

## Introduction

This briefing contains the most recent data from the standard Claimant Count and Universal Credit registers (both counts taken on **9<sup>th</sup> Sep**). 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](mailto: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](http://www.cumbriaobservatory.org.uk).

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## 1. KEY FINDINGS FOR CUMBRIA

- There were estimated to be 219,635 payrolled employees resident in Cumbria in Sep 2021, an increase of 1,174 from Aug (0.5%). This means there are 5,808 more payrolled employees resident in Cumbria than this time last year (+2.7%) and 1,082 more than two years ago (+0.5%). Across all time periods this growth has been slightly slower in Cumbria than nationally.
- Employee growth has been relatively even between West and East Cumbria (NB: these are the ITL definitions which are not the same as those for the proposed unitary authorities (see notes on page 4)).
- Median monthly earnings in Aug in Cumbria were £1,858 which is 93% of the UK average. They were highest in West Cumbria (99% of UK) but lower in East Cumbria (88% of UK) which is to be expected due to the sector balance and the prevalence of part time jobs in the latter area (the data are not available for full time v part time jobs)..
- Median earnings growth in Cumbria compared to a year ago was 4.8% which is lower than the UK growth of 5.2%.
- There were 9,770 claimants of JSA / UC (out of work and seeking work) on 9<sup>th</sup> Sept which is 430 fewer than in Aug. The count fell in all parts of the county with the biggest numerical falls in Carlisle (-135) and Allerdale (-110)
- Compared to the same time last year (which was just after the end of Eat Out to Help Out and before the re-imposition of restrictions), the claimant count is 3,525 lower (-27%) but it is still significantly higher than the level seen in July 2 years ago (+3,310 / +51%).
- The claimant rate in Cumbria fell to 3.3% in Sep, a fall of 0.1 and it remains below the national rate of 5.0% in all parts of Cumbria.
- Compared to a year ago, the claimant rate in Cumbria is 1.2 percentage points lower, down from 4.5% to 3.3%. However compared to the same time 2 years ago, the claimant rate is still 1.1ppt 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 (6.7% v 6.5%) and Carlisle where rates for 25-34 year olds remain above the national average (6.6% v 6.3%).

- There were 35,083 claimants of Universal Credit in Cumbria on 9<sup>th</sup> Sep (in work, out of work, not required to seek work), a fall of 123 (0.3%) from the revised Aug figure. This is 613 (1.8%) higher than a year ago and 18,482 (111%) 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 which offset a rise in the volume of claimants who were working and also a rise 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 11.9% in Sep compared to 14.3% 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.
- 25,561 (73%) of UC claimants had been claiming for more than 12 months, an increase of 168 from Aug. There was a decrease of 316 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 7,100 jobs held by Cumbrian residents furloughed in August, a fall of 2,100 from June. This is a monthly reduction of 23% compared to a national reduction of 17%. The furlough rate was 3% which is below the national rate of 5% and rates were below the national rate in all 6 districts for the first time. *A separate briefing is available on the latest furlough data.*
- There were 447 young people (aged 16/17) classed as NEET in August, up by 25 since July but 49 fewer than a year ago. This is an annual decrease of 9.9% compared to an annual decrease of 13.5% for England.
- The NEET rate was 4.4% in Cumbria in July, up 0.2 from July but 0.7ppt lower than a year ago. Nationally the NEET rate was 8.7% which is 1.7ppt lower than a year ago.
- The participation rate for 16/17 year olds was 91.7% in Aug compared to a national rate of 89.2%. The proportion participating by undertaking an apprenticeship is 1.1% lower than a year ago while the proportion in full time education or training has increased by 1.1%.
- 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 3,122 job postings in Sept, 715 fewer than in August but 551 more than in Sept last year. This is also significantly higher than Sept two years ago (+62%), reflecting demand from multiple sectors simultaneously.
- The highest volume of job postings was in the health sector followed by wholesale & retail and accommodation & food services.
- Elementary admin occupations were the most sought after occupations in September followed by science, research engineering & technical professionals and health related occupations.
- The most common skills "family" mentioned in postings was business skills followed by health care, finance and sales.
- In Sept 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 391 business start-ups in the quarter ending Aug which is 59 fewer than last quarter and 227 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 (92), wholesale & retail (66) and recreational, personal & community services (58).
- There were 197 new Companies House incorporations in Aug, a rise of 13 from July but 1 fewer more than in Aug last year.
- There were 32,570 active companies in Cumbria at the end of Sept, 1,126 more than in Aug.

- There were 251 businesses dissolved/in liquidation during Sep 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 the 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 payrolled employees showed another monthly increase, up 207,000 to a record 29.2 million in September 2021, returning to pre-coronavirus (COVID-19) pandemic (February 2020) levels.
- Following a period of employment growth and low unemployment, since the start of the pandemic the employment rate generally decreased, and the unemployment rate increased. However, since the end of 2020, both have shown signs of recovery.
- The UK employment rate was estimated at 75.3%, 1.3 percentage points lower than before the coronavirus pandemic (December 2019 to February 2020), but 0.5 percentage points higher than the previous quarter (March to May 2021).
- The UK unemployment rate was estimated at 4.5%, 0.5 percentage points higher than before the pandemic, but 0.4 percentage points lower than the previous quarter.
- The UK economic inactivity rate was estimated at 21.1%, 0.9 percentage points higher than before the pandemic, but 0.2 percentage points lower than the previous quarter.
- The number of job vacancies in July to September 2021 was a record high of 1,102,000, an increase of 318,000 from its pre-pandemic (January to March 2020) level; this was the second consecutive month that the three-month average has risen over one million.
- July to September 2021 saw continued growth across the majority of sectors with 12 of the 18 categories displaying a record number of vacancies; the largest quarterly increase was seen in Wholesale and retail trade; repair of motor vehicles and motorcycles, which was up 35,000 (32.4%)
- Across the majority of industry sectors the rate of growth in vacancies began to slow down; vacancies rose by 239,000 (27.7%) in July to September 2021, down from 242,000 (38.9%) last quarter.
- In July to September 2021, all industry sectors are above or equal to their January to March 2020 pre-pandemic levels with accommodation and food service activities increasing the most, by nearly 50,000 (59%).
- All industry size bands displayed a record number of vacancies in July to September 2021.
- The experimental single-month vacancy estimates recorded almost 1.2 million in September 2021, which is a record high.
- Growth in average total pay (including bonuses) was 7.2% and regular pay (excluding bonuses) was 6.0% among employees for the three months June to August 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 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.

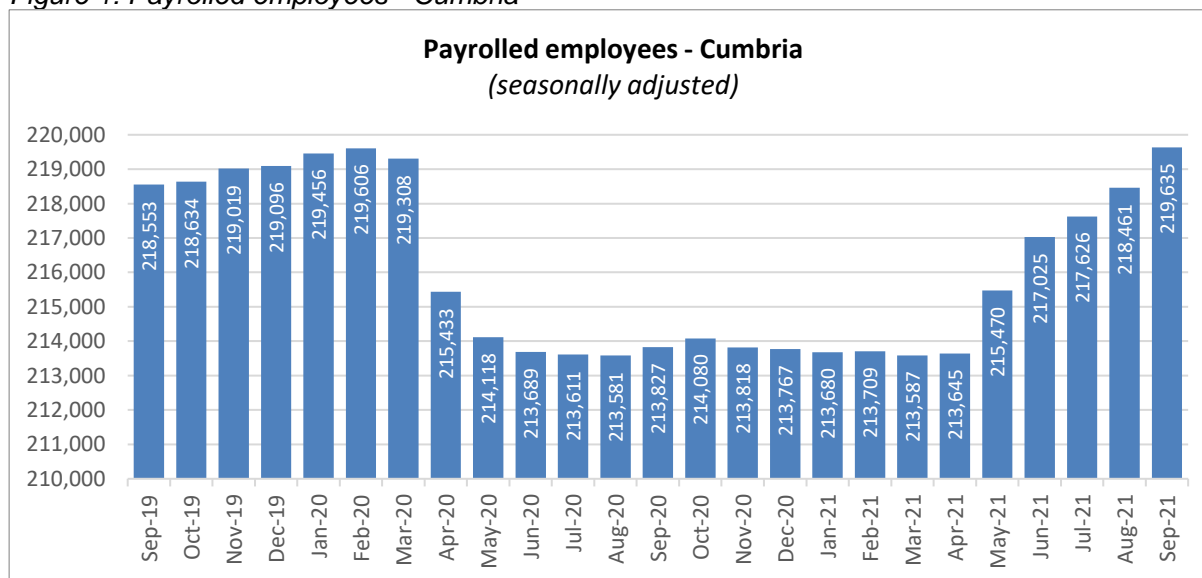
Employees are recorded at their place of residence not their place of work and latest month figures are always a "flash estimate" with around 15% of the data being imputed and then revised in the subsequent publication. Furloughed employees are included in the counts as they are still paid through the HMRC system.

NB: At present, district data are only released every quarter (next release Dec 2021). The ITL areas of West Cumbria (Allerdale, Copeland, Barrow) and East Cumbria (Carlisle, Eden, South Lakeland) are released every month.

### 3a. Payrolled employees

There were estimated to be 219,635 residents in Cumbria in payrolled employment in Sep, an increase of 1,1749 from Aug and 5,808 more than a year ago. This means levels are now marginally above those seen at the same time of year two years ago (0.5%). This is the case in both West and East Cumbria.

Figure 1: Payrolled employees - Cumbria



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

Figure 2: Payrolled employees – Seasonally adjusted

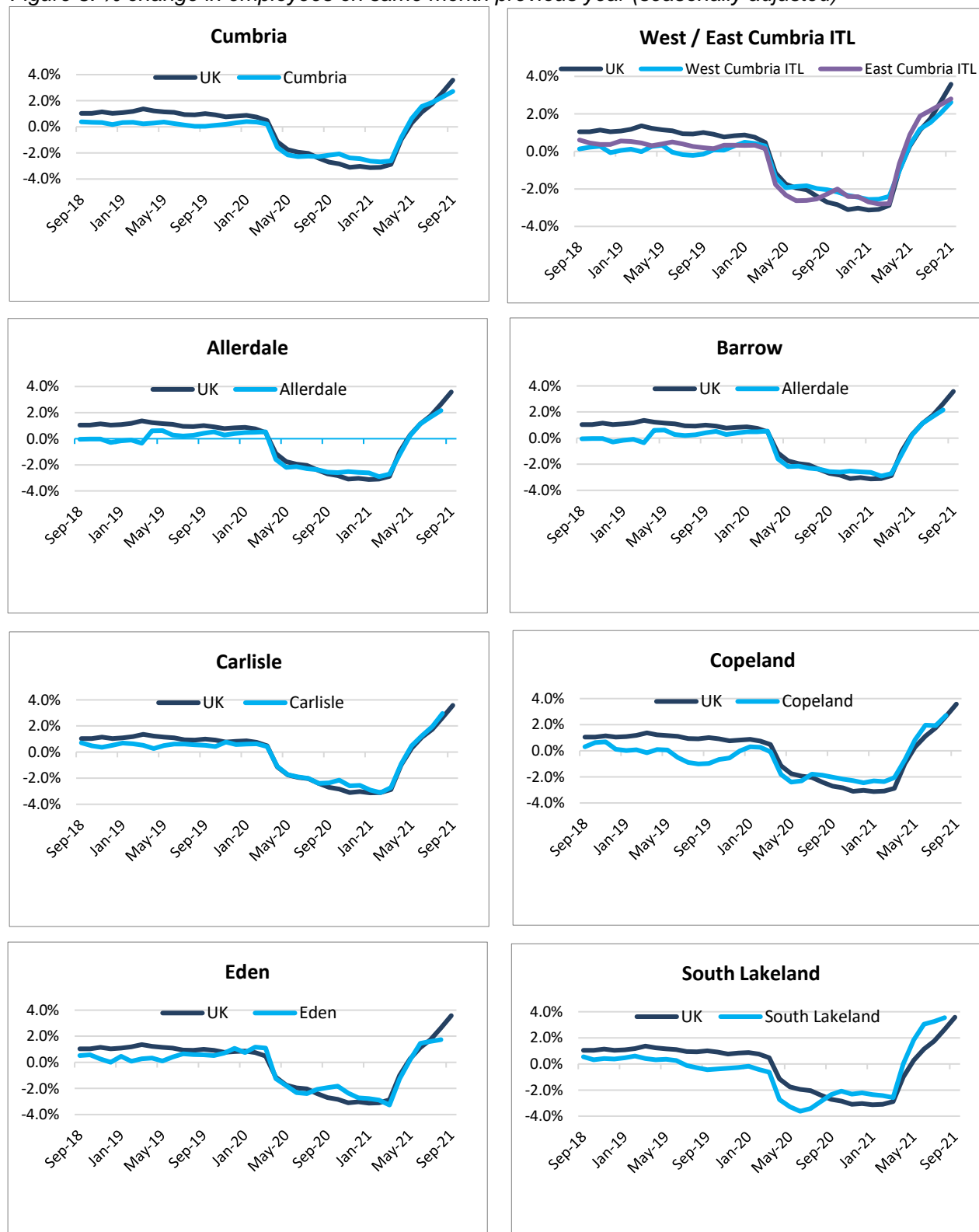
Payrolled employees - Seasonally Adjusted							
	Sep-21	Month change		One year change		Two Year Change	
	No	No	%	No	%	No	%
UK	29,180,213	207,359	0.7%	1,008,332	3.6%	225,877	0.8%
England	24,757,785	183,357	0.7%	860,617	3.6%	194,015	0.8%
Cumbria	219,635	1,174	0.5%	5,808	2.7%	1,082	0.5%
West Cumbria ITL	102,244	562	0.6%	2,610	2.6%	535	0.5%
East Cumbria ITL	117,391	612	0.5%	3,199	2.8%	548	0.5%

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

# Labour Market Briefing Oct 2021

The following charts show the % change in payrolled employees compared with the same month the previous year (seasonally adjusted). NB: At present, district data are only released every quarter (next release Dec 2021) and therefore the district charts only show their data up to Aug 21.

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



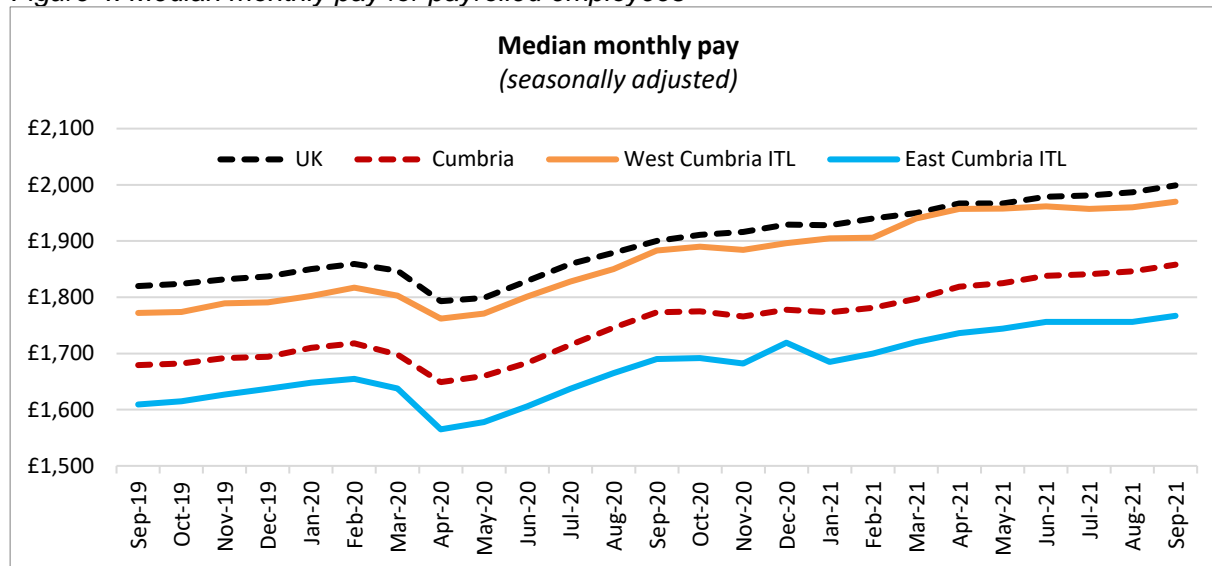
Source: HMRC / ONS Latest month data are always provisional.



## 3b. Median monthly pay

Median monthly pay for employees in Cumbria was £1,858 in Sep 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 88%.

