

Ward Profile for **Central Bournemouth**



Pier Approach

Your Ward Councillors



Councillor
Robert Chapman



Councillor
Mike Greene



Councillor
David Smith

Population

The latest ward population estimate for Mid-2014 is 11,700, an increase of around 6% since the time of the census. The ward had a population of 10,771 with 5,566 households in 2011. It has a much smaller proportion of residents aged 0-17, but a larger proportion of 18-44 year olds. As at mid-2014 approximately 8,700 residents were of working age representing nearly 78% of the population and the highest ward proportion in Bournemouth.

Central ward is the most ethnically diverse ward with significant numbers, of White other (13.9%), British Indian (3.5%), British Chinese (2.1%) and Other British Asian (2.9%).

There are significant percentages of residents working in the wholesale and retail trade and hotels and catering and financial and insurance activities.





As at March 2016, ward unemployment claimant rates stood at 1.7%. The equivalent figure for Bournemouth was 1.5 % and the UK 1.9%.

Environment

Central ward includes the core shopping centre of Bournemouth as well as being a coastal ward. The character of Central ward is different north and south of the Wessex Way. To the south is the town centre with mainly shopping and commercial uses and some employment. To the north of the ward is a patchwork of large detached houses and flats. The south east corner of the ward is characterised by flat development. Dean Park, Old Christchurch Road and the Saints Conservation Areas are within the ward, and parts of East Cliff and West Cliff and Poole Hill Conservation Areas. The Central Gardens hold a Green Flag award.

Community resources

Central ward includes the core shopping area of the town as well as coastal and tourist facilities. A Town Centre Manager and Night-time Economy Manager work with businesses and other partners to improve the area. There is a multi-agency Operation Globe group, co-ordinated by the Police to address community safety issues.

There are two Business Improvement Districts (BIDs) in the ward, the Town Centre BID; and the Coastal BID (which runs along the coast of Bournemouth). The Town Centre BID has funded new initiatives including the Town Centre Rangers, marketing campaigns and new maps and signage. 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.

The ward has the Central Library, Fusion Youth Club and the Russell Cotes Art Gallery and Museum. Other community resources include the Bournemouth & Poole College at the Lansdowne and the Over the Rainbow Centre for the lesbian, gay, bisexual and transgender community. Pavilion Dance, the South West dance centre, is located at the Pavilion theatre. The Lower and Central Gardens in this area have been awarded Green Flag status.

The Queen's Park Children's Centre based next to Queen's Park Infant School covers this ward with an estimate of around 1,700 under 5s within its catchment.

<http://www.bournemouth.gov.uk/ChildrenEducation/ChildrensCentres/QueensParkChildrensCentre.aspx>

The Parkfield School is based at the Lansdowne with 466 children on roll as at January 2016

Schools and childcare providers in this ward include:

	Time of year open	Maximum number of children
Day Nurseries		
Bournemouth Day Nursery	All Year	85
Bournemouth Montessori Centre	All Year	58
Teddy's Place Day Nursery	All Year	25
Tiny Tots Day Nursery	All Year	30
Pre-School Playgroup		
The Sparrow's Nest	Term Time	27
After School Club		
St Claire's at Parkfield	Term Time	24
Breakfast Club		
St Claire's at Parkfield	Term Time	24
Schools		
Parkfield	Term Time	784

Bournemouth Library

22 The Triangle, Bournemouth BH2 5RQ, Tel: 454848

<http://www.bournemouth.gov.uk/Libraries/MyLocalLibrary/BournemouthLibrary.aspx>

For library events visit:

<http://www.bournemouth.gov.uk/Libraries/LibraryEvents/LibraryEvents.aspx>

A variety of library services are available including the Cyber Library which allows access to free online resources with a Bournemouth Libraries card. Ebooks can also be downloaded and library books renewed via the library catalogue.

