

Introduction

This briefing contains the most recent data from the standard Claimant Count and Universal Credit registers (both counts taken on **14th Oct**). 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 220,328 payrolled employees resident in Cumbria in Oct 2021, an increase of 1,027 from Sep (0.5%). This means there are 6,253 more payrolled employees resident in Cumbria than this time last year (+2.9%) and 1,665 more than two years ago (+0.8%). 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 over the past year but growth has been stronger in East Cumbria over two years (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 Sep in Cumbria were £1,859 which is 93% of the UK average. They were highest in West Cumbria (98% of UK) but lower in East Cumbria (89% 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 4.6% which is lower than the UK growth of 4.9%.
- There were 9,380 claimants of JSA / UC (out of work and seeking work) on 14th Oct which is 195 fewer than in Sep. The count fell in all districts except Barrow where it rose by 5. The largest falls were in Allerdale (-80) and Carlisle (-65). This is the first month when any impact from the end of the furlough scheme would start to show in the data and it is reassuring that so far there hasn't been any increase in the volume of claimants.
- Compared to the same time last year, the claimant count is 3,130 lower (-21%) but it is still substantially higher than the level seen in October 2 years ago (+2,855 / +44%).
- The claimant rate in Cumbria fell to 3.2% in Oct, a fall of 0.1 and it remains below the national rate of 4.8% in all parts of Cumbria.
- Compared to a year ago, the claimant rate in Cumbria is 1.1 percentage points lower, down from 4.2% to 3.2%. However compared to the same time 2 years ago, the claimant rate is still 1.0ppt 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 (6.8% v 6.0%) and Carlisle where rates for 25-34 year olds remain above the national average (6.2% v 6.0%).

- There were 34,748 claimants of Universal Credit in Cumbria on 14th Oct (in work, out of work, not required to seek work), a rise of 311 (0.9%) from the revised Sep figure. This is 41 (0.1%) higher than a year ago and 17,610 (103%) 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 didn't fully 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 11.8% in Oct compared to 14.2% 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.
- 25,203 (73%) of UC claimants had been claiming for more than 12 months in Oct, an increase of 548 from Sep and 18,468 more than two years ago.
- Data for households on Universal Credit is published quarterly and the latest is for Aug 2021 (ie before the end of the furlough scheme). This shows that in Aug there were 29,629 households in receipt of Universal Credit, up by 1,440 (5%) from a year previously and 15,417 (108%) more than two years ago.
- There were an estimated 22,610 children/young people under the age of 20 living in Universal Credit households in Aug 21. This is 2,680 (13%) more than a year ago and 11,451 (103%) more than two years ago.
- There were 6,000 jobs held by Cumbrian residents furloughed when the scheme ended in Sept, a fall of 1,200 from Aug. This is a monthly reduction of 17% compared to a national reduction of 15%. The furlough rate was 3% which is below the national rate of 4%. *A separate briefing is available on the latest furlough data.*
- There were 500 young people (aged 16/17) classed as NEET (inc not knowns) in Sep, up by 53 since Aug but 101 fewer than a year ago when the pandemic was having a significant impact on work related opportunities for young people.
- The NEET rate was 4.9% in Cumbria in Sep, up 0.5 from Aug but 1.0ppt lower than a year ago.
- The participation rate for 16/17 year olds was 91.5% in Sep. The proportion participating by undertaking an apprenticeship dipped significantly last year but is recovering and is now 10% which is just 0.2% lower than two years ago and is the highest in England.
- 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 3,267 job postings in Oct, 145 more than in Sep and 326 more than in Oct last year. This is also significantly higher than Oct two years ago (+40%), reflecting the ongoing 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 Oct followed by caring personal services, administration and science, research, engineering & technical professionals.
- The most common skills "family" mentioned in postings was business skills followed by health care, customer & client support and sales.
- In Oct 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 362 business start-ups in the quarter ending Sep which is 52 fewer than last quarter and 210 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 (90), wholesale & retail (61) and construction (58).
- There were 193 new Companies House incorporations in Sep, a fall of 4 from Aug and 61 fewer more than in Sep last year.
- There were 31,367 active companies in Cumbria at the end of Oct, 15 more than in Sep.

- There were 138 businesses dissolved/in liquidation during Oct and 3.5% of businesses in Cumbria that had a credit score were rated high risk compared to 5.8% nationally (NB: only around half of entries on the database have a credit score).

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

NB: Unless stated otherwise, the unemployment figures in 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).

- July to September 2021 estimates show a continuing recovery in the labour market, with a quarterly increase in the employment rate, while the unemployment rate decreased, and the economic inactivity rate was largely unchanged.
- Total hours worked increased on the quarter with the relaxation of many coronavirus (COVID-19) restrictions.
- The UK employment rate was estimated at 75.4%, 1.1 percentage points lower than before the coronavirus pandemic (December 2019 to February 2020), but 0.4 percentage points higher than the previous quarter (April to June 2021).
- The UK unemployment rate was estimated at 4.3%, 0.3 percentage points higher than before the pandemic, but 0.5 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 largely unchanged on the quarter.
- The number of job vacancies in August to October 2021 continued to rise to a new record of 1,172,000, an increase of 388,000 from the pre-coronavirus (COVID-19) pandemic January to March 2020 level, with 15 of the 18 industry sectors showing record highs.
- On the quarter, the rate of growth in vacancies continued to slow down; in August to October 2021 vacancies rose 222,000 (23.4%), down from 288,000 (43.4%) last quarter, and the largest quarterly increase was seen in "wholesale and retail trade; repair of motor vehicles and motorcycles" up 29,600 (24.8%).
- In August to October 2021 all industry sectors were above their January to March 2020 pre-coronavirus pandemic levels, with accommodation and food service activities increasing the most by 66,500 (79%).
- Annual growth in average employee pay has been affected by temporary factors that have inflated the headline growth rate, these factors are now reducing and having a smaller impact on growth rates; base effects refer to the latest months being compared with low base periods when earnings were first affected by the coronavirus (COVID-19) pandemic; and compositional effects where there has been a fall in the number and proportion of lower-paid employee jobs, therefore increasing average earnings.
- Growth in average total pay (including bonuses) was 5.8% and growth in regular pay (excluding bonuses) was 4.9% among employees in July to September 2021, however, as this growth is affected by temporary factors, it should be interpreted with caution.
- All sectors saw growth, including all the industry groups within each sector; average total pay growth for the private sector was 6.6% in July to September 2021, while for the public sector, it was 2.4%.
- In July ONS published a [blog: How COVID-19 has impacted the Average Weekly Earnings data](#), which explains the complexities of interpreting earnings data in the current climate.

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.

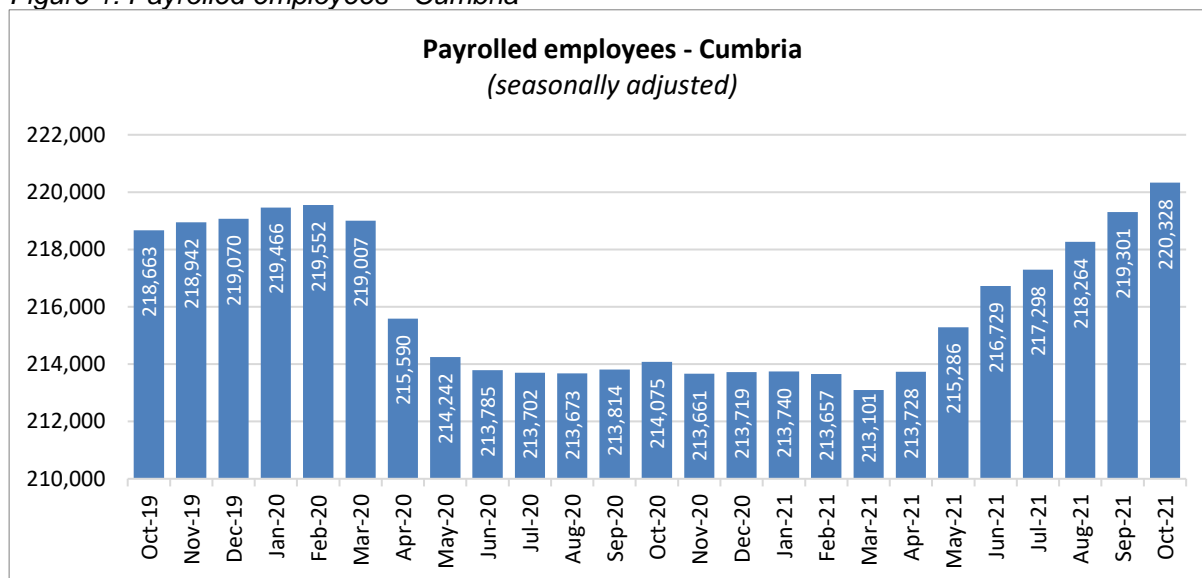
Employees are recorded at their place of residence not their place of work and latest month figures are always a "flash estimate" with around 15% of the data being imputed and then revised in the subsequent publication. Furloughed employees are included in the counts as they are still paid through the 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 220,328 residents in Cumbria in payrolled employment in Oct, an increase of 1,027 from Sep and 6,253 more than a year ago. This means levels are now higher than those seen at the same time of year two years ago (0.8%). This is the case in both West and East Cumbria (these are the ITL areas not the proposed new unitary areas).

Figure 1: Payrolled employees - Cumbria



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

Figure 2: Payrolled employees – Seasonally adjusted

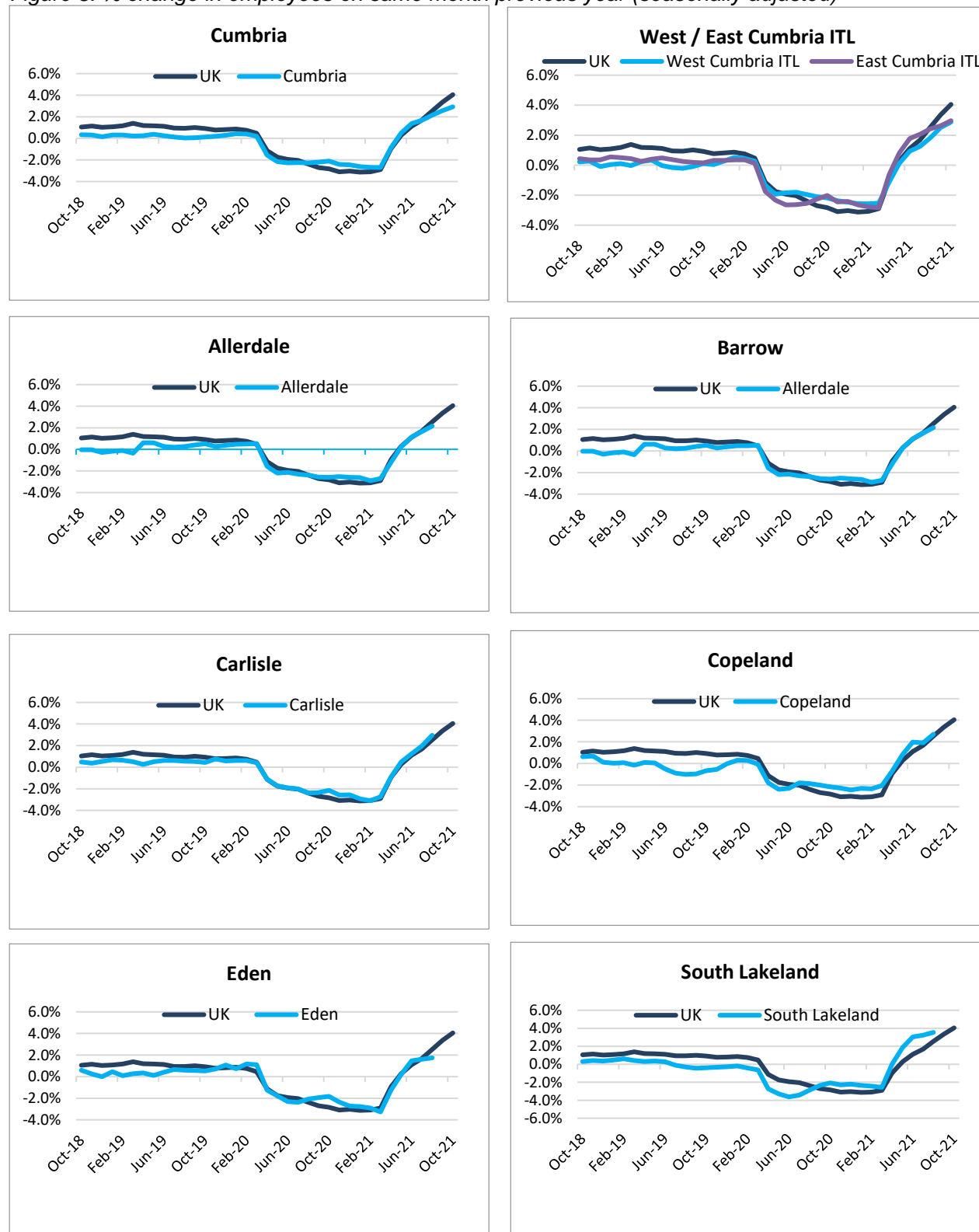
Payrolled employees - Seasonally Adjusted							
	Oct-21	Month change		One year change		Two Year Change	
	No	No	%	No	%	No	%
UK	29,283,571	160,290	0.6%	1,139,398	4.0%	318,889	1.1%
England	24,844,079	138,380	0.6%	975,128	4.1%	274,484	1.1%
Cumbria	220,328	1,027	0.5%	6,253	2.9%	1,665	0.8%
West Cumbria ITL	102,521	406	0.4%	2,860	2.9%	633	0.6%
East Cumbria ITL	117,807	621	0.5%	3,393	3.0%	1,032	0.9%

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

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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)

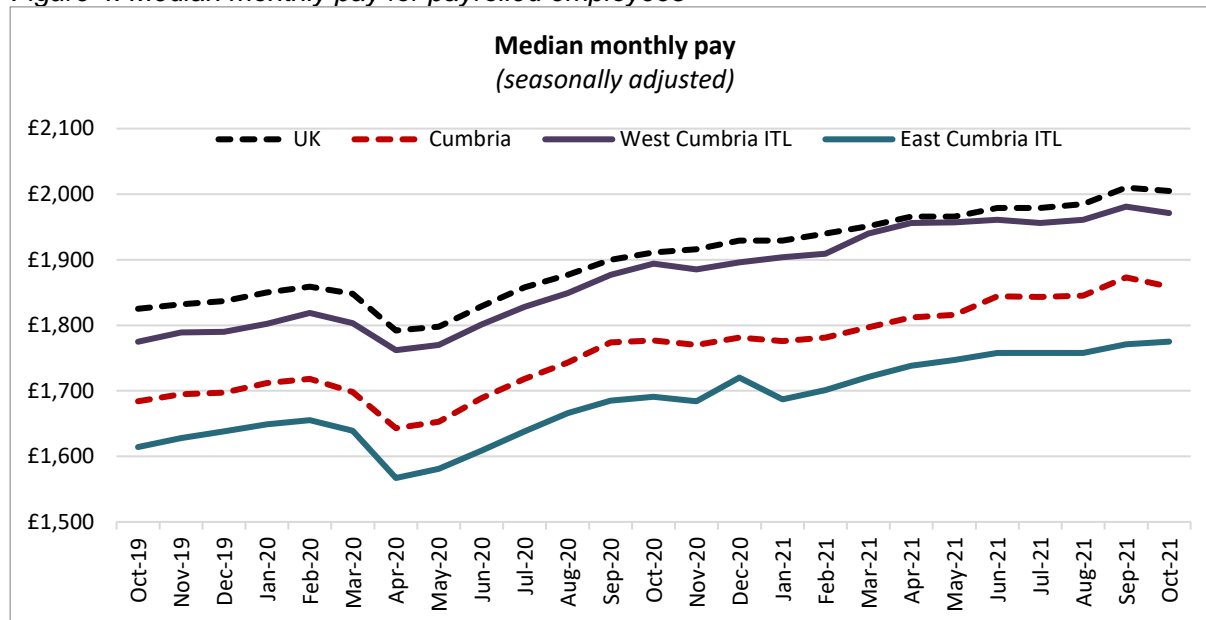


Source: HMRC / ONS Latest month data are always provisional.

3b. Median monthly pay

Median monthly pay for employees in Cumbria was £1,858 in Oct 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.

