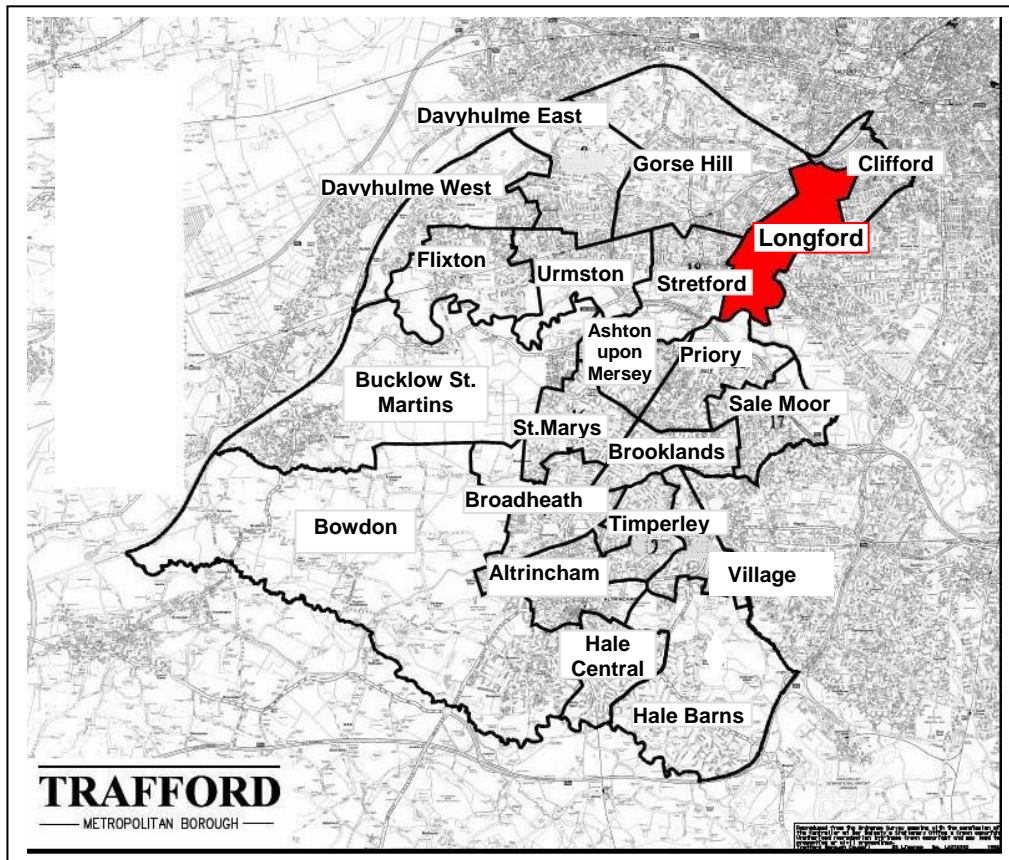


Longford Ward Profile



Pen Picture

Longford is a densely populated urban area in north east of the Borough. It is home to the world famous Lancashire County Cricket Club. Longford Park, one of the Borough's larger parks, has been the finishing point for the annual Stretford Pageant. Longford Athletics stadium can also be found adjacent to the park.

Distinct Neighbourhoods

- Old Trafford
- Addison Crescent
- Kings Road
- Gorse Crescent
- Firswood (the Quadrant)
- Lee Crescent
- Grammar School Area
- Turn Moss
- Stephenson Road Estate
- Cricket Ground 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.

Concerted efforts have been made to encourage more communities to participate in the new localized 'Homewatch' scheme coordinated by the Police Community Safety Officers. In addition they have been using Metro Stations and travelling across Sub Divisional networks to intelligence gather for robbery targets.

