

## Area definition

This profile, one of 29 covering the area of Devon County Council, has been generated by Strategic Intelligence with the aim of contributing to. It provides a statistical overview, based on a series of facts and figures, of what life is like in the area.

The profile is structured around a series of themes to cover social, economic and environmental well being. It is part of a suite of documents that provide information about the area and the people living there. Further information is available on the Devon County Council website (<http://www.devon.gov.uk/devontownprofiles>).

Each area is built up from parishes with one or more population centres and the remaining rural hinterland. Further information about the creation of the Devon Town geography can be found at the end end of this report.



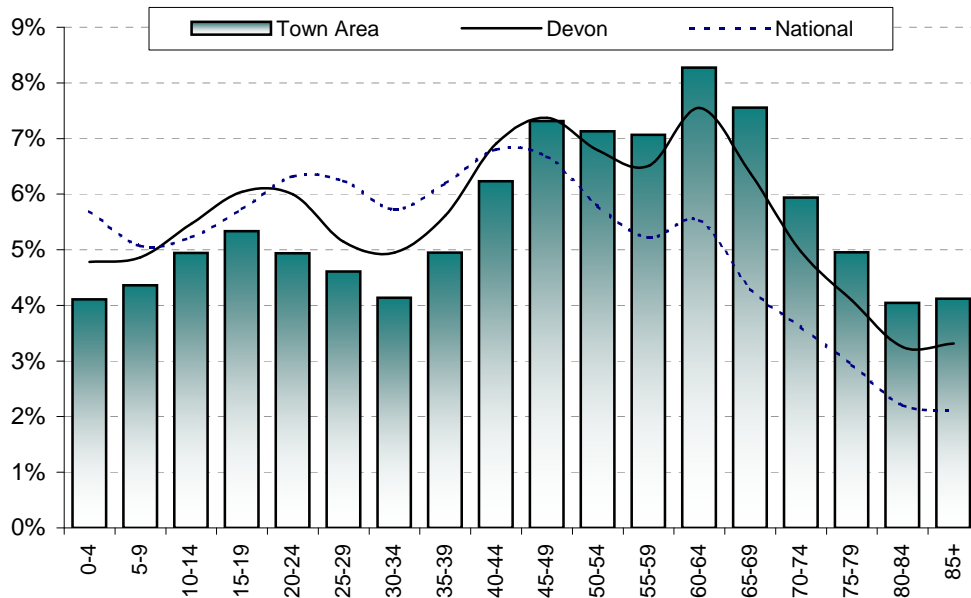
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The area has one major settlement - Dawlish. It also includes the following parishes: Ashcombe, Mamhead and Starcross.

# Population

| Total population     | <i>Dawlish</i> | <i>Remainder</i> | <i>Town Area</i> | <i>Teignbridge</i> | <i>Devon</i> | <i>National</i> |
|----------------------|----------------|------------------|------------------|--------------------|--------------|-----------------|
| 2001                 | 12,819         | 1,957            | 14,776           | 120,958            | 704,497      | 57,103,927      |
| 2011 (National 2010) | 13,653         | 2,030            | 15,683           | 129,373            | 772,374      | 60,462,600      |
| Change               | 834            | 73               | 907              | 8,415              | 67,877       | 3,358,673       |
| % change             | 6.5%           | 3.7%             | 6.1%             | 7.0%               | 9.6%         | 5.9%            |

| Proportion aged |       |       |       |       |       |       |
|-----------------|-------|-------|-------|-------|-------|-------|
| 0-19            | 18.3% | 21.9% | 18.7% | 21.1% | 21.2% | 21.7% |
| 20-39           | 18.2% | 21.2% | 18.6% | 19.6% | 21.7% | 24.5% |
| 40-59           | 27.5% | 29.3% | 27.7% | 28.7% | 27.6% | 24.5% |
| 60-79           | 27.5% | 21.8% | 26.7% | 23.7% | 23.0% | 16.4% |
| 80 and over     | 8.5%  | 5.8%  | 8.2%  | 6.9%  | 6.6%  | 4.3%  |

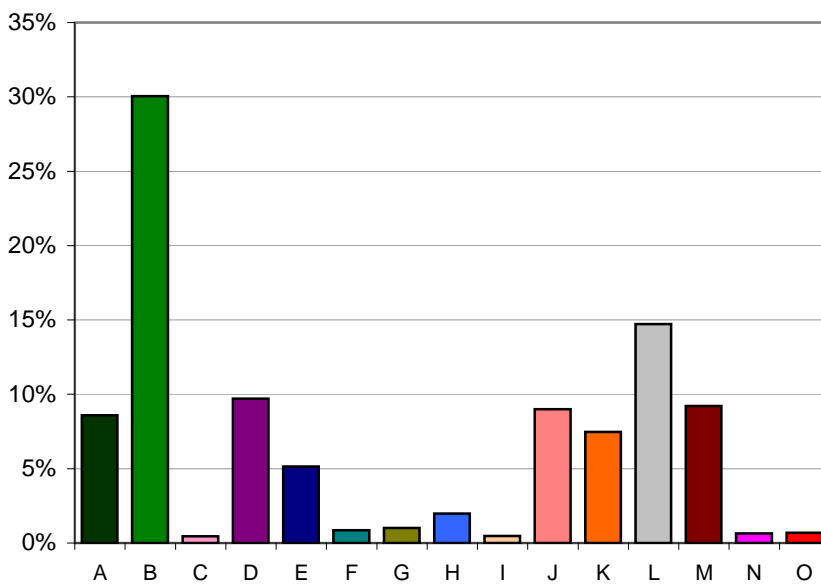


## Population attributes

Information about the people that live in the area is taken from Experian's Mosaic data. Mosaic is based on the assumption that people living in an area are likely to be similar; however, it does not provide definitive description of each person.

