

## Appendix M - Poole Central Locality Overview

The Poole Central locality is largely urban with a higher than average population aged 15-44 and lower proportion of people aged 55-79 compared to the rest of Dorset. The locality has two areas that are amongst the 20% most deprived in England. The Poole Central locality will see the largest housing growth in the Poole Town and Hamworthy East providing these developments are completed. An analysis of health and the wider determinants of health highlights poor outcomes in education, pensioners living alone, provision of unpaid care, self reported limiting long term illness, incidence of prostate cancer and emergency hospital admissions for coronary heart disease, heart attacks, hip and knee replacements and young people admitted for injury. Customer segmentation classifies the most common group as 'Residents of Small and mid sized towns with local roots'.

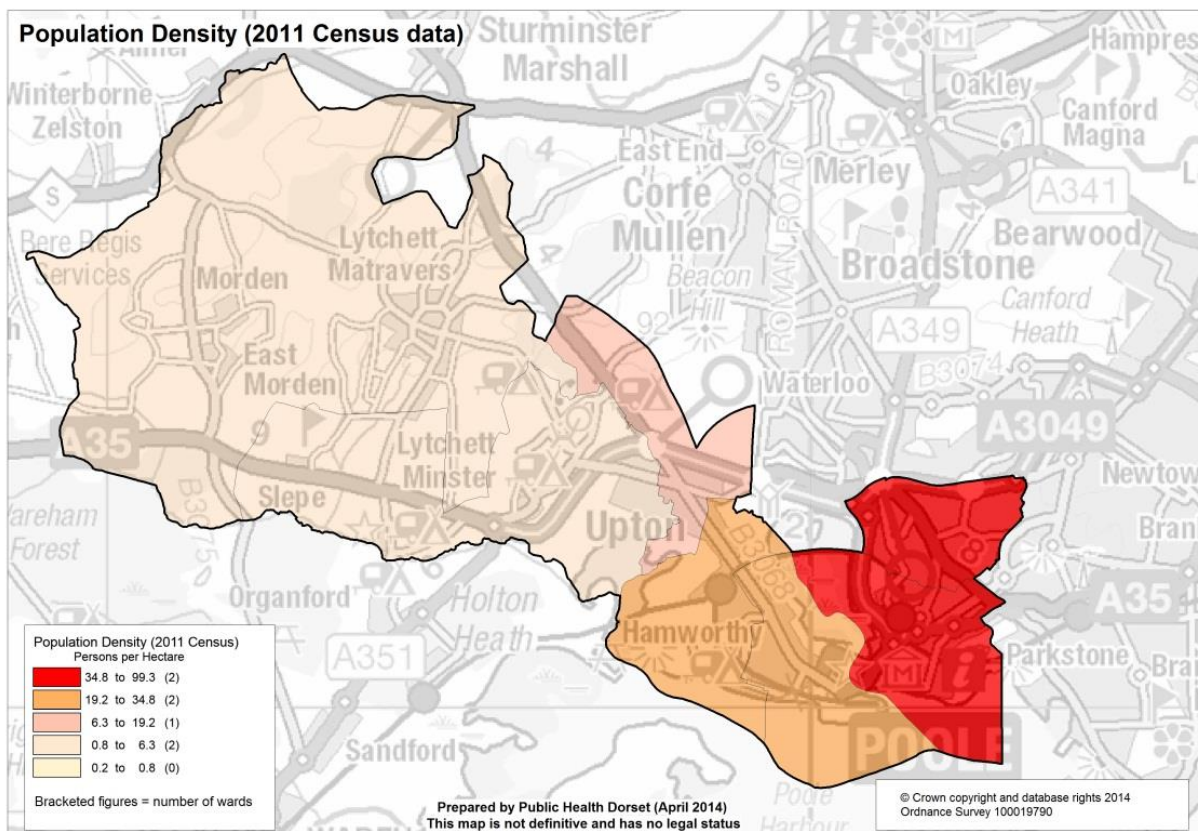
The following headings have been used to describe the locality in more detail:

