TACKLING WORKLESSNESS THROUGH CULTURE, TOURISM AND SPORT

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Steve Fothergill
Professor, CRESR, Sheffield Hallam University

Sheffield Hallam University

Two reports……

- *Tackling worklessness in Britain's weaker local economies* (Nov 2010)

- *The Seaside Tourist Industry in England and Wales: employment, economic output, location and trends* (June 2010)

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Non-employed working age benefit claimants, GB, February 2011

Jobseeker's Allowance	1,440,000
Incapacity benefits	2,570,000
Income Support as lone parent	610,000
Other income-based benefits	190,000

TOTAL	4,810,000

Source: DWP

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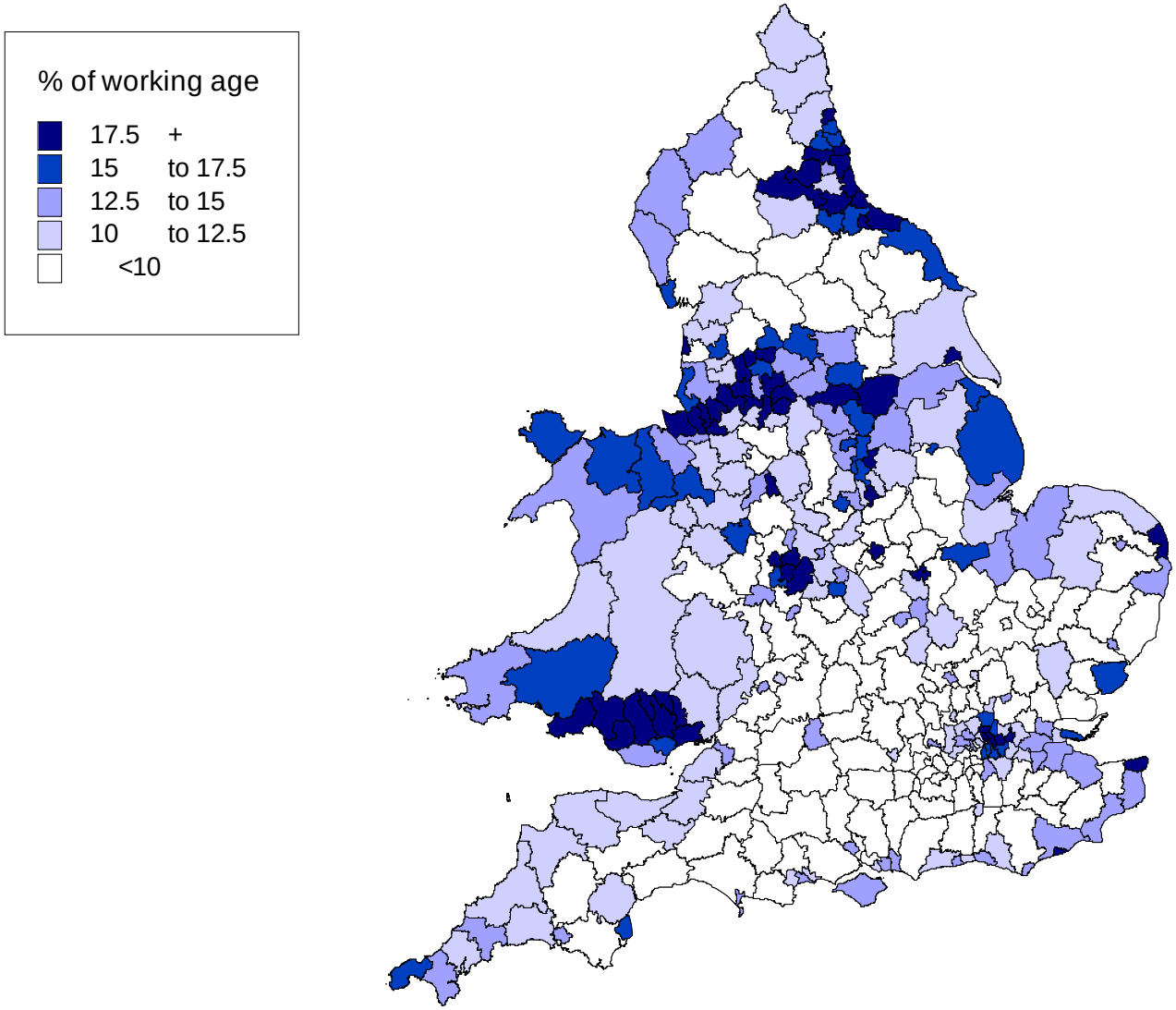
Working age benefit claimant rate,
England and Wales, 2009



