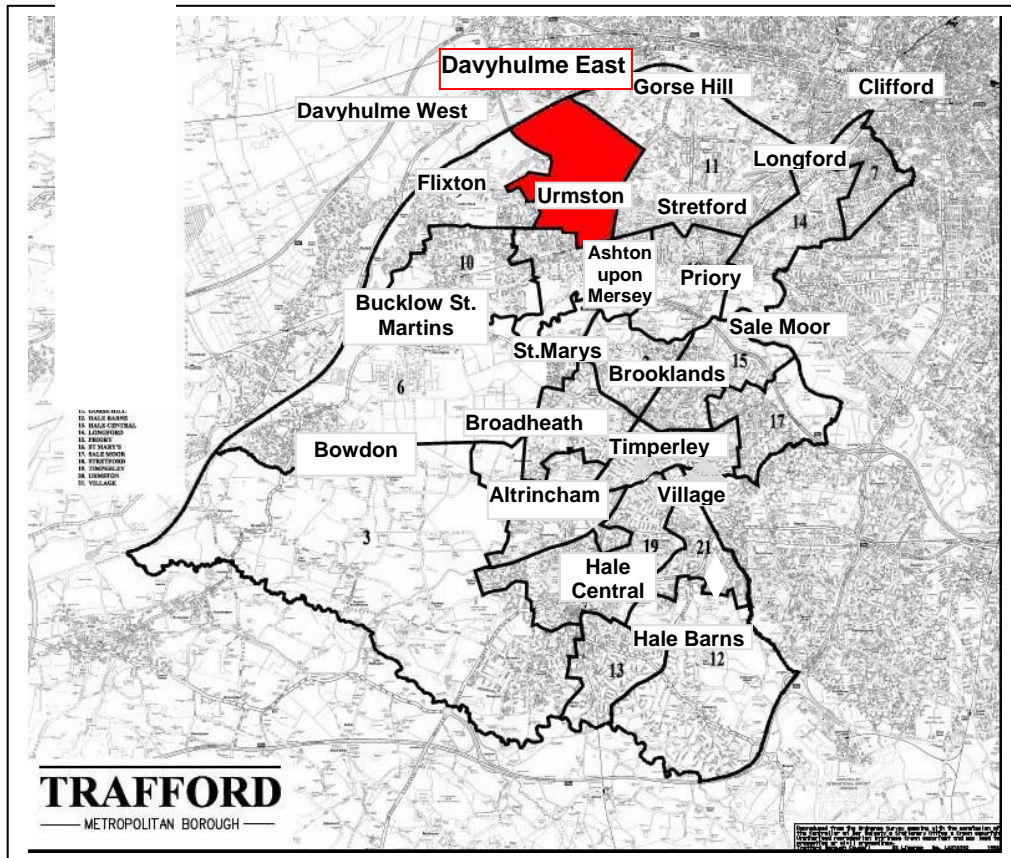


Davyhulme East Ward Profile



Pen Picture

Davyhulme East is in the north of Trafford and is bounded to the north by the Manchester Ship Canal and the Bridgewater Canal. The ward is home to the Trafford Centre, separated from the residential areas by the M60, the historical Barton Aqueduct, which crosses the Manchester Ship Canal and Barton Swing Bridge.

Distinct Neighbourhoods

- Kingsway Park Estate
- Davyhulme Circle
- Wimpey or Highland Estate
- Canterbury Road Estate
- Granville Road area
- Broadway

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. Urmston Neighbourhood Policing Team together with Trafford Council's Licensing, Safe, Strong Communities, Trading Standards and Community Safety Patrollers, have been involved in a number of operations to combat Harm Crime. This has included visits to licensed premises, including off licences, take-away eating places etc, particularly where complaints have been received from members of the public.

