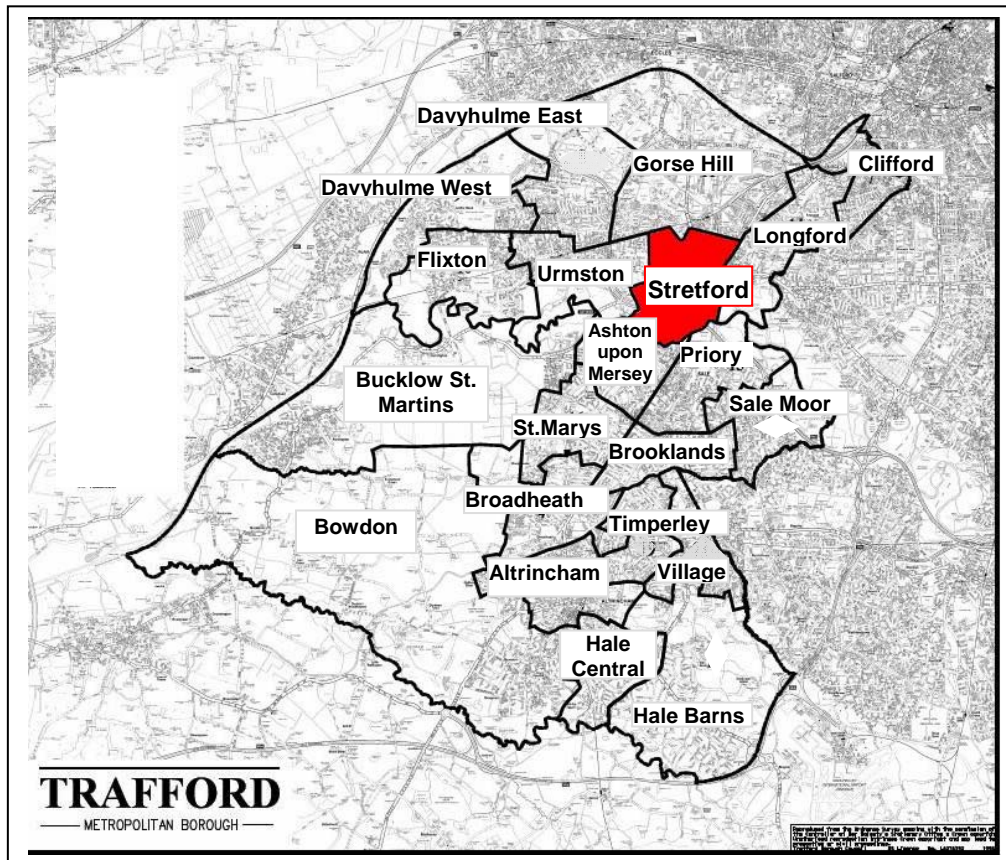


Stretford Ward Profile



Pen Picture

Stretford is a densely populated ward. The M60 motorway and Bridgewater Canal run through the ward. The River Mersey is the southern boundary and the residential areas of Stretford and Urmston are adjacent boundaries. The ward contains Stretford Town Centre and Stretford Mall. The ward itself does not rank particularly highly in terms of deprivation but it has pockets of very high deprivation. The majority of the ward is greenbelt land and forms part of the Mersey Valley. To the south west of the ward lie Kickety Brook and the Stretford Ees providing a natural habitat for wildlife. The Trans Pennine Trail runs alongside the Brook providing a pleasant walking environment. The ward is very mixed socially.

Distinct Neighbourhoods

- The Meadows
- Trees Estate
- Moss Park Area
- Derbyshire Estate
- Scottish Estate
- Stretford House
- Victoria Park Area

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. Cycle marking conducted in Primary schools across Stretford Neighbourhood Policing Unit and follow up stop checks have been conducted to target likely offenders and this has involved bike serial numbers being scanned. Opportunities to purchase alcohol (by juveniles) at local off licences were reduced by increased visits by Stretford neighbourhood Policing Team together with Trafford Council's Trading Standards officers.

