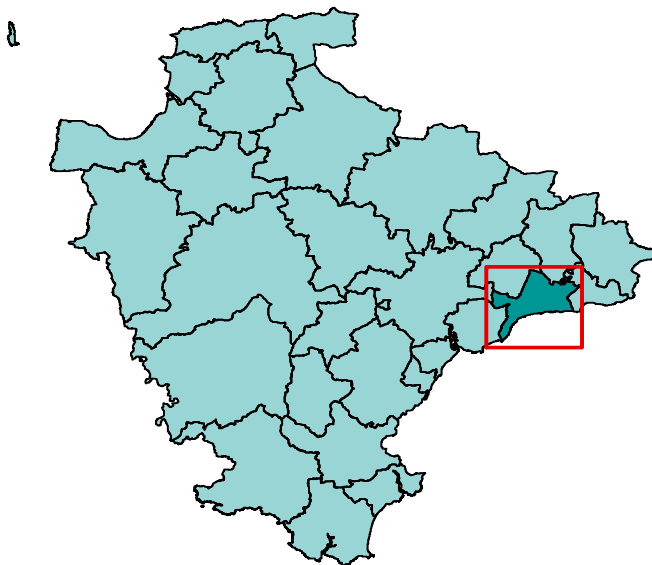


## Area definition

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.



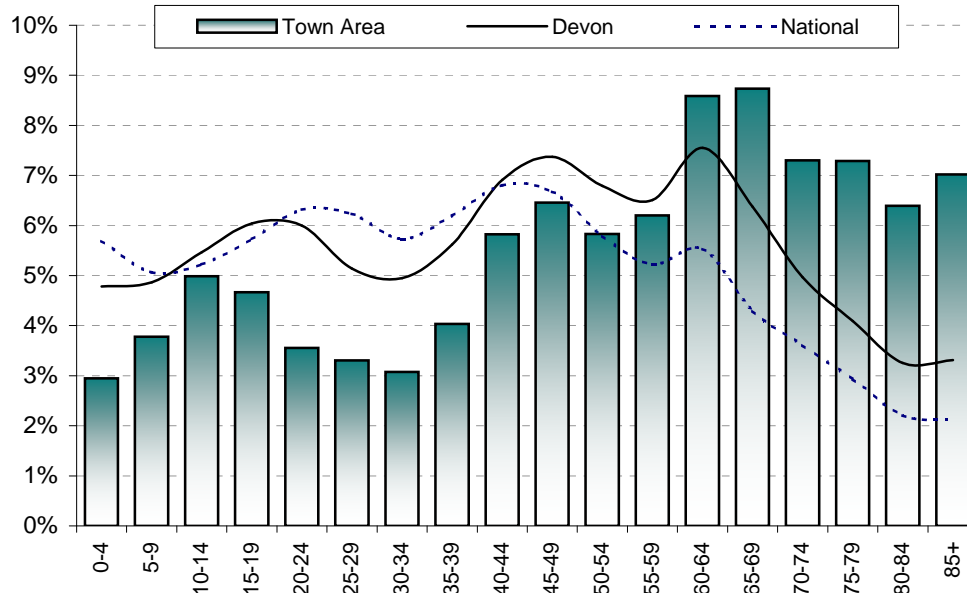
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The area has one major settlement - Sidmouth. It also includes the following parishes: Branscombe, Newton Poppleford and Harpford, Otterton and Southleigh.

# Population

Total population	Sidmouth	Remainder	Town Area	East Devon	Devon	National
2001	13,138	3,435	16,573	125,520	704,497	57,103,927
2011 (National 2010)	13,930	3,548	17,478	135,827	772,374	60,462,600
Change	792	113	905	10,307	67,877	3,358,673
% change	6.0%	3.3%	5.5%	8.2%	9.6%	5.9%

Proportion aged	Sidmouth	Remainder	Town Area	East Devon	Devon	National
0-19	15.5%	19.8%	16.4%	19.5%	21.2%	21.7%
20-39	13.5%	15.8%	14.0%	17.9%	21.7%	24.5%
40-59	23.3%	28.5%	24.3%	26.8%	27.6%	24.5%
60-79	32.9%	28.2%	31.9%	26.7%	23.0%	16.4%
80 and over	14.9%	7.6%	13.4%	9.1%	6.6%	4.3%

