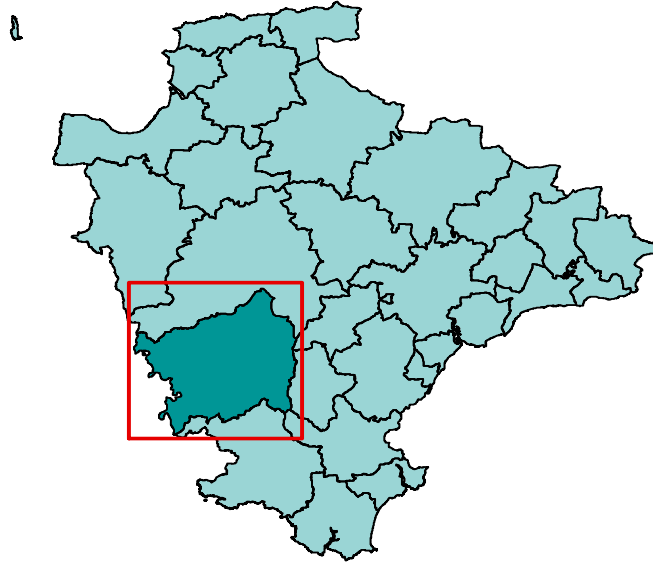


Area definition

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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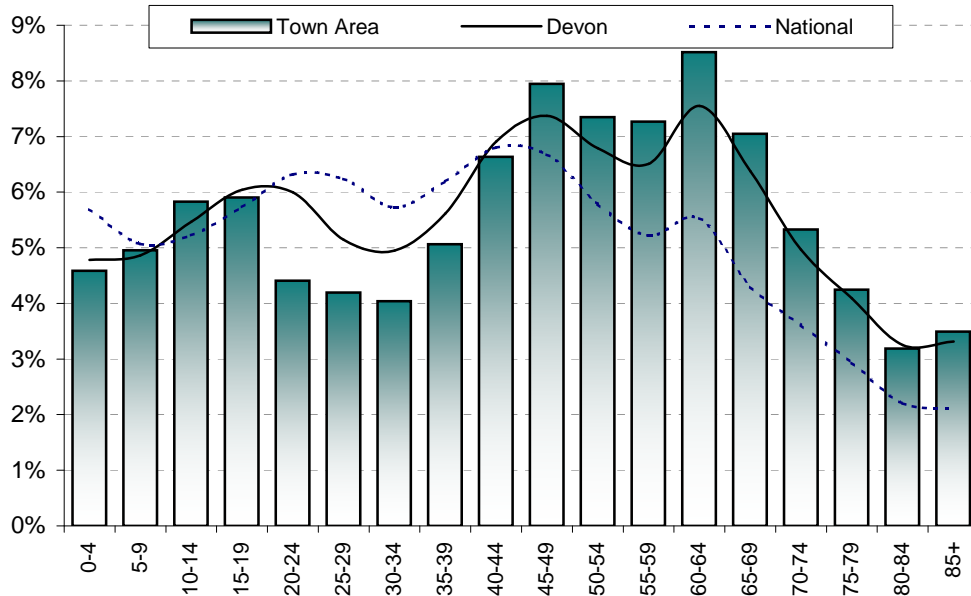
The area has one major settlement - Tavistock - and two smaller population centres - Bere Ferrers and buckland Monachorum. It also includes the following parishes:
Bradstone, Brentor, Dartmoor Forest, Dunterton, Gulworthy, Horrabridge, Lamerton, Lydford, Mary Tavy, Meavy, Milton Abbot, Peter Tavy, Sampford Spiney, Sheepstor, Sydenham Damerel, Walkhampton and Whitchurch.

