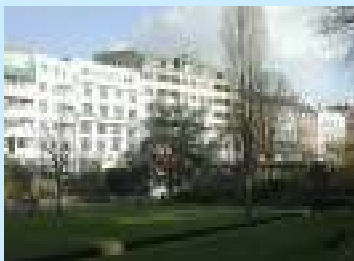




# A PICTURE OF BOURNEMOUTH

## Overview & ward profiles

### 2011



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# A picture of Bournemouth

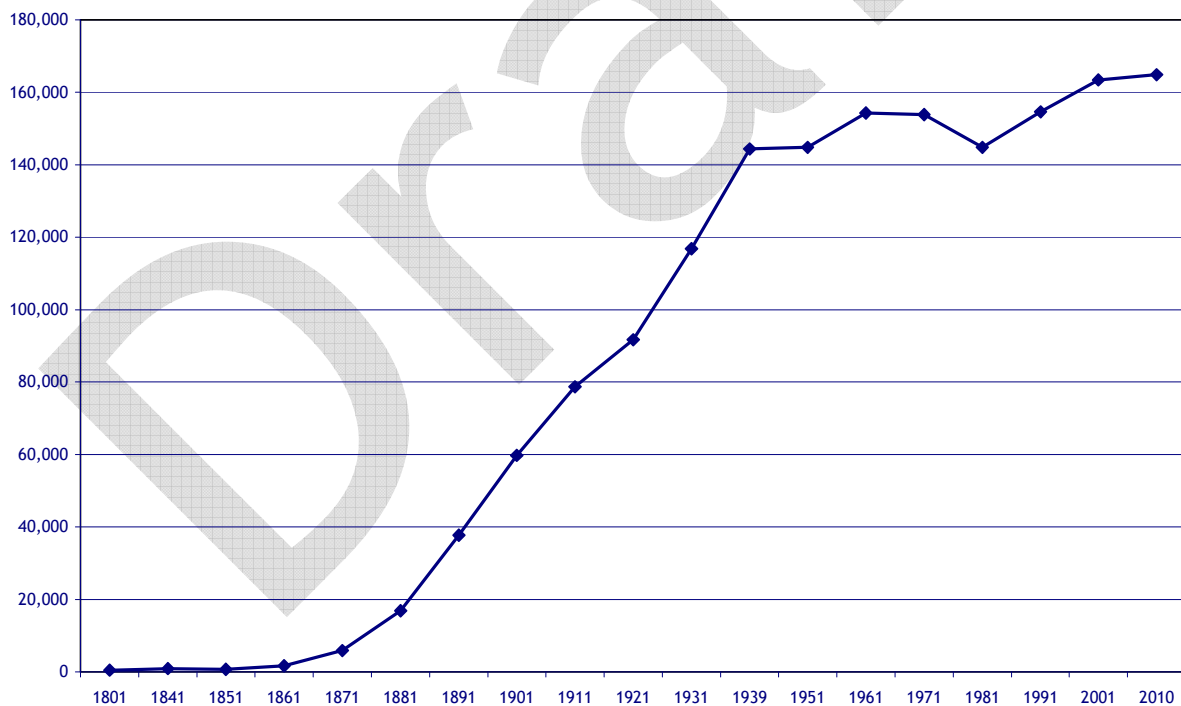
## Overview

### Introduction

Bournemouth is situated in the central southern coast of England within the south west region. The borough forms part of a larger conurbation known as Bournemouth and Poole or south east Dorset. After Bristol, the conurbation is the second largest urban area in the region. The borough is bounded by Poole, Christchurch and East Dorset districts to the west, east and north respectively. To the south is Poole Bay. The northern boundary follows the River Stour.

Historically, Bournemouth is a relatively new town. In 2010 it celebrated its bicentenary. Figure 1 below shows the growth in population terms of the borough since the early part of the 19<sup>th</sup> century. Over the years it has outgrown its more historic neighbours.

**Figure 1: Bournemouth population 1801 to present day**

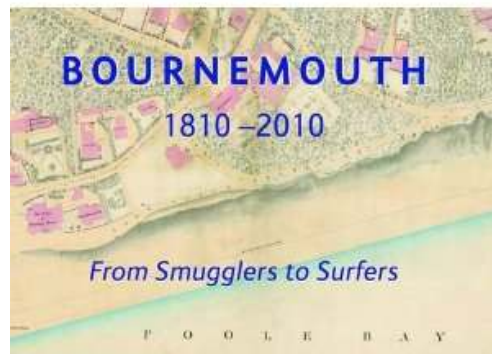


Source: Various Census reports and mid-year estimates, ONS, Crown Copyright

The strength of Bournemouth as a resort has always been the beauty of its sea-front and gardens. The gardens date back to at least the eighteenth century, when the Lord of the Manor enclosed a few acres of land as a hunting ground and built a lodge - Decoy House - near where Debenhams now stands in the Square.

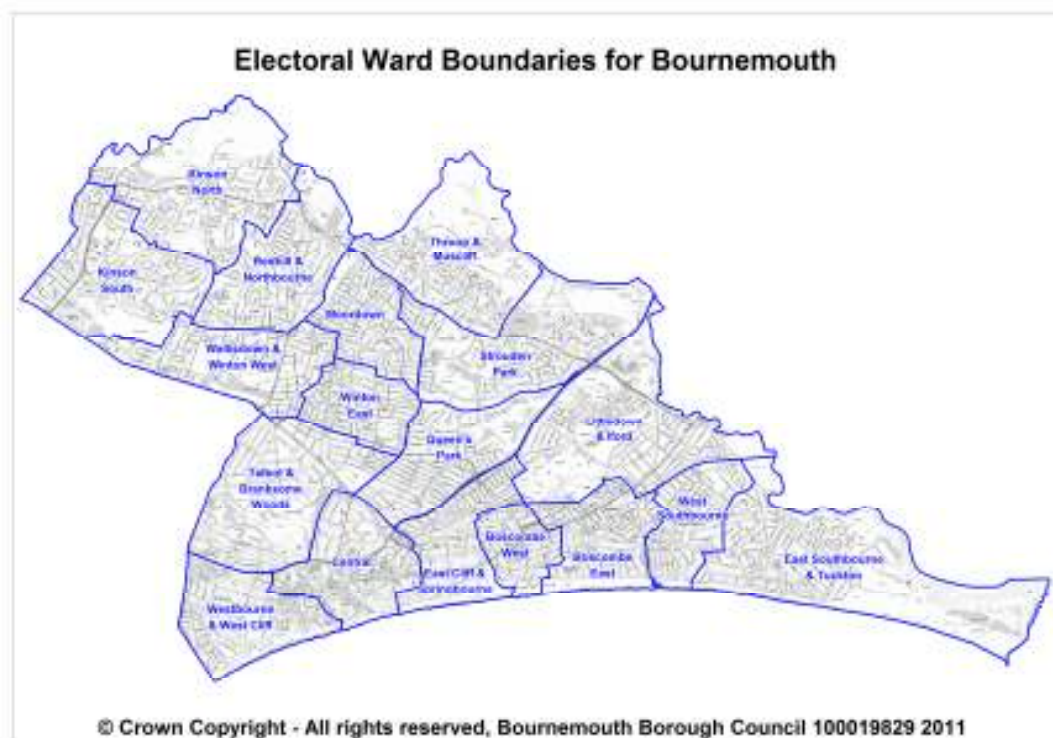
Lewis Tregonwell is generally accepted as the “Founder of Bournemouth”. He knew the area from the late 18th century, when his troop of Dorset Volunteer Rangers patrolled the area on the lookout for any Napoleonic invasion. He returned in 1810 during a holiday at Mudeford to show the area to his wife Henrietta. She allegedly then fell in love with the area and persuaded Lewis to buy land for a mansion, plus cottages for the use of staff and friends, to the west of the Bourne Stream.

