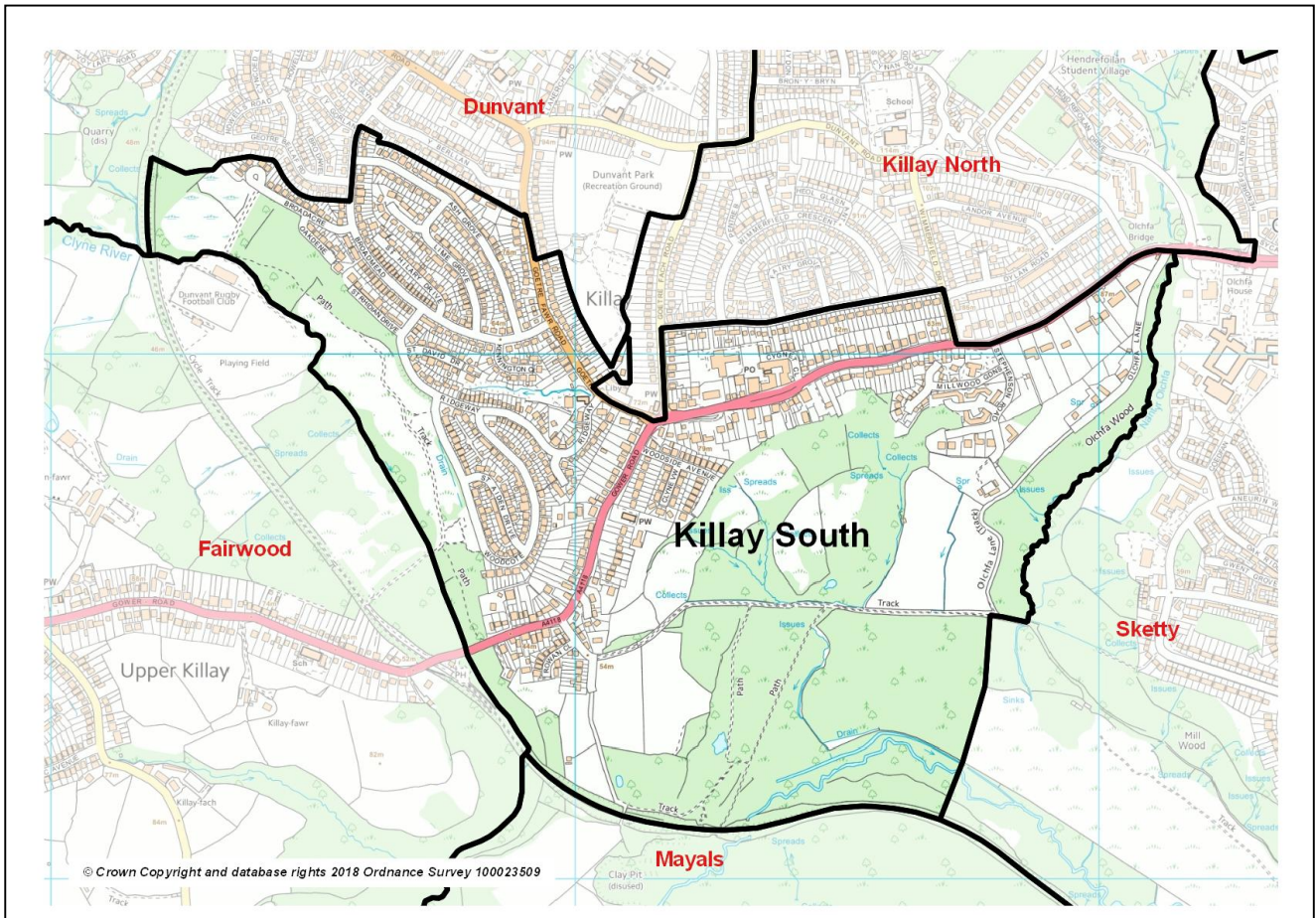


## KILLAY SOUTH WARD PROFILE

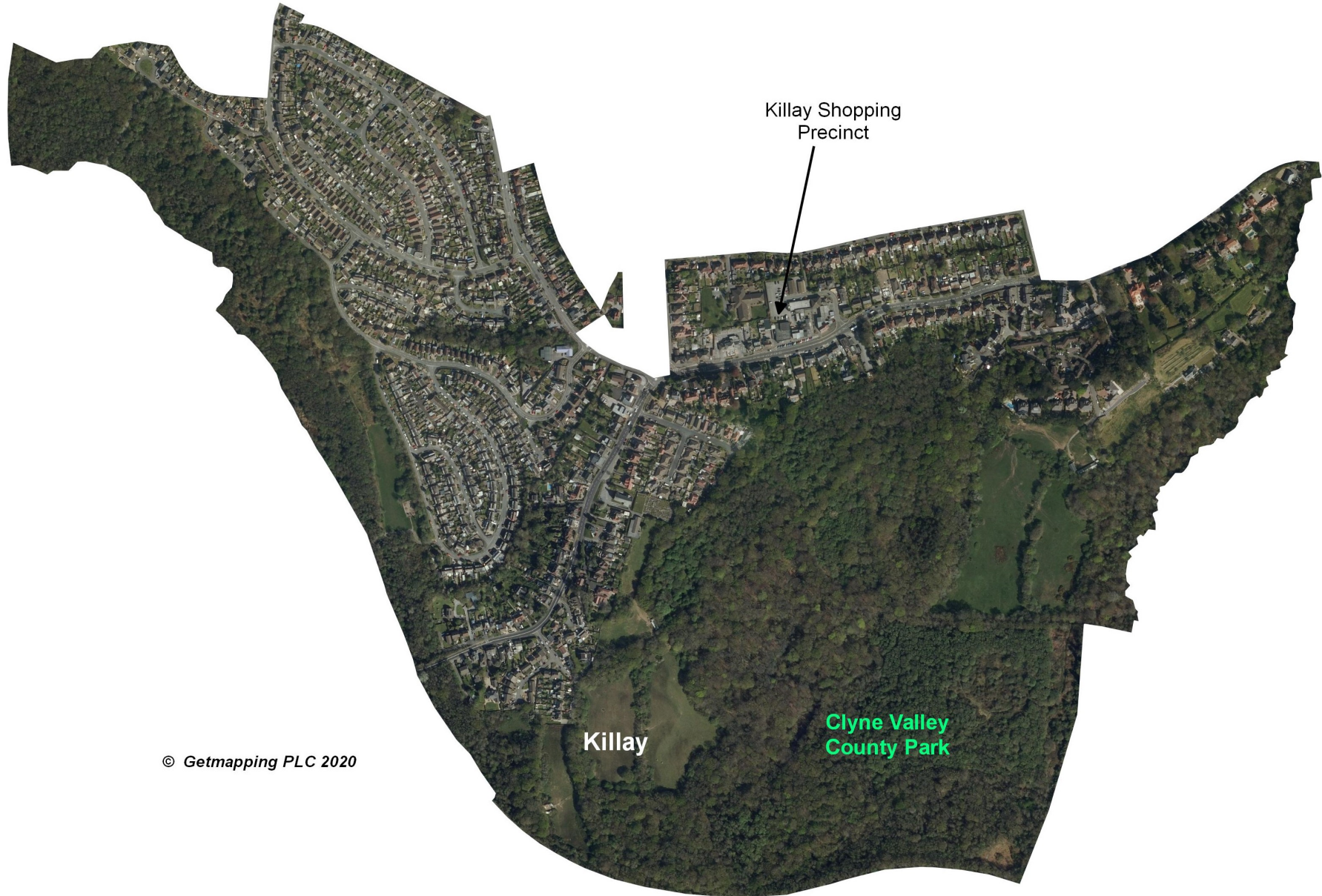
Information, Research & GIS (Strategic Delivery Unit), April 2022

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.



- **Population: 2,200** (source: mid-2020 estimates, rounded - Office for National Statistics / ONS)
- **Location:** Approximately 5 kilometres west of Swansea city centre
- **Neighbouring Wards:** Killay North, Sketty, Mayals, Fairwood, Dunvant
- **Constituency area (Welsh Government / UK Parliament):** Swansea West
- **Area:** 129 hectares / 1.29 km<sup>2</sup> (ONS, 2020)
- **Population Density (2020):** 1,707 people per km<sup>2</sup>
- **Population Change (2015 to 2020):** 0 / -1% (ONS estimates, rounded)
- **Employment:** 500 (ONS workplace estimate, 2020). Major employers: Killay shopping precinct businesses.



