Blackpool, Fylde and Wyre Labour Market Intelligence Factsheets

Part of the 2018 Lancashire Labour Market Intelligence Toolkit

These factsheets provide information about the labour market in Blackpool, Fylde and Wyre. The factsheets are part of the 2018 Lancashire Labour Market Intelligence (LMI) Toolkit. More information can be found [here](#).
The **Labour Market** includes the supply of labour by households and the demand for labour from employers.

The **Supply of Labour** is made up of the people who live and/or work in the area, the skills they have and the number of hours they want to work.

The **Demand for Labour** comes from employers (businesses and public sector organisations) – what they need in terms of skills and the number of hours they need people to work.

When there is a *mismatch* between supply and demand:

Some people might be *unemployed*, or unable to find the type of job they want to do.

Some *employers might not be able to find the workers they need*, or might have to make do with workers who don’t have quite the right skills for the job.

A **Travel to Work Area** is where most of the people who live in the area also work there. Not everyone who lives in Blackpool, Fylde and Wyre works there – some people commute to jobs in the surrounding area.
**The Labour Market in Blackpool, Fylde and Wyre**

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>327,400</td>
<td>People live in the area</td>
</tr>
<tr>
<td>193,300</td>
<td>Are of ‘working age’ (aged 16-64 years)</td>
</tr>
<tr>
<td>136,900</td>
<td>Are in work</td>
</tr>
<tr>
<td>Four-fifths</td>
<td>Work within Blackpool, Fylde and Wyre</td>
</tr>
<tr>
<td>One-fifth</td>
<td>Work outside the area (mainly in Preston)</td>
</tr>
<tr>
<td>50,900</td>
<td>People of working age aren’t in work</td>
</tr>
</tbody>
</table>

*There are lots of reasons why working age people aren’t in work:*

<table>
<thead>
<tr>
<th>Count</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,900</td>
<td>Have retired early or have ‘other’ reasons for not working</td>
</tr>
<tr>
<td>10,500</td>
<td>Have a long-term illness which means they can’t work</td>
</tr>
<tr>
<td>10,400</td>
<td>Are looking after the family or home</td>
</tr>
<tr>
<td>9,800</td>
<td>Are students</td>
</tr>
<tr>
<td>8,300</td>
<td>Are unemployed</td>
</tr>
</tbody>
</table>

People who live in Blackpool, Fylde and Wyre work in the following occupations:

- **Professional occupations**, including teachers, lawyers, doctors, nurses and other medical occupations, engineers, scientists, social workers, architects and surveyors.

- **Administrative and secretarial occupations**, including admin officers, finance officers, office managers, secretaries, Personal Assistants (PAs) and receptionists.

- **Associate professional and technical occupations**, including engineering, building and lab technicians, IT technicians, paramedics, police, prison and fire service officers, graphic designers, accounting technicians, health and safety officers.

- **Caring, leisure and other service occupations**, including teaching assistants, nursery workers, care workers, hairdressers, beauticians, caretakers and housekeepers.

- **Sales and customer service occupations**, including sales assistants and shop workers, telesales and call centre workers and customer service managers.

- **Skilled trades occupations**, including welders, mechanics, machinists, electricians, plumbers, plasterers, chefs, cooks.

- **Elementary occupations**, including construction labourers, postal workers, cleaners, security staff, catering assistants and waiting / bar staff.

- **Managers, directors and senior officials**, including all types of managers (finance, HR, sales, production etc) in all types of organisations.

- **Process, plant and machine operatives**, including factory workers, sewing machinists, tyre fitters, scaffolders, road and rail construction workers, lorry, bus and taxi drivers, train drivers and forklift truck drivers.

Across the labour market as a whole, the number of jobs requiring higher level skills and qualifications has been increasing.
Different jobs require different levels of **skills, qualifications and experience**, and pay different levels of wages. Where you live also affects how much you earn – people who live in more expensive areas (like London) need higher wages because the costs of living (like rent and travel costs) are higher.

**Average (median) full-time earnings** range from £22,900 a year for people who live in Blackpool, to £30,500 for people living in Fylde.

The table below shows average salaries for some jobs. This is based on national data – wages in Blackpool, Fylde and Wyre are likely to be lower, because the cost of living here is lower.

