



Lancashire
Enterprise Partnership

The Blackpool, Fylde and Wyre Labour Market Intelligence Report

*Part of the 2019 Lancashire Labour
Market Intelligence Toolkit*



European Union
European Social Fund
Investing in jobs and skills



The Lancashire Labour Market Intelligence Toolkit and Report Overview

This report is the **Travel to Work Area (TTWA) Labour Market Intelligence report for Blackpool, Fylde and Wyre**, part of the **2019 Lancashire Labour Market Intelligence (LMI) Toolkit**. It updates the information provided in the 2018 Toolkit and aligns with the Department for Education's (DfE's) Skills Advisory Panel (SAP) toolkit for local skills analysis.

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** – of which this is one - covering **six TTWA's¹ in Lancashire²**, alongside a stand-alone report covering **Lancashire**.
- **A data matrix** that contains all of the underpinning data which has been analysed to inform the LMI reports and the presentation packs. This includes time series data (typically for up to 10 years) and data for Local Authorities, the six TTWAs, Lancashire, and the national average³. The Matrix includes Local Authority and TTWA summary sheets which allow users to access summary charts and tables for their selected area.
- **Presentation packs** for each area, providing key labour market facts and figures for those who need them.

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

| REPORT COVERAGE | |
|--|--|
| Overview and Key Messages | Overview and Key Messages for Blackpool, Fylde and Wyre. |
| 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 TTWA. <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 TTWA. <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 TTWA. <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 provision, 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> |

¹ TTWAs represent labour markets in which the residents of each local area are most likely to work. Not all residents work in the TTWA in which they live.

² Throughout this report, the term 'Lancashire' is used to refer to the Lancashire Local Enterprise Partnership (LEP) area.

³ 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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Overview of the Economy and Labour Market in Blackpool, Fylde and Wyre

Key Points

Residents

- In 2018, the population of the Blackpool, Fylde and Wyre Travel to Work Area (TTWA) is over 330,000, making it the third largest of Lancashire's TTWAs.
- The population has grown by 1% between 2008 and 2018, slower than the Lancashire growth rate (3%) and considerably slower than national growth (+7%).
- The population is older on average than in Lancashire, with the number of people of working age falling by 7,100 over the ten years between 2008 and 2018. This trend is expected to continue, with 6,700 fewer residents of working age forecast to live in the TTWA by 2028.
- The latest available statistics for 2017/18 show 73.6% of working age people are in employment. Whilst this is below the national rate (75.4%), the rate varies across the three local authorities with 78.0% in employment in Wyre compared to 72.1% in Blackpool and 70.4% in Fylde.
- Fewer residents hold higher level qualifications (NVQ4+) than in Lancashire or nationally (2017/18). There is a great disparity within the TTWA with 38.4% residents qualified to level 4+ in Fylde (above the national share), 32.6% in Wyre and only 27.7% in Blackpool. This qualifications gap is reflected in earnings with almost a £10,000 difference in residents' median annual earnings between Blackpool (£22,700) and Fylde (£32,600).
- Unemployment has been on a downward trend for a number of years, falling from 2017 after an increase in 2016. The latest estimate (5%) remains slightly higher than the Lancashire average (4.4%). Unemployment is relatively high for residents aged 20-34 in the TTWA with approximately 3,600 people in this age band unemployed, and amongst the male population (6.9%

unemployed). More than 5,200 residents within the TTWA receive unemployment-related benefits.

- Economic inactivity rates have also fallen between 2017 and 2018, but remains above the Lancashire and national averages. A higher proportion of economically inactive people within the TTWA are either long-term sick or retired than compared to Lancashire.
- There is a significant level of deprivation within the TTWA. Almost a quarter (24%) of neighbourhoods (defined using Lower Layer Super Output Areas or LSOAs⁴) are amongst the 10% most deprived in England. More than three-quarters of these LSOAs in the TTWA are within Blackpool, the most deprived local authority in England in 2019.

Jobs and the Economy

- There are over 11,000 businesses / employers in the TTWA (2019), 89% of which are microbusinesses employing fewer than ten people.
- The TTWA's businesses provide 137,000 jobs in 2018, a figure which has increased by 1,000 jobs since 2017.
- The TTWA has a diverse economy. The largest sector in employment terms is Health and Social Care, which employs 22,000 people in 2018, 16% of the total workforce.
- The TTWA's notable relative employment strength lies in the visitor economy, which employs 19,000 people in the TTWA, almost a third of the sector across Lancashire.
- In 2018, there are a high proportion of jobs in Advanced Manufacturing and Public Administration, whilst the Construction, other Manufacturing, Administration and Support and Logistics sectors are growing.

¹ LSOAs are small geographies for data collection and reporting purposes that typically contain a population of approximately 1,500 people

Employment Forecasts

- Employment is forecast to grow between 2018 and 2028, with the creation of just over 1,750 new jobs, although the rate of growth will be slower than across Lancashire.
- Recruitment is expected 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 the relatively small number of new jobs created through sector growth, and jobs that become available as people leave or change jobs.
- The Visitor Economy and Administrative and Support Services, Wholesale and Retail Trade, Health and Social Care, and Professional, Scientific and Technical services will create the most job opportunities each year.
- In terms of occupations, recruitment is expected to be highest for Professional, Caring, Manager/Directors and Elementary Occupations reflecting a move towards an 'hourglass' shaped labour market with opportunities at the top and bottom end but fewer mid-level roles.
- Demand for higher level skills is expected to increase, with an increase in the number of people in employment in the TTWA with qualifications at Level 3 or 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.

Education and Skills

- Data for 2017/18 shows overall GCSE performance (average Attainment 8 score) is slightly below the Lancashire and England excluding London averages, although there is considerable variation across the TTWA, with Wyre exceeding comparator area averages. Young people in the TTWA make less progress between Key Stage 3 (14) and Key Stage 4 (16) than the Lancashire and England excluding London averages.
- By the age of 19, the proportion of young people who have attained Level 2 with English and maths qualifications is higher than the Lancashire and national averages, whereas the

proportion with Level 2 (regardless of English and maths) and Level 3 is below the Lancashire average but still above the national level (2017/18).

- Considering provision delivered with the TTWA in 2018/19, there were 15,180 students participating in Further Education (FE) with providers based within the TTWA.
- Based on the latest apprentice data for 2018/19, Blackpool, Fylde and Wyre residents accounted for approximately 2,730 apprenticeship starts, an increase of 3% since 2017/18.
- The most common apprenticeship subjects are Health, Public Services and Care and Business, Administration and Law.

Key messages for partners across Blackpool, Fylde and Wyre

This Travel to Work Level (TTWA)-level report, together with the information contained within the data matrix, provides an understanding of the skills and labour market position in Blackpool, Fylde and Wyre and how it compares to the picture across Lancashire, as well as the regional and national position.

The strength of the labour market and the supply of skills available to the economy are increasingly important in driving economic growth and delivering inclusive growth. Tackling the issues identified in this report will help to create the conditions in which the local economy can thrive.

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

Future Workforce: The Importance of the Young Future Workforce

Although employment in Blackpool, Fylde and Wyre is forecast to grow less quickly than in other parts of Lancashire, there is expected to be an absolute increase in the number of jobs within the TTWA over the next ten years, and local employers will need to fill many existing positions as current workers retire or move onto other roles.

The small existing working age population – accounting for the lowest percentage of the population across Lancashire's six TTWAs – ageing of the population and the very modest forecast increase in population makes it vital that the future workforce - the young people currently in education and training who will become part of the labour pool that local employers will draw from in future years - have the skills and capabilities which prepare them for employment in the 21st century.

The pace of change within the labour market, with technological developments affecting the type of occupations in which people will and the nature of work, makes forecasting future skills needs challenging. The skills and qualifications needed to obtain and perform existing job roles may change significantly. The future workforce will therefore need to be flexible and adaptable, and have the resilience to recognise and respond to change.

As well as having a firm foundation of the core skills needed for success in life - numeracy, literacy and digital skills, as well as work-related skills such as team-working, communication and problem-solving - young people need to be aware of the opportunities offered both within their local labour market and Lancashire, and an understanding of what is required from them to take up opportunities.

Better Informed Young People

In Blackpool, Fylde and Wyre there is a need to continue to engage and inform young people about the world of work and the opportunities which are open to them, and use this as a mechanism to inspire young people to raise their aspirations for their future, particularly in those parts of the TTWA where young people currently make below average levels of progress (i.e. Blackpool where the Attainment 8 score is significantly below the Lancashire average). A wide range of options are open to young people within the TTWA, in the form of both FE and apprenticeship provision.

Engaging employers in education not only helps to educate young people about the world of work, it also offers the opportunity to help shape what young people learn and how they are taught, ensuring the curriculum aligns with local skills needs. As Technical Education is rolled out, including the new T-Levels (which one college in the TTWA will be offering from September 2020), and employers continue to influence the content of

apprenticeships, the skills of the Future Workforce should become better aligned with the needs of the local economy.

Blackpool, Fylde and Wyre is the third largest of the Lancashire TTWAs in both population and employment terms, accounting for approximately one fifth of jobs and residents. Whilst the TTWA has a historical employment strength in the Visitor Economy (particularly in Blackpool but with above average proportions of employment across the three local authority areas), the large number of jobs in other priority sectors, particularly Health and Social Care and Advanced Manufacturing, offer a breadth of opportunities.

Connecting People to Local Employment Opportunities

Ensuring that there is an appropriate pool of labour to take up jobs, both as new jobs are created and as the existing workforce retires, will help the Lancashire economy to achieve its growth ambitions. Whilst good quality jobs such as those in the Advanced Manufacturing sector are likely to attract recruits from across a wider geography, ensuring that local young people have the skills and aptitudes sought by local employers is important to ensure local people benefit from the strength of the priority sectors locally.

Whilst growth is expected in the number of jobs in the TTWA requiring high level skills, the number of people employed within the TTWA with qualifications at Level 2 or below is expected to fall over the next ten years. However, despite the absolute decline in numbers, entry level jobs will continue to arise due to churn within the labour market, and employers will need to find new recruits to fill them. It is important that young people, particularly those who may not achieve Level 3 qualifications, are made aware of the opportunities that will be open to them, and provided with pathways once in work to continue to develop their skills and progress into higher levels of work-related learning.

Digital skills are increasingly required by employers across a wide range of occupations, and this is expected to continue as automation and digitalisation becomes more pervasive in all elements of the economy. Young people in the TTWA need the opportunity to acquire digital skills throughout their education, to give them a platform to develop the more advanced and specialist skills that they may need once in work.

A More Skilled and Productive Workforce

Blackpool, Fylde and Wyre TTWA's workforce is crucial to its future economic success. The vast majority of jobs are filled by local people, with more than four out of five residents in work being employed within the TTWA. Over the next ten years, there will be a need to find the workforce to take up the 1,750 or so additional jobs which are expected to be created by 2028 and to replace those workers who are leaving the workforce due to retirement.

This additional and replacement demand will coincide with a continued contraction of the working age population, reducing the size of the labour pool from which employers are able to recruit. Whilst international migration has contributed to population growth in recent years, there is considerable uncertainty over future migration patterns once the UK implements a new immigration system post-Brexit. Sectors such as health and social care and the visitor economy – where the TTWA has existing high concentrations of employment and continued strong labour demand is forecast – are anticipated to be most severely impacted by any changes.

It is therefore important that the potential of the existing workforce is fully utilised, and those not currently in employment but who are interested in working with the appropriate support are encouraged and enabled to play an active part in the economy. This is particularly important in Blackpool, Fylde and Wyre where the proportion of the economically inactive population wishing to work (27%) is higher than the Lancashire average (18%) in 2017/18.

New Skills and Changing Jobs

The changes seen within the labour market, with new roles emerging, and others changing radically as automation alters the way in which businesses operate, mean that re-skilling and upskilling are increasingly important, and will be required throughout our working lives. On average, the working age population in the TTWA hold fewer higher level qualifications, and many will need to refresh and develop their skills on an on-going basis. This is a particular challenge in Blackpool and Wyre where the proportion of the population qualified to NVQ4+ is below the Lancashire and national average.

Both employers and the individuals affected by change need to be provided with support to anticipate and respond to future change, providing opportunities to acquire the new skills that will keep businesses competitive and make individuals resilient to labour market change. Apprenticeships, both for young people and for older workers, are one part of achieving this, but there will also be a need for shorter, more intensive forms of training, which provide people with the core skills they need to move into new roles.

This type of training is particularly likely to be relevant to those needing digital skills either to retain their existing job, or move into a new one. Putting in place the training provision to deliver these skills will require provides to work with employers to identify the specific skills which are required in each role, and develop a training programme tailored to meet this specific need.

Inclusive Communities and an Inclusive Workforce

Over the past few years, the economy across Lancashire has strengthened and, like other places, the Blackpool, Fylde and Wyre TTWA has seen employment rise and unemployment fall. Unemployment does however remain above the Lancashire average at 5.0%, with some 7,400 people unemployed within the TTWA, and Blackpool's unemployment rate remains significantly higher than both the TTWA and national averages (6.5% against 5.0% and 4.1% respectively in 2017/18).

Some groups experience much higher rates of unemployment than others, with male residents and those aged between 20 and 34 reporting rates higher than the Lancashire averages. Intensive support is needed for those who are unemployed to connect them to local opportunities and ensure that they are equipped with the skills they will need to secure a job.

Economic inactivity has also been on a downward trend, although there have been fluctuations year by year and the Blackpool, Fylde and Wyre TTWA (at 22.5%) also continues to have a higher level of economic inactivity than Lancashire (21.8%) and the national position (21.4%). Rates are high amongst men and, relative to comparator areas, inactivity is particularly high amongst those aged over 35. Long term illness is a particular characteristics of the inactive population, accounting for 35.2% of the inactive residents in the TTWA, and a high of 45.5% in Blackpool,

Key Messages for Blackpool, Fylde and Wyre

against a Lancashire average of 24.6%. At 26.2%, inactivity levels are particularly high in Fylde, due to high levels of retirement, reflecting an older than average age structure.

Falling economic inactivity rates over the past ten years have brought a significant number of people into the labour pool within Lancashire, helping to offset the decline in the working age population. Continuing this trend, the TTWA will require a range of policy responses to address the different barriers faced by those who are economically inactive but may wish to work – a significant group within the TTWA.

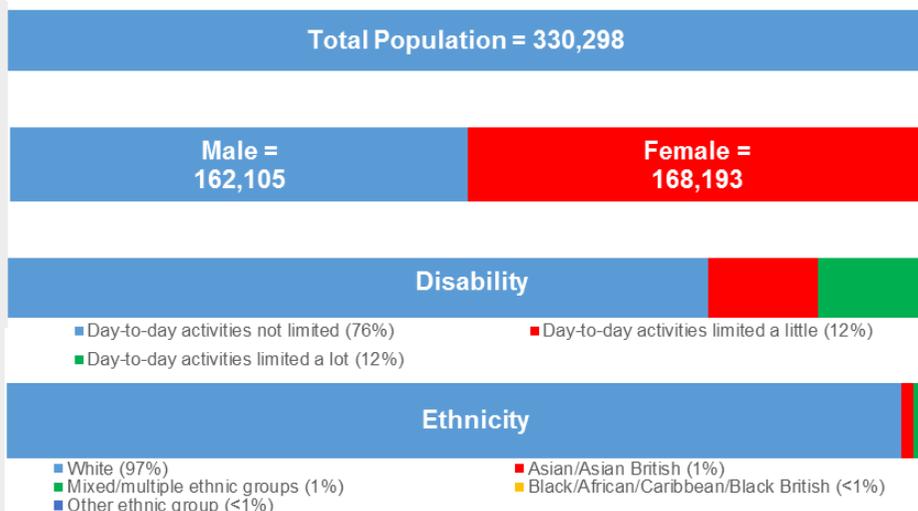
There is a need to recognise the diversity of the Blackpool, Fylde and Wyre area, with skills levels, employment and unemployment varying considerably across the TTWA. Focussing support on those areas where labour market outcomes are poorest will support inclusive growth ambitions and help to narrow the gap between the TTWA's strongest and weakest economics.

The latest update of the Index of Multiple Deprivation (IMD) highlights the extent of deprivation within the TTWA, with almost one-quarter of lower super output areas (LSOAs – small geographies for data collection and reporting purposes that typically contain a population of approximately 1,500 people) classed as being amongst the 10% most deprived nationally and Blackpool ranked as the most deprived local authority in the country. The challenges facing Blackpool are evident in varied statistics including very high levels of workless households (23.0% compared to 15.0% across Lancashire), below average proportions of adults holding NVQ4+ qualifications (27.7% against a Lancashire average of 34.9%) and an above average economic inactivity rate (22.9% against a Lancashire average of 21.8%). Tackling deprivation requires a holistic approach to its multiple domains, but improving skills and labour market outcomes has an important part to play, given the impact on employability and earnings, as well as the social and community benefits of education and skills.

The Population in Blackpool, Fylde and Wyre – Who lives in the area?

