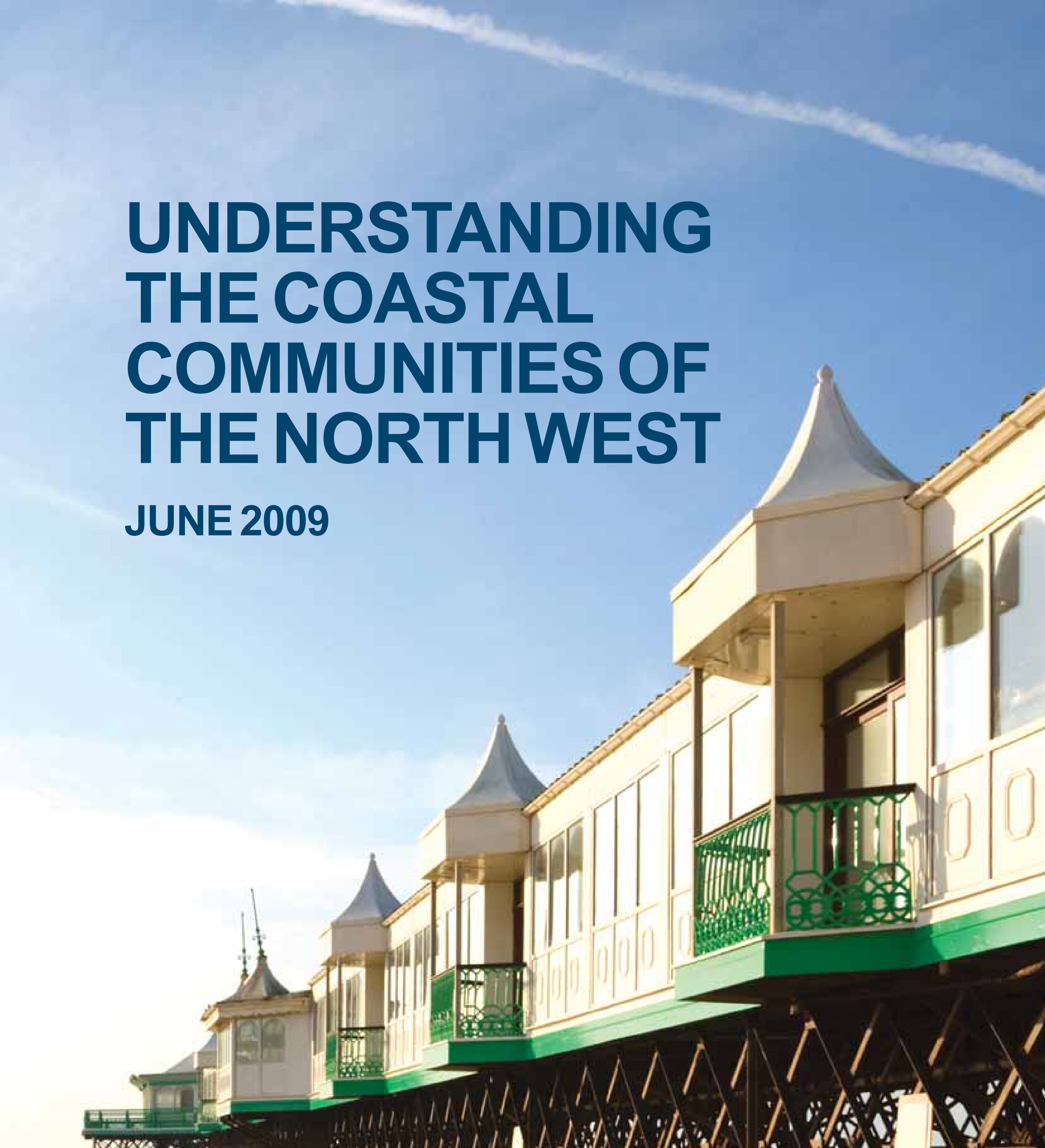

UNDERSTANDING THE COASTAL COMMUNITIES OF THE NORTH WEST

JUNE 2009

north west coastal forum

4NW

defra
Department for Environment Food and Rural Affairs

CONTENTS

EXECUTIVE SUMMARY

The well-being of coastal communities is one of the key objectives of the North West Coastal Forum[1] who have commissioned this work with 4NW - the Regional Leaders Board, supported by funding from 4NW and Defra.

This report has been produced to help those interested in and responsible for the sustainable future of our coastal communities to understand their characteristics, the issues that affect them and the opportunities they offer the region. It does not provide recommendations for policy and action but does highlight some of the issues policy makers might like to consider when drawing up policy that affects our coastal communities.

This study is different from recent work[2] on the coast in that its approach has been to work at the level of individual communities and settlements rather than whole districts. Districts can fit the larger coastal towns, but frequently stretch some way ‘inland’ and so do not allow potential differences between smaller coastal communities to emerge. Our approach[3] enables a more detailed analysis of the North West’s coastal communities.

The study looked at 47 coastal communities[4], from the entire length of the region's coast, ranging in size from the major conurbation of Liverpool (705,000 population), through towns of different sizes, to villages with fewer than 500 population (such as Ravenglass). These were examined through 21 datasets organised into three sections:

‘People’ - data relating to residents
‘Work’ - local economy and employment
‘Place’ - characteristics of the settlement

This analysis is presented within the report in four sub-regional sections. The underlying data and a collection of GIS maps are provided in separate documents available from the North West Coastal Forum Secretariat.

National Context

There is a long history of publicly funded intervention and investment in coastal communities, the most recent national programme being the “Sea Change” fund.

Coastal communities have steadily become more prominent in public policy analysis and comment over the last few years. Recent studies have reinforced the view that coastal communities face significant social and economic challenges.

In 2007 the Communities and Local Government Select Committee investigated ‘Coastal Towns’. This was followed in 2008 by the Government Working Group on Coastal Towns who published a Benchmarking Study for England's 37 largest ‘Seaside Towns’ (including, Blackpool, Morecambe and Southport). These two studies found considerable variation in coastal areas but also important commonalities including:

- Peripheral locations which are exacerbated by weak transport links
- The impact on their economy of changing tourism trends
- High levels of seasonal unemployment
- A relatively large number of old and young people
- A high incidence of private rented houses and property in poor condition, both associated with the legacy of traditional seaside tourism and guesthouses
- A relatively high proportion of low income households
- Relatively low levels of educational attainment, lower life expectancy and higher rates of homelessness acceptances.

1 The North West Coastal Forum is a not-for-profit multi-sector partnership which aims to promote and deliver integrated coastal zone management for the long-term sustainability of the region’s coast. The North West Coastal Forum has recently produced the North West’s first Regional Coastal Strategy (consultation draft). www.nwcoastalforum.co.uk
2 England’s Seaside Towns, A Benchmarking Study, Department for Communities and Local Government, 2007; Framework for Action for the Coastal South East, SQW Ltd, 2008; East of England Coastal Initiative - Socio-Economic Research, Globe Regeneration Ltd, 2008
3 Each settlement was ‘built’ from Census Output Areas, Lower Super Output Areas or Postcode Sectors, depending on the data set in use.
4 This is most of the region's coastal communities, but not all of them, as not all can be satisfactorily represented in data.
5 Northwest Visitor Segmentation Research, Locum Consulting, 2006
6A Special Areas of Conservation, Special Protection Areas and SSSIs

What is the Picture in the North West?

The 47 coastal communities studied account for nearly one third of the region's population - around two million people. They host one in four of the region's jobs and include regional and sub-regional centres such as Liverpool, Southport, Blackpool, Morecambe and Barrow-in-Furness.

The coastal communities host ten working ports. These provide substantial economic connections, particularly to Northern Ireland, the Republic of Ireland and the Isle of Man. Planned investment in this port infrastructure, such as the development of the Liverpool Super Port and improved connections to Manchester via the Ship Canal, will be a major driver for sustainable economic growth. The region's ports significantly increase the opportunity for sustainable transport of bulk goods, raw materials and finished products in and out of the region and provide the necessary infrastructure to support offshore renewable energy generation.

The coast is a major asset for the region's visitor economy. In 2007 Blackpool Pleasure Beach attracted 5.5 million visitors whilst Morecambe and Southport each attracted in the region of 2.5 million visitors. All of the relevant sub-regional Tourist Boards and other appropriate organisations have implemented some form of coastal tourism branding. Visitor segmentation research commissioned by the NWDA in 2006[5] found that the seaside still retains a strong allure for visitors.

The region's coast includes nationally and internationally important heritage, landscape and environmental sites. It contains a disproportionately high area of England's designated coastal habitat[6A] and also hosts many of the region's important landscape and historic designations.

When considered collectively, the North West's coastal communities share some of the socio-economic characteristics of 'Seaside Towns' identified in the national studies:

- their demographic profile is older than the regional average
- deprivation (IMD) is higher in the coastal communities
- incomes are lower and the proportion of benefits claimants higher
- there is a higher incidence of lone parent and multi occupancy households.

However coastal communities in the North West:

- are losing rather than gaining population
- have high levels of social rented housing stock
- overall employment is higher in public administration than the retail and hospitality (tourism) sectors

Analysis of the coastal communities as a collective was useful to compare the position in the region with that identified at national level, but more detailed analysis has been required in order to understand coastal distinctiveness and individual communities. This work has highlighted key differences in the communities up and down the coast. Many of the region's coastal communities are very different from 'Seaside Towns' which have been the focus of national research.

The importance of this difference is a key finding of the study. There is a pressing need for the region to make a strong case to national policy makers and interest groups that a focus on 'Seaside Towns' alone will not be sufficient for the North West.

The study seeks to embrace and make sense of this more detailed picture through analysis. It considers the significance of the coast to its communities, and then proposes a typology for coastal communities to assist future policy development and any subsequent intervention.

A Typology of the Coastal Communities

'The Coast - so what?' discussion in the final report strongly emphasises the need for careful and detailed thinking on the potential that the coast offers the successful sustainable future of its communities and the region. Issues associated with rising sea levels, storm surges, increased risk from riverine and coastal flooding and erosion and the overwhelming imperative of achieving an 80% cut in $CO2$ emissions by 2050 will need to be factored in.

The work has shown that the region's coastal communities vary considerably and cannot be characterised simply as 'Seaside Towns'.
In order to address these differences the report introduces a four-way typology. This will help understanding of the towns and so support subsequent policy and investment responses. The typology breaks the 47 communities into:

Larger Urban Areas
Maritime Towns
Working Towns by the Sea
Settlements of Choice

Larger Urban Areas

These are regional and sub-regional centres and post-industrial towns. They share negative socio-economic characteristics. The influence of the coast is important for these places, but they are also influenced by issues characteristic of post-industrial conurbations and their regeneration.

Large Urban Areas are found only in Merseyside where they form the core of the Liverpool City region. The maritime character of these settlements is hugely important but will not be the only thing that defines their future. The principal issue for these communities is to ensure that the overall regeneration effort takes full account of their coastal assets. It is a critical point of distinctiveness which offers business opportunities, connectivity, environmental and quality of life benefits.

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 and includes small settlements. 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.

Maritime Towns are spread throughout the region. Policy relating to Maritime Towns in the North West will need to be alive to their differences.
It must consider their coastal location as a core issue, and understand the challenges and opportunities that it provides.

Working Towns by the Sea

These are places which cannot be described as seaside resorts or retirement communities. They no longer have a dominant economic link with the coast and lack the type of infrastructure which typifies coastal settlements - harbours, promenades and beaches. These communities share socio-economic characteristics with inland settlements, yet proximity to the sea still makes up an important element of their character.

Future policy affecting Working Towns by the Sea should seek to ensure that the benefits offered by their particular types of coastal location are not overlooked, but will not place their coastal location centrally in their futures.

Settlements 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. This sort of settlement is unlikely to be high on the agenda of sub-regional or regional policy makers; they are neither large enough nor challenged enough to attract attention.

Their coastal location 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 intervention. Instead they need gentle but positive management to ensure they remain relatively balanced communities able to meet the obligations of sustainable living.

Learning and Emerging Priorities

This report offers a deep and place-specific understanding of the region's coastal communities. The North West Coastal Forum will now build on this work in their engagement with stakeholders, at national level and within the region. Critically the report will add to the evidence available to support the emerging Regional Strategy (RS2010).

The report's findings show that the Maritime Towns group are likely to benefit most from publicly funded intervention in the short term. Indeed some, but not all, of these communities are already the focus of investment strategies. Settlements in the Large Urban Areas group are also receiving considerable attention.

There is also a need to consider the implications of the coastal context of Working Towns by the Sea across a range of policy including planning, regeneration and housing. What might the coastal nuance mean for policy and action in these places when compared to similar sized settlements inland?

The Settlements of Choice group face issues common with many smaller, rural settlements. These can be collated under the heading of 'sustainable communities', and cover social mix, imbalance in local housing markets, commuting, and adequacy of local services. The need to tackle these issues is hastened by low-carbon imperatives.

In addition to these individual pieces of the picture is the need to consider the coast as a whole.
How best to make use of the inherent connections and linkage between coastal communities is a difficult, but important issue. The existing light railway and tram infrastructure is hugely valuable in this respect, and will be increasingly so in the future.
The typology of coastal communities is not geographically distinct. In many areas places of each type are intermingled and adjacent functioning as part of a wider spatial system.
Going forward, the benefits offered by these linkages (including transport, work patterns and personal relationships), anchored in the distinctiveness of the coast, should not be overlooked.

Finally, we must also remember holidaymakers and visitors. This is a time of considerable change in holiday and leisure choices, which may well persist. The coastal communities of the North West need to maximise the opportunities associated with this trend. The 6.8 million residents and large urban population with access to the coast provides an excellent and enduring opportunity for the future of the visitor economy of the North West's coastal communities.

It is apparent that the coast will play a major part in the economic future of the region. It is also hugely important environmentally and provides a wide range of opportunities for recreation and leisure. The role that the coast plays in the future is therefore of key importance to policy makers throughout the region.

Division of Study Settlements by Typology by Sub-Region

Large Urban Area	Maritime Towns	Working Towns by the Sea	Settlements of Choice
Cheshire			
		Ellesmere Port Runcorn Widnes	Neston
Cumbria			
	Barrow-in-Furness Walney Island Kirkby-in-Furness Maryport Whitehaven Workington Allonby Millom Silloth	Ulverston	Askham-in-Furness Flookburgh Haverigg Grange-over-Sands Ravenglass Seascale St Bees Arnside
Lancashire			
	Blackpool Morecambe Fleetwood	Carnforth	Banks Bolton-le-Sands Cleveleys Glasson Heysham Lytham & St. Annes Preesall Silverdale
Merseyside			
Liverpool Bootle Birkenhead	Southport West Kirby Hoylake New Brighton	Bromborough Moreton	Crosby Formby Hightown Heswall

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INTRODUCTION

Well-being of coastal communities is a key objective of the North West Coastal Forum[6B].

The North West Coastal Forum and 4NW - The Regional Leaders Board have have jointly commissioned this work in order to provide a base-line picture of the region's coastal communities, both large and small.

The study offers evidence around the socio-economic and environmental value of the North West's coastal communities, the issues that affect them and the opportunities they offer the region.

Research Approach

There has been considerable recent research and commentary on coastal communities. This wider body of work is considered later in the report. The remit applied to this work is broader than that adopted in the other studies; it includes an assessment of social and environmental as well as economic characteristic and performance. It is also different in that it seeks analysis of individual settlements rather than of a coastal 'zone' or coastal local authority area.

Forty-seven coastal settlements have been identified for analysis within the study. These range in scale from the City of Liverpool to villages such as Flookburgh in Cumbria and cover the region from the west coast of the Wirral peninsula to the far northern reaches of the English Solway. The characteristics of these settlements have been analysed using a wide range of publicly available data sets.

The work presented here forms the foundations of a regional coastal communities' evidence base. It has been tested and added to by three consultation events held with local people, councillors, public and private sector stakeholders.

Geography and Data

The basic approach of this study has been to look at coastal *places* rather than geographical proxies for the coast offered by larger geographical units, such as districts. We have not used these as they cover a range of settlements (coastal and inland) and are therefore too coarse to speak effectively to the coast. Also, the separation of individual coastal communities/settlements allows us to see how similar or different from one another they are.

A small number of inland settlements have been included within the data analysis. These were used during data analysis to see whether emerging trends or characteristics could be said to be specific to the coast.

This place-based approach raises some issues around consistent analysis of data. The fundamental challenge is one of 'data geography'. Data is recorded in a variety of geographical units. Those used for this study were Census Output Areas (COAs) and Lower Super Output Areas (LSOAs). LSOAs are aggregations of Census Output Areas and postcode sectors. The poor fit of the larger data units with some of the smaller settlements has meant that four of the selected coastal settlements could not be included in the Lower Super Output Areas based analysis[7] and twelve of the selected coastal settlements could not be included in the postcode sector based analysis[8]. This is explained in more detail in the Appendix.

6B The North West Coastal Forum is a multi-sector partnership which aims to promote and deliver integrated coastal zone management for the long-term sustainability of the region's coast. The North West Coastal Forum has recently produced the North West's first regional Coastal Strategy (consultation draft). www.nwcoastalforum.co.uk

7 Allonby, Glasson, Ravenglass and Silverdale

8 Allonby, Arnside, Banks, Cleveleys, Flookburgh, Glasson, Grange-over-Sands, Haverigg, Preesall, Seascale, Silloth and Silverdale

It is important to note therefore that the geography of each settlement used for the quantitative assessment may not match existing spatial definitions of the same settlements currently in use. This is definitely the case for the Key Service Centres as defined by the Cumbria Area Profiler. The Key Service Centres are based on wards and so cover larger areas than the data geography used for this study.

A fuller explanation of the geographical and data approaches is provided in the appendices.
Map 1 presents all the coastal settlements included in the study.

Geographic Analysis

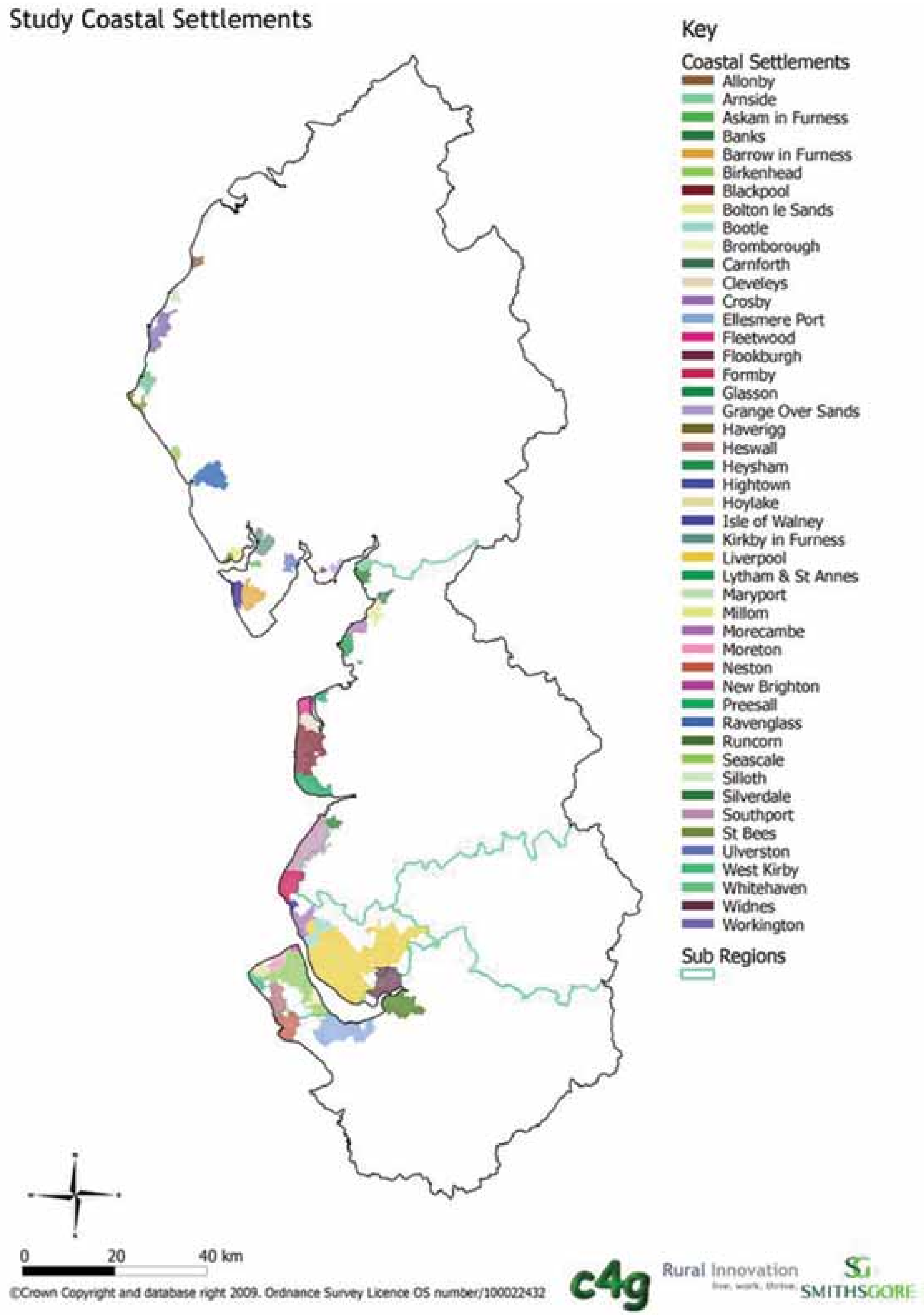
An early study objective was to build a composite picture of the characteristics of the region's coastal communities and compare it with those for the region as a whole. This was done, but it rapidly became apparent that such a composite picture was too compromised to be truly useful. This is partly because the coastal communities in the Merseyside conurbation are far larger than the other coastal settlements.

For instance, Liverpool alone accounts for 33% of the Census Output Areas which make up the region's coastal communities. Taking into account Bootle, Crosby, Birkenhead, and Runcorn it becomes apparent that the conurbation could statistically dominate the data for the coastal communities as a whole. In so doing, it would obscure any sense of variation and smother the differences amongst coastal settlements, in particular the distinctiveness of smaller places.

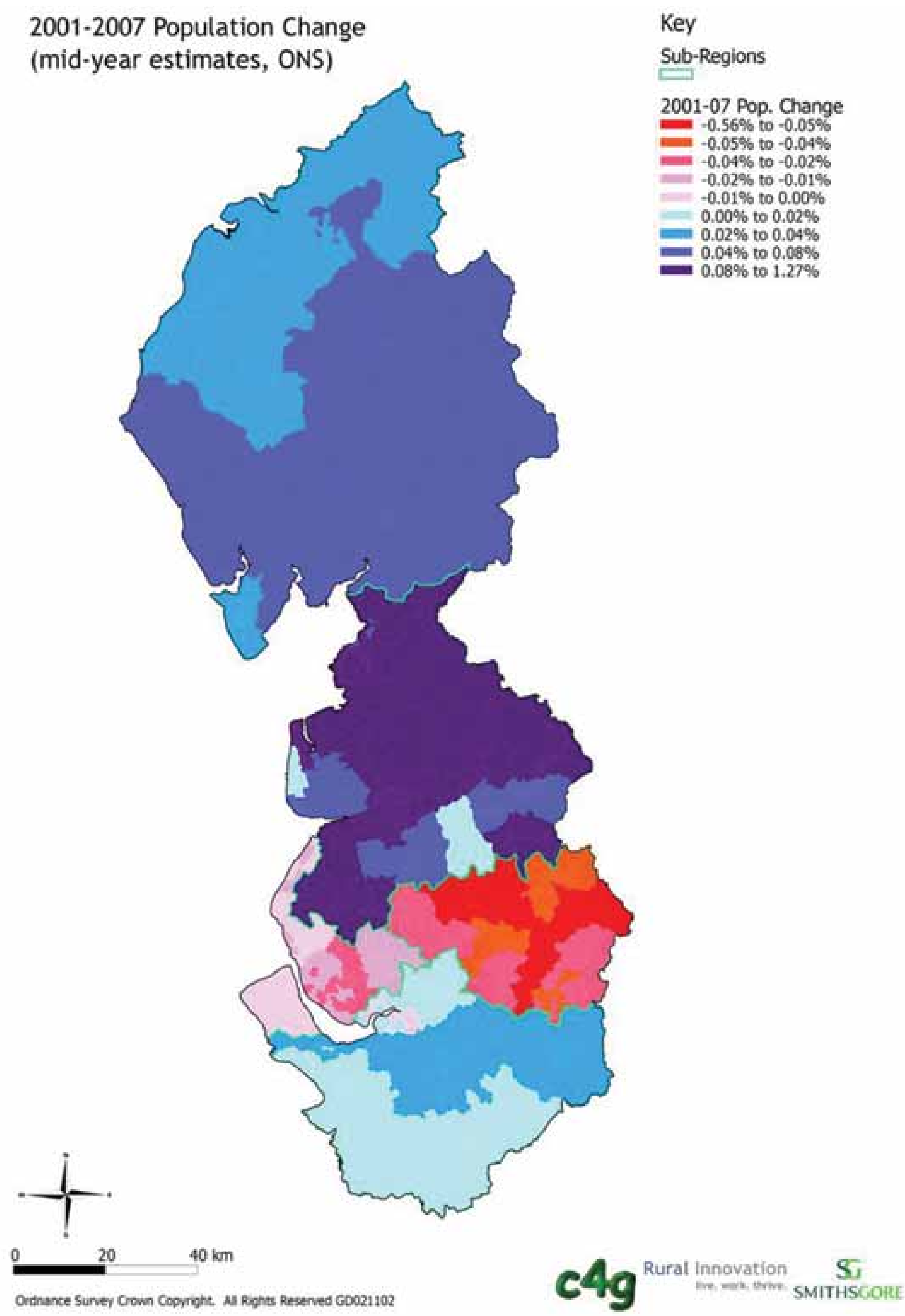
Map 2 (population change 2001-2007) clearly shows the importance of this. The Merseyside and Manchester conurbations experienced population loss during this period, while all other parts of the region have experienced population gain. The dominance of the Merseyside data in the coastal communities' dataset means that it shows an overall decline in population for the coastal communities of 0.4%. When considered in more detail however, it is apparent that nearly half of the coastal communities have actually experienced population growth.

It is therefore important to look beyond the picture of the region's coastal communities offered by a single collective average. As a result it was decided to undertake and present analysis by sub-region. This provides a much more detailed picture of the characteristics and performance of the region's coastal communities, both as a collective, and as individual settlements.

Map 1: Study of Coastal Settlements



Map 2: Population Change 2001 - 2007 (mid-year estimates, ONS)



Structure of the Report

The report starts with an overview of the coast and its communities, based on a review of current and emerging research.

The analysis of the 47 coastal communities is then presented by sub-region. Each sub-regional section discusses individual settlements and, where appropriate, makes comparison with relevant local authority district averages. This report does not provide specific narrative for each local authority district or for each settlement - this would be too unwieldy, however summary profiles have been prepared for each local authority and are provided as supporting documents[9].

The sub-regional analysis is followed by a section setting out the contribution of the coastal communities to the region. Finally we set out our conclusions and their potential implications for policy makers and local stakeholders. It is not within the remit of this study to make policy recommendations, however we have raised issues and highlighted areas which we believe offer valuable insight to policy makers at regional, sub-regional and local levels in their consideration of coastal communities.

Our conclusions include the introduction of a typology of the region's coastal communities. This can be used to better understand their characteristics and the differences between them. It is helpful because the diversity and range of scale of the region's coastal communities means that it is not helpful to consider them as a collective, even at sub-regional, let alone regional level.

Maps and Data

A set of maps has been produced using GIS; some are used within this report and all are included in an electronic supporting map book[10]. These maps cover the entire region or sub-region. Their purpose is to allow the reader to compare conditions and performance on the coast with the remainder of the district, sub-region or region.

The full set of data used is also provided as a supporting spreadsheet[11]. This is presented in a way that allows the reader to focus on individual settlements, or to build a picture of the coastal communities within a single local authority district.

These are presented by dataset and provide data for the following 'units of geography':

- North West Average
- North West Coastal Communities (group)
- Sub-regional Averages (Cheshire, Cumbria, Lancashire, Merseyside)
- Sub-regional Coastal Communities (group)
- Individual Coastal Communities (group of COAs or LSOAs)
- Individual Comparator Communities (group of COAs or LSOAs)
- Local Authority District averages for Local Authority Districts with coastal communities included in the study.

9 See Appendix for information on the Local Authority summaries
10 See Appendix for information on the Map Book
11 See Appendix for information on the Data Workbook

OVERVIEW OF THE COAST

Outputs and Benefits

The UK's coast and marine assets form a distinctive part of the nation's economic output. The Crown Estate[12] estimate that direct marine-related activities comprise 4.2% of the total UK Gross Domestic Product, at basic prices, to a total value of £46bn. The UK hosts 890,000 jobs in marine-related sectors, 2.9% of total employment. These jobs give a total direct and indirect contribution of marine activities to the UK economy of between 6.0% and 6.8%.

The coast is about much more than economic output however. It is a valuable and highly distinctive set of ecosystems supporting a range of biodiversity and providing the region with some of its most evocative natural settings.

The coast creates many benefits which are intangible but offer opportunities to enhance wellbeing through recreational, artistic and educational activities. These benefits are a powerful attractor for people; generating huge numbers of visits (day visits and longer stays) but also influencing people to settle in coastal communities, often in the later part of their life and career. In their 2003 study 'The Seaside Economy', Beattie and Fothergill[13] found a disproportionate level of inward migration to seaside towns.
The 2007 Communities and Local Government (CLG) Select Committee report referenced the fact that 8 of the top 20 visitor destinations in England were seaside towns.

Issues

Not every aspect of the coast is positive however. Recently there has been an increased focus on England's coastal areas and settlements based on concerns that many of England's coastal communities are developing as clusters of socio-economic disadvantage. Stakeholders have cited disproportionately high levels of Incapacity Benefit claimants, an imbalanced housing stock with an excess of houses in multiple occupation, and limited economic choice and opportunity as major concerns.

In their report into Coastal Towns[14] the CLG Select Committee suggested that there were large variations in economic and social conditions across coastal areas, but that they faced a range of shared challenges including:

- Peripheral locations which are exacerbated by weak transport links
- The impact on their economy of changing tourism trends
- High levels of seasonal unemployment
- A relatively large number of old and young people
- A high incidence of private rented houses and property in poor condition, both associated with the legacy of traditional seaside tourism and guesthouses
- A relatively high proportion of low income households
- Relatively low levels of educational attainment, lower life expectancy and higher rates of homelessness acceptances.

The committee also pointed to evidence[15] that coastal areas have typically experienced relatively high rates of population growth, (and associated house price inflation) which distinguishes them from most areas which have experienced economic decline, such as coalfields and traditional industrial areas. The central premise of the report was that many coastal towns face significant challenges based on their combination of characteristics, and that as such coastal towns warrant specific attention and action by Government to address their challenges.

12 Socio-Economic Indicators of Marine Related Activities in the UK economy. Crown Estate, March 2008
13 The Seaside Economy, Beatty & Fothergill, June 2003
14 Coastal Towns, Communities and Local Government Committee, March 2007
15 The Seaside Economy, Beatty and Fothergill, June 2003 and witness statements

Benchmarking Relative Disadvantage

A Government Working Group on Coastal Towns has subsequently published a Benchmarking Study into the socio-economic characteristics of England's Seaside Towns[16]. The study compared the average performance of the 37 largest seaside resorts in England with the English average across 30 socio-economic indicators.

This comparative analysis showed that:

- The population of seaside towns has grown, but in recent years had grown more slowly than population growth in England as a whole
- The share of the population in seaside towns over state pension age is markedly above the English average
- The average employment rate in the seaside towns is below the English average
- Employment in seaside towns has grown faster than for England as a whole
- Skill levels and achievement at school in the seaside towns is slightly below the English average
- The share of adults of working age claiming the three main benefits for the non-employed is above the national average
- There is seasonal unemployment in seaside towns but the difference between claimant rate in winter and summer is slight
- A sub-set of the mainly smaller seaside towns are more badly affected by seasonal unemployment
- Seaside towns have an unusual pattern of housing tenure - a markedly low share of households in social housing and high levels of private renting
- 26 of the 37 principal seaside towns in England have an overall level of deprivation greater than the English average.

Overall the study concluded that "seaside towns are more disadvantaged than the rest of the country, but not markedly so".

Studies in other Regions

The South East Development Agency (SEEDA) and the East of England Development Agency (EEDA) published studies into their coastal areas in 2008[17]. These studies considered the coastal 'zone' as a collection of local authority districts rather than individual communities.

The South East study found that the coastal South East as a whole had under-performed, in relation to the region's economy, citing lower levels of business stock and formation, lower earnings and lower skills than the regional average.

The East of England study identified a similar economic under-performance, particularly in terms of the availability of jobs, levels of economic activity, skill levels and earnings.

16 England's Seaside Towns, A Benchmarking Study, Department for Communities and Local Government, 2008

17 Framework for Action for the Coastal South East, SQW Ltd, 2008;
East of England Coastal Initiative - Socio-Economic Research, Globe Regeneration Ltd, 2008

Public Sector Response

There is a long history of publicly funded intervention and investment in coastal communities. Coastal renaissance through investment in coastal infrastructure (piers, promenades etc) has been core business for councils and regeneration agencies throughout the last fifteen years. Investment to revitalise former docks and related waterfront infrastructure have been a critical part of the renaissance of Liverpool, Preston and Birkenhead. More recently, Government committed money to the 'Sea Change' programme, and has subsequently set up a cross departmental working group on Seaside Towns as part of its response to the CLG Select Committee's inquiry. The 'Sea Change' programme is aimed at delivering cultural and creative regeneration leading to economic growth in seaside resorts. The three year, £45 million capital grants programme is delivering direct benefit to the North West's coastal resorts with both Blackpool and Southport receiving significant funding (approximately £4 million) towards large capital projects; coastal defences in Blackpool and improvements to cultural facilities in Southport.

The Regional Development Agencies (RDAs) also recognise the economic (as well as social and environmental) value that can be delivered through investment in coastal communities. The regional economic strategies of the RDAs with coastal boundaries in some way link development or regeneration of their coast to the economic vitality of their region. Specific examples of coastal investment linked to regional economic strategies include the development of a Coastal Framework by ONE NorthEast. This led to investment in the former colliery port town of Seaham. Investment was directed towards improving the public realm along Seaham's promenade and esplanade. Subsequently One NorthEast helped enable the release of a key brownfield site for redevelopment by relocating the Seaham Harbour Dock Company into new premises. The site will be redeveloped to offer new food retail space, non-food retail, ancillary commercial opportunities and a selection of high quality apartments and town houses.

