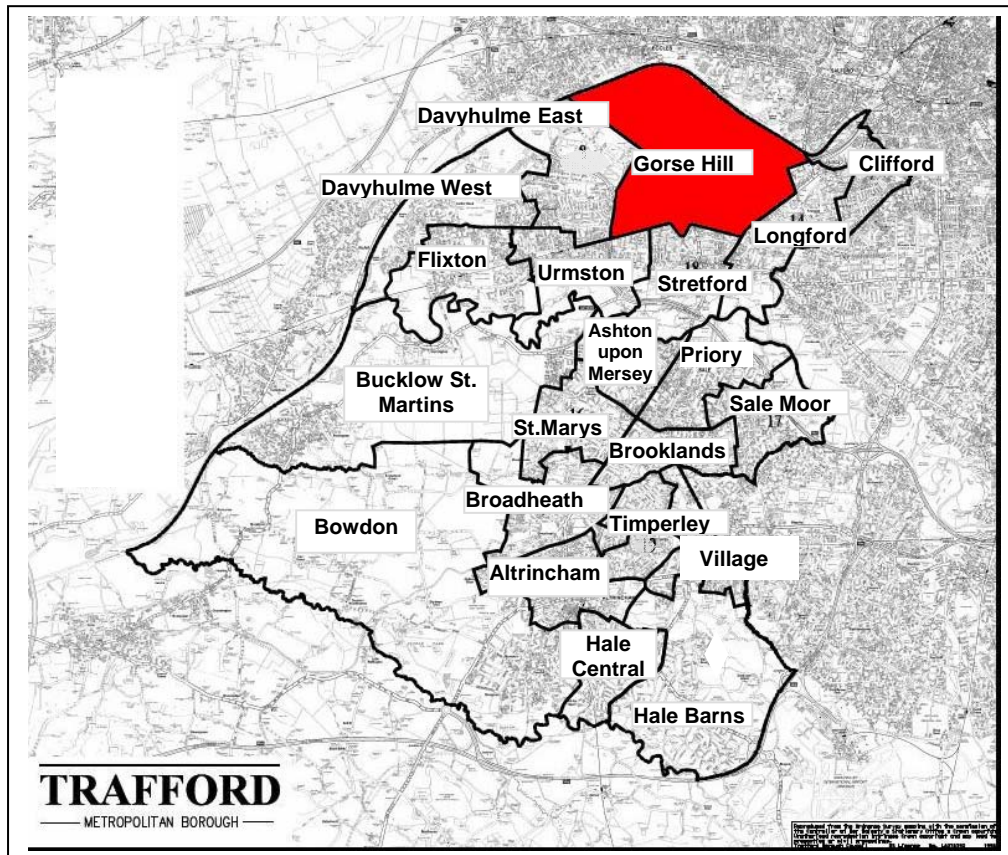


# Gorse Hill Ward Profile



## Pen Picture

Gorse Hill is the northern most ward in Trafford. It is the third largest ward in area size, and contains the Trafford Park Industrial Estate. The majority of population are located within the ward's southern edge. The residential neighbourhoods within this area include Lostock to the west, the northern tip of Stretford in the south, together with Gorse Hill itself, straddling its Chester Road spine in the south eastern edge of the ward. The ward is home to the famous Manchester United Football Club as well as Trafford Town Hall (currently undergoing renovation) and the Imperial War Museum (north). Whilst renovation of the Town Hall is taking place, the ward is continuing to provide a home to the Council's administration at Quay West opposite the Lowry Arts Complex.

The Media City development located on the Salford side of the Canal involving the BBC is generating significant development on the Trafford side, and Gorse Hill ward will soon be home to the iconic Coronation Street studio and set.

The Gorse Hill neighbourhood benefited from significant regeneration in the 1990s which has given lasting improvement to the area. Lostock too is seeing new housing development and shops and has been the recipient of Fair Share funding.

More controversially, a major Tesco store has been given the go-ahead (July 2011) to be built on Chester Road near to Trafford Town Hall.