Overview of the Blackpool, Fylde and Wyre Population

Source: Mid-year Population estimates 2017/18, Census 2011



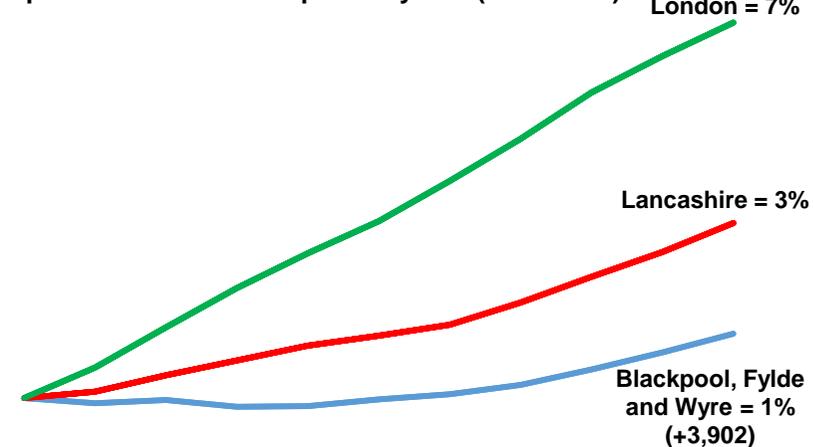
Population by Age Band, 2018

| | Blackpool, Fylde and Wyre | | Lancashire | England minus London |
|-------|---------------------------|-----|------------|----------------------|
| 0-14 | 52,700 | 16% | 18% | 18% |
| 15-19 | 16,700 | 5% | 6% | 6% |
| 20-24 | 16,100 | 5% | 6% | 6% |
| 25-34 | 35,900 | 11% | 12% | 13% |
| 35-44 | 33,900 | 10% | 11% | 12% |
| 45-54 | 47,800 | 14% | 14% | 14% |
| 55-64 | 46,400 | 14% | 13% | 12% |
| 65+ | 80,700 | 24% | 20% | 19% |

Source: Mid-year Population Estimates

In 2018, 193,600 residents (58.6%) are of working age (aged 16-64). This is lower than the share of the population that are working age in Lancashire (61.1%) and nationally (61.7%).

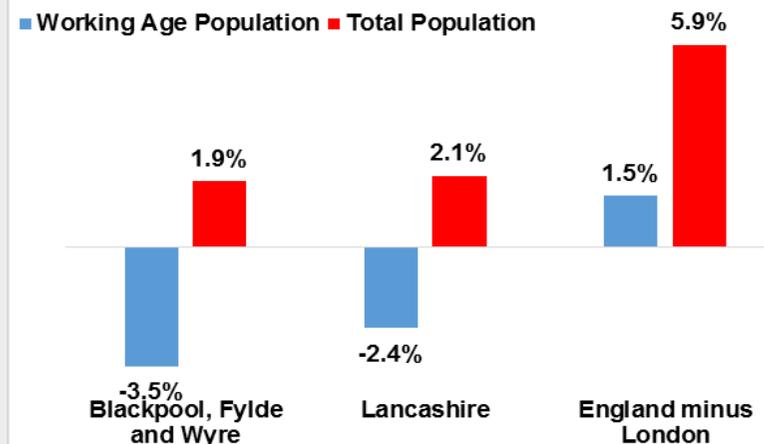
Population Growth: The past 10 years (2008-2018)



2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

Source: Mid-Year Population Estimates 2017/18

Population Forecasts, 2018 to 2028



Source: Mid-year Population Projections

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

Total Population

The Travel to Work Area (TTWA) is home to a population of almost 330,300 people in 2018, just under a quarter of the Lancashire total (22%). The population is the third largest of the six TTWAs in Lancashire.

Blackpool is the largest of the three local authorities, with just over 139,000 residents (42% of the TTWA total). Wyre and Fylde have 111,000 and 80,000 residents respectively. Across the TTWA 15% of the population live in a rural location (or 23% including hub towns) which is similar to the proportion across Lancashire. Wyre has the largest rural population of the three local areas, with over half living in a rural location or in a hub town.

The Blackpool, Fylde and Wyre population has grown by 1.2% over the past ten years (2008-2018), equating to an additional 3,902 residents. This rate of growth is below the population growth seen in Lancashire (+3.2%), and significantly lower than the rate of growth seen nationally over the same period (+7.0%).

In 2018, long term international migration resulted in a net increase in the population of 349, or 0.1%. This is in line with the Lancashire and national figures.

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 at 50.9% in 2018.

Just over 97% of the population of the TTWA 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 population in 2018, compared to 30% in Lancashire, the North West and nationally. Whereas 24% are aged over 65, compared to 20% in Lancashire, 19% in the North West and 19% nationally.

Working Age Population

There are 193,600 people of working age (16-64 year olds) in Blackpool, Fylde and Wyre, 58.6% of the total population in 2018. This accounts for a fifth (21.1%) of the Lancashire total.

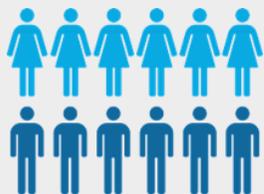
The working age population has fallen over the past ten years by 7,100 people, or -3.5%, in contrast to the population as a whole which has grown. This is not dissimilar to Lancashire where the working age population also declined (-1.4%), but is in contrast to nationally where the working age population grew by 2.5% over the same period. The local area with the steepest decline across Lancashire is Blackpool where the working age population has reduced by -6%.

Population Projections

The population of Blackpool, Fylde and Wyre is expected to continue to grow over the next ten years (2018-2028), with an additional 6,342 residents (+1.9%) forecast. This is a slightly slower rate of growth than is expected for Lancashire (+2.1%). Of the three local areas, Fylde is expected to have 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. Decline is expected across all three local areas, with the most significant fall expected in Blackpool which is forecast to have 3,724 less working age residents (-4.4%) by 2028.

Labour Market Overview – Who is working in Blackpool, Fylde and Wyre?



Employment

Residents who have a job or are self-employed (either within or outside the TTWA).

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 TTWA?

140,300 people, 73.6% of the resident working-age population (16-64) are in employment (2018), a 2.4 percentage point increase from 2010.

7,400 people, 5.0% of economically active residents are unemployed (2017/18).

42,900 people, 22.5% of the working-age population are economically inactive (2017/18).

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

Lower than Lancashire (**74.8%**) and National rates (**75.4%**) (2017/18).

Higher than Lancashire (**4.4%**) and national rates (**4.1%**) (2017/18).

Higher than Lancashire (**21.8%**) and national rates (**21.4%**) (2017/18).

What is happening at the local level?

Wyre has the highest employment rate of the three local areas at **78.0%** (2017/18).
Blackpool (**72.1%**) and Fylde (**70.4%**) are both below the TTWA average (2017/18).

The rate is higher in Blackpool (**6.5%**) than in Fylde (**4.6%**) or Wyre (**3.4%**) (2017/18).

Wyre has the lowest inactivity rate of the three local authorities at **19.3%** (Fylde **26.2%**, Blackpool **22.9%**) (2017/18).

This means that across Blackpool, Fylde and Wyre:

- 7,400 residents are unemployed and looking for work
- 42,900 residents are economically inactive - 11,400 of these residents (27%) would like to work, against an 18% Lancashire average.

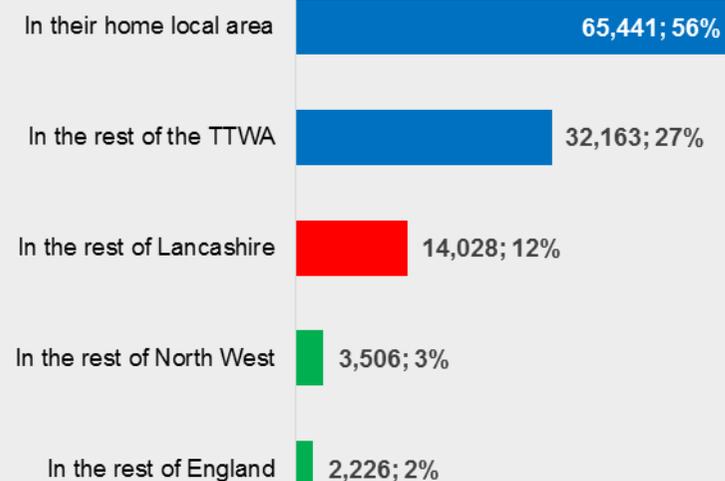
The primary reasons for being economically inactive (with percentages shown against Lancashire averages) are: being long-term sick (35% against 24.6%), being retired (21% against 16.6%), looking after family/home (19% against 22.7%), and studying (16% against 24.6%).

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

| Employment Patterns, 2017/18 | | | | |
|------------------------------|---------------------------|-------|------------|----------------------|
| Residents who work... | Blackpool, Fylde and Wyre | | Lancashire | England minus London |
| | No. | % | | |
| In self-employment | 24,000 | 17.1% | 12.4% | 13.7% |
| Full-time | 100,500 | 71.6% | 74.7% | 74.0% |
| Part-time | 39,600 | 28.2% | 25.1% | 25.8% |
| Under 10 hours weekly | 4,000 | 2.8% | 3.0% | 3.5% |
| 10-34 hours weekly | 45,700 | 31.7% | 28.6% | 28.1% |
| 35-44 hours weekly | 61,700 | 42.9% | 46.6% | 45.2% |
| 45 hours or more weekly | 32,500 | 22.6% | 21.8% | 23.2% |
| In non-permanent employment | 7,500 | 5.1% | 5.4% | 4.7% |

Source: Annual Population Survey July 2017-June 2018

Where do residents in Blackpool, Fylde & Wyre work?



Source: Census 2011

Median resident-based earnings (earnings of those who *live* in the area) in 2018 are £22,700 in Blackpool, £25,200 in Wyre, to £32,600 in Fylde (the highest in Lancashire), compared to £26,500 on average in Lancashire and £29,900 nationally.

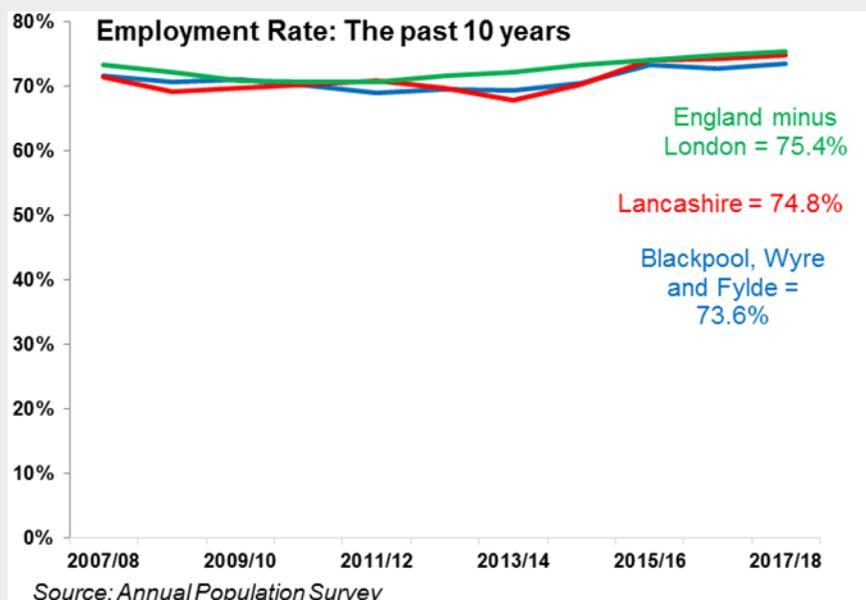
Median workplace-based earnings (earnings of those who *work* in the area) are higher than resident earnings in Blackpool (£23,800) and Fylde (£36,200).

Median house prices in the area range from £110,000 in Blackpool to £155,000 in Wyre, and £196,000 in Fylde in 2018.

Housing is most affordable in Blackpool where the median house price to median gross annual residence-based earnings ratio is 4.84. This is well below the ratio for Wyre (6.12) where housing is least affordable, and lower than Lancashire (5.48).



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



Employment Rate by Gender, 2017/18



| | Blackpool, Fylde and Wyre | Lancashire | England minus London |
|--------|---------------------------|------------|----------------------|
| Female | 74% | 71% | 71% |
| Male | 74% | 79% | 80% |

Source: Annual Population Survey, 2017/18

The employment rate grew by 1.9 percentage points over the last 10 years (2007/08 to 2017/18), a lower growth rate than across Lancashire (3.4 percentage points) and nationally (2.1 percentage points). Employment rates for females in Blackpool, Fylde and Wyre are higher than Lancashire and national averages, while the rate for males is lower.

Employment Rate by Age Band, 2017/18

| | Blackpool, Fylde and Wyre | | Lancashire | England minus London |
|--------------|---------------------------|------------|------------|----------------------|
| 16-19 | 5,800 | 43% | 36% | 39% |
| 20-24 | 11,400 | 69% | 70% | 68% |
| 25-34 | 30,300 | 86% | 87% | 84% |
| 35-49 | 46,200 | 83% | 85% | 85% |
| 50-64 | 46,600 | 67% | 69% | 72% |
| 65+ | 6,700 | 8% | 9% | 10% |
| 16-64 | 140,300 | 74% | 75% | 75% |

Source: Annual Population Survey, 2017/18

Employment Rate by Ethnicity, 2017/18

| | Blackpool, Fylde and Wyre | | Lancashire | England minus London |
|-------------------------|---------------------------|------------|------------|----------------------|
| White | 138,700 | 74% | 77% | 77% |
| Ethnic Minority | 1,500 | 65% | 57% | 64% |
| Mixed Ethnic Group | .. | .. | 52% | 68% |
| Indians | .. | .. | 64% | 74% |
| Pakistanis/Bangladeshis | .. | .. | 49% | 55% |
| Black or Black British | ~ | 70% | 90% | 74% |
| All Other Ethnic Groups | 800 | 68% | 60% | 62% |
| 16-64 | 140,300 | 74% | 75% | 75% |

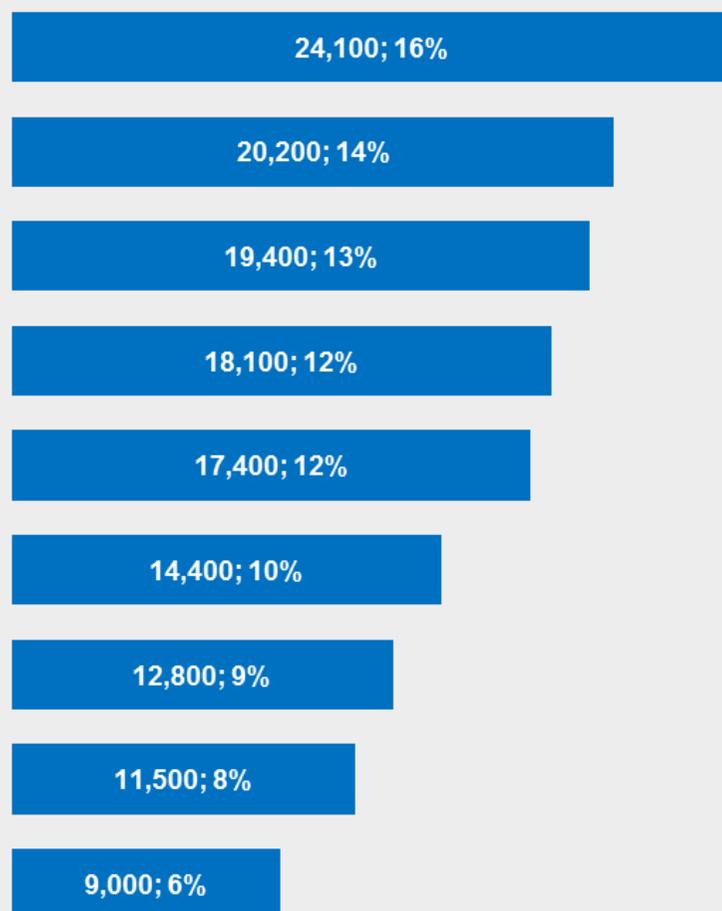
Source: Annual Population Survey, 2017/18

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In 2017/18, the employment rate is highest amongst the 25-34 and 35-49 age groups, which, in the latter case, is higher than across Lancashire and nationally. For Ethnic Minority Groups the employment rate is lower than the TTWA average for all ethnicities and Ethnic Minority Groups across Lancashire but above averages nationally.

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

Number and Proportion of Residents Employed by Occupation, 2017/18



Source: Annual Population Survey 2017/18

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

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.

Skilled Trades Occupations, including welders, mechanics, machinists, electricians, plumbers, plasterers, chefs, cooks.

Administrative and Secretarial Occupations, including admin officers, finance officers, office managers, secretaries, Personal Assistants (PAs) and receptionists.

Managers, Directors and Senior Officials, including all types of managers (finance, HR, sales, production etc.) in all types of organisations.

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

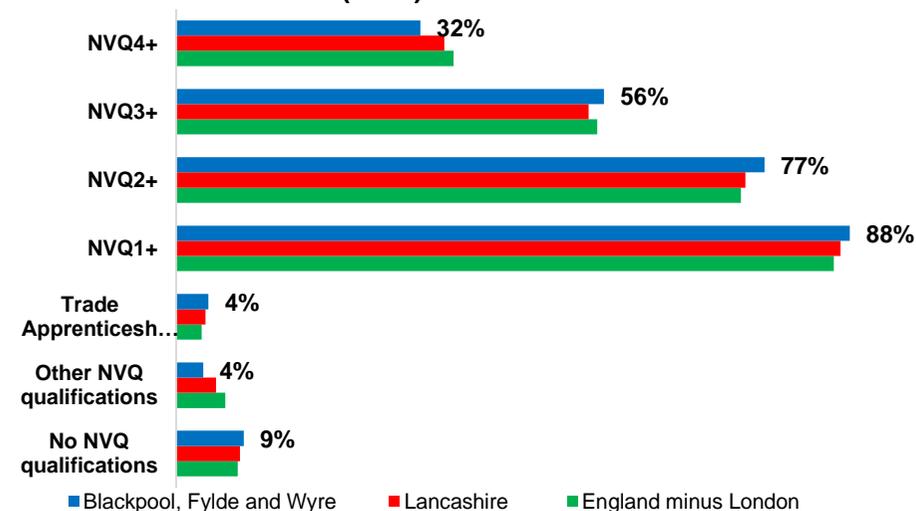
Sales and Customer Service Occupations, including sales assistants and shop workers, telesales and call centre workers and customer service managers.

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 to Lancashire (17%), but slightly below the national share (19%) in 2017/18. A higher share work in Caring, Leisure and Other Service Occupations than Lancashire (11%) and nationally (9%), while a lower share work in Elementary Occupations and Professional Occupations. Since last year, the proportion of residents working in Sales and Customer Service Occupations has decreased to 8% taking it in line with the national average, and moving it from the fifth most common occupation category to the eighth. **Digital Occupations** are found across all sectors. In the TTWA some 5,500 people are employed in digital roles in Lancashire, two-thirds of whom work outside the digital sector.

