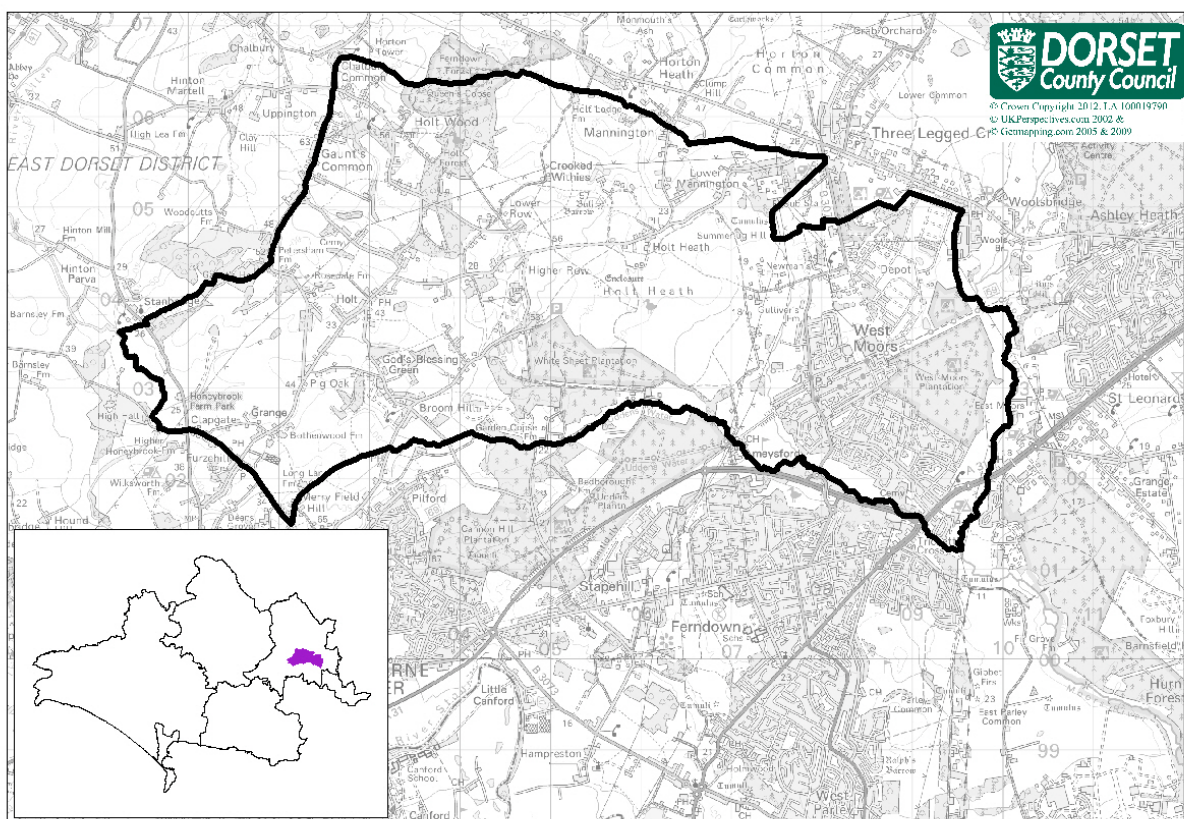


Electoral Division Profile 2013



West Moors and Holt Electoral Division

Total Population: **8,830** (2011 Mid Year Estimate, DCC) Number of Electors: **7,590** (Dec 2012, EDDC)

- West Moors & Holt Electoral Division is composed of West Moors parish and Holt parish.
- Within the division there is 1 library (West Moors) and 4 schools (3 primary and 1 middle).

Population

2011 Mid-Year Population Estimates, ONS & DCC	West Moors and Holt Electoral Division	East Dorset	Dorset (DCC)
All	8,830	87,170	412,910
% aged 0-15 years	13.0%	15.6%	16.3%
% aged 16-64 years	51.3%	56.5%	58.5%
% aged 65-84 years	29.4%	23.5%	21.3%
% aged 85+ years	6.3%	4.4%	3.9%

- West Moors and Holt division has a total population of 8,830.
- The division has a high proportion of older people, almost 36% of the population are aged 65+ years compared with a county average of 25%.

Ethnicity/Country of Birth

<i>Census, 2011</i>	West Moors & Holt Electoral Division	East Dorset	Dorset (DCC)
% white British	96.8	96.2	95.5
% Black and minority ethnic groups (BME)	3.2	3.8	4.5
% England	92.5	91.8	91.0
% born rest of UK	3.2	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)	0.4	0.4	0.7
% born elsewhere	2.3	2.9	3.1

- The BME population in West Moors & Holt ED is slightly lower than the County average at 3.2%.

