

## Ward Profile for **Kinson South**



New Housing off Duck Lane

### Your Ward Councillors



**Councillor**  
**Norman Decent**



**Councillor**  
**Laurence Fear**



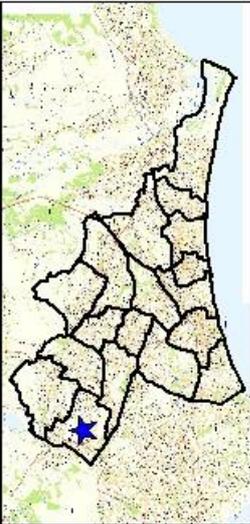
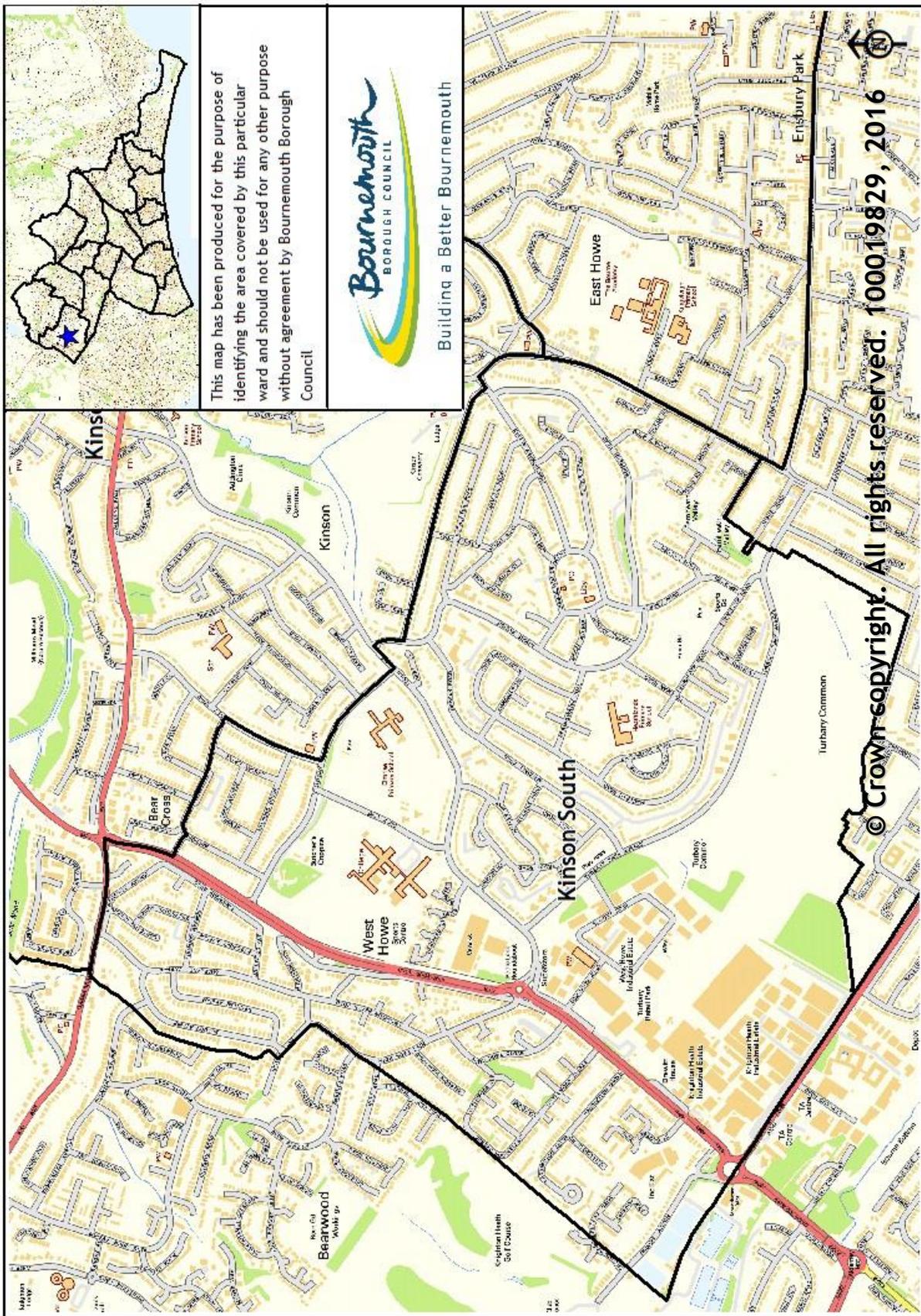
**Councillor**  
**Roger Marley**

