

Introduction

This briefing contains the most recent data from the standard Claimant Count and Universal Credit registers (both counts taken on **12th Aug**). 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 219,330 payrolled employees resident in Cumbria in Aug 2021, an increase of 1,429 from July (0.7%). This means there are 5,707 more payrolled employees resident in Cumbria than this time last year (+2.7%) and 757 more than August two years ago.
- All districts have more payrolled employees than last month and this time last year but Allerdale and Eden still have slightly fewer than two years ago (NB: furloughed employees are included in the figures). The biggest monthly increase in employees was in Carlisle (+358) followed by South Lakeland (+337)
- Median monthly earnings in Aug in Cumbria were £1,839 which is 93% of the UK average. They were highest in Copeland (111% of UK) and Barrow (99%) but lower in South Lakeland (86% and Eden (87%) which is to be expected due to the prevalence of part time jobs in the latter areas (the data are not available for full time v part time jobs)..
- Median earnings growth in Cumbria compared to a year ago was 5.3% which is similar to the UK growth of 5.4%. Carlisle saw the lowest annual growth (4.3%) and Eden the highest (6.1%).
- There were 10,365 claimants of JSA / UC (out of work and seeking work) on 12th Aug which is 220 fewer than in July. The rate of decline has 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 Carlisle (-80) and Eden (-45)
- Compared to the same time last year, which was the height of the labour market impact of COVID-19, the claimant count is 3,450 lower (-25%) but it is still significantly higher than the level seen in July 2 years ago (+3,875 / +60%).
- The claimant rate in Cumbria fell to 3.5% in Aug, a fall of 0.1 and it remains below the national rate of 5.2% in all parts of Cumbria.
- Compared to a year ago, the claimant rate in Cumbria is 1.2 percentage points lower, down from 4.7% to 3.5%. However compared to the same time 2 years ago, the claimant rate is still 1.3ppt 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 18-24 year olds are above the national average (7.2% v 6.9%) and Carlisle where rates for 25-34 year olds remain above the national average (6.9% v 6.6%).

- There were 35,615 claimants of Universal Credit in Cumbria on 12th Aug (in work, out of work, not required to seek work), a rise of 119 (0.3%) from the revised July figure. This is 1,301 (3.8%) higher than a year ago and 19,581 (122%) 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. Since May 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 12.1% in Aug compared to 14.5% nationally and the rate was below the national rate in all 6 districts. However, UC claimant rates for ages 18-24 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 (72%) of UC claimants had been claiming for more than 12 months, an increase of 242 from July. There was a decrease of 124 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 9,200 jobs held by Cumbrian residents furloughed in July, a fall of 2,200 from June. This is a monthly reduction of 19% compared to a national reduction of 18% and the rate of reduction was at or above the national average in all parts of Cumbria. The furlough rate was 4% (down from 5% in June) which is just below the national rate of 5%. *A separate briefing is available on the latest furlough data.*
- There were 422 young people (aged 16/17) classed as NEET in July, unchanged from June but 51 fewer than a year ago. This is an annual decrease of 10.8% compared to an annual decrease of 11.1% for England.
- The NEET rate was 4.2% in Cumbria in July, unchanged from June but 0.7ppt lower than a year ago. Nationally the NEET rate was 5.3% which is 0.9ppt lower than a year ago.
- The participation rate for 16/17 year olds was 92.4% in July compared to a national rate of 92.6%. The proportion participating by undertaking an apprenticeship is 1.4% 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 3,837 job postings in Aug, 620 more than in July and 1,500 more than in Aug last year. This is also significantly higher than Aug 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 wholesale & retail and accommodation & food services.
- There's been a shift in the most commonly advertised vacancies with health related occupations dropping down the list to be replaced by science, research engineering & technical professionals and by administrative and sales occupations.
- The most common skills "family" mentioned in postings was business skills followed by health care, sale and IT.
- In Aug 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 389 business start-ups in the quarter ending July which is 78 fewer than last quarter and 221 fewer than the same quarter last year when there was a surge in activity.
- The highest volume of start-ups was in real estate & professional services (82), wholesale & retail (62) and accommodation & food services (59).
- There were 184 new Companies House incorporations in July a fall of 2 from June and 41 fewer more than in July last year. They fell in Eden and South Lakeland but rose in all other areas.

- There were 31,444 active companies in Cumbria at the end of August, 93 fewer than in July.
- There were 176 businesses dissolved/in liquidation during Aug and 3.4% of businesses in Cumbria that had a credit score were rated high risk compared to 5.7% 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 labour market continuing to recover.

- The number of payroll employees showed another monthly increase, up 241,000 to 29.1 million in August 2021, returning to pre-coronavirus (COVID-19) pandemic (February 2020) levels. All regions except London, Scotland and South East are now above pre-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 has increased. However, since the end of 2020, both have shown signs of recovery. In the latest period (May to July 2021), there was a quarterly increase in the employment rate of 0.5 percentage points, to 75.2%, and a decrease in the unemployment rate of 0.3 percentage points, to 4.6%. The economic inactivity rate is down 0.3 percentage points on the previous quarter, to 21.1%.
- Young people (those aged 16 to 24 years) have been particularly affected by the pandemic, with the employment rate decreasing and the unemployment and economic inactivity rates increasing by more than seen for those aged 25 years and over. Over the last quarter, however, there was a strong increase in the employment rate and decrease in the unemployment and inactivity rates for young people.
- The number of job vacancies in June to August 2021 was 1,034,000, which is the first time vacancies have risen over 1 million since records began, and is now 249,000 above its pre-pandemic January to March 2020 level. Vacancies grew on the quarter in June to August 2021 by 269,300 (35.2%), with all industry sectors increasing their number of vacancies and the majority reaching record levels; the largest increase was seen in accommodation and food service activities, which rose by 57,600 (75.4%).
- Growth in average total pay (including bonuses) was 8.3% and regular pay (excluding bonuses) was 6.8% among employees for the three months May to July 2021. However, annual growth in average employee pay is being affected by temporary factors that have inflated the increase in the headline growth rate: base effects where the latest months are now compared with low base periods when earnings were first affected by the coronavirus pandemic, and compositional effects where there has been a fall in the number and proportion of lower-paid employee jobs, therefore increasing average earnings.

3. PAYROLLED EMPLOYMENT & EARNINGS

These experimental 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.

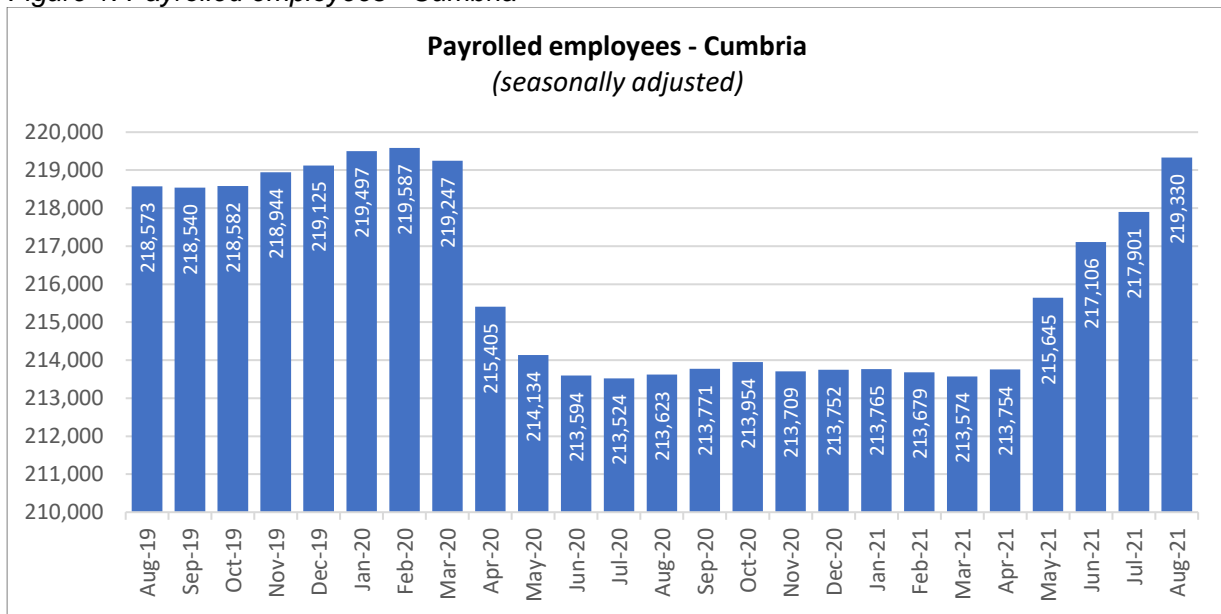
Seasonal adjustment (SA) seeks to smooth out the volatility you would expect to see as a result of seasonal factors and this makes it easier to see if unusual occurrences have taken place in an area as well as making comparisons with other areas more appropriate.

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 219,330 residents in Cumbria in payrolled employment in Aug, an increase of 1,429 from July and 5,707 more than a year ago. This means levels are back to those seen at the same time of year two years ago. This is the case in all parts of Cumbria except Allerdale and Eden where levels are still marginally lower than in August two years ago. .

Figure 1: Payrolled employees - Cumbria



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

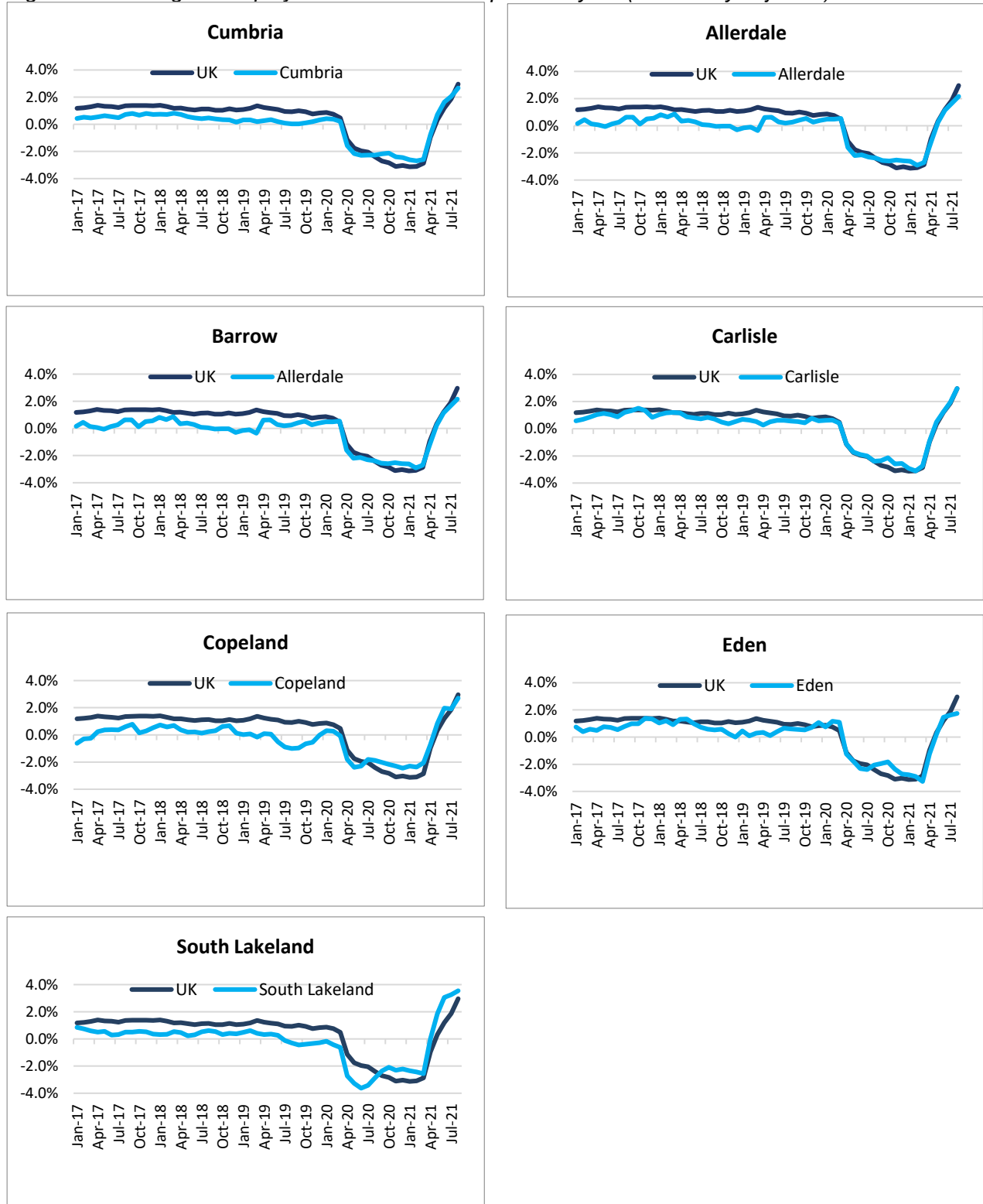
Figure 2: Payrolled employees – Seasonally adjusted

Payrolled employees - Seasonally Adjusted							
	Aug-21	Month change		One year change		Two Year Change	
	No	No	%	No	%	No	%
UK	29,060,450	240,833	0.8%	835,674	3.0%	142,419	0.5%
England	24,653,872	219,368	0.9%	706,895	3.0%	124,183	0.5%
Cumbria	219,330	1,429	0.7%	5,707	2.7%	757	0.3%
Allerdale	41,343	224	0.5%	874	2.2%	-110	-0.3%
Barrow	30,725	189	0.6%	687	2.3%	219	0.7%
Carlisle	50,196	358	0.7%	1,443	3.0%	245	0.5%
Copeland	29,936	226	0.8%	790	2.7%	233	0.8%
Eden	22,512	96	0.4%	385	1.7%	-83	-0.4%
South Lakeland	44,618	337	0.8%	1,528	3.5%	253	0.6%

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

The following charts show the % change in payrolled employees compared with the same month the previous year (seasonally adjusted). This shows that UK jobs growth consistently ran ahead of Cumbria's growth prior to the pandemic. The impact of the first lockdown in South Lakeland is very obvious but this has been followed by strong recovery since the turn of this year.

Figure 3: % change in employees on same month previous year (seasonally adjusted)

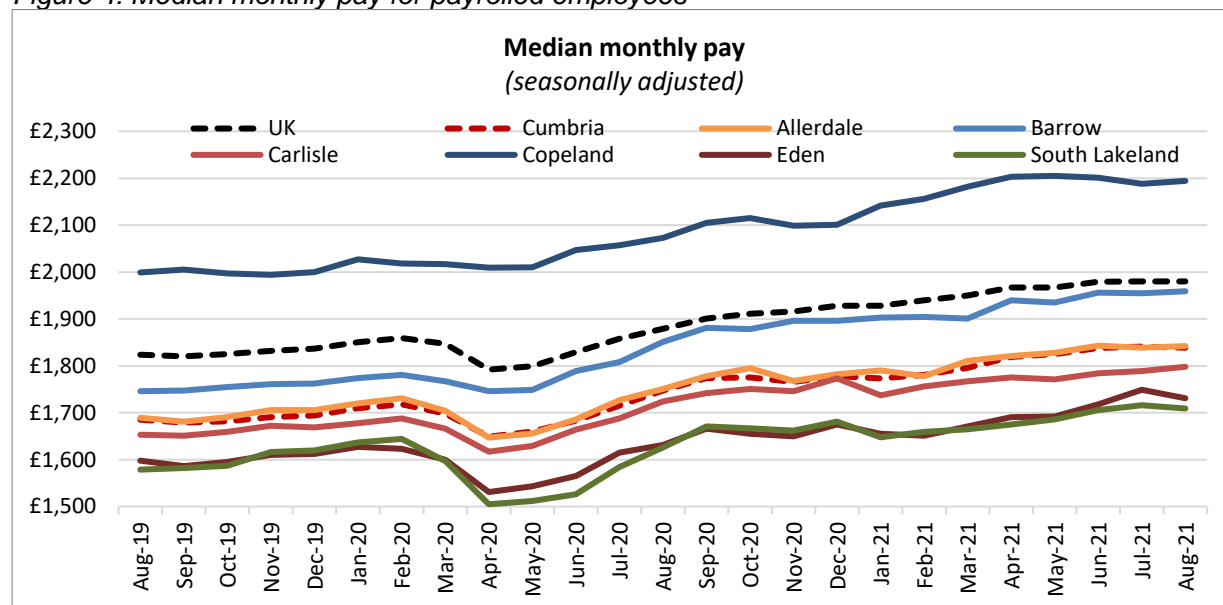


Source: HMRC / ONS Latest month data are always provisional.

