

# Clifford Ward Profile



## Pen Picture

Clifford is a small and densely populated ward at the north east tip of the Borough bordering Hulme in Manchester to the east and Whalley Range to the south. Physically it is characterised by dense residential areas of Victorian terraced housing. Clifford is also known for its very diverse population, vibrant communities and active community groups.

## Distinct Neighbourhoods

- Old Trafford
- Rivers Estate
- School Walk Estate
- Tamworth Estate

# KEY FACTS

## Community Safety

Community Safety is a major priority for Councillors and residents. Crime levels in Trafford are amongst the lowest in the region and are continuing to go down. To increase public reassurance and reduce offences, Police Community Support Officers from Stretford Neighbourhood Policing Team have been increasing their use of the Metrolink system.

Stretford Neighbourhood Policing Team have been engaged in on going work with the very successful Kickz project at Old Trafford Youth Centre.

The Safer Trafford Partnership was engaged in a number of activities that have increased safety in this Ward and includes initiatives such as:-

- Operation Barrier – to combat personal robberies on Metrolink
- Operation Teacher – post school reassurance

### Key Crimes Statistics for Clifford Ward

|  | Clifford    | Trafford      |
|--|-------------|---------------|
| Fear Of Crime: Burglary (%)              | 61.45       | 53.63         |
| Likelihood Of Crime: Burglary (%)        | 0.26        | 0.16          |
| Fear Of Crime: Mugging/Robbery (%)       | 60.27       | 45.1          |
| Likelihood Of Crime: Mugging/Robbery (%) | 1.94        | 1.76          |
| Total Recorded Crimes in 2010            | 819 (5.70%) | 14,366 (100%) |

The most common reported crime in the ward in 2010 was Burglary in a Dwelling and Attempted Burglary in a Dwelling with seventy instances.

Sources: CACI 2007 / GMP 2011

## Parks and Green Space

- Hullard Park (awarded Green Flag status in 2010)

Clifford ward has 9.83 hectares of green space. The ward is very deficient in accessible green space, and has 11.16 hectares below the standard.

## Key Networks

- The Old Trafford Partnership
- Aurora Homes Development
- Rivers Estate Tenants and Residents Association
- TA Centre
- Hullard Park
- Shrewsbury Street Community Centre
- Old Trafford Library/Learning Centre
- St. John the Evangelist Church/  
St. John's Centre
- Stamford Street Mosque
- Buddhist Temple
- Sikh Temple
- Friends of Old Trafford (FOOT)
- Manchester and District Housing
- Old Trafford Youth Centre
- Shrewsbury Street Tenants and Residents Association
- Old Trafford Community Liaison Group
- Trafford Credit Union
- Old Trafford Citizens Advice Bureau
- Old Trafford Family Centre
- WFA Media and Cultural Centre
- Afro Caribbean Over 50's Club
- Trafford Care and Repair
- Minority Ethnic Greater Manchester Sense Branch
- Aspire

- Association
- Lets Go Global
- Old Trafford Voluntary & Community Sector Forum (OT VCSF)
- St. Bride's Church
- Old Trafford Youth Workers Network
- Party in the Park
- Pulling Together Young Asian Women's Group
- Trafford Asian Women's Network
- ACE Women's Group
- Groundwork

### **Key Communication Networks**

- Old Trafford Partnership
- The Old Trafford Neighbourhood Forum
- Old Trafford News
- Asian News
- Your Trafford
- Old Trafford and Gorse Hill Community Directory
- Pulse

### **Key Assets**

- Old Trafford Library
- Old Trafford Community Centre
- Territorial Army Centre
- Neighbourhood Nursery
- St. John's Centre
- Sports Barn

### **Ward Issues**

- Impact of MUFC - car parking and litter
- The Trafford Housing Trust Masterplan redevelopment project
- Litter and fly tipping - from outside the Borough
- Lack of banks
- Need for more youth provision
- More adult training provision
- Lack of evening social provision

### **Major Activities**

- Regeneration - Neighbourhood Management Programme - this work is continuing through the Stronger Communities Team
- Old Trafford Gateway Development Framework
- 25 gating Schemes introduced on St John's Road, Milner Street, Norton Street, Byrom Street and the Old Trafford Triangle
- Improvements to Metrolink – development of Metrolink depot
- A series of schemes at Hullard Park including new play area, wildlife pond and access/boundary improvements, wildflower meadow and sports/picnic area, leading to Green Flag Award
- Play and sports area improvements at Tamworth Court Park with Groundwork Trust, funded through Old Trafford Neighbourhood Management (Safer, Stronger Communities Funded)
- Over the past two years Trafford Council, the Old Trafford Neighbourhood Management Board and Trafford Housing Trust have been running a project to develop a masterplan for the Eastern boarder area of Old Trafford area spanning the next 10 to 15 years