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 Safe4Summer – To combat Anti-Social Behaviour
- Operation Dawn Thunder – Daily activity to arrest wanted offenders

Operation Key Crime Statistics for Longford Ward

	Longford	Trafford
Fear Of Crime: Burglary (%)	57.10	53.63
Likelihood Of Crime: Burglary (%)	0.22	0.16
Fear Of Crime: Mugging/Robbery (%)	50.64	45.1
Likelihood Of Crime: Mugging/Robbery (%)	1.9	1.76
Recorded Crimes (2010)	764 (5.32%)	14,366 (100%)

The most common offence reported in the ward in 2010 was Burglary in a Dwelling and Attempted Burglary in a Dwelling with 66 recorded instances.
Source CACI 2007/GMP 2011

Parks and Green Space

Longford ward has 83.41 hectares of green space. The ward is very sufficient in green space and has 60.8 hectares above the standard. It has two parks:

- Seymour Park
- Longford Park

Longford Park has the following facilities:

- Longford Stadium - A Centre of Excellence for Athletics. Trafford AC operate the facility on behalf of Council. Upgraded with improvements to track, toilet block, gym and floodlights.
- Bowling Green - Used predominately on a casual basis by local residents.
- Tennis Courts - As the Borough Park one of the priorities is to make the Tennis Courts in the park a centre for excellence for tennis via investment from Carlton LT club.

- Soccer - One junior and one mini soccer pitch are marked out and used on a regular basis. With development/improvements at Turn Moss, the aim would be to leave the park for informal games and all formal matches to be played across the road.

King's Road Primary school has two pitches and a netball court available for community use. Longford Park School has a junior pitch available for community use.

Key Networks

- Firswood and Longford Community Group
- The Edge
- Longford Park Special School
- Friends of Longford Park
- Trafford Athletics Club
- Wardle Close Tenants and Residents Association
- Lancashire County Cricket Club
- Firswood Community Centre
- Great Stone Residents Group
- Stretford Pageant
- Addison Crescent Community House
- Church of Christ
- St. Hilda's Church
- St. Ann's RC Church
- Kings Road Community School and Library
- Disablement Information and Advice Line
- Trafford Carers Centre
- New Way Forward
- Irwell Valley Housing Association
- St. Vincent's Housing Association
- Regenerate
- DIAL Trafford
- Stretford Memorial Hospital
- Henshaws Society for the Blind
- Trafford Law Centre

Key Communication Networks

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

Key Assets

- Lancashire County Cricket Ground
- Firswood Community Centre
- Stretford Leisure Centre
- White City Retail Park
- Longford Park

Ward Issues

- Lack of food supermarket(s)
- Manchester United/LCCC parking and traffic issues
- General cleanliness and litter due to cricket matches and food outlets
- Future use of former Firswood Library is being advanced by Community Groups
- Longford Park – plans for re-development
- Development of Firswood – specifically the Quadrant area

Major Activities

- Longford Park refurbishment, linked to park masterplan, including creation of park café, renewed infrastructure, new adventure play area (year 1 Playbuilder 2009/10) and historic gardens restoration with Stretford Grammar School (BIG Lottery Fund 'People's Millions' funded) and Friends of Longford Park
- A new climbing boulder Costing £60,000 in total has been installed in Longford Park with help from Trafford Council, the boulder has been introduced after the Friends secured a Big Lottery grant through the Groundwork UK managed Community Spaces scheme
- The joint entry by Trafford Council, Friends of Longford Park and Stretford Grammar School, is putting the £50,000 it won in the Big Lottery funded Peoples Millions Granada Television competition to good use. Stretford Grammar School pupils have worked tirelessly to create a design which includes features for all ages, embraces the park's important history and incorporates sustainable planting schemes
- Trafford Housing Trust - refurbishment of housing stock
- Planning permission has been granted to allow match day parking at White City Retail Park for a period of two years
- The new metrolink line to Chorlton and the metrolink depot opened in 2011. There is a new fully accessible metrolink station at Firswood, These works are part of the Manchester metrolink phase 3A expansion across Greater Manchester, which will see lines opened to Media City, Rochdale, Oldham and Chorlton. The line towards Chorlton will be extended to Manchester Airport with a park and ride facility constructed at Sale Waterpark

Vision for Ward

To deliver more community centres/provision and create more provision for children and young people through community consultation and involvement.

