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Masters in Business Administration (MBA)

Dissertation

Economic growth and housing development in English seaside towns with an ageing population

Gary Guiver

Student Number: 1416758

Abstract

This research set out to explore the economic, demographic and housing challenges facing some of England's seaside towns and to answer the question *"how could seaside towns harness the opportunities presented by an ageing population to address their economic challenges and meet the housing and employment needs of the wider population?"*

Following a review of relevant literature, a combination of primary and secondary research was adopted including a questionnaire to planning and economic development officers working in coastal authorities, an analysis of published economic and demographic statistics and a review of authorities' economic strategies, local plans, housing market assessments and older people strategies. The purpose of this research was to validate, or otherwise challenge, some of the assertions as to how seaside towns might be able to harness economic growth against the backdrop of an ageing population.

The ideas tested included the concept of boosting the rate of housing development and population growth as a means of generating demand for goods and services in the economy and meeting the future housing needs of all sectors of the population; prioritising growth and innovation in care and assisted living to meet the needs of an ageing population; actively encouraging the in-migration of the active and increasingly mobile retired by building and marketing communities around their social and economic demands; and creating new settlements to cater specifically for younger and working age people within a commutable distance of surrounding employment opportunities.

The research finds that there is no one generic response that will address the challenges facing all seaside towns as their issues are complex and different from place to place. However, faced with inherent geographic constraints that act as a barrier to business investment and often strong local resistance to development and change from the resident community, one or more of the tested approaches could be considered by coastal authorities keen to tackle unemployment and foster a diverse economy in their area.

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Section 1: Introduction

Background and context

Many of England's seaside towns emerged and developed around economies based on traditional maritime or tourism activities. With the decline of these activities *"in the face of competition from low-cost European package holidays"* (Shared Intelligence 2010: p8), seaside towns have needed to change. Many have evolved from seasonal holiday resorts to become permanent residential communities however some are affected by inherent geographic constraints which act as severe barriers to growth, limiting their ability to attract private sector investment and higher-paid employment opportunities in a competitive free market economy. Many now suffer with unemployment, poor health and deprivation with a large proportion of working age residents either having to commute considerable distances for work or being reliant on local employment in lower-paid service-sector industries including public administration, health and education.

Notwithstanding some of these inherent barriers to private investment and economic growth, seaside towns continue to be popular for retirement and many have attracted a higher than average, and growing, proportion of older and retired residents. For some, this trend raises concern about the provision, cost and capacity of health services; public image, from a marketing and investment perspective; and the tendency for, and ability of, some groups of older people to influence decision makers to resist economically-beneficial development that might serve the population's needs as a whole. For others however, the ageing population presents many positives such as sustaining essential local services that provide employment and promoting and maintaining a peaceful and attractive environment.

With people generally living longer and healthier lives, the proportion of older people living in our seaside towns is likely to increase in future years. This research therefore sought to explore, beyond popular stereotypes, the real advantages and disadvantages of the ageing population in seaside towns to then identify possible ways to embrace and maximise the opportunities whilst still catering for the needs and demands of the whole population, including younger and working age people, the socially (and potentially economically) active 'young retired' and the arguably more dependent 'old retired' (Bench et al: 2006).

Rationale

The author's interest in this topic was as an employee of Tendring District Council (TDC), the local authority for the 'sunshine coast' of Essex and the seaside resort of Clacton-on-Sea where, in 2013, consultants Regeneris were commissioned to develop an 'Economic Strategy' identifying measures to *"create the conditions to stimulate economic growth and to deliver changes in Tendring's economy that will benefit businesses, residents, the workforce and visitors"* (Regeneris 2013: p1). One of the key recommendations was to increase the population by building more homes. *"Given the importance of the local service economy to Clacton, sensible planned housing development and population growth should be seen as a core component of the town's evolution. Not only will this support improvement, diversification and quality in the town, it will drive business creation, satisfying demand for local people to establish and grow their businesses"* (ibid: p21).

Another study produced for TDC by consultants HDH Planning and Development was the 'Strategic Housing Market Assessment' (SHMA) (2013) designed to *"identify the scale and mix of housing and the range of tenures that the local population is likely to need"* which *"meets household and population projections, taking account of migration and demographic change"* (CLG 2012: p39). The assessment found that *"the main drivers of the housing market in Tendring is inward migration (principally from elsewhere in the country)"* (HDH 2013: p7) and that it is anticipated that the number of older people will *"grow quite notably; with the number of people aged 90 or over expected to almost double by 2029"* (ibid: p65). In preparing a new Local Plan to guide future development, TDC is required to plan for a significant increase in housing to meet projected population growth and this has attracted considerable public interest and strong objection from residents, particularly amongst older and retired people.

Because the evidence suggested that housing development is needed to generate economic growth in seaside towns like Clacton and that demand for housing will most likely be driven by the in-migration of older residents, it raised questions about the challenges of an ageing population. A literature review of existing articles and research relating to the topics of regenerating seaside towns and understanding the challenges and opportunities presented by an ageing population was undertaken in 2014, but this revealed that there had been very limited research on the possible ways of harnessing the opportunities of an ageing population to support the economy of struggling seaside towns – described by Shared Intelligence (2010) as *"the least understood of Britain's 'problem' areas"* (p2).

Research question

The following research underpins this research: *"How could seaside towns harness the opportunities presented by an ageing population to address their economic challenges and meet the housing and employment needs of the wider population?"*

Research objectives

The objectives of the research arising from this overarching question were:

1) to understand the economic challenges facing seaside towns and the barriers to addressing those challenges;

2) to understand the implications of an ageing population on the economy of seaside towns;

3) to identify measures that could support the economy of seaside towns; and

4) to understand the implications of an ageing population on the needs of the wider population and identify measures aimed at ensuring they are also met.

Research methodology

To answer the research question and address each of the research objectives, a combination of primary and secondary research was employed to compare and contrast the challenges facing twenty comparable seaside towns across England and their local authorities' attitude toward, and response to, those challenges; where possible identifying examples of successful approaches adopted both in England and elsewhere in the world. The primary research consisted of a questionnaire to planning and economic development officers working for the local authorities of towns concerned and the secondary research included an analysis of published economic and demographic statistics and a review of local authorities' published strategies. The findings of the research were tested against established academic theory and models from the field of business and management and compared with the findings of the literature review to formulate conclusions and recommendations.

Research problem

This research will be of interest and use to local authorities in coastal areas embarking upon the process of preparing a local plan or economic strategy in response to government requirements to plan for growth and against the backdrop of an ageing and increasingly influential and resistant electorate. It might also provide useful reference material for comparable authorities facing strong opposition to development proposals to reconcile the economic benefits of growth with the perceived negative impacts when justifying those proposals to residents or local politicians.

This research topic could have been approached from a variety of angles and adopting different research methods; therefore the approach that was taken has certain limitations. Approached from the perspective of a local authority employee with certain time and resource constraints and with primary research focussed on the views of fellow local authority professionals, the findings are vulnerable to bias and do not encapsulate all issues arising from the subject.

It does not, for example, explore in any detail, the range of factors act as a barrier to investment in seaside towns from the perspective of businesses operating in a competitive free market economy; the practical, operational and financial issues faced by the NHS and other health providers; the commercial considerations that would affect the investment decisions of house builders; or the express views of residents or politicians living in the towns concerned.

In selecting only twenty seaside towns to compare and contrast as part of the research, it is also accepted that it does not encapsulate the full range of issues faced by all coastal areas – including, for example, those with historic routes in shipping or fishing as opposed to tourism. The amount of statistical research undertaken as part of this research was also restricted by the author’s limited time and resources and it is accepted that other variables could be compared and contrasted to explore the subject from other angles or in more detail to gain a more comprehensive understanding.

Finally, because the research topic is controversial and politically sensitive, the author was very careful throughout the research to adopt a politically neutral stance – particularly in the run up to general and local elections planned for 2015. In seeking to stick to facts rather than express opinions, it is accepted that the research approach is not as ‘critical’ as it might have been, for example, if the author and the respondents to the questionnaire were not local government employees.

Section 2: Literature Review

Economic challenges

Marsden and Heath's (1999) article 'a future for the seaside resort', argued that the challenges of deprivation facing seaside towns were not being recognised as a priority for national and EU policy and that this deprivation was often *"being disguised by proximity to more affluent areas"* (Marsden et al 1999: p107). The article argued that public bodies needed to work together in a more coordinated fashion to attract funding from Europe and other sources to help seaside towns diversify away from their economic reliance on seasonal activities, exploit growing markets in activity and event-based holidays, heritage and business tourism and short visits from residents living in surrounding areas. Regional Development Agencies (RDAs) (which have since been abolished) were in their infancy and the writer was hopeful that these RDAs would provide a mechanism for securing the required funding.

Although this article is 16 years old, many of the economic challenges facing seaside towns are as relevant, if not more acute, today and with the abolition of RDAs and the setting up of Local Enterprise Partnerships mainly concerned with driving growth and job creation in strategic locations with good connections, the argument that coastal deprivation is being disguised by proximity to more affluent areas remains relevant.

A 2007 report from the House of Commons Communities and Local Government Committee identified a number of economic challenges facing coastal towns in England including their physical location, the in-migration of older people and low-paid employment. The report criticised the lack of research into seaside towns and the lack of a coordinated approach by public bodies to tackle these issues, supporting the concerns of Marsden and Health (1999).

'Shared Intelligence' (2010) prepared a briefing paper to inform a round table discussion that would explore these issues and inform the preparation of a policy framework aimed, specifically at addressing the challenges facing seaside towns. The paper again reiterated the view expressed by Marsden and Heath (1999) that the deprivation of seaside towns was not properly recognised at national and European levels and that a coordinated approach to tackling coastal issues was required.

This was followed in 2010, by the publication by the Department for Communities and Local Government of a document entitled 'Strategy for seaside success: Securing the future of seaside economies'. It focussed mainly on making funding available for coastal authorities to restore the historic fabric of seaside towns and their infrastructure, more power for local authorities to control the occupation of caravan sites and Houses in Multiple Occupation and promote partnership working. All these policies have now been superseded by the Coalition Government's preference for local authorities to bid for funding as part of a 'Local Enterprise Partnership' with less direct intervention from the government.

Smith (2004) suggested that seaside towns were caught within a 'life-cycle of decline' and therefore diversifying their cultural offering would be critical to their economic futures. The article refers to 'Butler's resort lifecycle model' (1980) which recognises the implications of de-industrialising of coastal towns and the continued competition from, and falling prices of, foreign holidays. However she challenges the model as being too simplistic because the issues facing seaside towns are complex and can differ considerably from place to place. Smith highlighted the results of a survey undertaken by the English Tourism Council in 2000 which categorised a number of seaside towns as 'picturesque', 'traditional', 'family', 'lively' and 'fun' which suggest that a generic solution to decline may not be appropriate because every area has different characteristics and a different cultural offer.

Smith's article attaches a great deal of weight to diversifying the cultural tourism offer of seaside towns and using positive marketing with little recognition of the wider socio-economic challenges facing, and brought about by, the growing resident community. These include the need for jobs in different sectors, retail provision, services and infrastructure to serve local residents and the effects of migration. The fact that TDC's 2013 Economic Strategy focussed more on population growth as an approach to economic growth than promoting cultural tourism suggests that Smith's ideas alone may not be sufficient to bring about the economic resurgence that is required.

<u>Demographic challenges</u>

Young (2002) discussed the implications of an ageing population for the UK economy. It highlighted some of the challenges presented by the impending retirement of the 'baby boom generation' born post Second World War and the effect this could have on the 'rate of return' that could be expected from the pensions taken out by future generations. Young argued that the baby boom generation during their working lives will have achieved good returns on their pension funds and, on retirement, can generally expect to live comfortably. However, future generations will need to support a large ageing population following periods of economic constraint and lower rates of return on their pension funds. Young warns that future retirees are unlikely to enjoy similar financial stability as the baby boom generation.

Young (2002) warned about the impact of an ageing population and the pressure that this would put on the pension system. This paper pre-dates the most recent economic downturn which has further brought into question the sustainability of pensions and the financial security for future retirees. If spending power is likely to be impacted upon or constrained by more limited pension funds in the future, it could have significant implications for the economic opportunities presented by an ageing population in seaside towns.

Webb (2010) outlined the Coalition Government's plans for pension reform and support for older workers, stating that *"an ageing population combined with millions of people under-saving for retirement is without a doubt one of the biggest challenges facing the UK today"* (Webb 2010: p119). The article outlined the government's plans for encouraging people to start saving earlier in life, increasing the state pension age, introducing compulsory work-based pensions and abolishing the compulsory retirement age to ensure a sustainable pension system for future generations. It also advocated people working for longer suggesting that many people are keen to work beyond age 65 and that more people in work helps the economy to grow. The article states *"older people today are at the forefront of British society – through business and industry, as well as family life"* and *"older workers bring a wealth of talent and experience as and employees and entrepreneurs and have a vital contribution to make to our economic recovery and long-term prosperity"* (Webb 2010: p122).

This paper confirms the fears expressed by Young (2002) about the longer-term sustainability of the pensions system will genuinely impact upon future generations and, if anything, suggests that Atterton's (2006) views (below) that older people will 'want' to continue working for longer (reported below) may come to fruition with older people 'having' to do so in order to ensure the pension fund is sufficient to support the ageing population.

A 2004 report by the Royal Town Planning Institute on planning for an ageing population identified that *"There is increasing awareness that the elderly population will be an increasingly significant political consideration, with power and the willingness/organisation to wield it"* and that *"the post war population cohort is distinctive in many of its attitude and behaviour characteristics, in particular more likely to question authority and campaign for change that those born before or afterwards"* (RTPI 2004, p12). It identifies that the ageing population *"represents a large increase in the population whose residential location will no longer be constrained by employment location and whose outlook on life may be influenced more by cost of living and quality of life than by workplace issues"* (RTPI 2004, p3). However, this state of affairs might only be temporary if the assertions of Young (2002) and Webb (2010) are correct that future generations of older people will be more financially constrained.

Bench et al (2006) discussed the implications of an ageing population on national and local planning policy, introducing the concept of an 'old/young elderly divide' based on statistics from that time highlighting differences in the level of good health within different age cohorts. The report highlights a *"noticeably higher drop in the population reporting good health after age 85"* (Bench et al: p7) indicating that *"there might be justification in distinguishing between a 'young' elderly, and an 'old' elderly, each of which will have different requirements and needs"*. The report also cited the latest thinking at government level at that time (under the last Labour administration) including identifying *"the variation between a 'young' and 'old' elderly"*, stressing the importance of *"allowing the younger elderly to use their skills in the work place for longer, increasing the country's social capital possibilities"* and encouraging and enabling the elderly, both younger and older to *"play an active role in society as a socially inclusive group"* (ibid: p10).

Bench at al (2006) criticised government planning policy of that time suggesting that *"if the government were truly committed to planning for an ageing population then as the PPGs [Planning Policy Guidance notes] were updated the ageing population issue would feature more prominently"* (ibid: p11). The report also cited academic theory in Allen and Crow (2001) suggesting that it was *"widely accepted that the most elderly people want to remain as independent as fully and for as long as possible"* (ibid: p11).

Atterton (2006) explored the issue of ageing and coastal communities. Based on research of demographic information, the report highlighted an increasing proportion of UK residents aged 65 and over and the decreasing proportion of under-16s and how this is particularly pronounced in rural and coastal areas. The research indicated that an increasing proportion of older people wish to remain economically active beyond retirement age with a wealth of knowledge, skills and experience that can be employed on a flexible full-time, part-time or voluntary basis or even in starting up new businesses or providing care to other less-able people. It suggests that in seaside areas the ageing, but more active, population could provide multiple benefits not only through economic activity and spending but also by devoting time and energy to voluntary and community activities.

Having studied initiatives and strategies adopted in the UK, EU and the USA, Atterton's research suggests that planned 'retirement villages' have the potential to bring change to coastal communities as well as for older people themselves. In the USA in particular, some states *"actively pursue retiree in-migration as an economic development strategy"* (Atterton 2006: p4). Atterton also recognises that an ageing population also presents difficult challenges, particularly for older people with less wealth or mobility who could be socially excluded if appropriate support is not provided.

The conclusions of the report (Atterton 2006: p65-77) are that the ageing population could offer many opportunities, particularly as many older people increasingly wish to remain active well beyond retirement age and have skills, experience and business potential that could support the wider economy. It urged decision makers to consider the merits of planned retirement villages and strategies aimed at encouraging older people to remain active but also acknowledged that better research and information on older people is needed.

This report is particularly relevant to the research topic because it addresses both the trends of an ageing population, the potential economic opportunities and a possible solution from a housing perspective, I.e. the concept of retirement villages. However the research does not articulate specifically what measures could or should be taken in seaside towns and does not explore the implications for the wider population i.e. the employment and housing needs of younger generations that are increasingly migrating away from coastal areas. Importantly, the report acknowledged that it is not possible to generalise seaside towns as their characteristics are often very different, supporting Smith (2004).

The Royal Institute for British Architects (Parkinson et al: 2013) published a paper entitled 'Silver Linings: The active third age and the city' which identifies, similarly to Atterton (2006) that future generations of older people will want to remain active beyond retirement age and could make a substantial contribution to the economy by travelling more; seeking to live closer to family to provide informal care for older relatives or children; socialising in High Street cafes and restaurants; bringing knowledge, skills and creativity to our seaside towns; transferring knowledge to others in our colleges, universities or other more informal locations; and demanding health facilities such as private gyms, swimming pools and walking and cycling routes. To achieve this 'vision' for an ageing community, there will undoubtedly be implications for the type of housing authorities might need to plan for in their coastal areas.

<u>Housing challenges</u>

Morton (2013) explored the issue of housing and intergenerational fairness through a series of roundtable discussions. These discussions suggested that *"younger generations face a rising cost of living (particularly housing), higher taxes and reductions in state expenditure, and stagnant wages and low paid work or internships" (Morton 2013: p1)* and that *"the younger generation cannot cope with an ever-rising cost of housing on top of the rising cost of an ageing society"* (*ibid: p8*). He suggests that significant increase in the rate of house building will be needed to ensure housing is affordable for future generations and that building more bungalows and supported housing will provide better opportunities for older people to ‘downsize’ and free up larger properties within the existing housing stock to accommodate younger people and families.

This article is relevant to the research topic because TDC will need to plan for substantial housing growth, the Economic Strategy promotes growth around seaside towns like Clacton to stimulate economic activity yet the SHMA shows that housing demand is driven by the in-migration of older people. Perhaps building more bungalows could provide a solution to meeting the demands of older people whilst freeing up family accommodation for the young. This article also recognises however that future generations of retirees may not have the same level of financial security as the baby boomer generation, as feared by Young (2002) and Webb (2010).

Champion (2009) undertook analysis of existing research looking at differences in both levels and distances of commuting of workers living urban and rural areas. He concluded that the evidence showed no significant differences in commuter patterns between urban and rural areas, thus challenging the notion that housing in rural areas is ‘less sustainable’ in terms of carbon emissions and disproving the one of the main arguments underpinning government planning policy since the 1990s aiming to direct development toward urban areas to minimise the need to travel.

The significance to the research topic is that many residents living in seaside towns commute out to larger towns and cities for work but support the local economy when they spend their money on local goods and services. Government policy has, for many years, been to direct housing development toward larger towns and cities to cut down on commuting distances and reduce carbon emissions – however, if TDC’s Economic Strategy advocates significant housing development in Clacton to support local service-sector growth and Champion’s research suggests that simply directing housing towards locations with the most jobs does not significantly reduce commuting patterns, the argument in favour of housing growth could be strong.

One factor that Champion (2009) does not address however is the increasing use of, and reliance on, the internet and how this could radically change working patterns in the future with the potential for home-working and video-link conferencing. It may be that people will not need to travel for work in the future as much as they do now.

Conclusions from the literature review

From the literature review, the following key themes emerged:

- The deprivation of seaside towns is often disguised by the affluence of nearby areas and is therefore not fully recognised as a priority for public funding;

- The population of seaside towns is ageing and there is a fear that future generations of retired people will not have the same financial security as current generations due to the falling value of pensions and the shrinking size of the working-age population;

- Older people are increasingly likely to challenge authority and engage in political processes to resist development proposals and put quality of life before employment and economic considerations;

- Older people increasingly want to remain active beyond retirement age (and may have to), with the potential to work longer, start businesses, support the local community voluntarily, teach other people and contribute toward the economy;

- Retirement villages in seaside towns have proven successful in boosting economic activity in some parts of the UK, EU and USA and actively encouraging the in-migration of older people could be a sound economic strategy, so long as the needs of the more vulnerable are also met; and

- Building bungalows provides opportunities for older people to downsize and free up family housing for younger generations.

Much of the material referred to above hails from government, politicians and professional bodies with less from the academic and business worlds, so the author accepts that the literature is prone to a degree of bias.

Business and management theory

Alongside the literature relating directly to the research topic above, the author reviewed three areas of academic business and management theory which have been employed to help underpin or otherwise challenge some of the key findings of the research.

Michael Porter's 'Five Forces Model' (1979) provides a framework to identify the factors or 'forces' that can affect business competitiveness in a free market economy; or for the relevance of this research, the forces that make large companies less likely to locate in coastal areas. *"The objective of such an analysis is to investigate how the organisation needs to form its strategy in order to development opportunities in its environment and protect itself against competition and other threats"* (Lynch 2012: p99).

Whilst Porter's model is concerned with competition in private industry, Lynch suggests that *"the general principles can perhaps be applied to public service and not-for profit organisations where they compete for resources such as government funding or charitable donations"* (ibid: p99) or, in this case, investment from private companies in seaside locations. The forces set within Porter's model are: the bargaining power of suppliers, the bargaining power of buyers, the threat of potential new entrants, the threat of substitutes and the extent of competitive rivalry (i.e. rivalry amongst existing firms).