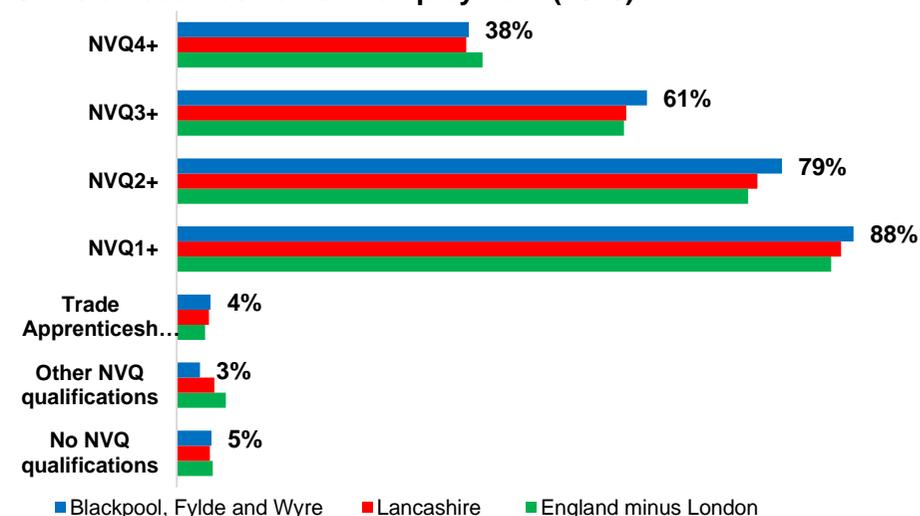
The Skills of Local Residents – How well-qualified are people in Blackpool, Fylde and Wyre?

Skills of local residents (2018)



Source: Annual Population Survey 2018

Skills of local residents in employment (2018)



Source: Annual Population Survey 2018

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 compared to 29% of males.
- Similarly, 87% of females hold qualifications at NVQ1 or above compared to 80% of males.
- A higher proportion of males have no qualifications (10%), compared to females (7%).

...and by age?

- Blackpool, Fylde and Wyre residents aged 20-24 are more qualified (at NVQ4 or above) than across Lancashire, but all other age groups are less qualified.
- Those in the 20-24 and 25-29 age groups are most highly qualified, whereas across Lancashire the 25-29 and 30-39 age groups are most qualified.
- The 20-24 group also has the highest rate of qualifications at NVQ2+ (85%), while 17% of those aged 16-19 do not hold any formal qualifications.

In 2018, those in employment are more qualified, on average, than the working age population. A larger share of the resident population have no qualifications (9% v 5%), while a larger share of those in work have qualifications at NVQ4 and above (38% v 32%).

Residents in Employment in Blackpool, Fylde and Wyre

Around 140,300 (73.6%) working age (aged 16-64) residents are in employment in 2017/18 within or outside the Travel to Work Area (TTWA). Blackpool, Fylde and Wyre has the third highest employment rate of all the TTWAs across Lancashire, but is below the Lancashire (74.8%) and national averages (75.4%).

The TTWA employment rate has stayed 0 - 2 percentage points away from the Lancashire-wide average over the past ten years between 2007/08 and 2017/18. Overall, the employment rate has increased (by 1.9 percentage points) although this has lagged behind increases across Lancashire (3.4 percentage points) and nationally (2.1 percentage points).

The relatively low employment rate is driven by Blackpool and Fylde, where 72.1% and 70.4% of working age residents are employed respectively. In contrast, the employment rate in Wyre (78.0%) is much higher, and above both the Lancashire and national average. Fylde has seen an employment rate decrease of -9.4 percentage points since the last LMI Toolkit report was produced.

Characteristics of those in Employment

In contrast to national trends, the employment rate for males and for females in the TTWA is the same (both 74%) in 2017/18. The rate for men is below average, whereas the female rate is above average. Across the local areas, the employment gender gap is largest in Fylde where the female employment rate exceeds the male rate by 5 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 in 2017/18. The key difference in the employment profile by age relates to the 16-19 age group which at 43% is now higher than the Lancashire (36%) and national (39%) averages, whereas last year it was significantly lower.

The employment rate also varies by ethnicity and is highest for white residents (74%). The rate for Ethnic Minority Groups (65%) is lower than the TTWA average, and across Lancashire but is above the average nationally.

Employment Hours

Data from 2017/18 shows that around one in six working age residents (17.1%) in Blackpool, Fylde and Wyre are self-employed. This is the highest rate across the TTWAs, and is well above the Lancashire (12.4%) and national (13.7%) averages. The high rate across the TTWA reflects an extremely high level of self-employment in Fylde, which, at 24.8%, is the highest across all local authority areas in Lancashire. The rate in Wyre is also above average (18.8%), whilst the rate in Blackpool (11.7%) is more in line with the Lancashire average.

Over 70% of working age residents in employment are employed on a full time basis, with nearly two-thirds working more than 35 hours per week. The rate of full time working is slightly lower in the TTWA than the Lancashire and national averages, and, as such, a higher proportion of workers in the area work 10-34 hours per week (31.7%) compared to Lancashire (28.6%) and national (28.1%) 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 5.1% of working age residents in Blackpool, Fylde and Wyre, compared to 4.7% nationally.

Occupations

Amongst residents in the TTWA the largest occupational group is **Professional Occupations**, accounting for around one in six of those in employment in 2017/18. This is followed by **Associate, Professional and Technical Occupations** and **Caring, Leisure and other Service Occupations**.

The occupational profile of residents aligns, to an extent, with the Lancashire and national profile. Blackpool, Fylde and Wyre has a similar share of residents in Professional Occupations to Lancashire (17%), but slightly below the national share (19%). A higher share work in Caring, Leisure and Other Service Occupations than Lancashire (11%) and nationally (9%), while a lower share work in Elementary Occupations and Professional Occupations. Since last year, the proportion of residents working in Sales and Customer Service Occupations has decreased to 8%

making it in line with the national average, and moving it from the fifth most common occupation category to the eighth.

Key points to note at the local level include:

Highly Skilled Occupations: Overall, 40% of residents from the TTWA 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, but lower than the national average (44%).

This reflects the lower proportion of residents in Blackpool (38%) and Wyre (39%) that work in highly skilled occupations compared to Fylde where 47% have a highly skilled occupation. In Blackpool Professional Occupations are particularly underrepresented, accounting for just 13% of resident employment.

Across the remaining occupational groups: Wyre no longer has a high proportion of residents working in **Administrative and Secretarial Occupations**, bringing the TTWA total in line with the Lancashire average.

Blackpool has a lower than average proportion of residents (8%) working in **Skilled Trade Occupations**, while the proportions in Fylde (14%) and Wyre (15%) are above the Lancashire (10%) and national (11%) average.

Fylde has seen an increase in the proportion of residents working in **Caring, Leisure and Other Service Occupations** since the last LMI Toolkit Report. At 15% it is now above average, whereas Blackpool and Wyre are closer to the Lancashire wide average.

In contrast, Fylde and Blackpool have both experienced a decrease in the proportion of residents working in **Sales and Customer Service Occupations** since the previous year. At 6%, Fylde is now below the Lancashire and national average.

At 13%, Blackpool still has a much greater share of residents working in **Elementary Occupations** than the Lancashire and national average, whereas Fylde is below average at just 5%.

Travel to Work

Based on the 2011 Census, more than eight out of ten residents live and work within the Blackpool, Fylde and Wyre TTWA. More than half of residents in employment work in their home local authority. 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%) or outside of the North West (2%).

Earnings

The median earnings of residents in the TTWA range widely, from well below the national average in Blackpool at £22,700, to close to average in Wyre at £25,200, and above average in Fylde at £32,600 in 2018. This is equivalent to between 76% and 109% of the national average (£29,900).

When the median earnings of residents from each local area 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 (£36,200 vs £32,600), suggesting that people are commuting into the area for higher paid jobs.

Whilst local data is not available, in the North West 1.7% of those in employment earn below the minimum wage.

Housing Affordability

Median house prices in the area range from £110,000 in Blackpool to £155,000 in Wyre, and £196,000 in Fylde in 2018. Housing is most affordable in Blackpool where the ratio of median house price to median gross annual residence-based earnings is 4.84. This is well below the ratio for Wyre (6.12) where housing is least affordable, and lower than Lancashire. (5.48).

Between 2017 and 2018, the house price to earnings ratio in Blackpool has only changed slightly due to median earnings falling in line with a fall in the median house price. In Fylde however, the ratio has gone down since last year, reflecting a rise in median earnings coupled with no change in the median house price.

The Skills Profile

Based on the latest available data in 2018, the TTWA is slightly above the Lancashire average NVQ Levels 1+ to 3+ but below the average for higher level skills (Level 4+) in 2018. There is also a slightly larger proportion of working age residents that hold no qualifications than the Lancashire average and nationally.

At the local level the profile varies, with different skills priorities evident in different parts of the TTWA. The strong overall performance is driven by Fylde, which typically exceeds the national average at all levels. Although Fylde does also have a higher than average proportion of residents with no NVQ level qualifications (14%).

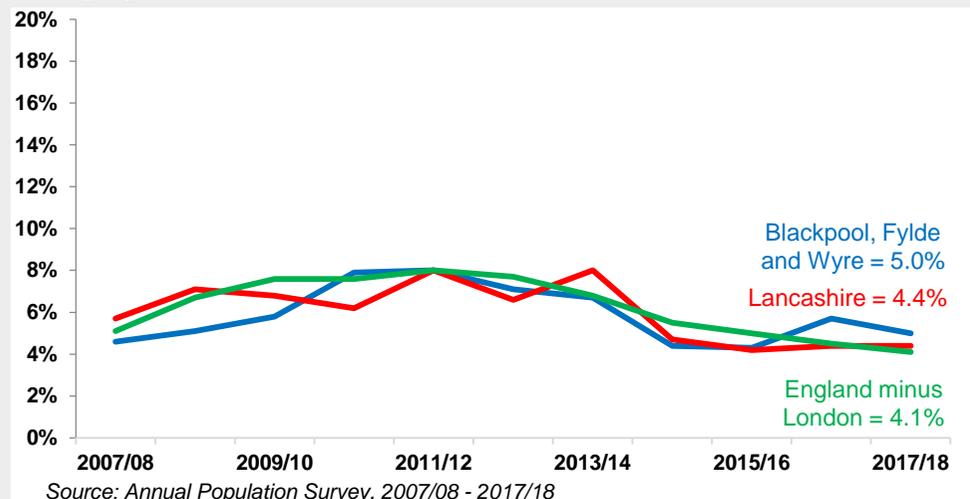
The skills profile of residents in Blackpool, however, is quite different, with only 28% holding qualifications at Level 4 or above (compared to 36% nationally and 38% in Fylde). Similarly, a lower proportion of residents hold qualifications at Level 3 or above (50% compared to 56% nationally, and 62% in Fylde).

Wyre has the highest proportion of residents with qualifications at NVQ level 1 or above at 93%, with just 4% of residents holding no NVQ level qualifications.

Residents who are in employment are, on average, more qualified than the working age population. For example, 61% of those in employment hold qualifications at Level 3 or above compared to 56% of the working age population. Similarly, 38% of those in employment hold Level 4 or above qualifications, compared to 32% of the working age population. Moreover, a larger share of the resident population have no qualifications (9%) compared to those in employment (5%).

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

Unemployment Rate: The Past 10 Years, 2007/08-2017/18



Unemployment Rate by Gender, 2017/18

| | Blackpool, Fylde and Wyre | Lancashire | England minus London |
|---|---------------------------|------------|----------------------|
|  | 3% | 4% | 4% |
|  | 7% | 5% | 4% |

Source: Annual Population Survey 2017/18

The unemployment rate grew by half a percentage point over the last 10 years (2007/08 to 2017/18), in contrast to a fall across Lancashire (-1.3 percentage points) and nationally (-1 percentage points) since 2016/17. Over the past year unemployment has fallen by 0.7 percentage points, 900 people. 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, 2017/18

| | Blackpool, Fylde and Wyre | Lancashire | England minus London |
|--------------|---------------------------|------------|----------------------|
| 16-19 | 1,400 20% | 20% | 17% |
| 20-24 | 1,800 14% | 10% | 9% |
| 25-34 | 1,800 6% | 4% | 4% |
| 35-49 | 1,300 3% | 2% | 3% |
| 50-64 | 1,000 2% | 2% | 3% |
| 16-64 | 7,400 5% | 4% | 4% |

Source: Annual Population Survey 2017/18

There are 200 young people who are Not in Education, Employment or Training (NEET) in Blackpool equating to 6.2% of 16-17 year olds, compared to 10.0% in Lancashire, 2,540 young people, and 5.7% nationally. (Department for Education NEET and participation figures, 2018/19).

Unemployment Rate by Ethnicity, 2017/18

| | Blackpool, Fylde and Wyre | Lancashire | England minus London |
|-------------------------|---------------------------|------------|----------------------|
| White | 7,400 5% | 4% | 4% |
| Ethnic Minority | | 10% | 7% |
| Mixed Ethnic Group | | .. | 6% |
| Indians | | 4% | 5% |
| Pakistanis/Bangladeshis | | 17% | 10% |
| Black or Black British | | .. | 8% |
| All Other Ethnic Groups | | 4% | 6% |
| 16-64 | 7,400 5% | 4% | 4% |

Source: Annual Population Survey 2017/18

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Between 2016/17 and 2017/18, unemployment has been highest amongst young people aged 16-19, with a rate of 20% in line with Lancashire but above the national (17%) average. The unemployment rate for 20-24 years olds has fallen from 20% in 2013 to 14% in 2018, although it remains above the Lancashire (10%) and national (9%) rates.

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. There are two core measures:

International Labour Organisation (ILO) unemployment – which is measured using an internationally agreed definition and is typically higher than the number of people claiming benefits.

The Claimant Count – which measures the number of people who are receiving benefits principally because they are unemployed, and includes both those who remain on Jobseeker's Allowance (JSA) and those who are claiming the unemployment-related elements of Universal Credit. 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.

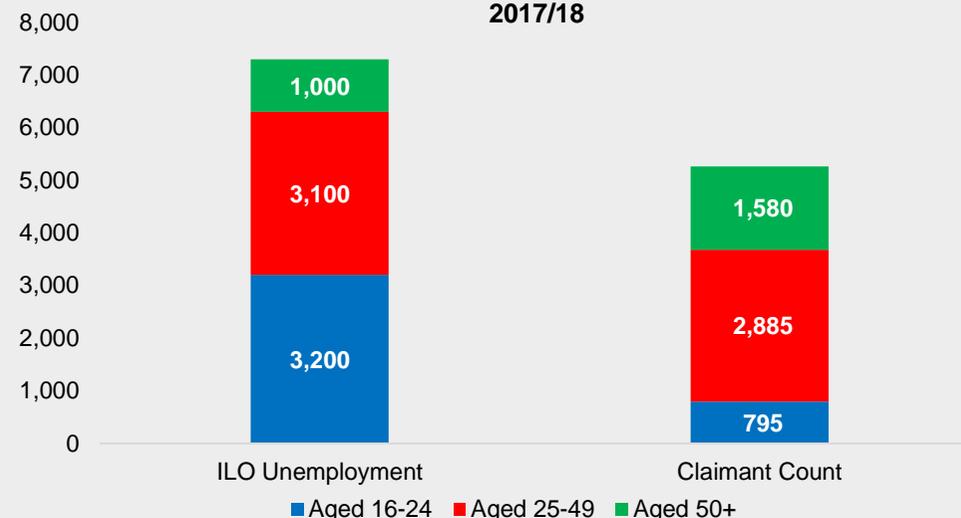
The Claimant Count as a share of the working age population has remained static over the last year, and is currently in line with the Lancashire level but above the national rate.

Claimant Count Unemployment, 2018

| Residents | Blackpool, Fylde and Wyre | Lancashire | England minus London |
|--|---------------------------|------------|----------------------|
| Claimant Count (no.) | 5,260 | 24,855 | 641,455 |
| Claimant Count (% of working age population) | 2.7% | 2.7% | 2.2% |
| Claimants as % of those Unemployed | 71% | 81% | 69% |

Source: Annual Population Survey 2017/18; Claimant Count, November 2018

Unemployment and Claimants in Travel to Work Area by Age, 2017/18



Source: Annual Population Survey, July 2017 – June 2018; Claimant Count, November 2018

In 2017/18, young unemployed people, aged 16-24, are less likely to receive unemployment benefits, as is the case nationally. While there is a higher claimant count amongst males, a smaller proportion of males who are unemployed receive benefits (65%) when compared to females (85%).

