

UNDERSTANDING THE COASTAL COMMUNITIES OF THE NORTH WEST

**LOCAL AUTHORITY
DISTRICT SUMMARY:**

FYLDE

JUNE 2009



Fylde contains two 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** one of the least deprived coastal communities in the region. The average price in 2008 was 68% higher than for the Lancashire coastal communities as a whole and it hosts important employers in the banking, finance and insurance sector. Yet Lytham also experiences problems consistent with many of the region's coastal towns. It has a higher proportion of households in the lowest income band than might be expected . indeed at 5% a higher proportion than St Annes and a significant proportion of Lytham's population is above retirement age with relatively few households with children.
- **St. Annes** is the bigger place and lies just north of Lytham, bordering Blackpool. It hosts twice as many jobs as Lytham and has 10,000 more residents. The high levels of benefit claimants (especially of incapacity benefit), a percentage of housing stock in private rented accommodation and significant proportion of employment (28%) in the distribution, hotels and restaurants sector, despite a limited retail offer, all accord with the statistical picture of a resort town.

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 Fylde. 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 indicator².

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

= about average, + more than average, - less than average

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

² 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 choice³.

Both Lytham and St. Annes have been categorised as Maritime Towns. 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.

For further information about the research contact:

North West Coastal Forum Secretariat
4NW
Wigan Investment Centre
Waterside Drive
Wigan
WN3 5BN
Tel: 01942 776941
www.nwcoastalforum.co.uk

³ See main report, Functional Typology of Coastal Settlements (page 82)