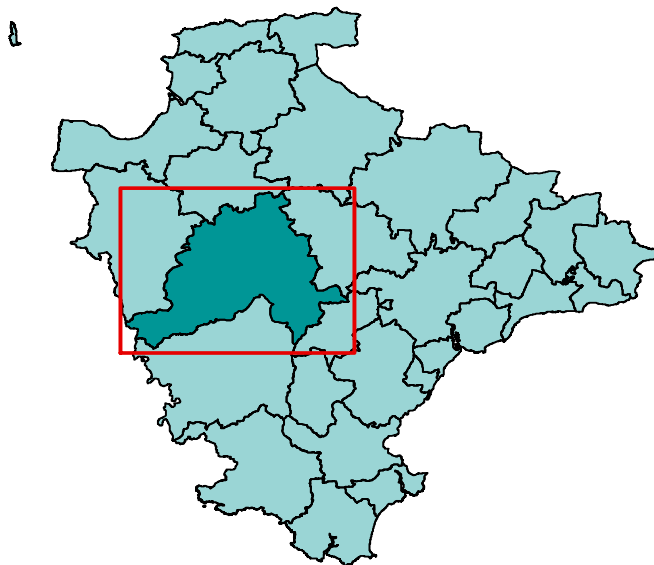


## Area definition

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.



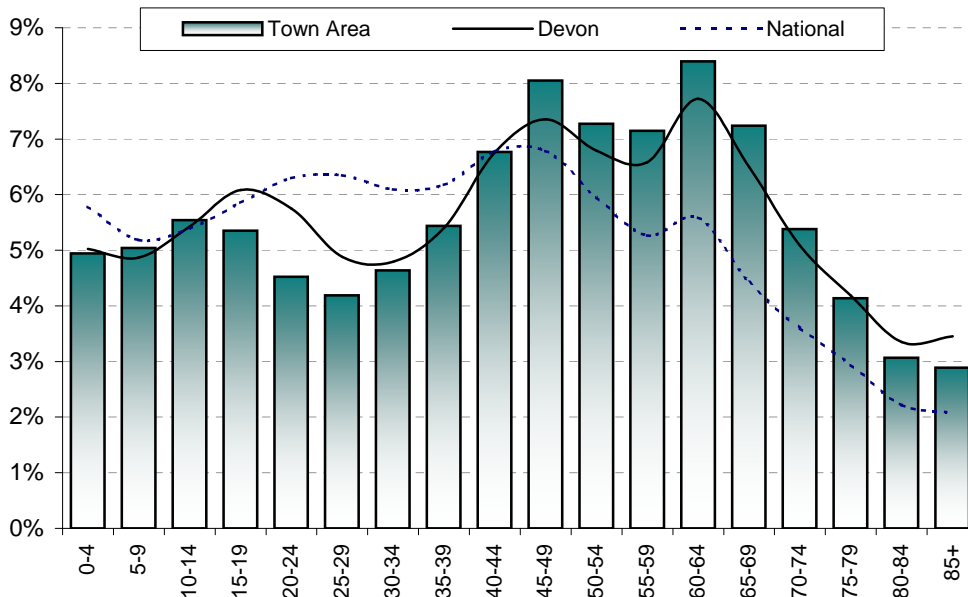
© Crown copyright. All rights reserved. 100019783 2011

The area has one major settlement - Okehampton. It also includes the following parishes: Beaworthy, Belstone, Bondleigh, Bratton Clovelly, Bridestowe, Broadwoodkelly, Chagford, Coryton, Drewsteignton, Exbourne, Germansweek, Gidleigh, Hatherleigh, Highampton, Iddesleigh, Inwardleigh, Jacobstowe, Kelly, Lewtrenchard, Lifton, Marystow, Meeth, Monkokehampton, North Tawton, Northlew, Okehampton Hamlets, Sampford Courtenay, Sourton, South Tawton, Spreyton, Sticklepath, Stowford, Throwleigh, Thrushelton and Winkleigh. The lands common to Bridestowe and Sourton also form part of the area.

# Population

Total population	Okehampton	Remainder	Town Area	West Devon	Devon	National
2001	4,651	18,863	23,514	48,843	704,493	52,360,000
2011	5,922	21,262	27,184	53,553	746,399	60,462,600
Change	1,271	2,399	3,670	4,710	41,906	8,102,600
% change	27.3%	12.7%	15.6%	9.6%	5.9%	15.5%

Proportion aged	Okehampton	Remainder	Town Area	West Devon	Devon	National
0-19	24.5%	19.9%	20.9%	21.0%	21.4%	22.2%
20-39	25.5%	16.9%	18.8%	18.3%	20.8%	24.9%
40-59	24.5%	30.6%	29.2%	29.2%	27.5%	24.8%
60-79	19.7%	26.7%	25.1%	25.0%	23.5%	16.6%
80 and over	5.9%	6.0%	6.0%	6.5%	6.8%	4.3%

