

Type J56 Neighbourhoods with retired people and transient singles working in the holiday industry

0.32% 



Overview

Key Features

- Older working age
- Seaside resorts
- Tourism jobs
- Active lifestyles
- Well informed
- Traditional
- Happy with their lot
- Healthy diet & exercise
- Care for environment

Regional Houses



Rye, TN31



Scarborough, YO12



Budleigh Salterton, EX9



Rankings

- Age Rank (54/61)
- Wealth Rank (34/61)
- Good Health (47/61)
- Fear of Burglary (60/61)
- Degree (30/61)
- Public Renting (39/61)
- Higher Tax (59/61)
- Environment (24/61)
- Internet (15/61)

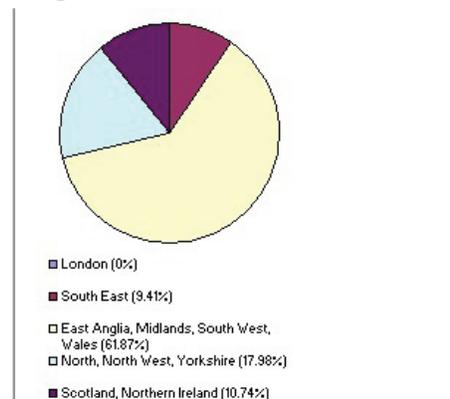
Top Councils

- Isles of Scilly (38.51%)
- Penwith (11.35%)
- South Lakeland (9.48%)
- West Somerset (9.10%)
- Berwick-upon-Tweed (7.14%)
- Torbay (6.72%)
- South Hams (6.32%)
- Isle of Wight (6.28%)
- Caradon (5.60%)

Constituencies



Regional Distribution



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Type J56 contains people living in seaside resorts and small inland towns who cater for the needs of day trippers and summer holiday makers.

| Key Features | Communication |
|-------------------------|--------------------|
| Older working age | Receptive |
| Seaside resorts | Most newspapers |
| Tourism jobs | Local networks |
| Active lifestyles | Unreceptive |
| Well informed | TV |
| Traditional | Internet |
| Happy with their lot | Telemarketing |
| Healthy diet & exercise | |
| Care for environment | |

Description - Public Sector Focus

Education Although these people are mixed in terms of educational attainment, many will have left school with good qualifications, and some will have taken this much further. Those who have the better education are likely to have moved to the area, perhaps to set up a business having left behind a career. The children are likely to reach similar levels of attainment. Many will gain good GCSE's and perhaps move on to higher education, but the proportion will only be slightly higher than the national norm.

Health These people generally eat a good diet, perhaps avoiding the burgers, ice cream and sugary sweets that they may sell to holidaymakers. They tend not to be smokers, although heavy drinking can be a problem. When not at work, many choose to spend their leisure time doing something active, taking advantage particularly of the outdoor attractions of the area in which they live. *Type J56* tends to have a wide range of health problems, typical of their older profile, but after adjusting for age, hospital admissions are only marginally higher than average.

Crime These neighbourhoods are generally areas where crime is low. The locals tend to stick together, like-minded people who are the one constant in an ever changing population. Problems that do occur are typically small scale, and are more likely to be in the entertainment centres than in the nearby residential areas.

Finances Most people are in work, particularly during the season, but wage rates are not high. However, over the years the long hours of work have generated enough surplus money during the season for *Type J56* to have reasonable amounts put into investments. Although some will be claiming Jobseeker's Allowance during the winter months, the main state assistance in these neighbourhoods supports the retired.

Environmental Issues *Type J56* shows some concern for the environment, and are often willing to make some financial contribution to help address the issues. Many will have access to a car, but in general most households only have one, which will be clocking up average mileage. Household energy consumption, however, can be high as many may be operating as guest houses with the associated heating and laundry costs.

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Description - Sociology and Environment

Summary *Type J56* contains people living in seaside resorts and small inland towns who cater for the needs of day trippers and summer holiday makers.

Demography *Type J56* is found in areas close to the centres of coastal resorts as well as inland tourist magnets where servicing the needs of tourists is the major source of employment. These are areas where some large old boarding houses have been divided into holiday apartments but where many old established hotels continue to thrive notwithstanding the trend towards holidaying overseas. Often situated close to the sea front, not too distant from the railway station and the pier, these neighbourhoods often date from Victorian times and are designed to provide a stimulating environment for visitors who come by car or as part of organised coach parties. More centrally located than the areas of town likely to be favoured by retirement populations, these hotels and boarding houses are sometimes not too distant from properties which, because of their less prime position, have been divided into holiday apartments, or in some cases converted into permanent lodgings for students in local universities as in Herne Bay for the University of Kent and in Morecambe for the University of Lancaster or failing that those on state benefits. Many of the larger houses have also been converted into nursing homes for the very elderly, many of whom may until recently have struggled to maintain retirement bungalows further along the coast. In recent years a number of international language schools have taken over properties in these neighbourhoods.