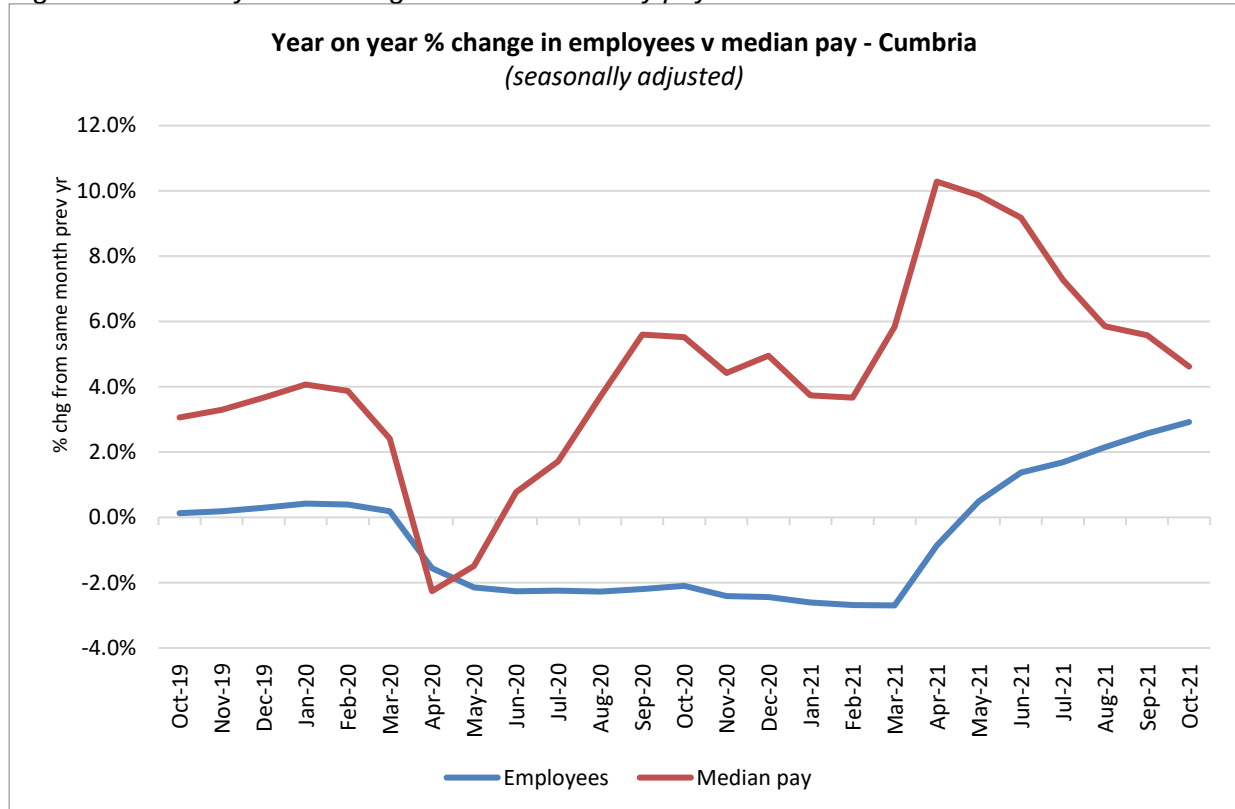
Figure 5 : Median pay for payrolled employees

Median pay - Seasonally Adjusted								
	Oct-21	UK Index	Month change		One year change		Two Year Change	
	No	Index	No	%	No	%	No	%
UK	2,005	100	-5	-0.2%	94	4.9%	180	9.9%
Cumbria	1,859	93	-14	-0.7%	82	4.6%	175	10.4%
West Cumbria ITL	1,971	98	-10	-0.5%	77	4.1%	196	11.0%
East Cumbria ITL	1,775	89	4	0.2%	84	5.0%	161	10.0%

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/november2021>

4. CLAIMANT COUNT (released monthly) – count taken 14th Oct 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 175 claimants in Cumbria in Oct compared to Sep, down to a total of 9,380. This is a monthly fall of 2.1% compared to a national fall of 1.8%. The count fell everywhere in Cumbria except Barrow where it rose by 5. The biggest falls were in Allerdale (-80) and Carlisle (-65). The claimant rate in Oct in Cumbria was 3.2% which is below the national rate of 4.8%. It is down 0.1ppt from Sep and is 1.1ppt lower than a year ago. Despite the improving picture, compared to two years ago (Oct 2019) the claimant count is still substantially higher with 2,855 more claimants in Cumbria (+44%)

Figure 6: Standard Claimant Count – Oct 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	1,166,535	5.6	830,295	4.0	1,996,830	4.8	-35,860	-1.8	-0.1	-568,495	-22.2	-1.4
Cumbria	5,555	3.8	3,825	2.6	9,380	3.2	-195	-2.1	-0.1	-3,130	-25.0	-1.1
Allerdale	1,100	3.9	830	2.9	1,930	3.4	-80	-3.9	-0.1	-680	-26.1	-1.2
Barrow	1,015	5.0	610	3.0	1,625	4.0	5	0.4	0.0	-415	-20.4	-1.0
Carlisle	1,510	4.7	1,020	3.1	2,530	3.9	-65	-2.6	-0.1	-660	-20.7	-1.0
Copeland	875	4.3	560	2.7	1,435	3.5	-20	-1.3	0.0	-450	-23.9	-1.1
Eden	360	2.3	315	2.0	675	2.2	-20	-2.7	-0.1	-350	-34.1	-1.1
South Lakeland	695	2.4	490	1.6	1,190	2.0	-20	-1.7	0.0	-575	-32.6	-1.0
of which LDNPA	270	2.3	205	1.8	475	2.0	0	-0.4	0.0	-240	-33.8	-1.0

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.

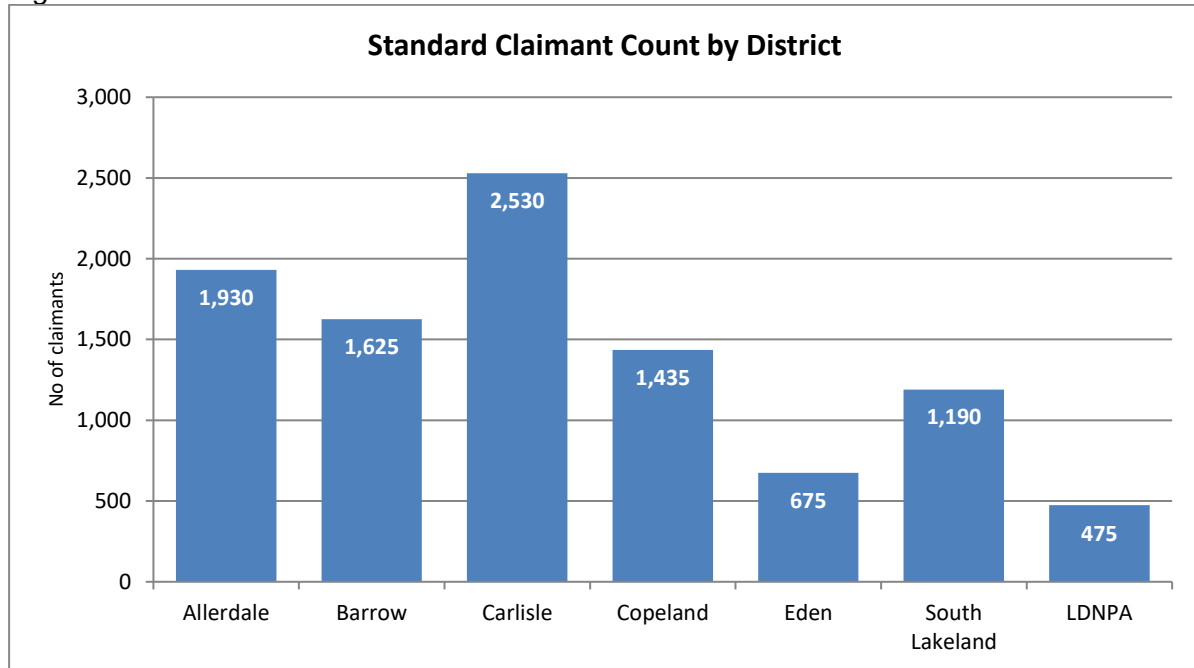
Figure 2 shows the claimant count and rate by broad age group in Cumbria in Oct. Claimant rates at Cumbria level are below the national average for all age groups except for 18-24 year olds in Barrow and for 25-34 year olds in Carlisle where the rates are above the national rate.

Figure 7: Standard Claimant Count & Rate by Age Group in Cumbria – Oct 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	335,310	6.0%	543,585	6.0%	451,255	5.3%	348,375	3.9%	313,215	3.7%	1,996,830	4.8%
Cumbria	1,615	4.9%	2,580	4.9%	1,975	3.7%	1,570	2.2%	1,605	2.1%	9,380	3.2%
Allerdale	330	5.2%	530	5.2%	410	4.0%	300	2.1%	360	2.5%	1,930	3.4%
Barrow	340	6.8%	425	5.2%	330	4.6%	265	2.8%	250	2.7%	1,625	4.0%
Carlisle	395	5.3%	770	6.2%	560	4.5%	410	2.7%	390	2.5%	2,530	3.9%
Copeland	265	6.0%	400	5.2%	275	3.8%	240	2.5%	255	2.4%	1,435	3.5%
Eden	105	3.4%	150	3.0%	155	3.0%	130	1.7%	135	1.5%	675	2.2%
South Lakeland	175	2.7%	305	3.4%	255	2.5%	225	1.5%	220	1.3%	1,190	2.0%
of which LDNPA	55	2.3%	120	3.6%	105	2.6%	100	1.7%	95	1.3%	475	2.0%

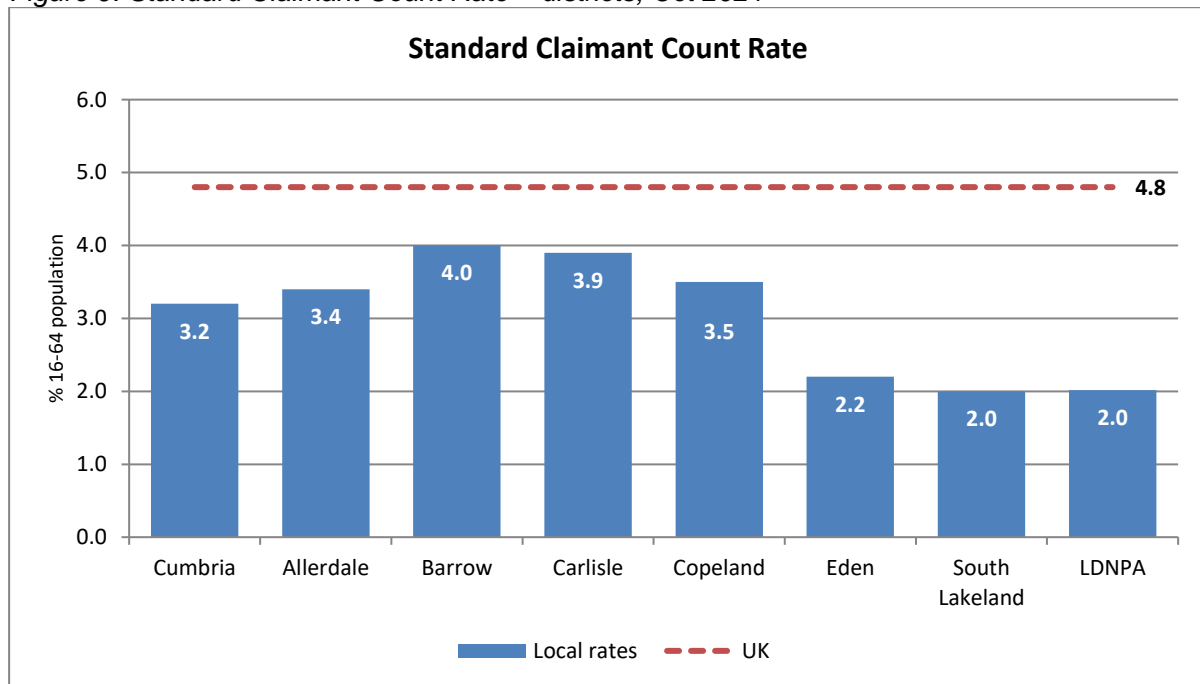
Source: ONS (data are rounded). LDNPA is a “best-fit” of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 8: Standard Claimant Count - districts Oct 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, Oct 2021



Source: ONS/DWP

Figure 10: Standard Claimant Count - timeseries

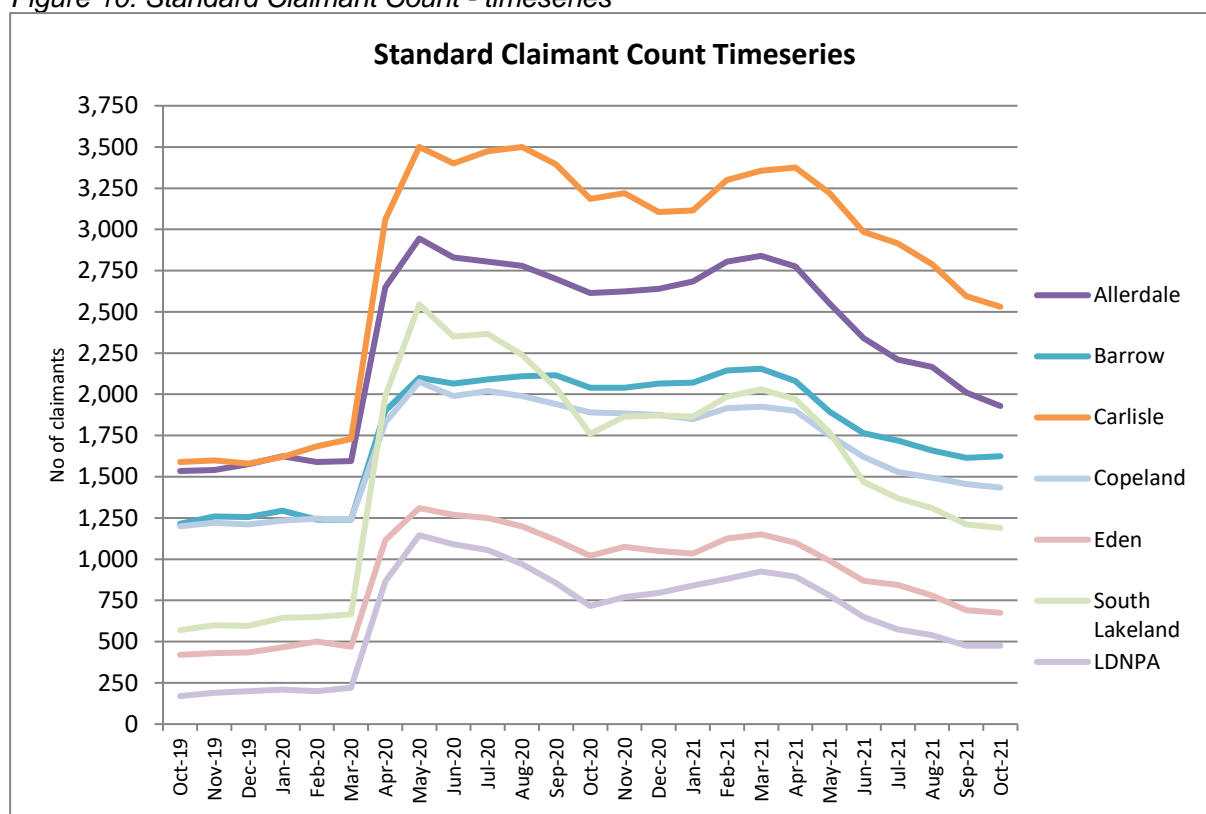
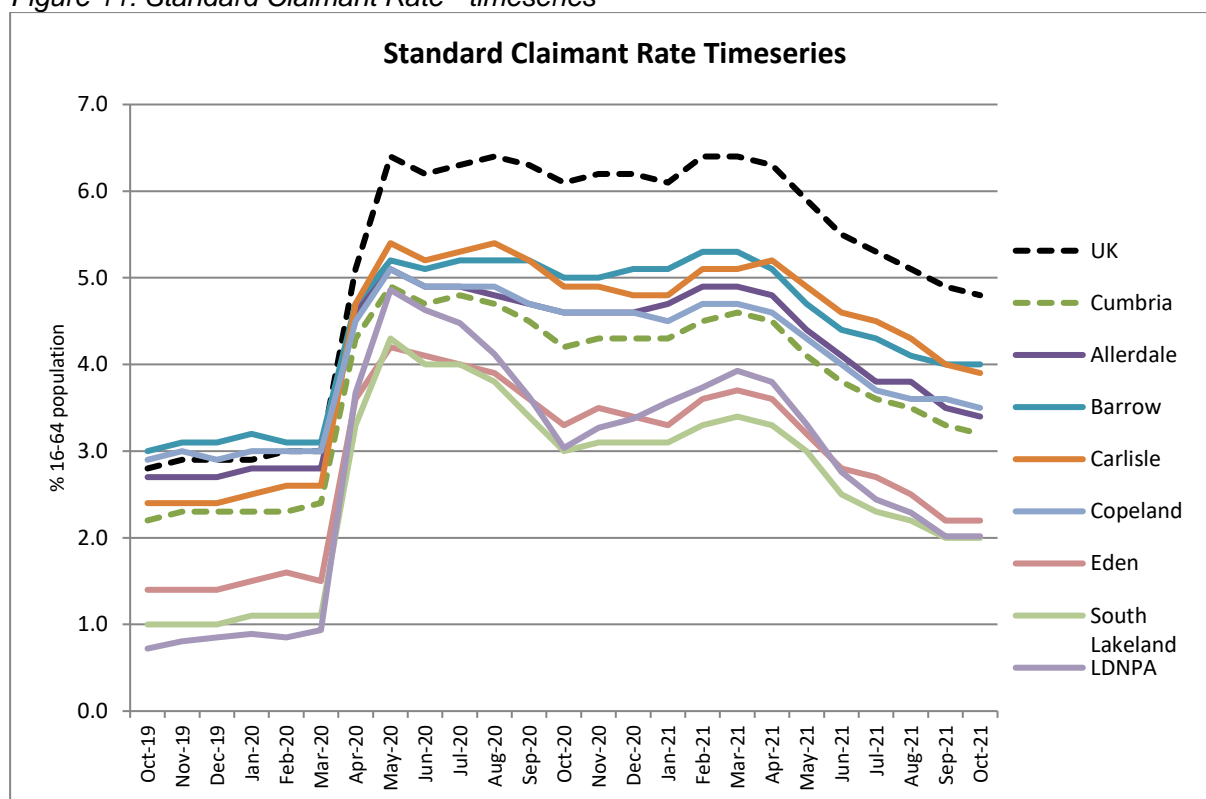