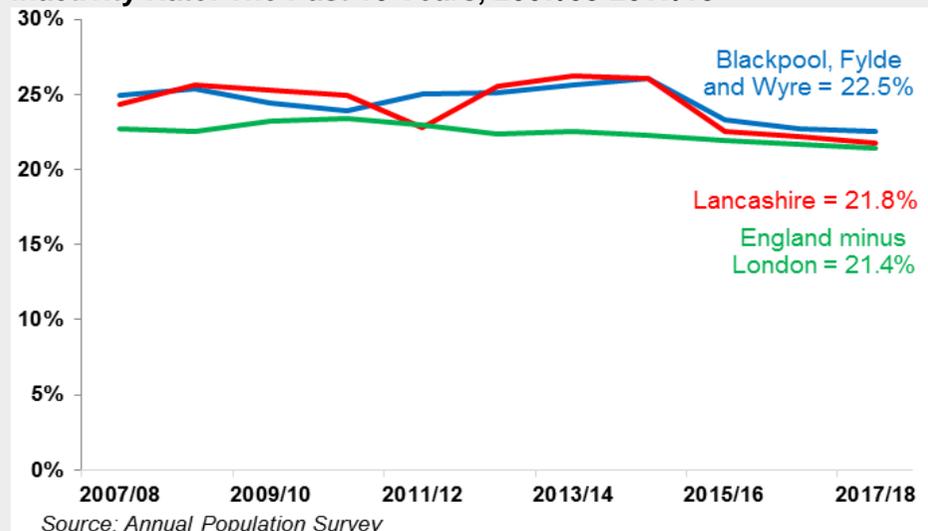
Unemployment and Claimant Count by Gender, 2017/18

| Blackpool, Fylde and Wyre | Unemployment | Claimant Count | Claimants as % of those unemployed |
|---|--------------|----------------|------------------------------------|
|  | 2,300 | 1,965 | 85% |
|  | 5,100 | 3,295 | 65% |

Source: Annual Population Survey 2017/18; Claimant Count, November 2018

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

Inactivity Rate: The Past 10 Years, 2007/08-2017/18



Top 3 Reasons for Inactivity, 2017/18



1. Long-term sick (35%)



2. Retired (21%)



3. Looking after family and home (19%)

The most common reason for economic inactivity in Blackpool, Fylde and Wyre in 2017/18 is being long-term sick (35%), significantly higher than Lancashire (25%) and nationally (23%). The second most common reason for being inactive is due to retirement (21%), ranked fourth for Lancashire and nationally, accounting for 17% and 14% respectively. Looking after the family home was ranked third, with 19%, compared to 23% for Lancashire and 24% nationally.

Inactivity Rate by Age Band, 2017/18

| | Blackpool, Fylde and Wyre | | Lancashire | England minus London |
|--------------|---------------------------|------------|------------|----------------------|
| 16-19 | 6,300 | 46% | 57% | 54% |
| 20-24 | 3,300 | 20% | 26% | 26% |
| 25-34 | 3,200 | 9% | 14% | 14% |
| 35-49 | 8,000 | 14% | 14% | 13% |
| 50-64 | 22,100 | 32% | 30% | 27% |
| 65+ | 73,200 | 92% | 91% | 90% |
| 16-64 | 42,900 | 23% | 22% | 21% |

Source: Annual Population Survey, 2017/18

Inactivity rates are highest in the 16-19 age group at 46%, down from 58% in 2013, and currently below the Lancashire and national average in 2017/18. Where data allows comparison, inactivity rates are significantly higher in mixed ethnic groups at 58% than across Lancashire (37%) and nationally (28%).

Inactivity Rate by Ethnicity, 2017/18

| | Blackpool, Fylde and Wyre | | Lancashire | England minus London |
|-------------------------|---------------------------|------------|------------|----------------------|
| White | 42,200 | 22% | 20% | 20% |
| Ethnic minority | 700 | 30% | 37% | 31% |
| Mixed Ethnic Group | .. | 58% | 37% | 28% |
| Indians | .. | .. | 33% | 22% |
| Pakistanis/Bangladeshis | .. | .. | 41% | 39% |
| Black or Black British | .. | .. | 10% | 27% |
| All Other Ethnic Groups | .. | .. | 38% | 34% |
| 16-64 | 42,900 | 23% | 22% | 21% |

Inactivity Rate by Gender, 2017/18

| | | | | |
|--------|--------|-----|-----|-----|
| Female | 26,200 | 24% | 26% | 26% |
| Male | 16,400 | 21% | 17% | 17% |

Source: Annual Population Survey, 2017/18

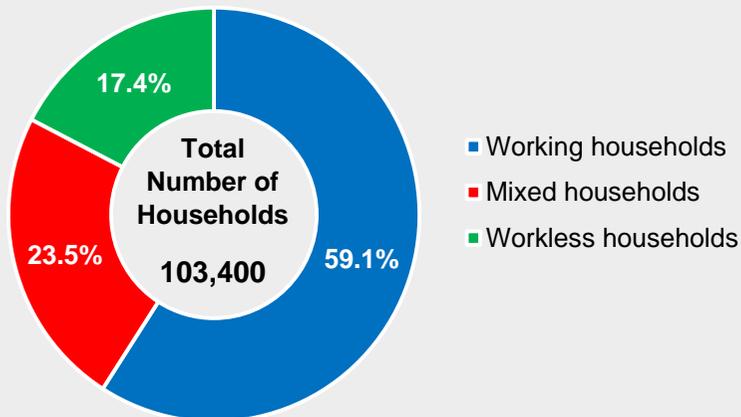
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Deprivation and Household Economic Inactivity – How many workless households are in Blackpool, Fylde and Wyre?

Composition of Households, 2017/18

The share of working households in Blackpool, Fylde and Wyre is in line with the share across Lancashire and nationally (both 59%) in 2017/18. However, the Travel to Work Area has a greater proportion of workless households (which include student households) than Lancashire (15%) and nationally (14%). The proportion of mixed households – which contain both working and workless members – in Blackpool, Fylde and Wyre is below the share across Lancashire (26%) and nationally (27%).

The Composition of Households in the TTWA, 2017/18



Source: Annual Population Survey household dataset, July 2017 - June 2018

Overview of Workless Households, 2018

Households where no (16+) member is working

17.4%

Households where all (16+) members are inactive

14.4%

Households where all (16+) members are unemployed

1.9%

5,400

children live in workless households

Source: Annual Population Survey household dataset, July 2017 – June 2018

In Blackpool, Fylde and Wyre 24% of LSOAs are in the most deprived 10% in the country, based on 2019 figures. This is a worse position than across Lancashire where 20% of LSOA's are in the most deprived 10%.

There is a particularly high concentration of deprivation in Blackpool which remains the most deprived local authority in the country.

Index of Multiple Deprivation (IMD) by Lower Super Output Area (LSOA*), 2019

| | Blackpool, Fylde and Wyre | Lancashire |
|----------------------------------|---------------------------|------------|
| No. LSOA's in 10% most deprived | 51 | 186 |
| % of LSOA's in 10% most deprived | 24% | 20% |

Source: Index of Multiple Deprivation, 2019

* lower super output areas are small geographies for data collection and reporting purposes that typically contain a population of approximately 1,500 people.

Unemployment in Blackpool, Fylde and Wyre

Based on the International Labour Organisation (ILO) definition of unemployment*, there are 7,400 people unemployed in Blackpool, Fylde and Wyre in 2017/18, down from 8,300 in 2016/17. This equates to an unemployment rate of 5.0%, down from 5.7% in the previous year, but still remaining above the Lancashire (4.4%) and national (4.1%) rates. Unemployment has fluctuated over the past 10 years from a high of 8% in 2011/12 to a low of 4.3% in 2015/16.

Blackpool has the highest unemployment rate in the TTWA (6.5%), exceeding the Lancashire and national average, while in Wyre (3.4%) and Fylde (4.0%) unemployment is below the Lancashire rate and national average.

Characteristics of those who are Unemployed

Unemployment is significantly higher for men in the TTWA (6.9%) than for women (3.1%) in 2017/18, in contrast to the national picture where the rate is equal (both 4.1%). As is the case nationally, unemployment varies by age group, with the highest unemployment rate existing amongst young people, aged 16-24 (20%), equal to the Lancashire average and above the national rate (17%). Unemployment in the 20 to 24 age group is higher in the TTWA (14%) than across Lancashire (10%) and nationally (9%).

The Claimant Count

The Claimant Count measures the number of people who are receiving benefits principally because they are unemployed, and includes both those who remain on Jobseeker's Allowance (JSA) and those who are claiming the unemployment-related elements of Universal Credit.

There are 5,260 claimants in Blackpool, Fylde and Wyre, is equivalent to 2.7% of the working age population, in line with the Lancashire (2.7%) and above the national (2.2%) average. The proportion of claimants has remained consistent over the past year at 2.7%, while it has risen in Lancashire and nationally. As with unemployment, Blackpool has the highest share of claimants in the TTWA (4.3%), while in Fylde (1.3%) and Wyre (1.6%) the proportion of claimants is below the Lancashire and national averages.

In Blackpool, Fylde and Wyre there is a lower proportion of people who are unemployed receiving and/or claiming benefits (71%) compared to the Lancashire (81%) level, while the rate is marginally above the national level (69%) in 2017/18. While there is a higher claimant count amongst males, a greater proportion of women who are unemployed receive benefits compared to men.

Economic Inactivity in Blackpool, Fylde and Wyre

Across Blackpool, Fylde and Wyre in 2017/18, 42,900 residents are economically inactive, made up of those who are not in work and have not sought work in the last four weeks. This makes up 22.7% of the working age population, marginally above the Lancashire wide (21.8%) and national (21.4%) rate. Inactivity has remained consistently above the national rate over the past 10 years.

Economic inactivity is highest in Fylde (26.2%) followed by Blackpool (22.9%), with rates above the Lancashire and national level, while in Wyre (19.3%) inactivity is below the Lancashire and national rate.

Reasons for Economic Inactivity

The most common reason for economic inactivity in Blackpool, Fylde and Wyre in 2017/18 is being long-term sick (35%), significantly higher than the proportion across Lancashire (25%) and nationally (23%) in 2017/18. The second most common reason for being inactive is due to retirement (21%), while across Lancashire and nationally this was fourth most likely reason, accounting for 17% and 14% respectively.

The share of those inactive due to being students in the TTWA (16%) is significantly below the Lancashire (25%) and national rate (26%), consistent with the lack of a university offer within the area.

Characteristics of those who are Inactive

There is a higher proportion of working age females (24%) are inactive compared to males (21%). This mirrors the national picture (26% for women and 17% for men) although the difference is less pronounced in Blackpool, Fylde and Wyre.

As is the case nationally, inactivity is highest amongst young people aged 16-19, (46%), although the rate is below that in Lancashire (57%) and nationally (54%) for this age group. Inactivity in this age group has fallen significantly in recent years from 58% in 2013. Inactivity is also lower in the 20-24 age group (20%) than in Lancashire (23%) and nationally (26%).

Inactivity for the white population is slightly above the Lancashire and national rate (both 20%), while inactivity amongst the ethnic minority group (30%) is below the Lancashire (37%) and national rate (31%).

Economic Activity by Household

Data for 2017/18 shows that out of the 103,400 households in the TTWA, the majority (59.1%) are working, broadly in line with the Lancashire (58.6%) and national (58.5%) proportion. Blackpool, Fylde and Wyre has a higher share of workless households (17.4%), which includes student households, than the Lancashire (15.0%) and national (14.2%) averages. This means that there is a smaller share of mixed households containing both working and workless members (23.5%) than in Lancashire (26.4%) and nationally (27.3%).

As with the disparities for employment, unemployment and inactivity, there are variances in the household profile at the local level. Working households are far more prevalent in Fylde (65.2%) compared to Blackpool (55.3%), while mixed households are most prevalent in Wyre (28%) compared to Fylde (20.7%) and Blackpool (21.8%). Workless households are far more common in Blackpool (23.0%) than across Lancashire (15.0%) and nationally (14.2%), while they are less common in Wyre (12.5%) and Fylde (14.2%).

Of 18,000 (21.8%) workless households in Blackpool, Fylde and Wyre in 2017/18, a large majority (14.4%) are occupied by residents who are economically inactive, while in just 1.9% of households all members are unemployed. There are 5,400 children live in households where no-one is in work, a number which has fallen significantly since 2013 by around 7,300 children, in line with a decline seen across Lancashire and nationally over this time period.

Deprivation

The Index of Multiple Deprivation (IMD), the most commonly used measure of deprivation, covers a range of factors which influence an individual's living conditions including: income; employment; health deprivation and disability; education skills and training; barriers to housing and services; living environment; and crime.

IMD data for 2019 shows around 24% of Lower Super Output Areas (LSOAs, small areas – see page 19 for definition) in Blackpool, Fylde and Wyre are in the most deprived 10% in the country, compared to 20% across Lancashire and 22% in the North West.

Deprivation is concentrated in Blackpool which accounts for more than three quarters of the most deprived neighbourhoods within the TTWA. The latest data reveals that Blackpool has remained the most deprived local authority in the country since 2015, with 42% of its LSOA's in the most deprived 10%. This is a stark contrast to Fylde which ranks 195th in the country with just 3.9% of its LSOA's in the bottom 10%, while Wyre ranks 129th in the country with 14.5% of its LSOA's in the most deprived 10%.

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

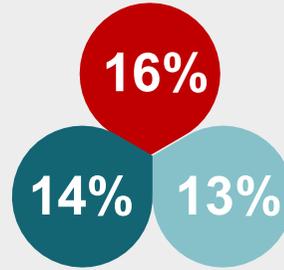
Total Employment, 2018



137,000 JOBS

21% of all jobs in Lancashire

Three Largest Employment Sectors, 2018



Health and Social Care
Visitor Economy
Advanced Manufacturing

Jobs in the Largest Sectors*, 2018



22,000 JOBS

1. Health and Social Care



19,000 JOBS

2. Visitor Economy



18,000 JOBS

3. Advanced Manufacturing



18,000 JOBS

4. Finance and Professional Services



18,000 JOBS

5. Retail (including Motor Trades)



10,000 JOBS

6. Administration and Support



9,000 JOBS

7. Public Administration



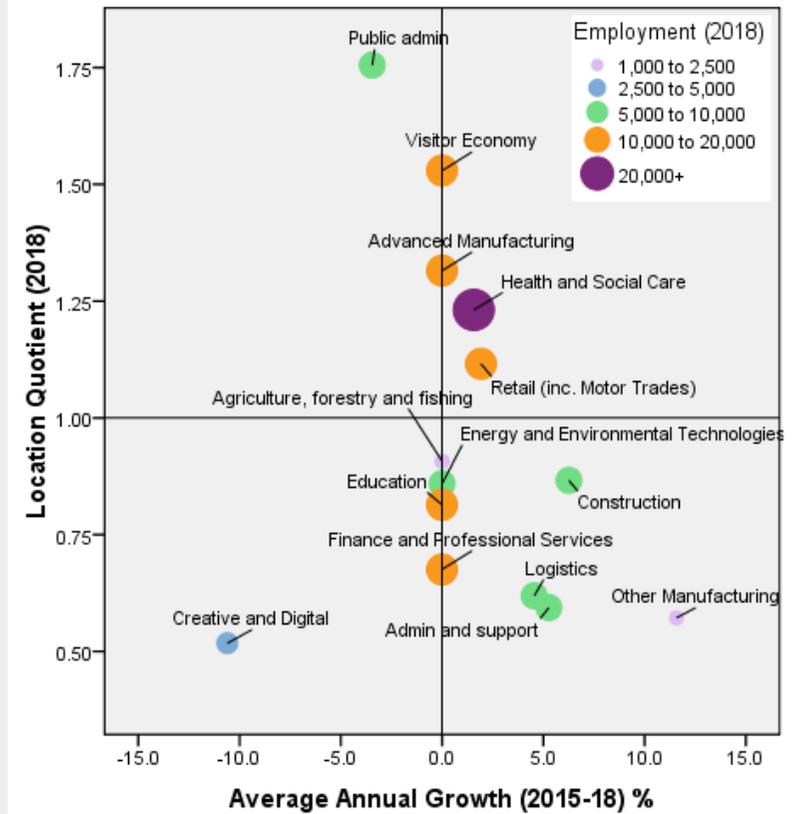
8,000 JOBS

8. Logistics

Employment Growth and Specialisation, 2015-18

Top left: Sectors that have seen employment fall since 2015, and are more highly represented in the local area than the national average.

Top right: Sectors that have seen employment growth since 2015 and are more highly represented in the local area than the national average.



Bottom left: Sectors that have seen employment fall since 2015 and are less highly concentrated in the local area than the national average.

Bottom right: Sectors that have seen employment growth since 2015 and are less highly concentrated in the local area than the national average.

Source: Business Register and Employment Survey, 2015-2018

* Sector definitions used are Lancashire's priority sectors, plus the rest of the economy.

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

There are 11,170 different businesses in Blackpool, Fylde and Wyre in 2019:



Private Employers



The Public Sector



Charities and Voluntary Organisations

Businesses by Employment Size Band, 2019

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 250 or more people



Source: UK Business Counts 2019

In 2019, 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 40, in Blackpool, Fylde and Wyre are classed as large employers, employing 250 or more people.

Blackpool, Fylde and Wyre Business Counts by Sector 2019



Source: UK Business Counts 2019

In 2017, business births outnumbered business deaths by 140, resulting in a net rate of business creation of +1%, slightly higher than the Lancashire average which was -1%.

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. There are 11,170 micro, small, medium and large employers based in the area.

This map highlights some of the area's key employers and the sectors they are in.

