England's Smaller Seaside Towns:

A benchmarking study

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England's smaller seaside towns:

A benchmarking study

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Contents

Summary

This report provides an information base on England's smaller seaside towns. It presents a range of statistical evidence on socio-economic conditions and compares the figures with regional and English averages and with the averages for larger seaside towns.

The report is a direct counterpart to a benchmarking study of England's larger seaside towns, published in 2008.

The report focuses on 37 smaller 'seaside towns' (or resorts) rather than all smaller places around the coast. All these towns have a population below 10,000, which qualifies them as 'rural' settlements on official definitions. The lower size cut-off, set by the availability of data at Lower Super Output Area (LSOA) level, is around 1,500. Reflecting the small size of all these seaside towns, the statistics also include comparisons with the averages for rural towns and for rural areas more generally across England.

The main body of the report is organised into 13 sections, each dealing with a particular topic such as population, benefits or earnings. The key findings from the data are that:

Population

- England's smaller seaside resorts have a combined population of 170,000 – more than a number of small cities, and about the same as Herefordshire.

- During the last decade the population of smaller seaside towns grew at much the same rate as in large seaside towns and in England as a whole, but more slowly than the average for rural towns.

- In smaller seaside towns the share of the population over state pension age (34 per cent) is markedly higher than in larger seaside towns (25 per cent) and far above the average for rural areas (23 per cent) or for England as a whole (19 per cent).

Employment, skills and qualifications

- Prior to the recession, employment was growing in England's smaller seaside towns.

- Just over 40 per cent of the jobs in the towns are in distribution, hotels and restaurants – the main sector where tourist-related jobs are concentrated.

- The employment rate in smaller seaside towns (70 per cent in 2007) is below the England average (74 per cent) and below the average for rural areas (76 per cent), but there are big variations between individual towns.

- Skill levels and achievement at school are slightly below the England average, and some distance behind the averages for rural areas, but again there are variations between towns.

Benefits and unemployment

- The share of adults of working age claiming the three main benefits for the non-employed is above average – 13.0 per cent compared to 11.4 per cent in England as a whole in November 2008.

- The share of claiming these benefits is also well in excess of the average for rural areas (6.9 per cent).

- Incapacity benefit claimants are by far the largest group of non-employed working age benefit claimants in England's smaller seaside towns.

- Smaller seaside towns are on average more acutely affected by seasonal unemployment than their larger counterparts – over the last decade the average seasonal fluctuation was 0.7 percentage points.

- Up to January 2010, the recession resulted in a smaller increase in claimant unemployment than in larger seaside towns or across England as a whole. The percentage point increase was the same as the average for rural towns, but more than the average for rural areas as a whole.

Earnings and business stock

- Average earnings for both males and females in the districts containing smaller seaside towns are often substantially below the England average.

- Earnings in these districts are also well below the average for predominantly rural areas.

- In relation to population, the stock of VAT registered businesses in the districts covering smaller seaside towns is higher than the England average, though not quite as high as the average for predominantly rural districts.

Migrant workers

- Overall, the districts containing smaller seaside towns have attracted rather fewer migrant workers than the England average, though most are not greatly out-of-line with the regions outside London or the average for rural districts.

Economic output

- Gross Value Added (GVA) per head in the sub-regions containing smaller seaside towns is often well below the England average.

Housing

- Compared to the England average, smaller seaside towns, like their larger counterparts, have an unusual pattern of housing tenure – a markedly low share of households in social housing and high levels of private renting.

- Housing overcrowding in smaller seaside towns is generally not widespread.

- Compared to rural averages, however, overcrowding and a lack of basic amenities are more common in smaller seaside towns.

Deprivation

- Twenty-two of the 37 smaller seaside towns in England have an overall level of deprivation greater than the English average.

- On the overall Index of Deprivation, and in each of its constituent domains, smaller seaside towns display a slightly lower level of deprivation than larger seaside towns.

The report concludes that, taking account of a range of evidence, smaller seaside towns are on average rather *more* disadvantaged than England as a whole, but a little *less* disadvantaged than larger seaside towns.

The data shows that smaller seaside towns are different in character from their larger counterparts. They tend to be more reliant on the seaside tourist trade, and as a result low wages, seasonal unemployment and a proliferation of small businesses are more common. They are also retirement destinations to an even greater extent than larger seaside towns.

Compared to rural averages, including the averages for rural towns, the scale of disadvantage in smaller seaside towns is distinctly more marked, especially on indicators such as the employment rate, skills, qualifications, earnings and benefits. This may be because the relatively peripheral location of smaller seaside towns means they mostly lack the large group of affluent long-distance commuters, often found in other rural locations, that usually leavens socio-economic statistics.

However, there is considerable variation between individual towns, with some faring markedly better than others and in quite a number of cases better than England as a whole. The Lincolnshire coast stands out as a location of acute disadvantage.

Some of the smaller seaside towns that display few signs of socio-economic disadvantage are essentially middle-class residential settlements, either for commuters to neighbouring urban areas of for retirees. In contrast, a number of the more disadvantaged smaller seaside towns are classic ‘resorts’, often remote from commuting opportunities.

The data also suggests that in-migration is occurring among some of the least well-off into some of the smaller seaside towns that already experience socio-economic disadvantage, thereby exacerbating the extent of disadvantage in these places.

1. Purpose and scope of the report

This report, in partnership with DEFRA and the CRC, has been commissioned to provide an information base on England's smaller seaside towns – that is, seaside towns with a population of less than 10,000. In particular, the report responds to the renewed interest in coastal issues that has followed a 2007 Select Committee report[1].

The present report has a direct parallel in an earlier study by the same research team, published by the Department for Communities and Local Government (CLG) in November 2008, which looked at a range of statistical evidence on socio-economic conditions in England's larger seaside towns (those with a population of 10,000 or more)[2].

The purpose of the present exercise, dealing with smaller seaside towns, is to identify on a range of up-to-date indicators the extent to which they differ from larger seaside towns, from the regions of which they form part and from the national average, including the average for rural areas. The figures are also intended to help identify the smaller seaside towns with the most significant social and economic problems.

This 'benchmarking' exercise for smaller seaside towns is particularly important because there are likely to be important and systematic differences between smaller seaside towns and their larger counterparts. For example:

- the economies of smaller seaside towns may be more dependent on seaside tourism

- smaller seaside towns may experience different long-term trends, for example because of changing patterns in the UK holiday trade

- smaller seaside towns may be more acutely affected by the rise of second homes and holiday lets

- smaller seaside towns may also attract disproportionate numbers of retirees and/or affluent commuters.

In addition, although all the smaller seaside towns covered in the report qualify as 'rural' settlements on official criteria (because they have a population below 10,000) their coastal location and their distinctive role as resorts mean that on a range of socio-economic indicators they are likely to differ from other rural towns and villages in important ways.

The report covers the key socio-economic issues for which data is reasonably readily available. In the majority of cases the statistics cover precisely the same issues as in the existing report on larger seaside towns. A number of

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[1] Communities and Local Government Committee (2007) *Coastal Towns*, Second report of session 2006-07, House of Commons HC 351, The Stationery Office, London.
[2] C Beatty, S Fothergill and I Wilson (2008) *England's Seaside Towns: a 'benchmarking' study*, Department for Communities and Local Government, London.

potential additional variables have been explored, for example on the attitudes of residents and on environmental matters, but it has not proved possible to assemble reliable figures at this small geographical scale.

2. Geographical coverage

The present report focuses on seaside towns – that is, resorts and other places where seaside tourism is an important component of the local economy – rather than on all smaller settlements along the coast.

A review of evidence commissioned by CLG[3] in the wake of the 2007 Select Committee report argued that for most purposes 'coastal towns' are not a coherent category. What coastal towns all share is an exposure to the sea – which is relevant to issues such as erosion, flood protection and pollution – but in other respects they differ enormously. Some are major industrial and commercial centres on the coast, such as Portsmouth and Sunderland, very different in character and function from resorts such as Blackpool, Great Yarmouth or Scarborough.

The review argued that 'seaside towns' (or 'seaside resorts' – these terms are much more interchangeable) are a more clearly identifiable and coherent group of places. Because of their history of tourism, and in most cases the continuing significance of this sector, they tend to share a number of features that distinguish them from other places along the coast or inland. This includes a specialist tourist infrastructure (promenades, piers, parks etc), holiday accommodation (hotels, boarding houses, caravan sites) and a distinctive resort character that is often reflected in the built environment. Moreover, while some resorts have fared better than others, they have all to a greater or lesser extent faced challenges arising from the changing structure of the UK holiday trade.

The benchmarking study published in 2008 therefore covered the 37 principal *seaside towns* in England[4] rather than all the larger towns along the English coastline. These seaside towns had previously been the focus of a major academic study[5] that was widely quoted in evidence to the Select Committee inquiry and by the Committee itself. All the towns were accurately identified at ward level. Several of these principal seaside towns were defined as built-up urban areas spilling out beyond the limits of a single town. In the present context, that means that some smaller seaside towns are already included within the boundaries of these larger towns – the inclusion of Birchington and Westgate on Sea within Thanet is an example, and the whole of the Isle of Wight was counted as a single unit.

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[3] S Fothergill (2008) *England's Coastal Towns: a short review of the issues, evidence base and research needs*, report to CLG, published as supplementary government evidence to the Communities and Local Government Committee.

[4] The 37 larger seaside towns were, in order of population in 2006, Greater Bournemouth, Greater Brighton, Greater Blackpool, Greater Worthing, Southend-on-Sea, Isle of Wight, Torbay, Hastings/Bexhill, Thanet, Eastbourne, Southport, Weston-super-Mare, Whitstable/Herne Bay, Lowestoft, Folkestone/Hythe, Great Yarmouth, Clacton, Scarborough, Weymouth, Morecambe/Heysham, Bognor Regis, Bridlington, Whitley Bay, Exmouth, Dawlish/Teignmouth, Deal, Newquay, Penzance, Falmouth, Skegness, Burnham-on-Sea, Sidmouth, Whitby, Minehead, Ilfracombe, St Ives, Swanage.

[5] C Beatty and S Fothergill (2003) *The Seaside Economy*, final report of the seaside towns research project, CRESR, Sheffield Hallam University.

Regarding the distinction between ‘seaside towns’ and other places along the coast, the same logic applies to smaller seaside towns as to their larger counterparts. Whilst proportionally fewer smaller coastal towns and villages are devoid of tourism, there are still a number of smaller places around the coast that are essentially industrial or residential settlements rather than ‘seaside towns’. Former mining villages along the Durham coast, such as Easington, Blackhall and Horden, are examples.

The focus in the present report is therefore on *smaller seaside towns* (or resorts) rather than on all smaller coastal settlements. This approach provides direct comparability with the existing benchmarking study of larger seaside towns.

There is however no hard-and-fast dividing line between small seaside towns and other small places along the coast. The research team was guided by a range of information, notably the *AA Book of the Seaside*[6], which though somewhat dated provides an unrivalled, consistent and detailed description of virtually everywhere along the coastline of Great Britain. The mapping exercise was also informed by careful scrutiny of Ordnance Survey maps of the entire coastline. First-hand knowledge played a part, and the British Resorts and Destinations Association (the trade body for Britain’s seaside towns) was consulted. The final judgements about inclusion (or exclusion) were those of the research team.

For each seaside town covered in the present report, the boundaries are accurately defined at Lower Super Output Area (LSOA) level. LSOAs are standard statistical units below ward level, and the smallest unit for which a reasonable range of contemporary socio-economic data is available[7]. A typical LSOA covers around 1,500 residents. This effectively sets a lower size threshold below which smaller seaside towns cannot be separately identified for statistical purposes. The present study therefore covers seaside towns with a population of between 10,000 and around 1,500[8].

This size range allows the inclusion of all the important seaside towns whose omission from the earlier benchmarking exercise for larger seaside towns was clearly regrettable – places such as Hunstanton, Wells, Sheringham and Cromer along the Norfolk coast, and Salcombe, Fowey, Padstow and Bude in Devon and Cornwall. With a population of below 10,000, all the towns included here fall within the range of interest of the Commission for Rural Communities. A number of the smaller places might possibly be described as ‘villages’ rather than ‘towns’, but there is no hard-and-fast dividing line and the report therefore uses the term ‘town’ to describe them all.

The lower size cut-off nevertheless has the effect of excluding a number of smaller places – many of which probably merit the ‘village’ label - where seaside tourism is prominent. Examples along the North Yorkshire coast include Staithes, Sandsend and Robin Hood’s Bay.

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[6] Automobile Association (1972) *AA Book of the Seaside*, Drive Publications, London.
[7] The only figures for smaller units are Output Area data from the 2001 Census of Population.
[8] The precise lower size cut-off depends on LSOA boundaries. Salcombe, Portreath and Southwold all fall just below the 1,500 threshold but can be included because of the way that LSOA boundaries are drawn.

In all, the present report identifies 37 smaller seaside towns in England. This is fewer than had been anticipated from an initial trawl of possibilities[9]. The discrepancy results primarily from the limitations of using LSOA data and the resulting size cut-off.

The location of the 37 smaller seaside towns is shown in Figure 1. No fewer than 15 are located in South West England. Several of the small seaside towns in the South West, and a number elsewhere, are long-established fishing villages or small ports that have gradually evolved as tourist and holiday destinations. Only two of the smaller seaside towns included here are along the stretch of the South Coast from Bournemouth to East Kent, where the coastline tends to be more heavily built-up.

Some indication of the number of very small coastal settlements, below the 1,500 threshold, is provided by a recent review of coastal communities in the North West of England[10]. This identified a total of 47 coastal settlements in the region, including substantial numbers of primarily industrial or residential settlements (eg Barrow in Furness, Ellesmere Port and Workington), towns on estuaries (including Liverpool) and sub-divisions of seaside towns such as Greater Blackpool into their component parts. Of the 47 coastal settlements, just eight fell below the 1,500 threshold.

If the North West – one of seven English regions with a coastline – is a useful guide, there might therefore be a further 50-80 coastal communities in England below the 1,500 threshold, not all of which would be tourist destinations. Casual observation, from the mapping exercise for the present project, would suggest that a disproportionate number of these would be in South West England. The combined population of these very small settlements might be of the order of 50,000.

What needs to be emphasised is that the list of 'smaller seaside towns' used in the present study is first and foremost an analytical tool. Like the list of 'principal seaside towns' in the earlier benchmarking study, the list is not intended to suggest that other still smaller places do not have a claim to seaside status or that they should be excluded from any seaside policy initiative.

In the tables in the present report, the data for larger seaside towns is for the same date as for smaller seaside towns, thereby facilitating comparisons. The figures for larger seaside towns therefore differ in some cases from the data published in the 2008 report, for example because a further year's figures have in the meantime become available[11].

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[9] The 2008 benchmarking study said "Extending the list to include every coastal town with a claim to resort status, including the very smallest, would increase the list to at least 100 towns in England". Adding the smaller seaside towns to the 'principal seaside towns' covered in the 2008 study brings the total to 74.

[10] North West Coastal Forum (2009) *Understanding the Coastal Communities of the North West*, 4NW, Wigan.

[11] At the request of DEFRA, comparative data on rural areas was added to the report after the main body of statistics had been assembled. The figures presented here are those included in the November 2009 draft of the report with the addition of new data on rural averages on a fully comparable basis, though in a small number of cases more recent statistics have

The data for smaller seaside towns is also compared with regional and national averages, and with the averages for rural areas.

The 'rural' averages presented in most of the tables refer to the LSOAs in England officially defined as rural by the Office for National Statistics (ONS)[12]. These are LSOAs covering towns, villages and hamlets with a population of less than 10,000, a definition that also embraces all the smaller seaside towns covered here. Three rural averages are presented - for 'rural towns' (which includes fringe areas), for 'other rural areas' (which covers villages, hamlets and isolated dwellings) and for rural areas as a whole. This distinction within the rural category is one adopted by ONS[13]. The 'rural towns' offer perhaps the best comparator for small seaside towns, but the other rural statistics are also presented for completeness.

In a smaller number of tables deploying district-level data, the rural averages are for 'predominantly rural districts', again as defined by ONS. These are the local authority districts in England where at least 50 per cent of the population live in rural settlements and large market towns.

Because of the small size of the seaside towns that are the focus of report, on some indicators there tends to be greater variation between individual towns than between larger seaside towns (or larger settlements more generally) where local differences are averaged out across the town as a whole. This needs to be kept in mind in interpreting the figures presented here.

