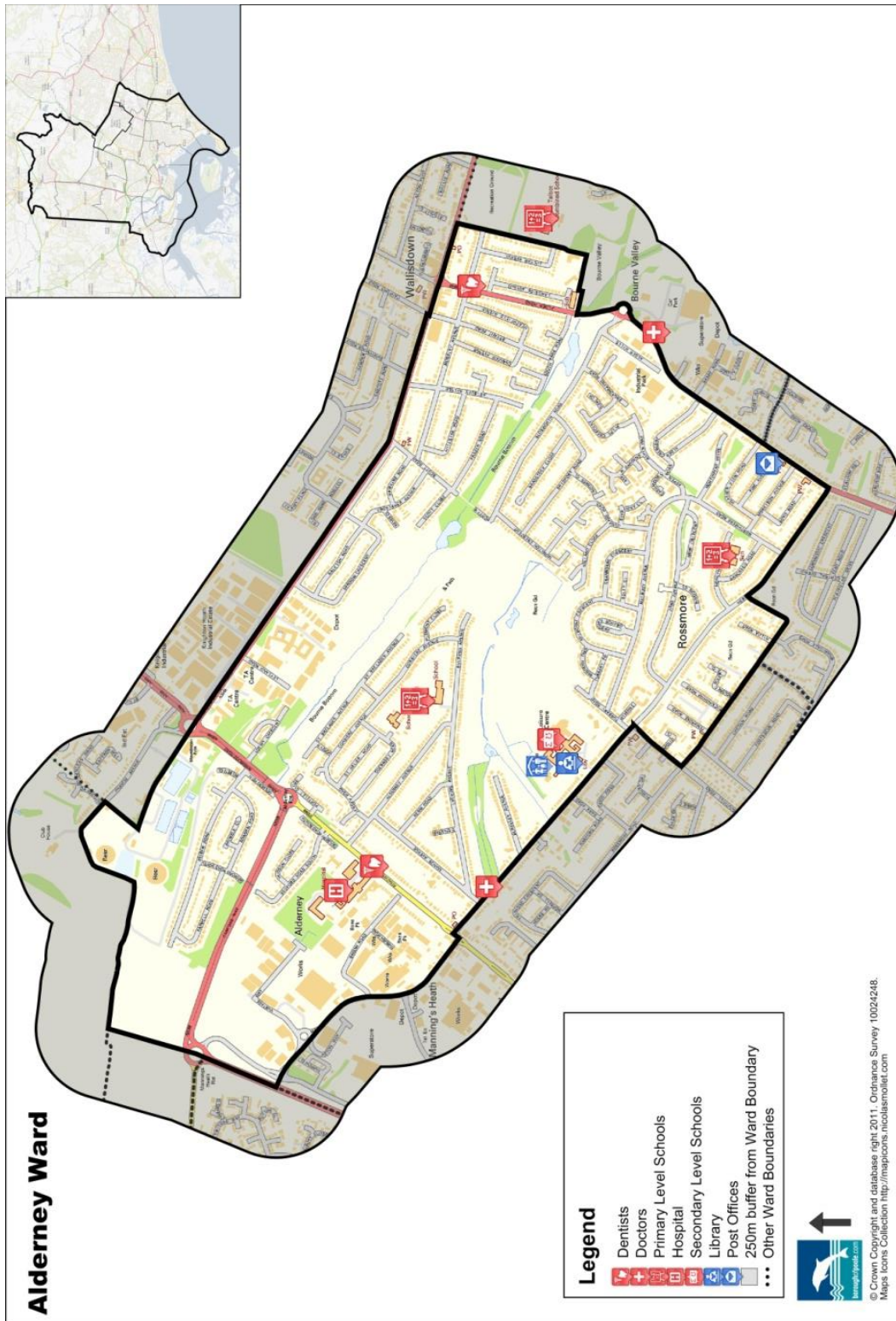


Ward Profile - Alderney

Produced by the Corporate Research and GIS Teams – Mar 2016



Purpose of this profile

The ward profiles provide an ongoing information update on social and economic data for all of Poole's sixteen wards. Each profile compares against average Poole figures. As far as possible the statistical information within this document is the most recently available at the time. Data sources are identified for each chart and table.

