Labour Market Briefing Dec 2021

Cumbria Intelligence Observatory

Introduction

This briefing contains the most recent data from the standard Claimant Count and Universal Credit registers (both counts taken on **11th Nov**). 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 220,730 payrolled employees resident in Cumbria in Nov 2021, an increase of 1,110 from Oct (0.5%). This means there are 7,275 more payrolled employees resident in Cumbria than this time last year (+3.4%) and 1,990 more than two years ago (+0.9%). 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 Nov in Cumbria were £1,865 which is 93% of the UK average. They were highest in West Cumbria (98% 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 5.4% which is higher than the UK growth of 4.7%.

- There were 8,960 claimants of JSA / UC (out of work and seeking work) on 11th Nov which is 280 fewer than in Oct. The count fell in all districts except South Lakeland where it rose by 15. The largest falls were in Allerdale (-130) and Carlisle (-70). It is reassuring that the downward trend in unemployment has continued despite the end of the furlough scheme.

- Compared to the same time last year, the claimant count is 3,750 lower (-29.5%) but it is still substantially higher than the level seen 2 years ago (+2,305 / +35%).

- The claimant rate in Cumbria fell to 3.0% in Nov, a fall of 0.1 and it remains below the national rate of 4.6% in all parts of Cumbria.

- Compared to a year ago, the claimant rate in Cumbria is 1.3 percentage points lower, down from 4.3% to 3.0%. However compared to the same time 2 years ago, the claimant rate is still 0.7ppt 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 (6.5% v 5.7%) and Carlisle where rates for 25-34 year olds remain above the national average (6.0% v 5.8%).

- There were 34,518 claimants of Universal Credit in Cumbria on 11th Nov (in work, out of work, not required to seek work), a rise of 284 (0.8%) from the revised Oct figure. This is 773 (-2.2%) fewer than a year ago and 16,776 (95%) 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 11.7% in Nov compared to 14.1% 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.
- 25,809 (75%) of UC claimants had been claiming for more than 12 months in Nov, an increase of 359 from Oct and 18,802 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 370 young people (aged 16/17) classed as NEET (inc not knowns) in Oct, down by 130 since Sept (when counts are always high) and 191 fewer than a year ago when the pandemic was having a significant impact on work related opportunities for young people.
- The NEET rate was 3.5% in Cumbria in Oct, down 1.3 from Sep and down 1.9 from the same time last year.
- The participation rate for 16/17 year olds was 92.4% in Oct. The proportion participating by undertaking an apprenticeship dipped significantly last year but is recovering and is now 10.2% which is just 0.6% lower than two years ago and is the highest in England.
- 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 3,604 job postings in Nov, 337 more than in Oct and 809 more than in Nov last year. This is also significantly higher than Nov two years ago (+58%), 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.
- Health professionals and elementary admin occupations were the most sought after occupations in Nov followed by caring personal services 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 Nov there were 2 claimants per new job posting in Cumbria which is down from 3 in recent months and demonstrates the tightness of the labour market as a result of the increase in vacancies exceeding the increase in claimants - 58% more job postings v 35% more claimants in Nov compared to 2 years ago.
- There were 333 business start-ups in the quarter ending Oct which is 56 fewer than last quarter and 195 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 (84), wholesale & retail (54) and accommodation & food services (47).
- There were 185 new Companies House incorporations in Oct, a fall of 8 from Sep and 32 fewer than in Oct last year.
- There were 31,263 active companies in Cumbria at the end of Nov, 104 fewer more than in Oct.
- There were 157 businesses dissolved/in liquidation during Nov 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).

- August to October 2021 estimates show a continuing recovery in the labour market, with a quarterly increase in the employment rate, while the unemployment rate decreased.
- Total hours worked increased on the quarter, due to the relaxing of some coronavirus (COVID-19) restrictions, but are still below pre-coronavirus levels.
- The UK employment rate was estimated at 75.5%, 1.1 percentage points lower than before the coronavirus pandemic (December 2019 to February 2020), but 0.2 percentage points higher than the previous quarter (May to July 2021).
- The UK unemployment rate was estimated at 4.2%, 0.2 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 21.2%, 1.0 percentage point higher than before the pandemic, and 0.1 percentage points higher than the previous quarter.
- The number of job vacancies in September to November 2021 continued to rise to a new record high of 1,219,000; this was an increase of 434,500 from its pre-coronavirus (COVID-19) pandemic level (January to March 2020), with 13 of the 18 industry sectors showing record highs.
- On the quarter, the rate of growth continued to slow down, and in September to November 2021, vacancies rose by 184,700 (17.9%) (down from a 270,300 (35.4%) increase last quarter); the largest quarterly increase was seen in Human health and social work at 26,000 (15.2%).
- The rate of quarterly growth varied across industries in September to November 2021, with all but one industry displaying positive growth; water supply, sewerage, waste management and remediation services had the highest growth at 41.7%, while electricity, gas, steam and air conditioning supply fell by 1.7% over the same period.
- The total number of workforce jobs in the UK in September 2021 was estimated to be 35.1 million, despite being down by 525,000 from December 2019; this shows an improving jobs market, following three consecutive quarters of growth helping to reduce the jobs deficit from pre-coronavirus pandemic levels.
- Growth in average total pay (including bonuses) was 4.9% and growth in regular pay (excluding bonuses) was 4.3% among employees in August to October 2021.
- Previous months' strong growth rates were affected upwards by base and compositional effects; these temporary factors have largely worked their way out of the latest growth rates, but a small amount of base effect for certain sectors may still be present.
- In real terms (adjusted for inflation), total and regular pay continues to grow at a faster rate than inflation, at 1.7% for total pay and 1.0% for regular pay.
- Average total pay growth for the private sector was 5.4% in August to October 2021, while for the public sector, it was 2.7%; all sectors saw growth, with the finance and business services sector seeing the largest growth rate at 7.7%.

## 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. Employees are recorded at their place of residence not their place of work and latest month figures are always a "flash estimate" which are revised in the subsequent publication. Furloughed employees <u>are</u> included in the counts as they were still paid through the HMRC system. Unless otherwise stated, figures presented here are seasonally adjusted.

NB: District data are only released every quarter (next release Mar 2022). The ITL areas of West Cumbria (Allerdale, Copeland, Barrow) and East Cumbria (Carlisle, Eden, South Lakeland) are released every month.

3a. Payrolled employees (seasonally adjusted)

There were estimated to be 220,730 residents in Cumbria in payrolled employment in Nov, an increase of 1,110 from Oct and 7,275 more than a year ago. This means levels are now higher than those seen at the same time of year two years ago (0.9%).

Figure 1: Payrolled employees - Cumbria

Payrolled employees - Cumbria
(seasonally adjusted)
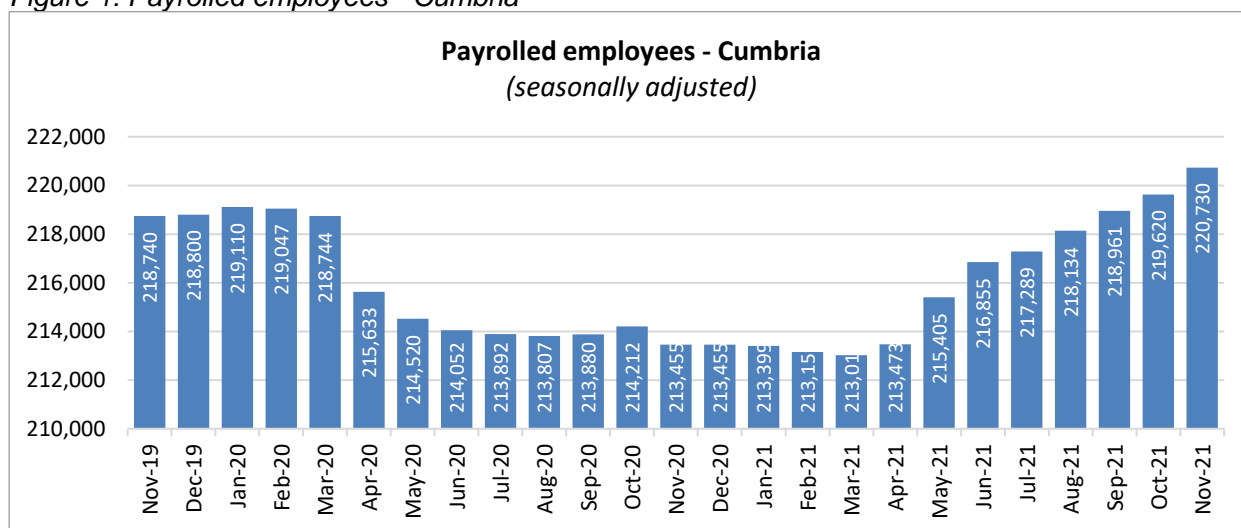
Source: HMRC / ONS Latest month data are always provisional.

Figure 2: Payrolled employees – Seasonally adjusted

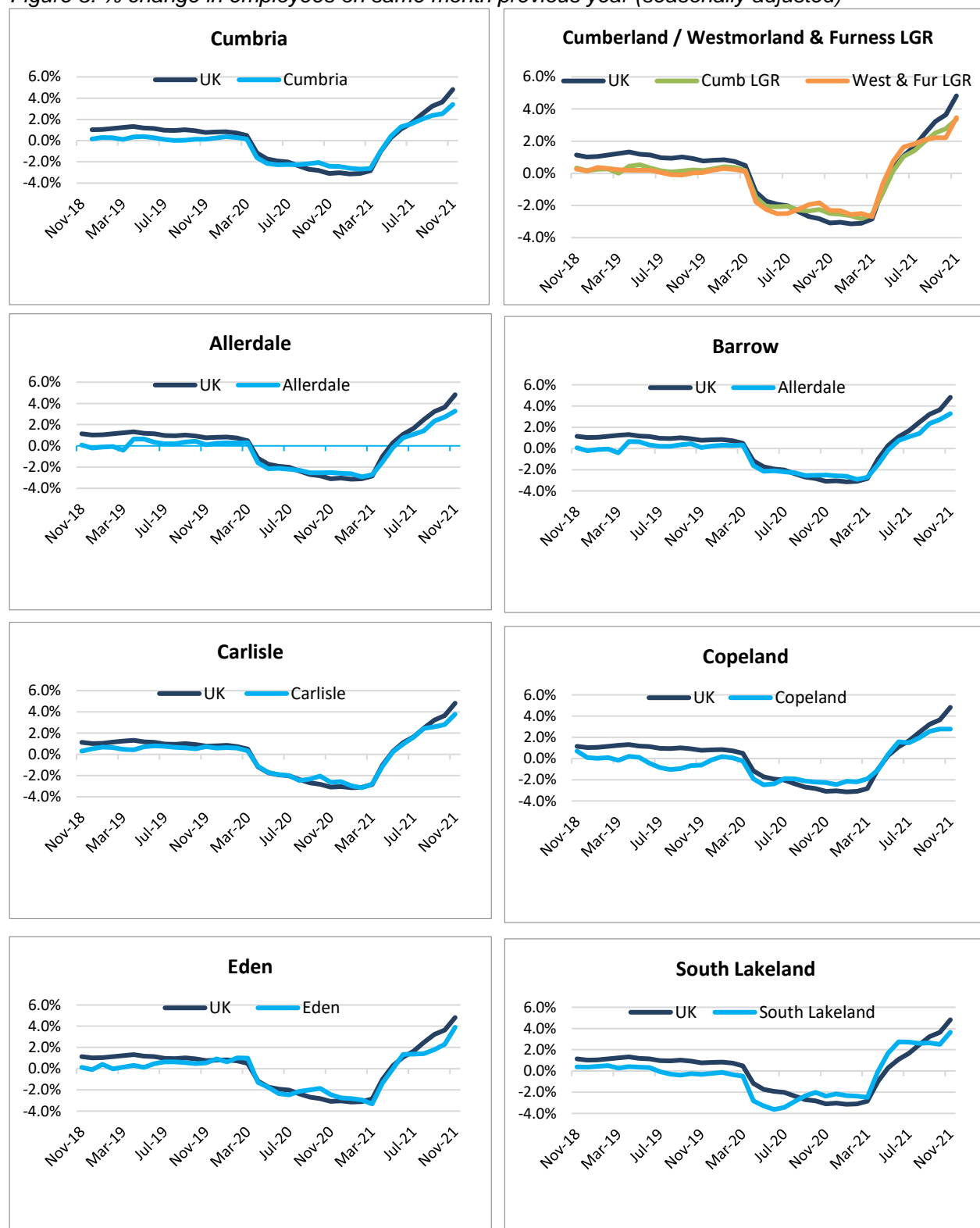| Payrolled employees - Seasonally Adjusted							
	Nov-21	**Month change**		**One year change**		**Two year change**	
UK	29,432,270	257,278	0.9%	1,353,309	4.8%	456,899	1.6%
England	24,974,328	227,270	0.9%	1,160,469	4.9%	393,715	1.6%
Cumbria	220,730	1,110	0.5%	7,275	3.4%	1,990	0.9%
Allerdale	41,700	168	0.4%	1,323	3.3%	282	0.7%
Barrow	30,839	179	0.6%	864	2.9%	205	0.7%
Carlisle	50,447	209	0.4%	1,839	3.8%	527	1.1%
Copeland	29,962	25	0.1%	808	2.8%	133	0.4%
Eden	22,926	216	1.0%	860	3.9%	309	1.4%
South Lakeland	44,856	313	0.7%	1,580	3.7%	534	1.2%
West Cumbria ITL	102,501	373	0.4%	2,996	3.0%	620	0.6%
East Cumbria ITL	118,229	738	0.6%	4,279	3.8%	1,370	1.2%
Cumberland LGR	122,109	402	0.3%	3,970	3.4%	942	0.8%
Westmorland & Furness LGR	98,621	708	0.7%	3,304	3.5%	1,048	1.1%

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

The following charts show the % change in payrolled employees compared with the same month the previous year (seasonally adjusted). N*B: district data are only released quarterly.*

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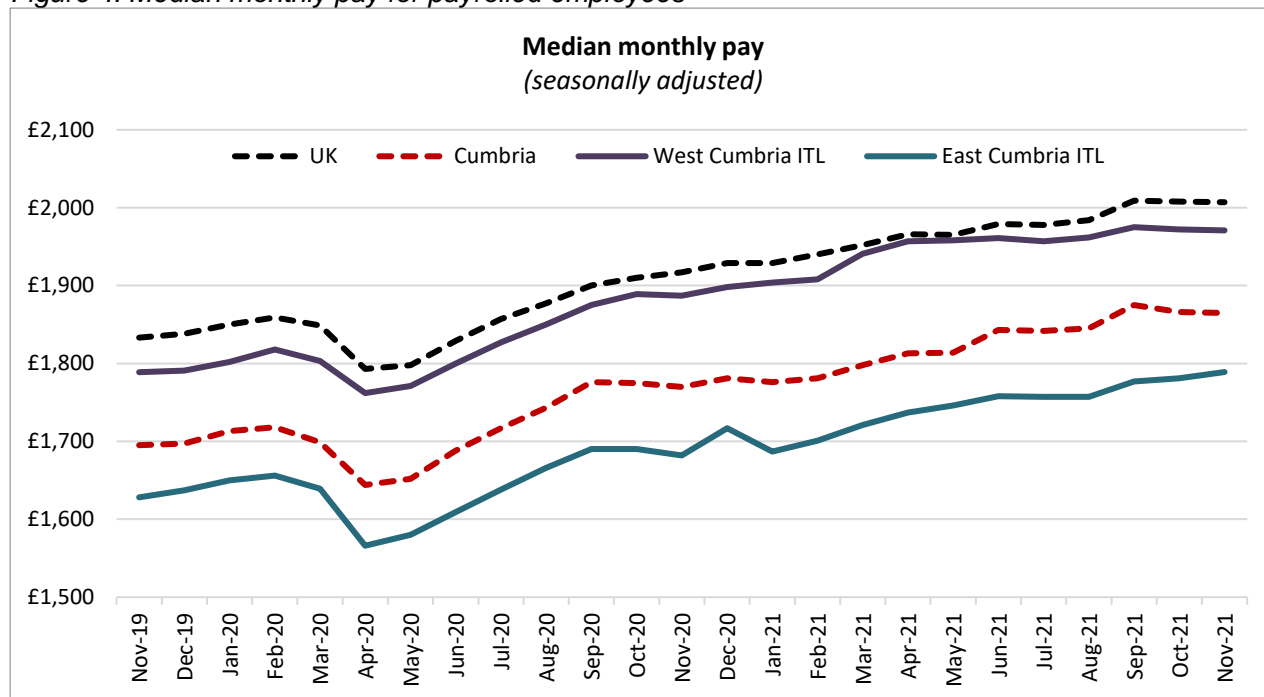

Source: HMRC / ONS Latest month data are always provisional.

3b. Median monthly pay (seasonally adjusted)

Median monthly pay for employees in Cumbria was £1,865 in Nov 2021 which is 93% of the UK average. There was a variation between West and East Cumbria with earnings in West Cumbria (Allerdale, Copeland, Barrow) running at 98% of the UK average but those in East Cumbria (Carlisle, Eden, South Lakeland) only 89%. Data not available for the proposed LGR areas.

