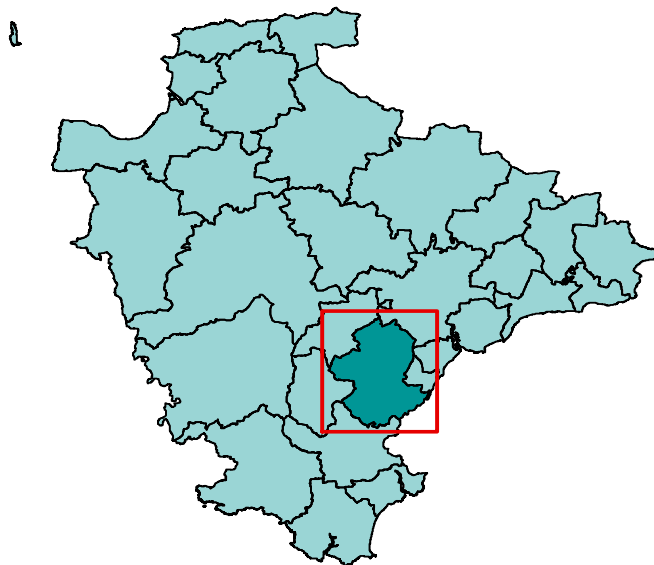


## Area definition

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.



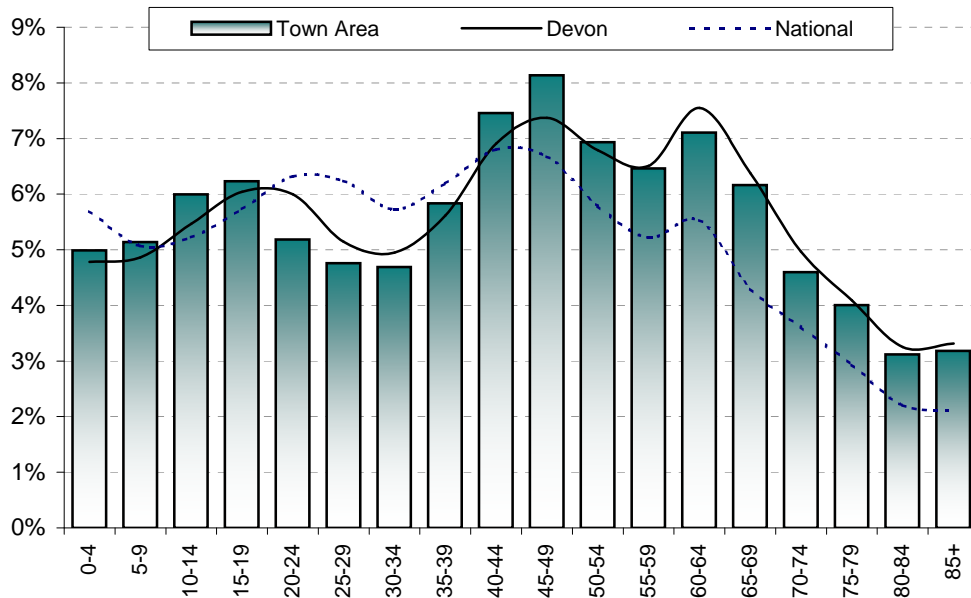
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The area has two main large settlements - Newton Abbot and Kingsteignton - and three smaller population centres - Bovey Tracey, Chudleigh and Kingskerswell. It also includes the following parishes: Abbotskerswell, Ashton, Bickington, Broadhempston, Christow, Coffinswell, Denbury and Torbryan, Haccombe with Combe, Hennock, Ideford, Ilsington, Ipplepen, Ogwell, Stokeinteignhead, Teigngrace, Trusham, Woodland.

# Population

Total population	<i>Newton Abbot</i>	<i>Kingsteignton</i>	<i>Bovey Tracey</i>	<i>Chudleigh</i>	<i>Kingskerswell</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
2001	23,580	10,616	6,931	3,843	4,803	16,054	65,827	120,958	704,497	57,103,927
2011 (National 2010)	25,335	11,057	7,431	4,536	5,217	16,964	70,540	129,373	772,374	60,462,600
Change	1,755	441	500	693	414	910	4,713	8,415	67,877	3,358,673
% change	7.4%	4.2%	7.2%	18.0%	8.6%	5.7%	7.2%	7.0%	9.6%	5.9%

Proportion aged										
0-19	22.7%	22.8%	21.2%	24.1%	21.1%	22.0%	22.4%	21.1%	21.2%	21.7%
20-39	24.0%	21.9%	17.4%	20.7%	17.1%	16.6%	20.5%	19.6%	21.7%	24.5%
40-59	27.2%	29.2%	27.5%	31.7%	29.2%	31.3%	29.0%	28.7%	27.6%	24.5%
60-79	19.5%	20.4%	25.2%	19.0%	26.4%	24.4%	21.9%	23.7%	23.0%	16.4%
80 and over	6.6%	5.8%	8.7%	4.5%	6.3%	5.7%	6.3%	6.9%	6.6%	4.3%

