

Introduction

In view of the COVID-19 pandemic, this briefing is a shorter version of previous ones as it excludes datasets where the time delay in publication means that the available figures pre-date the virus outbreak. The briefing therefore contains April data from the standard Claimant Count and Universal Credit registers (in both cases the count was taken on **9th April**). The briefing also contains April data for job postings, March data for business start-ups and April data for the active company count.

Care should be taken not to make comparisons between the claimant data in this briefing and the nationally quoted “jobless” data as the latter uses a broader measure of joblessness which includes non-claimants and for which local data are not available.

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1. KEY FINDINGS FOR CUMBRIA

- According to the standard claimant count there were 12,530 claimants of JSA or UC (out of work and required to seek work) on 12th April, giving a rate of 4.2% of the working age population in Cumbria. This compares to 5.1% nationally. The claimant count rose by an unprecedented 5,595 from March which is an increase of 81% compared to 67% nationally.
- The count rose in all parts of the county with the largest numerical increases in South Lakeland (1,335), Carlisle (1,330) and Allerdale (1,035). Proportionately the biggest increases were in South Lakeland (201%), Eden (137%) and Carlisle (77%). The increase was also particularly high in the Lake District National Park at 297%. The % increase in South Lakeland is the 2nd highest among district authorities in England while Eden's is the 11th highest;
- The claimant count for females in Cumbria rose more steeply than for males – up by 85% for females and by 78% for males. However, this was not the case in all parts of the county – in Eden female claimant count rose more than the male rate (155% v 124%) as it did in Barrow (65% v 47%) but in other districts the increases for males and females were broadly similar;
- The claimant count rate in Cumbria rose from 2.3% to 4.2% but remains below the national rate of 5.1%. Nationally the rate increased by 2.0 percentage points. In Cumbria the increase

was 1.9 percentage points but it was higher than nationally in South Lakeland (2.2 increase, Eden, 2.1 increase and the Lake District (2.7 increase).

- There were 28,441 claimants of Universal Credit in Cumbria on 9th April (both in and out of work and also including those not required to seek work), a rise of 8,659 (43.8%) from March. The biggest percentage increases were in South Lakeland (93%), Eden (79%) and also in the Lake District (120%), compared to a national rise of 40%;
- There were 1,307 job postings in April, a fall of 1,546 (-54%) from February before the lockdown began. The highest percentage falls in postings were in the Lake District (-88%) and in Allerdale (-74%);
- There were 74 job postings which specifically mentioned Coronavirus/Covid;
- The volume of postings in the health sector was unchanged in April compared to February but there was a 91% fall in postings in the accommodation & food services;
- There were 435 business start-ups in the quarter January-March, a rise of 22 from the previous quarter but 26 fewer than the same quarter last year. The number of new start-ups dropped in March by 15 from February (-10%);
- There were 120 new Companies House incorporations in April, a substantial fall of 68 from March (-36%) and 72 fewer than the same month last year (-38%);
- There were 31,508 active companies in Cumbria in April, 108 more than in March.

2. NATIONAL LABOUR MARKET OVERVIEW

- The UK employment rate in the three months to March 2020 was estimated at a joint-record high of 76.6%, 0.6 percentage points higher than a year earlier and 0.2 percentage points up on the previous quarter.
- The UK unemployment rate for the three months to March 2020 was estimated at 3.9%, 0.1 percentage points higher than a year earlier and 0.1 percentage points higher than the previous quarter.
- The UK economic inactivity rate was estimated at a joint record low of 20.2%, 0.7 percentage points lower than the previous year and 0.3 percentage points lower than the previous quarter.
- The total number of weekly hours worked in the three months to March 2020 was 1,040.6 million, 12.4 million hours less than the previous year.
- In real terms (after adjusting for inflation), annual earnings growth was estimated to be 0.7% in total pay and 1.0% in regular pay, in the three months to March 2020, both down from a recent peak of 2.0% in the three months to June 2019.
- There were an estimated 637,000 vacancies in the UK in February to April 2020; this is 170,000 fewer than the previous quarter and 210,000 fewer than a year earlier.
- The quarterly fall of 170,000 vacancies is the largest quarterly change since the current time series started in 2001, eclipsing the decrease of 106,000 vacancies in the three months to January 2009.

3. STANDARD CLAIMANT COUNT (released monthly) – count taken 9th April 2020

Important note: The phased nature of the UC rollout means that standard claimant count trends over time and between areas can give a misleading impression of labour market conditions as a broader span of people are required to seek work than under JSA. This effect is diminishing as the rollout extends but this data should only be viewed as an administrative measure of claimants. It is generally recommended that the quarterly “alternative” claimant count which includes modelling of the impact of UC, is used for labour market monitoring as it “smooths out” the discontinuities. However, there is a two month time delay for publication of this alternative measure and so it has not been included here because the only available data pre-date the COVID-19 outbreak.

Figure 1: Standard Claimant Count – April 2020

	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
United Kingdom	1,269,710	6.1	847,650	4.1	2,117,360	5.1	848,735	66.9	2.0	1,010,750	91.3	2.4
North West	172,095	7.6	108,990	4.8	281,085	6.2	111,220	65.5	2.4	128,665	84.4	2.8
Cumbria	7,490	5.1	5,035	3.4	12,530	4.2	5,595	80.7	1.9	5,980	91.4	2.0
Allerdale	1,540	5.4	1,090	3.8	2,630	4.6	1,035	65.0	1.8	920	54.0	1.6
Barrow	1,190	5.8	715	3.5	1,900	4.6	660	53.3	1.6	775	68.9	1.9
Carlisle	1,890	5.9	1,170	3.5	3,060	4.6	1,330	77.0	2.0	1,565	104.8	2.4
Copeland	1,140	5.4	690	3.4	1,830	4.4	590	47.8	1.4	515	39.3	1.2
Eden	610	4.0	500	3.2	1,110	3.6	640	136.9	2.1	730	191.6	2.4
South Lakeland	1,125	3.8	875	2.9	1,995	3.3	1,335	201.2	2.2	1,475	281.1	2.5
LDNPA	475	4.0	390	3.3	865	3.7	645	296.8	2.7	680	370.1	2.9

