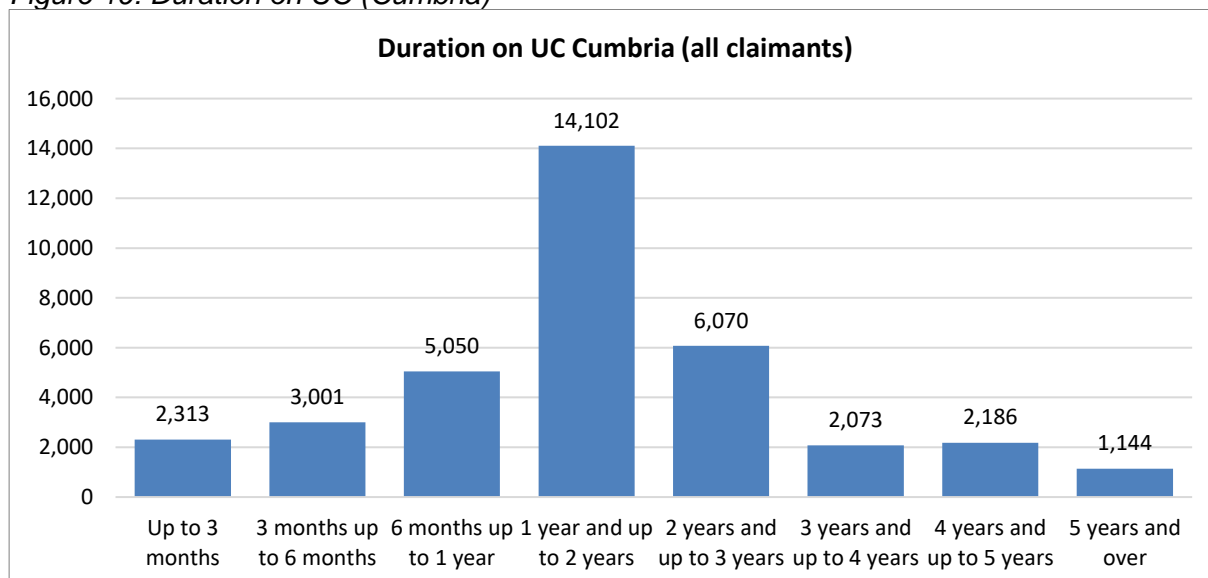
Figure 18: Universal Credit Claimants by Conditionality Group – timeseries (Cumbria)



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

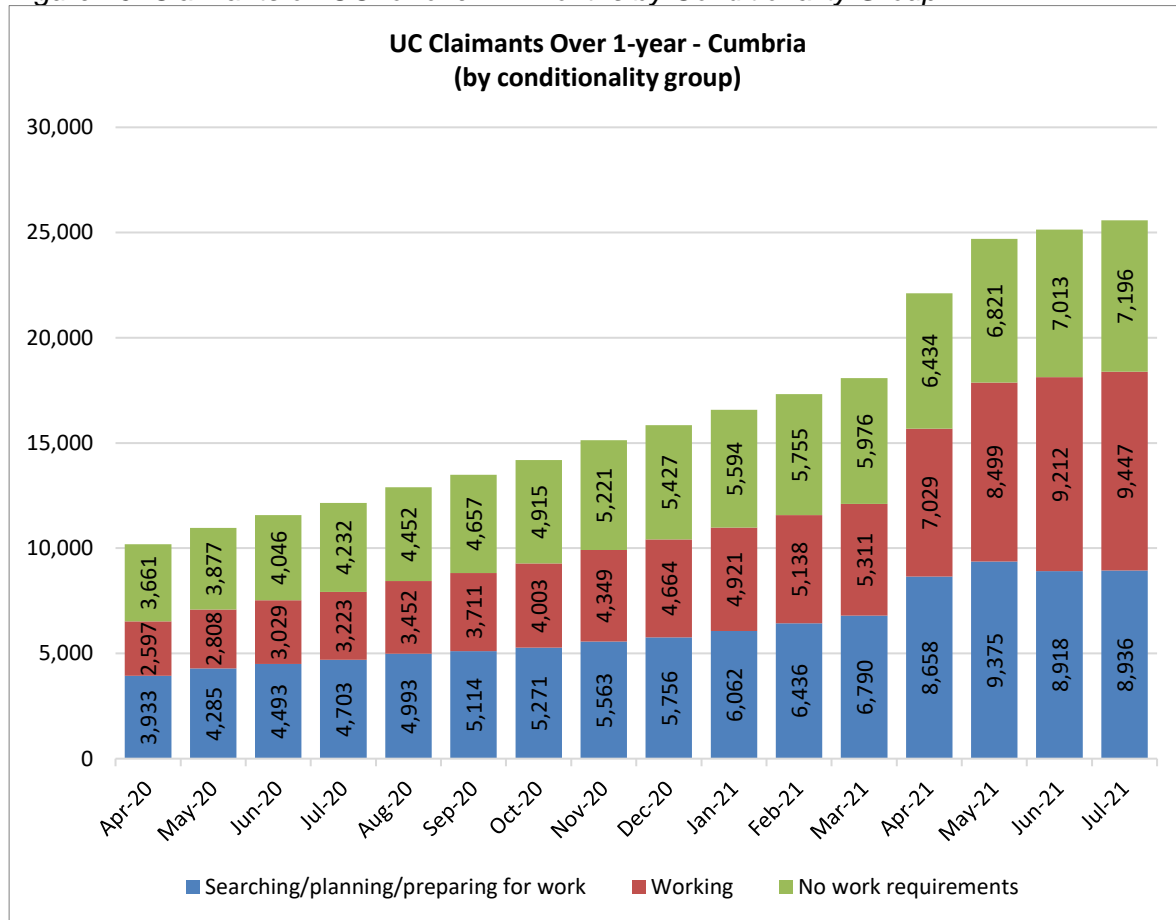
In July, almost three quarters of UC claimants (25,580, 71%) had been claiming for over 12 months an increase of 110% from the same month last year . The highest proportion of these (37%) are in the working conditionality group (although they may have been in different groups during their time as a claimant).

Figure 19: Duration on UC (Cumbria)



Source: DWP via Stat-Xplore

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



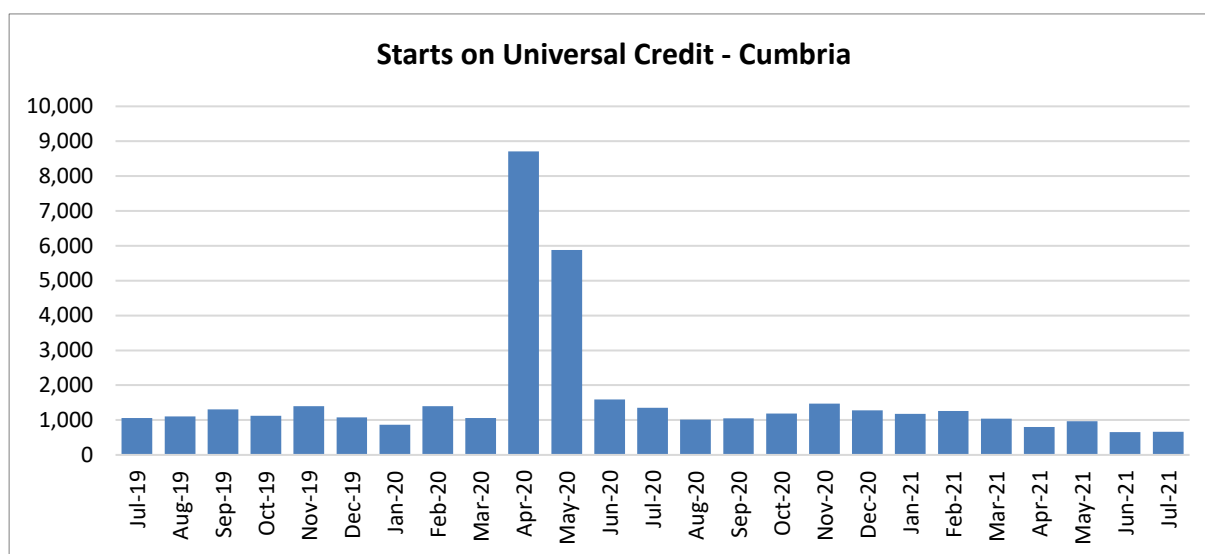
Source: DWP via Stat-Xplore

5b. Starts to Universal Credit (next data release November)

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.

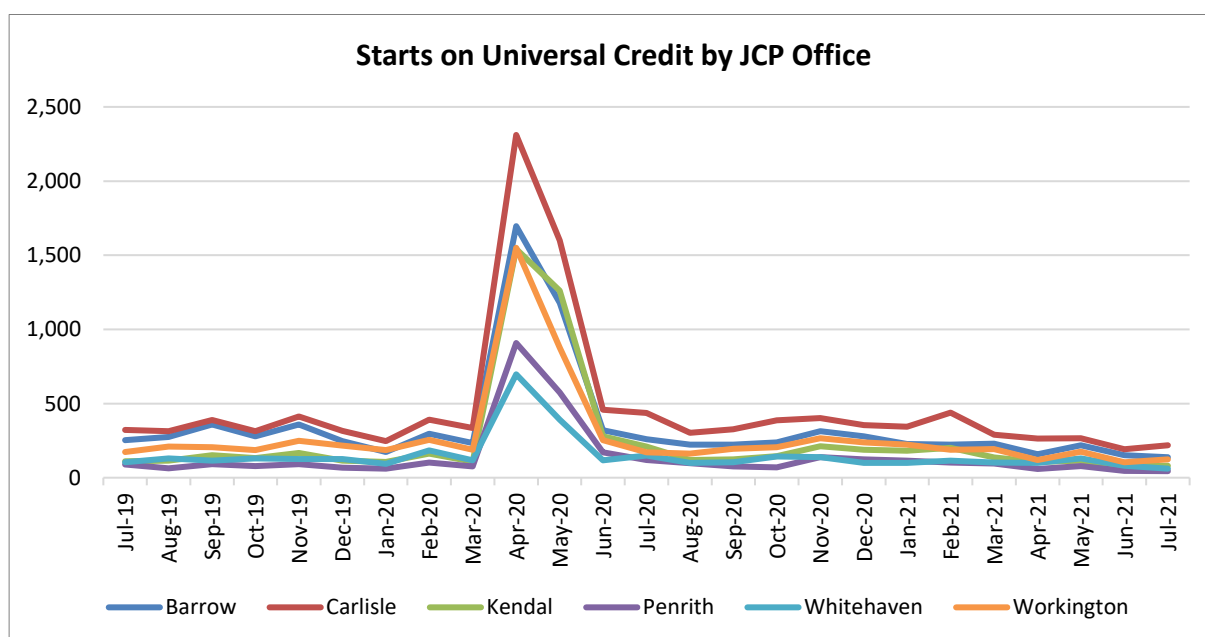
The data show that the number of UC claim starts rose significantly in spring last year in response to the pandemic with 8,712 new claims started in April followed by 5,882 the following month before dropping down significantly later in the year. However, starts in the past two months have been under 700 per month which is considerably lower than the pre-pandemic period suggesting that the labour market is stabilising.

