



Fylde District Profile

2019

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Fylde – A pen picture

The area of Fylde consists of the major conurbations of Lytham, St Anne's-on-Sea, Kirkham and Freckleton along with the rural countryside with small picturesque villages. St Anne's-on-Sea is a traditional seaside resort with a Victorian pier, quality accommodation and fine floral displays, a gentler and more peaceful location than Blackpool. The main towns within the borough are the towns of Lytham, St Anne's and Kirkham. The borough also contains the smaller urban areas of Freckleton, Bryning with Warton and Singleton and many smaller parishes. Lytham is a high quality destination with an attractive Victorian shopping centre and an expansive seafront where the Windmill is situated. The rural area of Fylde provides a contrasting tourism experience offering countryside pursuits such as walking, cycling, horse riding and boating. A rich heritage within the towns and villages has helped to make the Fylde countryside a destination in its own right.

Fylde currently has a population of 78,863 and is expected to have a population of 83,906 by 2035 rising by 15.39% with an increasingly mature population. Fylde has a total of 21 wards and 51 lower-layer super output areas (LSOAs), each represented by an elected Councillor. It has a geographical area of 166 square kilometres with over 35,000 households.

Fylde is one of the safest areas of the country when compared with the most similar groups based on population and demographics. The borough is affluent, ranking 218th least deprived out of 354 English authorities, based on the government's indices of multiple deprivation placing it in the 3rd least deprived areas in the county. The authority's coastline is popular with the older generation. The holiday resort of St. Anne's-on-Sea is also popular with families and appears to have avoided many of the problems associated with the changing fortunes of many seaside towns.

The Royal Lytham Golf Club course is one of the premier links courses in the world. Lytham Hall is an important local cultural asset that is open to the public and has been restored to its former glory. The 100-acre Ribby Hall site offers accommodation, conference, leisure and fitness activities and exemplifies the type of facilities that attract today's visitors. Visitors and residents can take advantage of our winning parks and beaches with such attractions as the pier, amusements, donkey rides, deckchairs, sandy beaches and refreshment outlets. Visit the statue of the comedy legend Les Dawson.

The source of employee jobs in Fylde is very heavily influenced by [BAe](#) and [Westinghouse Springfields](#). It has a much higher proportion of [manufacturing jobs](#) than the majority of authorities, mainly as a result of the aerospace industry. In contrast it has one of the lowest proportions of employment in the service sector, however the [visitor economy](#) is important in Fylde. The 2011 census results reveal how employment patterns push the [workday population figure](#) for Fylde to a much higher figure than the usual resident population.

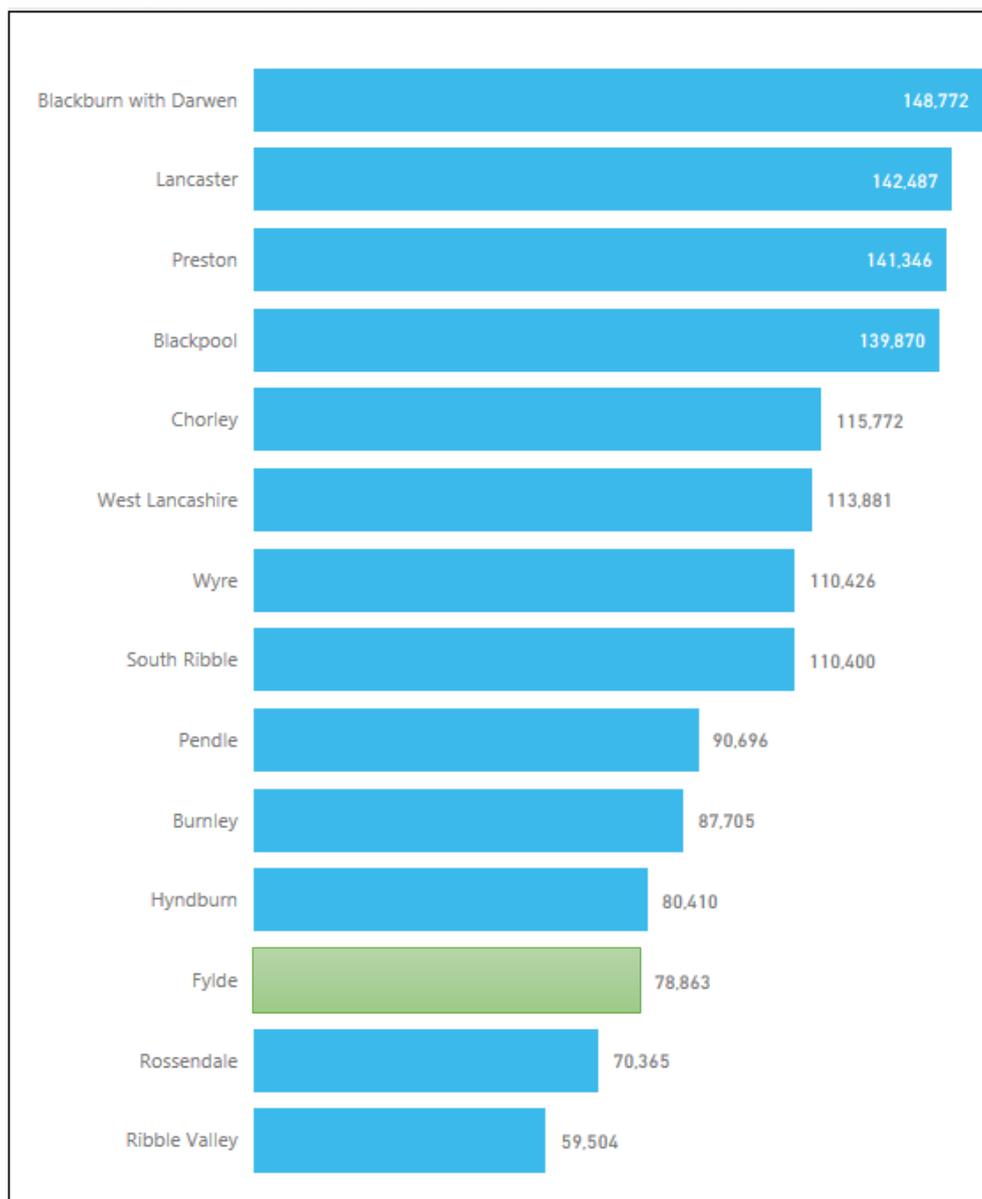
There are strong [commuting flows](#) between the three Fylde Coast authorities of Fylde, Wyre and Blackpool. The structure of the local economy leads to a high [jobs-density rate](#) for the authority. Within the Borough of Fylde some fantastic places are available to visit such as Lytham Windmill, Lytham Heritage Centre, Fairhaven Marine Park (Green Flag Award), The Ribble Discovery Centre, St Anne's Pier, Lowther Gardens (Green Flag award), Ashton Gardens, St Anne's Parish Church Tapestry, Ribby Hall Village, Glasform (glass blowing), Singleton and for entertainment Lowther Pavilion Theatre. Lytham has an abundance of quality shopping with original specialist shops. Visit the developed St Anne's Square, where you will find an enhanced range of independent retailers and clothing outlets.

DEMOGRAPHICS (HOW IS FYLDE IS MADE UP?)

Population Summary

Population numbers are very important and are used by public and private sector organisations to allocate resources and plan services. The figures are also used as denominators in the calculation of rates, indicators and ratios, such as unemployment rates. The next census in England will be in 2021 ([Office for National Statistics https://www.ons.gov.uk/census](https://www.ons.gov.uk/census)).

Within the Lancashire-14 area, the percentages of persons aged 65 and over were the greatest in Wyre (27.2%), Fylde (26.9%) and Ribble Valley (23.3%) and lowest in Preston (14.7%) and Blackburn with Darwen (14.3%). Fylde is one of the smallest boroughs, with the third lowest population in Lancashire with 78,863 people. It is estimated that between 2014 and 2039 the population of Fylde will increase by 9.2% (Lancashire-14 area=4.4%).



Name	Persons	Females	Males	Perc Female	Perc Male
Blackburn with Darwen	148,772	74,277	74,495	49.9 %	50.1 %
Blackpool	139,870	70,724	69,146	50.6 %	49.4 %
Burnley	87,705	44,419	43,286	50.6 %	49.4 %
Chorley	115,772	57,764	58,008	49.9 %	50.1 %
Fylde	78,863	40,230	38,633	51.0 %	49.0 %
Hyndburn	80,410	40,679	39,731	50.6 %	49.4 %
Lancaster	142,487	72,321	70,166	50.8 %	49.2 %
Pendle	90,696	45,849	44,847	50.6 %	49.4 %
Preston	141,346	69,663	71,683	49.3 %	50.7 %
Ribble Valley	59,504	30,279	29,225	50.9 %	49.1 %
Rossendale	70,365	35,767	34,598	50.8 %	49.2 %
South Ribble	110,400	56,487	53,913	51.2 %	48.8 %
West Lancashire	113,881	58,610	55,271	51.5 %	48.5 %
Wyre	110,426	56,519	53,907	51.2 %	48.8 %

Name	Persons	Females	Males	Perc Female	Perc Male
Lancashire-12	1,201,855	608,587	593,268	50.6 %	49.4 %
Lancashire-14	1,490,497	753,588	736,909	50.6 %	49.4 %

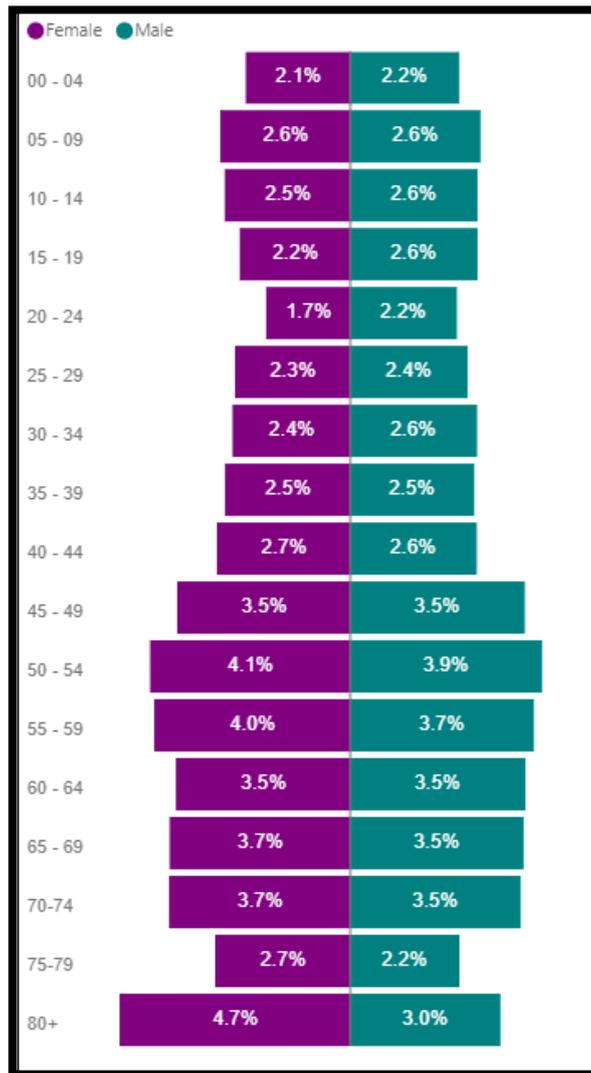
Name	Persons
England	55,619,430
Great Britain	64,169,395
North West	7,258,627
United Kingdom	66,040,229

All ages

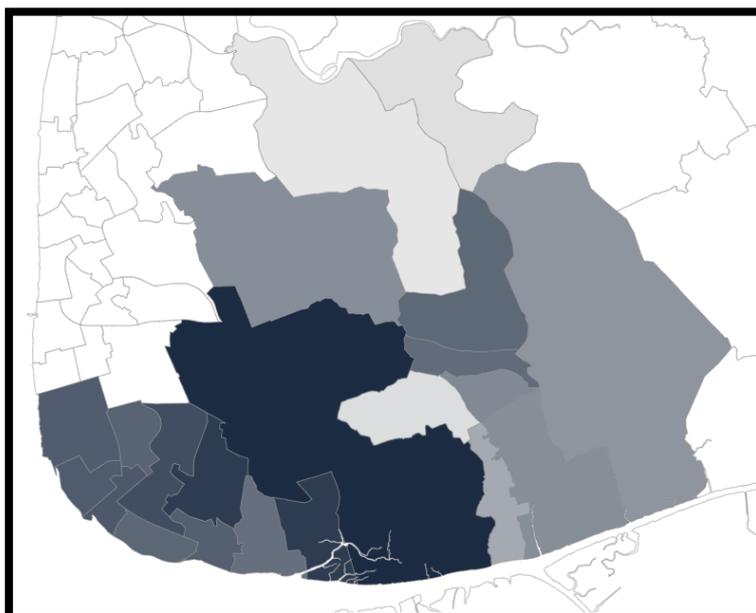
Age & Gender Population Summaries

Name	All Ages	00 - 04	05 - 09	10 - 14	15 - 19	20 - 24	25 - 29	30 - 34	35 - 39	40 - 44	45 - 49	50 - 54	55 - 59	60 - 64	65 - 69	70-74	75-79	80+
Blackburn with Darwen	148,772	10,826	11,272	10,517	9,769	9,126	9,932	10,477	10,064	9,334	10,356	9,624	8,726	7,458	6,735	5,531	3,896	5,129
Blackpool	139,870	8,485	8,196	7,551	7,596	7,982	9,018	8,280	7,566	7,677	10,137	10,901	9,757	8,180	8,075	7,470	5,371	7,628
Burnley	87,705	5,972	5,953	5,329	4,785	4,849	5,726	5,845	5,327	5,118	5,889	6,050	5,677	5,015	4,985	4,279	2,886	4,020
Chorley	115,772	6,553	7,036	6,554	5,761	5,550	7,071	7,399	7,244	7,650	8,988	8,866	7,742	6,785	6,990	6,385	4,128	5,070
Fylde	78,863	3,399	4,149	4,032	3,793	3,036	3,707	3,899	3,973	4,145	5,554	6,270	6,071	5,583	5,655	5,617	3,894	6,086
Hyndburn	80,410	5,448	5,342	4,979	4,646	4,572	5,276	5,121	4,922	4,671	5,829	5,580	4,977	4,378	4,447	3,959	2,649	3,614
Lancashire-12	1,201,855	68,005	72,453	67,891	68,884	76,813	74,504	69,452	67,585	68,697	84,343	86,989	80,510	70,825	71,531	64,802	44,942	63,629
Lancashire-14	1,490,497	87,316	91,921	85,959	86,249	93,921	93,454	88,209	85,215	85,708	104,836	107,514	98,993	86,463	86,341	77,803	54,209	76,386
Lancaster	142,487	7,515	7,853	7,218	9,833	14,489	9,400	7,550	7,399	7,246	9,028	9,639	9,130	7,860	8,034	7,369	5,301	7,623
Pendle	90,696	6,296	6,372	5,351	5,021	4,565	5,929	6,235	5,930	5,364	6,061	5,868	5,720	5,211	5,256	4,443	2,849	4,225
Preston	141,346	9,299	9,208	8,200	8,749	14,351	11,315	9,263	8,661	8,105	9,258	9,146	8,282	6,797	6,151	5,029	3,834	5,698
Ribble Valley	59,504	2,582	3,335	3,648	3,522	2,582	2,928	2,608	2,894	3,419	4,692	4,931	4,532	3,979	3,948	3,696	2,509	3,699
Rossendale	70,365	4,130	4,572	4,300	3,784	3,484	4,284	4,222	4,304	4,576	5,434	5,335	4,831	4,302	4,196	3,472	2,120	3,019
South Ribble	110,400	6,121	6,663	6,203	5,873	5,432	6,540	6,593	6,253	6,893	8,249	8,467	7,510	6,551	6,794	6,174	4,303	5,781
West Lancashire	113,881	5,677	6,378	6,252	7,549	8,732	6,694	5,364	5,303	6,058	7,964	8,459	7,865	6,915	7,074	6,541	4,639	6,417
Wyre	110,426	5,013	5,592	5,825	5,568	5,171	5,634	5,353	5,375	5,452	7,397	8,378	8,173	7,449	8,001	7,838	5,830	8,377

Fylde population by gender and age band

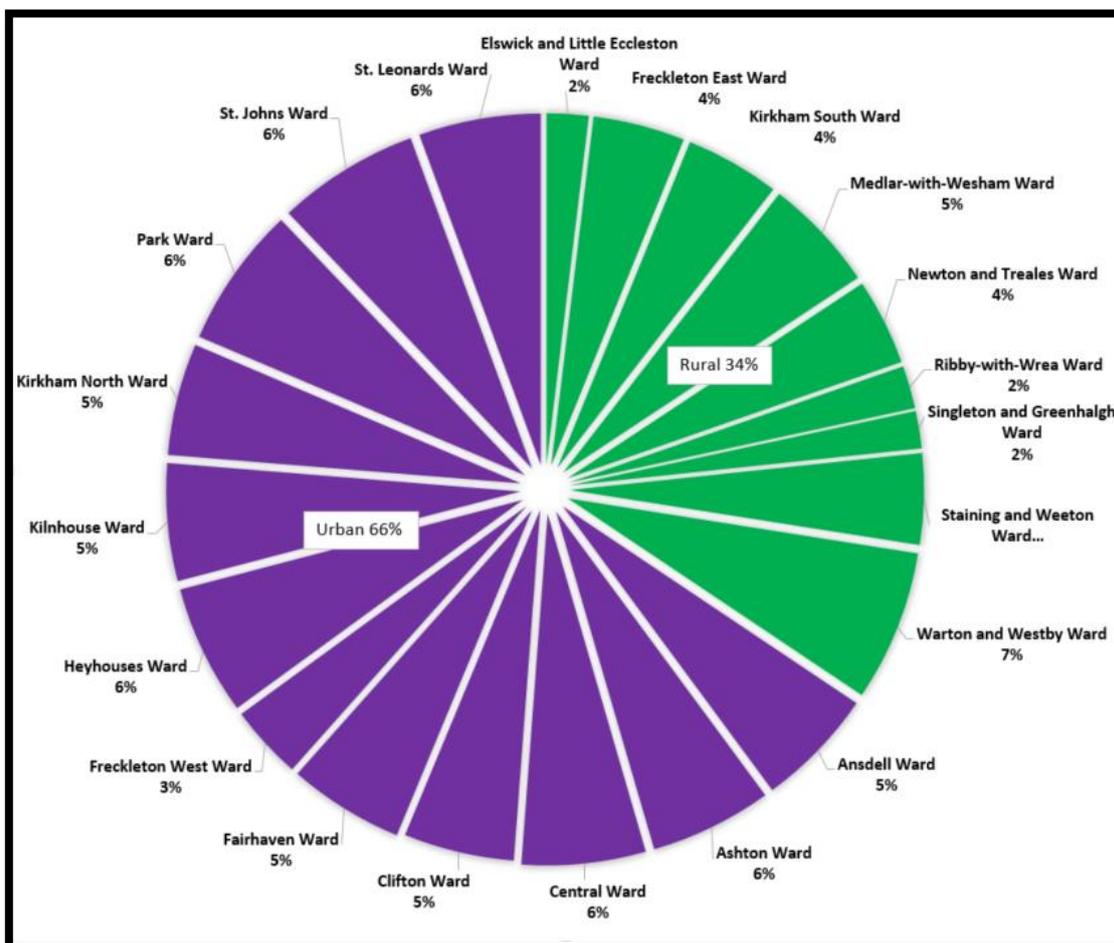


Population ward destiny (higher numbers equates to darker the shading)



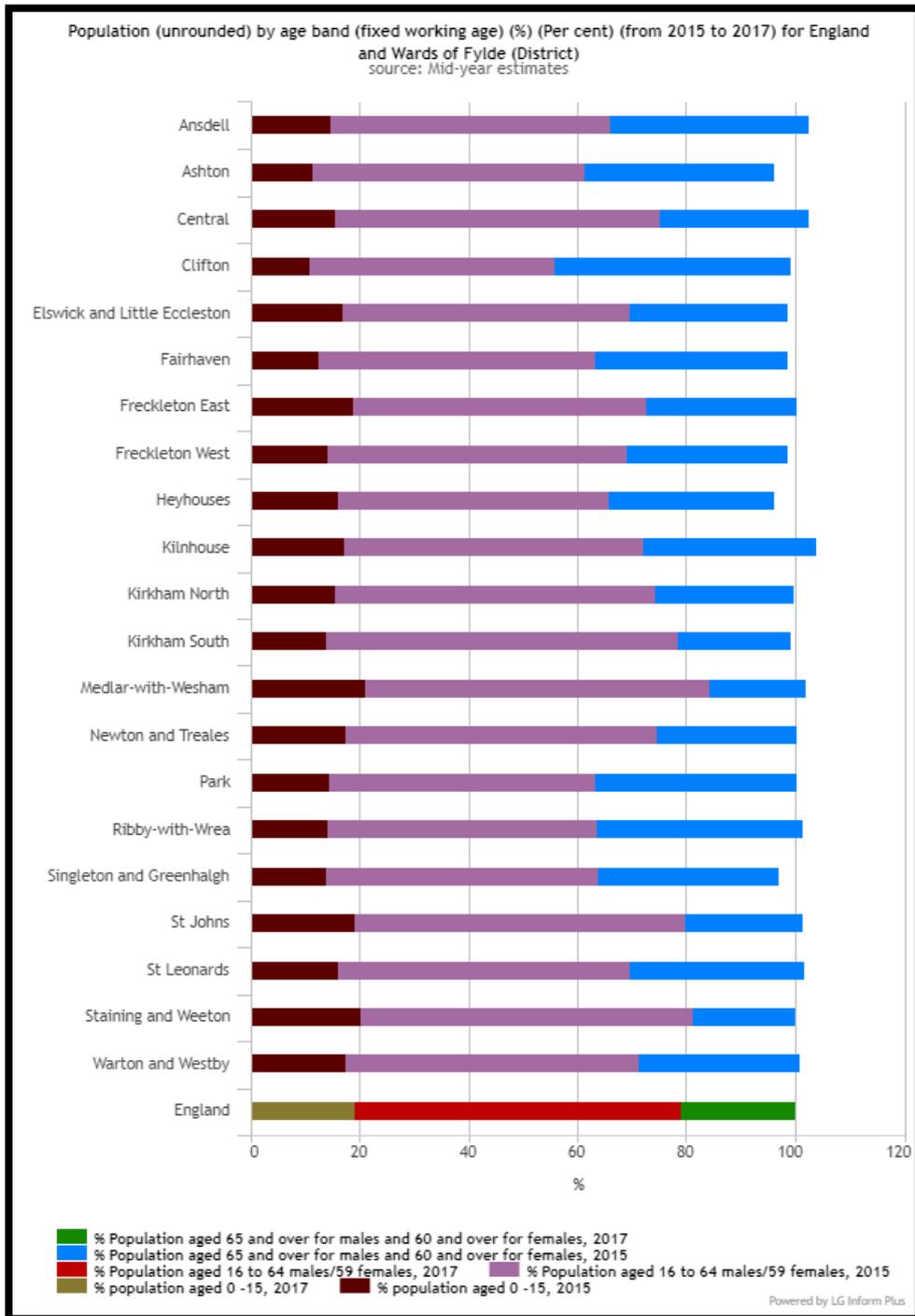
Population by ward, with rural & urban split

These estimates are latest experimental statistics Ward Population Estimates for England and Wales, published on 25 October 2018. The highest population of Fylde can be found in Park ward with 4,960 and the lowest being Ribby-with-Wrea ward with 1,441.