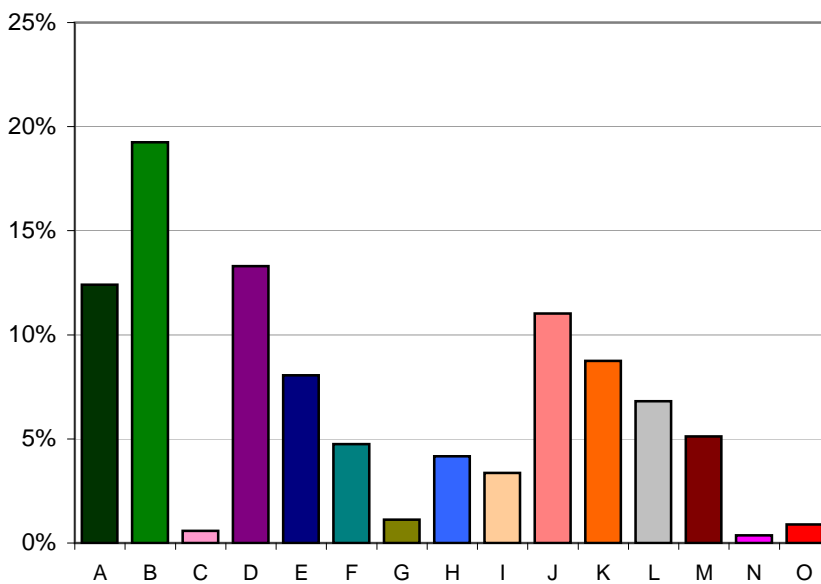


## Population attributes

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.

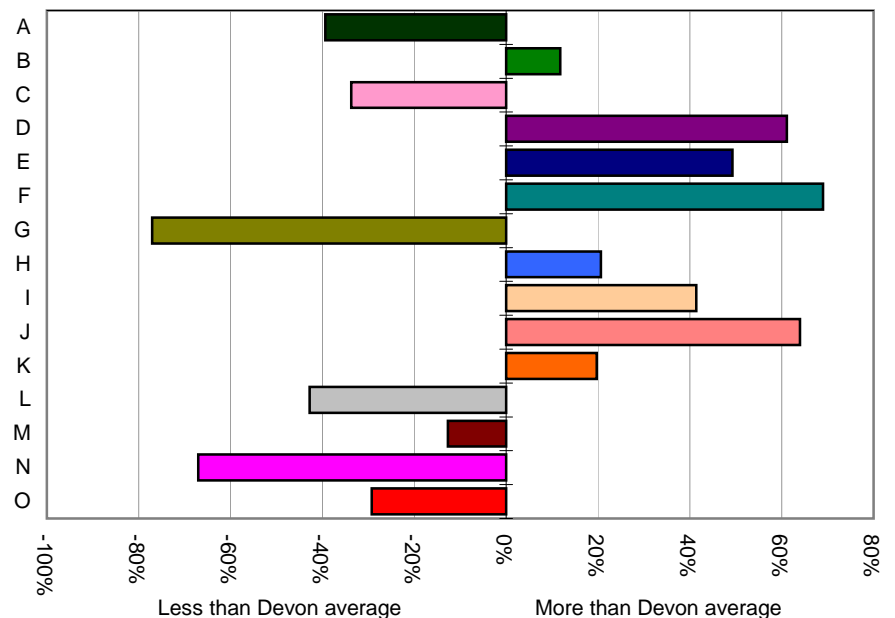
The Mosaic data are broken down in to a number of groups, each one describing a section of the population.

	Households	%	Devon
A -Residents of isolated rural communities	3,702	12.4%	20.5%
B -Residents of small and mid-sized towns with strong local roots	5,745	19.3%	17.2%
C -Wealthy people living in the most sought after neighbourhoods	175	0.6%	0.9%
D -Successful professionals living in suburban or semi-rural homes	3,971	13.3%	8.3%
E -Middle income families living in moderate suburban semis	2,406	8.1%	5.4%
F -Couples with young children in comfortable modern housing	1,418	4.8%	2.8%
G -Young, well-educated city dwellers	336	1.1%	4.9%
H -Couples and young singles in small modern starter homes	1,242	4.2%	3.5%
I - Lower income workers in urban terraces in often diverse areas	1,007	3.4%	2.4%
J -Owner occupiers in older-style housing in ex-industrial areas	3,292	11.0%	6.7%
K -Residents with sufficient incomes in right-to-buy social houses	2,612	8.8%	7.3%
L -Active elderly people living in pleasant retirement locations	2,031	6.8%	11.9%
M -Elderly people reliant on state support	1,528	5.1%	5.9%
N -Young people renting flats in high density social housing	112	0.4%	1.1%
O -Families in low-rise social housing with high levels of benefit	264	0.9%	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	4,390
% population within most deprived 25% of all areas in England	6%
Population within least deprived 25% of all areas in England	14,720
% population within least deprived 25% of all areas in England	21%

