St John Henry Newman
Catholic School

COR AD COR LOQUITUR

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12 November 2021

Dear Parent/Carer

Last term was certainly a busy one in terms of Careers Education in the school. During our Careers Fortnight there was a whole host of employer visits, subject specific talks and university/apprenticeship talks for pupils in all Key Stages.

Over previous terms, I have aimed to keep you informed about Careers Education in the school so you are aware of the types of things we offer, targeting different year groups. Along with this Careers letter, there is a short survey where you can submit your views on Careers Education at St John Henry Newman Catholic School so that we can constantly review it and seek to improve it.

Careers Fortnight
Towards the end of this letter there is a PDF timetable of topics that pupils covered in subjects during their Careers Fortnight, which links to the National Careers Service.

School Website
To give Careers Education the prominence it deserves, we have created a dedicated section on the home page for you to access. Recently, the Careers and Enterprise Company conducted an independent audit of our website, and we were identified as an example of best practice in the county for our Careers Page. This is fantastic news for us and demonstrates we are 'getting it right' in terms of content on the webpage. There is a wealth of information on the website, including our Careers Programme, mapping of the Careers Curriculum and also advice to parents and guardians in terms of how they can support with Careers Advice and Guidance throughout their child's school career.

Labour Market Information
The quarterly labour market information published by the local authority is updated with regularity on our main Careers page on the school website. I have enclosed excerpts relating to young people from the October Labour Market Information with this newsletter for your convenience. This will give you and your child an overview of the importance of securing next steps in Further Education and the type of jobs and skills that are in demand in Cumbria presently.

UniFrog
Regrettably, we have had to move from using START profile as our main careers provider site. This is because they went through a change over the summer and the site is no longer fit for supporting our pupils' needs. We have moved to a new Careers site called UniFrog where our pupils will be able to record all of their careers encounters and experiences. We will be in touch soon with more information about this.

University of Lancaster Visit
On Wednesday 03 November, a group of year 10 students visited Lancaster University. They had a guided tour of the campus and heard first hand from student ambassadors what life is like as a student. The visit raised awareness of the variety of courses on offer and the students were also given advice on revision techniques.

Careers Advice and Guidance

This term, Mrs Brookes will be focusing on delivering Information, Advice and Guidance sessions to every pupil in Years 11 and 13. However, should parents wish to find out more about specific Careers Advice and Guidance relating to their child, or if they would like to be involved in the guidance interviews, please contact: marybrookes@newman.cumbria.sch.uk Equally, if your child has an EHCP, we hold yearly CIAG sessions for our pupils to really tailor a bespoke, inclusive plan to secure next steps.

Range of Speakers

We were fortunate to have a range of employers in to speak to our pupils, which is something we will continue to do across the year. These included: Armstrong Watson; Sellafield; Cumbria Museum of Miltary Life; The Army; Story Plant; Truly Independent Financial Advisers.

Career of the Week

To help provide an extra flavour of variety, we continue to publish the Career of the Week on the website. Click on careers > career of the week to have a look each week.

Work Experience

We are delighted that our Year 10 and 12 pupils will have an opportunity for work experience this year. This is a really good opportunity for pupils to seize on in order to experience life in the workplace. They will soon have the opportunity to explore the Workplace database and identify where they would like to go. We would encourage parents to perhaps share their own work experiences with their children, as an opportunity to show how vast and varied people's experiences of the work place are, and to demonstrate how careers paths can change over time.

CDI Framework

The CDI Framework is a new framework that has been introduced to set the corner stones of Careers Education. Last term, we started introducing the CDI framework to Year 10 and will be rolling it out to other year groups throughout the year. I have attached the Careers Learning Journey with this letter and there is a copy on the website to give you a flavour of how we cover Careers Education.

As always, if you have any feedback relating to our Careers Programme, I welcome it through email: shaunforrester@newman.cumbria.sch.uk

Yours sincerely

Shaun Forrester
Assistant Headteacher & Careers Leader

6. NEETs & Participation (*released __monthly__*)

6a. Not in Education, Employment or Training (NEET)

Young people are described as NEET if they are not in any form of education, employment or training. Those whose status is Not Known at the time of follow up are now also classed as NEET.

In July 2021, 422 16-17 year olds were classed as NEET in Cumbria (269 NEET and 143 whose status was Not Known), unchanged from June but 51 lower than a year ago. This is an annual decrease of 10.8% compared to a national decrease of 11.1%. The highest number of NEET/NKs was in Carlisle where there were 157 followed by Barrow with 79. Apart from an increase of 8 in Carlisle, the number remained unchanged or fell in all other parts of the county.