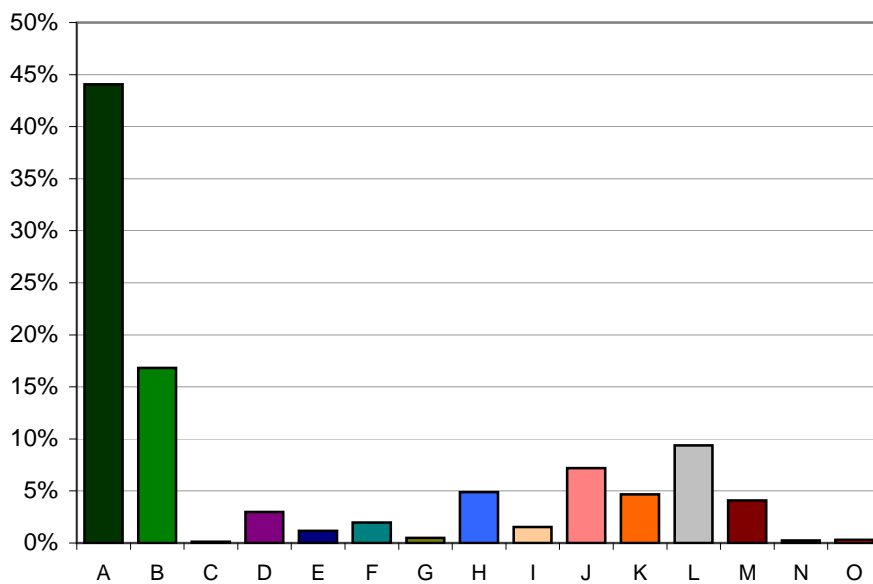


## Population attributes

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.

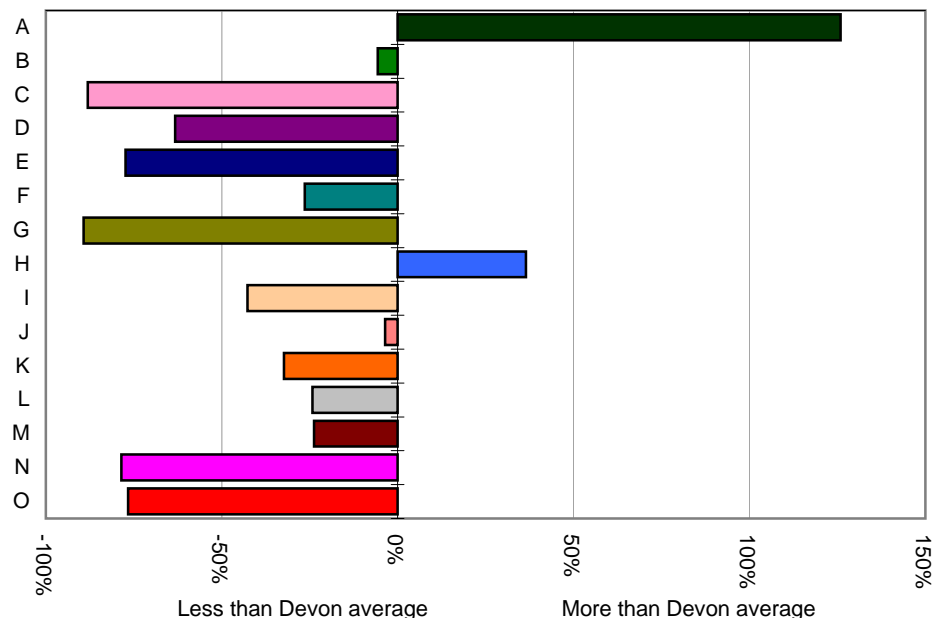
The Mosaic data are broken down in to a number of groups, each one describing a section of the population.

	Households	%	Devon
A -Residents of isolated rural communities	5,284	44.1%	19.5%
B -Residents of small and mid-sized towns with strong local roots	2,018	16.8%	17.8%
C -Wealthy people living in the most sought after neighbourhoods	15	0.1%	1.1%
D -Successful professionals living in suburban or semi-rural homes	359	3.0%	8.1%
E -Middle income families living in moderate suburban semis	141	1.2%	5.2%
F -Couples with young children in comfortable modern housing	237	2.0%	2.7%
G -Young, well-educated city dwellers	60	0.5%	4.7%
H -Couples and young singles in small modern starter homes	587	4.9%	3.6%
I - Lower income workers in urban terraces in often diverse areas	183	1.5%	2.7%
J -Owner occupiers in older-style housing in ex-industrial areas	863	7.2%	7.5%
K -Residents with sufficient incomes in right-to-buy social houses	559	4.7%	6.9%
L -Active elderly people living in pleasant retirement locations	1,126	9.4%	12.4%
M -Elderly people reliant on state support	490	4.1%	5.4%
N -Young people renting flats in high density social housing	31	0.3%	1.2%
O -Families in low-rise social housing with high levels of benefit	38	0.3%	1.4%



