Ward Profile for
Littledown & Iford

Littledown Leisure Centre

Your Ward Councillors

Councillor
Bobbie Dove

Councillor
Gill Seymour

Councillor
Lawrence Williams

Population

Littledown and Iford ward has a resident population of 9,726 and an average household size of 2.4. The latest estimate of the ward’s population, based on the 2014 mid-year estimate, is 9,900. The average age of residents is just under 42. At mid-2014 a total of 6,100 residents (61%) are of working age.

As at March 2016, the percentage of unemployment claimants stood at 0.7%. The equivalent figure for Bournemouth was 1.5% and the UK 1.9%.

There are a smaller proportion of residents aged 16-74 without any qualifications and a larger proportion of residents with a degree or equivalent qualification.
The largest ethnic group other than ‘White-British’ is ‘White-Other’ although this proportion is smaller than in the borough overall.

Environment

Approximately half of the ward is parkland, King’s Park and Littledown Park, and school playing fields. The character of the built up area comprises the detached houses and suburban estate development of Littledown, Castledean and Boscombe East. The remainder of the area includes a number of schools, and the hospital and commercial development north of Castle Lane East.

Community resources

This ward is home to the Littledown Leisure Centre, situated in 47 acres of parkland. The centre boasts some of the best leisure facilities in the area, including the Zone, a gym for young people. Also on the site is the Littledown Youth Club, which offers young people a space for enjoyable activities and informal education.

The ward also includes Kings Park, one of the largest areas of green space in the Borough. The park encompasses a range of sporting and leisure facilities including a skate park, Bournemouth Athletics stadium, the Indoor Bowls Centre and AFC Bournemouth, Dorset’s only Football League club.

The ward also includes a number of schools including Kings Park School, Harewood College which is a Specialist Sports College and Avonbourne Academy, a Business and Enterprise College.

King’s Park Academy (601 pupils on roll as at January 2016), Avonbourne College (1,179 pupils), Harewood College (598 pupils), Tregonwell Academy (126 pupils) and St Peter’s Catholic Comprehensive School (lower) (1,612 pupils in upper and lower school) are located within the ward.

The ward is served by Southbourne Children’s Centre based in Boscombe East ward with an estimated 1,700 under 5s within the catchment.

Schools and childcare providers in this ward include:

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Time of year open | Maximum number of children/places
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**After School Club**
Avonwood Primary Creative Club | Term Time
St Claire’s at St Peters | Term Time
24

**Breakfast Clubs**
Avonwood Primary School Breakfast Club | Term Time
King’s Park Breakfast Club | Term Time
Harewood Breakfast Club | Term Time
80
400

**Day Nurseries**
Iford Bridge Nursery and Pre-School | Term Time
Tops Day Nursery at RBH | All Year
30

**Holiday Playscheme**
Bournemouth Mini Beasts Playclub | All Year
Sea Cadets - St Claire’s | Term Time
124
40

**Pre-School Playgroups**
Exton Road Pre-School Playgroup | Term Time
St Saviours Pre-School Playgroup | Term Time
26
26

**Nursery Class**
Little Ambers | Term Time
40

**Primary School**
King’s Park Primary School | Term Time
630

**Secondary Schools**
Avonbourne College | Term Time
1,538
Harewood College | Term Time
1,050
St Peter’s Catholic Comprehensive School | Term Time
1,650

**Special School**
Tregonwell Academy | Term Time
140

**Housing**

Most households are owner-occupiers (78%) with most accommodation in detached dwellings (62%). The 2011 Census recorded 4,219 household spaces: 3,235 houses, 909 flats and 75 others.

The average household size is the same as the national average and there are fewer households living in overcrowded conditions than in England and Wales generally.
Health inequalities

The life expectancy at birth in 2008-2012 for Littledown and Iford ward males is 81.4 and for females the figure is 84.4 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

This ward is one of least deprived of all the wards in Bournemouth. Littledown is the second least deprived LSOA in the borough, ranking 30,752nd nationally and so in the 10% least deprived nationally. Iford is also in the top ten least deprived LSOAs in the borough. The lowest ranking LSOAs are Exton Road (18,343th) and Boscombe East at 18,956th nationally or 70th and 74th locally.

The domain rankings show some quite significant differences between the different LSOAs. For example, King’s Park is in the most deprived 10% based on the Crime domain whereas the neighbouring LSOA of Littledown is in the least deprived 20%. Similarly, Castledean ranks in the 10% most deprived in terms of barriers to housing and services, while the adjoining LSOA of East Boscombe ranks in the 20% least deprived in England. Littledown’s borough rank is between 106th and 110th least deprived for all of the domains with the exception of the barriers to housing domain where it is ranked 46th in Bournemouth.
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 10.7% of children in this ward are classified as living in poverty before housing costs, this figure
rises to 17% after housing costs are added. 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 130 claimants with dependent children in this ward as at November 2015, this equates to around 12.8% of the households receiving child benefit, the borough figure is 28.6%.

**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.

In Littledown and Iford ward, 26.6% of the households are classified as ‘Established families in large detached homes living upmarket lifestyles’ (Group B), the largest proportion of this group in any ward in the borough. Reflecting the ward’s relatively modern estates, a further 25.3% are categorised as ‘Thriving families who are busy bringing up children and following careers’ (Group D) and again which is the highest proportion in the borough. Comparable figures for the borough are 5.7% and 7.1% respectively.
Comparison between Littledown and Iford and Bournemouth Borough Mosaic Public Sector Groups

- Urban renters of social housing facing an array of challenges
- Elderly people reliant on support to meet financial or practical needs
- Families with limited resources who have to budget to make ends meet
- Single people privately renting low cost homes for the short term
- Mature homeowners of value homes enjoying stable lifestyles
- Educated young people privately renting in urban neighbourhoods
- Residents of settled urban communities with a strong sense of identity
- Younger households settling down in housing priced within their means
- Householders living in inexpensive homes in village communities
- Elderly people with assets who are enjoying a comfortable retirement
- Mature suburban owners living settled lives in mid-range housing
- Thriving families who are busy bringing up children and following careers
- High status city dwellers living in central locations and pursuing careers with high rewards
- Established families in large detached homes living upmarket lifestyles
- Well-off owners in rural locations enjoying the benefits of country life
Bournemouth Opinion Survey: Littledown & Iford

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 Littledown & Iford the confidence interval on a 50% score is +/- 8.0%. Comparisons between Littledown & Iford and the Borough as a whole, or other wards, should be treated as indicative where they fall within this range.

Satisfaction with the local area as a place to live

Almost all respondents from Littledown & Iford were satisfied with the local area as a place to live. This is more than the Borough average of 82%. Only 2% were dissatisfied with the area compared to 9% overall.

Satisfaction with the way the Council runs things

The proportion of Littledown & Iford residents who are satisfied with the way the Council runs things is significantly higher than the overall score for the whole Borough (69%). Just 6% were dissatisfied (16% for the Borough overall).

Value for money (% agree)

Six in ten Littledown & Iford respondents agree that the Council provides value for money. This is more than the Council average. Less than one in ten (9%) disagreed (17% overall) 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.

High Perception of Anti-Social Behaviour

6 %

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 Littledown & Iford are:

- Affordable decent housing
- Clean streets
- Education provision
- Health services
- The level of crime
- The level of traffic congestion

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

Transport

The ward has one of the smallest proportions of households without a car and the largest proportion of households with two or more cars in the borough.
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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