<http://www.bournemouth.gov.uk/Libraries/LibraryServices/LibraryServices.aspx>

Housing

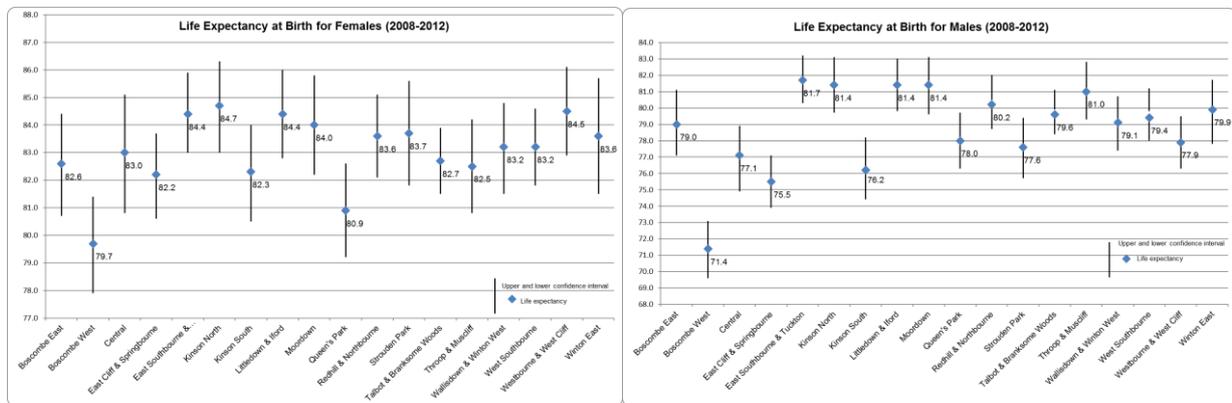
The 2011 Census recorded 6,178 household spaces made up of 5,773 flats and 405 houses. Over 36% of household spaces are owner occupied with 51% renting privately and a further 13% renting from housing associations or the local authority.

The average household is smaller than the average national size, but there are a significant proportion of households living in overcrowded conditions (nearly 30% based on the number of rooms and just over 7% based on the number of bedrooms).

Many residents do not live in households, possibly due to the student halls of residence in the town centre.

Health inequalities

The life expectancy at birth in 2008-2012 for Central ward males is 77.1 and for females the figure is 83 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

The St Peter's area is the 23rd most deprived LSOA (Lower Super Output Area) in the town or 7,828th nationally, while the least deprived LSOA in the ward is the Dean Park area which is ranked 57th locally or 15,919th nationally. All six LSOAs fall within the 50% most deprived nationally.

One of the six LSOAs is the top 20 per cent most deprived for education, skills and training. For the crime and disorder domain, the ward contains the four LSOAs which are in the 10% most deprived nationally.

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 18.6% of



children in this ward are classified as living in poverty before housing costs, this figure rises to 28.7% after housing costs are added in compared with 15.8% before housing costs and 25% after housing costs within the borough and 15.9% and 25.1% respectively across the UK.

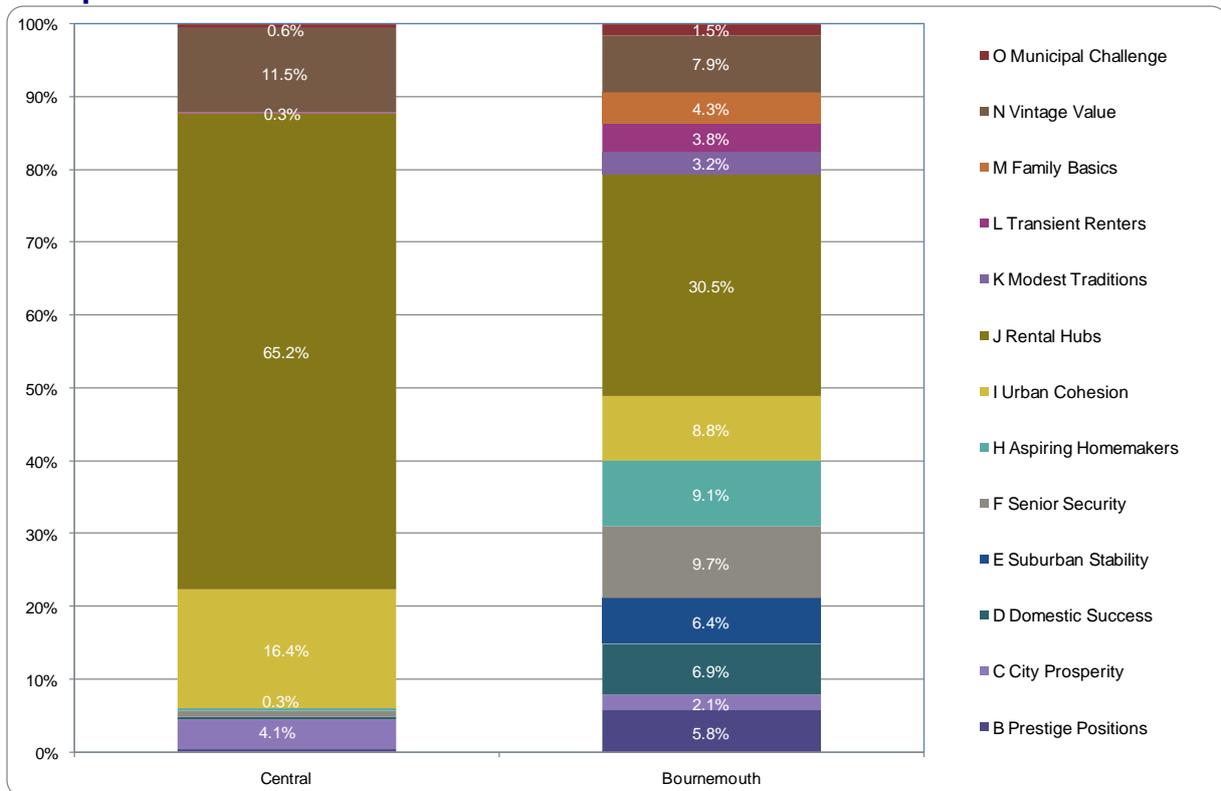
Using housing benefit statistics reveals there were around 200 claimants with dependent children in this ward as at November 2015, this equates to around 31% of households in receipt of child benefit, the borough figure is 29%.