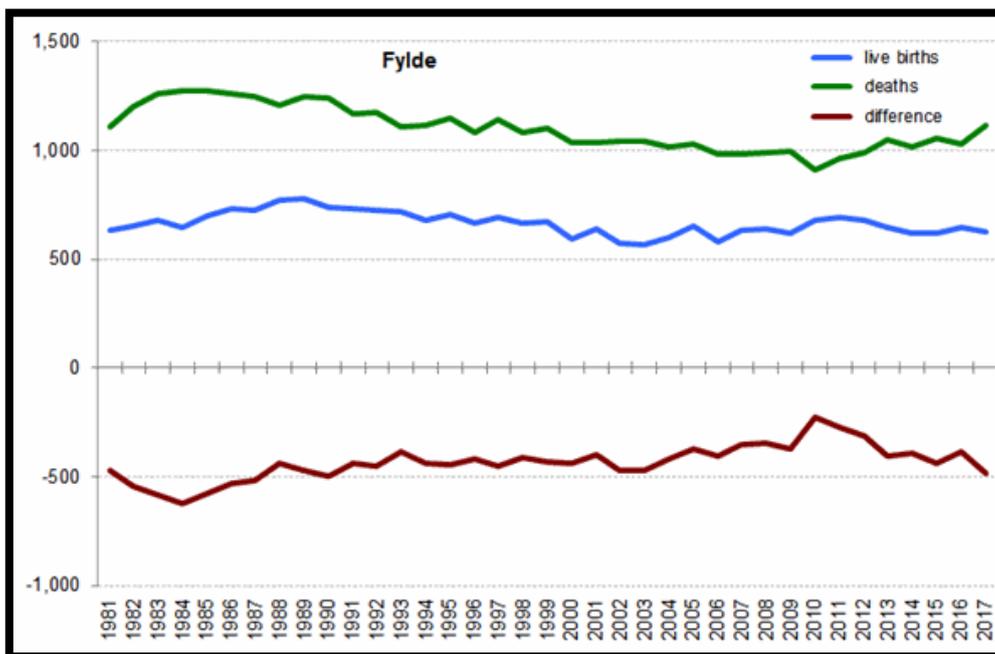


Ward name	Persons	Females	Males
Warton and Westby Ward	5,478	2,785	2,702
St. Johns Ward	5,121	2,632	2,489
Park Ward	5,118	2,671	2,447
Heyhouses Ward	4,717	2,431	2,286
Central Ward	4,461	2,223	2,238
Ashton Ward	4,406	2,233	2,173
St. Leonards Ward	4,391	2,302	2,089
Ansdell Ward	4,328	2,244	2,084
Kilnhouse Ward	4,255	2,180	2,075
Fairhaven Ward	4,172	2,164	2,008
Medlar-with-Wesham Ward	4,114	2,090	2,024
Kirkham North Ward	4,063	2,068	1,995
Clifton Ward	3,979	2,119	1,860
Kirkham South Ward	3,413	1,451	1,962
Freckleton East Ward	3,309	1,760	1,549
Staining and Weeton Ward	3,301	1,650	1,651
Newton and Treales Ward	3,136	1,573	1,563
Freckleton West Ward	2,677	1,392	1,285
Ribby-with-Wrea Ward	1,554	805	749
Elswick and Little Eccleston Ward	1,506	786	720
Singleton and Greenhalgh Ward	1,355	671	684

The average age of the population of is 45 years. This compares to an average age of 39 years for England. Overall, 15.7% of the population are aged under 16 and 26.9% are aged 65 and over. Clifton Ward has the highest proportion of residents aged 65 and over at 40.4%.



Population growth in the authority has over recent years been relatively positive increasing to 78,883 in 2017. Fylde has a history of [low fertility rates](#). The graph for Fylde reveals that over the long-term, deaths have constantly exceeded live births in the authority.



ECONOMIC DEVELOPMENT

Of the 14 local authorities that form the broader Lancashire area, Fylde has long been viewed as the one of the most affluent. Both contain rural areas that are popular with commuters and towns that have none of the high levels of deprivation seen in other urban areas within the county. [Employment numbers](#) between 2009 and 2017 have been fairly stable around 43,000. Extensive employment records monitor the changes to employee numbers from 1929 onwards.

Employment

The source of employee jobs in Fylde is very heavily influenced by [BAe](#) and [Westinghouse Springfields](#). It has a much higher proportion of [manufacturing jobs](#) than the majority of authorities, mainly as a result of the aerospace industry. In contrast it has one of the lowest proportions of employment in the service sector, however the [visitor economy](#) is important in Fylde. The 2011 census results reveal how employment patterns push the [workday population figure](#) for Fylde to a much higher figure than the usual resident population. There are strong [commuting flows](#) between the three Fylde Coast authorities of Fylde, Wyre and Blackpool. The structure of the local economy leads to a high [jobs-density rate](#) for the authority.

Employee jobs				
	Fylde (Employee Jobs)	Fylde (Employee Jobs)	North West (%)	Great Britain (%)
Full-Time	30,000	71.4	67.4	67.5
Part-Time	12,000	28.6	32.6	32.5

British Aerospace has large sites in both authorities that provide high paid jobs that underpin the local economies. Employee numbers in Fylde increased in the decade to 2008 at a rate above the national and county average.

The three industry sections of J (information and communication), K (financial and insurance activities) and M (professional, scientific and technical activities) contain many high value jobs and are sectors where the Lancashire-14 and Lancashire-12 areas are under-represented.

This contributes to the disparity in the economic growth rate locally and the rest of the country. In the Lancashire-14 area, these three service sectors accounted for 10.3% (66,000) of employment and 10.4% (54,000) in the Lancashire-12 area. These figures compare against 16.3% for Great Britain. Within the Lancashire-14 area, **only Fylde** (19.7%, 8,250) had a percentage of its employment estimate that was greater than GB for these three sectors.

Employee Jobs By Industry						
	Fylde (Employee Jobs)	Fylde District (%)	Lancashire Districts 12 (%)	Lancashire All Councils 14 (%)	North West (%)	Great Britain (%)
B : Mining And Quarrying	0	0.0	0.1	0.1	0.0	0.2
C : Manufacturing	10,000	23.8	13.6	13.2	9.9	8.2
D : Electricity, Gas, Steam And Air Conditioning Supply	50	0.1	0.4	0.3	0.4	0.5
E : Water Supply; Sewerage, Waste Management And Remediation Activities	175	0.4	1.0	0.8	0.8	0.7
F : Construction	2,000	4.8	5.8	5.0	4.8	4.8
G : Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles	4,500	10.7	16.1	15.8	16.1	15.2
H : Transportation And Storage	700	1.7	4.1	4.0	5.1	4.7
I : Accommodation And Food Service Activities	3,500	8.3	8.0	8.2	6.6	7.5
J : Information And Communication	1,250	3.0	2.1	2.5	3.0	4.4
K : Financial And Insurance Activities	1,500	3.6	1.7	1.6	2.8	3.5
L : Real Estate Activities	450	1.1	1.6	1.4	1.8	1.7
M : Professional, Scientific And Technical Activities	6,000	14.3	6.6	6.2	8.2	8.4
N : Administrative And Support Service Activities	2,000	4.8	7.0	6.7	8.6	9.1
O : Public Administration And Defence; Compulsory Social Security	2,250	5.4	4.5	5.0	4.4	4.3
P : Education	2,250	5.4	9.7	9.5	8.9	8.9
Q : Human Health And Social Work Activities	4,000	9.5	14.2	15.7	14.1	13.3
R : Arts, Entertainment And Recreation	1,000	2.4	1.7	2.2	2.7	2.6
S : Other Service Activities	500	1.2	1.6	1.6	1.7	2.0

In terms of wealth creation, the provisional 'balanced' gross value added (GVA) sum derived from the manufacturing sector (£6.143 billion) in the Lancashire-14 area accounted for almost a fifth (19.9%) of the total for the area in 2016, compared to 10.1% for the UK. Out of 380 local authority areas in Great Britain, Fylde is ranked in 7th place (23.8%, 10,000).

Within the Lancashire-14 area, only Fylde (19.7%, 8,250) had a percentage of its employment estimate that was greater than GB for three industry sections of J (information and communication), K (financial and insurance activities) and M (professional, scientific and technical activities) contain many high value jobs. Employee numbers in Fylde increased in the decade to 2008 at a rate above the national and county average.

The [employment rate](#) is above the regional and national average. In 2018, there were [3,250 active enterprises](#) in Fylde. [Average earnings](#) in Fylde are well above the GB average when measured by place of work.

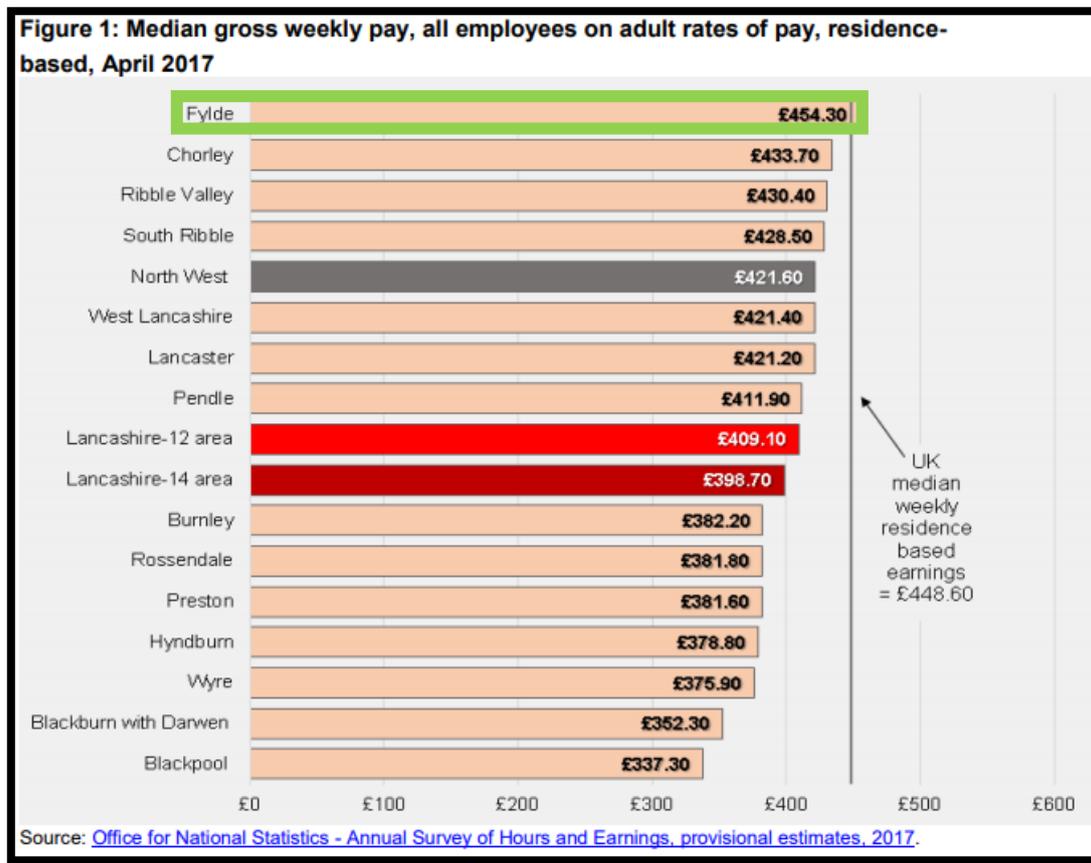
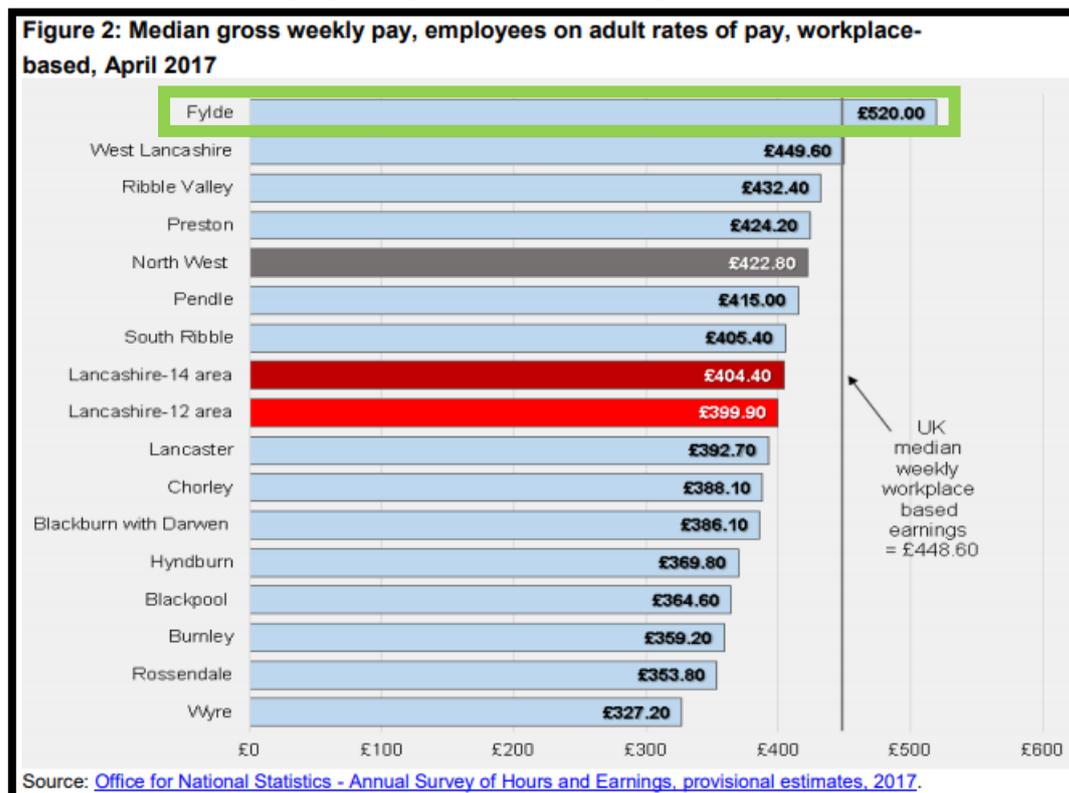
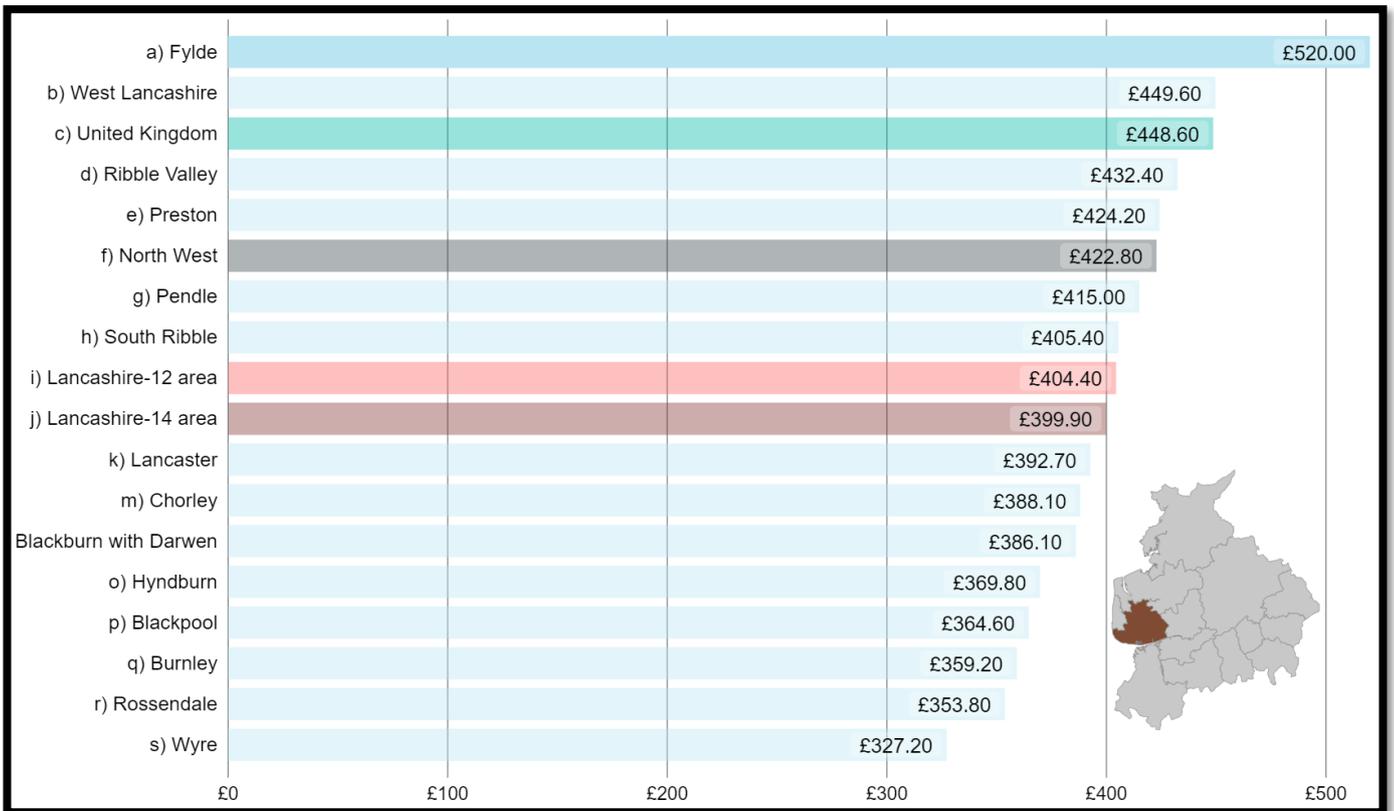
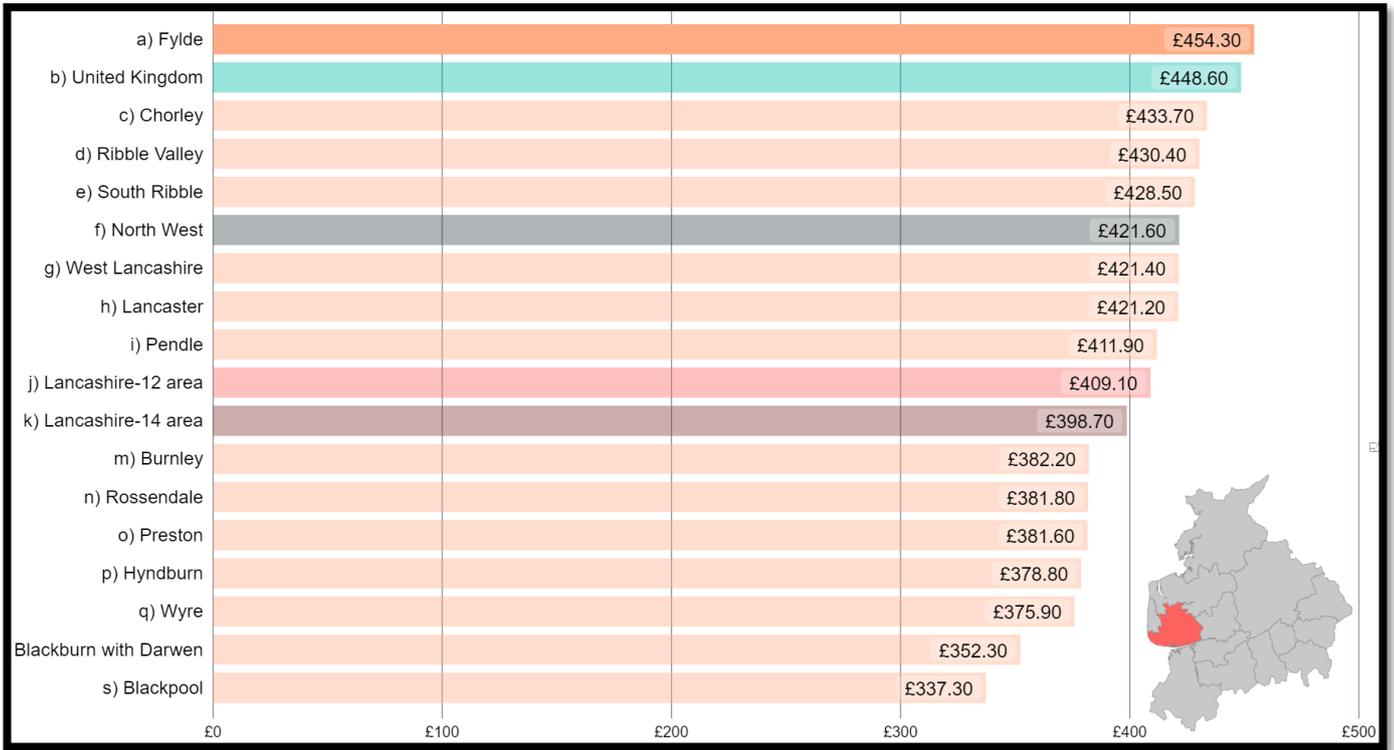


Figure 2 highlights the fact that Fylde district (£520.00) had the greatest workplace based median earnings figure in the Lancashire-14 area for all employees by a considerable margin.



