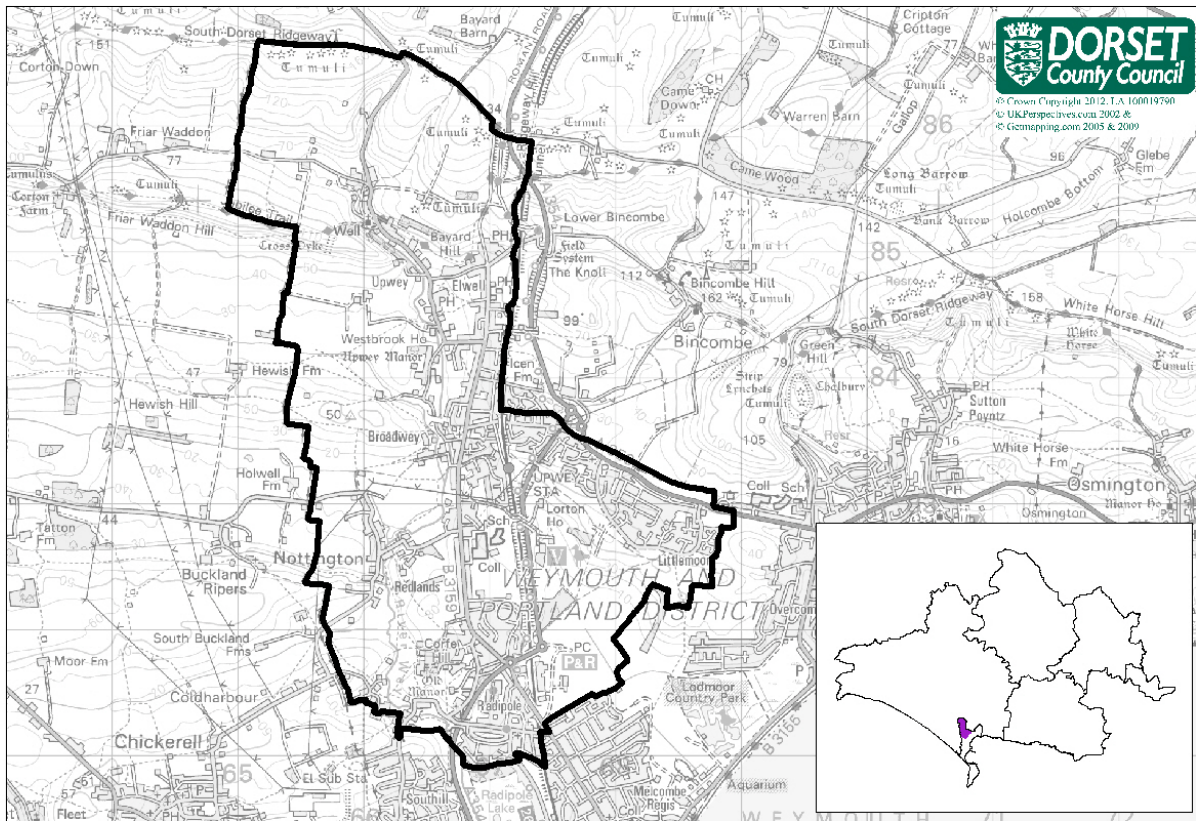


Electoral Division Profile 2013



Broadway Electoral Division

Total Population: **10,720** (2011 Mid Year Estimate, DCC) Number of Electors: **8,633** (March 2013, W&PBC)

- Broadway Electoral Division is composed of the following wards; Littlemoor, Upwey and Broadway and Wey Valley.
- Within the division there is 1 library; 5 schools (3 primary, 1 special and 1 secondary) and 1 social care & health establishment, a day centre.

Population

2011 Mid-Year Population Estimates, ONS & DCC	Broadway Electoral Division	Weymouth & Portland	Dorset (DCC)
All	10,720	65,170	412,910
% aged 0-15 years	18.7%	16.7%	16.3%
% aged 16-64 years	62.5%	62.4%	58.5%
% aged 65-84 years	16.4%	18.0%	21.3%
% aged 85+ years	2.4%	2.9%	3.9%

- The total population of Broadway division is 10,720, one of the larger divisions in the County.
- This division has a younger population than average, almost 19% are aged 0-15 years and just 19% are aged 65+ years, compared with 25% across Dorset.