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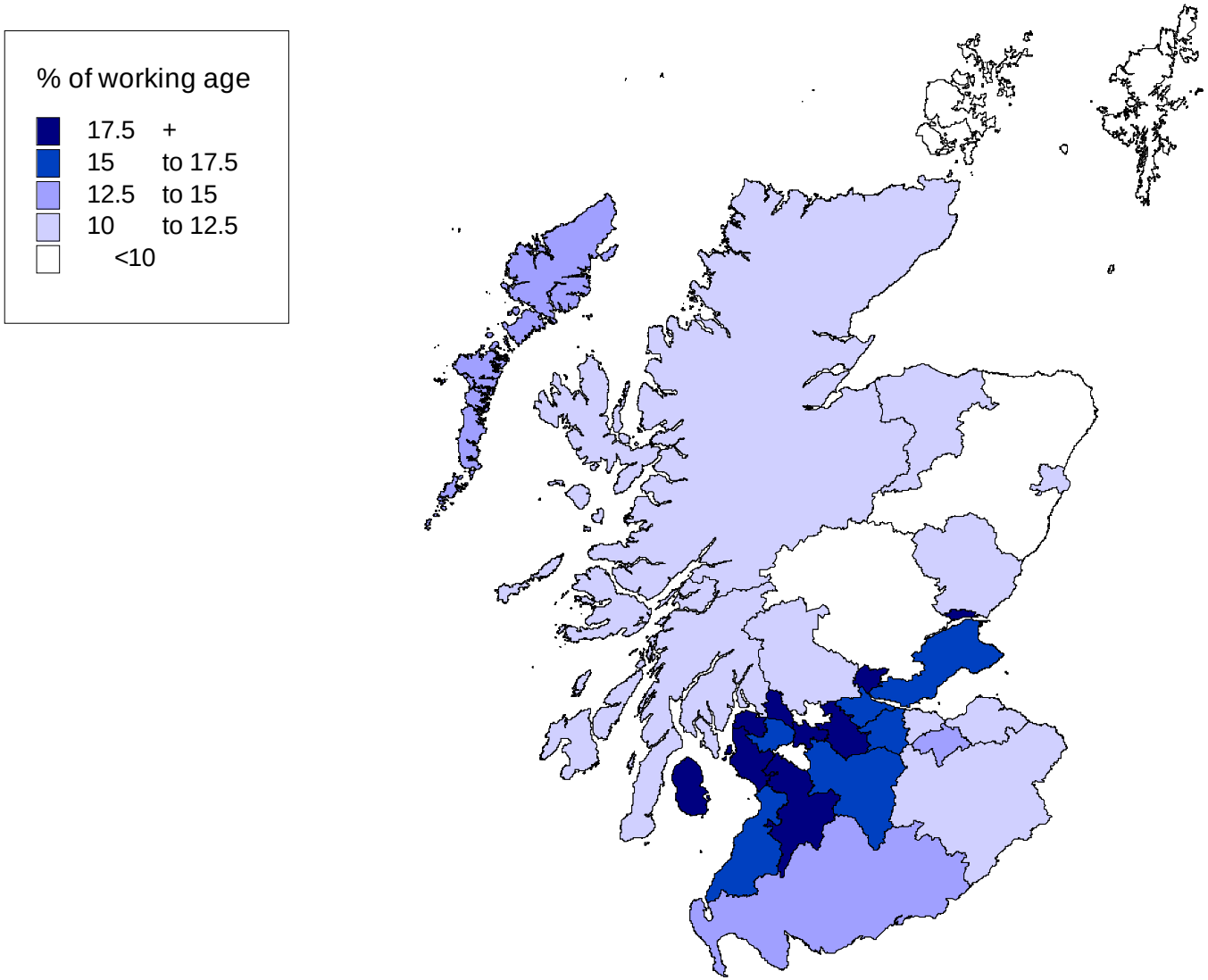
Working age benefit claimant rate, Scotland, 2009



