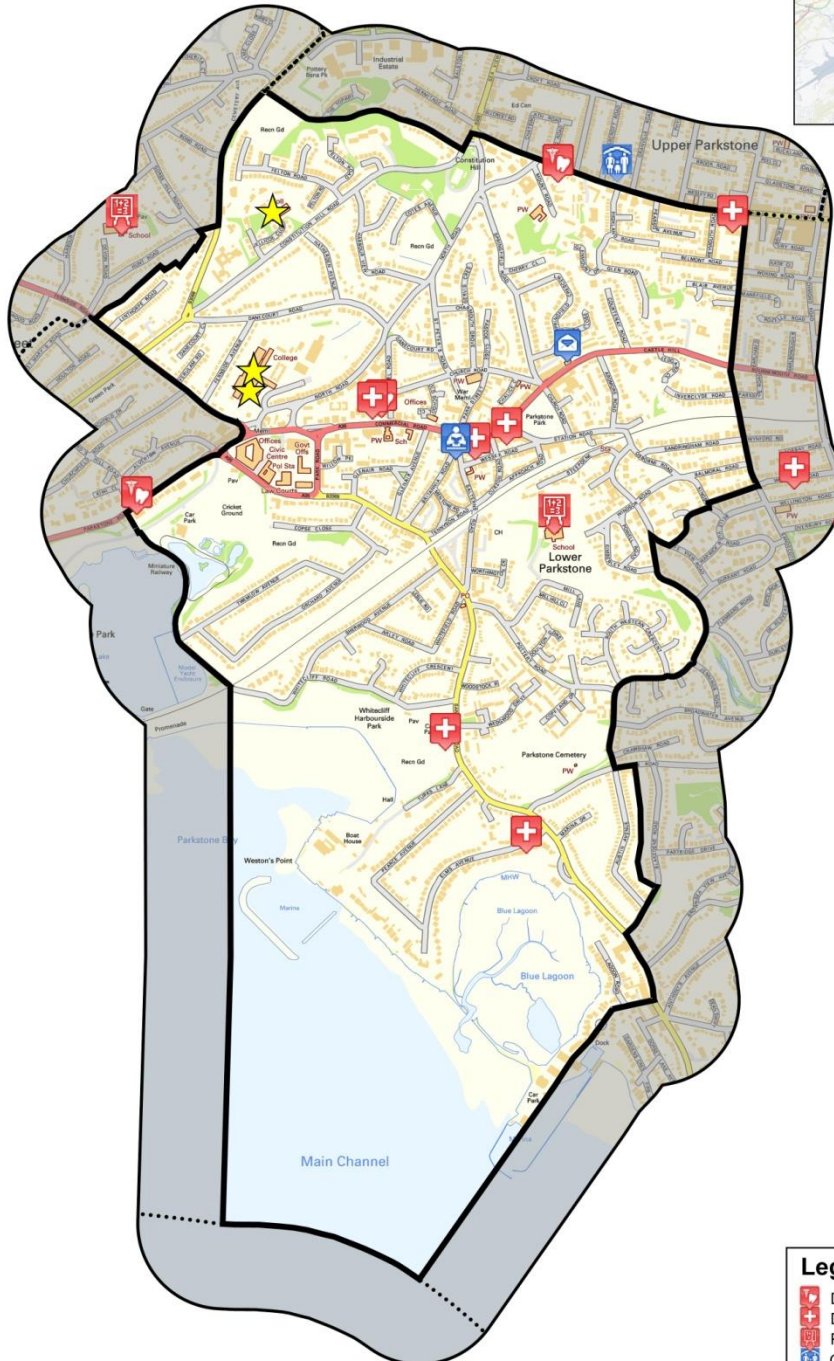
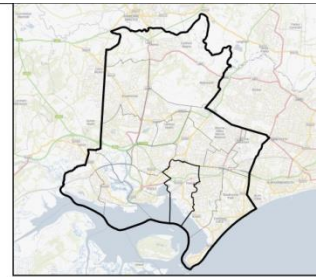


# Ward Profile – Parkstone

Produced by the Corporate Research and GIS Teams – Mar 2016



## Parkstone Ward



Legend	
	Dentists
	Doctors
	Primary Level Schools
	Children's Centres
	Library
	Post Offices
	Colleges
	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](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

Parkstone Ward is located in the south of Poole and shares boundaries with Poole Town, Oakdale, Newtown and Penn Hill Wards. Part of Poole Park and Whitecliff Harbourside Park are located in the south west of the ward. Many local facilities are located near Commercial Road/Bournemouth Road through the centre of the ward, and Ashley Road along the northern boundary. Bournemouth and Poole College is also located in this ward.

