Ward Profile for
East Cliff & Springbourne

Boscombe Chine Gardens

Your Ward Councillors

Councillor
Anne Filer

Councillor
Michael Filer

Councillor
David Kelsey

Population

The ward had a resident population of 12,688 with 6,129 households, with an average household size of two people at the time of the 2011 Census. The latest estimate of the ward’s population, based on the 2014 mid-year estimate, is 14,000. A total of 9,800 people (70%) are of working age.

The largest ethnic grouping in this ward is the ‘White-Other’ ethnic group accounting for 15.5% of the population. The area also has a larger proportion of the 18-44 year olds but a smaller proportion of older residents than the borough as a whole.

As at March 2016 the percentage of the working age claiming unemployment related benefits stood at 2.2%. The equivalent figure for Bournemouth was 1.5% and the UK 1.9%.
Environment

East Cliff and Springbourne ward borders the sea. The East Cliff part of the ward, south of the railway line, is made up of flat developments and the majority is part of the East Cliff Conservation Area. To the north of the railway line it is primarily semi-detached housing with pockets of terraces. The area immediately either side of the railway line is characterised by employment development. Boscombe Chine Gardens holds a Green Flag award.

Community resources

The area is served by the Springbourne Forum, for residents to raise issues, concerns or questions, and there is also a strong East Cliff Residents Association.

The Bourne Spring Centre provides community facilities at the old St Mary’s Church and hosts the new Bournemouth Independent Advice Centre. The local library also has a Community Room run.

Other community facilities in the area include the Boscombe Children’s Centre and Neighbourhood Nursery, Knyveton Gardens and Boscombe Chine Gardens, one of the boroughs Green Flag parks.

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

The Boscombe Children’s Centre has an estimated population of around 1,500 under 5 year olds within its catchment area
http://www.bournemouth.gov.uk/ChildrenEducation/ChildrensCentres/BoscombeChildrensCentre.aspx

Schools and childcare providers in this ward include:

<table>
<thead>
<tr>
<th>Childminders</th>
<th>Number of childminders</th>
<th>Number of OFSTED registered places</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>29</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Breakfast Club</th>
<th>Time of year open</th>
<th>Maximum number of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bethany Breakfast Club</td>
<td>Term Time</td>
<td>30</td>
</tr>
</tbody>
</table>
### Day Nurseries

<table>
<thead>
<tr>
<th>Nursery</th>
<th>Time of year open</th>
<th>Maximum number of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinderworld Bournemouth Day Nursery</td>
<td>All Year</td>
<td>55</td>
</tr>
<tr>
<td>Little Pines Day Nursery</td>
<td>All Year</td>
<td>25</td>
</tr>
<tr>
<td>Tiny Toes</td>
<td>All Year</td>
<td>20</td>
</tr>
</tbody>
</table>

### Pre-School Playgroup

<table>
<thead>
<tr>
<th>Playgroup</th>
<th>Time of year open</th>
<th>Maximum number of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Cliff Pre-School</td>
<td>Term Time</td>
<td>40</td>
</tr>
<tr>
<td>Netanya Nature Pre-School</td>
<td>Term Time</td>
<td>20</td>
</tr>
<tr>
<td>St Clements Nursery</td>
<td>Term Time</td>
<td>40</td>
</tr>
</tbody>
</table>

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**Springbourne Library**, Holdenhurst Road, Bournemouth Tel: 397115

Library web address: [http://www.bournemouth.gov.uk/Libraries/MyLocalLibrary/SpringbourneLibrary.aspx](http://www.bournemouth.gov.uk/Libraries/MyLocalLibrary/SpringbourneLibrary.aspx)

For library events visit: [http://www.bournemouth.gov.uk/Libraries/LibraryEvents/LibraryEvents.aspx](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**

There are a significant proportion of households in privately rented accommodation and this proportion has grown between 2001 and 2011. The majority of households are now renting privately (47%). The major property type is flats, both purpose built (53%) and converted (17.3%). There is a larger proportion of lone parents than in England and Wales but a smaller proportion of dependent children.

At the time of the 2011 Census there were 6,679 household spaces in the ward. 4,836 were flats and 1,841 were houses. The number of people living in overcrowded conditions is significantly higher than the England and Wales figures based on rooms; the percentage is also higher based on the number of bedrooms.

**Health inequalities**
The life expectancy at birth in 2008-2012 for East Cliff and Springbourne ward males is 75.5 and for females the figure is 82.2 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.

Deprivation

The 2015 English Index of Multiple Deprivation was reported at LSOA’s (Lower Layer Super Output Areas). This ward contains a wide range of LSOA ranks, from East Cliff North which is in the 10% most deprived across England to East Cliff South which is in the 6th decile.

For the domains, the LSOAs within the ward rank relatively highly for the education, skills and training domain; otherwise the ranks mirror the overall rankings.

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 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 19.8%
children in this ward are classified as living in poverty before housing costs, this figure rises to 31.2% 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 700 claimants with dependent children in this ward as at November 2015, this equates to around 45% of all 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.

Nearly 50% of the households are classified as ‘Educated young people privately renting in urban neighbourhoods’ (Group J), 16.4% as ‘Residents of settled urban communities with a strong sense of identity’ (Group I) and 11.5% as ‘Elderly people reliant on support to meet financial or practical needs’ (Group N). Thirteen of the fifteen groups are represented in the ward.
Comparison between East Cliff and Springbourne and Bournemouth Borough Mosaic Public Sector Groups

Transport

Around a third of households do not have a car and a much smaller proportion have two or more cars than in other areas.
Bournemouth Opinion Survey: East Cliff and Springbourne

The Bournemouth Opinion Survey is a 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 East Cliff & Southbourne the confidence interval on a 50% score is +/- 8.3%. Comparisons between East Cliff & Southbourne 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

Nearly two thirds of East Cliff and Springbourne respondents said that they were satisfied with the local area as a place to live. This is considerably lower than the Bournemouth average of 82%. Thirteen percent were dissatisfied with the area compared to 9% overall.

Satisfaction with the way the Council runs things

There were significantly fewer East Cliff and Springbourne respondents who said that they were satisfied with the way the Council runs things than the overall score for the whole borough (69%). One in five respondents (19%) were dissatisfied with the way the Council runs things.
Value for money (% agree)

Less than half of respondents from East Cliff & Springbourne said that the Council provides value for money, less than the 53% Borough average. Thirty percent gave a neutral response while a quarter (26%) disagreed, compared to 17% overall.
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.

![Percentage of residents perceiving problems](chart)

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 East Cliff & Springbourne are:

- Affordable decent housing
- Clean streets
- Health services
- The level of crime
- Wage levels and local cost of living

The full Bournemouth Opinion Survey report can be found on our website at [www.bournemouth.gov.uk/BOS](http://www.bournemouth.gov.uk/BOS)

For further information, please contact:

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Email: statistics@bournemouth.gov.uk  
Website: [http://www.bournemouth.gov.uk/statistics](http://www.bournemouth.gov.uk/statistics)

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