



Lancashire
Enterprise Partnership

Blackpool, Fylde and Wyre Labour Market Intelligence Factsheets



Part of the 2018 Lancashire Labour Market Intelligence Toolkit

These factsheets provide information about the labour market in **Blackpool, Fylde and Wyre**. The factsheets are part of the **2018 Lancashire Labour Market Intelligence (LMI) Toolkit**. More information can be found [here](#)



European Union
European Social Fund
Investing in jobs and skills



Introduction to the Labour Market and the Blackpool, Fylde and Wyre Travel to Work Area



The **Labour Market** includes the supply of labour by households and the demand for labour from employers.



The **Supply of Labour** is made up of the people who live and/or work in the area, the skills they have and the number of hours they want to work.



The **Demand for Labour** comes from employers (businesses and public sector organisations) – what they need in terms of skills and the number of hours they need people to work.

When there is a **mismatch** between supply and demand:



Some people might be **unemployed**, or unable to find the type of job they want to do.



Some **employers might not be able to find the workers they need**, or might have to make do with workers who don't have quite the right skills for the job.






A **Travel to Work Area** is where most of the people who live in the area also work there. Not everyone who lives in Blackpool, Fylde and Wyre works there – some people commute to jobs in the surrounding area.

The Labour Market in Blackpool, Fylde and Wyre

327,400	People live in the area
193,300	Are of 'working age' (aged 16-64 years)
136,900	Are in work
Four-fifths	Work within Blackpool, Fylde and Wyre
One-fifth	Work outside the area (mainly in Preston)
50,900	People of working age aren't in work

There are lots of reasons why working age people aren't in work:

10,900	Have retired early or have 'other' reasons for not working
10,500	Have a long-term illness which means they can't work
10,400	Are looking after the family or home 
9,800	Are students 
8,300	Are unemployed 

Jobs held by people who live in Blackpool, Fylde and Wyre – A fifth of these people work outside the area

People who live in Blackpool, Fylde and Wyre work in the following occupations:



Across the labour market as a whole, **the number of jobs requiring higher level skills and qualifications has been increasing.**

How much do people in different jobs earn?



Different jobs require different levels of **skills, qualifications and experience**, and pay different levels of wages. Where you live also affects how much you earn – people who live in more expensive areas (like London) need higher wages because the costs of living (like rent and travel costs) are higher.



Average (median) full-time earnings range from £22,900 a year for people who live in Blackpool, to £30,500 for people living in Fylde.

The table below shows average salaries for some jobs. This is based on national data – wages in Blackpool, Fylde and Wyre are likely to be lower, because the cost of living here is lower.

		Starting Salary	When Experienced
Professionals	Solicitor:	£25,000	£40,000+
	Architect:	£27,500	£35,000+
	Doctor:	£26,000	£37,500+
Skilled Trades	Motor Mechanic:	£18,000	£21-27,000
	Electrician:	£18,000	£25-35,000
	Chef:	£16,000	£20-30,000
Associate professionals and technicians	IT Support Technician:	£16,000	£22-24,000
	Graphic Designer:	£16,000	£20-30,000
	Paramedic	£22,000	£28,500
Administrative and secretarial occupations	Admin Assistant:	£14,000	£19-23,000
	Office Manager:	£18,000	£25-30,000
Caring, leisure and other service occupations	Hairdresser:	£14,000	£14-24,000
	Nursery Worker:	£14,000	£17-22,000
Managers, directors and senior officials	HR Manager:	£35,000	Up to £75,000
	Sales Manager:	£22,000	£30-60,000
Sales and customer service occupations	Sales Assistant:	£11,000	£16-20,000
	Call Centre Operator:	£13,500	£16-19,000
Elementary occupations	Postal Worker:	£13,500	£19,000
	Security Worker:	£13,000	£22,000
	Catering Assistant:	£11,500	Up to £16,500
Process, plant and machine operatives	Sewing Machinist:	£14,000	£15-17,500
	Scaffolder:	£14,000	£17,000