3b. Median monthly pay

Median monthly pay for employees in Cumbria was £1,836 in Aug 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 4: Median monthly pay for payrolled employees



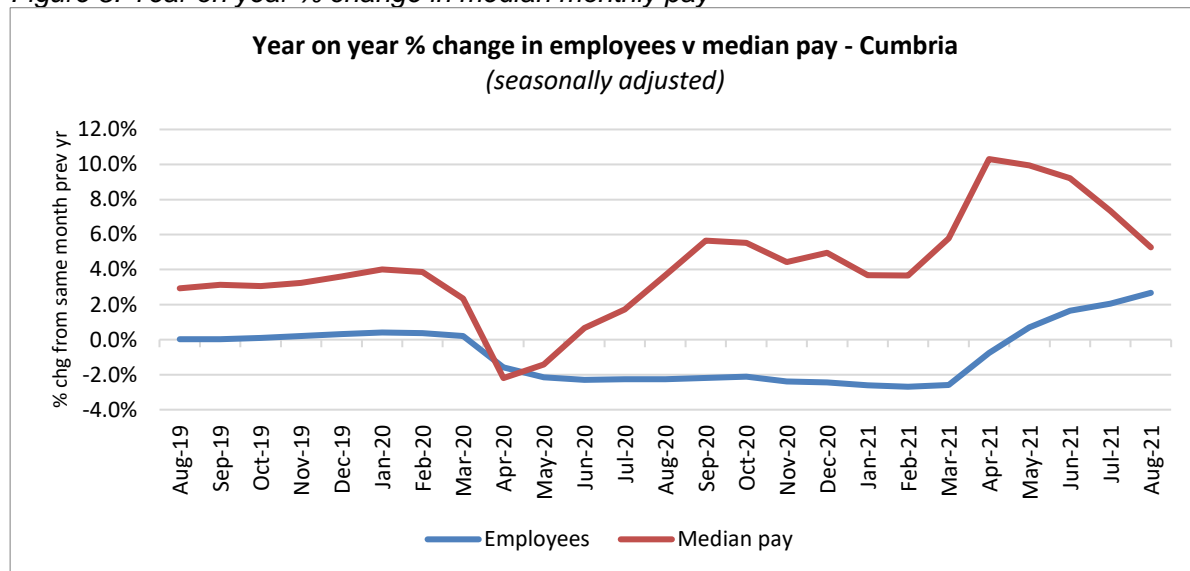
Source: HMRC / ONS Latest month data are always provisional.

Figure 5 : Median pay for payrolled employees

Median pay - Seasonally Adjusted							
	Aug-21	Month change		One year change		Two Year Change	
	£	£	%	£	%	£	%
UK	1,980	0	0.0%	101	5.4%	156	8.6%
Cumbria	1,839	-2	-0.1%	92	5.3%	154	9.1%
Allerdale	1,842	3	0.2%	91	5.2%	153	9.1%
Barrow	1,959	4	0.2%	108	5.8%	213	12.2%
Carlisle	1,798	9	0.5%	74	4.3%	145	8.8%
Copeland	2,194	6	0.3%	121	5.8%	195	9.8%
Eden	1,731	-18	-1.0%	100	6.1%	133	8.3%
South Lakeland	1,709	-7	-0.4%	83	5.1%	130	8.2%

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 4 months, median earnings have dipped.

Figure 5: Year on year % change in median monthly pay



Source: HMRC / ONS Latest month data are always provisional

The latest national briefing which contains analysis by sector and age can be found here:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/earningsandemploymentfrompayasyouearnrealtimeinformationuk/september2021>

4. CLAIMANT COUNT (released monthly) – count taken 12th Aug 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 6 shows the change in claimants from last month and from a year ago. There was a fall of 220 claimants in Cumbria in Aug compared to July, down to a total of 10,365. This is a monthly fall of 2.1% the same as the national fall. The count fell everywhere in Cumbria with the biggest falls in Carlisle and Eden. The claimant rate in Aug in Cumbria was 3.5% which is below the national rate of 5.2%. It is down 0.1ppt from July and is 1.2ppt lower than a year ago. Despite the improving picture, compared to two years ago (July 2019) the claimant count is still substantially higher with 3,875 more claimants in Cumbria (+60%)

Figure 6: Standard Claimant Count – Aug 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	1,286,275	6.2	899,140	4.3	2,185,420	5.2	-47,340	-2.1	-0.1	-502,690	-18.7	-1.2
Cumbria	6,190	4.2	4,175	2.8	10,365	3.5	-220	-2.1	-0.1	-3,450	-25.0	-1.2
Allerdale	1,225	4.3	955	3.3	2,185	3.8	-25	-1.2	0.0	-595	-21.4	-1.0
Barrow	1,065	5.3	620	3.1	1,685	4.2	-35	-1.9	-0.1	-425	-20.2	-1.1
Carlisle	1,710	5.3	1,120	3.4	2,835	4.3	-80	-2.8	-0.1	-665	-19.0	-1.0
Copeland	940	4.6	585	2.8	1,520	3.7	-10	-0.7	0.0	-465	-23.5	-1.1
Eden	445	2.9	350	2.3	795	2.6	-45	-5.6	-0.2	-405	-33.8	-1.3
South Lakeland	805	2.7	540	1.8	1,345	2.3	-25	-1.8	0.0	-890	-39.8	-1.5
of which LDNPA	315	2.7	230	2.0	545	2.3	-30	-5.2	-0.1	-425	-43.7	-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.

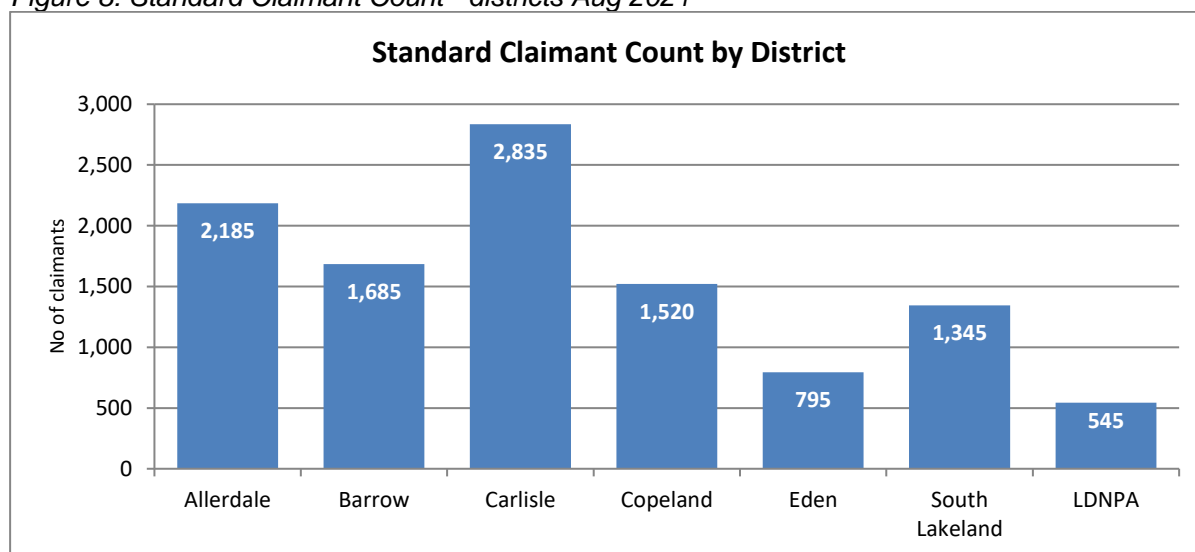
Figure 2 shows the claimant count and rate by broad age group in Cumbria in Aug. Claimant rates at Cumbria level are below the national average for all age groups except for 18-24 year olds in Barrow and for 25-34 year olds in Carlisle where the rates are above the national rate.

Figure 7: Standard Claimant Count & Rate by Age Group in Cumbria – Aug 2021

Claimant Count and Rate by Age												
	Aged 18-24		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	384,175	6.9%	592,790	6.6%	483,025	5.7%	380,770	4.3%	339,260	4.1%	2,185,420	5.2%
Cumbria	1,875	5.7%	2,850	5.4%	2,100	4.0%	1,785	2.5%	1,725	2.3%	10,365	3.5%
Allerdale	395	6.3%	575	5.6%	445	4.4%	370	2.6%	390	2.7%	2,185	3.8%
Barrow	360	7.2%	470	5.8%	335	4.7%	255	2.7%	260	2.8%	1,685	4.2%
Carlisle	475	6.3%	855	6.9%	605	4.8%	470	3.1%	420	2.7%	2,835	4.3%
Copeland	290	6.5%	415	5.4%	275	3.8%	270	2.8%	270	2.5%	1,520	3.7%
Eden	135	4.4%	180	3.6%	175	3.4%	155	2.0%	145	1.6%	795	2.6%
South Lakeland	215	3.3%	355	4.0%	270	2.6%	265	1.8%	240	1.4%	1,345	2.3%
of which LDNPA	70	2.9%	130	3.9%	115	2.9%	120	2.0%	105	1.5%	545	2.3%

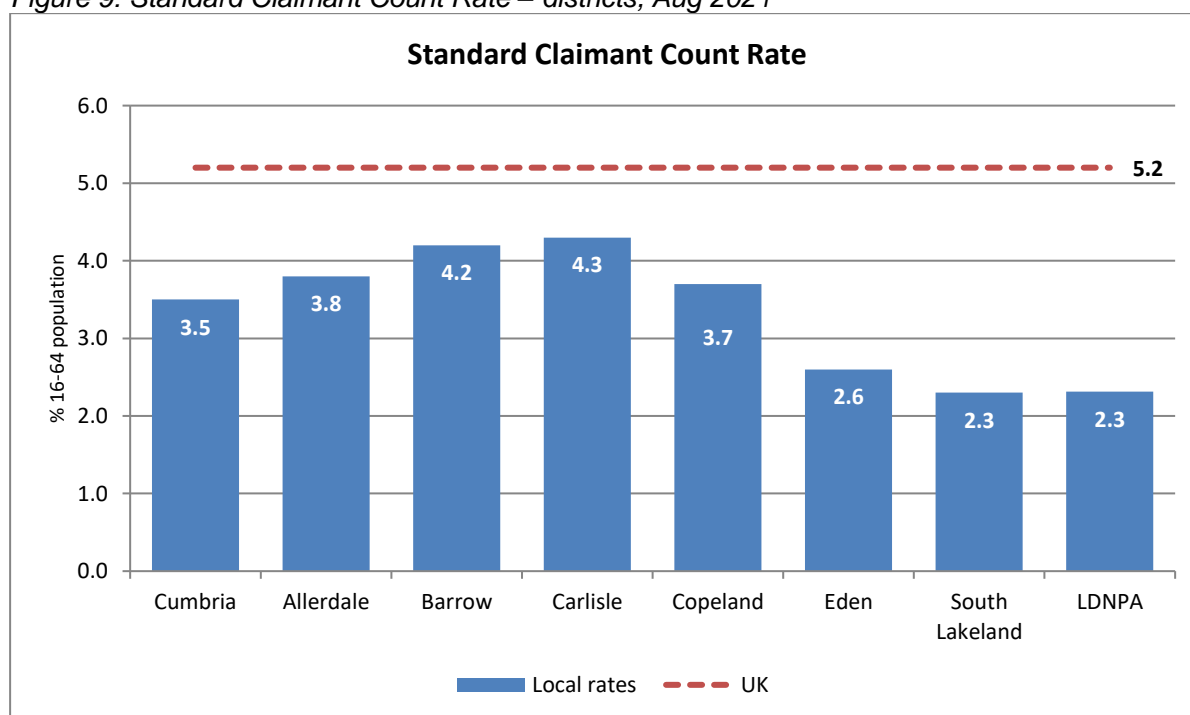
Source: ONS (data are rounded). LDNPA is a “best-fit” of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 8: Standard Claimant Count - districts Aug 2021



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

Figure 9: Standard Claimant Count Rate – districts, Aug 2021



Source: ONS/DWP

Figure 10: Standard Claimant Count - timeseries

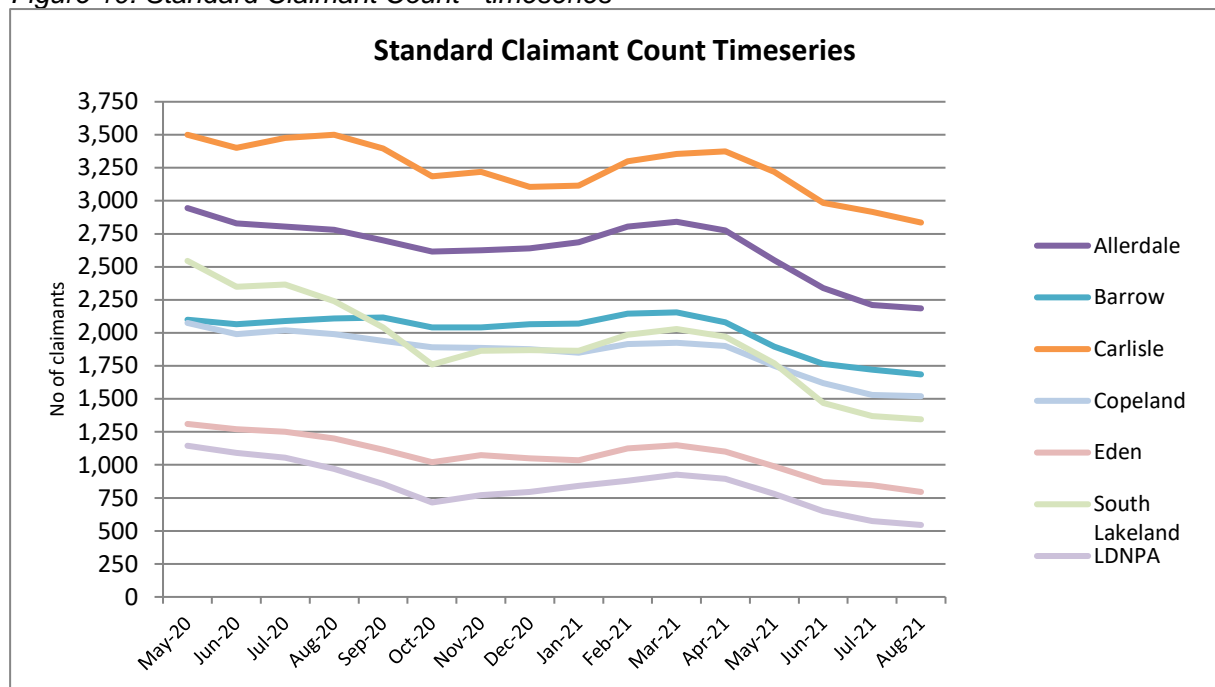
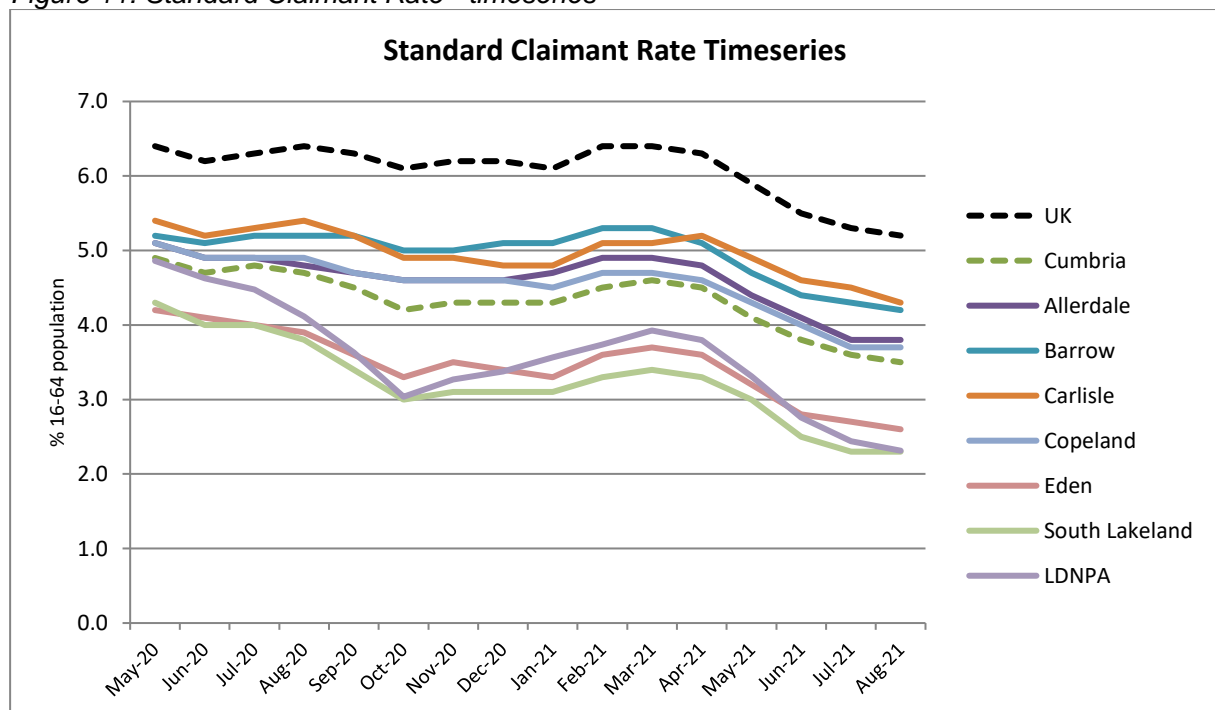


