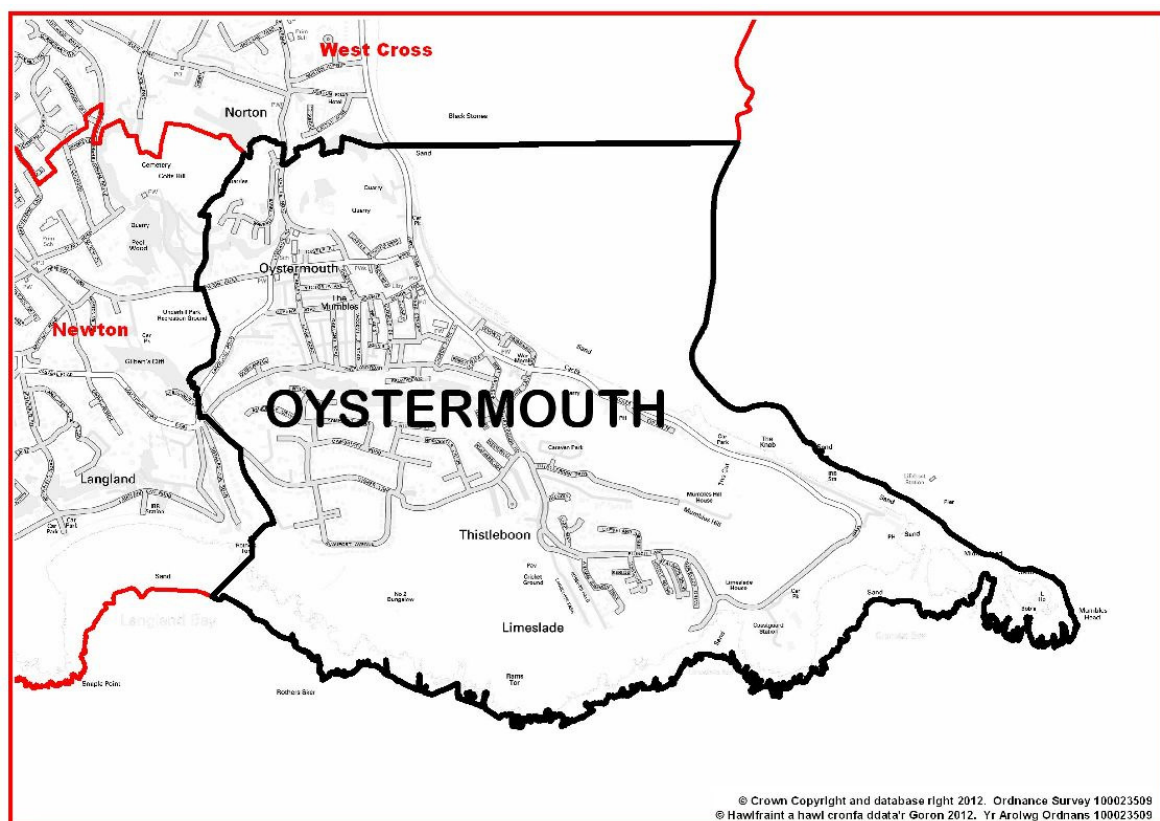


OYSTERMOUTH: ELECTORAL DIVISION PROFILE

Research and Information Unit, City and County of Swansea, May 2012

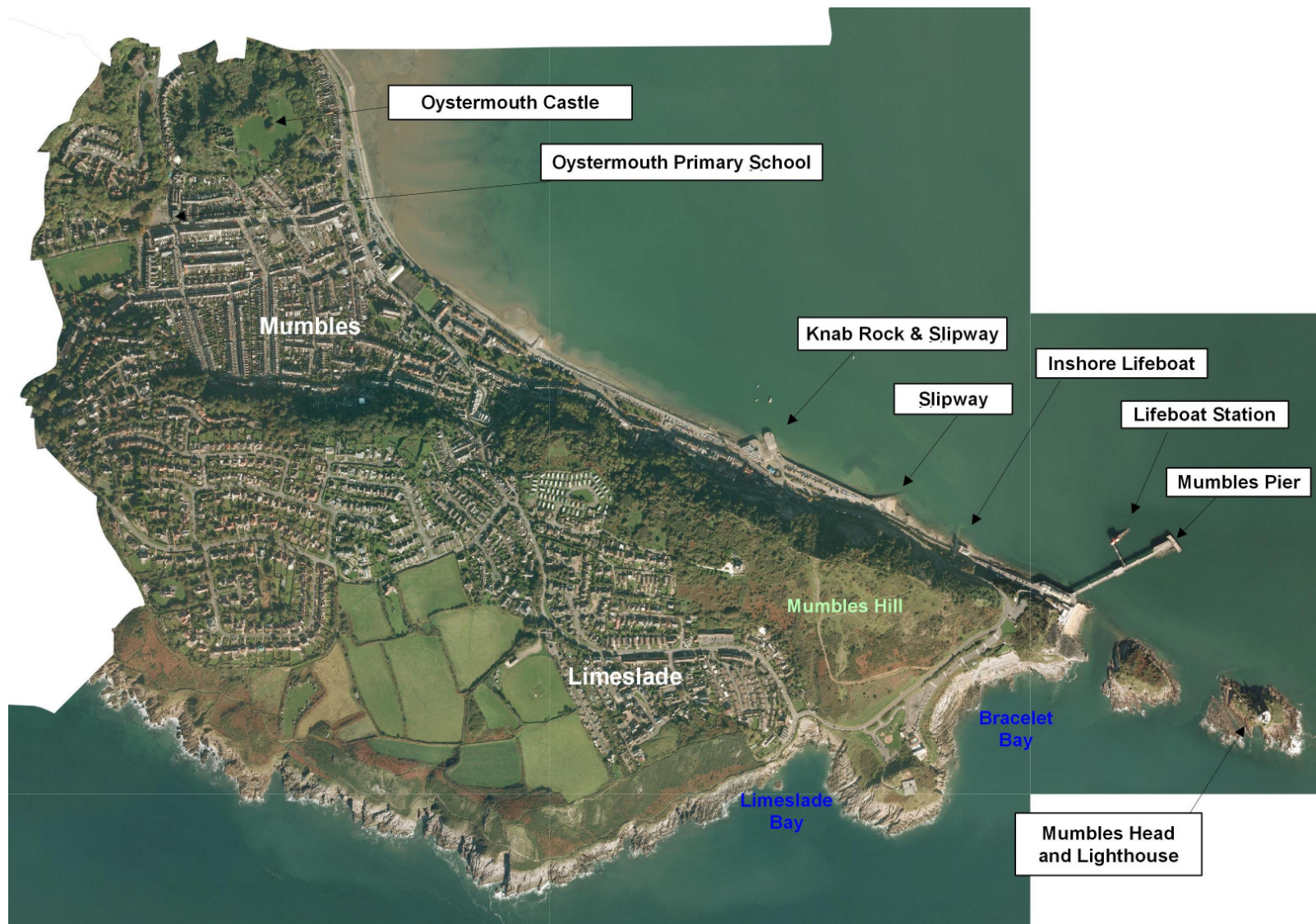
Population (mid-2010): 4,100 (Office for National Statistics (ONS) estimate, rounded)
Councillor (Electoral vote, May 2012): Tony Colburn (Conservative – 500).
Turnout = 37.23%. Electorate (May 2012): 3,419
Welsh Government and UK Parliamentary Constituency: Gower.



- ⇒ **Location:** Approximately 7km south-west of the city centre, consisting mainly of the Mumbles locality
- ⇒ **Neighbouring Wards:** Newton, West Cross
- ⇒ **Area:** 2.01 km²
- ⇒ **Population density** (2010 estimate): 2,036 people per km²
- ⇒ **Population change:** 1991 to 2001: -206 (-4.6%); 2001 to 2010: -225 (-5.2%)
- ⇒ **Employment:** 1,400 (ONS estimate, 2010). Major employers: individual leisure/tourism-related businesses in the hotel, restaurant and retail sectors.