Figure 11: Standard Claimant Rate - timeseries



Source: ONS/DWP

5. UNIVERSAL CREDIT (released monthly) – count taken 14th Oct 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 14th Oct 2021 there were 34,748 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 311 from the revised Sep total (0.9%), 41 more than a year ago (+0.1%) and 17,610 more than two years ago (103%). The count fell in marginally in South Lakeland but rose in all other districts as well as nationally. As in previous months, there continues to be an increase in the number of claimants claiming whilst in work (+74) or with no work requirements (+338) and these rises were only partially offset by the fall in the number claiming whilst seeking work (-103). The latest total means that 11.8% of the working age population is claiming Universal Credit compared to a national rate of 14.2%. 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 – Oct 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	2,642,050	13.0%	3,126,780	15.4%	5,768,868	14.2%	36,072	0.6%	0.1%	102,512	1.8%	0.3%
Cumbria	15,613	10.7%	19,137	12.9%	34,748	11.8%	311	0.9%	0.1%	41	0.1%	0.0%
Allerdale	3514	12.3%	4451	15.4%	7,968	13.9%	56	0.7%	0.1%	136	1.7%	0.2%
Barrow	2422	12.0%	2781	13.8%	5,203	12.9%	113	2.2%	0.3%	103	2.0%	0.3%
Carlisle	3857	12.0%	4759	14.3%	8,619	13.2%	68	0.8%	0.1%	241	2.9%	0.4%
Copeland	2516	12.3%	3000	14.6%	5,516	13.5%	72	1.3%	0.2%	201	3.8%	0.5%
Eden	1081	7.0%	1436	9.2%	2,523	8.1%	21	0.8%	0.1%	-217	-7.9%	-0.7%
South Lakeland	2218	7.6%	2706	9.0%	4,923	8.3%	-14	-0.3%	0.0%	-416	-7.8%	-0.7%
of which LDNPA	990	8.5%	1128	9.8%	2,116	9.1%	5	0.2%	0.0%	-269	-11.3%	-1.2%

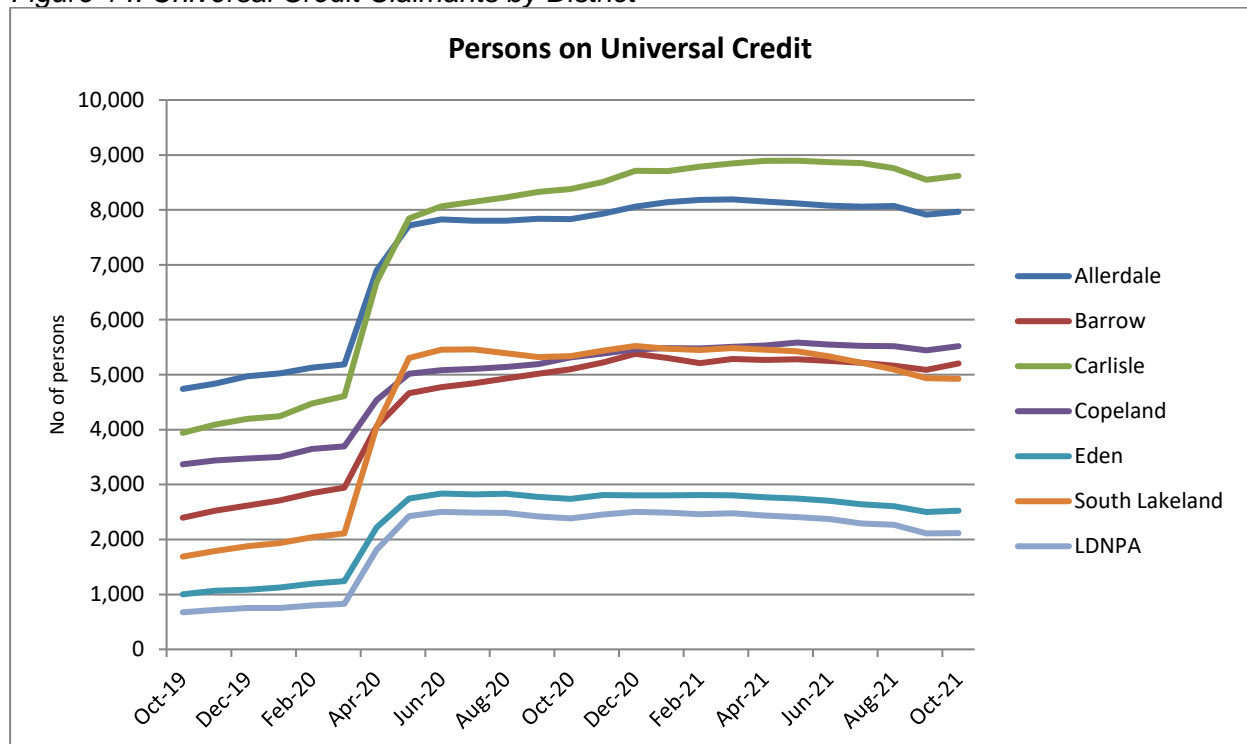
Source: DWP (due to disclosure control, gender totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 13: Universal Credit Claimants by Age – Oct 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	846,885	15.6%	1,713,023	19.6%	1,434,341	17.4%	988,862	11.4%	776,576	9.6%	5,768,868	14.2%
Cumbria	5,101	15.6%	10,698	20.4%	8,072	15.3%	5,891	8.4%	4,912	6.5%	34,748	11.8%
Allerdale	1,146	18.2%	2,330	22.8%	1,784	17.5%	1,451	10.4%	1,249	8.5%	7,968	13.9%
Barrow	1,004	20.2%	1,666	20.4%	1,141	15.9%	748	8.0%	619	6.6%	5,203	12.9%
Carlisle	1,206	16.1%	2,867	23.3%	2,077	16.6%	1,380	9.2%	1,071	6.8%	8,619	13.2%
Copeland	808	18.2%	1,684	21.9%	1,210	16.7%	915	9.6%	882	8.3%	5,516	13.5%
Eden	319	10.3%	758	15.0%	601	11.5%	457	5.9%	386	4.3%	2,523	8.1%
South Lakeland	621	9.6%	1,403	15.8%	1,260	12.1%	930	6.4%	706	4.2%	4,923	8.3%
of which LDNPA	220	9.3%	589	17.8%	572	14.4%	410	7.1%	324	4.6%	2,116	9.1%

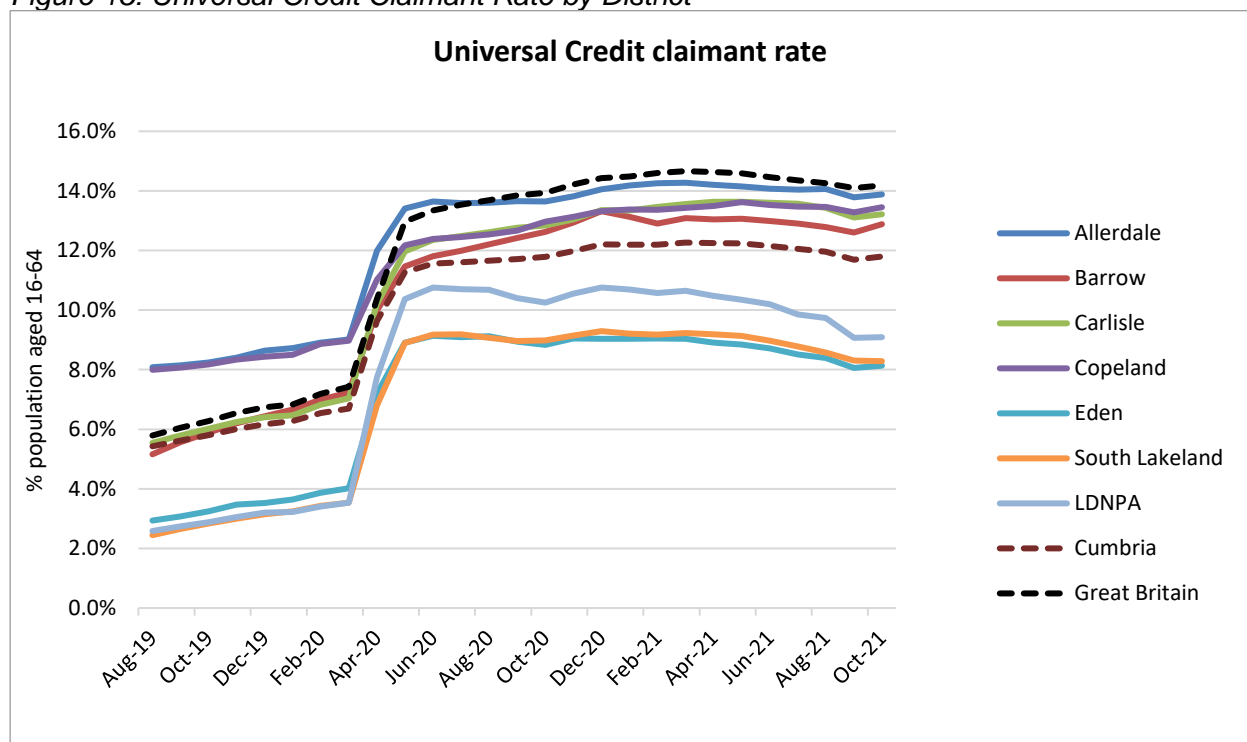
Source: DWP (due to disclosure control, age totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 14: Universal Credit Claimants by District



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

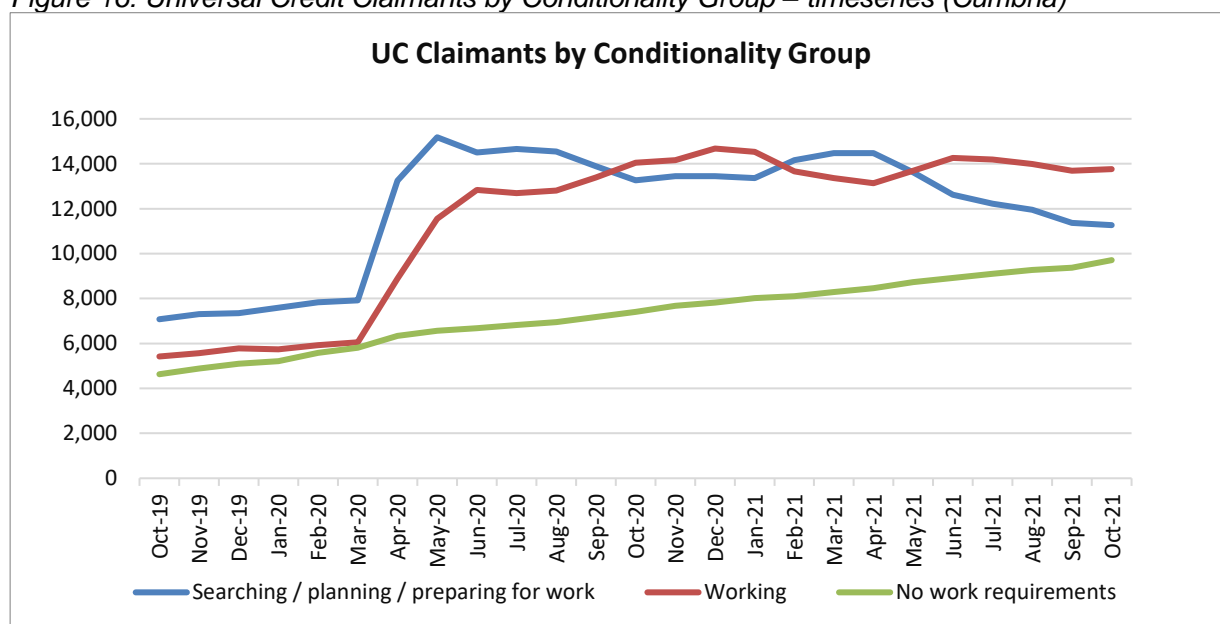
Figure 15: Universal Credit Claimant Rate by District



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 Oct there was another increase in the volume of those claiming while working (+77) and also in the number with no work requirements (+338) but a fall (-103) in the volume of those in the searching, planning, preparing for work group. Since May there have been more claimants in work than seeking work, something not seen before the pandemic and not seen at national level.

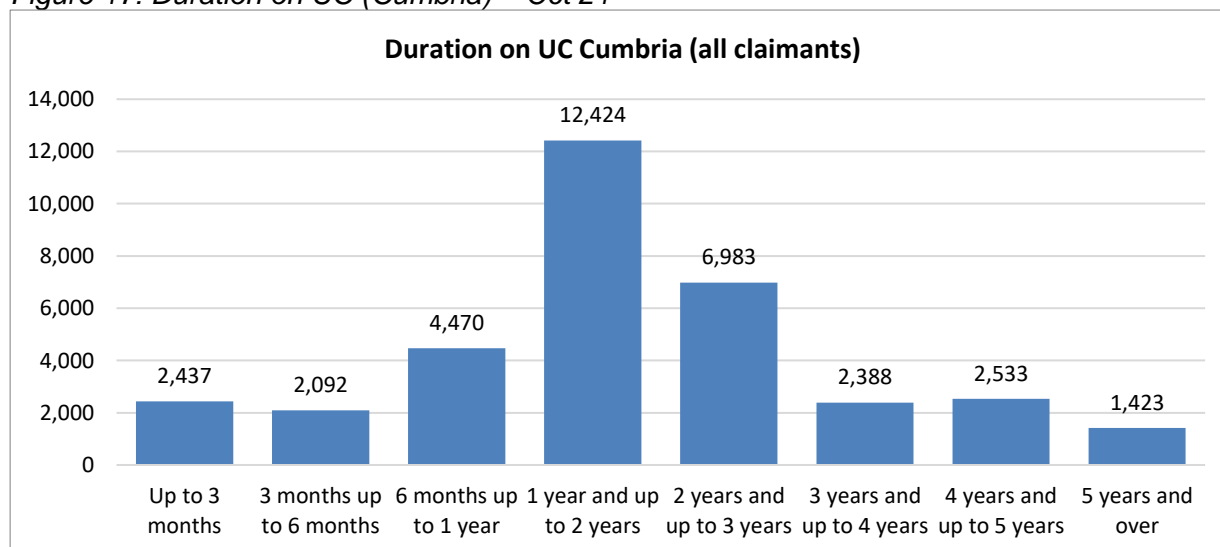
Figure 16: Universal Credit Claimants by Conditionality Group – timeseries (Cumbria)