Sector

- AM** – Advanced Manufacturing
- CD** – Creative and Digital
- Co** – Construction
- Ed** – Education
- EE** – Energy and Environmental Technologies
- FPS** – Finance and Professional Services
- HSC** – Health and Social Care
- L** – Logistics
- PA** – Public Administration and Defence
- R** – Retail
- VE** – Visitor Economy

Blackpool Central & North Shore

- Blackpool Council (PA)*
- Burtens Food (AM)*
- Merlin Entertainments (VE)*

Blackpool South Shore

- Blackpool Pleasure Beach (VE)*
- Sandcastle Waterpark (VE)*
- Blackpool Transport (L)*
- Aldon Construction (Co)*

Blackpool Airport Enterprise Zone

- A C Electrical (EE)*
- B&M (L)*
- Force Technology (AM)*
- Magellan Aerospace (AM)*
- Nixon Williams (FPS)*
- Slater Gordon Solutions (FPS)*
- SPS EU (AM)*
- Warburton's (AM)*
- Gledhill Building Products (AM)*
- Lebus International Engineers (AM)*
- AXA (FPS)*
- AI Claims Solutions (FPS)*

Fleetwood

- Fisherman's Friend (AM)*
- Neve Fleetwood (AM)*
- A M Seafoods (AM)*
- BES Utilities (EE)*

Thornton – Cleveleys

- Veterans UK (PA)*
- CaviTech Solutions (AM)*
- Kilgour Aerospace Group (AM)*

Hillhouse International Enterprise Zone

- Addison Project (Co)*
- AFN Transport (L)*
- AGC Chemicals Europe (AM)*
- Victrex Plc. (AM)*
- Vinnolit (AM)*

Poulton-le-Fylde

- Direct Digital (CD)*
- Wyre Council (PA)*

Bispham

- Booth Dispensers (AM)*
- CME Medical (L)*
- Laila's Fine Foods (AM)*
- Blackpool & Fylde College (Ed)*

East Blackpool

- Blackpool Victoria Hospital (HSC)*
- DePuy (AM)*
- Gilberts (AM)*
- Glasdon (AM)*
- Haven Holidays (VE)*
- Scanlite (AM)*
- Simpsons Beverages (AM)*
- Tangerine Confectionery (AM)*

Lea

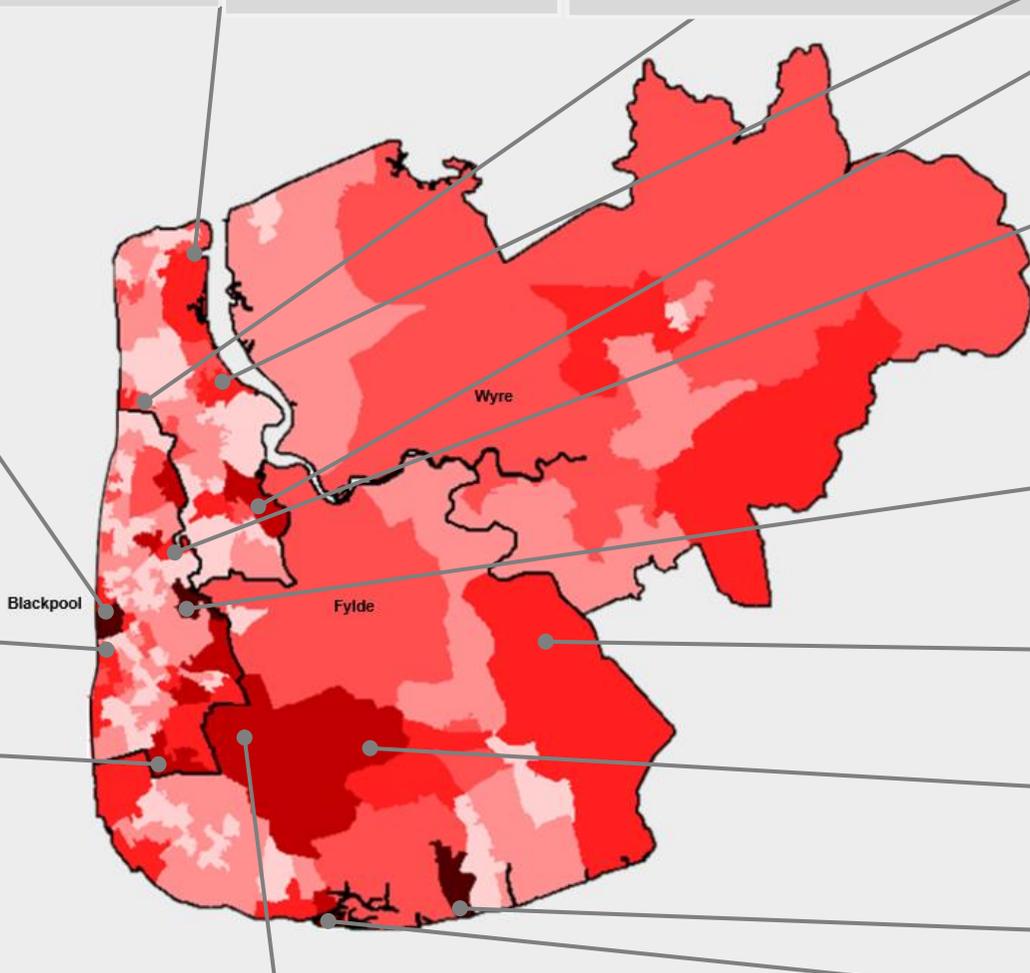
- Springfield Fuels Ltd. (AM)*

Wesham

- Fox's Biscuits (AM)*
- Inspired Energy (EE)*
- Kepak (AM)*
- Trilanco (L)*

Warton Aerodrome Enterprise Zone

- BAE Systems (AM)*



Whitehills

- DWP (PA)*
- Napthens Solicitors (FPS)*

- Hargreave Hale (FPS)*
- Voiteq (CD)*

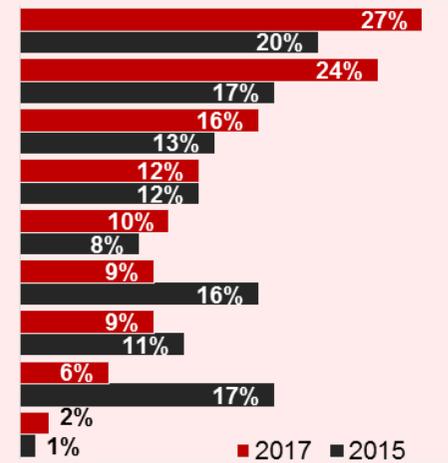
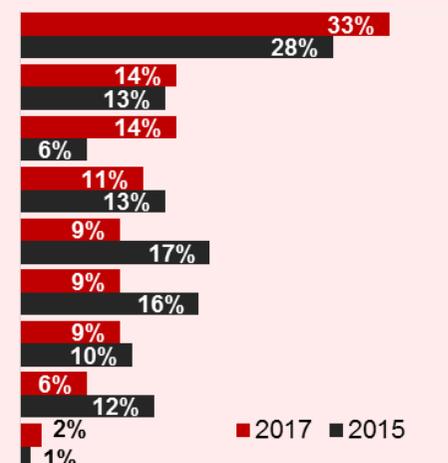
Lytham St Annes

- Danbro (FPS)*
- Helical Technology (AM)*

- Fylde Council (PA)*
- Inenco Group (EE)*

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. For both the 2015 and 2017 editions approximately 1,900 businesses in Lancashire were surveyed. The sample size means that data is only available at Lancashire level rather than by TTWA. (Change since 2015 shown in brackets)

| Skills Gaps within the current workforce | Skills Shortages – a lack of suitably skilled people when trying to recruit new workers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|--|------------|----------|----------|----------------------------|-----|-----|--|-----|-----|------------------|-----|-----|---------------|-----|-----|-----------------------------------|-----|----|--------------------|----|-----|-------------------------------|----|-----|-----------------------------------|----|-----|----------|----|-----|-------|----|----|
| <p>16% (-1 percentage point 2015 to 2017) of employers in Lancashire report skills gaps, a greater proportion than the North West's 15% and 14% nationally.</p> | <p>20% (+3 percentage points 2015 to 2017) of employers reported at least one vacancy, in line with the North West and national average.</p> | <p>In 2017, 8% of Lancashire employers said they had hard to fill vacancies, compared to 8% in England as a whole.</p> |  <table border="1"> <caption>Skills Shortages by Occupation (2015 vs 2017)</caption> <thead> <tr> <th>Occupation</th> <th>2017 (%)</th> <th>2015 (%)</th> </tr> </thead> <tbody> <tr><td>Skilled Trades Occupations</td><td>27%</td><td>20%</td></tr> <tr><td>Caring, Leisure and other Services Staff</td><td>24%</td><td>17%</td></tr> <tr><td>Elementary Staff</td><td>16%</td><td>13%</td></tr> <tr><td>Professionals</td><td>12%</td><td>12%</td></tr> <tr><td>Associate Professionals</td><td>10%</td><td>8%</td></tr> <tr><td>Machine Operatives</td><td>9%</td><td>9%</td></tr> <tr><td>Administrative/Clerical Staff</td><td>9%</td><td>16%</td></tr> <tr><td>Sales and Customer Services Staff</td><td>6%</td><td>11%</td></tr> <tr><td>Managers</td><td>2%</td><td>17%</td></tr> <tr><td>Other</td><td>1%</td><td>1%</td></tr> </tbody> </table> <p>Source: Employer Skills Survey</p> | Occupation | 2017 (%) | 2015 (%) | Skilled Trades Occupations | 27% | 20% | Caring, Leisure and other Services Staff | 24% | 17% | Elementary Staff | 16% | 13% | Professionals | 12% | 12% | Associate Professionals | 10% | 8% | Machine Operatives | 9% | 9% | Administrative/Clerical Staff | 9% | 16% | Sales and Customer Services Staff | 6% | 11% | Managers | 2% | 17% | Other | 1% | 1% |
| Occupation | 2017 (%) | 2015 (%) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Skilled Trades Occupations | 27% | 20% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Caring, Leisure and other Services Staff | 24% | 17% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Elementary Staff | 16% | 13% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Professionals | 12% | 12% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Associate Professionals | 10% | 8% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Machine Operatives | 9% | 9% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Administrative/Clerical Staff | 9% | 16% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sales and Customer Services Staff | 6% | 11% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Managers | 2% | 17% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other | 1% | 1% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>The top ten reasons reported by employers for employee skills gaps (2017):</p> <ol style="list-style-type: none"> 1. They are new to the role 65% (-1 percentage point). 2. Their training is currently only partially completed 61% (-8 percentage points). 3. Staff lack motivation 30% (+6 percentage points). 4. They have not received the appropriate training 28% (no change). 5. Unable to recruit staff with the required skills 28% (+11 percentage points). 6. They have been on training but their performance has not improved sufficiently 27% (+5 percentage points). 7. Problems retaining staff 21% (+15 percentage points). 8. The introduction of new working practices 19% (-2 percentage points). 9. The development of new products and services 16% (+3 percentage points). 10. The introduction of new technology 16% (+2 percentage points). | <p>In both 2015 and 2017 Lancashire employers reported a higher proportion of hard to fill vacancies than the North West and national averages in:</p> <p>Administrative and Clerical Occupations; Caring, Leisure and other Service Staff; and Machine Operatives.</p> <p>In 2017 this was also the case for Skilled Trades and Elementary Roles.</p> <p>They also reported above regional and national average skills shortages in both years in Skilled Trades, and in 2017 for Caring, Leisure and other Services; Machine Operatives and Elementary Roles.</p> | <p>In 2017, 5% of Lancashire employers said they had vacancies due to skills shortages, compared to 6% nationally. Skills shortage vacancies in Lancashire by occupation:</p> |  <table border="1"> <caption>Skills Shortages by Occupation (2015 vs 2017)</caption> <thead> <tr> <th>Occupation</th> <th>2017 (%)</th> <th>2015 (%)</th> </tr> </thead> <tbody> <tr><td>Skilled Trades Occupations</td><td>33%</td><td>28%</td></tr> <tr><td>Caring, Leisure and other Services Staff</td><td>14%</td><td>13%</td></tr> <tr><td>Elementary Staff</td><td>14%</td><td>6%</td></tr> <tr><td>Professionals</td><td>11%</td><td>13%</td></tr> <tr><td>Sales and Customer Services Staff</td><td>9%</td><td>9%</td></tr> <tr><td>Machine Operatives</td><td>9%</td><td>17%</td></tr> <tr><td>Associate Professionals</td><td>9%</td><td>16%</td></tr> <tr><td>Administrative/Clerical Staff</td><td>9%</td><td>10%</td></tr> <tr><td>Managers</td><td>6%</td><td>12%</td></tr> <tr><td>Other</td><td>2%</td><td>1%</td></tr> </tbody> </table> <p>Source: Employer Skills Survey</p> | Occupation | 2017 (%) | 2015 (%) | Skilled Trades Occupations | 33% | 28% | Caring, Leisure and other Services Staff | 14% | 13% | Elementary Staff | 14% | 6% | Professionals | 11% | 13% | Sales and Customer Services Staff | 9% | 9% | Machine Operatives | 9% | 17% | Associate Professionals | 9% | 16% | Administrative/Clerical Staff | 9% | 10% | Managers | 6% | 12% | Other | 2% | 1% |
| Occupation | 2017 (%) | 2015 (%) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Skilled Trades Occupations | 33% | 28% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Caring, Leisure and other Services Staff | 14% | 13% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Elementary Staff | 14% | 6% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Professionals | 11% | 13% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sales and Customer Services Staff | 9% | 9% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Machine Operatives | 9% | 17% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Associate Professionals | 9% | 16% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Administrative/Clerical Staff | 9% | 10% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Managers | 6% | 12% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other | 2% | 1% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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

| Future training needs within the current workforce | Skills surpluses | Training provided to staff | |
|---|---|---|---|
| <p>Skills most needing development in the workforce according to employers (% of those anticipating the need for new skills in the next 12 months) – Top ten (2017):</p> <ol style="list-style-type: none"> 1. Adapting to new equipment 48%. 2. Role specific skills or knowledge 48%. 3. Organisation specific knowledge of goods and services 46%. 4. Complex problem solving 35%. 5. Knowledge of the organisation 35%. 6. Basic IT and computer skills 34%. 7. Advanced IT skills 29%. 8. Writing reports etc. 29%. 9. Comprehension of guidelines and reports 27%. 10. Complex numerical and statistical skills 19%. | <p>In 2017, 45% of employers in Lancashire report having staff who are over-qualified in their current role, the same as in the North West and above the national average (42%)</p> <hr/> <p>In 2017, 37% of employers in Lancashire report having staff who are under-utilised (over-qualified and with more advanced skills) in their current role, above the North West (36%) and national averages (34%).</p> | <p>Occupations provided training in the last twelve months (% employers providing training in last 12 months, 2017).</p> |  <p>62% Managers</p> <p>37% Administrative/Clerical Staff</p> <p>25% Elementary Staff</p> <p>22% Sales and Customer Services Staff</p> <p>20% Skilled Trades Occupations</p> <p>15% Professionals</p> <p>12% Caring, Leisure and other Services Staff</p> <p>11% Machine Operatives</p> <p>9% Associate Professionals</p> <p><i>Source: Employer Skills Survey 2017</i></p> |
| | | <p>3.6 days is the average training in a year provided per member of staff in Lancashire employers providing training, compared to 3.8 regionally and 4.0 nationally (2017).</p> | <p>68% of employers in Lancashire report funding or arranging training for staff in the past 12 months, the same proportion in the North West and slightly above the national figure of 66% (2017).</p> |

Employment Numbers and Trends

In 2018, Blackpool, Fylde and Wyre is the third largest of Lancashire's Travel to Work Areas (TTWA) in employment terms with 137,000 jobs accounting for 20.7% of the Lancashire total. Since 2015, the number of jobs in the area has marginally increased over the past few years, with an additional 1,000 jobs¹. This falls below the typical increase seen in Lancashire over the period, where total employment increased by 2.2%, and lower than the increase in the North West (+5.1%) or nationally (+3.4%). Since 2017, employment has remained stable within the TTWA.

At a local authority level, Blackpool is the third largest of Lancashire's local authority areas in employment terms, with 64,000 jobs (10% of the Lancashire total). There are 40,000 jobs in Fylde and 33,000 in Wyre (6% and 5% of the Lancashire total respectively). Blackpool has been the focal point of jobs growth within the TTWA in recent years, with an additional 4,000 jobs added since 2015, increasing by 7%, whilst a similar number have been lost in Fylde (-9%) and the figure in Wyre has remained more constant.

Sectoral Employment²

The balance between which sectors provide jobs in Blackpool, Fylde and Wyre in 2018 is distinct from other geographies:

- **Health and Social Care**, as across Lancashire, is the largest employer in Blackpool, Fylde and Wyre supporting 22,000 roles. This represents a larger proportion of employment than across Lancashire, 16.1% of the TTWA total compared to 14.2% for the Local Enterprise Partnership (LEP).
- The high number of jobs in the **Visitor Economy** reflects Blackpool's heritage as a traditional tourism destination. The 19,000 jobs in the sector represents almost a third of the 58,000 in the LEP, representing 13.9% of the TTWA economy. Proportionately this is far greater than in Lancashire (8.8%), regionally (8.7%) and nationally (9.1%).
- **Advanced Manufacturing** is the joint third largest employer in the TTWA with 18,000 jobs representing 13.1% of total employment, a

slightly higher proportion than across Lancashire (12.1%), the North West (10.1%) and England minus London (10.0%).

- **Retail and Motor Trades** is approximately as large a sector in Blackpool, Fylde and Wyre as Advanced Manufacturing with 13.1% of all workers employed in the sector.
- **Finance and Professional Services** is the other sector in Blackpool, Fylde and Wyre to account for 18,000 jobs, this is roughly the same proportion (13.1%) of all employment as Lancashire wide (13.3%). Over 44% of these roles are located within Fylde, despite employing only 29% of the total in the TTWA.
- Although **Education** employs some 10,000 people in Blackpool, Fylde and Wyre, the share of total employment is lower than in Lancashire (7.3% compared to 8.8%).
- Relative to the rest of Lancashire, the **Public Administration and Defence** sector is well represented within Blackpool, Fylde and Wyre, employing 9,000 people, 29% of the Lancashire total. This is particularly the case in Blackpool, where more than one in ten jobs are in the sector.

Sectoral Trends

Between 2015 and 2018, there have been employment increases in the two priority sectors, **Logistics** and **Health and Social Care**. The additional 1,000 **Logistics** jobs (+14%) follow the wider trends of employment growth in the sector across Lancashire (+18%), regionally (+19%) and nationally (+9%). The 1,000 extra jobs in the **Health and Social Care** sector (+5%) mean that Blackpool, Fylde and Wyre is the only TTWA in Lancashire where the sector has grown over the period. This increase in **Health and Social Care** jobs has been focused within Blackpool, where employment has grown by 17% since 2015. **Creative and Digital** is the priority sector where there are fewer jobs than in 2015, the fall of 1,000 jobs in the sector is the largest absolute and relative (-29%) decrease in jobs in the sector of any of the six Lancashire TTWAs.

