

Ward Profile for Moordown



Embassy Youth Centre

Your Community Leadership Team



Councillor
Sue Anderson



Councillor
Beverley Dunlop



Councillor
Ian Lancashire



Service Director
Roger Ball



Executive Director
Jane Portman

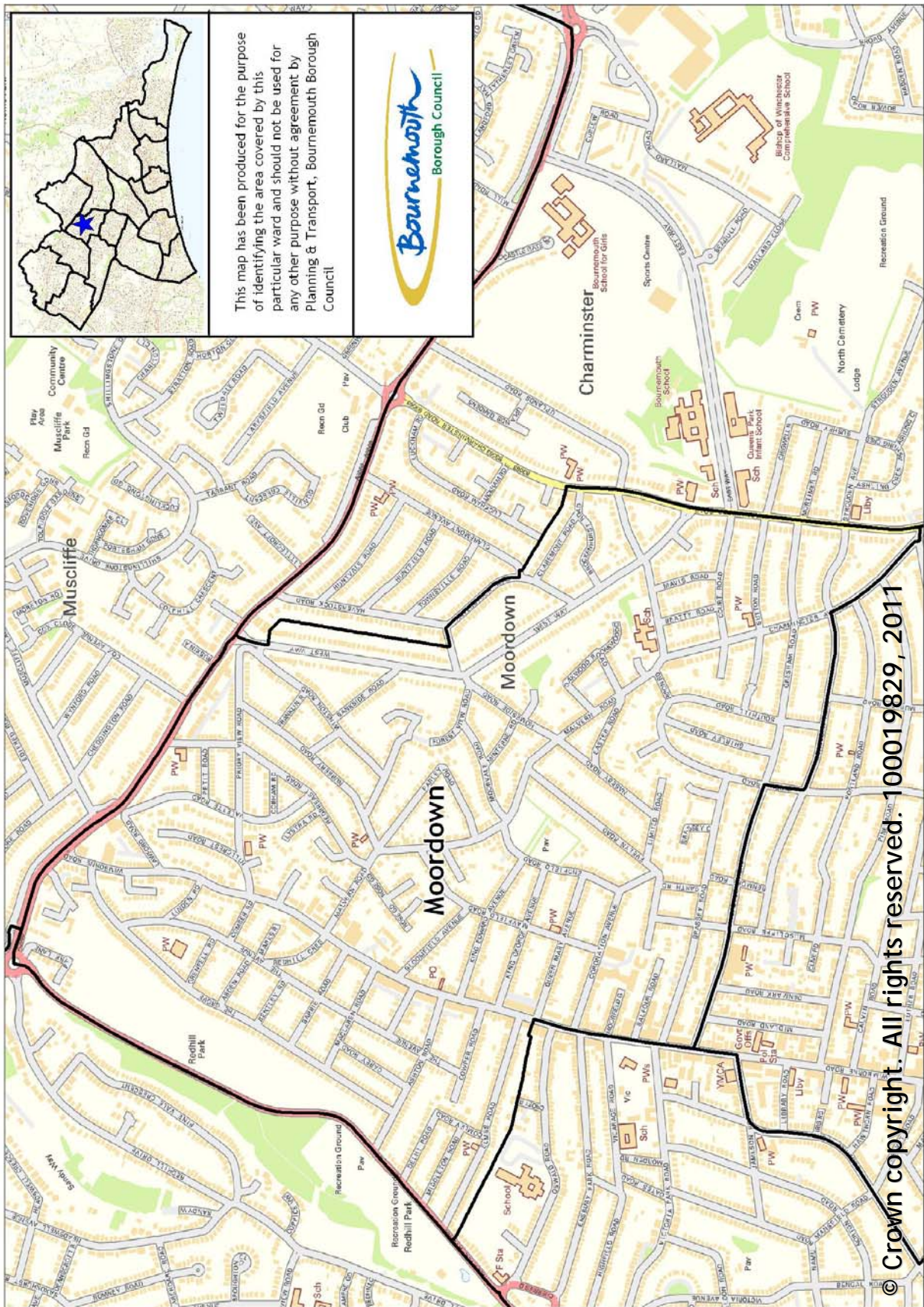
Your Community Leadership Team comprises of three locally elected Councillors who are committed to improving the outcomes for people and places within this ward. Assisting them to perform their duties are Roger Ball, Service Director, Technical Services, and Jane Portman, the Executive Director responsible for North Bournemouth.

Population

Moordown has a resident population of 9,677 and an average age of just over 38, making it one of Bournemouth's "younger" wards. The latest estimate of the ward's population, based on the 2009 mid year estimate, is 9,290 of which 5,810 or 62.6% are of working age. It is one of the more densely populated wards with an average of 60 people per hectare.

Just under 95% of residents classify themselves as 'White-British'.

As at April 2011, ward unemployment stood at 2.3%. The equivalent figure for Bournemouth was 3.4% and the UK 3.8%.



