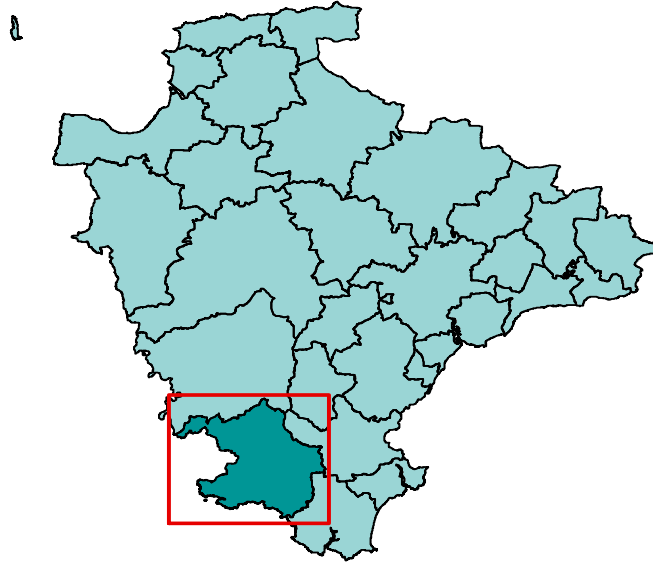


Area definition

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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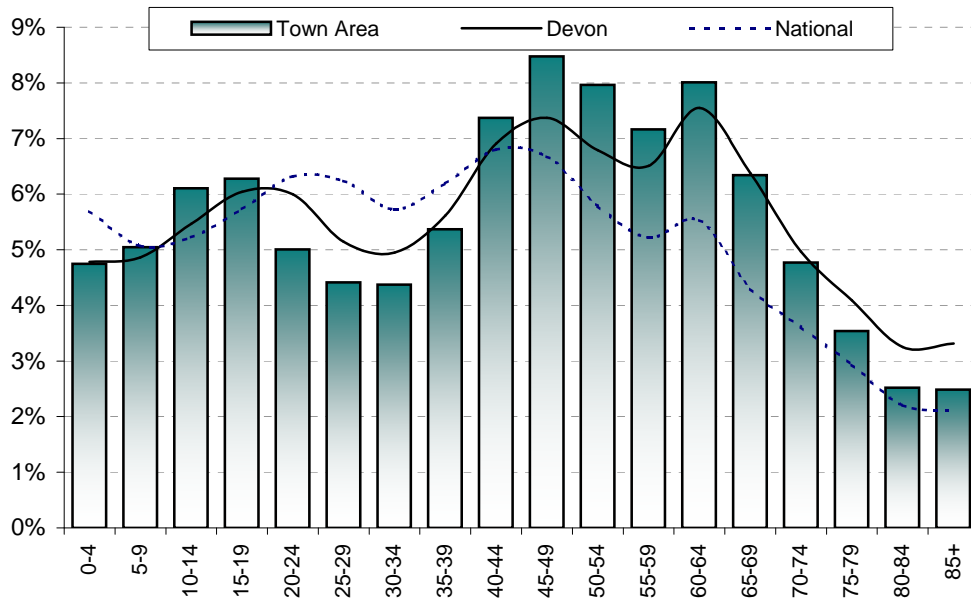
The area has one major settlement - Ivybridge - and one smaller population centre - Bickleigh. It also includes the following parishes:

Aveton Gifford, Bigbury, Brixton, Cornwood, Ermington, Harford, Holbeton, Kingston, Modbury, Newton and Noss, North Huish, Ringmore, Shaugh Prior, Sparkwell, Ugborough, Wembury, Wembury and Yealmpton.

Population

Total population	Ivybridge	Bickleigh	Remainder	Town Area	South Hams	Devon	National
2001	12,053	4,313	17,717	34,083	81,849	704,497	57,103,927
2011 (National 2010)	12,343	3,819	19,365	35,527	86,399	772,374	60,462,600
Change	290	-494	1,648	1,444	4,550	67,877	3,358,673
% change	2.4%	-11.5%	9.3%	4.2%	5.6%	9.6%	5.9%

Proportion aged	Ivybridge	Bickleigh	Remainder	Town Area	South Hams	Devon	National
0-19	25.8%	22.8%	19.7%	22.2%	20.5%	21.2%	21.7%
20-39	21.7%	24.1%	16.6%	19.2%	18.6%	21.7%	24.5%
40-59	30.7%	35.1%	30.3%	31.0%	29.7%	27.6%	24.5%
60-79	17.5%	15.3%	27.4%	22.7%	24.8%	23.0%	16.4%
80 and over	4.2%	2.7%	6.0%	5.0%	6.5%	6.6%	4.3%