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	0
% population within least deprived 25% of all areas in England	0%

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

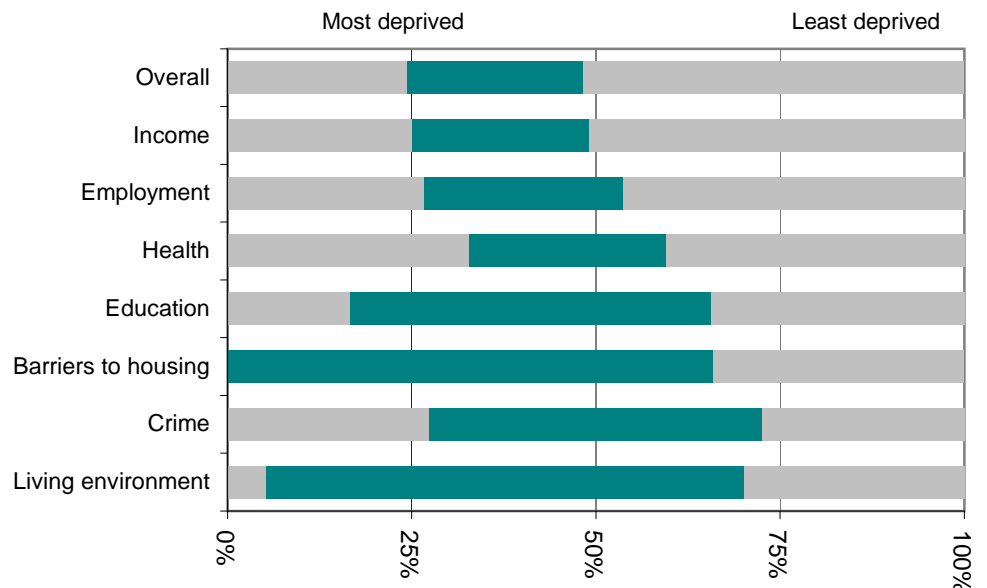
### Most deprived areas

Overall	Exbourne
Income Deprivation	Okehampton East
Employment Deprivation	Exbourne
Health Deprivation and Disability	Exbourne
Education, Skills and Training Deprivation	Okehampton East
Barriers to Housing and Services	Bridestowe
Living Environment Deprivation	Milton Ford
Crime	Okehampton West

### Least deprived areas

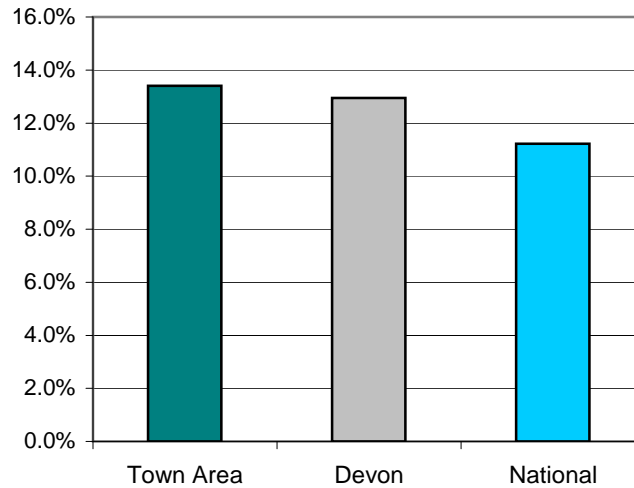
Overall	Okehampton East
Income Deprivation	Drewsteignton
Employment Deprivation	Drewsteignton
Health Deprivation and Disability	Winkleigh
Education, Skills and Training Deprivation	Drewsteignton
Barriers to Housing and Services	Okehampton West
Living Environment Deprivation	Okehampton East
Crime	North Tawton

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



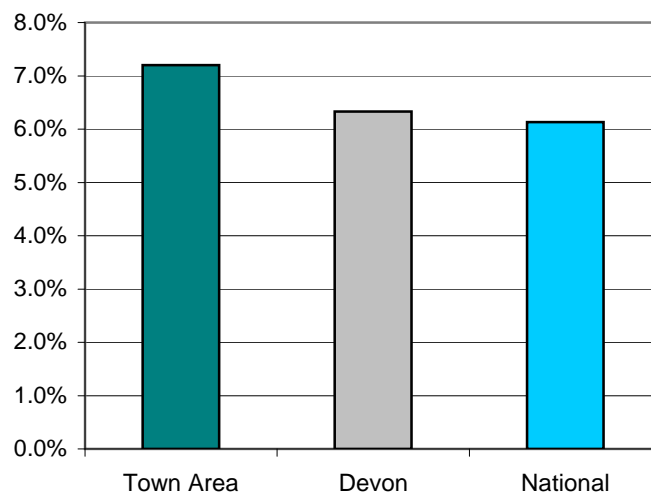
## Children Living In Poverty - 2011

	<i>Okehampton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Percentage of children living in poverty	8.5%	15.5%	13.4%	13.1%	12.9%	11.2%



