

## **Introduction**

This briefing contains the most recent available data from the standard Claimant Count and Universal Credit registers. The briefing also contains the latest available data on payrolled employment, job postings, NEETs, business start-ups and active companies.

For more information or to be added to / removed from the distribution list, please contact Ginny Murphy, Senior Analyst, Cumberland Council. Email: [gabby.murphy@cumberland.gov.uk](mailto:gabby.murphy@cumberland.gov.uk) Tel: 07826 859026. The latest briefing is always on the Cumbria Intelligence 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 223,556 payrolled employees resident in Cumbria in the provisional Apr 2026 data, a decrease of 1,519 from the revised Mar figure. There were estimated to be 2,434 fewer residents in payrolled employment than this time last year. NB: provisional estimates are subject to revision in the next release and the scale of revisions is often greater at the start of the tax year.
- Median monthly payrolled earnings in Apr 2026 in Cumbria were provisionally estimated to be £2,523 which is 96% of the UK average. They were higher than the UK in West Cumbria (103%) but lower in East Cumbria (92%). NB: figures are calculated per employee irrespective of whether they work full time or part time. See note above about provisional estimates.
- Median payrolled earnings growth in Cumbria year on year was estimated to be 5.3% which is stronger than the UK growth rate of 4.9%. Growth was also estimated to be stronger over 2 and 3 years than nationally.
- There were 6,705 claimants of JSA / UC (out of work and seeking work) in Apr 2026, which is 20 more than the revised Mar figure (+5.9%). It was a mixed picture with Cumbria with the count falling in Allerdale, Barrow, Eden and South Lakeland but rising in Carlisle and Copeland. Compared to the same time last year, the claimant count (actively seeking work) is also 20 higher.
- The claimant rate (actively seeking work) in Cumbria was 2.2% in Apr 2026 unchanged from Mar and it remains below the national rate of 3.9% in all the former district areas. The claimant rate in Cumbria is unchanged from a year ago (nationally it is also unchanged).
- Claimant rates (of those actively seeking work) are below the national average in all age groups at Cumbria level. However, the rate for 18-24 year olds in Copeland remains above the national rate (6.0 v 5.7%).
- There were 425 young people (aged 16/17) classed as NEET (inc not knowns) in Mar 2026 which is 67 more than in Feb and 81 more than the same month last year. Most of the increase was young people whose status was Not Known. There were 288 NEET/NKs in Cumberland and 137 in Westmorland & Furness.
- The NEET rate was 3.9% in Cumbria in Mar 2026, up 0.6ppt from Feb and 0.7ppt higher than a year ago. The rate was 4.6% in Cumberland and 3.0% in Westmorland & Furness. Both areas have a rate lower than the England rate of 5.5%.

- The participation rate for 16/17 year olds was 90.8% in Cumbria in Mar 2026 (89.5% in Cumberland and 92.6% in Westmorland & Furness) which compares to a rate of 92.0% for England.
- According to Lightcast there were 8,495 active online job postings in Apr 2026, 1,000 fewer than in Mar (-10.5%). The number of newly advertised postings during the month also fell, down by 29.2%.
- The occupations most in demand were care workers, cleaners & domestics, kitchen & catering assistants and sales.
- Job-related skills most in demand were export control, continuous improvement, auditing and project management whilst the personal attributes most in demand were communication, management and customer service.
- The recruiting organisations with the most active job postings were the NHS and BAE Systems.
- There were 625 small business start-ups in the quarter ending Mar 2026 which is 162 more than last quarter and 150 more than the same quarter last year. Start-ups were highest in real estate & professional services (147), construction (116) and retail & wholesale (77).
- There were 30,199 active companies on the FAME database in Cumbria at the end of Apr 2026, 206 fewer than in Mar.
- There were 197 new Companies House incorporations in Apr 2026, 45 fewer than in Mar but 8 more than the same month last year.
- There were 178 businesses recorded as dissolved/in liquidation during Apr 2026, 18 fewer than in Mar.
- Of the active businesses in Apr 2026, 1,701 had posted financial results showing a 10% increase in employment and/or turnover in their most recent accounts (5.6% of businesses) whilst 1,504 had posted results showing a 10% decline in one or both measures (5.0% of all businesses) (note: the majority of businesses do not file detailed financial accounts).
- Among businesses with a credit score in Apr 2026, 678 had a high risk credit score (1-20) which represents 4.2% of those with a credit score (UK 6.8%).
- At the end of Apr 2026, 1,828 businesses (4.1%) were identified on the Growth Flag platform as having high growth potential whilst 1,584 (3.5%) were rated as having financial red flags (not including provisional ratings).

## **2. NATIONAL LABOUR MARKET OVERVIEW (Source: ONS release)**

*NB: Unemployment figures in the national overview are calculated on a different basis to local data and therefore these figures should not be compared to the local area data.*

- Estimates for payrolled employees in the UK fell by 104,000 (0.3%) between March 2025 and March 2026, and decreased by 28,000 (0.1%) between February and March 2026. This is based on administrative data from HM Revenue and Customs (HMRC).
- When looking at January to March 2026, the period comparable with our Labour Force Survey (LFS) estimates, the number of payrolled employees fell by 94,000 (0.3%) over the year and by 20,000 (0.1%) over the quarter.
- The early estimate of payrolled employees for April 2026 decreased by 210,000 (0.7%) on the year, and by 100,000 (0.3%) on the month, to 30.2 million. Figures for April should be treated as provisional estimates and are likely to be revised when more data are received next month. Early months in the tax year typically carry a greater degree of uncertainty in their initial estimates.
- The estimated UK employment rate was largely unchanged on the year, but increased by 0.1 percentage points to 75.0% in the latest quarter (January to March 2026), compared with the previous quarter (October to December 2025).
- The estimated UK unemployment rate increased by 0.5 percentage points on the year, but decreased by 0.2 percentage points in the latest quarter, to 5.0%.
- The estimated UK economic inactivity rate decreased by 0.4 percentage points on the year, but increased by 0.1 percentage points in the latest quarter, to 20.9%.
- Vacancy estimates decreased on the quarter, with early estimates for February to April 2026 suggesting a decrease of 28,000 (3.9%) vacancies to 705,000, compared with November 2025 to January 2026; this is the lowest level of vacancies since February to April 2021.
- Vacancies estimates decreased in 11 of the 18 industry sectors and 4 of the 5 employment size bands compared with November 2025 to January 2026; the largest industry decrease was in Wholesale and retail trade; repair of motor vehicles and motor cycles (down 7,000) and the largest size band decrease was for businesses with 1 to 9 employees (down 19,000).

- Total estimated vacancies were down by 54,000 (7.1%) in February to April 2026 from the level of a year ago, decreasing in 13 of the 18 industry sectors and in 4 of the 5 employment size bands.
- There were 2.5 unemployed people per vacancy in January to March 2026; this has remained unchanged since July to September 2025, after previously increasing quarter on quarter since July to September 2024.
- Annual growth in employees' average earnings was 3.4% for regular earnings (excluding bonuses) and 4.1% for total earnings (including bonuses).
- Annual growth in real terms, adjusted for inflation using the Consumer Prices Index including owner occupiers' housing costs (CPIH), was 0.1% for regular pay and 0.8% for total pay.
- Using the Consumer Prices Index excluding owner occupiers' housing costs (CPI) to adjust for inflation, annual growth in real terms was 0.3% for regular pay and 1.0% for total pay.
- Annual average regular earnings growth was 4.8% for the public sector and 3.0% for the private sector.
- After the public sector, the wholesaling, retailing, hotels and restaurants sector showed the strongest regular annual growth rate (3.6%).

### 3. PAYROLLED EMPLOYMENT & EARNINGS

These data are from HMRC's Pay As You Earn (PAYE) Real Time Information (RTI) system. The dataset covers employees payrolled by employers and not self-employment income or income from other sources such as pensions so is not a measure of total employment. Payrolled employees are recorded at their place of residence not work and latest month figures are a "flash estimate" which is revised in the subsequent publication. Unless otherwise stated, figures here are seasonally adjusted.

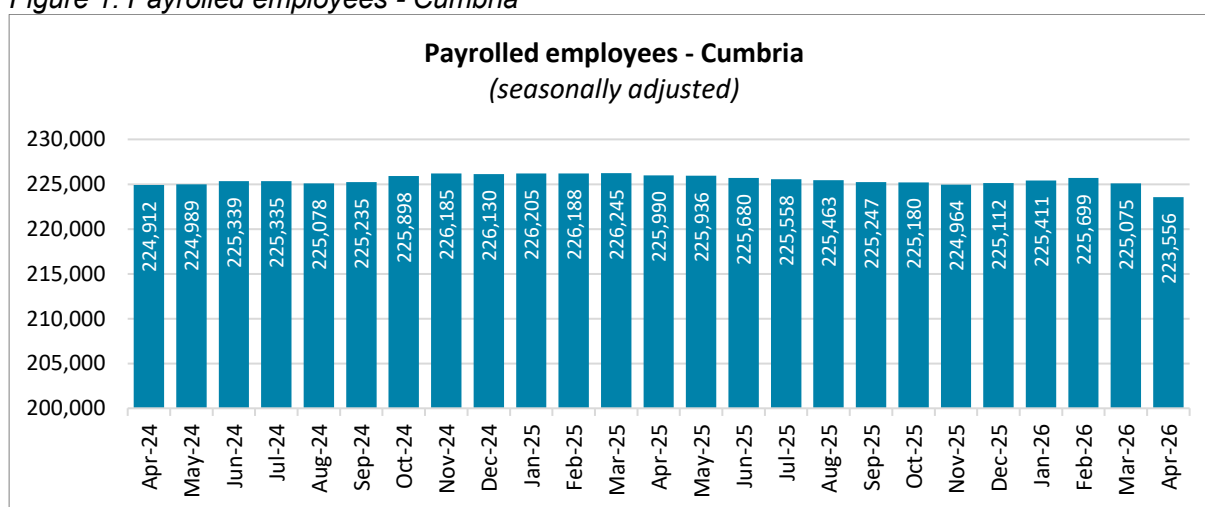
Note 1: District data are released quarterly, the ITL areas of West Cumbria (Allerdale, Copeland, Barrow) and East Cumbria (Carlisle, Eden, South Lakeland) are released monthly.

Note 2: provisional estimates are subject to revision in the next release and the scale of revisions is often greater at the start of the tax year.

#### 3a. Payrolled employees (seasonally adjusted)

There were estimated to be 223,556 residents in Cumbria in payrolled employment in the provisional Apr 26 data, a decrease of 1,519 from the revised Mar total. There were estimated to be 2,434 fewer payrolled employees than a year earlier.

Figure 1: Payrolled employees - Cumbria



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

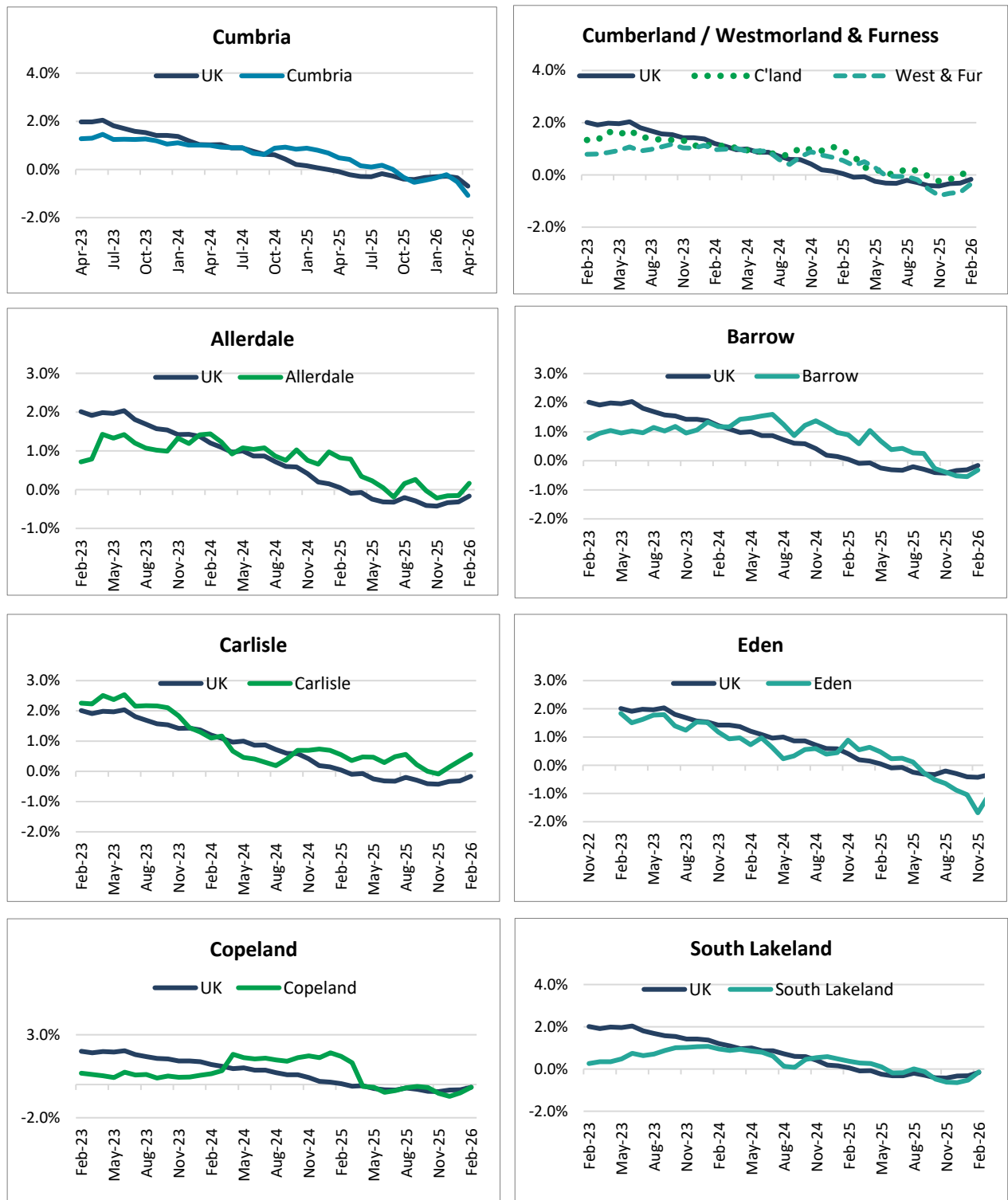
Figure 2: Payrolled employees – Seasonally adjusted