Population

Total population	Tavistock	Bere Ferrers	Buckland Monachorum	Remainder	Town Area	West Devon	Devon	National
2001	11,019	3,065	3,632	10,312	28,028	48,843	704,497	57,103,927
2011 (National 2010)	12,567	3,156	3,815	10,231	29,769	54,852	772,374	60,462,600
Change	1,548	91	183	-81	1,741	6,009	67,877	3,358,673
% change	14.0%	3.0%	5.0%	-0.8%	6.2%	12.3%	9.6%	5.9%

Proportion aged

0-19	22.2%	20.1%	22.1%	20.2%	21.3%	21.1%	21.2%	21.7%
20-39	19.4%	18.0%	14.2%	16.9%	17.7%	18.7%	21.7%	24.5%
40-59	27.4%	28.5%	30.3%	31.2%	29.2%	29.1%	27.6%	24.5%
60-79	23.9%	27.6%	25.6%	25.8%	25.1%	24.8%	23.0%	16.4%
80 and over	7.1%	5.9%	7.8%	6.0%	6.7%	6.4%	6.6%	4.3%

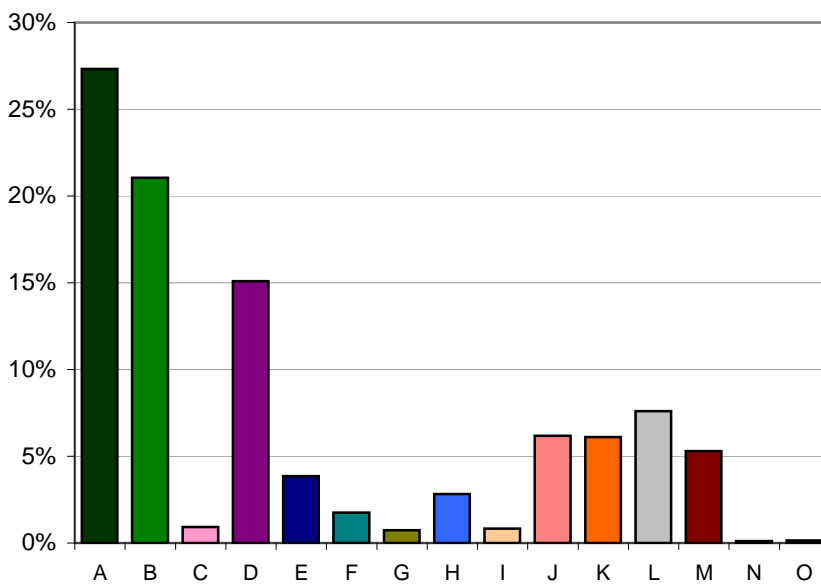


Population attributes

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.

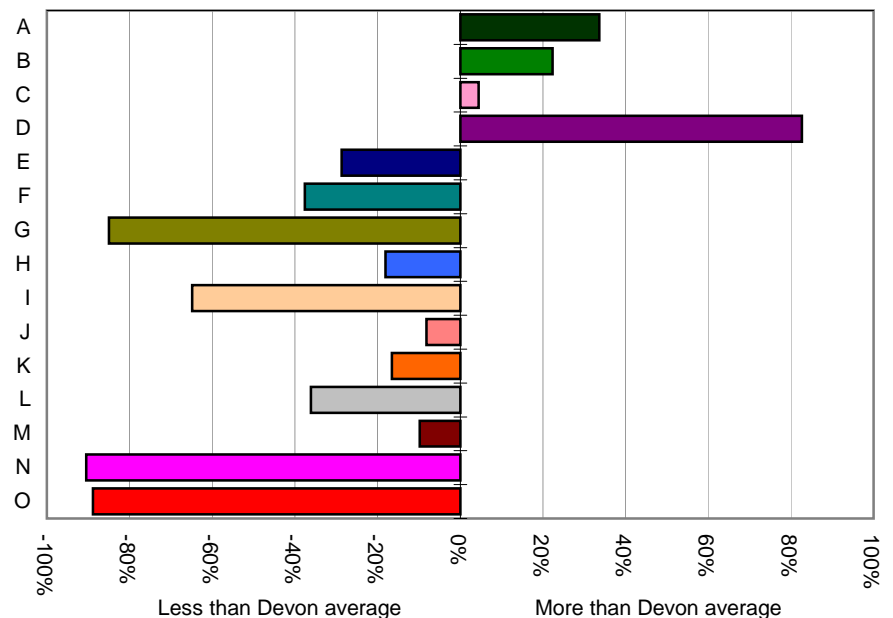
The Mosaic data are broken down in to a number of groups, each one describing a section of the population.

