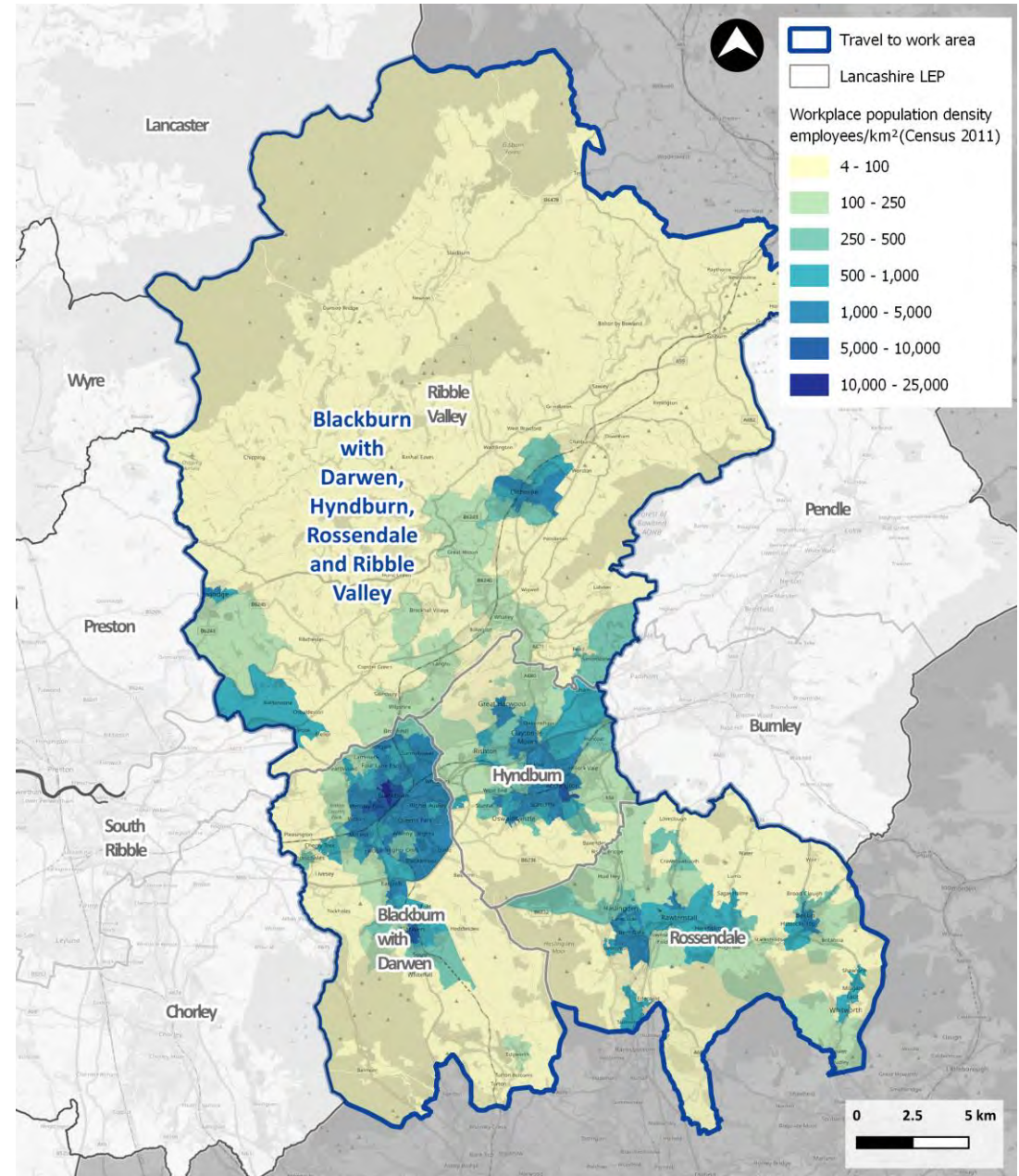
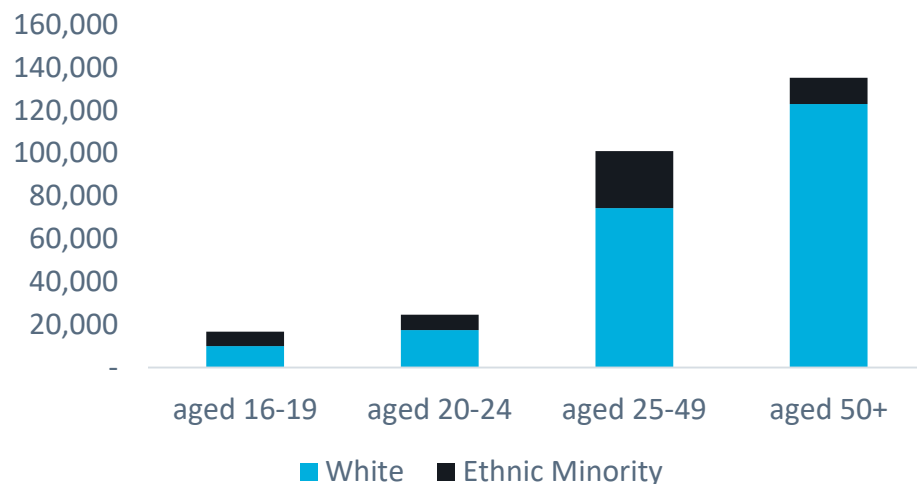


Travel to Work – Blackburn with Darwen, Hyndburn, Rossendale and Ribble Valley TTWA

- 356,300 people live in this TTWA of which 219,700 are of 'working age' (aged 16-64) – 62%.
- Two-thirds of residents in this TTWA also work within it, with the further third working mainly in Burnley and Preston.
- There are 12,800 businesses of which 88% are micro, 10% are small, 2% are medium-sized and fewer than 1% are large (employ more than 250 employees) – around 40 employers.
- The most densely populated areas in the TTWA are around the north of Blackburn with Darwen and Hyndburn.
- The TTWA has a relatively high-proportion of ethnic minorities compared to other areas in Lancashire, making up 19% of the working age population.