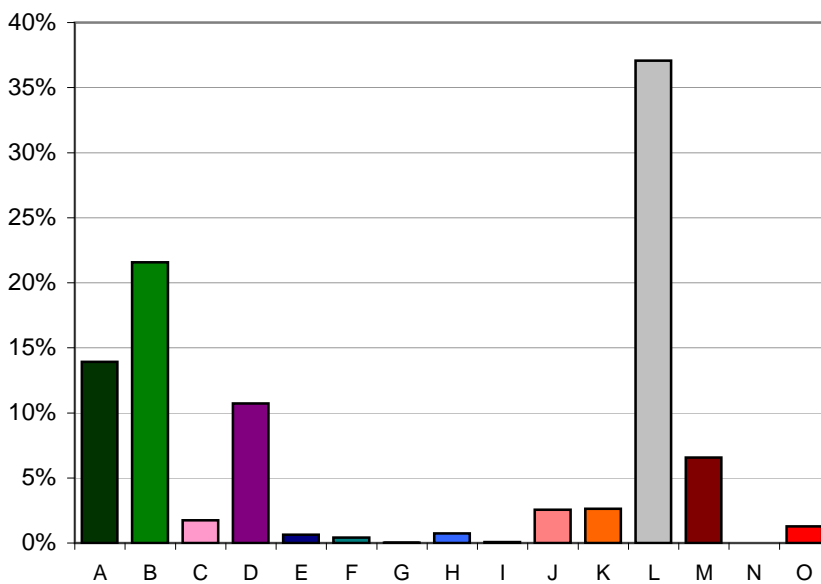


## Population attributes

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.

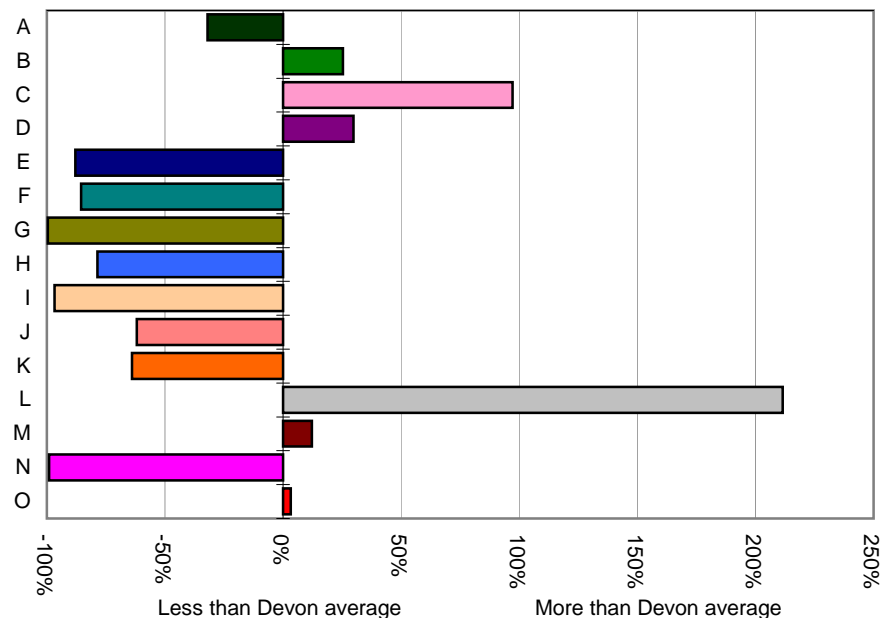
The Mosaic data are broken down in to a number of groups, each one describing a section of the population.

	Households	%	Devon
A -Residents of isolated rural communities	1,261	13.9%	20.5%
B -Residents of small and mid-sized towns with strong local roots	1,955	21.6%	17.2%
C -Wealthy people living in the most sought after neighbourhoods	158	1.7%	0.9%
D -Successful professionals living in suburban or semi-rural homes	971	10.7%	8.3%
E -Middle income families living in moderate suburban semis	59	0.7%	5.4%
F -Couples with young children in comfortable modern housing	37	0.4%	2.8%
G -Young, well-educated city dwellers	2	0.0%	4.9%
H -Couples and young singles in small modern starter homes	67	0.7%	3.5%
I - Lower income workers in urban terraces in often diverse areas	7	0.1%	2.4%
J -Owner occupiers in older-style housing in ex-industrial areas	232	2.6%	6.7%
K -Residents with sufficient incomes in right-to-buy social houses	239	2.6%	7.3%
L -Active elderly people living in pleasant retirement locations	3,358	37.1%	11.9%
M -Elderly people reliant on state support	596	6.6%	5.9%
N -Young people renting flats in high density social housing	1	0.0%	1.1%
O -Families in low-rise social housing with high levels of benefit	117	1.3%	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	3,493
% population within least deprived 25% of all areas in England	20%