<table>
<thead>
<tr>
<th>Job Category</th>
<th>Profession</th>
<th>Starting Salary</th>
<th>When Experienced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionals</td>
<td>Solicitor:</td>
<td>£25,000</td>
<td>£40,000+</td>
</tr>
<tr>
<td></td>
<td>Architect:</td>
<td>£27,500</td>
<td>£35,000+</td>
</tr>
<tr>
<td></td>
<td>Doctor:</td>
<td>£26,000</td>
<td>£37,500+</td>
</tr>
<tr>
<td>Skilled Trades</td>
<td>Motor Mechanic:</td>
<td>£18,000</td>
<td>£21-27,000</td>
</tr>
<tr>
<td></td>
<td>Electrician:</td>
<td>£18,000</td>
<td>£25-35,000</td>
</tr>
<tr>
<td></td>
<td>Chef:</td>
<td>£16,000</td>
<td>£20-30,000</td>
</tr>
<tr>
<td>Associate professionals and technicians</td>
<td>IT Support Technician:</td>
<td>£16,000</td>
<td>£22-24,000</td>
</tr>
<tr>
<td></td>
<td>Graphic Designer:</td>
<td>£16,000</td>
<td>£20-30,000</td>
</tr>
<tr>
<td></td>
<td>Paramedic:</td>
<td>£22,000</td>
<td>£28,500</td>
</tr>
<tr>
<td>Administrative and secretarial occupations</td>
<td>Admin Assistant:</td>
<td>£14,000</td>
<td>£19-23,000</td>
</tr>
<tr>
<td></td>
<td>Office Manager:</td>
<td>£18,000</td>
<td>£25-30,000</td>
</tr>
<tr>
<td>Caring, leisure and other service occupations</td>
<td>Hairdresser:</td>
<td>£14,000</td>
<td>£14-24,000</td>
</tr>
<tr>
<td></td>
<td>Nursery Worker:</td>
<td>£14,000</td>
<td>£17-22,000</td>
</tr>
<tr>
<td>Managers, directors and senior officials</td>
<td>HR Manager:</td>
<td>£35,000</td>
<td>Up to £75,000</td>
</tr>
<tr>
<td></td>
<td>Sales Manager:</td>
<td>£22,000</td>
<td>£30-60,000</td>
</tr>
<tr>
<td>Sales and customer service occupations</td>
<td>Sales Assistant:</td>
<td>£11,000</td>
<td>£16-20,000</td>
</tr>
<tr>
<td></td>
<td>Call Centre Operator:</td>
<td>£13,500</td>
<td>£16-19,000</td>
</tr>
<tr>
<td>Elementary occupations</td>
<td>Postal Worker:</td>
<td>£13,500</td>
<td>£19,000</td>
</tr>
<tr>
<td></td>
<td>Security Worker:</td>
<td>£13,000</td>
<td>£22,000</td>
</tr>
<tr>
<td></td>
<td>Catering Assistant:</td>
<td>£11,500</td>
<td>Up to £16,500</td>
</tr>
<tr>
<td>Process, plant and machine operatives</td>
<td>Sewing Machinist:</td>
<td>£14,000</td>
<td>£15-17,500</td>
</tr>
<tr>
<td></td>
<td>Scaffolder:</td>
<td>£14,000</td>
<td>£17,000</td>
</tr>
</tbody>
</table>

Sources: National Careers Service website, 2018, Annual Survey of Hours and Earnings, 2017
Jobs are available with a range of employers:

- **Private businesses**
- **The public sector**
- **Charities and voluntary organisations**

There are **11,300 businesses** in Blackpool, Fylde and Wyre:

- 89% are micro businesses, employing fewer than 10 people.
- 9% are small businesses, employing between 10 and 49 people.
- 2% are medium-sized businesses, employing between 50 and 249 people.
- Fewer than 1% of employers in Blackpool, Fylde and Wyre are large and employ more than 250 people – around 35 employers.

Source: UK Business Counts, 2017
This map shows where employment is concentrated across Blackpool, Fylde and Wyre. Darker areas have higher numbers of jobs. Employment is generated by 11,300 micro, small, medium and large employers based in the area.

The boxes highlight the location some of the area’s key employment locations and employers.

**Blackpool South Shore**
- Blackpool Pleasure Beach (Arts, entertainment and recreation)
- Naphens Solicitors (Professional, scientific and technical services)

**Lytham**
- Farmgen (Energy supply)
- AXA (Finance and insurance)

**North Preston**
- AFN Transport (Transport and storage)
- Victrex Plc. (Manufacturing)

**Lea**
- Springfield Fuels Ltd. (Manufacturing)

**Wesham**
- Fox’s Biscuits (Manufacturing)

**Warton Aerodrome**
- BAE Systems (Manufacturing)

Employers are classed as being in different ‘sectors’, according to what they make or do.

Some jobs are found in all sectors (e.g. Managers, Finance Officers, IT workers and people with digital skills); others are concentrated in particular sectors (e.g. Bricklayers work in the construction sector, Doctors work in the health sector).

