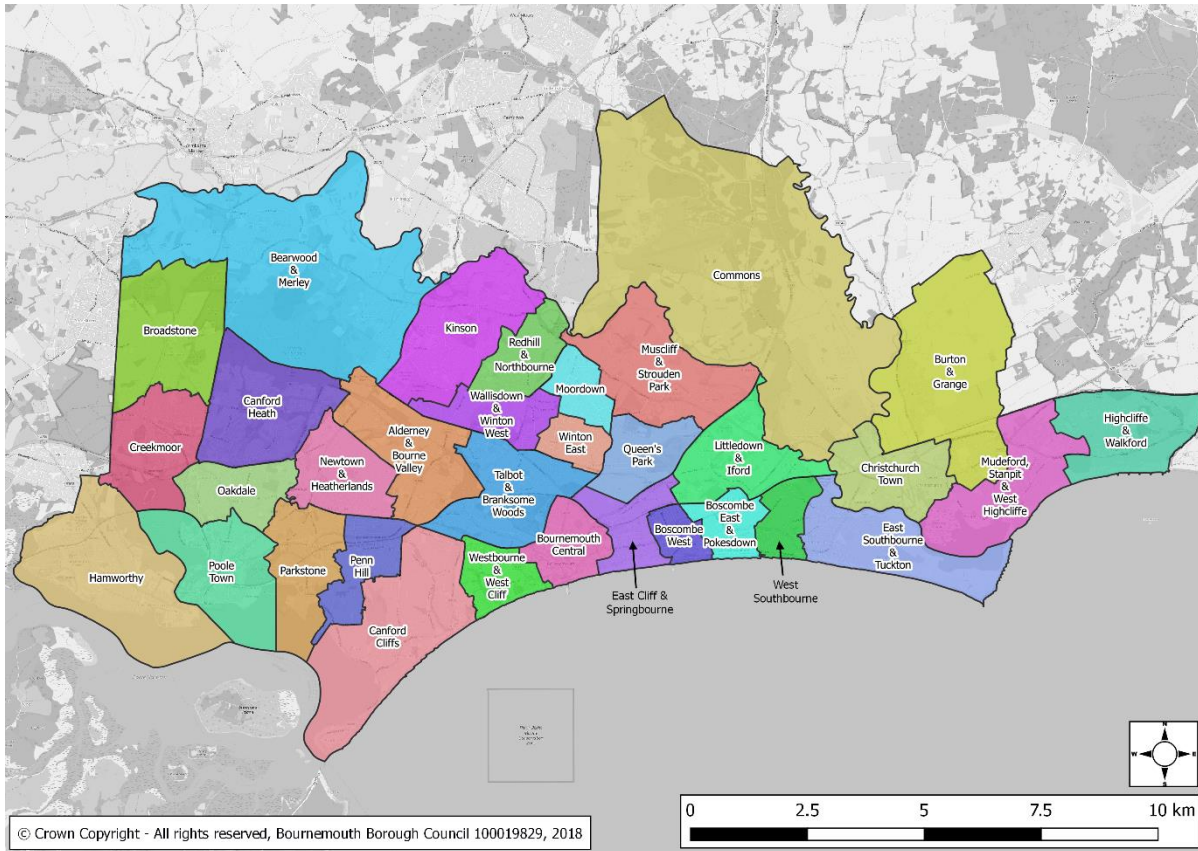


Ward Profile Proposed Methodology

The new ward boundaries for Bournemouth, Christchurch and Poole are shown below



The new ward boundaries don't generally match precisely to the most commonly used statistical geographies. Therefore, to generate ward profiles its necessary to take a "best-fit" approach to generating statistics for the new wards.