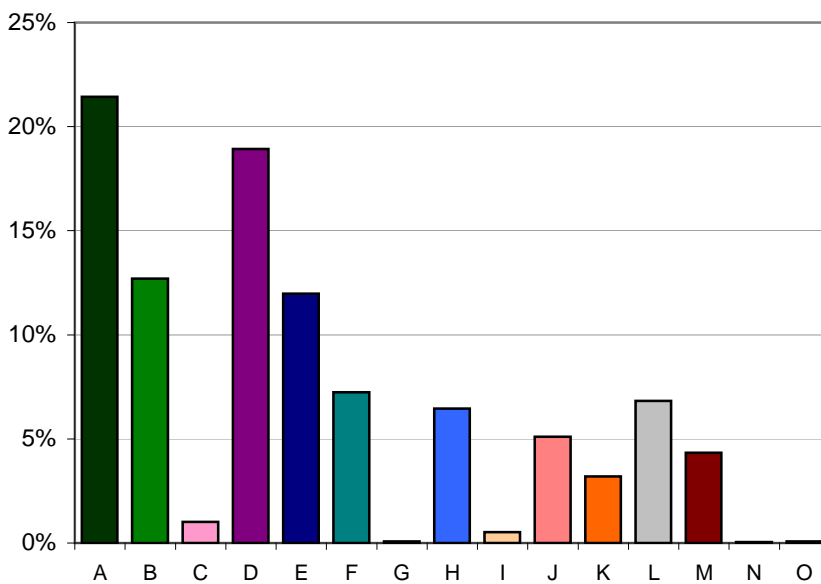


Population attributes

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.

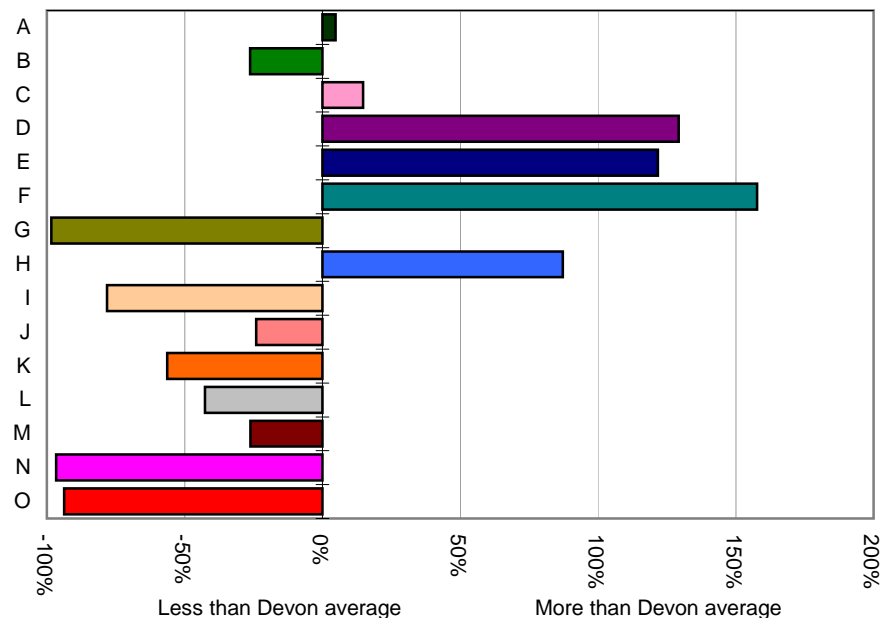
The Mosaic data are broken down in to a number of groups, each one describing a section of the population.

	Households	%	Devon
A -Residents of isolated rural communities	3,295	21.4%	20.5%
B -Residents of small and mid-sized towns with strong local roots	1,952	12.7%	17.2%
C -Wealthy people living in the most sought after neighbourhoods	156	1.0%	0.9%
D -Successful professionals living in suburban or semi-rural homes	2,910	18.9%	8.3%
E -Middle income families living in moderate suburban semis	1,840	12.0%	5.4%
F -Couples with young children in comfortable modern housing	1,114	7.2%	2.8%
G -Young, well-educated city dwellers	12	0.1%	4.9%
H -Couples and young singles in small modern starter homes	993	6.5%	3.5%
I - Lower income workers in urban terraces in often diverse areas	80	0.5%	2.4%
J -Owner occupiers in older-style housing in ex-industrial areas	785	5.1%	6.7%
K -Residents with sufficient incomes in right-to-buy social houses	491	3.2%	7.3%
L -Active elderly people living in pleasant retirement locations	1,050	6.8%	11.9%
M -Elderly people reliant on state support	666	4.3%	5.9%
N -Young people renting flats in high density social housing	6	0.0%	1.1%
O -Families in low-rise social housing with high levels of benefit	12	0.1%	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	0
% population within most deprived 25% of all areas in England	0%
Population within least deprived 25% of all areas in England	15,405
% population within least deprived 25% of all areas in England	43%