Research and Information Unit - City and County of Swansea, May 2012

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Survey 2009

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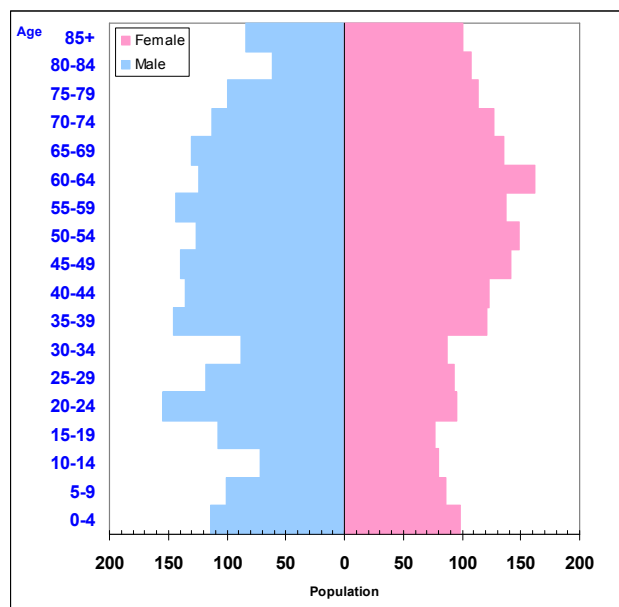
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POPULATION STATISTICS

2010 Small Area Population Estimates

Age Structure	Oystermouth Population	Oystermouth %	Swansea %
Aged: 0-4	212	5.2	5.6
5-15	372	9.1	11.5
16-24	402	9.8	15.1
25-44	911	22.3	24.3
45-64	1,123	27.4	25.2
65-74	505	12.3	9.3
75+	567	13.9	9.0
Total	4,092	100	100

- ⇒ 21st largest ward population in Swansea (of 36), but 11th most densely populated
- ⇒ Relatively low percentage of people aged under 24 and higher proportions aged 45+
- ⇒ Birth rate (2010) slightly lower than the Swansea average
- ⇒ Oystermouth ward has a relatively low proportion of people born in Wales and a higher percentage born outside the UK
- ⇒ High proportion of people with higher level qualifications and pensioner households.



Source: Small Area Population Estimates, mid-2010, Office for National Statistics (ONS).

Births & Deaths	Oystermouth	Swansea
Births (2010)	44	2,792
Birth Rate	10.8	12.0
Deaths (2010)	42	2,349
Death Rate	10.3	10.1

Source: Vital Statistics 2010, ONS.

Note: birth/death rates expressed per '000 population.

2001 Census Data

Population: Key Facts	Oystermouth	Oystermouth %	Swansea %
People: born in Wales	2,975	69.0	82.1
born outside UK	214	5.0	3.6
in non-white ethnic groups	67	1.6	2.2
with limiting long-term illness	904	21.0	24.7
with no qualifications (aged 16-74)	495	15.6	30.5
with higher level qualifications (aged 16-74)	1,144	36.0	19.0
able to speak Welsh	430	10.0	13.0

Household composition	Oystermouth	Oystermouth %	Swansea
Total households / (Average Household Size)	1,948	(2.19)	(2.33)
<i>Household type:</i> one person: pensioner	344	17.7	15.8%
one person: other	303	15.6	15.0%
one family: all pensioner	272	14.0	10.1%
one family: married couple	596	30.6	34.8%
one family: cohabiting couple	124	6.4	6.5%
one family: lone parent	142	7.3	11.0%
one family: other	167	8.6	6.8%

Source: 2001 Census, ONS.

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DEVELOPMENT AND HOUSING

Oystermouth is located at the most southerly point of Swansea's south-western suburban development. The Electoral Division consists of the coastal village of Oystermouth, which doubles as a suburban shopping centre and holiday resort, and is commonly known as Mumbles after the three outcrops of rock at the western end of the bay.

Development initially occurred around the area of Oystermouth castle and the lower coastal strip from the early 19th century, particularly following the opening of the Oystermouth-Swansea passenger railway service in 1807 and the area's subsequent popularity as a tourist destination. Further housing development occurred in the higher land areas to the south (such as Limeslade and Thistleboon) in the post-war period.

Oystermouth is characterised by higher than usual number of both detached and terraced houses, with 83% of houses owner-occupied, well above the Swansea average (70%).