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

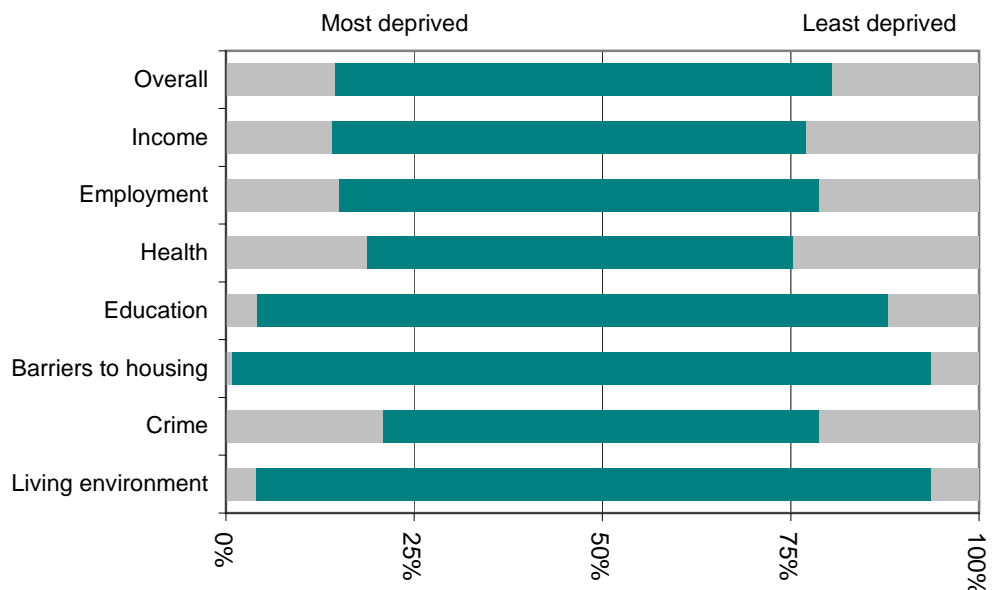
### Most deprived areas

Overall	Buckland and Milber
Income Deprivation	Buckland and Milber
Employment Deprivation	Buckland and Milber
Health Deprivation and Disability	Buckland and Milber
Education, Skills and Training Deprivation	Buckland and Milber
Barriers to Housing and Services	Haytor
Living Environment Deprivation	College
Crime	Bushell

### Least deprived areas

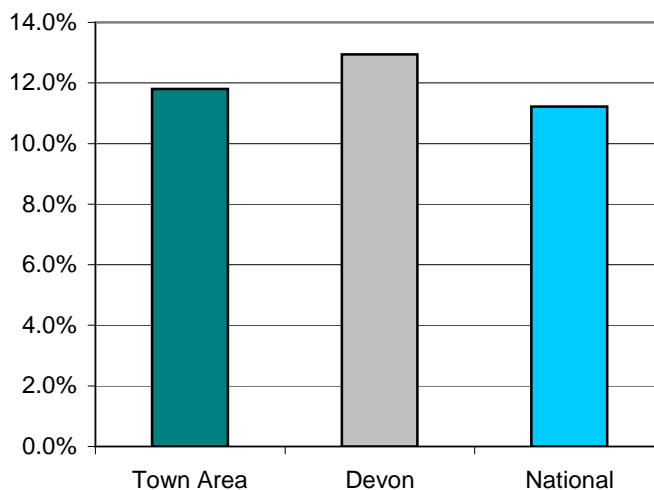
Overall	Chudleigh
Income Deprivation	Bovey
Employment Deprivation	Chudleigh
Health Deprivation and Disability	Haytor
Education, Skills and Training Deprivation	Bovey
Barriers to Housing and Services	Kingsteignton West
Living Environment Deprivation	Buckland and Milber
Crime	Ipplepen

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



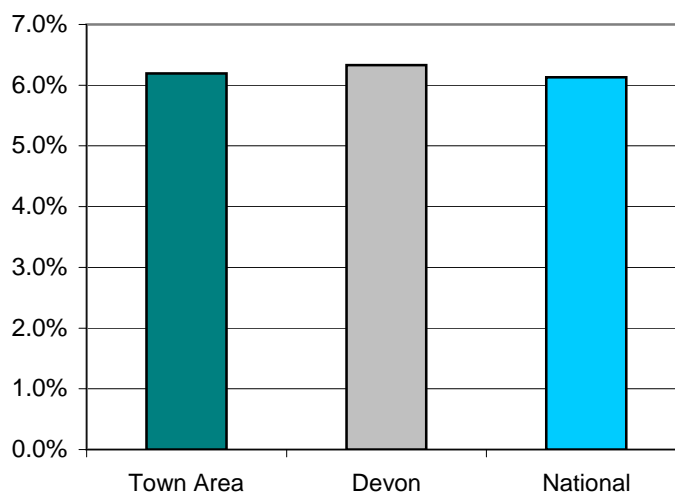
## Children Living In Poverty - 2011

	<i>Newton Abbot</i>	<i>Kingsteignton</i>	<i>Bovey Tracey</i>	<i>Chudleigh</i>	<i>Kingskerswell</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Percentage of children living in poverty	11.1%	8.9%	12.9%	7.3%	10.1%	18.0%	11.8%	12.8%	12.9%	11.2%