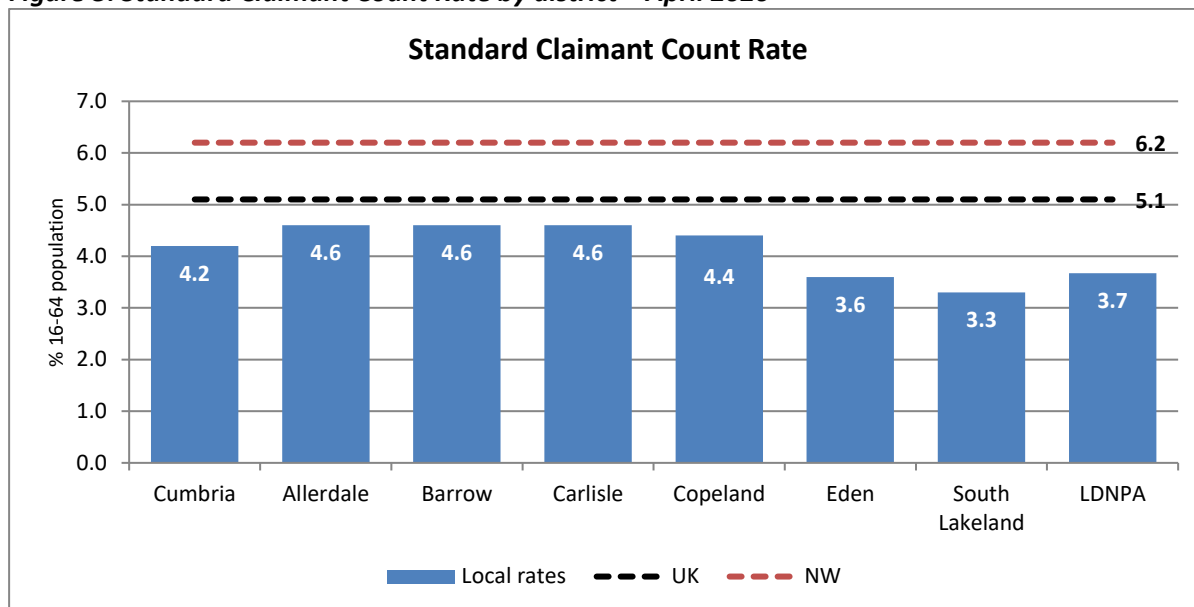
Source: ONS/DWP, due to rounding, totals may not sum Note: LDNPA is a “best-fit” comprising LSOAs with 50%+ of area within NP

Figure 2: Standard Claimant Count / Rate by Age Group in Cumbria - April 2020

	Claimant Count by Age										
	16-17	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60+	Total
UK	5,135	378,270	299,915	290,410	247,545	203,645	196,455	190,265	163,185	125,080	2,117,360
NW	655	52,370	41,410	40,420	33,470	26,375	25,200	23,805	20,190	15,170	281,085
Cumbria	30	2,240	1,810	1,665	1,390	1,075	1,210	1,200	1,005	800	12,530
Allerdale	0	500	360	305	300	220	285	235	230	170	2,630
Barrow	5	445	275	260	200	150	150	170	130	105	1,900
Carlisle	10	545	475	455	335	285	275	275	205	175	3,060
Copeland	0	320	270	260	200	140	145	180	155	135	1,830
Eden	5	165	150	140	130	95	110	130	105	75	1,110
South Lakeland	5	265	280	245	230	180	240	215	185	130	1,995
LDNPA	0	100	110	80	115	100	100	100	90	65	865
	Claimant Rate by Age										
	16-17	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60+	Total
UK	0.4	6.6	6.6	6.5	5.7	5.1	4.4	4.1	3.8	3.9	5.1
NW	0.4	8.2	8.3	8.5	7.3	6.4	5.1	4.6	4.2	4.2	6.2
Cumbria	0.3	6.6	6.8	6.5	5.2	4.1	3.5	3.1	2.6	2.6	4.2
Allerdale	0.0	7.6	7.0	6.1	5.8	4.4	4.1	3.0	3.1	2.9	4.6
Barrow	0.3	8.7	6.7	6.5	5.5	4.2	3.2	3.2	2.7	2.9	4.6
Carlisle	0.5	6.8	7.4	7.5	5.2	4.7	3.6	3.5	2.5	2.9	4.7
Copeland	0.0	6.9	6.7	6.9	5.3	3.9	3.1	3.3	2.9	3.1	4.4
Eden	0.5	5.2	5.9	5.9	5.0	3.6	2.9	3.0	2.4	2.1	3.6
South Lakeland	0.2	4.1	6.3	5.4	4.5	3.3	3.3	2.6	2.2	1.9	3.3
LDNPA	0.0	4.0	6.9	4.4	5.8	4.9	3.5	3.0	2.6	2.2	3.7

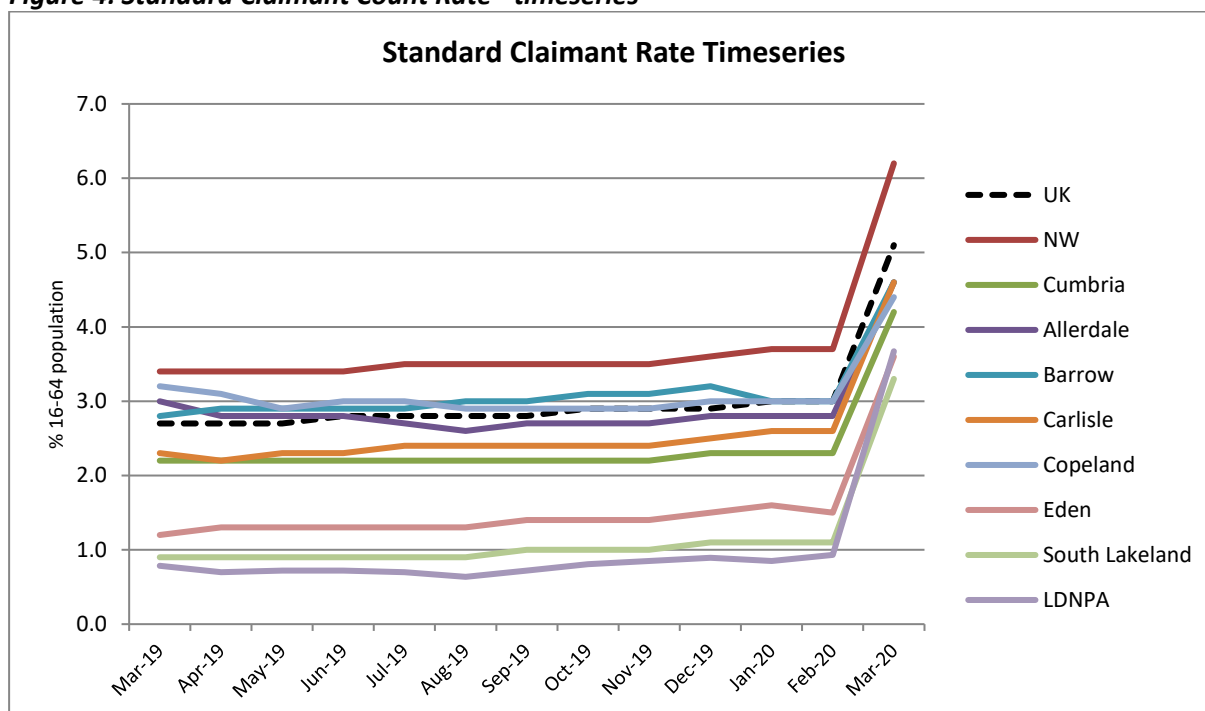
Source: ONS/DWP, due to rounding, totals may not sum Note: LDNPA is a “best-fit” comprising LSOAs with 50%+ of area within NP

