

## Ward Profile for **East Southbourne & Tuckton**



The Village of Wick

### Your Ward Councillors



**Councillor**  
**Eddie Coope**



**Councillor**  
**Malcolm Davies**



**Councillor**  
**Robert Lawton**

### **Population**

The ward had a resident population 9,486 at the time of the 2011 Census. The latest estimate of the ward's population, based on the 2013 mid-year estimate, is 9,700. The average age at 49.3 years old is the highest in the borough. It has a significant retired population (around a third). The latest population estimates show that 5,300 people (54%) are of working age. This is the smallest proportion in the borough. The ward has a larger percentage of residents employed as managers or senior officials as well as professional occupations than in Bournemouth overall.

As at February 2015, the ward claimant rate stood at 1.0%. The equivalent figure for Bournemouth was 1.7% and the UK 2.1%.



## Environment

East Southbourne and Tuckton ward covers the largest geographical area in Bournemouth and has the lowest population density. In terms of its character, the majority of the built up part of the ward, west of Hengistbury Head, is detached housing with pockets of flat development along the coast. To the north of the Broadway is a large area of suburban bungalow development. Wick Village, alongside the River Stour, is a Conservation Area. Seafield Gardens holds a Green Flag award.

## Community resources

This ward benefits from one of the south coast's most spectacular and interesting headlands, Hengistbury Head, a 400 acre coastal site which is very popular with tourists and local residents alike, attracting over 1 million visitors a year. In December 2013 the new visitor centre was opened which also has an upstairs room for hire.

The area is served by the well-established Hengistbury Residents Association, and the Southbourne Area Forum. Southbourne Action group is a multi-agency group which meets bi-monthly at Beaufort Community Centre to tackle problems in the area.

The coastal part of the ward is also covered by the Coastal BID (which runs along the coast of Bournemouth). The Coastal BID aims to increase the numbers of those visiting Bournemouth off-season, encourage repeat visits, increase the visitor spend and help businesses by negotiating discounts with key suppliers [www.coastalbid.co.uk](http://www.coastalbid.co.uk)

Southbourne Children's centre, a centre for children and families living in Southbourne, is situated in Stourvale Road (in Boscombe East). Pokesdown Youth Centre is situated above the children's centre. The Children's Centre has an estimated population of 1,700 under 5s.

Seafield Gardens, a Green Flag park, provides important recreational and sporting facilities, as do the Iford Lane playing fields.

St Katherine's Church of England Primary School (498 pupils on roll as at January 2015) and St Peter's Catholic Comprehensive School (upper school) (1,548 pupils in lower and upper schools) are located in the ward.

Schools and childcare providers in this ward include:

	<b>Number of childminders</b>	<b>Number of OFSTED registered places</b>
<b>Childminders</b>	4	17
	<b>Time of year open</b>	<b>Maximum number of children</b>
<b>Day Nurseries</b>		
Cranleigh Lodge Day Nursery	All Year	36
Kings Castle Montessori Day Nursery	All Year	68
Little Peoples Nursery at Windy Willows	All Year	30
<b>Pre-School Playgroups</b>		
St Nicholas Pre-School	Term Time	20
<b>After School Club</b>		
St Katherine's After School Club	Term Time	
<b>Breakfast Club</b>		
St Katherine's Breakfast Club	Term Time	
<b>Out of School Activity</b>		
Number Works'n'Words, Bournemouth		
<b>Primary Schools</b>		
St Katharine's CE Primary School	Term Time	480
<b>Secondary School</b>		
St Peters Catholic Comprehensive School	Term Time	1,650

**Tuckton Library**, Wick Lane, Bournemouth, Tel: 429521

<http://www.bournemouth.gov.uk/Libraries/MyLocalLibrary/TucktonLibrary.aspx>

For library events visit:

<http://www.bournemouth.gov.uk/Libraries/LibraryEvents/LibraryEvents.aspx>

A variety of library services are available including the Cyber Library which allows access to free online resources with a Bournemouth Libraries card. Ebooks can also be downloaded and library books renewed via the library catalogue.