These profiles use data from the 2011 Census however more in-depth Census Ward profiles were produced by the Corporate Research Team in August 2013. Please go to www.boroughofpoole.com/2011census for more information on the 2011 Census.

Ward boundaries were changed slightly in 2014. These profiles are based on boundaries prior to this date. New profiles will be prepared for the new ward boundaries in due course.

Overview

Alderney ward is located to the east of Poole and shares boundaries with Newtown Branksome East, Branksome West, Canford Heath East, Canford Heath West and Merley and Bearwood Wards. Residential areas include Alderney in the west of the ward, and Rossmore in the south east. Bourne Valley Park and Bourne Bottom runs along the north and through the centre of the ward. This includes part of Bourne Valley Nature Reserve, a Site of Special Scientific Interest. There are industrial areas located in the west (Mannings Heath) and in the North of the ward (along Wallisdown road). An industrial park is also located in the east at Alder Hills. Alderney ward has a number of local facilities including a local hospital (mainly providing care for older people with mental illness), a library and a Children's Centre. There are no doctor's surgeries located within the ward, however there are 2 surgeries within 250 metres of the boundary in neighbouring wards (Newtown and Branksome East).

Political Representation

Alderney is represented by one UKIP councillor, Mike Fisher, and two Conservative councillors, Louise Russell and Russell Trent. All three councillors were last elected on May 7, 2015. The Ward's electorate was 8,432 and turnout was 55.6%

**Councillor Mike Fisher**

Phone: 01202 696842 or 07549 671867

Email: m.fisher@poole.gov.uk

Address: 3 Fairview Crescent, Broadstone, BH18 9AL

**Councillor Louise Russell**

Phone: 07718 144854

Email: l.russell@poole.gov.uk

Address: 74 Cooke Road, Poole, BH12 1QB



Councillor Russell Trent
Phone: 07578 061387
Email: r.trent@poole.gov.uk
Address: c/o Civic Centre, Poole, BH15 2RU

Key Facts

Population	Alderney is the third most populous ward in Poole. Its population in 2011 was estimated to be 11,423 or 7.7% of Poole's total population
Income and Deprivation	Alderney is the most deprived ward in Poole, using data from the Indices of Deprivation, 2010. Alderney has seven lower super output areas (LSOAs), three of which are in the worst national quartile for multiple deprivation. However, it would be misleading to suppose that all of Alderney is deprived.
Housing	There are approximately 4,750 dwellings in Alderney, only 16% of which are in Council Tax Band D or higher compared to 42% for the Borough as a whole.
Health	Life expectancy at birth (2006-2010 data) is 78.2 years for men and 82.6 years for women. (79.4 and 83.5 years, respectively for all of Poole.)

Population Structure (2011)

Table 1: Population Summary

	Alderney	%	Poole	%
Total	11,423	100	147,645	100
Males	5,572	49	72,121	49
Females	5,851	51	75,524	51
Children 0-15	2,257	20	25,659	17
Working Age	6,991	61	91,828	62
Beyond SPA	2,175	19	30,158	20

Source: 2011 Census, Office of National Statistics

Notes: Working age is 16-64 years old for males and females. SPA is state pension age.