- Demographics
- Housing
- Health and Wider Determinants
- Customer Insight

### Demographic

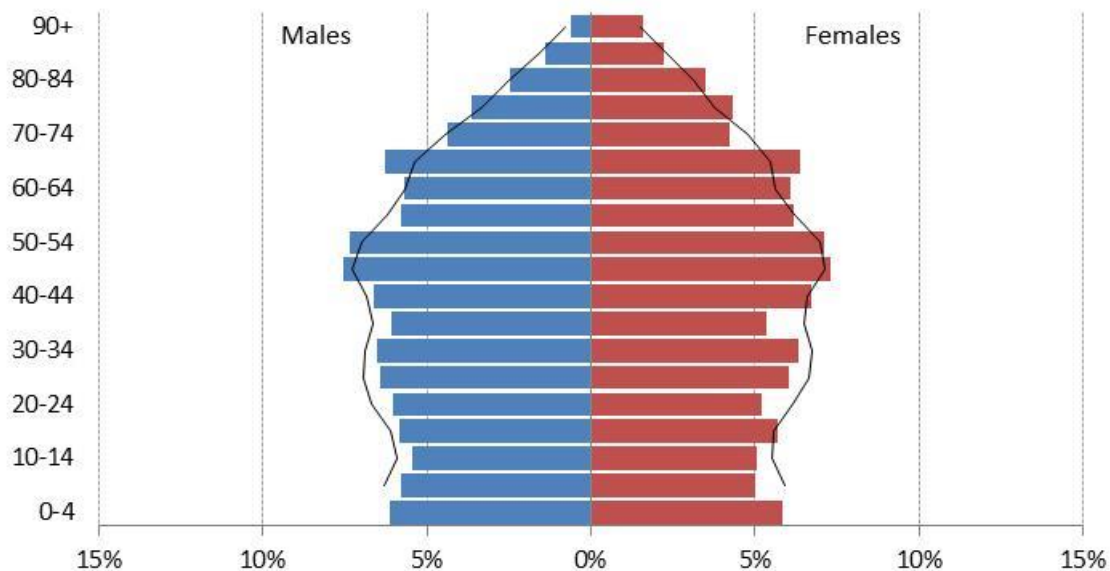
#### Population

ONS mid-year population estimates show that there are over 48,000 people living in the Poole Central locality (23,500 males and 24,500 females). In this urban area, population density is highest around Oakdale and Poole Town.



Compared to the rest of the Dorset CCG population, Poole Central has a higher proportion of people aged 15-44, and a lower proportion of 55 to 79 year olds. Nevertheless, the proportion of the population aged 65 & over in Poole Central is higher than the national average (20% compared with 17%).

### Poole Central Population Pyramid with national comparators (2013 data)



ONS interim 2011-based projections for the Poole unitary authority area (which has different boundaries to the CCG Poole Central locality) suggest that the local population will rise at a similar rate to that of the national population over the next 10 years. Within this trend, the proportion of the population aged 65 & over will remain higher than the national average.

#### *Ethnicity*

The vast majority of the population in Poole Central are White British. Ethnic minority groups account for a smaller proportion of the population locally than in England as a whole (4% compared with 15% - see table below which is based on 2011 Census data).

	Poole Central	England
<b>White</b>	96.16%	85.42%
<b>Mixed</b>	1.10%	2.25%
<b>Asian</b>	2.25%	7.82%
<b>Black</b>	0.28%	3.48%
<b>Other</b>	0.21%	1.03%

