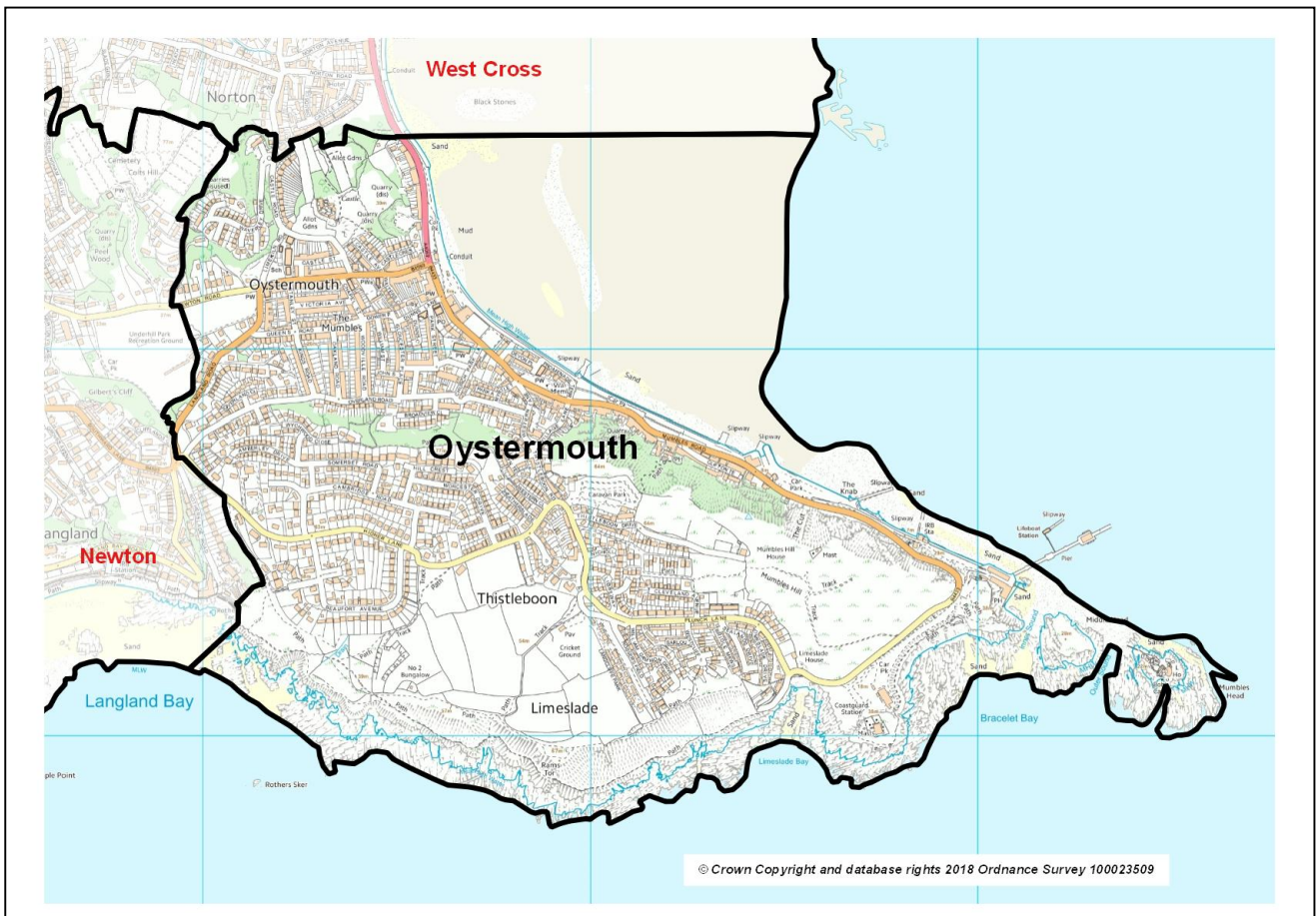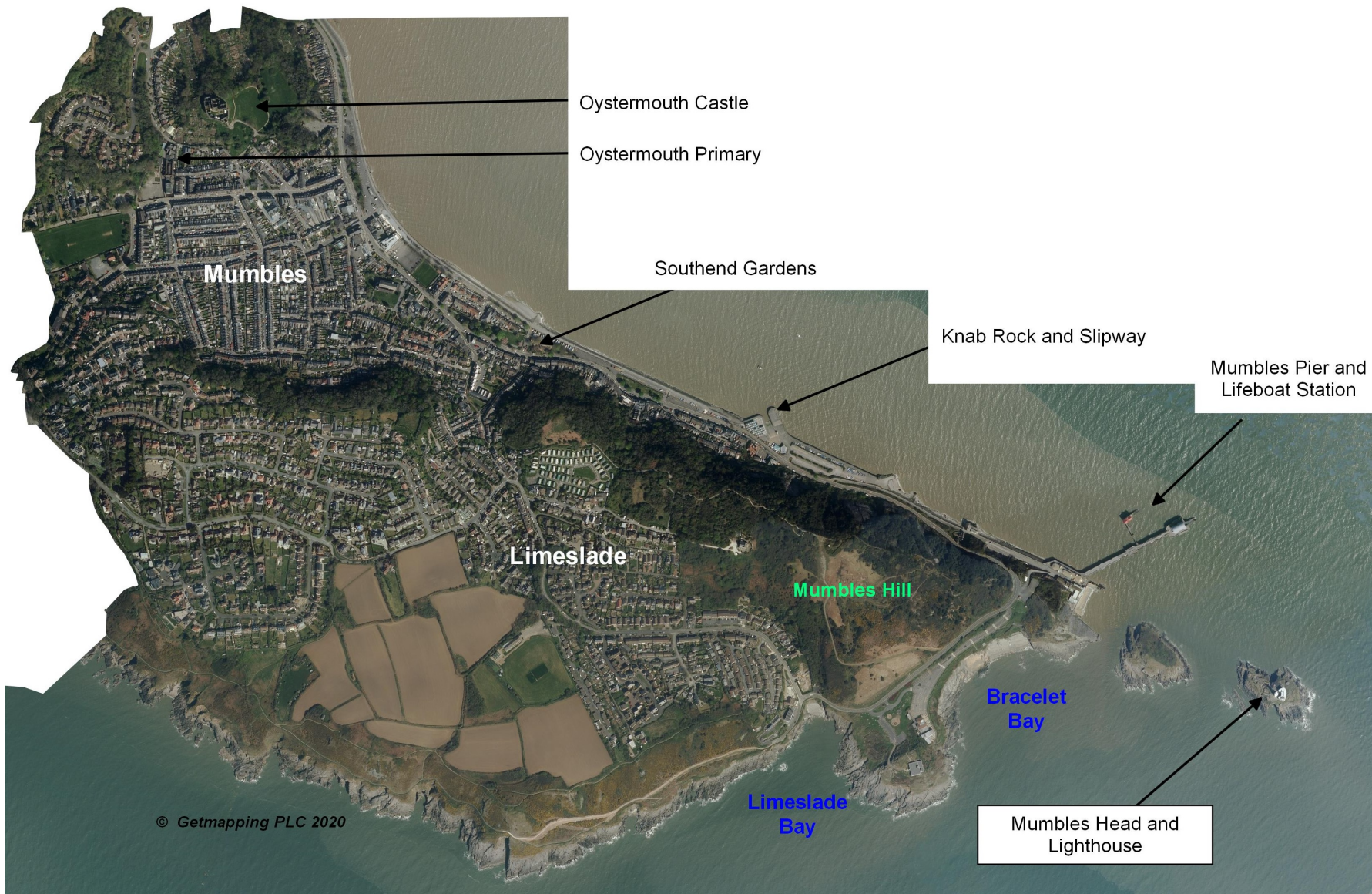# OYSTERMOUTH WARD PROFILE