<http://www.bournemouth.gov.uk/Libraries/LibraryServices/LibraryServices.aspx>

## Housing

Unlike the other coastal wards there are a high proportion of homeowners accounting for 75% of households in 2011; however this is still a reduction in the percentage in

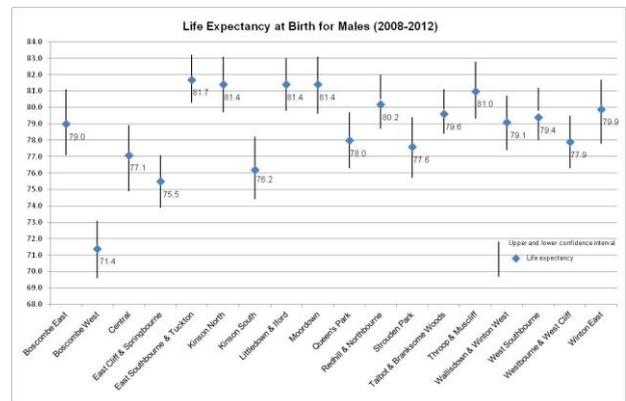
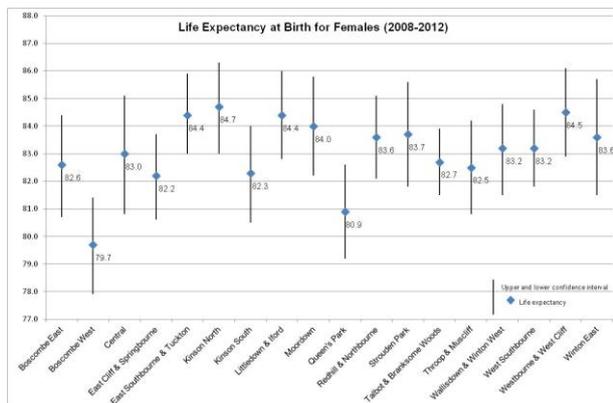
2001. The accommodation type also differs from the other coastal wards with a significant proportion of detached properties (50.9%).

Nearly 21% of households are lone pensioner households.

In 2011, the Census recorded 4,899 household spaces. The majority, 2,887 were houses, with 1,971 flats and 41 others.

### Health inequalities

The life expectancy at birth in 2008-2012 for East Southbourne and Tuckton ward males is 81.7 and for females the figure is 84.4 years. Comparisons show that for males the Bournemouth figure is 78.6 years and the national figure is 78.9, while for women the Bournemouth figure is 82.9 years and the national figure is 82.8 years.



### Deprivation

Except for one LSOA (Lower Super Output Area) (Belle Vue Road East) all the rankings are in the higher percentiles, therefore this is one of the least deprived wards in the borough. The highest ranking LSOA is Broadway which is 29,477<sup>th</sup> nationally or the second least deprived (106<sup>th</sup>) locally.

The domain rankings for the LSOAs within the ward are generally similar to the overall rankings. There are some significant differences though; Belle Vue Road East which ranks 37<sup>th</sup> locally overall, ranks 12<sup>th</sup> for the barriers to housing and services domain and Wick and Hengistbury Head ranks 104<sup>th</sup> locally for the living environment domain but 84<sup>th</sup> generally and for the same domain Belle Vue Road East ranks 36<sup>th</sup>. Three of the six LSOAs rank over 90<sup>th</sup> for the Living Environment domain. All six LSOAs fall in the 40% least deprived for the education, skills and training and crime and disorder domains.

### Child Poverty

A report by the End Child Poverty organisation uses tax credit data and national trends on worklessness, compatible with national estimates of children living in households below the 60% median income level to measure poverty. On this basis 8.0% of children in this ward are classified as living in poverty before housing costs, this figure rises to 13% after housing costs are added in (this is the smallest percentage across the borough). This compares with 15.8% before housing costs and 25% after housing costs within the borough and 15.9% and 25.1% respectively across the UK.

