

# 3.0 COMMUNITY PROFILE





## 3.0 COMMUNITY PROFILE

### Key Facts

#### Community Profile

In 2001, compared to Blackpool and England and Wales, South Beach displayed the following:-

- ❑ A higher percentage of people in the 20 to 59 year age groups
- ❑ A smaller percentage of young people (0 to 15 age groups)
- ❑ A higher percentage of men than women
- ❑ A low representation of ethnic groups (potentially changed through recent in migration of eastern European migrants)
- ❑ A large proportion of single and divorced people
- ❑ Most people living in single households in privately let, converted or purpose built flats, bedsits or small terraced housing
- ❑ A Low level of social rented housing
- ❑ A low level of home ownership
- ❑ Low educational attainment
- ❑ A Low level of Full Time students
- ❑ A relatively high percentage of economically inactive people due to a permanent disability of sickness than

- ❑ High numbers of self employed people and home based small businesses (reflecting high representation of Bed and Breakfast businesses in the area)
- ❑ High rate of unemployment
- ❑ A low level of managerial and higher professional occupations
- ❑ Low wage levels

#### Health

South Beach has:-

- ❑ A high level of resident population who smoke (over 50%) with consequent high incidence of smoking related illnesses
- ❑ One of highest rates of alcohol related violence and hospital admissions/ treatment in England
- ❑ Amongst highest rates of teenage pregnancy in England
- ❑ High rates of drug misuse
- ❑ A high rate of chronic ill health
- ❑ A high rate of people living with mental health issues
- ❑ The lowest life expectancy in Blackpool

### 3.1 Introduction

- 3.1.1 This section provides a picture of the socio-economic trends within the South Beach area. It is important to note that the majority of the data is sourced from the 2001 census data, which provides the most up-to-date and comprehensive material. Other sources of data have been derived from the English Indices of Deprivation 2007 (EID 2007) and the Multi Agency Data Exchange (MADE) data base from Lancashire County Council.
- 3.1.2 It is intended that additional data will be pulled together to improve the overall profile as it is accepted that significant changes have taken place in the area since 2001. As data is made available it will be incorporated into this section.
- 3.1.3 Given the transient nature of the area's population there is strong anecdotal evidence that significant population changes have taken place since 2001. Notwithstanding this, the 2001 Census information (together with EID 2007, and MADE data) gives a useful initial indication of the social and economic issues facing the area.