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

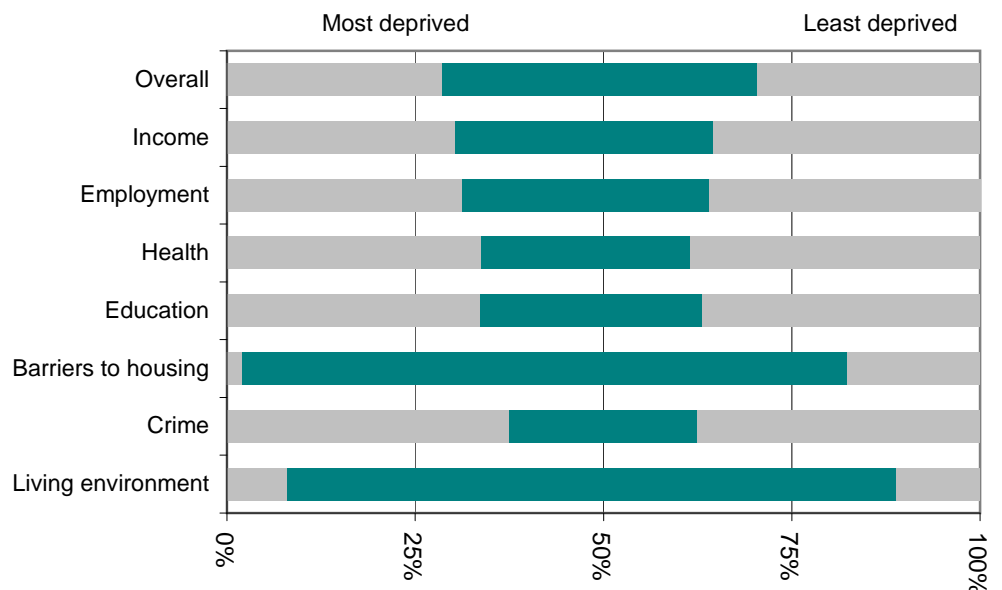
Most deprived areas

Overall	Cornwood and Sparkwell
Income Deprivation	Cornwood and Sparkwell
Employment Deprivation	Wembury and Brixton
Health Deprivation and Disability	Cornwood and Sparkwell
Education, Skills and Training Deprivation	Cornwood and Sparkwell
Barriers to Housing and Services	Charterlands
Living Environment Deprivation	Erme Valley
Crime	Ivybridge Central

Least deprived areas

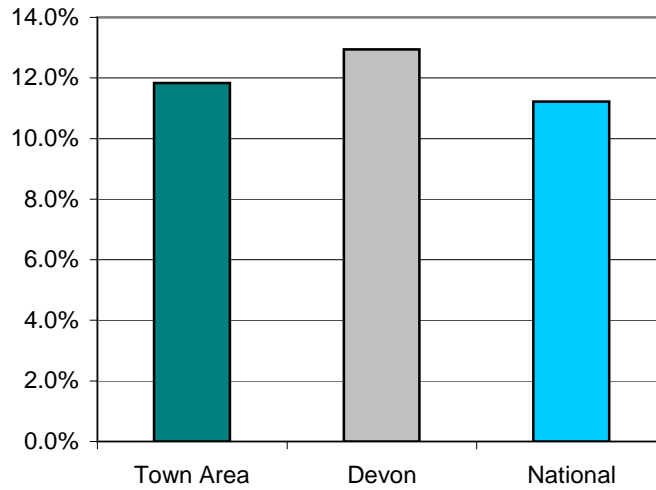
Overall	Ivybridge Woodlands
Income Deprivation	Bickleigh and Shaugh
Employment Deprivation	Bickleigh and Shaugh
Health Deprivation and Disability	Avon and Harbourne
Education, Skills and Training Deprivation	Wembury and Brixton
Barriers to Housing and Services	Wembury and Brixton
Living Environment Deprivation	Ivybridge Filham
Crime	Bickleigh and Shaugh

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



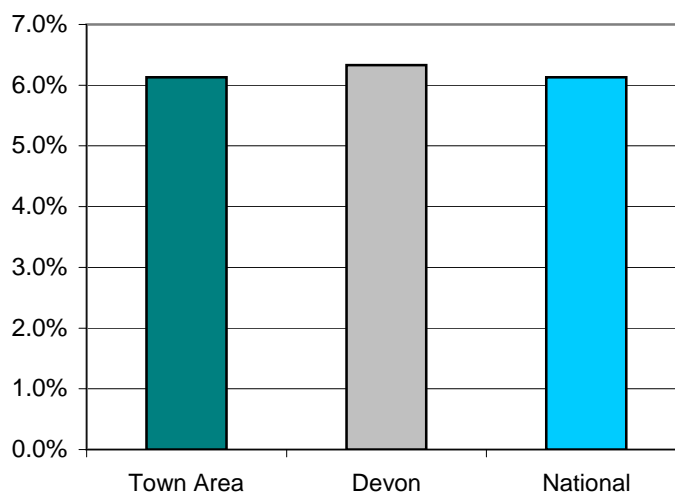
Children Living In Poverty - 2011

	<i>Ivybridge</i>	<i>Bickleigh</i>	<i>Remainder</i>	<i>Town Area</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
Percentage of children living in poverty	8.8%	6.7%	15.9%	11.8%	13.1%	12.9%	11.2%