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Working age benefit claimant rate,
Top 20 GB districts, 2009

	% of working age population		
Blaenau Gwent	26.7	Caerphilly	22.1
Merthyr Tydfil	26.5	Blackpool	22.0
Easington	24.5	Wear Valley	21.3
Knowsley	24.2	Inverclyde	21.3
Liverpool	24.2	Stoke on Trent	21.1
Glasgow	22.8	Wolverhampton	21.0
Neath Port Talbot	22.6	West Dunbartonshire	21.0
Rhondda Cynon Taff	22.5	Hull	20.7
Hartlepool	22.3	Hastings	20.6
Middlesbrough	22.2	Hackney	20.6

Source: ONS

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Working age benefit claimant rate,
Bottom 10 GB districts, 2009

	% of working age population		
S Buckinghamshire	6.0	Elmbridge	5.7
Runnymede	5.9	S Northamptonshire	5.5
S Cambridgeshire	5.9	Rutland	5.1
W Oxfordshire	5.8	Wokingham	4.9
Surrey Heath	5.8	Hart	4.7

Source: ONS

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A shortage of jobs

- When the industries of older industrial Britain were still working, working age claimant numbers (especially IB) were a lot lower
- In the parts of Britain where the economy is strongest, working age claimant numbers (especially IB) are far lower

How many jobs are needed?
Worst 100 districts outside London

To reach GB average employment rate	**570,000**
To reach employment rate in best 142 districts	**1,220,000**

Source: SHU calculations based on APS

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How many jobs are needed?

	To raise residents employment rate to:	
	GB average	Level in best 142 districts
Welsh Valleys	38,000	64,000
Teesside	20,000	40,000
Yorkshire coalfield	24,000	60,000
Merseyside	55,000	100,000
Glasgow City	30,000	51,000