Examples of other RDA interventions include:

- The Hull and Humber Ports City region Development Programme paints a vision of its future as a global gateway with a thriving, outward looking sustainable economy building on its unique assets of location, the estuary, ports connectivity and physical environment
- In its implementation plan the East of England Development Agency commits its support to a regional coastal initiative to develop a long-term strategy for the east coast
- A key strand of the South East of England Development Agency's implementation plan is the development of a "Creative Coast", identifying major sites in coastal settlements where redevelopment could enable the creation of new mixed-use communities with outstanding quality of design and communications links.

In the North West, the coast plays a very important role in economic strategy at all levels (regional, sub-regional and local). Its economic, social and environmental importance is recognised in the North West of England Regional Spatial Strategy[18].

Strategic support and funding for the coastal Regional Parks[19] as well as the financial commitment given to the major seaside resort towns such as the restoration of Southport's Pier, improvements to beaches and promenades in Blackpool, and the re-development of the Midland Hotel in Morecambe
are clear indicators of the sustainable economic, environmental and social value the North West Regional Development Agency places on investment in its coast.

Many of the region's planned major capital projects

18 North West of England Plan - regional Spatial Strategy to 2021; Government Office for the North West, September 2008
19 Mersey Waterfront, Ribble Coast and Wetlands, and Morecambe Bay and Duddon Estuary

are directly linked to the coast; examples include the Cruise Terminal, Marina and Watersports Centre and Marina village at Barrow, the Mersey Waterfront programme, Wirral Waters, Liverpool Super Port, off-shore wind farms off Morecambe and Barrow and potential new-build nuclear generation in Cumbria and elsewhere.

At a local level there are numerous examples of initiatives which seek to link the coast with visions for future economic growth. Examples include:

- The Investment Strategy for Wirral which focuses investment in its coastal assets to stimulate maritime enterprise, improve the area's image and add value to the tourism offer
- St.Annes-on-Sea Regeneration programme led by Fylde Borough Council which is designed to revitalise the town via investment in the public realm and property improvements to reconnect it with the coast and its Victorian heritage
- The West Lakes Renaissance Business Plan which funds key projects directly related to maximising the assets of the Cumbrian coast (built and natural environment) to deliver sustainable economic benefit for the people that live there. Funded projects include Whitehaven Coastal Fringe, development of a Marina Village in Barrow and Maryport Harbour enhancements.

It is apparent that the coast will play a major part in the economic future of the region. It is also hugely important environmentally and provides a wide range of opportunities for recreation and leisure. The role that the coast plays in the future is therefore of key importance to policy makers throughout the region. The analysis set out below seeks to provide those policy makers with a better understanding of the socio-economic and environmental characteristics of the communities situated along the region's coastline.

SUB-REGIONAL ANALYSIS

This part of the report provides an evidential analysis of settlements within each of the four 'coastal' sub-regions; Cheshire, Cumbria, Lancashire and Merseyside. It is based on a set of indicators which have been applied (where possible) to all 47 coastal communities included within the study. The headings are therefore consistent across all four sub-regions. The form and content is necessarily not consistent however as in each case it has been driven by the analysis.

The full data set and supporting maps are available as separate documents[20]. It should be noted that not all of the data is available for some of the smaller settlements.

Cheshire

Cheshire is not generally considered to be a coastal county. The area of the sub-region which hosts the four study settlements forms Cheshire's northern fringe and is materially different in character to the very rural south and western areas, and the more metropolitan north east. Despite the relatively small proportion of land area adjacent to the coast, the settlements contained within it account for a significant proportion of the sub-region's population. This quantitative analysis uses datasets based on the pre-2009 administrative geography. This means that sub-regional averages relate to the shire county of Cheshire and district averages to the former districts of Ellesmere Port & Neston and Halton. Two of the four Cheshire coastal communities now fall within the territory of the new unitary council of Cheshire West and Chester, the exception is Halton, a unitary in its own right.

The coastal communities of Cheshire included in the study are shown in Table 1. Together they host 30% of the sub-region's population.

Table 1: Coastal Communities - Cheshire

Community	Population (2001)	Local Authority
Ellesmere Port	69,167	Ellesmere Port & Neston Heston (now part of Cheshire West and Chester)
Neston	15,972	
Runcorn	62,630	Halton
Widnes	57,450	
Cheshire	688,747	
Cheshire Coastal Communities	205,219	

Source: 2001 Census

[20] See Appendix for information on the Data Workbook and Map Book

People

Age Profile

Of the four Cheshire coastal communities, three (Ellesmere Port, Runcorn and Widnes) are situated on the upper reaches of the Mersey estuary. These are substantial settlements; Ellesmere Port has a population of just fewer than 70,000, making it comparable in size to Crewe and only 10% smaller than the county town and administrative centre of Chester. Runcorn and Widnes have populations of 62,630 and 57,450 respectively. They are considerably larger than most of Cheshire's rural service centres (Northwich has a population of 39,629, Macclesfield a population of 50,000). These towns are industrial in nature, and have been developed as a result of their location adjoining the estuary and their proximity to the historic ports of Liverpool and Manchester.

The fourth settlement is different. With a population of just fewer than 16,000 (15,972), Neston is situated at the south western corner of the Wirral peninsula, facing onto the Dee estuary. Neston is much more akin to some of the smaller rural service centres in other parts of the county and looks south and west towards Chester, rather than north to Liverpool. The age profile for Cheshire is shown in Table 2:

The three larger coastal communities have younger age profiles than the Cheshire average. Widnes and Runcorn in particular have a higher proportion of population in the 0-29 age bands and a lower proportion of population in the 30-75+ age bands than the Cheshire average.

Neston has a different age profile to both the other coastal communities and the Cheshire average. It has a lower proportion of population in the 0-59 age bands and a higher proportion in the 60+ age bands.

Table 2: Age profile of the Cheshire Sub-region

	< 16	16-19	20-29	30-59	60-74	75+
NW region	20.69%	5.12%	11.96%	41.15%	13.68%	7.40%
Cheshire	19.72%	4.54%	10.50%	43.17%	14.36%	7.71%
Cheshire Coastal Communities	21.45%	5.25%	11.69%	42.10%	13.20%	6.30%
Ellesmere Port & Neston District	20.97%	4.66%	10.44%	42.17%	14.79%	6.97%
Halton District	21.70%	5.58%	12.25%	42.27%	12.34%	5.87%
Ellesmere Port	21.83%	4.77%	11.27%	42.05%	13.86%	6.22%
Neston	18.24%	4.62%	8.54%	42.44%	16.80%	9.35%
Runcorn	22.09%	5.85%	13.31%	42.07%	11.16%	5.52%
Widnes	21.18%	5.36%	11.30%	42.10%	13.63%	6.43%

Household Composition

Coastal settlements are associated with higher levels of couples without dependent children, lone parents and single person households. The picture offered from analysis of household composition in Merseyside is mixed. It is likely that it is influenced by disadvantage and relative affluence as well as factors specifically relating to the coast.

The highest incidence of married couples without dependent children is in Neston. This is the only one of the four settlements that has a higher proportion than the sub-regional average. Neston and Widnes also have a relatively high incidence of single person households. It is interesting to note however that when all households with dependent children are considered (i.e. cohabiting couples and lone parent households) Neston has the lowest proportion of households including dependent children.

Runcorn has the highest level of lone parent households with dependent children and the lowest level of married couples with dependent children.

The incidence of multi person households is limited (only 2% of the total stock); however it is interesting to see that Neston has the highest incidence of the four settlements at a level slightly higher than the sub-regional average.

Population Change 2001 – 2007

The population of Cheshire has increased by 2.15% in this period. This is above the regional average of 1.35% and contrasts with a 1.12% reduction in Merseyside. Widnes has performed similarly to the Cheshire average, increasing population by 2.57% with gains in the 16-29 and 55-64 age bands exceeding the regional averages.

Neston has also gained population, but at 0.74% the rate of gain is lower than the sub-regional average. Neston's gains are in the 16-29 and 65+ age bands and are levels higher than the average for Cheshire and the North West region. These gains are offset by big losses in the 30-44 and 0-15 age bands.

Ellesmere Port (-0.35%) and Runcorn (-0.43%) have experienced slight reductions in population. This pattern is similar to Merseyside. Runcorn has lost population in all age bands other than 55-64. In Ellesmere Port, big losses in the 0-15 and 30-44 age groups have offset smaller gains in the 16-29 and 55+ age bands.

Migration

The value of the 2001 Census migration data is that it allows us to see the patterns of migration movement for the year preceding the census. For example, where the majority of moves in and out of a settlement were from close neighbours this is evidence of a functional network.

As shown in Table 3, Ellesmere Port, Widnes and Neston have all gained from net inward migration, but at very low levels. Runcorn has suffered a small net outward migration. These movements have substantively taken place between settlements within the Liverpool City region.

Table 3: Net Inward Migration as a Percentage of Resident Population

	Ellesmere Port	Widnes	Neston	Runcorn
Net inward migration as % resident population	0.45	0.21	0.16	-0.22

Source: 2001 Census

Income

CACI Paycheck gives the number of households with incomes within income bands. The profile for the region and for Cheshire is shown in Table 4.

Table 4: Distribution of Households by Income Band

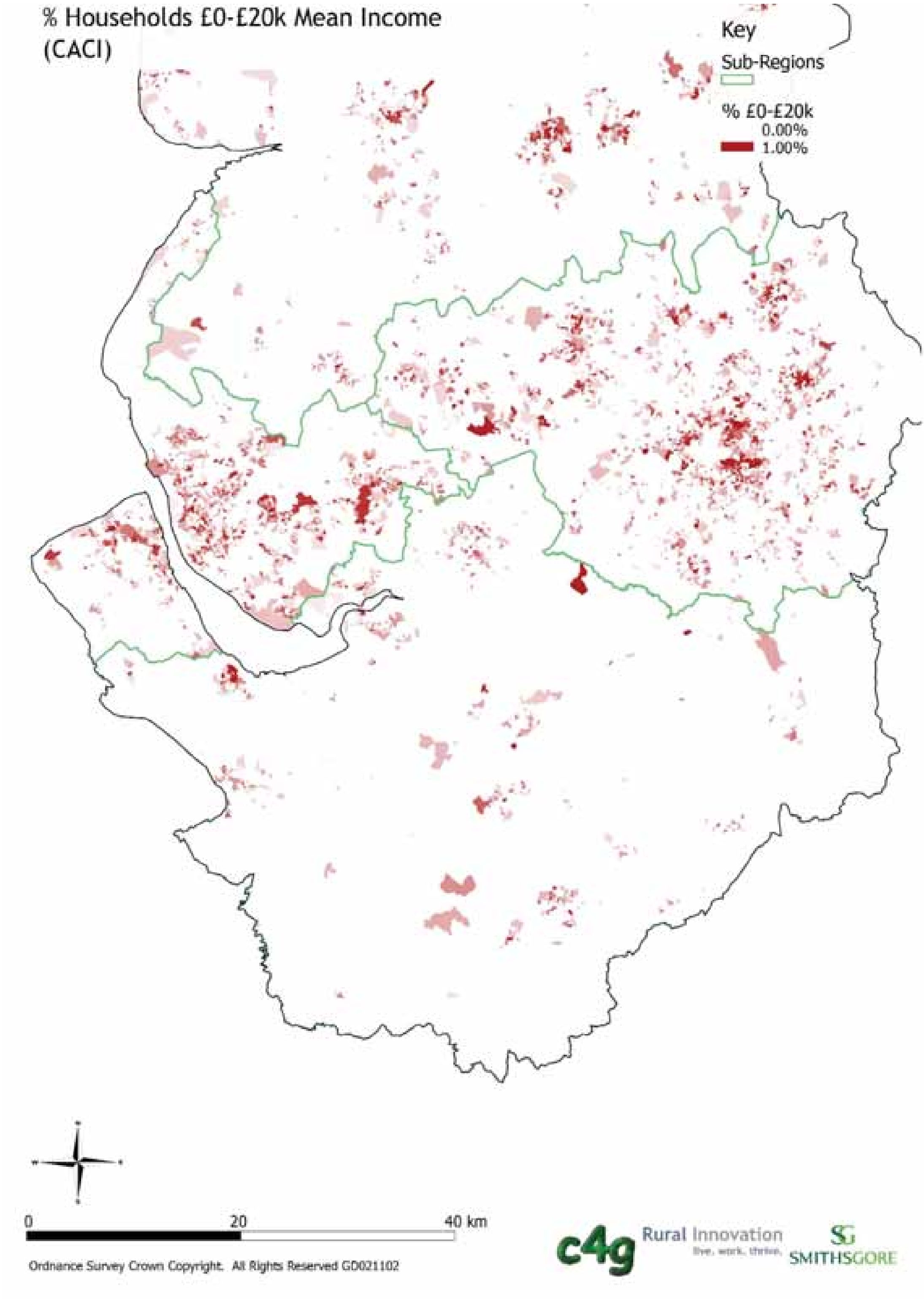
	0-20k	20-30k	30-40k	40-50k	50-60k	60k
NW region	10.41%	37.04%	31.1%	14.43%	5.18%	1.83%
Cheshire	5.67%	25.25%	32.11%	22.39%	9.75%	4.83%
Cheshire Coastal Communities	9.50%	40.34%	29.20%	13.08%	5.34%	2.54%

Source: CACI Paycheck

Cheshire has a different profile to the region. There is a higher incidence of households in mid to high range bands and a lower incidence in the two lower range bands from 0-30k. The four coastal communities all have a significantly higher incidence of households in the 0-20k band than the sub-regional average; 7.36% for Neston up to 11.33% for Runcorn. The three larger settlements also have a much higher proportion of households with incomes in the second band (20-30k) than the Cheshire average. The proportion of households from the three larger settlements in the bands for 30-60k+ is about half of the sub-regional average. Neston has a higher incidence of households in the mid range bands of 30-50k but fewer households than the sub regional average in the two highest.

There is a consistent picture of lower than average household incomes in Cheshire's coastal communities. Map 3 shows that this is not exclusive to the sub-region's coastal communities, but also occurs in many of Cheshire's larger settlements indicating that the incidence of low incomes households is linked to the size rather than location of settlement.

Map 3: Low Income Households in Cheshire (CACI)



Personal Transport

Across the region each household owns an average of 1.02 cars or vans. The average is much higher for Cheshire, at 1.30 cars per household.

Of the four coastal communities, only Runcorn has levels of car ownership below the regional average at 0.99. Widnes (1.03) has a figure slightly above the regional average but some way below the Cheshire average. Ellesmere Port has a rate significantly above the regional average (1.13) but still below the Cheshire average. Only Neston has a higher rate than the Cheshire average (1.33), this places it in the top quartile of the studies coastal communities.

Deprivation

The Index of Multiple Deprivation scores individual LSOAs for overall deprivation and various domains. We have used the overall domain and the health and education domains to provide an insight to the relative disadvantage of coastal communities. The headline scores are shown in Table 5 below; the higher the score, the higher the level of deprivation.

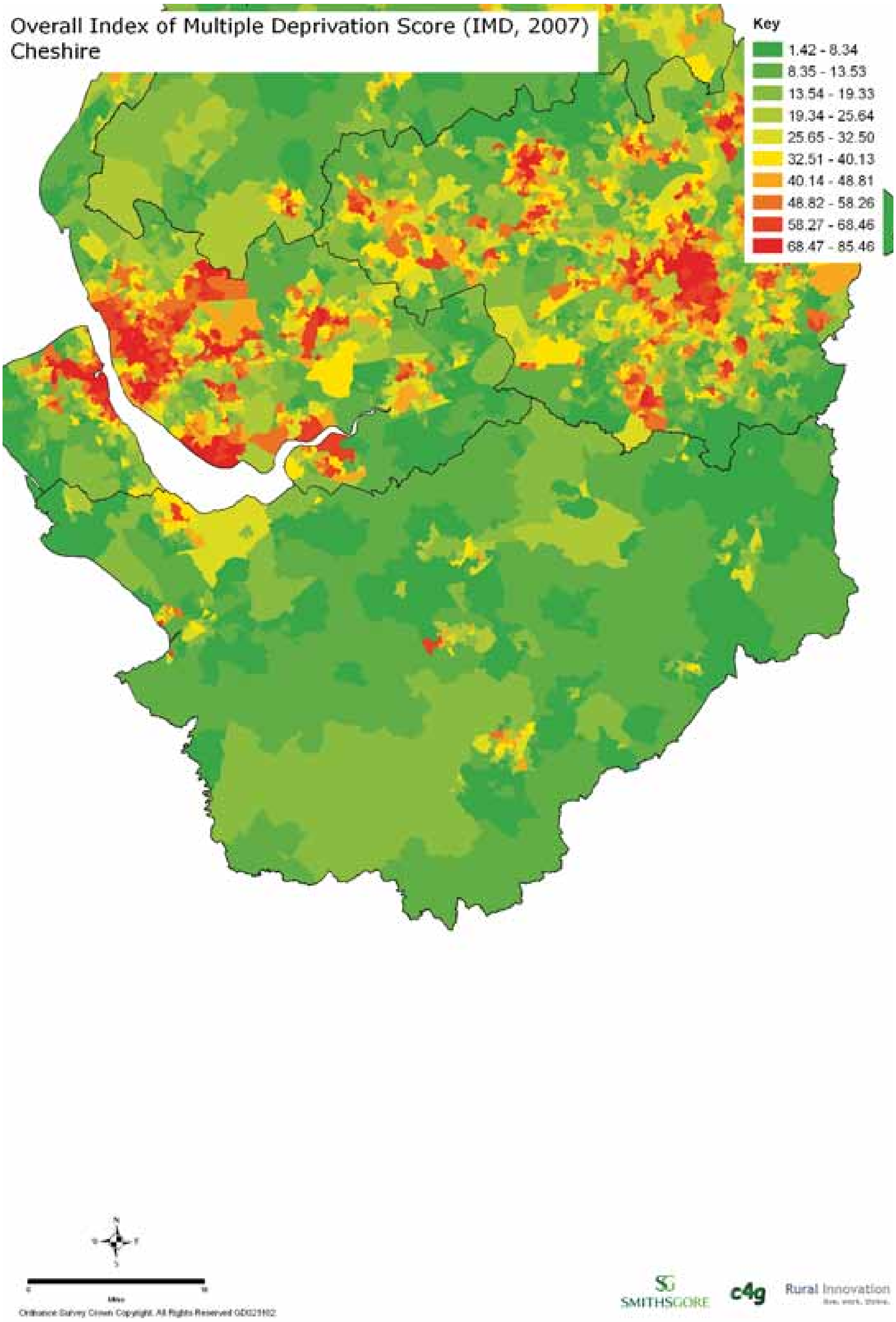
The data shows the difference in conditions experienced between the coastal communities. It is interesting to note that the three larger settlements all have scores higher than Cheshire, although only Widnes and Runcorn have scores higher than the region. These scores are lower than Merseyside and significantly lower than scores for Liverpool and Bootle. The score for Runcorn is most comparable with those of Maryport, Blackpool and Moreton. At the other end of the spectrum, the score for Neston clusters it with Hoylake and West Kirby. This is graphically represented in Map 4.

Table 5: Index of Multiple Deprivation Score

	Index of Multiple Deprivation Score		
	Overall	Health	Education
North West region	27.59	0.67	25.22
Cheshire	14.90	-0.15	15.23
Cheshire Coastal Communities	25.33	0.62	27.18
Ellesmere Port & Neston District	19.92	0.33	24.96
Halton District	32.61	1.13	31.15
Ellesmere Port	21.97	0.43	27.92
Neston	12.42	-0.09	11.78
Runcorn	34.48	1.19	32.73
Widnes	30.17	1.03	29.09

Source: IMD 2007

Map 4: Overall Deprivation in Cheshire



Work

Employment

The Annual Business Inquiry 2007[16] records approximately 315,000 jobs in Cheshire[21]. The four coastal communities account for 67,479 of these, in the region of 21%. Cheshire has no single dominant sector of employment.
75% of jobs in the sub-region are evenly spread between the distribution, hotels and restaurants (SIC G,H) sector (25.5%), the banking, finance and insurance (SIC J, K) sector (22.4%) and the public administration, education and health (SIC L, M, N) sector (23.2%). The manufacturing sector also has an important role with 14% of employment. This has been set out in Table 6.

The allocation of employment by sector shows commonalities and differences for the four coastal settlements.

Ellesmere Port has the highest levels of employment in manufacturing at 23.3%, double the regional average. The other dominant sector for Ellesmere Port is distribution, hotels and restaurants with 27%, higher than both the regional and sub-regional average.

Neston and Widnes have very similar profiles; 11/12% employment in manufacturing, 30% in distribution, hotels and restaurants,15/13% in banking, finance and insurance and 27/23% in public administration.

Runcorn is different again. Employment in manufacturing is in-line with the regional average. The levels of employment in transport and communications and banking, finance and insurance are significantly above the regional and sub-regional averages whilst employment in distribution, hotels and restaurants and public administration is much lower than regional and sub-regional averages. The value of much of the work in the banking, finance and insurance sector must be limited judging by the indicators for income, car ownership and deprivation reviewed earlier.

Table 6: Distribution of Employment by Industry (ABI 2007)

	NW region	Cheshire	Ellesmere Port	Neston	Runcorn	Widnes
Agriculture & fishing	0.1%	0.4%	0.0%	0.2%	0.0%	0.1%
Energy and water	0.4%	0.4%	0.5%	0.0%	0.7%	0.1%
Manufacturing	12.5%	14%	23.3%	11.1%	14.7%	12.1%
Construction	5.1%	4.7%	9.2%	6.9%	4.2%	6.5%
Distribution, hotels and restaurants	23.8%	25.5%	27%	30.2%	18.0%	30.8%
Transport and Communications	5.7%	4.7%	4%	2.3%	13.4%	8.3%
Banking, finance and insurance	19.5%	22.4%	14.1%	15.6%	26.8%	13.3%
Public admin	28.3%	23.2%	17%	26.8%	18.5%	23.0%
Other services	4.6%	4.7%	4.9%	6.8%	3.7%	5.8%

Source: ABI 2007

[21] 314,594: source Annual Business Inquiry 2007. The ABI does not cover the agricultural sector, nor does it include jobs in private households, jobs in organisations not held on the IDBR, home workers, jobs in non-UK businesses or the self-employed. In addition, the December reference date results in employment data that are heavily influenced by seasonal factors.

Unemployment

Data on unemployment is not available at a sufficiently low level to provide information for each settlement. We have therefore used claimant data to provide an insight into worklessness in the coastal communities.

Benefit Claimants

The percentage of working age population claiming key benefits is significantly lower in Cheshire (11.03%) than for the North West as a whole (17.20%).

The proportion of the working age population claiming benefits in the coastal communities varies between the different settlements. As might be expected it follows the trends which have already been reported around income and deprivation. Runcorn has the highest level of claimants (22.39%), followed by Widnes (19.42%). Ellesmere Port (15.15%) and Neston (10.93%).

Those giving evidence to the CLG Select Committee enquiry into coastal towns often claimed that coastal communities host higher levels of claimants of Incapacity Benefit than the local or regional averages. This appears to be the case for these four communities, all of which have a higher proportion of residents of working age claiming incapacity benefit than the sub-regional average of 5.90%. Neston (6.24%) and Widnes (10.7%) have levels of claimants below the average for their district, whilst Ellesmere Port (7.41%) and Runcorn (12.03%) exceed their district averages.

Seasonality of Unemployment

We have analysed the level of claims for Job Seekers Allowance and National Insurance Credits monthly from January 2006 in order to assess the impact of seasonality, which is something traditionally associated with coastal communities.

There is very little seasonal fluctuation in unemployment for the region as a whole. Instead what is clear is a steady growth in unemployment from around 2.7% up to August 2008, rising to 4.3% in February 2009. Levels of unemployment are lower in Cheshire than the region as a whole. The rate of growth in unemployment in Cheshire has been similar to that for the region, increasing from an average of 1.6% in the summer of 2008 to 3.2% in February 2009.

The data for the coastal communities indicates a very slight reduction in the level of claims during the summer in Ellesmere Port and in Neston during 2006 and 2007. More recent data is dominated by a steady increase in claimants linked to the changing economic circumstances. There is very little evidence of any seasonal impact on the level of claims in Runcorn and Widnes.

[22] The North West Key Service Centres – Role and Function, Land Use Consultants, September 2006 www.nwrpb.org.uk/documents/?page_id=4&category_id=172

Employment Centres

The four coastal communities all have a role as employment centres. Widnes, Runcorn and Ellesmere Port each host between 23,500 and 32,200 jobs. They have similar self containment levels (51.05% Widnes, 50.94% Runcorn and 50.24% Ellesmere Port) meaning that they retain half of their working age population to work in the local economy. All three towns attract labour to fill their jobs and supply labour to other centres, generating a daily movement of labour of between 12,000 and 15,000 workers.

Neston is a smaller employment centre, hosting in the region of 3,500 jobs. It has a much lower self containment score of 30.04% (comparable with scores for Formby, Flookburgh and Preesall). This shows that Neston is a net supplier of labour; 4860 workers leave the town to work elsewhere everyday whilst 1580 commute in.

The 2006 Key Service Centres report[22] identified that Widnes and Runcorn operate in an economic network which includes both conurbations, Liverpool and Warrington. It also showed how Neston has a strong travel to work relationship with Birkenhead and the Liverpool Urban Area, and a similar, although much weaker, relationship with Chester.

Travel to Work

Working from home is not particularly prevalent in the North West (at least it wasn't in 2001). Only 8% of all people in employment aged between 16 and 74 stated that they worked from home on the 2001 Census form. The current figure is likely to be larger. Working from home is more prevalent in Cheshire, where 10% of those that completed the Census form indicated that they work at home, compared to just 6% in Merseyside and 12% in Cumbria.

None of the four coastal communities have levels of home working in line with the average for Cheshire. Neston comes closest (9%) whilst Ellesmere Port, Runcorn and Widnes all have levels comparable with the lowest levels in the region (6%).

The car is the main mode of travel to work, although the sub-regional average of 65% (of journeys) is only exceeded in Neston (67%). Rates in Runcorn (61%), Widnes (63%) and Ellesmere Port (64%) are all below the sub-regional average although well ahead of the regional average of 58%.

Use of public transport is most prevalent in Runcorn, where 9% of people use the bus. More people walk to work than the regional average in Widnes.

None of the three larger towns present the same levels of self containment and sustainable travel choices as seaside towns of similar size such as Barrow or Southport. Neston appears to function in a very similar way to the inland comparator settlement of Kirkham. There is little evidence of higher levels of self containment in these towns as a result of their coastal location.

Places

House Prices

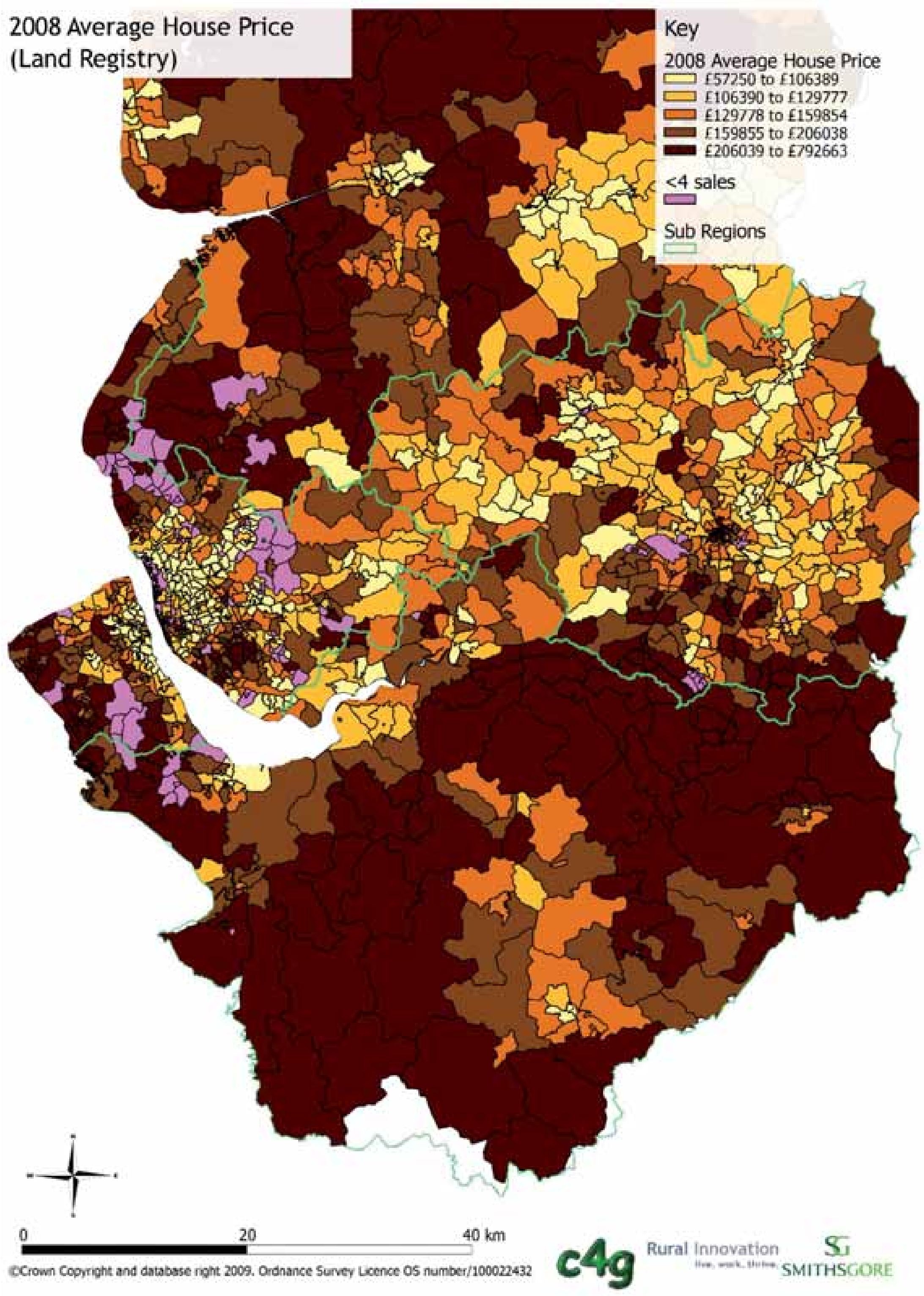
Information on house prices is based on data from the Land Registry for transactions completed in 2007 and 2008. This data shows that average prices across the four coastal communities are consistently around 25% lower than the county average for Cheshire. House prices in Neston are closest to, and in some instances exceed the sub-regional average.
Average prices are lowest in Runcorn although flats in Ellesmere Port have also sold at figures significantly lower than the regional and sub-regional average in both 2007 and 2008. This information is set out in Table 7 and graphically represented in Map 5.

Table 7: Average House Prices 2008

	Detached	Semi-Detached	Terraced	Flat	Total Averages
North West	£278,179	£161,004	£127,013	£125,073	£164,568
Cheshire	£320,495	£185,121	£156,507	£137,958	£218,327
Cheshire Coastal	£237,616	£145,173	£117,869	£105,844	£160,860
Ellesmere Port	£226,834	£140,478	£117,050	£92,354	£147,441
Neston	£297,670	£180,608	£160,128	£137,250	£242,474
Runcorn	£199,776	£130,837	£95,156	£102,546	£129,936
Widnes	£221,564	£136,979	£120,389	£107,287	£137,802

Source: Land Registry

Map 5: House Prices in Cheshire 2008



Housing Tenure

There are high levels of home ownership in the North West. The regional average for households who own their own home is 72.54%. The average for Cheshire is slightly higher, at 79.03%. Inevitably therefore the proportion of social (13.29%) and private rented housing (6.14%) available in the sub-region is lower than the regional average.

Of the four coastal communities only Neston has levels of home ownership higher than the sub-regional average. The figure of 31% of residents owning their home outright is comparable with figures for Southport and Ulverston but some way lower than figures for Formby, Lytham & St Annes, Heswall and West Kirby.

Runcorn has very low levels of home ownership (64%), higher than only two of the study settlements (Liverpool and Bootle). Its figure for outright ownership (16%) is the lowest of all the region's coastal communities and comparator settlements. Ellesmere Port (21.3%) and Widnes (22.8%) also have very low levels of outright ownership, placing them both well into the bottom quartile of all the study settlements.

Interestingly all four settlements have higher levels of social housing than the sub-regional average. Ellesmere Port, Runcorn and Widnes have particularly high levels of social housing, well above the regional as well as the sub-regional average. The figure for Runcorn of 30.5% places it third in the region's coastal communities (after Bootle and Maryport). The level of social housing in Widnes and Ellesmere Port is similar to that found in Whitehaven and Workington on Cumbria's west coast, but also in comparator inland towns such as Aspatria and Longtown in Cumbria and Winsford in Cheshire. Neston has a relatively high proportion of social housing for its size (14.04%). The level is similar to the inland comparator of Northwich, which is nearly three times as big.

Coastal communities are often associated with high levels of private rental stock, often including houses in multiple occupation. There is little evidence to support this association with Cheshire's coastal settlements, none of which have levels of private rental stock higher, or even comparable to, the sub-regional average.

Services

There are two types of service data available to us[23]. The first is the annual Rural Services Data Series from the Commission for Rural Communities. It expresses the number of households within each Census Output Area within distance bands to a selection of services. We have converted this to an expression of the percentage of households within the distance bands to the services. We have used the 2008 data.

The second is the Core National Accessibility Indicators for 2007[24]; a Department for Transport dataset which gives, for each Lower Super Output Area, the percentage of households within different bands of minutes travel time to selected services, either by public transport, on foot or by bike.

Thus the first is a measure of service availability, but cannot account for how accessible the services may be (for example there may be rivers or mountains in the as-the-crow-flies paths the data is based on). Also, no account is taken of the number of households sharing the service, or its quality. The second is a measure of service accessibility (but not by car).

Access to services for the four coastal communities is generally very good, and better than the average position for Cheshire. This position will of course be influenced by the size of the settlements (relative to many places in Cheshire) and the situation of the smaller settlement of Neston in relatively close proximity to larger centres.

[23] The services which these two datasets relate to are defined in the Appendix
[24] The analysis for the report was carried out before publication of the 2008 dataset.