Figure 4: Median monthly pay for payrolled employees

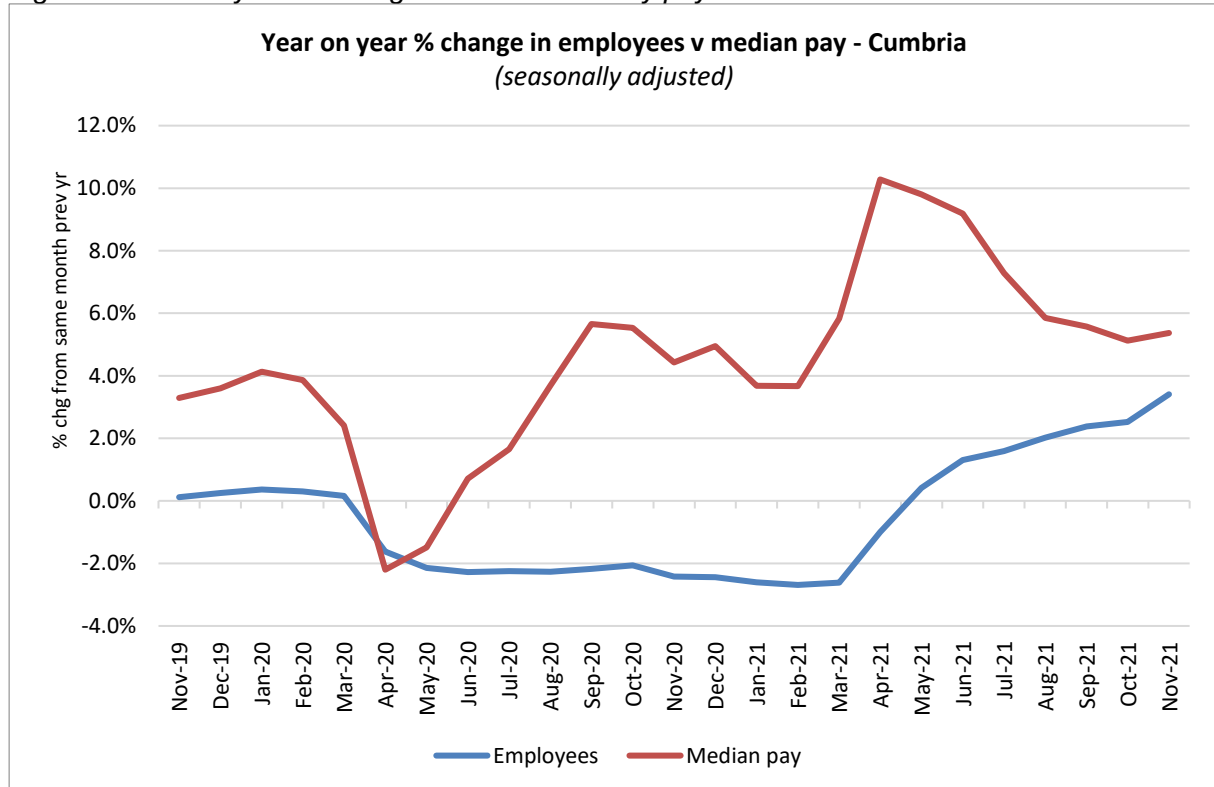*Source: HMRC / ONS Latest month data are always provisional.*

Figure 5 : Median pay for payrolled employees

Median pay - Seasonally Adjusted								
	Nov-21	**UK Index**	**Month change**		**One year change**		**Two year change**	
	No	**Index**	**No**	**%**	**No**	**%**	**No**	**%**
UK	2,007	100	-1	0.0%	90	4.7%	174	9.5%
England								
Cumbria	1,865	93	-1	-0.1%	95	5.4%	170	10.0%
Allerdale	1,868	93	-2	-0.1%	93	5.2%	155	9.0%
Barrow	1,960	98	-23	-1.2%	64	3.4%	197	11.2%
Carlisle	1,825	91	-2	-0.1%	81	4.6%	152	9.1%
Copeland	2,180	109	-15	-0.7%	77	3.7%	185	9.3%
Eden	1,760	88	-7	-0.4%	110	6.7%	148	9.2%
South Lakeland	1,783	89	18	1.0%	126	7.6%	169	10.5%
West Cumbria ITL	1,971	98	-1	-0.1%	84	4.5%	182	10.2%
East Cumbria ITL	1,789	89	8	0.4%	107	6.4%	161	9.9%

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

Year on year % change in employees v median pay - Cumbria
(seasonally adjusted)

Source: HMRC / ONS Latest month data are always provisional

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

https://www.ons.gov.uk/releases/earningsandemploymentfrompayasyouearnrealtimeinformationukdecember2021

4. CLAIMANT COUNT (released *monthly*) – count taken 11th Nov 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 280 claimants in Cumbria in Nov compared to Oct, down to a total of 8,960. This is a monthly fall of 3.0% compared to a national fall of 2.0%. The count fell everywhere in Cumbria except South Lakeland where it rose by 15. The biggest falls were in Allerdale (-130) and Carlisle (-70). The claimant rate in Nov in Cumbria was 3.0% which is below the national rate of 4.6%. It is down 0.1ppt from Oct and is 1.3ppt lower than a year ago. Despite the improving picture, compared to two years ago (Nov 2019) the claimant count is still substantially higher with 2,305 more claimants in Cumbria (+35%).

Figure 6: Standard Claimant Count – Nov 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	1,123,020	5.4	796,080	3.8	1,919,105	4.6	-38,635	-2.0	-0.1	-685,725	-26.3	-1.6
Cumbria	5,355	3.7	3,605	2.4	8,960	3.0	-280	-3.0	-0.1	-3,750	-29.5	-1.3
Allerdale	1,035	3.6	740	2.6	1,775	3.1	-130	-6.9	-0.2	-850	-32.4	-1.5
Barrow	975	4.8	575	2.9	1,550	3.8	-40	-2.5	-0.1	-485	-23.9	-1.2
Carlisle	1,475	4.6	960	2.9	2,435	3.7	-70	-2.9	-0.1	-790	-24.5	-1.2
Copeland	835	4.1	525	2.6	1,360	3.3	-50	-3.5	-0.1	-525	-27.9	-1.3
Eden	355	2.3	305	1.9	660	2.1	-5	-0.5	0.0	-415	-38.7	-1.3
South Lakeland	690	2.3	495	1.6	1,180	2.0	15	1.4	0.0	-680	-36.6	-1.1
of which LDNPA	260	2.2	190	1.6	450	1.9	-5	-1.5	0.0	-320	-41.8	-1.4

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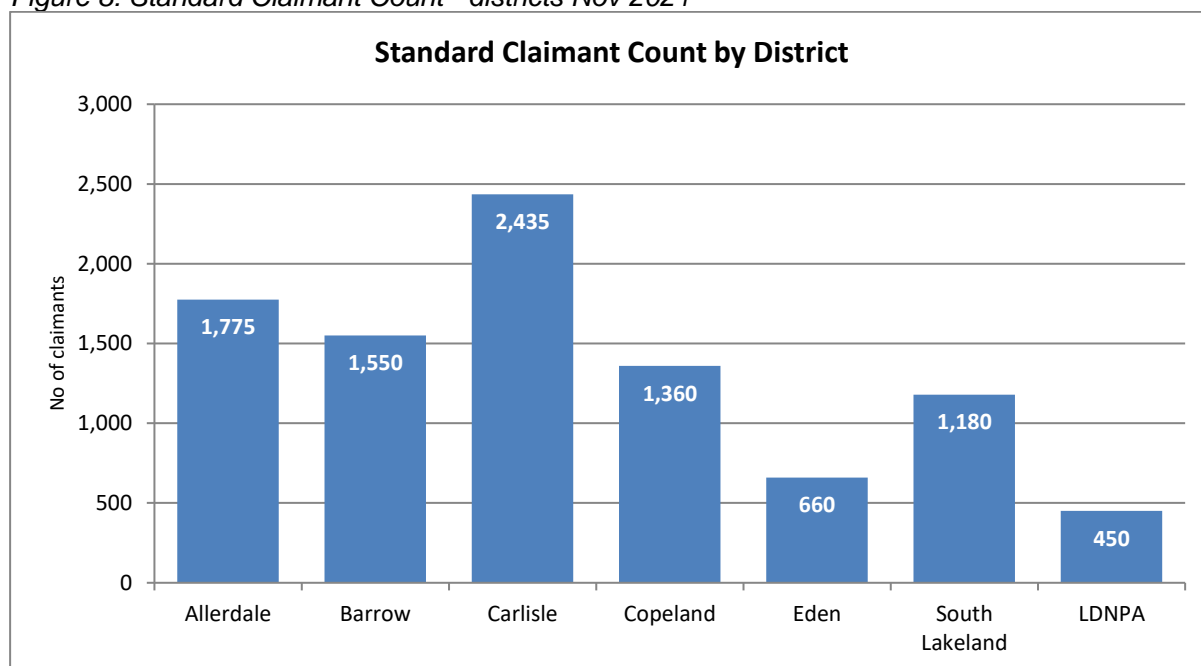
Figure 2 shows the claimant count and rate by broad age group in Cumbria in Nov. Claimant rates at Cumbria level are below the national average for all age groups except for 18-24 year olds in Barrow and for 25-34 year olds in Carlisle where the rates are above the national rate.

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

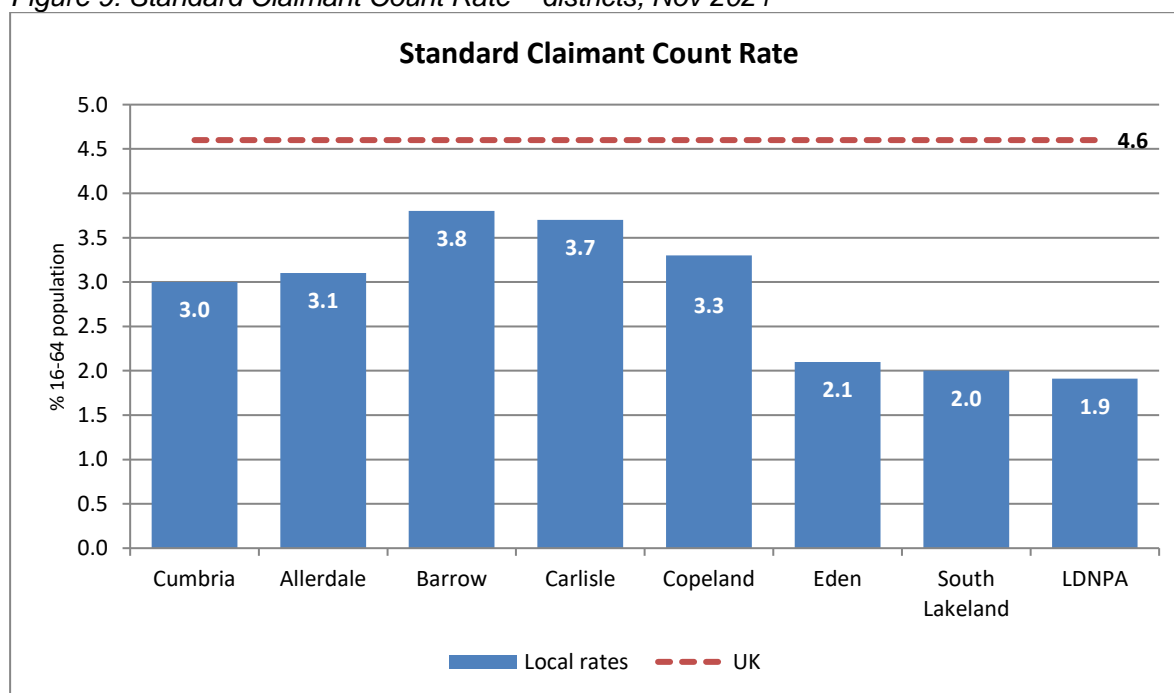| Claimant Count and Rate by Age												
	Aged 18-24		Aged 25-34		Aged 35-44		Aged 45-54		Aged 55-64		Total	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
UK	316,835	5.7%	521,435	5.8%	436,810	5.1%	335,665	3.8%	303,330	3.6%	1,919,105	4.6%
Cumbria	1,530	4.7%	2,445	4.7%	1,895	3.6%	1,535	2.2%	1,525	2.0%	8,960	3.0%
Allerdale	310	4.9%	460	4.5%	365	3.6%	280	2.0%	350	2.4%	1,775	3.1%
Barrow	325	6.5%	405	5.0%	320	4.5%	255	2.7%	235	2.5%	1,550	3.8%
Carlisle	370	4.9%	740	6.0%	540	4.3%	410	2.7%	365	2.3%	2,435	3.7%
Copeland	240	5.4%	375	4.9%	275	3.8%	230	2.4%	240	2.2%	1,360	3.3%
Eden	100	3.2%	155	3.1%	145	2.8%	130	1.7%	125	1.4%	660	2.1%
South Lakeland	175	2.7%	310	3.5%	245	2.4%	240	1.6%	215	1.3%	1,180	2.0%
of which LDNPA	40	1.7%	100	3.0%	115	2.9%	105	1.8%	90	1.3%	450	1.9%

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 Nov 2021

Standard Claimant Count by District

No of claimants

- Allerdale: 1,775
- Barrow: 1,550
- Carlisle: 2,435
- Copeland: 1,360
- Eden: 660
- South Lakeland: 1,180
- LDNPA: 450

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, Nov 2021

Standard Claimant Count Rate

% 16-64 population

4.6

- Cumbria: 3.0
- Allerdale: 3.1
- Barrow: 3.8
- Carlisle: 3.7
- Copeland: 3.3
- Eden: 2.1
- South Lakeland: 2.0
- LDNPA: 1.9

Local rates — — — UK

Source: ONS/DWP

Figure 10: Standard Claimant Count - timeseries

Standard Claimant Count Timeseries
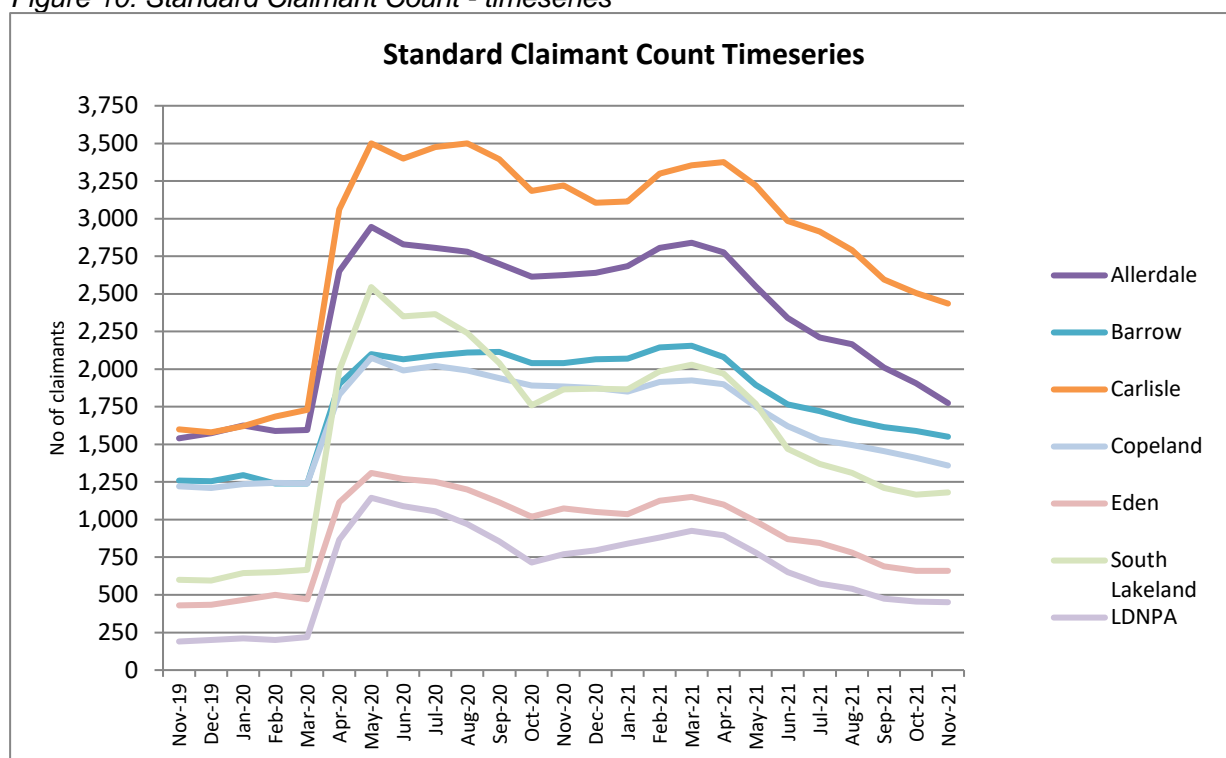
Figure 11: Standard Claimant Rate - timeseries

