Ward Profile for
Boscombe East

Boscombe Overcliff Drive

Your Ward Councillors

Councillor
Andy Jones

Councillor
Gina Pacifico-Mackin

Councillor
Christopher Rochester

Population

Boscombe East ward is a coastal ward with a resident population of 10,876 in 2011; 2014 population estimates put the population at 11,400, an increase of just under 1.4% since mid-2013. The residents’ average age is 38 in 2011. At Mid-2014 there were 7,800 people of working age which is 68% of the population.

The ward is more ethnically diverse than Bournemouth or the South West with less than 81% of the population describing themselves as White-British. The second largest category is ‘White-Other’ (10.3%).

Around 41% of 16-74 year olds in employment work in managerial, professional or associate professional or technical occupations. The ward has a smaller proportion of residents aged 16-74 without a qualification than nationally but around the same proportion of residents with a degree or equivalent qualification.
As at March 2016, ward claimant numbers stood at 1.9%. The equivalent figure for Bournemouth was 1.5% and the UK 1.9%.

**Environment**

The character of the ward roughly divides into three distinct areas. North of Christchurch Road it is predominantly semi-detached housing; to the south of Christchurch Road and the south and west of Parkwood Road it is predominantly large detached houses; and to the north and east of Parkwood Road, it is mainly detached houses. Christchurch Road is dominated by the eastern section of the Boscombe shopping centre. Part of Boscombe Manor Conservation Area is within the ward. Fisherman’s Walk holds a Green Flag award.

The ward is a fairly densely populated urban area with an average of 60 people per hectare compared to 40 for the borough as a whole.

**Community resources**

Community facilities include Southbourne Library which hosts a range of activities for children, families and the general community.

The ward also contains Shelley Manor, a historic building which has been redeveloped as flats and medical centre.

The HMS Phoebe building on Gloucester Road provides community meeting facilities as well as being home to the TS Phoebe Sea Cadets. It has several classroom style rooms and one large hall for hire. [http://www.sea-cadets.org/Bournemouth/about-our-unit.aspx](http://www.sea-cadets.org/Bournemouth/about-our-unit.aspx)

The Pokesdown Forum is active and holds regular meetings open for residents. [www.pokesdowncommunityforum.btck.co.uk](http://www.pokesdowncommunityforum.btck.co.uk)

An Enterprise Hub operates from Darracott Road, delivering a European funded scheme – Outset Bournemouth - supporting people into self employment.

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)

 Corpus Christi Catholic Primary School (432 pupils on roll as at January 2016), Pokesdown Community Primary School (445 pupils) and St James Church of England Primary School (413 pupils) are within the ward. There are two Children’s Centres in the ward, Pokesdown and Southbourne, providing help and support for local families with children within their localities from birth until they start school. Pokesdown
Children’s Centre has over 700 under 5s within its area while Southbourne has around 1,700.

Schools and childcare providers in this ward include:

<table>
<thead>
<tr>
<th>Number of childminders</th>
<th>Number of OFSTED registered places</th>
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<tbody>
<tr>
<td>Childminders</td>
<td>12</td>
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<td></td>
<td>67</td>
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<table>
<thead>
<tr>
<th>Time of year open</th>
<th>Maximum number of children</th>
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**After School Clubs**
- 115 Club at St James CE Primary School
- Pokesdown Primary School
- Tops Day Nursery, Boscombe

**Breakfast Clubs**
- Pokesdown Primary School
- St James CE Primary School

**Day Nurseries**
- Head Starts Day Nursery
- St Thomas Garnets Kindergarten
- Tops Day Nurseries

**Holiday Playschemes**
- Tops Holiday Club @ Boscombe

**Pre-School Playgroups**
- St James Pre-School Link
- Teddy's Pre School & Crèche
- Corpus Christi Pre-School

**Primary Schools**
- Corpus Christi Catholic Primary School
- Pokesdown Primary School
- St James’ CE Primary School

**Southbourne Library**
Seabourne Road, Southbourne, Tel: 428784
Library web address:
http://www.bournemouth.gov.uk/Libraries/MyLocalLibrary/pokesdownandsouthbourne.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](http://www.bournemouth.gov.uk/Libraries/LibraryServices/LibraryServices.aspx)

**Housing**

Just over 57% of households are owner occupiers with 36% renting privately and only 7% renting from housing associations or the local authority. Purpose built flats and flats in converted houses are the largest housing type. The percentage of households living in overcrowded accommodation is slightly larger than in Bournemouth.

At the time of the 2001 Census there were 4,416 household spaces in the ward comprising 2,243 houses, 2,121 flats and 52 other. By the Census in 2011 there were 5,211 household spaces, 2,267 were houses and 2,943 were flats. Between 2001 and 2011, the number of household spaces increased by 18% for all properties but by 39% for flats. The number of house household spaces increased by just 24.