*Information, Research & GIS (Strategic Delivery Unit), **April 2022***

The information in this profile relates to the former ward prior to the Council elections on 5 May 2022.

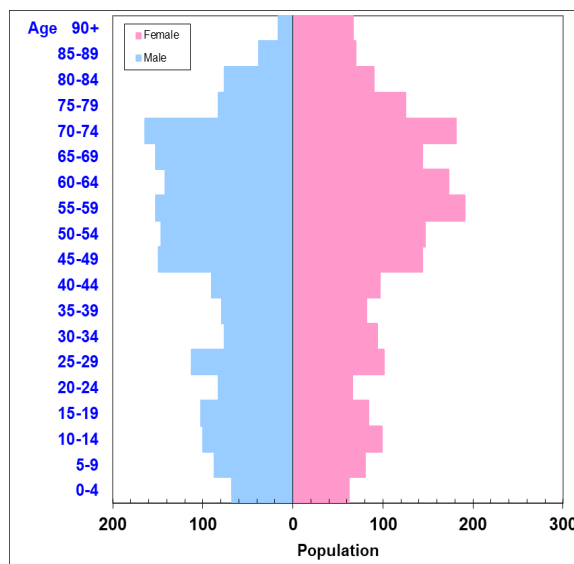**Profiles on the basis of the new wards will be developed as soon as possible.**