Environment

There is almost entirely detached housing with a pocket of suburban bungalow development, just to the north of Moordown Recreation Ground, and an area of semi-detached housing in the Ripon Road/Gresham Road area. Running through the ward is the Moordown shopping centre along Wimborne Road which is one of the main shopping streets in the town. Redhill Park and Common holds a Green Flag award.

Community resources

The Moordown Community Centre in Coronation Avenue is managed by the Moordown Community Association; this is an independent charity and the Centre hosts a range of educational, leisure and social activities. These include the Bournemouth Chinese School, the Bengali Women's Association, various art classes and community meetings.

Young people have access to facilities at the Embassy Youth Club in Brassy Road. This is a full time centre offering an active and varied programme, help, advice and support to young people in the area.

The Bournemouth Community Church have recently acquired the old Gala Bingo Hall on Wimborne Road and currently work is underway to create a 1000 seater auditorium as well as community sports facilities, youth centre and meeting areas for the Church and wider community.

St Walburga's Catholic Primary School had 420 on roll at January 2011.

Schools and childcare providers in this ward include:

	Number of childminders	Number of OFSTED registered places
Childminders	14	72
	Time of year open	Maximum number of children
After School Club		
The 115 Club @ St Walburga's	Term Time	48
Day Nursery		
Emma's Day Nursery	All Year	16
Pre-School Playgroups		
Epiphany Pre-School	Term Time	24
Priory View Pre-School	Term Time	28

	Time of year open	Maximum number of children
Primary School		
St Walburga's Catholic Primary School	Term Time	420

Housing

Most residents are owner-occupiers living in detached or semi-detached properties (81%) with 12% renting privately. The total number of household spaces in the Census was 3,957, of which 3,099 were houses, 832 were flats and 26 others. In 2010, the total had increased by 136 to 4,086, the second lowest increase, numerically, in the town. Most of the additional spaces were flats.

Just fewer than 32% of households have dependent children and this can be seen in the larger average household size of 2.5.

Just over 4% of households are overcrowded compared with 10% in Bournemouth as a whole.

Health inequalities

The life expectancy at birth in 2003 for Moordown ward for males is 78.6 years and for females 81.7 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.

Around a third of households have at least one member with a limiting long-term illness.

Deprivation

Four of the six Lower Super Output Areas (LSOAs), which make up the Moordown ward, rank highly with Priory View, Moordown central, The Grove and Charminster Avenue ranking 27,632nd, 27,567th, 23,960th and 23,399th nationally and 103rd, 102nd, 93rd and 91st locally, respectively. The only low ranking LSOA is Brassey Road, Moordown which ranks 11,327th nationally or 43rd locally.

While most rankings within this ward are least deprived, the barriers to housing and services are consistently high (in the most deprived 30%). The crime and disorder rankings are also high; between 77th (Moordown Central) and 102nd (Priory View) locally. The Grove is the second least deprived LSOA in the borough for the barriers to housing and services domain.

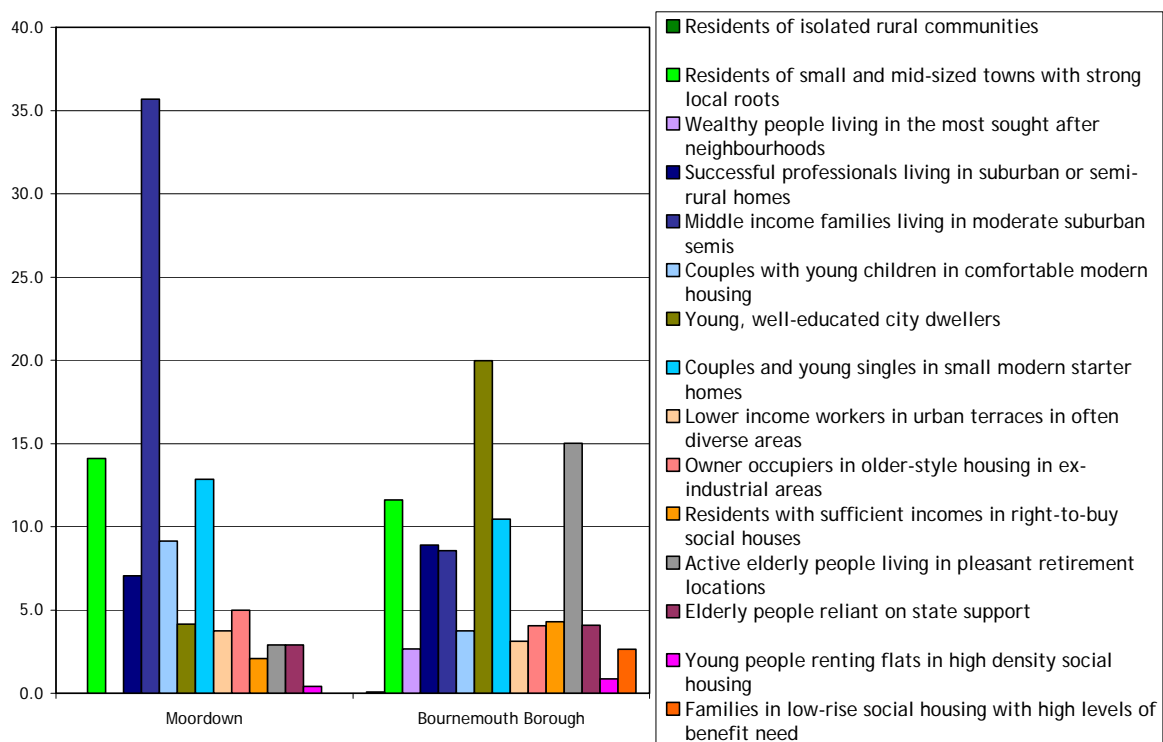
Using tax credit data 14% of children in this ward are classified as living in poverty compared with 21% within the borough and England.