Source: Lancashire Labour Market Intelligence Toolkit, 2018

Population by age and ethnicity



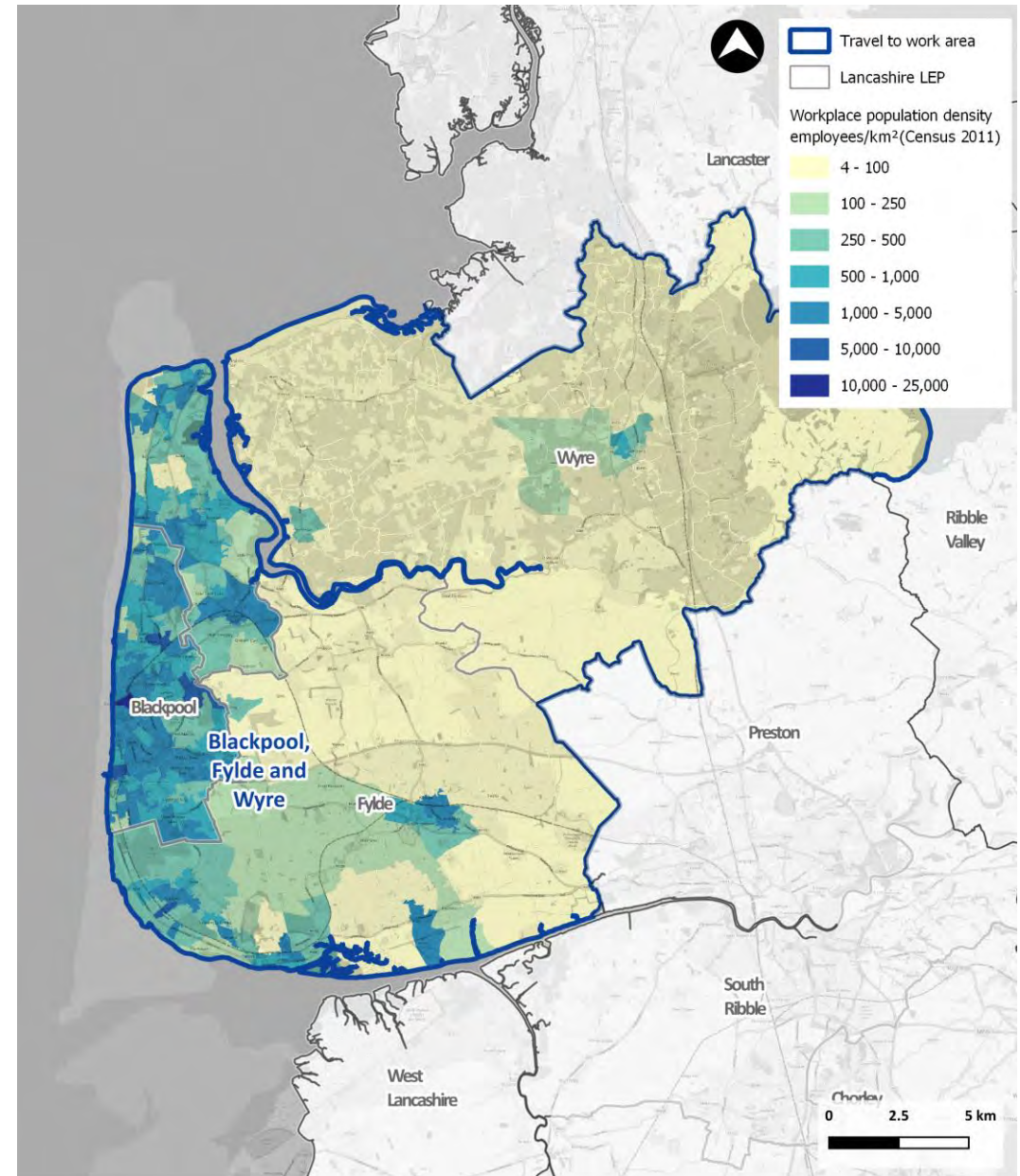
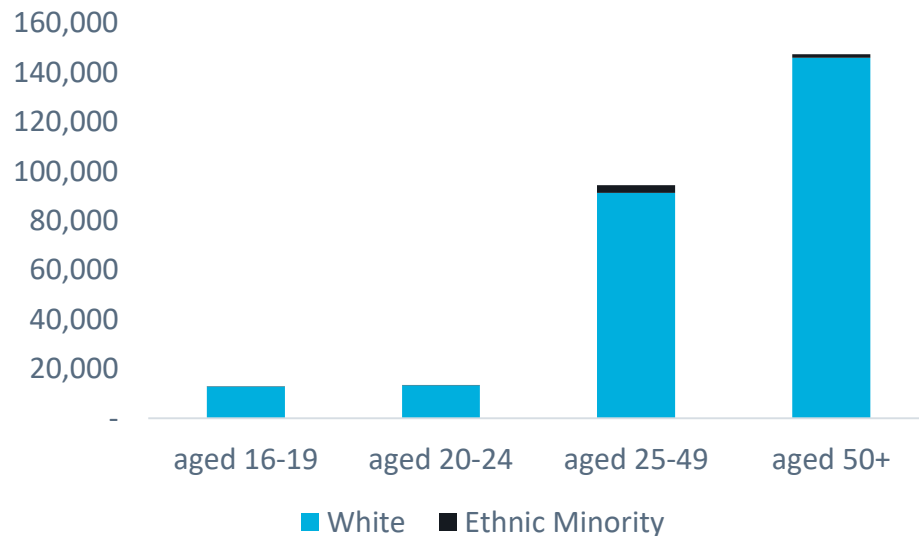
Source: Census, 2011

Travel to Work – Blackpool, Fylde and Wyre TTWA

- 327,400 people live in this TTWA of which 193,300 are of 'working age' (aged 16-64) – 59%.
- Four-fifths of residents in this TTWA work within it, with the further third working mainly in Preston.
- The most densely populated areas are in Blackpool.
- The TTWA has a relatively low-proportion of ethnic minorities compared to other areas in Lancashire, making up 2% of the working age population.

Source: Lancashire Labour Market Intelligence Toolkit, 2018

Population by age and ethnicity



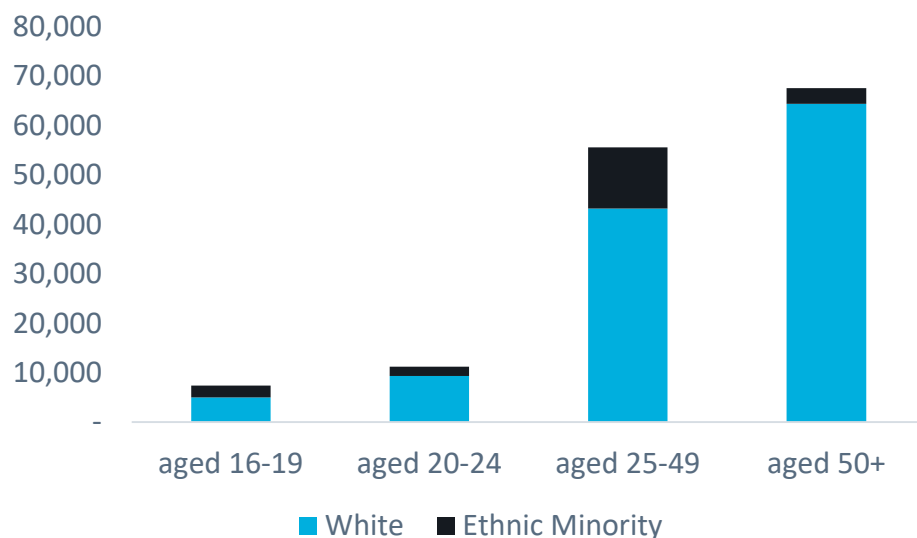
Source: Census, 2011

Travel to Work – Burnley and Pendle TTWA

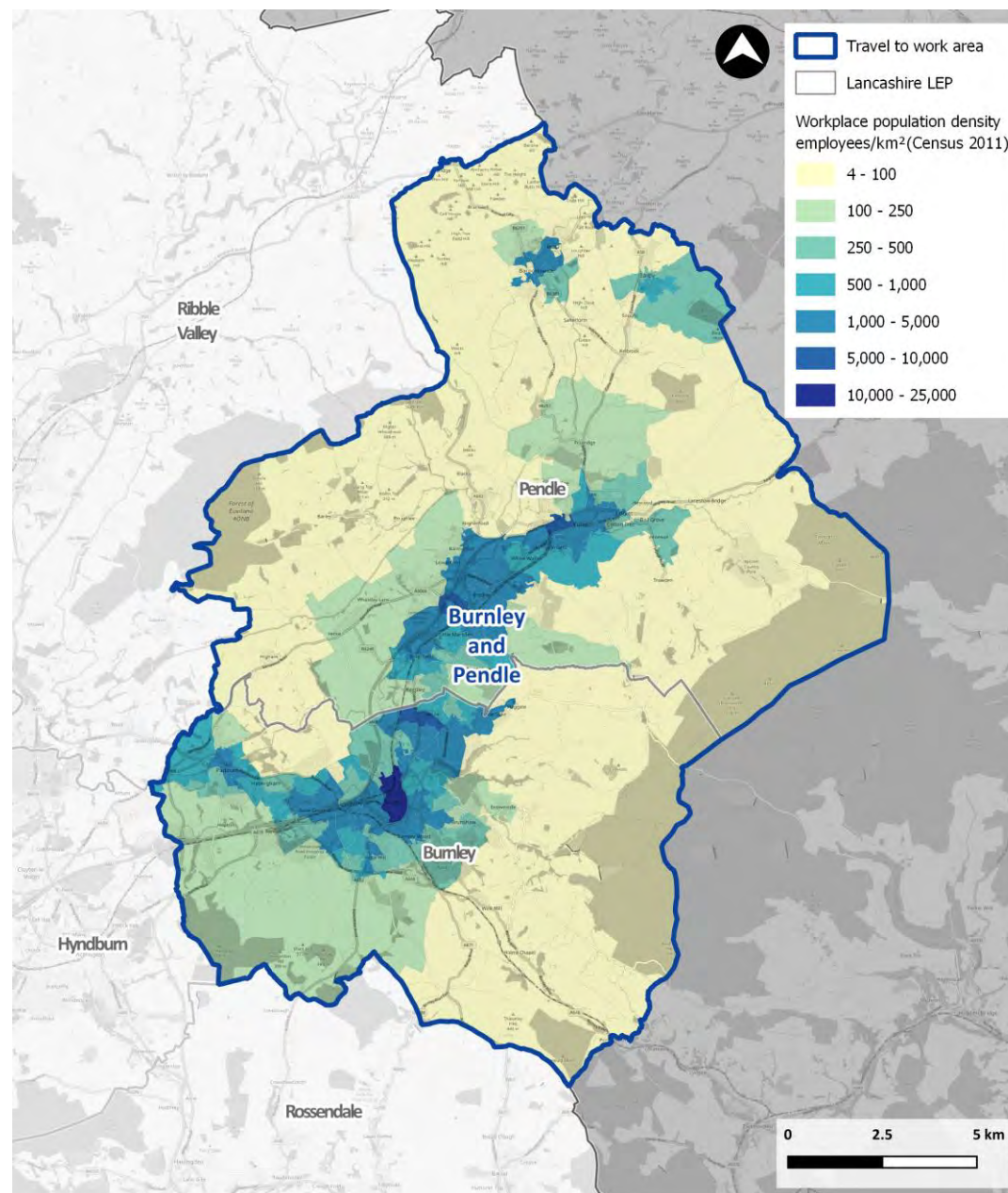
- 178,100 people who live in this TTWA of which 108,600 are of 'working age' (aged 16-64) – 61%.
- Two-thirds of residents in this TTWA also work within it, with the further third working mainly in Blackburn.
- The most densely populated areas is in Burnley centre.
- The TTWA has a relatively high-proportion of ethnic minorities compared to other areas in Lancashire, making up 14% of the working age population.