Porter's approach has been criticised (Lynch 2012: p103) for its limited appreciation of human resources, its failure to recognise that the competitive environment is constantly changing, its limited relevance to charitable institutions and government bodies that have interests beyond their own profitability, its inference that the buyer (or customer) is no more important than other stakeholders and its assumption that other companies are always a potential threat (rather than a potential collaborator).

Abraham Maslow's 'Hierarchy of Needs' model (1954) is concerned with motivational factors affecting different groups in the workplace and is applicable, in a more general sense, to this topic in understanding the motivation of older people that exert strong resistance to development proposals. The model *"assumes that human needs are virtually inexhaustible and that as one set of needs is satisfied, another arises in its place. Thus needs are arranged in a hierarchy which is usually portrayed as a pyramid of five levels"* (Rollinson 2008: p202) i.e. 'physiological', 'security', 'affiliation', 'esteem' and 'self-actualisation' needs.

Maslow's model is not without its critics. Cole et al (2011: p51) suggests that *"Maslow's theory provided a useful early framework for discussion about the variety of needs people may experience at work"* but cites Alderfer (1972) who argued that *"people were more likely to move up and down the continuum in satisfying needs at different levels"* and Drucker (1974) who commented that that *"Maslow had not recognised that when a want was satisfied, its capacity to motivate was changed"*.

John Fisher describes his 'Personal Transition Curve' model (1999, revised in 2012) as "*is an extremely useful reference for individuals dealing with personal change and for managers and organizations helping staff to deal with personal change"* Fisher (2012). Whilst mainly concerned with organisational change, it is relevant for the purposes of this research to resistance to change and development within the community. The model sets out different stages of an individual's attitude towards change, starting with 'anxiety' through to 'fear' and 'threat' i.e. they then 'guilt' and 'depression' before 'hostility', 'gradual acceptance' and finally 'moving forward'.

Section 3: Research Method

Research aims and objectives

The main aims and objectives of the research were to ascertain the economic and demographic challenges facing a representative sample of comparable seaside towns and to, validate or otherwise challenge the findings and key themes emerging from the literature review and the recommendations within TDC's Economic Strategy – mindful that all local authorities, in their capacity as local planning authority, are mandated to plan to meet *"the full, objectively assessed needs for market and affordable housing"* (CLG: p12), notwithstanding locally driven political pressure not to.

Approach to methodology

In developing the research design and methodology the author considered whether the research would be *"quantitative"* i.e. mainly concerned with statistical or scientific data, or *"qualitative"* looking to interpret more difficult-to-define social factors. For this research, Cresswell's (2013) notion of mixed methods was adopted.

From this overarching philosophical stance, it was determined that the research approach would vary depending on whether it was 'objective' i.e. the assumption that *"social entities existing in reality external to and independent of social actors"* (Saunders et al: p131) or 'subjective' i.e. the assertion that *"social phenomena are created from the perceptions and consequent actions of social actors"* (ibid: p132). 'Social actors' were considered likely to have a definite bearing on the research, whether relating to changing perceptions about older people, the challenges of changing migration patterns, technological advancements and their potential effects on commuting and the changing perception or people's preference for bungalows, flats or houses. Therefore the research was undertaken from a subjective point of view.

From this, the author also determined that the research would be 'phenomenological' i.e. in observing the *"way in which we as humans make sense of the world around us"* (ibid: 137) as opposed to 'positivist' i.e. a more scientific approach that might involve *"collecting data about an observable reality" or "using existing theory to develop hypotheses"* (ibid: 134).

Because the research focussed on specific challenges facing a specific kind of area i.e. English seaside towns, it was considered to be 'particular' as opposed to 'universal' because the findings could not be generalised, for example, to apply to inland towns or cities or places outside of England. Also, because the author was an employee of Tendring District Council and a practitioner in the field of Planning, the research was undertaken from an 'insider' perspective as opposed to an 'outsider' perspective and, as such, was 'involved' as opposed to 'detached' from the research topic. It was acknowledged therefore that the author's close involvement in the planning process and personal interest in this subject was likely to add an element of bias to the research findings. Thus a predominantly qualitative approach was adopted because the research questions were not numerical in nature.

<u>Primary research</u>

The primary research consisted of a questionnaire aimed at local authority professionals because they would have a good general overview of the issues affecting seaside towns and, by implication, a balanced view of the possible means by which those issues could be addressed. It is acknowledged that limiting the questionnaire to local authority professionals has introduced an element of bias; however given constraints on the researcher's time and their limited authority in areas outside of Tendring, it would have been impractical to widen the questionnaire to include other stakeholders such as the general public or specific organisations or businesses.

<u>Sample size</u>

The questionnaire was aimed at nineteen local authorities that represent coastal areas containing seaside towns with characteristics considered by the author to be similar and therefore comparable to Clacton-on-Sea – namely a known association with tourism and the traditional seaside holiday industry. The comparable areas were selected through a simple desk-top review of a map of England to identify seaside towns to which this research topic was likely to be of some relevance. Twenty seaside towns (including Clacton-on-Sea) were identified in the desk top exercise, of which the majority were located on the south and south east coasts of England.

<u>Questionnaire design</u>

The questionnaire covered the key themes that emerged from the literature review and sought to obtain the officers' views on the main economic challenges facing their area, their authority's attitude toward the ageing population, their authority's attitude toward future housing development, their authority's policies (if there are any) for planning for the ageing population and their approach to meeting the needs of the wider population. The questionnaire (which is attached in full as Appendix 1) included questions that invited the respondent to select relevant statements from a list, make suggestions of their own and provide any other information that might be of use to the research. For example:

Which of the following statements best represent your authority's view toward planning for new housing development in your seaside town(s)? (Please select up to 5 by marking with an 'X')

a) Further housing development will help to boost activity in the economy. ☐

b) Further housing development will bring new investment in services and infrastructure. ☐

c) Further housing development is essential for future generations of younger people to be able to live in our area. ☐

d) Further housing development will provide opportunities for older people to 'downsize' and therefore free-up existing property for families and younger people. ☐

e) Further housing development will exacerbate existing economic concerns. ☐

f) Further housing development will encourage unwanted in-migration of the retired and economically- inactive to the area. ☐

g) Further housing development will overwhelm existing services and infrastructure. ☐

h) Further housing development will damage the area's special environmental character which is what makes it attractive to new residents and visitors. ☐

Are there any other issues not mentioned above? (Please detail)

To ensure reliability, all participants were presented with the same questions. However, it is accepted that in giving multiple-choice options for some questions, these may have 'put words in participant's mouths' (Mayo 1975). To ensure descriptive validity (Cohen et al 2014), the researcher took care to record the answers and, if necessary, invite the participants to review the way they have been summarised or interpreted and to give their written consent before these views were quoted, directly, in the research.

Ethical considerations

Ethically, the author always sought the participants' informed consent when approaching them with the questionnaire and ensured that the purpose of the research and the rationale behind the questions were clearly explained. The author has also guaranteed the participants' confidentiality by not publishing any information that could lead to them being identified as a participant in the research and ensuring anonymity. To minimise the risk of any physical or psychological harm, to either researcher or participant, any follow-up requests for feedback were undertaken in the participant's work environment, over the telephone.

Questionnaire distribution

The questionnaires were originally sent out, via e-mail, to the nineteen authorities in October 2014 and seven responses were received by the end of December 2014. For the authorities that did not respond to the questionnaire within that time, the author followed with telephone calls and in a small number of cases succeeded in obtaining some helpful oral feedback in January 2015.

Qualitative analysis

From the responses received, the author identified some clear consistencies in the comments submitted that were supported by the findings of some of the secondary research and the literature review. Alongside the similarities and consistencies in the responses received, there were also some very clear differences that brought into question the comparability of some seaside towns with Clacton in terms of their demographic structure and their economic challenges, particularly Bournemouth where there is a high student population. A full report of the responses is included as Appendix 2 to this research.

In the analysis sections of this research, the author has tended to refer to the questionnaire responses in general terms rather than singling out any particular authority for having a complimentary or contradictory view. This was considered to be the most appropriate approach to interrogating the data given the fact that not all nineteen authorities responded and that, generally, the views expressed in the responses tended to be similar. There are references, for example, to cases where 'many authorities' held one view, but 'some' held another.

Secondary research – analysis and interpretation

The secondary research undertaken for this project fell into the following categories:

- Review of published statistics: Using data from the Census, NOMIS and other relevant sources to compared and contrast the socio-economic characteristics of the twenty survey areas and, where deemed relevant, nearby towns and cities. This element of the research sought to validate, or otherwise counter, some of the challenges facing seaside towns identified in the literature review. The statistics were considered alongside the 2006 benchmarking study, notwithstanding its vintage, to validate any relevant findings. The findings are included as Appendix 3 to this research.

- Review of housing market projections: Reviewing the findings 'Strategic Housing Market Assessments' (SHMA) and other housing needs studies prepared by local authorities in the twenty survey areas to understand the future demands for housing across a range of sizes, types and tenures resulting from projected demographic change and migration patterns. This element of the research sought to identify any similarities or differences between the population and household projections for Tendring and those of other comparable areas to see if the challenges of in migration and retirement are common to seaside towns. The findings are included in Appendix 4.

- Review of planning policy: Looking at the twenty local authorities' adopted or emerging Local Plans to compare and contrast their proposed responses to projected population growth and to identify any specific policies aimed at either facilitating or restricting development that would cater for different sectors of the population, particularly older and retired people. This element of the research sought to gauge whether or not any of the measures identified in the literature review, such as actively promoting or developing bungalows or retirement villages, were already being implemented in practice by local authorities. The findings are included in Appendix 4.

- Review of economic strategies: Looking at economic strategies, regeneration plans or economic development plans prepared by local authorities in the twenty survey areas to understand the different approaches to promoting economic growth and job creation. This element of the research sought to identify different local authorities' response to the economic challenges facing their areas such as those identified in

Tendring and through the literature review such as deprivation, unemployment and low pay, where relevant. The findings are included in Appendix 4.

- Review of older people strategies: Some of the twenty local authorities have prepared 'older people strategies' in recognition of the challenges of an ageing population, providing strategic guidance on mainly housing, health and social care matters. These were reviewed as part of the secondary research, again to gauge the approach taken, in practice, to meet the needs of older people in seaside areas. The findings are included in Appendix 4.

The limitations of the secondary research were that local authority boundaries did not always correspond neatly with their seaside towns. For example, the Councils for some of the larger seaside towns like Brighton, Blackpool, Southend, Eastbourne, Hastings corresponded almost exactly with the town; however for places like Clacton, Weston Super Mare, Newquay and Southport the local authority covered a much wider area including other towns and villages which would prove to make it difficult to ascertain how well some statistics for local authorities applied to the specific seaside towns in question.

Another limitation was that different Councils were at very different stages in preparing their Local Plans. Some had adopted plans that had gone through the full legal process of public consultation and independent examination and were already being implemented, but some pre-dated latest government policy and needed to be reviewed or even re-written to ensure conformity. Other areas however were in the process of producing new plans in line with government policy and either had old plans that were very out of date, emerging plans that had yet to be examined, and plans that needed to go back to the drawing board following an overwhelming level of objection or unfavourable judgements by the Planning Inspectorate.

The Strategic Housing Market Assessments (SHMA) for each area were also difficult to compare and contrast as they were sometimes undertaken in different years often using different consultants with different methodologies. Some assessments were carried out for one authority in question but others were undertaken on a more sub-regional basis by groups of authorities working together to gain a wider understanding of the housing market or, for more practical reasons, to reduce costs.

Economic strategies and older people strategies were also not available for all of the authorities concerned. From those that did exist, the focus and presentation was often different depending on the key issues facing the areas concerned, reinforcing the view of

Smith (2004) that the issues facing different seaside towns are complex and can differ considerably.

Section 4: Economic Challenges

Overview of principle findings

- Many English seaside towns have seen a decline in the traditional tourism and maritime industries upon which they were established;
- Higher than average levels of unemployment, commuting and reliance of lower-paid service sector jobs are common to many seaside towns, but not all;
- Decline has had a negative impact on the image and public perception of some seaside towns; and
- Seaside towns either located within close proximity to larger or comparable centres of population, or with poor transport links, often struggle to compete for business investment and higher paid private-sector job opportunities.

Common characteristics

The government's 2010 document 'Strategy for seaside success' identified that *"seaside towns often share some common characteristics which present particular challenges for their regeneration and socio-economic development"* (CLG 2010: p8) reinforcing the view of Smith (2004) that some were caught within a "cycle of decline" resulting from the *"de-industrialisation and changing consumer tastes from the 1950s onwards"* (p19).

Some of the economic challenges included *"disproportionate levels of worklessness"*, reliance on *"low wage, low skill and sometimes seasonal employment sectors" and "low representation of jobs in economic growth sectors (professional and financial services, the knowledge economy)"* (CLG ibid: p8/9). The statistical analysis demonstrate that these issues remain relevant in 2015, identifying that seaside towns generally (though not always) suffer higher than average levels of unemployment, a high reliance on service sector jobs such as public administration, health and education and a lower than average representation of residents working in higher paid managerial and skilled occupations.

Figure 4.1 overleaf shows how levels of unemployment in Seaside Towns relate to the national average. Figure 4.2 then demonstrates the strength of reliance on service sector jobs.

Figure 4.1: Unemployment in Seaside Towns

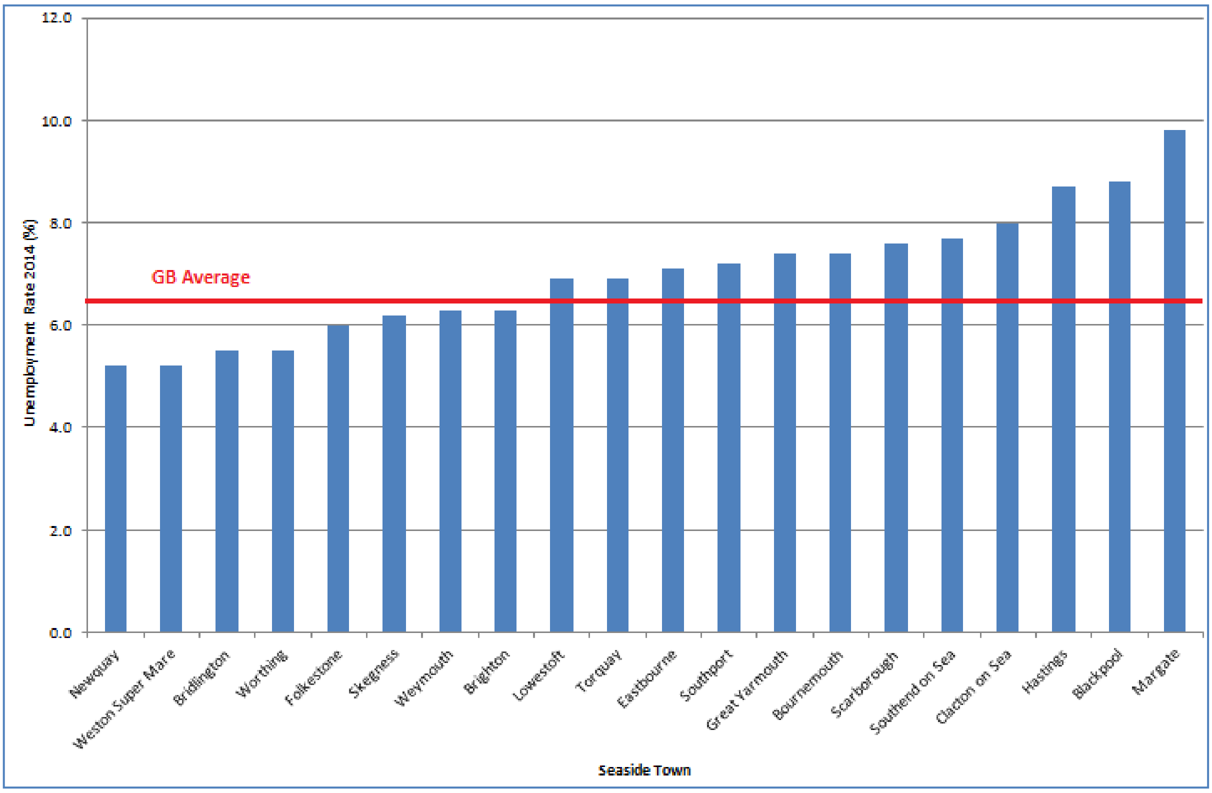
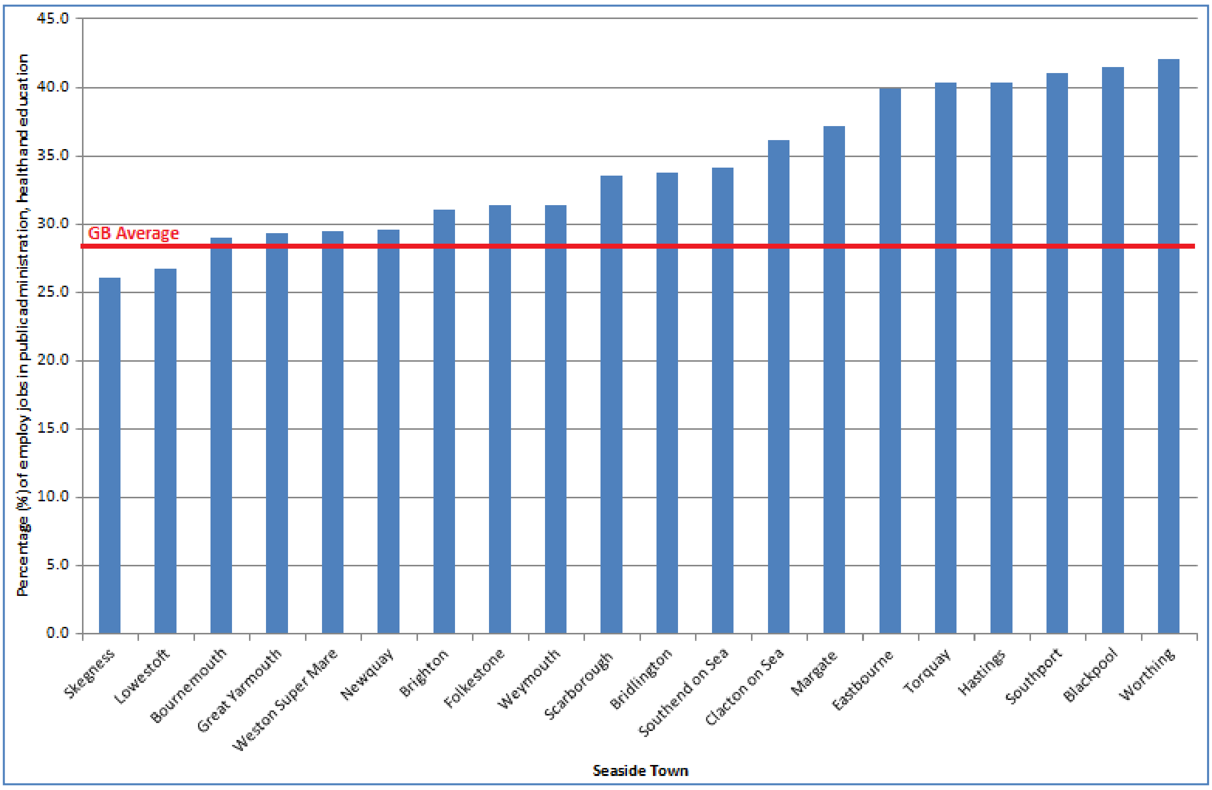


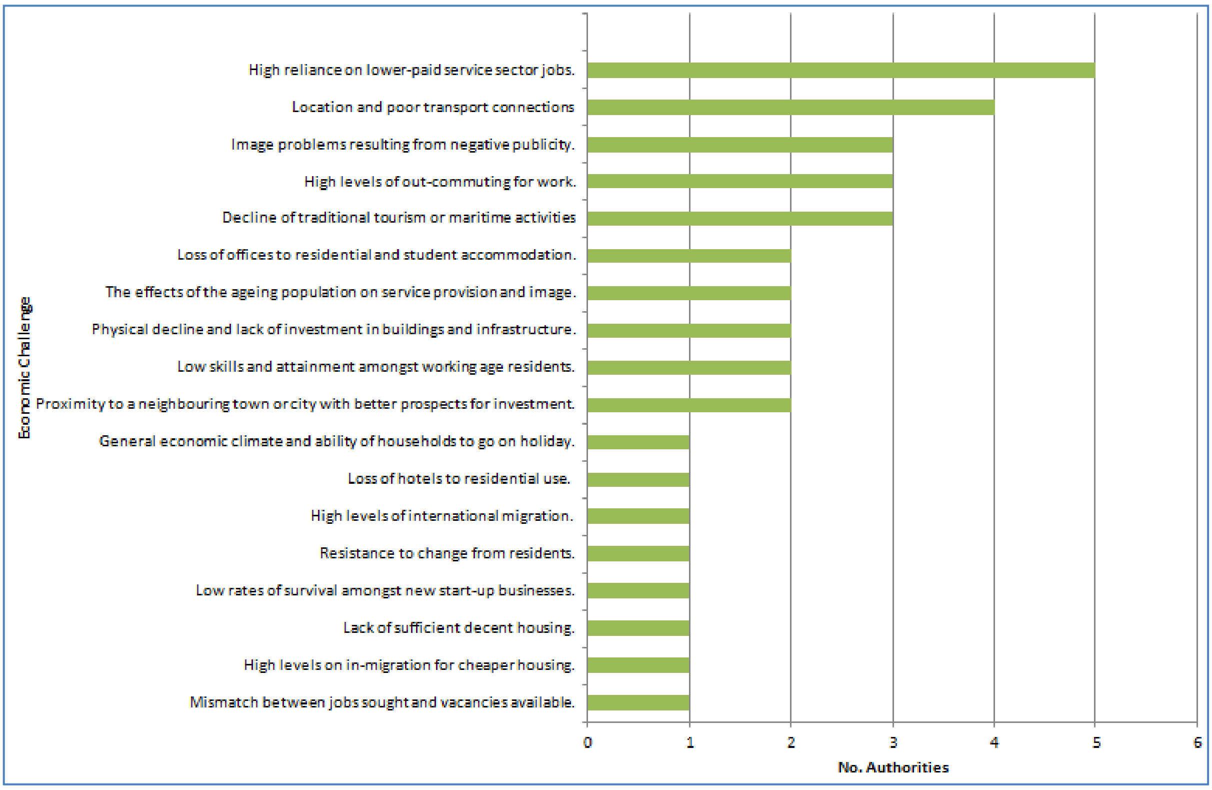
Figure 4.2: Reliance on public administration, health and education jobs in seaside towns



Source: NOMIS – Official Labour Market Statistics www.nomisweb.co.uk (accessed on 6th February 2015) – See Appendix 3 for details.