Figure 21: Monthly Starts to Universal Credit – timeseries



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 November)

Data for **households** on Universal Credit are only released quarterly which puts them out of line with the data for individuals. The most recent household data are for May 2021 when there were 30,075 households on Universal Credit in Cumbria, a rise of 3,261 from the same month last year (+12% v +17% nationally) and 17,256 more than two years ago (+135%).

Figure 23: Number of Households on Universal Credit by District

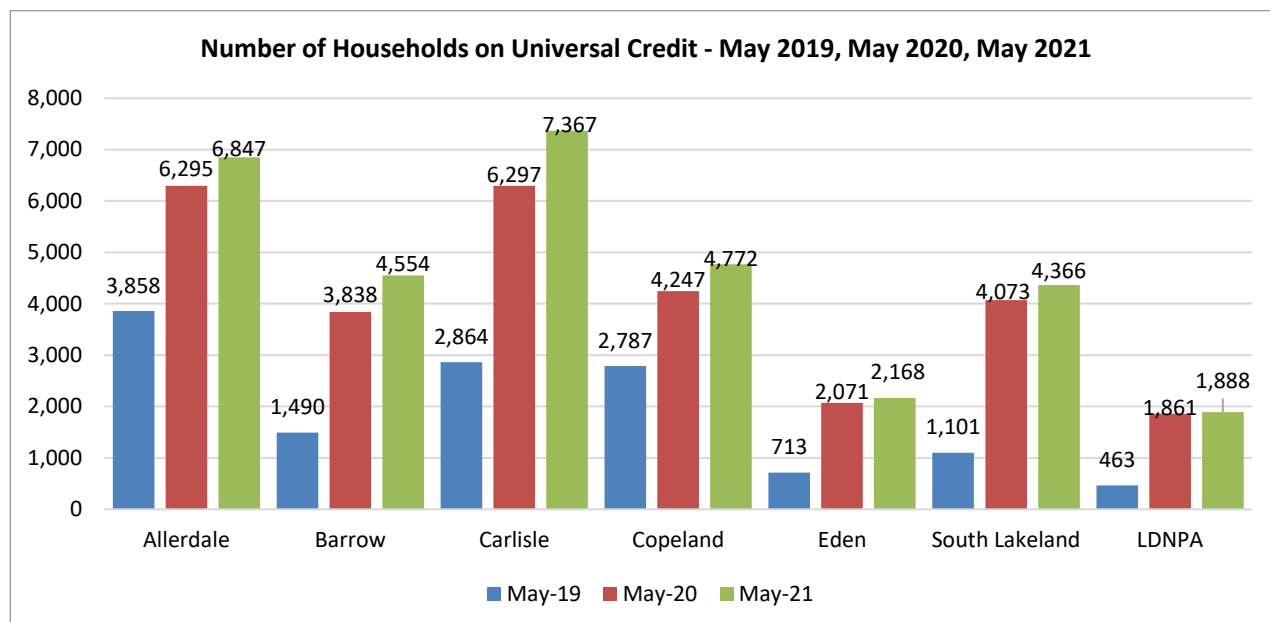
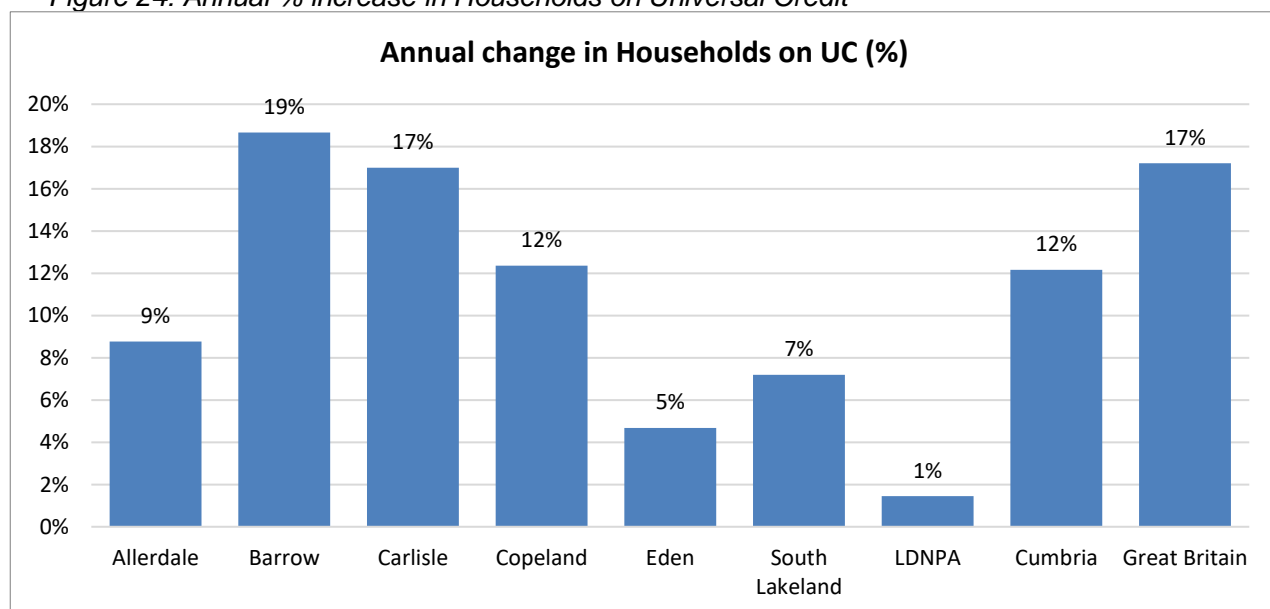


Figure 24: Annual % increase in Households on Universal Credit

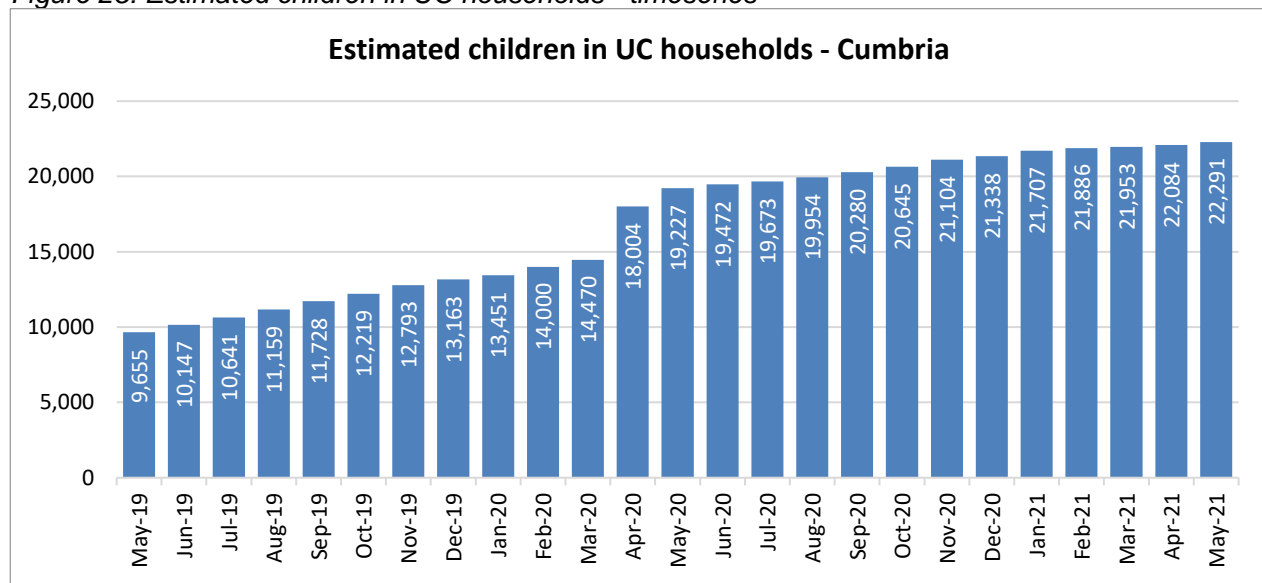


Source: DWP via Stat-Xplore Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of area within NP. LDNPA claimants are also included in the relevant district

New data from DWP provides estimates of the number of children/young people (under the age of 20) living in UC households and this shows that there were an estimated 22,291 children in Cumbria living in UC households. The number has risen by 3,064 (16%) from May last year and by 12,636 (131%) from two years ago. Carlisle has the highest volume of children living in UC households (5,695) followed by Allerdale with 5,074).

