

Ward Profile – Broadstone

Produced by the Corporate Research and GIS Teams – Mar 2016



Broadstone Ward



Legend

- Dentists
- Doctors
- Primary Level Schools
- Secondary Level Schools
- Post Offices
- Library
- 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

Broadstone ward is located to the west of Poole and shares boundaries with Merley and Bearwood, Canford Heath West and Creekmoor Wards. The north of the ward is mainly covered by green space, consisting of Delph Woods, the Castleman Trailway (runs from Creekmoor to Merley) and Broadstone golf course. Broadstone Recreation Ground is located to the South East of the ward. The remainder of the ward is mostly residential, with local facilities and retail clustered around the high street in the centre of the ward (lower Blandford Road). There is a post office located on Dunyeats Road.

Political Representation

Broadstone Ward is represented by one Liberal Democrat Councillor, Mike Brooke and two Conservative Councillors, David Newall and Joanne Tomlin.

All three councillors were last elected on May 7, 2015. The Ward's electorate was 8,516 and turnout was 77.0%, which was the highest for any ward in Poole.

**Councillor Mike Brooke**

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**Councillor David Newall**

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Councillor Joanne Tomlin

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Key Facts

Population	Broadstone had an estimated 10,303 residents in 2011, comprising 7.0% of Poole's total population. It has a relatively large number of older people.
Income and Deprivation	It is the least deprived ward in Poole. (Based on population weighted mean score for multiple deprivation.) It performs better than all the other wards across a range of indicators – see Appendix 1 for further details. The standard of living for most residents is very high.
Housing	92% of households in Broadstone Ward own their accommodation (highest across all Poole's wards). There are approximately 4,200 dwellings of which 91% are in council tax band D or higher. This compares with 42% for the Borough as a whole.
Health	Life expectancy at birth (2006-2010 data) is 83.2 years for men and 85.5 years for women. For men this is the highest figures across all wards in Poole and for women it is the second highest. (79.4 and 83.5 years respectively for all of Poole)

Population Structure (2011)

Table 1: Population Summary

	Broadstone	%	Poole	%
Total	10,303	100	147,645	100
Males	4,919	48	72,121	49
Females	5,384	52	75,524	51
Children 0-15	1,740	17	25,659	17
Working Age	5,845	57	91,828	62
Beyond SPA	2,718	26	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](#).**

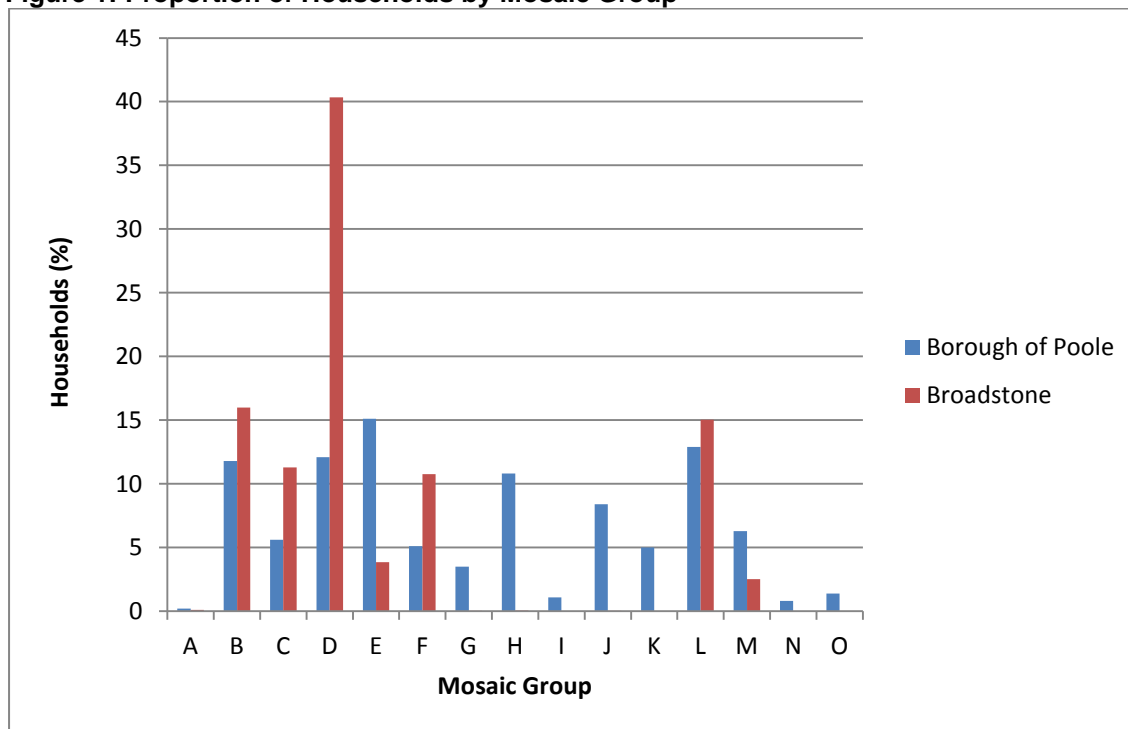
In Broadstone Ward, the top three Groups are D (40% of all households), B (16%) and L (15%). These three Groups alone account for 71% of all households in the

ward. The largest of these three groups, Group D is mainly comprised of high income professionals.