Payrolled employees (seasonally adjusted)					
	Apr 2026	Month change		One year change	
	No	No	%	No	%
UK	30,181,659	-99,956	-0.3%	-210,195	-0.7%
England	25,619,857	-89,167	-0.3%	-194,050	-0.8%
Cumbria	223,556	-1,519	-0.7%	-2,434	-1.1%
West Cumbria ITL	103,811	-743	-0.7%	-1,132	-1.1%
East Cumbria ITL	119,745	-776	-0.6%	-1,302	-1.1%

Source: HMRC / ONS. Unitary and former district data are only released quarterly. ITL areas are those in place prior to 2025. Latest month data are provisional.

These charts show the % year on year change in payrolled employees each month (seasonally adjusted) compared to the same month the previous year. It shows that employment growth has slowed considerably from three years ago. NB: district / unitary data only updated quarterly.

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



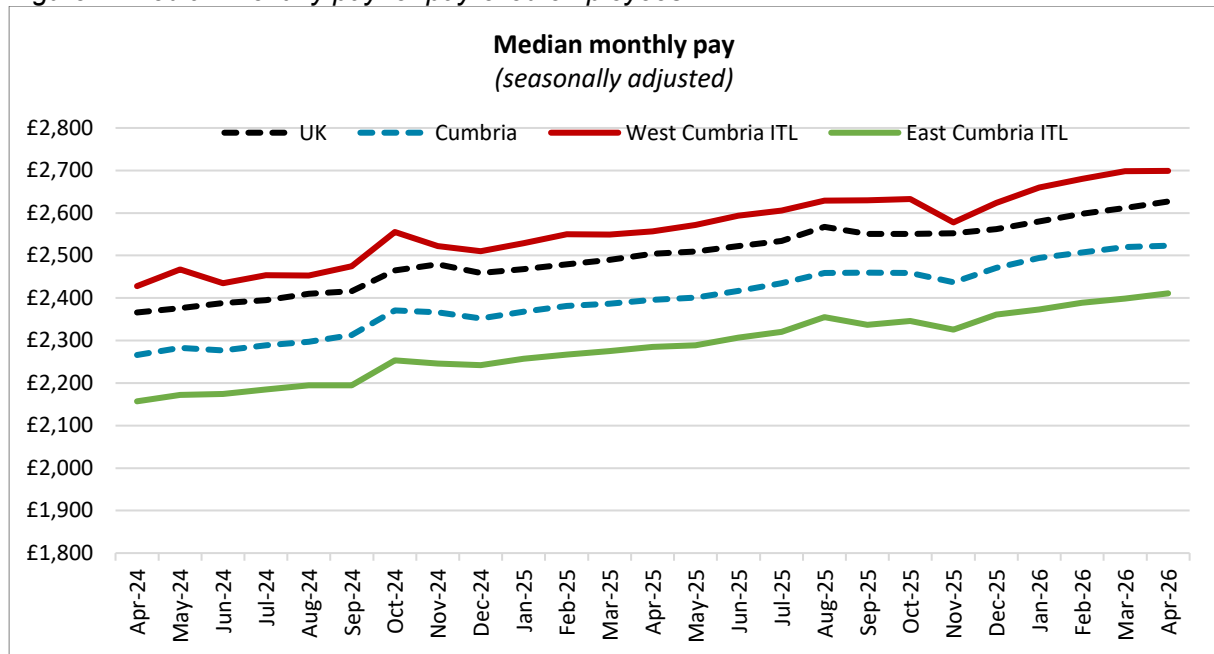
Source: HMRC / ONS. Unitary and former data are released quarterly. Latest month data are provisional.

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

Median monthly pay for employees in Cumbria was estimated to be £2,523 in Apr 2026 which is 96% of the UK average. There was variation between areas with earnings in West Cumbria (Allerdale, Barrow and Copeland) being above the national average (103%) but lower in East Cumbria (92%). NB median earnings are measured per employee and do not account for full time / part time patterns. Median earnings data are not currently available for the unitary areas.

Median earnings in Cumbria have been growing more quickly than nationally over 1, 2 and 3 years.

Figure 4: Median monthly pay for payrolled employees



Source: HMRC / ONS. Latest month data are always provisional. Unitary data are not available.

Figure 5: Median pay for payrolled employees

Median monthly pay (seasonally adjusted)						
	Apr 2026	UK Index	Month change		One year change	
	No	Index	No	%	No	%
UK	2,627	100	15	0.6%	123	4.9%
Cumbria	2,523	96	3	0.1%	127	5.3%
West Cumbria ITL	2,699	103	1	0.0%	142	5.6%
East Cumbria ITL	2,411	92	12	0.5%	126	5.5%

Source: HMRC / ONS. Former district data only released quarterly, unitary data not available. ITL areas are those in place prior to 2025. Latest month data are provisional.

#### 4. UNEMPLOYMENT (CLAIMANTS) (released monthly) – count 9<sup>th</sup> Apr 2026

**Important notes:** The claimant count measures those on Job Seekers Allowance and those on Universal Credit who are required to seek work. It is not the same as the internationally agreed definition of unemployment which includes non-claimants and which is derived from a survey and published at national level on a monthly basis (see section 2). Similar figures are not available on a reliable or timely basis for local areas.

Please see Appendix 1 at the end of the briefing for ward level data and data for Community Panel (Cumberland) / Locality Board (Westmorland & Furness) areas.

The number of claimants in Cumbria actively seeking work in Apr 2026 rose by 20 compared to the revised Mar figure, up to a total of 6,705 which is a monthly increase of 0.3% (UK +0.9%). It was a mixed picture with the count rising in Carlisle and Copeland but falling elsewhere. The claimant rate in Cumbria was 2.2% which is below the national rate of 3.9% and is unchanged from last month. Compared to a year ago, the claimant count in Cumbria is 20 higher and the rate is unchanged.

Figure 6: Standard Claimant Count – Apr 2026

	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	963,920	4.5	745,805	3.4	1,709,725	3.9	15,860	0.9	0.0	1,305	0.1	0.0
Cumbria	3,830	2.6	2,875	1.9	6,705	2.2	20	0.3	0.0	20	0.3	0.0
Cumberland	2,420	2.9	1,815	2.2	4,235	2.5	60	1.5	0.0	125	3.0	0.1
Allerdale	830	3.0	670	2.3	1,500	2.6	-10	-0.5	0.0	30	2.2	0.1
Carlisle	975	2.8	765	2.2	1,740	2.5	55	3.1	0.1	75	4.6	0.1
Copeland	615	3.0	385	1.9	1,000	2.5	15	1.6	0.0	15	1.6	0.1
Westmorland & Furness	1,415	2.1	1,060	1.6	2,470	1.8	-40	-1.7	0.0	-105	-4.0	-0.1
Barrow	690	3.3	390	1.9	1,085	2.6	-15	-1.5	0.0	-85	-7.4	-0.1
Eden	275	1.7	270	1.7	545	1.7	-5	-0.9	0.0	-10	-1.8	0.0
South Lakeland	450	1.5	395	1.3	845	1.4	-20	-2.3	0.0	-5	-0.8	0.0
of which LDNPA	150	1.4	145	1.4	290	1.4	-20	-6.1	-0.1	-20	-6.5	0.0

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.

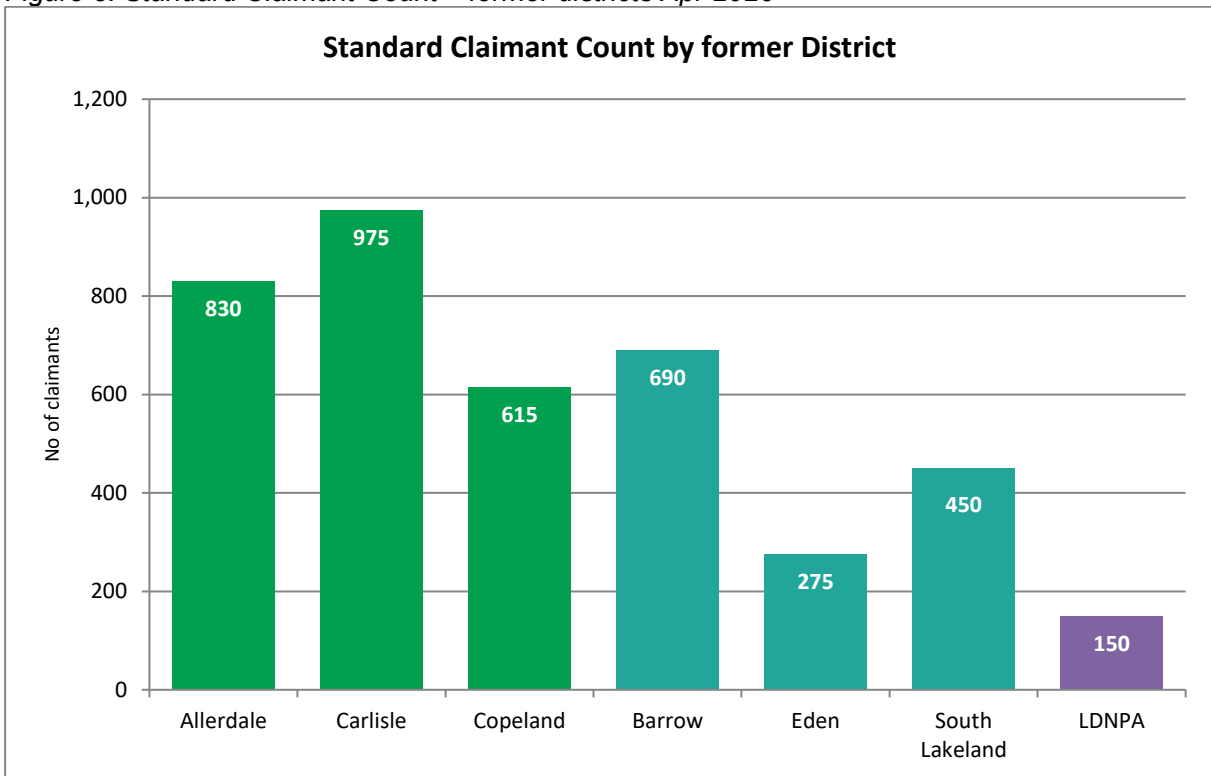
The following table shows the claimant count and rate by broad age group. Claimant rates at Cumbria level are below the national average for all age groups. The young adult rate in Copeland continued to be above the national rate for that age group.