Figure 11: Standard Claimant Rate - timeseries



Source: ONS/DWP

5. UNIVERSAL CREDIT (released monthly) – count taken 12th Aug 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 12th Aug 2021 there were 36,615 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 119 from the revised July total (+0.3%), 1,301 more than a year ago (+3.8%) and 19,581 more than two years ago (122%). The count rose from last month in all parts of Cumbria except South Lakeland where it fell by 46. As in previous months, the increase is due to rises in the number of claimants claiming whilst in work (+27) or with no work requirements (+176) which exceeded a fall in the number claiming whilst seeking work (-87). The latest total means that 12.1% of the working age population is claiming Universal Credit compared to a national rate of 14.5%. The rate is below the national average in all parts of Cumbria. However, claimant rates for 18-24 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 12: Universal Credit Claimants – Aug 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	2,732,008	13.5%	3,145,013	15.5%	5,877,051	14.5%	41,490	0.7%	0.1%	311,232	5.6%	0.8%
Cumbria	16,240	11.1%	19,375	13.0%	35,615	12.1%	119	0.3%	0.0%	1,301	3.8%	0.4%
Allerdale	3627	12.7%	4508	15.6%	8,134	14.2%	75	0.9%	0.1%	331	4.2%	0.6%
Barrow	2456	12.2%	2774	13.7%	5,233	13.0%	20	0.4%	0.0%	302	6.1%	0.7%
Carlisle	4076	12.7%	4795	14.4%	8,870	13.6%	21	0.2%	0.0%	644	7.8%	1.0%
Copeland	2553	12.5%	3007	14.6%	5,560	13.6%	35	0.6%	0.1%	420	8.2%	1.0%
Eden	1154	7.5%	1486	9.5%	2,642	8.5%	1	0.0%	0.0%	-191	-6.7%	-0.6%
South Lakeland	2370	8.1%	2794	9.3%	5,167	8.7%	-46	-0.9%	-0.1%	-221	-4.1%	-0.4%
of which LDNPA	1089	9.2%	1195	10.3%	2,282	9.8%	-11	-0.5%	0.0%	-202	-8.1%	-0.9%

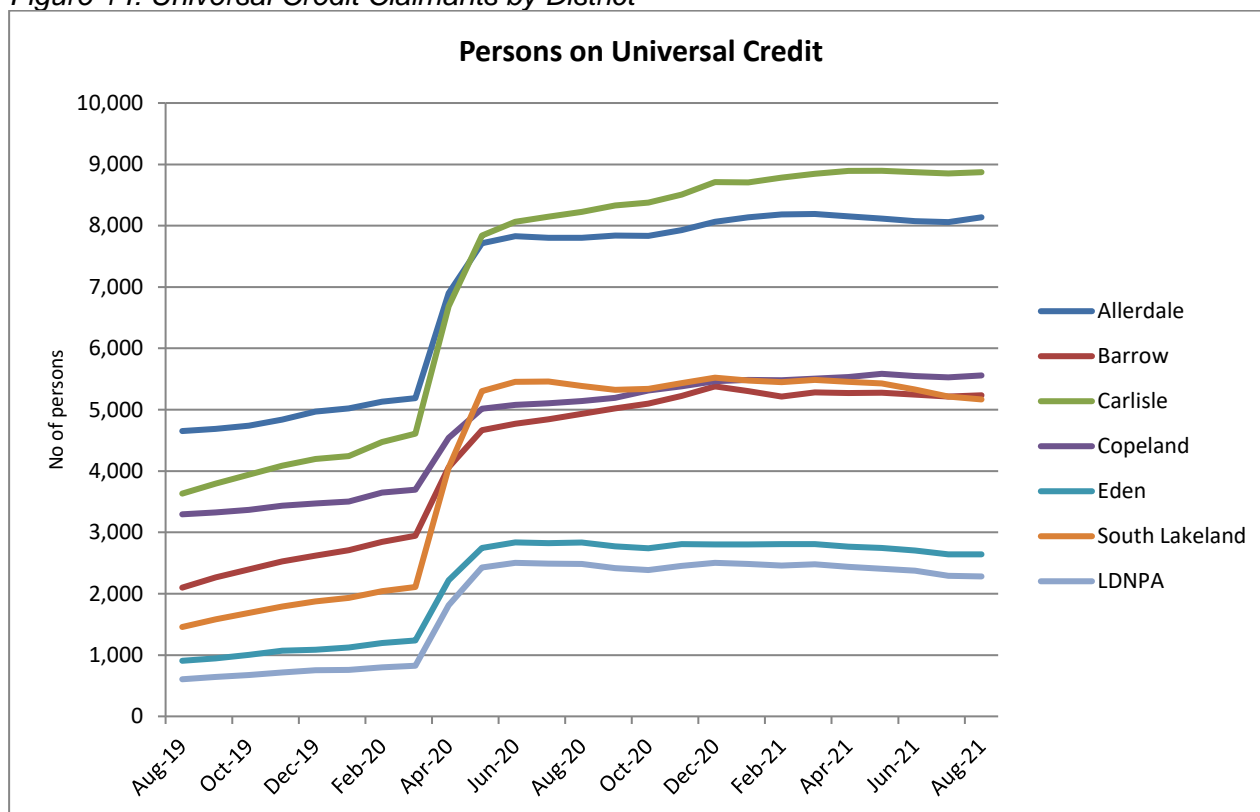
Source: DWP (due to disclosure control, gender totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 13: Universal Credit Claimants by Age – Aug 2021

Universal Credit Claimant Count and Rate by Age												
	Aged 18-24		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	894,003	16.4%	1,754,361	20.0%	1,438,371	17.4%	1,002,778	11.6%	778,267	9.6%	5,877,051	14.5%
Cumbria	5,443	16.6%	10,974	21.0%	8,183	15.5%	6,024	8.6%	4,928	6.5%	35,615	12.1%
Allerdale	1,213	19.3%	2,379	23.2%	1,817	17.8%	1,487	10.6%	1,229	8.4%	8,134	14.2%
Barrow	1,042	20.9%	1,676	20.5%	1,124	15.7%	769	8.2%	606	6.5%	5,233	13.0%
Carlisle	1,330	17.7%	2,942	23.9%	2,111	16.9%	1,406	9.4%	1,082	6.9%	8,870	13.6%
Copeland	844	19.1%	1,694	22.1%	1,197	16.5%	926	9.7%	882	8.3%	5,560	13.6%
Eden	359	11.6%	768	15.2%	633	12.1%	482	6.3%	402	4.5%	2,642	8.5%
South Lakeland	663	10.3%	1,515	17.1%	1,299	12.5%	950	6.5%	727	4.3%	5,167	8.7%
of which LDNPA	257	10.7%	630	18.9%	609	15.4%	441	7.4%	351	5.0%	2,282	9.8%

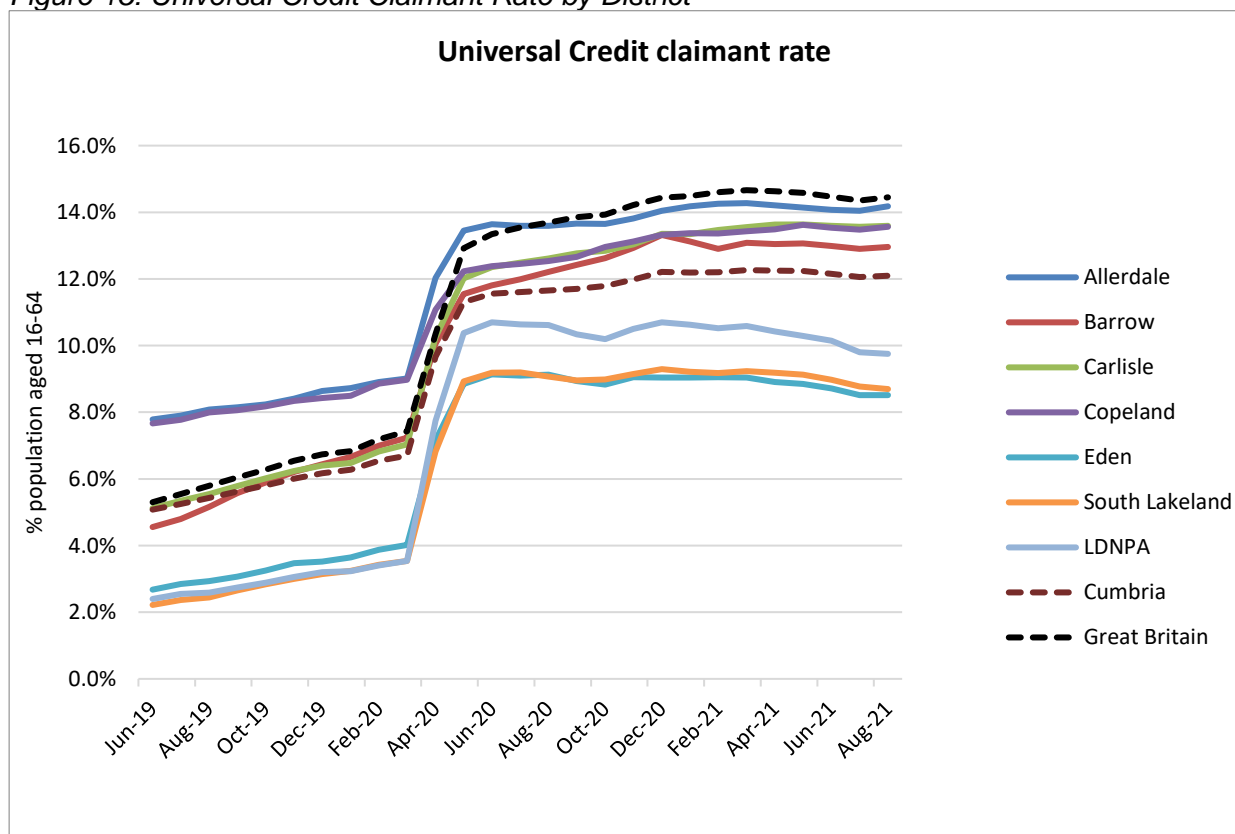
Source: DWP (due to disclosure control, age totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 14: Universal Credit Claimants by District



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

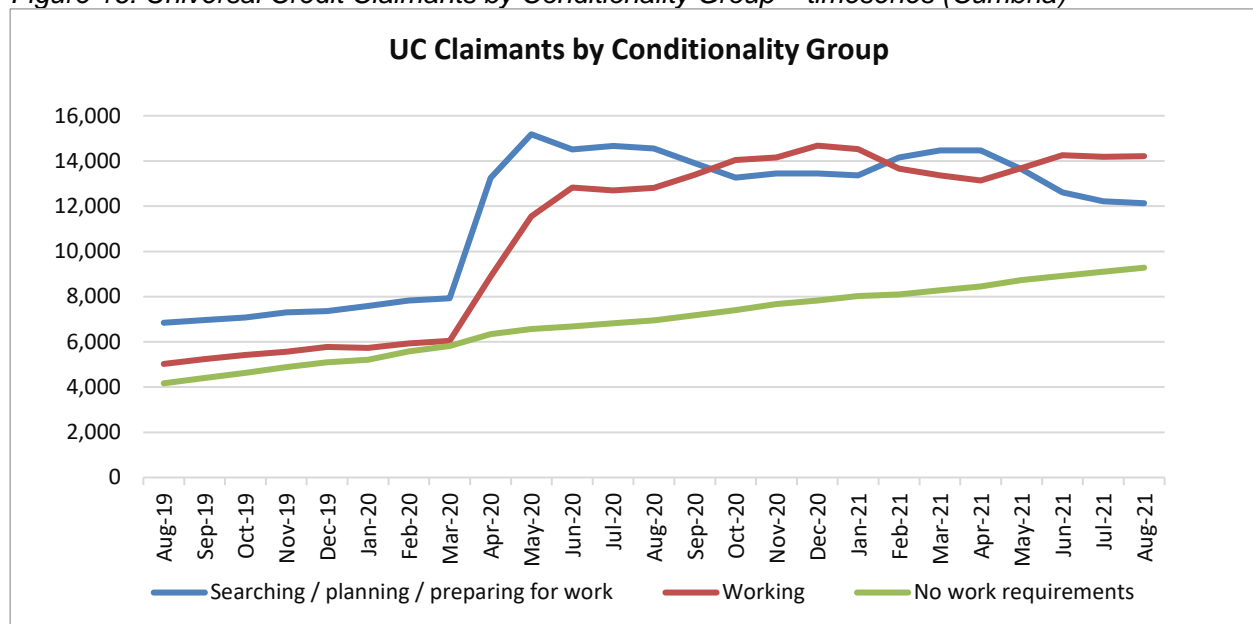
Figure 15: Universal Credit Claimant Rate by District



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 Aug there was an increase in the volume of those claiming while working (+27) and also in the number with no work requirements (+176) but a fall (-87) 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. Since May there have been more claimants in work than seeking work, something not seen before the pandemic and not seen at national level.

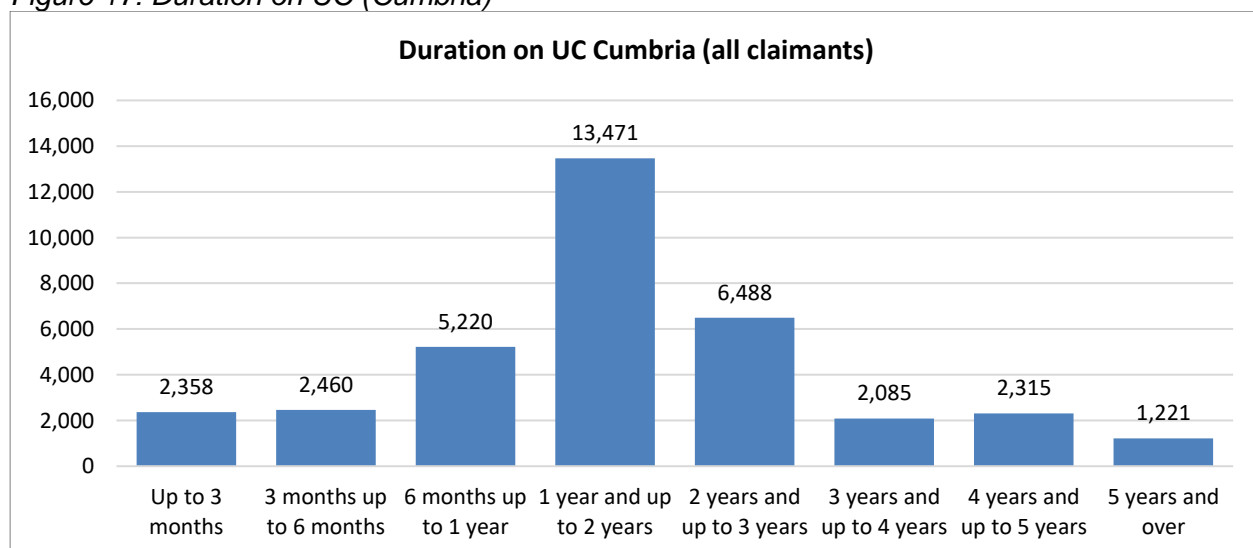
Figure 16: Universal Credit Claimants by Conditionality Group – timeseries (Cumbria)