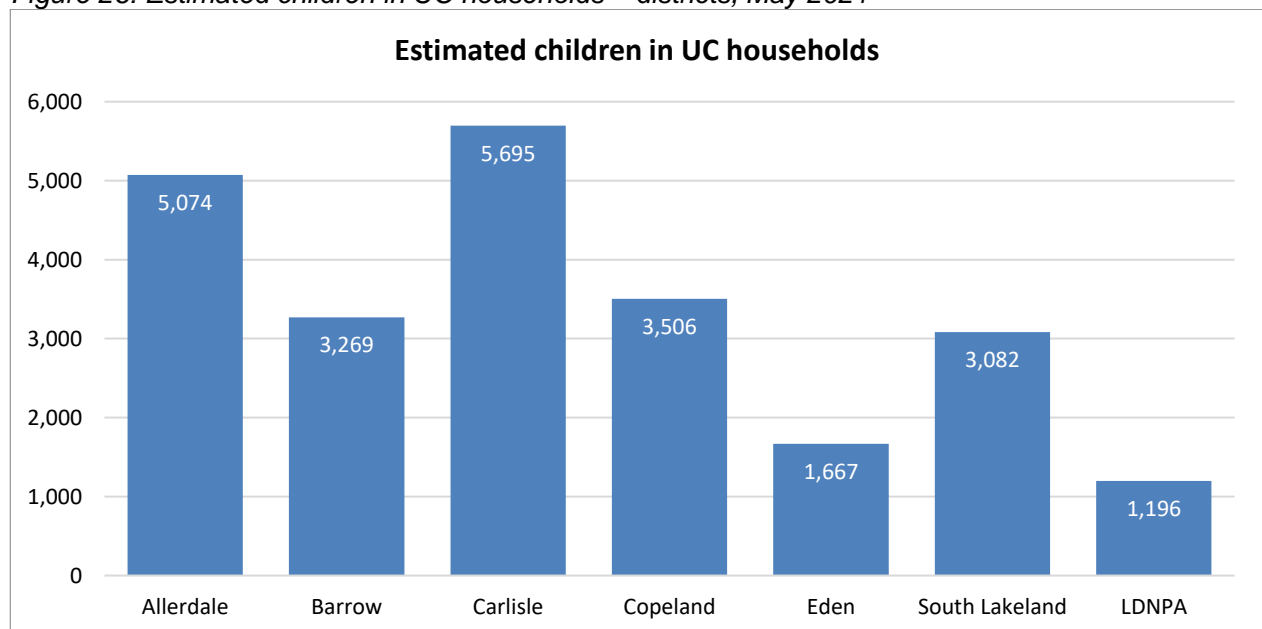
Note: in this data, a child is anyone declared as living in a household on Universal Credit who is under 20 and whose details have been verified by DWP

Figure 25: Estimated children in UC households - timeseries



Source: DWP via Stat-Xplore

Figure 26: Estimated children in UC households – districts, May 2021



Source: DWP via Stat-Xplore

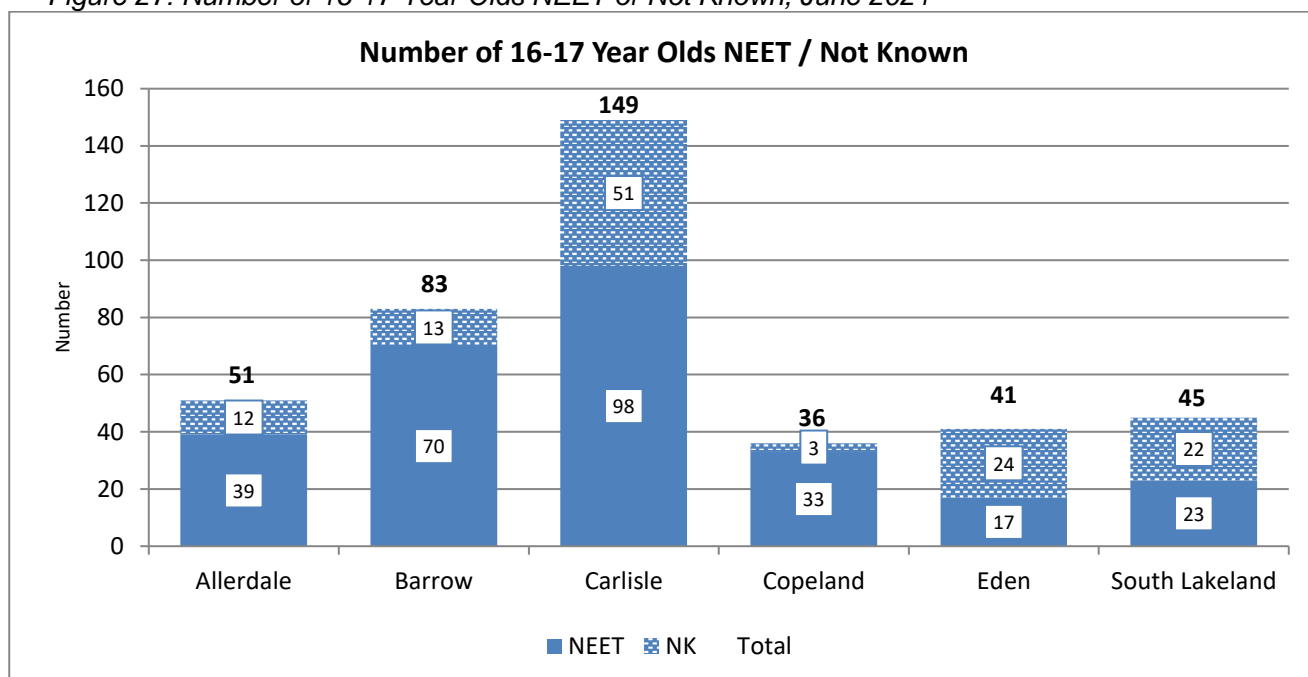
6. NEETs & Participation (released monthly)

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.

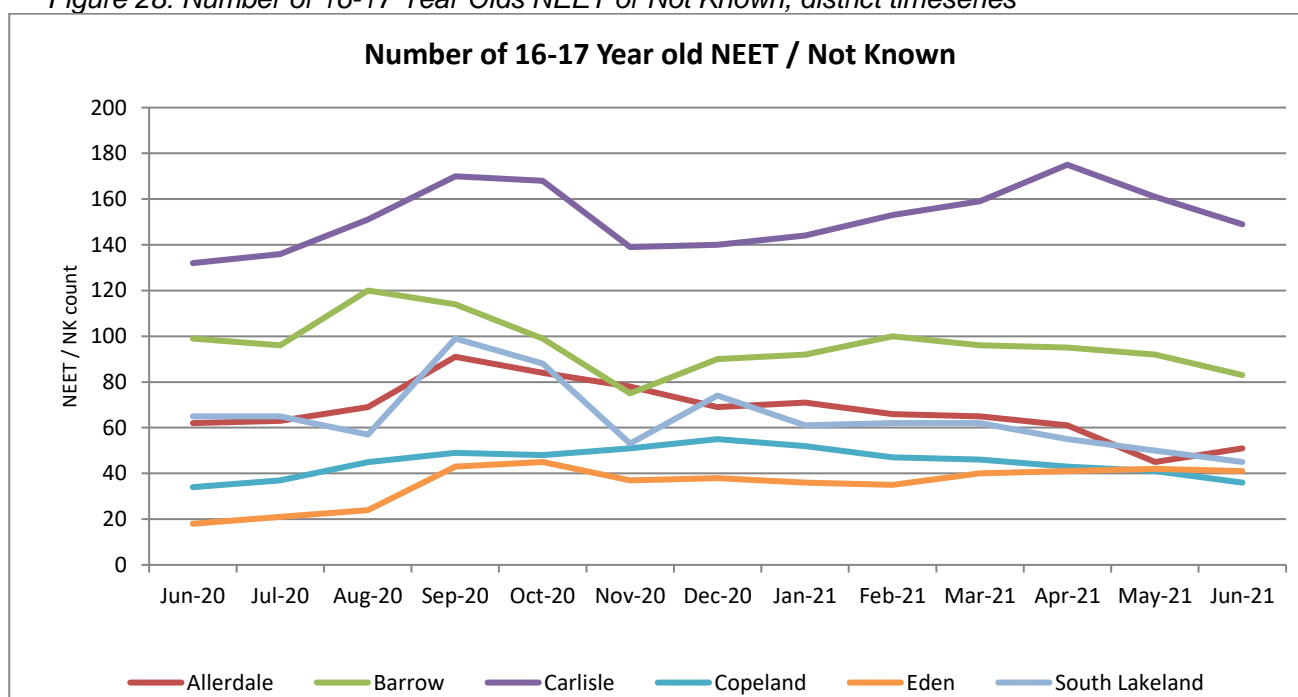
In June 2021, 422 16-17 year olds were classed as NEET in Cumbria (281 NEET and 141 whose status was Not Known), down by 30 from May and 39 lower than a year ago. This is an annual decrease of 8.5% compared to a national decrease of 9.5%. The highest number of NEET/NKs was in Carlisle where there were 149 followed by Barrow with 83. Apart from an increase of 6 in Allerdale, the number fell in all other parts of the county.

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



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

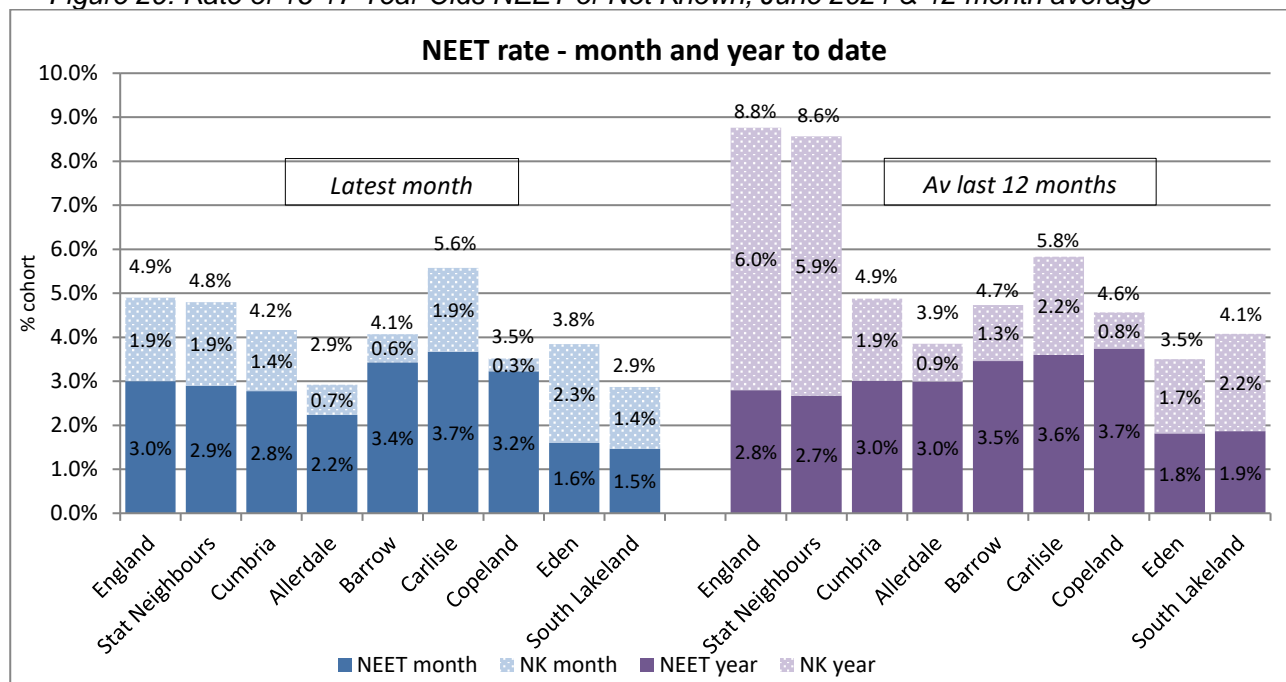
Figure 28: Number of 16-17 Year Olds NEET or Not Known, district timeseries