Figure 25: Number of 16-17 Year Olds NEET or Not Known, July 2021
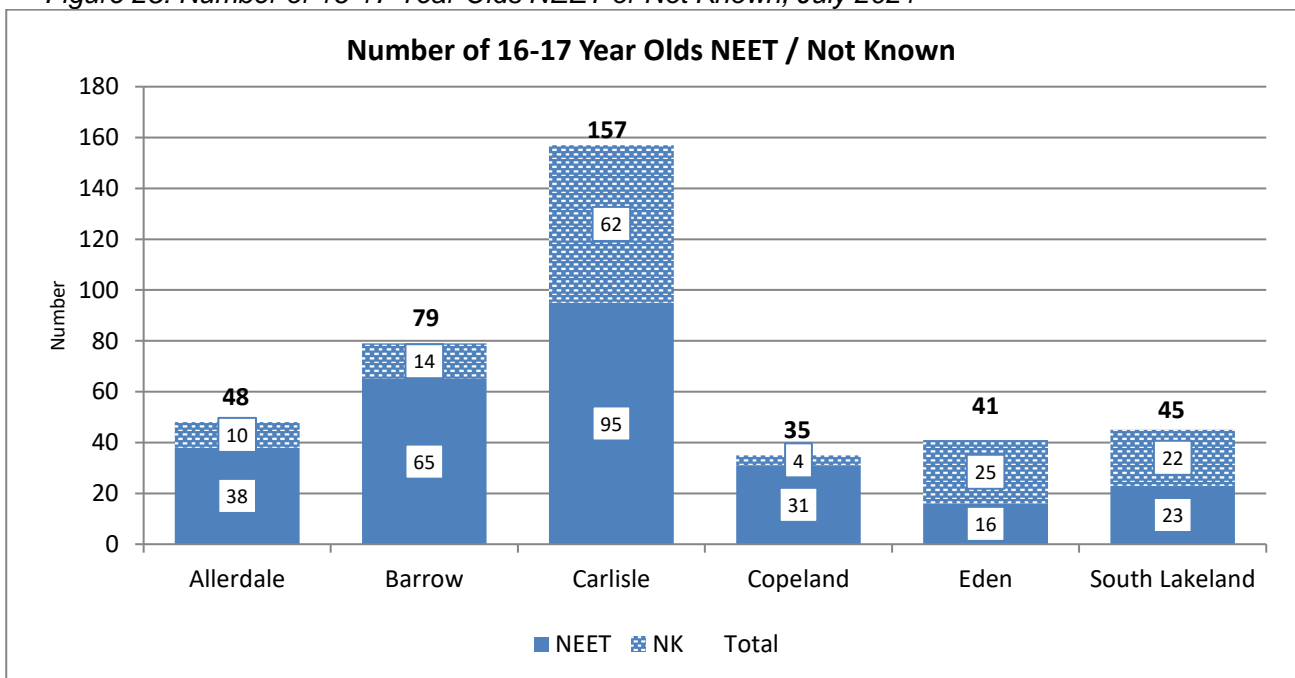
Source: Inspira / Cumbria Intelligence Observatory Note: district totals may not sum to county total.
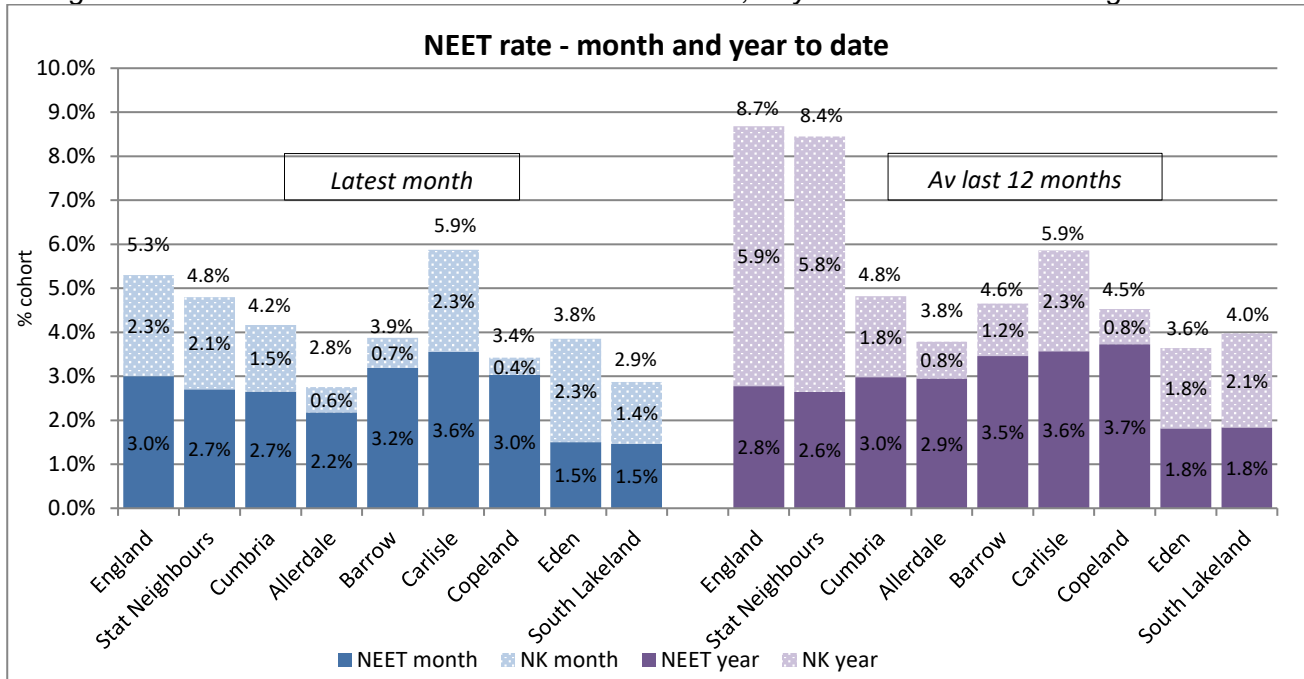
Figure 26: Number of 16-17 Year Olds NEET or Not Known, district timeseries
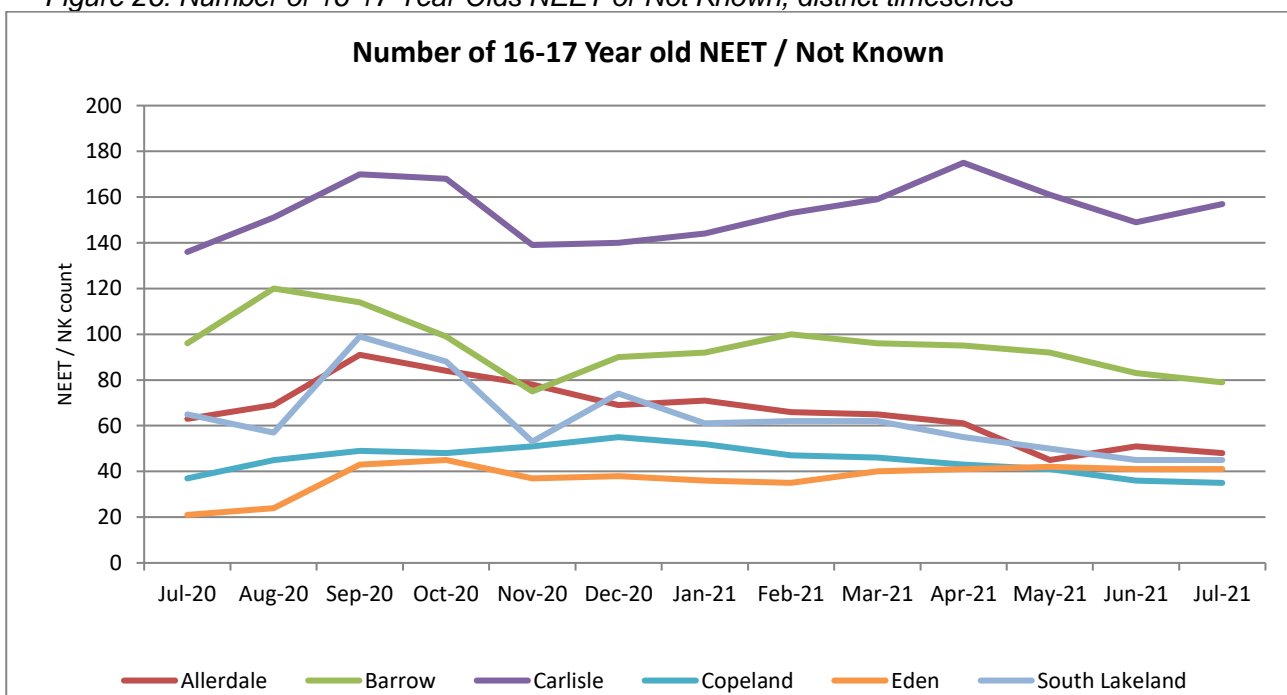
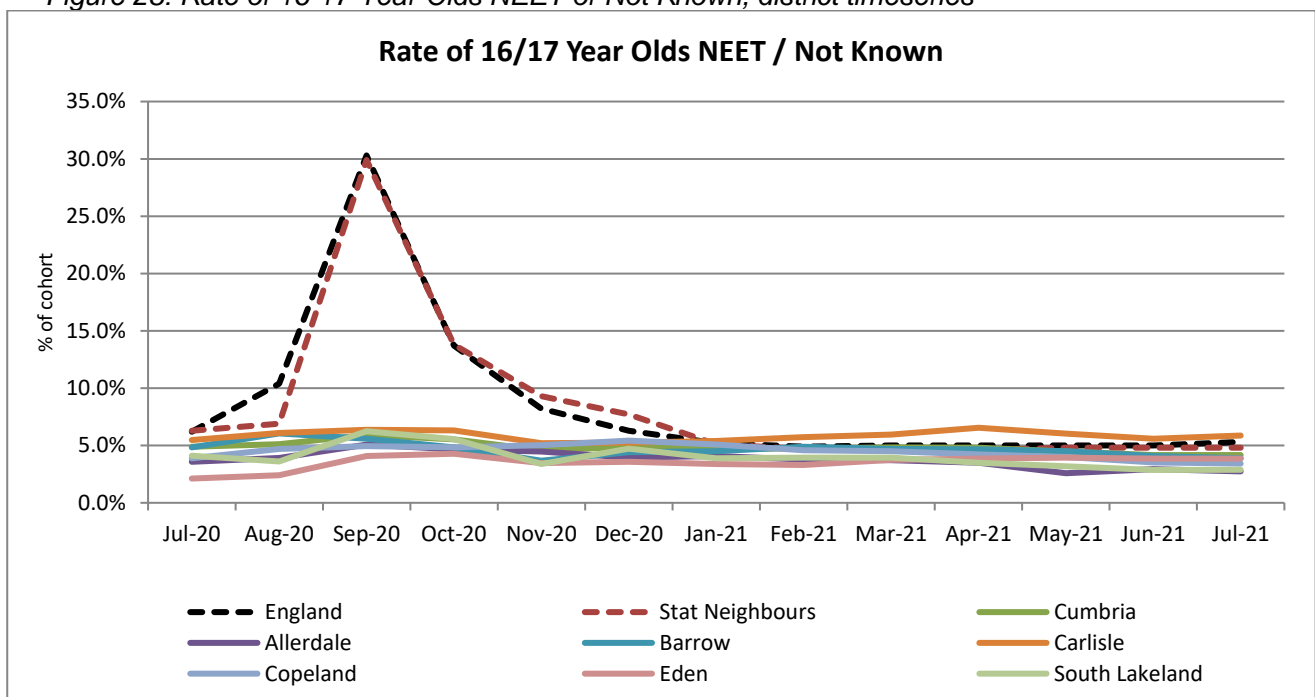*Source: Inspira / Cumbria Intelligence Observatory*

The county NEET/NK rate (% of cohort) was 4.2% in July 2021 compared to an England rate of 5.3% and an average rate of 4.8% for Cumbria's 10 statistical neighbours. The highest local rates were in Carlisle (5.9%) and Barrow (3.9%). The NEET rate in Cumbria was unchanged from June but down 0.7ppt from a year ago. On average over the past 12 months the NEET rate in Cumbria has been 4.8% compared to a national average annual rate of 8.7% (NB: this is influenced by different tracking arrangements across the country, particularly at certain times of year).

Figure 27: Rate of 16-17 Year Olds NEET or Not Known, July 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 July 2021, 92.4% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (80.0%) or by undertaking an apprenticeship (9.7%). This compares to 92.6% nationally who were deemed to be participating. The proportion undertaking an apprenticeship in July was 1.4% lower than a year while the proportion in full time education or training was 1.7% higher.

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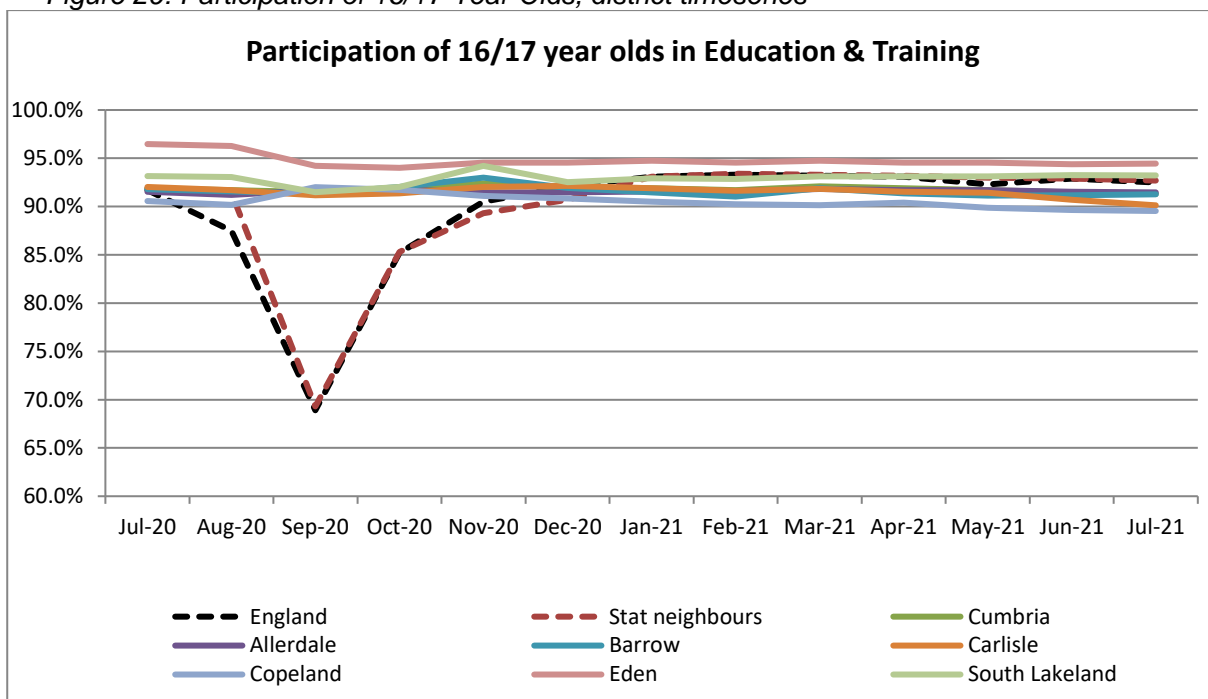
Source: NCCIS