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

- Operation Alcove – combating Anti-Social Behaviour
- Operation Teacher – Post school reassurance

Key Crime Statistics for Davyhulme East

	Davyhulme East	Trafford
Fear Of Crime: Burglary (%)	54.94	53.63
Likelihood Of Crime: Burglary (%)	0.16	0.16
Fear Of Crime: Mugging/Robbery (%)	45.93	45.1
Likelihood Of Crime: Mugging/Robbery (%)	1.67	1.76
Total Recorded Crimes (2009)	1470 (10.23%)	14,366 (100%)

The most common recorded crime in the ward in 2010 was shoplifting with 483 offences,

Source CACI 2007 / GMP 2011

Parks and Green Space

- Dover Park
- Kingsway
- Davyhulme Park

Davyhulme Park has the following facilities:

Bowling Green	Two Bowling clubs are based within the Park and use the Bowling Green
Tennis Courts	Courts are available open access at all times
Soccer	No formal soccer matches are played in the Park
Skate park	Facilities relocated to the middle field 2011

Davyhulme East ward has 28.52 hectares of green space. The ward is sufficient in accessible green space, and has 8.7 hectares above the standard.

Key Networks

- Canterbury Players
- Trafford Centre
- Manchester Ship Canal Company
- Christ Church CE Church
- Davyhulme Community Centre
- Hayeswater Amateur Theatre Society
- Davyhulme Children's Centre
- Davyhulme Library
- Our Lady and The English Martyrs Parish Centre
- George Carnall Leisure Centre
- Hayeswater Road Methodist Church
- 3rd Davyhulme Scout/Guide Band
- Friends of Davyhulme Park

Key Communication Networks

- Your Trafford
- Urmston Neighbourhood Forum
- Stretford and Urmston Messenger
- Stretford and Urmston Advertiser

Key Assets

- The Trafford Centre
- George H Carnall Leisure Centre
- Hartford Community Centre
- Davyhulme Library
- Soccer Dome
- DW Sports Health Club
- David Lloyd Health and Fitness Club
- Airkix Indoor Skydiving
- Chill Factor
- Davyhulme Medical Centre

Ward Issues

- Trafford Centre - traffic congestion
- Waste Water Treatment Works - continued improvements and eradication of smell
- Peel Holdings – development/expansion in and around the Trafford Centre which affects traffic and road capacity in the area.
- Metrolink - opportunities to reach Crofts Bank Road
- Traffic congestion along Barton Road.
- Improvements needed to roads and pavements on Canterbury Road area/Bexley Close
- Better public transport for Kingsway Park
- Future maintenance of unofficial footpath leading from rear of shops on Lostock Road to Kingsway Park
- Footpath/surface at front of Nags Head public house in very poor condition
- Flooding – area at the side and rear of Bent Terrace
- Graffiti/safety/youth nuisance issues – underpass between Canterbury Road and Moss Vale Road
- Anti-social behaviour in Davyhulme Park

Major Activities

- Expansion of retail and leisure complex around Trafford Centre including opening of new Legoland
- Davyhulme Medical Centre, Broadway
- Playbuilder scheme at Kingsway Park 2010 Proposed Playbuilder scheme at Davyhulme Park 2011
- Peel Holdings are seeking to build a new supermarket at Trafford Retail Park (subject to planning permission)
- There is a proposed Western Gateway Infrastructure Scheme (M60 Jct.10)
- Proposed Ship Canal Museum on Barton Dock Road
- Proposals to develop Atlantic Gateway
- Proposals for Barton Renewable Energy Plant
- Proposed 4 star hotel at Trafford Centre

Vision for Ward

Improvements to children play area provision and improvements to pavements and roads.

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 Davyhulme East ward is 10414. The age breakdown of this population is shown in the table below:

	Davyhulme East	Trafford	England
Age 0-15	20.0%	20.2%	20.2%
Age 16-64	64.6%	63.6%	64.0%
Age 65+	15.4%	16.2%	15.9%

Census 2001

The 2007 ONS mid-year estimate of population for the ward was 10,128.