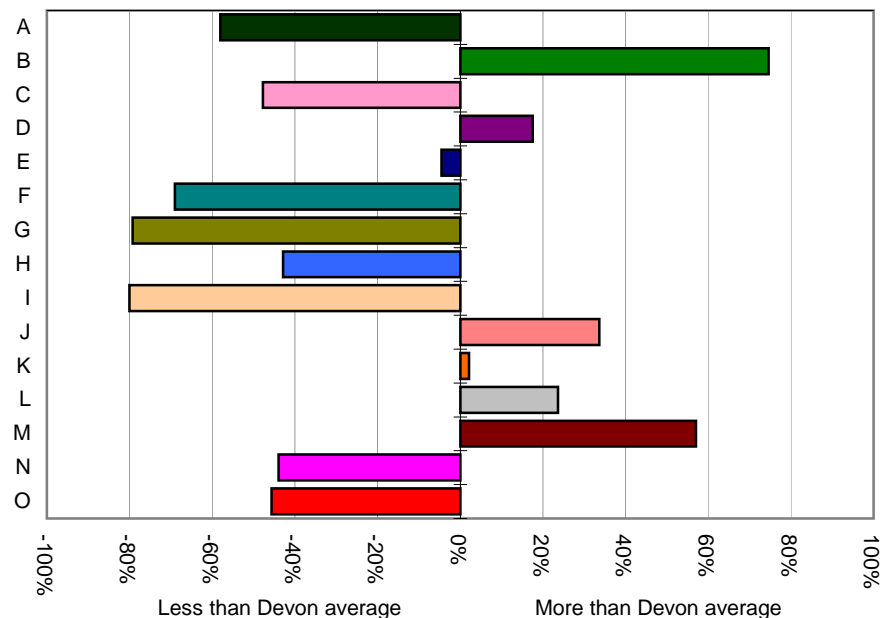
The Mosaic data are broken down in to a number of groups, each one describing a section of the population.

|  | Households | %     | Devon |
|--|------------|-------|-------|
| A -Residents of isolated rural communities                         | 631        | 8.6%  | 20.5% |
| B -Residents of small and mid-sized towns with strong local roots  | 2,210      | 30.1% | 17.2% |
| C -Wealthy people living in the most sought after neighbourhoods   | 34         | 0.5%  | 0.9%  |
| D -Successful professionals living in suburban or semi-rural homes | 714        | 9.7%  | 8.3%  |
| E -Middle income families living in moderate suburban semis        | 379        | 5.2%  | 5.4%  |
| F -Couples with young children in comfortable modern housing       | 64         | 0.9%  | 2.8%  |
| G -Young, well-educated city dwellers                              | 75         | 1.0%  | 4.9%  |
| H -Couples and young singles in small modern starter homes         | 145        | 2.0%  | 3.5%  |
| I - Lower income workers in urban terraces in often diverse areas  | 35         | 0.5%  | 2.4%  |
| J -Owner occupiers in older-style housing in ex-industrial areas   | 661        | 9.0%  | 6.7%  |
| K -Residents with sufficient incomes in right-to-buy social houses | 549        | 7.5%  | 7.3%  |
| L -Active elderly people living in pleasant retirement locations   | 1,082      | 14.7% | 11.9% |
| M -Elderly people reliant on state support                         | 677        | 9.2%  | 5.9%  |
| N -Young people renting flats in high density social housing       | 47         | 0.6%  | 1.1%  |
| O -Families in low-rise social housing with high levels of benefit | 50         | 0.7%  | 1.3%  |



Distribution of households by Mosaic group

Proportion of households compared to Devon average



## Deprivation - 2010

The principal source of deprivation data is currently The Indices of Deprivation 2010. This is a Lower Super Output Area (LSOA) level measure of deprivation. There are over 32,000 LSOAs in England, each one containing about 1,500 people. They were developed following the 2001 Census. The index comprises seven domains: income, employment, health & disability, education & training, barriers to housing & services, the living environment and crime. These are combined to give an overall indication of deprivation.

### Population living in deprived areas

|  |       |
|--|-------|
| Population within most deprived 25% of all areas in England    | 1,718 |
| % population within most deprived 25% of all areas in England  | 11%   |
| Population within least deprived 25% of all areas in England   | 0     |
| % population within least deprived 25% of all areas in England | 0%    |

Deprivation data are not available for wards but the following tables show which wards contain the most deprived LSOA in the Town Area