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

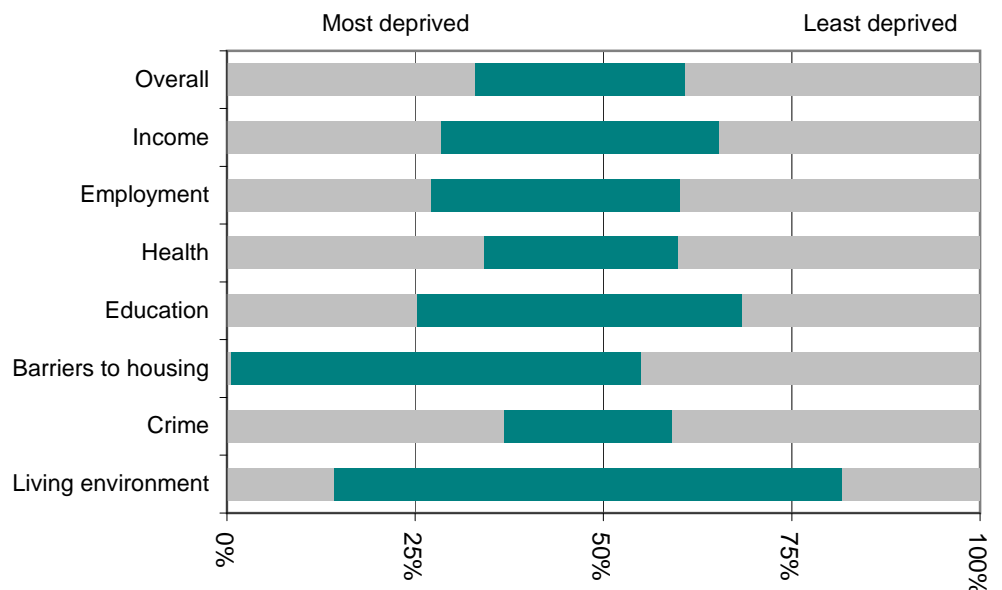
### Most deprived areas

Overall	Coly Valley
Income Deprivation	Sidmouth Sidford
Employment Deprivation	Sidmouth Sidford
Health Deprivation and Disability	Sidmouth Sidford
Education, Skills and Training Deprivation	Sidmouth Sidford
Barriers to Housing and Services	Coly Valley
Living Environment Deprivation	Coly Valley
Crime	Sidmouth Town

### Least deprived areas

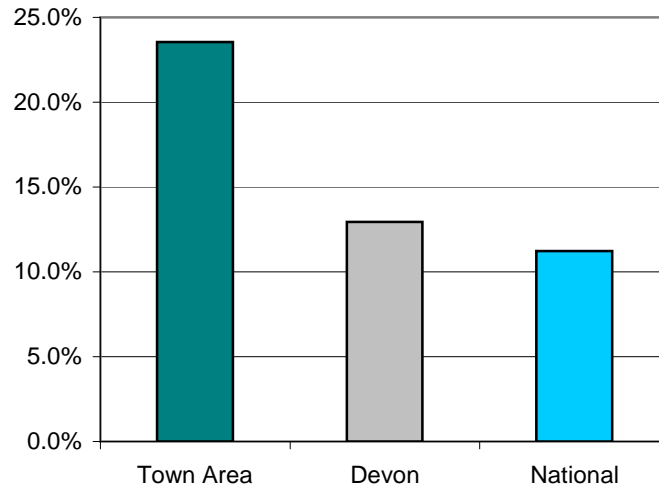
Overall	Sidmouth Town
Income Deprivation	Sidmouth Town
Employment Deprivation	Sidmouth Town
Health Deprivation and Disability	Beer and Branscombe
Education, Skills and Training Deprivation	Sidmouth Town
Barriers to Housing and Services	Sidmouth Town
Living Environment Deprivation	Sidmouth Sidford
Crime	Sidmouth Sidford

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



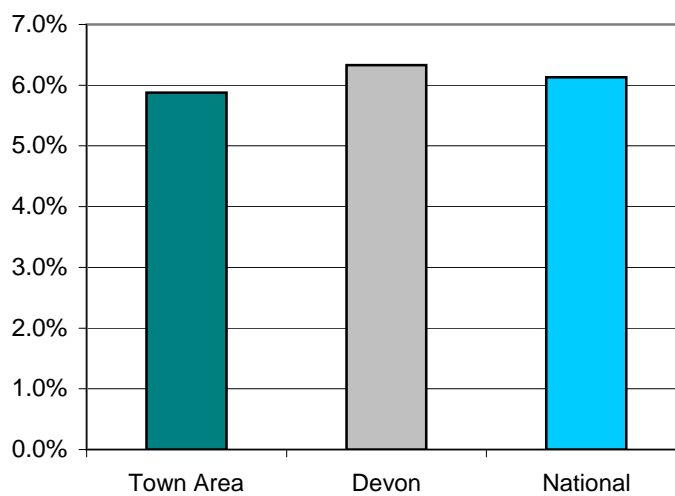
## Children Living In Poverty - 2011

	<i>Sidmouth</i>	<i>Remainder</i>	<i>Town Area</i>	<i>East Devon</i>	<i>Devon</i>	<i>National</i>
Percentage of children living in poverty	21.4%	28.6%	23.6%	13.6%	12.9%	11.2%



