

Ward Profile for East Cliff & Springbourne



East Cliff

Your Community Leadership Team



Councillor
Anne Filer



Councillor
Michael Filer



Councillor
David Kelsey



Service Director
Mike Holmes



Executive Director
Judith Geddes

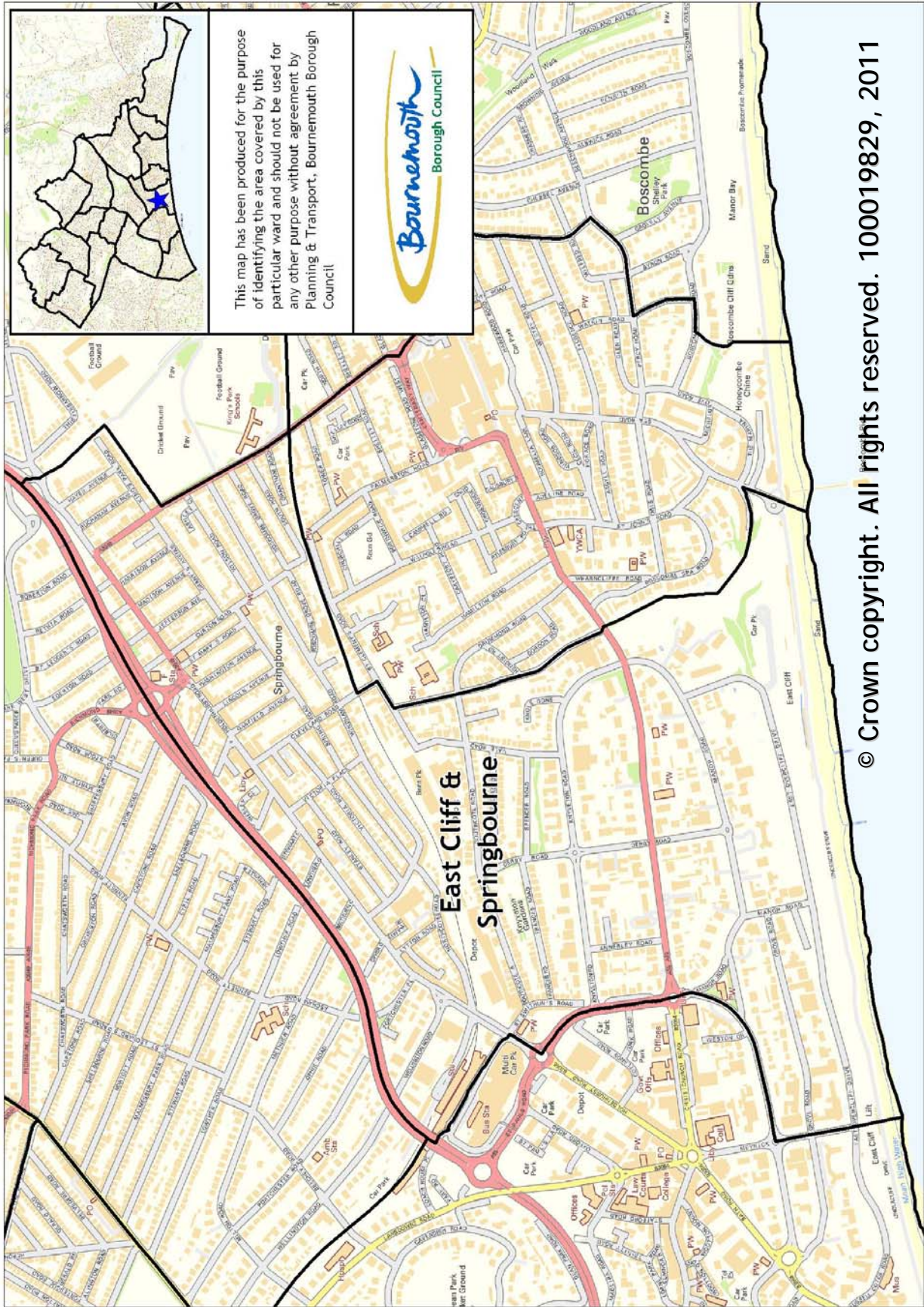
Your Community Leadership Team is made up of three locally elected Councillors who are committed to improving the outcomes for people and places within this ward. Assisting them in this is Mike Holmes, Service Director, Planning & Transport, and Judith Geddes the Executive Director responsible for East Bournemouth.

