

Blackpool Integrated Traffic Management Distributional Impact Appraisal: Additional Information

Blackpool's Economic Profile

In 2013, Blackpool's population was 141,400. In addition to the resident population, Blackpool sees an estimated 13 million visitors to the resort each year. The population of Blackpool has considerable amounts of transience, including movement in and out of the town, as well as movement within the town.

Population projections

The total population of Blackpool is projected to grow to 157,600 by 2025 (ONS mid-2006 based population estimates). Key factors contributing to the projected increase include improved life expectancy and net inward migration. In recent years, net inward migration to Blackpool from other districts within the country has been the main contributory factor to population increase. Over the next 20 years the number of residents over 65 is anticipated to show a considerable increase, far above the levels of increase expected in all other age bands.

Population age profile

Blackpool has a population that is older than the average for England and Wales. A larger proportion of Blackpool's population is aged 45 and over compared to the national average. The proportion of the population aged under 10, and 20-39 are lower than average.

Deprivation

Blackpool experiences considerable levels of disadvantage. In 2010, it ranked as the 6th most deprived of 354 local authorities in England. 46 out of 94 small areas within Blackpool are amongst the 20% most deprived areas of the country and there are no areas amongst the 20% most affluent.

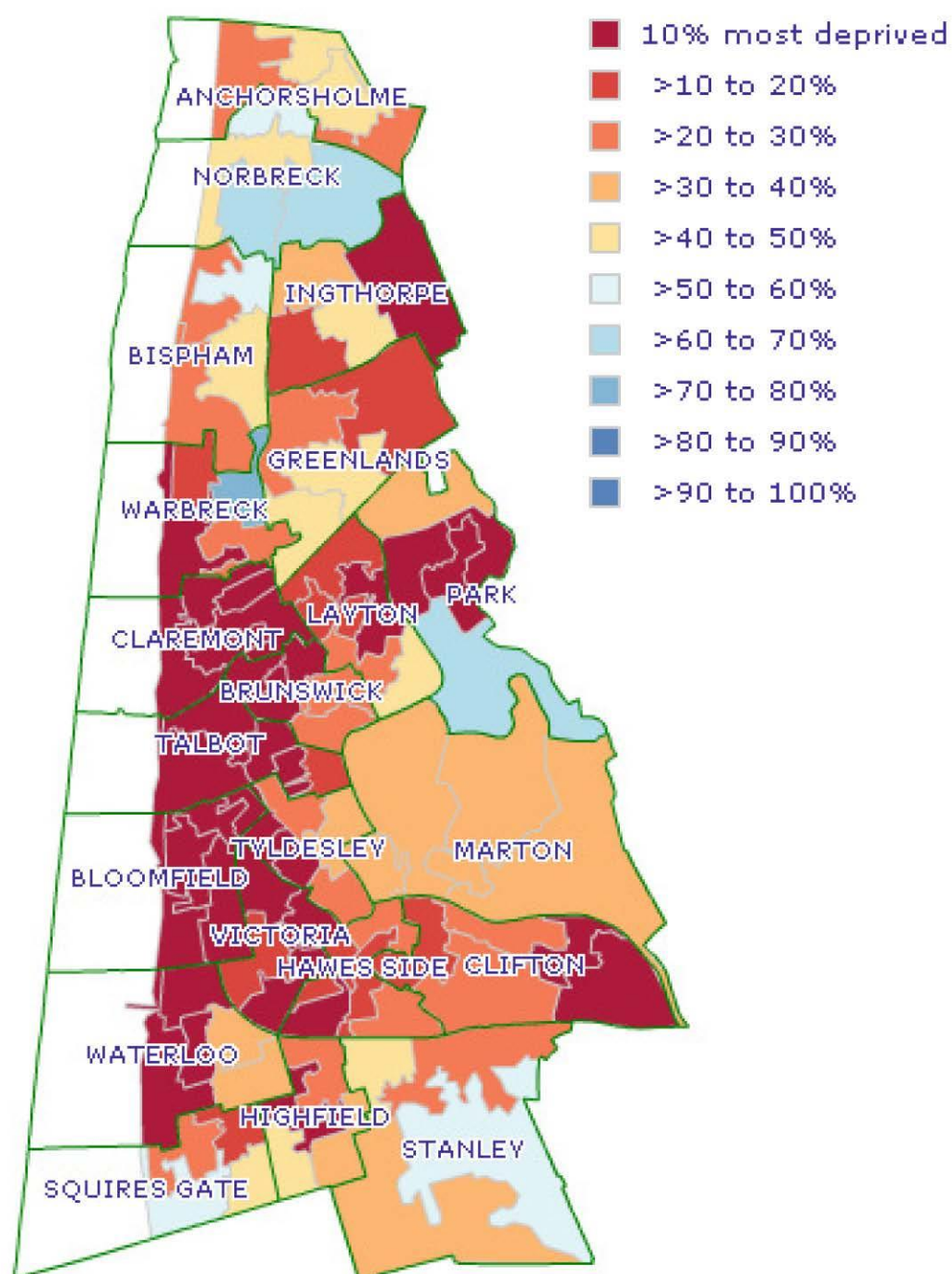
Of the 32,482 lower-layer super output areas (LSOAs) in England, three Blackpool LSOAs appeared in the bottom 10 most deprived. These are: One of the five LSOAs in Bloomfield ward (3rd worst in England), one of the five LSOAs in Park ward (5th worst in England) and one of the five LSOAs in Brunswick ward (8th worst in England).

