

# Statistical insight into local government in the UK

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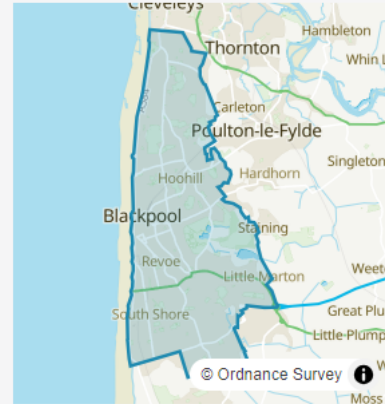
# The Population of Blackpool

- Compared with England, Census 2021

## Profile preview

### Blackpool

#### Area map

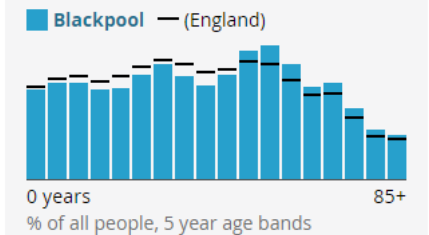


#### Population

**141,000**  
people

**56,490,000** people in England  
Rounded to the nearest 100 people

#### Age profile



#### Ethnic group

■ Blackpool — (England)

Asian, Asian British or Asian Welsh  
**2.6%** (9.6%)

Black, Black British, Black Welsh,  
Caribbean or African **0.5%** (4.2%)

Mixed or Multiple ethnic groups  
**1.6%** (3.0%)

White **94.7%** (81.0%)

Other ethnic group **0.6%** (2.2%)

% of all people

#### Disability

■ Blackpool — (England)

Disabled under the Equality Act  
**25.1%** (17.3%)

Not disabled under the Equality Act  
**74.9%** (82.7%)

% of all people

#### Central heating

■ Blackpool — (England)

Does not have central heating **2.3%** (1.5%)

Does have central heating **97.7%** (98.5%)

% of all households

Source: Office for National Statistics - Census 2021

# Subnational Data: A brief history

**Allsopp  
Review**

**2004**

“Government policy is, increasingly, emphasising regional and local decision-making. To be successful, this change must be underpinned by high quality and timely statistical information.”

**Bean  
Review**

**2016**

“A frequent issue raised in the consultation with users was the need for timelier and more detailed statistics at a finer level of geographical disaggregation.”

**The GSS  
Subnational  
Data Strategy**

**2021**

“The strategy sets out three ambitions...more timely, granular and harmonised subnational statistics...build capability and capacity...improve the dissemination of subnational statistics”

**Levelling Up  
White Paper**

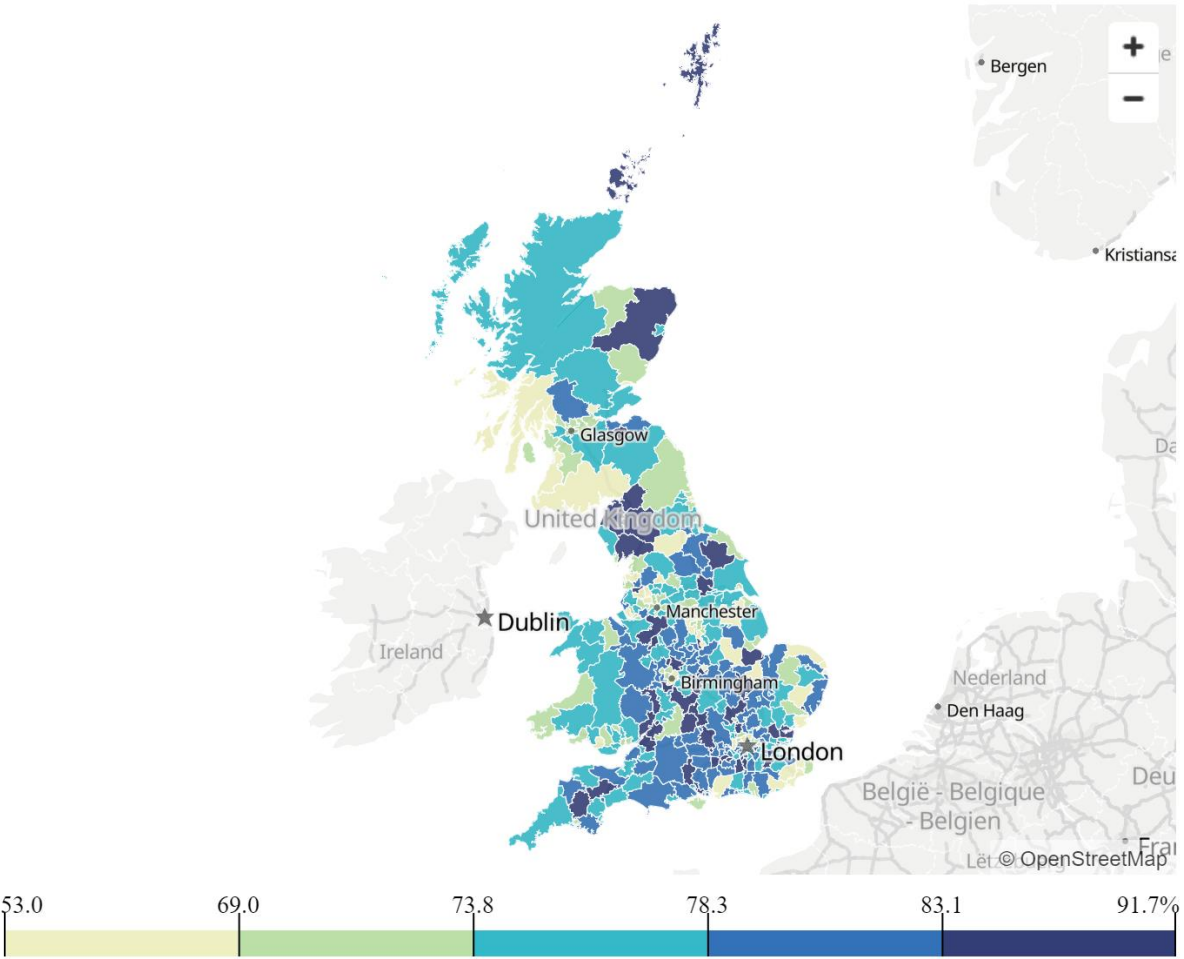
**2022**

“the UK Government will transform its approach to data and evaluation to improve local decision-making.”

