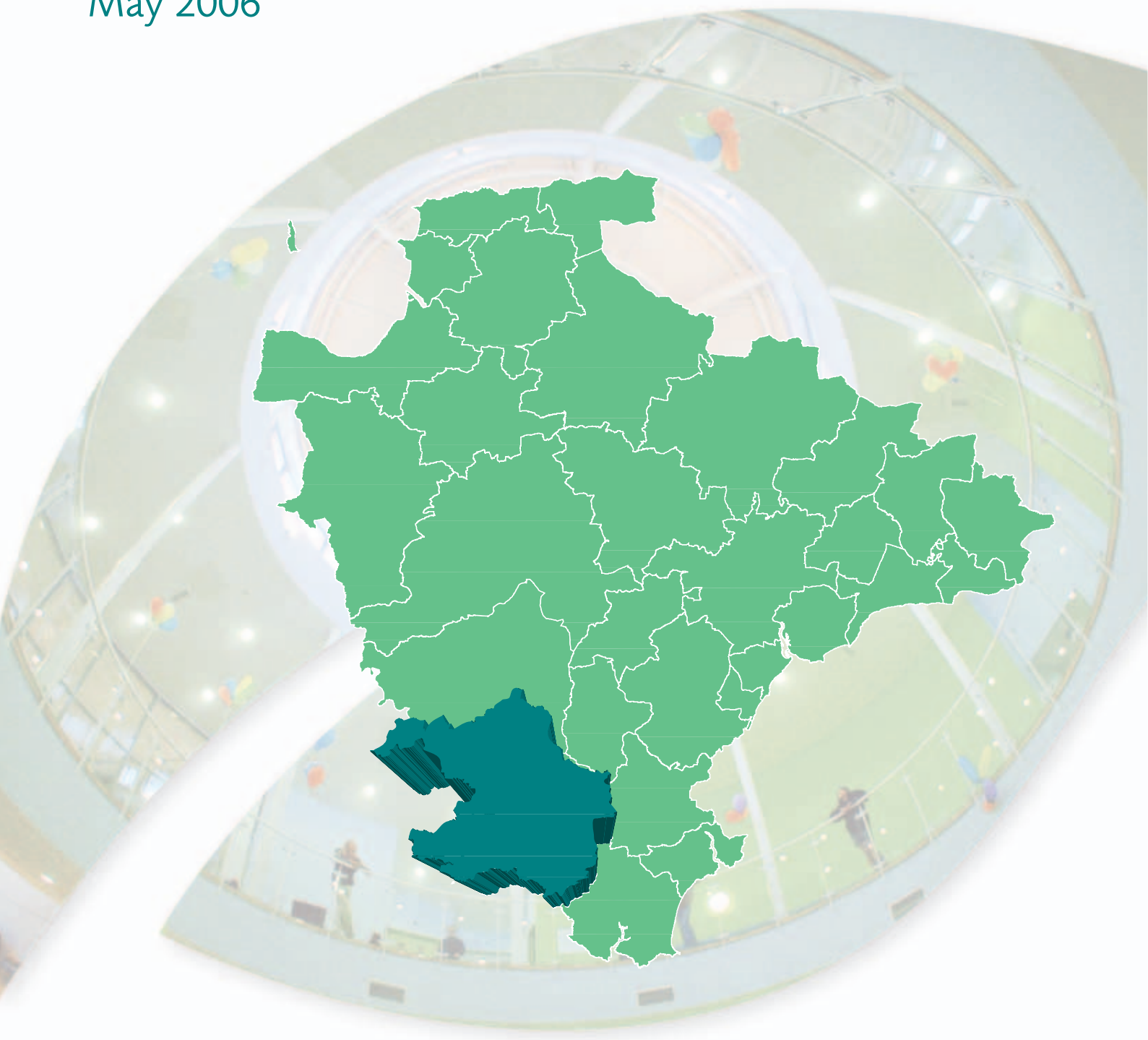


# Ivybridge

## Devon Town Baseline Profile

May 2006

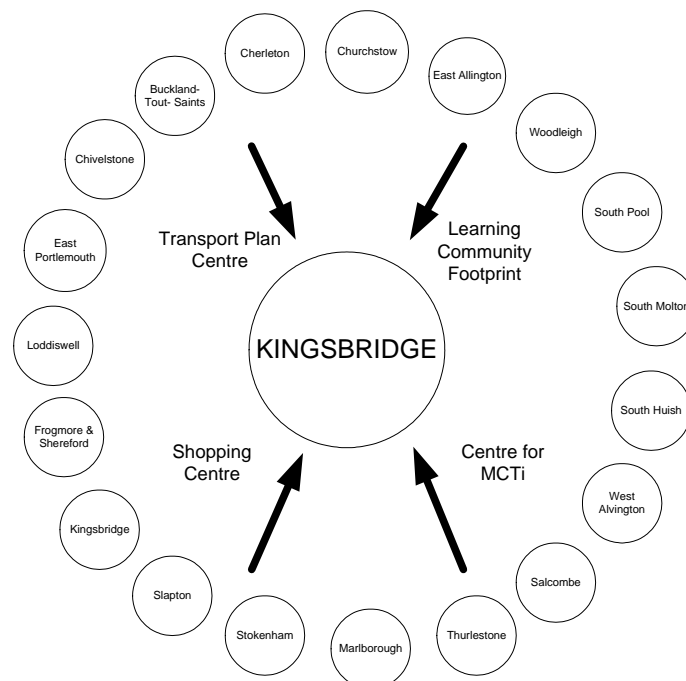


# Identifying Devon Towns

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 is a Central Government initiative, administered by the RDAs. Over half of Devon is 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.

## Foreword

In Devon, we want a county for everyone.

We want all to share in our economic prosperity, to have access to the best possible public services and to enjoy a good quality of life.

Our county is made up of many small and scattered communities built around larger market and coastal towns and the vibrant city of Exeter.

To make sure that the County Council and other agencies provide a good service to all these diverse communities and can meet their future needs, we need to fully understand and take into account the local situation and any local issues.

We call this initiative “Connecting with Communities” and it is a key part of our Strategic Plan for the future of Devon.

To help, we have produced a local profile of each of the key market and coastal towns in Devon and their surrounding area.

Based on key facts and figures, these profiles are just a starting point for local discussion about the real needs and priorities of each of our communities.

I hope you find this information useful and that it proves an invaluable resource in all future local planning.

Councillor Des Hannon  
Executive Support Member for Improvement and Customer Service  
Devon County Council



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## Introduction

This profile, one of 29 covering the area of Devon County Council, has been generated by the County Council's Corporate Information Service and is an important resource contribution to local community planning work.

Each profile provides a statistical overview, based on a series of facts and figures, of what life is like in each "Devon town" area. The profile contains a baseline of information and is intended to provide the basis for further discussion and development within the County Council and with partners.

In light of these discussions the profile can grow into a more rounded picture describing "how things are" for each area, as well as to set out the likely future actions that will be needed to redress any gaps in service or unmet needs.

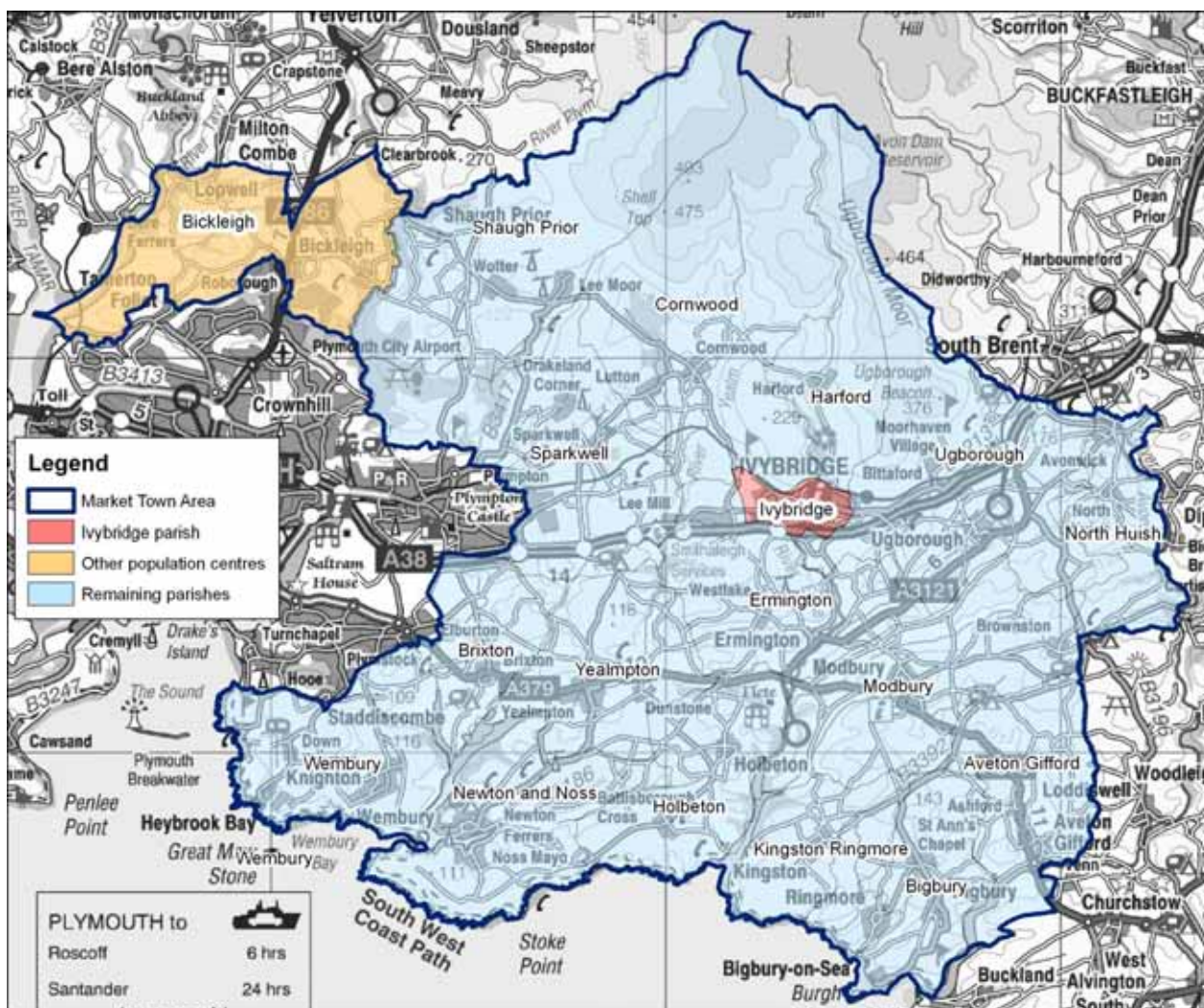
The profile is structured around a series of themes to cover social, economic and environmental well being. This is a starting point in producing profiles about our "Devon town" areas in which considerable effort has been made to provide a comprehensive series of data. Further data will be added to subsequent editions as they become available to provide a more complete picture and monitor trends.

The profiles are available on the County Council website – [www.devon.gov.uk/devontownprofiles](http://www.devon.gov.uk/devontownprofiles)

## Area definition

Market town areas have been defined as aggregations of parishes. The following 19 parishes make up the Ivybridge market town area:

Aveton Gifford	Bickleigh (Population Ctr)	Bigbury	Brixton	Cornwood
Ermington	Harford	Holbeton	Ivybridge	Kingston
Modbury	Newton and Noss	North Huish	Ringmore	Shaugh Prior
Sparkwell	Ugborough	Wembury	Yealampton	



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As much of the data included in this profile is produced at a ward level, a 'best-fit' of wards is also used. Wards are included in one market town area if more than 60% of the population of that ward live within the market town boundary. If between 40% and 60% of a ward's population falls within a market town area it will be included, but may also be included in another area.

The wards that comprise the market town area in this profile are as follows:

Bickleigh & Shaugh	Charterlands	Cornwood & Sparkwell	Erme Valley
Ivybridge Central	Ivybridge Filham	Ivybridge Woodlands	Newton & Noss
Wembury & Brixton	Yealampton		

All ten wards fall completely inside the market town boundary. With only 17% of the population of Avon & Harbourne ward in Ivybridge market town area this ward was not included.

