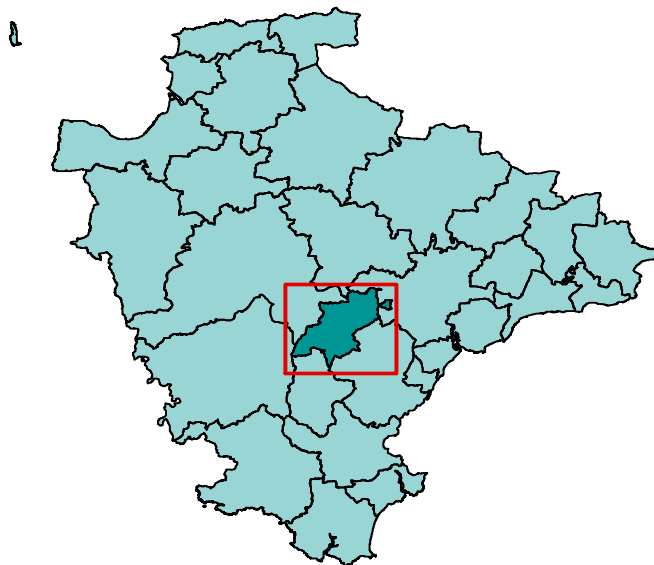


Area definition

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.



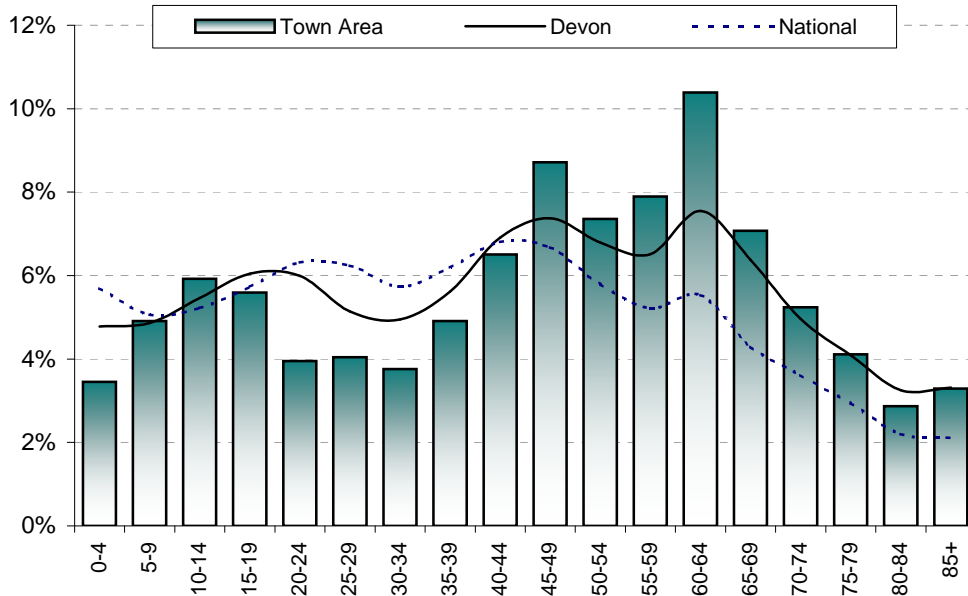
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The area has one major settlement - Moretonhampstead. It also includes the following parishes: Bridford, Dunsford, Lustleigh, Manaton and North Bovey.

Population

Total population	Moreton-hampstead	Remainder	Town Area	Teignbridge	Devon	National
2001	1,537	2,414	3,951	120,958	704,497	57,103,927
2011 (National 2010)	1,819	2,436	4,255	129,373	772,374	60,462,600
Change	282	22	304	8,415	67,877	3,358,673
% change	18.3%	0.9%	7.7%	7.0%	9.6%	5.9%

Proportion aged	Moreton-hampstead	Remainder	Town Area	Teignbridge	Devon	National
0-19	20.9%	19.1%	19.9%	21.1%	21.2%	21.7%
20-39	19.1%	14.9%	16.7%	19.6%	21.7%	24.5%
40-59	29.1%	31.5%	30.5%	28.7%	27.6%	24.5%
60-79	23.1%	29.6%	26.8%	23.7%	23.0%	16.4%
80 and over	7.8%	5.0%	6.2%	6.9%	6.6%	4.3%