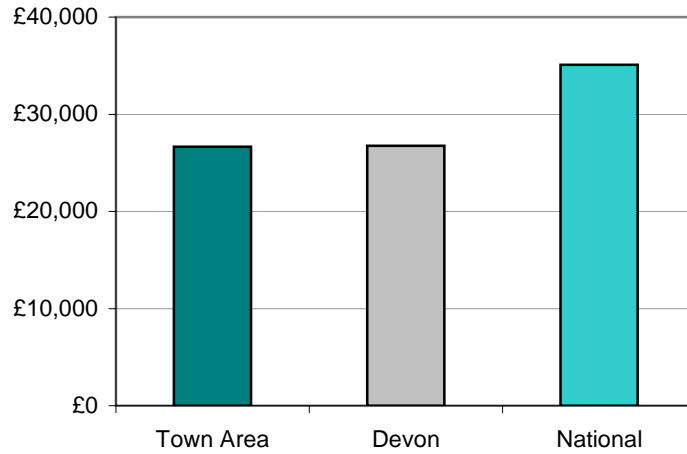
## Percentage of Fuel Poverty Households - 2008

	<i>Okehampton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Percentage of fuel poverty households	6.8%	7.3%	7.2%	6.7%	6.3%	6.1%



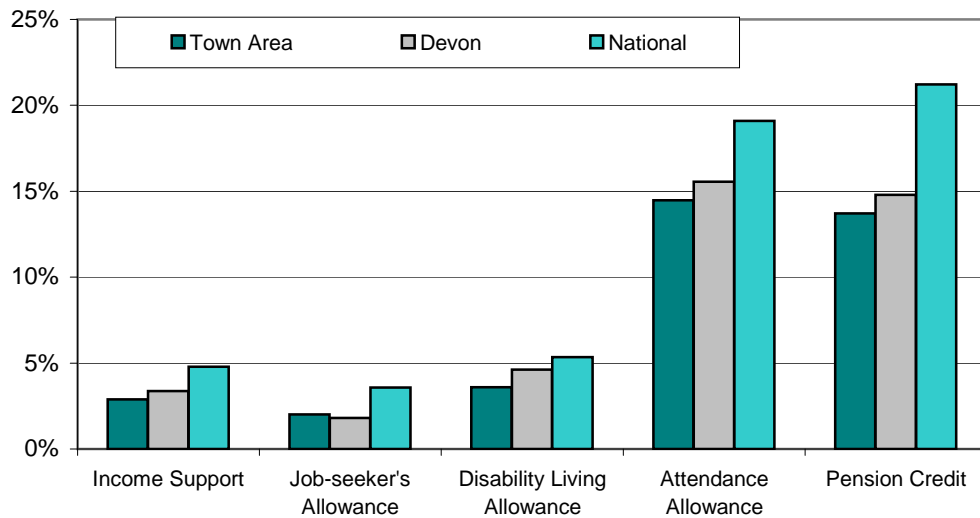
## Income - 2008

	<i>Okehampton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Average income (£)	25,300	27,100	26,600	27,500	26,800	35,100