Trafford Park and Humphrey Park railway stations serve the ward for commuting to both Manchester and Liverpool.

## Distinct Neighbourhoods

- The Lakes Estate, Stretford Marina and Haig Road Estate
- Lostock
- Gorse Hill
- Trafford Park
- Melville Road Estate

## KEY FACTS

### Community Safety

Community Safety is a major priority for Councillors and residents. Crime levels in Gorse Hill ward and Trafford are amongst the lowest in the region and are continuing to go down.

A day of action took place in August 2011 to crackdown on criminal activity in the Lostock area. The operation resulted in cannabis with a street value of £13,000 being seized and Officers also discovered a potentially dangerous dog and seized a car under the Proceeds of Crime Act. A 49-year-old man was arrested on suspicion of possessing cannabis and a 24-year-old man was arrested on suspicion of possessing cannabis with intent to supply as part of the operation. The day of action also saw a community litter pick organised by the Council's Safe, Strong Communities team.

The Safer Trafford Partnership was engaged in a number of activities in 2010 that have increased safety in this Ward and includes initiatives such as:-

- Operation Utility – Gateway checks on Buses and Trams
- Operation Dawn Thunder – daily activity to arrest wanted offenders
- Operation Safe4Summer – To combat Anti-Social Behaviour

### Key Crime Statistics for Gorse Hill

	Gorse Hill	Trafford
Fear Of Crime: Burglary (%)	58.63	53.63
Likelihood Of Crime: Burglary (%)	0.24	0.16
Fear Of Crime: Mugging/Robbery (%)	50.42	45.1
Likelihood Of Crime: Mugging/Robbery (%)	1.77	1.76
Recorded Crimes (2010)	1301 (9.06%)	14366 (100%)

The most common recorded crime in the ward in 2010 was 'Other Theft' with 142 recorded instances.

Sources: CACI 2007 / GMP 2011

## Parks and Green Space

- Gorse Hill Park
- Lostock Park
- Trafford Ecology Park
- Nansen Park (*The top field*)

Gorse Hill ward has 19.28 hectares of green space. The ward is slightly deficient in accessible green space, and has 0.9 hectares below the standard.

## Key Networks

- St. Hugh of Lincoln RC Church/ Brownies/Guides/After School Club
- Lostock Tenants and Residents Association
- Circle Court Tenants and Residents Association
- Lostock Youth Centre/Lostock College
- All Saints Church/Playgroup/AA Group
- Barton Clough Sports Pavilion – Urmston Town Football Club
- Lostock Partnership
- Trafford College
- Trafford Park Industrial Estates
- Gorse Hill Community Action Group
- Friends of Lostock Park
- Gorse Hill Scouts (2<sup>nd</sup> Stretford)
- Independent supporters (MUSA)
- Trafford Business Venture
- Trafford Ring and Ride
- Bridgewater Canal
- Manchester Ship Canal
- Trafford Ecology Park
- Imperial War Museum – North
- MUFC
- Trafford Town Hall
- Stretford Police Station
- Stretford Leisure Centre/swimming clubs/ Manchester Disabled Athletes
- St. Antony's Centre
- Gorse Hill Transport and Community Plan Partnership
- Gorse Hill Youth Centre
- VCAT
- Groundwork
- Lostock Scouts (17<sup>th</sup> Stretford)
- Gorse Hill Tenants Association

## Key Communication Networks

- Your Trafford
- Stretford and Urmston Messenger
- Stretford Neighbourhood Forum meetings
- Stretford and Urmston Advertiser
- Old Trafford and Gorse Hill Community Directory
- MUFC programmes
- Trafford Community News
- Lets Go Global

## Key Assets

- Gorse Hill Youth Arts Centre
- Gorse Hill Music Studio
- Lostock Youth Centre
- Trafford Open Award Centre
- The Quest Centre
- MUFC Ground
- Trafford Ecology Park
- Trafford Town Hall
- Trafford College
- Stretford Leisure Centre
- Greatstone Library

