## 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 Jan 2022, 341 16-17 year olds were classed as NEET in Cumbria (208 NEET and 133 whose status was Not Known), down by 11 from Dec and 134 lower than a year ago. This is an annual decrease of 28%. The highest number of NEET/NKs was in Carlisle where there were 138 followed by Barrow with 67.

Figure 25: Number of 16-17 Year Olds NEET or Not Known, Jan 2022

Number of 16-17 Year Olds NEET / Not Known
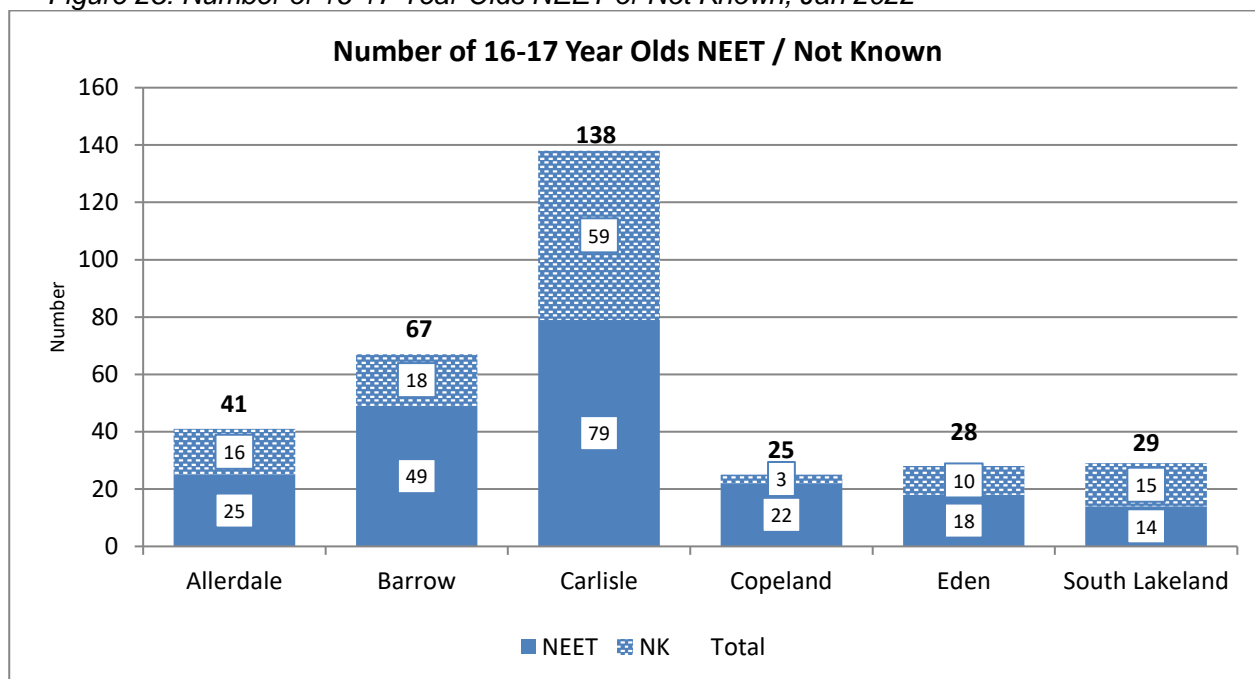
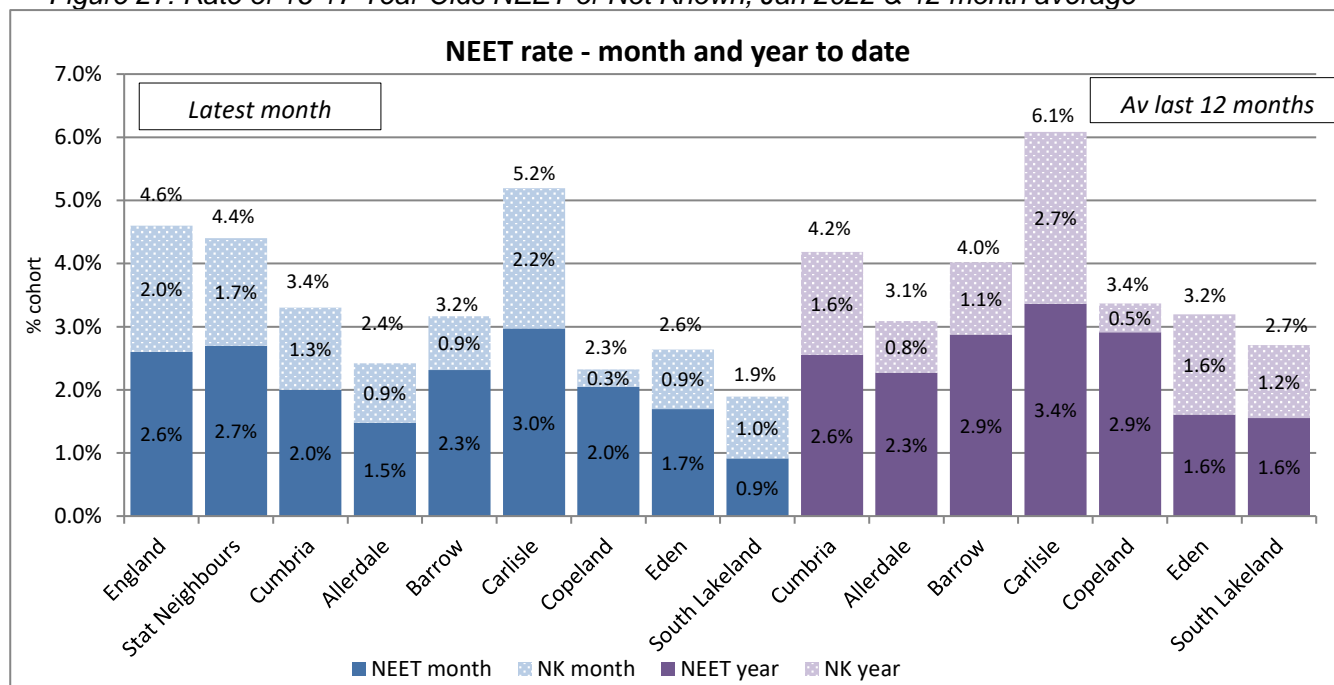*Source: Inspira / Cumbria Intelligence Observatory Note: district totals may not sum to county total.*