The static parking signs, partial VMS signs and full function VMS signs are all located in deprived wards including those referred to above.

In addition, a total of thirteen LSOAs in the authority were in the lowest hundred. Blackpool was ranked as the 10th most deprived area out of 326 districts and unitary authorities in England. This was the worst ranking of all the 14-authorities in the broader Lancashire area.

The mosaic profile of local households classifies 'transient renters and modest traditions' (mature owners of value homes enjoying stable lifestyles) as the dominant groups in large parts of Blackpool. The latter are to be expected in a coastal authority, with a bias towards a higher percentage of people of retirement age. However, the economically better off mature residents tend not to live in any of the deprived wards, instead residing on the fringes, e.g. Stanley Park area.

Ranks of Blackpool LSOAs in the Index of Deprivation by Band



Source Data: CLG, Indices of Deprivation, 2010

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Only 63.3% of the population had a car (2011 Census) which outlines the importance of the use of public transport.

Average house prices are well below the county and national averages. The yearly ratio of median house price to median earnings reveals a rate for the authority that is under the England average.

Blackpool has high proportions of its housing stock in the lowest two council tax bands (A and B). 13.5% of households were in fuel poverty in 2012. The main factors that determine this are the energy efficiency status of the property, the cost of energy, and household income.

Employment

The authority has a high reliance on public-sector employment which has been under pressure over recent years. As a major tourist destination, Blackpool has always had a lower than average rate of employee jobs in the manufacturing sector and conversely a higher rate of employment in the service sector. The visitor economy, that incorporates employment in accommodation and food service activities, results in the dominance of the service sector in Blackpool. 11,000 people are employed in the visitor economy, the highest level in the UK. Low incomes dominate this sector, a key aspect of the deprivation figures.

In 2012, there were 3,945 active enterprises in Blackpool, whilst the five-year survival rates for active enterprises reveal a poor outturn for the authority. A strong local visitor economy can often lead to high levels of business births and deaths. The authority has a history of low overall employment rates in comparison to the national average.

The seasonal nature of tourism in the authority leads to quite high rates of unemployment (claimant counts) in the winter months. Even however at the height of the tourism season (which extends into October because of the illuminations), the unemployment rate in Blackpool is usually well above the county and national averages. At the ward level there are some particularly high unemployment rates.

The authority has a very high proportion of workers who have a relatively short commute to work. The 2011 census indicated that 15,851 or a substantial 25.6% of Blackpool's working residents aged 16+ commute less than two kms. This is the highest percentage in Lancashire and is in excess of the regional and national averages. The authority also has the highest percentage in the 2-5km category (28.6%).

Using sustainable transport modes can significantly improve employment opportunities and life chances.

Gross disposable household income in Blackpool is lower than the county and UK average with average earnings in Blackpool very low when measured by both place of residence and by place of work.

The authority has a very large number of incapacity benefit, severe disablement allowance and employment and support allowance claimants. Housing benefit recipient numbers are

also extremely high in the authority. There is a very high percentage of the working age population that is reliant on welfare benefits.

The personal insolvency rate in Blackpool per 10,000 population is one of the highest recorded among all the district and unitary authorities in England and Wales.

Crime and health inequalities

Blackpool has a very high crime rate that is well in excess of all other authorities in the Lancashire area.

Figures for life expectancy at birth reveal that Blackpool had the lowest male rate in England and the third lowest female rate for the 2011-13 period. The premature death rate (before 75 years) is also very high in the authority.

The health of people in Blackpool is generally worse than the England average and there are marked inequalities both between Blackpool and the national average, and within the town itself. Life expectancy for men in Blackpool is the lowest in the country at 73.6 years and the third lowest in the country for females at 79.4 years (England averages of 78.6 for men and 82.6 for women). There is considerable variation within Blackpool where life expectancy is 12.8 years lower for men and 8.1 years lower for women in the most deprived areas than the least deprived areas of the town.

Project impact upon the local population

The project will provide benefits to the local area in particular through user benefits, air quality improvements and noise reduction.

There will be a reduction in congestion experienced by traffic on business purposes due to a reduction in circling traffic searching for parking, and better mitigation of incidents and accidents on the highway network.

Positive impact due to reduction in vehicle kms and better mitigation of incidents and accidents on the highway network – not quantitatively assessed.

Potential to increase visitor numbers may lead to regeneration opportunities within Blackpool in general and along the Promenade in particular.

Finally a GVA uplift is estimated from a 0.2% increase in visitor numbers and 0.5% increase in visitor spend. This GVA uplift of £0.9m p.a. is estimated to support 34 jobs.