Key Environmental Sites

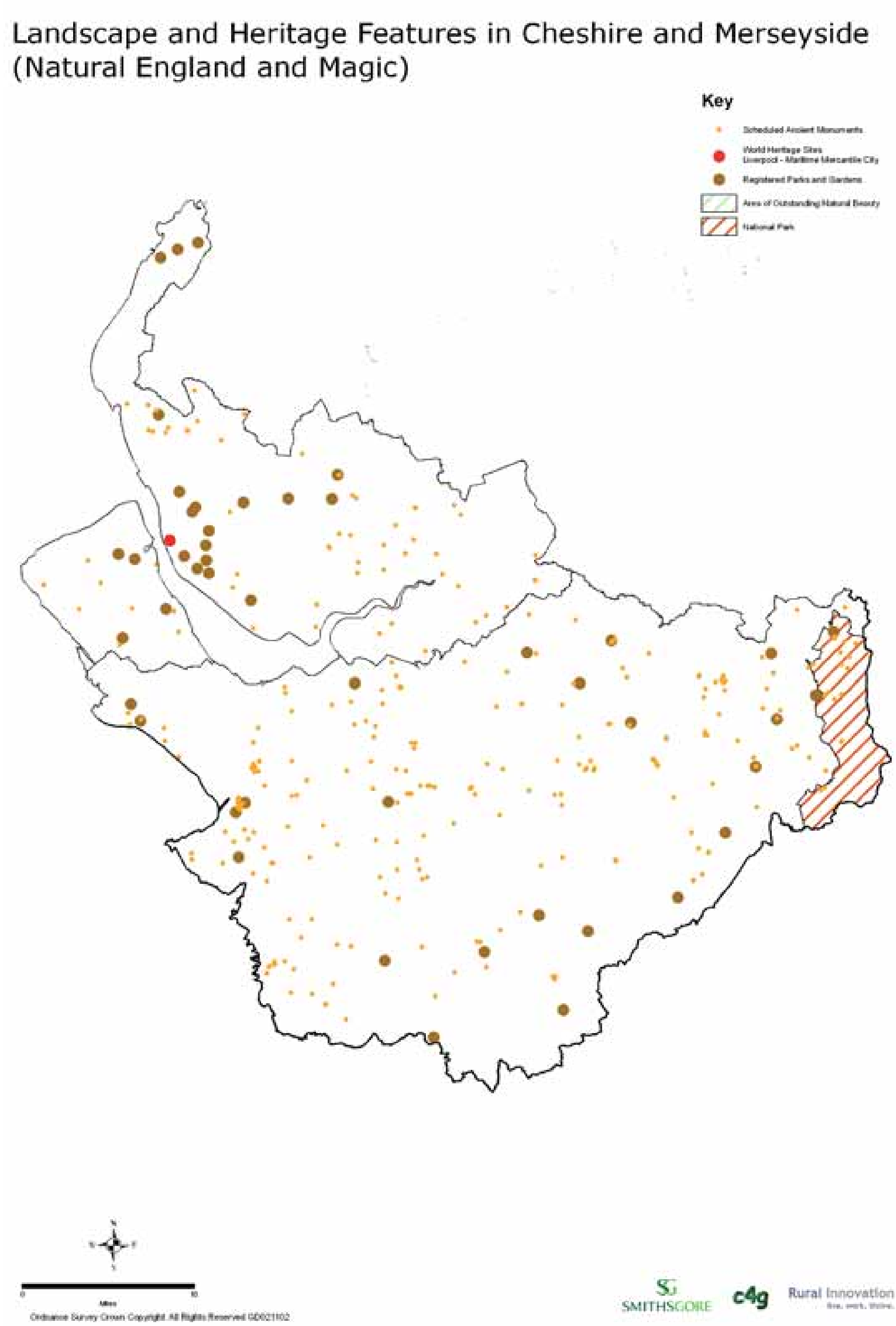
The accompanying maps[25] show sites designated for landscape or environmental importance.

Cheshire does not have many areas covered by national landscape designations; it has no Heritage Coast, AONB or World Heritage site. However the relatively small area of coast makes a significant contribution to the sub-region's biodiversity.

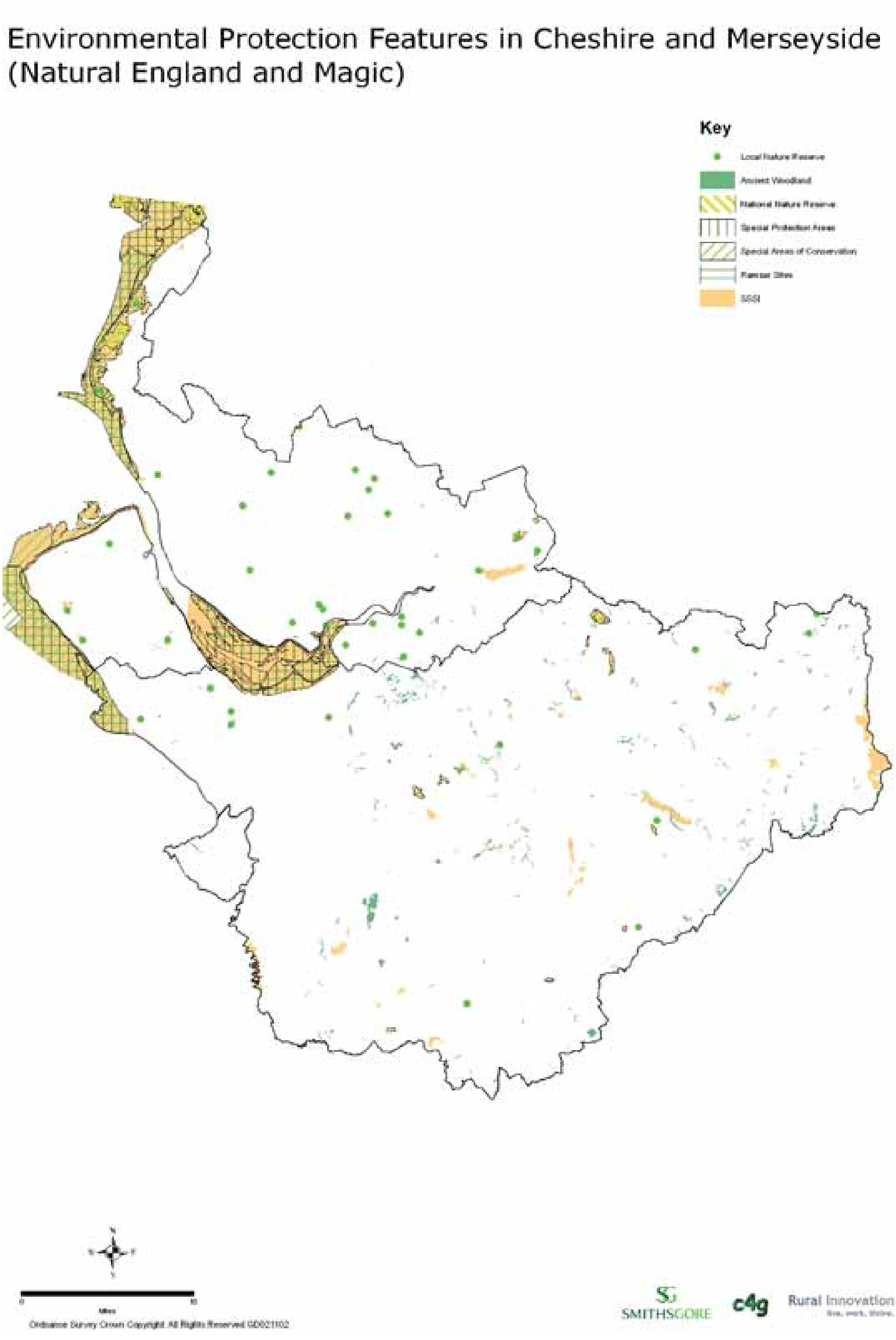
The coast includes areas of international importance for habitat and bio-diversity. 15,805 hectares of the Dee Estuary is protected by an international designation (Site of Community Importance[26]) due to the importance of its salt-marsh and salt-meadows. The area includes extensive mud and sand flats. The coastal area of the sub-region also includes part of the Mersey Basin and Upper Mersey Basin. The Mersey Estuary is designated as Special Protection Area and 5000 hectares are also designated as a Ramsar site.

[25] The maps show Cheshire and Merseyside
[26] http://www.jncc.gov.uk/ProtectedSites/SACselection/sac.asp?EUCode=UK0030131

Map 6: Landscape and Heritage Features



Map 7: Natural Environment Features



Cheshire Summary

The four coastal communities from Cheshire cannot really be considered as a collective. Despite the superficial similarities of size, location and history, Runcorn, Widnes and Ellesmere Port all exhibit significant differences around their social and economic performance, their relative affluence and levels of deprivation.

Ellesmere Port and Widnes are the most similar, with Ellesmere Port appearing to be the better performing settlement on the basis of the quantitative assessment.

Runcorn exhibits many of the same negative socio-economic characteristics as Liverpool, Bootle and Birkenhead, and in some instances (i.e. the level of social housing) compares with some of the most economically challenged communities on the coast.

Neston appears to be a relatively affluent settlement. It does not fit particularly well with the description of 'Seaside Towns' identified in the national research. It appears to be influenced more by the conditions and characteristics of its sub-region than the coast. It is interesting to note however that in one or two aspects (such as the level of incapacity claimants and multiple person households) there are links with characteristics often associated with coastal communities.

The following table records the relative performance of each settlement against a set of summary indicators. It defines each community with reference to the sub-regional average for each indicator.

Table 8: Summary Indicators - Cheshire

	Aged Popn	Popn Growth	Low Income	Car Ownership	Deprivation	Unemployment	Retail & Hospitality	Access to Services	Employment Centre	House Ownership	Private Rented Housing
Ellesmere Port	-	-	+	-	+	+	+	+	+	-	-
Neston	+	+	+	+	-	-	+	+	-	+	-
Runcorn	-	-	-	-	+	+	-	+	+	-	-
Widnes	-	+	-	-	+	+	+	+	+	-	-

= about sub-regional average; + more than sub-regional average; - less than sub-regional average

Cumbria

Cumbria has a substantial coastline with considerable variation in the size of settlements found there. The following coastal settlements in Cumbria have been included in the study:

Much of the Cumbrian coast is separated from the remainder of the sub-region by the fells and lakes of the Lake District National Park.
As a result it is the most peripheral of the region's coast. Many of its communities are distinctive in that they function in a very different context from the rest of the sub-region.

Table 9: Coastal Communities - Cumbria

Settlement	2001 Population	Local Authority
Millom	6,110	Copeland District
Ravenglass	324	
Seascale	1,706	
St Bees	1,381	
Whitehaven	24,976	
Arnside	2,286	South Lakeland District
Flookburgh	1,221	
Grange-over-Sands	4,838	
Kirkby-in-Furness	908	
Ulverston	11,255	
Allonby	469	Allerdale District
Maryport	9,603	
Silloth	2,920	
Workington	28,246	
Askam in Furness	3,423	Barrow-in-Furness District
Barrow-in-Furness	47,300	
Haverigg	1,063	
Walney Island	10,123	
Cumbria	487,608	
Cumbria Coastal Communities	153,666	

Source: 2001 Census

People

Age Profile

The age profile for Cumbria is shown in Table 10:

As a whole the population of Cumbria is older than the regional average. This is particularly the case when compared with Lancashire and Merseyside. The coastal settlements follow this pattern. The three highest proportions of people in the age group 60-74 in the region found in the sub-region are in Grange-over-Sands (24.1%), Arnside (23.95) and Ravenglass (22.8%).

What is 'missing' in such places is family-aged adults and their children. However in settlements like Barrow-in-Furness, Walney Island, Maryport, Whitehaven and Workington this is reversed and the age distribution becomes more like that of the region as a whole.

Table 10: Age Profile of the Cumbria Sub-region

	< 16	16-19	20-29	30-59	60-74	75+
North West region	20.69%	5.12%	11.96%	41.15%	13.68%	7.40%
Cumbria	18.86%	4.54%	10.11%	42.39%	15.58%	8.51%
Cumbria Coastal Communities	19.65%	4.65%	10.32%	41.45%	15.22%	8.71%
Allerdale	18.77%	4.44%	9.91%	42.79%	15.71%	8.38%
Barrow-in-Furness District	20.80%	4.71%	10.45%	41.75%	14.28%	8.01%
Copeland	19.76%	4.81%	10.43%	42.92%	14.89%	7.20%
South Lakeland	17.27%	4.29%	8.97%	42.22%	17.10%	10.15%
Allonby	21.75%	3.62%	8.53%	42.64%	17.06%	6.40%
Arnside	11.72%	3.46%	4.86%	36.18%	23.97%	19.82%
Askam in Furness	23.49%	4.67%	9.26%	43.18%	13.18%	6.22%
Barrow-in-Furness	21.03%	4.89%	10.58%	41.37%	13.87%	8.26%
Flookburgh	16.71%	2.54%	5.08%	39.89%	20.15%	15.64%
Grange-over-Sands	12.69%	2.85%	4.42%	35.01%	24.14%	20.88%
Haverigg	15.99%	4.52%	8.65%	41.39%	19.66%	9.78%
Kirkby-in-Furness	17.40%	6.28%	5.51%	46.26%	14.87%	9.69%
Maryport	20.12%	4.70%	11.77%	40.40%	14.93%	8.08%
Millom	20.90%	4.71%	10.36%	41.52%	14.48%	8.02%
Ravenglass	14.51%	4.01%	6.48%	42.90%	22.84%	9.26%
Seascale	18.23%	2.93%	7.33%	41.50%	19.40%	10.61%
Silloth	18.18%	3.60%	9.79%	37.05%	19.18%	12.19%
St Bees	19.12%	5.43%	7.24%	48.23%	14.48%	5.50%
Ulverston	18.83%	4.38%	9.14%	41.92%	16.13%	9.60%
Walney Island	19.96%	4.61%	11.48%	41.36%	14.37%	8.21%
Whitehaven	20.22%	5.02%	11.43%	42.11%	14.51%	6.71%
Workington	18.92%	4.69%	10.73%	42.72%	15.14%	7.81%

Source: Census 2001

Household Composition

This pattern is confirmed by analysis of household structure, where 'retirement' settlements show high proportions of couples with no dependent children.

Overall, the Cumbrian coastal communities have a lower incidence of non-student multi-person households than the regional average (1.5% to 2.0%). However, the proportion of this sort of household is relatively high in Ravenglass (2.5%), Kirkby-in-Furness (2.2%) and Arnside (2.2%).

Population Change 2001-2007

The population of the sub-region has grown faster than the region as a whole (1.8% against 1.35%), yet that of its coastal communities has slightly declined (-0.08%). Specifically, this is due to loss of middle-aged adults and their children, as growth in the age band 65+ has been faster than for the region as a whole (5.12% against 5.03%).
It is important to remember that the UK's population as a whole is ageing, and so will 'naturally' drift towards the higher age bands.

For districts like South Lakeland and Allerdale the growth in the pre-retirement and retirement age bands is pronounced, whereas for Barrow-in-Furness District this is not the case.

This pattern continues for individual settlements. The smaller, remoter communities such as St Bees and Silloth are growing, principally as retirement locations, however, the post-industrial communities, such as Walney Island, Barrow-in-Furness and Workington are in general decline, however. There are exceptions to these trends: Seascale is also in decline, and Whitehaven is faring better than its neighbours.

Migration

The value of the 2001 Census migration data is that it allows us to see the patterns of migration movement for the year preceding the census.
For example, where the majority of moves in and out of a settlement were from close neighbours this is evidence of a functional network.

Relatively large numbers of people moved between Barrow-in-Furness, Walney Island and Ulverston forming a local migration network. Similarly, Maryport, Whitehaven and Workington also show a strongly localised network (including settlements just inland such as Cleator Moor and Egremont).

In general population migration appears to be quite localised along this stretch of coast, reflecting its relatively peripheral nature[27].

[27] Flows of 'retirees' will generally not be obvious in this data, as they will be coming from a wide range of places.

Incomes

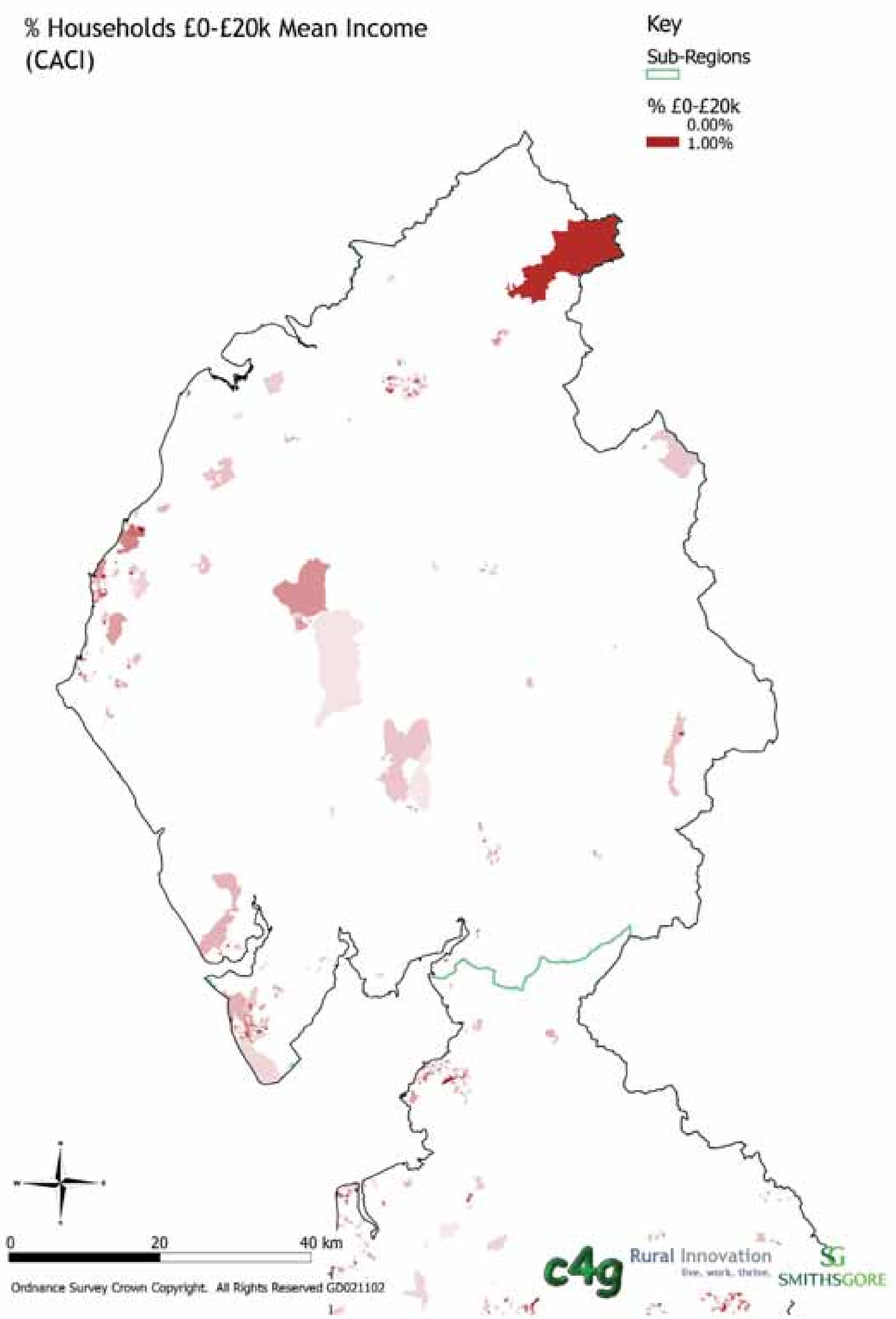
CACI Paycheck presents data as the number of households with incomes within income bands. These can be aggregated in various ways. The band £0-£20k has been used as an indicator of low income in Cumbria. Mapping of this band (see Map 8) shows a definite coastal patterning of households with the lowest incomes in Cumbria. These are found on the Furness peninsula and in the Maryport / Whitehaven / Workington network.

There are also clusters of low income households in Carlisle, showing that low incomes are a feature of larger settlements.

Overall the Cumbrian coastal communities show a higher incidence of low incomes than for any other sub-region, and than the region as a whole (14.4% households £0-£20k, 10.4% for the region), and lower than the sub-region too (9.5%).

However detailed examination of the data shows that only Millom, Whitehaven, Maryport, Workington, Barrow-in-Furness and Walney Island have higher proportions of low income households - the remaining settlements have average or lower proportions.

Map 8: Household Income £0 - £20,000



Personal Transport

Across the region each household owns an average of 1.02 cars (2001). For the Cumbrian coastal communities this average drops to 0.93. This compares with a rate for Cumbria of 1.12.

At district level the rates are: Barrow in Furness District 0.88, Copeland 1.05, Allerdale 1.13 and South Lakeland 1.27. Car ownership appears to be highest in the more rural settlements, and below the regional and district averages in the large, more urban, settlements.

Deprivation

The Index of Multiple Deprivation scores individual LSOAs for overall deprivation and across various domains. We have used the overall domain and health and education domains here. Table 11 shows the scores for each settlement, for the four 'coastal' districts, and for Cumbria as a whole; the higher the score, the greater the level of deprivation.

Table 11: Index of Multiple Deprivation Score

	Index of Multiple Deprivation Score		
	Overall	Health	Education
North West region	27.59	0.67	25.22
Cumbria	21.19	0.29	21.21
Cumbria Coastal Communities	25.30	0.68	23.88
Allerdale District	21.63	0.35	22.95
Askham in Furness	18.77	0.69	17.91
Barrow-in-Furness	37.41	1.52	26.73
Barrow-in-Furness District	32.69	1.32	23.72
Copeland District	25.72	0.61	28.53
Grange-over-Sands	8.93	-0.19	4.90
Haverigg	20.61	0.45	32.09
Kirkby-in-Furness	10.04	-0.51	5.98
Maryport	34.10	0.89	41.56
Millom	26.94	0.62	34.82
Seascale	7.36	-0.33	14.49
Silloth	21.39	0.38	32.80
South Lakeland District	11.67	-0.35	9.48
St Bees	9.23	-0.33	4.07
Ulverston	16.71	0.15	14.45
Walney Island	28.57	1.16	22.54
Whitehaven	28.64	0.85	30.70
Workington	27.98	0.79	28.62

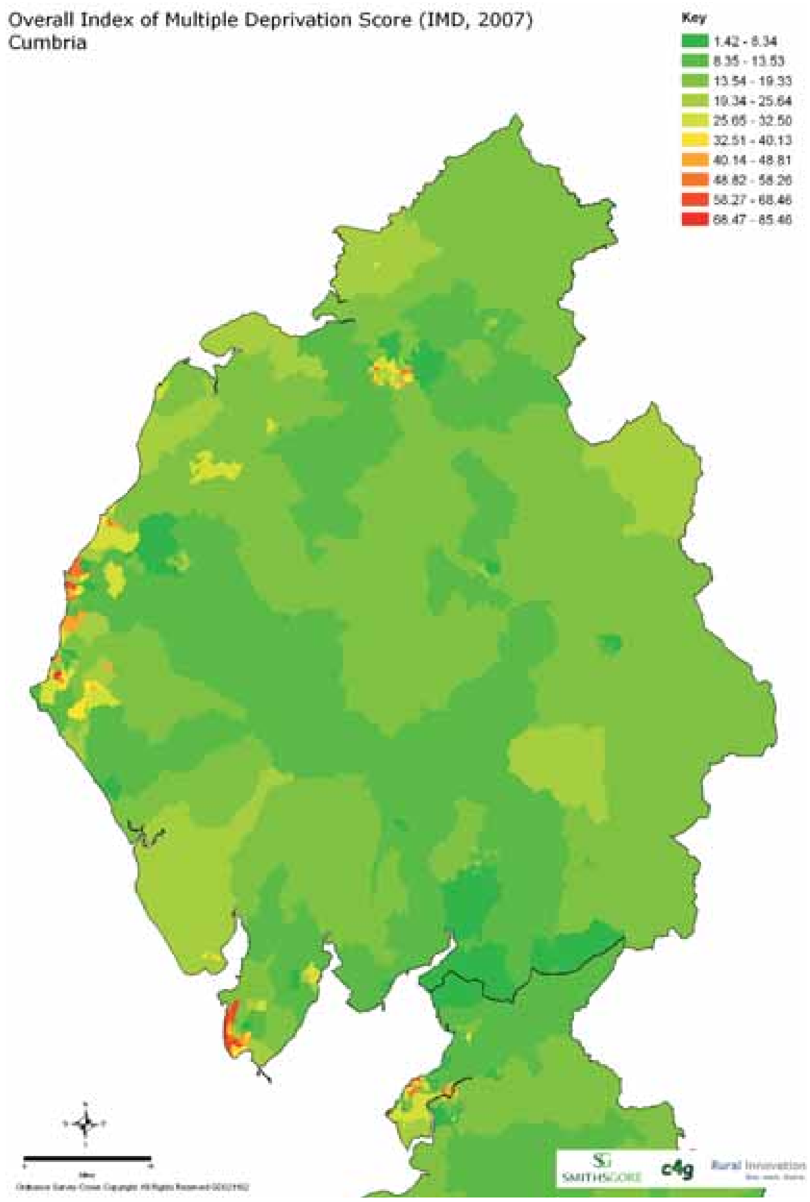
Source: IMD 2007

Overall the Cumbrian coastal communities are less deprived than the region as a whole, but more deprived than the sub-region. The health score is very similar to the regional average, but the education score is again lower
(23.9 vs 25.2).

The data skew towards the large urban areas is very clear in the regional dataset (deprivation for Merseyside is 35.7 overall), so it is not surprising in Cumbria to see that Barrow-in-Furness, Walney Island, Maryport, Whitehaven and Workington account for the overall greater deprivation score. The other, smaller, coastal communities (such as Grange-over-Sands, Seascale and St Bees) have less than average deprivation levels.

As represented in Map 9 - the concentrations of deprivation on the coast are quite clear.

Map 9: Overall Deprivation in Cumbria



Work

Employment

The Annual Business Inquiry records around 215,000 jobs in Cumbria[28]. The 18 coastal communities account for 60,141 of these, about 28%.

This is data which bears examination of the detail. In Table 12, it shows the allocation of employment by main industrial group.

The first thing to note is the low proportion of employment in agriculture and fishing - climbing to only 0.7% in St Bees. Whilst some fishing activity remains, it is very localised. Instead, services (distribution, hotels and restaurants) and the public sector (public administration, education & health) are the dominant employers (as they are for the region as a whole).

Cumbria has more employment in services than its coastal communities do, probably thanks to the Lake District National Park. Manufacturing is a strong feature of some coastal communities, such as Silloth, Workington, Ulverston, and to a lesser extent Barrow in Furness.

The sectoral data for the Sellafield complex has also been included. It is discussed further in the next section.

Table 12: Industry of Employment – Cumbria

	Agriculture and fishing (SIC A,B)	Energy and water (SIC C,E)	Manufacturing (SIC D)	Construction (SIC F)	Distribution, hotels and restaurants (SIC G,H)	Transport and communications (SIC I)	Banking, finance and insurance, etc (SIC J,K)	Public administration, education & health (SIC L,M,N)	Other services (SIC O,P,Q)
North West region	0.1%	0.4%	12.5%	5.1%	23.8%	5.7%	19.5%	28.3%	4.6%
Cumbria	0.2%	1.1%	17.6%	5.4%	29.1%	5.1%	12.2%	24.9%	4.5%
Cumbria Coastal Communities	0.0%	0.6%	17.7%	4.3%	26.4%	4.2%	11.4%	30.9%	4.5%
Arnside	0.0%	0.0%	!	!	42.0%	!	14.5%	!	!
Askam-in-Furness	!	!	!	!	21.2%	!	11.9%	!	!
Barrow-in-Furness	!	!	10.4%	4.1%	26.7%	6.4%	13.7%	33.8%	4.3%
Flookburgh	!	0.0%	!	8.6%	24.3%	!	!	!	!
Grange-over-Sands	!	!	!	4.4%	43.4%	!	12.3%	27.4%	5.5%
Haverigg	!	0.0%	!	!	!	!	!	!	!
Kirkby-in-Furness	!	0.0%	!	!	!	0.0%	!	!	!
Maryport	!	0.0%	!	5.1%	24.4%	!	16.4%	37.1%	7.9%
Millom	0.0%	0.0%	!	!	28.3%	!	8.9%	33.5%	!
Seascale	0.0%	0.0%	!	!	!	!	15.3%	!	!
Silloth	!	0.0%	!	!	27.8%	!	5.5%	!	!
St Bees	!	0.0%	0.0%	!	!	!	15.1%	!	!
Ulverston	!	!	27.2%	3.7%	25.8%	2.6%	14.3%	22.1%	3.8%
Whitehaven	!	!	2.7%	2.1%	29.7%	3.7%	11.1%	44.8%	5.8%
Workington	!	!	18.0%	6.2%	29.6%	3.3%	9.1%	27.4%	5.1%
Sellafield	2 (0.0%)	3 (0.0%)	10,118 (83.3%)	303 (2.5%)	579 (4.8%)	31 (0.3%)	757 (6.2%)	314 (2.6%)	37 (0.3%)

Source: ABI 2007
Any data that is potentially disclosive has been suppressed and marked with '!'. Some other data has been suppressed to avoid being deduced by subtraction.

[28] 214,594: source Annual Business Inquiry 2007. The ABI does not cover the agricultural sector, nor does it include jobs in private households, jobs in organisations not held on the IDBR, homeworkers, jobs in non-UK businesses or the self-employed. In addition, the December reference date results in employment data that are heavily influenced by seasonal factors.

Unemployment

Data on unemployment is not available at sufficiently low level to provide information on unemployment for each settlement. We have therefore used claimant data to provide an insight into worklessness in the coastal communities.

Benefit Claimants

The overall level of benefit claimants in the Cumbrian coastal communities is close to the regional average. Within this headline the proportion of job seekers is slightly lower, and that of those claiming Incapacity Benefit higher.

Once again the greatest overall difference is between the largest towns and 'the rest'. Table 13 shows examples of this. The overall claimant count in these places is considerably greater than the regional average, and much greater than for Cumbria. Job Seekers Allowance claimants fluctuate around the regional average, but incapacity claimants are noticeably higher. In contrast in places like Grange-over-Sands claimant counts are much lower (overall 8.44%).

Seasonality of Unemployment

Over the last three years unemployment has grown from around 2.3% in the Cumbrian coastal communities to 3.3%, against a rise to 2.7% for the sub-region as a whole. Again there is no strong trace of seasonality in the data, with the exception of Silloth which does show a faint seasonality in unemployment. Overall the smaller more rural communities generally have lower levels of unemployment claimants, and the larger communities have higher levels.

Table 13: Claimants as a Percentage of Working Age Population

	Total claimants	Job Seekers Allowance	Incapacity Benefit	Income Support (Lone Parent)	Carer	Disability benefits
North West region	17.20%	2.36%	9.49%	2.22%	1.24%	1.12%
Cumbria	13.76%	1.51%	7.96%	1.39%	1.20%	1.01%
Cumbria Coastal Communities	17.53%	1.99%	10.22%	1.85%	1.50%	1.19%
Barrow-in-Furness	23.33%	2.78%	13.98%	2.38%	1.72%	1.61%
Walney Island	18.61%	1.32%	11.90%	1.32%	2.12%	1.41%
Maryport	22.04%	2.85%	11.69%	2.85%	2.28%	1.33%
Whitehaven	19.72%	2.73%	11.09%	2.20%	1.63%	1.19%
Workington	19.88%	2.40%	11.51%	2.40%	1.53%	1.13%

Other income related benefits and Bereaved benefits omitted.

Source: DWP 2007

Employment Centres

Travel to work 'self-containment' is a simple expression of the strength of an employment centre in terms of the ability of a settlement to retain and employ its own residents. Self-containment is measured by the % of trips to work which originate and complete in a settlement.

Barrow-in-Furness has the highest self containment of all the study settlements (80.3%), and also employs an additional 6,377 net employees over its resident employees. It is a very strong employment centre. So too, in relative terms, are Workington (53.3%), and Ulverston (52.0%). 50% self containment is a 'rule of thumb' cut off for functional strength, though this is always tempered by local geographic relationships, as we shall see in a moment.

The weakest self-containment is found in Walney Island (16.1%), St Bees (22.2%), and Seascale (26.3%). However in Walney Island this is because of the close functional relationship with Barrow-in-Furness. For St Bees travel to work flows are split between Sellafield, Whitehaven and Workington, indicating the weak role of the settlement rather than it being part of a wider network. Employment in Seascale is also dominated by Sellafield.

Maryport, Whitehaven and Workington have strong relationships with each other, previously documented in the Key Service Centres Study[29]. Together with Cleator Moor and Egremont (also part of the network) they exchange over 3,500 commuters a day. This is why individual self-containment is low in these settlements.

Overall, it is perhaps surprising that places such as Millom, Arnside, Allonby and Silloth do not have a stronger employment role, given their relative isolation and peripherality.

Sellafield is a most unusual addition to the pattern of employment centres on this stretch of coast. Using the two COAs which it partly covers as a proxy for the plant, we can see that 11,469 people worked on the site in 2001, 98% of whom did not live there. Two LSOAs are also a reasonable fit and so we also were able to look at the distribution of employment on the site.

This analysis showed a total of 12,144 employees working at Sellafield. The majority of these were manufacturing employees, but there are also significant numbers of administration, service and construction workers on the site. The travel to work detailed flows (Table 14) show how important employment at Sellafield is for many of the coastal settlements:

Table 14: Travel to work to Sellafield

Origin	No. of Employees
Whitehaven	2732
Workington Urban Area	1212
Egremont	891
Cleator Moor	824
Millom	405
Barrow-in-Furness	335
Seascale	324
Cockermouth	296
Sellafield	227
St Bees	215
Maryport	202

Source: 2001 Census

[29] See earlier reference.

Travel to Work

Working from home is relatively common in Cumbria (12.0%, regionally 8.4%), but less common in the coastal communities (7.2%). However when the detail is examined it is clear that the pattern is a little more complex - in the far north and on the mid-Cumbrian coast working from home is more common - these are more peripheral areas. However around the Furness peninsula and the Maryport / Whitehaven / Workington network it is less common.

The car is the dominant means of travel to work in this sub-region, as might be expected; however walking and cycling are relatively more common in the larger towns (a trait shared with inland comparators such as Kendal and Cockermouth).

Places

House Prices

Information on house prices is based on data from the Land Registry for transactions completed in 2007 and 2008. Average house prices are around £25,000 higher in Cumbria than the region as a whole, but the average for the coastal communities is nearly £30,000 lower than the regional average (and so £55,000 below the Cumbria average).