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

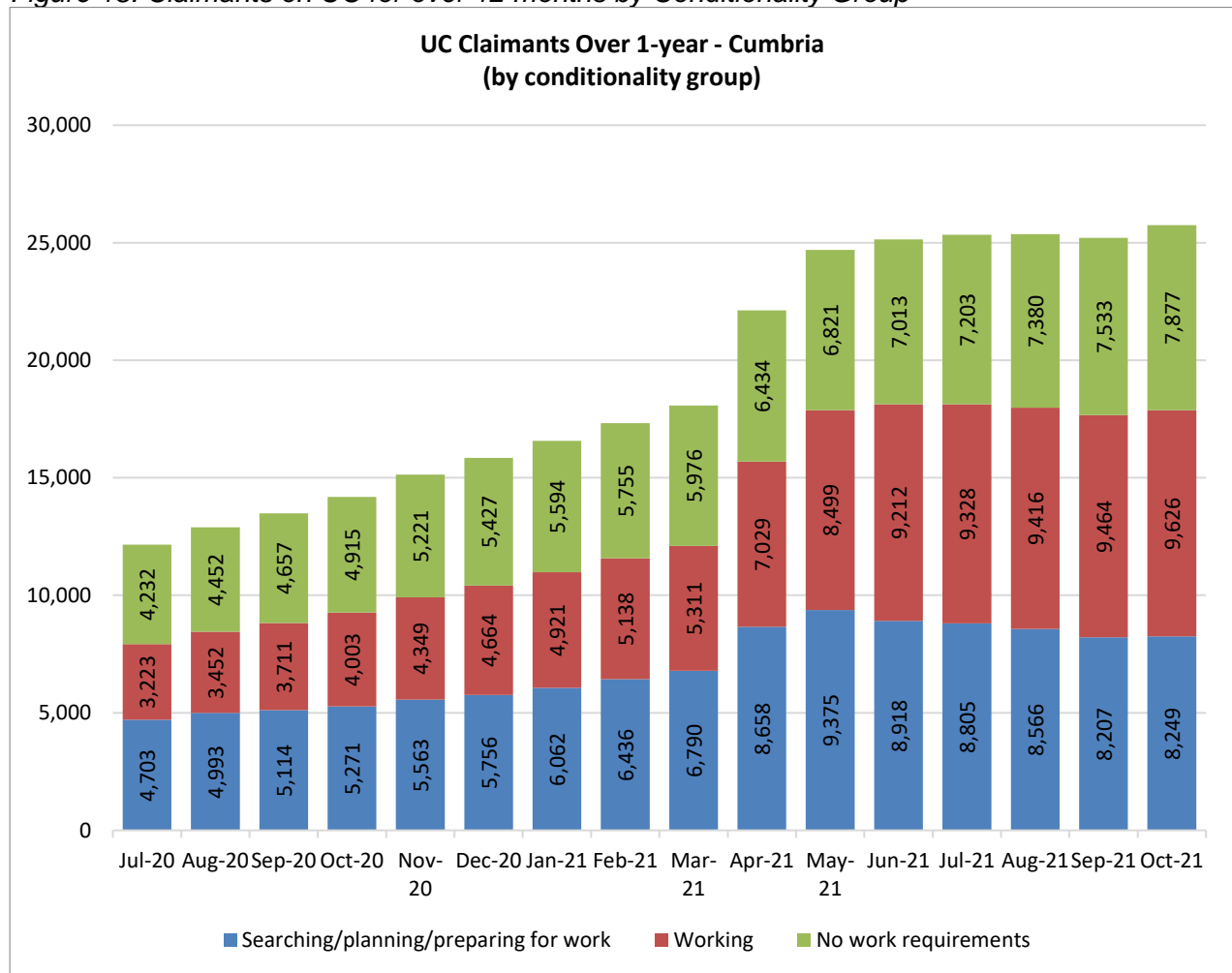
In Oct, almost three quarters of UC claimants (25,753, 74%) had been claiming for over 12 months an increase of 82% from the same month last year. The highest proportion of these long term claimants (37%) are in the working conditionality group (although they may have been in different groups during their time as a claimant).

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



Source: DWP via Stat-Xplore

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



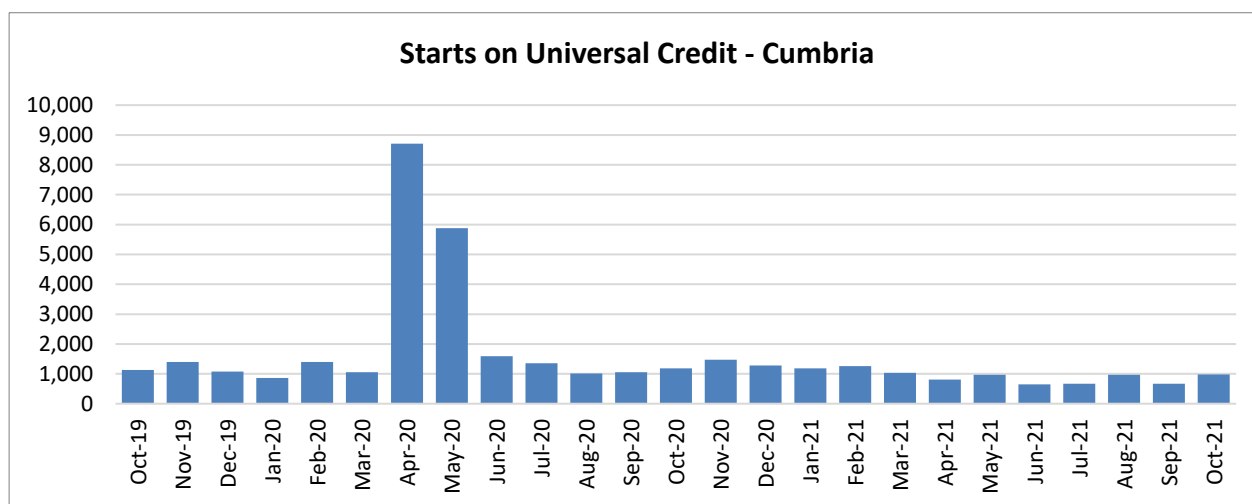
Source: DWP via Stat-Xplore

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

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 office to which the original claim was made. These figures are only released once a quarter.

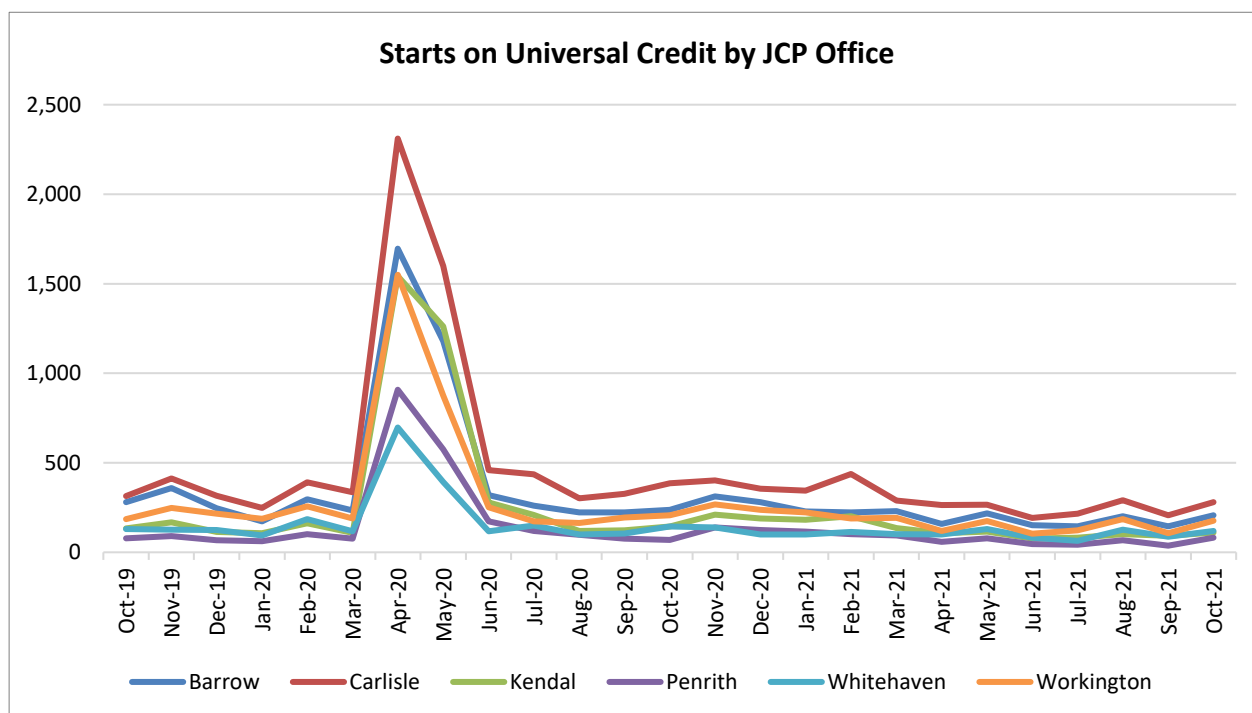
The data show that the number of UC claim starts rose significantly in spring last year in response to the pandemic with 8,712 new claims started in April followed by 5,882 the following month before dropping down significantly later in the year. However, starts are now back to more normal monthly levels.

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 February)

Data for **households** on Universal Credit are only released quarterly which puts them out of line with the data for individuals and in particular these data relate to a period when the furlough scheme was still in operation. The most recent household data are for Aug 2021 when there were 29,629 households on Universal Credit in Cumbria, a rise of 1,440 from the same month last year (+5% v +6% nationally) and 15,417 more than two years ago (+108%). However, this varied around the county with the number of households on UC falling year on year in Eden and South Lakeland but rising elsewhere.

Figure 21: Number of Households on Universal Credit by District

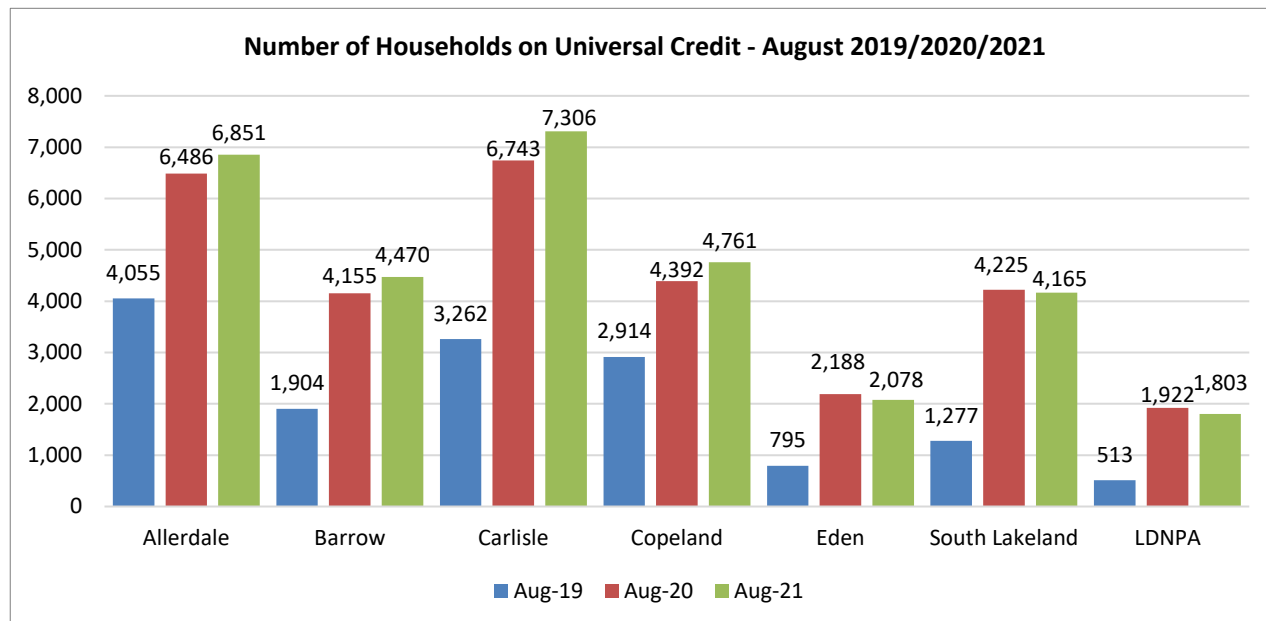
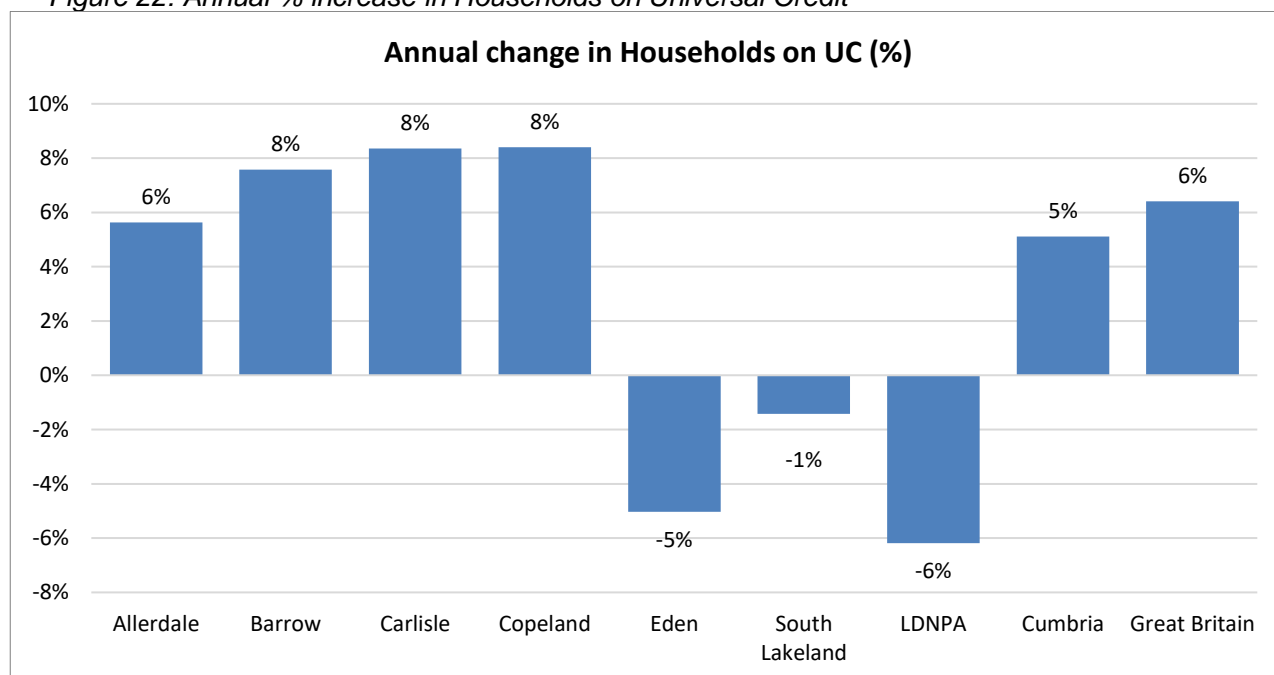


Figure 22: Annual % increase in Households on Universal Credit

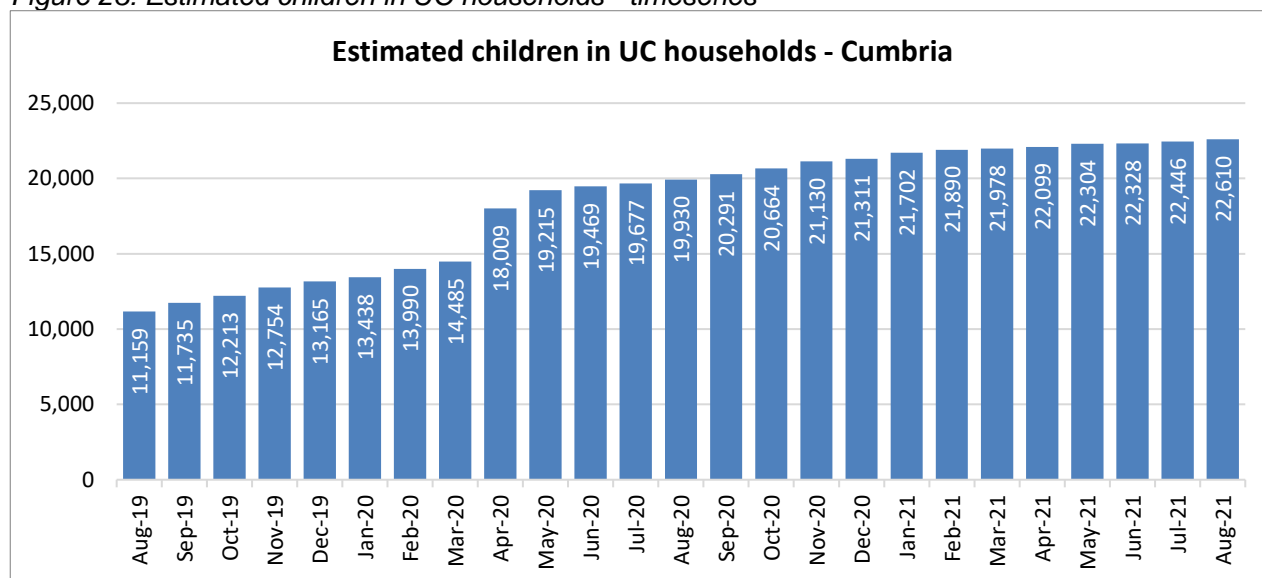


Source: DWP via Stat-Xplore Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of area within NP. LDNPA claimants are also included in the relevant district

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 22,610 children in Cumbria living in UC households. The number has risen by 2,680 (13%) from Aug last year and by 11,451 (103%) from two years ago. Carlisle has the highest volume of children living in UC households (5,867) followed by Allerdale (5,179).

