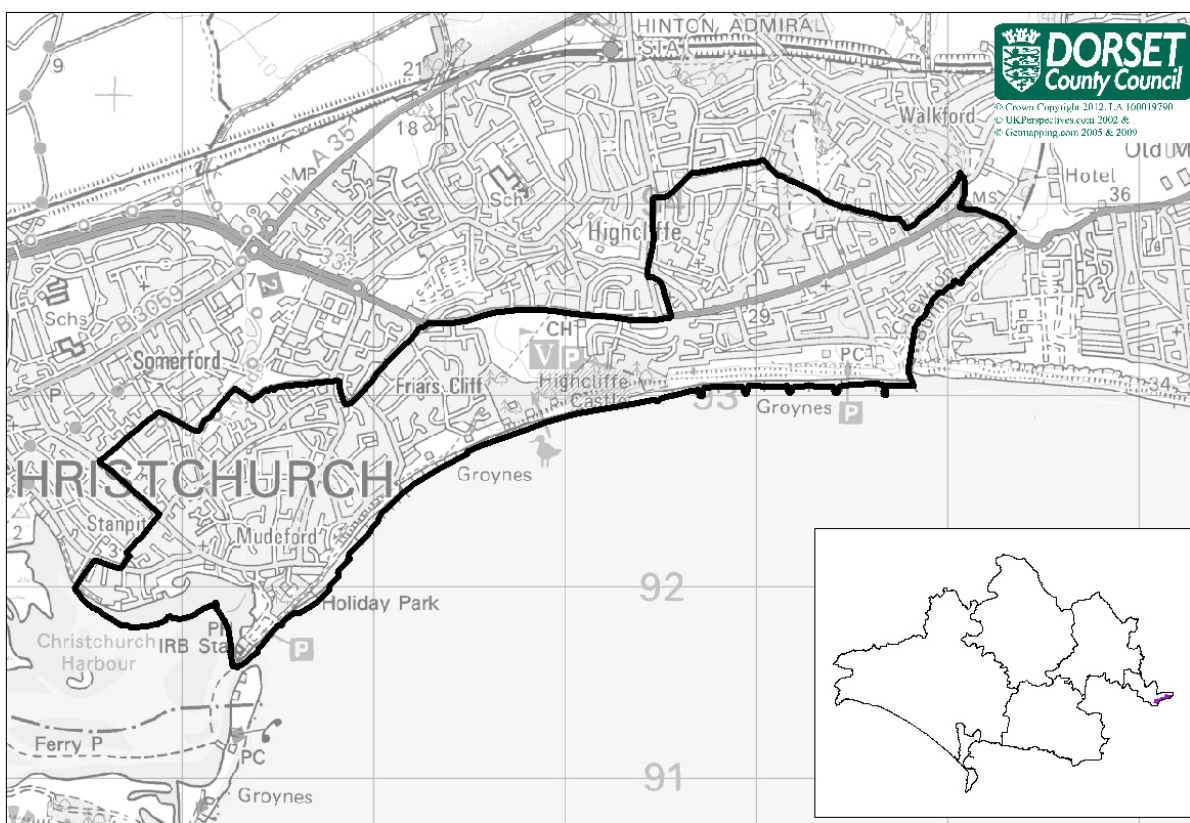


Electoral Division Profile 2013



Mudford & Highcliffe Electoral Division

Total Population: **8,430** (2011 Mid Year Estimate, DCC)

Number of Electors: **7,771** (Dec 2012, CBC)

- Mudford & Highcliffe Electoral Division is composed of Mudford and Friars Cliff ward and Highcliffe ward.
- Within the division there is 1 library (central Highcliffe) and 2 schools (both primary).

Population

2011 Mid-Year Population Estimates, ONS & DCC	Mudford & Highcliffe Electoral Division	Christchurch	Dorset (DCC)
All	8,430	47,750	412,910
% aged 0-15 years	9.4%	15.6%	16.3%
% aged 16-64 years	43.0%	54.7%	58.5%
% aged 65-84 years	37.1%	24.5%	21.3%
% aged 85+ years	10.5%	5.2%	3.9%

- Mudford and Highcliffe division has a total population of 8,430.
- The area has the highest proportion of older people in the County, almost 48% are aged 65+ years, this is significantly higher than the County average (25%).

Ethnicity/Country of Birth

<i>Census, 2011</i>	Mudford & Highcliffe Electoral Division	Christchurch	Dorset (DCC)
% white British	95.7	95.1	95.5
% Black and minority ethnic groups (BME)	4.3	4.9	4.5
% England	90.0	91.2	91.0
% born rest of UK	4.0	3.1	3.4
% Rep of IRE	0.7	0.6	0.4
% EU (member countries in 2001)	1.3	1.1	1.3
% EU (Accession countries April 2001 to March 2011)	0.7	0.6	0.7
% born elsewhere	3.2	3.3	3.1

- The BME population in Mudford & Highcliffe ED is slightly lower than the County average.