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- ➢ **Population**: **4,000** (source: mid-2020 estimates, rounded - Office for National Statistics / ONS)
- ➢ **Location**: Approximately 7 kilometres south-west of the city centre, consisting mainly of the Mumbles locality
- ➢ **Neighbouring Wards**: Newton, West Cross
- ➢ **Constituency area** (Welsh Government / UK Parliament): Gower
- ➢ **Area**: 205 hectares / 2.05 km² (ONS, 2020)
- ➢ **Population Density** (2020): 1,959 people per km²
- ➢ **Population Change** (2015 to 2020): -100 / -1% (ONS estimates, rounded)
- ➢ **Employment**: 1,500 (ONS workplace estimate, 2020). Major employers: leisure and tourism businesses in the hotel, restaurant and retail sectors.

Oystermouth Castle

Oystermouth Primary

Mumbles

Southend Gardens

Knab Rock and Slipway

Mumbles Pier and Lifeboat Station

Limeslade

Mumbles Hill

Bracelet Bay

Limeslade Bay

Mumbles Head and Lighthouse

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POPULATION STATISTICS

Mid-2020 population estimates

Population	Oystermouth		Swansea
	Total	%	%
Aged: 0-4	130	3.2	4.9
5-15	392	9.8	12.0
16-24	309	7.7	13.6
25-44	732	18.2	25.3
45-64	1,244	31.0	24.4
65-74	641	16.0	10.5
75+	565	14.1	9.3
Total	**4,013**	100	100
Male	1,916	47.7	49.8
Female	2,097	52.3	50.2

Source: Small area population estimates (2020), ONS.

- ➤ 23rd highest ward population in Swansea, but 13th most densely populated (2020)
- ➤ Relatively low percentage of people aged under 24 (especially 16-24) and higher proportions aged over 45 than the Swansea average
- ➤ Lower birth and death rates than Swansea averages (2020)
- ➤ Smaller proportion of people born in Wales
- ➤ Large proportion of people with higher level qualifications and older (aged 65+) person/family households.

Births & Deaths	Oystermouth	Swansea
Births (2020)	18	2,033
Birth Rate	4.5	8.2
Deaths (2020)	46	3,009
Death Rate	11.5	12.2

Source: 2020 statistics and population estimates, ONS.
Note: Birth and death rates expressed per '000 population.

2011 Census Data

Population Characteristics	Oystermouth	Oystermouth %	Swansea %
People: born in Wales	2,815	67.7	77.7
born outside UK	272	6.5	7.2
in non-white ethnic groups	123	3.0	6.0
with long-term health problem or disability	857	20.6	23.3
with no qualifications (aged 16+)	432	12.1	23.9
with higher level qualifications (aged 16+)	1,778	49.7	25.8
able to speak Welsh (aged 3+)	416	10.3	11.4

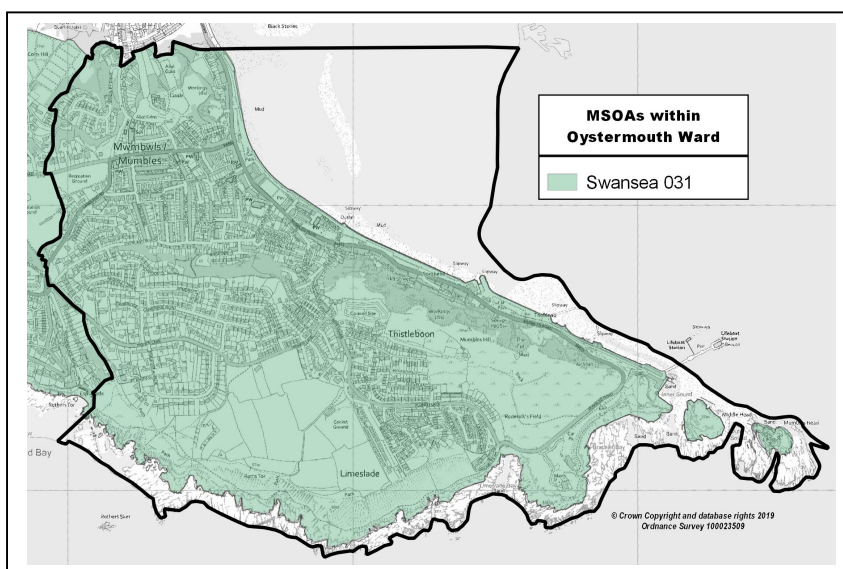| Household Composition	Oystermouth	Oystermouth %	Swansea %
Total households / (Average Household Size)	**1,975**	(2.1)	(2.3)
Household type: *One person:* Age 65+	340	17.2	13.4
Other	375	19.0	19.9
One family only: All aged 65+	245	12.4	8.7
Married or Same-Sex Civil Partnership Couple	612	31.0	30.4
Cohabiting Couple	138	7.0	8.6
Lone Parent	148	7.5	11.7
Other Household Types	117	5.9	7.3