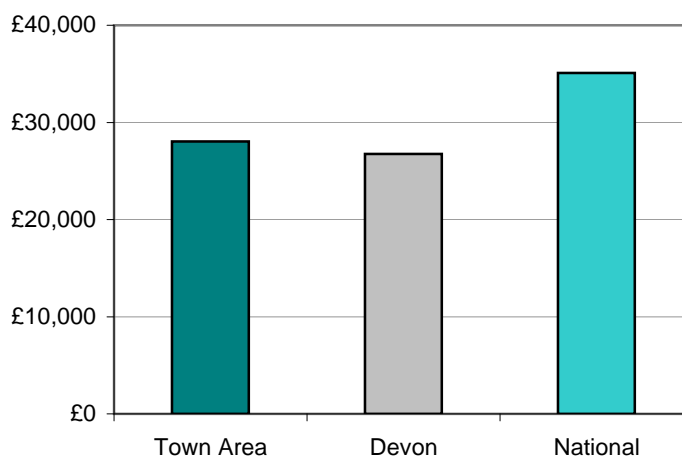
## Percentage of Fuel Poverty Households - 2008

	<i>Newton Abbot</i>	<i>Kingsteignton</i>	<i>Bovey Tracey</i>	<i>Chudleigh</i>	<i>Kingskerswell</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Percentage of fuel poverty households	6.4%	6.0%	6.1%	6.4%	5.8%	6.1%	6.2%	6.2%	6.3%	6.1%



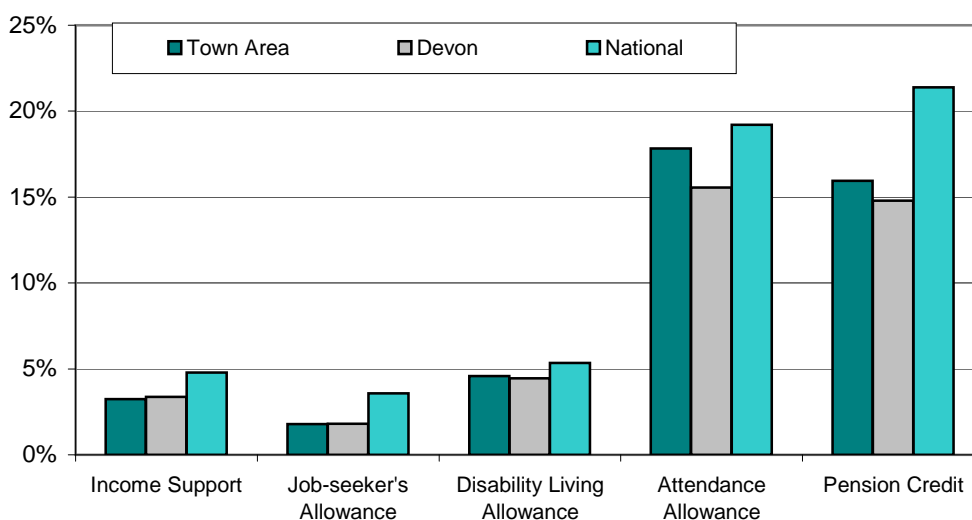
## Income - 2008

	<i>Newton Abbot</i>	<i>Kingsteignton</i>	<i>Bovey Tracey</i>	<i>Chudleigh</i>	<i>Kingskerswell</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Average income (£)	26,000	28,200	27,800	30,100	28,700	31,000	28,100	27,500	26,800	35,100