Income

Fylde district (£28,259) had the 27th highest workplace-based median gross annual earnings in Great Britain.



Average earnings in Fylde are well above the GB average when measured by place of work. The high value manufacturing job opportunities in the authority underpin the strong local results. The survey of personal incomes by HM Revenue and customs broadly includes all individuals whose income is higher than the prevailing personal tax allowance and who are therefore liable to tax. The median results are the middle value that best reflects typical income and they show a high result for Fylde in relation to the Lancashire-12 and North West averages.

<i>Earnings place of Residence</i>	<i>Fylde (Pounds)</i>	<i>North West (Pounds)</i>	<i>Great Britain (Pounds)</i>
Gross Weekly Pay			
Full-Time Workers	597.5	529.6	571.1
Male Full-Time Workers	625.1	571.9	612.2
Female Full-Time Workers	530.5	472.4	510.0
Hourly Pay - Excluding Overtime			
Full-Time Workers	15.83	13.35	14.36
Male Full-Time Workers	16.28	13.90	14.89
Female Full-Time Workers	14.05	12.55	13.56

Skills

Fylde has a highly skilled workforce compared to the rest of the Fylde coast and is on par with the North West. Based on the latest census information (2001) Fylde has the highest percent of people working in the top three occupational categories working in management, professional and technical positions.

<i>Qualifications</i>				
	<i>Fylde (Level)</i>	<i>Fylde (%)</i>	<i>North West (%)</i>	<i>Great Britain (%)</i>
NVQ4 And Above	17,800	41.4	34.5	38.6
NVQ3 And Above	25,900	60.3	54.2	57.2
NVQ2 And Above	34,300	79.9	74.0	74.7
NVQ1 And Above	39,600	92.2	85.2	85.4

<i>Employment by occupation</i>				
	<i>Fylde (Numbers)</i>	<i>Fylde (%)</i>	<i>North West (%)</i>	<i>Great Britain (%)</i>
Major Group 1-3	15,600	46.5	42.9	46.1
Professional Occupations	8,000	24.0	19.3	20.5
Major Group 4-5	9,400	28.0	20.5	20.3
Skilled Trades Occupations	5,500	16.4	9.6	10.1
Major Group 6-7	7,100	21.1	18.4	16.7
Caring, Leisure & Other	4,900	14.7	9.7	9.1

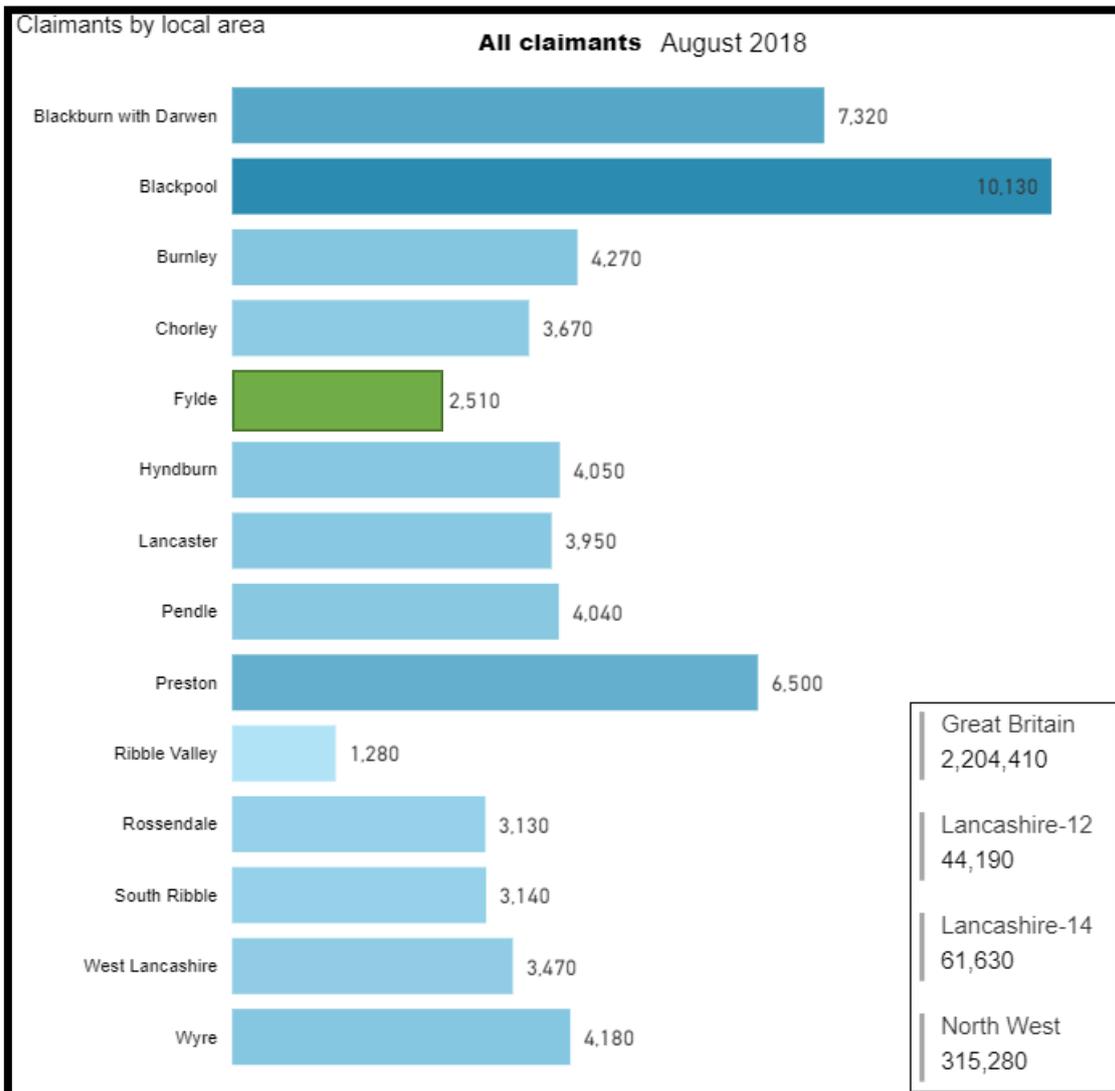
Out-Of-Work Benefits

Under Universal Credit a broader span of claimants are required to look for work than under Jobseeker's Allowance. As Universal Credit Full Service is rolled out in particular areas, the number of people recorded as being on the Claimant Count is therefore likely to rise.

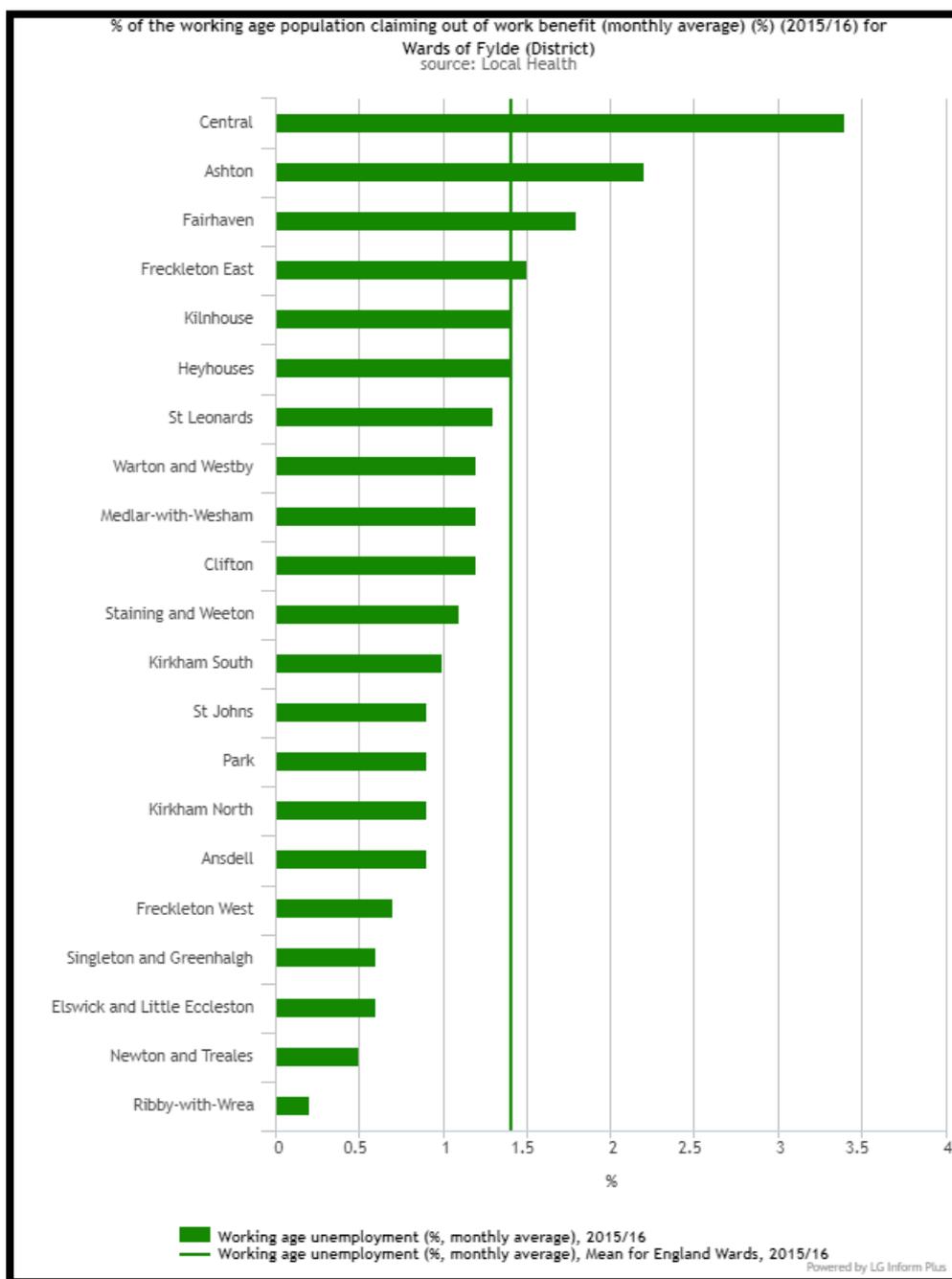
<i>Claimant count by gender</i>				
	Fylde (Numbers)	Fylde (%)	North West (%)	Great Britain (%)
All People	650	1.4	3.0	2.4
Males	390	1.7	3.6	2.8
Females	260	1.2	2.4	1.9

Claimant Count

There is a low level of [employment and support allowance claimants](#). The [housing benefit](#) article identifies the numbers of recipients and the effect of the spare room subsidy withdrawal.



Ward Population Estimates for Working Age claiming benefits



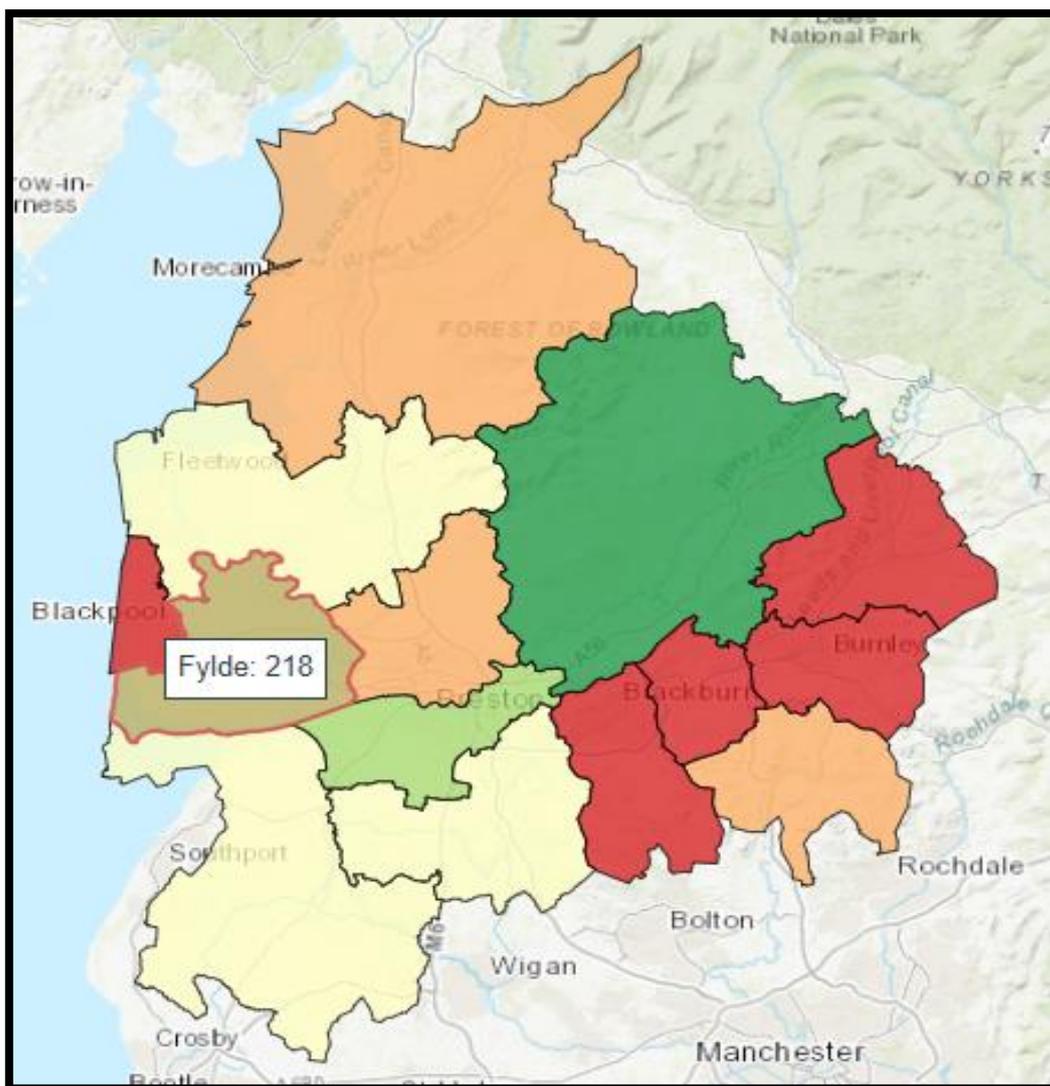
INDICES OF DEPRIVATION (IMD) 2015

The Indices of Multiple Deprivation 2015 combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation.

The Indices are used widely to analyse patterns of deprivation, identify areas that would benefit from special initiatives or programmes and as a tool to determine eligibility for specific funding streams.

Fylde has 21 wards broken into 51 lower-layer super output areas (LSOAs), of which none are in the most deprived category and a third of which are in the top third of areas nationally.

Fylde's overall rank is 218th out of 326 districts. Fylde is placed at the top end of the scale in Lancashire, with the least amount of deprivation of any kind and the least amount of hotspots of deprivation.



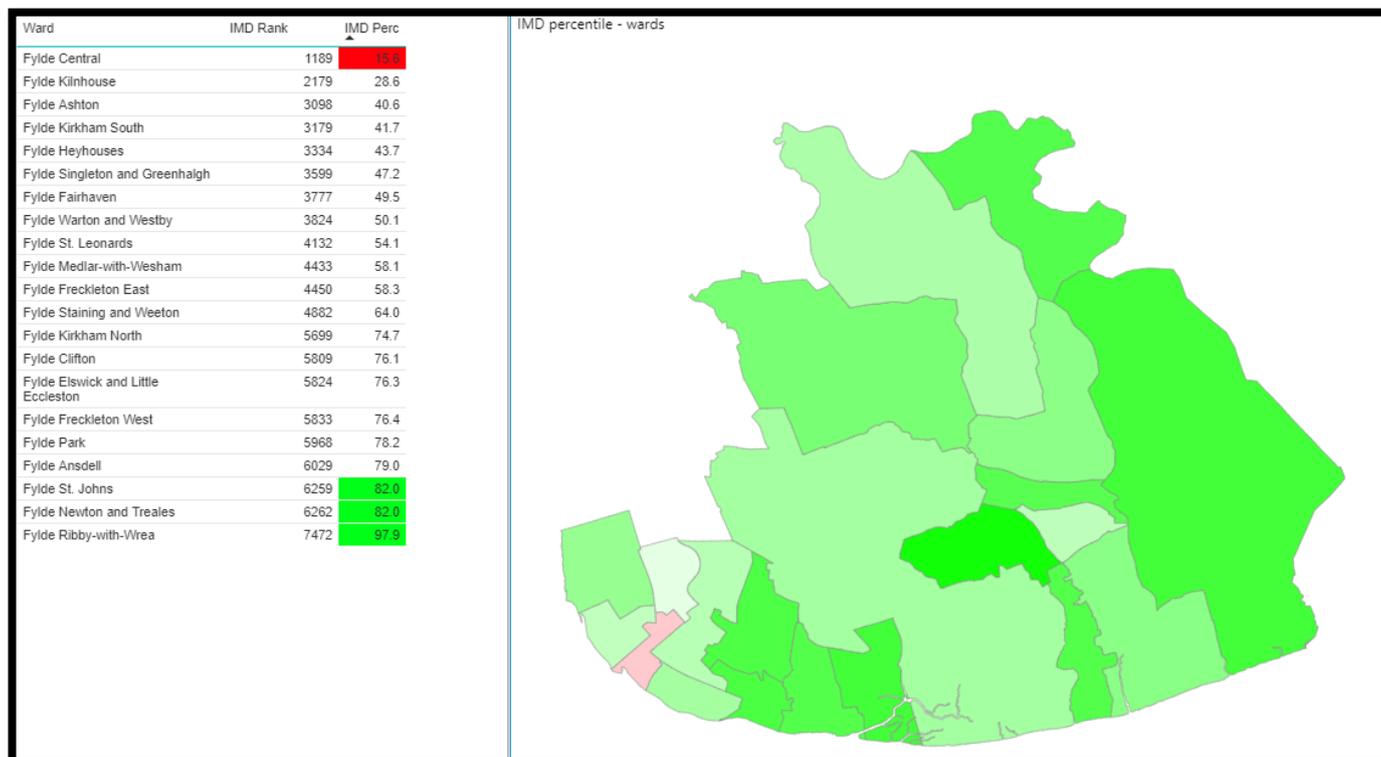
Lancashire Council average IMD rankings

North West Districts		
LA CODE	LA NAME	IMD 2015 Overall Rank
30UD	Burnley District	17
30UE	Chorley District	186
30UF	Fylde District	218
30UG	Hyndburn District	28
30UH	Lancaster District	125
30UJ	Pendle District	42
30UK	Preston District	72
30UL	Ribble Valley District	290
30UM	Rosendale District	98
30UN	South Ribble District	234
30UP	West Lancashire District	164
30UQ	Wyre District	167