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.

Mosaic Public Sector classifies 35.7% of postcodes in the ward as 'middle income families living in moderate suburban semis' (Group E) compared with 8.6% in the borough. A further 14.1% of postcodes are classified as 'residents of small and mid-sized towns with strong local roots' (Group K), a small percentage above the borough figure of 11.6%. Twelve of the fifteen groups are represented in the ward. The ward has a slightly smaller proportion of residents without any qualifications and a larger proportion of residents qualified to 'A' Level or equivalent.

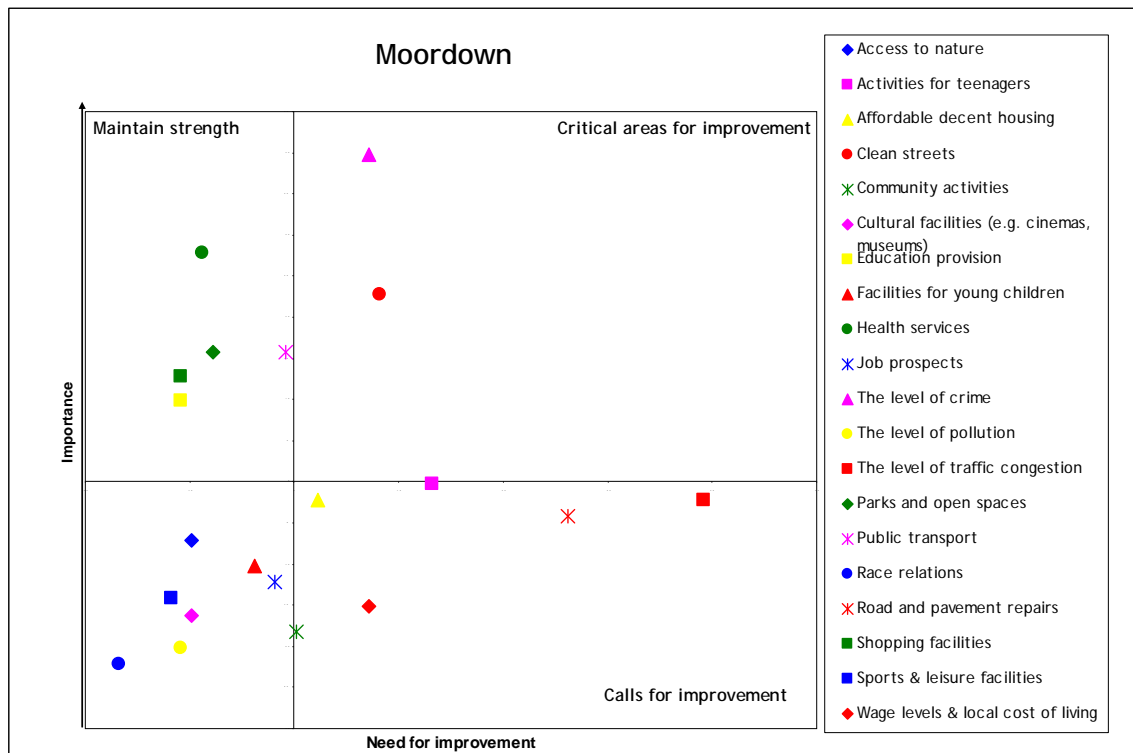
Comparison between Moordown and Bournemouth Borough Mosaic Public Sector Groups



Transport

A smaller proportion of households are without a car, with a larger proportion of households (38%) 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*. Moordown Ward residents agree with these improvement priorities with the following exceptions:

- *Public transport* - this is **not** a key priority for Moordown Ward residents. In fact this is seen as an area of strength.
- In addition, *affordable decent housing* is not a priority for improvement for these residents.

Nearly one quarter of those respondents living in Moordown (24%) feel well informed about what to do in the event of a large scale emergency; this is amongst the most informed in the borough.

For further information, please contact:

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Email: statistics@bournemouth.gov.uk

Website:

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

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