

Area definition

This profile is one of 62 (one for each electoral division) that have been produced by Devon County Council's Strategic Intelligence unit. They aim to give a broad overview of each County Councillor's electoral division.

Each profile covers a range of topics such as population, the economy, education standards and house prices.

Further, more detailed information may be available if required - please contact Strategic Intelligence for further information.

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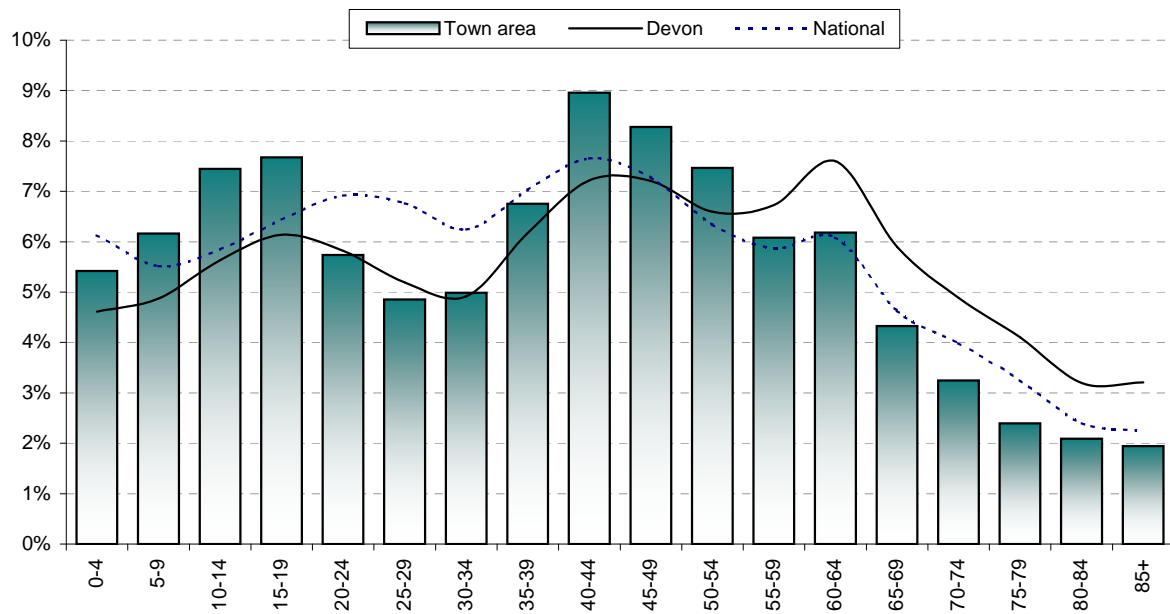
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The Ivybridge Electoral Division comprises the following 3 wards: Ivybridge Central, Ivybridge Filham and Ivybridge Woodlands

Population

Total population	Ivybridge Central	Ivybridge Filham	Ivybridge Woodlands	Electoral Division	South Hams	Devon	National
2001	2,181	5,218	4,664	12,063	81,849	704,497	57,103,927
2008	2,405	5,324	4,570	12,299	83,500	754,700	59,608,200
Change	224	106	-94	236	1651	50203	2504273
% change	10%	2%	-2%	2%	2%	7%	4%

Proportion aged	Ivybridge Central	Ivybridge Filham	Ivybridge Woodlands	Electoral Division	South Hams	Devon	National
0-19	25.3%	28.2%	26.9%	27.1%	21.6%	21.7%	24.0%
20-39	22%	23%	22%	23%	20%	23%	27%
40-59	28%	31%	33%	31%	31%	28%	27%
60-79	23%	14%	15%	16%	25%	23%	18%
80 and over	9%	3%	3%	4%	7%	7%	5%