Population

The ward has a resident population of 10,061 in 4,701 households, with an average household size of just over two people. The latest estimate of the ward's population, based on the 2009 mid year estimate, is 10,990. A total of 7,380 people (67.2%) are of working age.

The largest ethnic grouping in this ward is the 'White-Other' ethnic group accounting for 5% of the population. The area also has a larger proportion of the 18-44 year olds but a smaller proportion of 45-64 year olds than the borough as a whole.

As at April 2011, ward unemployment stood at 5.1%. The equivalent figure for Bournemouth was 3.4% and the UK 3.8%.



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Environment

East Cliff and Springbourne ward borders the sea. The East Cliff part of the ward, south of the railway line, is made up of flat developments and the majority is part of the East Cliff Conservation Area. To the north of the railway line it is primarily semi-detached housing with pockets of terraces. The area immediately either side of the railway line is characterised by employment development. Boscombe Chine Gardens holds a Green Flag award.

Community resources

The area is served by the Springbourne Forum, for residents to raise issues, concerns or questions, and there is also a strong East Cliff Residents Association.

The Bourne Spring Centre provides community facilities at the old St Mary’s Church and the local library also has a Community Room run by the Bourne Spring Trust.

Other community facilities in the area include the Boscombe Children’s Centre and Neighbourhood Nursery, Knyveton Gardens and Boscombe Chine Gardens, one of the boroughs Green Flag parks.

Schools and childcare providers in this ward include:

	Number of childminders	Number of OFSTED registered places
Childminders	8	40
	Time of year open	Maximum number of children
Breakfast Club		
Bethany Breakfast Club	Term Time	30
Day Nurseries		
Kinderworld Bournemouth Day Nursery	All Year	55
Little Pines Day Nursery	All Year	22
Sequal Childcare Neighbourhood Nursery at Boscombe	All Year	48

Springbourne Library, Holdenhurst Road, Bournemouth Tel: 397115

Library web address:

<http://www.bournemouth.gov.uk/Residents/Libraries/Info/springbourne2.asp>

For library events visit:

http://www.bournemouth.gov.uk/Residents/Libraries/Whats_New/Regular_Events.asp

The Bournemouth Community Information database, P.I.E.R. (Public Information Electronic Resource) contains details of over 500 local clubs, societies and organisations in the Bournemouth area covering a large subject area. The Bournemouth Libraries catalogue is also available for you to renew or reserve items. <http://www.bournemouthlibraries.org.uk:8080/inform/cgi/Search.cgi>

Housing

There are a significant proportion of households in privately rented accommodation although the majority of households are owner-occupiers. The major property type is flats, both purpose built and converted. There is a larger proportion of lone parents than in England and Wales but a smaller proportion of dependent children.

At the time of the 2001 Census there were 5,396 household spaces in the ward. 3,424 were flats, 1852 were houses and 120 others. Nine years later in 2010, the total number had grown 6,340 household spaces, an increase of 17.5%, of which 4,439 were flats, 1,904 were houses and bungalows.

The number of people living in overcrowded conditions is more than double that of England and Wales.

Health inequalities

The life expectancy at Birth in 2003 for East Cliff and Springbourne ward males is 73.5 years and for females 79.9 years. Comparisons show that for males the Bournemouth and national figure is 76.1 years, while for women the Bournemouth figure is 81.5 years and the national figure is 80.7 years.

Deprivation

The 2010 English Index of Multiple Deprivation was reported at LSOA's (Lower Layer Super Output Areas). This is another ward which contains a wide range of LSOA ranks, from 1, 968th nationally or fourth locally (East Cliff North) to 13,626th nationally or 56th locally (East Cliff South).

For the domains, the LSOAs within the ward rank relatively highly for the education, skills and training domain; otherwise the ranks mirror the overall rankings.