Fylde District 2015 IMD rankings by ward level

Name of Wards	IMD Decile	Rank
Central Ward	2	1189
Kilnhouse Ward	3	2179
Singleton and Greenhalgh Ward	5	3599
Ashton Ward	5	3098
Fairhaven Ward	5	3777
Heyhouses Ward	5	3334
Kirkham South Ward	5	3179
Warton and Westby Ward	6	3824
Freckleton East Ward	6	4450
Medlar-with-Wesham Ward	6	4433
St. Leonards Ward	6	4132
Staining and Weeton Ward	8	4882
Freckleton West Ward	8	5833
Elswick and Little Eccleston Ward	8	5824
Ansdell Ward	8	6029
Clifton Ward	8	5809
Park Ward	8	5968
Kirkham North Ward	8	5699
Newton and Treales Ward	9	6262
St. Johns Ward	9	6259
Ribby-with-Wrea Ward	10	7472

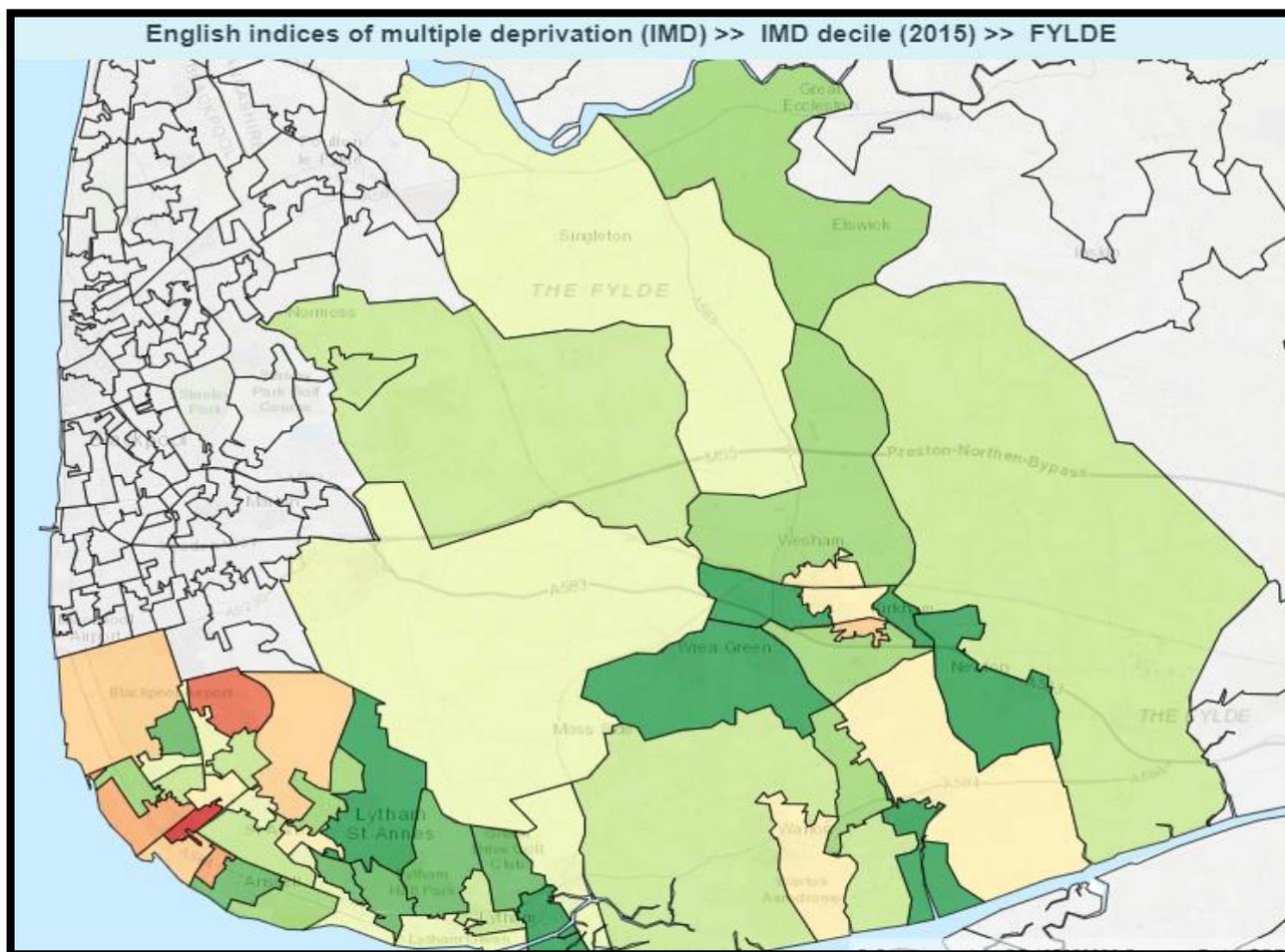
*Rank out of 7,632 wards in England and Wales.



Lower-Layer Super Output Areas (LSOAs)

Lower-Layer Super Output Areas (LSOAs) are small areas designed to be of a similar population size, with an average of approximately 1,500 residents or 650 households. There are 32,844 Lower-layer Super Output Areas (LSOAs) in England. They were produced by the Office for National Statistics for the reporting of small area statistics and are a standard way of dividing up the country.

For ease of communication, LSOAs are sometimes referred to as 'neighbourhoods' or 'small areas' in Indices of Deprivation 2015 documentation. Fylde has a total of 21 wards and 51 lower-layer super output areas (LSOAs), each represented by an elected Councillor. Using the IMD rankings it is possible review the 51 Lower-Layer Super Output Areas for Fylde to identify any areas of deprivation or to check for improvement indicators.

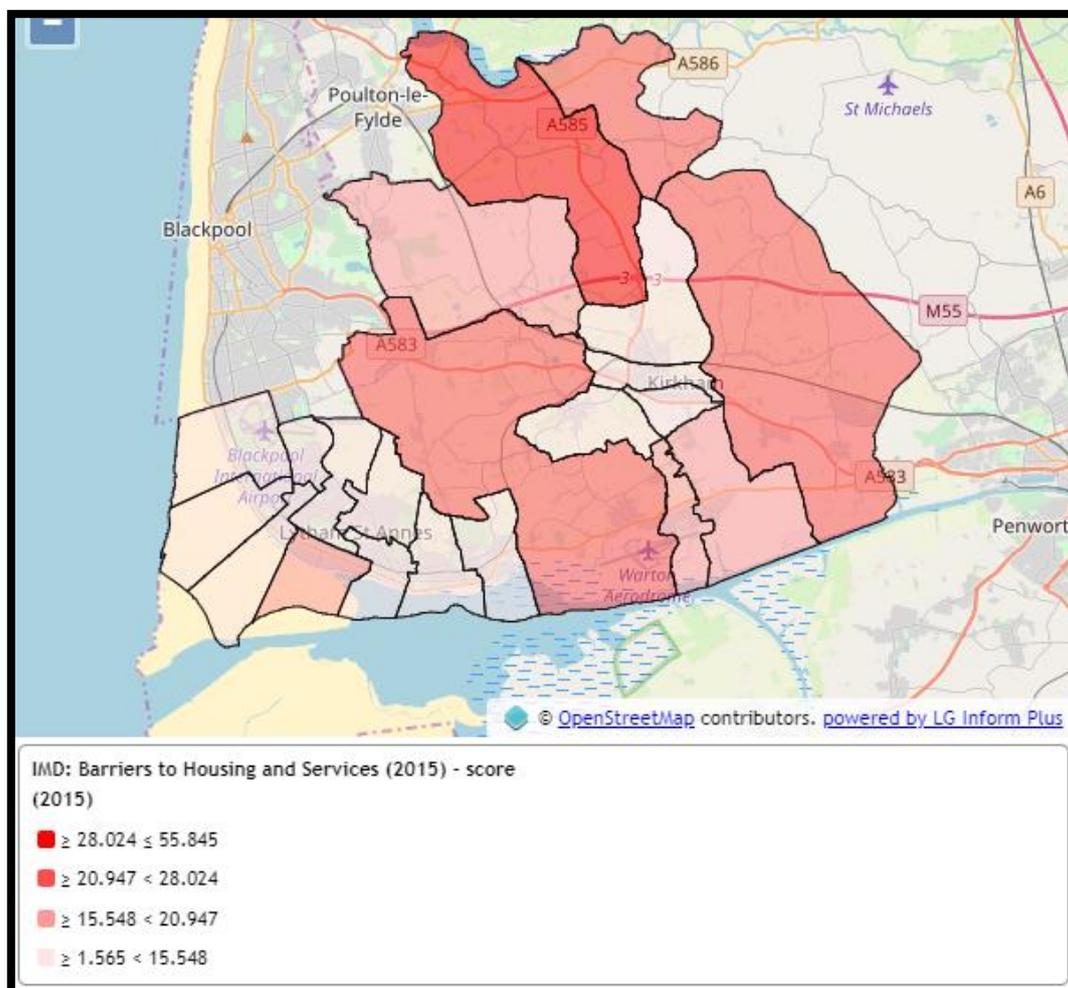


Index of Multiple Deprivation (IMD) by Lower-Layer Super Output Areas (LSOAs) by Ward

LSOA code	LSOA name	Ward Name	IMD Rank (where 1 is most deprived)	IMD Decile (where 1 is most deprived 10% of LSOAs)
E01024993	Fylde 001A	Elswick & Little Eccleston	24,166	8
E01025026	Fylde 001B	Singleton and Greenhalgh	17,380	6
E01025027	Fylde 001C	Staining and Weeton	21,465	7
E01025028	Fylde 001D	Staining and Weeton	20,893	7
E01025031	Fylde 001E	Warton and Westby	18,675	6
E01025007	Fylde 002A	Kirkham North	30,816	10
E01025008	Fylde 002B	Kirkham North	31,080	10
E01025009	Fylde 002C	Kirkham North	13,836	5
E01025011	Fylde 002D	Kirkham South	10,763	4
E01025012	Fylde 002E	Medlar-with-Wesham	24,785	8
E01025013	Fylde 002F	Medlar-with-Wesham	15,303	5
E01025019	Fylde 002G	Ribby-with-Wrea	30,996	10
E01024998	Fylde 003A	Freckleton East	14,146	5
E01025010	Fylde 003B	Kirkham South	24,197	8
E01025014	Fylde 003C	Newton and Treales	21,120	7
E01025015	Fylde 003D	Newton and Treales	30,494	10
E01025004	Fylde 004A	Kilnhouse	18,894	6
E01025006	Fylde 004B	Kilnhouse	3,853	2
E01025023	Fylde 004C	St Leonards	28,620	9
E01025024	Fylde 004D	St Leonards	12,120	4
E01025025	Fylde 004E	St Leonards	19,428	6
E01025001	Fylde 005A	Heyhouses	10,381	4
E01025002	Fylde 005B	Heyhouses	18,389	6
E01025005	Fylde 005C	Kilnhouse	20,586	7
E01025016	Fylde 005D	Park	31,769	10
E01025018	Fylde 005E	Park	24,223	8
E01024984	Fylde 006A	Ashton	25,156	8
E01024985	Fylde 006B	Ashton	22,220	7
E01024986	Fylde 006C	Ashton	6,906	3
E01024987	Fylde 006D	Central	2,259	1
E01024988	Fylde 006E	Central	10,044	4
E01024989	Fylde 006F	Central	15,331	5
E01024996	Fylde 006G	Fairhaven	6,600	3
E01024997	Fylde 007A	Freckleton East	29,808	10
E01024999	Fylde 007B	Freckleton West	22,843	7
E01025000	Fylde 007C	Freckleton West	25,793	8
E01025029	Fylde 007D	Warton and Westby	20,417	7
E01025030	Fylde 007E	Warton and Westby	15,257	5
E01024981	Fylde 008A	Andsell	29,426	9
E01024982	Fylde 008B	Andsell	18,835	6
E01024983	Fylde 008C	Andsell	27,018	9
E01024994	Fylde 008D	Fairhaven	29,058	9
E01024995	Fylde 008E	Fairhaven	23,219	8
E01025003	Fylde 008F	Heyhouses	22,935	7
E01025017	Fylde 008G	Park	14,593	5
E01024990	Fylde 009A	Clifton	22,630	7
E01024991	Fylde 009B	Clifton	19,700	6
E01024992	Fylde 009C	Clifton	29,482	9
E01025020	Fylde 009D	St Johns	17,738	6
E01025021	Fylde 009E	St Johns	28,181	9
E01025022	Fylde 009F	St Johns	29,788	10

Barriers to Housing and Services

The Indices of Deprivation (2015) measures the physical and financial accessibility of housing and local services. The higher the score, the more deprived an area is in this regard. Fylde has a score of 12.492. Within the area, Singleton and Greenhalgh ward has the highest score at 29.645. The average for all English Wards is 17.018. This map shows the Barriers to Housing and Services domain of the Indices of Deprivation (2015) for each Ward in Fylde. A higher score indicates higher deprivation. Thresholds on this map are calculated based on all areas in England.



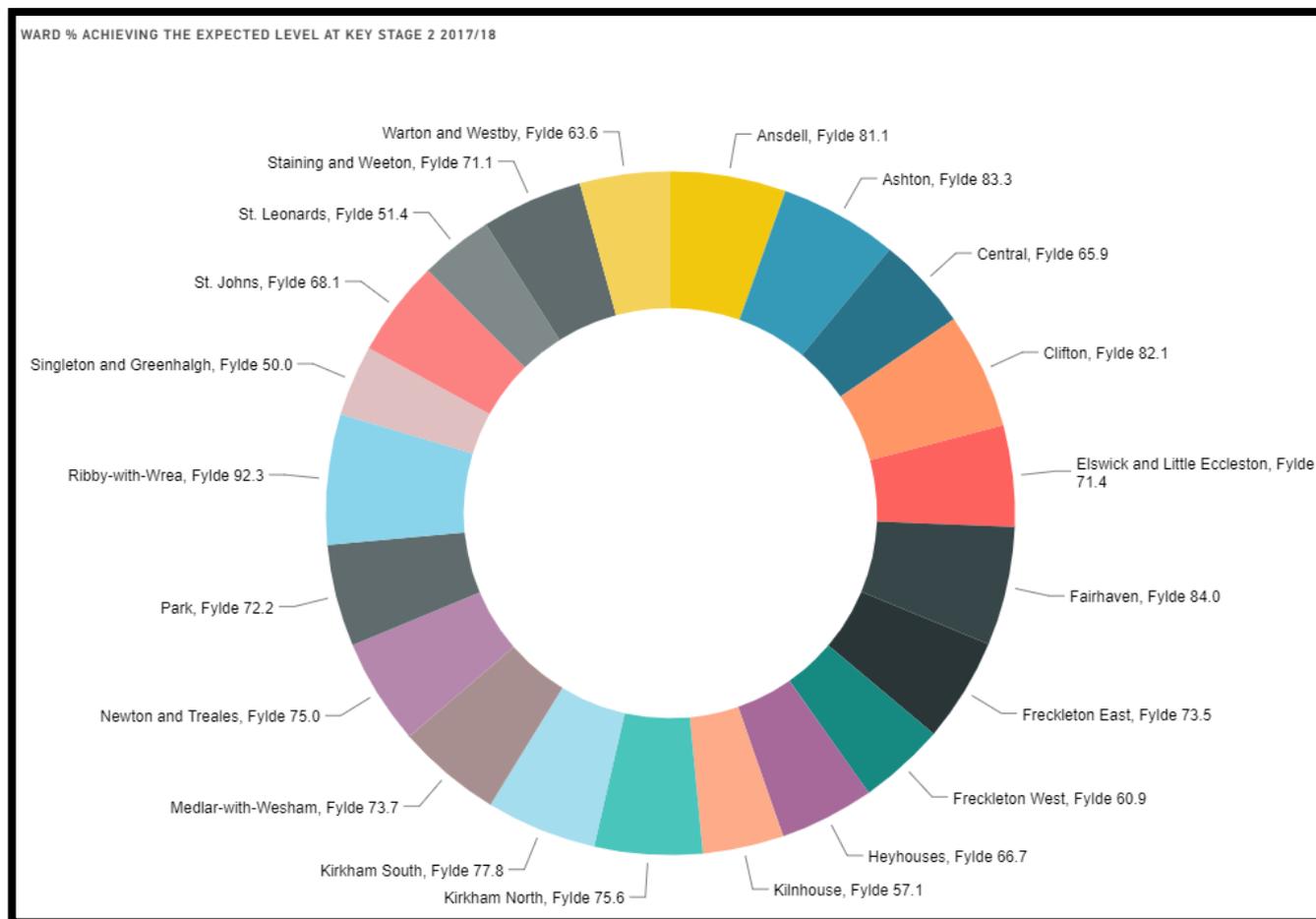
Education Levels

The below table reveals that Fylde district with a rate of 71.0% for Key Stage 2, highest ranked within the whole of Lancashire.

District	% KS2	GCSE Attainment 8 Score	NEET 16/18 %
Fylde	71.0	45.3	3.4
West Lancashire	69.0	46.4	3.7
Chorley	69.0	49.5	5.1
Rossendale	68.0	45.2	4.9
Wyre	67.0	46.8	3.8
Ribble Valley	67.0	53.6	2.0
South Ribble	66.0	48.4	4.6
Preston	65.0	49.9	8.2
Lancaster	63.0	47.0	6.5
Hyndburn	61.0	43.2	5.3
Pendle	58.0	43.7	4.1
Burnley	56.0	40.0	5.6

Expected level achieving KS2 by ward

Pupils sit formal tests in reading, writing and maths at the end of key stage two (KS2) (aged 11 years). These results are a key performance indicator for primary schools.



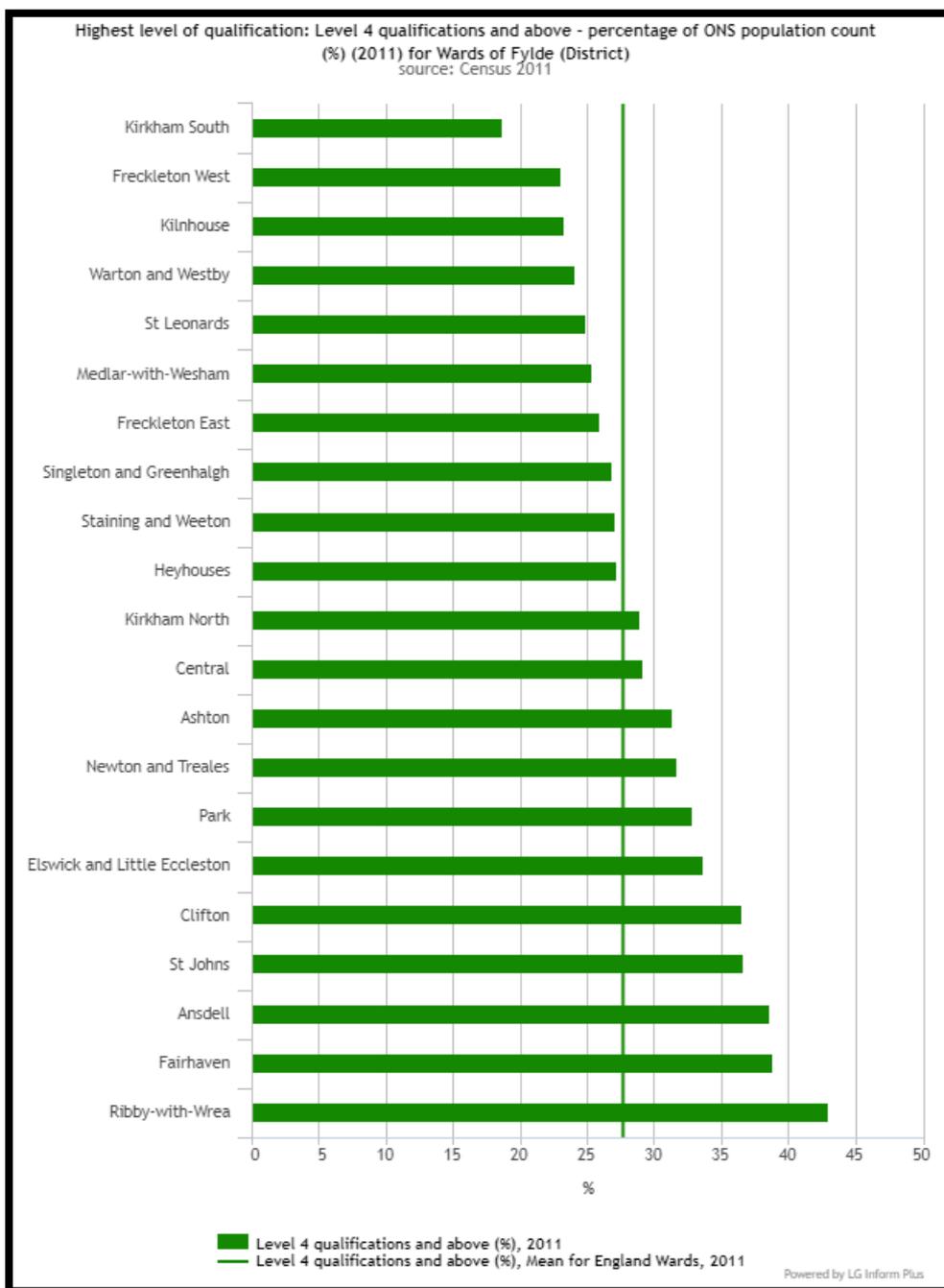
Analysis of the results by Lancashire-12 districts (table 1) shows the attainment of pupils at the end of key stage 2 was higher in areas with low levels of deprivation. The proportion reaching expected standard in reading, writing and mathematics in Fylde (71%), Chorley (69%), West Lancashire (69%), Rossendale (68%), Wyre (67%), and Ribble Valley (67%) was higher than Lancashire-12 and its comparators.