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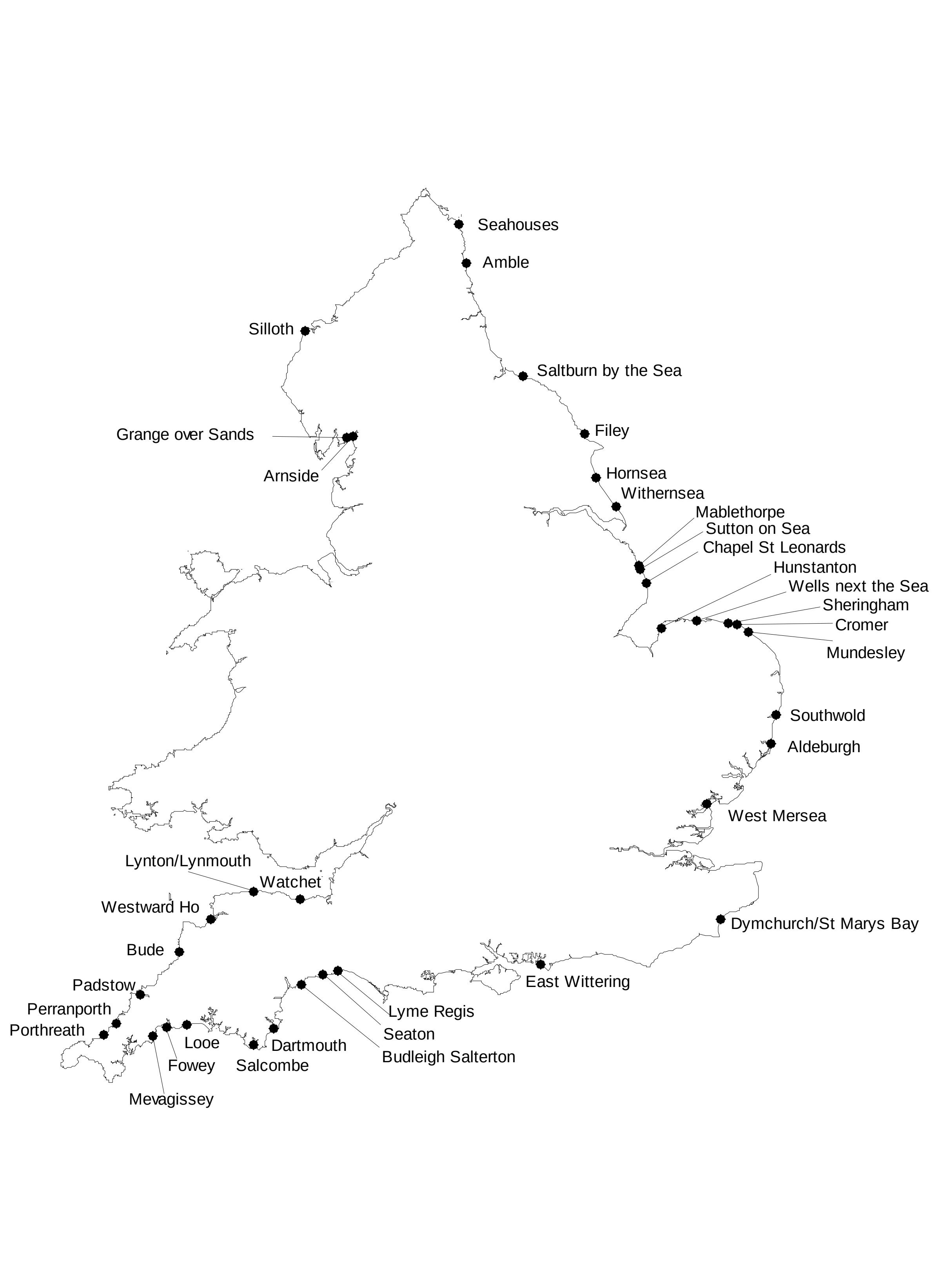
subsequently become available. The figures on the impact of recession on claimant unemployment have however been up-dated to January 2010.

[12] This definition was developed jointly by DEFRA, ODPM, Countryside Agency, WAG and ONS.

[13] For full details of the rural-urban definition visit www.defra.gov.uk/rural/ruralstats

Figure 1: Location of England's smaller seaside towns



3. Statistical evidence

3.1 Population

Table 1 shows the population of each of England's 37 smaller seaside towns in 2007 (the most recent year for which figures are currently available).

Table 2 shows the population change in these towns between 2001 and 2007. The figures are ONS mid-year population estimates. These can be subject to error and revision, especially for small areas, though the 2001 figures are firmly rooted in Census of Population data for the same year. It is not possible to compile figures on pre-2001 population trends in smaller seaside towns because of the absence of LSOA data for earlier years.

Table 3 shows the age structure of the population in smaller seaside towns in 2007, differentiating between three groups – the under 16s, those of working age, and those over state pension age (60 for women, 65 for men).

Key points

- England's 37 smaller seaside towns have a combined population of around 170,000. This compares to 2.9 million in England's larger seaside towns. Adding in the very smallest seaside towns (those with a population of less than 1,500) would bring the combined total for all seaside towns to just over 3.1 million.

- The combined population of England's smaller seaside towns is greater than the population of Cambridge (119,000), Norwich (125,000), Reading (144,000) or Oxford (145,000) and only marginally less than the population of Herefordshire (178,000).

- Across England as a whole, 'rural areas' as defined by ONS have a substantial population, not far short of 10 million or 20 per cent of the national total. This means that at around 170,000 smaller seaside towns (which all fall within the ONS rural definition) account for a relatively small share – just 1.7 per cent of the total rural population, and 3.5 per cent of the population of rural towns.

- Collectively, smaller seaside towns have a growing population. Over the 2001-07 period their estimated growth (3.1 per cent) was virtually the same as the growth across England as a whole (3.3 per cent) and only marginally greater than the average for larger seaside towns (2.5 per cent).

- The population growth in smaller seaside towns was however slower than the average for rural towns (4.1 per cent) or for rural areas as a whole (4.7 per cent).

- A number of smaller seaside towns appear not to have shared in this growth. Two in particular – Salcombe and Southwold – have experienced a hefty decline in population according to ONS estimates. There may be a link between the places where population is falling, or barely growing, and increases in the number of second homes.

- Three smaller seaside towns on the Lincolnshire coast – Mablethorpe, Sutton on Sea and Chapel St Leonards – have experienced particularly rapid population growth.

- The population of smaller seaside towns is markedly skewed towards older age groups. The share of the population over state pension age is 15 percentage points higher than the England average (34 per cent compared to 19 per cent), 11 percentage points higher than the average for rural areas (23 per cent) and 9 percentage points higher than the average for larger seaside towns (25 per cent). This strongly identifies smaller seaside towns as retirement destinations.

- The share of the population of working age in seaside towns is correspondingly lower – 52 per cent compared to 62 per cent for England as a whole and 59 per cent on average across rural areas.

- Every one of the smaller seaside towns has a share of the population over state pension age that is above the England average.

Table 1: Population of England's smaller seaside towns, 2007 (ranked by size)	
	Population
Mablethorpe	8,900
Sheringham	8,400
Hornsea	8,200
Bude	8,100
Cromer	7,900
Withernsea	7,500
Seaton	7,300
West Mersea	7,300
Filey	6,900
Amble	6,600
Dymchurch/St Marys Bay	6,200
Saltburn by the Sea	6,000
Dartmouth	5,400
East Wittering	4,600
Budleigh Salterton	4,500
Sutton on Sea	4,400
Hunstanton	4,300
Grange over Sands	4,200
Westward Ho	4,000
Looe	4,000
Padstow	4,000
Watchet	3,900
Lyme Regis	3,500
Chapel St Leonards	3,500
Aldeburgh	3,400
Silloth	3,300
Wells next the Sea	2,900
Perranporth	2,800
Mundesley	2,700
Arnside	2,700
Seahouses	2,600

Table 1: Population of England's smaller seaside towns, 2007 (ranked by size)

continued

	population
Mevagissey	2,400
Lynton/Lynmouth	1,800
Fowey	1,500
Salcombe	1,400
Portreath	1,400
Southwold	1,300
Smaller seaside towns	**169,800**
Larger seaside towns	**2,895,800**
Rural towns	4,897,200
Other rural	4,852,100
Rural areas	**9,749,300**
North East	2,564,500
North West	6,864,300
Yorkshire and the Humber	5,177,200
East Midlands	4,399,600
West Midlands	5,381,800
East of England	5,661,000
London	7,556,900
South East	8,308,700
South West	5,178,000
England	**51,092,000**

Source: ONS mid-year population estimates

Table 2: Population growth in England's smaller seaside towns, 2001-2007 (ranked by % growth)

	2001-2007 no.	%
Mablethorpe	1,050	13
Sutton on Sea	450	11
Chapel St Leonards	330	11
Seaton	560	8
Westward Ho	280	7
East Wittering	290	7
Filey	430	7
Bude	480	6
West Mersea	390	6
Withernsea	400	6
Budleigh Salterton	240	6
Arnside	120	5
Portreath	60	5
Perranporth	100	4
Lynton/Lynmouth	60	4
Grange over Sands	120	3
Cromer	190	2
Fowey	30	2
Sheringham	160	2
Mundesley	40	1
Hunstanton	60	1
Seahouses	30	1
Silloth	30	1
Saltburn by the Sea	60	1
Hornsea	80	1
Dymchurch/St Marys Bay	40	1
Wells next the Sea	-20	-1
Lyme Regis	-30	-1
Amble	-50	-1

Table 2: Population growth in England's smaller seaside towns, 2001-2007 (ranked by % growth)

continued

	2001-2007 no.	%
Padstow	-50	-1
Dartmouth	-100	-2
Looe	-80	-2
Mevagissey	-60	-2
Watchet	-100	-2
Aldeburgh	-90	-3
Salcombe	-160	-10
Southwold	-200	-14
Smaller seaside towns	**5,200**	**3.1**
Larger seaside towns	**70,700**	**2.5**
Rural towns	194,600	4.1
Other rural	244,400	5.3
Rural areas	**439,000**	**4.7**
North East	24,400	1.0
North West	91,300	1.3
Yorkshire and the Humber	200,600	4.0
East Midlands	210,000	5.0
West Midlands	101,100	1.9
East of England	260,500	4.8
London	234,500	3.2
South East	285,300	3.6
South West	234,600	4.7
England	**1,642,300**	**3.3**

Source: ONS mid-year population estimates

Table 3: Age distribution of population of England's smaller seaside towns, 2007 (ranked by share of population aged 60/65+)

	% of total population		
	0-15	16-59/64	60/65+
Southwold	7	45	48
Sutton on Sea	10	43	47
Grange over Sands	11	44	46
Aldeburgh	10	46	44
Budleigh Salterton	13	44	43
Seaton	12	45	43
Hunstanton	12	46	42
Arnside	11	47	42
Chapel St Leonards	11	49	40
Sheringham	14	47	39
Lyme Regis	13	47	39
Salcombe	11	50	39
Mundesley	16	46	38
Dymchurch/St Marys Bay	13	50	37
Filey	15	49	36
Mablethorpe	14	51	35
Seahouses	12	53	35
Wells next the Sea	14	51	35
Westward Ho	12	54	34
Cromer	13	53	34
East Wittering	16	50	34
Fowey	14	53	33
West Mersea	14	54	31
Hornsea	16	54	31
Mevagissey	14	55	31
Looe	14	55	30
Silloth	16	54	30
Bude	16	55	29
Padstow	16	56	28
Dartmouth	15	57	28

Table 3: Age distribution of population of England's smaller seaside towns, 2007 (ranked by share of population aged 60/65+)

continued

	% of total population		
	0-15	16-59/64	60/65+
Lynton/Lynmouth	12	60	28
Perranporth	14	59	27
Saltburn by the Sea	15	57	27
Withernsea	17	56	26
Watchet	18	58	24
Portreath	18	59	24
Amble	18	60	22
Smaller seaside towns	**14**	**52**	**34**
Larger seaside towns	**17**	**58**	**25**
Rural towns	18	59	23
Other rural	18	59	23
Rural areas	**18**	**59**	**23**
North East	18	62	20
North West	19	62	19
Yorkshire and the Humber	19	62	19
East Midlands	19	62	19
West Midlands	20	61	19
East of England	19	61	20
London	19	67	14
South East	19	61	20
South West	18	60	22
England	**19**	**62**	**19**

Source: ONS mid-year population estimates

3.2 Employment

Table 4 shows the employment in England's smaller seaside towns in 2007. Two figures are presented here. The first is the number of employee jobs recorded by the government's Annual Business Inquiry (ABI)[14]. The second is an estimate of the total number of people in work in the towns, adding in the self-employed excluded from the ABI and deducting 'double jobbing' (where employees are counted more than once by the ABI). To derive these estimates the 2007 ABI figures have been adjusted upwards by the ratio between the number of self-employed and employees in each town, from the 2001 Census of Population, and downwards by the proportion of double-jobbers from Labour Force Survey data for GB for 2001[15].

Table 5 shows the change in the number of employee jobs in each town between 2003-04 and 2006-07. Comparisons over a longer period are not possible because LSOA level data is unavailable for earlier years. The ABI data for small areas can show erratic fluctuations from year to year, which to some extent reflect sampling errors. To help offset these fluctuations, the employment figures here are based on a comparison between two-year averages. The figures for individual towns nevertheless remain sensitive to relatively small absolute changes in employment. Also, none of the employment data here will reflect the impact of the economic downturn beginning in 2008.

Figure 2 compares the trend in employment in smaller seaside towns with the trend for England as a whole and for larger seaside towns, over the period 2003 to 2007[16]. These figures are from the ABI and exclude the self-employed.

Table 6 shows the structure of employment in 2007, from the ABI. Employment is broken down into eight sectors[17] and the figures refer to the

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[14] ABI estimates are based on a large-scale sample survey drawn from a comprehensive list of businesses, with proportionally higher coverage of larger firms than small firms. Figures are released down to LSOA level (used here to define the towns) but because of the sampling technique, employment estimates for small areas are subject to a margin of error. The data refers to the actual location of the jobs, rather than the headquarters of the business.

[15] The employment figures in Table 4 are all rounded to the nearest 100 to take account of inaccuracies in the ABI and adjustments for self-employment and double-jobbing.

[16] The figures here are for individual years, not two-year averages. The figures for 2006 and 2007 are for September whereas the data for earlier years is for December. The Office for National Statistics estimates that the change of month *lowers* the national employment total by between 150,000 and 350,000 (0.6 to 1.3 per cent), for example because of the exclusion of temporary retailing jobs in the run up to Christmas. However, the effect in seaside towns of the shift may be to *raise* recorded employment because of the inclusion in September, towards the end of the summer season, of additional jobs related to tourism. These factors should be kept in mind in interpreting small differences between recent trends in seaside towns and the England average. The effect on recorded employment growth will potentially be greatest in the seaside towns where tourism is an especially large component of the local economy.

[17] Employment in agriculture is not included in the ABI statistics for LSOA and is therefore excluded from the data for seaside towns and, more particularly, for rural areas, where it will be a significant omission. The regional and national data does however include agriculture. Agriculture and fishing, and energy and water, have been merged in Table 6 because of the small number of recorded jobs.

jobs located in the towns, not those held by residents, which will differ because of commuting. The figures are ranked by the share of employment in ‘distribution, hotels and restaurants’. This is the sector where many tourist-related jobs are concentrated and the ranking of the towns therefore offers a rough guide to the extent to which local employment depends on tourism.

Key points

- In all, 56,000 people are estimated to work in England’s 37 smaller seaside towns.
- This job total implies just 63 jobs per 100 working age residents in smaller seaside towns, compared to 80 jobs per 100 across England as a whole, and an average 71 jobs per 100 in rural areas. The low figure suggests that small seaside towns experience a net out-flow of commuters.
- Employment in smaller seaside towns has been growing a little faster than the national average – by 4.9 per cent between 2003/04 and 2006/07, compared to 2.1 per cent across England as a whole. However, the absolute increase remains small.
- Compared to the averages for rural areas, employment in smaller seaside towns has been increasing at a rate not greatly different to the average for rural towns, but rather more slowly than in across rural areas as a whole (6.5 per cent).
- There appears to be a considerable diversity of experience, in terms of employment trends, between individual towns but this may be partly attributable to sampling errors in the ABI and to the small absolute employment base in many of the towns
- The share of jobs in distribution, hotels and restaurants is markedly higher in smaller seaside towns - 41 per cent, compared to an England average of 23 per cent, an average for rural areas of 24 per cent, and an average for larger seaside towns of 29 per cent. The share of jobs in this sector is higher than the England average in every one of the smaller seaside towns.
- Manufacturing and banking, finance, insurance and business services are poorly represented in smaller seaside towns – even more poorly indeed than in rural areas as a whole.
- Southwold and Watchet are unusual in having a substantial proportion of jobs in manufacturing, but in both cases this can be attributed to specific plants (a brewery and a paper mill). Otherwise, there is little evidence of large-scale industrial activity in any of the towns.
- The low share of jobs in manufacturing (just 7 per cent in smaller seaside towns) contrasts with the noticeably higher share (14 per cent) across rural areas as a whole.