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

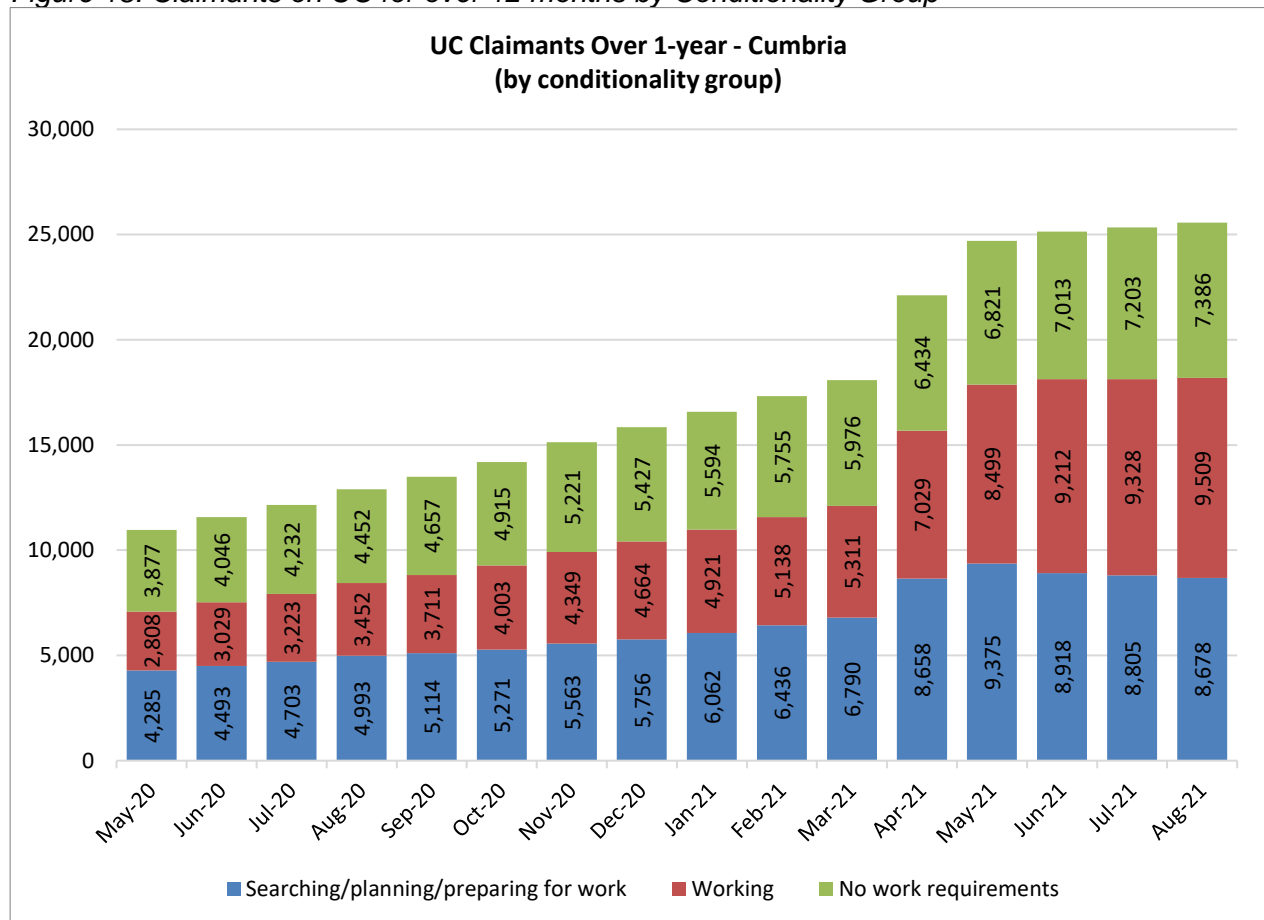
In Aug, almost three quarters of UC claimants (25,580, 72%) had been claiming for over 12 months an increase of 98% from the same month last year. The highest proportion of these (37%) are in the working conditionality group (although they may have been in different groups during their time as a claimant).

Figure 17: Duration on UC (Cumbria)



Source: DWP via Stat-Xplore

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



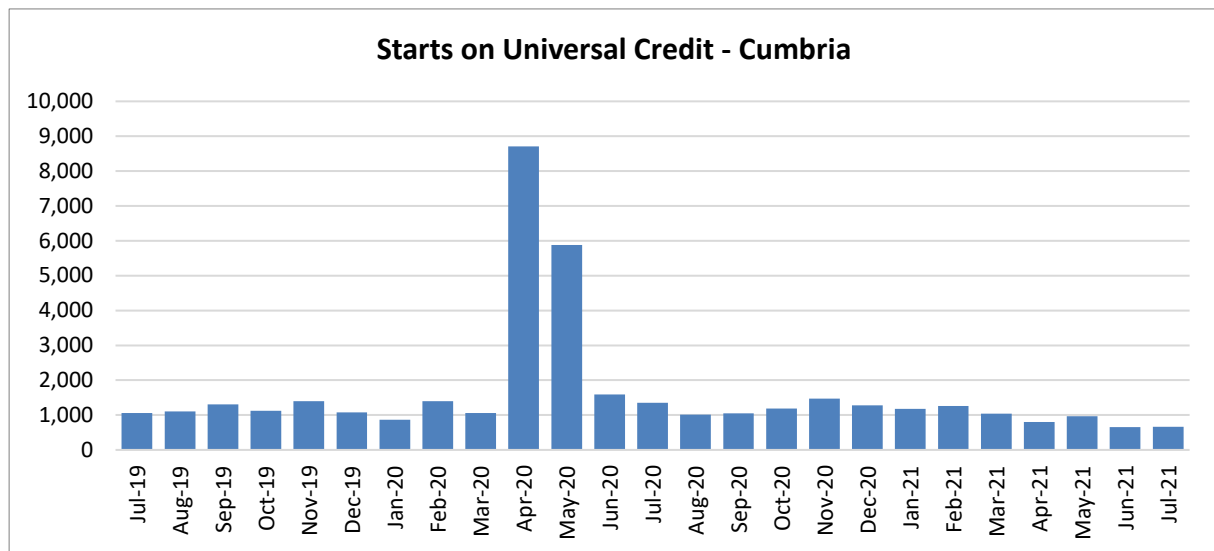
Source: DWP via Stat-Xplore

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.

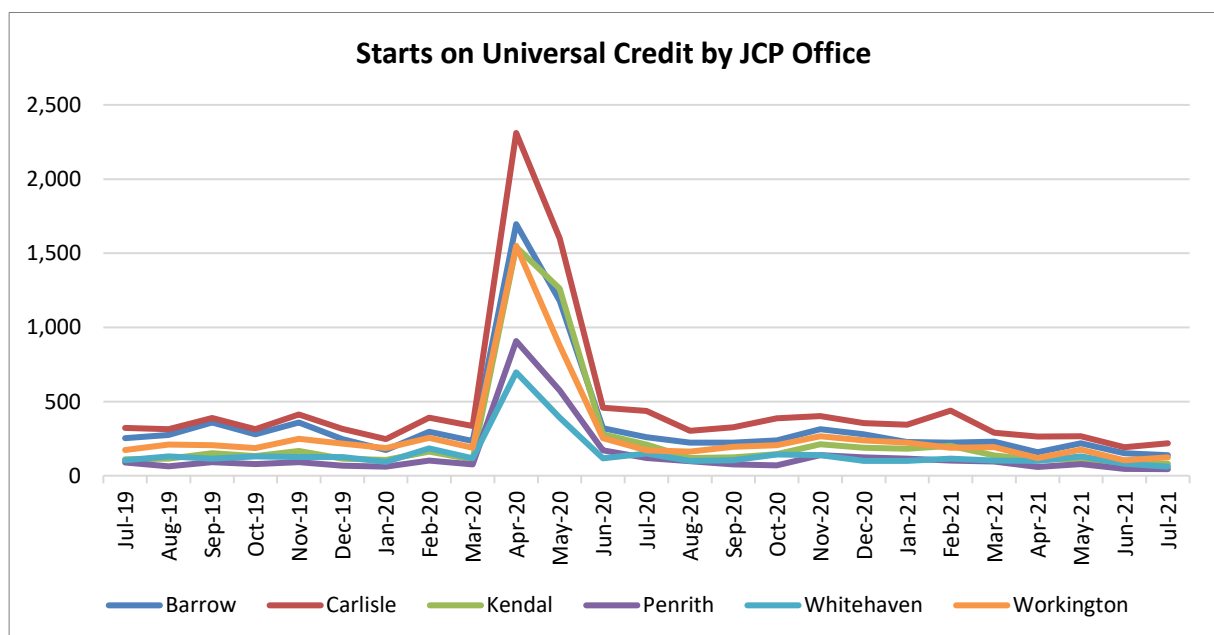
The data show that the number of UC claim starts rose significantly in spring last year in response to the pandemic with 8,712 new claims started in April followed by 5,882 the following month before dropping down significantly later in the year. However, starts in the past two months have been under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

Figure 19: Monthly Starts to Universal Credit – timeseries



Source: DWP via Stat-Xplore

Figure 20: 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 21: Number of Households on Universal Credit by District

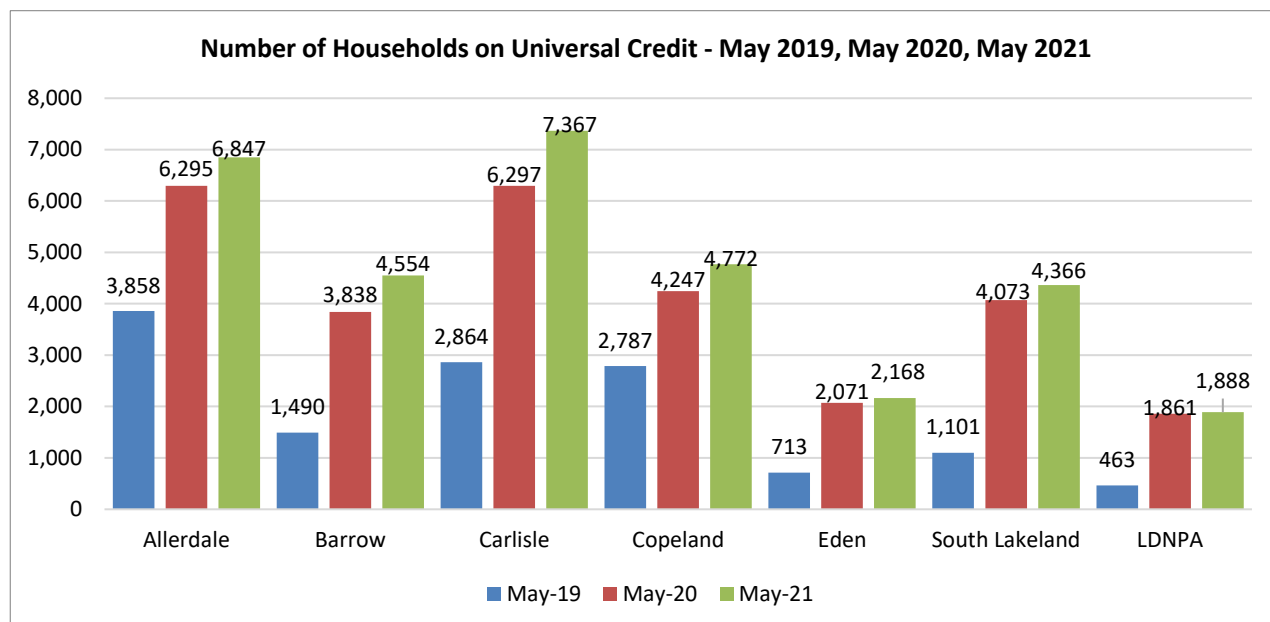
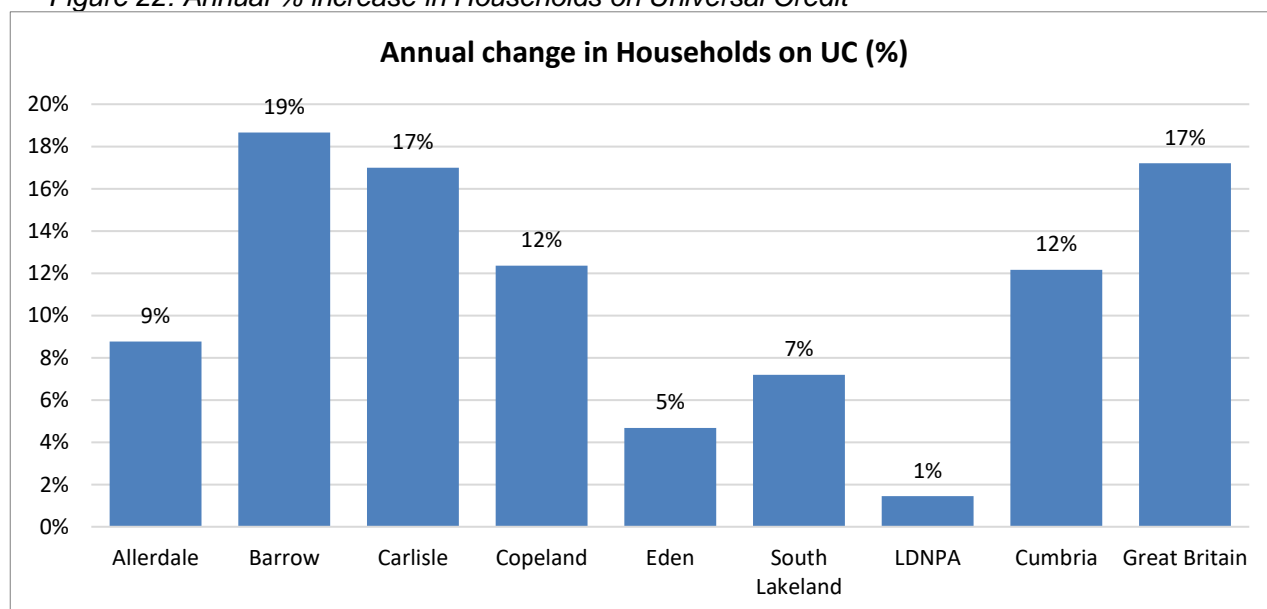


Figure 22: Annual % increase in Households on Universal Credit

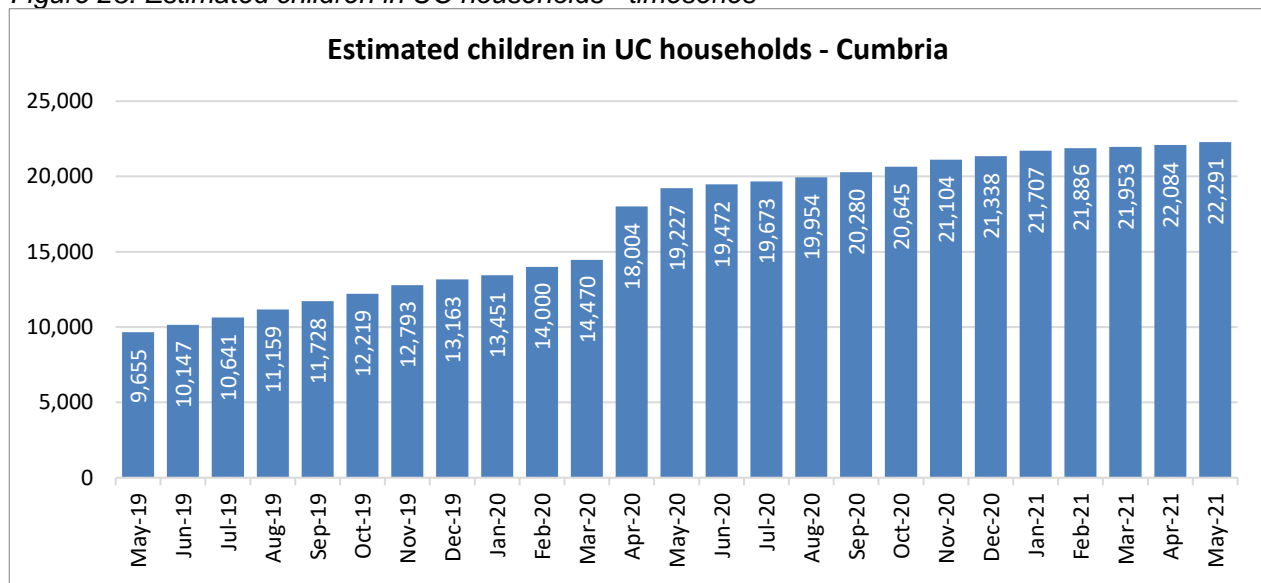


Source: DWP via Stat-Xplore Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of area within NP. LDNPA claimants are also included in the relevant district

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).