Area	% reaching expected standard in reading, writing and mathematics
Burnley	56
Chorley	69
Fylde	71
Hyndburn	61
Lancaster	63
Pendle	58
Preston	65
Ribble Valley	67
Rossendale	68
South Ribble	66
West Lancashire	69
Wyre	67
Lancashire-12	65%
Blackburn with Darwen	66%
Blackpool	62%
Lancashire-14	65%
North West	65%
England	64%

Source: DfE

Level 4 qualifications and above by ward

The children and young people dashboard created as part of the Neighbourhood JSNA, includes district and ward level data on key stage 2 attainment. This resource can be accessed [here](#). Below are the highest level of education of qualification by ward.



COMMUNITY SAFETY

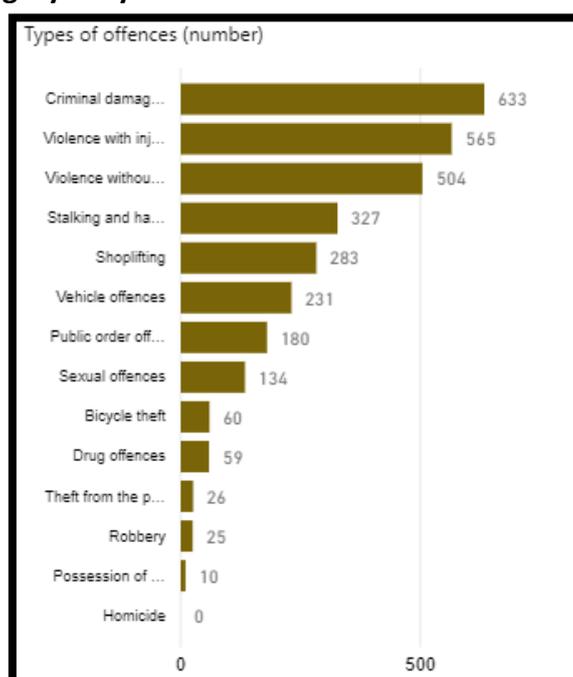
The [recorded crime article](#) reveals that Fylde has the second lowest crime rate in Lancashire.

Recorded crime for victim-based crimes 2017/18, Lancashire-14 districts

Local Authority name	Victim based crime									
	Violence against the person		Sexual offences		Robbery		Theft offences		Criminal damage and arson	
	Crimes	Rate per 1,000 pop	Crimes	Rate per 1,000 pop	Crimes	Rate per 1,000 pop	Crimes	Rate per 1,000 pop	Crimes	Rate per 1,000 pop
Burnley	3,242	37.1	302	3.5	40	0.5	4,468	51.1	1,529	17.5
Chorley	2,284	20.0	243	2.1	46	0.4	2,680	23.5	984	8.6
Fylde	1,397	17.9	134	1.7	25	0.3	1,678	21.5	633	8.1
Hyndburn	2,304	28.7	241	3.0	41	0.5	3,055	38.0	1,259	15.7
Lancaster	3,655	25.8	368	2.6	74	0.5	4,250	30.0	2,060	14.5
Pendle	2,138	23.6	187	2.1	33	0.4	3,020	33.4	927	10.2
Preston	5,045	35.8	497	3.5	188	1.3	7,053	50.0	2,570	18.2
Ribble Valley	702	11.9	99	1.7	6	0.1	1,071	18.2	385	6.5
Rossendale	1,591	22.8	159	2.3	17	0.2	1,912	27.4	726	10.4
South Ribble	2,021	18.4	278	2.5	53	0.5	2,793	25.4	896	8.1
West Lancashire	1,907	16.9	214	1.9	46	0.4	2,294	20.3	953	8.4
Wyre	2,150	19.5	241	2.2	33	0.3	2,801	25.5	923	8.4
Lancashire-12	28,436	23.7	2,963	2.5	602	0.5	37,075	30.9	13,845	11.5
Blackburn with Darwen	4,953	33.4	426	2.9	108	0.7	5,563	37.5	2,066	13.9
Blackpool	8,019	57.3	787	5.6	225	1.6	8,035	57.4	3,134	22.4
Lancashire-14	41,408	27.9	4,176	2.8	935	0.6	50,673	34.1	19,045	12.8
England and Wales		23.9		2.6		1.3		34.4		10.1

Source: Office of National Statistics, Population base, mid-year 2016 population
Cells highlighted in red are above the England and Wales rate

Brown down by offence category in Fylde



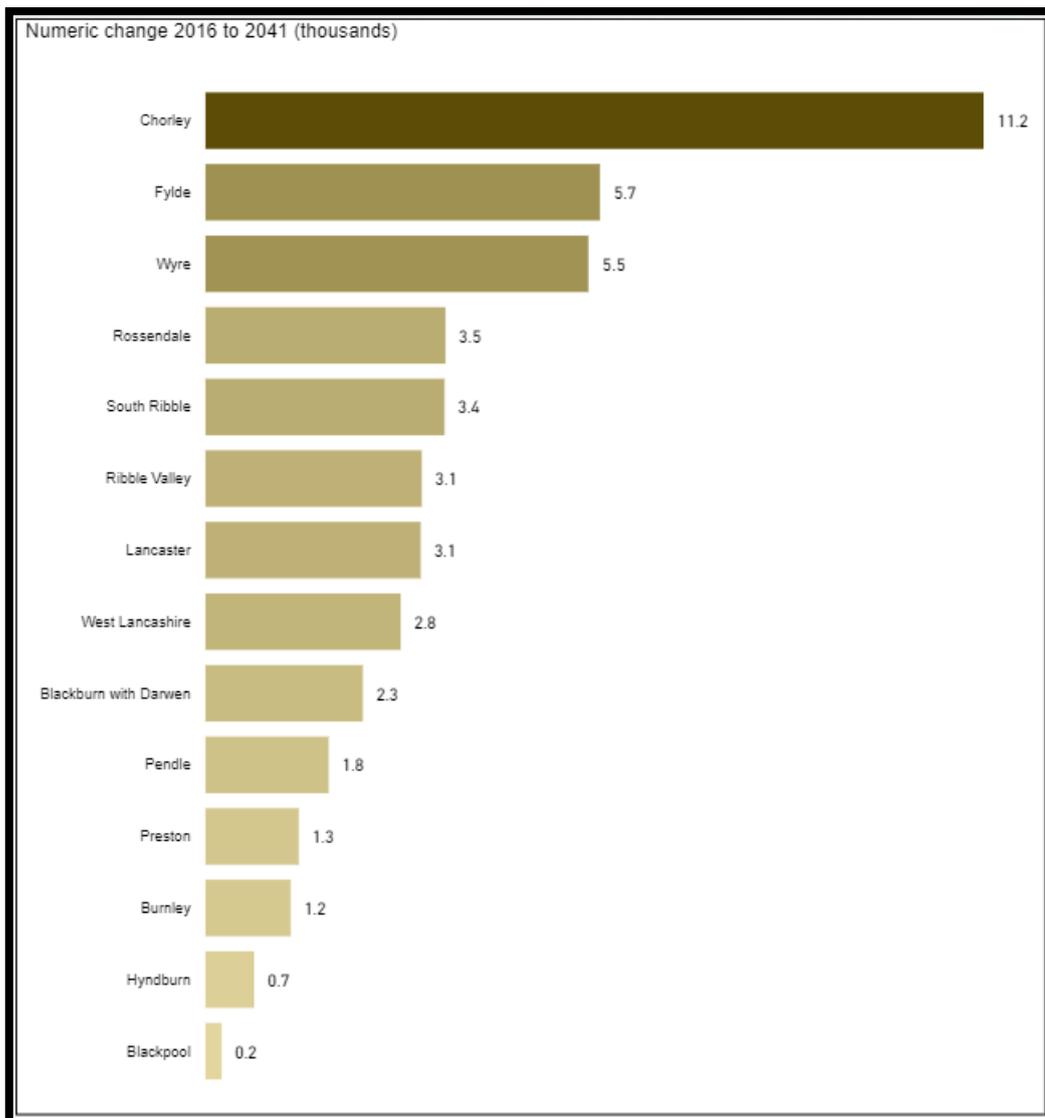
HOUSING

It is predicted that the [number of households](#) will increase in Fylde by 16.6% between 2014 and 2039, the second greatest percentage rise in the Lancashire-14 area.

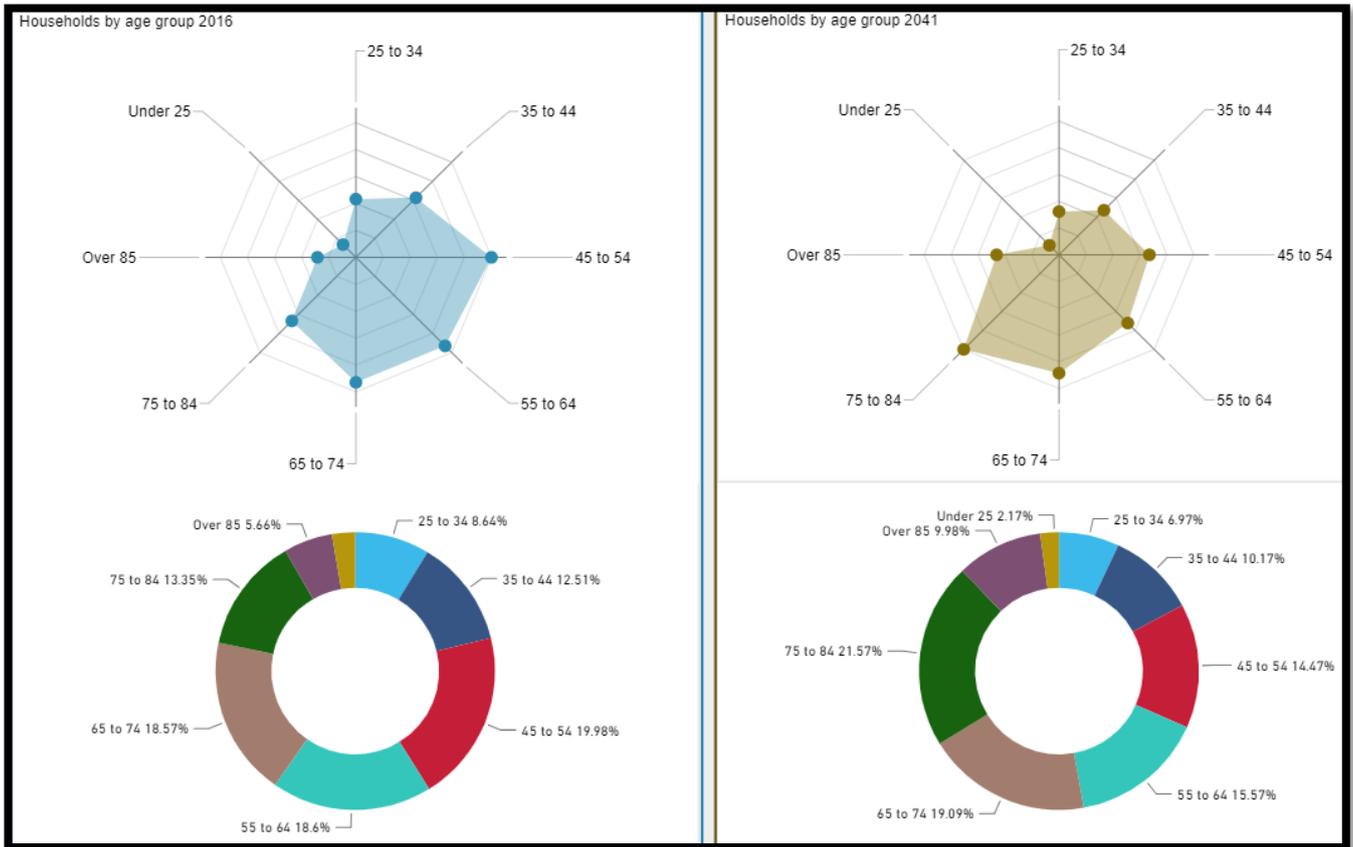
Within the Lancashire-12 area, Chorley (+11,194, 23.2%), Fylde (+5,676, 15.5%) and Wyre (+5,510, 11.4%) are estimated to see the largest numeric increases in the area, although Ribble Valley (+3,113, 12.3%) and Rossendale (+3,453, 11.5%) are also projected to see percentage increases above 10.0%.

Fylde (50.6%), Wyre (49.9%) and Ribble Valley (47.6%) are projected to have some of the highest percentages of households aged 65 and over in the country by 2041.

Fylde (40.3%), Preston (39.2%), Hyndburn (37.9%), Burnley (37.8%) and Pendle (37.2%) are projected to have some of the largest percentages of one person households in England in 2041.



Household by age groups



Dwelling stock by tenure, 2017

Blackpool, Fylde, Lancaster, Ribble Valley, South Ribble and Wyre had over 89.4% of their dwellings in the owner-occupied and privately rented sector.

	Total dwelling stock	Local authority		Registered social landlords		Other public sector		Owner-occupied and privately rented	
		No.	%	No.	%	No.	%	No.	%
Burnley	40,490	30	0.1	5,950	14.7	0	0	34,510	85.2
Chorley	50,380	0	0	6,660	13.2	90	0.2	43,640	86.6
Fylde	38,860	0	0	2,680	6.9	250	0.6	35,920	92.4
Hyndburn	36,640	60	0.2	4,870	13.3	0	0	31,710	86.5
Lancaster	62,680	3,790	6.0	2,680	4.3	120	0.2	56,090	89.5
Pendle	39,920	30	0.1	4,630	11.6	0	0	35,260	88.3
Preston	62,580	0	0	11,390	18.2	140	0.2	51,050	81.6
Ribble Valley	26,550	10	0	2,070	7.8	50	0.2	24,420	92.0
Rossendale	31,910	80	0.3	4,630	14.5	0	0	27,200	85.2
South Ribble	49,410	0	0	5,180	10.5	0	0	44,230	89.5
West Lancashire	49,700	6,050	12.2	1,250	2.5	0	0	42,410	85.3
Wyre	51,640	0	0	3,860	7.5	0	0	47,790	92.5
Lancashire-12	540,760	10,050	1.9	55,840	10.3	650	0.1	474,230	87.7
Blackburn with Darwen	60,520	0	0	11,450	18.9	10	0	49,060	81.1
Blackpool	69,540	4,750	6.8	2,250	3.2	0	0	62,540	89.9
Lancashire-14	670,820	14,800	2.2	69,540	10.4	660	0.1	585,830	87.3
England	23,950,000	1,602,000	6.7	2,511,000	10.5	56,000	0.2	19,781,000	82.6

The highest tax bands of 'F' to 'H' together accounted for 9.2% of properties in England but just 4.8% in the Lancashire-14 area. In Ribble Valley and Fylde however, the proportions are 16.5% and 11.1% respectively

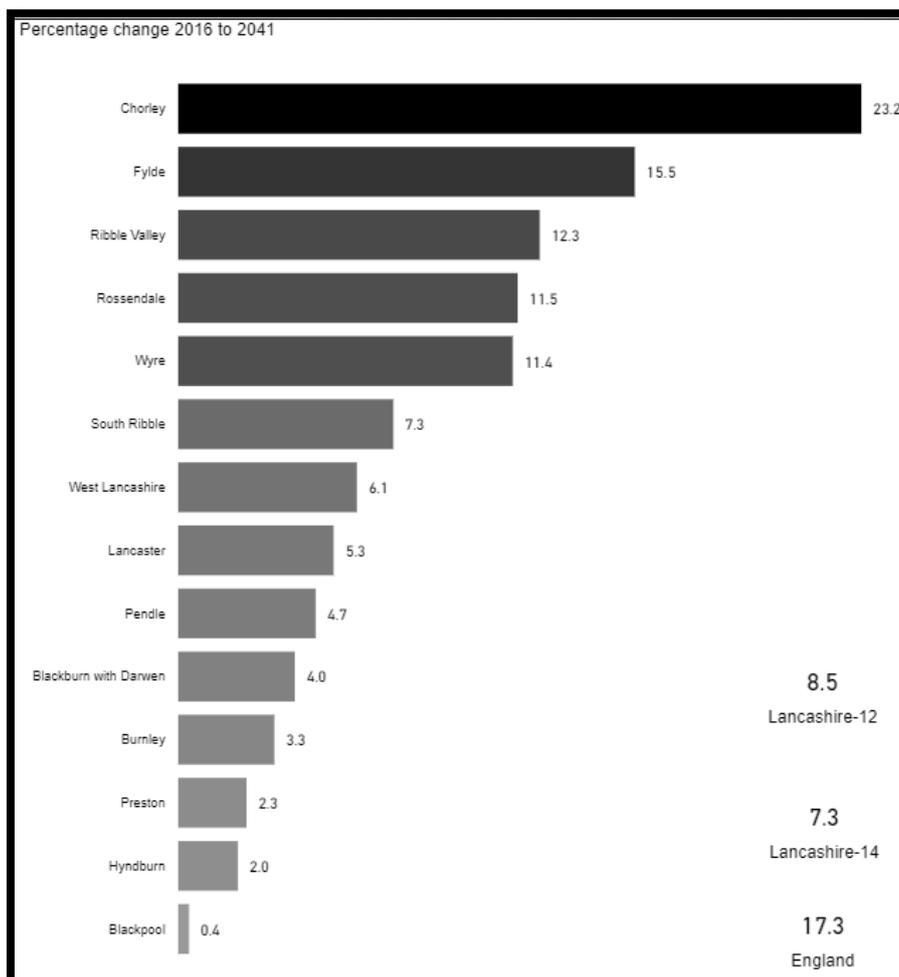
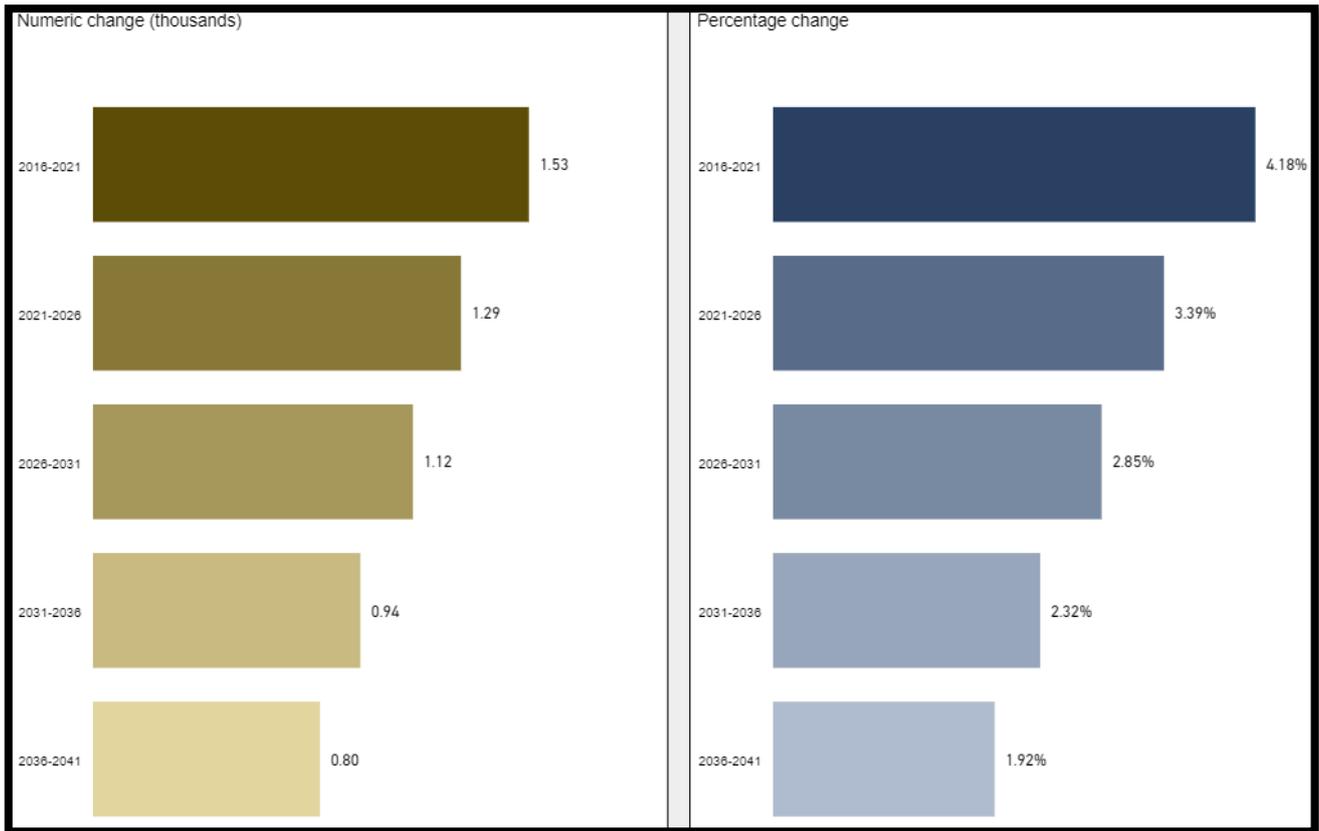
	Total	band 'A' %	band 'B' %	band 'C' %	band 'D' %	band 'E' %	band 'F' %	band 'G' %	band 'H' %	bands 'F, G & H' %
Burnley	41,260	61.0%	13.2%	14.9%	6.7%	3.1%	0.8%	0.3%	0.0%	1.2%
Chorley	50,590	29.3%	22.7%	18.7%	13.2%	9.8%	4.3%	1.8%	0.1%	6.3%
Fylde	38,530	18.1%	16.6%	23.0%	18.5%	12.6%	6.7%	4.1%	0.3%	11.1%
Hyndburn	36,840	59.0%	15.1%	15.0%	7.3%	2.3%	0.8%	0.5%	0.0%	1.2%
Lancaster	64,430	34.9%	25.1%	19.3%	10.0%	6.2%	3.1%	1.3%	0.1%	4.5%
Pendle	40,300	61.5%	11.4%	10.8%	8.0%	4.4%	2.4%	1.3%	0.1%	3.8%
Preston	62,940	46.3%	19.7%	15.6%	10.4%	4.4%	2.2%	1.4%	0.1%	3.8%
Ribble Valley	26,660	14.0%	19.4%	19.1%	17.4%	13.7%	8.5%	7.2%	0.8%	16.5%
Rossendale	31,910	50.9%	15.7%	13.2%	10.5%	6.1%	2.0%	1.4%	0.1%	3.5%
South Ribble	49,260	20.3%	26.5%	24.7%	16.1%	8.1%	3.2%	1.1%	0.1%	4.4%
West Lancashire	49,380	29.5%	18.1%	19.9%	14.3%	9.8%	5.0%	3.2%	0.2%	8.4%
Wyre	52,240	22.7%	22.9%	23.9%	14.2%	9.6%	4.5%	2.0%	0.2%	6.6%
Lancashire-12	544,350	37.0%	19.5%	18.4%	12.1%	7.3%	3.5%	1.9%	0.2%	5.6%
Blackburn with Darwen	60,920	58.2%	15.4%	13.7%	7.1%	3.3%	1.3%	1.0%	0.1%	2.4%
Blackpool	71,440	44.7%	29.2%	15.8%	6.5%	2.6%	0.8%	0.3%	0.0%	1.2%
Lancashire-14	676,710	39.7%	20.2%	17.7%	11.1%	6.5%	3.0%	1.7%	0.1%	4.8%
North West	3,272,710	41.2%	20.2%	17.5%	10.2%	5.9%	2.9%	1.9%	0.2%	5.0%
England	24,203,070	24.4%	19.6%	21.8%	15.5%	9.6%	5.1%	3.5%	0.6%	9.2%