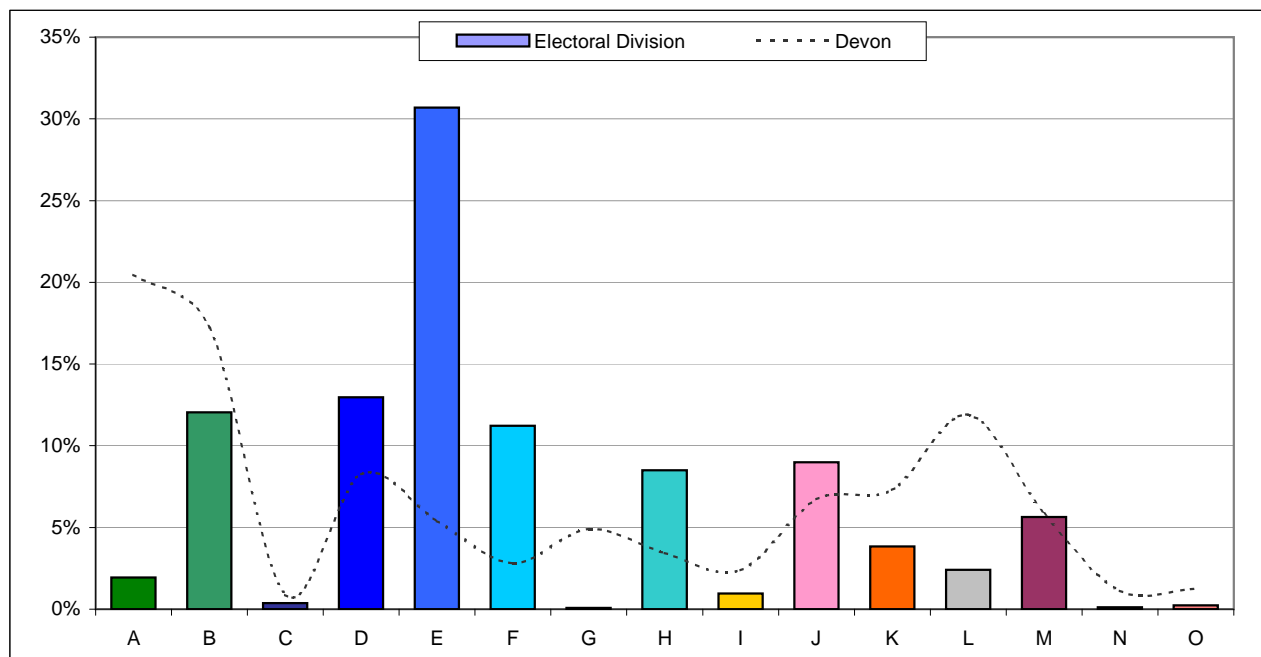
Population attributes

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	94	1.9%	20.5%
B - Residents of small and mid-sized towns with strong local roots	586	12.0%	17.2%
C - Wealthy people living in the most sought after neighbourhoods	18	0.4%	0.9%
D - Successful professionals living in suburban or semi-rural homes	631	13.0%	8.3%
E - Middle income families living in moderate suburban semis	1494	30.7%	5.4%
F - Couples with young children in comfortable modern housing	546	11.2%	2.8%
G - Young, well-educated city dwellers	4	0.1%	4.9%
H - Couples and young singles in small modern starter homes	414	8.5%	3.5%
I - Lower income workers in urban terraces in often diverse areas	47	1.0%	2.4%
J - Owner occupiers in older-style housing in ex-industrial areas	438	9.0%	6.7%
K - Residents with sufficient incomes in right-to-buy social houses	187	3.8%	7.3%
L - Active elderly people living in pleasant retirement locations	117	2.4%	11.9%
M - Elderly people reliant on state support	275	5.6%	5.9%
N - Young people renting flats in high density social housing	6	0.1%	1.1%
O - Families in low-rise social housing with high levels of benefit needed	11	0.2%	1.3%

Distribution of households by Mosaic group



Deprivation

The principal source of deprivation data is currently The Indices of Deprivation 2007. 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 areas in England	0
% population within most deprived 25% of areas in England	0%
Population within least deprived 25% of areas in England	8,285
% population within least deprived 25% of areas in England	66%

Deprivation data are not available for wards but the following tables show which wards contain the most deprived LSOA in the electoral division.