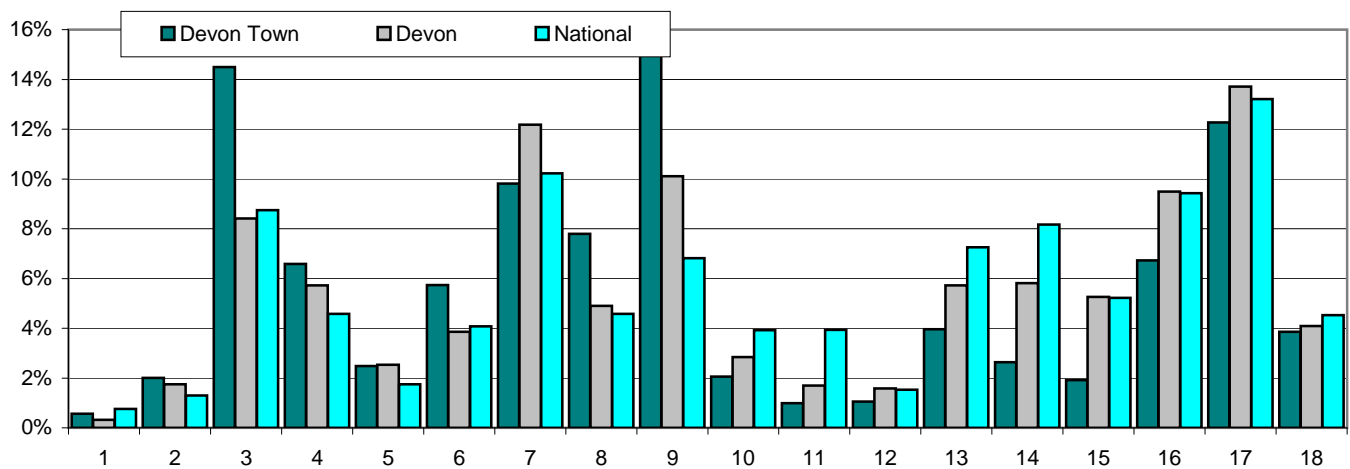
## Benefits - 2011

Percent of:	<i>Okehampton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
16-59 year olds claiming Income Support	4.5%	2.4%	2.9%	3.2%	3.4%	4.8%
16-64 year olds claiming Job Seekers Allowance	3.6%	1.5%	2.0%	1.8%	1.8%	3.6%
Total population claiming Disability Living Allowance	4.1%	3.5%	3.6%	4.4%	4.6%	5.3%
65 and older claiming Attendance Allowance	13.0%	15.0%	14.5%	14.4%	15.6%	19.1%
60 and older claiming Pension Credit	15.0%	13.3%	13.7%	13.8%	14.8%	21.2%



## Employment - 2011

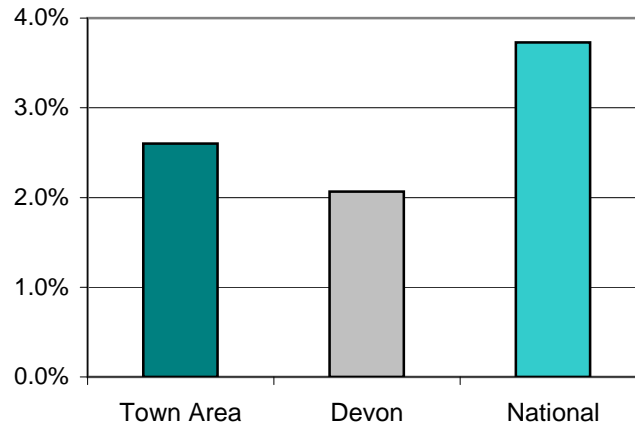
Percent of all employees	Okehampton	Remainder	Town Area	West Devon	Devon	National
1 Agriculture, forestry & fishing	0.0%	0.8%	0.6%	0.5%	0.3%	0.8%
2 Mining, quarrying & utilities	0.0%	2.8%	2.0%	1.6%	1.7%	1.3%
3 Manufacturing	17.8%	13.2%	14.5%	10.0%	8.4%	8.7%
4 Construction	5.2%	7.1%	6.6%	6.0%	5.7%	4.6%
5 Motor trades	1.0%	3.1%	2.5%	2.2%	2.5%	1.8%
6 Wholesale	2.9%	6.9%	5.7%	3.4%	3.9%	4.1%
7 Retail	15.0%	7.7%	9.8%	13.0%	12.2%	10.2%
8 Transport & storage (inc postal)	4.7%	9.0%	7.8%	4.4%	4.9%	4.6%
9 Accommodation & food services	5.4%	18.9%	15.0%	14.0%	10.1%	6.8%
10 Information & comms	4.0%	1.3%	2.1%	2.1%	2.8%	3.9%
11 Financial & insurance	2.5%	0.4%	1.0%	1.4%	1.7%	3.9%
12 Property	1.6%	0.8%	1.1%	1.5%	1.6%	1.5%
13 Professional, scientific & technical	3.5%	4.2%	4.0%	3.8%	5.7%	7.3%
14 Business administration & support services	1.2%	3.2%	2.6%	2.6%	5.8%	8.2%
15 Public administration & defence	2.9%	1.5%	1.9%	4.6%	5.3%	5.2%
16 Education	11.1%	5.0%	6.7%	11.3%	9.5%	9.4%
17 Health	17.3%	10.2%	12.3%	13.0%	13.7%	13.2%
18 Arts, entertainment, recreation & other services	4.0%	3.8%	3.9%	4.6%	4.1%	4.5%



Note: This table does not include self-employed businesses which can result in low figures especially in the Agriculture, Forestry & Fishing classification.