The aim of the project is to address issues in the area that have been recognised as problems for the Old Trafford community. The Eastern area has been recognised as an area with issues that need addressing but one with a great deal of potential for change. The goal is to create sustainable strong communities with quality housing, an excellent environment, good connections to employment and improved shops and community facilities which work together as well as the wider area of Trafford and Greater Manchester

### **Vision for Ward**

Old Trafford is a safe and clean ward where people want to live, with excellent opportunities for education and work.

## KEY STATISTICS

In June 2004 Trafford MBC adopted a revised set of ward boundaries. Although many of the names remain the same the geographic coverage of some wards changed. For this reason 2001 census data is re-aligned to the 2004 boundaries. This profile presents the basic key statistics about this ward.

### Population

The population of Trafford is 211,800 and the resident population of Clifford ward is 10106. The age breakdown of this population is shown in the table below:

|           | Clifford | Trafford | England |
|-----------|----------|----------|---------|
| Age 0-15  | 24.0%    | 20.2%    | 20.2%   |
| Age 16-64 | 64.4%    | 63.6%    | 64.0%   |
| Age 65+   | 11.5%    | 16.2%    | 15.9%   |

Source: Census 2001

The 2007 ONS mid-year estimate of population for the ward was 10,775

### Ethnic Group

|  | Clifford | %     | Trafford | England |
|--|----------|-------|----------|---------|
| White  | 4670     | 46.2% | 91.6%    | 90.9%   |
| Mixed  | 501      | 5.0%  | 1.5%     | 1.3%    |
| Asian or Asian British. Indian                     | 1484     | 14.7% | 1.8%     | 2.1%    |
| Asian or Asian British. Pakistani                  | 1357     | 13.4% | 1.7%     | 1.4%    |
| Asian or Asian British. Bangladeshi                | 87       | 0.9%  | 0.1%     | 0.6%    |
| Asian or Asian British. Other Asian                | 136      | 1.3%  | 0.4%     | 0.5%    |
| Black or Black British Caribbean                   | 1355     | 13.4% | 1.4%     | 1.1%    |
| Black or Black British African                     | 171      | 1.7%  | 0.3%     | 1.0%    |
| Black or Black British other Black                 | 166      | 1.6%  | 0.3%     | 1.0%    |
| Chinese or other ethnic group. Chinese             | 67       | 0.7%  | 0.5%     | 0.4%    |
| Chinese or other ethnic group. Other ethnic group. | 112      | 1.1%  | 0.3%     | 0.0%    |

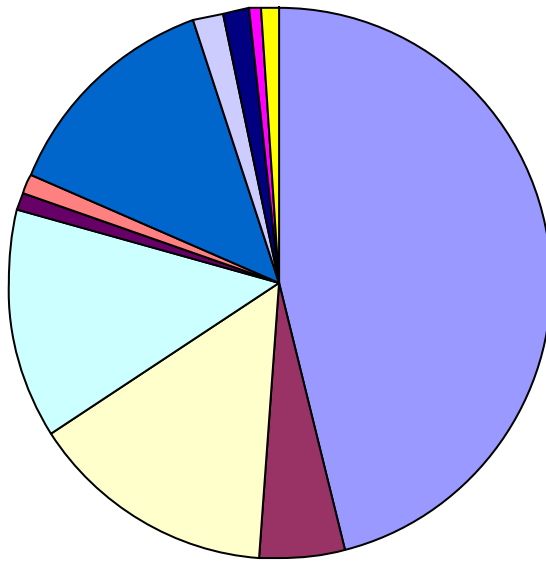
Source: Census 2001

### Religious Groups within Clifford Ward

|   |       |
|---|-------|
| People stating religion as: Christian           | 4,622 |
| People stating religion as: Buddhist            | 29    |
| People stating religion as: Hindu               | 124   |
| People stating religion as: Jewish              | 29    |
| People stating religion as: Muslim              | 2,686 |
| People stating religion as: Sikh                | 436   |
| People stating religion as: Other religions     | 30    |
| People stating religion as: No religion         | 1,274 |
| People stating religion as: Religion not stated | 876   |