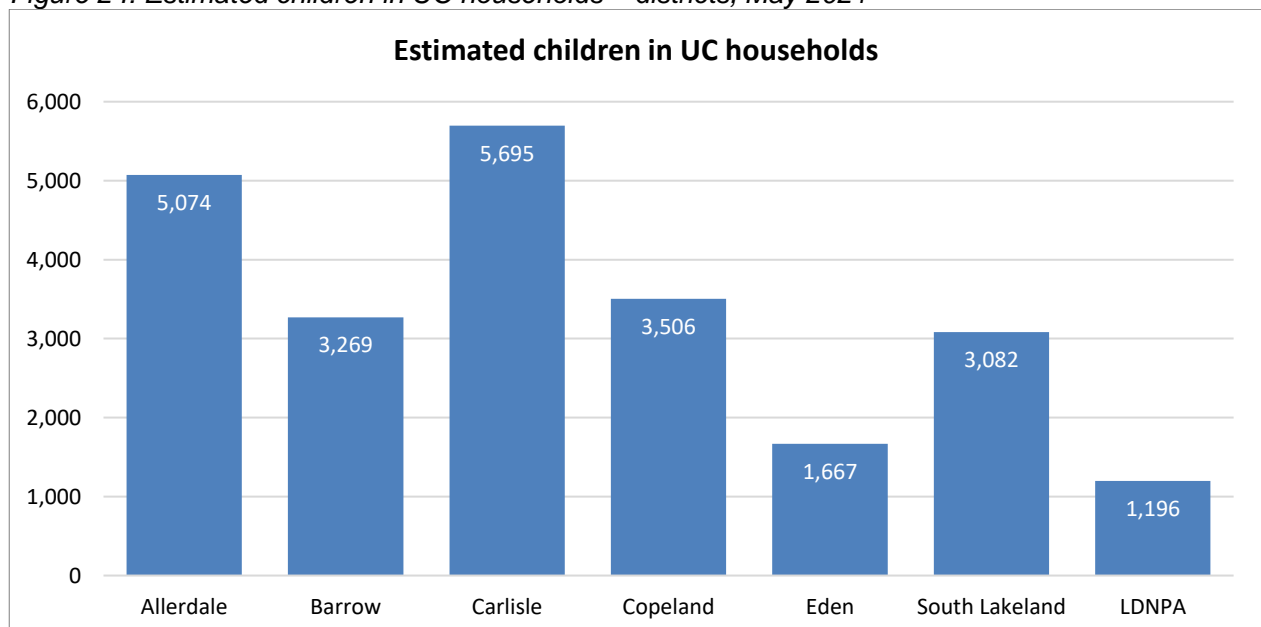
Note: in this data, a child is anyone declared as living in a household on Universal Credit who is under 20 and whose details have been verified by DWP

Figure 23: Estimated children in UC households - timeseries



Source: DWP via Stat-Xplore

Figure 24: Estimated children in UC households – districts, May 2021



Source: DWP via Stat-Xplore

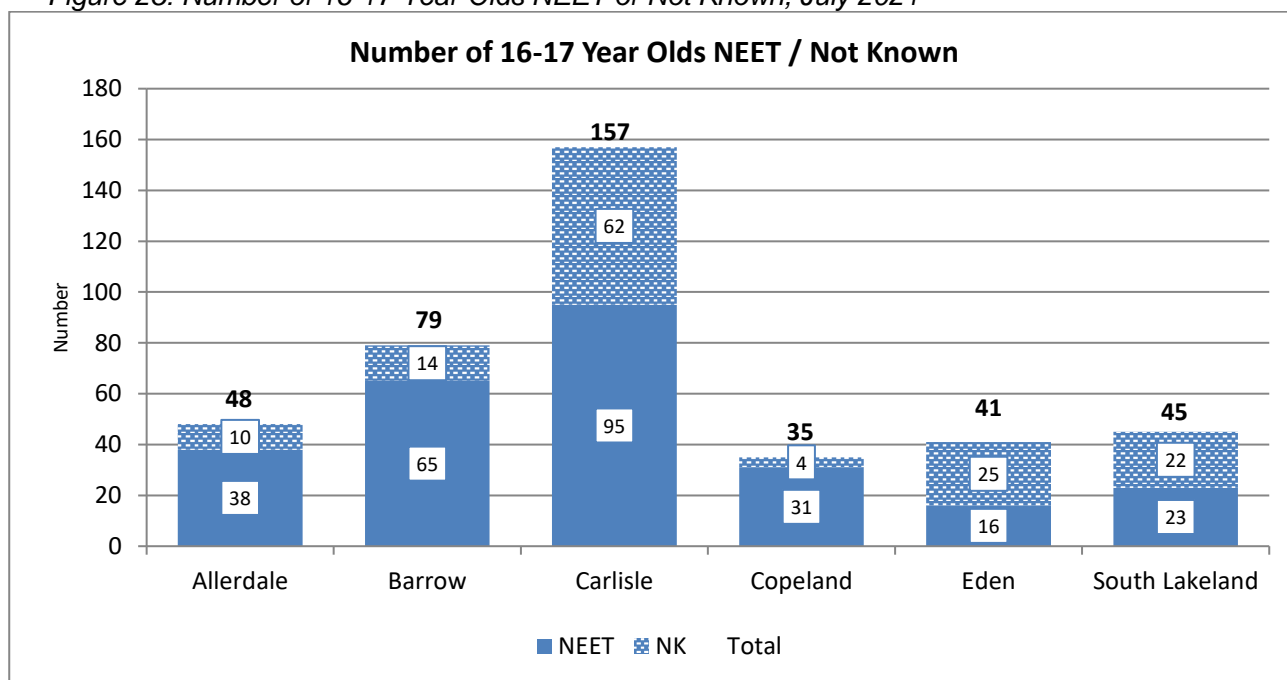
6. NEETs & Participation (released monthly)

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.

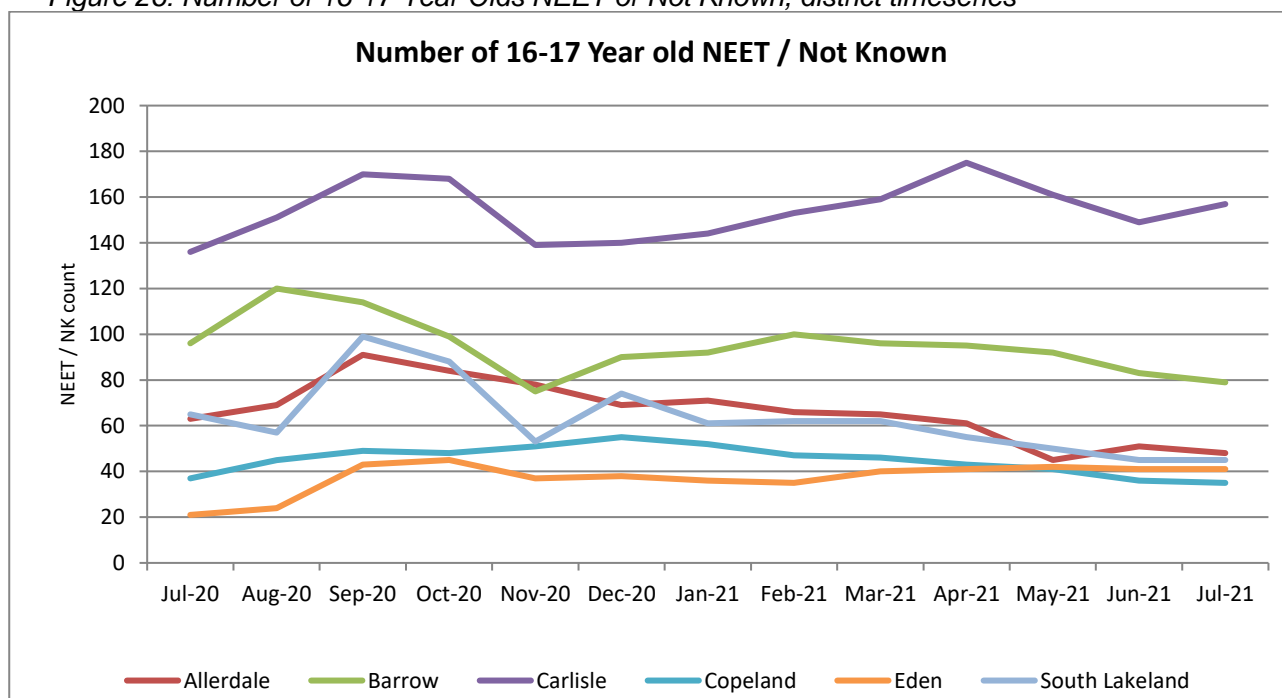
In July 2021, 422 16-17 year olds were classed as NEET in Cumbria (269 NEET and 143 whose status was Not Known), unchanged from June but 51 lower than a year ago. This is an annual decrease of 10.8% compared to a national decrease of 11.1%. The highest number of NEET/NKs was in Carlisle where there were 157 followed by Barrow with 79. Apart from an increase of 8 in Carlisle, the number remained unchanged or fell in all other parts of the county.

Figure 25: Number of 16-17 Year Olds NEET or Not Known, July 2021



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

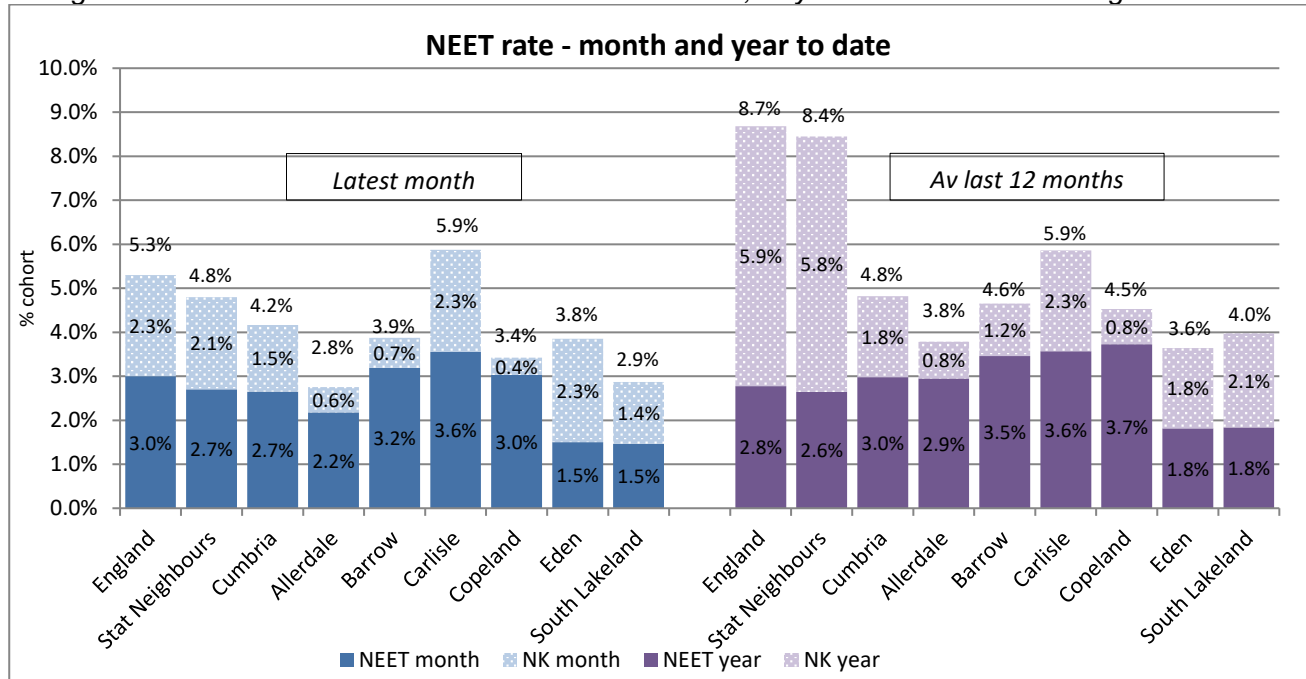
Figure 26: Number of 16-17 Year Olds NEET or Not Known, district timeseries



Source: Inspira / Cumbria Intelligence Observatory

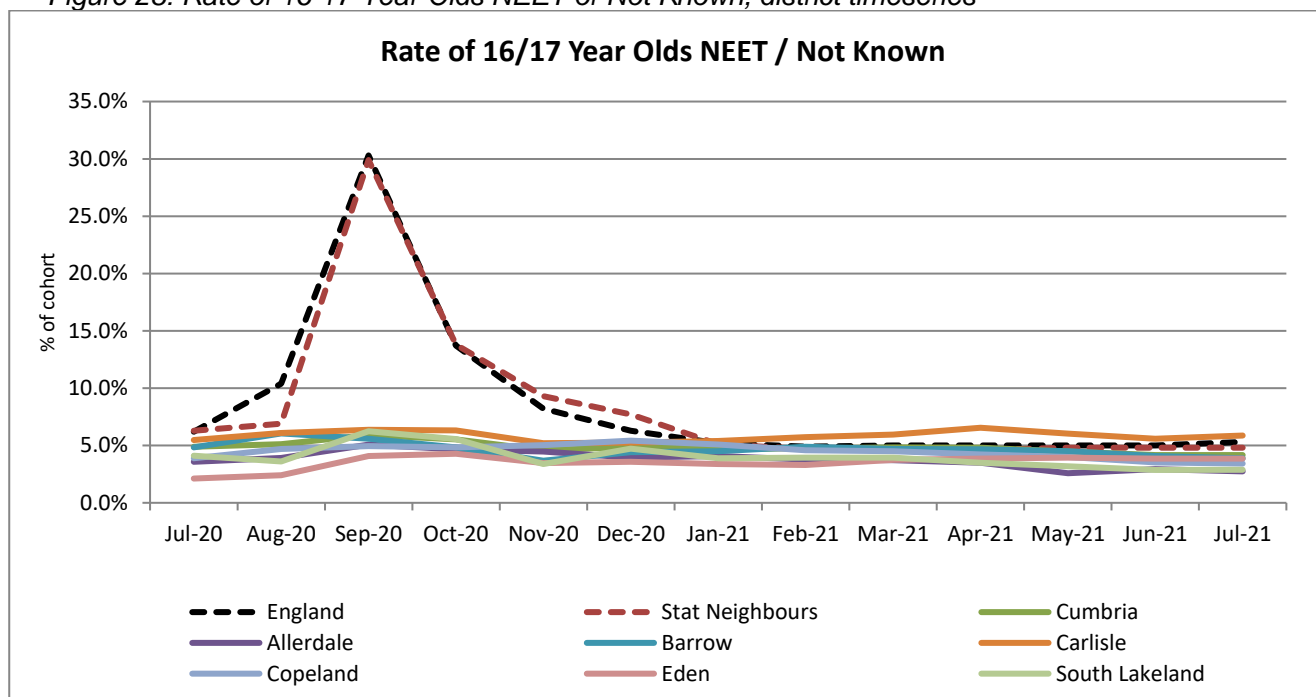
The county NEET/NK rate (% of cohort) was 4.2% in July 2021 compared to an England rate of 5.3% and an average rate of 4.8% for Cumbria's 10 statistical neighbours. The highest local rates were in Carlisle (5.9%) and Barrow (3.9%). The NEET rate in Cumbria was unchanged from June but down 0.7ppt from a year ago. On average over the past 12 months the NEET rate in Cumbria has been 4.8% compared to a national average annual rate of 8.7% (NB: this is influenced by different tracking arrangements across the country, particularly at certain times of year).

Figure 27: Rate of 16-17 Year Olds NEET or Not Known, July 2021 & 12 month average



Source: Inspira / Cumbria Intelligence Observatory

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



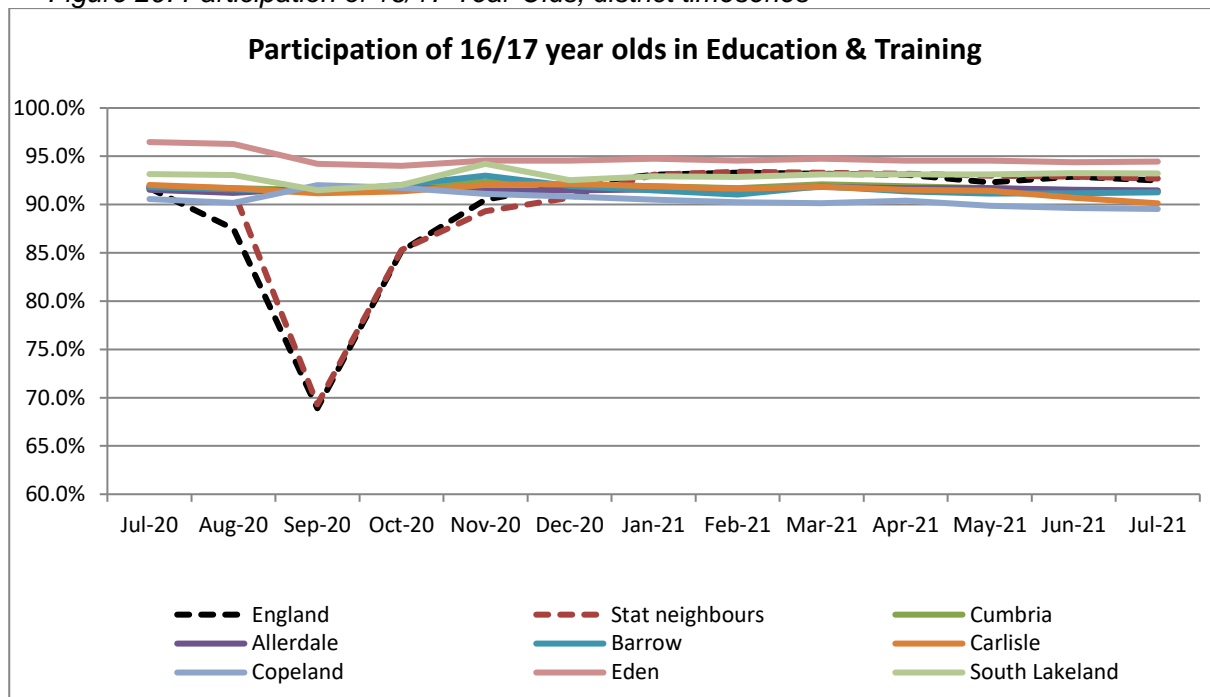
Source: Inspira / Cumbria Intelligence Observatory

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.