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

Number of 16-17 Year old NEET / Not Known
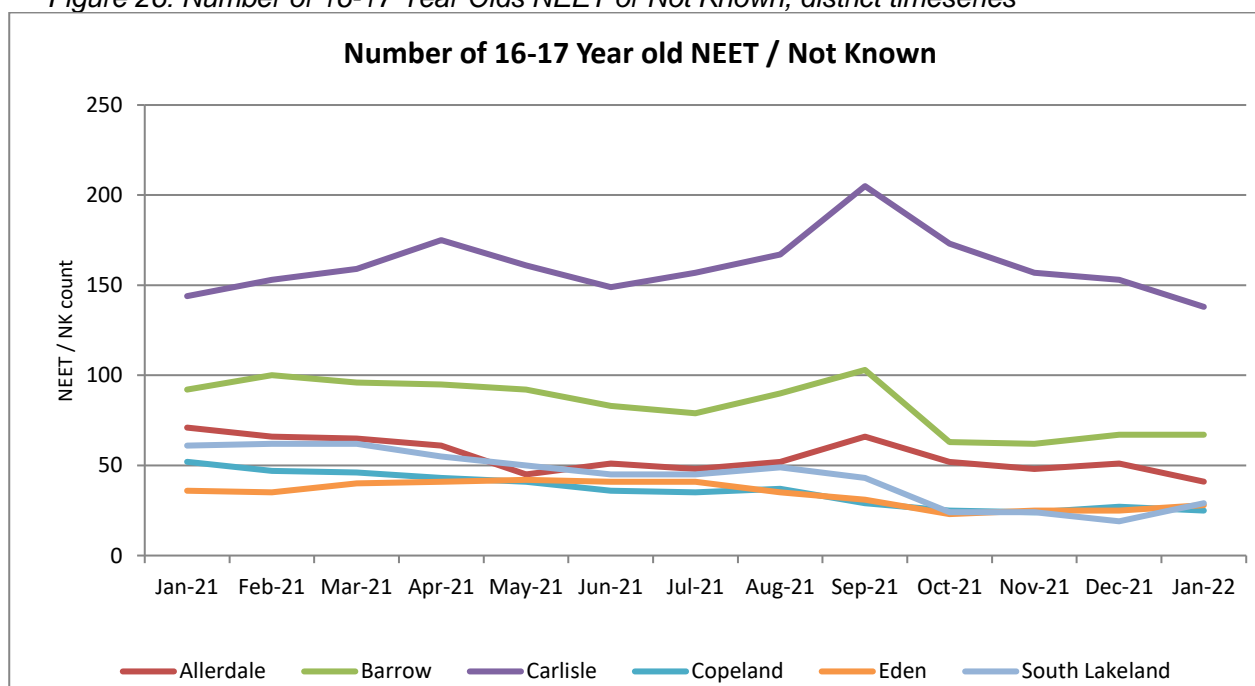
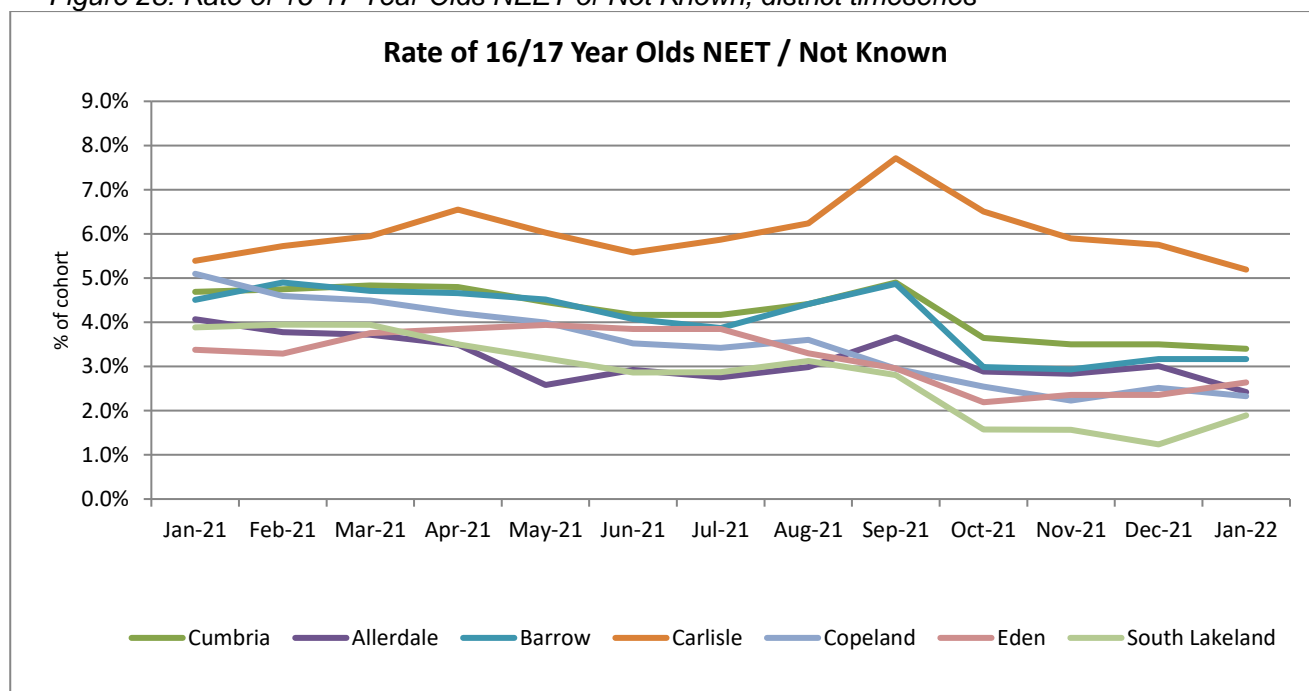*Source: Inspira / Cumbria Intelligence Observatory*

The county NEET/NK rate (% of cohort) was 3.4% in Jan 2022 compared to an England rate of 4.6% and a rate of 4.4% for Cumbria's statistical neighbours. The highest local rates were in Carlisle (5.2%) and Barrow (3.2%). The NEET rate in Cumbria was down 0.1ppt from Dec and down 1.3ppt from a year ago. On average over the past 12 months the NEET rate in Cumbria has been 4.2%.

Figure 27: Rate of 16-17 Year Olds NEET or Not Known, Jan 2022 & 12 month average

NEET rate - month and year to date

Source: Inspira / Cumbria Intelligence Observatory

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

Rate of 16/17 Year Olds NEET / Not Known

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 Jan 2022, 92.3% of young people in Cumbria were classed as meeting the participation requirement, the majority through full time education or training (80.3%) 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 Jan two years ago (when it was 11.2%).

Figure 29: Participation of 16/17 Year Olds, district timeseries
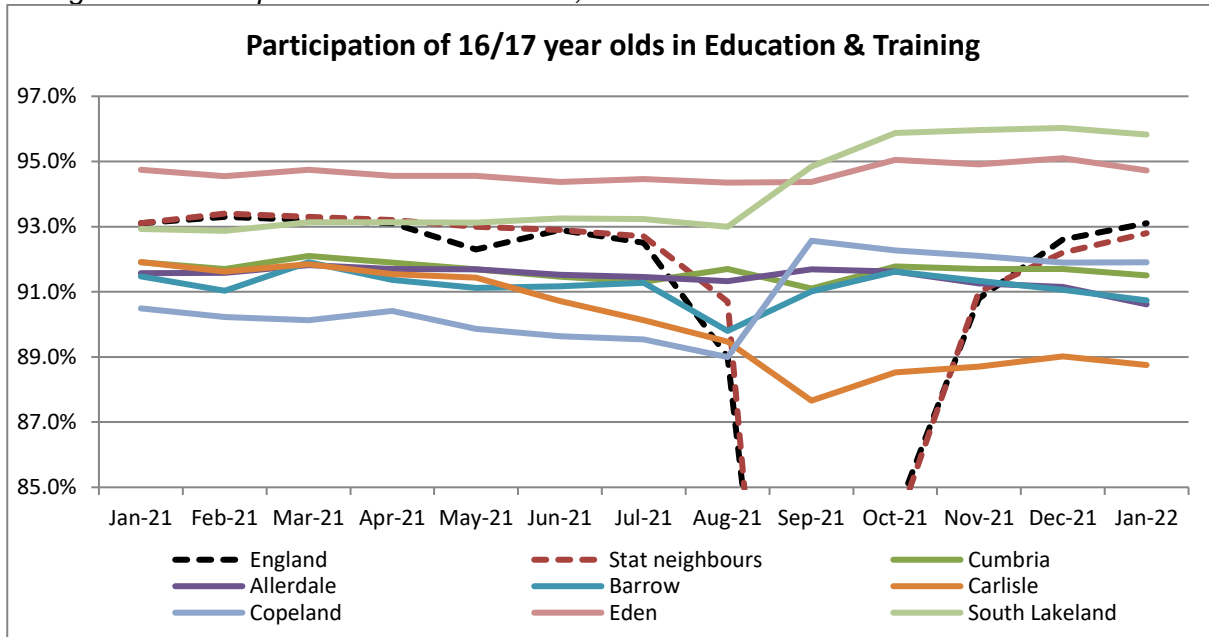
Source: NCCIS (NB England and stat neighbour rates are not comparable Jul-Oct due to limited tracking in other parts of the country