Household composition

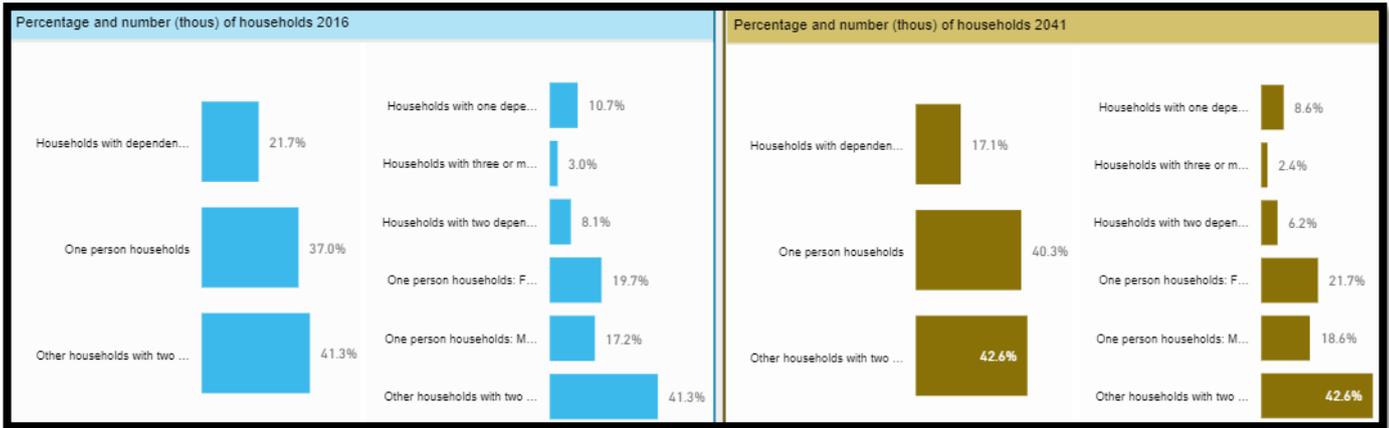
One person households in the Lancashire-12 area are projected to rise by 17.9% to 193,978 households, or 35.2% of all households, by 2041, slightly higher than the England projected average of 33.1%. Fylde (40.3%), Preston (39.2%), Hyndburn (37.9%), Burnley (37.8%) and Pendle (37.2%) are projected to have some of the largest percentages of one person households in England in 2041. Blackpool (41.3%), in the Lancashire-14 area, is projected to have the sixth highest percentage of one person households in England (out of 326 local authority areas).

Within the Lancashire-12 area, Chorley (+11,194, 23.2%), Fylde (+5,676, 15.5%) and Wyre (+5,510, 11.4%) are estimated to see the largest numeric increases in the area.

Household projections change

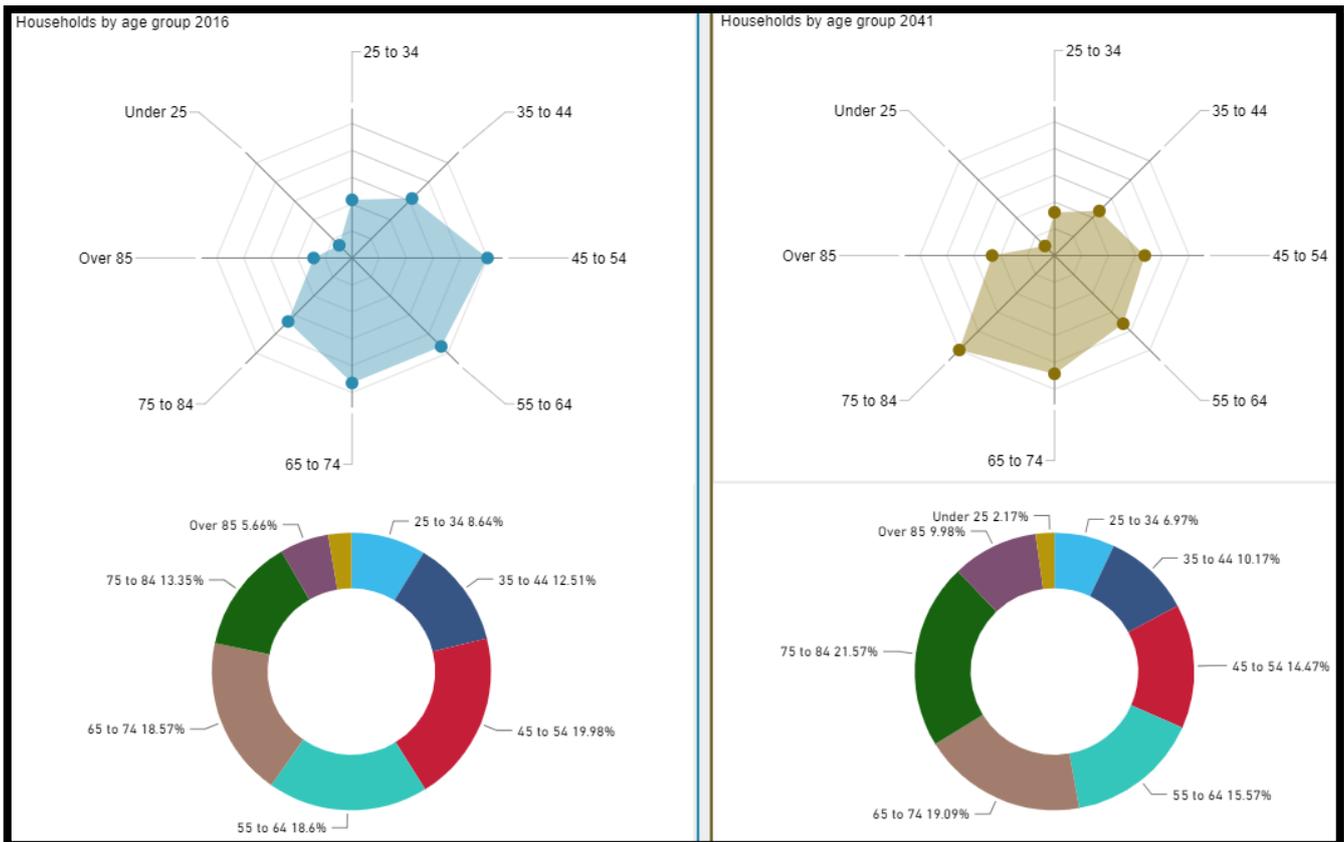


Householder Type

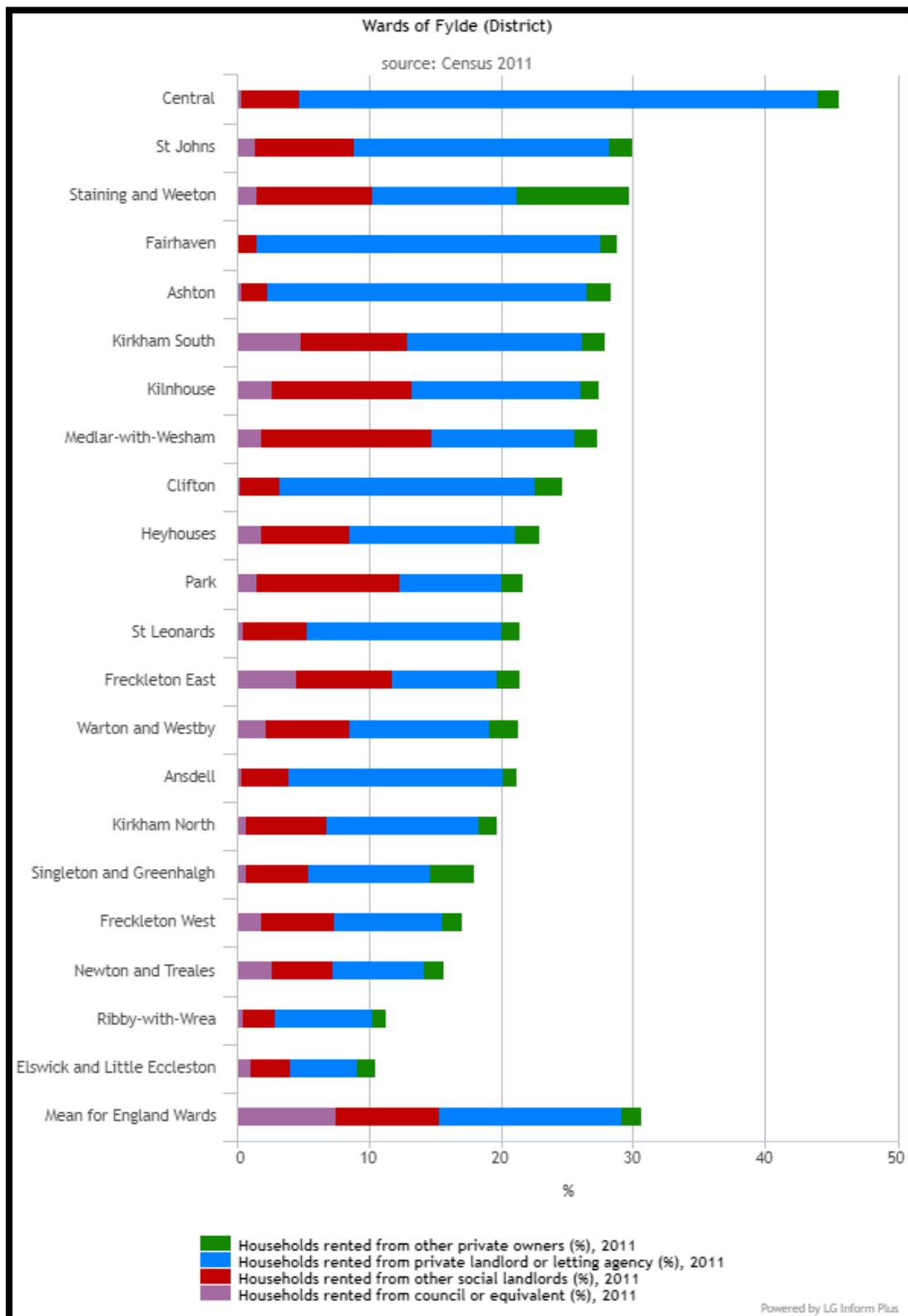


Households aged 65 and over

Nationally, the percentage of households aged 65 and over is estimated to rise from 28.3% of the total in 2016, to 37.2% in 2041. In the Lancashire-12 area, the percentage is estimated to increase from 31.1% (158,154 households) to 41.3% (227,682 households) by 2041. Fylde (50.6%), Wyre (49.9%) and Ribble Valley (47.6%) are projected to have some of the highest percentages of households aged 65 and over in the country by 2041.



This chart shows the proportion of households in each Ward that are rented from different providers. Outright ownership, shared ownership and ownership with a mortgage or loan are not included.

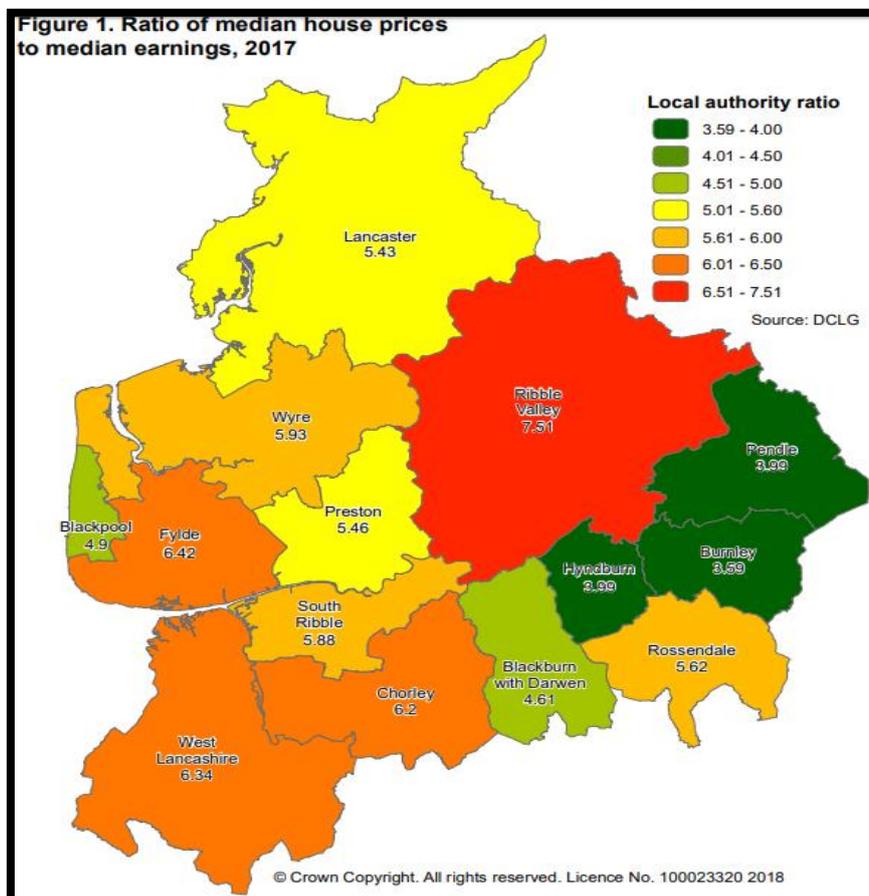


Chorley (6.20), West Lancashire (6.34) and Fylde (6.42) were the three local authorities that had ratios in excess of 6 times earnings (but less than 7 times earnings).

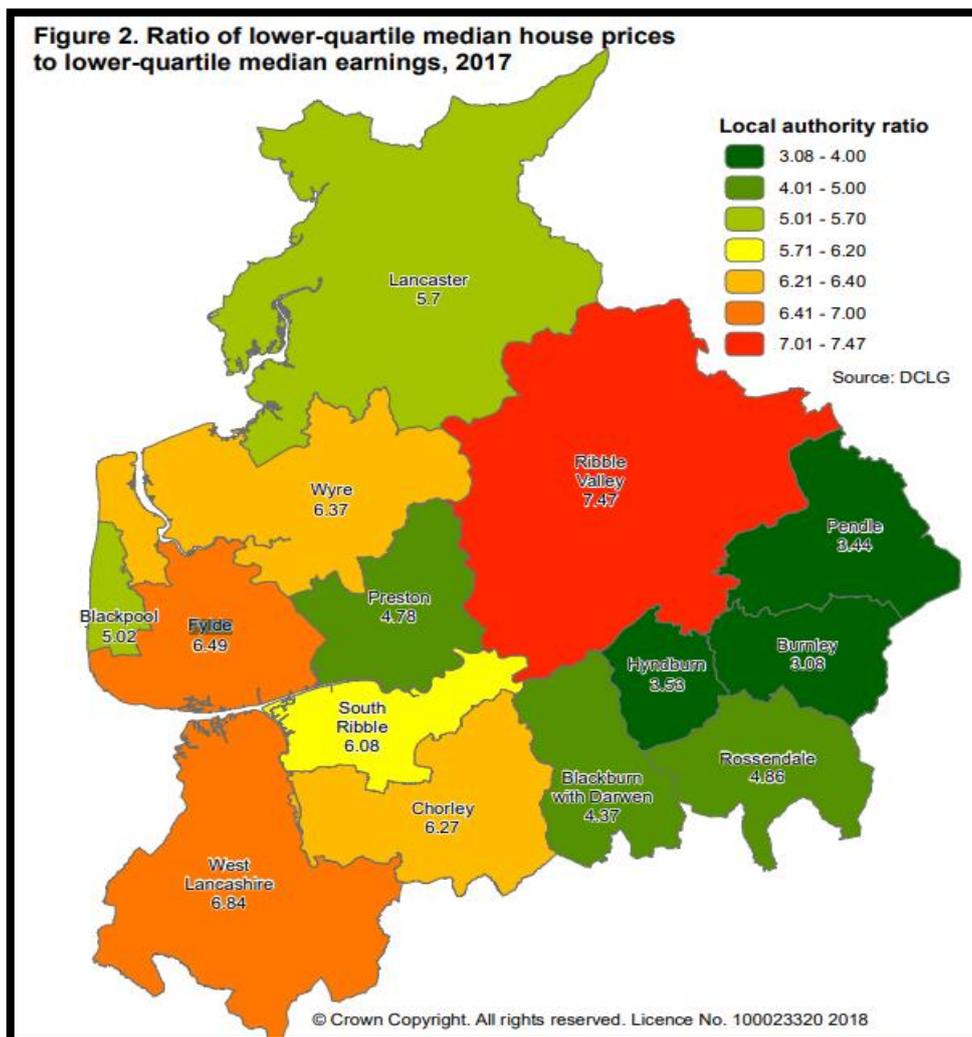
Table 1: Ratio of median house price to median individual earnings, 2005 to 2017

Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Burnley	2.22	3.00	3.84	3.71	3.60	3.54	3.49	3.31	3.12	3.77	3.45	3.69	3.59
Chorley	5.95	6.08	6.09	5.95	5.73	6.21	6.06	5.83	6.28	6.16	6.25	5.93	6.20
Fylde	6.18	7.17	6.74	6.10	5.77	5.85	5.43	5.60	5.71	5.40	7.22	7.04	6.42
Hyndburn	3.90	4.55	5.02	5.02	3.99	3.92	3.73	4.22	4.13	3.97	4.01	4.25	3.99
Lancaster	5.34	5.50	5.26	5.37	4.86	5.26	4.78	5.27	4.55	4.90	5.31	5.45	5.43
Pendle	3.19	3.90	4.55	4.30	3.98	3.92	3.77	3.75	3.74	3.70	3.70	3.94	3.99
Preston	5.45	6.23	5.87	5.58	4.94	5.41	5.12	5.39	5.42	5.45	5.38	5.24	5.46
Ribble Valley	6.60	7.66	7.38	7.30	6.49	7.25	7.08	6.79	6.78	6.66	7.16	7.35	7.51
Rossendale	4.75	4.75	5.41	4.83	4.72	5.09	4.50	4.38	4.88	5.12	5.15	5.12	5.62
South Ribble	6.01	5.92	6.06	5.58	5.44	5.71	5.63	5.42	5.43	5.72	5.87	5.77	5.88
West Lancashire	6.07	6.23	6.40	6.46	6.48	6.48	5.89	6.32	6.25	6.59	6.45	6.47	6.34
Wyre	5.91	6.17	7.49	6.44	6.48	6.38	5.91	4.98	5.25	5.49	5.13	5.89	5.93
Lancashire-12	4.93	5.52	5.76	5.42	5.25	5.42	5.10	5.15	5.24	5.45	5.53	5.57	5.60
Blackburn with Darwen	3.71	4.09	4.48	4.99	4.23	4.28	4.39	4.46	4.39	4.29	4.88	4.56	4.61
Blackpool	5.76	6.19	6.06	6.16	5.17	5.65	5.14	4.92	4.73	5.05	4.76	4.90	4.90
North West	5.29	5.67	5.85	5.55	5.21	5.42	5.28	5.23	5.14	5.41	5.54	5.64	5.81
England	6.78	6.95	7.14	6.94	6.39	6.85	6.79	6.77	6.76	7.09	7.53	7.72	7.91

Fylde (6.42), West Lancashire (6.34) and Chorley (6.20) were the three local authorities that had ratios in excess of 6 times earnings (but less than 7 times earnings), a little below the England figure of 7.91.



