

# Ward Profile – Poole Town

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](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

Poole Town Ward is located in the south of Poole and shares boundaries with Oakdale and Parkstone Wards. Poole Park and Baiter Park cover much of the south east of the ward. The Twin Sails Bridge, Poole's second harbour crossing opened to the public in March 2012, is located in the west of the ward. The bridge will provide critical infrastructure for 26 hectares of brownfield land covering parts of Poole Town and Hamworthy East, one of the largest regeneration areas in the South West. There are many local facilities located within the ward boundary, including Poole Hospital and Poole Police Station.

## Political Representation

Poole Town ward is represented by one Conservative councillor, Andy Garner-Watts, and two Poole People Party councillors, Andy Hadley and Mark Howell.

All three councillors were last elected on May 7, 2015. The Ward's electorate was 8,244 and turnout was 57.7%.



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**Councillor Andy Hadley**

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**Councillor Mark Howell**

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## Key Facts

<b>Population</b>	Poole Town Ward had an estimated 10,683 residents in 2011 comprising 7.2% of Poole's total population.
<b>Income and Deprivation</b>	It is the fourth most deprived ward in Poole. In particular, it includes one of the two Lower Super Output Areas in Poole which are in the worst 10% nationally for multiple deprivation.
<b>Housing</b>	Poole Town Ward has the highest proportion of households that privately rent their accommodation (26%, Poole 15%).  There are approximately 5,400 dwellings of which only 24% are in Council Tax Bands D or above.(42% is the corresponding figure for all of Poole).
<b>Health</b>	Life expectancy at birth (2006-2010 data) is 76.2 years for men and 80.5 years for women (the lowest for both genders across all Poole wards). (79.4 and 83.5 years respectively for all of Poole.)

## Population Structure (2011)

**Table 1: Population Summary**

	<b>Poole Town</b>	<b>%</b>	<b>Poole</b>	<b>%</b>
<b>Total</b>	<b>10,683</b>	<b>100</b>	<b>147,645</b>	<b>100</b>
Males	5,123	48	72,121	49
Females	5,560	52	75,524	51
Children 0-15	1,493	14	25,659	17
Working Age	7,024	66	91,828	62
Beyond SPA	2,166	20	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

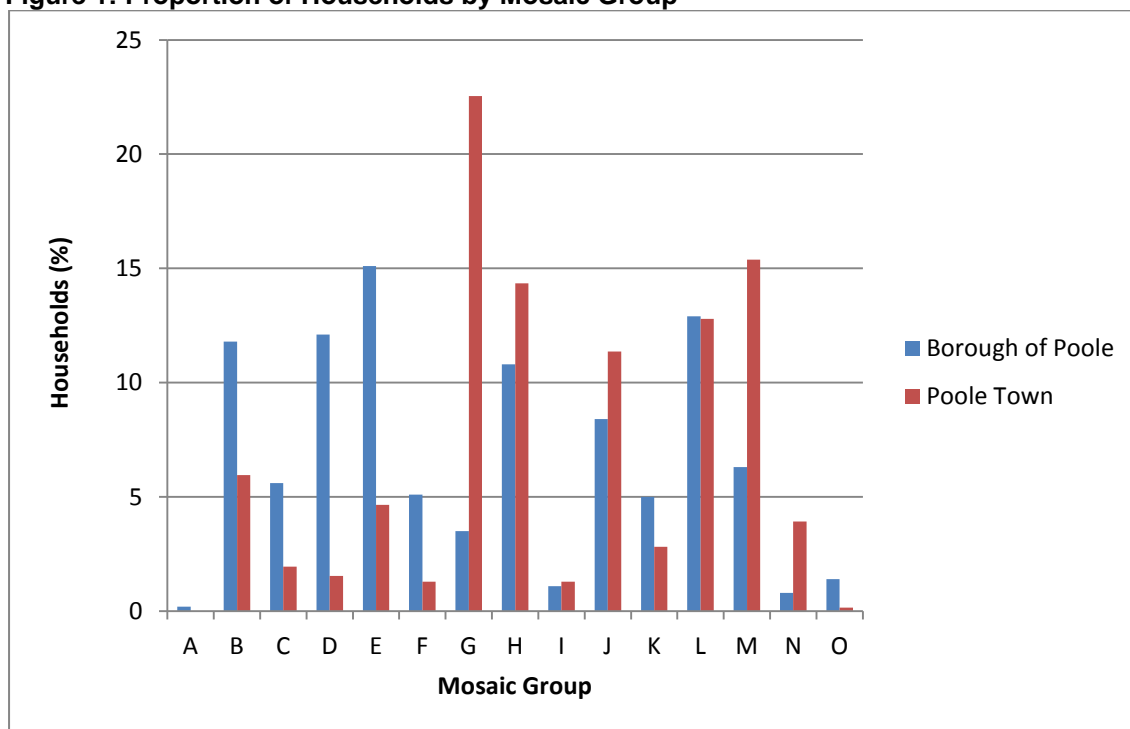
Mosaic is a socio-economic classification system used to classify households into 15 groups and 65 types. **A brief description of the Types and Groups and an introduction to Mosaic can be found [here](#).**