Standard Claimant Rate Timeseries
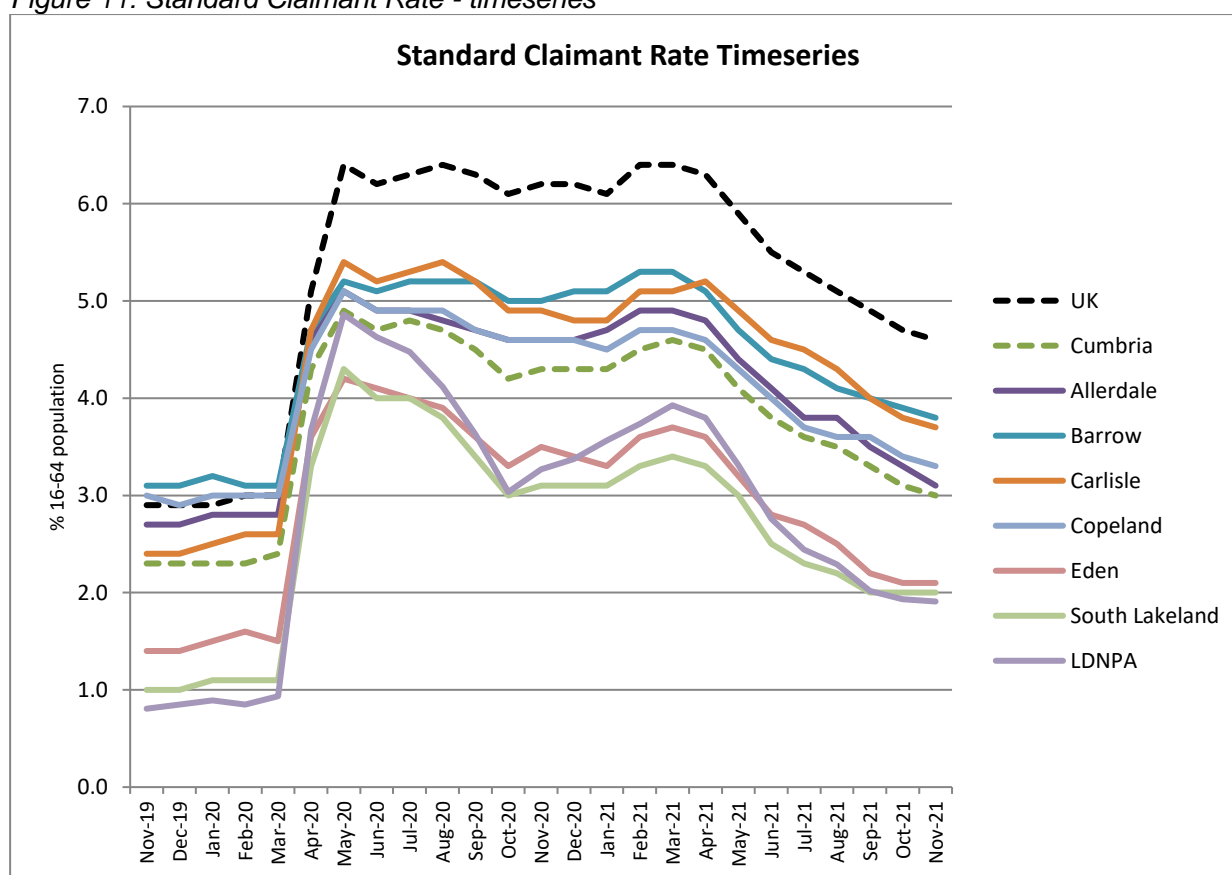
Source: ONS/DWP

5. UNIVERSAL CREDIT (released _monthly_) – count taken 11th Nov 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 11th Nov 2021 there were 34,518 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 284 from the revised Oct total (0.8%), 773 fewer than a year ago (-2.2%) and 16,776 more than two years ago (94.6%). The count rose in all districts as well as nationally. As in previous months, there continues to be an increase in the number of claimants claiming whilst in work (+227) or with no work requirements (+307) and these rises were only partially offset by the fall in the number claiming whilst seeking work (-251). The latest total means that 11.7% of the working age population is claiming Universal Credit compared to a national rate of 14.1%. 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 – Nov 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	2,605,451	12.8%	3,119,039	15.3%	5,724,512	14.1%	34,955	0.6%	0.1%	-57,264	-1.0%	-0.1%
Cumbria	15,427	10.6%	19,090	12.8%	34,518	11.7%	284	0.8%	0.1%	-773	-2.2%	-0.3%
Allerdale	3502	12.3%	4468	15.5%	7,964	13.9%	65	0.8%	0.1%	35	0.4%	0.1%
Barrow	2415	12.0%	2793	13.8%	5,211	12.9%	75	1.5%	0.2%	-13	-0.2%	0.0%
Carlisle	3828	12.0%	4751	14.3%	8,580	13.2%	84	1.0%	0.1%	73	0.9%	0.1%
Copeland	2492	12.2%	2994	14.6%	5,480	13.4%	29	0.5%	0.1%	98	1.8%	0.2%
Eden	1034	6.7%	1431	9.2%	2,467	7.9%	7	0.3%	0.0%	-341	-12.1%	-1.1%
South Lakeland	2159	7.4%	2654	8.8%	4,814	8.1%	26	0.5%	0.0%	-621	-11.4%	-1.0%
of which LDNPA	946	8.1%	1088	9.4%	2,031	8.7%	8	0.4%	0.0%	-425	-17.3%	-1.8%

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 – Nov 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	826,097	15.2%	1,696,726	19.4%	1,433,251	17.4%	983,571	11.3%	775,659	9.5%	5,724,512	14.1%
Cumbria	5,011	15.3%	10,591	20.2%	8,060	15.3%	5,865	8.4%	4,919	6.5%	34,518	11.7%
Allerdale	1,132	18.0%	2,330	22.8%	1,796	17.6%	1,441	10.3%	1,256	8.6%	7,964	13.9%
Barrow	988	19.9%	1,662	20.3%	1,151	16.1%	759	8.1%	632	6.8%	5,211	12.9%
Carlisle	1,188	15.8%	2,839	23.0%	2,070	16.6%	1,376	9.2%	1,091	7.0%	8,580	13.2%
Copeland	779	17.6%	1,677	21.8%	1,220	16.8%	913	9.6%	885	8.3%	5,480	13.4%
Eden	299	9.7%	738	14.6%	597	11.4%	450	5.9%	381	4.3%	2,467	7.9%
South Lakeland	618	9.6%	1,351	15.2%	1,230	11.9%	926	6.3%	676	4.0%	4,814	8.1%
of which LDNPA	201	8.5%	554	16.8%	549	13.8%	403	7.0%	317	4.5%	2,031	8.7%

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.

Cumbria
Intelligence
Observatory

Figure 14: Universal Credit Claimants by District

Persons on Universal Credit
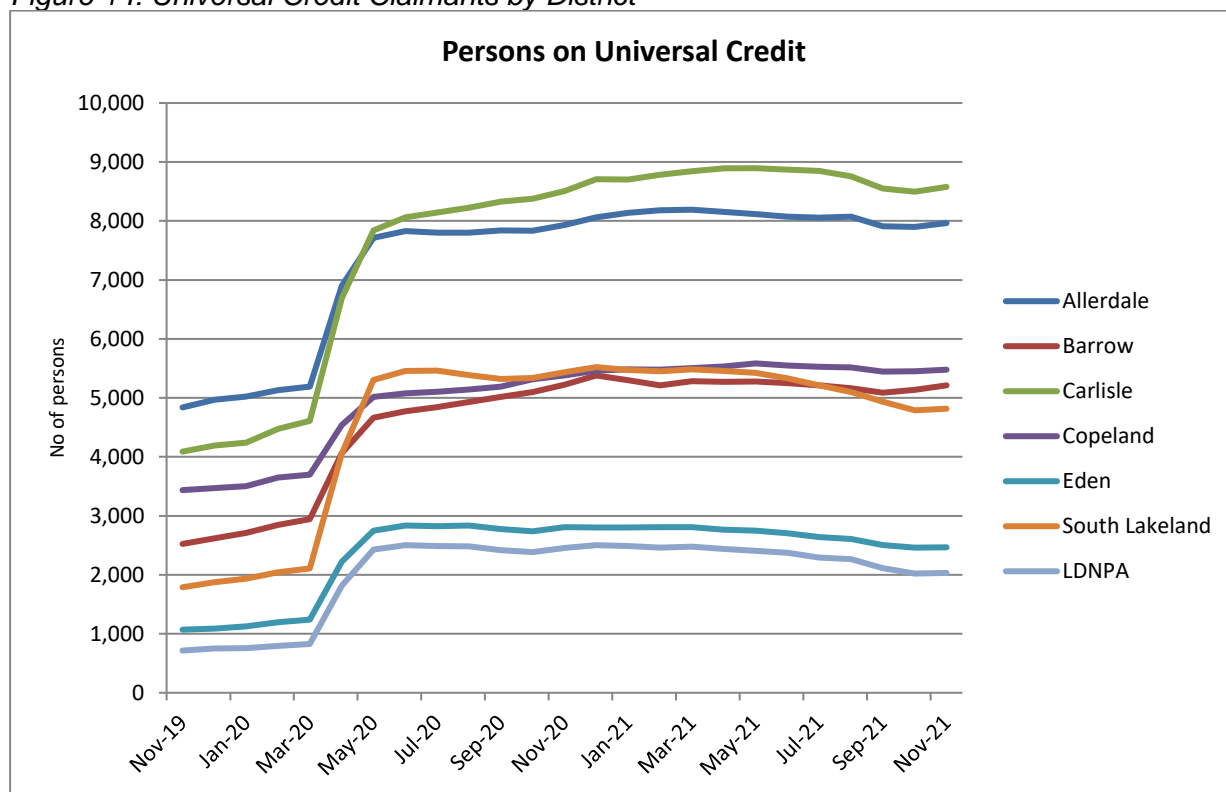
Source: DWP via Stat-Xplore (LDPNA claimants are also included in the relevant district)

Figure 15: Universal Credit Claimant Rate by District

Universal Credit claimant rate
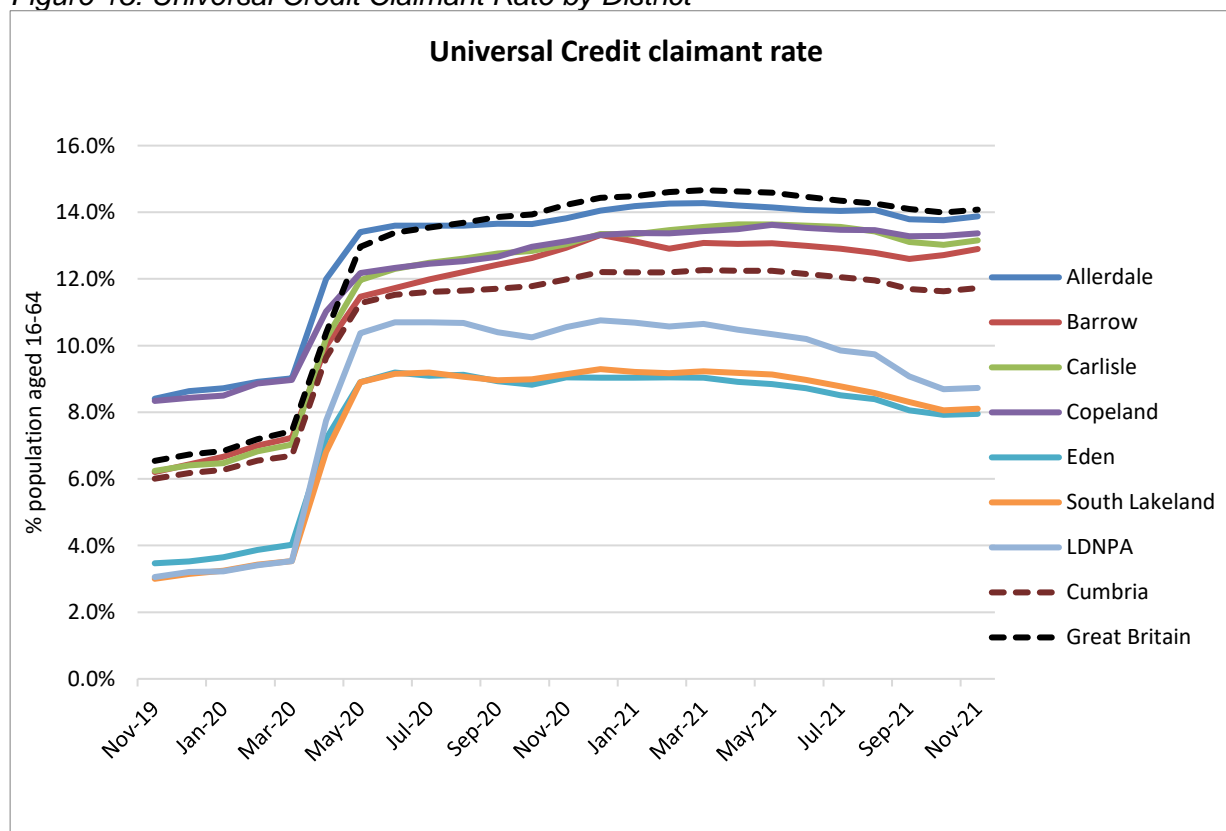
Source: DWP via Stat-Xplore

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 Nov there was another increase in the volume of those claiming while working (+227) and also in the number with no work requirements (+307) but a fall (-251) 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)

UC Claimants by Conditionality Group

Legend: Searching / planning / preparing for work — Working — No work requirements
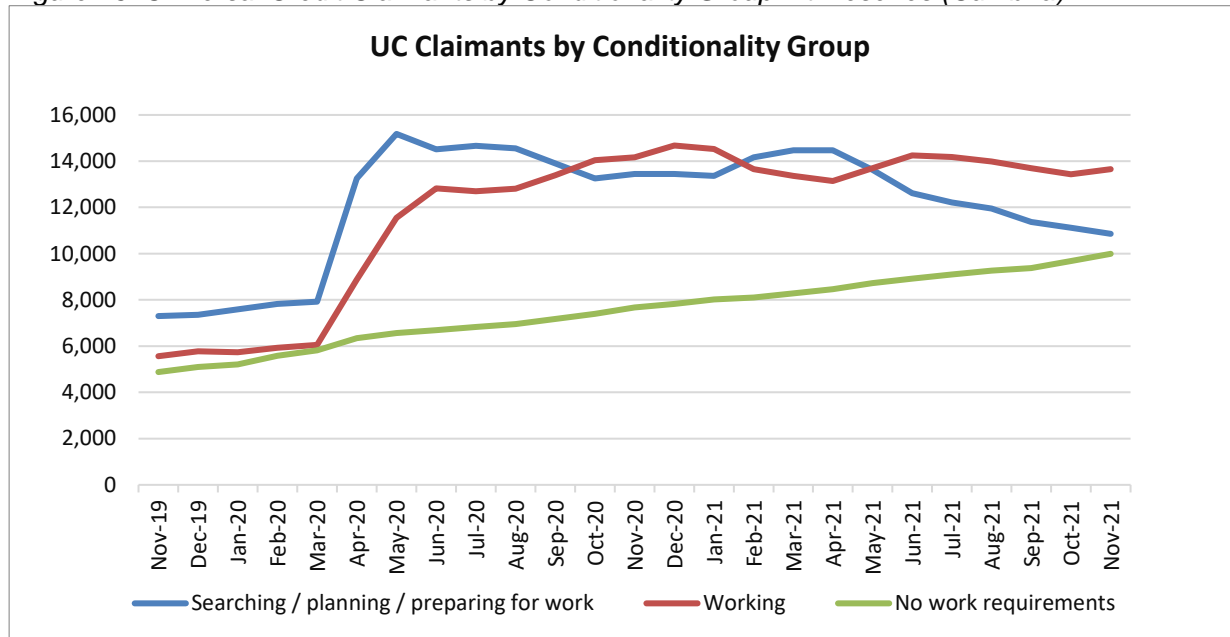
Source: DWP via Stat-Xplore Note: Conditionality is based on an individual's circumstances on the count date (2nd Thursday)

In Nov, three quarters of UC claimants (25,809, 75%) had been claiming for over 12 months an increase of 71% from the same month last year and 234% higher than 2 years ago. 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) – Nov 21

Duration on UC Cumbria (all claimants)