Each market town area is comprised of a centre (coloured red) and its surrounding hinterland (referred to as the "Remaining parishes" throughout this document). The centre for this profile is considered to be the parish of Ivybridge, or the three wards of Ivybridge Central, Ivybridge Filham and Ivybridge Woodlands.

There is also an additional population centre – Bickleigh – coloured orange. This is a parish which the 2001 Census showed a resident population that exceeded 3,000. The ward of Bickleigh & Shaugh is used as a best-fit for the parish of Bickleigh.

---

Some national datasets are released using a new geographic hierarchy – Super Output Areas. The lowest level – Lower Super Output Areas (or LSOAs) – is about one third the size of a ward. These are aggregated to form Middle Super Output Areas (MSOAs). Where data are only available at Super Output Area a best-fit approach has been adopted. There are 22 LSOAs that fall either fully or partially inside the market town area, seven of which form Ivybridge parish and three make up Bickleigh. There are five MSOAs in the market town area, one of which forms Ivybridge parish and the rest provide a best fit for the remaining parishes – it is not possible to use MSOAs to represent Bickleigh parish.

Additional information has been included to provide some comparisons. All tables have data for the South Hams district and the area administered by Devon County Council – where reference is made to the county of Devon this refers to the area covered by Devon County Council, which does not include Plymouth or Torbay. Where possible data are also included at a national level, either for England or England & Wales.

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This profile makes use of data from the 1991 and 2001 Censuses. All such data is acknowledged as Crown Copyright.

# Population

## Summary

The structure of the population is markedly different to that across the district and the county especially in Ivybridge and Bickleigh parishes. Here there are much higher proportions of children and the younger working age group (25-44) with correspondingly low numbers of the over 45s. This trend is reversed in the remaining parishes.

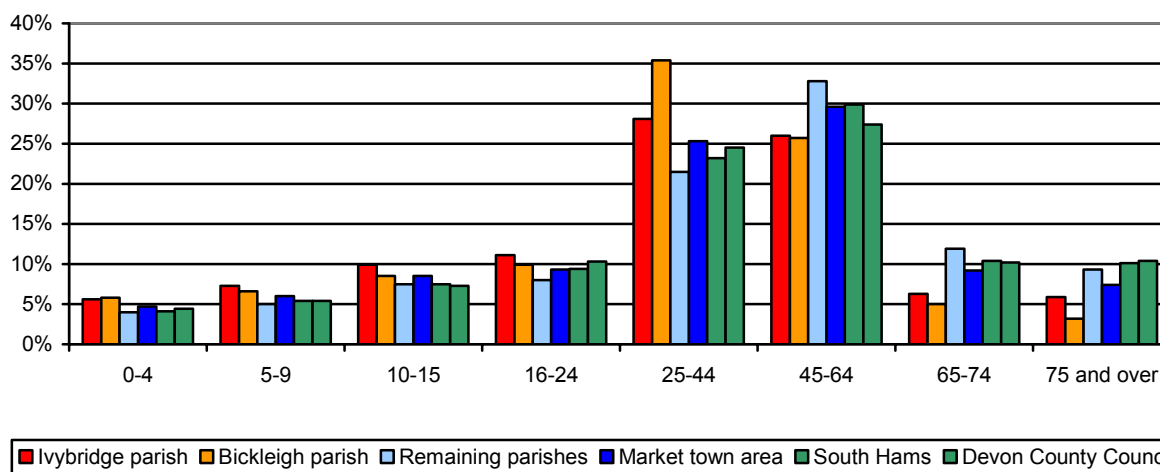
There has been significant population growth since 1991 in the area with Ivybridge parish growing by more than a quarter.

The proportion of people from minority ethnic groups in the market town area is slightly lower than the district and county averages except in Bickleigh parish.

The level of households occupied by individuals in the market town area as a whole is quite low compared to the district and county averages.

## Percentage of population by age band (2004)

Area	Total population	Age band							
		0-4	5-9	10-15	16-24	25-44	45-64	65-74	75 and over
Ivybridge parish	12,326	5.6%	7.3%	9.9%	11.1%	28.1%	26.0%	6.3%	5.9%
Bickleigh parish	3,824	5.8%	6.6%	8.5%	9.9%	35.4%	25.7%	5.0%	3.2%
Remaining parishes	18,946	4.0%	5.0%	7.5%	8.0%	21.5%	32.8%	11.9%	9.3%
Market town area	35,096	4.7%	6.0%	8.5%	9.3%	25.3%	29.6%	9.2%	7.4%
South Hams	85,921	4.1%	5.4%	7.5%	9.4%	23.2%	29.9%	10.4%	10.1%
Devon County Council	742,911	4.4%	5.4%	7.3%	10.3%	24.5%	27.4%	10.2%	10.4%



Source: South Devon Health Informatics Service (FHSA data)

## Population change (1991 to 2004)

Area	1991	2001	2004	% change 1991 to 2004
Ivybridge parish	9,627	12,053	12,326	28.0%
Bickleigh parish	3,596	4,313	3,824	6.3%
Remaining parishes	17,555	17,717	18,946	7.9%
Market town area	30,778	34,083	35,096	14.0%
South Hams	77,565	81,849	85,921	10.8%
Devon County Council	646,903	704,493	742,911	14.8%

Source: 1991 and 2001 Census, 2004 South Devon Health Informatics Service (FHSA data)

**Ethnicity (2001)**

Area	Ethnic Group				
	All People	White	% White	Black and minority ethnic	% Black and minority ethnic
Ivybridge parish	12,053	11,975	99.4%	78	0.6%
Bickleigh parish	4,313	4,222	97.9%	91	2.1%
Remaining parishes	17,717	17,578	99.2%	139	0.8%
Market town area	34,083	33,775	99.1%	308	0.9%
South Hams	81,849	81,102	99.1%	747	0.9%
Devon County Council	704,493	696,590	98.9%	7,903	1.1%
England	49,138,831	44,679,361	90.9%	4,459,470	9.1%

Source: 2001 Census

**Household composition (2001)**

Area	All households	Single person households		Households comprising more than one person	
		Number	%	Number	%
Ivybridge parish	4,536	948	20.9%	3,588	79.1%
Bickleigh parish	1,529	379	24.8%	1,150	75.2%
Remaining parishes	7,533	1,903	25.3%	5,630	74.7%
Market town area	13,598	3,230	23.8%	10,368	76.2%
South Hams	34,810	9,766	28.1%	25,044	71.9%
Devon County Council	298,574	86,890	29.1%	211,684	70.9%
England	20,451,427	6,150,264	30.1%	14,301,163	69.9%

Source: 2001 Census

# Deprivation

## Summary

No Lower Super Output Areas (LSOA) are ranked in the most deprived 25% nationally, with four LSOAs ranked in the next 25% most deprived, seven are in the 50-75% and eleven in the 75-100% category.

The principal source of deprivation data is currently The Indices of Deprivation 2004. This is a Lower Super Output Area (LSOA) level measure of multiple deprivation and is made up of seven domains. A LSOA is an area of about 1,500 people and has been devised to standardise statistical geography across the country. The seven domains are:

- Income Deprivation
- Employment Deprivation
- Health Deprivation and Disability
- Education, Skills and Training Deprivation
- Barriers to Housing and Services
- Living Environment Deprivation
- Crime

There are two supplementary Indices (Income Deprivation Affecting Children and Income Deprivation Affecting Older People).

The model which underpins the Index of Deprivation 2004 is based on the idea of distinct dimensions of deprivation which can be recognised and measured separately. These are experienced by individuals living in an area. Where possible, the indicators relate to 2001.

The information will help target policies and funding, reinforcing the Government's drive to improve the quality of life in disadvantaged communities.

There are over 32,000 LSOAs in the 2004 index, replacing the 8,500 wards used to construct the Index of Multiple Deprivation 2000. The LSOA boundaries were determined nationally with no local input.

The 2004 index was developed from academic research undertaken by Oxford University.

The table below compares the areas in Devon ranked in the most deprived 25% nationally, in terms of the number of wards in 2000 and the number of LSOAs in 2004, together with the population of these areas.

## Comparison of IMD 2000 and ID 2004

Area	IMD 2000		ID 2004	
	Number of wards	Population	Number of LSOAs	Population
East Devon	1	3,901	0	0
Exeter	3	17,070	14	22,057
Mid Devon	0	0	1	1,652
North Devon	6	21,409	10	14,158
South Hams	1	5,458	0	0
Teignbridge	6	24,408	6	8,918
Torridge	10	22,217	3	5,731
West Devon	1	1,483	0	0
Devon County Council	28	95,946	34	52,516

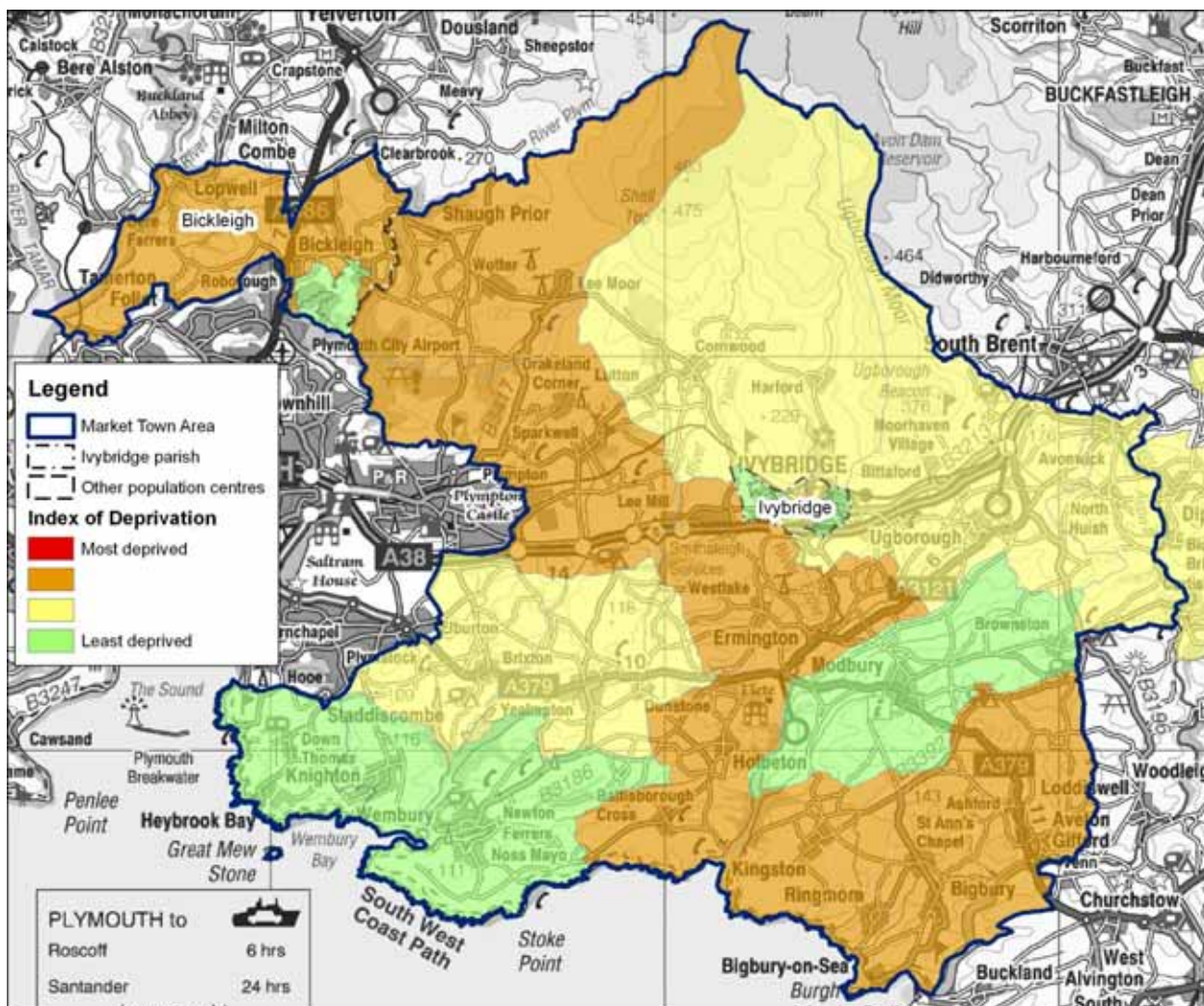
Source: Office of the Deputy Prime Minister and South Devon Health Informatics Service (FHSA data)

Application of the new index reduces the population in Devon perceived to be living in the most deprived areas by around 45%. This is probably due to the addition of crime and the living environment to the index, which in both cases the area covered by Devon County Council would have scored well compared to the national average. The reduced weighting given to the access to services domain may also be a contributing factor.