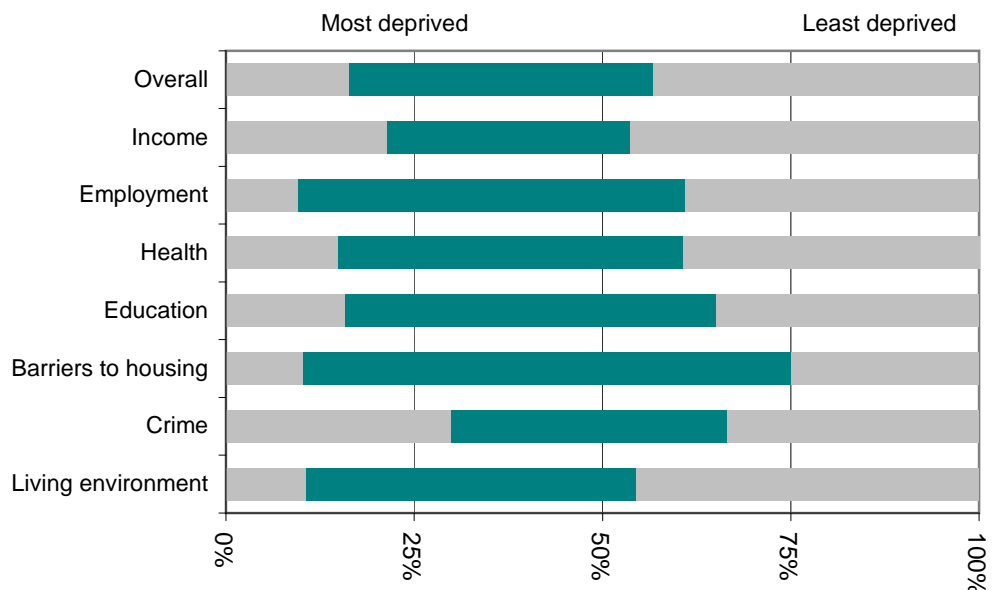
### Most deprived areas

|  |                                |
|--|--------------------------------|
| Overall                                    | Dawlish Central and North East |
| Income Deprivation                         | Dawlish Central and North East |
| Employment Deprivation                     | Dawlish Central and North East |
| Health Deprivation and Disability          | Dawlish Central and North East |
| Education, Skills and Training Deprivation | Dawlish South West             |
| Barriers to Housing and Services           | Dawlish Central and North East |
| Living Environment Deprivation             | Dawlish Central and North East |
| Crime                                      | Dawlish Central and North East |

### Least deprived areas

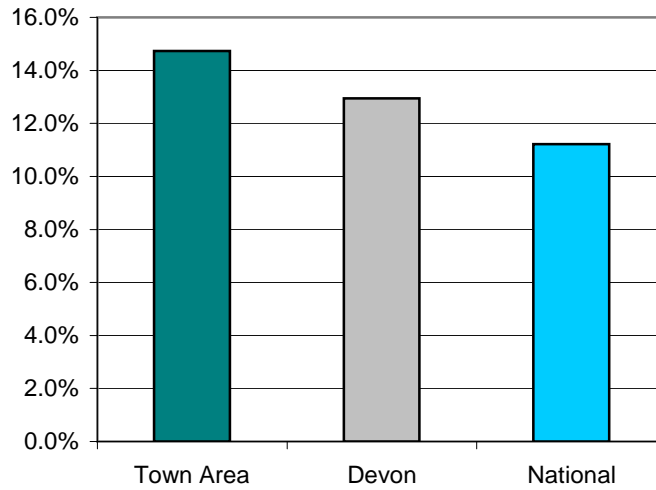
|  |                                |
|--|--------------------------------|
| Overall                                    | Dawlish South West             |
| Income Deprivation                         | Dawlish South West             |
| Employment Deprivation                     | Kenton with Starcross          |
| Health Deprivation and Disability          | Dawlish Central and North East |
| Education, Skills and Training Deprivation | Kenton with Starcross          |
| Barriers to Housing and Services           | Kenton with Starcross          |
| Living Environment Deprivation             | Kenton with Starcross          |
| Crime                                      | Kenton with Starcross          |

This graph shows the range of deprivation in the Dawlish Town Area. The larger the green bar the more variation there is within the area.



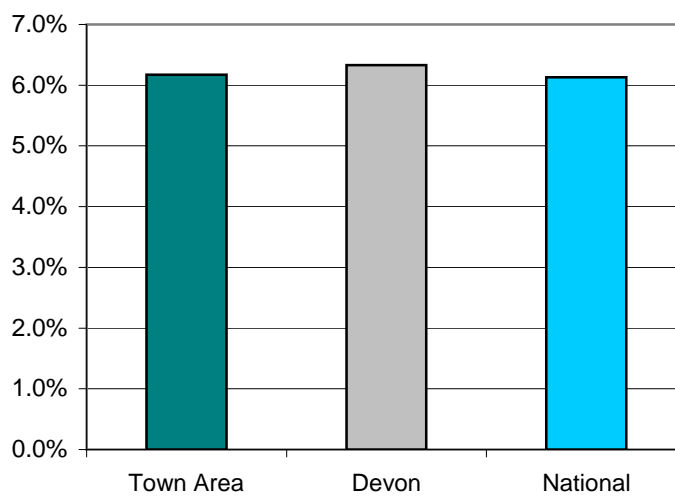
## Children Living In Poverty - 2011

|  | <i>Dawlish</i> | <i>Remainder</i> | <i>Town Area</i> | <i>Teignbridge</i> | <i>Devon</i> | <i>National</i> |
|--|----------------|------------------|------------------|--------------------|--------------|-----------------|
| Percentage of children living in poverty | 15.4%          | 12.3%            | 14.7%            | 12.8%              | 12.9%        | 11.2%           |



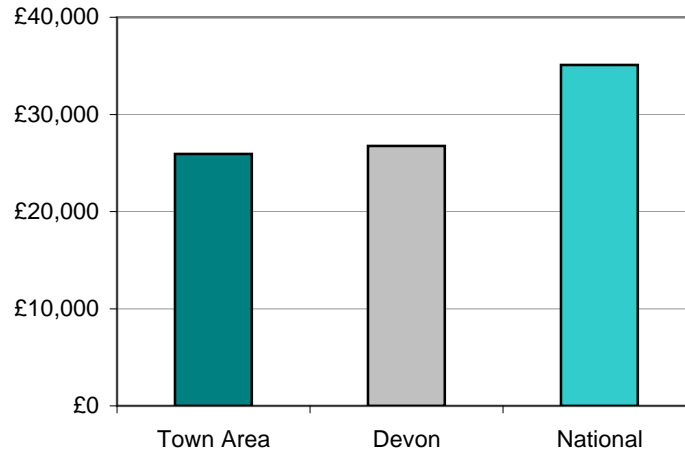
## Percentage of Fuel Poverty Households - 2008

|                                       | <i>Dawlish</i> | <i>Remainder</i> | <i>Town Area</i> | <i>Teignbridge</i> | <i>Devon</i> | <i>National</i> |
|---------------------------------------|----------------|------------------|------------------|--------------------|--------------|-----------------|
| Percentage of fuel poverty households | 6.2%           | 6.2%             | 6.2%             | 6.2%               | 6.3%         | 6.1%            |