*Figure 30: Participation of 16/17 Year Olds, by activity type, July 2021*
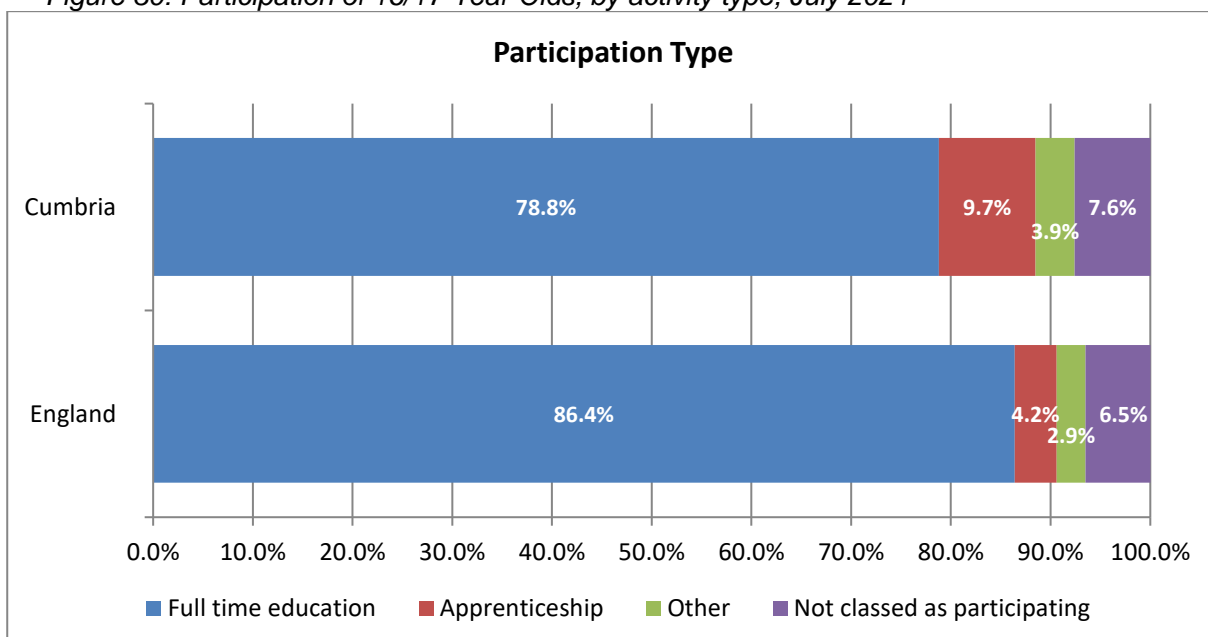
Source: NCCIS (district data not available)

7. JOB POSTINGS

The following data are drawn from Labour Insight, an interactive tool which delivers real time access to job postings from a range of sources including job boards, employer sites, newspapers, public agencies etc. Data extraction and analysis technologies mine and code data from each job listing to provide analysis on industries, occupations, skills and qualifications.

In Aug 2021 there were 3,837 new job postings in Cumbria which is 620 more than in July and 1,500 more than in Aug last year. It is also significantly higher than the same time of year two years ago (80% higher). The steep decline in postings at the start of the pandemic is evident in the chart below as is, to a lesser extent, the impact of the restrictions at the end of 2020, followed by the recent upturn as the roadmap out of restrictions has been implemented and multiple businesses have been recruiting simultaneously.

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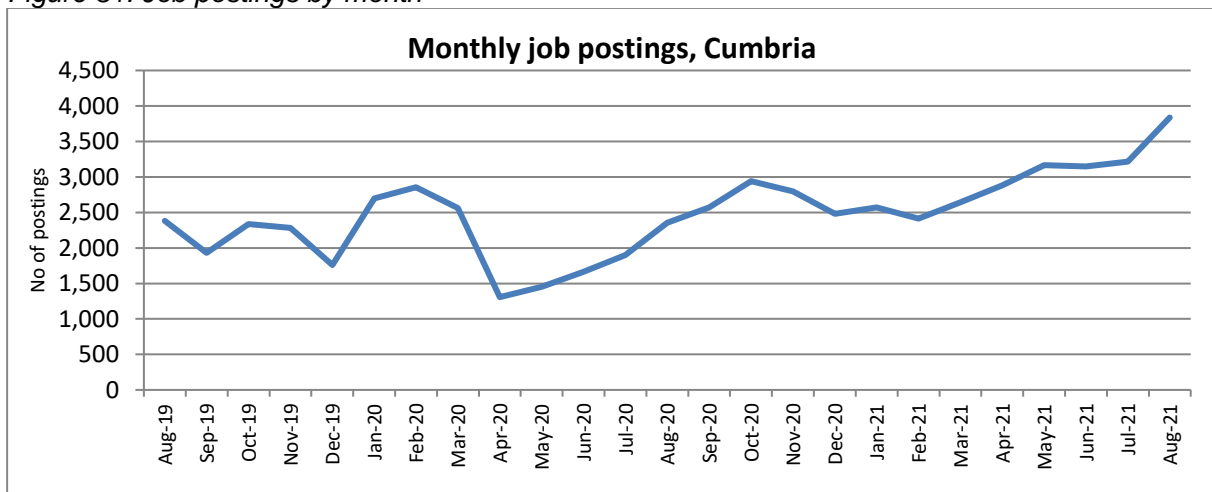
Source: Labour Insight (Burning Glass Technologies)

The demand for staff can also be assessed by sector, although it should be noted that not all postings contain sufficient data to identify a sector. In Aug the sector with the most postings was health & social work (649) which accounts for over a quarter of all postings, followed by wholesale & retail (342) and accommodation & food services (289) and. Postings for hospitality are 80% higher than 2 years ago and retail jobs are 45% up, reflecting the recent surge in demand.

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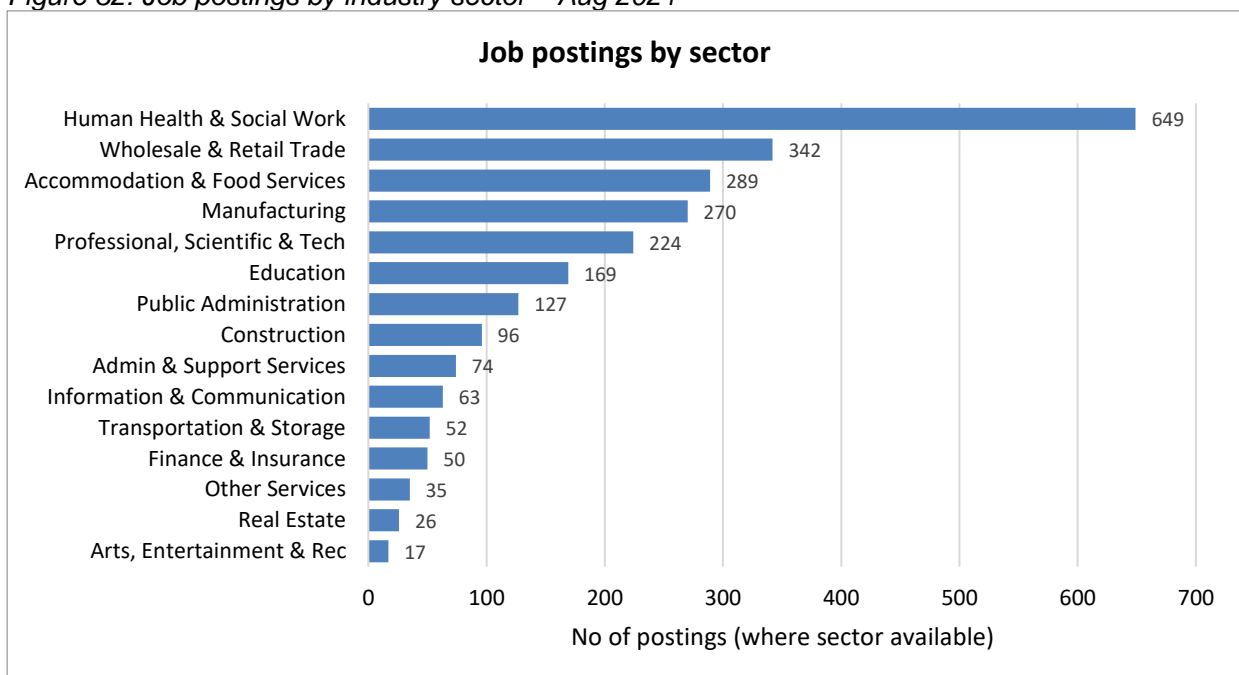
Source: Labour Insight (Burning Glass Technologies)

Despite overall levels returning to those prior to the pandemic, this has varied between sectors. The chart below shows the trend for the four sectors which recorded the highest levels of postings in 2019 (ie pre-pandemic). It can be seen that demand from health related organisations peaked in November before returning to a more normal level and then experiencing another increase in the last three months (much of it from the social care sector). Demand from the manufacturing sector has remained relatively stable throughout. The retail and hospitality sectors both saw an upturn in March which has continued as these sectors struggle to recruit.