Employers based in Blackpool, Fylde and Wyre

Jobs are available with a **range of employers:**

Private businesses



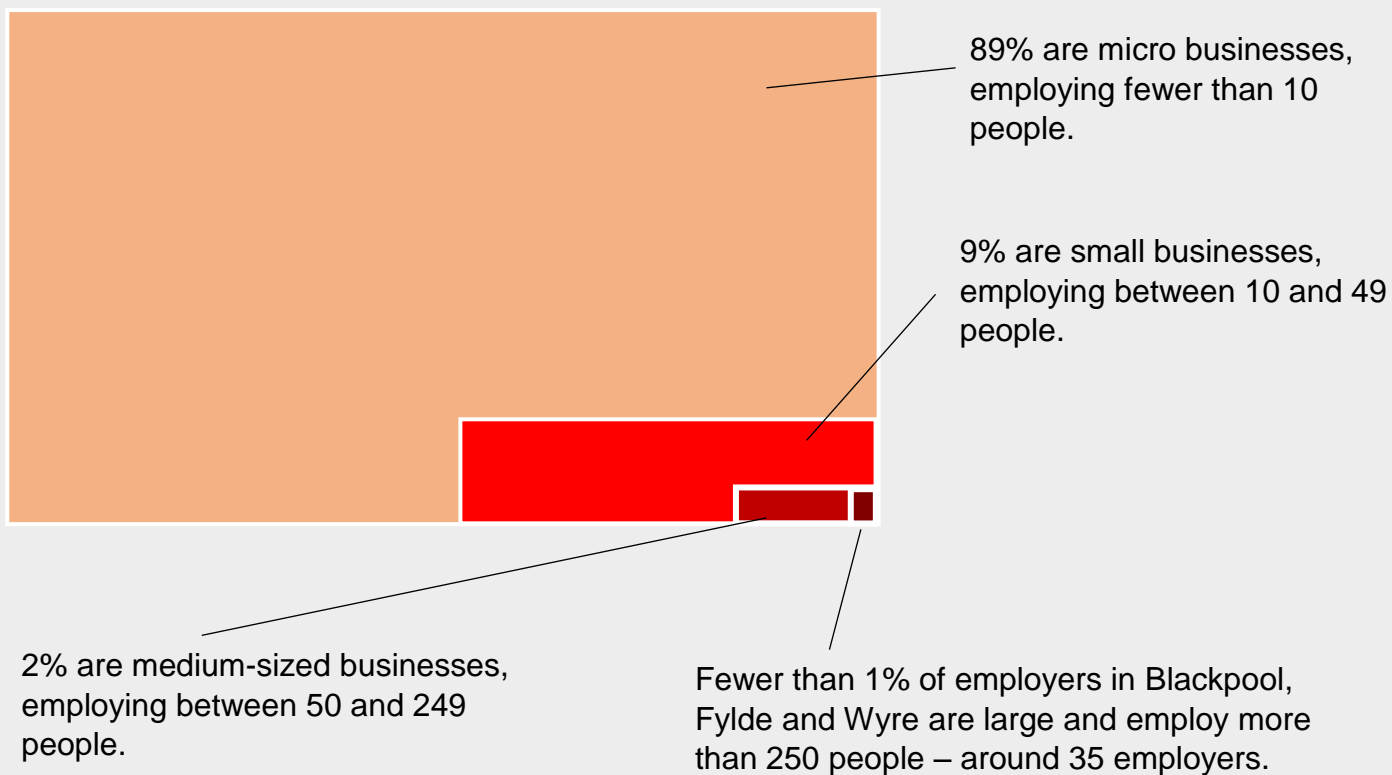
The public sector



Charities and voluntary organisations



There are **11,300 businesses** in Blackpool, Fylde and Wyre:



89% are micro businesses, employing fewer than 10 people.

9% are small businesses, employing between 10 and 49 people.