Figure 4: Median monthly pay for payrolled employees



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

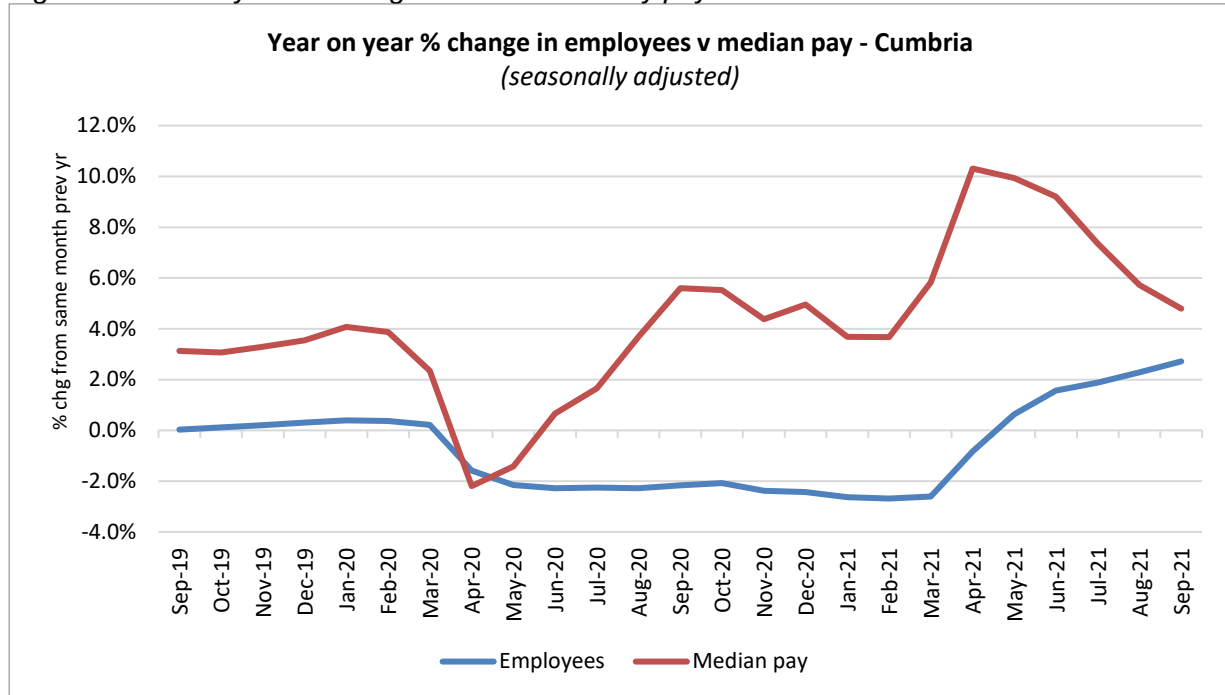
Figure 5 : Median pay for payrolled employees

Median pay - Seasonally Adjusted								
	Sep-21	UK Index	Month change		One year change		Two Year Change	
	No	Index	No	%	No	%	No	%
UK	1,999	100	12	0.6%	99	5.2%	179	9.8%
Cumbria	1,858	93	12	0.7%	85	4.8%	179	10.7%
West Cumbria ITL	1,970	99	10	0.5%	87	4.6%	198	11.2%
East Cumbria ITL	1,767	88	11	0.6%	77	4.6%	158	9.8%

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 4 months, annual growth in median earnings has slowed relative to the growth in employment.

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/october2021>

## 4. CLAIMANT COUNT (released monthly) – count taken 9<sup>th</sup> Sep 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 430 claimants in Cumbria in Sep compared to Aug, down to a total of 9,770. This is a monthly fall of 4.2% compared to a national fall of 3%. The count fell everywhere in Cumbria with the biggest falls in Carlisle and Allerdale. The claimant rate in Sep in Cumbria was 3.3% which is below the national rate of 5.0%. It is down 0.1ppt from Aug and is 1.2ppt lower than a year ago. Despite the improving picture, compared to two years ago (Sep 2019) the claimant count is still substantially higher with 3,310 more claimants in Cumbria (+51%)

Figure 6: Standard Claimant Count – Sep 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	1,216,775	5.8	862,500	4.1	2,079,275	5.0	-65,055	-3.0	-0.2	-576,840	-21.7	-1.4
Cumbria	5,755	3.9	4,015	2.7	9,770	3.3	-430	-4.2	-0.1	-3,525	-26.5	-1.2
Allerdale	1,155	4.1	900	3.1	2,055	3.6	-110	-5.0	-0.2	-645	-23.8	-1.1
Barrow	1,015	5.0	615	3.1	1,635	4.0	-25	-1.6	-0.1	-480	-22.8	-1.2
Carlisle	1,580	4.9	1,075	3.2	2,655	4.1	-135	-4.8	-0.2	-735	-21.7	-1.1
Copeland	900	4.4	580	2.8	1,480	3.6	-15	-1.1	0.0	-460	-23.8	-1.1
Eden	390	2.5	315	2.0	705	2.3	-75	-9.6	-0.2	-405	-36.5	-1.3
South Lakeland	715	2.4	525	1.7	1,240	2.1	-70	-5.5	-0.1	-800	-39.2	-1.3
of which LDNPA	285	2.4	215	1.8	500	2.1	-40	-7.4	-0.2	-355	-41.5	-1.5

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 Sep. 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.

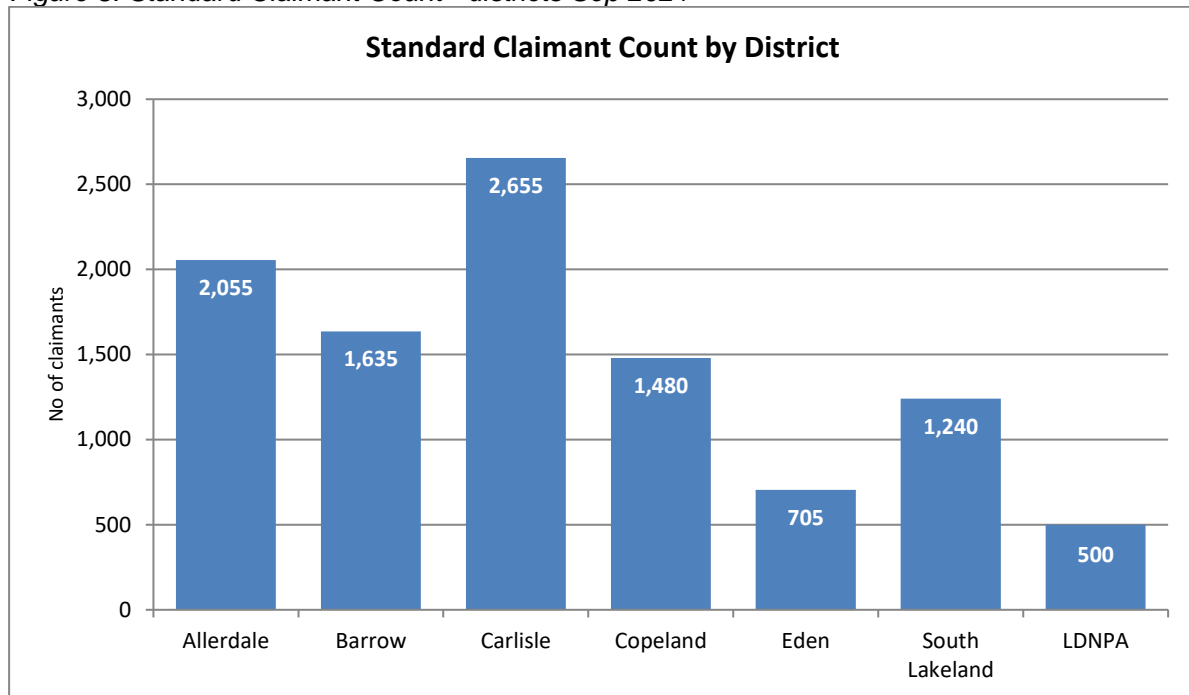
Figure 7: Standard Claimant Count & Rate by Age Group in Cumbria – Sep 2021

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	361,560	6.5%	565,830	6.3%	461,830	5.4%	360,650	4.0%	324,160	3.9%	2,079,275	5.0%
Cumbria	1,670	5.1%	2,695	5.1%	2,025	3.8%	1,680	2.4%	1,675	2.2%	9,770	3.3%
Allerdale	360	5.7%	555	5.4%	420	4.1%	335	2.4%	380	2.6%	2,055	3.6%
Barrow	335	6.7%	430	5.3%	340	4.8%	265	2.8%	250	2.7%	1,635	4.0%
Carlisle	410	5.5%	815	6.6%	590	4.7%	425	2.8%	415	2.7%	2,655	4.1%
Copeland	265	6.0%	420	5.5%	275	3.8%	265	2.8%	260	2.4%	1,480	3.6%
Eden	110	3.6%	150	3.0%	160	3.1%	145	1.9%	145	1.6%	705	2.3%
South Lakeland	190	2.9%	325	3.7%	245	2.4%	250	1.7%	230	1.4%	1,240	2.1%
of which LDNPA	50	2.1%	110	3.3%	120	3.0%	110	1.8%	105	1.5%	500	2.1%

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.

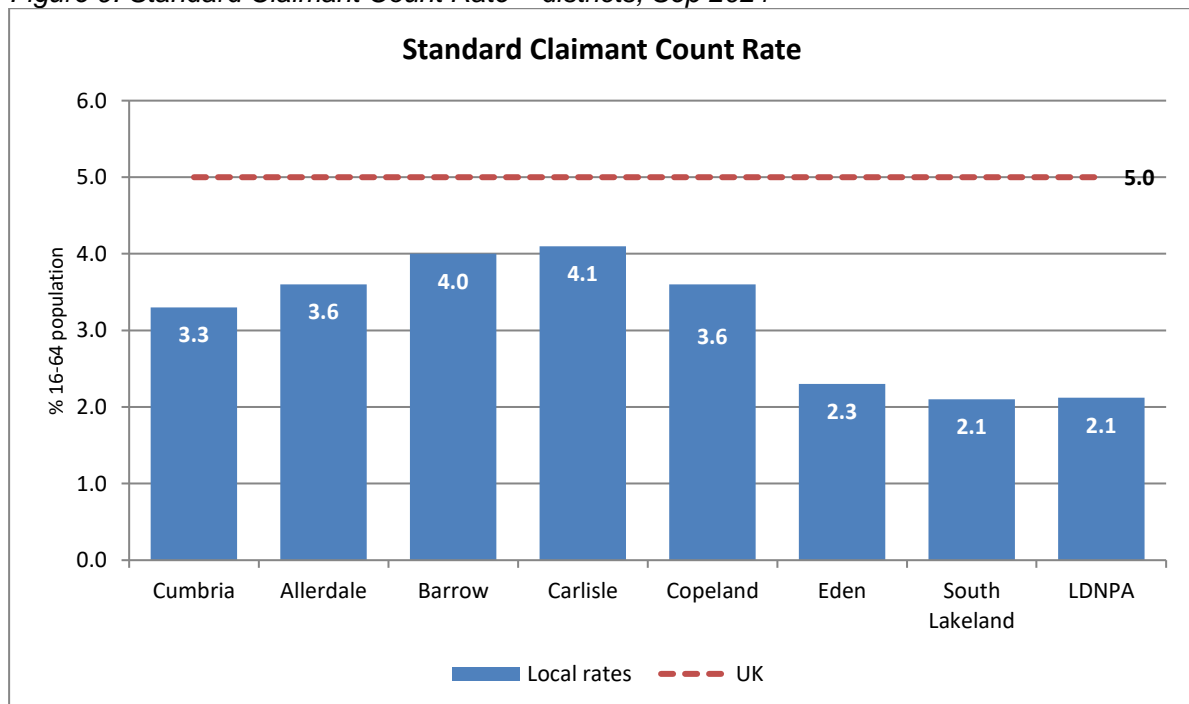


Figure 8: Standard Claimant Count - districts Sep 2021



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, Sep 2021



Source: ONS/DWP

Figure 10: Standard Claimant Count - timeseries

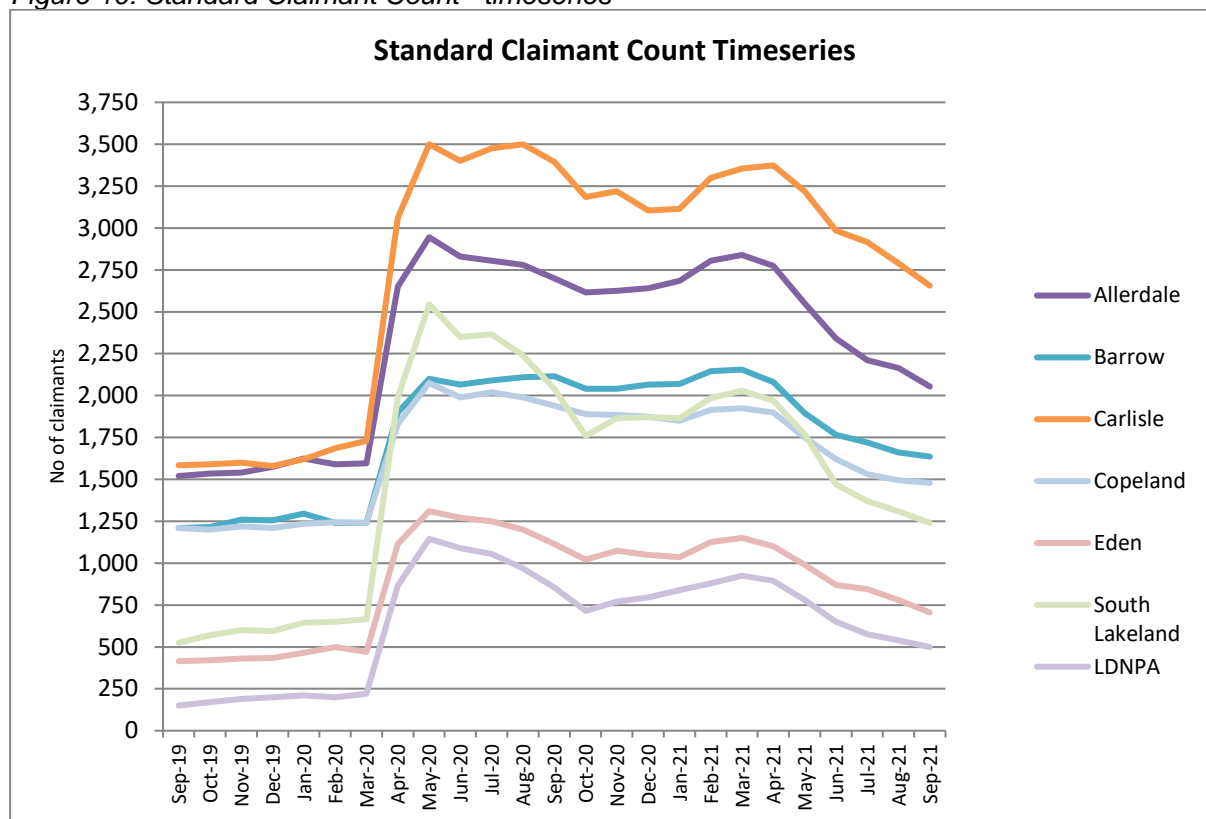
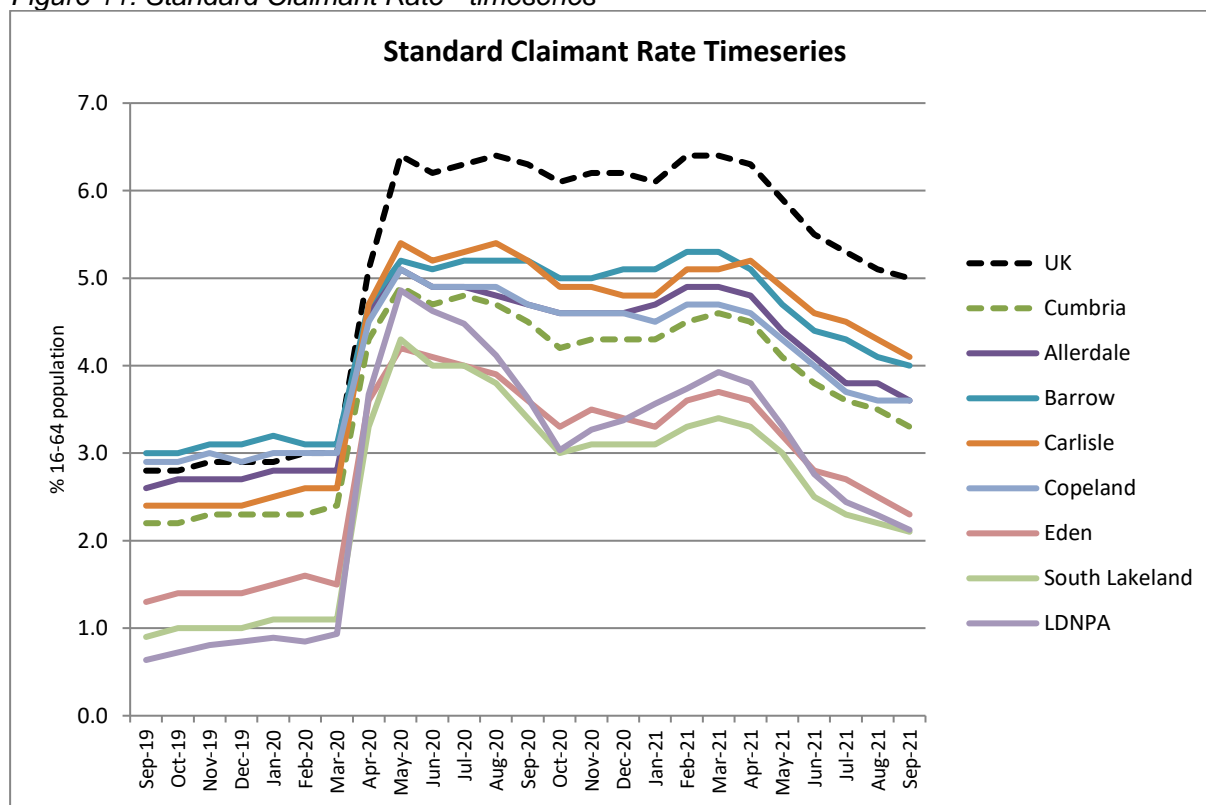