Figure 33: Job postings by key industry sector - timeseries
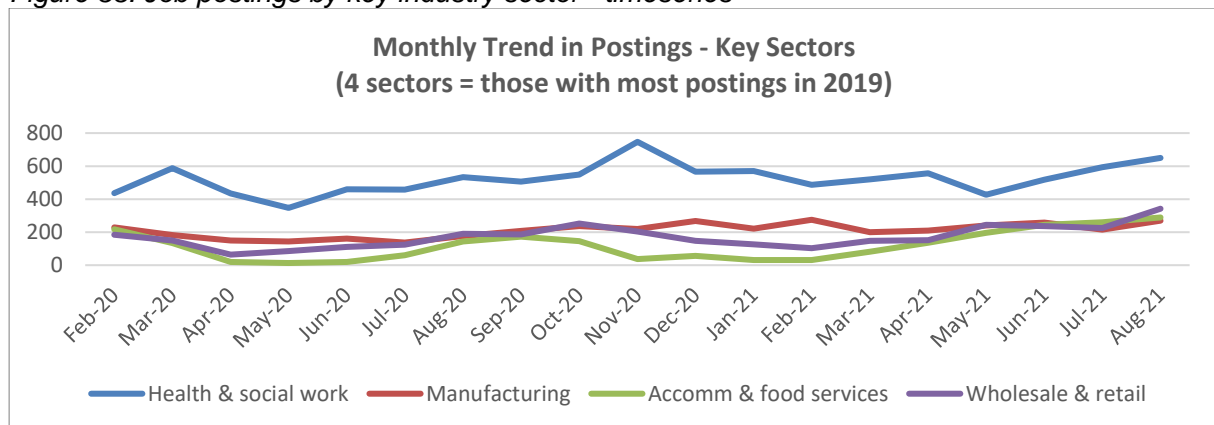
Source: Labour Insight (Burning Glass Technologies)

There's been a shift in the most commonly advertised vacancies with health related occupations dropping down the list to be replaced by science, research engineering & technical professionals and by administrative and sales occupations.
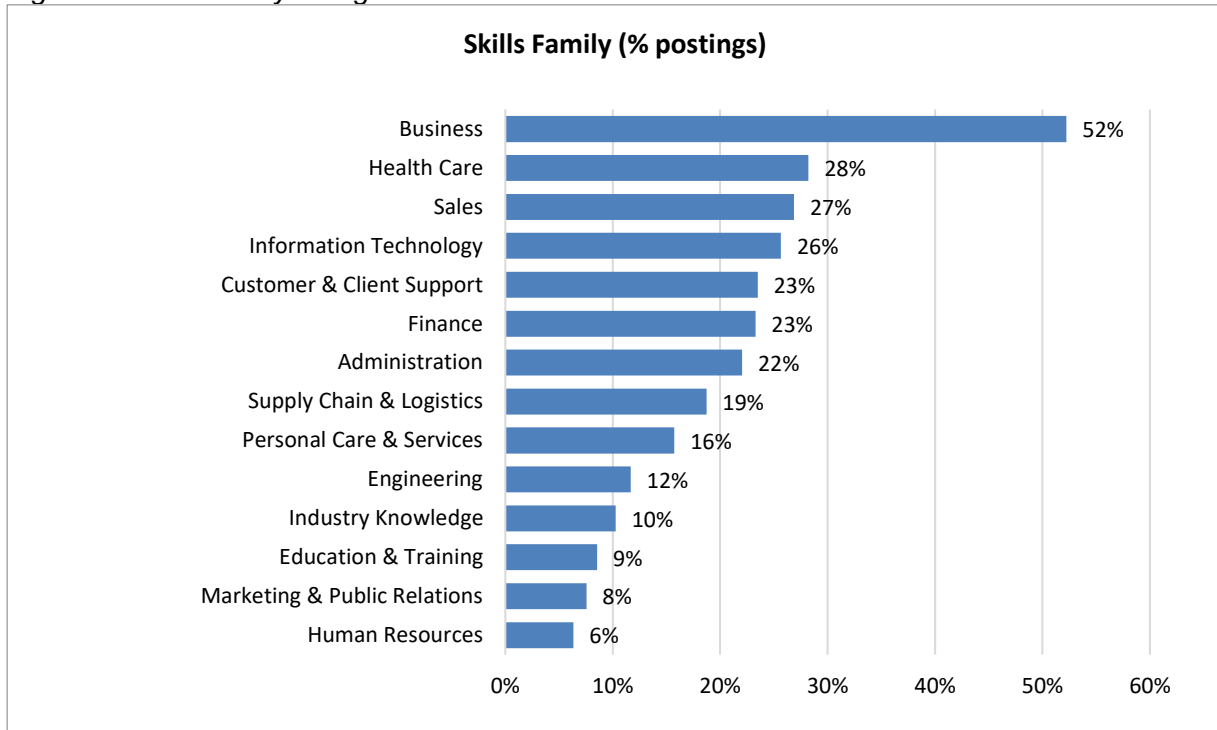
Figure 34: Job postings by occupation – Aug 2021
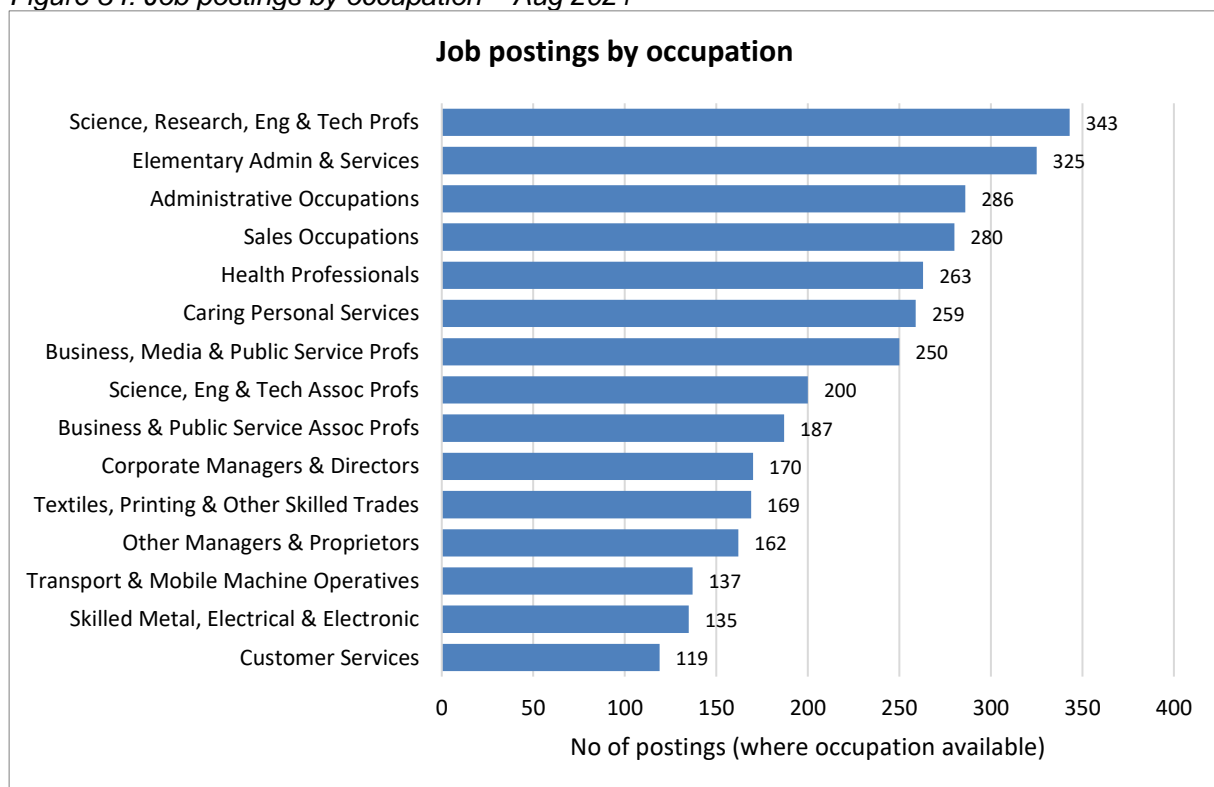
Source: Labour Insight (Burning Glass Technologies).