Category	Value
Up to 3 months	2,398
3 months up to 6 months	2,141
6 months up to 1 year	4,166
1 year and up to 2 years	11,881
2 years and up to 3 years	7,217
3 years and up to 4 years	2,606
4 years and up to 5 years	2,600
5 years and over	1,499
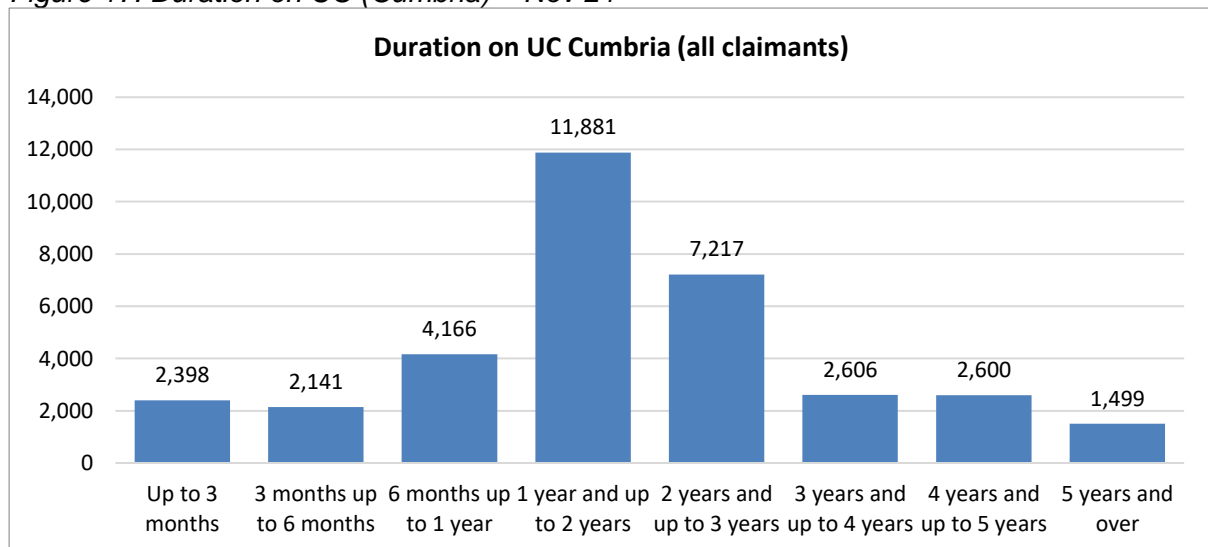
Source: DWP via Stat-Xplore

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

UC Claimants Over 1-year - Cumbria
(by conditionality group)

Month	Searching/planning/preparing for work	Working	No work requirements
Aug-20	4,993	3,452	4,452
Sep-20	5,114	3,711	4,657
Oct-20	5,271	4,003	4,915
Nov-20	5,563	4,349	5,221
Dec-20	5,756	4,664	5,427
Jan-21	6,062	4,921	5,594
Feb-21	6,436	5,138	5,755
Mar-21	6,790	5,311	5,976
Apr-21	8,658	7,029	6,434
May-21	9,375	8,499	6,821
Jun-21	8,918	9,212	7,013
Jul-21	8,805	9,328	7,203
Aug-21	8,566	9,416	7,380
Sep-21	8,207	9,464	7,533
Oct-21	8,157	9,429	7,868
Nov-21	8,045	9,647	8,115

Source: DWP via Stat-Xplore

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

The data presented so far relate to the <u>stock</u> 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 <u>started</u> 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

Starts on Universal Credit - Cumbria
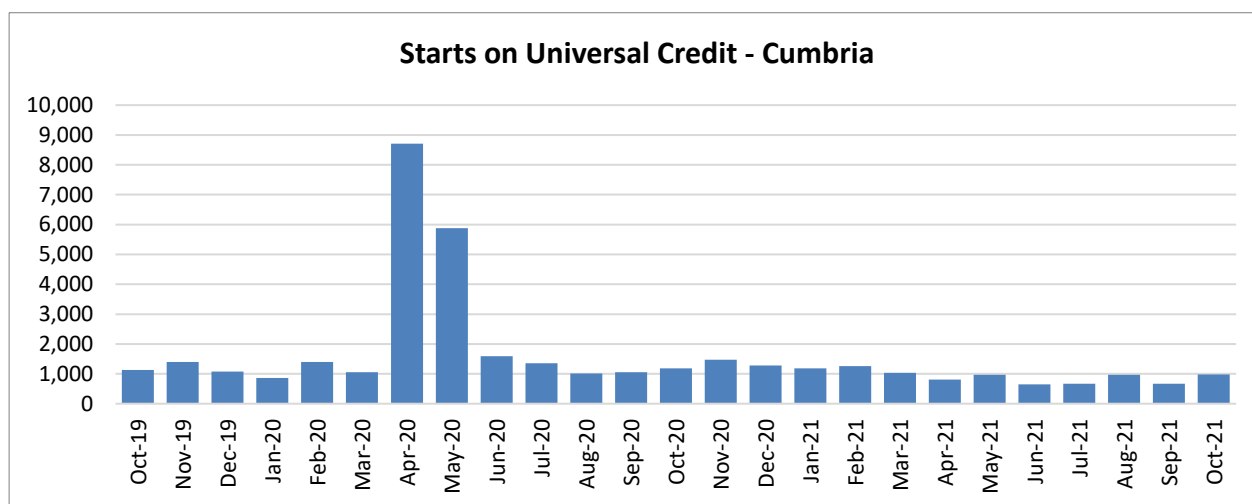
Source: DWP via Stat-Xplore

Figure 20: Starts on Universal Credit by JCP Office – timeseries

Starts on Universal Credit by JCP Office

Legend: Barrow, Carlisle, Kendal, Penrith, Whitehaven, Workington
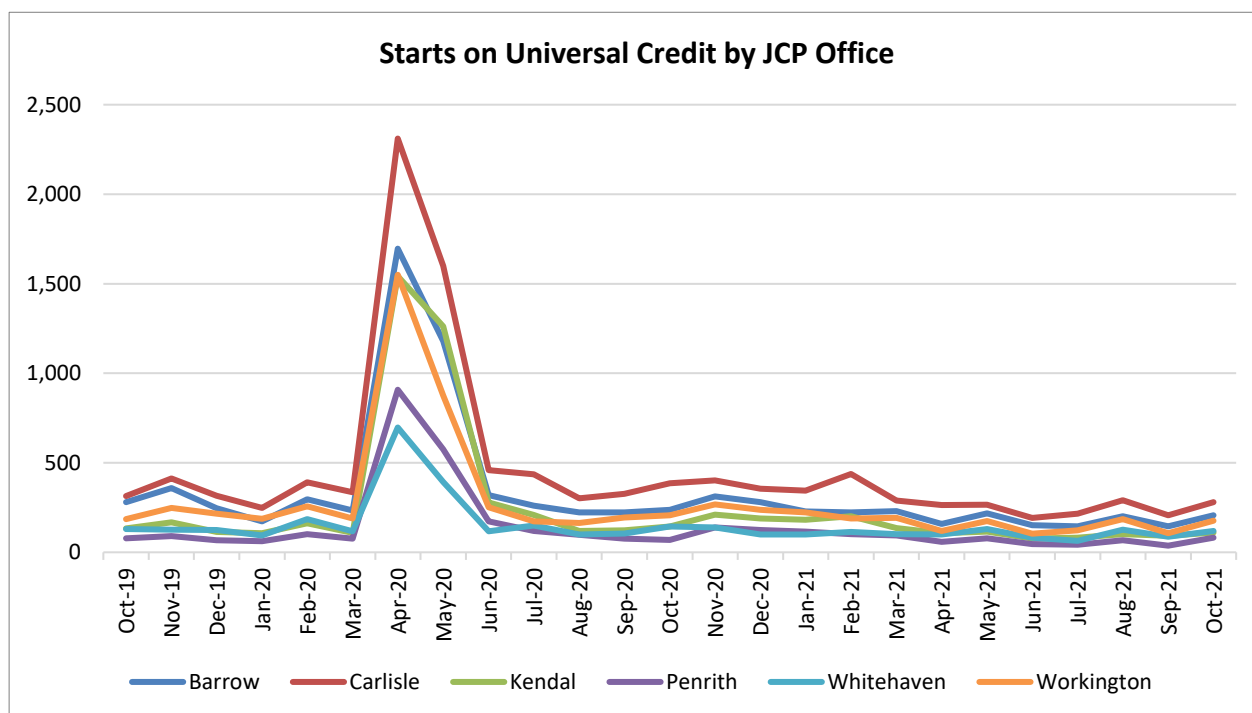
Source: DWP via Stat-Xplore

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

Number of Households on Universal Credit - August 2019/2020/2021
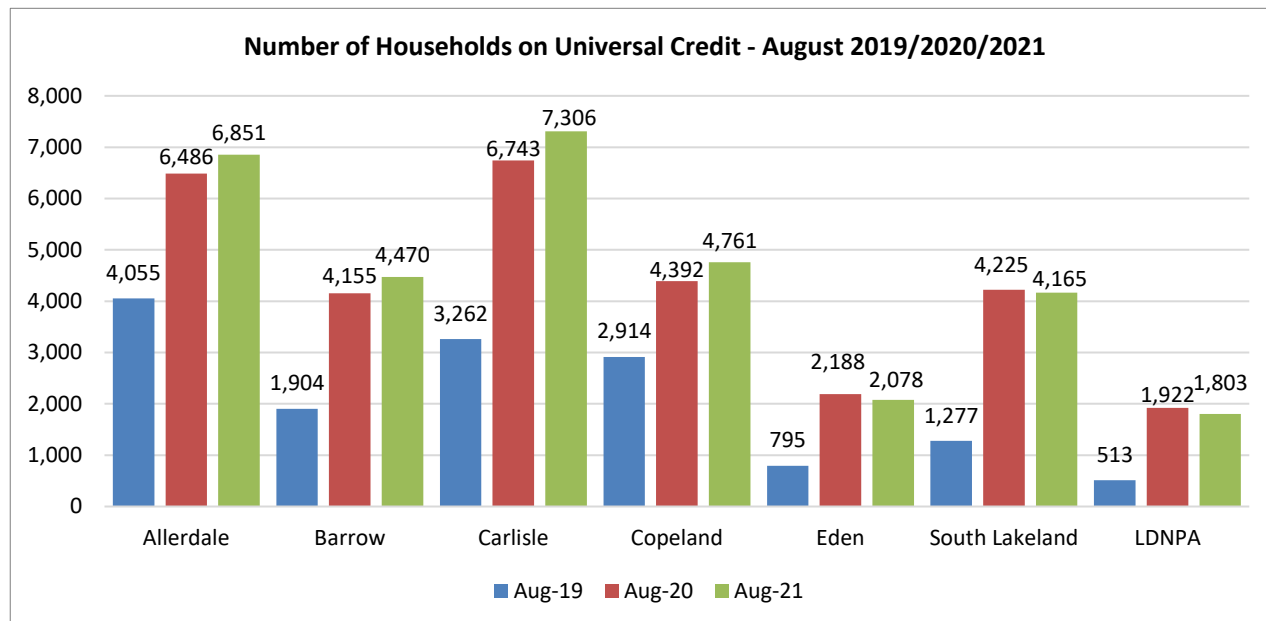
Figure 22: Annual % increase in Households on Universal Credit

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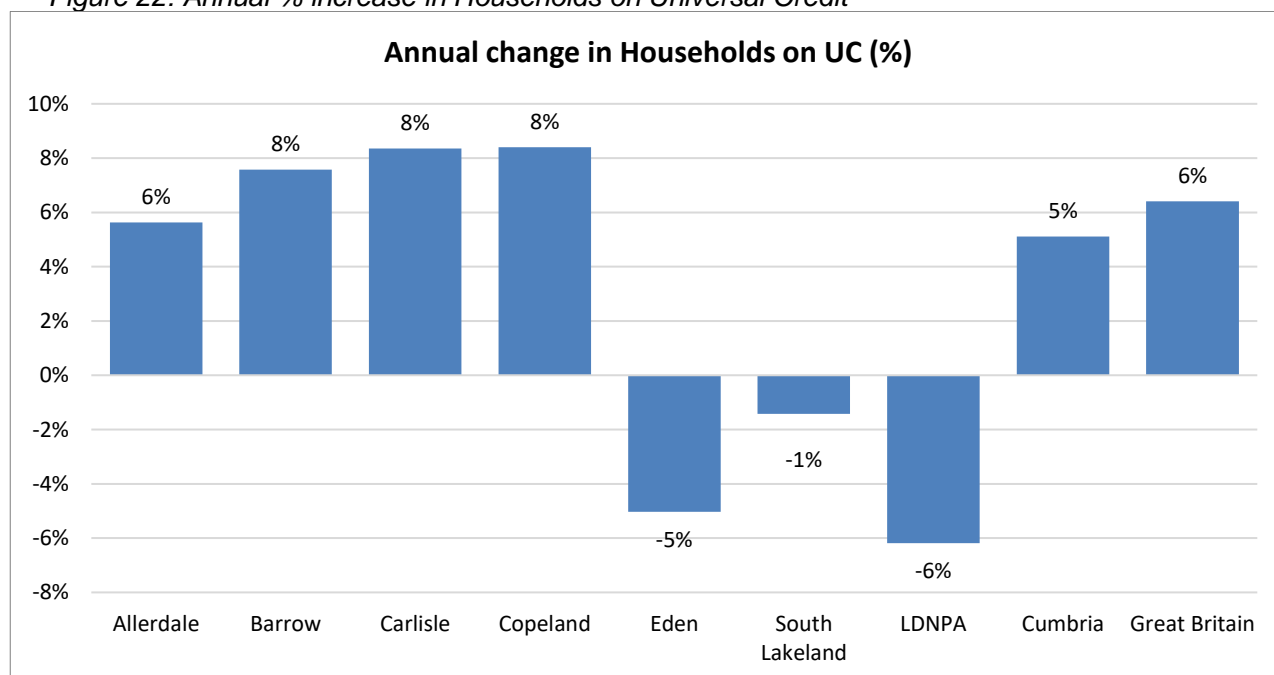
Source: DWP via Stat-Xplore Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of area within NP. LDNPA claimants are also included in the relevant district

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

Estimated children in UC households - Cumbria
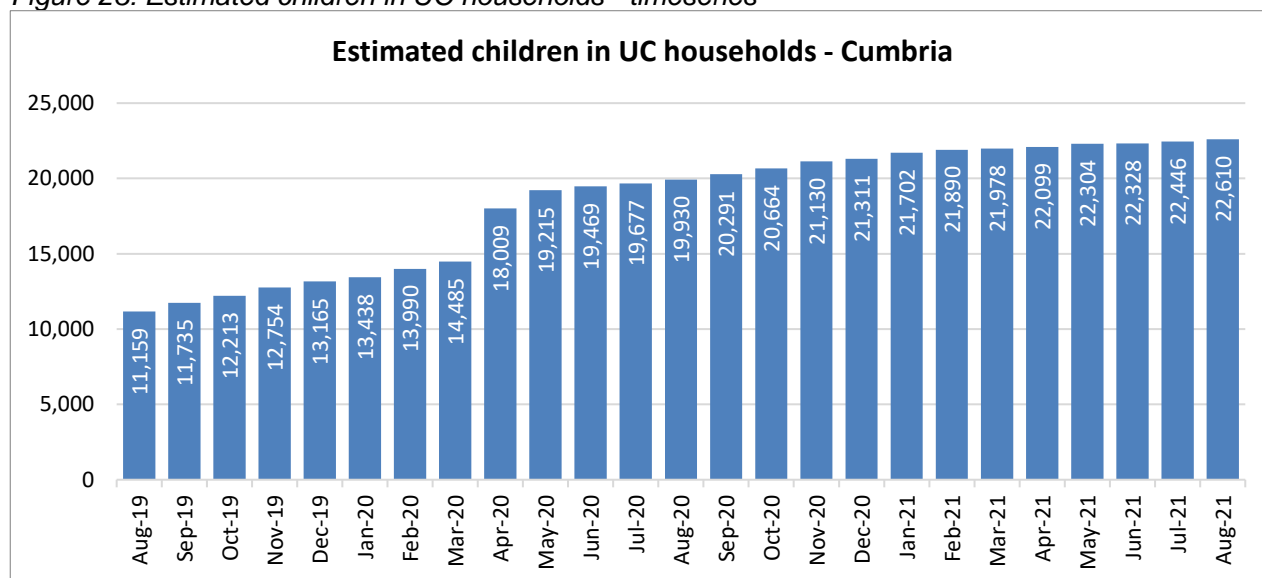
Source: DWP via Stat-Xplore

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

Estimated children in UC households
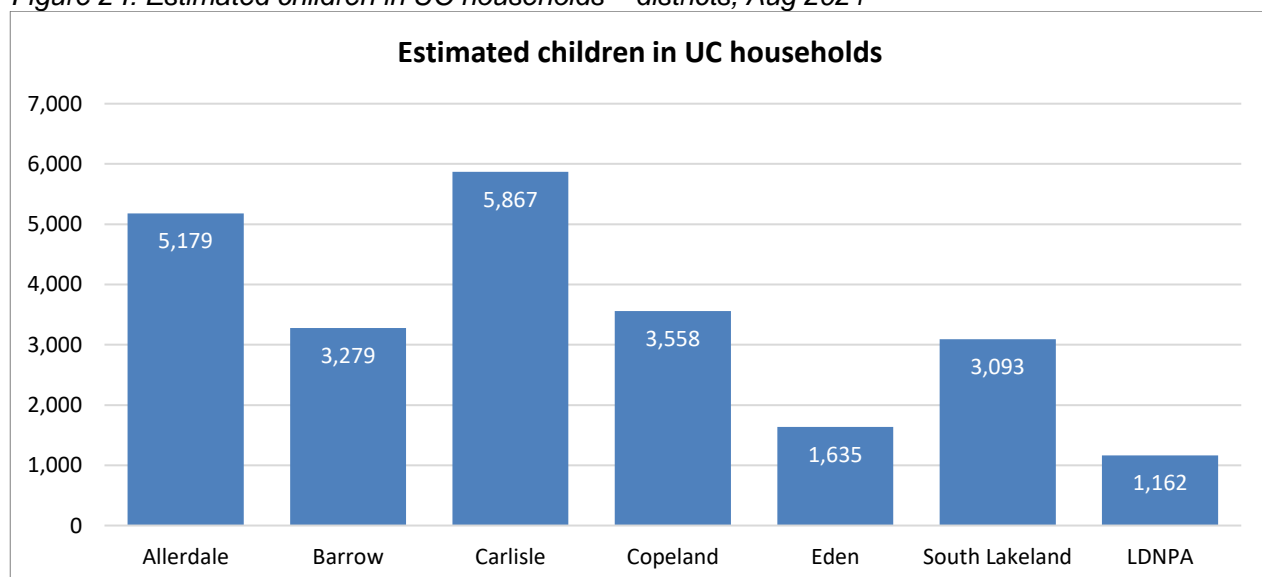
Source: DWP via Stat-Xplore

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 Oct 2021, 370 16-17 year olds were classed as NEET in Cumbria (219 NEET and 151 whose status was Not Known), down by 130 from Sept (when counts are always high) and 191 lower than a year ago. This is an annual decrease of 34%. The highest number of NEET/NKs was in Carlisle where there were 173 followed by Barrow with 63. The number of NEETS fell in al districts in Oct.

