Population

Westbourne and West Cliff had a resident population of 10,365 at the 2011 Census. The latest estimate of the ward’s population, based on the 2014 mid-year estimate, is 11,000. This ward has the second oldest average age of 45.4. Over 67% of the ward’s population are of working age.

There are a large proportion of managers and senior officials and nearly 36% of the population have a degree level qualification. As at March 2016, ward claimant unemployment stood at 2.1%. The equivalent figure for Bournemouth was 1.5% and the UK 1.9%.
Environment

The landscape character of the ward is one of the most diverse in the town. Large parts are almost entirely flat developments, but there are pockets of commercial uses, (around the BIC and the hotels of the West Cliff), detached and large detached houses either side of Alum Chine (the West Overcliff Drive Conservation Area), and terraced housing immediately to the south of Westbourne Shopping centre. The shopping centre and area of terraced housing form the Westbourne Conservation Area. Alum Chine, including Argyll Gardens, holds a Green Flag Award.

Community resources

This ward includes the green-flag winning Alum Chine & Argyll Gardens. There is a twice-yearly community forum meeting, with Councillors and Police representatives on hand to answer questions from the public.

Community facilities in the area include Westbourne Library, and also located in this ward is the Bournemouth International Centre (BIC).

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 ward is served by Queen’s Park Children’s Centre based in Strouden Park ward with an estimated catchment population of 1,700 under 5s.

St Michael’s Church of England Primary School (588 pupils on roll as at January 2016) is within the ward.

Schools and childcare providers in this ward include:

<table>
<thead>
<tr>
<th>Provider</th>
<th>Number of childminders</th>
<th>Number of OFSTED registered places</th>
</tr>
</thead>
<tbody>
<tr>
<td>Childminders</td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td>After School Club</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jigsaw After School Club</td>
<td>Term Time</td>
<td>40</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jigsaw Breakfast Club</td>
<td>Term Time</td>
<td>20</td>
</tr>
<tr>
<td>Crèche</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nipperbout@BIC</td>
<td></td>
<td>60</td>
</tr>
<tr>
<td>Day Nurseries</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Time of year open | Maximum number of children
---|---
Alphabet Nursery @ Westbourne | All Year | 28
Blue Penguin Montessori | All Year | 21
**Holiday Playscheme**
Jigsaw Holiday Club | School Holidays | 30
**Pre-School Playgroup**
ST Michael's Pre-School Playgroup | Term Time | 35
West Cliff Pre-school | Term Time | 24
**Primary School**
ST Michaels CE Primary School | Term Time | 630

**Westbourne Library**  
Alum Chine Road, Bournemouth, Tel: 761845  

For library events visit:  

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**

The majority of accommodation is within flats. Nearly 51% of households are owner occupiers with 43% renting privately and 6% renting from the public sector. There were 6,613 household spaces recorded by the 2011 Census. This comprised 5,975 flats and 637 houses. There are a significant proportion of households living in overcrowded conditions despite the average household size being only 1.7. Only 9% of households have dependent children.

**Health inequalities**

The life expectancy at birth in 2008-2012 for Westbourne and West Cliff ward males is 77.9 and for females the figure is 84.5 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.
Despite the more elderly age profile of this ward, there is a slightly smaller proportion of households with at least one member having a limiting long-term illness compared with Bournemouth. Just over 18% of households are lone pensioner households. Over 78% of residents describe their health as good or very good and 7.7% of the population provides unpaid care.

Deprivation

There are six Lower Super Output Areas (LSOAs) within this ward: West Cliff is the most deprived, ranking 5,621st nationally or 14th locally. The least deprived is Alum Chine south which ranks 23,007th nationally or 86th locally.

The domain rankings show significant differences in the types of deprivation experienced in this ward. Alum Chine South ranks 3rd most deprived LSOA in the town for the barriers to housing and services domain (showing the relative remoteness to services such as shops) while containing houses which have higher prices. West Cliff is the most deprived LSOA for the crime and disorder domain and 3rd most deprived LSOA in Bournemouth for the living environment domain, while Westbourne Central ranks 13th for the living environment domain and 12th for the health deprivation and disability domain.

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 14.8% of children in this ward are classified as living in poverty before housing costs, this figure
rises to 23.4% 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 220 claimants with dependent children in this ward as at November 2015, this equates to around 32% of household 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.

The ward of Westbourne and West Cliff is dominated by one group: ‘Educated young people privately renting in urban neighbourhoods’ (Group J) representing 49.2% of households. Two additional groups are also significant, ‘Elderly people reliant on support to meet financial or practical needs’ (Group N) with 22.5% and ‘Residents of settled urban communities with a strong sense of identity’ (Group I) comprising 16.6% of households. The three groups make up 88% of households in this ward compared with 47% in Bournemouth overall. Although twelve of the fifteen groups are represented in the ward only six each comprise more than one percent of the households.
Comparison between Westbourne and West Cliff and Bournemouth Borough Mosaic Public Sector Groups

Transport

34% of households are without a car. Nearly 20% of 16-74 year olds walk to work.
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 Westbourne & West Cliff the confidence interval on a 50% score is +/- 7.2%. Comparisons between Westbourne & West Cliff 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**

More than nine in ten respondents from Westbourne & West Cliff were satisfied with the area as a place to live, more than the Borough result of 82%. Only 5% were dissatisfied, less than the Borough level of dissatisfaction (9%).

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

Seven in ten Westbourne & West Cliff respondents were satisfied with the way the Council runs things, very similar to the score for the whole Borough (69%). Thirteen percent were dissatisfied, slightly less than the Borough overall at 16%.

**Value for money (% agree)**

Six in ten Westbourne & West Cliff respondents agree that the Council provides value for money; this is more than the Council average (53%). Fourteen 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.

High Perception of Anti-Social Behaviour

27 %

Drug dealing and drug use

Drunk & rowdy behaviour

Vandalism & graffiti

Groups hanging around

Noisy neighbours & loud parties

Rubbish & litter lying around

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 Westbourne & West Cliff are:

- Affordable decent housing
- 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

July 2016