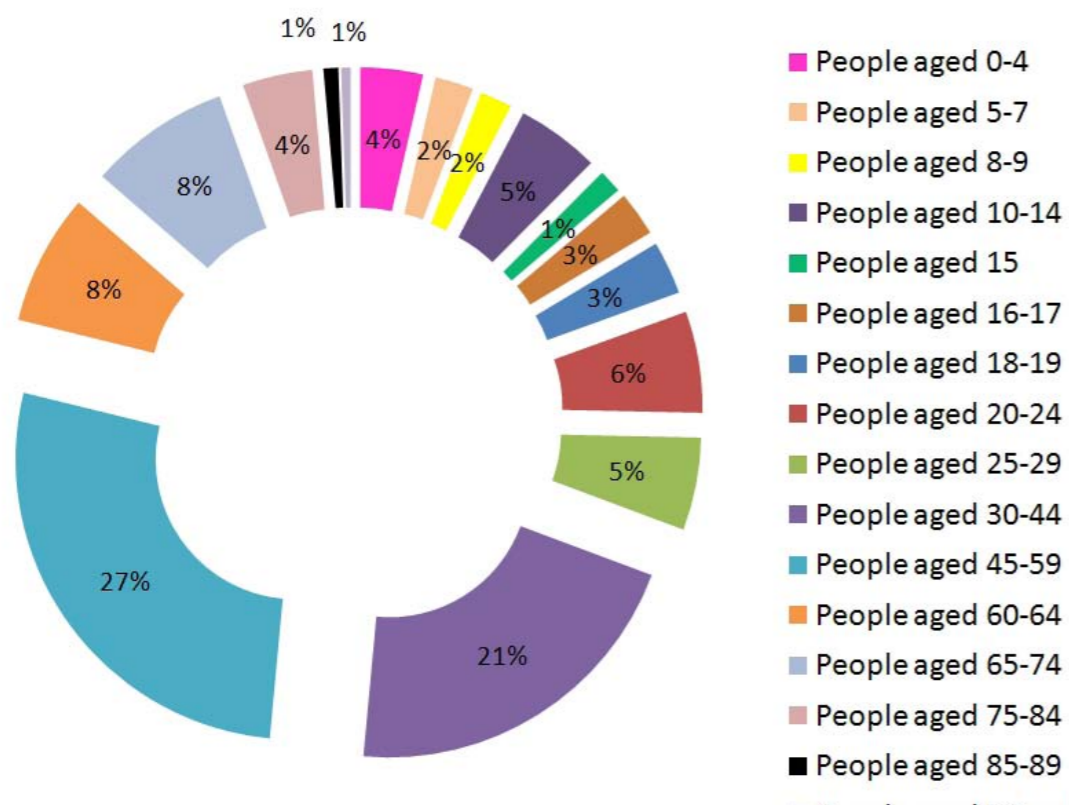
### 3.2 Age and Population

- 3.2.1 The resident population in South Beach was 3833 in April 2001.
- 3.2.2 From [Figure 3.1](#) it can be seen that the percentage of population in the 0 to 14 year age groups in South Beach is lower than the Blackpool and national averages.
- 3.2.3 The prominent age groups for South Beach are the 45-59 years of age comprising some 27% (significantly above the Blackpool and National averages) of the population, followed by the 30-44 age groups at 21%.
- 3.2.4 The 60 to 64 age group representation is also significantly higher within South Beach at 8.00%.
- 3.2.5 The mean age group calculated from the same data shows that the average age is roughly 4 years older than the mean age for the whole of the country.

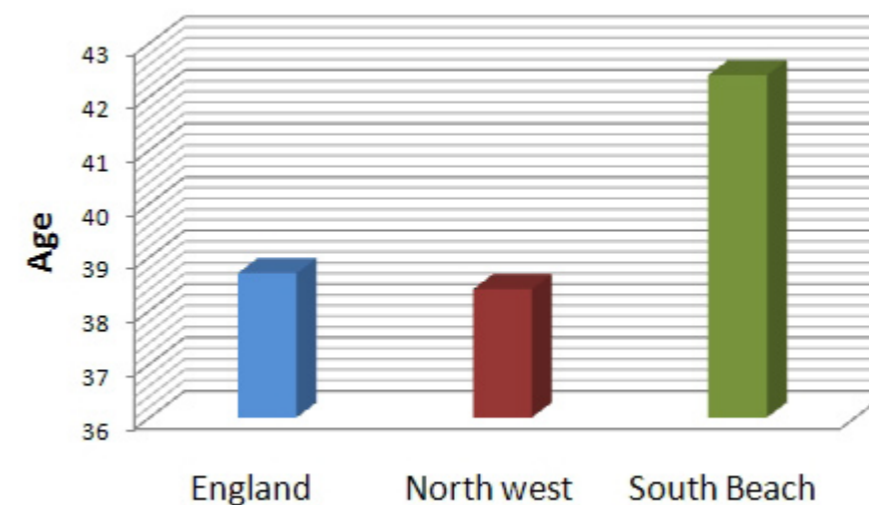
**Table 3.1: Age Structure Comparison (% population)**

Age	England	North West	Blackpool	South Beach
People aged 0-4	5.96	5.88	5.48	3.155
People aged 5-7	3.74	3.78	3.46	2.08
People aged 8-9	2.61	2.74	2.45	1.84
People aged 10-14	6.57	6.93	6.24	4.5
People aged 15	1.27	1.37	1.25	1.18
People aged 16-17	2.51	2.66	2.26	2.425
People aged 18-19	2.4	2.47	2.07	2.605
People aged 20-24	6.01	5.79	4.81	5.69
People aged 25-29	6.65	6.18	5.68	5.79
People aged 30-44	22.65	22.09	21.21	20.945
People aged 45-59	18.88	19.06	19.54	27.595
People aged 60-64	4.87	5.09	5.96	8.005
People aged 65-74	8.35	8.59	10	8.015
People aged 75-84	5.6	5.55	7.09	4.585
People aged 85-89	1.3	1.24	1.65	0.975
People aged 90 and over	0.64	0.61	0.84	0.625