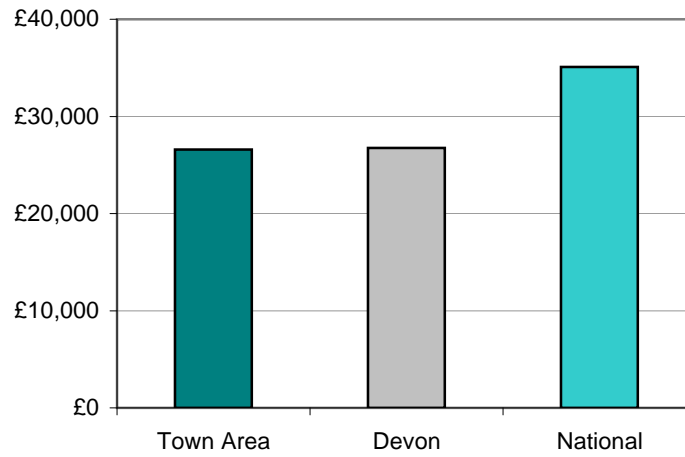
## Percentage of Fuel Poverty Households - 2008

	<i>Sidmouth</i>	<i>Remainder</i>	<i>Town Area</i>	<i>East Devon</i>	<i>Devon</i>	<i>National</i>
Percentage of fuel poverty households	5.6%	6.4%	5.9%	6.0%	6.3%	6.1%



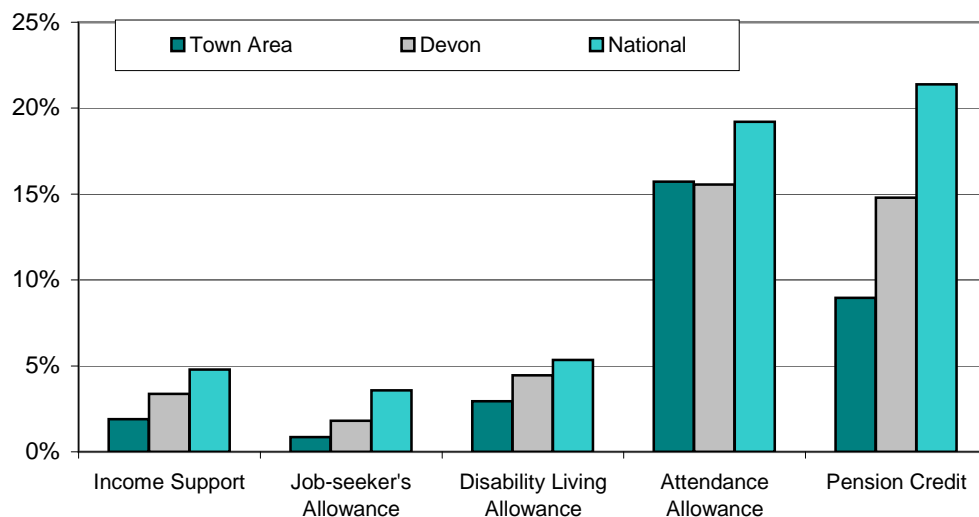
## Income - 2008

	<i>Sidmouth</i>	<i>Remainder</i>	<i>Town Area</i>	<i>East Devon</i>	<i>Devon</i>	<i>National</i>
Average income (£)	26,200	28,300	26,600	27,000	26,800	35,100