There are 22 LSOAs that fall either completely or partially within the area covered by this profile. None of these is classified as being in the most deprived 25% of LSOAs nationally. Four LSOAs fall into the next 25% - one of these is located in Bickleigh parish. A further seven LSOAs fall into the 50-75% (two in Ivybridge) most deprived

areas and the remaining 11 LSOAs (five in Ivybridge, two in Bickleigh) are classified as being in the least deprived 25% of LSOAs nationally.

**Map of Index of Deprivation 2004**



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Source: Office of the Deputy Prime Minister

# The Local Economy

## Summary

Unemployment levels are comparatively low.

Economic activity rates as a whole within the market town area are quite high compared to the county and national averages especially in Bickleigh and Ivybridge. These two parishes also have a high percentage of people working full-time. Self-employment levels in the surrounding hinterland are significantly higher than the county and national averages and may well reflect those involved in farming.

Claim rates for Income Support are quite low as are claim rates for Job Seekers Allowance.

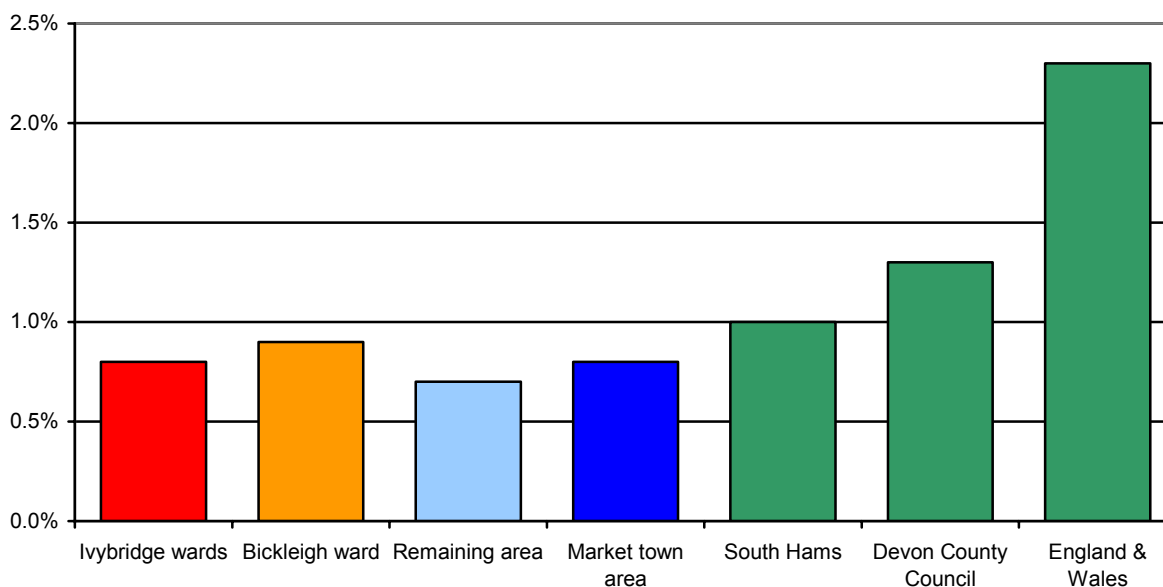
The number of households with an annual income of less than £20,000 is also low, especially in Bickleigh and Ivybridge.

The percentage of employment by industry sector of those living in the market town area highlights the main sectors of employment as wholesale & retail trade, manufacturing, health & social work and public administration & defence. This represents more than 50% of employment in the market town area. Numbers involved in public administration & defence are comparatively high especially in Bickleigh.

The largest numbers of businesses in the market town area are involved in manufacturing, real estate and wholesale & retail trade with over 50% of businesses involved in these sectors.

## Unemployment as a proportion of working age resident population (April 2005)

Area	Number unemployed	% working age population
Ivybridge wards	61	0.8%
Bickleigh & Shaugh ward	33	0.9%
Remaining area	67	0.7%
Market town area	161	0.8%
South Hams	480	1.0%
Devon County Council	5,445	1.3%
England & Wales	752,758	2.3%



Source: Office for National Statistics

## Economic activity (2001)

Area	People aged 16 to 74	Total economically active	Economically active	Employed part-time	Employed full-time	Self-employed	Unemployed	Students
Ivybridge parish	8,369	6,293	75.2%	21.5%	62.3%	9.9%	2.7%	3.6%
Bickleigh parish	3,257	2,644	81.2%	14.6%	72.8%	8.0%	2.0%	2.6%
Remaining parishes	12,927	8,392	64.9%	19.2%	49.1%	25.1%	3.4%	3.1%
Market town area	24,553	17,329	70.6%	19.3%	57.5%	17.0%	3.0%	3.2%
South Hams	58,398	38,453	65.8%	20.1%	50.0%	23.1%	3.5%	3.3%
Devon County Council	503,212	328,379	65.3%	20.5%	52.6%	19.3%	3.9%	3.6%
England	35,532,091	23,756,707	66.9%	17.7%	61.0%	12.4%	5.0%	3.9%

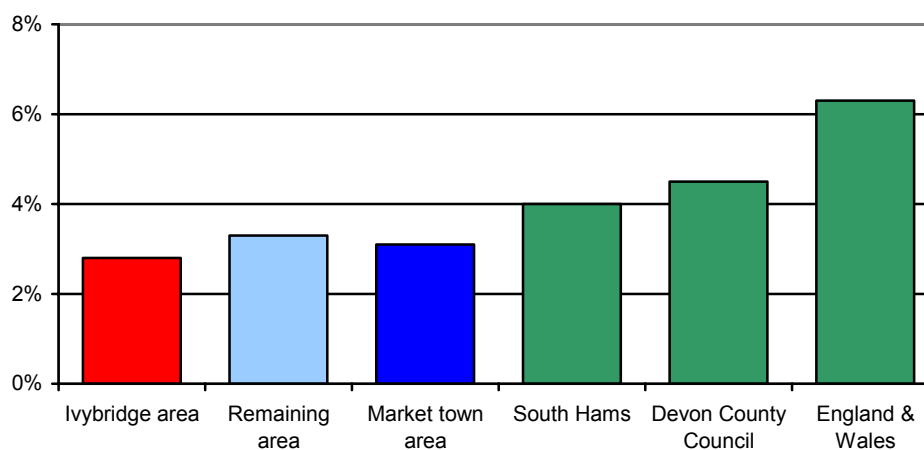
Source: 2001 Census

The data below relating to Income Support and Job Seekers Allowance are based on a best fit of Middle Super Output Areas (MSOAs). One MSOA forms Ivybridge parish and a further four provide a best fit for the remaining parishes (there is no best-fit for Bickleigh parish and this data is not available for this area).

## Income Support and Job Seekers Allowance claim rates (2004)

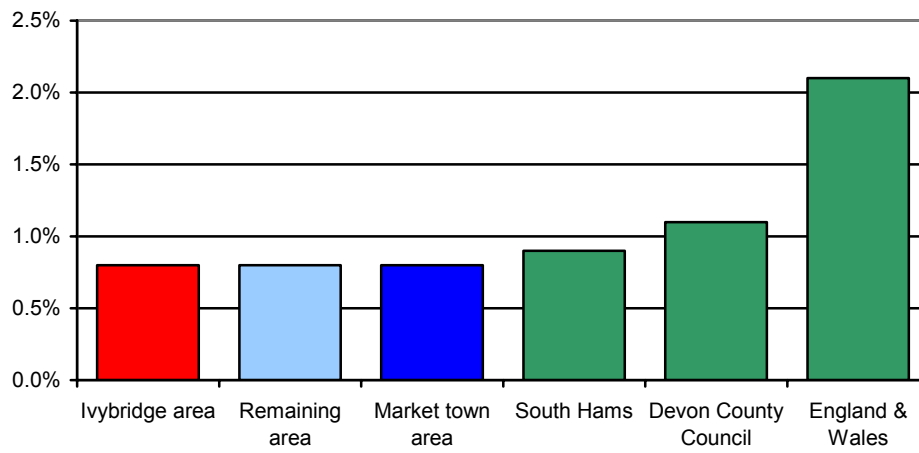
Area	Income Support			Jobseekers Allowance		
	Population aged 16 to 59	All claimants	Claim rate	Population aged 16 to 64	All claimants	Claim rate
Ivybridge area	7,244	205	2.8%	7,671	60	0.8%
Remaining area	15,108	495	3.3%	16,729	140	0.9%
Market town area	22,352	700	3.1%	24,400	200	0.9%
South Hams	44,966	1,790	4.0%	49,785	435	0.9%
Devon County Council	388,926	17,530	4.5%	429,574	4,765	1.1%
England	30,694,973	1,946,020	6.3%	33,239,665	689,810	2.1%

## Income Support claim rates (2004)



Source: Department for Work and Pensions

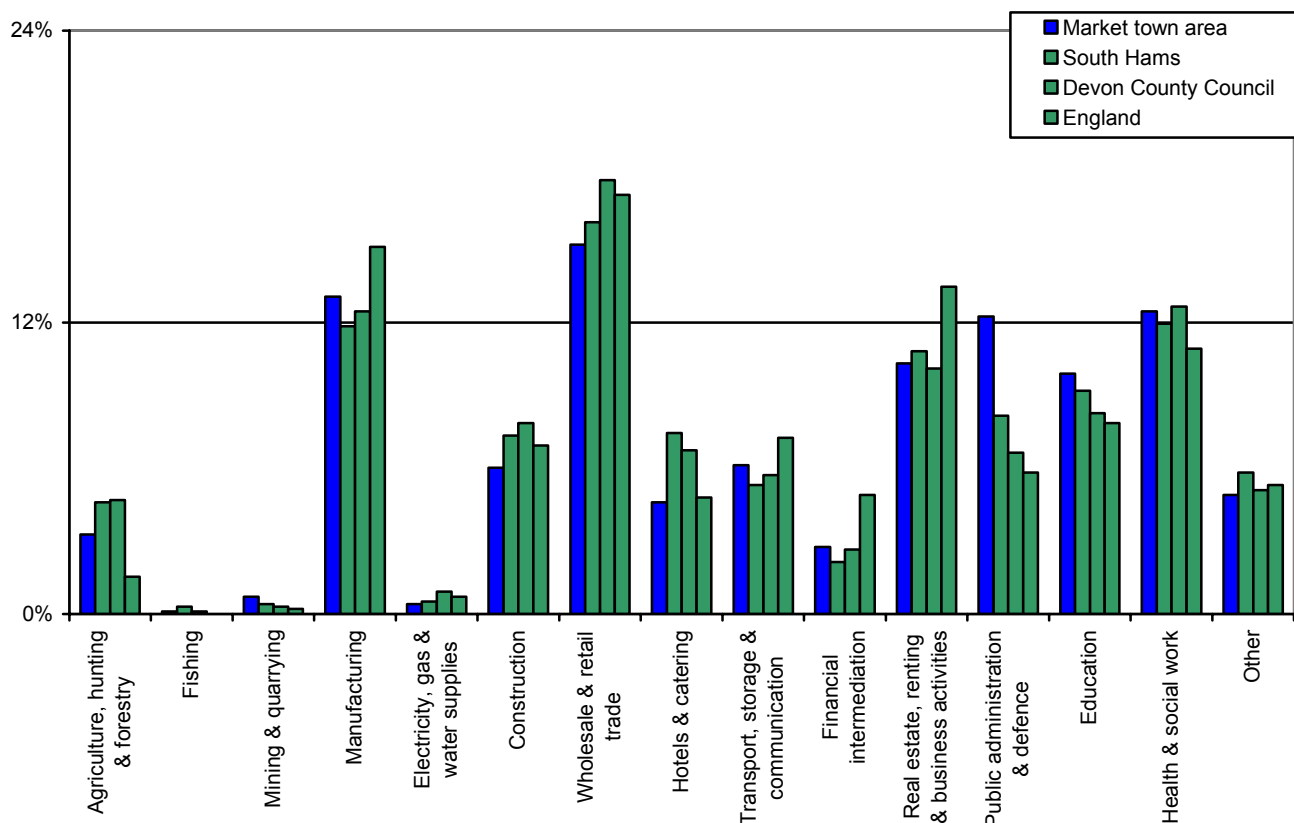
## Job Seeker Allowance claim rates (2004)