**Health inequalities**

The life expectancy at birth in 2008-2012 for Boscombe East ward males is 79 and for females the figure is 82.6 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.

In 2011 just over 24% of households had at least one member with a limiting long-term illness, 82% of residents described their health as very good or good and 9.5% of the population provided unpaid care.

**Deprivation**

According to the 2015 Index of Multiple Deprivation (where the rank of 1 is the most deprived) the six LSOAs (Lower Super Output Area) within this ward rank between 5,995th and 22,492th, out of 32,844 nationally and between 15th and 82nd, out of 110.
within Bournemouth. The area to the north and east of Christchurch Road is the most deprived part of the ward.

In terms of the individual domains, the ranks for the six LSOAs generally mirror the overall index. The major differences are in the housing and services domains where the individual ranks for the LSOAs are significantly higher than the overall rank meaning it is less deprived and the living environment which is more deprived.

The charts illustrate the overall index of multiple deprivation (IMD) and the individual domains results. Each LSOA in the ward is listed by its decile i.e. a score of 1 indicates the LSOA is in the 10% most deprived whereas a score of 10 means the LSOA is in the 10% least deprived in England.
Child Poverty

A report by the End Child Poverty organisation uses tax credit data updated with national trends on worklessness that are compatible with national estimates of children living in households below the 60% median income level. Based on this measure 19.5% of children in this ward are classified as living in poverty before housing costs, this figure rises to 30.2% after housing costs are added in compared 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 400 claimants with dependent children in this ward as at November 2015, this equates to around 31% of families claiming Child Benefit, the borough figure is 29%.

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 classification shows that 62% of the households in Boscombe East are identified in three groups: ‘Educated young people privately renting in urban neighbourhoods’ (Group J) (31.3%); ‘Younger households settling down in housing priced within their means’ (Group H) (15.2%) and ‘Residents of settled urban communities with a strong sense of identity’ (Group I) (15.0%). This compares with 30.5%, 9.1% and 8.8% respectively for the borough. Thirteen of the fifteen groups are represented in the ward making it one of the most diverse wards in the borough.

Comparison between Boscombe East and Bournemouth Mosaic Public Sector Groups

Transport

Just over 28% of households in this ward are without a car; however, a further 26% of households have two or more cars. Nearly 59% of 16-74 year olds travel to work in a car or van.
Bournemouth Opinion Survey: Boscombe East

The Bournemouth Opinion Survey is a random postal survey of residents which was most recently carried out in September and October 2015 and received 3,260 responses. This gives us a reasonable level of confidence in the results for the Borough as a whole. Once broken down to ward level the margin of error is wider; for Boscombe East the confidence interval on a 50% score is +/- 8.2%. Comparisons between Boscombe East and the Borough as a whole, or other wards, should be treated as indicative where results fall within this range.

Satisfaction with the local area as a place to live

Eighty-six percent of Boscombe East respondents said that they were satisfied with the local area as a place to live. This appears to be slightly higher than the Bournemouth average of 82%. Fewer than one in ten respondents (9%) were dissatisfied with the area.

Satisfaction with the way the Council runs things

Nearly three quarters of Boscombe East respondents were satisfied with the way the Council runs things. Again this is slightly higher than the overall score for the whole borough (69%). Sixteen percent of respondents were dissatisfied with the way the Council runs things.

Value for money (% agree)

Six in ten Boscombe East respondents agreed that the Council provides value for money, more than the 53% Borough average. One in ten respondents disagreed while 30% gave a neutral response.
Anti-social behaviour and community safety

Residents were asked how much of a problem different aspects of anti-social behaviour are in their area. These results are combined to create an overall score which shows the percentage of people with a high combined perception of anti-social behaviour in their area. Across the whole Borough 22% of respondents had a high perception of anti-social behaviour.

We also asked residents how safe or unsafe they feel outside in their local area, both during the daytime and after dark.
Residents’ priorities

We asked residents which five factors (from a list of 21) are the most important in making somewhere a good place to live. They were then asked which five factors from the same list are most in need of improvement in their local area. The factors with above average scores for both importance and improvement in Boscombe East are:

- Affordable decent housing
- Clean streets
- Health services
- The level of crime
- The level of traffic congestion
- Road and pavement repairs

The full Bournemouth Opinion Survey report can be found on our website at www.bournemouth.gov.uk/BOS

For further information, please contact:

Research and Information,
Development Services,
Bournemouth Borough Council
Tel: 01202 454684
Email: statistics@bournemouth.gov.uk
Website: http://www.bournemouth.gov.uk/Statistics

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