

UNDERSTANDING THE COASTAL COMMUNITIES OF THE NORTH WEST

**LOCAL AUTHORITY
DISTRICT SUMMARY:**

ALLERDALE

JUNE 2009



Allerdale contains four 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.

- **Workington** is the main administrative centre of the district and is a centre of sub-regional importance. Its economic relationship with the sea is limited. Plans and visioning of its economic future are not reliant upon its relationship with the sea, yet its coastal location clearly brings opportunities.
- Earlier research² shows that **Maryport** operates in an economic network with Workington and Whitehaven (in Copeland district). It is a relatively weak employment centre in its own right, exporting a significant volume of labour to the other towns. Maryport has a strong historical connection to the sea and retains an attractive harbour used by leisure and a limited number of commercial vessels. Economic development and tourism stakeholders have identified the harbour area and Maryport's links with the sea as a key driver for its economic future.
- **Silloth** is a small centre and suffers from its relative isolation. It has ongoing economic links with the sea through its (small) working port, dunes system and links golf course. It is situated on the edge of the South Solway Area of Outstanding Natural Beauty and retains some function as a resort. Silloth also has characteristics that mark it out as a retirement destination³.
- **Allonby** has a limited economic role (unsurprising given its size) and particularly aged population⁴.

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 Allerdale. 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 The North West Key Service Centres . Role and Function, Land Use Consultants, September 2006

³ See Understanding the Coastal Communities of the North West . Data Workbook; 2001 Population and 2001 . 2007 Population Change

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
Allonby	469	=		-	+						-	+
Maryport	9,603	=	=	+	-	+	+	+	-	-	+	-
Silloth	2,920	=	+	-	+	-	-	-	+	=	=	+
Workington	28,246	=	-	+	-	+	+	+	+	=	+	-

= 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. The four communities in Allerdale have all been categorised as Maritime Towns. These are settlements which come in a variety of sizes, but whose development has at some point been based on a functional / economic relationship with the sea. They can be resorts or ports, and are frequently both. These settlements exhibit a mixture of socio-economic characteristics, but share higher levels of Incapacity Benefit Claimants and of private rented accommodation and homes in multiple occupations than average. They tend to have a younger profile to their population than the Settlements of Choice and lower household incomes. They are the places where the coastal influence is most powerful. These communities have been shaped by their seaside location, but are all now suffering, to a greater or lesser extent, as a result of how this legacy has evolved. Policy relating to these towns needs to consider their coastal location as a core issue, and understand the challenges and opportunities that it provides. The issue for policy makers is how best to correct the structural problems that they suffer in order to allow these benefits to be maximised. Even within the Maritime Towns typology there is substantial diversity amongst the settlements, and policies relating to the towns will need to be alive to those differences.

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

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