

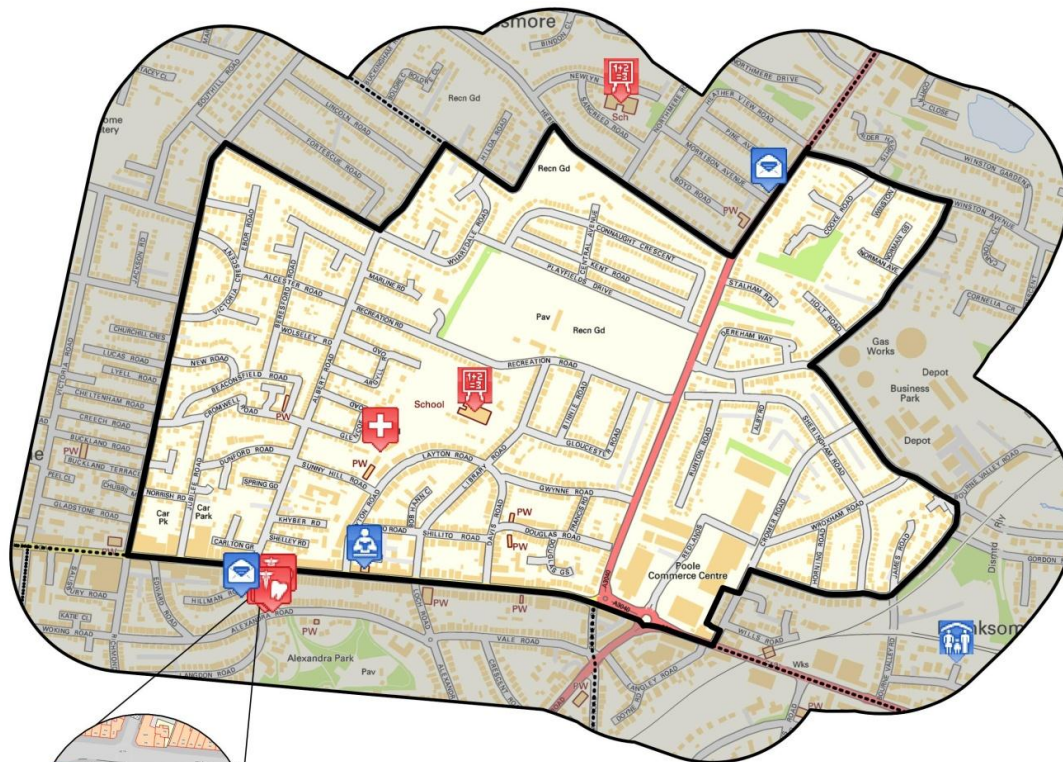


2011 Census Area Profile Branksome West Ward

Produced by Corporate Research, Borough of Poole,
August 2013



Branksome West Ward



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



Purpose of this profile

The ward profiles provide an information update on social and economic data for all of Poole's sixteen wards using data from the 2011 Census. Each profile compares against average Poole and England & Wales figures. For more information on the Borough of Poole's work on the 2011 Census, please go to www.boroughofpoole.com/2011census.

Overview

Branksome West ward is located in the east of Poole and shares boundaries with Alderney to the north, Branksome East to the east, Canford Cliffs and Penn Hill to south and Newtown to the west. It is the smallest ward in Poole by area and has the greatest population density. Ashley Road, the second largest local centre outside of the town centre is located along the southern boundary, with Poole Commerce Centre (Redlands) in the south east. Branksome Recreation Ground, the only area of public open space in the ward, occupies a large open area in the centre of the ward. The ward consists mainly of owner-occupied Victorian and 1930's housing together with some small pockets of social housing, including housing for older people. The ward is predominantly residential in nature but also includes a number of local churches plus the very popular Heatherlands First (soon to be Primary) School situated in the centre of the ward. There are facilities for young people at Parkstone Sports and Arts Club in Recreation Road and the Denis Gooding Scout centre in Layton Road. There are no doctors or dentists situated within the ward boundary, but both are available within 15 metres of the Southern boundary in Madeira Road in Penn Hill Ward and Dorset Health Care NHS Branksome Clinic is situated in Layton Road.

