Lesson five: Blackpool resource pack

GROWTH (Mid 19th C – 1960)

Influences:
- Railway links to Manchester and other Lancashire textile towns
- Introduction of paid annual leave in 1938
- Natural advantages e.g. long, sandy beach.
- Tourist attractions: piers, hotels, Blackpool Tower

DECLINE (1960 – 2000)

1990 – 99: visitor numbers dropped from 17 to 11 millions.
1000 hotels & 300 holiday premises closed; hotel occupancy fell by 25%

Main reason:
- Competition from cheap package, sun & sea holidays in Mediterranean countries

PROBLEMS
- Families frightened off by reputation for drinking culture: stag nights/hen parties
- Beach erosion in winter storms
- Beach and sea pollution
- Overcrowding and traffic jams
- Unreliable summer weather

SOLUTIONS
- Smarten up run-down areas
- Demolish old buildings and landscape car parks
- Clean up beaches and improve beach facilities (in 2006, three of Blackpool's beaches were given blue flags for clean sea-water)
- Reduce sand extraction further up the coast which will reduce the rate of erosion of the beaches
- £10 million modernisation of 'Blackpool Illuminations' to extend the visitor season into the autumn
- Introduce other off-season events, such as conferences and festivals
- New attractions at the pleasure beach theme park and Nickelodeon land

Source: David Pyle
Blackpool has poor life expectancy, with males the poorest in England at 73.6 years compared to 78.5 years. Life expectancy for females is similarly poor, at 79.4 years, compared to 82.5 years for England - the 3rd poorest after Manchester and Liverpool. The biggest contributors for both men and women are diseases related to poor diet, smoking and alcohol misuse.

The population of Blackpool is estimated at 142,080, with a larger proportion of residents aged 60+ (26%) compared to national age structure (22%). Residents are mostly of White ethnicity, with Black and Minority Ethnic groups estimated to make up just 3% of the population (approximately 4000 people), compared with the estimated proportion for England of 15%.

In terms of workforce, Blackpool has a low employment rate at 68.1% compared to a national rate of 70.3%. Poverty is a significant factor in Blackpool. In 2010, 30% of children in Blackpool were estimated to be in poverty, compared to 20.6% of all children in England. The majority of children in poverty live in lone parent families.