Households

<i>Census, 2011</i>	West Moors & Holt Electoral Division	East Dorset	Dorset (DCC)
all household spaces	4,200	38,980	195,060
% household spaces with no usual residents	4.5	3.8	8.2
all household spaces with residents	4,010	37,560	180,210
% owner occupied	83.0	81.1	72.7
% rented (public)	8.6	8.3	12.4
% rented (private) & others	8.5	10.5	14.9
% no cars	12.2	10.3	15.5
% 2 or more cars	44.1	50.1	41.0
% of households 65+ (couples or lone, with/without dependents)	41.5	33.6	30.6
% married couples with/without dependents	34.0	38.0	35.1
% cohabiting couples with/without dependents	6.4	7.0	8.4
% lone parents with/dependents	5.6	7.0	7.6
% all others	12.4	14.5	18.4
average household size	2.2	2.3	2.3

- West Moors and Holt has a relatively low proportion of both vacant properties and second/holiday homes, over 95% of dwellings have permanent residents.
- 83% of households are owner occupied, higher than the County average (73%).
- Car ownership is high in the division, just 12.2% of households do not have a car.

Health and Care

<i>Census, 2011</i>	West Moors & Holt Electoral Division	East Dorset	Dorset (DCC)
% long term illness/disability	24.9	19.7	20.1
% health very good/good	76.8	81.1	80.5
% health very bad/bad	6.0	4.6	5.0
% provides unpaid care	13.0	12.5	11.9
% all usual residents in communal establishments	1.7	1.1	2.3

- Overall the health of those who live in West Moors and Holt division is not as good as the County average, probably a reflection of the older age profile in the area.
- Almost 25% of the population have a long term illness or disability, higher than the County average (20.1%).
- 13% are providing unpaid care to a relative or friend above the County average (11.9%).

Employment and Qualifications

<i>Census, 2011</i>	West Moors & Holt Electoral Division	East Dorset	Dorset (DCC)
all usual residents aged 16 to 74	6,030	61,050	293,440
all usual residents aged 16 to 74 economically active	3,790	41,580	199,940
% part-time	24.1	23.2	23.1
% full-time	50.5	51.2	51.0
% self-employed	19.1	18.4	18.4
% unemployed	3.1	3.1	4.0
all usual residents aged 16 to 74 economically inactive	2,250	19,470	93,500
% retired	74.4	69.3	63.6
% student	5.3	8.3	10.0
% looking after home/family	9.9	11.5	11.3
% sick/disabled	7.3	7.0	9.7
% other	3.1	3.9	5.4
all usual residents aged 16 and over	7,680	73,560	345,600
% of all usual residents aged 16 and over no qualifications	28.4	21.5	21.3
% of all usual residents aged 16 and over with higher level qualifications	24.0	27.7	27.0
all usual residents aged 16 to 74 in employment	3,660	40,050	190,900
% high skill occupation	43.0	43.6	40.0
% intermediate skill occupation	42.1	42.6	43.4
% low skill occupation	14.9	13.8	16.6

- 50.5% of the economically active population are employed full-time, a further 24.1% part-time. The proportion who are self-employed is slightly higher than average at almost 19.1%.
- Unemployment is just below the County average, 3.1% in West Moors and Holt compared with 4%.
- Over 28% of those aged 16+ in the area have no qualifications, much higher than the County average (21.3%). Despite this West Moors and Holt has a higher proportion employed in high skill occupations, than the County average (43% compared with 40% across Dorset).

Index of Deprivation 2010, CLG

Lower Super Output Area	IMD Rank
Holt	23,772
West Moors North	27,149
Ferndown Pennington's	19,426
West Moors Glenwood	28,900
West Moors East	22,055
West Moors Pinehurst	24,090

- 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 areas in West Moors & Holt are within the top 40% most deprived in England

MOSAIC socio-economic classifications, 2012

Rank	West Moors & Holt ED Top 5 Mosaic Public Sector Types	West moors & Holt ED %	Dorset CC %
1	Communities of wealthy older people living in large seaside houses	16.5	7.3
2	Better off empty nesters in low density estates on town fringes	14.1	6.8
3	Retired people of modest means commonly living in seaside bungalows	9.7	3.5
4	Residents in retirement, second home and tourist communities	9.5	5.8
5	Well off commuters living in spacious houses in semi rural settings	8.3	4.0

Electoral Division Profile 2013

Average House Prices

Postcode district	Detached	Sales	Semi-Det	Sales	Terraced	Sales	Flat/Mais	Sales	Overall Average	Total
West Moors BH21	£338,967	71	£250,433	15	£201,597	20	£143,787	12	£284,581	118
& Holt ED BH22	£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 —West Moors & Holt ED	Yes	No	Net Agreement
Do you feel that you can influence decisions made by Dorset County Council?	35%	40%	-4%
Do you feel informed about Dorset County Council?	58%	21%	38%
Do you agree that Dorset County Council offer value for money?	48%	21%	27%

Council Tax-2012/13

	Lowest *	Highest **	Notes
Band D	£1,616.10	£1,630.21	*Holt. **West Moors

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
West Moors & Holt ED	17.3
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	
West Moors & Holt ED	35	1.4	26	0.9	61	1.2	15.0
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
West Moors & Holt ED	2,000	81%
DCC Dorset	148,700	81%
Great Britain	26,561,700	85%

Note: Excludes self-employed & agricultural employment

Firms

Source: MINT Database, Jan 2013

	Number of firms	% employing 1-10 people (micro firms)
West Moors & Holt ED	420	97%

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