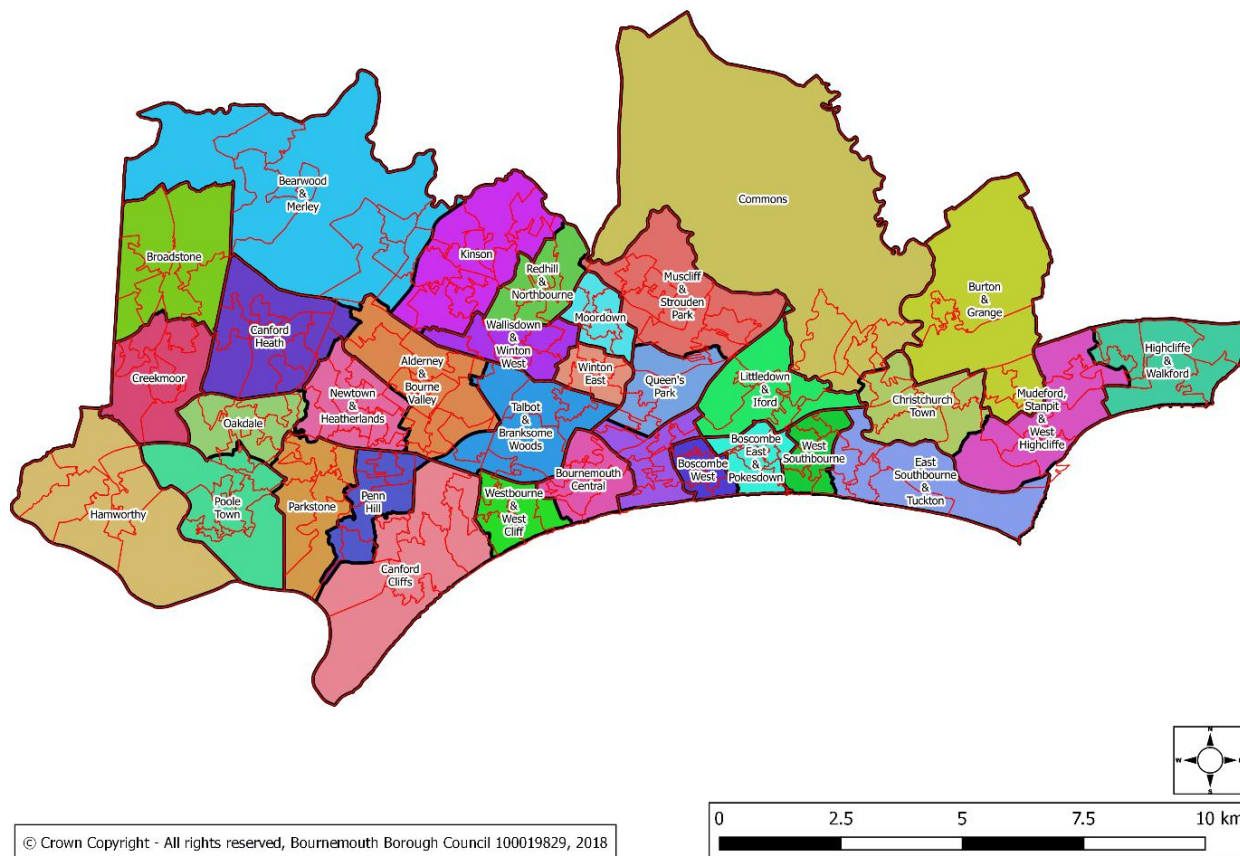
Although more statistics are available at lower layer super output area (LSOA) for at least five wards the LSOA boundaries create a poor match. To confirm this the LSOA data was compared with the wards "best-fit" to Output Area boundaries. This analysis using the 2017 Mid-Year Estimate data from ONS confirmed that there was a discrepancy of 9% or more in five wards (see those highlighted in red in the table on page 3). For this reason, it was proposed to use Output Areas where available to provide the best match to the data.

The table on page three shows the Mid-2017 population estimates. The column LSOAMYE2017 shows the "best-fit" ward population based on where the LSOAs population weighted centroid was located. The column Visual MYE17 was based on a visual check to determine which LSOA should be located in each ward based on where dwellings were located. OAMYE2017 used the population weighted centroid of Output Areas to determine which ward the OA should be allocated to. The LSOA centroid and visual checks both located the LSOAs in the same wards which was reassuring, however comparing the LSOA and OA generated population revealed some significant differences for a small number of wards. For this reason, it seems sensible to use the OA based "best-fit" wards.

