Ward Profile for
Strouden Park

Castlepoint Shopping Centre

Your Ward Councillors

Councillor
John Adams

Councillor
John Trickett

Councillor
Michael Weinhonig

Population

Strouden Park had a resident population of 9,597 as at 2011. The latest estimate of the ward’s population, based on the 2014 mid-year estimate, is 9,700. The average age is nearly 42 and the average household size is 2.4. There is a larger proportion of under 16s than in the town as a whole and a smaller proportion of 18-44 year olds. The economically active aged population is 5,700 or 59% of the total population.

Around 8% of head of households are lone parents and over 29% of households have dependent children compared with 23% in Bournemouth. The largest ethnic group other than ‘White British’ are ‘White Other’ (3.2%), although the percentage of this group is smaller than for the borough overall. A larger proportion of residents aged 16-74 have no qualifications (24.5%) than in Bournemouth (19.2%). As at March 2016, ward claimant unemployment stood at 1.4%. The equivalent figure for Bournemouth was 1.5% and the UK was 1.9%. 
Environment

There are four distinct character areas in the ward. South of Castle Lane West has detached houses, including a group of large houses alongside Queen’s Park Avenue, and school playing fields, while north of the road is the suburban estate development of Townsend and the commercial areas of the Castlepoint shopping centre and the employment development at Yeoman’s Road. On the very northern edge of the ward is Holdenhurst village which is a Conservation Area.

Townsend Community Garden has a green pennant award.

Community resources

This area has Castlepoint shopping centre, which includes a Shopmobility scheme, enabling disabled people to hire scooters and electric wheelchairs. On-site at Castlepoint, is a Library and Council Housing Office.

Within the Townsend area there is a wide range of community facilities, including a Community Centre and Youth Centre. Townsend Community Centre in Jewell Road is managed by the Townsend Community Association; this is an independent charity and the Centre offers a hall and a small meeting room to hire including kitchen facilities. http://www.thetownsend.co.uk/community-centre/

There is also the Townsend Children’s Centre – a centre for children and families who live in the Strouden Park, Throop and Muscliff areas. Townsend Children’s Centre is also home to Townsend Montessori Nursery. This has an estimated 1,200 under 5s within its catchment.

The Jewell Academy, Local Primary School, opened in 2013 and currently has 245 attending the school as at January 2016. Queens Park Infant Academy (388 pupils on roll as at January 2016) and Queen’s Park Academy (junior school) (480 pupils), the Bishop of Winchester Academy (964 pupils), Bournemouth School for Boys (1,119 pupils) and Bournemouth School for Girls (1,167 pupils) are located in the ward.

The area piloted the Police Safer Neighbourhoods scheme in 2004, and much of the work on the estate is now co-ordinated by the local action group, the “Townsend Together Team” (the “3T’s”). www.thetownsend.co.uk

The Strouden Community Centre was completed in 2012. The centre is run by an independent charity and a small group of volunteers. It has 3 rooms to hire for community groups, activities and meetings. Such as community lunches, martial arts and dance groups.

The area is covered by the Throop, Muscliff, Strouden, Townsend and Holdenhurst Area Forum. This Area Forum is one of the most well supported. www.tmsthareaforum.info

A Residents Association covers Holdenhurst Village.
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>
<th>Time of year open</th>
<th>Maximum number of children</th>
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<tr>
<td>Number of childminders</td>
<td>11</td>
<td>61</td>
<td></td>
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<td>Time of year open</td>
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**After School Club**
- 115 After School Club @ Queens Park
- Jewell Academy After School Club