	Households	%	Devon
A -Residents of isolated rural communities	3,519	27.3%	20.5%
B -Residents of small and mid-sized towns with strong local roots	2,711	21.1%	17.2%
C -Wealthy people living in the most sought after neighbourhoods	119	0.9%	0.9%
D -Successful professionals living in suburban or semi-rural homes	1,942	15.1%	8.3%
E -Middle income families living in moderate suburban semis	496	3.9%	5.4%
F -Couples with young children in comfortable modern housing	226	1.8%	2.8%
G -Young, well-educated city dwellers	95	0.7%	4.9%
H -Couples and young singles in small modern starter homes	364	2.8%	3.5%
I - Lower income workers in urban terraces in often diverse areas	108	0.8%	2.4%
J -Owner occupiers in older-style housing in ex-industrial areas	795	6.2%	6.7%
K -Residents with sufficient incomes in right-to-buy social houses	786	6.1%	7.3%
L -Active elderly people living in pleasant retirement locations	979	7.6%	11.9%
M -Elderly people reliant on state support	681	5.3%	5.9%
N -Young people renting flats in high density social housing	14	0.1%	1.1%
O -Families in low-rise social housing with high levels of benefit	18	0.1%	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	5,264
% population within least deprived 25% of all areas in England	18%

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

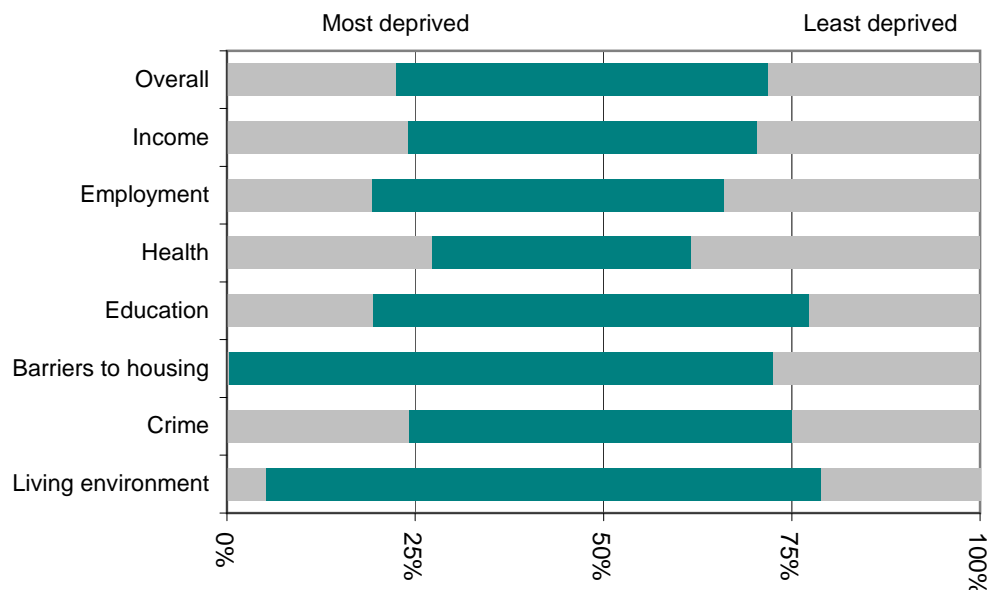
Most deprived areas

Overall	Lydford
Income Deprivation	Bere Ferrers
Employment Deprivation	Tavistock South
Health Deprivation and Disability	Tavistock North
Education, Skills and Training Deprivation	Lydford
Barriers to Housing and Services	Milton Ford
Living Environment Deprivation	Milton Ford
Crime	Lydford