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 Longford ward is 11,357. The age breakdown of this population is shown in the table below

	Longford	Trafford	England
Age 0-15	21.4%	20.2%	20.2%
Age 16-64	62.1%	63.6%	64.0%
Age 65+	16.5%	16.2%	15.9%

Source: Census 2001

The 2007 ONS mid-year estimate population for the ward was 11,188

Ethnic Group

	Longford	%	Trafford	England
White	8359	73.6%	91.6%	90.9%
Mixed	350	3.1%	1.5%	1.3%
Asian or Asian British. Indian	706	6.2%	1.8%	2.1%
Asian or Asian British. Pakistani	889	7.8%	1.7%	1.4%
Asian or Asian British. Bangladeshi	9	0.1%	0.1%	0.6%
Asian or Asian British. Other Asian	188	1.7%	0.4%	0.5%
Black or Black British Caribbean	557	4.9%	1.4%	1.1%
Black or Black British African	71	0.6%	0.3%	1.0%
Black or Black British other Black	89	0.8%	0.3%	1.0%
Chinese or other ethnic group. Chinese	93	0.8%	0.5%	0.4%
Chinese or other ethnic group. Other ethnic group.	46	0.4%	0.3%	0.0%

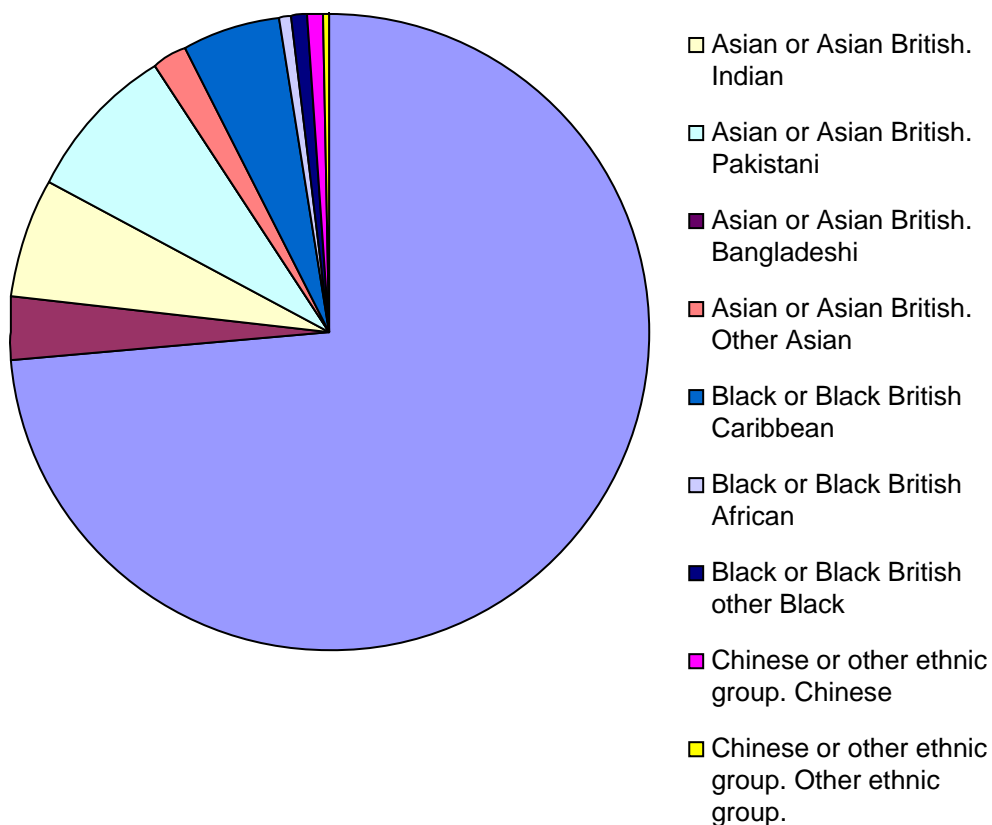
Source: Census 2001

Religious Groups within Longford Ward

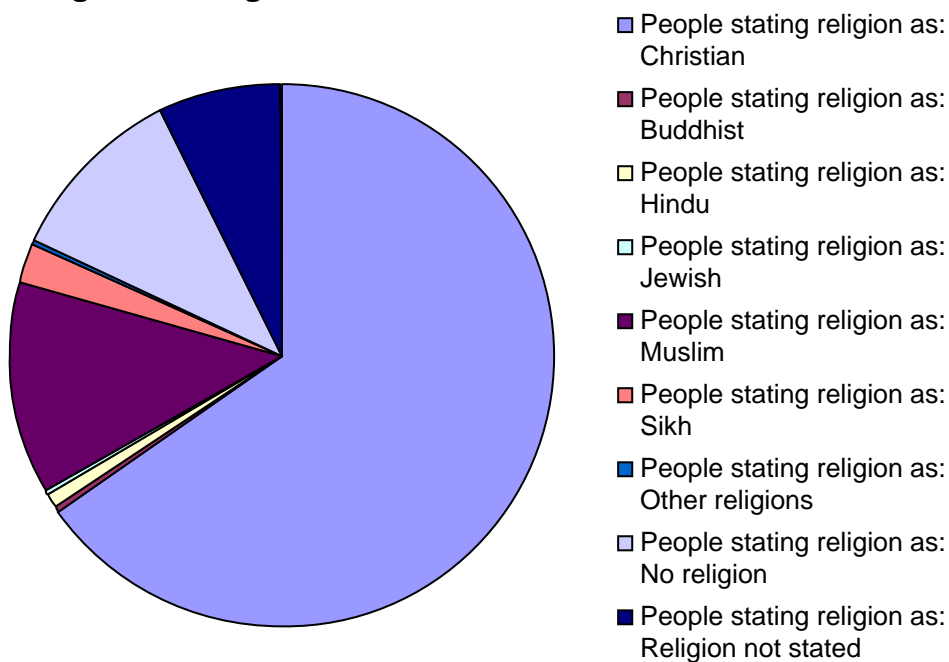
People stating religion as: Christian	7,410
People stating religion as: Buddhist	24
People stating religion as: Hindu	106
People stating religion as: Jewish	29
People stating religion as: Muslim	1,441
People stating religion as: Sikh	274
People stating religion as: Other religions	17
People stating religion as: No religion	1,245
People stating religion as: Religion not stated	811

Source: Census 2001

Ethnicity in Longford



Religion in Longford



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

	Longford	%	Trafford	England
All People	8028			
Employed (Full, part-time and self employed)	4493	56.0%	63.3%	60.9%
Unemployed	308	3.8%	2.7%	3.3%
Full time student	230	2.9%	2.5%	2.6%
Retired	1063	13.2%	13.9%	13.5%
Economically inactive- student	466	5.8%	3.8%	4.7%
Economically Inactive- Looking after home/family	555	6.9%	5.7%	6.5%
Economically inactive- Permanently sick/disabled	578	7.2%	5.4%	5.3%

Source: Census 2010

Education

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

	English	Mathematics	English and Mathematics
England	80.0	79.0	73.0
Trafford	86.5	85.9	80.8
Longford ward	85.0	84.1	78.2
King's Road Primary School	92.1	85.7	82.5
Seymour Park Community Primary School	88.8	96.3	87.5
St. Hildas Primary School	87.2	83.0	76.6
St. Teresa's R C Primary School	77.3	68.2	63.6