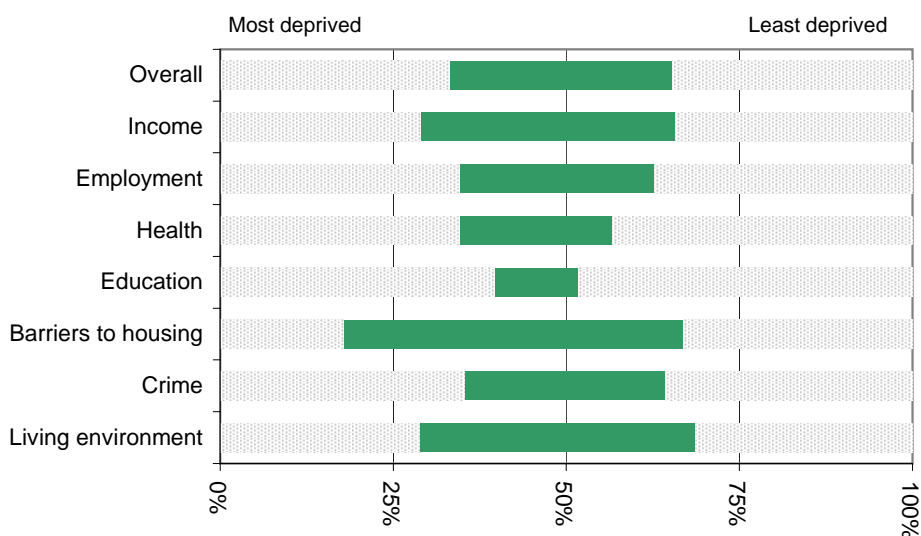
Most deprived areas

Overall	Ivybridge Central
Income Deprivation	Ivybridge Central
Employment Deprivation	Ivybridge Central
Health Deprivation and Disability	Ivybridge Central
Education, Skills and Training Deprivation	Ivybridge Woodlands
Barriers to Housing and Services	Ivybridge Central
Living Environment Deprivation	Ivybridge Central
Crime	Ivybridge Central

Least deprived areas

Overall	Ivybridge Woodlands
Income Deprivation	Ivybridge Woodlands
Employment Deprivation	Ivybridge Woodlands
Health Deprivation and Disability	Ivybridge Woodlands
Education, Skills and Training Deprivation	Ivybridge Woodlands
Barriers to Housing and Services	Ivybridge Filham
Living Environment Deprivation	Ivybridge Filham
Crime	Ivybridge Filham

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



Income

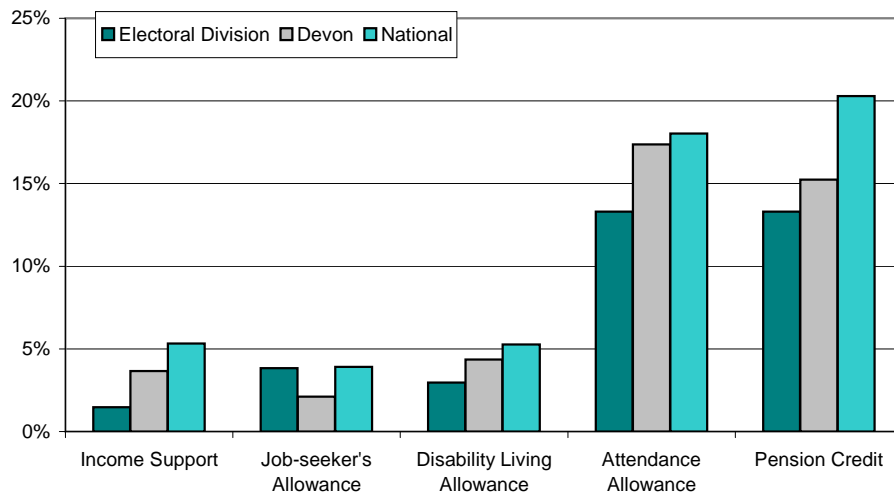
Income data are available at Middle Super Output Area (MSOA) level. MSOAs cover a population of about 7,500 but do not align well with electoral division boundaries. The figures provided below include all MSOAs where a substantial part falls inside the electoral division and as such will give a good indication of income levels in the area.

The figures shown below for wards are estimates based on the number of households in that ward and which MSOA those households are within.