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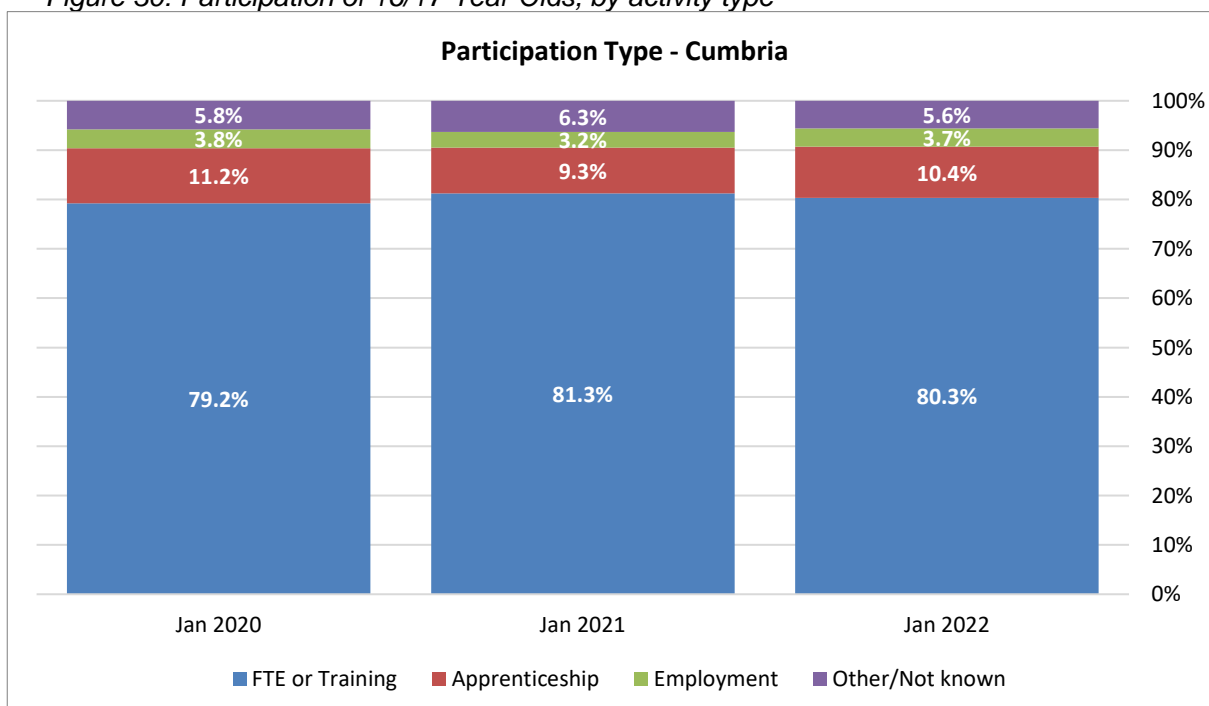
Source: NCCIS (district data not available)

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 Feb 2022 there were 3,802 new job postings in Cumbria which is 817 more than in Jan and 1,387 more than in Feb last year. It is also significantly higher than the pre-pandemic level in Feb two years ago (949, 33% 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.

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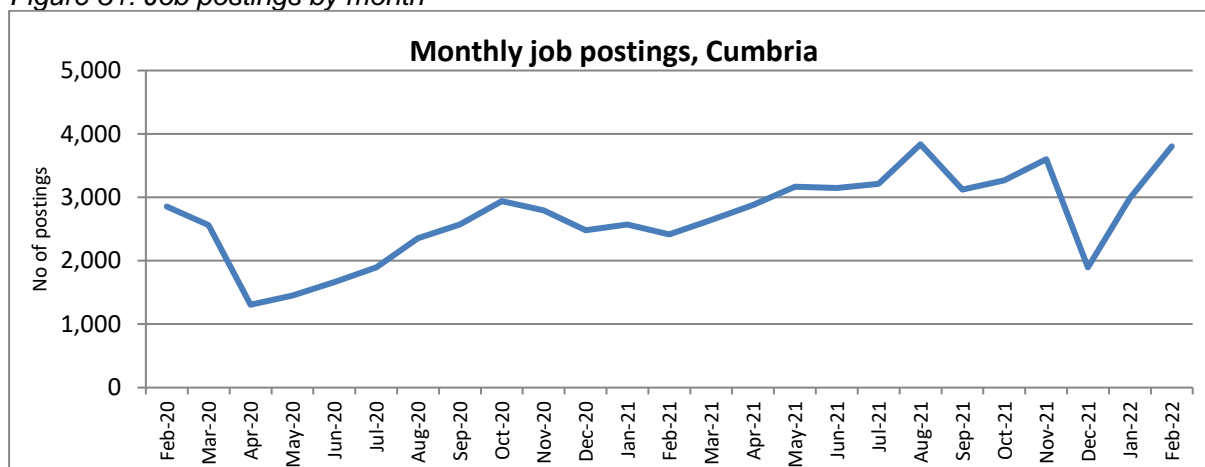
Source: Labour Insight (Burning Glass Technologies)

The demand for staff can be assessed by sector, although it should be noted that not all postings contain sufficient data to identify a sector. In Feb health & social work had the higher volume of postings (663) and accounted for a quarter of all postings, followed by manufacturing (323), accommodation & food services (276) and wholesale & retail (261). Postings for health & social care are 50% higher than pre-pandemic while those from the manufacturing and wholesale & retail sectors are over 40% higher with accommodation & food services 27% higher.