Figure 7: Standard Claimant Count & Rate by Age Group in Cumbria – Apr 2026

	Aged 18-24		Aged 25-34		Aged 35-44		Aged 45-54		Aged 55-64		Total	
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate
UK	331,960	5.7%	409,920	4.4%	413,555	4.4%	298,125	3.5%	252,110	2.8%	1,709,725	4.0%
Cumbria	1,295	4.0%	1,650	2.9%	1,675	2.8%	1,000	1.6%	1,085	1.4%	6,705	4.7%
Cumberland	845	4.8%	1,045	3.2%	1,040	3.1%	610	1.8%	680	1.6%	4,235	5.2%
Allerdale	305	5.4%	395	3.7%	345	3.2%	220	1.9%	235	1.5%	1,500	5.6%
Carlisle	285	3.7%	420	2.9%	490	3.4%	260	1.9%	280	1.7%	1,740	5.0%
Copeland	255	6.0%	225	2.9%	205	2.6%	130	1.6%	170	1.6%	1,000	5.2%
Westmorland & Furness	450	3.1%	605	2.4%	630	2.4%	385	1.4%	395	1.1%	2,470	3.9%
Barrow	245	4.9%	300	3.3%	260	3.1%	150	1.9%	125	1.3%	1,085	5.2%
Eden	75	2.4%	120	2.2%	150	2.5%	100	1.4%	95	1.0%	545	3.7%
South Lakeland	125	2.0%	180	1.7%	230	2.0%	135	1.0%	170	1.0%	845	3.1%
of which LDNPA	45	2.1%	65	1.8%	75	1.9%	60	1.3%	50	0.7%	290	3.0%

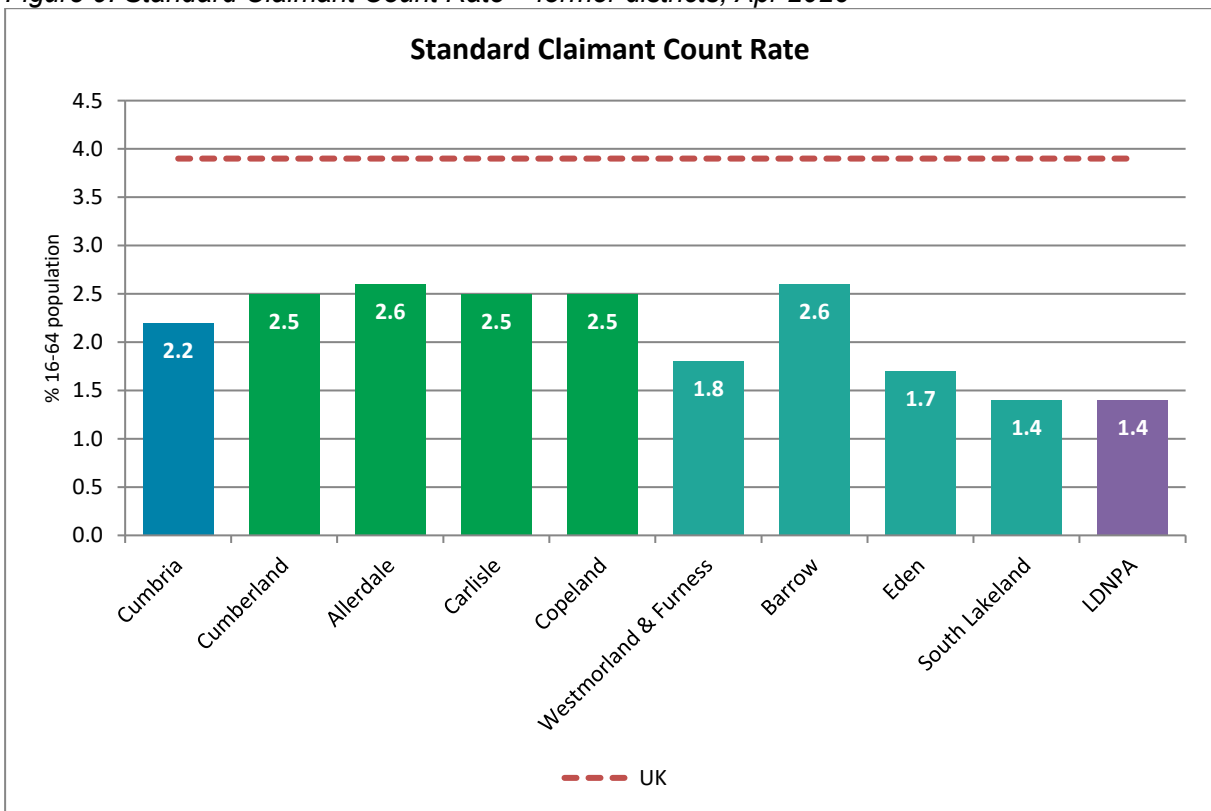
Source: ONS (data are rounded). LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 8: Standard Claimant Count – former districts Apr 2026



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 – former districts, Apr 2026



Source: ONS/DWP

Figure 10: Standard Claimant Count - timeseries

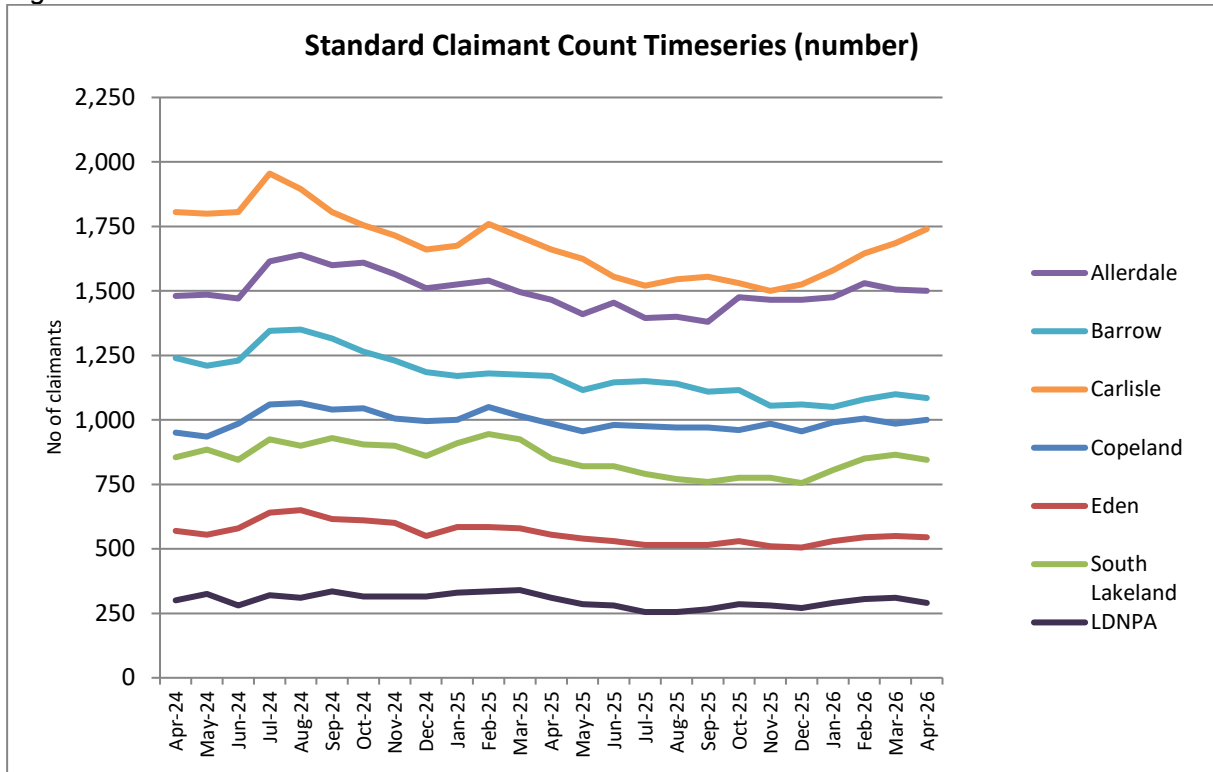
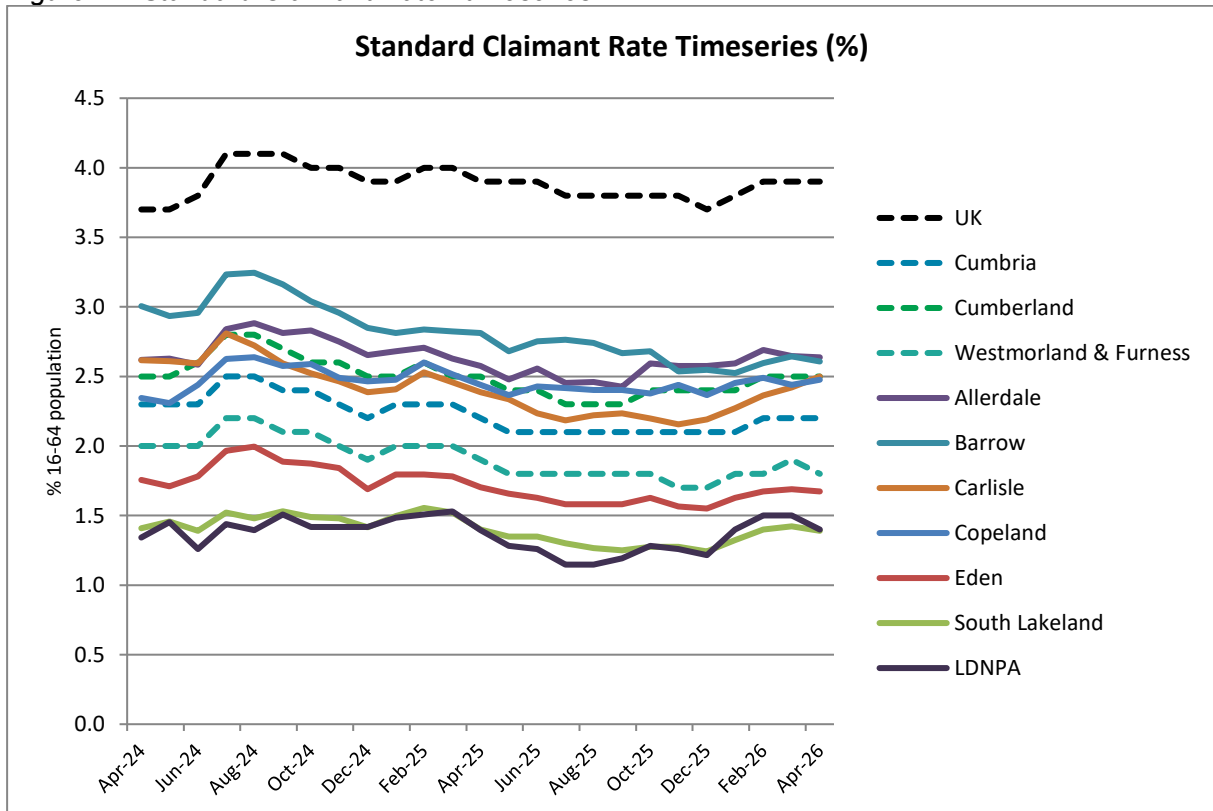


Figure 11: Standard Claimant Rate - timeseries



Source: ONS/DWP

## 5. NEETs & Participation (released monthly)

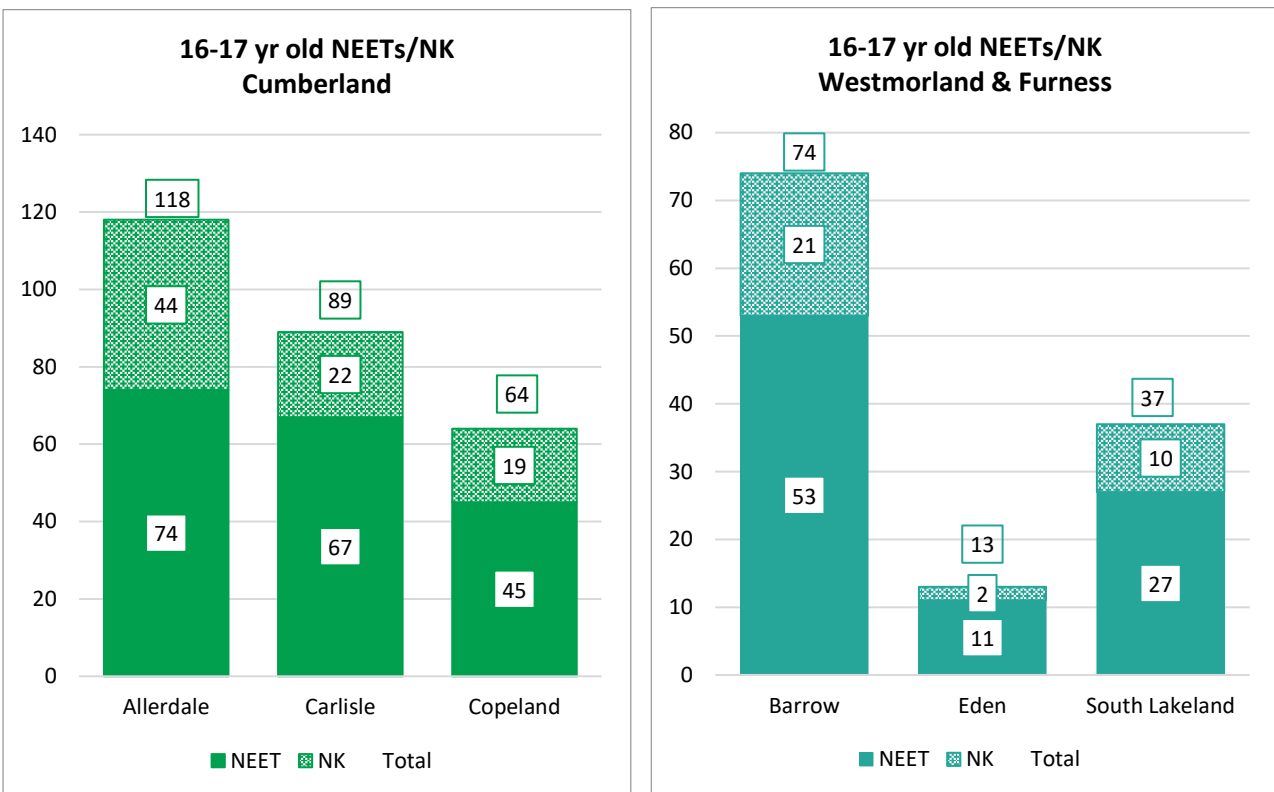
### 5a. Not in Education, Employment or Training (NEET)

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.

