

## Introduction

This briefing contains the most recent data from the standard Claimant Count and Universal Credit registers (both counts taken on **9<sup>th</sup> Dec**). The briefing also the latest available data on payrolled employment, job postings, NEETs, business start-ups and active companies.

For more information about any of the data in the briefing or to be added / removed from the distribution list, please contact Ginny Murphy, Senior Analyst, Cumbria County Council / Cumbria Intelligence Observatory. Email: [ginny.murphy@cumbria.gov.uk](mailto:ginny.murphy@cumbria.gov.uk) Tel: 07826 859026. Copies of this and other briefings can be found on the Observatory website: [www.cumbriaobservatory.org.uk](http://www.cumbriaobservatory.org.uk).

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## 1. KEY FINDINGS FOR CUMBRIA

- There were estimated to be 221,076 payrolled employees resident in Cumbria in Dec 2021, an increase of 1,005 from Nov (0.5%). This means there are 7,246 more payrolled employees resident in Cumbria than this time last year (+3.4%) and 1,963 more than two years ago (+0.9%). Across all time periods this growth has been slightly slower in Cumbria than nationally.
- Growth has been stronger in East Cumbria over one and two years (NB: these are the ITL area definitions which are not the same as those for the proposed unitary authorities (see notes on page 4).
- Median monthly earnings in Dec in Cumbria were £1,890 which is 93% of the UK average. They were highest in West Cumbria (99% of UK) but lower in East Cumbria (90% 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 6.3% which is higher than the UK growth of 5.3%.
- There were 8,60 claimants of JSA / UC (out of work and seeking work) on 9<sup>th</sup> Dec which is 130 fewer than in Nov. The count fell in all districts except South Lakeland where it rose by 15. The largest falls were in Carlisle (-50) and Allerdale (-35).
- Compared to the same time last year, the claimant count is 3,915 lower (-31%) but it is still substantially higher than the level seen 2 years ago (+2,040 / +31%).
- The claimant rate in Cumbria was 3.0% in Dec unchanged from Nov and it remains below the national rate of 4.4% 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 (6.2% v 5.3%). Rates for 25-34 year olds in Carlisle now match the national average (5.6%) and rates for 18-24 year olds are close to the national average (5.2% v 5.3%).
- There were 34,403 claimants of Universal Credit in Cumbria on 9<sup>th</sup> Dec (in work, out of work, not required to seek work), a rise of 361 (1.1%) from the revised Nov figure. This is 1,544 (-4.3%) fewer than a year ago and 16,169 (88.7%) 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.
- The claimant rate for all UC claimants was 11.7% in Dec compared to 13.9% 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.
- 25,998 (76%) of UC claimants had been claiming for more than 12 months in Dec, an increase of 482 from Nov and 17,926 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 351 young people (aged 16/17) classed as NEET (inc not knowns) in Nov, down by 19 since Oct and 113 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 Nov, down 0.1 from Oct and down 1.1 from the same time last year.
- The participation rate for 16/17 year olds was 92.3% in Nov. The proportion participating by undertaking an apprenticeship dipped significantly last year but is recovering and is now 10.5% which is just 0.5% lower than two years ago.
- 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 1,895 job postings in Dec, 1,709 fewer than in Nov and 587 fewer than in Dec last year. This remains higher than Dec two years ago but not significantly so (8%), reflecting a downturn in recruitment activity, especially in hospitality where the Omicron variant hit demand.
- The highest volume of job postings was in the health sector followed by manufacturing, wholesale & retail and accommodation & food services.
- Health professionals, caring personal services and science, research, engineering & technical professionals were the most advertised occupations in Dec.
- The most common skills "family" mentioned in postings was business skills followed by health care, finance and IT.
- In Dec there were 5 claimants per new job posting in Cumbria which is up from 2 last month as a result of the drop in postings pre-Christmas.
- There were 314 business start-ups in the quarter ending Nov which is 77 fewer than last quarter and 242 fewer than the same quarter last year when there was a surge in activity.
- Start-ups were highest in real estate & professional services (72), recreation, personal & community services (48), wholesale & retail (47) and accommodation & food services (42).
- There were 133 new Companies House incorporations in Dec, a fall of 43 from Nov and 38 fewer than in Nov last year.
- There were 31,155 active companies in Cumbria at the end of Dec, 108 fewer more than in Nov.
- There were 155 businesses dissolved/in liquidation during Dec making a total of 2,024 for 2021, 53 (3%) more than in 2019 (pre pandemic).
- Of the 31,555 active businesses in Dec, 1,496 had posted financial results showing a 10% increase in employment and/or turnover in their most recent accounts whilst 1,321 had posted results showing a 10% decline in one or both measures.

## 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).*

- Early estimates for Dec 2021 indicate that the number of payrolled employees rose by 4.8% compared with Dec 2020, a rise of 1,340,000 employees; the number of payrolled employees was up by 1.4% since Feb 2020, a rise of 409,000.
- There were 184,000 more people in payrolled employment in Dec 2021 when compared with Nov 2021.
- UK payrolled employee growth for Nov 2021 compared with Oct 2021 has been revised from an increase of 257,000 reported in the last bulletin to an increase of 162,000; this revision is a result of incorporating additional real time information (RTI) submissions into the statistics, reducing the need for imputation – revisions of this scale are within expectation.
- Early estimates for Dec 2021 indicate that median monthly pay increased by 5.3% compared with Dec 2020 and increased by 9.2% when compared with February 2020.
- All age groups saw an increase in payrolled employees between Dec 2020 and Dec 2021; there was an increase of 547,000 payrolled employees aged under 25 years.
- The increase in payrolled employees between Dec 2020 and Dec 2021 was largest in the accommodation and food service activities sector (a rise of 312,000 employees) and smallest in the transportation and storage sector (a fall of 2,000).
- Sep to Nov 2021 estimates showed a continuing recovery in the labour market, with an increase in the employment rate and a decrease in the unemployment rate compared with the previous three-month period (Jun to Aug 2021).
- Total hours worked decreased slightly compared with the previous three-month period and are still below pre-coronavirus pandemic levels, despite the loosening of coronavirus restrictions.
- The UK employment rate was estimated at 75.5%, 1.1 percentage points lower than before the coronavirus pandemic (Dec 2019 to Feb 2020), but 0.2 percentage points higher than the previous three-month period (Jun to Aug 2021).
- The UK unemployment rate was estimated at 4.1%, 0.1 percentage points higher than before the pandemic, but 0.4 percentage points lower than the previous three-month period.
- The UK economic inactivity rate was estimated at 21.3%, 1.0 percentage point higher than before the pandemic, and 0.2 percentage points higher than the previous three-month period.
- Annual growth in median pay for employees in Dec 2021 was highest in the professional, scientific and technical sector (an increase of 7.6%), and lowest in the arts and entertainment sector (an increase of 1.0%).
- Growth in average total pay (including bonuses) was 4.2% and growth in regular pay (excluding bonuses) was 3.8% among employees in Sep to Nov 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 have shown minimal growth in Sep to Nov 2021, at 0.4% for total pay and 0.0% for regular pay; single-month growth in real average weekly earnings for Nov 2021 fell on the year for the first time since Jul 2020, at negative 0.9% for total pay and negative 1.0% for regular pay.
- Average total pay growth for the private sector was 4.5% in Sep to Nov 2021, while for the public sector, it was 2.6%; all sectors saw growth, with the finance and business services sector seeing the largest growth rate at 6.8%.
- The number of job vacancies in Oct to Dec 2021 rose to a new record of 1,247,000, an increase of 462,000 from the pre-coronavirus pandemic level in Jan to Mar 2020.
- In Oct to Dec 2021, the total number of vacancies increased by 127,800 (11.4%) on the quarter, with the largest increase seen in human health and social work which was up 26,800 (14.9%) to a new record of 206,000.
- The quarterly rate of vacancy growth fell to 11.4% in Oct to Dec 2021, down from 29.7% last quarter, and follows consecutive falls from a peak of 43.4% in May to July 2021. The ratio of vacancies to every 100 employee jobs reached a record high of 4.1 in Oct to Dec 2021.

## 3. PAYROLLED EMPLOYMENT & EARNINGS

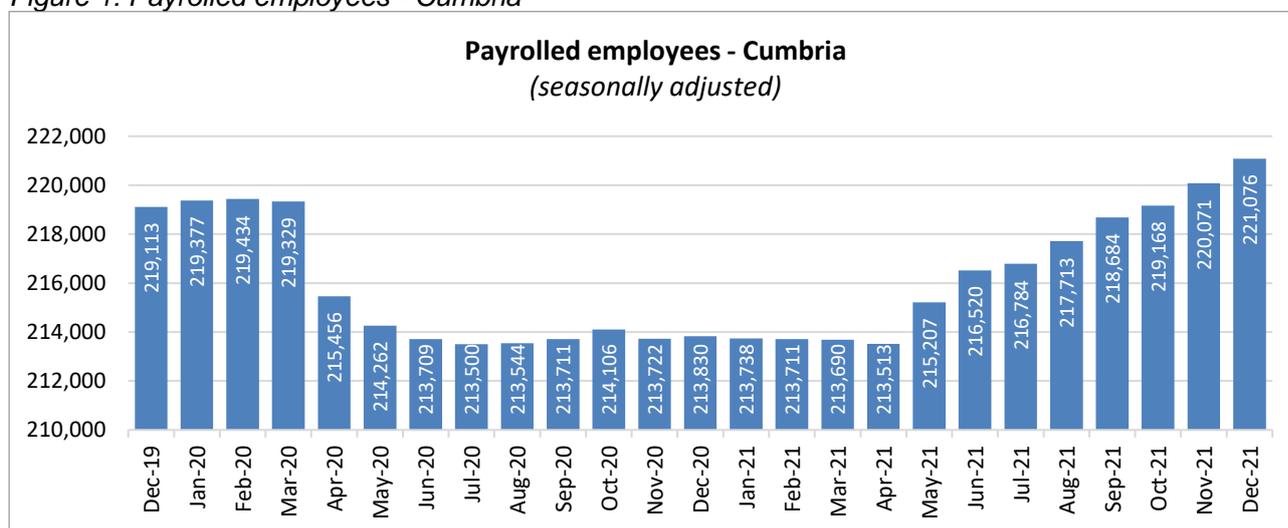
These experimental data come from HM Revenue and Customs' (HMRC's) Pay As You Earn (PAYE) Real Time Information (RTI) system. They cover employees payrolled by employers only and not self-employment income or income from other sources such as pensions, property rental and investments. Employees are recorded 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 are 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 221,076 residents in Cumbria in payrolled employment in Dec, an increase of 1,005 from Nov and 7,246 more than a year ago. This means levels are now higher than those seen at the same time of year two years ago (by 0.9%).

Figure 1: Payrolled employees - Cumbria



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

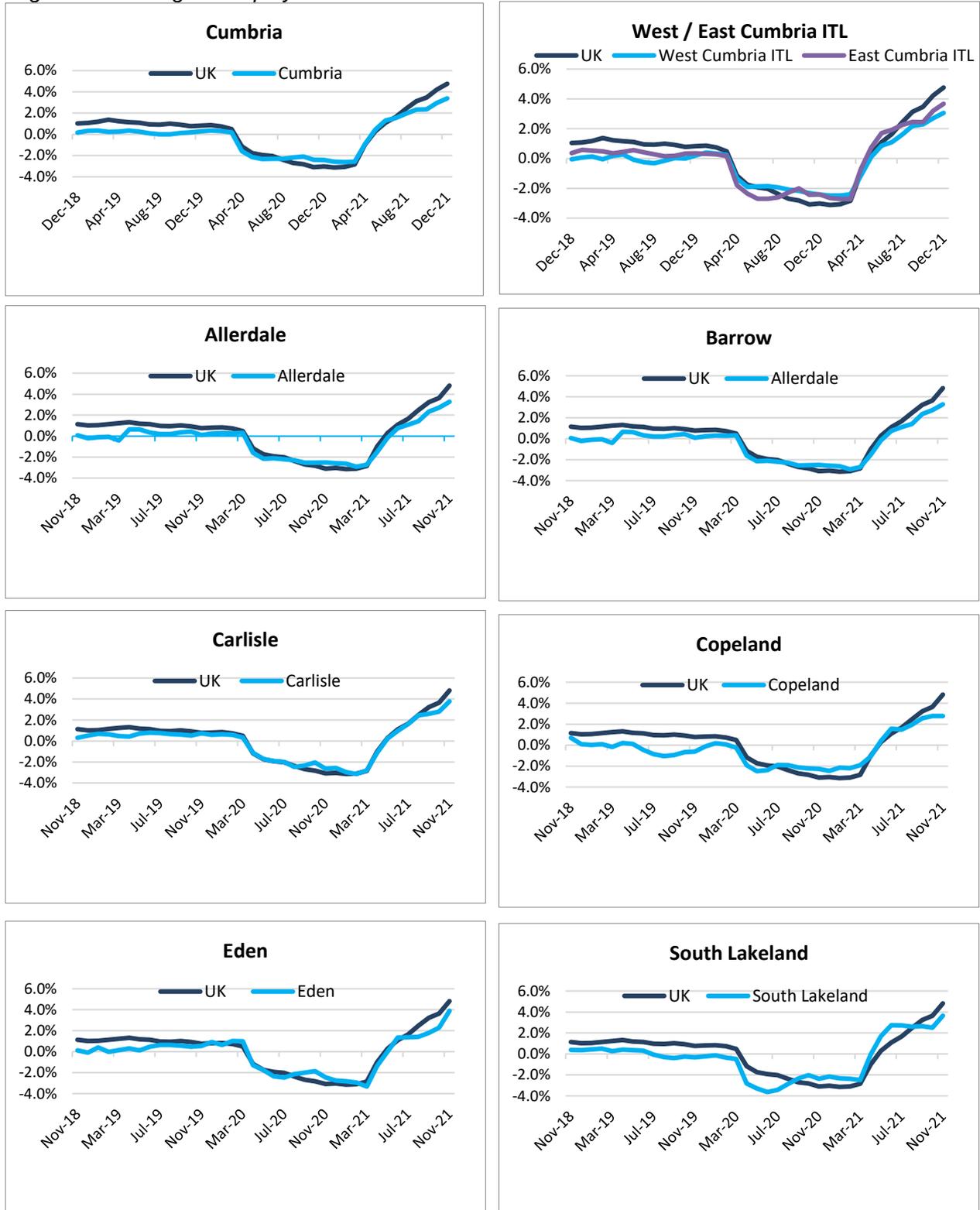
Figure 2: Payrolled employees – Seasonally adjusted

Payrolled employees - Seasonally Adjusted							
	Dec-21	Month change		One year change		Two year change	
	No	No	%	No	%	No	%
UK	29,467,516	183,696	0.6%	1,339,756	4.8%	463,195	1.6%
England	24,993,401	149,511	0.6%	1,140,833	4.8%	387,971	1.6%
Cumbria	221,076	1,005	0.5%	7,246	3.4%	1,963	0.9%
West Cumbria ITL	102,694	361	0.4%	3,050	3.1%	586	0.6%
East Cumbria ITL	118,382	644	0.5%	4,196	3.7%	1,377	1.2%

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). NB: district data are only updated quarterly.

Figure 3: % change in employees on same month

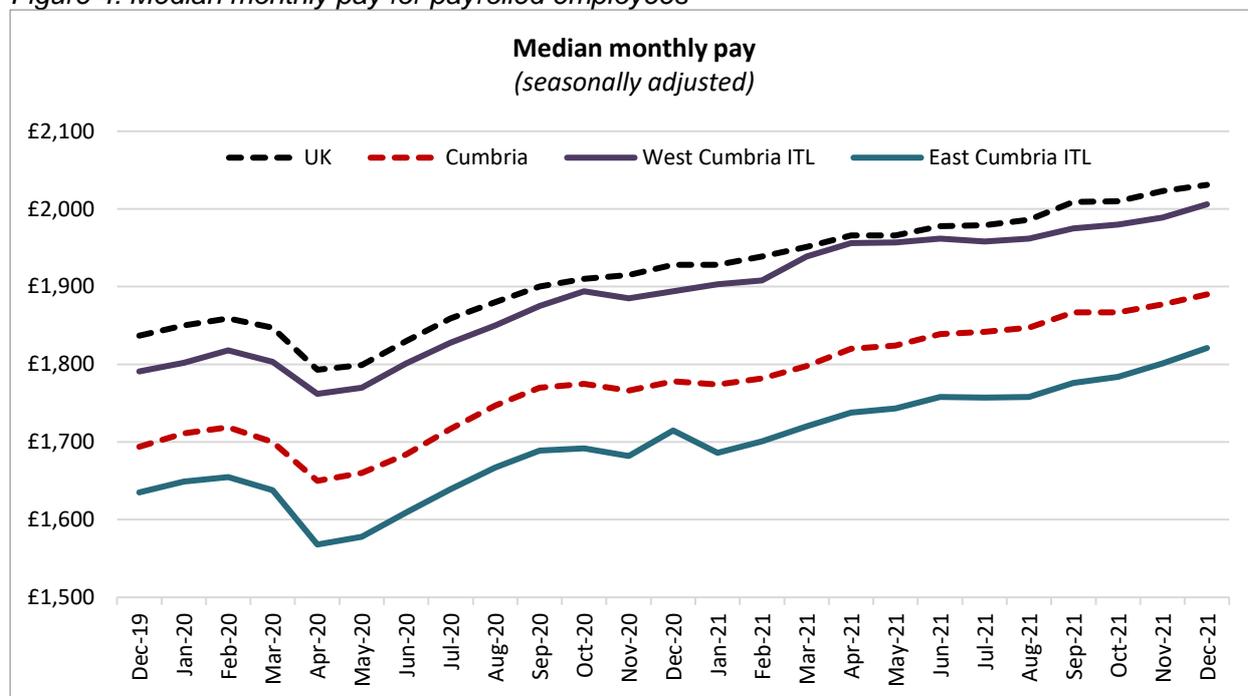


previous year (seasonally adjusted)  
 Source: HMRC / ONS Latest month data are always provisional.

