



Lancashire
Enterprise Partnership

The Blackpool, Fylde and Wyre Labour Market Intelligence Report

*Part of the 2018 Lancashire Labour
Market Intelligence Toolkit*



European Union
European Social Fund
Investing in jobs and skills



The Lancashire Labour Market Toolkit and Report Overview

This report is the **Travel to Work Area report for Blackpool, Fylde and Wyre**, part of the **2018 Lancashire Labour Market Intelligence (LMI) Toolkit**.

Labour Market Intelligence is the term used to describe the wide range of information that helps inform decisions about work and training, covering topics such as jobs, salaries and employers, as well as education and skills.

The toolkit contains three parts:

- **LMI reports** covering **six Travel to Work Areas in Lancashire¹**, alongside a stand-alone report covering **Lancashire as a whole**;
- **Fact sheets** on each area; and
- **A data matrix** that contains all of the underpinning data which has been analysed to inform the reports and the fact sheets. This includes time series data (typically for up to 10 years) and data for Local Authorities, the six Travel to Work Areas, Lancashire as a whole, the North West and the national average¹. The Matrix includes Local Authority and Travel to Work Area summary sheets which allow users to access summary charts and tables for their selected area.

The report covers the four themes set out in the table below. Each theme includes a series of summary sheets, which set out key facts and figures, followed by more detailed analysis and commentary. Conclusions and key messages are also provided.

REPORT COVERAGE	
Residents in Blackpool, Fylde and Wyre	This section provides data on the residents who live in Blackpool, Fylde and Wyre – their employment, occupations, skills and earnings. It also provides information on unemployment and inactivity. It covers the overall resident base including those who work within and outside the Travel to Work Area. <i>The underpinning data is available in the Resident Matrix which can be accessed on the Lancashire Skills Hub website</i>
The Economy in Blackpool, Fylde and Wyre	This section provides data on the jobs available at employers located in Blackpool, Fylde and Wyre. This includes jobs that are filled by residents from within and outside the Travel to Work Area. <i>The underpinning data is available in the Economy and Business Matrix which can be accessed on the Lancashire Skills Hub website</i>
Economic Forecasts for Blackpool, Fylde and Wyre to 2028	This section provides forecasts of the jobs expected to be available at businesses located in Blackpool, Fylde and Wyre in the 2018-2028 period. This includes jobs that could be filled by residents from within and outside the Travel to Work Area. <i>The underpinning data is available in the Economic Forecasts Matrix which can be accessed on the Lancashire Skills Hub website</i>
The Skills and Education System in Blackpool, Fylde and Wyre	This section provides data on participation and attainment levels throughout the education system in Blackpool, Fylde and Wyre – from Key Stage 1 through to Higher Education. <i>The underpinning data is available in the Skills and Education System Matrix which can be accessed on the Lancashire Skills Hub website</i>
Key Messages	Key Messages

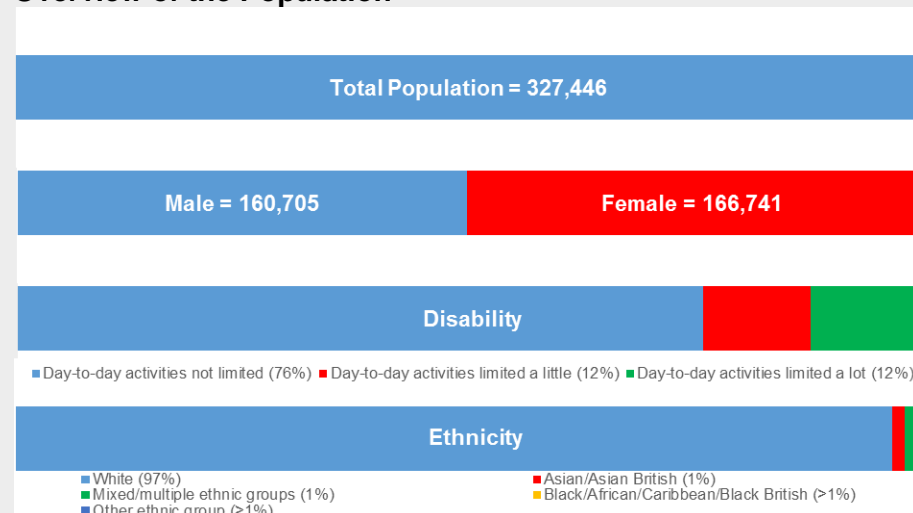
¹ Travel to Work Areas represent labour markets in which the residents of each local area are most likely to work. Not all residents work in the Travel to Work Area in which they live. England excluding London is used as the national comparator, to remove the distorting effects of the London economy (which differs markedly from the rest of England) from the comparison.

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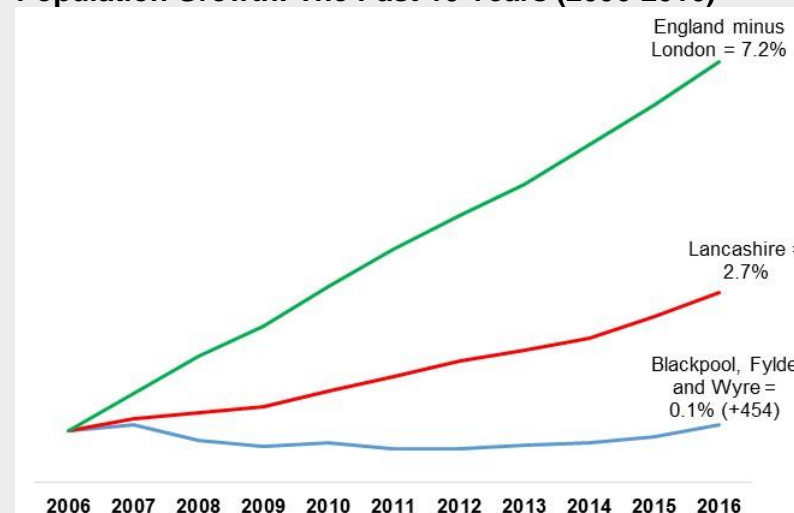
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The Population in Blackpool, Fylde and Wyre– Who Lives in the Area?

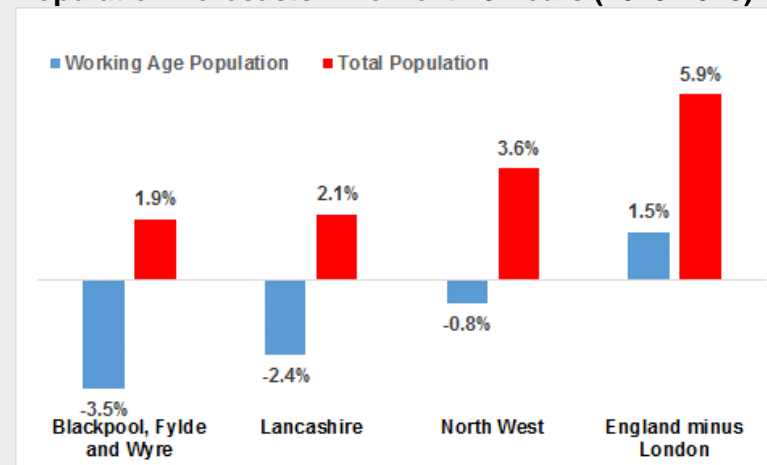
Overview of the Population



Population Growth: The Past 10 Years (2006-2016)



Population Forecasts: The Next 10 Years (2018-2028)



Population by Age Band

	Blackpool, Fylde and Wyre		Lancashire	North West	England minus London
0-14	51,600	16%	18%	18%	18%
15-19	17,800	5%	6%	6%	6%
20-24	16,600	5%	6%	7%	6%
25-34	34,800	11%	12%	13%	13%
35-44	34,800	11%	12%	12%	12%
45-54	49,000	15%	14%	14%	14%
55-64	43,800	13%	12%	12%	12%
65+	79,000	24%	20%	18%	19%

193,300 residents (59.0%) are of working age (aged 16-64). This is lower than the share of the population that are working age in Lancashire (61.6%) and nationally (62%).

While the population is expected to grow by over 6,300 residents between 2018 and 2028, the working population is expected to get smaller. By 2028, there will be almost 6,800 fewer residents of working age living in the area.

The Population in Blackpool, Fylde and Wyre – Who Lives in the Area?

Total Population

The Travel to Work Area is home to a population of 327,446 people, just under one quarter of the Lancashire total (22.0%). The population is the third largest of the six Travel to Work Areas in Lancashire, after Preston, Chorley and South Ribble (366,270) and Blackburn with Darwen, Hyndburn, Ribble Valley, Rossendale (356,298).

Blackpool is the largest of the three local areas, with just over 139,000 residents (43% of the Travel to Work Area total). Wyre and Fylde have 110,000 and 78,000 residents respectively.

The population has remained stable over the past ten years (2006-2016) with marginal growth over this period of 0.1%, an additional 454 residents. This rate of growth is well below the population growth seen in Lancashire as a whole (+2.7%), and significantly lower than the rate of growth seen nationally over the same period (+7.2%).

Gender and Ethnic Make-Up of the Population

The population is split almost evenly between males and females, with a slightly higher proportion of females in Wyre (51.2%) than in the other two local areas.

Just over 97% of the population across the Travel to Work Area is of white ethnicity, with Asian / Asian British people and mixed/multiple ethnic groups accounting for a further 1% each. This is broadly similar across the three local areas, with a slightly higher share of the population being of white ethnicity in Wyre (98.2%), the highest of all local areas in Lancashire. There is also a slightly greater proportion of Asian / Asian British people in Blackpool (1.6%) than in Fylde (1.1%) and Wyre (0.8%).

Population Demographics

The age profile of Blackpool, Fylde and Wyre is slightly older than across Lancashire, the North West and nationally. The 0-24 years age group

accounts for 26% of the total population, compared to 30% in Lancashire, the North West and nationally. Twenty-four percent are aged over 65, compared to 20% in Lancashire, 18% in the North West and 19% nationally.

Working Age Population

There are 193,300 people of working age population (16-64 year olds) in Blackpool, Fylde and Wyre, 59.0% of the total population. This accounts for just a fifth (21.1%) of the Lancashire total. At 61.4%, Blackpool has the highest proportion of residents of working age and aligns with Lancashire as a whole (61.6%), while the share of working age residents in both Wyre and Fylde is lower (57.3% and 57.4% respectively).

The working age population has fallen over the past ten years, despite little fluctuation in the population as a whole – by 7,400 people, or 3.7%. This is a particularly stark rate of decline given that the working age population grew in Lancashire (+1.0%) and nationally (+3.6%) over the same period. The decline in the Travel to Work Area was driven by the 5.5% decline in the working age population in Blackpool.

Population Projections

The population of Blackpool, Fylde and Wyre is expected to continue to grow over the next ten years, with the Office for National Statistics forecasting an additional 6,342 residents (+1.9%) between 2018 and 2028. This is a slightly slower rate of growth than is expected for Lancashire as a whole (+2.1%). Fylde is expected to have by far the fastest rate of growth (+4.4%).

In contrast, the working age population within the area is expected to fall, by 6,754 people, or -3.5%, similar to the rate of decline seen over the past ten years. This decline is expected across all three local areas, and particularly so in Blackpool with a forecast fall of 3,724 working age people (-4.4%).

Local Residents in Employment – Who is working in Blackpool, Fylde and Wyre?



Employment

Residents who have a job or are self-employed (either within or outside the Travel to Work Area)

Unemployment

Residents without a job, who have been actively seeking work (within the last four weeks)

Inactivity

Residents who are not in work and have not sought work in the last four weeks (e.g. looking after family/home, studying, long-term sick and retired)

What is happening in the Blackpool, Fylde and Wyre Travel to Work Area?

136,900 people, 72.9% of the resident working-age population (16-64) are in employment, a 1.7 percentage point increase from 2010

8,300 people, 5.7% of economically active residents are unemployed

42,600 people, 22.7% of the working-age population are economically inactive

How does this compare to what is happening in Lancashire and nationally?

Lower than Lancashire (**74.4%**) and National rates (**74.8%**)

Higher than Lancashire (**4.2%**) and National rates (**4.5%**)

Higher than Lancashire (**22.2%**) and National rates (**21.7%**)

What is happening at the local level?

Fylde has the highest employment rate of the three local areas at **79.8%**

Blackpool (**71.0%**) and Wyre (**70.8%**) are both below the Travel to Work Area average

The rate is higher in Wyre (**7.2%**) than in Blackpool (**5.9%**) or Fylde (**3.2%**)

Fylde has the lowest rate of the three local areas at **17.6%** (Wyre **23.6%**, Blackpool **24.6%**)

This means that across Blackpool, Fylde and Wyre:

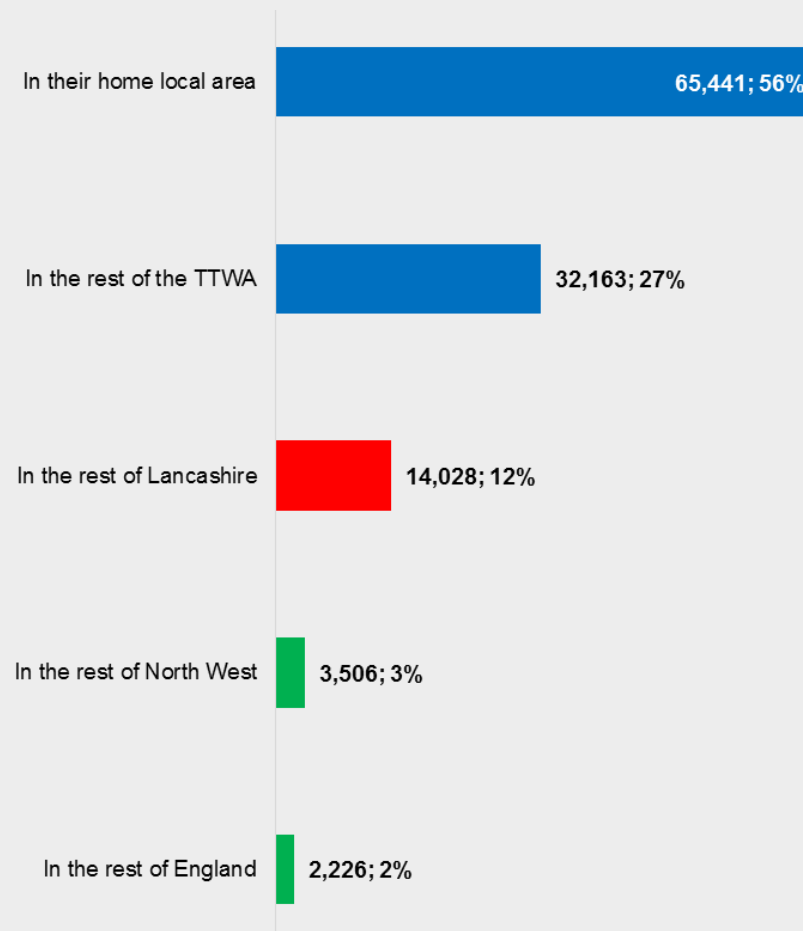
- 8,300 residents are unemployed and looking for work
- 42,600 residents are economically inactive - 14,000 of these residents (25%) would like to work

The main reasons for being economically inactive are: being long-term sick (25%), looking after family/home (25%), studying (23%), and being retired (18%).

Local Residents in Employment – Who is working in Blackpool, Fylde and Wyre?

Residents who work...	Blackpool, Fylde and Wyre		Lancashire	England minus London
	No.	%		
In self-employment	21,900	16.0%	12.9%	13.8%
Full-time	95,400	69.7%	74.0%	74.0%
Part-time	40,900	29.9%	25.9%	25.8%
Under 10 hours weekly	5,000	3.6%	4.4%	3.7%
10-34 hours weekly	47,700	34.5%	28.9%	28.2%
35-44 hours weekly	57,200	41.4%	44.7%	44.5%
45 hours or more weekly	28,300	20.5%	22.0%	23.6%
In non-permanent employment	8,500	5.7%	5.7%	4.9%

Where do residents work?



