

# Ward Profile – Canford Cliffs

Produced by the Corporate Research Team, Borough of Poole – 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](http://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

Canford Cliffs Ward is located in the south east of Poole and shares boundaries Branksome East, Branksome West and Penn Hill. The residential area of Branksome Park (also a conservation area) makes up the majority of this ward with Canford Cliffs located to the south west and Sandbanks in the south. Branksome Park Wood, and Branksome Chine Gardens run down the centre of the ward, and Branksome Dene Chine gardens are located in the east of the ward. Sandbanks, Poole's blue flag award winning beach is located in the south of the ward. Retail facilities are located along the northern boundary (North Road) and in the south (Haven road). There are no doctor's surgeries or dentists located within the ward, however, a dentist is located within 250 metres of the boundary in Penn Hill, and there are several doctors' surgeries in neighbouring Branksome West and Penn Hill Wards.

## Political Representation

Canford Cliffs Ward is represented by three Conservative Party councillors – May Haines, Mohan Iyengar and Peter Pawlowski. All three councillors were last elected on May 7, 2015. The Ward's electorate was 8,516 and turnout was 67.6%.



**Councillor May Haines**

**Phone:** 01202 709138

**Email:** m.haines@poole.gov.uk

**Address:** 8 Blake Hill Avenue, Poole, BH14 8QA



**Councillor Mohan Iyengar**

**Phone:** 01202 633043

**Email:** m.iyengar@poole.gov.uk

**Address:** c/o Civic Centre, Poole, BH15 2RU



**Councillor Peter Pawlowski**

**Phone:** 01202 752768

**Email:** p.pawlowski@poole.gov.uk

**Address:** 17A Chester Road, Branksome Park, Poole, BH13 6DE

**Key Facts**

<b>Population</b>	Canford Cliffs had an estimated 8,620 residents in 2011 comprising 5.6% of Poole’s total population. 40% of its residents are beyond state pension age.
<b>Income and Deprivation</b>	It is a relatively affluent ward and is the third least deprived ward in Poole. It includes the affluent Sandbanks peninsula. None of its Lower Super Output Areas (LSOAs) are in the worst national quartile for multiple deprivation.
<b>Housing</b>	Canford Cliffs Ward has the highest proportion of households in Poole that all persons are aged 65 and over (19%).  There are approximately 5,300 dwellings in Canford Cliffs, 85% of which are in Council Tax Band D or above (42% is the corresponding figure for all of Poole).
<b>Health</b>	23.2% of residents in Canford Cliffs were limited in daily activities because of a health problem or disability. The highest rate in Poole.  Life expectancy at birth (2006-2010 data) is 80.9 years for men and 83.8 years for women. (C.f. 79.4 and 83.5 respectively for all of Poole.)

**Population Structure (2011)**

The ward has a very high proportion of older people compared to Poole as a whole.

**Table 1: Population Summary**

	<b>Canford Cliffs</b>	<b>%</b>	<b>Poole</b>	<b>%</b>
<b>Total</b>	<b>8,620</b>	<b>100</b>	<b>147,645</b>	<b>100</b>
Males	4,192	49	72,121	49
Females	4,428	51	75,524	51
Children 0-15	818	9	25,659	17
Working Age	4,367	51	91,828	62
Beyond SPA	3,435	40	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**

