

## Ward Profile for Kinson South



Turbary Common

### Your Community Leadership Team



Councillor  
Beryl Baxter



Councillor  
Ben Grower



Councillor  
Roger Marley



Service Director  
Gary Josey



Jane Portman,  
Executive Director

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 Gary Josey, Service Director, Housing Landlord, and Jane Portman, the Executive Director responsible for North Bournemouth.

### Population

Kinson South has 10,229 residents. The latest estimate of the ward's population, based on the 2009 mid year estimate, is 9,490. The ward has a largely young population with an average age of approximately 38. Just over 57% of the ward's population are of working age.

There is also a larger proportion of lone parents than in other Bournemouth wards. This ward also has the largest proportion of dependent children of all the wards in the town. Around 96.5% of ward residents are 'White-British'.

As at April 2011, ward unemployment stood at 4.2%. The equivalent figure for Bournemouth was 3.4% and the UK 3.8%.



## Environment

The character of the area falls into three categories: the suburban estate development of West Howe, the suburban bungalow development to the west of Ringwood Road; and the commercial and employment development east of Ringwood Road and north of Wallisdown Road. Moore Avenue park holds a Green Flag award.

## Community resources

This ward has a wide range of community facilities. The West Howe area benefits from a Lottery "Fairshare" project, which has seen additional resources going into the area for community projects, including the employment of a Neighbourhood Worker for the area.

The area is also served by the North Bournemouth Children's Centre (for children under 5 and their families), a neighbourhood nursery, Fernheath Play Association, a library, 2 primary schools and 2 Youth Clubs.

Also in the ward is Oakmead College, which is an "Extended School" providing additional facilities for young people and the wider community outside of regular school activities. Fernheath Community Sports Association provides sports activities for young people and adults on Fernheath Playing Field.

The ward is also supported by a Housing Landlord Services led Neighbourhood Inspection programme involving Elected Members, residents, council staff, Police, Fire and voluntary sector agencies. These events are published in advance and take place two or three times per year. As there are a high proportion of council homes in this ward, the 12 individual 'tenants focus groups' are well attended by Kinson South Residents.

## Support and advice

Citizens Advice Bureau offers a drop in assessment at the West Howe Library on a Monday, 10:00 - 12:00. A debt advisor is also available.

## Activities for older people

On Wednesday afternoons, Open Door at the Cornerstone Church, Holloway Avenue is an after lunch club for older people.

Brendon Care runs friendship groups for older people that run in the area including at St Andrews Church in Kinson, providing door to door transport for people interested.

## Leisure and fitness

Oakmead Amateur Boxing Club runs from Duck Lane Playing Fields on Tuesdays, Thursdays and Saturdays.

Bournemouth and West Howe Tours is a local not-for-profit organisation that runs trips away at low prices. Bookings can be made at the West Howe Library on Tuesday mornings from 9-45am until 12-45pm and all trips are DDA compliant.

### Resident led participation

Local residents have formed a social enterprise, West Howe Community Enterprises and run a second hand clothing shop, Inspiring Change, at 32 Cunningham Crescent that also offers a drop in for residents and opportunities to volunteer.

West Howe Community Enterprises also manages <http://westhowe.net> - the area's website and produces a bimonthly newsletter: West Howe Now.

There is a volunteer run community café based in Cunningham Crescent.

The last four years have seen a summer music festival take place at Fernheath Playing fields organised by the "West Howe Festival Committee", a group of local residents.

The area is flanked by areas of Special Scientific Interest: Turbary Common and Kinson Common. It also has a number of open spaces and parks, including Moore Avenue Park which is managed by the Moore Avenue Park Community Group alongside the Council's Parks department.

Elmrise Primary School (299 pupils on role as at January 2011), Heathlands Primary School (224 pupils) and Oakmead College of Technology (1,186 pupils) are within the ward.

Schools and childcare providers in this ward include:

|                                                                 | Number of<br>childminders | Number of<br>OFSTED<br>registered<br>places |
|-----------------------------------------------------------------|---------------------------|---------------------------------------------|
| <b>Childminders</b>                                             | 8                         | 36                                          |
|                                                                 | Time of year<br>open      | Maximum<br>number of<br>children            |
| <b>After School Club</b>                                        |                           |                                             |
| Fernheath After School Club                                     | All Year                  | 70                                          |
| <b>Breakfast Clubs</b>                                          |                           |                                             |
| Elmrise Breakfast Club                                          | Term Time                 | 40                                          |
| Heathlands Breakfast Club                                       | Term Time                 | 25                                          |
| Oakmead College Of Technology<br>Breakfast Club                 | Term Time                 | 140                                         |
| <b>Creches</b>                                                  |                           |                                             |
| Elmrise Early Years Learning Centre                             | Term Time                 | 15                                          |
| Kinson & West Howe Children's Centre<br>@ Sure Start Heathlands | All Year                  | 14                                          |
| <b>Day Nurseries</b>                                            |                           |                                             |
| Giggles 4 Kids Ltd                                              | Term Time                 | 51                                          |
| Little Oaks                                                     | All Year                  | 43                                          |