The web scraping software analyses key words about job requirements and where possible assigns them to skills "families". Overall, the 3,837 postings in Aug contained over 8,000 skills mentions. Over half of postings (which referred to specific skills) contained reference to business skills and over a quarter to health care skills. Sale, IT, customer support and finance also featured highly.
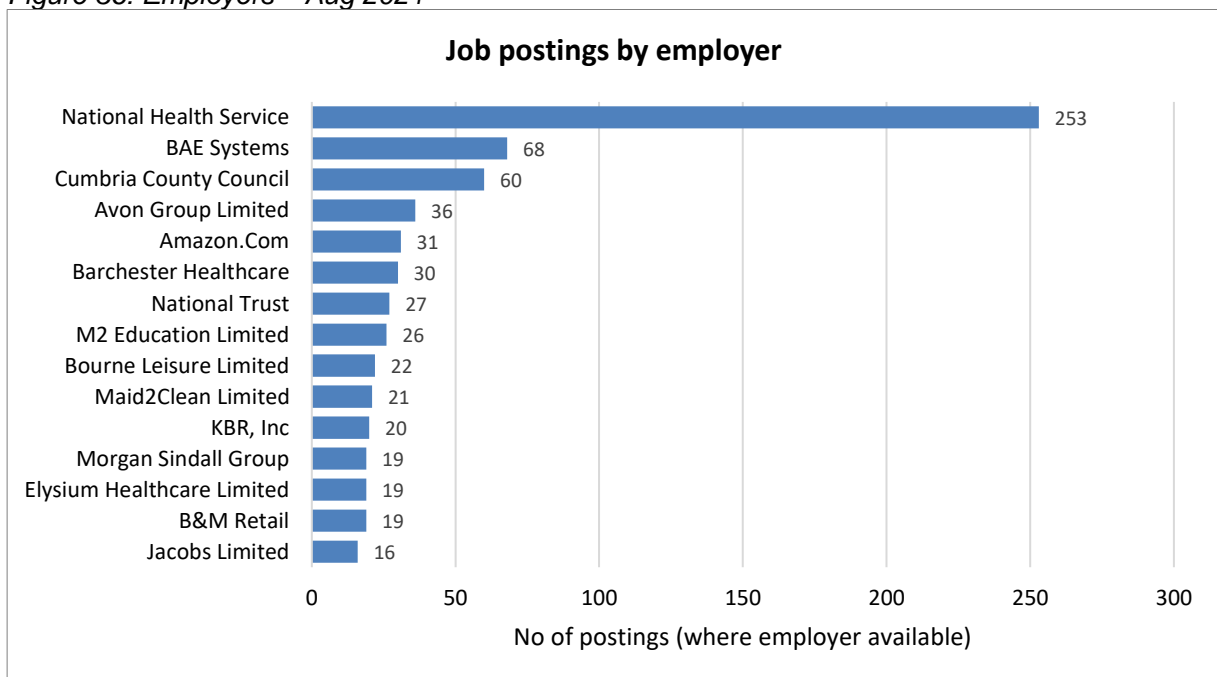
Figure 35: Skills family – Aug 2021

Skills Family (% postings)

Skills Family	% postings
Business	52%
Health Care	28%
Sales	27%
Information Technology	26%
Customer & Client Support	23%
Finance	23%
Administration	22%
Supply Chain & Logistics	19%
Personal Care & Services	16%
Engineering	12%
Industry Knowledge	10%
Education & Training	9%
Marketing & Public Relations	8%
Human Resources	6%

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.

Figure 36: Employers – Aug 2021

Job postings by employer

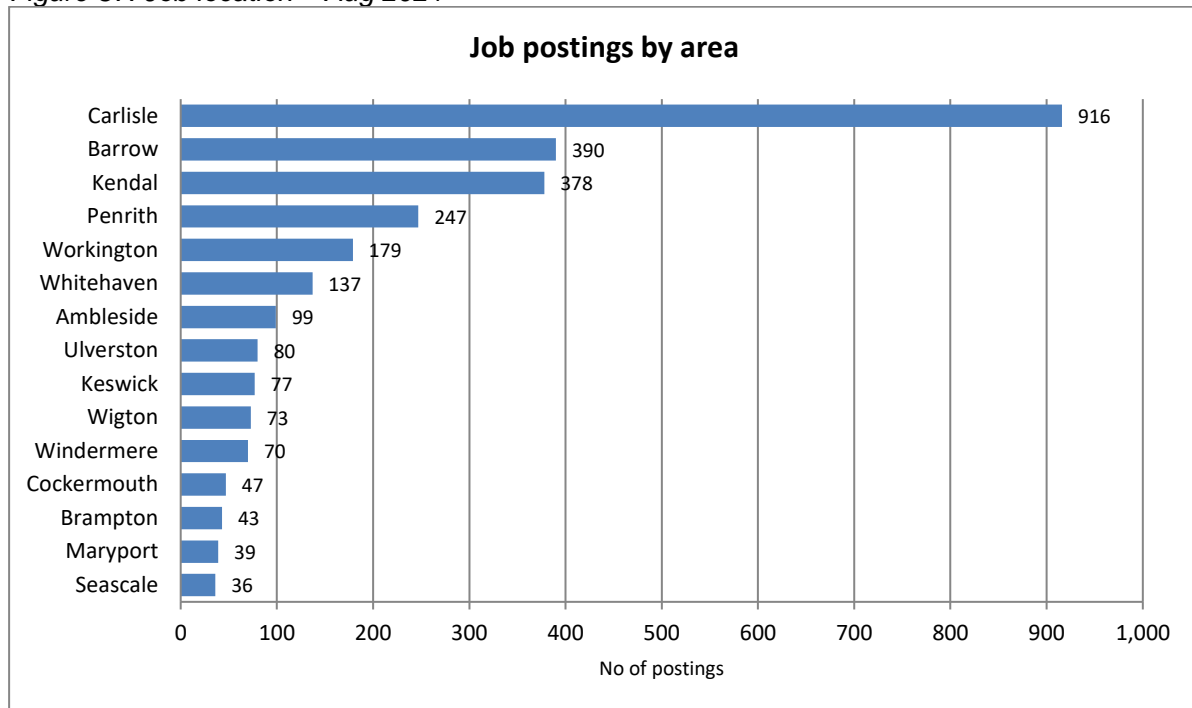| Employer	No of postings
National Health Service	253
BAE Systems	68
Cumbria County Council	60
Avon Group Limited	36
Amazon.Com	31
Barchester Healthcare	30
National Trust	27
M2 Education Limited	26
Bourne Leisure Limited	22
Maid2Clean Limited	21
KBR, Inc	20
Morgan Sindall Group	19
Elysium Healthcare Limited	19
B&M Retail	19
Jacobs Limited	16

No of postings (where employer available)

Source: Labour Insight (Burning Glass Technologies)

Postings increased in all districts in Cumbria in August. The location mentioned most frequently in postings was the Carlisle area (916) followed by Barrow (390) and Kendal (378).
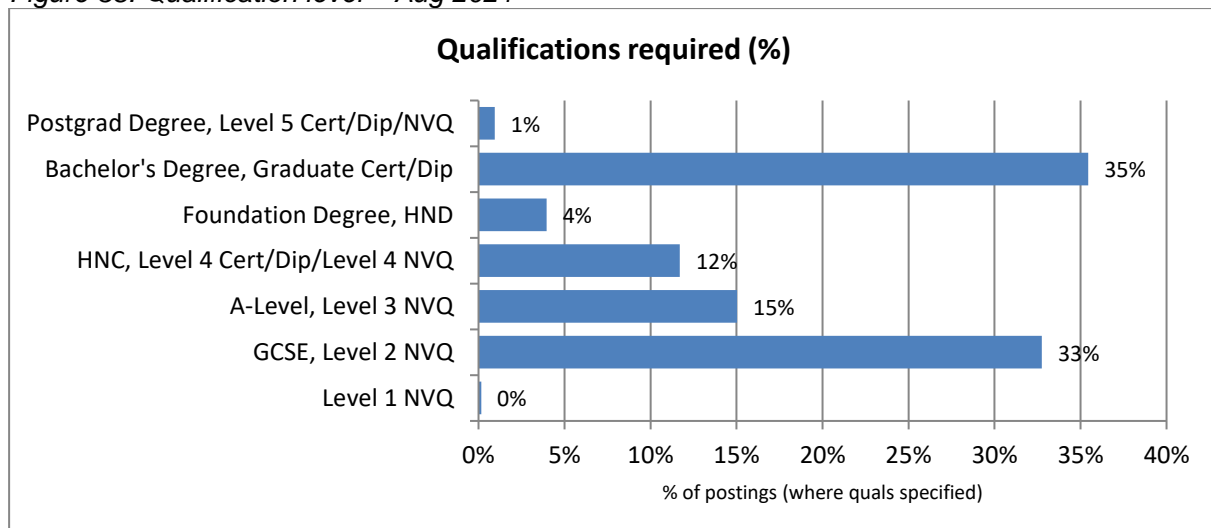
Figure 37: Job location – Aug 2021

Job postings by area

Area	No of postings
Carlisle	916
Barrow	390
Kendal	378
Penrith	247
Workington	179
Whitehaven	137
Ambleside	99
Ulverston	80
Keswick	77
Wigton	73
Windermere	70
Cockermouth	47
Brampton	43
Maryport	39
Seascale	36

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, 35% required a bachelor's degree or equivalent and 33% required GCSE/level.
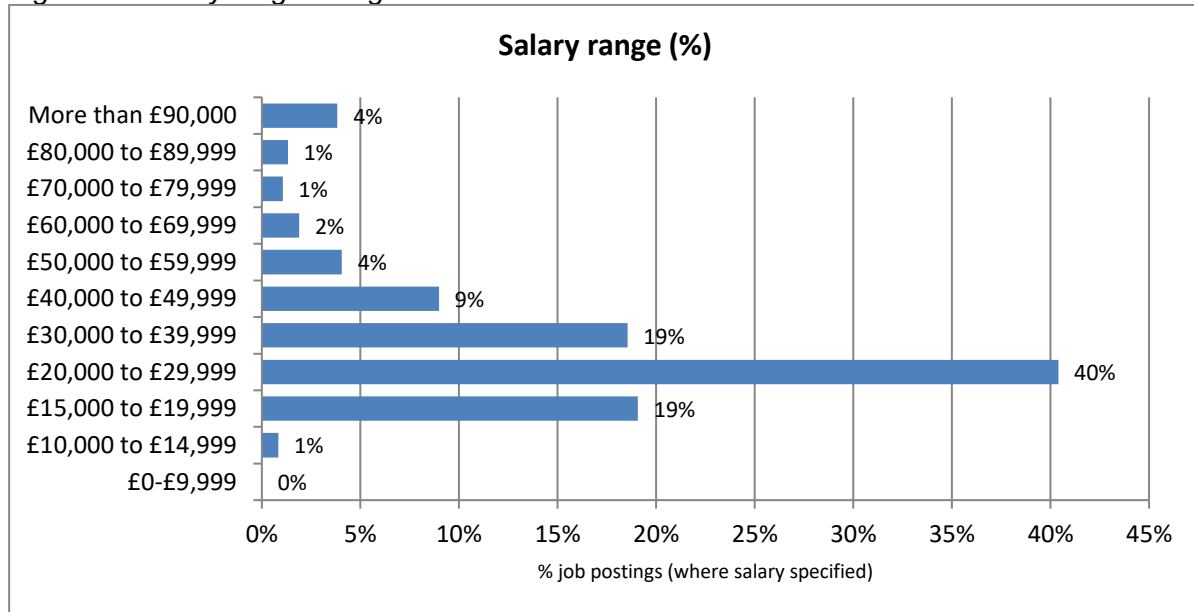
Figure 38: Qualification level – Aug 2021