Table 4: Employment in England's smaller seaside towns, 2007 (ranked by estimated total employment)

	Employee jobs	Estimated total employment
Bude	3,300	4,000
Cromer	3,200	3,800
Sheringham	2,500	3,200
Dartmouth	2,400	3,100
Hornsea	2,100	2,400
Seaton	1,700	2,100
Padstow	1,500	2,100
Mablethorpe	1,800	2,000
Hunstanton	1,500	1,900
Lyme Regis	1,300	1,900
Withernsea	1,600	1,800
Aldeburgh	1,400	1,800
Amble	1,500	1,600
Filey	1,400	1,600
Saltburn by the Sea	1,400	1,600
Grange over sands	1,200	1,600
West Mersea	1,200	1,500
Looe	1,100	1,500
Southwold	1,000	1,400
Budleigh Salterton	900	1,200
Wells next the sea	900	1,100
Salcombe	700	1,100
East Wittering	800	1,000
Perranporth	800	1,000
Silloth	800	1,000
Fowey	700	1,000

Table 4: Employment in England's smaller seaside towns, 2007 (ranked by estimated total employment)

continued

	Employee jobs	Estimated total employment
Lynton/Lynmouth	700	1,000
Seahouses	600	900
Dymchurch/St Marys Bay	700	800
Westward Ho	700	800
Sutton	600	800
Arnside	500	600
Chapel St Leonards	500	600
Mevagissey	500	600
Watchet	500	600
Mundesley	400	500
Portreath	300	400
Smaller seaside towns	**45,000**	**55,900**
Larger seaside towns	**1,080,400**	**1,230,600**
Rural towns	1,591,200	1,954,800
Other rural	1,525,400	2,154,100
Rural areas	**3,116,600**	**4,109,000**
North East	1,027,500	1,088,700
North West	3,039,300	3,312,800
Yorkshire and the Humber	2,238,000	2,439,200
East Midlands	1,896,800	2,074,300
West Midlands	2,364,000	2,580,200
East	2,368,300	2,643,200
London	4,097,600	4,598,800
South East	3,730,300	4,177,300
South West	2,243,300	2,553,400
England	**23,005,100**	**25,456,500**

Sources: Annual Business Inquiry, Census of Population

Table 5: Change in employment, 2003/04 to 2006/07 (ranked by % change in employment)

	no.	%
Aldeburgh	420	40
Portreath	70	34
Fowey	160	28
Chapel St Leonards	80	22
Dymchurch/St Marys Bay	120	20
Arnside	80	18
Lyme Regis	180	18
East Wittering	100	15
Mundesley	60	14
Sheringham	300	14
Cromer	390	13
Saltburn by the Sea	160	13
Seaton	180	12
Perranporth	80	11
Mablethorpe	160	10
Lynton/Lynmouth	50	8
Bude	210	7
Wells next the sea	60	7
Southwold	40	4
Budleigh Salterton	30	3
Hunstanton	40	3
Padstow	30	2
Dartmouth	50	2
Hornsea	30	1
Sutton on Sea	10	1
Salcombe	10	1
Silloth	10	1
Looe	-10	-1
Mevagissey	0	-1
Westward Ho	-30	-5
Grange over sands	-70	-5
Watchet	-30	-6

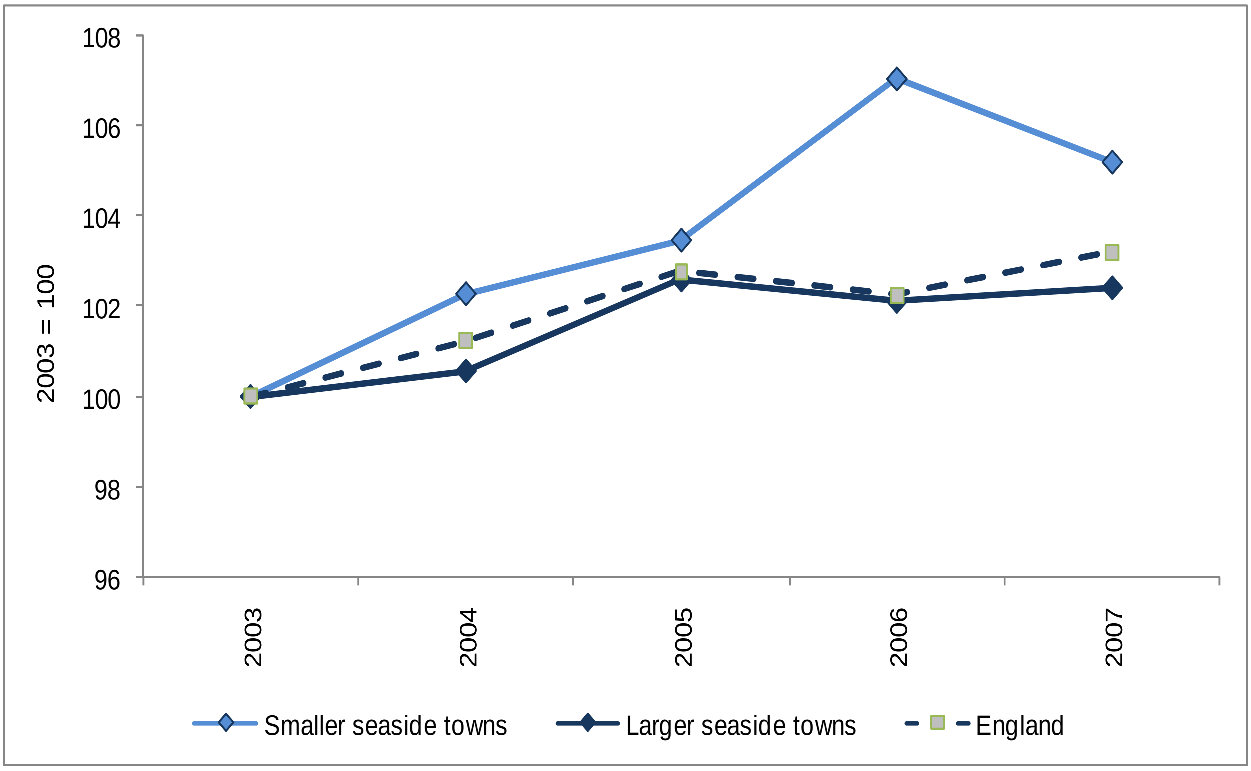
Table 5: Change in employment, 2003/04 to 2006/07 (ranked by % change in employment)

Continued

	no.	%
Filey	-100	-6
Amble	-140	-8
West Mersea	-110	-8
Seahouses	-110	-15
Withernsea	-400	-19
Smaller seaside towns	**2,100**	**4.9**
Larger seaside towns	**19,000**	**1.8**
Rural towns	66,500	4.4
Other rural	122,000	8.8
Rural areas	**188,500**	**6.5**
North East	26,000	2.6
North West	23,000	0.8
Yorkshire and the Humber	13,000	0.6
East Midlands	86,000	4.8
West Midlands	34,000	1.5
East	70,000	3.1
London	97,000	2.5
South East	59,000	1.6
South West	63,000	2.9
England	**472,000**	**2.1**

Source: Annual Business Inquiry

Figure 2: Employment change, 2003-2007



Source: Annual Business Inquiry

Table 6: Employment by sector, 2007 - (ranked by share in distribution, hotels and restaurants)

	% of all employee jobs							
	Agri., energy	**Manufact.**	**Construc.**	**Dist., hotels rests.**	**Trans & comm.**	**Banking etc**	**Public admin etc**	**Other service**
Looe	2	2	1	64	5	7	13	6
Padstow	1	10	4	64	3	7	10	1
Mevagissey	3	2	5	62	2	4	16	5
Chapel St Leonards	1	1	4	62	1	4	19	8
Salcombe	0	6	3	57	3	13	7	10
Hunstanton	0	2	1	56	3	7	20	10
Perranporth	0	3	5	52	2	7	22	9
Fowey	0	8	3	51	12	5	17	4
Seahouses	1	9	10	51	3	5	15	7
Portreath	0	14	13	50	1	5	16	2
Aldeburgh	1	7	4	50	1	10	19	9
Grange over sands	0	3	4	49	4	15	20	4
Lynton/Lynmouth	1	0	5	47	6	6	31	4
Wells next the sea	4	2	2	46	2	17	23	3
Mablethorpe	0	7	2	45	4	5	30	8

Table 6: Employment by sector, 2007 - (ranked by share in distribution, hotels and restaurants)

Continued

	% of all employee jobs							
	Agri., energy	**Manufact.**	**Construc.**	**Dist., hotels rests.**	**Trans & comm.**	**Banking etc**	**Public admin etc**	**Other service**
East Wittering	0	11	6	43	3	12	20	6
Lyme Regis	0	5	8	43	3	10	26	5
Bude	1	9	5	42	4	11	21	7
Arnside	0	5	8	42	0	14	27	4
Dartmouth	0	8	4	40	5	13	25	6
Seaton	0	2	8	39	5	9	33	3
Filey	1	4	4	39	3	8	33	8
Southwold	0	32	5	38	1	8	13	2
Westward Ho	1	2	5	36	0	20	17	20
Hornsea	1	3	5	35	3	14	36	4
Cromer	1	8	4	35	2	9	38	4
Sutton on Sea	0	4	9	35	1	13	34	5
Budleigh Salterton	0	2	4	34	3	13	36	8
Withernsea	0	7	6	34	4	6	34	9
Mundesley	0	0	5	33	1	9	50	2

Table 6: Employment by sector, 2007 - (ranked by share in distribution, hotels and restaurants)

Continued

	% of all employee jobs							
	Agri., energy	**Manufact.**	**Construc.**	**Dist., hotels rests.**	**Trans & comm.**	**Banking etc**	**Public admin etc**	**Other service**
Watchet	0	37	3	31	3	4	17	5
Dymchurch/St Marys Bay	0	3	7	31	3	6	44	6
Sheringham	1	5	8	29	2	8	39	9
Amble	1	19	8	29	2	6	29	7
Silloth	1	22	7	28	7	6	26	4
West Mersea	5	6	14	27	4	20	16	9
Saltburn by the Sea	0	0	3	27	1	13	50	6
Smaller seaside towns	1	7	5	41	3	10	27	6
Larger seaside towns	1	7	4	29	4	17	33	6
Rural towns	2	16	7	25	6	17	23	5

Table 6: Employment by sector, 2007 - (ranked by share in distribution, hotels and restaurants)								
Other rural	3	13	8	24	6	18	22	6
Rural areas	2	14	7	24	6	17	23	6
North East	1	13	6	22	5	17	32	5
North West	1	12	5	24	6	19	28	5
Yorkshire and The Humber	1	14	5	23	6	18	29	4
East Midlands	2	15	6	23	6	18	26	4
West Midlands	2	14	5	23	6	19	27	5
East	2	11	6	25	6	21	26	5
London	0	4	3	21	7	34	22	7
South East	2	9	5	25	6	24	25	5
South West	2	11	5	25	5	19	28	5
England	**1**	**11**	**5**	**23**	**6**	**22**	**26**	**5**

Source: Annual Business Inquiry

3.3 Economic status

Table 7 shows the estimated share of the working age population in employment (including self-employment). The figures for seaside towns are based on the employment rate in each town in the 2001 Census, adjusted by the percentage point change between 2001 and 2007 in the relevant district from the Labour Force Survey (LFS)[18]. The figures for rural areas have been adjusted in the same way to be fully comparable. The regional and England figures are from the LFS.

Table 8 shows the occupational breakdown of residents in employment in 2001, from the Census. The figures here are grouped into four broad categories and ranked according to the share in managerial and professional occupations. The LFS data for local areas is insufficiently robust to allow these figures to be reliably up-dated.

Key points

- The average employment rate in smaller seaside towns (70 per cent) is below the England average (74 per cent) and below the average for larger seaside towns (72 per cent).
- The average employment rate in smaller seaside towns is also well below the average for rural areas (76 per cent).
- There is substantial variation in the employment rate between smaller seaside towns. These differences are likely to reflect the in-migration of early retirees as well as the strength of the local economy.
- The occupational structure in smaller seaside towns as a whole is not fundamentally different from the England average, or from larger seaside towns. Compared to England as a whole, managers and professional are very slightly under-represented and 'other manual workers' (which will include many in service activities related to the tourist trade) slightly over-represented.
- The occupational structure in smaller seaside towns is however noticeably different from that in rural areas as a whole, where there are markedly more managers, professionals and white-collar workers and markedly fewer manual workers. This probably reflects the greater extent to which many rural towns, villages and hamlets away from the coast, especially those accessible to major cities, function as residential settlements for middle-class commuters.

[18] This is the same estimation procedure as for larger seaside towns, presented in Beatty et al (2008), but for smaller seaside towns the results will be subject to a wider margin of error. Estimates for 2007 are in this instance preferable to data for 2001 (from the Census of Population) because of significant economic change in the intervening period. LFS figures for districts tend to fluctuate because of the small sample size, so the measurement of change used here is between three-year averages (ie 2000/01/02 compared to 2006/07/08).

- There is substantial variation in the occupational structure of residents between smaller seaside towns. Many of the differences are again likely to reflect the extent to which individual towns function as middle-class residential settlements.

- ‘Other manual workers’ – essentially workers in low-grade manual jobs – account for 40 per cent or more of residents in employment in 14 smaller seaside towns.

Table 7: Estimated employment rate in England's smaller seaside towns, 2007

	% of working age
Salcombe	81
Padstow	81
Lynton/Lynmouth	80
Seaton	79
Southwold	79
Silloth	77
Bude	77
Portreath	77
Lyme Regis	77
Dartmouth	76
West Mersea	75
Budleigh Salterton	75
Arnside	74
Seahouses	74
Perranporth	73
Amble	72
Aldeburgh	70
Hornsea	70
Grange over Sands	70
Wells next the Sea	70
Filey	70
Hunstanton	69
Looe	69
Dymchurch/St Marys Bay	68
Saltburn by the Sea	68

Table 7: Estimated employment rate in England's smaller seaside towns, 2007 *Continued*	
	% of working age
Cromer	68
Sheringham	67
Mevagissey	66
East Wittering	64
Mundesley	64
Fowey	63
Sutton on Sea	62
Withernsea	62
Watchet	62
Chapel St Leonards	61
Mablethorpe	60
Westward Ho	58
Smaller seaside towns	70
Larger seaside towns	72
Rural towns	76
Other rural	76
Rural areas	76
North East	71
North West	72
Yorkshire and the Humber	73
East Midlands	76
West Midlands	73
East	77
London	70
South East	78
South West	78
England	**74**

Sources: Census of Population, Labour Force Survey, ONS mid-year population estimates

Table 8: Occupational structure of residents in employment in England's smaller seaside towns, 2001 (ranked by share of managers and professionals)

	% of workforce			
	Managers and professional	Other white collar	Skilled manual	Other manual
Arnside	35	25	12	28
Grange over Sands	35	20	15	30
Southwold	34	22	13	32
Saltburn by the Sea	33	25	11	31
Lynton/Lynmouth	33	18	17	33
Lyme Regis	32	18	16	33
Portreath	31	26	12	32
West Mersea	29	27	15	28
Aldeburgh	29	22	17	31
Salcombe	29	19	21	31
Budleigh Salterton	28	26	14	32
Fowey	28	20	16	36
Looe	27	22	16	36
Hunstanton	27	18	13	42
Mevagissey	26	20	20	34
Sheringham	26	20	15	39
Dartmouth	25	22	16	37
Perranporth	24	20	18	38
Seahouses	24	19	20	36
Hornsea	24	24	15	38
Cromer	24	19	13	43
Wells next the Sea	24	16	17	44
East Wittering	24	24	19	34
Westward Ho	24	22	18	36

Table 8: Occupational structure of residents in employment in England's smaller seaside towns, 2001 (ranked by share of managers and professionals)

Continued

	% of workforce			
	Managers and professional	Other white collar	Skilled manual	Other manual
Padstow	23	18	22	37
Bude	23	19	15	43
Mundesley	22	25	13	39
Seaton	22	22	14	42
Chapel St Leonards	20	15	16	49
Dymchurch/St Marys Bay	19	22	14	44
Filey	19	19	18	44
Sutton on Sea	19	17	18	46
Mablethorpe	18	13	17	52
Amble	17	25	16	42
Silloth	16	20	17	47
Withernsea	15	18	19	48
Watchet	15	21	16	48
Smaller seaside towns	**24**	**21**	**16**	**39**
Larger seaside towns	**24**	**26**	**12**	**37**
Rural towns	28	26	13	34
Other rural	32	25	15	28
Rural areas	**30**	**25**	**14**	**31**
North East	21	25	12	41
North West	24	26	12	38
Yorkshire and the Humber	23	25	13	40
East Midlands	24	24	13	39

Table 8: Occupational structure of residents in employment in England's smaller seaside towns, 2001 (ranked by share of managers and professionals)

Continued

	% of workforce			
	Managers and professional	Other white collar	Skilled manual	Other manual
West Midlands	24	25	13	38
East	27	27	12	34
London	32	33	8	26
South East	30	28	11	31
South West	25	26	13	36
England	**26**	**27**	**12**	**35**

Source: Census of Population

3.4 Skills and qualifications

Table 9 shows the highest qualifications of the working age population. These figures are taken from the 2001 Census. The Labour Force Survey data for small areas is insufficiently robust to allow reliable up-dating. The qualifications are grouped into standard 'levels':

Level 4/5	Degree or equivalent
Level 3	A levels, NVQ level 3 or equivalent
Level 2	5 O levels or good GCSEs, NVQ level 2 or equivalent
Level 1	Less than 5 O levels, good GCSEs or equivalent, NVQ level 1

Table 10 shows the estimated share of school pupils achieving 5 or more A*-C grades at GCSE in 2007. The estimates refer to the pupils living in the towns, rather than the schools located there, and refer to the Middle Super Output Area within which the seaside town is located[19]. The estimates for rural areas have been derived on an identical basis.

Key points

- Across smaller seaside towns as a whole, the level of qualifications of the workforce is marginally poorer than for larger seaside towns or for England as a whole.
- Compared to the average for rural towns, or for rural England as a whole, smaller seaside towns are further adrift in terms of qualification levels.
- Workers with the highest level of qualifications (Level 4/5) are under-represented in smaller seaside towns (15 per cent of the workforce compared to 21 per cent for England as a whole and 22 per cent on average in rural areas).
- In smaller seaside towns the share with the highest qualifications is nevertheless not greatly out of line with the averages for regions outside London and the South East (16-20 per cent), suggesting that some of the apparent differences are inflated by London's commuter belt.
- A number of smaller seaside towns have a very low proportion of workers with high-level qualifications. In particular, three seaside towns on the Lincolnshire coast – Sutton on Sea, Mablethorpe and Chapel St Leonards – have a particularly low proportion of workers qualified to Level 4/5.

[19] Middle Super Output Areas (MSOAs) are larger than LSOAs and therefore in some instances include areas beyond the town itself. Where a seaside town straddles more than one MSOA the figure is a weighted average based on pupil numbers taking the exams. The published LSOA data includes too many omissions to be usable.

- Some of the differences between towns in the share of highly-qualified workers are likely to reflect the extent to which individual places function as middle-class residential settlements, which in turn will partly reflect accessibility to job opportunities in neighbouring towns and cities.

- The estimated share of pupils in seaside towns achieving 5 or more A*-Cs at GCSE is very marginally below the English average – 58 per cent compared to 60 per cent. – and little different from the average for larger seaside towns (57 per cent).

- The proportion achieving 5 A*-Cs is nevertheless well below the average for all rural areas (66 per cent).

- None of the smaller seaside towns have an especially low share achieving 5 A*-Cs, at least compared to some inner urban areas, though the variation between the towns is considerable.