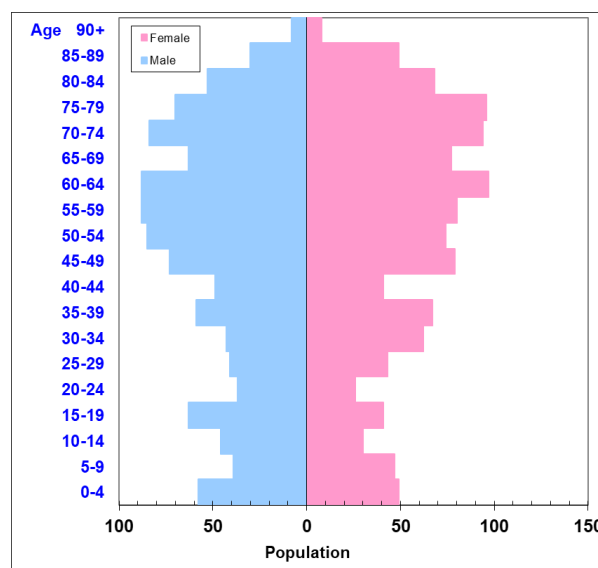
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## POPULATION STATISTICS

### Mid-2020 population estimates

Population	Killay South		Swansea
	Total	%	%
<b>Aged: 0-4</b>	107	4.9	4.9
5-15	184	8.3	12.0
16-24	145	6.6	13.6
25-44	405	18.4	25.3
45-64	664	30.1	24.4
65-74	318	14.4	10.5
75+	382	17.3	9.3
<b>Total</b>	<b>2,205</b>	100	100
Male	1,077	48.8	49.8
Female	1,128	51.2	50.2

- 2<sup>nd</sup> lowest ward population in Swansea, but 16<sup>th</sup> most densely populated (2020)
- Lower percentage of people aged 16-44
- Higher proportion of people aged over 45
- Birth and death rates both lower than the Swansea averages (2020)
- Above average percentage of people with higher level qualifications, and pensioner and older person/family households.



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

Births & Deaths	Killay South	Swansea
Births (2020)	16	2,033
Birth Rate	7.3	8.2
Deaths (2020)	22	3,009
Death Rate	10.0	12.2

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

### 2011 Census Data

Population Characteristics	Killay South	Killay South %	Swansea %
<b>People:</b> born in Wales	1,740	77.7	77.7
born outside UK	117	5.2	7.2
in non-white ethnic groups	81	3.6	6.0
with long-term health problem or disability	575	25.7	23.3
with no qualifications (aged 16+)	392	20.0	23.9
with higher level qualifications (aged 16+)	595	30.4	25.8
able to speak Welsh (aged 3+)	148	6.8	11.4

Household Composition	Killay South	Killay South %	Swansea %
<b>Total households</b> / (Average Household Size)	<b>1,056</b>	(2.1)	(2.3)
<b>Household type:</b> One person: Age 65+	202	19.1	13.4
Other	154	14.6	19.9
<b>One family only:</b> All aged 65+	172	16.3	8.7
Married or Same-Sex Civil Partnership Couple	340	32.2	30.4
Cohabiting Couple	71	6.7	8.6
Lone Parent	75	7.1	11.7
<b>Other Household Types</b>	42	4.0	7.3

Source: 2011 Census, ONS.