Qualifications required (%)

Qualification	%
Postgrad Degree, Level 5 Cert/Dip/NVQ	1%
Bachelor's Degree, Graduate Cert/Dip	35%
Foundation Degree, HND	4%
HNC, Level 4 Cert/Dip/Level 4 NVQ	12%
A-Level, Level 3 NVQ	15%
GCSE, Level 2 NVQ	33%
Level 1 NVQ	0%

% of postings (where quals specified)

Source: Labour Insight (Burning Glass Technologies)

Specific salaries are only mentioned in around two thirds of posting, but where they were, over a third were offering salaries of £20,000-£29,999 and a fifth £15,000-£19,999. The mean advertised salary was £33,000.
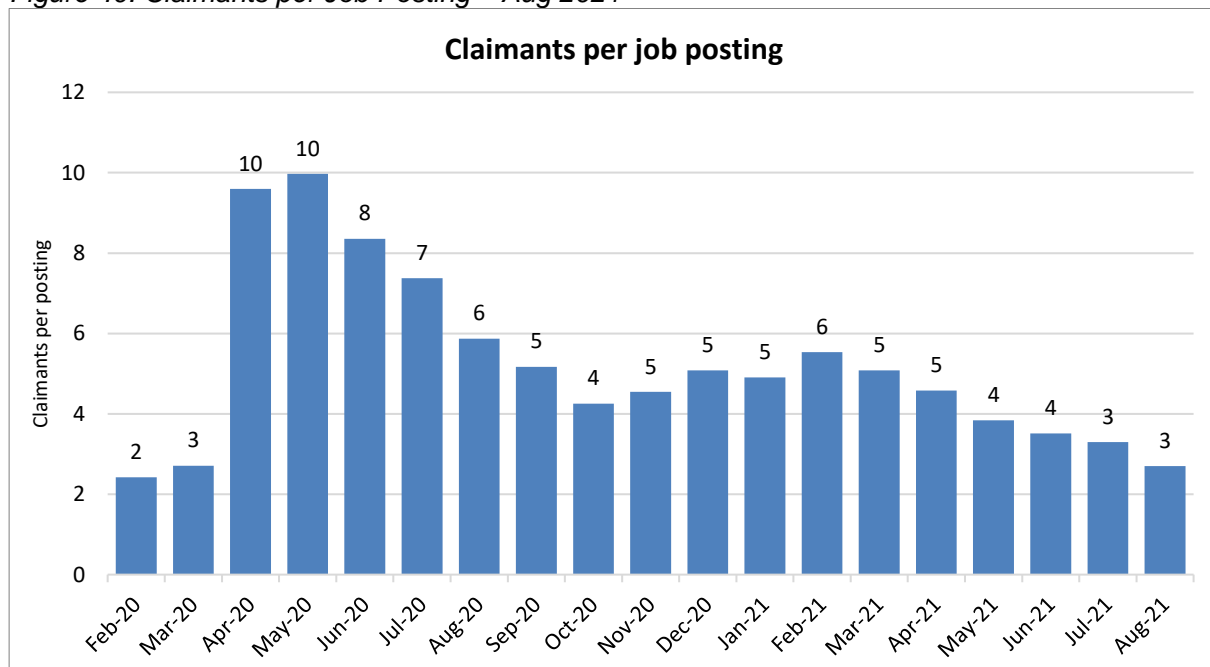
Figure 39: Salary range – Aug 2021

Salary range (%)

Salary range	% job postings
More than £90,000	4%
£80,000 to £89,999	1%
£70,000 to £79,999	1%
£60,000 to £69,999	2%
£50,000 to £59,999	4%
£40,000 to £49,999	9%
£30,000 to £39,999	19%
£20,000 to £29,999	40%
£15,000 to £19,999	19%
£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 the last couple of months, alongside a fall in claimants, there's been a fall in the ratio of claimants to vacancies and this is now 3 per job posting, down from a high of 10 at the peak of the first lockdown in 2020 and now similar to the pre-pandemic average.

Figure 40: Claimants per Job Posting – Aug 2021

Claimants per job posting

Month	Claimants per posting
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

*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 129 business start-ups in Cumbria in July 2021, a fall of 9 June and 93 fewer than the same month last year when there was a surge in activity after the first lockdown. Over the quarter (May-Jul) there were 389 start-ups which is 78 fewer than last quarter and 221 fewer than the same quarter last year.
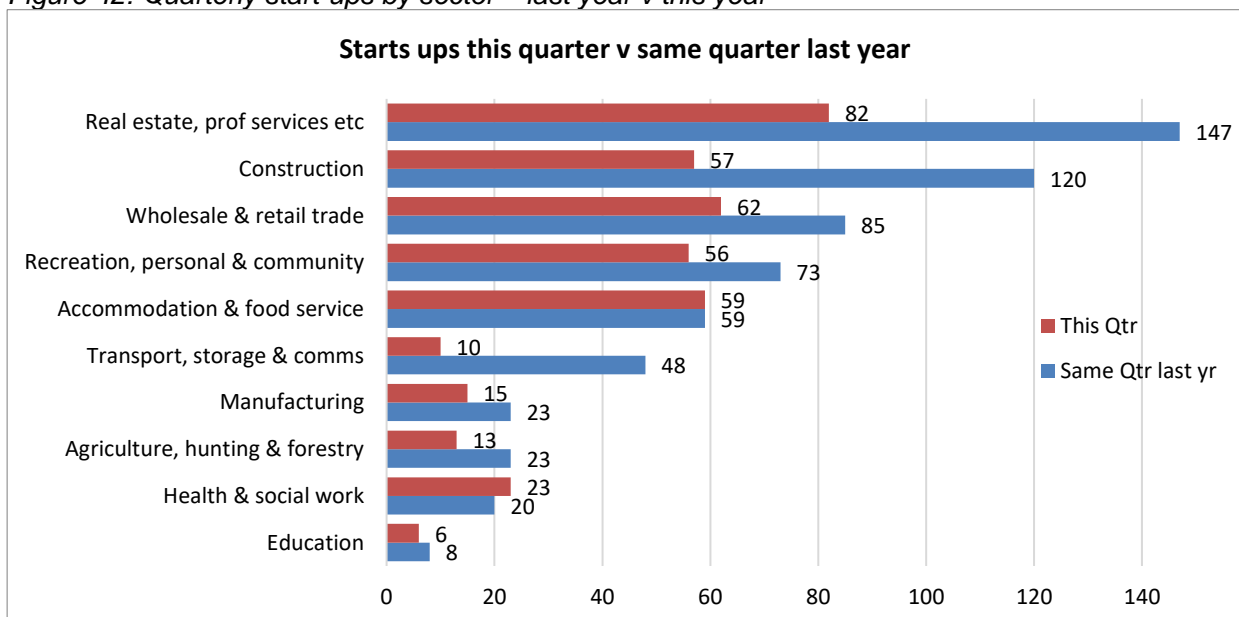
Figure 41: Monthly Start-Ups (number)
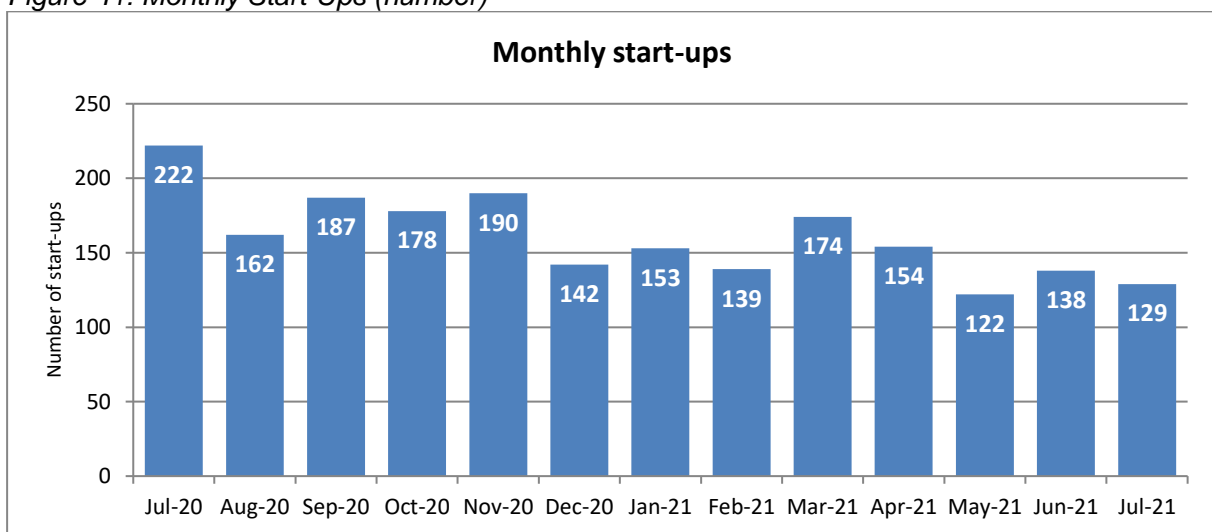
Source: BankSearch

The highest volume of start-ups in the quarter (May-Jul) were in real estate, professional services & support activities (82) followed by wholesale & retail (62) and accommodation & food (59).

