

ENGLAND'S SMALLER SEASIDE TOWNS

A 'benchmarking' study

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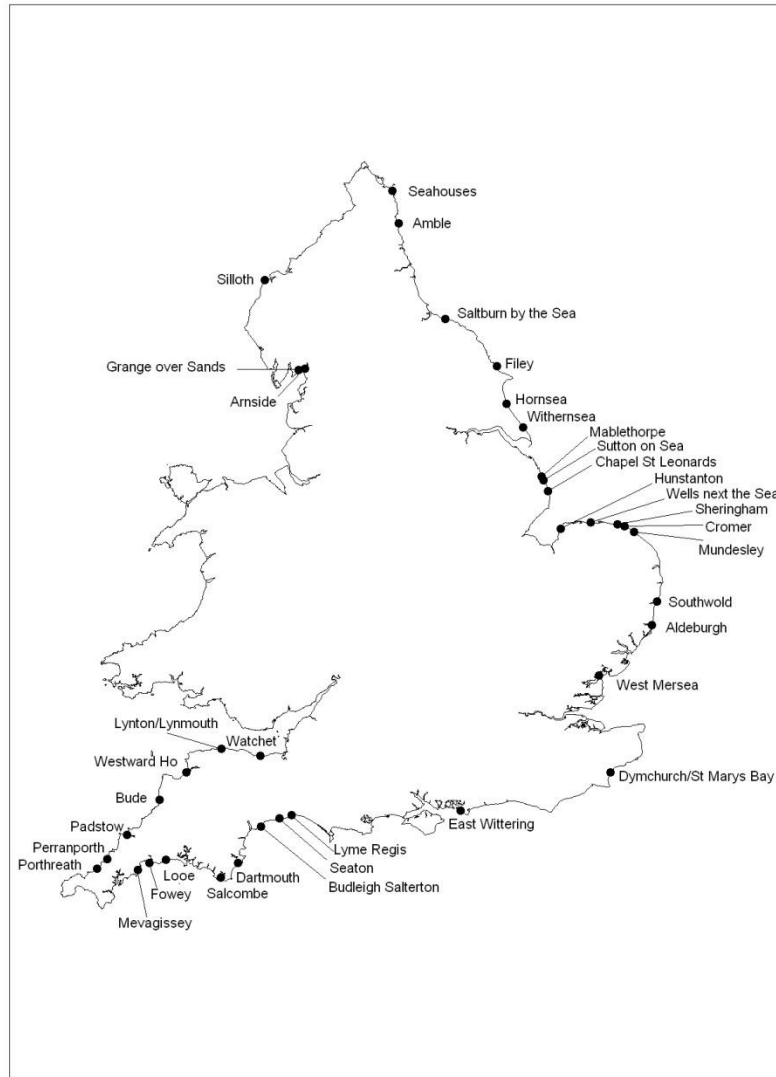
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SCOPE OF SMALLER SEASIDES STUDY

- ❑ Directly comparable to existing study of larger seaside towns
- ❑ Towns with between 10,000 and c.1,500 population
- ❑ Seaside towns/resorts rather than all smaller places along the coast
- ❑ Defined at LSOA level
- ❑ Comparisons with rural averages