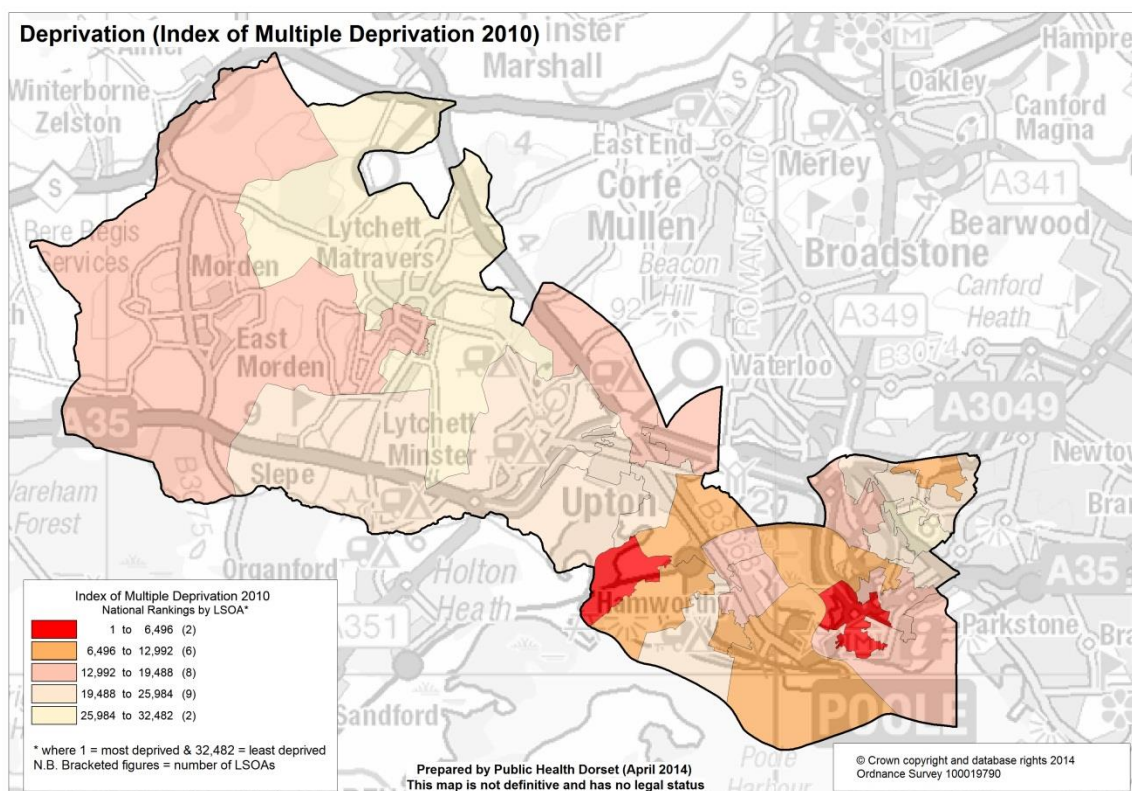
## Religion

The 2011 Census suggests that, as in England as whole, the majority of Poole Central's population are Christians. However, the proportion of the locality's population whose religion is either Buddhist, Hindu, Jewish, Muslim or Sikh is lower than the England average.

	Poole Central	England
<b>Christian</b>	60.10%	59.40%
<b>Buddhist</b>	0.30%	0.50%
<b>Hindu</b>	0.44%	1.50%
<b>Jewish</b>	0.09%	0.50%
<b>Muslim</b>	0.59%	5.00%
<b>Sikh</b>	0.03%	0.80%
<b>Other religion</b>	0.55%	0.40%
<b>No religion</b>	30.12%	24.70%
<b>Not stated</b>	7.77%	7.20%

