

Ward Profile for **Moordown**



Embassy Youth Centre

Your Ward Councillors



Councillor
Sue Anderson



Councillor
Beverley Dunlop



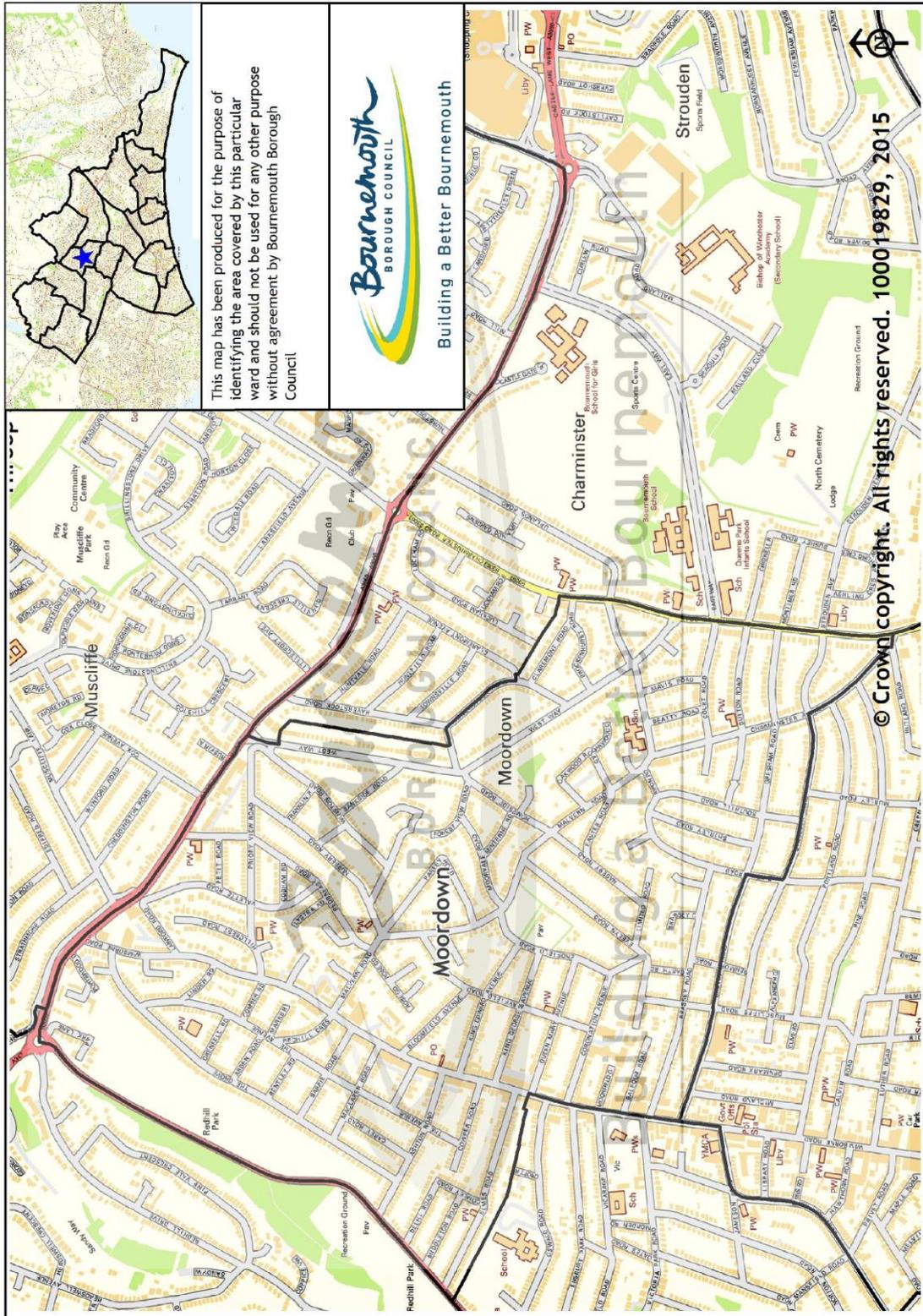
Councillor
Ian Lancashire

Population

Moordown has a resident population of 10,047 and an average age of just under 38, making it one of Bournemouth's "younger" wards. The latest estimate of the ward's population, based on the 2013 mid-year estimate, is 10,200 of which 6,700 or 65.5% are of working age. It is one of the more densely populated wards with an average of 62 people per hectare.