Table 9: Highest qualifications of working age population in England's smaller seaside towns, 2001 (ranked by share with Level 4/5)

	No qualifications	Level 1	Level 2	Level 3	Level 4/5	Other
Arnside	13	16	20	10	32	8
Grange over Sands	17	17	24	7	28	8
Saltburn by the Sea	20	16	20	8	27	8
Portreath	16	18	24	9	25	8
Budleigh Salterton	18	20	24	8	23	7
Southwold	18	15	28	9	22	8
Lyme Regis	21	20	21	7	21	9
Aldeburgh	22	16	24	9	21	8
Salcombe	20	19	26	8	19	8
Fowey	23	20	23	6	19	8
Dartmouth	23	22	22	8	18	8
Mevagissey	22	18	26	7	18	9
West Mersea	18	20	23	15	17	7
Perranporth	21	20	24	8	17	9
East Wittering	21	21	23	9	17	9
Hornsea	25	21	22	7	17	8
Lynton/Lynmouth	22	21	24	8	17	8
Sheringham	24	22	22	8	16	8
Looe	22	20	25	8	16	9
Bude	22	24	25	8	15	7
Seaton	24	21	24	7	15	8
Wells next the Sea	33	20	19	6	15	9
Padstow	25	20	23	8	14	9
Westward Ho	25	22	22	7	14	10
Seahouses	27	20	24	8	14	8
Hunstanton	31	21	21	5	13	8
Cromer	29	23	21	5	13	8
Mundesley	27	20	23	8	12	10
Filey	32	20	20	5	12	11
Amble	27	22	24	7	12	8
Watchet	29	22	23	5	11	8

Table 9: Highest qualifications of working age population in England's smaller seaside towns, 2001 (ranked by share with Level 4/5)

Continued

	No qualifications	Level 1	Level 2	Level 3	Level 4/5	Other
Silloth	30	23	22	7	11	7
Dymchurch/St Marys Bay	30	22	20	7	10	11
Withernsea	34	20	21	6	10	9
Sutton on Sea	37	19	17	5	9	12
Mablethorpe	47	18	15	4	6	9
Chapel St Leonards	48	16	16	5	6	10
Smaller seaside towns	**26**	**20**	**22**	**7**	**15**	**9**
Larger seaside towns	**23**	**21**	**23**	**9**	**17**	**7**
Rural towns	22	20	23	8	20	7
Other rural	19	18	23	9	24	7
Rural areas	**20**	**19**	**23**	**9**	**22**	**7**
North East	28	19	21	8	16	7
North West	26	19	21	9	18	7
Yorkshire and the Humber	27	19	20	9	17	7
East Midlands	25	20	21	9	18	7
West Midlands	28	19	21	8	17	7
East	22	21	23	9	19	7
London	19	14	18	11	33	5
South East	18	19	23	10	23	6
South West	20	20	23	10	20	7
England	**23**	**19**	**21**	**9**	**21**	**7**

Source: Census of Population

Table 10: Estimated share of pupils achieving 5 or more A*-C grades at GCSE, 2007	
	%
Salcombe	83
Perranporth	79
Looe	77
Arnside	76
Portreath	68
Aldeburgh	68
Dymchurch/St Marys Bay	67
Withernsea	66
Seahouses	66
Southwold	66
Grange over Sands	66
Bude	64
Budleigh Salterton	62
Seaton	60
Hornsea	59
Lyme Regis	59
Fowey	58
Sheringham	58
Amble	57
Wells next the Sea	55
Mevagissey	54
Dartmouth	53
East Wittering	53
Silloth	52
Saltburn by the Sea	51
Padstow	51
Filey	50
Watchet	50
Cromer	49
Lynton/Lynmouth	49
Westward Ho	48
Mundesley	47

Table 10: Estimated share of pupils achieving 5 or more A*-C grades at GCSE, 2007 *Continued*	
	%
Chapel St Leonards	47
Mablethorpe	46
West Mersea	43
Sutton on Sea	43
Hunstanton	39
Smaller seaside towns	**58**
Larger seaside towns	**57**
Rural towns	64
Other rural	68
Rural areas	**66**
North East	61
North West	60
Yorkshire and the Humber	58
East Midlands	58
West Midlands	59
East	61
London	61
South East	62
South West	60
England	**60**

Source: DCSF

3.5 Benefits

Table 11 shows the percentage of the working age population claiming each of the three main benefits for the non-employed – Jobseeker's Allowance (JSA)[20], Income Support (IS) paid to lone parents, and Incapacity Benefit / Severe Disablement Allowance (IB/SDA)[21]. These three benefits are mutually exclusive (ie an individual claimant cannot receive more than one at the same time) so there is no double-counting. The benefit figures here are for November 2008, the most recent date for which figures for all three benefits were available at the time these particular statistics were assembled. The figures largely pre-date the current economic downturn and the impact of recent benefit reforms[22]. Smaller seaside towns are ranked by the total claimant rate of the three benefits.

In November 2008 there were 2,500 JSA claimants, 1,300 IS lone parent claimants and 7,600 IB/SDA claimants of working age in England's 37 smaller seaside towns. This compares to figures for England as a whole of 0.9m JSA claimants, 0.6m IS lone parent claimants and 2.1m IB/SDA claimants.

Table 12 shows the percentage point change in the claimant rate of each of the three working-age benefits between August 1999 and November 2008[23]. August 1999 is the earliest point in time for which LSOA-level data is available for all three benefits. The seaside towns are ranked by the percentage point increase/decrease.

Figure 3 compares the average JSA claimant rate in smaller seaside towns with larger seaside towns and with England as a whole between 1999 and 2008[24]. The figures are for August each year.

Figure 4 shows comparable data on the claimant rate for IS as a lone parent and Figure 5 for the IB/SDA claimant rate.

Table 13 shows the share of persons over state pension age (60 for women, 65 for men) claiming pension credits. Although take-up of pension credits is less than comprehensive, this is a useful guide to the distribution of pensioners living on low incomes.

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[20] Because of the way records are held the figures for JSA claimants differ very marginally from the claimant count unemployment figures.

[21] The IB/SDA figures include IB claimants who fail to qualify for IB itself because of a poor National Insurance (NI) record and instead mostly receive IS with a disability premium. The Department for Work and Pensions (DWP) counts these as IB 'NI credits only' claimants and includes them in the headline IB figures. Severe Disablement Allowance is a benefit that is closed to new claimants, who now claim IB instead. The DWP also includes SDA claimants in the headline incapacity claimant numbers.

[22] In October 2008 Employment and Support Allowance (ESA) replaced IB for new claimants. Local figures for ESA claimants are not yet available but the omission will have marginal impact on the IB/SDA figures presented here. In November 2008 the age of the youngest child, for eligibility for IS as a lone parent, was lowered from 15 to 11.

[23] The working age population in 2007 is used as the denominator for these calculations.

[24] The working age population in 2007 is again used as the denominator. Changes in population over this period are not sufficiently large for the use of a single denominator to introduce a significant distortion.

Table 14 shows the share of households claiming Housing Benefit and/or Council Tax Benefit. This is a useful indicator of the extent to which households are economically disadvantaged. Both benefits are delivered by local authorities, so the extent of claiming is also a measure of demand on local services. The figures here, for August 2005, are from a one-off dataset providing figures down to LSOA level.

Key points

- Across smaller seaside towns as a whole the share of working age adults claiming the three main benefits for the non-employed (13.0 per cent) is above the average for England (11.4 per cent) but below the average for larger seaside towns (13.8 per cent).

- In smaller seaside towns the claimant rate of the three benefits is well in excess of the average in rural areas (6.9 per cent).

- Incapacity claimants are by far the largest group of non-employed working age claimants. In England's smaller seaside towns they account for 8.7 per cent of the working age population – nearly one-in-eleven of all adults aged between 16 and state pension age.

- The average incapacity claimant rate in smaller seaside towns is well ahead of the England average – 8.7 per cent compared to 6.6 per cent, though only marginally higher than for larger seaside towns (8.5 per cent). It is also well ahead of the average for all rural areas (4.6 per cent).

- The average claimant rate for Jobseeker's Allowance is much closer to the England average and the average for larger seaside towns, though still roughly double the average in rural areas.

- There are fewer lone parents on Income Support than in larger seaside towns or across England as a whole, though again more than the average in rural areas.

- There are big variations between smaller seaside towns in the share of the working age population claiming the three non-employed benefits – from 26.1 per cent in Mablethorpe in Lincolnshire to just 4.4 per

- The trio of smaller seaside towns in Lincolnshire – Mablethorpe, Chapel St Leonards and Sutton on Sea – have an especially high claimant rate of working-age benefits.

- In seaside towns the share of working age residents claiming the three main non-employed benefits fell by 1.0 percentage points between 1999 and 2008 – exactly the same reduction as in England as a whole, and fractionally more than the average reduction in rural areas The IB/SDA claimant rate in smaller seaside towns was however unchanged over this period.

- Most smaller seaside towns shared in the overall reduction in claimant numbers but there were some exceptions, notably on the Lincolnshire coast.

- One-in-five residents over 60/65 draw on pension credits – a little less than the average for England or for larger seaside towns – but there are big differences between individual towns.

- The share of older residents on pension credits is fairly close to the average for rural towns but some way above the average for rural areas as a whole.

- Just over one-in-five households claim Housing Benefit and/or Council Tax Benefit – the same proportion as in England as a whole, and marginally fewer than in larger seaside towns. There are again big differences between individual towns. The Lincolnshire trio (Mablethorpe, Chapel St Leonards, Sutton on Sea) occupy three of the four top-spots.

- The share claiming Housing Benefit and/or Council Tax Benefit is well above the average for rural areas.

Table 11: Working age claimant rates in England's smaller seaside towns, November 2008(ranked by total)

	% of working age population			
	JSA	IS as lone parent	IB/SDA	Total
Mablethorpe	4.9	2.4	18.8	26.1
Chapel St Leonards	6.2	2.1	16.8	25.1
Sutton on Sea	4.0	1.6	16.1	21.6
Withernsea	5.0	2.4	11.8	19.1
Mundesley	4.4	2.4	10.7	17.4
Saltburn by the Sea	3.9	1.6	10.8	16.4
Cromer	3.5	1.1	11.3	15.9
Westward Ho	3.2	0.7	10.4	14.3
Dymchurch/St Marys Bay	2.2	1.1	10.9	14.2
Filey	3.5	1.6	8.9	14.0
Watchet	2.7	2.0	9.2	13.9
Hornsea	3.6	1.5	8.5	13.6
Bude	3.4	2.6	7.6	13.6
Amble	3.3	1.8	7.4	12.5
Hunstanton	2.5	1.5	8.3	12.3
Silloth	2.5	1.1	8.1	11.7
Mevagissey	2.3	1.1	8.0	11.5
East Wittering	2.8	2.0	6.6	11.4
Looe	2.7	1.1	6.9	10.7
Sheringham	2.2	1.4	7.1	10.7
Wells next the Sea	2.4	2.4	5.8	10.6
Perranporth	2.1	1.2	7.2	10.5
Seaton	1.5	1.2	7.7	10.4
Dartmouth	1.6	1.8	6.3	9.8
Fowey	1.9	1.3	6.3	9.4
Seahouses	2.1	1.1	6.1	9.3
Portreath	1.8	0.6	6.7	9.1
Padstow	2.0	1.1	5.2	8.3
Lyme Regis	1.5	1.2	4.9	7.6

Table 11: Working age claimant rates in England's smaller seaside towns, November 2008(ranked by total)

Continued

	% of working age population			
	JSA	IS as lone parent	IB/SDA	Total
West Mersea	1.8	0.9	4.9	7.6
Southwold	1.8	0.0	5.3	7.1
Grange over Sands	0.8	0.5	5.7	7.1
Budleigh Salterton	1.8	0.8	4.6	7.1
Lynton/Lynmouth	0.9	0.0	4.6	5.6
Salcombe	1.4	0.0	4.1	5.5
Aldeburgh	0.9	0.9	3.5	5.4
Arnside	0.8	0.0	3.6	4.4
Smaller seaside towns	**2.9**	**1.5**	**8.7**	**13.0**
Larger seaside towns	**3.1**	**2.1**	**8.5**	**13.8**
Rural towns	1.9	1.1	5.4	8.4
Other rural	1.2	0.6	3.7	5.5
Rural areas	**1.5**	**0.9**	**4.6**	**6.9**
North East	3.9	2.3	9.6	15.8
North West	3.3	2.2	9.2	14.7
Yorkshire and the Humber	3.3	1.9	7.1	12.4
East Midlands	2.7	1.7	6.5	11.0
West Midlands	3.7	2.2	7.2	13.1
East	2.2	1.6	5.2	9.0
London	2.9	2.9	6.0	11.9
South East	1.9	1.5	4.7	8.1
South West	1.9	1.4	6.2	9.6
England	**2.8**	**2.0**	**6.6**	**11.4**

Sources: DWP, ONS

Table 12: Change in working age claimant rates in England's smaller seaside towns, August 1999-November 2008 (ranked by total)

	Percentage point change			
	JSA	IS as lone parent	IB/SDA	Total
Mablethorpe	1.5	0.3	2.1	4.0
Sutton on Sea	1.3	-0.5	2.4	3.2
Chapel St Leonards	4.4	-0.3	-1.8	2.4
Bude	-0.3	0.7	1.7	2.0
East Wittering	1.1	-0.7	0.9	1.3
Cromer	0.1	-1.3	1.5	0.4
Padstow	0.4	0.2	-0.4	0.2
Mundesley	0.4	-1.2	0.8	0.0
West Mersea	-0.3	-0.3	0.4	-0.1
Seaton	0.2	-0.3	-0.2	-0.3
Dymchurch/St Marys Bay	0.0	-0.8	0.5	-0.3
Hornsea	0.6	-1.0	0.1	-0.3
Wells next the Sea	0.0	0.7	-1.0	-0.3
Looe	0.2	-0.7	0.0	-0.4
Lynton/Lynmouth	-0.5	-0.9	0.9	-0.5
Hunstanton	-0.8	-0.3	0.5	-0.5
Budleigh Salterton	0.5	-0.3	-1.0	-0.8
Filey	0.4	-0.6	-0.9	-1.0
Seahouses	0.4	0.0	-1.8	-1.4
Sheringham	-0.6	-0.6	-0.3	-1.5
Watchet	-1.8	-0.9	1.1	-1.6
Withernsea	-0.6	-1.7	0.5	-1.8
Aldeburgh	-0.6	-0.3	-0.9	-1.9
Salcombe	0.0	-2.1	0.0	-2.1
Dartmouth	-1.0	-0.7	-0.5	-2.1
Lyme Regis	-0.3	-0.6	-1.5	-2.4
Fowey	0.0	-0.6	-1.9	-2.5
Silloth	-1.1	-1.1	-0.3	-2.5
Perranporth	-1.8	-0.9	-0.3	-3.0
Mevagissey	-1.1	-1.1	-1.1	-3.4

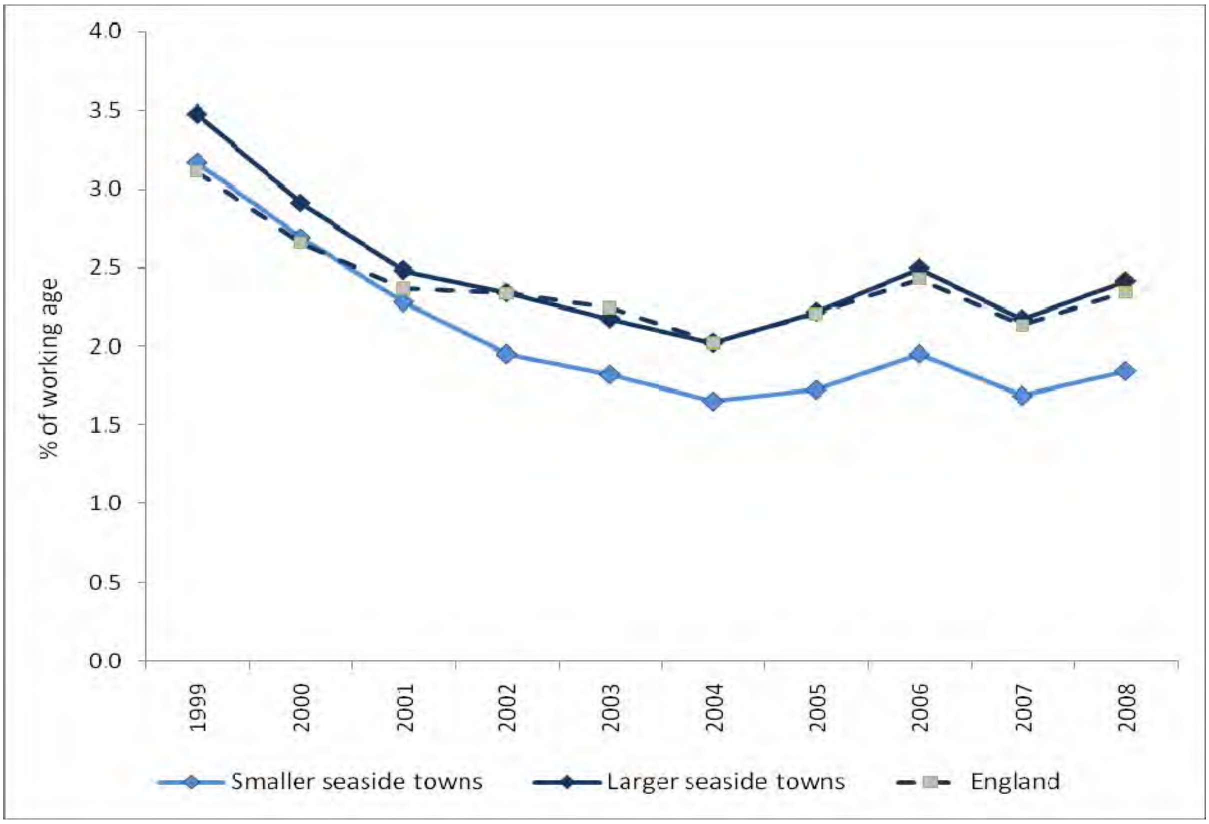
Table 12: Change in working age claimant rates in England's smaller seaside towns, August 1999-November 2008 (ranked by total)