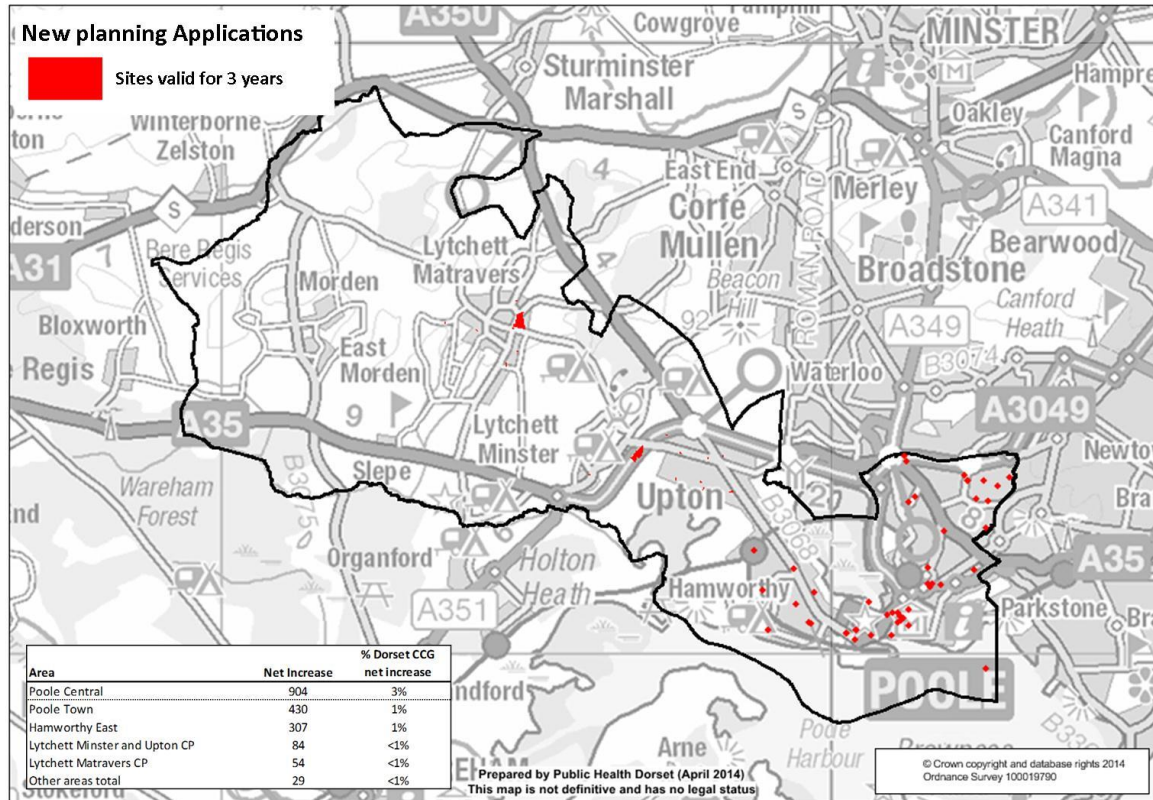
## Deprivation

The most deprived areas of the Poole Central locality are Hamworthy West (Turlin Moor) and Poole Town. Here, two super output areas (LSOAs) are amongst the 20% most deprived in England. A further six LSOAs are amongst the 40% most deprived.



## Housing

To understand any increases in demand for services based on planned housing developments, planning applications with consent to build over the next three years have been mapped. This gives a realistic picture of housing growth within the locality.



The Poole Central locality will see the largest housing growth in the Poole Town and Hamworthy East providing these developments are completed.

## Health & Wider Determinants

To understand the health needs and wider determinants of health in the locality a national profiling tool has been used. This compares locality level data with the English average and highlights any areas that are significantly different.

The spine chart below visualises the data and for each indicator it highlights whether the score locally is significantly different to national rates using a 95% confidence interval.





Local Health  
Poole Central  
Source: www.localhealth.org.uk

Indicators	Poole Central	England	England worst	Summary chart	England best
<u>Deprivation</u>					
Income Deprivation (%)	13.2	14.7	49.8		1.1
Child Poverty (%)	20.5	21.8	79.8		1
Older People in Deprivation (%)	16.7	18.1	82.1		2.1
<u>Education</u>					
GCSE Achievement (5A*-C inc. Eng & Maths) (%)	48.9	58.2	16.3		94.7
Child Development at age 5 (%)	62.2	58.8	20.3		94.2
<u>Housing</u>					
Overcrowding (%)	7.4	8.7	45.6		0.7
Households with central heating (%)	97.6	97.3	73.7		99.8
Pensioners living alone (%)	32.5	31.5	63.6		14.4
<u>Lifestyle</u>					
Obese Children (Reception Year) (%)	9.8	9.6	22.8		2.4
Obese Children (Year 6) (%)	16.3	19	32		3.8
Obese adults (%)	26.3	24.1	34.7		5.9
Binge drinking adults (%)	20.7	20	56.4		3.3
Healthy eating adults (%)	26.4	28.7	12.3		54.1
<u>Employment</u>					
Unemployment (%)	2.6	3.6	13.9		0.2
Long Term Unemployment (Rate/1,000 working age population)	3.1	6	41.7		0
<u>Informal Care</u>					
Provision of 1 hour or more unpaid care per week (%)	10.7	10.2	16.3		3.3
Provision of 50 hours or more unpaid care per week (%)	2.5	2.4	7.2		0.3
<u>Health - General</u>					
Low Birth Weight Births (%)	6.2	7.4	14.1		1.2
General Health - bad or very bad (%)	5.5	5.5	14.8		1.2
General Health - very bad (%)	1.3	1.2	3.7		0.3
Limiting long term illness or disability (%)	18.8	17.6	38.9		5.1
<u>Health - Disease</u>					
Incidence of all cancer (SRR)	109.7	100	149.9		47.9
Incidence of breast cancer (SRR)	107.1	100	185.7		36.5
Incidence of colorectal cancer (SRR)	108.7	100	224.6		30.2
Incidence of lung cancer (SRR)	95.2	100	313.2		25.2
Incidence of prostate cancer (SRR)	140.1	100	214		29.2
<u>Health - Admissions</u>					
Emergency hospital admissions for all causes (SAR)	115.3	100	252		27.1
Hospital stays for self harm (SAR)	100.8	100	500.7		10.6
Hospital stays for alcohol related harm (SAR)	96.3	100	304.4		25
Emergency hospital admissions for CHD (SAR)	144.7	100	436.3		21.7
Emergency hospital admissions for stroke (SAR)	99.2	100	214.9		27.6
Emergency hospital admissions for Myocardial Infarction (heart attack) (SAR)	121.7	100	286.5		11
Emergency hospital admissions for Chronic Obstructive Pulmonary Disease (COPD) (SAR)	103.1	100	538.1		11.9
Emergency hospital admissions for hip fracture in 65+ (SAR)	96.9	100	232.1		26.9
Elective hospital admissions for hip replacement (SAR)	118.1	100	211.6		16.3
Elective hospital admissions for knee replacement (SAR)	118.1	100	201.7		9.4
Children's and young people's admissions for injury (Crude rate/100,000 aged 0-17)	1863.9	1223.1	2910		317.8
<u>Deaths</u>					
Deaths from all causes, all ages (SMR)	93.8	100	201.3		34.3
Deaths from stroke, all ages (SMR)	84.7	100	406.8		19.2
Deaths from respiratory diseases, all ages (SMR)	95.1	100	278.5		21.7
Deaths from all causes, under 65 years (SMR)	89	100	277.5		29.9
Deaths from all causes, under 75 years (SMR)	88.8	100	246		32.2
Deaths from all cancer, all ages (SMR)	99.2	100	186.1		41.7
Deaths from all cancer, under 75 years (SMR)	94.5	100	208.2		35
Deaths from circulatory disease, all ages (SMR)	88.4	100	251.5		29.2
Deaths from circulatory disease, under 75 years (SMR)	83	100	285.4		21.1
Deaths from coronary heart disease, all ages (SMR)	89.3	100	240.5		29.9
Deaths from coronary heart disease, under 75 years (SMR)	76.8	100	354.4		6.6

