

## Ward Profile for **West Southbourne**



**Beaufort Community Centre**

### Your Ward Councillors



**Councillor  
Blair Crawford**



**Councillor  
Christopher Mayne**



**Councillor  
Allister Russell**

### Population

West Southbourne has a resident population is 9,474 at the 2011 Census. The latest estimate of the ward's population, based on the 2013 mid-year estimate, is 9,700. The working age population at mid-2013 is 6,200 or 64% of the total population. The average age of this ward is 40.7 years and the average household size, is 2.3 people.

Nearly 30% of residents have a degree level qualification which is higher than in England and Wales. As at February 2015, ward claimant unemployment stood at 1.4%. The equivalent figure for Bournemouth was 1.7% and the UK 2.1%.



## Environment

The ward is almost entirely detached housing. There are flat developments in the south east corner, around Stourwood Avenue, and some large detached houses along Carbery Avenue. The shopping centre and Conservation Area of Southbourne Grove is within this ward.

## Community resources

The Beaufort Community Centre is run by an independent charity, the centre has a variety of rooms for hire including a large hall with stage area. The centre offers a wide range of activities of benefit to the community (including children’s clubs, dancing, keep fit and rooms to hire for meetings and events), is also used to host meetings of the Southbourne Action Group. This is a multi-agency group which is tackling some of the issues in the area and meets bi-monthly.

The Northey and Padfield Road Residents Association (NAPRA) meet at the Centre and have been instrumental in improvements in the Rookery area. NAPRA youth club also meets in the Community Centre all year.

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 and has an estimated 1,700 under 5s within the catchment.

Stourfield Infant School (389 pupils on roll as at January 2015) and Junior School (496 pupils) are located within 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>	15	75
	<b>Time of year open</b>	<b>Maximum number of children</b>
<b>After School Club</b>		
Beaufort After School Club (Infants)	Term Time	42
<b>Breakfast Club</b>		

	<b>Time of year open</b>	<b>Maximum number of children</b>
Beauford Breakfast Club	Term Time	42
<b>Day Nurseries</b>		
Bears Hideaway Nursery	All Year	35
Fingers 'n' Thumbs Day Nursery	All Year	20
Happy Hearts Day Nursery	All Year	30
Sandcastle Day Nursery	All Year	38
Seaward Day Nursery	All Year	22
<b>Holiday Playschemes</b>		
Beauford After School Club (Juniors)	School Holidays	42
Beauford Holiday Club	School Holidays	42
<b>Pre-School Playgroups</b>		
Beauford Pre-school	Term Time	42
Puffins Pre-School	Term Time	26
<b>Primary Schools</b>		
Stourfield Infant School	Term Time	390
Stourfield Junior School	Term Time	510

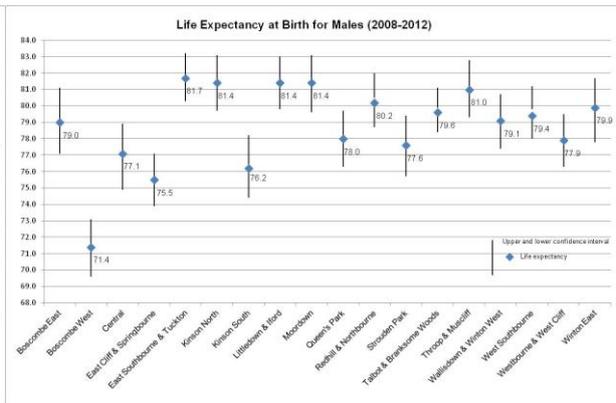
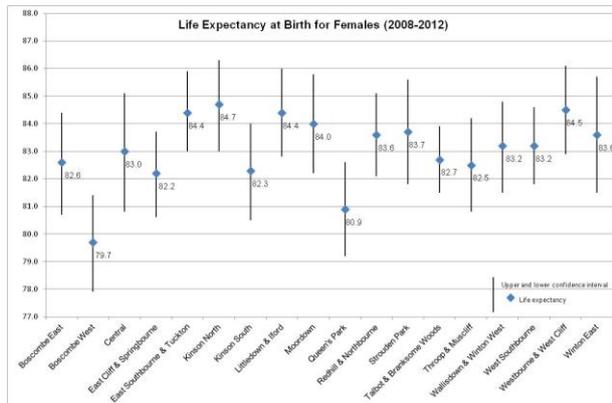
## Housing

Owner-occupier households make up the largest tenure type (60.6%). There is a mix of accommodation but it is mostly detached housing and flats. The Census recorded 4,267 household spaces, with 2,176 being houses, and with 2,091 flats.