Using tax credit data 33% of children in this ward are classified as living in poverty compared with 21% within the borough and England.

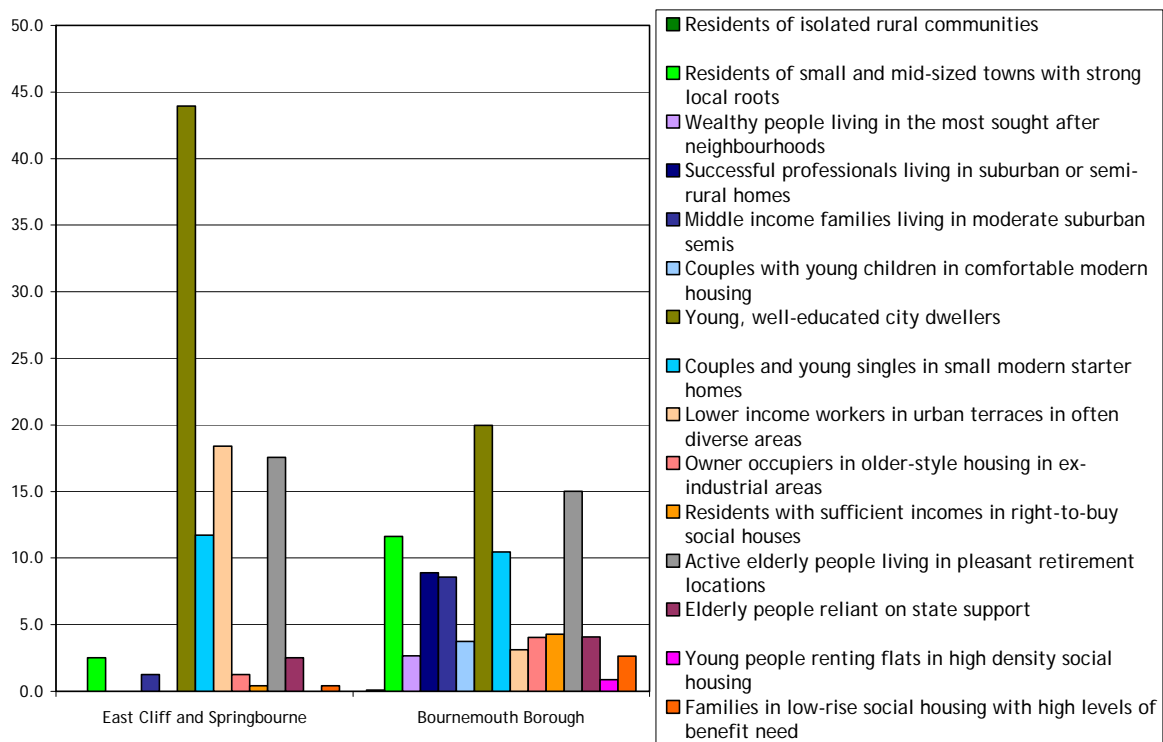
Mosaic Public Sector classification

Using data from a wide range of public and private sources, Experian has developed Mosaic Public Sector. It is a lifestyle classification and when linked to specific data sources from health, education, criminal justice, local and central government can give an insight into citizen's requirements of these services. Additionally, it provides a 'common currency' that enables the same citizen to be viewed in the same way by all public bodies, thereby assisting joined-up government and partnership working.

Using this data Experian classify every unit postcode by fifteen lifestyle groups and sixty-nine lifestyle types. Each of the groups and types has a description, the aim of which is to give an image of the area.

Almost 44% of postcodes are classified as 'young, well-educated city dwellers' (Group G), double the borough-wide proportion, 18.4% as 'lower income workers in urban terraces in often diverse areas' (Group I) and 17.6% as 'active elderly people living in pleasant retirement locations' (Group L), just above the borough-wide figure. Ten of the fifteen groups are represented in the borough.