Figure 11: Standard Claimant Rate - timeseries



Source: ONS/DWP

## 5. UNIVERSAL CREDIT (released monthly) – count taken 9<sup>th</sup> Sep 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 9<sup>th</sup> Sep 2021 there were 35,803 people on Universal Credit in Cumbria (both in work and out of work). This is a fall of 123 from the revised Aug total (-0.3%) but 613 more than a year ago (+1.8%) and 18,482 more than two years ago (111%). The count fell in Allerdale, Carlisle, Eden and South Lakeland but rose in Barrow and Copeland. As in previous months, there continues to be an increase in the number of claimants claiming whilst in work (+120) or with no work requirements (+139) but these rises were exceeded by the fall in the number claiming whilst seeking work (-371). The latest total means that 11.9% of the working age population is claiming Universal Credit compared to a national rate of 14.3%. 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 – Sep 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	2,692,216	13.3%	3,138,761	15.4%	5,831,004	14.3%	31,266	0.5%	0.1%	197,266	3.5%	0.5%
Cumbria	15,861	10.9%	19,219	12.9%	35,083	11.9%	-123	-0.3%	0.0%	613	1.8%	0.2%
Allerdale	3559	12.5%	4481	15.5%	8,046	14.0%	-26	-0.3%	0.0%	208	2.7%	0.4%
Barrow	2422	12.0%	2752	13.6%	5,173	12.8%	10	0.2%	0.0%	154	3.1%	0.4%
Carlisle	3932	12.3%	4761	14.3%	8,696	13.3%	-63	-0.7%	-0.1%	368	4.4%	0.6%
Copeland	2524	12.3%	3008	14.7%	5,536	13.5%	17	0.3%	0.0%	343	6.6%	0.8%
Eden	1116	7.2%	1457	9.3%	2,575	8.3%	-31	-1.2%	-0.1%	-198	-7.1%	-0.6%
South Lakeland	2313	7.9%	2752	9.1%	5,067	8.5%	-29	-0.6%	0.0%	-256	-4.8%	-0.4%
of which LDNPA	1045	8.9%	1155	10.0%	2,203	9.5%	-63	-2.8%	-0.3%	-216	-8.9%	-0.9%

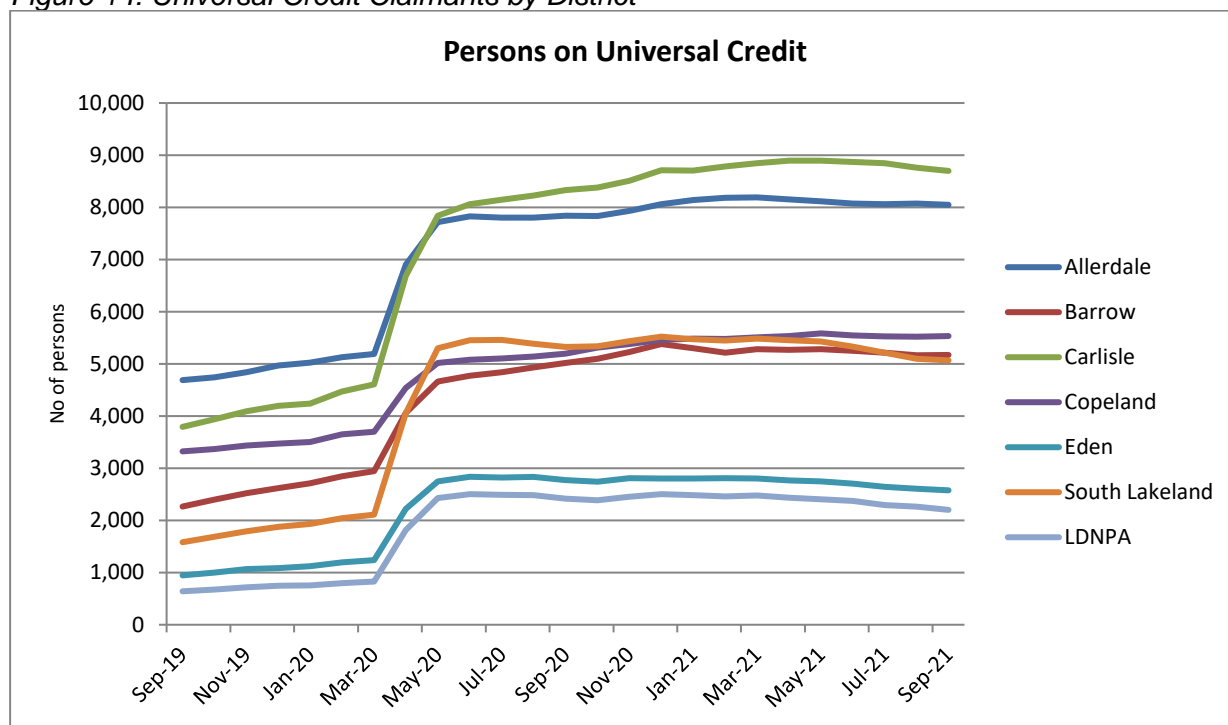
Source: DWP (due to disclosure control, gender totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 13: Universal Credit Claimants by Age – Sep 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	875,093	16.1%	1,736,385	19.8%	1,436,249	17.4%	996,370	11.5%	777,811	9.6%	5,831,004	14.3%
Cumbria	5,219	15.9%	10,841	20.7%	8,109	15.4%	5,939	8.5%	4,898	6.4%	35,083	11.9%
Allerdale	1,165	18.5%	2,349	22.9%	1,807	17.7%	1,457	10.4%	1,241	8.4%	8,046	14.0%
Barrow	1,010	20.3%	1,653	20.2%	1,121	15.7%	764	8.2%	611	6.5%	5,173	12.8%
Carlisle	1,248	16.6%	2,908	23.6%	2,077	16.6%	1,385	9.3%	1,054	6.7%	8,696	13.3%
Copeland	819	18.5%	1,694	22.1%	1,204	16.6%	921	9.6%	883	8.3%	5,536	13.5%
Eden	333	10.8%	764	15.1%	615	11.8%	467	6.1%	388	4.4%	2,575	8.3%
South Lakeland	642	10.0%	1,468	16.6%	1,280	12.3%	947	6.5%	721	4.3%	5,067	8.5%
of which LDNPA	226	9.5%	615	18.6%	595	14.9%	419	7.2%	340	4.8%	2,203	9.5%

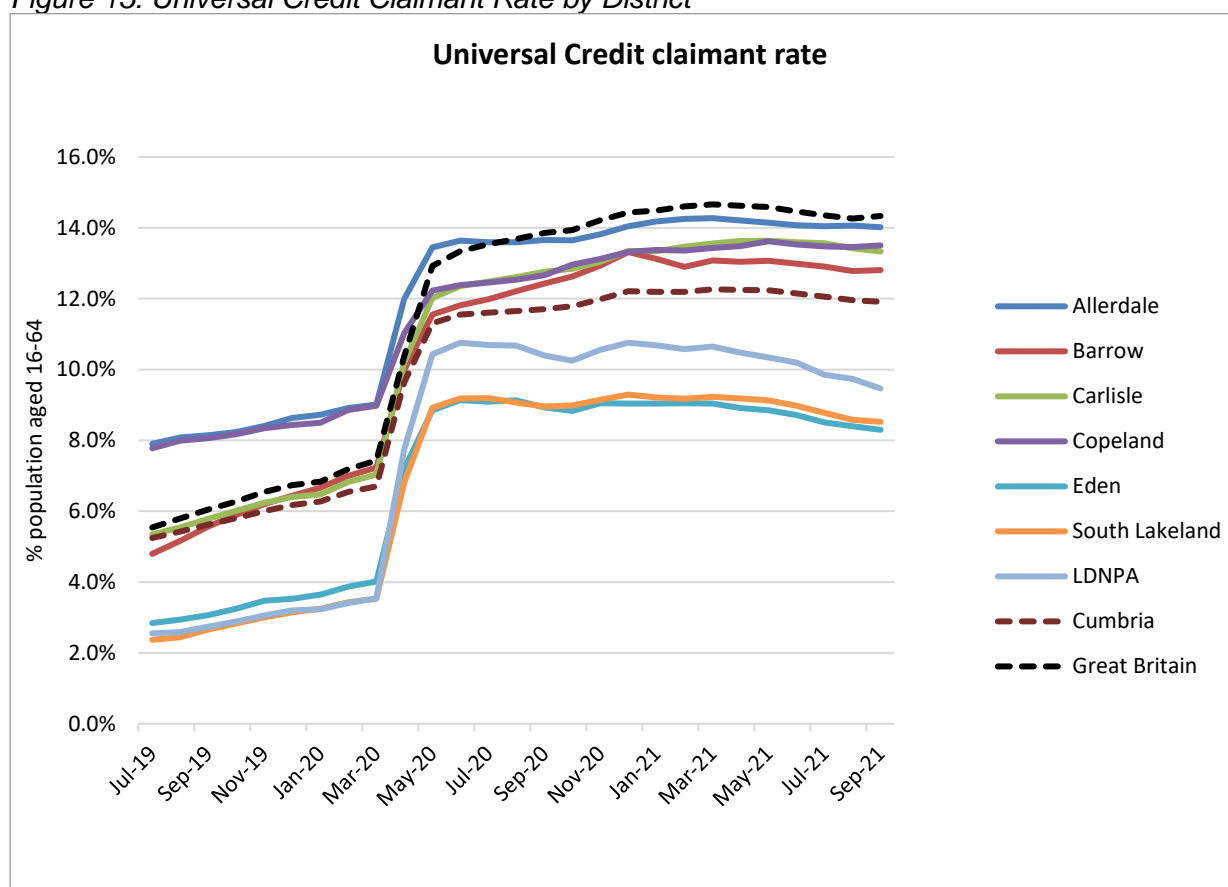
Source: DWP (due to disclosure control, age totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 14: Universal Credit Claimants by District



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

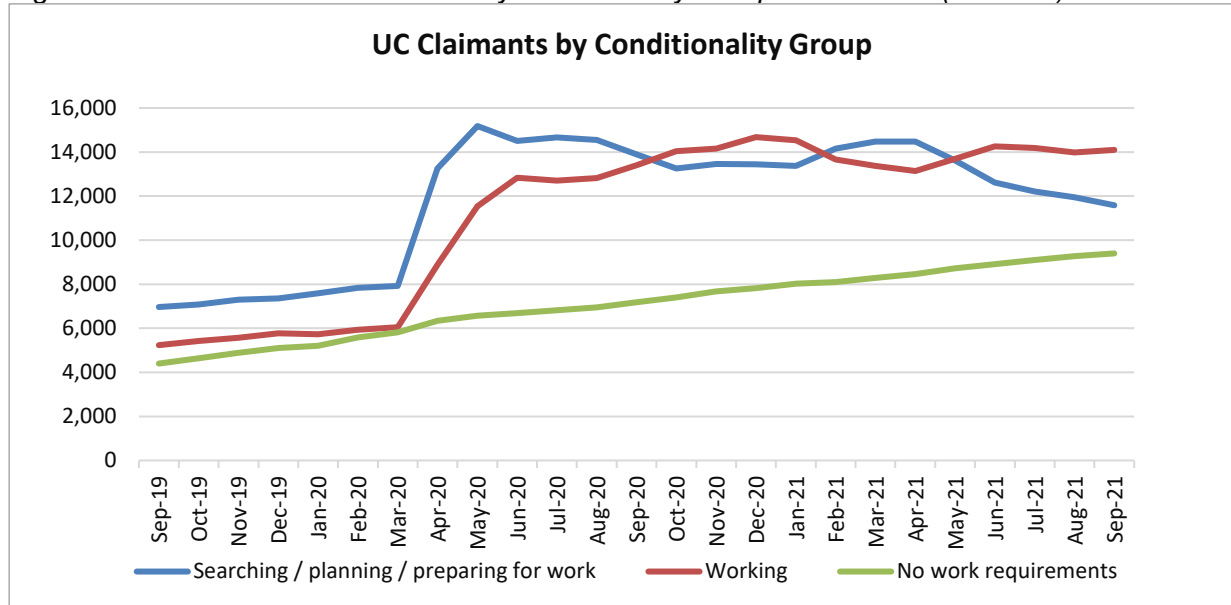
Figure 15: Universal Credit Claimant Rate by District



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 Sep there was an increase in the volume of those claiming while working (+120) and also in the number with no work requirements (+371) but a fall (-371) 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.

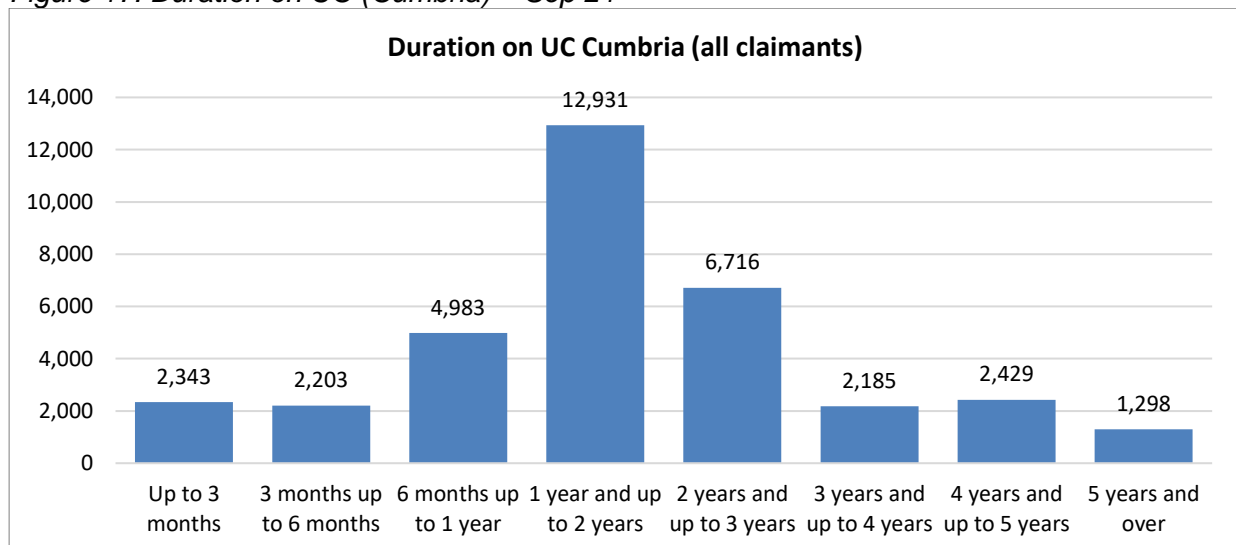
Figure 16: Universal Credit Claimants by Conditionality Group – timeseries (Cumbria)



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

In Sep, almost three quarters of UC claimants (25,559, 73%) had been claiming for over 12 months an increase of 90% from the same month last year. The highest proportion of these (38%) are in the working conditionality group (although they may have been in different groups during their time as a claimant).