Source: SHU calculations based on APS

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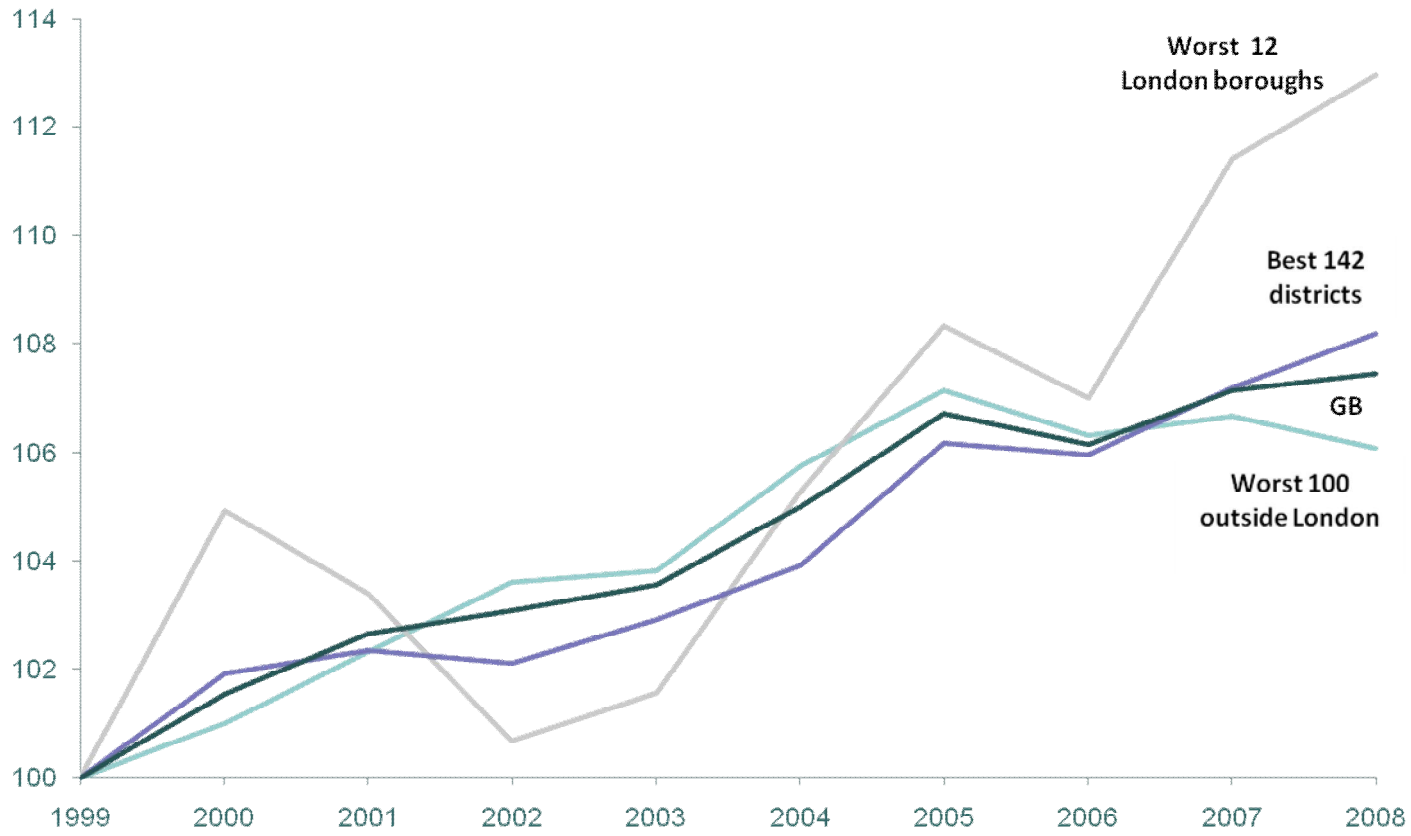
Employment trends, 1999-2008



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Public v private sector job growth, 1999-2008

	Public sector*	Private sector
Worst 100 districts outside London	460,000	130,000
Worst 12 London boroughs	70,000	80,000
Best 142 districts	330,000	340,000
GB	1,370,000	910,000

*Public admin & defence, health, education

Source: ABI

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The government's strategy

- Work Programme
- Incapacity benefit reforms
- Universal Credit
- Private sector led revival

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The real basis for a long-term revival

- Low exchange rate, low interest rates
- Rebalancing from consumption to exports
- Use public sector investment to promote private sector jobs
- Deficit reduction through growth, not cuts

Where do culture, tourism and sport fit in? (1)

Will boost ***national*** economy if:

- Attracts visitors and/or spending from abroad (eg Premier League, Olympics, London museums)
- Retains spending in the UK that would otherwise have leaked abroad (eg 'staycations')

Where do culture, tourism and sport fit in? (2)

Will boost ***local*** economy if:

- Brings in spending from outside the local area (eg galleries, festivals)
- Comes with cash (eg Lottery grants, DCMS funding)

Britain's seaside tourist industry: in terminal decline?

"Bucket and spade holidays are a thing of the past"

"Most people go abroad for their holidays these days"

"Britain's seaside resorts have lost their core business"

"We'll never be able to compete because of the weather"

The *Seaside Tourism* report

- First comprehensive attempt to measure employment supported by seaside tourism
- Disentangles jobs supported by tourism from those supported by local consumer spending
- 121 places along the coast of England and wales

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How many jobs?