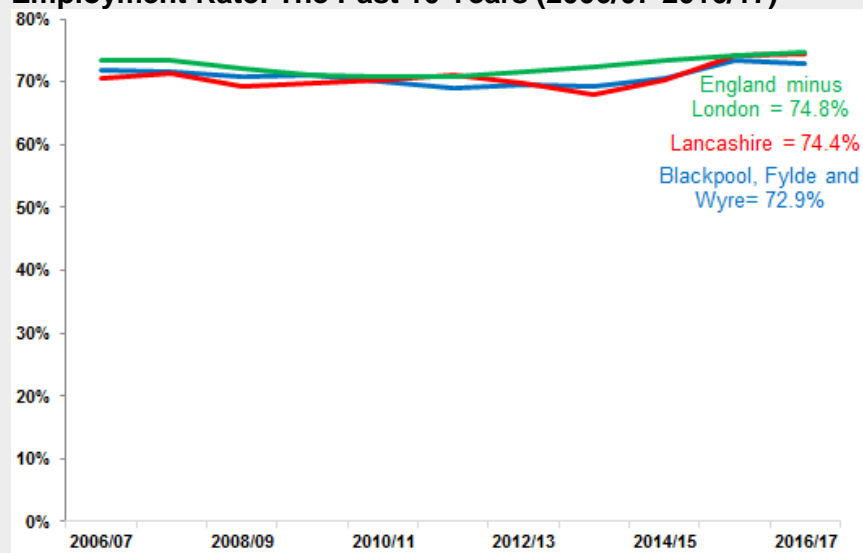
Median resident-based earnings range from £22,900 in Blackpool to £30,500 in Fylde*, compared to £25,800 in Lancashire and £29,100 nationally.

Median workplace-based earnings are higher than resident earnings in Blackpool (£23,800) and Fylde (£34,100).





Local Residents in Employment – Who is working in Blackpool, Fylde and Wyre?

Employment Rate: The Past 10 Years (2006/07-2016/17)



Employment Rate by Gender (2016/17)

	Blackpool, Fylde and Wyre	Lancashire	England minus London
	70%	70%	70%
	76%	79%	80%

The employment rate grew by 1.0 percentage point over the last 10 years, a lower growth than across Lancashire (3.7 percentage points) and nationally (1.3 percentage points). Employment rates for females in Blackpool, Fylde and Wyre are in line with Lancashire-wide and national averages, while the rate for males is lower.

Employment Rate by Age Band

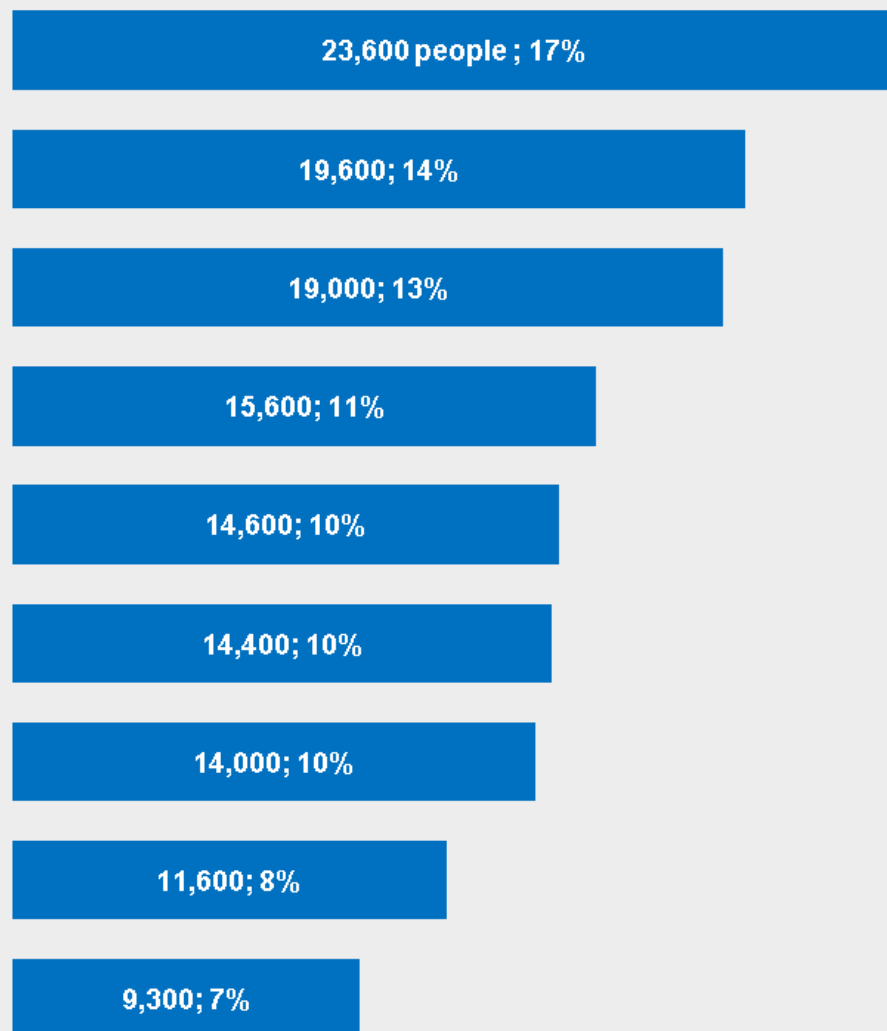
	Blackpool, Fylde and Wyre	Lancashire	North West	England minus London
16-19	4,600 28%	40%	34%	37%
20-24	8,500 67%	71%	68%	68%
25-34	29,500 83%	82%	80%	83%
35-49	44,900 86%	86%	83%	85%
50-64	49,400 70%	68%	67%	71%
65+	5,100 7%	10%	9%	10%
16-64	136,900 73%	74%	72%	75%

Employment Rate by Ethnicity

	Blackpool, Fylde and Wyre	Lancashire	England minus London
White	133,300 73%	77%	77%
Ethnic minority	3,500 70%	52%	64%
Mixed ethnic group	2,300 75%	77%	66%
Indians	n/a n/a	58%	73%
Pakistanis/Bangladeshis	n/a n/a	39%	55%
Black or black British	700 62%	57%	68%
All other ethnic groups	n/a 62%	59%	62%
16-64	136,900 73%	74%	75%

The employment rate is highest amongst the 25-34 and 35-49 age groups, similar to across Lancashire and nationally. The rate for 16-19 year olds (28%) is significantly lower than in Lancashire and nationally. The rate is also highest amongst mixed ethnic, white and ethnic minority groups, and much higher for the ethnic minority group than across Lancashire and nationally.

Occupations of Local Residents – What jobs do people in Blackpool, Fylde and Wyre do?



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

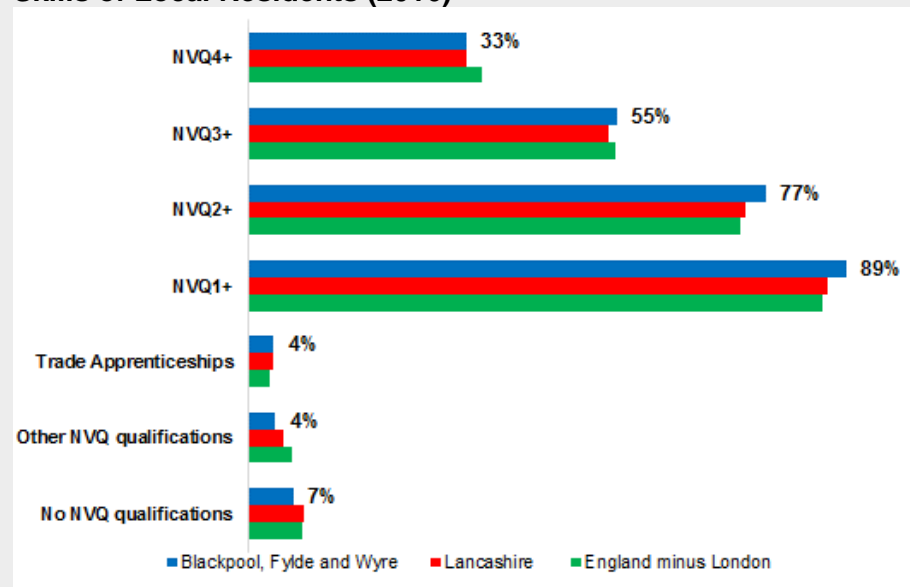
Managers, directors and senior officials, including all types of managers (finance, HR, sales, production etc) in all types of organisations

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

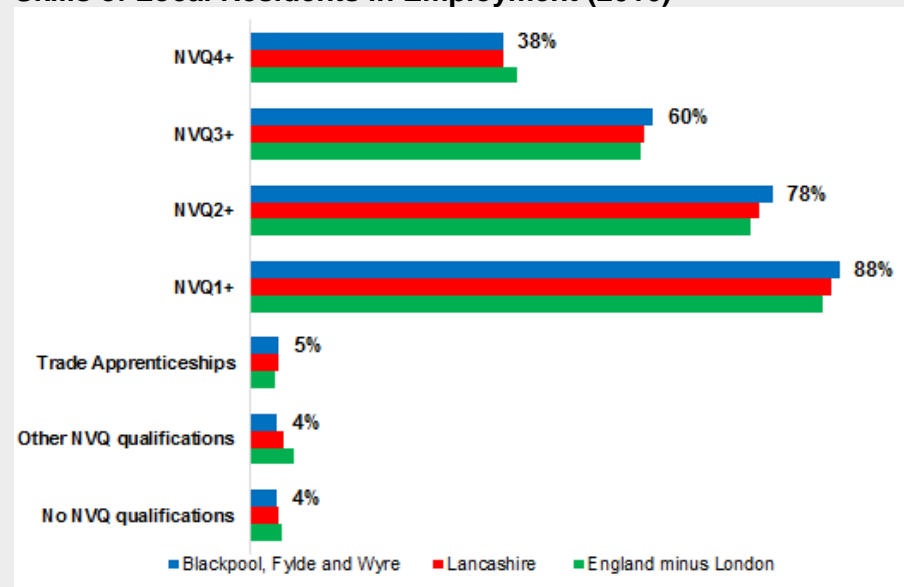
Blackpool, Fylde and Wyre has a similar share of residents in professional occupations than in Lancashire as a whole (17%), but slightly below the national share (19%). A higher share work in administrative and secretarial occupations than Lancashire and nationally (both 11%), while a lower share work as managers and directors.

The Skills of Local Residents – How well-qualified are people in Blackpool, Fylde and Wyre?

Skills of Local Residents (2016)



Skills of Local Residents in Employment (2016)



How do the skills of local residents differ by gender?

- In general, females are more highly qualified, as is the case across Lancashire and nationally
- 34% of females hold qualifications at NVQ4 or above, greater than 31% for males
- Similarly, 87% of females hold qualifications at NVQ1 or above; 84% for males
- However, the same proportion of males and females have no qualifications (7%)

...and by age?

- Blackpool, Fylde and Wyre residents aged 20-24 are more qualified (at NVQ4 or above) than across Lancashire as a whole, but all other age groups are less qualified
- Those aged 20-24 are most highly qualified, which is different to the picture across Lancashire and nationally, where the 40-49 and 30-39 age groups are most qualified
- The 20-24 group also has the highest rate of qualifications at NVQ2+ (86%), while 16% of those aged 16-19 do not hold any formal qualifications.

Those in employment are more qualified, on average, than the working age population. A greater share of the resident population have no qualifications (7% v 4%), while a larger share of those in work have qualifications at NVQ4 and above (38% v 33%).

Residents in Employment in Blackpool, Fylde and Wyre

Approximately 136,900 (72.9%) of residents of working age (aged 16-64) are in employment. This includes residents who work both within and outside the Travel to Work Area. Blackpool, Fylde and Wyre has the third lowest employment rate of the Travel to Work Areas across Lancashire, exceeding both Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley (70.8%) and West Lancashire (71.0%).

The employment rate has fluctuated above and below the Lancashire-wide average over the past ten years, although the rate consistently underperformed against the national average over this time. Overall, the employment rate has increased (by 1.0 percentage points) although this has lagged behind increases across Lancashire (3.7 percentage points) and nationally (1.3 percentage points).

The relatively low employment rate is driven by Blackpool and Wyre, where 71.0% and 70.8% of working age residents are employed respectively. In contrast, the employment rate in Fylde (79.8%) is much higher, and above both the Lancashire and national average. For Blackpool to close the gap with the national average, an additional 3,150 working age residents would need to enter employment (equivalent to a 5% increase).

Characteristics of those in Employment

In line with national trends, the employment rate for men (76%) is higher than the employment rate for women (70%). The difference in the rates (of six percentage points) is smaller than the difference nationally which is ten percentage points. Across the local areas, the employment gender gap is smallest in Wyre (4.5 percentage points) followed by Fylde (6.4 percentage points) and Blackpool (7.0 percentage points).

The employment rate varies by age group and is highest amongst those aged 25-49, as is the case across Lancashire and nationally. The key differences in the employment profile by age relate to the youngest and oldest age groups. The employment rate for those aged 16-19 is significantly lower in Blackpool, Fylde and Wyre than in Lancashire and nationally, and the rate for those age 65+ is also lower.

There are also variances by ethnicity. The employment rate is highest amongst mixed ethnic, white and ethnic minority groups. The employment rate for the white ethnicity group is lower than in Lancashire and nationally, although the ethnic minority group rate (70%) significantly exceeds the employment rate for this group in Lancashire (52%) and nationally (64%).

Types of Employment

The basis on which residents are employed varies. Around one in six working age residents (16.0%) in Blackpool, Fylde and Wyre are self-employed. This is the second highest rate across the Travel to Work Areas, after West Lancashire (19.4%), and is also higher than the Lancashire (12.9%) and national (13.8%) averages. The high rate across the Travel to Work Area reflects an extremely high level of self-employment in Wyre, which, at 21.4%, is the highest across all local areas in Lancashire. The rates across Blackpool (13.7%) and Fylde (12.9%) are more in line with the Lancashire average.

Over two thirds of working age residents in employment are employed on a full time basis, with over 60% working more than 35 hours per week. The rate of full time working is lower in the Travel to Work Area than the Lancashire and national averages, and, as such, a much higher proportion of workers in the area work 10-34 hours per week (35%) compared to Lancashire (29%) and national (28%) averages.

There are also residents who work on a non-permanent basis, including fixed period contracts, agency temping casual work, casual work and seasonal work. This applies to almost 6% of working age residents in Blackpool, Fylde and Wyre, compared to 4.9% nationally. While this is in line with the Lancashire wide average, the rate of non-permanent work is much higher in Blackpool (7.9%) and Fylde (7.4%) than in Wyre.

Occupations

Residents in employment hold jobs across all occupational categories. The largest occupational group amongst residents is professional occupations, accounting for around one in six of those in employment. This is followed by administrative and secretarial occupations, and associate, professional and technical occupations.

Residents in Employment in Blackpool, Fylde and Wyre

The occupational profile of residents aligns, to an extent, with the Lancashire and national profile. The greatest differences with the Lancashire and national profiles include the higher proportion of residents working in administrative and secretarial occupations in the Travel to Work Area, and the lower proportion of residents working in manager, director and senior official roles and in elementary occupations. However, these differences only tend to be 2-3 percentage points and mask further variation at the local level.

Key points to note at the local level include:

Highly skilled occupations: Overall, 38% of residents from the Travel to Work Area are employed in highly skilled occupations (managers, directors and senior officials; professional occupations; and associate professional and technical occupations). This is in line with the Lancashire average (39%), but lower than the national average (44%).

This reflects the much lower proportion of Blackpool's residents that work in highly skilled occupations (33% compared to 40% in Wyre and 46% in Fylde). Amongst Blackpool's residents each of the highly skilled occupational groups is underrepresented, particularly professional occupations which accounts for just 13% of resident employment.

Across the remaining occupational groups: Wyre has a particularly high proportion of residents (17%) working in **administrative and secretarial occupations**, compared to Blackpool and Fylde (12-13%), although all three local areas are still above the Lancashire (11%) and national (10%) average.

Fylde has a low proportion of residents (6%) working in **skilled trade occupations**, while the proportions in Blackpool (12%) and Wyre (11%) are in line with the Lancashire (12%) and national (11%) average.

In line with the Lancashire wide average, Wyre and Blackpool have a high proportion of residents working in **caring, leisure and service occupations** (12% and 11% respectively), whereas Fylde is below the Lancashire and national average at 9%.

Fylde and Blackpool have a higher proportion of residents working in **sales and customer service** occupations (12% and 11% respectively)

than in Wyre (8%), while, at 14%, Blackpool has a much greater share of residents working in **elementary occupations** than the Lancashire and national average.

Travel to Work

Over 80% of residents live and work within the Blackpool, Fylde and Wyre Travel to Work Area. Over half of residents in employment work in their home local area, while 27% work within the wider Travel to Work Area. The large majority of residents who work outside the area, travel to other parts of Lancashire (12%), with few travelling across the wider North West region (3%).