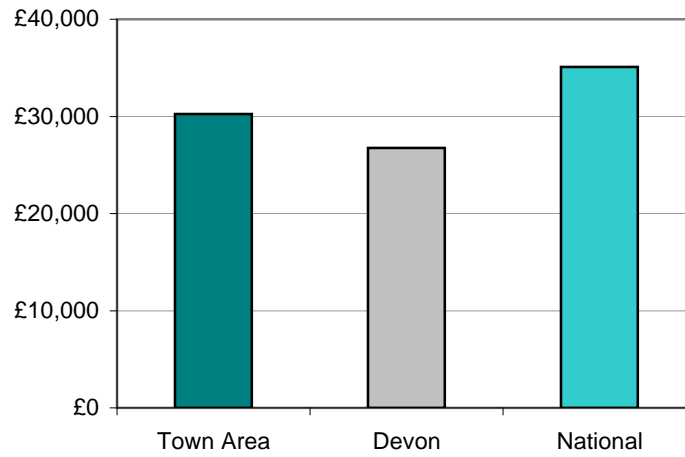
Percentage of Fuel Poverty Households - 2008

	<i>Ivybridge</i>	<i>Bickleigh</i>	<i>Remainder</i>	<i>Town Area</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
Percentage of fuel poverty households	5.9%	5.5%	6.3%	6.1%	6.2%	6.3%	6.1%



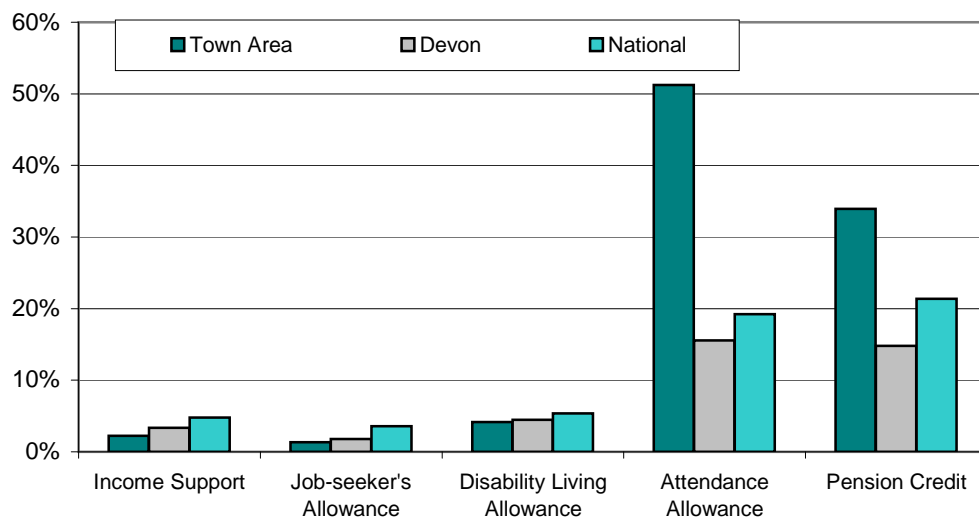
Income - 2008

	<i>Ivybridge</i>	<i>Bickleigh</i>	<i>Remainder</i>	<i>Town Area</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
Average income (£)	30,500	31,500	29,800	30,200	27,700	26,800	35,100