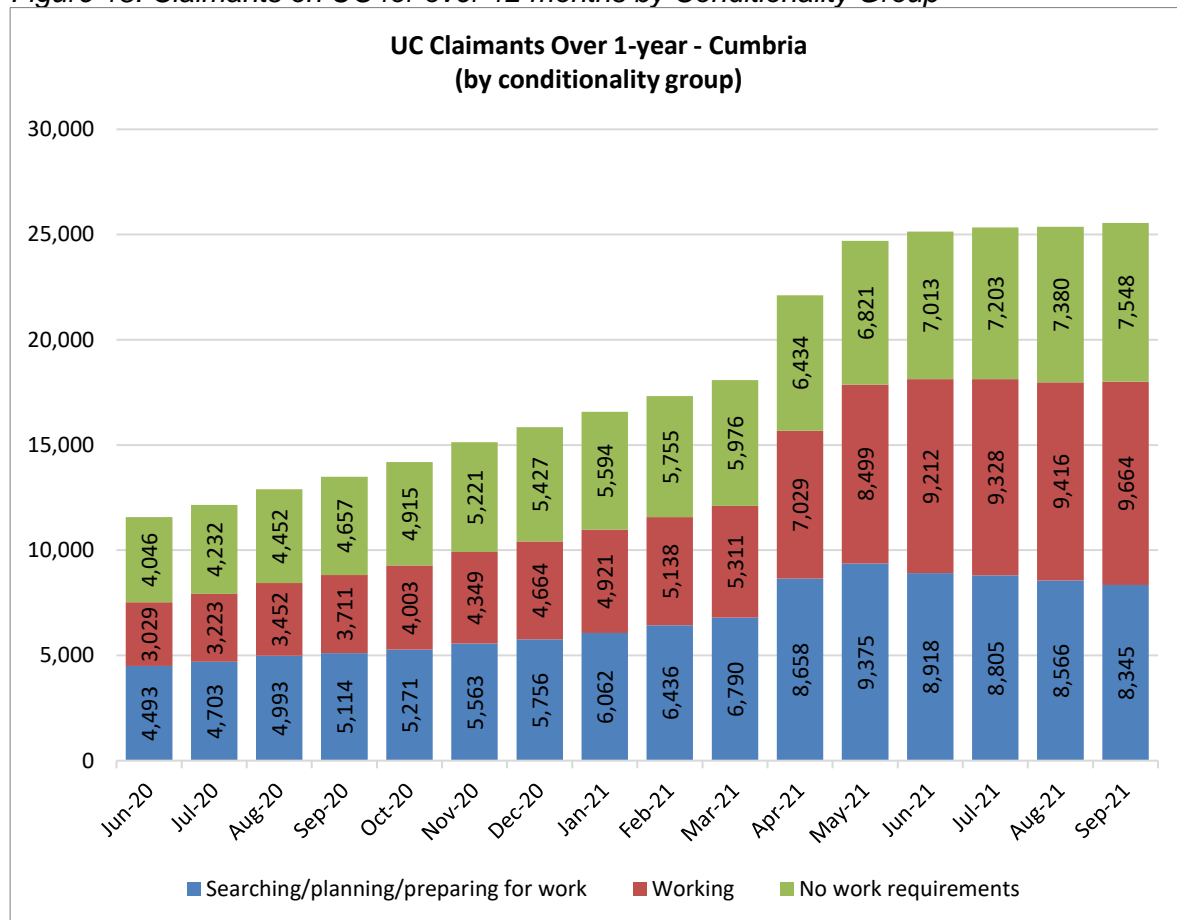
Figure 17: Duration on UC (Cumbria) – Sep 21



Source: DWP via Stat-Xplore



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



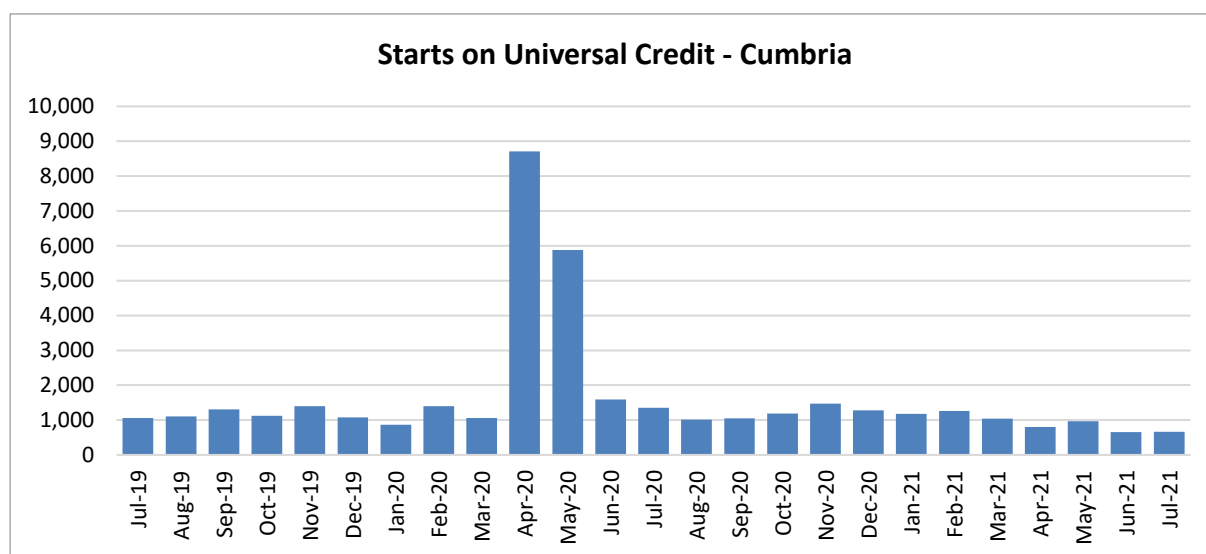
Source: DWP via Stat-Xplore

## 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.

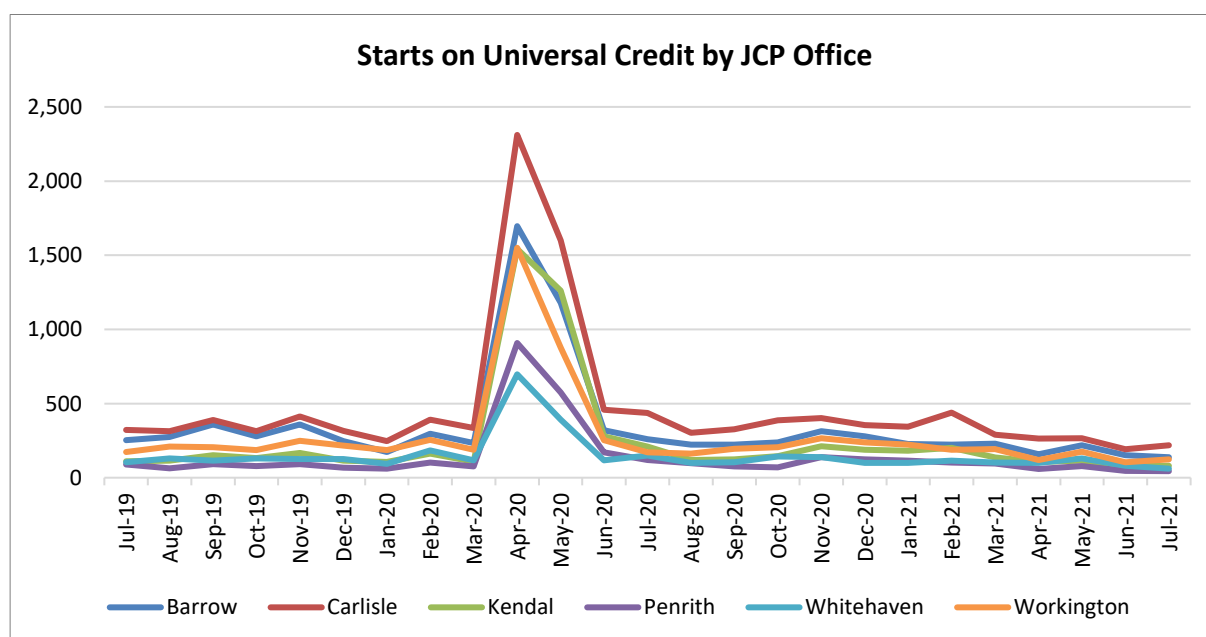
The data show that the number of UC claim starts rose significantly in spring last year in response to the pandemic with 8,712 new claims started in April followed by 5,882 the following month before dropping down significantly later in the year. However, starts in the past two months have been under 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

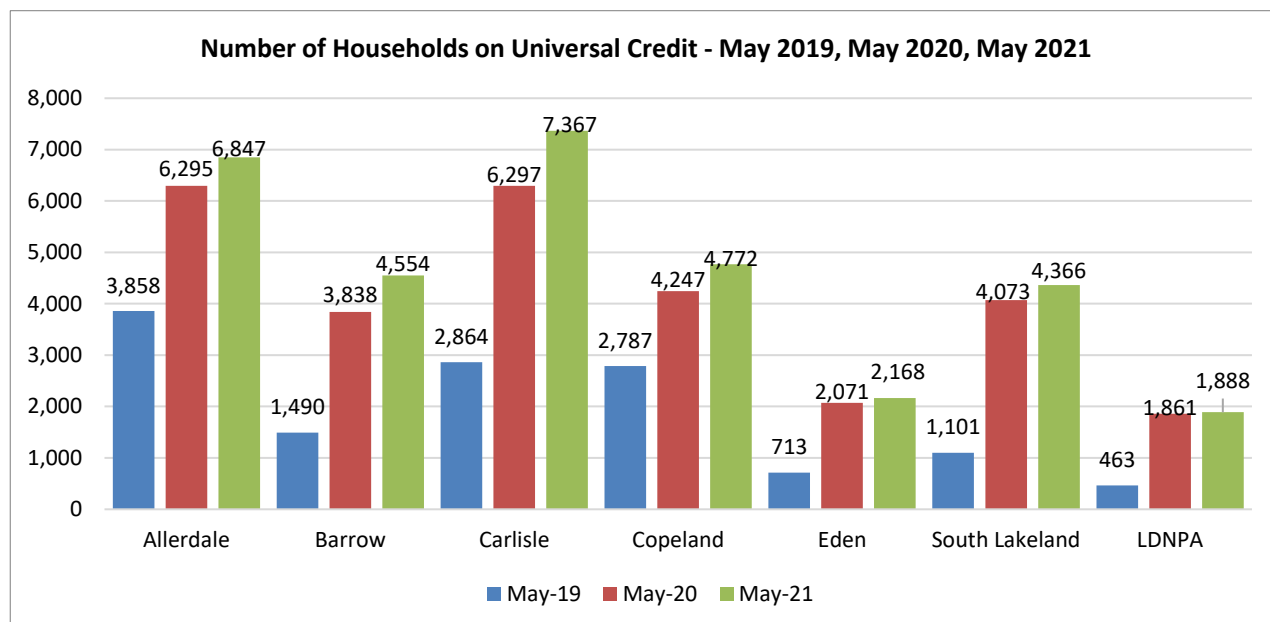
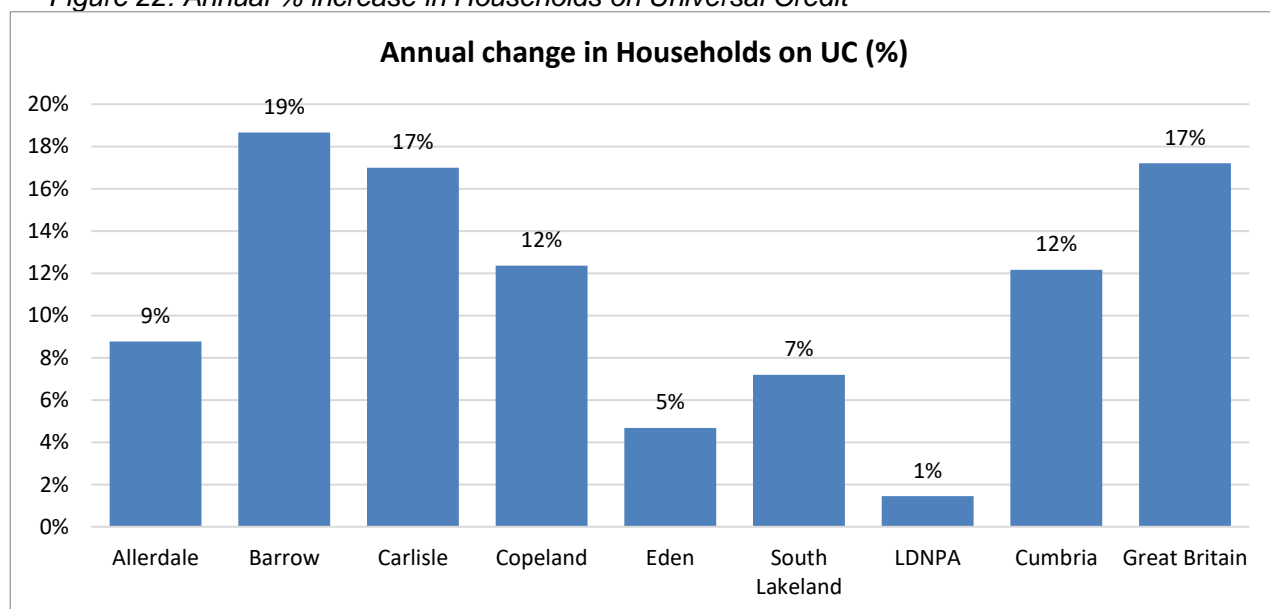


Figure 22: Annual % increase in Households on Universal Credit

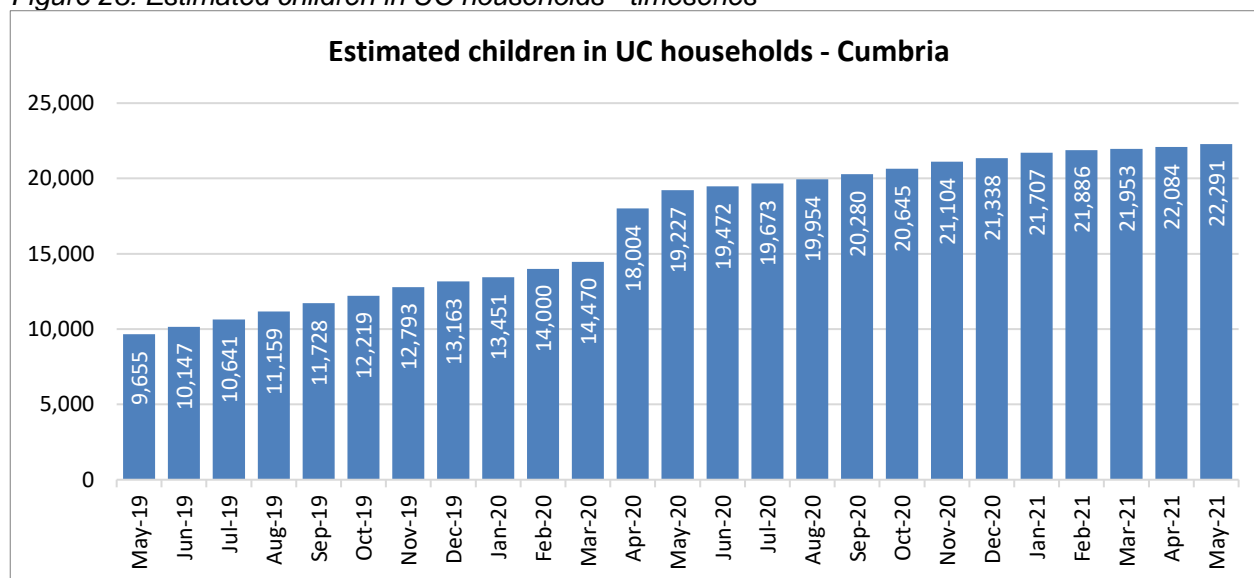


Source: DWP via Stat-Xplore Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of area within NP. LDNPA claimants are also included in the relevant district

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).