Households

<i>Census, 2011</i>	Mudford & Highcliffe Electoral Division	Christchurch	Dorset (DCC)
all household spaces	5,000	23,140	195,060
% household spaces with no usual residents	12.3	7.8	8.2
all household spaces with residents	4,380	21,480	180,210
% owner occupied	80.2	75.2	72.7
% rented (public)	6.8	13.0	12.4
% rented (private) & others	13.0	11.8	14.9
% no cars	19.0	17.9	15.5
% 2 or more cars	30.8	35.9	41.0
% of households 65+ (couples or lone, with/without dependents)	53.1	36.4	30.6
% married couples with/without dependents	24.9	31.2	35.1
% cohabiting couples with/without dependents	4.5	7.8	8.4
% lone parents with/dependents	3.9	7.3	7.6
% all others	13.6	17.4	18.4
average household size	1.9	2.2	2.3

- Mudford and Highcliffe has a high proportion of second/holiday homes, they account for over 12% of the total housing stock in the area.
- Over 80% of households are owner occupied, higher than average for the County (72.7%).
- The average household size is just 1.9, compared with 2.3 for Dorset, this is partly due to a large number of older people who live alone.

Health and Care

<i>Census, 2011</i>	Mudford & Highcliffe Electoral Division	Christchurch	Dorset (DCC)
% long term illness/disability	30.3	22.4	20.1
% health very good/good	71.6	78.2	80.5
% health very bad/bad	7.0	5.8	5.0
% provides unpaid care	14.5	12.5	11.9
% all usual residents in communal establishments	1.9	1.0	2.3

- Over 30% of the population have a long term illness or disability compared with a County average of 20%.
- 14.5% of the population provide unpaid care, again higher than the County average (11.9%).

Employment and Qualifications

<i>Census, 2011</i>	Mudford & Highcliffe Electoral Division	Christchurch	Dorset (DCC)
all usual residents aged 16 to 74	5,200	32,650	293,440
all usual residents aged 16 to 74 economically active	2,880	21,420	199,940
% part-time	23.9	23.8	23.1
% full-time	48.2	50.4	51.0
% self-employed	20.9	17.5	18.4
% unemployed	4.4	4.7	4.0
all usual residents aged 16 to 74 economically inactive	2,320	11,230	93,500
% retired	78.7	66.7	63.6
% student	5.7	9.5	10.0
% looking after home/family	7.2	10.3	11.3
% sick/disabled	5.1	9.4	9.7
% other	3.4	4.1	5.4
all usual residents aged 16 and over	7,640	40,290	345,600
% of all usual residents aged 16 and over no qualifications	26.1	23.4	21.3
% of all usual residents aged 16 and over with higher level qualifications	28.7	25.1	27.0
all usual residents aged 16 to 74 in employment	2,740	20,300	190,900
% high skill occupation	47.2	40.4	40.0
% intermediate skill occupation	40.8	44.7	43.4
% low skill occupation	12.0	14.9	16.6

- Of those who are economically active, almost half are in full-time employment. Unemployment in the area is higher than average, 4.4% compared with 4% across Dorset.
- Of those who are economically inactive (aged 16-74) almost 79% are retired.
- Over 26% of those aged 16+ in the division have no qualifications, higher than the County average (21.3%). Almost 29% have a higher level qualification (degree or above), higher than average (27%).
- Mudford and Highcliffe division has a high proportion of people employed in high skill occupations, 47% compared with 40% across Dorset.

Index of Deprivation 2010, CLG

Lower Super Output Area	IMD Rank
Chewton	20,090
Highcliffe	27,520
Mudford North	19,662
Friars Cliff	28,434
Mudford Quay	28,617

- 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
- None of the LSOAs in Mudford & Highcliffe are within the top 40% most deprived in England

MOSAIC socio-economic classifications, 2012

Rank	Mudford & Highcliffe ED Top 5 Mosaic Public Sector Types	Mudford & Highcliffe ED%	Dorset CC %
1	Communities of wealthy older people living in large seaside houses	43.6	7.3
2	Residents in retirement, second home and tourist communities	11.2	5.8
3	Older people living in large houses in mature suburbs	8.4	4.8
4	Less mobile older people requiring a degree of care	7.2	2.0
5	Capable older people leasing / owning flats in purpose built blocks	5.5	1.9

Electoral Division Profile 2013

Average House Prices

Postcode district	Detached Sales	Semi-Det Sales	Terraced Sales	Flat/Mais Sales	Overall Average	Total
Mudford & Highcliffe ED BH23	£374,277 99	£248,413 33	£205,260 44	£169,283 51	£277,163	227
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 —Mudford & Highcliffe ED	Yes	No	Net Agreement
Do you feel that you can influence decisions made by Dorset County Council?	30%	38%	-9%
Do you feel informed about Dorset County Council?	56%	20%	36%
Do you agree that Dorset County Council offer value for money?	44%	13%	31%

Council Tax—2012/13

	Mudford and Highcliffe	Notes
Band D	£1,583.26	

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
Mudford & Highcliffe ED	26.0
DCC Dorset	45.7
South West Region	61.2
England & Wales	72.0

*Source: Dorset Police & 2007 mid-year population estimate.

**Crime in England & Wales 2007/08, Home Office

Unemployment Source: Claimant Count, Jan-Dec 2012, ONS

Area	Male		Female		Total		% of claimants long term unemployed
	number	rate	number	rate	number	rate	
Mudford & Highcliffe ED	24	1.4	20	1.0	44	1.2	14.3
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
Mudford & Highcliffe ED	2,000	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)
Mudford & Highcliffe ED	460	97%