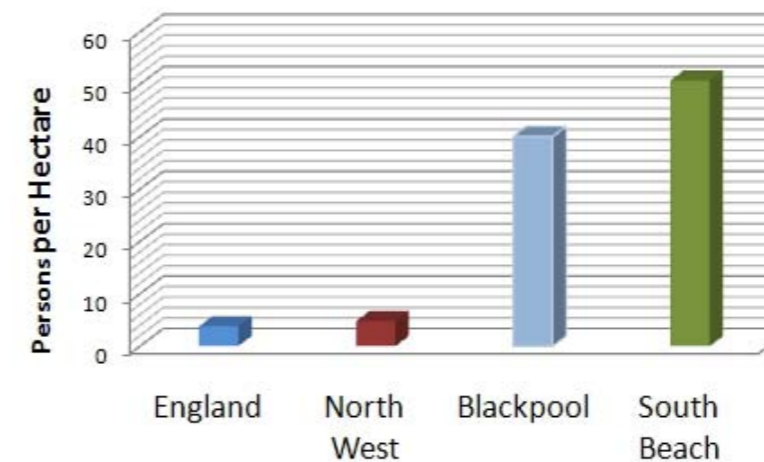
**Figure 3.1: Age Structure in South Beach**



**Figure 3.2: Mean Age of the Population**



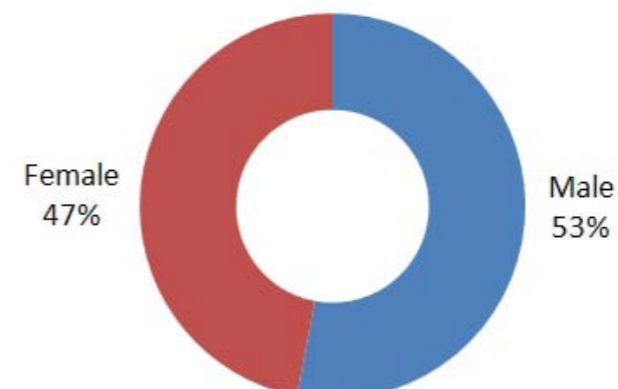
**Figure 3.3: Population Density**



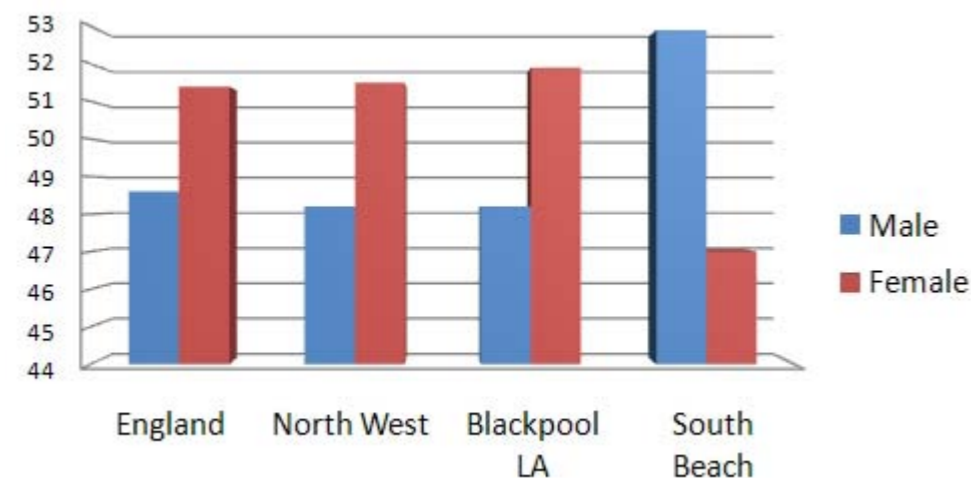
### 3.3 Gender

3.3.1 The proportion of males to females 53% to 47% was higher in South Beach when compared to the rest of Blackpool, 48% and 52% respectively.

**Figure 3.4: South Beach Gender Breakdown**



**Figure 3.5: Gender Comparison**



### 3.4 Ethnicity

3.4.1 The 2001 census indicates that the representation of ethnic groups was low with 95.1% of the population being White British. This is slightly lower than the Blackpool average of 96.5% yet higher than the average of the North West (92.2%) and the England Average of 86.9%.

3.4.2 It should be noted that there is considerable anecdotal evidence of a large influx of eastern European migrants into the area since 200, largely of Polish nationality which may have significantly altered the ethnicity profile of the area.