**Breakfast Clubs**
- St Barnabas Church Hall
- 115 Breakfast Club @ Queens Park
- Little Gems

**Day Nurseries**
- Tops Day Nursery
- Jingle Bell House Day Nursery
- Townsend Montessori

**Holiday Playschemes**
- Planet Education Active Childcare
- 115 Holiday Club @ Queens Park

**Nursery Class**
- Jellyfish

**Pre-School Playgroups**
- Queen's Park Pre-School
- St Barnabas Pre-School Playgroup

**Out of School Activity**
- Explore Learning Bournemouth

**Primary School**
- The Jewell Academy
- Queens Park Infant Academy
- Queens Park Academy

**Secondary School**
- The Bishop Of Winchester Academy
- Bournemouth School
- Bournemouth School For Girls

**Charminster Library**
Strouden Avenue, Bournemouth Tel: 510379
For library events visit:

**Castlepoint Library**
Castlepoint, Castle Lane West, Bournemouth Tel: 451900

For library events visit:
http://www.bournemouth.gov.uk/LeisureCultureLibraries/Libraries/WhatsOn/

24/7 Twenty-four hours, seven days a week provides access to information allowing you to find a local society, learn a language or listen to music. Ebooks can be downloaded and library books renewed.

**Housing**

Tenure is made up of owner-occupiers (62%) and residents renting publicly (27% renting either from the Council or housing associations). The accommodation type is split with mainly detached properties but the rest are evenly split between semi-detached properties, terraces and purpose built flats. Just over 8% of households are overcrowded based on the number of rooms, this compares with 14% across the borough.

The Census in 2011 recorded 4,085 household spaces, of which 3,207 were houses and 878 were flats.

**Health inequalities**

The life expectancy at birth in 2008-2012 for Strouden Park ward males is 77.6 and for females the figure is 83.7 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.
Nearly 17% of residents are pensioners living alone and around 34% of households have at least one member with a limiting long-term illness.

**Deprivation**

The six Lower Super Output Areas (LSOAs) show the greatest variation of all wards in the town. The LSOAs vary from 3,367th nationally or 8th locally (Townsend) to 28,806th nationally or 107th locally (Queen’s Park Avenue). Two LSOAs are highly deprived, two are middling, and two are least deprived.

The domain scores show that the Queen’s Park Avenue is one of the least deprived for income, health deprivation and disability and education, skills and learning domains. The opposite end of the range is Townsend which ranks in the most deprived 10% for income, employment, health deprivation and disability and education, skills and training.

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 17.9% of children in this ward are classified as living in poverty before housing costs, this figure rises to 28.4% 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 320 claimants with dependent children in this ward as at November 2015, this equates to around 29% of the households receiving 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.
Strouden Park the most diverse ward in the borough according to Mosaic Public Sector with fourteen of the fifteen groups represented (although some in very small numbers). The largest groups are ‘Elderly people with assets who are enjoying a comfortable retirement’ (Group F) with 16.3% of the households and ‘Families with limited resources who have to budget to make ends meet’ (Group M) also making up 16.3% of households. Three other groups reach double figures.

Comparison between Strouden Park and Bournemouth Borough Mosaic Public Sector Groups
**Bournemouth Opinion Survey: Strouden Park**

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 Strouden Park the confidence interval on a 50% score is +/- 8.9%. Comparisons between Strouden Park 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**

Nine in ten respondents from Strouden Park were satisfied with the local area as a place to live. This is slightly more than the Borough average of 82%. Just 3% were dissatisfied with the area compared to 9% of the Borough overall.

**Satisfaction with the way the Council runs things**

Almost three quarters of Strouden Park respondents were satisfied with the way the Council runs things, slightly more than the overall score for the whole Borough (69%). Fourteen percent were dissatisfied, compared to the Borough overall at 16%.

**Value for money (% agree)**

More than half of Strouden Park respondents agree that the Council provides value for money, slightly more than the Council average (53%). More than one in five (23%) disagreed compared to 17% overall and fewer gave a neutral response – 20% compared to 30% of the Borough 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.

High Perception of Anti-Social Behaviour

17%

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 Strouden Park are:

- Affordable decent housing
- Care services / supporting older, disabled and vulnerable people
- Clean streets
- Health services
- The level of crime

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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