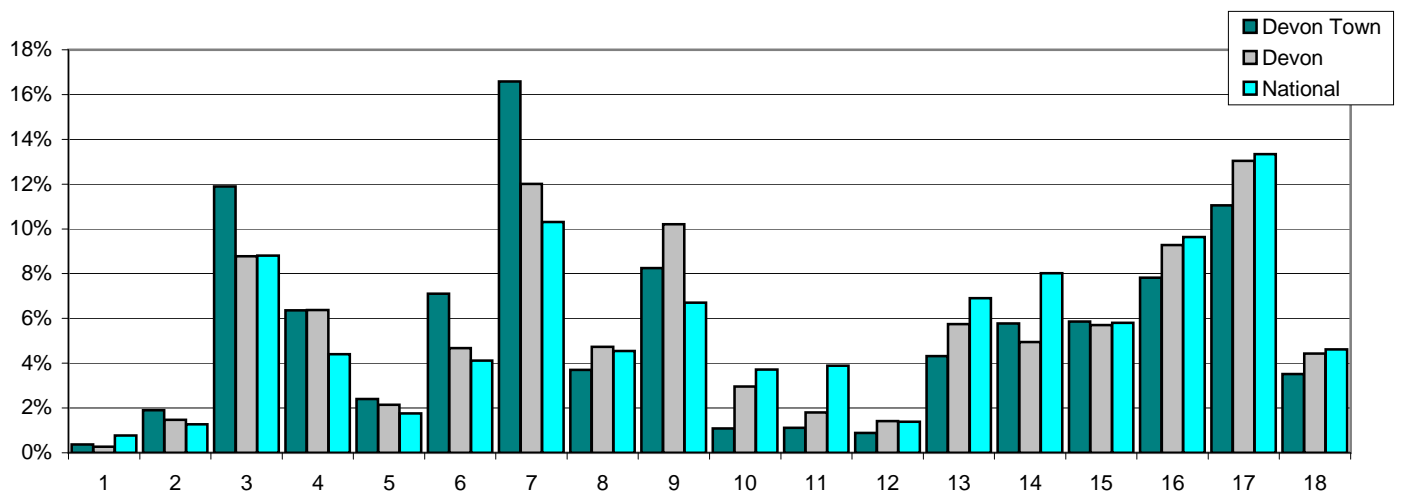
## Benefits - 2011

Percent of:	<i>Newton Abbot</i>	<i>Kingsteignton</i>	<i>Bovey Tracey</i>	<i>Chudleigh</i>	<i>Kingskerswell</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
16-59 year olds claiming Income Support	4.2%	2.7%	3.0%	3.5%	2.8%	2.5%	3.2%	3.4%	3.4%	4.8%
16-64 year olds claiming Job Seekers Allowance	2.4%	1.4%	1.8%	1.2%	1.2%	1.5%	1.8%	1.8%	1.8%	3.6%
Total population claiming Disability Living Allowance	4.9%	3.9%	3.5%	4.9%	4.4%	5.0%	4.6%	4.8%	4.5%	5.3%
65 and older claiming Attendance Allowance	21.1%	15.5%	12.6%	16.0%	16.5%	18.4%	17.8%	16.8%	15.6%	19.2%
60 and older claiming Pension Credit	19.5%	14.4%	12.1%	15.5%	15.8%	14.3%	15.9%	15.7%	14.8%	21.4%



## Employment - 2010

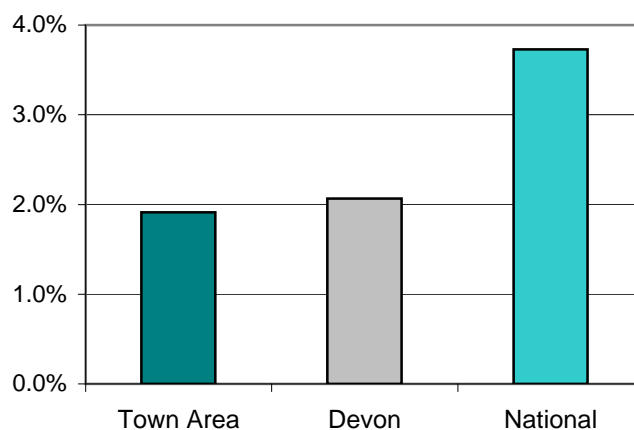
Percent of all employees	Newton Abbot	Kingssteignton	Bovey Tracey	Chudleigh	Kingskerswell	Remainder	Town Area	Teignbridge	Devon	National
1 Agriculture, forestry & fishing	0.1%	0.3%	0.1%	0.0%	1.6%	1.5%	0.4%	0.6%	0.3%	0.8%
2 Mining, quarrying & utilities	1.2%	7.7%	0.9%	0.0%	4.0%	0.8%	1.9%	1.6%	1.5%	1.3%
3 Manufacturing	12.8%	3.2%	21.4%	8.7%	5.0%	7.2%	11.9%	9.2%	8.8%	8.8%
4 Construction	6.0%	4.2%	5.8%	5.5%	6.1%	9.6%	6.4%	6.7%	6.4%	4.4%
5 Motor trades	1.5%	3.7%	4.3%	1.9%	1.4%	2.4%	2.4%	2.2%	2.1%	1.8%
6 Wholesale	3.8%	4.9%	20.3%	1.5%	12.0%	5.0%	7.1%	5.7%	4.7%	4.1%
7 Retail	18.3%	24.7%	9.5%	8.7%	12.7%	15.2%	16.6%	14.3%	12.0%	10.3%
8 Transport & storage (inc postal)	2.4%	2.0%	10.7%	0.4%	1.9%	2.3%	3.7%	4.0%	4.7%	4.6%
9 Accommodation & food services	5.8%	11.4%	4.0%	12.3%	18.4%	15.0%	8.2%	11.3%	10.2%	6.7%
10 Information & comms	1.2%	0.4%	0.8%	2.4%	0.4%	1.5%	1.1%	1.7%	3.0%	3.7%
11 Financial & insurance	1.8%	0.4%	0.5%	0.6%	0.4%	0.4%	1.1%	1.0%	1.8%	3.9%
12 Property	1.2%	0.3%	0.5%	2.1%	0.0%	0.6%	0.9%	1.0%	1.4%	1.4%
13 Professional, scientific & technical	6.2%	3.0%	2.4%	2.8%	2.7%	2.2%	4.3%	4.2%	5.7%	6.9%
14 Business administration & support services	6.7%	2.5%	7.8%	2.2%	14.6%	2.6%	5.8%	5.0%	4.9%	8.0%
15 Public administration & defence	8.2%	0.0%	0.5%	5.9%	0.0%	9.5%	5.9%	5.1%	5.7%	5.8%
16 Education	6.4%	21.4%	2.5%	7.6%	7.4%	7.9%	7.8%	9.3%	9.3%	9.6%
17 Health	13.5%	6.7%	6.9%	33.6%	6.8%	8.3%	11.1%	12.3%	13.0%	5.8%
18 Arts, entertainment, recreation & other services	2.8%	2.9%	1.1%	3.7%	4.6%	8.2%	3.5%	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.