In 2011 the resident population of Branksome West Ward was 7,415 with 3,173 households. Branksome West Ward has a younger aged resident population than Poole with an average age of 38.7 compared to 42.1. The ward is more ethnically diverse than Poole with 10% of residents stated they were not 'White British'. The largest BME group was 'Other White' at 4.2%.

Owner occupation in Branksome West is higher than Poole overall. The number of residents living in privately rented accommodation is higher than both Poole and England and Wales.

The proportion of the economically active population aged 16-74 who are unemployed is slightly higher in Branksome West than in Poole. It is more common for residents to be in work as employees in this ward in comparison to Poole. Most residents in this are employed in skilled trades occupations. The proportion employed in this occupation is higher than Poole and England and Wales.

Contents

<u>Demography</u>	<u>Health & Care</u>	<u>Ethnicity Language & Religion</u>	<u>Housing & Accommodation</u>
<u>Families & Households</u>	<u>Car or Van Availability</u>	<u>Labour Market</u>	<u>Explanatory Notes</u>

Demography

	Branksome West		Poole	England & Wales
Population & Households	Number	%	Number/%	Number/%
Resident Population	7,415	-	147,645	56,075,900
Males	3,672	49.5	48.8	49.2
Females	3,743	50.5	51.2	50.8
Households	3,173	-	63,530	23,366,044
Persons in Households	7,409	99.9	98.3	98.2
Persons not in Households	6	0.1	1.7	1.8
Areas in hectares	132.14	-	6475.33	15,101,354
Population density (persons per hectare)	56.1	-	22.8	3.7
Age Structure	Number	%	%	%
0 - 4	529	7.1	5.7	6.2
5 - 15	833	11.2	11.7	12.6
16 - 24	754	10.2	10.2	11.9
25 - 44	2,338	31.5	25.4	27.4
45 - 64	1,890	25.5	26.5	25.4
65 and over	1,071	14.4	20.4	16.4
Mean Age		38.7	42.1	39.4
Median Age		38.0	42.0	39.0

Health & Care

Health	Branksome West		Poole	England & Wales
	Number	%	%	%
Very good health	3,470	46.8	46.5	47.1
Good health	2,675	36.1	34.9	34.1
Fair health	936	12.6	13.4	13.2
Bad health	261	3.5	4.0	4.3
Very bad health	73	1.0	1.2	1.3
Long-term health problem or disability				
Day-to-day activities limited a lot	486	6.6	8.2	8.5
Day-to-day activities limited a little	706	9.5	10.3	9.4
Day-to-day activities not limited	6,223	83.9	81.6	82.1
Provision of unpaid care				
Provides 1 to 19 hours unpaid care	468	6.3	7.3	6.5
Provides 20 to 49 hours unpaid care	96	1.3	1.3	1.4
Provides 50 or more hours unpaid care	158	2.1	2.4	2.4
All Providing unpaid care	722	9.7	11.0	10.3

Ethnicity Language & Religion

Ethnicity	Branksome West		Poole	England & Wales
	Number	%	%	%
White British	6,672	90.0	91.9	80.5
White: Irish	33	0.4	0.5	0.9
White: Gypsy or Irish Traveller	11	0.1	0.1	0.1
White: Other White	314	4.2	3.3	4.4
White and Black Caribbean	42	0.6	0.3	0.8
White and Black African	21	0.3	0.2	0.3
White and Asian	48	0.6	0.5	0.6
Other Mixed	23	0.3	0.3	0.5
Asian/Asian British: Indian	26	0.4	0.7	2.5
Asian/Asian British: Pakistani	<10	0.1	0.1	2.0
Asian/Asian British: Bangladeshi	48	0.6	0.3	0.8
Asian/Asian British: Chinese	37	0.5	0.5	0.7
Asian/Asian British: Other Asian	76	1.0	0.7	1.5
Black/African/Caribbean/Black British: African	12	0.2	0.2	1.8
Black/African/Caribbean/Black British: Caribbean	12	0.2	0.1	1.1
Black/African/Caribbean/Black British: Other Black	0	0.0	<0.1	0.5
Arab	<10	0.1	0.1	0.4
Any other ethnic group	26	0.4	0.2	0.6