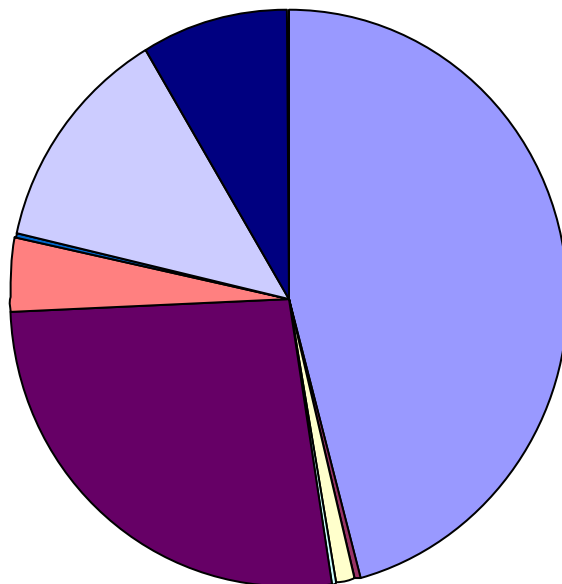
Source: Census 2001

## Ethnicity in Clifford



- White
- Mixed
- Asian or Asian British. Indian
- Asian or Asian British. Pakistani
- Asian or Asian British. Bangladeshi
- Asian or Asian British. Other Asian
- Black or Black British Caribbean
- Black or Black British African
- Black or Black British other Black
- Chinese or other ethnic group. Chinese
- Chinese or other ethnic group. Other ethnic group.

## Religion in Clifford



- People stating religion as: Christian
- People stating religion as: Buddhist
- People stating religion as: Hindu
- People stating religion as: Jewish
- People stating religion as: Muslim
- People stating religion as: Sikh
- People stating religion as: Other religions
- People stating religion as: No religion
- People stating religion as: Religion not stated

## Indices of Multiple Deprivation

In 2004 and 2007, new Indices of Multiple Deprivation data were published. Unfortunately this information is on a Super Output area basis which is unable to be merged with ward boundaries as they do not match exactly. Therefore this information has to be omitted from the ward profiles, as this documents data purely on a ward level.

A Super Output Area (SOA) is a unit of geography used in the UK for statistical analysis. They are developed and released by Neighbourhood Statistics.

SOAs give an improved basis for comparison across the country because the units are more similar in size of population than, for example, electoral wards. Each SOA is identified by a nine character code (for example E01000001). This code consists of three parts:

- The first letter identifies the country
- The next two digits indicates the type of SOA layer
- The final 6 digits provide a unique tag

For information on Super Output Areas within your Ward use the link below

[www.neighbourhood.statistics.gov.uk/dissemination](http://www.neighbourhood.statistics.gov.uk/dissemination)

## Economic Activity

|  | Clifford | %     | Trafford | England |
|--|----------|-------|----------|---------|
| All People                                       | 7235     |       |          |         |
| Employed (Full, part-time and self employed)     | 3267     | 45.2% | 63.3%    | 60.9%   |
| Unemployed                                       | 489      | 6.8%  | 2.7%     | 3.3%    |
| Full time student                                | 248      | 3.4%  | 2.5%     | 2.6%    |
| Retired  | 735      | 10.2% | 13.9%    | 13.5%   |
| Economically inactive- student                   | 578      | 8.0%  | 3.8%     | 4.7%    |
| Economically Inactive- Looking after home/family | 699      | 9.7%  | 5.7%     | 6.5%    |
| Economically inactive- Permanently sick/disabled | 678      | 9.4%  | 5.4%     | 5.3%    |

Source: Census 2001

## Education

### Percentage of pupils achieving Level 4 or above in English, Maths and English & Maths in the Key Stage 2 Tests

|                                  | % English L4+ | % Mathematics L4+ | % English and Mathematics L4+ |
|----------------------------------|---------------|-------------------|-------------------------------|
| England                          | 86.0          | 79.0              | 73.0                          |
| Trafford                         | 86.5          | 85.9              | 80.8                          |
| Clifford ward                    | 78.3          | 82.6              | 73.9                          |
| Old Trafford Community School    | *             | *                 | *                             |
| St. Alphonsus R C Primary School | 78.3          | 82.6              | 73.9                          |