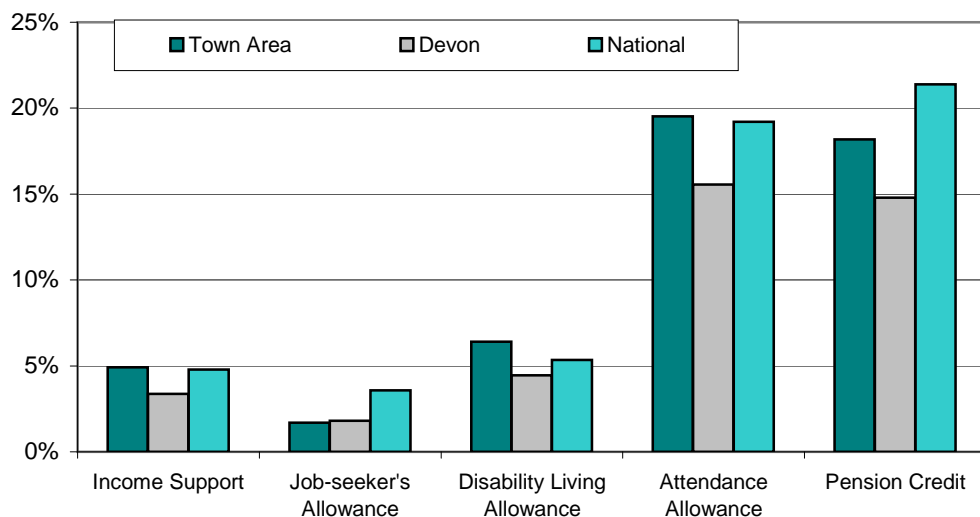
## Income - 2008

|                    | <i>Dawlish</i> | <i>Remainder</i> | <i>Town Area</i> | <i>Teignbridge</i> | <i>Devon</i> | <i>National</i> |
|--------------------|----------------|------------------|------------------|--------------------|--------------|-----------------|
| Average income (£) | 25,800         | 26,600           | 25,900           | 27,500             | 26,800       | 35,100          |



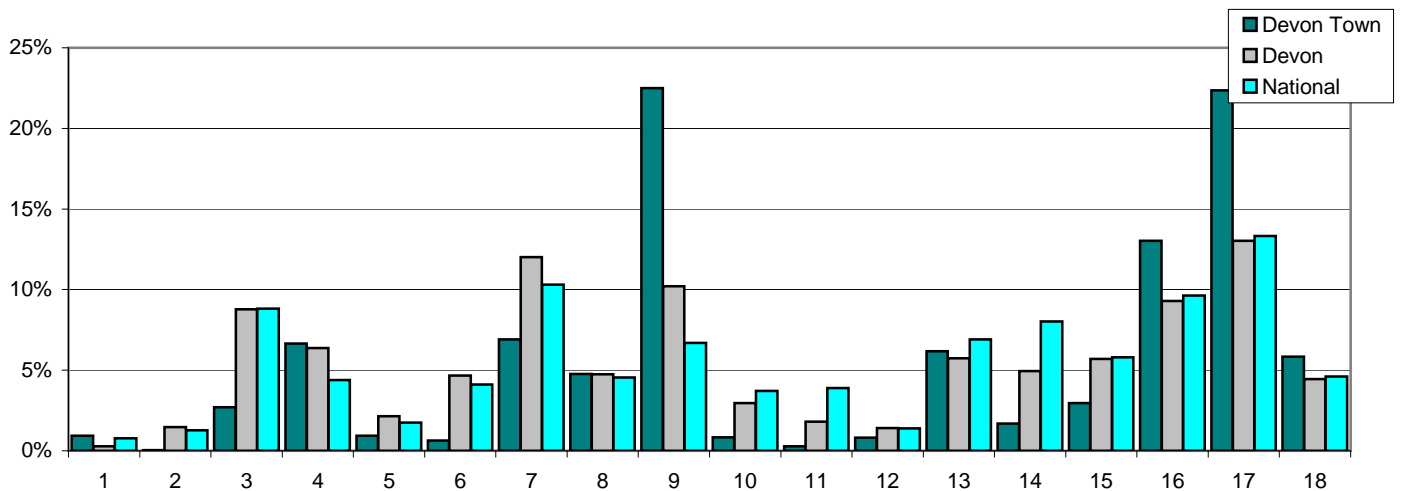
## Benefits - 2011

| Percent of:   | <i>Dawlish</i> | <i>Remainder</i> | <i>Town Area</i> | <i>Teignbridge</i> | <i>Devon</i> | <i>National</i> |
|---|----------------|------------------|------------------|--------------------|--------------|-----------------|
| 16-59 year olds claiming Income Support               | 4.9%           | 5.0%             | 4.9%             | 3.4%               | 3.4%         | 4.8%            |
| 16-64 year olds claiming Job Seekers Allowance        | 1.6%           | 2.2%             | 1.7%             | 1.8%               | 1.8%         | 3.6%            |
| Total population claiming Disability Living Allowance | 6.4%           | 6.7%             | 6.4%             | 4.8%               | 4.5%         | 5.3%            |
| 65 and older claiming Attendance Allowance            | 18.6%          | 27.6%            | 19.5%            | 16.8%              | 15.6%        | 19.2%           |
| 60 and older claiming Pension Credit                  | 17.2%          | 26.8%            | 18.2%            | 15.7%              | 14.8%        | 21.4%           |



