Ward Profile for
Winton East

Winton High street

Your Ward Councillors

Councillor
Simon Bull

Councillor
Donald McQueen

Councillor
Patrick Oakley

Population

The resident population at the time of the 2011 Census was 11,066. The latest estimate of the ward’s population, based on the 2014 mid-year estimate, is 11,600. Nearly 75% of the ward’s population are of working age. The ward has a younger profile with an average age of less than 32. Average household size is 2.7, larger than the other wards in the borough.

The largest ethnic group other than ‘White British’ is the ‘White Other’ category, which accounts for over 6.4% of the population.

The proportion of residents without a qualification is much lower than in England and Wales and over 57% of households are qualified to ‘A’ Level or equivalent. As at March 2016, the ward claimant count stood at 1.0%. The equivalent figure for Bournemouth was 1.5% and the UK 1.9%.
Environment

The ward is mostly made up of detached houses. There is a pocket of semi-detached housing close to St Luke’s School. The major shopping centre of Winton dominates that section of the ward along Wimborne Road. Winton Recreation Ground holds a Green Flag Award.

Community resources

The Winton Action group brings together Council and Police representation to tackle issues in the area. The Winton Carnival runs every year

Winton Recreation Ground is the only significant area of green space in the area, and has been awarded Green Flag status. It is greatly valued by the local community for informal recreation, in particular by young people and dog walkers, and also provides a variety of sporting facilities. Links to the local community are provided by the Friends of Winton Recreation Ground, which is linked to the Winton Residents Association in this area. There is a notice board in Wimborne Road, outside Lidl, which holds relevant and up to date community information.

Winton’s ‘First Point’ centre opened in the October 2008. The centre, previously offered help and support to local people with ongoing mental health needs is expanding its services to include a wide range of information for the community including, advice and guidance from the Bournemouth Citizen’s Advice Bureau (CAB) and Bournemouth and Poole Voluntary Services. It also provides a point of contact for the wider community offering inclusive advice and guidance services on their doorstep.

Linwood Youth Centre meets at the pavilion at Winton Rec. during term time.

St Luke’s Church of England Primary School (429 pupils on roll as at January 2016) and Linwood School (278 pupils) are located in the ward.

Winton East is served by Stokewood and Winton Children’s Centre based in Talbot and Branksome Woods ward with an estimated catchment population of 1,900 under 5s.
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>
</tr>
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<tbody>
<tr>
<td></td>
<td>4</td>
<td>49</td>
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<table>
<thead>
<tr>
<th>Time of year open</th>
<th>Maximum number of children</th>
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**After School Club**
- The 115 Club After School Club at St Lukes
- Linwood School After School Club Fireflies

**Breakfast Club**
- The 115 Breakfast Club at St Lukes
- Fireflies

**Day Nurseries**
- Bay Tree Montessori School
- Leaps & Bounds Day Nursery

**Holiday Playscheme**
- Linwood School holiday clubs

**Pre-School Playgroups**
- Cherubs Pre-School Nursery
- Winton Pre-School

**Primary School**
- St Luke’s CE Primary School

**Special School**
- Linwood School

**Winton Library**
- Wimborne Road, Bournemouth, Tel: 528139
  - [Website link](http://www.bournemouth.gov.uk/LeisureCultureLibraries/Libraries/YourLocalLibrary/WintonLibrary.aspx)
  - For library events visit:
    - [Website link](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.
  - [Website link](http://www.bournemouth.gov.uk/LeisureCultureLibraries/Libraries/247/24-7.aspx)
Housing

Owner occupation is the largest tenure type (52.5%) but the private rental sector is also significant making up nearly 42% of households. Most household spaces are in houses/bungalows (62.5%) with converted or shared houses making up 21% of household accommodation type. Nearly 14% of households live in overcrowded accommodation. Lone pensioner households make up less than 8% of the households in this ward. Nearly 27% of households have dependent children.

In 2011, the Census recorded 4,200 household spaces, with 2,627 houses and 1,571 flats.

Health inequalities

The life expectancy at birth in 2008-2012 for Winton East ward males is 79.9 and for females the figure is 83.6 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

There are six Lower Super Output Areas (LSOAs) in the ward with the most deprived being West Winton at 47th locally (or 13,880th nationally), and the least deprived is Winton East at 93rd locally (or 24,783rd nationally). The ward has one of the lower ranges in the borough in respect of places between the least deprived and most deprived LSOAs. The ward has the poorest performance in respect of the Living Environment where Winton Central is in the 10% most deprived in England.

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.
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 14.4% of children in this ward are classified as living in poverty before housing costs, this figure
rises to 23.1% 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 330 claimants with dependent children in this ward as at November 2015, this equates to around 28% 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.

Nearly 64% of this ward’s households are classified as ‘young Educated young people privately renting in urban neighbourhoods’ (Group J) with the next largest group classified as ‘Younger households settling down in housing priced within their means’ (Group H) (12.9%). The borough-wide proportions are 30.5% and 9.1% respectively. The third largest group is ‘Residents of settled urban communities with a strong sense of identity’ (Group I) making up 8.6% of households. Although thirteen of the fifteen Mosaic Public Sector groups are represented in the ward the groups listed above dominate the ward.
Comparison between Winton East and Bournemouth Borough Mosaic Public Sector Groups

Transport

Nearly 24% of households are without a car and over 33% of households have two or more cars.
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 Winton East the confidence interval on a 50% score is +/- 9.7%. Comparisons between Winton East 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**

Eight in ten respondents from Winton East were satisfied with the area as a place to live, similar to the Borough result of 82%. Only 16% were dissatisfied, more than the Borough level of dissatisfaction (9%).

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

Six in ten Winton East respondents were satisfied with the way the Council runs things, less than the score for the whole Borough (69%). Seventeen percent were dissatisfied, similar to the Borough overall at 16%.

**Value for money (% agree)**

Forty-four percent of Winton East respondents agree that the Council provides value for money; this is less than the Council average (53%). Sixteen 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](image)

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 Winton East are:

- Affordable decent housing
- Care services / supporting older, disabled and vulnerable people
- Clean streets
- The level of crime
- The level of traffic congestion
- Wage levels and local cost of living

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

For further information, please contact:

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Bournemouth Borough Council
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Email: statistics@bournemouth.gov.uk
Website: http://www.bournemouth.gov.uk/statistics

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