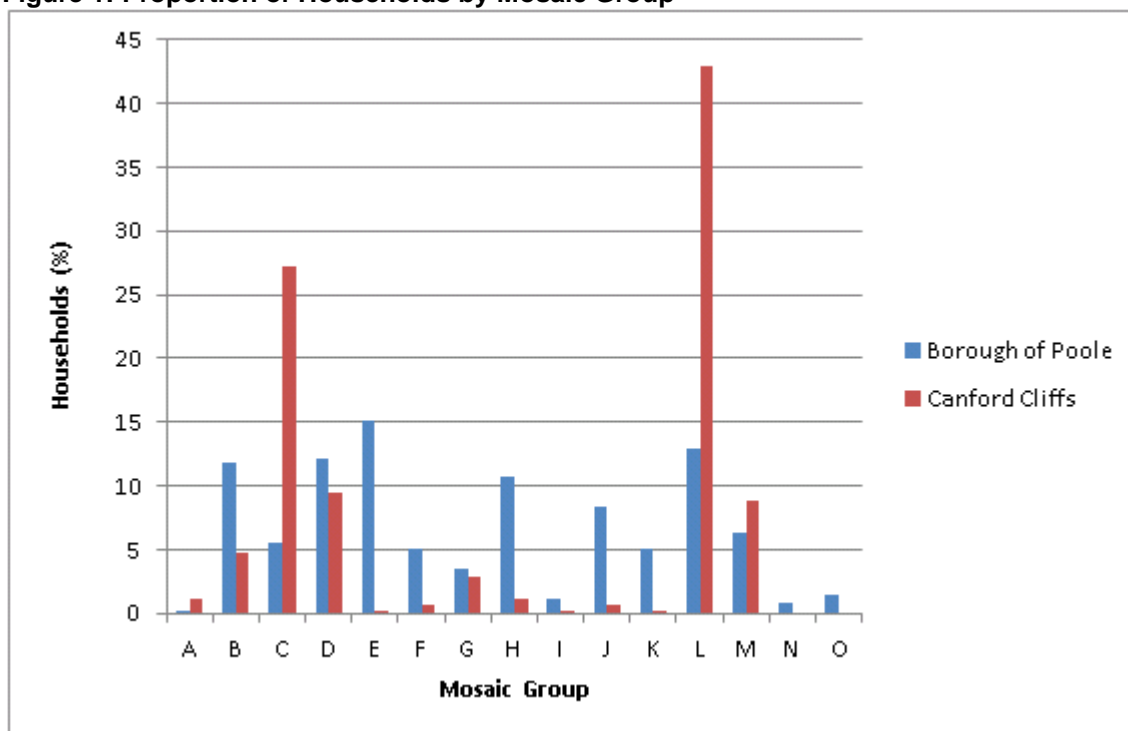
Mosaic is a socio-economic classification system used to classify households into 15 groups and 65 types. **A brief description of the Types and Groups and an introduction to Mosaic can be found [here](#).**

The top three Mosaic Groups in this ward are L (43%), C (27%) and D (9%), reflecting an affluent population with a high proportion of active elderly residents.

The three main Types are L52 (25%), C10 (20%) and L55 (15%). The first two of these Types are noted for being relatively wealthy.

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 Canford Cliffs was £38,600, the third highest of all wards in Poole. 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 Canford Cliffs is in the worst national quartile for Multiple Deprivation.

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

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 Canford Cliffs is 5.3% (200 people), lower than the average for Poole (8.3%). Canford Cliffs has one of the lowest worklessness rates of all Poole's wards.