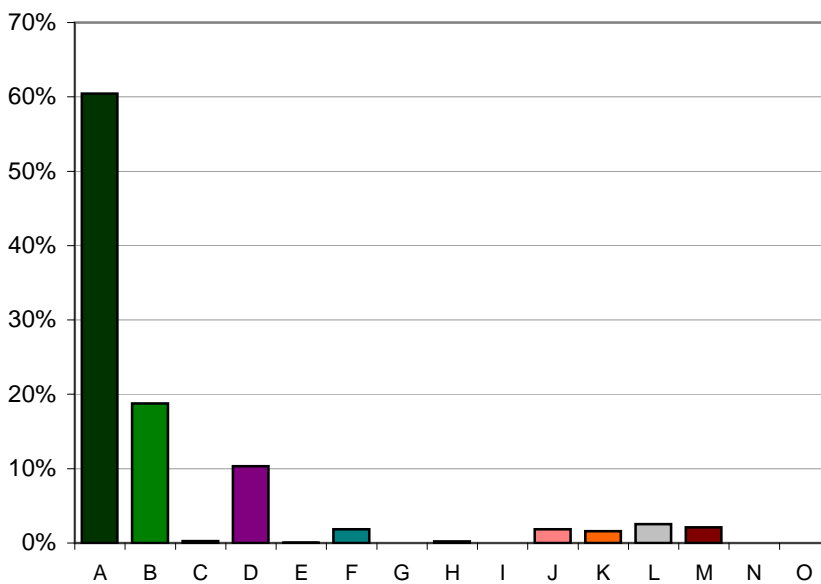


Population attributes

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.

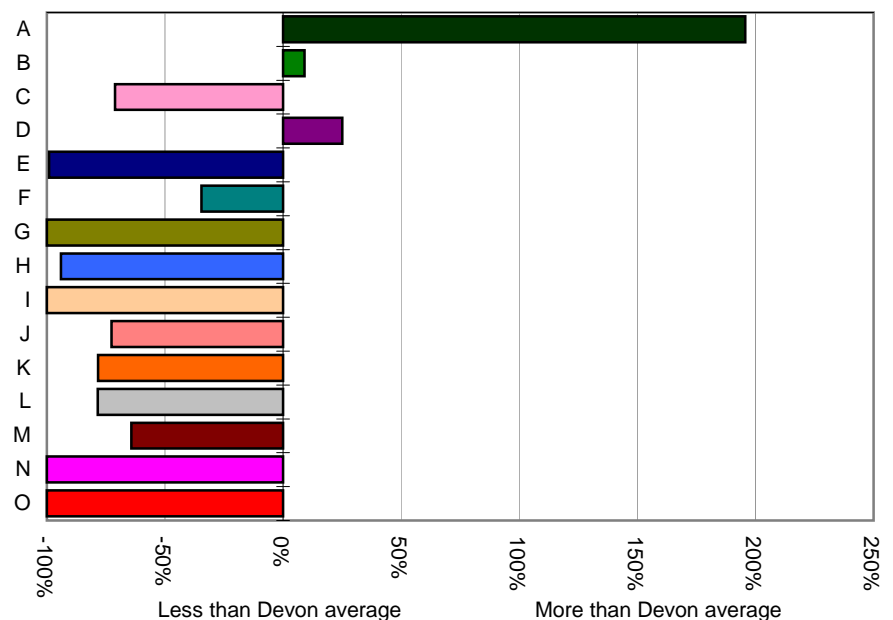
The Mosaic data are broken down in to a number of groups, each one describing a section of the population.

	Households	%	Devon
A -Residents of isolated rural communities	1,182	60.5%	20.5%
B -Residents of small and mid-sized towns with strong local roots	367	18.8%	17.2%
C -Wealthy people living in the most sought after neighbourhoods	5	0.3%	0.9%
D -Successful professionals living in suburban or semi-rural homes	202	10.3%	8.3%
E -Middle income families living in moderate suburban semis	1	0.1%	5.4%
F -Couples with young children in comfortable modern housing	36	1.8%	2.8%
G -Young, well-educated city dwellers	0	0.0%	4.9%
H -Couples and young singles in small modern starter homes	4	0.2%	3.5%
I - Lower income workers in urban terraces in often diverse areas	0	0.0%	2.4%
J -Owner occupiers in older-style housing in ex-industrial areas	36	1.8%	6.7%
K -Residents with sufficient incomes in right-to-buy social houses	31	1.6%	7.3%
L -Active elderly people living in pleasant retirement locations	50	2.6%	11.9%
M -Elderly people reliant on state support	41	2.1%	5.9%
N -Young people renting flats in high density social housing	0	0.0%	1.1%
O -Families in low-rise social housing with high levels of benefit	0	0.0%	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	1,518
% population within least deprived 25% of all areas in England	36%