## Employment - 2010

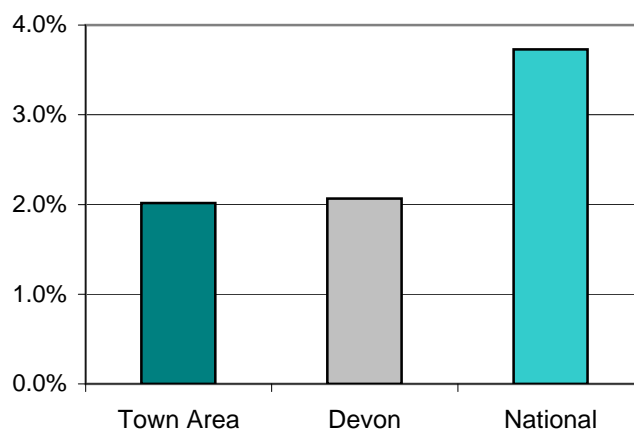
| Percent of all employees                            | Dawlish | Remainder | Town Area | Teignbridge | Devon | National |
|---|---------|-----------|-----------|-------------|-------|----------|
| 1 Agriculture, forestry & fishing                   | 0.1%    | 4.9%      | 0.9%      | 0.6%        | 0.3%  | 0.8%     |
| 2 Mining, quarrying & utilities                     | 0.1%    | 0.0%      | 0.0%      | 1.6%        | 1.5%  | 1.3%     |
| 3 Manufacturing                                     | 3.0%    | 1.2%      | 2.7%      | 9.2%        | 8.8%  | 8.8%     |
| 4 Construction                                      | 2.8%    | 26.6%     | 6.7%      | 6.7%        | 6.4%  | 4.4%     |
| 5 Motor trades                                      | 1.1%    | 0.0%      | 0.9%      | 2.2%        | 2.1%  | 1.8%     |
| 6 Wholesale   | 0.5%    | 1.3%      | 0.6%      | 5.7%        | 4.7%  | 4.1%     |
| 7 Retail  | 7.5%    | 3.7%      | 6.9%      | 14.3%       | 12.0% | 10.3%    |
| 8 Transport & storage (inc postal)                  | 5.5%    | 1.0%      | 4.8%      | 4.0%        | 4.7%  | 4.6%     |
| 9 Accommodation & food services                     | 25.8%   | 5.5%      | 22.5%     | 11.3%       | 10.2% | 6.7%     |
| 10 Information & comms                              | 0.6%    | 1.8%      | 0.8%      | 1.7%        | 3.0%  | 3.7%     |
| 11 Financial & insurance                            | 0.3%    | 0.0%      | 0.3%      | 1.0%        | 1.8%  | 3.9%     |
| 12 Property   | 0.8%    | 0.6%      | 0.8%      | 1.0%        | 1.4%  | 1.4%     |
| 13 Professional, scientific & technical             | 5.3%    | 10.4%     | 6.2%      | 4.2%        | 5.7%  | 6.9%     |
| 14 Business administration & support services       | 1.8%    | 1.0%      | 1.7%      | 5.0%        | 4.9%  | 8.0%     |
| 15 Public administration & defence                  | 0.6%    | 15.1%     | 3.0%      | 5.1%        | 5.7%  | 5.8%     |
| 16 Education  | 14.1%   | 7.3%      | 13.0%     | 9.3%        | 9.3%  | 9.6%     |
| 17 Health   | 24.1%   | 13.6%     | 22.4%     | 12.3%       | 13.0% | 13.3%    |
| 18 Arts, entertainment, recreation & other services | 5.8%    | 5.8%      | 5.8%      | 4.8%        | 4.4%  | 4.6%     |



Note: This table does not include self-employed businesses which can result in low figures especially in the Agriculture, Forestry & Fishing classification.

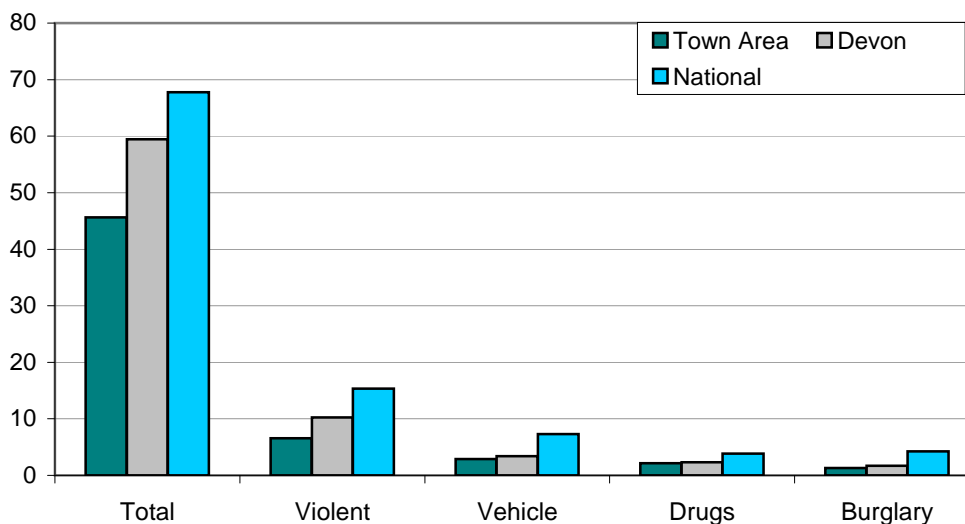
## Unemployment - 2011

|                             | <i>Dawlish</i> | <i>Remainder</i> | <i>Town Area</i> | <i>Teignbridge</i> | <i>Devon</i> | <i>National</i> |
|-----------------------------|----------------|------------------|------------------|--------------------|--------------|-----------------|
| Number unemployed           | 168            | 23               | 191              | 1,499              | 9,451        | 1,461,644       |
| % of working age population | 2.2%           | 1.3%             | 2.1%             | 2.1%               | 2.2%         | 4.0%            |