In this ward 90% of residents classify themselves as 'White-British', with a further 3.3% of the population describing themselves as 'White other'.

As at February 2015, ward claimant unemployment stood at 1.1%. The equivalent figure for Bournemouth was 1.7% and the UK 2.1%.



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, community lunches and community meetings. The Centre has a variety of rooms to hire including a large hall.

Young people have access to facilities at the Embassy Youth Club in Brassey 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 runs the Life Centre from the old Gala Bingo Hall on Wimborne Road. It includes 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 482 on roll at January 2015.

The ward is served by Stokewood and Winton Children's Centre based in Talbot and Branksome Woods ward with an estimated reach population of 1,900 under 5s.

Schools and childcare providers in this ward include:

	Number of childminders	Number of OFSTED registered places
Childminders	5	24
	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	20
The Mulberry Group	All Year	19
Pre-School Playgroups		

	Time of year open	Maximum number of children
Epiphany Pre-School	Term Time	24
Priory View Pre-School	Term Time	28



Primary School	Time of year open	Maximum number of children
St Walburga's Catholic Primary School	Term Time	480

Housing

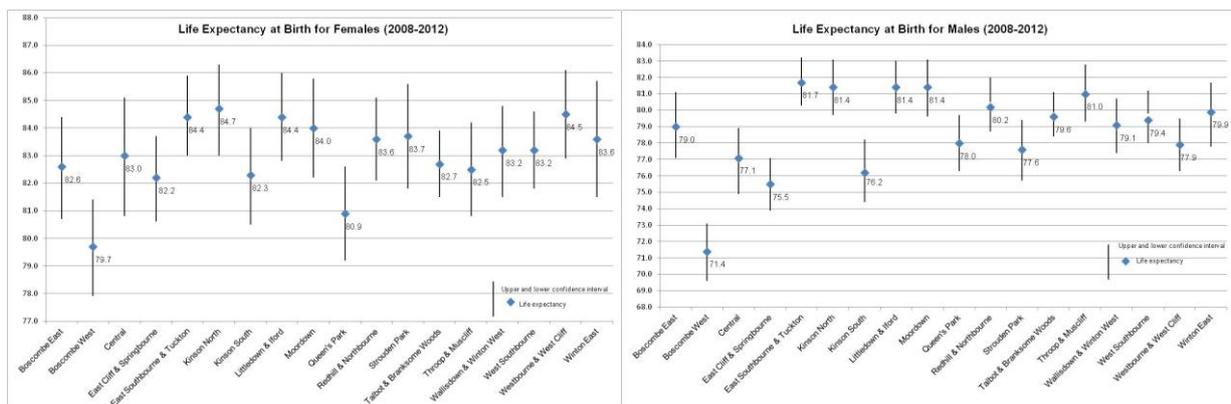
Most residents are owner-occupiers living in detached or semi-detached properties (74%) with 19% renting privately. The total number of household spaces in the Census was 4,090, of which 3,146 were houses and 944 were flats.

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

Just under 6% of households are overcrowded (based on number of rooms) compared with 14% in Bournemouth as a whole.

Health inequalities

The life expectancy at birth in 2008-2012 for Moordown ward males is 81.4 and for females the figure is 84 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.



Around a quarter 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.

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 10.5% of children in this ward are classified as living in poverty before housing costs, this figure rises to 16.8% after housing costs are added in. 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.