Mosaic Lifestyles

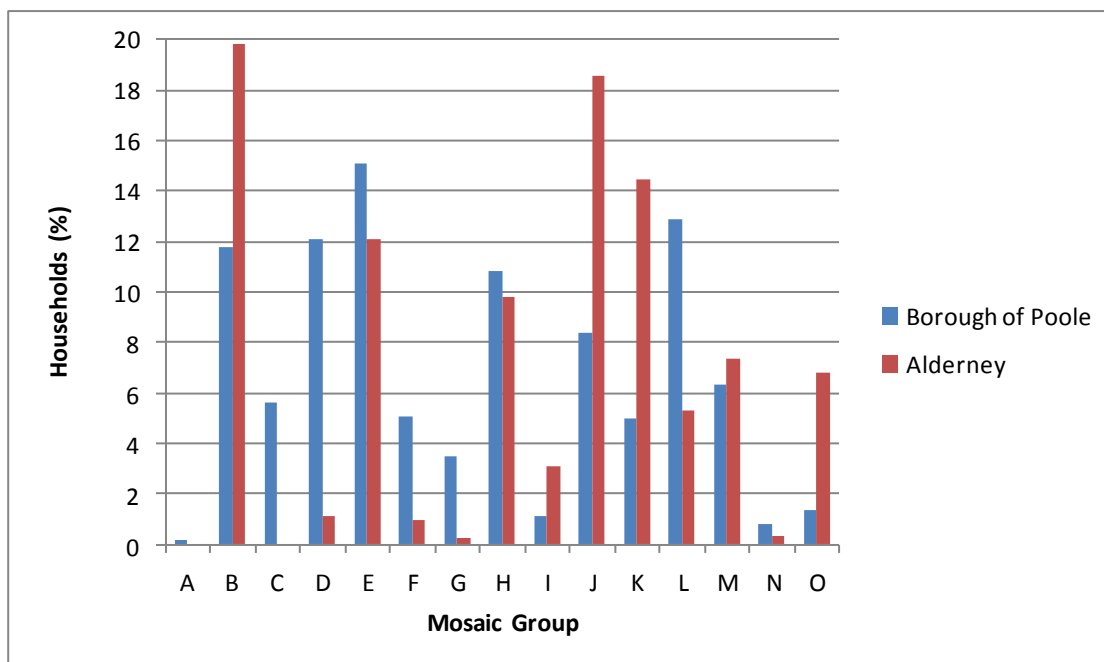
Mosaic is a socio-economic classification system used to classify households into 15 groups and 65 types. **A brief description of the Types and Groups and an introduction to Mosaic can be found [here](#).**

In Alderney, the top three Groups are B (20% of all households), J (19%) and K (14%). These account for 53% of all households in the ward. Group B typically has a strong sense of local roots and is diverse in terms of age distribution and type of household.

The three main Types are K51 (10%), J47 (10%) and B5 (9%). Note that B5 are "better off empty-nesters", again reflecting the fact that pockets of relative affluence can be found in the ward.

The chart below shows the distribution of the Groups in the ward and also in the Borough.