For people wishing to enter the housing market, analysis of housing affordability for this market segment can be measured by looking at the ratio of lower-quartile house prices against the lower-quartile earnings by local authority. In 2017, this ratio was 7.26 for England, slightly lower than the overall house price to earnings ratio of 7.91.



Net additional dwellings

In 2016/17, Preston (800), Lancaster (630), Chorley (520), Fylde (460) and Wyre (460) recorded the highest yearly increases in the Lancashire-14 area, whilst Blackpool (-150) lost more dwellings than were gained.

For the Lancashire-12 area, the 2016/17 net additional dwellings figure of 4,530 was up by 20.1% on 2015/16 (3,770) and was the highest since 2003/04 (4,980).

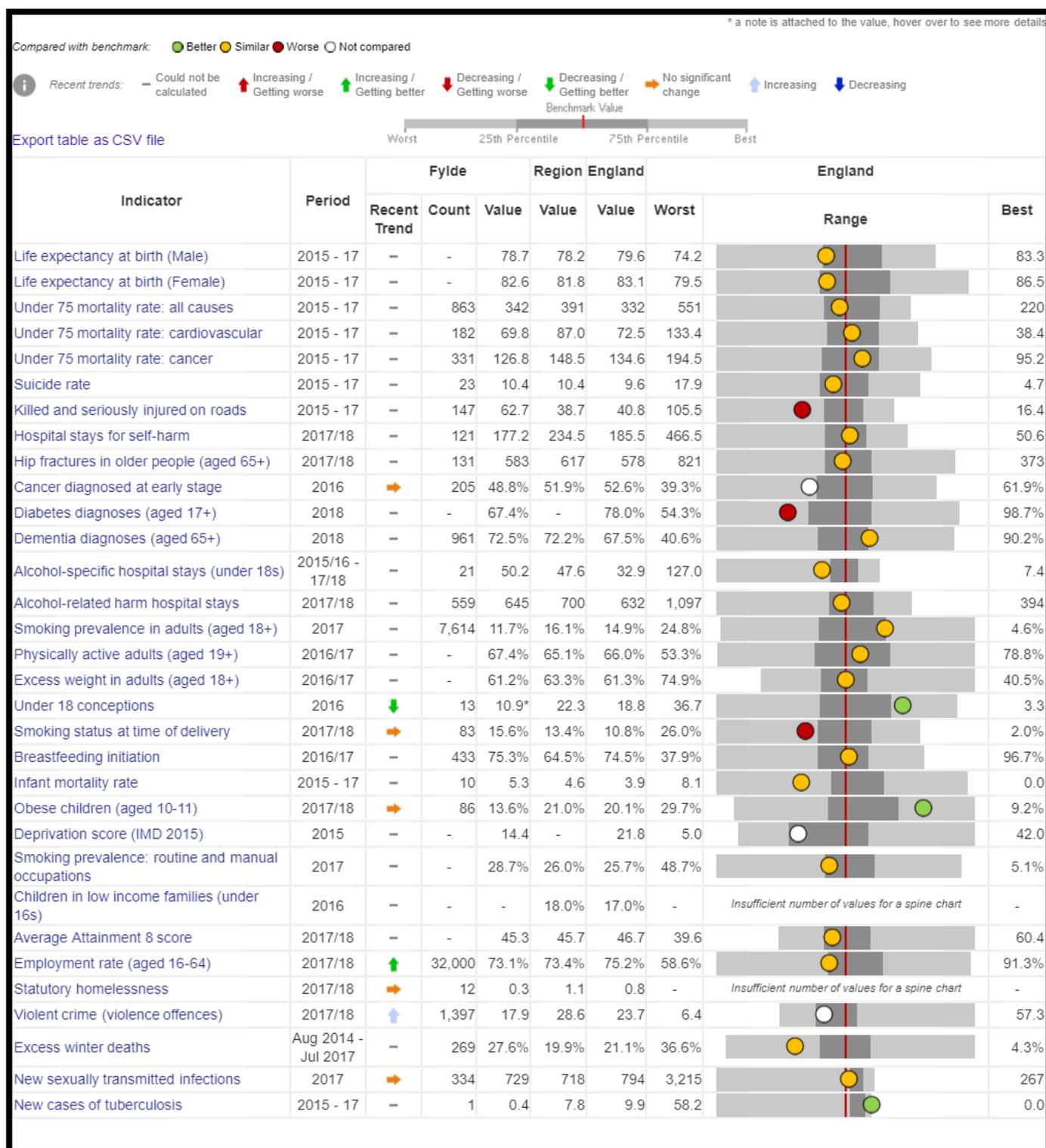
Over the eight year period from 2009/10 to 2016/17, the number of net additional dwellings in the Lancashire-14 area was 24,540 (22,190 in the Lancashire-12 area).

Chorley (4,630) has seen the greatest total number of net additional dwellings since 2009/10 in the Lancashire-14 area, followed by Preston (2,960), South Ribble (2,160), Wyre (2,080), Fylde (1,960), West Lancashire (1,950) and Lancaster (1,950). All seven of these local authorities lie in the western part of the Lancashire-14 area. Burnley (370), Pendle (400) and Hyndburn (680), all within East Lancashire, have registered the lowest number of net additional dwellings since 2009/10 in the Lancashire-14 area.

HEALTH & WELLBEING

Health of people in Fylde

Is generally better than the England average. Deprivation is lower than average, with low poverty. Life expectancy fairly similar to the England average. The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.

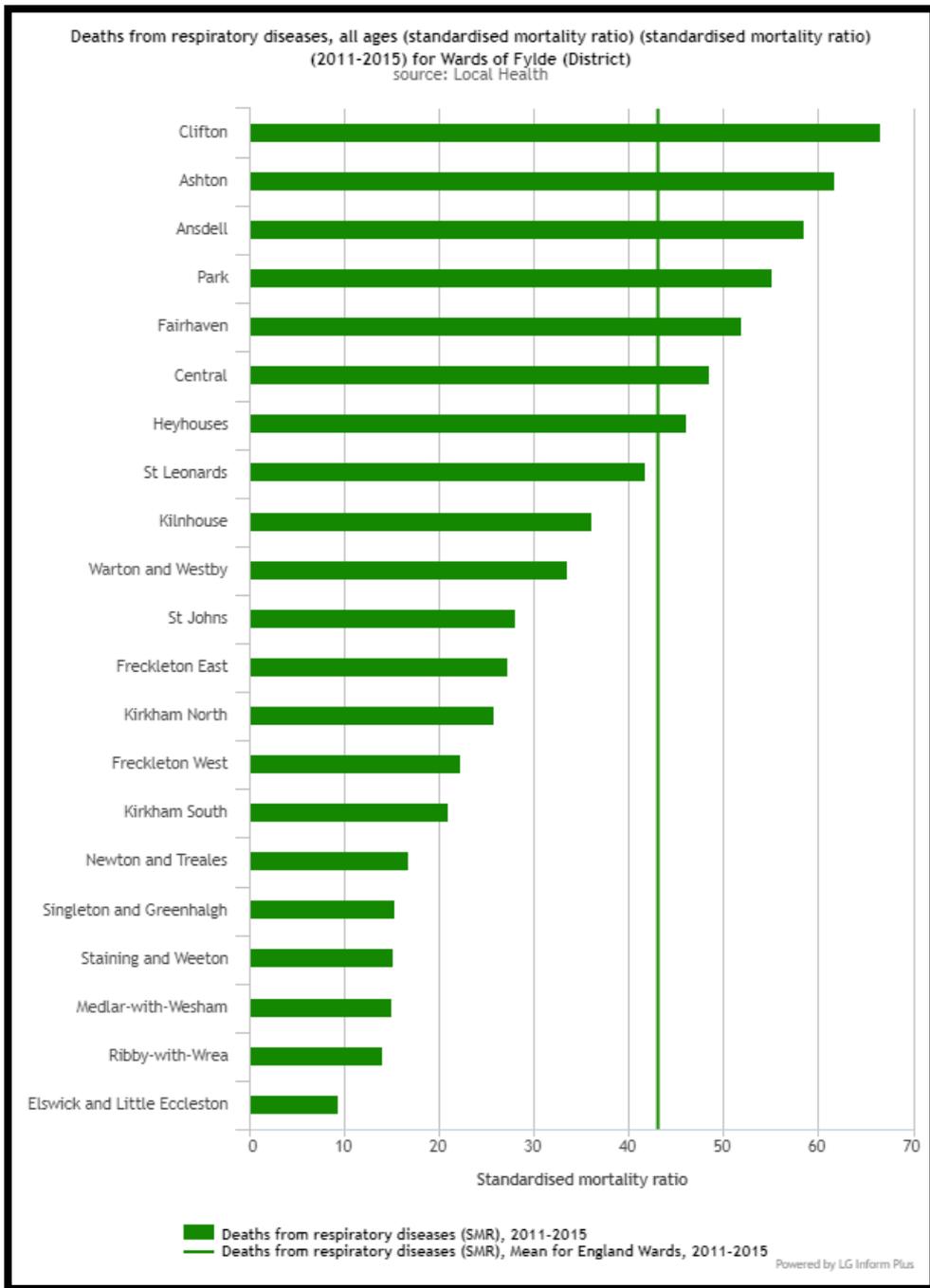


Key findings:

- The rate of killed or seriously injured on the roads, diabetes diagnose (age 17+) and smoking status at the time of delivery is **worse** than the England average.
- Rates of under 18 conceptions, obese children (age 10-11) and cases of tuberculosis are **better** than the England average.

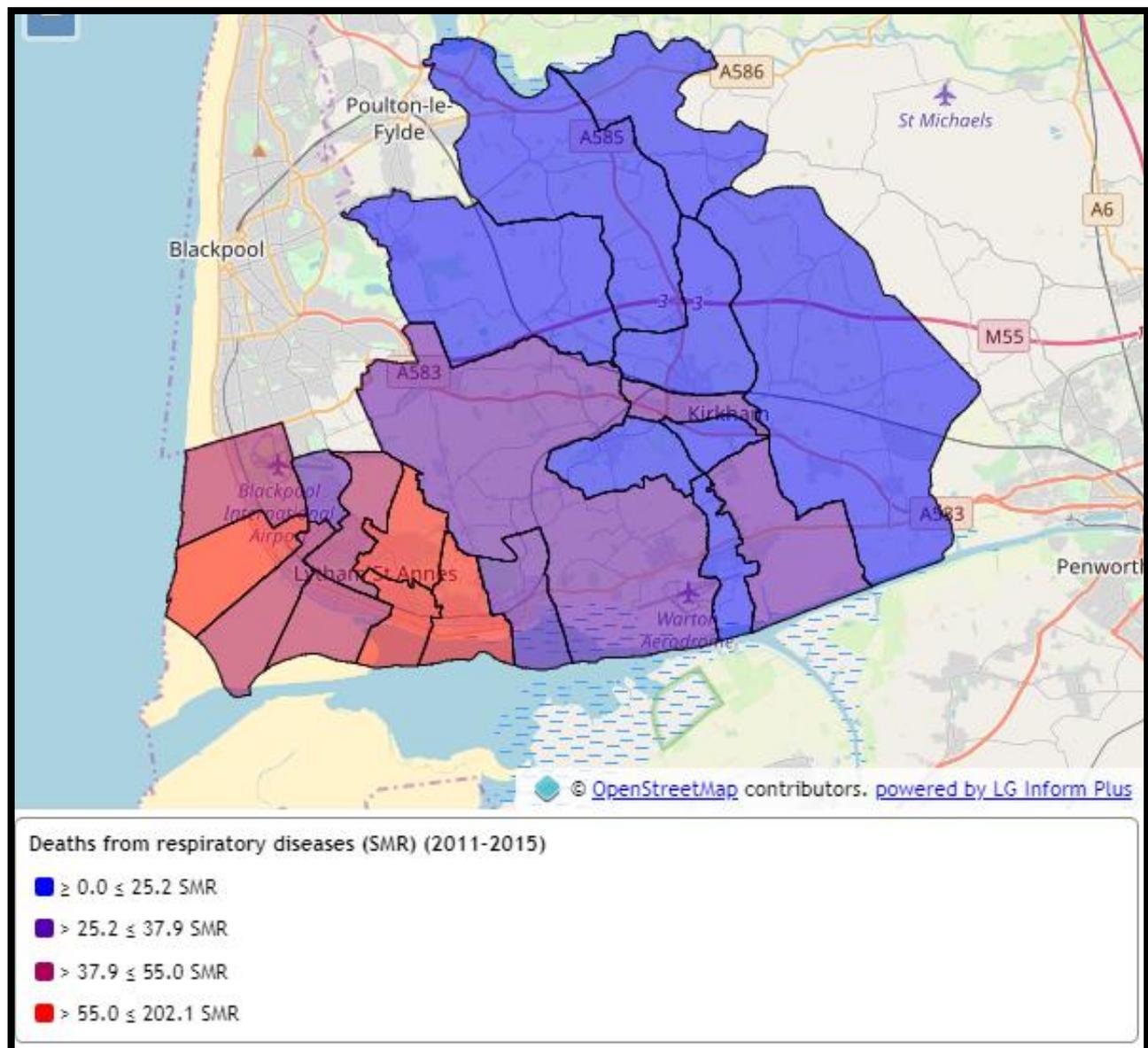
Road casualties

In 2017, the number of [road casualties](#) revealed 49 people killed or seriously injured in the authority. Fylde has one of the four [prisons](#) in Lancashire, Kirkham Open Prison, within its area.

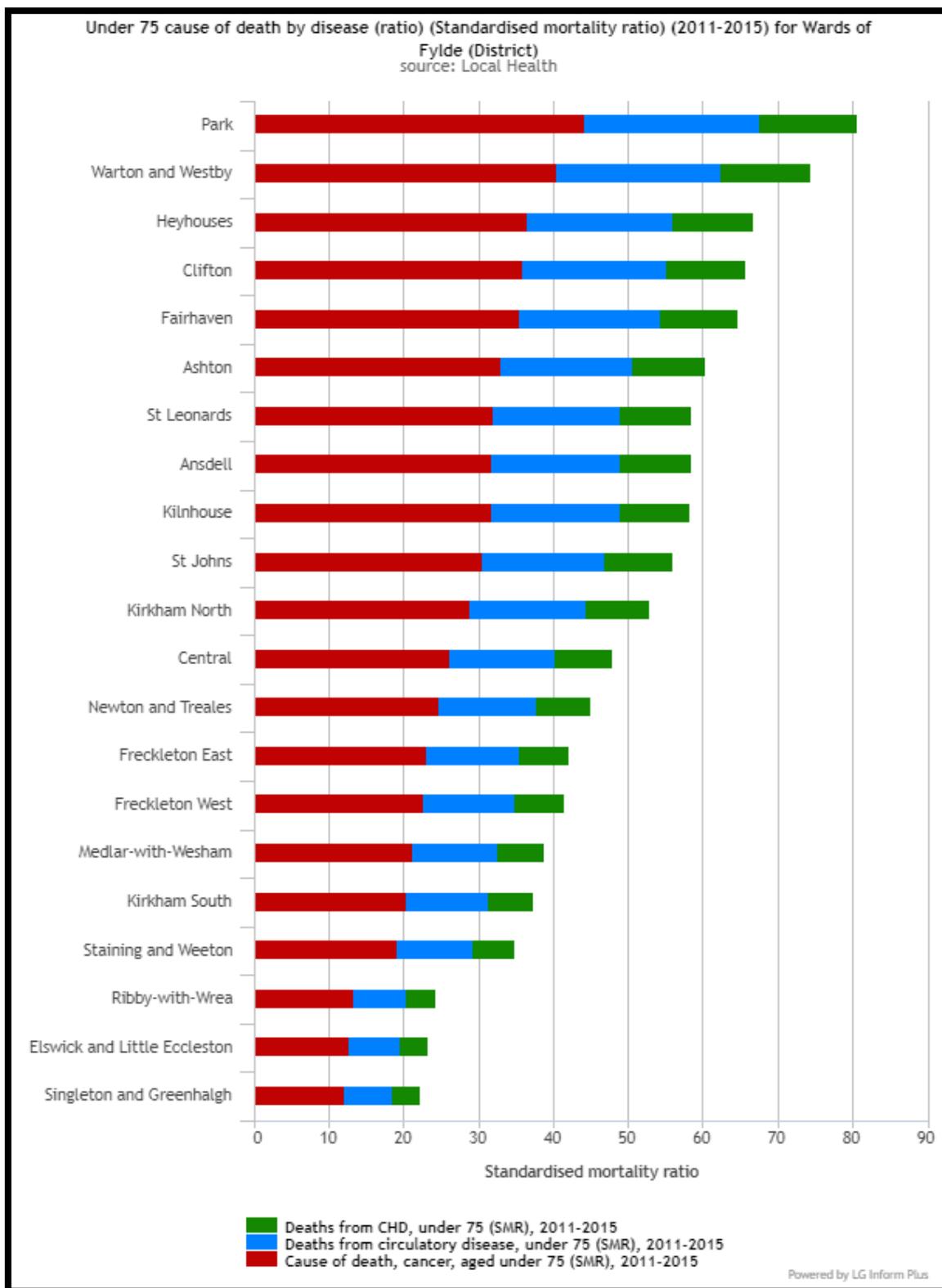


Standardised Mortality Ratio (SMR) for respiratory disease by ward

Thresholds on this map are calculated based on all areas in England.