Other sectors to have experienced significant changes in employment since 2015 are **Administration and Support Services** and **Public Administration and Defence**. Positively, the area's employment in

Source: Business Register and Employment Survey 2015-2018,

¹ The 2015-2018 period is used to provide longer-term trend data as consistent data is available for these years

² The analysis of employment by sector in the 2019 Toolkit report uses Lancashire's priority sector definitions. These are different to the definitions used in the 2018 Toolkit report. The data matrix contains time series data for both definitions

Administration and Support Services has increased by 1,000 jobs (+17%) since 2015, whereas the number of jobs in Public Administration and Defence fell by a similar number (-10%), both reflecting the wider Lancashire trends.

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 63% of the jobs in the TTWA in the Health, Public Administration or Education sectors are located in the town. The town's Visitor Economy accounts for a large share of employment providing 17% of employment compared with 9% across Lancashire in 2018.

Wyre's economy has particularly high employment in Construction. Despite only having 24% of the Blackpool, Fylde and Wyre's employment total, Wyre has 42% of the Construction employment. Although Blackpool dominates the local Visitor Economy, it is still very well represented in Wyre, providing 12% of employment in the district compared to 9% across the LEP in 2018.

Fylde's employment base is less public sector focussed than typical for the TTWA, with 83% of employment in the private sector, as opposed to 78% of the TTWA. These higher levels of private sector employment are in part due to Fylde's dominance of the area's employment in Finance and Professional Services (44% of the TTWA); Advanced Manufacturing (51%); and Energy and Environmental Technologies (50%) in 2018.

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 the Warton Aerodrome and Blackpool Airport Enterprise Zones.

Employer Skill Requirements

The UK Employer Skills Survey 2017 provides a comprehensive source of information on employer skills needs. Data is available for Lancashire based on responses from 1,900 businesses.

The data from the survey covers both the current workforce (skills gaps, training provided) and experience of recruitment (vacancies, hard to fill and skills shortage vacancies, recruitment methods) and asks employers about the skills they will need in future.

Skills Gaps

Considering the current workforce, 16% of Lancashire employers said that at least some of their workers had skills gaps (i.e. they were not fully proficient in their current role). This is a slight fall from 17% in 2015, but remains higher than the regional (15%) and national averages (14%).

The main reasons for skills gaps within the workforce reported by Lancashire employers in the 2017 survey are:

- They are new to the role (65% of employers).
- Employee training is currently only partially complete (reported by 61%).
- Staff lack motivation (30%).
- They have not received the appropriate training (28%).
- Unable to recruit staff with the required skills (28%).
- They have been on training but their performance has not improved sufficiently (27%).

Employers in Lancashire were much more likely to cite problems retaining skilled staff as a cause of skills gaps (20%) than those in the North West (14%) or nationally (13%).

Over-Qualification

In addition to skills gaps, employers also identified staff within their workforce who were over-qualified for their current role, or under-utilised within the role (i.e. both over-qualified and have skills which are more advanced than are needed in their role). Forty-five percent of Lancashire employers said they had at least one employee who was over-qualified for their role, the same as the regional proportion and higher than the number saying the same nationally (42%).

Thirty-seven per cent said they had under-utilised staff, slightly higher than the regional (36%) and national shares (34%).

Employer-Provided Training

In 2017, 68% of employers in Lancashire said they provide training to their staff, with 54% providing on-the-job training and 49% providing off-the-job training. On average, Lancashire employers provided 3.6 days of training per trainee, compared to 3.8 days per trainee on average in the North West and 4.0 days nationally.

The most commonly provided types of training are job specific training (85% of employers), health and safety / first aid training (73%) and induction training when staff first start in their role (67%). Lancashire employers are less likely than the regional and national average to provide training in new technology (44% of employers, compared to 49% regionally and 47% nationally).

Different occupations benefit from different levels of training. Managers and Directors are the occupational group most likely to receive training - with 62% of Lancashire employers providing training to this group. Associate Professionals are the group least likely to be trained (9% of employers said they train this group). Employers in Lancashire are more likely to say they train workers in Elementary jobs (25% of employers) than is the case regionally (21%) or nationally (18%). Two main barriers were identified by Lancashire employers which prevent them from offering more training to staff - being unable to spare the time for staff to go on training (53%) and the expense / cost of training (47%). Very few employers identified a lack

of provision (2%) or a lack of good quality provision (3%) as barriers to providing training.

Skills in need of development, identified by Lancashire employers, include adapting to new equipment, role-specific skills and organisation-specific knowledge in 2017. Over one-third of Lancashire employers said basic IT and computer skills would need development, slightly higher than the national level (34% compared to 31%) and 29% said advanced IT skills would be required (compared to 30% nationally).

Recruitment and Recruitment Difficulties

One in five Lancashire employers surveyed said that they had at least one vacancy in 2017, the same proportion as regionally and nationally, but up from 17% in 2015. Eight per cent said that at least one vacancy was hard to fill, with 5% saying that they had a skill shortage vacancy, i.e. a vacancy which is hard to fill due to skills shortages amongst potential applicants. The most commonly used recruitment methods were via social media or the company's website. Employers in Lancashire are much more likely to use a government recruitment service or scheme than is the case nationally (29% compared to 22%).

Lancashire employers most commonly reported hard to fill vacancies in Skilled Trades (27%), and Caring, Leisure and other Services (24%) and Elementary Occupations (16%). All of these occupations accounted for a higher proportion of hard to fill vacancies in 2017 than in 2015. Skills shortage vacancies were also most common across these occupations, with one-third linked to Skilled Trades. Employers in the Transport and Storage and Construction sectors were most likely to report skill shortage vacancies. The skills most difficult to obtain from applicants were specialist skills and knowledge (stated by 24% of employers) and the ability to manage their own time (13% of employers).

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

Forecast 10-Year Employment Change, 2018-2028

| | 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 Services | - 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, 2018-2028 | | | | |
|---|---------------------------|------|------------|------|
| | 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

| Occupation* | 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 |

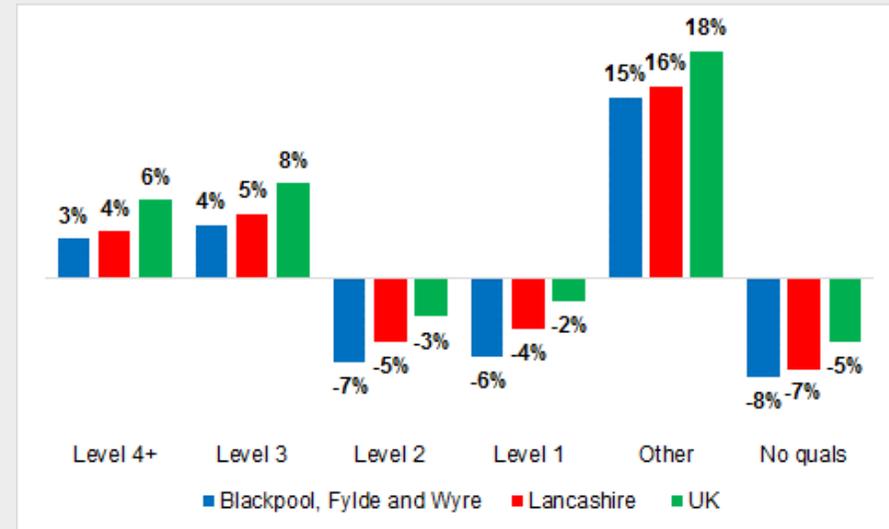
Source: Oxford Economics, 2018

* details of the occupational categories can be found at https://onsdigital.github.io/m-classification-tools/standard-occupational-classification/ONS_SOC_hierarchy_view.html

Change in employment by highest qualification, 2018-2028

| Forecast 10-Year Employment Change by Highest Qualification Level, 2018-2028 | | | |
|--|--------|--------|--------|
| Qualification Level | 2018 | 2028 | Change |
| Level 4+ | 47,894 | 49,422 | +1,528 |
| Level 3 | 27,773 | 28,985 | +1,212 |
| Level 2 | 25,678 | 23,952 | -1,725 |
| Level 1 | 20,463 | 19,167 | -1,296 |
| Other* | 12,822 | 14,688 | +1,866 |
| No Qualifications | 15,720 | 14,470 | -1,250 |

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* (including Apprenticeships) are expected to be required in Skilled Trade Occupations and Sales and Customer Service Occupations.

Employment Forecasts – Total Employment

Forecasts provide an indication of the future growth of the economy, but are not set in stone. Between 2018 and 2028, over 1,700 new jobs are expected to be created in Blackpool, Fylde and Wyre, representing a 1.1% 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 (roughly 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 Services (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 jobs per annum) between 2018 and 2028. The only exception is Process, Plant and Machine Operatives, although there are still expected to be opportunities for over 7,500 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.

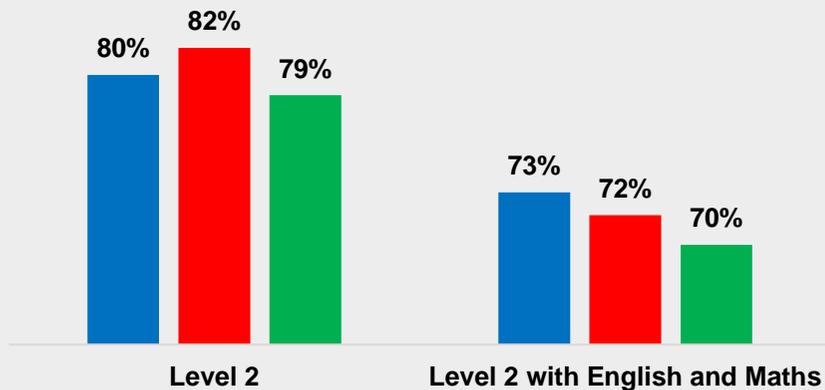
Key Stage 1 to 4 (GCSE) in Blackpool, Fylde and Wyre

| Age Group | Performance Measure | What is happening in Blackpool, Fylde and Wyre, 2017/18? | National comparison |
|---|---|--|---------------------------------|
| Key Stage 1 (KS1) 5-7 years | % of pupils who meet the required standard of 'phonic decoding': using knowledge of phonics to accurately read words. | Across Lancashire*, approximately 81-82% of Year 1 pupils meet the standard, and 91% of Year 2 pupils. | Year 1: 82% Year 2: 91% |
| Key Stage 2 (KS2) 8-11 years | % of pupils who meet the required standards in reading, writing and mathematics. | 67% (+14 percentage points since 2016) of pupils meet the standard, four percentage points above the Lancashire average, ranging from 65% in Wyre to 67% in Blackpool and 72% in Fylde. | England excluding London: 64% |
| Key Stage 4 (KS4) 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. | 43.2 (-3.8 since 2016) , ranging from 39.8 in Blackpool to 45.3 in Fylde and 46.8 in Wyre, compared to 45.8 for Lancashire. | England excluding London: 43.7 |
| | 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). | -0.42 (-0.15 since 2016) Ranges from -0.60 in Blackpool and -0.29 in Fylde to -0.25 in Wyre, compared to -0.12 for 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. | 9% (-7 percentage points since 2016) achieve the EBacc, ranging from 6% in Blackpool, to 12% in Fylde and Wyre compared to 13% for Lancashire. | England excluding London: 14% |
| Destinations at age 16 | Percentage of pupils in overall sustained education and / or employment / training destination. | 95% (+3 percentage points since 2016) in line with Lancashire. | England excluding London: 95% |

Sources: Department for Education Attainment Data by age 19 and by disadvantaged pupils, 2017/18; Percentages of overall pupil destinations after completing key stage 4 / key stage 5 2014/15 - 2016/17 destinations for the 2013/14 cohort

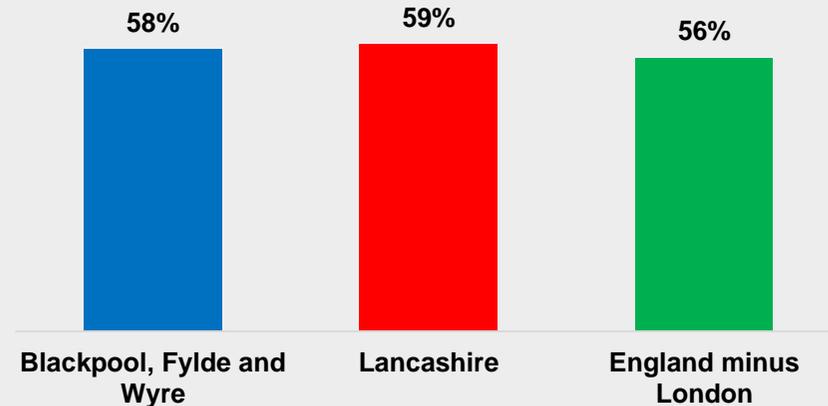
* this indicator is not reported at the TTWA level

Level 2 attainment by age 19, 2017/18



■ Blackpool, Fylde and Wyre ■ Lancashire ■ England minus London
 Source: Department for Education Attainment Data, by age 19 and by disadvantaged pupils, 2017/18

Level 3 attainment by age 19, 2017/18



Source: Department for Education Attainment Data by age 19 and by disadvantaged pupils, 2017/18



85% (-3 percentage points since 2014/15*)
 of students in Blackpool, Fylde and Wyre enter sustained education or employment after KS5

64% (-2 percentage points)
 enter sustained education - either at HEIs, FEIs or other destinations e.g. private training providers

21% (-2 percentage points)
 enter sustained employment

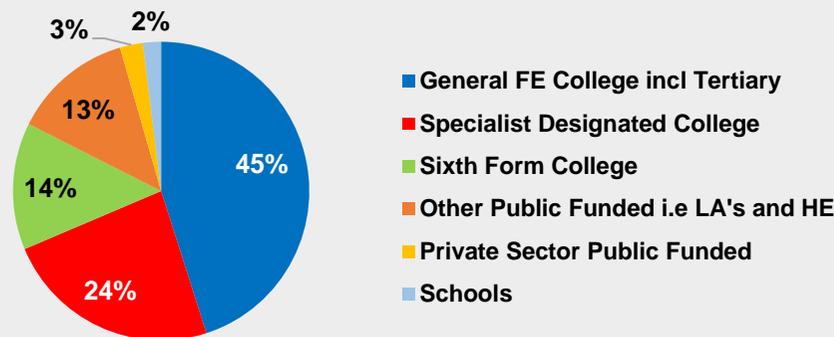
56% (+1 percentage point)
 Higher education institutions

5% (-5 percentage points)
 Further education institutions

Of which **6%** are apprentices

Providers in the TTWA accounted for 15,180 students participating[^] in Further Education in 2018/19 – the fourth highest out of Lancashire’s Travel to Work Areas (TTWAs)

Share of Further Education (FE) provision (% of Participants) in Blackpool, Fylde and Wyre by Provider Type, 2018/19



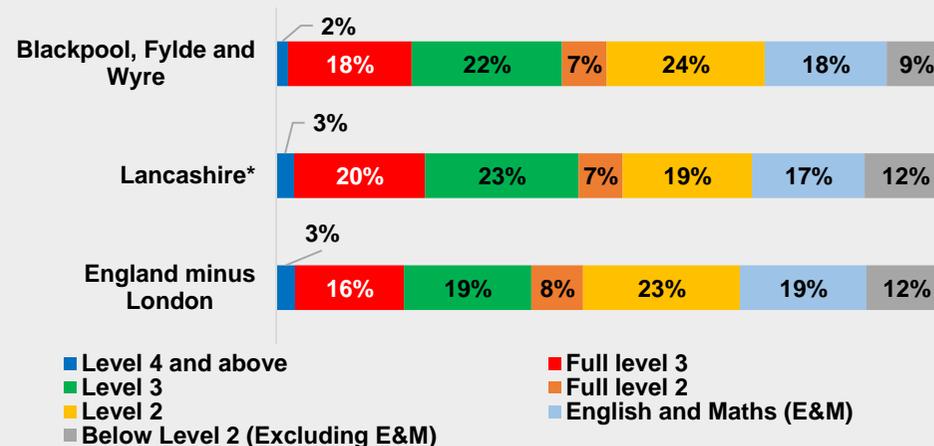
Source: DfE FE Skills Data: Participation by Provider by Funding Stream, Learner and Learning Characteristics 2018/19; School, Pupils, and their Characteristics, January 2019 (Key Stage 5 Years 12 - 14)

Based on the latest 2018/19 data, General FE Colleges account for just under half (45%) of FE students at providers based in the Travel to Work Area (TTWA), equal to 6,840 students. This proportion is lower than the Lancashire (64%), regional (52%) and national averages (51%). Participation is considerably higher under the Specialist Designated College category (24%) than Lancashire (4%), regional and national levels (both 2%). This figure reflects the location of Myerscough College in Wyre.

Where data is available, the age profile of students studying at TTWA based FE providers is younger than the Lancashire and national profile¹. Just over two-fifths (43%) of students were under the age of 19, higher than both Lancashire (39%) and national levels (31%). Ethnic minority groups (accounting for 4% of participants) are under-represented in the TTWA’s provider organisations relative to the Lancashire and national averages (both 18%).

Providers based in the TTWA cater for a lower proportion of students studying Full Level 3 (18%) and Level 3 (22%) compared to the Lancashire (20% and 23%) but higher than the national profile (16% and 19%)¹. Likewise, there is a lower proportion studying below Level 2 (9%) compared to Lancashire and national levels (12% each).

What level are FE students studying with providers in the TTWA, 2018/19?¹



Source: DfE FE Skills Data: Participation by Provider by Funding Stream, Learner and Learning Characteristics 2018/19. Figures may not sum due to rounding.

* Lancashire figures exclude West Lancashire College, which reports as part of Newcastle College Group.