\* School boycotted the tests

Source: 16th December 2010 eResults from DfE

### Schools attended by Clifford ward residents

| School Name                             | Number |
|---|--------|
| Seymour Park Community School           | 562    |
| Stretford High School                   | 327    |
| Old Trafford Community School           | 223    |
| St. Alphonsus R C Primary School        | 143    |
| Kings Road Primary School               | 131    |
| St. Hilda's C E Primary School          | 90     |
| Stretford Grammar School                | 82     |
| St. Antony's R C High School            | 61     |
| Flixton Girls High School               | 34     |
| Lostock College                         | 28     |
| St. Teresa's R C Primary School         | 22     |
| Gorse Hill Primary School               | 16     |
| Delamere School                         | 9      |
| St. Matthew's C E Primary School        | 8      |
| Sale High School                        | 8      |
| Pictor School                           | 8      |
| Brentwood School                        | 8      |
| Egerton School                          | 6      |
| Kingsway Primary School                 | 5      |
| Altrincham Grammar School for Boys      | 5      |
| Altrincham Grammar School for Girls     | 5      |
| Barton Clough Primary School            | 4      |
| Victoria Park Infants School            | 4      |
| Longford Park School                    | 4      |
| Manor High School                       | 4      |
| Wellfield Infant School                 | 3      |
| St. Ann's RC Primary School             | 3      |
| Acre Hall Primary School                | 3      |
| Loreto Grammar School                   | 3      |
| Park Road Primary School Sale           | 2      |
| Victoria Park Junior School             | 2      |
| St. Hugh of Lincoln R C Primary School  | 2      |
| St. Ambrose College                     | 2      |
| Springfield Primary School              | 1      |
| Firs Primary School                     | 1      |
| Highfield Primary School                | 1      |
| Bowdon C E Primary School               | 1      |
| St. Mary's C E Primary School Davyhulme | 1      |
| Sale Grammar School                     | 1      |
| Ashton-on-Mersey School                 | 1      |
| Blessed Thomas Holford Catholic College | 1      |

Source: January 2011 School Census



| <b>Free Schools Meals – Number of Pupils Eligible</b> | <b>%</b> |
|---|----------|
| Trafford  | 11.7     |
| Clifford ward   | 44.2     |
| Old Trafford Community School                         | 43.3     |
| St. Alphonsus R C Primary School                      | 45.8     |

Source: January 2011 School Census

## Housing

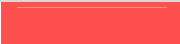



















|  | <b>Clifford</b> | <b>%</b> | <b>Trafford</b> | <b>England</b> |
|--|-----------------|----------|-----------------|----------------|
| <b>All Households</b>  | <b>4302</b>     |          |                 |                |
| Households: owner occupied   | 1826            | 42.4%    | 72.3%           | 68.7%          |
| Households: Rented from local authority                            | 1013            | 23.5%    | 10.5%           | 13.2%          |
| Households: Registered social housing                              | 707             | 16.4%    | 6.4%            | 6.1%           |
| Households: Private landlord                                       | 633             | 14.7%    | 8.4%            | 8.8%           |
| Households: Rented from other                                      | 123             | 2.9%     | 2.4%            | 1.2%           |
| House Type: Detached (%)   |                 | 2.5%     | 15.4%           |                |
| House Type: Semi-Detached (%)                                      |                 | 22.3%    | 44.8%           |                |
| House Type: Terraced (%)   |                 | 42.0%    | 22.3%           |                |
| House Type: Flat, Maisonette Or Apartment (%)                      |                 | 32.3%    | 17.2%           |                |
| Affordability: Borrowing Ratio (95% Of House price To Average Inc) |                 | 5.23     | 6.40            |                |