Earnings

Across the Travel to Work Area, the median earnings of residents range widely, from well below the national average in Blackpool at £22,900 to slightly above the national average in Fylde at £30,500. Data for Wyre is not available. This is equivalent to between 79% and 105% of the national average (£29,100). The median earnings of Blackpool residents is more in line with the average for Lancashire (£25,800).

When the median earnings of residents from each local area (i.e. resident-based earning) are compared to the median earnings of the jobs based in each area (i.e. workplace-based earnings), the data suggests that:

- Residents in Blackpool and Fylde are typically employed in lower paid jobs.
- In particular, jobs in Fylde pay, on average, significantly more than residents earn (£34,100 vs £30,500), suggesting that people are commuting into the area for higher paid jobs.

It should also be noted that workplace-based earnings across the Travel to Work Area are equivalent to between 82% (in Blackpool) and 117% (in Fylde) of the national average.

The Skills Profile

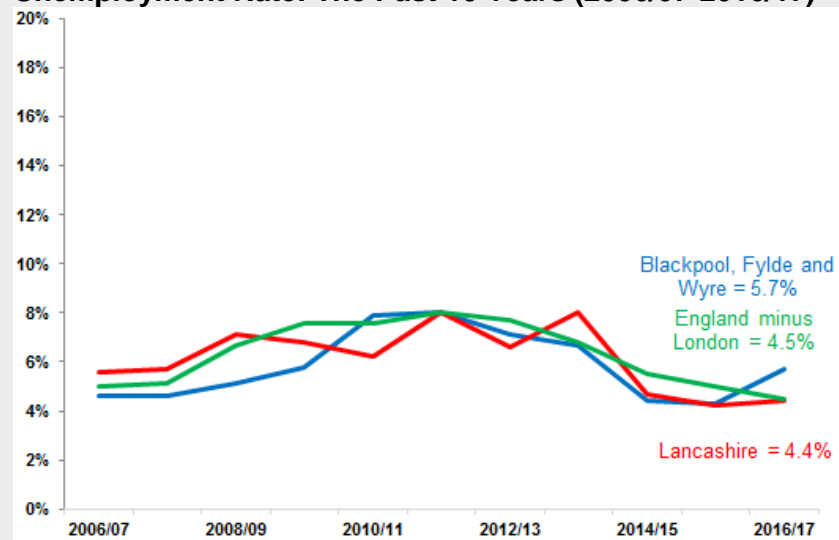
At all skills levels, the area outperforms the Lancashire average, with the exception of the higher level skills (level 4+) which is broadly similar. There is also a smaller proportion of working age residents that hold no qualifications than across Lancashire and nationally.

At the local level the profile varies, with the strong overall performance driven by Fylde, with the area typically exceeding the national average at all levels. The skills profile of residents in Blackpool, however, is quite different, with only 26% holding qualifications at Level 4 or above (compared to 35% nationally and 44% in Fylde). Similarly, a lower proportion of residents hold qualifications at Level 3 or above (47% compared to 55% nationally) and Level 2 or above (72% compared to 74%).



Residents who are in employment are, on average, more qualified than the working age population. For example, 60% of those in employment hold qualifications at Level 3 or above compared to 55% of the working age population. Similarly, 38% of those in employment hold Level 4 or above qualifications, compared to 33% of the working age population. This highlights the importance of qualifications in securing employment.

Unemployment – Who is unemployed in Blackpool, Fylde and Wyre?

Unemployment Rate: The Past 10 Years (2006/07-2016/17)



Unemployment Rate by Gender (2016/17)

	Blackpool, Fylde and Wyre	Lancashire	England minus London
	3%	4%	4%
	8%	5%	5%

The unemployment rate grew by 1.1 percentage points over the last 10 years, in contrast to a fall across Lancashire (-1.2 percentage points) and nationally (-0.5 percentage points). The unemployment rate for females is lower in Blackpool, Fylde and Wyre than across Lancashire and nationally, while the male rate is significantly higher.

Unemployment Rate by Age Band

	Blackpool, Fylde and Wyre		Lancashire	North West	England minus London
16-19	1,900	29%	15%	21%	20%
20-24	1,700	17%	8%	10%	9%
25-34	1,900	6%	4%	4%	4%
35-49	1,100	2%	3%	3%	3%
50-64	1,800	4%	4%	3%	3%
65+	n/a	n/a	n/a	1%	2%
16-64	8,300	6%	4%	5%	5%

There are 597 young people who are not in education, employment or training in Blackpool, Fylde and Wyre (NEET) – 5.6% of 16-17 years old, compared to 5.3% across Lancashire and 4.7% nationally.

Where data allows comparison, the unemployment rate is highest amongst the 16-24 age group, similar to the picture across Lancashire and nationwide. The rate for both age groups is significantly higher in Blackpool, Fylde and Wyre than Lancashire, North West and nationally. By ethnicity, the rate is higher in the white population than across Lancashire and nationally.

Unemployment Rate by Ethnicity

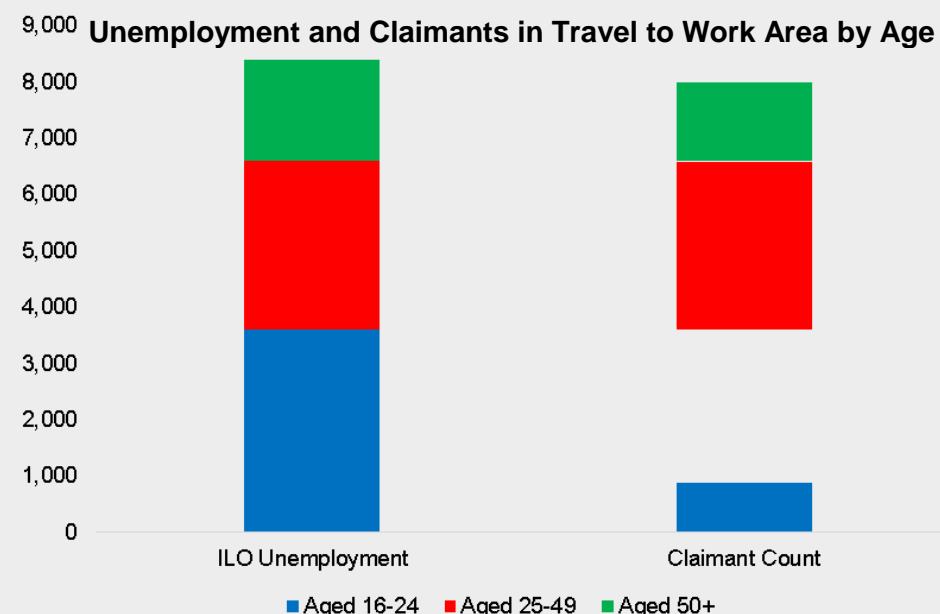
	Blackpool, Fylde and Wyre		Lancashire	England minus London
White	8,300	6%	3%	4%
Ethnic minority	n/a	n/a	14%	8%
Mixed ethnic group	n/a	n/a	n/a	9%
Indians	n/a	n/a	10%	4%
Pakistanis/Bangladeshis	n/a	n/a	25%	11%
Black or black British	n/a	n/a	n/a	9%
All other ethnic groups	n/a	n/a	n/a	6%
16-64	8,300	6%	4%	5%

Unemployment – The Difference between Unemployment and the Claimant Count in Blackpool, Fylde and Wyre

'Unemployment' refers to people who are actively seeking and available for work, and is measured using an internationally agreed definition (ILO unemployment).



The Claimant Count measures the number of people who are receiving benefits principally because they are unemployed. From April 2015, the Claimant Count includes all Universal Credit claimants who are required to seek work and be available for work, as well as the remaining Jobseeker's Allowance claimants. Not everyone who is unemployed is eligible to claim unemployment-related benefits.

This page compares the number of unemployed in people in Blackpool, Fylde and Wyre, with the number who are claiming unemployment-related benefits.



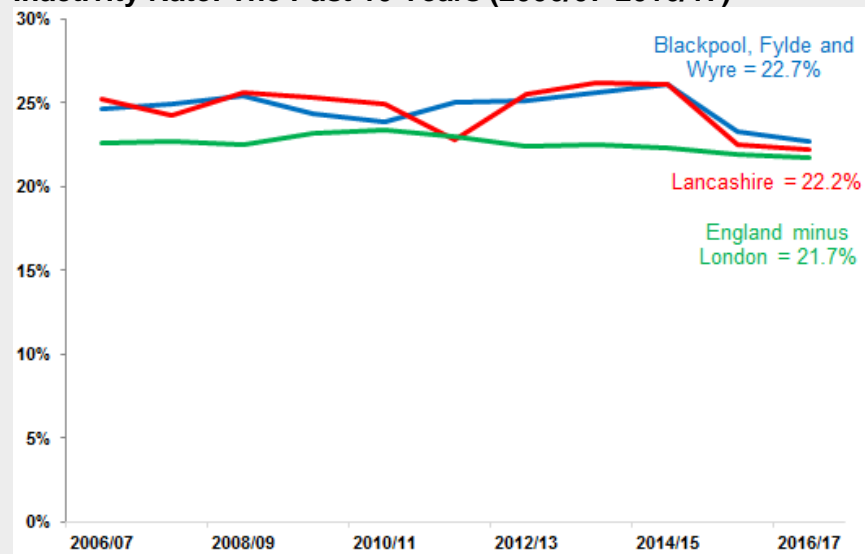
Unemployed people aged 16-24 and over 50 are less likely to receive unemployment benefits, as is the case nationally. While there is a higher claimant count amongst males, a much smaller proportion of males who are unemployed receive benefits (49%) when compared to females (99%),

Residents	Blackpool, Fylde and Wyre	Lancashire	England minus London
Claimant Count (no.)	5,250	21,505	525,290
Claimant Count (% of working age population)	2.7%	2.4%	1.8%
Claimants as % of those Unemployed	63%	70%	52%

Blackpool, Fylde and Wyre	Unemployment	Claimant Count	Claimants as % of those unemployed
	2,000	1,985	99%
	6,300	3,105	49%

Economic Inactivity – Who is economically inactive in Blackpool, Fylde and Wyre?

Inactivity Rate: The Past 10 Years (2006/07-2016/17)



Top 3 Reasons for Inactivity (2016/17)



1. Long-term sick (25%)



2. Looking after family and home (25%)



3. Studying (23%)

The main reasons for economic inactivity in Blackpool, Fylde and Wyre are the same as across Lancashire and nationally, although the area has a slightly lower share of students than in Lancashire (25%) and nationally (26%).

Inactivity Rate by Age Band

	Blackpool, Fylde and Wyre		Lancashire	North West	England minus London
16-19	10,000	65%	53%	58%	54%
20-24	2,500	33%	23%	25%	26%
25-34	4,400	12%	14%	16%	14%
35-49	6,200	16%	12%	14%	13%
50-64	19,500	35%	29%	31%	27%
65+	71,500	89%	90%	91%	90%
16-64	42,600	23%	22%	24%	22%

Inactivity rates are highest in the 16-19 age group at 65%, which is well above the Lancashire and national average. Where data allows comparison, inactivity rates are higher in the white population at 23% than across Lancashire and nationally.

Inactivity Rate by Ethnicity

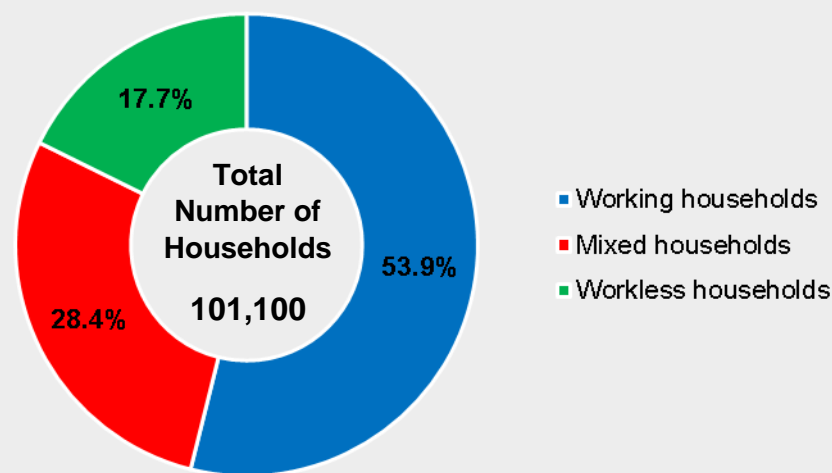
	Blackpool, Fylde and Wyre		Lancashire	England minus London
White	41,000	23%	20%	21%
Ethnic minority	1,500	30%	40%	32%
Mixed ethnic group	n/a	n/a	22%	28%
Indians	n/a	n/a	35%	25%
Pakistanis/Bangladeshis	n/a	n/a	48%	39%
Black or black British	n/a	n/a	32%	27%
All other ethnic groups	n/a	n/a	39%	36%
16-64	42,600	23%	22%	22%

Inactivity Rate by Gender

Female	26,200	28%	27%	27%
Male	16,400	17%	17%	17%
16-64	42,600	23%	22%	22%

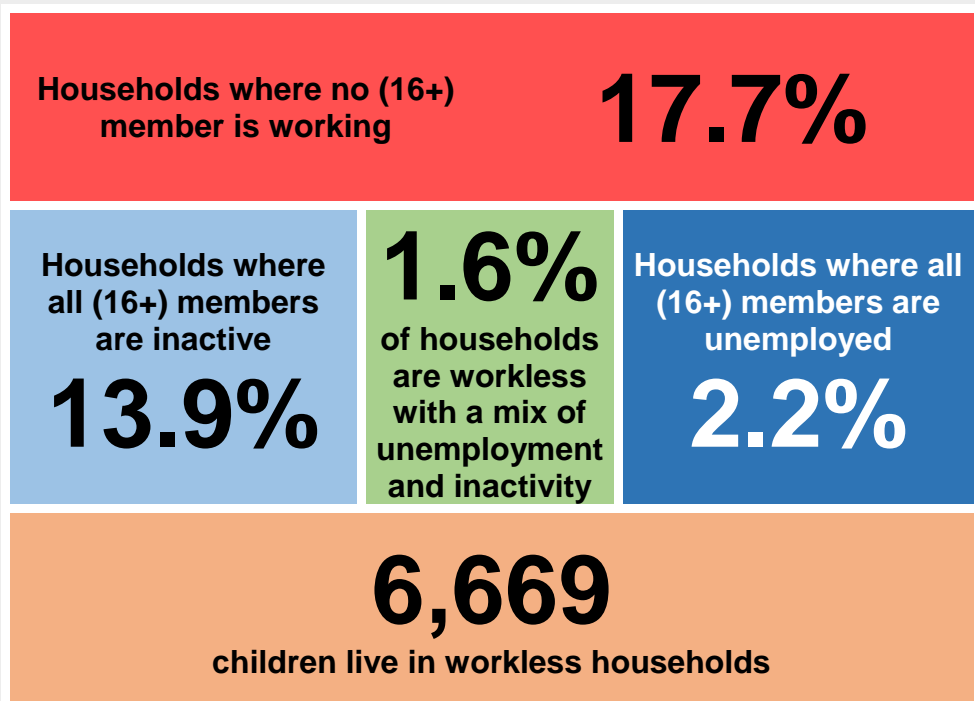
Household Economic Inactivity – How many workless households are in Blackpool, Fylde and Wyre?

Composition of Households (2016)



Blackpool, Fylde and Wyre has a lower share of working households than across Lancashire and nationally (both 57%). As a result, the Travel to Work Area has a greater proportion of workless households than in Lancashire as a whole (16%) and nationally (15%). This includes student households. The proportion of mixed households – which contain both working and workless members – in Blackpool, Fylde and Wyre is broadly in line with that across Lancashire (27%) and nationally (28%).

Overview of Workless Households (2016)



Unemployment in Blackpool, Fylde and Wyre

Based on the ILO definition of unemployment, 8,300 people are unemployed in Blackpool, Fylde and Wyre. This equates to 5.7% of economically active residents and is higher than the Lancashire (4.2%) and national (4.5%) average. It is also one of the highest rates across the Lancashire Travel to Work Areas (along with Burnley and Pendle at 5.9%).

The unemployment rate has fluctuated over the past ten years and, after having been particularly high between 2011 and 2014, has been lower since 2015. Overall, it has decreased by 1.1 percentage points, representing a similar fall to that across Lancashire (-1.2 percentage points) and more so than nationally (-0.5 percentage points).

The relatively high unemployment rate reflects the particularly high levels of unemployment in Wyre (7.2%) and Blackpool (5.9%). In contrast, unemployment in Fylde (3.2%) is below both the Lancashire and national average.