The responses to the questionnaire also support this data, with many local authorities citing high reliance on lower-paid service sector jobs as a key economic challenge, compounded by the resulting image problems that have led them to *"become the target of much negative publicity"* (Smith 2004: p17). Participants were asked to select up to 5 economic challenges from a list provided that they felt best represented the challenges facing their area.

Figure 4.3: Questionnaire response - economic challenges facing seaside towns



<u>Peripherality, proximity and barriers to inward investment</u>

"*Peripheral location (both in terms of road, rail and digital links)"* (CLG 2010: p9) was considered by local authorities to be a particular concern in locations where proximity to a neighbouring town or city with better/more competitive prospects for inward investment, due to their location and better transport connections, was acting as a barrier to growth. The statistical analysis identifies a correlation between the proximity of larger or comparable centres of population and economic performance, suggesting generally that the further a seaside town is located from such a centre, the stronger and more diverse its economy was likely to be.

Figure 4.4: Correlation between unemployment and proximity to nearby towns and cities

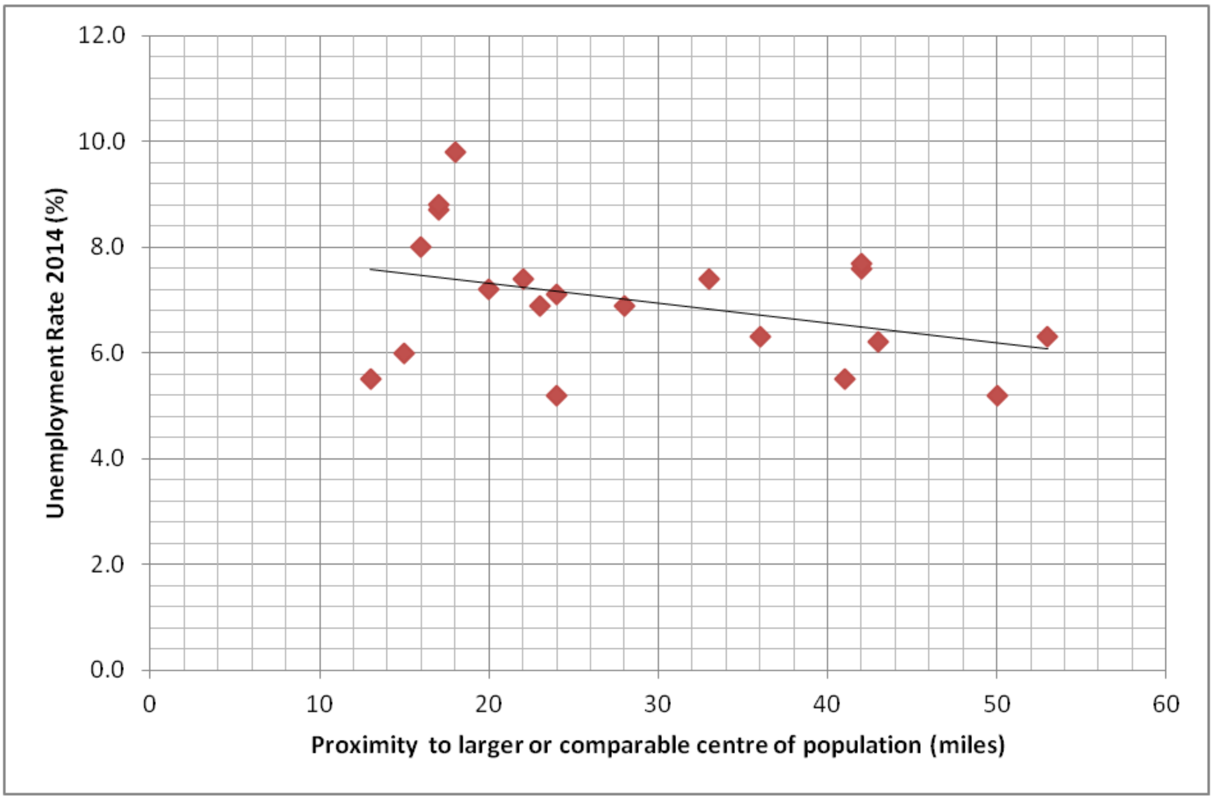
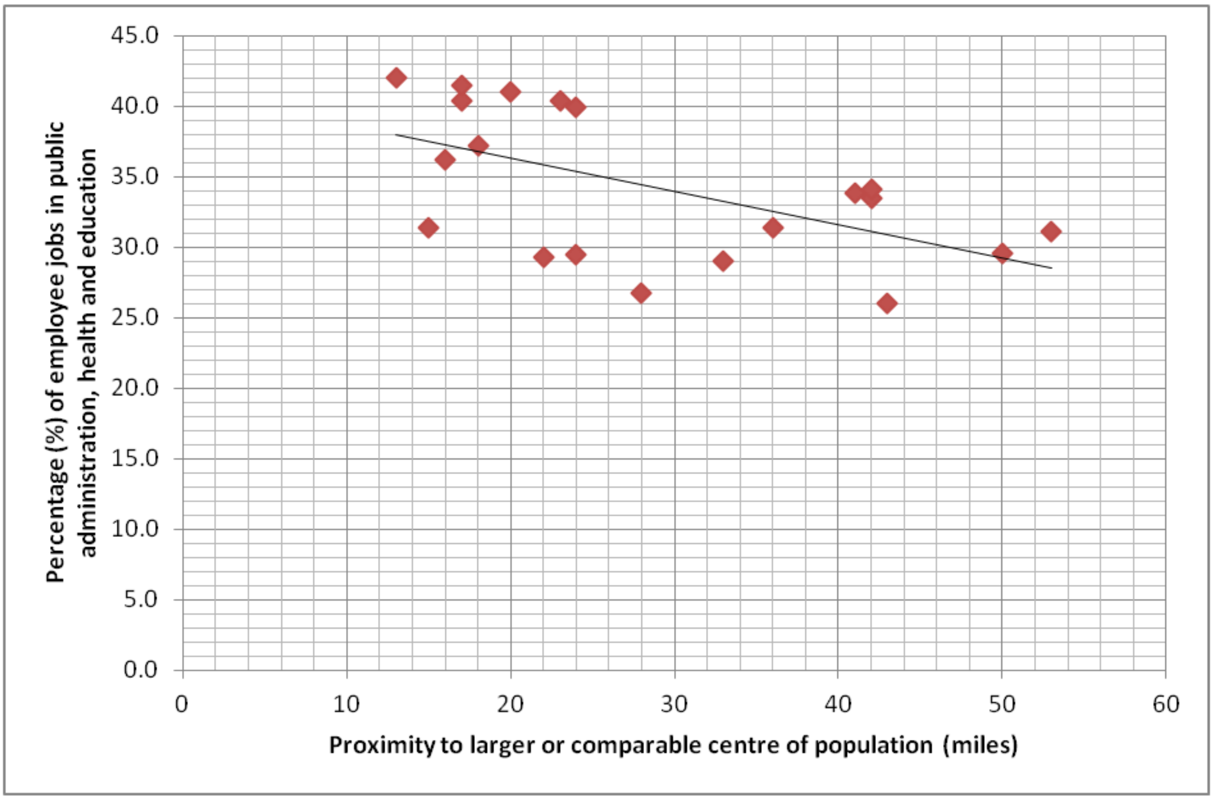


Figure 4.5: Correlation between service sector jobs and proximity to nearby towns and cities



Source: NOMIS – Official Labour Market Statistics www.nomisweb.co.uk (accessed on 6th February 2015) – see Appendix 3 for details.

This research supports the assertion of Marsden et al (1999) that decline and deprivation in seaside towns is being *"disguised by proximity to more affluent areas"* (p107) and, to a lesser extend and from a workforce and commuting perspective, that of Champion (2009) who observes *"more short-distance commuting in less urbanised [i.e. more remote] areas"* arguably indicating a greater level of self containment.

For some areas, the evidence would imply that the jobs being lost as a result of decline in traditional seaside activities are not being replaced by primary or secondary sector job opportunities and, as a consequence, the working age population in these areas is either reliant on service sector jobs which are necessary to serve the local population but are often lower-paid or reliant on limited public funding, or people either have to move or commute out of the area for higher paid employment opportunities elsewhere.

<u>Competitive forces</u>

To understand this dilemma from a business perspective, one needs to recognise that in the reality of a free market economy, businesses must compete with one another to survive and prosper. The fact that many seaside towns have a lower than average representation of job opportunities in higher-paid sectors suggests that some types of business cannot compete in the free market in such peripheral locations; and, in turn, there are inherent factors that make it difficult for a seaside town and its local authority to compete, with other more commercially attractive locations, for larger companies that offer higher paid job opportunities.

Following the logic in Porter's 'Five Forces Model' (1979), 'suppliers' of goods and services will generally seek to provide their product or service at the most competitive price whilst achieving the necessary level of profit and, in turn, 'buyers' or 'customers' will source products and services at the best price they can. For suppliers and buyers, location is a very important consideration because transport costs will add substantially to cost and the profitability (or affordability) of the product or service in question. Reducing transport costs could therefore assist in making a product or service more competitive and the forces of competition will generally lead them to locate as close as possible to their suppliers and to their buyers. For large national or multi-national companies, central locations with large catchments and efficient transport links to a wide range of potential buyers will normally therefore be more commercially attractive than coastal locations with small catchment areas physically limited by the coast i.e. *"the 180° factor"* (Shared Intelligence 2010: p8).

This might explain why coastal areas tend to be home to more small to medium sized enterprises operating within smaller catchment areas or serving the indigenous population (with perhaps the obvious exceptions of companies that specifically require a coastal location, for example a container port or off-shore wind company).

Access to workforce

Another aspect of ‘supply’ could be workforce. For large companies looking to attract people with the right education and skills with a competitive rate of pay, locations close to centres of population with a high proportion of working age residents, high level of knowledge and expertise and affordable commuting distances could be more commercially attractive than peripheral seaside towns with a small and shrinking workforce and a skills gap. The questionnaire responses highlighted limited education and skills as a key economic challenge for some seaside authorities and the statistical analysis (see section 6) shows that towns with larger populations and universities, like Brighton and Bournemouth are more likely to have stronger and more diverse economies, notwithstanding their peripheral locations – retaining, rather than losing, skilled and educated individuals.

Section 5: Demographic Challenges

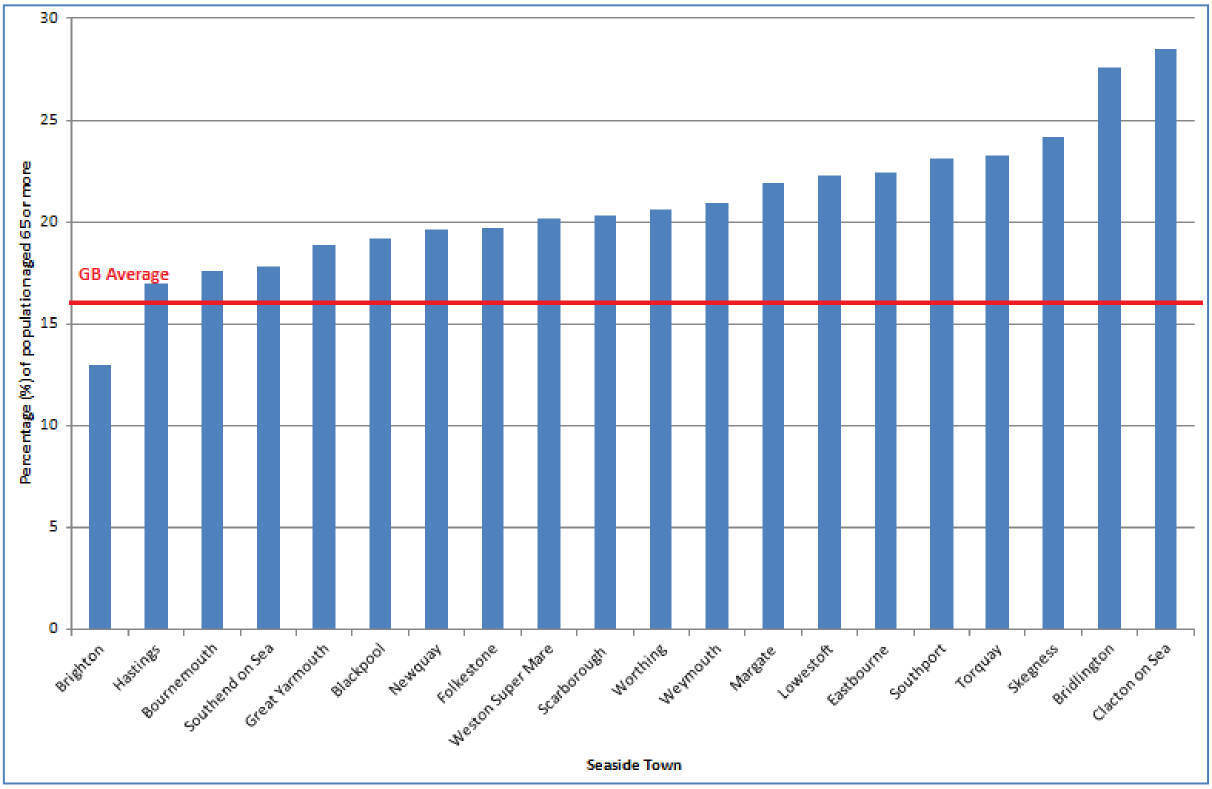
Overview of principle findings

- The ageing population increases pressure on health, care and assisting living services but those services also provide valuable local employment; and
- Seaside authorities with a large population of older people are more likely to see strong local resistance to critical housing and economic development projects.

Impacts of an ageing population on health provision

The literature review identified the ageing population as a significant challenge facing the UK as a whole; and English seaside towns in particular. Seaside towns are generally home to a larger than average representation of older residents aged 65 years and above (see figure 5.1 below), supporting the observation of Atterton (2006) that *"the demographic ageing trend is clearly evident along Britain's coasts which have long been popular as retirement destinations"* (p3).

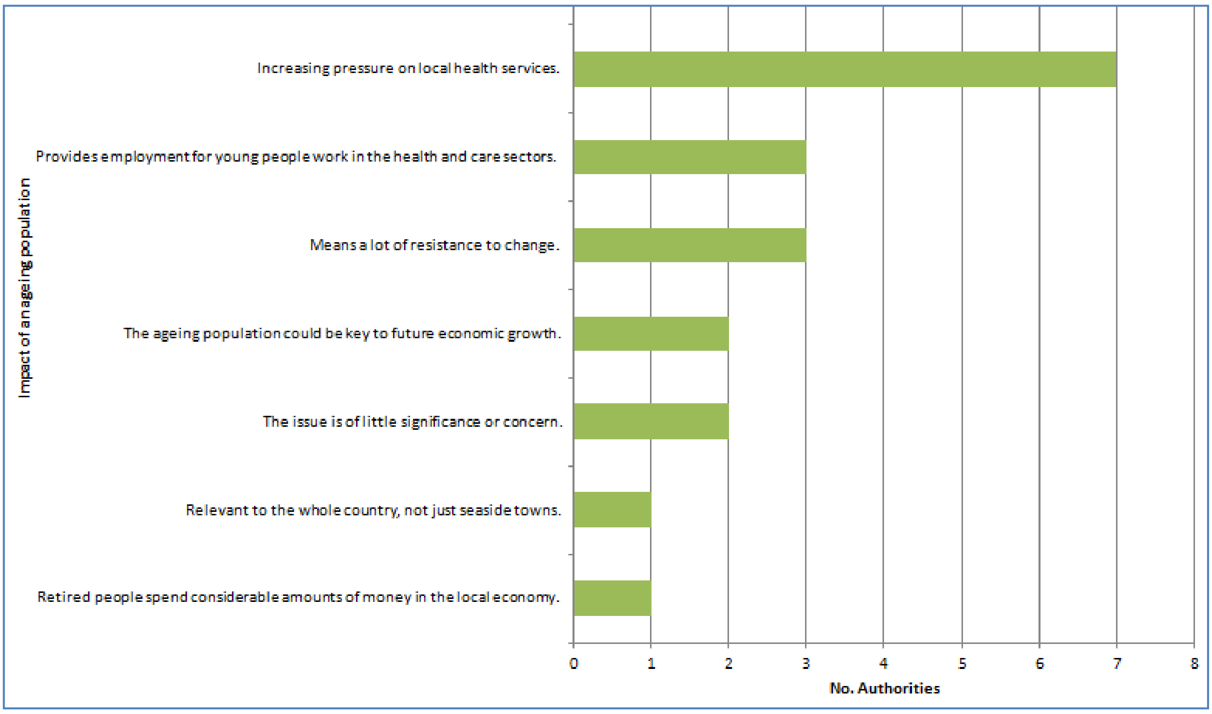
Figure 5.1: Proportion of population aged 65 or more in seaside towns



Source: 2011 Census – Office for National Statistics www.neighbourhood.statistics.gov.uk (accessed on 6th February 2015) – See Appendix 3 for more details.

The responses to the questionnaire suggest that local authorities see both advantages and disadvantages to having an ageing population. Whilst a higher representation of older residents who are more likely to suffer with long term and recurring chronic illness tends to place a disproportionate demand on local health services, the services put in place to respond to this demand provide a significant source of local employment for working age residents across a range of occupations from medical professionals to administrative, catering and maintenance staff.

Figure 5.2: Questionnaire response - the impact of an ageing population on seaside towns



Resistance to change

Respondents also identified that a high proportion of older residents can often result in strong local resistance to change, with a number suggesting that a disproportionate level of objection to development proposals are made by older people. The RTPI (2004: p12) attributed this to the baby boom generation's greater willingness to challenge authority and campaign for change, compared to previous and subsequent generations.

To explore why there might be such strong resistance to change from older residents and why this resistance can be problematic for some of the seaside authorities concerned, the author has referred to Maslow's 'Hierarchy of Needs' model (1954). 'Physiological needs' are, arguably, what the planning system at its most fundamental level seeks to address, i.e. by ensuring that there are sufficient homes to accommodate the growing population. Such basis needs tend to be the immediate priority for future generations or the extremely poor;

that might not have a particularly strong voice in democratic processes. ‘Security needs’, in planning terms, could equate to the provision of health services or employment opportunities and which will be of most concern to individuals looking to provide for their families – a priority far closer to everyday life and working age residents. ‘Affiliation’ or ‘esteem needs’, for some older people who have retired and who perhaps have more free time, might be met through engaging in political activities or joining with people of like mind to resist changes that might threaten the future of their hard-earned physiological state and their secure environment – perhaps with limited regard for the needs of others outside of their immediate group for whom physiological and security needs are yet to be addressed, i.e. the young or the poor.

‘Self actualisation needs’, might mean an individual being elected to the local Council to represent their peers at the heart of the democratic process. Areas with a high representation of older people, such as many of the twenty survey areas, are more likely to elect older people of like mind, and a similar demographic, to champion the popular view. This can cause a significant conflict for local authorities who are required, through statute, to implement national policies such as the National Planning Policy Framework which seeks to ‘boost the supply of housing’ when the individuals elected to run the authority are fundamentally or ideologically against this principle. This might change in the future however in light of Young (2002) and Webb’s (2010) assertions that future generations of older people will have more limited pensions and may need to remain in employment beyond the current retirement age.

Managing change

Fisher’s (1999, revised in 2012) ‘Personal Transition Curve model has been used to understand how individuals might response to the need for change. For a local authority whose politicians are fully signed up to the popular view of resistance, this ‘journey’ could be a long and painful one, but for authorities that want to drive change for the greater good, e.g. pushing forward with development projects to stimulate economic growth, Fisher’s model suggests that, with the passage of time and more information being made available to stakeholders, change is eventually accepted.

Section 6: Housing Challenges

Overview of principle findings

- Boosting the supply of new housing can have the effect of increasing demand for goods and services, widening the ‘business base’ of an area and providing new job opportunities;
- Building new homes, particularly bungalows, extra-care housing and retirement complexes could help older people to ‘downsize’ and free up existing housing stock to meet the needs of younger people and families;
- Opportunities for innovation and job creation in the care and assisted living sector are expected to increase in response to the demands of an ageing population; and
- Establishing new settlements might assist in meeting the housing and employment demands of younger people but this approach is not practical for all coastal authorities.