Figure 3: Standard Claimant Count Rate by district – April 2020



Source: ONS/DWP

Figure 4: Standard Claimant Count Rate - timeseries



Source: ONS/DWP

4. UNIVERSAL CREDIT (released monthly) – count taken 9th April 2020

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. UC is being rolled out across the country and the majority of new claims are now for UC. However, the Government has delayed the "managed migration" phase which transitions claimants on legacy benefits onto UC. **Note: due to the phased rollout, care should be taken when comparing areas or change over time.**

On 9th April 2020 there were 28,431 people on Universal Credit in Cumbria (both in work and out of work). This is a rise of 8,653 from March and 14,574 more than a year ago. The highest numbers of UC claimants were in Allerdale (6,876) and Carlisle (6,680).

Figure 5: Universal Credit claimants

	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	1,984,333	4.8	2,221,897	7.4	4,206,233	10.4	1,195,494	39.7	3.0	2,268,336	117.1	5.6
Cumbria	13,182	4.7	15,248	6.7	28,431	9.6	8,653	43.8	2.9	14,574	105.2	4.9
Allerdale	3,088	7.6	3,793	9.0	6,876	11.9	1,694	32.7	2.9	2,500	57.1	4.3
Barrow	1,909	3.6	2,144	7.2	4,048	9.9	1,106	37.6	2.7	2,556	171.3	6.2
Carlisle	3,160	4.5	3,516	7.0	6,680	10.2	2,078	45.2	3.2	3,691	123.5	5.6
Copeland	2,118	7.5	2,428	8.9	4,544	10.9	847	22.9	2.0	1,440	46.4	3.5
Eden	1,001	2.3	1,216	4.0	2,218	7.2	978	78.9	3.2	1,498	208.1	4.9
South Lakeland	1,909	2.0	2,156	3.5	4,062	6.8	1,954	92.7	3.3	2,885	245.1	4.8
LDNPA	873	2.2	938	3.5	1,813	7.7	986	119.2	4.2	1,297	251.4	5.5

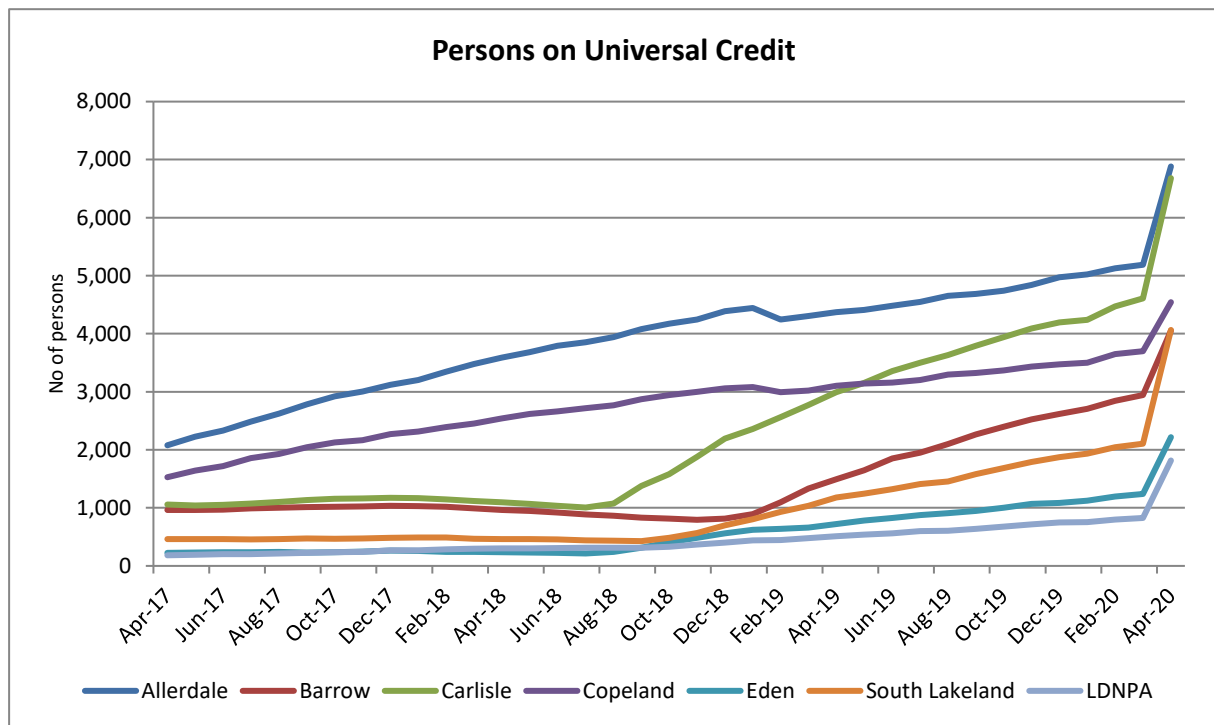
Source: DWP via Stat-Xplore NB: The rollout of Universal Credit causes large increases in the annual data

