

Ward Profile – Hamworthy East

Produced by the Corporate Research and GIS Teams – Mar 2016



Hamworthy East Ward



Legend

- Dentists
- Doctors
- Primary Level Schools
- Secondary Level Schools
- Children's Centres
- Library
- Post Offices
- 250m buffer from Ward Boundary
- Other Ward Boundaries



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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

Hamworthy East ward is located in the south west of Poole and shares boundaries with Hamworthy West. The Twin Sails Bridge, Poole's second harbour crossing, opened to the public in April 2012, is located in the east of the ward. The bridge will provide critical infrastructure for 26 hectares of brown field land covering parts of Poole Town and Hamworthy East, one of the largest regeneration areas in the South West. Hamworthy Park and beach, a traditional "seaside park" and Hamworthy Outdoor Education Centre are located in the south of the ward. There are many local facilities within the ward boundary including a Children's Centre, local schools (first, middle and secondary), an international port, Holes Bay, several marine and other industries including Sunseeker, Poole yacht club, Poole Harbour Commission, a railway link to the port, St Michaels C of E church, library, two dentists and doctors surgery along with local shops including a Co-op.

Political Representation

Hamworthy East ward is represented by two Conservative Councillors Vishal Gupta and Mike White. Both councillors were last elected on May 7, 2015. The Ward's electorate was 4,852 and turnout was 60.4%,



Councillor Vishal Gupta

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Councillor Mike White

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Key Facts

Population	Hamworthy East had an estimated 6,042 residents in 2011 comprising 4.1% of Poole's total population.
Income and Deprivation	It is the fifth most deprived ward in Poole.
Housing	The ward has approximately 2,740 dwellings of which 33% are in Council Tax Band D or above. (42% is the corresponding figure for all of Poole).
Health	Life expectancy at birth (2006-2010 data) is 76.5 years for men and 80.4 years for women. (78.2 and 82.1 years respectively for all of Poole.)

Population Structure (2011)

Table 1: Population Summary

	Hamworthy East	%	Poole	%
Total	6,042	100	147,645	100
Males	2,987	49	72,121	49
Females	3,055	51	75,524	51
Children 0-15	1,001	17	25,659	17
Working Age	3,905	65	91,828	62
Beyond SPA	1,136	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.

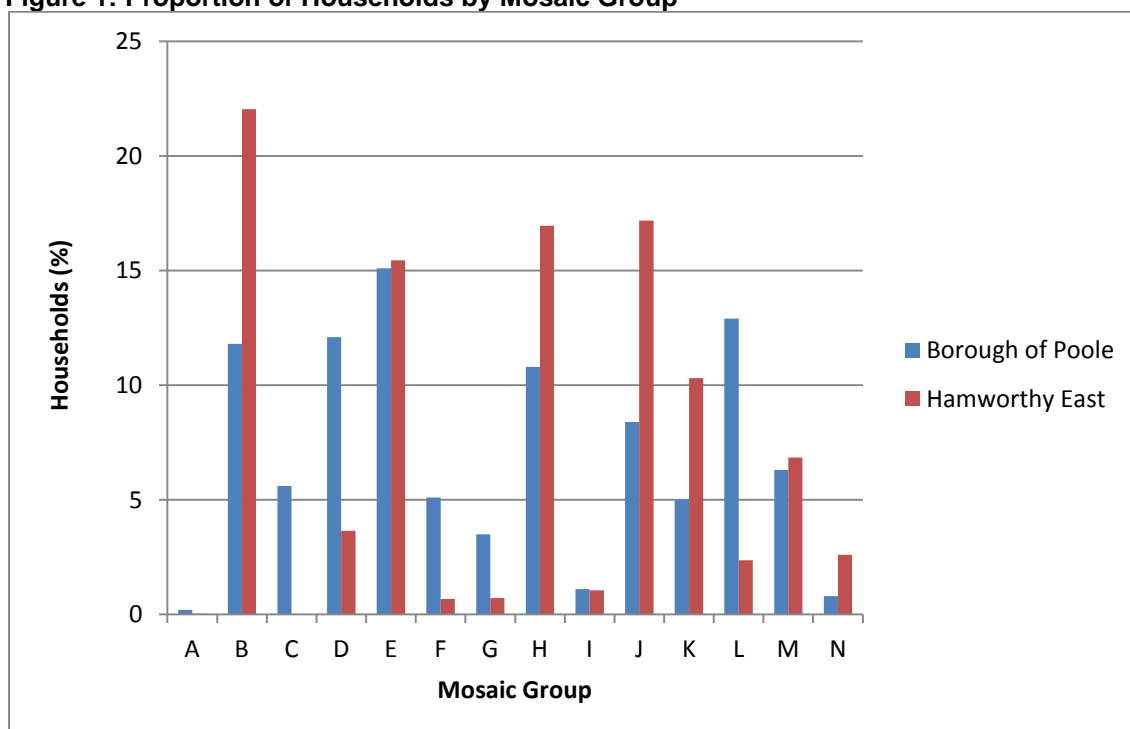
Mosaic Lifestyles

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](#).**

The three top Types in the ward are B (22% of all households), J (17%) and H (17%). Groups B tends to display a strong sense of local community. The three top Types in the ward are B5 (9%), B7 (9%) and H38 (9%). The first of two of these tend to be better off "empty nesters".