Ethnicity/Country of Birth

<i>Census, 2011</i>	Broadway Electoral Division	Weymouth & Portland	Dorset (DCC)
% white British	96.1	94.9	95.5
% Black and minority ethnic groups (BME)	3.9	5.1	4.5
% England	91.2	90.7	91.0
% born rest of UK	4.1	4.0	3.4
% Rep of IRE	0.5	0.4	0.4
% EU (member countries in 2001)	1.1	1.2	1.3
% EU (Accession countries April 2001 to March 2011)	0.9	1.0	0.7
% born elsewhere	2.3	2.7	3.1

- 96.1% of the population are white British, slightly higher than the County average (95.5%).

Households

<i>Census, 2011</i>	Broadway Electoral Division	Weymouth & Portland	Dorset (DCC)
all household spaces	4,820	31,040	195,060
% household spaces with no usual residents	4.4	8.8	8.2
all household spaces with residents	4,610	28,540	180,210
% owner occupied	68.0	67.4	72.7
% rented (public)	17.7	13.6	12.4
% rented (private) & others	14.2	19.0	14.9
% no cars	18.9	24.7	15.5
% 2 or more cars	34.1	29.6	41.0
% of households 65+ (couples or lone, with/without dependents)	22.4	25.1	30.6
% married couples with/without dependents	33.6	31.4	35.1
% cohabiting couples with/without dependents	11.2	10.1	8.4
% lone parents with/dependents	10.8	9.8	7.6
% all others	22.0	23.6	18.4
average household size	2.3	2.3	2.3

- Broadway has a low proportion of both vacant properties and second/holiday homes.
- There is a relatively high proportion of households rented from the council/housing association, 17.7% compared with 12.4% across Dorset.
- Car ownership is lower than average, 19% of households do not have a car.

Health and Care

<i>Census, 2011</i>	Broadway Electoral Division	Weymouth & Portland	Dorset (DCC)
% long term illness/disability	19.9	21.6	20.1
% health very good/good	81.0	79.0	80.5
% health very bad/bad	5.6	5.9	5.0
% provides unpaid care	12.0	11.5	11.9
% all usual residents in communal establishments	1.0	2.8	2.3

- The health of those in Broadway division is similar to the County average, despite the younger age profile of the area.
- 20% have a long term illness or disability and 81% of the population described their general health as good/very good.
- 12% Broadway's population provide unpaid care.

Employment and Qualifications

<i>Census, 2011</i>	Broadway Electoral Division	Weymouth & Portland	Dorset (DCC)
all usual residents aged 16 to 74	7,810	47,870	293,440
all usual residents aged 16 to 74 economically active	5,370	32,100	199,940
% part-time	24.7	25.5	23.1
% full-time	52.9	51.3	51.0
% self-employed	12.8	13.8	18.4
% unemployed	5.4	5.8	4.0
all usual residents aged 16 to 74 economically inactive	2,450	15,770	93,500
% retired	54.1	55.1	63.6
% student	11.0	9.4	10.0
% looking after home/family	14.7	11.4	11.3
% sick/disabled	15.5	14.9	9.7
% other	4.7	9.1	5.4
all usual residents aged 16 and over	8,720	54,310	345,600
% of all usual residents aged 16 and over no qualifications	20.1	22.5	21.3
% of all usual residents aged 16 and over with higher level qualifications	25.0	22.5	27.0
all usual residents aged 16 to 74 in employment	5,020	29,990	190,900
% high skill occupation	36.5	35.6	40.0
% intermediate skill occupation	46.0	45.5	43.4
% low skill occupation	17.5	18.9	16.6

- The majority of those economically active (52.9%) are employed full-time, and a further 24.7% are employed part-time.
- Self-employment is low, this group makes up just 12.8% of the economically active population in Broadway, the County average is 18.4%.
- Unemployment is higher than average, 5.4% of those economically active are unemployed compared with 4% across Dorset.
- Of those economically inactive Broadway has a high proportion looking after home/family (14.7%) and who are permanently sick or disabled (15.5% compared with 9.7% across Dorset).