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

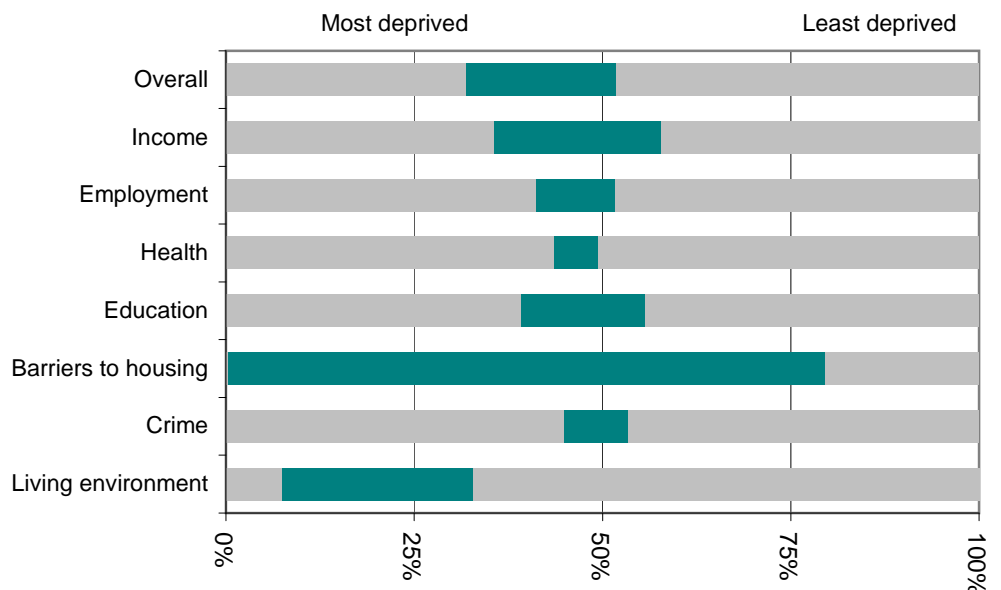
Most deprived areas

Overall	Moorland
Income Deprivation	Moorland
Employment Deprivation	Teign Valley
Health Deprivation and Disability	Moorland
Education, Skills and Training Deprivation	Moorland
Barriers to Housing and Services	Moorland
Living Environment Deprivation	Moorland
Crime	Moorland

Least deprived areas

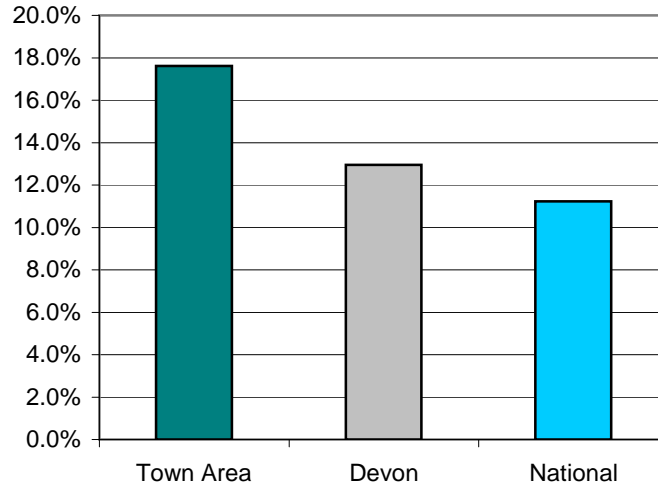
Overall	Bovey
Income Deprivation	Bovey
Employment Deprivation	Bovey
Health Deprivation and Disability	Teign Valley
Education, Skills and Training Deprivation	Bovey
Barriers to Housing and Services	Moorland
Living Environment Deprivation	Bovey
Crime	Teign Valley

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



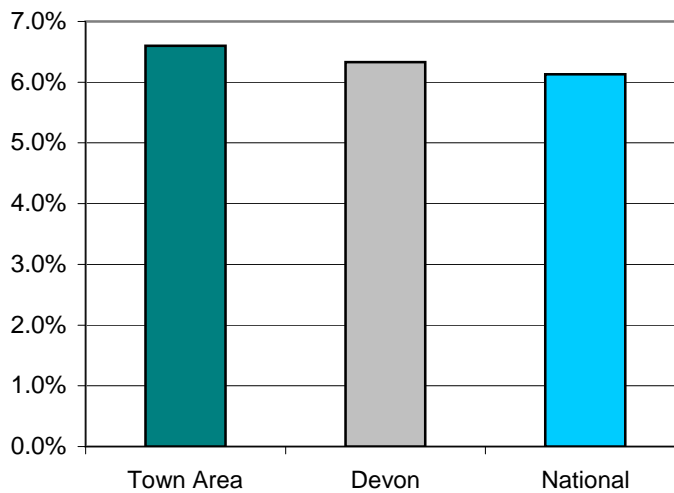
Children Living In Poverty - 2011

	<i>Moreton-hampstead</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Percentage of children living in poverty	n/a	13.4%	17.6%	12.8%	12.9%	11.2%