Extensive information about the town and how it has grown can be found in ‘Bournemouth 1810-2010: Smugglers to Surfers’ published by the Dovecote Press as part of the bicentenary.



Bournemouth’s present boundary has been in place since the early 1970’s. The ward boundaries, as shown in Figure 2, were adopted in May 2003.

**Figure 2: Ward boundaries in Bournemouth**

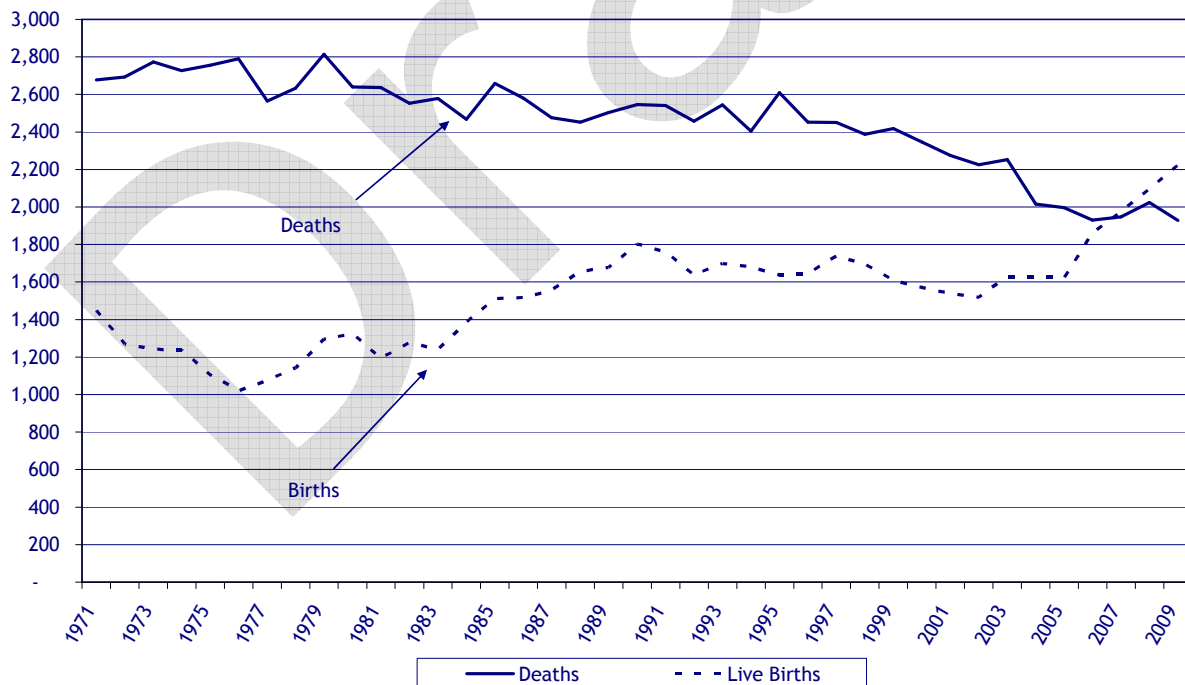


## Population

Bournemouth, along with Poole and Christchurch, form the South West region's second largest principal urban area with a total population of just under 350,000. At the time of the 2001 Census the population of the borough stood at 163,444. The latest figure from the Office for National Statistics (ONS), the 2009 mid year estimate, shows a very small increase to 164,900. The small increase stems from changes to the methodology used by ONS to apportion international migration throughout the United Kingdom. The largest proportion of the population is white British (92.5%) with a 7.5% minority ethnic population. There are significant groups of White Other, White Irish and South East Asian with increasing numbers of people from Eastern Europe, Poland in particular.

In Bournemouth, for many years, deaths have exceeded births so, if it were not for migrants moving to the area, the population would have declined. Figure 2 illustrates the reversal of this trend in 2007 which has continued through to 2009. In the 2006 report it was commented on the narrowing of the difference between the numbers of births and deaths in the borough. In 2007 the numbers of births marginally exceeded the number of deaths. In 2009, births exceeded deaths by 295.

**Figure 3: Births and deaths in Bournemouth 1971 to 2010**



Source: Vital Statistics, ONS, Crown Copyright

The fastest growing resident age group is those of working age. The under 15 age group is also growing at a greater rate than in neighbouring areas. Bournemouth has a significant student population, including large numbers of foreign students.



There is a high proportion of single people (33.8% of the population) and those in one person households (35.3%). The town has the fifth largest gay community in Britain.

The elderly population is above average (22.1% of the population are of retirement age<sup>1</sup> compared to 19.5% in England and Wales). A useful way of understanding the potential impact of the elderly is the ageing index (retirement aged population per hundred children aged 0 to 15). In the past children outnumbered the elderly and would provide significant numbers to populate the working age population. However in recent years this pattern has changed. In England and Wales the ratio is 97.6 retired per 100 under 16s, whilst in Bournemouth the ratio is much higher at 143.5 retired per 100 under 16s.

The National Insurance Recording System (NIRS) shows that, for 2008/09, there were 3,810 non-UK nationals registered in the borough, from 67 different countries. This figure represents 11.5% of registrations in the south west and 63.2% of registrations in the Dorset sub-region. The overall figure is down from 4,200 in 2007/08.

Further information on the population of Bournemouth can be found in Population Trends in Bournemouth<sup>2</sup> available from the Bournemouth Borough Council website.

### The Place Survey 2008

Respondents to the 2008 Place Survey identified the four quality of life issues that are in the top right hand corner of the grid (level of crime, clean streets, public transport and affordable decent housing) as both important in making somewhere a good place to live, and in need of improvement locally. As such they could be considered to be the areas that the Council and its partners should focus on.

Areas in the bottom right hand corner (activities for teenagers, the level of traffic congestion, wage levels/local cost of living and road/pavement repairs) are considered to be in need of improving locally, but are of less importance, while those in the bottom left hand corner are considered to be less important and less in need of improvement.