Continued

	Percentage point change			
	JSA	IS as lone parent	IB/SDA	Total
Westward Ho	-3.0	-1.4	0.7	-3.7
Grange over Sands	0.0	-0.8	-3.0	-3.8
Amble	-2.2	-1.3	-0.8	-4.2
Southwold	-1.8	-1.8	-0.9	-4.4
Saltburn by the Sea	-3.2	-1.0	-1.0	-5.3
Portreath	-1.8	-1.2	-2.4	-5.5
Arnside	-1.2	-0.8	-3.6	-5.6
Smaller seaside towns	**-0.3**	**-0.6**	**0.0**	**-1.0**
Larger seaside towns	**-0.3**	**-0.7**	**0.4**	**-0.7**
Rural towns	-0.2	-0.4	-0.3	-0.9
Other rural	-0.2	-0.2	-0.2	-0.7
Rural areas	**-0.2**	**-0.3**	**-0.3**	**-0.8**
North East	-1.0	-0.9	-2.1	-3.9
North West	-0.3	-1.0	-1.5	-2.7
Yorkshire and the Humber	-0.4	-0.7	-0.5	-1.7
East Midlands	-0.1	-0.5	0.0	-0.5
West Midlands	0.0	-0.4	-0.2	-0.6
East	0.1	-0.4	0.4	0.1
London	-1.0	-0.5	0.3	-1.2
South East	0.1	-0.4	0.3	0.1
South West	-0.4	-0.5	0.5	-0.4
England	**-0.3**	**-0.5**	**-0.2**	**-1.0**

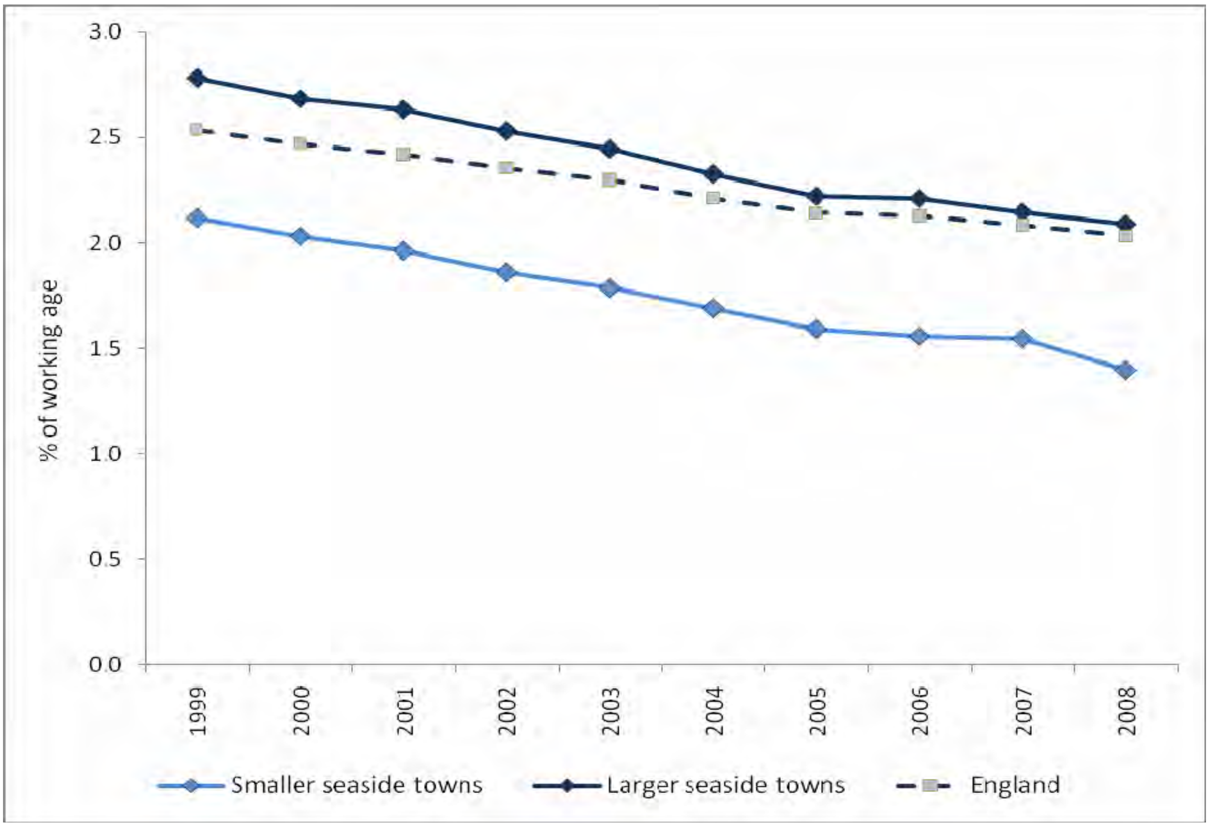
Sources: DWP, ONS

Figure 3: JSA claimant rate, 1999-2008



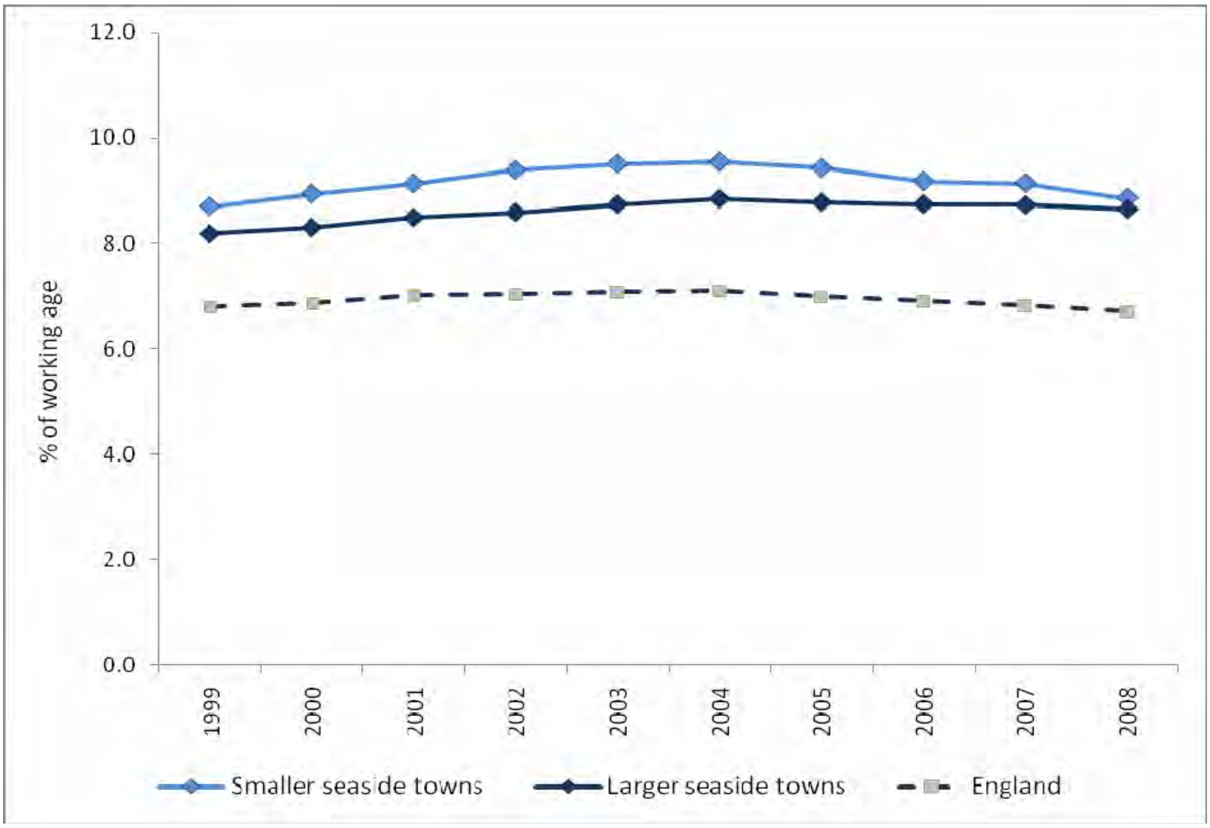
Figures are for August each year
Sources: DWP, ONS

Figure 4: IS lone parent claimant rate, 1999-2008



Sources: DWP, ONS

Figure 5: IB/SDA claimant rate, 1999-2008



Sources: DWP, ONS

Table 13: Pension Credits claimant rate in England's smaller seaside towns, November 2008	
	% of persons aged over 60/65
Withernsea	32.9
Mablethorpe	30.7
Amble	30.6
Chapel St Leonards	27.4
Saltburn by the Sea	27.4
Watchet	26.7
Silloth	25.2
Perranporth	24.5
Hornsea	24.4
Portreath	24.0
Hunstanton	22.8
Cromer	21.7
Bude	21.6
Filey	21.4
Dartmouth	21.1
Seahouses	20.6
Sutton on Sea	20.4
Dymchurch/St Marys Bay	20.3
Wells next the Sea	20.0
Lynton/Lynmouth	19.6
Salcombe	18.6
Padstow	18.5
Westward Ho	18.4
Lyme Regis	18.3
Fowey	17.7
Looe	17.6
Mundesley	17.0
East Wittering	16.9
Seaton	16.1
Sheringham	15.9
Mevagissey	15.9

Table 13: Pension Credits claimant rate in England's smaller seaside towns, November 2008

Continued

	% of persons aged over 60/65
Southwold	14.2
West Mersea	12.7
Aldeburgh	12.6
Budleigh Salterton	12.0
Grange over Sands	9.5
Arnside	8.5
Smaller seaside towns	**20.3**
Larger seaside towns	**23.8**
Rural towns	19.0
Other rural	13.5
Rural areas	**16.2**
North East	30.9
North West	27.3
Yorkshire and the Humber	26.7
East Midlands	22.9
West Midlands	26.7
East	20.1
London	28.3
South East	17.6
South West	19.7
England	**23.7**

Sources: DWP, ONS

Table 14: Households claiming Housing Benefit and/or Council Tax Benefit in England's smaller seaside towns, August 2005

	%
Mablethorpe	39
Withernsea	35
Chapel St Leonards	34
Sutton on Sea	29
Watchet	29
Saltburn by the Sea	26
Amble	25
Hunstanton	25
Filey	25
Bude	23
Dymchurch/St Marys Bay	23
Cromer	22
Dartmouth	22
Perranporth	22
Hornsea	21
Westward Ho	21
Silloth	21
Wells next the Sea	21
Fowey	20
Mundesley	20
Seahouses	19
East Wittering	19
Seaton	18
Looe	18
Portreath	18
Mevagissey	17
Lyme Regis	17
Sheringham	17
Salcombe	16
Padstow	16
Lynton/Lynmouth	16

Table 14: Households claiming Housing Benefit and/or Council Tax Benefit in England's smaller seaside towns, August 2005

Continued

	%
Budleigh Salterton	15
West Mersea	13
Southwold	12
Aldeburgh	12
Grange over Sands	11
Arnside	7
Smaller seaside towns	**22**
Larger seaside towns	**24**
Rural towns	15
Other rural	12
Rural areas	**14**
North East	29
North West	26
Yorkshire and the Humber	23
East Midlands	20
West Midlands	24
East of England	18
London	27
South East	17
South West	19
England	**22**

Sources: DWP, Census of Population

3.6 Seasonal unemployment

Table 15 shows the average annual fluctuation in the Jobseeker's Allowance (JSA) claimant rate[25] between February and August over the period 2001-08. The towns are ranked according to the scale of the seasonal fluctuation.

Figure 6 shows the quarterly JSA claimant rate in smaller seaside towns for the period January 2001 to July 2008.

Key points

- There is a seasonal cycle in JSA unemployment in smaller seaside towns, but on average this is not large – just 0.7 percentage points.

- On the other hand, these seasonal fluctuations are bigger than in larger seaside towns (0.4 percentage points), bigger than the average for rural areas (0.1 percentage points) and bigger than across England as a whole (0.1 percentage points). This is likely to reflect a greater dependence on seasonal employment in the tourist trade.

- Only a handful of smaller seaside towns record little or no seasonal fluctuation in the JSA claimant rate.

- The tendency for smaller seaside towns to experience greater fluctuations in JSA unemployment is consistent with the evidence that a number of seaside towns just above the 10,000 population threshold also experience significant seasonal fluctuations in claimant unemployment[26].

- The scale of seasonal fluctuations in the JSA claimant rate in the middle and later part of the 2000s was a little smaller than in the first part of the decade.

[25] Using the 2007 working age population as the denominator.
[26] C Beatty, S Fothergill and I Wilson (2008) op cit.

Table 15: Average seasonal fluctuation in JSA claimant rates in England's smaller seaside towns, 2001-2008

	Percentage points
Chapel St Leonards	2.8
Mablethorpe	1.9
Seahouses	1.5
Perranporth	1.4
Bude	1.3
Looe	1.3
Filey	1.2
Hunstanton	1.1
Sutton on Sea	1.0
Mevagissey	1.0
Westward Ho	0.9
Watchet	0.8
Lynton/Lynmouth	0.8
Wells next the Sea	0.8
Withernsea	0.8
Mundesley	0.7
Salcombe	0.7
Sheringham	0.7
Padstow	0.6
Amble	0.6
Cromer	0.6
Dymchurch/St Marys Bay	0.5
Fowey	0.5
Dartmouth	0.5
Hornsea	0.5
Lyme Regis	0.4
Seaton	0.4
Portreath	0.4
Silloth	0.3
Aldeburgh	0.2
Southwold	0.2
Grange over Sands	0.2

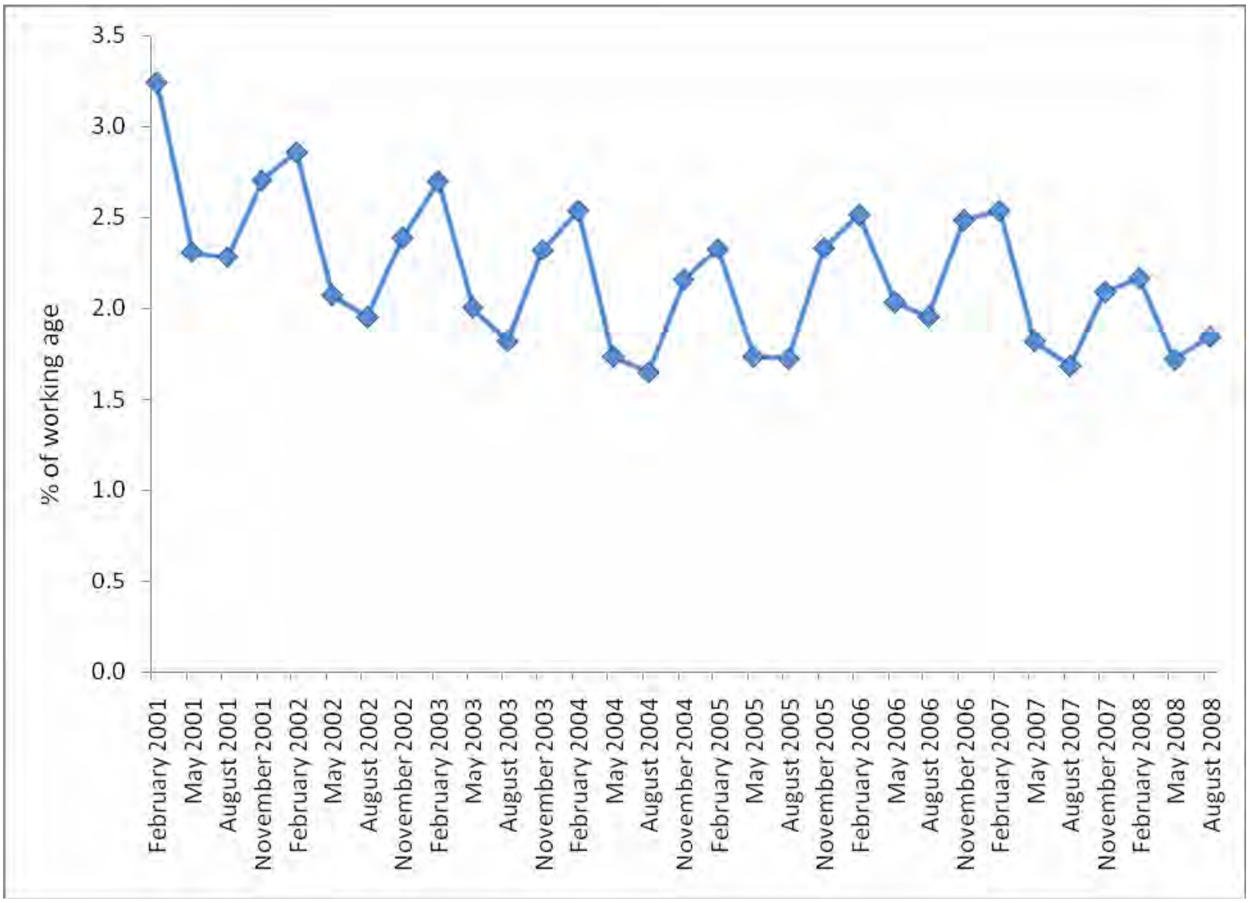
Table 15: Average seasonal fluctuation in JSA claimant rates in England's smaller seaside towns, 2001-2008

Continued

	Percentage points
West Mersea	0.2
East Wittering	0.1
Budleigh Salterton	0.1
Saltburn by the Sea	0.0
Arnside	0.0
Smaller seaside towns	**0.7**
Larger seaside towns	**0.4**
Rural towns	0.2
Other rural	0.1
Rural areas	**0.1**
North East	0.3
North West	0.1
Yorkshire and the Humber	0.2
East Midlands	0.1
West Midlands	0.1
East	0.1
London	0.1
South East	0.1
South West	0.2
England	**0.1**

Sources: DWP, ONS

Figure 6: Seasonal fluctuations in JSA unemployment rate in England's smaller seaside towns, 2001-2008



Sources: DWP, ONS

3.7 The impact of recession

Table 16 shows the percentage point increase in the claimant unemployment rate in smaller seaside towns between January 2008 and January 2010. The January-to-January comparison means that the figures are undistorted by seasonal fluctuations in unemployment.