	<i>Ivybridge Central</i>	<i>Ivybridge Filham</i>	<i>Ivybridge Woodlands</i>	<i>Electoral Division</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
Average income (£)	39,107	39,107	39,107	39,107	32,974	31,243	35,101

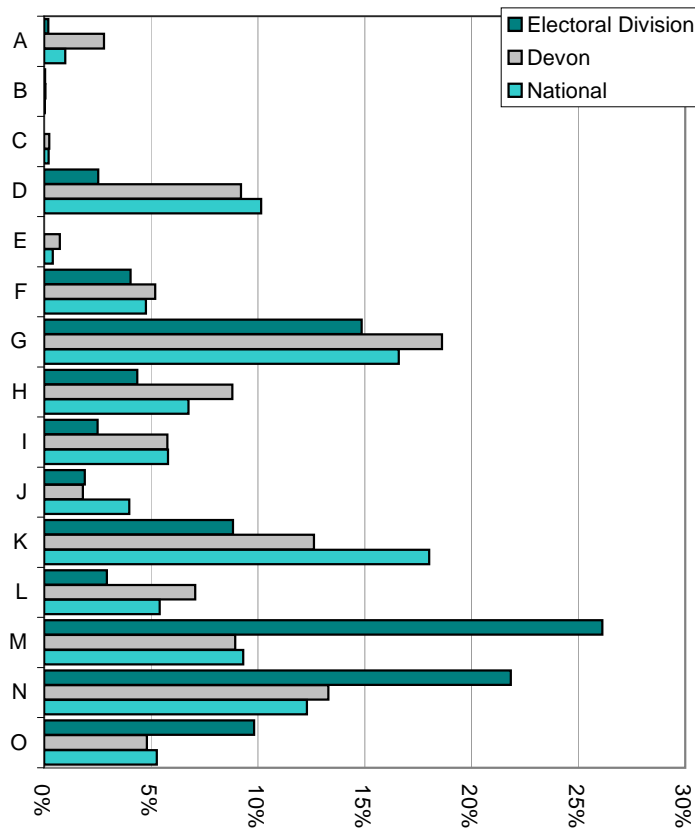
Benefits

Percent of:	<i>Ivybridge Central</i>	<i>Ivybridge Filham</i>	<i>Ivybridge Woodlands</i>	<i>Electoral Division</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
16-59 year olds claiming Income Support	4.8%	2.5%	1.3%	1.5%	3.2%	3.7%	5.3%
16-64 year olds claiming Job Seekers Allowance	1.9%	1.6%	1.1%	3.8%	1.7%	2.1%	3.9%
Total population claiming Disability Living Allowance	5.2%	3.8%	3.0%	3.0%	4.1%	4.4%	5.3%
65 and older claiming Attendance Allowance	26.4%	22.3%	12.4%	13.3%	17.4%	17.4%	18.0%
60 and older claiming Pension Credit	19.7%	13.2%	7.6%	13.3%	13.7%	15.2%	20.3%



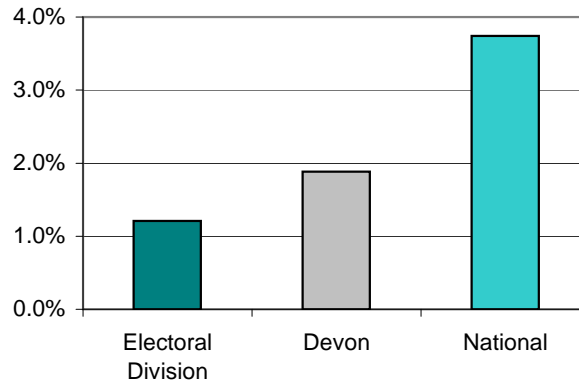
Employment

Percent of all employees	Ivybridge Central	Ivybridge Filham	Ivybridge Woodlands	Electoral Division	South Hams	Devon	National
A : Agriculture & forestry	0.0%	0.6%	0.0%	0.2%	3.0%	2.8%	1.0%
B : Fishing	0.0%	0.0%	0.2%	0.0%	0.1%	0.1%	0.0%
C : Mining & quarrying	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.2%
D : Manufacturing	4.0%	1.0%	0.5%	2.5%	11.3%	9.2%	10.2%
gas & water	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%	0.4%
F : Construction	1.9%	6.3%	7.0%	4.0%	5.2%	5.2%	4.8%
G : Wholesale & retail trade	24.6%	1.3%	9.0%	14.9%	19.5%	18.6%	16.6%
H : Hotels & restaurants	5.5%	4.6%	0.0%	4.4%	9.6%	8.8%	6.8%
I : Transport, storage & comms	4.0%	0.4%	1.7%	2.5%	7.6%	5.8%	5.8%
J : Financial services	2.9%	1.1%	0.0%	1.9%	0.8%	1.8%	4.0%
K : Real estate & business activities	9.5%	8.7%	7.0%	8.8%	13.7%	12.6%	18.0%
L : Public admin & defence	4.5%	1.5%	0.5%	2.9%	5.3%	7.1%	5.4%
M : Education	6.8%	40.9%	61.7%	26.1%	8.1%	8.9%	9.3%
N : Health & social work	20.6%	31.8%	6.5%	21.8%	10.4%	13.3%	12.3%
O : Other community services	15.7%	1.8%	6.0%	9.8%	5.0%	4.8%	5.3%