Source: Department for Work and Pensions

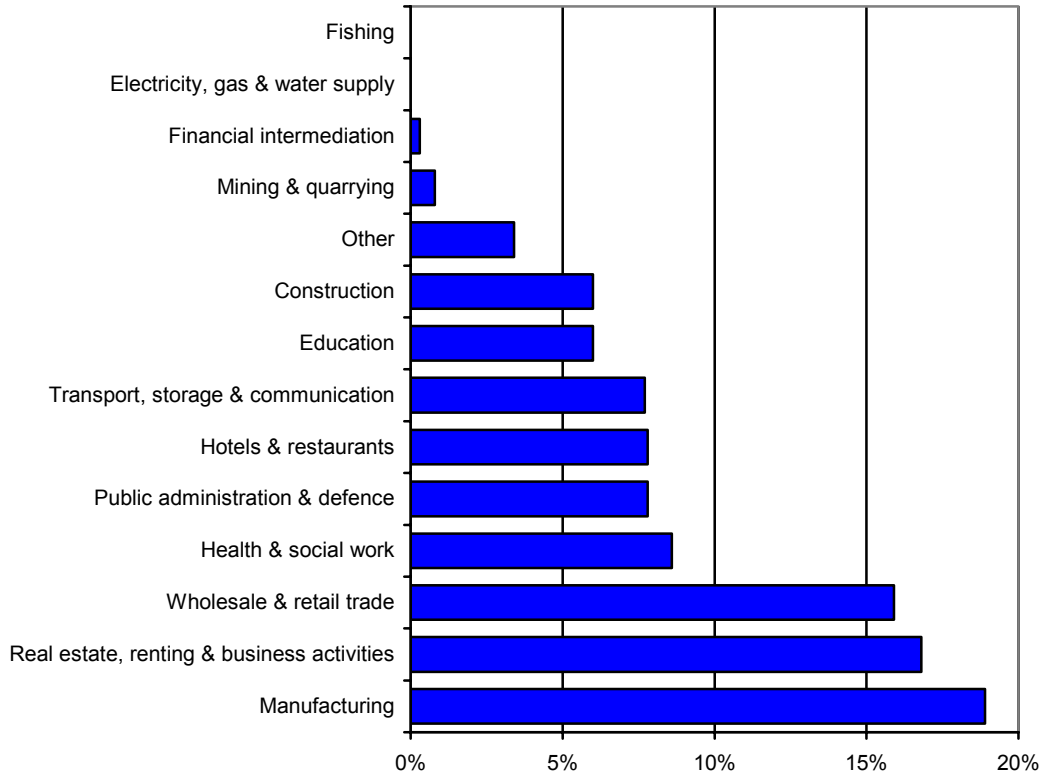
### Employment of people living in the area by industry (2001)

Sector	Ivybridge parish	Bickleigh parish	Remaining parishes	Market town area	South Hams	Devon County Council	England
Agriculture, hunting & forestry	0.9%	1.7%	5.4%	3.2%	4.5%	4.6%	1.5%
Fishing	0.0%	0.0%	0.1%	0.1%	0.3%	0.1%	0.0%
Mining & quarrying	0.7%	0.2%	0.9%	0.7%	0.4%	0.3%	0.2%
Manufacturing	14.2%	16.0%	10.7%	12.8%	11.6%	12.2%	14.8%
Electricity, gas & water supplies	0.5%	0.7%	0.3%	0.4%	0.5%	0.9%	0.7%
Construction	5.8%	4.1%	6.6%	5.9%	7.2%	7.7%	6.8%
Wholesale & retail trade	17.2%	11.4%	14.2%	14.9%	15.8%	17.5%	16.9%
Hotels & catering	3.5%	2.3%	5.9%	4.5%	7.3%	6.6%	4.7%
Transport, storage & communication	7.4%	5.1%	5.2%	6.0%	5.2%	5.6%	7.1%
Financial intermediation	3.3%	2.9%	2.2%	2.7%	2.1%	2.6%	4.8%
Real estate, renting & business activities	8.9%	6.5%	12.2%	10.1%	10.6%	9.9%	13.2%
Public administration & defence	10.5%	29.5%	7.4%	12.0%	8.0%	6.5%	5.7%
Education	9.5%	6.6%	10.8%	9.7%	9.0%	8.1%	7.7%
Health & social work	13.0%	9.9%	12.3%	12.2%	11.7%	12.4%	10.7%
Other	4.6%	3.1%	5.6%	4.8%	5.7%	5.0%	5.2%



Source: 2001 Census

**Percentage of businesses in profile area by Standard Industrial Classification (2004)**



Source: Annual Business Inquiry

## Skills and Learning

### Summary

Bickleigh parish numbers are affected by large numbers of pupils attending schools in Plymouth.

Children living in Ivybridge parish achieve significantly higher results at Key Stage 2 than those that live outside.

Achievement rates for GCSEs at grades A\* to C were also better for children living in Ivybridge parish but overall results are slightly above the county average.

The overall level of qualification within the market town area is different to the district and county averages. There are low numbers with no qualifications but high numbers with level 1 or 2 especially in Bickleigh and Ivybridge. There is also high numbers of level 4 in the remaining parishes.

### Number and percentage of pupils achieving at least Key Stage 2 Level 4 (2004)

Area	Total pupils	English		Maths		Science	
		Number	% pupils	Number	% pupils	Number	% pupils
Ivybridge parish	183	156	85.2%	141	77.0%	169	92.3%
Bickleigh parish	14	7	50.0%	9	64.3%	13	92.9%
Remaining parishes	161	121	75.2%	120	74.5%	143	88.8%
Market town area	358	284	79.3%	270	75.4%	325	90.8%
South Hams	822	643	78.2%	618	75.2%	746	90.8%
Devon County Council	7,781	6,030	77.5%	5,766	74.1%	6,803	87.4%
England			75.0%		73.0%		86.0%

Source: Children and Young People's Services, Devon County Council

### GCSE attainment (2002/03)

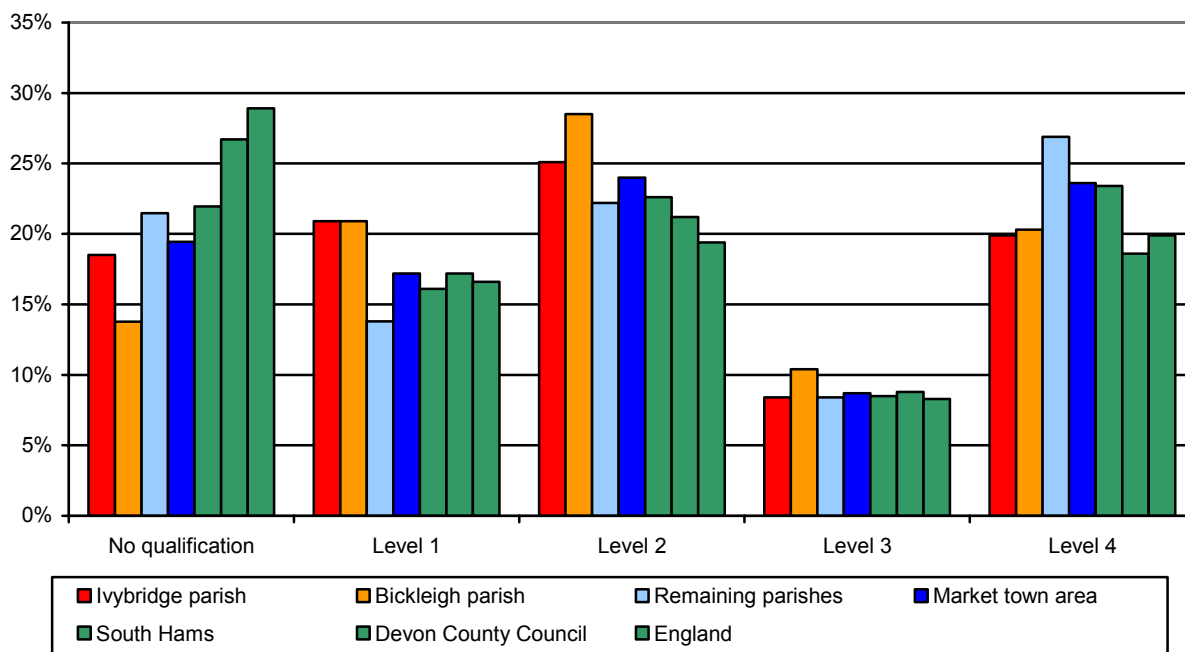
Area	Number of students	Students achieving five or more A*-C	% students achieving five or more A*-C	Students achieving five or more A*-G	% students achieving five or more A*-G
Ivybridge parish	187	128	68.4%	185	98.9%
Bickleigh parish	7	3	42.9%	6	85.7%
Remaining parishes	142	94	66.2%	135	95.1%
Market town area	336	225	67.0%	326	97.0%
South Hams	777	507	65.3%	738	95.0%
Devon County Council	6,955	3,741	53.8%	6,484	93.2%
England			52.9%		88.8%

Source: Children and Young People's Services, Devon County Council

Note: A high proportion of children who live in Bickleigh go to school in Plymouth and their data is not included here.

## Highest level of qualification (2001)

Area	No qualifications	Level 1	Level 2	Level 3	Level 4	Other
Ivybridge parish	18.5%	20.9%	25.1%	8.4%	19.9%	7.2%
Bickleigh parish	13.8%	20.9%	28.5%	10.4%	20.3%	6.0%
Remaining parishes	21.5%	13.8%	22.2%	8.4%	26.9%	7.2%
Market town area	19.4%	17.2%	24.0%	8.7%	23.6%	7.1%
South Hams	22.0%	16.1%	22.6%	8.5%	23.4%	7.5%
Devon County Council	26.7%	17.2%	21.2%	8.8%	18.6%	7.6%
England	28.9%	16.6%	19.4%	8.3%	19.9%	6.9%



Source: 2001 Census

### Note:

Level 1: 1+'O' level passes, 1 CSE/GCSE any grades, NVQ level 1, Foundation GNVQ.

Level 2: 5+'O' level passes, 5+CSE's (grade A-C), School Certificate, 1+'A' levels/'AS' levels, NVQ level 2, Intermediate GNVQ.

Level 3: 2+ 'A' levels, 4+'AS' levels, Higher School Certificate, NVQ level 3, Advanced GNVQ.

Level 4: First degree, Higher degree, NVQ levels 4 and 5, HNC, HND, Qualified Teacher Status, Qualified, Medical Doctor, Qualified Dentist, Qualified Nurse, Midwife, Health Visitor.

## Health, Care and Wellbeing

### Summary

Incapacity Benefit and Severe Disablement Allowance claim rates are slightly below average as are claim rates for Disability Living Allowance.

The rate of people living with a limiting long-term illness is low especially in Bickleigh and Ivybridge but the remaining parishes figure is nearer to the district figure. The same is true for the general health indicator.