The largest sectors in Blackpool, Fylde and Wyre, and the jobs available within them, are shown below:

- **Advanced manufacturing** employs 17,900 people in a range of jobs. 30% of workers are in professional or technical roles. One quarter are in skilled trades (e.g. welding, machining etc) and 20% are in less skilled processing and packing roles.

- **Health and social work** is the largest sector, with 24,000 workers. There are lots of professional and associate professional roles in this sector, including doctors, nurses and other medical professionals, as well as social workers, care workers and administrators.

- **Transport and storage** employs 4,000 people and includes road and rail transport, warehouses and the postal service. 3,000 work in the creative and digital industries, including IT and computing, newspapers, music and arts, design etc.

- **Construction** sector, over half in skilled trades jobs such as bricklayers, plumbers, carpenters etc.

- **Energy and environmental technology** sector, including gas and electricity production and waste and water supply. One-third work in professional, technical or managerial jobs.

- **Education** sector in schools and colleges. Jobs include teachers, teaching assistants, support workers (lunchtime supervisors, learning support) and managers.

- **Creative and digital industries** sector, including IT and computing, newspapers, music and arts, design etc.

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- **Visitor economy** sector includes hotels, restaurants, bars and take-aways and tourist attractions. It is the second largest employing sector with 21,000 workers. Jobs include chefs, kitchen and catering assistants, waiters and waitresses, bar staff and cleaners. Some people work as managers.

- **Financial and professional services** sector employs 18,500 people, in a range of business-related activities including advertising, law, accountancy, architecture and engineering services, cleaning, building management, security, employment agencies etc.

- **All other sectors** account for 6,385 jobs.

- **Wholesale and retail sector** (shops and their suppliers). As well as sales and customer service jobs, people work as managers, in finance roles, and as cleaners and security staff.

The economy and labour market are always changing, with jobs being lost and new ones created.

Some job opportunities arise because businesses or sectors are growing. Others come about because of ‘churn’ within the labour market – when current workers change jobs or retire. This is called ‘replacement demand’.

Every year, there are thousands of job opportunities in Blackpool, Fylde and Wyre.

These charts show how many job opportunities are expected to be created each year. The visitor economy and the wholesale and retail sector both have a lot of ‘churn’ (people moving jobs), so will have the highest number of opportunities.

Demand is increasing for workers with higher level qualifications (level 3 and 4) and apprenticeships. Demand for workers with no and lower level qualifications is expected to continue to fall.

Source: Oxford Economics, 2018
More employers are choosing apprenticeships as a way to get the people and skills they need. An apprenticeship gives people hands-on experience, a salary and the opportunity to train while they work, in a range of different industries.

3,950 people started an apprenticeship in Blackpool, Fylde and Wyre in 2016/17. Nearly half of these were advanced or higher level apprenticeships.

Apprenticeship starts are broadly in line with the main employment sectors:

- Health, public services and care can prepare you for the health and social work sector.
- Business, administration and law for a career in the financial and professional services.
- Retail and commercial enterprise for the retail, wholesale and other services sectors.

Source: Department for Education, 2018/17
At the age of 18, some young people continue in education at a higher education institution (e.g. university) or further education institution (e.g. college), whilst others enter employment or become an apprentice.

49% of Lancashire residents who enter higher education study in Lancashire, either at University or at one of the twelve Further Education Colleges which provide higher education. Higher education students in Lancashire study a range of subjects:

- Business & Admin studies: 8%
- Biological Sciences: 13%
- Social studies: 11%
- Creative Arts & Design: 9%
- Initial Teacher Training: 8%
- Languages: 10%
- Law: 5%
- Physical Sciences: 1%
- Education: 2%
- Mass Comms & Documentation: 3%
- Computer Science: 3%
- History & Philosophy: 1%
- Engineering & Technology: 1%
- Mathematical Sciences: 2%
- Geographical Studies: 2%
- Medicine & Dentistry: 2%
- Architecture: 2%

Source: Department for Education 2016/2017, HEFCE 2014/2015
For more detailed information on the labour market in Lancashire:
Lancashire Skills and Employment Hub
https://www.lancashireskillshub.co.uk/

For more detailed information on jobs and careers:
National Careers Service
https://nationalcareersservice.direct.gov.uk/

For information on education, training and routes into work:

Colleges:
http://www.tlc.ac.uk/

Universities:
https://www.ucas.com/

Apprenticeships and Traineeships:
http://www.getingofar.gov.uk/

Training Providers:
http://www.lancsforum.co.uk/