Source: Lancashire Labour Market Intelligence Toolkit, 2018

Population by age and ethnicity



Source: Annual Population Survey, 2019



Source: Census, 2011

Travel to Work – Lancaster and Morecambe TTWA

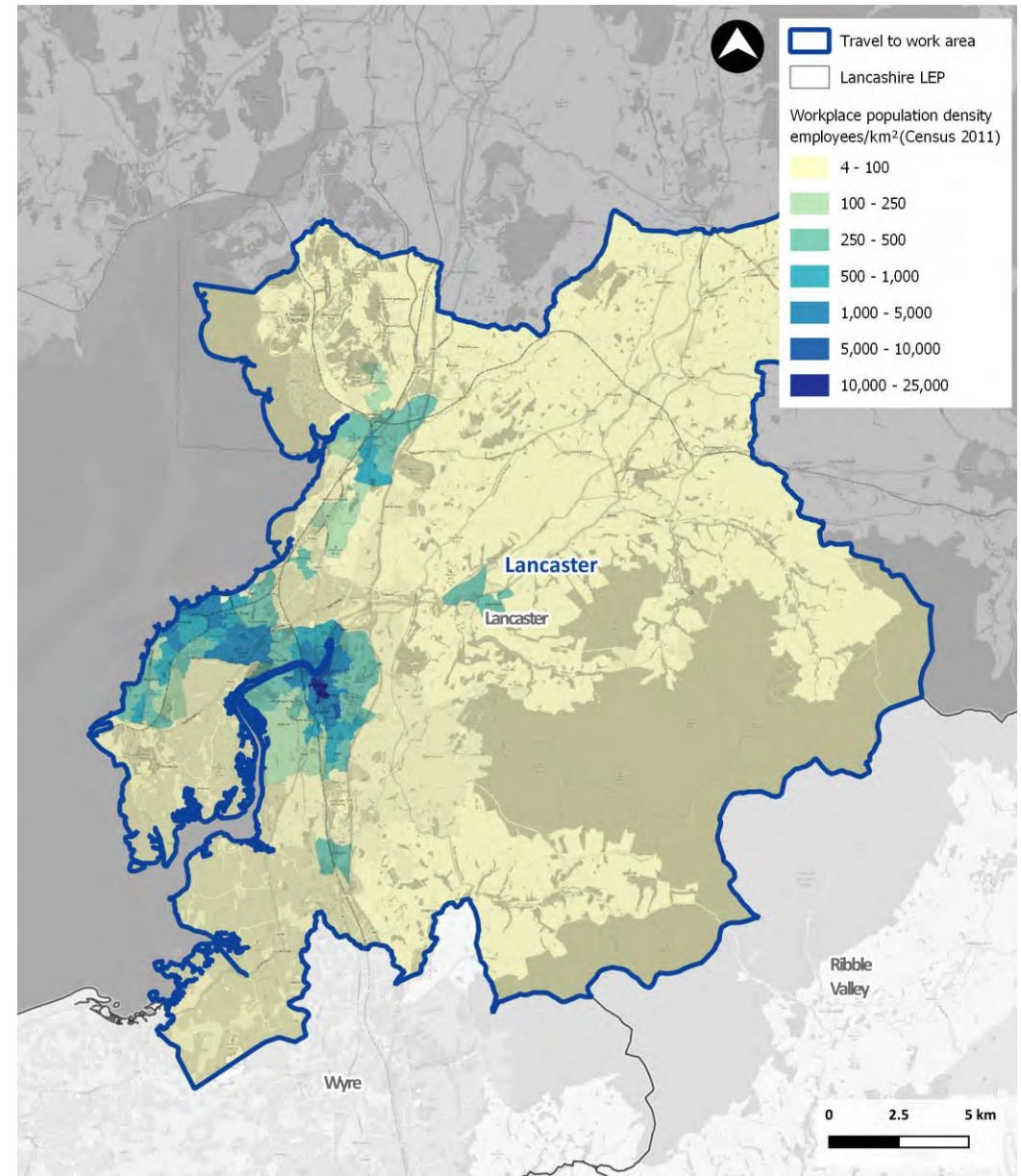
- 143,500 people live in this TTWA of which 91,500 are of 'working age' (aged 16-64) – 64%.
- Four-fifths of residents in this TTWA work within it, with the further fifth working mainly in Preston.
- The most densely populated areas are in Lancaster and Morecambe centres on the east coast.
- The TTWA has a relatively low-proportion of ethnic minorities compared to other areas in Lancashire, making up 4% of the working age population.