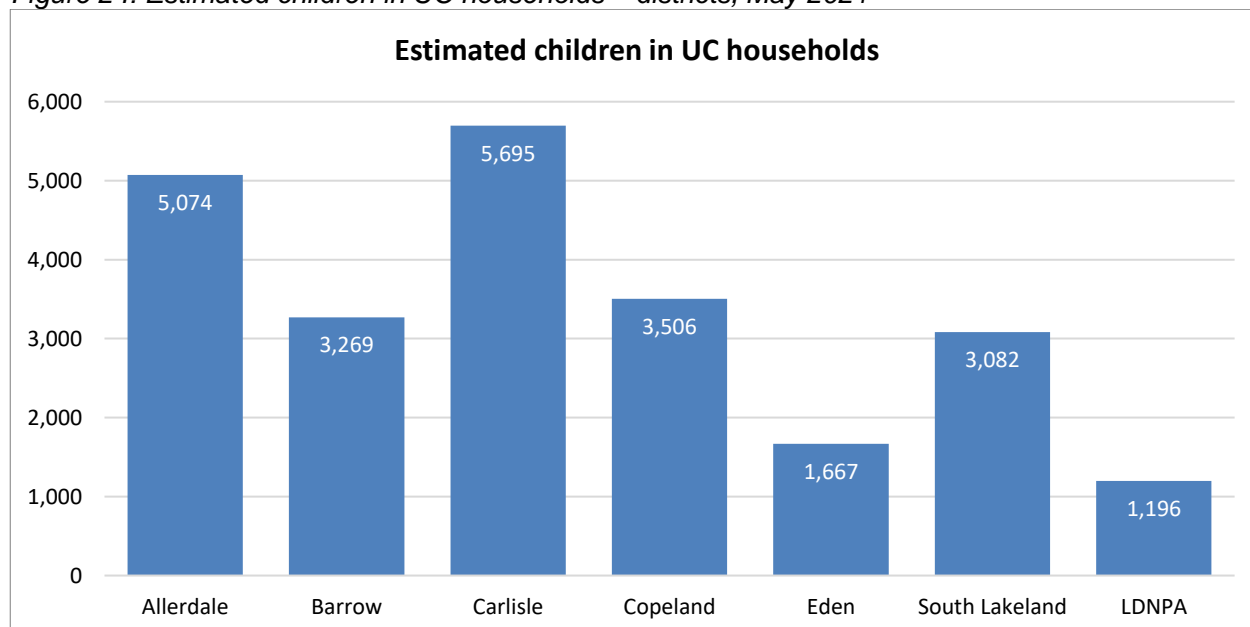
Note: in this data, a child is anyone declared as living in a household on Universal Credit who is under 20 and whose details have been verified by DWP

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

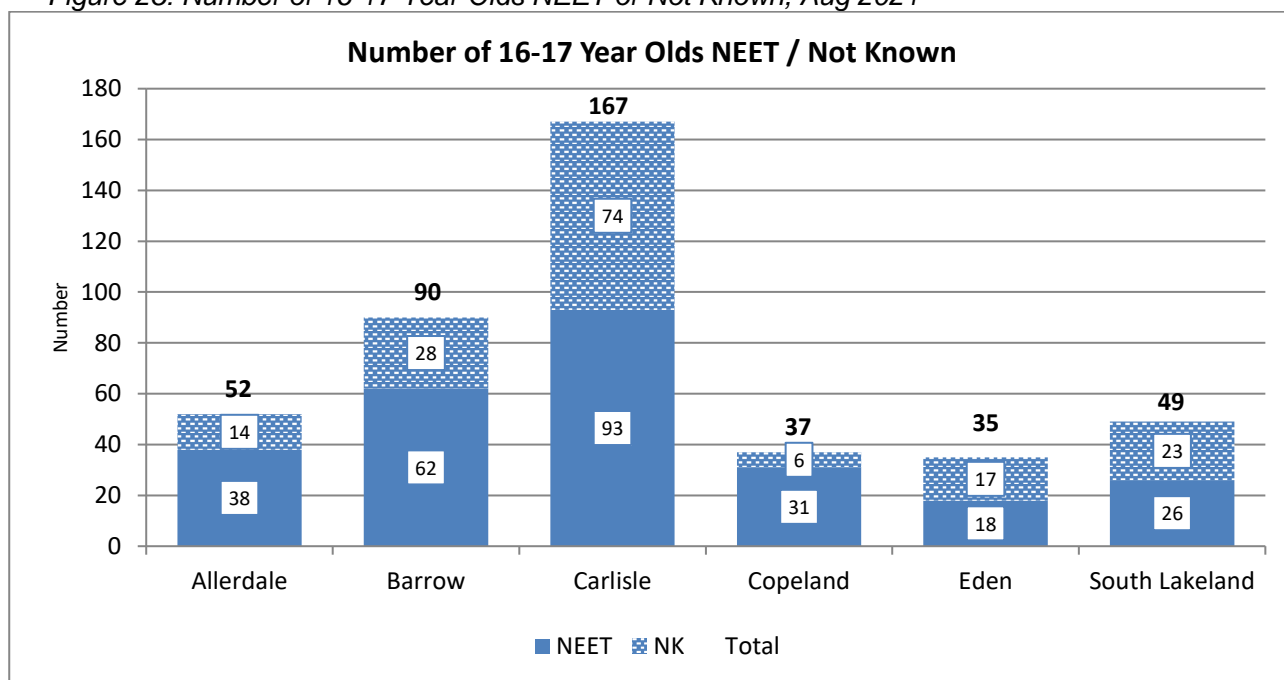
## 6. NEETs & Participation (released monthly)

### 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.

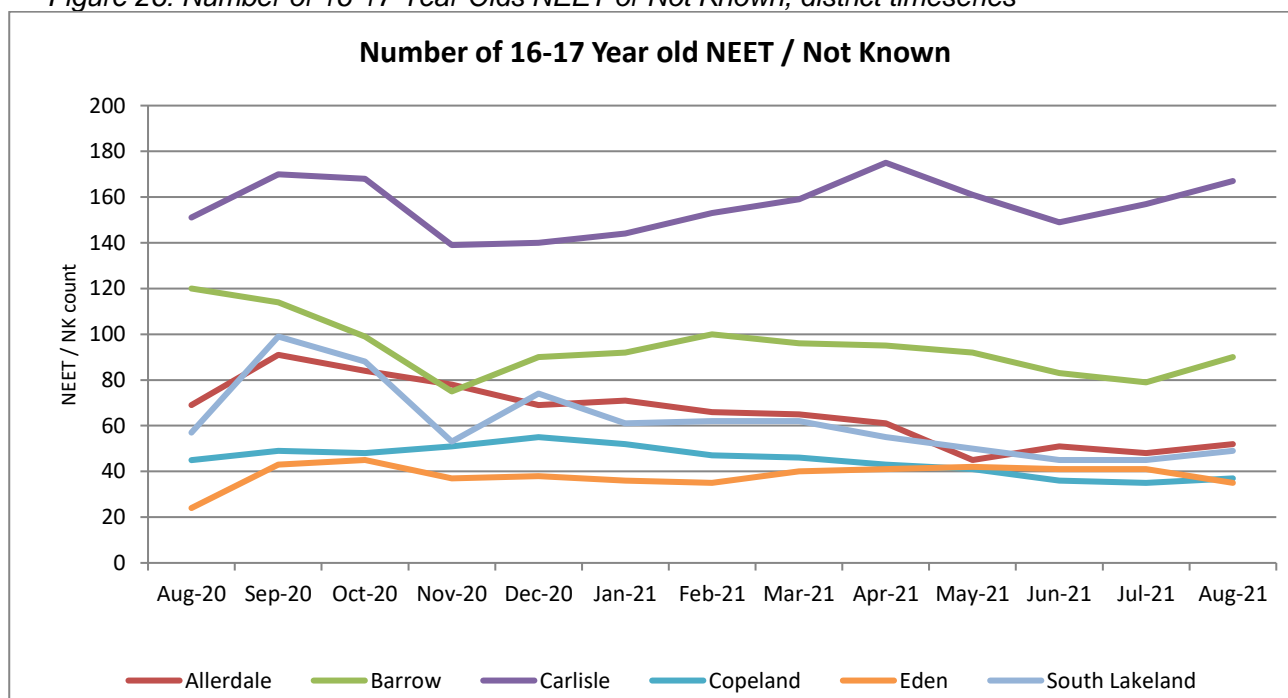
In Aug 2021, 447 16-17 year olds were classed as NEET in Cumbria (269 NEET and 178 whose status was Not Known), up by 25 from July but 49 lower than a year ago. This is an annual decrease of 9.9% compared to a national decrease of 13.5%. The highest number of NEET/NKs was in Carlisle where there were 167 followed by Barrow with 90. The number of NEETS rose in August in all districts except Eden where it fell by 6.

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

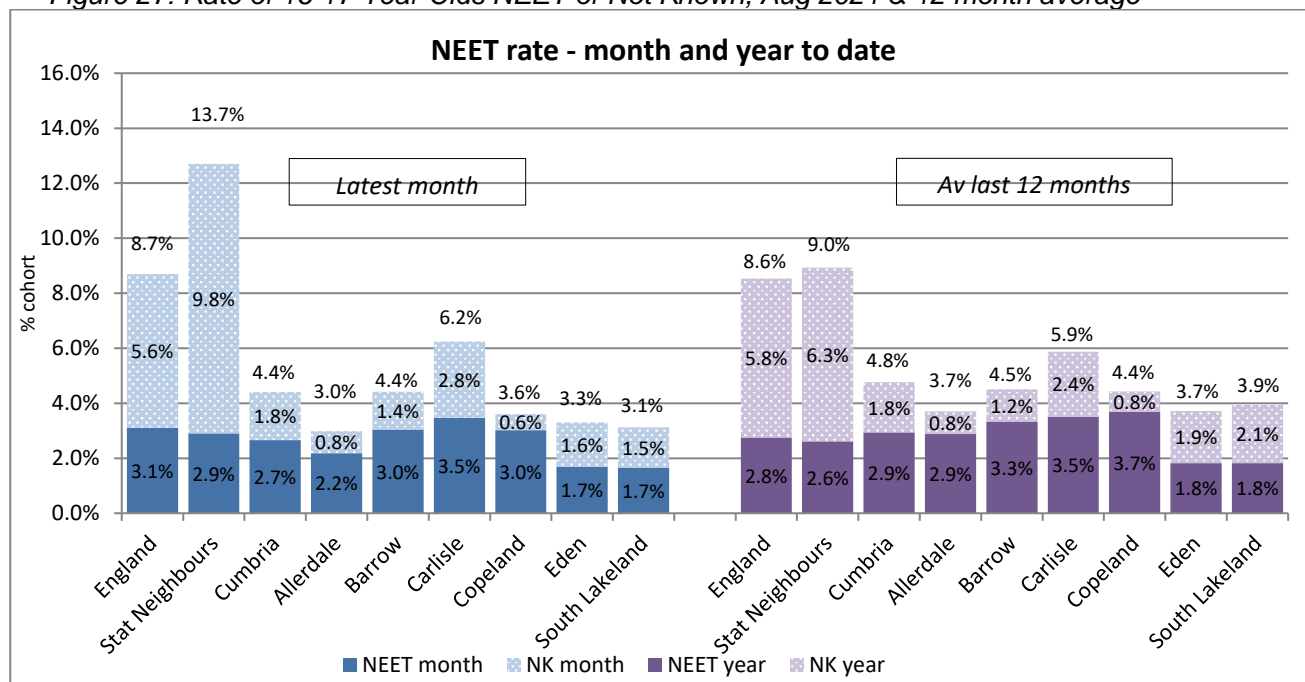


Source: Inspira / Cumbria Intelligence Observatory



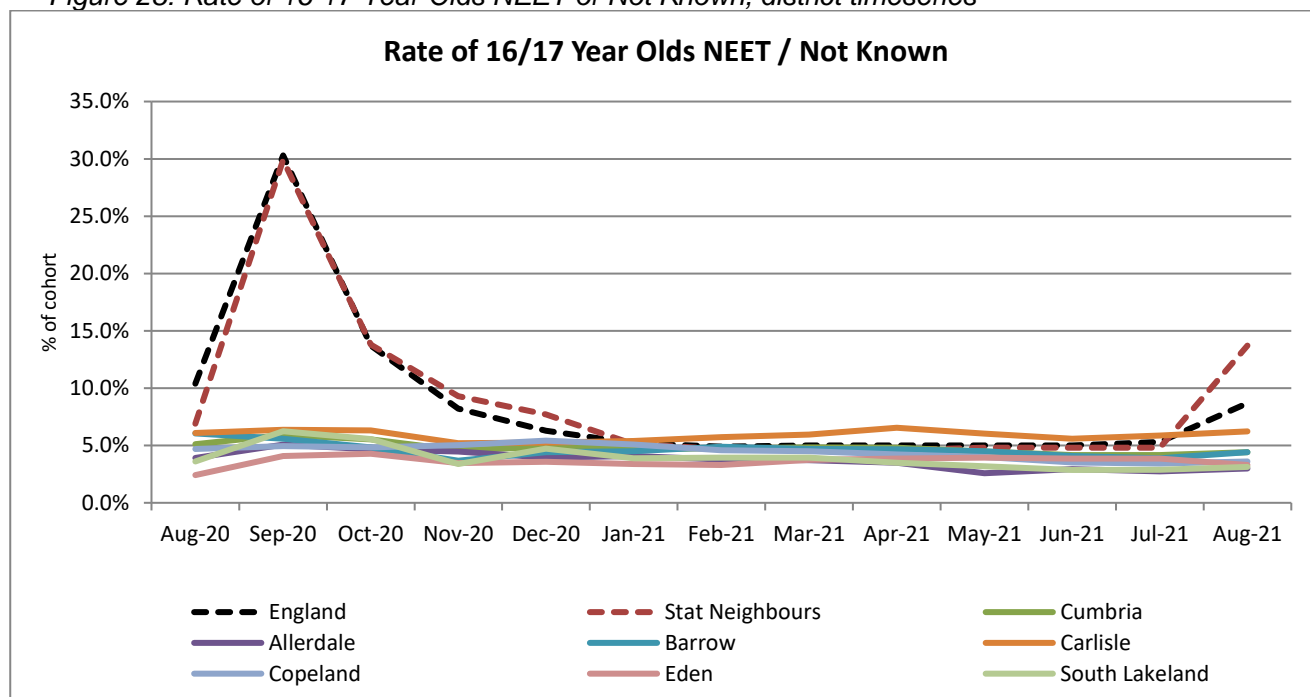
The county NEET/NK rate (% of cohort) was 4.4% in Aug 2021 compared to an England rate of 8.7% and an average rate of 13.7% for Cumbria's 10 statistical neighbours. The highest local rates were in Carlisle (6.2%) and Barrow (4.4%). The NEET rate in Cumbria was up 0.2 from July but down 0.7ppt from a 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 8.6% (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, Aug 2021 & 12 month average



Source: Inspira / Cumbria Intelligence Observatory

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



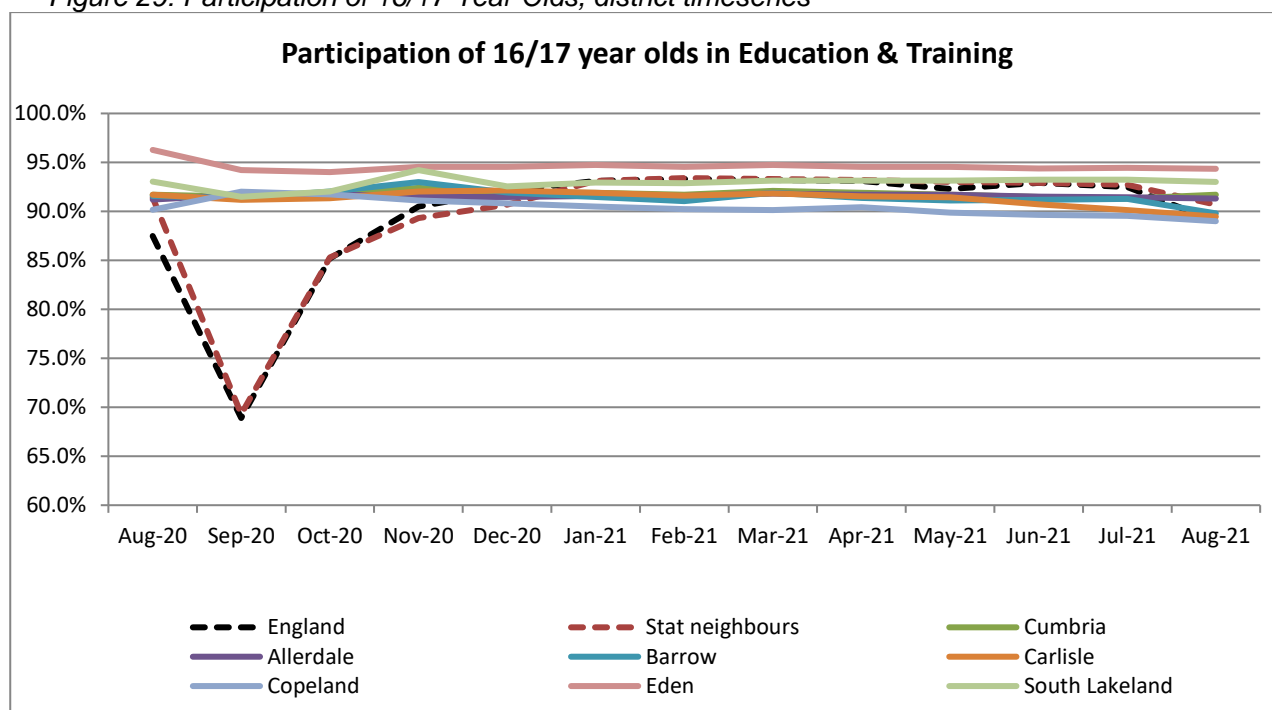
Source: Inspira / Cumbria Intelligence Observatory

## 6b. Participation

The Education & Skills Act 2008 introduced a requirement for young people to remain in education or training until at least their 18<sup>th</sup> 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.

