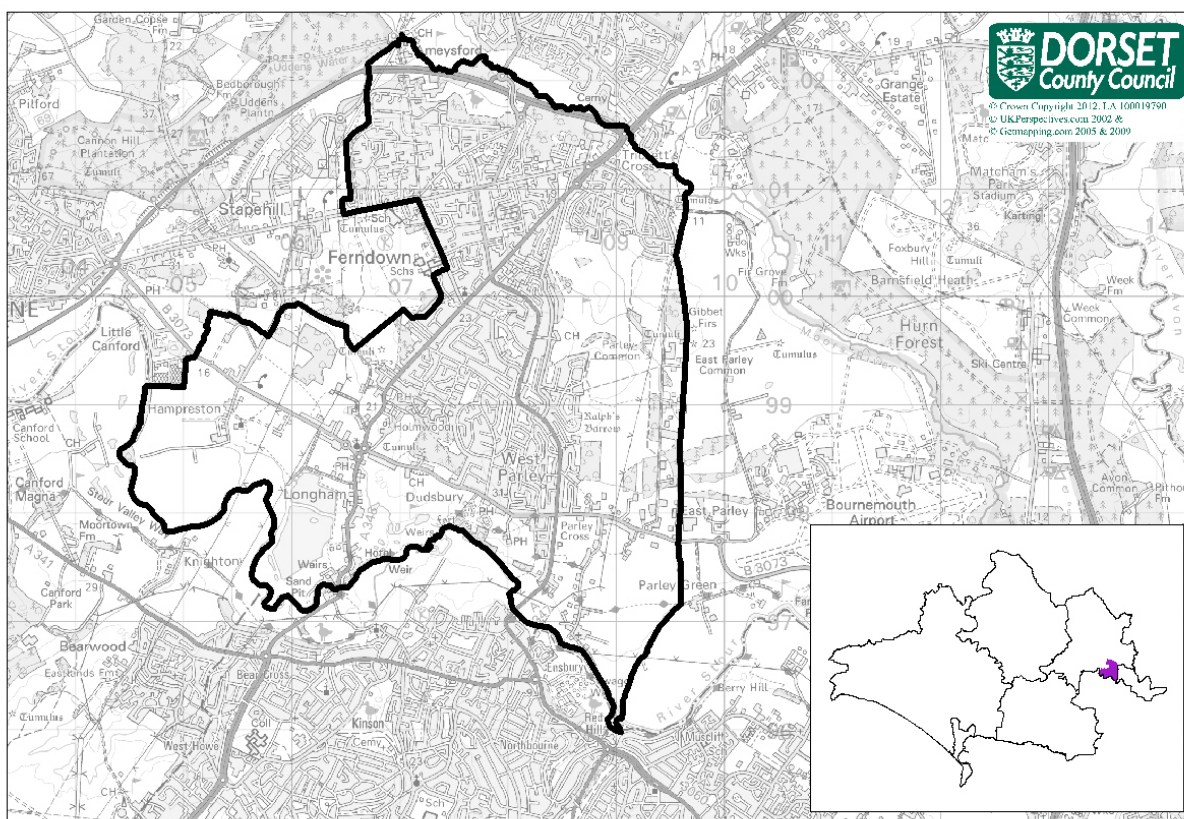


Electoral Division Profile 2013



Ferndown Electoral Division

Total Population: **19,080** (2011 Mid Year Estimate, DCC) Number of Electors: **16,132** (Dec 2012, EDDC)

- Ferndown Electoral Division is composed of the following wards: Parley, Longham, Ferndown Links, Ferndown Central and Ameysford.
- Within the division there is 1 library and 2 schools (both primary).

Population

2011 Mid-Year Population Estimates, ONS & DCC	Ferndown Electoral Division	East Dorset	Dorset (DCC)
All	19,080	87,170	412,910
% aged 0-15 years	13.0%	15.6%	16.3%
% aged 16-64 years	52.5%	56.5%	58.5%
% aged 65-84 years	28.3%	23.5%	21.3%
% aged 85+ years	6.1%	4.4%	3.9%

- Ferndown division has a total population of 19,080, represented by 2 elected members.
- There is a very high proportion of older people in the town, over 34% are aged 65+ years compared with a County average of 25%. There is a particularly high proportion of over 85s (6.1%).

Ethnicity/Country of Birth

<i>Census, 2011</i>	Ferndown Electoral Division	East Dorset	Dorset (DCC)
% white British	95.5	96.2	95.5
% Black and minority ethnic groups (BME)	4.5	3.8	4.5
% England	91.1	91.8	91.0
% born rest of UK	3.4	3.3	3.4
% Rep of IRE	0.6	0.4	0.4
% EU (member countries in 2001)	1.1	1.2	1.3
% EU (Accession countries April 2001 to March 2011)	0.5	0.4	0.7
% born elsewhere	3.3	2.9	3.1

- The BME population in Ferndown ED is the same as the County average (4.5%).

