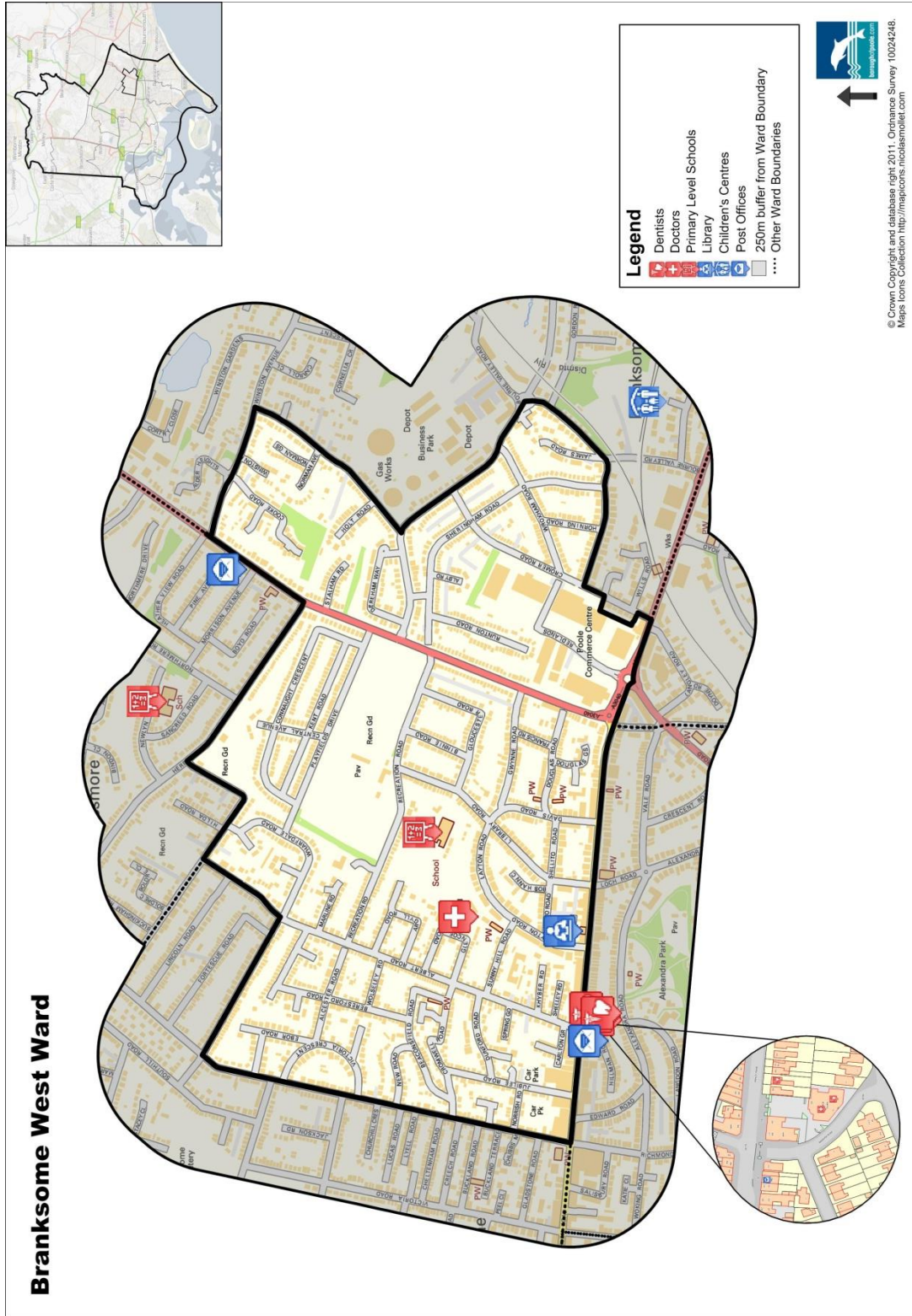


Ward Profile – Branksome West

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

Branksome West ward is located in the east of Poole and shares boundaries with Alderney to the north, Branksome East to the east, Canford Cliffs and Penn Hill to south and Newtown to the west. It is the smallest ward in Poole by area and has the greatest population density. Ashley Road, the second largest local centre outside of the town centre is located along the southern boundary, with Poole Commerce Centre (Redlands) in the south east. Branksome Recreation Ground, the only area of public open space in the ward, occupies a large open area in the centre of the ward. The ward consists mainly of owner-occupied Victorian and 1930's housing together with some small pockets of social housing, including housing for older people. The ward is predominantly residential in nature but also includes a number of local churches plus the very popular Heatherlands First (soon to be Primary) School situated in the centre of the ward. There are facilities for young people at Parkstone Sports and Arts Club in Recreation Road and the Denis Gooding Scout centre in Layton Road. There are no doctors or dentists situated within the ward boundary, but both are available within 15 metres of the Southern boundary in Madeira Road in Penn Hill Ward and Dorset Health Care NHS Branksome Clinic is situated in Layton Road.