# Small Area Employment Statistics

# Employment Rate: GB

**Employment rate (Great Britain)**  
Percentage of people aged 16 to 64 in employment, 2023

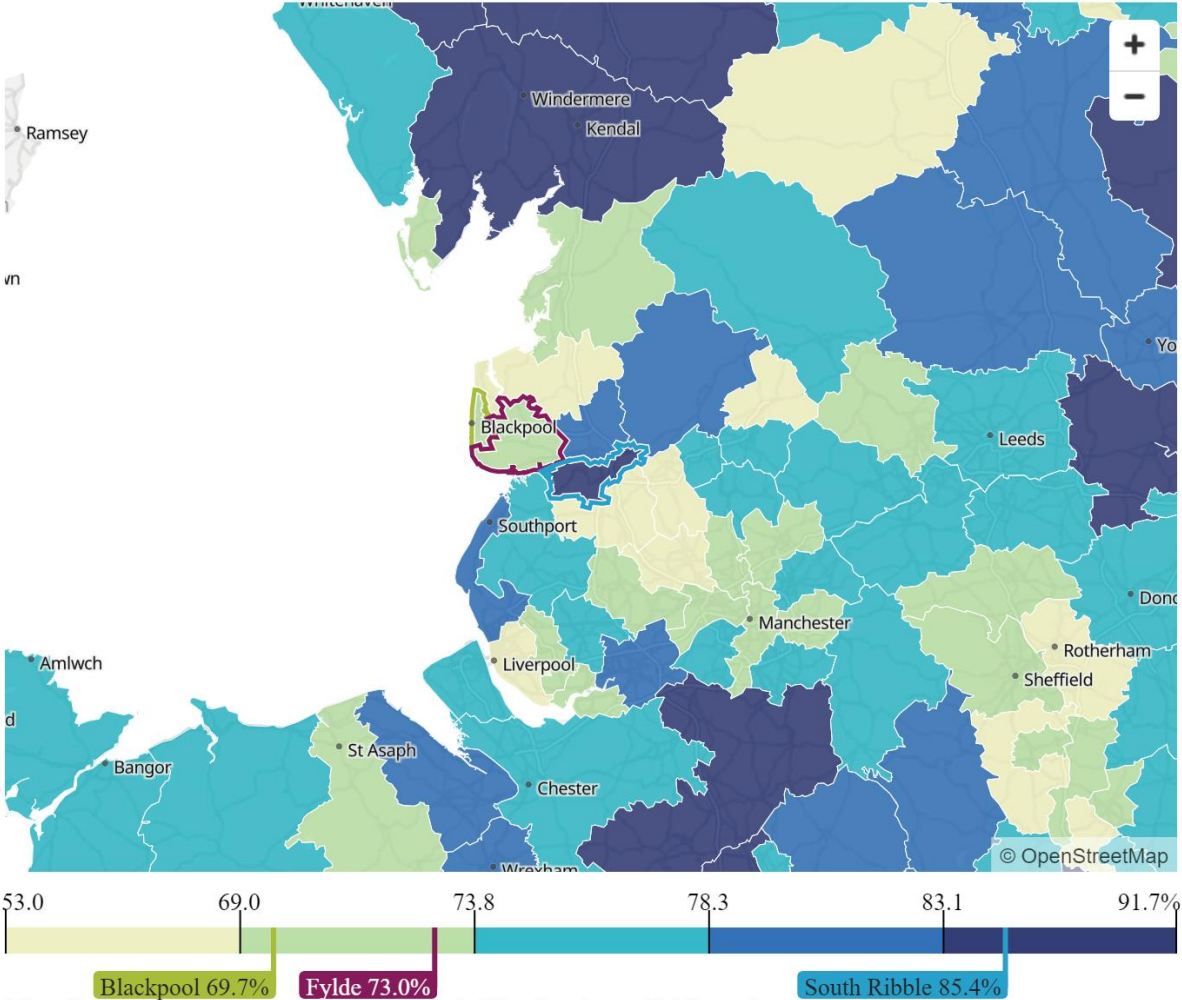


Map for Employment rate (Great Britain). The data is available to download below.

Source: [Office for National Statistics](#)