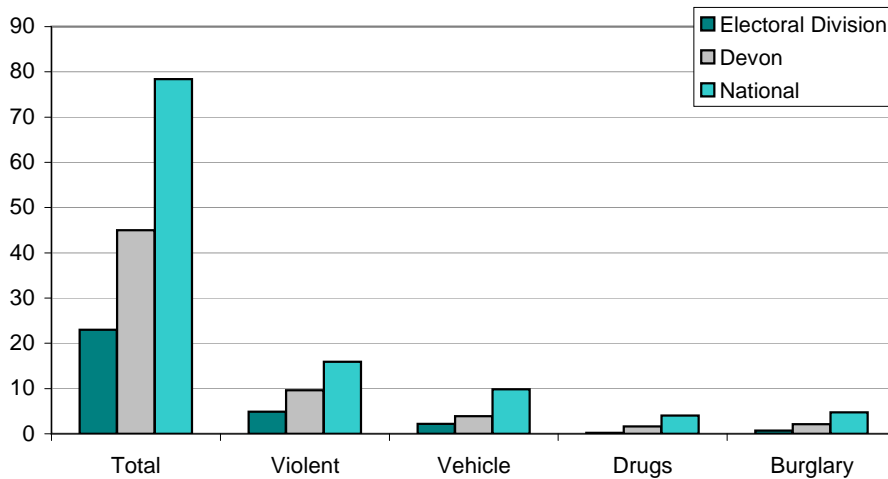
Unemployment

	<i>Ivybridge Central</i>	<i>Ivybridge Filham</i>	<i>Ivybridge Woodlands</i>	<i>Electoral Division</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
Number unemployed	32	38	23	93	727	8,268	1,383,990
% of working age population	2.4%	1.1%	0.8%	1.2%	1.5%	1.9%	3.7%



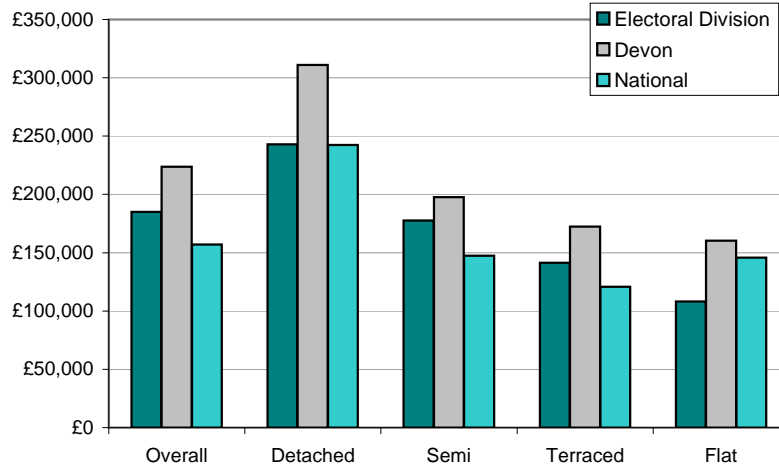
Crime

Crimes per 1,000 population	<i>Ivybridge Central</i>	<i>Ivybridge Filham</i>	<i>Ivybridge Woodlands</i>	<i>Electoral Division</i>	<i>South Hams</i>	<i>Devon</i>	<i>National</i>
Total crime	61.9	16.2	8.7	23.0	31.0	45	78
Violent crime	11.1	3.4	3.0	4.9	5.9	9.6	15.9
Vehicle crime	4.2	2.3	0.9	2.2	3.0	4	10
Drug offences	0.8	0.2	0.0	0.2	0.7	1.6	4.0
House burglary	1.5	0.6	0.4	0.7	1.3	2.1	4.7