Figure 25: Number of 16-17 Year Olds NEET or Not Known, Oct 2021
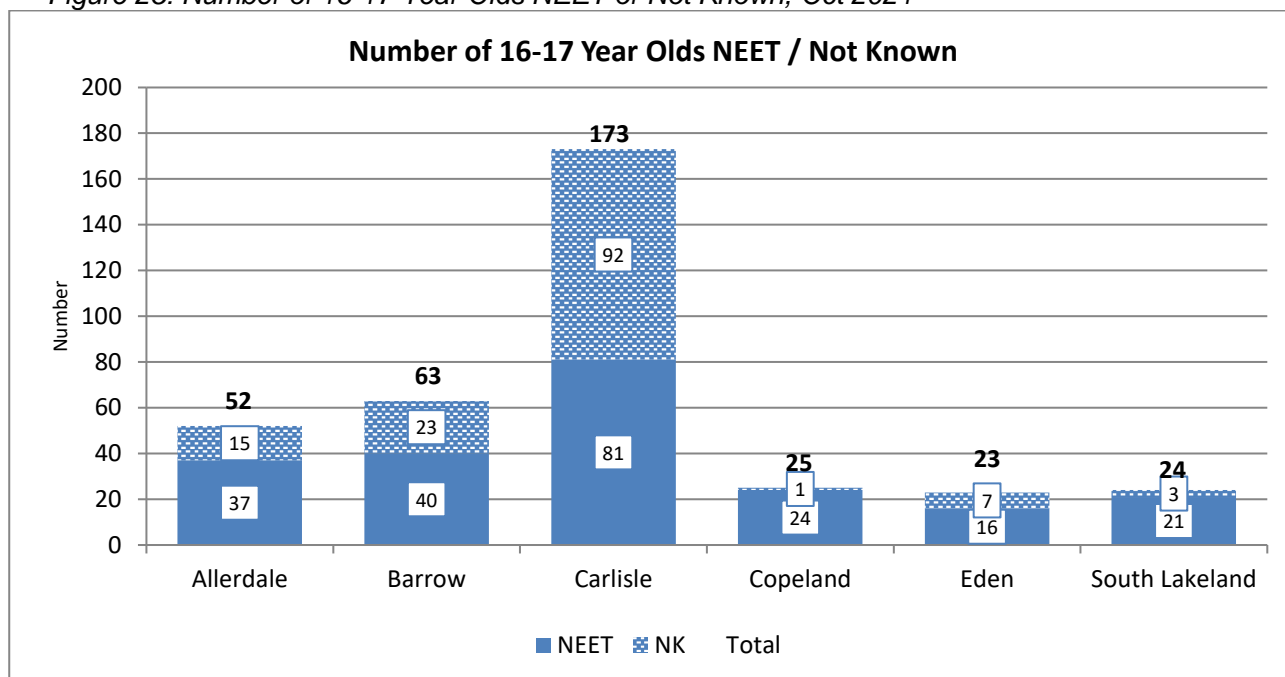
Source: Inspira / Cumbria Intelligence Observatory Note: district totals may not sum to county total.

Figure 26: Number of 16-17 Year Olds NEET or Not Known, district timeseries
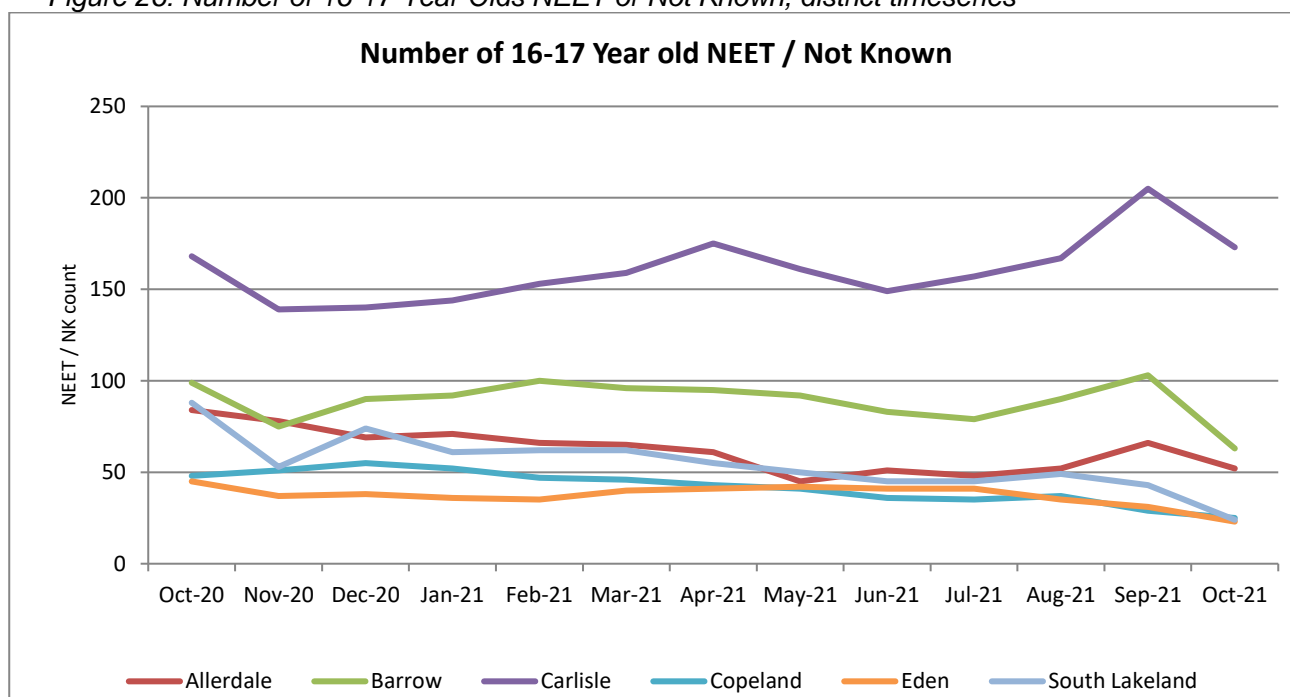
Source: Inspira / Cumbria Intelligence Observatory

The county NEET/NK rate (% of cohort) was 3.6% in Oct 2021. Comparison with England is misleading 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 (6.5%) and Barrow (3.0%). The NEET rate in Cumbria was down 1.3ppt from Sept and down 1.9ppt from a year ago. On average over the past 12 months the NEET rate in Cumbria has been 4.5%.

Figure 27: Rate of 16-17 Year Olds NEET or Not Known, Oct 2021 & 12 month average
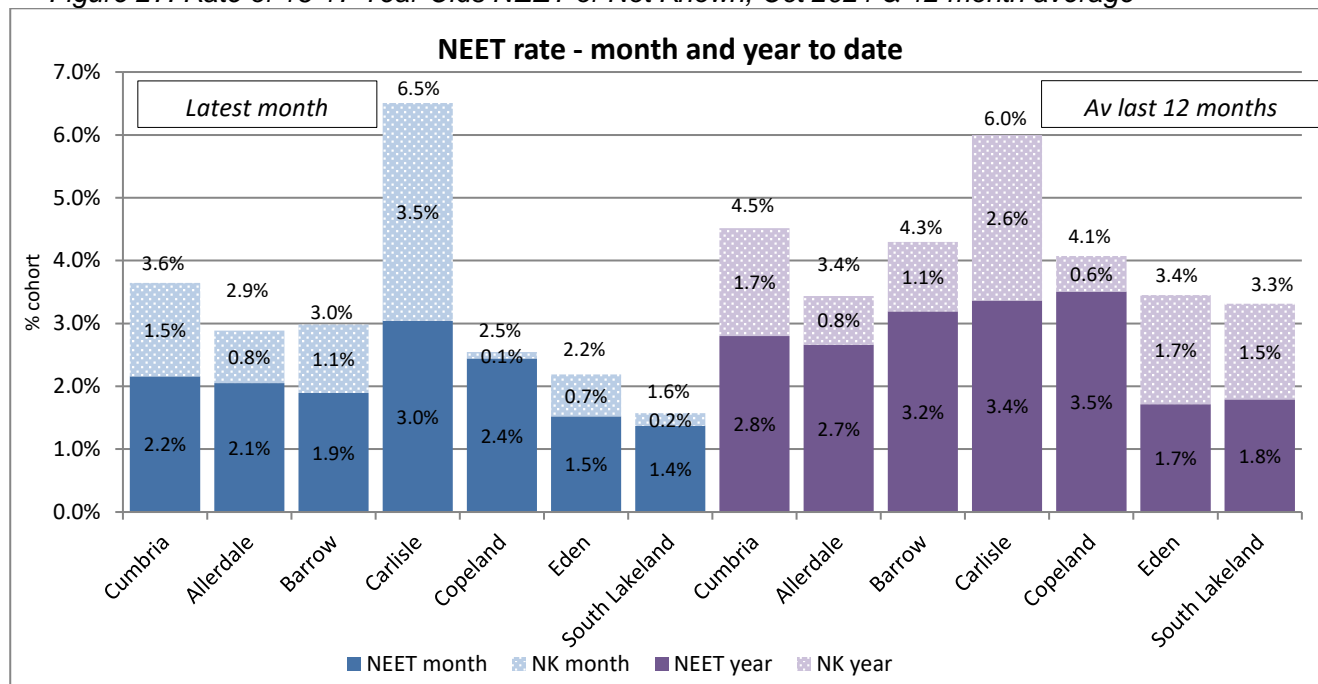
Source: Inspira / Cumbria Intelligence Observatory

Figure 28: Rate of 16-17 Year Olds NEET or Not Known, district timeseries
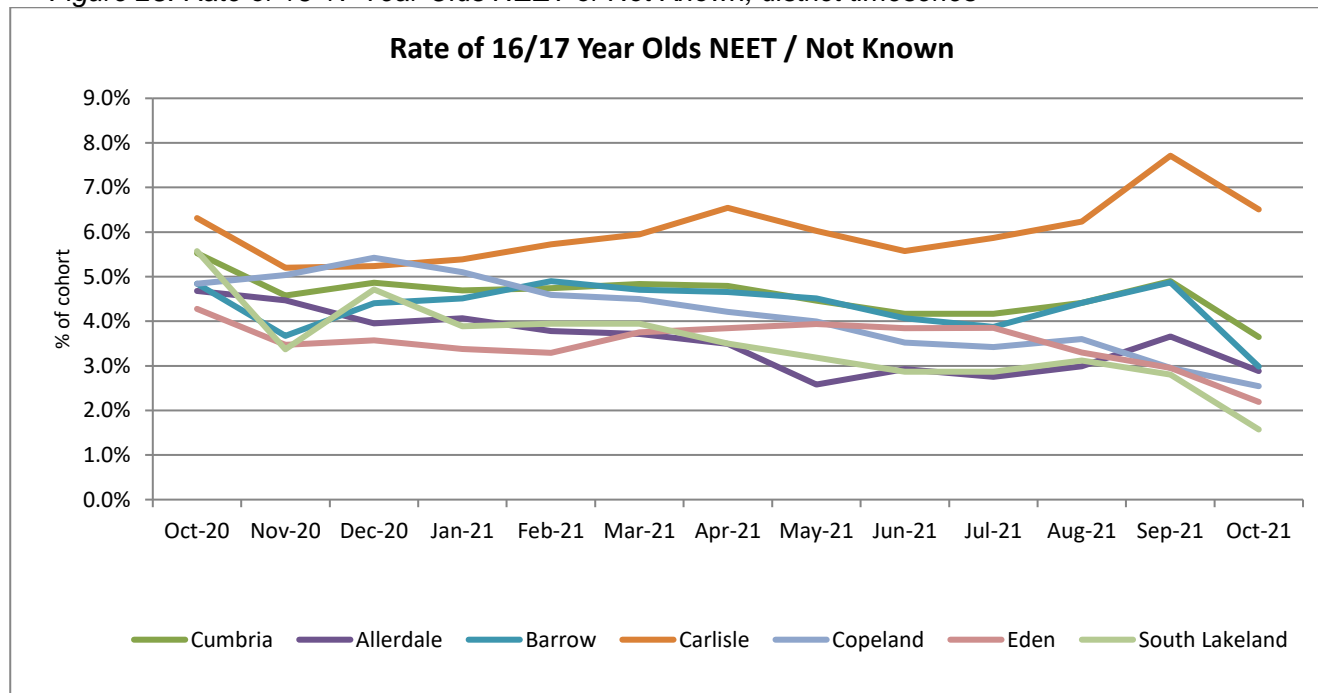
Source: Inspira / Cumbria Intelligence Observatory

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 Oct 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 Oct two years ago (when it was 10.2%).

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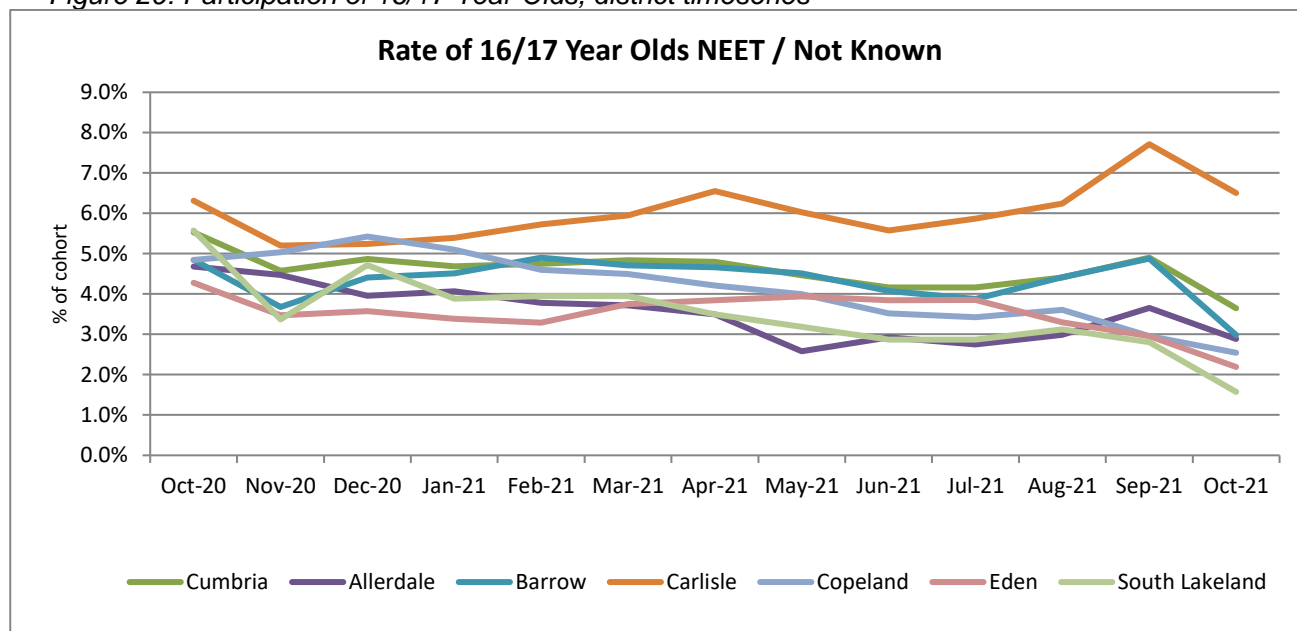
Source: NCCIS