Least deprived areas

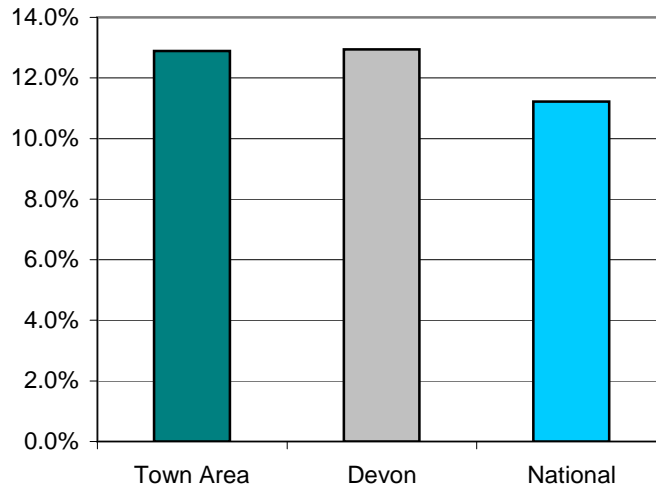
Overall	Tavistock South
Income Deprivation	Buckland Monachorum
Employment Deprivation	Buckland Monachorum
Health Deprivation and Disability	Buckland Monachorum
Education, Skills and Training Deprivation	Buckland Monachorum
Barriers to Housing and Services	Bere Ferrers
Living Environment Deprivation	Tavistock North
Crime	Mary Tavy

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



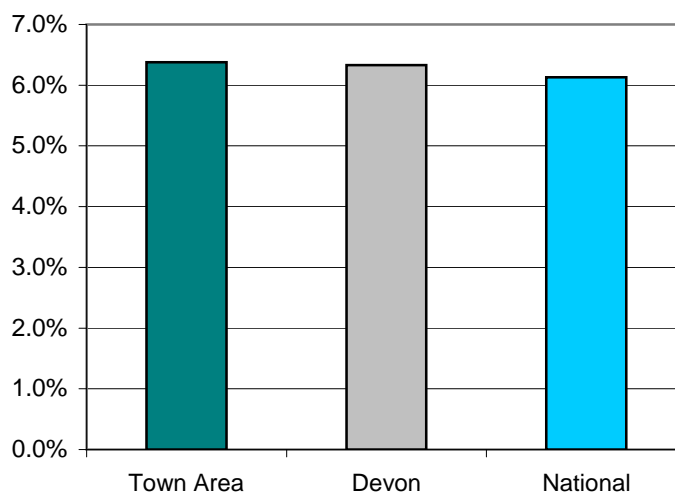
Children Living In Poverty - 2011

	<i>Tavistock</i>	<i>Bere Ferrers</i>	<i>Buckland Monachorum</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Percentage of children living in poverty	11.6%	14.8%	11.5%	14.3%	12.9%	13.1%	12.9%	11.2%



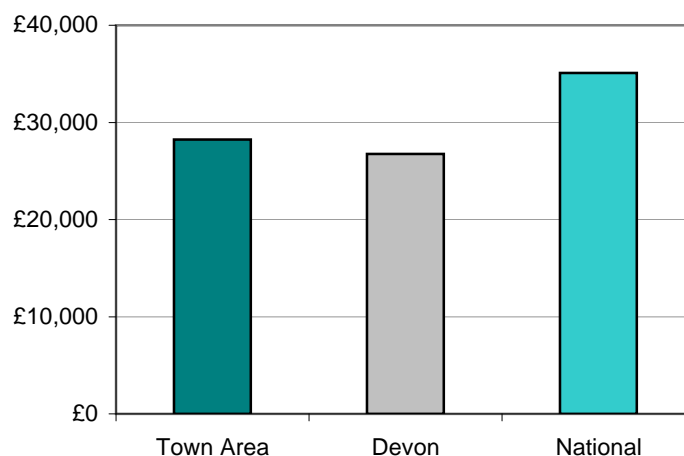
Percentage of Fuel Poverty Households - 2008

	<i>Tavistock</i>	<i>Bere Ferrers</i>	<i>Buckland Monachorum</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Percentage of fuel poverty households	5.8%	6.6%	6.0%	7.0%	6.4%	6.7%	6.3%	6.1%