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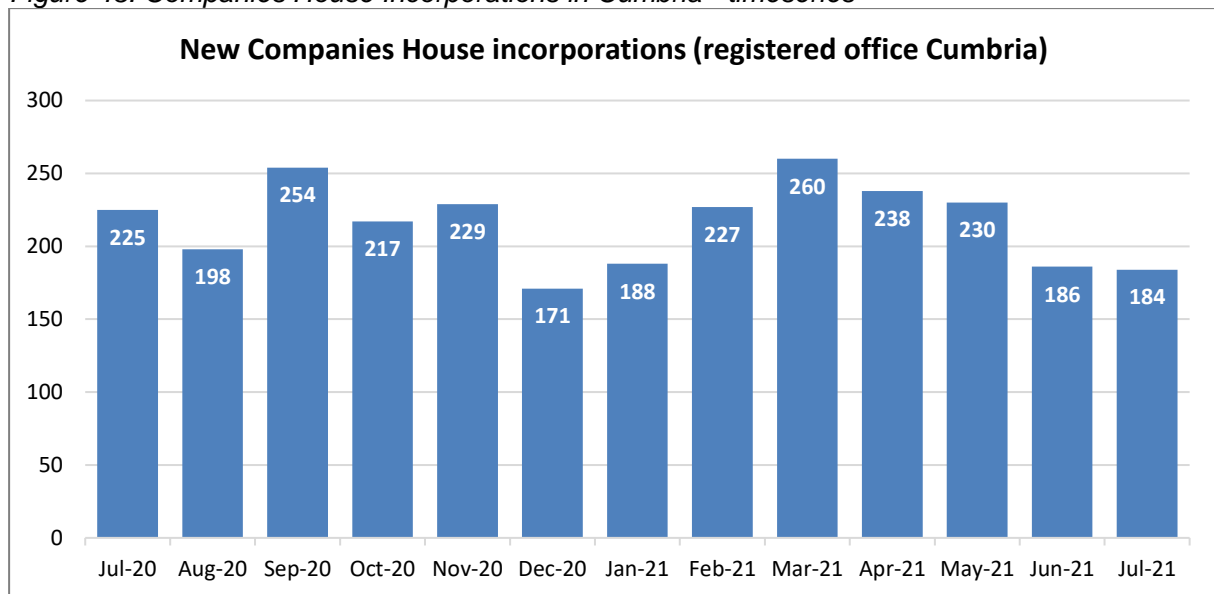

Source: BankSearch

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 184 new Companies House incorporations in July 2021, a fall of 2 from June and 41 fewer than the same month last year. New registrations fell in Eden and South Lakeland but rose in Allerdale, Barrow, Carlisle and Copeland.

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

Figure 43: Companies House Incorporations in Cumbria - timeseries

New Companies House incorporations (registered office Cumbria)

Source: BankSearch, data relate to registered office address.

Figure 44: Companies House Incorporations by District, last 3 months


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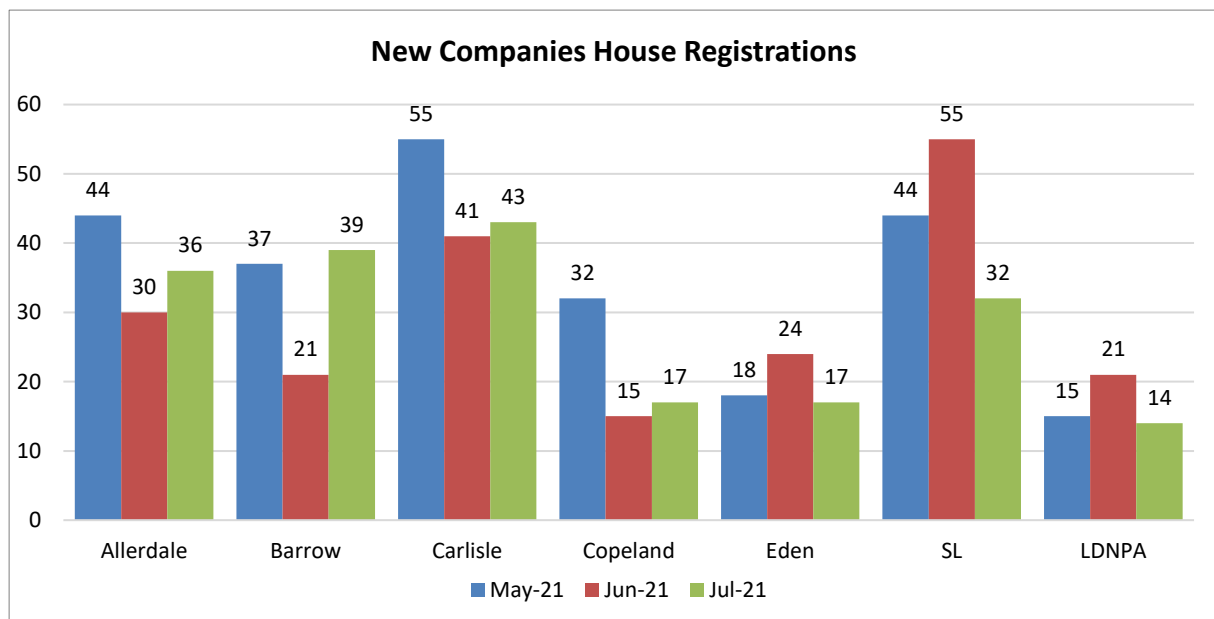
Source: BankSearch   Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

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 Aug 2021 there were 31,444 entries on the FAME database for Cumbria, a fall of 93 from last month. The number of businesses dissolved/entering liquidation in Cumbria was 176 in Aug and 3.4% of businesses had a high risk credit score well below the national average of 5.7% (NB: only around half the stock of businesses in the area have a credit score on FAME).

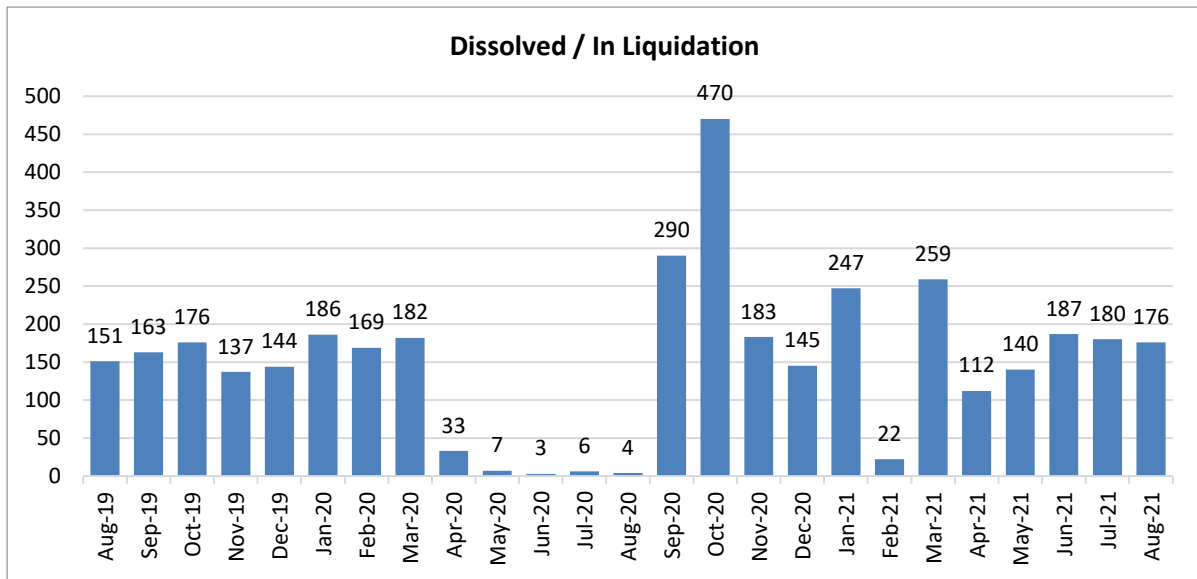*Figure 45: Stock of Active Companies - timeseries*
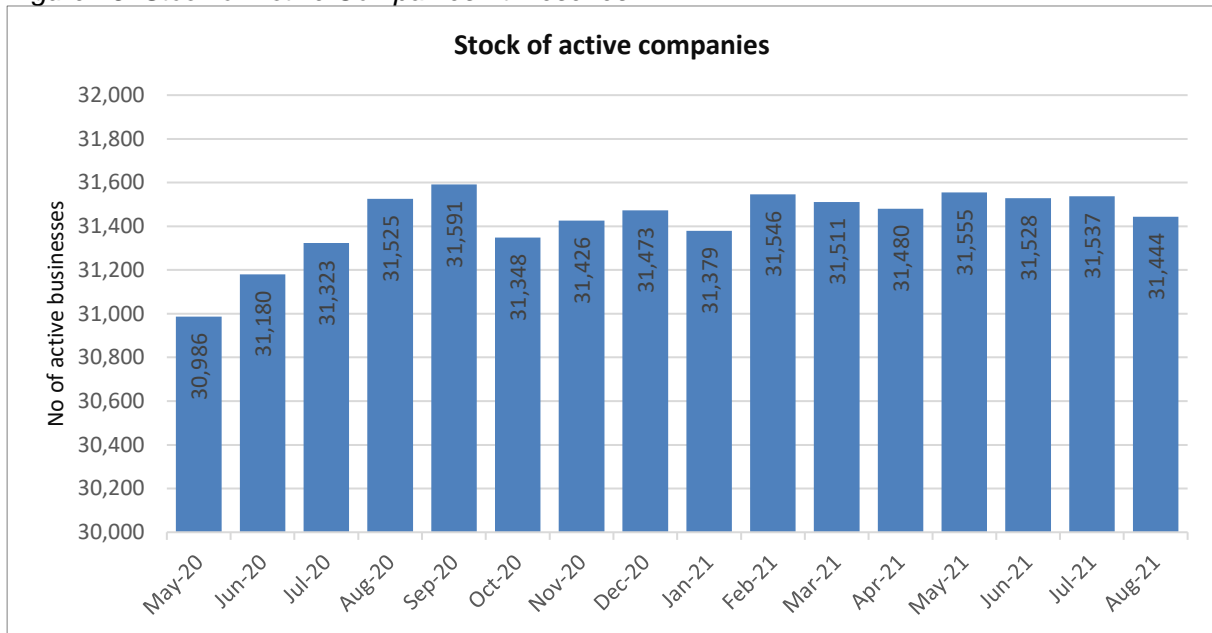
Source: FAME (Bureau Van Dijk)