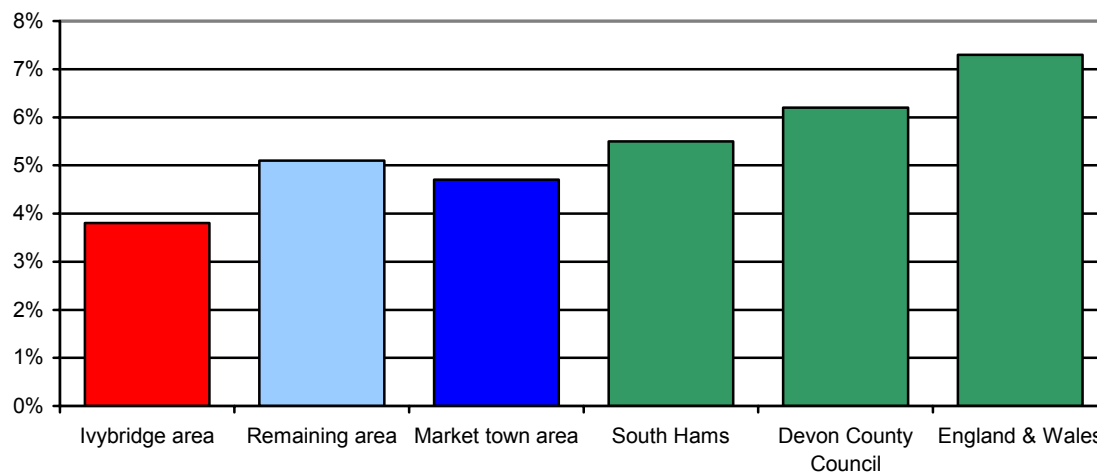
The data below relating to Income Support and Job Seekers Allowance are based on a best fit of Middle Super Output Areas (MSOAs). One MSOA forms Ivybridge parish and a further four provide a best fit for the remaining parishes (there is no best-fit for Bickleigh parish and this data is not available for this area).

### Incapacity Benefit & Severe Disablement Allowance and Disability Living Allowance claimant rates (2004)

Area	Incapacity Benefit & Severe Disablement Allowance			Disability Living Allowance		
	Population aged 16 to 64	All claimants	Claim rate	Total population	All claimants	Claim rate
Ivybridge area	7,671	290	3.8%	12,063	370	3.1%
Remaining area	16,729	860	5.1%	26,465	910	3.4%
Market town area	24,400	1,150	4.7%	38,528	1,280	3.3%
South Hams	49,785	2,730	5.5%	81,874	2,785	3.4%
Devon County Council	429,574	26,670	6.2%	704,510	25,645	3.6%
England & Wales	33,239,665	2,421,940	7.3%	52,042,019	2,341,615	4.5%

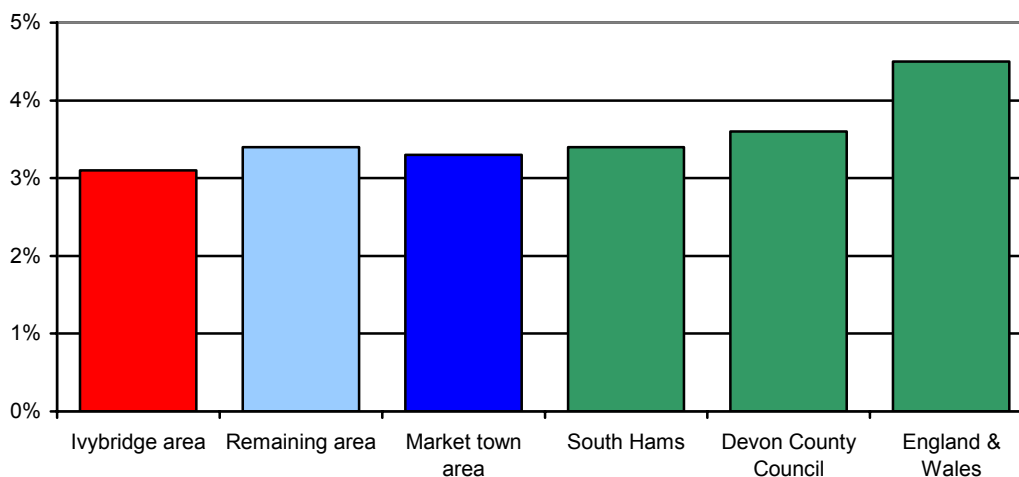
Source: Department for Work and Pensions

### Incapacity Benefit and Severe Disablement Allowance claimant rates (2004)



Source: Department for Work and Pensions

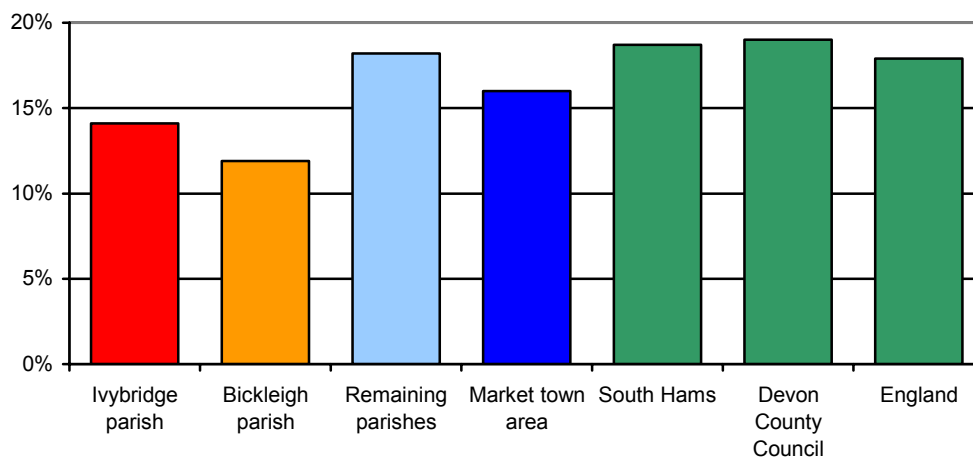
## Disability Living Allowance claimant rates (2004)



Source: Department for Work and Pensions

## Percentage of people living with a limiting long-term illness (2001)

Area	All people	People living with a limiting long-term illness	% people living with a limiting long-term illness
Ivybridge parish	12,056	1,696	14.1%
Bickleigh parish	4,312	511	11.9%
Remaining parishes	17,712	3,230	18.2%
Market town area	34,080	5,437	16.0%
South Hams	81,849	15,305	18.7%
Devon County Council	704,493	133,756	19.0%
England	49,138,831	8,809,194	17.9%



Source: 2001 Census

## General Health (2001)

Area	All People	People describing their health as good or fairly good		People describing their health as not good	
		Number	%	Number	%
Ivybridge parish	12,056	11,275	93.5%	781	6.5%
Bickleigh parish	4,312	4,073	94.5%	239	5.5%
Remaining parishes	17,712	16,296	92.0%	1,416	8.0%
Market town area	34,080	31,644	92.9%	2,436	7.1%
South Hams	81,849	75,179	91.9%	6,670	8.1%
Devon County Council	704,493	643,988	91.4%	60,505	8.6%
England	49,138,831	44,702,955	91.0%	4,435,876	9.0%

Source: 2001 Census

## Older People

### Summary

The level of households occupied by lone pensioners in the market town area is lower than the district average with only the remaining parishes area approaching that figure.

The rate of Social Services clients is quite high in Ivybridge parish area (but quite low in Bickleigh) compared to the district and county averages.

### Percentage of lone pensioner households (2001)

Area	Total households	Households occupied by lone pensioners	% households occupied by lone pensioners
Ivybridge parish	4,536	443	9.8%
Bickleigh parish	1,529	86	5.6%
Remaining parishes	7,533	1,103	14.6%
Market town area	13,598	1,632	12.0%
South Hams	34,810	5,605	16.1%
Devon County Council	298,576	49,466	16.6%
England	20,451,427	2,939,465	14.4%



Source: 2001 Census.

### Number of Social Services clients per 1,000 population (2004)

Area	Clients by age group per 1,000 population of the same age group			
	50-64	65-74	75-84	85 and over
Ivybridge parish	6.0	47.9	203.6	662.8
Bickleigh parish	7.5	15.7	85.1	241.4
Remaining parishes	9.0	26.2	125.0	443.5
Market town area	8.0	30.8	145.2	492.3
South Hams	11.8	37.3	141.3	444.6
Devon County Council	14.9	40.6	142.0	460.3

Source: Adult and Community Services, Devon County Council

## Children and Young People

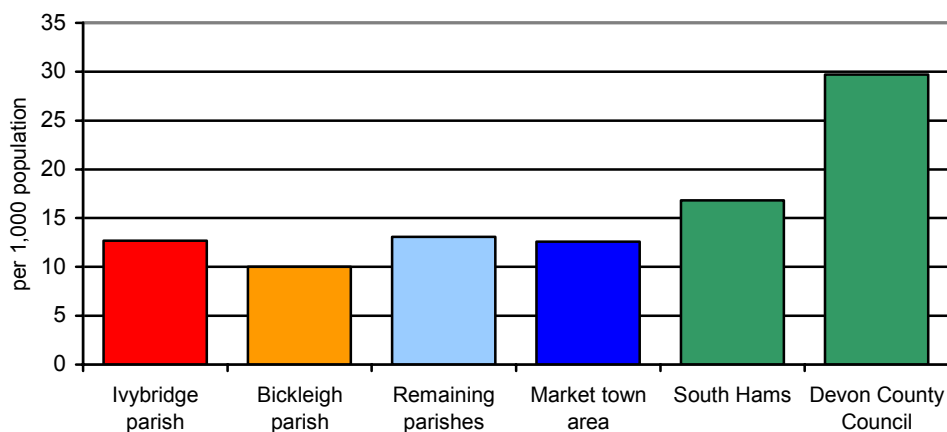
### Summary

The proportion of children in need is well below the averages for the district and county.

The proportion of young offenders is generally lower than the district and county average.

### Children in need aged 0 to 17 years per 1,000 population aged 0 to 17 years (2003/04)

Area	Number of children aged 0 to 17	Number of children in need aged 0 to 17	Children in need aged 0 to 17 per 1,000 population aged 0 to 17
Ivybridge parish	3,240	41	12.7
Bickleigh parish	902	9	10.0
Remaining parishes	3,584	47	13.1
Market town area	7,726	97	12.6
South Hams	16,756	281	16.8
Devon County Council	145,459	4,317	29.7



Source: Children and Young People's Services, Devon County Council

### Young offenders aged 10 to 17 years per 1,000 population aged 10 to 17 years (2000 to 2002)

Area	2000	2001	2002
Ivybridge wards	11.7	14.5	13.1
Bickleigh & Shaugh ward	0.0	3.8	5.7
Remaining area	1.9	4.3	7.8
Market town area	5.9	8.6	9.8
South Hams	7.7	17.3	11.9
Devon County Council	14.2	20.0	19.3

Source: Youth Offending Team

## Community Safety

### Summary

Ivybridge parish is generally low in crime ratings with only violent crime and drug crime above the district figure.

Crime rates are similarly quite low in Bickleigh parish with only vehicle crime above the district average.

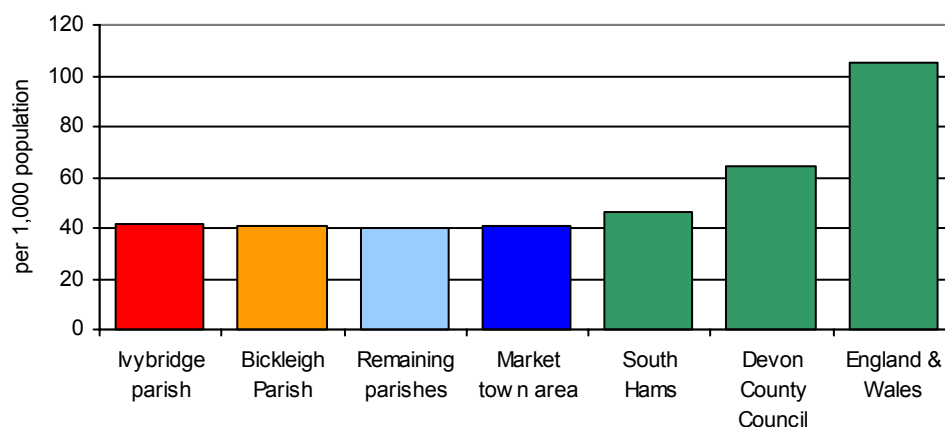
Crime rates in the rural area are significantly lower than all comparators apart from vehicle crime.