The most representative period of the academic year is Dec-Feb and this is the period used by DfE for their annual “scorecard” of NEET performance. In Dec 2025-Feb 2026 the NEET rate in Cumbria was 3.4% compared to a national average of 5.8%. This rate in Cumbria was 0.4ppt higher than in 2024/25. Only Eden and South Lakeland of the former district areas had a lower annual NEET rate.

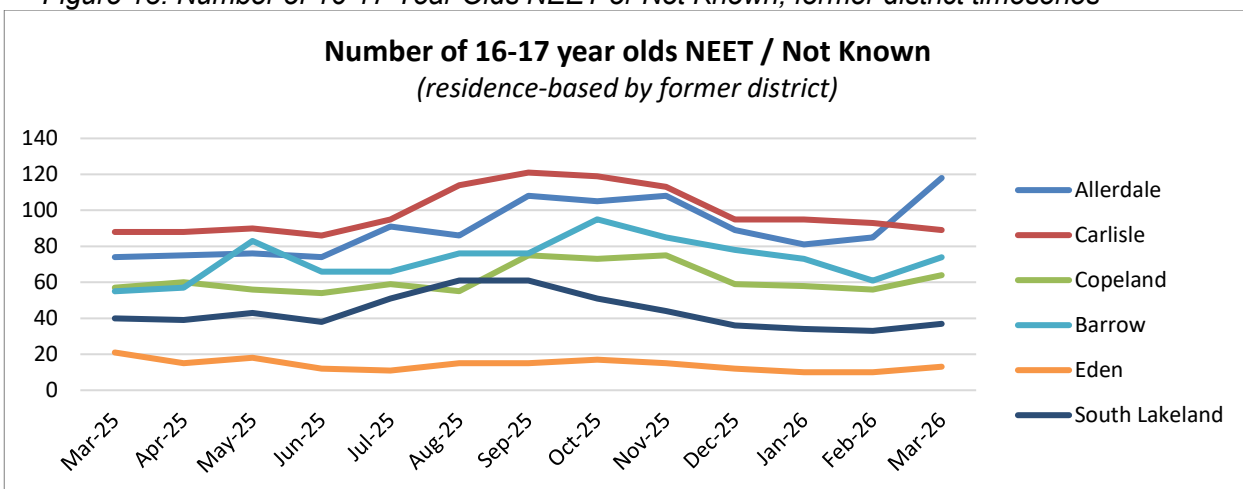
The monthly data are more volatile and caution should be exercised when interpreting changes. In Mar 2026 there were 425 16-17 year olds classed as NEET/NK in Cumbria (277 NEET and 148 whose status was Not Known). This is 67 more than in Feb with most of the increase being young people whose status wasn’t known. There were 288 NEET/NKs resident in Cumberland and 137 in Westmorland & Furness.

Figure 12: Number of 16-17 Year Olds NEET or Not Known, Mar 2026



Source: Inspira / Cumberland Council. NB: district totals may not sum to unitary total due to incomplete address data

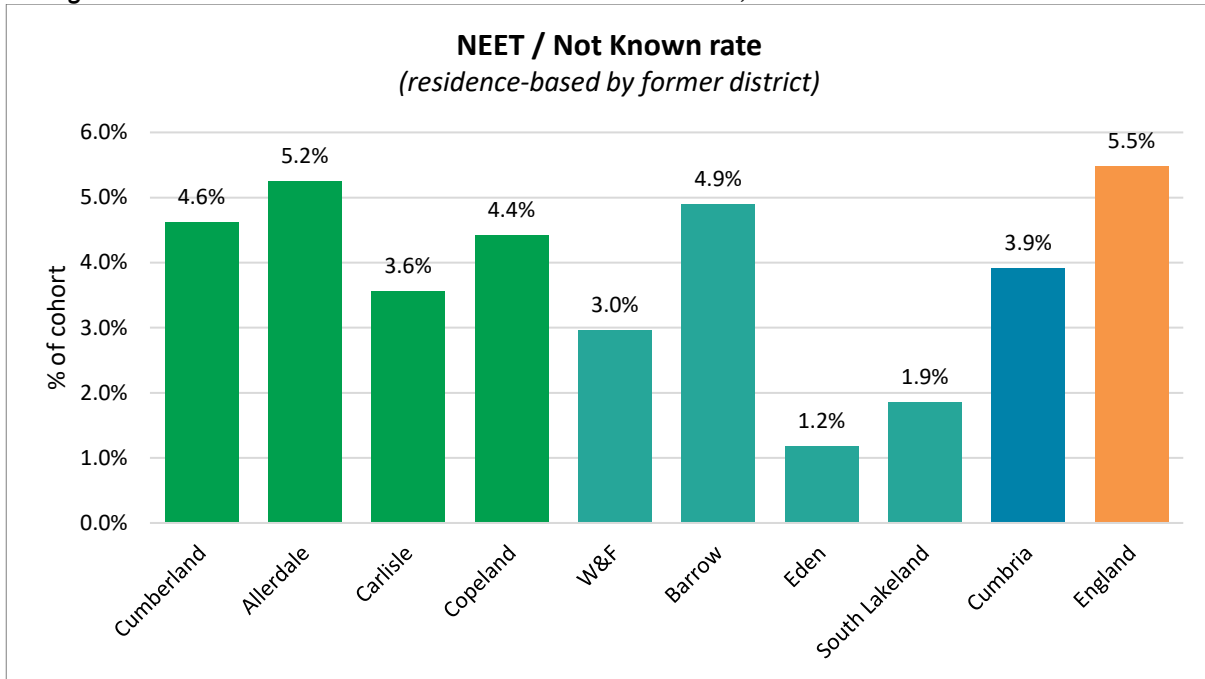
Figure 13: Number of 16-17 Year Olds NEET or Not Known, former district timeseries



Source: Inspira / Cumberland Council

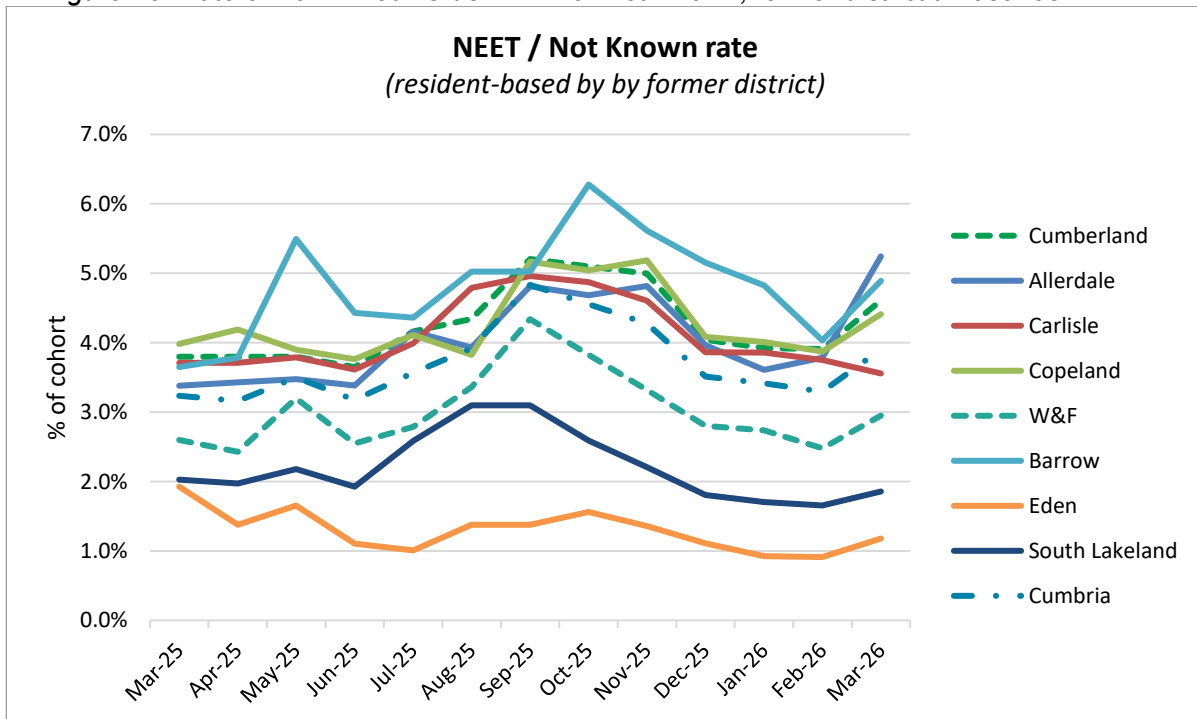
The county NEET/NK rate (% of cohort) was 3.3% in Mar 2026. The rate was 3.9% in Cumberland and 2.5% in Westmorland & Furness which compares to a national rate of 5.4%.

Figure 14: Rate of 16-17 Year Olds NEET or Not Known, Mar 2026



Source: Inspira / NCCIS / Cumberland Council

Figure 15: Rate of 16-17 Year Olds NEET or Not Known, former district timeseries



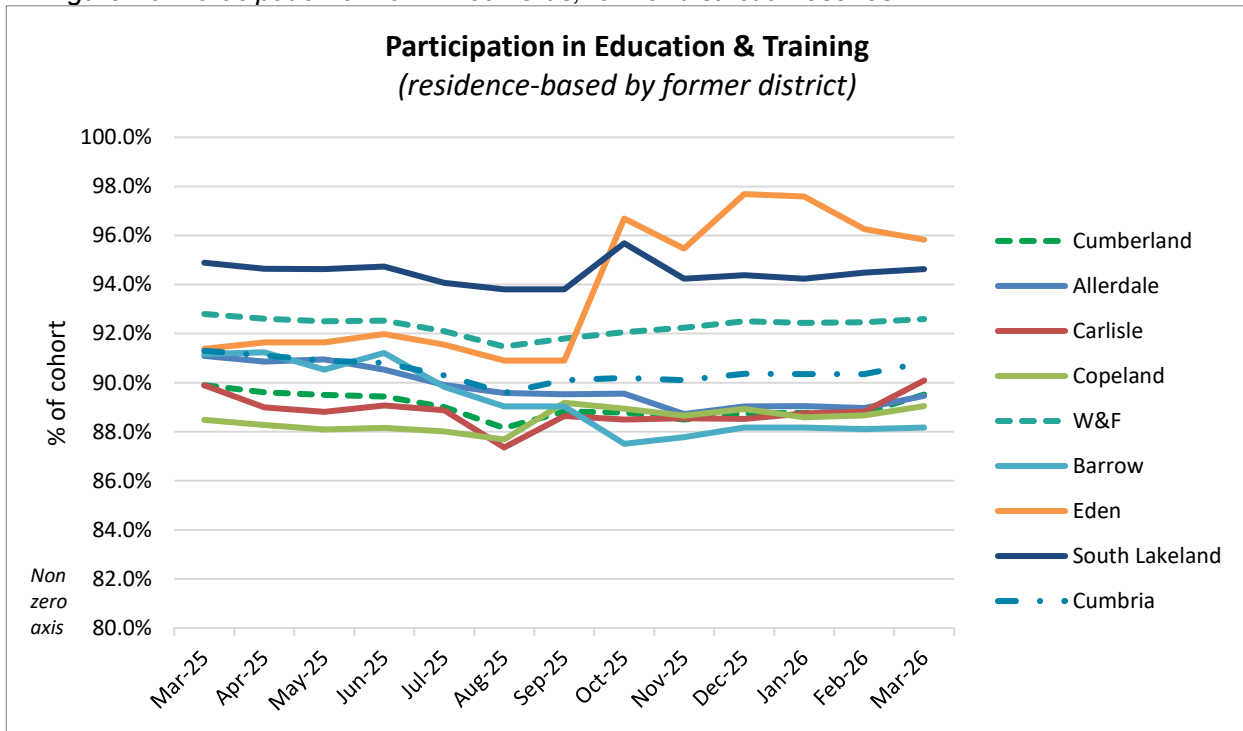
Source: Inspira / NCCIS / Cumberland Council

## 5b. 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.

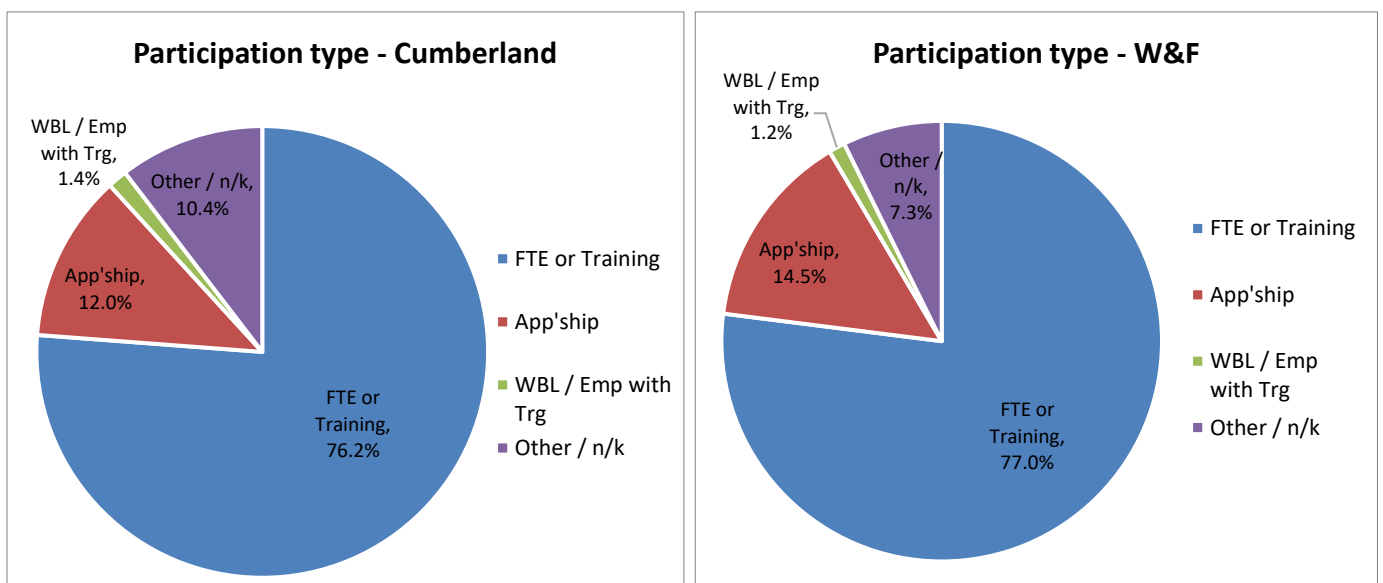
In Mar 2026, 90.8% of young people in Cumbria were classed as meeting the participation requirement. The rates were 89.5% in Cumberland and 92.6% in Westmorland & Furness compared to an England average of 92.0%. Young people in both Cumberland and Westmorland & Furness are significantly more likely to be undertaking an Apprenticeship than nationally, 12.0% and 14.5% respectively compared to 3.6% in England as a whole.