## Ward Issues

- Parking congestion and illegal parking especially in conjunction with match days
- Excess litter from visitors to MUFC
- Gorse Hill Park/Stretford High School project
- Investment into the Trafford Park train station as a major link to Urmston and Manchester
- Realising plans for Lostock Youth Centre's move into Lostock College.
- Development of Ripon Road area including shops and housing provision is progressing
- Lack of community space on Lakes Estate

## Major Activities

- Lack of health care provision in Lostock Area is being addressed with a new medical centre due to open in Autumn 2011
- Regeneration of Lostock Park and Lostock Area through the Lostock Community Partnership and Friends of Lostock Park including new play area and skate park funded via Fairshare and MUFC Section 106 monies is completed. Further funding has been awarded through year 2 Playbuilder for 2010/11 (DCSF)
- Ongoing improvements at Nansen Park through Section 106 planning contributions and year 1 Playbuilder 2009/10 (DCSF) are complete
- Construction of a new link between the Media City Footbridge and the Imperial War Museum North, including building out over the existing edge of the Manchester Ship Canal, new pedestrian and cycle routes and the creation of a new area of canal side public realm at Trafford Wharfside has been completed
- Another phase of the Bridgewater Way which runs approximately 1.2km from Edge Lane to Watersmeet in Gorse Hill ward has been officially opened. This section gives community access for walking and cycling along the canal, extending the hugely successful provision from Stretford to Sale. The Bridgewater Way canal towpath regeneration in Trafford is funded by Trafford Council, Sustrans, the Big Lottery Fund, the Bridgewater Canal Trust and canal owners, Peel.
- The relocation of Coronation Street to a site adjacent to the Imperial War Museum North at Trafford Wharf has commenced
- Important messages for motorists are now displayed on signs in the area around Old Trafford football and cricket grounds in a bid to keep the Borough's traffic moving smoothly. Eight variable message signs have been installed to give advance notification of major events, allowing motorists the opportunity to revise their journey times. Funding for the signs has been provided in association with the Gorse Hill Partnership. The first five signs were up and running for the start of the football season and the remaining will be operational shortly
- Lostock Medical Centre

## Vision for Ward

To have cohesive communities living in neighbourhoods with a good standard of housing and clean, safe streets with good provision for young people throughout our neighbourhoods. To have a dynamic business district in Trafford Park generating secure jobs in sustainable employment.

## 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 Gorse Hill ward is 10324. The age breakdown of this population is shown in the table below:

	<b>Gorse Hill</b>	<b>Trafford</b>	<b>England</b>
Age 0-15	22.5%	20.2%	20.2%
Age 16-64	64.3%	63.6%	64.0%
Age 65+	13.2%	16.2%	15.9%

Source: Census 2001

The 2007 ONS mid-year population estimate for the ward was 10,852

### Ethnic Group

	<b>Gorse Hill</b>	<b>%</b>	<b>Trafford</b>	<b>England</b>
White	9237	89.6%	91.6%	90.9%
Mixed	308	3.0%	1.5%	1.3%
Asian or Asian British. Indian	131	1.3%	1.8%	2.1%
Asian or Asian British. Pakistani	124	1.2%	1.7%	1.4%
Asian or Asian British. Bangladeshi	14	0.1%	0.1%	0.6%
Asian or Asian British. Other Asian	20	0.2%	0.4%	0.5%
Black or Black British Caribbean	329	3.2%	1.4%	1.1%
Black or Black British African	42	0.4%	0.3%	1.0%
Black or Black British other Black	55	0.5%	0.3%	1.0%
Chinese or other ethnic group. Chinese	34	0.3%	0.5%	0.4%
Chinese or other ethnic group. Other ethnic group.	12	0.1%	0.3%	0.0%