The three top Groups in this ward are G (23% of all households), followed by M (15%) and H (14%). Group G comprises mainly young, well-educated people, while,

by contrast, Group M comprises elderly people reliant on state support. The three main Types are L55 (11%), G33 (10%) and J46 (10%). G33 comprises mainly young, transient, single people.

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**



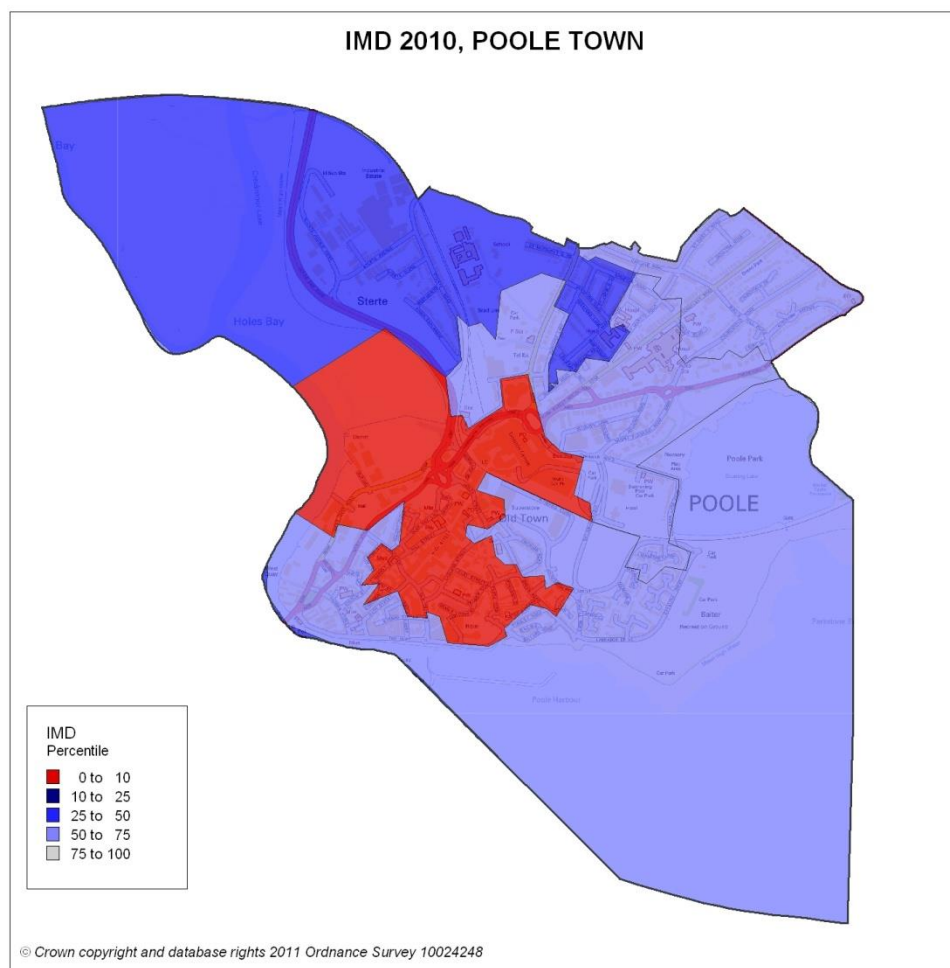
Source: Experian

## Income and Deprivation

**Household Income:** We estimate that average annual household income in 2008 in Poole Town was £28,800, the fourth lowest 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. Two of Poole’s LSOAs are in the worst national decile for Multiple Deprivation (IMD). One of these LSOA’s is in Poole Town Ward – see map overleaf.

**Figure 2: Poole Town Indices of Multiple Deprivation 2010 Percentile Position**



**General Poverty:** Using the ID2010 definition of income deprivation, **15% of this ward's residents are income-deprived.** This compares with a figure of 11% for Poole as a whole.