### 3b. Median monthly pay (seasonally adjusted)

Median monthly pay for employees in Cumbria was £1,890 in Dec 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 99% of the UK average but those in East Cumbria (Carlisle, Eden, South Lakeland) only 90%. 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.

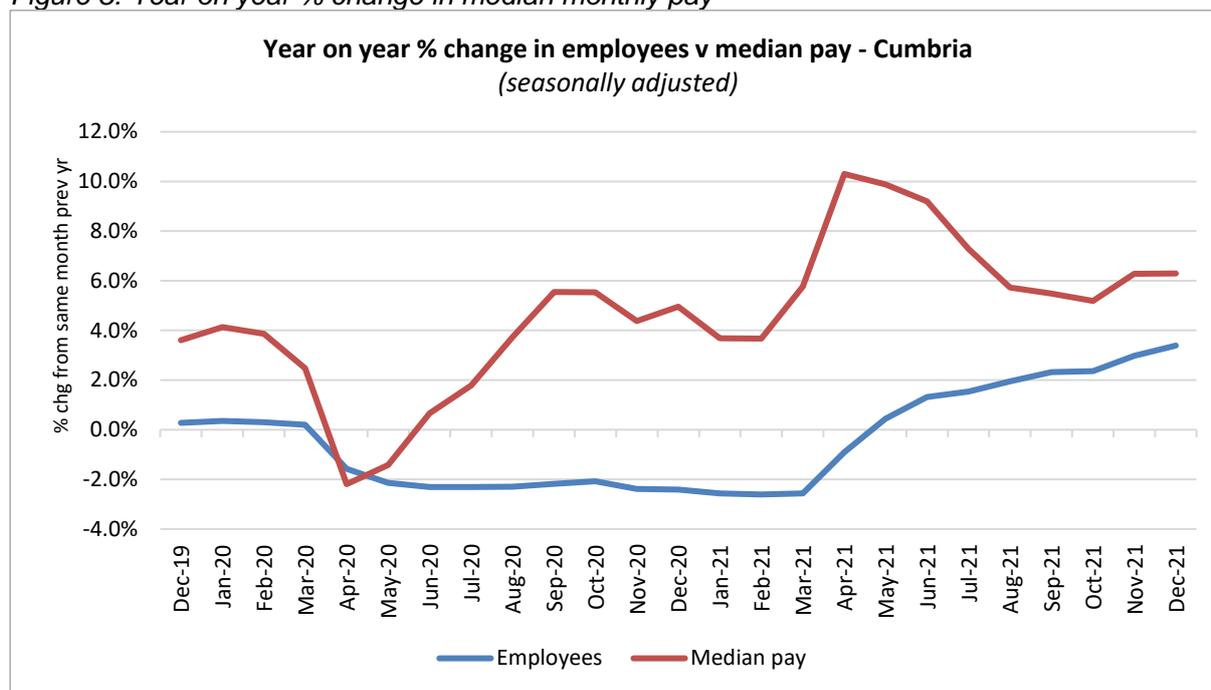
Figure 5 : Median pay for payrolled employees

Median pay - Seasonally Adjusted								
	Dec-21	UK Index	Month change		One year change		Two year change	
	No	Index	No	%	No	%	No	%
UK	2,031	100	8	0.4%	103	5.3%	194	10.6%
Cumbria	1,890	93	13	0.7%	112	6.3%	196	11.6%
West Cumbria ITL	2,006	99	17	0.9%	112	5.9%	215	12.0%
East Cumbria ITL	1,821	90	20	1.1%	106	6.2%	186	11.4%

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 national / regional analysis by sector and age can be found here:

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/earningsandemploymentfrompayasyouearnrealtimeinformationuk/january2022/relateddata>

## 4. CLAIMANT COUNT (released monthly) – count taken 9<sup>th</sup> Dec 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 130 claimants in Cumbria in Dec compared to Nov, down to a total of 8,690. This is a monthly fall of 1.5% compared to a national fall of 1.8%. The count fell everywhere in Cumbria except South Lakeland where it rose by 15. The biggest falls were in Carlisle (-50) and Allerdale (-35). The claimant rate in Dec in Cumbria was 3.0% which is below the national rate of 4.4%. It is unchanged from Nov and is 1.3ppt lower than a year ago. Despite the improving picture, compared to two years ago (Dec 2019) the claimant count is still substantially higher with 2,404 more claimants in Cumbria (+31%).

Figure 6: Standard Claimant Count – Dec 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	1,084,845	5.2	763,205	3.6	1,848,050	4.4	-33,665	-1.8	-0.1	-741,690	-28.6	-1.8
Cumbria	5,205	3.6	3,480	2.3	8,690	3.0	-130	-1.5	0.0	-3,920	-31.1	-1.3
Allerdale	995	3.5	720	2.5	1,715	3.0	-35	-2.1	-0.1	-930	-35.1	-1.6
Barrow	980	4.9	555	2.7	1,535	3.8	-10	-0.7	0.0	-530	-25.7	-1.3
Carlisle	1,410	4.4	915	2.8	2,330	3.6	-50	-2.1	-0.1	-775	-25.0	-1.2
Copeland	805	3.9	510	2.5	1,310	3.2	-30	-2.4	-0.1	-565	-30.1	-1.4
Eden	335	2.2	305	2.0	640	2.1	-15	-2.0	0.0	-410	-39.0	-1.3
South Lakeland	680	2.3	480	1.6	1,160	2.0	15	1.2	0.0	-710	-37.9	-1.2
of which LDNPA	245	2.1	175	1.5	425	1.8	-10	-2.8	0.0	-370	-46.7	-1.6

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.

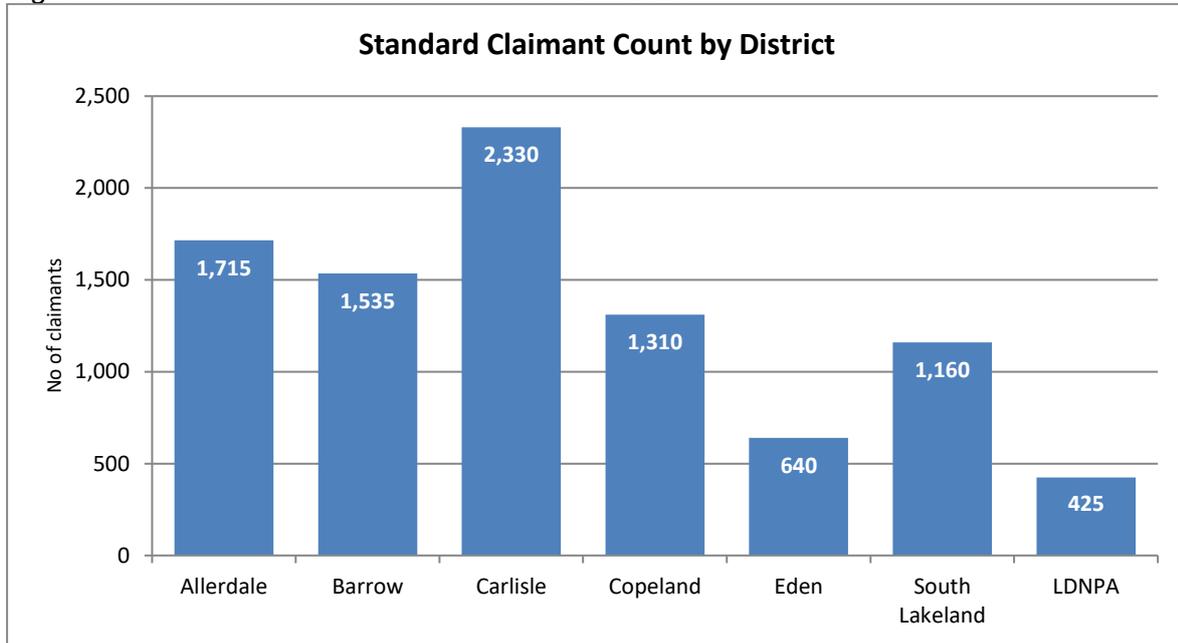
Figure 2 shows the claimant count and rate by broad age group in Cumbria in Dec. Claimant rates at Cumbria level are below the national average for all age groups except for 18-24 year olds in Barrow and for 25-34 year olds in Carlisle where the rates are above the national rate.

Figure 7: Standard Claimant Count & Rate by Age Group in Cumbria – Dec 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								
UK	296,110	5.3%	500,425	5.6%	425,625	5.0%	325,865	3.7%	295,150	3.5%	1,848,050	4.4%
Cumbria	1,470	4.5%	2,340	4.5%	1,880	3.6%	1,485	2.1%	1,480	1.9%	8,690	3.0%
Allerdale	310	4.9%	445	4.3%	340	3.3%	275	2.0%	335	2.3%	1,715	3.0%
Barrow	310	6.2%	395	4.8%	325	4.5%	260	2.8%	235	2.5%	1,535	3.8%
Carlisle	355	4.7%	695	5.6%	520	4.2%	385	2.6%	365	2.3%	2,330	3.6%
Copeland	230	5.2%	355	4.6%	285	3.9%	215	2.3%	225	2.1%	1,310	3.2%
Eden	95	3.1%	155	3.1%	145	2.8%	120	1.6%	115	1.3%	640	2.1%
South Lakeland	165	2.6%	300	3.4%	265	2.6%	230	1.6%	205	1.2%	1,160	2.0%
of which LDNPA	45	1.9%	90	2.7%	110	2.8%	95	1.6%	80	1.1%	425	1.8%

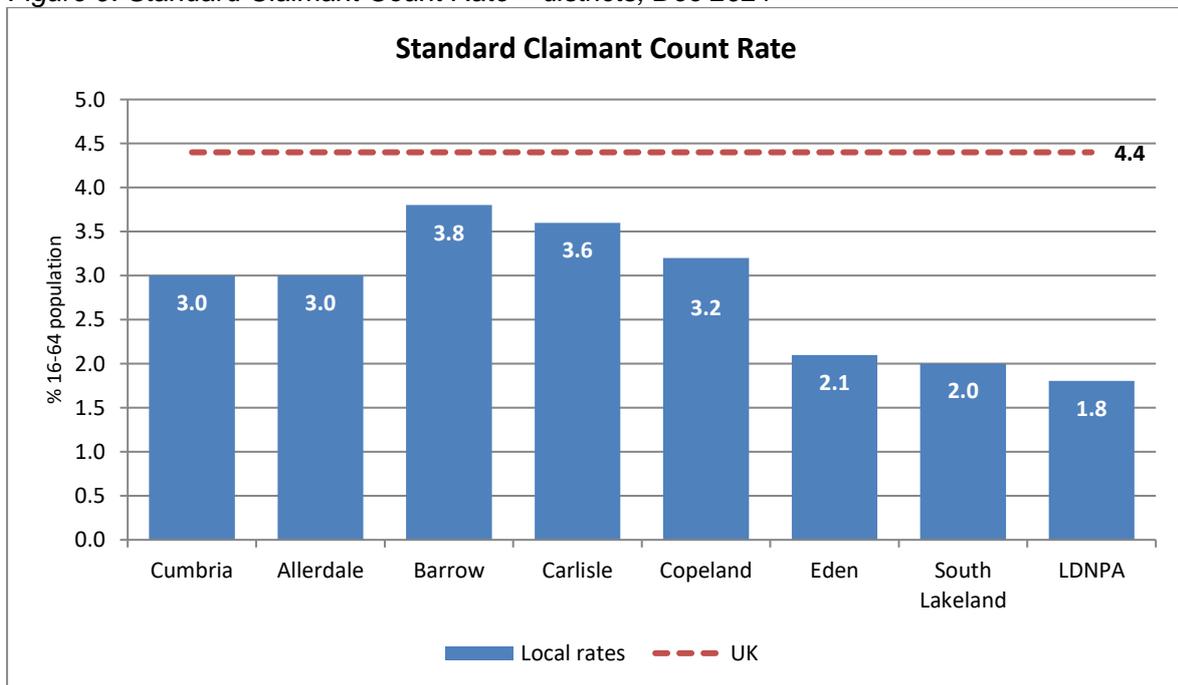
Source: ONS (data are rounded). LDNPA is a “best-fit” of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

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



Source: ONS/DWP

Figure 10: Standard Claimant Count - timeseries

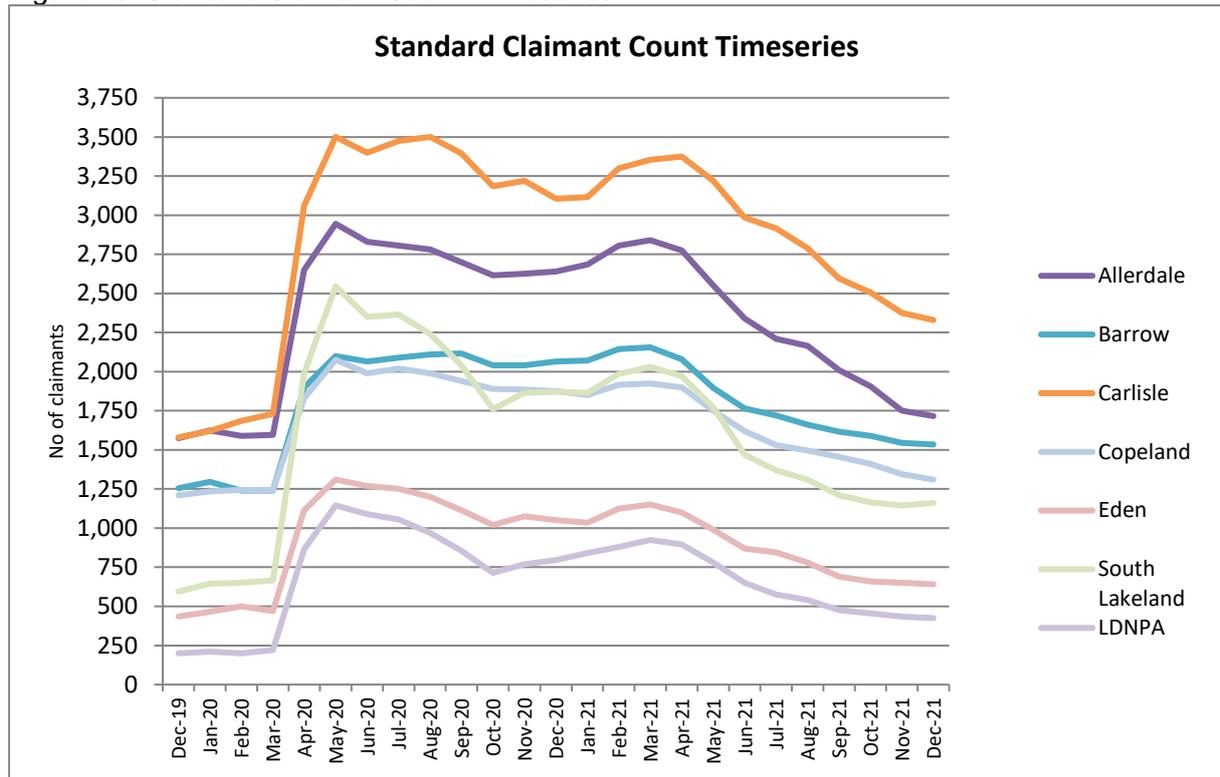
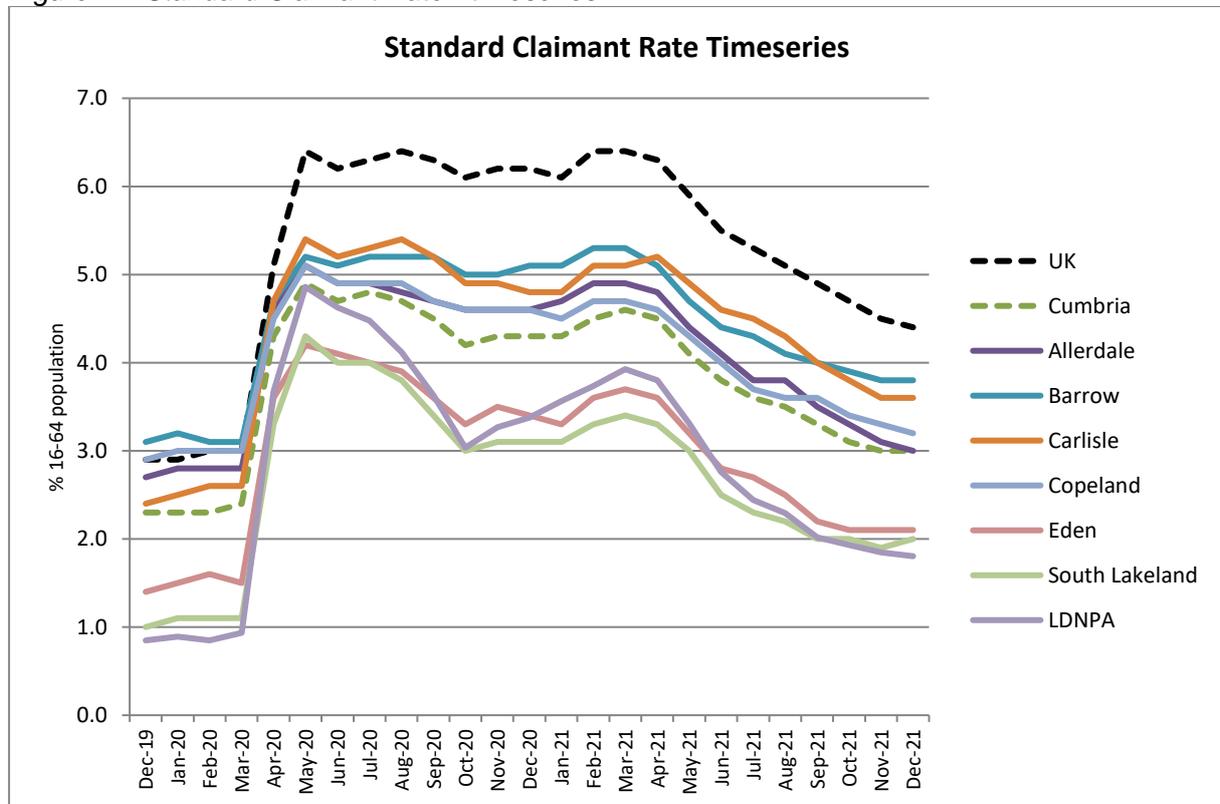


Figure 11: Standard Claimant Rate - timeseries



Source: ONS/DWP

## 5. UNIVERSAL CREDIT (released monthly) – count taken 9<sup>th</sup> Dec 2021

Universal Credit (UC) is a single monthly payment for people in or out of work which replaces existing benefits including Housing Benefit, Child Tax Credit, Income Support, Working Tax Credit, Income-based Jobseeker's Allowance, Income-related Employment and Support Allowance.