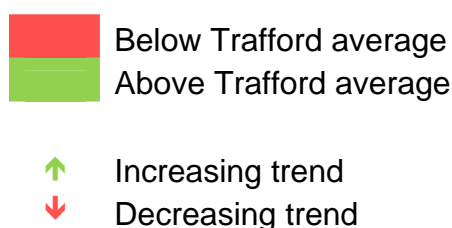
Sources: Census 2001 / Acorn 2009

## Health , Lifestyle and Well-being Data

|   | <b>Clifford</b> | <b>Trafford</b> |
|---|-----------------|-----------------|
| Have A Pc At Home (%)                                     | 72.45           | 65.78           |
| Have Internet Connection At Home (%)                      | 63.80           | 62.84           |
| Cars Per Adult  | 0.39            | 0.63            |
| Households without access to a car (%)                    | 48.1%           | 24.7%           |
| Limiting Long Term Illness (%)                            | 21.20           | 17.72           |
| People who have health which is 'not good' (%)            | 12.0%           | 9.0%            |
| Participating In Active Sports (%)                        | 30.32           | 34.08           |
| Private Health Care (%)                                   | 6.02            | 7.47            |
| Families: No Dependent Children (%)                       | 43.41           | 55.93           |
| Families: 1 Dependent Child (%)                           | 23.65           | 18.31           |
| Families: 2+ Dependent Children (%)                       | 32.94           | 25.76           |
| Families: Single Parent With 1 Dependent Child (%)        | 12.29           | 5.84            |
| Families: Single Parent With 2+ Dependent Children (%)    | 11.70           | 5.03            |
| Households which consist of a single pensioner (%)        | 11.6%           | 14.9%           |
| People who provide unpaid care (%)                        | 8.9%            | 10.2%           |
| Income: Mean Household Income 2010 (£)                    | 24,763          | 39,548          |
| Income: Households Below 60% Of Equivalised UK Median (%) | 30.80           | 19.76           |

Sources: CACI 2007 & 2010 / Trafford Primary Care Trust / Acorn 2009

| Health Scorecard            |   |   |   |   |
|-----------------------------|---|---|---|---|
| Primary Health Indicators   | Mortality Status  | Mortality Trend   | Hospital Spells Status  | Hospital Spells Trend   |
| Cancer                      |  |  |  |  |
| CVD                         |  |  |  |  |
| Respiratory Disease         |  |  |  |  |
| Liver Disease               |  |  |  |  |
| All Age All Cause Mortality |  |  |   |   |
| Life Expectancy             |  |  |   |   |



#### Rates:

Comparison of crude mortality rates between areas which may have different age structures would be inappropriate, because the age structure of the population can affect the number of deaths and thereby the crude death rate. To overcome this problem, the common approach is to adjust or standardise the mortality rates to take account of differences between the age structure of the populations. The method of standardisation is Age Standardised Rates (DASRs) (also called direct standardisation). Using a DASR allows direct comparison between electoral wards.

A red, amber and green status has been allocated for each health indicator based on whether an electoral ward is above, equal to, or below the Trafford average.

#### Trends:

Trend arrows have been allocated to each health indicator based on variance from the previous reporting cycle.

Mortality rates are calculated using a 3 year rolling average. A 2006-08 baseline has been used to calculate the trend compared to 2007-09.

Life expectancy is calculated using a 4 year rolling average. A 2005-08 baseline has been used to calculate the trend compared to 2006-09.

#### Sources:

- Secondary Uses Service (SUS)
- ONS Mid-2006, 2007, 2008, 2009 Population Estimates and Census 2001 populations
- Life expectancy tool - <http://www.yhpho.org.uk/resource/view.aspx?RID=851>
- Public Health Annual Mortality File

## Sources of Information for the ward profile

Census 2001 - <http://www.statistics.gov.uk/census2001>  
Department for Children, Schools and Families - <http://www.dcsf.gov.uk>  
Trafford Healthcare NHS Trust – <http://www.trafford.nhs.uk>  
TMBC Education Services – <http://www.trafford.gov.uk>  
House of Commons – <http://www.publications.parliament.uk>  
CACI – <http://www.caci.co.uk>  
Office for National Statistics – <http://www.statistics.gov.uk>

## Economic measures definitions

**All People-** All people who live in the area at the time of the 2001 census

**Economically active: Employee** - All people aged 16 to 74 who were usually resident in the area at the time of the 2001 Census, and were economically active as an employee.

**Economically active: Unemployed-** All people aged 16 to 74 who were usually resident in the area at the time of the 2001 Census, and were unemployed. A person is defined as unemployed if he or she is not in employment, is available to start work in the next 2 weeks and has either looked for work in the last 4 weeks or is waiting to start a new job.

**Economically active: Full-time Students** - All people aged 16 to 74 who were usually resident in the area at the time of the 2001 Census, and were economically active full-time students.

**Economically inactive: Retired** - All people aged 16 to 74 who were usually resident in the area at the time of the 2001 Census, and were retired.

**Economically inactive: Student** - All people aged 16 to 74 who were usually resident in the area at the time of the 2001 Census, and were economically inactive students.

**Economically inactive: Looking after home / family** - All people aged 16 to 74 who were usually resident in the area at the time of the 2001 Census, and were not working as they were looking after home/family.

**Economically inactive: Permanently sick / disabled** - All people aged 16 to 74 who were usually resident in the area at the time of the 2001 Census, and were not working as they were permanently sick or disabled.