|                                                              | Time of year open | Maximum number of children |
|--------------------------------------------------------------|-------------------|----------------------------|
| Park View Day Nursery (Kinson & West Howe Children's Centre) | All Year          | 36                         |
| Stillbrook Lodge Montessori School                           | Term Time         | 25                         |
| <b>Holiday Playscheme</b>                                    |                   |                            |
| Fernheath Holiday Club                                       | School Holidays   | 70                         |
| <b>Nursery Classes</b>                                       |                   |                            |
| Elmrise Nursery Class                                        | Term Time         | 39                         |
| Heathlands Nursery Class                                     | Term Time         | 26                         |
| <b>Primary Schools</b>                                       |                   |                            |
| Elmrise Primary School                                       | Term Time         | 299                        |
| Heathlands Primary School                                    | Term Time         | 224                        |
| <b>Secondary School</b>                                      |                   |                            |
| Oakmead College Of Technology                                | Term Time         | 1,186                      |

### West Howe Library

Cunningham Crescent, Bournemouth, Tel: 573665

[http://www.bournemouth.gov.uk/Residents/Libraries/Info/WestHowe\\_Library\\_Details.asp](http://www.bournemouth.gov.uk/Residents/Libraries/Info/WestHowe_Library_Details.asp)

For library events visit:

[http://www.bournemouth.gov.uk/Residents/Libraries/Whats\\_New/Regular\\_Events.asp](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

The household tenure is mostly owner-occupier (57%) with publicly rented property (i.e. those rented from the council or housing association) also making up a significant proportion (36%).

The ward is mainly houses with around a fifth of accommodation in purpose built flats. There were 4,183 household spaces in 2001, made up of 3,202 houses, 967 flats and 14 others. In 2010 there were 4,316 household spaces (an increase of 3.3%) of which 3,322 were houses and bungalows and 990 flats.

### Health inequalities

The life expectancy at birth in 2003 for Kinson South ward males is 74.5 years and for females 80.4 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.

There are a large proportion of households having at least one member with a limiting long-term illness.

## Deprivation

This ward is one of the most diverse in the borough. Turbary Common, West Howe Heathlands and Poole Lane South rank 1,920<sup>th</sup>, 2,123<sup>rd</sup>, 2,891<sup>st</sup> and 3,009<sup>th</sup> nationally respectively or third, sixth, eighth and ninth locally. Bearwood, on the other hand, ranks 20,299<sup>th</sup> nationally or 83<sup>rd</sup> locally. This ward has the second highest variation of the wards in the borough with the most deprived ranking 3<sup>rd</sup> and the least deprived 83<sup>rd</sup>, a range of 80.

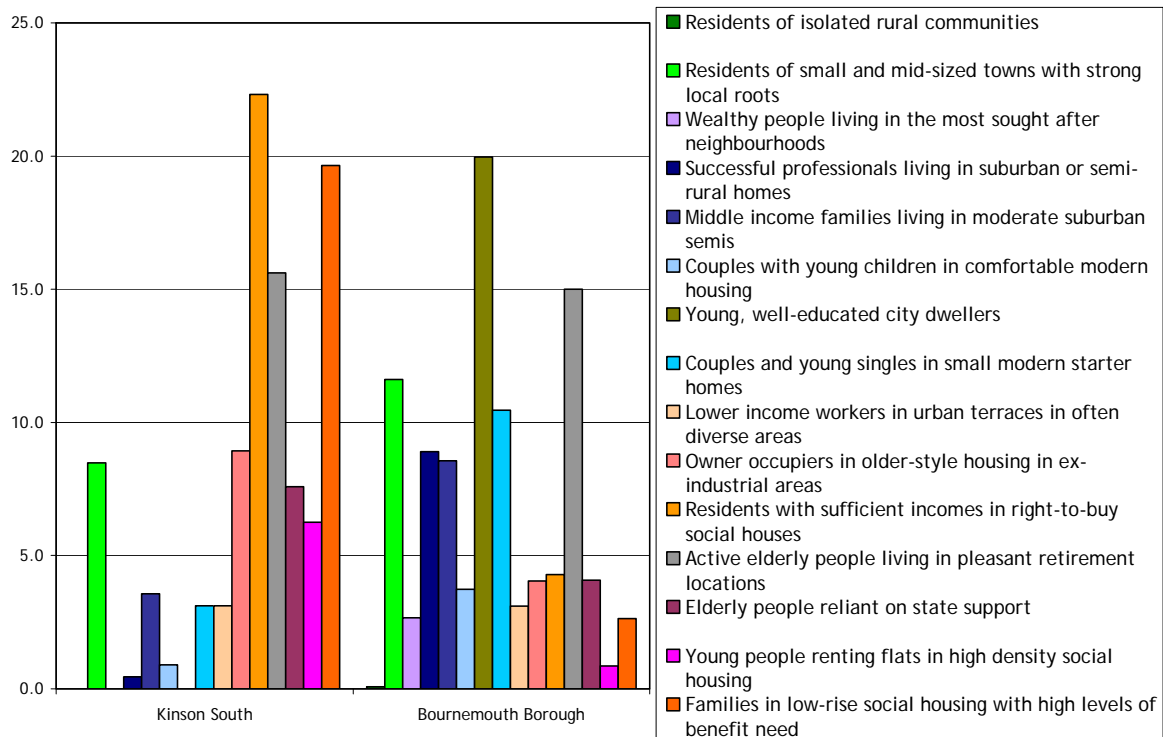
The domain rankings mirror those of the neighbouring Kinson North with high deprivation for the education, skills and training domain; Heathlands, West Howe and Turbary Common are the three most deprived Lower Super Output Area (LSOAs) in the borough. Also like its neighbour the living environment domain rankings are all relatively high Bearwood 95<sup>th</sup> in the borough.