Figure 32: Job postings by industry sector – Feb 2022
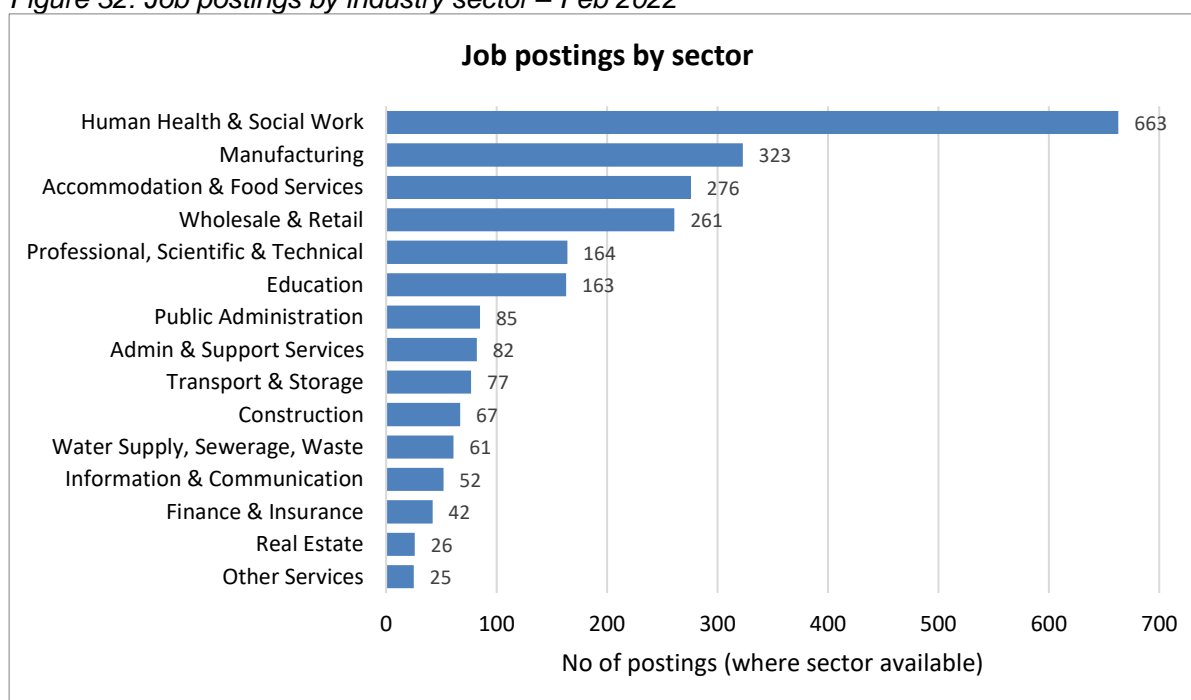
Source: Labour Insight (Burning Glass Technologies)

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 and again in Nov 2021 when there were a lot of social care vacancies. Demand from the manufacturing sector has remained relatively stable throughout. Retail and hospitality both saw a significant decline in Dec as many businesses curtailed recruitment activity in light of the Omicron variant but activity increased in January and remained high in February.
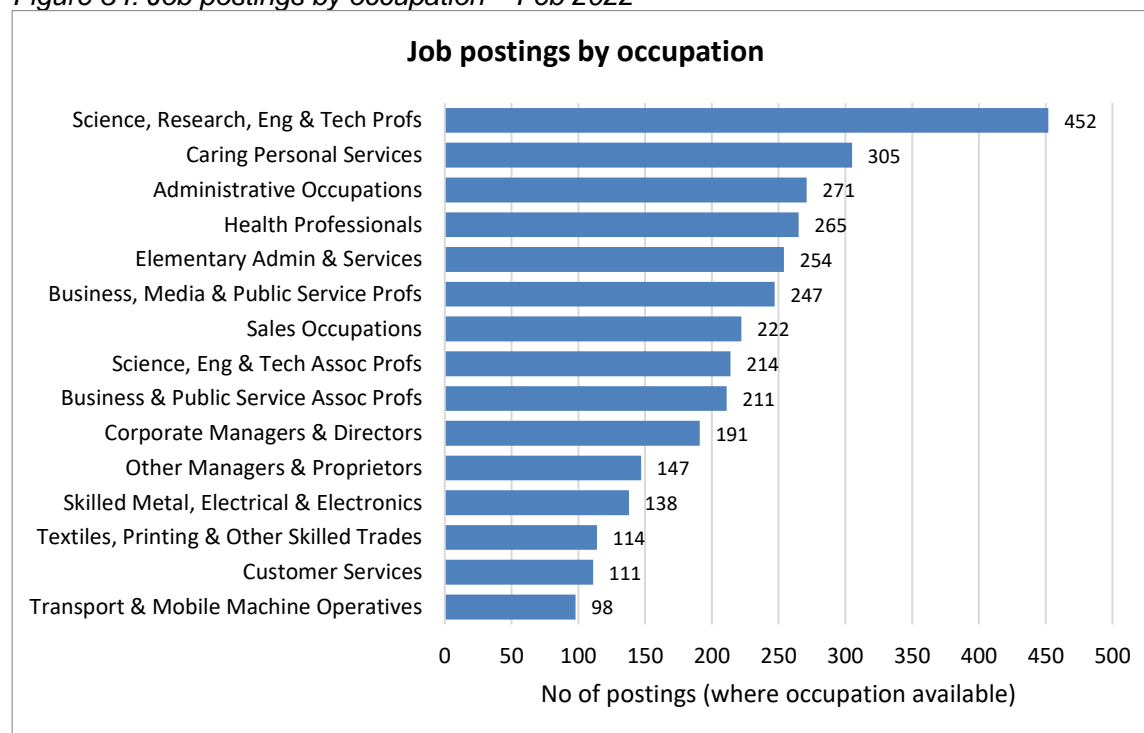
Figure 33: Job postings by key industry sector - timeseries
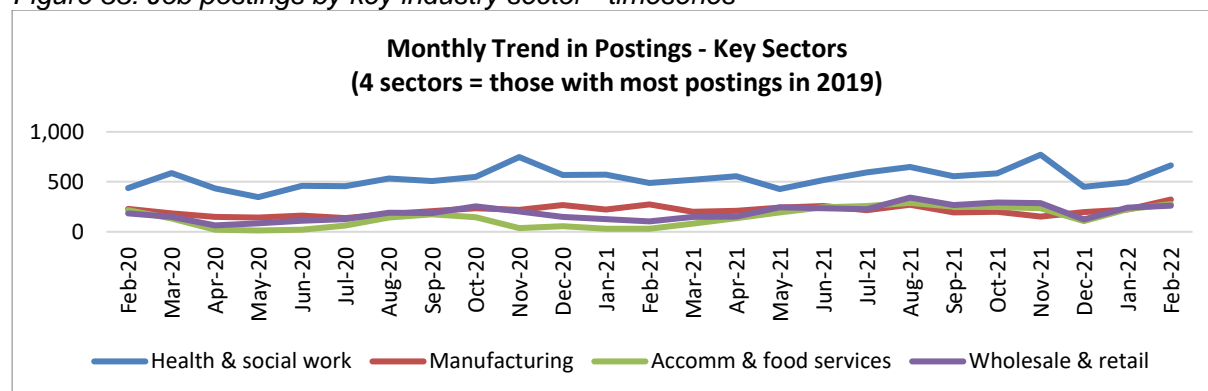
Source: Labour Insight (Burning Glass Technologies)