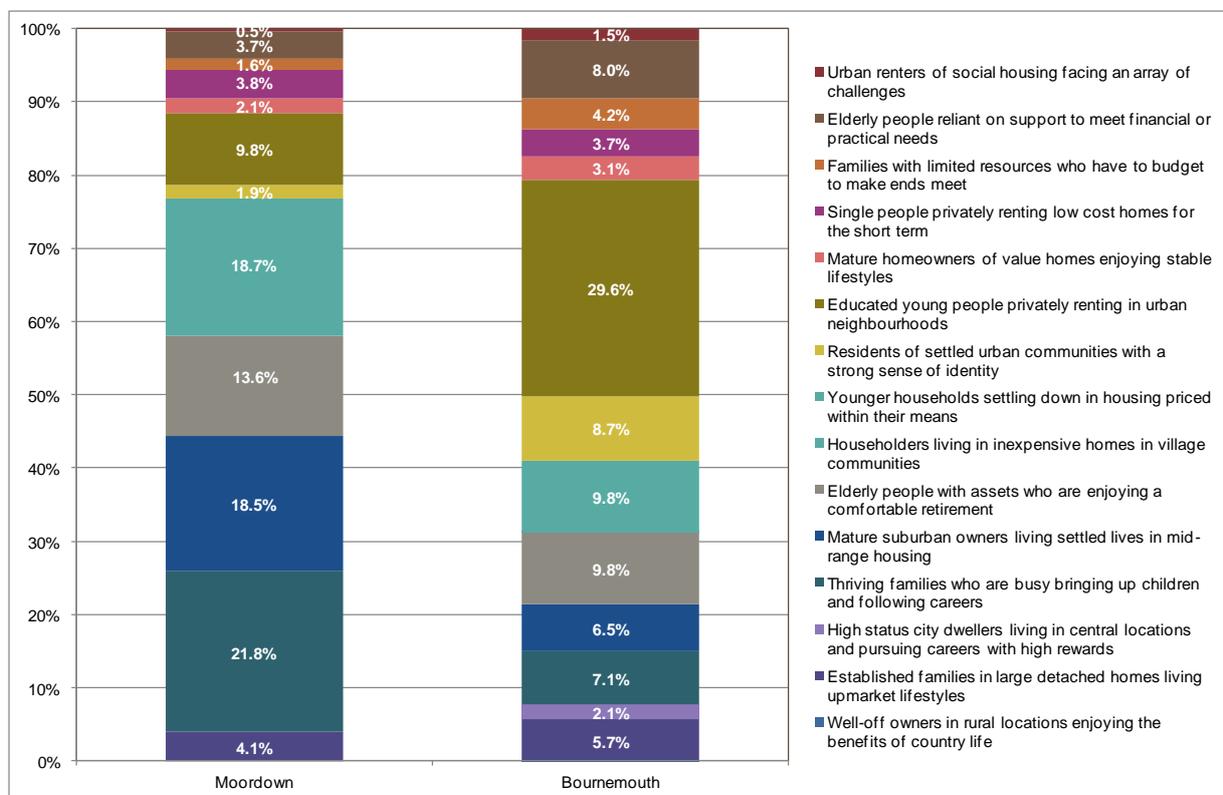
Using housing benefit statistics reveals there were around 230 claimants with dependent children in this ward as at November 2014, this equates to around 4.8% of the resident population in households with dependent children, the borough figure is 8.4%.

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.

Mosaic Public Sector classifies 21.8% of the households in the ward as ‘Thriving families who are busy bringing up children and following careers’ (Group D) compared with 7.1% in the borough. A further 18.7% of postcodes are classified as ‘Younger households settling down in housing priced within their means’ (Group H), nearly double the borough figure of 9.8%. Another larger group (18.5%) are those classified as ‘Mature suburban owners living settled lives in mid-range housing’ (Group E). Twelve of the fifteen groups are represented in the ward.