### 3.5 Religion

3.5.1 Christianity is the most prevalent faith within South Beach (74.2%) which is lower than the Blackpool (78.6%) and the North West (78%) average. Those who do not consider themselves as part of a faith group (14.1%) is higher than the Blackpool and North West averages yet similar to the rest of England.

### 3.6 Households and Tenure

#### Housing Type

3.6.1 The most common accommodation type in the area is converted flats or shared housing such which includes bed sits (31%), compared to a Blackpool average of 8.64% and a national average of 4.5%. Other prominent types of accommodation are terraced housing (25.3%), purpose built block of flats and flats within a commercial property (18.9%, 18.4% respectively).

#### Household Size

3.6.2 Household composition dominated by single person households (52.2%) followed by 2 person households (29.14%). This compares to national figures 30% single households and 35% for two person households. Larger households made up of 3-4 persons are lower in South Beach when compared to national averages.

#### Housing Quality

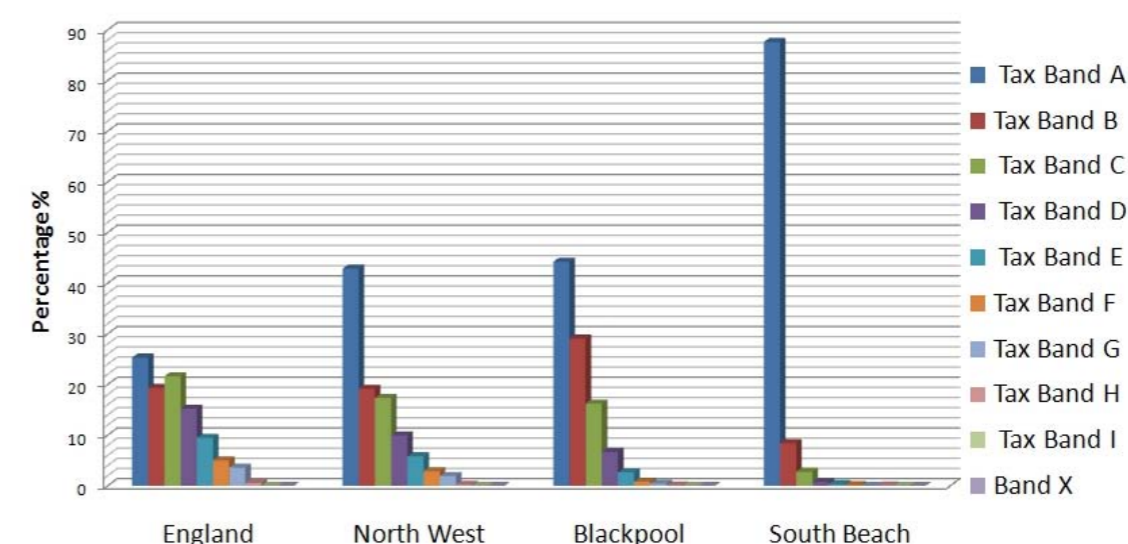
3.6.3 Households in the lowest Council tax band (A) make up 87.6% of the population, which is significantly higher than the national average of 25.29% and a Blackpool average of 44.21%. Tax bands B, C which fall in to the commonly used bands nationally are significantly lower in the South Beach. High end tax bands are negligible in the area when compared nationally, yet are in line with averages for the Blackpool area.

#### Tenure

3.6.4 Most households are privately rented through a landlord or letting agency (54.9%) or owned outright (39.1%) with roughly half of these being owned with the aid of mortgage or loan. This compares to the national owner occupation average of 68.7%.

2% of households are social rented of with which 43.2% are rented from the council.

**Figure 3.6: Tax Band Comparison**



### Housing Condition

3.6.5 Those without central heating, yet with use of a bath/shower and a toilet in South Beach (35.4%) are considerably higher for the national average (8.4%). Dwellings without the use of central heating and a bath/shower and toilet are 2.05% of all households compared to a national average of just 0.3%.