Source: Lancashire Labour Market Intelligence Toolkit, 2018

Population by age and ethnicity



Source: Annual Population Survey, 2019



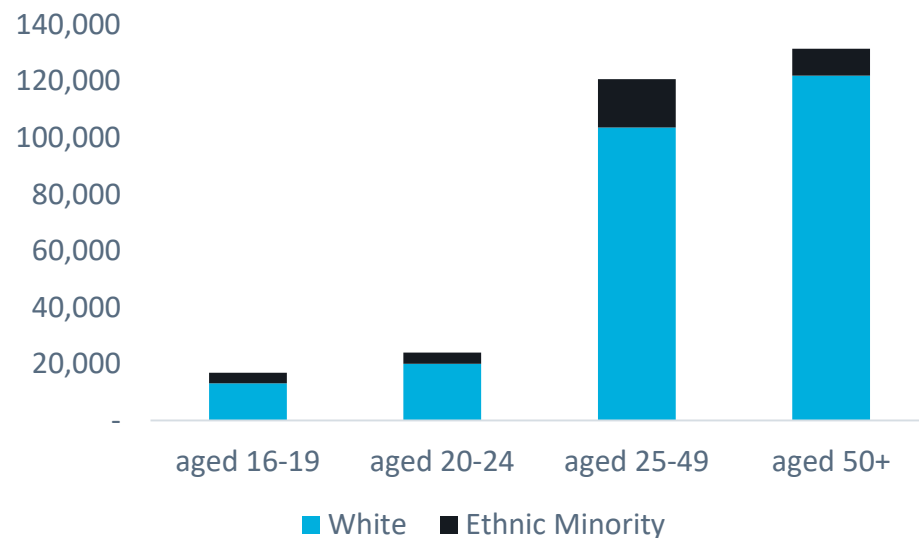
Source: Census, 2011

Travel to Work – Preston, Chorley and South Ribble TTWA

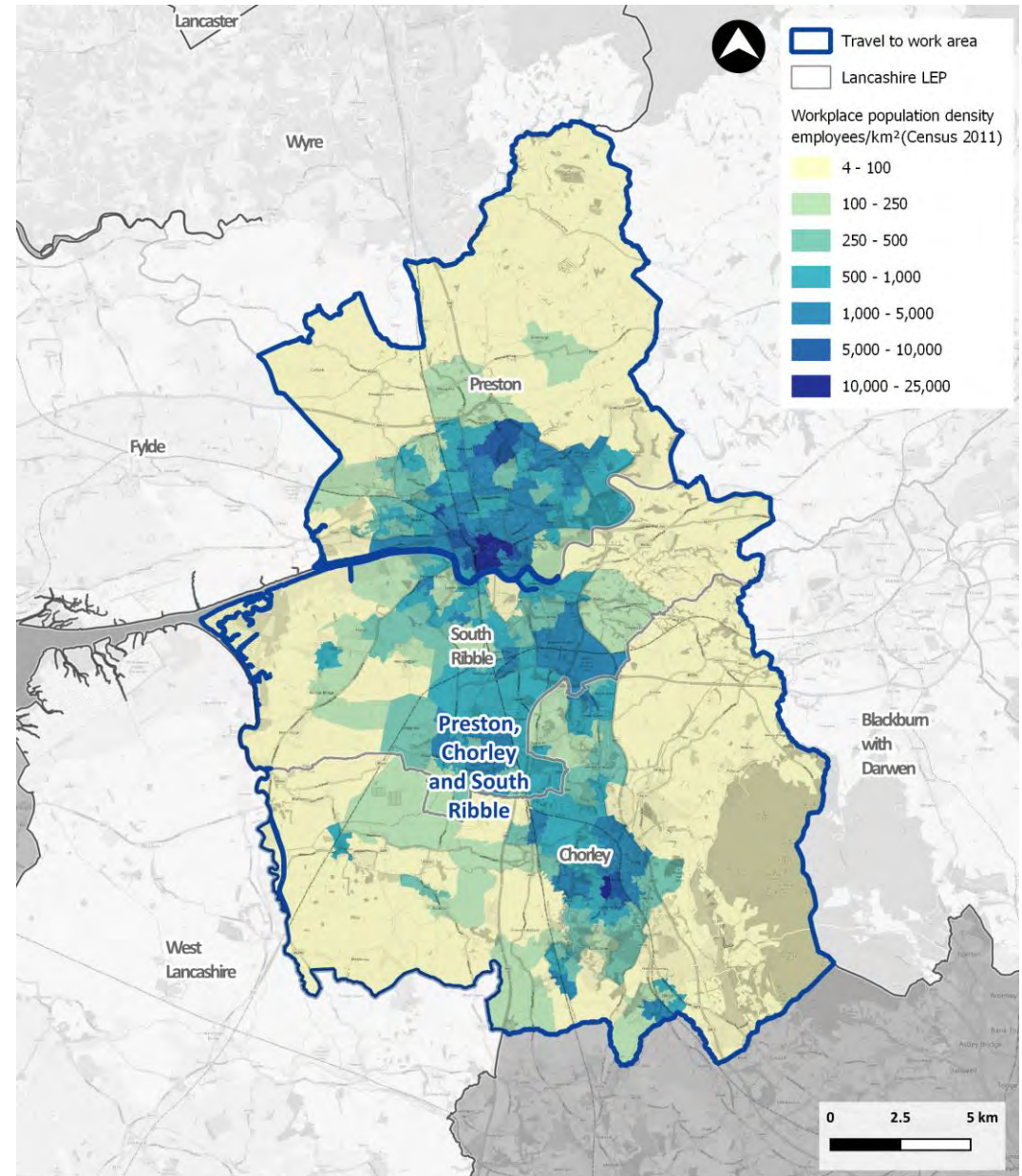
- 366,300 people live in this TTWA of which 231,700 are of 'working age' (aged 16-64) – 63%.
- Seven-tenths of residents in this TTWA work within it, with the further three-tenths working mainly in Fylde.
- The most densely populated areas are in the city centres of Preston and Chorley.
- The TTWA has a relatively high-proportion of ethnic minorities compared to other areas in Lancashire, making up 12% of the working age population.

Source: Lancashire Labour Market Intelligence Toolkit, 2018

Population by age and ethnicity



Source: Annual Population Survey, 2019



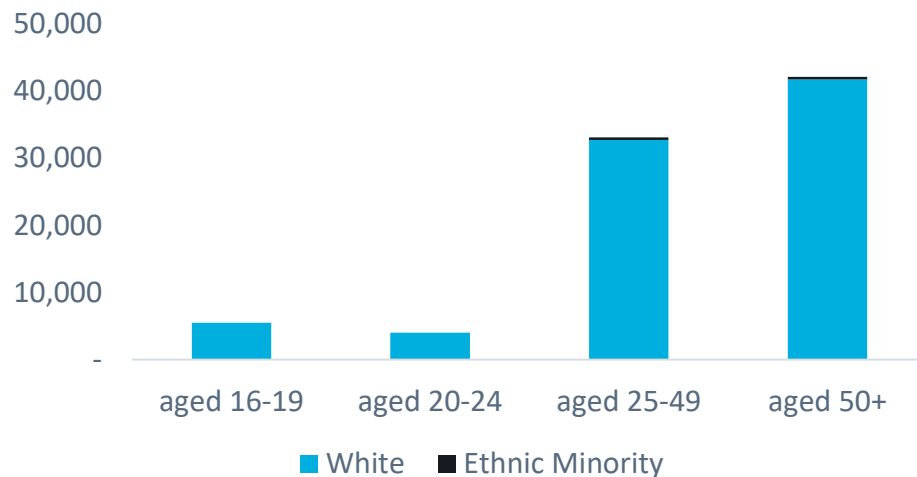
Source: Census, 2011

Travel to Work – West Lancashire TTWA

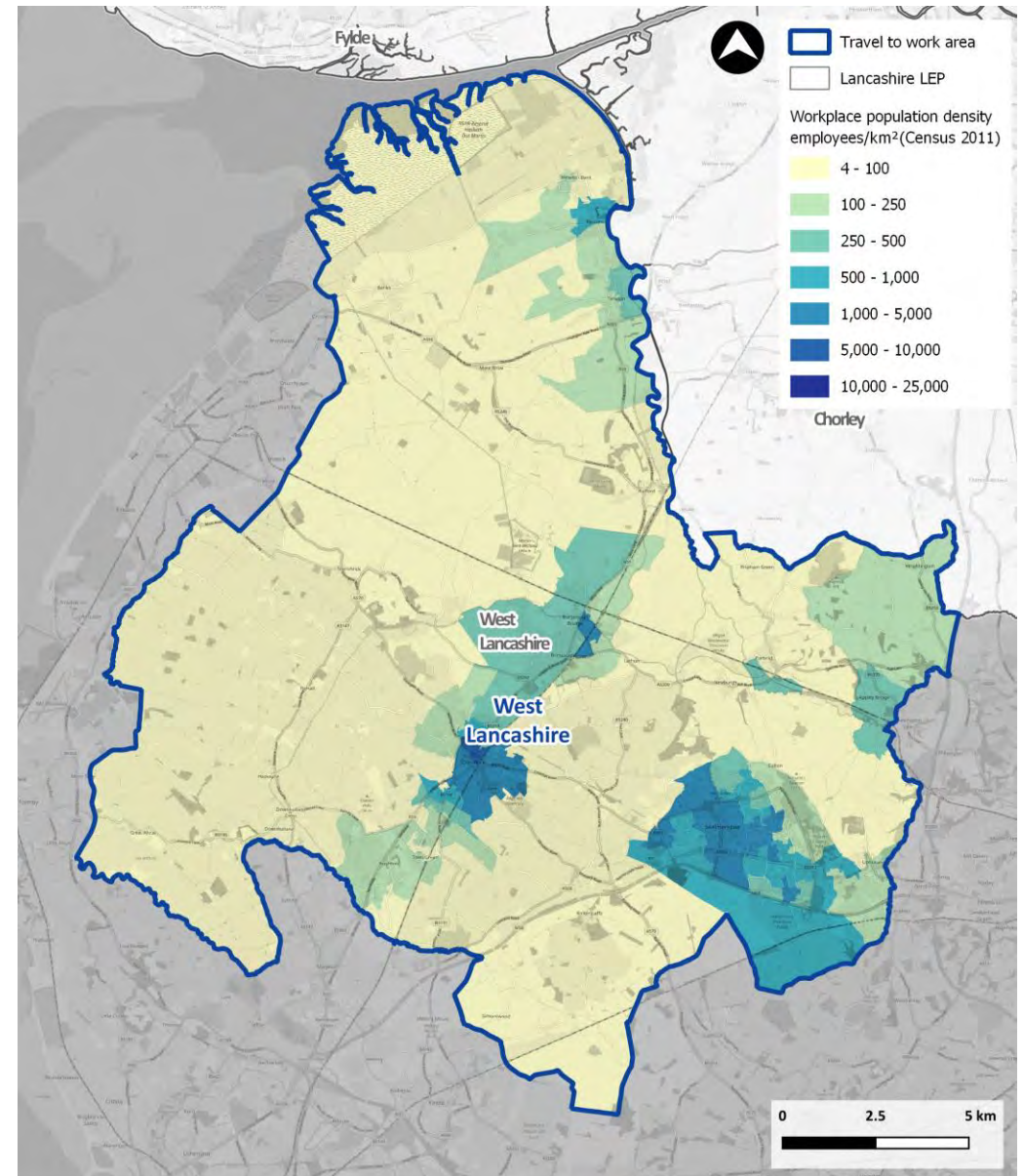
- 113,400 people live in this TTWA of which 69,600 are of 'working age' (aged 16-64) – 62%.
- Half of residents in this TTWA work within it, with the further third working mainly in Burnley and Preston.
- There are 12,800 businesses of which 88% are micro, 10% are small, 2% are medium-sized and fewer than 1% are large (employ more than 250 employees).
- The most densely populated areas are in the centre (Ormskirk and Burscough) the south boundary (Skelmersdale).
- The TTWA has a relatively low-proportion of ethnic minorities compared to other areas in Lancashire, making up 1% of the working age population.