Current house prices in Oystermouth and Mumbles currently range from around £120,000 for smaller and older properties in the village centre to over £400,000 for larger homes.

Plunch Lane
1 bed apartment
£119,000



John Street
3 bed end of terrace
£219,000



Newton Road
5 bed terrace
£335,000

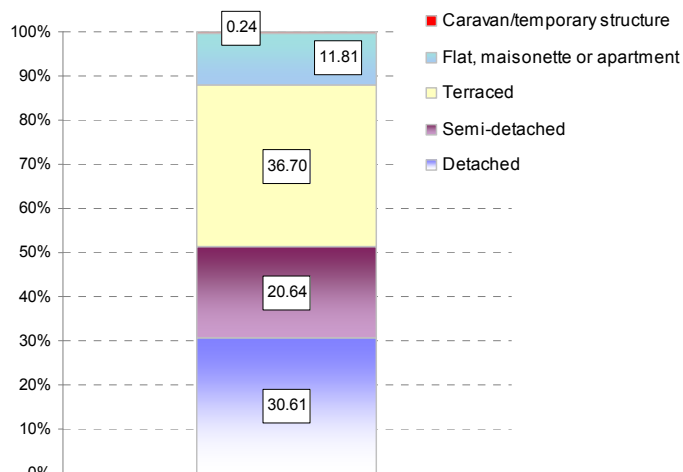


Langland Road
4 bed end of terrace
£425,000

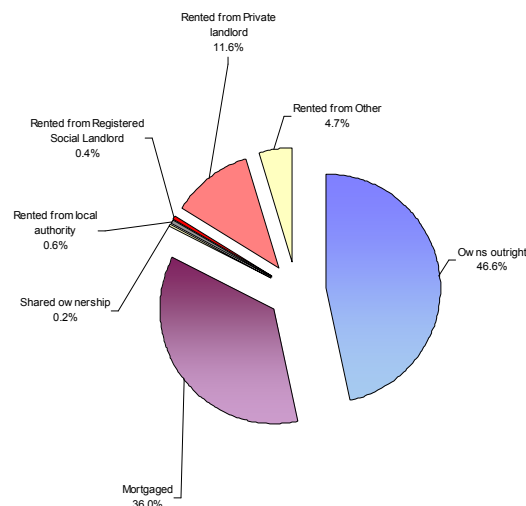


Property photographs and prices were taken from Rightmove, the UK's number one property website, on 16/05/2012, and are reproduced with their permission.

Household Accommodation Types



Household Tenure



Source: 2001 Census, ONS.

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SOCIO-ECONOMIC CHARACTERISTICS

- ⇒ The estimated median household income for Oystermouth, based on CACI's 2011 'PayCheck' data, is £32,134; the 8th highest (of 36 wards) in Swansea and 29.9% above the Swansea median of £24,745. An estimated 22.2% of households had incomes below 60 per cent of GB median income (Swansea average: 33.3%).
- ⇒ Social profile information indicates a higher than average level of managerial and professionals (grades AB/C1) and lower proportions of manual workers (grades C2/D).

Social Profile	Oystermouth	%	Swansea %
<i>All people aged 16-74 in households</i>	3,669	100	100
AB: Higher and intermediate managerial/professional	1,185	32.3	19.4
C1: Supervisory, clerical, junior managerial/professional	1,325	36.1	29.7
C2: Skilled manual workers	337	9.2	13.9
D: Semi-skilled and unskilled manual workers	292	8.0	18.2
E: On state benefit, unemployed, lowest grade workers	530	14.4	18.7

Source: 2001 Census, ONS.

ECONOMY AND LABOUR MARKET

- ⇒ Recent data indicates claimant unemployment in Oystermouth below the Swansea average with DWP benefit claimant rates also significantly lower. Economic activity and employment rates (2001 Census) are relatively close to the Swansea average.

Benefit claimants	Oystermouth	Rate %	Swansea %
Unemployment Benefit (JSA): Apr-12	43	1.8	3.7
Incapacity Benefits (ESA/IB/SDA): Nov-11	95	3.9	10.1
Income Support: Nov-11	30	1.4	5.9
Disability Living Allowance: Nov-11	160	3.9	8.8
Pension Credit: Nov-11	145	10.7	21.9
State Pension claimants: Nov-11	1,180		

Source: Jobcentre Plus administrative system, Dept. for Work & Pensions.