Figure 1: Proportion of Households by Mosaic Group



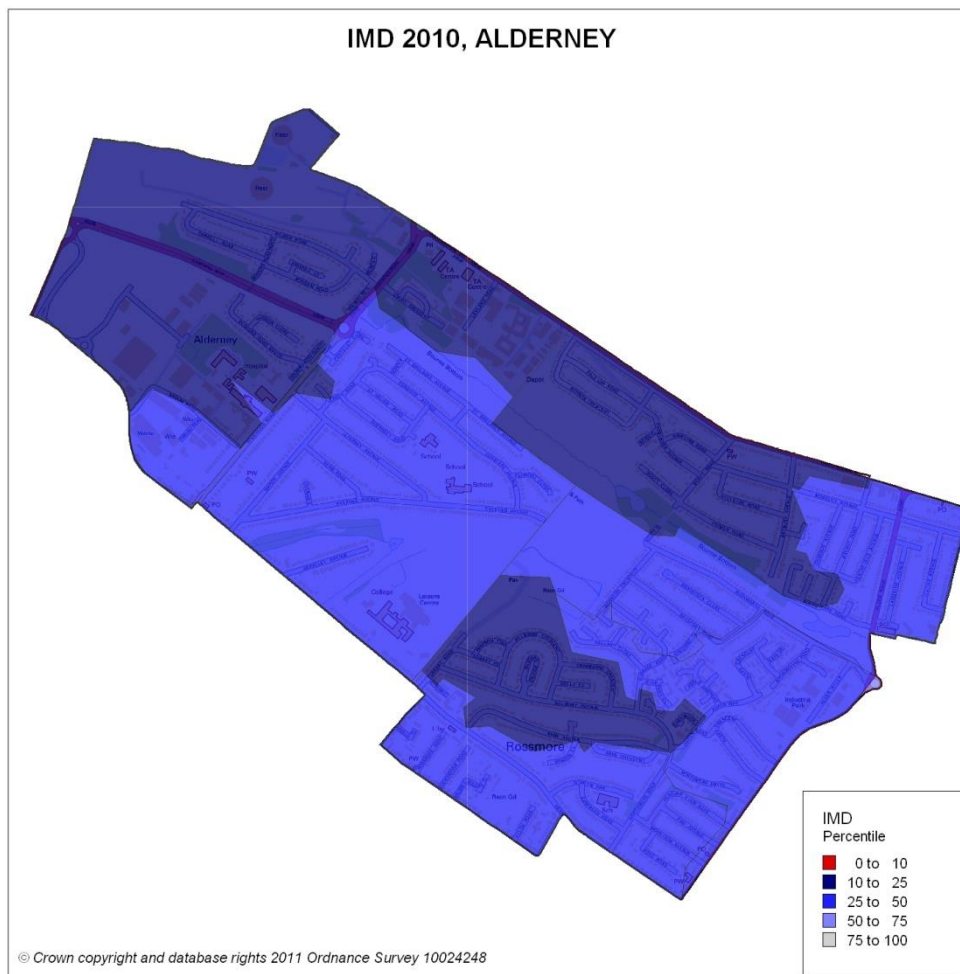
Source: Experian

Income and Deprivation

Household Income: We estimate that average annual household income in 2008 in Alderney was £27,200, making it the second lowest for all the wards in Poole. The average household income for all of Poole was £32,800.

The English Indices of Deprivation, 2010 (ID2010) compares levels of deprivation throughout the country at Lower Super Output Area (LSOA). Poole has 91 LSOAs. Seven of these are in the worst national quartile for Multiple Deprivation (IMD) and three of these are in Alderney – see map overleaf. Based on population weighted average multiple deprivation scores, Alderney Ward has the most deprivation in Poole.

Figure 2: Alderney Indices of Multiple Deprivation 2010 Percentile Position



General Poverty: Using the ID2010 definition of income deprivation **more than one in five residents (21%) of Alderney are experiencing income deprivation.** This compares with a figure of 11% for Poole as a whole.

Child Poverty: Using the ID2010 definition of income deprivation affecting children, **more than one in three children (35%) in Alderney are experiencing income deprivation.** The corresponding figure for Poole overall is only 18%.

Poverty Among Older People Using the ID2010 definition of income deprivation affecting older people, **just over one five (22%) older persons in Alderney are experiencing income deprivation.** (The corresponding figure for Poole overall is 14%.

Note: ID2010-based data above relates to 2008 in every case

We have referred above to ID2010 definitions of income deprivation and other measures. These can be found [in this report](#).

Unemployment

The worklessness rate as a proportion of the working age population (16-64 years old) in Alderney is 13.7% (910 people), higher than the average for Poole (8.3%). Alderney has the highest worklessness rate of all Poole's wards.

There are 535 people claiming Employment Support Allowance/Incapacity Benefit (ESA/IB) in Alderney. The ESA/IB claimant rate in Alderney is 8.1%, compared to 5.1% for Poole overall. Alderney has the highest ESA/IB claimant rate of all Poole's wards.

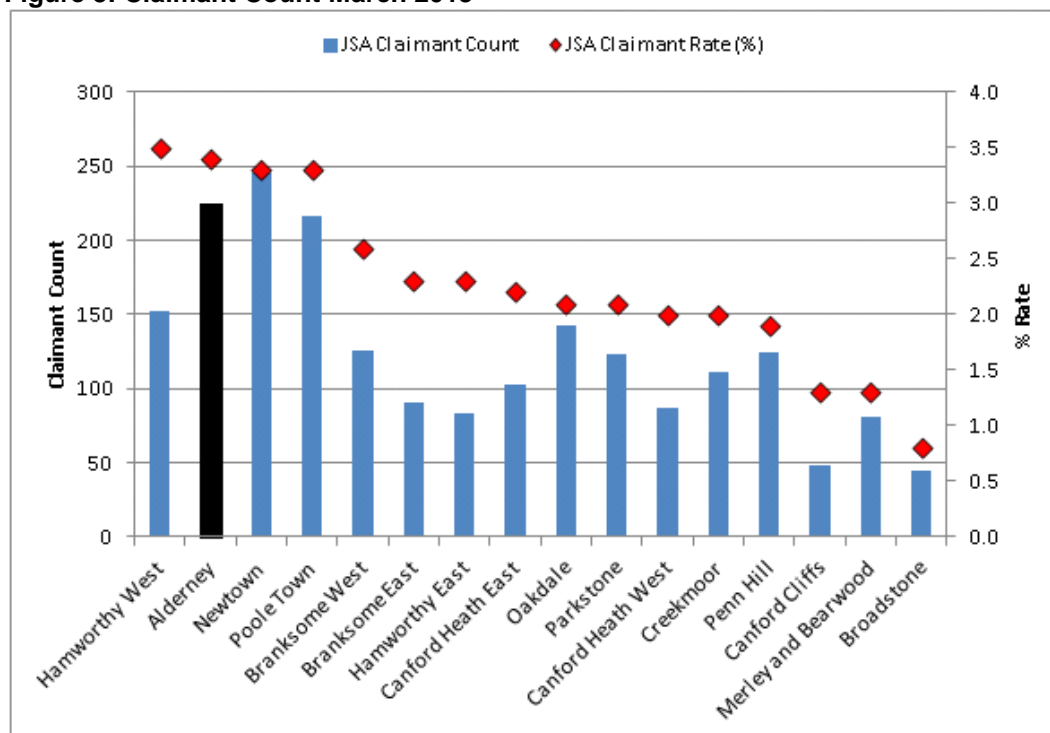
Table 2: Worklessness (Claimants of JSA, ESA/IB, Lone Parents on Income Support, Other)