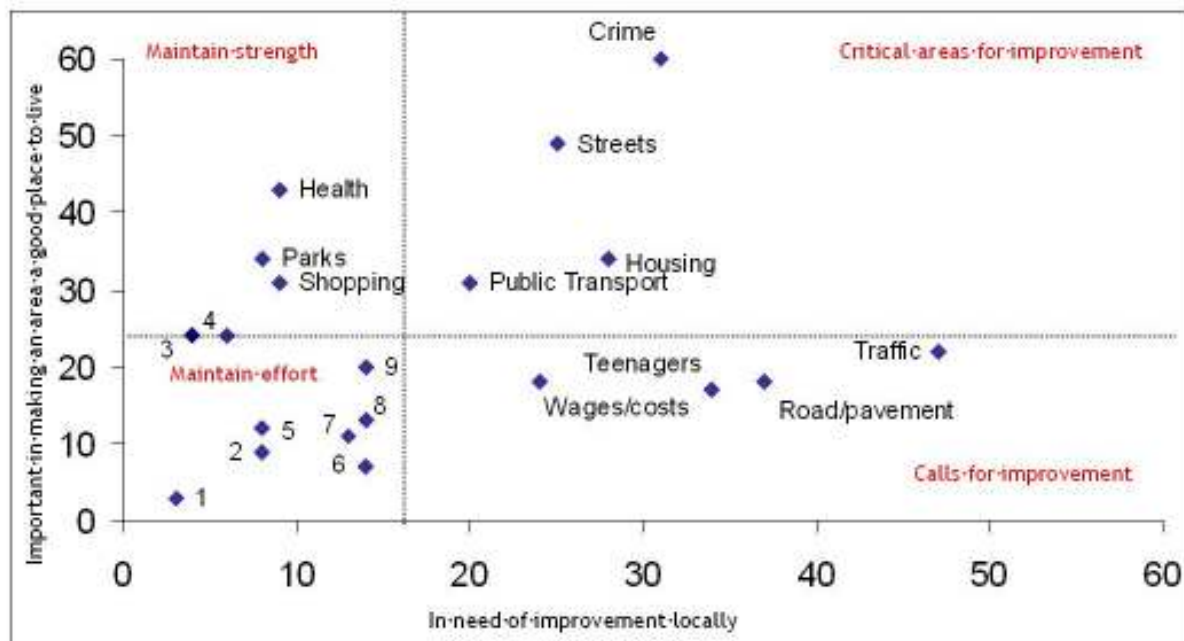
Those in the top left hand corner (health facilities, shopping facilities and parks/open spaces) are considered to be important generally, but not necessarily in need of improving locally (i.e. could be considered to be strengths of the local area).

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<sup>1</sup> Based on a retirement age of 60 for women and 65 for men.

<sup>2</sup> Population Trends in Bournemouth, Research and Information, Bournemouth Borough Council, August 2010

Figure 4: The Place Survey 2008



|   |                |   |           |   |               |
|---|----------------|---|-----------|---|---------------|
| 1 | Race relations | 4 | Education | 7 | Sport/leisure |
| 2 | Pollution      | 5 | Culture   | 8 | Children      |
| 3 | Nature         | 6 | Community | 9 | Job prospects |

Source: The Place Survey 2008, Bournemouth Borough Council

Further details of the Place Survey can be found on the Bournemouth 2026 website at: <http://www.bournemouth2026.org.uk/placesurvey>. The proposed Place Survey for 2010 was cancelled by the new coalition government in August 2010.

## Economy

Bournemouth, Poole, Christchurch, Wimborne and Ferndown together form an economic area that is the largest non-industrial conurbation in Europe. The Bournemouth Travel-To-Work area includes Christchurch, Ferndown and the Bournemouth Airport area. Certain sectors are concentrated in different parts of the conurbation (e.g. the marine industry in Poole, aerospace in Christchurch, and finance and business in Bournemouth). Figures from the latest Annual Population Survey for July 2009 to June 2010 estimate that there are around 104,700 people aged 16 to 64 in Bournemouth and of these 78,400 (73.1%) are economically active. In the UK, 76.2% are economically active. The main reason the proportion of economically active is lower than both the South West and UK is the demographic profile of the area, particularly the large number of students resident in the town. The numbers of economically active have fallen nationally and locally since the same period last year.

The unemployment rate in Bournemouth has risen over the last year and while it is the highest of the Dorset authorities it remains below the national average. In

February 2011, the unemployment rate for Bournemouth was 3.7% while for the UK it was slightly higher at 3.8%. A total of 3,947 people were unemployed.

Gross Value Added (a measure of income and output in economic terms used to estimate value of goods and services in an economy) in Bournemouth is estimated by Oxford Economics to be £3,298 million in 2008. The most important contribution to this wealth generation came from the financial intermediation sector which generated £717 million. This sector was also the fastest growing sector over the last ten years nearly tripling in value. Business services generated almost £492 million in 2008 while distribution and retail grew GVA value increased by £165 million. It is estimated that around 8,100 jobs were generated in Bournemouth over the last ten years. However while some sectors have grown considerably other have seen a reduction in employment levels.

The Annual Survey of Hours Earnings (ASHE) for 2010 reveals that Bournemouth has gross weekly pay levels that are significantly below the UK. The median wage is £361.30 per week for those who work in Bournemouth and £376.70 per week for Bournemouth residents, compared to the United Kingdom average of £404.30.

Leisure and tourism is a significant sector in Bournemouth with it estimated to have generated £120 million in 2008. This definition of this sector includes the tourism related GVA from hotel and restaurants, ancillary transport and recreation services. In addition Bournemouth is one of the UK's largest centres for learning English as a foreign language outside London. Numbers visiting accredited schools in Bournemouth are estimated to be over 42,000 in 2009 generating significant income in the local economy. In addition there are around 36,000 students attending Bournemouth University, the Arts University College or the Bournemouth and Poole College. Bournemouth has proved to be a very popular destination with overseas students. In 2009/10, conference, exhibition and business events held in the Bournemouth conurbation, injected approximately £122 million into the local economy.

Additional information on the local economy can be found in the regular [economic bulletins](#) prepared by the Borough Council and [The Lowdown](#) and the [local economic assessment](#) published in conjunction with Dorset and Poole councils.

## Environment

The environment of Bournemouth is probably one of the things which make people living in the town the happiest in the country. From sites of special scientific interest in the north to award winning beaches, there can be few headlands along Britain's south coast more spectacular than Hengistbury Head, and few parks more interesting than the Alum Chine Tropical Gardens. The town was awarded ten Green Flags for 2010. Green Flags are awarded for environmental protection and enhancement, community use, high quality landscapes and safety, cleanliness and accessibility. The ten parks are:

- Alum Chine (including Argyll Gardens)
- Boscombe Chine Gardens



- Fisherman's Walk
- Lower, Central and Upper Gardens
- Moore Avenue Community Park
- Pelhams Park
- Redhill Park & Common
- Seafield Gardens
- Stour Valley Nature Reserve
- Winton Recreation Ground

Boscombe Chine Gardens was voted the 'Best Park' in the South and South East in Bloom competition, sponsored by Southern Water and the Townsend Community Garden has been awarded a Green Pennant Award for the second year running. The pennant is a national award that recognises high quality green spaces that are managed by voluntary and community groups.

In addition to the Green Flag parks, Bournemouth has four Blue Flag beaches:

- Alum Chine
- Durley Chine
- Fisherman's Walk
- Southbourne beaches

The beaches are assessed on different categories: environmental education and information; water quality; environmental management; and safety and services

Further information on Green and Blue Flags can be found on the Keep Britain Tidy website at: <http://www.keepbritaintidy.org/Programmes/Default.aspx>

In addition, Bournemouth was awarded a 'Purple Flag' in September 2010. The Purple Flag is an accreditation scheme that recognises excellence in the management of town centres at night. It aims to raise standards and improve the quality of our towns and cities at night. For further information on the Purple Flag visit: [www.purpleflag.org.uk](http://www.purpleflag.org.uk)

Bournemouth is the first town in England to win all three flags.

Bournemouth was the first local authority in the UK to adopt the Earth Charter principles, which focus improvement on ecological integrity and our efforts on sustainability, equality and diversity.

Our environment faces a number of pressures, for example the balance between ensuring that there is an adequate supply of houses to meet demands and ensuring that new developments are well designed and contribute to sustainable communities. A sustainability framework is currently being developed which will help inform the Council's decision-making process to manage the complex issues surrounding sustainable development. It gives guidance for principles and aspirations of Bournemouth as a 'Sustainable Environment', balancing the local needs of communities and the natural environment.