Characteristics of those who are unemployed

In line with national trends, the unemployment rate for men (8%) is higher than the unemployment rate for women (3%). While the unemployment rate for men is well above the Lancashire and national average (both 5%), the unemployment rate for women is lower than the Lancashire and national average (both 4%).

Unemployment data shows that the unemployment rate varies by age group and is highest amongst those aged 16-19 (29%) and 20-24 (17%). In comparison, the rates for both of these age groups in Blackpool, Fylde and Wyre are much higher than is the case in Lancashire and nationally.

Where data is available, there are also variances by ethnicity. The unemployment rate for the white population (6%) is higher than across Lancashire (3%) and nationally (4%).

The claimant count

Focusing on those who are receiving benefits principally because they are unemployed, there are over 5,200 claimants in Blackpool, Fylde and Wyre.

This is equivalent to 2.7% of the working age population, slightly higher than the Lancashire average (2.4%) and above the national average (1.8%). As with unemployment, the higher claimant rate is reflective of the high levels of claimants in Blackpool at 4.2%. The level of claimants in Wyre (1.6%) and Fylde (1.4%) are much lower, and more in line with the national average.

As all of those who are unemployed will not receive and/or claim benefits, the claimant group is a sub-set of those who are ILO unemployed. In Blackpool, Fylde and Wyre, under two thirds (63%) of those who are unemployed receive benefits compared to 70% in Lancashire and 52% nationally. However, across the local areas, a much higher proportion of unemployed residents receive benefits in Blackpool (98%) than in Fylde (59%) and Wyre (29%).

When the ILO unemployment and claimant counts are broken down and compared in terms of age and gender, the data shows unemployed people aged 16-24 and over 50 are less likely to receive unemployment benefits, as is the case nationally. It also showed that while there is a higher claimant count amongst males, a much smaller proportion of males who are unemployed receive benefits (49%) when compared to females (99%).

Economic Inactivity in Blackpool, Fylde and Wyre

Across Blackpool, Fylde and Wyre, 42,600 people are economically inactive (i.e. are not in work and have not sought work in the last four weeks for a variety of reasons). This equates to 22.7% of the working age population and is marginally higher than the inactivity rate in Lancashire (22.2%) and nationally (21.7%). After Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley and West Lancashire, it is the third highest economic inactivity rate across the Travel to Work Areas.

As with employment and unemployment, levels of inactivity vary by local area. The high rate of the Travel to Work Area is reflective of high levels of inactivity in Blackpool (24.6%) and Wyre (23.6%), which are both above the Lancashire and national average. In contrast, Fylde's inactivity rate is significantly lower at 17.6%.

Reasons for economic inactivity

The three main reasons for inactivity in Blackpool, Fylde and Wyre – long term sickness (25% of those who are inactive), looking after family and home (25%), and studying (23%) – are the same as across Lancashire and nationally. However, the Travel to Work Area has a lower share of students than in Lancashire (25%) and nationally (26%). The other main reason is being retired, which accounts for 18% of those who are inactive in the Travel to Work Area compared to 16% in Lancashire and 15% nationally.

Characteristics of those who are inactive

As is the case nationally, a much higher proportion of working age females (28%) are economically inactive than males (17%). The rates for both males and females align with the national and Lancashire average. This does however mask differences at the local area, particularly in Wyre, where the inactivity rate for males (31%) is almost double that of females (16%).

The inactivity rate varies by age group and is highest amongst those aged 16-19, as is the case across Lancashire and nationally. The key differences in the inactivity profile by age relate to the youngest and oldest age groups. The inactivity rate for those aged 16-19 and 20-24 is significantly higher than in Lancashire and nationally.

There are also variances by ethnicity. Where data allows comparison, the inactivity rate is highest amongst the ethnic minority group in Blackpool, Fylde and Wyre, although it is lower than is the case in Lancashire and nationally. The Travel to Work Area does, however, have a slightly higher inactivity rate amongst the white population when compared to the Lancashire and national average.

Economic Activity by Household

It is also possible to look at economic activity patterns by household as well as by individual. Of the 101,100 households located in Blackpool, Fylde and Wyre, a lower share are classed as working households (54%) than in Lancashire and nationally (both 57%).

The Travel to Work Area also has a greater proportion of workless households (18%) than in Lancashire as a whole (16%) and nationally (15%). This includes student households. As a result, the proportion of mixed households – which contain both working and workless members – in Blackpool, Fylde and Wyre (28%) is broadly in line with that across Lancashire (27%) and nationally (28%). In line with varying trends on employment, unemployment and inactivity, there are variances in the household profile at the local level including:

- **Working households** are more prevalent in Fylde and Blackpool (accounting for 57% and 54% of households respectively). This compares to just 51% in Wyre, which is well below the Lancashire and national average.
- **Workless households**, including student households, are much more prevalent in Blackpool (accounting for 22% of households) than in Fylde and Wyre, which, at 14%, are both below the Lancashire and national average.
- **Mixed households**: are more prevalent in Wyre and Fylde (accounting for 34% and 29% of households respectively) than in Blackpool (24%), which remains below the Lancashire and national average.

Focusing on workless households, the large majority of workless households in Blackpool, Fylde and Wyre are occupied by residents who are economically inactive. Overall, in 14% of households all (16+) members are inactive, while in 1.6% of households there is a mix of unemployment and inactivity, and in 2.2% of households all (16+) members are unemployed. Almost 6,700 children live in households where no-one is in work.

Employment by Sector in Blackpool, Fylde and Wyre – What sectors do people work in?

Total Employment



Three Largest Employment Sectors



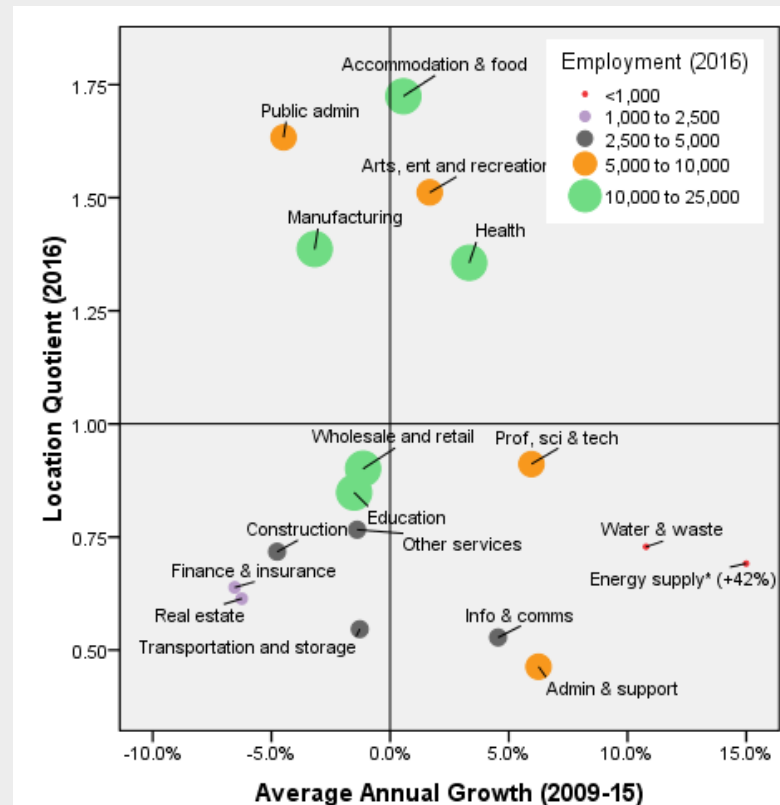
Jobs in the Largest Sectors



Employment Growth and Specialisation

Top left: Sectors that have seen employment fall since 2009, and are more highly represented in the local area than the national average

Top right: Sectors that have seen employment growth since 2009 and are more highly represented in the local area than the national average



Bottom left: Sectors that have seen employment fall since 2009 and are less highly concentrated in the local area than the national average

Bottom right: Sectors that have seen employment growth since 2009 and are less highly concentrated in the local area than the national average

Employment by Sector in Blackpool, Fylde and Wyre – Lancashire's priority sectors

The Lancashire Skills and Employment Strategic Framework has seven designated priority sectors. The sectors have been selected due to their high replacement demand needs and significant growth potential.

Lancashire's Priority Sectors			
Sector	Definition	Relation to SIC Sections	Total Employment in Blackpool, Fylde and Wyre
Health and Social Care	The sector covers a range of subsectors from hospital activities to childcare services, and from dentistry to residential and non-residential social care	All of: <i>Human health and social work activities</i>	24,500
Visitor Economy	Includes industries relevant to the entire visitor experience. From accommodation and food and drink to attractions and tour operators.	All of: <i>Accommodation and food service activities</i> Parts of: <i>Transport and storage</i> <i>Administrative and support service activities</i> <i>Arts, entertainment and recreation</i>	21,000
Advanced Manufacturing	Manufacturing which involves the use of technology to improve products and/or processes, with the relevant technology being described as "advanced," "innovative," or "cutting edge."	Parts of: <i>Manufacturing</i> <i>Professional, scientific and technical activities</i>	17,900
Finance and Professional Services	From accountants and law firms, financial advisors and insurance brokers, specialist property related consultancies and recruitment agencies through to large business process outsourcing organisations.	All of: <i>Financial and insurance activities; Real estate activities</i> Parts of: <i>Information and communication</i> <i>Professional, scientific and technical activities</i> <i>Administrative and support service activities</i>	17,500
Energy and Environmental Technologies	Includes activities relating to gas, electricity, renewables, nuclear, water, waste management and environmental technologies	All of: <i>Electricity, gas, steam and air conditioning supply</i> Parts of: <i>Mining and quarrying</i> <i>Manufacturing</i> <i>Water supply; sewerage etc.</i> <i>Construction</i> <i>Professional, scientific and technical activities</i>	6,500
Construction	Includes the construction of buildings, civil engineering and specialised construction activities.	All of: <i>Construction</i>	4,750
Creative and Digital	Industries such as: Advertising; Architecture; Crafts; Design; Film & TV, etc.; IT and computing; Publishing; Museums & galleries, etc.; Music & arts, etc.	Parts of: <i>Manufacturing</i> <i>Information and communication</i> <i>Professional, scientific and technical activities</i> <i>Education</i> <i>Arts, entertainment and recreation</i>	3,000

The Business Base in Blackpool, Fylde and Wyre – What Businesses are in the area?

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



Private
Businesses



The Public
Sector



Charities and Voluntary
Organisations

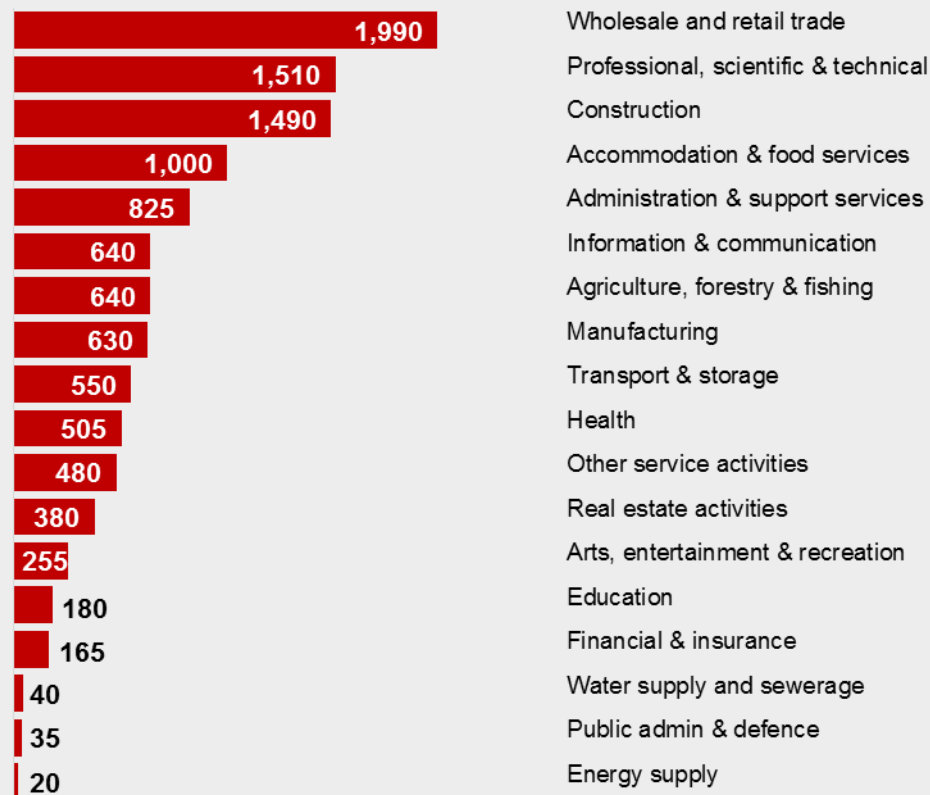
89% are micro businesses,
employing fewer than 10
people

9% are small businesses,
employing between 10 and 49
people

1% are medium-sized
businesses, employing
between 50 and 249
people

<1% are large
businesses
employing more
than 250 people

There is a larger proportion of micro businesses than the Lancashire average (88%), in line with the national proportion. Fewer than 1% of employers, around 35, in Blackpool, Fylde and Wyre are classed as large employers, employing over 250 people.



Location of Employment and Key Employers – Where do people work in Blackpool, Fylde and Wyre?

This map shows where employment is concentrated across Blackpool, Fylde and Wyre. Darker regions correspond to higher numbers of jobs. Employment is in the 11,300 micro, small, medium and large employers based in the area.

The following text boxes highlight the location some of the area's key employers.

Blackpool Central & North Shore

Blackpool Council (Public admin and defence)
Burtens Food (Manufacturing)
Merlin Entertainments (Arts, entertainment and recreation)

Blackpool South Shore

Blackpool Pleasure Beach (Arts, entertainment and recreation)
Blackpool Transport (Transport and storage)

Blackpool Airport Enterprise Zone

A C Electrical (Energy supply)
B&M (Transport and storage)
Force Technology (Manufacturing)
Magellan Aerospace (Manufacturing)
Nixon Williams (Prof' services)
Slater Gordon Solutions (Prof' services)
SPS EU (Manufacturing)
Warburtons (Manufacturing)
Gledhill Building Products (Manufacturing)
Lebus International Engineers (Manufacturing)

Whitehills

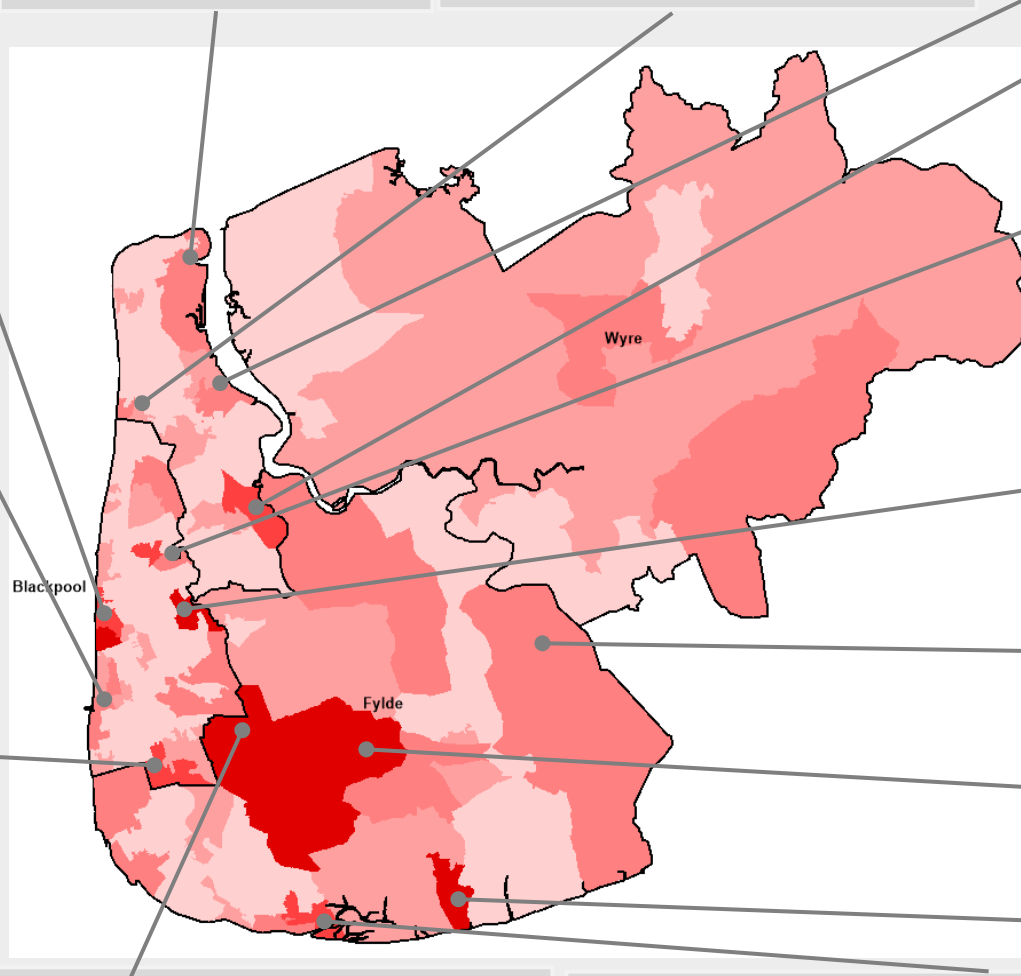
DWP (Public administration and defence)
Napthens Solicitors (Prof' services)