Figure 6: Universal Credit claimants by age

	Universal Credit Count by Age										
	16-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	Total
UK	147,856	517,723	652,267	668,793	560,080	433,152	381,387	339,774	271,321	224,749	4,206,978
Cumbria	999	3,586	4,614	4,421	3,694	2,659	2,585	2,387	1,872	1,552	28,438
Allerdale	222	865	1,046	1,028	908	626	682	590	489	422	6,882
Barrow	210	664	717	664	470	345	310	294	198	175	4,053
Carlisle	244	851	1,180	1,112	867	663	552	508	376	313	6,681
Copeland	143	577	731	695	571	415	382	374	349	297	4,544
Eden	70	240	354	317	289	214	206	219	160	126	2,218
South Lakeland	112	395	590	605	584	399	445	406	295	226	4,062
LDNPA	33	156	247	226	266	210	190	190	163	124	1,816
	Universal Credit Rate by Age										
	16-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	Total
UK	5.2	12.7	14.8	15.4	13.2	11.2	8.7	7.5	6.5	6.3	10.4
Cumbria	5.0	14.7	17.3	17.2	13.8	10.2	7.4	6.1	4.9	4.5	9.6
Allerdale	5.6	18.6	20.2	20.7	17.4	12.6	9.8	7.5	6.7	6.4	11.9
Barrow	7.3	17.7	17.6	16.7	12.9	9.7	6.6	5.5	4.1	4.2	9.9
Carlisle	5.7	14.4	18.3	18.2	13.4	11.0	7.3	6.4	4.6	4.5	10.2
Copeland	5.5	17.0	18.3	18.4	15.1	11.6	8.1	6.8	6.4	6.1	10.9
Eden	3.5	11.2	13.9	13.3	11.1	8.1	5.5	5.0	3.7	3.2	7.2
South Lakeland	2.6	8.7	13.3	13.3	11.5	7.4	6.2	4.9	3.5	2.9	6.8
LDNPA	2.2	8.9	15.4	12.6	13.2	10.4	6.9	5.7	4.7	3.7	7.7

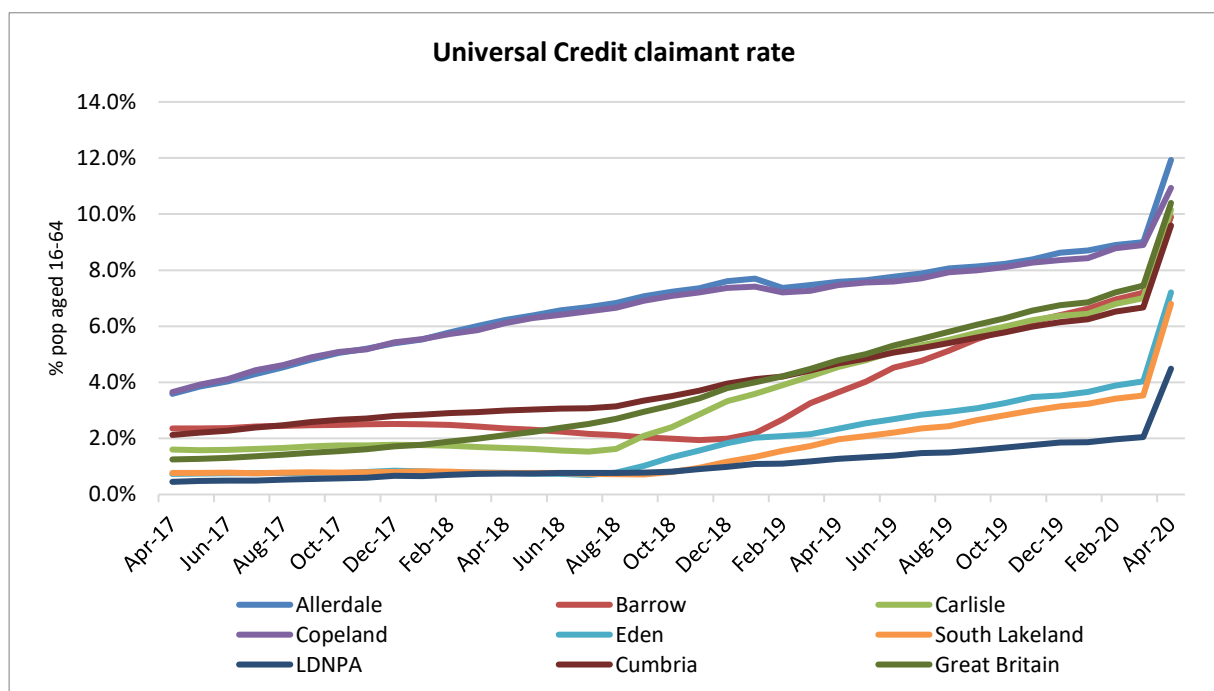
Source: DWP via Stat-Xplore

Figure 7: Universal Credit claimants by district (in and out of work)



Source: DWP via Stat-Xplore

Figure 8: Universal Credit claimant rate by district (in and out of work)



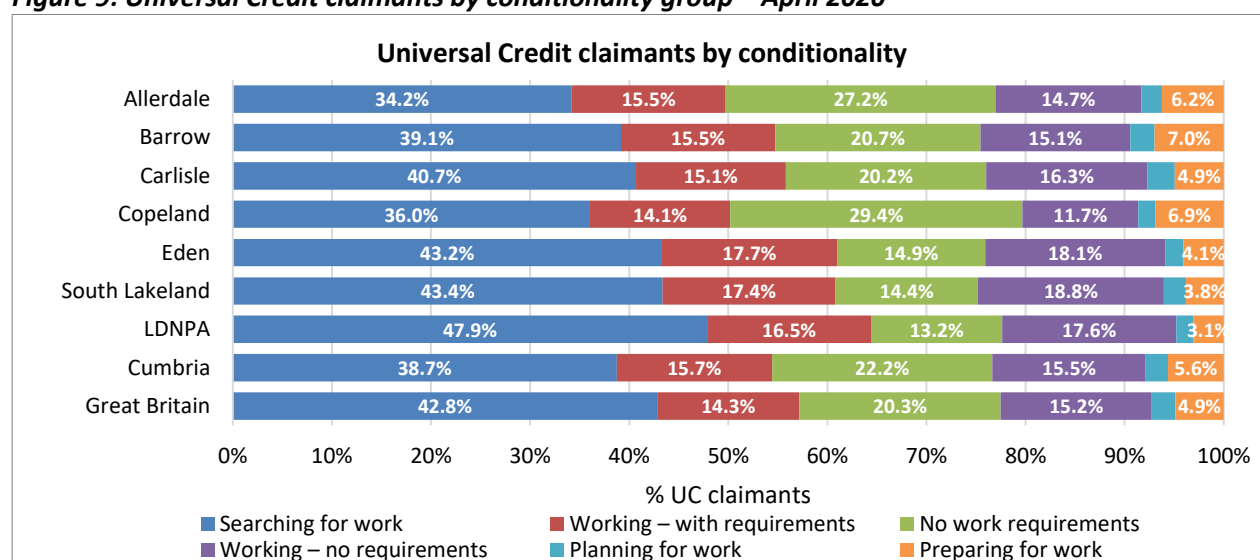
Source: DWP via Stat-Xplore

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. An outline of the conditions for each group is shown below.

