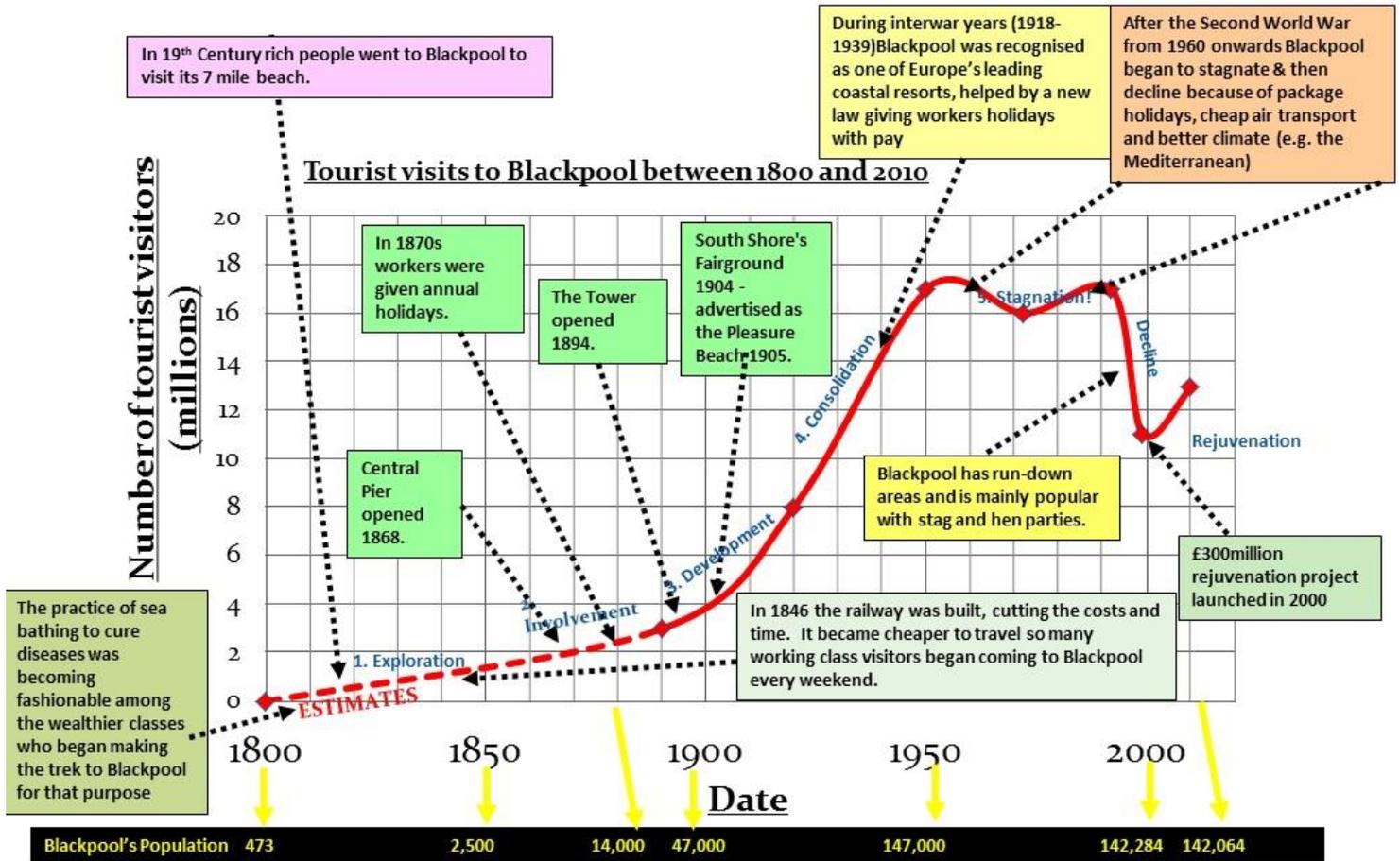


Lesson five: Blackpool resource pack



Source: David Pyle

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



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.



Source: Wikipedia Commons

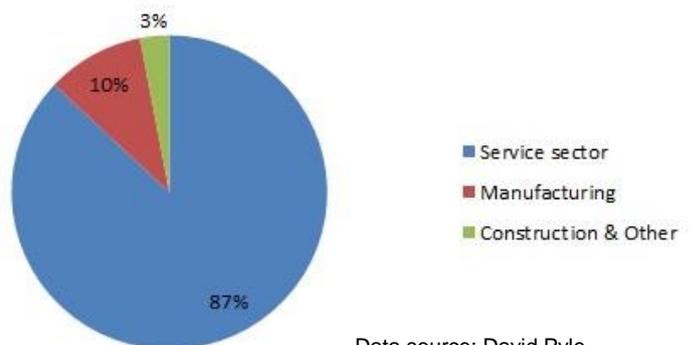
The **population** of Blackpool is estimated at 142,080, with a larger proportion of residents aged 60+ (26%) compared to national age structure (22%). Residents are mostly of White ethnicity, with Black and Minority Ethnic groups estimated to make up just 3% of the population (approximately 4000 people),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



Source: Coach holiday

Employment in Blackpool



Data source: David Pyle