Note: due to the phased rollout of UC, care should be taken when comparing change over time.

### 5a. Individuals on Universal Credit

On 9<sup>th</sup> Dec 2021 there were 34,403 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 361 from the revised Nov total (1.1%), 1,544 fewer than a year ago (-4.3%) and 16,180 more than two years ago (88.8%). 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 (+164) or with no work requirements (+282) and these rises were only partially offset by the fall in the number claiming whilst seeking work (-89). The latest total means that 11.7% of the working age population is claiming Universal Credit compared to a national rate of 13.9%. 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 – Dec 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	2,564,477	12.6%	3,108,017	15.3%	5,672,516	13.9%	25,294	0.4%	0.1%	-197,033	-3.4%	-0.5%
Cumbria	15,298	10.5%	19,103	12.9%	34,403	11.7%	361	1.1%	0.1%	-1,544	-4.3%	-0.5%
Allerdale	3483	12.2%	4458	15.4%	7,939	13.8%	61	0.8%	0.1%	-123	-1.5%	-0.2%
Barrow	2421	12.0%	2829	14.0%	5,245	13.0%	54	1.0%	0.1%	-135	-2.5%	-0.3%
Carlisle	3802	11.9%	4729	14.2%	8,535	13.1%	108	1.3%	0.2%	-174	-2.0%	-0.3%
Copeland	2491	12.2%	3005	14.6%	5,498	13.4%	61	1.1%	0.1%	36	0.7%	0.1%
Eden	1023	6.6%	1432	9.2%	2,450	7.9%	6	0.2%	0.0%	-355	-12.7%	-1.1%
South Lakeland	2083	7.1%	2644	8.8%	4,725	8.0%	56	1.2%	0.1%	-797	-14.4%	-1.3%
of which LDNPA	900	7.7%	1056	9.1%	1,960	8.4%	10	0.5%	0.0%	-543	-21.7%	-2.3%

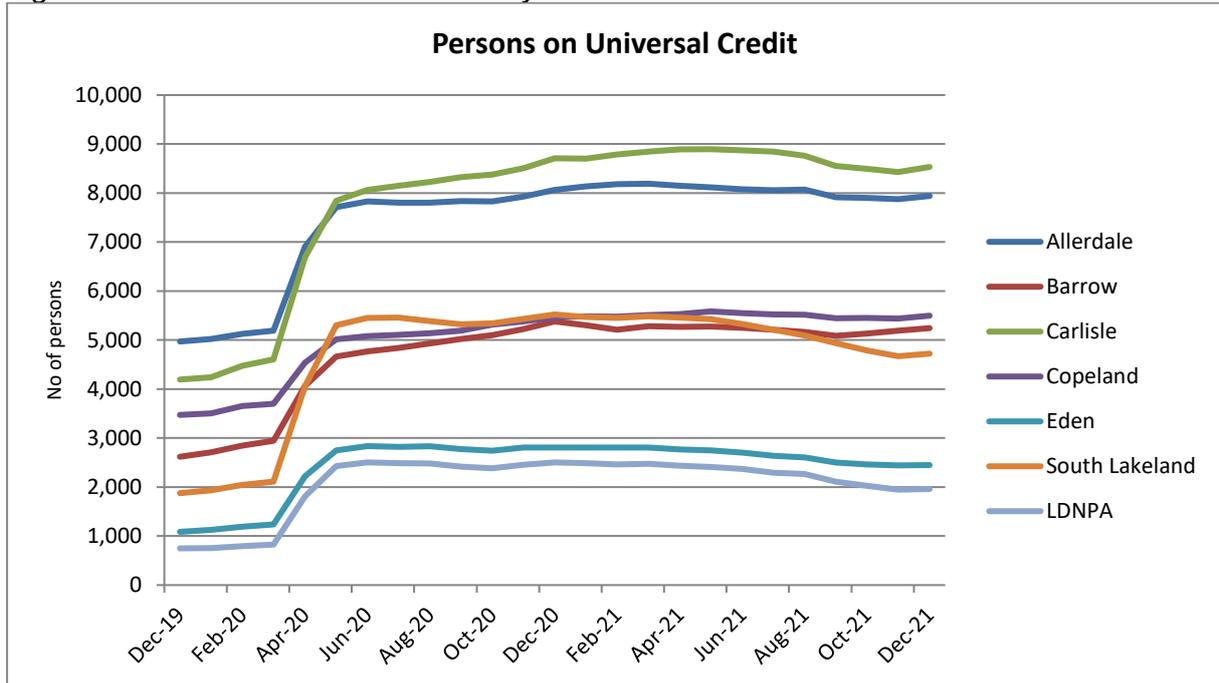
Source: DWP (due to disclosure control, gender totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 13: Universal Credit Claimants by Age – Dec 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	801,742	14.7%	1,676,747	19.2%	1,431,364	17.3%	978,644	11.3%	774,863	9.5%	5,672,516	13.9%
Cumbria	4,884	14.9%	10,519	20.1%	8,141	15.5%	5,846	8.3%	4,936	6.5%	34,403	11.7%
Allerdale	1,128	17.9%	2,298	22.4%	1,822	17.9%	1,434	10.3%	1,244	8.5%	7,939	13.8%
Barrow	966	19.4%	1,671	20.5%	1,169	16.3%	776	8.3%	633	6.8%	5,245	13.0%
Carlisle	1,142	15.2%	2,845	23.1%	2,074	16.6%	1,359	9.1%	1,101	7.0%	8,535	13.1%
Copeland	767	17.3%	1,676	21.8%	1,243	17.1%	914	9.6%	893	8.4%	5,498	13.4%
Eden	284	9.2%	724	14.3%	608	11.7%	441	5.7%	386	4.3%	2,450	7.9%
South Lakeland	591	9.2%	1,311	14.8%	1,220	11.8%	916	6.3%	678	4.0%	4,725	8.0%
of which LDNPA	198	8.3%	514	15.6%	550	13.8%	397	6.9%	306	4.3%	1,960	8.4%

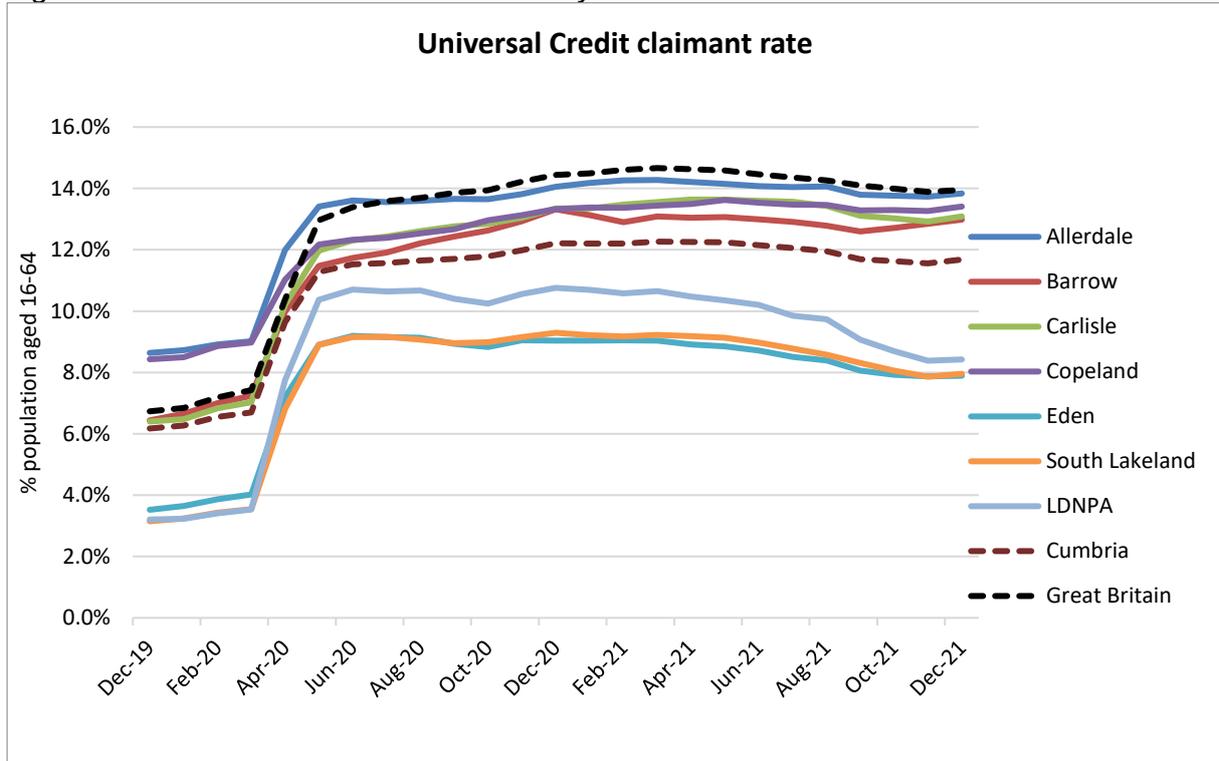
Source: DWP (due to disclosure control, age totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 14: Universal Credit Claimants by District



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

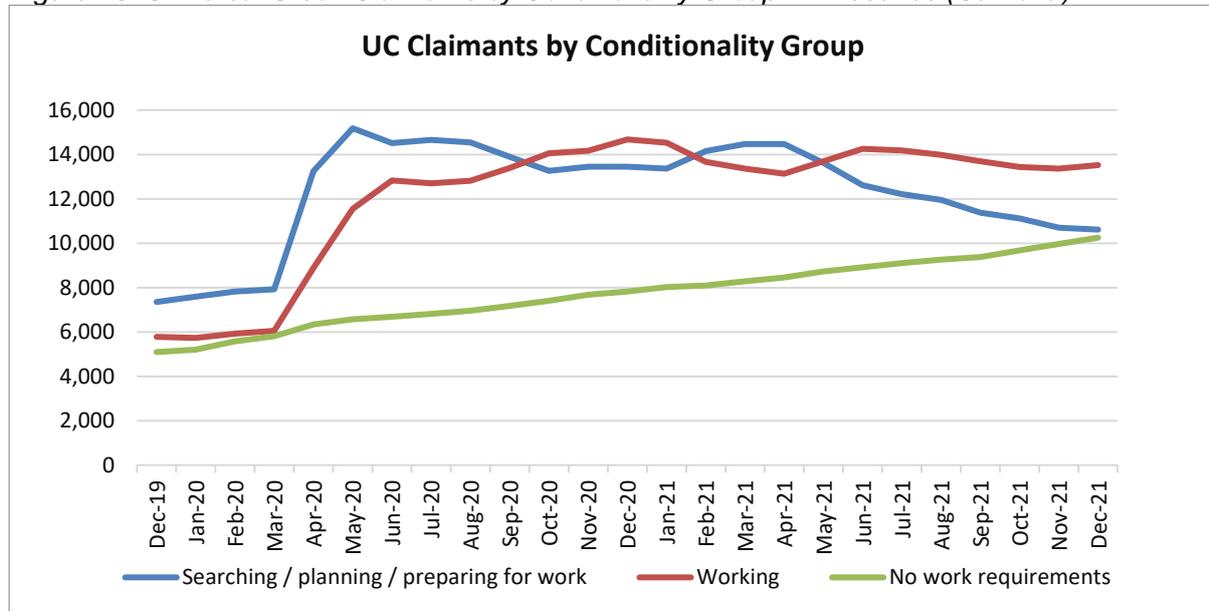
Figure 15: Universal Credit Claimant Rate by District



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 Dec there was another increase in the volume of those claiming while working (+164) and also in the number with no work requirements (+282) but a fall (-89) in the volume of those in the searching, planning, preparing for work group. Since May last year there have been more claimants in work than seeking work, something not seen before the pandemic.

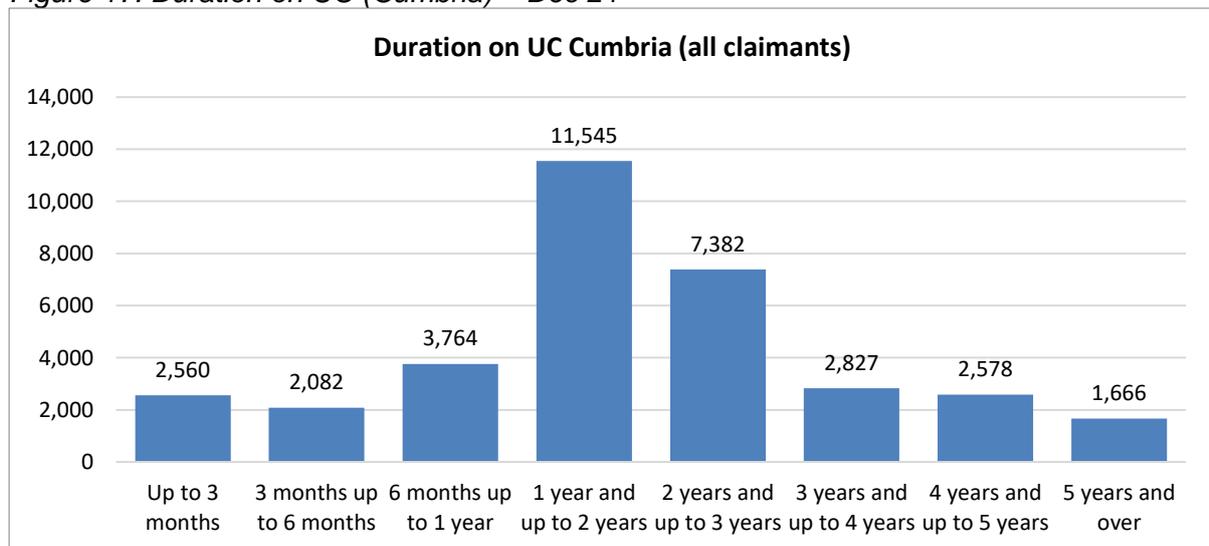
Figure 16: Universal Credit Claimants by Conditionality Group – timeseries (Cumbria)