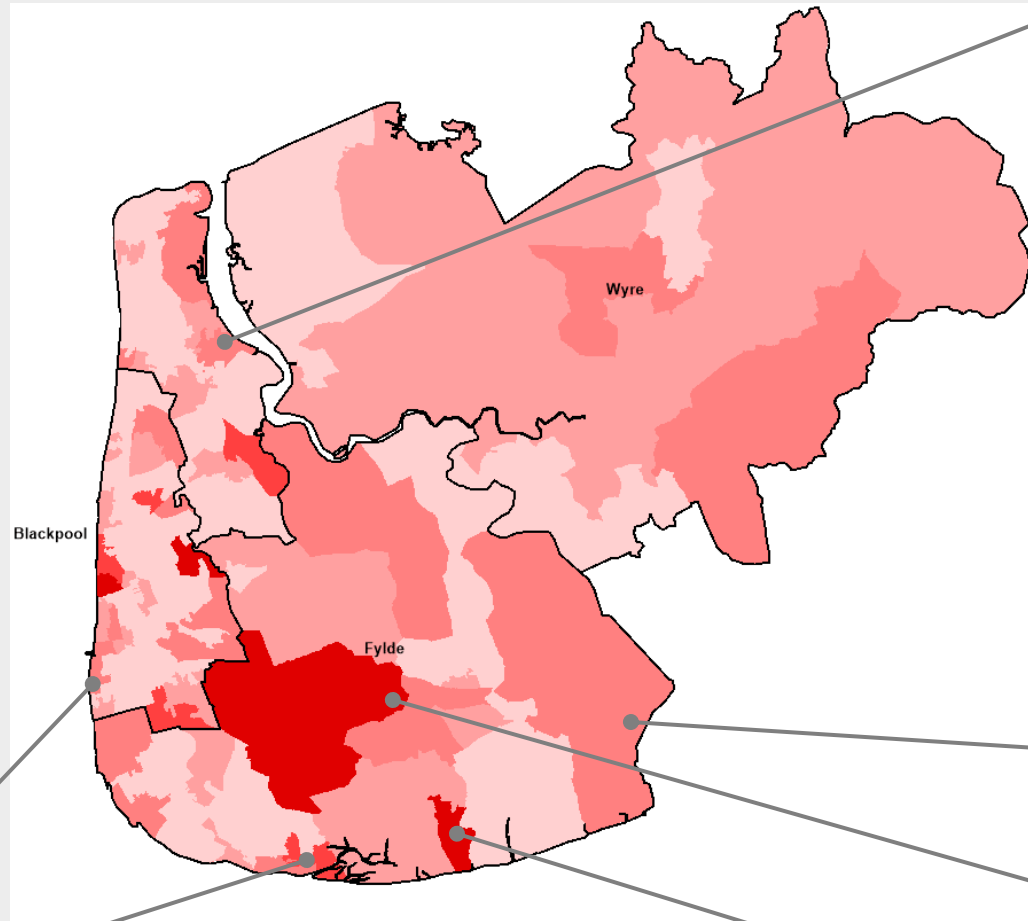
2% are medium-sized businesses, employing between 50 and 249 people.

Fewer than 1% of employers in Blackpool, Fylde and Wyre are large and employ more than 250 people – around 35 employers.

Location of Employment and Key Employers in Blackpool, Fylde and Wyre

This map shows where employment is concentrated across Blackpool, Fylde and Wyre. Darker areas have higher numbers of jobs. Employment is generated by 11,300 micro, small, medium and large employers based in the area.

The boxes highlight the location some of the area's key employment locations and employers.