Fleetwood

Fisherman's Friend (Manufacturing)
Neve Fleetwood (Manufacturing)
A M Seafoods (Manufacturing)
BES Utilities (Energy)

Thornton - Cleverleys

Blackpool & the Fylde College (Education)
Veterans UK (Public admin & defence)
CaviTech Solutions (Manufacturing)
Kilgour Aerospace Group (Manufacturing)



Hillhouse International Enterprise Zone

Addison Project (Engineering)
AFN Transport (Transport and storage)
AGC Chemicals Europe (Manufacturing)
Victrex Plc. (Manufacturing)
Vinnolit (Manufacturing)

Poulton-le-Fylde

Direct Digital (Information & communication)
Wyre Council (Public admin & defence)

Bispham

Booth Dispensers (Manufacturing)
CME Medical (Wholesale and retail)
Laila's Fine Foods (Manufacturing)
Blackpool & Fylde College (Education)

East Blackpool

Blackpool Victoria Hospital (Health)
DePuy (Manufacturing)
Gilberts (Manufacturing)
Glasdon (Manufacturing)
Haven Holidays (Accom & food services)
Scanlite (Manufacturing)
Simpsons Beverages (Manufacturing)
Tangerine Confectionery (Manufacturing)

Lea

Springfield Fuels Ltd. (Manufacturing)

Wesham

Fox's Biscuits (Manufacturing)
Inspired Energy (Energy)
Kepak (Manufacturing)
Trilanco (Wholesale)

Warton Aerodrome Enterprise Zone

BAE Systems (Manufacturing)

Hargreave Hale (Financial services)
Voiteq (Information and communication)

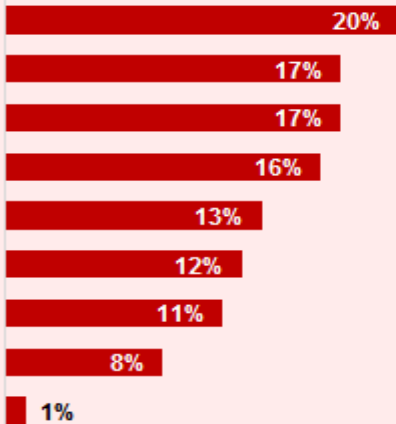
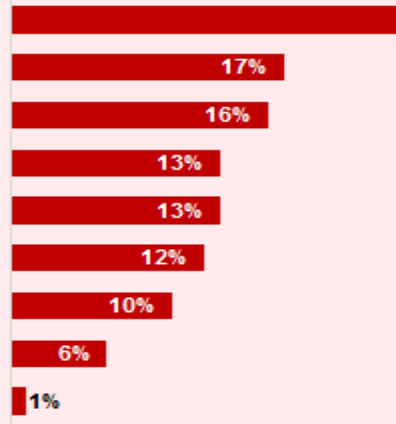
Lytham St Annes

Danbro (Prof' services)
Helical Technology (Manufacturing)

Fylde Council (Pub' admin & defence)
Inenco Group (Energy)

Employer Skill Requirements – What skills shortages are employers reporting in Lancashire?

The **UK Employer Skills Survey** provides a comprehensive source of information on employer skills needs. 1,900 businesses in Lancashire were surveyed. The sample size means that data is only available at Lancashire level.

Skills Gaps within the current workforce	Skills Shortages – a lack of suitably skilled people when trying to recruit new workers																						
<p>17%</p> <p>of employers in Lancashire report skills gaps compared with 14% in the North West and nationally</p>	<p>17%</p> <p>of employers reported at least one vacancy, lower than the North West (18%) and national (19%) average</p>	<p>Hard to fill vacancies in Lancashire, by occupation:</p>	 <table><thead><tr><th>Occupation</th><th>Percentage</th></tr></thead><tbody><tr><td>Skilled trades occupations</td><td>20%</td></tr><tr><td>Sales and customer services staff</td><td>17%</td></tr><tr><td>Caring, leisure and other services</td><td>17%</td></tr><tr><td>Machine operatives</td><td>16%</td></tr><tr><td>Elementary staff</td><td>13%</td></tr><tr><td>Professionals</td><td>12%</td></tr><tr><td>Administrative/clerical staff</td><td>11%</td></tr><tr><td>Associate professionals</td><td>8%</td></tr><tr><td>Managers</td><td>1%</td></tr></tbody></table>	Occupation	Percentage	Skilled trades occupations	20%	Sales and customer services staff	17%	Caring, leisure and other services	17%	Machine operatives	16%	Elementary staff	13%	Professionals	12%	Administrative/clerical staff	11%	Associate professionals	8%	Managers	1%
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<p>The top ten reasons reported by employers for employee skills gaps:</p> <p>1.Their training is currently only partially completed 69%</p> <p>2. They are new to the role 66%</p> <p>3. They have not received the appropriate training 28%</p> <p>4. Staff lack motivation 24%</p> <p>5. They have been on training but their performance has not improved sufficiently 22%</p> <p>6. The introduction of new working practices 21%</p> <p>7. Unable to recruit staff with the required skills 17%</p> <p>8. The introduction of new technology 14%</p> <p>9. The development of new products and services 13%</p> <p>10. Problems retaining staff 6%</p>	<p>Lancashire employers reported a higher proportion of hard to fill and skill shortage vacancies than both the North West and national averages in:</p> <p>administrative and clerical occupations;</p> <p>caring, leisure and other service staff; and</p> <p>machine operatives</p> <p>They also reported above average skills shortages in skilled trades, and hard to fill vacancies in caring, leisure and other services</p>	<p>Skills shortage vacancies in Lancashire by occupation:</p>	 <table><thead><tr><th>Occupation</th><th>Percentage</th></tr></thead><tbody><tr><td>Skilled trades occupations</td><td>28%</td></tr><tr><td>Sales and customer services staff</td><td>17%</td></tr><tr><td>Machine operatives</td><td>16%</td></tr><tr><td>Caring, leisure and other services staff</td><td>13%</td></tr><tr><td>Professionals</td><td>13%</td></tr><tr><td>Administrative/clerical staff</td><td>12%</td></tr><tr><td>Associate professionals</td><td>10%</td></tr><tr><td>Elementary staff</td><td>6%</td></tr><tr><td>Managers</td><td>1%</td></tr></tbody></table>	Occupation	Percentage	Skilled trades occupations	28%	Sales and customer services staff	17%	Machine operatives	16%	Caring, leisure and other services staff	13%	Professionals	13%	Administrative/clerical staff	12%	Associate professionals	10%	Elementary staff	6%	Managers	1%
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Employment Numbers and Trends

The 136,000 jobs in Blackpool, Fylde and Wyre account for 21% of the Lancashire total, making it the third largest of the six Travel to Work Areas in employment terms.

The number of jobs in the area has remained relatively stable over the past few years², with a 1.5% increase in the number of jobs between 2015 and 2016. This is in line with the increase seen in Lancashire as a whole over the period, with total employment increasing by 1.6%, but slightly lower than the increase in the North West (+2.3%) or nationally³ (+1.8%).

Blackpool is the third largest of Lancashire's local areas in employment terms, with 63,000 jobs (10% of the Lancashire total). There are 42,000 jobs in Fylde and 32,000 in Wyre (7% and 5% of the Lancashire total respectively). Blackpool has seen the fastest increase in employment over the past year, gaining around 3,000 additional jobs, whilst Wyre gained 1,000 jobs and Fylde lost approximately 1,000 jobs.

Sectoral Employment

Two sectors – health and wholesale and retail – account for around one-third of all employment in Blackpool, Fylde and Wyre - some 44,000 jobs. These are also the two largest sectors in Lancashire as a whole, although there is a larger proportion of health employment in Blackpool, Fylde and Wyre, 18% compared with 16% across Lancashire. Manufacturing is the third largest employer in the Travel to Work Area as is the case in Lancashire. Beneath this, the sectoral pattern differs:

- **Accommodation and food services** is the fourth largest sector in Blackpool, Fylde and Wyre with 13% of all workers employed in the sector. This compares to just 8% across Lancashire as whole

² Although the dataset was subject to a discontinuity in 2015, which means that data should not really be compared before and after this point in time.

and means that 32% of Lancashire's accommodation and food services workforce (17,000) are based in the area. The sector is particularly prominent in Blackpool, where 9,000 are employed in the sector (14.3% of all employment). This reflects Blackpool's heritage as a traditional tourism destination.

- **Professional, scientific and technical activities** is the next largest sector, accounting for 7% of total employment, compared to 6% in Lancashire as a whole. The 10,000 employed in the sector in Blackpool, Fylde and Wyre represents a quarter of the Lancashire total. The majority (6,000) of these jobs are located in Fylde.
- Although **education** employs some 10,000 people in Blackpool, Fylde and Wyre, the share of total employment is lower than in Lancashire as a whole (7% compared to 10%).
- Relative to the rest of Lancashire, the **public administration and defence** sector is well represented within Blackpool, Fylde and Wyre, employing 9,000 people, over 28% of the Lancashire total. This is particularly the case in Blackpool, where one in ten jobs are in the sector.

Sectoral Trends

Two sectors have seen an expansion of around 3,000 jobs over the past six years: **professional, scientific and technical activities** (covers parts of four priority sectors); and **human health and social care** (a priority sector), both of which have grown quicker than the Lancashire average. **Information and communication** and **administrative and support services** employment both increased by approximately 1,000 over the same period.

Employment has fallen in nine sectors. In percentage terms, the fall has been greatest in **financial services**, which has seen the loss of 1,500 jobs

(-43%) since 2009. This mirrors the position in Lancashire as whole. Around 4,000 jobs have been lost in the **manufacturing** sector, which has also seen a fall in Lancashire as a whole. Four other sectors saw declines in employment of 1,000 jobs or more: **public administration and defence** (-3,000); **construction** (-2,000); **education** (-1,000); and **wholesale retail trade** (-1,000).

Local Authority District Sectoral Employment

Blackpool's role as a service centre for the wider area is clear from the sectoral make-up of employment in the city. Around 42% of those employed in the city work in the health (16,000), public administration (6,000) or education (4,500) sectors, with a further 9,000 working in the both the wholesale and retail sector accommodation and food services. The town's visitor economy accounts for a large share of employment, accommodation and food services and arts, entertainment and recreation in particular, which provide 21% of employment compared with 10% across Lancashire as a whole.

Wyre's economy relative to the rest of the Travel to Work Area has high employment in construction, wholesale and retail and education. Despite having under 24% of the Blackpool, Fylde and Wyre's employment total, Wyre has over 44% of the construction, 35% of the education, 30% of the wholesale and retail trade employment.

Fylde's employment base is less public sector focussed than typical for the Travel to Work Area, with 85% of employment in the private sector, as opposed to 77% of the Travel to Work Area as a whole. These higher levels of private sector employment are in part due to Fylde's dominance of the area's employment in the professional, scientific and technical activities (60% of the Travel to Work Area); manufacturing (59%); finance and insurance activities (56%); and information and communication (40%).

Employment Locations

Employment is distributed across the Blackpool, Fylde and Wyre area, with concentrations in the key centres, along transport routes and at major

employment locations such as Warton Aerodrome and Blackpool Airport Enterprise Zone.

Employer Skill Requirements

The UK Employer Skills Survey provides a comprehensive source of information on employer skills needs. Data is available for Lancashire based on responses from 1,900 businesses.

This highlights that employers continue to face skills gaps within their current workforce and experience skills shortages when trying to recruit new workers, and these issues tend to be more common in Lancashire than in the North West and nationally.

Employers have reported a range, and often multiple reasons for skills gaps. The main reasons reported are:

- Employee training is currently only partially complete (reported by 69% of employers)
- They are new to the role (66%)
- They have not received the appropriate training (28%)
- Staff lack motivation (24%)
- They have been on training but their performance has not improved sufficiently (22%).

In terms of hard to fill vacancies and skills shortages vacancies, employers most commonly reported hard to fill vacancies in skilled trades (20%), sales and customer services (17%), caring, leisure and other services (17%) and machine operative (16%) occupations. Skills shortage vacancies were also most common across these occupations.

Compared to the regional and national average, Lancashire employers reported a higher proportion of hard to fill and skills shortage vacancies in administrative and clerical occupations; caring, leisure and other services; and machine operatives.

Employment Forecasts 2018-2028 – Which Sectors will employ people in Blackpool, Fylde and Wyre in the future?

Forecast 10-Year Employment Change

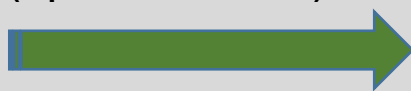
	Blackpool, Fylde and Wyre		Lancashire	UK
2018-2028	1,760	1.1%	2.6%	5.2%

Top 5 Sectors requiring employees due to sector growth (expansion demand)



- **Professional, scientific and technical activities** (+110 new jobs each year)
- **Administrative and Support Services** (+70 new jobs each year)
- **Construction** (+40 new jobs each year)
- **Information and communication** (+30 new jobs each year)
- **Wholesale and retail trade** (+30 new jobs each year)

Top 5 Sectors requiring employees to fill jobs to replace people leaving or changing jobs (replacement demand)



- **Accommodation and food services** (2,260 jobs each year)
- **Wholesale and retail trade** (2,070 jobs each year)
- **Health and social work** (1,740 jobs each year)
- **Manufacturing** (1,150 jobs each year)
- **Arts, entertainment and recreation** (1,110 jobs each year)

Total Employment Requirement Across all Sectors 2018-2028

To meet sector growth and replace people leaving or changing jobs

Sector	Part of priority sector?	Average Annual Requirement	Total Requirement
Accommodation and food service activities	- Visitor economy	2,280	25,100
Wholesale and retail trade		2,100	23,080
Human health and social work activities	- Health and social care	1,750	19,220
Arts, entertainment and recreation	- Creative and digital - Visitor economy	1,140	12,500
Professional, scientific and technical activities	- Finance and professional services - Advanced manufacturing - Creative and digital - Energy and Environmental tech	1,080	11,860
Manufacturing	- Advanced manufacturing - Creative and digital - Energy and Environmental tech	950	10,460
Administrative and support service activities	- Finance and Professional services - Visitor economy	880	9,660
Education	- Creative and digital	730	8,040
Public administration and defence		660	7,220
Construction	- Construction - Energy and Environmental tech	630	6,900
Information and communication	- Creative and digital - Finance and professional services	530	5,870
Other service activities		460	5,030
Transportation and storage	- Visitor economy	410	4,510
Financial and insurance activities	- Finance and professional services	150	1,610
Agriculture, forestry and fishing		120	1,360
Real estate activities	- Finance and professional services	110	1,170
Water supply; sewerage etc.	- Energy and Environmental tech	70	730
Electricity, gas, steam and air conditioning supply	- Energy and Environmental tech	<50	270
Mining and quarrying	- Energy and Environmental tech	<50	<50

Employment Forecasts 2018-2028 – Future occupations in Blackpool, Fylde and Wyre

Forecast 10-Year Employment Change

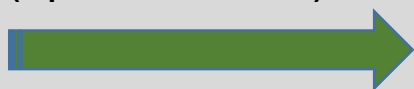
	Blackpool, Fylde and Wyre		Lancashire	UK
2018-2028	1,760	1.1%	2.6%	5.2%

Top 3 Occupations requiring employees due to sector growth (expansion demand)



- **Caring, leisure and other service occupations** (+30 jobs each year)
- **Professional occupations** (+20 jobs each year)
- **Managers, directors and senior officials** (+10 jobs each year)

Top 5 Occupations requiring employees to fill jobs to replace people leaving or changing jobs (replacement demand)



