Ward Profile for
West Southbourne

Your Ward Councillors

Councillor
Blair Crawford

Councillor
Christopher Mayne

Councillor
Allister Russell

Population

West Southbourne has a resident population is 9,474 at the 2011 Census. The latest estimate of the ward’s population, based on the 2014 mid-year estimate, is 9,800. The working age population at mid-2014 is 6,200 or 64% of the total population. The average age of this ward is 40.7 years and the average household size, is 2.3 people.

Nearly 30% of residents have a degree level qualification which is higher than in England and Wales. As at March 2016, ward claimant unemployment stood at 1.2%. The equivalent figure for Bournemouth was 1.5% and the UK 1.9%.
Environment

The ward is almost entirely detached housing. There are flat developments in the south east corner, around Stourwood Avenue, and some large detached houses along Carbery Avenue. The shopping centre and Conservation Area of Southbourne Grove is within this ward.

Community resources

The Beaufort Community Centre is run by Beaufort Community Association an independent charity, the centre has a variety of rooms for hire including a large hall with stage area, a gym space and a cafe. The centre offers a wide range of activities of benefit to the community (including children’s clubs, dancing, keep fit and rooms to hire for meetings and events), is also used to host meetings of the Southbourne Action Group. This is a multi-agency group which is tackling some of the issues in the area and meets quarterly.

http://www.bournemouthcommunitycentres.co.uk/beaufort/index.php

The Northey and Padfield Road Residents Association (NAPRA) meet at the Centre and have been instrumental in improvements in the area. One of these areas is the Rookery, this is a natural wooded area with play facilities, the latest project is the Rookery Community Garden. The Community Garden is an area which is being developed to have a variety of flowers and an area for Community growing.

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

Southbourne Children’s centre, a centre for children and families living in Southbourne, is situated in Stourvale Road and has an estimated 1,700 under 5s within the catchment.

Stourfield Infant School (382 pupils on roll as at January 2016) and Junior School (501 pupils) are located within the ward.

Schools and childcare providers in this ward include:

<table>
<thead>
<tr>
<th>Childminders</th>
<th>Number of childminders</th>
<th>18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time of year open</td>
<td>Number of OFSTED registered places</td>
<td>89</td>
</tr>
<tr>
<td>Maximum number of children</td>
<td>89</td>
<td></td>
</tr>
</tbody>
</table>

7
### After School Club
- Beaufort After School Club (Infants)
  - Term Time
  - Maximum number of children: 58

### Breakfast Club
- Beaufort Breakfast Club
  - Term Time
  - Maximum number of children: 58

### Day Nurseries
- Bears Hideaway Nursery
  - All Year
  - Maximum number of children: 40
- Fingers 'n' Thumbs Day Nursery
  - All Year
  - Maximum number of children: 20
- Happy Hearts Day Nursery
  - All Year
  - Maximum number of children: 30
- Sandcastle Day Nursery
  - All Year
  - Maximum number of children: 45
- Seaward Day Nursery
  - All Year
  - Maximum number of children: 26

### Holiday Playschemes
- Beaufort After School Club (Juniors)
  - School Holidays
  - Maximum number of children: 58
- Beaufort Holiday Club
  - School Holidays
  - Maximum number of children: 58

### Pre-School Playgroups
- Beaufort Pre-school
  - Term Time
  - Maximum number of children: 30
- Puffins Pre-School
  - Term Time
  - Maximum number of children: 26

### Primary Schools
- Stourfield Infant School
  - Term Time
  - Maximum number of children: 360
- Stourfield Junior School
  - Term Time
  - Maximum number of children: 500

### Housing
Owner-occupier households make up the largest tenure type (60.6%). There is a mix of accommodation but it is mostly detached housing and flats. The Census recorded 4,267 household spaces, with 2,176 being houses, and with 2,091 flats.

The percentage of overcrowded households is slightly higher than in England and Wales. The proportion of lone parent households is slightly larger than Bournemouth figure. Households with dependent children make up 28% of all households.

### Health inequalities
The life expectancy at birth in 2008-2012 for West Southbourne ward males is 79.4 and for females the figure is 83.2 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.
Nearly 35% of households have at least one member with a limiting long-term illness.

**Deprivation**

The ward has six Lower Super Output Areas (LSOAs). The Beaufort Estate and Southbourne Grove area rank 9,302nd and 12,390th nationally or 32nd and 41st locally, while Leigham Vale ranks 25,781st nationally or 97th locally.

Beaufort Estate ranks in the 3rd decile in England for the domains of income, employment, education skills and training domains and crime. However, this locality is ranked in the 6th decile for the living environment. Leigham Vale is in the 8th decile for income and employment domains but is the 5th decile for crime.

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 13.4% of children in this ward are classified as living in poverty before housing costs, this figure rises to 21.4% 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 280 claimants with dependent children in this ward as at November 2015, this equates to around 24% of households in receipt of 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.

Five groups, ‘Educated young people privately renting in urban neighbourhoods’ (Group J), ‘Thriving families who are busy bringing up children and following careers’ (Group D), ‘Younger households settling down in housing priced within their means’ (Group H) and ‘Residents of settled urban communities with a strong sense of identity’ (Group I) and ‘Elderly people reliant on support to meet financial or practical needs’ (Group N) make up 67% of the households in the ward. Twelve of the fifteen groups are represented.

Comparison between West Southbourne and Bournemouth Borough Mosaic Public Sector Groups

Transport

21% of households are without a car and 32% with two or more cars.
Bournemouth Opinion Survey: West Southbourne

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 West Southbourne the confidence interval on a 50% score is +/- 8.1%. Comparisons between West Southbourne 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 West Southbourne were satisfied with the area as a place to live, more than the Borough result of 82%. One in ten (9%) was dissatisfied, the same as the Borough level of dissatisfaction.

Satisfaction with the way the Council runs things

Nearly three quarters of West Southbourne respondents were satisfied with the way the Council runs things, slightly more than the score for the whole Borough. Sixteen percent were dissatisfied, compared to the Borough overall at 16%.

Value for money (% agree)

Around half of West Southbourne respondents agree that the Council provides value for money; this is very similar to the Council average (53%). Nineteen percent disagreed compared to 17% across the Borough.
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 West Southbourne are:

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

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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