North Preston

AFN Transport (Transport and storage)
Victrex Plc. (Manufacturing)

Blackpool South Shore

Blackpool Pleasure Beach (Arts, entertainment and recreation)
Napthens Solicitors (Professional, scientific and technical services)

Lytham

Farmgen (Energy supply)
AXA (Finance and insurance)

Lea

Springfield Fuels Ltd. (Manufacturing)

Wesham

Fox's Biscuits (Manufacturing)

Warton Aerodrome

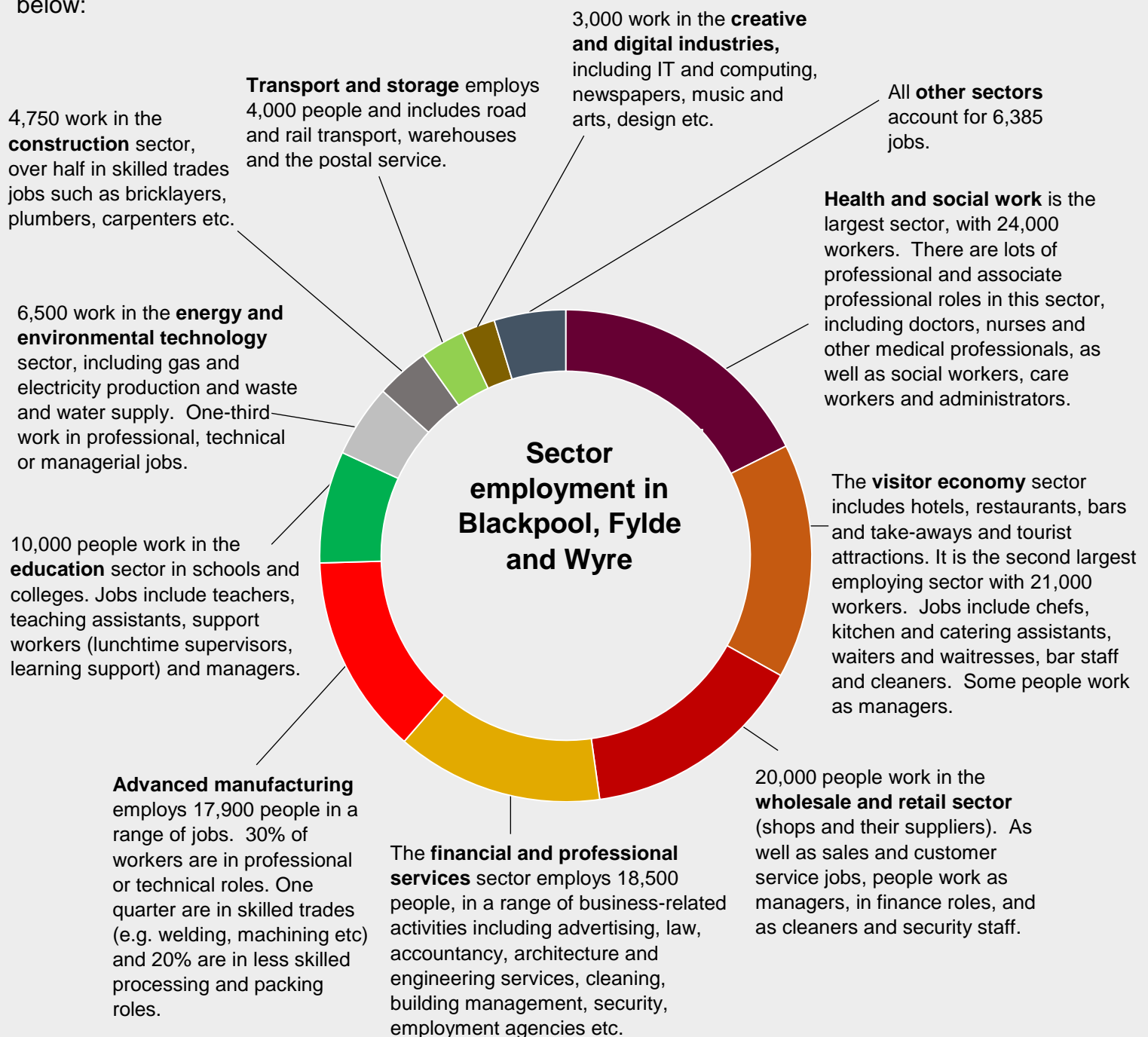
BAE Systems (Manufacturing)

Jobs available in Blackpool, Fylde and Wyre

Employers are classed as being in different '**sectors**', according to what they make or do.