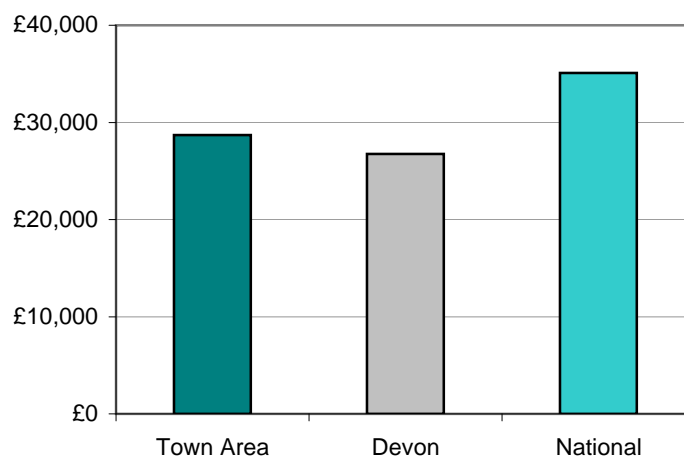
Percentage of Fuel Poverty Households - 2008

	<i>Moreton-hampstead</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Percentage of fuel poverty households	6.8%	6.5%	6.6%	6.2%	6.3%	6.1%



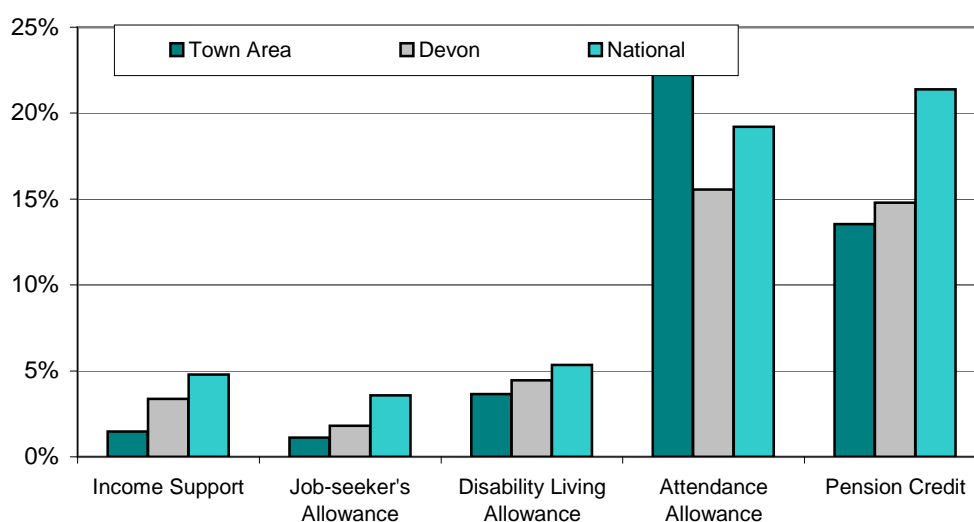
Income - 2008

	<i>Moreton-hampstead</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Average income (£)	26,900	30,100	28,700	27,500	26,800	35,100