## Political Representation

Parkstone ward is represented by three Conservative Party Councillors: John Challinor, Ann Stribley MBE and Emma Williams.

All three councillors were last elected on May 7, 2015. The Ward's electorate was 8,779 and turnout was 67.3%.



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**Councillor Emma Williams**

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**Key Facts**

<b>Population</b>	Parkstone had an estimated 10,779 residents in 2011, comprising 7.3% of Poole’s total population.
<b>Deprivation</b>	There are no notable areas of multiple deprivation.
<b>Housing</b>	<p>Parkstone Ward has the second highest proportion of households that privately rent their accommodation (21%, Poole 15%). It also has the second highest proportion of one person households (39%) in Poole (30%).</p> <p>There are approximately 5,380 dwellings of which 52% are in Council Tax Band D or above. (42% is the corresponding figure for all of Poole).</p>
<b>Health</b>	Life expectancy at birth (2006-2010 data) is 80.7 years for men and 85.3 years for women. (79.4 and 83.5 years respectively for all of Poole.)

**Population Structure (2011)**

The ward has a relatively large proportion of elderly persons.

**Table 1: Population Summary**

	<b>Parkstone</b>	<b>%</b>	<b>Poole</b>	<b>%</b>
<b>Total</b>	<b>10,779</b>	<b>100</b>	<b>147,645</b>	<b>100</b>
Males	5,235	49	72,121	49
Females	5,544	51	75,524	51
Children 0-15	1,723	16	25,659	17
Working Age	6,404	59	91,828	62
Beyond SPA	2,652	25	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**

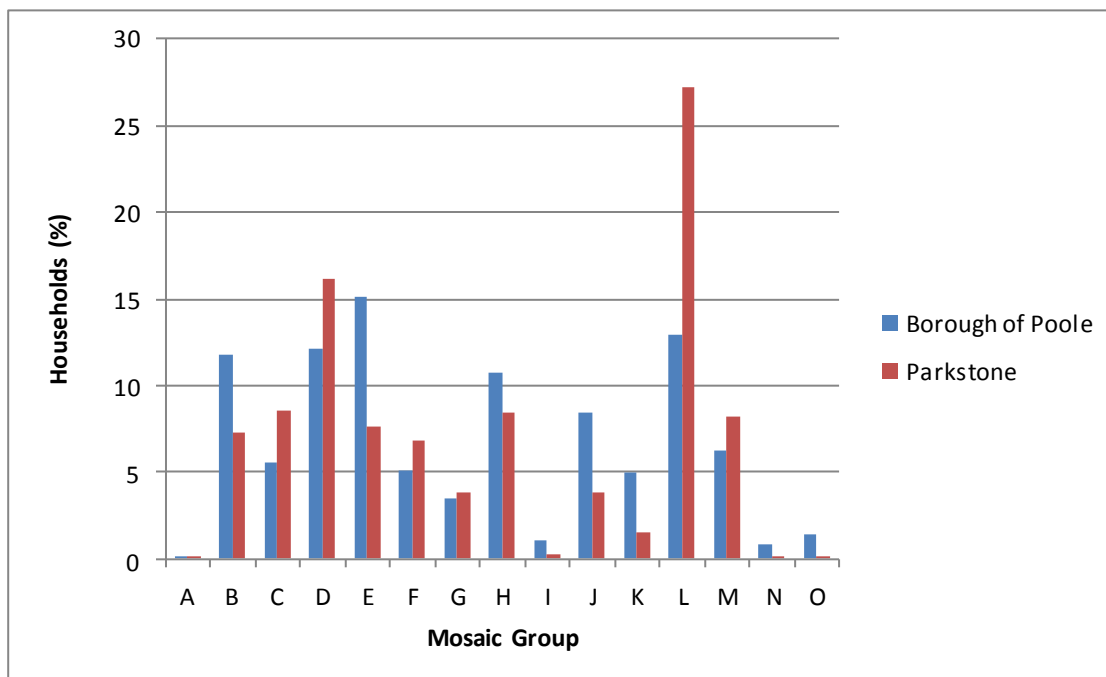
Mosaic is a socio-economic classification system used to classify households into 15 groups and 65 types. **A brief description of the Types and Groups and an introduction to Mosaic can be found [here](#).**

The north and south of the ward differ somewhat, with the south showing considerably more affluence. The south tends to be populated by active elderly people living in pleasant retirement locations and by successful professionals, many of whom are wealthy.