	JSA ¹	ESA/IB	Lone Parents	Other income related	Worklessness
Alderney Claimants	175	535	160	40	910
Alderney Rate (%)	2.6	8.1	2.4	0.6	13.7
Poole Claimants	1,610	4,660	1,090	320	7,680
Poole (%)	1.7	5.1	1.2	0.3	8.3

Source: DWP Benefit Claimants August 2012

The Job Seekers Allowance (JSA) claimant rate as a proportion of the working age population was 3.4% in Alderney in March 2013, higher than the average rate for Poole (2.2%). Compared to March last year the unemployment rate in Alderney has fallen slightly from 3.5%. The chart below shows the JSA claimant numbers and rate for Alderney in comparison to the rest of the wards in Poole. Alderney has the second highest number of JSA claimants and the second highest JSA claimant rate of all Poole wards.

Figure 3: Claimant Count March 2013



Source: NOMIS, JSA Claimant Rate, March 2013

¹ There are differences between the DWP published JSA statistics and the ONS published claimant count statistics which are explained here <http://statistics.dwp.gov.uk/asd/asd1/tabtools/differences.pdf>

Health & Well-being

General health, limiting long-term illness and provision of unpaid care

According to the 2011 Census, 2,521 (22.1%) of residents in Alderney were limited in daily activities because of a health problem or disability. For Poole 18.4% of residents were in this position.

On Census day (27th March 2011) 76.6% of residents reported their general health as either “Very good” or “Good”; the corresponding figure for Poole was 81.4%.

12.7% of Alderney residents provide help or support to family members, friends, neighbours or others because of long-term physical or mental ill health or disability, or problems related to old age. The figure for Poole is 11%.

Table 3: Health and Provision of Unpaid Care, 2011

Area	Day-to-day activities limited	Very good health	Good health	Fair health	Bad health	Very bad health	Provides Unpaid Care
Alderney	22.1	40.7	35.9	16.4	5.5	1.5	12.7
Poole	18.4	46.5	34.9	13.4	4.0	1.2	11.0

Source: 2011 Census, Office of National Statistics

Life expectancy

Life expectancy at birth (2006-2010 data) in Alderney is 78.2 years for men and 82.6 years for women. This is compared to 79.4 years for men and 83.5 years for women respectively for all of Poole.

Housing

Household Composition

Household composition refers to the usual residents in a household and their relationship to each other. Households may be a family or they may consist of one person living alone or unrelated adults sharing. A family is a couple (married, civil partners or cohabiting), with or without children, or a lone parent with at least one child. Children may be dependent or non-dependent.

Of the 4,619 households in Alderney on 27 March 2011, the most reported household type was where one family (72%, 2,969) followed by those where there was one person living alone (29%, 1,195). Table 4 shows the details.

Table 4: Household composition, all households 2011

Household composition	Alderney		Poole	
	Number	%	Number	%
One family: Married or same sex civil partnership couple	1,424	34	21,300	34
One family: Lone parent	621	15	5,707	9
One family: Cohabiting couple	491	12	6,075	10
One family: All aged 65 and over	433	10	6,631	10
One person household	1,195	29	19,134	30
Other household type	455	11	4,683	7
Total Households	4,619	112	63,530	100

Source: Census 2011, Office for National Statistics

Household Tenure

Type of tenure refers to whether the household owned or rented their accommodation. The most frequently reported tenure types for households in Alderney Ward were owned with a mortgage or loan at 34% (1,568) followed by owned outright at 29% (1,335). Alderney also has a much higher proportion of households renting from the Council (17%) compared to Poole (7%).