- **Professional occupations** (2,200 jobs each year)
- **Caring, leisure and other service occupations** (2,050 jobs each year)
- **Elementary occupations** (1,910 jobs each year)
- **Managers, directors and senior officials** (1,900 jobs each year)
- **Administrative and secretarial occupations** (1,710 jobs each year)

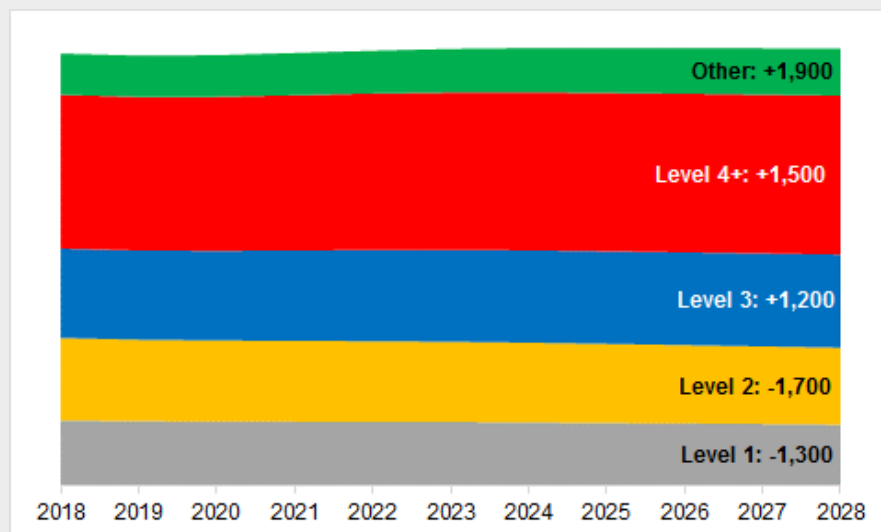
Total Employment Requirement Across all Occupations 2018-2028

To meet occupational growth and replace people leaving or changing jobs

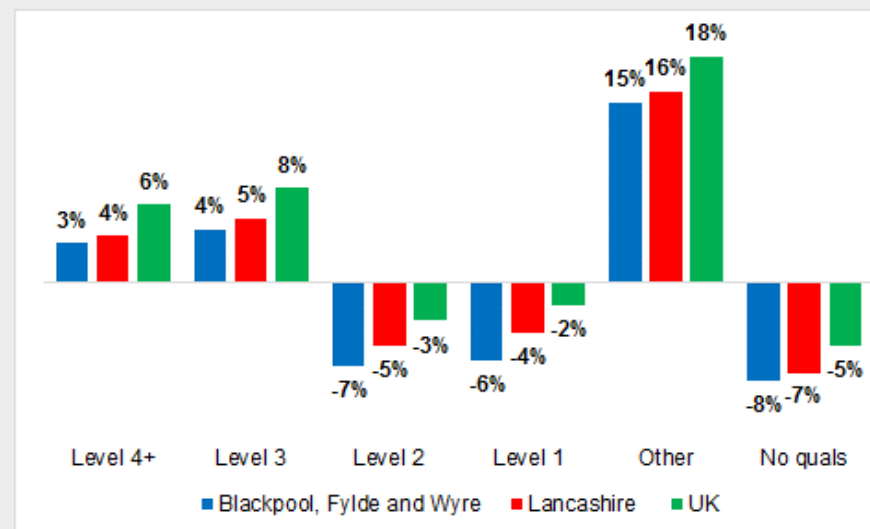
Sector	Average Annual Requirement	Total Requirement
Professional occupations	2,230	24,500
Caring, leisure and other service occupations	2,080	22,830
Managers, directors and senior officials	1,910	21,000
Elementary occupations	1,900	20,850
Administrative and secretarial occupations	1,650	18,190
Associate professional & tech occupations	1,350	14,860
Sales and customer service occupations	1,310	14,380
Skilled trades occupations	940	10,290
Process, plant and machine operatives	700	7,690

Employment Forecasts 2018-2028 – How will skills change in Blackpool, Fylde and Wyre?

Change in employment by highest qualification, 2018-2028



Change in employment by highest qualification level, 2018-2028



In line with forecast trends across the county and country, the typical qualifications held by people employed within Blackpool, Fylde and Wyre are expected to shift upwards. The Blackpool, Fylde and Wyre economy is anticipated to employ over 2,700 more people with qualifications at Level 3 or higher by 2028, whilst the total employment of people with qualifications lower than Level 2 is set fall.

At a Lancashire level there is forecast to be a particular rise in Level 3 and 4 qualified workers in: administrative and secretarial occupations, and caring, leisure and other service occupations. Other qualifications (mainly Apprenticeships) are expected to be required in skilled trade occupations and sales and customer service occupations.

Employment Forecasts – What opportunities will be available in Blackpool, Fylde and Wyre in the future?

Employment Forecasts – Total Employment

Between 2018 and 2028, over 1,700 new jobs are expected to be created in Blackpool, Fylde and Wyre, representing a 1% increase in total employment. This is below the growth forecast across Lancashire (2.6%) and nationally (5.2%). Over the same period, the working age population is expected to fall.

Job Opportunities

There will be a wide range of job opportunities available between 2018 and 2028, with recruitment across all sectors and occupations, including in each of Lancashire's priority sectors and in sectors which have recently experienced overall employment decline such as manufacturing, wholesale and retail and public administration. This will include recruitment for new jobs created through sector growth (expansion demand) and jobs that become available as people leave or change jobs (replacement demand).

Typically across all sectors and occupations, replacement demand will be much greater than expansion demand, meaning that people are more likely to enter existing rather than newly created jobs. The high levels of replacement demand reflect factors such as the ageing population with many current workers due to retire from the workforce over this period.

Job Opportunities by Sector

Accommodation and food service activities and **wholesale and retail trade** will provide the highest number of opportunities in Blackpool, Fylde and Wyre – the former requiring over 25,000 and the latter requiring over 23,000 people to fill jobs between 2018 and 2028. On average, this will equate to over 2,000 people being recruited to these sectors each year.

This is followed by **human health and social work activities**, where there is a total requirement for over 19,000 people between 2018 and 2028 – or approximately 1,750 people per annum on average, and **arts, entertainment and recreation** and **professional, scientific and technical activities**, which will both have opportunities for approximately

12,000 people (or over 1,100 per annum). Other sectors offering opportunities for over 5,000 people between 2018 and 2028 include:

- Manufacturing (950 per annum)
- Administrative and support service activities (880 per annum)
- Education (730 per annum)
- Public administration and defence (660 per annum)
- Construction (630 per annum)
- Information and communication (530 per annum)
- Other services (460 per annum)

Job Opportunities by Occupation

Across the sectors, a range of occupations will be available. In Blackpool, Fylde and Wyre, there will be opportunities for at least 10,000 people within most occupational groups (equivalent to at least 940 per annum) between 2018 and 2028. The only exception is process, plant and machine operatives, although there are still expected to be opportunities for almost 9,000 people over the ten years.

Requirements will be highest for **professional occupations**, with opportunities for over 24,500 people (2,200 per annum), followed by **caring, leisure and other service occupations** (22,800 people, 2,100 per annum). There will also be opportunities for over 20,000 people in **manager, director and senior official**; and **elementary** roles.

Skills Requirements

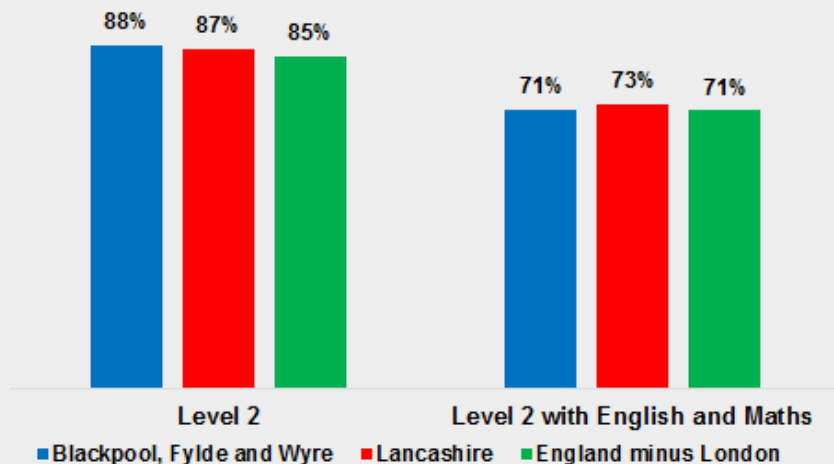
In line with trends forecast for Lancashire and nationally, demand for higher level skills is expected to increase, as reflected by an upwards shift in the skills profile of the workforce. By 2028, a higher number of people employed in the local economy will hold qualifications at Level 3 and above, while the number in employment with qualifications at level 2 or below or no qualifications will fall. The number of people in employment with other qualifications, such as apprenticeships is also expected to increase. This trend typically applies across all occupations.

Key Stage 1 to 4 (GCSE) in Blackpool, Fylde and Wyre

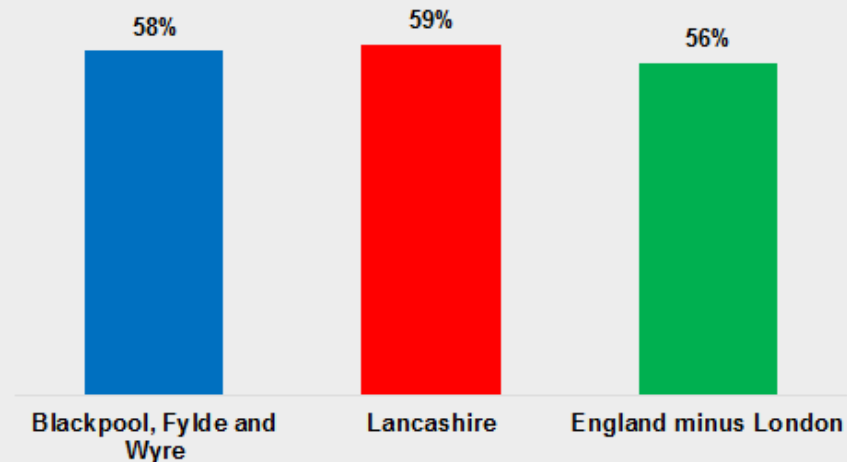
Age Group	Performance Measure	What is happening in Blackpool, Fylde and Wyre ?	National comparison
Key Stage 1 5-7 years	% of pupils who meet the required standard of 'phonic decoding': using knowledge of phonics to accurately read words	Across the LEP area approximately 80% of Year 1 pupils meet the standard, and 90% of Year 2 pupils	Year 1 – 81% Year 2 – 92%
Key Stage 2 8-11 years	% of pupils who meet the required standards in reading, writing and mathematics	53% of pupils meet the standard, in line with the Lancashire average, ranging from 48% in Blackpool to 56% in Wyre and 58% in Fylde.	North West – 53% England excluding London – 53%
Key Stage 4 14-16 years <i>(Recent changes to the GCSE system mean there are three separate performance measures)</i>	Average Attainment 8 score: A measure of attainment – a pupil's average score across a set of eight subjects including English and maths	47 , ranging from 44 in Blackpool to 49 in Wyre and 50 in Fylde, compared to 49 across Lancashire	England excluding London – 50
	Average Progress 8 score: A measure of relative progress - the comparison of pupils' Attainment 8 score with the average Attainment 8 score of all pupils nationally who had a similar KS2 results (0.0 = the national average)	-0.27 Ranges from -0.38 in Blackpool and -0.27 in Fylde to -0.14 in Wyre, compared to -0.11 across Lancashire	England excluding London: -0.06
	% achieving English Baccalaureate: grade 5 or above in English and maths GCSE, plus C or above in science, a language and history or geography	16% achieve the EBacc, ranging from 9% in Blackpool, to 20% in Fylde and 22% in Wyre compared to 21% across Lancashire as a whole	North West – 23% England excluding London – 24%
	Destinations at age 16	92% compared to 94% across Lancashire as a whole	England excluding London - 94%

Young people aged 16-19 – What do young people do post GCSEs in Blackpool, Fylde and Wyre?

Level 2 attainment by age 19



Level 3 attainment by age 19



KS5 Destinations

88%
of students in Blackpool, Fylde and Wyre enter sustained education or employment after Key Stage 5

66%
enter sustained education

23%
enter sustained employment

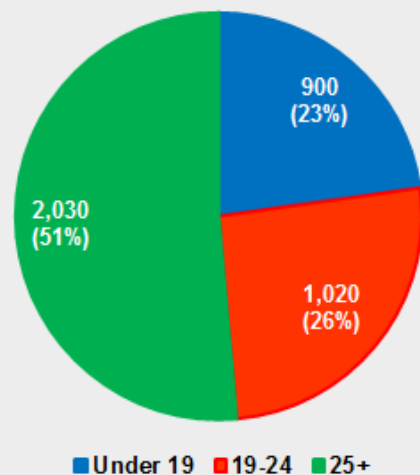
55%
Higher education institutions

10%
Further education institutions

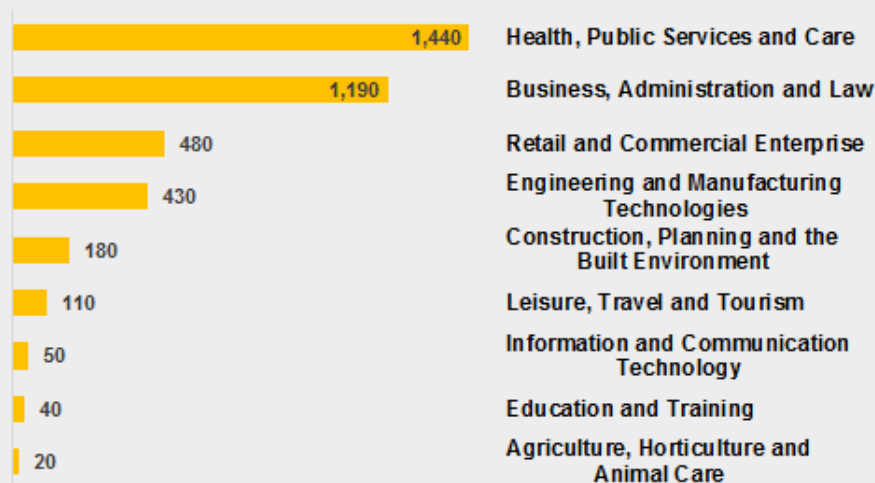
Of which **6%** are apprentices

Apprenticeships – Apprenticeship starts in Blackpool, Fylde and Wyre

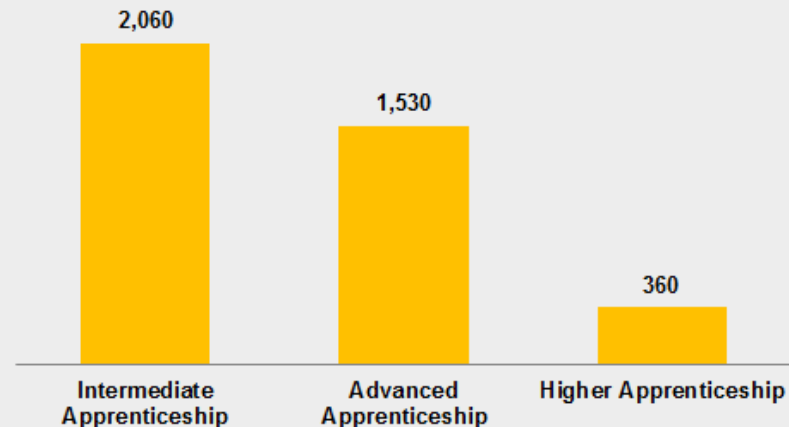
Apprenticeship starts 2016/17 in Blackpool, Fylde and Wyre



Apprenticeship starts in Blackpool, Fylde and Wyre by subject



Apprenticeship starts in Blackpool, Fylde and Wyre by Level



The age profile of apprentices in Blackpool, Fylde and Wyre is older than typical. A smaller proportion of apprenticeship starts in the area are by under 19s than in Lancashire (25%) and nationally (25%).