We also face global pressures from climate change. Our 'Go Green Bournemouth Climate Change' and 'Sustainable Bournemouth Community Action Plan' aims to tackle both the cause and effects of climate change by minimising our impact on natural systems, whilst ensuring that communities are resilient to future changes.

The action plan can be found at:

[http://www.bournemouth.gov.uk/Library/PDF/Living/Environment/\\_climate\\_change\\_docs/4140%20Climate%20Change%20Brochure.pdf](http://www.bournemouth.gov.uk/Library/PDF/Living/Environment/_climate_change_docs/4140%20Climate%20Change%20Brochure.pdf)

Building local capacity for environmental learning and practice is supported by a three year Go Green Campaign to improve our sustainable use of natural resources. There have been Council led and community based actions in a number of areas:

### **Community Engagement**

The 'Big Green Fortnight' is a joint initiative with the Borough of Poole Council and was first held in May 2009. It is proposed to run bi-annually, with the aim of raising awareness of environmental issues and increasing support for sustainability and carbon reduction. The 2009 event was attended by almost 8,000 people.

The 2011 event runs from 20 May to 5 June and a full programme will be available on Bournemouth Borough Council's website.

### **Waste**

The 'Big Bin, Little Bin' scheme has resulted in Bournemouth recycling more of its waste than ever before. In 2009/10, 50% of household waste was recycled compared to 23% when the scheme was introduced in 2006. Of increasing significance, the overall amount of household waste produced decreased by 12 per cent on the previous year's total.

### **Travel**

Bournemouth Tourism has the silver level in the Green Tourism Business Scheme, while our annual green tourism seminar for local businesses, coupled with our annual tourism awards, encourage and recognise sustainable tourism.

Tackling traffic congestion is seen as a priority for residents, visitors and businesses alike and our local transport plan has been complimented by the government for its environmental content.

### **Energy**

Sustainable energy and energy efficiency is a high priority for Bournemouth's environment and, as at January 2010, Bournemouth had seven installed renewable electricity projects, totaling 0.93MW capacity. The Council is looking at other possible renewable development initiatives; examples include the feasibility of a town centre based combined heat and power scheme. Additionally, a further scheme is to use energy produced by bio-fuels derived from local waste products, especially food.

At Deacon Gardens in West Howe, a new communal heating scheme using solar technology has been installed. The scheme reduces CO<sub>2</sub> emissions and has cut tenants' heating bills by 30% or more.

Up to fifty council homes and two schools in Bournemouth will have photo-voltaic solar panels installed that generate electricity from the sun. The renewable energy generated will benefit not only the environment but also provide tenants living in suitable houses and bungalows with reduced electricity bills.

The Council has also agreed some tough targets within the Local Area Agreement, which will result in almost 2,000 referrals to grant schemes for home insulation and other measures to tackle fuel poverty.

All these actions support the changes in public perception needed for Bournemouth to adopt more radical solutions which challenge traditional thinking on conservation and heritage.

### Go Green survey 2010

In May 2010, an online survey was sent to 766 members of the Bournemouth e-panel and published on the Borough Council's website. The questionnaire was designed for those who live and/or work in Bournemouth. There were sections relating respondent's home or work and on travel behaviours and attitudes to environmental issues. A total of 782 responses were received, 66.9% from members of the e-panel. 655 responses were from those who live in the borough and 474 from those who work here.

The key findings were:

- Most respondents believed that man-made climate change is real. Males and older respondents were the most sceptical.
- At home, less than 40% of respondents had energy-efficient light bulbs throughout and the most persuasive reason for people to be greener was saving money.
- At work, a minority of respondents car share and the greenest workplaces are smaller companies and private sector companies who encourage green habits. Larger companies were investing in green equipment.
- National campaigns were more widely recognised than local campaigns with the exception of the local Big Bin/Little Bin waste campaign.

Full details of the findings can be found on the Bournemouth 2026 website<sup>3</sup>. It is proposed to repeat the survey in 2011.

### Education

The borough has 26 primary schools with a total of 10,388 pupils from four to eleven. Malmesbury Park Primary, Hill View Primary and Winton Primary are the three largest, each with over 500 pupils on roll. The smallest is Heathlands Primary with 224 pupils.

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<sup>3</sup> <http://www.bournemouth2026.org.uk/gogreensurvey>

There are ten state secondary schools within the borough, comprising three foundation schools, three trust schools, one community school, one voluntary aided and two academies. Four schools, Bournemouth School, Bournemouth School for Girls, Oakmead College of Technology and St Peter's Catholic Comprehensive, have sixth forms. Information is available from the twice-yearly school census for all schools except the academies. In January 2011, there were 8,407 pupils at these schools. Information on individual schools can be found via the schools pages on the Borough Council's website or via the [Edubase](#) or the [Department for Education](#) websites.

There are two academy secondary schools in Bournemouth. [The Bishop of Winchester Academy](#) has a capacity of 1,250 pupils and [the Bourne Academy](#) a capacity of 1,050 pupils. Further information on these schools can be found on the school websites or on the [Edubase](#) website.

In addition to the state sector, there are a number of independent schools. In the primary sector there is [The Park School](#) with 311 pupils, and two schools who cater for children from 3 to 18; [Talbot Heath](#) with 564 pupils and [Bournemouth Collegiate School](#) with 333 pupils. Further information on these schools can be found on the school websites or on the [Edubase](#) or the [Independent Schools Council](#) (ISC) websites.

104 languages, other than English, are spoken by children in Bournemouth schools emphasizing the diverse ethnic and cultural mix in the borough.

In 2009, the number of children achieving GCSE grades A\* to C (67.4%) is lower than the England average (70.0%) and slightly lower than the south west region (67.9%). The two Grammar Schools, Bournemouth School and Bournemouth School for Girls, achieve the highest scores in terms of 5 GCSEs including English & Maths at A\*-C grade and the average total point score per pupil. Of the other schools, St Peter's RC Comprehensive School, and Avonbourne School score highest. The three other co-educational schools, Bishop of Winchester CE Comprehensive, King's High and Oakmead College of Technology have the lowest scores. Portchester School had the highest contextual value-added score (progress for students when context and ability are taken into account) followed by Avonbourne School, Bournemouth School and Oakmead College of Technology.

In the independent sector, Bournemouth Collegiate School and Talbot Heath School each scored highly for GCSE passes with the latter emulating the two grammar schools with all pupils achieving GCSE grades A\* to C.

In 2009, 84.1% of Year 11 students of Bournemouth schools remained in full-time education (either at a sixth form or college, with the majority studying for A, AS or A2 levels). A further 3.7% began some form of non-employed training and 5.3% into employment. The remainder (6.9%) were categorised as NEETS (not in education, employment or training).

Besides the schools with six forms, students taking post 16 courses attend a number of local further education colleges. [Bournemouth and Poole College](#) has campuses



in Bournemouth and Poole and provides study for a range of academic and vocational courses. Students from Bournemouth attend other colleges including [Brockenhurst College](#) in the New Forest and [Kingston Maurward College](#) near Dorchester.

There are two universities based in Bournemouth and Poole, [Bournemouth University](#) and the [Arts University College, Bournemouth](#) (AUCB). Bournemouth University was the UK's 'Number One New University' according to the 2009 & 2010 editions of The Guardian University Guide. In addition, it was placed 32<sup>nd</sup> overall in The Guardian University Guide for 2010. During the last two years alone, the university has moved up 47 places in the guide. AUCB received the highest possible grade in a recent audit awarding 'broad confidence' in the management of the quality of our courses. The report also commended the academic standards on offer and highlighted many features of good practice, including the contribution of technician tutors to students' learning and the provision of library services.