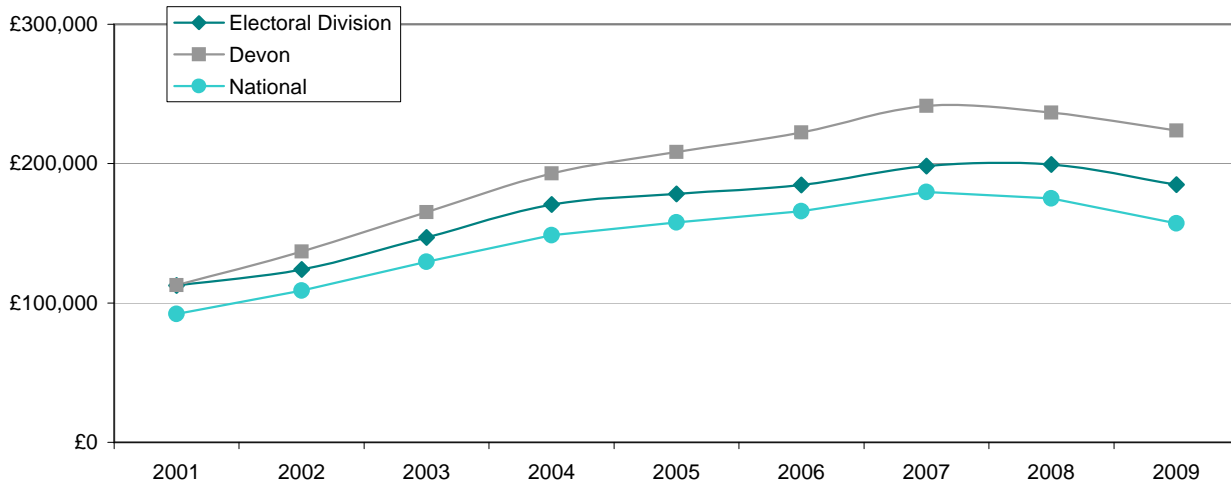


House prices

2009 average prices (£)	Ivybridge Central	Ivybridge Filham	Ivybridge Woodlands	Electoral Division	South Hams	Devon	National
Overall	167,288	193,483	184,832	185,021	281,429	223,636	157,033
Detached	267,414	243,432	233,575	242,928	390,160	310,899	242,492
Semi-detached	182,490	186,619	163,864	177,735	222,961	197,547	147,464
Terraced	137,400	137,170	152,425	141,425	210,586	172,313	120,663
Flat/Maisonette	109,493	83,000	125,000	108,272	220,993	160,202	145,635



Overall average price (£)	2001	2002	2003	2004	2005	2006	2007	2008	2009
Ivybridge	112,470	124,088	146,947	170,604	178,187	184,705	198,345	199,356	185,021
Devon	112,730	136,964	165,224	193,049	208,325	222,466	241,522	236,700	223,636
England & Wales	92,189	108,981	129,626	148,705	157,774	165,907	179,678	175,124	157,033



Place Survey

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 electoral division. Due to the relatively small number of people surveyed in each electoral division the results may be unreliable, but they will give an indication of feelings within the area - 149 people were surveyed in the Ivybridge electoral division.

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

47%	The level of crime
43%	Health services
39%	Shopping facilities
33%	Public transport
27%	Access to nature

What things most need improving in this area?

39%	Public transport
36%	Shopping facilities
32%	Activities for teenagers
25%	Job prospects
23%	Wage levels and cost of living

People saying they are very satisfied or fairly satisfied with	Electoral division	Devon
Their local area as a place to live	91%	89%
Their local council	60%	52%
Their county council	51%	45%