Table 15 shows the prices for the individual settlements.

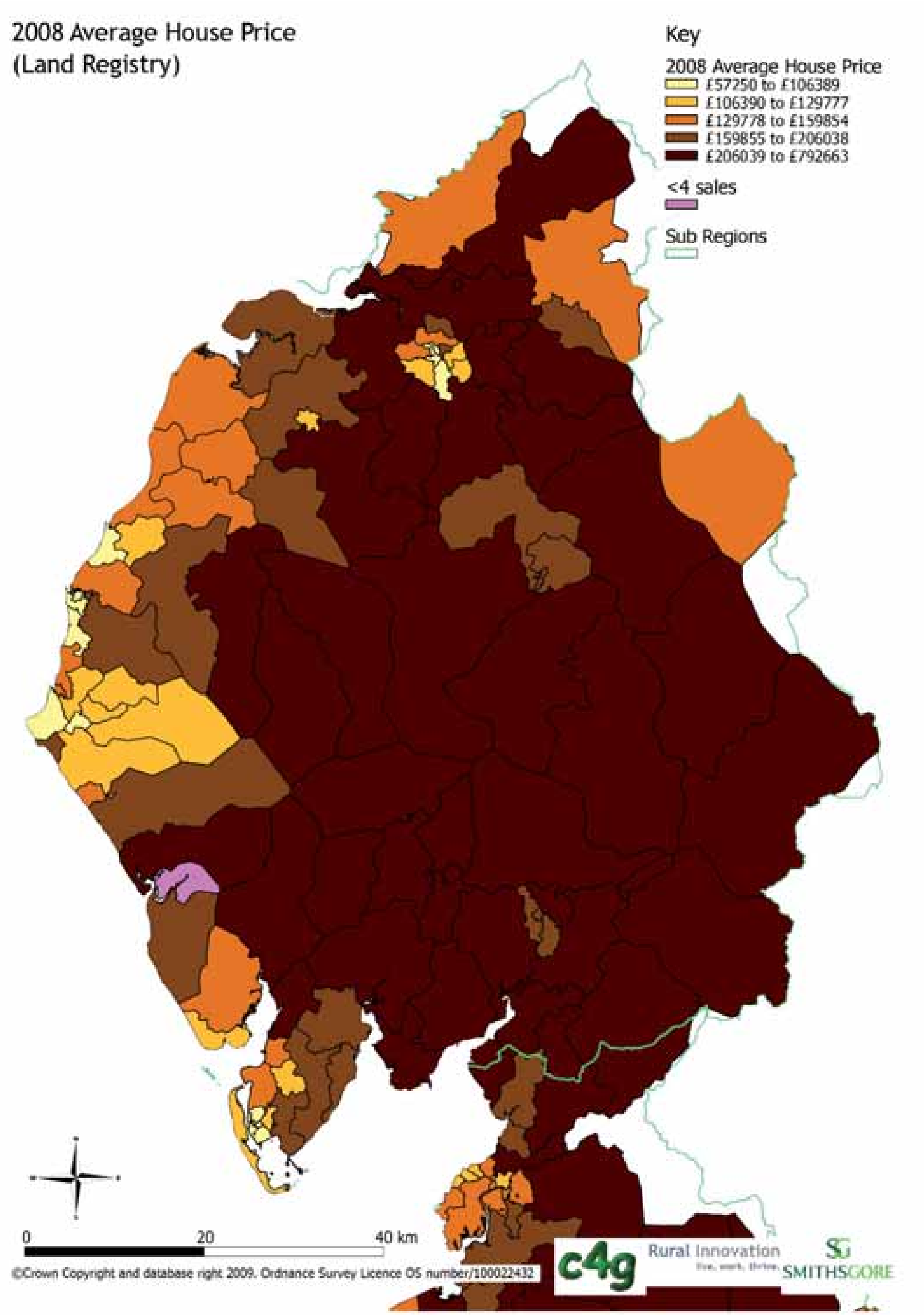
Only Kirkby-in-Furness, Ulverston and St Bees appear to be high value markets, with overall house prices clearly above regional averages. Walney Island, Barrow-in-Furness, Whitehaven, Workington, Millom and Maryport are all clearly low-value markets, both in a regional and Cumbrian context. Thus, the majority of the Cumbrian coastal communities are low-value housing markets (see Map 10).

Table 15: Average House Prices 2008

	Detached	Semi Detached	Terraced	Flat	Total Averages
North West region	£278,179	£161,004	£127,013	£125,073	£164,568
Cumbria	£274,524	£176,424	£150,738	£148,413	£190,007
Cumbria Coastal Communities	£213,041	£135,162	£106,028	£100,422	£131,465
Kirkby-in-Furness	£286,666	£193,400	£181,166		£222,000
Ulverston	£282,613	£180,882	£137,398	£100,983	£177,095
St Bees	£266,611	£155,285	£154,500		£196,771
Askam in Furness	£246,681	£147,306	£106,385		£149,888
Walney Island	£244,050	£127,337	£92,296	£88,000	£114,266
Barrow-in-Furness	£215,740	£135,721	£92,389	£94,196	£117,669
Whitehaven	£203,417	£119,787	£113,991	£102,284	£119,246
Workington	£181,964	£132,151	£95,711	£103,900	£123,728
Millom	£173,661	£123,146	£81,322		£106,760
Maryport	£158,782	£90,987	£82,674	£138,077	£104,821

Source: Land Registry

Map 10: House Prices in Cumbria 2008



Housing Tenure

Owner occupation is high in Cumbria (75.2% vs 72.6% regional average), and slightly lower in its coastal communities (74.0%).

There is considerable place-to-place variety again. High levels of owner occupation are found in Grange-over-Sands (86.26%), Arnside (85.77%) and Kirkby-in-Furness (84.22%). Low levels are found in Workington (71.52%), Allonby (70.47%) and Whitehaven (67.85%).

There is therefore, something of a north / south divide here, principally driven by lower owner occupation in the Maryport / Whitehaven / Workington network. Owner occupation is above the regional average in Barrow-in-Furness.

Conversely Maryport (31.1%), Whitehaven (25.5%) and Workington (22.6%) show some of the highest incidences of social rented housing in the region. High levels of private rental housing stock are found in Ravenglass (36.5%), Allonby (23.15) Flookburgh (11.7%) and Barrow-in-Furness (9.7%).

Services

There are two types of service data available to us[30]. The first is the annual Rural Services Data Series from the Commission for Rural Communities. It expresses the number of households within each Census Output Area within distance bands to a selection of services. We have converted this to an expression of the percentage of households within the distance bands to the services. We have used the 2008 data.

The second is the Core National Accessibility Indicators for 2007, a Department for Transport dataset which gives, for each Lower Super Output Area, the percentage of households within different bands of minutes travel time to selected services, either by public transport, on foot or by bike.

Thus the first is a measure of service availability, but cannot account for how accessible the services may be (for example there may be rivers or mountains in the as-the-crow-flies paths the data is based on). Also, no account is taken of the number of households sharing the service, or its quality. The second is a measure of service accessibility (but not by car).

As might be expected, most services are available within 0-2km (the band we have used) in most places. Ravenglass, Silloth, Kirkby-in-Furness show some service gaps (petrol station, secondary school, job centre, bank, dentist), but these should reasonably be expected for such small places. What is more interesting is the apparent lack of close access to job centres, supermarkets, banks and dentists in Workington - a large settlement.

Similarly the service accessibility data also picks out the very smallest places as having poorer service accessibility, but Workington does not stand out in the accessibility data.

Overall, these datasets are of limited utility here, and better suited to spotting micro-scale ‘holes’ in service availability and accessibility.
Neither, though, gives an indication of service quality or use, which are also important aspects of local services.

[30] The services which these two datasets relate to are defined in the Appendix.

Key Environmental Sites

Cumbria is an environmentally rich sub-region, and the coast is a significant factor in this. Key landscape and heritage designations include St Bees Heritage Coast, the South Solway AONB and Arnside and Silverdale AONB, part of the Lake District National Park and the Frontiers of the Roman Empire World Heritage Site (Hadrian's Wall).

The coast contributes very significantly to the sub-region's biodiversity. The sub-region's designated environmental assets[31] include part of the Solway Firth, the Drigg Coast, the Duddon Estuary and Mosses and part of Morecambe Bay[32]. The coast is also studded with National and Local Nature Reserves. Natural England's natural area profile[33] describes the area as follows:

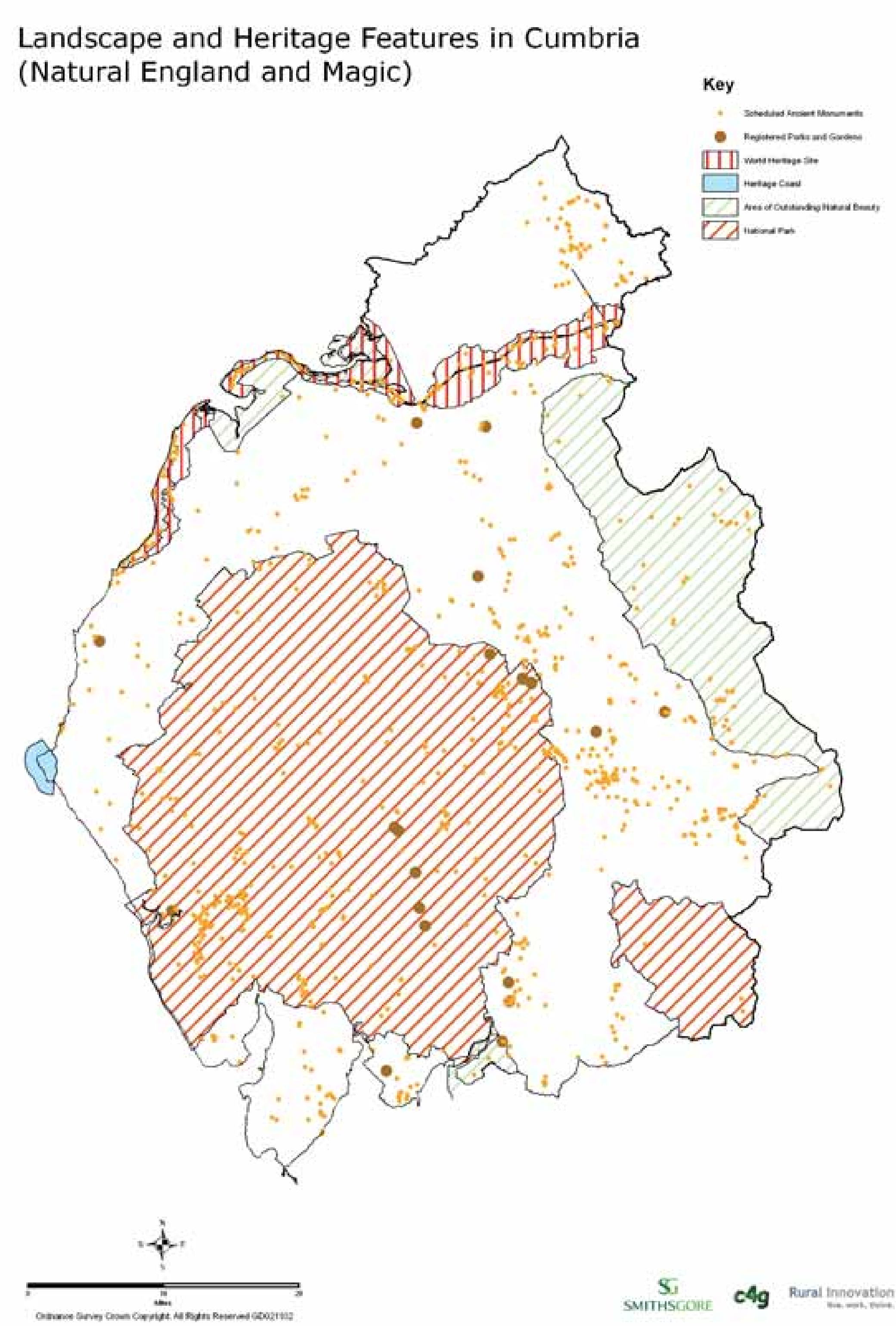
"The Solway Firth is dominated by vast areas of grazed saltmarsh and intertidal mudflats which support internationally important populations of overwintering wildfowl and waders and breeding birds. The Firth supports all of the wintering Svalbard barnacle goose population. The outer Firth is characterised by an open coast of sand dunes at Silloth and Mawbray and soft cliffs supporting coastal grassland. The Solway is also important for the rare natterjack toad. The Solway Basin is dominated by its estuary and estuarine raised mires. The mires or mosses represent the largest concentration of relatively intact raised bog in Britain. Transitions to the estuary are well represented, to saltmarsh, shingle, sand dune, maritime grassland and heath and raised mire communities.

From Maryport in the north to Walney Island in the south the majority of the coastline consists of soft cliffs. The only hard cliffs are found at St Bees, where the high sandstone cliffs are of particular importance for their geology and populations of sea birds.

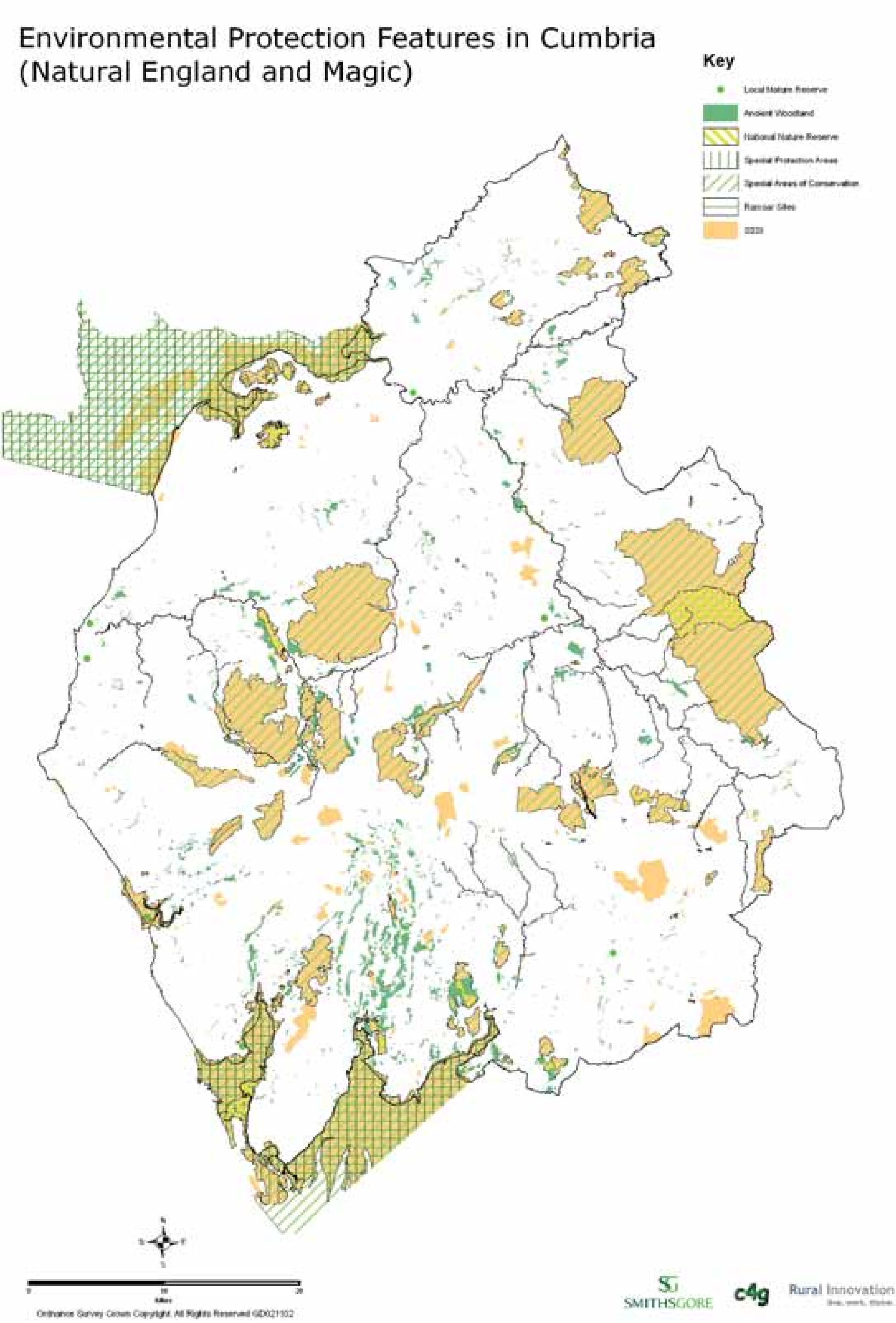
The two major estuarine systems of the Duddon and Drigg are of importance for their large sand dune systems, saltmarsh and grazing marsh. The River Ehen also supports areas of grazing marsh. The Duddon Estuary is of international importance for its populations of overwintering wildfowl and waders. The coastal habitats provide a stronghold for the rare natterjack toad. Marine interest includes reefs of the polychaete worm Sabellaria and intertidal and subtidal rocky skears off Walney."

31 Special Protection Area, Special Area of Conservation, Ramsar Site, SSSI.
32 See description for Morecambe Bay under Lancashire Sub-region Key Environmental Sites.
33 www.naturalareas.naturalengland.org.uk/science/natural/na_results.asp?R=2.

Map 11: Landscape and Heritage Features



Map 12: Natural Environment Features



Cumbria Summary

The Cumbrian coastal communities show a basic two-way split between towns which are strong employment centres and the rest. The employment centres are (in two functional groups):

- Maryport; Whitehaven; Workington; and
- Barrow-in-Furness / Walney Island; Kirkby-in-Furness; Ulverston.

All, with the exceptions of Kirkby-in-Furness and Ulverston, show relatively low incomes, high deprivation and claimant counts, yet have strong employment roles. Some also show relatively young, yet declining populations. Most are not foci for service industries. Others are centres for manufacturing. Some have a high incidence of private rented housing.

Despite being the mainstays of the Cumbrian coast (these are the largest settlements), these communities exhibit significant structural weaknesses in the socio-economic characteristics exhibited by their people and local economies.

As regards the rest, with the exception of Allonby, Millom and Silloth, all have characteristics which mark them as part 'retirement' towns; part low-key resort. They seem to have few of the structural problems of the 'working' towns. However, car ownership is high - raising a considerable challenge for low-carbon futures. These are generally smaller places, in environmentally attractive locations.

Millom is characterised by relatively low incomes, and together with Allonby and Silloth does not have a particularly aged population. These three places are less distinctive when seen through the data, suggesting weaker roles and functions.

Overall, it cannot really be said that the Cumbrian coastal communities are distinctive when compared to settlements across the rest of the sub-region. The National Park has a strong impact on the geography of the county. Its central position and upland topography with its western border close to and sometimes on the coast, enhances the peripherality of the coastal communities. The story of the coast provided by the data is principally about the two clusters of larger towns, and then what is left.

What is clear is that these two clusters provide clear foci for development and support, as they show strong signs of socio-economic structural problems. They both contain functional networks, suggesting that such support needs to look at the towns as groups, not just individually.

Functional understanding of the Cumbrian coast would be incomplete without taking the influences of Sellafield into account. The site is as significant as an employment centre as the largest of the coastal towns, yet very few people live there, and so well over 10,000 commuters travel to the site every day from up and down the coast. The future of the nuclear industry is currently a matter of national debate. It may be that additional nuclear sites come to this coastline. Thus, Sellafield and the wider nuclear industry are major factors in a web of issues concerning the majority of Cumbria's coastal communities.

Elsewhere the story is perhaps of opportunities forgone. Most coastal communities do not have clear problems as such, but neither are they particularly strong. Given their attractive locations, and strong brand of the Lake District, more could be done to set them apart and so develop a more purposeful future. The untapped potential of the Cumbria coast was a strong theme of the workshops, though it was also admitted that a systematic assessment of that potential was also missing. Though it could be argued that a start is being made in the work of the West Cumbria Energy Coast and the Morecambe Bay and Duddon Regional Park Programme.

Lastly, one specific, and strongly agreed point, concerned the importance of the coastal railway line.

The coast road is often convoluted and slow, whereas the railway line is much more direct, and potentially a much more sustainable means of transport. The line is a pivotal asset for coastal communities and the most should be made of it.

The following table records the relative performance of each settlement against a set of summary indicators. It defines each community with reference to the sub-regional average for each indicator.

Table 16: Summary Indicators – Cumbria Coastal Communities

	Aged Popn	Pop Growth	Low Income	Car Ownership	Deprivation	Unemployment	Retail & Hospitality	Access to Services	Employment Centre	House Ownership Housing	Private Rented
Millom	=	-	+	-	=	-	=	-	=	=	=
Ravenglass	+		-	+						=	+
Seascale	+	=	-	+	-	-	-	-	-	-	+
St Bees	+	+	-	+	-	+	-	-	-	-	-
Whitehaven	=	+	+	-	+	=	+	-	=	+	-
Arnside	+	+	-	+	-	-	-	-	+	-	-
Flookburgh	+	=	-	+	-	-	-	=	-	-	+
Grange-over-Sands	+	+	-	+	-	-	-	-	+	=	-
Kirkby-in-Furness	=	-	-	+	-	-	-	+	-	+	=
Ulverston	=	-	-	=	-	-	-	+	-	=	=
Allonby	=		-	+						-	+
Maryport	=	=	+	-	+	+	+	-	-	+	-
Silloth	=	+	-	+	-	-	-	+	=	=	+
Workington	=	-	+	-	+	+	+	+	=	+	-
Askam in Furness	-	+	-	-	-	-	=	-	-	+	-
Barrow-in-Furness	-	-	+	-	+	+	+	-	-	+	+
Haverigg	=	+	=	-	-	-	-	-	-	+	=
Walney Island	=	-	+	-	+	-	+	+	-	+	-

= about sub-regional average, + more than sub-regional average, - less than sub-regional average
gaps indicate where lsoa analysis was not possible for some settlements

Lancashire

Lancashire is not defined by its coast, yet the coast includes some of the most well known of Lancashire's towns outside the sub-region. Places like Blackpool and Morecambe are synonymous with England's coast and have played an important social and economic role for decades.

The Lancashire coast includes two of the region's important estuaries, Ribble and Lune, and the southern shore of Morecambe Bay. These shallow areas include internationally important habitats and host some of the region's most important biodiversity.

The coastal communities of Lancashire included in the study are shown in Table 17. Together they host 23% of the sub-region's population. The coastal settlements in this sub-region are mostly larger towns. Blackpool is by a long way the largest. Carnforth and Preesall are smaller towns, Bolton-le-Sands, Silverdale and Glasson are effectively villages.

Table 17: Coastal Communities - Lancashire

Settlement	2001 Population	Local Authority
Blackpool	161,745	Blackpool
Banks	3,363	West Lancashire District
Bolton-le-Sands	7,040	Lancaster District
Carnforth	5,312	
Morecambe	39,851	
Heysham	9,662	
Glasson	332	
Silverdale	1,316	
Lytham & St Annes	41,401	Fylde District
Cleveleys	31,138	Wyre District
Fleetwood	26,750	
Preesall	4,788	
Lancashire	1,414,722	
Lancashire Coastal Communities	322,295	

Source: 2001 Census

Lytham and St Annes, Blackpool, Cleveleys, and Fleetwood, although distinct places, effectively form a single urban settlement, as do Heysham and Morecambe, underlining the difference in settlement morphology between here and further north where coastal settlements are more freestanding.

People

Age Profile

The age profile for Lancashire is shown in Table 18:

The Lancashire coastal communities are noticeably more aged (60+) than those in the other sub-regions and the region as a whole. This is a strong trait which is not shared with the rest of the sub-region.

Individually this is most marked in Morecambe (where 11.0% of the population are over 75), Glasson, Silverdale (especially), Lytham and St Annes, and Preesall. It is less marked in Blackpool, and least of all in Carnforth, Heysham and Fleetwood.

It follows that younger age bands are under represented. In Lytham and St Annes only 3.6% of the population are in the 16-19 age band and 7.6% in the 20-29 age band. This compares with 4.9% of people in the 16-19 age band and 11.1% of people in the 20-29 age band in Kirkham, the nearby inland comparator.

Table 18: Age Profile of the Lancashire Sub-region

	< 16	16-19	20-29	30-59	60-74	75+
North West region	20.69%	5.12%	11.96%	41.15%	13.68%	7.40%
Lancashire	20.76%	5.14%	11.48%	40.87%	13.92%	7.83%
Lancashire Coastal Communities	18.77%	4.34%	9.51%	39.86%	16.87%	10.65%
Banks	19.51%	3.72%	8.77%	43.65%	16.18%	8.18%
Blackpool	18.76%	4.30%	10.14%	40.96%	16.14%	9.71%
Bolton-le-Sands	15.75%	4.16%	7.37%	40.92%	19.86%	11.93%
Carnforth	20.84%	4.61%	10.11%	42.43%	12.91%	9.09%
Cleveleys	18.40%	3.88%	8.32%	38.92%	18.75%	11.72%
Fleetwood	21.90%	5.44%	10.06%	37.90%	16.32%	8.39%
Glasson	11.75%	4.82%	8.73%	46.39%	22.59%	5.72%
Heysham	21.31%	4.73%	9.86%	40.62%	15.33%	8.15%
Lytham & St Annes	15.50%	3.59%	7.60%	39.22%	19.48%	14.60%
Morecambe	20.14%	4.86%	9.77%	38.16%	16.04%	11.03%
Preesall	15.64%	3.61%	7.21%	35.09%	22.47%	15.98%
Silverdale	13.68%	3.27%	4.48%	38.75%	22.57%	17.25%

Source: Census 2001

Household Composition

The household structure data confirms this pattern, as these places also contain comparatively few couples with dependent children.

Lancashire's coastal communities as a whole contain relatively high proportions of non-student multi-person households (2.1% against a regional average of 2.0%). Blackpool (2.4%) and Morecambe (2.1%) have the highest levels, and in this respect have much in common with Liverpool.

Population Change 2001-2007

Lancashire is the fastest-growing county in the region (2.4%), and its coastal communities are growing faster still (2.85%). Lancashire's coastal communities fill six places in the 'top ten' fastest-growing coastal communities in the region. Table 19 shows the fastest-growing Lancashire communities.

Table 19: Population Change 2001 - 2007

Settlement	2001-07 % population change
North West region	1.35%
Lancashire	2.41%
Lancashire Coastal Communities	2.80%
Heysham	8.77%
Preesall	8.17%
Cleveleys	6.68%
Carnforth	5.95%
Morecambe	4.78%
Lytham & St Annes	3.77%
Fleetwood	2.83%

Source: 2001, 2007 mid year population estimates

Interestingly, though, the high level of growth in the coastal communities has been focused not in the older age bands but particularly in the 16-29 band, where the rate of growth has been nearly double that of the sub-region. Morecambe (29.1%), Carnforth (36.1%) and Heysham (25.1%) have all seen startling growth in the 16-29 age band.

Migration

The value of the 2001 Census migration data is that it allows us to see the patterns of migration movement for the year preceding the census. For example, where the majority of moves in and out of a settlement were from close neighbours this is evidence of a functional network.

As might be expected, the largest migration streams are between the proximal coastal communities and nearby urban areas. Thus for Blackpool the largest 2000-01 moves were from elsewhere in Blackpool (12840), and then from Cleveleys (904), Lytham & St Annes (631), Fleetwood (300), and, from further afield, Greater Manchester (601).

Morecambe has similarly strong migration connections with Lancaster, Heysham and Greater Manchester. Carnforth appears more freestanding, yet migration flows show close connections with the neighbouring towns of Morecambe, Lancaster and Bolton-le-Sands[34].

Household Income

CACI Paycheck presents data as the number of households with incomes within income bands. These can be aggregated in various ways. The accompanying map uses the band £0-£20k as an indicator of low income. It appears to show that there is a coastal clustering of low incomes in Lancashire, but care is needed - fuller examination shows that low incomes are clustered in larger urban areas - including those on the coast.

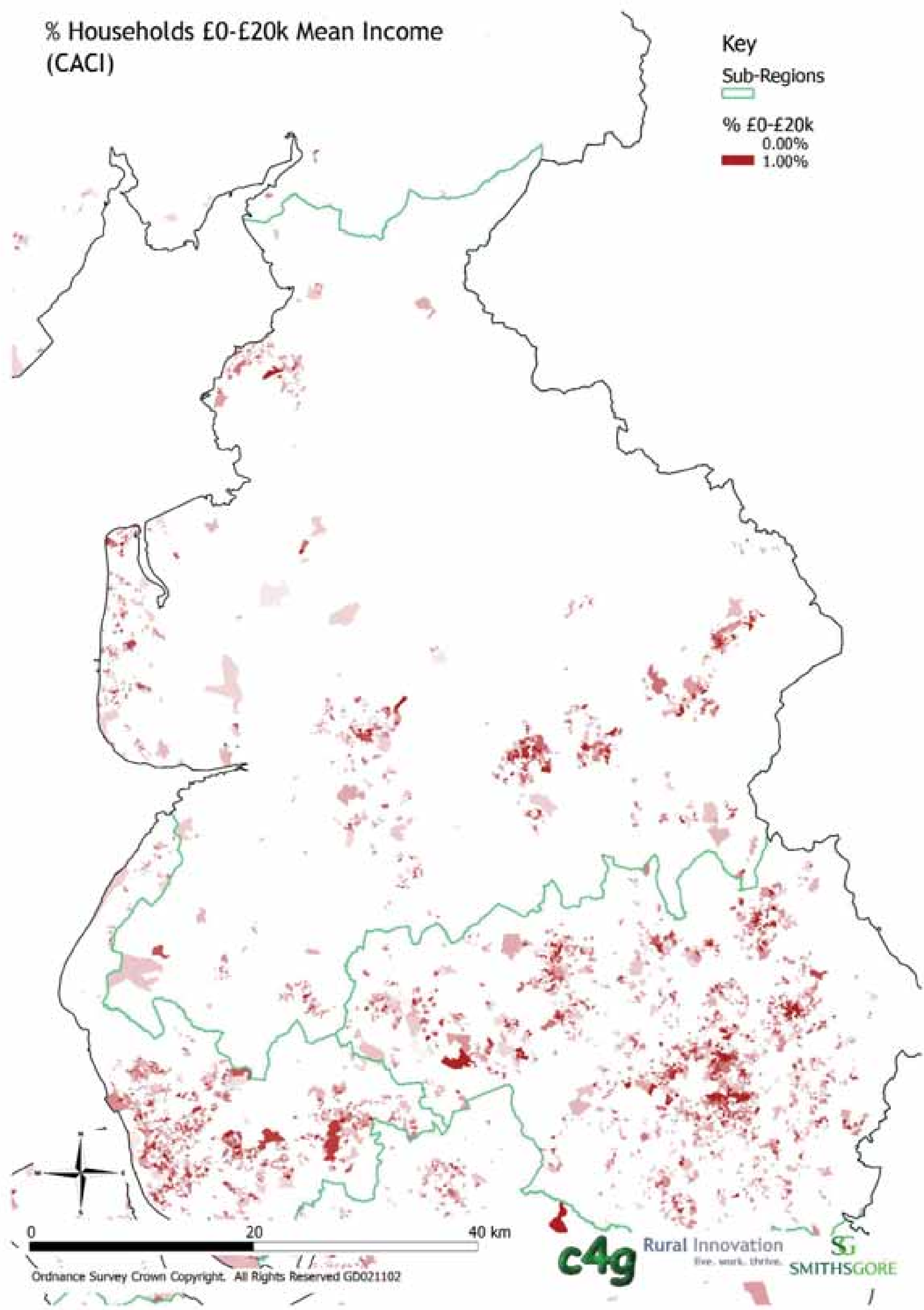
The percentages of households in this low income band is very similar in the coastal communities (10.3%) and the sub-region as a whole (10.2%).

Fleetwood and Morecambe show high proportions of low income households (20.5% and 14.1%), Blackpool is close to the average (10.6%), and the remaining coastal communities are all below average - some substantially so (Silverdale 3.8%, Glasson 0.0%).

In contrast Lythan & St Annes is noticeably more affluent, as are Carnforth, Heysham, and Cleveleys to lesser extents.

[34] Flows of 'retirees' will generally not be obvious in this data, as they will be coming from a wide range of places.

Map 13: Household Income £0 - £20,000



Personal Transport

Car ownership per household is lower in the Lancashire coastal communities (0.94) than in the sub-region as a whole (1.07). There is, though, considerable variation across the settlements.

The smaller places show the highest rates of car ownership, such as Bolton-le-Sands (152%), Silverdale (140.4%), Glasson (134.7%), Carnforth (119.7%) and Preesall (116.5%). In contrast Fleetwood (86%) Morecambe (89%) and Blackpool (89%) are amongst the coastal settlements with the lowest rates of car ownership. Car ownership in Banks is particularly low (73%).