Political Representation

Branksome West Ward is represented by two Liberal Democrat councillors, Philip Eades and Marion Le Poidevin. Both councillors were last elected on May 7, 2015. The Ward's electorate was 5,629 and turnout was 61.2%

**Councillor Philip Eades**

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Councillor Marion Le Poidevin

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Key Facts

Population	Branksome West Ward had an estimated 7,415 residents in 2011, comprising 5.0% of Poole's total population. A large proportion of its population (67%) is of working age.
Income and Deprivation	There are no notable pockets of multiple deprivation in this ward.
Housing	There are approximately 3,250 dwellings of which only 12% are in Council Tax Band D or higher. (42% is the corresponding figure for all of Poole).
Health	Life expectancy at birth (2006-2010 data) is 77.4 years for men and 85 years for women. (79.4 and 83.5 years respectively for all of Poole).

Population Structure (2011)

Table 1: Population Summary

	Branksome West	%	Poole	%
Total	7,415	100	147,645	100
Males	3,672	50	72,121	49
Females	3,743	50	75,524	51
Children 0-15	1,362	18	25,659	17
Working Age	4,982	67	91,828	62
Beyond SPA	1,071	14	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.

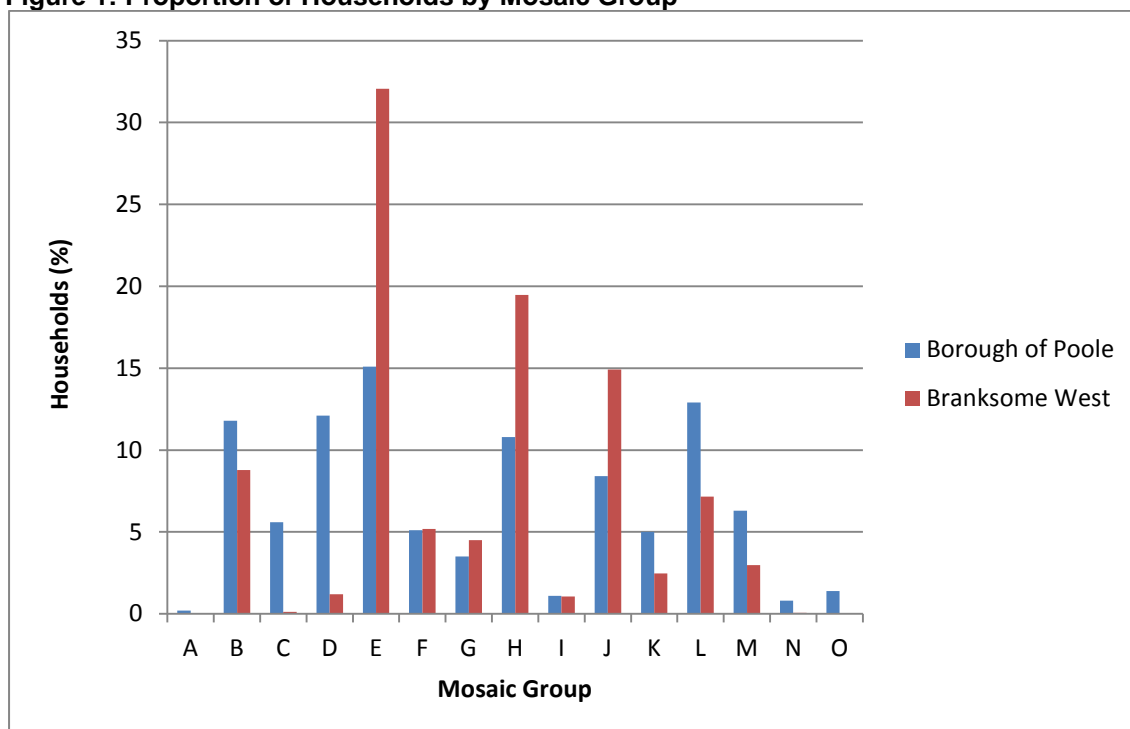
Mosaic Lifestyles

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](#).**

The top three Groups in this ward are E (32%), H (20%) and J (15%). This suggests a rather mixed socio-economic demographic structure with low-middle income prevailing. The three main Types are H35 (12%), E18 (11%), and E19 (11%).