## Crime - April 2010 - March 2011

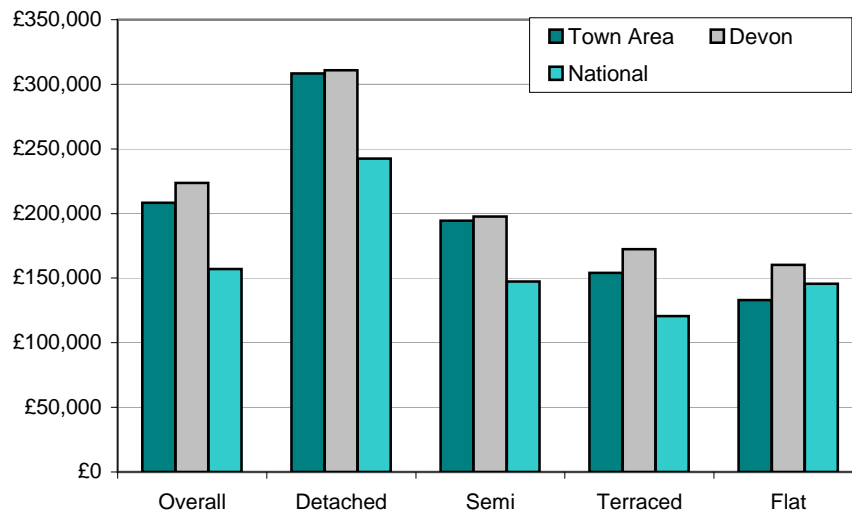
| Crimes per 1,000 population | <i>Dawlish</i> | <i>Remainder</i> | <i>Town Area</i> | <i>Teignbridge</i> | <i>Devon</i> | <i>National</i> |
|-----------------------------|----------------|------------------|------------------|--------------------|--------------|-----------------|
| Total crime                 | 48.0           | 29.6             | 45.7             | 53.2               | 59.5         | 67.8            |
| Violent crime               | 7.2            | 2.5              | 6.6              | 8.7                | 10.3         | 15.4            |
| Vehicle crime               | 3.1            | 1.5              | 2.9              | 3.7                | 3.4          | 7.3             |
| Drug offences               | 2.3            | 1.5              | 2.2              | 2.1                | 2.3          | 3.8             |
| House burglary              | 1.4            | 0.5              | 1.3              | 1.4                | 1.7          | 4.2             |



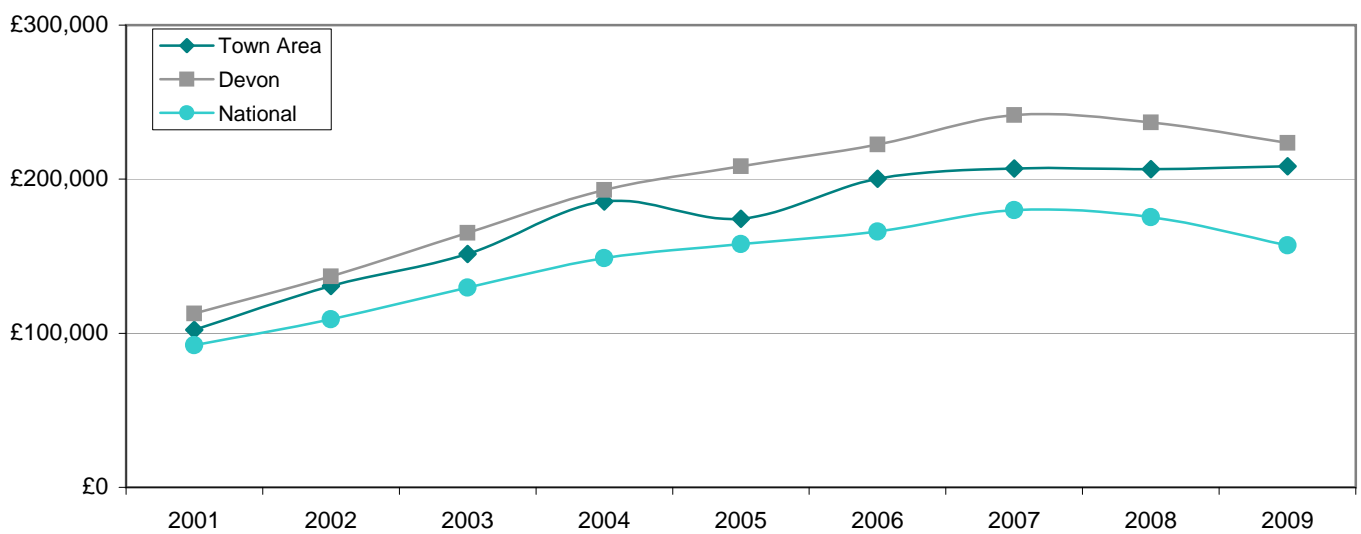
Note: Vehicle Crime Includes: Interfering with a motor vehicle

# House prices - 2009

| Average prices (£) | Dawlish | Remainder | Town Area | Teignbridge | Devon   | National |
|--------------------|---------|-----------|-----------|-------------|---------|----------|
| Overall            | 209,760 | 197,198   | 208,320   | 215,125     | 223,645 | 157,033  |
| Detached           | 313,338 | 269,028   | 308,353   | 295,272     | 310,899 | 242,492  |
| Semi-detached      | 192,889 | 202,550   | 194,554   | 191,270     | 197,577 | 147,464  |
| Terraced           | 156,002 | 134,417   | 154,125   | 157,323     | 172,313 | 120,663  |
| Flat/Maisonette    | 134,583 | 116,375   | 133,000   | 127,736     | 160,202 | 145,635  |



| Overall average price (£) | 2001    | 2002    | 2003    | 2004    | 2005    | 2006    | 2007    | 2008    | 2009    |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Dawlish                   | 102,166 | 130,755 | 151,477 | 185,558 | 174,337 | 200,324 | 206,889 | 206,602 | 208,320 |
| Devon                     | 112,813 | 136,969 | 165,264 | 193,056 | 208,323 | 222,478 | 241,523 | 236,770 | 223,645 |
| England & Wales           | 92,183  | 108,982 | 129,632 | 148,744 | 157,880 | 166,063 | 179,905 | 175,434 | 157,033 |



## Place Survey - 2008

The 2008 Place Survey provides information on people's perceptions of their local area and the local services they receive. The survey collects information on 18 national indicators for local government, used to measure local government performance for 152 county councils, metropolitan district councils, London boroughs and unitary authorities.