ENGLAND'S SMALLER SEASIDE TOWNS



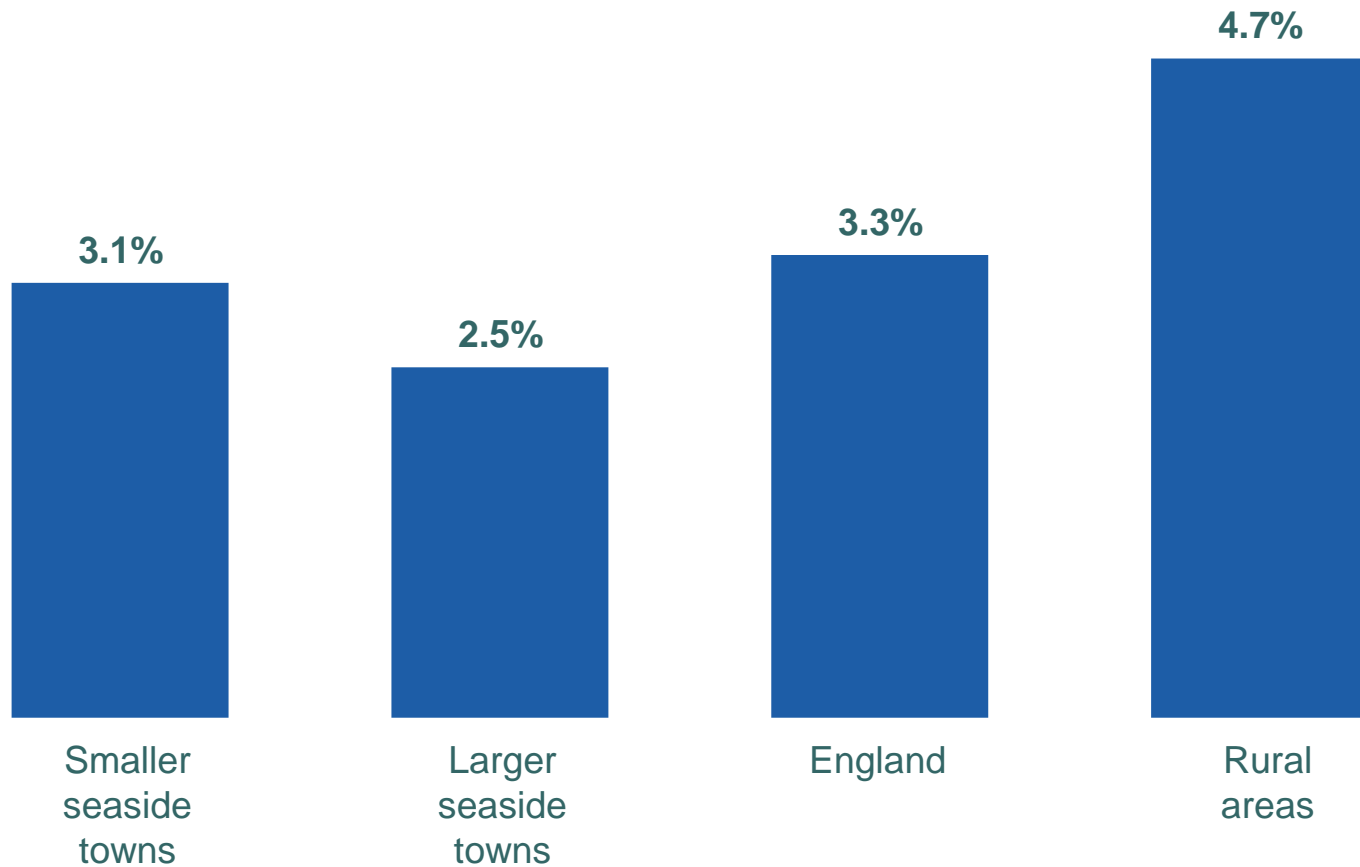
POPULATION, 2007

Smaller seaside towns (c.1,500 - 10,000 pop)	170,000
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Larger seaside towns (more than 10,000 pop)	2.9m
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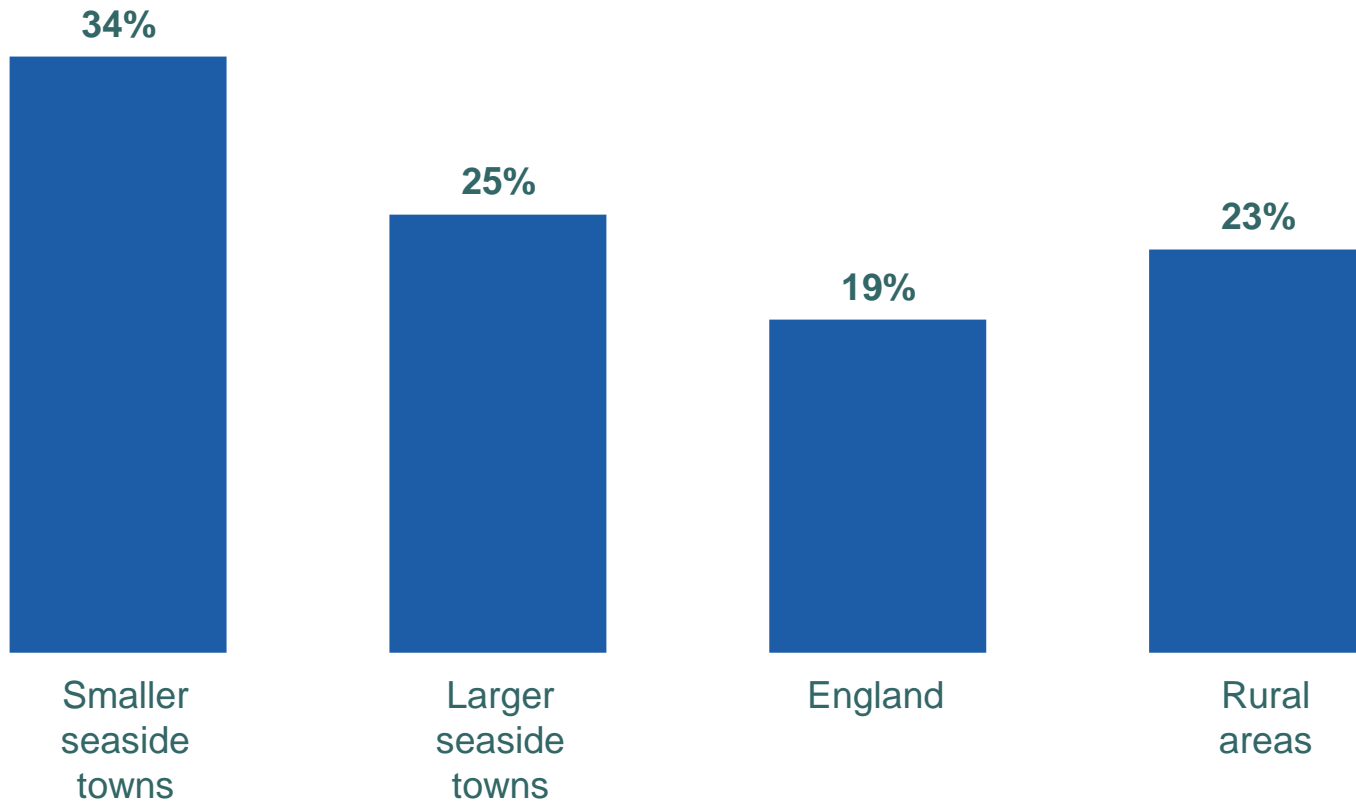
Source: ONS mid-year population estimates

POPULATION GROWTH, 2001-07



Source: ONS mid-year population estimates

SHARE OF POPULATION AGED 60/65+, 2007



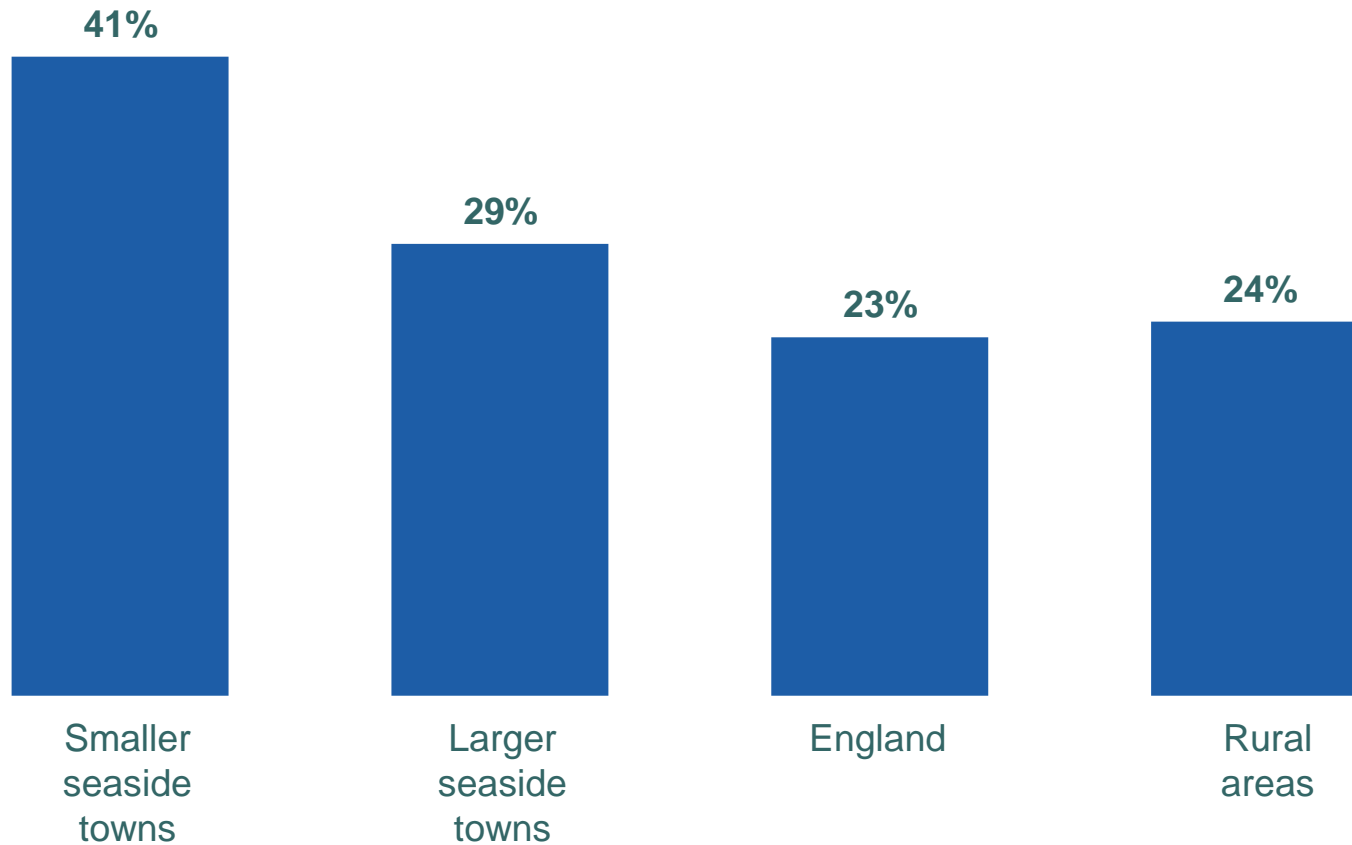
Source: ONS mid-year population estimates