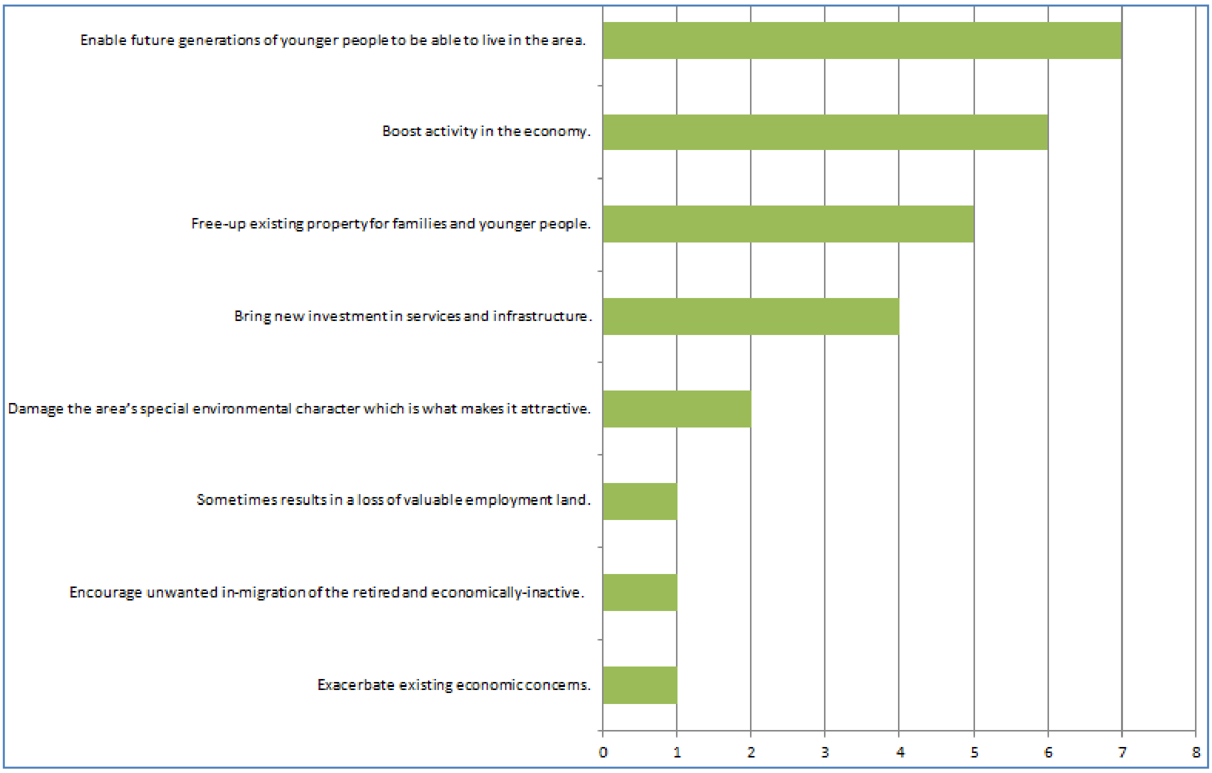
Facilitating population growth

Tendring District Council’s (TDC) 2013 Economic Strategy sets out a number key objectives for facilitating economic growth in the Tendring area, including specific recommendations for Clacton-on-Sea. It sets out a vision for Clacton in the future, which states that (with the right action) *“the town will evolve with an emphasis on quality; providing excellent, cultural, retail, educational and public services”* and that *“the quality of the town will be a key attractor for new residents and businesses to locate in the area” (ibid: p21)*. Facilitating population growth through housing development is recommended as a core component of the Clacton’s economic resurgence as *“an increase in the local population will have supported growth in the local business base, with a noticeable increase in the quality of the high street and town centre”* (ibid: p15).

In recognition of the economic benefits associated with housing development, the government, through the National Planning Policy Framework (NPPF) (2012), requires all Councils to *“boost significantly the supply of housing”* by ensuring *“that their Local Plan meets the full, objectively assessed needs for market and affordable housing”* (CLG 2012: p12). TDC’s evidence of need suggests that around 700 new homes a year will be required over the next 15 or so years and the housing projections for other authorities reviewed in Appendix 4 also show challenging targets will need to be met, in some way, within their areas.

In response to the questionnaire, most local authorities agreed that further housing development will help to boost activity in the economy, provide opportunities for older people to 'downsize' and therefore free up existing property for families and younger people (supporting the assertion by Morton (2013)) and bring new investment in services and infrastructure.

Figure 6.1: Questionnaire response – the impact of housing development on seaside towns



The results of the statistical analysis suggest that seaside towns with larger populations are more likely to have a stronger, more diverse economy with higher paid occupations and a more balanced demographic profile – supporting the arguments in favour of population growth through housing development. Figure 6.2 and 6.3 overleaf compare population size with the predominance of 'group 6-7 occupations' (NOMIS) which include 'caring, leisure and other services occupations' and with the proportion of the population aged 65 or over.

Figure 6.2: Correlation between population size and lower paid (group 6-7) occupations

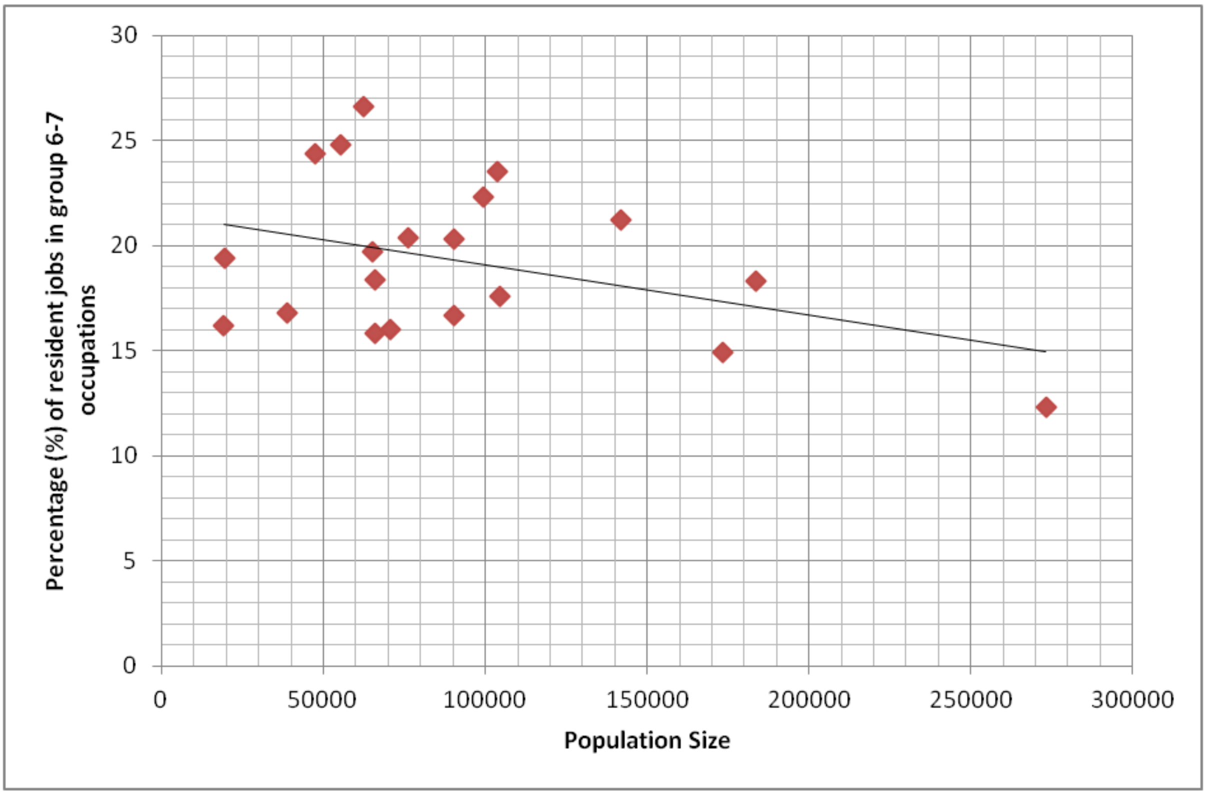
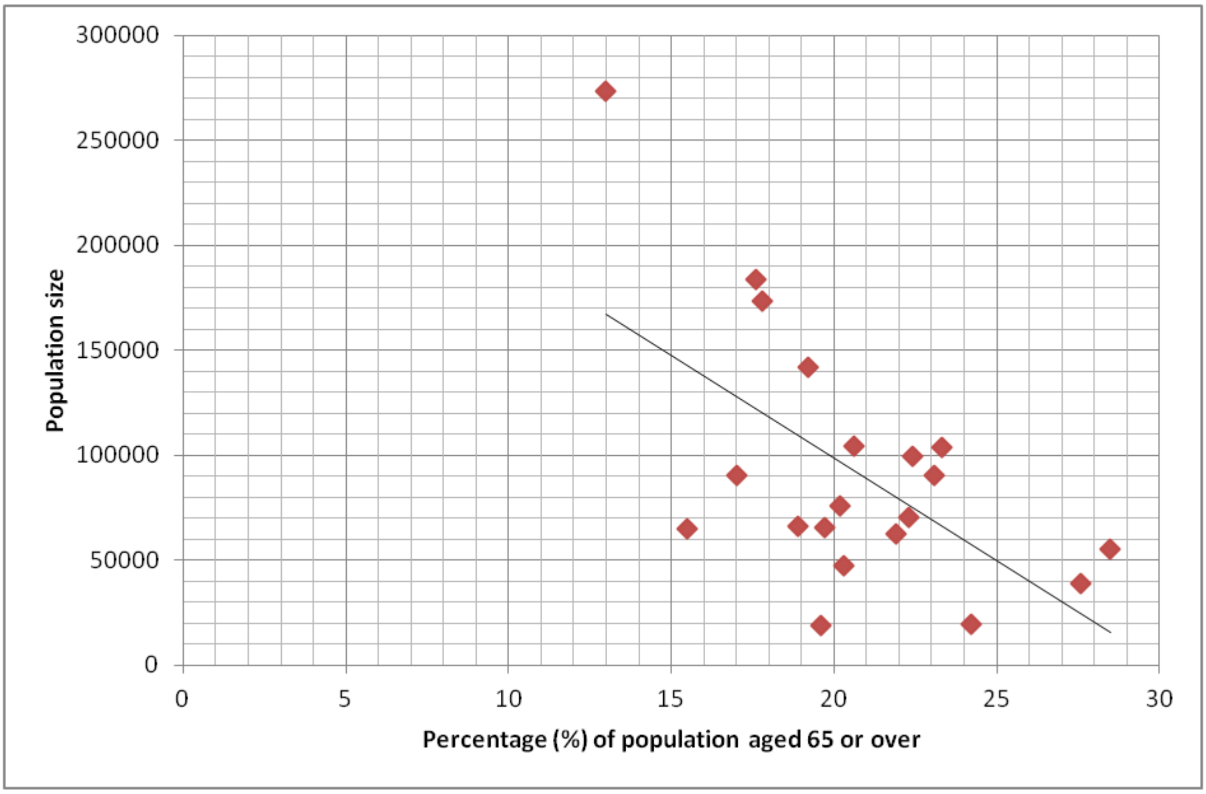


Figure 6.3: Correlation between population size and demographic profile



Source: 2011 Census – Office for National Statistics www.neighbourhood.statistics.gov.uk (accessed on 6th February 2015) and NOMIS www.nomisweb.co.uk (accessed on 6th February 2015) – see Appendix 3 for details.

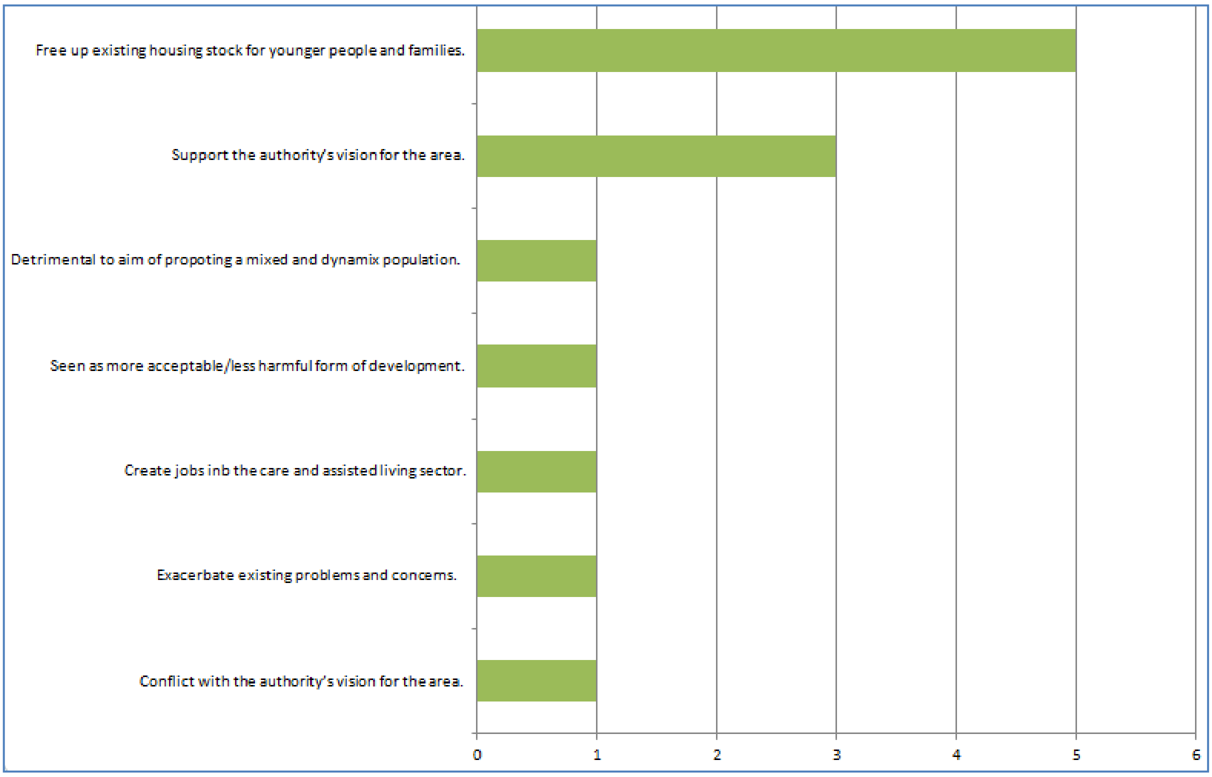
Whilst it was generally recognised that further housing development was essential for future generations of younger people to be able to live in their area, some authorities were concerned that further development might damage the area's environmental character which makes it attractive to new residents and visitors, could exacerbate existing economic concerns and encourage unwanted in-migration of the retired and economically inactive. The assertion of Young (2002) and Webb (2010) about the shrinking pension pot might however prove, in the future, to place environmental character as a lower priority than economic growth amongst future generations of older people.

<u>Care and assisted living and active retirement</u>

Another recommendation from the Economic Strategy, which applies more generally to the Tendring district as a whole, is to target growth in sectors of the economy that are most likely to grow – namely offshore energy, mainly in relation to the port town of Harwich, in response for the need for greener forms of energy generation; and care and assisted living, in response to the demands of an ageing population – in particular the more dependent 'old elderly' (Bench et al 2006). The recommended growth in the care and assisted living focuses on technological innovation, improving quality of provision, developing 'centres of excellence' for education and skills linked to this sector and attracting associated supply chain industries.

The suggestion of growth in care and assisted living (primarily to address the needs of Bench's (2006) 'old elderly' cohort) and the concept suggested in Atterton (2006), as adopted in some parts of the USA, to *"actively pursue retiree in-migration as an economic development strategy"* (p4) perhaps through the development of specific retirement complexes with associated leisure facilities (aimed more at Bench's (2006) 'young elderly) was tested through questionnaire. Respondents generally suggested that these approaches would help to free up existing housing stock for younger people and families (again validating the view of Morton (2010)), support their authority's vision for the area, help to drive local job creation and might be a more acceptable approach to growth amongst existing older residents. Some however were concerned that this approach might exacerbate existing problems and concerns and might encourage younger people to leave the area.

Figure 6.4: Questionnaire response – retirement-focussed housing in seaside towns

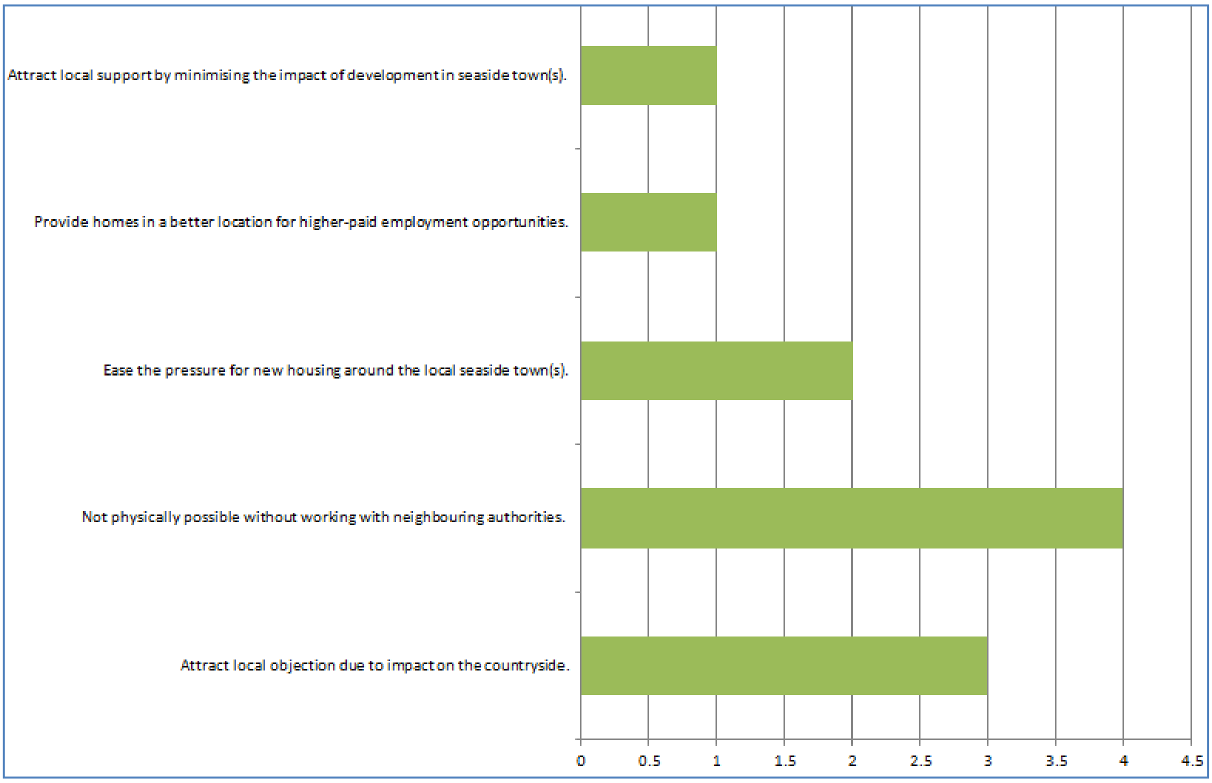


<u>New settlements</u>

Another approach to housing growth that has been considered by Tendring District Council in the preparation of its new Local Plan, in response to significant objection to housing development in and around its seaside towns, including Clacton, is the creation of one or more stand alone settlements further inland which could provide homes for younger and working age people (including affordable housing for key workers) in a locations closer, and within an easy commute, to main centres of employment outside of the district (i.e. Colchester).

This concept was also tested through the questionnaire but some respondents were concerned that it would attract local objection due to the loss of greenfield land and damage to the open countryside. Other authorities recognised that this approach could help ease the pressure for new homes around their seaside towns, provide better access to higher-paid economic opportunities for commuters and could attract some support from residents concerned about continual growth around seaside towns. For some authorities with tightly drawn boundaries including Bournemouth, Eastbourne, Southend and Worthing however, this option would not be physically achievable without working with neighbouring authorities.

Figure 6.5: Questionnaire response – attitudes toward creation of new settlements



The National Planning Policy Framework (NPPF) requires local planning authorities to *"actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or <u>can be made</u> sustainable"* (CLG 2012: p6). This represents a subtle shift from previous government policy that was clear in focussing development on established urban areas. This subtle change, arguably, condones the principle of creating commuter villages as suggested above, perhaps reflecting Champion's (2006) scepticism about concentrating growth in urban areas as a means of reducing commuting. For authorities to pursue such a strategy with confidence however, the policy might benefit from some revisions to become more explicit in allowing for such development.

The NPPF also requires Councils to *"deliver a wide choice of high quality homes, widen opportunities for home ownership and create sustainable, inclusive and mixed communities"* (CLG 2012: p13) and it is questionable whether new settlements aimed predominantly at younger and working age people, or housing strategies aimed predominantly at active or dependent older people will succeed in promoted 'inclusive mixed communities' or whether it would encourage segregation and reinforce the 'generation gap'.

Section 7: Conclusions

Conclusions - economic challenges

The first research objective was to understand economic challenges facing seaside towns and barriers to addressing those challenges. CLG (2010) and Shared Intelligence (2010) identified common challenges facing seaside towns including higher than average levels of unemployment; a high reliance on jobs in the lower paid service sectors; and a disproportionate number of older residents.

The research validates this for many seaside towns with Blackpool, Clacton, Eastbourne, Margate, Scarborough and Southport in particular displaying all three characteristics. However for other areas, the range of challenges was more varied, supporting the assertion of Smith (2004) that the issues can differ considerably from place to place. Brighton, the largest of the settlements, has a younger than average demographic profile and a very high proportion of residents in high paid occupations and whilst Bournemouth, the second largest, has higher than average unemployment and an ageing population, there is also a strong representation of younger people and a diverse economy, with universities in both areas being a key driver of activity.

Marsden et al (1999) suggested that deprivation in seaside towns was often *“being disguised by proximity to more affluent areas”* (p107). Those seaside towns that are reliant on service sector industries often struggle to attract private investment and higher paid job opportunities to their area to replace those lost following decades of decline in their traditional tourism role. The statistical identifies a correlation between economic activity in higher-paid employment sectors and the proximity of a seaside town to other larger or comparable centres of population. This research suggests that competitive forces place seaside towns within close proximity of other centres of employment at a disadvantage. Employing Porter’s Five Forces model (1979), the research finds that for some areas, the inherent barriers posed by a peripheral coastal location will make it very difficult to reverse this without some form of radical intervention that will alter the forces of competition.