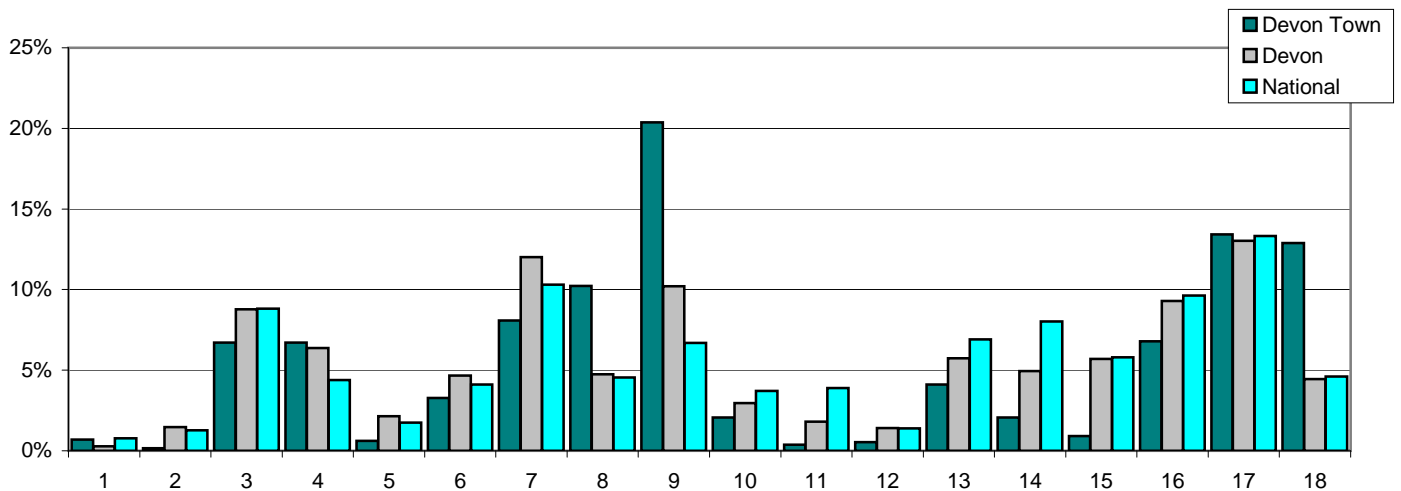
Benefits - 2011

Percent of:	<i>Moreton-hampstead</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
16-59 year olds claiming Income Support	2.6%	1.1%	1.5%	3.4%	3.4%	4.8%
16-64 year olds claiming Job Seekers Allowance	1.8%	0.9%	1.1%	1.8%	1.8%	3.6%
Total population claiming Disability Living Allowance	3.0%	4.1%	3.6%	4.8%	4.5%	5.3%
65 and older claiming Attendance Allowance	17.4%	26.8%	22.9%	16.8%	15.6%	19.2%
60 and older claiming Pension Credit	13.4%	13.7%	13.5%	15.7%	14.8%	21.4%



Employment - 2010

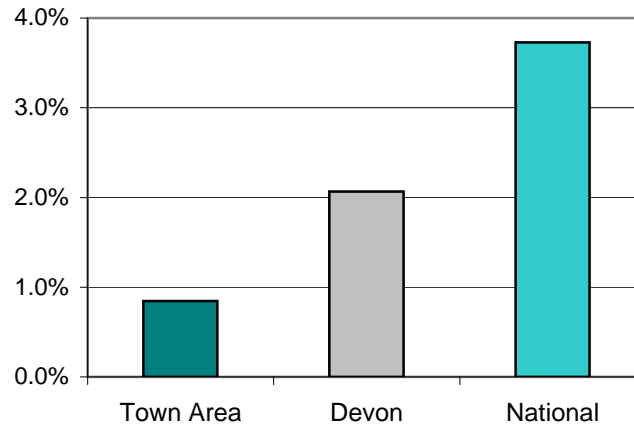
Percent of all employees	Moreton-hampstead	Remainder	Town Area	Teignbridge	Devon	National
1 Agriculture, forestry & fishing	0.0%	1.1%	0.7%	0.6%	0.3%	0.8%
2 Mining, quarrying & utilities	0.2%	0.1%	0.2%	1.6%	1.5%	1.3%
3 Manufacturing	6.1%	7.1%	6.7%	9.2%	8.8%	8.8%
4 Construction	7.3%	6.4%	6.7%	6.7%	6.4%	4.4%
5 Motor trades	0.8%	0.5%	0.6%	2.2%	2.1%	1.8%
6 Wholesale	0.6%	5.0%	3.3%	5.7%	4.7%	4.1%
7 Retail	10.4%	6.6%	8.1%	14.3%	12.0%	10.3%
8 Transport & storage (inc postal)	23.0%	2.1%	10.2%	4.0%	4.7%	4.6%
9 Accommodation & food services	17.5%	22.2%	20.4%	11.3%	10.2%	6.7%
10 Information & comms	0.0%	3.4%	2.1%	1.7%	3.0%	3.7%
11 Financial & insurance	0.0%	0.6%	0.4%	1.0%	1.8%	3.9%
12 Property	0.4%	0.6%	0.5%	1.0%	1.4%	1.4%
13 Professional, scientific & technical	2.6%	5.1%	4.1%	4.2%	5.7%	6.9%
14 Business administration & support services	1.8%	2.2%	2.1%	5.0%	4.9%	8.0%
15 Public administration & defence	2.4%	0.0%	0.9%	5.1%	5.7%	5.8%
16 Education	3.9%	8.6%	6.8%	9.3%	9.3%	9.6%
17 Health	20.5%	9.0%	13.4%	12.3%	13.0%	13.3%
18 Arts, entertainment, recreation & other services	2.6%	19.4%	12.9%	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.