FE Learner Characteristics by Provider Location, 2018/19¹

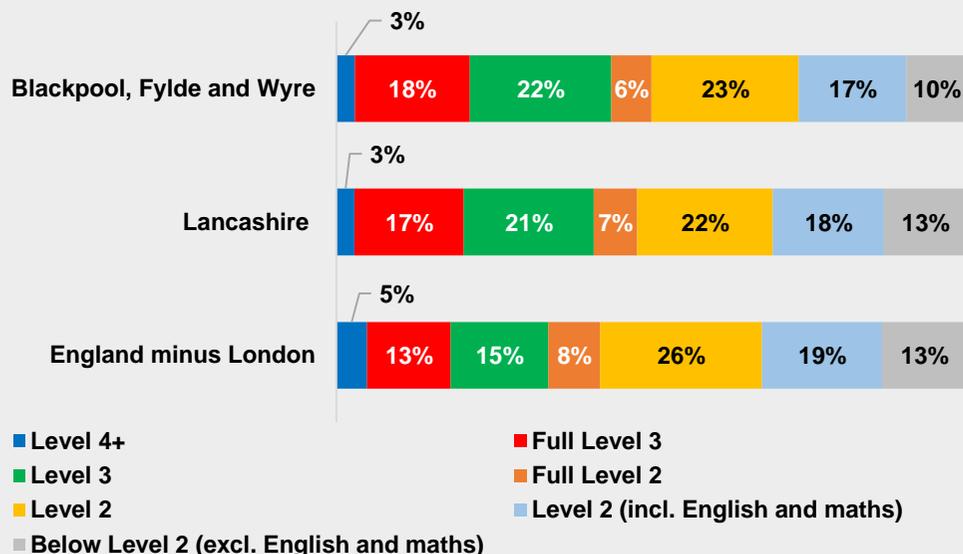
| | Blackpool, Fylde and Wyre | Lancashire | England minus London |
|--------------------------|---------------------------|------------|----------------------|
| Age | | | |
| Under 19 | 43% | 39% | 31% |
| 19-24 | 16% | 14% | 17% |
| 25+ | 42% | 47% | 51% |
| Gender | | | |
| Female | 51% | 54% | 55% |
| Male | 49% | 46% | 45% |
| Ethnicity | | | |
| Black, Asian or Minority | 4% | 18% | 18% |
| White | 96% | 82% | 82% |

Source: DfE FE Skills Data: Participation by Provider by Funding Stream, Learner and Learning Characteristics 2018/19. Figures may not sum due to rounding.

* Lancashire figures exclude West Lancashire College, which reports as part of Newcastle College Group

In 2018/19, there were a total of 20,680 Blackpool, Fylde and Wyre residents participating[^] in Further Education (FE) – the third highest level across Lancashire’s Travel to Work Areas (TTWAs).

Level of Study by FE Learners Living in the TTWA, 2018/19

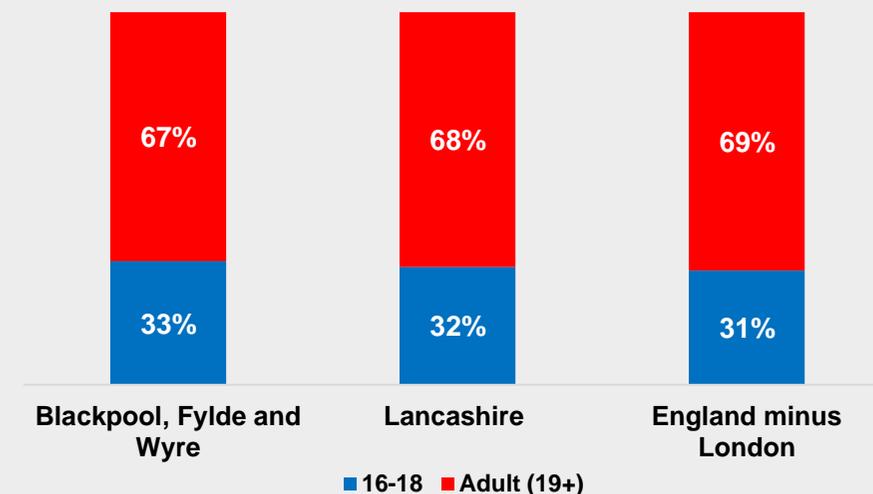


Source: Department for Education: Further Education and Skills Geography 2014/15 to 2018/19. Figures represent the learner aims by level due to students being able to study multiple level courses. Figures also do not include aims where there is no level assigned. Figures may not sum due to rounding.

In 2018/19, there were approximately 20,680 Blackpool, Fylde and Wyre residents participating in Further Education (FE) – the third highest count across Lancashire’s Travel to Work Areas (TTWAs) behind Preston, Chorley and South Ribble and Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley.

Across the TTWA, the proportion of learner aims that are at a Level 4 (3%) are consistent with Lancashire levels (3%) but lower than national levels (5%). However, there is a larger proportion of learner aims that are at Level 3 (22%) and Full Level 3 (18%) compared to national levels (15% and 13% respectively) and the Lancashire profile (21% and 17% respectively).

Age profile of FE learners living in the TTWA, 2018/19



Source: Department for Education: Further Education and Skills Geography 2014/15 to 2018/19. Figures represent the learner aims by level due to students being able to study multiple level courses. Figures also do not include aims where there is no level assigned.

A third of Blackpool, Fylde and Wyre residents participating in FE are aged between 16 and 18, slightly higher than Lancashire (32%), regional and national profiles excluding London (both 31%).

Apprenticeships: TTWA Provider Perspective – Apprenticeship participation by subject and by level

In 2018/19, Blackpool, Fylde and Wyre based providers* recorded 4,910 learners participating[^] in apprenticeships – the second highest level across Lancashire’s Travel to Work Areas (TTWAs).

Apprenticeships in TTWA based providers by subject, 2018/19

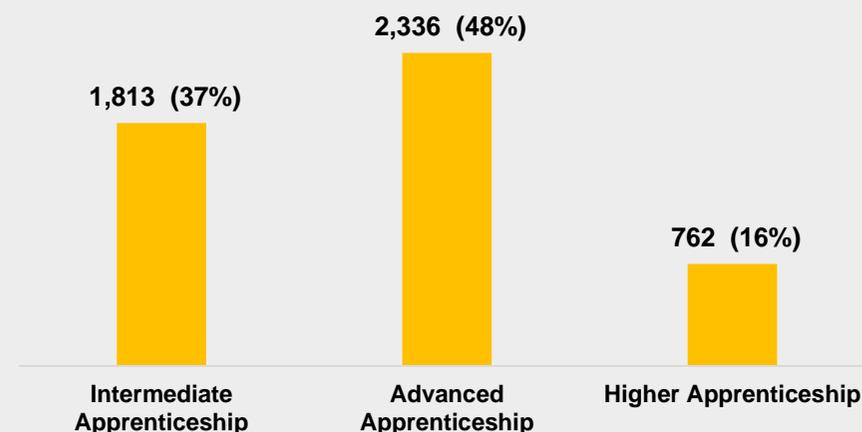


Source: DfE Apprenticeship participation/achievements by sector subject area, provider, framework/standard, local authority district: 2014/15 to 2018/19
Totals may not sum due to rounding.

Based on the latest 2018/19 data, Blackpool, Fylde and Wyre based providers account for approximately 4,910 learners participating in apprenticeships – the second highest number of participants across Lancashire’s TTWAs behind Preston, Chorley and South Ribble.

Almost three in ten (28%) apprentices registered with providers in the TTWA are completing Health, Public Services and Care training. This is followed by Business Administration and Law (27%); Engineering and Manufacturing Technologies (16%); and Retail and Commercial Enterprise (11%), which together account for over four-fifths of all apprenticeship provision.

Apprenticeships in TTWA based providers by level, 2018/19



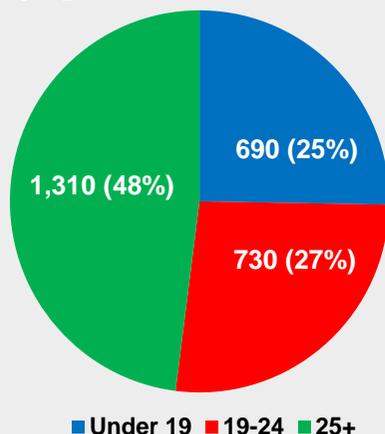
Source: DfE Apprenticeship participation/achievements by sector subject area, provider, framework/standard, local authority district: 2014/15 to 2018/19
Figures may not sum due to rounding.

In 2018/19, just under two-fifths (37%) of apprentices registered with providers in the TTWA were participating in intermediate level apprenticeships, equal to 1,810 learners. This compares to 36% of provision being at this level across the LEP and regionally and 38% nationally (excluding London).

Approximately three-fifths of apprentices registered with providers in the TTWA were participating in advanced or higher level apprenticeship courses. This is consistent with the Lancashire LEP and regional profiles (both 64%) and higher than the national, excluding London average (62%).

A total of 2,730 Blackpool, Fylde and Wyre based residents started apprenticeships in 2018/19 – an increase of 3% on 2017/18 levels.

Apprenticeship starts* by Blackpool, Fylde and Wyre residents by age, 2018/19



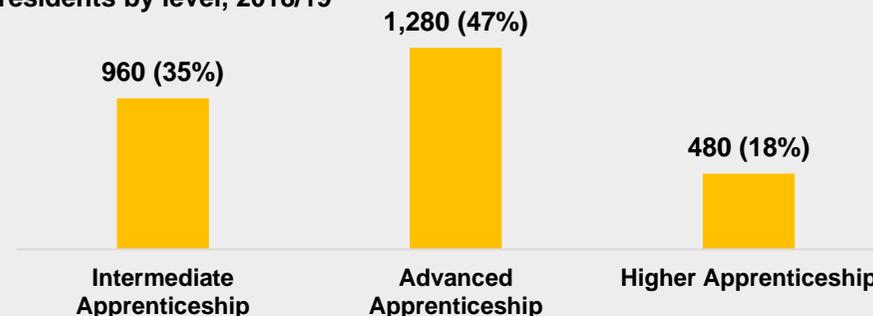
Source: DfE : Apprenticeships geography and sector subject area PivotTable tool: starts and achievements 2018 to 2019

Apprenticeship starts by Blackpool, Fylde and Wyre residents by subject, 2018/19



Source: DfE : Apprenticeships geography and sector subject area PivotTable tool: starts and achievements 2018 to 2019
Totals may not sum due to rounding.

Apprenticeship starts by Blackpool, Fylde and Wyre residents by level, 2018/19



Source: DfE : Apprenticeships geography and sector subject area PivotTable tool: starts and achievements 2018 to 2019

The age profile of TTWA resident apprentices in 2018/19 shows:

- There was a lower proportion of younger learners under the age of 19 (25%) compared to Lancashire (28%), regional and national levels (26% each).
- The proportion of apprentice starts over the age of 25 (48%) was higher than in each of these comparator areas.

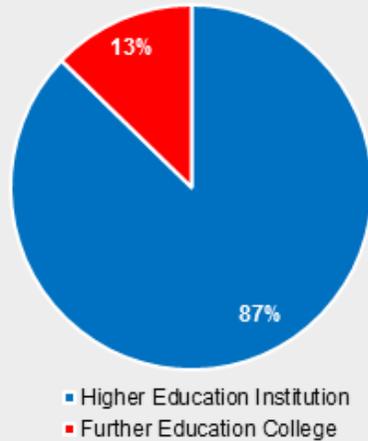
TTWA residents are more commonly starting advanced and higher apprenticeships (65%) than across Lancashire and the North West (both 64%) and across England (excluding London) (63%).

The profile of subjects studied is fairly consistent with the Lancashire profile, with the main differences including:

- A higher proportion of starts in **Health, Public Services and Care** (33%) compared to Lancashire and the North West (27% each) and nationally (25%).
- A lower proportion of starts in **Business, Administration and Law** (29%) than Lancashire (30%); nationally (30%) and regionally (31%).
- A higher proportion of starts in **Construction, Planning and the Built Environment** (7%) compared to Lancashire, the North West and nationally (each 6%).

In 2017/18 there are 56,460 (+5% since 2016/17) students studying with 16 different Higher Education (HE) providers in Lancashire (including Further Education (FE) and alternative providers).

Location of provision for HE Students in Lancashire, 2017/18



Source: Higher education full time equivalent (FTE) 2017/18 calculated using HESA student, HESA AP student or ILR data.

FE colleges are an important part of HE provision and teach a significant proportion of HE students in Lancashire - around 13% in 2017/18. Unfortunately, the data which used to be available on HE students in FE Colleges (from HEFCE) is no longer produced. The remainder of this section therefore provides data on HE students studying in Lancashire's HE institutions.

Nearly three quarters of students at Lancashire's Higher Education Institutions (HEI's) are from the North West. Leeds City Region is the Local Enterprise Partnership (LEP) area outside the North West from which the greatest proportion of HEI students come from (4%).

The proportion of International HEI students (13%) is seven percentage points below the national average (20%).

Domicile of HEI students studying in Lancashire, 2016/17

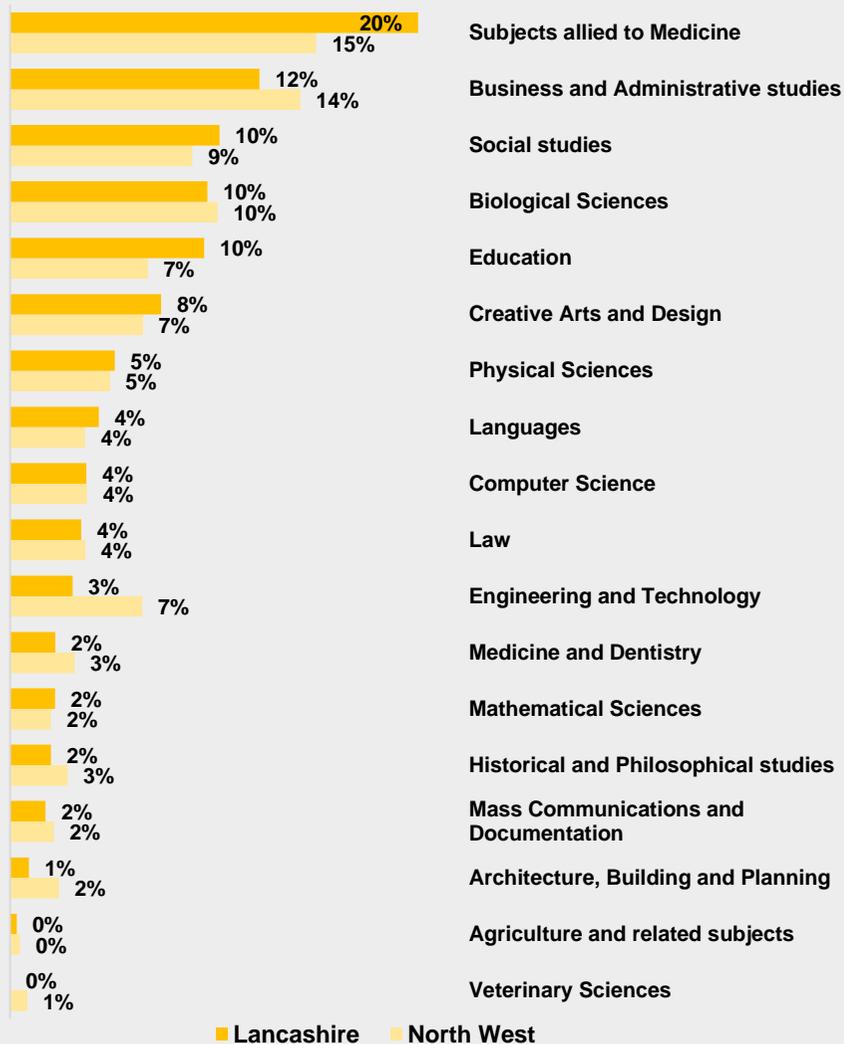
| | Lancashire | North West | England |
|-----------------|------------|------------|---------|
| Total UK | 87% | 83% | 80% |
| Other EU | 4% | 4% | 6% |
| Non-EU | 9% | 13% | 14% |

HESA Destination of Leavers from Higher Education 2016/17

Where do Lancashire's HE students come from in 2016/17?

1. Lancashire (32%)
2. Greater Manchester (18%)
3. Liverpool City Region (16%)
4. Cheshire and Warrington (4%)
5. Cumbria (4%)

Higher Education students by subject in Lancashire, 2017/18



Source: HESA, 2019 HE student enrolments By HE Provider and Subject of Study

Higher Education Providers in Lancashire

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

There are no Higher Education (HE) Institutions within the TTWA.

>> *Based elsewhere in Lancashire:*

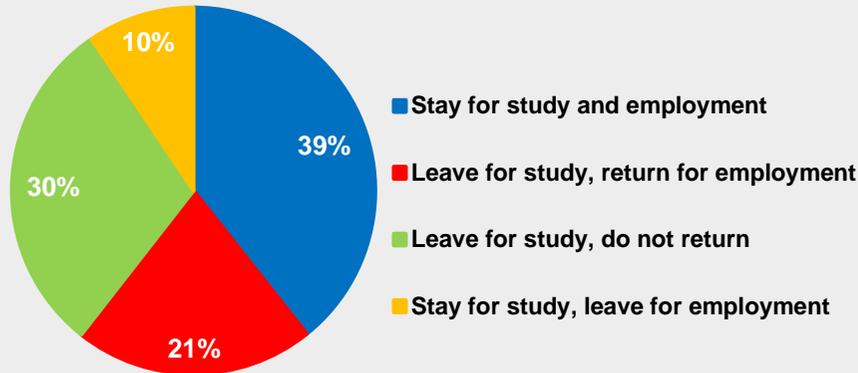
- University of Central Lancashire
- Lancaster University
- Edge Hill University
- University of Cumbria (which has a major campus in Lancaster)

A number of Further Education providers are recognised to deliver Higher Education courses in Lancashire but no data is available to quantify the scale of this provision.

In Lancashire's HE institutions, 20% of students are studying subjects allied to medicine, compared to 15% regionally and 12% nationally. In contrast, only 3% of students at HE institutions in Lancashire study engineering and technology, compared to 7% regionally and nationally.

There is a higher proportion of student at Lancashire based HE institutions studying education compared to the North West (7%) and nationally (6%).