EMPLOYMENT CHANGE, 2003-07



Source: ABI

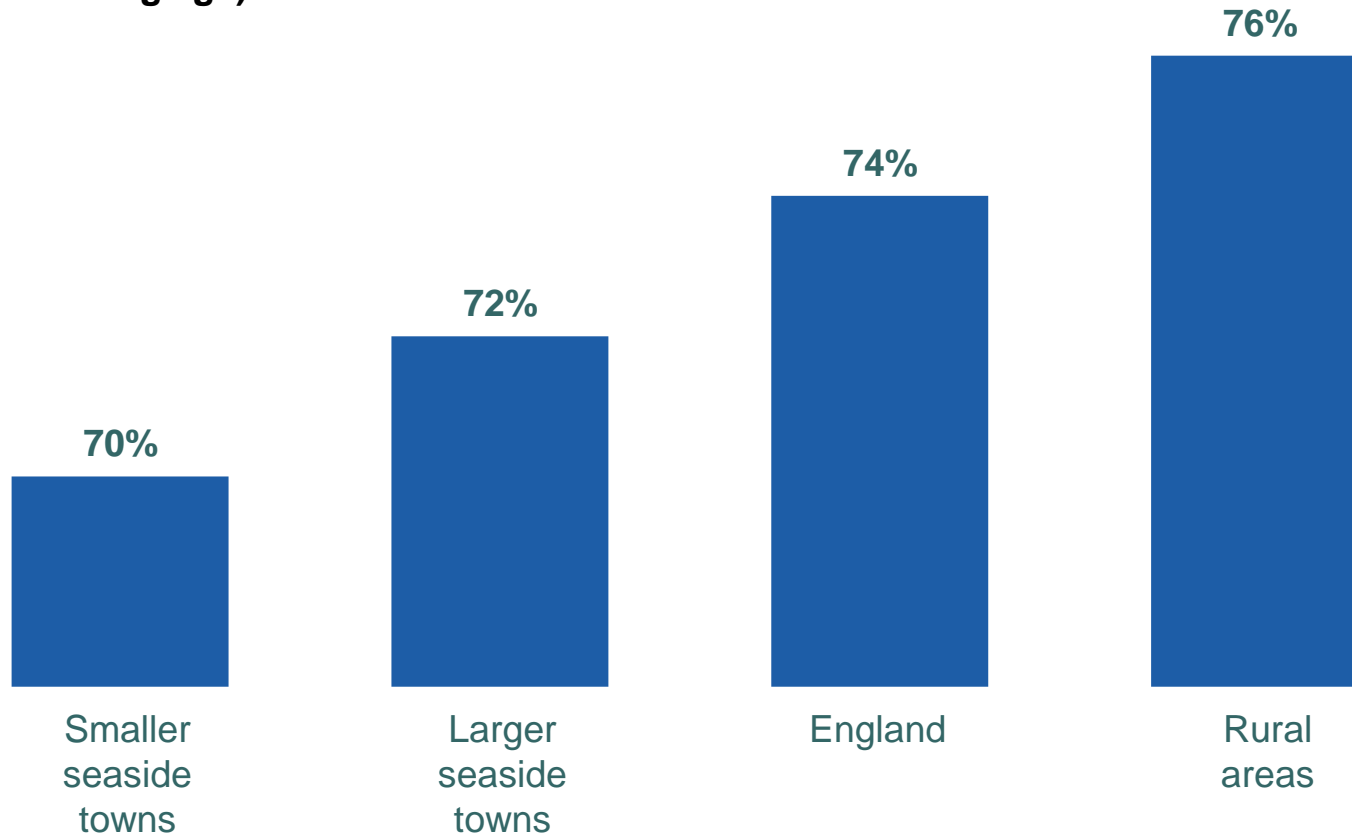
SHARE OF JOBS IN DISTRIBUTION, HOTELS, RESTAURANTS, 2007



Source: ABI

EMPLOYMENT RATE, 2007

(% of working age)

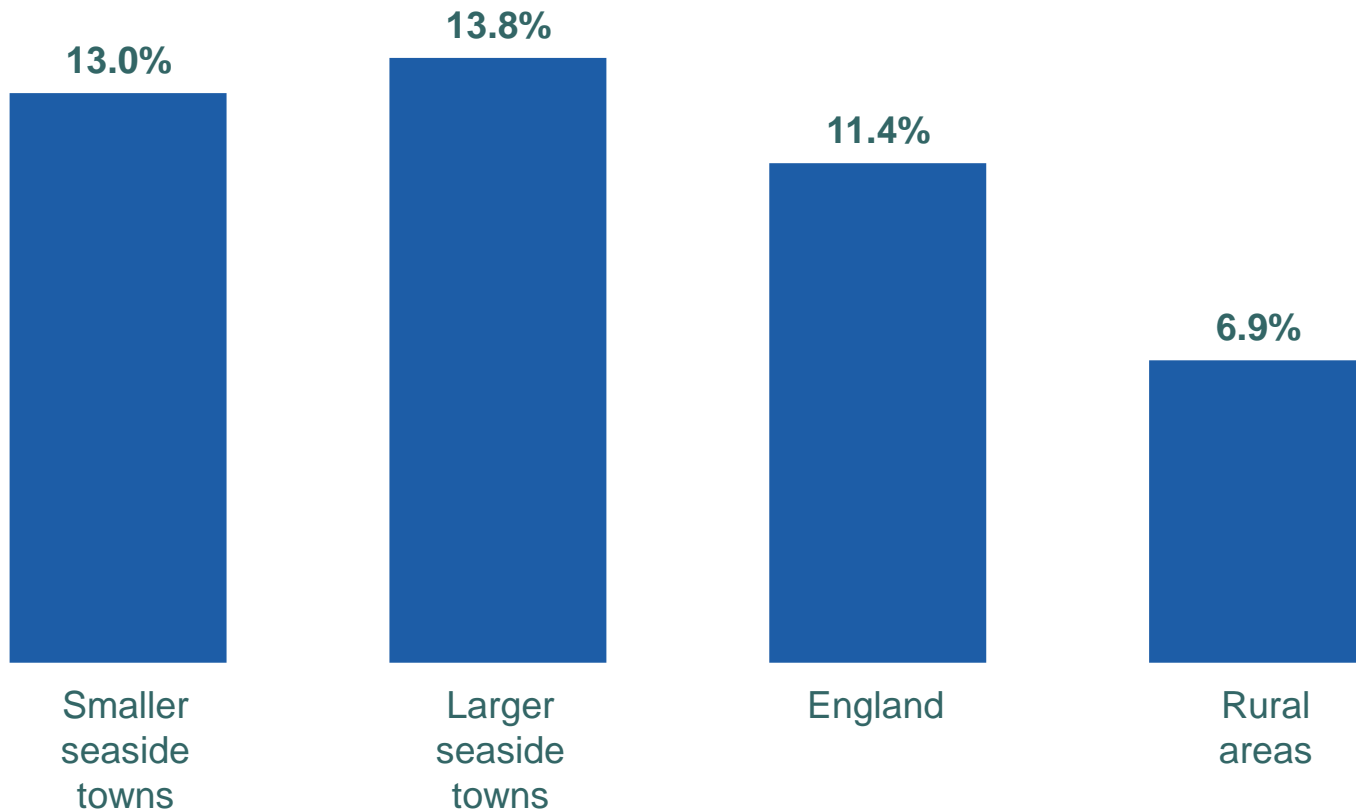


Sources: Census, LFS, ONS

SMALLER SEASIDE TOWNS - WORKFORCE

- ❑ Occupational structure (managers, skilled etc) of residents not very different from larger seaside towns or England
- ❑ Skill levels (Levels 0-5) not very different either
- ❑ Share achieving 5 A-Cs at GCSE fairly average
- ❑ But compared to *rural* averages, smaller seaside towns look disadvantaged

WORKING AGE BENEFIT CLAIMANT RATE, November 2008 (% of working age)