Ethnic Group

	Davyhulme East	%	Trafford	England
White	10103	97.0%	91.6%	90.9%
Mixed	89	0.9%	1.5%	1.3%
Asian or Asian British. Indian	42	0.4%	1.8%	2.1%
Asian or Asian British. Pakistani	25	0.2%	1.7%	1.4%
Asian or Asian British. Bangladeshi	10	0.1%	0.1%	0.6%
Asian or Asian British. Other Asian	7	0.1%	0.4%	0.5%
Black or Black British Caribbean	58	0.6%	1.4%	1.1%
Black or Black British African	6	0.1%	0.3%	1.0%
Black or Black British other Black	13	0.1%	0.3%	1.0%
Chinese or other ethnic group. Chinese	25	0.2%	0.5%	0.4%
Chinese or other ethnic group. Other ethnic group.	36	0.3%	0.3%	0.0%

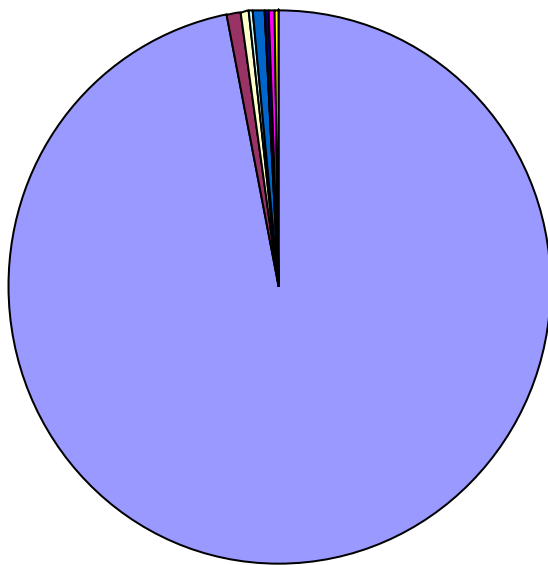
Source: Census 2001

Religious Groups within Davyhulme East Ward

People stating religion as: Christian	8,605
People stating religion as: Buddhist	16
People stating religion as: Hindu	16
People stating religion as: Jewish	4
People stating religion as: Muslim	73
People stating religion as: Sikh	10
People stating religion as: Other religions	10
People stating religion as: No religion	1,049
People stating religion as: Religion not stated	631

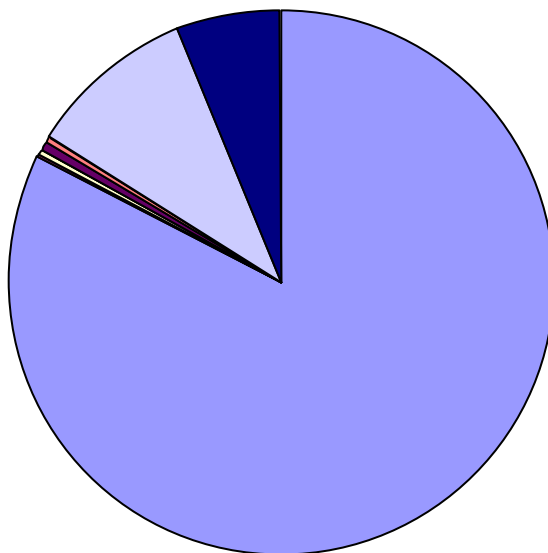
Source: Census 2001

Ethnicity in Davyhulme East



- 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 Davyhulme East



- 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

Economic Activity

	Davyhulme East	%	Trafford	England
All People	7557			
Employed (Full, part-time and self employed)	4996	66.1%	63.3%	60.9%
Unemployed	164	2.2%	2.7%	3.3%
Full time student	207	2.7%	2.5%	2.6%
Retired	1036	13.7%	13.9%	13.5%
Economically inactive- student	226	3.0%	3.8%	4.7%
Economically Inactive- Looking after home/family	356	4.7%	5.7%	6.5%
Economically inactive- Permanently sick/disabled	388	5.1%	5.4%	5.3%