Some jobs are found in all sectors (e.g. Managers, Finance Officers, IT workers and people with digital skills); others are concentrated in particular sectors (e.g. Bricklayers work in the construction sector, Doctors work in the health sector).

The largest sectors in Blackpool, Fylde and Wyre, and the jobs available within them, are shown below:



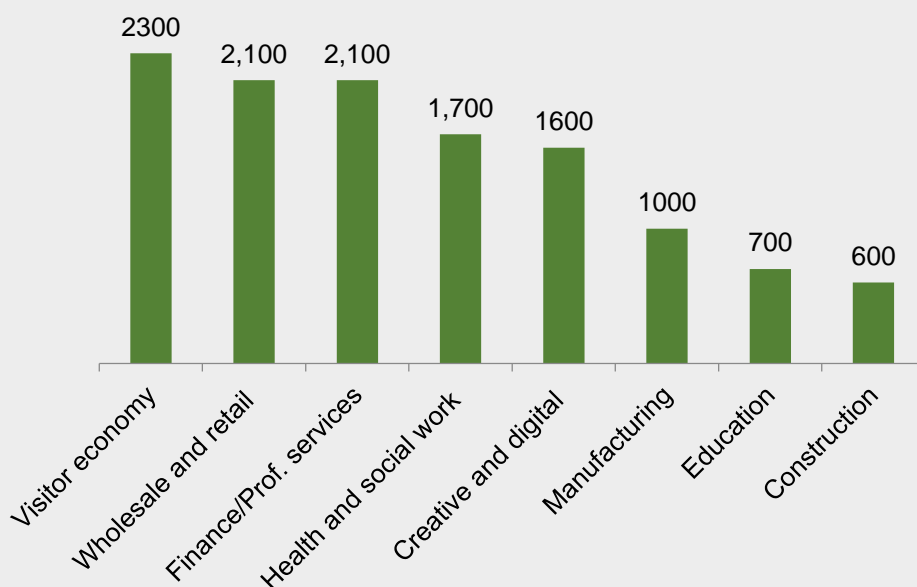
The **economy and labour market are always changing**, with jobs being lost and new ones created.

Some job opportunities arise because businesses or sectors are **growing**.

Others come about because of '**churn**' within the labour market – when current workers change jobs or retire. This is called '**replacement demand**'.

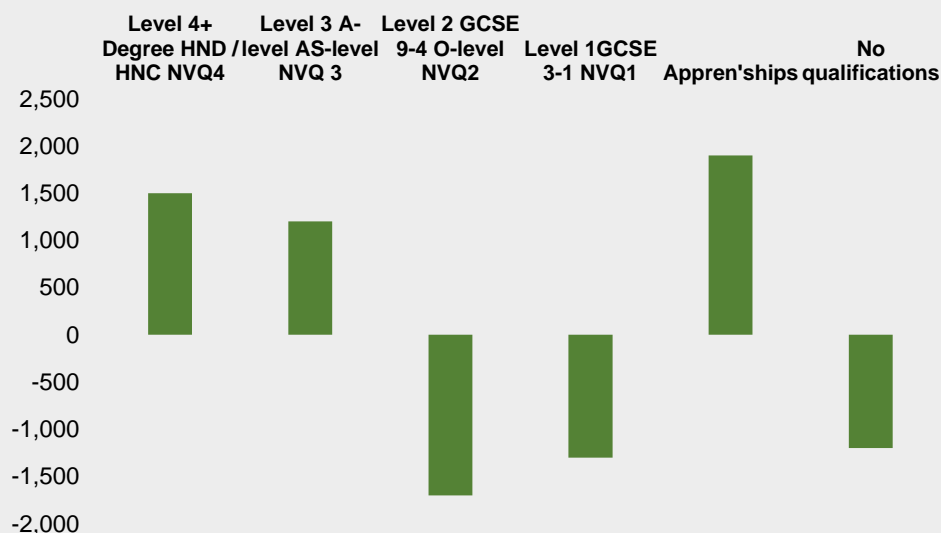
Every year, there are thousands of job opportunities in Blackpool, Fylde and Wyre.