### 3.7 Educational Attainment

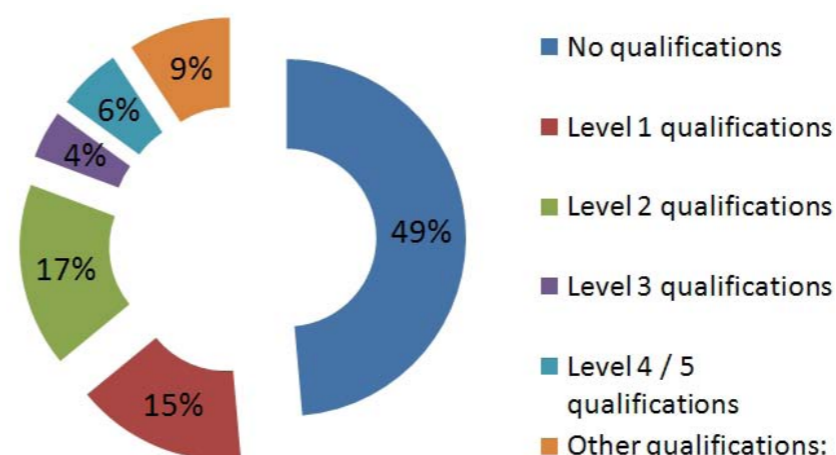
3.7.1 The level of qualification held gives an indication of personal education attainment.

- ❑ Level 1 qualification includes any GCSE passes or NVQ level 1 or foundation level GNVQ.
- ❑ Level 2 qualification includes those who have obtained 5+ GCSE'S (including 'O' levels) at grades A-C, 1 A/AS level, NVQ Level 2 or Intermediate GNVQ.
- ❑ Level 3 qualifies those who have obtained 2+ A levels, 4+ AS levels, NVQ LEVEL 3 or and advanced GNVQ.
- ❑ Level 4 includes those who have obtained a first degree, higher degree, those who are qualified teachers or medics.

3.7.2 The percentage of people who had obtained the highest level of qualification in South Beach stood at 5.7% compared to a national average of 19.9% and a Blackpool average of 17.1%. Those without any qualifications in the South Beach area comprised 48.5% which compared to a national average of 28.8%.

3.7.3 In the 2005-2006 academic year (the most up-to-date statistics available for the GCSE qualification), 38% of students living within South Beach achieved 5 A\*-C grades compared to a national figures to 58.4% and a Blackpool average of 49%.

**Figure 3.7:**  
**Level of Qualifications held by Residents in South Beach**



### 3.8 Overall Deprivation

3.8.1 As a means for assessing the comparative status and need of areas across the Country the Government publishes an Index of Multiple Deprivation. (IMD)

3.8.2 Overall in 2007 Blackpool ranked the 12th most deprived local Authority in the country, and has deteriorated from a rank of 24 since the publication of the 2004 Index of Deprivation<sup>1</sup>.

3.8.3 A comparison between the 2004 and 2007 IMD scores for South Beach is given in Tables 2.2 and 2.3.

**Table 3.2:**  
**IMD 2004 and 2007: Upper South Beach: Overall Deprivation Score**

	IMD Score	Rank in Blackpool (where 1 is most deprived)	Rank in North West	Rank Nationally (where 1 is most deprived)
2004	68.39	5	193	354
2007	73.56	5	78	119
Change (places)	+5.17	0	-115	-235

<sup>1</sup> (The English Indices of Deprivation 2007- Communities and Local Government - [www.communities.gov.uk](http://www.communities.gov.uk))

**Table 3.3:**  
**IMD 2004 and 2007: Lower South Beach: Overall Deprivation Score**

	IMD Score	Rank in Blackpool (where 1 is most deprived)	Rank in North West	Rank Nationally (where 1 is most deprived)
2004	45.69	25	900	3133
2007	50.84	9	684	2138
Change (places)	+515	-16	-216	-995

Source: M.A.D.E. Crime Data-Lancashire County Council

3.8.4 The above tables indicate a significant worsening in terms of Deprivation within the South Beach area since 2004.

- ❑ Upper South Beach in 2007 ranked the 5th most deprived LSOA in Blackpool, 78th in the North West and 119th nationally (a ranking change of -235 nationally).
- ❑ Lower South Beach in 2007 ranked the 9th most deprived ward in Blackpool, and 684th in the North West and nationally 2138th (a ranking change of -216 and -995 for the North West and Nationally respectively).