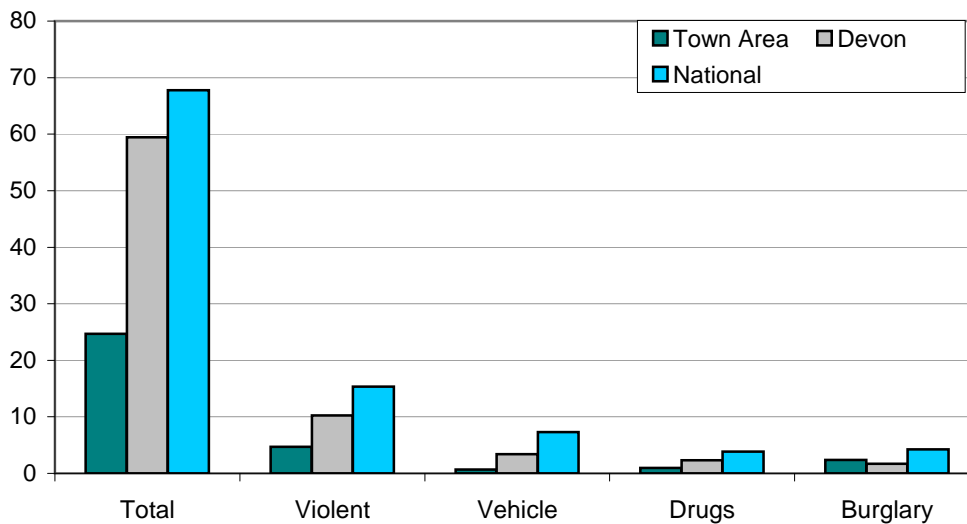
Unemployment - 2011

	<i>Moreton-hampstead</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Number unemployed	16	21	37	1,499	9,451	1,461,644
% of working age population	1.5%	0.6%	0.9%	2.1%	2.2%	4.0%



Crime - April 2010 - March 2011

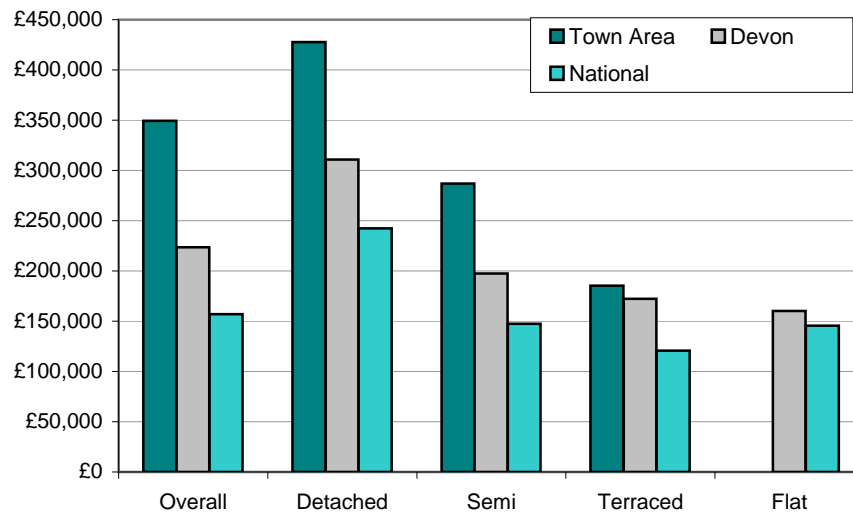
Crimes per 1,000 population	<i>Moreton-hampstead</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Total crime	23.6	25.5	24.7	53.2	59.5	67.8
Violent crime	4.4	4.9	4.7	8.7	10.3	15.4
Vehicle crime	0.5	0.8	0.7	3.7	3.4	7.3
Drug offences	1.6	0.4	0.9	2.1	2.3	3.8
House burglary	2.2	2.5	2.4	1.4	1.7	4.2



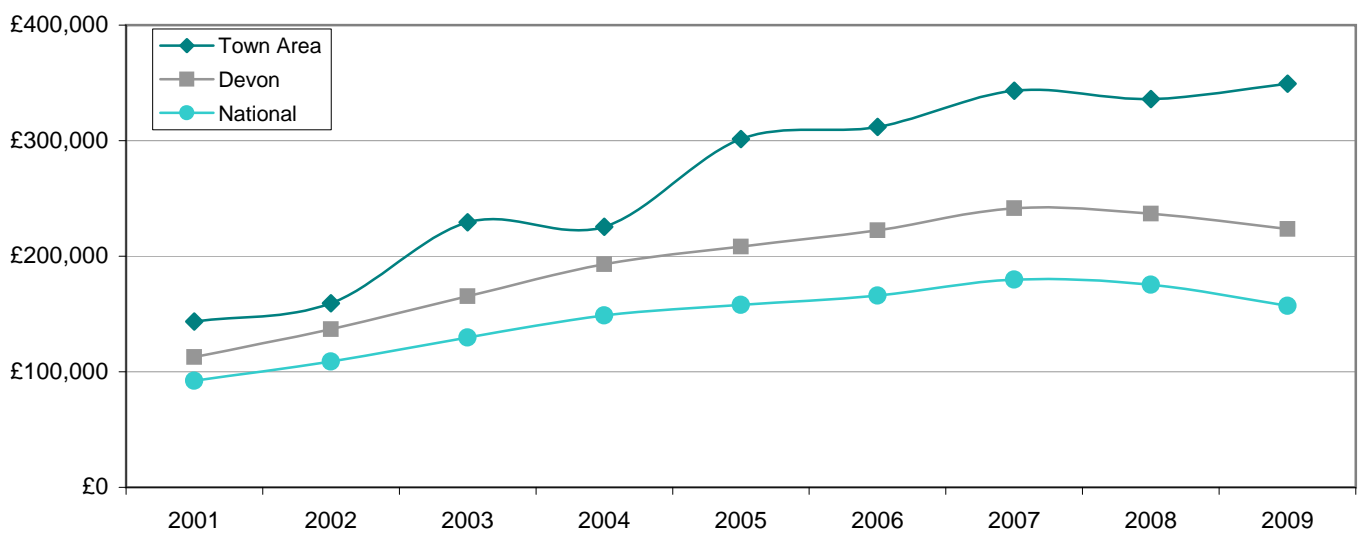
Note: Vehicle Crime Includes: Interfering with a motor vehicle