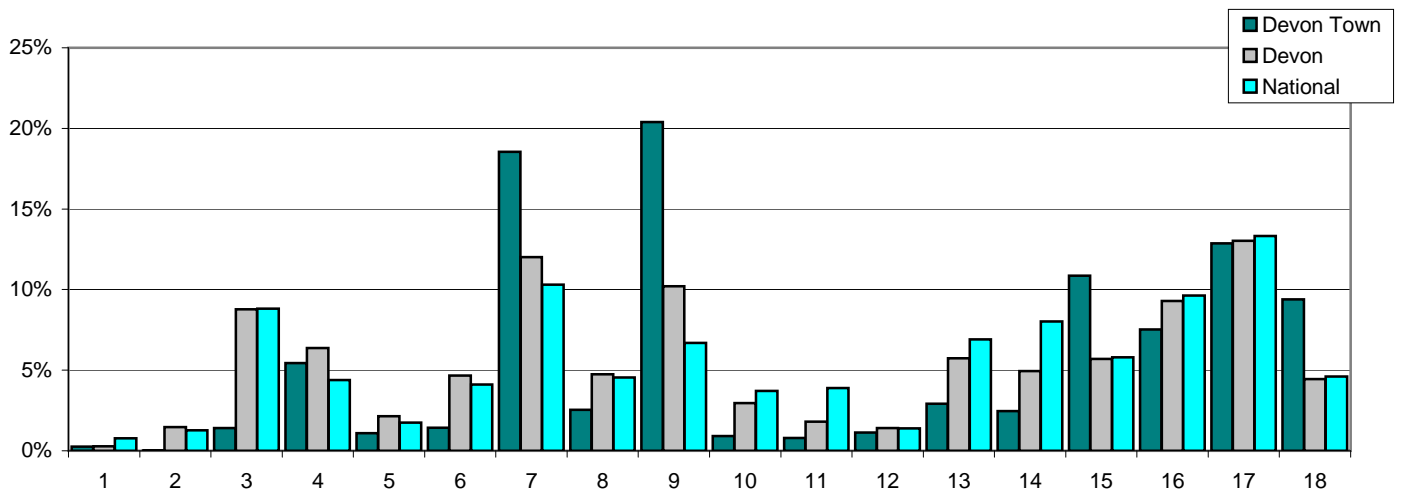
## Benefits - 2011

Percent of:	<i>Sidmouth</i>	<i>Remainder</i>	<i>Town Area</i>	<i>East Devon</i>	<i>Devon</i>	<i>National</i>
16-59 year olds claiming Income Support	2.3%	1.0%	1.9%	2.7%	3.4%	4.8%
16-64 year olds claiming Job Seekers Allowance	1.0%	0.5%	0.9%	1.5%	1.8%	3.6%
Total population claiming Disability Living Allowance	3.3%	1.7%	2.9%	3.8%	4.5%	5.3%
65 and older claiming Attendance Allowance	16.9%	8.8%	15.7%	15.6%	15.6%	19.2%
60 and older claiming Pension Credit	9.2%	7.5%	9.0%	12.1%	14.8%	21.4%



## Employment - 2010

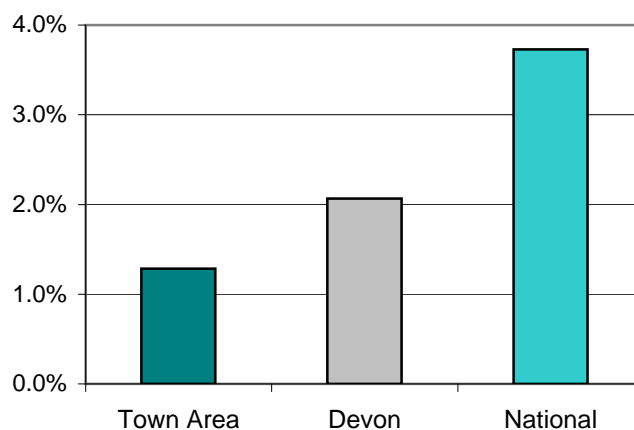
Percent of all employees	Sidmouth	Remainder	Town Area	East Devon	Devon	National
1 Agriculture, forestry & fishing	0.2%	1.2%	0.3%	0.3%	0.3%	0.8%
2 Mining, quarrying & utilities	0.0%	0.0%	0.0%	0.9%	1.5%	1.3%
3 Manufacturing	0.9%	17.3%	1.4%	6.0%	8.8%	8.8%
4 Construction	5.1%	15.5%	5.4%	6.6%	6.4%	4.4%
5 Motor trades	1.0%	4.2%	1.1%	2.0%	2.1%	1.8%
6 Wholesale	1.3%	5.4%	1.4%	4.4%	4.7%	4.1%
7 Retail	19.1%	2.4%	18.6%	13.4%	12.0%	10.3%
8 Transport & storage (inc postal)	2.4%	6.0%	2.5%	7.7%	4.7%	4.6%
9 Accommodation & food services	20.6%	13.1%	20.4%	12.8%	10.2%	6.7%
10 Information & comms	0.9%	0.0%	0.9%	2.0%	3.0%	3.7%
11 Financial & insurance	0.8%	0.0%	0.8%	2.3%	1.8%	3.9%
12 Property	1.2%	0.0%	1.1%	0.9%	1.4%	1.4%
13 Professional, scientific & technical	2.7%	8.3%	2.9%	4.9%	5.7%	6.9%
14 Business administration & support services	2.4%	4.8%	2.5%	3.1%	4.9%	8.0%
15 Public administration & defence	11.2%	0.0%	10.9%	5.3%	5.7%	5.8%
16 Education	7.2%	17.3%	7.5%	8.7%	9.3%	9.6%
17 Health	13.2%	3.0%	12.9%	12.8%	13.0%	13.3%
18 Arts, entertainment, recreation & other services	9.7%	1.8%	9.4%	5.9%	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.

