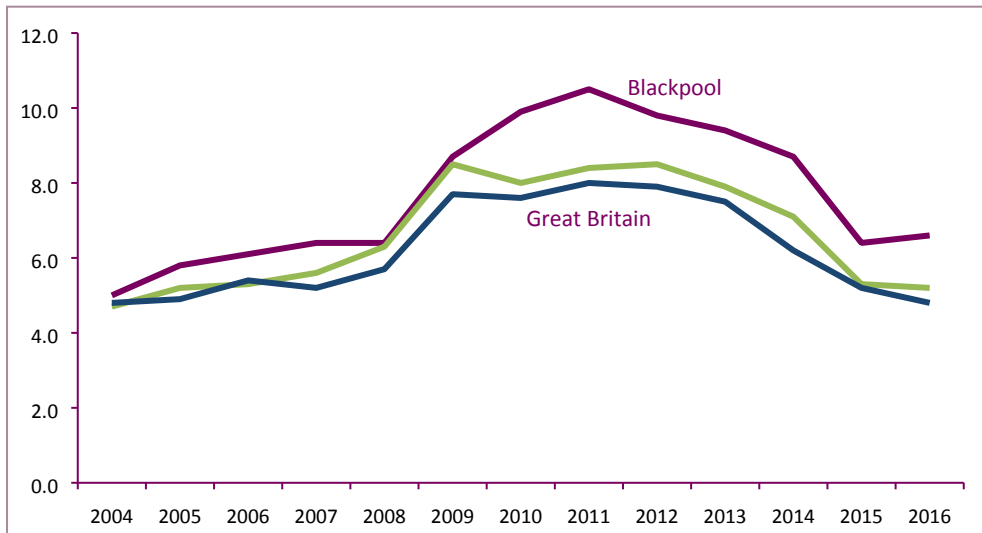


Appendix 11(c): Priority 1 – Context and Outcome Indicators

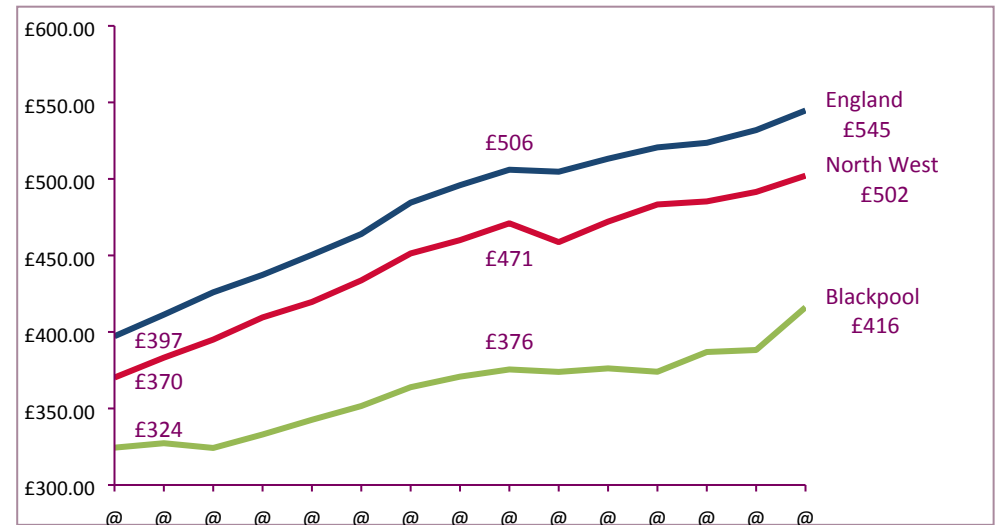
Indicator		Blackpool Value & Comparable		Regional Comparison	National Comparison	Commentary on trends, ranks or rates of change
Employment Rate	(2016)	4,300	6.6%	5.2%	4.8%	Gap is driven by male unemployment. Female unemployment is similar to national. Rate remains higher than historical levels prior to Great Recession. Rate increased year on year.
Claimant Count	August (2017)	3,625	4.2%	2.5%	1.9%	Gap between winter claimant numbers and summer suggests flatter seasonal variation in Blackpool.
	January (2017)	3,680	4.3%	2.3%	1.8%	
Out-of-work Benefit Claimants	(Nov 2016)	18,150	21.3%	13.2%	11.0%	Blackpool has a higher proportion though has reduced over the last few years
Weekly Income (all jobs)	(2017)					
	People who work in Blackpool	£419.90	£503.20	£544.20		Gap of £124.30
	People who live in Blackpool	£416.10	£502.10	£544.70		Gap of £128.69
						Both pay gaps have widened over the last decade
Gross Disposable Household Income		£15,365	£16,915	£19,447		Generally the disposable income of households in the North West and Blackpool is poorer than national.
Private Sector Employment		42,200	68%	82%	92%	Blackpool has a significant reliance on public sector employment.
Property	(2017)					
	Average House Price (UKHPI Method)	£105,909	£154,056	£240,860		Prices dropped in the recession, starting from a high of £126,000 in 2007
	Affordability Ratio: Lower Quartile	4.94	7.16	7.72		The low house prices in Blackpool drive an affordable market, relative to other areas.
	Affordability Ratio: Median	4.89	5.42	5.62		
Deprivation Rankings	(2015)					
	Income	9th most deprived nationally for income deprivation				31 LSOAs (33%) are in the most income deprived 10% nationally
	Employment	7th most deprived nationally for employment deprivation				34 LSOAs (36%) are in the most employment deprived 10% nationally
Gross Value Added	(2015)	£15,372	£21,867	£25,601		Blackpool's economic productivity gap is currently at its widest suggesting a slower growth to the value than both North West and England
	Index	60.6	86.3	100		