House prices - 2009

Average prices (£)	Moretonhampstead	Remainder	Town Area	Teignbridge	Devon	National
Overall	264,098	425,059	349,313	215,125	223,645	157,033
Detached	351,555	457,374	427,612	295,272	310,899	242,492
Semi-detached	266,875	326,750	286,833	191,270	197,577	147,464
Terraced	191,532	151,750	185,412	157,323	172,313	120,663
Flat/Maisonette				127,736	160,202	145,635



Overall average price (£)	2001	2002	2003	2004	2005	2006	2007	2008	2009
Moretonhampstead	143,532	159,187	229,273	225,360	301,305	311,906	343,334	335,965	349,313
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 Moretonhampstead Town Area.

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

62%	Health services
46%	The level of crime
44%	Affordable decent housing
40%	Access to nature
36%	Public transport

What things most need improving in this area?

46%	Public transport
44%	Road and pavement repairs
38%	Affordable decent housing
34%	The level of traffic congestion
30%	Activities for teenagers

People saying they are very satisfied or fairly satisfied with

	Town Area	Devon
Their local area as a place to live	96%	89%
Their local council	47%	52%
Their county council	43%	45%

Education - June 2011

Moretonhampstead
Remainder
Town Area
Teignbridge
Devon
National

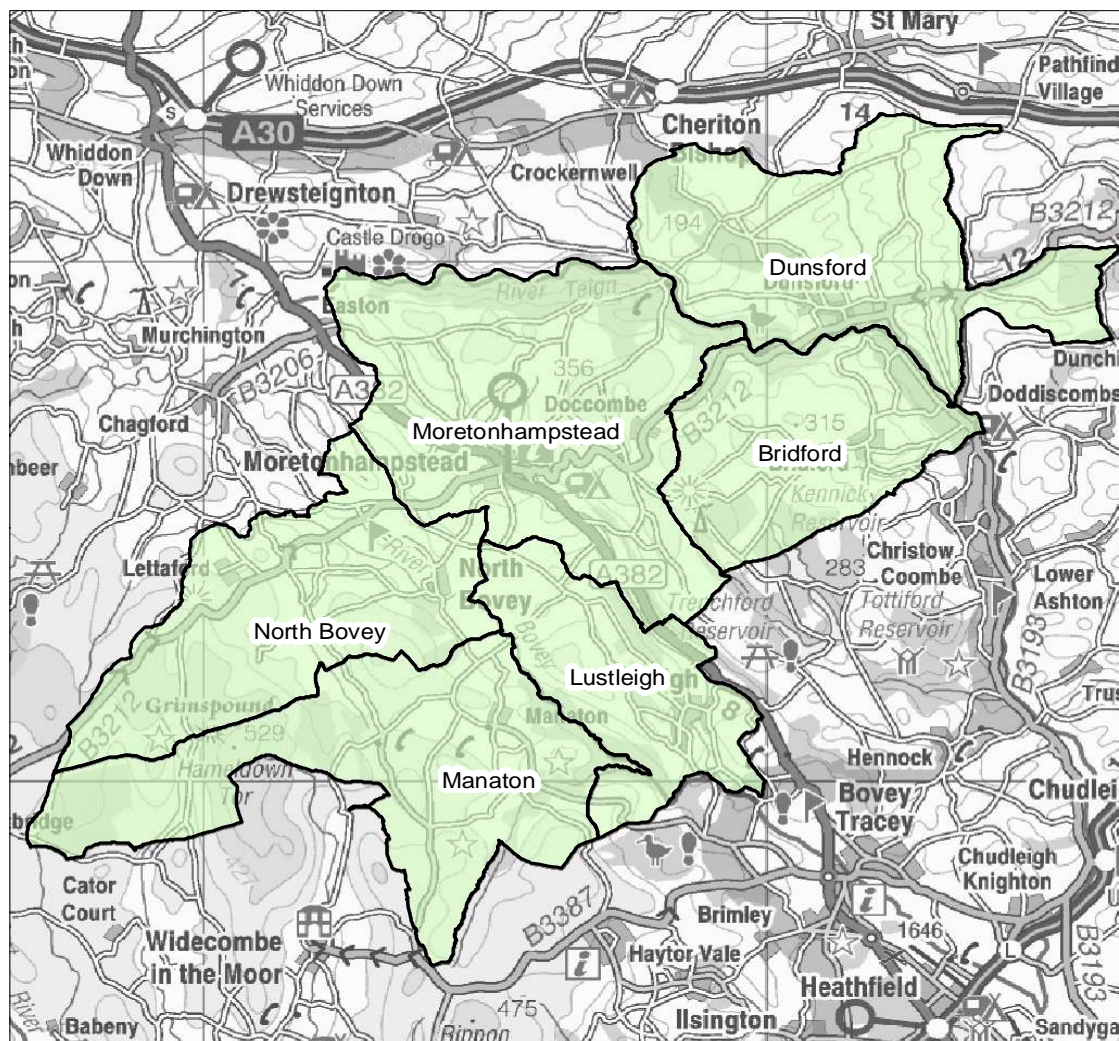
% children achieving Key Stage 2 level 4 or above in