Source: Inspira / Cumbria Intelligence Observatory

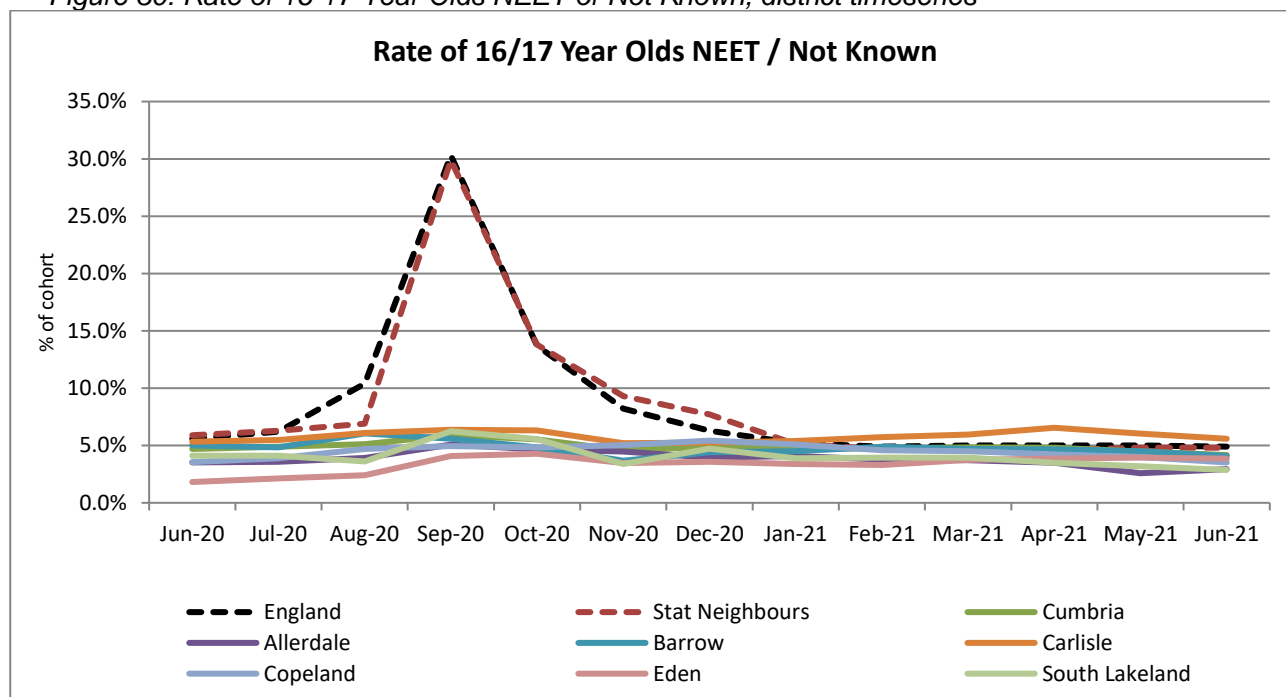
The county NEET/NK rate (% of cohort) was 4.2% in June 2021 compared to an England rate of 4.9% and an average rate of 4.8% for Cumbria's 10 statistical neighbours. The highest local rates were in Carlisle (5.6%) and Barrow (4.1%). The NEET rate in Cumbria was down 0.3ppt from May and also down 0.5ppt from a year ago. On average over the past 12 months the NEET rate in Cumbria has been 4.9% compared to a national average annual rate of 8.8% (NB: this is influenced by different tracking arrangements across the country, particularly at certain times of year).

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



Source: Inspira / Cumbria Intelligence Observatory

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



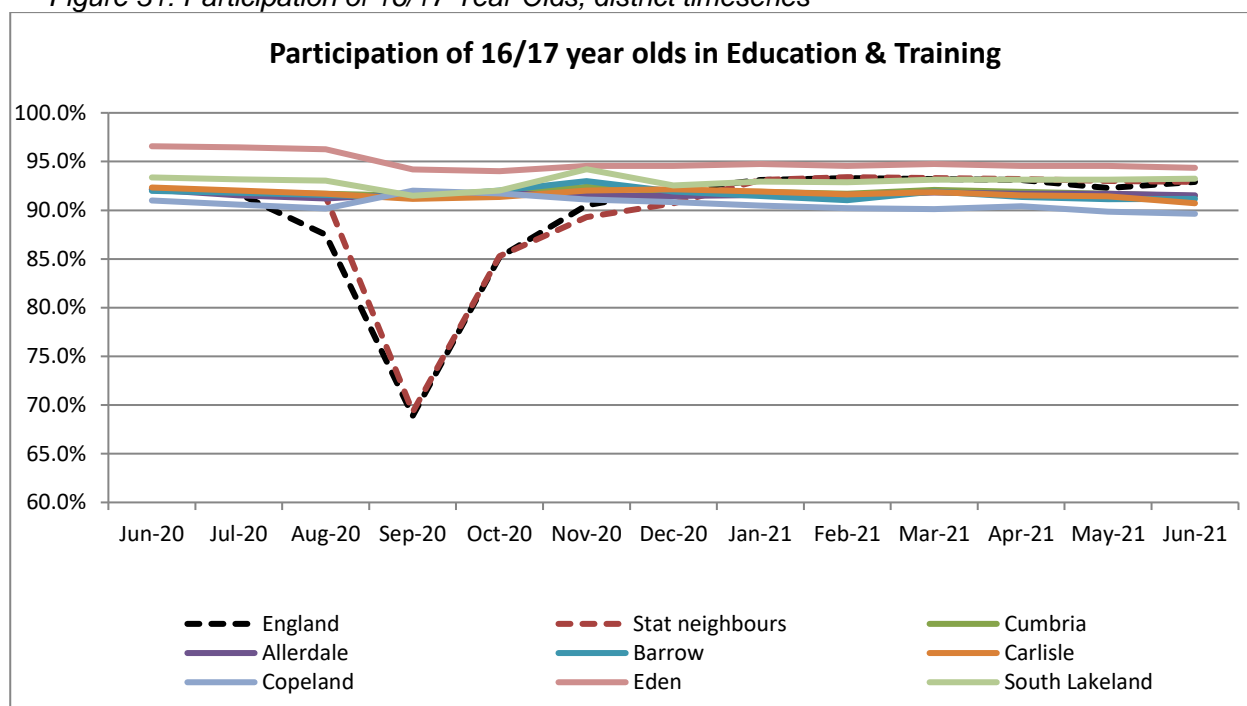
Source: Inspira / Cumbria Intelligence Observatory

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.

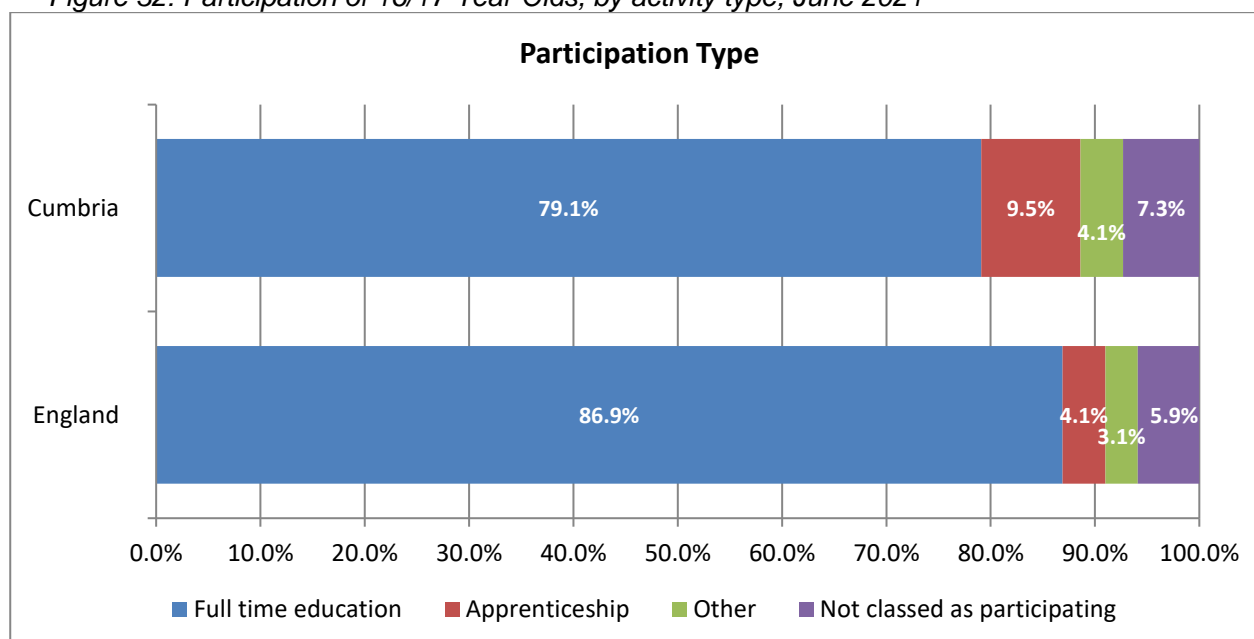
In June 2021, 92.5% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (80.3%) or by undertaking an apprenticeship (9.5%). This compares to 93.1% nationally who were deemed to be participating. Of note is that the proportion undertaking an apprenticeship in June is 1.7% lower than a year while the proportion in full time education or training is 1.7% higher.

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



Source: NCCIS

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



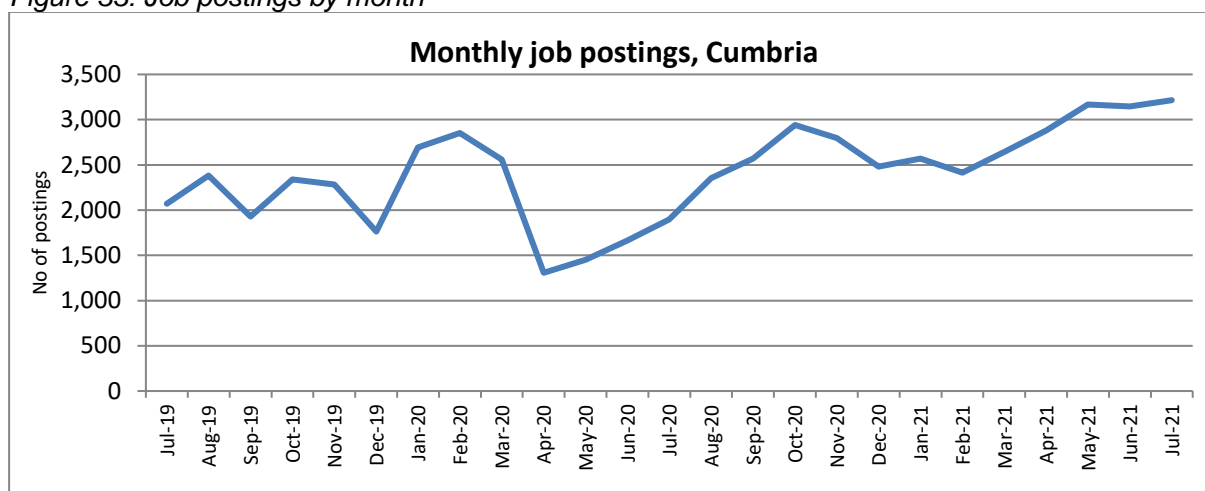
Source: NCCIS (district data not available)

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 July 2021 there were 3,215 new job postings in Cumbria which is 69 more than in June and 1,317 more than in July last year. It is also significantly higher than the same time of year two years ago (62% higher). The steep decline in postings at the start of the pandemic is evident in the chart below as is, to a lesser extent, the impact of the restrictions at the end of 2020, followed by the recent upturn as the roadmap out of restrictions has been implement and multiple businesses have been recruiting simultaneously.