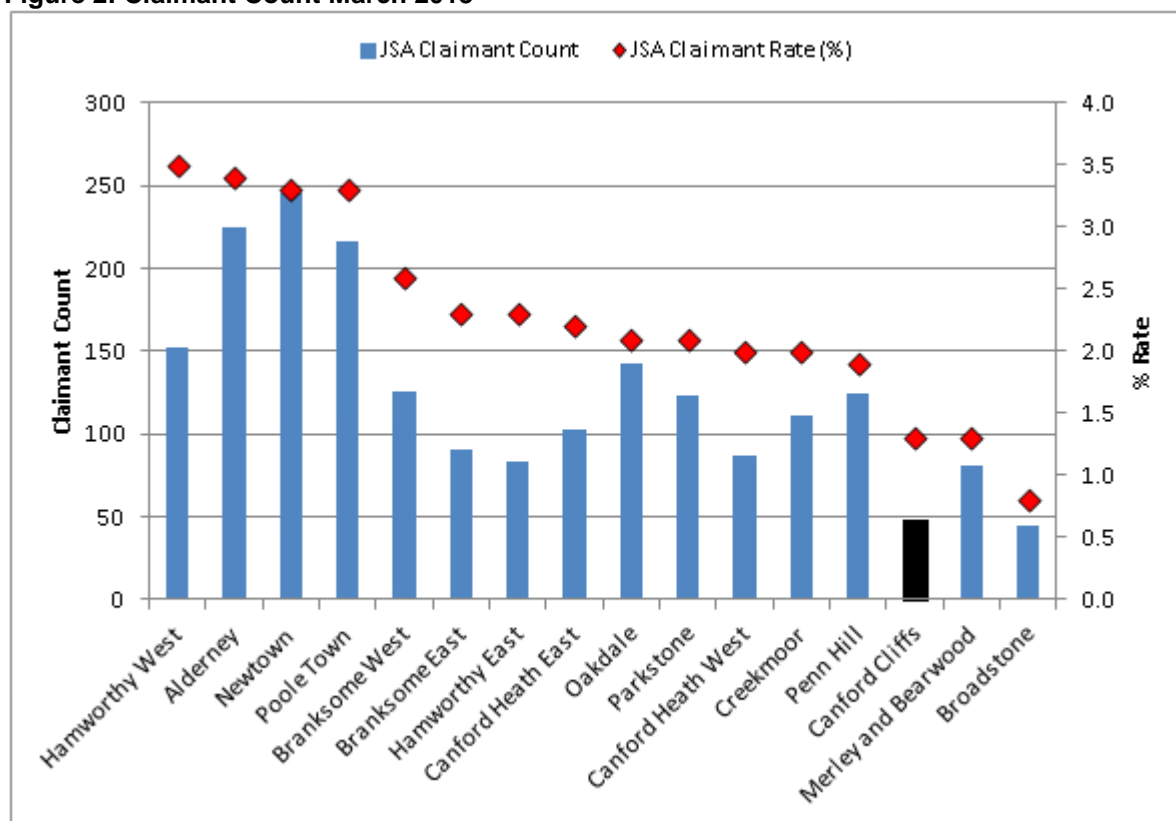
**Table 2: Worklessness (Claimants of JSA, Employment Support Allowance/Incapacity Benefit (ESA/IB), Lone Parents on Income Support, Other)**

	JSA <sup>1</sup>	ESA/IB	Lone Parents	Other income related	Worklessness
Canford Cliffs Claimants	45	135	10	10	200
Canford Cliffs Rate (%)	1.2	3.6	0.3	0.3	5.3
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 1.3% in Canford Cliffs in March 2013, lower than the average rate for Poole (2.2%). Compared to March last year the unemployment rate in Canford Cliffs has risen from 1.1%. The chart below shows the JSA claimant numbers and rate for Canford Cliffs in comparison to the rest of the wards in Poole. Canford Cliffs has one of the lowest JSA claimant rates of all wards in Poole.

**Figure 2: Claimant Count March 2013**



Source: NOMIS, JSA Claimant Rate, March 2013

<sup>1</sup> 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, 2,001 (23.2%) of residents in Canford Cliffs were limited in daily activities because of a health problem or disability. This is the highest rate in Poole. For Poole 18.4% of residents were in this position.

On Census day (27th March 2011) 78.6% of residents reported their general health as either "Very good" or "Good"; the corresponding figure for Poole was 81.4%.

11.1% of Poole Town 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
Canford Cliffs	23.2	43.3	35.3	15.8	4.3	1.3	11.1
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 Canford Cliffs Ward is 80.9 years for men and 83.8 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 4,413 households in Canford Cliffs on 27 March 2011, the most reported household type was where one family (53%, 2,337) followed by those where there was one person living alone (41%, 1,791). Table 4 shows the details. Along with Poole Town, Canford Cliffs has the highest proportion of one person households across all wards in Poole.

Canford Cliffs Ward has the highest proportion of households in Poole that all persons are aged 65 and over (19%).

**Table 4: Household composition, all households 2011**

Household composition	Canford Cliffs		Poole	
	Number	%	Number	%
One family: Married or same sex civil partnership couple	1,061	24	21,300	34
One family: Lone parent	179	4	5,707	9
One family: Cohabiting couple	255	6	6,075	10
One family: All aged 65 and over	842	19	6,631	10
One person household	1,791	41	19,134	30
Other household type	285	6	4,683	7
Total Households	4,413	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 Canford Cliffs Ward were owned outright at 56% (2,472), followed by owned with a mortgage or loan at 20% (886).