Source: Lancashire Labour Market Intelligence Toolkit, 2018

Population by age and ethnicity



Source: Annual Population Survey, 2019



Source: Census, 2011

Deprivation

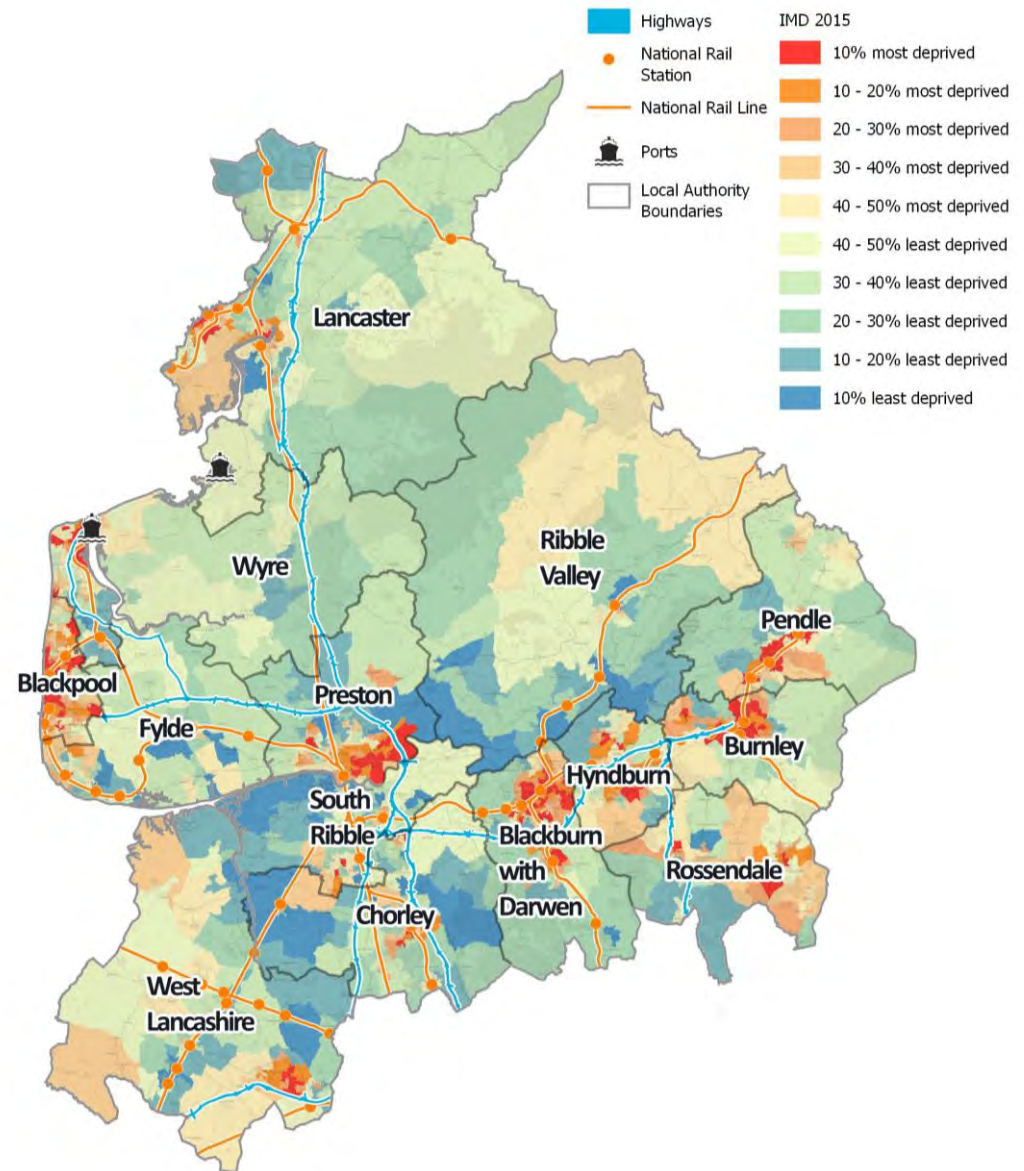
Lancashire has a mixed pattern of deprivation across its local authority districts with some areas of very high and some areas of very low deprivation. In particular, the arc that runs from Blackpool to Pendle contains the majority of the most and least deprived areas. This also runs alongside major road and rail infrastructure.

Areas of low deprivation

- Ribble valley falls within the top 10% least deprived local authorities in the county.
- Chorley, Fylde and South Ribble fall within the top 50% least deprived local authorities in the country.
- Ribble Valley, Wyre and Fylde see none of the area within the top 20% most deprived.

Areas of high deprivation

- Blackpool, Burnley, Blackburn with Darwen and Hyndburn fall within the top 10% most deprived local authorities in the country.
- Pendle and Preston fall within the top 20% most deprived areas in the country.
- The pattern of deprivation across Lancashire can be seen on the map to the right, which also shows key transport infrastructure. There are particular concentrations of deprivation across the Fylde coast and in a strip to the south of the county between Pendle and Blackburn with Darwen.

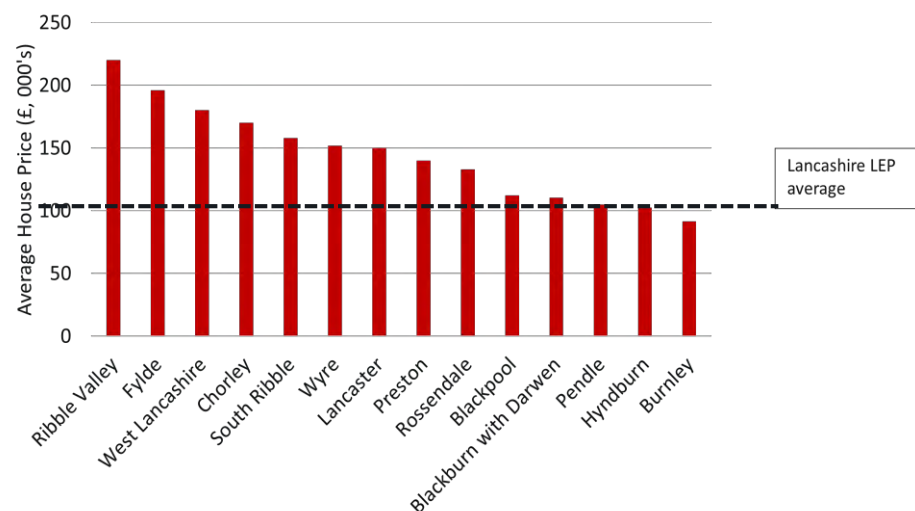


Source: Indices of Multiple Deprivation, MHCLG 2015

Housing affordability

- Compared to national and regional housing prices and salaries, Lancashire is relatively affordable.
- However, there is significant variation in house prices (and housing affordability) within the county.

