

UNDERSTANDING THE COASTAL COMMUNITIES OF THE NORTH WEST

**LOCAL AUTHORITY
DISTRICT SUMMARY:**

BLACKPOOL

JUNE 2009



Blackpool is one 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 this community.

- **Blackpool** is Lancashire's largest coastal community hosting more than 50% of Lancashire's coastal residents. The town remains one of the nation's favourite holiday destinations with the Blackpool Pleasure Beach attracting 5.5 million visitors in 2007. But despite this relative popularity the Blackpool brand has lost much of its shine in recent times and the town has some serious issues including the high levels of deprivation and benefit claimants². Some of these problems are being tackled through a 15 year regeneration programme³, for which the national Sea Change programme has contributed circa £4 million towards specific projects⁴.

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 Blackpool. 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.

Community	Population	Aged Pop.	Pop Growth	Low Income	Car Ownership	Deprivation	Unemployment	Retail & Hospitality	Access to Services	Employment Centre	House Ownership	Private Rented Housing
Blackpool	161,745	+	-	=	-	+	+	+	-	+	+	+

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

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; IMD Deprivation and Benefit Claimants

³ Launched March 2003

⁴ See main report, Overview of the Coast (page 11)

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)

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.

Blackpool has been 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.

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