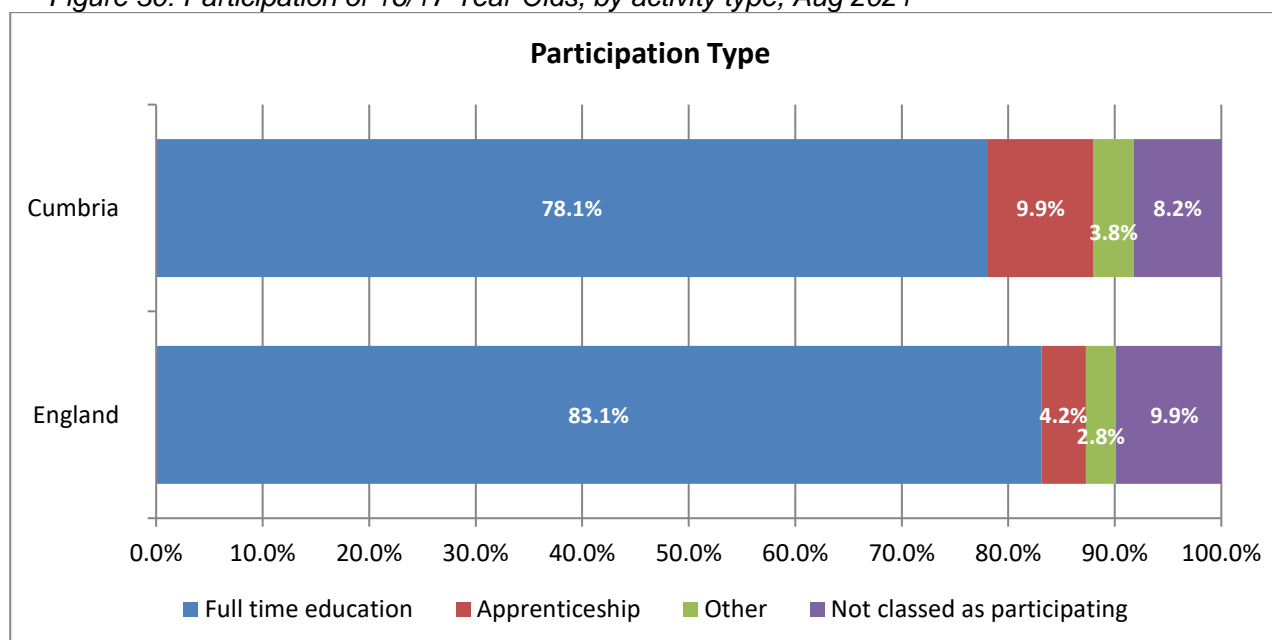
In August 2021, 91.7% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (79.2%) or by undertaking an apprenticeship (9.9%). This compares to 89.2% nationally who were deemed to be participating. The proportion undertaking an apprenticeship in August was 1.1% lower than a year while the proportion in full time education or training was 1.1% higher.

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



Source: NCCIS

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



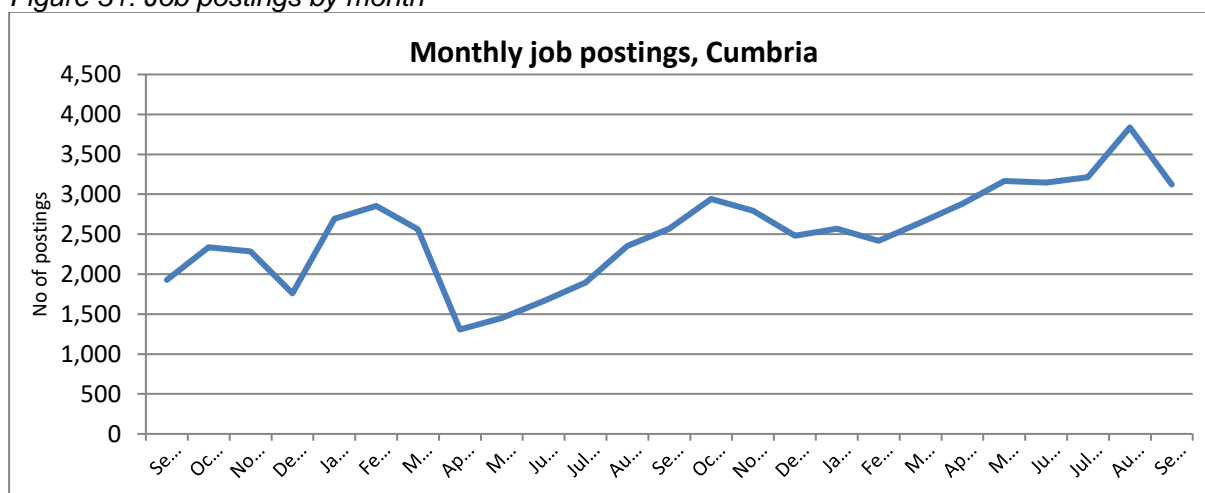
Source: NCCIS (district data not available)

## 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 Sep 2021 there were 3,122 new job postings in Cumbria which is 715 fewer than in Aug but 551 more than in Sep last year. It is also significantly higher than the same time of year two years ago (63% 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.

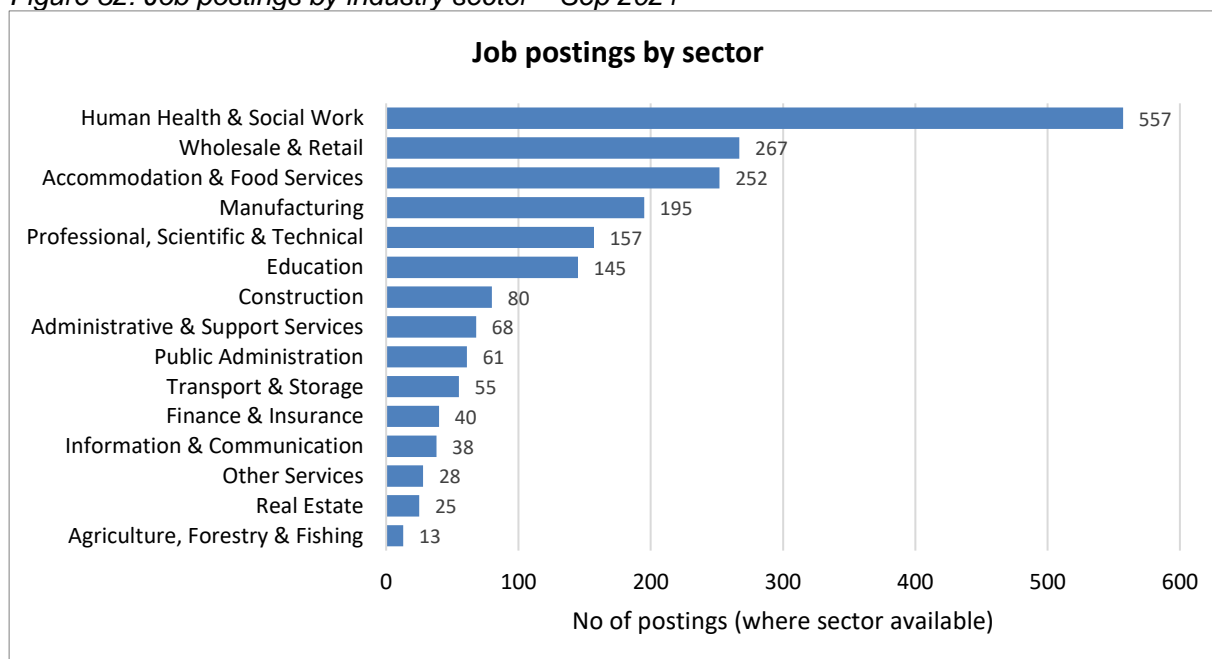
Figure 31: Job postings by month



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 Sep the sector with the most postings was health & social work (557) which accounts for over a quarter of all postings, followed by wholesale & retail (267) and accommodation & food services (252). Postings for hospitality are 120% higher than 2 years ago and retail jobs are 35% up, reflecting the recent surge in demand.

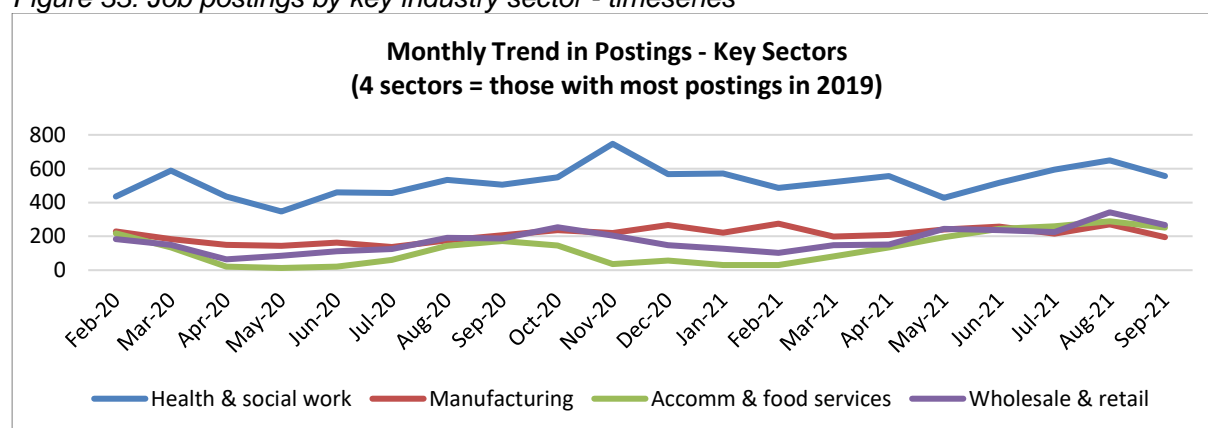
Figure 32: Job postings by industry sector – Sep 2021



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 Spring (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.

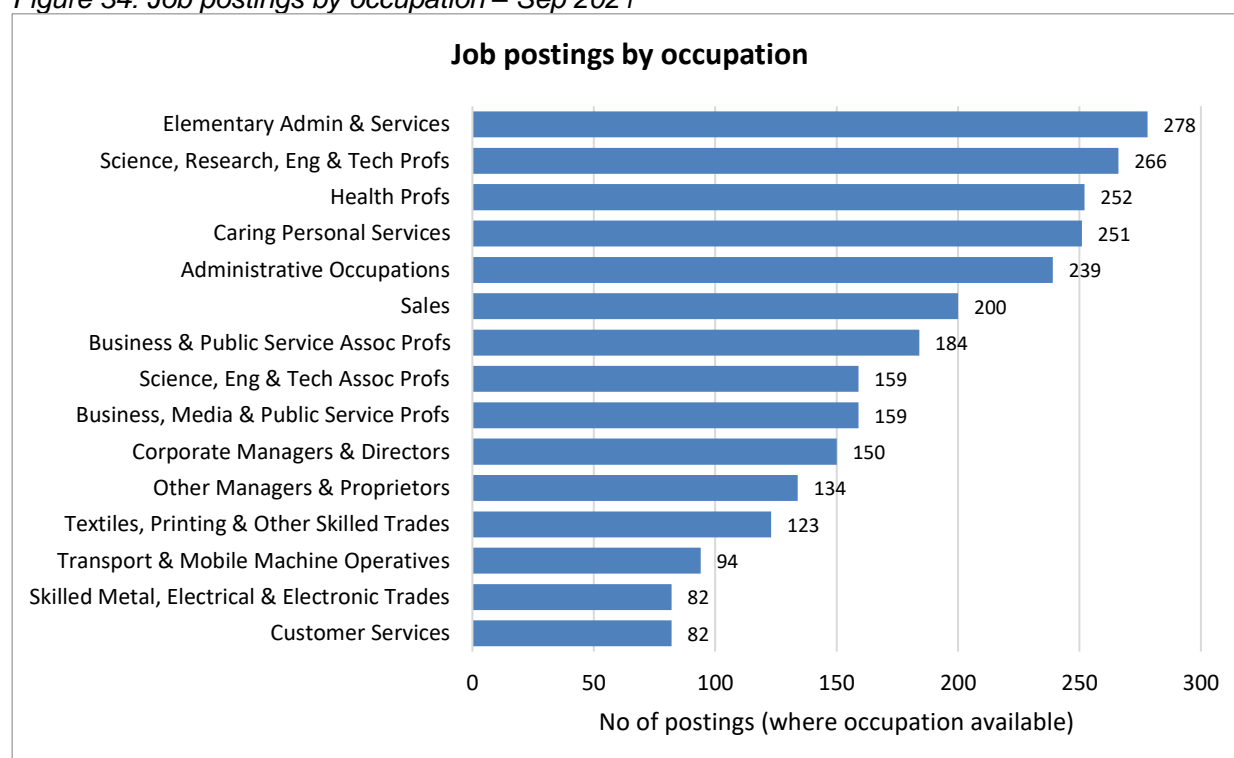
Figure 33: Job postings by key industry sector - timeseries



Source: Labour Insight (Burning Glass Technologies)

The most commonly advertised jobs in Sep were for elementary admin/services occupations followed by science, research engineering & technical professionals and health related occupations.

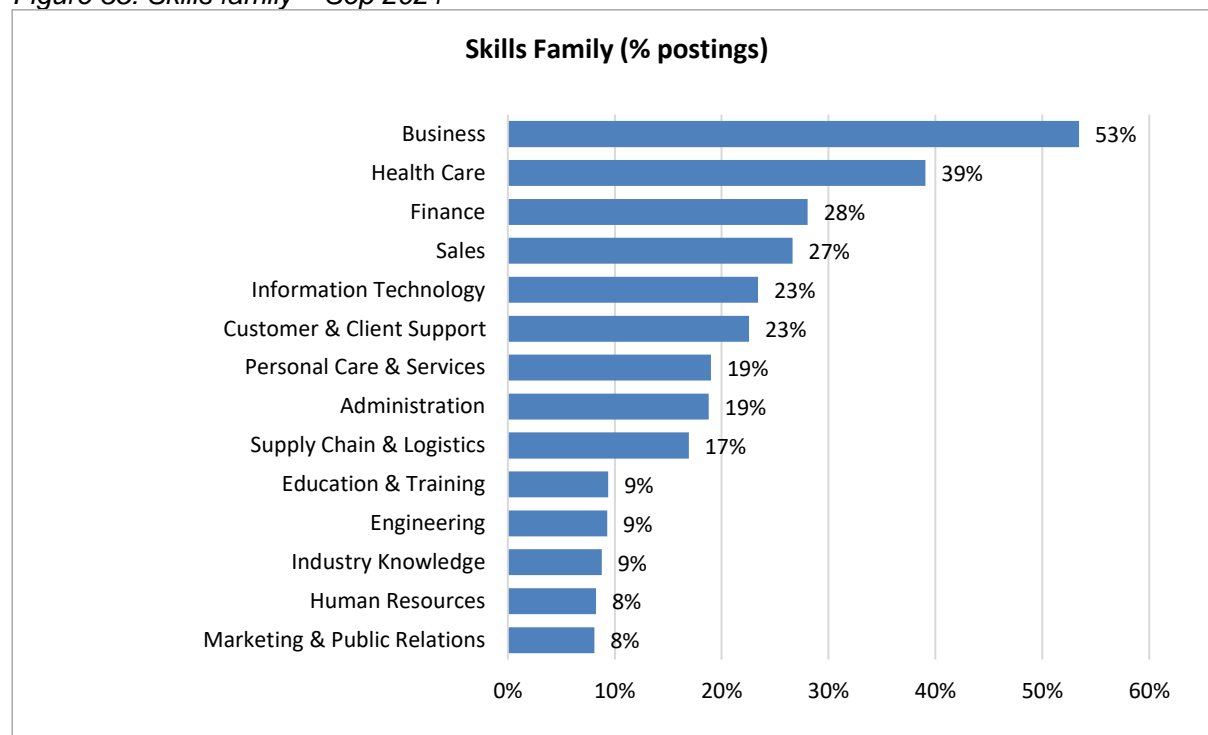
Figure 34: Job postings by occupation – Sep 2021



Source: Labour Insight (Burning Glass Technologies).

The web scraping software analyses key words about job requirements and where possible assigns them to skills “families”. The Sep postings contained almost 7,000 skills mentions. Over half of postings (which referred to specific skills) contained reference to business skills and over a third to health care skills. Sales, IT, customer support and personal care also features highly.