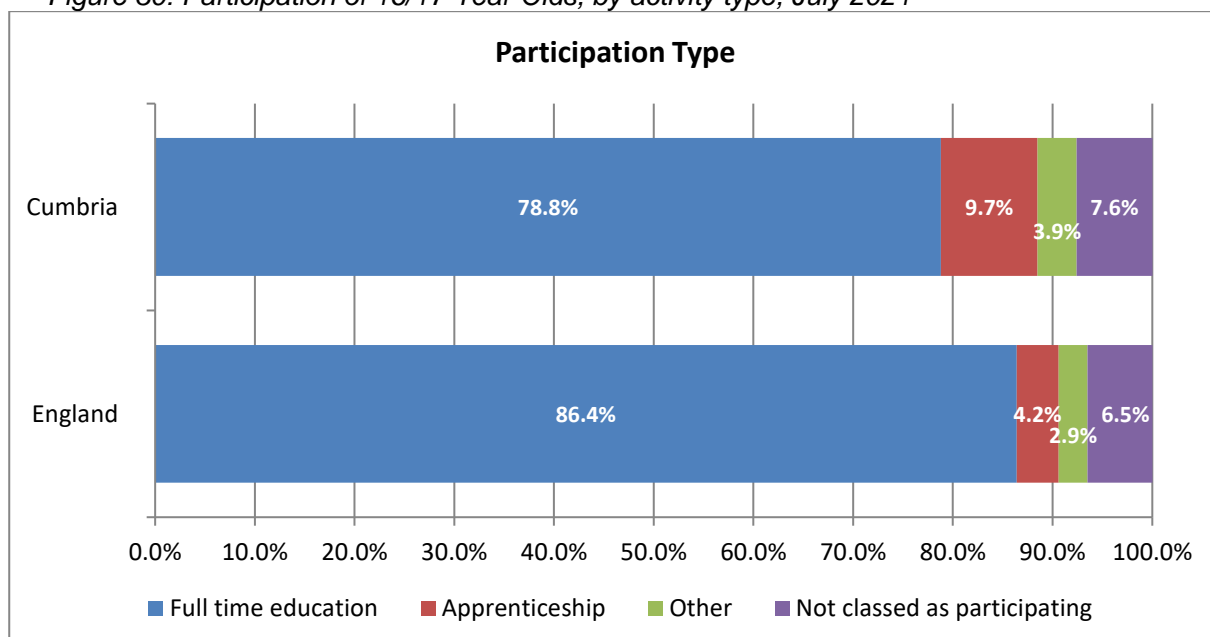
In July 2021, 92.4% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (80.0%) or by undertaking an apprenticeship (9.7%). This compares to 92.6% nationally who were deemed to be participating. The proportion undertaking an apprenticeship in July was 1.4% lower than a year while the proportion in full time education or training was 1.7% higher.

Figure 29: Participation of 16/17 Year Olds, district timeseries



Source: NCCIS

Figure 30: Participation of 16/17 Year Olds, by activity type, July 2021



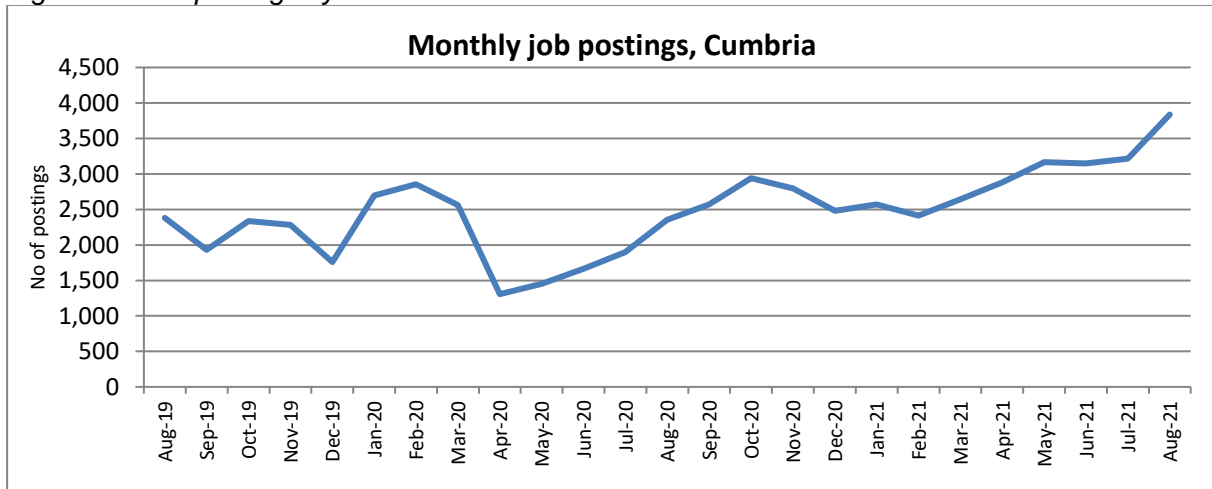
Source: NCCIS (district data not available)

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 Aug 2021 there were 3,837 new job postings in Cumbria which is 620 more than in July and 1,500 more than in Aug last year. It is also significantly higher than the same time of year two years ago (80% 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 implemented and multiple businesses have been recruiting simultaneously.

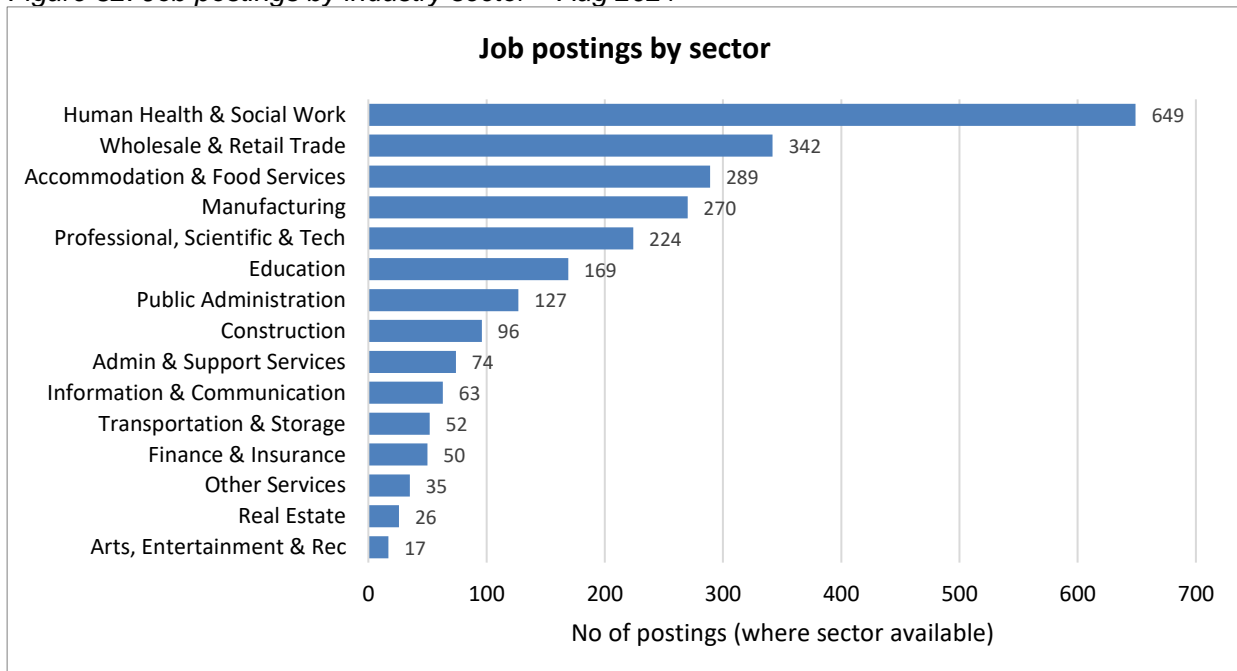
Figure 31: Job postings by month



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 Aug the sector with the most postings was health & social work (649) which accounts for over a quarter of all postings, followed by wholesale & retail (342) and accommodation & food services (289) and. Postings for hospitality are 80% higher than 2 years ago and retail jobs are 45% up, reflecting the recent surge in demand.

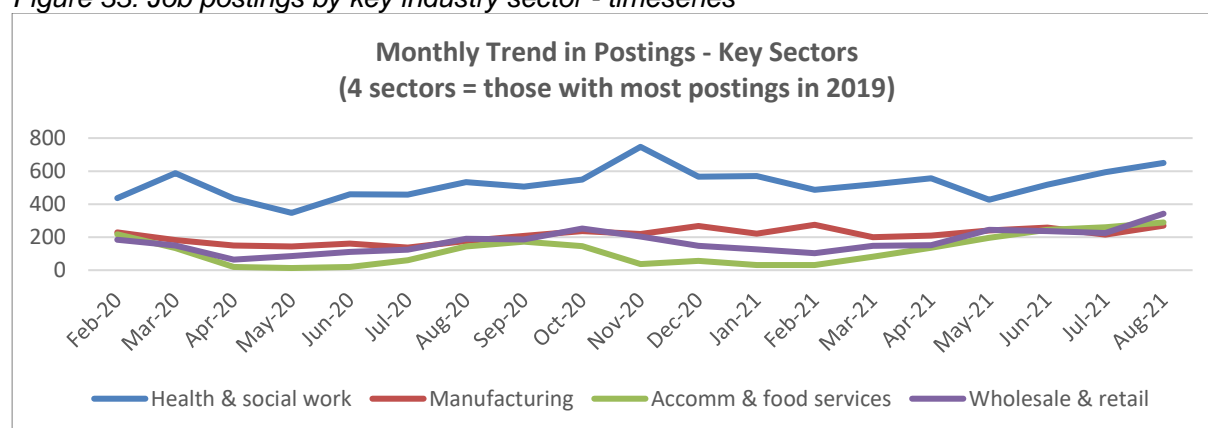
Figure 32: Job postings by industry sector – Aug 2021



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 three 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.

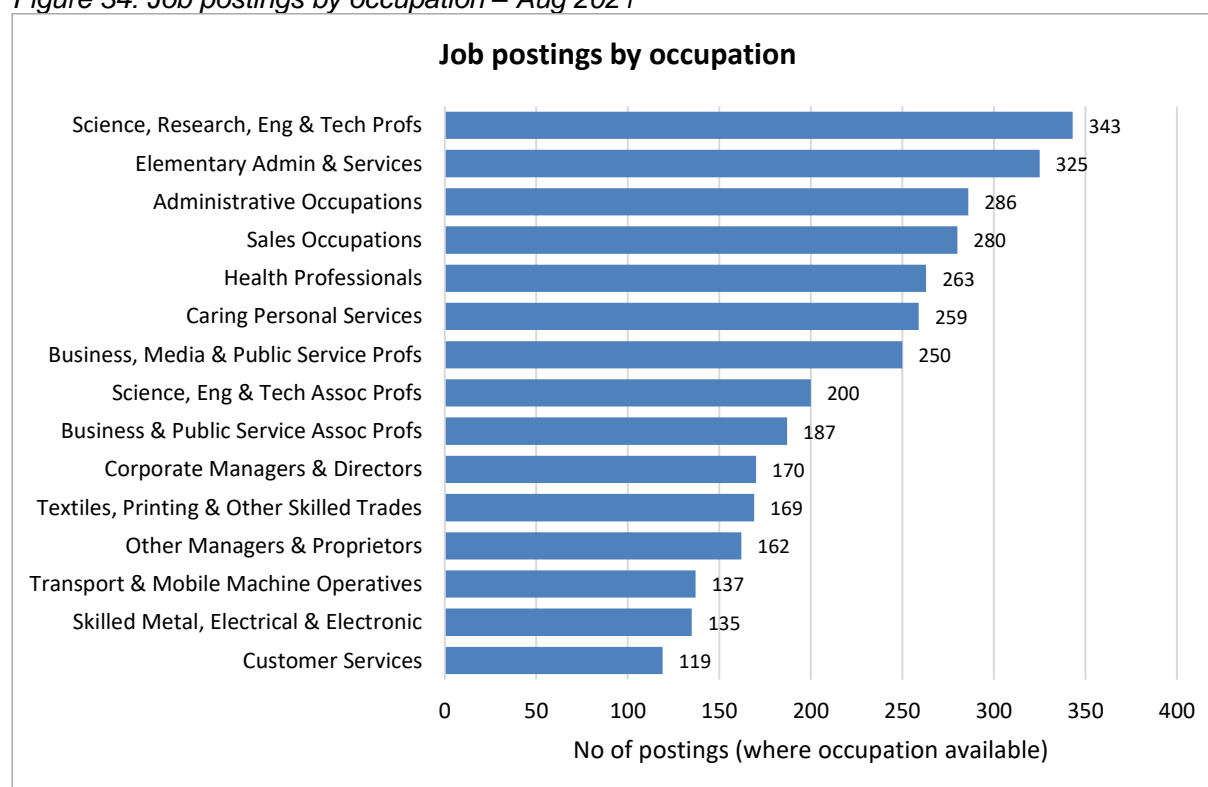
Figure 33: Job postings by key industry sector - timeseries



Source: Labour Insight (Burning Glass Technologies)

There's been a shift in the most commonly advertised vacancies with health related occupations dropping down the list to be replaced by science, research engineering & technical professionals and by administrative and sales occupations.

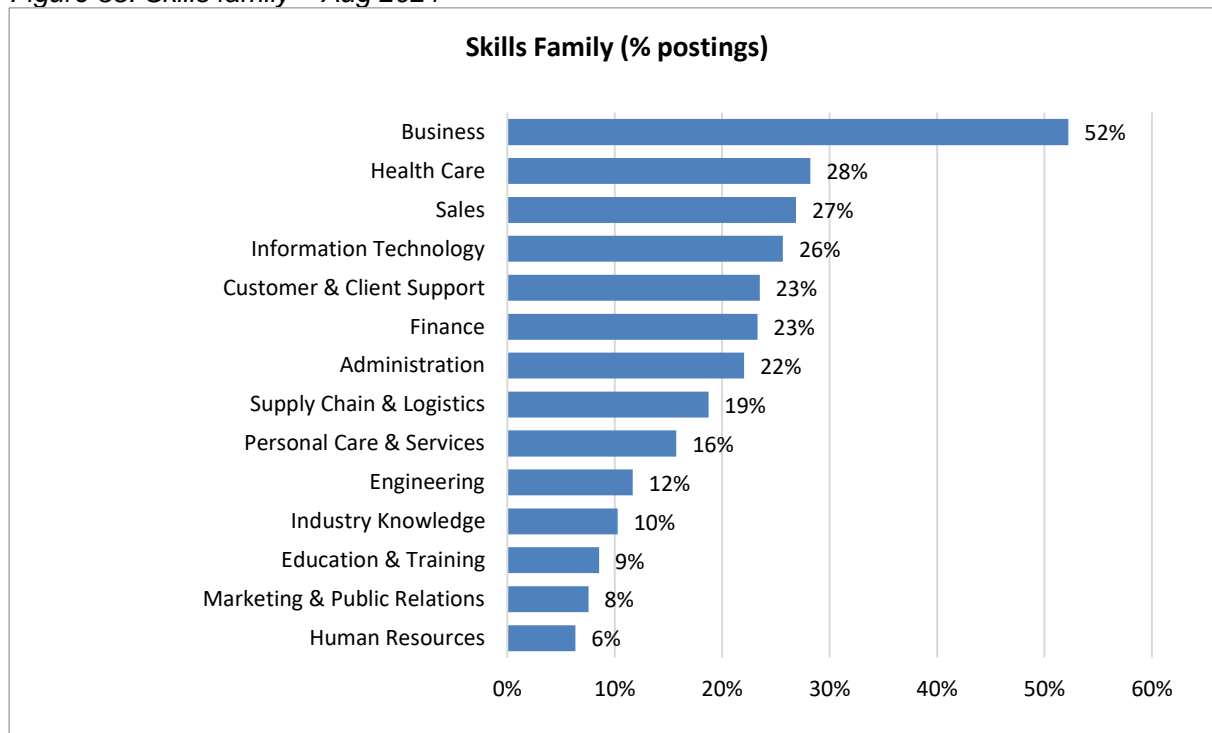
Figure 34: Job postings by occupation – Aug 2021



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 3,837 postings in Aug contained over 8,000 skills mentions. Over half of postings (which referred to specific skills) contained reference to business skills and over a quarter to health care skills. Sale, IT, customer support and finance also featured highly.