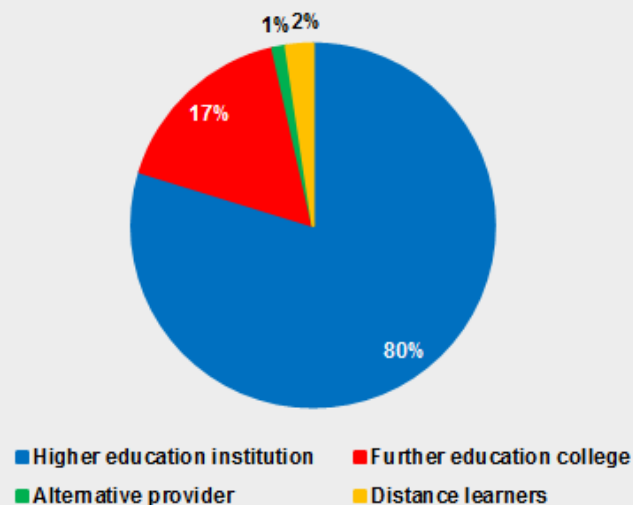
The proportion of advanced and higher apprenticeships (48%) is in line with the Lancashire (48%) and national (47%) averages.

The profile of subjects studied is largely similar to the Lancashire wide and national picture, with the main differences including:

- A higher proportion of apprentices (36%) start **health, public services and care** than across Lancashire (30%) and nationally (28%).
- The proportion that start **engineering and manufacturing technology** and **retail and commercial enterprise** is lower than the Lancashire and national average (11% compared to 14% and 16% for engineering and manufacturing technology, and 12% compared to 13% and 15% for retail and commercial enterprise).
- The share of starts which are in **business, administration and law** are in line with the Lancashire average (30%), which is above the national level (28%).

There are 53,700 students studying with 16 different higher education providers in Lancashire (including FE and alternative providers)

Location of provision for HE Students in Lancashire



Further education colleges are a very important part of higher education provision in Lancashire and teach a greater share of higher education students (17%) than nationally, where they only provide 7% of higher education provision.

Nationally more students are taught in higher education institutions (87%) and from distance (4%) than in Lancashire.

Domicile of HE students study in Lancashire by institution type

	North West	Rest of UK	EU	Rest of the World
Higher Education Institution	67%	22%	3%	8%
Further Education College	84%	13%	1%	3%
Alternative Provider	33%	59%	5%	2%

Where do Lancashire's higher education students come from?

1. Lancashire (39%)
2. Greater Manchester (17%)
3. Liverpool City Region (14%)
4. Cheshire and Warrington (4%)
5. Cumbria (3%)

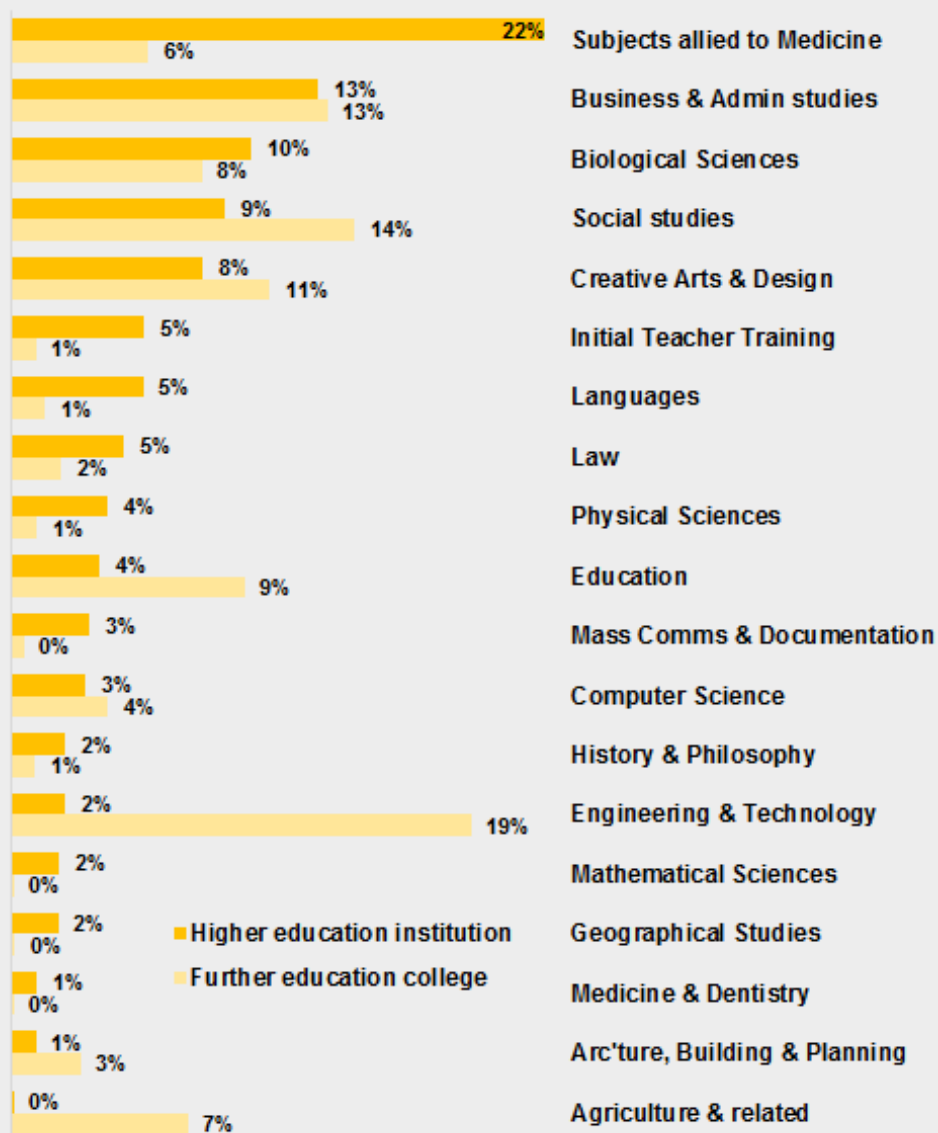
More than two-thirds of students at Lancashire's higher education institutes are from the North West. This is a very high proportion when compared to the national position: across England less than half of students (46%) at HEIs are studying in their home region.

The proportion of International HEI students in Lancashire (11%) is below the national average (14%)

The proportion of HE students in FE colleges in Lancashire who are from the North West with is in line with national proportion who study in their home region: 83%.

Higher Education – What HE courses are studied in Lancashire?

Higher Education students by subject in Lancashire



Higher Education Providers in Lancashire

>> *Based in Blackpool, Fylde and Wyre:*

- Blackpool and Fylde College (FE)
- Myerscough College (FE)

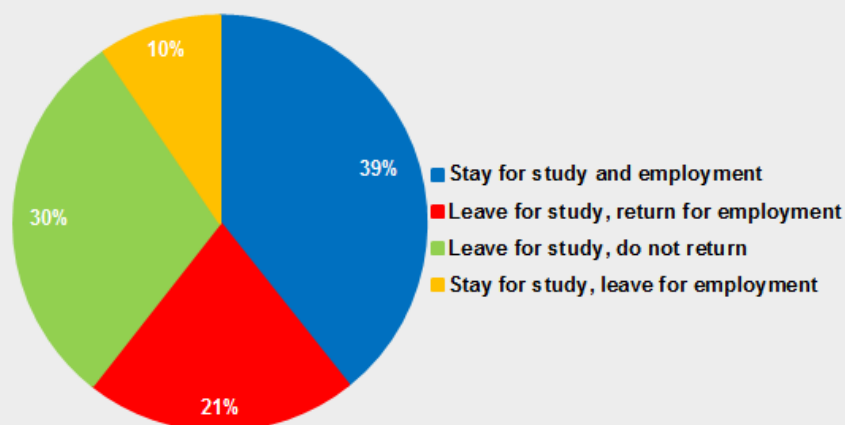
>> *Based elsewhere in Lancashire:*

- University of Central Lancashire (HE)
- The University of Lancaster (HE)
- Edge Hill University (HE)
- University of Cumbria (HE)
- Accrington and Rossendale College (FE)
- Blackburn College (FE)
- Burnley College (FE)
- Cardinal Newman College (FE)
- Lancaster and Morecambe College (FE)
- Nelson and Colne College (FE)
- St Mary's College (FE)
- Preston College (FE)
- Runshaw College (FE)
- West Lancashire College* (FE)
- UCFB College of Football Business (AP)

In Lancashire's HE institutions, more than 20% of students are studying subjects allied to medicine, compared to 13% nationally. In contrast, only 2% of students at HE institutions in Lancashire study engineering and technology, compared to 7% nationally.

Engineering and technology accounts for a much higher proportion of higher education students studying in FE: 19% of higher education students. This compares to 17% nationally. In Lancashire, there are also more students choosing social studies (14% compared with 8% nationally), and fewer studying creative arts and design (11% compared with 17%).

Lancashire Residents Participating in Higher Education



60% of Lancashire residents who participate in higher education go into employment in Lancashire. This proportion is similar to the national average for a LEP (59%).

The share of those who stay for study and employment is higher than the LEP average (29%) while the share of those who leave for study and return for employment is lower than the LEP average (30%).

HE Destinations

Where do Lancashire's students go to work?

The top 5 LEP area destinations:

1. Lancashire (37%)
2. Greater Manchester (19%)
3. Liverpool City Region (12%)
4. Cheshire and Warrington (4%)
5. London (4%)

Outcomes achieved by students of Lancashire's Higher Education:

One year

After one year 79% of graduates from Lancashire's Higher Education Institutions are in sustained employment. 10% of graduates have no sustained destination, slightly lower than the average for all institutions in the North West where the figure is 11%.

Three years

After three years, the proportion in sustained employment rises to 81%, and only 7% have no sustained destination, again below the North West figure (8%).

Five years

After five years, the proportion in sustained employment remains at 81%. The number with no sustained destination drops again to 6%, still below the regional average (7%).

The Education and Skills System

Data is available for all levels of the education and skills system, from Key stage 1 through to Higher Education. The data to Key Stage 5 shows how well education, skills and training providers and residents in the Travel to Work Area are performing, as well as providing an indication of the choices that residents make after leaving school.

Data for Higher Education is available at the Lancashire level. It is based on data gathered for the higher education institutions (including further education colleges and alternative providers that deliver higher education) based in Lancashire and therefore generally covers students that study in the area, regardless of where they come from unless otherwise stated.

Key Stage 1 and 2

Across the LEP area between 80% and 81% of Year 1 pupils meet the required standard of phonic decoding compared to 80% in the North West and 81% across England as a whole.

Data that is available for the Travel to Work Area shows that by the end of Key Stage 2, 53% of pupils are meeting the required standards in reading, writing and mathematics in Blackpool, Fylde and Wyre. This is the fourth highest of Lancashire's six Travel to Work Areas (above Burnley and Pendle and Lancaster and Morecambe) and is consistent with the Lancashire and national average (both 53%). Performance in Fylde (58%) and Wyre (56%) is distinctly higher than in Blackpool (48%).

Key Stage 4 (GCSE)

In terms of measuring performance at Key Stage 4 (GCSE), the Department for Education implemented a new secondary school accountability system in 2016, using Attainment 8 and Progress 8 measures.

Attainment 8 measures the average achievement of pupils in up to 8 qualifications including English (double weighted if the combined English qualification, or both language and literature are taken), maths (double weighted), three further qualifications that count in the English

Baccalaureate (EBacc) and three further qualifications that can be GCSE qualifications (including EBacc subjects) or any other non-GCSE qualifications on the DfE approved list.

Progress 8 aims to capture the progress a pupil makes from the end of Key Stage 2 to the end of Key Stage 4. It compares pupils' achievement – their Attainment 8 score – with the average Attainment 8 score of all pupils nationally who had a similar starting point (or 'prior attainment'), calculated using assessment results from the end of primary school. Progress 8 is a relative measure, therefore the national average Progress 8 score for mainstream schools is zero.

Across Blackpool, Fylde and Wyre:

- The **average attainment 8 score** is 47, below the Lancashire average of 49 and 50 nationally (excluding London). Only Burnley and Pendle has a lower average score across the Lancashire Travel to Work Areas. Performance is lowest in Blackpool at 44 and rises to 49 in Wyre and 50 in Fylde.
- On average, pupils make less progress from the end of Key Stage 2 to the end of Key Stage 4 than across Lancashire as a whole and nationally (excluding London), although all areas are below the national average when London is included. **The average progress 8 score** in Blackpool, Fylde and Wyre is -0.27 (compared to -0.11 for Lancashire and -0.06 for England minus London). This is the weakest progress score of the six Lancashire Travel to Work Areas. Progress is strongest in Wyre (-0.14), but is still below the Lancashire average, and weakest in Blackpool (-0.38).
- Around one sixth (16%) **achieve the English Baccalaureate** (a grade 5 or above in English and maths and a grade C or above in science, a language, and geography or history), below the Lancashire average (21%), and below the average nationally (excluding London 24%). The proportion in Wyre (22%) is above the Lancashire average, Fylde (20%) just below, and in Blackpool well below (9%).

The Education and Skills System in Blackpool, Fylde and Wyre

Upon completion of Key Stage 4, 92% of leavers remain in sustained education and/or an employment / training destination, slightly lower than the Lancashire and national average (94%). Only Burnley and Pendle has a lower proportion across all of the Lancashire Travel to Work Areas. There are, however, variances by local area with the proportion in sustained education and/or an employment / training destination ranging from 90% in Blackpool to 94% in Wyre and 95% in Fylde.

Young People aged 16-19

Between aged 16 and 19, attainment at Level 2 / Key Stage 4 (equivalent to GCSE) and Level 3 / Key Stage 5 (equivalent to A-Levels) is measured.

Across Blackpool, Fylde and Wyre, by the age of 19:

- 88% have **achieved Level 2** outperforming the Lancashire (87%) and national averages (85%). 71% have **achieved Level 2 with English and maths**, below the Lancashire (73%) but in line with the national average (71%). The strongest performance is in Fylde (95% and 78%) then Wyre (90% and 77%), whereas Blackpool is well below the national average (83% and 64%).
- 58% have **achieved Level 3** is in line with the Lancashire average (59%) and outperforming the national average (56%). As with Level 2, the strongest performance is in by Fylde (64%) and Wyre (62%), with Blackpool again well below the Lancashire and national average.

Upon completion of Key Stage 5, 88% of leavers enter sustained education or employment – the third highest rate of the Lancashire Travel to Work Areas behind Preston, Chorley and South Ribble and Lancaster and Morecambe, and in line with the Lancashire (88%) and national (89%) averages. The proportion ranges from 86% in Blackpool to 89% in Wyre and 91% in Fylde.

The split between education (66%) and employment (23%) is skewed towards employment compared with Lancashire (68% and 20%), and more

similar to the national profile (65% and 24%), although education remains the preferred choice.

The large majority of those entering sustained education (83%) go to Higher Education Institutions (within and outside Lancashire), while approximately 15% attend further education institutions. Nationally a higher proportion of students that enter sustained education attend further education colleges (23%) although higher education remains the preferred choice (73%). Just over one in twenty students start an apprenticeship upon completion of Key Stage 5, below the Lancashire and national average.

Apprenticeships

More employers are choosing apprenticeships as a way to get the people and skills they need. In 2016/17, there were almost 4,000 apprenticeship starts in Blackpool, Fylde and Wyre.

This was the third highest number of starts across the Travel to Work Areas (following Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley and Preston, Chorley and South Ribble) and accounted for more than one fifth (22%) of the starts across Lancashire as a whole (in line with the area's share of the working age population).

The highest number of starts were in Blackpool (49%), followed by Wyre (30%) and Fylde (20%).

More than half of the starts (51%) were by learners aged 25+, while the remainder were split between learners aged under 19 (23%) and aged 19-24 (26%).

Across the Travel to Work Area, the apprentice age profile is older than typical with a smaller proportion of starts accounted for by under 19s (23%) when compared with the Lancashire and national average (both 25%). This is, however, driven by Blackpool (where 20% of starts are accounted for by under 19s compared to 24% in Fylde and 26% in Wyre). In contrast, a lower proportion of starts in Wyre (46%) are accounted for by those aged 25 and over (this compares to 51% in Fylde and 55% in

Blackpool) and is in line with the Lancashire (47%) and national (46%) average.

There are three main levels of apprenticeships:

- **Intermediate apprenticeship:** This is classed as Level 2 and equivalent to 5 good GCSEs
- **Advanced apprenticeship:** This is classed as Level 3 and equivalent to 2 A-Levels
- **Higher apprenticeship:** This can cover level 4, 5, 6 and 7 and is equivalent to foundation degrees and above.

More than half of the apprenticeship starts in Blackpool, Fylde and Wyre in 2016/17 were on intermediate apprenticeships, while a further 40% were advanced apprenticeships. The remaining 8% were higher apprenticeships.

The proportion of advanced and higher level starts in the Travel to Work Area (48%) is in line with the Lancashire (48%) and national (47%) average. This applies across all local areas (where advanced and higher level apprenticeships account for between 46% and 48% of starts).