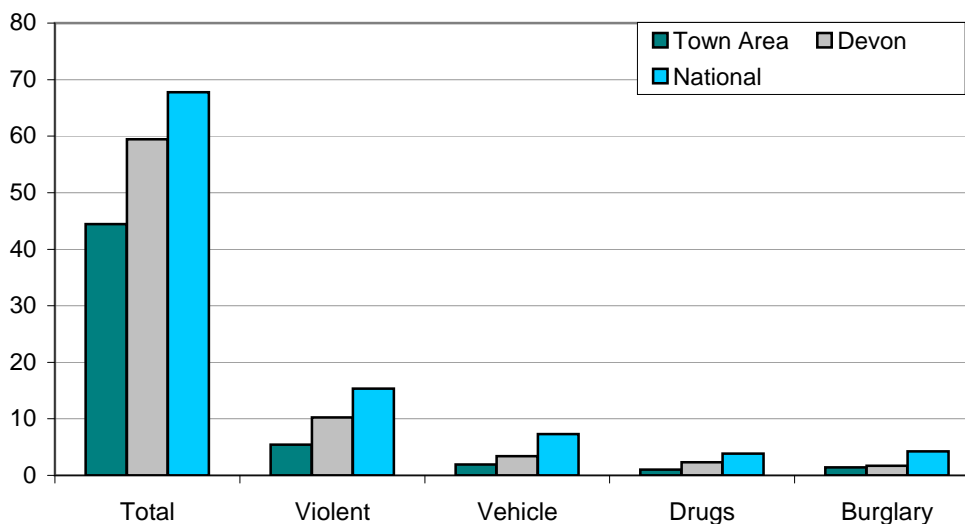
## Unemployment - 2011

	<i>Sidmouth</i>	<i>Remainder</i>	<i>Town Area</i>	<i>East Devon</i>	<i>Devon</i>	<i>National</i>
Number unemployed	90	48	138	1,267	9,451	1,461,644
% of working age population	1.4%	1.1%	1.4%	1.8%	2.2%	4.0%



## Crime - April 2010 - March 2011

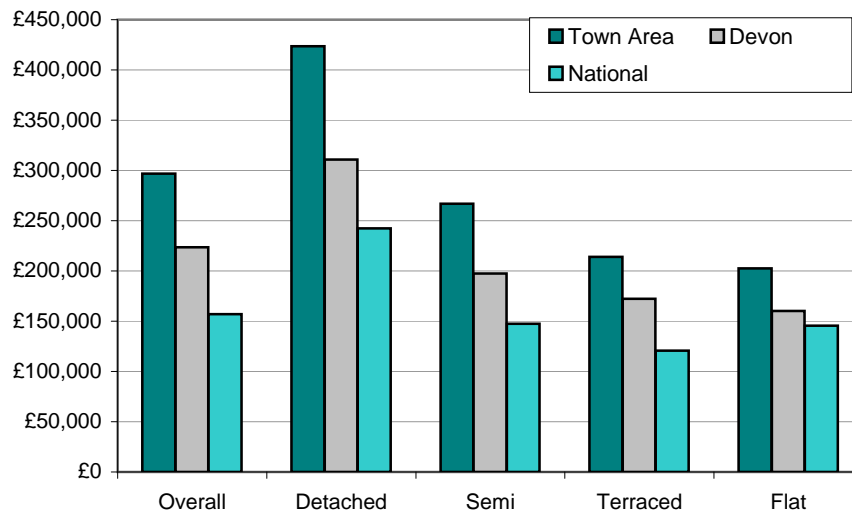
Crimes per 1,000 population	<i>Sidmouth</i>	<i>Remainder</i>	<i>Town Area</i>	<i>East Devon</i>	<i>Devon</i>	<i>National</i>
Total crime	48.8	27.3	44.5	49.3	59.5	67.8
Violent crime	6.1	2.8	5.4	8.3	10.3	15.4
Vehicle crime	1.6	3.4	1.9	2.9	3.4	7.3
Drug offences	1.3	#VALUE!	1.0	1.8	2.3	3.8
House burglary	1.1	2.5	1.4	1.4	1.7	4.2