The three main Types are D14 (16%), D16 (13%) and B5 (11%). All of these Types are relatively affluent.

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 Broadstone was £38,800, the highest of all Poole’s wards. 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) level. Poole has 91 LSOAs. Broadstone is the most affluent ward in Poole based on a weighted mean score for multiple deprivation; each of its seven LSOAs is in the best national decile for multiple deprivation (in fact, they are all in top 7%) Appendix 1 shows how it compares to other wards.

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 Broadstone is 3.0% (175 people), much lower than the average for Poole (8.3%). Broadstone has the lowest worklessness rate of all Poole's wards.

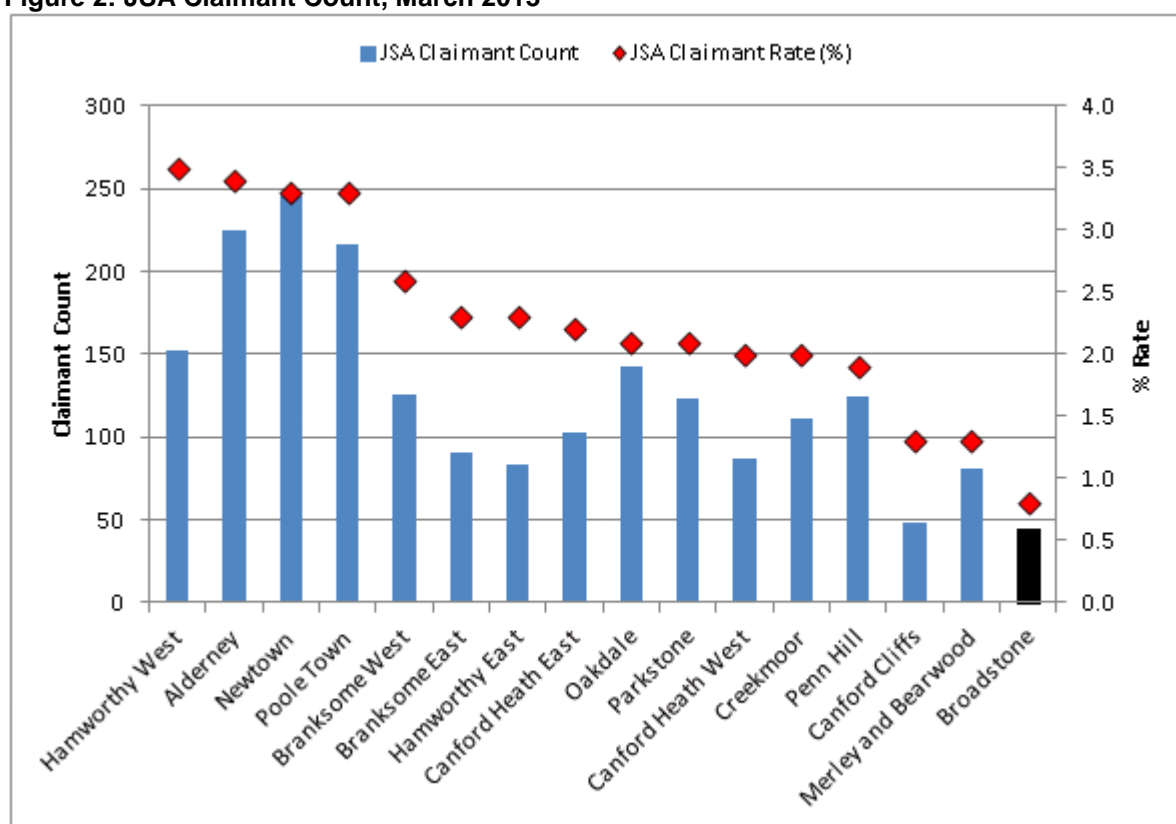
Table 2: Worklessness (Claimants of JSA, Employment Support Allowance/Incapacity Benefit (ESA/IB), Lone Parents on Income Support, Other)

	JSA ²	ESA/IB	Lone Parents	Other income related	Worklessness
Broadstone Claimants	45	115	10	5	175
Broadstone Rate (%)	0.8	2.0	0.2	0.1	3.0
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 0.8% in Broadstone in March 2013, lower than the average rate for Poole (2.2%). Compared to March last year the unemployment rate in Broadstone has remained at 0.8%. The chart below shows the JSA claimant numbers and rate for Broadstone in comparison to the rest of the wards in Poole. In March 2013, Broadstone had the lowest JSA claimant rate of all the wards in Poole.