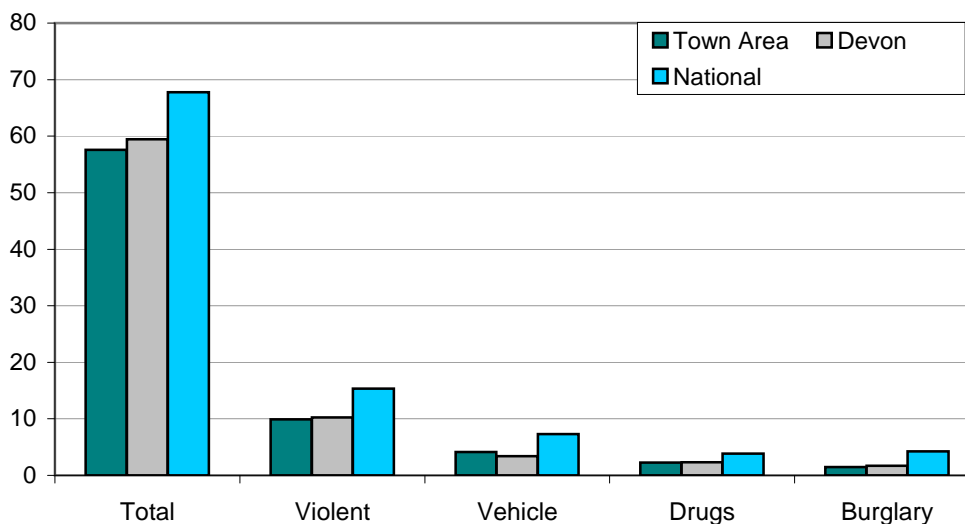
## Unemployment - 2011

	<i>Newton Abbot</i>	<i>Kingsteignton</i>	<i>Bovey Tracey</i>	<i>Chudleigh</i>	<i>Kingskerswell</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Number unemployed	390	73	65	38	44	212	822	1,499	11,499	1,510,759
% of working age population	2.7%	1.4%	1.5%	1.4%	1.7%	1.7%	2.0%	2.1%	2.6%	4.1%



## Crime - April 2010 - March 2011

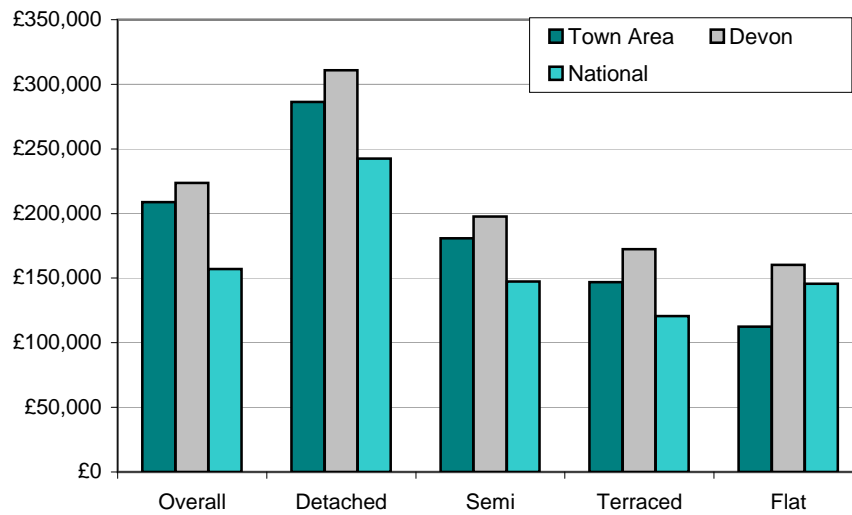
Crimes per 1,000 population	<i>Newton Abbot</i>	<i>Kingsteignton</i>	<i>Bovey Tracey</i>	<i>Chudleigh</i>	<i>Kingskerswell</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Teignbridge</i>	<i>Devon</i>	<i>National</i>
Total crime	93.2	43.4	33.9	39.0	51.8	30.6	57.6	53.2	59.5	67.8
Violent crime	17.5	8.0	5.8	8.2	5.6	3.4	9.9	8.7	10.3	15.4
Vehicle crime	6.2	3.7	2.3	2.2	4.8	2.6	4.2	3.7	3.4	7.3
Drug offences	4.4	1.6	0.8	0.4	2.3	0.6	2.3	2.1	2.3	3.8
House burglary	2.5	1.0	1.2	0.4	1.5	0.6	1.5	1.4	1.7	4.2



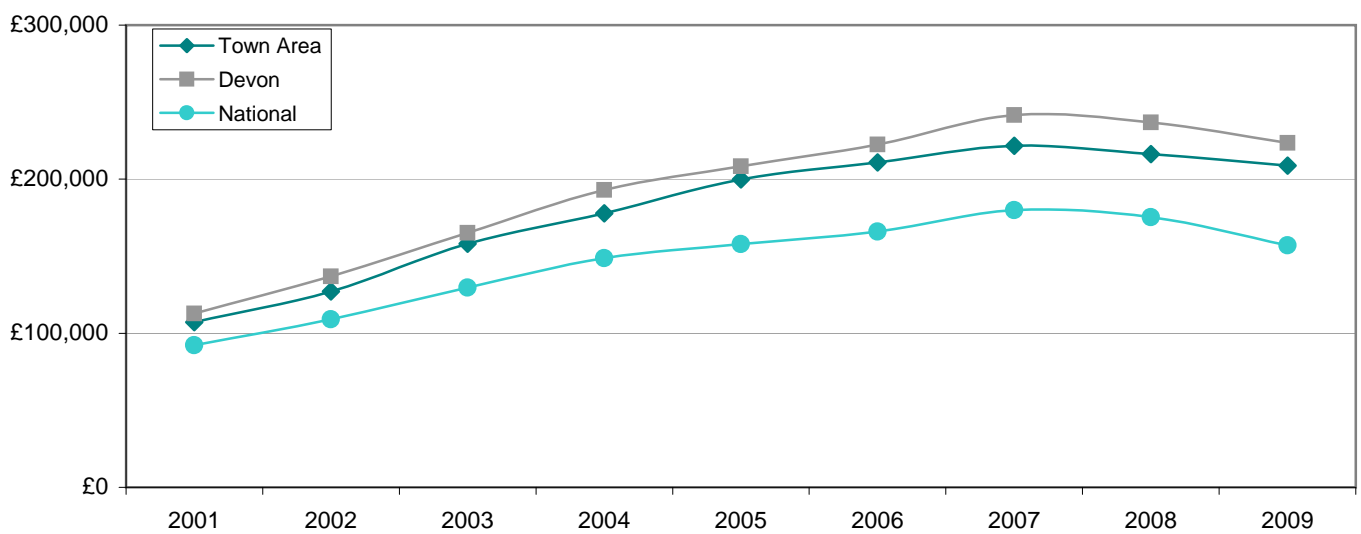
Note: Vehicle Crime Includes: Interfering with a motor vehicle