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

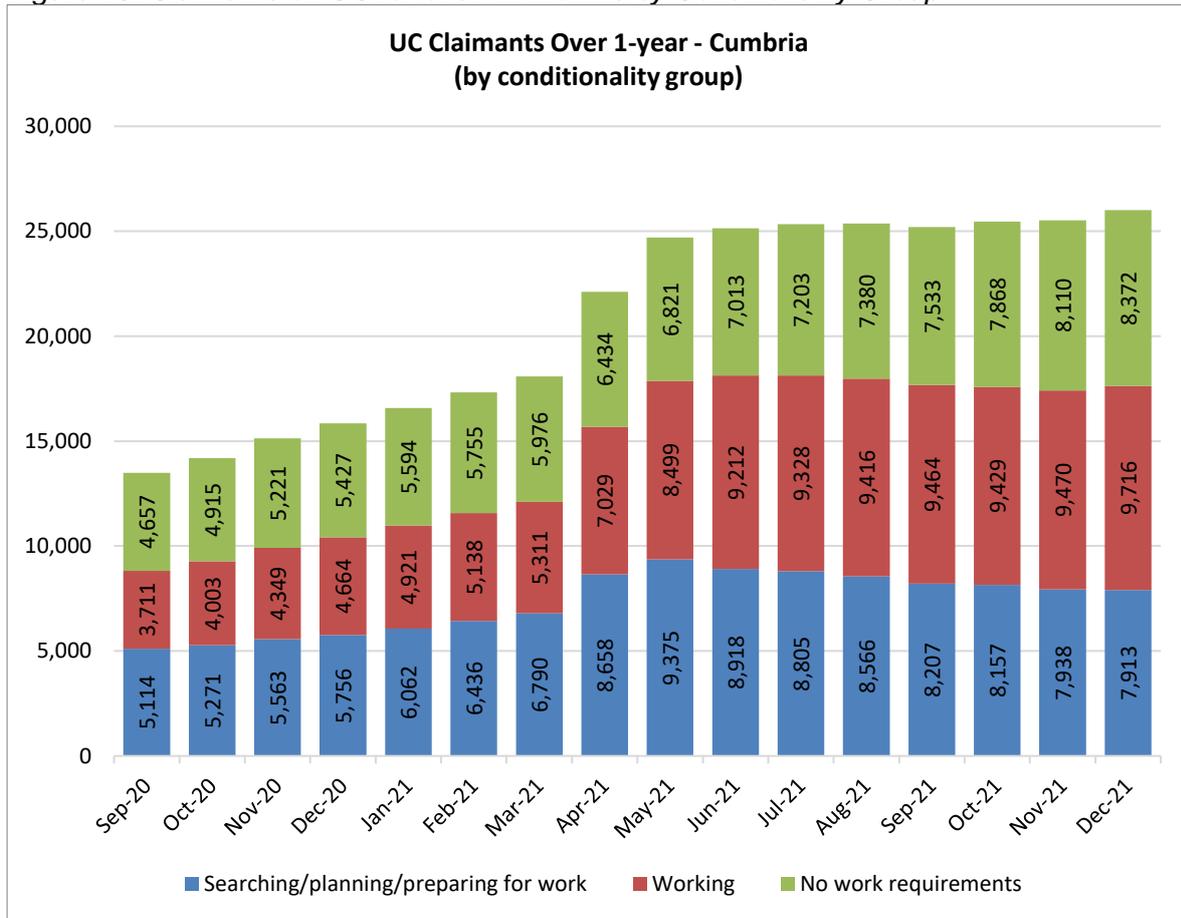
In Dec, three quarters of UC claimants (25,998, 76%) had been claiming for over 12 months an increase of 64% from the same month last year and 222% higher than 2 years ago. The highest proportion of these long term claimants (37%) are in the working conditionality group (although they may have been in different groups during their time as a claimant).

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



Source: DWP via Stat-Xplore

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



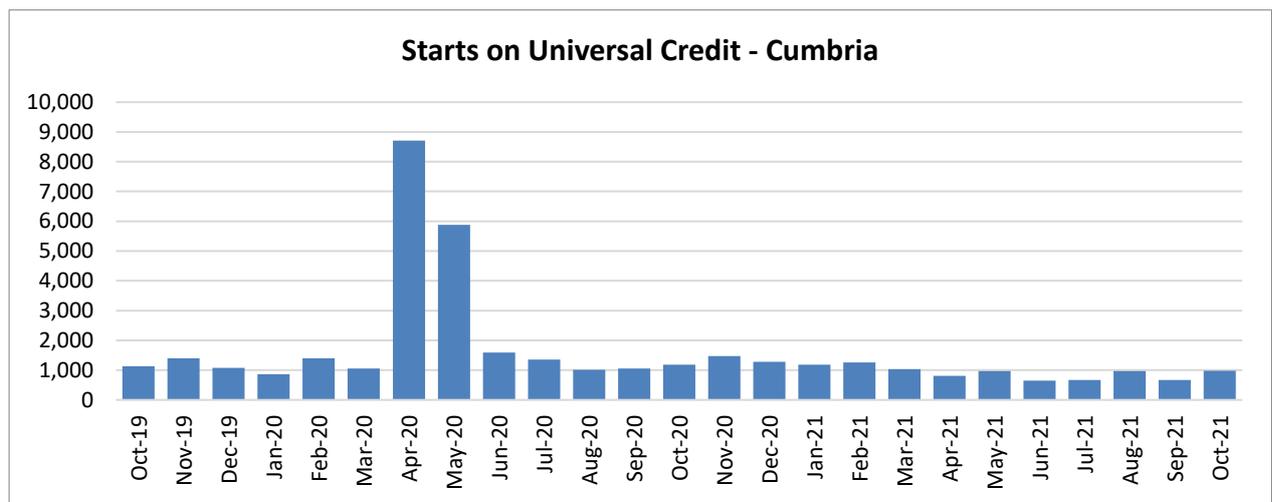
Source: DWP via Stat-Xplore

## 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.

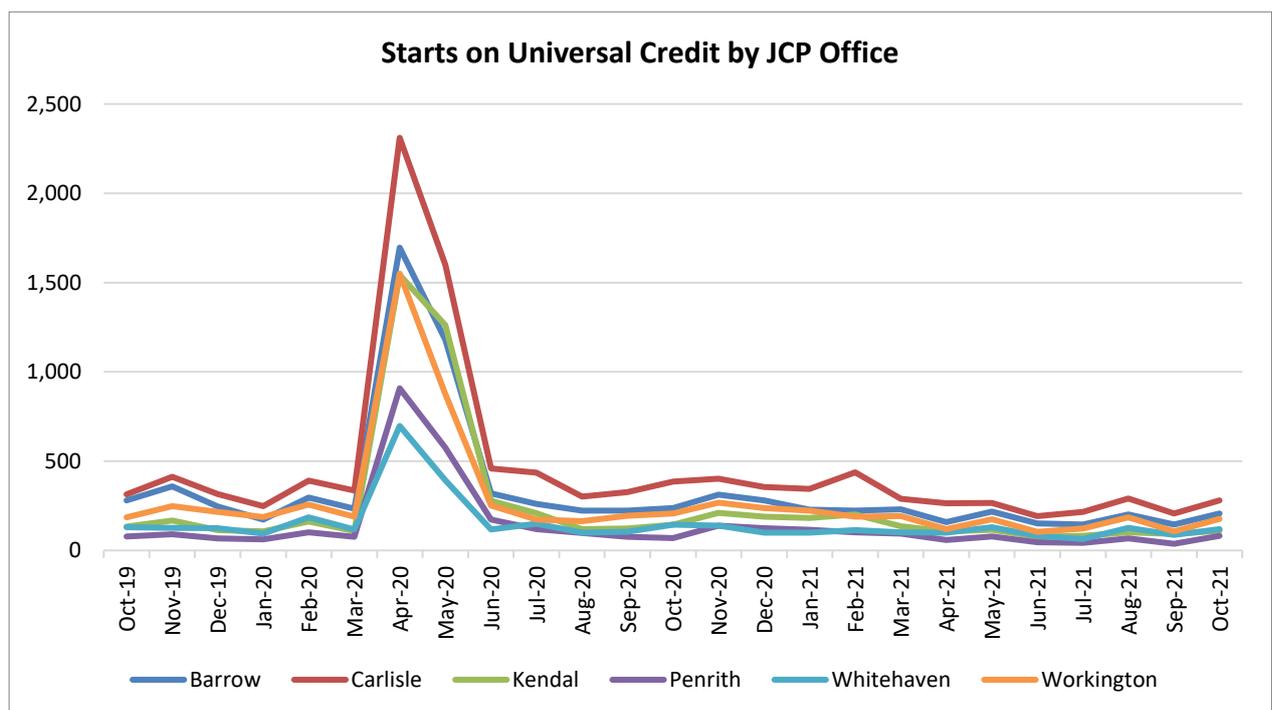
The data show that the number of UC claim starts rose significantly in spring last year in response to the pandemic with 8,712 new claims started in April followed by 5,882 the following month before dropping down significantly later in the year. However, starts are now back to more normal monthly levels.

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

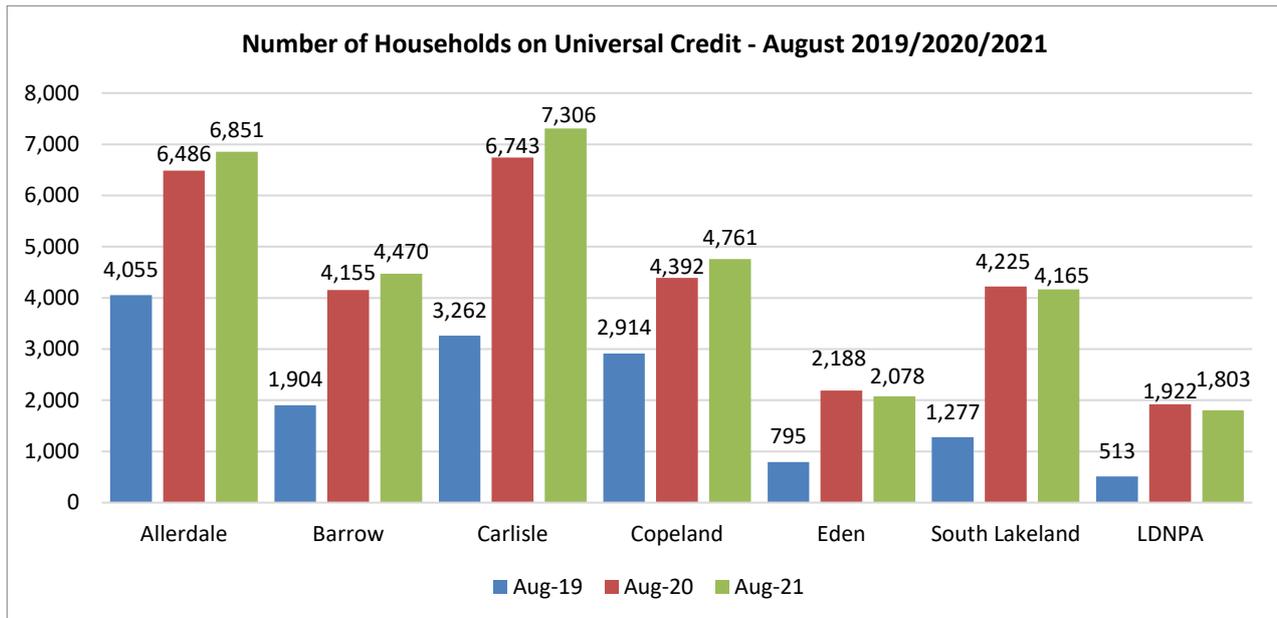
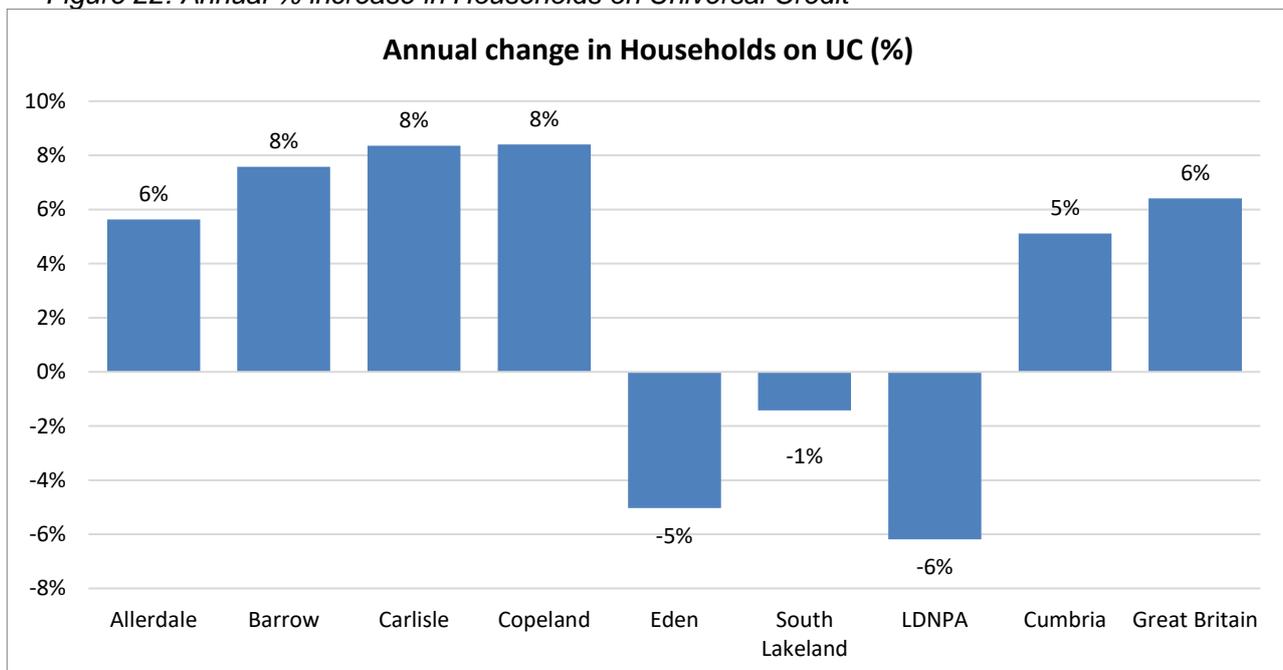


Figure 22: Annual % increase in Households on Universal Credit

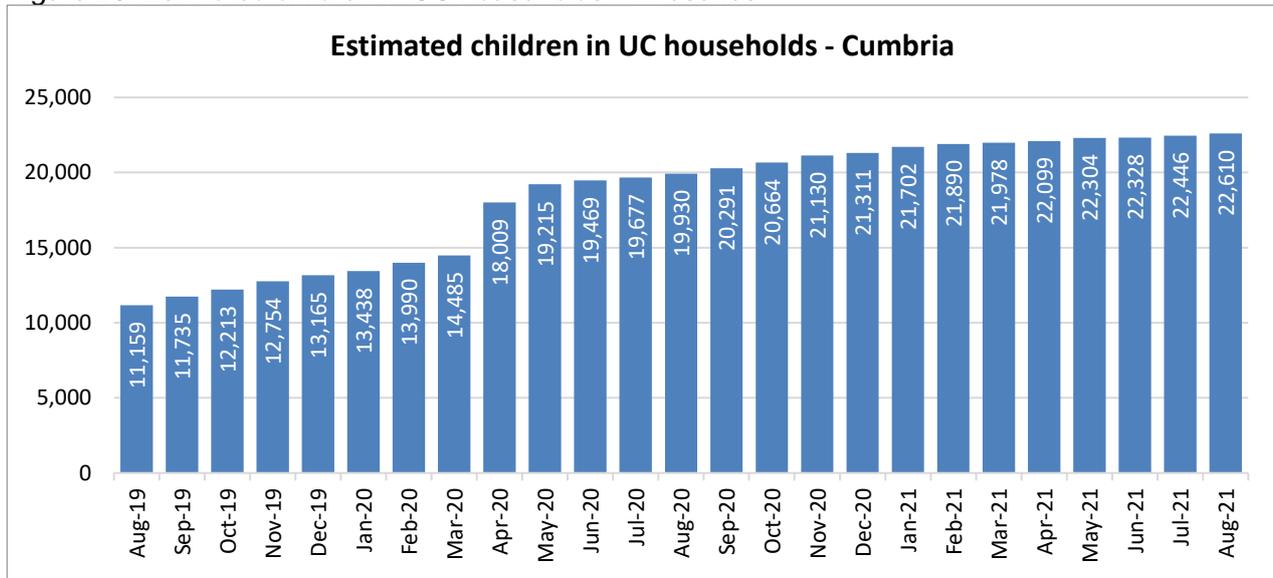


Source: DWP via Stat-Xplore Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of area within NP. LDNPA claimants are also included in the relevant district

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).