### Population

Kinson South had 10,036 residents at the time of the 2011 Census. The latest estimate of the ward's population, based on the 2014 mid-year estimate, is 10,100. The ward has a larger percentage of under 16s, with over a fifth of the population in this age group. Just under 62% of the ward's population are of working age.

There are also a larger proportion of lone parents than in other Bournemouth wards. This ward also has the second largest proportion of households with dependent children of all the wards in the town. Around 93% of ward residents are 'White-British'.

As at March 2016, ward unemployment stood at 2.2%. The equivalent figure for Bournemouth was 1.5% and the UK 1.9%.



This map has been produced for the purpose of identifying the area covered by this particular ward and should not be used for any other purpose without agreement by Bournemouth Borough Council



© Crown copyright. All rights reserved. 100019829, 2016

## Environment

The character of the area falls into three categories: the suburban estate development of West Howe, the suburban bungalow development to the west of Ringwood Road; and the commercial and employment development east of Ringwood Road and north of Wallisdown Road. Moore Avenue park holds a Green Flag award.

## Community resources

This ward has a wide range of community facilities; including a dedicated Neighbourhood worker Martha Searle ([Martha.searle@bournemouth.gov.uk](mailto:Martha.searle@bournemouth.gov.uk)) who supports residents and community initiatives. Full details of local activities can be accessed by emailing her for a copy of the latest West Howe directory.

The West Howe Regeneration Partnership brings together all partners to tackle local issues and builds on success of the lottery funded Fair Share programme

Howe Croft Community Centre is a new community building which opened in May 2015. The Centre has one large hall and one smaller room for hire. The centre is run by volunteers from the local community. The centre is situated within the new housing development on Turnbull Lane of 50 new Council houses including green space and a skating facility for young people.

The area is also served by the North Bournemouth Children's Centre (for children under 5 and their families), a neighbourhood nursery, Fernheath Play, West Howe library, 2 primary schools and 2 Youth Clubs.

Fernheath Community Sports Association provides sports activities for young people and adults on Fernheath Playing Field including league football.

The ward is also supported by a Housing Landlord Services led Neighbourhood Inspection programme involving Elected Members, residents, council staff, Police, Fire and voluntary sector agencies. These events are published in advance and take place once per year. As there is a high proportion of council homes in this ward, the 'tenants panels' are well attended by Kinson South Residents.

## Support and advice

Citizens Advice Bureau offers a drop in assessment at the West Howe Library on Tuesdays, 10:00 – 12:00. A debt advisor is also available.

## Activities for older people

Faithwork's Compass Connects project befriends isolated older people in the area and holds a directory on the wide range of activities locally including the Wednesday afternoon Open Door social sessions at the Cornerstone Church, Holloway Avenue.

## Resident led participation

Local residents have formed a social enterprise, West Howe Community Enterprises and run a second hand clothing shop, Inspiring Change, at 32 Cunningham Crescent that also offers a drop in for residents and opportunities to volunteer.

West Howe Community Enterprises also manages <http://westhowe.net> – the area’s website and produces a bimonthly newsletter: West Howe Now.

The area is flanked by areas of Special Scientific Interest: Turbary Common and Kinson Common. It also has a number of open spaces and parks, including Moore Avenue Park which is managed by the Moore Avenue Park Community Group alongside the Council’s Parks department.

Elm Academy (438 pupils on roll as at January 2016), Heathlands Primary Academy (181 pupils), Oak Academy (870 pupils) and LEAF Studio School (210 pupils) are within the ward.