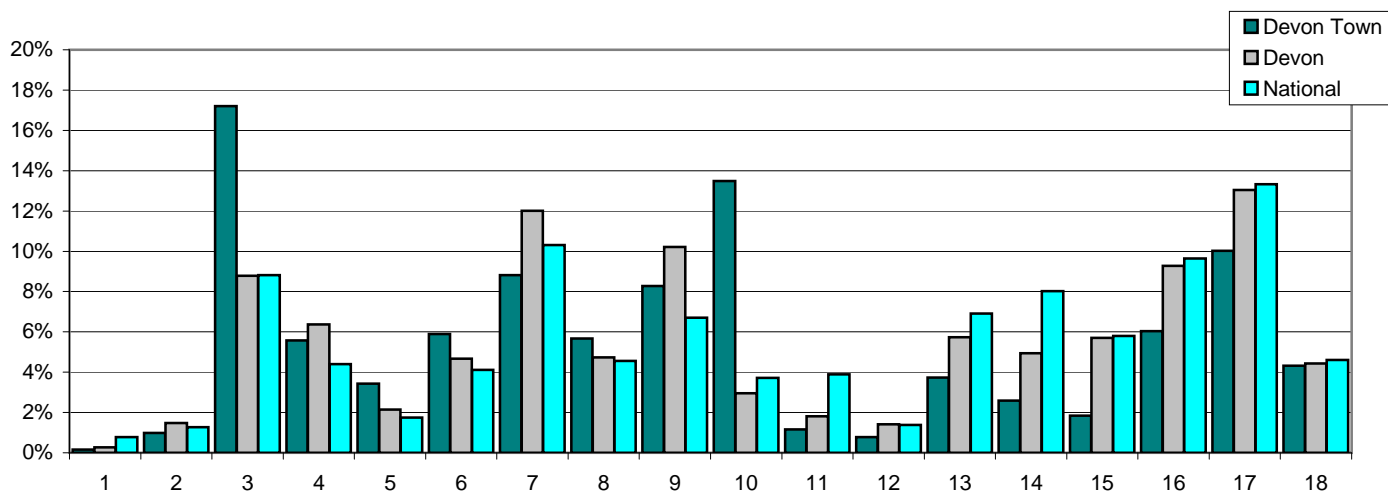
Benefits - 2011

Percent of:	<i>Ivybridge</i>	<i>Bickleigh</i>	<i>Remainder</i>	<i>Town Area</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
16-59 year olds claiming Income Support	2.2%	1.4%	2.4%	2.2%	2.9%	3.4%	4.8%
16-64 year olds claiming Job Seekers Allowance	1.3%	1.3%	1.3%	1.3%	1.4%	1.8%	3.6%
Total population claiming Disability Living Allowance	4.0%	2.7%	4.5%	4.2%	4.2%	4.5%	5.3%
65 and older claiming Attendance Allowance	20.1%	14.6%	16.1%	51.2%	15.2%	15.6%	19.2%
60 and older claiming Pension Credit	11.7%	8.7%	11.9%	33.9%	13.2%	14.8%	21.4%



Employment - 2010

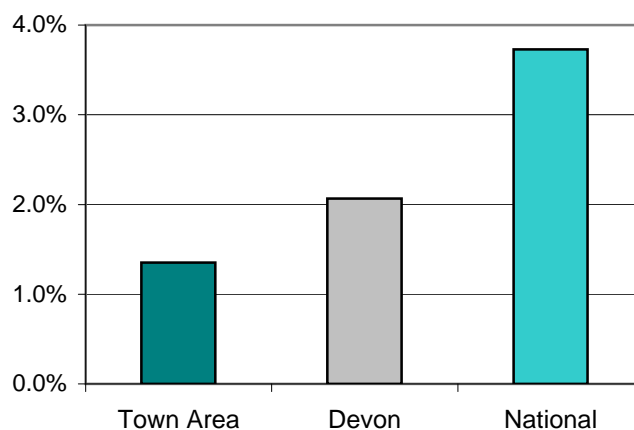
Percent of all employees	Ivybridge	Bickleigh	Remainder	Town Area	South Hams	Devon	National
1 Agriculture, forestry & fishing	0.0%	0.0%	0.2%	0.2%	0.2%	0.3%	0.8%
2 Mining, quarrying & utilities	0.4%	0.0%	1.1%	1.0%	0.7%	1.5%	1.3%
3 Manufacturing	5.1%	1.1%	20.3%	17.2%	12.1%	8.8%	8.8%
4 Construction	2.4%	5.5%	6.3%	5.6%	4.7%	6.4%	4.4%
5 Motor trades	2.4%	0.0%	3.8%	3.4%	2.1%	2.1%	1.8%
6 Wholesale	1.2%	0.5%	7.1%	5.9%	5.3%	4.7%	4.1%
7 Retail	8.9%	0.3%	9.0%	8.8%	13.0%	12.0%	10.3%
8 Transport & storage (inc postal)	2.0%	18.9%	6.1%	5.7%	4.5%	4.7%	4.6%
9 Accommodation & food services	4.3%	5.2%	9.2%	8.3%	12.0%	10.2%	6.7%
10 Information & comms	2.8%	1.1%	16.2%	13.5%	7.2%	3.0%	3.7%
11 Financial & insurance	3.2%	0.0%	0.8%	1.2%	1.1%	1.8%	3.9%
12 Property	1.6%	0.0%	0.6%	0.8%	1.7%	1.4%	1.4%
13 Professional, scientific & technical	4.4%	6.3%	3.5%	3.7%	3.8%	5.7%	6.9%
14 Business administration & support services	2.0%	2.5%	2.7%	2.6%	4.4%	4.9%	8.0%
15 Public administration & defence	6.4%	0.0%	0.9%	1.8%	3.4%	5.7%	5.8%
16 Education	18.8%	16.4%	3.0%	6.0%	7.8%	9.3%	9.6%
17 Health	24.1%	38.5%	6.1%	10.0%	10.4%	13.0%	13.3%
18 Arts, entertainment, recreation & other services	10.0%	3.8%	3.1%	4.3%	5.6%	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.