Trend – Unemployment Rate



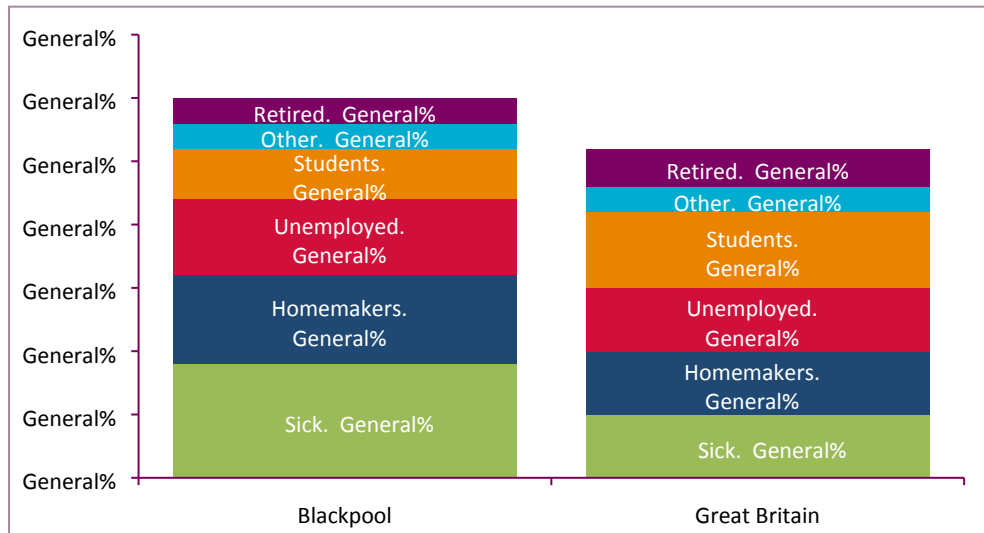
Recession effects hit Blackpool harder than both North West and Great Britain with unemployment doubling over the period. While all areas experienced recovery Blackpool remains at a high unemployment rate of 6.6% of those economically active.

Trend – Weekly income – Residents of Blackpool



While resident weekly income is rising slowly it has failed to match the pace of regional / national increases. Though it has narrowed again to £128.69 – it is unclear what triggered this increase.

Context – Unemployed or Not Active

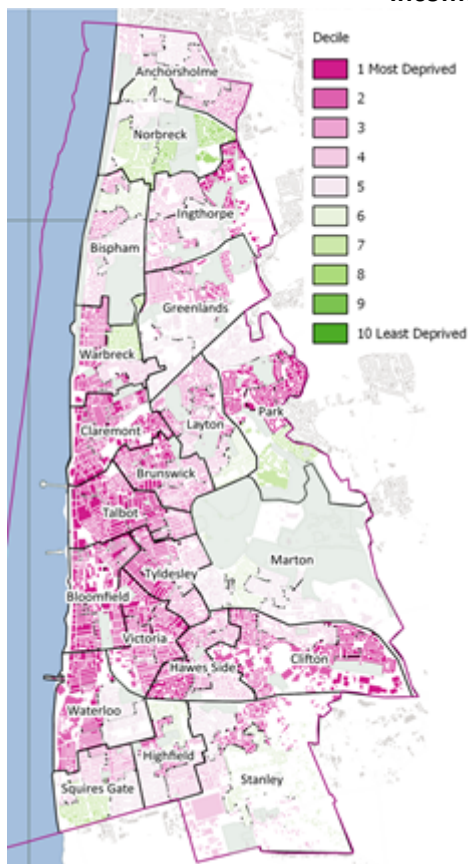


For all those not in employment, including economically inactive, Blackpool has a much higher proportion of economic inactivity due to long term sickness. Students make up a relatively smaller amount. According to ONS analysis, only a third of those not economically active want a job (including economically active but unemployed, this goes up to 39% of Blackpool's adult population).

Why are Wages Lower?