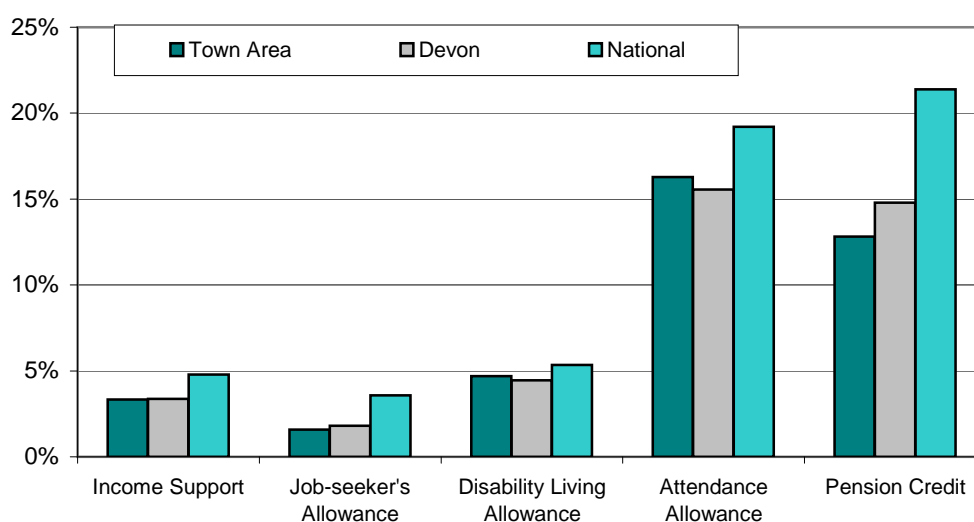
Income - 2008

	<i>Tavistock</i>	<i>Bere Ferrers</i>	<i>Buckland Monachorum</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Average income (£)	27,400	26,600	33,800	28,300	28,200	27,500	26,800	35,100