Table 5: Household Tenure, all households 2011

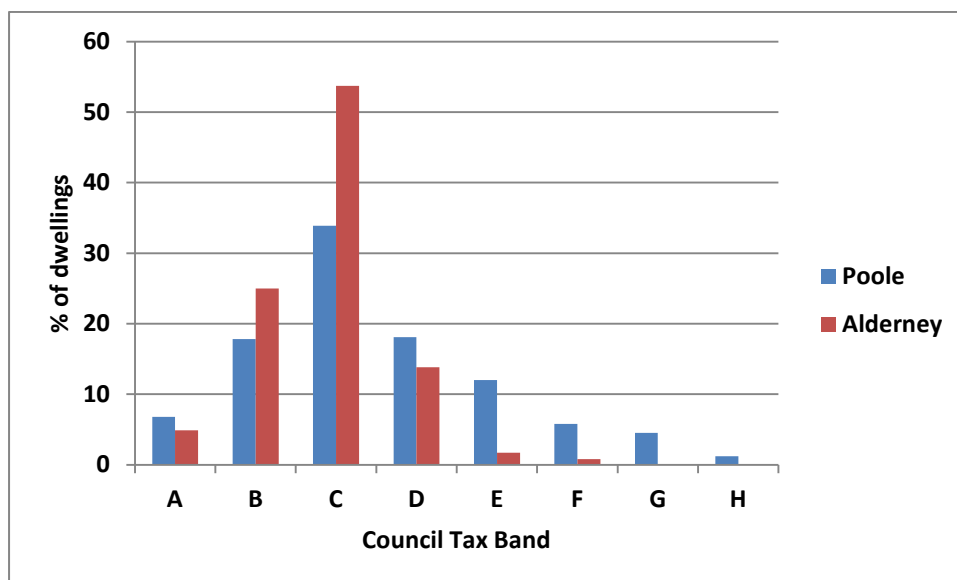
Household Tenure	Alderney		Poole	
	Number	%	Number	%
Owned: Owned outright	1,335	29	22,719	36
Owned: Owned with a mortgage or loan	1,568	34	21,983	35
Shared ownership (part owned and part rented)	30	1	557	1
Social rented: Rented from council	768	17	4,143	7
Social rented: Other	253	5	3,181	5
Private rented: Private landlord or letting agency	541	12	9,293	15
Private rented: Other	63	1	982	2
Living rent free	61	1	672	1
Total	4,619	100	63,530	100

Source: Census 2011, Office for National Statistics

Council Tax Bands

There are approximately 4,750 dwellings in Alderney, only 16% of which are in Council Tax Band D or higher compared to 42% for the Borough as a whole. The chart below shows the proportion of dwellings in each council tax band. In Alderney the largest proportion of dwellings are in council tax Band C.

Figure 4: Council Tax Bands



Source: Office of National Statistics, Dwelling Stock by Council Tax Band 2011

Environment

The table below shows annual domestic energy consumption per person and also per dwelling in this ward compared to the Borough as a whole.

Table 6: Annual energy consumption (2008)

	Mwh per person	Mwh per dwelling
Alderney	7.9	18.1
Borough of Poole	8.9	18.7

Source: Department of Energy and Climate Change

30.8% (111.5 hectares) of the ward's area is green space (compared to 38.3% for all of Poole)

Community Safety

Crime statistics from Dorset Police² over the period of April 2012 – March 2013 showed that there were 46 incidents of recorded crime per 1,000 people in Alderney. The rate for Alderney was slightly higher than the Poole overall rate of 41 incidents per 1,000 people.

Shaping Poole Survey

The [Shaping Poole Survey](#) asked for opinions about what it's like living in Poole, experiences of local public services and issues such as community safety. It updates the 2008 Place Survey to provide valuable, robust evidence to the Council and its partners (including the police, health, business and community representatives) about what is important to Poole people and where improvements are needed to shape service planning and policies.