The most commonly advertised jobs in Feb were for science, research, engineering & technical professionals, caring personal services and administration.
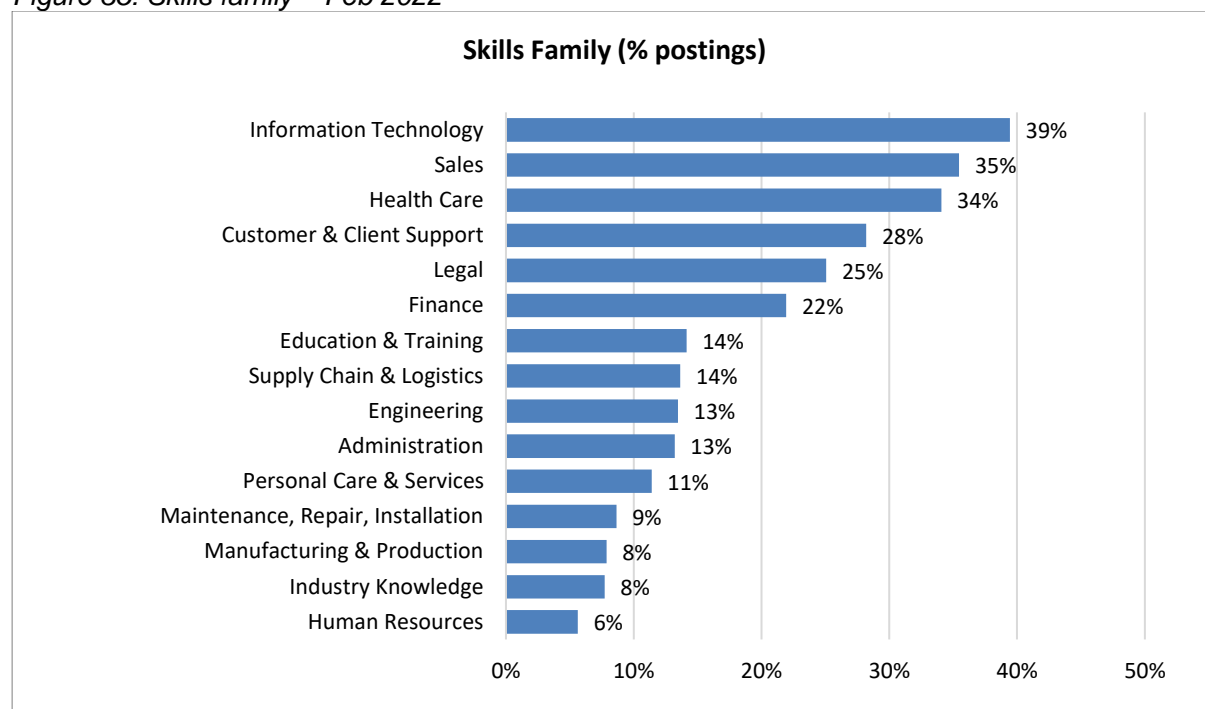
Figure 34: Job postings by occupation – Feb 2022

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 Feb postings contained over 10,000 skills mentions. Over a third of postings (which referred to specific skills) contained reference to IT, sales or health care and over a quarter to customer support. Typically the most common key words relate to "soft skills" such as communication, organisation, planning and problem solving.
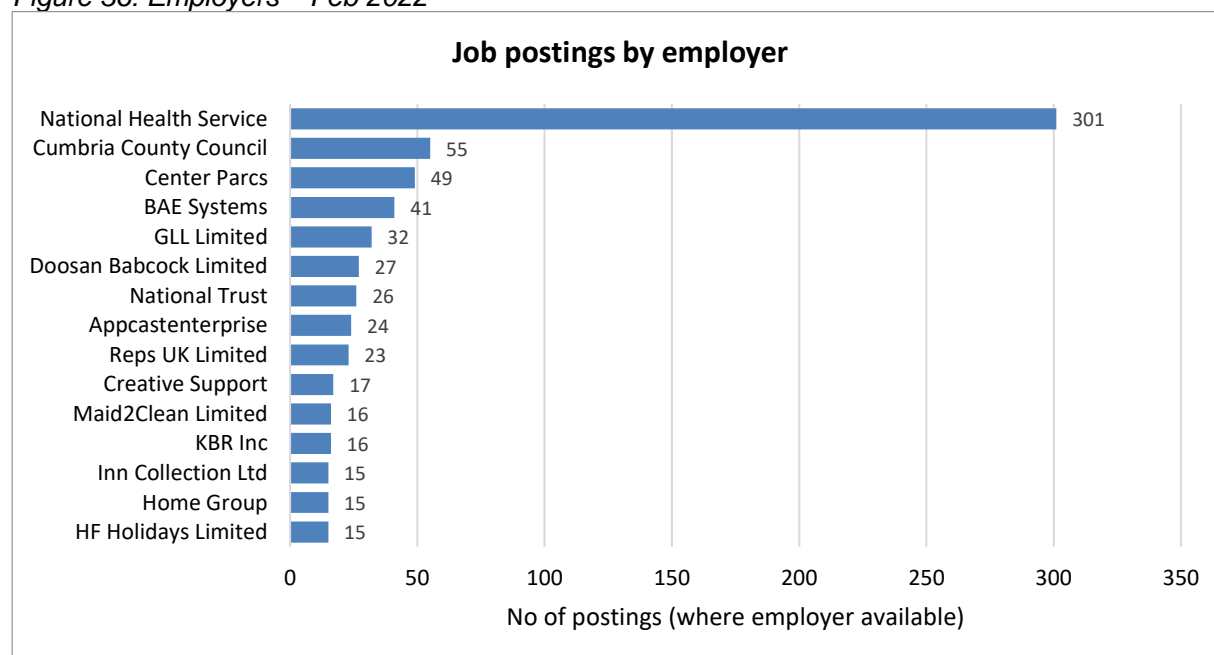
Figure 35: Skills family – Feb 2022

Skills Family (% postings)

Skills Family	%
Information Technology	39%
Sales	35%
Health Care	34%
Customer & Client Support	28%
Legal	25%
Finance	22%
Education & Training	14%
Supply Chain & Logistics	14%
Engineering	13%
Administration	13%
Personal Care & Services	11%
Maintenance, Repair, Installation	9%
Manufacturing & Production	8%
Industry Knowledge	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 Cumbria County Council, Centre Parcs and BAE Systems.