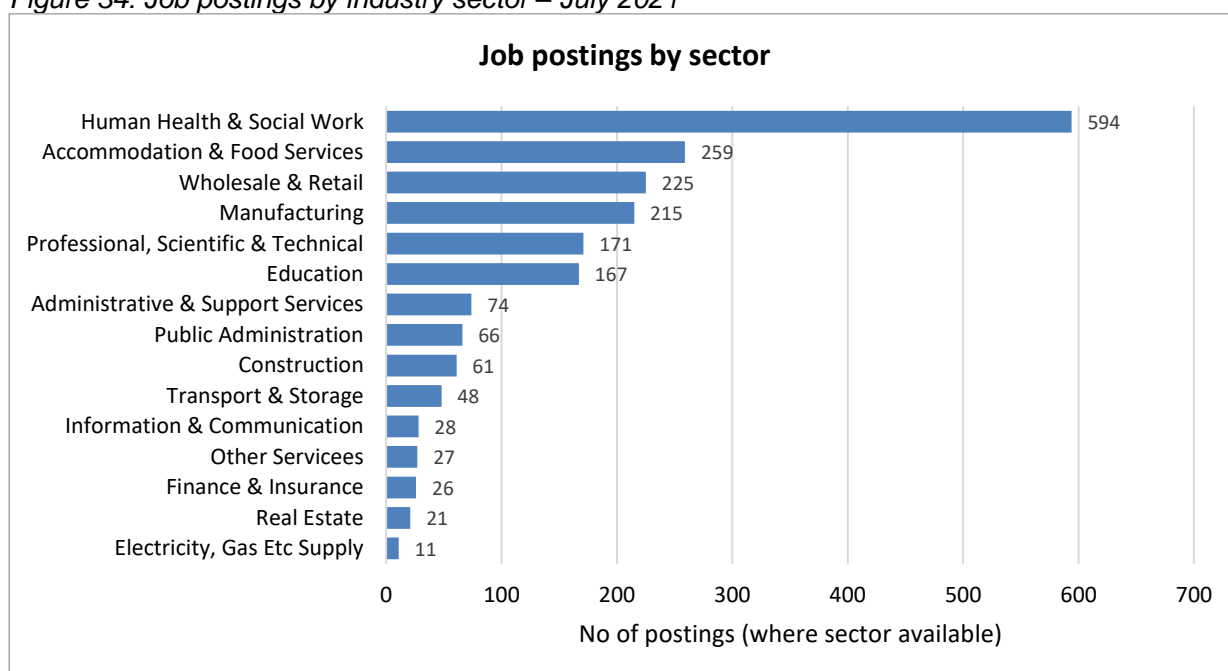
Figure 33: Job postings by month



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 to identify a sector. In July the sector with the most postings was health & social work (594) which accounts for over a quarter of all postings, followed by accommodation & food services (259) and wholesale & retail (225). There were 83 more postings for hospitality and retail jobs in July than in June reflecting the recent surge in demand.

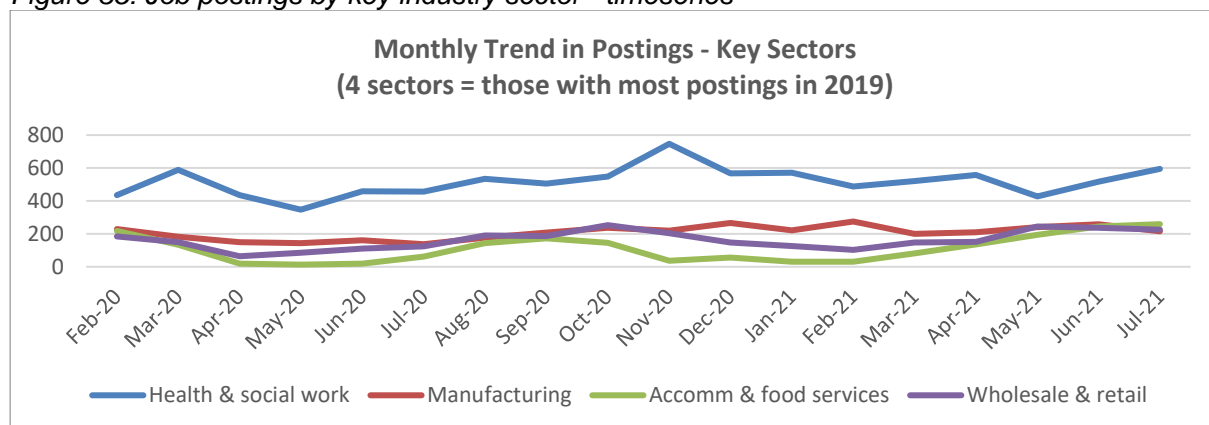
Figure 34: Job postings by industry sector – July 2021



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 and then experiencing another increase in the last two months (much of it from the social care sector). 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 key industry sector - timeseries



Source: Labour Insight (Burning Glass Technologies)

The most commonly advertised vacancies last month were for health professionals (290), caring personal services (233) and elementary admin & services (232) (the latter includes many hospitality-related roles).

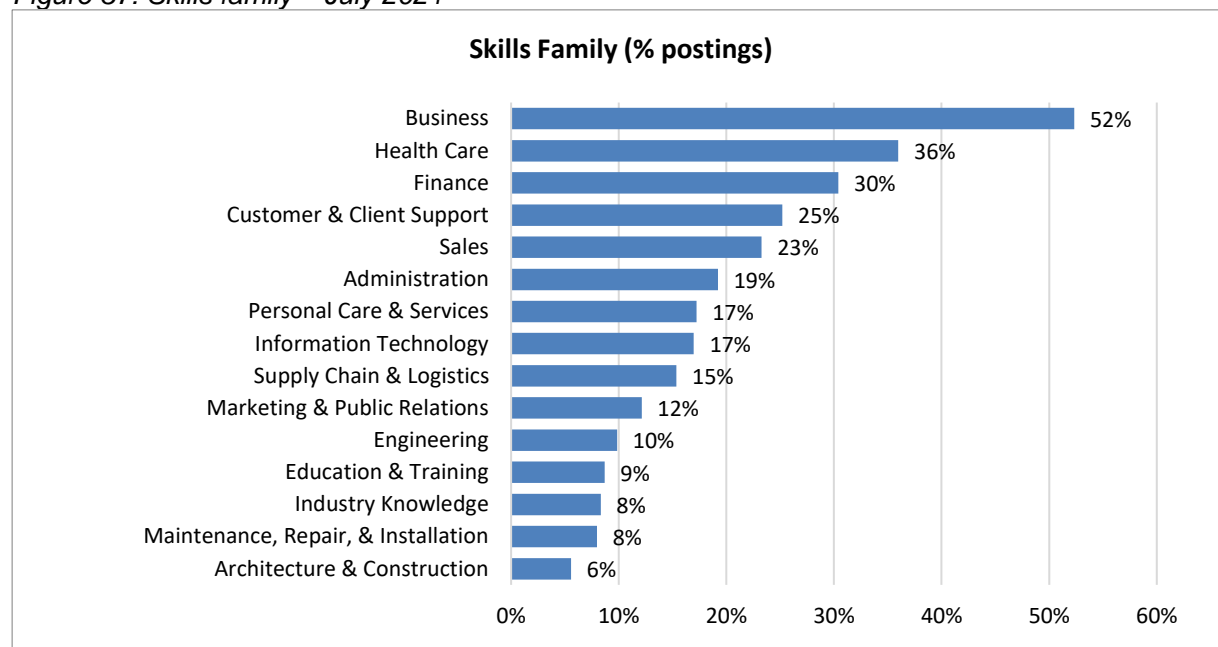
Figure 36: Job postings by occupation – July 2021



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 3,215 postings in July contained over 6,500 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 sales also featured highly.

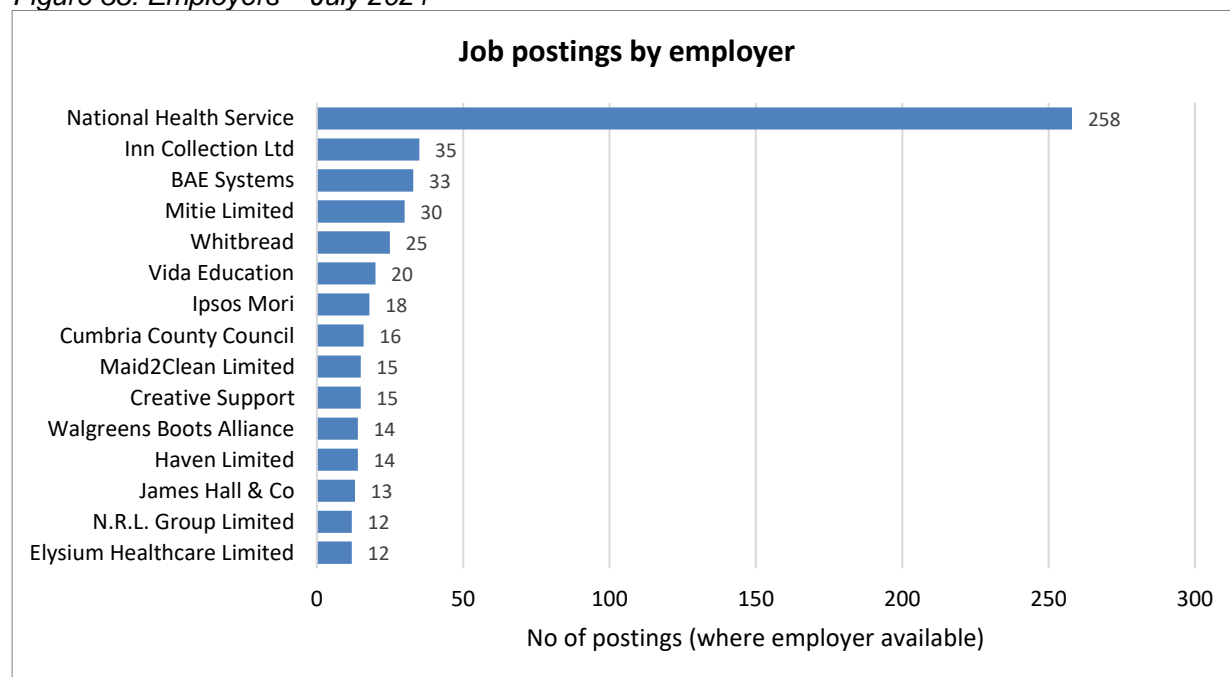
Figure 37: Skills family – July 2021



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 Inn Collection and BAE Systems.