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



Source: Inspira / NCCIS / Cumberland Council

Figure 17: Participation of 16/17 Year Olds, by activity type – Mar 2026



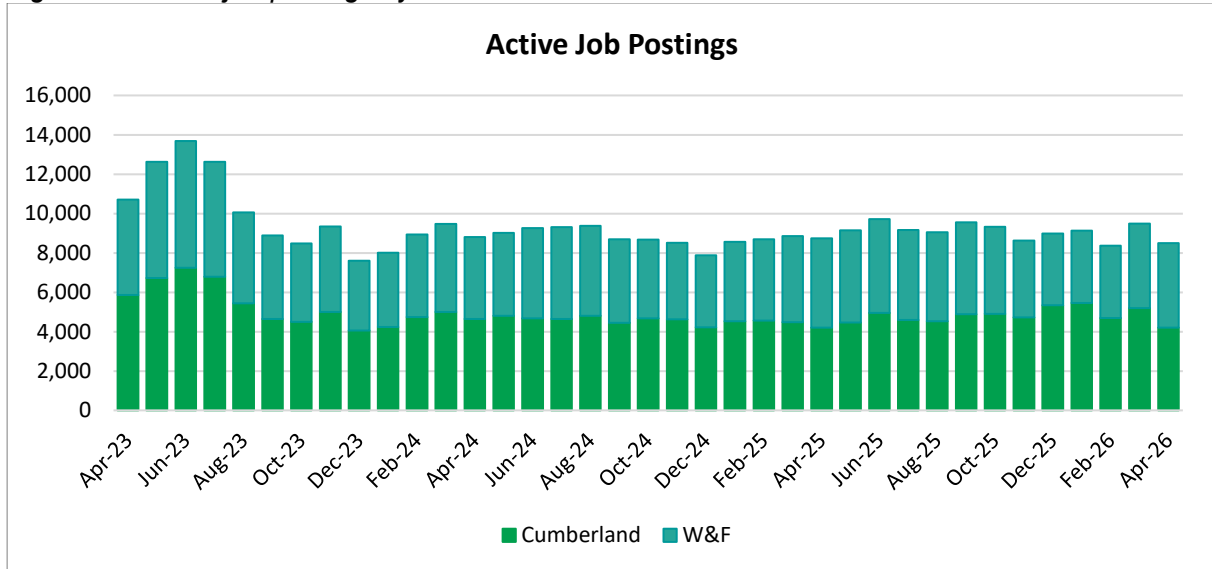
Source: NCCIS / Cumberland Council

## 6. JOB POSTINGS

The following data are drawn from Lightcast, 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 posting to provide analysis on occupations and skills.

During Apr 2026 there were 8,495 active job postings in Cumbria, 3,315 of which were new postings during the month. The number of active postings was 1,000 lower than in Mar (-10.5%) and the number of new postings was 1,364 lower (-29.2%).

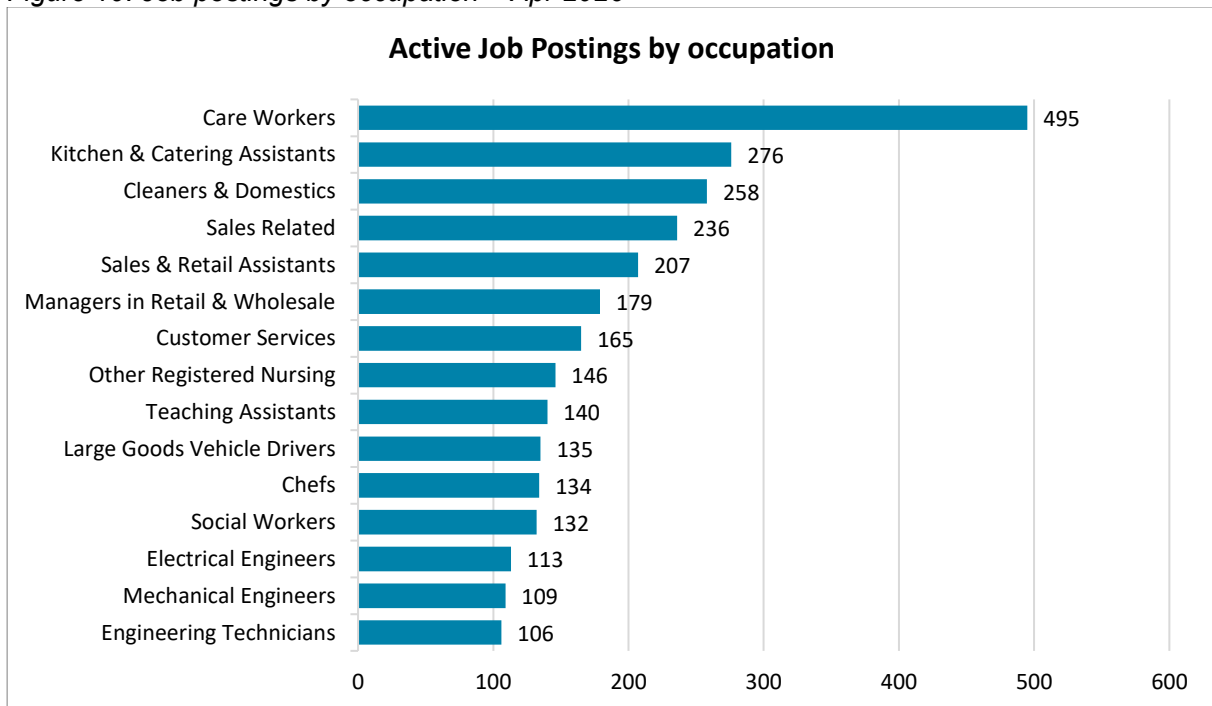
Figure 18: Active job postings by month



Source: © Lightcast 2026

The most commonly advertised jobs were for care workers, kitchen & catering assistants, cleaners & domestics and sales.

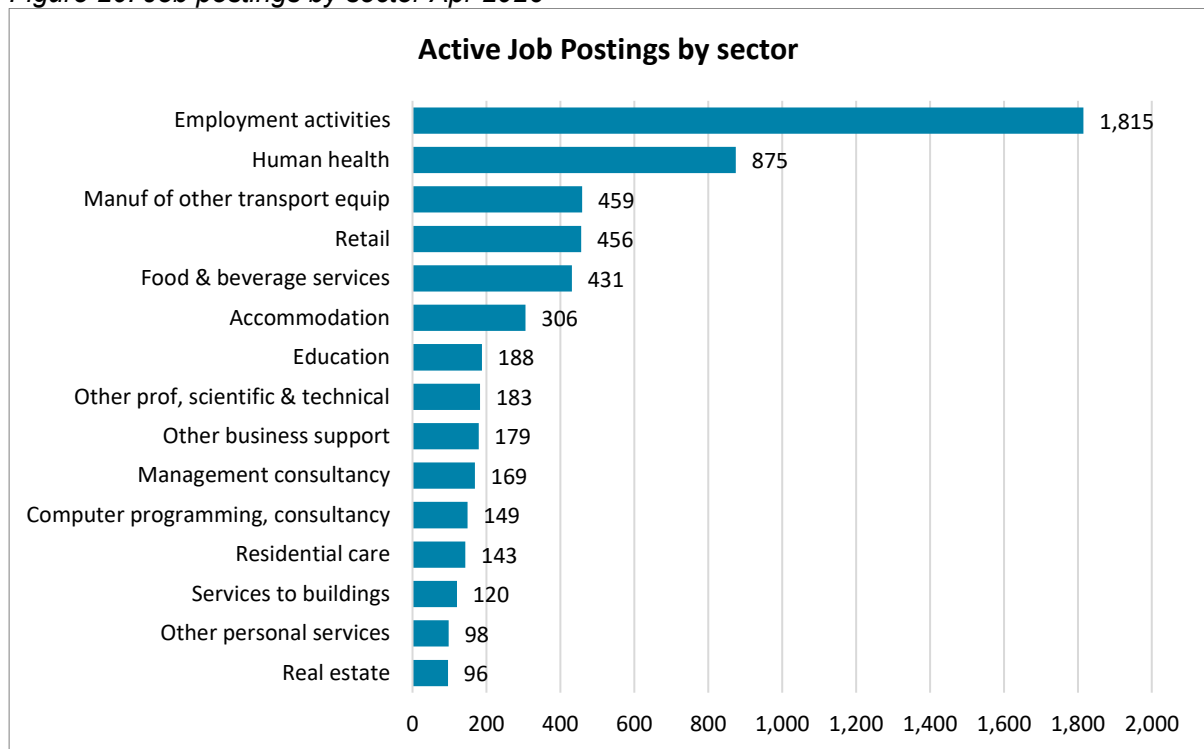
Figure 19: Job postings by occupation – Apr 2026



Source: © Lightcast 2026

The sector posting the most vacancies was employment activities (most of these will be recruitment agencies where the sector of the actual job cannot be determined). This was followed by health, manufacture of other transport equipment, retail, food & beverage services and accommodation.

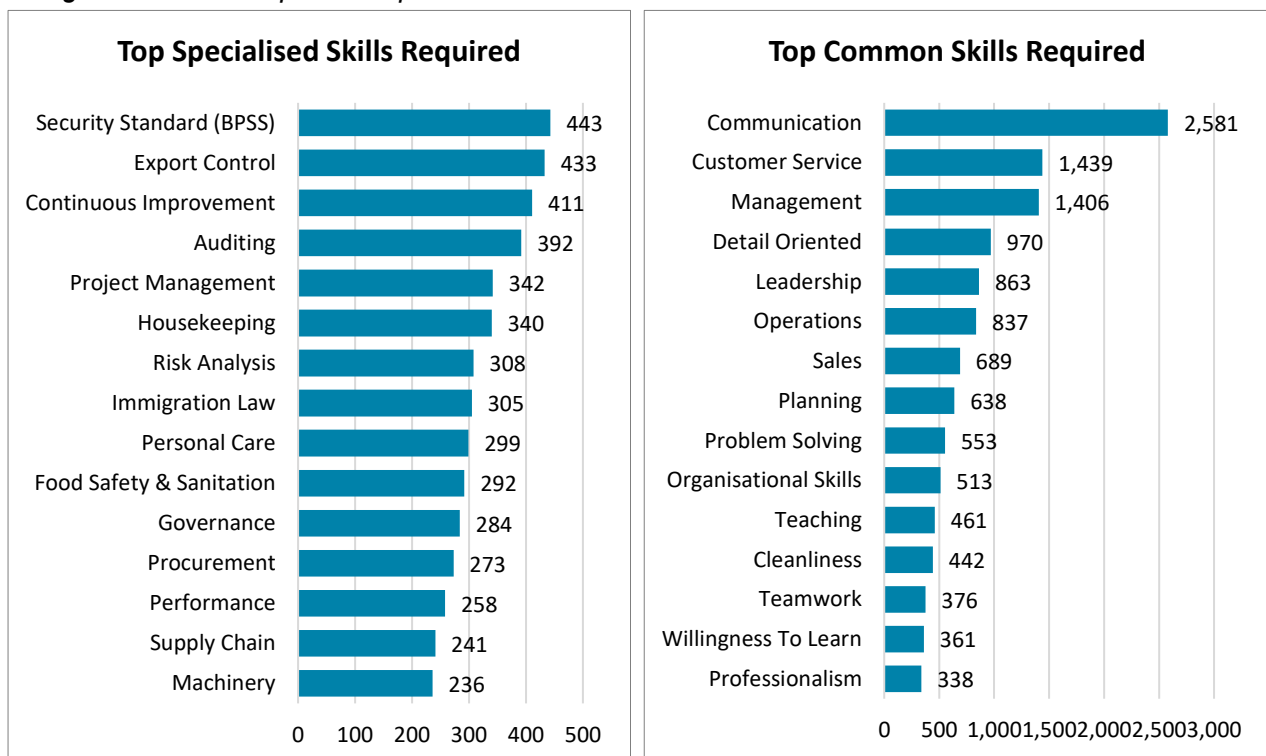
Figure 20: Job postings by sector Apr 2026



Source: © Lightcast 2026

The web scraping software analyses key words about job requirements and where possible classifies them as “specialised skills” which are those specific to a job role and as “common skills” which are typically self-developed / personal attributes that candidates need.