Ethnicity Language & Religion

Household language	Branksome West		Poole	England & Wales
	Number	%	%	%
All people aged 16 and over in household have English as a main language	2,963	93.4	95.5	91.2
At least one but not all people aged 16 and over in household have English as a main language	125	3.9	2.3	3.7
No people aged 16 and over in household but at least one person aged 3 to 15 has English as a main language	14	0.4	0.3	0.8
No people in household have English as a main language	71	2.2	1.9	4.3
Religion				
Christian	4,153	56.0	60.4	59.3
Buddhist	56	0.8	0.4	0.4
Hindu	8	0.1	0.3	1.5
Jewish	6	0.1	0.3	0.5
Muslim	109	1.5	0.7	4.8
Sikh	1	0.0	0.1	0.8
Other	29	0.4	0.5	0.4
No religion	2,465	33.2	29.7	25.1
None stated	588	7.9	7.6	7.2

Housing & Accommodation

Housing Tenure	Branksome West		Poole	England & Wales
	Number	%	%	%
Owned: Owned outright	922	29.1	35.8	30.8
Owned: Owned with a mortgage or loan	1,401	44.2	34.6	32.7
Shared ownership (part owned and part rented)	39	1.2	0.9	0.8
Social rented: Rented from council (Local Authority)	81	2.6	6.5	9.4
Social rented: Other	124	3.9	5.0	8.2
Private rented: Private landlord or letting agency	537	16.9	14.6	15.3
Private rented: Other	43	1.4	1.5	1.4
Living rent free	26	0.8	1.1	1.4
Dwelling type				
All Household spaces	3,256		66,646	
Household spaces with at least one usual resident	3,173	97.5	95.3	95.6
Household spaces with no usual residents	83	2.5	4.7	4.4
Detached	1,240	38.1	39.2	22.6
Semi-detached	991	30.4	20.4	30.7
Terraced (including end-terrace)	331	10.2	12.4	24.7
Purpose-built block of flats or tenement	444	13.6	23.3	16.3
Part of a converted or shared house (including bed-sits)	182	5.6	3.6	4.2
In a commercial building	67	2.1	1.1	1.1
Caravan or other mobile or temporary structure	1	0.0	0.1	0.4

Families & Households

Household Composition	Branksome West		Poole	England & Wales
	Number	%	%	%
All Households	3,173		63,530	
Persons per Household	2.3		2.3	2.4
One Person Households (all)	906	28.6	30.1	30.2
One Person Households (65+)	376	11.8	14.8	12.4
Lone Parents with Dependent Children	202	6.4	5.7	
Households with no adults in employment with dependent children	91	2.9	2.9	4.2
Households with one person with a long term health problems or disability and with dependent children	142	4.5	4.0	4.7

Car or Van Availability

Car or van availability	Branksome West		Poole	England & Wales
	Number	%	%	%
No cars or vans in household	589	18.6	17.7	25.6
1 car or van in household	1,436	45.3	44.1	42.2
2 cars or vans in household	905	28.5	29.0	24.7
3 or more cars or vans in household	243	7.7	9.2	7.4
Sum of all cars or vans in the area	4,052			

Labour Market

	Branksome West		Poole	England & Wales
	Number	%	%	%
Economically Active				
Economically Active Population	4,240	76.1	71.2	69.7
Employee: Part-time	885	15.9	15.2	13.7
Employee: Full-time	2,402	43.1	39.5	38.5
Self-employed	603	10.8	10.2	9.7
Unemployed	188	3.4	3.2	4.4
Full-time student	162	2.9	3.0	3.4
Economically Inactive Population	1,334	23.9	28.8	30.3
Retired	662	11.9	16.1	13.8
Student (including full-time students)	171	3.1	3.8	5.8
Looking after home or family	247	4.4	4.1	4.3
Long-term sick or disabled	187	3.4	3.3	4.2
Other	67	1.2	1.6	2.2
Unemployed: Age 16 to 24	48	0.9	0.9	1.2
Unemployed: Age 50 to 74	32	0.6	0.7	0.8
Unemployed: Never worked	14	0.3	0.3	0.7
Long-term unemployed	62	1.1	1.2	1.7