## Housing

Bournemouth has approximately 85,400 dwellings. At the time of the 2001 Census 69.5% of households lived in owner occupied accommodation, 20% rented through the private sector and 10.5% rented from the local authority or a housing association. Bournemouth has retained its Council housing stock of approximately 5,145 homes and 472 leasehold flats. The Council has one of the best maintained local authority housing stocks in the country and is already over 99% compliant with the Decent Homes Standard. This has been achieved through a programme of planned improvements and maintenance over a number of years.

Although the proportion of owner-occupiers is broadly in line with the figures for the South West and England and Wales the proportion of households renting from the private sector is almost double that for England and Wales. The accommodation type in Bournemouth is also quite different to the regional and national picture. Although at the time of the 2001 Census, Bournemouth had a significantly larger proportion of detached houses (35.3%), it had fewer semi and terraced properties. The area has a very significant proportion of flats (43.0%) comprising: 22.7% purpose built flats, 17.5% flats in converted or shared houses; and 2.8% accommodation in flats in commercial buildings. Since 2001 the proportion of flats to houses has continued to increase to 47.8% in 2010.

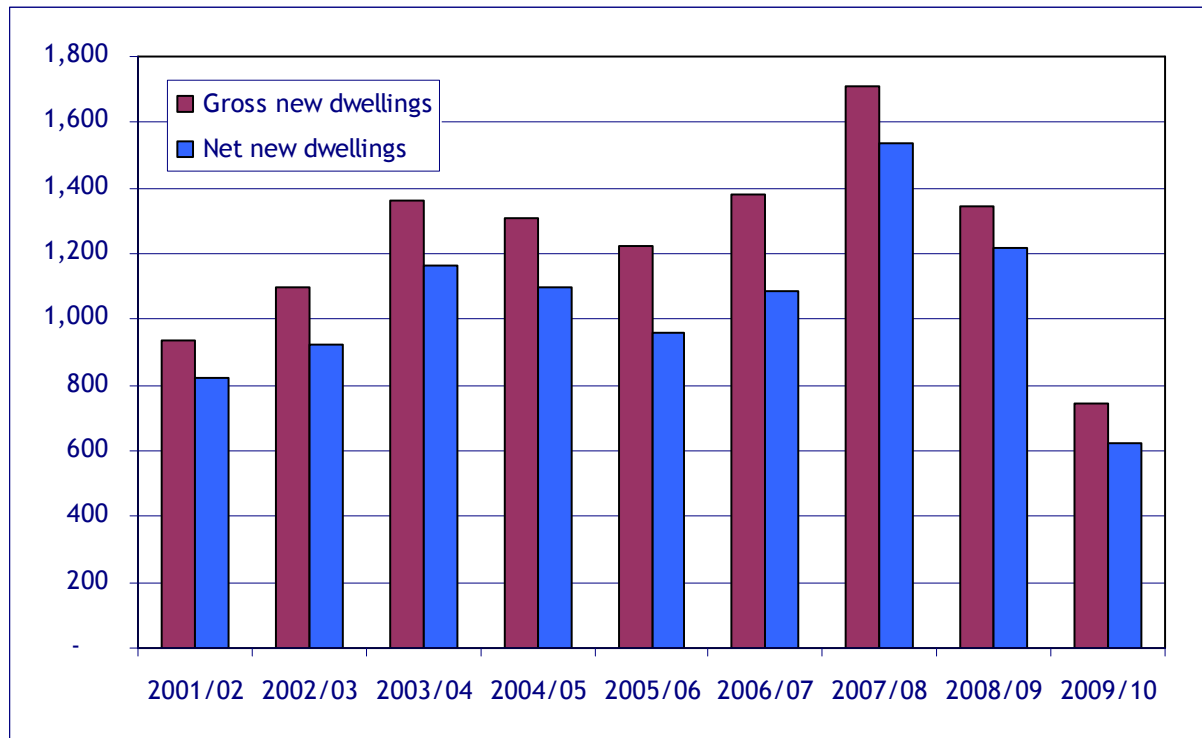
In 2009/10, 743 dwellings (gross) and 622 new dwellings (net) were completed in the borough. Gross dwellings are the total new dwellings in a development while net dwellings exclude any dwellings lost through the development. This figure is considerably lower than in the recent past, as Figure 3 below shows. Of these new dwellings, 213 were affordable dwellings.

As at April 2010, there were over 7,700 households on the Housing Register waiting for social housing. These households will have varying levels of housing need. They include people in social housing wishing to transfer and those living in the private sector. Almost 40% of the households are a priority as per the legislation because of a specific housing need such as living in unsatisfactory housing or needing to move



due to medical or welfare grounds. Over half of those on the Housing Register require one bedroom property (56%). This profile is largely in line with the profile of existing affordable housing stock locally. The level of housing need far outstrips supply.

**Figure 5: Gross and net dwelling completions since 2001**



Source: Research and Information, Bournemouth Borough Council

There were a total of 407 lets into social housing in 2009/10. This included 121 lets into Council stock and 218 lets to Registered Social Landlord (RSL) stock. A total of 252 dwellings were let to households in response to nominations from the Borough Council waiting list, the majority provided by a RSL.

The Housing Needs Survey provided another measure of housing need. Households in housing need are defined as those in unsuitable housing, would need to move to find a solution and would find market housing unaffordable where market rents are more than 25% of their gross income. In 2007, Fordham Research conducted a Dorset Wide Survey of Housing Need and Demand. Results for each individual authority were published in June 2008.

In terms of implications for affordable housing policy, Fordham Research noted that:

- Following the CLG Guidance, the net annual housing need in Bournemouth is estimated to be 3,015. This represents an index of 39 (the average for 350 or so Fordham Research studies of this kind is about 16). The Bournemouth level is

comparable with that for Central London, and is one of the highest in England outside the capital.

- In reality a number of households are likely to find solutions in the private sector (e.g. by spending a greater proportion of their income on housing than is recommended by the Guidance) and the requirement for affordable housing will be lower, although still much higher than what is likely to be possible to achieve.

The net additional need for 3,015 affordable units each year has increased significantly from 2003, when a similar study conducted by Fordham Research put the estimated annual shortfall at 1,572 affordable homes.

Fordham Research's report highlights the continuing discrepancy between supply and demand for affordable housing, with the projected building rate of 633 units per annum falling well below the anticipated demand for affordable homes. At September 2010, the local authorities within the Dorset sub-region and their partners were considering updating the survey.

On the positive side significant progress has been made in reducing homelessness. Bournemouth was made the SW Regional Champion for Homelessness in 2005/06 and Associate Homelessness Champion in 2006/07 because of substantial reductions in homelessness and use of bed and breakfast.

During 2008 a Private Sector House Condition Survey was undertaken in Bournemouth. The survey found that 68% of the private sector stock is owner occupied and there is a higher than national average percentage of rented properties in the borough, at 22%. According to government guidance, 33% of homes fail to meet the requirements of the Decent Homes Standard. This rate of non-decency is lower than the national average of 37%. A large proportion of the failures were due to the properties failure to provide a reasonable degree of thermal comfort and also the existence of category 1 hazards under the rating system. The survey found that 26% of the occupants of Bournemouth are vulnerable households and 60% of those people live in homes that meet the Decent Homes Standard.