English	93%	100%	98%	86%	85%	81%
Maths	100%	96%	98%	86%	84%	82%
Science	93%	100%	100%	90%	87%	85%

% children achieving 5 or more GCSEs at grades

A*-C	52%	76%	78%	74%	74%	80%
A*-C including	45%	59%	64%	56%	58%	59%
A*-G	55%	106%	94%	95%	96%	n/a

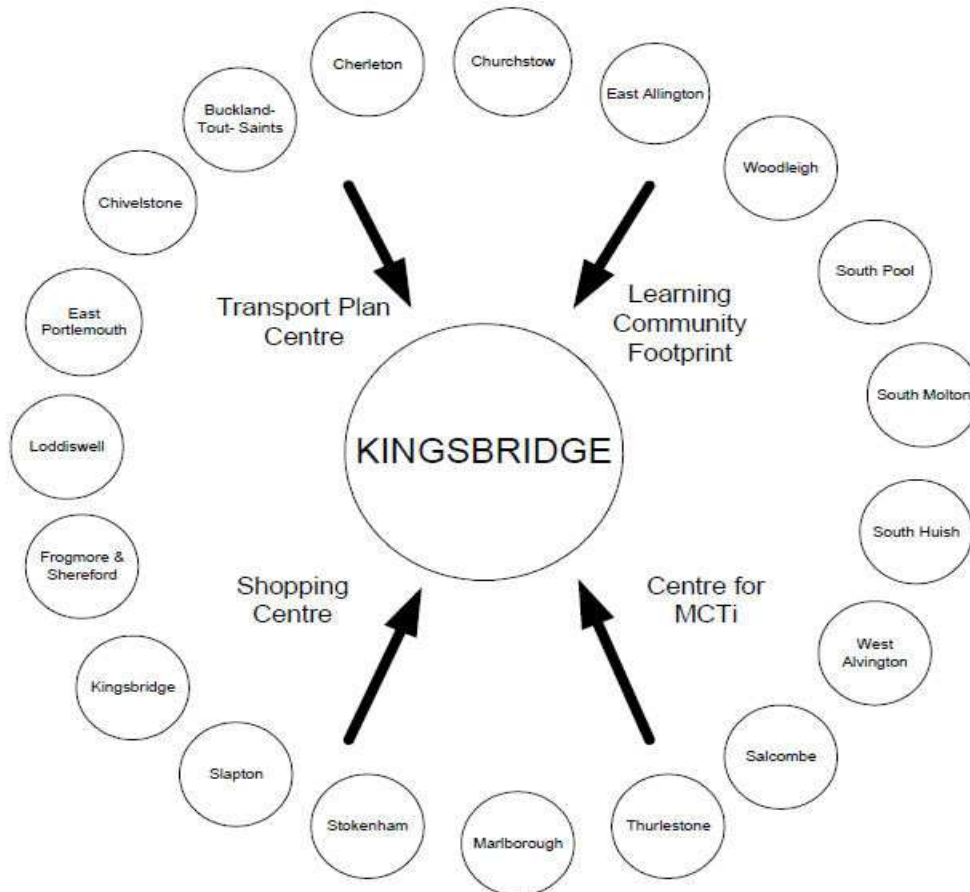
Moretonhampstead area



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
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<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
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<http://www.communities.gov.uk/publications/localgovernment/newplacesurvey>