Type J56 neighbourhoods also occur inland, both in areas where tourist buses stop overnight but also where they disgorge their passengers at popular lunchtime staging posts. This mix of transient visitors makes these areas unsuitable for conventional families with children who over the years have retreated further back from the seafront in coastal towns. The population of these neighbourhoods is, as a result, biased towards older age groups though to a lesser extent than in the immediate surrounding areas. Due to the nature of the work and the unsocial hours many employers provide accommodation on the premises, often for single people. Not just as a result of the importance of the tourist industry these are areas where few people have opportunities to work in manufacturing jobs and these are seldom the types of location that would be selected by large corporations in which to site major office complexes. This leaves most of the working population little alternative but to work in low paid service industries. By way of compensation, there are plentiful opportunities for self employment and a particularly high proportion of women have responsible management positions. These neighbourhoods have few people from ethnic minorities.

Environment *Type J56* is particularly concentrated along the seafronts of smaller resorts, in places such as Newquay, Tenby or Ilfracombe where summer visitors make a more important contribution to the local economy than retirees. They can also occur in central areas of larger towns such as Blackpool and Scarborough. Roads leading into these resorts are characterised by large numbers of signs advertising bed and breakfast at highly competitive rates. The prime seaside overlooks contain parades of hotels and guest houses, often three or four storeys high either overlooking the sea or in side roads leading off coastal esplanades. Most of them are owned by local proprietors who take personal responsibility for their management. Many offer accommodation on an all inclusive basis but many visitors will make use of local restaurants and cafes and buy ice creams and tickets for seaside boat trips from other local entrepreneurs. These neighbourhoods are mostly separate from, but close by, the chief shopping centres of the resorts which often stretch back from the seafront. Many of the residents who live in the small furnished flats that characterise much of the residential accommodation in these areas are as likely to find employment in retail trades as in hotels and catering.

(Continued)

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Description - Sociology and Environment *(Continued)*

Economy Neighbourhoods of *Type J56* have economies which require residents to work very long summer hours. Many of the lower grade seasonal jobs are offered to students and other temporary workers. The winter months are occupied with maintenance and refurbishment. Many local residents sign on for unemployment pay during the winter months and many proprietors will use these periods to take their own holidays.

Consumer Values *Type J56* assumes the values of the clientele. Many small proprietors may have moved to these neighbourhoods in middle age to set up their businesses, perhaps because they have enjoyed visiting the area in earlier years. Clearly the prevailing atmosphere needs to be one of tolerance, with an emphasis on striking up easy relationships with different types of customer. A stylistic neutrality is common in many of these areas. These are not areas in which political parties receive strongly partisan support.

Consumption Patterns *Type J56* is a market whose size for many product categories is very difficult to measure due to the seasonal variation in demand. Clearly construction and decorating services, dry cleaning and laundry services, restaurants, pubs and cheap entertainment are business areas that do well in these neighbourhoods.

Change *Type J56* neighbourhoods, in larger coastal resorts are likely to continue to decline in future years as an increasingly affluent population takes advantage of the availability of cheap flights to overseas destinations and as more upmarket tourists switch their preference to more rural locations. However in smaller resorts and inland centres the future prospects for such areas are likely to be good.



Isles of Scilly

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Description - Culture and Consumer Psychology

Although not among the most affluent, *Type J56* seems to enjoy fairly active lifestyles and show a great deal of interest in financial products and services. It seems they want to make the most of their resources to get as much out of life as they can. Rather than being characterised by a particular set of consumption patterns, tastes and so on, their lifestyle appears to embrace more diverse activities and interests. This is possibly due to the changing and variable nature of the surrounding population in the tourist areas where they live, and the range of leisure amenities and facilities which are likely to be found there.

In general, these seem to be fairly well informed consumers, who keep abreast of the world at large through reading the better quality popular papers and broadsheets as well as through their TV viewing and radio listening habits. Their approach to life seems to be founded largely on traditional, common sense values, combined with a sense of enjoyment of life's pleasures. Careful spending on necessities can leave some room to splash out from time to time, maybe on holidays such as cruises, or products designed to make life easier such as dishwashers or private medical insurance. In general, optimistic and happy with their standard of living, they may find time to undertake voluntary work and show a general interest in charitable concerns and causes such as environmental issues.

Their leisure pursuits are quite wide-ranging. This may be due, at least in part, to the variety of activities on offer locally. Theatre and the Arts, for example, seem popular, as do maritime interests such as boating and sailing, antiques, classical music and a general open-minded approach to interests such as history and alternative medicines. A healthy diet, which may be vegetarian, coupled with moderate exercise, such as walking, keeps these older consumers in reasonably good shape. Faith is quite important and churchgoing is more prevalent among this Type.

Lively and interested in the world around them, *Type J56* seems to enjoy life and tend not to worry unduly about the future, possibly due to their confidence in personal finance and their careful provision for a comfortable future. They take pleasure in the lifestyle on offer where they live, and probably enjoy the diversity which the tourists bring to their locale.