# House prices - 2009

Average prices (£)	Newton Abbot	Kingsteignton	Bovey Tracey	Chudleigh	Kingskerswell	Remainder	Town Area	Teignbridge	Devon	National
Overall	177,260	182,757	217,333	235,680	214,492	268,018	208,857	215,125	223,645	157,033
Detached	260,776	242,419	283,901	318,135	242,878	327,335	286,234	295,272	310,899	242,492
Semi-detached	174,406	172,525	196,474	174,746	174,974	205,387	180,837	191,270	197,577	147,464
Terraced	141,631	142,712	146,567	154,167	136,000	165,203	146,792	157,323	172,313	120,663
Flat/Maisonette	119,570	93,750	89,640	79,500		128,000	112,490	127,736	160,202	145,635



Overall average price (£)	2001	2002	2003	2004	2005	2006	2007	2008	2009
Newton Abbot and Kingsteignton	107,226	127,174	158,203	177,775	199,848	210,842	221,615	216,217	208,857
Devon	112,813	136,969	165,264	193,056	208,323	222,478	241,523	236,770	223,645
England & Wales	92,183	108,982	129,632	148,744	157,880	166,063	179,905	175,434	157,033



## Place Survey - 2008

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

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

Figures are the proportion of people responding to the survey who live in the Newton Abbot and Kingsteignton Town Area.

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

49%	The level of crime
46%	Health services
37%	Clean streets
30%	Affordable decent housing
29%	Public transport

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

47%	The level of traffic congestion
37%	Road and pavement repairs
36%	Activities for teenagers
25%	Affordable decent housing
25%	Public transport

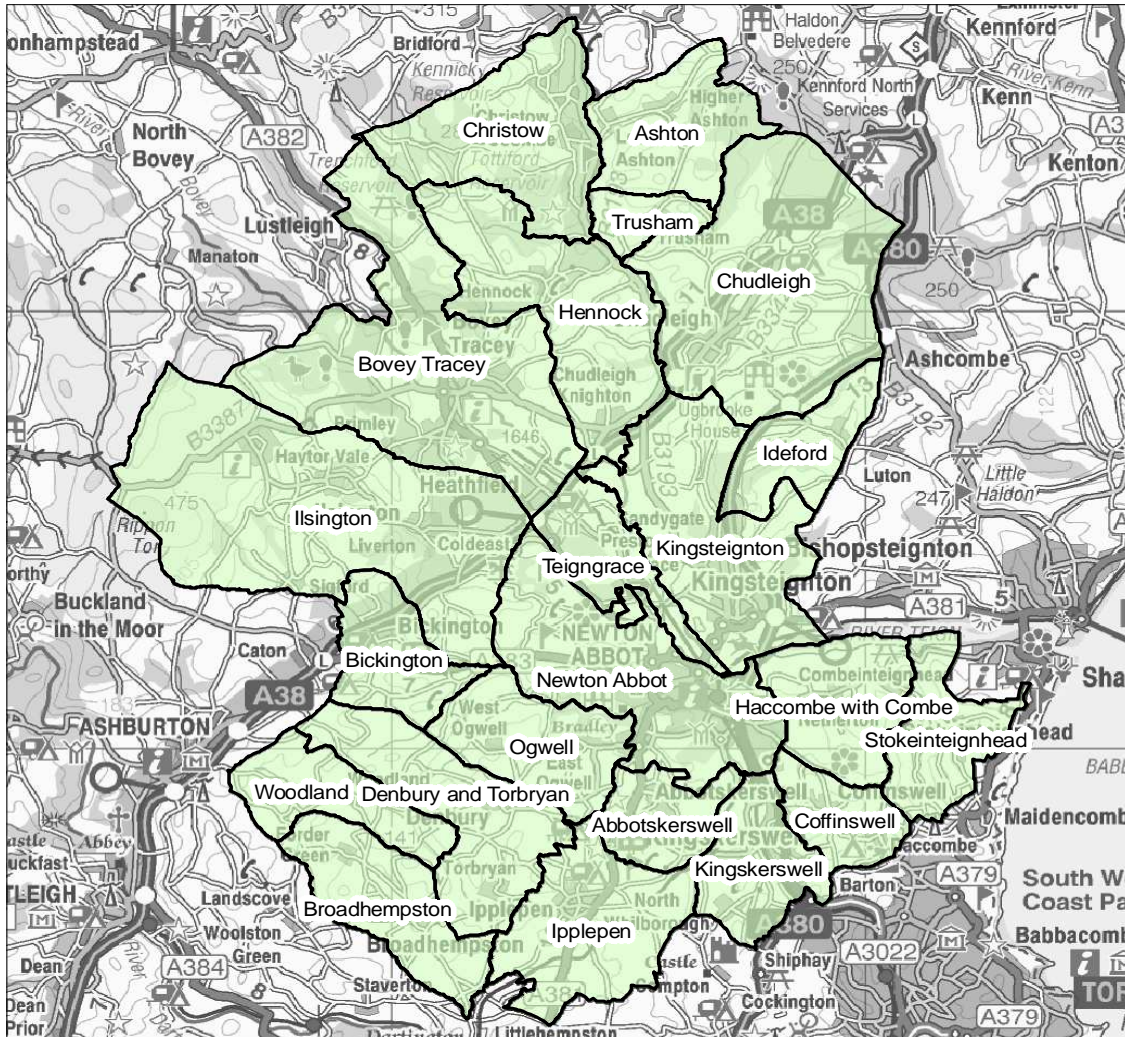
People saying they are very satisfied or fairly satisfied with	Town Area	Devon
Their local area as a place to live	90%	89%
Their local council	60%	52%
Their county council	50%	45%