# Employment rate: North West

**Employment rate (Great Britain)**  
Percentage of people aged 16 to 64 in employment, 2023

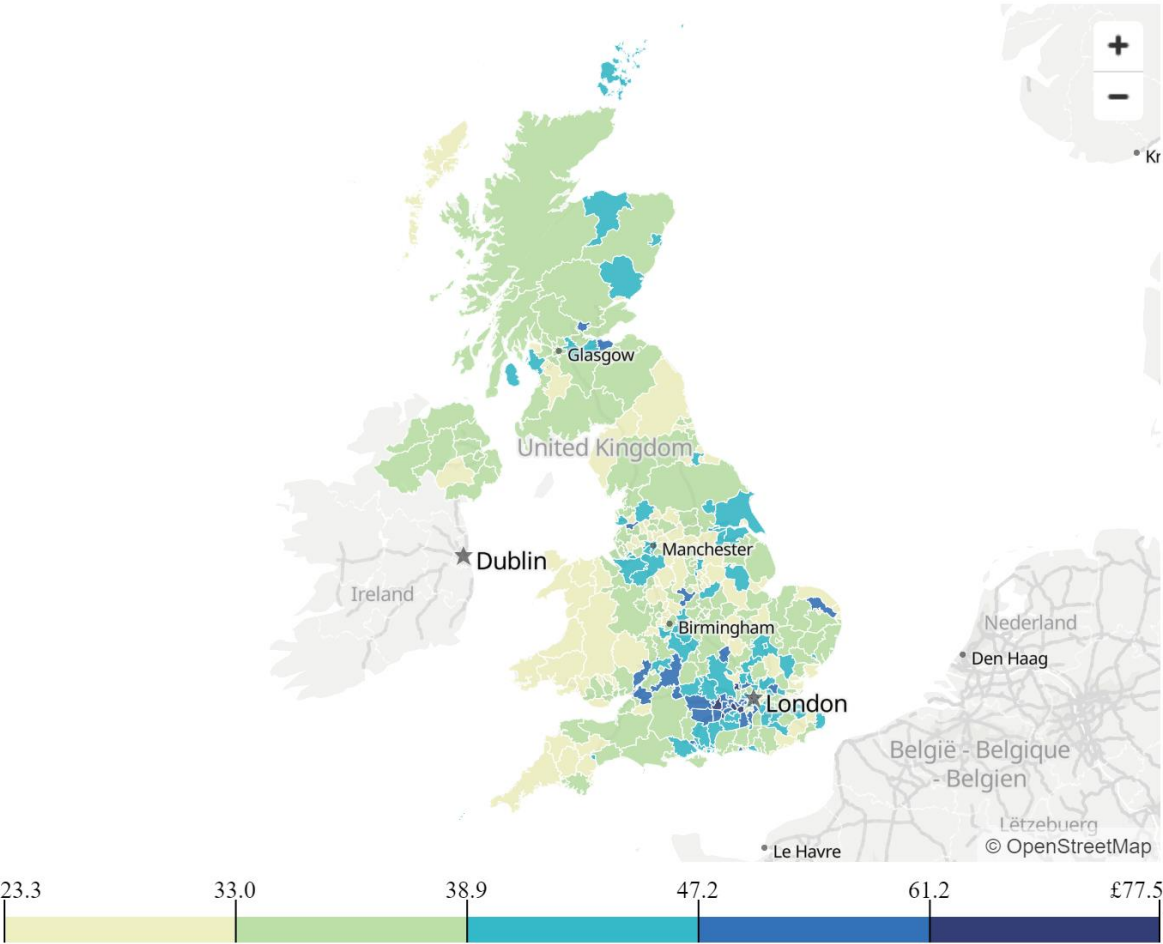


# Small area Gross Value Added

# Gross Value Added per hour worked: UK

## Gross value added per hour worked

Estimated value of goods and services produced per hour worked, 2022



Map for Gross value added per hour worked. The data is available to download below.

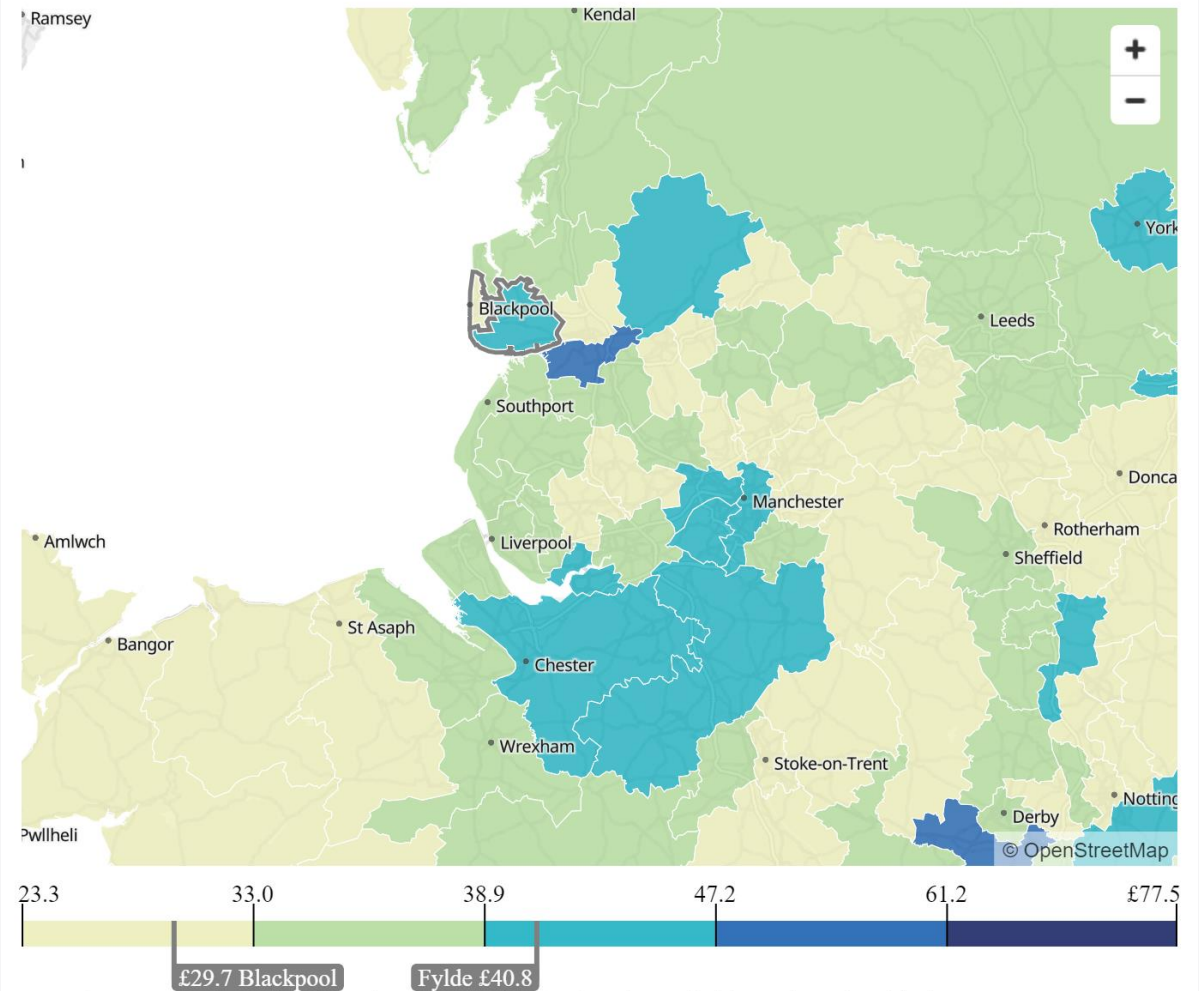
Source: [Office for National Statistics](#)