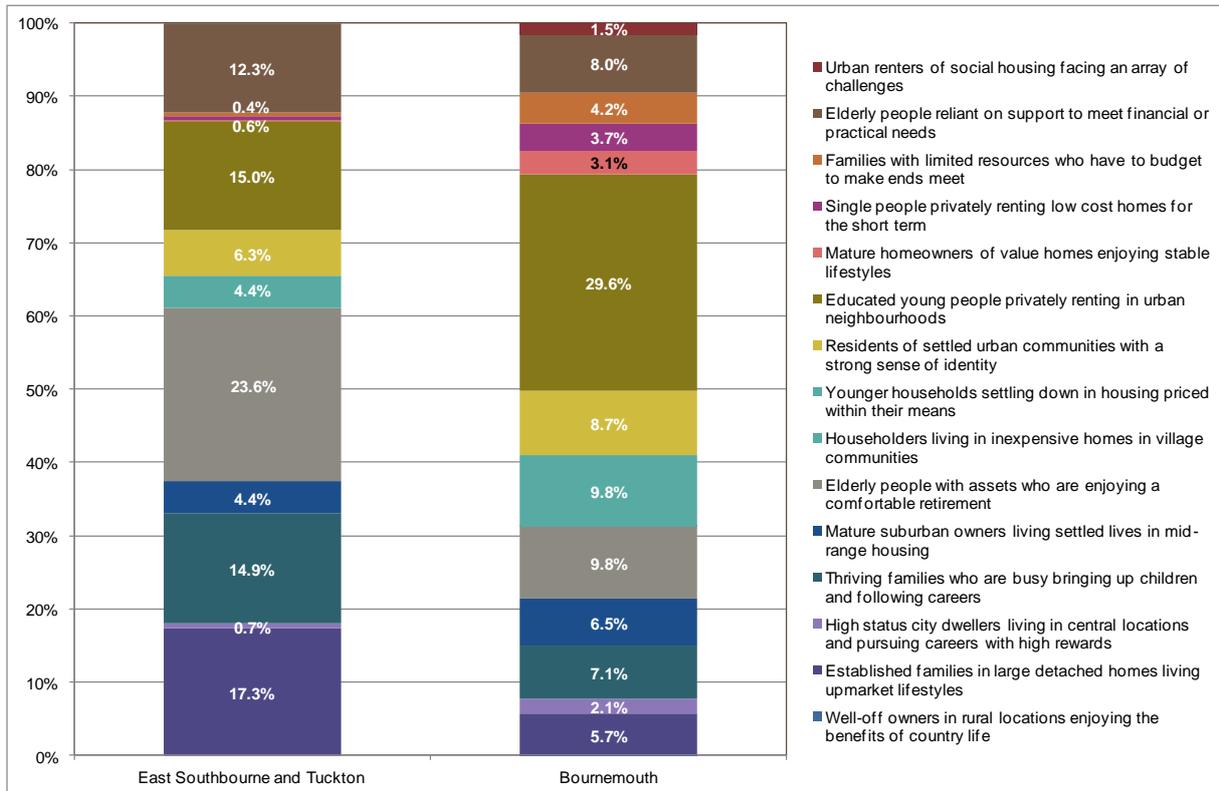
Using housing benefit statistics reveals there were around 140 claimants with dependent children in this ward as at November 2014, this equates to around 4.6% of the resident population in households with dependent children, the borough figure is 8.4%.

### **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.

The Mosaic Public Sector classifies 23.6% of the population in East Southbourne and Tuckton as 'Elderly people with assets who are enjoying a comfortable retirement' (Group F). This is more than double the borough-wide proportion. The second most common group is 'Established families in large detached homes living upmarket lifestyles' (Group B) (17.3%), closely followed by 'Educated young people privately renting in urban neighbourhoods' (Group J) (15%). Eleven of the fifteen groups are represented in the ward.