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 Hamworthy East was £32,300. 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 Hamworthy East is in the worst national quartile for Multiple Deprivation. *Nonetheless, two of its LSOAs are in the worst 30% nationally and fare rather worse than its other two LSOAs.* So, with respect to deprivation, one half of the ward is somewhat different from the other half, and it performs less well than Poole as a whole across a range of indicators as shown below.

General Poverty: Using the ID2010 definition of income deprivation, **16% of Hamworthy East’s residents 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, **26% of children in Hamworthy East are experiencing income deprivation.** The corresponding figure for Poole overall is 18%.

Poverty Among Older People Using the ID2010 definition of income deprivation affecting older people, **20% of older persons in Hamworthy East 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 Hamworthy East is 11.5% (420 people), higher than the average for Poole (8.3%). Hamworthy East has the fifth highest worklessness rate of all Poole’s wards.

There are 265 people claiming Employment Support Allowance/Incapacity Benefit (ESA/IB) in Hamworthy East. The ESA/IB claimant rate in Hamworthy East is 7.3%, compared to 5.1% for Poole overall. Hamworthy East has the fourth highest ESA/IB claimant rate of all Poole’s wards.

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

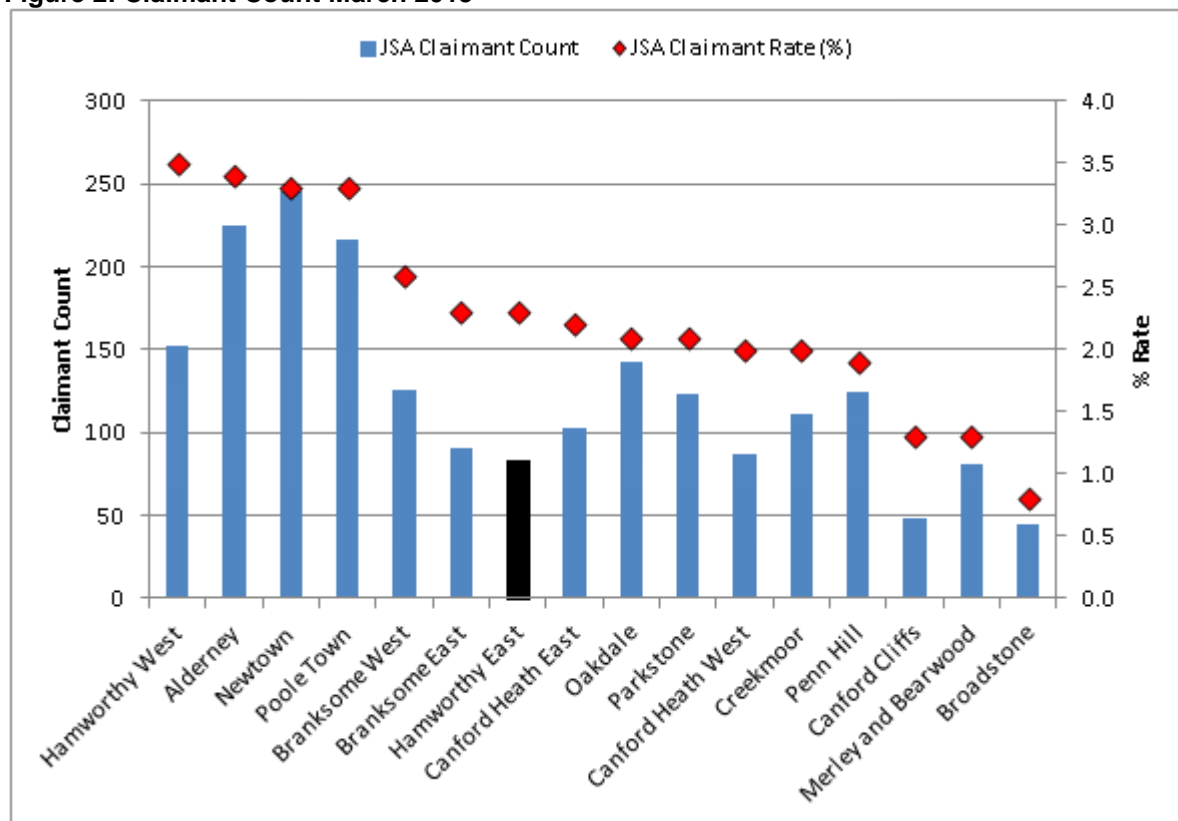
	JSA ¹	ESA/IB	Lone Parents	Other income related	Worklessness
Hamworthy East Claimants	70	265	65	20	420
Hamworthy East Rate (%)	1.9	7.3	1.8	0.5	11.5
Poole Claimants	1,610	4,660	1,090	320	7,680
Poole (%)	1.7	5.1	1.2	0.3	8.3

Source: DWP Benefit Claimants August 2012

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>

The Job Seekers Allowance (JSA) claimant rate as a proportion of the working age population was 2.3% in Hamworthy East in March 2013, higher than the average rate for Poole (2.2%). Compared to March last year the unemployment rate in Hamworthy East has reduced from 2.8%. The chart below shows the JSA claimant numbers and rate for Hamworthy East in comparison to the rest of the wards in Poole. Despite have less than 100 JSA claimants it has the equal sixth highest JSA claimant rate of all Poole wards.