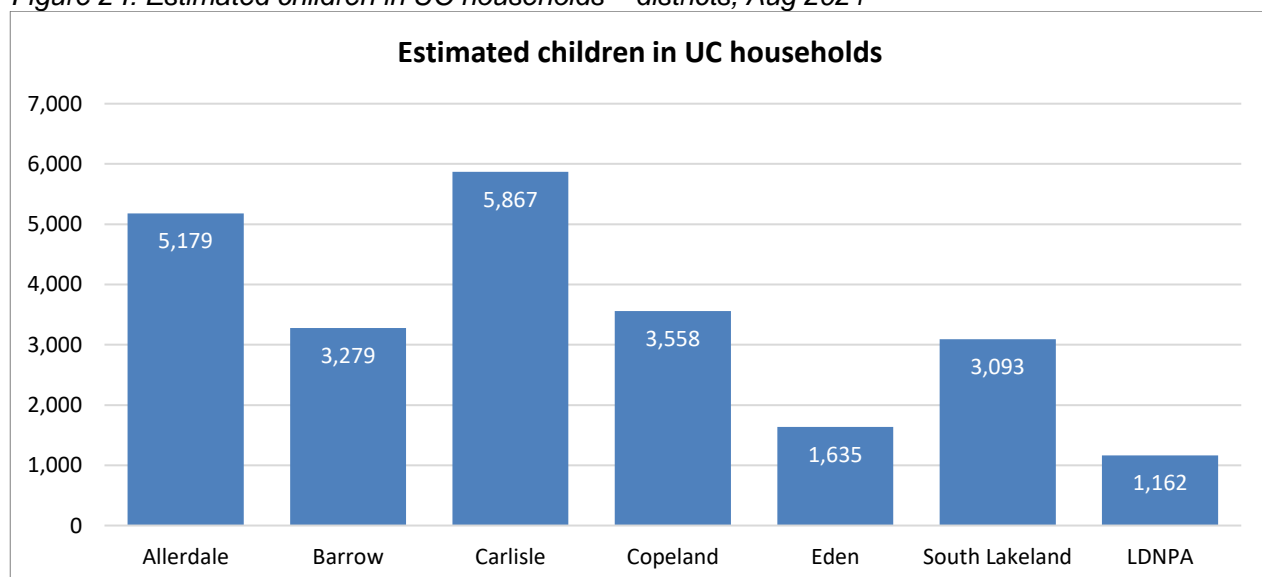
Note: in this data, a child is anyone declared as living in a household on Universal Credit who is under 20 and whose details have been verified by DWP

Figure 23: Estimated children in UC households - timeseries



Source: DWP via Stat-Xplore

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



Source: DWP via Stat-Xplore

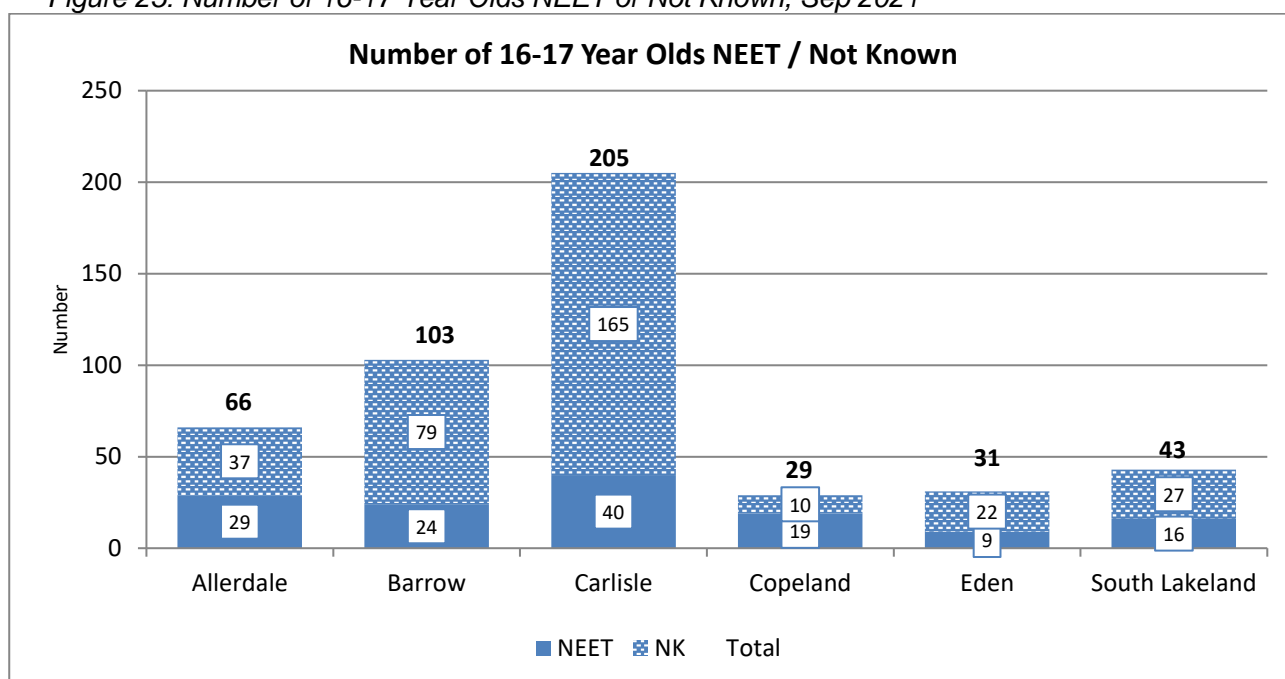
6. NEETs & Participation (released monthly)

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 also classed as NEET.

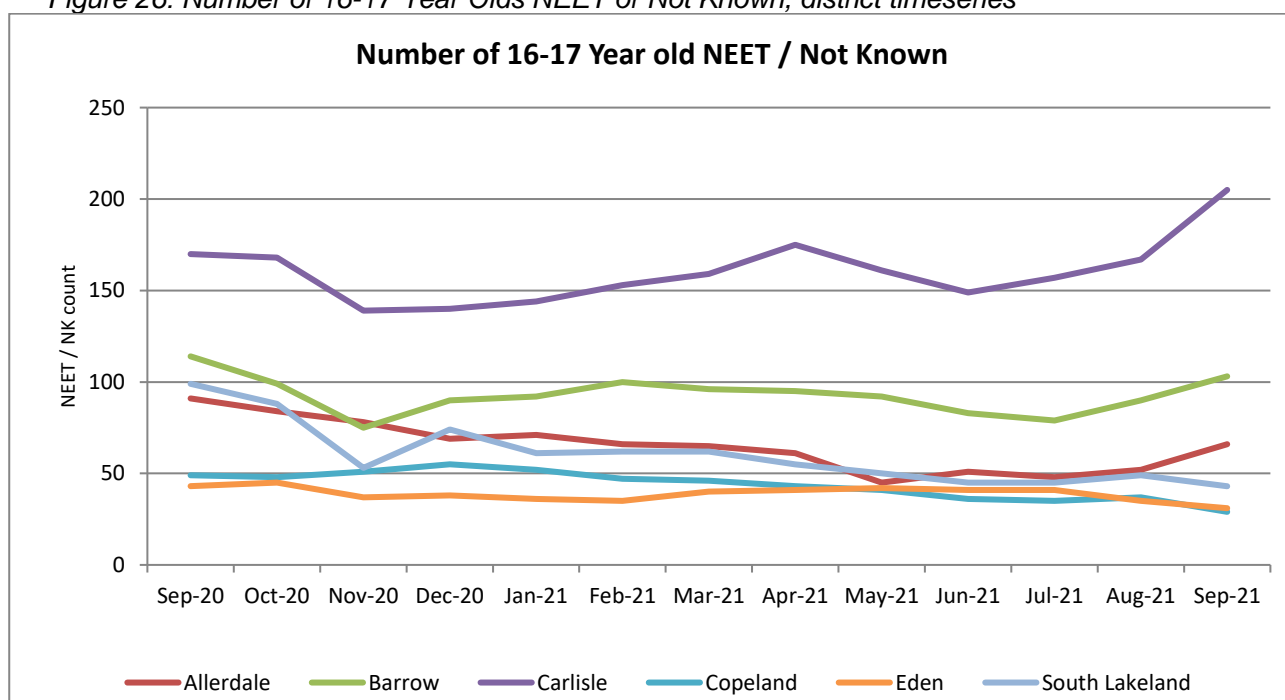
In Sep 2021, 500 16-17 year olds were classed as NEET in Cumbria (137 NEET and 363 whose status was Not Known), up by 53 from Aug but 101 lower than a year ago. This is an annual decrease of 16.8%. The highest number of NEET/NKs was in Carlisle where there were 205 followed by Barrow with 103. The number of NEETS rose in Sep in Allerdale, Barrow and Carlisle but fell in Copeland, Eden and South Lakeland.

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



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

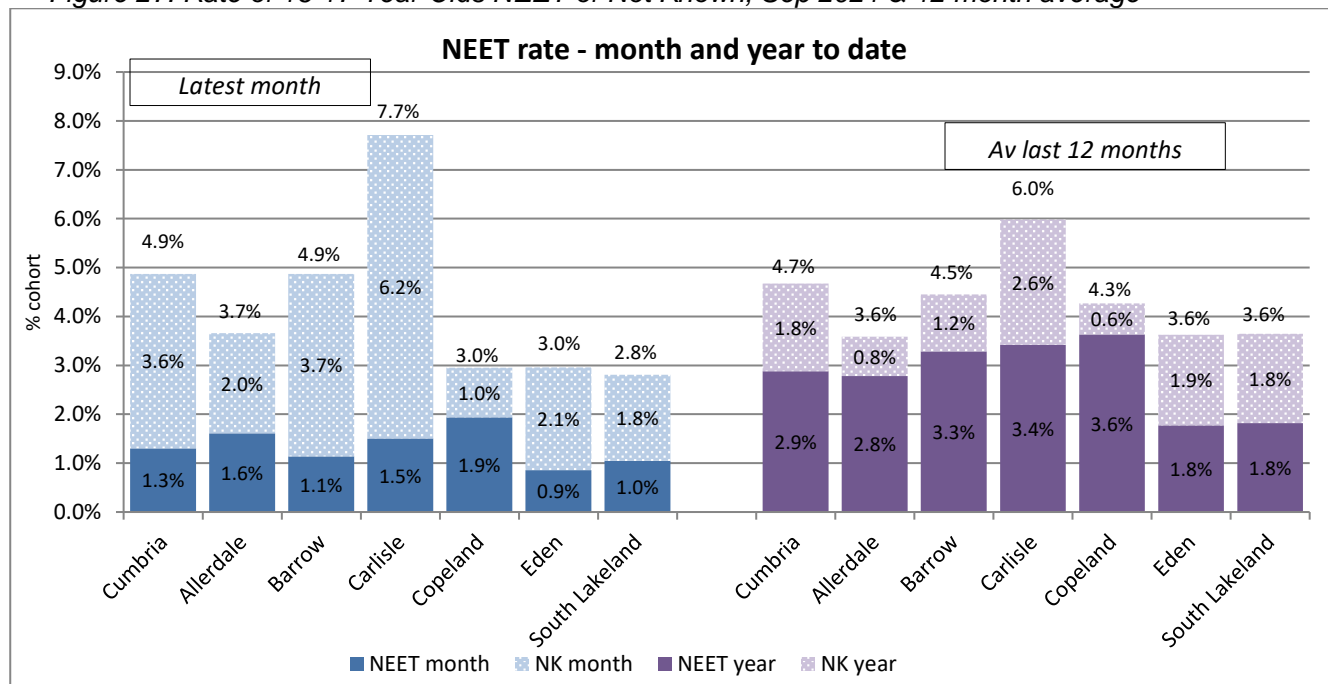
Figure 26: Number of 16-17 Year Olds NEET or Not Known, district timeseries



Source: Inspira / Cumbria Intelligence Observatory

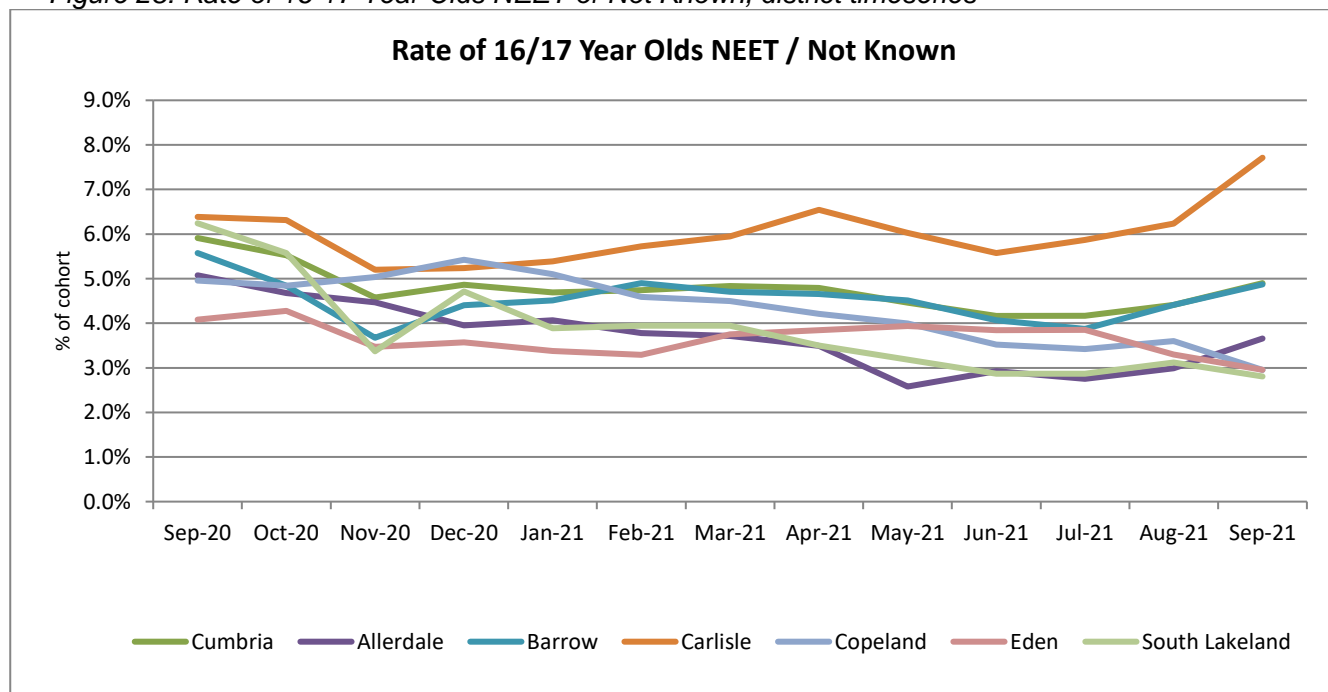
The county NEET/NK rate (% of cohort) was 4.9% in Sep 2021. Comparison with England is not appropriate at this time of year as, unlike Cumbria, many areas only track young people when schools/college courses are active. The highest local rates were in Carlisle (7.7%) and Barrow (4.9%). The NEET rate in Cumbria was up 0.5ppt from Aug but down 1.0ppt from a year ago. On average over the past 12 months the NEET rate in Cumbria has been 4.7%.

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



Source: Inspira / Cumbria Intelligence Observatory

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



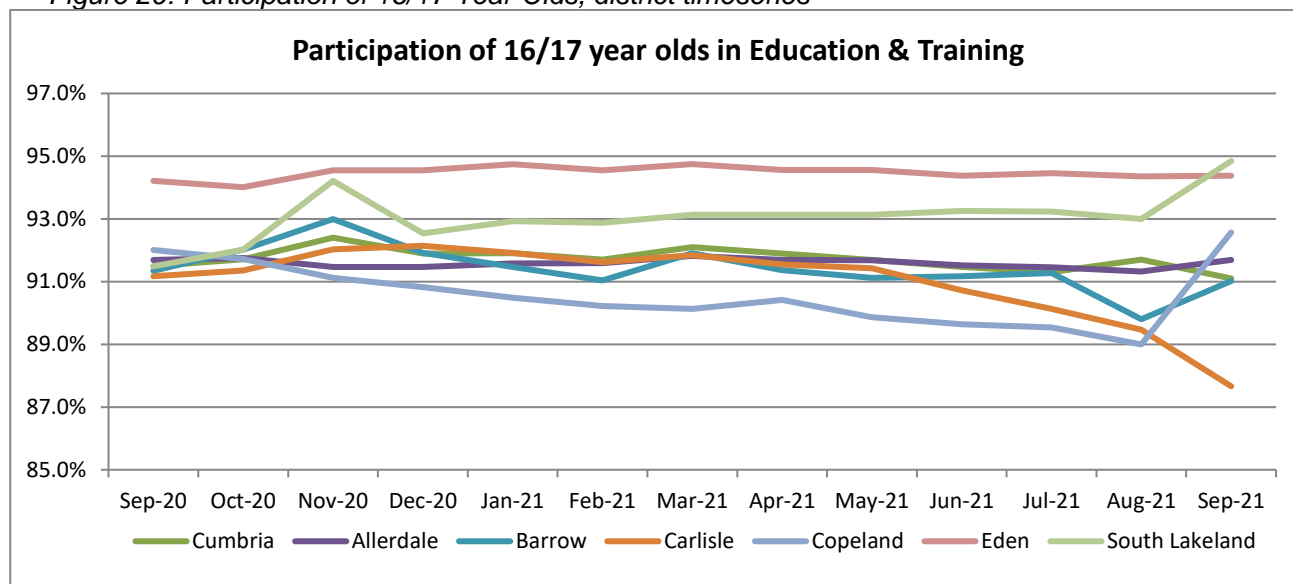
Source: Inspira / Cumbria Intelligence Observatory

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.