Index of Deprivation 2010, CLG.

Lower Super Output Area	IMD Rank
Littlemoor East	12,307
Littlemoor West	3,044
Upwey and Broadway West	21,166
Upwey and Broadway East	12,338
Wey Valley and Nottingham Redlands	21,999
Wey Valley & Radipole North	26,093
Radipole Village	26,093

- IMD Stands for the Index of Multiple Deprivation
- All Lower Super Output Areas in England are ranked from 1 for the most deprived to 32,482 for the least deprived
- Littlemoor West is the most deprived area in this division and one of the most deprived in Dorset
- Littlemoor West is within the top 10% most deprived nationally

MOSAIC socio-economic classifications, 2012

Rank	Broadway ED Top 5 Mosaic Public Sector Types	Broadway ED %	Dorset CC %
1	Childless new owner occupiers in cramped new homes	12.2	1.5
2	Often indebted families living in low rise estates	7.9	2.9
3	Better off empty nesters in low density estates on town fringes	7.2	6.8
4	Well off commuters living in spacious houses in semi rural settings	6.5	4.0
5	Older people living in large houses in mature suburbs	6.4	4.8

Electoral Division Profile 2013

Average House Prices

Postcode District	Detached Sales	Semi-Det Sales	Terraced Sales	Flat/Mais Sales	Overall Average	Total
Broadway ED DT3	£286,584 47	£223,202 22	£191,708 24	£167,667 12	£238,027	105
Dorset	£343,117 689	£233,079 304	£196,327 413	£162,160 220	£260,776	1,626
England & Wales	£324,602 43,260	£201,427 47,961	£196,327 50,491	£243,379 30,131	£238,293	171,843

Source: HM Land Registry, based on sales Oct—Dec 2012

Citizens' Panel Questions—March 2011

Questions —Broadway ED	Yes	No	Net Agreement
Do you feel that you can influence decisions made by Dorset County Council	25%	50%	-25%
Do you feel informed about Dorset County Council	56%	22%	33%
Do you agree that Dorset County Council offer value for money?	29%	35%	-6%

Council Tax—2012/13

	Broadway	Notes
Band D	£1,676.24	

Earnings — median weekly earnings of full time employees

	Workplace based	Residence based
DCC Dorset	£458.50	£480.00
Christchurch	£477.40	£486.20
East Dorset	£458.50	£518.10
North Dorset	£379.90	£479.80
Purbeck	£484.60	£439.50
West Dorset	£452.70	£506.30
Weymouth & Portland	£437.50	£449.10

Source: Annual Survey of Hours and Earnings 2012, ONS

Crime Rates

Area	Rate of total crime per 1,000 population
Broadway ED	59.3
DCC Dorset	45.7
South West Region	61.2
England & Wales	72.0

Sources: Dorset County Council, Dorset Police & ONS. For further detail contact 01305 224984

Unemployment

Source: Claimant Count, Jan-Dec 2012, ONS

Area	Male		Female		Total		% of claimants long term unemployed
	number	rate	number	rate	number	rate	
Broadway ED	112	3.5	56	1.7	167	2.6	11.2
DCC Dorset	2,605	2.2	1,341	1.1	3,946	1.6	12.1
Great Britain	1,011,913	5.1	514,638	2.6	1,526,551	3.8	25.0

Employment

Business Register and Employment Survey 2011, ONS

Area	Employees in employment	% employed in the service
Broadway ED	2,100	93%
DCC Dorset	148,700	81%
Great Britain	26,561,700	85%

Note: Excludes self-employed and agricultural employment

Firms

Source: MINT Database Jan 2013

Area	Number of firms	% employing 1-10 people (micro firms)
Broadway ED	240	95%

Produced by the Consultation & Research Group, Dorset County Council, County Hall, Dorchester, DT1 1XJ Tel. 01305 224354.