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 address 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 is dominated by households which fall into the Mosaic Public Sector category of 'Rental Hubs - Educated young people privately renting in urban neighbourhoods' (Group J) with 65.2%, the second largest proportion for any category in any ward and double the borough proportion. Within Group J there are six types. In this ward just over 34% of households are classified as Type J41 'Central Pulse – Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life'. The next largest group representing 11.5% of the population, are classified as 'Vintage value – Elderly people reliant on support to meet financial or practical needs' (Group N). Only ten of the Mosaic Public Sector groups are represented in the ward.

Comparison between Central and Bournemouth Borough Mosaic Public Sector Groups



The area has a much lower percentage (12.4%) of residents without a qualification than for the borough as a whole (19.2%).

Transport

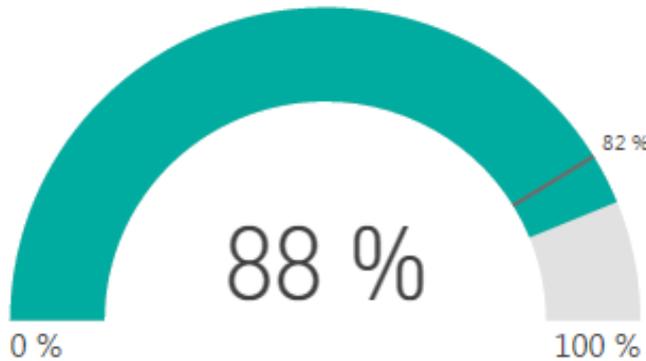
Over 46% of households are without a car and 29% of 16-74 year olds who work walk to work.

Bournemouth Opinion Survey: Central

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 Central ward the confidence interval on a 50% score is +/- 8.4%. Comparisons between Central ward and the Borough as a whole, or other wards, should be treated as indicative where results fall within this range.

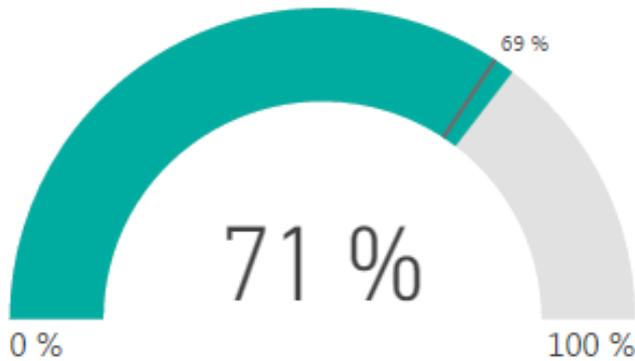


Satisfaction with the local area as a place to live



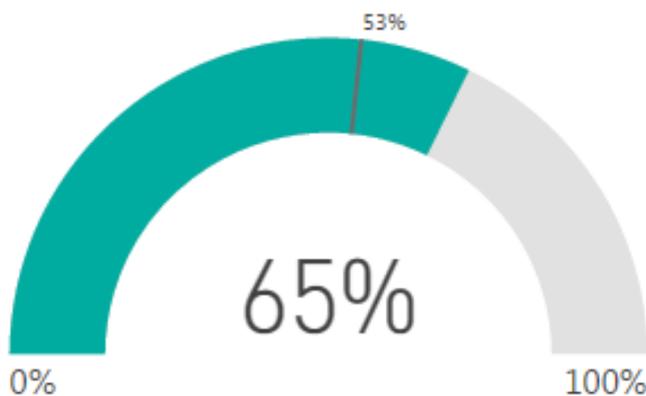
Eighty-eight percent of Central respondents said that they were satisfied with the local area as a place to live. This is slightly higher than the Bournemouth average of 82%. Fewer than one in ten respondents (7%) were dissatisfied with the area.