The percentage of properties found to have Category 1 hazards when an assessment was carried out under the Housing, Health and Safety Rating System, varied across the borough, with the highest levels found in the Boscombe West and Boscombe East wards. As expected the highest levels of properties with hazards were found to be in the private rented sector, at 24%.

The highest levels of households living in fuel poverty were in the Boscombe West and parts of Boscombe East and East Cliff and Springbourne wards. However, the levels of energy efficiency of properties in that area were found to be the best in the borough, reflecting the improvement in energy efficiency brought about by the targeting of Council energy grant schemes.

The survey found that 94% of residents living in the private sector were either satisfied or very satisfied with their home and that 95% of people were satisfied with their environment and the area they live in.

## Health

The town's population profile is reflected in the demands on particular areas of health care provision in Bournemouth. The large numbers of student residents and visitors in their early 20s, and the thriving club scene, leads to a need for services relating to sexual health, smoking, and drug and alcohol misuse. The high proportion of people at the opposite end of the age scale - 70 plus - is reflected by a higher local prevalence of chronic conditions associated with older people such as stroke, diabetes and heart problems. As well as having a high proportion of people in single-person households, the town also has a mobile population. In the 2001 census, 16.4% of the population had moved to their current address in the last 12 months. Some wards showed much higher percentages for this: Central ward 38.6% and Boscombe West 28%. The fact that people are more transient and tending to live alone could be a contributing factor to the higher than national prevalence of severe mental illness.

The health of people in Bournemouth is similar to the England average. However, there are inequalities in life expectancy within Bournemouth. Men living in the most deprived areas can expect to live 8 years less than those in the least deprived areas. For women this gap is 5 years. The early death rate from heart disease and stroke has fallen over the last 10 years and is better than the England average.

The level of breastfeeding initiation is higher than the England average. The percentage of children spending at least 3 hours per week on school sport is higher than average. The percentage of children in Reception year classified as obese is lower.

Estimated adult rates of smoking, physical activity and binge drinking levels are similar to the England average. Although the death rate from smoking is lower than the average, smoking still kills around 290 people every year in Bournemouth. The level of smoking during pregnancy is better than the England average.

The rate of new cases of malignant melanoma skin cancer is higher than the England average. The Local Area Agreement for Bournemouth makes tackling health inequalities a priority, including drug and alcohol misuse, sexual health, smoking cessation, and physical activity.

The Joint Strategic Needs Assessment for 2010 identified health inequalities in Bournemouth and Poole and sets out in detail the current situation and the actions being taken to address specific health issues. The document can be downloaded from the Bournemouth and Poole Primary care trust website at:

<http://www.bournemouthandpoole.nhs.uk/useful-resources/policies-and-strategies/documents/JSNA20102015WCCfinal.pdf>

Additional information on health can be found in the profile published by the Association of Public Health Observatories. The profile can be downloaded at:

[http://www.apho.org.uk/default.aspx?QN=HP\\_METADATA&AreaID=50360](http://www.apho.org.uk/default.aspx?QN=HP_METADATA&AreaID=50360)

The Office for National Statistics has estimated the life expectancy at birth for wards across England and Wales. Within Bournemouth the variations between wards is quite dramatic with a ten year difference between the highest and lowest figures across the town. Littledown and Iford ward has the highest life expectancy at birth in 2003 with 78.6 years for males and 85.8 years for females. The lowest figures are found in Boscombe West ward where life expectancy at birth for males is 68.5 years and for females 77.9 years.

The latest life expectancy figures for the borough show that at birth males can expect to live for 78 years and females 82.6 years. The data ranks males as 218<sup>th</sup> and females 173<sup>rd</sup> out of 404 local authority areas in the United Kingdom. At 65 males can expect to live another 18.5 years while females can expect to live another 20.8 years. The UK rankings are 130<sup>th</sup> and 175<sup>th</sup> respectively.

### Deprivation

The [Indices of Deprivation 2010](#) was published in March 2010 by the Communities and Local Government department (CLG). Overall Bournemouth, using the 'rank of average score', ranks 102<sup>nd</sup> out of 326 local authorities across England where 1 is the most deprived and 326 the least deprived. The overall ranking has worsened since the previous index was published in 2007 when the borough ranked 108<sup>th</sup>.

The extent of deprivation varies across the Borough. The indices are mapped by small areas called Super Output Area at the Lower Layer (LSOA). There are 32,482 LSOAs in England and 107 in Bournemouth.

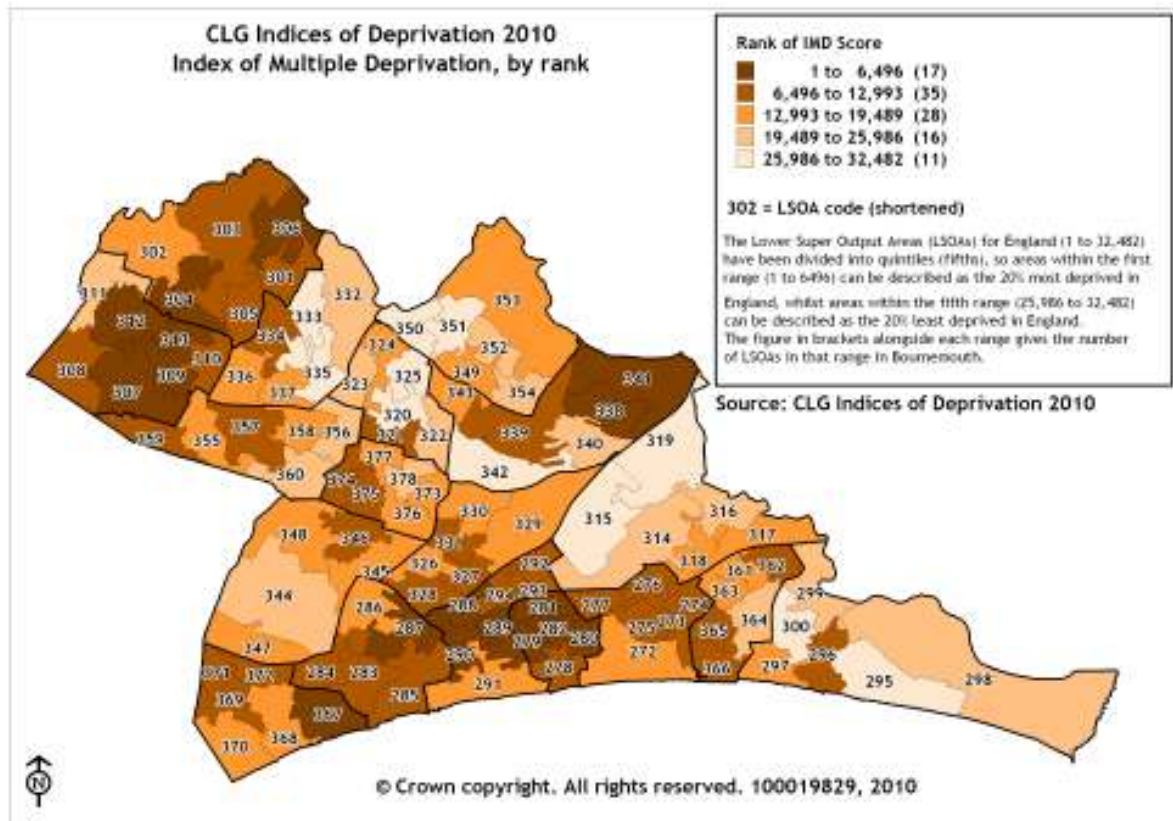
There are seventeen LSOAs in Bournemouth that rank in the top quintile (20%) most deprived LSOAs in England. The most deprived LSOAs include areas of Boscombe, central Bournemouth, Kinson, West Howe and Townsend. Central Boscombe is the most deprived area in Bournemouth, ranked 113<sup>th</sup> in England and, therefore, one of the most deprived LSOAs in England and the most deprived within the south west region.