Searching for work	Not working or with very low earnings. Claimant required to take action to seek work or more/better paid work.
Working – with requirements	In work but could earn more or not working but has partner with low earnings
No work requirements	Not expected to work at present. Health or caring responsibilities prevents claimant from working or preparing for work.
Working – no requirements	Individual or household earnings over the level at which conditionality applies.
Planning for work	Expected to work in the future. Lone parent / lead carer of child aged 1.
Preparing for work	Expected to start preparing for future even with limited work capability at present or child aged 2.

Overall in Cumbria, 38.7% of UC claimants are in the searching for work group (up from 30.6% last month) which compares to 42.8% nationally. This varies between districts from 34.2% in Allerdale up to 43.4% in South Lakeland.

Figure 9: Universal Credit claimants by conditionality group – April 2020



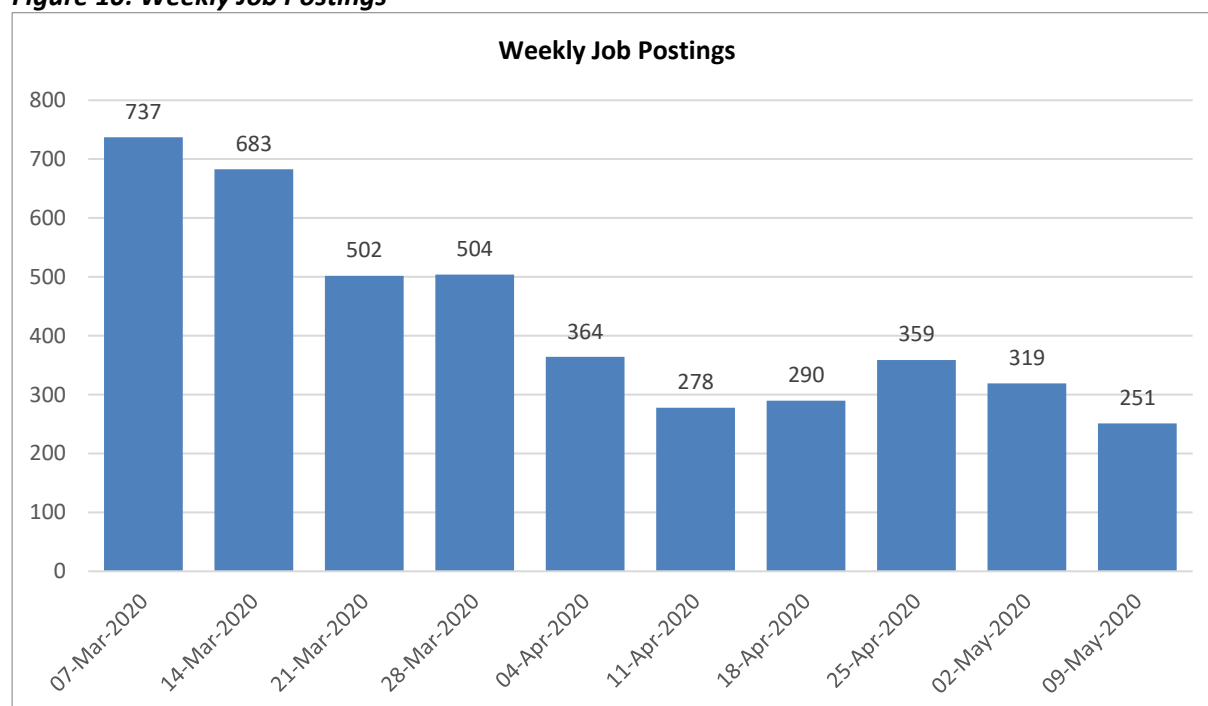
Source: DWP via Stat-Xplore Note: Conditionality is based on an individual's circumstances on the count date (2nd Thursday)

5 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. The tool will inevitably not capture all vacancies and in particular is likely to under-represent vacancies in sectors which typically do not utilise online or formal recruitment methods. It may also over represent the situation in those sectors which make widespread use of recruitment agencies and “bank” workers.

In April 2020 there were 1,307 job postings in Cumbria which is 1,546 fewer than were placed in February before the COVID-19 “lockdown” commenced, a fall of 54%. The dramatic fall in job postings since the beginning of March is evident in the following chart which shows there 737 postings in the first week of March compared to 319 in the first week of May. There were 74 postings in April which mentioned the words Coronavirus or Covid.

Figure 10: Weekly Job Postings

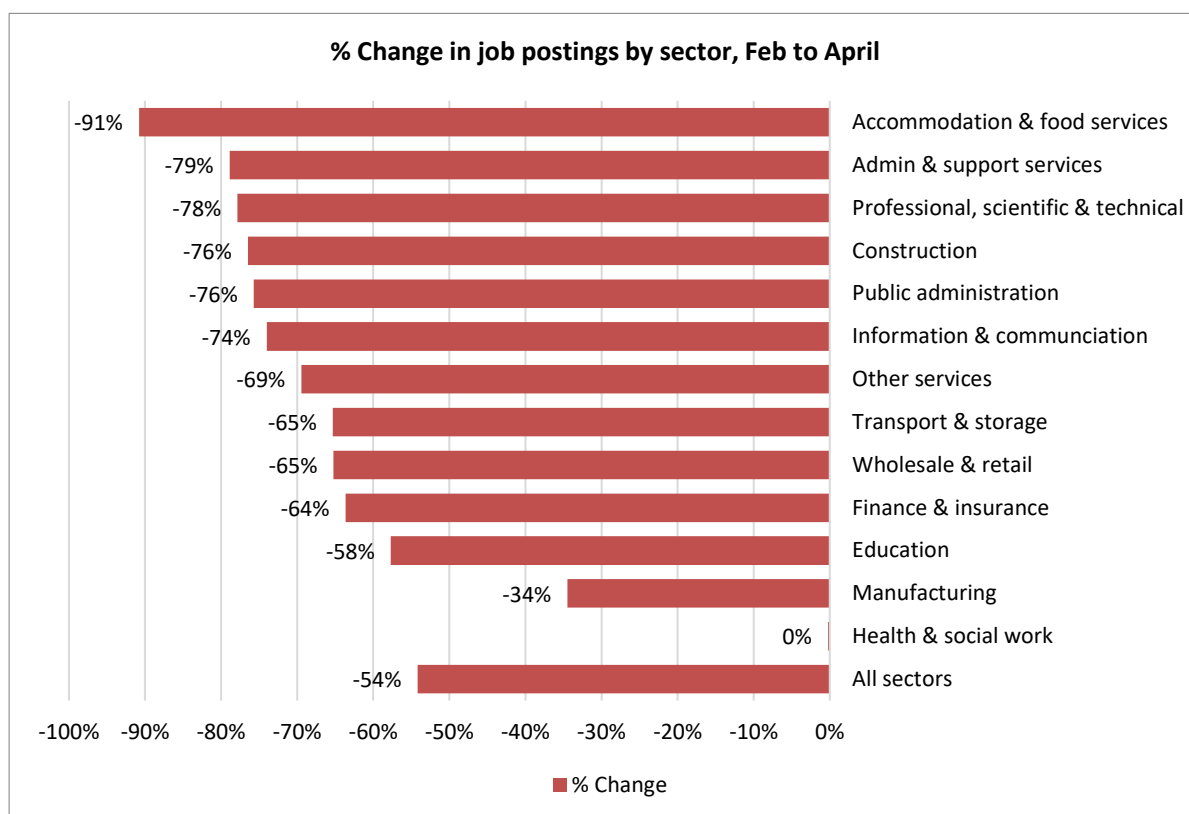


Source: Labour Insight (Burning Glass Technologies)