Deprivation

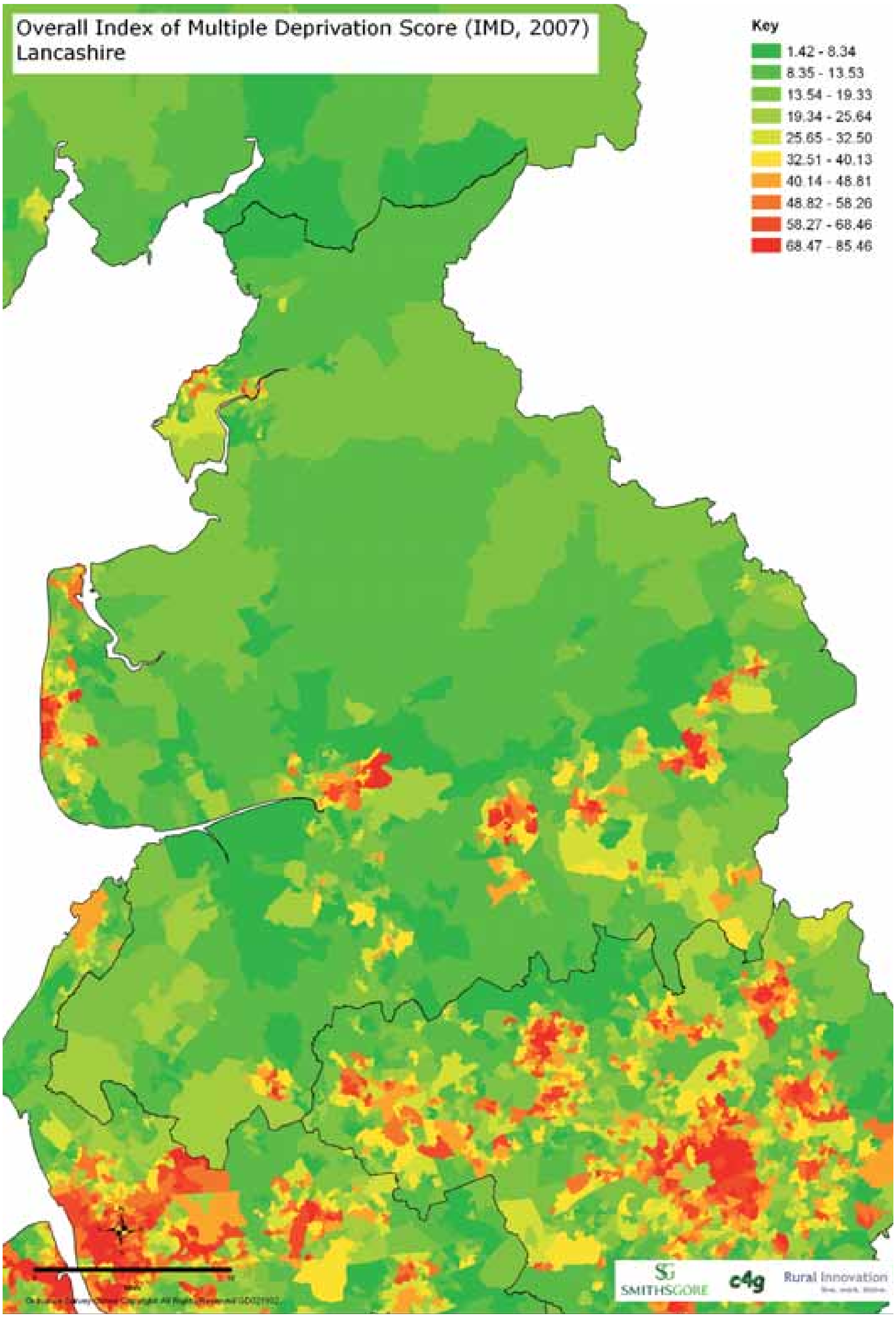
The Index of Multiple Deprivation scores individual LSOAs for overall deprivation and various domains. We have used the overall domain and health and education domains here. Overall, Lancashire is the second most deprived sub-region after Merseyside, and there is little difference between the scores of its coastal communities and the sub-region as a whole (26.1, 25.1, regional average 27.6). As might be expected deprivation is highest in the larger communities, and much reduced in the smaller ones. Map 14 is a graphical representation of this data.

Table 20: Index of Multiple Deprivation Score

	Index of Multiple Deprivation Score		
	Overall	Health	Education
North West region	27.59	0.67	25.22
Lancashire	25.13	0.57	23.86
Lancashire Coastal Communities	26.05	0.65	23.97
Banks	15.95	0.35	15.14
Blackpool	33.94	0.98	31.78
Bolton-le-Sands	8.81	-0.18	4.75
Carnforth	16.86	0.32	17.49
Cleveleys	16.35	0.27	17.69
Fleetwood	31.22	0.77	38.36
Heysham	21.71	0.51	23.58
Lytham & St Annes	13.83	0.06	7.62
Morecambe	31.53	0.87	27.96
Preesall	15.90	0.23	20.82

Source: IMD 2007

Map 14: Overall Deprivation in Lancashire



Work

Employment

The Annual Business Inquiry records around 618,000 jobs in Lancashire[35]. The 11 coastal communities account for 158,035 of these, about 26%. As with other sub-regions the proportion of employment in agriculture and fishing is very low. In this sub-region the coastal proportion of manufacturing employment is also low next to regional and sub-regional averages.

Service employment (distribution, hotels and restaurants), in contrast, is high on the coast as a whole and particularly in Blackpool, Fleetwood, and Morecambe. Carnforth is strong in transport and communications, Lytham and St Annes in finance, and in most places the public sector is also an important employer.

Overall the coast has a greater dependency on the service industry than the rest of the sub-region, where there is more employment in manufacturing and financial services.

This is set out in Table 21.

Table 21: Sector of Employment (ABI 2007)

	Agriculture and fishing (SIC A,B)	Energy and water (SIC C,E)	Manufacturing (SIC D)	Construction (SIC F)	Distribution, hotels and restaurants (SIC G,H)	Transport and communications (SIC I)	Banking, finance and insurance, etc (SIC J,K)	Public administration, education & health (SIC L,M,N)	Other services (SIC O,P,Q)
North West region	0.1%	0.4%	12.5%	5.1%	23.8%	5.7%	19.5%	28.3%	4.6%
Lancashire	0.2%	0.4%	16.6%	4.8%	24.2%	4.4%	14.7%	30.0%	4.7%
Lancashire Coastal Communities	0.2%	0.7%	7.3%	4.5%	31.3%	3.7%	13.5%	32.7%	6.0%
Banks	!	0.0%	!	10.2%	31.1%	!	8.2%	!	!
Bolton-le-Sands	!	0.0%	!	6.3%	24.1%	!	8.8%	46.8%	!
Blackpool	0.3%	0.1%	7.5%	3.9%	31.9%	2.8%	11.1%	35.7%	6.9%
Carnforth	!	!	!	7.5%	28.9%	21.9%	11.1%	24.1%	!
Cleveleys	!	!	10.8%	6.3%	28.0%	1.9%	13.4%	35.3%	3.5%
Fleetwood	!	!	11.9%	2.9%	35.3%	5.1%	6.5%	32.7%	5.4%
Heysham	0.0%	!	!	15.1%	19.3%	!	9.9%	13.1%	2.3%
Lytham & St Annes	!	!	6.6%	2.4%	27.3%	3.2%	27.3%	28.4%	4.9%
Morecambe	!	!	6.3%	6.9%	32.5%	7.6%	11.8%	26.1%	5.7%
Preesall	!	0.0%	!	17.2%	25.0%	!	8.5%	!	!

Source: ABI 2007

Any data that is potentially disclosive has been suppressed and marked with '!'. Some other data has been suppressed to avoid being deduced by subtraction.

[35] 214,594: source Annual Business Inquiry 2007. The ABI does not cover the agricultural sector, nor does it include jobs in private households, jobs in organisations not held on the IDBR, homeworkers, jobs in non-UK businesses or the self-employed. In addition, the December reference date results in employment data that are heavily influenced by seasonal factors.

Unemployment

Data on unemployment is not available at sufficiently low level to provide information on unemployment for each settlement. We have therefore used claimant data to provide an insight into worklessness in the coastal communities.

Benefit Claimants

The proportion of benefit claimants in the Lancashire coastal communities, as shown in Table 22, is close to the regional average (17.5% vs 17.2%), but higher than the sub-regional average (15.8%).

Again, Blackpool, Fleetwood and Morecambe account for the higher than average score, and claimant levels in Carnforth, Cleveleys, Preesall and the smaller communities are lower than average. The largest towns also show relatively high levels of both Job Seekers Allowance and Incapacity Benefit claimants, for example Blackpool 2.91% and 12.24%, and Morecambe 2.73% and 10.80% respectively.

Table 22: Claimants as a Percentage of Working Age Population

	Total claimants	Job Seekers Allowance	Incapacity Benefit	Income Support (Lone Parent)	Carer	Disability benefits
North West region	17.20%	2.36%	9.49%	2.22%	1.24%	1.12%
Lancashire	15.80%	1.89%	9.08%	1.77%	1.20%	0.44%
Lancashire Coastal Communities	17.51%	2.20%	10.05%	1.88%	1.27%	0.55%
Banks	13.39%	1.01%	8.32%	0.81%	1.22%	0.20%
Blackpool	21.54%	2.91%	12.24%	2.48%	1.43%	0.73%
Bolton-le-Sands	7.53%	0.86%	4.32%	0.25%	0.86%	0.12%
Carnforth	10.29%	1.41%	5.64%	1.27%	0.99%	0.14%
Cleveleys	12.97%	1.01%	7.45%	1.09%	1.25%	0.46%
Fleetwood	20.98%	2.60%	11.65%	2.50%	1.51%	0.71%
Heysham	15.29%	2.05%	8.75%	1.60%	1.45%	0.30%
Lytham & St Annes	12.68%	1.20%	8.20%	0.77%	1.00%	0.30%
Morecambe	19.08%	2.73%	10.80%	2.30%	1.22%	0.61%
Preesall	13.79%	1.02%	9.03%	0.68%	1.36%	0.34%

Other income related benefits and Bereaved benefits omitted. Source: DWP 2007

Seasonality of Unemployment

For the region as a whole there is very little evidence of seasonal fluctuation in unemployment over the last three years. Instead what is clear is a steady growth in unemployment from around 2.7% up to August 2008, rising to 4.3% in February 2009. This trend has been replicated in individual settlements throughout the region.

Unemployment in the Lancashire coastal communities stood at 4.0% at February, against a sub-regional average of 3.7%. It was higher in Blackpool (5.0%) and Morecambe (4.6%) but lower in places like Lytham and St Annes (2.5%) and Carnforth (2.5%).

For Blackpool and Morecambe there is slight seasonal fluctuation in claimants, which fall between 0.4% and 0.5% roughly between May and December. However this only accounts for around 400 people in Blackpool and 50-100 in Morecambe.

The current rising trend in unemployment may mean that the patterns of the last few years will not be repeated.

Employment Centres

Blackpool, Lytham & St Annes, Morecambe, Cleveleys and Fleetwood are all significant employment centres. Blackpool is by far the largest and hosts 67,388 jobs. Lytham & St Annes hosts 18,921 jobs, and Morecambe hosts 14,832. However Blackpool has a net loss of 2,497 employees (the difference between employees living there and those working there), and Morecambe 1,034, though Lytham & St Annes gains 1,491.

Of the remaining settlements Fleetwood is the strongest employment centre but still has a net loss of 1,597 employees. The rest are all relatively weak employment centres, reflecting both their smaller sizes and close proximity to the stronger employment centres.

Travel to Work

The levels of home working are not greatly different in the Lancashire coastal communities in comparison with the region as a whole (9.0% vs 9.4%). The coastal zone in this sub-region is not particularly remote, and so this is not surprising. The incidence of home working is particularly low in Fleetwood (6.4%), and high in Glasson (15.0%) and Silverdale (17.1%).

The 2001 origin-destination travel to work data allows detailed patterns of commuting to be understood.

Travel to work self-containment is a simple expression of the strength of an employment centre in terms of the ability of a settlement to retain and employ its own residents. Self-containment is measured by the % of trips to work which originate and complete in a settlement.

Table 23 gives the summary data for each of the Lancashire coastal settlements. It is ranked against the level of self containment found in each community.

Table 23: Travel to Work Self Containment and Net Flow of Employees

SETTLEMENT	% of trips from settlement that are contained within the settlement	Net flow of employees
Blackpool	71.00	-2,497
Lytham & St Annes	54.63	1,491
Morecambe	52.30	-1,034
Fleetwood	50.32	-1,597
Glasson	38.61	207
Cleveleys	34.41	-3,490
Carnforth	31.86	-313
Preesall	30.31	-1,035
Heysham	29.19	-678
Silverdale	27.21	-157
Bolton-le-Sands	24.40	-1,399
Banks	23.03	-1,014

Source: Census 2001

There is a clear cut off in the data from Glasson down. These are all places with weak employment roles, especially Cleveleys, which is quite a large town.

However, as most of these communities are quite close together we need to also look at employment interrelationships though commuting flows.
As shown in Table 24 the largest flows for Blackpool are as follows:

Table 24: Employment Flow for Blackpool

In		Out	
Preston Urban Area	1396	Preston Urban Area	2929
Kirkham/Newton-with-Scales	585	Freckleton/Warton	983
Preesall	422	Kirkham/Newton-with-Scales	782
Morecambe/Lancaster	396	Greater Manchester Urban Area	756
Hambleton (Wyre)	360		

Source: Census 2001

Blackpool is undoubtedly an important employment centre, but is also a supplier of labour - a place where people live but commute out from.
The same is true of Morecambe as shown in Table 25:

Table 25: Employment Flow for Morecambe

In		Out	
Bolton-le-Sands	501	Preston Urban Area	369
Carnforth	266	Lancaster University	288
Blackpool Urban Area	171	Bolton-le-Sands	243
		Carnforth	239
		Kendal	219

Source: Census 2001

Places like Preesall, Silverdale and Bolton-le-Sands very clearly operate mainly as suppliers of labour, hosting outward commuters.

Places

House Prices

Information on house prices is based on data from the Land Registry for transactions completed in 2007 and 2008. Average house prices in the sub-region are close to the regional average, but the average price in the coastal communities is around £16,000 lower. However in Bolton-le-Sands and Lytham & St Annes prices are relatively high and clearly exceed the regional and sub-regional averages - these are high-value markets. However average values for Blackpool, Morecambe and Fleetwood are well below the regional and sub-regional averages - clearly low-value markets.

Table 26 shows the prices for the individual settlements ranked using the total average figure.

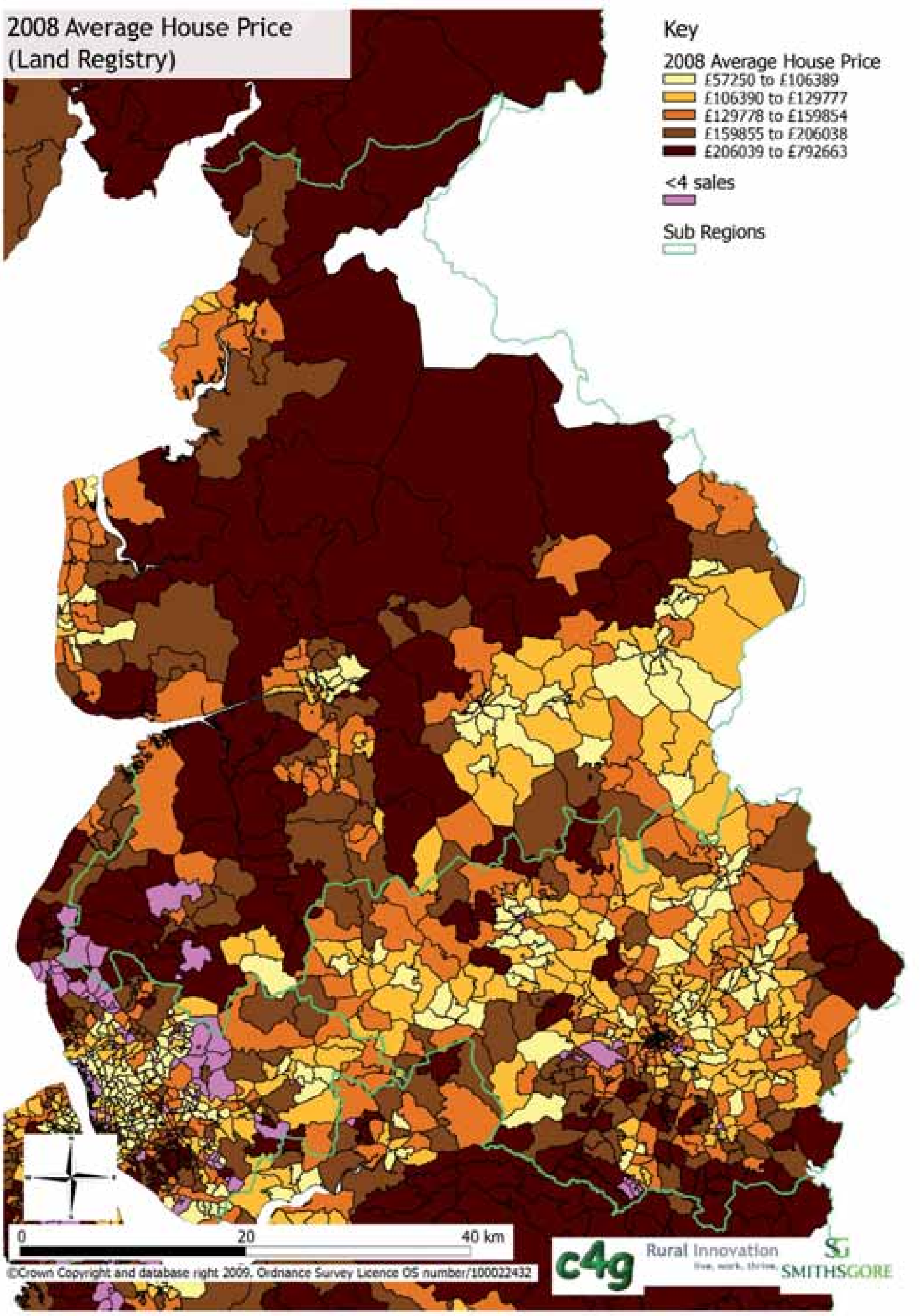
Table 26: Average House Prices 2008

	Detached	Semi Detached	Terraced	Flat	Total Averages
North West region	£278,179	£161,004	£127,013	£125,073	£164,568
Lancashire	£267,305	£154,609	£120,299	£112,507	£163,920
Lancashire Coastal Communities	£233,729	£149,564	£124,715	£106,772	£147,841
Bolton-le-Sands	£232,614	£176,995			£201,239
Lytham & St Annes	£315,088	£209,430	£164,245	£146,089	£197,985
Cleveleys	£212,612	£141,656	£108,562	£107,827	£151,098
Heysham	£174,500	£140,565	£112,328	£92,111	£146,849
Blackpool	£220,953	£138,644	£122,776	£104,240	£140,253
Morecambe	£204,850	£135,077	£111,040	£84,205	£120,077
Fleetwood	£224,241	£123,712	£97,740	£78,098	£116,967

Source: Land Registry

When the 2008 average house price data is mapped it is apparent that there is a strong coastal patterning to lower house prices. This is not entirely accounted for by the presence of larger settlements, as these also are found inland. For this sub-region, then, lower house prices are clustered on the coast.

Map 15: Average House Prices.



Housing Tenure

Home ownership is higher in Lancashire's coastal communities than in any other sub-region. At 78.0% it is very similar to the figure for the sub-region as a whole (77.8%), and noticeably higher than the regional average (72.5%).

Relatively high levels of private rented housing are found in all the settlements and particularly in Cleveleys, Carnforth, Preesall and Silverdale.

Social rented housing is not that prevalent in the coastal settlements. Fleetwood contains the highest proportion (16.7%), but this is still below the regional average of 18.1%.

Services

There are two types of service data available to us[36]. The first is the annual Rural Services Data Series from the Commission for Rural Communities.It expresses the number of households within each Census Output Area within distance bands to a selection of services. We have converted this to an expression of the percentage of households within the distance bands to the services. We have used the 2008 data.

The second is the Core National Accessibility Indicators for 2007, a Department for Transport dataset which gives, for each Lower Super Output Area, the percentage of households within different bands of minutes travel time to selected services, either by public transport, on foot or by bike.

Thus the first is a measure of service availability, but cannot account for how accessible the services may be (for example there may be rivers or mountains in the as-the-crow-flies paths the data is based on). Also, no account is taken of the number of households sharing the service, or its quality. The second is a measure of service accessibility (but not by car).

As might be expected the larger coastal settlements show very good service availability. For Heysham and the smaller settlements service availability gets patchier. However the service accessibility data shows that Heysham is not badly served. Indeed, considering their size, the smaller settlements' relatively good service accessibility is probably a result of their proximity to larger settlements where services are readily available. Of the smaller settlements, Silverdale, Glasson and Bolton-le-Sands suffer from relatively poor service availability.

Key Environmental Sites

Lancashire is also an environmentally-rich coast.

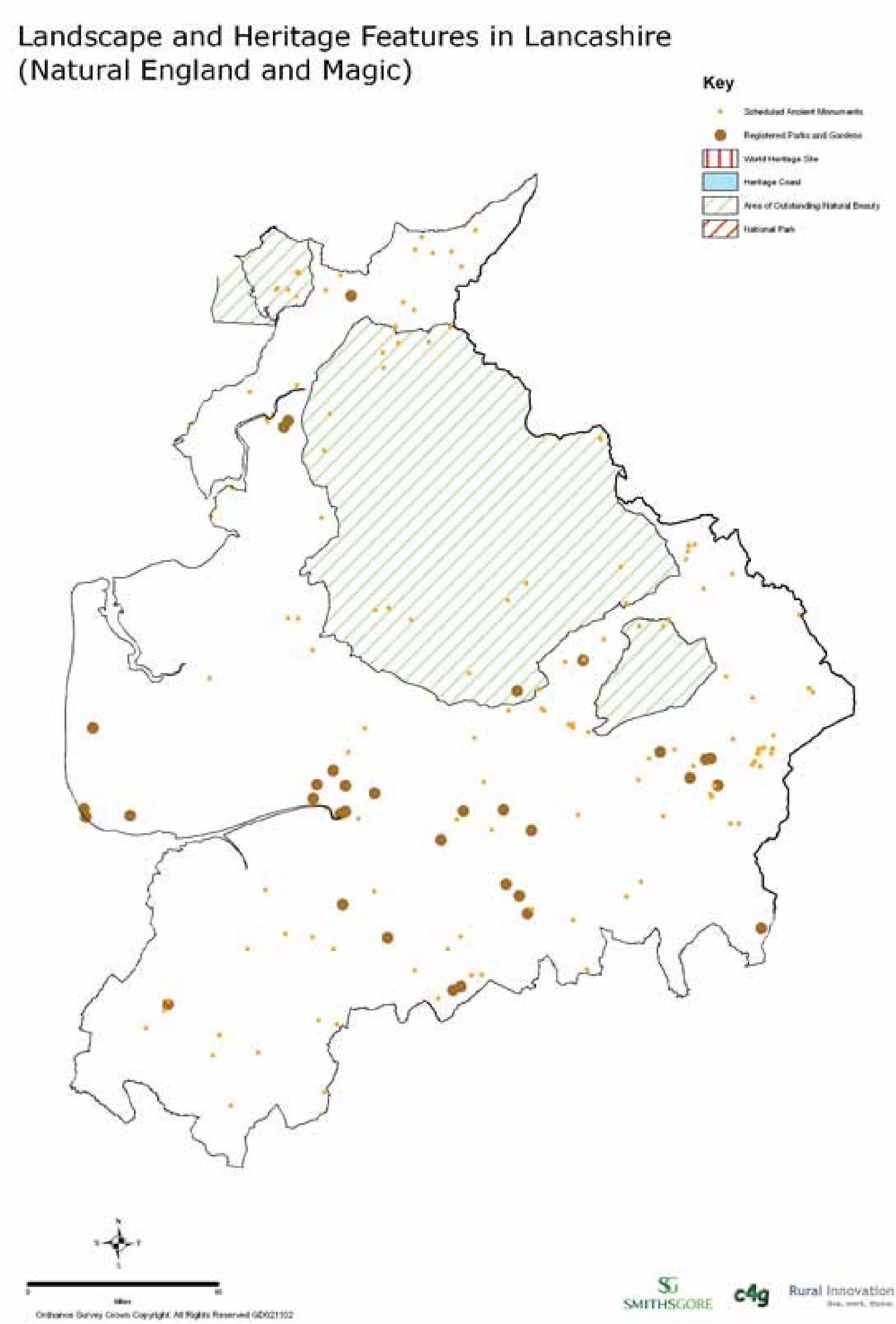
The Arnside and Silverdale Area of Outstanding Natural Beauty (AONB), to the North, is the only landscape designation on the coast. There are important concentrations of biodiversity in the Morecambe Bay Special Protection Area and Ramsar site (shared with Cumbria) and the Ribble & Alt Estuaries Special Protection Area and Ramsar Site. Part of Morecambe Bay is also designated as a Special Area of Conservation. Natural England's natural area profile[37] describes the area as follows:

> "Morecambe Bay is the joint estuary of five Rivers, namely the Wyre, Lune, Keer, Kent and Leven. At low water Morecambe Bay forms a vast expanse of intertidal sandflats with smaller areas of mudflat around Walney Island and the Lune Channel. There are also exceptionally large mussel beds on stony skears found off Heysham and Walney. A large area of saltmarsh fringes the Bay and is grazed by stock in most cases, although ungrazed examples exist on the Wyre. The fauna of the Bay is diverse, with a varied invertebrate community and a breeding population of natterjack toads. The Bay is of international importance for its wintering wildfowl.
>
> The Ribble Estuary forms part of Liverpool Bay and is amongst the largest in Britain. It contributes towards the extensive areas of mudflats, sandflats, saltmarsh and grazing marsh found in the Bay. The estuary supports high numbers of wildfowl and waders. It is internationally important for wintering species, and an important staging posts for migrating birds during spring and autumn. The foreshore reclamation project at Hesketh Bank seeks to link this environmental asset to local economic opportunity."

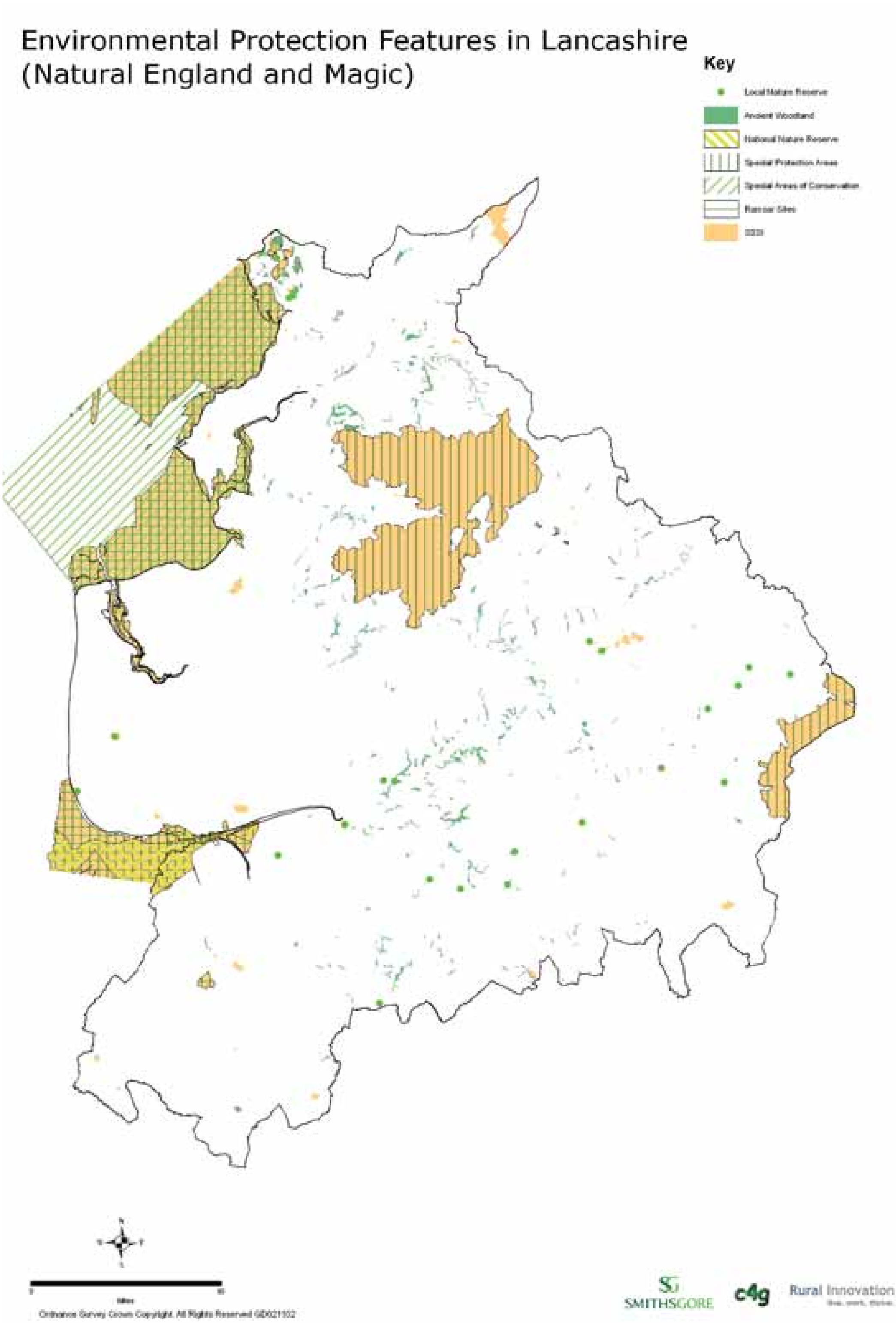
The Lancashire coast also includes several sites of Special Scientific Interest including Cockerham Marsh which hosts the only colony of Natterjack Toads in the sub-region, parts of the Ribble Estuary (also a National Nature Reserve) and the Lytham St.Annes Dunes.

[36] Details of the service points and types included in the services data sets are provided in the Appendix.
[37] www.naturalareas.naturalengland.org.uk/science/natural/na_results.asp?R=2.

Map 16: Landscape and Heritage Features



Map 17: Natural Environment Features



Lancashire Summary

Blackpool, Morecambe and Fleetwood exhibit the characteristics associated with ‘Seaside Towns’ identified in the national research to date[38] - a relatively aged population, higher levels of deprivation, unemployment and benefit claimants, bias towards service employment, and high levels of private rented housing. However Fleetwood and Morecambe are growing quite rapidly, particularity in the younger age bands, which is not typical of seaside towns.

Along with Lytham and St Annes, Blackpool, Morecambe and Fleetwood are also important employment centres. This is mainly due to the fact that they are the largest settlements in their areas. But Lytham and St Annes, despite its proximity to Blackpool, does not share many of its socio-economic structural weaknesses.

Similarly Heysham also lacks these weaknesses, but is functionally weak as an employment centre for its size. Its relationship with Morecambe probably explains this.

The smaller communities, with the exception of Carnforth, seem basically to be a mixture of retirement settlements and low-key resorts, and are also attractive to commuters – marked out partly by high car ownership. Carnforth is similar, but appears to lack the retirement dimension.

Taking those fitting the nationally derived 'seaside towns' characteristics, i.e. Blackpool, Morecambe and Fleetwood, socio-economically they are distinctively different from the rest of the sub-region. Given that these are large communities, they effectively define the socio-economic characteristics of the west of the sub-region, and their shared characteristics and weaknesses set an important agenda for work on their collective future.

The relative weakness of the housing markets in these communities is clear. This was underlined at the workshops, where it was explained that the relatively low house prices combined with high proportions of multi-person households in relatively large houses, give rise to a persistent problem of a tranche of poor quality housing, whose improvement the market is ill-equipped to address. This is particularity prevalent in Morecambe and Blackpool.

Lytham and St Annes appears to be doing better, but is still a defining part of a coastal network of communities. Cleveleys and Heysham are clearly related to Blackpool and Morecambe, though as lesser strategic players, and need to be treated as such.

The smallest settlements make a less clear case for support and intervention. Generally they appear to be prospering, but they are not very self-reliant and are often relatively car-dependent.

The following table shows the relative performance of each settlement against a set of summary indicators. It enables comparison for each community with the sub-regional average for each indicator.

[38] The Seaside Economy, Beatty & Fothergill, June 2003; England’s Seaside Towns, A Benchmarking Study, Department for Communities and Local Government, 2008.

Table 27: Summary Indicators - Lancashire Coastal Communities

	Aged Popn	Pop Growth	Low Income	Car Ownership	Deprivation	Unemployment	Retail & Hospitality	Access to Services	Employment Centre	House Ownership Housing	Private Rented
Blackpool	+	-	=	-	+	+	+	-	+	+	+
Banks	=	+	-	-	-	-	=	-	-	+	-
Bolton-le-Sands	+	=	-	+	-	-	=	=	-	+	-
Lytham & St Annes	+	+	-	=	-	-	-	-	+	+	+
Morecambe	+	+	+	-	+	+	+	-	+	+	+
Cleveleys	+	+	-	=	-	-	-	-	+	-	=
Fleetwood	+	+	+	-	+	+	+	=	+	+	+
Heysham	+	+	-	=	-	-	=	-	-	-	+
Carnforth	-	+	-	+	-	-	-	-	+	-	-
Preesall	+	+	-	+	-	-	-	-	=	-	-
Silverdale	+		-	+						-	-
Glasson	+		-	+						-	+

= about sub-regional average, + more than sub-regional average, - less than sub-regional average
gaps indicate where LSOA analysis was not possible for some settlements

Merseyside

Merseyside is a substantially coastal sub-region. It is made up of five local authority districts (Knowsley, Liverpool, Sefton, St Helens and Wirral), three of which border the Mersey estuary. The larger settlements in the sub-region are situated by the coast; of the main sub-regional centres only Knowsley and St.Helens are inland.

The coastal communities of Merseyside included in the study are shown in Table 28. Together they host 85% of the sub-region's population. Comparisons between coastal communities, inland comparators and the sub-regional average are therefore of limited value. Instead we have used regional averages as a benchmark for comparison. Where relevant we have also taken account of local authority district averages.

Table 28: Coastal Communities – Merseyside

Community	Population (2001)	Local Authority
Liverpool	705,336	Liverpool City
Bootle	58,899	Sefton District
Crosby	51,887	
Formby	24,515	
Hightown	2,252	
Southport	91,439	
Birkenhead	219,528	Wirral District
Bromborough	7,774	
Heswall	29,997	
Hoylake	11,494	
Moreton	25,998	
New Brighton	13,023	
West Kirby	14,039	
Merseyside	1,480,269	
Merseyside Coastal Communities	1,256,180	

Source: 2001 Census

People

Liverpool dominates the coastal communities as a statistical group; it hosts 57% of the population. The other two largest settlements (Birkenhead and Southport) account for a further 25%. The two next largest settlements are Bootle and Crosby, each hosting between 50,000 to 55,000 residents. The remaining settlements are smaller; Heswall, New Brighton, Moreton, Formby, Hoylake and West Kirby are local centres which provide a range of employment and leisure facilities to their residents. Bromborough, and particularly Hightown are smaller still.

Age Profile

The age profile of the population of the Merseyside is shown in Table 29:

Within Merseyside, Liverpool, Birkenhead and Bootle all have a younger profile to their population than the regional average. New Brighton has a slight bias to an older population but many remain of working age. The profile for the other settlements is older, with fewer people of working age (i.e. more in the over 60 age groups). Formby, Heswall, Hoylake, Southport and West Kirby have the highest levels of older residents.