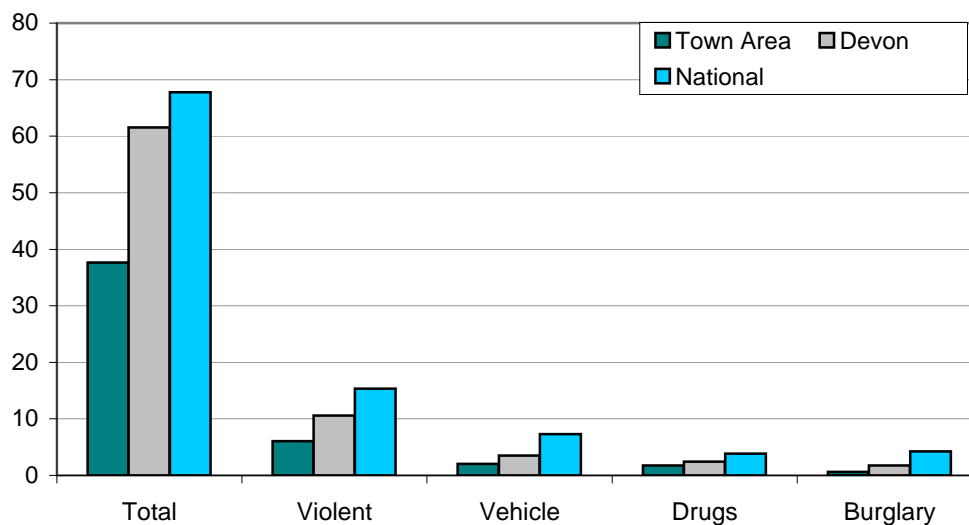
## Unemployment - 2011

	<i>Okehampton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Number unemployed	172	247	419	685	9,451	1,461,644
% of working age population	4.9%	2.0%	2.7%	2.3%	2.2%	4.0%



## Crime - April 2010 - March 2011

Crimes per 1,000 population	<i>Okehampton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Total crime	85.8	24.2	37.6	41.4	61.5	67.8
Violent crime	14.5	3.7	6.1	6.0	10.6	15.4
Vehicle crime	3.4	1.6	2.0	2.4	3.5	7.3
Drug offences	4.6	0.9	1.7	1.7	2.4	3.8
House burglary	1.0	0.5	0.6	0.8	1.7	4.2



Note: Vehicle Crime Includes: Interfering with a motor vehicle



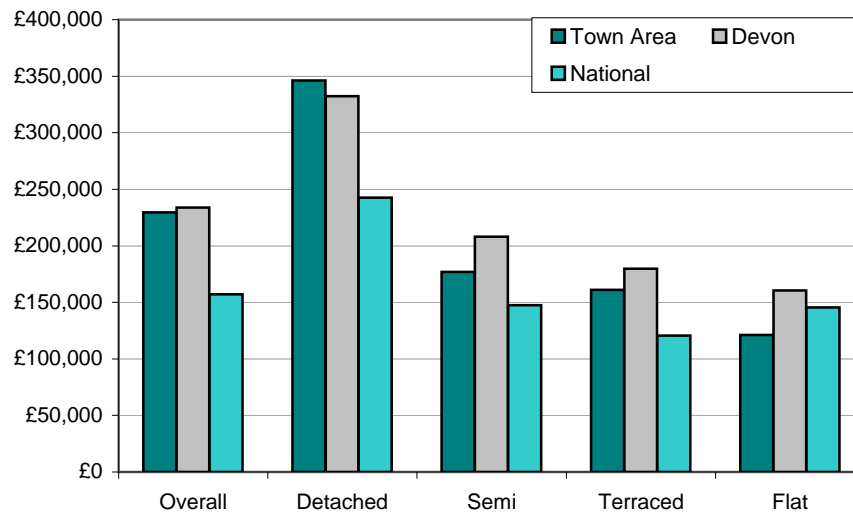
## Collisions

The following data cover collisions that led to injury/injuries, and only includes incidents that were reported to/recorded by the Police.

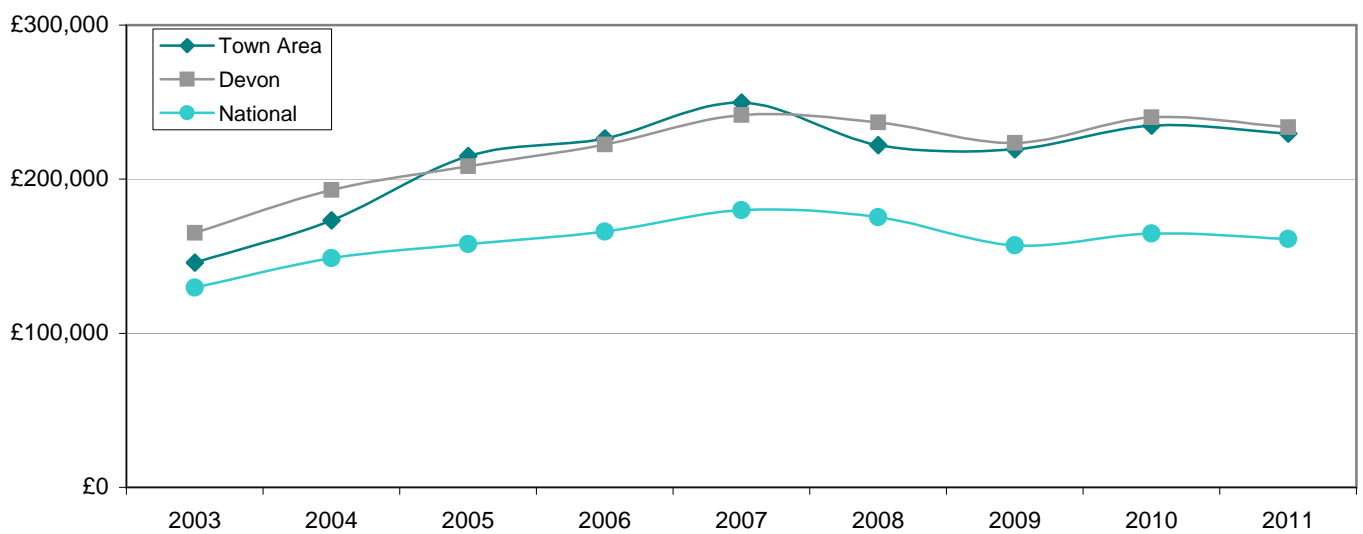
	<i>Okehampton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
2009						
Collisions	12	73	85	175	2,026	163,554
Fatalities	0	3	3	3	30	2,222
Serious injuries	4	14	18	29	158	24,690
Slight injuries	12	97	109	228	2,606	195,234
2010						
Collisions	8	75	83	151	1,796	154,414
Fatalities	0	1	1	1	28	1,850
Serious injuries	1	29	30	34	263	24,510
Slight injuries	7	107	114	211	2,270	184,138
2011						
Collisions	7	89	96	169	1,860	151,474
Fatalities	0	3	3	4	18	1,901
Serious injuries	1	12	13	17	216	25,023
Slight injuries	9	143	152	254	2,386	178,927