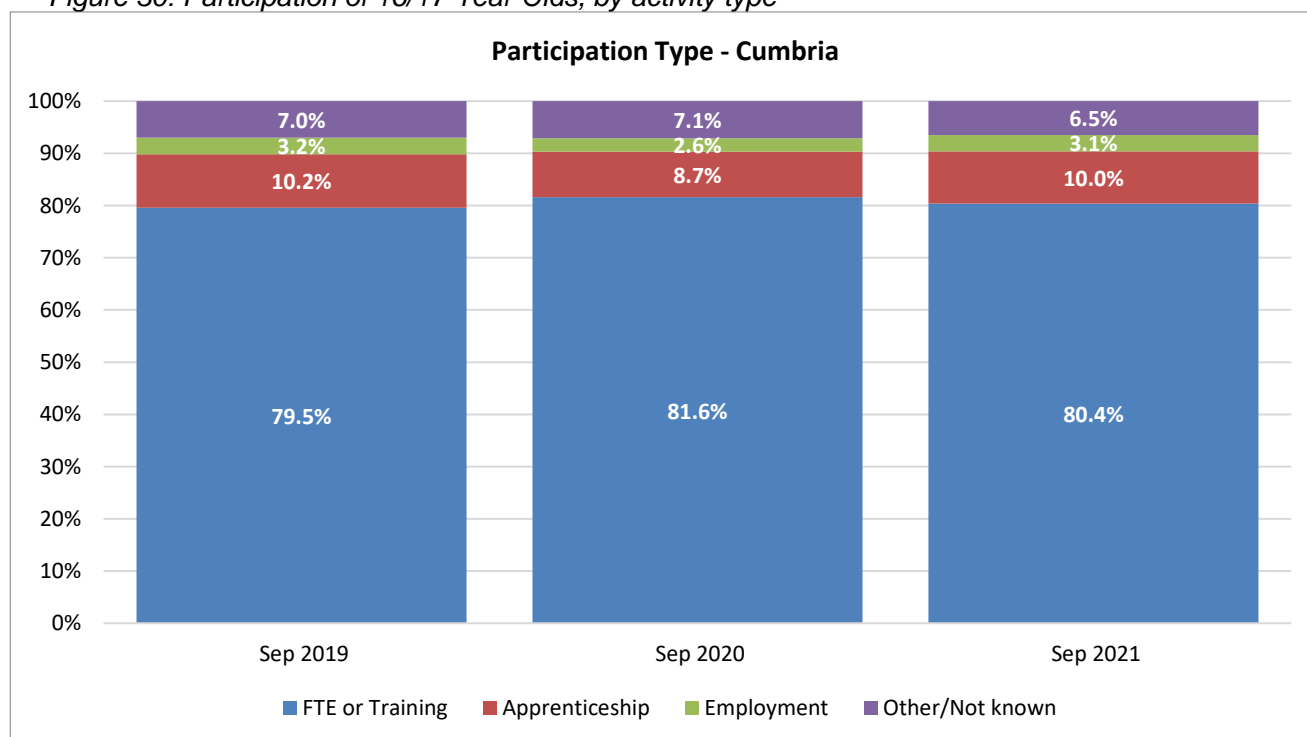
In Sep 2021, 91.5% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (80.2%) or by undertaking an apprenticeship (10%). The proportion undertaking an apprenticeship dipped in 2020 but is recovering and is now only slightly lower than the rate in Sept two years ago (when it was 10.2%).

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



Source: NCCIS

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



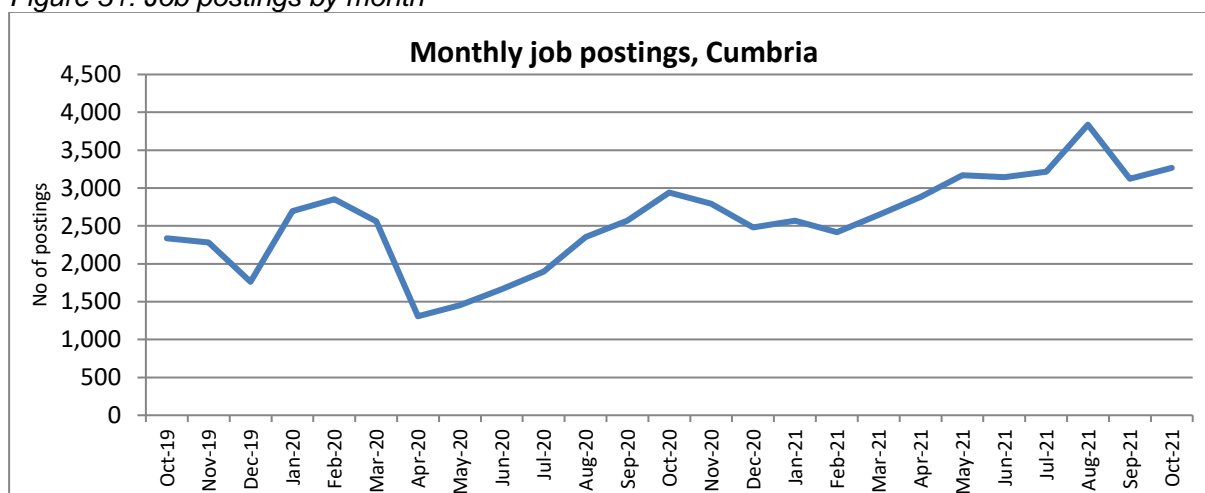
Source: NCCIS (district data not available)

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 Oct 2021 there were 3,267 new job postings in Cumbria which is 145 more than in Sep and 336 more than in Oct last year. It is also significantly higher than the same time of year two years ago (40% 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.

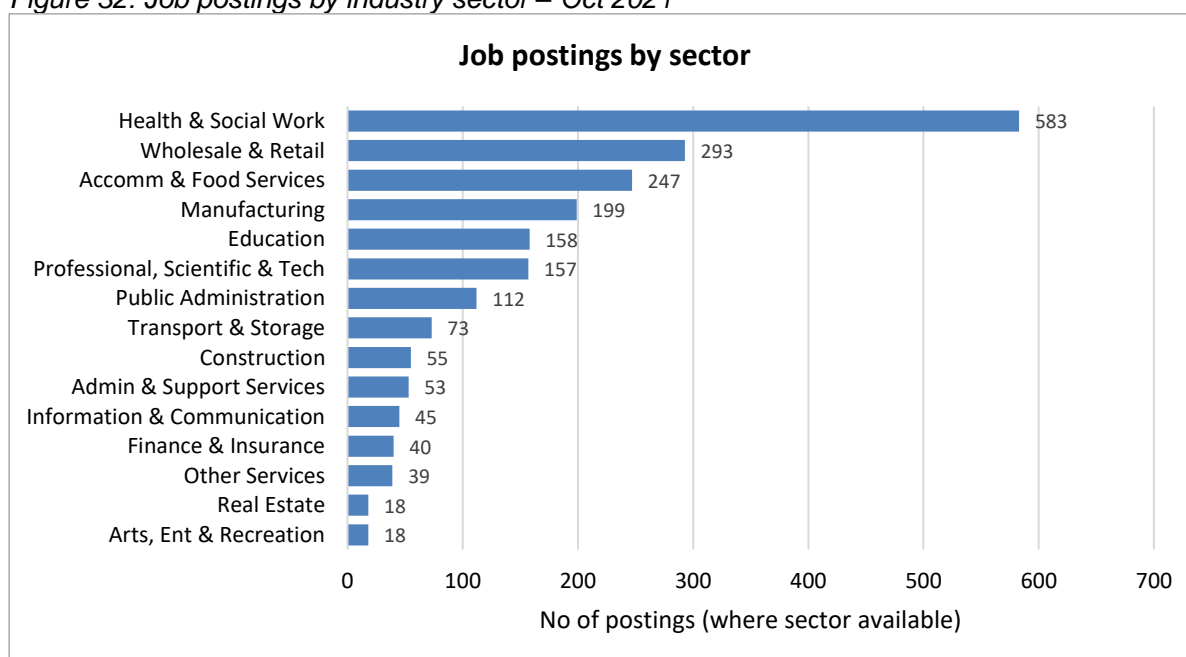
Figure 31: Job postings by month



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 Oct the sector with the most postings was health & social work (583) which accounts for over a quarter of all postings, followed by wholesale & retail (293) and accommodation & food services (247). Postings for hospitality are 94% higher than 2 years ago and retail jobs are 34% up, reflecting the ongoing high demand in these sectors.

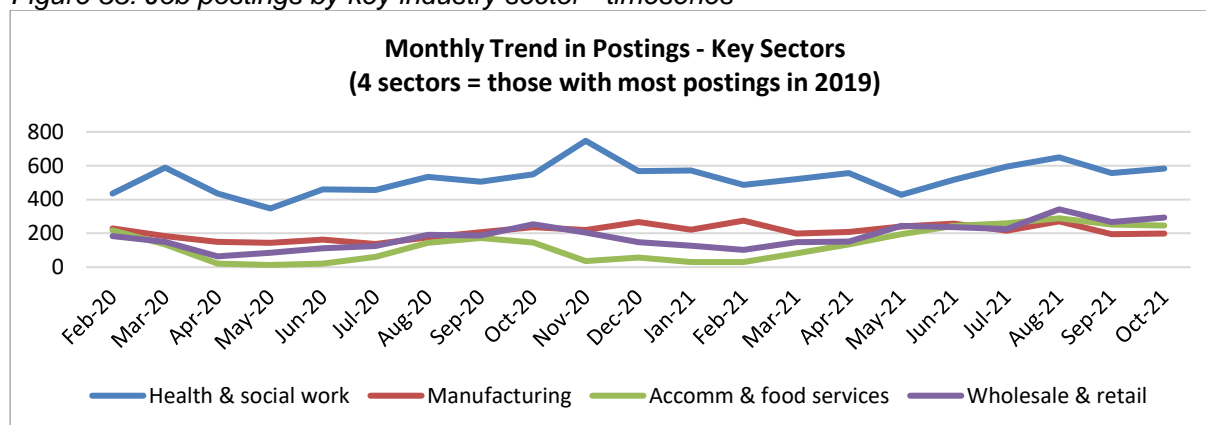
Figure 32: Job postings by industry sector – Oct 2021



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 Nov last year before returning to a more normal level and then experiencing another increase more recently (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.

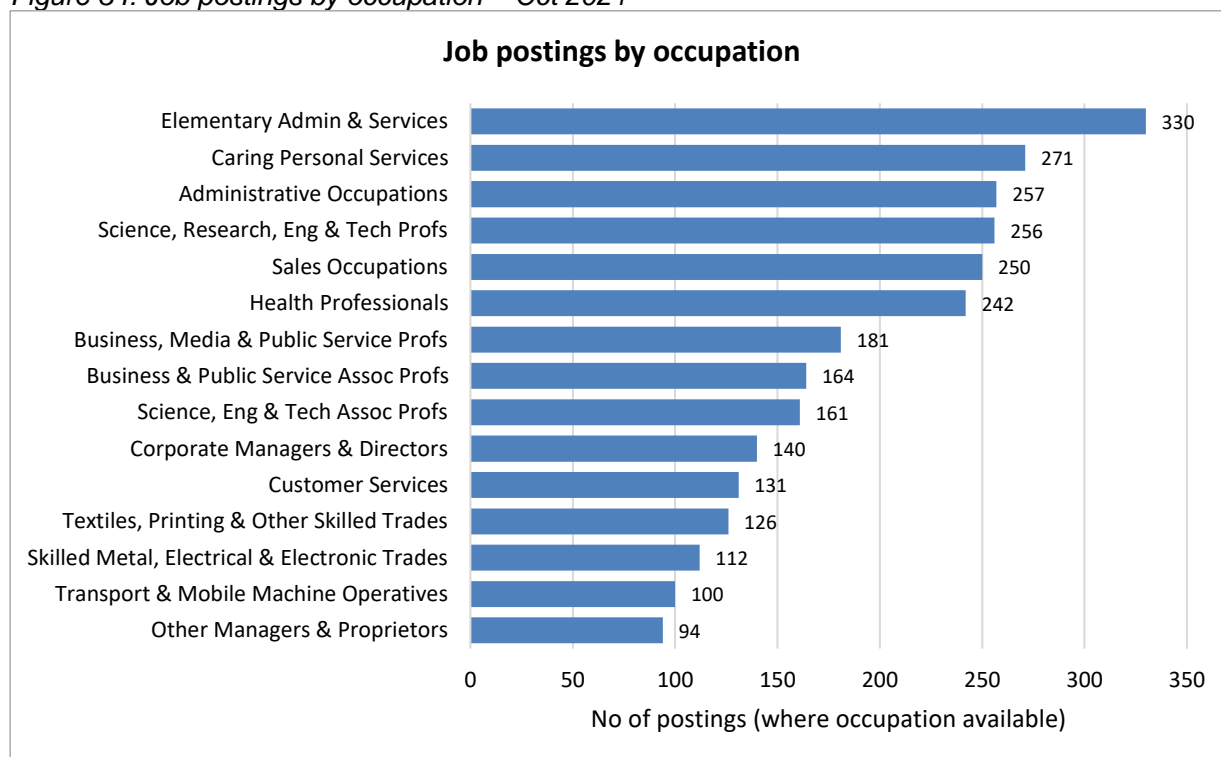
Figure 33: Job postings by key industry sector - timeseries



Source: Labour Insight (Burning Glass Technologies)

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

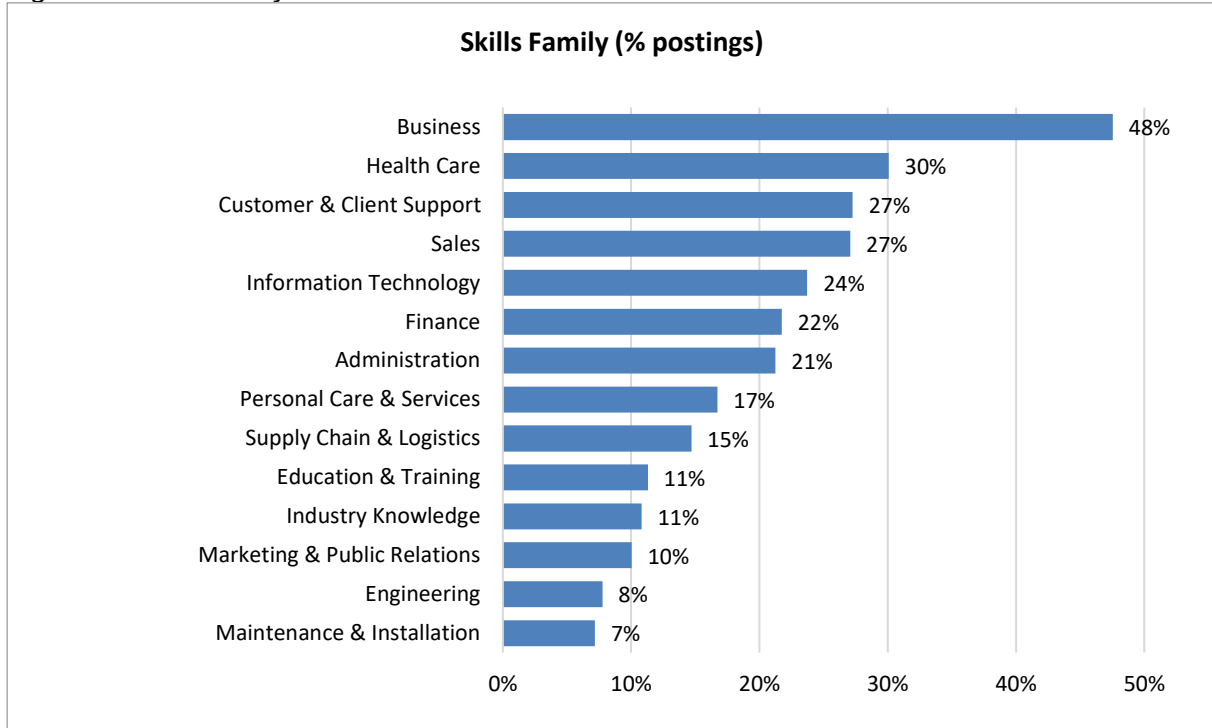
Figure 34: Job postings by occupation – Oct 2021



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 Oct postings contained almost 7,000 skills mentions. Over half of postings (which referred to specific skills) contained reference to business skills and a third to health care skills. Sales, IT, customer support and IT also feature highly.