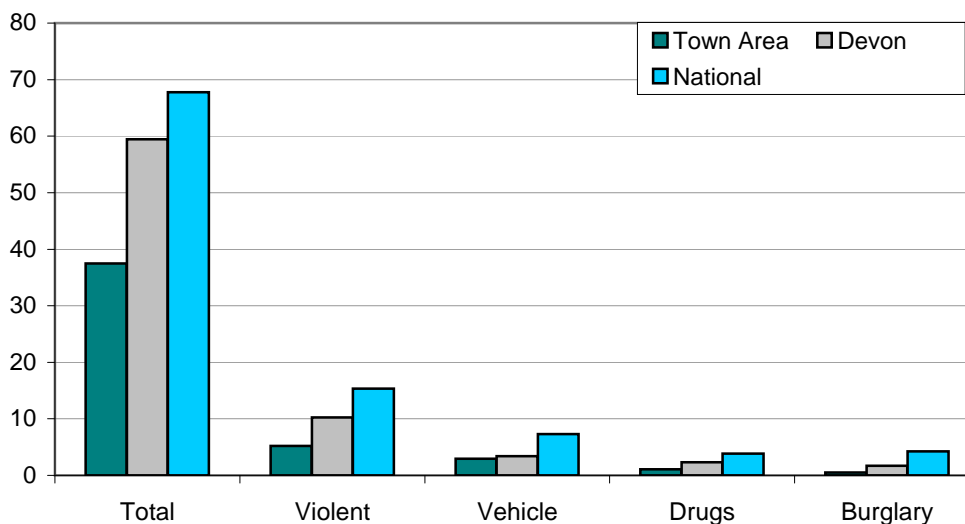
Unemployment - 2011

	<i>Ivybridge</i>	<i>Bickleigh</i>	<i>Remainder</i>	<i>Town Area</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
Number unemployed	106	33	181	320	792	9,451	1,461,644
% of working age population	1.3%	1.3%	1.5%	1.4%	1.7%	2.2%	4.0%



Crime - April 2010 - March 2011

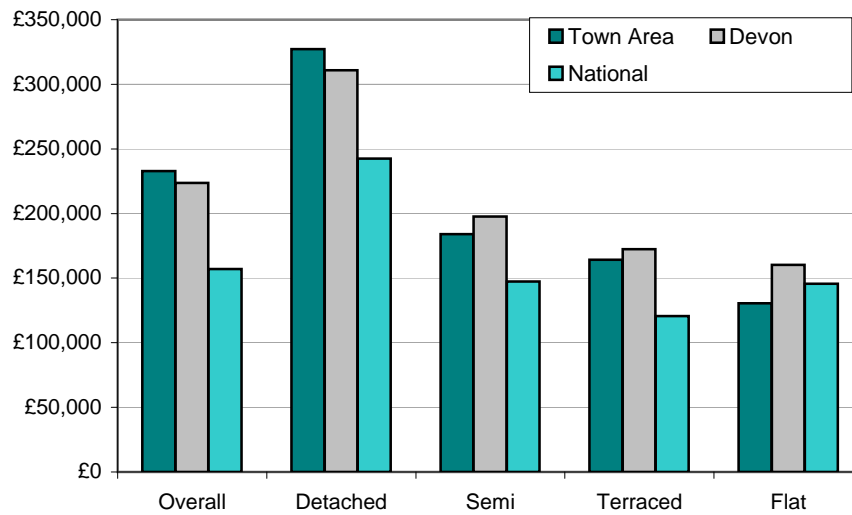
Crimes per 1,000 population	<i>Ivybridge</i>	<i>Bickleigh</i>	<i>Remainder</i>	<i>Town Area</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
Total crime	40.6	40.3	35.0	37.5	42.8	59.5	67.8
Violent crime	6.6	4.7	4.4	5.2	5.9	10.3	15.4
Vehicle crime	1.8	2.9	3.7	3.0	3.2	3.4	7.3
Drug offences	1.1	1.8	0.9	1.1	1.2	2.3	3.8
House burglary	0.3	1.0	0.5	0.5	0.8	1.7	4.2