Using tax credit data 37% 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.

## Comparison between Kinson South and Bournemouth Borough Mosaic Public Sector Groups



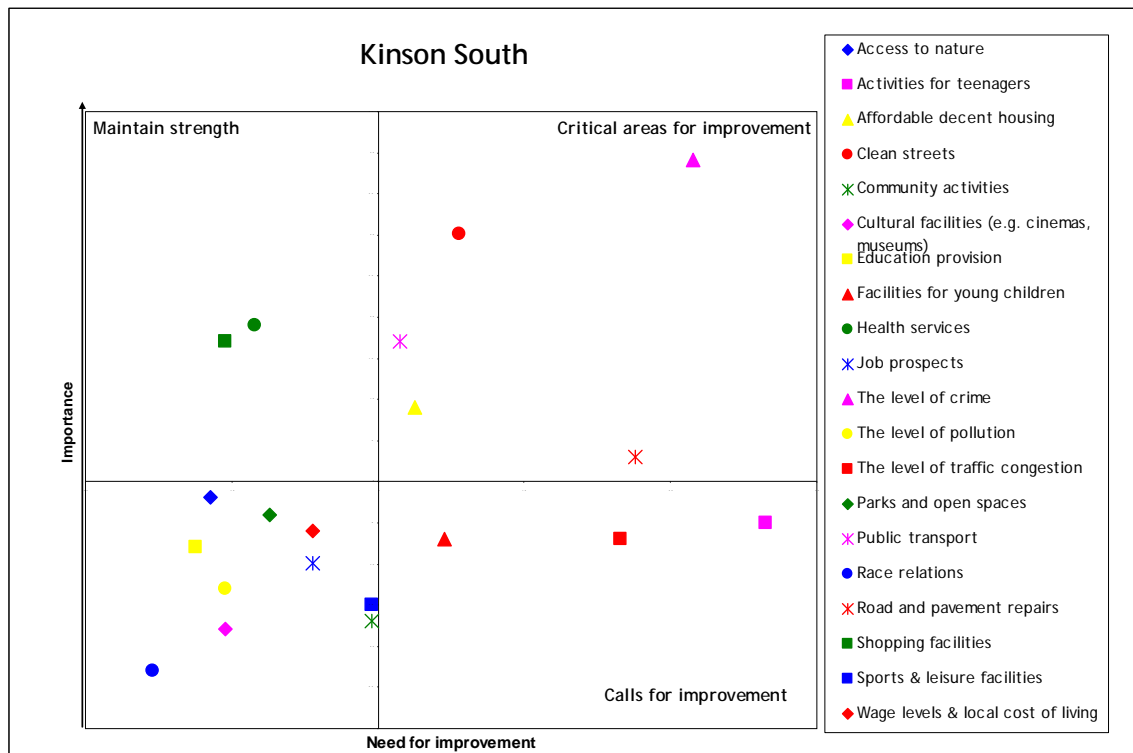
Just over 22% of the ward’s postcodes are defined as ‘residents with sufficient incomes in right-to-buy social houses’ (Group K) closely followed by just under 20% as ‘families in low-rise social housing with high levels of benefit need’ (Group O). Comparable borough-wide figures are 4.3% and 2.6% respectively. For the latter category it is by far the highest proportion of any ward in the borough and almost double that of the next nearest. A further 15.6% of postcodes are classified as ‘active elderly people living in pleasant retirement locations’ (Group L); a proportion which is almost the same as that for the borough. Twelve of the fifteen groups are represented in the borough.

The ward has a higher proportion of residents without a qualification and a smaller proportion of residents with a higher qualification than the borough as a whole.

### Transport

Over a quarter of residents live in households without a car. A further quarter live in households with two or more cars.

## 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*. Kinson South Ward residents are in agreement on these priorities.

Kinson South Ward residents have an additional priority for improvement: *road and pavement repairs*.

For further information, please contact:

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Email: [statistics@bournemouth.gov.uk](mailto:statistics@bournemouth.gov.uk)

Website:

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

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