Kinson South is served by Kinson and West Howe Children’s Centre based within the ward. There are an estimated 1,300 under 5s within the catchment.

Schools and childcare providers in this ward include:

	Number of childminders	Number of OFSTED registered places
<b>Childminders</b>	9	47
	Time of year open	Maximum number of children
<b>After School Club</b>		
Fernheath After School Club	All Year	70
<b>Crèche</b>		
Elmrise Early Years Learning Centre		15
<b>Breakfast Clubs</b>		
Elm Academy Breakfast Club	Term Time	40
Heathlands Breakfast Club	Term Time	25
Oak Academy Breakfast Club	Term Time	140
<b>Day Nurseries</b>		
Giggles 4 Kids Ltd	All Year	63
Park View Day Nursery (Kinson & West Howe Children's Centre)	All Year	36
<b>Holiday Playscheme</b>		



	<b>Time of year open</b>	<b>Maximum number of children</b>
Fernheath Holiday Club	School Holidays	70
<b>Nursery Classes</b>		
Heathlands Primary School	Term Time	26
Little Elms		39
<b>Pre-School Playgroup</b>		
Kinson Play Group		30
<b>Primary Schools</b>		
Elm Academy	Term Time	480
Heathlands Primary Academy	Term Time	420
<b>Secondary School</b>		
Oak Academy	Term Time	1,505
Leaf Studio School	Term Time	500

### **West Howe Library**

Cunningham Crescent, Bournemouth, Tel: (01202) 573665

<http://www.bournemouth.gov.uk/Libraries/MyLocalLibrary/WestHowe.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**

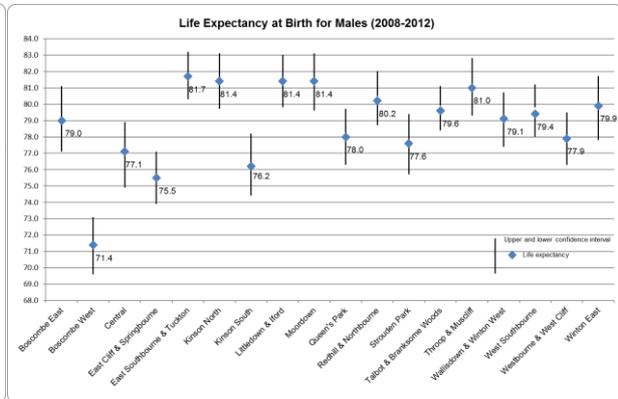
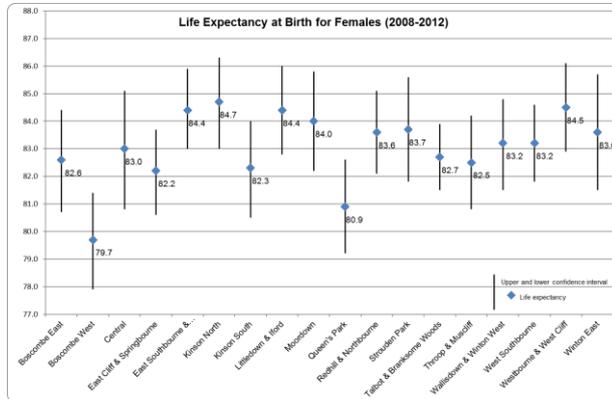
The household tenure is mostly owner-occupier (54%) with publicly rented property (i.e. those rented from the council or housing association) also making up a significant proportion (36%).

The ward is mainly houses with around a fifth of accommodation in purpose built flats. There were 4,294 household spaces in 2011, made up of 3,210 houses and 983 flats.

### **Health inequalities**

The life expectancy at birth in 2008-2012 for Kinson South ward males is 76.2 and for females the figure is 82.3 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.