# Education - June 2011

	Newton Abbot	Kingsteignton	Bovey Tracey	Chudleigh	Kingskerswell	Remainder	Town Area	Teignbridge	Devon	National
% children achieving Key Stage 2 level 4 or above in										
English	79%	93%	81%	88%	77%	91%	85%	86%	85%	81%
Maths	80%	89%	87%	82%	83%	91%	85%	86%	84%	82%
Science	79%	93%	81%	88%	77%	91%	100%	90%	87%	85%

% children achieving 5 or more GCSEs at grades										
A*-C	56%	60%	81%	55%	90%	86%	71%	74%	74%	80%
A*-C including	35%	54%	73%	44%	57%	68%	54%	56%	58%	59%
A*-G	80%	87%	104%	80%	98%	106%	95%	95%	96%	n/a

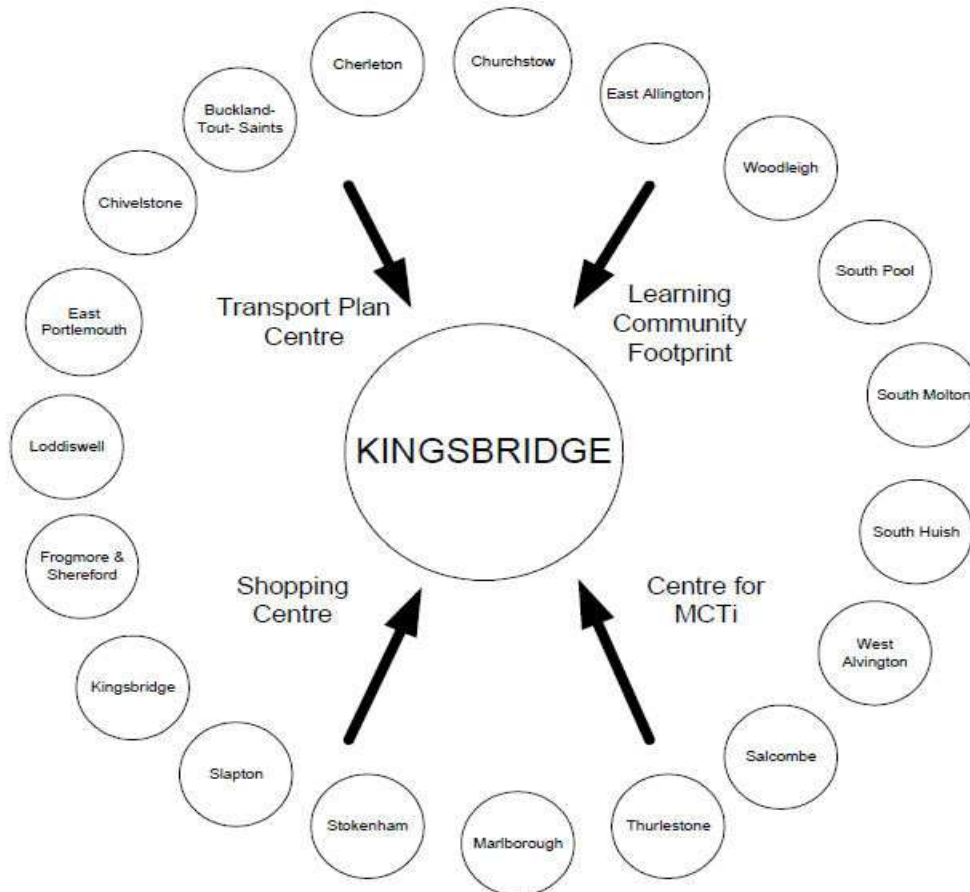
Newton Abbot and Kingsteignton area



## 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>