- 210,000 jobs in seaside towns directly supported by seaside tourism
- 58 individual places around the coast have at least 1,000 jobs in seaside tourism

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Jobs in seaside tourism – the top 20

Greater Blackpool	19,400	Scarborough	4,200
Greater Bournemouth	12,100	Southend-on-Sea	3,400
Greater Brighton	11,900	Weymouth	3,400
Torbay	9,200	Eastbourne	3,300
Isle of Wight	7,900	Hastings/Bexhill	3,200
Great Yarmouth	5,600	Southsea	2,900
Newquay	5,300	Skegness	2,800
Southport	5,300	St Ives	2,600
Thanet	4,800	Tenby	2,600
Llandudno/Colwyn/Conwy	4,600	Cleethorpes	2,500

Source: Sheffield Hallam University

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Dependence on tourism (1)

ESTIMATED SHARE OF JOBS IN SHOPS, HOTELS etc DIRECTLY SUPPORTED BY TOURISM (%)

(Selected towns)

Newquay	**79**	**Isle of Wight**	**40**
St Ives	**77**	**Bognor Regis**	**35**
Whitby	**62**	**Greater Brighton**	**31**
Skegness	**57**	**Eastbourne**	**28**
Great Yarmouth	**51**	**Weston super Mare**	**26**
Greater Blackpool	**48**	**Greater Bournemouth**	**25**
Scarborough	**44**	**Lowestoft**	**18**
Weymouth	**42**	**Barry**	**6**

Source: Sheffield Hallam University

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Dependence on tourism (2)

ESTIMATED SHARE OF ALL JOBS DIRECTLY SUPPORTED BY TOURISM (%)

(Selected towns)

Newquay	**41**	**Isle of Wight**	**13**
St Ives	**36**	**Bognor Regis**	**10**
Whitby	**29**	**Greater Brighton**	**7**
Skegness	**27**	**Eastbourne**	**7**
Weymouth	**17**	**Weston super Mare**	**7**
Great Yarmouth	**16**	**Greater Bournemouth**	**6**
Greater Blackpool	**15**	**Lowestoft**	**5**
Scarborough	**15**	**Barry**	**1**

Source: Sheffield Hallam University

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Trends through time

ESTIMATED INCREASE IN SEASIDE TOURISM EMPLOYMENT IN 41 PRINCIPAL SEASIDE TOWNS, 1998/2000 to 2006/8

South West	8,900
North West	2,700
South East	1,600
Wales	1,300
NE/Yorks/E Midlands	800
Eastern	- 1,300
All principal seaside towns	14,000

Source: Sheffield Hallam University

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Comparisons with other industries

No of jobs, 2008

Higher education	489,000	Advertising	100,000
Computer software	463,000	Air transport	99,000
Insurance & pensions	338,000	Radio & TV	78,000
Telecommunications	224,000	Railways	61,000
SEASIDE TOURISM	**210,000**	Pharmaceuticals	50,000
Motor industry	165,000	Steel industry	40,000
Publishing	154,000	Fishing	14,000
Aerospace	110,000	Coalmining	7,000

Source: Based on ABI

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Possible wider impact

	no of jobs
Directly supported by seaside tourism	210,000
‘Missing’ places	20,000
‘Missing’ sectors	10,000
Supported by inland spend of seaside tourists	10,000
DIRECT JOBS	*250,000*
Jobs in supply chain	50,000
DIRECT & SUPPLY CHAIN JOBS	*300,000*
Multiplier effects	300,000
DIRECT & INDIRECT JOBS	*600,000*

Source: Sheffield Hallam University estimates

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A new Golden Age for Britain's resorts…….?

- The eurozone looks prohibitively expensive
- Lower household incomes mean affordable UK holidays look more attractive
- The exchange rate makes Britain a cheaper option for foreign visitors

Concluding thoughts

- If seaside tourism can generate new UK jobs, then what else….
- But be realistic too. The scale of worklessness requires action on a very broad front.