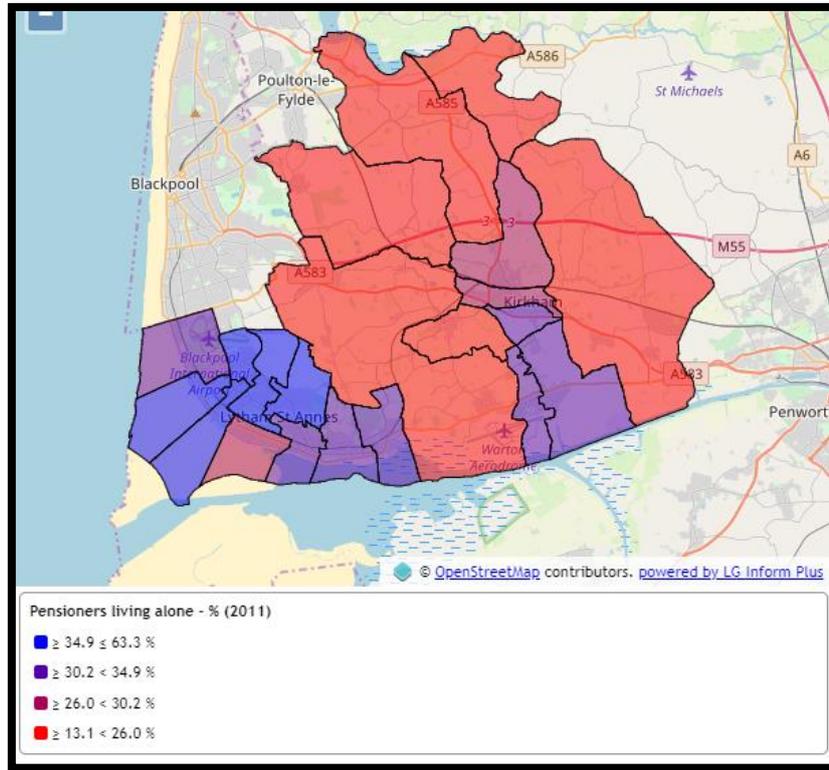


The chart below shows premature mortality rates for some of the most common causes of death (Standardised Mortality Ratio, SMR). These are displayed together to show the cumulative difference across Wards. For comparison, **the Standardised Mortality Ratio for England is always 100.**

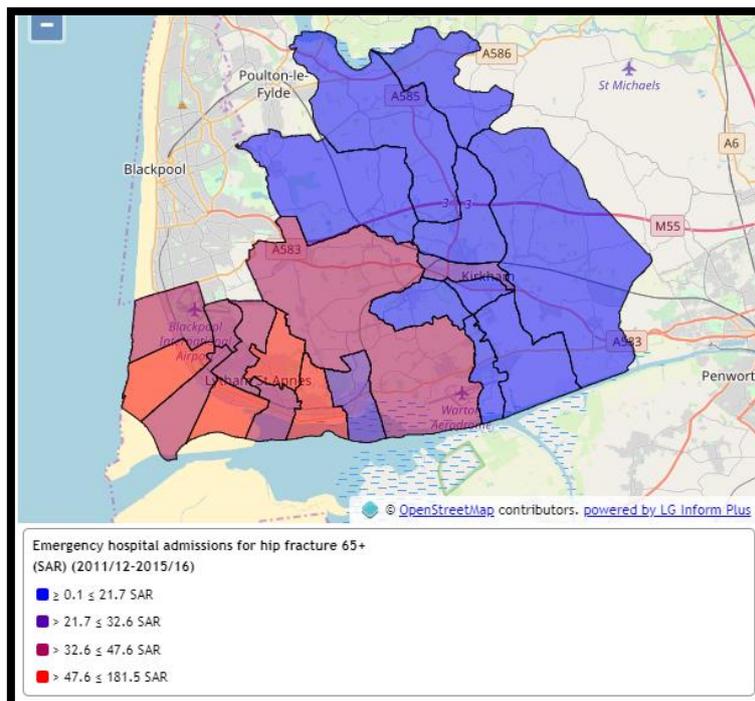


Pensioners

In total, 32.1% of pensioners in Fylde live alone. Within the area, this proportion is highest in Ashton, Central, Heyhouses Ward at 37.0%, 37.0%, 37.0%. Thresholds on this map are calculated based on all areas in England.

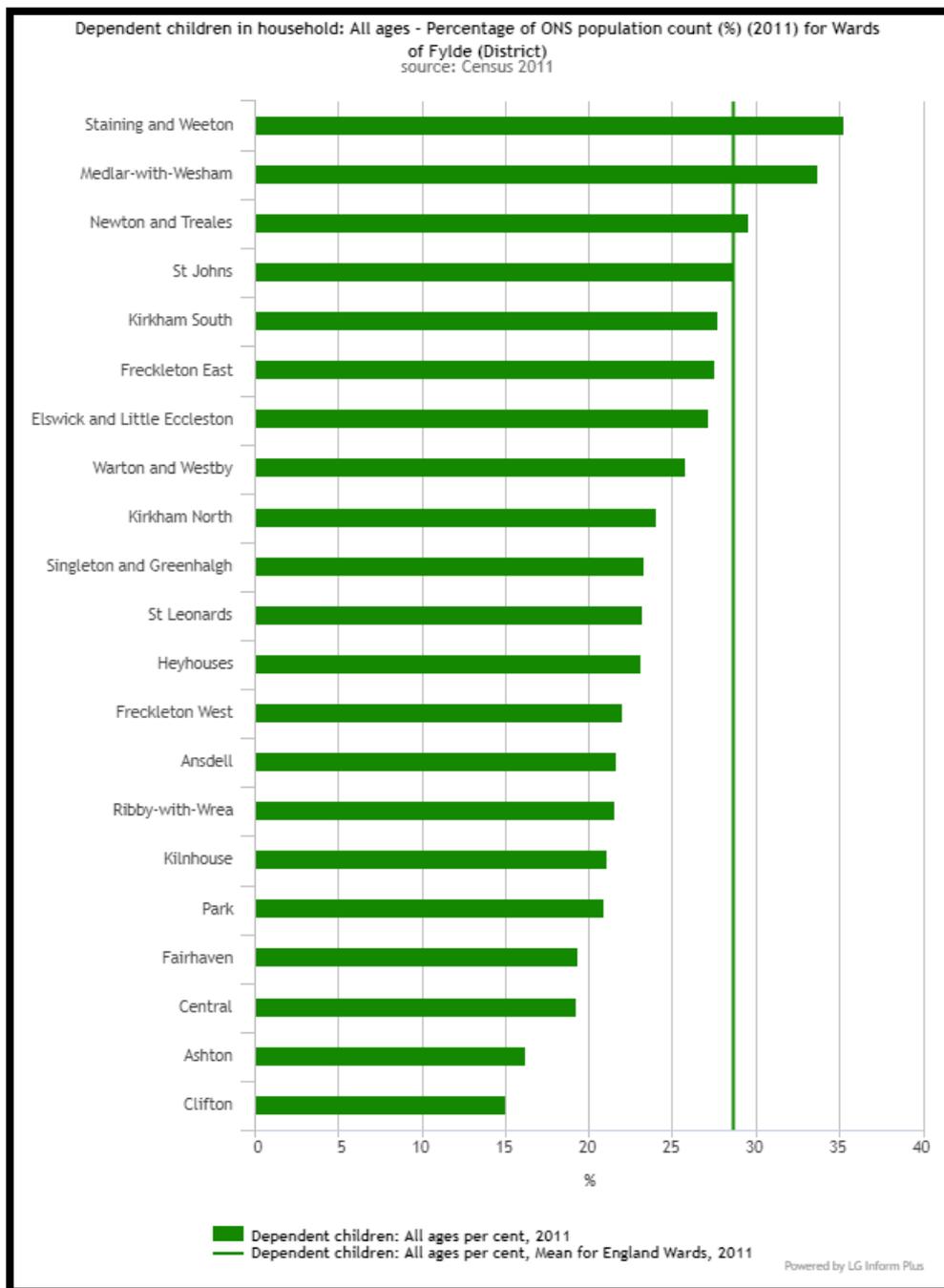


Among the over 65s, falls and fractures account for 4 million hospital bed days each year in England, costing £2billion (5). The standardised admission ratio for emergency hospital admissions for hip fracture in those aged 65 and over is 99.2 in Fylde. Within Fylde, Ashton Ward has the highest rate at 57.2. This map shows the standardised admission ratio (SAR) for hip fracture in those aged 65 and over across Ward(s) in Fylde. Thresholds on this map are calculated based on all areas in England.



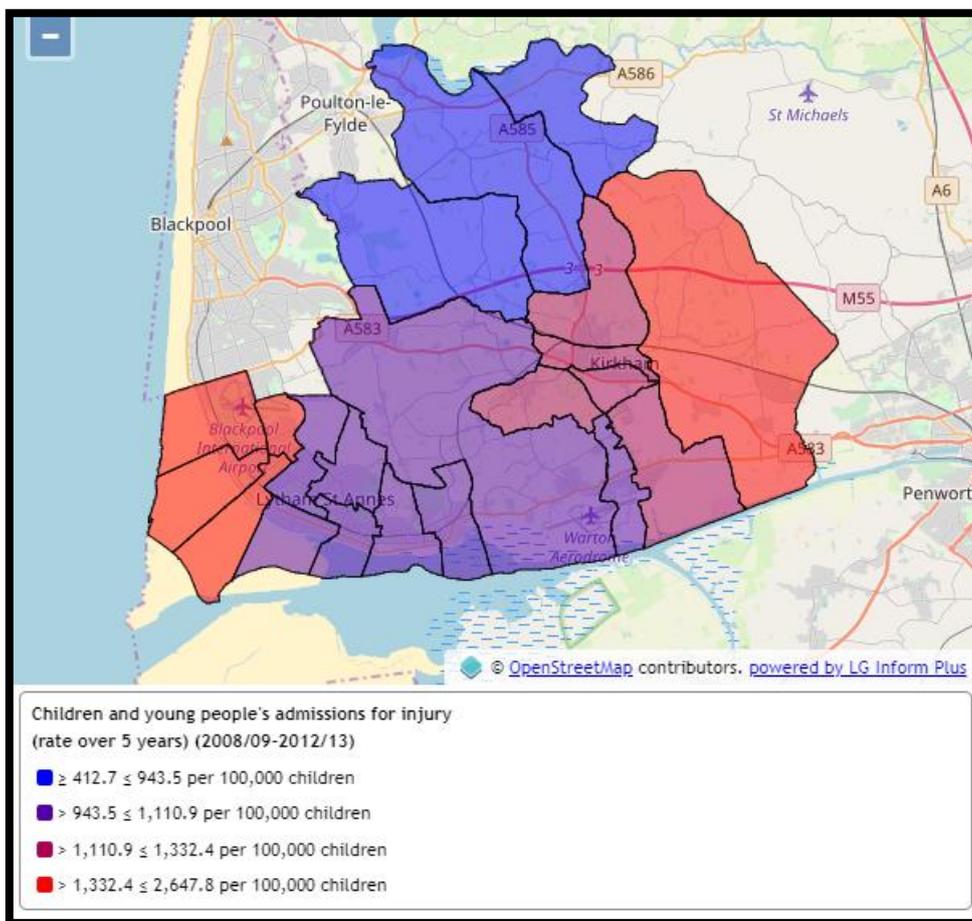
Children's health and wellbeing in Fylde

Overall 23.40% of households in Fylde have dependent children. The Ward with the highest proportion is Staining and Weeton, with 35.28% of households.



Treating children and young people injured by accidents in the home costs A&E departments across the United Kingdom around £146 million a year (6).

There are 1,127.0 hospital admissions caused by unintentional and deliberate injuries to children and young people aged 0-17 per 100,000 children in Fylde. This compares to the England average of 1,180.9 per 100,000. Within the area, this rate is highest in St Leonards ward at 1,406.3 per 100,000.



Overall 7.0% of children in reception year and 14.6% of children in year 6 are classified as obese in Fylde. The national average is 9.3% for reception year and 19.6% for year 6 respectively.

The [2015 health behaviours summary report](#) and [lifestyle survey findings](#) for Fylde provide further details on lifestyle behaviours such as smoking, drinking, substance use, physical activity, nutrition, excess weight and wellbeing.

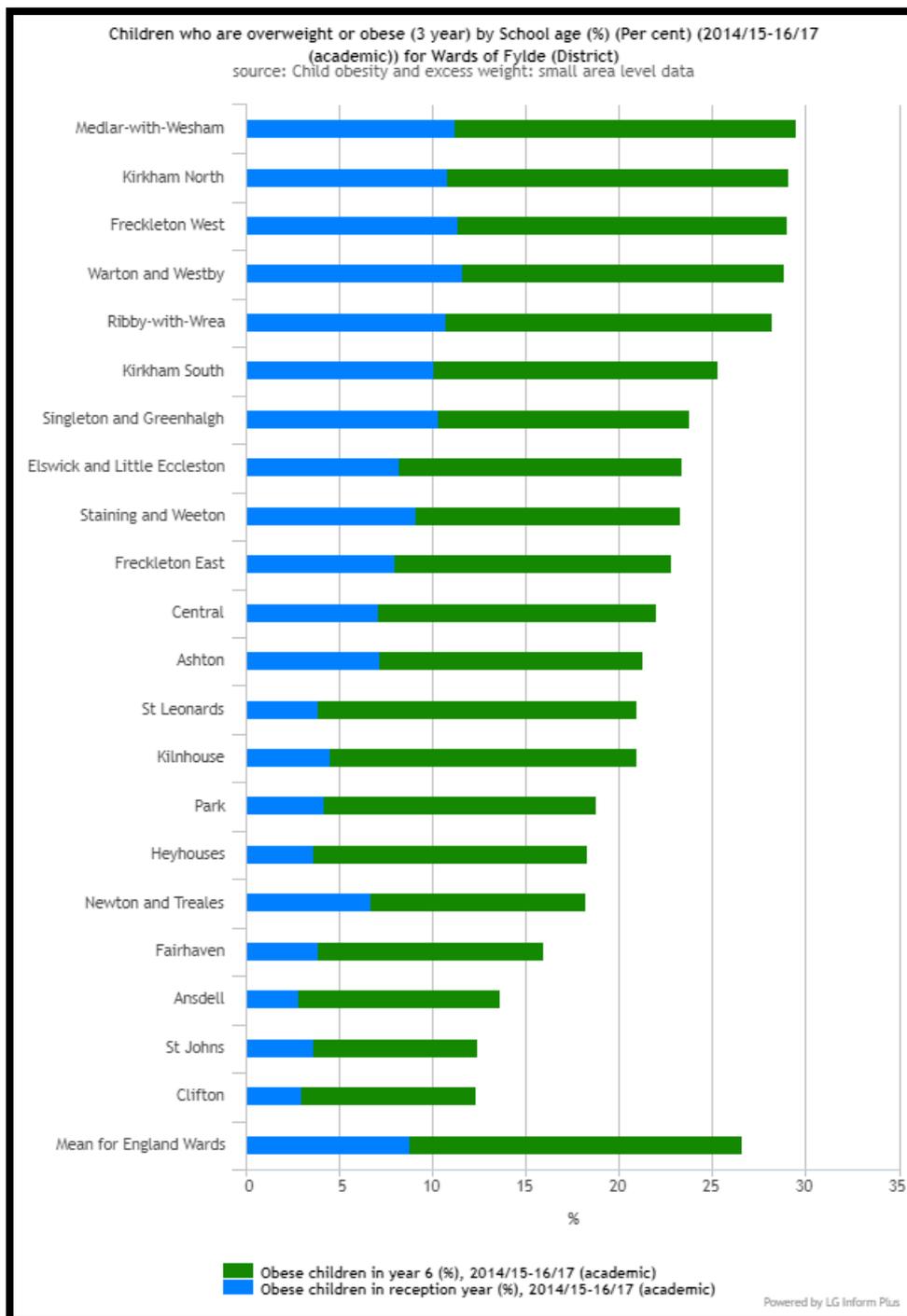
Poor nutrition is a risk factor for many health conditions including some cancers and diabetes. It can also contribute to excess weight in adults and children, which can lead to health challenges in later life.

Priorities for Fylde based on the evidence include:

- *Increase the number of people eating five portions of fruit and vegetables per day.*
- *Support community-based interventions which can provide opportunities to develop knowledge and skills around nutrition, healthy eating and weight management.*
- *Target settings where the healthy eating message and healthy alternatives can be promoted.*

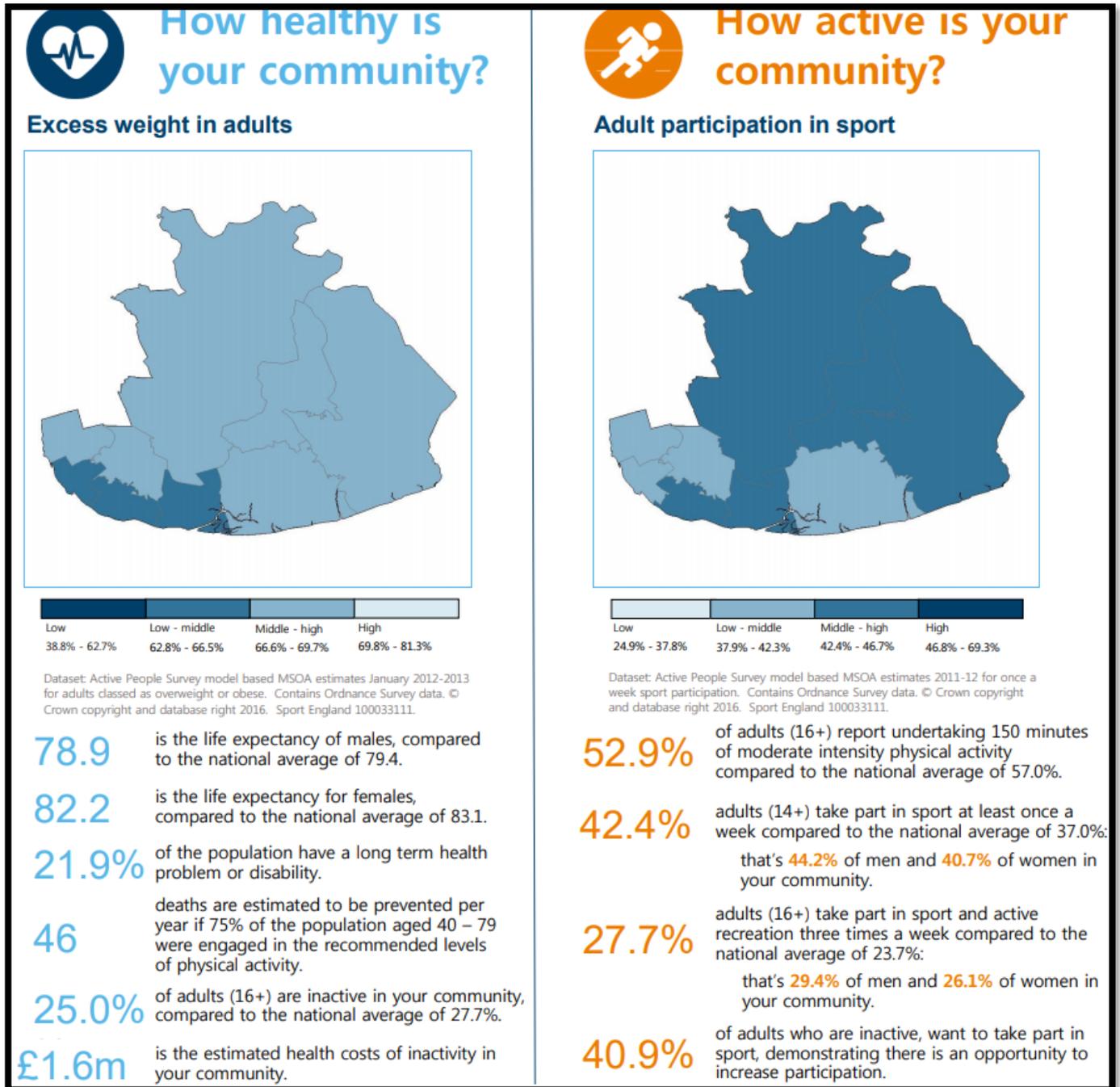
Obesity by school at ward level

The highest rates of obesity for children in reception year and in year 6 are in Warton and Westby ward and Kirkham North, Medlar-with-Wesham Ward respectively.



Across most of Fylde district the [Fylde and Wyre Clinical Commissioning Group](#) is responsible for buying healthcare and wellbeing services for the local community.

The Sport England website contains [local sport profiles](#) for each local authority in England.



Older Fylde People: Key Facts

The authority has over 21,000 pension claimants of which high concentrations are particularly apparent in Lytham and St Annes on Sea.

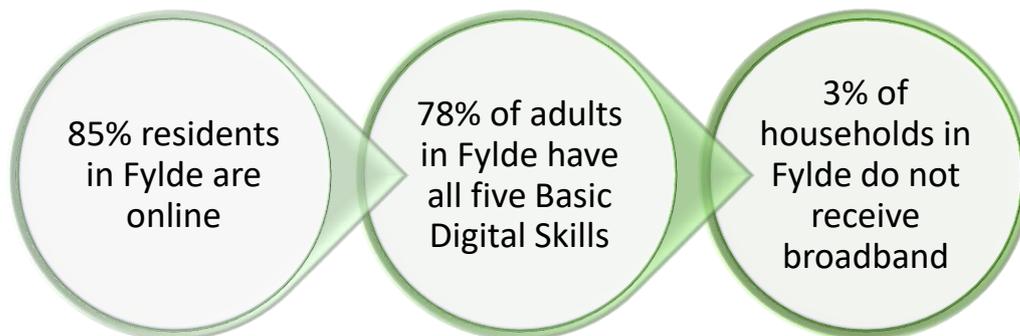
It has been well documented over recent years that people are living longer and that the older age-groups will record some dramatic increases over future years, with associated financial implications and demand for health and social care services. By 2039, the population aged 65 or over in Fylde is projected to increase to around 30,900.

The personal incomes report has figures for pension incomes. The average and middle value (median) figures for Fylde are reasonable in comparison to most other districts and the national average.

Attendance Allowance provides financial help to people aged 65 or over who are physically or mentally disabled. Given the size of the elderly population the number in Fylde does not seem to be excessive in comparison to other areas.

DIGITAL USAGE DATA

The Get Digital Heatmap shows the likelihood of digital exclusion across the UK at local authority level. It uses eight different digital and social metrics to calculate the overall likelihood of exclusion.



Research from doteveryone.org.uk provided a Fylde District heat map showing that 85% residents in Fylde are online having access to the internet, this equates to 66,045 people. The data also told us that over 78% of adults in Fylde have all five Basic Digital Skills and only 3% of households in Fylde do not receive broadband speeds of at least 10 megabits. The combined digital indicator is made up of four metrics that indicate digital exclusion. These are [infrastructure](#), [the number of people who have never been online](#), [Basic Digital Skills](#) and [Basic Digital Skills used](#).

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