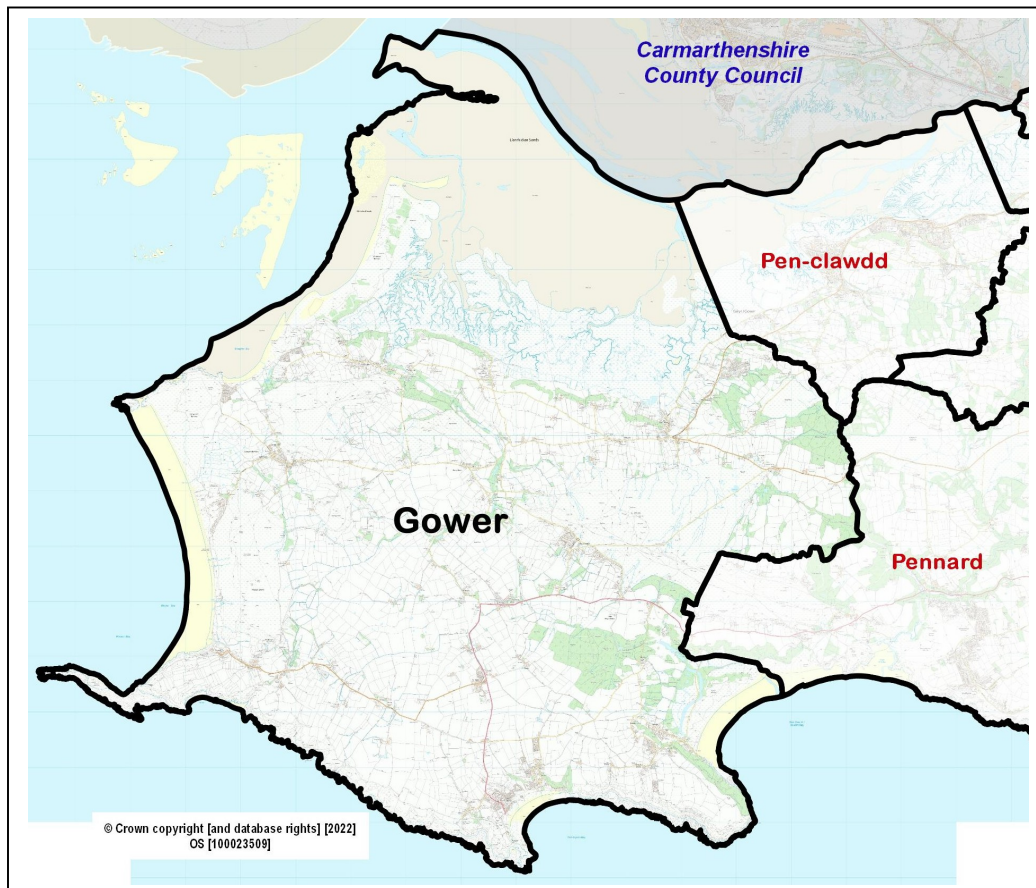## GOWER WARD PROFILE: July 2023

Mae'r ddogfen hefyd ar gael yn Gymraeg / This document is also available in Welsh

> **Councillors** (Electoral vote, May 2022): Richard Lewis (Independent – 719).
> *Turnout = 50%. Electorate: 2,575*

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OS [100023509]

➢ **Location**: The most westerly ward in Swansea, and part of the Gower Peninsula. In 1956, Gower was designated the first Area of Outstanding Natural Beauty (AONB) in the UK for its outstanding landscape and coastline.

➢ **Adjacent Wards**: Pen-clawdd, Pennard.

➢ **Electoral Ward Review 2022**: Changed – part of the former Gower electoral ward has now become part of the new Pennard electoral ward.

➢ **Constituency Area** (Welsh Government / UK Parliament): Gower.

➢ **Population** (Office for National Statistics rounded estimate, 2021 Census): 2,900.

➢ **Area**: 93.8 sq. km. **Population Density**: 31 people per sq. km (ONS, 2021)

➢ **Employment** (former ward, ONS workplace estimate, 2021): 1,000. Major employers: tourism, agriculture and Swansea Council (primary schools).

Ward features, facilities and localities:

Weobley Castle

Llanrhidian Primary

Llanmadoc

Llanrhidian

Arthur's Stone

Llangennith

Knelston Primary

Rhossili

Worms Head

Oxwich

Port Eynon

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ABOUT THE WARD

The Gower ward forms the more remote western part of the Gower Peninsula. Until the second half of the 20th century it was largely made up of scattered small farming communities, each with their own distinct character. Suburbanisation has seen the expansion of some of these villages, although the strict planning regulations of the Gower AONB have restrained housing development. Many of the settlements have retained their historic core and are designated as Conservation Areas.
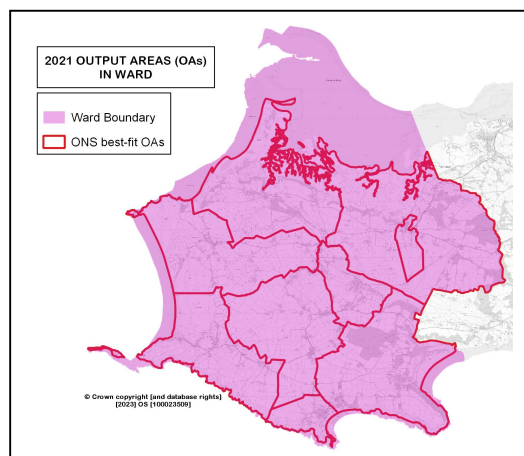
Due to the beautiful natural environment and restricted number of homes available, house prices in the area tend to be very high. Modern detached dwellings and converted character homes make up the majority of the upper end of the housing market.