Labour Market

Industry of Employment	Branksome West		Poole	England & Wales
	Number	%	%	%
Agriculture, forestry and fishing	<10	<0.1	0.2	0.9
Mining and quarrying	<10	0.2	0.1	0.2
Manufacturing	408	10.1	11.2	8.9
Electricity, gas, steam and air conditioning supply	15	0.4	0.3	0.6
Water supply; sewerage, waste management and remediation activities	32	0.8	0.8	0.7
Construction	364	9.0	8.5	7.7
Wholesale and retail trade; repair of motor vehicles and motor cycles	698	17.3	16.8	15.9
Transport and storage	172	4.3	4.0	5.0
Accommodation and food service activities	183	4.5	5.0	5.6
Information and communication	122	3.0	3.0	4.0
Financial and insurance activities	333	8.3	6.5	4.3
Real estate activities	62	1.5	1.8	1.4
Professional, scientific and technical activities	162	4.0	5.1	6.6
Administrative and support service activities	212	5.3	4.4	4.9
Public administration and defence; compulsory social security	174	4.3	5.2	6.0
Education	322	8.0	8.3	9.9
Human health and social work activities	560	13.9	13.5	12.5
Other	202	5.0	5.0	5.0

Labour Market

Occupation	Branksome West		Poole	England & Wales
	Number	%	%	%
Managers, directors and senior officials	400	9.9	11.6	10.8
Professional occupations	569	14.1	16.5	17.4
Associate professional and technical occupations	494	12.3	12.0	12.7
Administrative and secretarial occupations	439	10.9	11.8	11.4
Skilled trades occupations	587	14.6	13.1	11.5
Caring, leisure and other service occupations	400	9.9	9.3	9.4
Sales and customer service occupations	411	10.2	9.1	8.4
Process plant and machine operatives	293	7.3	6.6	7.2
Elementary occupations	437	10.8	10.0	11.1
Highest Level of Qualification				
No qualifications	1,229	20.3	21.4	22.7
Level 1 qualifications	962	15.9	14.4	13.3
Level 2 qualifications	1,033	17.1	16.6	15.3
Apprenticeship	299	4.9	4.9	3.6
Level 3 qualifications	837	13.8	12.5	12.3
Level 4 qualifications and above	1,375	22.7	25.5	27.2
Other qualifications	318	5.3	4.7	5.7
Full-time students: 18 - 74	203	3.4	3.2	8.2

Explanatory Notes

Usual resident

The main population base for outputs from the 2011 Census is the usual resident population as at Census day 27 March 2011. For 2011 Census purposes, a usual resident of the UK is anyone who, on census day, was in the UK and had stayed or intended to stay in the UK for a period of 12 months or more, or had a permanent UK address and was outside the UK and intended to be outside the UK for less than 12 months.

Household

A household is defined as one person living alone, or a group of people (not necessarily related) living at the same address who share cooking facilities and share a living room or sitting room or dining area. A household must contain at least one person whose place of usual residence is at the address. A group of short-term residents living together is not classified as a household, and neither is a group of people at an address where only visitors are staying.

Population Density

Population density is the number of usual residents per hectare. A hectare is the metric unit of area defined as 10,000 square metres or approximately 2.47 acres.

Age

Age is derived from the date of birth question and is a person's age at their last birthday. Dates of birth that imply an age over 115 are treated as invalid and the person's age is imputed. Infants less than one year old are classified as 0 years of age.

Mean Age

Mean age is calculated by dividing the sum of each person's age by the number of people. Ages are the age at last birthday (in whole years).

Median Age

The median age is the middle value when all the ages are arranged in order from youngest to oldest. Ages used are the age at last birthday (in whole years).

General Health

General health is a self-assessment of a person's general state of health. People were asked to assess whether their health was very good, good, fair, bad or very bad. This assessment is not based on a person's health over any specified period of time.

Long-term health problem or disability

A long-term health problem or disability that limits a person's day-to-day activities, and has lasted, or is expected to last, at least 12 months. This includes problems that are related to old age. People were asked to assess whether their daily activities were limited a lot or a little by such a health problem, or whether their daily activities were not limited at all.