Table 29: Age Profile of Merseyside

	Under 16	16-19	20-29	30-59	60-74	75+
North West region	20.69%	5.12%	11.96%	41.15%	13.68%	7.40%
Merseyside	20.73%	5.53%	11.87%	40.33%	14.23%	7.32%
Birkenhead	21.17%	5.26%	10.60%	40.93%	14.15%	7.89%
Bootle	23.18%	5.70%	10.76%	39.21%	14.64%	6.52%
Bromborough	20.74%	4.98%	11.09%	39.76%	13.93%	9.51%
Crosby	20.62%	5.50%	9.52%	41.54%	14.07%	8.75%
Formby	18.01%	4.52%	7.71%	41.62%	19.23%	8.91%
Heswall	18.57%	4.55%	6.59%	40.97%	18.82%	10.51%
Hightown	18.83%	4.97%	6.66%	47.56%	15.50%	6.48%
Hoylake	19.65%	5.02%	7.47%	41.00%	15.07%	11.78%
Liverpool	20.83%	5.86%	13.64%	39.44%	13.68%	6.56%
Moreton	20.74%	5.17%	10.64%	41.04%	14.57%	7.83%
New Brighton	19.04%	5.17%	10.58%	43.14%	13.12%	8.95%
Southport	18.42%	4.45%	8.99%	40.48%	16.44%	11.22%
West Kirby	18.62%	4.85%	7.03%	40.86%	16.52%	12.12%

Source: Census 2001

Household Composition

Coastal settlements are associated with higher levels of couples without dependent children, lone parents, single person and multi-occupancy households. The picture offered from analysis of household composition in Merseyside is mixed. It is likely that it is influenced by disadvantage and relative affluence as well as factors specifically relating to the coast.

The highest incidence of married couples without dependent children is found in Formby, Heswall, West Kirby and Southport. Southport and West Kirby also have a relatively high incidence of single person households.

Liverpool, Crosby, Bootle and Birkenhead also have high levels of single person households, and the highest levels of lone parent households with dependent children. New Brighton has the highest proportion of one person households of all the region's coastal communities.

The highest incidence of married couples with dependent children is found in Formby, Heswall, Hightown and Hoylake. It is interesting to note, however, that when all households with dependent children are considered (i.e. cohabiting couples and lone parent households) Formby and Heswall join Southport and West Kirby as the places with the lowest proportion of households including dependent children.

Houses in multiple occupation can significantly distort local housing markets[39], making it hard for neighbourhoods to attract families and aspirational migrants. New Brighton, Bootle, Crosby, Liverpool and Southport have the highest levels of such households in the sub-region.

Population Change 2001-2007

The population of Merseyside has reduced in the period from 2001 to 2007. This is contrary to a small increase in the region's population of 1.35%. Where growth has occurred this has mainly been due to net inward migration as opposed to an increase in birth rate. The region's population growth has been focused on the 16-29 and over 55 age ranges; population has declined in the 0-15 and 30-44 age ranges.

Population has fallen in Merseyside's coastal communities. The degree of loss differs however; Bootle and Crosby provide one extreme – they have lost 5.23% and 3.50% of population respectively. At the other end of the spectrum, Moreton, Bromborough, New Brighton and Southport have gained population. Moreton has experienced growth of 1.77%, well above the regional average. The population of West Kirby has been relatively static (a 0.2% loss). It is interesting to note that the smaller coastal settlements of Heswall, Hoylake and Formby have all experienced greater reductions in population than Liverpool or Birkenhead. This is perhaps partly explained by their limited ability to attract people in the 16-29 age band. This position is particularly acute in Formby, which has actually lost population in this age band during this period.

Formby and Hightown have seen significant growth in the oldest age band during this period. Formby has also experienced population loss across all other age groups; this would seem to point to increasing dominance by its retired population. Interestingly Hightown has experienced significant growth in the 16-29 age band.

[39] This statement is based on experiences reported at the consultation event held in Morecambe which was repeated from a separate source at the event held in Southport.

Migration

The value of the 2001 Census migration data is that it allows us to see the patterns of migration movement for the year preceding the census. For example, where the majority of moves in and out of a settlement were from close neighbours this is evidence of a functional network.

As might be expected the data shows a mixed picture. West Kirby, Southport and Liverpool all experienced positive net inward migration; West Kirby had the highest level gaining 2.63% of its population through migration[40]. Moreton, Bromborough, New Brighton and Birkenhead all experienced slight net inward migration, whilst Crosby, Formby, Hoylake, Heswall and Hightown all suffered from net outward migration. As might be expected, inward migrants to the larger settlements came from within and beyond the sub-region. People moved to Liverpool and Southport from London, Manchester and Preston as well as from Birkenhead, Crosby and Bootle. Movements into West Kirby were far more local. People moving out of Formby went to Liverpool, Southport and Crosby. Those leaving Heswall and Hoylake tended to go to Birkenhead, Liverpool and Moreton.

Household Income

CACI Paycheck presents data as the number of households with incomes within income bands. The profile for the region is shown in Table 30.

Table 30: Distribution of Households by Income Band)

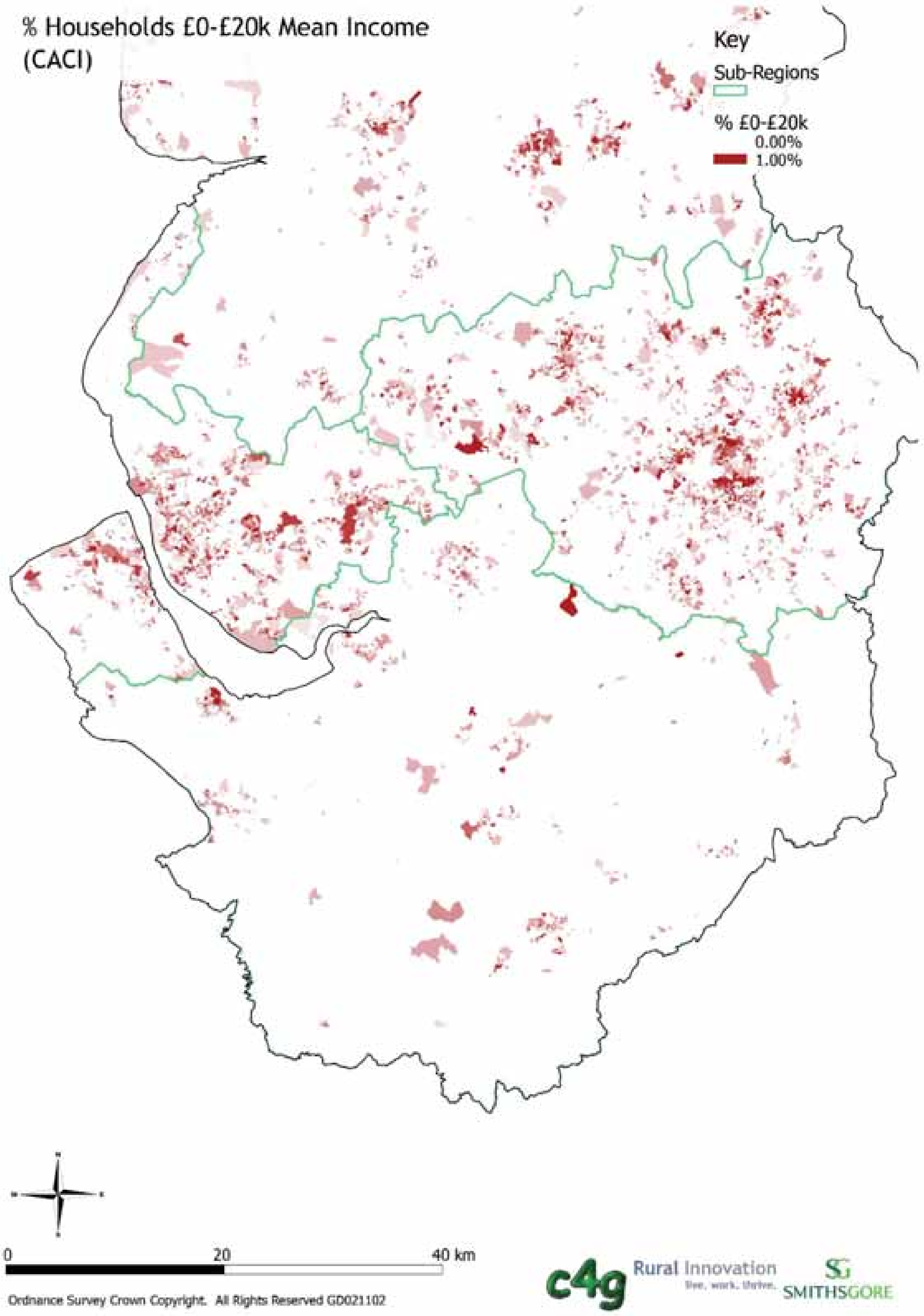
	0 - 20k	20 - 30k	30 - 40k	40 - 50k	50 - 60k	60k +
NW region	10.41%	37.04%	31.1%	14.43%	5.18%	1.83%
Merseyside	12.95%	40.75%	29.08%	12.01%	3.99%	1.22%

Source: CACI Paycheck

Merseyside has generally lower household incomes than the regional average as shown in Map 18.

[40] This statement is based on experiences reported at the consultation event held in Morecambe which was repeated from a separate source at the event held in Southport.

Map 18: Low Income Households in Merseyside



There are of a range of financial conditions amongst the coastal communities. Liverpool, Bootle, Moreton and Birkenhead all have lower household incomes than the sub-regional averages. New Brighton has fewer households in the two lowest and highest groups but more in the two middle groups. Southport, Formby, Heswall, Hightown, Hoylake and West Kirby have household incomes significantly higher than the sub-regional average. Five of these settlements have higher household incomes than the regional average. The exception is Southport, which has fewer higher earners than the regional average. It is also interesting to note the incidence of low income households on the north western tip of Wirral related to Hoylake. Formby, Hightown and West Kirby have very low numbers of low income households. The largest incidence of top income households is in West Kirby (nearly four times the regional average).

Personal Transport

Across the region each household owns an average of 1.02 cars or vans. The figure is much lower for Merseyside, at 0.89 cars per household.

Access to personal transport differs significantly across the coastal communities; the lowest number of cars to households is in Bootle (0.69). In Liverpool, Birkenhead, Bromborough, New Brighton, Moreton and Crosby all have an average of less then one car or van per household. At the other end of the spectrum households in Hightown have an average of 1.5 cars or vans each. The number of cars / vans per household also exceeds the regional, sub-regional and district averages in Heswall (1.36), Formby (1.35), West Kirby (1.26), Hoylake (1.24) and Southport (1.07).

There appears to be little coastal influence on access to personal transport, rather the link seems to be with affluence.

Deprivation

The Index of Multiple Deprivation scores individual LSOAs for overall deprivation and various domains. We have used the overall domain and the health and education domains to provide an insight to the relative disadvantage of coastal communities. The scores are shown in Table 31, the higher the score, the higher the level of deprivation:

Table 31: Index of Multiple Deprivation Score

Index of Multiple Deprivation Score	Overall	Health	Education
NW region	27.59	0.67	25.22
Merseyside	35.19	1.14	28.25
Merseyside Coastal Communities	35.72	1.15	27.72
Sefton District	25.13	0.77	18.62
Wirral District	27.90	0.83	19.69
Birkenhead	31.68	0.99	22.68
Bootle	42.13	1.37	35.56
Bromborough	23.64	0.79	17.59
Crosby	25.32	0.79	15.15
Formby	9.22	0.09	4.72
Heswall	9.77	0.07	4.18
Hightown	9.60	-0.03	4.81
Hoylake	12.61	0.25	4.41
Liverpool	42.71	1.42	34.46
Moreton	33.15	1.06	28.45
New Brighton	26.93	0.87	13.13
Southport	18.77	0.58	12.70
West Kirby	12.58	0.11	3.71

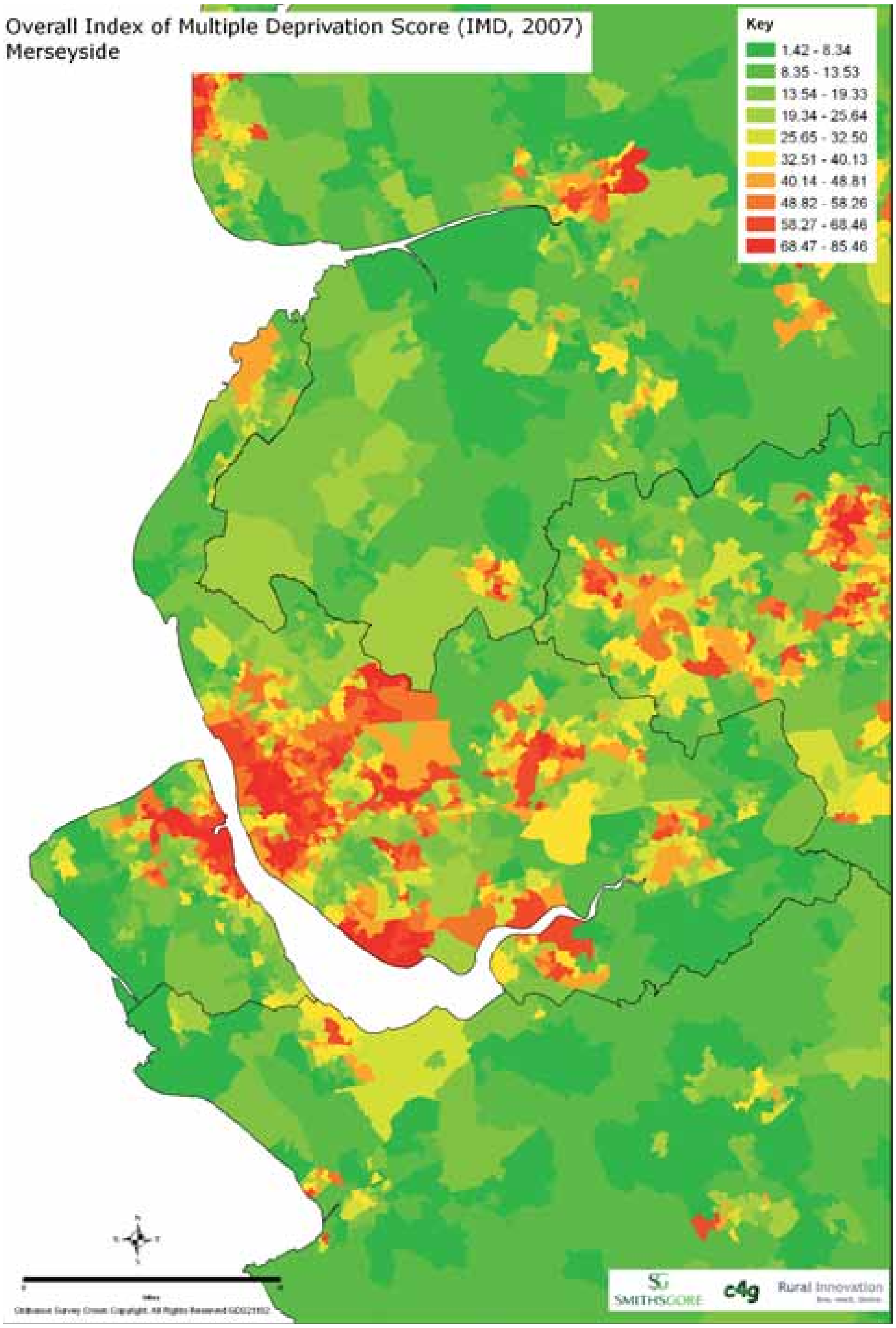
Source: IMD 2007

The data clearly shows the difference in conditions experienced in settlements like Liverpool and Bootle compared to Formby, Heswall, and West Kirby.
It is interesting to note that Moreton, Birkenhead and Crosby all have levels of disadvantage greater than their district averages. In Sefton, Southport, Formby and Hightown and in Wirral, Bromborough, Hoylake, West Kirby and Heswall have levels of disadvantage much lower than the district average. In New Brighton levels of overall and educational deprivation are lower than the district average but health deprivation is slightly above the district average.

This data is graphically represented in Map 19.

Map 19: Overall Deprivation in Merseyside

The map shows the clustering of deprivation in the urban core and in the larger settlements such as Southport. There is a clear incidence of deprivation along much of the Mersey estuary, especially to the north bank. The relative proximity of all these settlements to each other, and to sub-regional centres means that those able to do so can choose where they live. From this evidence set it would appear that those best equipped to choose are attracted by the smaller group of settlements on the Wirral peninsula and to the north of Liverpool.



Work

Employment

The Annual Business Inquiry 2007 records just fewer than 600,000 in Merseyside[41]. The vast majority of these (555,843) are in the coastal communities. The dominant sector for employment in Merseyside is public administration, education and health which accounts for 35.2% of employment. The two other leading sectors are distribution, hotels and restaurants with 21.9% and banking, finance and insurance with 18.2%. Manufacturing accounts for only 9.3% of employment in Merseyside, a figure much lower than the remainder of the region.

Table 32 shows the detailed breakdown of employment by sector for each coastal settlement. The distribution, hotels and restaurants sector is often associated with coastal communities and clearly is important in Merseyside. The sector is not dominant although Hightown, Heswall, Formby, Bromborough Southport and West Kirby all have levels of employment in the sector over 30%, higher than the regional and sub-regional averages.

Manufacturing is not a dominant sector in Merseyside, but two of the Wirral's coastal settlements, Bromborough and Moreton, have over 30% employment in the sector. In the larger settlements public administration, education and health is the dominant sector of employment, accounting for more than 35% of jobs in Liverpool, Birkenhead, Bootle and Crosby. Southport has a slightly lower reliance on this sector (34%).

The majority of coastal settlements have levels of employment in banking, finance and insurance below the regional and sub-regional averages. Of the employment centres, only Bootle has higher than average employment in this sector. There is a high incidence in Hightown (23%) but wider impact is limited due to the small number of jobs in the community (fewer than 500).

[41] 592,542: source Annual Business Inquiry 2007. The ABI does not cover the agricultural sector, nor does it include jobs in private households, jobs in organisations not held on the IDBR, homeworkers, jobs in non-UK businesses or the self-employed. In addition, the December reference date results in employment data that are heavily influenced by seasonal factors.

Table 32: Distribution of Employment by Industry

	Agriculture and fishing (SIC A,B)	Energy and water (SIC C,E)	Manufacturing (SIC D)	Construction (SIC F)	Distribution, hotels and restaurants (SIC G,H)	Transport and communications (SIC I)	Banking, finance and insurance, etc (SIC J,K)	Public administration, education & health (SIC L,M,N)	Other services (SIC O,P,Q)
North West region	0.1%	0.4%	12.5%	5.1%	23.8%	5.7%	19.5%	28.3%	4.6
Merseyside	0.0%	0.2%	9.3%	4.4%	21.9%	5.9%	18.2%	35.2%	4.8
Merseyside Coastal Communities	0.0%	0.2%	8.9%	4.2%	21.9%	6.0%	18.3%	35.7%	4.9
Birkenhead	0.0%	0.6%	7.8%	4.0%	21.4%	3.4%	17.0%	41.4%	4.3
Bootle	!	!	8.0%	3.8%	15.8%	3.6%	20.5%	43.2%	5.0
Bromborough	0.0%	0.0%	31.4%	5.1%	30.1%	1.6%	14.4%	9.2%	8.2
Crosby	0.0%	0.0%	5.2%	3.8%	26.6%	6.9%	11.6%	40.3%	5.5
Ellesmere Port	0.0%	0.5%	23.3%	9.2%	27.0%	4.0%	14.1%	17.0%	4.9
Formby	!	!	3.9%	5.4%	35.3%	3.4%	11.6%	32.1%	8.0
Heswall	!	!	1.8%	5.3%	37.6%	3.0%	17.7%	27.4%	7.0
Hightown	0.0%	0.0%	!	!	!	!	23.0%	!	
Hoylake	!	!	15.9%	5.2%	26.9%	!	16.2%	26.4%	5.5
Liverpool	0.0%	0.1%	8.1%	4.0%	20.1%	6.6%	18.9%	37.4%	4.7
Moreton	0.0%	0.0%	33.2%	3.9%	18.0%	1.6%	14.1%	24.6%	4.6
Neston	!	0.0%	11.1%	6.9%	30.2%	!	15.6%	26.8%	6.8
New Brighton	0.0%	0.0%	!	4.0%	27.5%	!	31.5%	28.5%	6.1
Southport	0.3%	0.1%	5.5%	4.3%	33.5%	2.4%	13.6%	34.1%	6.3
West Kirby	!	0.0%	1.3%	4.9%	31.0%	!	15.8%	38.1%	7.6

Any data that is potentially disclosive has been suppressed and marked with '!'. Some other data has been suppressed to avoid being deduced by subtraction.

Unemployment

Data on unemployment is not available at sufficiently low level to provide information on unemployment for each settlement. We have therefore used claimant data to provide an insight into worklessness in the coastal communities.

Benefit Claimants

The percentage of working age population claiming key benefits is higher in Merseyside (22.35%) than for the North West as a whole (17.20%).

The proportion of the working age population claiming benefits in the coastal communities varies between the different settlements. As might be expected it follows the trends which have already been reported around income and deprivation. Incidence of benefit claimants is highest in Bootle, Liverpool, Moreton and Birkenhead and lowest is Hightown, Formby, Heswall and Hoylake.

Those giving evidence to the CLG Select Committee enquiry into coastal towns often claimed that coastal communities host higher levels of claimants of Incapacity Benefit than the local or regional averages. For Merseyside the picture is not so clear cut; the incidence of people claiming Incapacity Benefit is materially higher than the regional and district averages in Birkenhead, Bootle, Liverpool and Moreton. It is slightly higher than the regional average in Bromborough, New Brighton and Crosby and lower than the regional average in the remaining communities.

Many more people claim Incapacity Benefit than Job Seekers Allowance. The ratio between the two benefits is 4:1 in favour of Incapacity Benefit for the North West. In Liverpool, Birkenhead and Bootle (circa 3:1) the ratio is lower than the regional average. This indicates a higher than usual incidence of Job Seekers. In Bromborough, Formby and Heswall it is higher (circa 5:1), indicating a higher than usual incidence of incapacity claims.

Seasonality of Unemployment

We have analysed the level of claims for Job Seekers Allowance and National Insurance Credits monthly from January 2006 in order to assess the impact of seasonality. Something traditionally associated with coastal communities.

There is very little seasonal fluctuation in unemployment for the region as a whole. Instead what is clear is a steady growth in unemployment from around 2.7% up to August 2008, rising to 4.3% in February 2009. Levels of unemployment are higher in Merseyside than the region as a whole. Even starting from a higher base, unemployment has risen slightly faster in Merseyside than the region as a whole; from 4.0% in July 2008 to 5.8% in February 2009.

The evidence shows a slight fall in claimant levels in Southport during the summers of 2006 and 2007. Any sign of a seasonal trend in more recent years is obscured by the upward trend in claimant levels resulting from the change in economic conditions. This trend does not appear to be repeated across the other settlements.

There is local experience[42] of a large influx in seasonal labour related to the vegetable industry in West Lancashire and the tourism industry in Sefton and parts of Wirral. This is unlikely to show up in claimant figures as these workers relocate in the 'off season'. Whilst this trend does not create an issue of worklessness in parts of the year, it does have implications relating to housing and service delivery.

[42] Reported at the Southport consultation event.

Employment Centres

Merseyside's coastal settlements all have some sort of employment centre role. Liverpool and Birkenhead are the dominant centres; over 360,000 trips to work finish in these two centres, the vast majority (80%) in Liverpool.

Southport and Bootle also host over 60,000 jobs between them. The remaining settlements are much smaller employment centres; Crosby, Bromborough, Moreton and Heswall each host between 6,000 and 15,000 jobs whilst Formby, Hoylake and West Kirby host between 3,500 and 6,000 jobs each. New Brighton hosts just over 2000 jobs, whilst Hightown, the smallest of the settlements hosts fewer than 500 jobs.

Travel to work self-containment is a simple expression of the strength of an employment centre in terms of the ability of a settlement to retain and employ its own residents. Self-containment is measured by the % of trips to work which originate and complete in a settlement.

Liverpool has the highest self-containment of all the study settlements (75.04%) and attracts an additional 95,000 employees to work in the city in addition to the residents that it retains. This makes it a very strong employment centre, as in relative terms, are Southport (64.01%) and Birkenhead (54.80%).

Bootle (self containment of 35.95%) is an attractor of labour with over 20,000 people travelling to the centre to work from elsewhere. It is also a supplier of labour; 14,000 residents commute elsewhere to work.

Crosby, Formby, Hoylake, Heswall, Moreton, and West Kirby are all net suppliers of labour. They each host more residents of working age than jobs. Whilst all are employment centres to some extent, they rely on people travelling to fill the local jobs, retaining only 25-30% of their working residents. New Brighton retains only 18% of its labour, a very low figure, yet it attracts 1000 workers from other settlements. This is a function of its position within the Birkenhead and Liverpool economic area.

There is significant connectivity along the Merseyside coast. The Mersey tunnels and ferries make for easy travel between Birkenhead and Liverpool. The light rail service[43] running along the coast to the north (to Southport), west (to West Kirby) and south (to Ellesmere Port and Chester) provides exceptional access to and from all the sub-region's coastal communities.

The 2006 Key Service Centre report[44] showed how West Kirby, Hoylake, Moreton and Heswall operated as an agglomeration of centres, exchanging workers amongst each other and with a strong travel to work relationship with Birkenhead and the Liverpool Urban Area. It also showed that Crosby has a strong relationship with the Liverpool conurbation (of which it forms part) and Bootle.

Bromborough is both an attractor and supplier of labour. It hosts many more jobs than it has working residents (ratio of 2.5:1), yet only 28% of workers who live in the settlement work there.

There is no apparent link between the function of these settlements as employment centres and their coastal location.

[43] www.merseyrail.org
[44] See earlier reference

Travel to Work

Working from home is not particularly prevalent in the North West (at least it wasn't in 2001). Only 8% of all people in employment aged between 16 and 74 stated that they worked from home on the 2001 Census form. The current figure is likely to be larger. In Merseyside working from home was even less prevalent; at just 6% of all employees. This is much lower than the figures for Cheshire (10%) and for Cumbria (12%) and reflects differences in social attitudes as well as location.

High levels of home working are often associated with remote and distinctive communities. They are also associated with attractive communities and it is interesting to note that the coastal communities with higher levels of home working than the sub regional average in Merseyside are Formby, Heswall, Hightown, Hoylake, New Brighton, Southport and West Kirby. Conversely those with the lowest levels of home working are Bootle, Bromborough, Liverpool and Moreton.

The car is the main mode of travel used to access work; despite the density of development and activity within Merseyside. Only in Bootle, Crosby, Liverpool, Southport, New Brighton and Birkenhead is car use lower than the regional average. The highest car use is in Heswall, Hightown and Formby. Nevertheless there are some 'spikes' in the use of public transport and trains for travel to work. Train travel is five times the regional average in Hightown and Hoylake and people use public transport and walk to work in significant numbers in Bootle, New Brighton and Liverpool and Southport.

Southport in particular appears to operate as an effective and sustainable employment centre. It has a good self containment score (64%); more people work at home than the regional average, fewer use the car to travel to work preferring to walk or use the bus.

Places

House Prices

Information on house prices is based on data from the Land Registry for transactions completed in 2007 and 2008. This data shows that average house prices from transactions in 2008 across Merseyside's coastal communities (as a collective) are comparable with the regional average. Table 33 shows the prices in ranked order using the total average figure. This shows that prices in West Kirby, Formby, Heswall, Hoylake, Hightown, Southport and Crosby are generally higher than regional and sub-regional averages whilst prices in New Brighton, Birkenhead, Bromborough, Liverpool, Moreton and Bootle are equal to or below these averages[45].

It is interesting to note that prices in the three most expensive settlements (West Kirby, Formby and Heswall) are significantly greater than the regional and sub-regional averages. These figures also demonstrate the significant differences in housing markets within the sub-region. The east / west split on the Wirral is apparent, as is the change in values moving into Sefton from Liverpool.

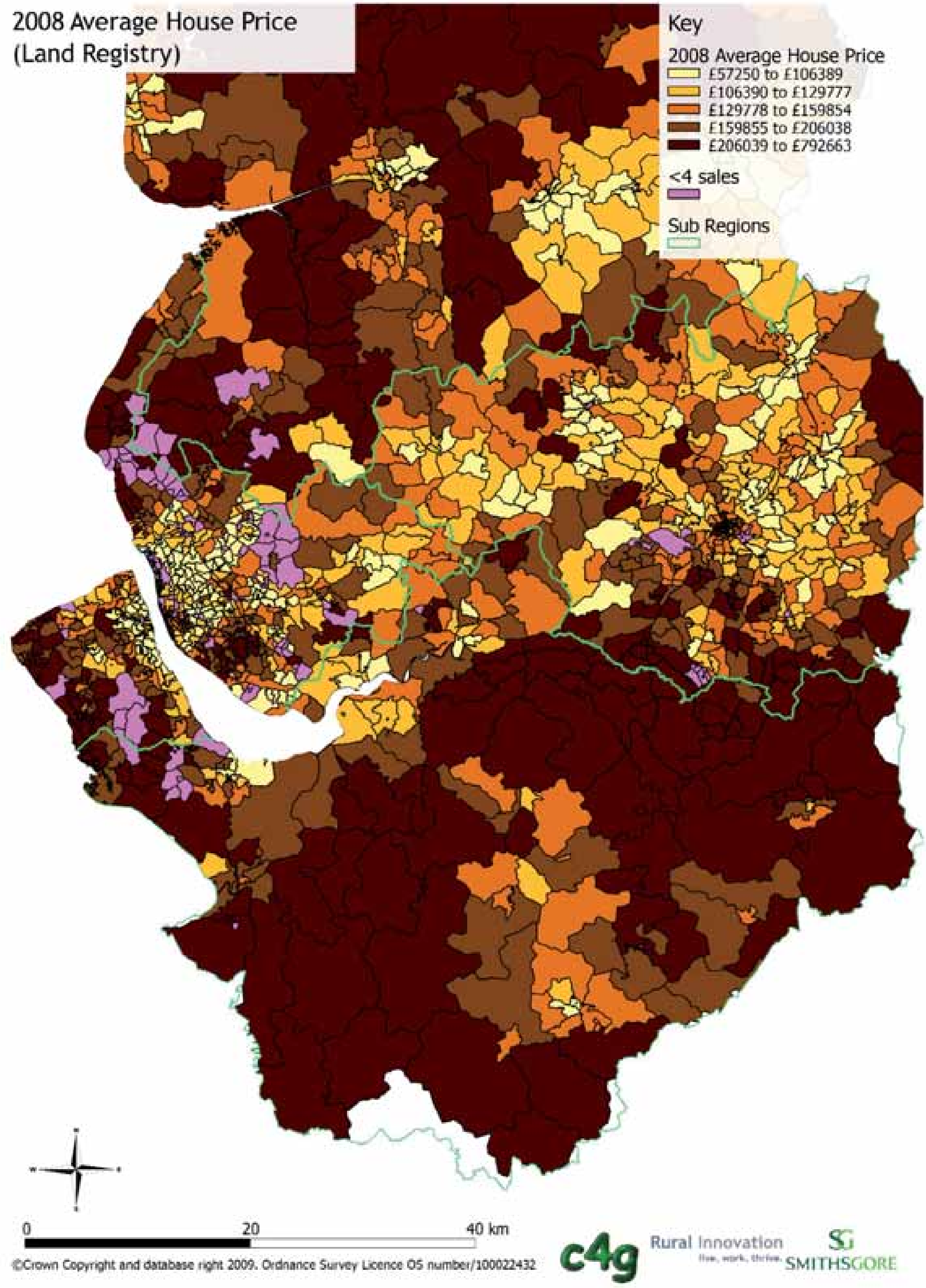
[45] A blank indicates no transactions in this category for 2008

Table 33: Average House Prices 2008

	Detached	Semi Detached	Terraced	Flat	Total Averages
North West	£278,179	£161,004	£127,013	£125,073	£164,568
Merseyside	£279,747	£155,966	£113,633	£119,889	£151,629
Merseyside Coastal	£286,619	£156,664	£114,111	£119,658	£153,402
West Kirby	£447,998	£261,042	£178,182	£153,279	£334,564
Formby	£387,205	£212,281	£167,750	£147,681	£287,063
Heswall	£349,212	£207,108	£122,666	£121,125	£286,906
Hoylake	£257,507	£240,175	£173,173	£163,260	£219,470
Hightown	£226,750	£196,487			£211,619
Southport	£297,203	£175,917	£165,744	£134,737	£180,577
Crosby	£402,632	£178,357	£153,832	£130,410	£174,795
New Brighton		£171,305	£127,834	£123,111	£141,789
Birkenhead	£266,515	£145,661	£104,988	£107,478	£138,749
Bromborough	£250,041	£145,250	£124,417	£103,408	£134,653
Liverpool	£250,474	£146,895	£109,988	£119,566	£133,890
Moreton	£175,987	£126,730	£109,744	£102,861	£130,361
Bootle	£177,195	£134,290	£93,076	£67,716	£115,024

Source: Land Registry

Map 20: House Prices in Merseyside 2008



Housing Tenure

There are high levels of home ownership in the North West. The regional average for households who own their own home is 72.54%. The average for Merseyside is lower, at 68.40%, reflecting the significant level of social housing (22.26%) in the sub-region's larger settlements.

The distribution of home ownership across the coastal communities mirrors the trends for income, car ownership and deprivation. The lowest levels of home ownership are in Liverpool, Bootle, Moreton and Birkenhead whilst the highest levels are in Formby, Heswall, Hightown, Southport and West Kirby. In all of these settlements the percentage of people who own their houses outright (no mortgage) is materially higher than the regional average and the incidence of social housing materially lower.

Coastal communities are often associated with high levels of private rental stock, often including houses in multiple occupation. There is little evidence to support this association with all of Merseyside's coastal settlements although it is interesting to note the relatively high level of private rented housing stock in Southport, and to an extent in West Kirby and Hoylake.
The level of private stock in these settlements is considerably higher than in the other smaller coastal communities of Heswall and Formby.
The position is far more extreme in New Brighton, where 13.9% of housing stock is in the private rented sector. This compares with a regional average of just 7.75%.

Services

There are two types of service data available to us[46]. The first is the annual Rural Services Data Series from the Commission for Rural Communities. It expresses the number of households within each Census Output Area within distance bands to a selection of services. We have converted this to an expression of the percentage of households within the distance bands to the services. We have used the 2008 data.

The second is the Core National Accessibility Indicators for 2007, a Department for Transport dataset which gives, for each Lower Super Output Area, the percentage of households within different bands of minutes travel time to selected services, either by public transport, on foot or by bike.

Thus the first is a measure of service availability, but cannot account for how accessible the services may be (for example there may be rivers or mountains in the as-the-crow-flies paths the data is based on). Also, no account is taken of the number of households sharing the service, or its quality. The second is a measure of service accessibility (but not by car).