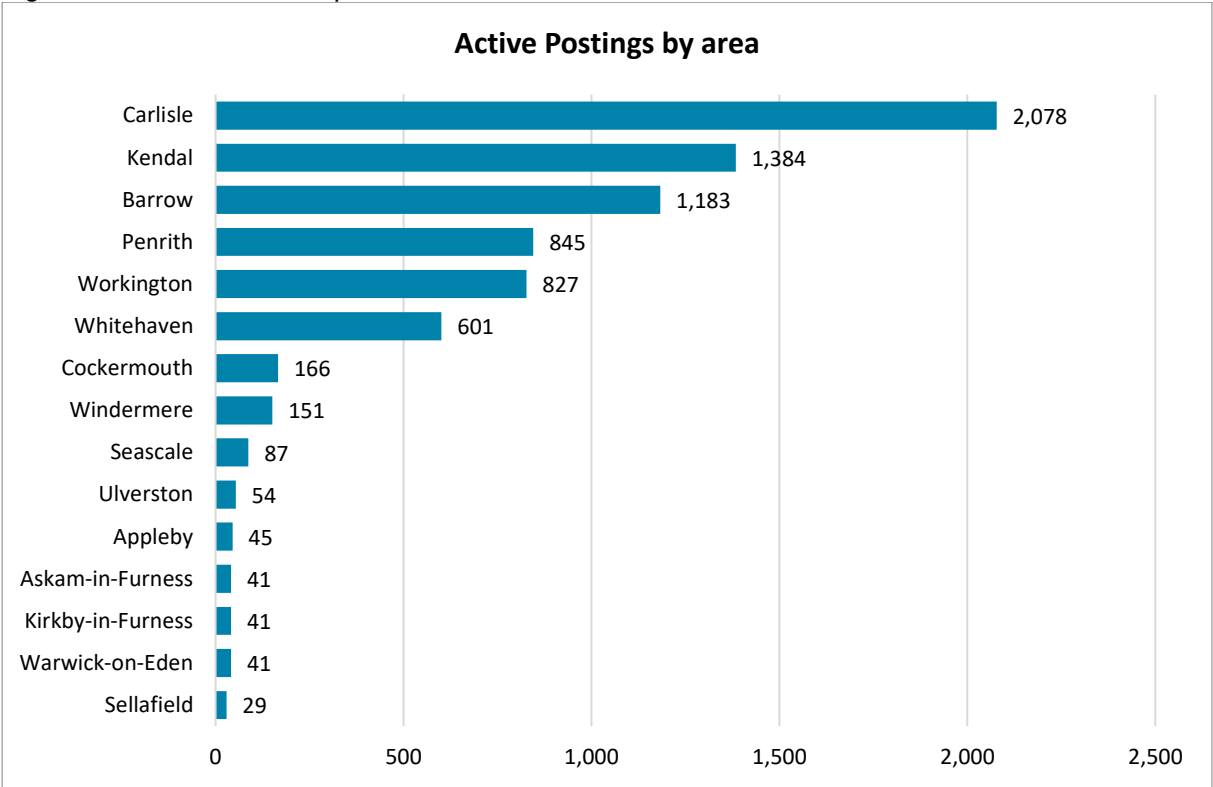
Figure 21: Skills required – Apr 2026



Source: © Lightcast 2026

Active postings fell in the former district areas of Allerdale, Carlisle, Copeland and Eden but rose slightly in Barrow and South Lakeland.

Figure 22: Job location – Apr 2026



Source: © Lightcast 2026

The NHS and BAE Systems continue to dominate, between them accounting for over a third of postings (where a recruiting organisation could be identified). Recruitment agencies also feature highly, together with local government.

Figure 23: Recruiting organisation – Apr 2026



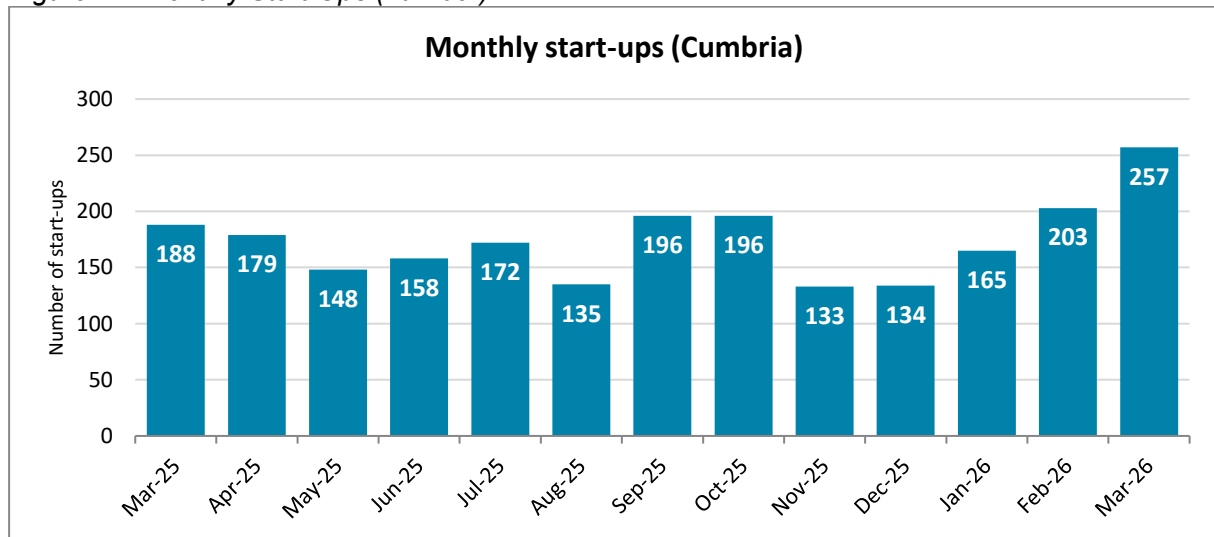
Source: © Lightcast 2026

## 7. 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 institutions other than those mentioned.

There were 257 business start-ups in Cumbria in Mar 2026, 54 more than the previous month. Over the quarter (Jan-Mar) there were 625 start-ups which is 162 more than last quarter and 150 more than the same quarter last year.

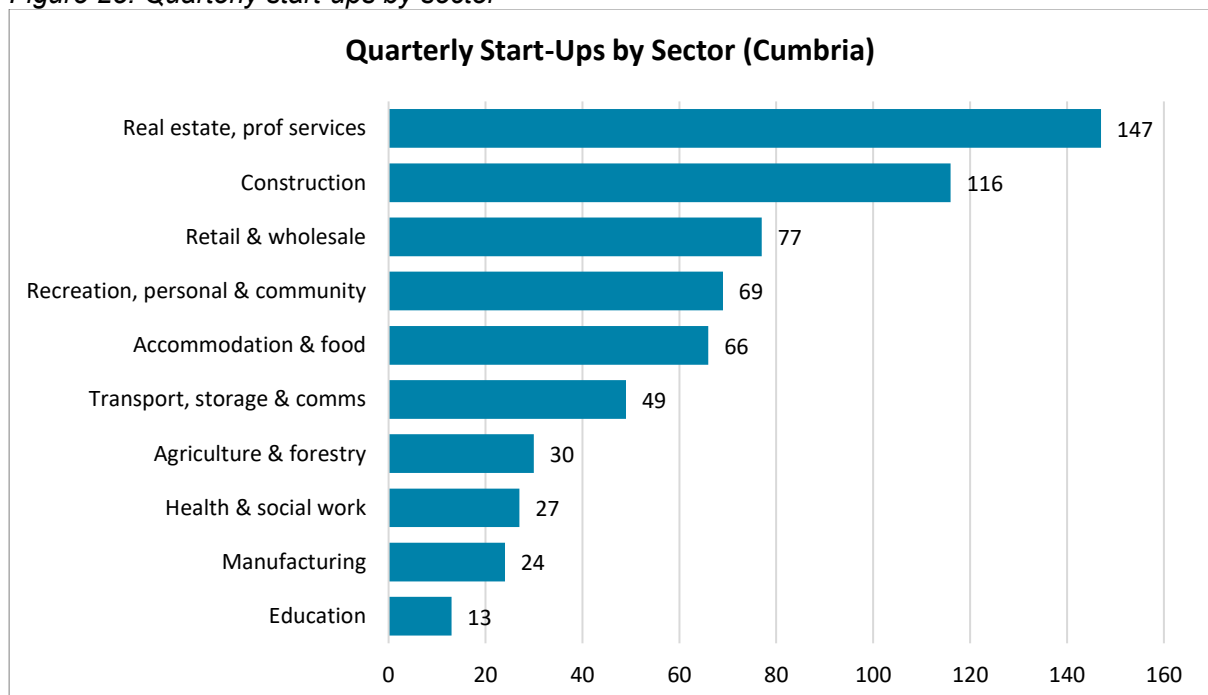
Figure 24: Monthly Start-Ups (number)



Source: BankSearch

The highest volume of start-ups in the quarter (Jan-Mar) was in real estate, prof services & support activities (147) followed by construction (116) and retail & wholesale (77).

Figure 25: Quarterly start-ups by sector



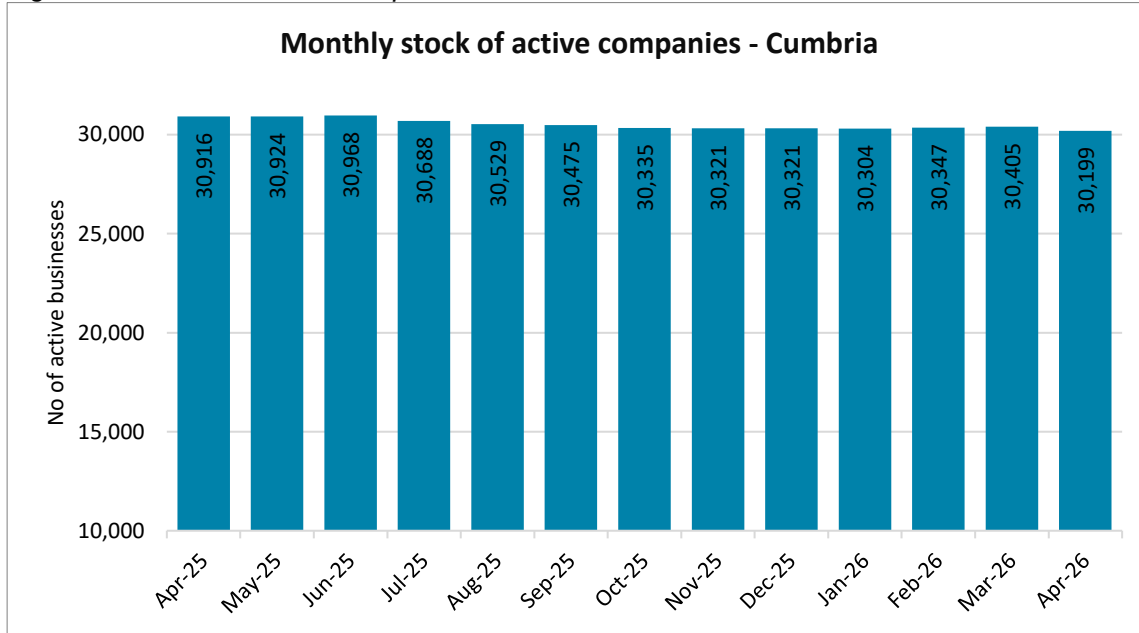
Source: BankSearch

## 8. COMPANIES HOUSE STOCK – ACTIVE, DISSOLVED, FINANCIAL HEALTH

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.