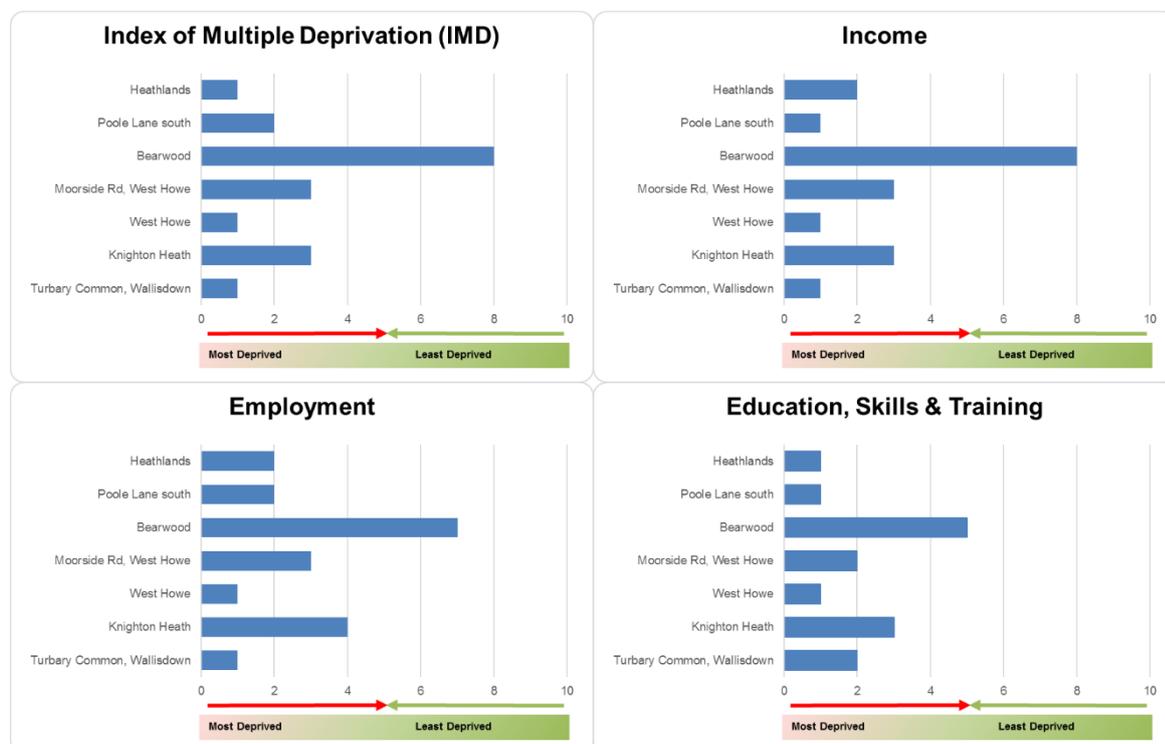
There are a large proportion of households (34%) having at least one member with a limiting long-term illness.

## Deprivation

There are seven LSOAs in this ward. Of these, three are in the top 10% most deprived, with a further two in the next most deprived decile and an additional one in the next decile. In contrast to this one LSOA, Bearwood is one of the least deprived areas. West Howe, Turbary Common, Heathlands and Poole Lane South rank 2,446<sup>th</sup>, 3,077<sup>th</sup>, 3,229<sup>th</sup> and 3,489<sup>th</sup> nationally respectively or third, fourth, sixth and eleventh locally. Bearwood, on the other hand, ranks 23,324<sup>th</sup> nationally or 88<sup>th</sup> locally. This ward has the second highest variation of the wards in the borough with the most deprived ranking 3<sup>rd</sup> and the least deprived 88<sup>th</sup>.

The domain rankings are similar to the neighbouring ward of Kinson North with high deprivation for the education, skills and training domain; Heathlands, West Howe and Turbary Common are the three most deprived Lower Super Output Area (LSOAs) in the borough. Also like its neighbour the living environment domain rankings are all relatively high (i.e. less deprived) with Bearwood 99<sup>th</sup> in the borough of the 110 LSOAs.