Comparison between Moordown and Bournemouth Borough Mosaic Public Sector Groups



The ward has a slightly smaller proportion of residents without any qualifications and a larger proportion of residents qualified to ‘A’ Level or equivalent.

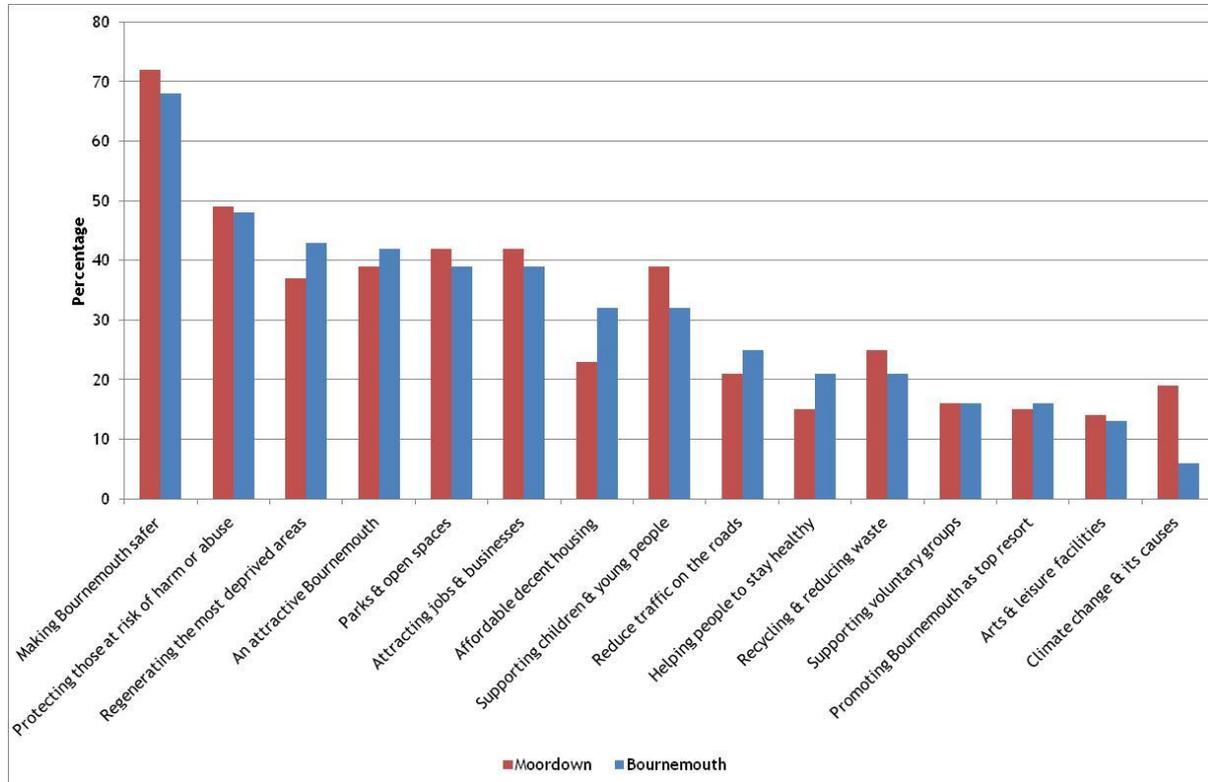
Transport

A smaller proportion of households are without a car, with a larger proportion of households (42%) with two or more cars.



The Opinion Survey 2012

Resident Priorities



According to the Opinion Survey 2012 results, Bournemouth residents' top five priorities were '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 residents of Moordown views differed slightly with them rating 'Supporting children and young people' and 'Attracting jobs and businesses' as more important than regenerating the most deprived areas.

The residents generally felt safe in this ward with 94% feeling safe outside during the day and 65% feeling safe outside at night. The survey questions on crime and anti-social behaviour indicated that residents in Moordown felt these were less of an issue than in Bournemouth overall.



For further information, please contact:

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