The top three Groups are L (27%), D (16%) and C (9%). The top three Types are L55 (20%), D14 (8%) and M58 (8%). All of these Groups and Types are relatively affluent except M58 who, in marked contrast, are older people reliant on state support.

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

## Incomes and Deprivation

**Household Income:** We estimate that average annual household income in 2008 in Parkstone was £34,100. 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. Poole has 91 LSOAs. No LSOA in Parkstone is in the worst national quartile for Multiple Deprivation. *Overall*, the ward is close to Poole’s average with respect to deprivation and poverty.

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 Parkstone is 8% (470 people), lower than the average for Poole (8.3%).

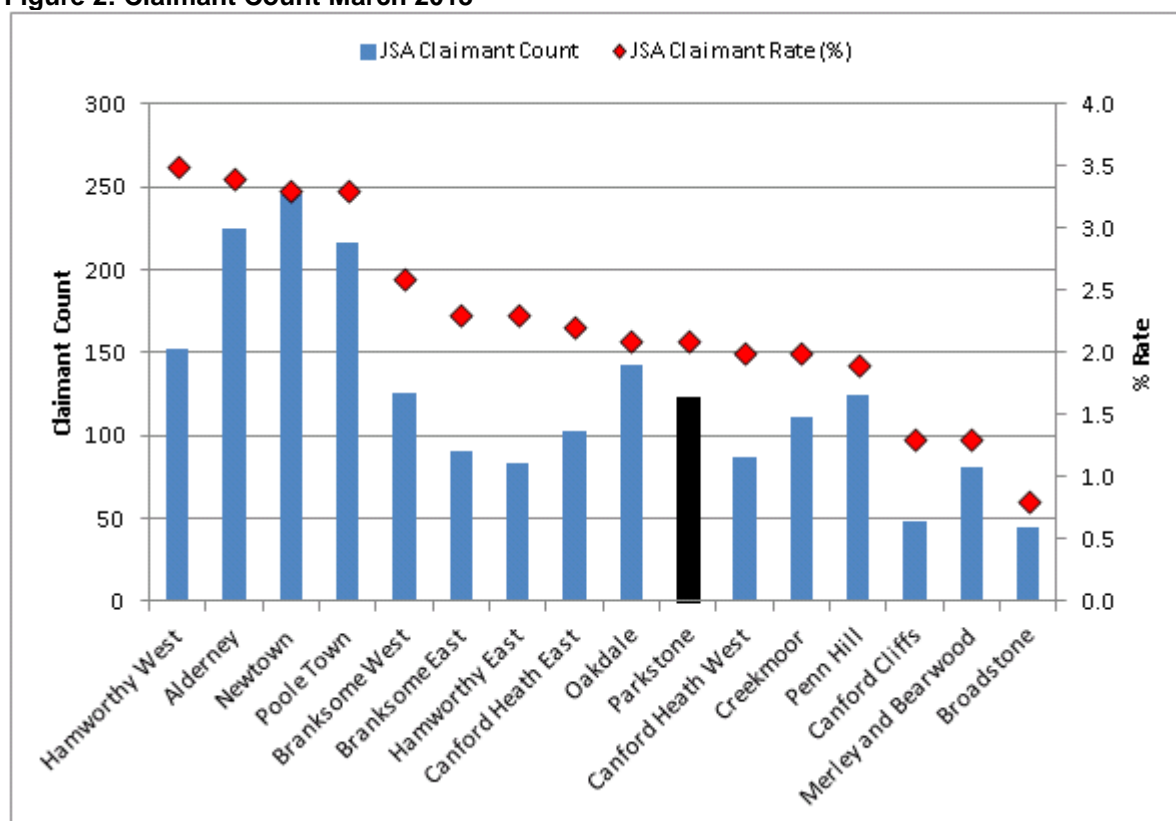
**Table 2: Worklessness Claimants of JSA, Employment Support Allowance/Incapacity Benefit (ESA/IB), Lone Parents on Income Support, Other)**

	JSA <sup>1</sup>	ESA/IB	Lone Parents	Other income related	Worklessness
Parkstone Claimants	105	275	65	25	470
Parkstone Rate (%)	1.8	4.7	1.1	0.4	8.0
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 May 2011

The Job Seekers Allowance (JSA) claimant rate as a proportion of the working age population was 2.1% in Parkstone in March 2013, slightly lower than the average rate for Poole (2.2%). Compared to March last year the unemployment rate in Parkstone has fallen from 2.3%. The chart below shows the JSA claimant numbers and rate for Parkstone in comparison to the rest of the 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, 1,996 (18.5%) of residents in Parkstone 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) 82.3% of residents reported their general health as either “Very good” or “Good”; the corresponding figure for Poole was 81.4%.