# Gross Value Added per hour worked: North West

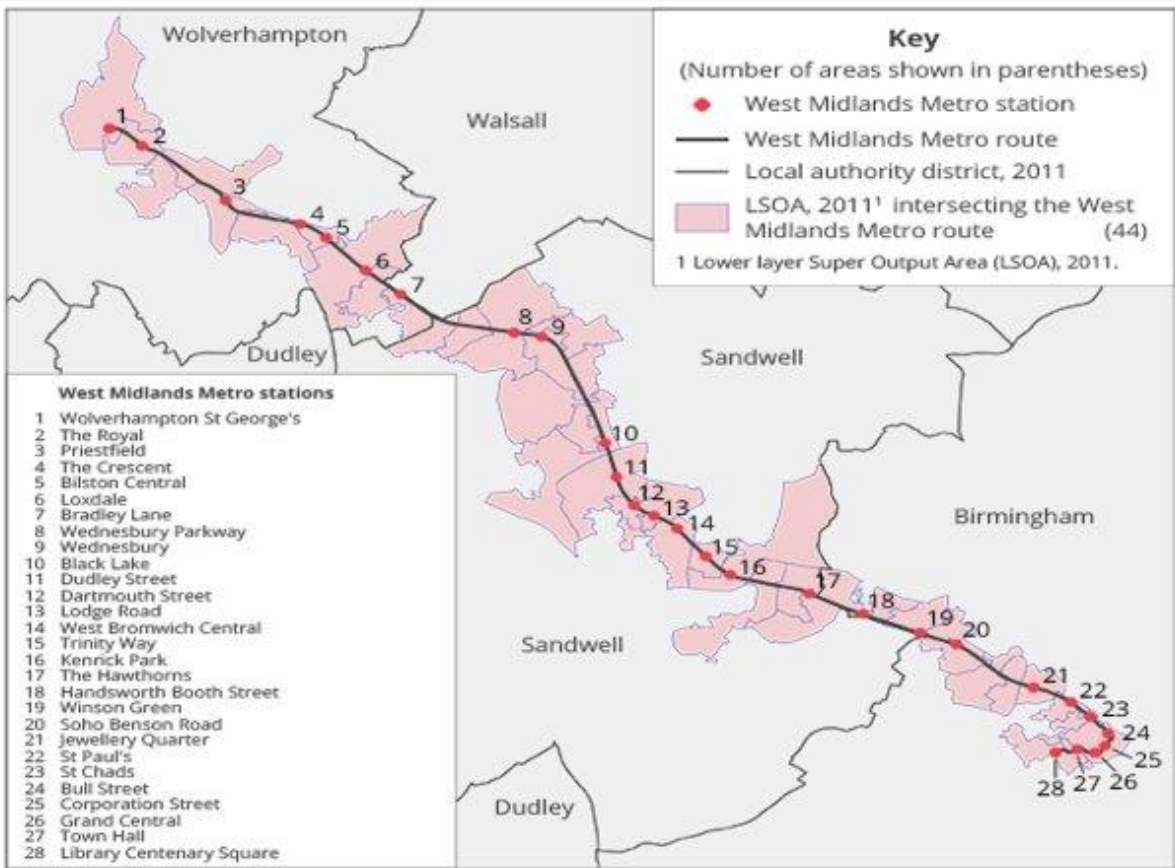
## Gross value added per hour worked

Estimated value of goods and services produced per hour worked, 2022



# Granular Local Statistics

## West Midlands Metro

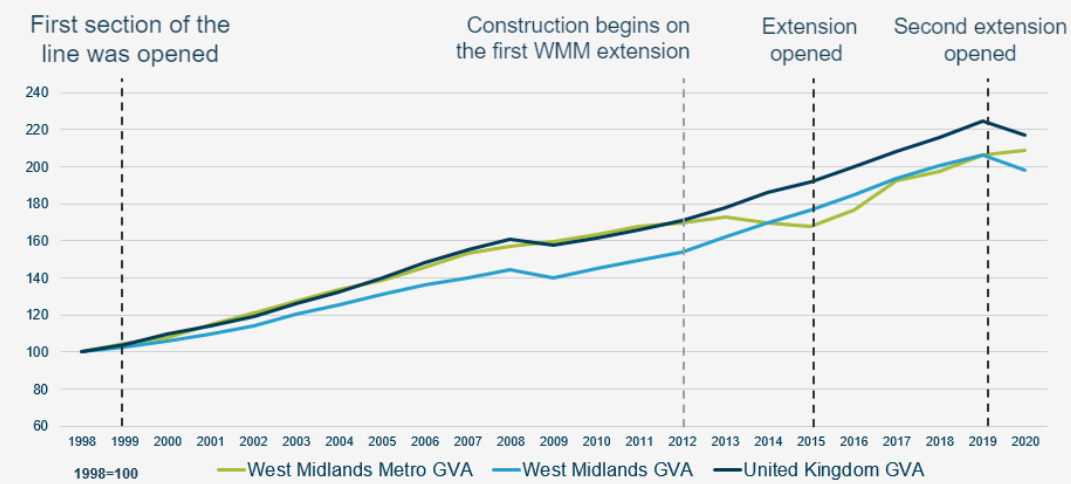


We have produced lower-level geographic estimates for Gross Value Added; Gross Domestic Household Income and Household Final Consumption Expenditure

We have developed innovative methods for disaggregating which are not disclosive

These flexible building blocks can be used to evaluate the local impact of initiatives

### Comparing the metro areas to regional and national average shows GVA growth after 2015



The dataset enabled us to calculate GVA growth for the WMM region by constituent LSOAs together

# Housing

# Snapshot of housing in Blackpool

- Private renting in Blackpool has increased by 5.7 percentage points since 2011 - [How life has changed in Blackpool](#)
- Stanley Park and Great Marton has a house price to income ratio of 2.8 - [Local Areas \(MSOA\)](#) and [Local Authority](#)
- Stanley Park and Great Marton has a median energy efficiency score of 62 - [Energy Efficiency of Housing](#)
- Blackpool has a higher number of short-term stays (Air B&B etc) compared to neighbouring areas - [Short term lets through online collaborative economy platforms](#)
- Rental prices in Blackpool remain below the GB average - [Private rent and house prices](#)
- Take a look at the housing prices and rents in your area - [Housing prices and rents in your area](#)

## In Blackpool:

### House price

**£137,000**

The average house price in Blackpool was £137,000 in August 2024 (provisional), up slightly 1.6% from August 2023. This was lower than the rise in the North West (4.6%) over the same period.