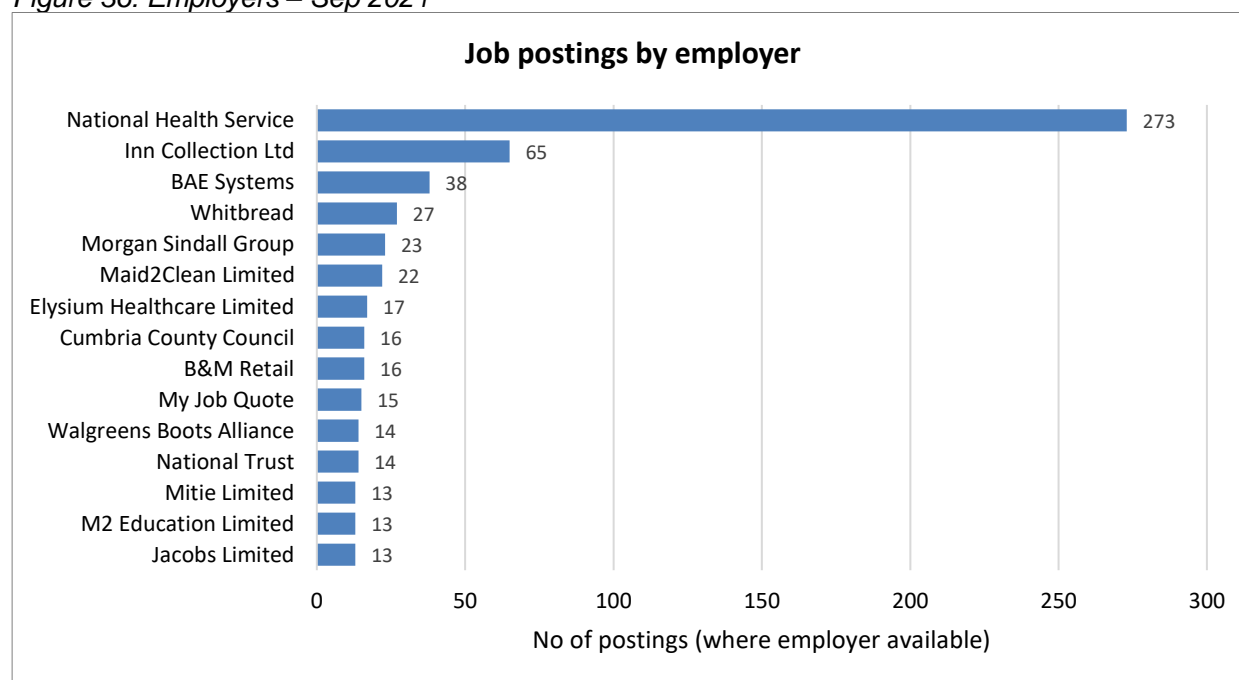
Figure 35: Skills family – Sep 2021



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 the Inn Collection and BAE Systems.

Figure 36: Employers – Sep 2021

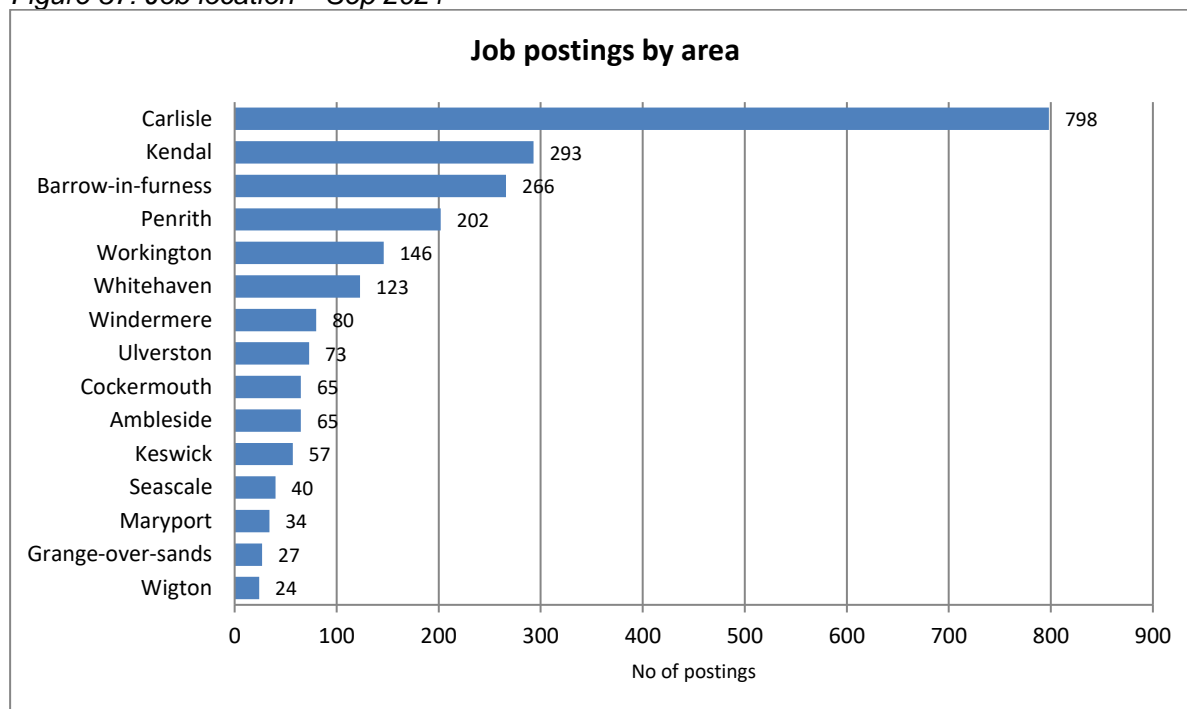


Source: Labour Insight (Burning Glass Technologies)



Postings fell in all districts in Cumbria in Sep. The location mentioned most frequently in postings was the Carlisle area (798) followed by Kendal (293).

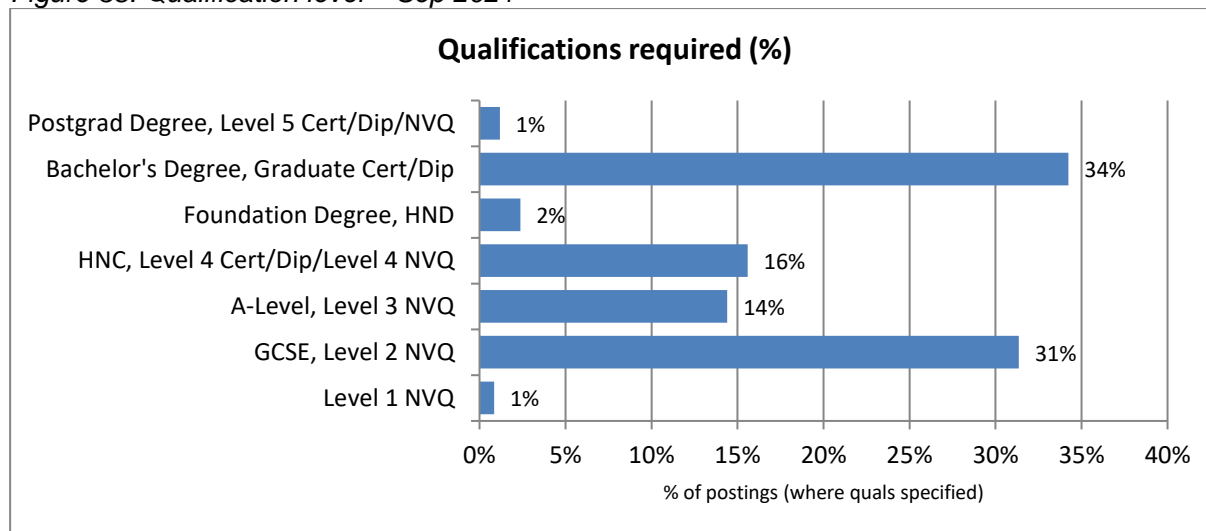
Figure 37: Job location – Sep 2021



Source: Labour Insight (Burning Glass Technologies)

Specific qualifications are only mentioned in around a fifth of postings but where they were specified, 34% required a bachelor's degree or equivalent and 31% required GCSE/level.

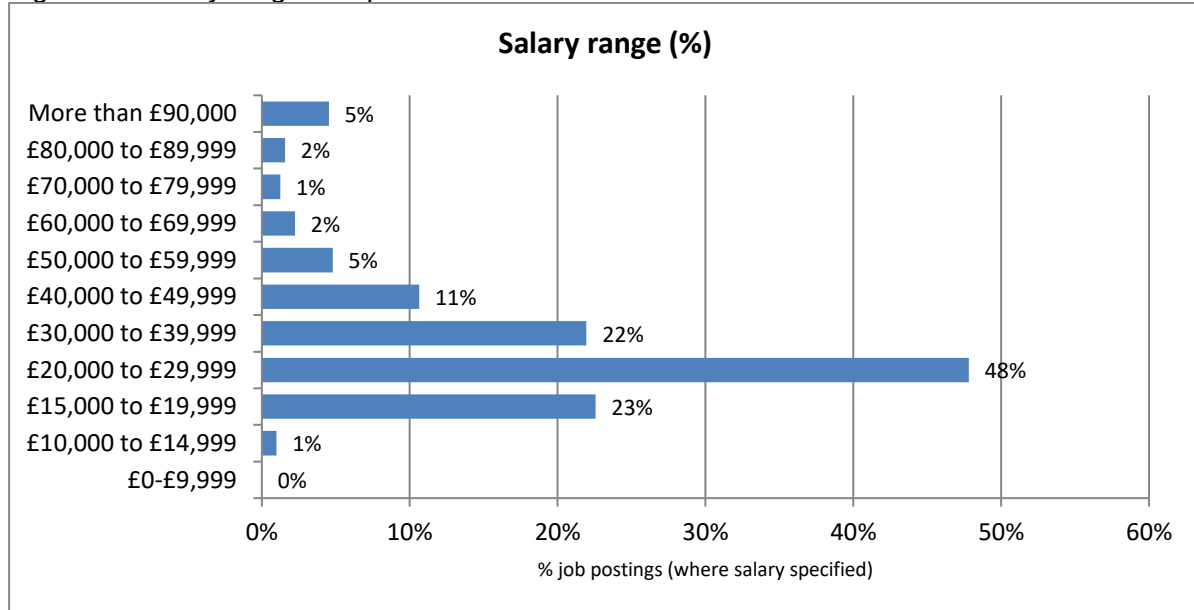
Figure 38: Qualification level – Sep 2021



Source: Labour Insight (Burning Glass Technologies)

Specific salaries are only mentioned in around two thirds of posting, but where they were, almost half were offering salaries of £20,000-£29,999 and a quarter £15,000-£19,999. The mean advertised salary was £32,900.

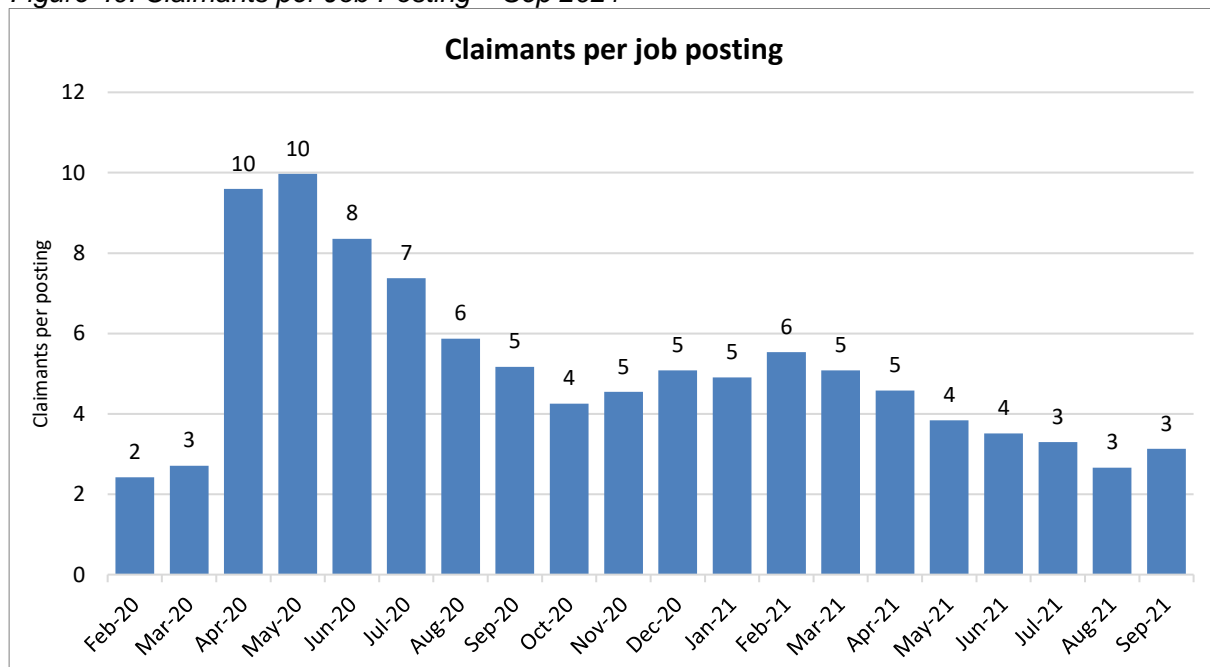
Figure 39: Salary range – Sep 2021



Source: Labour Insight (Burning Glass Technologies)

As vacancy levels have increased in recent 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 – Sep 2021



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

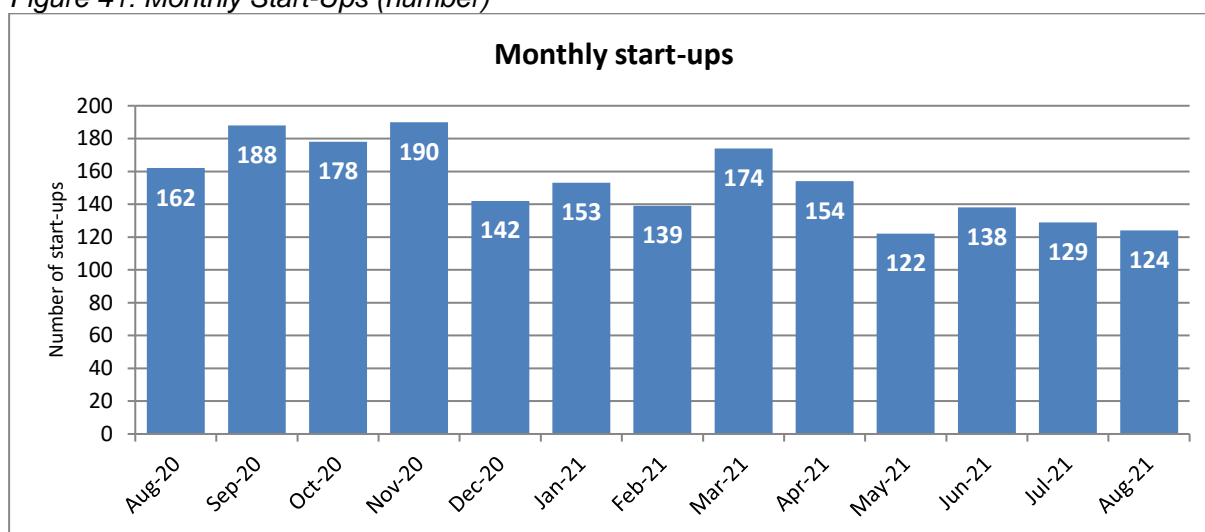
## 8. BUSINESS START-UPS

### 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 124 business start-ups in Cumbria in Aug 2021, a fall of 5 from July and 38 fewer than the same month last year when there was a surge in activity after the first lockdown. Over the quarter (Jun-Aug) there were 391 start-ups which is 59 fewer than last quarter and 227 fewer than the same quarter last year.