The percentage of overcrowded households is slightly higher than in England and Wales. The proportion of lone parent households is slightly larger than Bournemouth figure. Households with dependent children make up 28% of all households.

## Health inequalities

The life expectancy at birth in 2008-2012 for West Southbourne ward males is 79.4 and for females the figure is 83.2 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.



Nearly 35% of households have at least one member with a limiting long-term illness.

## Deprivation

The ward has six Lower Super Output Areas (LSOAs). The Beaufort Estate and Southbourne Grove area rank 6,535<sup>th</sup> and 9,346<sup>th</sup> nationally or 19<sup>th</sup> and 36<sup>th</sup> locally, while Leigham Vale ranks 23,532<sup>nd</sup> nationally or 92<sup>nd</sup> locally.

Beaufort Estate ranks as relatively deprived in terms of income and education skills and training domains - ranked 9<sup>th</sup> and 9<sup>th</sup> respectively in the town. However, this locality is ranked 86<sup>th</sup> for living environment. Leigham Vale ranks 104<sup>th</sup> for education skills and training domain, while Beaufort East ranks 99<sup>th</sup> for barriers to housing and services domain and 93<sup>rd</sup> for the crime and disorder 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 13.4% of children in this ward are classified as living in poverty before housing costs, this figure rises to 21.4% 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 290 claimants with dependent children in this ward as at November 2014, this equates to around 6.9% of the resident population in households with dependent children, the borough figure is 8.4%.

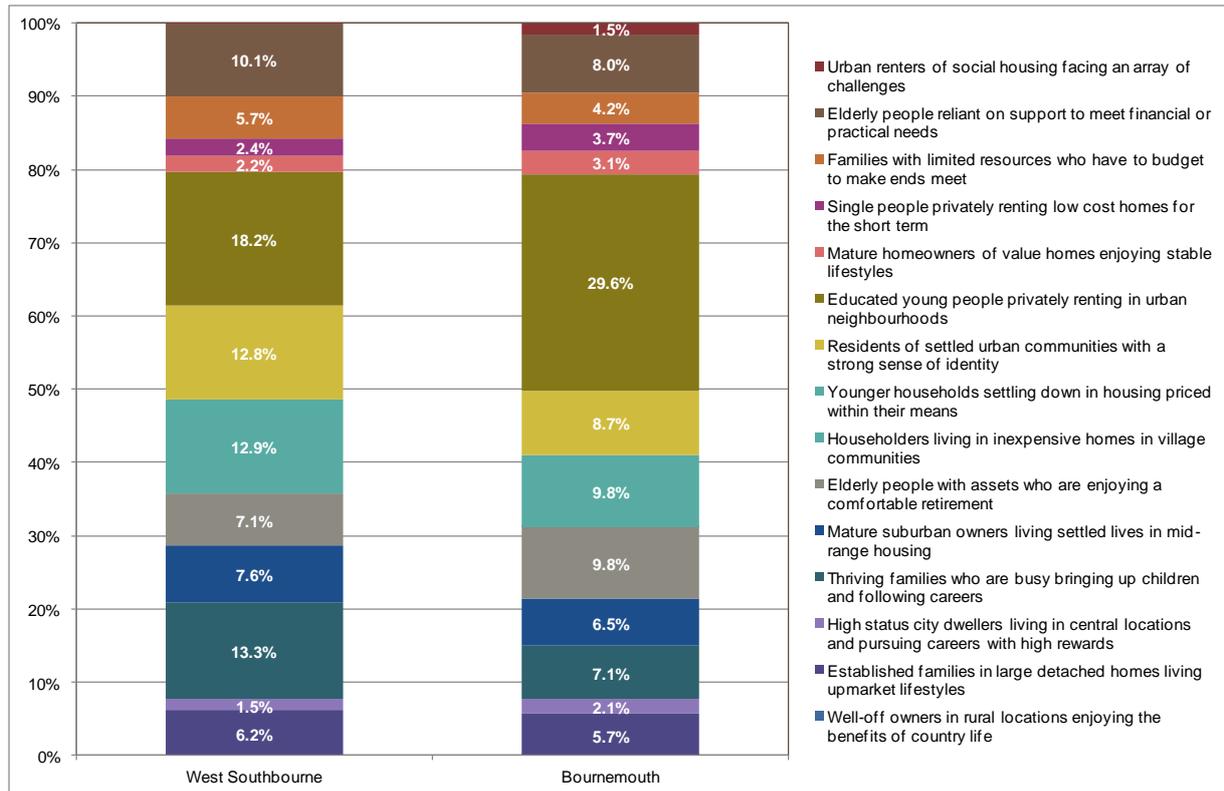
## Mosaic Public Sector classification

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.