Provision of unpaid care

A person is a provider of unpaid care if they look after or give 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 does not include any activities as part of paid employment. No distinction is made about whether any care that a person provides is within their own household or outside of the household, so no explicit link can be made about whether the care provided is for a person within the household who has poor general health or a long-term health problem or disability.

Ethnicity

Ethnic group classifies people according to their own perceived ethnic group and cultural background.

Household language

Household language classifies households by the combination of adults and children within a household that have English (English, or Welsh in Wales) as a main language. Household language uses the alternate definition of an adult and child that are used in a small number of census results.

Religion

This is a person's current religion, or if the person does not have a religion, 'no religion'. No determination is made about whether a person was a practicing member of a religion. Unlike other census questions where missing answers are imputed, this question was voluntary, and where no answer was provided the response is categorised as 'Not stated'.

Tenure

Tenure provides information about whether a household rents or owns the accommodation that it occupies and, if rented, combines this with information about the type of landlord who owns or manages the accommodation. Accommodation that is 'private rented, other' includes accommodation that is rented from an employer of a household member, relative or friend of a household member, or other non-social rented accommodation. Accommodation that is 'other social rented' includes accommodation that is rented from a registered social landlord, housing association, housing co-operative or charitable trust

Dwelling

A dwelling is a unit of accommodation in which all rooms - including the kitchen, bathroom and toilet - are behind a door that only that household can use. A dwelling may comprise one or more household spaces (the accommodation used or available for use by an individual household). A dwelling may be classified as shared or unshared.

A dwelling is shared if:

- the household spaces it contains have the accommodation type 'part of a converted or shared house'
- not all of the rooms (including kitchen, bathroom and toilet, if any) are behind a door that only that household can use, and
- there is at least one other such household space at the same address with which it can be combined to form the shared dwelling.

Dwellings that do not meet these conditions are unshared dwellings.

Dependent child

A dependent child is a person aged 0 – 15 in a household (whether or not in a family) or aged 16 – 18 in full-time education and living in a family with his or her parent(s). It does not include any children who have a spouse, partner or child living in the household.

Lone parent family

A lone parent family consists of a father or mother with his or her child(ren) where the parent does not have a spouse, same-sex civil partner or partner in the household and the child(ren) do not have a spouse, same-sex civil partner or child in the household. A lone grandparent with his or her grandchild(ren) are also considered a lone parent family if there are no children in the intervening generation present in the household (note that children of the grandparent may also be present if they are not parents or grandparents of the youngest generation).

Economic activity

Economic activity relates to whether or not a person who was aged 16 to 74 was working or looking for work in the week before census. Rather than a simple indicator of whether or not someone was currently in employment, it provides a measure of whether or not a person was an active participant in the labour market. A person's economic activity is derived from their 'Activity last week'. This is an indicator of their status or availability for employment - whether employed, actively looking for work, waiting to start a new job, available to start a new job, or their status if not employed or not seeking employment. Additional information included in the economic activity classification is also derived from information about the number of hours a person works and their type of employment - whether employed or self-employed. The census concept of economic activity is compatible with the standard for economic status defined by the International Labour Organisation (ILO). It is one of a number of definitions used internationally to produce accurate and comparable statistics on employment, unemployment and economic status.

Industry of employment

The industry in which a person aged 16 to 74 works relates to their main job, and is derived from information provided on the main activity of their employer or business. This is used to assign responses to an industry code based on the Standard Industrial Classification 2007.

Occupation

A person's occupation relates to their main job and is derived from either their job title or details of the activities involved in their job. This is used to assign responses to an occupation code based on the Standard Occupational Classification 2010 (SOC2010).

Highest level of qualification

The highest level of qualification is derived from the question asking people to indicate all types of qualifications held. People were also asked if they held foreign qualifications and to indicate the closest equivalent. There were 12 response options (plus 'no qualifications') covering professional and vocational qualifications, and a range of academic qualifications. These are combined into five categories for the highest level of qualification, plus a category for no qualifications and one for other qualifications (which includes vocational or work related qualifications, and for foreign qualifications where an equivalent qualification was not indicated):

Source: 2011 Census, Office of National Statistics, Crown Copyright 2012.

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