Figure 2: JSA Claimant Count, March 2013



Source: NOMIS, JSA Claimant Rate, March 2013

² 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, 1,805 (17.5%) of residents in Broadstone 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) 84.2% of residents reported their general health as either “Very good” or “Good”; the corresponding figure for Poole was 81.4%.

12.3% of Broadstone 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. This is the second highest rate across all Poole’s wards. 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
Broadstone	17.5	51.1	33.2	12.0	3.0	0.8	12.3
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 Broadstone is 83.2 years for men and 85.5 years for women. For both genders, these are amongst the highest 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 4,197 households in Broadstone on 27 March 2011, the most reported household type was where one family (73%, 3,409) followed by those where there was one person living alone (23%, 971). Table 4 shows the details. Broadstone Ward has the second largest proportion of households where all persons are aged 65 and over (17%).

Table 4: Household composition, all households 2011

Household composition	Broadstone		Poole	
	Number	%	Number	%
One family: Married or same sex civil partnership couple	1,906	45	21,300	34
One family: Lone parent	219	5	5,707	9
One family: Cohabiting couple	199	5	6,075	10
One family: All aged 65 and over	725	17	6,631	10
One person household	971	23	19,134	30
Other household type	177	4	4,683	7
Total Households	4,197	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 Broadstone Ward were owned outright at 54% (2,278), followed by owned with a mortgage or loan at 38% (1,602). Broadstone Ward has the highest proportion of households that own their accommodation (92%) across all wards in Poole.

Table 5: Household Tenure, all households 2011

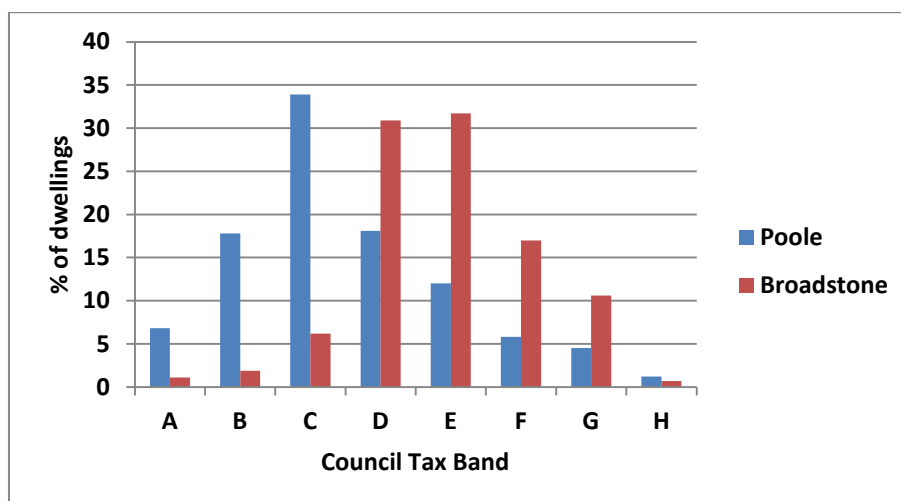
Household Tenure	Broadstone		Poole	
	Number	%	Number	%
Owned: Owned outright	2,278	54	22,719	36
Owned: Owned with a mortgage or loan	1,602	38	21,983	35
Shared ownership (part owned and part rented)	3	<1	557	1
Social rented: Rented from council	66	2	4,143	7
Social rented: Other	12	<1	3,181	5
Private rented: Private landlord or letting agency	185	4	9,293	15
Private rented: Other	22	1	982	2
Living rent free	29	1	672	1
Total	4,197	100	63,530	100

Source: Census 2011, Office for National Statistics

Council Tax Bands

There are approximately 4,200 dwellings of which 91% are in council tax band D or higher. This compares with 42% for the Borough as a whole. The chart below shows the proportion of dwellings in each council tax band. It can be seen that the ward has a relatively high proportion of properties in the higher tax bands D-G.

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
Broadstone	10.0	24.7
Borough of Poole	8.9	18.7

Source: Department of Energy and Climate Change

44.6% (273.5 hectares) of the ward's area is green space (compared to 38.3% for all of Poole).

Community Safety

Crime statistics from Dorset Police⁴ over the period of April 2012 – March 2013 showed that there were 17 incidents of recorded crime per 1,000 people in Broadstone. The rate for Broadstone is the lowest in the Borough and is over half the Poole overall rate of 41 incidents per 1,000 people.

⁴ 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.

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 level⁵. Broadstone Ward is within the Broadstone and Merley & Bearwood Safer Neighbourhood Area. Some key findings for this Safer Neighbourhood Area were:

- Highest proportion of residents that were satisfied with their local area as a place to live in Poole (96%, Poole: 87%)
- Significant decrease compared to 2008 in the proportion of residents who thought there was a problem with people using/dealing drugs (-10.6%, Poole: -2%)
- 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 (+10.4%, Poole: +11%)

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

⁵ 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.