The survey was posted to 5,500 households selected at random. 2,265 responses were received (a response rate of 41%). Overall the [headline results](#) of the survey paint a very positive picture of Poole, with:

Improved perceptions of all local public services

- Increased satisfaction with the Council, individual council services and improved perceptions of value for money
- Increased public confidence with community safety issues
- Improved community cohesion, but room for improvement
- Slight decrease in residents with good health

The Shaping Poole Survey results are for Safer Neighbourhood Area because the data is less reliable at ward level³. Alderney Ward is within the Rossmore and Alderney Safer Neighbourhood Area. Some key findings for the Rossmore and Alderney Safer Neighbourhood Area were:

- Lowest proportion of residents that were satisfied with their local area as a place to live in Poole (73.6%, Poole: 87%)
- Significant decrease compared to 2008 in the proportion of residents who thought there was a problem with people not treating each other with respect (-24.6%, Poole: -6%)
- Significant decrease compared to 2008 in the proportion of residents who thought there was a problem with people being drunk in public places (-18.3%, Poole: -4%)

A [summary presentation](#) of the results is also available providing more detail.

² The Dorset Police Force Crime Statistics are published at: <http://www.police.uk/> where you can view statistics from Force level down to your local Safer Neighbourhood Team level.

³ More information about Safer Neighbourhood Areas can be found [here](#)

Data Sources

Population:	Office of National Statistics, 2011 Census, Table KS101EW Usual Resident Population and KS102EW Age Structure
Mosaic Lifestyles:	Experian Ltd, Mosaic for Public Sector Household data, 2010
Income and Deprivation:	Borough of Poole Model using Mosaic data, Estimated Household Income, 2008 Department for Communities and Local Government, Indices of Multiple Deprivation, 2010
Unemployment:	Department for Work and Pensions/Nomis Worklessness, Benefit Data (Job Seekers Allowance, Employment Support Allowance/Incapacity Benefit, Lone Parents on Income Support, Other Income Related) August 2012 Office of National Statistics/Nomis Claimant Count, March 2013
Health:	Office of National Statistics, 2011 Census, Table KS391EW Health and Provision of Unpaid Care Poole Health England, Life Expectancy at birth 2006-2010, 2011
Housing:	Office of National Statistics, 2011 Census, Table KS105EW Household Composition and KS402EW Tenure Office of National Statistics, Dwelling Stock by Council Tax Band, 2011
Environment:	Department of Energy and Climate Change, Domestic Energy Consumption, 2008
Community Safety:	Dorset Police, Crime Statistics by Poole Police Beat Area, April 2012 – March 2013

For further details or queries about this ward profile please contact Corporate Research, Strategy Team, Borough of Poole. Tel 01202 633086, or email research@poole.gov.uk

Appendix 1. The Wards Compared

The table below show how this ward compares with the other wards in Poole across a range of key indicators. (Red indicates the worst and green the best value across the wards in each case.)

WARD	Poverty (all persons)	Child Poverty	Poverty among older people	Employment Deprived	Male Life Expectancy, years	Female Life Expectancy, years
Alderney	21%	35%	22%	11%	78.2	82.6
Branksome East	12%	18%	17%	8%	78.3	82.5
Branksome West	12%	13%	14%	6%	77.4	85.0
Broadstone	4%	3%	6%	4%	83.2	85.5
Canford Cliffs	5%	6%	5%	6%	80.9	83.8
Canford Heath East	11%	16%	13%	7%	81.2	83.0
Canford Heath West	11%	16%	13%	7%	77.8	85.9
Creekmoor	10%	16%	15%	10%	80.3	84.5
Hamworthy East	16%	26%	20%	11%	78.1	82.7
Hamworthy West	18%	32%	17%	11%	78.9	83.1
Merley & Bearwood	6%	9%	8%	6%	80.2	82.2
Newtown	17%	25%	24%	11%	78.0	83.1
Oakdale	10%	13%	17%	7%	79.7	85.0
Parkstone	11%	17%	14%	7%	80.7	85.3
Penn Hill	7%	8%	11%	6%	78.9	83.3
Poole Town	15%	22%	21%	10%	76.2	80.5
Borough of Poole	11%	18%	14%	8%	79.4	83.5

Note:

1. Poverty is synonymous with "income deprivation" as defined in the English Indices of Deprivation, 2010
2. Employment deprived is percentage involuntary excluded from the labour market as defined in the English Indices of Deprivation, 2010
3. Life Expectancies are based on data from 2006-2010.