Figure 36: Employers – Feb 2022

Job postings by employer

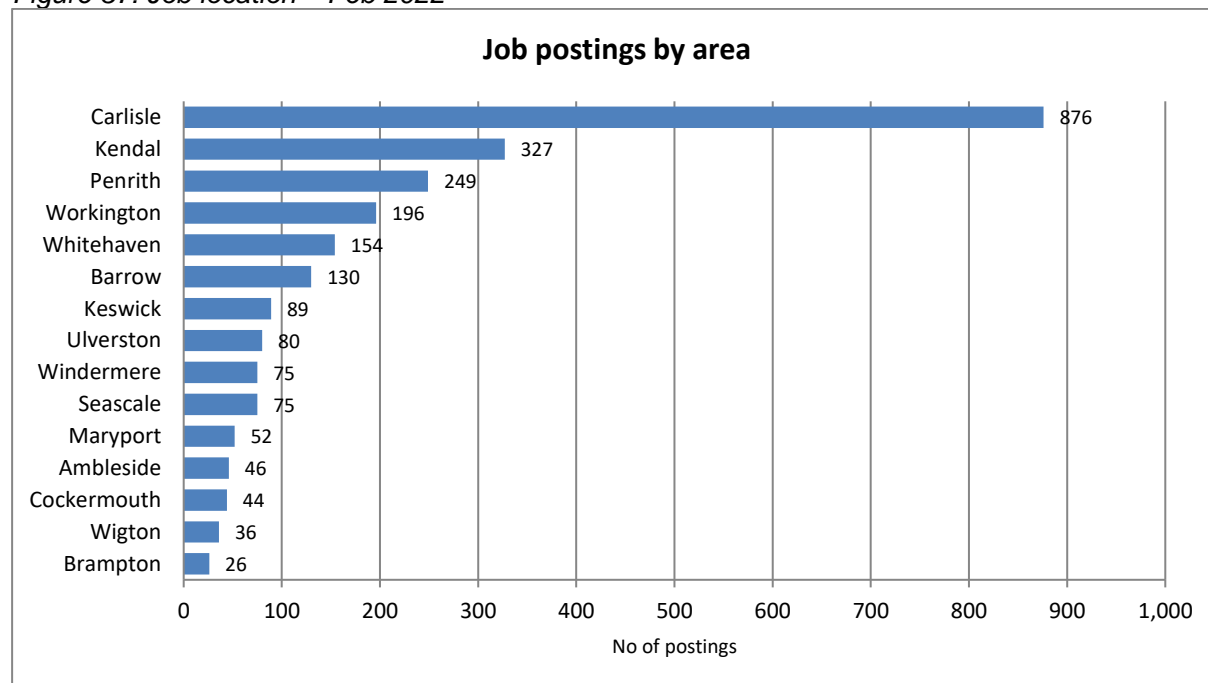| Employer	No of postings
National Health Service	301
Cumbria County Council	55
Center Parcs	49
BAE Systems	41
GLL Limited	32
Doosan Babcock Limited	27
National Trust	26
Appcastenterprise	24
Reps UK Limited	23
Creative Support	17
Maid2Clean Limited	16
KBR Inc	16
Inn Collection Ltd	15
Home Group	15
HF Holidays Limited	15

No of postings (where employer available)

Source: Labour Insight (Burning Glass Technologies)

Postings rose in all parts of the county in Feb with the exception of Barrow with particular increases in Carlisle and South Lakeland. The specific location mentioned most frequently in postings was the Carlisle area (876) followed by Kendal (327).
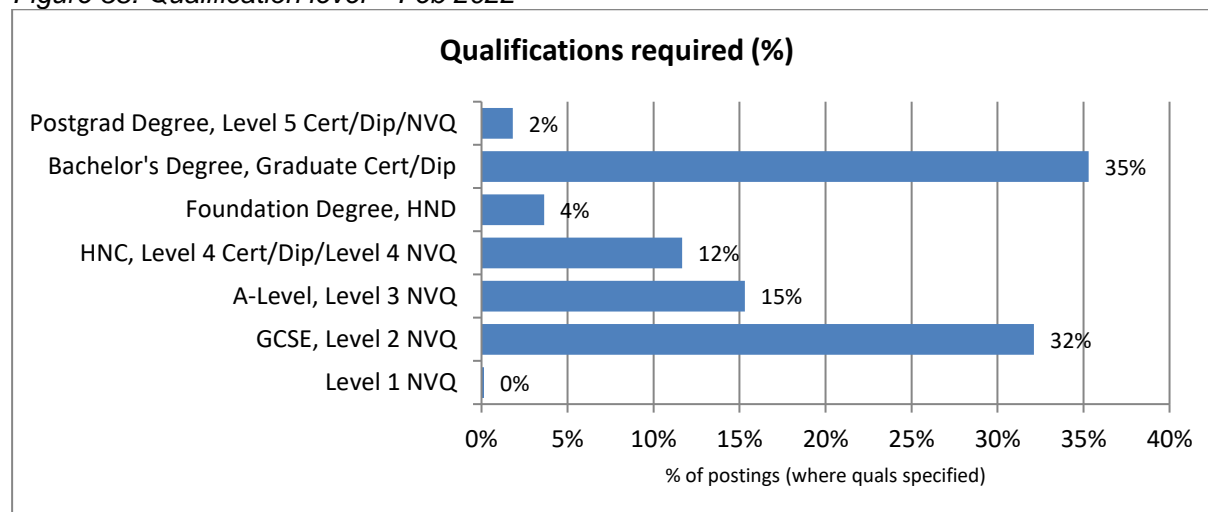
Figure 37: Job location – Feb 2022

Job postings by area

Area	No of postings
Carlisle	876
Kendal	327
Penrith	249
Workington	196
Whitehaven	154
Barrow	130
Keswick	89
Ulverston	80
Windermere	75
Seascale	75
Maryport	52
Ambleside	46
Cockermouth	44
Wigton	36
Brampton	26

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 32% required GCSE/level 2.

Figure 38: Qualification level – Feb 2022

Qualifications required (%)

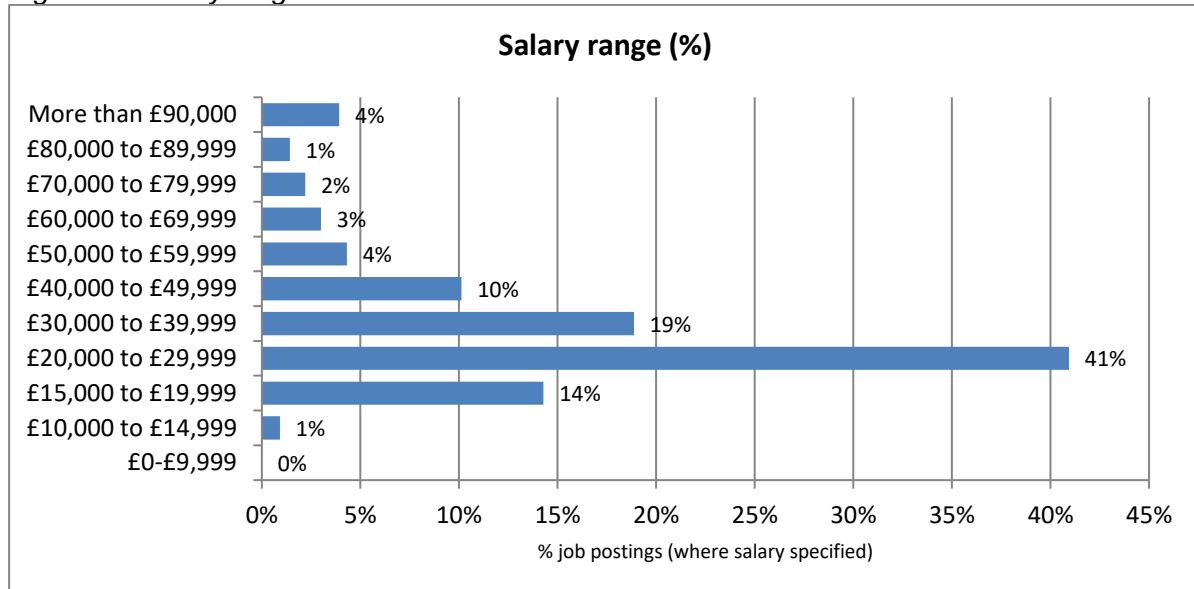| Qualification	%
Postgrad Degree, Level 5 Cert/Dip/NVQ	2%
Bachelor's Degree, Graduate Cert/Dip	35%
Foundation Degree, HND	4%
HNC, Level 4 Cert/Dip/Level 4 NVQ	12%
A-Level, Level 3 NVQ	15%
GCSE, Level 2 NVQ	32%
Level 1 NVQ	0%