Further information can be found on the Department for Communities and Local Government's website: [www.communities.gov.uk](http://www.communities.gov.uk)

Figures are the proportion of people responding to the survey who live in the Dawlish Town Area.

### What things are most important in making somewhere a good place to live?

|     |                           |
|-----|---------------------------|
| 59% | Health services           |
| 46% | The level of crime        |
| 36% | Clean streets             |
| 33% | Public transport          |
| 29% | Affordable decent housing |

### What things most need improving in this area?

|     |                                 |
|-----|---------------------------------|
| 43% | Road and pavement repairs       |
| 41% | Activities for teenagers        |
| 34% | The level of traffic congestion |
| 33% | Affordable decent housing       |
| 27% | Clean streets                   |

### People saying they are very satisfied or fairly satisfied with

|                                     | Town Area | Devon |
|-------------------------------------|-----------|-------|
| Their local area as a place to live | 90%       | 89%   |
| Their local council                 | 64%       | 52%   |
| Their county council                | 54%       | 45%   |

## Education - June 2011

Dawlish
Remainder
Town Area
Teignbridge
Devon
National

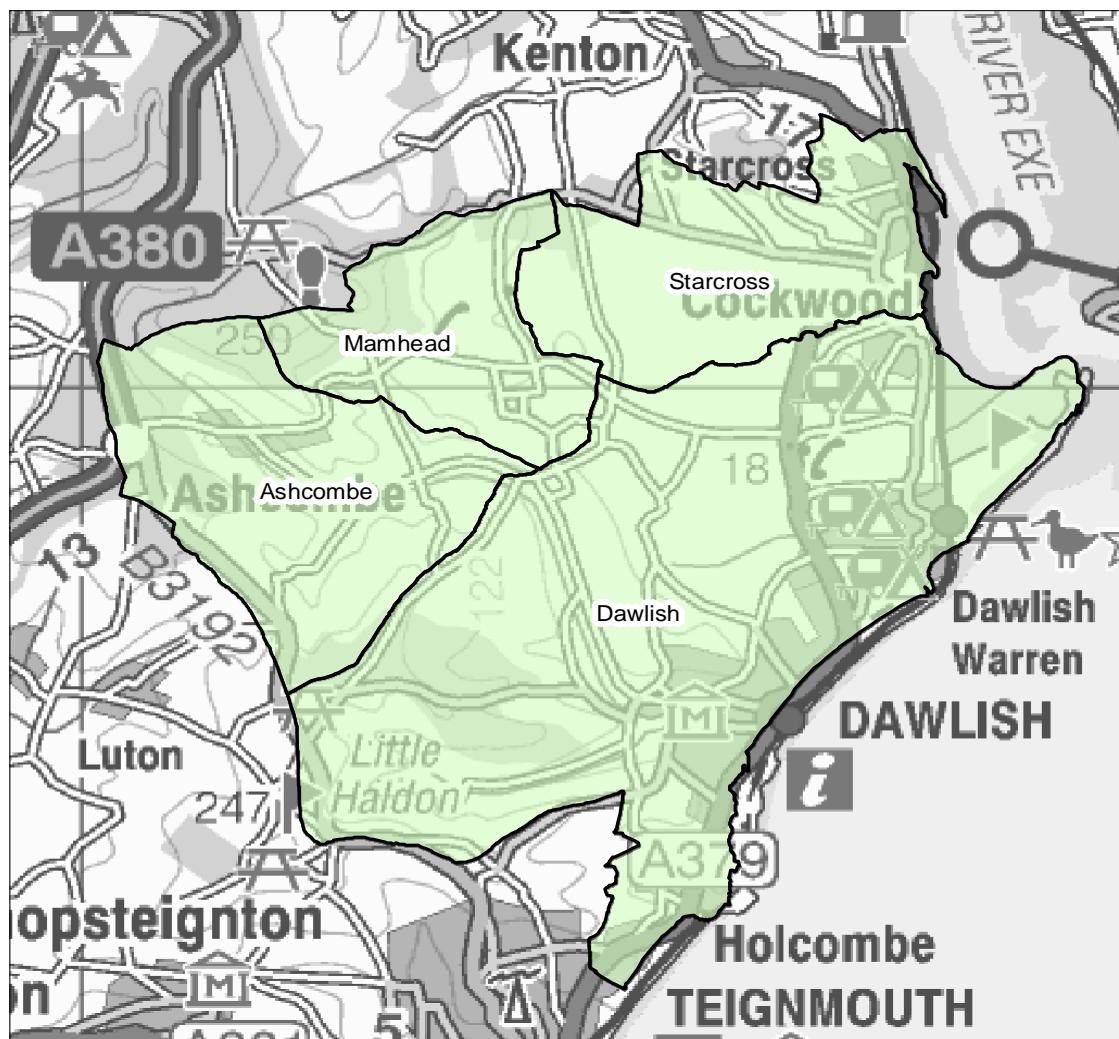
% children achieving Key Stage 2 level 4 or above in

|         | Dawlish | Remainder | Town Area | Teignbridge | Devon | National |
|---------|---------|-----------|-----------|-------------|-------|----------|
| English | 86%     | 81%       | 85%       | 86%         | 85%   | 81%      |
| Maths   | 85%     | 85%       | 85%       | 86%         | 84%   | 82%      |
| Science | 86%     | 81%       | 100%      | 90%         | 87%   | 85%      |

% children achieving 5 or more GCSEs at grades

|                | Dawlish | Remainder | Town Area | Teignbridge | Devon | National |
|----------------|---------|-----------|-----------|-------------|-------|----------|
| A*-C           | 72%     | 46%       | 76%       | 74%         | 74%   | 80%      |
| A*-C including | 54%     | 36%       | 57%       | 56%         | 58%   | 59%      |
| A*-G           | 89%     | 68%       | 96%       | 95%         | 96%   | n/a      |