Source: 16th December 2010 eResults from DfE

Schools attended by Longford Residents

School Name	School's attended by Longford residents
Kings Road Primary School	245
St. Hilda's C E Primary School	187
Stretford High School	183
St. Teresa's R C Primary School	122
Gorse Hill Primary School	75
Stretford Grammar School	75
St. Antony's R C High School	65
Seymour Park Community School	50
St. Ann's RC Primary School	48
Victoria Park Infants School	40
Blessed Thomas Holford Catholic College	38
Flixton Girls High School	35
Victoria Park Junior School	31
Loreto Grammar School	31
St. Ambrose College	26
Altrincham Grammar School for Girls	22
Lostock College	20
Sale High School	19
Sale Grammar School	18
St. Matthew's C E Primary School	14
Altrincham Grammar School for Boys	12
St. Alphonsus R C Primary School	10
Delamere School	9
Barton Clough Primary School	8
Old Trafford Community School	8
Brentwood School	8
Acre Hall Primary School	7
Lime Tree Primary School	6
Moss Park Infants School	6
Moss Park Junior School	4
Pictor School	4
Egerton School	4
Altrincham College of Arts	3
Longford Park School	3
Manor High School	3
Worthington Primary School	2
St. Michael's C E Primary School	2
Bollin Primary School	1
Springfield Primary School	1
Brooklands Primary School	1
All Saints Catholic Primary School	1
St. Hugh of Lincoln R C Primary School	1
Ashton-on-Mersey School	1

Source: School Census 2011

Free School Meals

	Percentage eligible for a Free School Meal
Trafford	11.7
Longford ward	15.7
King's Road Primary School	18.2
Seymour Park Community Primary School	19.5
St. Hildas Primary School	10.2
St. Teresa's R C Primary School	17.8
Stretford Grammar School	9.6
Longford Park School	73.3

Source: School Census 2011

Housing

	L'ford	%	Trafford	England
All Households	4760			
Households: owner occupied	2885	60.6%	72.3%	68.7%
Households: Rented from local authority	820	17.2%	10.5%	13.2%
Households: Registered social housing	345	7.2%	6.4%	6.1%
Households: Private landlord	554	11.6%	8.4%	8.8%
Households: Rented from other	156	3.3%	2.4%	1.2%
House Type: Detached (%)		4.5%	15.4%	
House Type: Semi-Detached (%)		54.3%	44.8%	
House Type: Terraced (%)		15.6%	22.3%	
House Type: Flat, Maisonette Or Apartment (%)		25.0%	17.2%	
Affordability: Borrowing Ratio (95% Of House price To Average Inc)		5.62	6.40	

Sources: Census 2001 / CACI 2007

Health, Lifestyle and Well-being Data

	Longford	Trafford
Have A Pc At Home (%)	72.91	65.78
Have Internet Connection At Home (%)	65.30	62.84
Cars Per Adult	0.50	0.63
Households without access to a car (%)	34.9	24.7
Limiting Long Term Illness (%)	19.91	17.72
People who have health which is 'not good' (%)	11.2	9.0
Participating In Active Sports (%)	33.32	34.08
Private Health Care (%)	5.69	7.47
Families: No Dependent Children (%)	52.95	55.93
Families: 1 Dependent Child (%)	18.21	18.31
Families: 2+ Dependent Children (%)	28.84	25.76
Families: Single Parent With 1 Dependent Child (%)	7.28	5.84
Families: Single Parent With 2+ Dependent Children (%)	6.83	5.03
Households which consist of a single pensioner (%)	16.8	14.9
People who provide unpaid care (%_	9.8	10.2
Income: Mean Household Income 2010 (£)	31,747	39,548
Income: Households Below 60% Of Equivalised UK Median (%)	25.76	19.76

Sources: CACI 2007 & 2011 / 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.