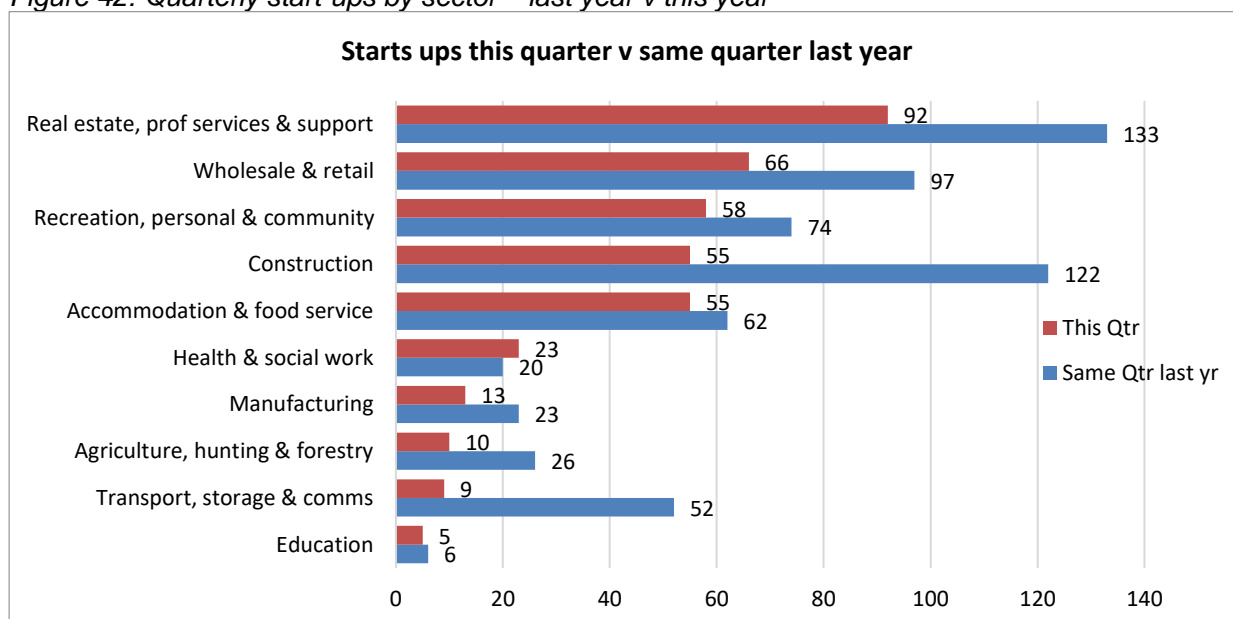
Figure 41: Monthly Start-Ups (number)



Source: BankSearch

The highest volume of start-ups in the quarter (Jun-Aug) were in real estate, professional services & support activities (92) followed by wholesale & retail (66).

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



Source: BankSearch

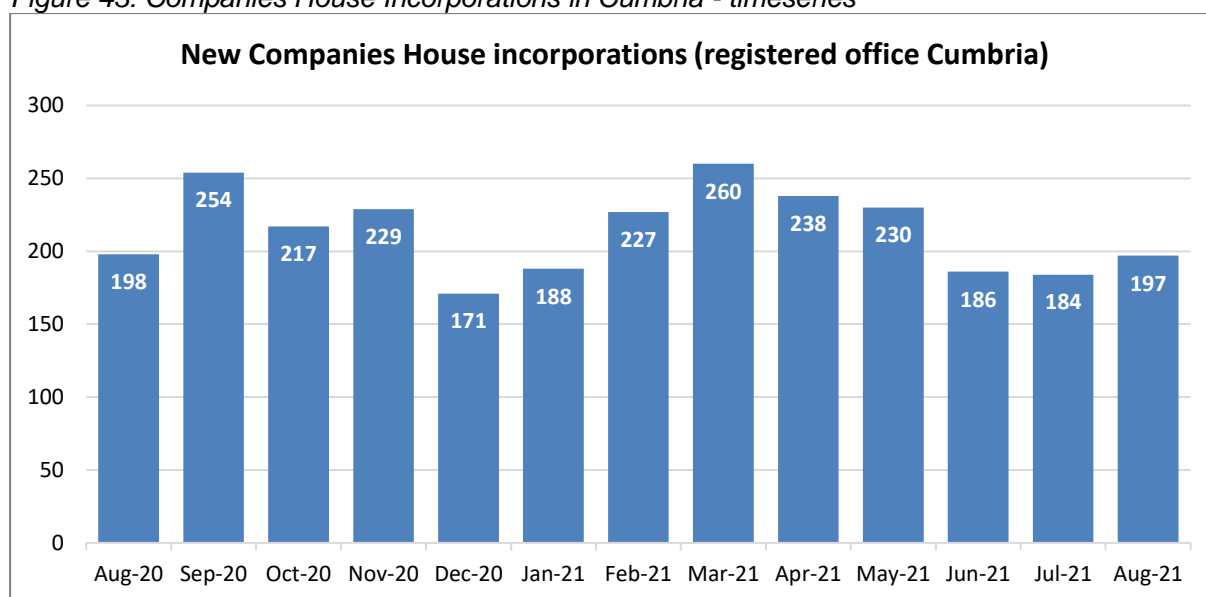
## 8b: New Companies House Incorporations

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 197 new Companies House incorporations in Aug 2021, a rise of 13 from July but 1 fewer than the same month last year. New registrations fell in Allerdale, Barrow and South Lakeland but rose in Carlisle, Copeland and Eden.

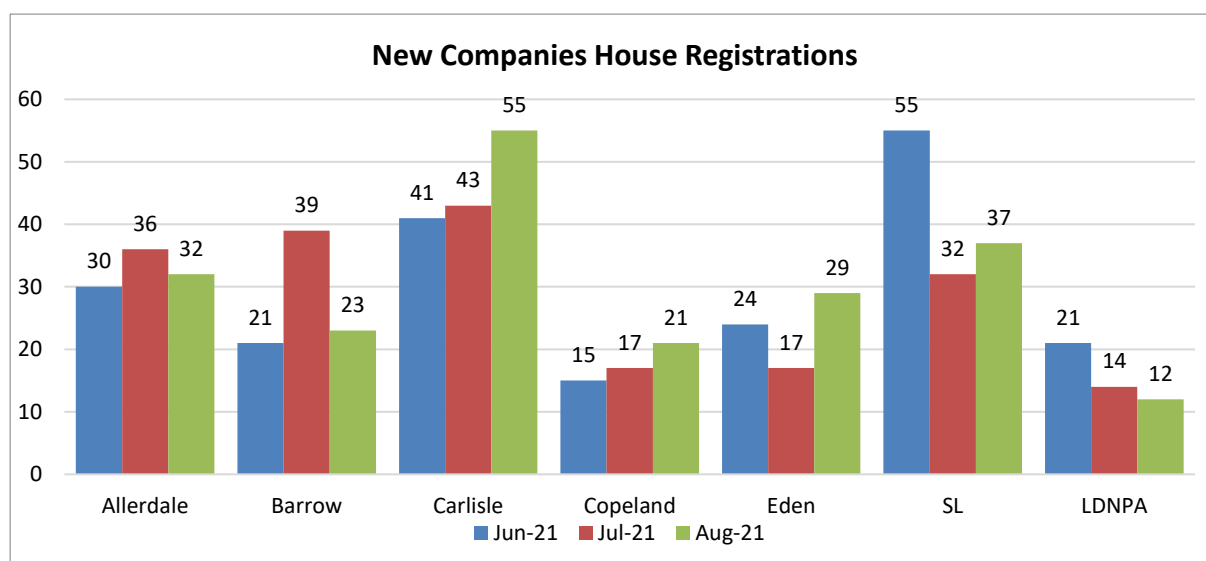
It should be noted that activity throughout the pandemic has been influenced by the pausing and subsequent resumption of activity at Companies House. Therefore, trends in this data should be viewed with a degree of caution.

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



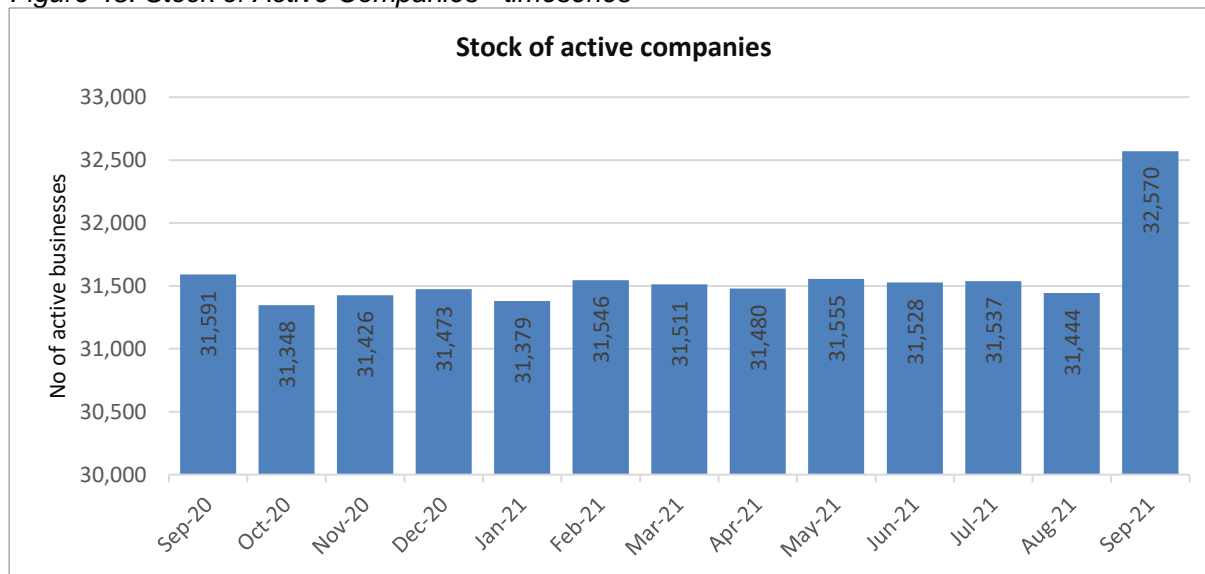
Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

## 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.

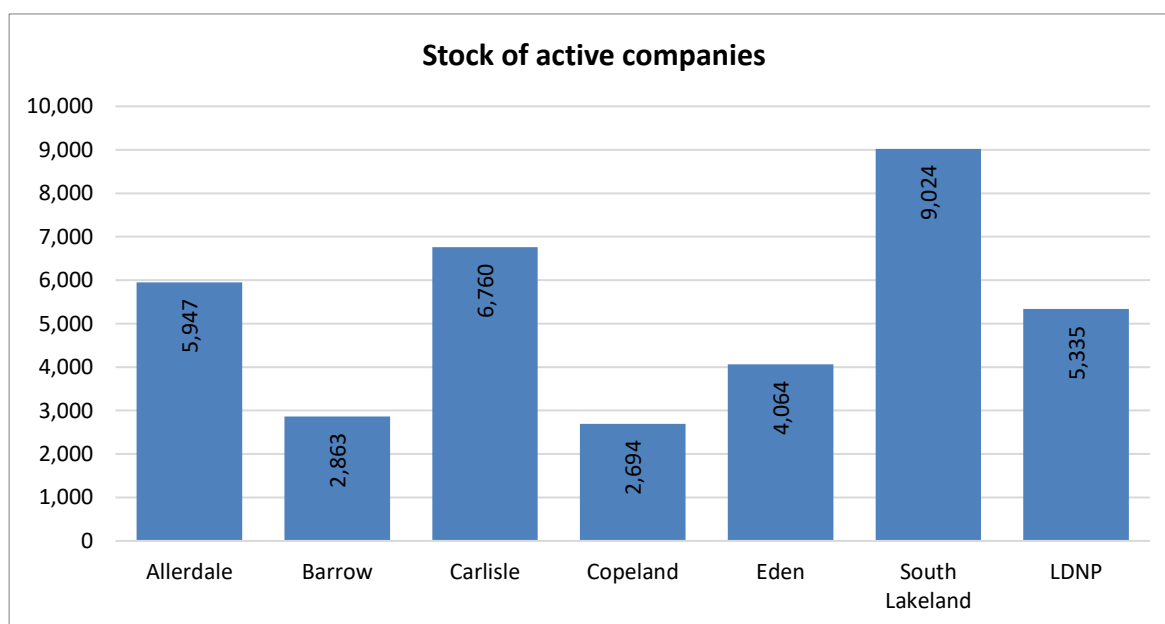
At the end of Sep 2021 there were 32,570 entries on the FAME database for Cumbria, an increase of 1,126 from last month. The number of businesses dissolved/entering liquidation in Cumbria was 251 in Sept and 3.4% of businesses had a high risk credit score well below the national average of 5.8% (NB: only around half the stock of businesses in the area have a credit score on FAME).

Figure 45: Stock of Active Companies - timeseries



Source: FAME (Bureau Van Dijk)

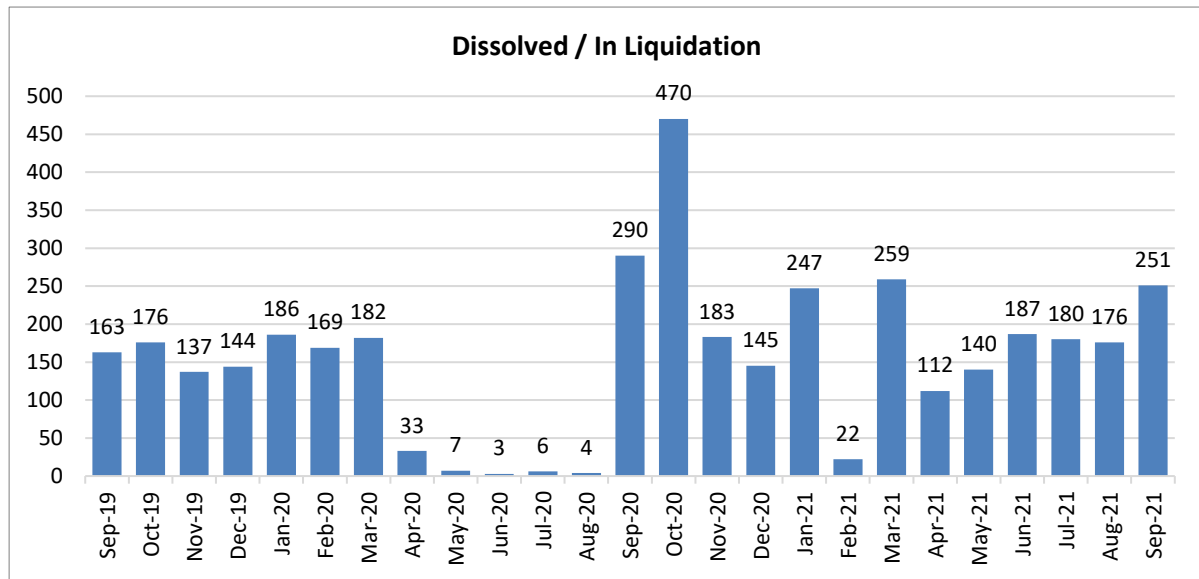
Figure 46: Stock of Active Companies by District, Sep 2021



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

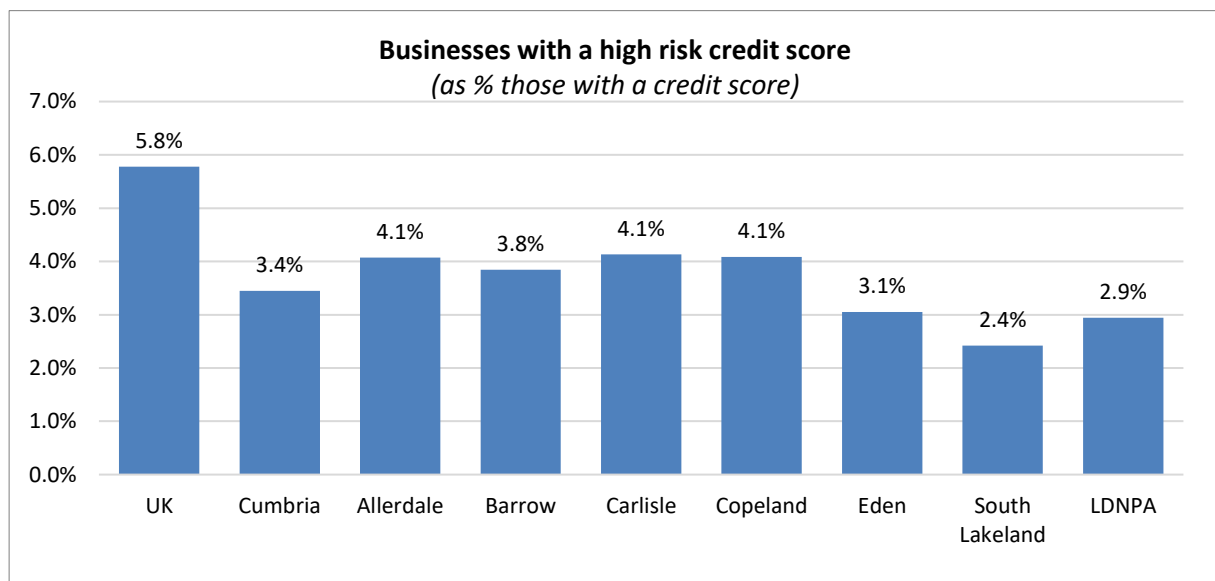


Figure 47: Businesses dissolved/in liquidation during month, timeseries



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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