# House prices - 2011

Average prices (£)	Okehampton	Remainder	Town Area	West Devon	Devon	National
Overall	163,890	255,475	229,514	224,737	233,819	161,281
Detached	246,672	365,508	346,260	328,979	332,431	255,169
Semi-detached	163,726	184,776	176,950	185,748	208,055	152,839
Terraced	128,651	174,507	161,194	161,695	179,796	122,617
Flat/Maisonette	132,360	108,147	121,235	134,084	160,521	150,693



Overall average price (£)	2003	2004	2005	2006	2007	2008	2009	2010	2011
Okehampton	145,919	173,301	215,042	226,486	249,690	222,135	219,455	234,819	229,514
Devon	165,264	193,056	208,323	222,478	241,523	236,770	223,645	240,201	233,819
England & Wales	129,632	148,744	157,880	166,063	179,905	175,434	157,033	164,727	161,281



## 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 Okehampton Town Area.

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

44%	Health services
37%	The level of crime
30%	Affordable decent housing
29%	Public transport
24%	Access to nature

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

32%	Public transport
28%	Affordable decent housing
27%	The level of traffic congestion
24%	Job prospects
23%	Activities for teenagers

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

Okehampton  
Remainder  
Town Area  
West Devon  
Devon  
National

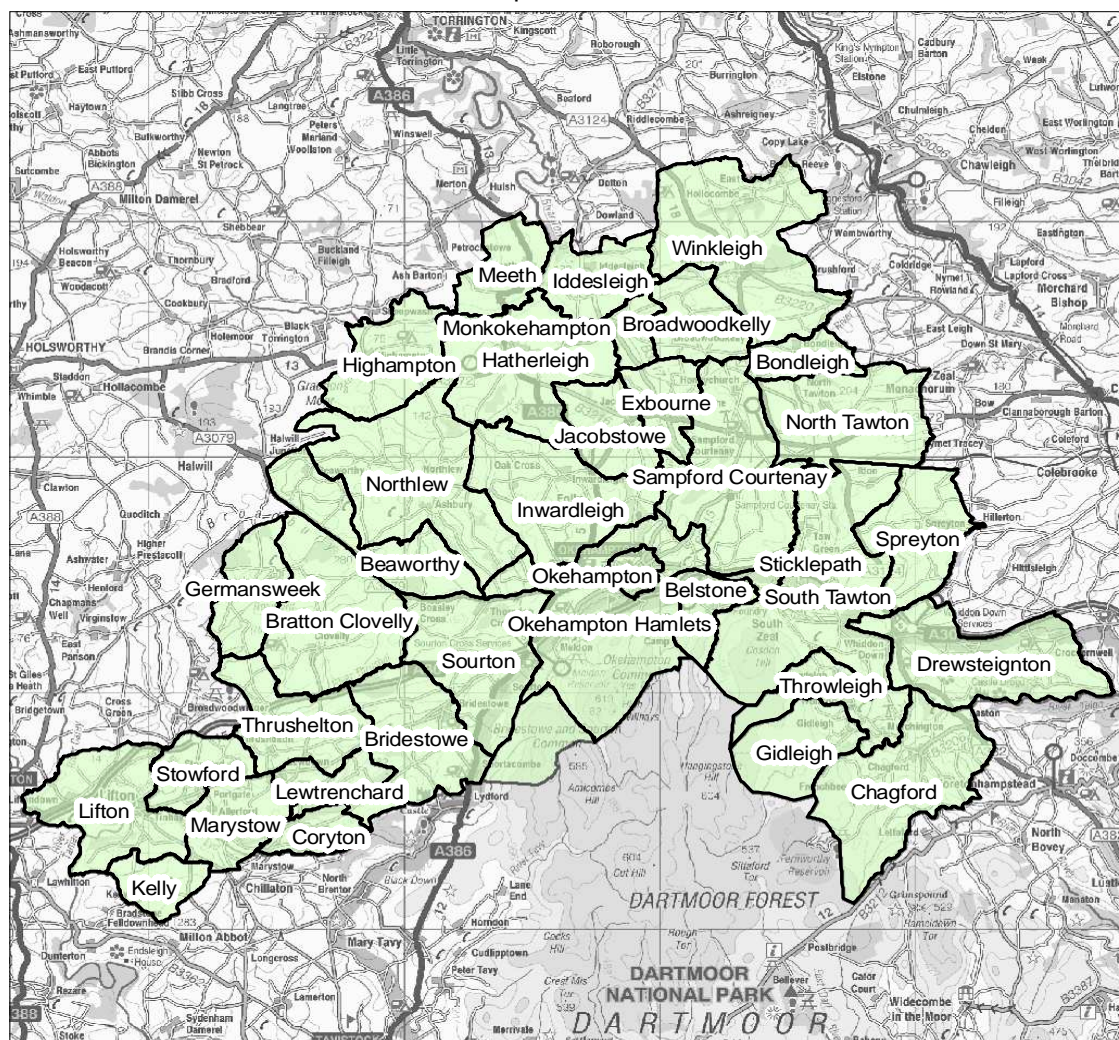
% children achieving Key Stage 2 level 4 or above in