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 21.2% of children in this ward are classified as living in poverty before housing costs, this figure rises to 33.4% 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 540 claimants with dependent children in this ward as at November 2015, this equates to nearly 40% of households in receipt of child benefit, the borough figure is 29%.

## Mosaic Public Sector classification

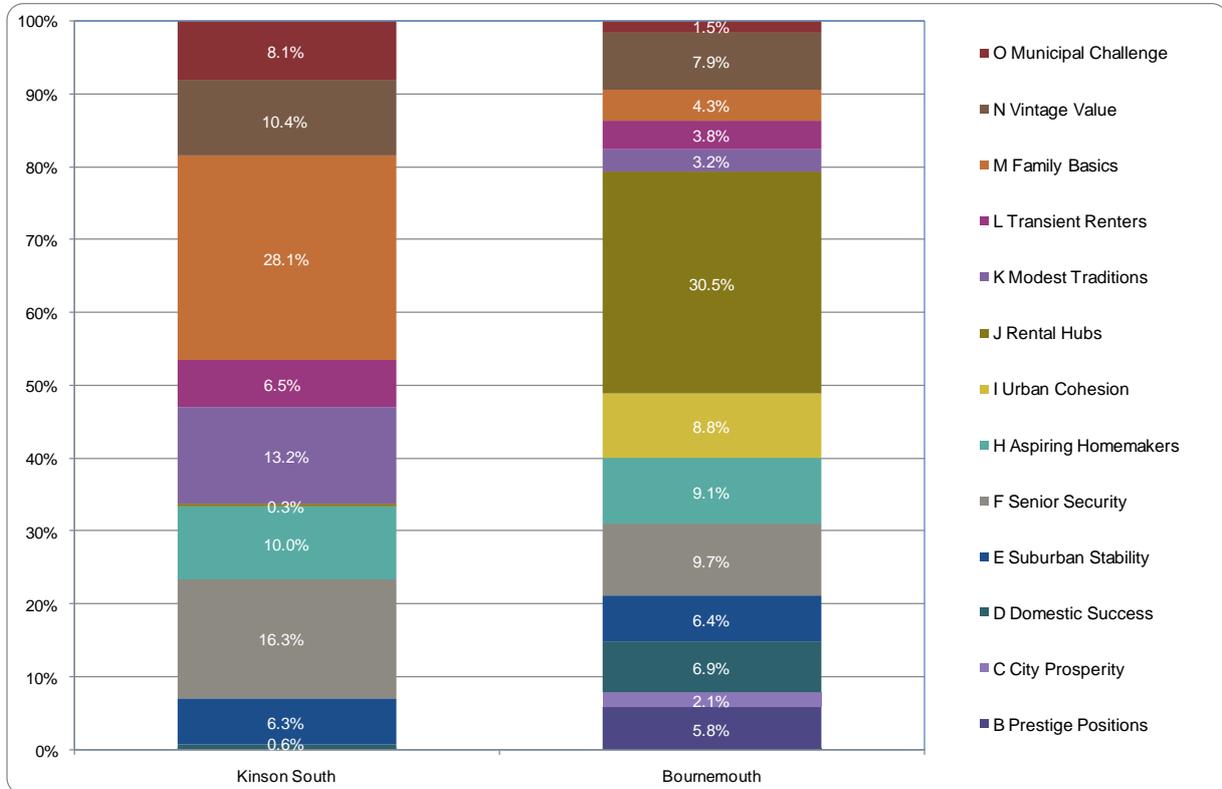
Using data from a wide range of public and private sources, Experian has developed Mosaic Public Sector. It is a lifestyle classification and when linked to specific data sources from health, education, criminal justice, local and central government can give an insight into citizen's requirements of 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.

Just over 28% of the ward's households are defined as 'Families with limited resources who have to budget to make ends meet' (Group M) followed by 16% as 'Elderly people with assets who are enjoying a comfortable retirement' (Group F) and 13% described as 'Mature homeowners of value homes enjoying stable lifestyles' (Group K). Comparable borough-wide figures are 4.3%, 9.7% and 3.2% respectively. For the latter category it is by far the highest proportion of any ward in the borough. Twelve of the fifteen groups are represented in the ward.