10.8% of Parkstone 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
Parkstone	18.5	48.3	34.0	13.1	3.5	1.1	10.8
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 Parkstone Ward is 80.7 years for men and 85.3 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 5,171 households in Parkstone on 27 March 2011, the most reported household type was where one family (54%, 2,806) followed by those where there was one person living alone (39%, 2,006). Table 4 shows the details.

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

Household composition	Parkstone		Poole	
	Number	%	Number	%
One family: Married or same sex civil partnership couple	1,419	27	21,300	34
One family: Lone parent	360	7	5,707	9
One family: Cohabiting couple	486	9	6,075	10
One family: All aged 65 and over	541	10	6,631	10
One person household	2,006	39	19,134	30
Other household type	359	7	4,683	7
Total Households	5,171	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 Parkstone Ward were owned outright at 38% (1,953), followed by owned with a mortgage or loan at 29% (1,495).

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

Household Tenure	Parkstone		Poole	
	Number	%	Number	%
Owned: Owned outright	1,953	38	22,719	36
Owned: Owned with a mortgage or loan	1,495	29	21,983	35
Shared ownership (part owned and part rented)	26	1	557	1
Social rented: Rented from council	165	3	4,143	7
Social rented: Other	311	6	3,181	5
Private rented: Private landlord or letting agency	1,096	21	9,293	15
Private rented: Other	79	2	982	2
Living rent free	46	1	672	1
Total	5,171	100	63,530	100

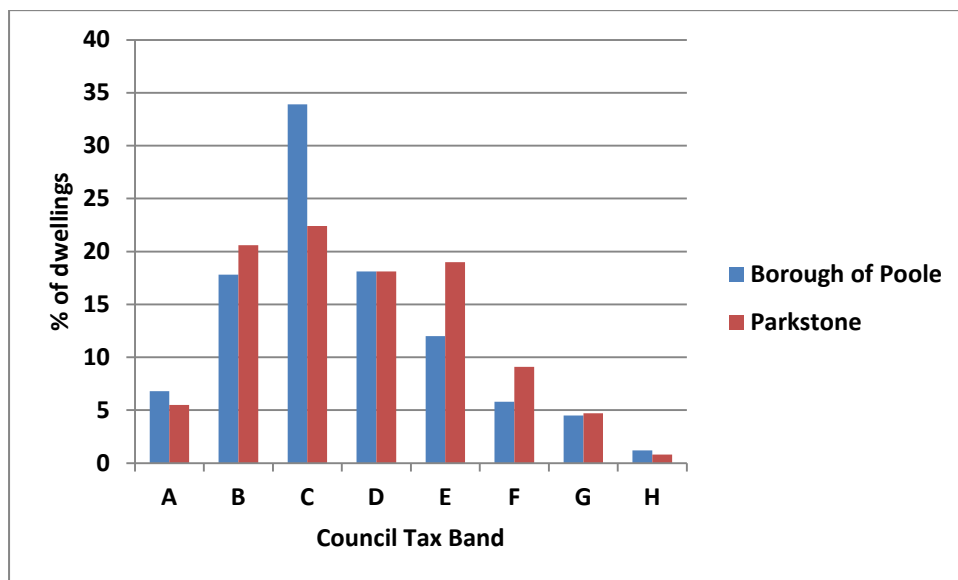
Source: Census 2011, Office for National Statistics



## Council Tax Bands

There are approximately 5,380 dwellings of which 52% are in Council Tax Band 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 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
Parkstone	10.1	18.4
Borough of Poole	8.9	18.7

Source: Department of Energy and Climate Change

17.0% (69.8 hectares) of the ward's area is green space (compared to 38.3% for all of Poole).

There is about a mile of beach front in Parkstone Ward.

## Community Safety

Crime statistics from Dorset Police<sup>2</sup> over the period of April 2012 – March 2013 showed that there were 35 incidents of recorded crime per 1,000 people in Parkstone. The rate for Parkstone 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 level<sup>3</sup>. Parkstone 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
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
<b>Parkstone</b>	<b>11%</b>	<b>17%</b>	<b>14%</b>	<b>7%</b>	<b>80.7</b>	<b>85.3</b>
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.