Data comprises addressable data only, and as such rates are based on approx 92% of all crime.

### Total crime per 1,000 population (2004/05)

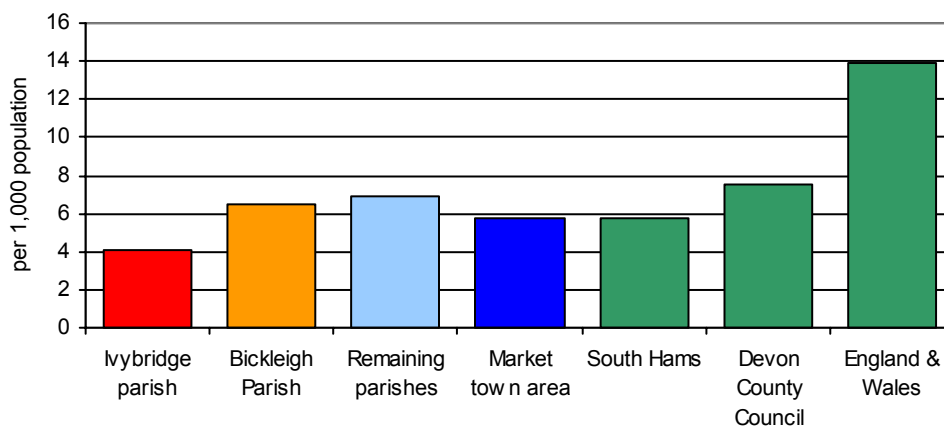
Area	Population	Total number of crimes	Crime per 1,000 population
Ivybridge parish	12,326	517	41.9
Bickleigh parish	3,824	155	40.5
Remaining parishes	18,946	753	39.7
Market town area	35,096	1,425	40.6
South Hams	85,921	3,972	46.2
Devon County Council	742,911	47,612	64.1
England & Wales	53,045,600	5,562,700	104.9

Source: Devon & Cornwall Constabulary (Amethyst)



### Vehicle crime per 1,000 population (2004/05)

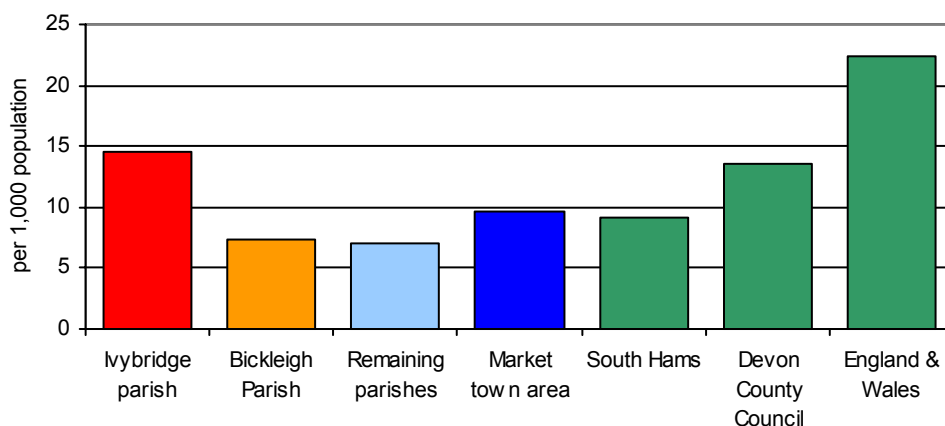
Area	Population	Number of vehicle crimes	Vehicle crimes per 1,000 population
Ivybridge parish	12,326	50	4.1
Bickleigh parish	3,824	25	6.5
Remaining parishes	18,946	130	6.9
Market town area	35,096	205	5.8
South Hams	85,921	499	5.8
Devon County Council	742,911	5,594	7.5
England & Wales	53,045,600	738,500	13.9



Source: Devon & Cornwall Constabulary (Amethyst)

### Violent crime per 1,000 population (2004/05)

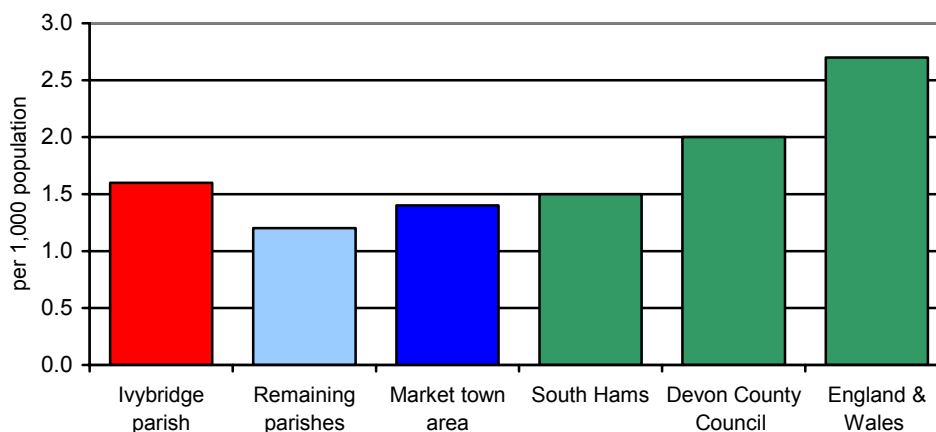
Area	Population	Number of violent crimes	Violent crimes per 1,000 population
Ivybridge parish	12,326	179	14.5
Bickleigh parish	3,824	28	7.3
Remaining parishes	18,946	134	7.1
Market town area	35,096	341	9.7
South Hams	85,921	783	9.1
Devon County Council	742,911	10,138	13.6
England & Wales	53,045,600	1,185,700	22.4



Source: Devon & Cornwall Constabulary (Amethyst)

### Drug offences per 1,000 population (2004/05)

Area	Population	Number of drug offences	Drug offences per 1,000 population
Ivybridge parish	12,326	20	1.6
Remaining parishes	18,946	23	1.2
Market town area	31,272	43	1.4
South Hams	85,921	132	1.5
Devon County Council	742,911	1,492	2.0
England & Wales	53,045,600	142,300	2.7



Source: Devon & Cornwall Constabulary (Amethyst)

### Dwelling burglaries per 1,000 population (2004/05)

Area	Population	Number of dwelling burglaries	Dwelling burglaries per 1,000 population
Ivybridge parish	12,326	11	0.9
Bickleigh parish	3,824	5	1.3
Remaining parishes	18,946	22	1.2
Market town area	35,096	38	1.1
South Hams	85,921	133	1.5
Devon County Council	742,911	2,046	2.8
England & Wales	53,045,600	321,500	6.1



Source: Devon & Cornwall Constabulary (Amethyst)

# Housing

## Summary

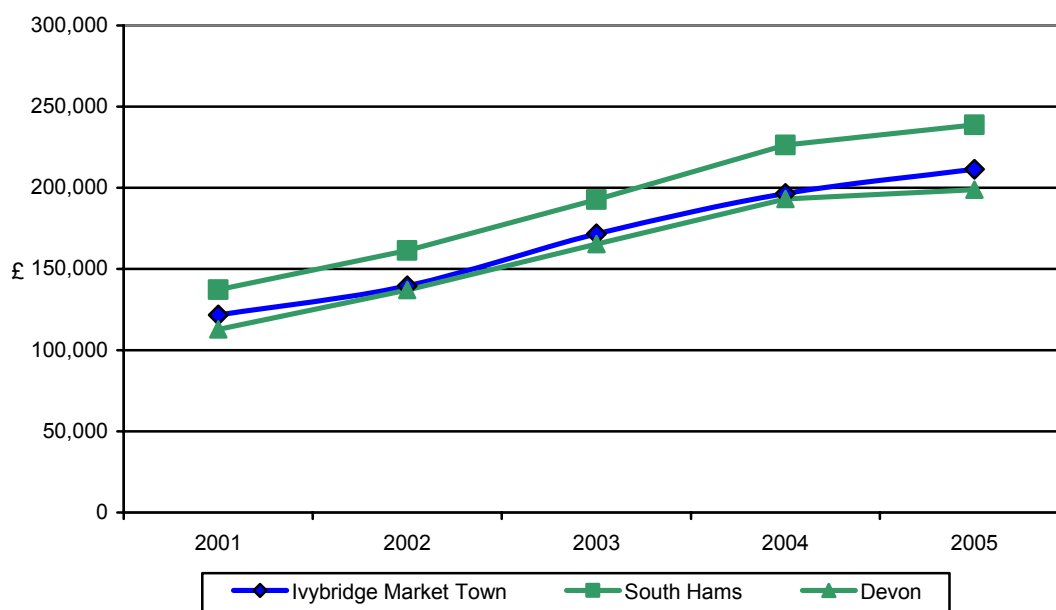
House prices outside in the rural area have increased at a much higher rate than in Ivybridge parish. The average house price in the market town area has increased by over 70% in the four years from 2001 to 2005. House prices are consistently below the district average but slightly above the county average. While prices in Bickleigh are comparatively low they are catching up with Ivybridge rates.

In 2004 average house prices within the market town area were 15% lower than the district average and 2% higher than the county average.

The dwellings by tenure figures are close to the county and national figures with a higher percentage of local authority in Ivybridge parish and high numbers of owner occupied in the remaining parishes area.

## House price change (2001 to 2005)

Area	2001	2002	2003	2004	2005	% change 2001 - 2005
Ivybridge parish	£112,470	£124,010	£146,947	£170,604	£159,615	41.9%
Bickleigh parish	£85,766	£108,217	£122,119	£163,112	£156,613	82.6%
Remaining parishes	£150,400	£182,936	£222,757	£242,351	£309,456	105.8%
Market town area	£121,642	£139,613	£171,607	£196,474	£211,482	73.9%
South Hams	£137,166	£161,400	£192,718	£226,370	£238,815	74.1%
Devon County Council	£112,752	£136,982	£165,267	£193,056	£198,835	76.3%



Source: Land Registry

Note: Data comprises sales between April and December 2001, all sales in 2002, 2003 and 2004 and from January to March 2005.

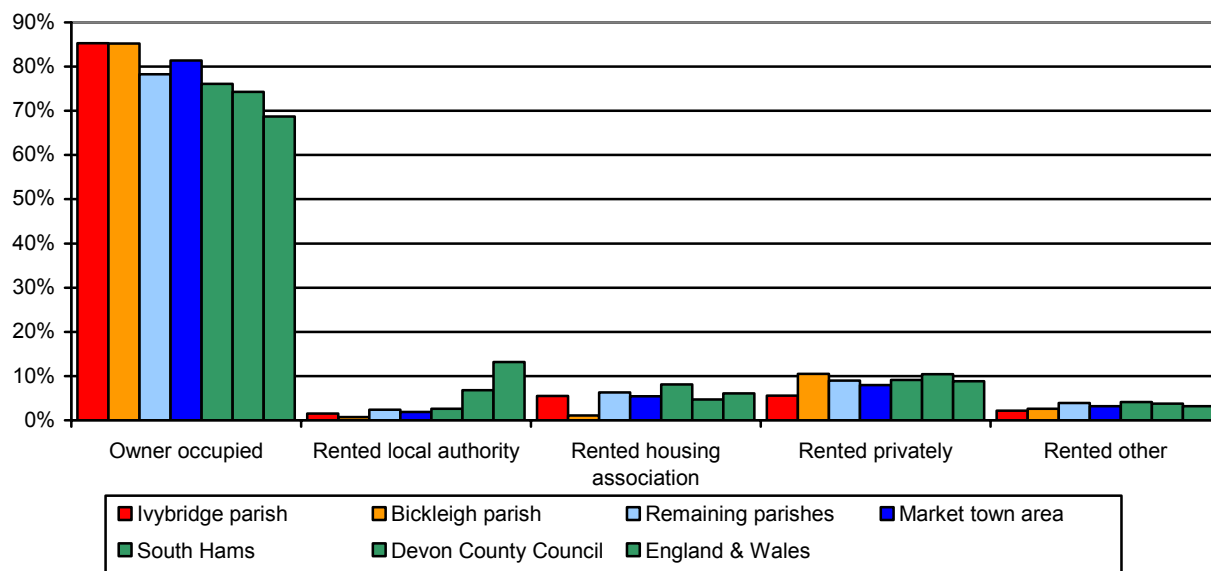
## Average house price (2004)