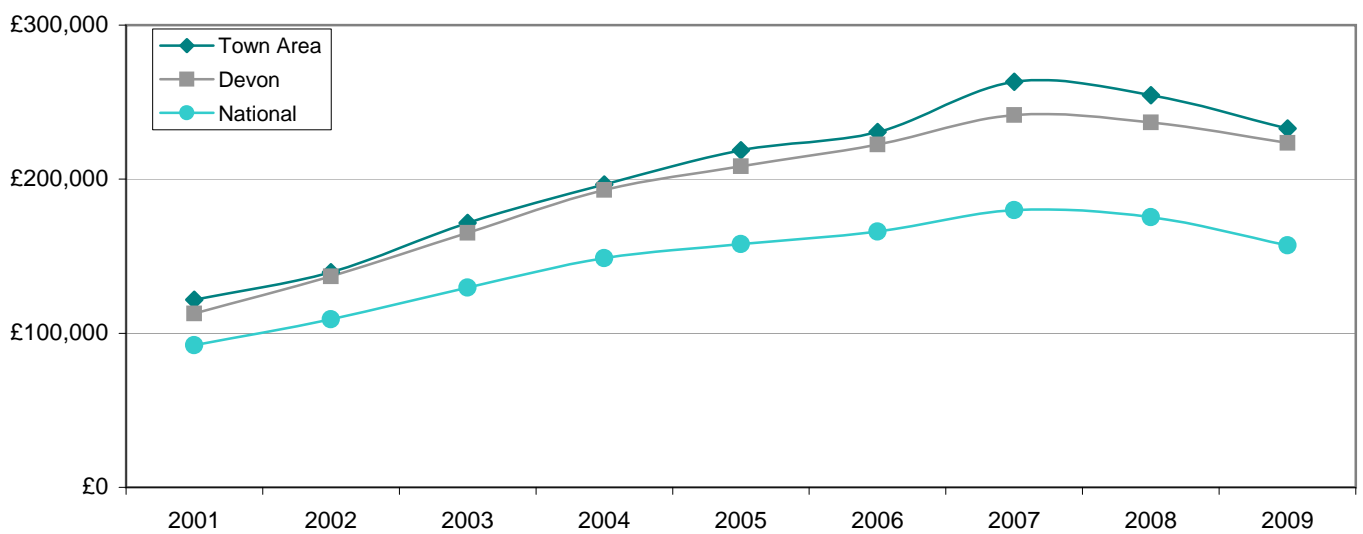
Note: Vehicle Crime Includes: Interfering with a motor vehicle

House prices - 2009

Average prices (£)	Ivybridge	Bickleigh	Remainder	Town Area	South Hams	Devon	National
Overall	185,021	161,579	273,036	232,947	281,429	223,645	157,033
Detached	242,928	230,458	368,723	327,200	390,160	310,899	242,492
Semi-detached	177,735	181,673	194,344	184,054	222,961	197,577	147,464
Terraced	141,425	124,007	188,169	164,196	210,586	172,313	120,663
Flat/Maisonette	108,272	77,483	143,374	130,534	220,993	160,202	145,635



Overall average price (£)	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ivybridge	121,642	139,613	171,647	196,474	218,864	230,636	263,319	254,430	232,947
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

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

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

44%	The level of crime
43%	Health services
35%	Access to nature
32%	Public transport
27%	Shopping facilities

What things most need improving in this area?

36%	Public transport
31%	Activities for teenagers
28%	Affordable decent housing
24%	Road and pavement repairs
21%	Shopping facilities

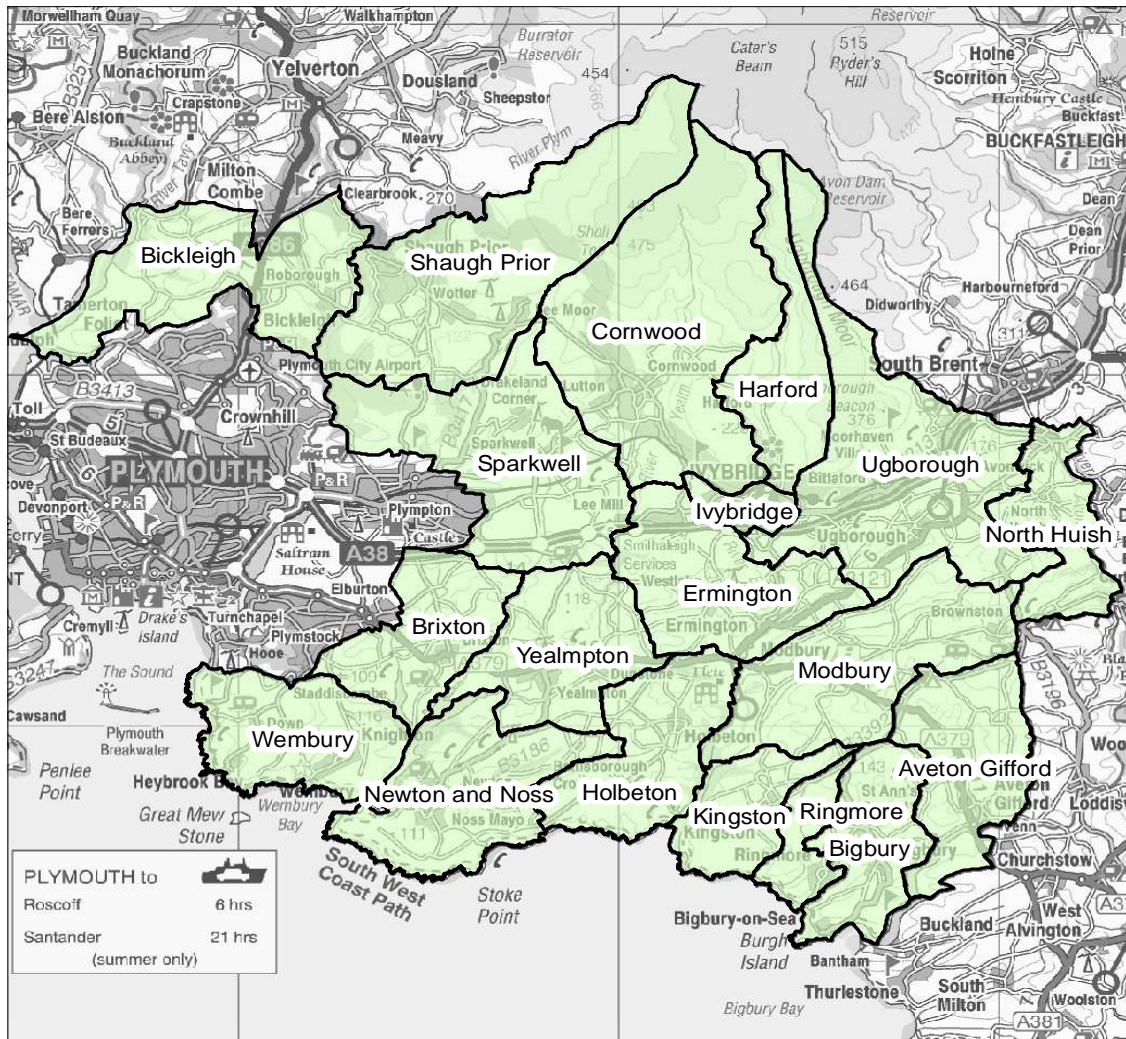
People saying they are very satisfied or fairly satisfied with	Town Area	Devon
Their local area as a place to live	94%	89%
Their local council	63%	52%
Their county council	52%	45%