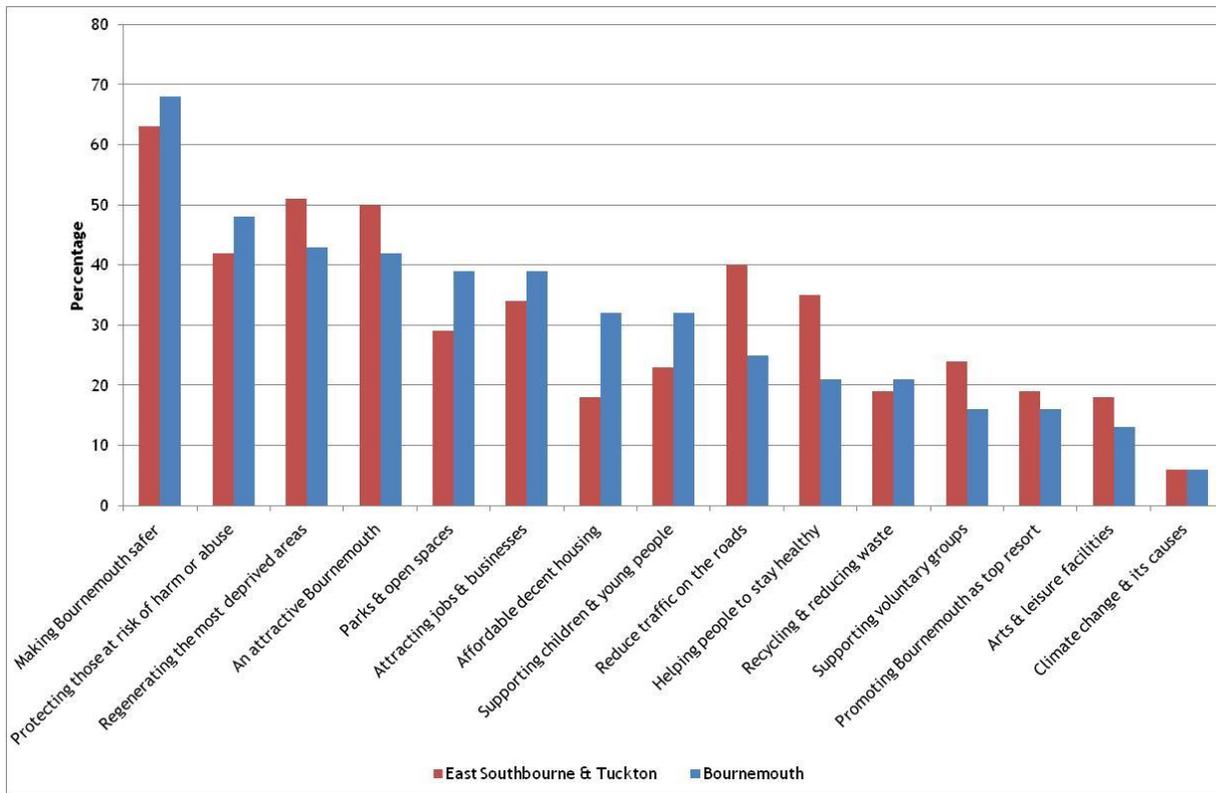
### **Comparison between East Southbourne and Tuckton and Bournemouth Borough Mosaic Public Sector Groups**



## The Opinion Survey 2012

### Residents Priorities





Across the borough the top five priorities for Bournemouth are ‘Making Bournemouth safer’, ‘Protecting those at risk of harm or abuse’, ‘Regenerating the most deprived areas’, ‘An attractive Bournemouth’ and ‘Parks and open spaces’. The respondents from East Southbourne and Tuckton agreed with the first four of these priorities but their fifth top priority was ‘Reduce traffic on the roads’

Residents of this ward were very satisfied with the local area with 96% stating they were satisfied. In addition 74% were satisfied with the council.

Satisfaction with local transport information was the lowest figure across Bournemouth’s wards (55%) and satisfaction with the local bus services (68%) was also slightly lower than the figure for Bournemouth (73%).

The responses to questions related to crime and anti-social behaviour revealed that 95% of respondents felt safe during the day and 72% felt safe in their local area at night. Anti-social behaviour wasn’t perceived to be a particular problem in this ward and the percentage of respondents who were concerned about drug related issues (16%) and drunk or rowdy behaviour in public places (8%) were also lower than average.



## Transport

Less than a fifth of households are without a car, which is the same proportion as the South West. The percentage of households with two or more cars (34%) is higher than Bournemouth (29%).

For further information, please contact:

Research and Information  
Planning, Transport and Regulation  
Bournemouth Borough Council  
Tel: 01202 454684  
Email: [statistics@bournemouth.gov.uk](mailto:statistics@bournemouth.gov.uk)  
Website: <http://www.bournemouth.gov.uk/statistics>

May 2015