Conclusions – demographic challenges

The second research objective was to understand the implications of an ageing population on the economy of seaside towns. Young (2002) and Webb (2010) express serious concerns about the ability of future generations of older people to save for a pension against the backdrop of the recent economic downturn and the consequential likelihood that the levels of disposable income enjoyed by the 'baby boomer generation' will not carry forward to future retirees. Atterton (2006) and Parkinson et al (2013) however take a more positive view, promoting the potential benefits of the active retired, i.e. Bench et al 2006's 'younger elderly', as a skilled and experienced workforce in its own right.

The research shows that whilst a number of local authorities are concerned about the impact of an ageing population on the capacity of local health services, they also recognised the local economic benefits in terms of generating and sustaining employment opportunities, particularly in the health and care sectors. The fact that the economic benefit of the ageing population is widely recognised but the negative impact is still a major concern suggests that, in practice, the supply of services, whilst growing, is failing to keep up with the increasing demand. This would indicate that prioritising investment in the provision of health and care, both from public and private sector sources, might be one key to addressing the economic challenges faced in some seaside towns whilst mitigating some of the health-related challenges of the ageing population.

The RTPI (2004) recognised that the 'baby boom generation' of older people is more likely to question authority and campaign for change and the research shows that some authorities are concerned that an ageing population often manifests into strong resistance to development, making it difficult to secure political support for necessary intervention. Maslow's Needs Hierarchy (1954) was employed to understand what motivates older people, in particular, to resist change with reference to the RTPI's assertion that they are "*no longer be constrained by employment location and whose outlook on life may be influenced more by cost of living and quality of life than by workplace issues"* (RTPI 2004, p3). Considering Young (2002) and Webb (2010) however, this may not prove to be the outlook of future generations of financially constrained retirees.

Where resistance to change is strong, Fisher's 2012 Transitional Curve model suggests that change, whilst the cause of anxiety, denial and depression for some in its early stages, will generally be accepted with the passage of time; something perhaps for authorities that see unpopular change as an essential part of their strategy to bear in mind.

<u>Conclusions – housing challenges</u>

The third research objective was to identify measures that could support the economy of seaside towns. Tendring's Economic Strategy (Regeneris 2013) recommends an increase in housing development in Clacton-on-Sea to raise the population and generate demand for goods and services in the local economy and Morton (2010) sees housing growth, in particular bungalows, as an essential part of planning for an ageing population.

Boosting the supply of housing to meet objectively assessed needs is one of the government's central planning policies and the research suggests that seaside towns with larger populations tend to have more diverse economies and a more balanced demographic profile. Whilst most local authorities appear to recognise the potential economic benefits of population growth, geographical constraints in some areas limit the opportunities for housing development. With a growing, increasingly educated and increasingly active and influential anti-development movement, particularly amongst older residents, population growth in some coastal areas is also politically untenable, at least for now (see Young and Webb).

Regeneris also recommends growth and innovation in the provision of care and assisted living as means of rejuvenating Clacton's economy in response to the ageing population, particularly the Bench et al (2006) notion of the 'old-elderly'. Other authorities also recognise the potential benefits of this approach. Atterton (2006) and Parkinson at al (2013) address the increasing demands of the 'younger elderly' (Bench et al 2006) by promoting the in-migration of the active retired through the creation of USA-style retirement communities geared up to meet the social and leisure demands of an increasingly active and demanding sector of the population. The extent to which this continues into the future might need to be monitored however, given Young (2002) and Webb's (2010) concerns about the declining affluence of future retirees.

The fourth research objective was to understand the implications of an ageing population on the needs of the wider population and identify measures aimed at ensuring they are also met. Alongside the recognition, amongst most authorities, that the provision of care homes, extra care housing, bungalows and retirement complexes could assist in 'freeing up' housing stock for younger people and families, this research explored the concept of creating new stand-alone settlements to cater for a younger demographic, located further inland with shorter commuting distance to surrounding centres of higher-paid employment.

Whilst many authorities acknowledge the potential benefits of such an approach in reducing the perceived burden of, and objection to, growth in and around seaside towns themselves and there remained concerns about the principle of development in the open countryside and the practical implications for authorities that are physically constrained by their boundaries or who see diverse and dynamic communities as a central part of their economic strategy.

Section 8: Recommendations

Recommendations for action

The research sought to address the following overarching question: *"How could seaside towns harness the opportunities presented by an ageing population to address their economic challenges and meet the housing and employment needs of the wider population?"* The research shows that there is no one generic solution that can apply to all seaside towns because, as recognised by Smith (2004) and demonstrated through the primary and secondary research, the issues are complex and vary from place to place.

For English seaside towns suffering with high unemployment, a high and growing proportion of older residents and a high reliance on service sector employment, this research recommends four strategic options each requiring varying levels of intervention from local authorities, central government, education and health providers, transport providers and business to succeed i.e. a 'coordinated approach' (Marsden and Heath 1999). Each of these options was tested through a PESTEL and SWOT analysis in Appendix 5 which has underpinned the commentary below.

Level 1 Intervention – Focus on health, care and assisted Living

- Local authorities to adopt planning policies that positively support the construction of high quality care homes, extra-care housing and lifetime homes;
- Local authorities and health and education providers to invest in specialist training facilities in seaside towns associated with the care and assisted living sectors;
- Government, local authorities and businesses to explore the potential for centres of excellence in research and development for new technology to support care and assisted living along with accommodation for associated supply chain industries; and
- Government and NHS to review strategies for hospital provision and consider directing investment toward new and improved facilities in and around seaside towns, particularly where they will specialise in the treatment of chronic medical conditions that tend to affect people in later life.

This approach is perhaps most appropriate for smaller seaside towns where it is clear that competition from larger nearby towns and cities will make significant inward investment and business job creation unlikely, or where the more radical approaches are deemed to be physically, financially or politically unviable. Authorities adopting this approach would have to accept that there will continue to be a reliance on lower-paid service sector jobs and a growing proportion of older residents, albeit the overall number of job opportunities should increase with a range of roles within health, care and assisted living and associated support chain industries.

Central government would have to play a leading role in diverting long-term pubic investment in hospitals and education facilities toward seaside towns both as a means of addressing the implications of an ageing population and providing valuable employment opportunities (including higher-paid medical, managerial and technical roles) that are unlikely to be achieved through private sector business investment alone. There is a risk, with this approach, that a seaside town could gain an image associated with retirement and ill health that might act as a disincentive to younger people and which might result in recruitment difficulties unless there is careful investment in marketing and/or other forms of incentives.

Level 2 Intervention – Focus on promoting active retirement

- Local authorities to actively market their area to the retired, and those approaching retirement, in surrounding towns and cities.
- Local authorities and private businesses to invest in environmental improvements and leisure facilities that attract and meet the needs and demands of the active retired;
- Local authorities to adopt planning policies that prioritise the construction of high quality bungalows, retirement complexes and extra care housing over other forms of residential accommodation; and
- Business and the voluntary sector to investigate the role that the younger retired could play in the economy through utilising their skills, experience and business knowledge to support local business and charitable activity with investment in new premises where necessary.

This approach is perhaps most appropriate for authorities in areas that are already popular for retirement and where the interventions will therefore bring substantial benefits to both existing and future residents. Authorities will however have to accept that there will continue to be an increasing reliance the service sector for local employment and that, from an image perspective, might act as a disincentive for younger residents looking for a home and business looking to tap into a dynamic workforce and might narrow the local tourism product. It might also have the effect of making housing unaffordable for younger people if the in-migration of older people that are 'capital rich' increases house prices. This eventuality might not transpire however if the assertions of Young (2002) and Webb (2010) about the restricted wealth of future generations of older people as a result of a ensuing pensions deficit, are true.

This approach should be seen as complementary, rather than an alternative, to the level 1 intervention because a boost in the population of young and active retired will naturally, at some point in the future, result in an increase in the proportion of residents in later life who may become more dependent on care and assisted living.

Level 3 Intervention – Focus on the creation of new commuter villages

- Local authorities, through their Local Plans, to plan for the creation of new settlements further inland with good transport links to surrounding centres of employment, working where necessary with neighbouring authorities;

- Government to give greater support, through national planning policy, to local authorities wishing to take this approach;

- Government to provide financial support to the provision of high quality affordable housing to meet the needs of key workers with lower salaries working in the service sector occupations needed to support the ageing population in the neighbouring seaside towns; and

- Transport authorities/providers to invest in creating capacity in the road and rail network to improve commuting times between the new settlements, centres of employment and corresponding seaside towns.

For those authorities where employment growth, inward investment and delivering affordable housing to meet the needs of future generations of young and working age residents is a high political priority, but where major house building programmes are either physically, financially or politically undesirable, this might be a suitable approach. Authorities would however have to accept that the creation of new commuter villages will result in the permanent loss of agricultural land in the open countryside and might lead to some existing villages seeing a considerable change in their rural character, leading to strong (albeit focussed) local resistance.

Central government would need to amend the National Planning Policy Framework to be more explicit in its support for such an approach because it is likely to be heavily challenged through the planning process, particularly by landowners promoting traditional urban extensions to towns. Increasing transport capacity and providing affordable housing would be key requirements of this approach because it is firstly likely to result in a change in commuting patterns and the provision of housing that will be unaffordable to essential workers needed in the growing care and assisted living sectors.

Level 4 Intervention – Focus on population growth and inward investment

- Local authorities to actively promote mixed housing development in and around their seaside town(s), working where necessary with neighbouring authorities, to substantially increase the population across all age ranges;

- Local authorities to make a long-term political commitment to this approach with heavy investment in marketing to attract new residents and public engagement with existing communities to communicate the economic benefits of growth;

- Government and local authorities to provide financial support for land acquisition, early provision of key infrastructure and affordable housing and creation of serviced employment premises for business investors, at competitive rents;

- Education providers to explore the opportunities to establish new educational facilities including universities to serve the expanding population of younger people and support the increasing research, development and workforce demands of the growing business economy;

- Business and supply chain industries to recognise the emergence of a dynamic market and improving access to a dynamic and educated workforce in making strategic investments.

The most radical of the four interventions is driven predominantly by increasing the rate of housing development in and around the seaside town itself to address housing needs across all age ranges and increase the market and catchment area for business investment. Because such an approach is likely to be highly controversial and attract considerable local objection, it is most likely to be achieved by authorities with strong leadership and political stability where tackling unemployment is the number one priority.

The rate at which new homes can be delivered is very much dictated by the market. As there will be competition for business investment between different locations, so will there be competition between house builders looking to respond to consumer demand. Authorities adopting this approach might therefore need to agree with neighbouring authorities, through the legal duty to cooperate, to take on some of their objectively assessed housing requirement and therefore increase market demand within their seaside area.

Recommendations for further research

The conclusions and recommendations in this research are based on limited research of literature, statistics and a questionnaire focussed only on local authorities. It is recommended that to further this research and reinforce or otherwise challenge its findings, the following studies could be undertaken:

- A more detailed 'Porter-style' assessment of the factors that dissuade large private-sector companies from locating to peripheral seaside areas;
- A study into the feasibility of diverting investment in new hospitals/health centres and/or universities/colleges toward seaside towns as a means of meeting the needs of an ageing population and generating higher-paid employment opportunities both directly, and through associated supply chain industries;
- A study into the potential effects of financial constraint amongst future generations of older people (as warned by Young (2002) and Webb 2010)) on the feasibility of creating communities for the active retired suggested in Atterton (2006) and Parkinson et al (2013);
- A study into the real employment opportunities that could arise from growth and innovation in care and assisted living sector, including the range of occupations and salaries that could be created;

- A study into the effects on 'image' that might result from marketing seaside towns towards older people, particularly on the needs and demands of younger people;

- A study into the methods that could be employed to engage older people more positively in the planning process or otherwise increase participation amongst younger people;

- A study into how national planning policy, following the demise of regional plans, could better reflect the unique challenges facing seaside towns and to what extent the creation of new settlements aimed at younger people and commuters could assist or otherwise prejudice the government's ambitions for inclusive and mixed communities.

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Appendix 1: Questionnaire and covering e-mail

Dear sir or madam,

I am currently undertaking research into the effects of the ageing population on the economy of seaside towns for my Masters in Business Administration (MBA) dissertation. The research is also designed to support my authority's work in bringing economic growth to the Clacton-on-Sea area by promoting retirement and encouraging investment in the care and assisted living sector; research that could be of interest to other comparable coastal authorities like yours.

As well as undertaking considerable secondary research into demographic and economic data and comparing policies in Local Plans and Economic Strategies, I am approaching planning and economic development professionals in fellow coastal authorities to get their views on some of these issues and ideas.

I would be very grateful therefore if you could forward this email to relevant planning and economic development officers in your organisation and ask them to fill in the attached survey which should take no more than 10 minutes. Participation is not compulsory, but if you are able to help could I please ask for the survey to be completed by **12th December 2014** and sent back to me at [author's e-mail address]. I will send out a reminder a week before this deadline as I am sure, like me, you are probably very busy.

Please be assured that all answers will be kept confidential and the information will not passed on to other researchers, students or interested parties and is used only for the purposes of this research dissertation. If you have any questions about this project or would like to receive a copy of the research when it has been completed, please contact me using the contact details below.

Thank you very much in advance for you attention and hope you are able to participate in this research questionnaire.

Best Wishes

[Author's details]

Questionnaire: The effects of an ageing population on English seaside towns

Local Authority	

Department	

Would you like to receive a copy of the research once it has been completed? (Yes or No)	

Question 1 of 5: Economic challenges

From the following list, what would you say are the top five economic challenges facing the seaside town(s) in your area? (Please select up to 5 by marking with an 'X')

a) Location and poor transport connections. ☐

b) Proximity to a neighbouring town or city with better/more competitive prospects for inward investment
due to their location and better transport connections. ☐

c) The decline of traditional tourism or maritime activities due to modern trends/practices. ☐

d) High reliance on lower-paid service sector jobs. ☐

e) High levels of out-commuting for work. ☐

f) High levels on in-migration for cheaper housing. ☐

g) Lack of sufficient decent housing. ☐

h) Low skills and attainment amongst working age residents. ☐

i) Physical decline and lack of investment in buildings and infrastructure. ☐

j) Image problems resulting from bad publicity on matters such as unemployment, crime or anti-social
behaviour. ☐

k) The effects of the ageing population on service provision and the image of the area. ☐

l) Resistance to change from residents. ☐

Are there any other economic challenges not listed above? (Please provide some details)

Question 2 of 5: The ageing population

Which of the following statements best represent your authority's view towards the effect of the ageing population on the seaside town(s) in your area? (Please select up to 5 by marking with an 'X')

a) The ageing population is an issue of little significance or concern in our area. ☐

b) The ageing population places increasing pressure on local health services in our area. ☐

c) The ageing population damages the image of our area and puts off investors. ☐

d) The ageing population makes younger people want to leave our area to live and work elsewhere. ☐

e) The ageing population results in a lot of resistance to change in our area. ☐

f) The ageing population is vital to our area because retired people spend considerable amounts of
money in the local economy. ☐

g) The ageing population is good for the image of our area as it is seen as peaceful with low crime. ☐

h) The ageing population is vital for local employment as many of our young people work in the health
and care sectors. ☐

i) The ageing population could be key to future economic growth so catering for older and retired people
is an important part of our economic strategy. ☐

Does your authority have a different view? Please provide details.

Question 3 of 5: Housing development

Which of the following statements best represent your authority's view toward planning for new housing development in your seaside town(s)? (Please select up to 5 by marking with an 'X')

i) Further housing development will help to boost activity in the economy. ☐

j) Further housing development will bring new investment in services and infrastructure. ☐

k) Further housing development is essential for future generations of younger people to be able to live in our area. ☐

l) Further housing development will provide opportunities for older people to 'downsize' and therefore free-up existing property for families and younger people. ☐

m) Further housing development will exacerbate existing economic concerns. ☐

n) Further housing development will encourage unwanted in-migration of the retired and economically-inactive to the area. ☐

o) Further housing development will overwhelm existing services and infrastructure. ☐

p) Further housing development will damage the area's special environmental character which is what makes it attractive to new residents and visitors. ☐

Are there any other issues not mentioned above? (Please detail)

In your experience, do these views reflect those of local residents?

Question 4 of 5: Housing the ageing population

Does your authority have (or would it consider) a policy of actively encouraging the development of bungalows, retirement complexes, extra-care housing and care homes in and around your seaside town(s)? (Please select up to 5 by marking with an 'X')

In your view, does/would such a policy:

a) Support the authority's vision for the area. ☐

b) Conflict with the authority's vision for the area. ☐

c) Exacerbate existing problems and concerns. ☐

d) Help to free up existing housing stock for younger people and families. ☐

e) Help to drive growth in the care and assisted living sector which will create local jobs. ☐

f) Improve the image of the area by promoting quiet, attractive and safe living. ☐

g) Damage the image of the area by discouraging younger people. ☐

h) Attract local objection from people. ☐

i) Attract local support for being a more acceptable/less harmful form of development. ☐

Do you have any other views, observations or suggestions on this topic?

Question 5 of 5: The wider population

Does your authority have (or would it consider) a policy of planning for one or more new settlements, further inland and away from the main seaside town(s), aimed at providing homes for younger people and families? (Please select up to 5 by marking with an 'X')

In your view, does/would such a policy:

a) Provide homes in a better location for higher-paid employment opportunities and commuting to surrounding towns and cities.

b) Ease the pressure for new housing around the local seaside town(s).

c) Support the economy of the seaside town(s) by improving access to better employment opportunities and increasing spending power in the local area.

d) Attract local support by minimising the impact of continuous development around the established seaside town(s).

e) Attract local objection due to the loss of greenfield land and the damage to the open countryside.

f) Detract from the economy of the nearby seaside town(s) by providing a more competitive location for inward investment and encouraging out-commuting.

g) Accelerate local concerns about the ageing population and deprivation in the seaside town(s).

Do you have any other views, observations or suggestions on this topic?

Thank you so much for your participation.

Please save a copy of the completed questionnaire and e-mail it back to me at [author's e-mail address].

Please be assured that all answers will be kept confidential and the information will not passed on to other researchers, students or interested parties and is used only for the purposes of this research dissertation.

Thank you again.
[Author's name]

Appendix 2: Report of questionnaire responses

This is a report setting out the responses received to the questionnaire (see Appendix 1) entitled ‘The effects of an ageing population on English seaside towns’. The questionnaire invited local authorities in coastal areas to comment on economic and demographic challenges facing their areas. The results of the questionnaire form the primary research in support of the author’s research project.

Coverage

The questionnaire was sent, in October 2014, via e-mail to the following 19 local authorities representing English seaside towns for the attention of planning and economic development officers, with a follow-up e-mail sent in December 2014:

North-West Coast

- Blackpool (Blackpool Council)
- Southport, Lancashire (Sefton Council)

South-East Coast

- Clacton-on-Sea, Essex (Tendring District Council)
- Lowestoft, Suffolk (Waveney District Council)
- Southend-on-Sea, Essex (Southend Borough Council)
- Great Yarmouth, Suffolk (Great Yarmouth Borough Council)
- Margate, Kent (Thanet District Council)

North-East Coast

- Skegness, Lincolnshire (East Lindsey District Council)
- Scarborough, North Yorkshire (Scarborough Borough Council)
- Bridlington, Yorkshire (East Riding of Yorkshire Council)

South Coast

- Worthing, Sussex (Worthing Borough Council)
- Brighton, Sussex (Brighton and Hove City Council)
- Folkestone, Kent (Shepway District Council)
- Bournemouth, Dorset (Bournemouth Borough Council)
- Weymouth, Dorset (Weymouth and Portland District Council)
- Torquay, Devon (Torbay District Council)
- Hastings, Sussex (Hastings Borough Council)
- Eastbourne, Sussex (Eastbourne Borough Council)

South-West Coast

- Newquay, Cornwall (Cornwall Council)
- Weston Super Mare, Somerset (North Somerset District Council)

Response rate

Responses were received from the following 7 authorities before the end of December 2014, representing a 37% rate of return:

- Bournemouth Borough Council (Planning Policy);
- Cornwall Council (Economy, Enterprise and Environment);
- Eastbourne Borough Council (Specialist Advisory Team – Economic Development);
- North Somerset District Council (Planning);
- Southend Borough Council (Economy & Tourism/Planning);
- Waveney District Council (Planning Policy); and
- Worthing Borough Council (Planning Policy).

Response to question 1 of 5: Economic challenges

Participants were asked to select up to 5 economic challenges from a list provided that they felt best represented the challenges facing their area. Figure 1 below identifies the responses to the question in order of popularity.

<u>Fig 1 – Response to question 1</u>

Code	Economic challenge	No. Selections	Authorities
d	High reliance on lower-paid service sector jobs.	5	Bournemouth Borough Council Cornwall Council Eastbourne Borough Council Southend Borough Council Worthing Borough Council
a	Location and poor transport connections	4	Cornwall Council Eastbourne Borough Council Southend Borough Council Waveney District Council
c	The decline of traditional tourism or maritime activities due to modern trends/practices.	3	Bournemouth Borough Council North Somerset District Council Southend Borough Council
e	High levels of out-commuting for work.	3	Bournemouth Borough Council North Somerset District Council Southend Borough Council
j	Image problems resulting from bad publicity on matters such as unemployment, crime or anti-social behaviour.	3	Bournemouth Borough Council North Somerset District Council Waveney District Council

b	Proximity to a neighbouring town or city with better/more competitive prospects for inward investment due to their location and better transport connections.	2	Waveney District Council Worthing Borough Council
h	Low skills and attainment amongst working age residents.	2	Eastbourne Borough Council Waveney District Council
i	Physical decline and lack of investment in buildings and infrastructure.	2	North Somerset District Council Waveney District Council
k	The effects of the ageing population on service provision and the image of the area.	2	North Somerset District Council Worthing Borough Council
f	High levels on in-migration for cheaper housing.	1	Bournemouth Borough Council
g	Lack of sufficient decent housing.	1	Worthing Borough Council
m	Resistance to change from residents.	1	Worthing Borough Council
l	The effects of the ageing population on service provision and the image of the area.	0	None.