Figure 30: Participation of 16/17 Year Olds, by activity type
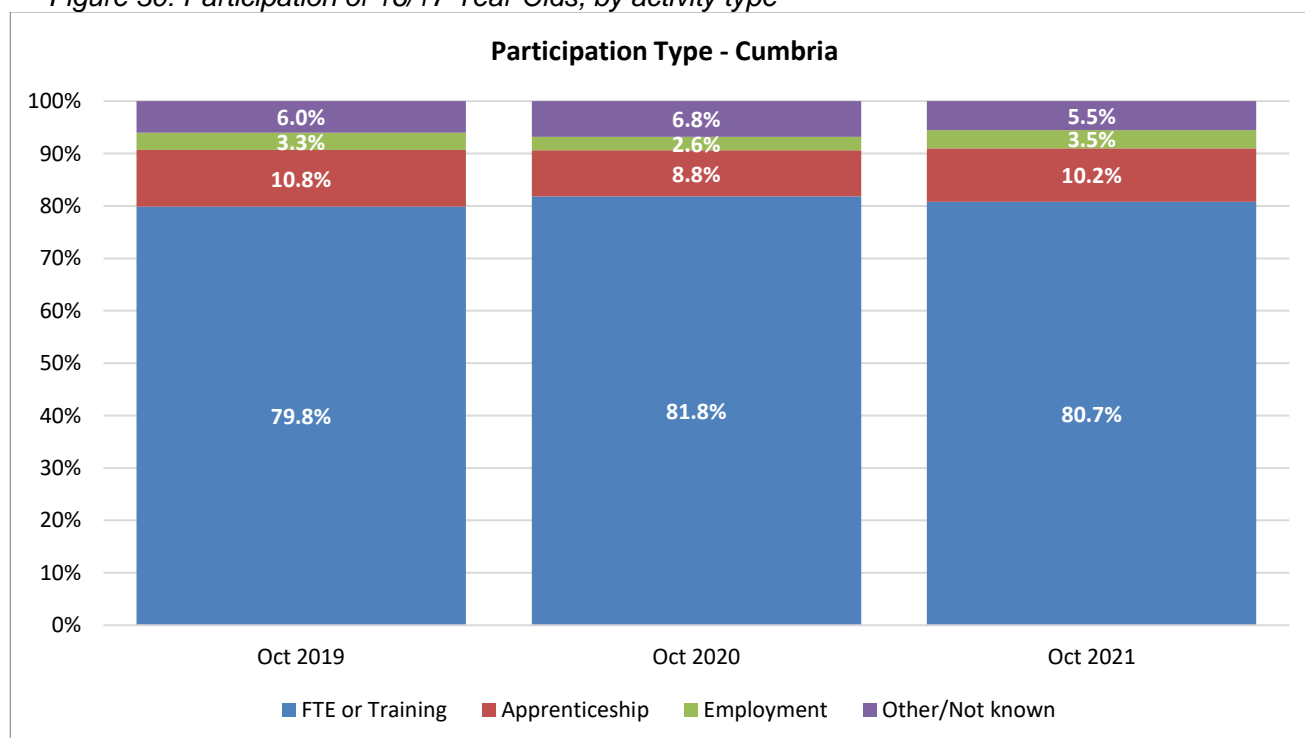
Source: NCCIS (district data not available)

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 Nov 2021 there were 3,604 new job postings in Cumbria which is 337 more than in Oct and 809 more than in Nov last year. It is also significantly higher than the same time of year two years ago (58% 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 restrictions at the end of 2020, followed by the prolonged upsurge due to multiple businesses recruiting simultaneously (and struggling to do so).

Figure 31: Job postings by month
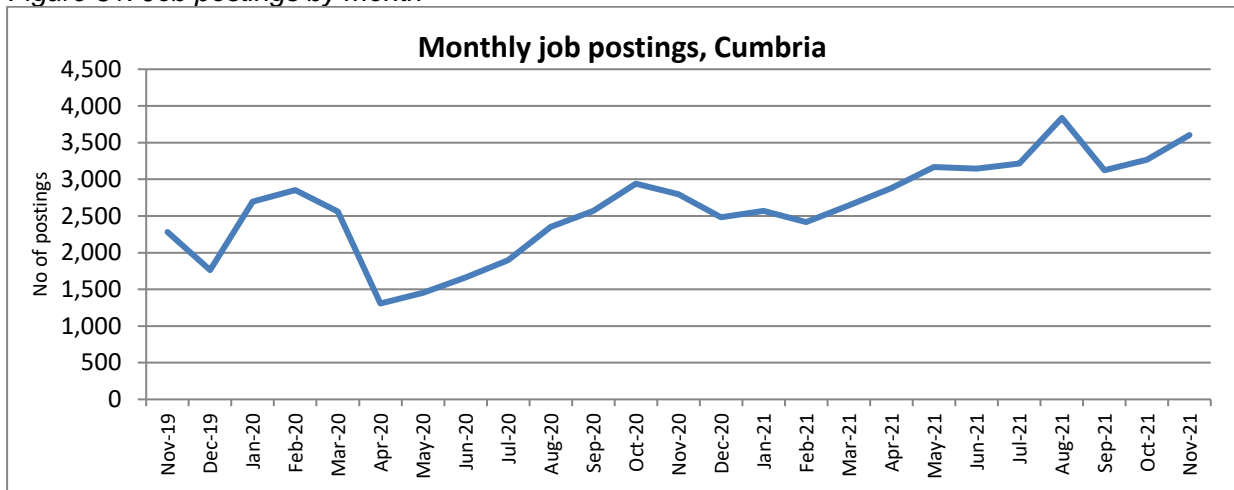
Source: Labour Insight (Burning Glass Technologies)

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 Nov the sector with the most postings was health & social work (771) which accounted for a third of all postings, followed by wholesale & retail (288) and accommodation & food services (236). Postings for health jobs are 120% higher than 2 years ago, whilst those from hospitality are 100% higher and retail postings are 52% up, reflecting the ongoing high demand in these sectors.

Figure 32: Job postings by industry sector – Nov 2021
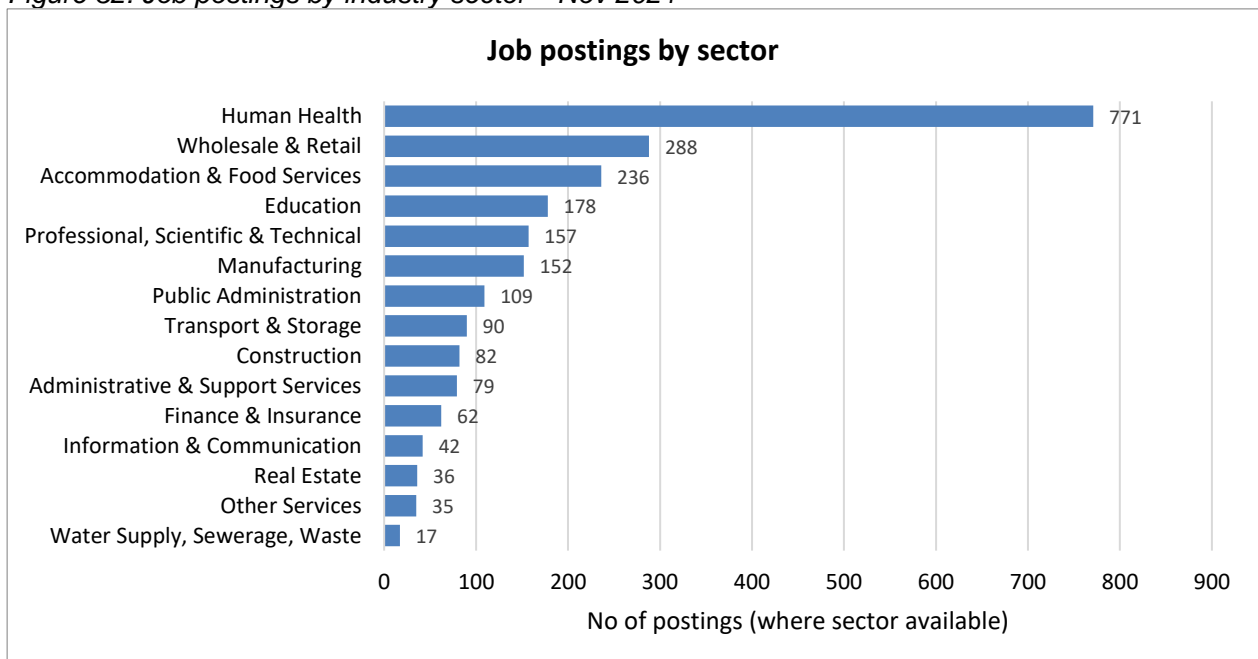
Source: Labour Insight (Burning Glass Technologies)

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 with little sign of a reduction despite entering the winter months.

Figure 33: Job postings by key industry sector - timeseries

Monthly Trend in Postings - Key Sectors
(4 sectors = those with most postings in 2019)
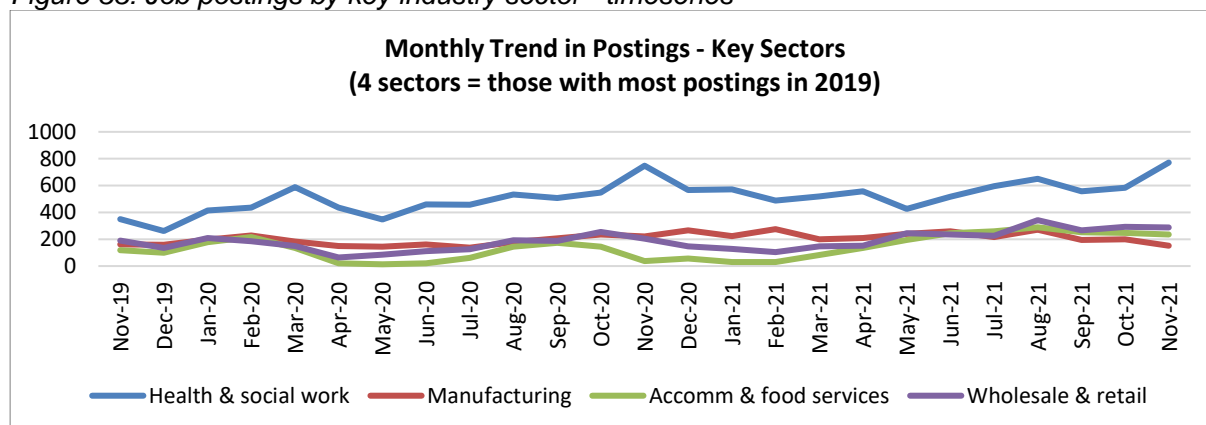
Source: Labour Insight (Burning Glass Technologies)

The most commonly advertised jobs were for health professionals, elementary admin/services and caring personal services.

Figure 34: Job postings by occupation – Nov 2021

Job postings by occupation

Occupation	No of postings
Health Professionals	373
Elementary Admin & Services	366
Caring Personal Services	321
Science, Research, Eng & Tech Profs	260
Business, Media & Public Service Profs	236
Administrative Occupations	232
Sales Occupations	226
Business & Public Service Assoc Profs	196
Corporate Managers & Directors	195
Science, Eng & Tech Assoc Profs	151
Transport & Mobile Machine Operatives	141
Customer Services	114
Skilled Metal, Electrical & Electronic	110
Teaching & Educational Profs	106
Other Managers & Proprietors	106

No of postings (where occupation available)

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 Nov postings contained over 7,000 skills mentions. Almost 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 finance also feature highly. Typically the most common key words relate to "soft skills" such as communication, organisation and problem solving.
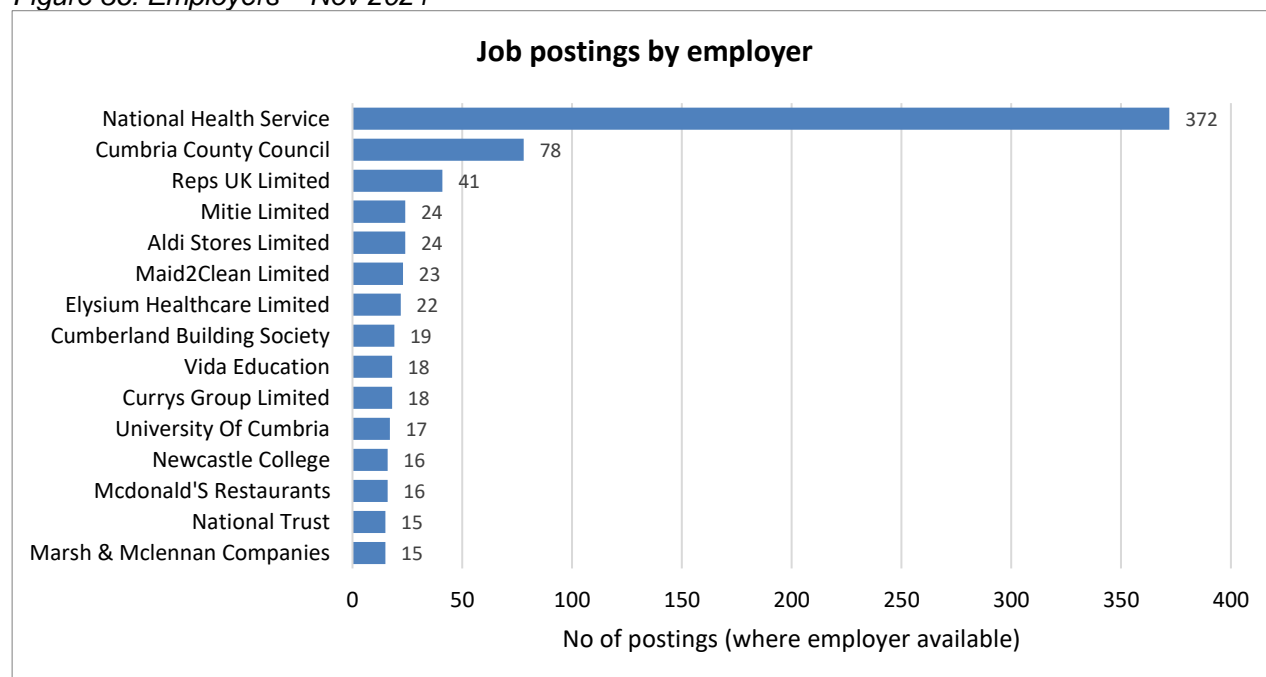
Figure 35: Skills family – Nov 2021

Skills Family (% postings)

Skills Family	% postings
Business	47%
Health Care	39%
Customer & Client Support	34%
Sales	25%
Finance	24%
Administration	22%
Information Technology	20%
Supply Chain & Logistics	14%
Personal Care and Services	13%
Education & Training	12%
Industry Knowledge	11%
Marketing & Public Relations	9%
Human Resources	6%
Engineering	6%
Maintenance, Repair & Installation	5%
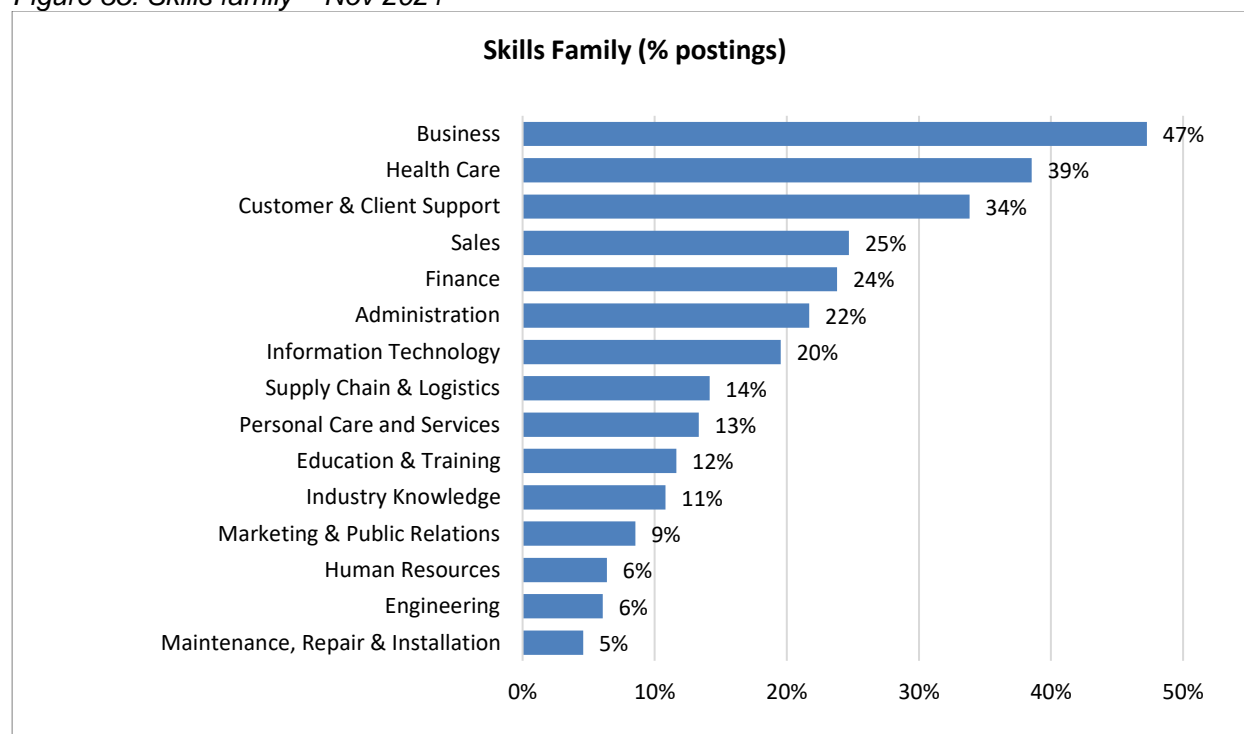
Source: Labour Insight (Burning Glass Technologies)

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.