[Go to house price section](#) ↓

### Monthly rent

**£619**

Private rents rose to an average of £619 in September 2024, an annual increase of 4.8% from £591 in September 2023. This was lower than the rise in the North West (9.3%) over the year.

[Go to rents section](#) ↓

### First-time buyers

**£122,000**

The average price paid by first-time buyers was £122,000 in August 2024 (provisional). This was 1.8% higher than the average of £120,000 in August 2023 (revised).

[Go to buyer type section](#) ↓

### Mortgage buyers

**£143,000**

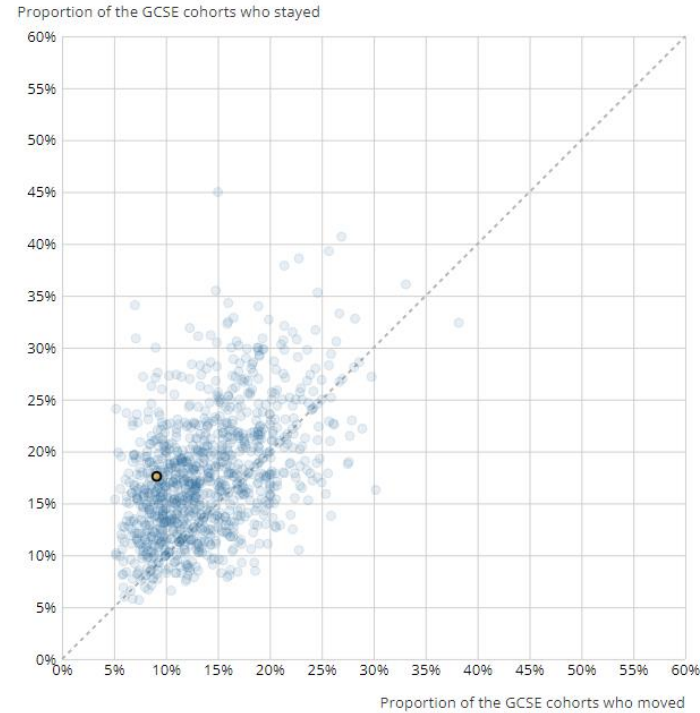
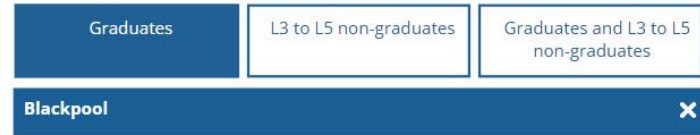
For homes bought with a mortgage, the average house price was £143,000 in August 2024 (provisional). This was 1.7% higher than the average of £141,000 in August 2023 (revised).

[Go to funding type section](#) ↓

# Educational outcomes

# Blackpool retained a higher proportion of their graduates than moved elsewhere

Share of the towns and cities' GCSE cohort who obtained a graduate-level, or a level 3 (L3) to level 5 (L5) non-graduate qualification, by whether they had moved location by the 2018 to 2019 tax year



Source: Office for National Statistics (ONS) analysis using Longitudinal Education Outcomes (LEO) from the Department for Education (DfE)



## Educational attainment report for: Blackpool

Blackpool is a **large town** with **higher deprivation**

The educational attainment index for Blackpool is **-2.1**.

This is **below average** for England.

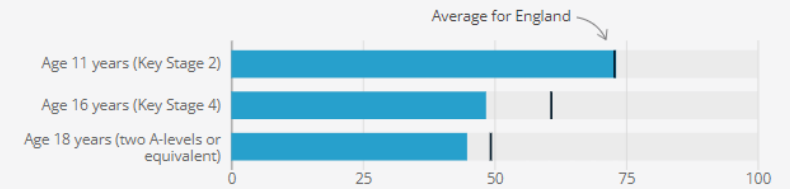
-2.1

The educational attainment data in the tool follows a cohort over the period 2007-2019

Our town and city classifications are based only on population size. Some cities may not be classed as such in this data

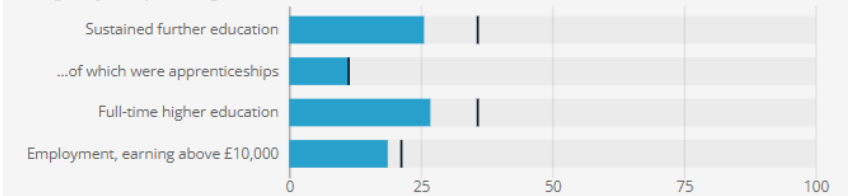
### Achievement at school

Percentage of pupils reaching expected attainment at each level



### Pathways after school

At age 19 years, percentage who were in:



### Highest-level qualification achieved

At age 22 years, percentage whose highest qualification was:



### Highest qualification index

The highest qualification index score is a reflection of the average qualification levels in our cohort by age 22.