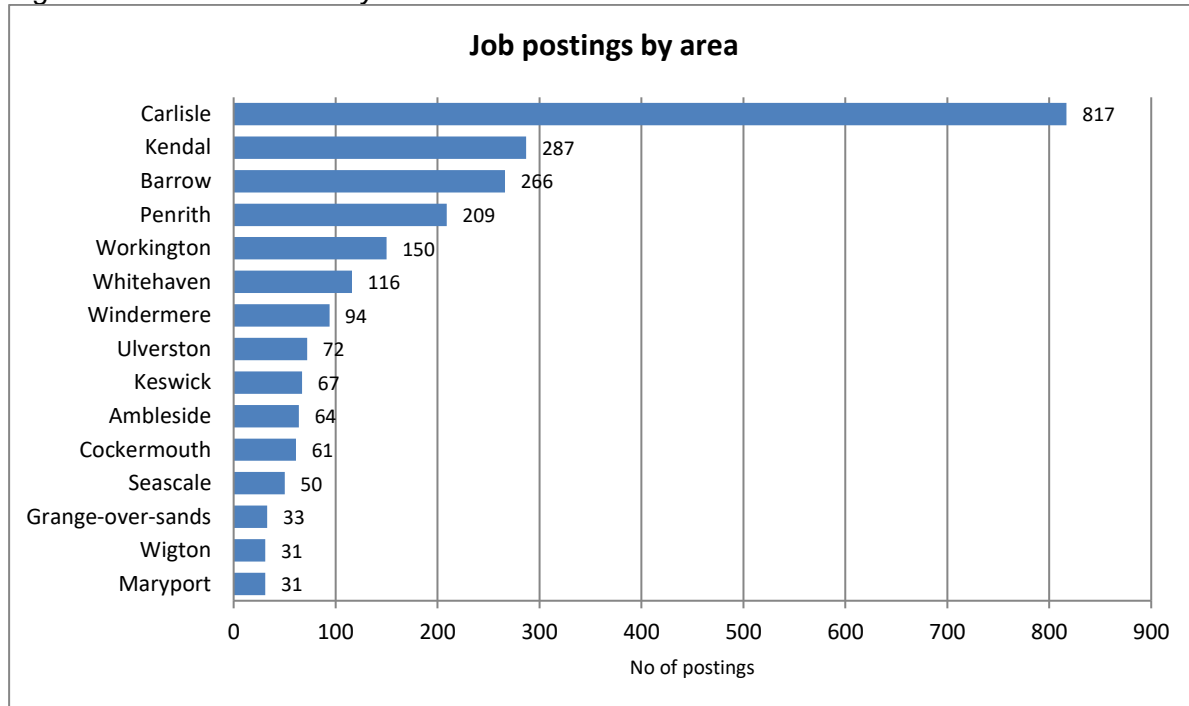
Figure 38: Employers – July 2021



Source: Labour Insight (Burning Glass Technologies)

Postings fell in Barrow and South Lakeland in July compared to June but increased in the other four districts in Cumbria. The location mentioned most frequently in postings was the Carlisle area (817) followed by Kendal (287) and Barrow (266).

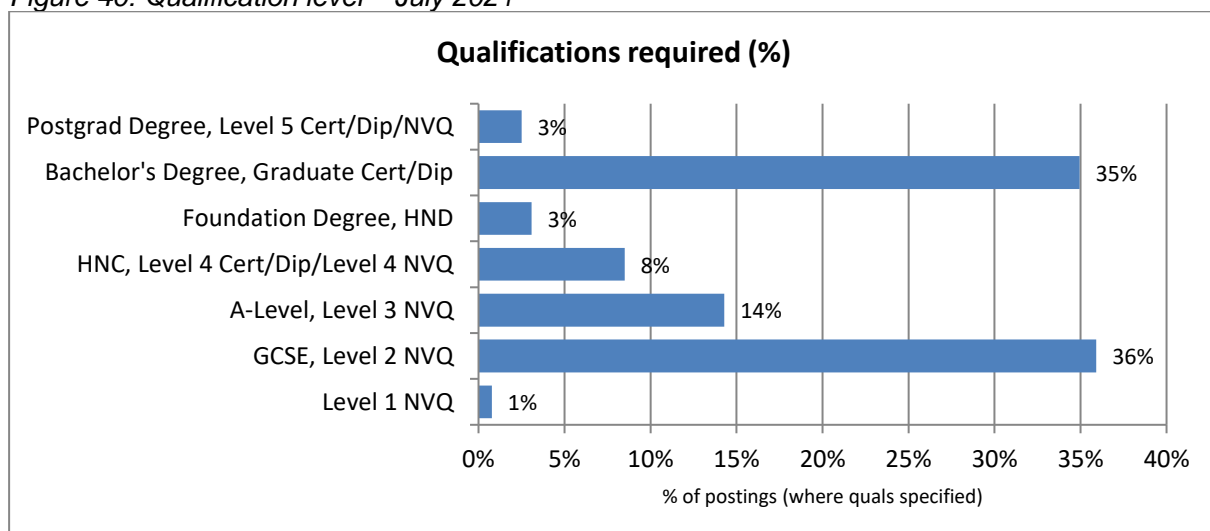
Figure 39: Job location – July 2021



Source: Labour Insight (Burning Glass Technologies)

Specific qualifications are only mentioned in around a fifth of postings but where they were specified, 35% required a bachelor's degree or equivalent and 36% required GCSE/level.

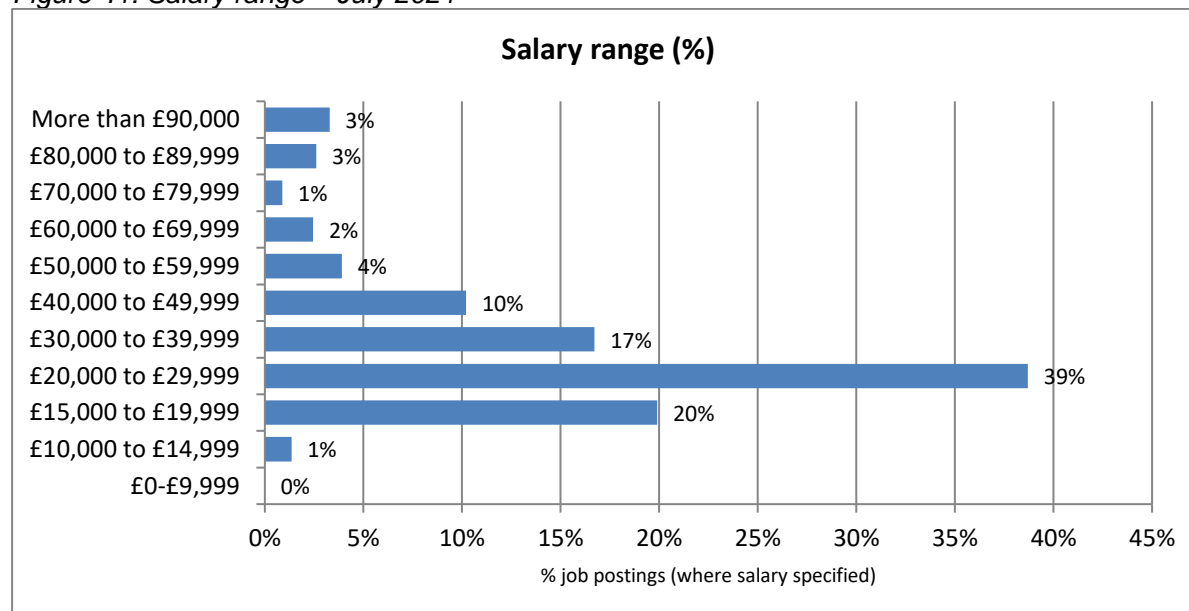
Figure 40: Qualification level – July 2021



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 and a fifth £15,000-£19,999. The mean advertised salary was £33,300.

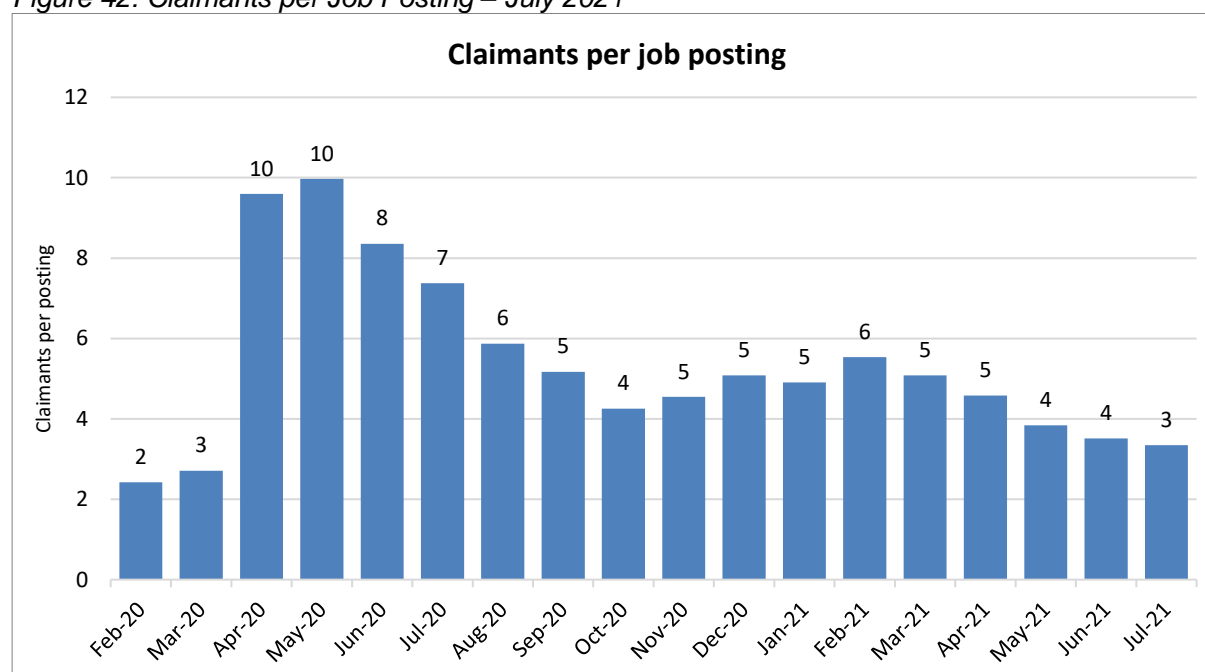
Figure 41: Salary range – July 2021



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 is now 3 per job posting in July, down from a high of 10 at the peak of the first lockdown in 2020 and now similar to the pre-pandemic average.