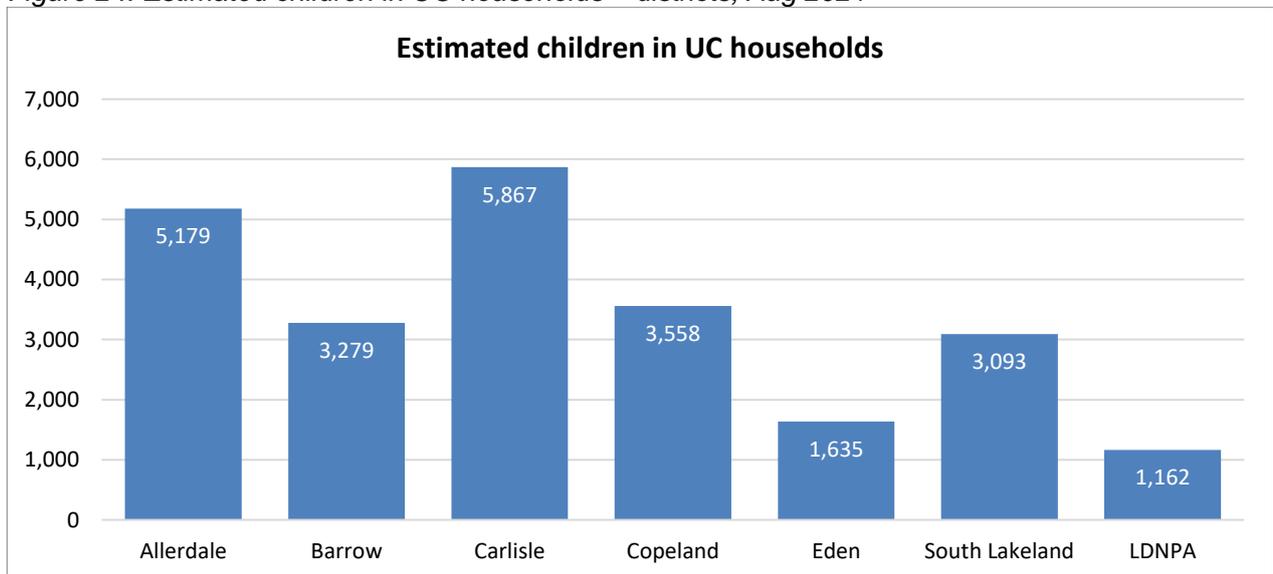
Note: in this data, a child is anyone declared as living in a household on Universal Credit who is under 20 and whose details have been verified by DWP

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

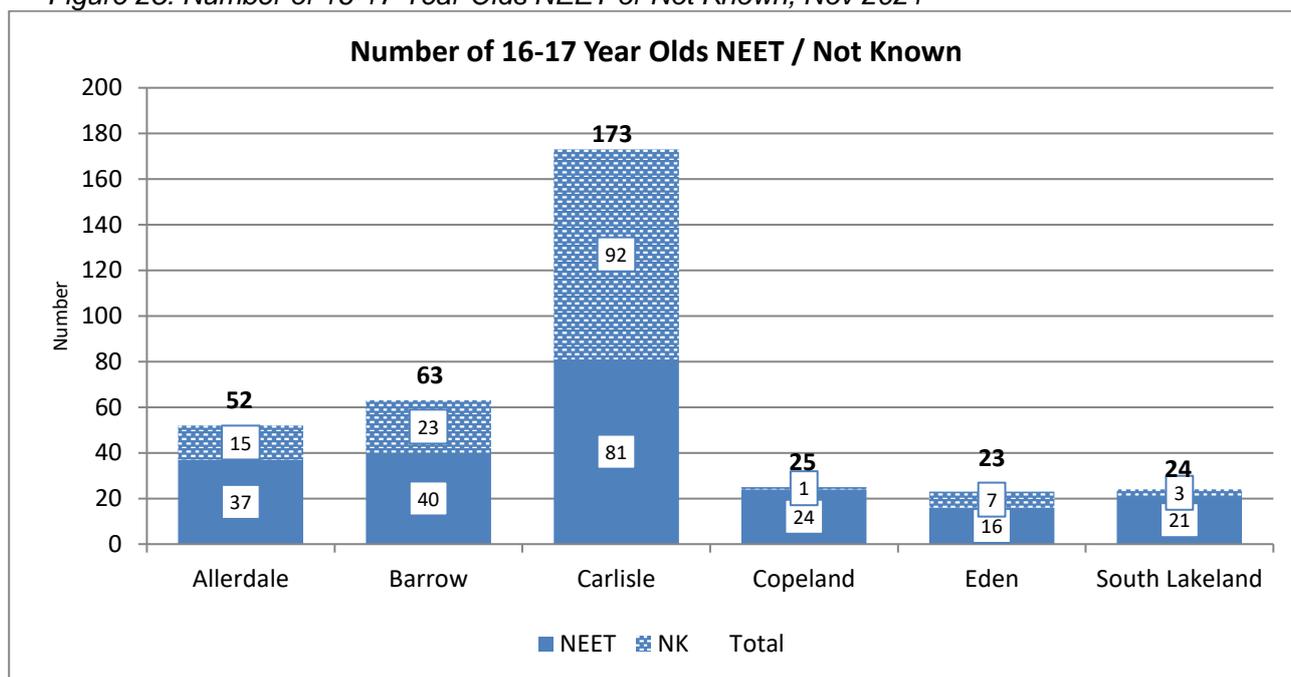
## 6. NEETs & Participation (released monthly)

### 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.

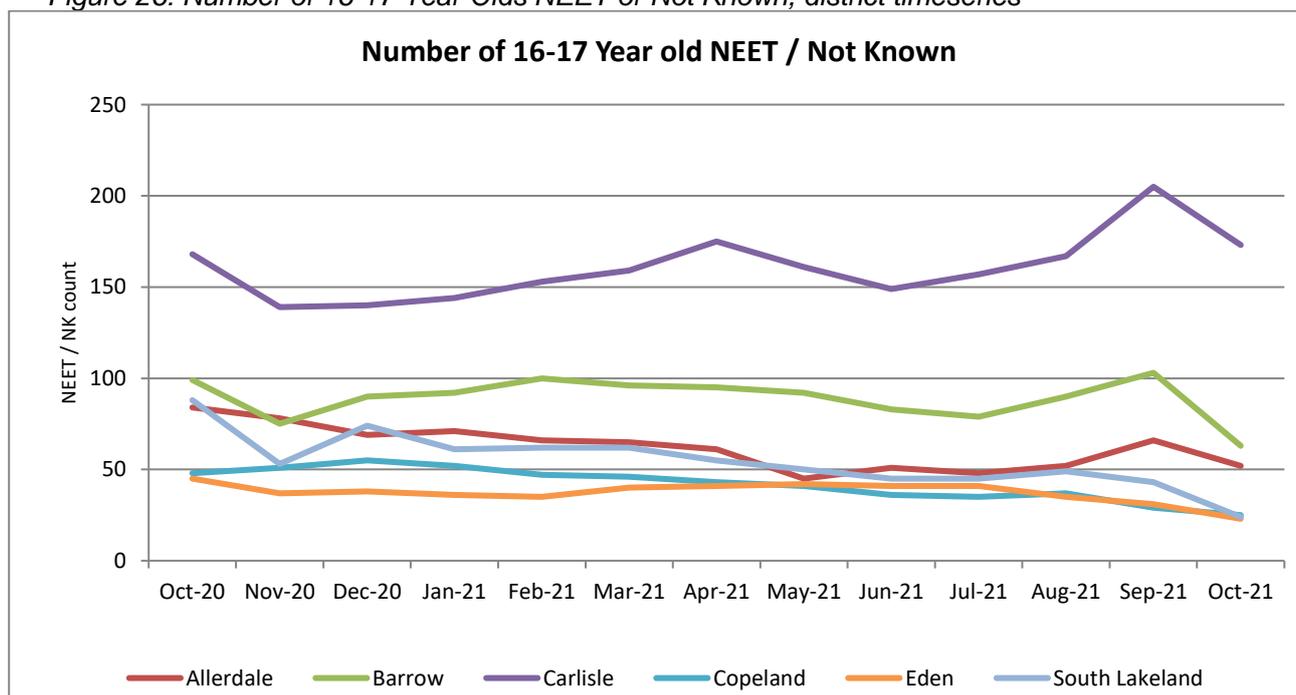
In Nov 2021, 351 16-17 year olds were classed as NEET in Cumbria (237 NEET and 114 whose status was Not Known), down by 19 from Oct and 113 lower than a year ago. This is an annual decrease of 24%. The highest number of NEET/NKs was in Carlisle where there were 157 followed by Barrow with 62. The number of NEETS fell in all districts in Nov except Eden where it rose by 2 and South Lakeland where it was unchanged.

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



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

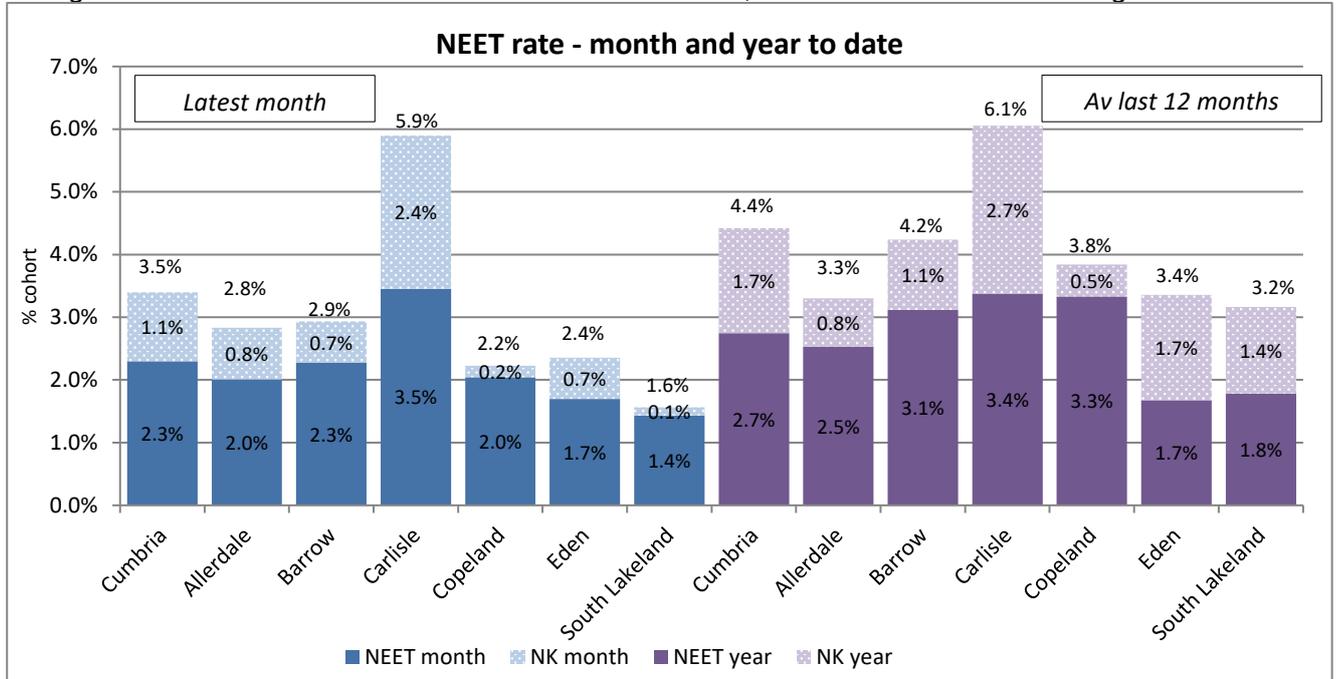
Figure 26: Number of 16-17 Year Olds NEET or Not Known, district timeseries



Source: Inspira / Cumbria Intelligence Observatory

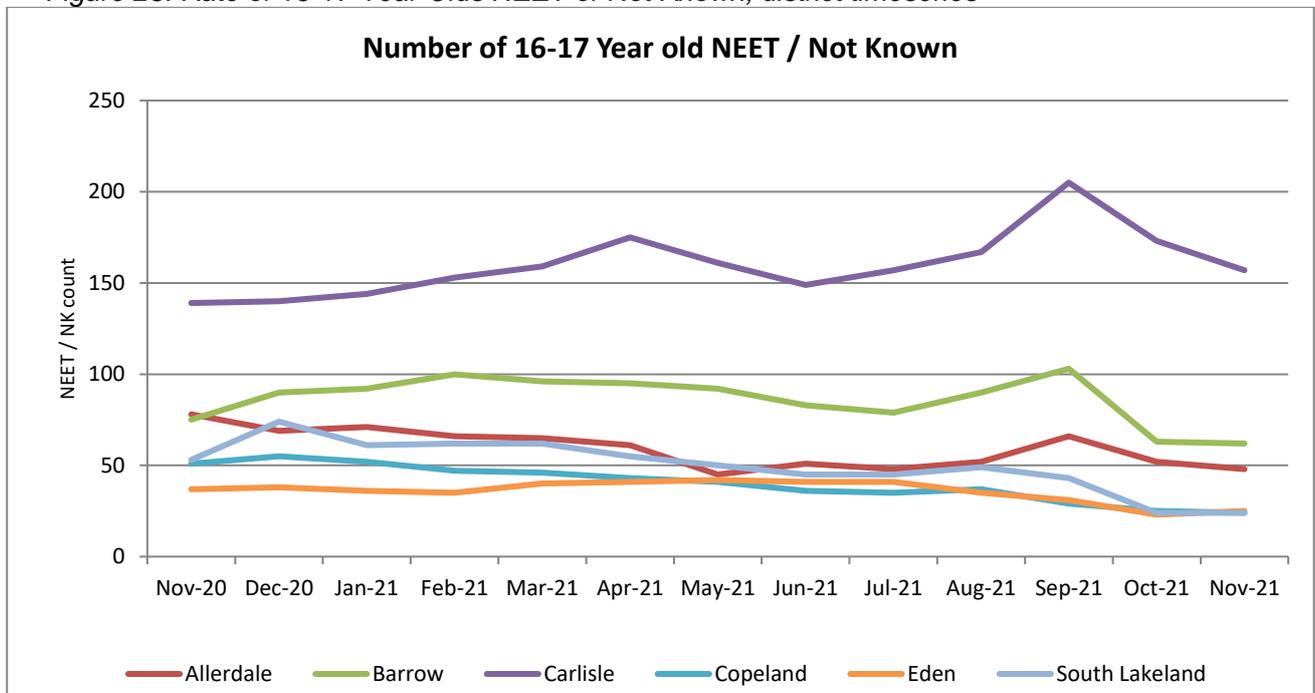
The county NEET/NK rate (% of cohort) was 3.5% in Nov 2021 compared to an England rate of 7.4% and a rate of 6.9% for Cumbria's statistical neighbours. The highest local rates were in Carlisle (5.9%) and Barrow (2.9%). The NEET rate in Cumbria was down 0.1ppt from Oct and down 1.1ppt from a year ago. On average over the past 12 months the NEET rate in Cumbria has been 4.4%.

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



Source: Inspira / Cumbria Intelligence Observatory

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



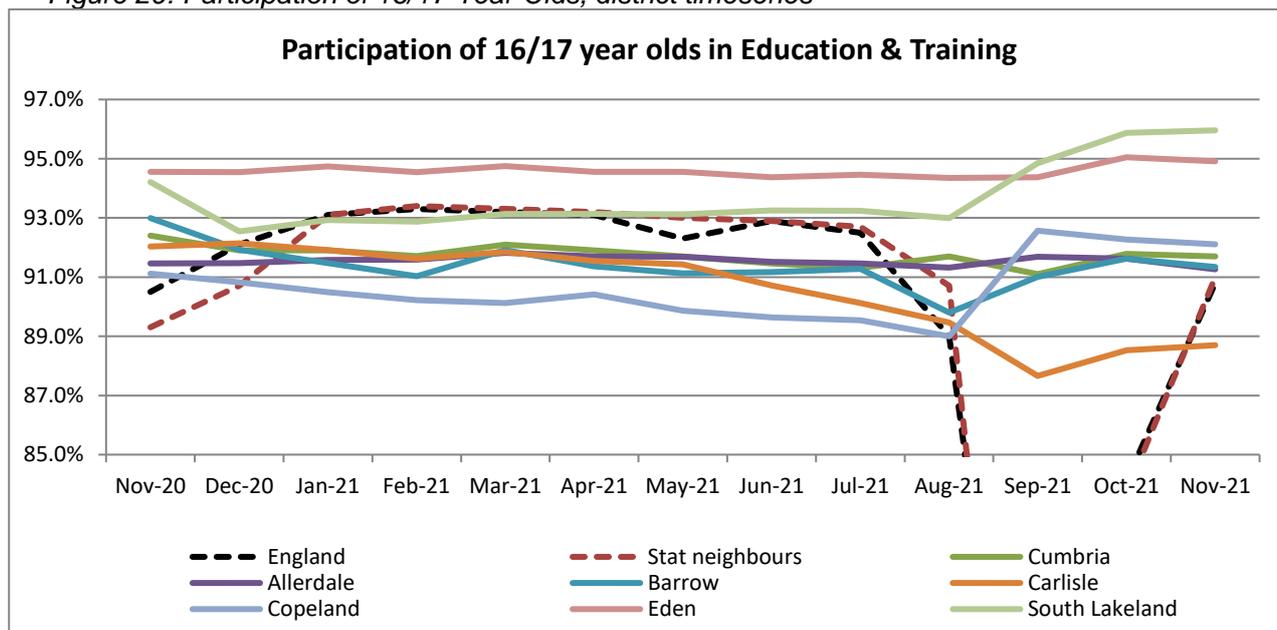
Source: Inspira / Cumbria Intelligence Observatory

## 6b. Participation

The Education & Skills Act 2008 introduced a requirement for young people to remain in education or training until at least their 18<sup>th</sup> birthday and a duty on local authorities to encourage, enable and assist young people to participate. As part of the tracking process that produces the NEET data, participation data is also produced at county level on a monthly basis.