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 Barrier – combating personal robberies on Metrolink on an ad hoc basis
- Operation Pride - local authority Business Burglaries (long term)
- Operation Magadan - enforcing bail conditions (long term)

Operation Stay safe is a partnership approach between the YOS (Prevention team), Involve drugs and alcohol service, Social Services EDT, Greater Manchester Fire and Rescue Service, Youth Services, Safe, Strong Communities and the Police. Once a month on a Friday evening, the agencies join together in order to identify vulnerable young people and promote staying safe. The agencies mix up into teams on the night targeting youth hot spot areas or areas of ASB concern. They offer advice and guidance to children and young people out on the streets. If a young person is identified as vulnerable then they are brought back to the stay safe location.

Key Crime Statistics for Stretford

	Stretford	Trafford
Fear Of Crime: Burglary (%)	53.39	53.63
Likelihood Of Crime: Burglary (%)	0.18	0.16
Fear Of Crime: Mugging/Robbery (%)	46.60	45.1
Likelihood Of Crime: Mugging/Robbery (%)	1.74	1.76
Total Recorded Crimes in 2010	874 (6.08%)	14,366 (100%)

The most common recorded crime in the ward in 2010 was Shoplifting with 170 instances.

Sources: CACI 2007 / GMP 2011

Parks and Green Space

Stretford ward has 16.38 hectares of green space. The ward is slightly deficient in accessible green space, and has 0.79 hectares below the standard. Victoria Park has Green Flag Status.

- Moss Park
- Victoria Park

Victoria Park contains the following facilities:

Bowling Green	One Bowling club 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

Key Networks

- Friends of Victoria Park
- Delamere Centre
- Stretford Cricket Club
- St. Matthew's CE Church
- 1st Stretford Brownies
- Probation Office
- Stretford Town Centre Partnership
- Trafford Social Club
- Metro Social Club
- Connexions
- Stretford Bridge Club
- Stretford Conservative Club
- Stretford History Society
- Victoria Park Bowling Club
- Stretford Library
- Sevenways Methodist Church – badminton club/Boys Brigade, drop in etc.
- German Lutheran Church
- Salvation Army
- Citizens Advice Bureau
- Stretford House Tenants and Residents Association
- Meadows Tenants and Residents Association
- Cherry Tree Tenants and Residents Association
- Trafford Christian Life Centre
- Gospel Hall
- Stretford Mall
- Stretford Fair Trade

Key Communications Networks

- Your Trafford
- Stretford and Urmston Messenger
- Stretford Neighbourhood Forum meetings
- Pulse (Trafford Housing Trust publication)
- Stretford and Urmston Advertiser
- Councillors surgeries
- Trafford Community News

Key Assets

- Stretford Mall
- Stretford Library
- Stretford Public Hall

Ward Issues

- Sustainability of Town Centre/Stretford Mall and lack of night time economy
- Continued maintenance of underpasses
- Trafford Housing Trust continued investment into their social housing estates across the ward
- Traffic, parking and litter made even worse on match days
- General use and repair of the iconic building on the A56 - Essoldo (property privately owned)
- Concern over speed of traffic on the A56 through the town centre
- Continued improvement in street cleaning across the ward
- Litter and street cleaning
- Heavy goods vehicles driving through the ward
- Increased requests for alley gating
- Dog fouling particularly around the Robin Hood public house
- The future of Stretford Mall
- The lack of a Town Centre 'master plan' such as those is in other towns in the borough is a concern to Stretford councillors

Major Activities

- Possible development of Library and GP site
- Victoria Park's Garden of Tranquillity/Sensory Garden, refurbished play areas, bird feeding area with Braille interpretation - all features within Green Flag award winning park, with further funding pursued via Big Lottery Fund 'Community Spaces' for a trim trail, petanque pitch and children's mural, with funds awarded for 2010/11 for a climbing wall through Playbuilder (DCSF)
- Moss Park improvements – investment in footpath network, new sports posts, wildflower meadow and play area refurbishment via council DDA funding and year 1 Playbuilder 2009/10 (DCSF)
- Lacy Street Car Park has been resurfaced and is free-of-charge for users
- A Multi-Use Games Area (MUGA) is being built on the Meadows estate and is due to be completed in the Autumn 2011

Vision for Ward

Whilst the ward has a busy town centre during the day there is no night time economy. The town centre needs restaurants and other entertainment facilities so that people do not have to leave the area. The ward needs leadership at a strategic level to drive the development of the town centre.