Figure 42: Claimants per Job Posting – July 2021



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

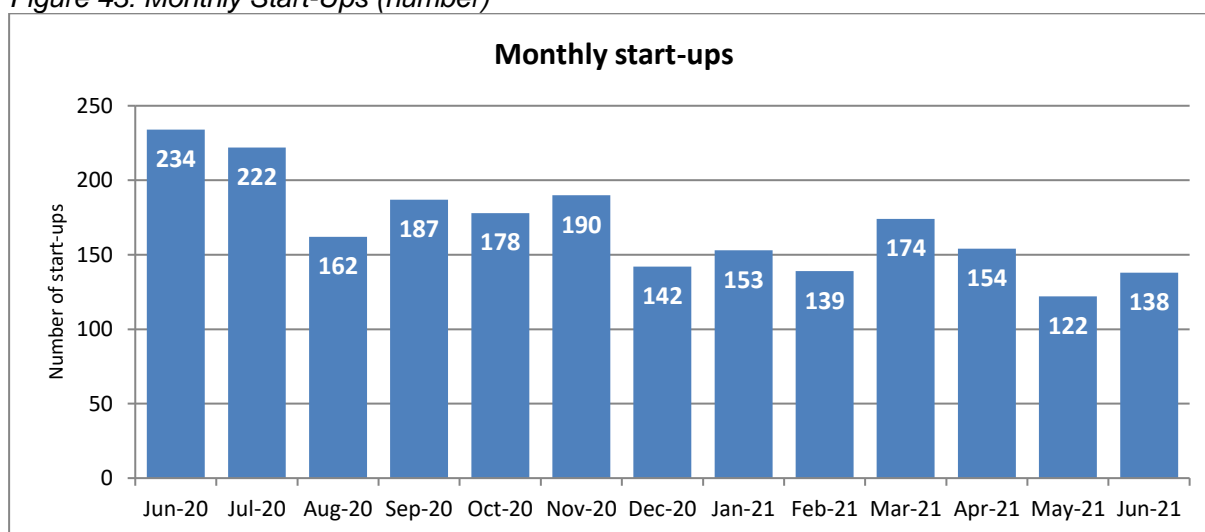
8. BUSINESS START-UPS

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 138 business start-ups in Cumbria in June 2021, a rise of 16 from May (122) but 96 fewer than the same month last year when there was a surge in activity after the first lockdown. Over the quarter (Apr-Jun) there were 414 start-ups which is 52 fewer than last quarter and 79 fewer than the same quarter last year.

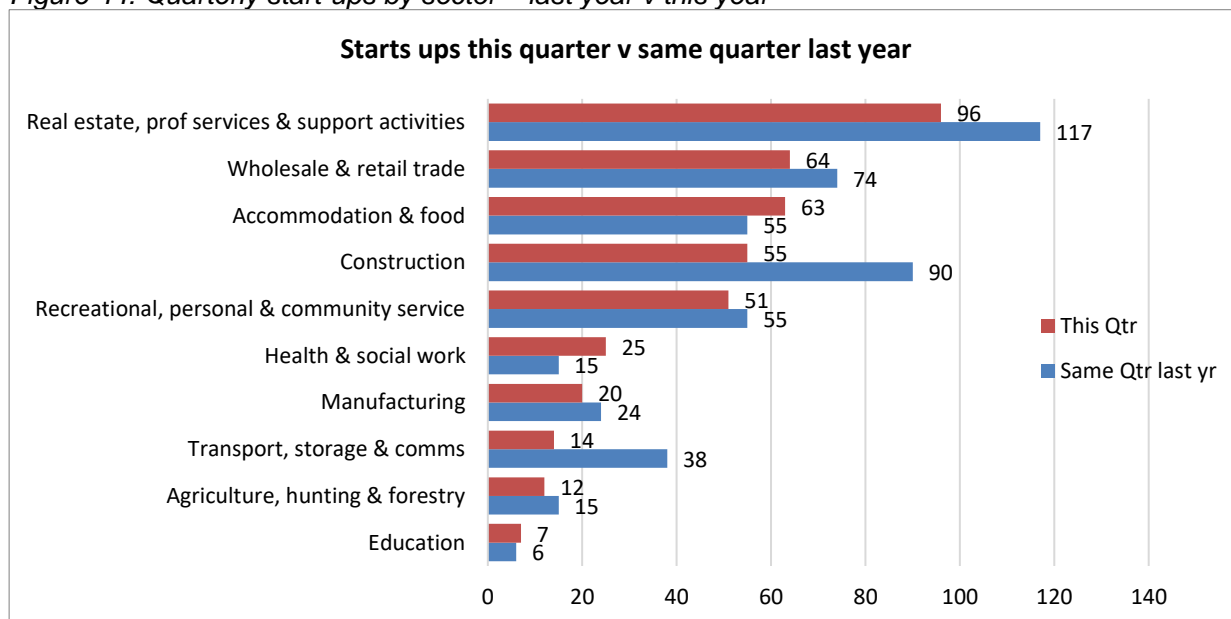
Figure 43: Monthly Start-Ups (number)



Source: BankSearch

The highest volume of start-ups in the quarter (Apr-Jun) were in real estate, professional services & support activities (96) followed by wholesale & retail (64) and accommodation & food (63).

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



Source: BankSearch

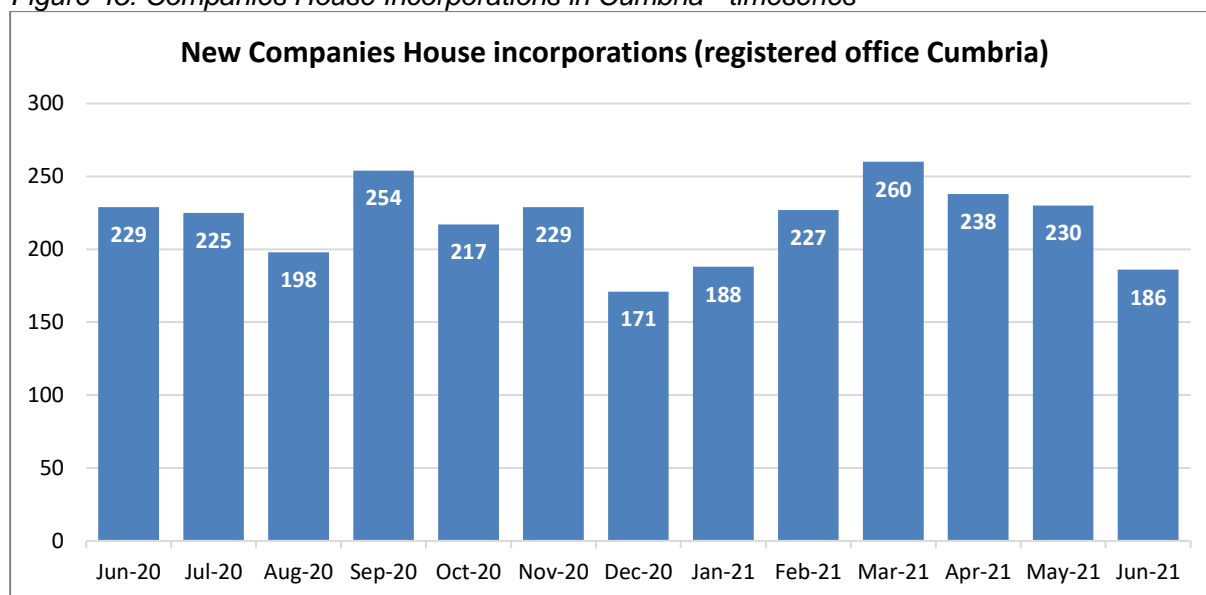
8b: New Companies House Incorporations

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 186 new Companies House incorporations in June 2021, a fall of 44 from May and 43 fewer than the same month last year. New registrations fell in Allerdale, Barrow, Carlisle and Copeland but rose slightly in Eden and South Lakeland.

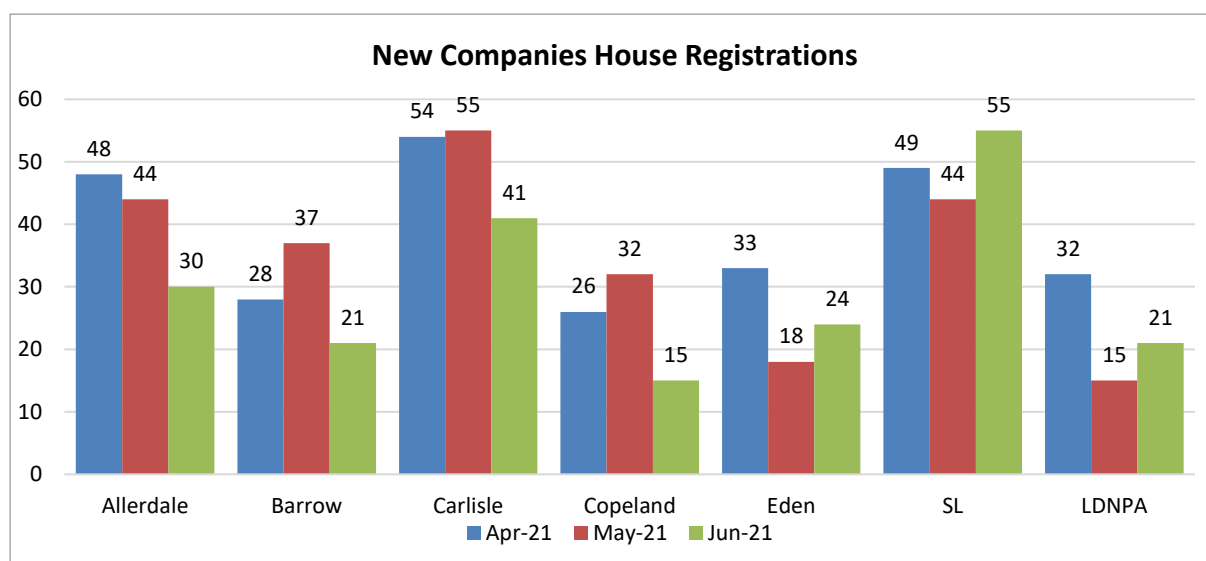
It should be noted that activity throughout the pandemic has been influenced by the pausing and subsequent resumption of activity at Companies House. Therefore, trends in this data should be viewed with a degree of caution.