## Comparison between Kinson South and Bournemouth Borough Mosaic Public Sector Groups



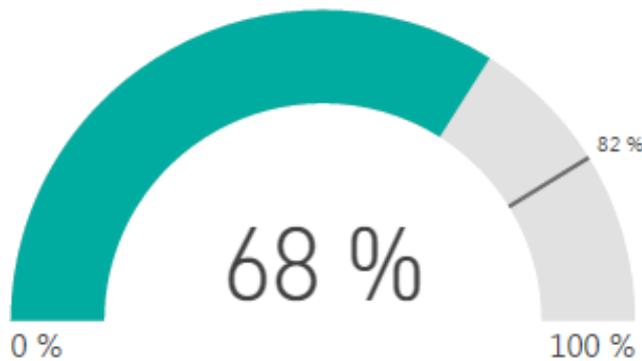
The ward has a higher proportion of residents without a qualification and a smaller proportion of residents with a higher qualification than the borough as a whole.

### Transport

Around a quarter of residents live in households without a car in contrast to this a further 30% of households have two or more cars.

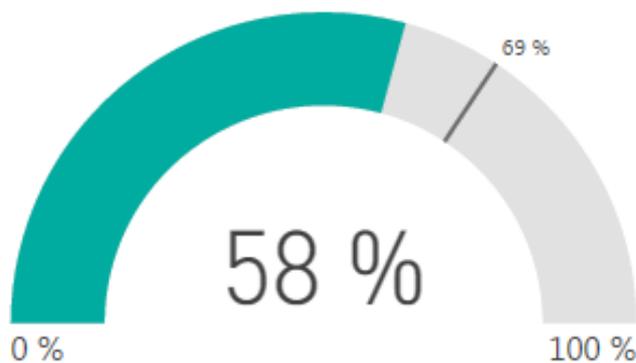
## Bournemouth Opinion Survey: Kinson South

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 overall results. Once broken down to ward level the margin of error is wider. A boosted sample in the West Howe area means that the confidence interval is better than most wards; on a 50% score the confidence interval is +/- 3.8%. Comparisons between Kinson South and the Borough as a whole should be treated as indicative where the difference lies within this range.



### Satisfaction with the local area as a place to live

More than two thirds of respondents in Kinson South were satisfied with the local area as a place to live, significantly fewer than the Borough average of 82%. Fifteen percent were dissatisfied with the area compared to less than one in ten across the Borough.

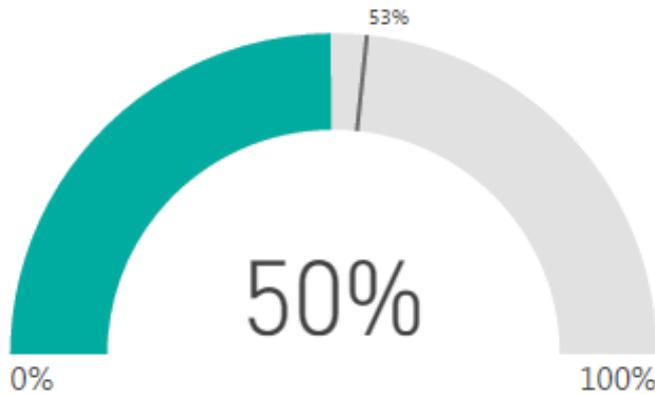


### Satisfaction with the way the Council runs things

Fewer than six in ten respondents said that they were satisfied with the way the Council runs things. This is significantly fewer than the Borough average of 69%. One in five (21%) said that they were dissatisfied with the way the Council runs things compared to 16% across the Borough.



### Value for money (% agree)



Half of Kinson South respondents agreed that the Council provides value for money, slightly fewer than the Borough average of 53%. One in five (20%) disagreed, compared to 17% for the Borough overall.