The area is renowned for its scenic quality, particularly the coastline and prominent open hills, its sea and coastal views. Gower is extremely important for coastal recreation and tourism, including camping, surfing, sailing, swimming and walking on the coast and uplands.

POPULATION AND HOUSEHOLD STATISTICS

Population estimates (2021 Census)

Population	Gower		Swansea
	Total	%	%
Aged: 0-4	72	2.5	4.8
5-15	324	11.0	12.2
16-24	229	7.8	13.0
25-44	397	13.5	24.2
45-64	950	32.4	25.3
65-74	518	17.6	10.8
75+	445	15.2	9.7
Total	**2,935**	**100**	**100**
Female	1,495	50.9	50.7
Male	1,440	49.1	49.3

2021 OUTPUT AREAS (OAs) IN WARD

Ward Boundary
ONS best-fit OAs

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Source: 2021 Census, ONS (Table RM121).

Note: Ward statistics relate to the best-fit Census Output Areas (OAs) shown on the map above.

Summary

➢ 5th smallest ward population in Swansea, and lowest population density (2021).

➢ Lower proportions of young children (aged 0-4) and people aged 16-44 years.

➢ Higher percentage of people aged 45 and over.

➢ Higher proportion of people born in the UK, in good health and with higher level qualifications.

➢ High percentage of older and married or civil partnership couple households.

➢ High percentage of detached accommodation and owned outright housing tenure.

➢ Proportion of adults who are retired or self-employed above Swansea average.

Population characteristics

People:	Gower	%	Swansea %
born in the UK	2,803	95.6	90.6
born outside UK	128	4.4	9.4
in non-white ethnic group	39	1.3	8.6
able to speak Welsh (aged 3+)	276	9.6	11.2
in good health	2,451	83.6	78.7
disabled under the Equality Act	519	17.7	22.4
with Level 4+ qualifications (aged 16+)	1,198	47.3	32.8
with no qualifications (aged 16+)	344	13.6	18.9

Source: 2021 Census, ONS (Tables TS004, TS021, TS033, TS037, TS038, TS067).

Household composition

	Gower	%	Swansea %
Total households / (Average Household Size)	**1,234**	(2.34)	(2.22)
Composition: *One person:* Age 66+	195	15.8	14.5
Other	128	10.4	19.9
Single family household: All aged 66+	235	19.0	9.5
Married or civil partnership couple	425	34.4	26.8
Cohabiting couple family	84	6.8	10.4
Lone parent family	76	6.2	12.6
Other single family household	5	0.4	0.7
Other household types	86	7.0	5.6

Source: 2021 Census, ONS (Table TS003).

HOUSING: *Type and Tenure*

Household accommodation type	Gower	%	Swansea %
Detached	893	72.5	24.0
Semi-detached	245	19.9	34.5
Terraced (incl. end terrace)	43	3.5	25.4
Flat, maisonette or apartment	33	2.7	15.9
Caravan or other mobile/temporary	17	1.4	0.2

Tenure	Gower	%	Swansea %
Households: Owned: Outright	736	59.8	35.4
Owned with a mortgage or loan	303	24.6	26.9
Households: Rented: Social rented; from Council	42	3.4	11.7
Social rented; Other (incl. Housing Association)	28	2.3	7.4
Private rented	112	9.1	18.0
Other (incl. Shared ownership, Living rent free)	10	0.8	0.6

Source: 2021 Census, ONS (Tables TS044, TS054).

ECONOMIC ACTIVITY

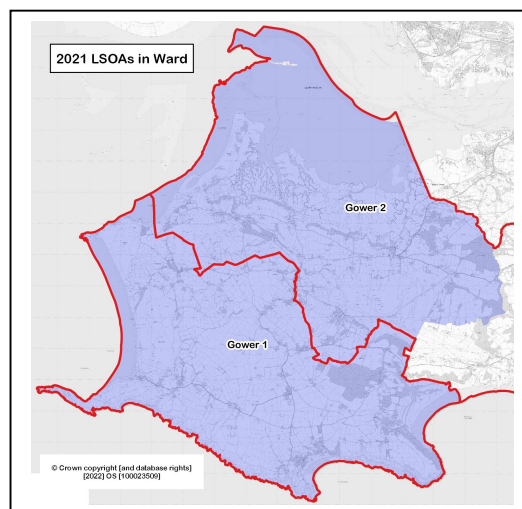| People aged 16 and over:	Gower	%	Swansea %
Economically Active	**1,356**	**53.5**	**54.3**
Employees: Part-time and Full-time	883	34.8	42.2
Self-employed	391	15.4	6.4
Unemployed	40	1.6	2.5
Economically active student	42	1.7	3.3
Economically Inactive	**1,178**	**46.5**	**45.7**
Retired	904	35.7	23.9
Student	107	4.2	8.4
Looking after home or family	73	2.9	4.2
Long-term sick or disabled	46	1.8	6.3
Other	48	1.9	2.9

Source: 2021 Census, ONS (Table TS066).

WELSH INDEX OF MULTIPLE DEPRIVATION (WIMD)

➢ WIMD 2019 based on Lower Super Output Area (LSOA) geography – in this profile, the area consists of two LSOAs.

Highest index and domain rankings (Wales):

➢ Gower 1 – Access to services (1st decile).

➢ Gower 2 – Access to services (2nd decile).

LSOA	Overall index		Domains: Income		Employment		Health		Education		Access to Services		Housing		Community Safety		Physical Environment	
Gow1	96	1513	135	1771	135	1745	137	1800	112	1628	1	113	52	827	137	1790	135	1741
Gow2	107	1611	130	1754	130	1688	135	1755	135	1820	3	217	69	1117	132	1744	119	1632

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

Note: The content in this profile will be developed as further ward data becomes available.