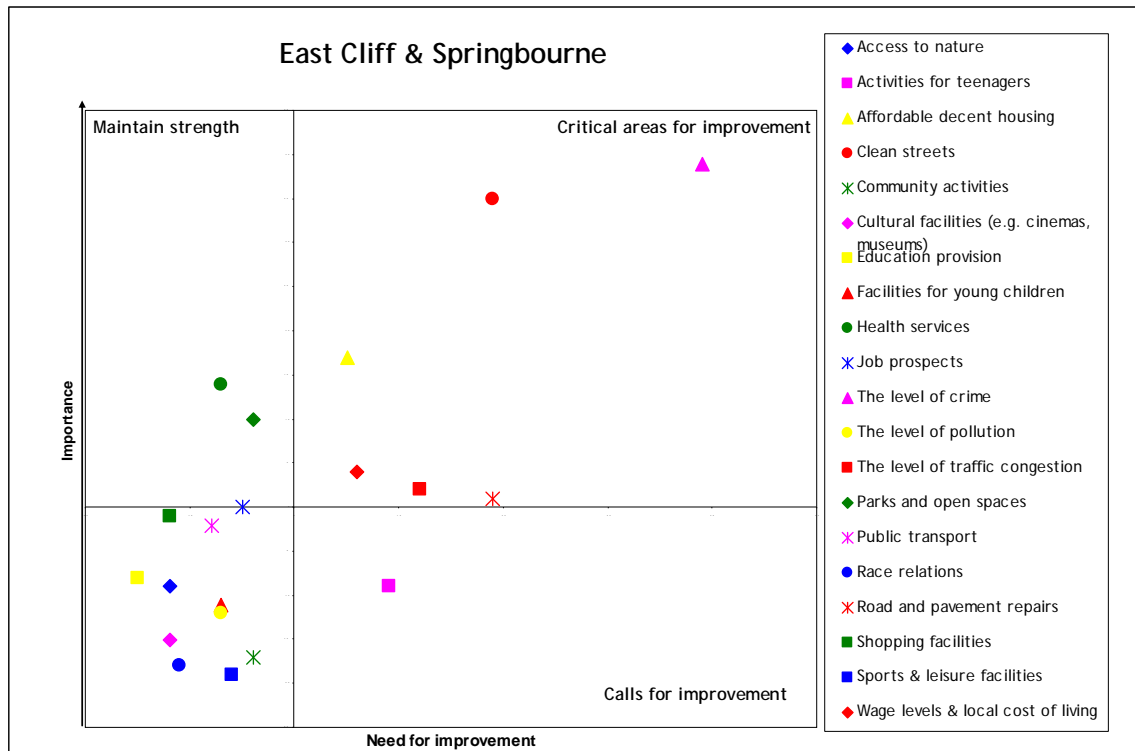
Comparison between East Cliff and Springbourne and Bournemouth Borough Mosaic Public Sector Groups



Transport

Around a third of households do not have a car and a much smaller proportion have two or more cars than in other areas.

The Place Survey 2008



According to the Place Survey 2008 results, residents' four critical areas for improvement overall are *public transport*, *affordable decent housing*, *clean streets* and *level of crime*. East Cliff & Springbourne Ward residents agree with these improvement priorities with the following exception:

- *Public transport* - this is not a key priority for East Cliff & Springbourne Ward residents.

East Cliff & Springbourne Ward residents have an additional priority for improvement: *wage levels & local cost of living*.

The level of traffic congestion is also seen as a critical area for improvement by these residents.

East Cliff & Springbourne Ward residents have one more additional priority: *road & pavement repairs*.

Those living in East Cliff & Springbourne (67%) were amongst the least likely to be satisfied with their local area as a place to live. In addition only around three quarters (77%) were satisfied with their home as a place to live.

Only around one in ten (11%) agreed that parents in their local area take enough responsibility for the behaviour of their children.

Fewer than seven in ten (65%) said they believe people from different backgrounds get on well together in their local area.

For further information, please contact:

Research and Information,
Planning and Transport Services,
Bournemouth Borough Council

Tel: 01202 454684

Email: statistics@bournemouth.gov.uk

Website:

<http://www.bournemouth.gov.uk/PeopleLiving/BournemouthStatistics/BournemouthStatistics.aspx>

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