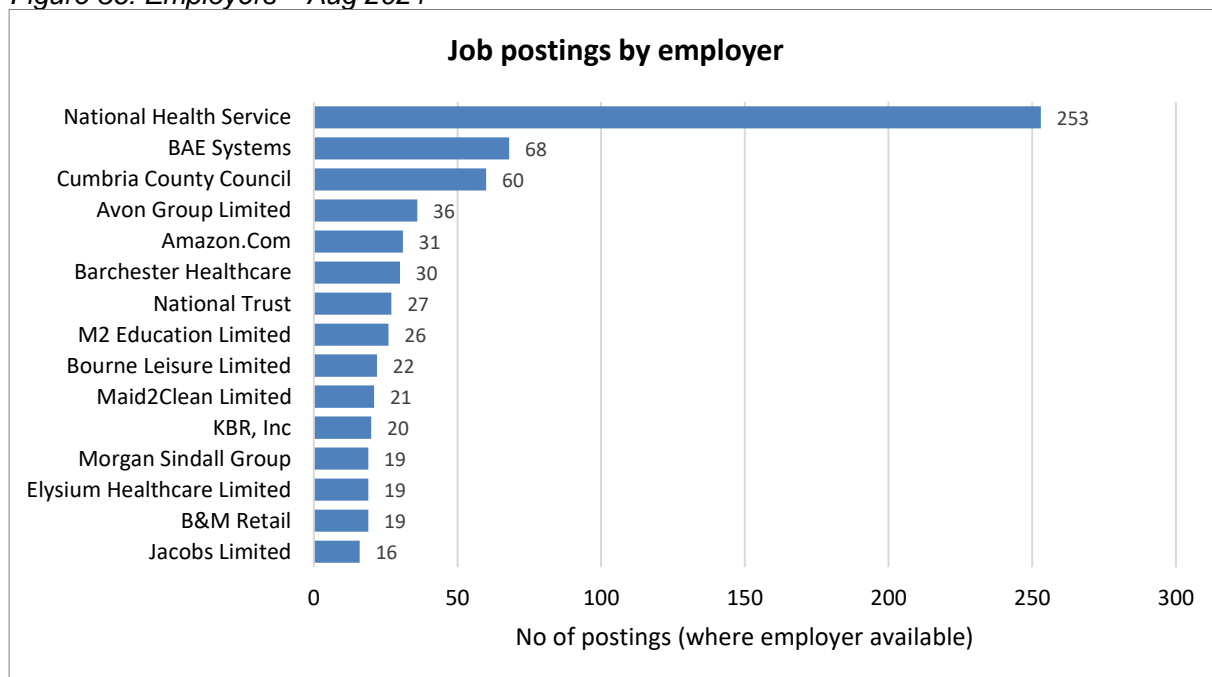
Figure 35: Skills family – Aug 2021



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 Cumbria County Council.

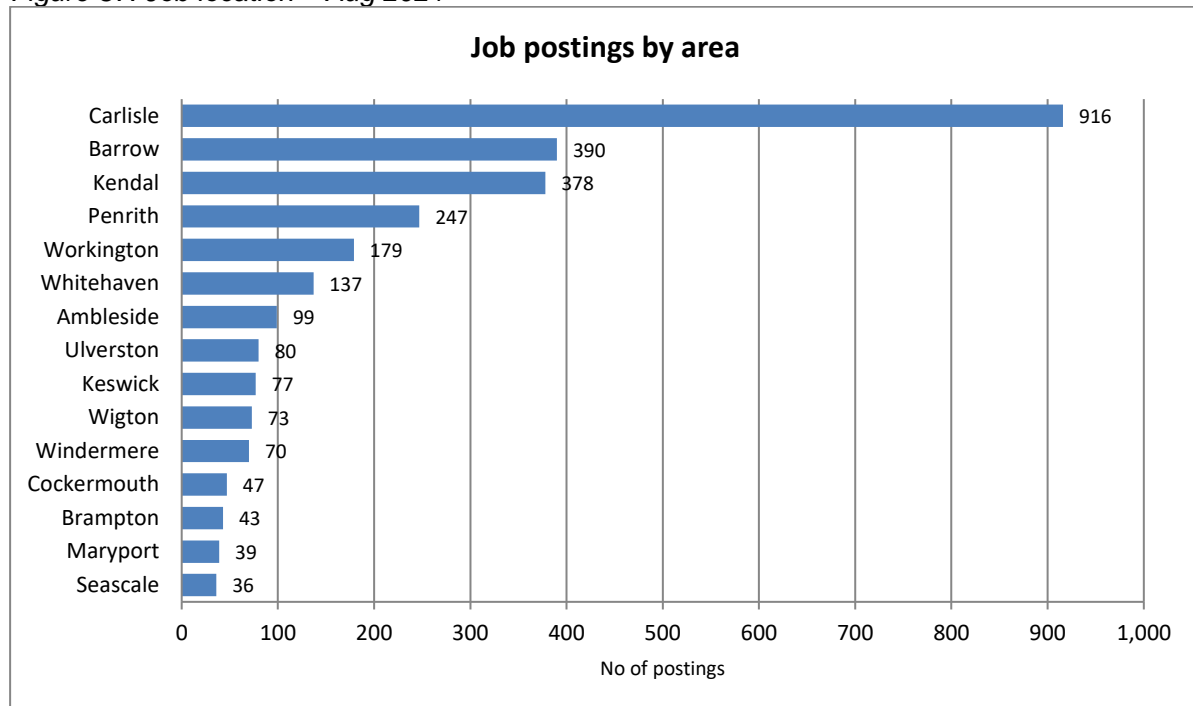
Figure 36: Employers – Aug 2021



Source: Labour Insight (Burning Glass Technologies)

Postings increased in all districts in Cumbria in August. The location mentioned most frequently in postings was the Carlisle area (916) followed by Barrow (390) and Kendal (378).

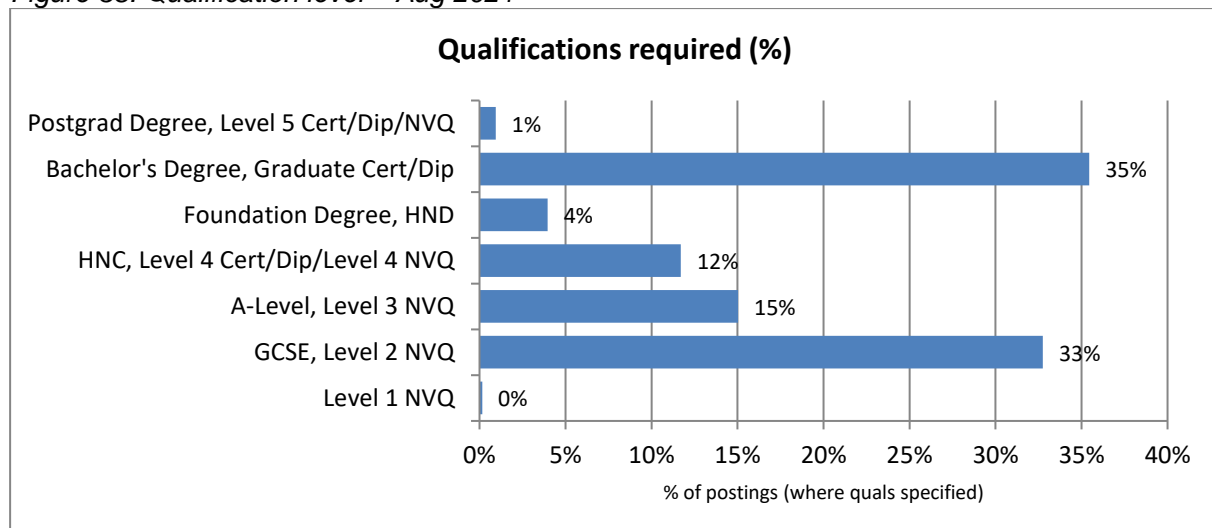
Figure 37: Job location – Aug 2021



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 33% required GCSE/level.

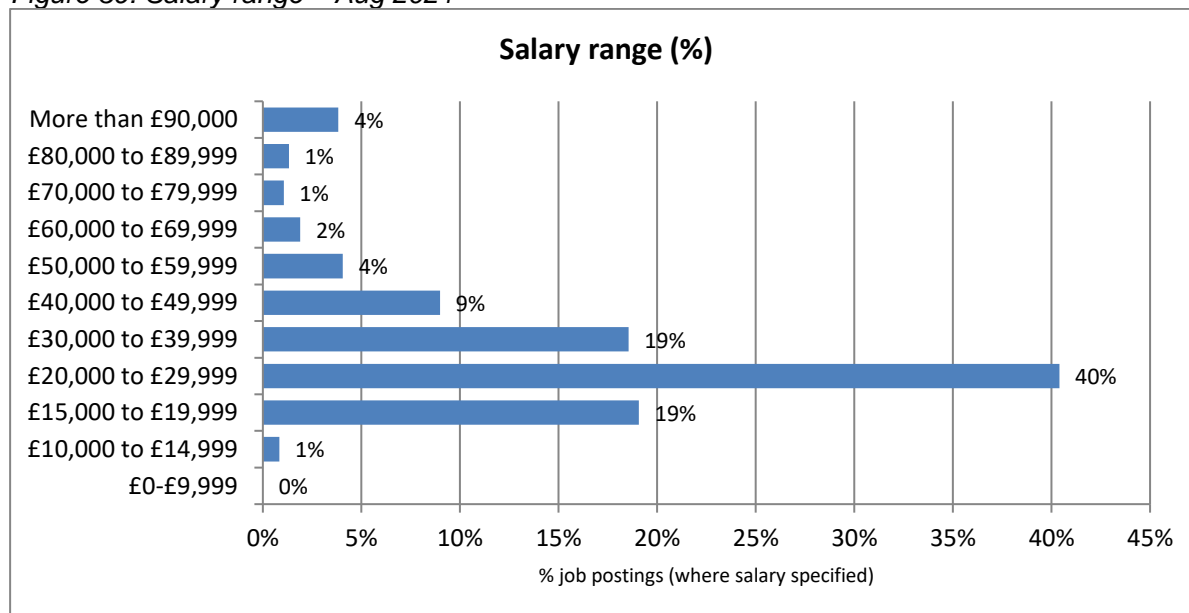
Figure 38: Qualification level – Aug 2021



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 £33,000.

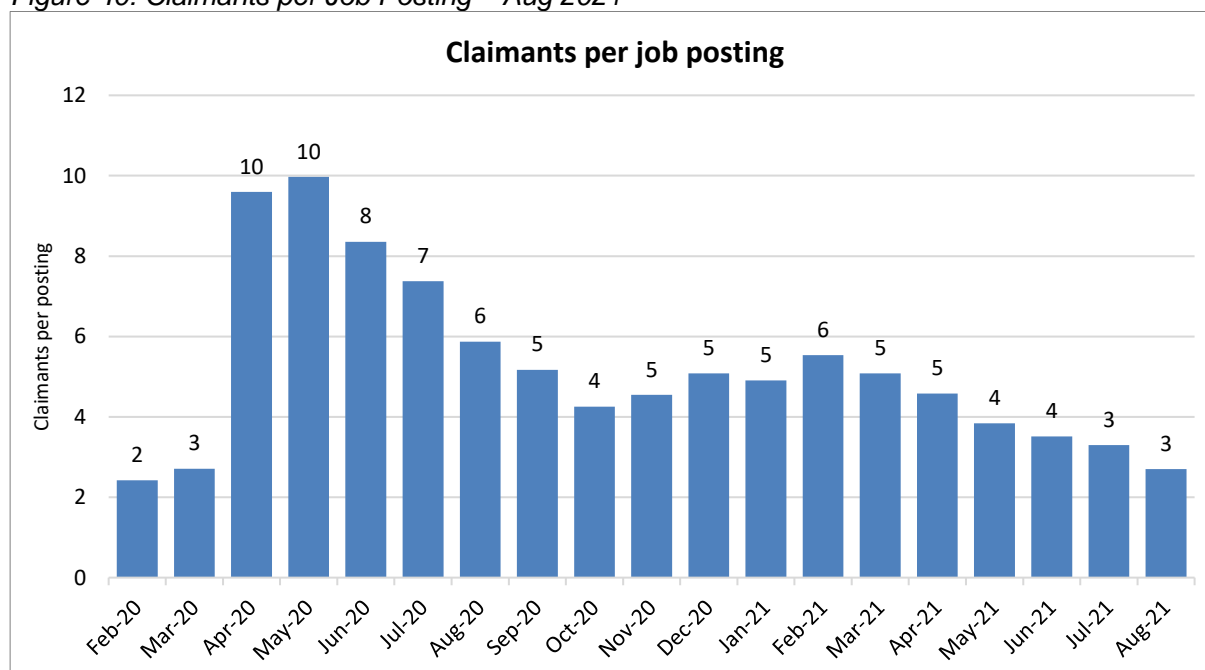
Figure 39: Salary range – Aug 2021



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, down from a high of 10 at the peak of the first lockdown in 2020 and now similar to the pre-pandemic average.

Figure 40: Claimants per Job Posting – Aug 2021



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

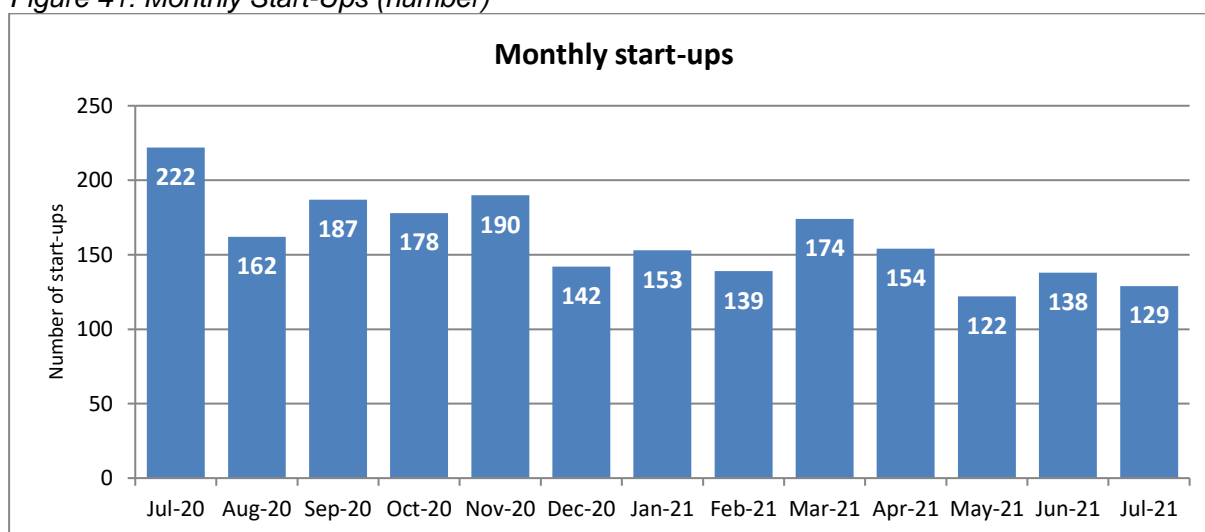
8. BUSINESS START-UPS

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 129 business start-ups in Cumbria in July 2021, a fall of 9 June and 93 fewer than the same month last year when there was a surge in activity after the first lockdown. Over the quarter (May-Jul) there were 389 start-ups which is 78 fewer than last quarter and 221 fewer than the same quarter last year.

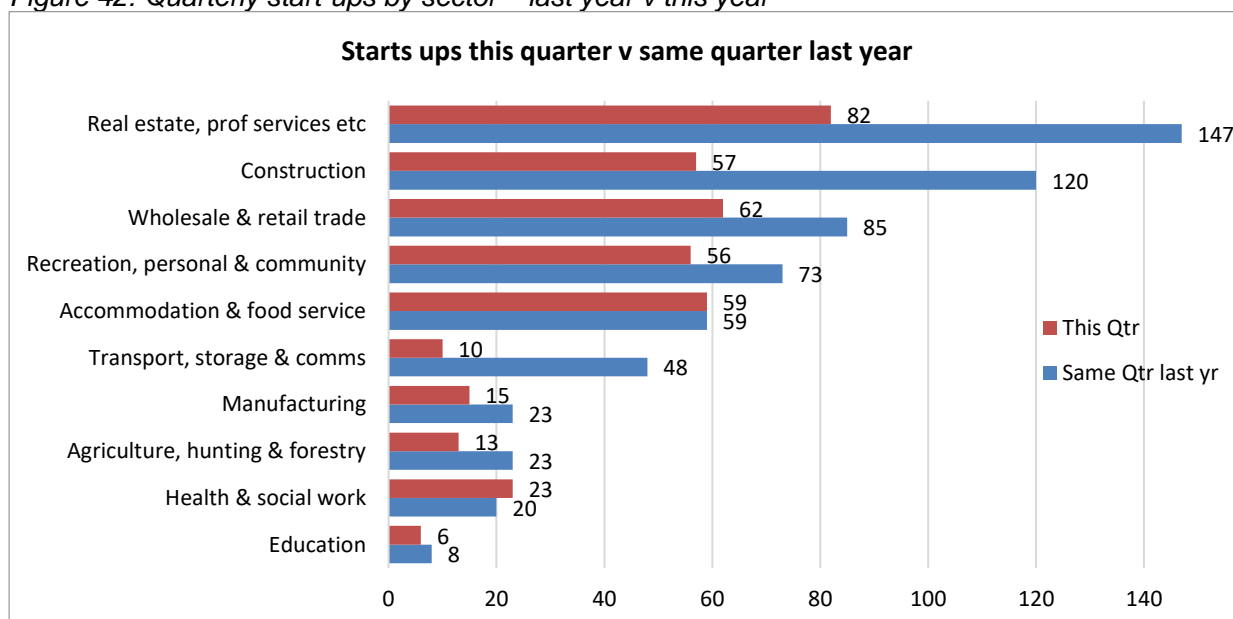
Figure 41: Monthly Start-Ups (number)



Source: BankSearch

The highest volume of start-ups in the quarter (May-Jul) were in real estate, professional services & support activities (82) followed by wholesale & retail (62) and accommodation & food (59).