% of postings (where quals specified)

Source: Labour Insight (Burning Glass Technologies)

Relatively few postings specify salaries, but where they were provided, well over a third were offering salaries of £20,000-£29,999, and almost a fifth £30,000-£39,00. The mean advertised salary was £34,500.
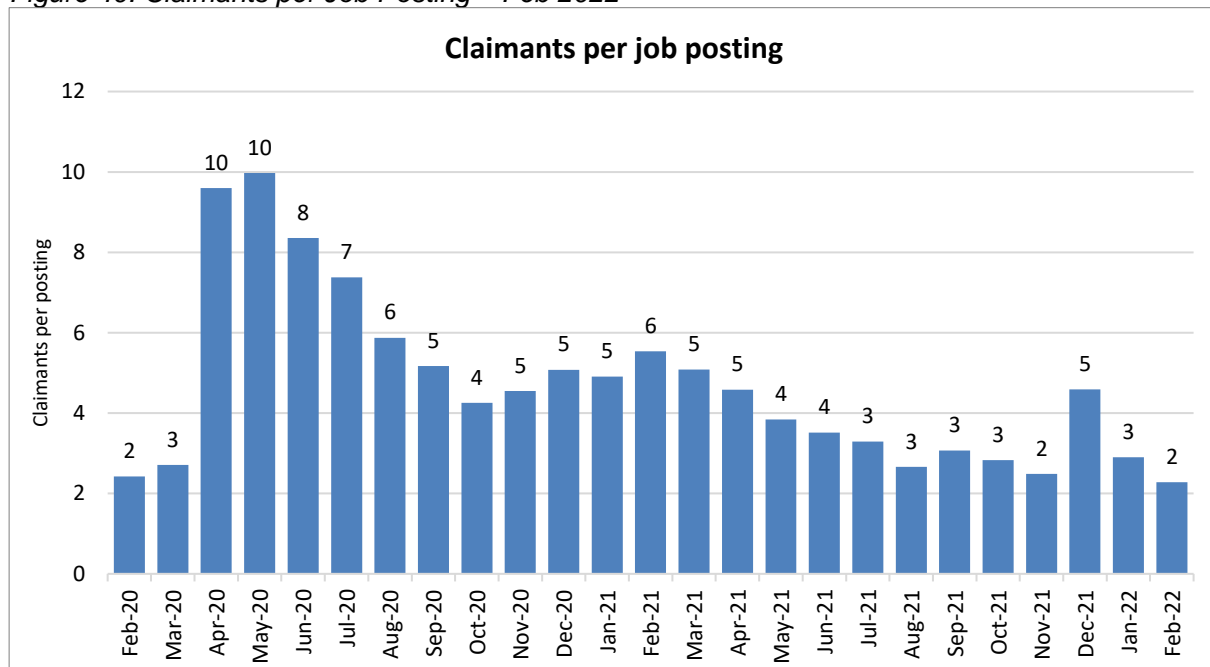
Figure 39: Salary range – Feb 2022

Salary range (%)

Salary range	%
More than £90,000	4%
£80,000 to £89,999	1%
£70,000 to £79,999	2%
£60,000 to £69,999	3%
£50,000 to £59,999	4%
£40,000 to £49,999	10%
£30,000 to £39,999	19%
£20,000 to £29,999	41%
£15,000 to £19,999	14%
£10,000 to £14,999	1%
£0-£9,999	0%

% job postings (where salary specified)

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. The ratio rose in Dec as the number of job postings fell pre-Christmas but returned to a much lower level in Feb (2 claimants per posting) as the volume of job postings rose sharply.

Figure 40: Claimants per Job Posting – Feb 2022

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
Sep-21	3
Oct-21	3
Nov-21	2
Dec-21	5
Jan-22	3
Feb-22	2

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

8. BUSINESS START-UPS

8a. Small business start-ups

The following data are from BankSearch, a service which collects data from Barclays, Co-operative Bank, HSBC, Lloyds Banking Group, Royal Bank of Scotland Group, Santander and TSB Bank. In addition, the dataset now includes Neobank / Challenger bank starts. A 'Start-up' reflects the opening of a first current account from a small business banking product range by a business new to banking or previously operated through a personal account. The data exclude businesses operating through personal accounts, those without banking relationships or those banking with other institutions.

There were 134 business start-ups in Cumbria in Jan 2022, a rise of 12 from the revised Dec figure but 29 fewer than the same month last year. Over the quarter (Nov-Jan) there were 380 start-ups which is 13 fewer than last quarter and 115 fewer than the same quarter last year.
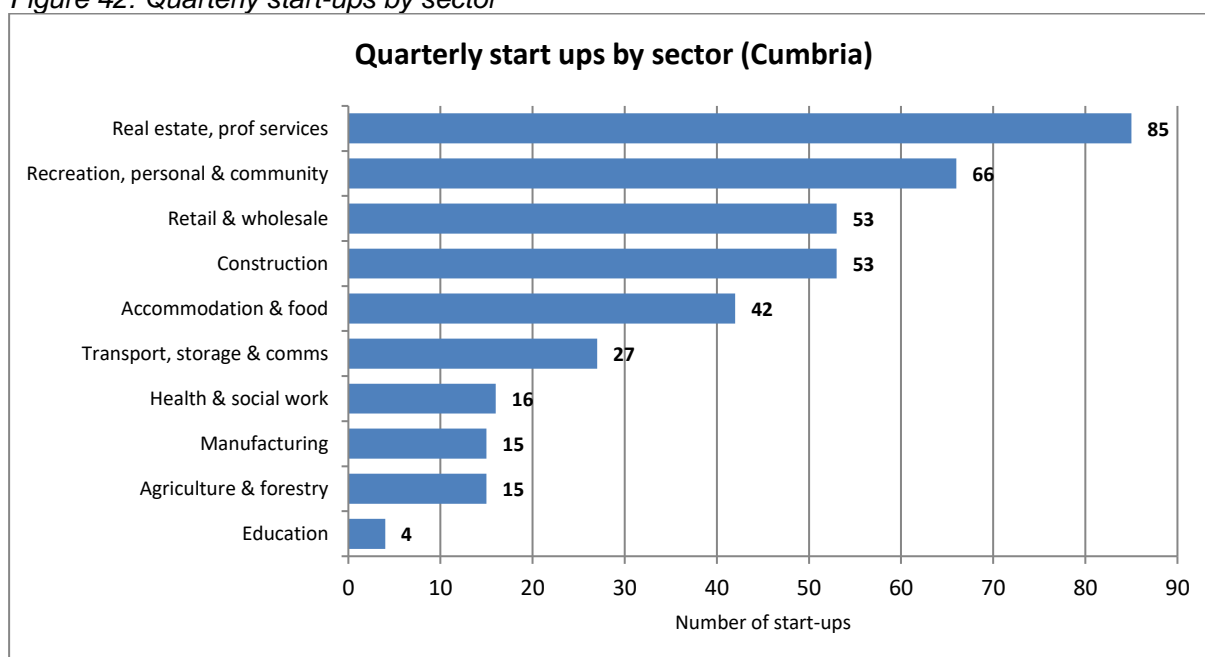
Figure 41: Monthly Start-Ups (number)
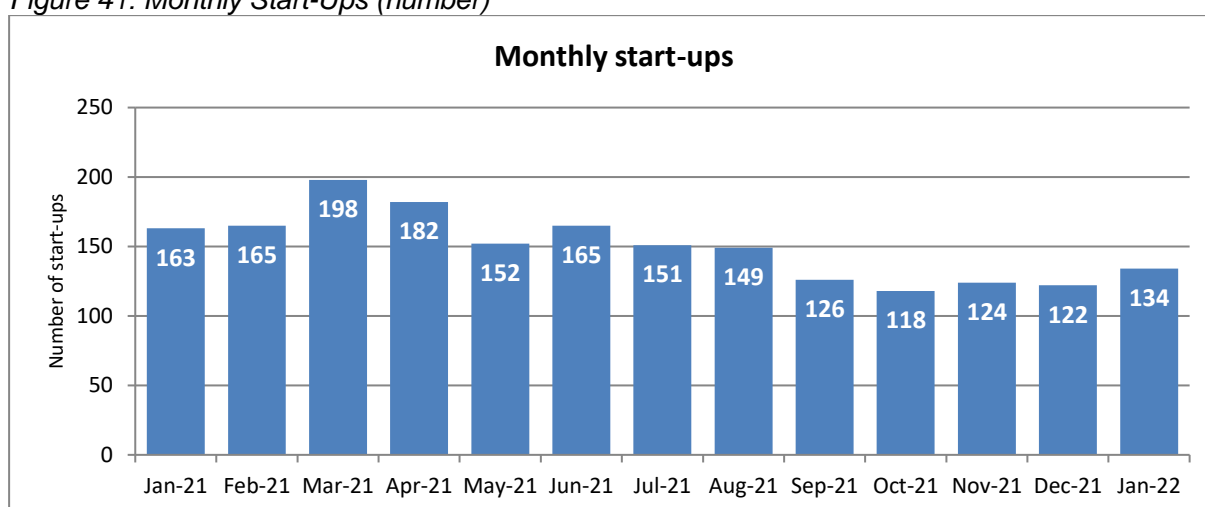
Source: BankSearch