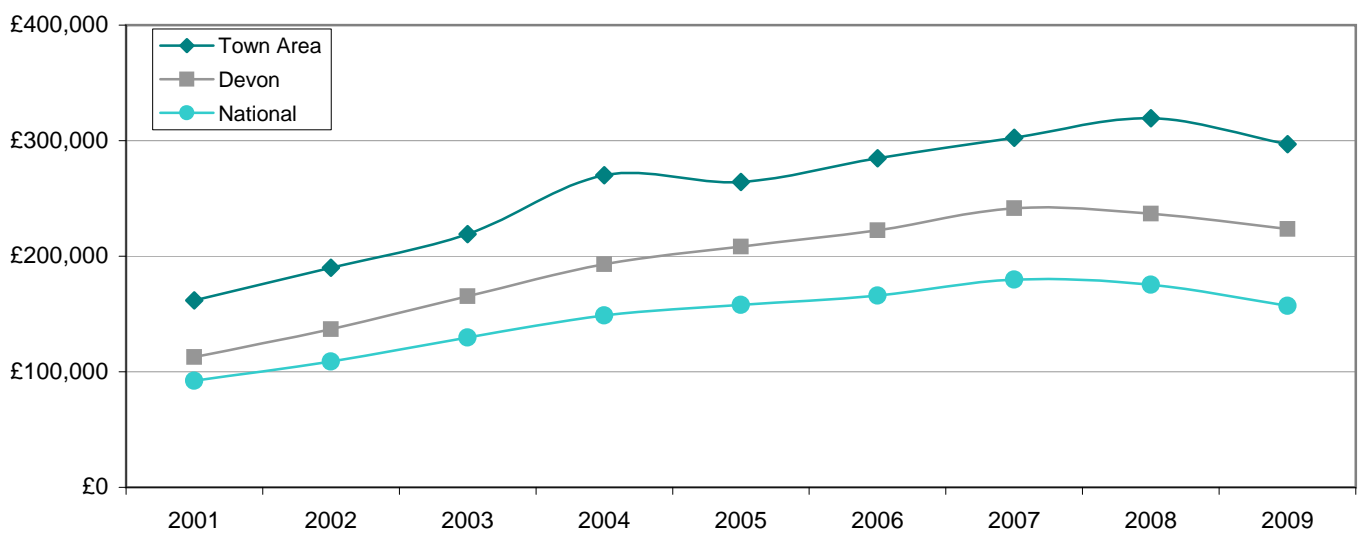
Note: Vehicle Crime Includes: Interfering with a motor vehicle

# House prices - 2009

Average prices (£)	Sidmouth	Remainder	Town Area	East Devon	Devon	National
Overall	297,133	294,863	296,868	246,494	223,645	157,033
Detached	437,303	355,867	423,531	340,503	310,899	242,492
Semi-detached	273,754	225,400	266,746	214,777	197,577	147,464
Terraced	210,508	243,300	214,034	182,190	172,313	120,663
Flat/Maisonette	203,927	102,000	202,637	175,442	160,202	145,635



Overall average price (£)	2001	2002	2003	2004	2005	2006	2007	2008	2009
Sidmouth	161,837	189,903	219,106	270,081	264,376	284,871	302,450	319,442	296,868
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 Sidmouth Town Area.

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

61%	Health services
49%	The level of crime
36%	Clean streets
30%	Affordable decent housing
29%	Access to nature

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

47%	The level of traffic congestion
38%	Activities for teenagers
38%	Road and pavement repairs
36%	Affordable decent housing
33%	Wage levels & local cost of living

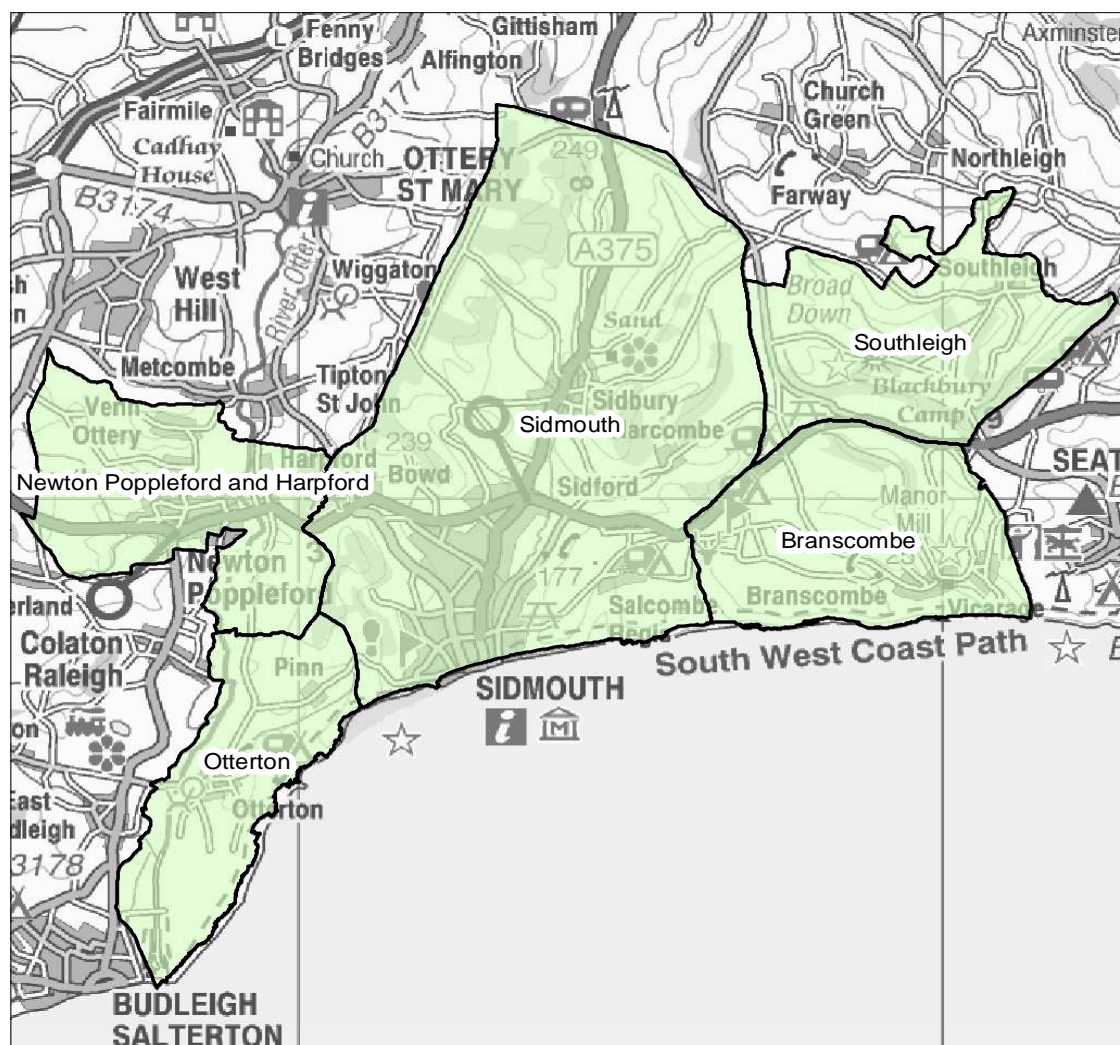
People saying they are very satisfied or fairly satisfied with	Town Area	Devon
Their local area as a place to live	91%	89%
Their local council	59%	52%
Their county council	45%	45%