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 Branksome West was **£32,000**. The average figure for 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. No LSOA in Branksome West is in the worst national quartile for Multiple Deprivation. The ward as a whole is not deprived.

More information on the ID2010 definitions can be found [in this report](#).

Unemployment

The worklessness rate as a proportion of the working age population (16-64 years old) in Branksome West is 8.6% (415 people), higher than the average for Poole (8.3%). Branksome West has the eighth highest worklessness rate of all Poole's wards.

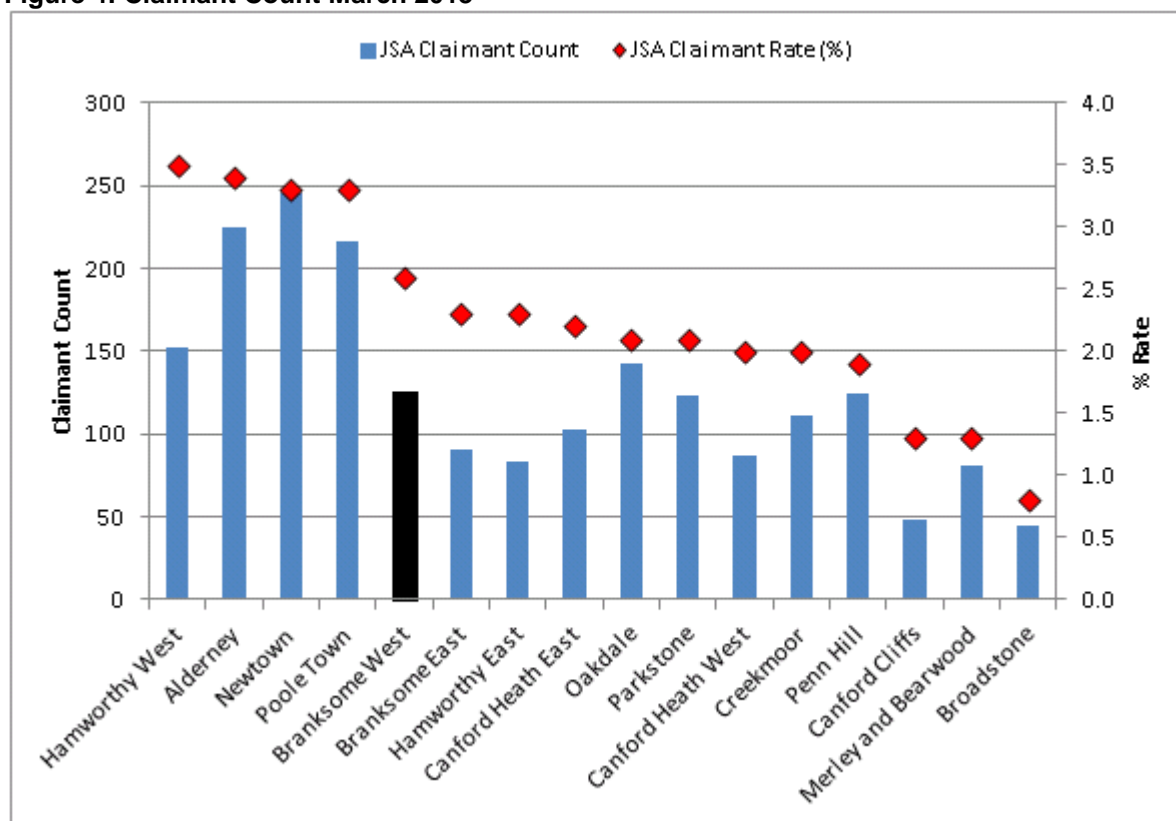
Table 2: Worklessness (Claimants of JSA, Employment Support Allowance/Incapacity Benefit (ESA/IB), Lone Parents on Income Support, Other)

	JSA ¹	ESA/IB	Lone Parents	Other income related	Worklessness
Branksome West Claimants	90	235	65	25	415
Branksome West Rate (%)	1.9	4.9	1.3	0.5	8.6
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 JSA claimant rate as a proportion of the working age population was 2.6% in Branksome West in March 2013, higher than the average rate for Poole (2.2%). Compared to March last year the unemployment rate in Branksome West has fallen from 2.8%. The chart below shows the JSA claimant numbers and rate for Branksome West in comparison to the rest of the wards in Poole.

Figure 4: 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 and Well-being

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

According to the 2011 Census, 1,192 (16.1%) of residents in Branksome West 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) 82.9% of residents reported their general health as either "Very good" or "Good"; the corresponding figure for Poole was 81.4%.