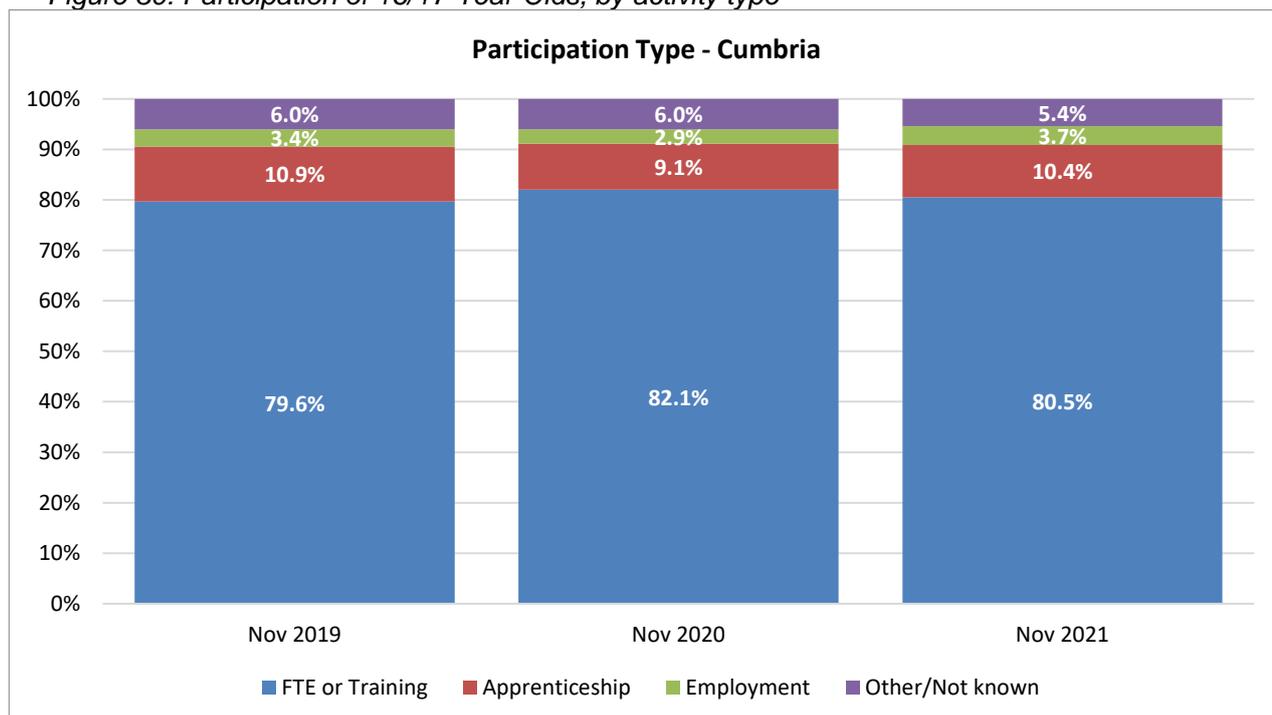
In Nov 2021, 92.3% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (80.5%) or by undertaking an apprenticeship (10.4%). The proportion undertaking an apprenticeship dipped in 2020 but is recovering, although it remains slightly lower than the rate in Nov two years ago (when it was 10.9%).

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



Source: NCCIS (NB England and stat neighbour rates are not comparable Jul-Oct due to limited tracking in other parts of the country)

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



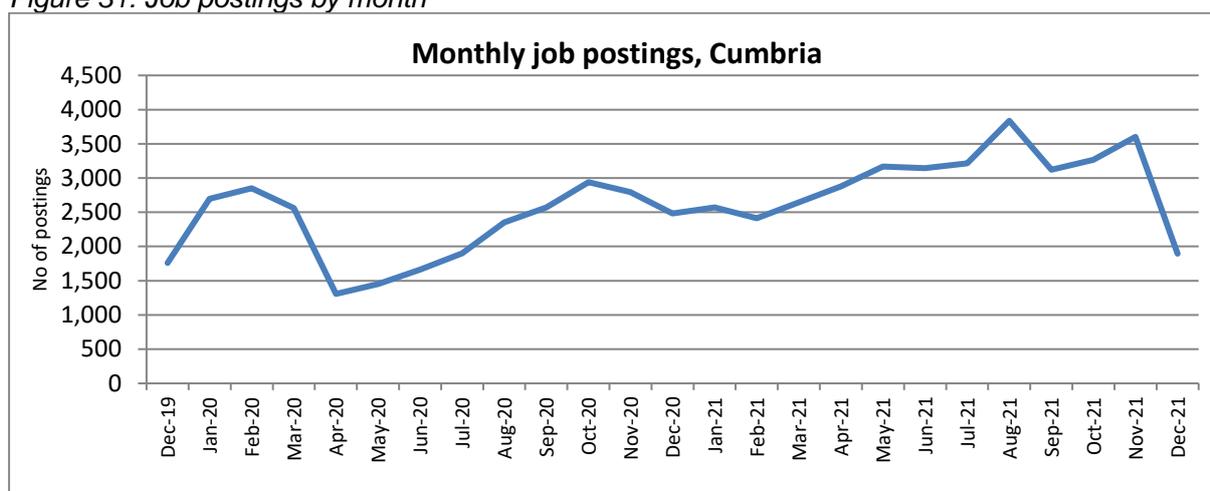
Source: NCCIS (district data not available)

## 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 Dec 2021 there were 1,895 new job postings in Cumbria which is 1,709 fewer than in Nov and 587 fewer than in Dec last year. However, it is similar to the same time of year two years ago (134 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).

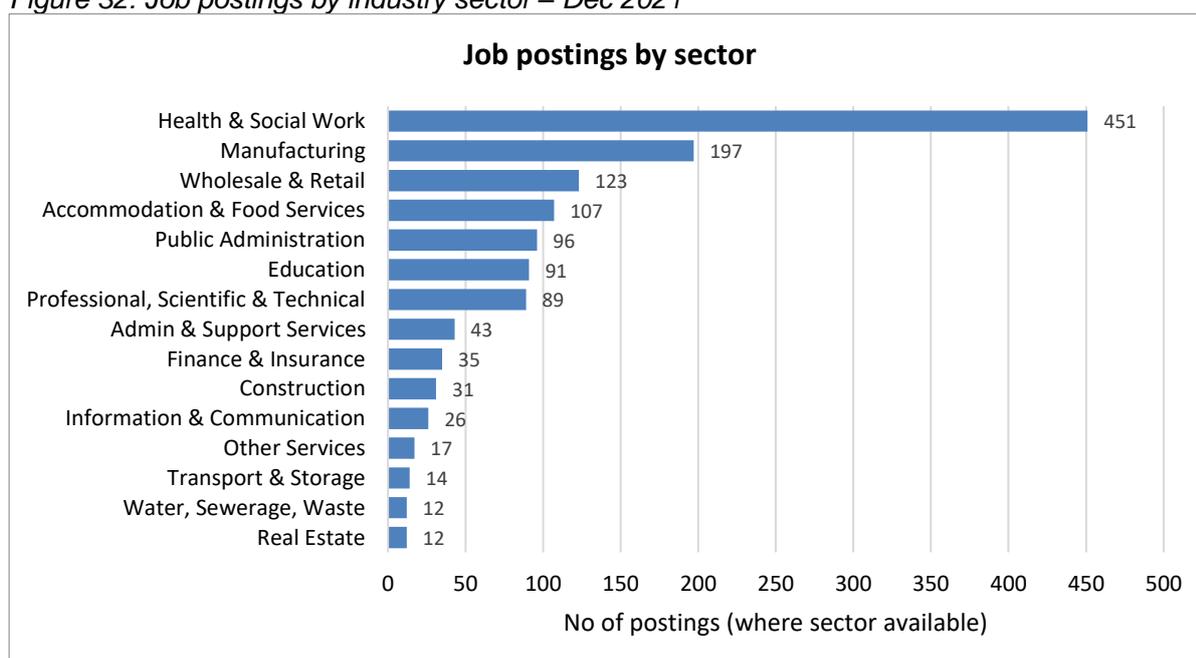
Figure 31: Job postings by month



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 Dec the sector with the most postings was health & social work (451) which accounted for a third of all postings, followed by manufacturing (197), wholesale & retail (123) and accommodation & food services (107). Postings for health jobs were 73% higher than 2 years ago but those from hospitality and retail were similar.

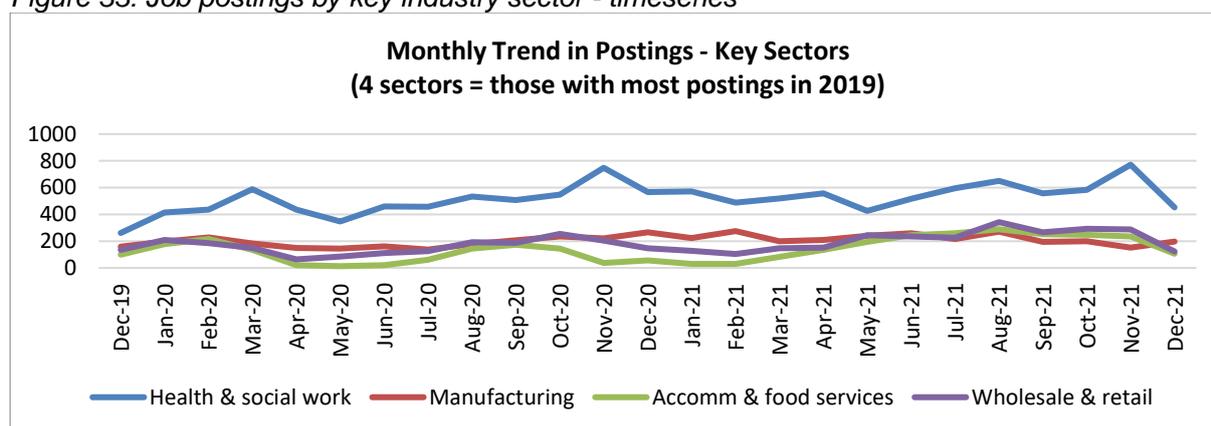
Figure 32: Job postings by industry sector – Dec 2021



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 2020 before returning to a more normal level and then experiencing another in autumn 2021 (much of it from the social care sector). Demand from the manufacturing sector has remained relatively stable throughout. Health, retail and hospitality all saw a significant decline in Dec as many businesses curtailed recruitment activity in light of the Omicron variant.

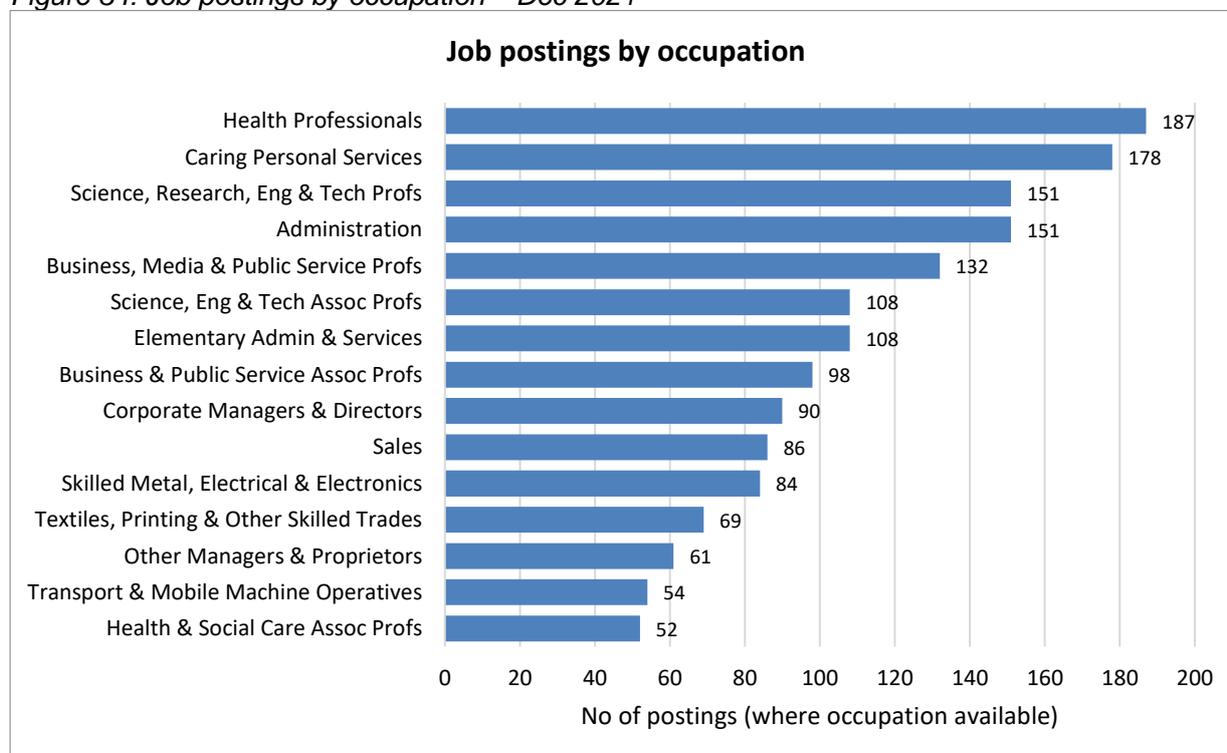
Figure 33: Job postings by key industry sector - timeseries



Source: Labour Insight (Burning Glass Technologies)

The most commonly advertised jobs were for health professionals, caring personal services and science, research, engineering & technical professionals.

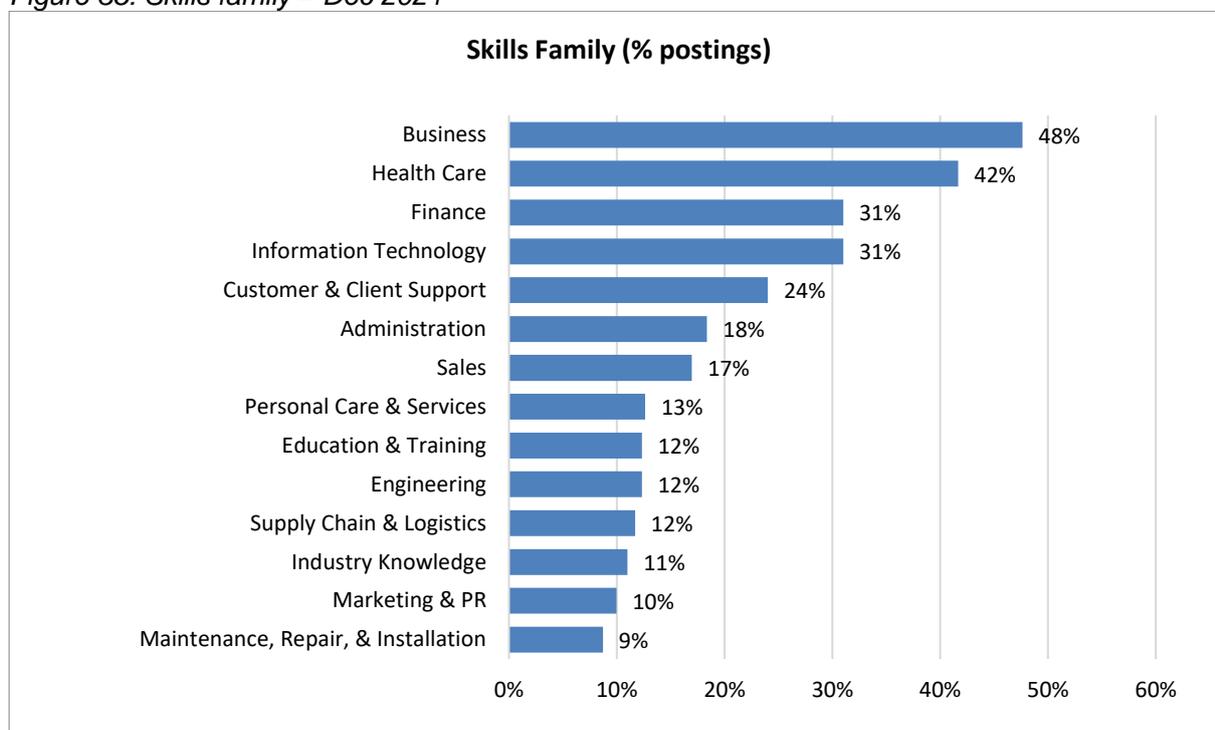
Figure 34: Job postings by occupation – Dec 2021



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 Dec postings contained over 4,500 skills mentions. Almost half of postings (which referred to specific skills) contained reference to business skills and more than a third to health care skills. Finance, IT, customer support and admin also featured highly. Typically the most common key words relate to “soft skills” such as communication, organisation, planning and problem solving.