Education - June 2011

	Ivybridge	Bickleigh	Remainder	Town Area	South Hams	Devon	National
% children achieving Key Stage 2 level 4 or above in							
English	86%	85%	84%	85%	85%	85%	81%
Maths	88%	85%	85%	86%	84%	84%	82%
Science	86%	85%	84%	100%	84%	87%	85%

% children achieving 5 or more GCSEs at grades							
A*-C	78%	79%	93%	80%	82%	74%	80%
A*-C including	63%	64%	76%	65%	62%	58%	59%
A*-G	98%	86%	114%	99%	98%	96%	n/a

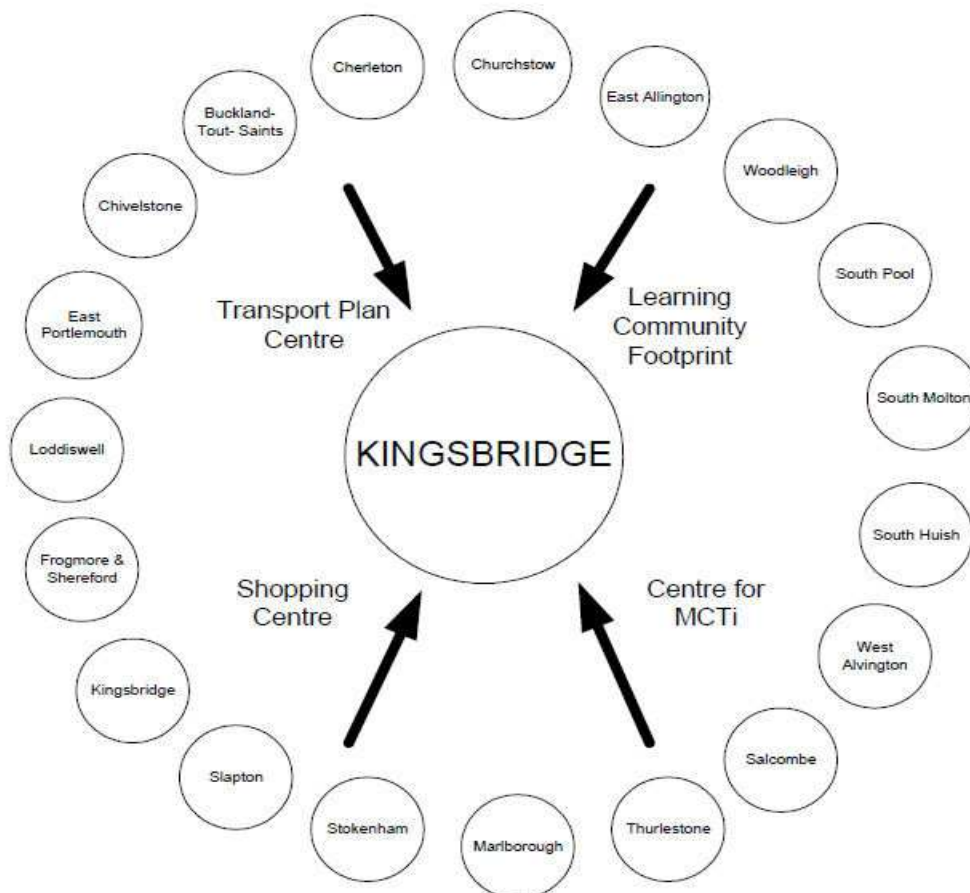
Ivybridge area



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>