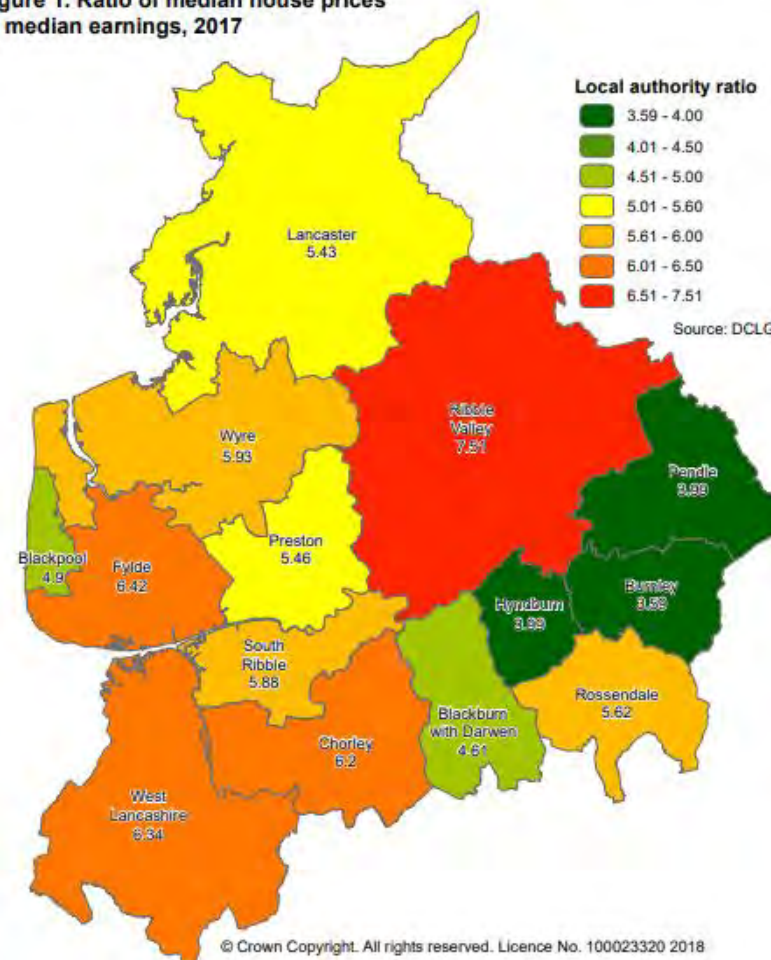
House prices in Lancashire by Local Authority District, 2017



Indicator	Lancashire LEP	North West	England	Source & Date
Average House Price	£143,000	£157,000	£235,000	ONS, House Price Statistics for Small Areas, 2017
Average Salary	£25,800	£26,660	£29,100	ASHE, 2017
Housing Affordability ratio	5.5	5.9	8.1	ASHE & ONS, 2018

Housing affordability

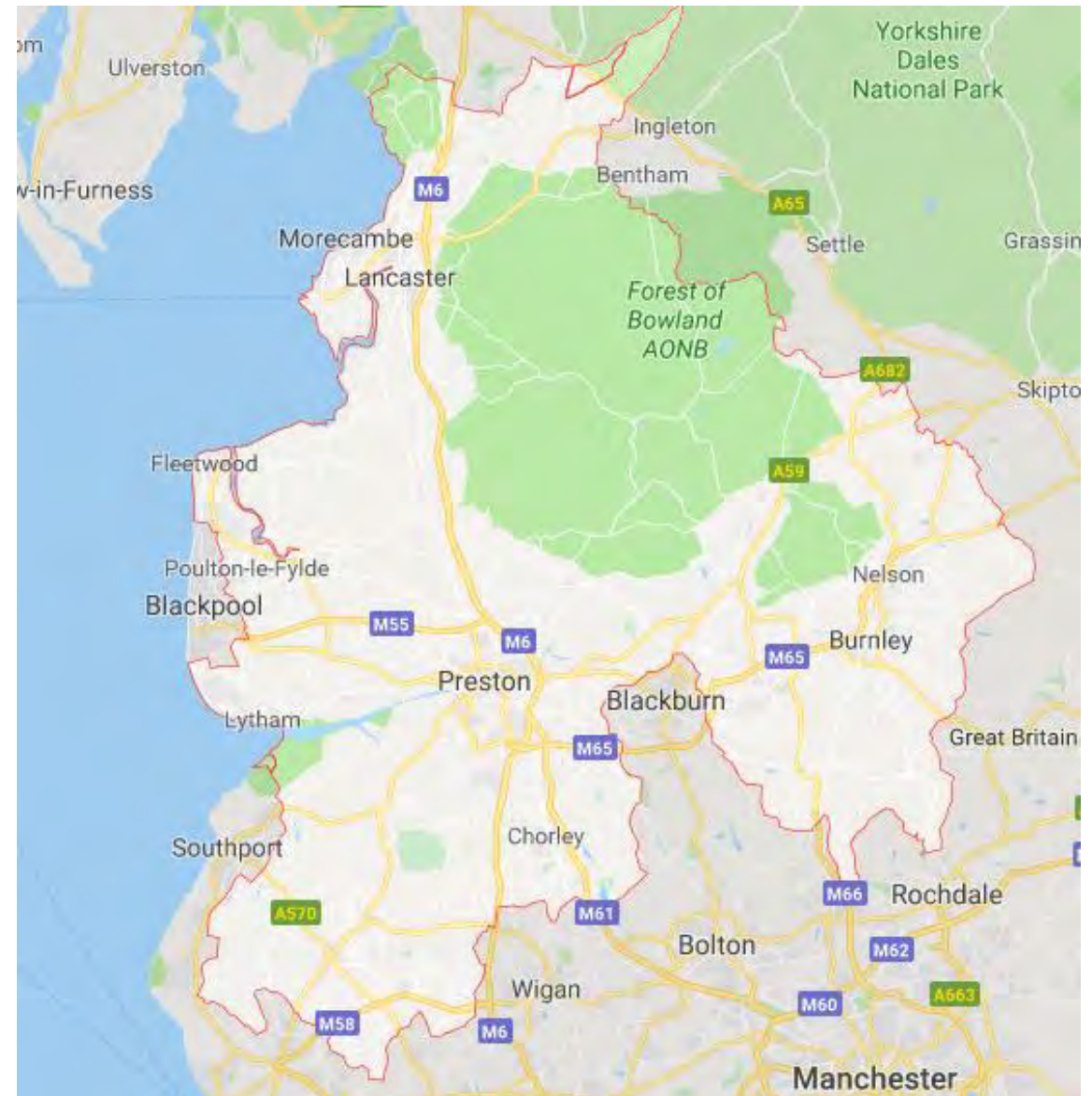
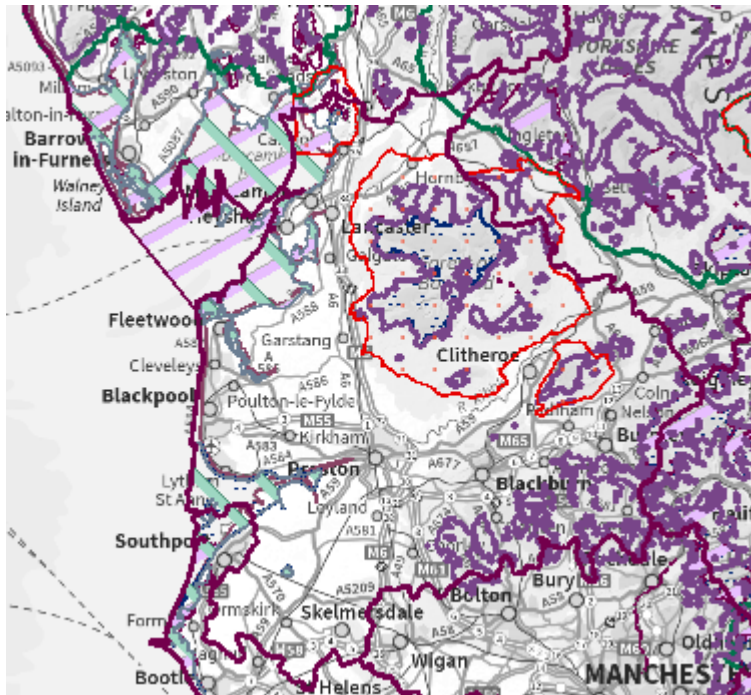
Figure 1. Ratio of median house prices to median earnings, 2017



Source: ONS, House Price Statistics for Small Areas, 2017

Quality of life - Natural capital

- Lancashire has significant natural capital. This includes:
- Protected landscapes – e.g. Forest of Bowland AONB (red boundary on map below and opposite);
- Significant areas of Moorland (purple boundary on map below); and
- RAMSAR sites – which are protected wetland areas (green lines on map below).