Figure 36: Employers – Nov 2021

Job postings by employer

Employer	No of postings
National Health Service	372
Cumbria County Council	78
Reps UK Limited	41
Mitie Limited	24
Aldi Stores Limited	24
Maid2Clean Limited	23
Elysium Healthcare Limited	22
Cumberland Building Society	19
Vida Education	18
Currys Group Limited	18
University Of Cumbria	17
Newcastle College	16
Mcdonald'S Restaurants	16
National Trust	15
Marsh & Mclennan Companies	15

No of postings (where employer available)

Source: Labour Insight (Burning Glass Technologies)

Postings rose in Allerdale, Carlisle, Copeland and Eden but fell in Barrow and were unchanged in South Lakeland. The specific location mentioned most frequently in postings was the Carlisle area (1,098) followed by Kendal (357).

Figure 37: Job location – Nov 2021

Job postings by area

Area	No of postings
Carlisle	1,098
Kendal	357
Penrith	282
Workington	225
Barrow	168
Whitehaven	135
Cockermouth	70
Keswick	68
Ambleside	66
Ulverston	65
Seascale	63
Wigton	58
Windermere	52
Maryport	34
Brampton	34
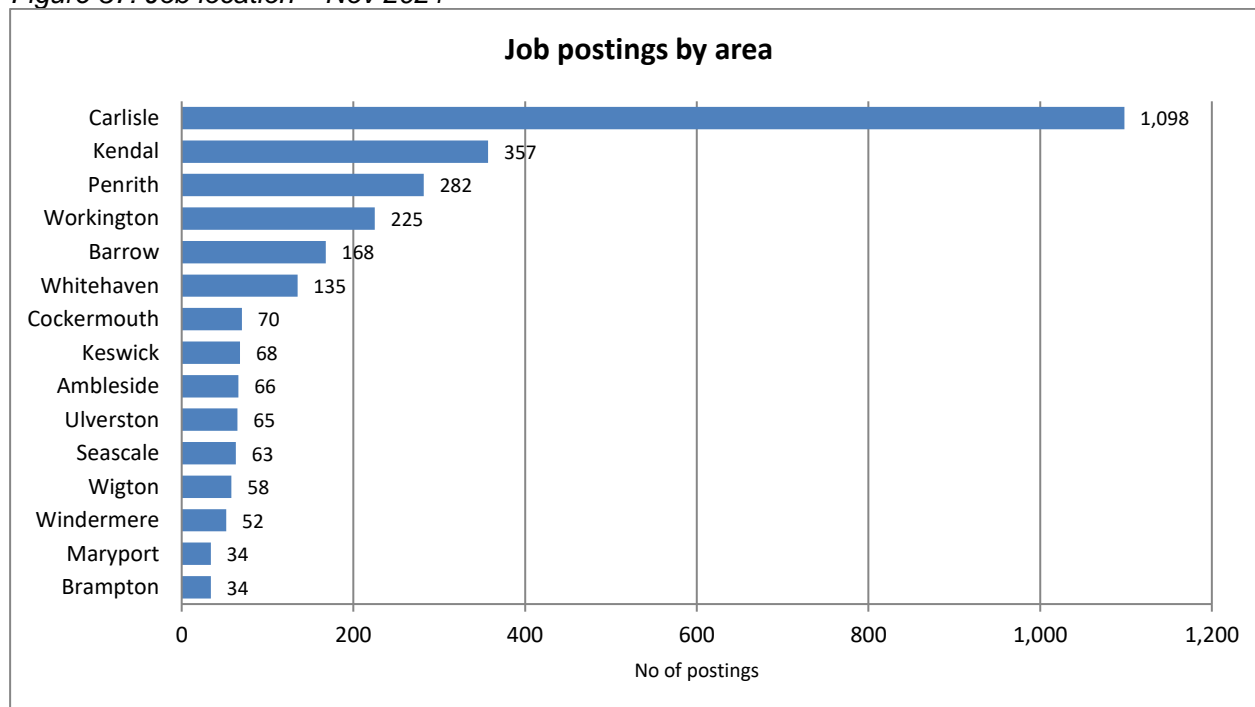
No of postings

Source: Labour Insight (Burning Glass Technologies)

Specific qualifications are only mentioned in around a fifth of postings but where they were specified, 33% required a bachelor's degree or equivalent and 33% required GCSE/level.

Figure 38: Qualification level – Nov 2021

Qualifications required (%)

Qualification	% of postings
Postgrad Degree, Level 5 Cert/Dip/NVQ	2%
Bachelor's Degree, Graduate Cert/Dip	33%
Foundation Degree, HND	4%
HNC, Level 4 Cert/Dip/Level 4 NVQ	10%
A-Level, Level 3 NVQ	17%
GCSE, Level 2 NVQ	33%
Level 1 NVQ	0%

% of postings (where quals specified)
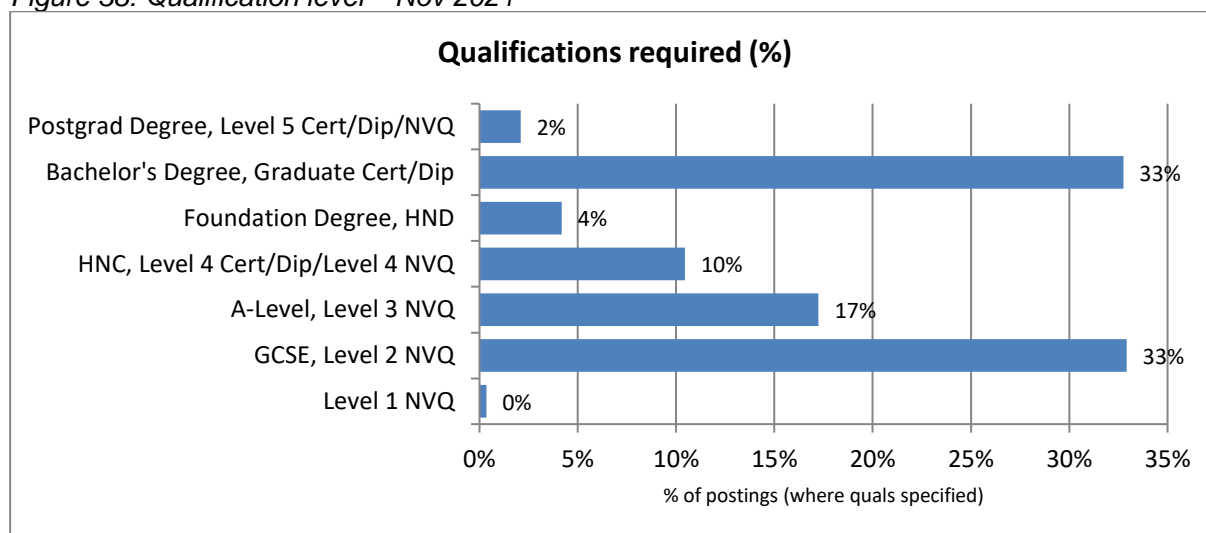
Source: Labour Insight (Burning Glass Technologies)

Relatively few postings specify a salary, but where they were provided, over a third were offering salaries of £20,000-£29,999, and almost a fifth £30,000-£39,00. The mean advertised salary was £33,300.

Figure 39: Salary range – Nov 2021

Salary range (%)

Salary band	%
More than £90,000	4%
£80,000 to £89,999	2%
£70,000 to £79,999	1%
£60,000 to £69,999	2%
£50,000 to £59,999	5%
£40,000 to £49,999	9%
£30,000 to £39,999	22%
£20,000 to £29,999	39%
£15,000 to £19,999	17%
£10,000 to £14,999	1%
£0-£9,999	0%

% job postings (where salary specified)
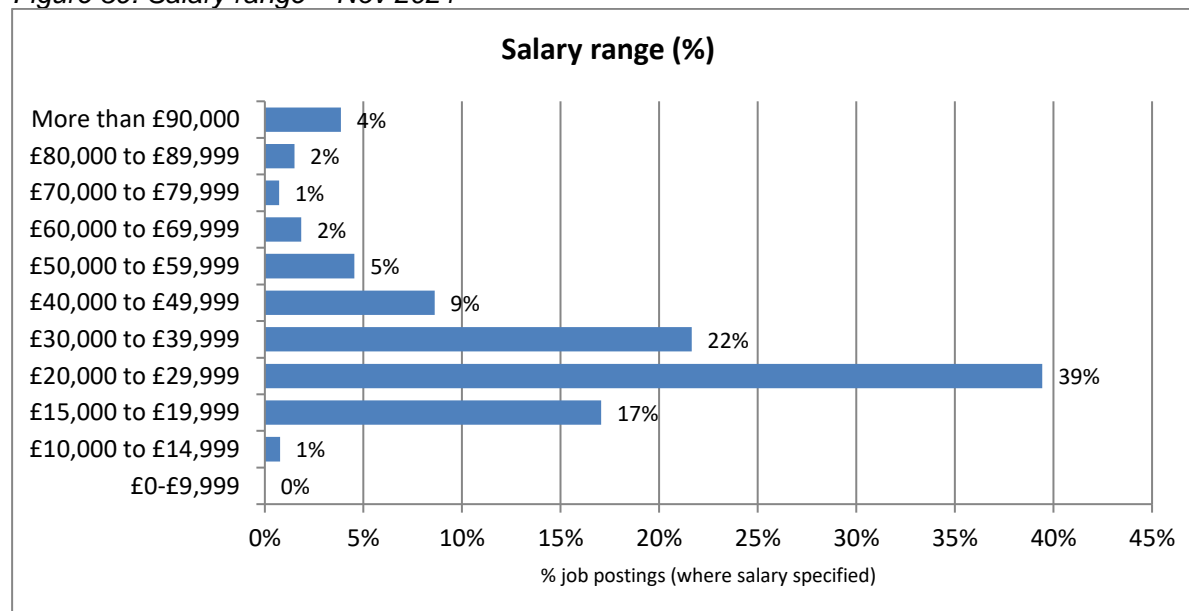
Source: Labour Insight (Burning Glass Technologies)

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 down to 2 per job posting evidencing the extreme pressure in the labour market due to job postings increasing at a faster rate than the volume of job seekers.

Figure 40: Claimants per Job Posting – Nov 2021

Claimants per job posting

Month	Claimants per posting
Nov-19	3
Dec-19	4
Jan-20	3
Feb-20	2
Mar-20	3
Apr-20	10
May-20	10
Jun-20	8
Jul-20	7
Aug-20	6
Sep-20	5
Oct-20	4
Nov-20	5
Dec-20	5
Jan-21	5
Feb-21	6
Mar-21	5
Apr-21	5
May-21	4
Jun-21	4
Jul-21	3
Aug-21	3
Sep-21	3
Oct-21	3
Nov-21	2
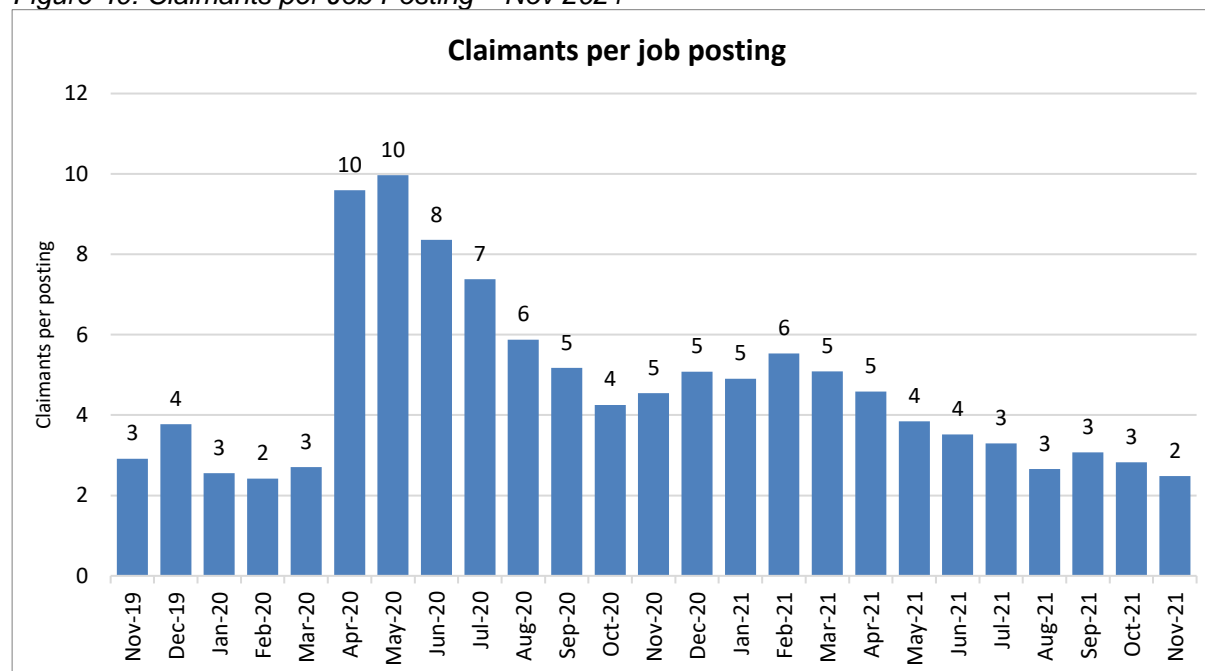
Source: Labour Insight (Burning Glass Technologies) / ONS Claimant Count

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 100 business start-ups in Cumbria in Oct 2021, a fall of 9 from Sept and 78 fewer than the same month last year when there was a surge in activity after the first lockdown. Over the quarter (Aug-Oct) there were 333 start-ups which is 56 fewer than last quarter and 195 fewer than the same quarter last year.

Figure 41: Monthly Start-Ups (number)
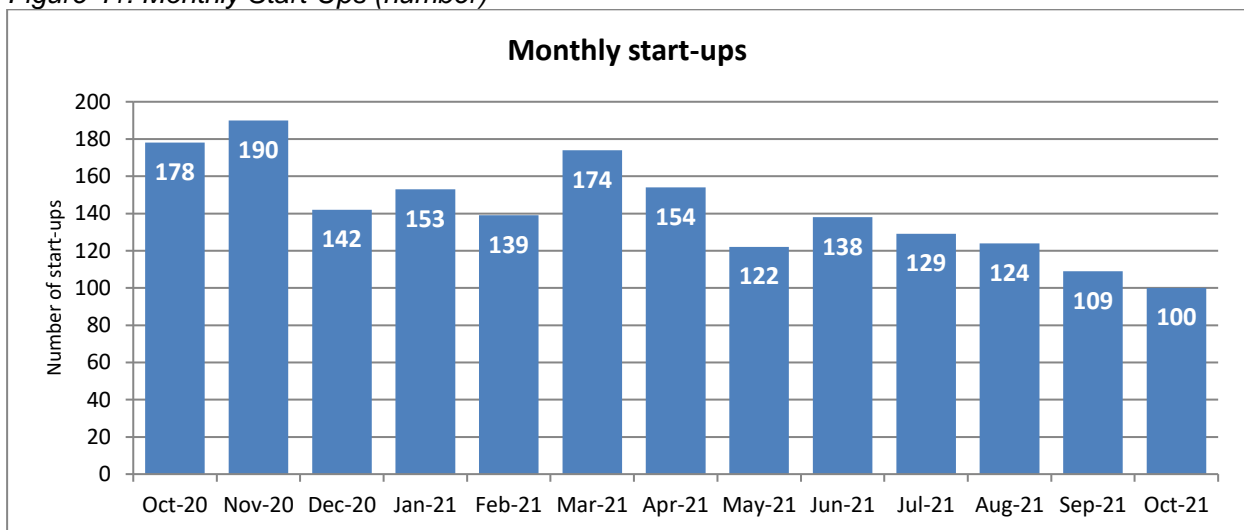
Source: BankSearch

The highest volume of start-ups in the quarter (Aug-Oct) was in real estate, prof services & support activities (84) followed by wholesale & retail (54), both down on the same time last year.