Figure 7 shows the average claimant unemployment rate in smaller and larger seaside towns, and across England as a whole, each month between January 2008 and January 2010.

Key points

- The increase in claimant unemployment in smaller seaside towns (1.7 percentage points in the two years to January 2010) has been less than in larger seaside towns (2.3 percentage points) and less than the average for England as a whole (2.1 percentage points).
- The increase in smaller seaside towns has however the same as in rural towns, and larger than the average for all rural areas (1.4

percentage points). The figures presented here suggest that, in terms of claimant unemployment, rural areas have in general been one of the parts of England least badly affected by recession.

- The divergence between smaller seaside towns and the England average largely occurred during 2009. Between February and September 2009, claimant unemployment in smaller seaside towns actually fell. Some of this will reflect the normal seasonal fluctuation in unemployment in the towns but in 2009 the seasonal fall was particularly pronounced. This might reflect a highly successful 'summer season', buoyed by the fall in the sterling exchange rate, or a reduction in competing labour supply from migrant workers, again not unconnected with the exchange rate.

- In the latter part of 2009 claimant unemployment in smaller seaside towns rose steeply once more, though the gap with the national average remained wider than before the recession.

- The variation in claimant unemployment trends between individual towns is nevertheless considerable.

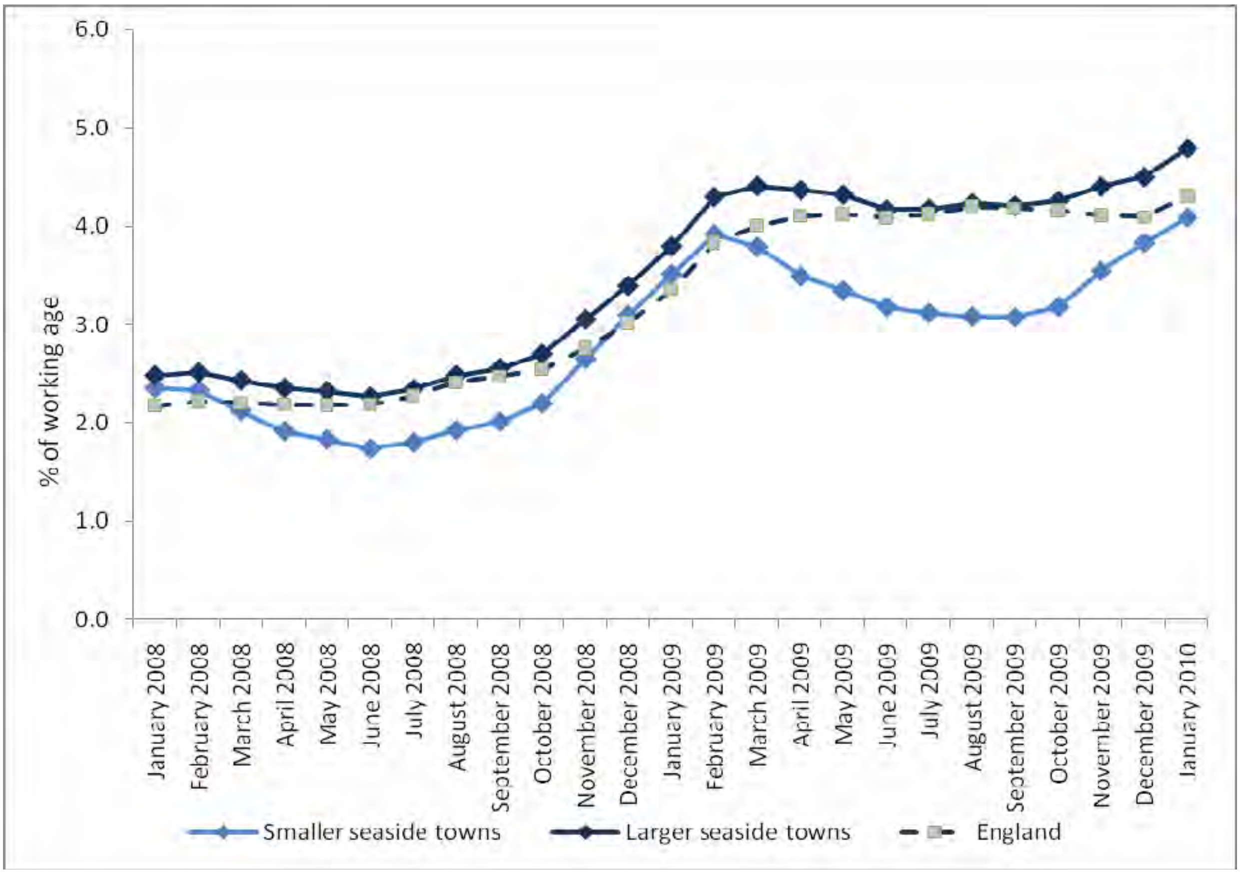
Table 16: Change in claimant unemployment rate in England's smaller seaside towns, January 2008 - January 2010

	Percentage point increase
Chapel St Leonards	3.1
Mevagissey	3.1
Withernsea	2.8
Sutton on Sea	2.7
Wells next the sea	2.7
Hornsea	2.6
Salcombe	2.5
Cromer	2.4
Filey	2.4
Perranporth	2.3
East Wittering	2.3
Watchet	2.3
Looe	2.0
Silloth	2.0
Dymchurch/St Marys Bay	1.9
Seahouses	1.9
Amble	1.8
Saltburn by the Sea	1.8
Aldeburgh	1.5
Mablethorpe	1.5
West Mersea	1.4
Westward Ho	1.3
Seaton	1.3
Budleigh Salterton	1.3
Mundesley	1.3
Portreath	1.2
Sheringham	1.2
Dartmouth	1.2
Bude	1.0
Hunstanton	1.0
Southwold	0.9
Lyme Regis	0.8

Table 16: Change in claimant unemployment rate in England's smaller seaside towns, January 2008 - January 2010	
	Continued
	Percentage point increase
Grange over sands	0.8
Fowey	0.8
Padstow	0.6
Arnside	0.1
Lynton/Lynmouth	-0.3
Smaller seaside towns	**1.7**
Larger seaside towns	**2.3**
Rural towns	1.7
Other rural	1.1
Rural areas	**1.4**
North East	2.5
North West	2.3
Yorkshire and The Humber	2.6
East Midlands	2.2
West Midlands	2.6
East	1.9
London	1.9
South East	1.9
South West	1.8
England	**2.1**

Sources: DWP, ONS

Figure 7: Claimant unemployment in England's smaller seaside towns, January 2008-January 2010



Sources: DWP, ONS

3.8 Earnings

The figures here, on earnings, are for the districts in which the seaside towns are located. Districts are in all cases much larger than smaller seaside towns. Typically, a local authority district within an English shire county has a population of 60-100,000, compared with just 1,500 to 10,000 for the smaller seaside towns that are the focus of the report. However, labour markets operate over a relatively wide geographical scale, so the district figures provide a useful guide to wages in the local labour market in which many residents will participate.

Table 17 shows the median hourly earnings of men and women in the districts containing England's smaller seaside towns. The figures refer to residents rather than to the jobs actually located in the district[27]. The figures have also been adjusted to take account of the fluctuations from year to year arising from the small sample size in each district[28]. The rural averages are for 'predominantly rural districts', as defined by ONS.

[27] The earnings figures for some neighbouring seaside towns are the same because they fall within the same district.
[28] The local figures for 2008 are the England average multiplied by average ratio between the district and England figures between 2002 and 2008.

Key points

- The hourly earnings in the districts covering smaller seaside towns are on average well below the English average and below the average for larger seaside towns.

- The differences – a gap of 12-13 per cent between smaller seaside towns and the England figure – are much the same for men and women.

- For men, earnings in the districts covering smaller seaside towns are some 15 per cent lower than the average in rural areas, but for women the gap is around 10 per cent. Since the earnings figures relate to residents, the scale of the gap and the difference between men and women will partly reflect the scale of longer distance commuting to well-paid jobs, for example in the main cities.

- Earnings are especially low in the districts covering a number of smaller seaside towns in Cornwall and Devon

- In the majority of cases, average hourly earnings in the districts covering smaller seaside towns are below the average for the region of which they form part.

Table 17: Median hourly earnings (district data), 2008			
	Male (£)		Female (£)
West Mersea	13.09	Dartmouth	9.54
East Wittering	12.98	Salcombe	9.54
Aldeburgh	12.67	East Wittering	9.21
Hornsea	12.55	Lyme Regis	9.07
Withernsea	12.55	Aldeburgh	9.03
Arnside	12.25	Seaton	8.83
Grange over Sands	12.25	Budleigh Salterton	8.83
Dymchurch/St Marys Bay	12.14	West Mersea	8.78
Silloth	11.87	Dymchurch/St Marys Bay	8.58
Amble	11.82	Perranporth	8.57
Looe	11.58	Looe	8.48
Dartmouth	11.47	Arnside	8.41
Salcombe	11.47	Grange over Sands	8.41
Saltburn by the Sea	11.45	Amble	8.39
Lyme Regis	11.22	Hornsea	8.36
Perranporth	10.99	Withernsea	8.36
Seaton	10.58	Fowey	7.93
Budleigh Salterton	10.58	Mevagissey	7.93
Southwold	9.99	Wells next the Sea	7.89
Hunstanton	9.98	Sheringham	7.89
Filey	9.98	Cromer	7.89
Lynton/Lynmouth	9.61	Mundesley	7.89
Wells next the Sea	9.61	Mablethorpe	7.88
Sheringham	9.61	Sutton on Sea	7.88
Cromer	9.61	Chapel St Leonards	7.88
Mundesley	9.61	Watchet	7.87
Mablethorpe	9.37	Silloth	7.82
Sutton on Sea	9.37	Southwold	7.75
Chapel St Leonards	9.37	Saltburn by the Sea	7.71

Table 17: Median hourly earnings (district data), 2008

Continued

	Male (£)		Female (£)
Portreath	9.07	Lynton/Lynmouth	7.68
Westward Ho	9.05	Portreath	7.64
Fowey	8.99	Padstow	7.62
Mevagissey	8.99	Bude	7.62
Padstow	8.94	Westward Ho	7.58
Bude	8.94	Hunstanton	7.51
Seahouses	8.67	Filey	7.39
Watchet	*	Seahouses	6.67
Smaller seaside towns	**10.78**	**Smaller seaside towns**	**8.18**
Larger seaside towns	**11.38**	**Larger seaside towns**	**8.75**
Predominantly rural districts	**12.39**	**Predominantly rural dists.**	**8.98**
North East	10.82	North East	8.32
North West	11.55	North West	8.79
Yorkshire and the Humber	11.10	Yorkshire and the Humber	8.39
East Midlands	11.35	East Midlands	8.49
West Midlands	11.39	West Midlands	8.66
East of England	12.86	East of England	9.28
London	14.94	London	12.79
South East	13.81	South East	10.11
South West	11.61	South West	8.73
England	**12.29**	**England**	**9.35**

*not available
NB: Figures refer to districts covering seaside towns
Source: Annual Survey of Hours and Earnings

3.9 Business stock

The figures here, on business stock, are for the districts within which the seaside towns are located. As noted earlier (in section 3.8), local authority districts are in all cases much larger than smaller seaside towns.

Table 18 shows the number of VAT registered businesses (per 10,000 residents) in the districts covering smaller seaside towns, and the number of new VAT registrations (again per 10,000 residents), both in 2007. Data at ward or LSOA level, which would allow each town to be accurately identified, is not available[29].

These are indicators of the scale of entrepreneurial activity in the local area. Since the businesses set up by, or employing, seaside town residents will not necessarily be in the town where they live, the district level data is a useful guide to the local business environment.

The figures exclude very small businesses below the VAT threshold. The nature of some of the businesses serving the seaside tourist industry (small B&Bs, kiosks etc) would suggest that these excluded businesses below the VAT threshold may be quite numerous in seaside towns. Some towns may be affected more than others by this exclusion. The rural averages are for 'predominantly rural districts'.

Key points

- In relation to population, the stock of VAT registered businesses in the districts covering smaller seaside towns is higher than the England average and higher than the average for larger seaside towns.
- In relation to population, the stock of businesses in the districts covering smaller seaside towns is however still a little less than the high figure for predominantly rural districts. London apart, rural districts tend to record some of the highest business-stock figures.
- Three-quarters of smaller seaside towns are in districts where the stock of businesses (in relation to population) is above the regional average. The high stock of businesses may partly reflect the preponderance of smaller businesses in the seaside tourist industry.
- In contrast, the rate of new VAT registrations in the districts covering smaller seaside towns is below the English average, and below the average for predominantly rural districts, though not greatly out-of-line with the figures for several regions outside London, nor below the rate for larger seaside towns.

[29] Some neighbouring towns fall within the same district and the figures are therefore the same.

Table 18: VAT registered businesses (district data), 2007 (ranked by stock per 10,000 residents)

	Stock of VAT registered businesses per 10,000 residents	New VAT registrations in 2007 per 10,000 residents
Dartmouth	527	37
Salcombe	527	37
Padstow	525	34
Bude	525	34
Arnside	522	36
Grange over Sands	522	36
East Wittering	512	38
Westward Ho	498	29
Lynton/Lynmouth	483	33
Seahouses	479	33
Lyme Regis	477	32
Watchet	469	27
Seaton	412	30
Budleigh Salterton	412	30
Perranporth	407	34
Amble	402	29
Silloth	391	32
Looe	388	31
Wells next the Sea	387	25
Sheringham	387	25
Cromer	387	25
Mundesley	387	25
Aldeburgh	383	29
Mablethorpe	366	25
Sutton on Sea	366	25
Hornsea	346	29
Withernsea	346	29
Hunstanton	337	26
Filey	330	27
Chapel St Leonards	366	25

Table 18: VAT registered businesses (district data), 2007 (ranked by stock per 10,000 residents)

Continued

	Stock of VAT registered businesses per 10,000 residents	New VAT registrations in 2007 per 10,000 residents
Fowey	329	29
Mevagissey	329	29
Portreath	312	21
West Mersea	310	29
Dymchurch/St Marys Bay	298	31
Southwold	268	21
Saltburn by the Sea	157	20
Smaller seaside towns	**396**	**29**
Larger seaside towns	**305**	**29**
Predominantly rural districts	**414**	**35**
North East	204	23
North West	284	30
Yorkshire and the Humber	281	28
East Midlands	316	30
West Midlands	310	29
East of England	362	35
London	426	55
South East	385	38
South West	369	33
England	**340**	**35**

NB: Figures refer to districts covering seaside towns - Source: DBERR

3.10 Migrant workers

Table 19 shows the total number of new National Insurance registrations by non-UK nationals in 2005/6, 2006/7, and 2007/8 in each of the districts containing a smaller seaside town. The table also expresses these numbers as a percentage of the working age population[30] in the district.

These figures record where migrant workers were living at the time they first registered. They do not necessarily reflect where they are still living, or even whether they remain in the UK. At the present time, however, they are the only systematic local figures available on migrant workers.

Ward or LSOA-level figures are not available to allow the seaside towns themselves to be distinguished and it is likely that the distribution of migrant workers within each district will be skewed to the places where appropriate accommodation and jobs are readily available. Seaside towns are often able to offer this accommodation, for example in sub-divided former boarding houses and on caravan sites. The seaside tourist economy is also likely to be a prime employer of migrant workers, for example in hotels and catering, bearing in mind the low-wage and often temporary nature of this work. It is therefore likely that the figures will understate the number of migrant workers relative to the seaside town's working age population.

Key points

- Most of the districts covering smaller seaside towns have attracted fewer migrant workers, in relation to their population, than the England average.
- The England average is however biased by London, where the figures are inflated by a wide range of migrants from around the world as well as from EU accession countries. Most of the districts covering smaller seaside towns are not radically out-of-line with the averages for regions outside London.
- In this respect, smaller seaside towns do not differ from larger seaside towns[31].
- Most of the districts covering smaller seaside towns are also not far out of line with the average for predominantly rural districts.
- The high number of migrant workers in King's Lynn and West Norfolk, which includes Hunstanton, may reflect migrant agricultural workers.

[30] 2007 data
[31] Table 17 in C Beatty, S Fothergill and I Wilson (2008) op cit

Table 19: New NI registrations by non-UK nationals, 2005/06 to 2007/08 (ranked by % of local working age population)

Local authority (Seaside town)	no.	as % working age
King's Lynn and West Norfolk (Hunstanton)	4280	5.3
South Lakeland (Arnside, Grange over Sands)	2890	4.8
Chichester (East Wittering)	2690	4.4
Colchester (West Mersea)	4600	4.1
Shepway (Dymchurch/St Marys Bay)	2220	3.9
West Somerset (Watchet)	700	3.7
Restormel (Fowey, Mevagssey)	2190	3.6
Berwick-upon-Tweed (Seahouses)	500	3.4
Suffolk Coastal (Aldeburgh)	2270	3.2
North Cornwall (Bude, Padstow)	1500	3.0
East Lindsey (Chapel St Leonards, Mablethorpe, Sutton on Sea)	2240	2.9
Allerdale (Silloth)	1460	2.6
Scarborough (Filey)	1600	2.6
Carrick (Perranporth)	1340	2.5
North Norfolk (Cromer, Mundesley, Sheringham, Wells next the Sea)	1280	2.4
East Devon (Budleigh Salterton, Seaton)	1600	2.3
South Hams (Dartmouth, Salcombe)	1080	2.2
East Riding of Yorkshire (Hornsea, Withernsea)	4260	2.2
Kerrier (Portreath)	1140	2.0
North Devon (Lynton/Lynmouth)	1000	1.9
West Dorset (Lyme Regis)	930	1.8
Waveney (Southwold)	1090	1.6
Torridge (Westward Ho)	550	1.5
Alnwick (Amble)	260	1.4
Caradon (Looe)	660	1.3
Redcar and Cleveland (Saltburn by the sea)	450	0.5
Predominantly rural districts	**194,260**	**2.7**

Table 19: New NI registrations by non-UK nationals, 2005/06 to 2007/08 (ranked by % of local working age population)

Continued

Local authority (Seaside town)	no.	as % working age
North East	36,490	2.3
North West	151,110	3.6
Yorkshire and the Humber	119,990	3.7
East Midlands	117,890	4.3
West Midlands	135,900	4.1
East of England	157,300	4.6
London	749,080	14.8
South East	242,400	4.8
South West	114,190	3.7
England	**1,824,350**	**5.7**

Sources: DWP, ONS

3.11 Economic output

Table 20 shows Gross Value Added (GVA) per head.