The supplementary 'open question' invited participants to identify any other economic challenges not provided in the list of options. The following suggestions were submitted by Bournemouth Borough Council, Cornwall Council and Southend Borough Council.

Bournemouth Borough Council: Loss of employment – offices as a result of permitted development rights. Pressure for student accommodation in office allocation area. Loss of hotel uses to residential. High levels of international migration.

Cornwall Council: General economic climate and ability of households to go on holiday

Southend Borough Council:

- High rates of start-up businesses, but low rates of survival after one year.
- Mismatch between jobs sought and vacancies available
- Expensive house prices for those at the bottom end of the market

Waveney District Council: Many of the above are relevant to some degree in this area. There is economic potential in this area (from offshore wind) but the challenge is getting employment land to be viably delivered. Furthermore, there are real and perceived infrastructure constraints which undermine confidence in the area.

Response to question 2 of 5: The ageing population

Participants were asked to select up to 5 statements from a list provided that they felt best represented their authority's view towards the effect of the ageing population on the seaside town(s) in their area. Figure 2 below identifies the responses to the question in order of popularity.

Fig 2 – Response to question 2

Code	Demographic challenge	No. Selections	Authorities
b	The ageing population places increasing pressure on local health services in our area.	7	Bournemouth Borough Council Cornwall Council Eastbourne Borough Council North Somerset District Council Southend Borough Council Waveney District Council Worthing Borough Council
e	The ageing population results in a lot of resistance to change in our area.	3	North Somerset District Council Waveney District Council Worthing Borough Council
h	The ageing population is vital for local employment as many of our young people work in the health and care sectors.	3	Eastbourne Borough Council North Somerset District Council Waveney District Council
a	The ageing population is an issue of little significance or concern in our area.	2	Bournemouth Borough Council North Somerset District Council
i	The ageing population could be key to future economic growth so catering for older and retired people is an important part of our economic strategy.	2	Eastbourne Borough Council Worthing District Council
d	The ageing population makes younger people want to leave our area to live and work elsewhere.	1	North Somerset District Council
f	The ageing population is vital to our area because retired people spend considerable amounts of money in the local economy.	1	Cornwall Council
c	The ageing population damages the image of our area and puts off investors.	0	None
g	The ageing population is good for the image of our area as it is seen as peaceful with low crime.	0	None

In the supplementary open question, the participants were invited to detail any alternative views. The following suggestions were made from Bournemouth Borough Council, Cornwall Council and Eastbourne Borough Council.

Bournemouth Borough Council: The age structure in Bournemouth is quite different to that of its neighbours in other Dorset councils. The proportion of elderly is moving more in line with national percentages. Bournemouth has a smaller proportion of under 19's and a slightly larger proportion of over 65's overall than England and Wales. It has a larger proportion of 19 – 40 year olds than England and Wales. Bournemouth has a large student population. The latest population projections show that Bournemouth is seeing a greater estimated influence of international migration and BME growth. The 2012-based projections show that 54% of population growth is attributable to international migration.

Cornwall Council: An ageing population is a factor affecting all areas of the country and not just seaside towns. It is something that the planning service will need to plan for irrespective of the type of place.

Eastbourne Borough Council: ESCC is developing a Growth Strategy for East Sussex. Statistical evidence bases have highlighted the economic growth potential of the older population.

Response to question 3 of 5: Housing development

Participants were asked to select up to 5 statements from a list provided that they felt best represented their authority's view towards planning for new housing in the seaside town(s) in their area. Figure 3 below identifies the responses to the question in order of popularity.

Fig 3 – Response to question 3

Code	Housing challenge	No. Selections	Authorities
c	Further housing development is essential for future generations of younger people to be able to live in our area.	7	Bournemouth Borough Council Cornwall Council Eastbourne Borough Council North Somerset District Council Southend Borough Council Waveney District Council Worthing Borough Council
a	Further housing development will help to boost activity in the economy.	6	Cornwall Council Eastbourne Borough Council North Somerset District Council Southend Borough Council Waveney District Council Worthing Borough Council
d	Further housing development will provide opportunities for older people to 'downsize' and therefore free-up existing property for families and younger people.	5	Cornwall Council Waveney District Council North Somerset District Council Southend Borough Council Worthing Borough Council
b	Further housing development will bring new investment in services	4	Cornwall Council Southend Borough Council

	and infrastructure.		Waveney District Council Worthing Borough Council
h	Further housing development will damage the area's special environmental character which is what makes it attractive to new residents and visitors.	2	Bournemouth Borough Council Worthing District Council
e	Further housing development will exacerbate existing economic concerns.	1	Bournemouth Borough Council
f	Further housing development will encourage unwanted in-migration of the retired and economically-inactive to the area.	1	North Somerset District Council
g	Further housing development will overwhelm existing services and infrastructure.	0	None

In the first of three supplementary open questions, the participants were invited to detail any alternative issues not mentioned in the list. The following suggestions were made from Bournemouth Borough Council, Cornwall Council, Southend Borough Council and Worthing Borough Council.

Bournemouth Borough Council: Over 80% of new housing built is flats. Not enough family housing being built. The office to residential pd changes have resulted in even smaller units being built. The Borough has a very large private rented sector, a large student population and there is a particular issue around HMO's.

Cornwall Council: Planning attempts to strike a balance between the need for housing to meet local needs, enabling negotiation with developers to provide critical infrastructure and locating development to ensure the minimum impact on the environment.

Southend Borough Council: Further housing development must be accompanied by adequate levels of investment (public and private) in infrastructure. This will help to ease opposition/ concerns to housing growth and potentially mitigate current infrastructure deficiencies. Southend-on-Sea is located at the end of the regional transport network and has pockets of high road congestion and longer travel times to the national road network than some nearby competitors.

Worthing Borough Council: For Worthing, like many seaside towns, the built up area boundary of the borough is very tightly drawn. This leaves very little room for sustainable expansion and growth – particularly along the Sussex Coast which has the South Downs National Park abutting the urban areas to the north. This places great pressure on any 'gaps' between settlements and can sometimes result in an unsustainable intensification of existing sites – and sometimes the inappropriate loss of employment land. This in turn places greater pressure on creaking infrastructure).

In the second of three supplementary open questions, the participants were invited to comment on whether or not, in their experience, the above views reflected those of local residents. The following suggestions were made from Bournemouth Borough Council, Cornwall Council, Eastbourne Borough Council, Waveney District Council and Worthing Borough Council.

Bournemouth Borough Council: Local residents are concerned about the high level of redevelopment of larger houses into blocks of flats. Also HMO's for student accommodation.

Cornwall Council: Comments e to h are those that tend to be used by objectors to any new development.

Eastbourne Borough Council: We have active Neighbourhood Panels where residents are able to participate. The Council works actively in partnership with the community.

Waveney District Council: No. There is still resistance from some parts of the community to many housing schemes in the District.

Worthing Borough Council: The views of local residents will vary enormously – between those on the housing ladder who want to protect the environment around the Borough and those who are in desperate need for new housing and employment opportunities.

In the third open question, the participants were invited to comment on any notable differences in opinion between younger and older residents. The following comments were made by Bournemouth Borough Council, Cornwall Council, Eastbourne Borough Council, Waveney District Council and Worthing Borough Council.

Bournemouth Borough Council: Because our age structure is not as heavily weighted towards elderly people than our neighbours in Christchurch, it is hard to say.

Cornwall Council: Older people do tend to participate more in consultations.

Eastbourne Borough Council: Devonshire West Big Local (DWBL) in Eastbourne is in receipt of a £1 million lottery award. The DWBL group has representation from across the age spectrum including younger residents. The opinions within this group are reasonably consistent across the age range.

Waveney District Council: No evidence to support this but anecdotally I would suggest younger residents are more supportive of development than older residents.

Worthing Borough Council: Yes – it is extremely hard to engage with younger sections of the population. At the other end of the spectrum are those in retirement have plenty of time on their hands. The vast majority of any consultation responses we receive from the public are from older residents.

Response to question 4 of 5: Housing the ageing population

Participants were asked to select up to 5 statements from a list provided that they felt best represented their authority's view towards a policy of actively encouraging the development of bungalows, retirement complexes, extra-care housing and care homes in the seaside town(s) in their area. Figure 4 below identifies the responses to the question in order of popularity.

Fig 4 – Response to question 4

Code	Statement on housing the ageing population	No. Selections	Authorities
d	Help to free up existing housing stock for younger people and families.	5	Cornwall Council North Somerset District Council Southend Borough Council Waveney District Council Worthing Borough Council
a	Support the authority's vision for the area.	3	Cornwall Council Southend Borough Council Waveney District Council
b	Conflict with the authority's vision for the area.	1	Bournemouth Borough Council
c	Exacerbate existing problems and concerns.	1	Worthing Borough Council
e	Help to drive growth in the care and assisted living sector which will create local jobs.	1	North Somerset District Council
i	Attract local support for being a more acceptable/less harmful form of development.	1	Bournemouth Borough Council
f	Improve the image of the area by promoting quiet, attractive and safe living.	0	None
g	Damage the image of the area by discouraging younger people.	0	None
h	Attract local objection from people.	0	None

In the supplementary open question, the participants were invited to detail any other views, observations or suggestions on this topic. The following comments were made by Bournemouth Borough Council, Eastbourne Borough Council, Southend Borough Council and Worthing Borough Council.

Bournemouth Borough Council: We have applications for the more up-market elderly persons' housing which sell at a premium.

Eastbourne Borough Council: Eastbourne and surrounding areas has a good supply of bungalow, retirement and care/nursing home stock. Our priorities are to concentrate on a range of developments that bring forward affordable housing/small unit and family housing accommodation. As opportunities arise, we also add to type of developments described above.

Southend Borough Council: Given the urban nature of Southend policy is being devised to help safeguard existing bungalows and promote more new buildings/ conversions to be built to lifetime homes standards, which may be suitable for older people.

Worthing Borough Council: Housing policies for Worthing seek to deliver the appropriate mix of housing to meet identified needs. Currently the greatest need is for family housing but that is not to say that the needs of other sectors of the population, including the elderly, are overlooked. To achieve this balance it is important that Worthing is seen as a dynamic Borough with a diverse population. Any policies that would encourage a significant 'over-provision' of care and sheltered housing (beyond that needed to meet local needs) would be detrimental to this aim.

Response to question 5 of 5: The wider population

Participants were asked to select up to 5 statements from a list provided that they felt best represented their authority's view towards a policy of planning for one or more new settlements, further inland and away from the main seaside town(s), aimed at providing homes for younger people and families. Figure 5 below identifies the responses to the question in order of popularity.

Fig 5 – Response to question 5

Code	Statement on housing the ageing population	No. Selections	Authorities
e	Attract local objection due to the loss of greenfield land and the damage to the open countryside.	3	Bournemouth Borough Council Eastbourne Borough Council North Somerset District Council
b	Ease the pressure for new housing around the local seaside town(s).	2	Bournemouth Borough Council North Somerset District Council
a	Provide homes in a better location for higher-paid employment opportunities and commuting to surrounding towns and cities.	1	Bournemouth Borough Council
d	Attract local support by minimising the impact of continuous development around the established seaside town(s).	1	Bournemouth Borough Council
c	Support the economy of the seaside town(s) by improving access to better employment opportunities and increasing spending power in the local area.	0	None
f	Detract from the economy of the nearby seaside town(s) by providing a more competitive location for inward investment and encouraging out-commuting.	0	None
g	Accelerate local concerns about the ageing population and deprivation in the seaside town(s).	0	None

In the supplementary open question, the participants were invited to detail any other views, observations or suggestions on this topic. The following comments were made by Bournemouth Borough Council, Cornwall Council, Eastbourne Borough Council, Southend Borough Council, Waveney District Council and Worthing Borough Council.

Bournemouth Borough Council: There is strong local and political opposition to developing in the green belt areas at the edge of Bournemouth, even though the town is getting more “crammed” with redevelopment. If you are looking at further inland, it will be in our neighbouring districts, some of which are already allocating greenbelt areas for urban extensions. (Christchurch and East Dorset).

Cornwall Council: We have proposals for new settlements around St Austell (which is not really a seaside town although on the coast) but these are mainly related to the regeneration of old china clay workings/redundant docks. Although this will provide new homes for families and younger people the main purpose is not to divert growth away from seaside towns.

Eastbourne Borough Council: Within our catchment we have very limited capacity for further development.

Southend Borough Council: Southend is a tightly drawn urban area which borders the Thames Estuary – Housing growth is focused to the existing urban area and town centre area thereby aiding much needed regeneration and investment in the existing built fabric.

Waveney District Council: This option has never been considered politically within the Council therefore it is not possible to answer on behalf of the authority. From an officer perspective, it might be something we have to consider depending on the level of growth we have to plan for in the next plan period.

Worthing Borough Council: The Council has not ability to plan for a new settlement as there is no available land. If this were to be an option I could see the potential for delivering housing to meet identified needs but to my mind this should always be about delivering mixed and balanced communities. It is not sustainable to plan for any single demographic as their age profiles will change over time as will their needs. The seaside is attractive to those in retirement but this is also the case for all other sectors of the population. The key for any policies is to achieve the balance between providing for all sections of the population and ensuring this is sustainable over the long term.

Appendix 3: Statistical data

This report contains analysis of economic and demographic data taken from the 2011 Census and NOMIS Official Labour Market Statistics for the following 20 English seaside towns i.e 'the survey areas':

North-West Coast

- Blackpool (Blackpool Council)
- Southport, Lancashire (Sefton Council)

South-East Coast

- Clacton-on-Sea, Essex (Tendring District Council)
- Lowestoft, Suffolk (Waveney District Council)
- Southend-on-Sea, Essex (Southend Borough Council)
- Great Yarmouth, Suffolk (Great Yarmouth Borough Council)
- Margate, Kent (Thanet District Council)

North-East Coast

- Skegness, Lincolnshire (East Lindsey District Council)
- Scarborough, North Yorkshire (Scarborough Borough Council)
- Bridlington, Yorkshire (East Riding of Yorkshire Council)

South Coast

- Worthing, Sussex (Worthing Borough Council)
- Brighton, Sussex (Brighton and Hove City Council)
- Folkestone, Kent (Shepway District Council)
- Bournemouth, Dorset (Bournemouth Borough Council)
- Weymouth, Dorset (Weymouth and Portland District Council)
- Torquay, Devon (Torbay District Council)
- Hastings, Sussex (Hastings Borough Council)
- Eastbourne, Sussex (Eastbourne Borough Council)

South-West Coast

- Newquay, Cornwall (Cornwall Council)
- Weston Super Mare, Somerset (North Somerset District Council)

Economic Data

Table 1: Unemployment Rate Oct 2013-Sep 2014 (ranked lowest to highest)

Authority	**Unemployment Rate**
Cornwall (for Newquay)	5.2%
North Sommerset (for Weston Super Mare)	5.2%
East Riding of Yorkshire (for Bridlington)	5.50%
Worthing	5.5%
Shepway (for Folkestone)	6.00%
East Lindsey (for Skegness)	6.20%
Weymouth and Portland	6.30%
Brighton and Hove	6.30%
Waveney (for Lowestoft)	6.90%
Torbay (for Torquay)	6.90%
Eastbourne	7.10%
Sefton (for Southport)	7.20%
Great Yarmouth	7.4%
Bournemouth	7.4%
Scarborough	7.60%
Southend	7.70%
Tendring (for Clacton)	8.00%
Hastings	8.70%
Blackpool	8.80%
Thannet (for Margate)	9.80%
GB Average	**6.50%**

Source: NOMIS – Official Labour Market Statistics www.nomisweb.co.uk (accessed on 6th February 2015)

NB: % of unemployed is the proportion of economically active. Figures only available for local authority areas

Table 2 Average Gross Weekly Wage 2014 (ranked highest to lowest)

Authority	Weekly Pay
North Sommerset (for Weston Super Mare)	£ 559.60
Brighton and Hove	£ 543.30
East Riding of Yorkshire (for Bridlington)	£ 524.70
Bournemouth	£ 509.90
Worthing	£ 508.20
Tendring (for Clacton)	£ 500.30
Sefton (for Southport)	£ 499.00
Eastbourne	£ 493.80
Scarborough	£ 490.30
Shepway (for Folkestone)	£ 481.40
Southend	£ 475.20
East Lindsey (for Skegness)	£ 474.70
Weymouth and Portland	£ 469.30
Great Yarmouth	£ 468.30
Waveney (for Lowestoft)	£ 458.50
Hastings	£ 454.20
Thanet (for Margate)	£ 450.90
Torbay (for Torquay)	£ 433.20
Cornwall (for Newquay)	£ 425.70
Blackpool	£ 417.10
GB Average	**£ 520.20**

Source: NOMIS – Official Labour Market Statistics www.nomisweb.co.uk (accessed on 6th February 2015)

NB: Median earnings in pounds for employees living in the area and working full time. Figures only available for local authority areas.

Table 3: Employee Jobs by Industry (%) 2013 (ranked lowest proportion of O-Q to highest)

	Industry Sector										
Authority	**A&B**	**D&E**	**C**	**F**	**G**	**H**	**I**	**J**	**K-N**	**0-Q**	**R-S**
East Lindsey (for Skegness)	0.4	2.0	10.7	3.4	17.5	2.8	17.5	1.5	12.9	26.0	5.4
Waveney (for Lowestoft)	0.4	1.3	16.4	4.3	19.0	3.5	9.3	0.8	14.3	26.7	3.9
Bournemouth	0.2	0.4	2.3	3.2	15.8	3.1	11.4	2.6	27.0	29.0	4.9
Great Yarmouth	2.0	1.4	7.7	3.5	18.2	3.7	12.6	1.1	15.1	29.3	5.3
North Sommerset (for Weston Super Mare)	0.2	1.1	9.6	4.5	15.5	5.6	7.6	2.5	19.5	29.5	4.4
Cornwall (for Newquay)	0.7	1.1	8.3	6.3	19.0	3.2	13.9	1.1	12.2	29.6	4.7
Brighton and Hove	0.0	1.5	2.0	2.8	14.6	2.7	10.1	5.3	22.7	31.1	7.0
Weymouth and Portland	0.2	0.6	3.6	4.4	21.2	3.4	18.9	0.8	10.5	31.4	5.1
Shepway (for Folkestone)	0.1	3.0	4.3	5.0	15.0	6.0	7.9	1.7	21.2	31.4	4.4
Scarborough	0.2	0.2	10.4	2.7	17.2	2.9	16.6	0.9	10.1	33.5	5.2
East Riding of Yorkshire (for Bridlington)	0.5	0.9	13.4	4.1	16.7	4.9	7.2	2.3	12.8	33.8	3.5
Southend	0.2	0.6	6.8	3.2	16.1	2.5	7.1	1.8	22.3	34.1	5.3
Tendring (for Clacton)	0.3	1.6	8.1	4.5	18.7	6.7	9.2	0.9	10.3	36.2	3.5
Thannet (for Margate)	0.0	0.8	7.9	4.2	18.7	4.2	6.6	1.5	12.6	37.2	4.3
Eastbourne	0.0	0.5	4.4	2.9	21.5	2.1	10.2	1.4	12.3	39.9	4.9
Hastings	0.0	0.2	8.9	4.4	17.4	2.6	9.0	1.6	11.1	40.4	4.2
Torbay (for Torquay)	0.0	0.0	3.8	3.0	17.2	2.0	14.4	0.8	12.8	40.4	4.3
Sefton (for Southport)	0.1	0.3	4.8	4.1	17.6	4.0	6.4	1.2	16.4	41.0	4.1
Blackpool	0.1	0.4	7.1	2.6	15.9	2.7	12.2	0.7	9.0	41.5	7.7
Worthing	0.0	1.5	6.4	2.4	15.6	2.1	5.3	2.6	19.0	42.0	3.1
GB Average	**0.30%**	**1.10%**	**8.50%**	**4.40%**	**15.90%**	**4.50%**	**7%**	**4%**	**21.80%**	**28%**	**4.60%**

Source: NOMIS – Official Labour Market Statistics www.nomisweb.co.uk (accessed on 6th February 2015)

NB: % of 'employee jobs' i.e. available employment in the area. Figures only available for local authority areas.

A&B: Primary services (agriculture and mining)
D&E: Energy and Water
C: Manufacturing
F: Construction
G: Wholesale and retail, including motor trades
H: Transport storage
I: Accommodation and food services
J: Information and communications
K-N: Financial and other business services
O-Q: Public admin, education and health
R-S: Other services

Table 4: Employment by occupation (%) Oct 2013-Sep 2014 (ranked lowest proportion Group 6-7 to highest)

	Occupation Group			
Authority	**Group 1-3**	**Group 4-5**	**Group 6-7**	**Group 8-9**
Brighton and Hove	60.9	15.2	12.3	11.6
Southend	48.8	21.8	14.9	14.5
Great Yarmouth	33.9	25.3	15.8	25.0
Waveney (for Lowestoft)	36.8	25.6	16.0	21.6
Cornwall (for Newquay)	38.8	25.2	16.2	19.8
Hastings	40.8	25.1	16.7	17.4
East Riding of Yorkshire (for Bridlington)	43.3	21.3	16.8	18.6
Worthing	48.7	18.9	17.6	14.8
Bournemouth	40.8	24.6	18.3	16.4
Shepway (for Folkestone)	31.0	31.7	18.4	18.9
East Lindsey (for Skegness)	29.1	23.9	19.4	27.5
Weymouth and Portland	39.2	29.8	19.7	11.3
Sefton (for Southport)	40.4	24.7	20.3	14.7
North Sommerset (for Weston Super Mare)	46.6	19.5	20.4	13.5
Blackpool	32.9	24.3	21.2	21.6
Eastbourne	43.6	19.4	22.3	14.7
Torbay (for Torquay)	31.3	24.2	23.5	21.0
Scarborough	29.9	25.1	24.4	20.6
Tendring (for Clacton)	30.6	24.8	24.8	19.8
Thanet (for Margate)	26.1	25.0	26.6	22.3
GB Average	**44.6%**	**21.4%**	**17.0%**	**17.0%**

Source: NOMIS – Official Labour Market Statistics www.nomisweb.co.uk (accessed on 6th February 2015)

NB: % is proportion of all persons in employment. Figures only available for local authority areas.