Area	Detached	Semi-Detached	Terraced	Flat/Maisonette	Overall
Ivybridge parish	£236,274	£155,906	£135,293	£147,996	£170,604
Bickleigh parish	£220,857	£150,820	£127,155	£69,600	£163,112
Remaining parishes	£321,865	£187,757	£174,852	£237,864	£242,351
Market town area	£272,752	£164,202	£147,907	£171,271	£196,474
South Hams	£303,713	£194,404	£178,160	£209,510	£226,370
Devon County Council	£266,940	£180,252	£157,985	£138,260	£193,045
England & Wales	£270,745	£162,379	£136,862	£168,298	£178,504

Source: Land Registry

**Percentage of dwellings by tenure (2001)**

Area	All households	Owner occupied	Rented accommodation			
			Local authority	Housing association	Private	Other
Ivybridge parish	4,536	85.3%	1.5%	5.5%	5.6%	2.2%
Bickleigh parish	1,529	85.2%	0.7%	1.1%	10.5%	2.6%
Remaining parishes	7,537	78.3%	2.4%	6.3%	9.0%	3.9%
Market town area	13,602	81.4%	1.9%	5.4%	8.0%	3.2%
South Hams	34,810	76.1%	2.6%	8.1%	9.1%	4.1%
Devon County Council	298,576	74.3%	6.8%	4.7%	10.4%	3.8%
England & Wales	20,451,427	68.7%	13.2%	6.1%	8.8%	3.2%



Source: 2001 Census

# Transport

## Summary

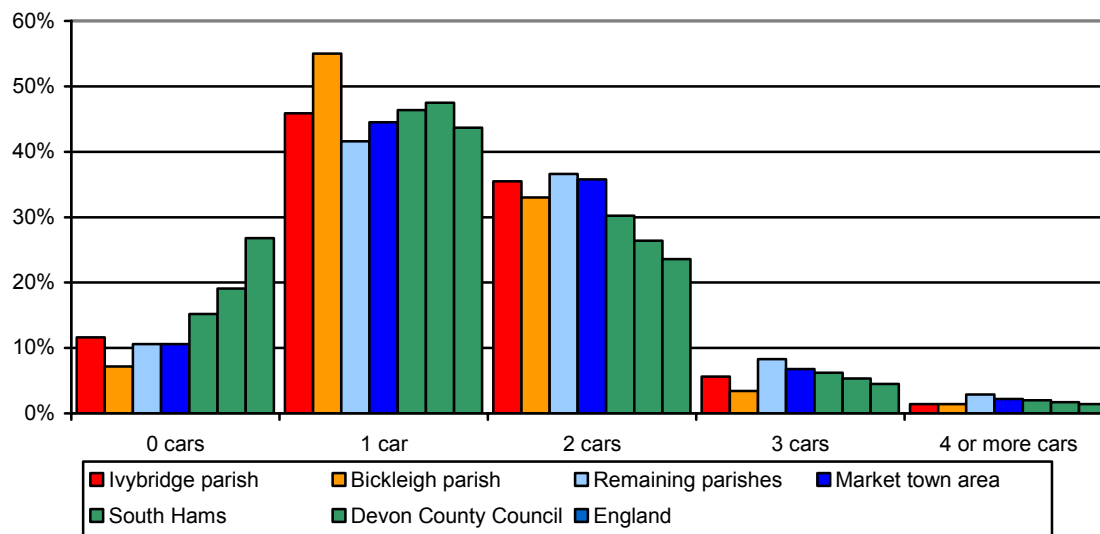
There are high levels of car ownership throughout the area. Over a third of households have two cars and the remaining parishes area has high percentages with 3 or more cars.

Within Ivybridge parish over 20% of people travel to work either on foot or by bicycle which is noticeably higher than the district and county averages. Car or van usage is particularly high in Bickleigh parish and the remaining parishes' area.

The areas proximity to Plymouth means that access an acute hospital within 60 minutes by public transport is significantly above the county and national averages. Access to shops and GP are also below the county and national averages in the remaining parishes area.

## Car ownership (2001)

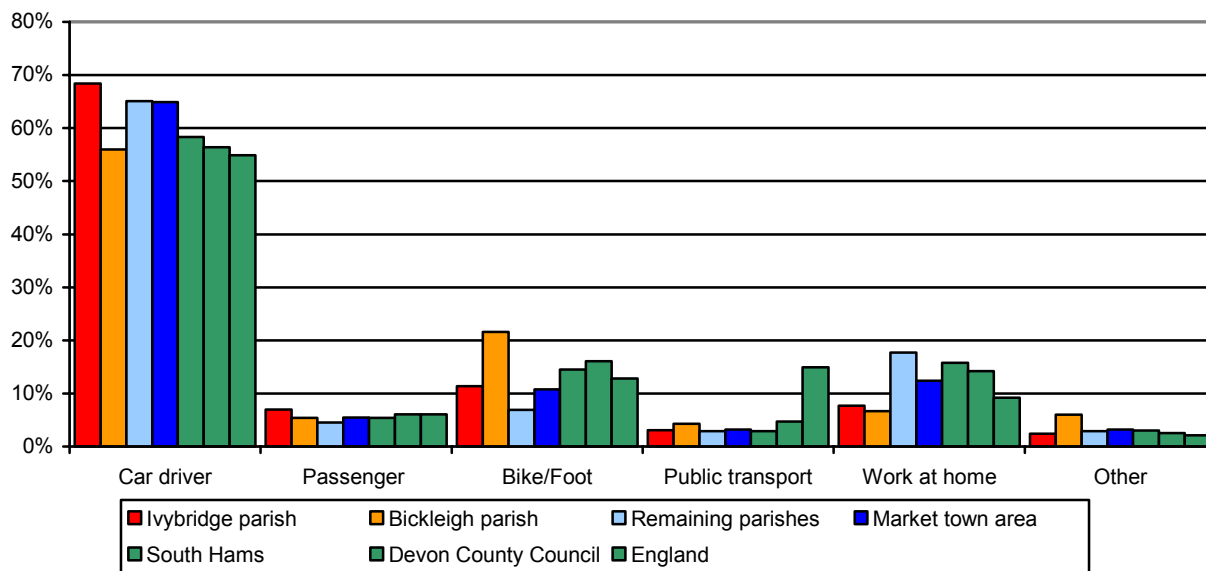
Area	All households	Households with:				
		No car	One car	Two cars	Three cars	Four or more cars
Ivybridge parish	4,536	11.6%	45.9%	35.5%	5.6%	1.4%
Bickleigh parish	1,529	7.2%	55.0%	33.0%	3.4%	1.4%
Remaining parishes	7,537	10.6%	41.6%	36.6%	8.3%	2.9%
Market town area	13,602	10.6%	44.5%	35.8%	6.8%	2.2%
South Hams	34,810	15.2%	46.4%	30.2%	6.2%	2.0%
Devon County Council	298,576	19.1%	47.5%	26.4%	5.3%	1.7%
England	20,451,427	26.8%	43.7%	23.6%	4.5%	1.4%



Source: 2001 Census

## Mode of travel to work (2001)

Area	All 16-74 year olds in Employment	Percentage of population by mode of travel to work					
		By car or van	Passenger in a car or van	On a bike or by foot	By public transport	Work from home	Other
Ivybridge parish	6,091	68.4%	7.0%	11.4%	3.1%	7.7%	2.4%
Bickleigh parish	2,582	56.0%	5.4%	21.6%	4.3%	6.7%	6.0%
Remaining parishes	8,088	65.1%	4.5%	6.9%	2.9%	17.7%	2.9%
Market town area	16,761	64.9%	5.5%	10.8%	3.2%	12.4%	3.2%
South Hams	37,003	58.3%	5.4%	14.5%	2.9%	15.8%	3.0%
Devon County Council	314,267	56.4%	6.1%	16.1%	4.7%	14.2%	2.5%
England	22,441,498	54.9%	6.1%	12.8%	14.9%	9.2%	2.1%



Source: 2001 Census

The data below relating to accessibility by public transport are based on a best fit of Lower Super Output Areas (LSOAs). Fairly

#### Accessibility by public transport (2005)

Area	Number of households	Percentage of households that can access:		
		Acute hospital within 60 minutes	GP within 30 minutes	Shops within 30 minutes
Ivybridge area	4,525	88.8%	100.0%	100.0%
Bickleigh area	1,841	82.8%	82.8%	82.8%
Remaining area	7,927	43.7%	75.0%	77.7%
Market town area	14,293	63.0%	83.9%	85.4%
South Hams	34,795	42.2%	81.9%	80.0%
Devon County Council	298,578	66.7%	86.6%	85.2%
England	17,436,116	82.8%	95.2%	94.4%

Source: Department for Transport

Note: Acute hospitals are establishments which provide at least minimal medical, surgical or obstetrical services for inpatient treatment and/or care, and which provide round-the-clock comprehensive qualified nursing service as well as other necessary professional services. Most patients require a relatively short stay.

# The Environment – Landscape

## Summary

In 2002 Devon County Council undertook and published a landscape appraisal of the county which included a landscape character assessment. The result of this assessment was the division of the County into 32 Landscape Character Zones. The Ivybridge market town area contains seven Landscape Character Zones.

## Landscape character

Landscape character is defined as a distinct and recognisable pattern of elements that occur consistently in a particular type of landscape. Character makes each part of the landscape distinct, and gives each its particular sense of place.

Landscape character has an important role to play in that it informs the Devon County Structure Plan's fundamental landscape policy (CO1), requiring that development should be informed by and sympathetic to the landscape character of the area.

In 2002 Devon County Council undertook and published a landscape appraisal of the County which included a landscape character assessment. The result of this assessment was the division of the County into 32 Landscape Character Zones (LCZs), each with their own description and distinctive key characteristic features. The Ivybridge market town area contains parts of seven of these LCZs, for those which are largely within the market town some of their key characteristics are outlined below.

## South Devon Coastal Plateaux

Location - This zone consists of six separate plateaux on the southernmost coast of Devon between Torbay and Plymouth. The area between the Avon and Erme Estuaries; the Erme and Yealm estuaries and the Yealm Estuary and Plymouth Sound area located within the market town area.

Designations - All the separate parts of the zone have national recognition as part of the South Devon Area of Outstanding Natural Beauty. The most coastal parts are also designated by Devon County Council as Coastal Preservation Area and have been defined as Heritage Coast by the Countryside Agency.

### Key Characteristics Features

- Unconnected areas of relatively flat coastal plateaux cut by narrow, steep combs which are sometimes wooded.
- Arable or mixed farming landscape with exposed character of windswept, stunted trees.
- Distinctive geological coastal features.
- Historic coastal features – lighthouses, daymarks, coastguard cottages, forts, wrecks.
- No through roads creating “cut off” character.
- Popular recreation locations.

## Ria Coastline

Location - This zone occupies the coast of South Devon between Torbay and Plymouth, enfolding the six separate elements of the Coastal Plateaux Zone. Part of this zone is included in the market town area where it includes the estuaries of the Yealm, Erme and Avon.

Designations - The majority of the zone has national landscape recognition as part of the South Devon Area of Outstanding Natural Beauty, including all of the zone within the market town area. The coastal fringe has been designated by Devon County Council as Coastal Preservation Area and defined by the Countryside Agency as Heritage Coast.

### Key Characteristics Features

- Major estuaries and rias (drowned river valleys) forming large expanses of inland tidal water and mudflats.
- Sudden landform variations adjacent to estuaries and rias.
- Plateau areas between rivers cut by streams and creeks with steeply undulating farmland and woodland.
- Historic settlements.
- Waterside features and water activities.
- Dense network of hedgebanks, green lanes, coastal tree groups, orchards.
- Freshwater coastal lagoons.

## Under Dartmoor

Location – The slightly ambiguous zone title refers to the area of South Devon immediately to the south of Dartmoor. It stretches from Newton Abbot and Totnes in the east to the outskirts of Plymouth in the west, extending south towards Kingsbridge. This zone is located in the centre of the market town area.