Education

	Ivybridge Central	Ivybridge Filham	Ivybridge Woodlands	Electoral Division	South Hams	Devon	National
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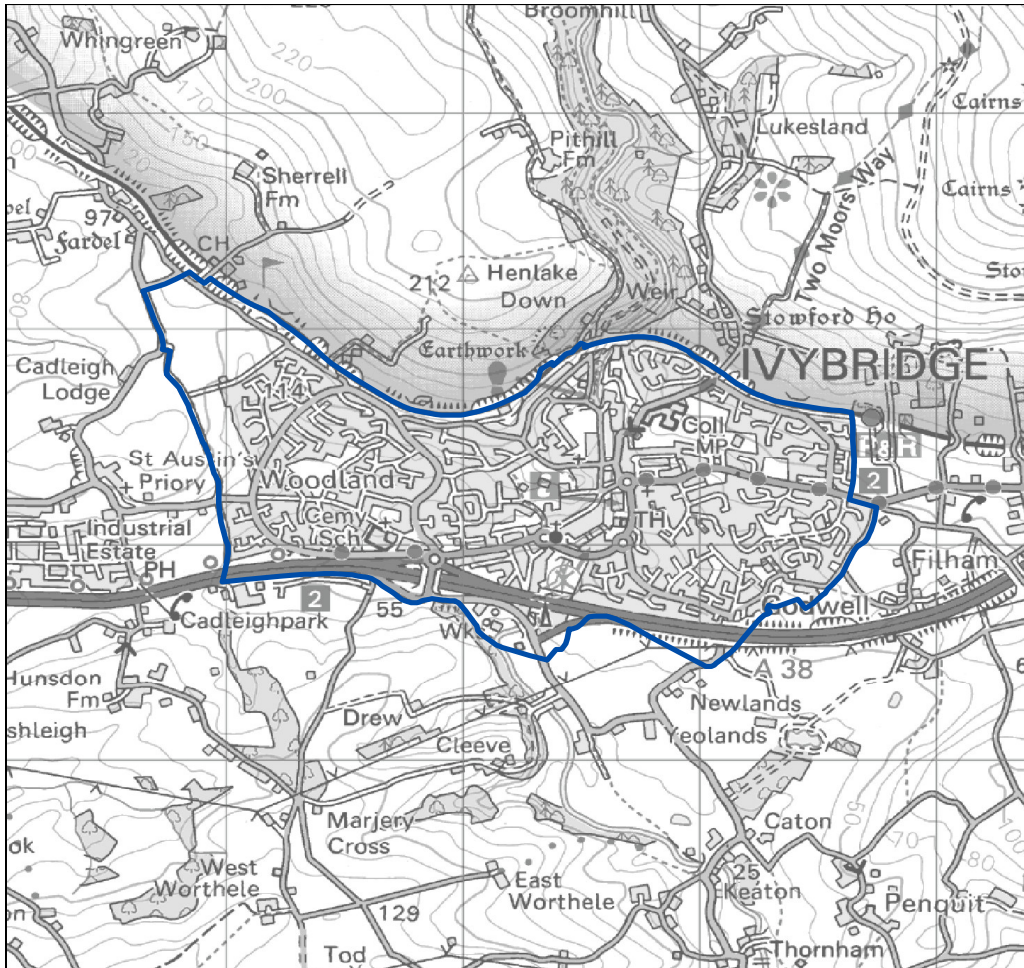
% children achieving Key Stage 2 level 4 or above in

English	79%	85%	86%	85%	82%	81%	80%
Maths	76%	85%	75%	80%	82%	80%	79%
Science	91%	93%	93%	93%	91%	90%	88%

% children achieving 5 or more GCSEs at grades

A*-C	79%	84%	80%	82%	74%	66%	70%
A*-C including English and Maths	68%	65%	61%	64%	60%	51%	51%
A*-G	100%	98%	100%	99%	96%	94%	92%

Ivybridge area



Further information and sources

Population : 2001 - Census © Crown copyright
2008 - Registrar General's Mid Year Estimates, Office for National Statistics © Crown copyright
Age breakdown - Devon figures from NHS Devon, national figures from 2009 Mid Year Estimate,
Office for National Statistics © Crown copyright

Population attributes : Mosaic Public Sector © Experian

Deprivation : Indices of Deprivation 2007
Department for Communities and Local Government, © Crown copyright
<http://www.communities.gov.uk/indices>

Income : Model-Based Estimates at MSOA Level, 2007/08
Crown Copyright ©

Benefits : May 2009 - Department for Work and Pensions
© Crown copyright
<http://research.dwp.gov.uk/asd/tabtool.asp>

Employment : Annual Business Inquiry 2007
Office for National Statistics © Crown copyright
<http://www.nomisweb.co.uk>

Unemployment : April 2009 - Office for National Statistics
© Crown copyright
<http://www.nomisweb.co.uk>

Crime : April 2008 - March 2009
Devon and Cornwall Constabulary

Education : Children and Young People's Directorate, Devon County Council
Department for Education © Crown Copyright
Local figures relate to children living in an area and attending a Devon County Council maintained school. As such figures may vary from nationally published data.

House prices : Land Registry
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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 particular month.

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

This profile has been produced by the County Council's Strategic Intelligence Unit. For further information please contact us.

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