The highest qualification index score for Blackpool is **3.4**

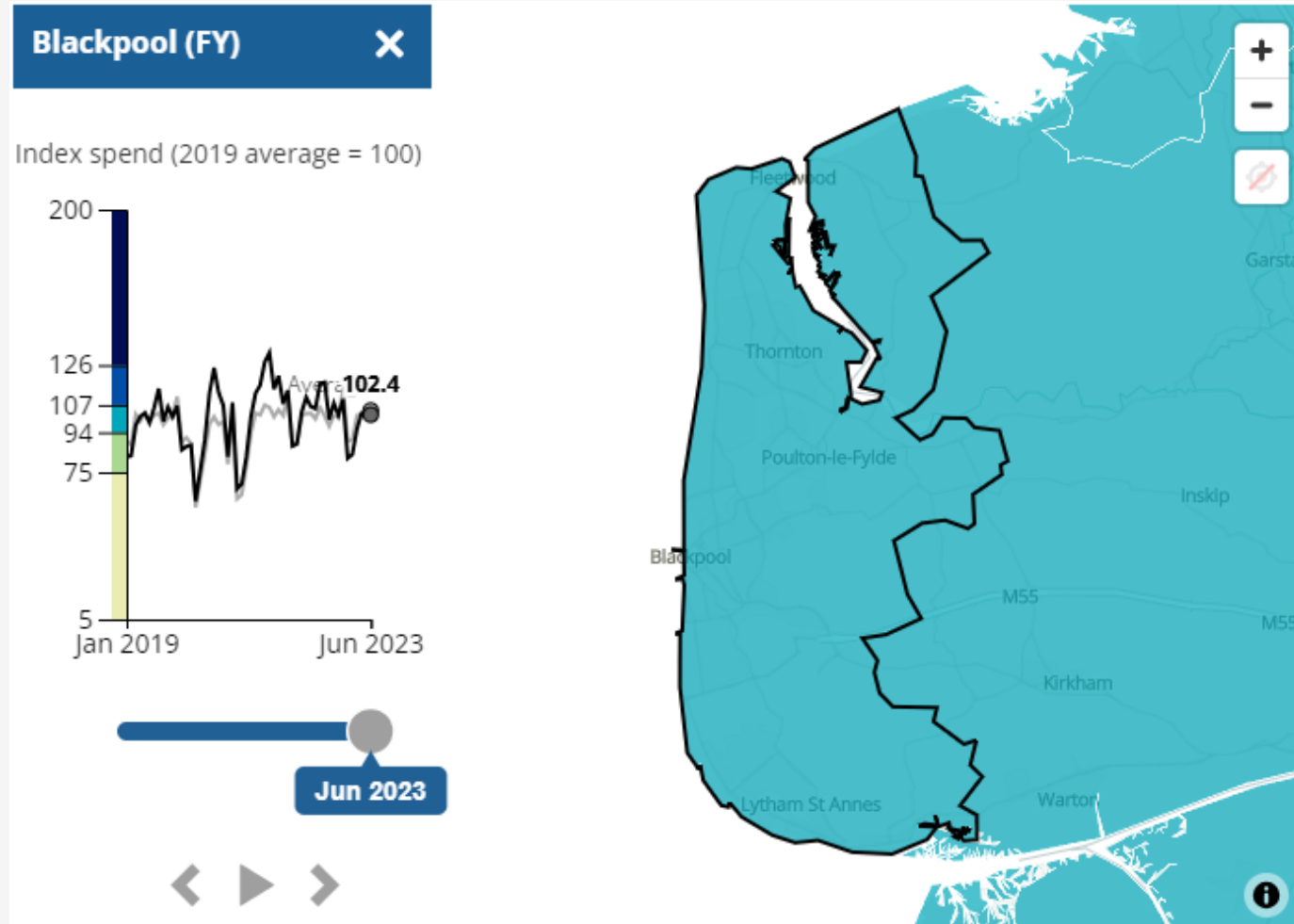
This is **below average** for England.