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



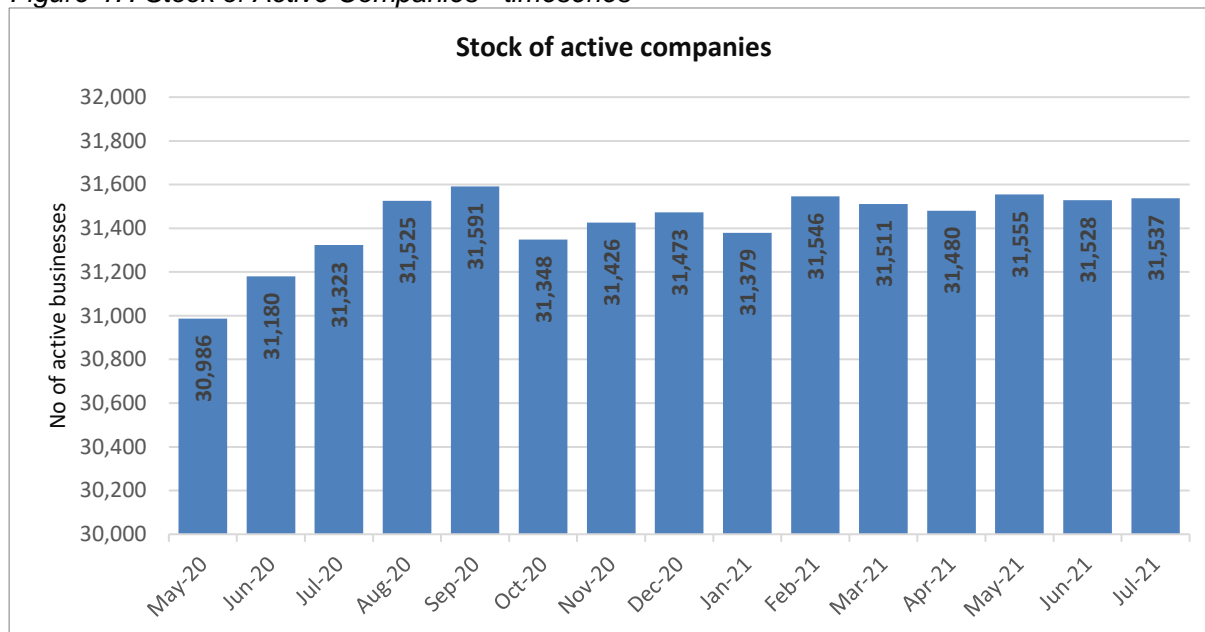
Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

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.

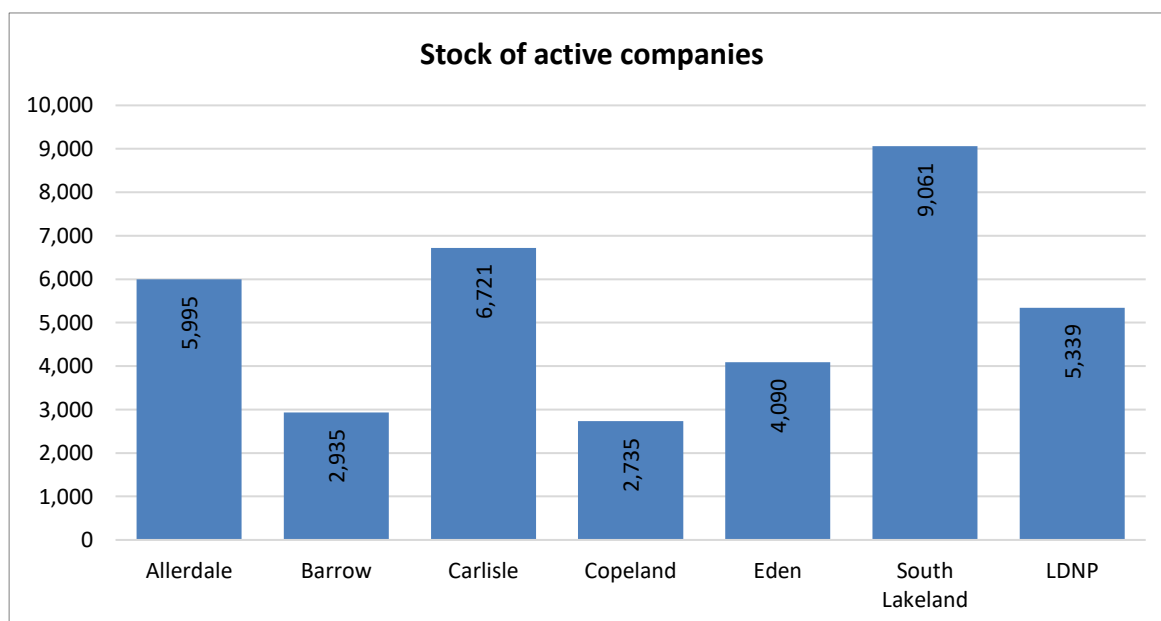
At the end of July 2021 there were 31,537 entries on the FAME database for Cumbria, a rise of 9 from last month. The number of businesses dissolved/entering liquidation in Cumbria was 180 in July and 3.4% of businesses had a high risk credit score well below the national average of 5.8% (NB: only around half the stock of businesses in the area have a credit score on FAME).

Figure 47: Stock of Active Companies - timeseries



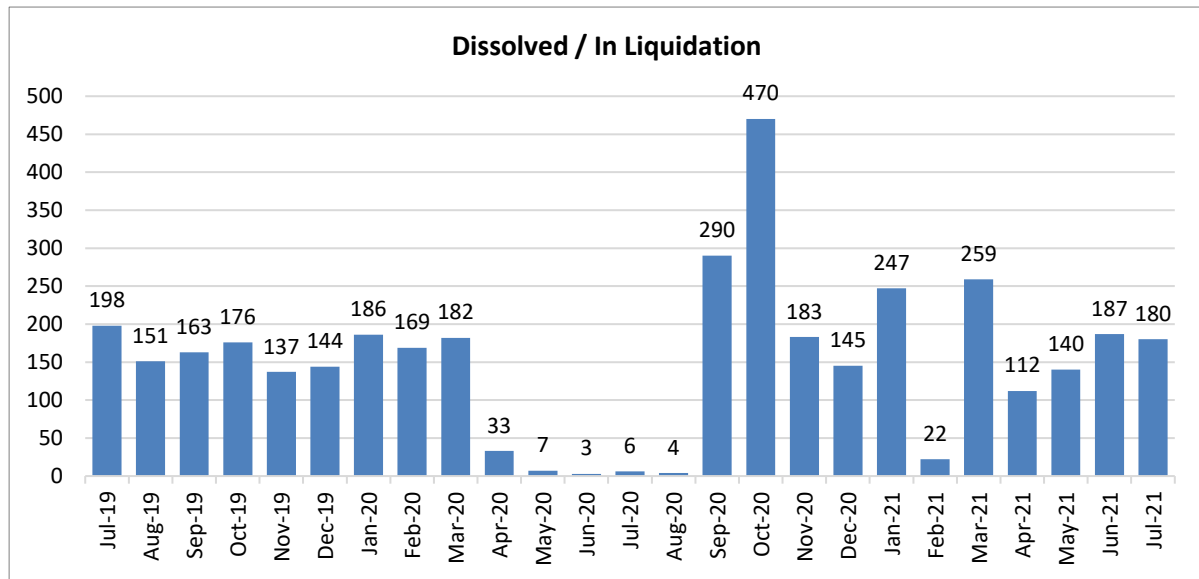
Source: FAME (Bureau Van Dijk)

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



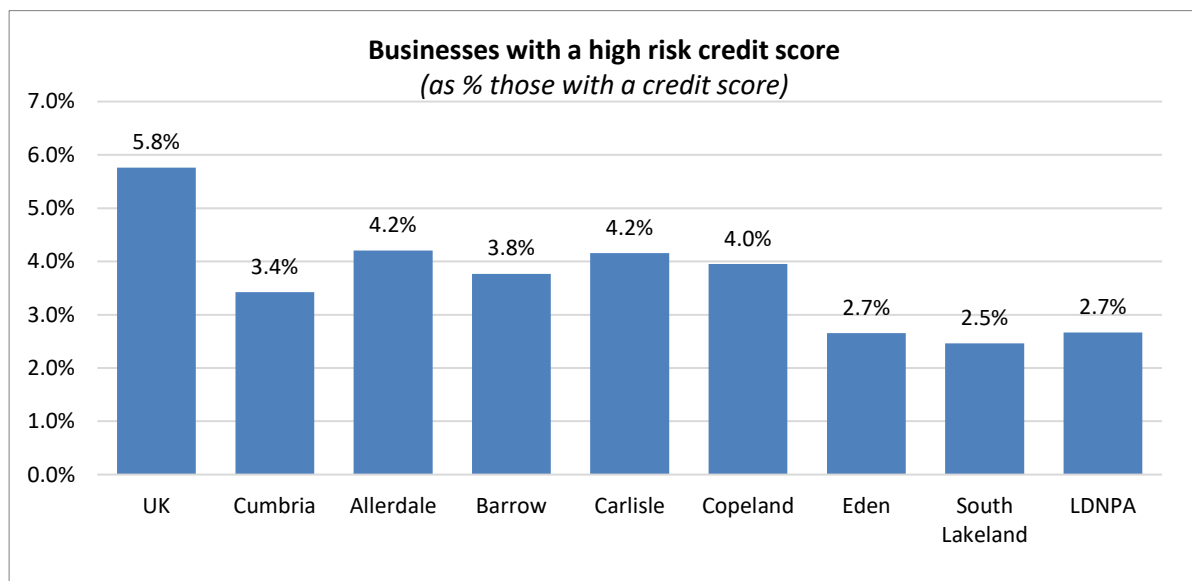
Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district

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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