The fall in postings can also be assessed by sector. Whilst health sector postings were almost unchanged between February and April, there were large falls in postings in other sectors. This is particularly evident in hospitality – there was a 91% fall in postings from the accommodation & food services sector which represents 197 fewer postings.

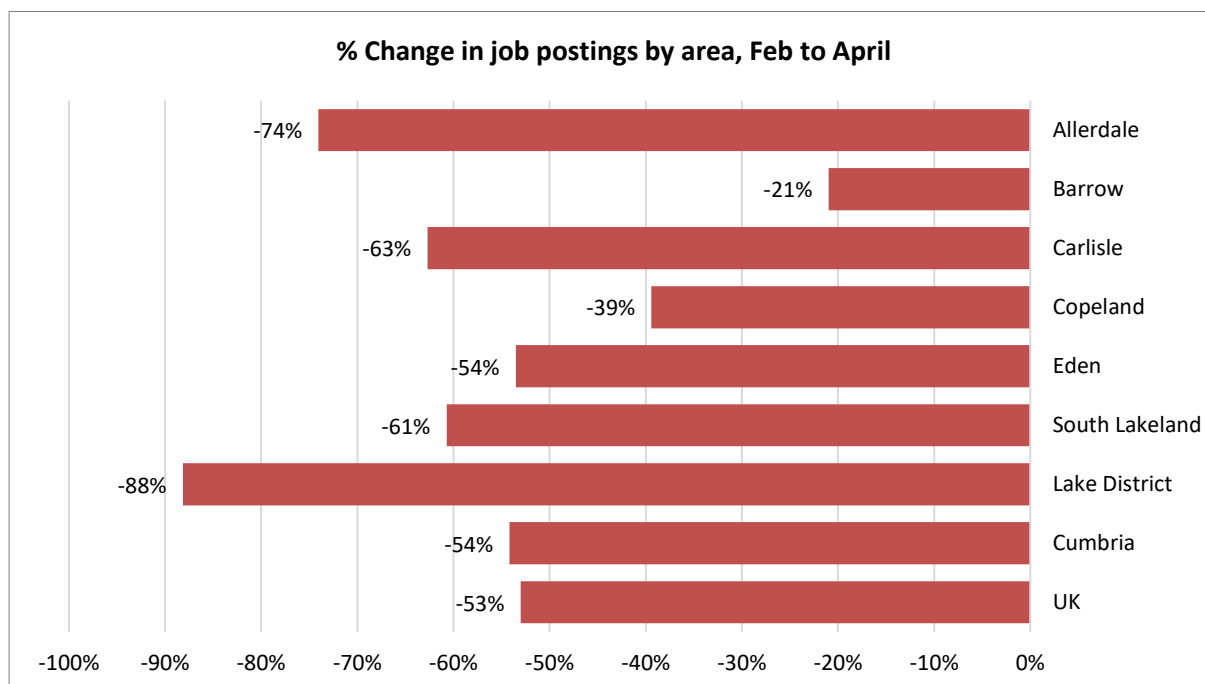
There were some variations by location of job postings – Barrow experienced the smallest percentage decline (-21%) followed by Copeland (-39%) whilst postings that mentioned towns in the Lake District fell by 88% (171 fewer postings) and those mentioning Allerdale fell by 74% (251 fewer postings).

Figure 11: Change in postings by sector



Source: Labour Insight (Burning Glass Technologies)

Figure 12: Change in postings by location



Source: Labour Insight (Burning Glass Technologies) Note: Lake District comprises postings mentioning the towns of Keswick, Windermere, Ambleside, Broughton in Furness or Coniston.

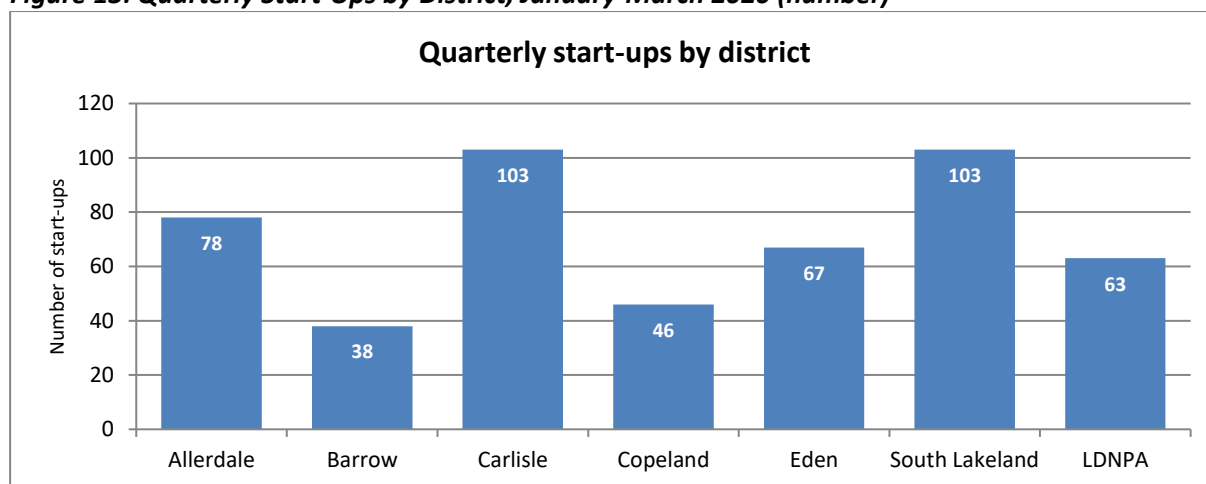
6. BUSINESS START-UPS AND STOCKS

6a. 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. 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 435 business start-ups in Cumbria in the quarter Jan-Mar 2020. This is a rise of 22 from the previous quarter, +5.3% compared to a fall of 1.6% for England but a fall of 22 from the same quarter last year. Start-ups rose in Carlisle, Copeland and Eden but fell in Allerdale, Barrow and South Lakeland.