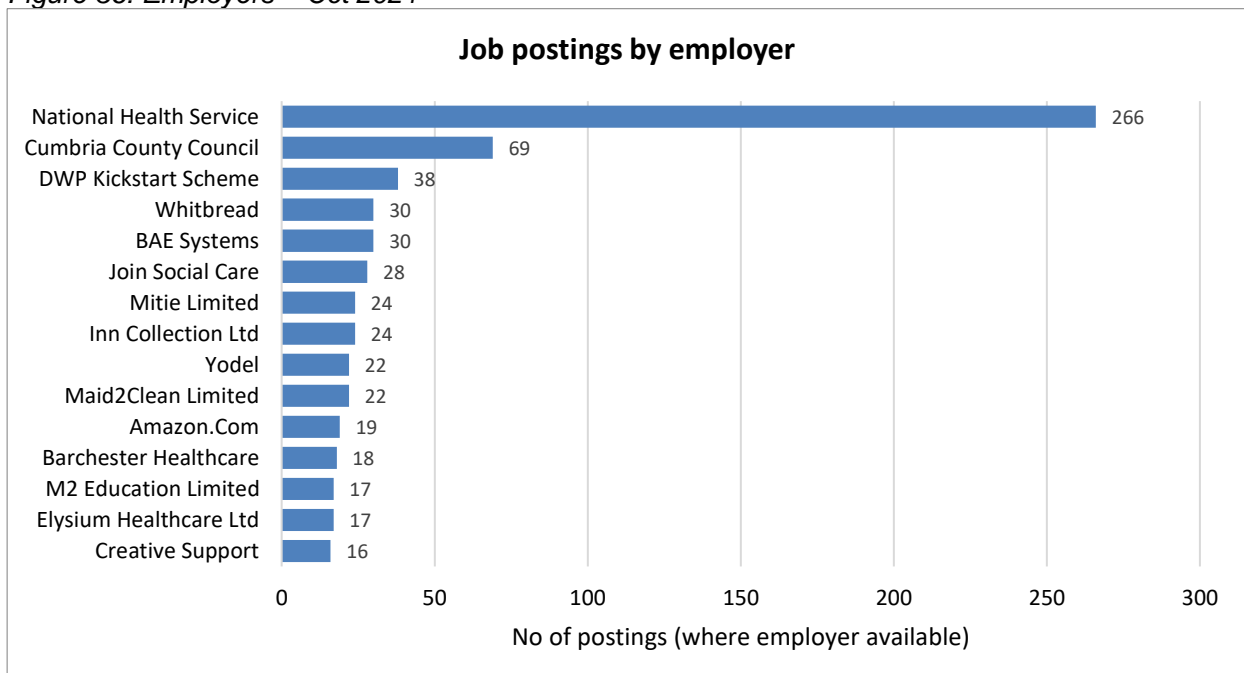
Figure 35: Skills family – Oct 2021



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 Cumbria County Council. For the first time, the system is now also picking up some Kickstart vacancies with 38 new ones posted during the month.

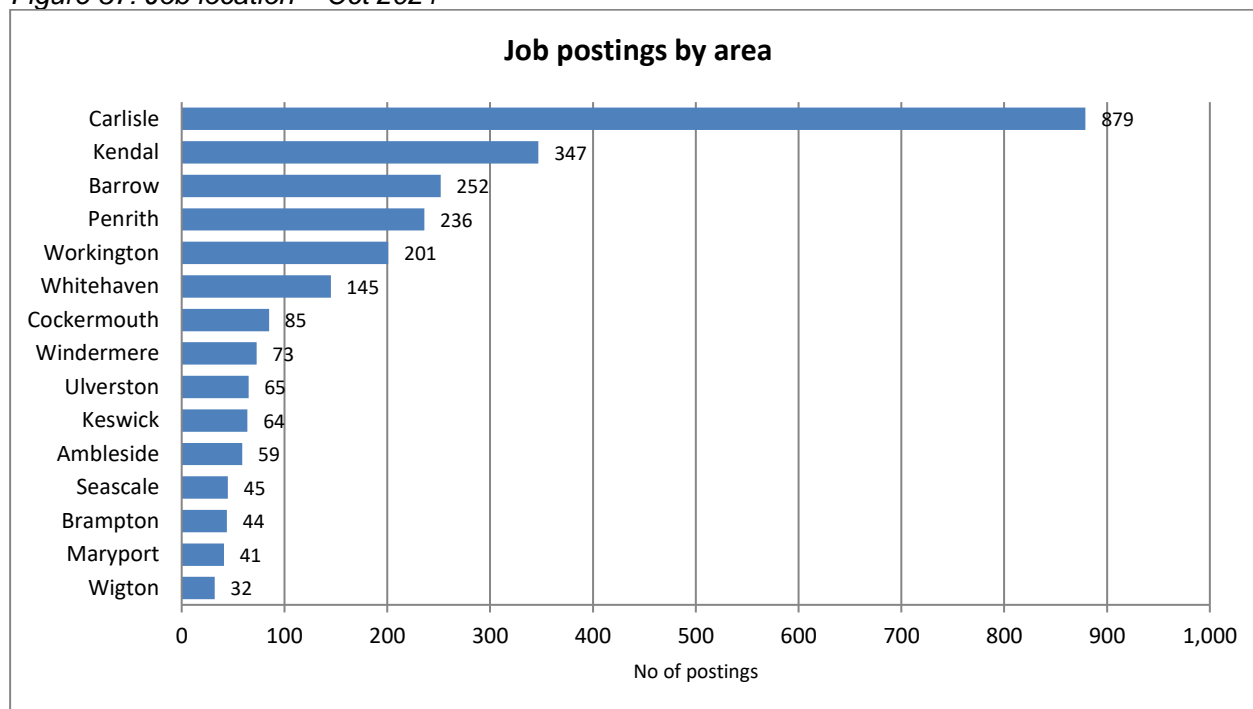
Figure 36: Employers – Oct 2021



Source: Labour Insight (Burning Glass Technologies)

Postings rose in all districts except Barrow in Oct. The specific location mentioned most frequently in postings was the Carlisle area (879) followed by Kendal (347).

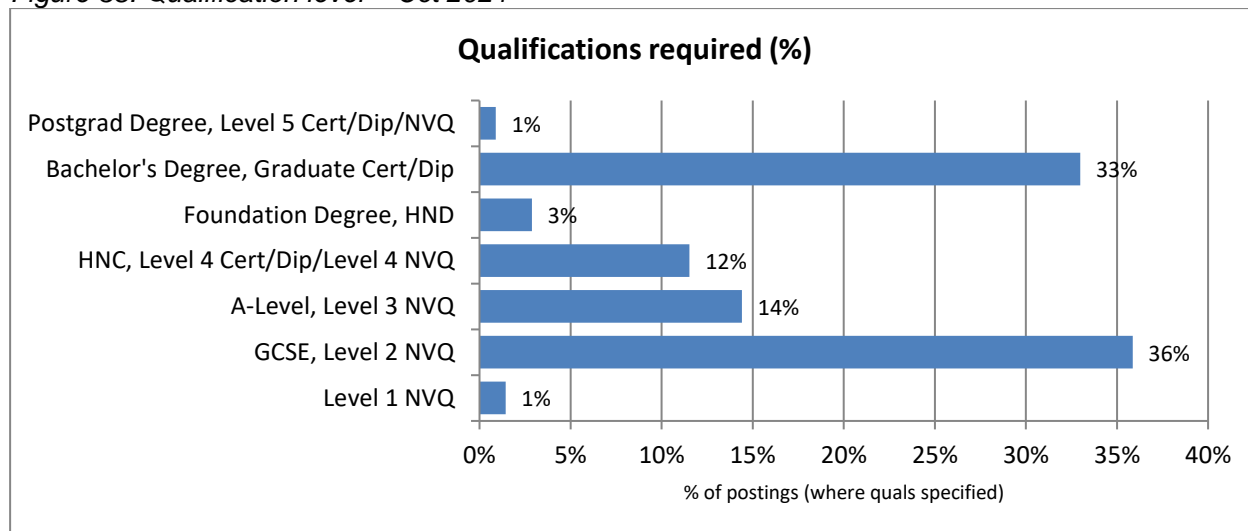
Figure 37: Job location – Oct 2021



Source: Labour Insight (Burning Glass Technologies)

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

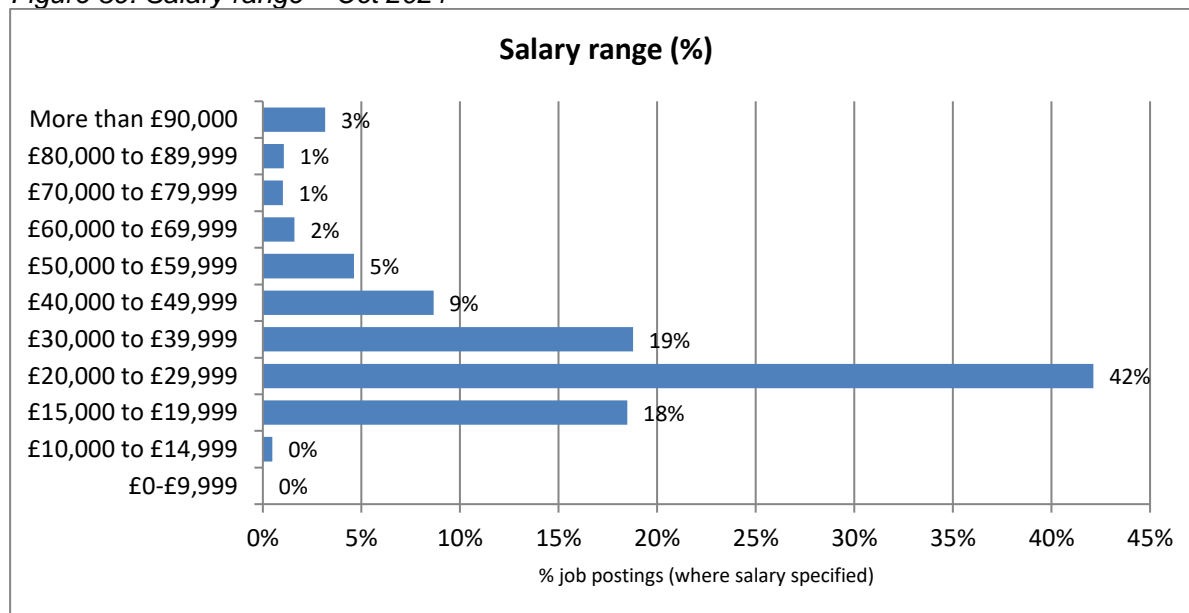
Figure 38: Qualification level – Oct 2021



Source: Labour Insight (Burning Glass Technologies)

Relatively few postings specify a salary, but where they were provided, over a third were offering salaries of £20,000-£29,999, and a fifth £30,000-£39,999 or £15,000-£19,999. The mean advertised salary was £32,400.

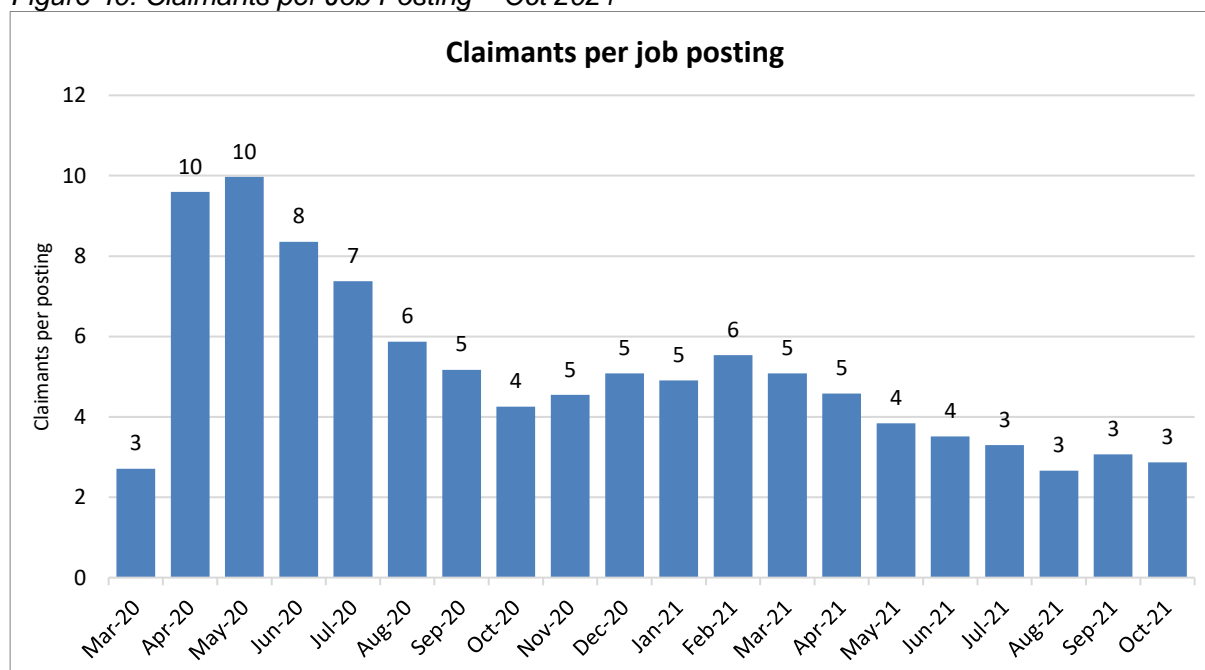
Figure 39: Salary range – Oct 2021



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 – Oct 2021



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

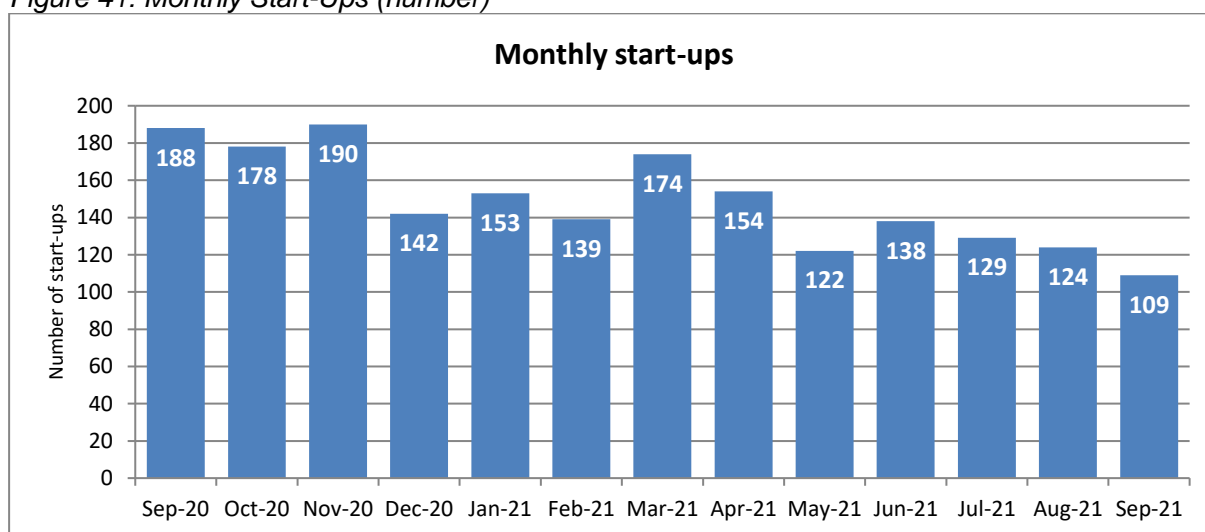
8. BUSINESS START-UPS

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 109 business start-ups in Cumbria in Sep 2021, a fall of 15 from Aug and 79 fewer than the same month last year when there was a surge in activity after the first lockdown. Over the quarter (Jul-Sep) there were 362 start-ups which is 52 fewer than last quarter and 210 fewer than the same quarter last year.