Designations – In the east of the market town area, where the valley of the River Avon crosses the zone, is part of the South Devon Area of Outstanding Natural Beauty, a designation indicating national landscape significance. Large areas of the remainder of the zone have been designated an Area of Great Landscape Value, indicative of a landscape of county significance. Parts of the western end of the zone have no designations.

### Key Characteristics Features

- A plateau surface dissected by major rivers flowing off Dartmoor.
- Complex, steeply undulating landform shaping the overall plateau, the result of a network of streams and valleys.
- Farming landscape dominated by Dartmoor on the northern skyline.
- Patchwork of fields, small woodlands and hedgerows with some estate planting, including hilltop clumps.
- Scattered settlement of dispersed farmsteads and villages.
- Elements of limestone scenery in the north east.
- Influence of the A38 road along the northern edge.

## Dartmoor – High Moor

Location – Covers the high moorland part of Dartmoor.

Designations – the zone is completely within the Dartmoor National Park, indicative of its nationally important landscape.

### Key Characteristics Features

- Extensive high moorland of blanket bog, heath and grass moor.
- Natural granite features providing characteristic landmarks.
- Archaeological features, remnants of quarrying and other extractive workings.
- Visual skyline element of many Devon landscapes.
- Broad, sweeping skylines punctuated by tors; panoramic views and wild "internal" vistas.
- Exposure to the elements.
- Recreational use.
- Ponies, cattle, sheep, walkers, cyclists, horse riders, kite flyers, paragliders, parked cars.

## Dartmoor – Enclosed

Location – The enclosed zone surrounds the high moor, taking in its fringe areas..

Designations – In the market town area much of this zone is within the Dartmoor National Park, indicating its national landscape importance. The more westerly parts of the zone within the market town area are designated as an Area of Great Landscape Value reflecting a landscape important in the county context.

### Key Characteristics Features

- Strongly undulating landscape underlain by granite geology.
- Cut by distinctive wooded valleys.
- Strong field pattern, characterised both by hedges and stone walls.
- Enclosed, wooded appearance deriving from the valley woodlands, bushy hedgerows and hedgerow trees.
- Close visual relationship with adjacent high moor.
- Granite buildings, especially farmhouses.
- China clay works.

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## **Plymouth City, Estuary and Environs**

Location – The western fringe of the market town area where it wraps around Plymouth.

Designations – The Plym valley and its surroundings are designated as an Area of Great Landscape Value, reflecting its county significance.

### Key Characteristics Features

- Parkland, hilltop planting, tree features, steep wooded slopes, ridges and valleys.
- Skyline of Dartmoor as a backdrop.
- Variety of ecological habitats - cliffs, tidal estuaries, wooded valleys.

## **Tamar and Tavy Valleys**

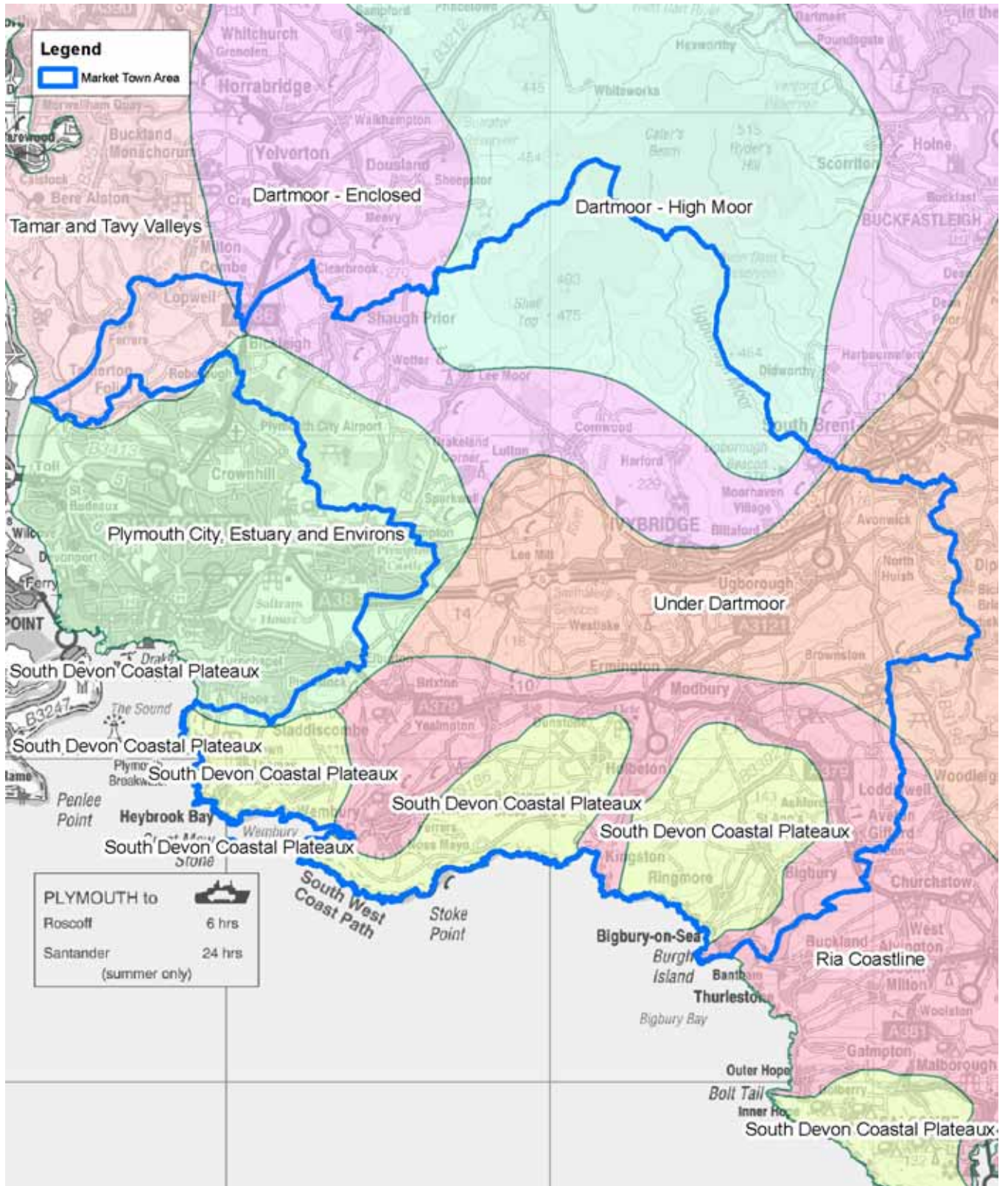
Location – In its very far west the market town reaches the Tamar Valley and covers the southern bank of the Tavy estuary.

Designations – This part of the zone falls entirely within the Tamar and Tavy Valleys Area of Outstanding Natural Beauty, reflecting a landscape of national importance.

### Key Characteristics Features

- Wide estuary landscape lined with wetlands.
- Mining heritage, including chimneys.
- Market gardens and orchards.
- Landscaped estates.

Landscape Character Zones within the market town area



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## The Environment – Wildlife and Geology

### Summary

The last 60 years have seen many dramatic changes within the English countryside, with increasing urbanisation and shifting patterns of agriculture. Devon has fared better than most, however, being protected by its remoteness and undulating terrain.

There remains much wildlife and geology to enjoy and conserve, and many opportunities exist throughout the County to enhance the natural environment. Landowners, industry and, of course, local communities all have the chance to contribute to the conservation of Devon's rich natural history.

The area around Ivybridge is rich in wildlife, combining both a traditional South Hams landscape with the uplands of Dartmoor, and only a few features can be highlighted here. To the north are the heaths, acidic grasslands, mires and woods of Dartmoor – habitats of tremendous value for wildlife. To the south, the coastline dominates, including several estuaries. The Erme is a good example, with a diversity of habitats including saltmarsh and oak-hazel woodland, whilst the Yealm supports a rich marine fauna. The coastline itself is also of importance, as typified by Wembury Point. Here, the cliffs support maritime grassland and scrub, with associated communities of invertebrates and breeding birds, whilst the intertidal areas provide feeding grounds for resident and migrant waders. The geology of the area is also interesting, as shown by the large boulder outwash fan extending from the mouth of the Erme Gorge. Many of these boulders can now be found in old field banks and as building materials in the lower parts of Ivybridge.

These habitats support a diverse variety of species. For example, the Erme supports a rich community of breeding birds, such as heron and kingfisher, whilst the uplands of Dartmoor are home to species including wheatear and snipe. The coast and estuaries provide feeding grounds for waders including curlew and bar-tailed godwit. Of particular note in this part of Devon are breeding populations of the rare cirl bunting, a once common farmland bird now confined to southern Devon but whose numbers are now on the increase thanks to concerted efforts. The rare barbastelle bat is also present, as are other notable mammals including otters.

### Key sites

The table below contains information on the key features of some of the most important wildlife sites of this part of Devon. A map is also included to illustrate these.

Site name	Interest	Designation
Blackstone Point	The rare plant, shore dock.	SAC, SSSI
Dartmoor	Diverse upland features including blanket bogs, wet and dry heaths and western oakwoods.	SAC
Plymouth Sound & Estuaries	Estuaries, sandbanks and mudflats, reefs, inlets and bays, saltmarsh, allis shad and shore dock.	SAC
South Dartmoor Woods	Western oakwoods and dry heath.	SAC
Andrews Wood	Species-rich grassland, wet heath and woodland; heath lobelia.	SSSI; Devon Wildlife Trust reserve
Dendles Wood	Oak woodland with a good lower plant flora and a breeding bird community typical of upland woods.	NNR, SSSI
Erme Estuary	Saltmarsh and oak-hazel woodland; breeding, wintering and passage bird communities.	SSSI
Lady's Wood & Viaduct Meadow	Oak and ash woodland & species-rich grassland.	SSSI; Part Devon Wildlife Trust reserve
Piles Copse	High-level oak woodland with a good lower plant flora.	SSSI
Plymouth Sound Shores & Cliffs	Complex estuarine system supporting important maritime communities. Geological importance.	SSSI (part Devon Wildlife Trust reserve)
Shaugh Prior Woods	Oak woodland with a good lower plant flora.	SSSI
South Dartmoor	Acidic grassland, heath, mires and pools and blanket bog.	SSSI
Tamar-Tavy Estuary	Large marine inlet of particular importance for wintering wildfowl and waders.	SSSI
Wembury Point	Coastline with maritime grassland and scrub, and extensive reefs with intertidal plant and animal communities.	SSSI
Wheal Emily	Important example of mineralization processes.	gSSSI
Yealm Estuary	Diverse range of biological communities reflecting a maritime influence.	SSSI

Key:

**Special Areas of Conservation (SAC):** these sites are notified because they contain species and/or habitats of European importance (listed in the Habitats Directive 1994). SAC is a statutory designation with legal implications.

**National Nature Reserves (NNR):** these sites are the jewels in the crown of UK nature conservation. They are all among the very best examples of a particular habitat or have important populations of rare species. NNR is a statutory designation with legal implications.

**Sites of Special Scientific Interest (SSSI):** these sites are notified because of their national importance for wildlife or geological features (gSSSI, above). SSSI is a statutory designation with legal implications. SSSI status does not confer any right of access to the public.

**County Wildlife Sites (CWS):** these are sites of county importance for wildlife. CWS is not a statutory designation and does not have any legal status, though CWSs are usually included in district planning documents. CWS recognition places no formal obligation on the landowner, but may increase eligibility for land management grants. There are also County Geological Sites of a similar standing.

The Dartmoor SAC consists of a number of SSSIs including, in this area, South Dartmoor.

The Plymouth Sound & Estuaries SAC consists of a number of SSSIs including, in this area, Plymouth Sound, Shores & Cliffs, Yealm Estuary, Tamar-Tavy Estuary and Wembury Point.

The South Devon Oakwoods SAC, above, consists of a number of SSSIs including, in this area, Shaugh Prior Woods.

In addition to the table above, the Ivybridge area has 112 **County Wildlife Sites** and **County Geological Sites**. These cover a range of habitats including ancient semi-natural woodland, species-rich neutral and maritime grassland, coastal scrub and mixed farmland with bird interest, together with geological interest.