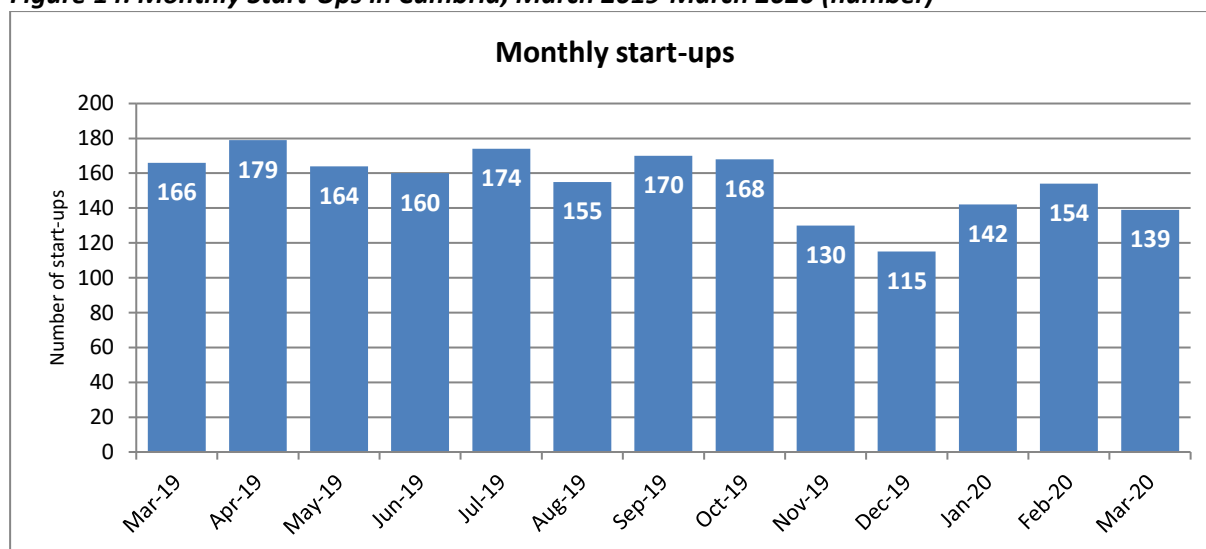
Figure 13: Quarterly Start-Ups by District, January-March 2020 (number)



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.

The number of starts varies throughout the year and levels in the winter, especially around Christmas are lower than the rest of the year. Although January's levels were higher than January last year, those for February and March are lower than the same months last year.

Figure 14: Monthly Start-Ups in Cumbria, March 2019-March 2020 (number)



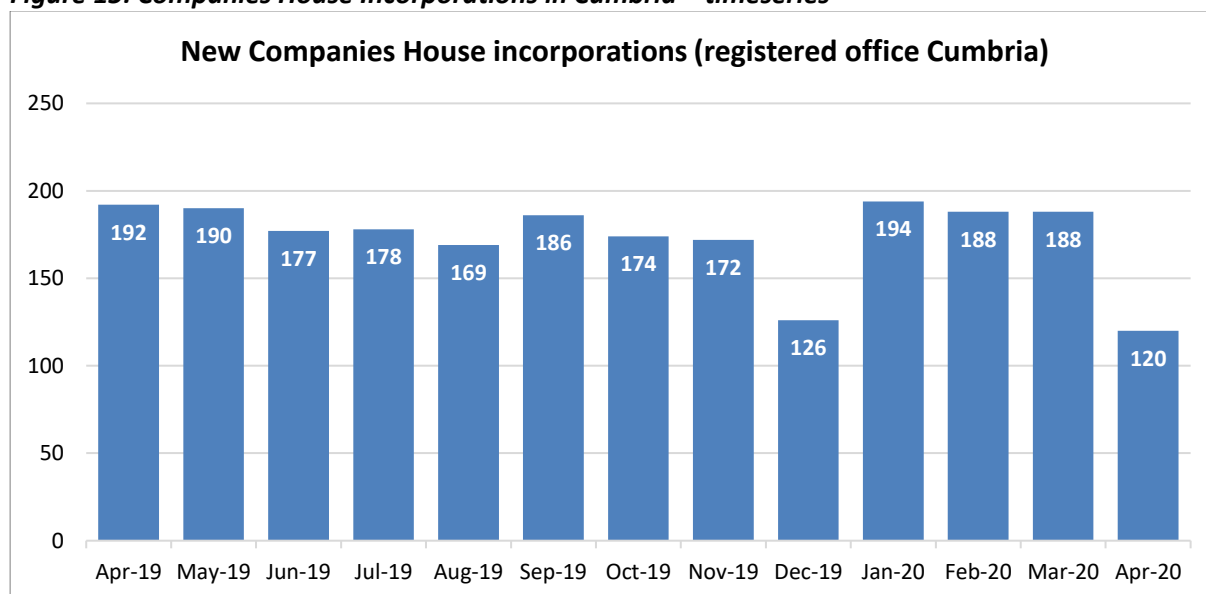
Source: BankSearch

6b: 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 business.