English	78%	86%	84%	86%	85%	81%
Maths	81%	82%	82%	85%	84%	82%
Science	78%	86%	100%	86%	87%	85%

% children achieving 5 or more GCSEs at grades

A*-C	76%	82%	86%	79%	74%	80%
A*-C including	57%	70%	71%	67%	58%	59%
A*-G	84%	94%	98%	98%	96%	n/a

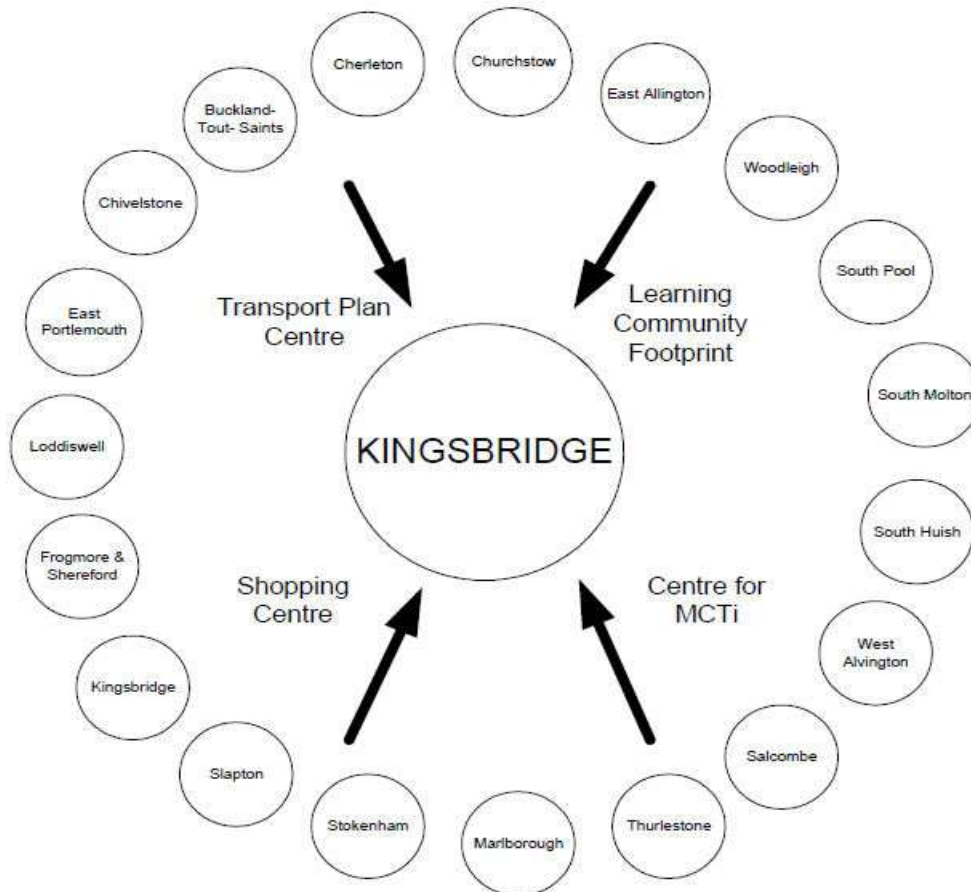
Okehampton area



## 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 - Census (2011)

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 2011  
Office for National Statistics © Crown copy 0  
<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 2011  
© 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 particular

Place Survey : Department for Communities and Local Government 2008  
© Crown copyright  
<http://www.communities.gov.uk/publications/localgovernment/newplacesurvey>