As might be expected, given the compact and densely populated nature of Merseyside, levels of service provision are generally very good. There is no evidence of coastal location or the peripherality often associated with coastal communities affecting access to services. Hightown and West Kirby have the lowest levels of service provision, but their proximity to other centres means that accessibility is not significantly affected. Bromborough has more limited access to local health care than most other settlements, but if compared with more rural settlements in other parts of the region, access would be considered excellent.

[46] Details of the service points and types included in the services data sets are provided in the appendix.

Key Environmental Sites

Being a largely urban area, Merseyside it does not have any Heritage Coast, National Parks or AONBs but it does contain the Liverpool - Maritime Mercantile City World Heritage Site.

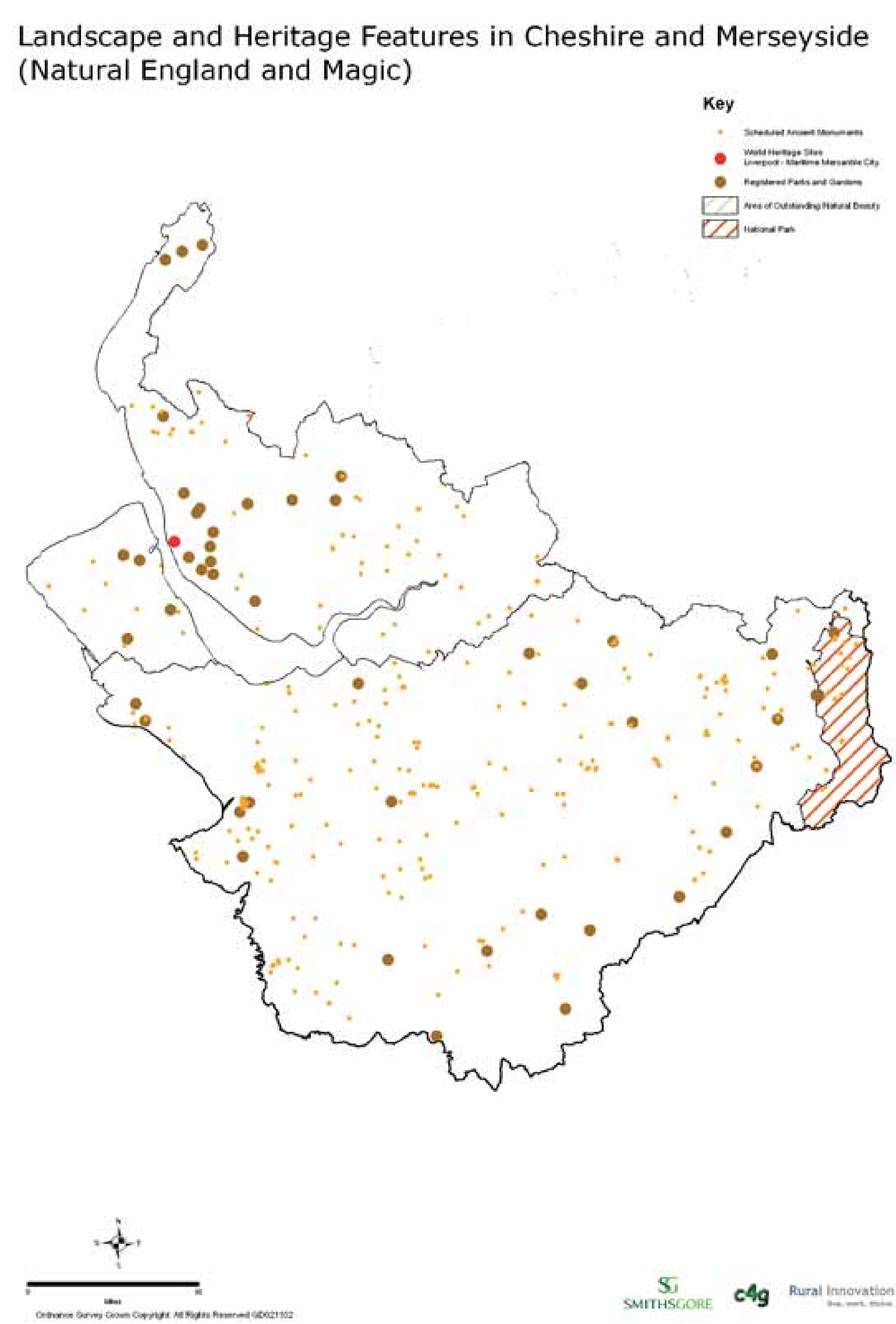
The Merseyside coast has areas of significant and important environmental value. The Sefton coast is designated as a Special Area of Conservation and is internationally renowned for its natural Dune system. This system is so important that over 20km of the coast between Southport and Crosby is designated as a Site of Special Scientific Interest. The Mersey Estuary is designated as a Special Protection Area. Parts of the estuary are also designated as a Ramsar site. The Mersey Narrows and North Wirral Foreshore Sites of Special Scientific Interest are also proposed for designation as a Ramsar site due to their importance as a feeding and roosting site (Mersey Narrows) and as host to over wintering and passage birds (North Wirral Foreshore). The Dee Estuary (to the west of the Wirral peninsula) is designated as both a Special Area of Conservation, and a Special Protection Area and includes a Ramsar site and large areas (5240 hectares) designated as a Site of Special Scientific Interest. The estuary is important for over wintering waterfowl and hosts a nationally important population of terns. The hard rocky outcrops of Hilbre Island and Middle Eye support rare cliff vegetation and maritime heathland and grassland which include nationally scarce plants.

The Natural England natural area profile[47] describes the marine area known as Liverpool Bay as follows:

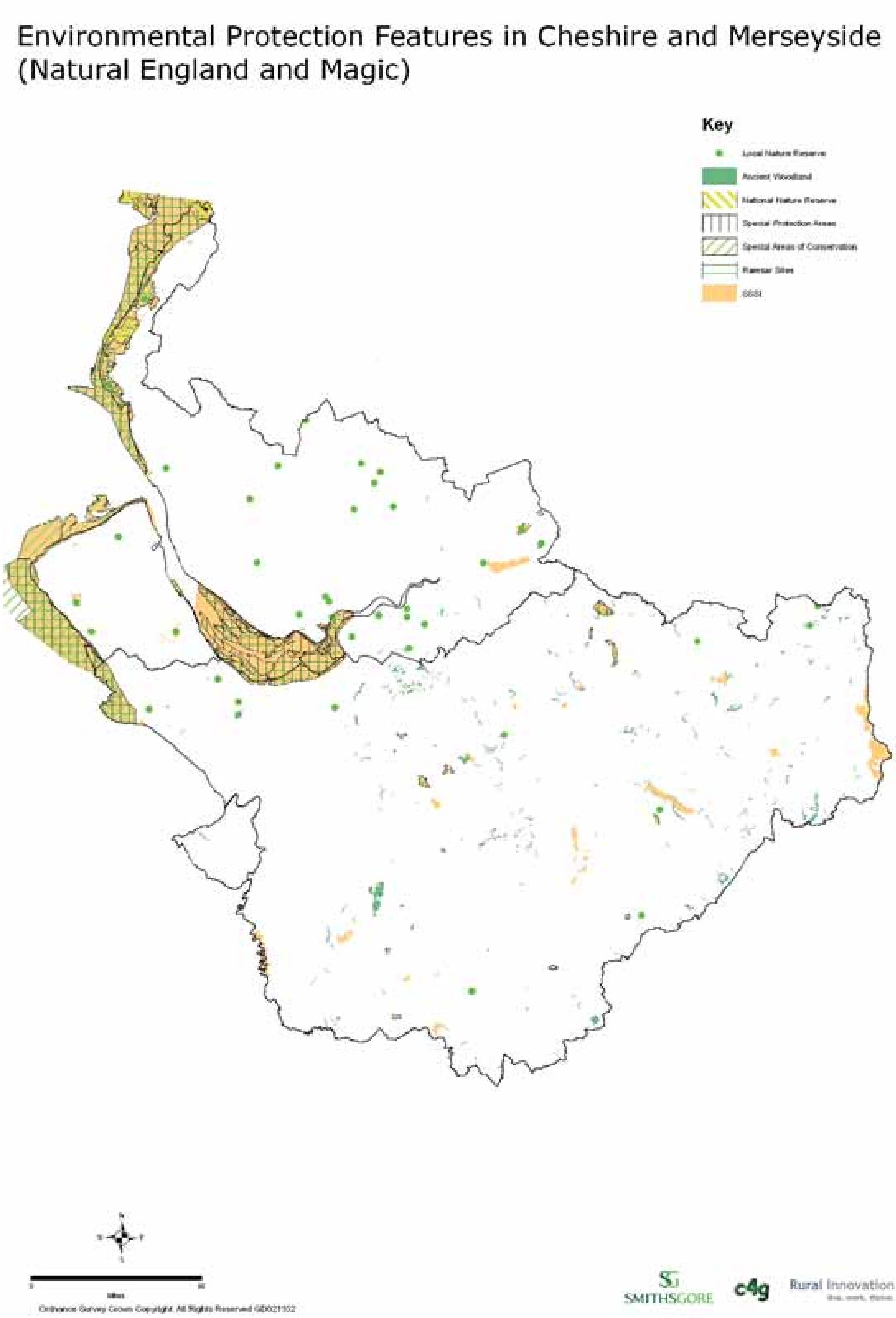
> "The hinterland of Liverpool Bay is heavily developed with both industrial and residential areas prominent along the coastline. Despite the high level of development, intervening stretches of relatively unprotected coast are of great importance.
>
> Estuaries are characteristic features and include the Dee, Mersey and Ribble. They are among the largest in Britain with extensive areas of mudflats, sandflats, saltmarsh and grazing marsh. The estuaries support very high numbers of wildfowl and waders and are not only internationally important for wintering species, but are also important staging posts for migrating birds during spring and autumn. Sand dunes dominate the Sefton Coast and there are smaller, though equally important, fragments of dunes on the Wirral and the Fylde. A diverse range of plant and animal communities occur including nationally important populations of natterjack toads and sand lizards.
>
> The sea bed of Liverpool Bay contains few species but they occur in great abundance and are exploited by wintering seaduck and divers, and small numbers of porpoises and dolphins. Grey seals area also important, together with a number of fisheries, including those associated with cockles and shrimps."

[47] www.naturalareas.naturalengland.org.uk/science/natural/na_results.asp?R=2.

Map 21: Landscape and Heritage Features



Map 22: Natural Environment Features



Merseyside Summary

The coastal communities of Merseyside cannot be considered collectively as a group. They are too diverse in scale, characteristic and function. They are closely linked however and operate as a network as part of the wider Liverpool City region. They are well connected, via infrastructure (i.e. the Merseyrail service) and culturally.

It is possible to consider the communities in smaller groups however.

Liverpool, Birkenhead, and Bootle are similar. They operate as a network and can be considered together in policy terms. They exhibit common characteristics and whilst their industrial legacy has been shaped by their coastal location, their current function is influenced rather than dominated by it.

These places, and their challenges, are well understood, and there seems little reason to believe that their coastal dimension has been overlooked.

Crosby acts as an important neighbourhood of the Liverpool City region. It provides a home and neighbourhood centre for those working in Liverpool and Sefton.

Bromborough is a sub-regional urban centre which plays an important role as employment and retail centre. It has high levels of employment in manufacturing and is to an extent defined by its location on the 'inside' of the Wirral peninsula, which places it firmly within the 'industrial zone' of the Mersey estuary.

Moreton operates economically as part of an agglomeration network with Hoylake, Heswall and West Kirby. Its proximity to, and strong links with, Birkenhead means that it shares many of the more negative socio-economic characteristics associated with the Liverpool Urban Area.

Formby, Heswall, and Hightown are important service centres. They provide a valuable, but limited role as employment centres and are attractive places to live by the sea. This description can also be applied to Hoylake and, to a lesser extent, West Kirby. Of these five 'mid ranking' settlements, West Kirby is the community that consistently exhibits characteristics associated with those identified in the national 'Seaside Towns' research. New Brighton is distinctly coastal, both in terms of its socio-economic characteristics and infrastructure. The coastal location of these communities is both an advantage and an opportunity. Their challenge is to retain a balanced functionality and ensure that their society does not become dominated by any particular demographic group.

Of all Merseyside's coastal communities, Southport most obviously shares the characteristics of a 'Seaside Town' as expressed in the national research; not surprising given that it was included in the research[48]. It is a relatively large centre, 90,000 population and 35,000 jobs and functions as an effective and sustainable employment centre. It also attracts migrants and retirees and relies on both retail and hospitality and public administration for its employment. It has a higher than average incidence of privately rented homes and relatively high numbers of couples without children and single person households. The coastal dimension will be important when considering future policy and investment. It is both an advantage and a threat, but will ultimately provide opportunity.

The following table records the relative performance of each settlement against a set of summary indicators. It defines each community with reference to the sub-regional average for each indicator.

[48] As were Blackpool and Morecambe.

Table 34: Summary Indicators - Merseyside

	Aged Popn	Pop Growth	Low Income	Car Ownership	Deprivation	Unemployment	Retail & Hospitality	Access to Services	Employment Centre	House Ownership Housing	Priva Rent
Liverpool	-	-	-	-	+	+	-	+	+	-	+
Bootle	-	-	-	-	+	+	-	=	+	-	-
Crosby	+	-	=	-	-	+	+	=	-	=	-
Formby	+	-	+	+	-	-	+	=	-	+	-
Hightown	+	-	+	+	-	-	+	-	-	+	-
Southport	+	+	+	+	-	-	+	=	+	+	+
Birkenhead	=	-	-	-	+	+	-	=	+	-	+
Bromborough	+	+	=	-	-	=	+	-	+	-	-
Heswall	+	-	+	+	-	-	+	=	-	+	-
Hoylake	+	-	+	+	-	-	+	=	-	+	-
Moreton	=	+	=	-	+	+	-	=	-	-	-
New Brighton	+	+	+	=	=	+	+	+		+	+
West Kirby	+	=	+	+	-	-	+	=	-	+	-

= about sub-regional average; + more than sub-regional average, - less than sub-regional average

FINDINGS FROM QUANTITATIVE & QUALITATIVE ANALYSIS

Contribution of Coastal Communities to the North West Region

One of the objectives of the study was to articulate the contribution made to the region by its coastal communities. Our analysis has shown that in order to do this it is important to be able to assess the characteristics of individual settlements rather than analyse the “zones” or districts in which they are situated.

The study does not provide quantitative analysis of every single coastal community in the North West - restrictions on data availability make this unfeasible. The 47 settlements that it does cover represent a significant chunk of the region as a whole. They account for 29% of the region’s population (and households), 1.92 million people in 819,000 households. They host 25% of the region’s jobs and include regional and sub-regional centres including Liverpool, Southport, Blackpool, Morecambe and Barrow-in-Furness.

This scale means that analysis of the region’s coastal communities as a collective against the region as a whole offers only a limited understanding. That is not to say that there is nothing distinctive about the region’s coastal communities, and that this distinctiveness is not linked to their coastal location. In many cases this is absolutely the position, and it will be important that policy makers recognise this coastal dimension and take due account of it. This point is explored in more detail in the Discussion and Conclusions section below.

It is more helpful consider the contribution of coastal communities at the level of the sub-region or local authority district. Blackpool, Morecambe, Fleetwood and Heysham all play a specific role for Lancashire; Southport and Formby are a critical part of Sefton’s offer; Barrow-in-Furness (and its network settlements of Kirkby-in-Furness and Walney Island) make a specific and important contribution to the Cumbrian economy.

It is however possible to identify a specific and significant contribution made by the coast as a whole in two key and inter-related areas; the visitor economy and the natural environment. Further analysis of these areas is provided below.

Visitor Economy

The North West coast is a valuable asset to the region’s visitor economy. In 2006, the local authority districts with coastline attracted £3.2 billion in tourism revenue. This represented 52% of total tourism revenue for these four sub-regions[49].

There can be no question that the coast is a major asset in the region’s visitor economy. Blackpool Pleasure Beach attracted 5.5 million visitors in 2007, STEAM figures for Morecambe reported 2.5 million visitors in 2007. All of the relevant sub-regional Tourist Boards and other appropriate organisations have implemented some form of coastal tourism branding across the region. The only area where coastal tourism activity has not seen significant development is in Cumbria, with the Areas of Outstanding Natural Beauty (AONBs) of the Solway Coast and Arnside and Silverdale (only partly in Cumbria) as the only coastal areas with any kind of promotion. This may be about to change however, with some major projects planned in the forthcoming Cumbria Destination Marketing Plan; in particular the £50m Master Plan for

[49] STEAM, Tourism Expenditure by Local Authority 2007

development of Barrow's Waterfront and a £12m development proposed for 'Roman Maryport'.

Visitor segmentation research commissioned by the NWDA in 2006[50] found that the seaside still retains a strong allure for visitors. The coast attracts visitors from across the UK, supporting a significant tourist industry, and provides a major recreational resource for the region, with a population catchment that includes some of the most deprived areas in the country. Further, the contribution of a quality and attractive natural environment impacts directly on the region's image, and improving and promoting awareness of our coastal assets will contribute towards the positive image and outside perceptions of the region – encouraging and attracting new business, investment and in-migration to support growth.

The district level STEAM data is not specific enough to quantify the value of coastal tourism in the region. If anything it is misleading. Local Authority districts with a coastal boundary also encompass large swathes of non-coastal areas. This is particularly the case in Cumbria and Merseyside, where the Lake District National Park (included in Allerdale, Copeland and South Lakeland) and the City of Liverpool skew the analysis in favour of coastal districts.

The importance of the coast is apparent in the figures for Lancashire however. The three local authority districts included in the coastal figures are Blackpool, Fylde and Wyre. These figures do not therefore include any activity in Preston, the Forest of Bowland or key tourist sites such as Martin Mere. The limitations in data available prevent us from identifying the full value of the coast to the visitor economy. We recommend that this gap should be remedied as the contribution should be measured. It is also important to understand what attracts visitors, where they liketo go and how they spend their money.
This will vary across different groups; our coastal communities with a stake in the visitor economy need to target the market that best fits their present and a sustainable future as opposed to that which worked for them in the past.

Natural Environment

Coastal areas are very important to the environment and heritage of the region.

The coast contains many of the region's important landscape and historic designations, including the St Bees Heritage Coast, the Arnside and Silverdale and Solway Coast Areas of Outstanding Natural Beauty, the coastal edge of the Lake District National Park, and both of the region's World Heritage Sites, with the Roman Frontiers World Heritage Site extending beyond the limit of Hadrian's Wall down the West Cumbrian coast.

The wildlife importance of the North West Coast is nationally and internationally renowned. The North West coast is notable for its estuaries- the cross border sites of the Dee (England and Wales) and Solway (England and Scotland) together with Morecambe Bay, the Ribble, and the Mersey. There are also some important smaller estuary systems in Cumbria such as the Drigg and Duddon. The region also contains key natural features such as the dune system of the Sefton coast and extensive and mobile intertidal sandflats.
Its biodiversity value includes many regionally and nationally important species and a wide range of habitats.

The region's Ramsar[51] sites and Special Protection Areas are concentrated on the coast. There are also significant clusters of National and Local Nature Reserves. There are also important Special Areas of Conservation. The following table shows the extent of designated coastal habitat[52] in the North West; extending to nearly 87,000 hectares this accounts for nearly 30% of England's protected coastal habitat.

50 Northwest Visitor Segmentation Research, Locum Consulting, 2006.
51 Ramsar sites are designated under the International Convention on Wetlands of International Importance especially as Waterfowl Habitat (the Ramsar Convention).
52 European legislation allows for the designation of Marine Protection Areas in the marine environment. Special Areas of Conservation (SACs) are required by law under the European Habitats Directive. Special Protection Areas (SPAs) are required by law under the European Wild Birds Directive. Together SACs and SPAs make up a Europe wide network of protected areas called the Natura 2000 network. Sites are managed to protect the designated features from any damaging activities, only restricting activities where it cannot be proved that they will not have an adverse effect. www.jncc.gov.uk

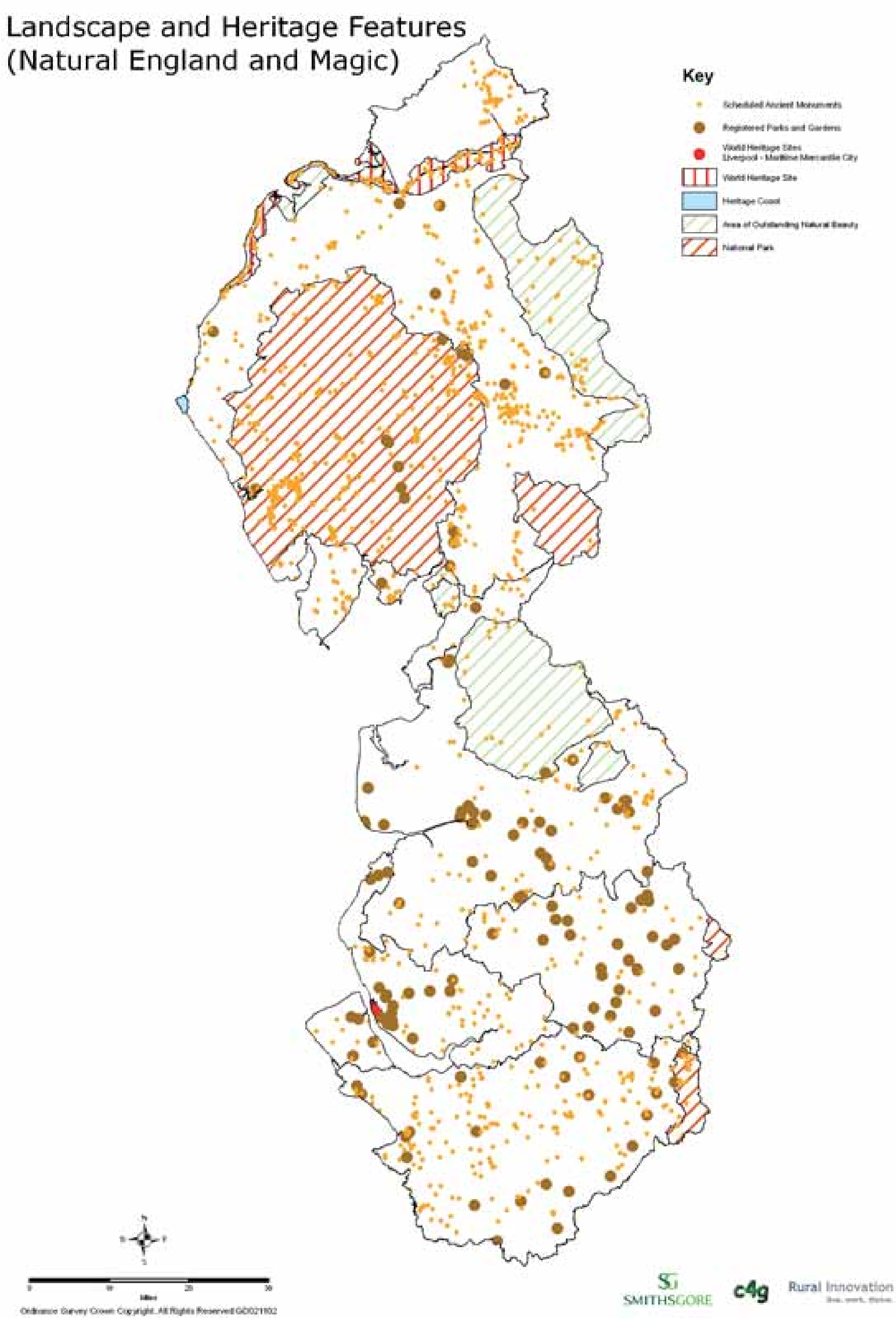
Table 35: Area of designated coastal habitat by Government region (ha)[53]

Government region	Area of SSSI	Area of SAC/cSAC	SAC as % of SSSI	Area of NNR	NNR as % of SSSI	Area of SPA	SPA as % of SSSI
North East	8,385	6,070	72	3,802	45	6,070	73
North West	86,739	69,660	80	5,746	7	69,660	92
Yorkshire and the Humber	33,061	32,675	99	306	1	32,675	98
East Midlands	60,678	60,211	99	6,960	11	60,211	99
East England	46,543	36,241	78	14,299	31	36,241	97
West Midlands	0	0	0	0	0	0	0
London	166	0	0	0	0	0	0
South East	28,059	12,706	45	2,067	7	12,706	81
South West	36.070	27,871	77	3,317	9	27,871	59
Total	**299,699**	**245,435**	**82**	**36,497**	**12**	**245,435**	**89**
% NW of total (par 14%)	**28.9**	**28.4**		**15**		**28.3**	

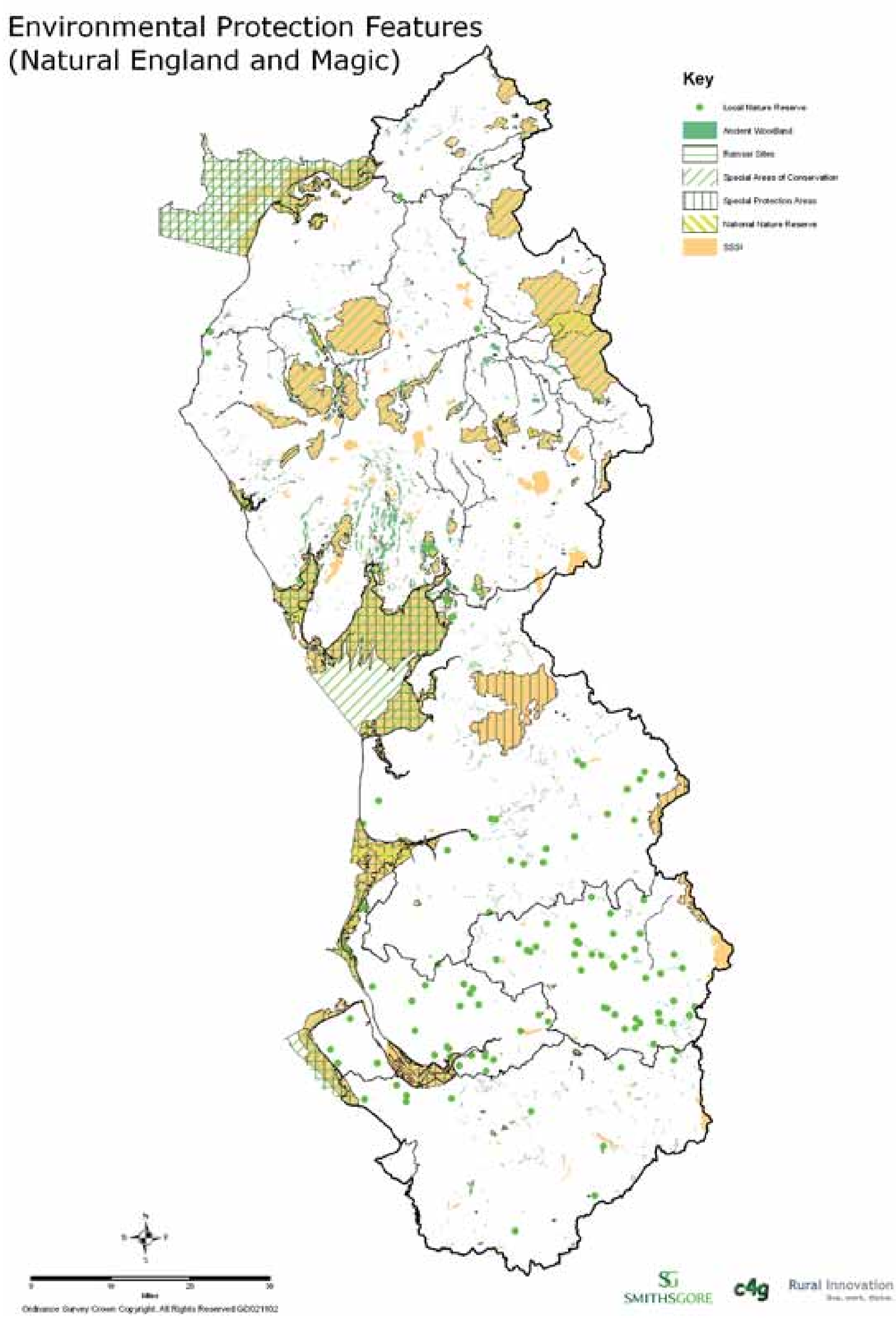
This environmental value is a critical context to place alongside the socio-economic content of this report. The extent of environmental designations is indicative of a wider issue - the coast's attractions for residents, businesses and visitors. They also underline the vital importance of good environmental and shoreline management, which has to be integrated with community and economic development.

[53] The State of the Natural Environment, Natural England, 2008

Map 23: Landscape and Heritage Features



Map 24: Natural features Environment



Climate Change - Low Carbon, Flood Risk and Erosion

Climate change has two implications for policy:

- Tackling the causes of climate change; and
- Tackling the impacts of climate change.

Coastal communities, like all others, need to play their part in tackling the causes of climate change. The Climate Change Act (2008) and associated policy requires all communities to help achieve a reduction in greenhouse gasses of 34% by 2020 and 80% by 2050[54]. Domestic and industrial emissions are important, but the greatest impact stands to be made from reductions in transport use.

This is a big challenge and will require significant change in the way that people go about their lives. There is one obvious geographical advantage which the coastal communities hold - their linear connections along the coast. This can be used to knit coastal communities together in more sustainable ways. The coastal railway lines available throughout much of the region are an obvious and highly important asset here.

Two likely impacts of climate change of immediate concern for the region's coastal communities are flooding and coastal erosion.

Flooding is likely as a result of sea level rise and changes in rainfall and thus the flow of rivers. The most up to date projections of future flooding is shown on the accompanying regional map. It is readily apparent that up and down the region's coast, particularly in the estuaries and up river valleys, the risk of flooding is due to increase. The low lying nature of the region's coast means that flooding will also be caused by storm surges as our weather systems become more unstable - something that is already being witnessed.

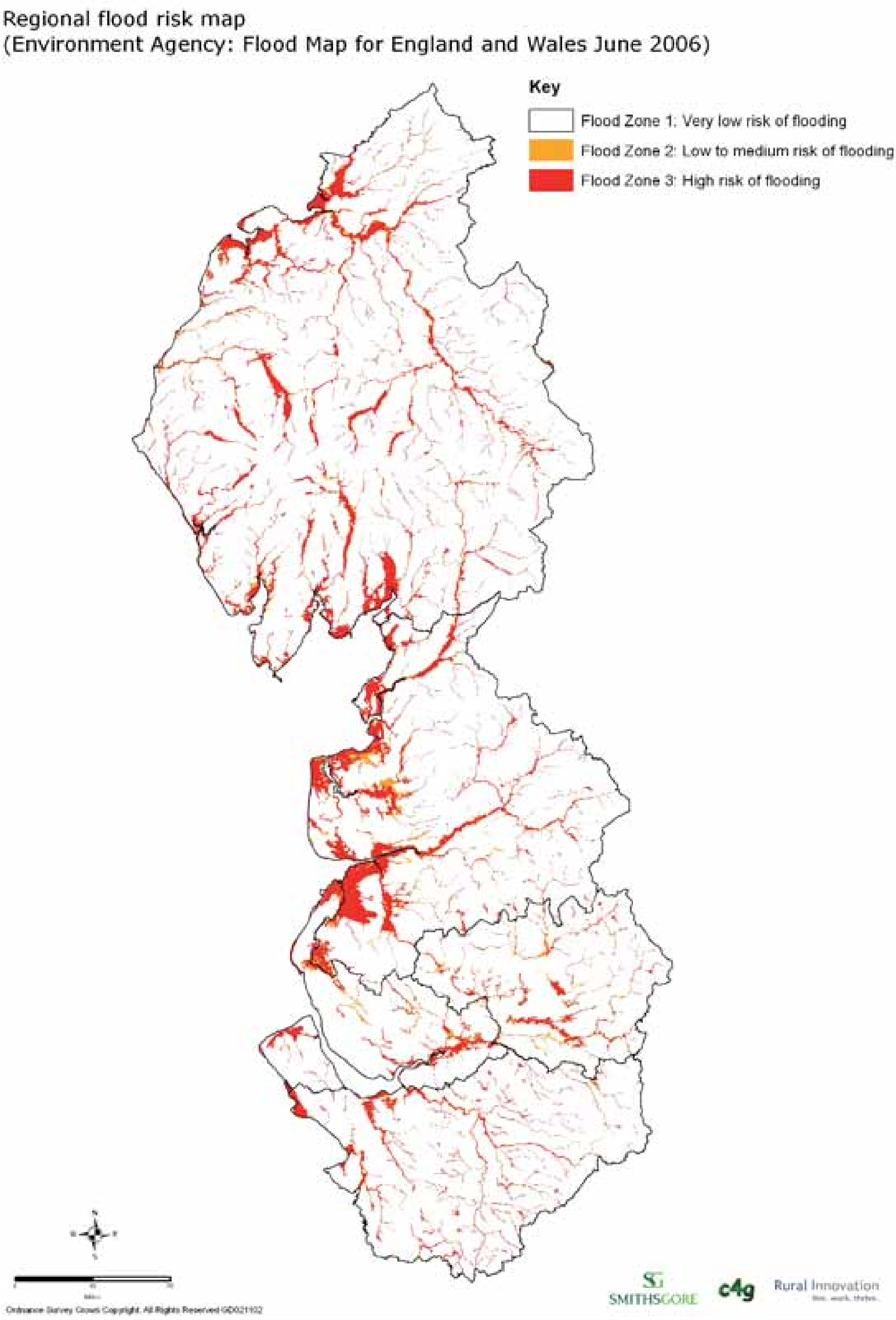
This does not have to mean that flooding affecting communities will increase. Choices can be made to increase coastal defences or take other measures to reduce flooding, such as use of sustainable urban drainage systems (SUDS). Projections may change, though it is most unlikely that the risk will lessen.

Coastal communities in the region are likely to be severely affected by erosion if coastal defences are not maintained. Defences are costly but investment in them can also be used as an opportunity for regeneration. Recent examples at Blackpool and the award winning scheme at Cleveleys are good examples. There is also potential for adaptation through land and shoreline management. The Ribble Coast and Wetlands Regional Park is in part based around a managed shoreline realignment scheme at Hesketh Outmarsh. It should be noted however that this approach is 'land hungry', so has implications for local communities and the land based sector.

Whatever the efforts to mitigate, increased risk of flooding and erosion is likely to be an important issue for coastal communities. This complex issue is examined in greater detail in the region's Shoreline Management Plans[55].

[54] Against a 1990 baseline.
[55] www.mycoastline.org.