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 Stretford ward is 10334. The age breakdown of this population is shown in the table below:

	Stretford	Trafford	England
Age 0-15	19.1%	20.2%	20.2%
Age 16-64	63.8%	63.6%	64.0%
Age 65+	17.1%	16.2%	15.9%

Source: Census 2001

The 2007 Mid-year estimate population for the ward was 10,298 (Source ONS)

Ethnic Group

	Stretford	%	Trafford	England
White	9410	91.1%	91.6%	90.9%
Mixed	187	1.8%	1.5%	1.3%
Asian or Asian British. Indian	173	1.7%	1.8%	2.1%
Asian or Asian British. Pakistani	153	1.5%	1.7%	1.4%
Asian or Asian British. Bangladeshi	5	0.0%	0.1%	0.6%
Asian or Asian British. Other Asian	55	0.5%	0.4%	0.5%
Black or Black British Caribbean	206	2.0%	1.4%	1.1%
Black or Black British African	29	0.3%	0.3%	1.0%
Black or Black British other Black	20	0.2%	0.3%	1.0%
Chinese or other ethnic group. Chinese	68	0.7%	0.5%	0.4%
Chinese or other ethnic group. Other ethnic group.	28	0.3%	0.3%	0.0%

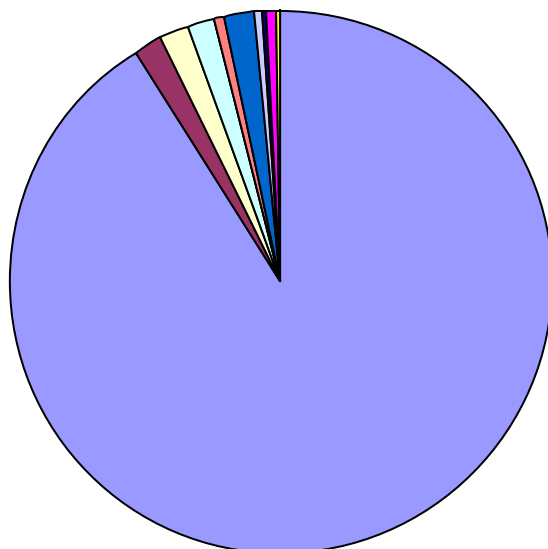
Source: Census 2001

Religious Groups within Stretford Ward

People stating religion as: Christian	7,882
People stating religion as: Buddhist	45
People stating religion as: Hindu	41
People stating religion as: Jewish	18
People stating religion as: Muslim	341
People stating religion as: Sikh	55
People stating religion as: Other religions	18
People stating religion as: No religion	1,304
People stating religion as: Religion not stated	630

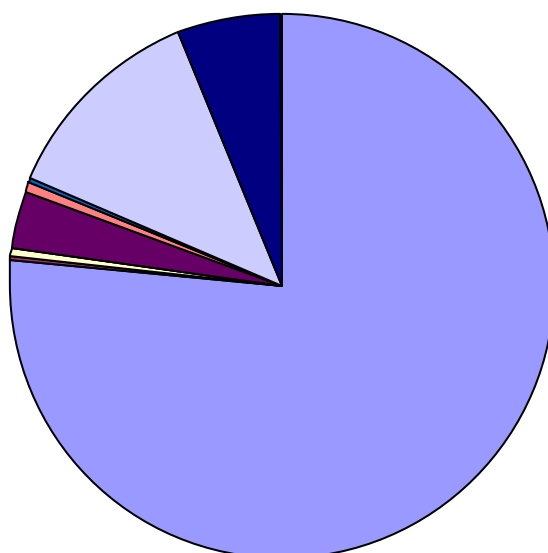
Source: Census 2001

Ethnicity in Stretford



- 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 Stretford



- 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

	Stretford	%	Trafford	England
All People	7466			
Employed (Full, part-time and self employed)	4515	60.5%	63.3%	60.9%
Unemployed	262	3.5%	2.7%	3.3%
Full time student	229	3.1%	2.5%	2.6%
Retired	1000	13.4%	13.9%	13.5%
Economically inactive- student	279	3.7%	3.8%	4.7%
Economically Inactive- Looking after home/family	401	5.4%	5.7%	6.5%
Economically inactive- Permanently sick/disabled	525	7.0%	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
Stretford Ward	86.7	89.4	82.4
Moss Park Junior School	83.6	85.2	78.7
Victoria Park Junior School	84.2	87.7	78.9
St. Ann's RC Primary School	96.4	94.5	94.5
St. Matthew's C E Primary School	73.3	93.3	66.2