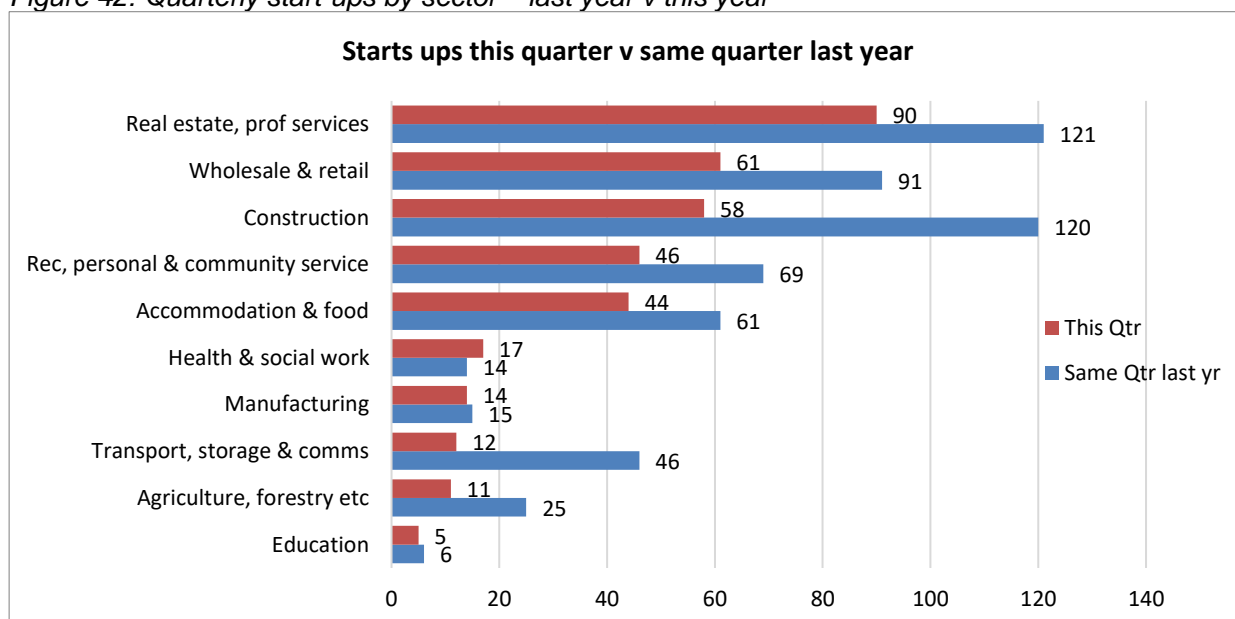
Figure 41: Monthly Start-Ups (number)



Source: BankSearch

The highest volume of start-ups in the quarter (Jul-Sep) was in real estate, prof services & support activities (90) followed by wholesale & retail (61), both well down on the same time last year.

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



Source: BankSearch

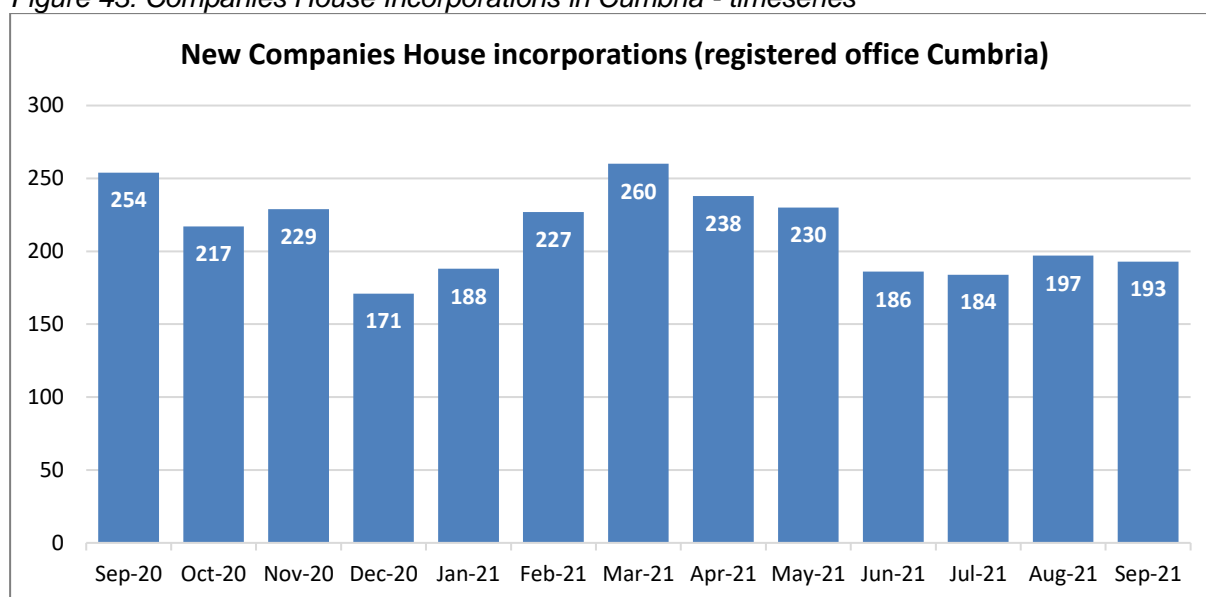
8b: New Companies House Incorporations

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 193 new Companies House incorporations in Sep 2021, a fall of 4 from Aug and 61 fewer than the same month last year. New registrations fell in Barrow, Copeland and Eden, were unchanged in Carlisle and increased in Allerdale and South Lakeland.

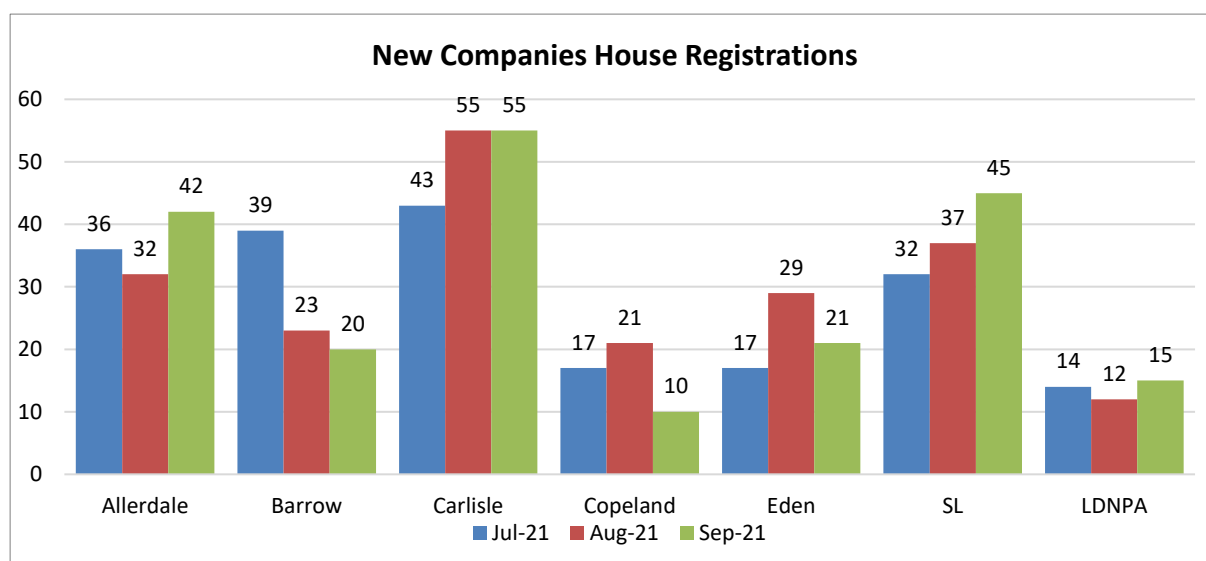
It should be noted that activity throughout the pandemic has been influenced by the pausing and subsequent resumption of activity at Companies House. Therefore, trends in this data should be viewed with a degree of caution.

Figure 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



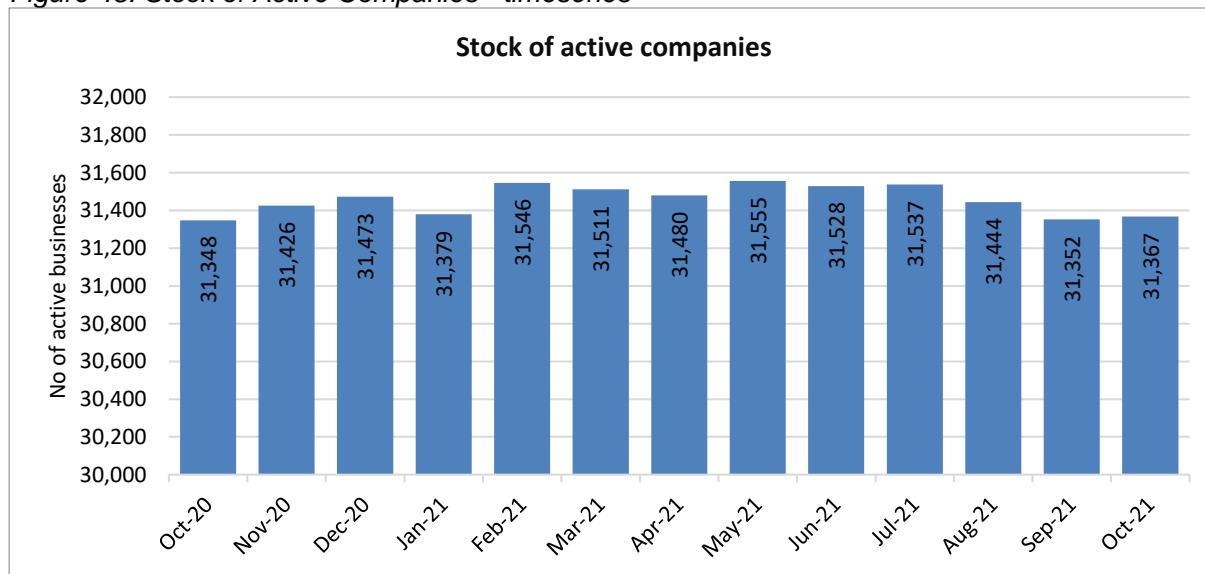
Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

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.

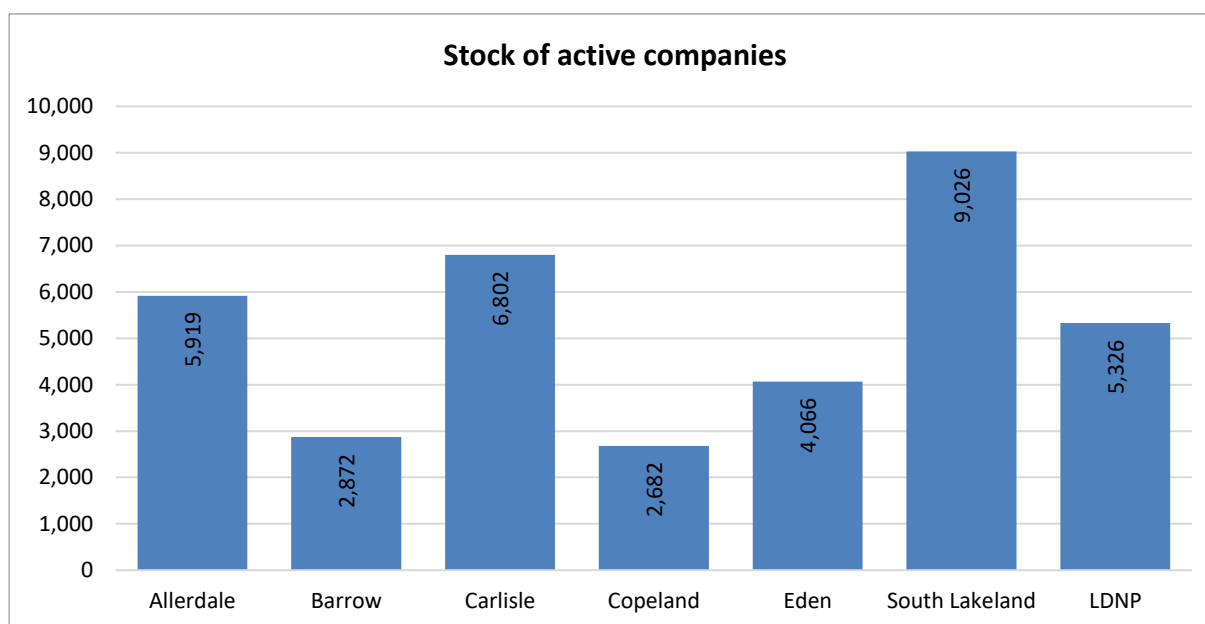
At the end of Oct 2021 there were 32,570 entries on the FAME database for Cumbria, an increase of 1,126 from last month. The number of businesses dissolved/entering liquidation in Cumbria was 251 in Oct and 3.4% of businesses had a high risk credit score well below the national average of 5.8% (NB: only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

Figure 45: Stock of Active Companies - timeseries



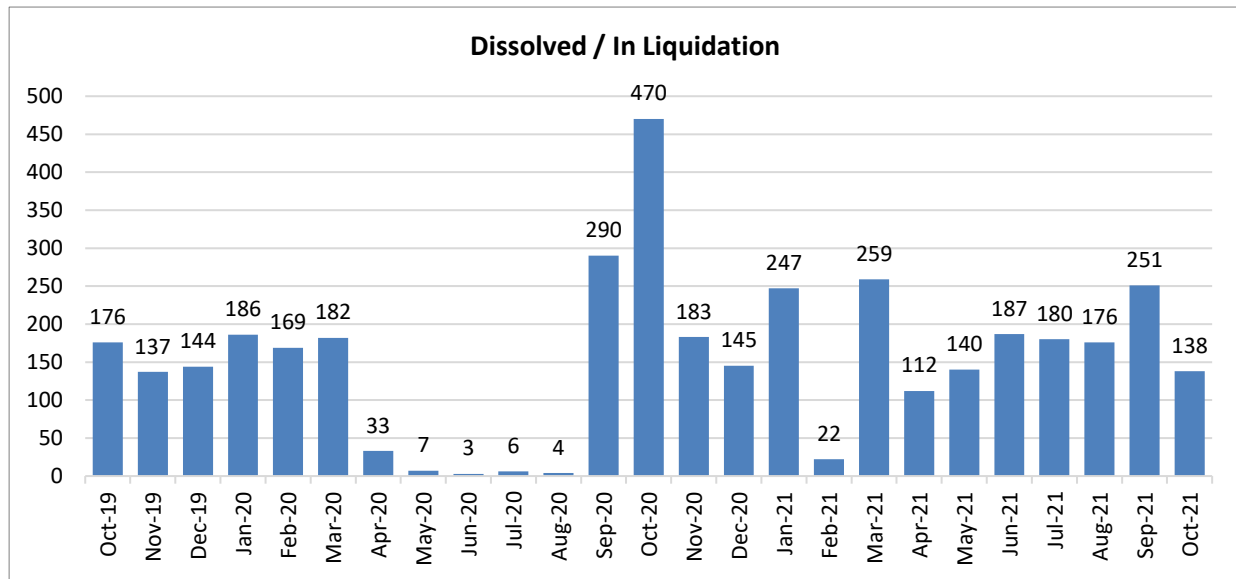
Source: FAME (Bureau Van Dijk)

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



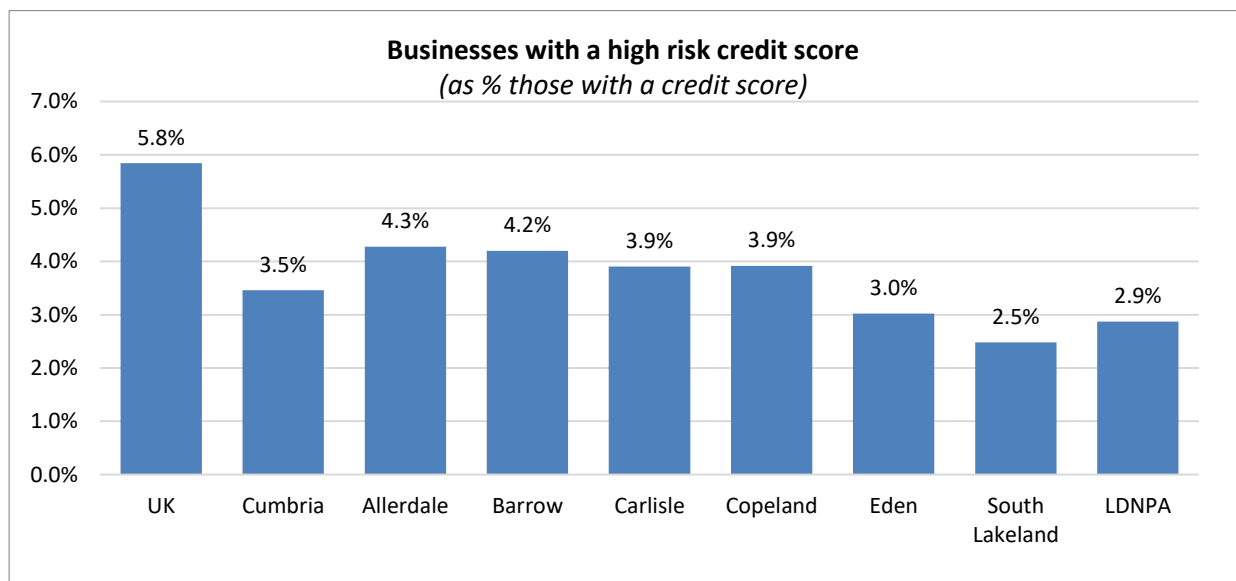
Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district

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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