Households

<i>Census, 2011</i>	Ferndown Electoral Division	East Dorset	Dorset (DCC)
all household spaces	8,990	38,980	195,060
% household spaces with no usual residents	3.9	3.8	8.2
all household spaces with residents	8,640	37,560	180,210
% owner occupied	84.2	81.1	72.7
% rented (public)	7.2	8.3	12.4
% rented (private) & others	8.5	10.5	14.9
% no cars	13.3	10.3	15.5
% 2 or more cars	44.1	50.1	41.0
% of households 65+ (couples or lone, with/without dependents)	40.8	33.6	30.6
% married couples with/without dependents	33.4	38.0	35.1
% cohabiting couples with/without dependents	5.5	7.0	8.4
% lone parents with/without dependents	6.5	7.0	7.6
% all others	13.8	14.5	18.4
average household size	2.2	2.3	2.3

- The majority of households in the division are owner occupied, 84.2% compared with 72.7% across Dorset.
- Car ownership is high, just 13.3% of households do not have a car.

Health and Care

<i>Census, 2011</i>	Ferndown Electoral Division	East Dorset	Dorset (DCC)
% long term illness/disability	23.9	19.7	20.1
% health very good/good	77.2	81.1	80.5
% health very bad/bad	5.7	4.6	5.0
% provides unpaid care	13.5	12.5	11.9
% all usual residents in communal establishments	1.4	1.1	2.3

- Overall the health of those living in Ferndown division is worse than the County average, possibly a reflection of the older age profile in the area.
- Almost 24% of the population have a long term illness/disability, above the County average (20.1%).
- 13.5% are providing unpaid care to a relative or friend, again higher than the County average (11.9%).

Employment and Qualifications

<i>Census, 2011</i>	Ferndown Electoral Division	East Dorset	Dorset (DCC)
all usual residents aged 16 to 74	12,930	61,050	293,440
all usual residents aged 16 to 74 economically active	8,270	41,580	199,940
% part-time	23.9	23.2	23.1
% full-time	50.4	51.2	51.0
% self-employed	17.6	18.4	18.4
% unemployed	3.7	3.1	4.0
all usual residents aged 16 to 74 economically inactive	4,660	19,470	93,500
% retired	70.5	69.3	63.6
% student	7.2	8.3	10.0
% looking after home/family	10.7	11.5	11.3
% sick/disabled	7.8	7.0	9.7
% other	3.7	3.9	5.4
all usual residents aged 16 and over	16,590	73,560	345,600
% of all usual residents aged 16 and over no qualifications	25.4	21.5	21.3
% of all usual residents aged 16 and over with higher level qualifications	23.7	27.7	27.0
all usual residents aged 16 to 74 in employment	7,930	40,050	190,900
% high skill occupation	41.0	43.6	40.0
% intermediate skill occupation	44.0	42.6	43.4
% low skill occupation	15.0	13.8	16.6

- The majority of the economically active population are employed full-time (50.4%). A further 23.9% are employed part-time, slightly higher than average for the County (23.1%).
- Of those who are economically inactive (aged 16-74 years) most are retired (70.5%).
- Just 7.8% of the inactive population are permanently sick/disabled, lower than average (9.7%).
- Over 25% of those aged 16+ have no qualifications and 23.7% have a higher level qualification (degree or above).
- Despite the lower levels of qualifications, Ferndown has a slightly higher proportion employed in both high skill and intermediate skill occupations.

Index of Deprivation 2010, CLG

Lower Super Output Area	IMD Rank
Ferndown Coppice & Clayford	24,359
Ferndown Leeson	26,291
Ferndown The Warren	25,633
Ferndown Pinewood	30,482
Ferndown St Marys	22,016
Ferndown Tricketts Cross East	9,872
Ferndown Tricketts Cross	11,319
Ferndown Golf Links North	31,673
Longham	27,454
Parley Cross	28,964
Ferndown Glenmoor	31,424
Parley	31,920

- 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
- Ferndown Tricketts Cross East and Ferndown Tricketts Cross are the most deprived areas in the division
- Both of these are within the top 40% most deprived nationally

MOSAIC socio-economic classifications, 2012

Rank	Ferndown ED Top 5 Mosaic Public Sector Types	Ferndown ED %	Dorset CC %
1	Communities of wealthy older people living in large seaside houses	27.7	7.3
2	Better off empty nesters in low density estates on town fringes	9.4	6.8
3	Older people living in large houses in mature suburbs	9.1	4.8
4	Retired people of modest means commonly living in seaside bungalows	8.3	3.5
5	Higher income families concerned with education and careers	5.8	1.9

Electoral Division Profile 2013

Average House Prices

Postcode District	Detached	Sales	Semi-Det	Sales	Terraced	Sales	Flat/Mais	Sales	Overall Average	Total
Ferndown ED	£347,781	65	£216,227	11	£0	0	£169,581	18	£298,263	94
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 October-December 2012

Citizens' Panel Questions-March 2011

Questions —Ferndown ED	Yes	No	Net Agreement
Do you feel that you can influence decisions made by Dorset County Council?	23%	48%	-25%
Do you feel informed about Dorset County Council?	50%	31%	19%
Do you agree that Dorset County Council offer value for money?	31%	35%	-4%

Council Tax-2012/13

	Lowest *	Highest **	Notes
Band D	£1,624.89	£1,637.26	* West Parley ** Ferndown Town

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
Ferndown ED	31.6
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	
Ferndown ED	105	2.2	50	1.0	155	1.6	12.2
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 sector
Ferndown ED	5,100	93%
DCC Dorset	148,700	81%
Great Britain	26,561,700	85%

Note: Excludes self-employed & agricultural employment

Firms Source: MINT Database Jan 2013

Area	Number of firms	% employing 1-10 people (micro firms)
Ferndown ED	930	95%