3.4

# Card Spending Data

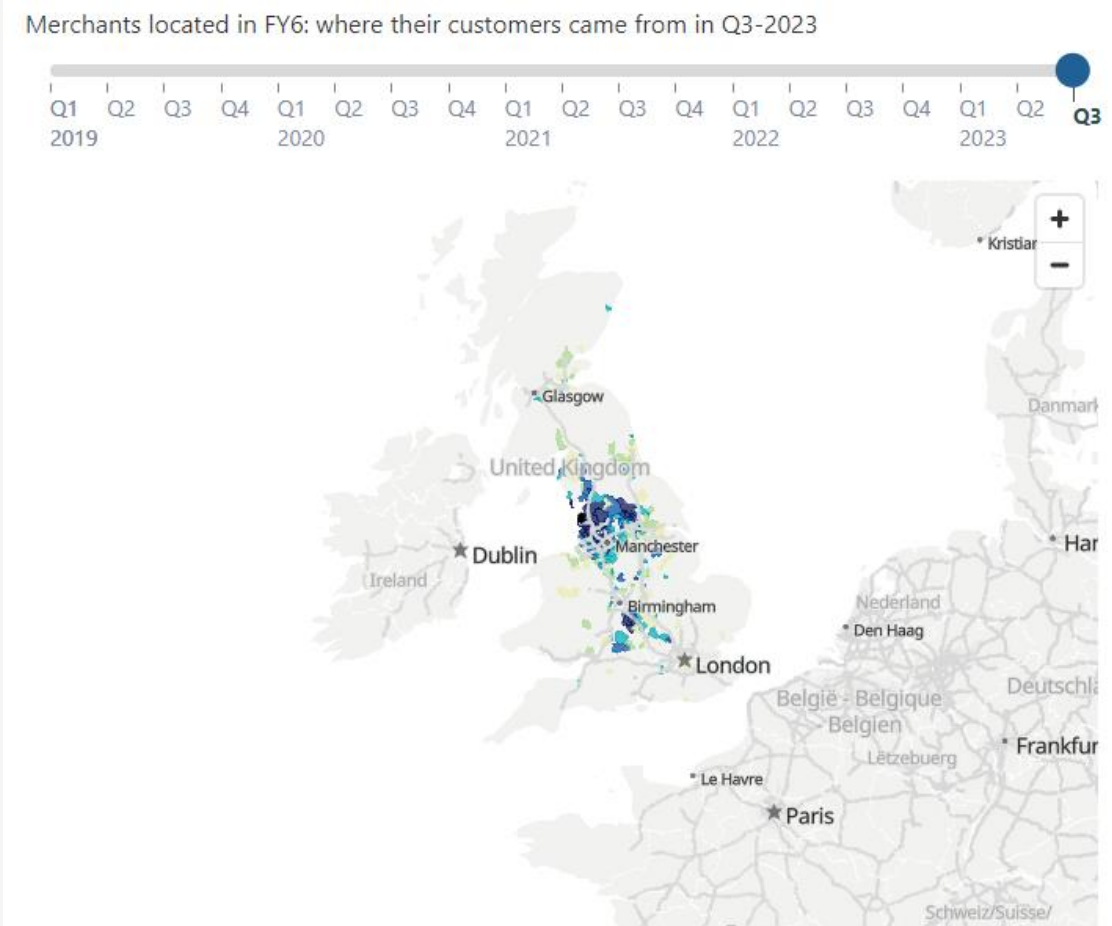
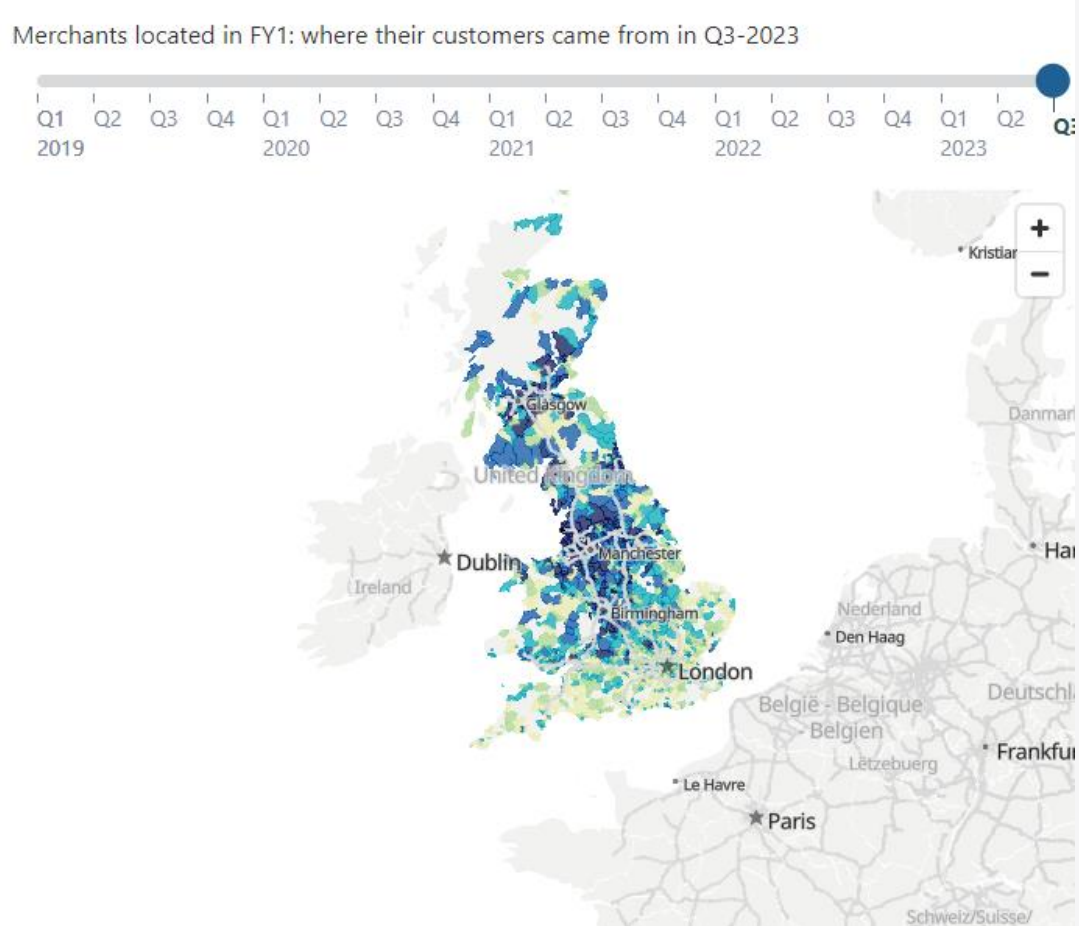