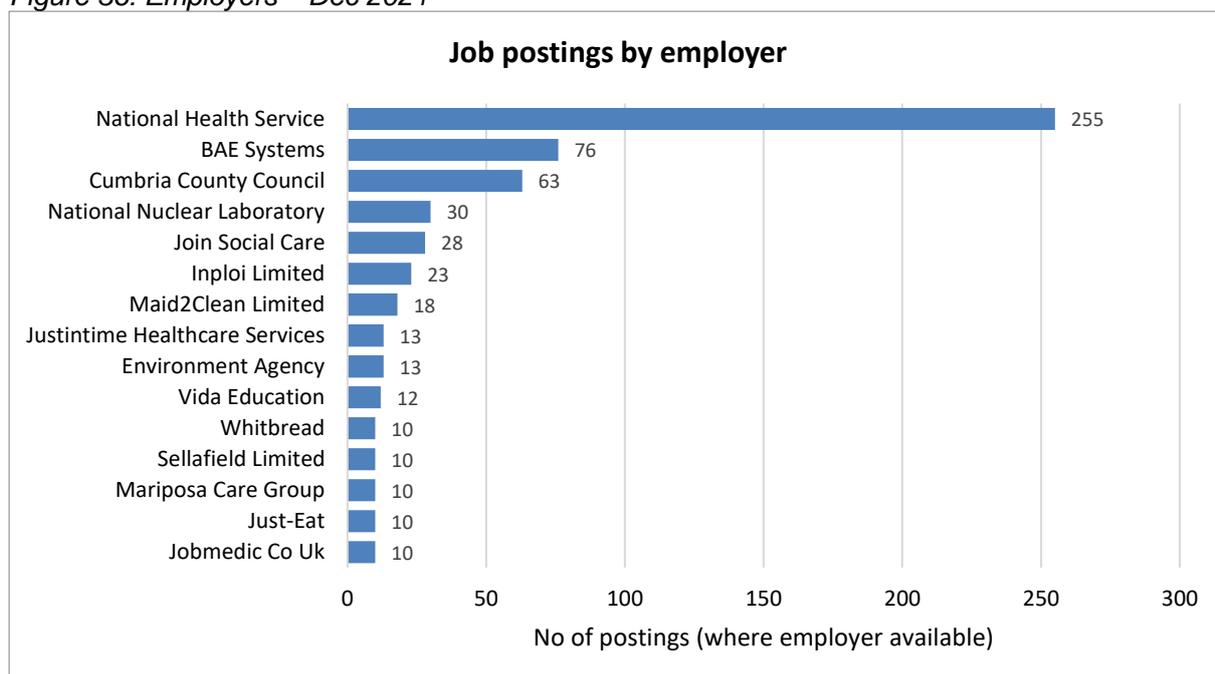
Figure 35: Skills family – Dec 2021



Source: Labour Insight (Burning Glass Technologies)

Many postings are placed by recruitment agencies and do not name an employer but where an employer could be identified, the highest volume of postings was for jobs in the National Health Service, followed by BAE, Systems and Cumbria County Council. Health related recruitment agencies also feature highly.

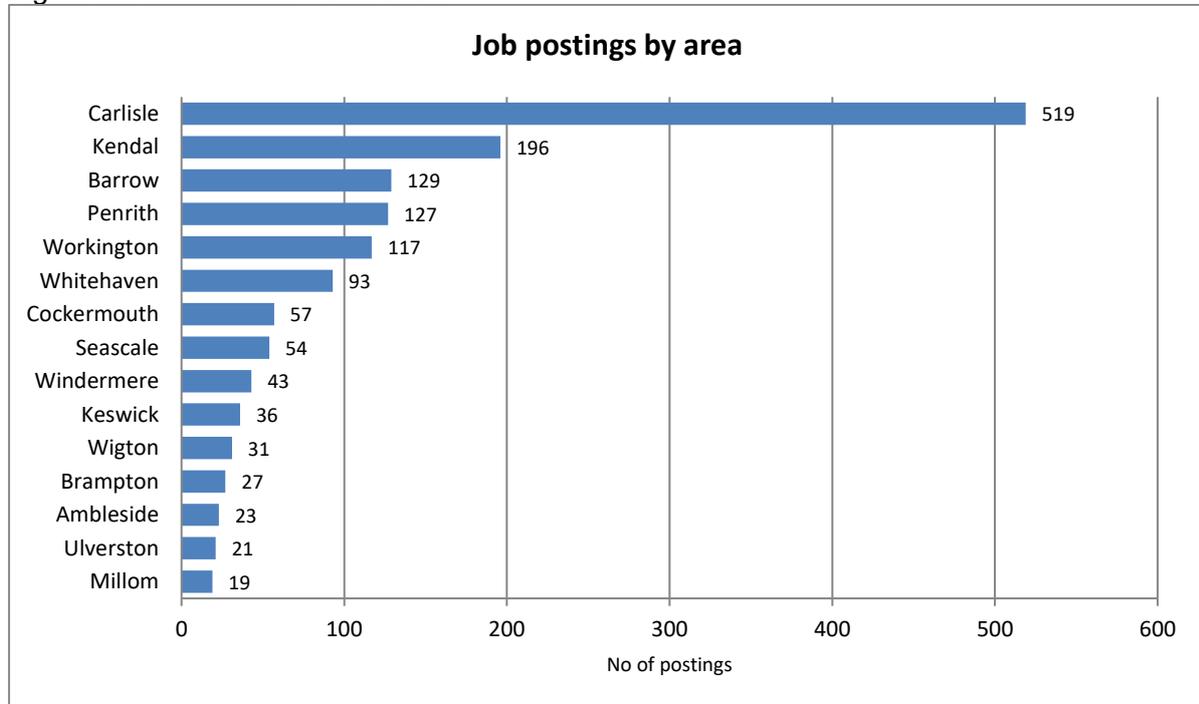
Figure 36: Employers – Dec 2021



Source: Labour Insight (Burning Glass Technologies)

Postings fell in all parts of the county in December with Barrow and Copeland which are less hospitality dependent, showing the smallest falls. The specific location mentioned most frequently in postings was the Carlisle area (519) followed by Kendal (196).

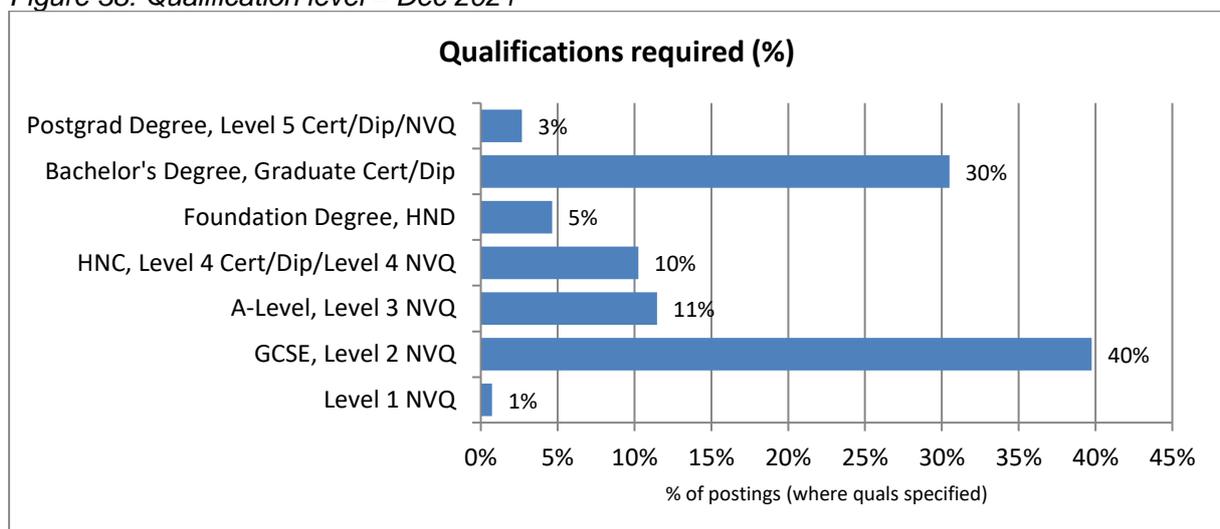
Figure 37: Job location – Dec 2021



Source: Labour Insight (Burning Glass Technologies)

Specific qualifications are only mentioned in around a fifth of postings but where they were specified, 30% required a bachelor's degree or equivalent and 40% required GCSE/level.

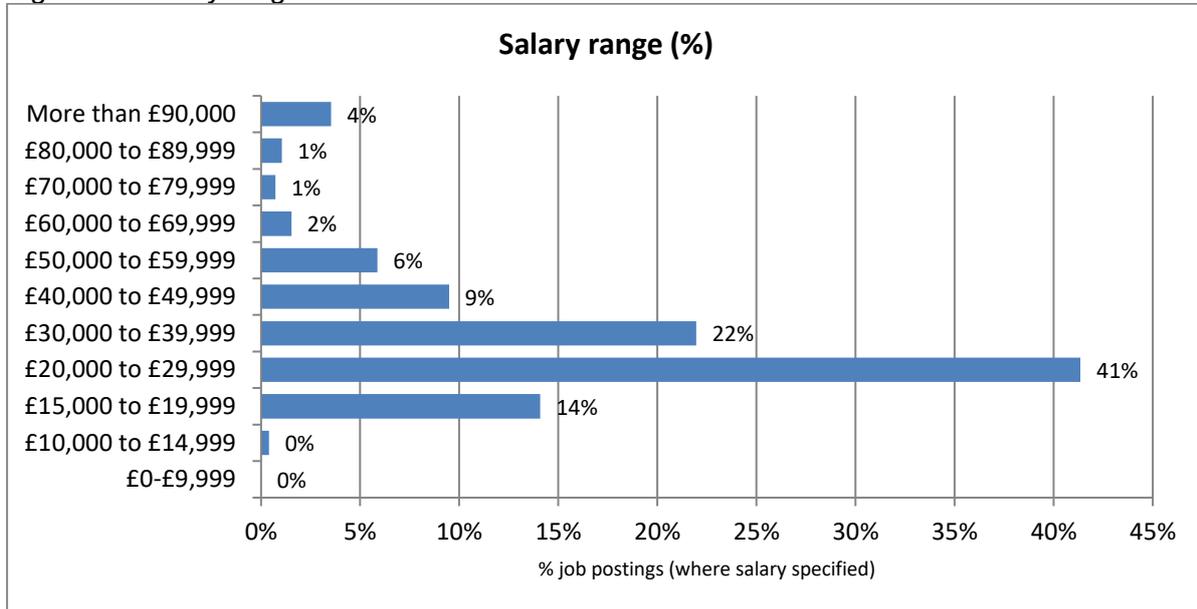
Figure 38: Qualification level – Dec 2021



Source: Labour Insight (Burning Glass Technologies)

Relatively few postings specify salaries, but where they were provided, over a third were offering salaries of £20,000-£29,999, and a fifth £30,000-£39,000. The mean advertised salary was £33,700.

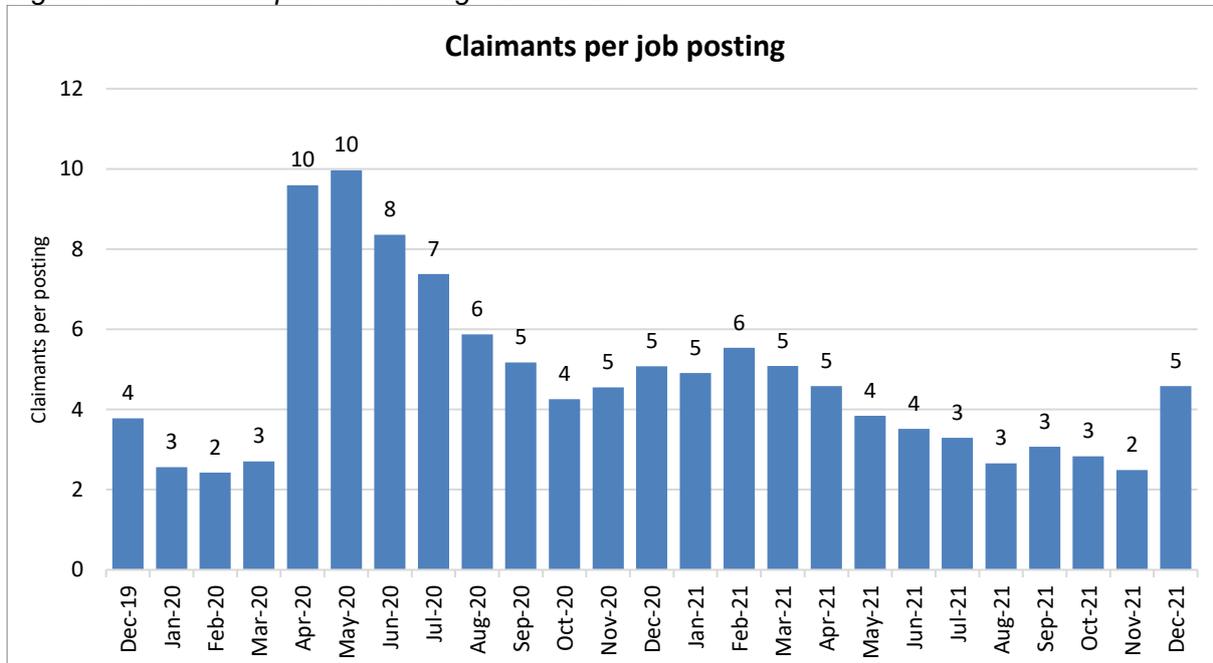
Figure 39: Salary range – Dec 2021



Source: Labour Insight (Burning Glass Technologies)

As vacancy levels increased in recent months alongside a fall in claimants, there was a fall in the ratio of claimants to vacancies but this rose again in Dec as the number of job postings fell pre-Christmas and there were 5 claimants per new job posting, the highest since March last year.

Figure 40: Claimants per Job Posting – Dec 2021



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

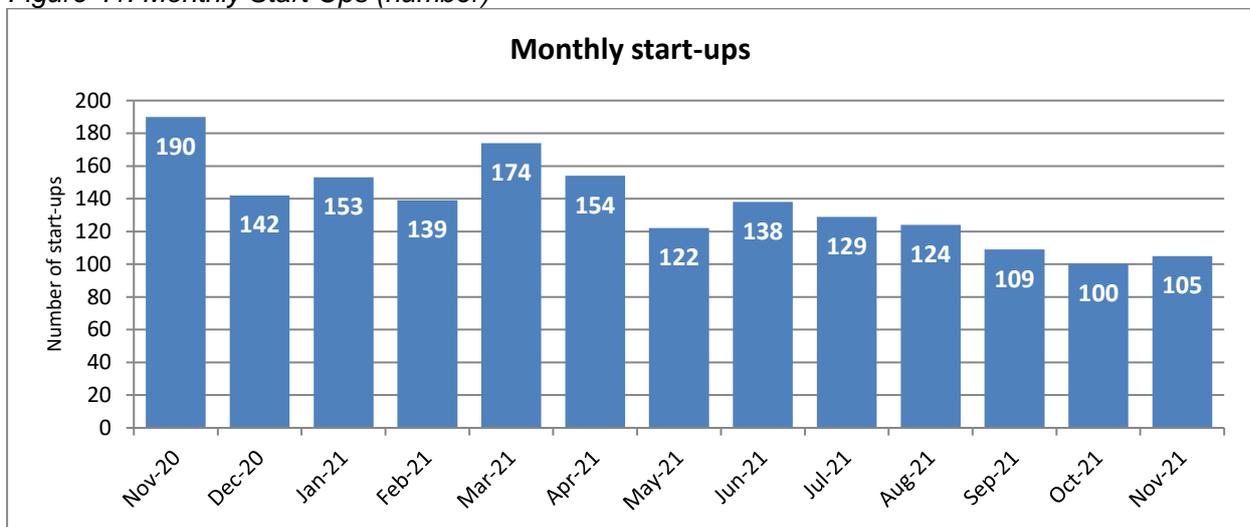
## 8. BUSINESS START-UPS

### 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 105 business start-ups in Cumbria in Nov 2021, a rise of 5 from Oct but 85 fewer than the same month last year when there was a surge in activity after the first lockdown. Over the quarter (Sep-Nov) there were 314 start-ups which is 77 fewer than last quarter and 242 fewer than the same quarter last year.