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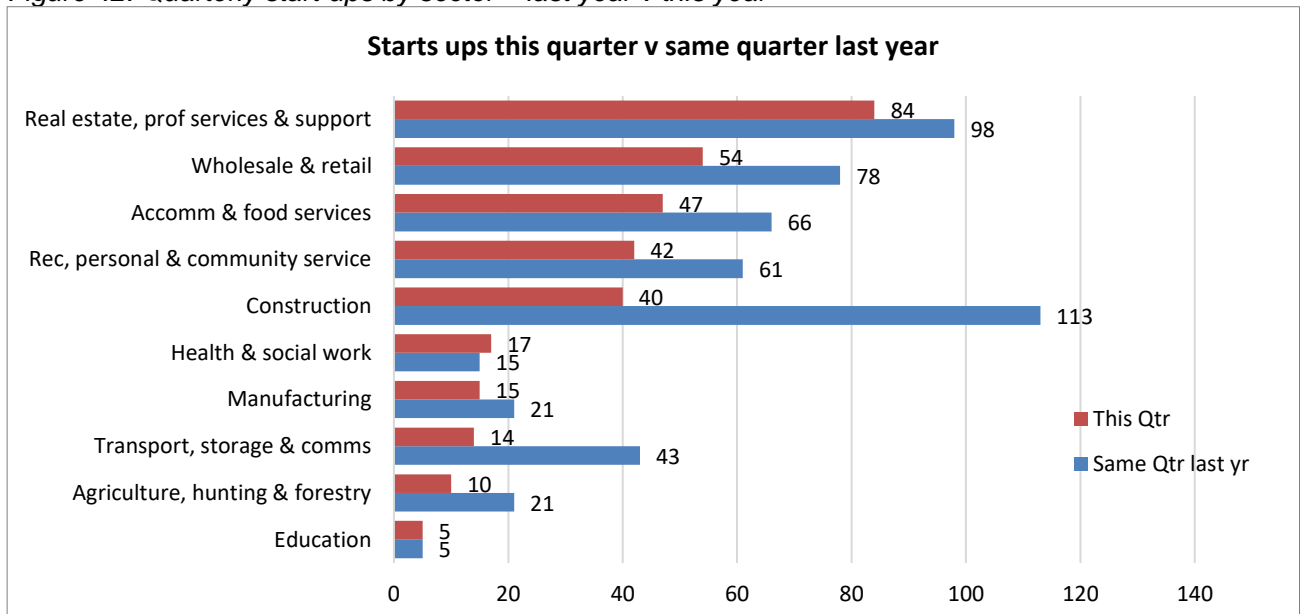
Source: BankSearch

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 185 new Companies House incorporations in Nov 2021, a fall of 8 from Oct and 32 fewer than the same month last year. New registrations fell in Allerdale, Eden and South Lakeland, rose in Barrow and were unchanged in Carlisle.

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 caution.

Figure 43: Companies House Incorporations in Cumbria - timeseries
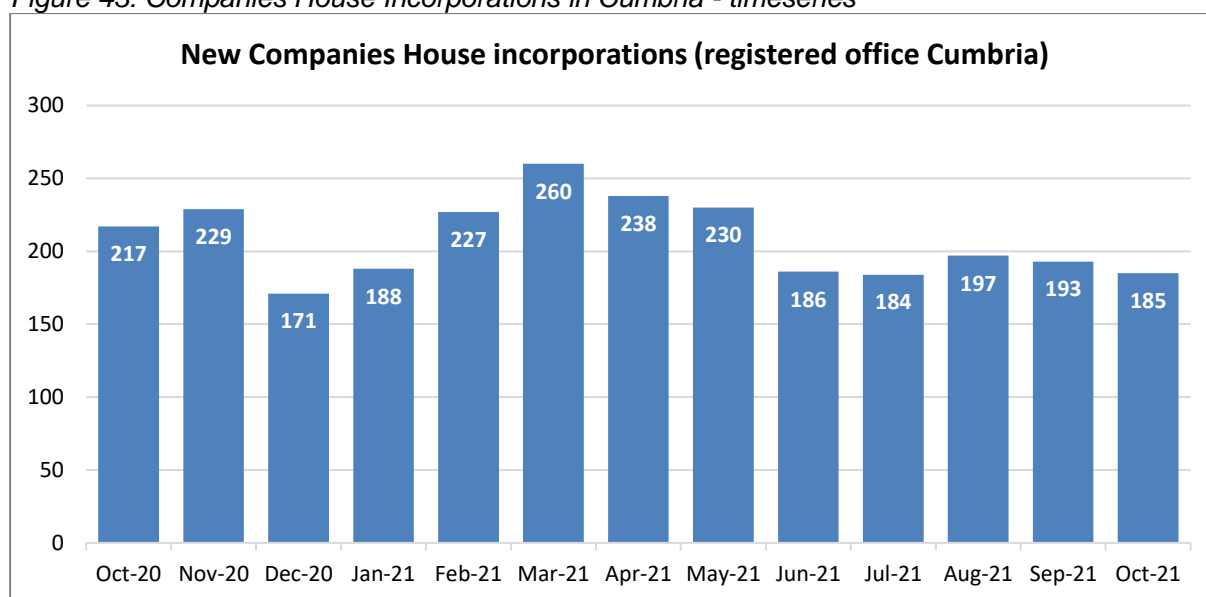
Source: BankSearch, data relate to registered office address.

Figure 44: Companies House Incorporations by District, last 3 months
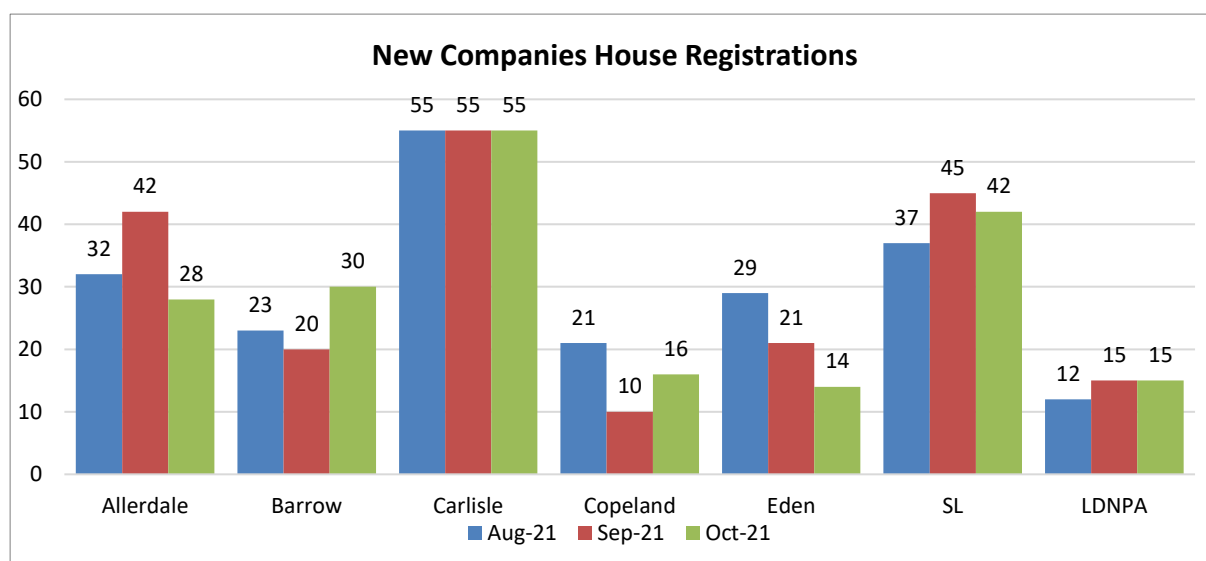
Source: BankSearch   Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

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 Nov 2021 there were 31,263 entries on the FAME database for Cumbria, a decrease of 104 from last month. The number of businesses dissolved/entering liquidation in Cumbria was 19 in Nov and 3.5% 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
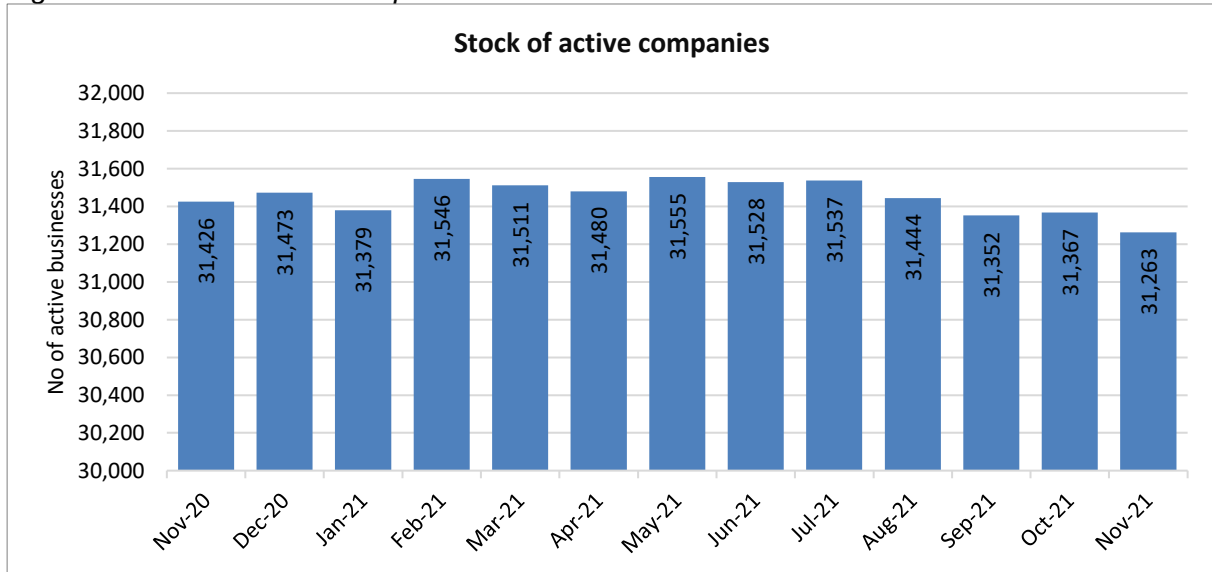
Source: FAME (Bureau Van Dijk)

Figure 46: Stock of Active Companies by District, Nov 2021
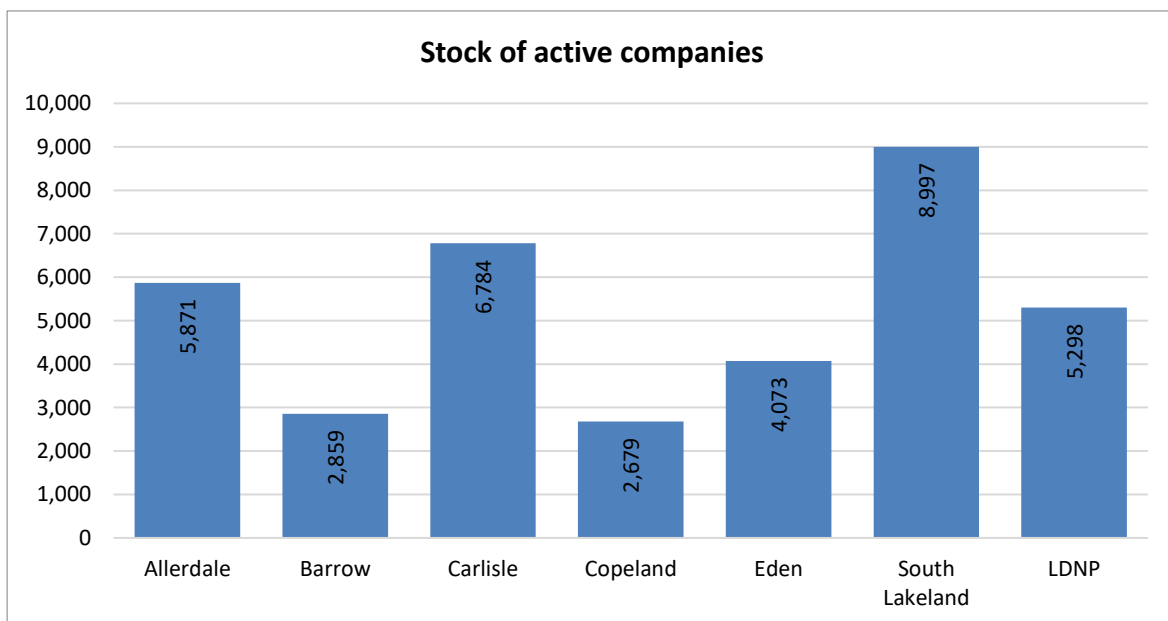
Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district

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

Dissolved / In Liquidation
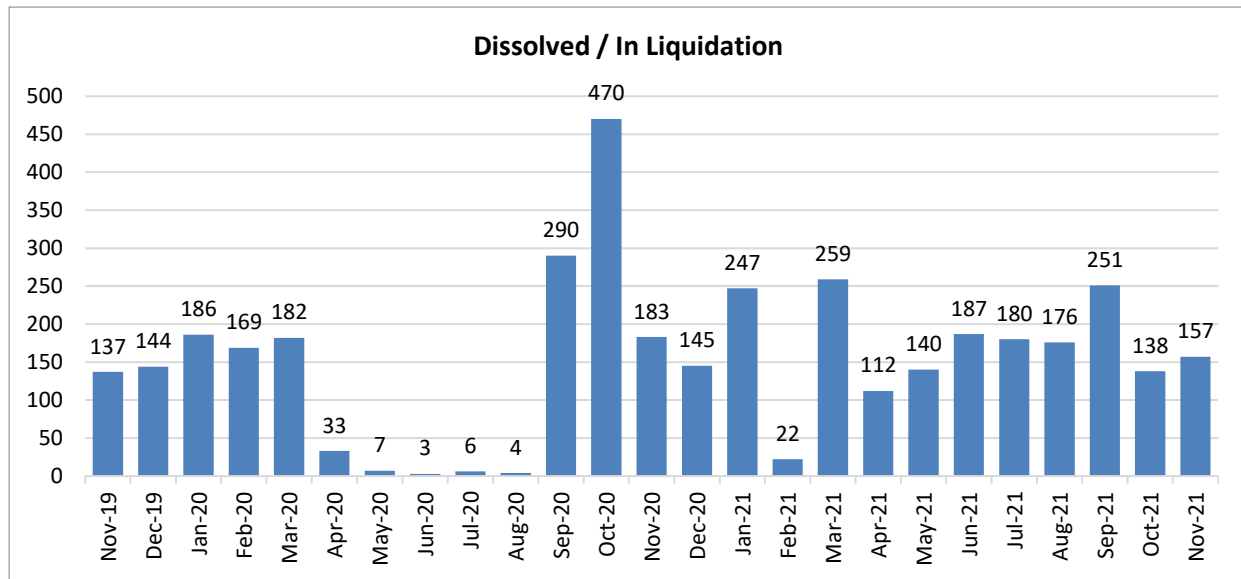
Source: FAME (Bureau Van Dijk)

Figure 48: Businesses with a high risk credit score (% those with a score)

Businesses with a high risk credit score
(as % those with a credit score)
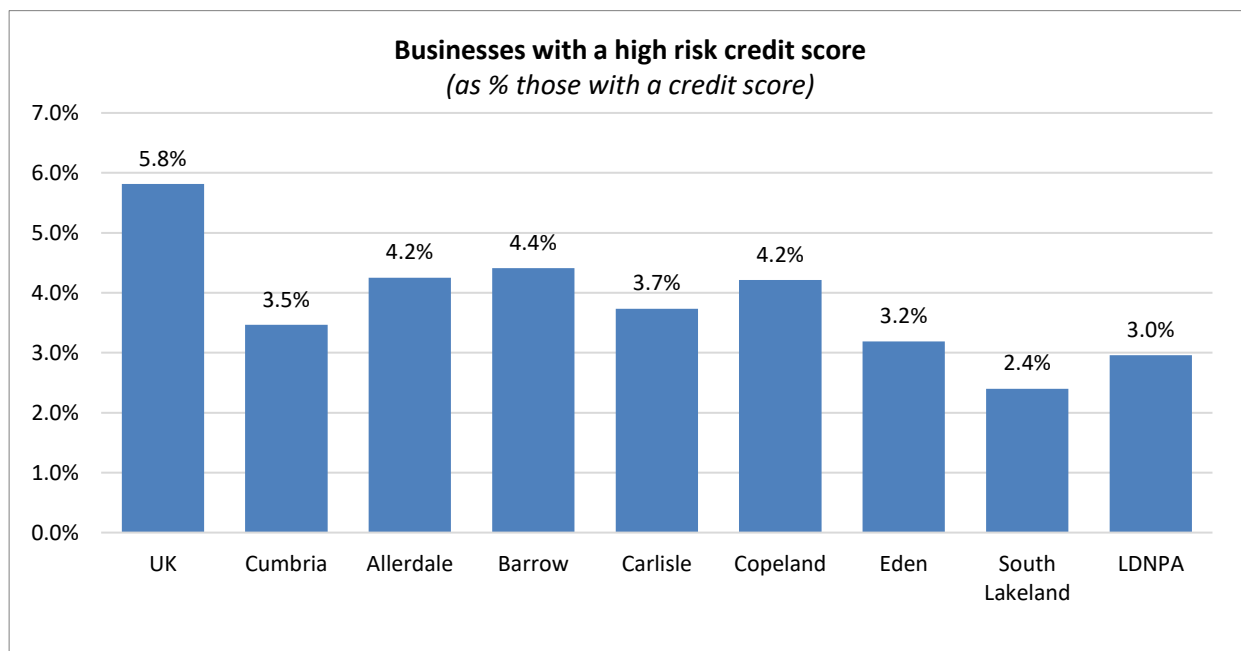
Source: FAME (Bureau Van Dijk) NB: only around half of active enterprises have a credit score on the system

Figure Number and Description   **Page**