Ward Profile for
Moordown

Embassy Youth Centre

Your Ward Councillors

Councillor
Sue Anderson
Councillor
Beverley Dunlop
Councillor
Ian Lancashire

Population

Moordown has a resident population of 10,047 and an average age of just under 38, making it one of Bournemouth’s “younger” wards. The latest estimate of the ward’s population, based on the 2014 mid-year estimate, is 10,300 of which 6,700 or 65% are of working age. It is one of the more densely populated wards with an average of 62 people per hectare.

In this ward 90% of residents classify themselves as ‘White-British’, with a further 3.3% of the population describing themselves as ‘White other’.

As at March 2016, ward claimant unemployment stood at 1.0%. The equivalent figure for Bournemouth was 1.5% and the UK 1.9%.
Environment

There is almost entirely detached housing with a pocket of suburban bungalow development, just to the north of Moordown Recreation Ground, and an area of semi-detached housing in the Ripon Road/Gresham Road area. Running through the ward is the Moordown shopping centre along Wimborne Road which is one of the main shopping streets in the town. Redhill Park and Common holds a Green Flag award.

Community resources

The Moordown Community Centre in Coronation Avenue is managed by the Moordown Community Association; this is an independent charity and the Centre hosts a range of educational, leisure and social activities. These include the Bournemouth Chinese School, the Bengali Women’s Association, various art classes and community meetings. The Centre has a cafe and a variety of rooms to hire including a large hall.
http://www.bournemouthcommunitycentres.co.uk/moordown/index.php

Young people have access to facilities at the Embassy Youth Club in Brassey Road. This is a full time centre offering an active and varied programme, help, advice and support to young people in the area.

The Bournemouth Community Church runs the Life Centre from the old Gala Bingo Hall on Wimborne Road. It includes1000 seater auditorium as well as community sports facilities, youth centre and meeting areas for the Church and wider community.

St Walburga’s Catholic Primary School had 480 on roll at January 2016.

The ward is served by Stokewood and Winton Children’s Centre based in Talbot and Branksome Woods ward with an estimated reach population of 1,900 under 5s.

<table>
<thead>
<tr>
<th>Schools and childcare providers in this ward include:</th>
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</thead>
<tbody>
<tr>
<td><strong>Childminders</strong></td>
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<td></td>
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<tr>
<td><strong>Time of year open</strong></td>
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<tr>
<td><strong>After School Club</strong></td>
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<tr>
<td>The 115 Club @ St Walburga’s Day Nursery</td>
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<tr>
<td>Emma’s Day Nursery</td>
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### Pre-School Playgroups

<table>
<thead>
<tr>
<th>Playgroup</th>
<th>Time of year open</th>
<th>Maximum number of children</th>
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<tbody>
<tr>
<td>Epiphany Pre-School</td>
<td>Term Time</td>
<td>28</td>
</tr>
<tr>
<td>Priory View Pre-School</td>
<td>Term Time</td>
<td>28</td>
</tr>
<tr>
<td>Top Bananas Pre-School Ltd</td>
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<td>24</td>
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### Primary School

<table>
<thead>
<tr>
<th>School</th>
<th>Time of year open</th>
<th>Maximum number of children</th>
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</thead>
<tbody>
<tr>
<td>St Walburga’s Catholic Primary School</td>
<td>Term Time</td>
<td>480</td>
</tr>
</tbody>
</table>

### Housing

Most residents are owner-occupiers living in detached or semi-detached properties (74%) with 19% renting privately. The total number of household spaces in the Census was 4,090, of which 3,146 were houses and 944 were flats.

Just fewer than 32% of households have dependent children and this can be seen in the larger average household size of 2.5.

Just under 6% of households are overcrowded (based on number of rooms) compared with 14% in Bournemouth as a whole.

### Health inequalities

The life expectancy at birth in 2008-2012 for Moordown ward males is 81.4 and for females the figure is 84 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.
Around a quarter of households have at least one member with a limiting long-term illness.

**Deprivation**

Four of the six Lower Super Output Areas (LSOAs), which make up the Moordown ward, rank in the 8th and 9th decile making it one of the least deprived areas. Priory View, The Grove, Moordown central, and Charminster Avenue rank 29,242nd, 27,509th, 26,015th and 25,990th nationally and 108th, 103rd, 100th and 99th locally, respectively. The most deprived LSOA in the ward is Brassey Road, Moordown which ranks 13,083rd nationally or 44th locally.

Four of the LSOAs are within the 20% least deprived for the Barriers to Housing and Services domain. Brassey Road, Moordown is in the 30% most deprived in England for the Living Environment.

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 10.5% of children in this ward are classified as living in poverty before housing costs, this figure rises to 16.8% 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 200 claimants with dependent children in this ward as at November 2015, this equates to around 16% of 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.
Mosaic Public Sector classifies 19.7% of the households in the ward as ‘Thriving families who are busy bringing up children and following careers’ (Group D) compared with 6.9% in the borough. A further 19.4% of households are classified as ‘Younger households settling down in housing priced within their means’ (Group H), over double the borough figure of 9.1%. Another larger group (18.1%) are those classified as ‘Mature suburban owners living settled lives in mid-range housing’ (Group E). Twelve of the fifteen groups are represented in the ward.

Comparison between Moordown and Bournemouth Borough Mosaic Public Sector Groups

The ward has a slightly smaller proportion of residents without any qualifications and a larger proportion of residents qualified to ‘A’ Level or equivalent.

Transport

A smaller proportion of households are without a car, with a larger proportion of households (42%) with two or more cars.
Bournemouth Opinion Survey: Moordown

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 Moordown the confidence interval on a 50% score is +/- 8.4%. Comparisons between Moordown 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 nine in ten respondents from Moordown were satisfied with the local area as a place to live. This is slightly more than the Borough average of 82%. Five percent were dissatisfied with the area compared to 9% in the Borough overall.

Satisfaction with the way the Council runs things

Three quarters of Moordown respondents were satisfied with the way the Council runs things, slightly higher than the overall score for the whole Borough (69%). The level of dissatisfaction was the same as the Borough overall at 16%.

Value for money (% agree)

Six in ten Moordown respondents agree that the Council provides value for money. This is more than the Council average. Thirteen percent disagreed (17% overall) with the remainder giving 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 Moordown are:

- Affordable decent housing
- Care services / supporting older, disabled and vulnerable people
- Clean streets
- 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](http://www.bournemouth.gov.uk/BOS)

For further information, please contact:

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