The figures here refer to the NUT 3 region[32] in which each smaller seaside town is located, rather than the town itself, and therefore in all cases cover a very much larger area. NUTS 3 is the lowest level for which this data is produced. The figures offer a guide to the economic productivity of the wider area in which the towns are located.

The GVA figures presented here are expressed in relation to the resident population of the NUTS 3 region[33]. Commuting has the effect of boosting the recorded GVA per head in areas with net in-commuting (eg London) and lowering the recorded GVA per head in areas with net out-commuting. In addition, a large retired population lowers GVA per head relative to other areas.

Key points

- GVA per head in the areas containing smaller seaside towns is on average 27 per cent below the England average. This substantial gap is greater than for larger seaside towns.
- Every one of the smaller seaside towns is in an area with below average GVA per head.
- In comparison to the averages for regions outside London the disparities are not so large, though still typically 10-20 per cent.
- Seven small seaside towns in Cornwall are at the bottom of this list, reflecting the very low GVA per head in Cornwall as a whole.

[32] NUTS 3 regions are part of a standard EU-wide classification. In the UK, a NUTS 3 region is typically a unitary authority, group of unitaries or a county. Several seaside towns fall within the same NUTS 3 region (eg Cornwall) and therefore record the same GVA figure.
[33] The average figures for large and small seaside towns are weighted by the population of the towns rather than by the NUTS 3 region of which they form part.

Table 20: GVA per head in local NUTS 3 region, 2006

	England = 100
East Wittering	99
Southwold	84
Aldeburgh	84
Watchet	83
West Mersea	82
Dymchurch/St Marys Bay	81
Hunstanton	81
Wells next the Sea	81
Sheringham	81
Cromer	81
Mundesley	81
Filey	80
Arnside	80
Grange over Sands	80
Seaton	75
Budleigh Salterton	75
Dartmouth	75
Salcombe	75
Westward Ho	75
Lynton/Lynmouth	75
Saltburn by the Sea	72
Lyme Regis	71
Mablethorpe	68
Sutton on Sea	68
Chapel St Leonards	68
Hornsea	65
Withernsea	65
Silloth	64
Seahouses	63
Amble	63
Looe	62
Fowey	62

Table 20: GVA per head in local NUTS 3 region, 2006	*Continued*
Mevagissey	62
Portreath	62
Perranporth	62
Padstow	62
Bude	62
Smaller seaside towns	**73**
Larger seaside towns	**82**
North East	77
North West	85
Yorkshire and the Humber	83
East Midlands	87
West Midlands	84
East	92
London	161
South East	104
South West	90
England	**100**

Source: ONS

3.12 Housing

Table 21 shows the housing tenure in smaller seaside towns, from the 2001 Census, ranked by the share of owner-occupiers. These are the most up-to-date local figures available.

Table 22 shows the share of households living in overcrowded conditions, again from the 2001 Census[34]. The measure of overcrowding used here is the official standard: the figures are the share of households with an 'occupancy rating of minus 1 or less', where the occupancy rating is based on a comparison between the number of rooms and the size and age composition of the household.

Table 23 shows the share of households lacking key amenities – defined as sole use of a bathroom/shower and toilet or central heating. The figures are again from the 2001 Census.

Key points

- By national (England) standards, smaller seaside towns, like their larger counterparts, have an unusual pattern of housing tenure: an above average share of owner-occupiers, a low share in social rented accommodation (council or housing association) and an above average share in private rented accommodation.

- In smaller seaside towns the average share in private rented accommodation (14 per cent) is not quite as high as in larger seaside towns (16 per cent), where the figures are often boosted by the sub-division of former boarding houses and hotels into small rented units.

- Compared to the average for rural areas (or for rural towns) smaller seaside towns have slightly fewer owner-occupiers and slightly more in private rented accommodation.

- There are important differences between places. Some smaller seaside towns have virtually no social housing; a handful have a little more than the England average.

- The share of households living in overcrowded conditions is low, though not quite as low as the average for all rural areas. All but one smaller seaside town (Perranporth) have an overcrowding rate below the England average. By comparison with regions outside London, however, most smaller seaside towns have only marginally fewer overcrowded households.

[34] The figures here differ from those for larger seaside towns presented in C Beatty, S Fothergill and I Wilson (2008) op cit, which incorrectly referred only to owner-occupied housing.

- On average a slightly higher proportion of households lack basic amenities in smaller seaside towns, compared to England as a whole or other rural areas, but this disguises big variations between individual towns.

- Because the 'lack of basic amenities' data is in practice greatly influenced by the absence of central heating, the presence of five towns in Cornwall at the top of the list may reflect a milder climate more than social disadvantage, though low incomes and (in some places) a high proportion of second homes used mainly in the summer months may also be contributory factors. The list of larger seaside towns where households lack basic amenities is likewise headed by places in the far South West[35].

[35] Table 21 in C Beatty, S Fothergill and I Wilson (2008) op cit.

Table 21: Tenure in England's smaller seaside towns, 2001 (ranked by owner occupation rate)

	% of households		
	Owner-occupiers	Social rented	Private rented sector
Arnside	86	8	7
Sutton on Sea	86	4	10
West Mersea	85	8	7
Dymchurch/St Marys Bay	85	8	7
Grange over Sands	82	6	12
Portreath	80	2	18
Seaton	79	8	13
Hornsea	79	12	10
Chapel St Leonards	78	5	17
Westward Ho	78	1	21
Budleigh Salterton	78	10	12
Sheringham	77	9	14
East Wittering	76	11	14
Filey	75	12	13
Silloth	75	14	11
Mevagissey	75	4	21
Lyme Regis	74	15	11
Salcombe	74	15	11
Aldeburgh	74	13	14
Saltburn by the Sea	73	13	14
Lynton/Lynmouth	73	9	18
Looe	73	8	19
Southwold	72	18	11
Watchet	71	18	10
Mablethorpe	71	13	16
Mundesley	70	16	14
Seahouses	70	13	17
Hunstanton	70	14	16
Bude	69	13	18
Perranporth	69	12	19
Amble	68	22	10

Table 21: Tenure in England's smaller seaside towns, 2001 (ranked by owner occupation rate)

Continued

	% of households		
	Owner-occupiers	Social rented	Private rented sector
Padstow	68	15	17
Withernsea	67	15	18
Fowey	66	14	20
Cromer	66	14	20
Dartmouth	64	20	15
Wells next the Sea	56	21	23
Smaller seaside towns	**74**	**12**	**14**
Larger seaside towns	**72**	**12**	**16**
Rural towns	77	13	10
Other rural	77	10	14
Rural areas	**77**	**12**	**12**
North East	64	28	9
North West	69	20	11
Yorkshire and the Humber	68	21	11
East Midlands	72	18	10
West Midlands	70	21	10
East	73	17	11
London	57	26	17
South East	74	14	12
South West	73	14	13
England	**69**	**19**	**12**

Source: Census of Population

Table 22: Overcrowded households in England's smaller seaside towns, 2001

	% of households
Perranporth	8.6
Looe	6.2
Westward Ho	6.0
Bude	6.0
East Wittering	5.8
Cromer	5.5
Mablethorpe	5.1
Lynton/Lynmouth	4.9
Padstow	4.6
Watchet	4.5
Dartmouth	4.5
Lyme Regis	4.3
Arnside	4.3
Seaton	3.9
Mevagissey	3.8
Filey	3.8
Hornsea	3.8
Chapel St Leonards	3.7
Wells next the Sea	3.7
Amble	3.7
Hunstanton	3.7
Withernsea	3.6
Saltburn by the Sea	3.5
Sheringham	3.4
Dymchurch/St Marys Bay	3.3

Table 22: Overcrowded households in England's smaller seaside towns, 2001	
	Continued
	% of households
Aldeburgh	3.0
Fowey	3.0
Mundesley	3.0
Grange over Sands	2.9
Salcombe	2.9
Seahouses	2.8
Silloth	2.6
Portreath	2.5
Sutton	2.3
Southwold	2.2
Budleigh Salterton	1.7
West Mersea	1.7
Smaller seaside towns	**4.0**
Larger seaside towns	**6.9**
Rural towns	3.4
Other rural	2.4
Rural areas	**2.9**
North East	5.1
North West	5.4
Yorkshire and the Humber	5.5

Table 22: Overcrowded households in England's smaller seaside towns, 2001

Continued

	% of households
East Midlands	4.5
West Midlands	5.6
East	5.2
London	17.3
South East	5.9
South West	5.0
England	**7.1**

Source: Census of Population

Table 23: Households lacking key amenities in England's smaller seaside towns, 2001

	% of households
Fowey	23.4
Portreath	20.8
Padstow	19.8
Mevagissey	19.1
Looe	18.0
Lynton/Lynmouth	18.0
Withernsea	16.8
Filey	14.2
Perranporth	14.0
Cromer	12.0
Dartmouth	11.6
Bude	11.4
Westward Ho	11.2
Lyme Regis	10.9

Table 23: Households lacking key amenities in England's smaller seaside towns, 2001

Continued

	% of households
Wells next the Sea	10.9
Watchet	10.3
Mablethorpe	10.2
Southwold	9.6
Salcombe	9.0
Chapel St Leonards	9.0
Seaton	8.4
Silloth	8.3
Hornsea	8.2
Aldeburgh	7.8
Sheringham	6.8
Hunstanton	6.8
Saltburn by the Sea	6.2
Seahouses	5.8
Mundesley	5.5
Budleigh Salterton	4.9
Grange over Sands	4.1
East Wittering	3.8
West Mersea	3.5
Dymchurch/St Marys Bay	3.5
Sutton on Sea	3.3
Arnside	3.3
Amble	2.5
Smaller seaside towns	**9.4**
Larger seaside towns	**11.1**
Rural towns	5.9
Other rural	7.3
Rural areas	**6.5**

Table 23: Households lacking key amenities in England's smaller seaside towns, 2001

North East	4.1
North West	12.1
Yorkshire and the Humber	13.4
East Midlands	6.1
West Midlands	11.5
East	5.5
London	8.5
South East	6.4
South West	10.1
England	**8.9**

Source: Census of Population

3.13 Deprivation

Table 24 shows the average rank of the Lower Super Output Areas (LSOAs) in each smaller seaside town on the overall Indices of Deprivation for 2007. Figure 8 presents this information in the form of a bar chart.

Tables 25 to 31 show the same information for each of the seven domains of the Indices of Deprivation 2007:

- Income
- Employment
- Health and disability
- Education and training
- Barriers to housing and access to services
- Crime
- Living environment.

A low number indicates high deprivation; a high number indicates lower deprivation. The average ranking of each town is a population-weighted average of the ranking of each constituent LSOA[36].

There are 32,482 LSOAs across England as a whole. Accordingly, an average ranking below 16,242 indicates that a town has an above average level of deprivation.

Because of the averaging process across deprived and more prosperous LSOAs within towns that comprise a number of LSOAs, very high or very low average rankings are on the whole unlikely.

Comparable data for larger seaside towns was presented in the benchmarking study published in 2008[37]. The present study and its earlier equivalent for larger seaside towns each cover the same number of towns (37). This facilitates comparisons.

Key points

Overall ranking

- Twenty-two of the 37 smaller seaside towns have deprivation worse than the England average (ie a ranking below 16,242).

[36] This average measure of deprivation across small areas was previously applied by CRESR, in consultation with CLG, in research for CLG on New Deal for Communities and in the benchmarking exercise for larger seaside towns.
[37] C Beatty, S Fothergill and I Wilson (2008) op cit.

- This is slightly lower than the proportion of larger seaside towns with overall deprivation worse than the England average (26 out of 37)[38].

- Mablethorpe, in Lincolnshire, emerges as the most deprived smaller seaside town.

- Two other small seaside towns in Lincolnshire – Chapel St Leonards and Sutton on Sea – come within the top four and neighbouring Skegness is one of the most deprived larger seaside towns[39], suggesting that deprivation is especially marked along this part of the coast.

- In contrast, a number of smaller seaside towns show little evidence of deprivation on this overall indicator.

Income deprivation

- Twenty-five of the 37 smaller seaside towns have income deprivation worse than the England average (ie a ranking below 16,242).

- This is again below the comparable proportion of larger seaside towns (29 out of 37)[40].

Employment deprivation

- Twenty-six of the 37 smaller seaside towns have employment deprivation worse than the English average (ie a ranking below 16,242).

- Again this is lower than the proportion of larger seaside towns (31 out of 37)[41].

- All three smaller seaside towns on the Lincolnshire coast fare particularly badly on this indicator.

Health and disability

- Fourteen of the 37 smaller seaside towns have greater health and disability deprivation than the English average.

- This is markedly less than the comparable proportion of larger seaside towns (28 out of 37)[42].

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[38] Table 22 in C Beatty, S Fothergill and I Wilson (2008) op cit.
[39] Table 22 in C Beatty, S Fothergill and I Wilson (2008) op cit.
[40] Table 23 in C Beatty, S Fothergill and I Wilson (2008) op cit.
[41] Table 24 in C Beatty, S Fothergill and I Wilson (2008) op cit.
[42] Table 25 in C Beatty, S Fothergill and I Wilson (2008) op cit.

- Once more, the three Lincolnshire towns head the list.

Education and skills

- Twenty-two of the 37 smaller seaside towns have greater education and skills deprivation than the English average.

- Again, this is less than the proportion of larger seaside towns (26 out of 37)[43].

- Yet again the three Lincolnshire towns head the list.

Barriers to housing and access to services

- Fewer than half the smaller seaside towns (14 out of 37) are worse than the England average on this indicator.

- This is a lower proportion than for larger seaside towns (18 out of 37)[44].

- A number of small towns in Devon and Cornwall fare particularly badly on this indicator, presumably because of the difficulty in accessing owner-occupation caused by a combination of low wages and high house prices inflated by buyers from outside the area.

Crime

- Only three smaller seaside towns (two of them in Lincolnshire) fare are worse than the England average on this indicator.

- A higher proportion of larger seaside towns fare worse on this indicator (15 out of 37) though none appears to have an especially serious crime problem[45]

Living environment

- Twenty-one out of 37 smaller seaside towns fare worse than the English average on this indicator. This is surprising since air quality is one of the indicators and this is generally good in coastal locations. The figures suggest that the living environment data for seaside towns must be strongly influence by poor housing conditions and the absence of central heating.

[43] Table 26 in C Beatty, S Fothergill and I Wilson (2008) op cit.
[44] Table 27 in C Beatty, S Fothergill and I Wilson (2008) op cit.
[45] Table 28 in C Beatty, S Fothergill and I Wilson (2008) op cit.

- The seven worst seaside towns on this indicator are all in Devon or Cornwall. This may be because the milder climate in the far South West of England makes central heating less essential.

- Once more, the proportion of smaller seaside towns faring badly on this indicator is slightly less than the proportion of larger seaside towns (25 out of 37)[46].

Table 24: Average overall deprivation ranking of LSOAs in England's smaller seaside towns, 2007

	Average ranking
Mablethorpe	3,445
Chapel St Leonards	5,518
Withernsea	7,798
Sutton on Sea	7,821
Watchet	9,395
Mevagissey	11,381
Bude	11,823
Dymchurch/St Marys Bay	12,228
Cromer	12,336
Filey	12,462
Perranporth	12,653
Silloth	13,293
Westward Ho	13,319
Fowey	13,322
Saltburn by the Sea	13,429
Hunstanton	13,505
Padstow	13,667
Portreath	14,333
Mundesley	14,856
Looe	15,210
Seahouses	15,382
Amble	15,405
Wells next the Sea	16,368
Hornsea	16,512
Dartmouth	17,339

[46] Table 29 in C Beatty, S Fothergill and I Wilson (2008) op cit.