### Workless households

In November 2010, data released by the Office for National Statistics indicated that in 2009 Bournemouth was above the UK average with between 20.7% of households with no-one in work. The equivalent figures for the south west and the UK are 16.6% and 18.7% respectively.



Figure 6: English Indices of Deprivation 2010



Source: Indices of Deprivation 2010, CLG

### 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.

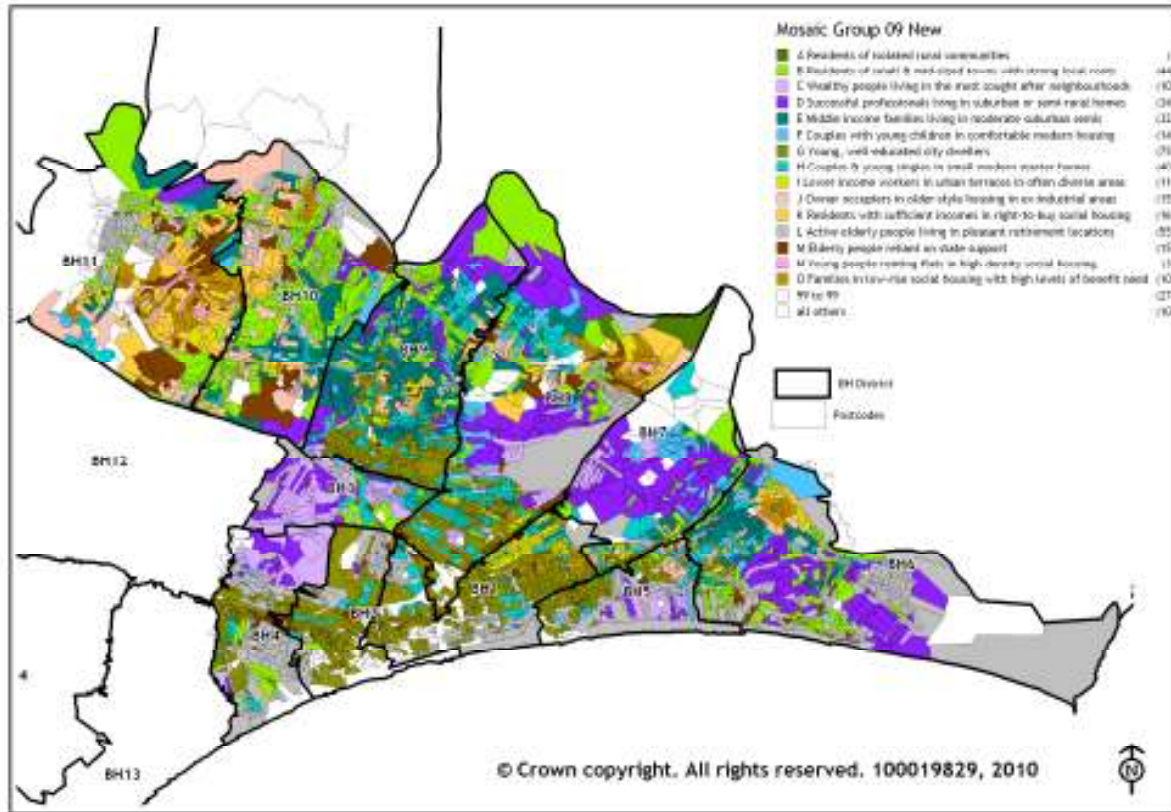
Using this data Experian classify every unit postcode by fifteen lifestyle groups and sixty-nine lifestyle types. Each of the groups and types has a description, the aim of which is to give an image of the area. The map below shows the distribution of the lifestyle groups in Bournemouth.

The highest number of postcodes within the Borough fall within Group G described as 'young, well-educated city dwellers' with 20.25% of postcodes classified as such. The second largest group are Group L 'active elderly people living in pleasant retirement locations' with just over 15% of postcodes. Two other groups (Group B 'residents of small and mid-sized towns with strong local roots' and Group H 'couples and young singles in small modern starter homes') are classified with more than 10% of postcodes. The table



below shows the proportions for the Bournemouth Borough, the Borough of Poole and the United Kingdom.

**Figure 7: Mosaic Public Sector classification**



Source: Mosaic Public Sector, Experian and Research and Information, Bournemouth Borough Council

**Table 1: Mosaic Public Sector Groups**

| Group   | Description   | Bournemouth Borough (%) | Borough of Poole (%) | United Kingdom (%) |
|---------|---|-------------------------|----------------------|--------------------|
| Group A | Residents in isolated rural communities                         | 0.1                     | 0.4                  | 4.4                |
| Group B | Residents of small and mid-sized towns with strong local roots  | 11.5                    | 17.2                 | 8.7                |
| Group C | Wealthy people living in the most sought after neighbourhoods   | 2.6                     | 6.2                  | 3.6                |
| Group D | Successful professionals living in suburban or semi-rural homes | 8.8                     | 14.5                 | 8.7                |
| Group E | Middle income families living in moderate suburban semis        | 8.5                     | 10.5                 | 12.2               |
| Group F | Couples with young children in comfortable modern housing       | 3.7                     | 3.5                  | 5.8                |
| Group G | Young, well-educated city dwellers                              | 20.2                    | 3.0                  | 8.2                |
| Group H | Couples and young singles in small modern starter homes         | 10.7                    | 9.0                  | 4.3                |

|         |   |      |      |     |
|---------|---|------|------|-----|
| Group I | Lower income workers in urban terraces in often diverse areas         | 3.1  | 2.2  | 7.7 |
| Group J | Owner occupiers in older-style housing in ex-industrial areas         | 4.0  | 8.2  | 7.8 |
| Group K | Residents with sufficient incomes in right-to-buy council houses      | 4.2  | 5.7  | 9.8 |
| Group L | Active elderly people living in pleasant retirement locations         | 15.1 | 14.1 | 3.6 |
| Group M | Elderly people reliant on state support                               | 4.0  | 3.9  | 4.3 |
| Group N | Young people renting flats in high density social housing             | 0.9  | 0.4  | 5.0 |
| Group O | Families in low-rise council housing with high levels of benefit need | 2.6  | 1.0  | 5.9 |