Group 1-3: 1. Managers, Directors and Senior Officials; 2. Professional Occupations; 3. Associate Professional and Technical

Group 4-5: 4. Administrative and Secretarial; 5. Skilled Trades Occupations

Group 6-7: 6. Caring, Leisure and Other Services Occupations

Group 8-9: 8. Process Plant and Machine Operatives; 9. Elementary Occupations

Population Data

Table 5: Population 2011 (ranked highest to lowest)

Town	Population
Brighton	273369
Bournemouth	183491
Southend on Sea	173568
Blackpool	142065
Worthing	104640
Torquay	103789
Eastbourne	99412
Southport	90381
Hastings	90254
Weston Super Mare	76143
Lowestoft	70451
Great Yarmouth	66060
Folkestone	65853
Weymouth	65167
Margate	62462
Clacton on Sea	55347
Scarborough	47236
Bridlington	38799
Skegness	19579
Newquay	19089

Source: 2011 Census – Office for National Statistics www.neighbourhood.statistics.gov.uk (accessed on 6th February 2015)

Population figures for Brighton, Bournemouth, Southend, Blackpool, Worthing, Eastbourne, Hastings and Weymouth are for the whole local authority area.

Population figure for Torquay taken from the following specific electoral wards: Ellacombe, Wellswood, St. Marychurch, Tormohun, Cockington-with-Chelston, Shiphay-with-the-Willows, Watcombe, Preston, Clifton-with-Madenway, Goodrington-with-Roselands, Roundham-with-Hyde and Churston-with-Galmpton.

Population figure for Southport taken from the following specific electoral wards: Ainsdale, Duke's, Birkdale, Kew, Norwood, Meols and Cambridge.

Population figure for Weston Super Mare taken from the following specific electoral wards: Weston-super-Mare Central, Weston-super-Mare Milton and Old Worle, Weston-super-Mare South, Weston-super-Mare South Worle, Weston-super-Mare West, Weston-super-Mare Clarence and Uphill, Weston-super-Mare East and Weston-super-Mare North Worle.

Population figure for Lowestoft taken from the following specific electoral wards: Oulton, St. Margaret's, Gunton and Corton, Harbour, Oulton Broad, Normanston, Carlton, Pakefield, Kirkley, Whitton and Carlton Colville.

Population figure for Great Yarmouth taken from the following specific electoral wards: Gorleston, St. Andrews, Magdalen, Bradwell South and Hopton, Bradwell North, Claydon, Nelson, Southtown and Cobholm, Central and Northgate and Yarmouth North.

Population figure for Folkestone taken from the following specific electoral wards: Hythe West, Hythe East, Hythe Central, Folkestone Cheriton, Folkestone East, Folkestone Foord, Folkestone Harbour, Folkestone Harvey Central, Folkestone Harvey West, Folkestone Morehall, Folkestone Park and Folkestone Sandgate.

Population figures for Margate taken from the following specific electoral wards: Cliftonville East, Cliftonville West, Margate Central, Kingsgate, Dane Valley, Westbrook, Salmestone, Garlinge, Westgate-on-Sea, Birchington North and Birchington South.

Population figures for Clacton taken from the following specific electoral wards: Alton Park, Bockings Elm, Burrsville, Golf Green, Haven, Peter Bruff, Pier, St. Bartholomews, St. James, St. Marys, St. Pauls and Rush Green.

Population figures for Scarborough taken from the following specific electoral wards: North Bay, Newby, Northstead, Central, Castle, Woodlands, Falsgrave, Stepney, Ramshill, Weaponness.

Population figures for Bridlington taken from the following specific electoral wards: Bridlngton Central and Old Town, Bridlington North and Bridlington South.

Population figures for Skegness taken from the following specific electoral wards: Seac.roft, Scarbrough, St. Clement's and Winthorpe

Population figures for Newquay taken from the following specific electoral wards: Newquay Central, Newquay Pentire, Newquay Treloggan, Newquay Thretherras and Newquay Treviglas.

Table 6: Age Profile 2011 (ranked lowest % of over 80s to highest)

Town	Ages 0-17	Ages 18-64	Ages 65-79	Ages 80+
Brighton	18.3	68.7	8.8	4.2
Hastings	21.2	61.8	11.9	5.1
Blackpool	20.3	60.5	13.8	5.4
Great Yarmouth	22.2	58.9	13.3	5.6
Southend on Sea	21.5	60.8	12.1	5.7
Weymouth	19.1	60	14.9	6
Bournemouth	17.3	65.1	11.3	6.3
Lowestoft	20.6	57.1	15.9	6.4
Newquay	18.8	61.6	13.2	6.4
Scarborough	19.1	60.6	13.8	6.5
Skegness	18.8	57	17.7	6.5
Weston Super Mare	20.5	59.3	13.6	6.6
Folkestone	20.7	59.6	13.1	6.6
Margate	21.5	56.5	14.7	7.2
Worthing	20	59.4	13.3	7.3
Southport	19.2	57.7	15.8	7.3
Bridlington	17.5	54.9	20.3	7.3
Torquay	18.7	58	15.9	7.4
Eastbourne	19.3	58.2	14.4	8
Clacton on Sea	18.7	52.7	19.8	8.7
England Average	**21.4**	**62.3**	**11.7**	**4.6**

Source: 2011 Census – Office for National Statistics www.neighbourhood.statistics.gov.uk (accessed on 6th February 2015)

Population figures for Brighton, Bournemouth, Southend, Blackpool, Worthing, Eastbourne, Hastings and Weymouth are for the whole local authority area.

Population figure for Torquay taken from the following specific electoral wards: Ellacombe, Wellswood, St. Marychurch, Tormohun, Cockington-with-Chelston, Shiphay-with-the-Willows, Watcombe, Preston, Clifton-with-Madenway, Goodrington-with-Roselands, Roundham-with-Hyde and Churston-with-Galmpton.

Population figure for Southport taken from the following specific electoral wards: Ainsdale, Duke's, Birkdale, Kew, Norwood, Meols and Cambridge.

Population figure for Weston Super Mare taken from the following specific electoral wards: Weston-super-Mare Central, Weston-super-Mare Milton and Old Worle, Weston-super-Mare South, Weston-super-Mare South Worle, Weston-super-Mare West, Weston-super-Mare Clarence and Uphill, Weston-super-Mare East and Weston-super-Mare North Worle.

Population figure for Lowestoft taken from the following specific electoral wards: Oulton, St. Margaret's, Gunton and Corton, Harbour, Oulton Broad, Normanston, Carlton, Pakefield, Kirkley, Whitton and Carlton Colville.

Population figure for Great Yarmouth taken from the following specific electoral wards: Gorleston, St. Andrews, Magdalen, Bradwell South and Hopton, Bradwell North, Claydon, Nelson, Southtown and Cobholm, Central and Northgate and Yarmouth North.

Population figure for Folkestone taken from the following specific electoral wards: Hythe West, Hythe East, Hythe Central, Folkestone Cheriton, Folkestone East, Folkestone Foord, Folkestone Harbour, Folkestone Harvey Central, Folkestone Harvey West, Folkestone Morehall, Folkestone Park and Folkestone Sandgate.

Population figures for Margate taken from the following specific electoral wards: Cliftonville East, Cliftonville West, Margate Central, Kingsgate, Dane Valley, Westbrook, Salmestone, Garlinge, Westgate-on-Sea, Birchington North and Birchington South.

Population figures for Clacton taken from the following specific electoral wards: Alton Park, Bockings Elm, Burrsville, Golf Green, Haven, Peter Bruff, Pier, St. Bartholomews, St. James, St. Marys, St. Pauls and Rush Green.

Population figures for Scarborough taken from the following specific electoral wards: North Bay, Newby, Northstead, Central, Castle, Woodlands, Falsgrave, Stepney, Ramshill, Weaponness.

Population figures for Bridlington taken from the following specific electoral wards: Bridlngton Central and Old Town, Bridlington North and Bridlington South.

Population figures for Skegness taken from the following specific electoral wards: Seac.roft, Scarbrough, St. Clement’s and Winthorpe

Population figures for Newquay taken from the following specific electoral wards: Newquay Central, Newquay Pentire, Newquay Treloggan, Newquay Thretherras and Newquay Treviglas.

Proximity Data

Table 7: Proximity of seaside town to comparable or larger centres of population (ranked by furthest to shortest distance)

Town	Population	Proximal Centre	Population	Distance (miles)
Brighton	273k	London	8.3m	53
Newquay	19k	Plymouth	256k	50
Skegness	20k	Lincoln	130k	43
Southend on Sea	174k	London	8.3m	42
Scarborough	47k	York	200k	42
Bridlington	39k	York	200k	41
Weymouth	65k	Bournemouth	183k	36
Bournemouth	183k	Southampton	254k	33
Lowestoft	70k	Norwich	133k	28
Weston Super Mare	76k	Bristol	428k	24
Eastbourne	99k	Brighton	273k	24
Torquay	104k	Exeter	457k	23
Great Yarmouth	66k	Norwich	133k	22
Southport	90k	Liverpool	466k	20
Margate	62k	Canterbury	43k	18
Blackpool	142k	Preston	140k	17
Hastings	90k	Eastbourne	99k	17
Clacton on Sea	55k	Colchester	176k	16
Folkestone	66k	Ashford	59k	15
Worthing	105k	Brighton	273k	13

NB: Distances taken as a rough measure between the centre of settlements using Google Maps.

Appendix 4: Review of local authority documentation

Review of Housing Projections in Strategic Housing Market Assessments

Area	Document	Dwelling Projections
Blackpool	Flyde Coast Strategic Housing Market D (February 2014)	250-400 homes per annum.
Bournemouth	2011 Strategic Housing Market Assessment Update – Summary Report for Bournemouth Borough Council (January 2012)	511 homes per annum.
East Riding	Asset Strategy – Strategic Housing Market Assessment (2011)	8,026 homes 2011-2016 (1,605 per annum)
Eastbourne	Eastbourne Borough Council Strategic Housing Market Assessment (August 2013)	5,600 homes 2012-2026 (400 per annum).
Hastings	Hastings and Rother Strategic Housing Market Assessment: Housing Needs Update (June 2013).	13,040 homes 2011-2028 (591 per annum).
Shepway	Strategic Housing Market Assessment for East Kent (June 2009).	5,000 homes 2006-2026 (250 per annum).
Thanet	Strategic Housing Market Assessment for East Kent (June 2009).	7,100 homes 2006-2026 (355 per annum).
Scarborough	North Yorkshire Strategic Housing Market Assessment – Scarborough-Specific SHMA Analysis (November 2011).	8,105 homes 2008-2026 (450 per annum).
East Lindsey	East Lindsey Housing Market Assessment Update (January 2014).	1,700 homes per annum.
Southend	Thames Gateway South Essex Strategic Housing Market Assessment (September 2008).	10,060 homes 2011-2021 (503 per annum).
Sefton	Sefton Strategic Housing Market Assessment 2008 (June 2009).	909 homes per annum.
Tendring	Strategic Housing Market Assessment Update (May 2013).	10,275 homes 2011-2026 (685 per annum).
Torbay	Exeter and Torbay Strategic Housing Market Assessment 2007 – Torbay Update 2011 (September 2011).	4,103 homes 2011-2016 (821 per annum).
Weymouth and Portland	2011 Strategic Housing Market Assessment Update – Summary report for Weymouth and Portland Borough Council (January 2012).	3,200 homes 2011-2031 (160 per annum).
Worthing	Coastal West Sussex SHMA Update – Worthing Borough Summary Report (November 2012).	4,000 homes 2011-2031 (200 per annum).

Review of Local Plans

Area	Document	Relevant messages
Blackpool	Blackpool Local Plan 2001/2006	• Blackpool's existing tourism offer is unlikely to reverse the trend towards declining visitor numbers (p8). • *Aim: "To guide and encourage the reshaping of the resort in ways that will re-establish Blackpool as a successful and innovative entertainment and tourism destination and give it the potential and capacity to evolve and become self-sustaining" (p8).* • Objective: To identify and promote opportunities for the development of major new tourism attractions which have the potential to be wider catalysts for Blackpool's regeneration (p8). • The declining average size of households, fuelled by a growing elderly population, smaller families and more young people wanting their own homes, has led to a continuing increase in the demand for new houses (p66). • The town's population has only remained stable because of people moving into the Borough, compensating for a natural decline in numbers (p66). • Blackpool has by far the largest number of elderly people in Lancashire and in previous years the Council's own programme of house-building included making significant provision for Blackpool's elderly population. • The Blackpool Housing Needs Survey states the retired will comprise 21% of the population by 2021, with the 80+ group growing by 14% having increased care and support needs (p77). • The dominance of the service sector and the traditionally low wage economy of many resorts are reflected in Blackpool's GDP being amongst the lowest in the UK (p110). • In the 1990's, the Council made extensive efforts and successfully identified and assembled new lands to address the shortage of quality employment sites. These lands principally comprise the Blackpool Business Park adjoining the Airport in the south of the Borough and the new north Blackpool Technology Park, both providing large quality sites with new links direct to the motorway and trunk road network
Bournemouth	Bournemouth Borough Council (2012), Bournemouth Local Plan: Core Strategy	• Within the wider sub-region Bournemouth is the key location for retail, tourism, culture, higher education, office based employment, and other services such as hospitals (p1). • In recent times holiday trends have changed; a relative decline in the traditional family holiday trade in Bournemouth has been offset by a significant increase in short breaks, conference and business tourism and a lively evening economy that attracts young people from across the country (p1). • the Council recognises the role Lifetime Homes Standards could have in meeting Bournemouth's future housing needs given the town's demographic profile and forecasts of a growing elderly population (p44). • Bournemouth's economy relies heavily on tourism trade. A strategic approach to promoting tourism needs to balance the economic benefits of spreading tourism across the Borough with encouraging sustainable travel.

		The town centre will continue to be the focal point of tourism in Bournemouth and has proved broadly successful in retaining an appropriate stock of tourism accommodation and other facilities (p55).
Brighton	Brighton City Council (2013), Brighton & Hove Proposed Submission City Plan Part One	• Brighton & Hove provides jobs, entertainment, shops and leisure, health and education facilities for people living in neighbouring areas. The city is a regionally significant visitor economy and a transport hub (p6). • Brighton & Hove is a regional cultural 'city by the sea' famous for its vibrant, cosmopolitan lifestyle with a strong commitment to the arts and thriving creative industries and digital media sector which attracts tourism and new businesses (p9). • The city is a net exporter of commuters; around 25,000 workers travel in to Brighton & Hove and around 28,000 people who live in the city travel outside Brighton & Hove for work (p10). • The city has a relatively young population, with population growth over the last 20 years concentrated in the 15-44 age groups. Looking ahead over the next 20 years, the city's population will continue to be focussed on households aged in their 20s, 30s, and 40s (p11). • With an ageing population the city needs to ensure that the older population age well, through promoting physical and mental health and promoting age-friendly living environments and housing (p12).
Eastbourne	Eastbourne Borough Council (2013), Eastbourne Core Strategy Local Plan	• Eastbourne has recently seen an increasingly diverse population established, with many younger families having moved to the area. In addition, the University of Brighton campus has been established in the town, together with several language schools for foreign students (p2). • It is recognised that the area has economic issues typical of many seaside towns in the United Kingdom such as low skills and low business activity (p3). • The recent establishment of a university campus in the town, and growing a better skilled labour force will be fundamental (p3). • There is a particular need for larger family accommodation and affordable units as part of the overall supply of housing (p7). • The town itself is home to students, young couples and families, middle-aged people and the elderly and it is vital therefore that the needs of all people are met (p7). • It is important that the Council adopts a balanced approach that ensures that all groups are considered in terms of the provision of housing, employment, shopping, leisure and recreational facilities (p7). • The proportion of the population which is economically active is below the regional and national averages, and average earnings are also regionally low, although higher than in other East Sussex districts (p73).
Folkestone	Shepway District Council (2013), Shepway Core Strategy	• Folkestone is the primary town, accounting for just under half of Shepway's 108,000 population (p8). • Shepway already has a comparatively elderly population, and the appeal of the coast to retirees is well established (p26). • The 'typical household' will become much smaller because of older single–person households and other social changes. This means that in the absence of new

		housing the population will fall (p26). • Objective: To Increase the population of settlements and their prosperity (p29). • Major economic opportunities will have been realised, especially through High Speed 1 rail services as the bedrock of an improved low-carbon transport system (p31). • Transport links to Shepway, both national and international, have improved greatly over the last 20 years and more recently with the introduction of High Speed 1 rail services (p35). • In the long term the quicker access to London and other parts of the UK will ensure that businesses and developers will see areas such as Shepway as less peripheral and commercially marginal locations (p35). • An ageing district population is closely related to economic performance, particularly due to the prospect of constricted labour supply undermining the viability and competitiveness of existing local businesses (p35). • Demographics have to be considered in examining an appropriate development level, most notably the implications of economic shrinkage due to potential decreases in the total population of Shepway with declining household size. These demographic forces could have a direct implication for aggregate demand for local retailing, personal services and some public sector facilities such as education (p35). • A greater volume of new homes increases the amount of specifically designed properties built to meet requirements for residents as they age (p35).
Great Yarmouth Local Plan	Great Yarmouth Borough Council (2013), Local Plan: Core Strategy – Publication (Regulation 19).	• Great Yarmouth is the principle centre in the borough for retail, services and employment, including port related activities (p18). • The borough is particularly deprived in terms of income, education and employment (p19). • The borough's economy is dominated by two major industries: the energy industry and the visitor economy, both of which make an important contribution to the sub-regional, regional and national economy (p20). • The Borough of Great Yarmouth has an ageing population, more so than the national average. Ideally elderly people should remain within their local communities and enjoy life in their own homes for as long as possible. This policy encourages developers to build long life, flexible homes that can be adapted more easily by their occupants to changing life circumstances (p45). • Unemployment in the borough is frequently twice the national average and there is a distinct seasonal variation with lower unemployment during the summer (p56).
Hastings	Hastings Borough Council (2014), 'Shaping Hastings' – Hastings Local Plan – The Hastings Planning Strategy	• Hastings population has tended to be younger than the rest of East Sussex and currently, we have an age group profile more similar to the national picture. The working age population is forecast to remain static between 2011 and 2028 (p13). • By 2028 there will be a greater proportion of older people, with particular growth in the post retirement age group (p14). • Although we need to plan now to provide the housing, health and social provision for older people, this does not mean simply accommodating projections, but requires a

	2011-2028.	comprehensive strategy to make the area more attractive to younger people and people of working age (p14). • In common with a number of coastal areas in the UK, Hastings has suffered from several discouraging economic trends in the recent past, a vulnerable and low wage mainly service sector economy, unemployment issues and significant levels of deprivation (p14). • The supply of new housing and ultimately the number of new homes that are built in the town over the plan period will have an important role in the town's continuing revitalisation (p15). • The quality and mix of new homes within Hastings will be important to the local economy in terms of existing businesses and their ability to attract employees; and new businesses setting up or locating in the town (p15). • Together, the Hastings and Rother area has one of the weakest economies in the South East and the future of Hastings will be increasingly related to what happens in neighbouring Bexhill. We are therefore working closely with neighbouring Rother District Council to make sure the communities of both Hastings and Bexhill benefit from the regeneration of the two towns (p16). • The local business community consistently point to the need for improvements to the A21 and A259, and the rail links to London and Ashford as being vital to making Hastings a more attractive place for businesses to locate in and to operate from (p17).
Lowestoft	Waveney District Council (2009), The Approach to Future Growth in Waveney to 2021 – Core Strategy Development Plan Document	• Employment in the District is dominated by three sectors; distribution, hotels and restaurants, manufacturing and public sector. While there has been a decline in employment in certain areas, others such as retail, tourism, service and construction sectors have seen improved job prospects (p11). • The Housing Market Assessment identified demographic trends towards smaller households and an aging population, and concluded that there will be substantial need for accessible and adaptable homes in the District, some with an element of care (p41).
Margate	Thanet District Council (2013), Thanet Local Plan Issues and Options Consultation Document	• The tourism sector has continued to grow over the last couple of years, compared with declines in the SE and England (p11). • Thanet's Business Parks have been slow to develop, and there is a significant amount of undeveloped employment land (p11). • The need for economic and employment growth remains a priority for Thanet, and availability of sufficient quality housing is important to achieve it (p57). • If higher job growth levels are achieved then continuation of recent dwelling completion rates may be appropriate, but if employment growth does not meet this level, providing for this number of new homes may risk an increase in the number of economically dependent migrants to Thanet (p57). • Critical challenges are the impact of an ageing population, the loss of younger age groups and the effect on working age population (p66). • There is a growing preference to independent living and

		remaining at home into later life implying a greater need for care services and increased demand for specialist accommodation for older people (p72). • Providing attractive and suitable housing could encourage downsizing from under occupied accommodation to help meet wider need and demand (p72).
Scarborough	Scarborough Borough Council (2007), Core Strategy and Housing Allocations DPD – Issues and Options	• The amount, type and location of new housing is crucially important to the future of the Borough, and if sensitively and effectively planned can act as the catalyst for a whole range of social and economic investment and benefits (p1). • Scarborough has the main concentration of both people and facilities in the Borough, and was recognised in draft RSS as a Sub-regional Centre which should be a focus for future development (p22). • The types of property for which demand appears to exceed supply in the Scarborough area is most markedly bungalows (p42). • There is a body of opinion that the Borough needs to ensure that there is an increase in the supply of high quality 'executive' housing, in order to retain and attract younger, more entrepreneurial people (p42). • The accommodation needs of the elderly is an aspect of the housing market that requires specific consideration. There are currently 31,500 residents in the Borough aged 60 or over, representing 29.4% of the population. Between now and 2028 this proportion is projected to increase to around 40% (p43). • A recent innovation are 'extra care villages' which comprise purpose built communities with a range of on-site facilities, often in locations on the edge of settlements (p43).
Southport	Sefton Council (2013), a Local Plan for Sefton - Preferred Option.	• Southport is the one of the North West's main coastal resorts - its Seafront and Lord Street shopping area are crucial to the economic success of the town (p7). • Southport has a traditional, quality image, borne out of its Victorian and Edwardian architectural and landscape grandeur (p7). • Approximately 40% of the population of Southport (including Birkdale and Ainsdale) is aged over 55 (a percentage which is expected to increase significantly). This means Sefton has one of the oldest populations in the North West. This brings specific challenges for housing and health care (p7). • Southport comprises areas of both deprivation and relative wealth, with part of the central area containing some of the most deprived neighbourhoods in Sefton. By contrast, parts of Churchtown, southern Birkdale are some of the least deprived areas in Sefton and nationally (p8). • Unlike the rest of Sefton, most people living in Southport work in the local area; although some commute to other areas (p8). • Southport's ability to grow is constrained by the coast to the west and the boundary with West Lancashire in the north and east (p8). • Two out of every five jobs in Sefton are in the public sector (including the Department of Work and Pensions, the Health and Safety Executive, Sefton Council and the

		NHS). However, the overall number of these jobs is decreasing significantly as a result of reductions in government funding for this sector (p10).
Skegness	East Lindsey District Council (2012), Draft Core Strategy – Supporting Economic Growth for the Future	• On the coast, Mablethorpe and Skegness have grown to both a local rural hinterland and a vibrant tourism market (p7). • The District has a high inward migration of elderly, economically inactive and infirm people. This places pressure on existing services particularly on the coast (p9). • Demographic imbalance is made worse by high outward migration of young adults (p9). • The District is reliant on the two dominant industries of agriculture and tourism both of which are seasonal employers (p10). • Nationally, the population is ageing and, because of past migration trends, this is a particular issue in East Lindsey. In turn, this structure of the population has implications for the number and type of houses and the housing market (p22). • The Economic Baseline Study of the District identifies remoteness and under-representation of knowledge based industries as a weakness in the local economy. Improving accessibility and communications by making greater use of information technology provides opportunities to redress that imbalance, and we also aim to market the high quality of life and working conditions in the District, to attract and nurture new business enterprises (p45). • Because of the threat of flood risk, unconstrained housing growth with its associated increase in population cannot be justified (p64).
Torquay	Torbay Council (2014), Torbay Local Plan – a Landscape for Success – Proposed submission plan	• Torbay has a strong Unique Selling Point – USP. It is the English Riviera, with a world class tourism offer (p1). • It has glamour, high profile businesses, a fantastic marine setting and internationally important environmental assets (p1). • It also has lots of potential, with an increasingly skilled workforce; increasing numbers of small and micro businesses; a large catchment population; increasingly good connections to national and international markets; space and opportunity for development; and town centres that are ready for regeneration (p1). Some see the Bay as glamorous – sunshine, big boats, luxurious hotels, modern spacious homes, fantastic beaches, world class tourism and high profile businesses; but others perceive the Bay as a stag/hen weekend destination, a ‘down at heel’ place showing signs of market failure, a place to retire quietly (p7).

