

UNDERSTANDING THE COASTAL COMMUNITIES OF THE NORTH WEST

**LOCAL AUTHORITY
DISTRICT SUMMARY:**

FYLDE

JUNE 2009



Fylde contains 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 those communities.

- **Lytham & St. Annes** have been grouped together for the purpose of this research. Lying immediately south of Blackpool it remains a popular coastal resort and has become a very desirable place for people to live². It has the second lowest IMD Deprivation score of all communities in Lancashire and the highest average prices for detached and semi-detached homes. It is also a net attractor in employment terms, hosting some 18,921 jobs.

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 South Lakeland. 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 indicator³.

Community	Population	Aged Pop.	Pop Growth	Low Income	Car Ownership	Deprivation	Unemployment	Retail & Hospitality	Access to Services	Employment Centre	House Ownership	Private Rented Housing
Lytham & St. Annes	41,401	+	+	-	=	-	-	-	-	+	+	+

= 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

³ 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 choice⁴.

Lytham & St. Annes has been categorised as a Settlement 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.

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⁴ See main report, Functional Typology of Coastal Settlements (page 82)