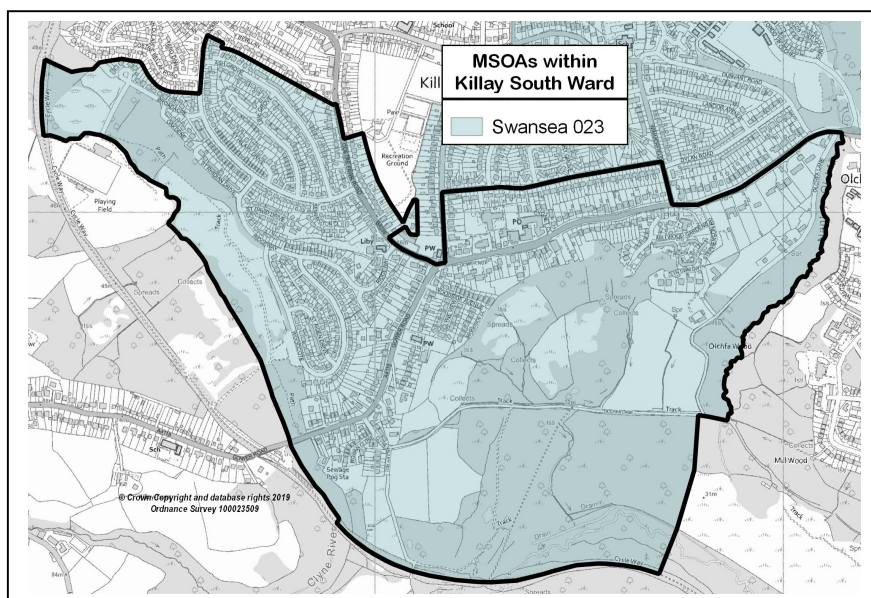
## ABOUT THE WARD

Killay is one of a string of Victorian hamlets on Gower Road that rapidly began to grow in size during the early 1900s and was subsequently absorbed by the western expansion of urban Swansea. Killay has developed as an attractive residential suburb.

Along the southern side of Gower Road at the eastern end of Killay South Ward are located some of Swansea's finest large detached family homes built during the early 1900s. Frontage development along Gower Road and Goetre Fawr Road gained momentum in the inter war years. However the greatest level of development in this residential area occurred during the 1960s, with the creation of the Broadmead estate. Smaller private schemes were completed during the 1980s and 1990s at Woodside Avenue and Rowan Close. The majority of housing now is semi-detached and owner occupied.

## SOCIO-ECONOMIC DATA

- Estimates of average net annual household income for Killay South are available via ONS model-based estimates at MSOA (Middle Super Output Area) level for 2015/16. The figure for Swansea 023, the MSOA which most closely aligns to the ward (see map adjacent), is £32,200; the 3<sup>rd</sup> highest (of 31 MSOAs) in Swansea and 20% 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)	Killay South	Killay South %	Swansea %
All usual residents aged 16-74	1,627	100	100
1-2. Higher managerial, administrative & professional	626	38.5	27.5
3-4. Intermediate occupations	421	25.9	20.3
5-7. Routine and manual occupations	422	25.9	33.9
8. Never worked and long-term unemployed	39	2.4	5.2
Not classified (full-time students)	119	7.3	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	Killay South	Killay South %	Swansea %
<b>All household spaces</b> (incl. vacant/second homes)	<b>1,113</b>	100	100
Detached	304	27.3	23.2
Semi-detached	678	60.9	33.3
Terraced (incl. end terrace)	36	3.2	26.4
Flat, maisonette or apartment	95	8.5	16.7
Caravan or other mobile/temporary	0	0.0	0.4

Household Tenure	Killay South	Killay South %	Swansea %
<b>All households</b>	<b>1,056</b>	100	100
<b>Households: Owned:</b> outright	544	51.5	33.4
Owned with a mortgage or loan	351	33.2	30.6
<b>Households: Rented:</b> Social Rented; from Council	0	0.0	12.7
Social Rented; Other (incl. RSL/HA)	64	6.1	6.5
Private Rented (total)	82	7.8	14.7
Other (incl. Shared Ownership, Living Rent Free)	15	1.4	2.0

Source: 2011 Census, ONS.

### Average house price (by type), 2019-20

Ward \ Type:	Detached	Semi-det.	Terraced	Flat / mais.	All types
<b>Killay South</b>	n/a	£165,000	£151,000	n/a	<b>£165,000</b>
Change on year	n/a	-£3,750	n/a	n/a	<b>-£10,000</b>
Change %	n/a	(-2.2)	n/a	n/a	<b>(-5.7)</b>
<b>Swansea average</b>	<b>£255,000</b>	<b>£152,000</b>	<b>£118,250</b>	<b>£120,000</b>	<b>£155,000</b>
<b>%-change (annual)</b>	<b>+4.1% (+£10,005)</b>	<b>+2.0% (+£3,005)</b>	<b>+4.2% (+£4,750)</b>	<b>+0.0% (+£0)</b>	<b>+4.0% (+£6,000)</b>

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.