A wide range of subjects are covered by apprenticeships, including subjects which align with Lancashire's priority sectors.

The most popular subject in Blackpool, Fylde and Wyre is health, public services and care (which accounted for 36% of starts in 2016/17), followed by business administration and law (accounting for 30% of starts). There were also at least 400 starts in engineering and manufacturing technology and retail and commercial enterprise (accounting for 11% and 12% of starts respectively).

Other subjects studied include construction, planning and the built environment (5%); leisure travel and tourism (3%); information and communication technology (1%); education and training (1%); and agriculture/horticulture and animal care (1%).

The profile of subjects studied is largely similar to the Lancashire wide and national picture, with the main differences including:

- The proportion that start **health, public services and care** (36%) is above the Lancashire (30%) and national averages (28%). This varies by local area and is a more popular choice in Blackpool and Fylde (accounting for 42% and 36% of starts respectively) than in Wyre (accounting for 27%).
- A similar proportion of apprentices (30%) start **business administration and law** as in Lancashire (30%) and nationally (28%). This is the case in all three areas, ranging from 29% in Blackpool to 32% in Wyre.
- The proportion that start **engineering and manufacturing technology** and **retail and commercial enterprise** is lower than the Lancashire and national average (11% compared to 14% and 16% for engineering and manufacturing technology, and 12% compared to 13% and 15% for retail and commercial enterprise). The proportions starting these subjects is below the Lancashire average at the local level, with the exceptions of retail and commercial enterprise in Fylde (15%) and engineering and manufacturing in Wyre (17%).

Higher Education in Lancashire

Overall, there are 53,700 studying at 16 different higher education providers in Lancashire. The large majority (80%) are based at the four higher education institutions– the University of Lancaster, the University of Central Lancashire (which has its main campus based in Preston), University of Cumbria and Edge Hill University. A further 17% are based in further education colleges, including Blackpool and Fylde College and Myerscough College in the Travel to Work Area. The remainder are either based at an alternative provider (1%) or are distance learners (2%).

Compared to the national profile, a much higher share of students in Lancashire study at further education colleges (17% compared to 7%). In contrast, a smaller share of learners attend higher education institutions (80% compared to 87%) or are distance learners (2% compared to 4%).

The higher education institutions and further education colleges have a strong regional draw. Approximately two thirds of students at Lancashire's

higher education institutions are from the North West, which is much higher than the proportion of students (46%) that typically study at higher education institutions in their home region across England. At Lancashire based further education providers, the proportion of higher education students from the North West is even higher (84%) in line with the national average (83%).

Overall, almost two fifths of students are from Lancashire and choose to stay in Lancashire to undertake higher education. Other LEP areas from which students are attracted include Greater Manchester, Liverpool City Region, Cheshire and Warrington and Cumbria. International students account for between 3% (at further education providers) and 8% (at higher education institutions) of higher education students in Lancashire. The latter is below the national average (10%).

A wide range of subjects are available, covering all sectors and priority sectors. The popularity of subjects varies by provider type. Across higher education institutions, the most popular subject choice is subjects allied to medicine (accounting for 22% of students), followed by business and admin studies (13%), biological sciences (10%), social studies (9%) and creative arts and design (8%). When compared with the national profile, the key differences include:

- A much higher proportion of students studying subjects allied to medicine in Lancashire (22% compared to 13% nationally).
- A lower proportion of students studying engineering and technology (2% compared to 4%)

At further education colleges the most popular subjects are engineering and technology (accounting for 19% of students), followed by social studies (14%), business and admin studies (13%), creative arts and design (11%) and education (9%). When compared with the national profile, the key differences include:

- A higher proportion of students studying engineering and technology (19% compared to 17% nationally) and social studies (14% compared to 8%)

- A lower proportion of students studying creative arts and design (11% compared to 17%)

The large majority of students (77%) at Lancashire's single alternative Higher Education provider study business and admin studies, while the remainder study mass communication (13%) and law (2%).

Higher Education Destinations

Data on higher education destinations is available for: (a) higher education students studying in Lancashire regardless of where they are originally from; and (b) Lancashire residents participating in higher education regardless of where they are studying.

Lancashire based higher education students: Over a third (37%) of students studying in Lancashire stay in Lancashire upon completion of their higher education students. Other popular destinations include Greater Manchester, Liverpool City Region and Cheshire and Warrington, which is to be expected given the high proportion of students that originate from across the North West. The other most popular destination is London, although this only applies to 4% of students.

One year after completing higher education, 79% of Lancashire's students are in sustained employment, and this increases to 81% five years after. This is slightly higher than the North West average of 77% and 79% respectively.

Lancashire residents participating in higher education: In terms of Lancashire residents that participate in higher education, 60% subsequently enter employment in Lancashire. This is similar to the national average for LEP areas (59%). However, this is made up of a much higher proportion of students that stay for study and employment (39% in Lancashire compared to the LEP average of 29%) than those who leave for study and return for employment (21% in Lancashire compared to LEP average of 30%).

Key messages for partners across Blackpool, Fylde and Wyre

The data and analysis set out in this Travel to Work Area Report and in the wider Labour Market Intelligence Toolkit provides an overview of employment and skills in Blackpool, Fylde and Wyre, and across Lancashire more widely.

This provides local partners with intelligence that can be used to identify and set skills and employment priorities and to design, influence, develop and implement intervention that supports skills development and tackles skills and employment issues, maximising the resources available.

This intervention could take a variety of forms, ranging from providing advice and guidance to learners and employers through to delivering projects targeted at specific groups such as unemployed adults, and designing and shaping the curriculum in schools, further education and higher education providers.

This section of the report summarises the key messages to help guide partners in Blackpool, Fylde and Wyre.

The Third Largest Population and Employment Centre in Lancashire

Blackpool, Fylde and Wyre is the third largest of the Lancashire Travel to Work Areas in both population and employment terms, accounting for approximately one fifth of jobs and residents. Blackpool is the largest area within the Travel to Work Area.

Overall the area's population has remained stable over the past ten years in contrast to growth across Lancashire and nationally, while employment has grown in line with the Lancashire average, but below the national average. Employment patterns have also varied at the local level, with Blackpool and Wyre creating jobs, while Fylde has experienced a net loss.

A Diverse Economy with Varied Employment Opportunities

The Blackpool, Fylde and Wyre economy is diverse, offering a range of employment opportunities to residents from within and outside the Travel to Work Area. The employment opportunities available cover all sectors, including Lancashire's priority sectors, and all occupations. The largest sectors are health, wholesale and retail, manufacturing and accommodation and food services.

Accommodation and food and arts, entertainment and recreation are particularly well represented in the local economy, reflecting the dominance of the visitor economy and Blackpool's role as a traditional tourism destination. There are also high concentrations of public administration, manufacturing and health employment.

While the area has a lower concentration of professional, scientific and technical activities than the nationally, the sector has been growing strongly and the Travel to Work Area now accounts for a quarter of the total employment opportunities available in the sector across Lancashire. The majority of these jobs are located in Fylde.

The composition of the business base, further adds to the diversity of the employment opportunities. In addition to key large employers, there is also a significant SME base in each sector offering jobs at all skills levels.

Employment is distributed across the area, with concentrations in the key centres, along transport routes and at major employment locations such as Warton Aerodrome and Blackpool Airport Enterprise Zone.

Overall, the diversity and distribution of the employment base helps to support a reasonably high concentration of residents to both live and work in Blackpool, Fylde and Wyre. It also benefits residents from other parts of Lancashire who travel into the area to access employment.

Future Employment Opportunities

Employment is forecast to grow between 2018 and 2028, with the creation of over 1,760 new jobs. The level of growth in Blackpool, Fylde and Wyre is expected to be lower than the Lancashire wide average. Forecasts indicate that there will be recruitment across all sectors and occupations, including in each of Lancashire's priority sectors, and sectors that have recently experienced employment decline such as manufacturing. This will include recruitment for new jobs created through sector growth and jobs that become available as people leave or change jobs. Overall, there are expected to be opportunities for over 154,000 people between 2018 and 2028, equivalent to just over 14,000 per annum.

In Blackpool, Fylde and Wyre, the sectors offering the most employment opportunities each year are expected to be accommodation and food services; wholesale and retail trade; human health and social work; arts, entertainment and recreation; and professional, scientific and technical activities. In terms of occupations, recruitment is expected to be highest for professional; caring, leisure and other services; manager, director and senior official; and elementary occupations reflecting a move towards an 'hourglass' shaped labour market with opportunities at the top and bottom end.

A key trend, which will be of particular importance to local partners, is the forecast change in skills requirements. In line with trends forecast for Lancashire and nationally, demand and the need for residents to have higher level skills is expected to increase.

Specifically, the number of people in employment in Blackpool, Fylde and Wyre which hold qualifications at Level 3 or above will increase, while the number in employment with qualifications at Level 2 or below or no qualifications will fall. The number of people in employment with other qualifications, such as apprenticeships is also expected to increase. This trend typically applies across all occupations.

Both the forecast growth in the economy and the changing skills requirements highlight the need to ensure that the local labour supply is of an appropriate scale and suitably qualified to meet the future needs of

employers and support local economic growth. This will require partners to address a series of challenges as set out in the following sections.

Maximising Labour Supply in Blackpool, Fylde and Wyre

While the population is expected to grow over the next ten years across Blackpool, Fylde and Wyre, the population is ageing – as is the case nationally - and this will present challenges for the economy, and especially local employers, in terms of labour supply and recruitment.

In particular, the working age population in Blackpool, Fylde and Wyre is expected to fall, continuing the trend seen over the past 10 years. To add to the challenge, this is a Lancashire wide trend (although decline in Blackpool, Fylde and Wyre is expected to be more significant than across Lancashire as a whole) further limiting the labour supply that will be available from neighbouring areas.

This challenge reinforces the need to maximise the participation of local residents in the economy. Overall, the area has a below average employment rate and above average levels of unemployment and inactivity. While this masks differences across local areas with Fylde outperforming Lancashire and national averages, there continues to be a significant cohort of unemployed and inactive adults across the Travel to Work Area, many of whom would like to work, as well as adults with low or no qualifications. The concentrations of unemployed and inactive adults are particularly high in Blackpool and Wyre. Identifying opportunities to engage these group will help to boost prosperity and tackle wider labour market challenges across the area.

There are also variances by gender, age and ethnicity, which are masked by the Travel to Work Area average and which will require targeted intervention.

In addition to increasing participation, there is a need to consider how residents that are already in work are employed and if support can be provided to aid development and progression, and to ensure that these residents are able to continue to find work as employer and skills requirements continue to change.

One particular example that highlights this issue, is the lower skills profile of residents from Blackpool and the high proportion that work in lower skilled and lower paid occupations including elementary occupations. This is reflected in the average annual earnings of residents which are below the average for residents Lancashire wide.

Meeting Employers Skills Needs – Now and in the Future

In recent years, there has been an increasing focus on responding to and meeting employer needs as a means of supporting local economic growth. In addition to the forecast changes in skills levels, employers continue to report skills gaps in the current workforce and skills shortages when trying to recruit new workers. Some of the most commonly reported reasons for skills gaps amongst employers relate to employees and potential recruits undertaking and completing relevant training.

The data available suggests that training provision linked to all sectors and occupations is available across Lancashire, and generally the most popular subject choices for apprenticeships and higher education align with key sectors and employment opportunities locally. Ensuring that the content, availability and level of this provision, aligns with employer needs is an important priority for local partners, especially as a number of changes in the way people learn and their learning choices, including changes through Technical Education reform, are implemented. Alongside this, and of equal importance, there is a need to ensure that the current and future labour supply are aware of employer requirements and gain the skills, qualifications and employability skills they need.

Appendix: Sectors, Occupations and Educational Routes

The table below shows (in broad terms) the relationship between sectors (including Lancashire's priority sectors), occupations and the emerging technical education routes which will provide a pathway into many skilled occupations in future. There is a large degree of overlap between occupations and sectors, with many occupations found across a large number of sectors, e.g. management roles, administrative occupations and support roles such as IT, human resources, etc. The allocation of a technical education route to a specific sector therefore is somewhat simplistic – many routes will be relevant to a number of sectors.

It is also important to note that many occupations require similar underlying skills and qualifications, including numeracy, literacy and IT skills. Technical education is only one route into employment – many people will progress into higher education, where the link between subject studied and occupation subsequently taken up can be less direct.

Sectors, Occupations and Education Routeways			
Sector	Relationship to Lancashire's Priority Sectors	Occupations*	Technical Education Routes**
Agriculture, forestry and fishing	n/a	Vast majority of jobs are in skilled trades and elementary occupations, e.g. farmers, groundsmen, farm workers etc, plus a small number of higher level occupations e.g. managers, veterinarians, environmental professionals	Agriculture, environmental and animal care
Mining and quarrying	Some elements are part of Energy and Environmental Technologies	One-third work in higher level occupations, including engineers, production managers, health and safety officers etc 20% are process, plant and machine operatives, e.g. plant workers Relatively high proportion of administrative and secretarial occupations	Construction Engineering and manufacturing
Electricity, gas, steam and air conditioning supply	Energy and Environmental Technologies		
Water supply, sewerage, waste management and remediation	Some elements are part of Energy and Environmental Technologies		

Sectors, Occupations and Educational Routes

Manufacturing	<p>Some elements are part of Advanced Manufacturing</p> <p>Some elements are part of Energy and Environmental Technologies</p> <p>Some elements are part of Creative and Digital Industries</p>	<p>30% of workers are in professional or technical roles, e.g. production managers, engineers.</p> <p>One quarter are in skilled trades (e.g. welding, machining etc).</p> <p>20% are in less skilled processing and packing roles.</p>	Engineering and manufacturing
Construction	<p>Construction</p> <p>Some elements are part of Energy and Environmental Technologies</p>	<p>Over half of workers are in skilled trades jobs such as bricklayers, plumbers, carpenters etc</p> <p>1 in 10 are in professional occupations, including engineers, surveyors etc</p>	Construction
Wholesale and retail, repair of motor vehicles	n/a	As well as sales and customer service jobs, people work as managers, in finance roles, and as cleaners and security staff.	Sales, marketing and procurement
Transportation and storage	Some elements are part of Visitor Economy	One third work in plant and machine operative roles, including bus, train, van, truck and taxi drivers	Transport and logistics
Accommodation and food service activities	Visitor Economy	Jobs include chefs, kitchen and catering assistants, waiters and waitresses, bar staff and cleaners. Some people work as managers, but there are very few professional roles in this sector.	Catering and hospitality
Information and Communication	<p>Some elements are part of Creative and Digital Industries</p> <p>Some elements are part of Finance and Professional Services</p>	<p>A large proportion of workers are in elementary occupations – largely postal workers</p> <p>Professional and associate professional occupations include IT professionals and IT technician roles.</p>	Digital

Sectors, Occupations and Educational Routes

Financial and insurance activities	Part of Finance and Professional Services	<p>44% of roles are in professional and associate professional occupations, including legal roles such as solicitors and barristers, accountancy, advertising etc</p> <p>13% work as managers and senior officials</p> <p>1 in 5 work in administrative and secretarial roles, including as finance clerks</p>	Legal, financial and accounting
Real estate activities	Part of Finance and Professional Services		
Professional, scientific and technical activities	<p>Some elements are part of Finance and Professional Services</p> <p>Some elements are part of Advanced Manufacturing</p> <p>Some elements are part of Energy and Environmental Technologies</p> <p>Some elements are part of Creative and Digital Industries</p>		Legal, financial and accounting
Administrative and support service activities	<p>Some elements are part of Finance and Professional Services</p> <p>Some elements are part of Visitor Economy</p>		Business and Administration
Public administration and defence	n/a	<p>One third of occupations are in professional roles, including medical personnel, social work, teaching roles etc</p> <p>12% are in associate professional roles such as paramedics</p> <p>1 in 4 are in caring occupations such as carers, nursery nurses etc</p>	Business and Administration
Education	Some elements are part of Creative and Digital Industries		Protective services
			Education and childcare
Human health and social work activities	Health and Social Care		Health and science
			Care services

Arts, entertainment and recreation	Parts included in Visitor Economy; Parts included in Creative and Digital	Relatively few people are employed in professional roles	Creative and design
Other service activities	n/a	One-third of people work in caring, leisure and other service occupations, such as hairdressing and beauty therapy Associate professional occupations include artistic occupations such as artists, authors, actors, dancers, musicians, photographers	Hair and beauty

Source: BRES, Annual Population Survey
* Occupations data based on broad sector definitions and applied to SIC sections
** Technical education routes will prepare people for occupations which may be found within a number of sectors