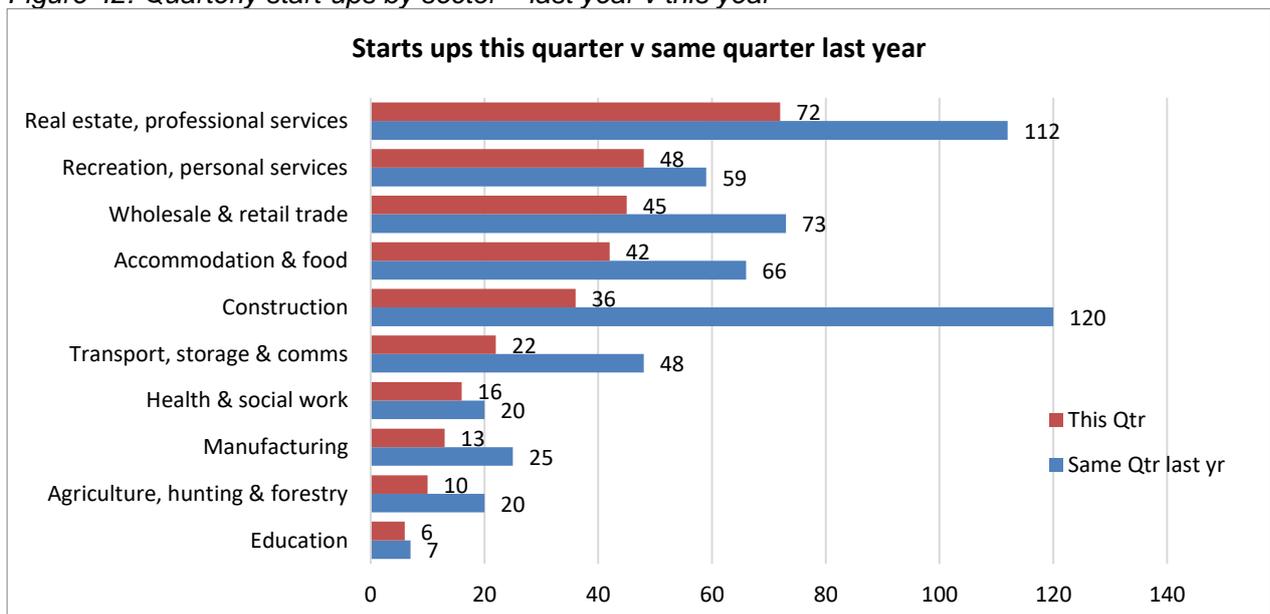
Figure 41: Monthly Start-Ups (number)



Source: BankSearch

The highest volume of start-ups in the quarter (Sep-Nov) was in real estate, prof services & support activities (72) followed by real estate & professional services (72).

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



Source: BankSearch

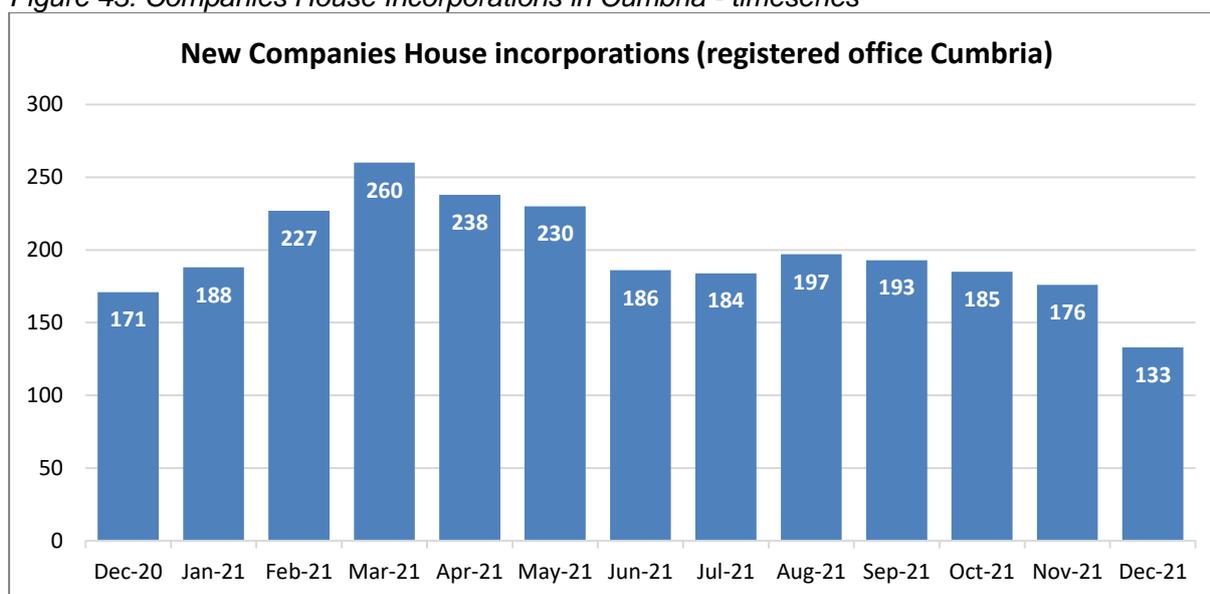
## 8b: New Companies House Incorporations

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 133 new Companies House incorporations in Dec 2021, a fall of 43 from Nov and 38 fewer than the same month last year. New registrations fell everywhere except Allerdale and Barrow where the number increased by 13 and 5 respectively.

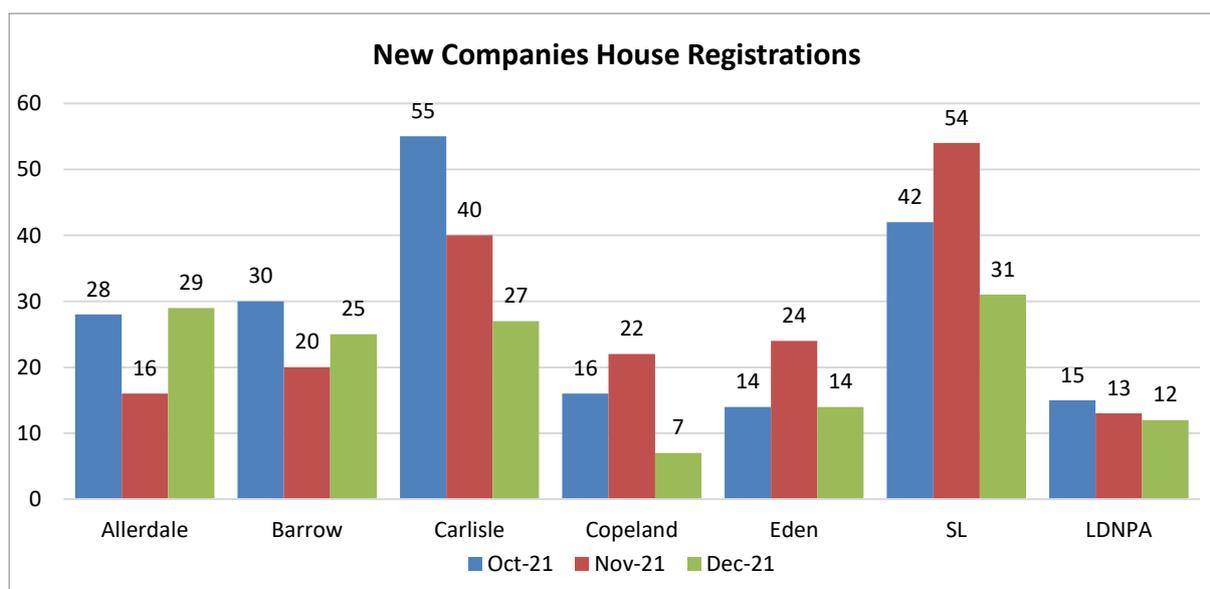
It should be noted that activity throughout the pandemic has been influenced by the pausing and subsequent resumption of activity at Companies House. Therefore, trends in this data should be viewed with caution.

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



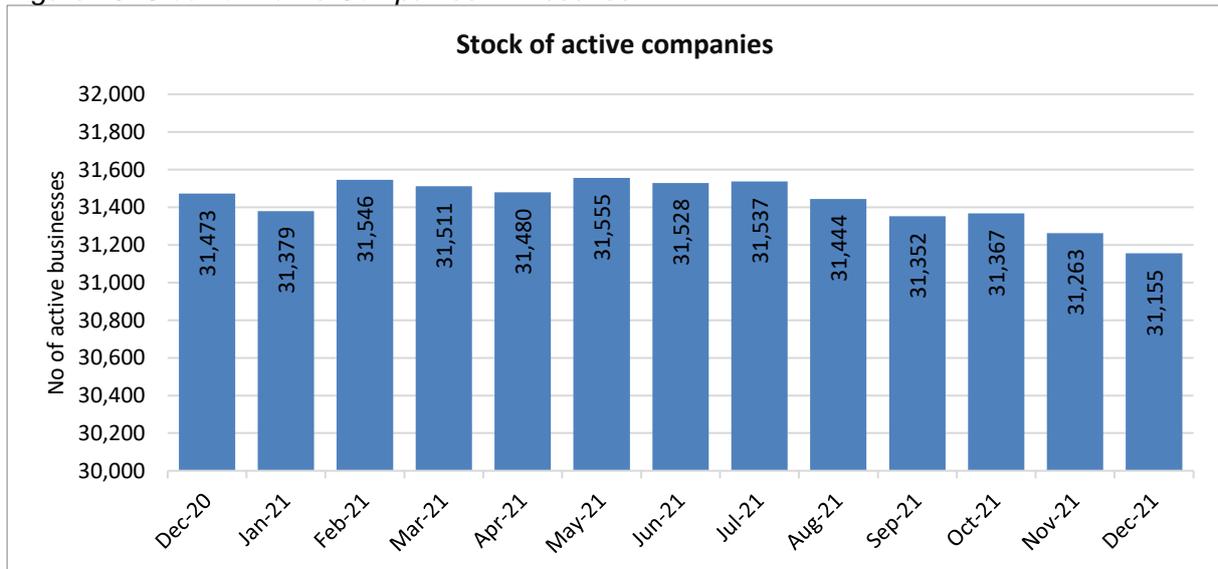
Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

## 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.

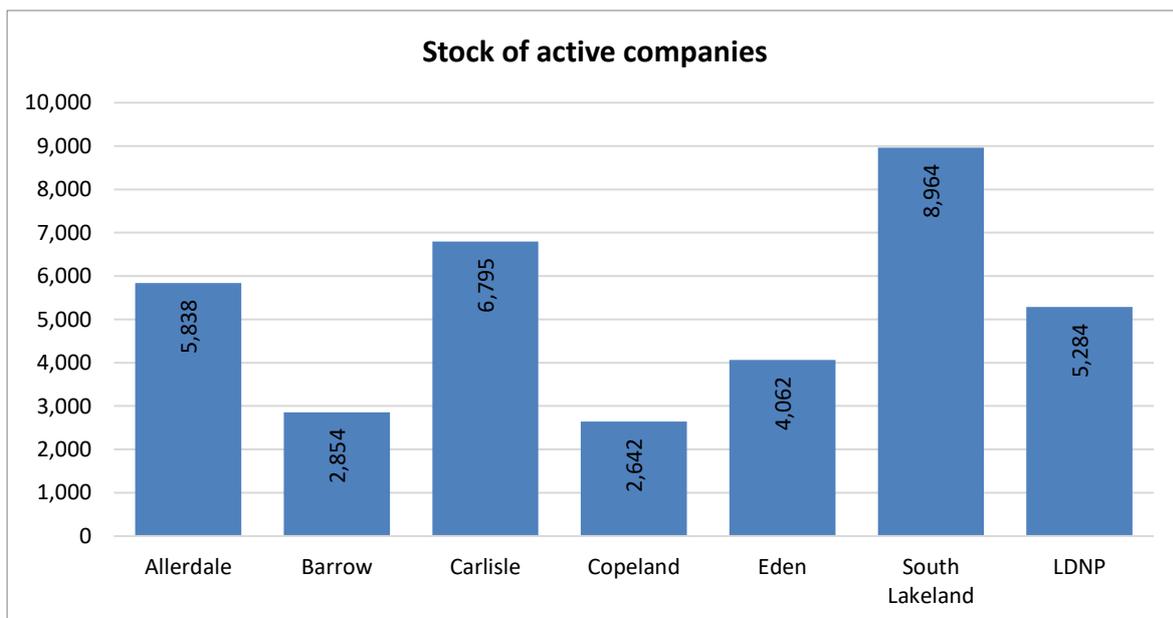
At the end of Dec 2021 there were 31,155 entries on the FAME database for Cumbria, a decrease of 108 from last month. The number of businesses dissolved/entering liquidation in Cumbria was 155 in Dec. Across the whole of 2021 there were 2,204 dissolve/insolvencies, 53 more than in 2019 which is an increase of 3% compared to a national increase of 4%.

Figure 45: Stock of Active Companies - timeseries



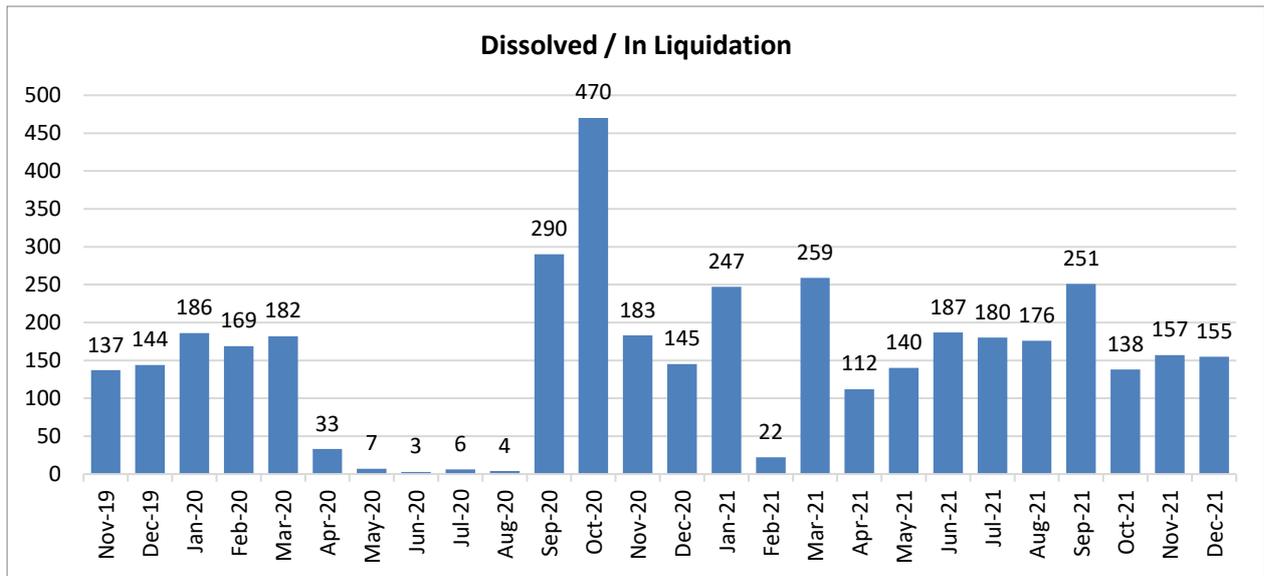
Source: FAME (Bureau Van Dijk)

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



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

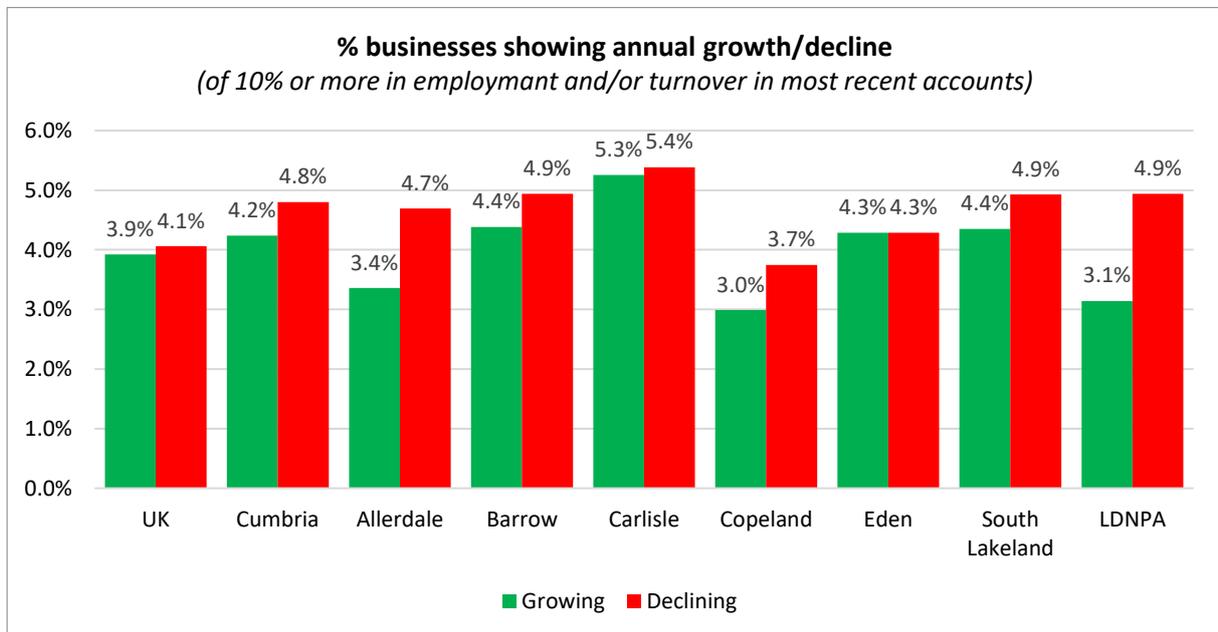
Figure 47: Businesses dissolved/in liquidation during month, timeseries



Source: FAME (Bureau Van Dijk)

Of the businesses which were active in December, 1,321 had shown an increase of 10% in either employment or turnover in their most recent accounts whilst 1,496 had shown a decrease. This represents 4.2% of businesses showing growth on one or both measures and 4.8% showing a decline. In both cases these percentages are higher than for the UK as a whole. (NB: not all businesses file detailed accounts. Business may appear in both measures.).

Figure 48: Businesses showing growth/decline



Source: FAME (Bureau Van Dijk) NB: % is of all active businesses including those without financial results

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