Review of Economic Strategies

Area	Document	Relevant messages
Blackpool	Lancashire and Blackpool Tourist Board (2006), Lancashire and Blackpool Visitor Economy Strategy 2006-2016	• Blackpool's highly publicised decline – and that of the other seaside resorts – has coloured people's perception of Lancashire overall (p3). • An ageing and increasingly middle-class population with increased quality expectations but a growing interest in domestic leisure visitors (p4). • Local authorities will value the importance of the visitor economy and this will be reflected in their approach to the development and management of the public realm and the heritage and natural assets in their care (p5). • The industry will invest in their product and their people to ensure the quality of the visitor experience exceeds expectations. They will work together effectively to share best practice and add value to individual achievements (p5). • Lancashire and Blackpool's approach to its visitor economy will be market focused. From product and workforce development to partnerships and promotion, it will build on an understanding of markets and market trends. Listening to customers and communicating effectively is a key part of this approach (p6). • Lancashire and Blackpool's visitor economy will be driven by quality and productivity which will maximise the contribution visitors make to delivering economic and social regeneration in the Northwest, in particular contributing to quality of life objectives (p6). • Lancashire and Blackpool will develop a high-quality visitor experience, based on an approach to service which reflects the sub region's reputation for friendly, honest and light-hearted people (p6).
Bournemouth	Raising the Game – Building a more competitive economy in Bournemouth, Dorset and Poole. Economic Development Strategy 2005-2016.	• The challenge is to create the conditions that enable businesses to thrive and local people to compete for the jobs on offer in a highly competitive 21st century global marketplace, contributing to well-being whilst protecting the beauty of the natural environment which is a source of competitive advantage for the sub-region (p5). • Six factors largely determine the potential of an area. They are: diversity; a skilled workforce; physical infrastructure and transport connectivity; the knowledge base and innovation levels; quality of life; and strategic decision-making capacity (p7). • Emerging high value sectors that have the potential to add to the diversity of the economy include creative industries 'spinning out' of the sub-region's Higher and Further Education facilities (p7). • Their future development is dependent on the adequate provision of incubation and 'grow-on' space as well as appropriate business advice and mentoring and the availability of start-up and venture capital (p7). • There is also potential for the development of higher value tourism building on conference facilities centred on Bournemouth and Bournemouth's aspiration to be chosen as a large casino location. The language school and educational tourism sector attracts significant numbers of young and adult overseas people with expenditure impact being weighted towards direct income to 'host community' through 'home-stay' programmes (p9).

		• Bournemouth Airport is one of the fastest growing regional airports in the UK; new services to Paris, Amsterdam and other European destinations provide the opportunity for onward long haul connections to most parts of the world (p11). • In both urban and rural areas across the sub-region a better balance between housing and jobs needs to be achieved to build sustainable communities (p13).
Lowestoft	Economic Regeneration Strategy 2008-2017	• To ensure best use of resource WDC needs to focus its efforts on key target sectors with a potential for growth. The Waveney Prospectus states that the diversification of the Waveney economy is inevitably an incremental process over the long term. A mix of higher value added sectors which provide higher incomes to the local population should be the target in the long term. In the short and medium term, Waveney's aim should be to: Manage the decline of traditional sectors by supporting the expansion opportunities available for current businesses and promote the upgrading of existing businesses to higher value added activities; and attract investment in key growth sectors (p23). • Work with partners to explore options to deliver more managed workspaces suitable for SME and micro-businesses and explore new means of delivery and management (p26). • Identify opportunities to bring forward suitable employment land allocations and assist the creation of larger business premises (p26). • Support new and existing employers seeking to invest or reinvest within the district (p26). • Improve external business marketing of the district, including the creation of the "Choose Waveney" website (p26). • Evaluate options with partners to establish a local procurement initiative for relevant public and private sector contracts (p26). • Support the development of agricultural diversification and further development of the value added food and drink sector (p26). • Evaluate options with partners to reinforce the nascent creative industries cluster (p26). • Explore options for establishing local investment fund for business entrepreneurs (p26). • Work with partners to develop Lowestoft as a centre for marine leisure events, including powerboat and sailing yacht programmes (p26). • Co-ordinate with partners the development of a higher value tourism sector, including business tourism related to growth sectors (p26).
Southport	Sefton Economic Strategy 2012-22	Strategic objectives: • **More new starts to replenish the business population** Increase start-up and survival rates Promote an enterprise culture • **Grow existing businesses and stimulate productivity** Avert closures and retain capacity Sustain & grow existing businesses Acknowledge opportunities in a diverse business base –

		including the rural economy and social enterprises Attract new inward investment • **Target traditional and emerging growth sectors** Superport – maritime cluster of port-related businesses, port-centric logistics Visitor Economy – Southport's tourism/leisure offer, new public/private partnership Knowledge-Intensive Businesses – advanced manufacturing, digital skills & enterprises, financial & professional services Low Carbon Economy – retrofitting homes & businesses, low emission transport, sustainable energy generation, offshore wind, local supply chains Construction- traditional sector underpinned by potential of growth sectors • **Create conditions for growth** Strategic Regeneration Frameworks Bring forward land for employment and new homes Improve access to our employment areas Borough wide broadband coverage & energy infrastructures • **Increase opportunity and employment:** Meet the employment needs of the Economic Strategy Strengthen the whole local employment, skills and apprenticeship system Integrate supply and demand Promote economic inclusion Scope stakeholder support for teachers in promoting enterprise in schools (p25).

Review of Older People's Strategies

Area	Document	Relevant messages
Torbay	Active Ageing Strategy	• Public Transport - Torbay Council will work with its partners to both improve the quality of public services and expand the services to other areas of Torbay. This will include continued investment in subsidised services, targeted improvement in transport infrastructure to improve reliability, better public transport information and improved infrastructure (p28). • Disabled Facilities – We will continue to increase the number of disabled parking spaces in town centres and in the areas of key services (p28). • Devon Metro – Torbay Council will work with Devon County Council to introduce the Devon Metro which will provide a 30 minute improved train service to Newton Abbot and Exeter with an additional station at Edginswell serving the hospital (p28). • Road Safety - Continue to support and expand the "Driving Safer for Longer" programme, aimed at supporting older drivers. Introduce a safety programme for the use of motorised wheelchairs and scooters. Look to improve road safety for elderly pedestrians in town centre areas (p28). • Naturally Active - Support people to be naturally active by improving the Public Rights of Ways and South West Coast Path. Provide better links to these routes. Introduce cycle routes in seafront areas (p28). • Infrastructure - Monitor reports of trips or falls on the highway network and take action to reconstruct footways in areas that have a higher than average rate of falls (p28). • Beaches - Access statements are being prepared for all ten sites that hold the Quality Coast Awards. These will take the form of photographs showing the topography and type of access, with a written description of all aspects of the use of the site from beach huts, car parks, cafes, toilets, steps, gradients, drop off points, buses etc (p29). • Economy - In the short term work is continuing to deliver the EU Competitiveness funding in Torbay to support the establishment of new businesses, bidding for Regional Growth Funding to create a third innovation centre, bringing forward physical regeneration projects at key sites and delivering the inward investment strategy where sectors including electronics, photonics and call centres are being targeted. Longer term physical renewal remains important and bringing forward the infrastructure (road, premises and broadband) for growth as well as ensuring the planning system locally supports growth through appropriate tools (p29). • Housing - Extra Care – a plan, identifying the amount and type of provision needed and how this need will be met, is in development and will link to the Active Ageing strategy. The plan includes actively pursuing opportunities for development of new build and for adaption of existing accommodation. We will work in partnership with current providers of social housing for older people, to regenerate

		existing stock, and build new housing in mixed neighbourhoods of all ages suitable for an ageing population. We will continue to engage with older peoples forums, including the Older Citizens Forum to plan for the housing needs of the older population in Torbay. We will continue to work on the remodelling of support services to older people, in consultation with the older population, in order to improve and extend the support available to support people to remain independently at home (p31).
Eastbourne	Older People's Strategy 2012-2017	• At the present time we provide retirement housing on 16 sites which we are remodelling six of those retirement housing schemes with the aim of ensuring that our retirement housing is modern and fit for purpose. At the end of the remodelling we will manage 23 retirement schemes across the town, providing a total of 360 homes, of which 25 are providing to long leaseholders (p10). • We have worked to development extra care services. This provides independent accommodation as well as care services. Following the demolition of one of our retirement court and an adjacent county council building a new 62 extra care scheme has been built on the site in Pembury Road. This site provides much more up to date facilities than our existing extra care facility at Gwent Court (p10). • New build properties are now being built to ahigh lifetome standards which are more readily adapted. Consideration should however be given to the requirements for specialist provision to ensure there is a sufficient mix of appropriate buildings. An example of this is the limited number of bungalows available as social housing which are particularly desirable for those who need level access in and around the home. We should therefore actively engage with partners to ensure that there is a full range of housing options available to older people (p10).

Appendix 5: PESTEL and SWOT analysis of recommended interventions

Level 1 Intervention – Focus on health, care and assisted Living

- Local authorities to adopt planning policies that positively support the construction of high quality care homes, extra-care housing and lifetime homes;
- Local authorities and health and education providers to invest in specialist training facilities in seaside towns associated with the care and assisted living sectors;
- Government, local authorities and businesses to explore the potential for centres of excellence in research and development for new technology to support care and assisted living along with accommodation for associated supply chain industries; and
- Government and NHS to review strategies for hospital provision and consider directing investment toward new and improved facilities in and around seaside towns, particularly where they will specialise in the treatment of chronic medical conditions that tend to affect people in later life.

PESTEL analysis

<u>Political</u>

- Seaside town(s) could become associated with retirement and ill health, which could damage tourism and prospects for inward investment.
- Significant public investment required in new and improved hospitals and surgeries for which short, medium and long term funding might not be guaranteed.
- Approach likely to be popular amongst existing older residents and those approaching retirement, but less so for younger people.
- Decline in the Council-tax base if insufficient housing is provided for working age people.

<u>Economic</u>

- Potential for significant growth in health, care and assisted living sector (and supply chain industries) with new jobs across a range of occupations.
- Majority of front line employment opportunities still likely to be lower paid.
- Possible decline in size of the working-age population without sufficient housing development, including affordable housing.
- Possible decline in tourism activity if town becomes less attractive to younger people.

Social

- Limited opportunities for younger people to find housing.
- Better facilities for the care of older and disabled people.
- More employment opportunities, but mainly in one area of the economy.
- Falling school role may result in school closures and loss of jobs in primary and secondary education.

Technological

- Opportunities to pioneer innovation in technology related to care and assisted living.

Environmental

- Lower environmental impact in terms of greenfield housing development.
- Reduction in traffic and commuting if economy becomes more self-contained but less diverse.

Legal

- Difficulties in complying with statutory planning requirement to meet the housing needs of all sectors of the community.

SWOT analysis

Strengths Less unpopular amongst older residents. Provides jobs in a growing sector of the economy. Meets the increasing health and care needs of an ageing population. Traffic reduction.	Weaknesses Does not encourage dynamic economic growth. Does not meet housing or social needs of younger people. Reliant on significant public investment in health facilities.
Opportunities Innovation and technology in care and assisted living.	Threats Withdrawal of public funding for health, care or educational facilities. Other employers leaving the area due to shrinking workforce. Schools closing in response to shrinking number of younger people.

Level 2 Intervention – Focus on promoting active retirement

- Local authorities to actively market their area to the retired, and those approaching retirement, in surrounding towns and cities.
- Local authorities and private businesses to invest in environmental improvements and leisure facilities that attract and meet the needs and demands of the active retired;
- Local authorities to adopt planning policies that prioritise the construction of high quality bungalows, retirement complexes and extra care housing over other forms of residential accommodation; and
- Business and the voluntary sector to investigate the role that the younger retired could play in the economy through utilising their skills, experience and business knowledge to support local business and charitable activity with investment in new premises where necessary.

PESTEL analysis

Political

- Concern about image of town becoming associated with retirement, which could damage tourism and prospects for inward investment.
- Significant public investment required in new and improved hospitals and surgeries for which short, medium and long term funding might not be guaranteed.
- Approach likely to be popular amongst existing older residents and those approaching retirement, but less so for younger people.
- Decline in the Council-tax base if insufficient housing is provided for working age people.
- Significant investment needed in leisure attractions and environmental enhancements for an older demographic.

Economic

- Potential for significant growth in health, care and assisted living sector with new jobs across a range of occupations.
- Opportunities for older people to start businesses and utilise their skills to serve the community.
- Increased spending power to support retail, leisure and service industries.
- Possible decline in size of the working-age population without sufficient housing development, including affordable housing.

Social

- Opportunities for older people to down-size and free up existing housing stock for younger people and families.
- Better facilities for the care of older and disabled people.

- Quality leisure facilities and attractions, albeit aimed more at older people.
- Risk of younger people becoming socially excluded and wanting to leave the area.

Technological

- Opportunities to pioneer innovation in technology related to care and assisted living.

Environmental

- Some environmental impact in terms of greenfield housing development.
- Opportunities to create attractive environments within the retirement communities.
- Reduction in traffic and commuting if economy becomes more self-contained but less diverse.

Legal

- Difficulties in complying with statutory planning requirement to meet the housing needs of all sectors of the community.

SWOT analysis

Strengths Less unpopular amongst older residents. Provides jobs in a growing sector of the economy. Provides opportunities for older people to remain active, both economically and socially. Meets the increasing health and care needs of an ageing population. Traffic reduction. Supports the service sector economy.	Weaknesses Does not encourage dynamic economic growth. Does not meet housing or social needs of younger people. Reliant on significant public investment in health facilities. Requires strong market demand for high quality retirement properties.
Opportunities Innovation and technology in care and assisted living. Business start ups and growth in the voluntary sector.	Threats Future generations of older people may have less disposable income. Withdrawal of public funding for health, care or educational facilities. Other employers leaving the area due to shrinking workforce.

Level 3 Intervention – Focus on the creation of new commuter villages

- Local authorities, through their Local Plans, to plan for the creation of new settlements further inland with good transport links to surrounding centres of employment, working where necessary with neighbouring authorities;
- Government to give greater support, through national planning policy, to local authorities wishing to take this approach;
- Government to provide financial support to the provision of high quality affordable housing to meet the needs of key workers with lower salaries working in the service sector occupations needed to support the ageing population in the neighbouring seaside towns; and
- Transport authorities/providers to invest in creating capacity in the road and rail network to improve commuting times between the new settlements, centres of employment and corresponding seaside towns.

PESTEL analysis

Political

- Approach could be popular amongst existing residents of the seaside town(s) that do not wish to see further peripheral expansion.
- Likely to be unpopular amongst rural communities affected by the creation of the new settlement.
- Significant upfront investment required in new infrastructure including transport, schools and health, for which short, medium and long term funding might not be guaranteed.

Economic

- New settlement could provide a more commercially attractive location for business investment.
- Might result in businesses relocating from the seaside town(s) to be in a more accessible location.
- Opportunities for residents to commute out of the area for higher paid work but to spend their money in the local retail, leisure and service sector economy.

Social

- Housing unlikely to be affordable to younger people with a lower income without subsidised affordable housing.
- May result in polarised communities and an increased generation gap.
- Limited jobs, attractions and things to do in the village itself.

Technological

- Improvements needed in broadband facilities to enable people to work from home.
- Improvements needed in transport infrastructure to promote greener forms of travel.

Environmental

- Significant loss of greenfield land in the open countryside.
- Possible increases in commuter traffic.

Legal

- Current national planning policy favours growth around existing towns as sustainable development and requires special justification for new settlements.
- High likelihood of legal challenge to planning proposals from rural communities.

SWOT analysis

Strengths Less unpopular amongst town's residents. Provides homes closer to higher paid job opportunities. Supports the service sector economy in neighbouring towns. Provides affordable housing for low-income workers, perhaps working in care and assisted living sector.	Weaknesses Very unpopular amongst rural communities. Relies on commuting outside of the area. Very expensive infrastructure investment required. Requires strong housing market demand in areas with a limited established market, otherwise development will stall.
Opportunities Establish a new long-term vision for growth that reduces pressure for continual expansion around the seaside town(s). Attracting business investment to a location with a new and growing workforce with good transport connections.	Threats Withdrawal of public funding for infrastructure. Businesses move out of seaside towns to relocate to the new settlement. Lack of market demand for housing in a new area. High risk of legal challenge and development proposal being rejected through planning process (particularly if other options are available).

Level 4 Intervention – Focus on population growth and inward investment

- Local authorities to actively promote mixed housing development in and around their seaside town(s), working where necessary with neighbouring authorities, to substantially increase the population across all age ranges;
- Local authorities to make a long-term political commitment to this approach with heavy investment in marketing to attract new residents and public engagement with existing communities to communicate the economic benefits of growth;
- Government and local authorities to provide financial support for land acquisition, early provision of key infrastructure and affordable housing and creation of serviced employment premises for business investors, at competitive rents;
- Education providers to explore the opportunities to establish new educational facilities including universities to serve the expanding population of younger people and support the increasing research, development and workforce demands of the growing business economy;
- Business and supply chain industries to recognise the emergence of a dynamic market and improving access to a dynamic and educated workforce in making strategic investments.

PESTEL analysis

Political

- Highly unpopular amongst residents that do not wish to see further expansion.
- New infrastructure must be provided to serve the expanding community in a timely fashion.
- Area will change significantly and could have an impact on its appearance and environmental attractiveness.

Economic

- New housing would drive growth in the service sector economy and attract business investment.
- Rate of housing development highly susceptible to economic conditions and the level of demand.

Social

- Housing needs of a growing population could be addressed, for both older and younger people.
- Risk of some unwanted in migration of economically inactive – mainly moving into existing private-rented stock at cheaper prices.

Technological

- Opportunities to pioneer innovation in technology related to care and assisted living.

Environmental

- Significant loss of greenfield land and change in character of existing residential areas.
- Traffic increase in and around the town without sufficient investment in public transport and walking/cycling facilities.

Legal

- Approach fully supported by government planning policy.
- Might require authorities to cooperate through the requirements of the Localism Act to deliver homes across administrative borders.

SWOT analysis

Strengths Provides maximum opportunity to drive economic growth across a range of sectors. Meets the housing needs of all sectors of the community.	Weaknesses Very unpopular amongst existing residents, particularly older people. Very expensive infrastructure investment required. Requires strong housing market otherwise development will stall. Significance change to the character of the town.
Opportunities Attracting business investment in response to the demands of a growing and more dynamic population. Secure new facilities such as schools, medical centres, new transport infrastructure etc off the back of development.	Threats High levels of objections from residents. High risk of development stalling without agreement with neighbouring authorities to take on some of their housing requirement or some form of public subsidy.