These charts show how many job opportunities are expected to be created each year. The visitor economy and the wholesale and retail sector both have a lot of 'churn' (people moving jobs), so will have the highest number of opportunities.



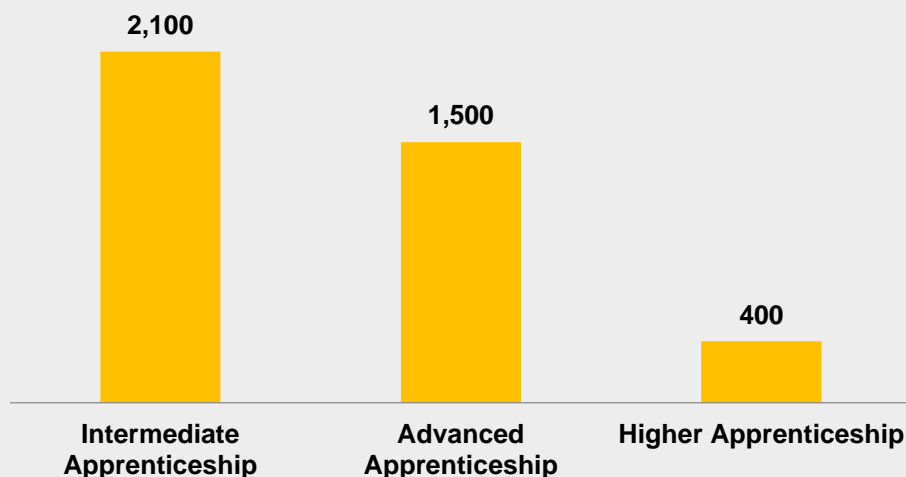
Demand is increasing for workers with higher level qualifications (level 3 and 4) and apprenticeships.

Demand for workers with no and lower level qualifications is expected to continue to fall.



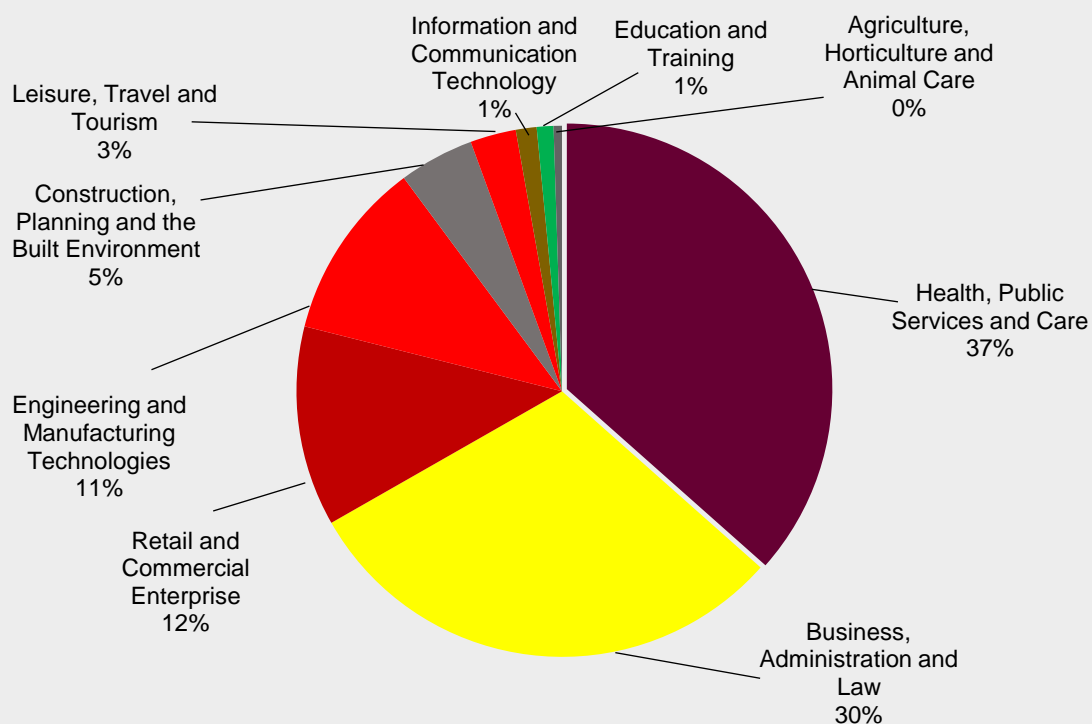
More employers are choosing apprenticeships as a way to get the people and skills they need. An apprenticeship gives people hands-on experience, a salary and the opportunity to train while they work, in a range of different industries.