Figure 2: Claimant Count March 2013



Source: NOMIS, JSA Claimant Rate, March 2013

Health and Well-being

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

According to the 2011 Census, 1,236 (20.5%) of residents in Hamworthy East 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) 78.7% of residents reported their general health as either “Very good” or “Good”; the corresponding figure for Poole was 81.4%.

11.2% of Hamworthy East 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
Hamworthy East	20.5	44.8	33.8	15.2	4.4	1.7	11.2
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) is 78.1 years for men and 82.7 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 2,686 households in Hamworthy East Ward on 27 March 2011, the most reported household type was where one family (63%, 1,704) followed by those where there was one person living alone (31%, 822). Table 4 shows the details.

Table 4: Household composition, all households 2011

Household composition	Hamworthy East		Poole	
	Number	%	Number	%
One family: Married or same sex civil partnership couple	883	33	21,300	34
One family: Lone parent	301	11	5,707	9
One family: Cohabiting couple	292	11	6,075	10
One family: All aged 65 and over	228	8	6,631	10
One person household	822	31	19,134	30
Other household type	160	6	4,683	7
Total Households	2,686	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 Hamworthy East Ward were owned with a mortgage or loan at 32% (865) followed by owned outright at 30% (814).

Table 5: Household Tenure, all households 2011

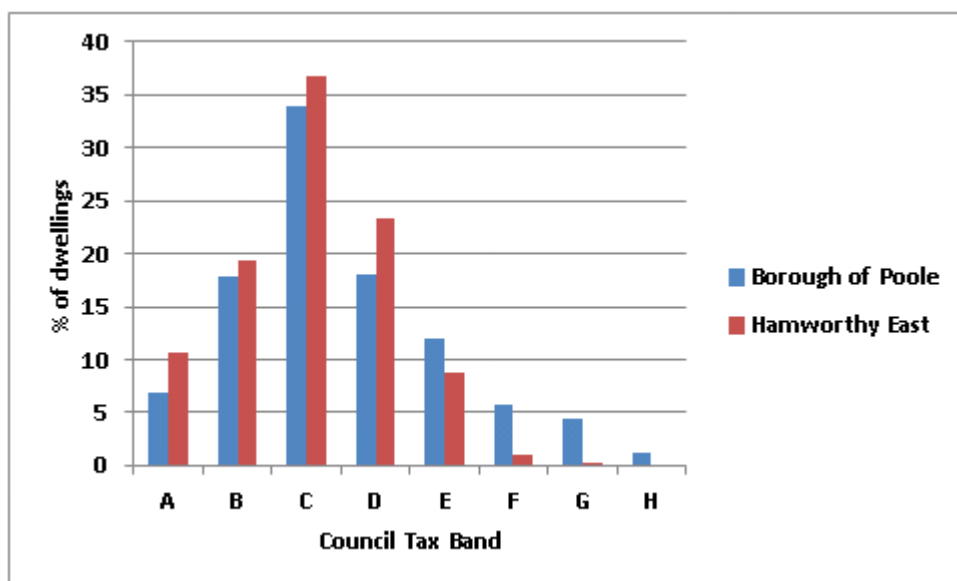
Household Tenure	Hamworthy East		Poole	
	Number	%	Number	%
Owned: Owned outright	814	30	22,719	36
Owned: Owned with a mortgage or loan	865	32	21,983	35
Shared ownership (part owned and part rented)	50	2	557	1
Social rented: Rented from council	263	10	4,143	7
Social rented: Other	232	9	3,181	5
Private rented: Private landlord or letting agency	384	14	9,293	15
Private rented: Other	48	2	982	2
Living rent free	30	1	672	1
Total	2,686	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. The ward has approximately 2,740 dwellings of which 33% 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
Hamworthy East	8.0	16.3
Borough of Poole	8.9	18.7

Source: Department of Energy and Climate Change

13.6% (65.1 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 28 incidents of recorded crime per 1,000 people in Hamworthy East. The rate for Hamworthy East was lower 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.

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](#)

Hamworthy East Ward is within the Hamworthy East and Hamworthy West Safer Neighbourhood Area. Some key findings for this Safer Neighbourhood Area were:

- Worst area in Poole for residents that think there is a problem with people not treating each other with respect and consideration (30.9%, Poole: 20%)
- Significant increase compared to 2008 in the proportion of residents that agree the police and local public services seek views about anti-social behaviour and crime in the local area (+17.1%, 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 (+20.3%, Poole: +11%)

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

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.