Economic status (people aged 16-74)	Oystermouth	Oystermouth %	Swansea %
Economically Active	1,882	59.3	58.6
Employees: Part-time	321	10.1	11.6
Employees: Full-time	1,058	33.3	34.7
Self-employed	291	9.2	5.8
Unemployed	106	3.3	3.6
Full-time student	106	3.3	3.0
Economically Inactive	1,293	40.7	41.4
Retired	618	19.5	15.4
Student	265	8.4	6.6
Looking after home/family	160	5.0	6.1
Permanently sick/disabled	161	5.1	9.8
Other	89	2.8	3.5

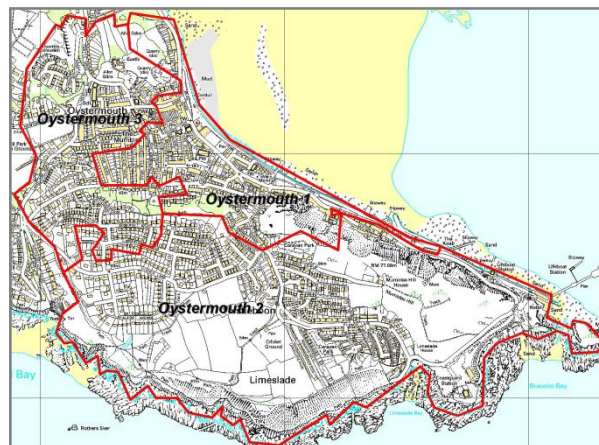
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WELSH INDEX OF MULTIPLE DEPRIVATION

- ⇒ WIMD 2011 again based on Lower Super Output Area (LSOA) geography – Oystermouth consists of three LSOAs
- ⇒ Oystermouth 1 ranked most deprived in overall Index (116th of 147 in Swansea, 1668th of 1,896 in Wales), with Oystermouth 3 ranking as the least deprived of the area's LSOAs (145th in Swansea, 1875th in Wales)
- ⇒ In the individual domains, Oystermouth 2 (the southernmost LSOA in the ward) ranks relatively highly in the Access to Services domain (12th in Swansea, 348th in Wales).



LSOA	Overall index	Domains: Income	Employment	Health	Education	Housing	Physical Environ.	Access to Services	Community Safety	Child Index
Oys 1	116 1668	89 1299	107 1447	120 1501	115 1603	51 920	77 1162	122 1575	64 770	93 1476
Oys 2	128 1733	137 1793	107 1447	139 1774	141 1842	77 1218	145 1855	12 348	119 1627	91 1454
Oys 3	145 1875	120 1660	137 1761	107 1351	129 1744	65 1114	142 1840	127 1654	112 1527	133 1784

Source: Welsh Index of Multiple Deprivation (WIMD) and Child Index 2011 (published August 2011), Welsh Government.
 Note: LSOAs ranked 1-147 (Swansea), 1-1896 (Wales).

CRIME

The table below indicates the annual number of offences by type taking place within Oystermouth since 2006/07, together with crime rates per 1,000 population for 2010/11.

Fiscal Year (1 April - 31 March)	Offence Group									Annual Total
	Burglary	Theft from vehicles	Theft of vehicles	Fraud & forgery	Other theft	Criminal damage	Violence	Drug offence	Other	
2006/07	28	40	7	4	83	60	55	7	7	291
2007/08	18	22	6	8	83	48	38	11	0	234
2008/09	18	16	5	2	59	55	51	24	4	234
2009/10	15	25	10	2	83	45	59	35	9	283
2010/11	10	18	3	0	38	35	17	13	4	138
2010/11: Rate per '000	2.4	4.4	0.7	0.0	9.3	8.6	4.2	3.2	1.0	33.7
Swansea Rate (2010/11)	8.0	4.9	2.9	1.6	21.4	14.1	15.3	5.8	1.0	74.9

Source: Data provided by Business Intelligence Analysts, South Wales Police.
 Note: Rates derived from ONS population estimates, mid-2010.

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