3,950 people started an apprenticeship in Blackpool, Fylde and Wyre in 2016/17. Nearly half of these were advanced or higher level apprenticeships.



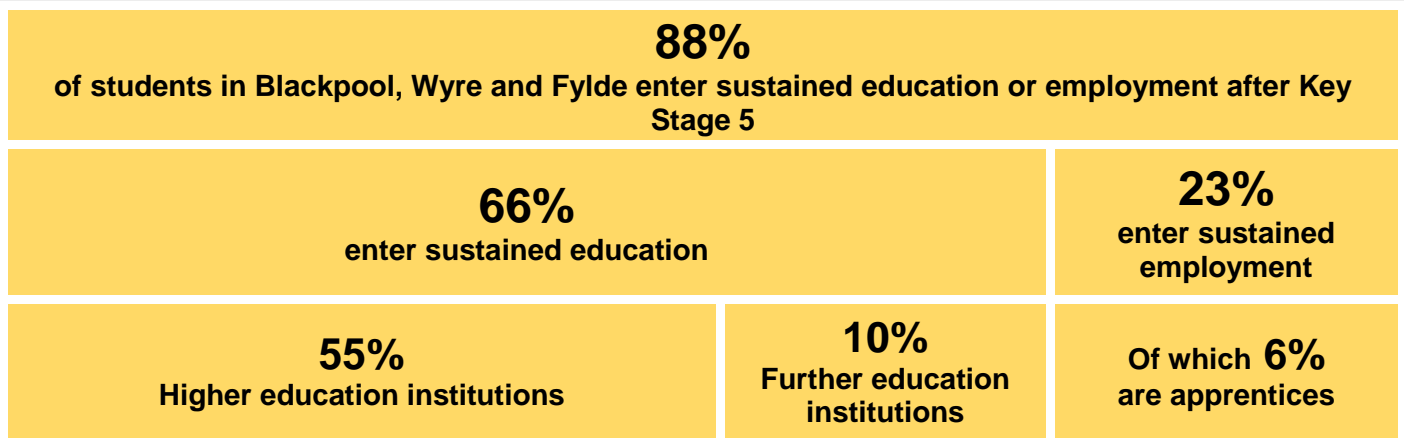
Apprenticeship starts are broadly in line with the main employment sectors:

- Health, public services and care can prepare you for the health and social work sector.
- Business, administration and law for a career in the financial and professional services.
- Retail and commercial enterprise for the retail, wholesale and other services sectors.

