

UNDERSTANDING THE COASTAL COMMUNITIES OF THE NORTH WEST

**LOCAL AUTHORITY
DISTRICT SUMMARY:**

WYRE

JUNE 2009



Wyre contains three of the 47 communities considered within the regional study of coastal communities across the North West¹. This summary offers a high level extract of analysis into those communities.

- **Cleveleys** forms part of the urban area of Greater Blackpool. It is a separate settlement however and has quite different characteristics and functionality to Blackpool. Cleveleys is a service centre and location of choice for many of the current and former working population engaged in economic activity on the Lancashire coast. The data shows that Cleveleys population has grown in between 2001 and 2007 with a strong increase in the 16-29 age group as well as the over 45 age groups².
- **Fleetwood** has an operational port, hosting a RO/RO ferry service to Northern Island, a fishing fleet and marina. It has a high incidence of benefit claimants, deprivation and low income households. Fleetwood is a sizable employment centre (c. 9000 travel to work trips conclude in the settlement) but is relatively weak in terms of retaining its working population, especially considering its location, with self containment only just exceeding 50% and a net daily loss of workers³. Local employment is dominated by the distribution, hotel and restaurant, and public administration industry groups.
- **Preesall** and Knott End on Sea are considered as a single urban area in data terms. The two settlements form a residential and service centre situated opposite Fleetwood on the east bank of the Wyre Estuary. They are a popular settlement and have experienced strong growth in population between 2001 . 2007, especially in the 16 . 29 age band⁴. The socio-economic characteristics of the resident population are generally in line with the sub-regional averages.

Data relating to the socio-economic and environmental characteristics of each settlement can be found in the %Understanding the Coastal Communities of the North West . Data Workbook+. This data can be brought together to provide a detailed picture for the coastal communities within Wyre. The table below records the relative performance of each settlement against a set of summary indicators. It defines the performance of each community with reference to the sub-regional average for each indicator⁵.

¹ Understanding the Coastal Communities of the North West; Rural Innovation; June 2009

² See Understanding the Coastal Communities of the North West . Data Workbook; 2001 Population and 2001 . 2007 Population Change

³ See Understanding the Coastal Communities of the North West . Data Workbook; 2001 Travel to Work Out

⁴ See Understanding the Coastal Communities of the North West . Data Workbook; 2001 Population and 2001 . 2007 Population Change

⁵ A sub-regional rather than regional average has been used because of the significant impact of communities within Merseyside on the overall regional data. See main report, Geographic Analysis (page 6)

Community	Population	Aged Pop.	Pop Growth	Low Income	Car Ownership	Deprivation	Unemployment	Retail & Hospitality	Access to Services	Employment Centre	House Ownership	Private Rented Housing
Cleveleys	31,138	+	+	-	=	-	-	-	-	+	-	=
Fleetwood	26,750	+	+	+	-	+	+	+	=	+	+	+
Preesall	4,788	+	+	-	+	-	-	-	-	=	-	-

= about average, + more than average, - less than average
gaps indicate where Lower Super Output Area analysis was not possible for some settlements

Typology

Within the main report four typologies of coastal communities have been identified; large urban areas, working towns by the sea, maritime towns and settlements of choice⁶.

Fleetwood is categorised as a Maritime Town. These are the places where the coastal influence is most powerful. This descriptor covers a much broader range of places than the national focus on 'Seaside Towns' has so far allowed. Maritime Towns have at some point been defined by a functional / economic relationship with the sea. Their future will be heavily influenced by the coastal features which have and continue to attract people and businesses to them. They can be resorts or ports, and are frequently both. Policy relating to Maritime Towns should regard their coastal location as a core issue, and understand the challenges and opportunities that it provides.

Cleveleys and Preesall have been categorised as Settlements of Choice. These are popular communities made even more attractive by the high quality environment of their coastal location. They have a strong link to the sea and have often developed around their role as a harbour or haven. The coastal location of these settlements is a very real asset yet it risks prejudicing their future as sustainable communities . both in terms of low carbon living and the balance and vibrancy of their population and business stock. These communities tend not to have structural social economic problems requiring bold intervention. Instead they need gentle but positive management to ensure they remain relatively balanced communities able to meet the obligations of sustainable living.

⁶ See main report, Functional Typology of Coastal Settlements (page 82)

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