Sources: DWP, ONS

WORKING AGE BENEFIT CLAIMANT RATE, November 2008

% of working age

Top 3 smaller seaside towns

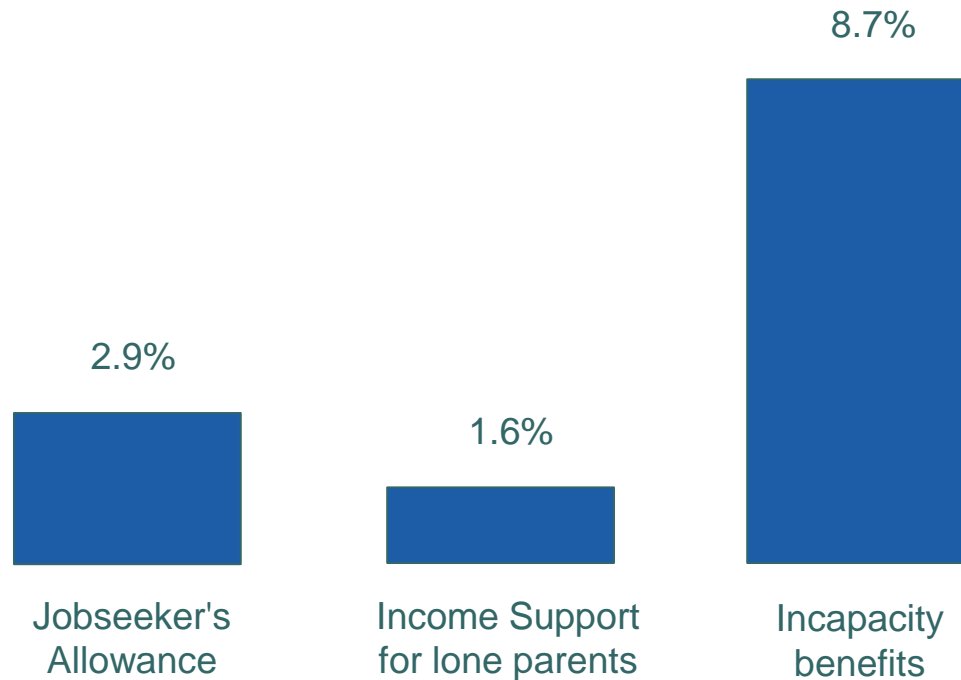
Mablethorpe	26.1
Chapel St Leonards	25.1
Sutton on Sea	21.6

Bottom 3 smaller seaside towns

Salcombe	5.5
Aldeburgh	5.4
Arnside	4.4

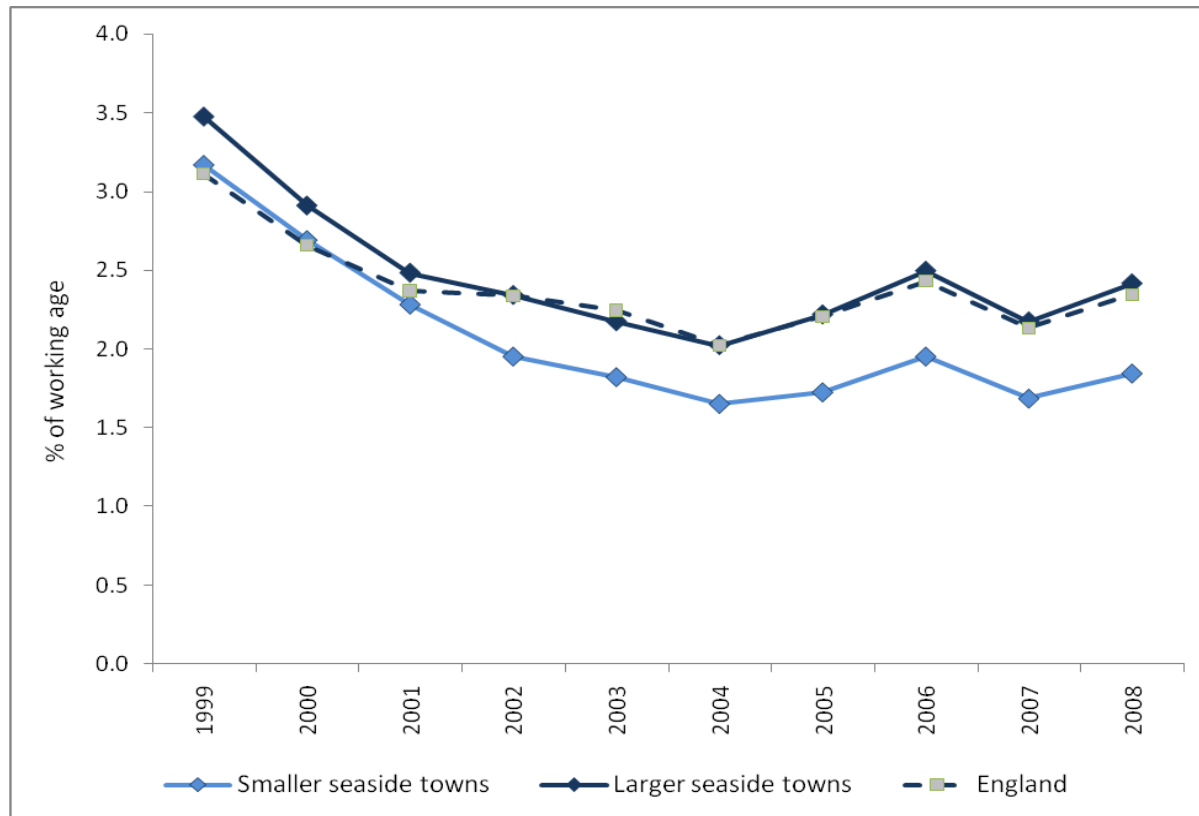
Source: DWP, ONS

CLAIMANT RATE IN SMALLER SEASIDE TOWNS, November 2008 (% of working age)