### 3.9 Economic Activity, Employment and Socio Economic Status

3.9.1 Data relating to economic activity for South Beach suggests that:

- ❑ there are a higher percentage of economically inactive people due to a permanent disability of sickness (14.37%) when compared to Blackpool as whole, the North West or nationally (5.3%);
- ❑ those who are economically active and who are self employed in South Beach stood at 21.85% compared to Blackpool average of 9.7% and a national average of 8.32%;
- ❑ the percentage of people in full time employment was notably lower in the South Beach when compared to Blackpool, the North West and nationally, however this could be accounted for due to the high number of self employed persons;

- ❑ the percentage of people who are economically inactive due to full time studies was below the national average of 4.67% at 1.41% in South Beach;
- ❑ those who are economically active yet unemployed stood at 6.98% in 2001 compared to a national average of 3.35% and a Blackpool average of 4.16%;
- ❑ overall 37% of the population in South Beach is classified as being economically inactive compared to 33.13% nationally;
- ❑ almost a quarter of people aged 16-74 within South Beach are small employers and own account workers. This reflects the high number of guest houses and small shops in the area;
- ❑ the number of full time students in the area stands at 2.8% compared to a national average of 7%;
- ❑ occupations that involve managerial or of a higher professional level are all lower when compared to Blackpool, the North West and nationally;
- ❑ occupations which are technical or routine are either comparable or higher than Blackpool, the North West and nationally.

### 3.10 Distance to Work Place

3.10.1 Within South Beach a high proportion of the population work from home (32.5% compared nationally to 9.2%), which reflects the high proportion of holiday accommodation where hoteliers live within the hotel accommodation. Longer distances which are more likely to involve travel by vehicle are lower than the national average particularly distances between 10-20km (2.77% compared to a national average of 15.2%).

### 3.11 Health

3.11.1 Residents in the South Beach area who claimed their general health was 'not good' in 2001 stood at 18.76% which was double the national average of 9.03%. Those who rated their health as good stood at 53.1% compared to a national average of 68.7%.

3.11.2 Households with a long term limiting illness in 2001 stood at almost half of the population (47.8%), which is higher than the Blackpool and national Average of 42.94% and 33.5%.

3.11.3 Based on more recent information received from the Blackpool Primary Care Trust the population of South Beach have significant and worsening health and related social issues. In 2008 the South Beach area has:

- ❑ a high level of resident population who smoke (over 50%) with consequent high incidence of smoking related illnesses;
- ❑ one of highest rates of alcohol related violence and hospital admissions/ treatment in England;
- ❑ amongst highest rates of teenage pregnancy in England;
- ❑ high rates of drug misuse;
- ❑ high rate of chronic ill health;
- ❑ high rate of people living with mental health issues;
- ❑ the Lowest life expectancy in Blackpool.

3.11.4 Contributory factors to this concentration of ill health and related issues, include:

- ❑ Very high level of licensed premises serving alcohol in the study area; and
- ❑ The availability of relatively low cost flats (and HMO's) where teenagers and other vulnerable people can find accommodation usually assisted by housing and other benefits.

### 3.12 Car Ownership

3.12.1 Households with no cars or vans in South Beach (60.19%) was significantly higher when compared the national average (26.84%).

### 3.13 Crime

3.13.1 Crime statistics for the South Beach area were derived from the Multi-Agency Data Exchange (MADE) sourcing data from Lancashire County Council and the Lancashire Fire and Rescue Service. Data is collected on the basis of Super Output Areas referred as Upper and Lower South Beach for the purposes of this study.

3.13.2 The analysis of crime statistics uses a comparison between May 2005 – April 2006 and May 2006-April 2007 (NB: owing to changes in the way police incidents are reported, it is not possible to compare data pre April 2004).

3.13.3 **Table 3.4** below sets out the key changes in reported crimes in the Upper South Beach and Lower South Beach Areas between 2005 and 2007. The incidence of crime and its nature appears to differ significantly between the two sub areas, with overall crime remaining static in the Upper South Beach Area whilst declining by some 40% in the lower sub area. The incidence of burglary has declined by 57% in the upper subarea, yet increased by 14% in the lower sub area. Violent Crime has increased by 47% in the upper sub area, yet declined by 62% in the lower sub area.