Source: 2011 Census, ONS.

ABOUT THE WARD

Oystermouth is located at the most southerly point of Swansea's south-western suburban development. The ward 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.

SOCIO-ECONOMIC DATA

➢ Estimates of average net annual household income for Oystermouth are available via ONS model-based estimates at MSOA (Middle Super Output Area) level for 2015/16. The figure for Swansea 031, the MSOA which most closely aligns to the ward (see map adjacent), is £30,300; the 4th highest (of 31 MSOAs) in Swansea and 13% above the Swansea median of £26,900.

➢ NS-SeC data (socio-economic position based on occupation) for the ward indicates a higher than average level of managerial and professionals (NS-SeC classes 1-2) and lower proportions of routine and manual occupations (NS-SeC classes 5-7).

Socio-economic classification (NS-SeC)	Oystermouth	Oystermouth %	Swansea %
All usual residents aged 16-74	*3,037*	*100*	*100*
1-2. Higher managerial, administrative & professional	1,485	48.9	27.5
3-4. Intermediate occupations	682	22.5	20.3
5-7. Routine and manual occupations	547	18.0	33.9
8. Never worked and long-term unemployed	62	2.0	5.2
Not classified (full-time students)	261	8.6	13.1

Source: NS-SeC – 'National Statistics Socio-economic Classification' (three-class version). 2011 Census, ONS.

HOUSING STATISTICS

Accommodation Type and Tenure

Household Accommodation Type	Oystermouth	Oystermouth %	Swansea %
All household spaces (incl. vacant/second homes)	**2,323**	100	100
Detached	729	31.4	23.2
Semi-detached	474	20.4	33.3
Terraced (incl. end terrace)	796	34.3	26.4
Flat, maisonette or apartment	319	13.7	16.7
Caravan or other mobile/temporary	5	0.2	0.4

Household Tenure	Oystermouth	Oystermouth %	Swansea %
All households	**1,975**	100	100
Households: Owned: outright	909	46.0	33.4
Owned with a mortgage or loan	621	31.4	30.6
Households: Rented: Social Rented; from Council	4	0.2	12.7
Social Rented; Other (incl. RSL/HA)	29	1.5	6.5
Private Rented (total)	367	18.6	14.7
Other (incl. Shared Ownership, Living Rent Free)	45	2.3	2.0

Source: 2011 Census, ONS.

Average house price (by type), 2019-20

Ward \ Type:	Detached	Semi-det.	Terraced	Flat / mais.	All types
Oystermouth	£434,995	£254,000	£251,000	n/a	**£285,000**
Change on year	+£9,995	-£11,000	+£13,500	n/a	**+£1,250**
Change %	(+2.4)	(-4.2)	(+5.7)	n/a	**(+0.4)**
Swansea average	£255,000	£152,000	£118,250	£120,000	**£155,000**
%-change (annual)	+4.1% (+£10,005)	+2.0% (+£3,005)	+4.2% (+£4,750)	+0.0% (+£0)	**+4.0%** (+£6,000)