Satisfaction with the way the Council runs things



Seven in ten Central ward respondents were satisfied with the way the Council runs things. Again this is slightly higher than the overall score for the whole borough (69%). Sixteen percent of respondents were dissatisfied with the way the Council runs things.

Value for money (% agree)



Almost two thirds of Central ward respondents agreed that the Council provides value for money, significantly more than the 53% Borough average. One in five respondents (19%) gave a neutral response while 16% disagreed compared to 17% across the Borough.



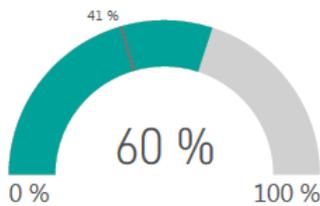
Anti-social behaviour and community safety

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.

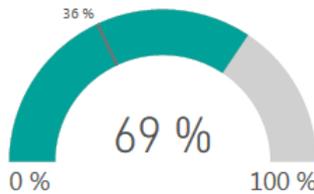
High Perception of Anti-Social Behaviour

43 %

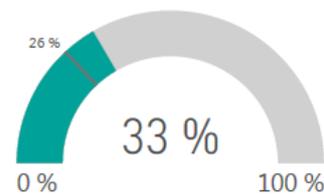
Drug dealing and drug use



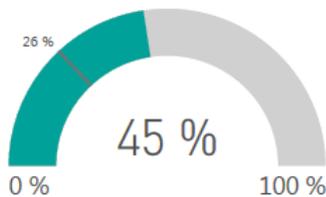
Drunk & rowdy behaviour



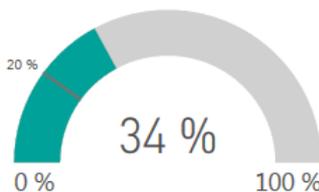
Vandalism & graffiti



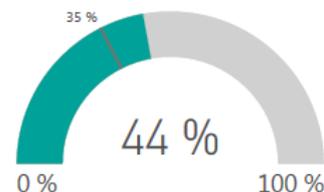
Groups hanging around



Noisy neighbours & loud parties



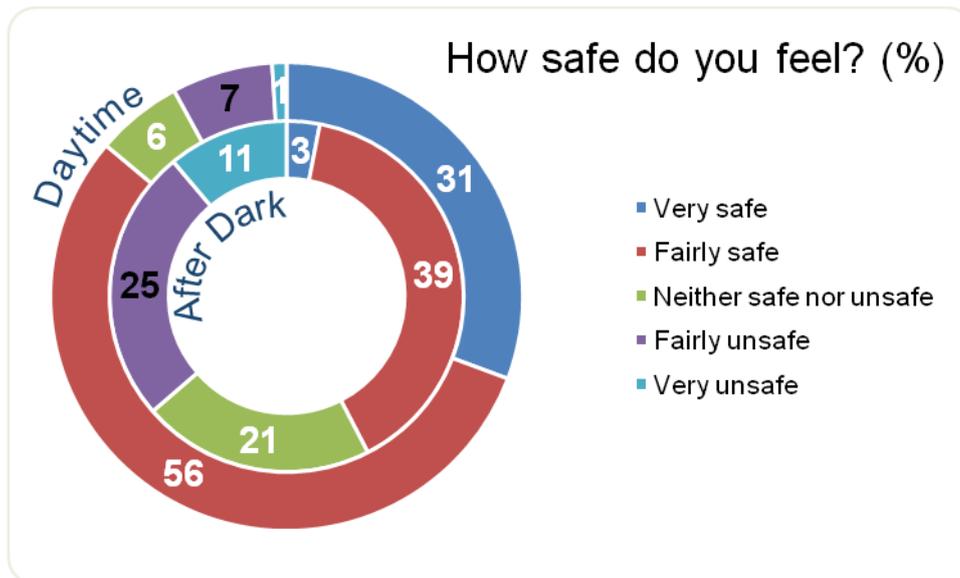
Rubbish & litter lying around



% respondents perceiving a problem

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 Central ward are:

- Affordable decent housing
- Clean streets
- Health services
- The level of crime
- 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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