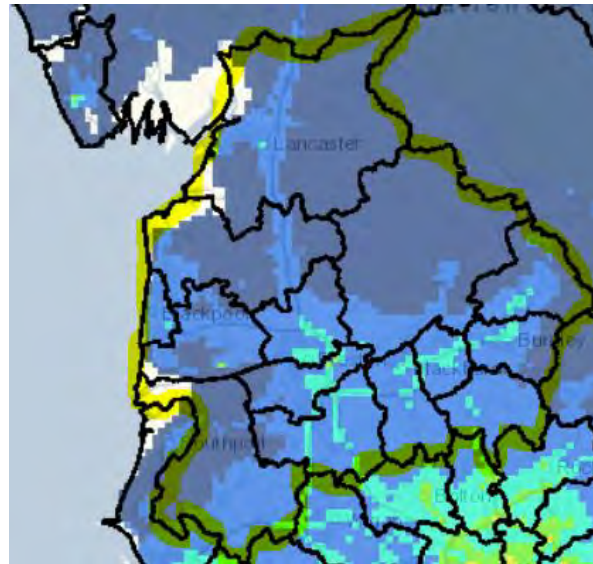
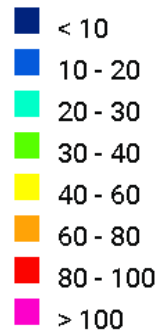
Source: Google Maps, 2019 & Natural England Interactive Map, Accessed 2019

Quality of life - Pollution levels

Air Quality

Nitrogen Oxides background concentration

Annual mean ($\mu\text{g m}^{-3}$ as NO_2)

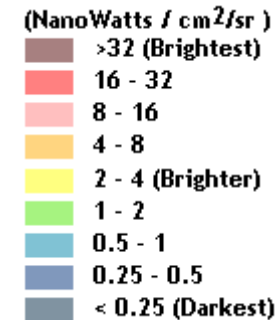


Source: UK Ambient Air Quality Interactive Map, Defra 2017

- The UK's Air Quality Strategy states that nitrogen oxides background concentrations should not exceed an annual average of 40 $\mu\text{g m}^{-3}$.
- By this measure, Lancashire on the whole does not suffer from air quality issues, particularly in its rural areas.
- However, there are some small areas with high pollution – most notably Preston town centre, where Air Quality thresholds are being breached.

Light pollution

Night light levels



Source: Natural England, 2016

- Lancashire has a few areas of genuine dark skies concentrated around the Forest of Bowland AONB.
- The southern part of the county has the highest levels of night-time light pollution.

Quality of life – Creative and cultural activity

- There is a considerable amount of investment in creative and cultural activity across Lancashire, including from Arts Council England.
- There are nine National Portfolio Organisations, across a range of disciplines, receiving ongoing support from the Arts Council.
- In addition to professionally led cultural activities, funding through the public sector there is ongoing development of cultural activity across Lancashire's third and private sectors.
- However, stakeholders have highlighted the lack of a healthy night-time economy and a strong cultural offer as a barrier to attracting and retaining talent and investment.

Arts Council National Portfolio awards 2018-2022

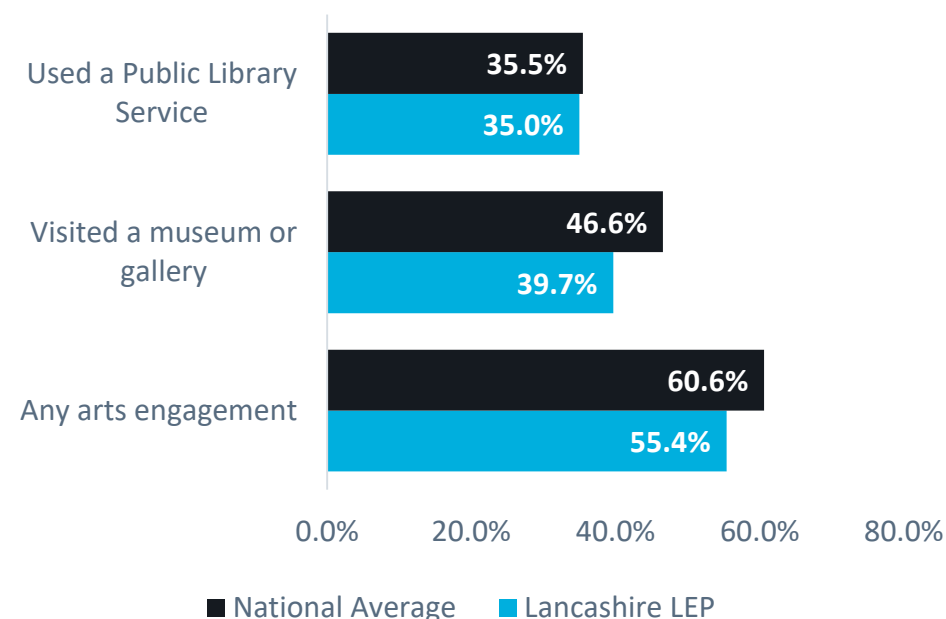
Applicant Name	Local Authority	Discipline	TOTAL Portfolio grant 18/22 - £	
Burnley Youth Theatre	Burnley	Theatre	£	253,460
Curious Minds	Preston	n/a	£	5,341,292
In-Situ	Pendle	Visual arts	£	556,000
Lancaster Arts at Lancaster University	Lancaster	Combined arts	£	412,212
Littleworld Ltd t/a Horse and Bamboo Theatre	Rossendale	Theatre	£	494,528
Ludus Dance	Lancaster	Dance	£	382,576
More Music	Lancaster	Music	£	422,436
Preston City Council	Preston	Museums	£	900,000
The Dukes Playhouse Ltd	Lancaster	Theatre	£	1,024,760

Source: Arts Council, 2018

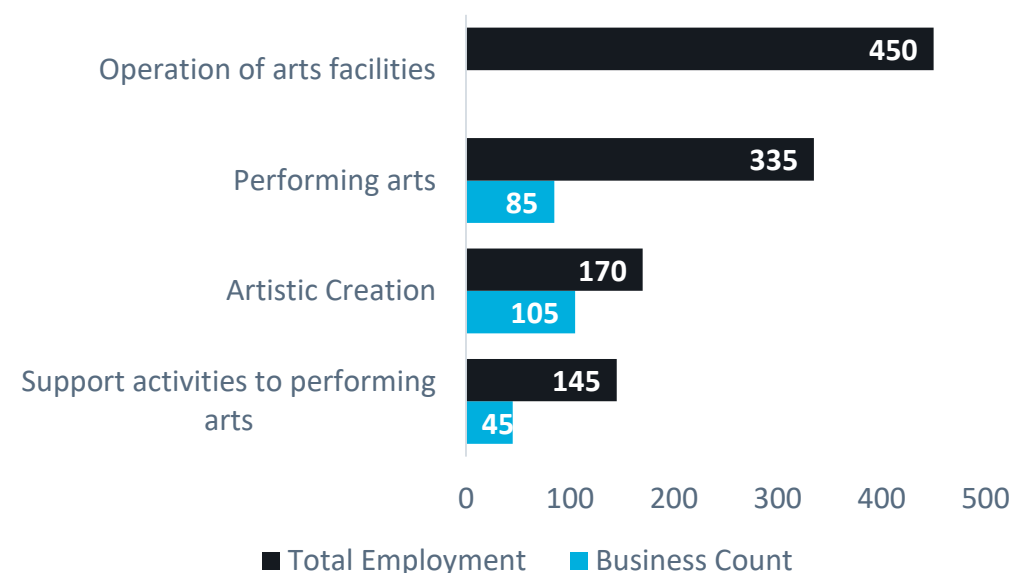
Quality of life – Creative and cultural offer

- Arts Council England funds a number of National Portfolio Organisations (NPO), Music Education Hubs, and museums and Sector Support Organisations (SSO).
- There are 9 NPOs in Lancashire LEP and 24 Accredited Museums.
- Total funding in 2018/19 in Lancashire was £4,569,493.
- The Arts Council also provides strategic funding to address gaps, enhance diversity and inclusion, and increase engagement in areas where engagement levels are low, the total funding in Lancashire for these activities was £1,326,701 in 2018/19.
- Project Grants to the sum of £1,297,261 were awarded by the Arts Council to individual artists, community and cultural organisations in Lancashire LEP 2018/19 funded by the National Lottery, for arts, museums and libraries projects.
- Local Government expenditure on Arts and Culture in Lancashire LEP in 2017/18 was £34,173,620
- Lancashire is home to 255 businesses (2018) in the arts and cultural sector (as defined by the Arts Council), 0.77% of England's 33,150 businesses in the sector.
- These 255 businesses provided 1,125 jobs in 2017 in Lancashire 0.94% of England's 120,000 people employed in the arts and culture sector (as defined by the Arts Council).

Cultural engagement at individual activity level, 2015-17



Businesses and employment by arts and culture sector in Lancashire LEP 2017/18



Source: Arts Council England, 2019

Visitor economy

Contribution to Lancashire's economy

- Lancashire's visitor economy draws 63 million visitors a year with a diverse offer including both natural heritage and culture assets.
- At present the sector contributes: 56,000 jobs and £3.7 bn GVA.
- This represents 7% of the county's GVA.
- The sector has seen strong growth of 15.5% since 2011 and plans for ambitious continued growth are in place.
- There are targets to increase: visitor numbers, visitor spend, overnight stays and the number of additional jobs supported by the sector.
- Sector growth targets outlined in Lancashire's Visitor Economy Strategy (2016-2020 can be see in the red diagram to the right).