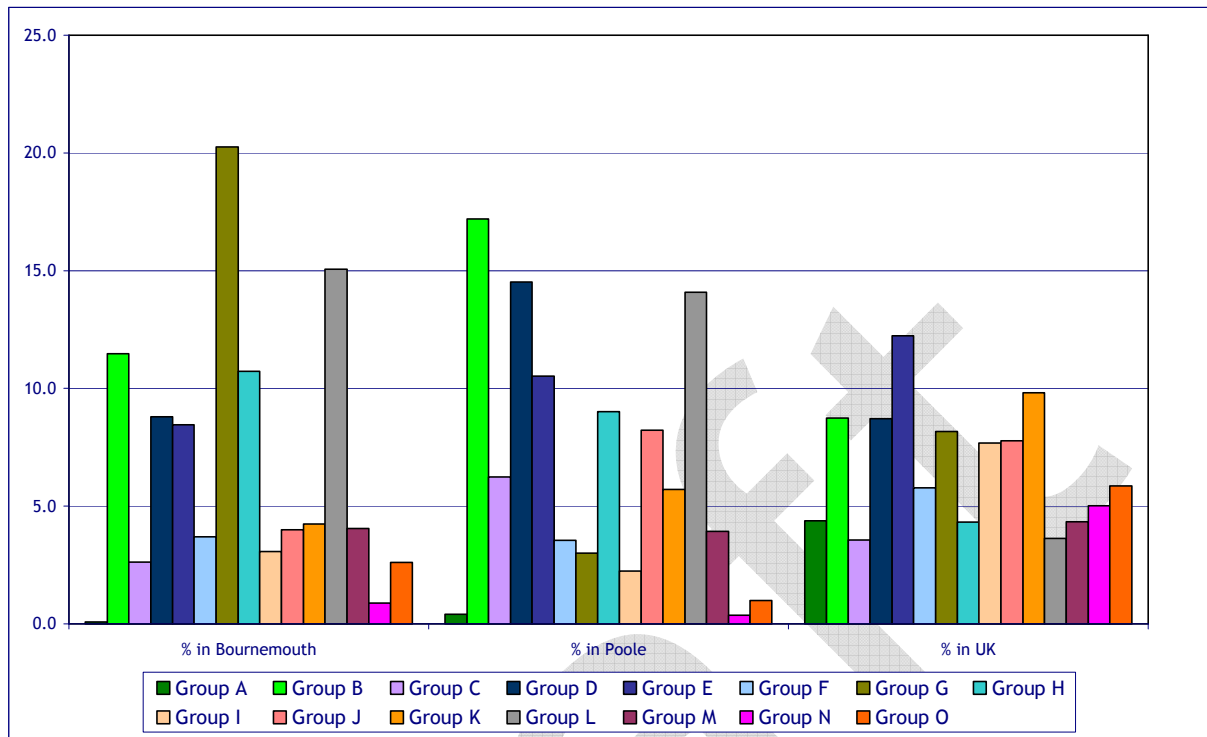
Note: Unclassified postcodes are not included in the percentages  
 Source: Mosaic Public Sector, Experian, 2010

Table 1 illustrates the differences in the population within Bournemouth, the Borough of Poole and the United Kingdom. It is clear there are as many similarities between Bournemouth and Poole as there are between Bournemouth and the UK.

The main similarities and differences are:

- Only one group (Groups M ‘elderly people reliant on state support’) are the proportions similar in all three areas;
- The following groups (F ‘couples with young children in comfortable modern housing’, L ‘active elderly people living in pleasant retirement locations’ and N ‘young people renting flats in high density social housing’ have similar proportions in Bournemouth and Poole;
- Groups A ‘Residents in isolated rural communities’ and N ‘young people renting flats in high density social housing’ have the smallest proportions;
- Groups B ‘residents of small and mid-sized towns with strong local roots’, G ‘young, well-educated city dwellers’ and L ‘active elderly people living in pleasant retirement locations’ show the greatest variation. While a fifth of postcodes in Bournemouth are classified as Group G, only 3% in Poole and 8% in the UK are.
- The most common postcode in the UK is classified as Group E ‘Middle income families living in moderate suburban semis’

**Figure 8: Comparison between Bournemouth, Poole and United Kingdom Mosaic Public Sector Groups**



Source: Mosaic Public Sector, Experian and Research and Information, Bournemouth Borough Council

Note: the groups are described in Table 1 on page 15.

In terms of Mosaic public Sector types, the largest number of postcodes are classified as Type 33 ‘transient singles, poorly supported by family and neighbours’ with 11.25%. The next most frequent is Type 55 ‘capable older people leasing/owning flats in purpose built blocks’ with 8.14%. Fifty-six of the sixty-nine types are represented in the borough.

### Transport

Consistent with many other areas in the UK, Bournemouth is experiencing the impacts of the current economic downturn. However, when economic conditions improve Bournemouth is expected to enjoy substantial economic growth which is contributed to by its attractive environment for people and businesses, its good rail links with London and the expansion of domestic and international air services from Bournemouth Airport. This growth is set to continue as significant housing expansion is planned over the next twenty years. Whilst this growth is good for the town it is only sustainable if people can easily access the key services, employment or activities that they need to increase their prospects of enjoying a good quality of life. Tourism is of particular importance to the town and good transport links in and around the area are vital to sustaining this important aspect of our economy.

At present accessibility to, from and within the town is an issue for many. Strategic road links into and out of the area and between the neighbouring town of Poole are

relatively poor. Road congestion is of concern both to locals and visitors. Although the town has witnessed increasing numbers using public transport in recent years, many people still find buses and trains expensive, inaccessible, unreliable, or simply not available. Some parts of the town are not as conducive to walking and cycling as they might be and for those without access to a car, getting to key services such as healthcare, shopping and education can be a particular problem. Road safety remains an issue and there continues to be the need to reduce injury accidents. The condition of local roads and pavements is also a frequent concern for residents.

Dealing with the consequences of climate change is going to be a major challenge and reducing CO<sub>2</sub> emissions is one of our highest priorities. Transport is responsible for 21% of domestic CO<sub>2</sub> in the UK and we are working closely with Poole and Dorset councils to develop a low carbon travel strategy which will support our next Local Transport Plan (LTP3).

Land-use planning plays a significant part in delivering transport priorities. Housing and commercial developments need to be located where there are good transport links. Developments should also be well connected to local cycle and pedestrian networks to ensure that access by non-motorised transport is both direct and attractive. Funding needs to be secured to mitigate the impacts of new development and to implement any additions to the transport and highway network required to make new developments accessible and sustainable.

Delivering the transport priorities whilst protecting and enhancing the very special quality of our natural environment is one of the biggest challenges facing the town.

### **Crime and anti-social behaviour**

Bournemouth has seen an unprecedented drop in crime levels over the last few years, exceeding that of many other towns and cities. Bournemouth more than met its target for reducing British Crime Survey crime types. The number of recorded crimes has fallen over the last three years. In 2008/09 it was 18,625 crimes; in 2009/10 17,718 crimes and in 2010/11 17,603, a drop over the three-year period of 1,022 crimes or 5.5%.

The perceptions of anti-social behaviour as a problem in Bournemouth are generally in line with or below those expressed by respondents from unitary authorities generally. The exception is people being drunk or rowdy in public places - 37% of Bournemouth residents surveyed in the Place Survey think this is a problem against 29% generally. Unfortunately, the number of anti-social behaviour incidents increased. In 2008/09 16,485 incidents were reported but this increased to 16,591 incidents in 2009/10 and 16,738 in 2010/11. These figures represent approximately 100 incidents per 1,000 population.

From the Place Survey 2008, for the three crime indicators Bournemouth was higher than the score for the all unitaries.

**Table 2: The Place Survey 2008 results for crime**

| National indicator   | Bournemouth | All unitaries |
|--|-------------|---------------|
| NI 17 Perceptions of anti-social behaviour                 | 20.7%       | 20.1%         |
| NI 41 Perceptions of drunk or rowdy behaviour as a problem | 37.0%       | 29.8%         |
| NI 42 Perceptions of drug use or drug dealing as a problem | 33.4%       | 30.5%         |

Source: The Place Survey 2008, Bournemouth Borough Council

For further information, please contact:

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