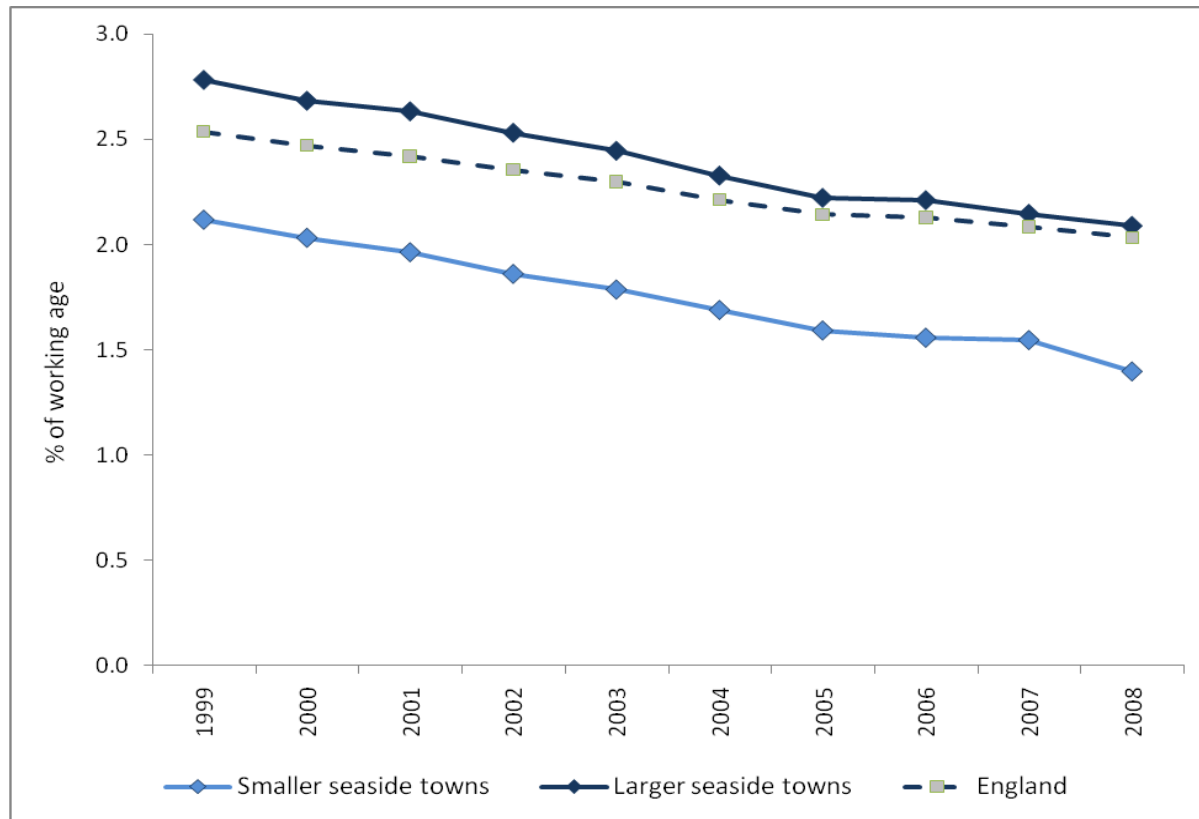
Sources: DWP, ONS

JSA Claimant Rate



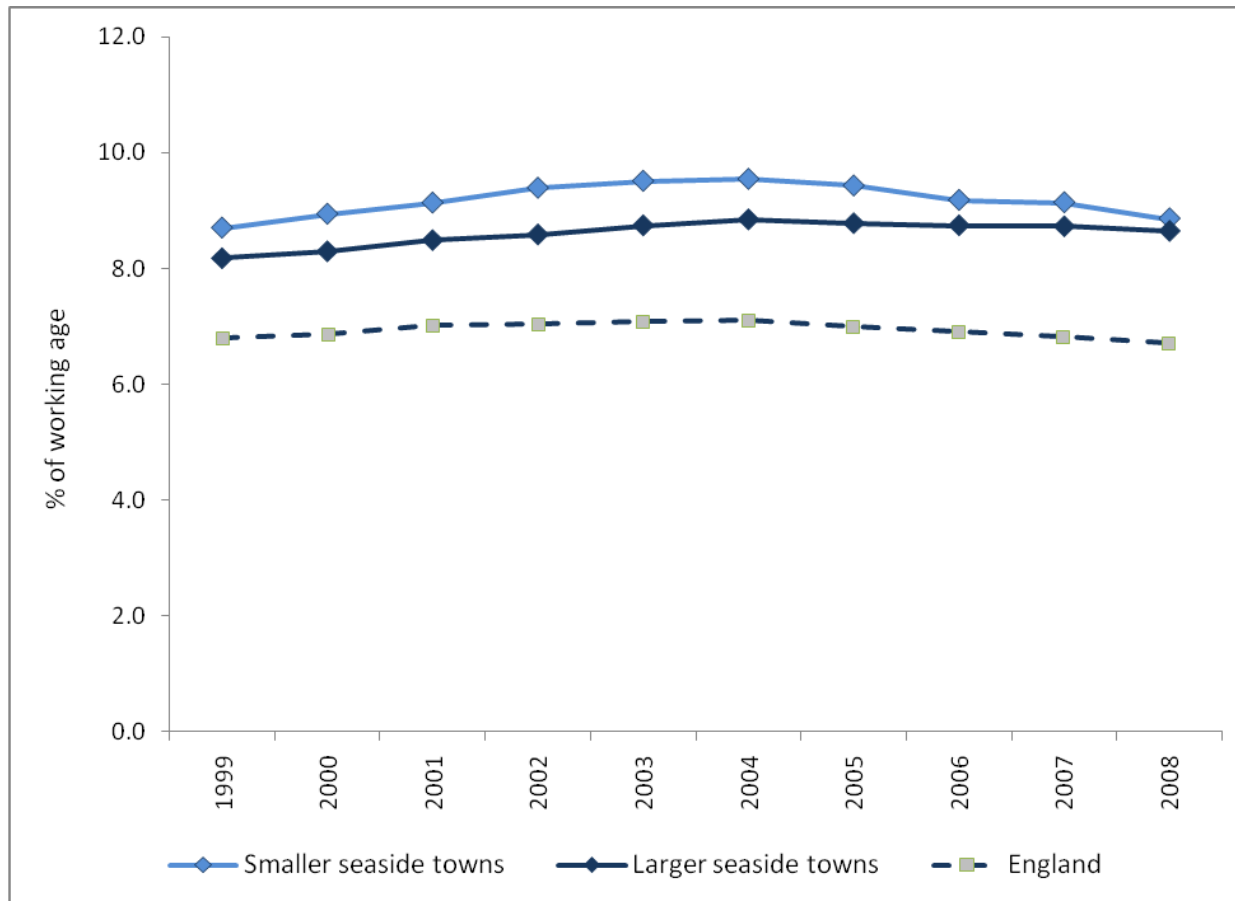
Sources: DWP, ONS

IS LONE PARENT claimant rate