● significantly worse ● significantly better ● not significantly different from average

The main areas where the Poole Central locality has worse outcomes than the national average are in education, pensioners living alone, provision of unpaid care, self reported limiting long term illness, incidence of prostate cancer and emergency hospital admissions for coronary heart disease, heart attacks, hip and knee replacements and young people admitted for injury.

## **Customer Insight**

Mosaic Public Sector has been used to segment the Poole Central locality population. This tool takes a range of commercial and public sector data and provides a profile highlighting the main population groups for a given area.

The Mosaic Public Sector classifies 24.9% of households in Poole Central Locality, by far the largest Group, as Group B 'Residents of Small and mid sized towns with local roots'. This is significantly more than for the borough as a whole. The next most significant group is Group J 'Owner occupiers in older-style housing in ex-industrial areas' which represents 14% of households more than the borough as a whole.

1. Group B have no significant health issues associated with them through Mosaic although cancer levels are higher than average and some cancers much higher (breast and genital cancers).
2. Group J have no significant health issues associated with them through Mosaic.

A visual breakdown of sectors living in the Poole Central locality can be found on the following page.

Your area or file:

**Poole Central Locality**



This page ranks the Mosaic Public Sector Groups in your area by percentage. Following this is a description of the top two groups.

Rank	Mosaic Public Sector Groups	Your area/file	%
1	<b>B</b> Residents of small and mid-sized towns with strong local roots	5,991	24.87
2	<b>J</b> Owner occupiers in older-style housing in ex-industrial areas	3,376	14.01
3	<b>E</b> Middle income families living in moderate suburban semis	2,303	9.56
4	<b>H</b> Couples and young singles in small modern starter homes	2,158	8.96
5	<b>K</b> Residents with sufficient incomes in right-to-buy social housing	1,854	7.70
<b>Total</b>		<b>24,091</b>	<b>100</b>

**B** Residents of small and mid-sized towns with strong local roots



**Key Features**

- Strong roots
- Lower incomes
- Varying ages
- Home improvement
- Mixed housing
- Small Towns
- Traditional
- Mid-Market papers
- Grandchildren

**Communication Preferences**

**Access Information**

[Face to Face](#), [Local Papers and Magazines](#)

[Not Internet](#), [SMS Text](#), [National Papers](#), [Interactive TV](#)

**Service Channels**

[Face to Face](#), [Post](#)

**J** Owner occupiers in older-style housing in ex-industrial areas



**Key Features**

- Traditional
- Married
- Below average incomes
- Approaching retirement
- Outgrown homes
- Personal responsibility
- Manufacturing industries
- Careful with money
- Reliant on cars
- Manual skills

**Communication Preferences**

**Access Information**

[Face to Face](#), [Local Papers](#)

[Not Internet](#), [National Papers](#) [SMS Text](#)

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