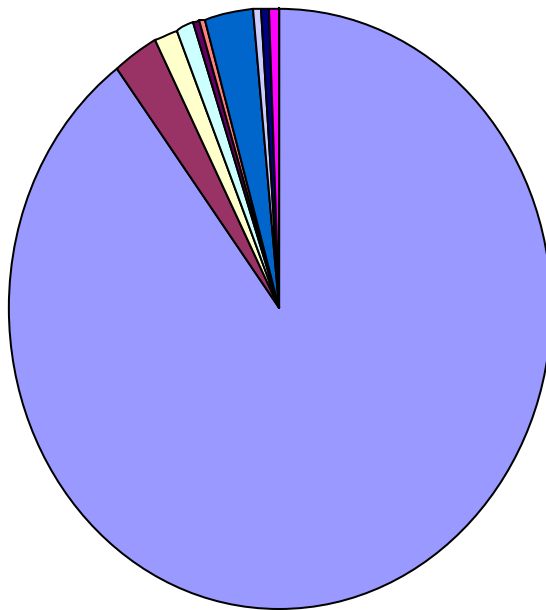
Source: Census 2001

### Religious Groups within Gorse Hill Ward

People stating religion as: Christian	8,003
People stating religion as: Buddhist	15
People stating religion as: Hindu	34
People stating religion as: Jewish	12
People stating religion as: Muslim	258
People stating religion as: Sikh	50
People stating religion as: Other religions	8
People stating religion as: No religion	1,267
People stating religion as: Religion not stated	659

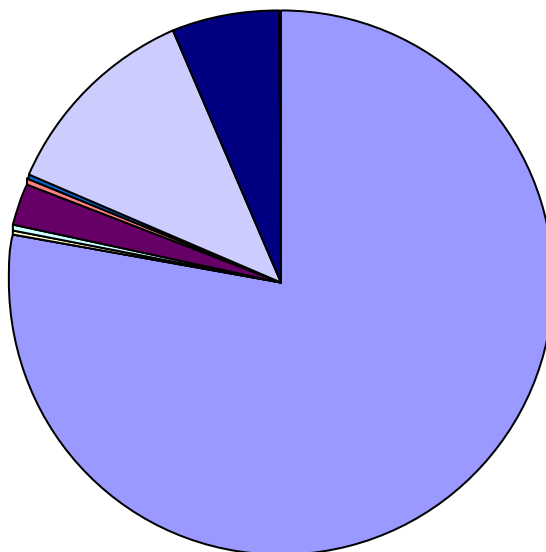
Source: Census 2001

## Ethnicity in Gorse Hill



- 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 Gorse Hill



- 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				
	Gorse Hill	%	Trafford	England
All People	7361			
Employed (Full, part-time and self employed)	4596	62.4%	63.3%	60.9%
Unemployed	288	3.9%	2.7%	3.3%
Full time student	148	2.0%	2.5%	2.6%
Retired	839	11.4%	13.9%	13.5%
Economically inactive-student	249	3.4%	3.8%	4.7%
Economically Inactive-Looking after home/family	474	6.4%	5.7%	6.5%
Economically inactive-Permanently sick/disabled	519	7.1%	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	80.0	79.0	73.0
Trafford	86.5	85.9	80.8
Gorse Hill ward	76.5	80.6	68.4
Barton Clough Primary School	69.7	84.8	66.7
Gorse Hill Primary School	66.7	60.6	45.5
St. Hugh of Lincoln R C Primary School	93.8	96.9	93.8