Source: House Price Statistics for Small Areas (HPSSAs), ONS. Note: £ figures are the median price paid by property type (where available) for year ending June 2020, calculated using Land Registry data.
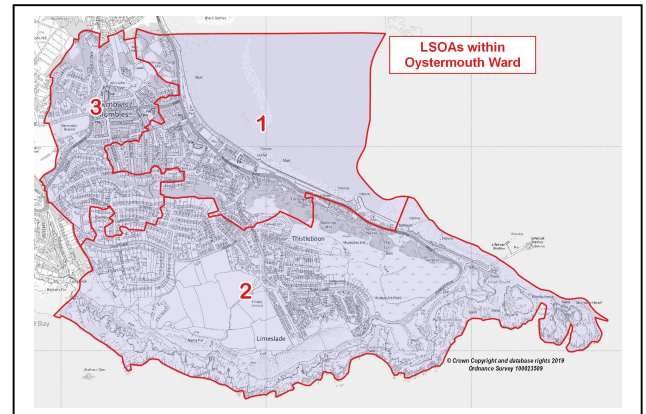
Dwelling Stock by Council Tax Band, March 2020

Council Tax Band:	A	B	C	D	E	F	G	H	I	Total
Oystermouth	70	100	130	420	630	480	300	90	70	**2,290**
Oystermouth %	3.1	4.4	5.7	18.3	27.5	21.0	13.1	3.9	3.1	100
Swansea %	15.1	25.0	21.6	15.0	11.4	7.1	3.4	1.0	0.5	100

Source: Valuation Office Agency (VOA) administrative database. [Note: aggregated, rounded Lower Super Output Area (LSOA) data]

WELSH INDEX OF MULTIPLE DEPRIVATION

➢ WIMD 2019 based on Lower Super Output Area (LSOA) geography – Oystermouth consists of three LSOAs.

➢ Oystermouth 1 ranked most deprived in overall index (116th of 148 in Swansea, 1719th of 1,909 in Wales), with Oystermouth 3 ranking as the least deprived of the area's LSOAs (136 in Swansea, 1826 in Wales).

➢ In the individual domains, Oystermouth 2 (the southernmost LSOA in the ward) ranks relatively highly in the access to services domain (840 in Wales).

LSOAs within Oystermouth Ward

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➢ Oystermouth 1 and 3 are ranked relatively highly in the housing domain (both in the fourth decile in Wales).

LSOA	Overall index		Domains: Income		Employment		Health		Education		Access to Services		Housing		Community Safety		Physical Environment	
Oys 1	116	1719	103	1522	123	1608	131	1706	120	1721	136	1803	39	618	89	1224	87	1349
Oys 2	124	1760	132	1764	117	1551	136	1794	137	1826	49	840	117	1616	99	1323	137	1757
Oys 3	136	1826	127	1739	139	1772	147	1879	142	1855	148	1902	46	732	69	951	111	1553

Source: WIMD 2019 (published November 2019), Welsh Government. Note: LSOAs ranked **1-148** (Swansea), **1-1909** (Wales).

ECONOMIC ACTIVITY, LABOUR MARKET AND BENEFIT STATISTICS

Economic Activity (people aged 16-74)	Oystermouth	Oystermouth %	Swansea %
Economically Active	*2,032*	*66.9*	*63.0*
Employees: Part-time and Full-time	1,479	48.7	47.9
Self-employed	388	12.8	6.6
Unemployed	84	2.8	3.9
Economically Inactive	*1,005*	*33.1*	*37.0*
Retired	629	20.7	15.6
Looking after Home or Family	89	2.9	3.7
Long-term Sick or Disabled	67	2.2	6.9
Other	35	1.2	2.1
Students *(economically active and inactive)*	266	8.8	13.3

Source: 2011 Census, ONS.

Benefit claimants (selected, as at August 2020)	Oystermouth	Est. Rate %	Swansea %
Claimant Count unemployment (JSA/UC)	100	4.4	6.0
Universal Credit (total claimants)	167	7.2	13.9
Incapacity Benefits (ESA and IB/SDA)	50	2.2	6.9
Disability-related benefits (PIP, DLA and AA)	324	8.0	12.5
Pension Credit (PC)	60	5.0	14.7

Source: Department for Work & Pensions and ONS.

Note: Claimant Count unemployment includes Jobseeker's Allowance (JSA) claimants plus Universal Credit (UC) claimants who are required to seek work. ESA = Employment Support Allowance; IB/SDA = Incapacity Benefit / Severe Disablement Allowance; PIP = Personal Independence Payment; DLA = Disability Living Allowance; AA = Attendance Allowance. Estimated rates shown as % of population aged 16-64, except disability benefits (all people) and PC (aged 65+). Universal Credit is replacing six means-tested benefits and tax credits (known as legacy benefits): Income-based JSA; Income-related ESA; Income Support; Working Tax Credit; Child Tax Credit; Housing Benefit. Further statistical information on UC and other benefits is available.