**Child Poverty:** Using the ID2010 definition of income deprivation affecting children, **22% of children in Poole Town ward 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, around **21% of older persons in Poole Town are income-deprived.** 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 Poole Town is 12.2% (795 people), higher than the average for Poole (9.2%). Poole Town has the third highest worklessness rate of all Poole's wards.

There are 480 people claiming Employment Support Allowance/Incapacity Benefit (ESA/IB) in Poole Town. The ESA/IB claimant rate in Poole Town is 7.4%, compared to 5.1% for Poole overall. Poole Town has the second equal highest ESA/IB claimant rate of all Poole's wards.

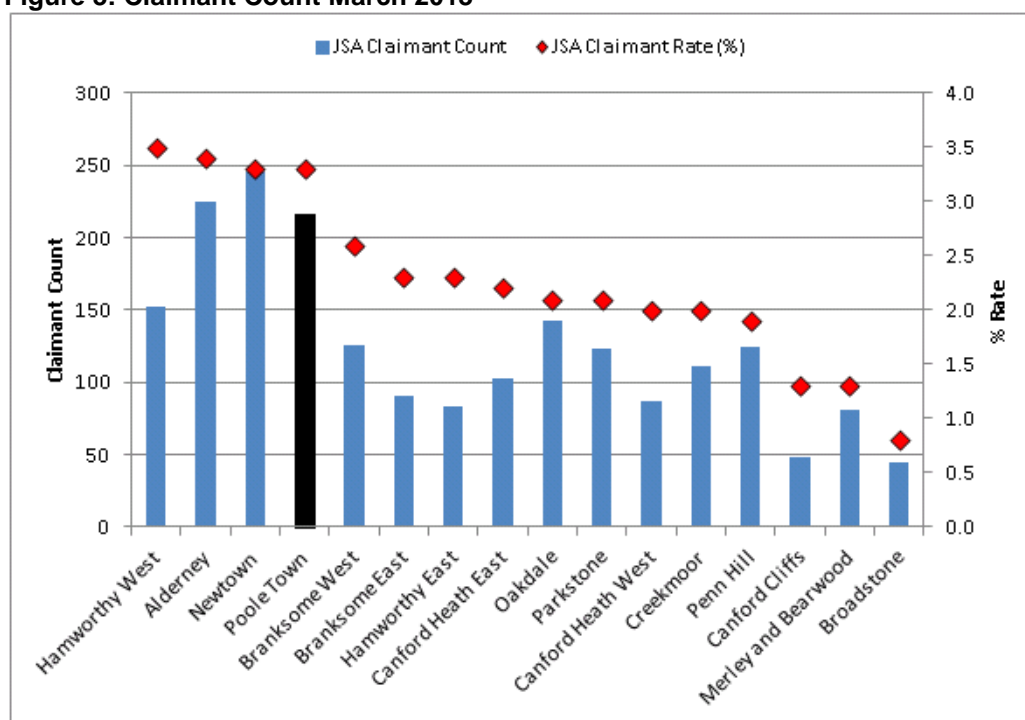
**Figure 2: Worklessness (Claimants of JSA, ESA/IB, Lone Parents on Income Support, Other)**

	JSA <sup>1</sup>	ESA/IB	Lone Parents	Other income related	Worklessness
Poole Town Claimants	180	480	95	40	795
Poole Town Rate (%)	2.8	7.4	1.5	0.6	12.2
Poole Claimants	1,610	4,660	1,090	320	8,040
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 3.3% in Poole Town in March 2013, higher than the average rate for Poole (2.2%). Compared to March last year the unemployment rate in Poole Town has increased slightly (3.2%). The chart below shows the JSA claimant numbers and rate for Poole Town in comparison to the rest of the wards in Poole. Poole Town Ward has the third highest number of JSA claimants and the third equal highest JSA claimant rate (with Newtown) of all Poole's wards.

**Figure 3: 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, 2,209 (20.7%) of residents in Poole Town 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) 78.8% of residents reported their general health as either “Very good” or “Good”; the corresponding figure for Poole was 81.4%.

9.5% 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
Poole Town	20.7	43.2	35.6	14.4	5.2	1.6	9.5
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 Poole Town Ward is 76.2 years for men and 80.5 years for women. For both genders, these are the lowest figures across all wards in Poole. 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 5,025 households in Poole Town on 27 March 2011, the most reported household type was where one family (50%, 2,515) followed by those where there was one person living alone (41%, 2,047). Table 4 shows the details. Along with Canford Cliffs, Poole Town has the highest proportion of one person households across all wards in Poole.