**Table 3.4:**  
**South Beach: Change in Reported Crime: May 2005 – April 2007**

	All Recorded Crime			Burglary			Vehicle Crime		
	May 2005- April 2006	May 2006- April 2007	% Change	May 2005- April 2006	May 2006- April 2007	Change %	May 2005- April 2006	May 2006- April 2007	% change
Upper South Beach	618	617	0	21	9	-57	24	20	-8
Lower South Beach	495	299	-40	7	8	14	28	25	-11

	All Criminal Damage			All Violent Crime			All Drug Offences		
	May 2005- April 2006	May 2006- April 2007	% Change	May 2005- April 2006	May 2006- April 2007	Change %	May 2005- April 2006	May 2006- April 2007	% change
Upper South Beach	120	107	-11	148	218	47	15	22	13
Lower South Beach	54	50	-7	138	52	-62	15	5	-67

3.14.4 In terms of aspirations, the caricature describes that younger people aspire to credit cards when in reality they have low credit limits. Car ownership is low, with most using public transport, a bike or walking. Those that do have a car face high insurance premiums.

3.13.4 The data also points to significant seasonal changes in crime patterns suggesting that in the winter/spring months a reduction of 34% and 37% of crimes in Upper and Lower South Beach were reported.

### 3.14 ACORN Analysis

3.14.2 The ACORN<sup>1</sup> residential neighbourhood classification system provides a caricature of the types of individuals residing within Local Super Output Areas (LSOA'S). A study carried out by Blackpool Borough Council used a sample of 3 postcodes within each LSOA to determine an overall picture of the social profile of the 10% of the most deprived LSOA'S as sourced from the indices of deprivation 2007. Both South Beach LSOA's fell under ACORN Type 22 known as aspiring singles, with 1.38% of the UK population falling into this category.

3.14.3 According to the description of type 22 in the ACORN classification system, the geographical distribution of these types of neighbourhoods is characteristically either in seaside towns or in Scottish towns such as Dundee, Galashiels and Paisley. The majority of these types of neighbourhoods are composed of single people who live in small rented flats and consisting of people in their 20's (around 20%) and those over the age of 75 (10%) which exceed national averages.

3.14.3 Economically, employment is in routine jobs often in shops and offices. Incomes are generally low and there is some unemployment. The higher than average elderly population increases the number of long term illnesses and reflect a need for social services.

<sup>1</sup> ACORN (A classification of residential neighbourhoods) derived 2001 Census CACI's Consumer Lifestyle Databases, which cover all of the UK's Adults and households. The analysis was prepared by Blackpool Policy and Communications Team

## Key Evidence Sources

<ul style="list-style-type: none"> <li>❑ 2001 Census</li> <li>❑ M.A.D.E. Crime Data, Lancashire County Council</li> </ul>	<ul style="list-style-type: none"> <li>❑ The English Indices of Deprivation 2007</li> <li>❑ ACORN: <a href="http://www.cici.co.uk">www.cici.co.uk</a></li> </ul>
---	--

## Key Issues

### Community Profile

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>❑ Information on the local population is derived largely from the 2001 Census which given the transient nature of many residents and the rapid economic changes over the last seven years is unlikely to present a true picture of the current position</li> <li>❑ Although, recent years have seen a significant influx of migrant workers from Eastern Europe into the study area, there is no data available as to exactly how many people have arrived (whether they are single or have dependents) where they live, what jobs they do and whether they are likely to stay</li> <li>❑ Notwithstanding these factors the 2001 Census probably presents a reasonable indication of a population which is skewed towards single middle aged people, living in small apartments, largely privately rented. These people are likely to work in low paid, low skilled and seasonal employment associated with the tourism industry, with a high dependence on benefits support</li> </ul> | <ul style="list-style-type: none"> <li>❑ There is some anecdotal evidence of worsening crime and anti social behaviour within the area</li> <li>❑ Deprivation indicators for the study area as measured by the Government's Index of Multiple Deprivation show a significant decline in social and economic well being between 2004 and 2007</li> <li>❑ The population is vulnerable to a further decline in the tourism economy, with limited skills and access to alternative employment opportunities</li> </ul> <p>The Study area suffers from a very serious concentration of health issues related to:</p> <ul style="list-style-type: none"> <li>❑ Smoking</li> <li>❑ Drug and alcohol misuse</li> <li>❑ Chronic ill health</li> <li>❑ Teenage pregnancy</li> </ul> |
|--|--|

## Further Work

Further work to update the socio economic profile of the study area would be beneficial and should include:

- ❑ Age and skill characteristics
- ❑ Employment
- ❑ Accommodation
- ❑ Previous location
- ❑ Likely length of residence
- ❑ Income and benefit dependency
- ❑ Incidence and causes of poor health
- ❑ Migrant workers

In addition, further information on current crime and social welfare issues would help the consideration of appropriate provision of provisional or longer term community support services