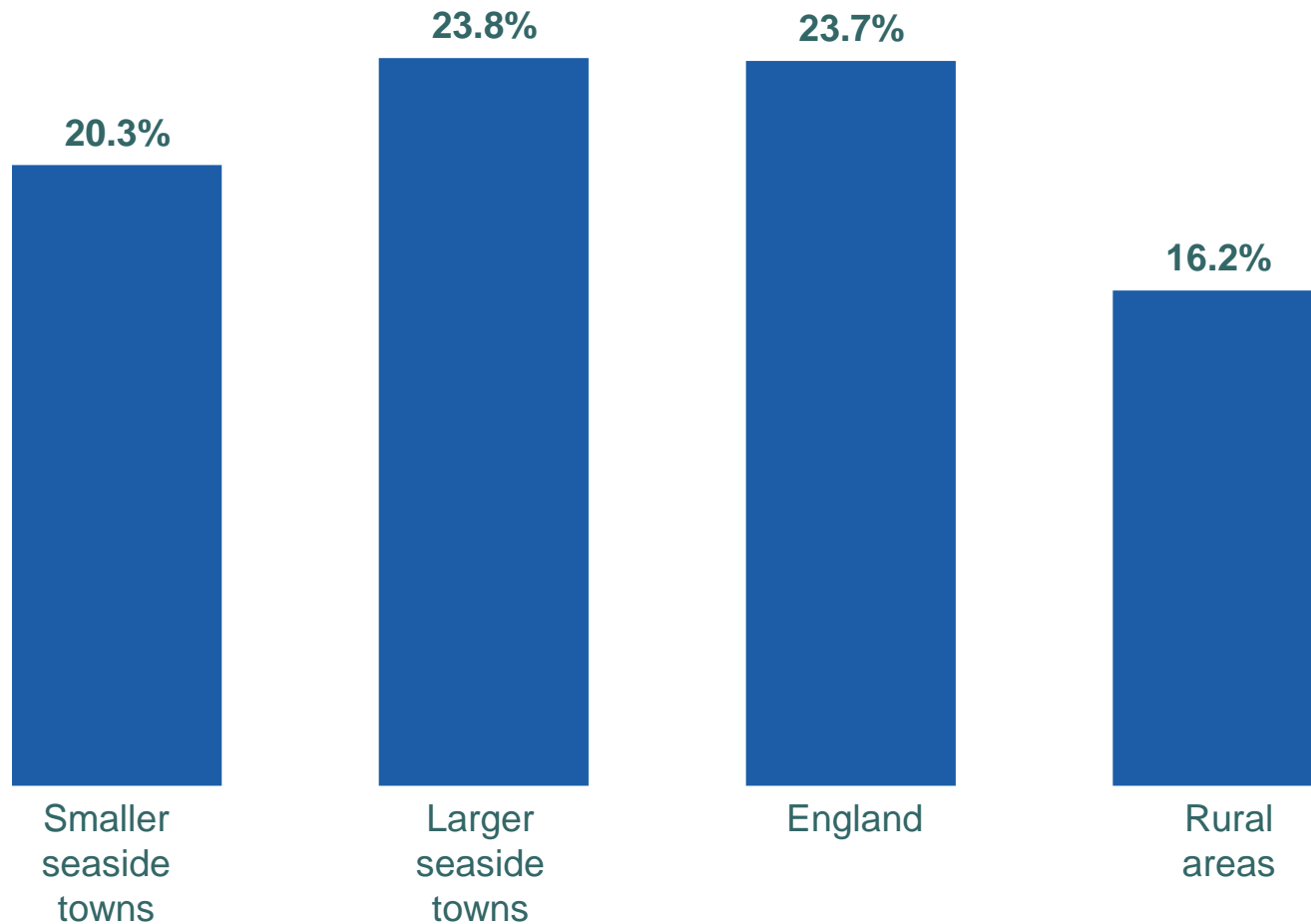
Sources: DWP, ONS

IB/SDA claimant rate



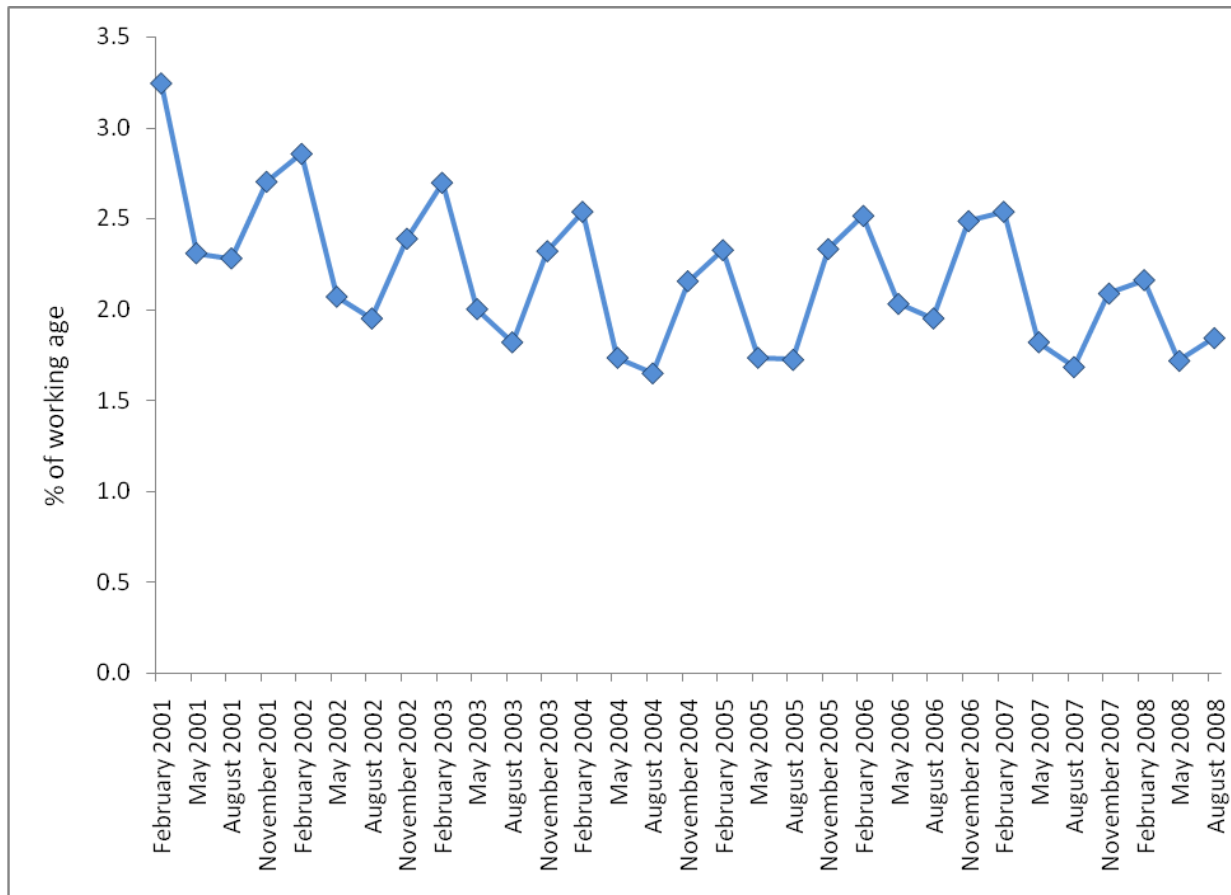
Sources: DWP, ONS

PENSION CREDITS claimant rate, November 2008 (% of over 60/65s)