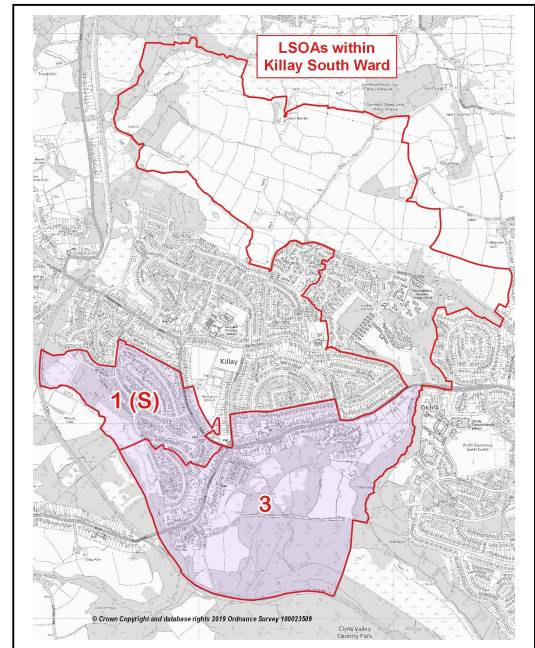
### Dwelling Stock by Council Tax Band, March 2020

Council Tax Band:	A	B	C	D	E	F	G	H	I	Total
<b>Killay North &amp; South</b>	0	40	270	740	880	300	50	30	20	<b>2,310</b>
Killay N & S %	0.0	1.7	11.7	32.0	38.1	13.0	2.2	1.3	0.9	100
<b>Swansea %</b>	<b>15.1</b>	<b>25.0</b>	<b>21.6</b>	<b>15.0</b>	<b>11.4</b>	<b>7.1</b>	<b>3.4</b>	<b>1.0</b>	<b>0.5</b>	<b>100</b>

Source: Valuation Office Agency (VOA) administrative database. [Note: aggregated, rounded Lower Super Output Area (LSOA) data]. Note: Due to the use of aggregate LSOA data, figures are not available for the individual Killay wards.

## WELSH INDEX OF MULTIPLE DEPRIVATION

- WIMD 2019 based on Lower Super Output Area (LSOA) geography – Killay South ward consists of two LSOAs (one whole, one part LSOA).
- Killay 3 (created by combining the Killay North 1 and Killay South 2 LSOAs) is ranked 142<sup>nd</sup> in Swansea and 1,885<sup>th</sup> in Wales, reflecting low levels of relative deprivation.
- Killay South 1 is the more deprived of the two LSOAs in the ward, ranking 123 in Swansea (out of 148) and 1,757 in Wales (of 1,909).
- In relative terms, the highest deprivation ranking in Killay South 1 is recorded in the education domain, although no domain ranking for either LSOA is close to the 50% most deprived in Wales.



LSOA	Overall index		Domains: Income		Employment		Health		Education		Access to Services		Housing		Community Safety		Physical Environment	
	Swansea	Wales	Swansea	Wales	Swansea	Wales	Swansea	Wales	Swansea	Wales	Swansea	Wales	Swansea	Wales	Swansea	Wales		
KS 1	123	1757	100	1508	115	1504	113	1559	100	1449	145	1873	114	1605	134	1754	130	1707
Kil 3	142	1885	137	1784	141	1806	128	1677	129	1787	129	1741	128	1710	131	1741	103	1482

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)	Killay South	Killay South %	Swansea %
<b>Economically Active</b>	<b>1,047</b>	<b>64.4</b>	<b>63.0</b>
Employees: Part-time and Full-time	823	50.6	47.9
Self-employed	142	8.7	6.6
Unemployed	33	2.0	3.9
<b>Economically Inactive</b>	<b>580</b>	<b>35.6</b>	<b>37.0</b>
Retired	373	22.9	15.6
Looking after Home or Family	47	2.9	3.7
Long-term Sick or Disabled	68	4.2	6.9
Other	21	1.3	2.1
Students (economically active and inactive)	120	7.4	13.3

Source: 2011 Census, ONS.

Benefit claimants (selected, as at August 2020)	Killay South	Est. Rate %	Swansea %
Claimant Count unemployment (JSA/UC)	35	2.8	6.0
Universal Credit (total claimants) *	147	4.8	13.9
Incapacity Benefits (ESA and IB/SDA)	47	3.9	6.9
Disability-related benefits (PIP, DLA and AA) *	453	9.0	12.5
Pension Credit (PC)	60	8.6	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.

\* Due to the use of aggregate LSOA data, total and est. rate figures for these benefit types represent Killay South and North combined.

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