Source: Lancashire Visitor Economy Strategy 2016-2020

Agriculture

Contribution to Lancashire's economy

- Approximately 10,000 people across Lancashire's work in the farming sector. This accounts for c. 3.4% of England's workforce highlighting the importance of the sector for the county.
- The fishing industry, focused around Fleetwood, is now fairly modest. However, relying on supplies arriving by road or port, fish processing remains an important local industry.
- Blackpool, Fylde and Wyre are important areas for pig farming. Combined they account for 57.3% of all British pigs.
- Farming in Lancashire is focused on fruit and vegetable production due to it's top grade farming land. Fruit and vegetable production account for 94% of in-use farming land in Lancashire compared to 64% across the north west as a whole.

Local Authority breakdown of agricultural land

Local Authority ⁽³⁾	Number of holdings 2016	Hectares		
		Total farmed area		
		2013	2016	% difference 2016/2013
BLACKBURN WITH DARWEN	112	5 654	5 775	2
BLACKPOOL & FYLDE	174	11 183	10 961	- 2
BURNLEY	87	6 124	8 750	43
CHORLEY	253	13 859	13 710	- 1
HYNDBURN	108	4 160	3 862	- 7
LANCASTER	536	45 204	45 819	1
PENDLE	254	10 858	11 680	8
PRESTON	198	8 814	8 616	- 2
RIBBLE VALLEY	653	48 579	48 464	0
ROSSENDALE	197	8 675	9 548	10
SOUTH RIBBLE	170	6 941	7 925	14
WEST LANCASHIRE	411	23 207	24 004	3
WYRE	397	22 889	21 377	- 7

Source: Defra, 'Structure of the agricultural industry in England and the UK at June', 2013-16

Stakeholder views on priorities for action and Leadership & Governance

Introduction and key messages

- This section provides a summary of qualitative findings from an online survey of local stakeholders, which was held in order to give an opportunity for those unable to attend stakeholders workshops.
- The survey was open to all, and should not be considered scientifically rigorous, but it provides a useful insight into stakeholder views.
- It probed stakeholders' priorities by asking respondents to select potential priorities.
- Key findings are that stakeholders want:
 - The LIS to set long-term priorities for Lancashire and help to attract additional government funding.
 - Build on existing economic strengths and try to sector centres of excellence to drive future growth.
 - Help to build the workforce of tomorrow and develop the skills of the current workforce.
 - Broadband connectivity and better transport connectivity to West Yorkshire and Greater Manchester.
 - Place-specific programmes to foster prosperous communities, plus an emphasis on inclusive growth in determining priorities for the LIS.
- In terms of the Grand Challenges, respondents highlighted Lancashire's strengths in:
 - AI; and
 - Clean Growth.
- The section also contains a summary of headline findings in relation to leadership and governance which were raised in more detailed one-to-one consultations with key stakeholders from public and private sectors.
- Stakeholders highlighted a number of issues and behaviours that need to be tackled in order to deliver the LIS, in particular the need to:
 - Develop a unifying vision for Lancashire – given the Strategic Economic Plan is 5 years' old.
 - Overcome 'risk aversion' among partners, particularly in the public sector, if Lancashire is to make its future and not just respond to external forces.
 - Invest in and improve capacity and capability to deliver strategies and plans.

Findings from online survey of local stakeholders

Topic	Top two responses selected by respondents
LIS to provide	<ul style="list-style-type: none"> • Long-term priorities • Investment from Government
Innovation priorities	<ul style="list-style-type: none"> • Build on existing strengths • Secure further centres of excellence
Skills priorities	<ul style="list-style-type: none"> • Workforce of tomorrow • Develop skills of existing workforce
Infrastructure	<ul style="list-style-type: none"> • Broadband/ fibre connectivity • Better connectivity to West Yorkshire and Manchester
Business Environment	<ul style="list-style-type: none"> • Start-up support • Leadership and management development
Prosperous communities	<ul style="list-style-type: none"> • Specific programmes for different parts of Lancashire • Inclusive growth to determine priorities
Grand Challenges	<ul style="list-style-type: none"> • AI • Clean Growth
Organisational contribution to LIS	<ul style="list-style-type: none"> • Share information • Share worked-up projects

Governance & Leadership – stakeholder consultations



Strategy without execution



Risk aversion of public sector



No unifying vision



Sceptical on delivery in response to new challenges

Implications

Introduction

- This section provides a brief summary of the main themes arising from the review of quantitative and qualitative evidence. It sets out:
 - The headlines issues which require action.
 - The key Emerging Themes, based analysis and discussion with stakeholders in relation to the challenges and opportunities facing Lancashire's economy.
 - The key Enabling Actions which will be necessary (although not sufficient) to ensure successful delivery capacity to deliver.

Executive Summary: Headline Analysis



Without action Lancashire's productivity gap with the UK will widen and its employment will decline, posing a challenge to delivery of inclusive and sustainable growth

Business As Usual is not enough, if Lancashire is to: (a) attract and retain workers, e.g. via cross-cutting programmes to extend working lives through health and wellbeing and re-training; and (b) cross-sector initiatives to utilise current assets and knowledge, e.g. orphan IP in HEIs and businesses to tackle new challenges or respond to new opportunities.



Major technology & market drivers are disrupting markets, sectors, and supply chains and economic forecasts indicate continued decline in manufacturing and routine roles

Partners in Lancashire need to support businesses and workers to adapt to but also to make the future. To do this, Lancashire needs to build on digitalisation programmes for businesses, e.g. Made Smarter in manufacturing, and training for workers, e.g. the Digital Skills Partnership, to build agility, adaptability, and resilience in the economy.



Lancashire has key strengths in aerospace, automotive, energy and marine sectors – it needs to stay ahead where it is strong and forge new routes to excellence to develop new markets

Lancashire partners need to ensure that these high-value manufacturing sectors and their supply chains continue to innovate and operate at a global scale to stay ahead – particularly responding to technological convergence based on digitalisation and new materials (light weighting) and supply-chain rationalisation.



Lancashire currently lags England in terms of business density and start-up survival rates – but the economy requires new businesses in new sectors if it is to develop new routes to excellence

Lancashire partners need to support the businesses of the future, if it is to grow employment and raise productivity. Partners need to build on current Scale-up success, the strong Start-up performances of Blackburn with Darwen and Burnley, and Ribble Valley and Pendle on start-up survival rates, plus UCLAN's graduate enterprise work to build the employers of tomorrow.



Opportunities for and challenges to growth in Lancashire vary significantly by place, based on location, connectivity, quality of life and historic economic roles

*The LIS needs to reflect the diversity and distinctiveness of Lancashire's places in terms of different: Offers for the visitor economy
Quality of life offers to attract and retain workers
Natural assets e.g. for energy and agriculture
Business clusters e.g. Health Innovation, emergent Digital and Creative clusters*

Emerging Priorities for Action

An agile workforce, fit for the future

Upskill & reskill the workforce across all age groups & sectors to respond to sectoral and occupational change – with a focus on movement from declining to rising employment sectors & higher-level skills and extending healthy working lives

Start-ups, Scale-ups and internationalisation to make the future

Raise business density, start-ups, survival rates
Build on Scale-up success Growth across all sectors with a focus on adding value to existing goods & services & inventing new goods & services to drive productivity

Harness supply-chain strengths to stay ahead

Supply chains serving Aerospace, Automotive, Marine and Energy sectors are fusing due technology (digital) & materials (light-weighting) convergence Given supply-chain rationalisation, firms need support to innovate to stay ahead in these sectors

Energy Opportunities to build new excellence

Use Lancashire's concentration of Low Carbon Energy assets, e.g. nuclear, wind, marine, & battery technology to attract inward investment & research collaboration to build new excellence based on existing strengths
Plus, Shale gas – if exploitable

Distinctive Places

Place-specific assets and vulnerabilities require bespoke place-based responses e.g. (a) Coastal and Rural Visitor Offers, (b) Cultural/leisure offers to attract and retain residents, (c) Property markets to attract/retain businesses and workers

Enabling Imperatives required to deliver the LIS

Leadership & governance

Reinforce leadership to build investor confidence & represent local diversity

Local capability & flexibility in delivery

Invest in local delivery capability to enable local variation in delivery to meet local priorities

Global outlook

Develop a global/ international outlook for businesses & citizens: *'Think Global First'*

Foresighting

Capacity for to undertake & anticipate Market & Technology Foresight

21st C Infrastructure

Future-proofed infrastructure for net-zero carbon & digital connectivity