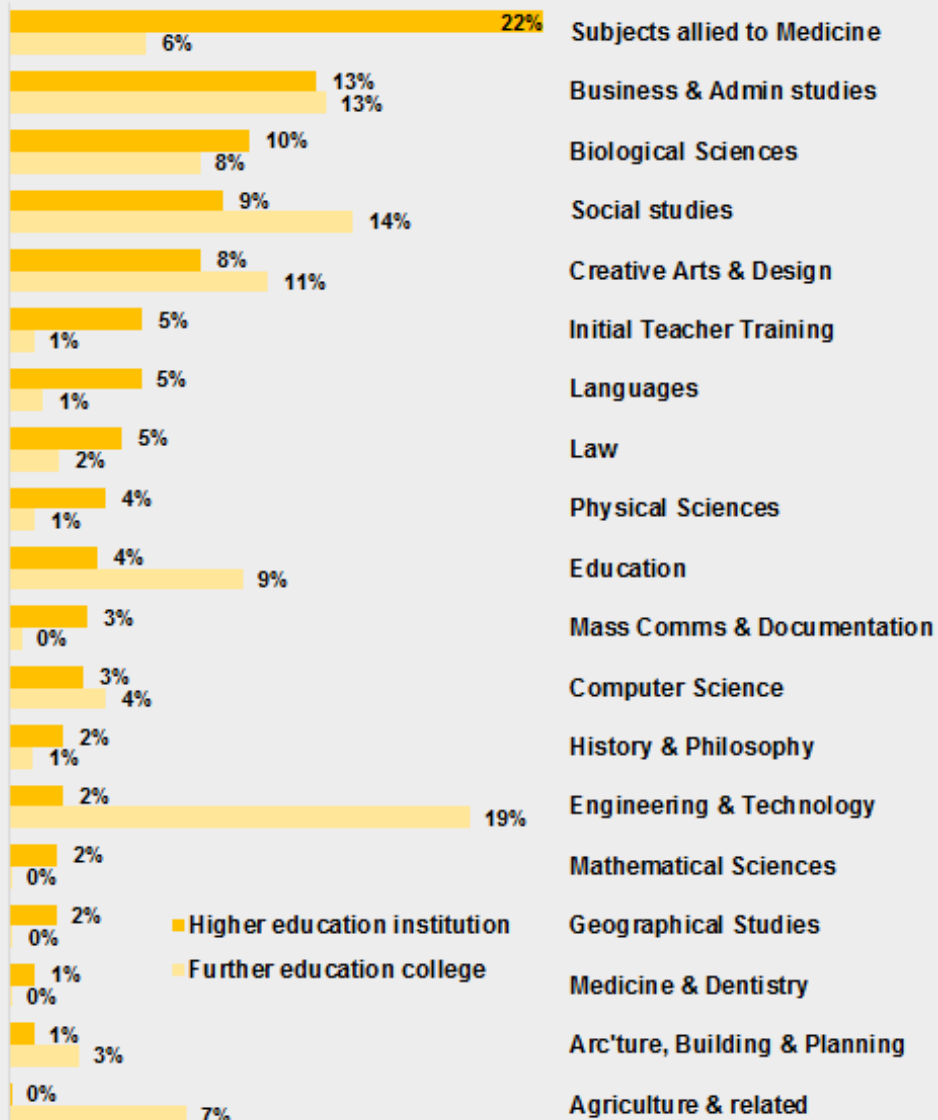


Options for those aged 18+

At the age of 18, some young people continue in education at a higher education institution (e.g. university) or further education institution (e.g. college), whilst others enter employment or become an apprentice.



49% of Lancashire residents who enter higher education study in Lancashire, either at University or at one of the twelve Further Education Colleges which provide higher education. Higher education students in Lancashire study a range of subjects:





For more detailed information on the labour market in Lancashire:

Lancashire Skills and Employment Hub

<https://www.lancashireskillshub.co.uk/>

For more detailed information on jobs and careers:

National Careers Service

<https://nationalcareersservice.direct.gov.uk/>

For information on education, training and routes into work:

Colleges:

<http://www.tlc.ac.uk/>

Universities:

<https://www.ucas.com/>

Apprenticeships and Traineeships:

<http://www.getingofar.gov.uk/>

Training Providers:

<http://www.lancsforum.co.uk/>