Figure 42: Quarterly start-ups by sector – last year v this year



Source: BankSearch

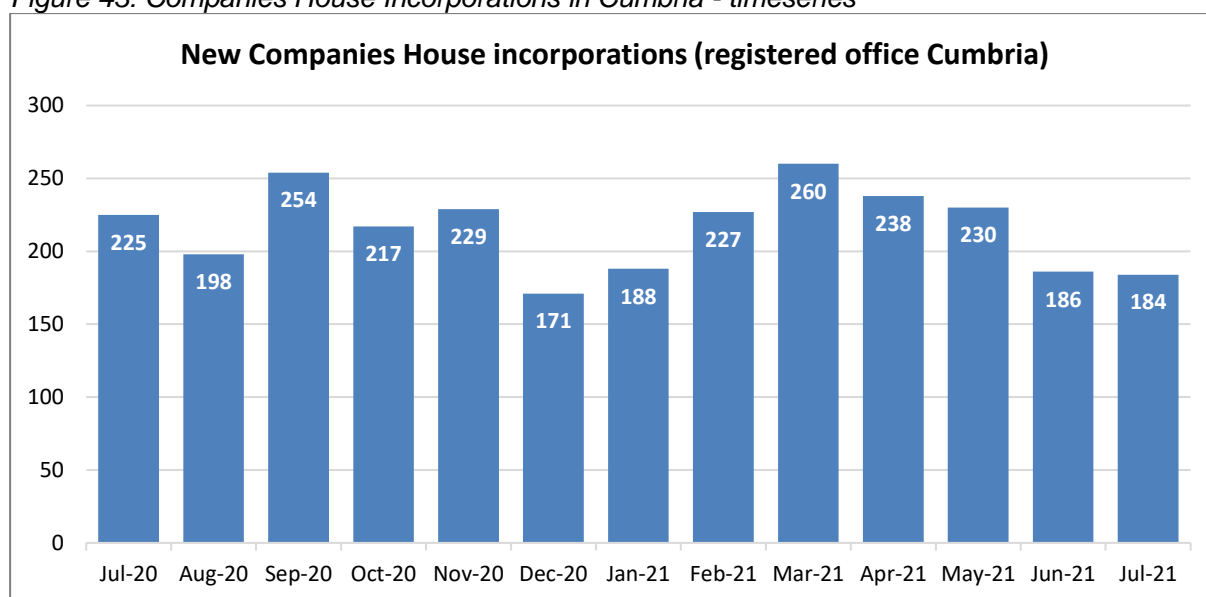
8b: New Companies House Incorporations

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 184 new Companies House incorporations in July 2021, a fall of 2 from June and 41 fewer than the same month last year. New registrations fell in Eden and South Lakeland but rose in Allerdale, Barrow, Carlisle and Copeland.

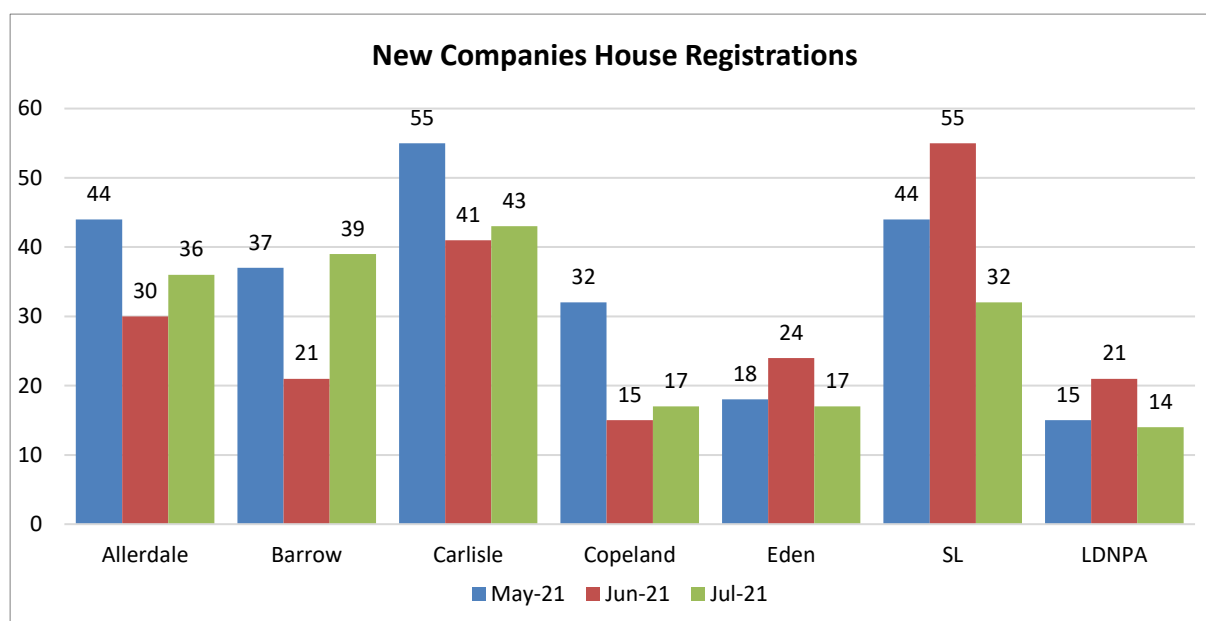
It should be noted that activity throughout the pandemic has been influenced by the pausing and subsequent resumption of activity at Companies House. Therefore, trends in this data should be viewed with a degree of caution.

Figure 43: Companies House Incorporations in Cumbria - timeseries



Source: BankSearch, data relate to registered office address.

Figure 44: Companies House Incorporations by District, last 3 months



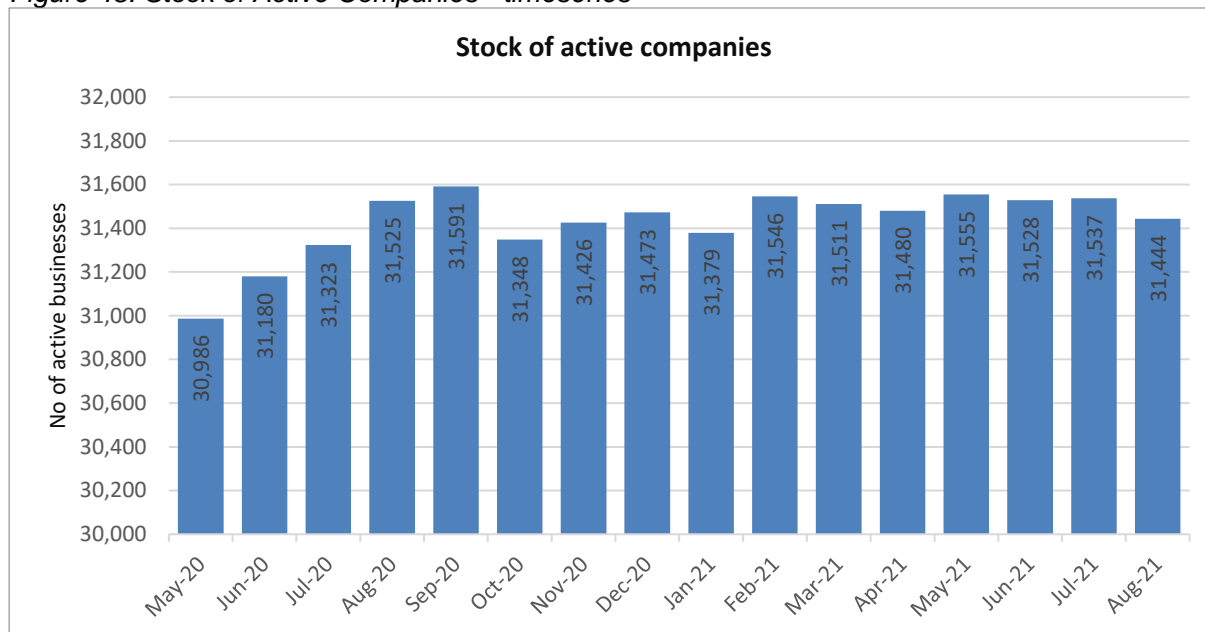
Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

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.

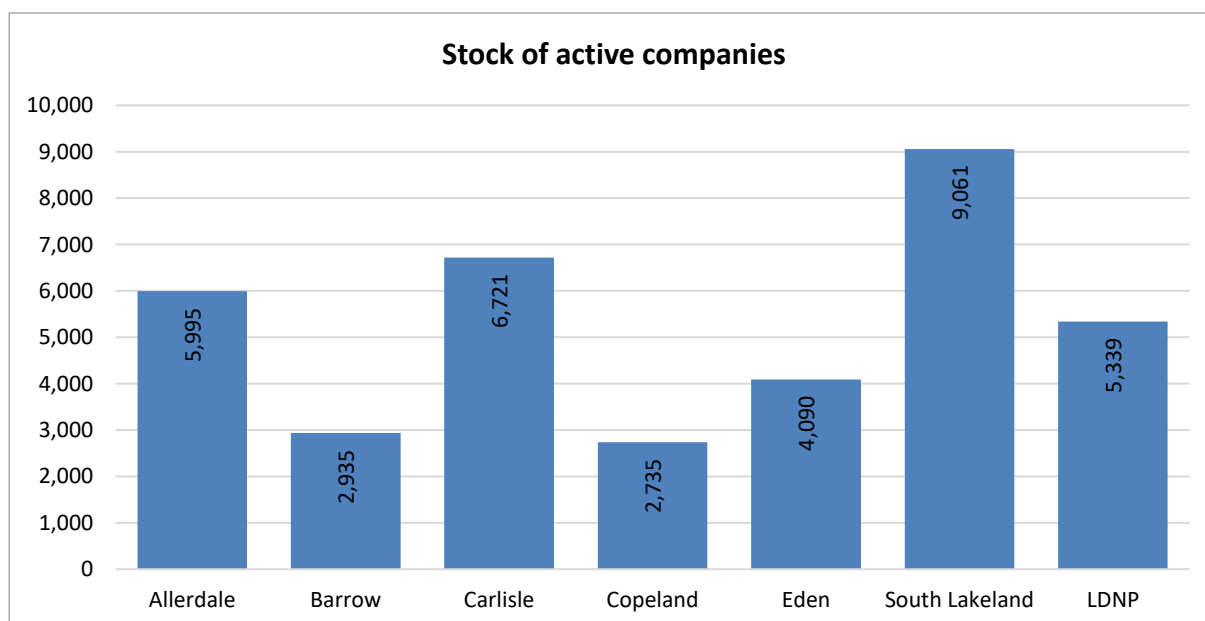
At the end of Aug 2021 there were 31,444 entries on the FAME database for Cumbria, a fall of 93 from last month. The number of businesses dissolved/entering liquidation in Cumbria was 176 in Aug and 3.4% of businesses had a high risk credit score well below the national average of 5.7% (NB: only around half the stock of businesses in the area have a credit score on FAME).

Figure 45: Stock of Active Companies - timeseries



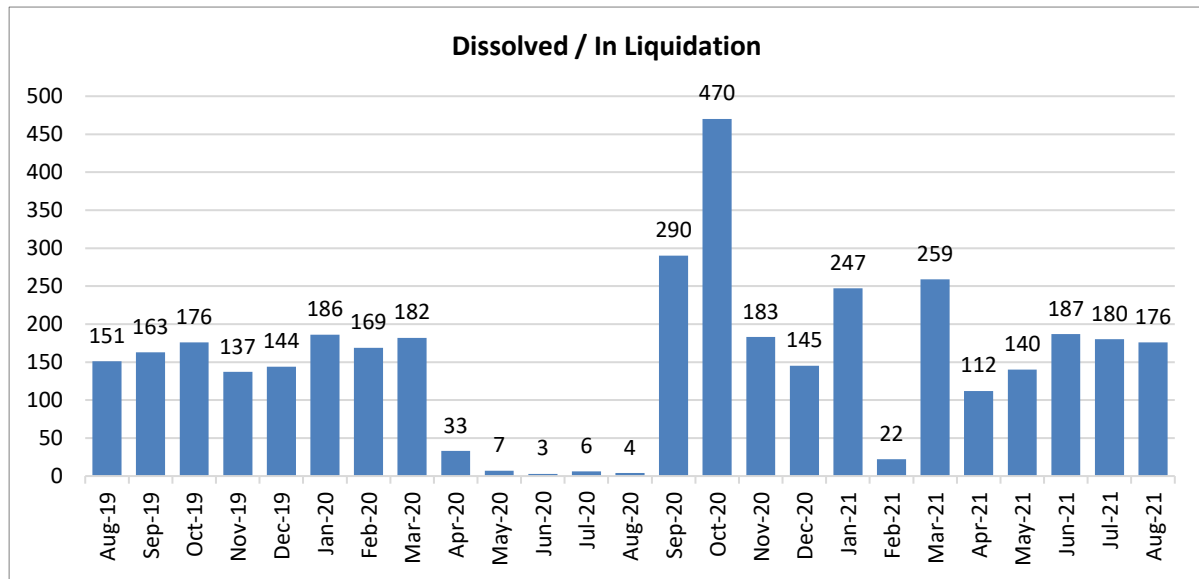
Source: FAME (Bureau Van Dijk)

Figure 46: Stock of Active Companies by District, Aug 2021



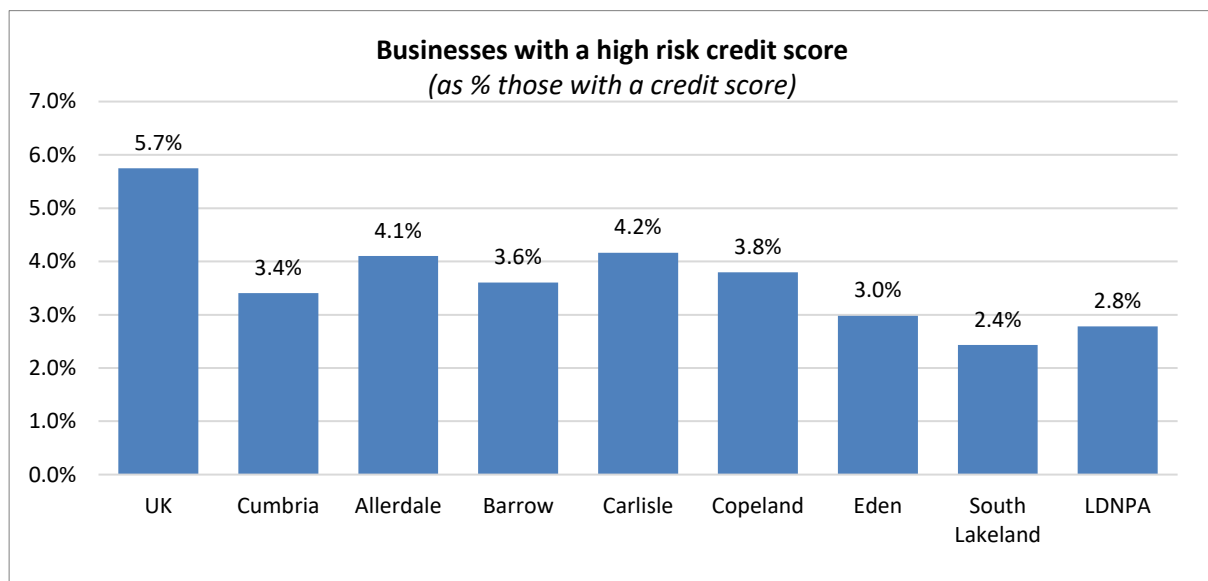
Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district

Figure 47: Businesses dissolved/in liquidation during month, timeseries



Source: FAME (Bureau Van Dijk)

Figure 48: 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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