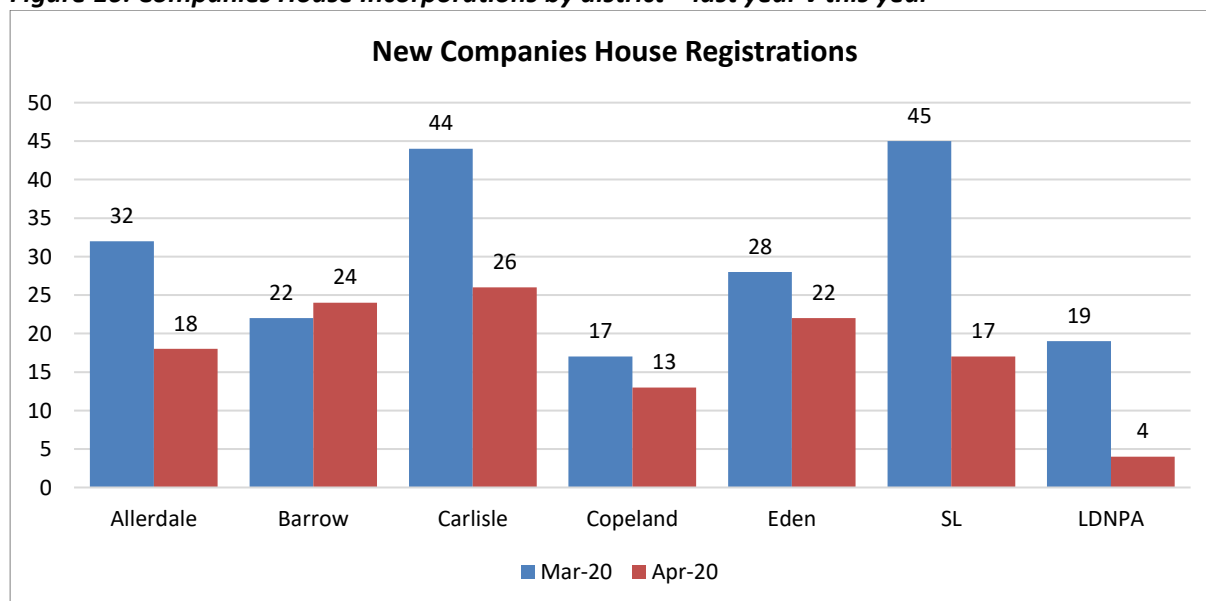
There were 120 new Companies House incorporations in April 2020, a substantial fall of 68 (-36%) since March and 72 (-38%) fewer than the same month the previous year. The highest numbers in April were in Carlisle (26) and Barrow (24) with Barrow the only district to show a monthly increase. Proportionally the monthly fall was highest in the Lake District National Park and in South Lakeland where registrations fell by 79% and 62% respectively.

Figure 15: Companies House Incorporations in Cumbria – timeseries



Source: BankSearch, data relate to registered office address.

Figure 16: Companies House Incorporations by district – last year v this year

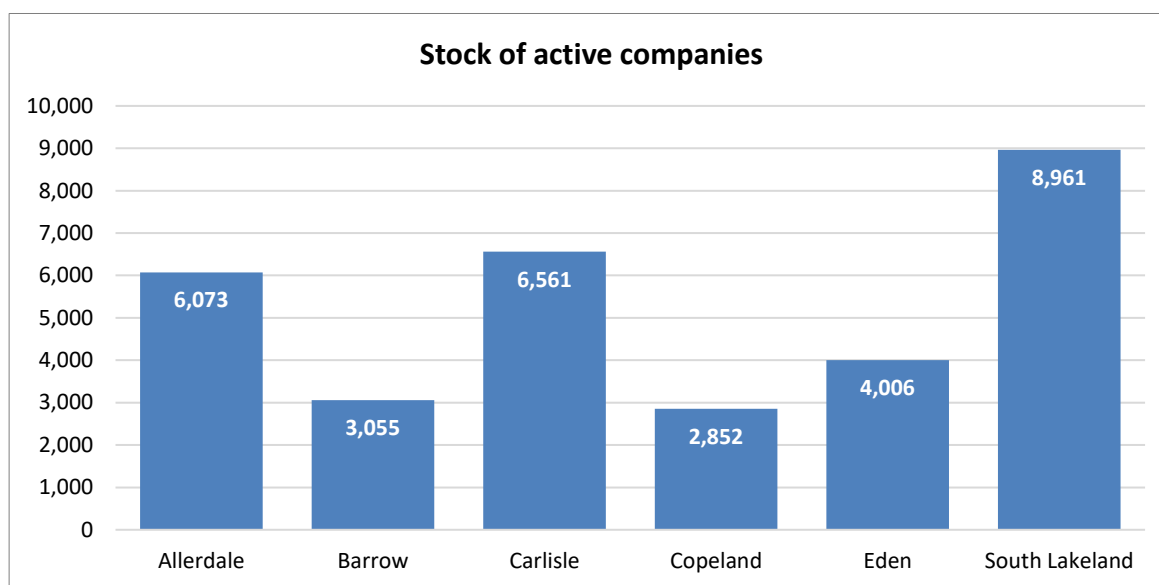


Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

6c. Stock of Active Companies

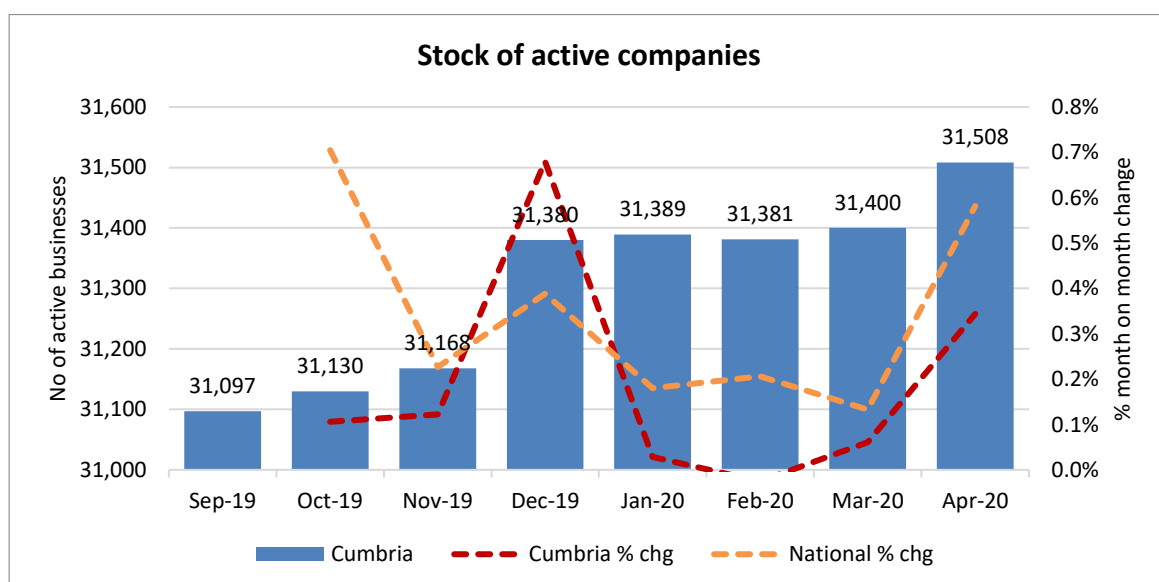
These data are extracted from the FAME database of over 5 million active companies (including unincorporated businesses) and measure those with a registered office or primary trading address in Cumbria. At the end of April 2020 there were 31,508 entries on the FAME database for Cumbria, an increase of 108 from the previous month. The highest number of active companies was in South Lakeland (8,961).

Figure 17: Stock of Active companies – April 2020



Source: FAME (Bureau Van Dijk)

Figure 18: Stock of Active companies – timeseries



Source: FAME (Bureau Van Dijk)