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

Household composition	Poole Town		Poole	
	Number	%	Number	%
One family: Married or same sex civil partnership couple	1,154	23	21,300	34
One family: Lone parent	413	8	5,707	9
One family: Cohabiting couple	582	12	6,075	10
One family: All aged 65 and over	366	7	6,631	10
One person household	2,047	41	19,134	30
Other household type	463	9	4,683	7
Total Households	5,025	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 Poole Town Ward were owned outright at 26% (1,323), followed by private rented at 26% (1,295).

Households in Poole Town Ward were less likely own their accommodation (46%) than any other ward in Poole.

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

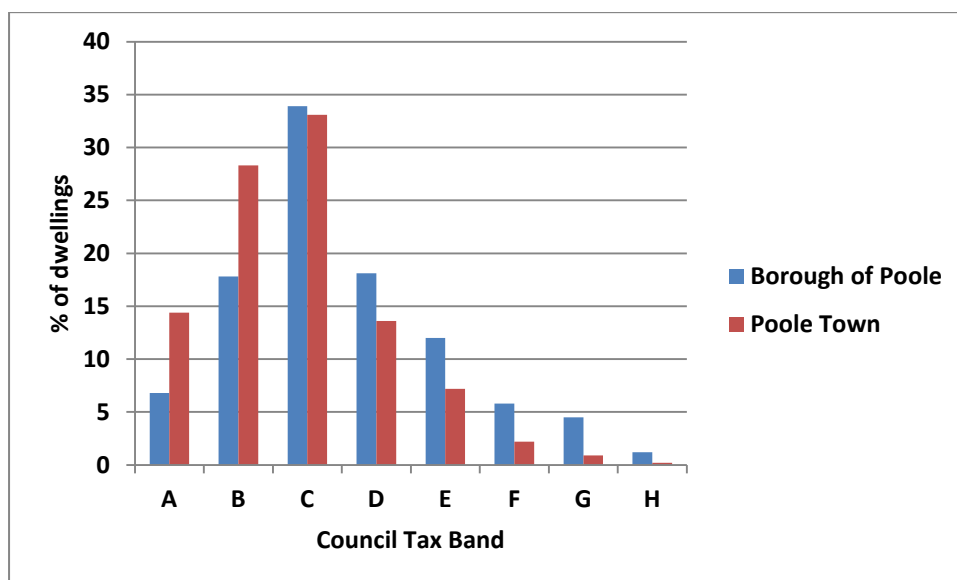
Household Tenure	Poole Town		Poole	
	Number	%	Number	%
Owned: Owned outright	1,323	26	22,719	36
Owned: Owned with a mortgage or loan	1,015	20	21,983	35
Shared ownership (part owned and part rented)	153	3	557	1
Social rented: Rented from council	582	12	4,143	7
Social rented: Other	465	9	3,181	5
Private rented: Private landlord or letting agency	1,295	26	9,293	15
Private rented: Other	100	2	982	2
Living rent free	92	2	672	1
Total	5,025	100	63,530	100

Source: Census 2011, Office for National Statistics

## Council Tax Bands

There are approximately 5,400 dwellings of which only 24% are in Council Tax Bands D or above (42% is the corresponding figure for all of Poole). The chart below shows the proportion of dwellings in each council tax band.

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.

Figure 6: Annual energy consumption (2008)

	Mwh per person	Mwh per dwelling
Poole Town	7.7	13.2
Borough of Poole	8.9	18.7

Source: Department of Energy and Climate Change

13.9% (70.4 hectares) of the ward's area is green space (compared to 38.3% for all of Poole)

## Community Safety

Crime statistics from Dorset Police<sup>2</sup> over the period of April 2012 – March 2013 showed that there were 136 incidents of recorded crime per 1,000 people in Poole Town. The rate for Poole Town was the highest in the Borough and was over three times 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 level<sup>3</sup>. Poole Town Ward is within the Poole Town and Oakdale Safer Neighbourhood Area. Some key findings for this Safer Neighbourhood Area were:

- Worst area in Poole for residents who feel they belong to their local neighbourhood (48.4%, Poole: 55%)
- Significant decrease compared to 2008 in the proportion of residents that were satisfied with their local area as a place to live (-8.3%, Poole: -1%)
- 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 (+6.5%, 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
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
<b>Poole Town</b>	<b>15%</b>	<b>22%</b>	<b>21%</b>	<b>10%</b>	<b>76.2</b>	<b>80.5</b>
<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.