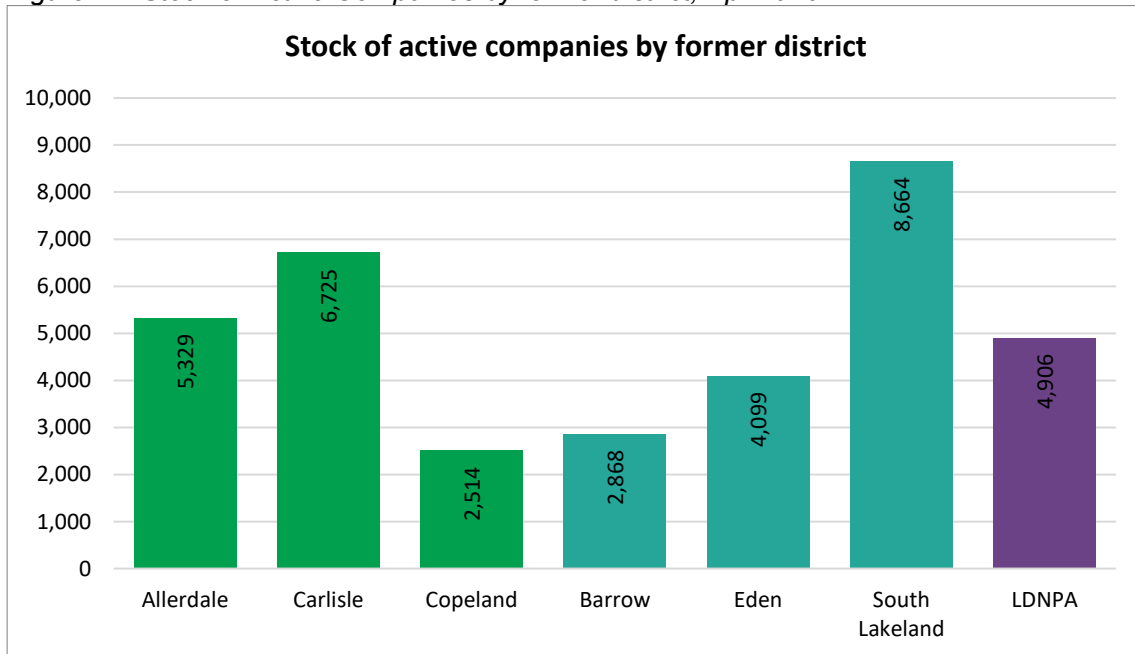
At the end of Apr 2026 there were 30,199 entries on the FAME database for Cumbria, 206 fewer than last month.

Figure 26: Stock of Active Companies - timeseries



Source: FAME (Bureau Van Dijk)

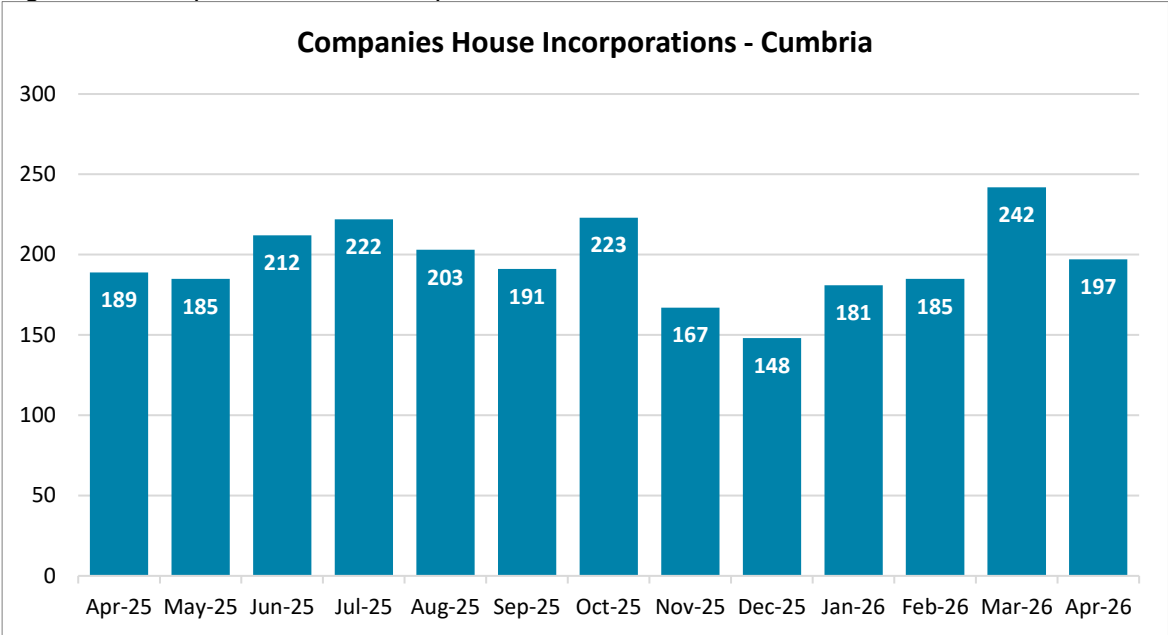
Figure 27: Stock of Active Companies by former district, Apr 2026



Source: FAME (Bureau Van Dijk) LDNPA is based on wards and counts are also included in the relevant unitary.

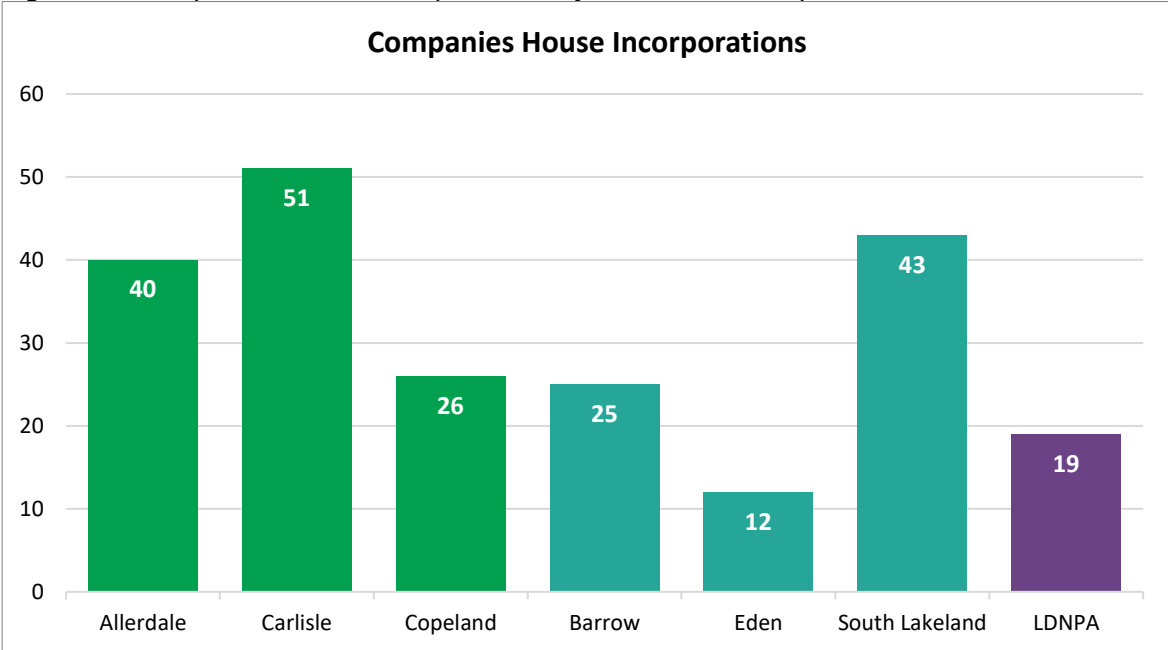
There were 242 new Companies House incorporations in Apr 2026, 57 more than the previous month but 12 fewer than the same month last year. NB: a change of name, address, merger or other changes can result in a new record and therefore these figures do not necessarily all represent newly formed businesses.

Figure 28: Companies House Incorporations in Cumbria - timeseries



Source: FAME (Bureau Van Dijk).

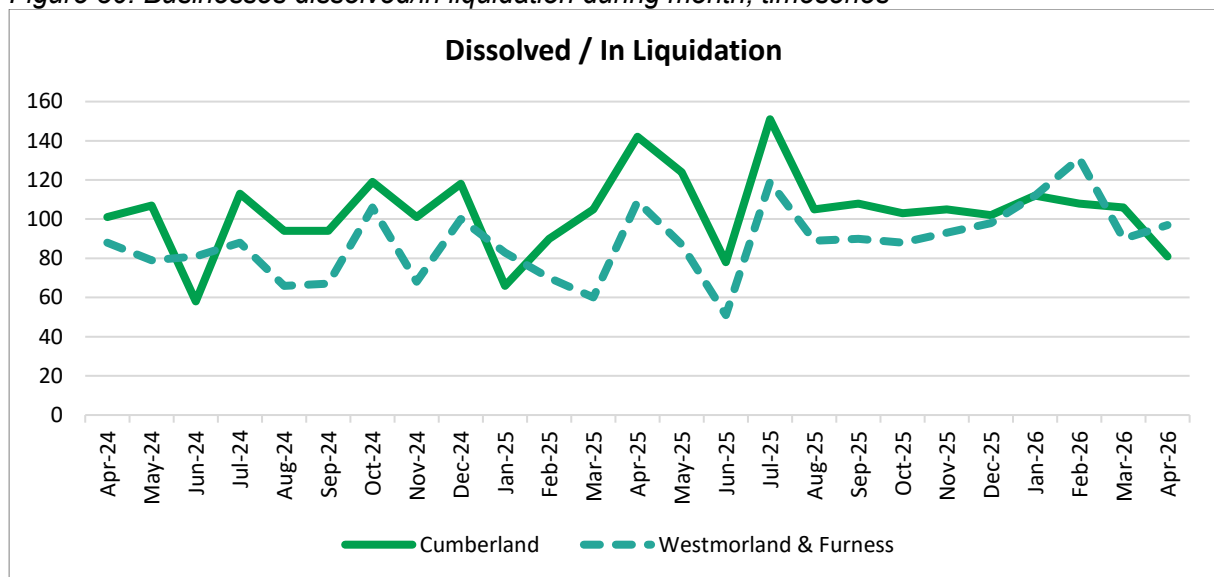
Figure 29: Companies House Incorporations by former district, Apr 2026



Source: FAME (Bureau Van Dijk) LDNPA is based on wards and counts are also included in the relevant unitary.

There were 178 dissolutions/liquidations during the month (174 dissolutions, 4 liquidations) which is 18 fewer than last month.

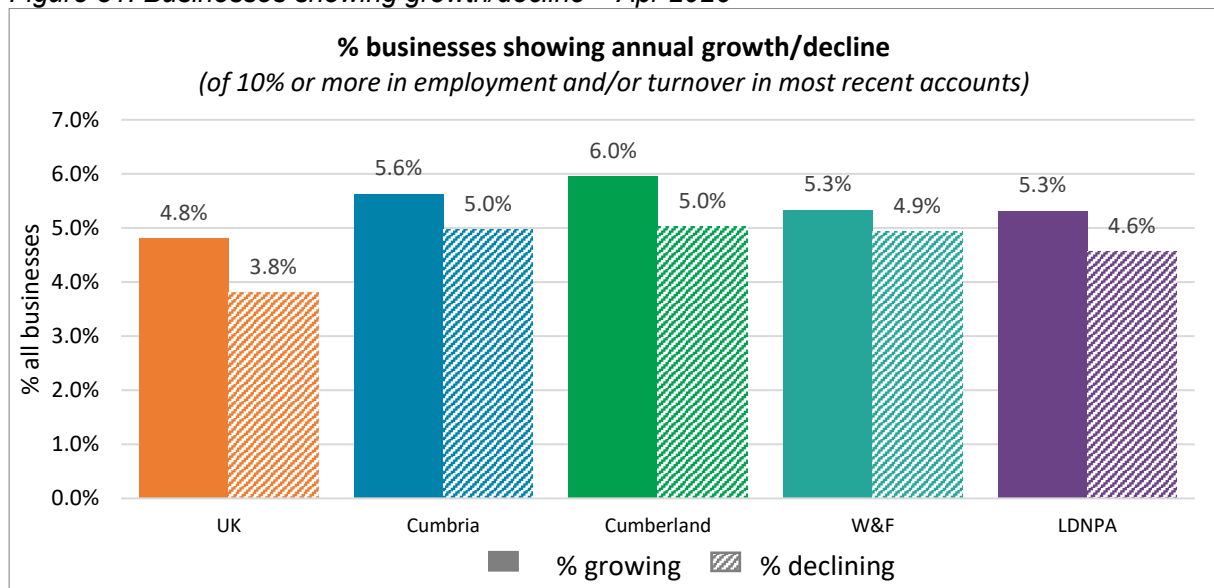
Figure 30: Businesses dissolved/in liquidation during month, timeseries



Source: FAME (Bureau Van Dijk)

Of the businesses which were active in Cumbria in Apr 2026, 1,701 had shown an increase of 10% in either employment or turnover in their most recent accounts whilst 1,504 had shown a decrease. This represents 5.6% of businesses growing on one or both measures and 5.0% declining. In both cases these percentages are higher than for the UK as a whole. (NB: the majority of businesses do not file detailed accounts at Companies House. Business may appear in both measures if they reported differing trends in employment and turnover.)