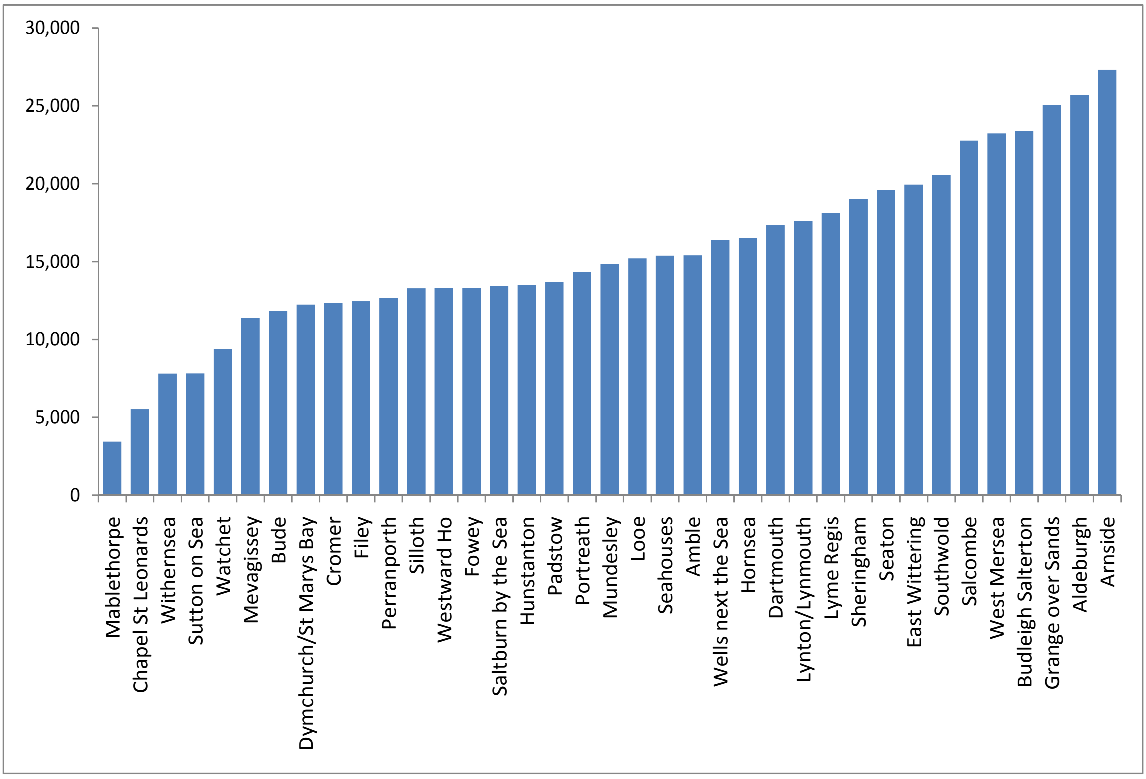
Table 24: Average overall deprivation ranking of LSOAs in England's smaller seaside towns, 2007

Continued

	Average ranking
Lynton/Lynmouth	17,609
Lyme Regis	18,114
Sheringham	19,009
Seaton	19,580
East Wittering	19,932
Southwold	20,552
Salcombe	22,768
West Mersea	23,234
Budleigh Salterton	23,379
Grange over Sands	25,065
Aldeburgh	25,711
Arnside	27,322

Source: Indices of Deprivation

Figure 8: Average overall deprivation ranking of LSOAs in England’s smaller seaside towns, 2007



Source: Indices of Deprivation

Table 25: Average ranking of seaside town LSOAs on income deprivation domain, 2007	
	Average ranking
Mablethorpe	6,085
Withernsea	8,593
Chapel St Leonards	8,945
Watchet	9,653
Sutton on Sea	9,828
Perranporth	11,530
Cromer	11,776
Hunstanton	12,101
Bude	12,147
Filey	12,205
Amble	12,769
Mundesley	13,096
Saltburn by the Sea	13,269
Westward Ho	13,328
Mevagissey	14,081
Wells next the Sea	14,265
Dartmouth	14,313
Lyme Regis	14,519
Dymchurch/St Marys Bay	14,700
Hornsea	14,908
Silloth	15,185
Sheringham	15,220
Fowey	15,280
East Wittering	15,856
Padstow	16,186
Looe	16,549
Seaton	16,831
Salcombe	16,952
Portreath	17,125
Seahouses	17,858
Lynton/Lynmouth	19,040
Southwold	19,328

Table 25: Average ranking of seaside town LSOAs on income deprivation domain, 2007

Continued

	Average ranking
Budleigh Salterton	20,785
West Mersea	21,883
Aldeburgh	23,169
Grange over Sands	24,114
Arnside	26,641

Source: Indices of Deprivation

Table 26: Average ranking of seaside town LSOAs on employment deprivation domain, 2007

	Average ranking
Mablethorpe	1,305
Chapel St Leonards	1,953
Sutton on Sea	2,600
Withernsea	5,498
Dymchurch/St Marys Bay	7,683
Watchet	8,046
Saltburn by the Sea	8,232
Cromer	8,270
Filey	8,717
Westward Ho	8,765
Amble	10,166
Mundesley	10,384
Hornsea	10,783
Hunstanton	11,040
Silloth	11,640
Mevagissey	11,661
Perranporth	11,824
Bude	12,318
Looe	12,505
Seahouses	13,010

Table 26: Average ranking of seaside town LSOAs on employment deprivation domain, 2007

Continued

	Average ranking
Seaton	14,076
Portreath	14,105
Fowey	14,192
Sheringham	14,549
Wells next the Sea	14,862
Southwold	16,095
Dartmouth	16,791
Lyme Regis	16,805
Grange over Sands	17,023
East Wittering	17,323
Budleigh Salterton	18,161
Padstow	19,220
Salcombe	20,896
West Mersea	21,133
Arnside	21,248
Lynton/Lynmouth	22,352
Aldeburgh	24,753

Source: Indices of Deprivation

Table 27: Average ranking of seaside town LSOAs on health deprivation and disability domain, 2007	
	Average ranking
Mablethorpe	2,338
Sutton on Sea	5,042
Chapel St Leonards	5,563
Saltburn by the Sea	7,545
Withernsea	8,511
Dymchurch/St Marys Bay	8,602
Filey	10,594
Watchet	11,012
Silloth	11,098
Hunstanton	11,857
Cromer	12,958
Amble	14,088
Mevagissey	14,370
Westward Ho	15,127
Bude	16,248
Hornsea	16,655
Looe	16,684
Portreath	17,057
Seahouses	17,860
Mundesley	18,129
Perranporth	18,209
Grange over Sands	18,341
Fowey	18,764
Wells next the Sea	19,794
Lyme Regis	19,879
Seaton	20,020
Sheringham	20,069
Dartmouth	20,146
Southwold	20,651
Padstow	21,385
East Wittering	22,534
Arnside	22,617

Table 27: Average ranking of seaside town LSOAs on health deprivation and disability domain, 2007

Continued

	Average ranking
West Mersea	23,019
Budleigh Salterton	23,363
Salcombe	24,079
Lynton/Lynmouth	25,289
Aldeburgh	27,205

Source: Indices of Deprivation

Table 28: Average ranking of seaside town LSOAs on education, skills and training domain, 2007

	Average ranking
Mablethorpe	2,683
Chapel St Leonards	5,522
Sutton on Sea	7,295
Silloth	8,307
Hunstanton	9,170
Withernsea	9,194
Mundesley	9,498
Watchet	9,699
Cromer	9,872
Dymchurch/St Marys Bay	10,124
Wells next the Sea	10,464
Filey	10,492
Amble	12,332
Padstow	12,751
Seahouses	14,056
Perranporth	14,606
Bude	14,776
Westward Ho	14,861
East Wittering	15,052
Southwold	15,311

Table 28: Average ranking of seaside town LSOAs on education, skills and training domain, 2007

Continued

	Average ranking
Sheringham	15,608
Lynton/Lynmouth	16,136
Hornsea	16,275
Fowey	16,857
West Mersea	16,922
Mevagissey	17,120
Dartmouth	17,599
Looe	18,014
Lyme Regis	18,475
Seaton	20,321
Aldeburgh	20,830
Saltburn by the Sea	21,223
Budleigh Salterton	21,327
Portreath	21,720
Salcombe	21,930
Grange over Sands	27,229
Arnside	28,083

Source: Indices of Deprivation

Table 29: Average ranking of seaside town LSOAs on barriers to housing and services domain, 2007

	Average ranking
Bude	3,160
Watchet	3,232
Mevagissey	3,740
Fowey	4,641
Padstow	5,856
Perranporth	6,617
Portreath	7,323
Lynton/Lynmouth	7,566
Westward Ho	8,134
Seahouses	8,465
Dymchurch/St Marys Bay	14,176
West Mersea	14,299
Arnside	15,513
Chapel St Leonards	15,906
Budleigh Salterton	16,715
Aldeburgh	17,028
Seaton	17,861
Silloth	18,588
Mundesley	18,659
Wells next the Sea	19,472
Looe	19,710
Lyme Regis	19,848
Dartmouth	19,858
East Wittering	20,502
Sutton on Sea	21,216
Withernsea	21,704
Sheringham	22,589
Mablethorpe	22,825
Filey	23,408
Grange over Sands	23,499
Hornsea	24,960
Cromer	25,085

Table 29: Average ranking of seaside town LSOAs on barriers to housing and services domain, 2007 *Continued*	
	Average ranking
Salcombe	25,391
Saltburn by the Sea	25,548
Amble	26,995
Hunstanton	27,695
Southwold	31,980

Source: Indices of Deprivation

Table 30: Average ranking of seaside town LSOAs on crime domain; 2007	
	Average ranking
Chapel St Leonards	7,479
Withernsea	8,983
Mablethorpe	10,479
Saltburn by the Sea	16,624
Dartmouth	17,658
Portreath	18,141
Looe	18,694
Lynton/Lynmouth	19,374
Hornsea	19,556
Mevagissey	19,622
East Wittering	19,642
Amble	20,331
Silloth	20,662
Salcombe	21,065
Padstow	21,689
Hunstanton	22,107
Sutton on Sea	22,520
West Mersea	22,811
Perranporth	23,218
Wells next the Sea	23,419

Table 30: Average ranking of seaside town LSOAs on crime domain; 2007

Continued

	Average ranking
Fowey	23,761
Cromer	25,199
Lyme Regis	25,251
Bude	25,295
Watchet	25,795
Filey	26,243
Seaton	26,729
Mundesley	27,353
Westward Ho	27,375
Southwold	27,781
Dymchurch/St Marys Bay	28,373
Seahouses	29,261
Aldeburgh	29,552
Sheringham	29,598
Budleigh Salterton	31,306
Arnside	31,428
Grange over Sands	31,519

Source: Indices of Deprivation

Table 31: Average ranking of seaside town LSOAs on living environment domain, 2007

	Average ranking
Portreath	3,626
Fowey	3,839
Mevagissey	4,021
Lynton/Lynmouth	4,705
Padstow	5,483
Looe	5,734
Perranporth	7,335
Lyme Regis	9,380
Southwold	9,815
Withernsea	11,193
Filey	11,745
Cromer	12,087
Bude	12,214
Wells next the Sea	12,459
Dartmouth	12,618
Salcombe	14,299
Mablethorpe	14,594
Seahouses	15,424
Watchet	15,984
Silloth	16,100
Hunstanton	16,212
Aldeburgh	16,635
Westward Ho	16,925
Chapel St Leonards	17,800
Budleigh Salterton	18,362
Sheringham	18,512
Hornsea	19,349
Saltburn by the Sea	19,764
Seaton	19,959
Grange over Sands	20,859
Mundesley	21,223
East Wittering	22,841

Table 31: Average ranking of seaside town LSOAs on living environment domain, 2007

	Continued
Dymchurch/St Marys Bay	23,196
Arnside	23,635
West Mersea	26,309
Amble	27,177
Sutton on Sea	27,695

Source: Indices of Deprivation

4. Assessment

The social and economic conditions in a locality tend to be complex and multi-dimensional, making it hard for any single indicator to encapsulate the full range of local strengths or weaknesses. This applies to England's smaller seaside towns as much as anywhere else.

The present report presents a range of statistics. Some of these are for a single point in time, others for trends over time. Inevitably, this is a difficult pattern to interpret. There is nevertheless substantial interest in placing England's smaller seaside towns in the context of wider social and economic patterns, and in assessing the extent to which they differ from larger seaside towns.

How disadvantaged are England's smaller seaside towns?

The report includes approaching 30 indicators on which England's smaller seaside towns can be ranked and compared with the average for England as a whole. On rather more than half of these indicators the average for smaller seaside towns is worse than for England as a whole. The indicators on which smaller seaside towns score 'worse' than the England average include:

- Employment rate
- Proportion of workforce with no qualifications
- Proportion of pupils attaining 5 A-Cs
- Incapacity benefit claimant rate
- Overall working age claimant rate
- Seasonal unemployment
- Earnings (district)
- New business registrations (district)
- GVA per head (sub-region)
- Households lacking key amenities
- Overall deprivation
- Income deprivation
- Employment deprivation
- Education and skills deprivation
- Living environment

On the other hand, the scale of the disparity between the average for smaller seaside towns and the average for England is not always large and there are some variables on which smaller seaside towns appear to be faring well relative to England as a whole, for instance:

Employment growth (pre-recession)

Lone parents on Income Support

Pension Credit claimants

Increase in claimant unemployment (to January 2010)

Business stock (district)

Overcrowded households

Health deprivation

Barriers to housing and services

Crime

In addition, on most indicators there is a considerable spread of performance, usually with several smaller seaside towns showing better figures than England as a whole.

A balanced view, taking account of a range of statistical evidence, would be that on average England's smaller seaside towns are rather more disadvantaged than the rest of the country, but not markedly so.

How do they differ from larger seaside towns?

This conclusion – that smaller seaside towns are on average more disadvantaged than the rest of England, but not markedly so – is the same as the conclusion for larger seaside towns in the parallel report published in 2008[47]. There are however important differences.

Overall, smaller seaside towns appear to be marginally less disadvantaged than their larger counterparts. This is clearest in respect of the Indices of Deprivation. On the overall index, and on all the indices for individual domains, the proportion of smaller seaside towns with deprivation above the England average is less than the equivalent proportion of larger seaside towns.

Detailed figures also highlight important differences:

- Smaller seaside towns have a much higher proportion of older people – 34 per cent of their population is over state pension age, compared to just 25 per cent in larger seaside towns

- A much higher proportion of the jobs in smaller seaside towns is in 'distribution, hotels and restaurants' – 41 per cent, compared to 29 per cent in larger seaside towns

- Smaller seaside towns are worse affected by seasonal unemployment

[47] C Beatty, S Fothergill and I Wilson (2008) op cit.

- The stock of VAT registered businesses, in relation to population, is on average greater in the districts containing smaller seaside towns

- Average earnings in the local labour market are on average markedly lower than in the districts covering larger seaside towns

- Smaller seaside towns are also more likely to found in sub-regions where GVA per head is well adrift of the England average.

What these differences reveal is that, apart from the obvious point about size, smaller seaside towns are different in character from their larger counterparts. They tend to be more reliant on the seaside tourist trade, and as a result low wages, seasonal unemployment and a proliferation of small businesses are more common. They are also retirement destinations to an even greater extent than larger seaside towns. What most smaller seaside towns lack is the more diverse economic base that in many larger seaside towns dilutes the local dependence on tourism and retirement.

What the differences between larger and smaller seaside towns also reflect, to some extent, is *regional location*. Several of the more significant larger seaside towns – Brighton, Bournemouth, Eastbourne, Worthing, Bognor Regis, Southend and Thanet for example, are either part of the South East region or immediately adjacent to it. By contrast, a higher proportion of the smaller seaside towns are more remote locations, for example in the far South West of England or along the East Anglian coast. Seaside towns in these more remote locations were never as likely to benefit as greatly from the overspill of people and jobs from London and its immediate hinterland.

How do they compare with other rural areas?

All the smaller seaside towns covered in the report have a population of less than 10,000 and all are therefore officially 'rural' settlements according ONS definitions. As seaside resorts, they are however different in important respects from other rural areas, including other rural towns. In the statistics presented here, these differences are most pronounced in the much higher proportion of the smaller seaside town population that is above state pension age, and in the much higher proportion of jobs in shops, hotels and restaurants.

The differences extend to issues of prosperity as well. On a range of socio-economic indicators, smaller seaside towns appear distinctly more disadvantaged than the average for rural areas:

- The employment rate is lower than the average for rural areas
- A smaller proportion of the workforce are white-collar workers
- Fewer of the workforce have high-level qualifications
- Fewer schoolchildren achieve five good GCSEs

- Markedly more residents are benefit claimants
- Average earnings are lower
- Overcrowded housing and a lack of basic amenities are more widespread.

These differences are often sharper than the differences between smaller seaside towns and their larger counterparts, or between smaller seaside towns and the national average.

In effect, the data tells us that smaller seaside towns are on average probably well towards the ‘disadvantaged’ end of the spectrum within rural England, even if comparisons with national and regional averages show them in more favourable light.

This is of course a generalisation, and there are unquestionably a number of individual smaller seaside towns that could not be described as disadvantaged by whatever standards. In addition, the averages for rural areas will often hide a dichotomy between two different social groups living side-by-side in largely the same physical space – on the one hand more affluent long-distance commuters, and on the other hand local residents who face much more limited job opportunities and life-chances. Often by virtue of their peripherality, smaller seaside towns will lack the leavening influence on socio-economic statistics of a large group of affluent long-distance commuters.

The variation between towns

The Indices of Deprivation offer the best composite guide to the degree of disadvantage in individual towns. Three domains within the Indices – income, employment, and education and skills – together offer a reasonable guide to the more ‘economic’ dimensions of disadvantage.

Five towns appear every time on the list of the ten least disadvantaged smaller seaside towns, in terms of these ’economic’ domains, and a further three appear twice. These towns, which might therefore be seen as having the **least economic problems** among England’s smaller seaside towns, are *in alphabetical order*:

- Aldeburgh
- Arnside
- Budleigh Salterton
- Grange over Sands
- Lynton/Lynmouth

- Portreath
- Salcombe
- West Mersea.

At the other end of the spectrum, six towns figure among the most disadvantaged ten seaside towns in all three of the 'economic' domains in the Indices of Deprivation, and a further three appear twice. These smaller seaside towns, which might therefore be seen as having the **greatest economic problems**, are *in alphabetical order:*

- Chapel St Leonards
- Cromer
- Dymchurch/St Mary's Bay
- Filey
- Hunstanton
- Mablethorpe
- Sutton on Sea
- Watchet
- Withernsea.

The notable feature of this second list is that seven of the nine towns are on the East Coast.

To some extent the difference between the two lists reflect a difference in *function*. Some of the smaller seaside towns that display few signs of socio-economic disadvantage are essentially middle-class residential settlements, either for commuters to neighbouring urban areas of for retirees. In contrast, a number of the more disadvantaged smaller seaside towns are classic 'resorts', often remote from commuting opportunities.

Furthermore, socio-economic disadvantage is not necessarily associated with declining (or only slowly growing) population. In fact, the three smaller seaside towns with the fastest growing population (Table 2) are three of the most deprived – the Lincolnshire trio of Mablethorpe, Sutton on Sea and Chapel St Leonards. The same three towns have also experienced the largest increases in the working-age benefit claimant rate (Table 12). A plausible explanation would be that in-migration is occurring among some of the least well-off, often towards the back end of their working lives, including men and women already on benefits. Caravan parks – which are especially numerous along the Lincolnshire coast – seem likely to play a role in this. These men and women are moving into smaller seaside towns that already experience socio-economic disadvantage, and in doing so exacerbate that disadvantage.