1. A number of sectors in Blackpool employ a comparatively high percentage of the town's workers when compared to national averages, focused mainly around the public sector and visitor economy. These sectors are associated with low to moderate pay and include (2015 statistics):
 - Accommodation and Food Service Activities - 13% (GB average - 8%).
 - Public Administration and Defence; Compulsory Social Security - 10% (GB average - 4%).
 - Human Health And Social Work Activities - 26% (GB average - 13%).
 - Arts, Entertainment and Recreation - 7.0% (GB average - 2%).
 - Wholesale and Retail Trade, Repair of Motor Vehicles – 14.8% (GB average – 15.3%) also constitutes a substantial source of employment
2. Higher proportions of jobs in Blackpool are in lower paid occupational roles:
 - 33% of workers in Blackpool are employed in Soc 2010 Major Groups 1-3 (Managers, Directors and Professionals) compared to 45.5% throughout Great Britain.
 - Conversely, 22.5% of workers are in Groups 6-7 (Care, Leisure, Sales and Customer Services), compared to 16% in Great Britain.
 - A further 20.4% of workers in Blackpool are employed in Groups 8-9 (Operatives and Elementary Occupations) compared to 17.2% working throughout Great Britain.

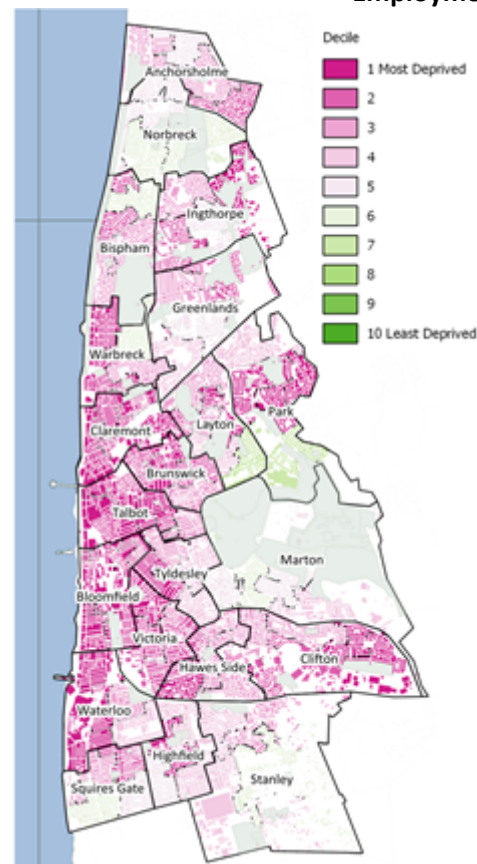
Income Deprivation



Income Deprivation is concentrated in inner areas dominated by private sector housing and specific social housing estate areas such as Ingthorpe, Park and Mereside.

Aside from Norbreck and the modern suburban development in Park ward Blackpool has very few 'affluent' LSOAs.

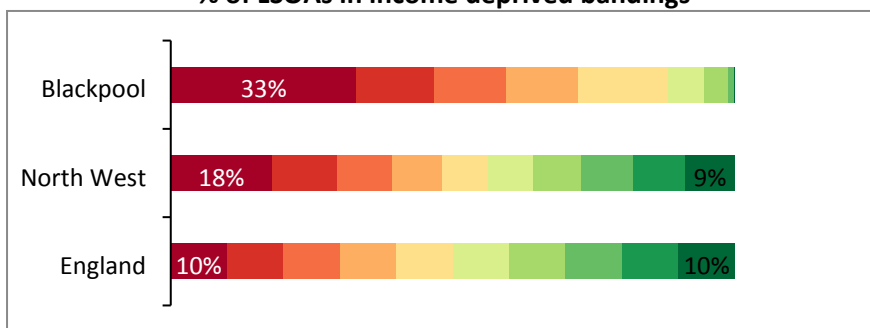
Employment deprivation



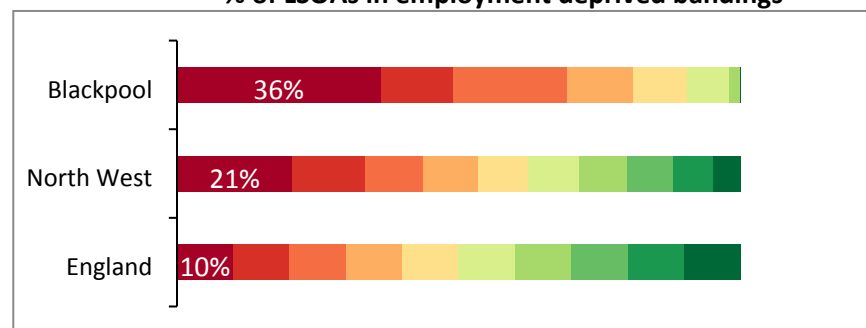
Employment Deprivation is again, clustered in inner areas and specific housing estates, however the intensity of employment deprivation is more severe and covers a wider breadth of LSOAs.

Blackpool has only one relatively affluent area in Park ward.

% of LSOAs in income deprived bandings



% of LSOAs in employment deprived bandings



■ Most Deprived Decile ■ 2nd ■ 3rd ■ 4th ■ 5th ■ 6th ■ 7th ■ 8th ■ 9th ■ Least Deprived Decile