The highest volume of start-ups in the quarter (Nov-Jan) was in real estate, prof services & support activities (85) followed by recreation, personal & community services (66).

*Figure 42: Quarterly start-ups by sector*

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 176 new Companies House incorporations in Jan 2022, a rise of 43 from Dec but 12 fewer than the same month last year. New registrations rose everywhere except Allerdale where they fell slightly and Barrow where they were unchanged.

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

New Companies House incorporations (registered office Cumbria)
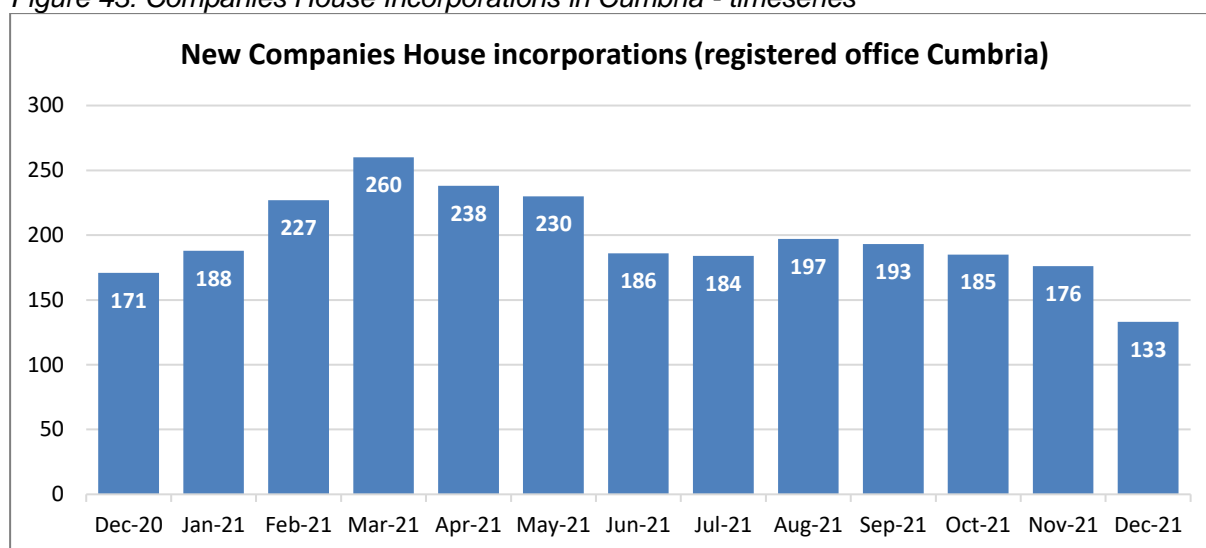
Source: BankSearch, data relate to registered office address.

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

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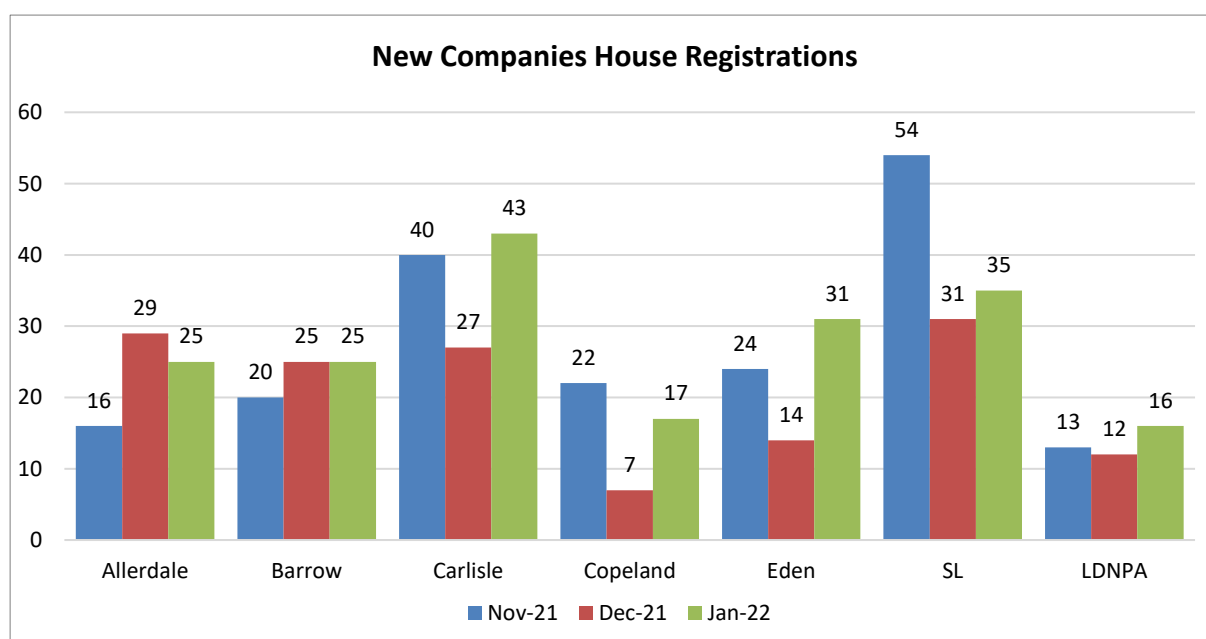
Source: BankSearch   Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.