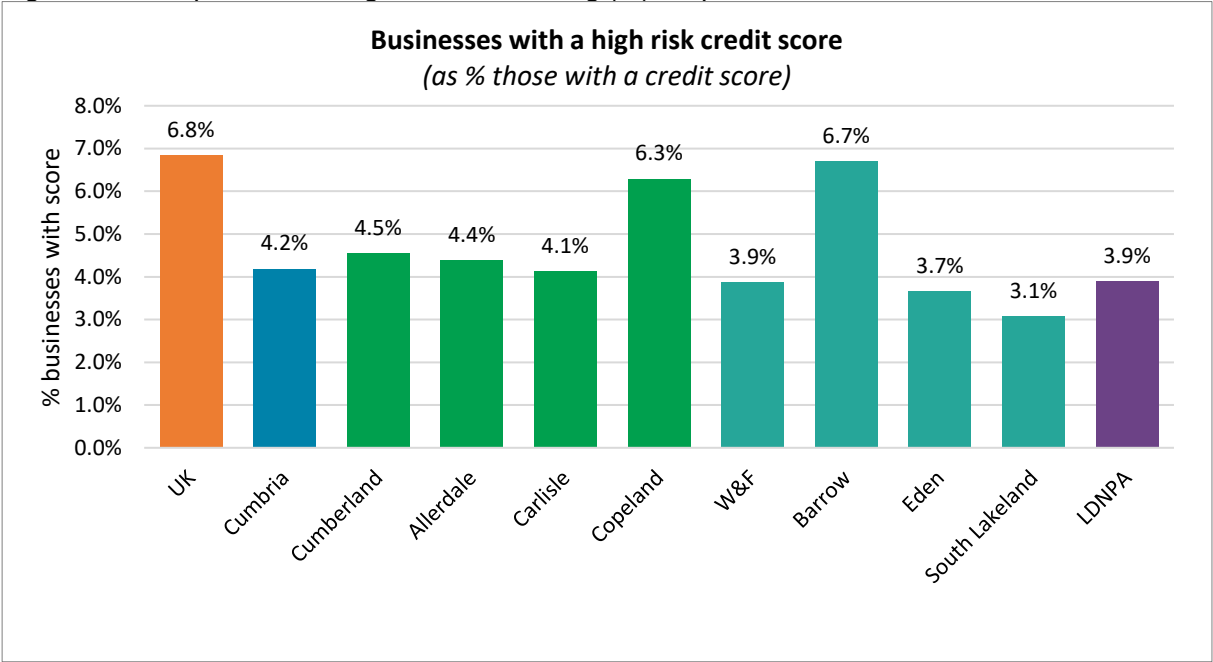
Figure 31: Businesses showing growth/decline – Apr 2026



Source: FAME (Bureau Van Dijk). LDNPA is based on wards and counts are also included in the relevant unitary.

At the end of Apr 2026, 678 companies in Cumbria had a high risk credit score (1-20) which is 4.2% of the companies on the system with a score and compares to to 6.8% nationally. The rate was highest in the former district areas of Copeland (6.3%) and Barrow (6.7%)

Figure 32: Companies with high risk credit rating (%) – Apr 2026

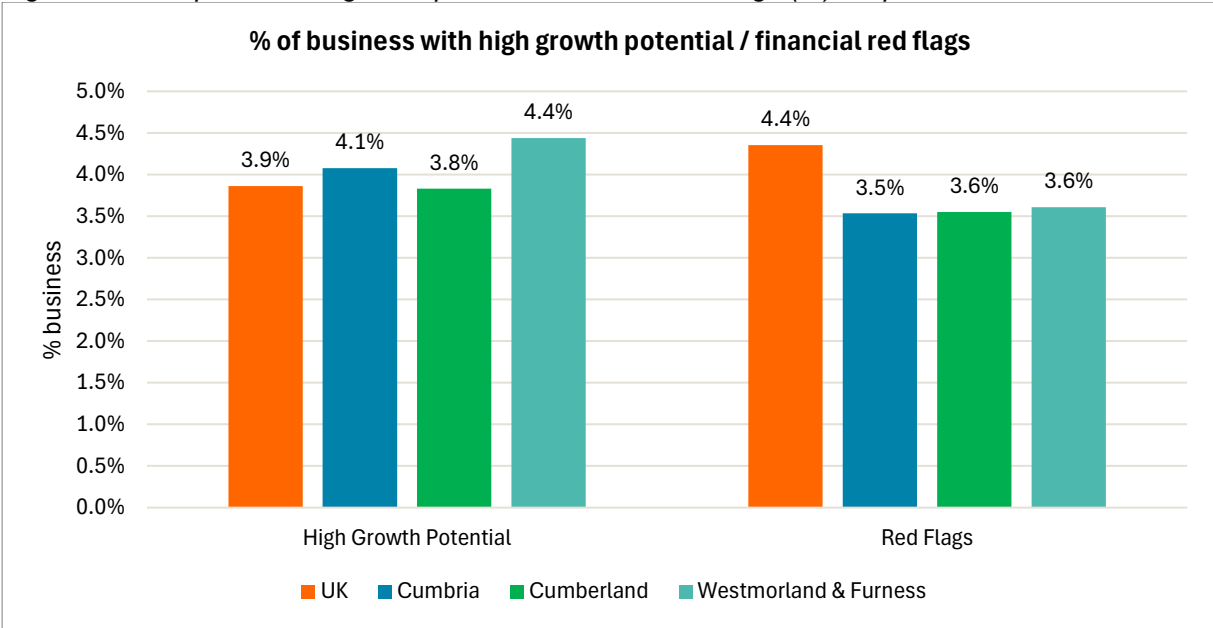


Source: FAME (Bureau Van Dijk) NB: % is of all active businesses with a credit score.

**Business Growth Potential and Financial Red Flags**

These data are extracted from the Growth Flag platform and measure those with a registered office or trading address in Cumbria. At the end of Apr 2026, 4.1% of businesses in Cumbria were rated as having high growth potential (likely or very likely) whilst 3.54% were rated as having financial red flags (not including provisional ratings). In both cases, these proportions are lower than nationally.

Figure 33: Companies with growth potential / financial red flags (%) – Apr 2026



Source: Growth Flag

Figure 34: Ward claimant data

CUMBERLAND	Jobseeker Claimant Count (JSA / UC seeking work)				
	Apr 2026		Change from Mar 2026		
	No	Rate	No	%	Rate
GB	1,674,360	4.0	15,110	0.9	0.0
Cumbria	6,705	2.2	20	0.3	0.0
Cumberland	4,235	2.5	60	1.5	0.0
1. Carlisle West	630	3.1	35	6	0.2
2. Petteiril	730	3.4	30	4	0.1
3. Border, Fellside & North Carlisle	345	1.5	-5	-1	0.0
4. Fells & Solway	305	1.7	-15	-5	-0.1
5. Lakes to Sea	540	2.2	5	1	0.0
6. Workington Together	685	3.5	-5	-1	0.0
7. Whitehaven & Coastal	535	2.6	0	0	0.0
8. South Cumberland	465	2.4	15	3	0.1
Aspatia	85	2.8	-5	-3	-0.1
Belah	70	1.6	0	2	0.0
Belle Vue	115	2.8	10	11	0.3
Botcherby	155	3.5	0	0	0.0
Bothel & Wharrels	35	1.3	0	-3	0.0
Brampton	65	2.1	0	-3	-0.1
Bransty	105	3.1	-5	-4	-0.1
Castle	210	4.8	5	2	0.1
Cleator Moor East & Frizington	80	2.5	10	11	0.2
Cleator Moor West	90	2.5	5	6	0.1
Cockermouth North	80	2.0	-5	-4	-0.1
Cockermouth South	55	1.5	0	-4	-0.1
Corby & Hayton	35	1.4	5	9	0.1
Currock	200	4.3	10	6	0.3
Dalston & Burgh	30	0.7	-10	-20	-0.2
Dearham & Broughton	45	1.2	0	0	0.0
Denton Holme	135	2.9	15	13	0.3
Egremont	110	3.2	0	-2	-0.1
Egremont North & St. Bees	85	2.7	10	12	0.3
Gosforth	45	1.4	0	-4	-0.1
Harraby North	145	3.2	5	2	0.1
Harraby South	105	2.7	0	1	0.0
Harrington	115	2.7	0	-1	0.0
Hillcrest & Hensingham	40	1.2	-5	-16	-0.2
Houghton & Irthington	15	0.6	0	-6	0.0
Howgate	70	2.0	-5	-8	-0.2
Kells & Sandwith	155	3.6	10	6	0.2
Keswick	55	2.0	5	12	0.2
Longtown	70	2.3	-5	-6	-0.1
Maryport North	110	3.1	0	1	0.0
Maryport South	160	4.0	5	3	0.1
Millom	105	3.1	5	3	0.1
Millom Without	35	1.4	5	9	0.1
Mirehouse	80	2.4	0	0	0.0
Morton	110	3.0	5	3	0.1
Moss Bay & Moorclose	210	5.0	-10	-5	-0.3
Seaton	105	2.7	0	2	0.1
Solway Coast	65	2.2	0	2	0.0
St. John's & Great Clifton	75	2.0	5	4	0.1
St. Michael's	180	5.0	0	1	0.1
Stanwix Urban	45	1.4	-5	-6	-0.1
Thursby	20	0.7	-5	-19	-0.2
Upperby	130	3.4	10	10	0.3
Wetheral	40	1.0	5	8	0.1
Wigton	105	2.6	0	-2	0.0
Yewdale	55	1.7	0	2	0.0

WESTMORLAND & FURNESS	Jobseeker Claimant Count (JSA / UC seeking work)				
	Apr 2026		Change from Mar 2026		
	No	Rate	No	%	Rate
GB	1,674,360	4.0	15,110	0.9	0.0
Cumbria	6,705	2.2	20	0.3	0.0
Westmorland & Furness	2,470	1.8	-40	-1.7	0.0
Barrow	1,085	2.6	-15	-1.5	0.0
Eden	545	1.7	-5	-0.9	0.0
South Lakeland	845	1.4	-20	-2.3	0.0
Alston & Fellside	55	1.4	-5	-9	-0.1
Appleby & Brough	45	1.4	0	-4	-0.1
Bowness & Lyth	30	1.5	0	3	0.0
Burton & Holme	20	0.9	-5	-21	-0.2
Coniston & Hawkshead	30	1.7	0	4	0.1
Dalton North	50	1.4	5	6	0.1
Dalton South	60	1.5	0	-2	0.0
Eamont & Shap	40	1.7	0	0	0.0
Eden & Lyvennet Vale	35	1.1	0	3	0.0
Grange & Cartmel	60	1.1	-5	-7	-0.1
Greystoke & Ulswater	20	0.7	0	-5	0.0
Hawcoat & Newbarns	70	1.2	0	0	0.0
Hesket & Lazonby	35	1.0	0	3	0.0
High Furness	30	1.4	0	-6	-0.1
Kendal Castle	35	1.0	0	0	0.0
Kendal Highgate	85	2.2	-10	-9	-0.2
Kendal Nether	60	1.6	-5	-6	-0.1
Kendal South	40	1.2	10	31	0.3
Kendal Strickland & Fell	100	2.3	15	17	0.3
Kent Estuary	40	1.2	5	11	0.1
Kirkby Stephen & Tebay	55	1.9	0	0	0.0
Levens & Crooklands	10	0.5	-5	-25	-0.2
Low Furness	20	0.8	5	27	0.2
Old Barrow	450	5.4	0	0	0.0
Ormsgill & Parkside	215	3.0	-5	-3	-0.1
Penrith North	110	2.4	5	6	0.1
Penrith South	150	2.3	-5	-3	-0.1
Risedale & Roosecote	135	2.1	-10	-6	-0.1
Sedbergh & Kirkby Lonsdale	55	1.2	5	6	0.1
Ulverston	120	1.6	-5	-5	-0.1
Upper Kent	35	1.4	-5	-8	-0.1
Walney Island	105	1.7	0	-1	0.0
Windermere & Ambleside	75	1.2	-20	-21	-0.3

Source: ONS/DWP – Cumberland Council calculations, totals may not sum due to rounding & disclosure controls

## Areas contained in Cumberland Community Panels / Westmorland & Furness Locality Board Areas

<b>Cumberland Community Panels</b>			
<b>Community Panel</b>	<b>Wards covered</b>	<b>Community Panel</b>	<b>Wards covered</b>
1. Carlisle West	Belle Vue	5. Lakes to Sea	Bothel & Wharrels
	Castle		Cockermouth North
	Denton Holme		Cockermouth South
	Morton		Dearham & Broughton
	Yewdale		Keswick
2. Petteiril	Botcherby	6. Workington Together	Maryport North
	Currock		Maryport South
	Harraby North		Harrington
	Harraby South		Moss Bay & Moorclose
3. Border, Fellside & North Carlisle	Upperby	7. Whitehaven & Coastal	Seaton
	Belah		St. John's & Great Clifton
	Brampton		St Michael's
	Corby & Hayton		Bransty
	Houghton & Irthington		Egremont North & St. Bees
	Longtown		Hillcrest & Hensingham
4. Fells & Solway	Stanwix Urban	8. South Cumberland	Howgate
	Wetheral		Kells & Sandwith
	Aspatria		Mirehouse
	Dalston & Burgh		Cleator Moor East & Frizington
	Solway Coast		Cleator Moor West
	Thursby		Egremont
	Wigton		Gosforth
			Millom
			Millom Without
<b>Westmorland &amp; Furness Locality Boards</b>			
<b>Locality Board</b>	<b>Areas covered</b>		
Eden	former Eden district		
South Lakeland	former South Lakeland district		
Furness	former Barrow-in-Furness district		

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