Source: Census 2001

Education

Schools Attended by Davyhulme East Residents

Davyhulme Primary School	299
Flixton Girls High School	148
Our Lady of the Rosary R C Primary School	144
Woodhouse Primary School	118
St. Mary's C E Primary School Davyhulme	71
St. Antony's R C High School	68
Kingsway Primary School	66
Urmston Junior School	40
Loreto Grammar School	34
St. Hugh of Lincoln R C Primary School	31
Urmston Infant School	28
Flixton Junior School	20
Flixton Infants School	19
Blessed Thomas Holford Catholic College	19
St. Ambrose College	19
English Martyrs' R C Primary School	18
Lostock College	13
Highfield Primary School	12
Acre Hall Primary School	8
Barton Clough Primary School	7
St. Michael's C E Primary School	6
St. Monica's R C Primary School	6
Altrincham Grammar School for Boys	6
Stretford Grammar School	4
Moorlands Junior School	3
Moss Park Infants School	3
Victoria Park Junior School	3
St. Matthew's C E Primary School	3
Ashton-on-Mersey School	3
Altrincham Grammar School for Girls	3
Pictor School	3
Delamere School	3
Manor High School	3
Lime Tree Primary School	2
Wellfield Junior School	2
Kings Road Primary School	2
Moss Park Junior School	2
Sale High School	2
Brentwood School	2
Park Road Primary School Sale	1
Firs Primary School	1
Wellfield Infant School	1
St. Ann's RC Primary School	1
St. Teresa's R C Primary School	1
St. Margaret Ward Catholic Primary School	1
Stretford High School	1
Sale Grammar School	1

Source: January 2011 School Census

Percentage of pupils achieving 5 or more A* - C grades and 5 or more A* - C grades including English & Maths at GCSE and equivalent examinations

	% English L4+	% Mathematics L4+	% English and Mathematics L4+
Trafford	86.5	85.9	80.8
Davyhulme East ward	97.9	89.6	87.5
Davyhulme Primary School	*	*	*
Kingsway Primary School	95.5	86.4	81.8
Our Lady of the Rosary R C Primary School	100	92.3	92.3

* School boycotted the tests

Source: 16th December 2010 eResults

	Percentage eligible for a Free School Meal
Trafford	11.7
Davyhulme East ward	8.2
Davyhulme Primary School	6.6
Kingsway Primary School	10.2
Our Lady of the Rosary R C Primary School	4.8
Egerton School	44.1

Source: January 2011 School Census

Housing				
		%	Trafford	England
All Households	4213			
Households: owner occupied	3435	81.5%	72.3%	68.7%
Households: Rented from local authority	400	9.5%	10.5%	13.2%
Households: Registered social housing	106	2.5%	6.4%	6.1%
Households: Private landlord	185	4.4%	8.4%	8.8%
Households: Rented from other	87	2.1%	2.4%	1.2%
House Type: Detached (%)		10.58	15.38	
House Type: Semi-Detached (%)		66.10	44.83	
House Type: Terraced (%)		16.47	22.28	
House Type: Flat, Maisonette Or Apartment (%)		6.67	17.15	
Affordability: Borrowing Ratio (95% Of House price To Average Inc)		5.11	6.40	

Source: Census 2001 / CACI 2007

Health , Lifestyle and Well-being Data

	Davyhulme East	Trafford
Have A PC At Home (%)	74.00	65.78
Have Internet Connection At Home (%)	66.50	62.84
Cars Per Adult	0.62	0.63
Households without access to a car (%)	21.2	24.7
Limiting Long Term Illness (%)	21.20	17.72
People who have health which is 'not good' (%)	8.7	9.0
Participating In Active Sports (%)	30.32	34.08
Private Health Care (%)	5.67	7.47
Families: No Dependent Children (%)	56.72	55.93
Families: 1 Dependent Child (%)	18.72	18.31
Families: 2+ Dependent Children (%)	24.56	25.76
Families: Single Parent With 1 Dependent Child (%)	5.55	5.84
Families: Single Parent With 2+ Dependent Children (%)	3.96	5.03
Households which consist of a single pensioner (%)	14.2	14.9
People who provide unpaid care (%)	10.7	10.2
Income: Equivalised Mean Household Income 2010 (£)	38,624	39,548
Income: Households Below 60% Of Equivalised UK Median (%)	21.96	19.76

CACI 2007 / 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		↑		

Below Trafford average
 Above Trafford average

↑ Increasing trend
↓ Decreasing trend

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.