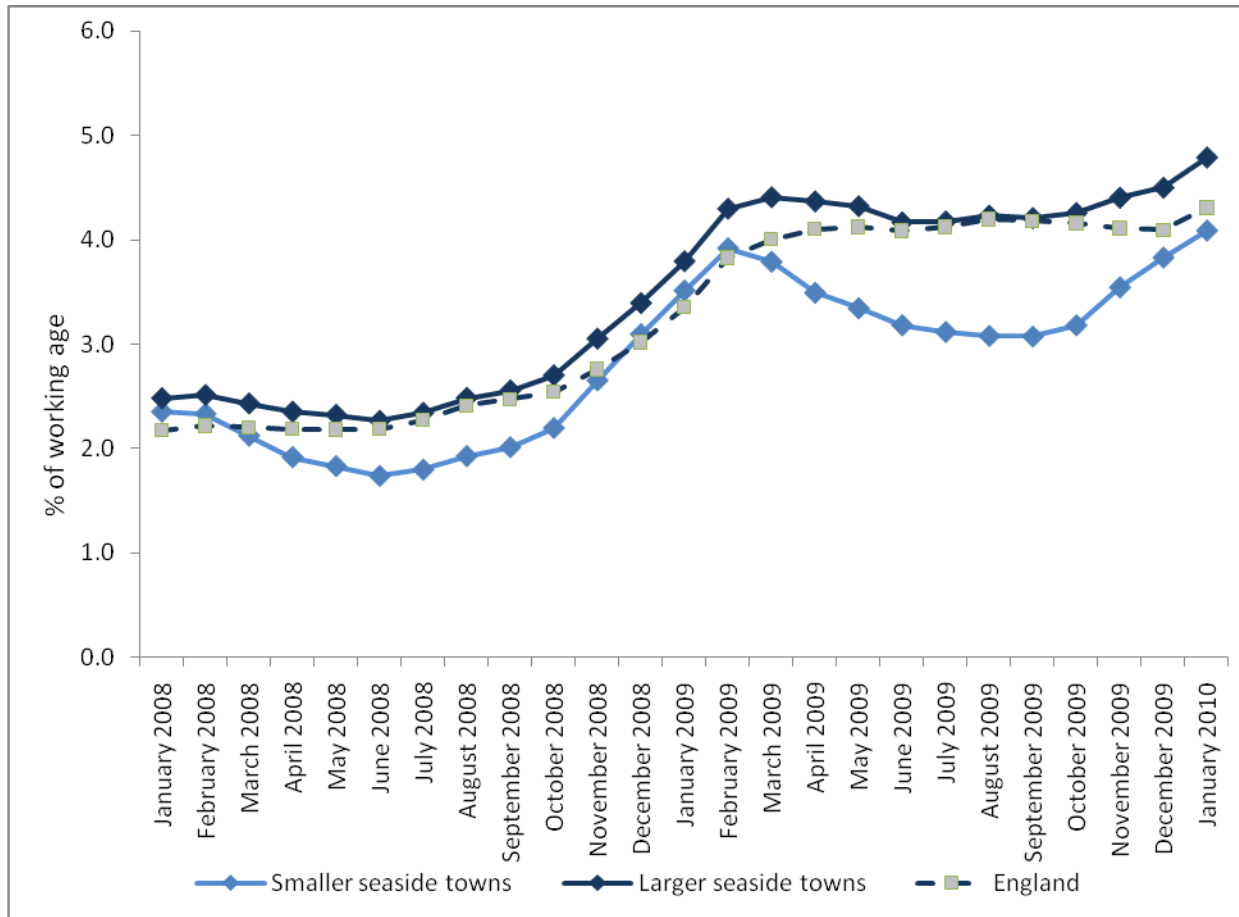
Sources: DWP, ONS

SEASONAL UNEMPLOYMENT



Sources: DWP, ONS

CLAIMANT UNEMPLOYMENT, January 2008- January 2010



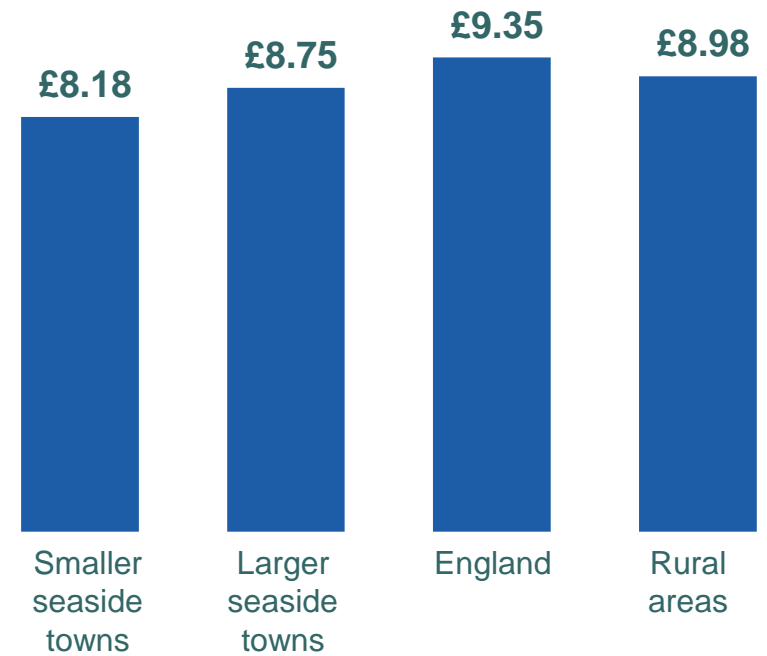
Sources: DWP, ONS

MEDIAN HOURLY EARNINGS, 2008

Men

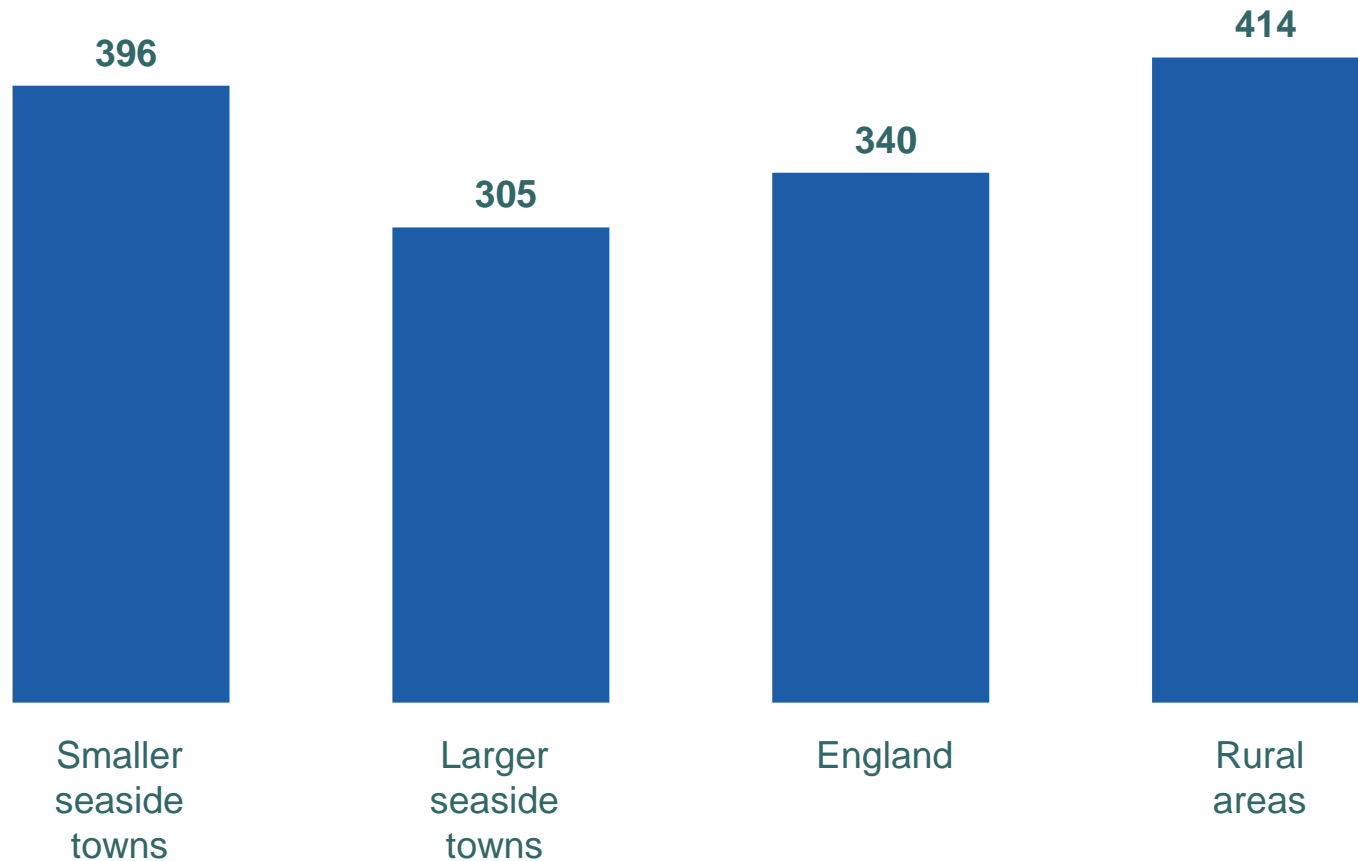


Women



BUSINESS STOCK, 2007

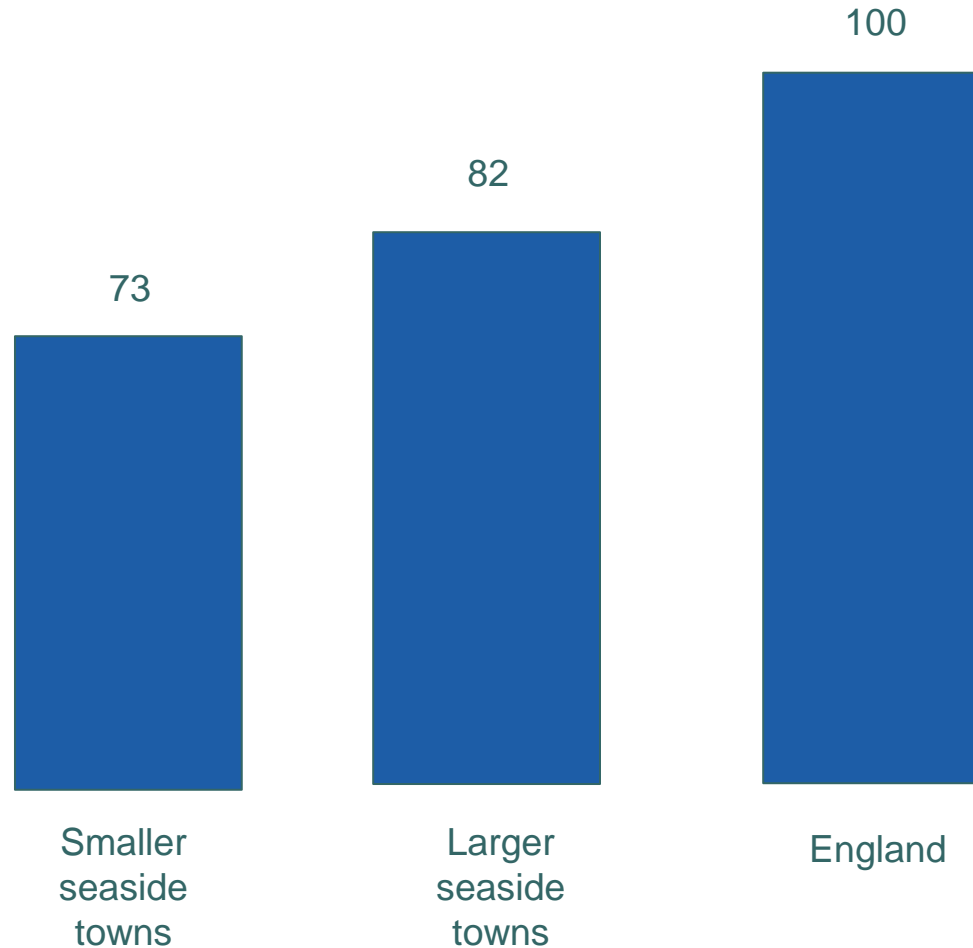
(VAT registered businesses per 10,000 residents)



Figures refer to districts in which seaside towns are located

Source: DBIS

GVA PER HEAD IN LOCAL NUTS 3 REGION, 2006 (England = 100)



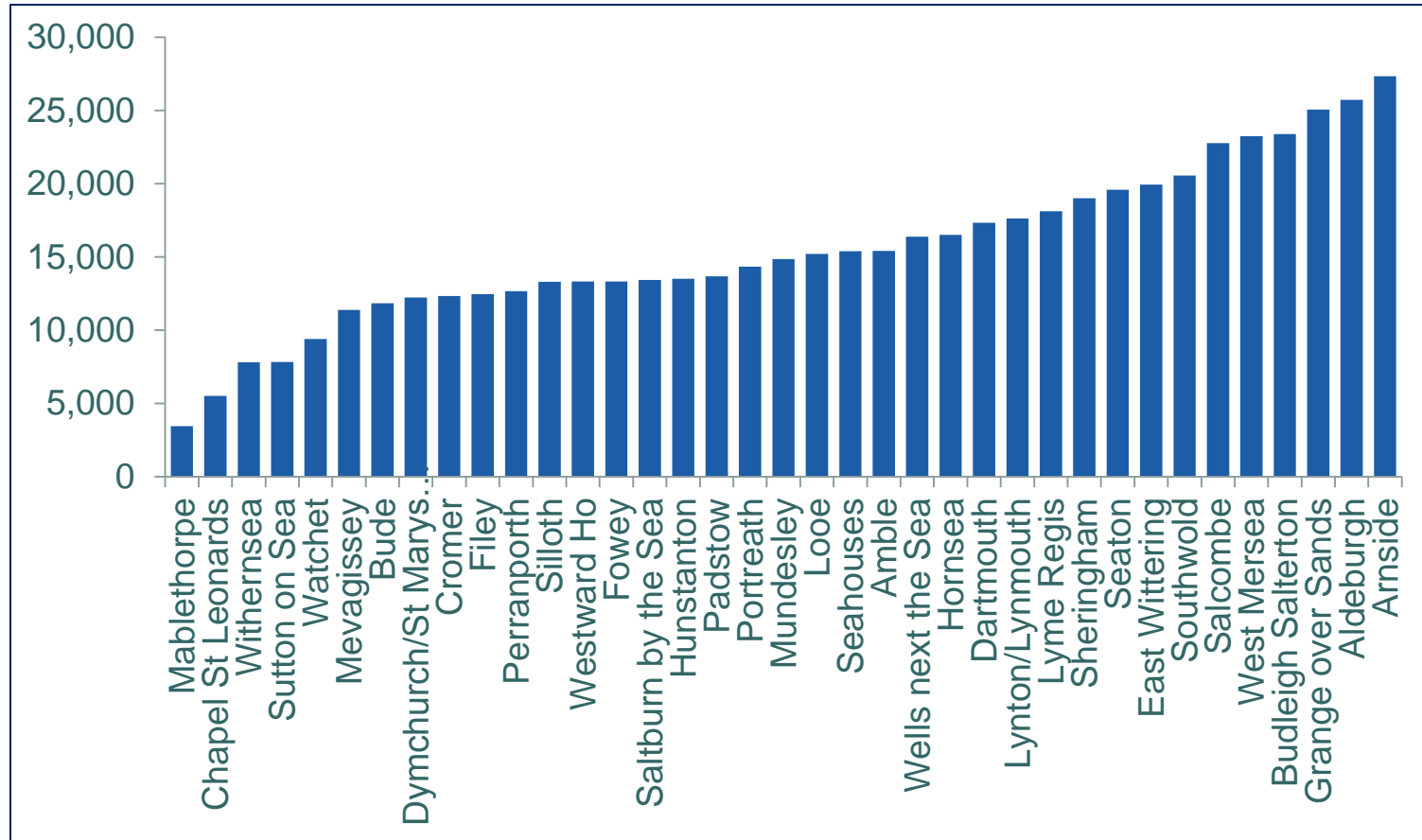
Source: ONS

HOUSING

- ❑ Smaller seaside towns have
 - Above national average share of owner-occupiers
 - Low share in social rented
 - High share in private rented
- ❑ Share of households in overcrowded conditions is low – but not as low as rural average
- ❑ Households lacking basic amenities is low - except in Devon and Cornwall

OVERALL DEPRIVATION, 2007

(Average LSOA ranking)



Source: Indices of Deprivation

DEPRIVATION - GENERAL POINTS

- ❑ 22 of the 37 smaller seaside towns have overall deprivation worse than England average
- ❑ Seaside deprivation most marked on income, employment, and education and skills domains
- ❑ Little problem on crime domain in particular
- ❑ Lincolnshire trio (Mablethorpe, Chapel St Leonards, Sutton on Sea) emerge as especially disadvantaged

ASSESSMENT (1): How disadvantaged?

- On average, England's smaller seaside towns are rather more disadvantaged than the rest of the country, but not markedly so

ASSESSMENT (2): How do they differ from larger seaside towns?

- ❑ On average, not quite as disadvantaged as larger seaside towns

- ❑ But several important points of difference
 - Markedly older population
 - More dependent on seaside tourism
 - Located in weaker local economies

ASSESSMENT (3): How do they compare with other rural areas?

- ❑ On average, on a wide range of indicators, smaller seaside towns are markedly more disadvantaged than average for rural areas
- ❑ Is this the absence of affluent long-distance commuters?

ASSESSMENT (4): Which are the worst?

On the three 'economic' domains within the Indices of Deprivation

Chapel St Leonards

Mablethorpe

Cromer

Sutton on Sea

Dymchurch / St Mary's Bay

Watchet

Filey

Withernsea

Hunstanton