Lancashire Residents Participating in Higher Education (HE), 2014/15*



Source: HEFCE 2014/15

The most recent available data shows, just over three-fifths (61%) of Lancashire residents who participate in HE go into employment in Lancashire. This proportion is similar to the national average for a LEP area (60%).

A higher proportion stay to study and then work locally than the national LEP average (29%), while the proportion who leave to study outside Lancashire and then return to work locally is lower than the national LEP average (30%).

HE Destinations, 2016/17

Where do Lancashire’s students go to work, 2016/17?

The top 5 LEP area destinations:

1. Lancashire (32%)
2. Greater Manchester (18%)
3. Liverpool City Region (15%)
4. London (4%)
5. Cheshire and Warrington (4%)

Source: HESA Destinations of Leavers Survey and Student Record, 2016/17

Outcomes achieved by students of Lancashire’s Higher Education Institutions:

One year

After one year, 69% of graduates from Lancashire’s Higher Education Institutions are in sustained employment. 7% of graduates have no sustained destination (decreased by 3 percentage points since 2015/16), slightly lower than the average for all institutions in the North West where the figure is 8%.

Three years

After three years, the proportion in sustained employment rises to 72%, and 11% have no sustained destination, higher than the North West figure (6%).

Five years

After five years, the proportion in sustained employment increased to 77%. The number with no sustained destination falls to 6%, equal to the regional average.

The Education and Skills System

Data is available for all levels of the education and skills system, from Key stage (KS) 1 through to Higher Education (HE). The data to KS5 shows how well education, skills and training providers and residents in the Travel to Work Area (TTWA) are performing, as well as providing an indication of the choices that residents make after leaving school.

Data for HE is available at the Lancashire level. It is based on data gathered for the Higher Education Institutions (including Further Education (FE) colleges and alternative providers that deliver HE) 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 Lancashire more than eight out of ten year 1 pupils met the required standard of phonic decoding (81%) in 2017/18, in line with the North West and national averages. This increases to 91% by year 2, also in line with regional and national averages.

Data that is available for the TTWA shows that by the end of KS2, 67% of pupils are meeting the required standards in reading, writing and mathematics in Blackpool, Fylde and Wyre in 2017/18, an increase of 14 percentage points since 2016. This is the highest of Lancashire's six TTWAs and is higher than both national (64%) and Lancashire (63%) averages. Fylde (72%) was the strongest performer across the TTWA, followed by Blackpool (67%) and Wyre (65%), with all three above the national average.

Key Stage 4 (GCSE)

In terms of measuring performance at KS4 (GCSE), the Department for Education (DfE) 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 Department for Education (DfE) approved list.

Progress 8 aims to capture the progress a pupil makes from the end of KS2 to the end of KS4. 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 results for the 2017/18 year show:

- In 2017/18, the **average Attainment 8 score** was 43.2, a fall of 3.8 points since 2015/16 and below the Lancashire average of 45.8 and 43.7 nationally (excluding London), which also witnessed declines. Only Burnley and Pendle has a lower average score across the Lancashire TTWAs. The strongest performance was in Wyre at 46.8 (decline of 2.6 since 2015/16) followed by 45.3 in Fylde (decline of 4.3) and Blackpool at 39.8 (decline of 4.0).
- On average, pupils make less progress from the end of KS2 to the end of KS4 than across Lancashire and nationally (excluding London). **The average Progress 8 score** in Blackpool, Fylde and Wyre is -0.42 (compared to -0.12 for Lancashire and -0.06 for England minus London). Average Progress 8 scores have declined since 2015/16 by 0.15, compared to a decline of 0.01 in Lancashire and scores remaining equal nationally. This is the weakest progress score of the six Lancashire TTWAs by some margin (-0.21 less than West Lancashire). Progress is strongest in Wyre (-0.26), but is still below the Lancashire average, and weakest in Blackpool (-0.60), which declined by some 0.22 points.

- In 2017/18, just less than one out of ten (9%) **achieved the English Baccalaureate** (a set of subjects at GCSE including English and maths, a science, a language, and geography or history) falling by seven percentage points since 2015/16 and below the Lancashire (13%) and national average (14%) which also witnessed declines (eight and ten percentage points respectively). The proportion in Fylde and Wyre (12% each) is below the Lancashire average and the proportion in Blackpool is well below (6%) which fell further behind since 2015/16 (6% compared to 9% in 2015/16).

Based on the definitions of students upon completion of KS4 in 2016/17, 95% of leavers remain in sustained education and/or an employment / training destination, increasing by three percentage points since 2014/15 to bring the rate in line with the Lancashire and national average. Only Burnley and Pendle has a lower proportion across all of the Lancashire TTWAs. The proportion of leavers differs slightly across the TTWA, with the largest proportion in Wyre (96%), followed by Fylde (95%) and Blackpool (93%) which falls below the Lancashire and national average.

Young People aged 16-19

Between ages 16 and 19, attainment at Level 2 / KS4 (equivalent to GCSE) and Level 3 / KS5 (equivalent to A-Levels) is measured.

Across the TTWA, by the age of 19 data for 2017/18 shows:

- 80% have **achieved Level 2** falling by eight percentage points since 2015/16 to below the Lancashire (82%) average but remains above the national average (79%) which saw a significant decline. 73% have **achieved Level 2 with English and maths**, an increase by two percentage points to rise above the Lancashire (72%) and national average (70%). The strongest performance is in Fylde (86% and 79%) then Wyre (84% and 77%), whereas Blackpool is well below the national average (75% and 67%) despite seeing an improvement in Level 2 with English and Maths (increase of four percentage points).

- 58% have **achieved Level 3**, in line with the Lancashire average (59%) and outperforming the national average (56%) which all remained constant since 2015/16. The strongest performance is in Fylde (67%) and Wyre (62%), with Blackpool falling even further below the Lancashire and national average (50% in 2017/18 compared to 52% in 2015/16).

Latest available data for 2017/18 shows, upon completion of KS5, 85% of leavers enter sustained education or employment, falling by three percentage points since 2014/15. This has improved to become the highest rate of the Lancashire TTWAs and is above the Lancashire and national averages (both 83%). The proportion ranges from 89% in Blackpool to 85% in Wyre and 83% in Fylde, which saw a decline of eight percentage points.

The split between education (64%) and employment (21%) is skewed towards employment compared with Lancashire (63% and 19%), and the national profile (60% and 23%), with the proportion in education falling by two percentage points.

The large majority of those entering sustained education go to Higher Education Institutions (within and outside Lancashire), nationally, a higher proportion of students that enter sustained education attend Further Education (FE) colleges although HE remains the preferred choice. Just over one in twenty students start an apprenticeship upon completion of KS5, below the Lancashire and national average.

Further Education and Apprenticeship Provision in Blackpool, Fylde and Wyre Based Providers[^]

This section considers provision being delivered by providers based in the Blackpool, Fylde and Wyre TTWA (a provider perspective) before the patterns of residents of the TTWA are explored in the section that follows (learner perspective).

Sources: Department for Education Attainment Data by age 19 and by disadvantaged pupils, 2017/18; Percentages of overall pupil destinations after completing key stage 4 / key stage 5 2014/15 - 2016/17 destinations for the 2013/14 cohort; DfE FE Skills Data: Participation by Provider by Funding Stream, Learner and Learning Characteristics 2018/19.

* West Lancashire College data is not captured in Lancashire wide figures due to inclusion in Newcastle College Group wide returns.

[^] All figures in this section relate to participation – a count of the number of people starting, continuing and achieving in FE in that year

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Further Education

The latest (2018/19) data for FE providers based in the Blackpool, Fylde and Wyre TTWA shows there were a total of 15,180 students participating (defined as all learners who are starting, continuing or achieving within the year) in FE courses delivered within the TTWA – equal to just under one-fifth (17%) of FE participation across Lancashire*. Blackpool, Fylde and Wyre is ranked fourth out of Lancashire's TTWAs, behind Preston, Chorley and South Ribble, Burnley and Pendle, and Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley on a measure of FE participation.

General FE Colleges, such as Blackpool and the Fylde College, account for just under half (45%) of FE participants registered with providers based in the TTWA, equal to 6,840 students. This proportion is 19 percentage points below the Lancashire average (64%), seven percentage points lower than regional (52%) and six percentage points below national levels (51%). Specialist Designated Colleges, such as Myerscough College, also play an important role in FE within the TTWA, accounting for almost a quarter (24%) of participants compared to 4% in Lancashire and 2% regionally and 2% nationally. The remaining students participate in FE at Sixth Form Colleges (14%, which is double the Lancashire average (7%)), Other Public Funded institutions (13%, which is six percentage points higher than the Lancashire average (7%)); Private Sector Funded institutions (3%, compared to a 12% Lancashire average); and Schools with KS5 pupils in Years 12-14 (2%, compared to 6% in Lancashire).

Where data is available, the age profile of students participating in FE at providers in the TTWA is younger than the Lancashire and national profile[§]. Just over two-fifths (43%) of students were under the age of 19 in 2018/19, the second highest proportion recorded across the TTWAs and higher than both Lancashire (39%) and national levels (31%). In contrast, there was a lower proportion of learners over the age of 25 (42%), nine percentage points less than national levels (51%) and five percentage points below the Lancashire level (47%).

Providers in the TTWA record a lower proportion of students studying Full Level 3 (18%) and Level 3 (22%) compared to the Lancashire average (20% and 23%) but higher than the national profile (16% and 19%)[§]. Likewise, there is a lower proportion studying below Level 2 (9%) compared to Lancashire and national levels (12% each). There is also a higher proportion of students studying at Level 2 (24%) compared to the wider Lancashire average (19%), and the national average (23%).

Apprenticeships

Based on the latest 2018/19 data, there were approximately 4,910 apprentices participating (starting, carrying out or achieving) in apprenticeships with Blackpool, Fylde and Wyre based providers (see the definition on page 36). This is the second highest level of provision recorded in a TTWA, behind Preston, Chorley and South Ribble.

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.

In 2018/19, there were more apprentices in Blackpool, Fylde and Wyre based providers participating in lower level apprenticeships than local geographical comparators. Two-fifths (37%) of learners in the TTWA were participating in intermediate level apprenticeships, equal to 1,810 apprentices. This is one percentage point higher than the Lancashire and regional averages (36% each) but one percentage point lower than national levels (38%).

Sources: DfE FE Skills Data: Participation by Provider by Funding Stream, Learner and Learning Characteristics 2018/19; School, Pupils, and their Characteristics, January 2019

* West Lancashire College data is not captured in Lancashire wide figures due to inclusion in Newcastle College Group wide returns.

^ All figures in this section relate to participation – a count of the number of people starting, continuing and achieving in that year.

§ Due to data limitations, the analysis of the level of provision and learner characteristics relates to FE provision that is ESFA-funded and captured in Individualised Learner Record returns only.

This excludes an element of school sixth form provision which accounts for 300 learners.

The remaining two-thirds (64%) of provision was offered through advanced (48%) or higher (16%) level apprenticeship courses. This proportion is equal to Lancashire and regional profiles (both 64%) and higher than national averages excluding London (62%). The difference is most evident in the proportion of apprentices undertaking higher level apprenticeships, being one percentage points more than Lancashire and national levels (15%).

Subject coverage of apprenticeships offered by Blackpool, Fylde and Wyre based providers is fairly consistent with Lancashire trends, but varies from regional and national profiles in 2018/19. Differences include:

- Just over one-quarter (28%) of apprentices at providers in the TTWA participate in **Health, Public Services and Care**, equal to just less than 1,380 learners. This is two percentage points higher than the Lancashire LEP profile (26%), as well as being higher than regional (25%) and national profiles (24%).
- There are more apprentices participating in **Business, Administration and Law** (27%); compared to Lancashire (26%), but less than regional (29%) and national levels excluding London (27%).
- There are less apprentices participating in **Engineering and Manufacturing Technologies** (16%); compared to Lancashire (20%), regionally (18%), and nationally (19%).
- **Retail and Commercial Enterprise** (11%) participation in the TTWA is higher than Lancashire levels (10%) and in line with regional levels.
- **Agriculture, Horticulture and Animal Care** (6%) participation is higher than Lancashire, regional and national levels (all 2% respectively).

Blackpool, Fylde and Wyre Residents Undertaking FE and Apprenticeships

This section considers FE and apprenticeships being undertaken by people who live in the TTWA, based on the home postcode of learners. Not all learners will undertake courses in the TTWA they live in meaning that there are variations between the figures reported from a provider and learner perspective.

Further Education

In 2018/19, 20,680 students participating in FE were residing in Blackpool, Fylde and Wyre. This is the third highest number of resident learners across Lancashire's Travel to Work Areas (TTWAs) behind Preston, Chorley and South Ribble and Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley.

The provision being undertaken by Blackpool, Fylde and Wyre residents split by level shows a lower proportion are studying at Level 4 (3%) than national levels (5%), but this is consistent with the wider Lancashire profile. On the other hand, there is a higher proportion of learner aims at Level 3 (22%) and Full Level 3 (18%) than the national profile excluding London (15% and 13% respectively) and Lancashire levels (21% and 17% respectively).

The age profile of Blackpool, Fylde and Wyre resident FE learners is somewhat consistent when compared to Lancashire, regional and national profiles. Learners across the TTWA are however more commonly aged 16 to 18, accounting for one-third (33%) of FE participants, compared to 32% across Lancashire and nationally, excluding London (31%).

Consideration of the FE participation statistics for TTWA area residents relative to those for local providers suggest that a significant number of Blackpool, Fylde and Wyre residents travel outside the TTWA to access FE provision.

Apprenticeships

Based on the latest apprentice data for 2018/19, Blackpool, Fylde and Wyre residents accounted for approximately 2,730 apprenticeship starts (note that the apprenticeship data for Lancashire residents reports on starts rather than participation, comparison between provider and learner statistics is therefore not possible). This is the third highest figure recorded across Lancashire's TTWAs.

The age profile of Blackpool, Fylde and Wyre resident apprentices in 2018/19 shows:

- There was a lower proportion of apprentices under the age of 19 (25%), three percentage points less than the Lancashire LEP average (28%), and one percentage points less than regional and national levels (26% each).
- The proportion of apprentice starts over the age of 25 (48%) was higher than in each of the comparator areas, three percentage points higher than the Lancashire profile (44%) and one percentage point higher than the regional profile (47%).

Approximately two-thirds (64%) of apprenticeship starts by Blackpool, Fylde and Wyre residents were at an advanced or higher level. This is in line with levels across Lancashire and the North West (64% each) and one percentage point higher than across England minus London (63%).

The profile of subjects studied by residents of the TTWA is broadly consistent with the wider Lancashire profile. Differences include:

- A higher proportion of starts in **Health, Public Services and Care** (33%) compared to Lancashire and the North West (27% each) and nationally (25%).
- A lower proportion of starts in **Business, Administration and Law** (29%) than Lancashire; nationally (both 30%) and regionally (31%).
- A higher proportion of starts in **Construction, Planning and the Built Environment** (7%) compared to Lancashire, the North West and nationally (each 6%).

Higher Education in Lancashire

Overall, there are 56,460 students studying at 16 different Higher Education (HE) providers in Lancashire, an increase of 5.1% since the previous Toolkit report was produced. The large majority (87%) are based at the four Higher Education Institutions (HEI) – Lancaster University, the University of Central Lancashire (which has its main campus based in Preston), University of Cumbria and Edge Hill University. A further 13% are based in FE colleges in Lancashire.

Compared to the North West region (93%), there is smaller proportion of students studying at HEIs. While the proportion of students studying at further education colleges in Lancashire is higher than the wider North West region (13% compared to 7%).

The large majority of HE students in Lancashire are from the UK, accounting for some 87% of students and higher than the regional (83%) and national (80%) averages. In contrast, there is a smaller proportion of non-EU students studying at higher education institutions in Lancashire (9%) compared to the North West (13%) and England (14%).

The HEI and FE colleges have a strong regional draw. Approximately three quarters of students at Lancashire's HEI are from the North West. Overall, four out of ten students residing in Lancashire choose to stay and study in Lancashire for HE. Other LEP areas from which students are attracted include Greater Manchester, Liverpool City Region, Cheshire and Warrington and Cumbria. International students account for between 13% (at HEI) of HE students in Lancashire, below the national average (20%).

Across Lancashire there are a wide range of subjects available to students, covering all sectors and priority sectors. Across HEIs in Lancashire, the most popular courses are Subjects Allied to Medicine (accounting for 20% of students), followed by Business and Administration Studies (12%), Biological Sciences, Social Studies, and Education (10% each). Compared to regional and national proportions, key differences are:

- A much higher proportion of students studying Subjects Allied to Medicine in Lancashire (20% compared to 15% regionally and 12% nationally).
- A higher proportion of students studying Education in Lancashire (10% compared to 7% regionally and 6% nationally).
- A lower proportion of students studying Engineering and Technology (3% compared to 7% regionally and nationally).

Higher Education Destinations

Following changes to the availability of graduate destination data following the closure of Higher Education Funding Council for England (HEFCE), data on graduate destinations for is available for graduates who studied in Lancashire's HEIs, from the Higher Education Statistics Agency (HESA). This shows that almost one third of leavers from Lancashire's Higher Education Institutions entering employment did so in Lancashire, and a further 41% in the North West.

ONS Longitudinal Education Outcomes data reveals that one year after graduation 69% of leavers from Lancashire's HEIs are in sustained employment, whilst 20% enter sustained education. In comparison in the North West 66% entered employment and 22% further study. After five years the proportion of leavers recorded as in further study, sustained employment or both is 87% compared to 86% across the North West.

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 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 | | Legal, Financial and Accounting |
| 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 Services | <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 | | Business and Administration |
| Education | Some elements are part of Creative and Digital Industries | | Protective Services |
| Human Health and Social Work Activities | Health and Social Care | | Education and Childcare |
| | | <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> | 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: Business Register and Employment Survey, 2018; Annual Population Survey 2017/18

* 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

n/a not related to priority sectors