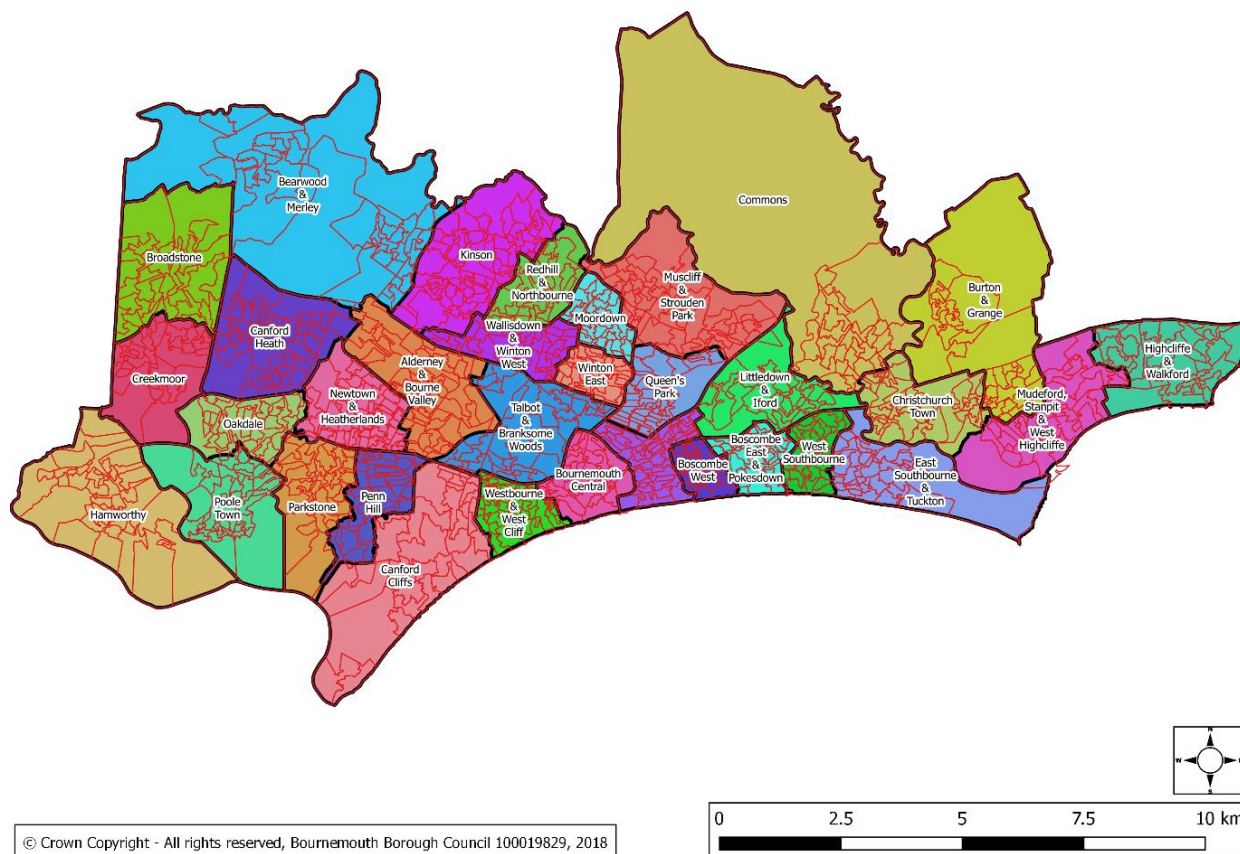
For other data sources the aim is to either generate a "best-fit" based on postcode level data where this is available. Where data is only available at LSOA the data will be presented with the ward boundaries overlaid to enable users to understand the boundary differences.

The wards are shown in the two maps below to show with LSOA and Output area boundaries overlaid.

Ward and LSOA Boundaries



Ward and Output Area Boundaries



Ward Name	LSOAME2017	Visual MYE17	OAME2017	Difference LSOA OA	Difference LSOA OA %
East Southbourne & Tuckton Ward	9,900	9,900	8,738	1,162	12%
Mudeford, Stanpit & West Highcliffe Ward	10,706	10,706	9,548	1,158	11%
Parkstone Ward	11,436	11,436	10,739	697	6%
Queen's Park Ward	11,667	11,667	11,107	560	5%
Creekmoor Ward	9,137	9,137	8,812	325	4%
Westbourne & West Cliff Ward	11,565	11,565	11,167	398	3%
Talbot & Branksome Woods Ward	14,192	14,192	13,747	445	3%
Redhill & Northbourne Ward	9,840	9,840	9,593	247	3%
Penn Hill Ward	11,729	11,729	11,472	257	2%
Boscombe East & Pokesdown Ward	11,480	11,480	11,273	207	2%
Muscliff & Strouden Park Ward	17,256	17,256	16,998	258	1%
Poole Town Ward	13,232	13,232	13,160	72	1%
Christchurch Town Ward	10,420	10,420	10,368	52	0%
Newtown & Heatherlands Ward	17,377	17,377	17,338	39	0%
Burton & Grange Ward	9,486	9,486	9,486	-	0%
Canford Heath Ward	14,024	14,024	14,024	-	0%
Hamworthy Ward	13,775	13,775	13,775	-	0%
Littledown & Iford Ward	9,928	9,928	9,928	-	0%
Moordown Ward	10,361	10,361	10,361	-	0%
Wallisdown & Winton West Ward	10,584	10,584	10,584	-	0%
Winton East Ward	11,515	11,515	11,515	-	0%
Bearwood & Merley Ward	13,327	13,327	13,378	51	0%
Commons Ward	10,089	10,089	10,141	52	-1%
Alderney & Bourne Valley Ward	16,284	16,284	16,460	176	-1%
Kinson Ward	17,253	17,253	17,449	196	-1%
Boscombe West Ward	10,778	10,778	10,985	207	-2%
Bournemouth Central Ward	14,040	14,040	14,438	398	-3%
Broadstone Ward	10,274	10,274	10,599	325	-3%
East Cliff & Springbourne Ward	16,429	16,429	17,247	818	-5%
Oakdale Ward	10,150	10,150	10,665	515	-5%
Canford Cliffs Ward	8,805	8,805	9,624	819	-9%
West Southbourne Ward	9,684	9,684	10,846	1,162	-12%
Highcliffe & Walkford Ward	8,915	8,915	10,073	1,158	-13%