# Spending growth in Central Blackpool is similar to national average and has returned to pre-COVID level

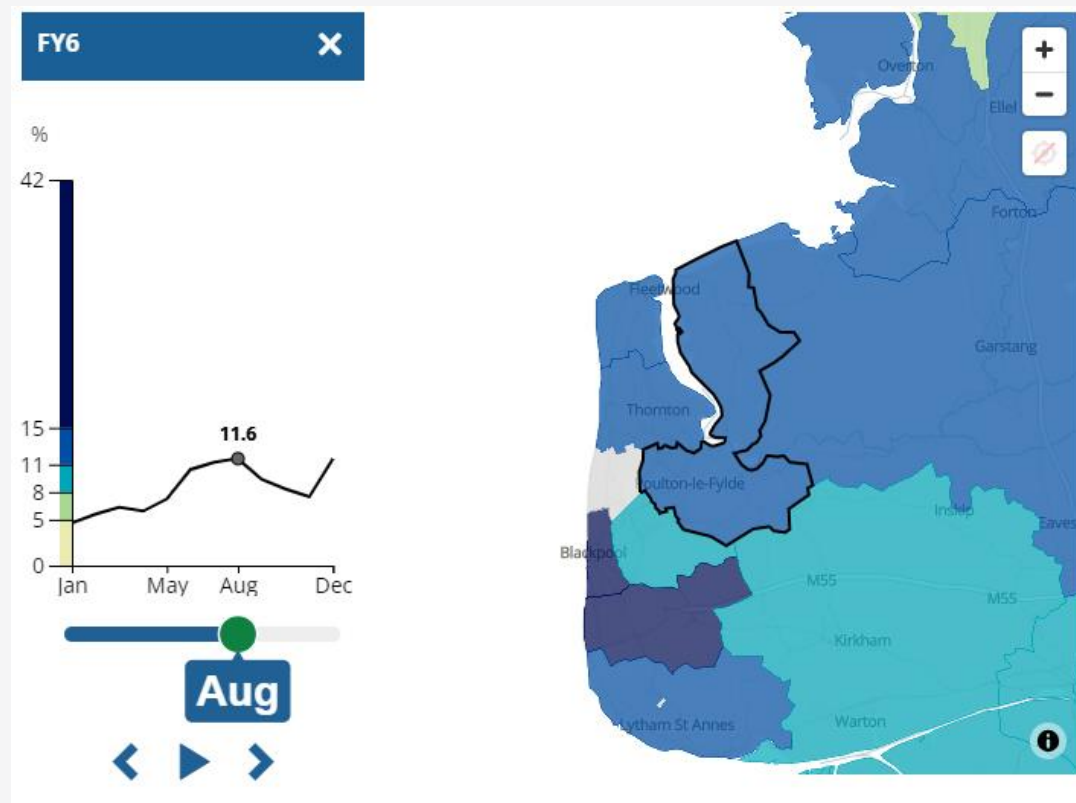
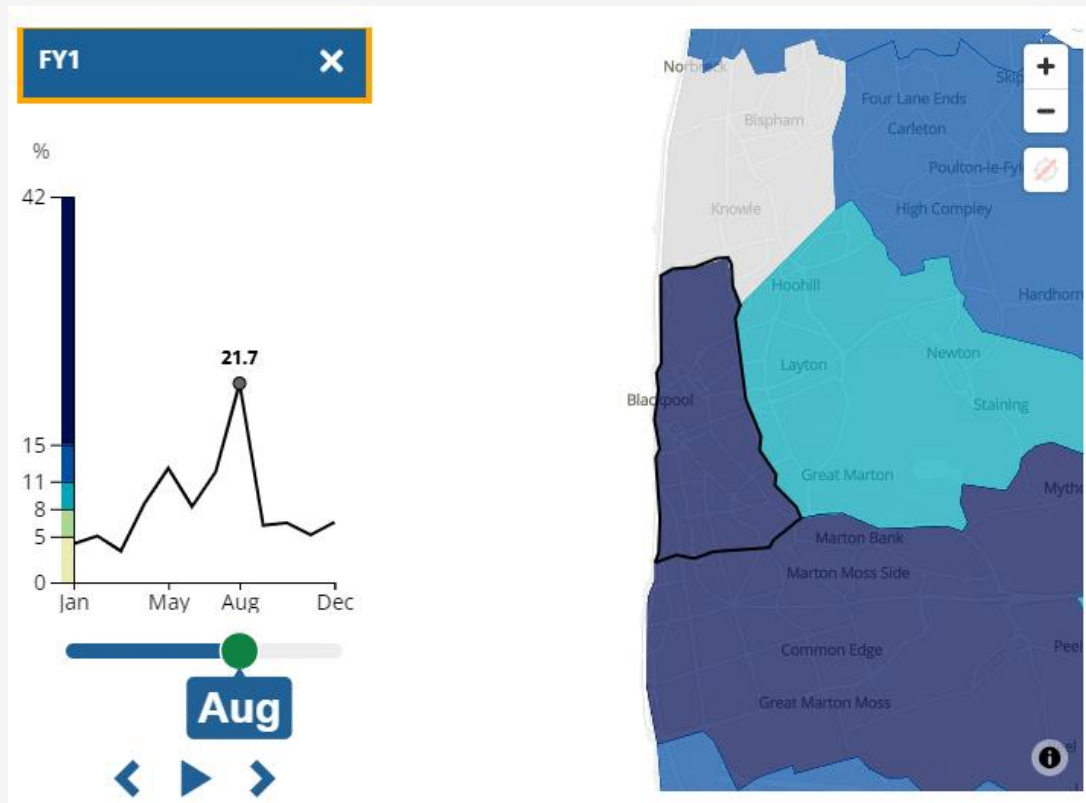




# Spending in Central Blackpool comes from across the UK



# Central Blackpool sees a larger spike in seasonal international tourism spend compared to neighbours



# Our Services

# Two New Subnational Statistics Services

**Explore Local  
Statistics**

**ONS Local  
Service**

# Explore Local Statistics

[Home](#) > Explore local statistics

## Explore local statistics

Find, compare and visualise statistics about places in the United Kingdom.



### Find an area

Search for a postcode, local authority, region, parliamentary constituency or other named area.

Eg. Fareham, or PO15 5RR



### Local indicators

Explore 70 indicators, including [household income](#), [participation in further education](#) and [life satisfaction](#).

Explore indicators →

Launched in  
**March 2024**

Users can **find**,  
**visualise**,  
**compare** and  
**download**  
subnational data  
in one place

Our **digital  
dissemination  
service** to find  
out more about  
local areas  
across the UK

Contains  
**70 indicators**

**Winner of  
the 2024 RSS  
Campion Award**  
for Excellence in  
Official Statistics


# Exploring the statistics in your local area

Search for a keyword(s) or time series ID

[Home](#) > Explore local statistics

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Explore 70 indicators, including household income, [participation in further education](#) and [life satisfaction](#).

You can also start from [England](#), [Wales](#), [Scotland](#) or [Northern Ireland](#).

### Other sources of local statistics

Wales, Scotland and Northern Ireland also have their own producers of official statistics.

- [Wales](#) 
- [Scotland](#) 
- [Northern Ireland](#) 

### About these pages

These pages are part of the Explore Subnational Statistics (ESS) service.

The vision for the ESS service was launched in the [GSS subnational data](#)

# Exploring the statistics in your local area

Explore local  
statistics -  
ONS



# What is ONS Local?

## Analytical

Providing analytical advice, supporting analytical projects, and collecting user priorities to inform ONS's analytical plans

## Data

Supporting users to navigate the subnational data landscape, access data platforms, and connecting to expert advice at ONS

## Network

Hosting regular events based on analytical themes, sharing knowledge, presence within existing networks, and using our political/analytical knowledge to facilitate evidence-based decision making

## Strategic

Using our unique position within central government to understand, identify, and align priorities for both local and central decision makers, alongside capturing user needs

## Building Capability

Supporting, informing, and advising local colleagues on opportunities across the three pillars, with the aim of continuously developing the offer





# Emerging user needs and what's on the horizon?

*Priority data gaps that ONS Local have identified through regional engagements.*

Economic Growth

Health

Housing

Productivity

Trade and Investment

Environment

Labour Market

Child Poverty

Education

# Tell us your views on our local statistics and services

Our evaluation team are interviewing stakeholders between October and December 2024.

To sign up to be considered for a 30-minute interview please submit your details here:

<https://forms.office.com/e/eMD5f15R0u>

or scan the QR code



# Understanding the gaps in your area