**Table 5: Household Tenure, all households 2011**

Household Tenure	Canford Cliffs		Poole	
	Number	%	Number	%
Owned: Owned outright	2,472	56	22,719	36
Owned: Owned with a mortgage or loan	886	20	21,983	35
Shared ownership (part owned and part rented)	11	0	557	1
Social rented: Rented from council	42	1	4,143	7
Social rented: Other	50	1	3,181	5
Private rented: Private landlord or letting agency	832	19	9,293	15
Private rented: Other	57	1	982	2
Living rent free	63	1	672	1
Total	4,413	100	63,530	100

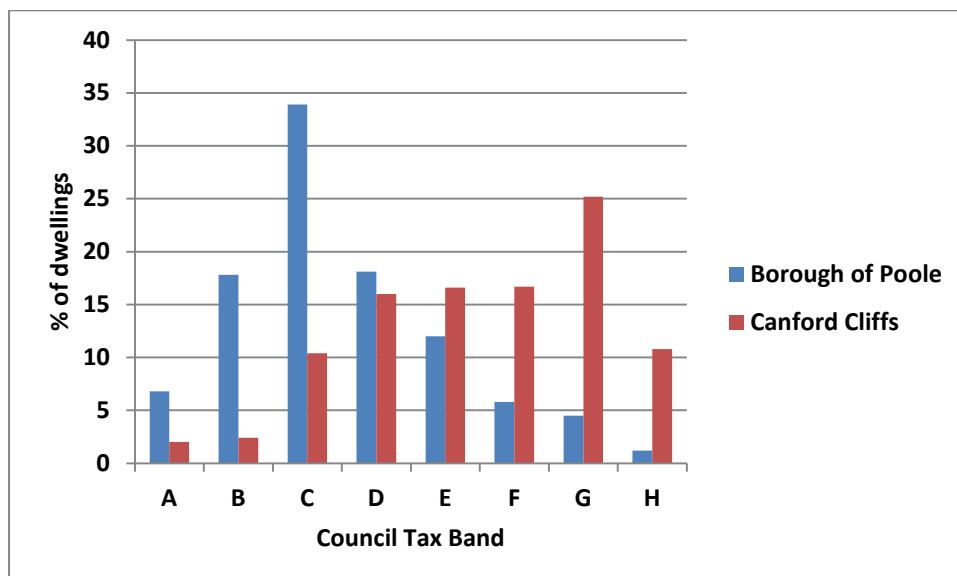
Source: Census 2011, Office for National Statistics



## Council Tax Bands

The chart below shows the proportion of dwellings in each council tax band in Canford Cliffs. There are approximately 5,300 dwellings in Canford Cliffs, 85% of which are in Council Tax Band D or above (42% is the corresponding figure for all of Poole).

**Figure 3: 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
Canford Cliffs	14.3	20.9
Borough of Poole	8.9	18.7

Source: Department of Energy and Climate Change

20.8% (144.1 hectares) of the ward's area is green space (compared to 38.3% for all of Poole).

There is around 5 miles of beach front in Canford Cliffs Ward.

## Community Safety

Crime statistics from Dorset Police<sup>2</sup> over the period of April 2012 – March 2013 showed that there were 22 incidents of recorded crime per 1,000 people in Canford Cliffs. The rate for Canford Cliffs was lower than the Poole overall rate of 51 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 level<sup>3</sup>. Canford Cliffs Ward is within the Parkstone, Penn Hill and Canford Cliffs Safer Neighbourhood Area. Some key findings for this Safer Neighbourhood Area were:

- Proportion of residents that were satisfied with their local area as a place to live in Poole (93.3%, Poole: 87%)
- Significantly lower proportion of residents that agree that the police and local public services seek views on anti-social behaviour and crime in the local area than the Poole average (27.4%, Poole: 33%)
- 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 (+10.2%, Poole: +11%)

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

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<sup>2</sup> 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.

<sup>3</sup> 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](mailto: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
<b>Canford Cliffs</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>	<b>80.9</b>	<b>83.8</b>
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
<b>Borough of Poole</b>	<b>11%</b>	<b>18%</b>	<b>14%</b>	<b>8%</b>	<b>79.4</b>	<b>83.5</b>

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.