Five groups, 'Educated young people privately renting in urban neighbourhoods' (Group J), 'Thriving families who are busy bringing up children and following careers' (Group D), 'Younger households settling down in housing priced within their means' (Group H) and 'Residents of settled urban communities with a strong sense of identity'

(Group I) and 'Elderly people reliant on support to meet financial or practical needs' (Group N) make up 67% of the households in the ward. Thirteen of the fifteen groups are represented.

### Comparison between West Southbourne and Bournemouth Borough Mosaic Public Sector Groups



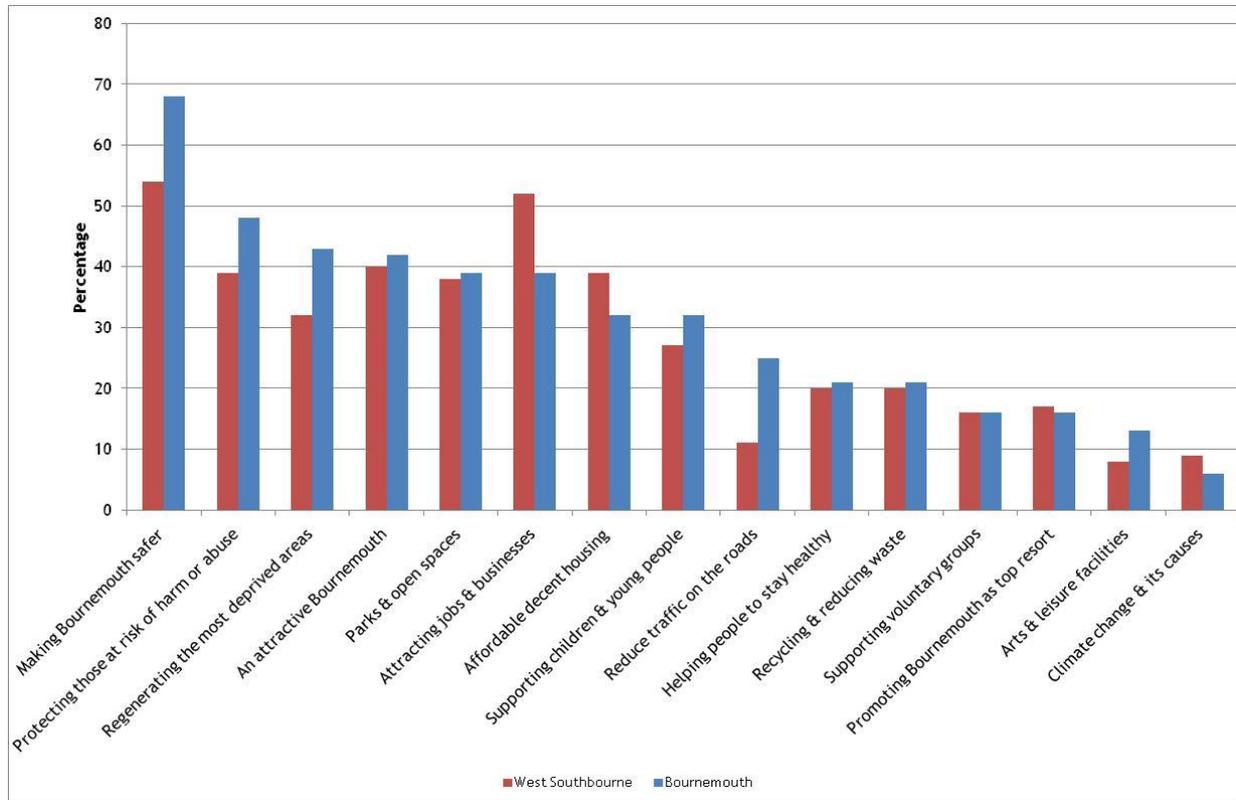
### Transport

21% of households are without a car and 32% 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'. In West Southbourne residents agreed with three of the priorities but felt that 'Attracting jobs and businesses' and 'Affordable decent housing' were more important than 'Regenerating the most deprived areas' and 'Parks and open spaces'.

For further information, please contact:

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