Source: 16th December 2010 eResults from DfE

### Schools Attended by Gorse Hill Residents

<b>School Name</b>	<b>Number of Gorse Hill residents attending</b>
Gorse Hill Primary School	184
St. Ann's RC Primary School	167
Barton Clough Primary School	156
St. Antony's R C High School	145
Lostock College	106
Victoria Park Junior School	88
Flixton Girls High School	81
Victoria Park Infants School	76
St. Hugh of Lincoln R C Primary School	74
Stretford High School	69
Moss Park Junior School	68
Moss Park Infants School	59
Stretford Grammar School	39
Kingsway Primary School	35
Davyhulme Primary School	32
St. Teresa's R C Primary School	32
St. Hilda's C E Primary School	30
Blessed Thomas Holford Catholic College	30
St. Matthew's C E Primary School	21
Loreto Grammar School	21
Highfield Primary School	20
Sale High School	20
Kings Road Primary School	17
Manor High School	17
St. Ambrose College	11
Pictor School	9
Brentwood School	9
Sale Grammar School	8
Acre Hall Primary School	6
St. Monica's R C Primary School	6
Egerton School	6
Urmston Infant School	5
Altrincham College of Arts	5
Altrincham Grammar School for Girls	5
Delamere School	5
Urmston Junior School	4
Our Lady of the Rosary R C Primary School	4
Ashton-on-Mersey School	4
Springfield Primary School	3
Firs Primary School	3
Old Trafford Community School	3
St. Anne's C E Primary School	3
English Martyrs' R C Primary School	3
St. Alphonsus R C Primary School	3
Altrincham Grammar School for Boys	3
Park Road Primary School Sale	2



Seymour Park Community School	2
Broadoak High School	2
Longford Park School	2
Broadheath Primary School	1
Worthington Primary School	1
Moorlands Junior School	1
Templemoor Infant School	1
Flixton Junior School	1
Woodhouse Primary School	1
Holy Family Catholic Primary School	1
St. Vincent's RC Primary School	1

Source: School Census 2011

### Free School Meals Eligibility

	Percentage eligible for a Free School Meal
Trafford	11.7
Gorse Hill ward	23.4
Barton Clough Primary School	19.0
Gorse Hill Primary School	19.2
St. Hugh of Lincoln R C Primary School	6.9
Lostock College	28.5
Stretford High School	30.4

Source: School Census 2011

	Percentage attaining 5 or more A* - C Grades	Percentage attaining 5 or more A* - C Grades including English and Maths
England	75.4	53.4
Trafford	86.9	69.5
Gorse Hill ward	75.0	41.5
Lostock College	76.8	40.2
Stretford High School	73.8	42.3

Source: 16th December 2010 eResults from DfE

## Housing

	<b>G'hill</b>	<b>%</b>	<b>Trafford</b>	<b>England</b>
<b>All Households</b>	<b>4570</b>			
Households: owner occupied	2960	64.8%	72.3%	68.7%
Households: Rented from local authority	847	18.5%	10.5%	13.2%
Households: Registered social housing	271	5.9%	6.4%	6.1%
Households: Private landlord	372	8.1%	8.4%	8.8%
Households: Rented from other	120	2.6%	2.4%	1.2%
House Type: Detached (%)		2.4%	15.4%	
House Type: Semi-Detached (%)		46.3%	44.8%	
House Type: Terraced (%)		34.7%	22.3%	
House Type: Flat, Maisonette Or Apartment (%)		16.6%	17.2%	
Affordability: Borrowing Ratio (95% Of House price To Average Inc)		4.35	6.40	

Census 2001/CACI 2007

## Health, Lifestyle and Well-being Issues

	<b>Gorse Hill</b>	<b>Trafford</b>
Have A Pc At Home (%)	70.65	65.78
Have Internet Connection At Home (%)	61.77	62.84
Cars Per Adult	0.50	0.63
Households without access to a car (%)	36.2	24.7
Limiting Long Term Illness (%)	18.25	17.72
People who have health which is 'not good' (%)	10.4	9.0
Participating In Active Sports (%)	29.25	34.08
Private Health Care (%)	5.77	7.47
Families: No Dependent Children (%)	50.14	55.93
Families: 1 Dependent Child (%)	22.60	18.31
Families: 2+ Dependent Children (%)	27.26	25.76
Families: Single Parent With 1 Dependent Child (%)	11.47	5.84
Families: Single Parent With 2+ Dependent Children (%)	9.33	5.03
Households which consist of a single pensioner (%)	13.0	14.9
People who provide unpaid care (%)	8.9	10.2
Income: Mean Household Income 2010 (£)	31,756	39,548
Income: Households Below 60% Of Equivalised UK Median (%)	25.46	19.76

Source: CACI 2007 & 2010 / 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 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.