Map 25: Flood Risk



CONCLUSIONS AND RECOMMENDATIONS

This work offers a socio-economic and environmental assessment of the coastal communities of the North West. It is intended as an evidence base for a wide range of regional strategies and programmes. Direct policy and programme recommendations are beyond the scope of this work. Instead, this section is intended to sum up what we have found and present it in a form which can be readily taken up by the Coastal Forum and other coastal stakeholders.

The National Picture

Nationally there has been a growing acknowledgement amongst policy makers that many of England's coastal communities are developing as clusters of socio-economic disadvantage. Stakeholders have cited disproportionately high levels of Incapacity Benefit Claimants, an imbalanced housing stock with an excess of houses in multiple occupation, and limited economic choice and opportunity as major concerns.

The Communities and Local Government Select Committee inquiry into Coastal Towns led to an acceptance by Government that despite large variations in economic and social conditions across coastal areas, seaside towns faced a range of shared challenges. In response the Government set up a Cross Department Working Group on Coastal Towns and asked the regional Development Agency's to form a Coastal Towns Network. The Working Group commissioned research to benchmark the socio-economic performance of England's 37 largest Seaside Towns, including Blackpool, Morecambe and Southport. This study found that these towns shared a number of negative socio-economic issues. It concluded that "seaside towns are more disadvantaged than the rest of the country, but not markedly so".

As part of a response to these findings the Department of Communities and Local Government worked with the Department for Culture, Media and Sport, CABE and the regional Development Agencies to develop a major funding programme called 'Sea Change'. The programme aims to use investment in culture to make a difference to seaside resorts, contributing to sustainable, social and economic regeneration. Blackpool and more recently Southport have benefited from the first two waves of Sea Change funding.

The South East Development Agency (SEEDA) and the East of England Development Agency (EEDA) have also published studies into their coastal areas in 2008[56]. These studies considered the coastal 'zone' as a collection of local authority districts rather than individual communities.
The South East study found that the coastal South East as a whole had under-performed, in relation to the region's economy, citing lower levels of business stock and formation, lower earnings and lower skills than the regional average.
The East of England study identified a similar economic under-performance, particularly in terms of the availability of jobs, levels of economic activity, skill levels and earnings.

[56] Framework for Action for the Coastal South East, SQW Ltd, 2008; East of England Coastal Initiative - Socio-Economic Research, Globe Regeneration Ltd, 2008

Fit with the National Picture

The literature on ‘Seaside Towns’ suggests that we should expect coastal communities to be populated with higher proportions of older people and benefit claimants. They are likely to exhibit higher levels of seasonal unemployment, higher deprivation and a reliance on tourism and a low wage economy. They are also likely to have growing populations, based on inward migration driven by positive and negative reasons that are not connected with employment. Their housing stock will contain relatively high levels of private rented units, low levels of social housing and is likely to be affected by issues of affordability.

When considered as a whole the North West’s coastal communities share some of these headline characteristics. The demographic profile is older than the regional average. The IMD score for deprivation is higher in the coastal communities than for the region. Incomes are lower and the proportion of benefits claimants higher in the coastal communities than the regional average. There is a higher incidence of lone parent and multi occupancy households in the coastal communities than the regional average.

Some characteristics of seaside towns, however, are not shared by the North West’s coastal communities when considered as a whole. Generally our communities are losing rather than gaining population. There are high levels of social rented housing stock. Employment is higher in public administration than the retail and hospitality sector.

Looking at the North West’s coastal communities as a whole it is very difficult to draw any real conclusions or to consider the implications for policy of these findings. This is for two reasons, firstly the dominant statistical influence of the Merseyside conurbation and secondly because the region’s coastal communities are too diverse to be considered as a single group.

Instead, different types of community have been found up and down the coast. These differences arise partly because we have looked at coastal communities in more detail than the other work on coastal areas carried out to date. Also we have included much smaller settlements than have previously been considered and have looked beyond 'seaside' or 'resort' towns.

The best way forward, then, is to embrace and make sense of this more detailed picture.
First, we consider the significance of the coast to its communities, and then propose a typology for coastal communities to assist future policy development and any subsequent intervention.

‘The coast – so what?’

Conclusions on the significance of the coast to its communities The Stakeholder workshops carried out as part of the study revealed a healthy scepticism around the current significance of a coastal location. This was a useful reminder of the need for sufficient sophistication in understanding that the coast is a distinctive and definitely positive asset, but also that there may be a danger of over-emphasising its role in the future of some coastal settlements, and so overlooking other assets.

One of the key questions arising from this work is around this balance, and how it might vary across the different types of coastal community within the North West.

There was however wide agreement amongst all stakeholders that the coast is an asset which is generally not being utilised to its full potential and that this potential may not be fully understood at present.

This raises the need for new thinking on the potential offered by the coast, to frame what might happen next. The implications of this will vary from place to place and so any such work may benefit from being done locally, albeit within the context of regional and sub-regional spatial policy. Such work also needs to take into account different opportunities / users, and how well these might fit together or conflict.

There is a risk of a focus on former glories dominating future thinking. This need not be the case and a good way forward is illustrated by Lancaster Council’s regeneration strategy. This seeks to build on Morecambe’s amazing position and outlook to help improve the diversity of residents and so achieve greater economic diversity rather than simply focus on the ‘resort’ as its economic model of choice[57].

There is also risk from dominant single agendas driving particular types of investment (e.g. nuclear in Cumbria, and previously gambling in Blackpool), due to the narrowness of the resulting strategy. This brings potential impacts on other dimensions of the coastal asset, principally the core environmental offer and the value that this adds to the asset base of a coastal settlement. This raises the key issue of how to reconcile the environmental / amenity assets of the coast with its economic assets. Quite clearly these can conflict, particularly where there is a strong industrial legacy. However, they do not have to conflict, as leading UK[58] and international examples[59] prove.

Poole Harbour in Dorset is one of the world’s largest natural harbours. It hosts a commercial port operation (passenger and freight), a fishing fleet, yacht marinas and moorings and military installations. It is also an internationally important area for nature conservation, most of the foreshore is designated a SPA (Special Protection Area) under the European Habitats Directive. Sites around the Harbour are designated as Areas of Outstanding Natural Beauty whilst the southern shores have Heritage Coast status.

The Port of Freemantle in Western Australia provides modern deep-water facilities for handling container trade, break-bulk vessels, livestock exports and motor vehicle imports. It also accommodates cruise ships and visiting naval vessels.

The Kwinana Outer Harbour is one of Australia's major bulk cargo ports, handling grain, petroleum, liquefied petroleum gas, alumina, mineral sands, fertilisers, sulphur and other bulk commodities. This activity is managed within an area of high environmental quality.

The Swan River, which connects the port with the city of Perth is a hugely fragile eco-system, yet is managed in a way that makes it available to users of all kinds and underpins the value of much of the real estate of the city of Perth and its suburbs.

[57] Lancaster District 2010 A Regeneration Strategy
[58] Poole Harbour – www.phc.co.uk
[59] Port of Freemantle, Western Australia - www.freemantleports.com.au

This, then, is another important consideration, place by place; maximising the future value of the assets of coastal communities in a way that maximises their contribution to sustainable economic growth for the region whilst retaining the value offered to the community.

On a 'softer' side, it seems clear from analysis of the socio-economic characteristics, from local tourism, economic and investment strategies[60], that the environmental and cultural heritage of the region's coast are key to its strong attraction for a range of households (commuters, retirees) and businesses. There are a number of messages here, concerning the importance of maintaining environmental and cultural assets whilst providing access; restoring them where they have decayed as a means to 'lift' communities and as a catalyst to regeneration; and celebrating the lifestyle niches offered by coastal communities (such as the relative isolation of a coastal location, which can be part of its attraction rather than an innate problem). Many coastal communities have recognised this opportunity. It gives a useful focus for action which can improve the well being of more than one group (e.g. locals, seaside holidaymakers, nature enthusiasts and sport participants).

Better understanding of this potential will lead to a better understanding of what might happen next. Change is inevitable. Much of the 'Seaside Towns' story identified in national research concerns stagnation, change for the worse, and a desire to make things better. The Merseyside conurbation is a long way down the path of change. Elsewhere working towns are seeking to reinvent themselves, and all communities need to face up to the challenges of low-carbon living. A sizeable part of the fortunes of the Cumbrian coast will be defined by decisions around the future of nuclear energy taken at a national level.

So what distinctive opportunities does the coast bring its communities?

Attractor

It is already clear from the evidence that coastal location is an attractor, and that there is something distinctively different about coastal towns and villages than their inland comparators. Where this difference can bring benefits it should be used. Gormley's 'Another Place' provides an interesting example, where visitor numbers have been strongly boosted, though it has yet to be adequately connected with the community inland from the beach.

Connections

Stating the obvious, the coast brings a linear relationship between its communities which it is often easy to overlook. Only in the last 150 years have first railways, and then roads, replaced the sea as a trading and transport route. Coastal trails, paths and parks offer a suggestion that reconnection of these links might serve some useful modern purposes. Another important perspective is that of functional relationships between settlements, of which this study has found many. Some towns operate in a network of peers. Other communities are obvious suburbs for larger neighbours. It is unlikely that households or businesses run their lives by neat community or settlement boundaries. Their territories will be wider, encompassing more than one settlement, particularly where they are adjacent. They will also continue inland. Likewise visitors will stray up and down the coast, and sometimes inland. These functional linkages offer important benefits (lifting up the weaker links in the chains), as well as challenges (fitness for low-carbon living).

The coast has, and will continue to have key points of attraction - its highlights. Accepting this, another linkage point arises - the need for people to be able to efficiently access these points, and for the infrastructure enabling this access to be protected. Time and again in the workshops it was pointed out what a critical asset the coastal rail lines are, though much undervalued at present. Light rail and trams supplement this. Protecting and enhancing this infrastructure is an obvious priority in the future.

[60] e.g. Wirral Waters, The North West's regional Economic Strategy, Mersey Waterfront etc.

Rural, urban or both?

One objective of the research was to consider the relationship between coastal and rural communities. Interestingly the view was expressed at one workshop that coastal communities / settlements might have fallen down a 'hole' between rural and urban policies and programmes. It is certainly not the case that these places have been excluded, but it may well be that they have not been fully appreciated. Coastal communities often seem to carry a mixture of 'urban' and 'rural' issues (e.g. deprivation with relative isolation). There is a wide range of communities on the North West’s coast. Some share characteristics with urban settlements inland whilst others are more reminiscent of inland rural towns and villages. There are however important differences, as have been identified in the analysis offered by this report.

It is obvious that places such as Liverpool (and much of the remainder of the Merseyside conurbation); Blackpool, Morecambe and Fleetwood are 'urban' as well as coastal. So what, if any, is the difference between the remaining coastal settlements and rural counterparts inland? What is the difference between market towns and coastal towns? Are there any important differences between smaller places in either rural or coastal locations?

Looking at the data for the comparator settlements the differences between 'rural' and 'coastal' are often not great. Distinctive 'coastal' characteristics can be seen, in terms of the age profile of some of the population, household composition and ‘minority’ characteristics, but are by no means overwhelming. Just as towns and villages away from the coast clearly sit in a wider 'rural' context so do those on the coast. Both are rural, as are upland and lowland rural communities, those in valleys or on plains, and so on.

This does not mean that there is nothing distinctive about rural towns on the coast. Often the reverse is the case. Within any spatial context there will be important differences between settlements borne out of geographical differences. Coastal towns and villages have particular environmental assets, sit within '180 degree' hinterlands, have strong linear connections and so on. Rural towns in other geographical situations will have different particularities. Policy should be sensitive to these important variations and should make coastal distinctions for coastal towns and villages.

Thus there is an overarching conclusion which is quite simple but rings true. For urban communities with a coastal location this dimension is readily understood and absorbed in their policy and programmes. Away from urban areas, coastal communities become essentially rural in their characteristics, roles and functions, but it is important that policy and programmes pick up on the distinctive characteristics and associated challenges resulting from their coastal locations.

Where do we go from here?

The role of this study is to provide an evidence base for the North West's coastal communities and to provide interpretation of and commentary on it. It is not expected to give policy and programme recommendations. The work needs to be disseminated and digested by the wide range of stakeholders working in coastal communities before this further process can commence. It is appropriate, though, that the report provides some broad suggestions around next steps. These are set out below, and are based around an emerging typology of the coastal communities of the North West.

The typology is a reflection of the variety of the region's coastal communities. The most successful way in which to foster future sustainability and regeneration is to recognise their essential variety, and respond to it.

Functional typology of coastal settlements

The evidence suggests that it is possible to break the 47 coastal communities included in the study into four types. These are:

- Large Urban Areas;
- Maritime Towns;
- Working Towns by the Sea; and
- Settlements of Choice.

Such a typology is useful because there is very clearly more than one type of coastal community in the region, and its sub-regions. They should not be lumped together, and seem to group quite well into the four types (although there will always be fine distinctions at the margins and users of the typology will need to apply their best judgement as to which groups settlements belong in). This typology can be used to help communicate and understand the core characteristics of the region's coastal communities, and critically the differences between them. It will allow policy and any subsequent programmes targeting these communities to be more focused and effective. The 'so what?' points discussed above apply in differing degrees to all types of coastal community, and the points concerning linkages join them together.

The four types of place identified by the research are as follows:

> **Larger Urban Areas:** these include regional and sub-regional centres and post-industrial towns. These places share negative socio-economic characteristics including depopulation, low household incomes, high levels of benefit claimants, higher levels of deprivation, lower levels of home ownership and higher levels of lone parents with dependent children. The influence of the coast is important for these places, but there are also (arguably larger) issues characteristic of post-industrial conurbations and their regeneration;
>
> **Maritime Towns:** this descriptor covers a wider range of places than the national focus on 'seaside towns' has so far allowed. These are settlements which come in a variety of size (including small settlements), but have at some point been defined by 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 occupation than average. They tend to have a younger profile to their population than 'Settlements of Choice' and lower household incomes. Some of the smaller places that operate in networks with other coastal settlements are also included in this group;

Working Towns by the Sea: these are places which cannot be described as either seaside resorts or retirement communities.
They tend not to have a strong functional / economic link to the coast, despite their coastal location, and lack the type of infrastructure which typifies coastal settlements, e.g. harbours, promenades and beaches. These communities are statistically similar to their sub-region; they do not share the extremes of the other coastal communities, either positive or negative. They are often similar to rural and market towns further inland, yet proximity to the sea still makes up an important element of their character. It may be that an estuarine rather than seaside location is a factor here; and

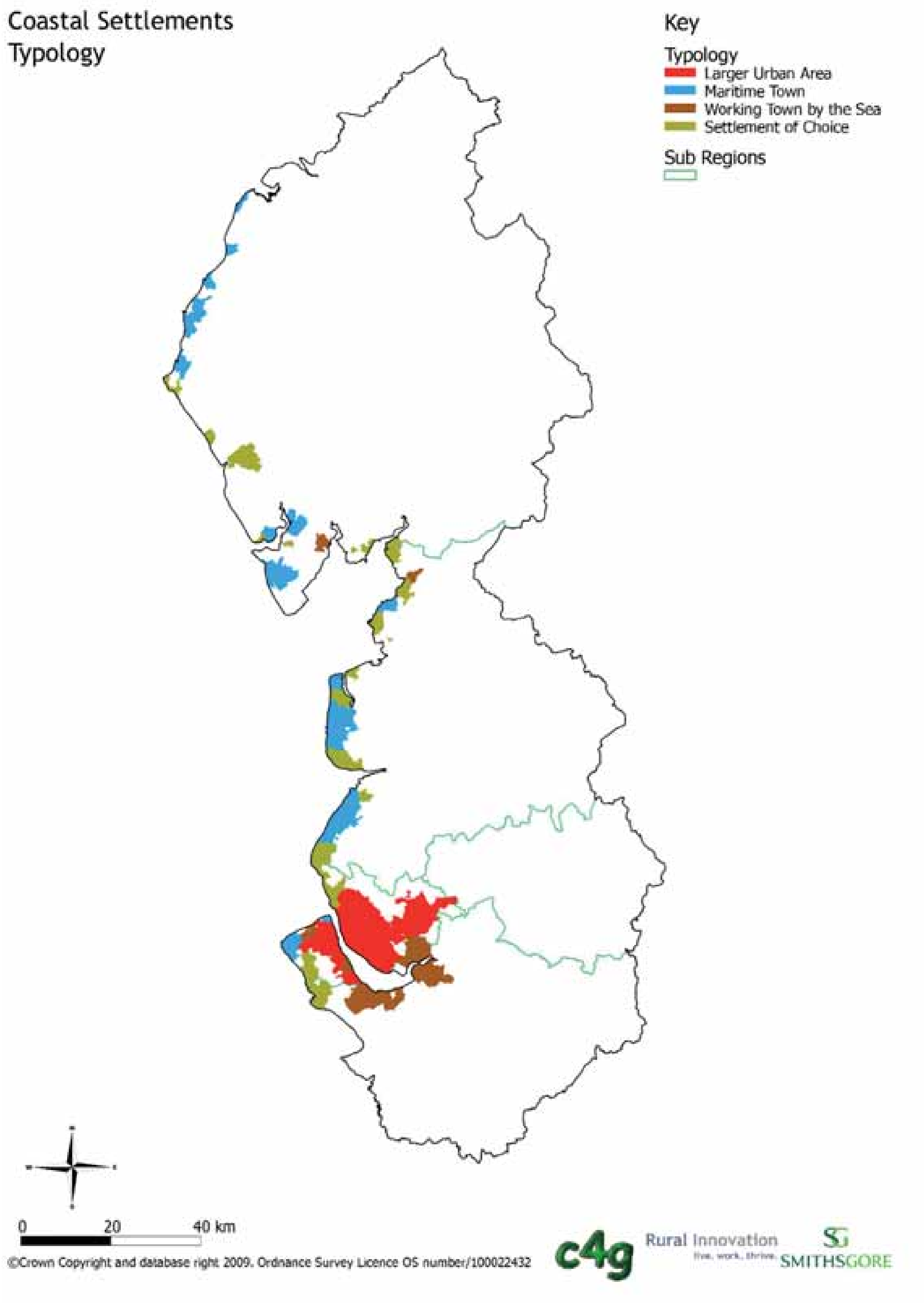
Settlements of Choice: these are popular communities made even more attractive by their coastal location. The people who live in these places do so partly because they value access to the coastal environment. In much of the North West these places tend to be relatively accessible, which increases their attraction to people of working age as well as those not reliant on earned income.
These communities tend to be performing well. They have substantially positive socio-economic and environmental characteristics. They are located in (or very close to) very high quality, often protected and designated landscapes. These communities have a strong link to the sea and have often developed around their role as a port or haven. They are becoming increasingly homogeneous however, and whilst many retain links with their original 'working' populations they attract inward migrants; people of similar cultures, attitudes and backgrounds. They exhibit high levels of home ownership, high incomes and low levels of deprivation. It is important to note that not all residents will match these characteristics. In general however their populations are old and ageing, and they are losing people in the 0-15 and 30-45 age bands. They tend to be the weakest employment centres, losing a high proportion of their resident workers as outward commuters every day. They also tend to raise important sustainability challenges, with high levels of car ownership and use for travel to work.

The allocation of the 47 settlements to the typology is set out below. It is hoped that this allocation will help stakeholders apply the typology to other settlements, based on their own understanding and by comparison with the study settlements.

Table 36: Allocation of Settlements Using Functional Typology

Large Urban Area	Maritime Towns	Working Towns by the Sea	Settlements of Choice
Cheshire			
		Ellesmere Port Runcorn Widnes	Neston
Cumbria			
	Barrow-in-Furness Walney Island Kirkby-in-Furness Maryport Whitehaven Workington Allonby Millom Silloth	Ulverston	Askham-in-Furness Flookburgh Haverigg Grange-over-Sands Ravenglass Seascale St Bees Arnside
Lancashire			
	Blackpool Morecambe Fleetwood	Carnforth	Banks Bolton-le-Sands Cleveleys Glasson Heysham Lytham & St. Annes Preesall Silverdale
Merseyside			
Liverpool Bootle Birkenhead	Southport West Kirby Hoylake New Brighton	Bromborough Moreton	Crosby Formby Hightown Heswall

Map 26: Coastal Settlements



Using the Typology - Policy Makers and Stakeholders

Overall, we feel that the sub-regions are the most useful and pragmatic unit by which to look at geographical groupings of the coastal communities.

There are important differences across the four sub-regions. Large Urban Areas are only found in Merseyside. Maritime Towns are found more widely, but not everywhere. The same is true for Working Towns by the Sea. Sometimes the difference between these two types is a fine one. Settlements of Choice are found throughout the region, partly reflecting that they tend to be the smaller places, and partly that the drivers for such places are also relatively universal.
This is a time of change, both because coastal issues are being placed back on the national political and policy map, and because the world is changing too.

The 'so what' discussion strongly emphasised the need for careful and detailed thinking on the potential that the coast offers the successful sustainable future of its communities. Such thinking, along with this evidence base, is necessary context for decisions about what happens next.The significance of linkages along the coast, and inland, needs to be added, as do the implications of fast-changing environmental, social and economic influences. Challenges associated with rising sea levels, storm surges, coastal erosion, increased risk from both coastal and riverine flooding and the overwhelming imperative of achieving an 80% cut in CO_2 emissions by 2050 need to be factored in. Across the typology, we make the following observations:

Large Urban Areas

Coastal communities characterised as Large Urban Areas are found only in Merseyside where they form the core of the Liverpool City region. The importance of these settlements to the sub-region will mean they are the focus of policy and investment planning. The maritime character of Liverpool, Bootle and Birkenhead is of course well established, as such there is probably little that this study will add to understanding of these settlements. It would be a mistake to consider these places in isolation however, as their economic focus on the sea is complemented by the high quality coastal environment to the north (the Sefton Coast) and west (the North Wirral Foreshore and the Dee Estuary).

The relationship that the city region has with its coast, and the economic and social linkages that it supports are an important factor in the future of the smaller coastal communities within its ‘area of influence’. These linkages also offer value to the urban core in terms of access to labour, movement of people and services and widening the cultural and recreational offer available to its residents.

Key Message One

The coastal element of large urban areas is important but will not be the only thing that defines their future. The principal issue is to ensure that the overall regeneration effort does not overlook the coastal element of these communities. It is a critical element of distinctiveness which needs to be remembered ranging from business opportunities offered by the coast to maximising the environmental and quality of life benefits.

Maritime Towns

These 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. Maritime Towns are spread throughout the region, so a region-wide approach to strategic policy is needed, backed up by a clear understanding of the future role and direction of these towns within each sub-region and a local plan for delivery.

There is substantial diversity amongst this classification of settlements. Blackpool, Morecambe and Southport are already recognised nationally as 'Seaside Towns'. Silloth and to a lesser extent West Kirby and Hoylake share some of these characteristics. Fleetwood, Barrow, Whitehaven and Workington are different, their economic relationship with the sea being production, rather than service focused. New Brighton, Maryport, Millom and Allonby have less defined identities, but are clearly maritime nonetheless.

Key Message Two

Policy relating to Maritime Towns in the North West will need to be alive to their differences. It must consider their coastal location as a core issue, and understand the challenges and opportunities that it provides.

The future the raison d'être for these communities and settlements is likely to be the coast: their sea views, beaches, dunes and foreshores, harbours and wider environmental and cultural features which have and continue to attract people and businesses to them. 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. Some of this will involve physical improvement and investment; some requires the support of wider regional and national policy.

Key Message Three

The region's Maritime Towns are most closely aligned with the emerging national initiatives for 'Seaside Towns' (such as Sea Change), but encompass a wider range of place which extends beyond a 'resort'. There is a pressing need for the region to make a strong case to national policy makers and interest groups that a focus on 'Seaside Towns' alone will not be sufficient for the North West.

Working Towns by the Sea

The coastal dimension of these towns is easy to forget yet is potentially a significant influence upon their future and the way that they operate.
It is our suspicion that the difference between Maritime Towns and the Working Towns by the Sea comes partly from the majority of them being located beside estuaries, rather than the open sea, and therefore lacking beaches and harbours. Put simply, the full range of environmental and economic benefits of a seaside location are not available. Access to the coast tends to be dominated by an industrial user. As a result these places have taken a different socio-economic path, more in common with their inland neighbours.
If this is the case then it would be a mistake to bracket them with the Maritime Towns, as the basis for their socio-economic functionality is different.

Key Message Four

The emphasis for Working Towns by the Sea should be to ensure that the benefits offered by their particular types of coastal location are not overlooked, but not to place their coastal location centrally in their futures.

There are relatively few **Working Towns by the Sea** across the region as a whole and in each sub-region (Cheshire aside). Policy for these towns is probably best developed locally, however we recommend that higher level spatial and economic policy does not over look them. Future policy relating to these towns should recognise and consider the coastal influence on these settlements, and its implications.

Settlements of Choice

This sort of settlement is unlikely to be high on the agenda of sub-regional or regional policy makers; they are neither large enough nor challenged enough to attract attention. They are important locally however, and often form a key part of the 'value proposition' of a district. The story for these settlements is more likely to be one of missed opportunity and avoiding complacency.
Their coastal location 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.

Key Message Five

Settlements of Choice tend not to have deep structural social economic problems requiring bold intervention. However they do face the prospect of becoming bystanders ever-more left behind by change and modernity which larger settlements are more equipped to embrace. Thus, they need gentle but positive management, supported by policy, to ensure they remain relatively balanced communities able to meet the obligations of sustainable living. It is important for policy makers to recognise and understand the coastal influence on these settlements, whether as a barrier to investment or a special factor affecting people's location and investment decisions.

In this way they are very like some of their inland and rural counterparts. Improving the balance of housing markets is one obvious target for policy; supporting local employment and services whilst discouraging the use of the private car are others. Neither are quick fixes - they are part of a long game. The coastal location of these towns adds an extra dimension however, the so called '180 degree' hinterland. In some instances (such as in North Lancashire and West Cumbria) the combination of their peripheral location and poor public transport limits their role as a service centre and restricts economic investment.

These places are found throughout the region. The decision here is whether a region-wide approach is needed / justified, or whether the policy position on these communities should be left to local or sub-regional level, helped by specific reference in any relevant regional policies.
The latter is probably more sensible and we recommend that a coastal spatial emphasis be woven into relevant regional and sub-regional policy which recognises this sort of community.

This approach should also consider wider networks of these communities, and their relationships with other types of coastal community in areas such as Morecambe Bay, the Dee and Mersey estuaries.

Coastal Priorities

The Maritime Towns make the most pressing case for publicly-funded support in the short term. The NWDA annex in the Communities and Local Government Select Committee's report 'Coastal Towns' shows that work is already under way. The Large Urban Areas are already receiving considerable attention[54].

It is important that the region recognises that a regeneration focus on 'Seaside Towns' alone is insufficient to cover our 'Maritime Towns', and makes this point at a national level.

There is a need to consider the implications of the coastal context for Working Towns by the Sea across a range of policies including planning, regeneration and housing, compared to issues experienced by similar settlements inland and to consider what the coastal nuance might mean for policy and action.

Settlements of Choice face issues common with many smaller, more rural settlements. These resonate with the growing focus on securing the future sustainability of this type settlement. They include social mix, imbalance in local housing markets, commuting, and adequacy of local services. Also, these are often places of high car ownership and use, features which will become increasingly problematic in a low-carbon future.

In addition to these individual pieces of the picture is the need to consider the whole. What to do about the inherent connections and linkage of coastal communities is rather a difficult issue, but the workshops underlined that it is important nonetheless. These connections are environmental, recreational, social and economic. In parts of the region they connect rural and urban areas. In many places settlements operate in functional networks.

The proposed four part typology for coastal communities is not geographically distinct. In many areas places of each type are intermingled and adjacent, functioning as part of a wider spatial system which encompasses the everyday lives of service users, shoppers, commuters, those seeking leisure opportunities, and of local businesses. Going forward, the benefits offered by these linkages, anchored in the distinctiveness of the coast, should not be overlooked.

Finally, we must also remember holidaymakers and visitors. This is a time apparently of considerable change in holiday and leisure choices, which may well persist. The coastal communities of the North West need to maximise the opportunities associated with this trend. The 6.8 million residents and large urban populations within one hour's travel time from the coast provide an excellent opportunity for the future of the North West's coastal settlements.

Rob Hindle and James Shorten
June 2009

[61] As is set out in Annex 2 of the Government's second response to the Community and Local Government Select Committees report on Coastal Towns.

APPENDICES

Appendix One - Quantitative Analysis Methodology

Forty Seven coastal settlements have been identified for inclusion within the study (five were later additions and so appear separately in most data tables). These range in scale from the City of Liverpool to small villages such as Flookburgh. A map of all the settlements is included in the main report.

The basic approach of this study is to look at coastal places rather than geographical proxies for the coast such as districts. These provide a limited insight into true coastal conditions as they also include considerable tracts of land and settlements which are very definitely not coastal. Also, the separation of different coastal communities / settlements allows the reader to see how similar or different from one another they are.

The study also uses a small number of inland comparator settlements. The comparators were chosen to be of broadly similar size and distribution across the rural-urban definitions as the coastal settlements.

The first task in this analysis was to set 'data geographies' for the investigation. The data used for this study came in Census Output Areas (COAs), and Lower Super Output Areas (LSOAs), which are aggregations of COAs, and Postcode Sectors. These are larger and were only used for the house price analysis.

First, all of the coastal settlements, and a group of comparator settlements, were defined in coas, the smallest units. This was done in one of three ways: All places which could be were defined using the standard ONS urban area definitions and subdivisions. This covers down to 1,500 population; A second, smaller, group of places were defined using the standard ONS settlements definitions for places below 1,500 population. These are known to be less accurate on the ground, and so were checked manually;
This left a few very small places which were manually allocated COAs; There were also places defined as coastal communities which were in fact parts of the standard urban areas, so we then split these out first using the same COAs that were used for the Key Service Centres study, and then manually for the others, based on the 1:250,000 road map; and Finally we ensured that the 'parent' urban areas had these subdivisions taken out of them, so that no COA was counted twice.

This left us with a completed COA geography for the following places, as set out in Table 37.

Coastal Settlements	Comparators	Coastal Settlements	Comparators
Cheshire		**Lancashire**	
Parkgate Ellesmere Port Runcorn Widnes Neston	Northwich Winsford	Fleetwood Banks Bolton-le-Sands Carnforth Knott End on Sea (Preesall) Blackpool Morecambe Heysham Lytham & St Annes Glasson Silverdale Cleveleys	Barrowford Haslingden Kirkham Ormskirk
Merseyside		**Cumbria**	
Heswall West Kirby Hoylake Moreton New Brighton Birkenhead Bromborough Liverpool Southport Formby Crosby Hightown Bootle		Arnside Allonby Silloth Maryport Whitehaven Workington St Bees Seascale Ravenglass Millom Kirkby-in-Furness Barrow-in-Furness Walney Island Ulverston Flookburgh / Cark Grange-over-Sands Haverigg Askham in Furness	Aspatria Cockermouth Coniston Kendal Kirby Lonsdale Lindale Longtown Orton
Greater Manchester	Bury		

Parkgate was excluded at this stage because statistically it is part of a larger urban area. New Brighton was also ‘embedded’ in a larger urban area, however the local authority felt strongly that it should be included and agreed a statistical boundary to allow it to be separated from the larger urban area in which it is embedded.

The next stage concerned the datasets only available for LSOAs. These are considerably bigger than COAs, and so for the smallest settlements they may also include neighbouring (often inland) places. Thus at this stage Allonby, Coniston, Glasson, Lindale, Orton, Ravenglass and Silverdale had to be excluded from analysis of LSOAs datasets. It was also checked that the LSOAs were the best fit with the extent of of COA geography. Both of these tasks were undertaken manually.

A similar exercise was then undertaken for Postcode Sectors. The settlements left out of the an analysis of house prices were Allonby, Arnside, Aspatria, Banks, Barrowford, Cleveleys, Consiton, Flookburgh, Glasson, Grange-over-Sands, Haverigg, Kirkby Lonsdale, Lindale, Longtown, Orton, Preesall, Ravenglass, Seascale, Silloth and Silverdale.

The two maps show the number and extent of the COAs and LSOAs used to represent Workington. As can be seen the COAs, being smaller, allow a ‘tighter’ fit than the LSOAs.

It is important to understand that this use of such carefully defined data geography may give apparently ‘different’ results to other approaches. In particular the common use of wards or parishes to define settlements, both of which are considerably larger than COAs and LSOAs, will give different (arguably less accurate) results.

It should be noted therefore that the geography of each settlement used for the quantitative assessment may not match existing spatial ‘definitions’ of the same settlements currently in use. This is definitely the case for the Key Service Centres as defined by the Cumbria Area Profiler. These are based on wards and so cover larger areas than the data geography used for this study.

A full list of the COAs and LSOAs and postcode sectors used for each settlement is provided in the project Data Workbook.

Map 27: Workington COAs

Map 28: Workington LSOAs

The final task was to provide comparison data for the districts containing the coastal and comparator settlements:

Allerdale	Ellesmere Port & Neston	Rossendale
Barrow-in-Furness	Fylde	Sefton
Blackpool	Halton	South Lakeland
Bury	Knowsley	St. Helens
Carlisle	Lancaster	Vale Royal
Copeland	Liverpool	West Lancashire
Eden	Pendle	Wirral
Wyre		

For the sub-regions:
Cheshire
Cumbria
Lancashire
Merseyside

And for the North West region as a whole.

The consultant team are grateful to the Regional Intelligence Unit for the supply of data used in this research

The Data Workbook

A separate data workbook (a series of spreadsheets) accompanies this report.
For each of the datasets analysed the above structure of data is given, namely:

- Coastal and comparator settlements;
- North West England coastal settlements as a whole;
- North West England as a whole;
- Four sub-regions;
- Coastal settlements as a whole for each sub-region; and
- Districts containing coastal settlements.

An electronic copy of the data workbook can be obtained from the secretariat for the North West Coastal Forum.

Break down of Services Types / Points included in Service Data Sets

Service Accessibility 2008(CRC)

Post Offices, Job Centres, Petrol Stations, Primary Schools, Secondary Schools, Supermarkets, Banks / Building Societies, Dentists, Gps, Pubs

Service Accessibility 2007 (DfT)

Employments, Supermarkets, Primary Schools, Secondary Schools, Further Education Establishments, GPs, Hospitals

Local Authority Summaries

A summary sheet is provided for each Local Authority. This is available in electronic format from the secretariat for the North West Coastal Forum.

Map Book

A selection of the datasets has also been mapped for the region as a whole, and for selected parts of it.

An electronic copy of the map book can be obtained from the secretariat for the North West Coastal Forum.

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