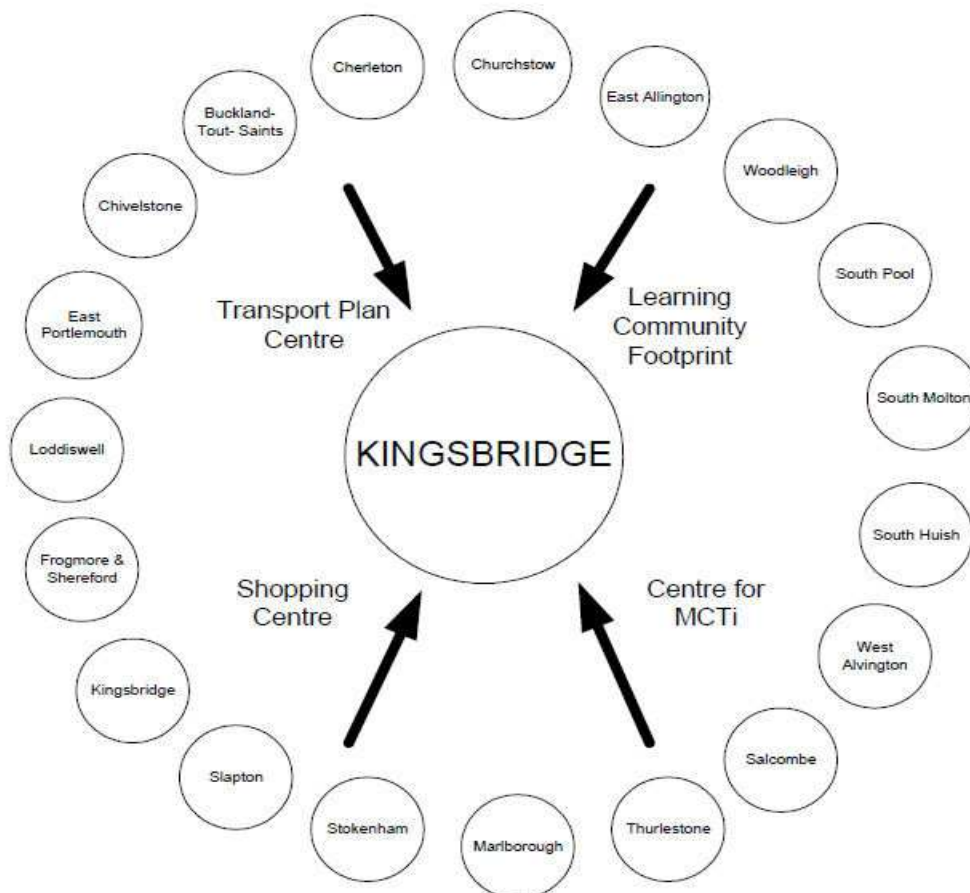
Dawlish area



## Identifying Devon Towns

The main factor that decides a town's hinterland is provision of services; the place that the hinterland looks to in order to provide the things it needs to survive. In order to identify the 28 Devon Towns, analysis of the following services and other relevant factors have been taken into account:

- Local Travel Plans – which are based on public consultation and map local travel patterns, the majority of which are short ones in and around local communities as part of people's daily lives.
- Shopping catchment areas – which are the service most frequently accessed by people.
- Learning Community catchment areas – which have a major influence on where people look to for services. Learning Community catchments do not always follow district or even county boundaries, but are based on a collection of feeder primary schools.
- Market and Coastal Towns Initiative areas - The Market and Coastal Towns Initiative was started after recognition that the health of a market town is vital to the well being of its hinterland, and that many of Devon's market towns were in need of regeneration. It was a Central Government initiative, administered by the RDAs. Over half of Devon was included in the Market and Coastal Towns Initiative.
- Parishes - The boundary definitions are shown in terms of parishes, as they are traditionally the smallest area used for 'clustering'. The diagram below is an illustration of how this works for one Devon Town: Kingsbridge.



Exeter also provides a similar or related "market town" function as well as being a sub regional centre with a larger sphere of influence.

## Further information and sources

Population : 2001 - Census © Crown copyright  
2011 - Patient and Practitioner Services Agency, national figures from mid-2010 estimate

Population attributes : Mosaic Public Sector 2010 © Experian

Deprivation : Indices of Deprivation 2010  
Department for Communities and Local Government  
© Crown copyright  
<http://www.communities.gov.uk/indices>

Children Living in Poverty : Child Poverty Unit 2011  
<http://endchildpoverty.org.uk/>

Fuel Poverty Households : Fuel Poverty Indicator 2008  
<http://www.fuelpovertyindicator.org.uk/>

Income : Estimates based on Experian's Mosaic Household dataset 2008  
© Experian

Benefits : May 2011 - Department for Work and Pensions  
© Crown copyright  
<http://research.dwp.gov.uk/asd/tabtool.asp>

Employment : Business Register and Employment Survey/Annual Business Inquiry 2010  
Office for National Statistics © Crown copyright  
<http://www.nomisweb.co.uk>

Unemployment : April 2011 - Office for National Statistics  
© Crown copyright  
<http://www.nomisweb.co.uk>

Crime : April 2010 - March 2011  
Devon and Cornwall Constabulary

Education : June 2011 - Children and Young People's Directorate  
Devon County Council  
Local figures relate to children living in an area and attending a Devon County Council

House prices : Land Registry 2009  
© Crown copyright  
National figures relates to England and Wales. Overall national house price is weighted by number of sales in each month. National house prices by type are simple averages of monthly averages - this figure may be skewed if there were a large number of sales in a

Place Survey : Department for Communities and Local Government 2008  
© Crown copyright  
<http://www.communities.gov.uk/publications/localgovernment/newplacesurvey>