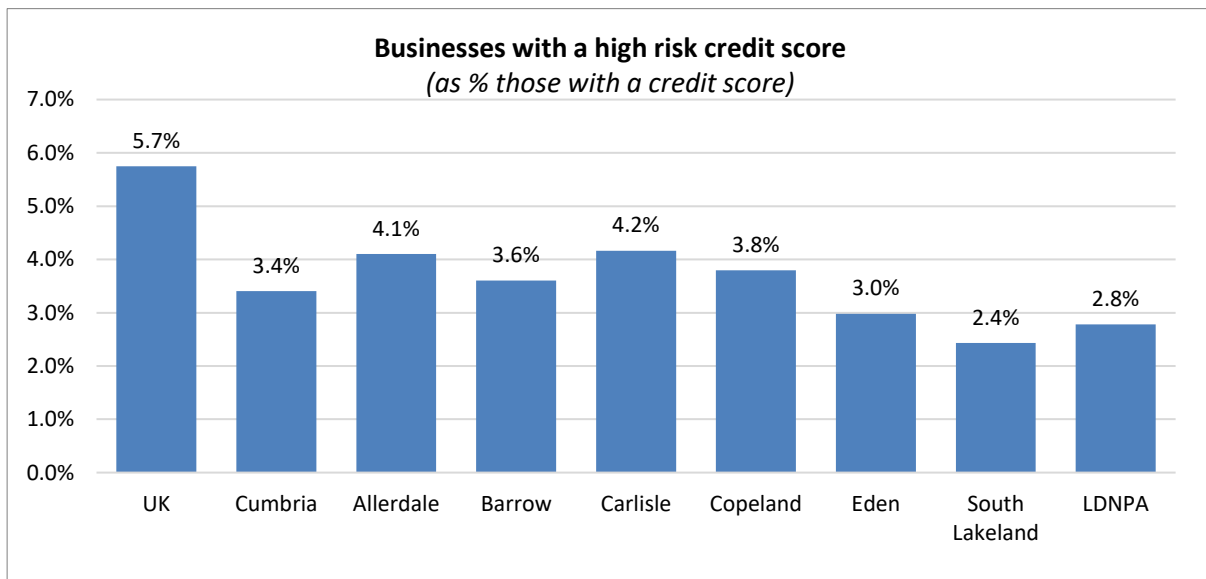*Figure 46: Stock of Active Companies by District, Aug 2021*
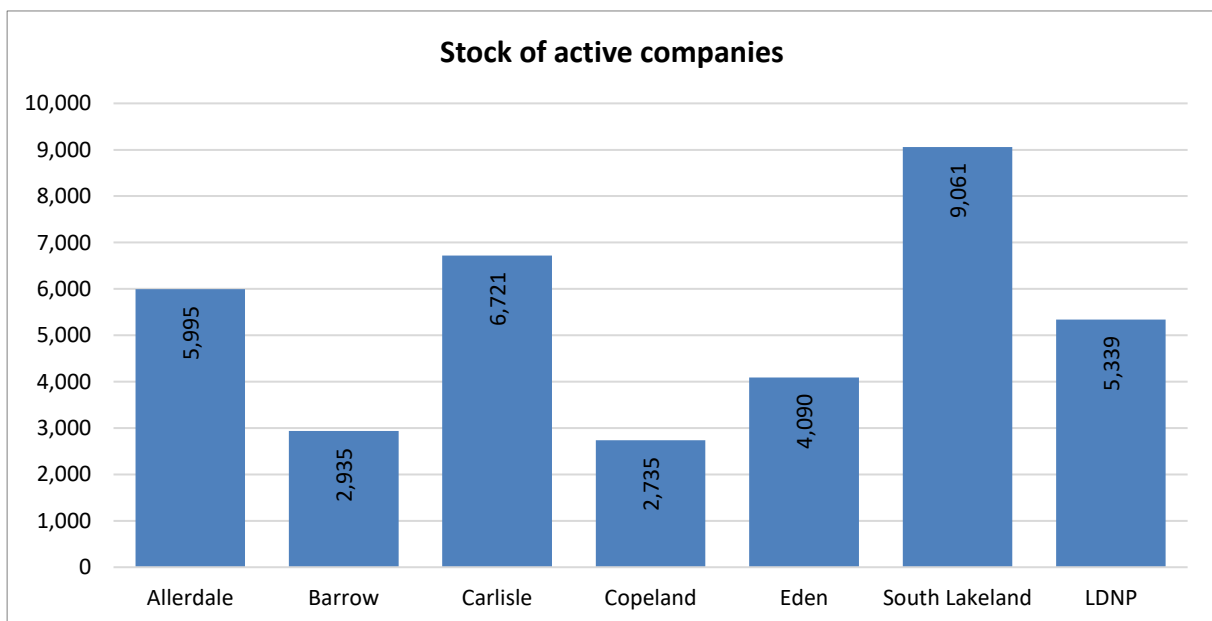
Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district

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

Dissolved / In Liquidation

Month	Value
Aug-19	151
Sep-19	163
Oct-19	176
Nov-19	137
Dec-19	144
Jan-20	186
Feb-20	169
Mar-20	182
Apr-20	33
May-20	7
Jun-20	3
Jul-20	6
Aug-20	4
Sep-20	290
Oct-20	470
Nov-20	183
Dec-20	145
Jan-21	247
Feb-21	22
Mar-21	259
Apr-21	112
May-21	140
Jun-21	187
Jul-21	180
Aug-21	176

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)

Area	Value
UK	5.7%
Cumbria	3.4%
Allerdale	4.1%
Barrow	3.6%
Carlisle	4.2%
Copeland	3.8%
Eden	3.0%
South Lakeland	2.4%
LDNPA	2.8%

Source: FAME (Bureau Van Dijk) NB: only around half of active enterprises have a credit score on the system

Figure Number and Description   **Page**

Careers Subject Overview Term 1 with Links to Salary, Skills and Labour Market Information

	Maths	English	RE	Geography	History	Music	Technology	Catering	Construction	Art	Spanish
Year 7	Bridge Engineer	Librarian	Chaplain	Journalist	Museum Curator	Performing Musician	Illustrator			Animator	Junior Buying Manager (European companies such as Aldi, Lidl)
Year 8	Financial Manager	Civil Engineer	Religious leader	Forest Worker	Project Management	Performance Skills Musician and Performance	Model maker			Shoe Designer	English as a Foreign Language Teacher
Year 9	Pharmacist	Advertisement Director	RE teacher	Agricultural Consultant	Forensic Scientist		CAD Technician	Nutritionist	Architect	MUA	Language Analyst at GCHQ
Year 10	Leisure Centre Manager	Film Critic	Journalism	Geophysicist	Chief Constable		CAM Engineer	Hotel Manager	Architect Technician	Architect	Interpreter
Year 11	Accountant	Events Manager	Careers in education	Air Quality Consultant	Magazine Journalist	Education and Live Events Music Journalist	Architect	Consumer Scientist	Heavy goods operative	Fashion Designer	Journalist
Year 12	Sound Technician	Audio and Video Technician	Careers in journalism		Arts Director		Architectural Technician			Window Dresser	
Year 13	Stockbroker	Advertising and Promotion Manager	Careers in Social work		City/Town/Regional Planning					Interior Designer	

	Science		PE	Health & Social Care	Sociology	Psychology
Year 7	Biotechnologist	Year 7	Secondary School PE Teacher			
Year 8	Sport and Exercise Scientist	Year 8	Sports Coach			
Year 9	Nutrition	Year 9	Sports Marketing, PR & Communications	Social Worker		
	Physicist	Year 10	Sports Commentators	Podiatrist		
	Lab Technician	Year 11	Sports Therapist	Medical Secretary		
Year 10	Biochemist	Year 12	API to reflection on uni experience	Community Development worker	Clinical Psychologist	Advice Worker
	Nuclear Engineer	Year 13		Youth Worker	Counselling Psychologist	Secondary school teacher
	Forensic Scientist					
Year 11	Neuroscience					
	Post-Doctoral Research					
	Chemistry Teacher					
Year 12	Bioinformatics					
	Oceanographer					
	Research Scientist					
Year 13	Agroecology					
	Chemistry Teacher					
	Structural Engineer					