## Education - June 2011

	Sidmouth	Remainder	Town Area	East Devon	Devon	National
% children achieving Key Stage 2 level 4 or above in						
English	90%	100%	92%	86%	85%	81%
Maths	82%	94%	85%	85%	84%	82%
Science	90%	100%	100%	88%	87%	85%

% children achieving 5 or more GCSEs at grades						
A*-C	79%	66%	78%	75%	74%	80%
A*-C including	71%	57%	70%	64%	58%	59%
A*-G	99%	83%	98%	97%	96%	n/a

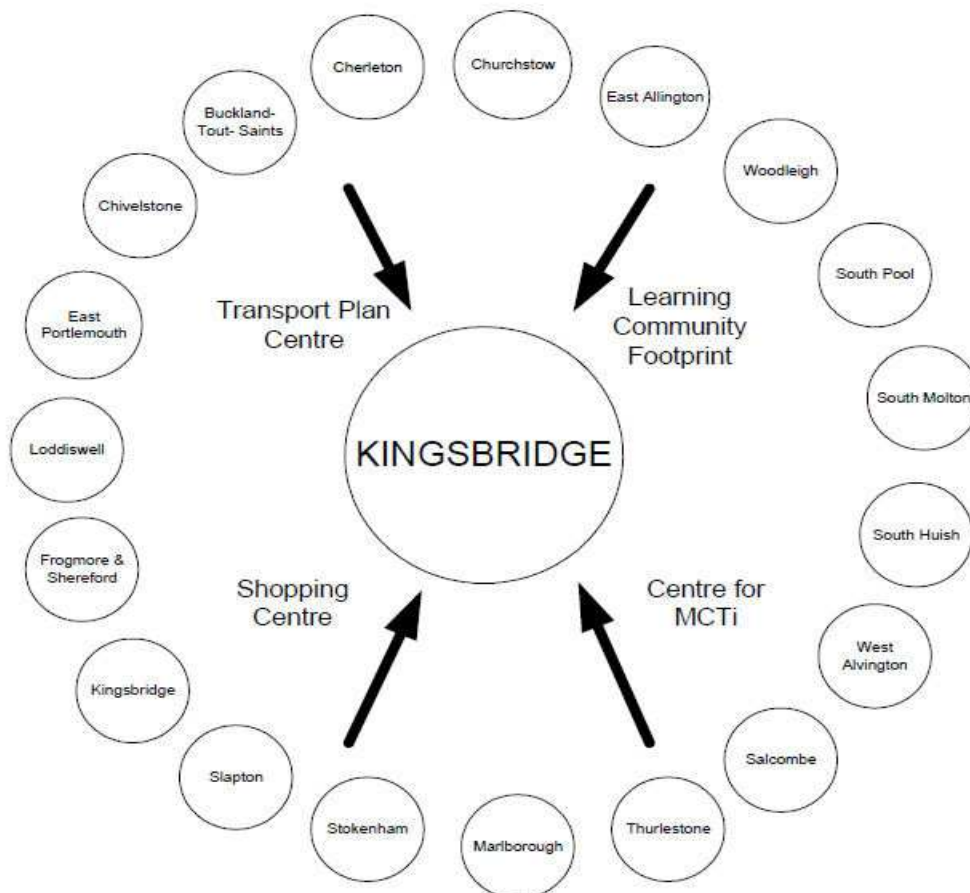
Sidmouth area



## 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>