9.7% of Branksome West 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
Branksome West	16.1	46.8	36.1	12.6	3.5	1.0	9.7
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 Branksome West is 77.4 years for men and 85 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 3,173 households in Branksome West on 27 March 2011, the most reported household type was where one family (62%, 1,964) followed by those where there was one person living alone (29%, 906). Table 4 shows the details.

Table 4: Household composition, all households 2011

Household composition	Branksome West		Poole	
	Number	%	Number	%
One family: Married or same sex civil partnership couple	1,028	32	21,300	34
One family: Lone parent	319	10	5,707	9
One family: Cohabiting couple	409	13	6,075	10
One family: All aged 65 and over	208	7	6,631	10
One person household	906	29	19,134	30
Other household type	303	10	4,683	7
Total Households	3,173	100	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 Branksome West Ward were owned with a mortgage or loan at 44% (1,401) followed by owned outright at 29% (922).

Table 5: Household Tenure, all households 2011

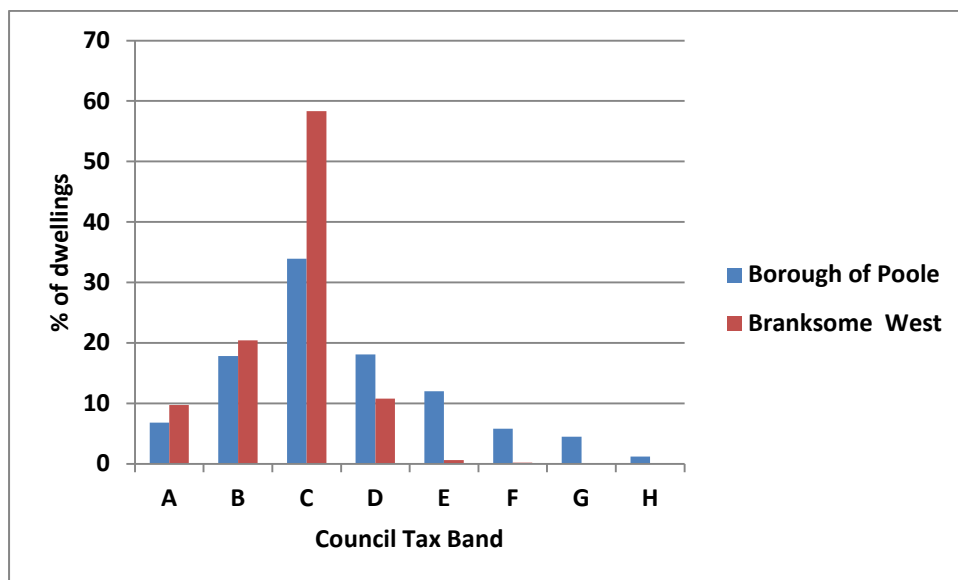
Household Tenure	Branksome West		Poole	
	Number	%	Number	%
Owned: Owned outright	922	29	22,719	36
Owned: Owned with a mortgage or loan	1,401	44	21,983	35
Shared ownership (part owned and part rented)	39	1	557	1
Social rented: Rented from council	81	3	4,143	7
Social rented: Other	124	4	3,181	5
Private rented: Private landlord or letting agency	537	17	9,293	15
Private rented: Other	43	1	982	2
Living rent free	26	1	672	1
Total	3,173	100	63,530	100

Source: Census 2011, Office for National Statistics

Council Tax Bands

There are approximately 3,250 dwellings of which only 12% are in Council Tax Band D or higher. (42% is the corresponding figure for all of Poole). The chart below shows the proportion of dwellings in each council tax band. 58% of dwellings are in Band C.

Figure 5: 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
Branksome West	8.5	18.3
Borough of Poole	8.9	18.7

Source: Department of Energy and Climate Change

Only 12.5% (16.6 hectares) of the ward's area is green space (compared to 38.3% for all of Poole). This ward has the lowest proportion of green space of all the wards in Poole.

Community Safety

Crime statistics from Dorset Police² over the period of April 2012 – March 2013 showed that there were 44 incidents of recorded crime per 1,000 people in Branksome West. The rate for Branksome West 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. Branksome West Ward is within the Branksome East, Branksome West & Newtown Safer Neighbourhood Area. Some key findings for this area were:

- Significantly lower proportion of residents that volunteer at least once a month than the Poole average (14.8%, Poole: 22%)
- Significant decrease compared to 2008 in the proportion of residents who thought there was a problem with people not treating each other with respect (-9.7%, Poole: -6%)
- Significant increase compared to 2008 in the proportion of residents that agree the police and local public services are dealing with anti-social behaviour and crime in the local area (+14.3%, Poole: +11%)

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 tables below show how Branksome West compares with the other wards in Poole across a range of key indicators. (Red denotes the worst and green denotes the best values.)

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.