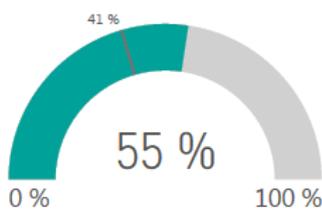
### Anti-social behaviour and community safety

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.

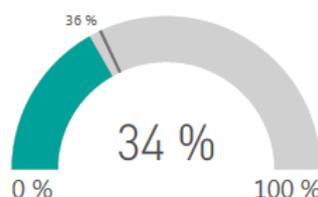
### High Perception of Anti-Social Behaviour

27 %

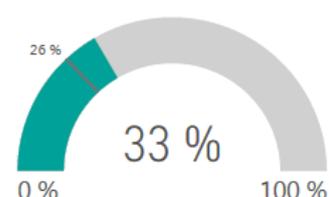
Drug dealing and drug use



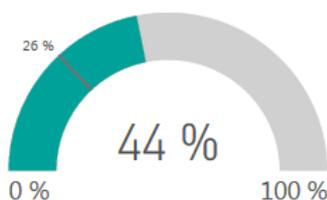
Drunk & rowdy behaviour



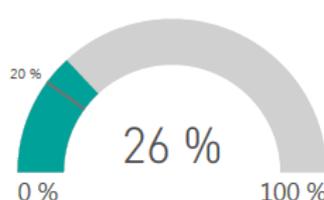
Vandalism & graffiti



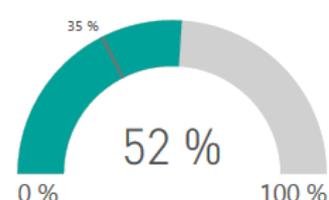
Groups hanging around



Noisy neighbours & loud parties



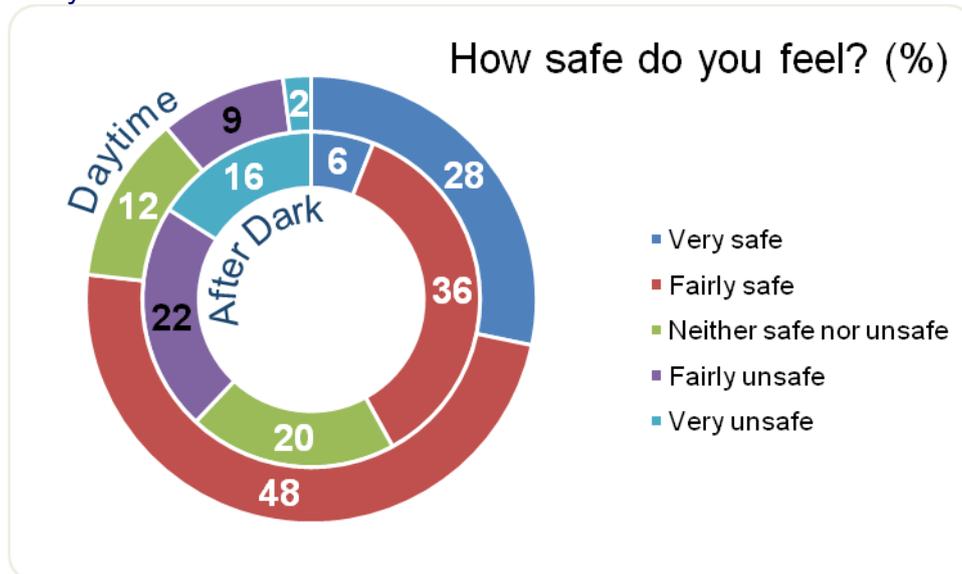
Rubbish & litter lying around



% 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 Kinson South are:

- Activities for teenagers
- Affordable decent housing
- Care services / supporting older, disabled and vulnerable people
- Clean streets
- Health services
- The level of crime
- Road and pavement repairs

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:

Research and Information  
Development Services  
Bournemouth Borough Council  
Tel: 01202 454684  
Email: [statistics@bournemouth.gov.uk](mailto:statistics@bournemouth.gov.uk)  
Website: <http://www.bournemouth.gov.uk/statistics>

July 2016