Source: 16th December 2010 eResults from DfE

Schools Attended by Stretford Residents

School Name	Number of Stretford residents attending
St. Ann's RC Primary School	170
Moss Park Infants School	142
Moss Park Junior School	123
St. Matthew's C E Primary School	122
St. Antony's R C High School	111
Victoria Park Junior School	106
Victoria Park Infants School	103
Flixton Girls High School	74
Stretford Grammar School	55
St. Hugh of Lincoln R C Primary School	53
Stretford High School	50
Lostock College	46
Highfield Primary School	43
Blessed Thomas Holford Catholic College	36
Loreto Grammar School	36
Kings Road Primary School	22
Sale High School	22
St. Ambrose College	17
Barton Clough Primary School	16
Gorse Hill Primary School	13
Davyhulme Primary School	12
St. Mary's C E Primary School Davyhulme	10
Altrincham Grammar School for Boys	9
St. Hilda's C E Primary School	8
English Martyrs' R C Primary School	8
St. Teresa's R C Primary School	8
Altrincham Grammar School for Girls	7
Longford Park School	6
Acre Hall Primary School	5
Wellfield Infant School	4
Pictor School	4
Manor High School	4
Kingsway Primary School	3
St. Monica's R C Primary School	3
St. Alphonsus R C Primary School	3
Ashton-on-Mersey School	3
Wellfield Junior School	2
Urmston Junior School	2
Urmston Infant School	2
Flixton Junior School	2
Seymour Park Community School	2
St. Michael's C E Primary School	2
Our Lady of the Rosary R C Primary School	2
Brentwood School	2
Delamere School	2
Navigation Primary School	1
Park Road Primary School Sale	1

Springfield Primary School	1
Woodheys Primary School	1
Worthington Primary School	1
Templemoor Infant School	1
Flixton Infants School	1
Old Trafford Community School	1
St. Anne's C E Primary School	1
St. Mary's C E Primary School Sale	1
Holy Family Catholic Primary School	1
St. Joseph's Catholic Primary School	1
Broadoak High School	1
Sale Grammar School	1
Egerton School	1

Source: School Census 2011

Free School Meal Eligibility

	Percentage eligible for a Free School Meal
Trafford	11.7
Stretford Ward	17.8
Moss Park Junior School	15.6
Moss Park Infant School	9.5
Victoria Park Junior School	25.8
Victoria Park Infants School	17.2
St. Ann's RC Primary School	10.8
St. Matthew's C E Primary School	37.2

Source: School Census 2011

Housing

	Stretford	%	Trafford	England
All Households	4499			
Households: owner occupied	2827	62.8%	72.3%	68.7%
Households: Rented from local authority	790	17.6%	10.5%	13.2%
Households: Registered social housing	316	7.0%	6.4%	6.1%
Households: Private landlord	409	9.1%	8.4%	8.8%
Households: Rented from other	157	3.5%	2.4%	1.2%
House Type: Detached (%)		7.0%	15.4%	
House Type: Semi-Detached (%)		46.4%	44.8%	
House Type: Terraced (%)		23.6%	22.3%	
House Type: Flat, Maisonette Or Apartment (%)		22.4%	17.2%	
Affordability: Borrowing Ratio (95% Of House price To Average Inc)		5.13	6.40	

Sources: Census 2001 / CACI 2010

Health, Lifestyle and Well-being Data

	Stretford	Trafford
Have A Pc At Home (%)	72.27	65.78
Have Internet Connection At Home (%)	64.42	62.84
Cars Per Adult	0.50	0.63
Households without access to a car (%)	35.3	24.7
Limiting Long Term Illness (%)	20.60	17.72
People who have health which is 'not good' (%)	11.0	9.0
Participating In Active Sports (%)	33.23	34.08
Private Health Care (%)	6.03	7.47
Families: No Dependent Children (%)	55.53	55.93
Families: 1 Dependent Child (%)	19.57	18.31
Families: 2+ Dependent Children (%)	24.90	25.76
Families: Single Parent With 1 Dependent Child (%)	8.18	5.84
Families: Single Parent With 2+ Dependent Children (%)	6.51	5.03
Households which consist of a single pensioner (%)	17.8	14.9
People who provide unpaid care (%)	10.2	10.2
Income: Mean Household Income 2010 (£)	33,072	39,548
Income: Households Below 60% Of Equivalised UK Median (%)	24.36	19.76

Source: 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		↓		

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.