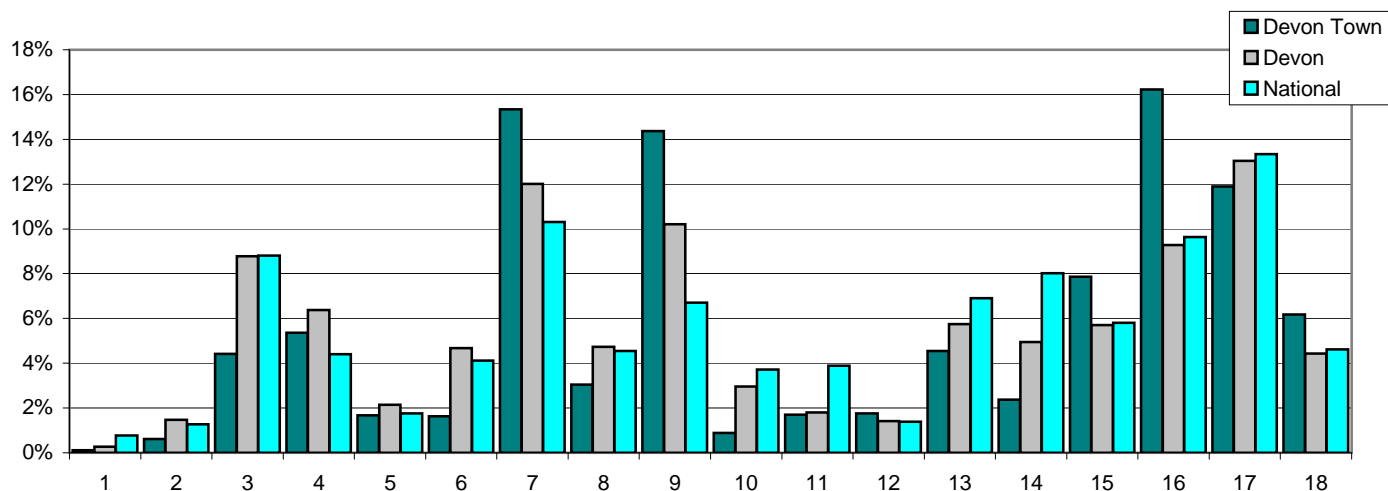
Benefits - 2011

Percent of:	<i>Tavistock</i>	<i>Bere Ferrers</i>	<i>Buckland Monachorum</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	4.4%	4.1%	1.8%	2.3%	3.3%	3.2%	3.4%	4.8%
16-64 year olds claiming Job Seekers Allowance	1.7%	2.3%	1.0%	1.3%	1.6%	1.8%	1.8%	3.6%
Total population claiming Disability Living Allowance	5.2%	6.3%	3.4%	4.0%	4.7%	4.3%	4.5%	5.3%
65 and older claiming Attendance Allowance	17.2%	14.9%	17.3%	15.1%	16.3%	14.4%	15.6%	19.2%
60 and older claiming Pension Credit	14.6%	15.6%	9.8%	10.9%	12.8%	13.8%	14.8%	21.4%



Employment - 2010

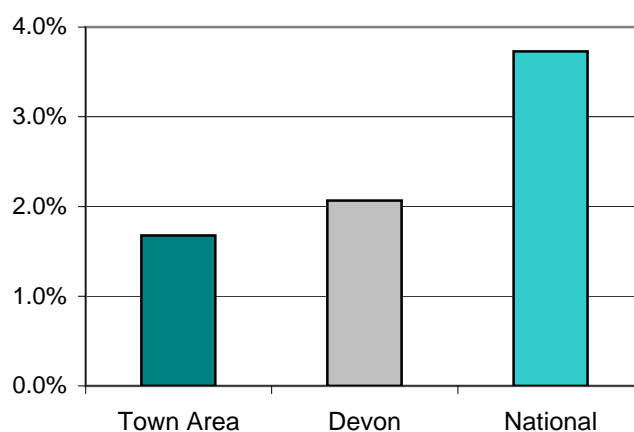
Percent of all employees	Tavistock	Bere Ferrers	Buckland Monachorum	Remainder	Town Area	West Devon	Devon	National
1 Agriculture, forestry & fishing	0.0%	0.0%	0.0%	0.4%	0.1%	0.2%	0.3%	0.8%
2 Mining, quarrying & utilities	0.2%	0.0%	0.0%	1.8%	0.6%	0.7%	1.5%	1.3%
3 Manufacturing	3.8%	11.0%	1.7%	5.1%	4.4%	11.1%	8.8%	8.8%
4 Construction	4.8%	3.3%	14.0%	4.0%	5.4%	5.3%	6.4%	4.4%
5 Motor trades	1.8%	1.4%	3.1%	0.9%	1.7%	1.8%	2.1%	1.8%
6 Wholesale	1.7%	0.0%	1.0%	2.1%	1.6%	4.8%	4.7%	4.1%
7 Retail	21.8%	8.6%	14.4%	3.9%	15.3%	11.2%	12.0%	10.3%
8 Transport & storage (inc postal)	2.7%	0.4%	2.4%	4.7%	3.0%	6.4%	4.7%	4.6%
9 Accommodation & food services	8.9%	9.4%	15.7%	26.3%	14.4%	16.3%	10.2%	6.7%
10 Information & comms	1.0%	0.2%	0.1%	1.1%	0.9%	1.2%	3.0%	3.7%
11 Financial & insurance	1.6%	0.0%	7.9%	0.1%	1.7%	1.3%	1.8%	3.9%
12 Property	2.5%	1.0%	2.0%	0.4%	1.8%	1.3%	1.4%	1.4%
13 Professional, scientific & technical	5.0%	2.7%	1.8%	5.0%	4.5%	4.1%	5.7%	6.9%
14 Business administration & support services	3.0%	1.4%	0.8%	1.8%	2.4%	1.9%	4.9%	8.0%
15 Public administration & defence	5.2%	3.9%	0.0%	17.0%	7.9%	4.8%	5.7%	5.8%
16 Education	17.7%	45.0%	6.7%	9.6%	16.2%	11.2%	9.3%	9.6%
17 Health	12.1%	11.7%	18.5%	9.3%	11.9%	10.7%	13.0%	13.3%
18 Arts, entertainment, recreation & other services	6.1%	0.0%	9.8%	6.5%	6.2%	5.7%	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.

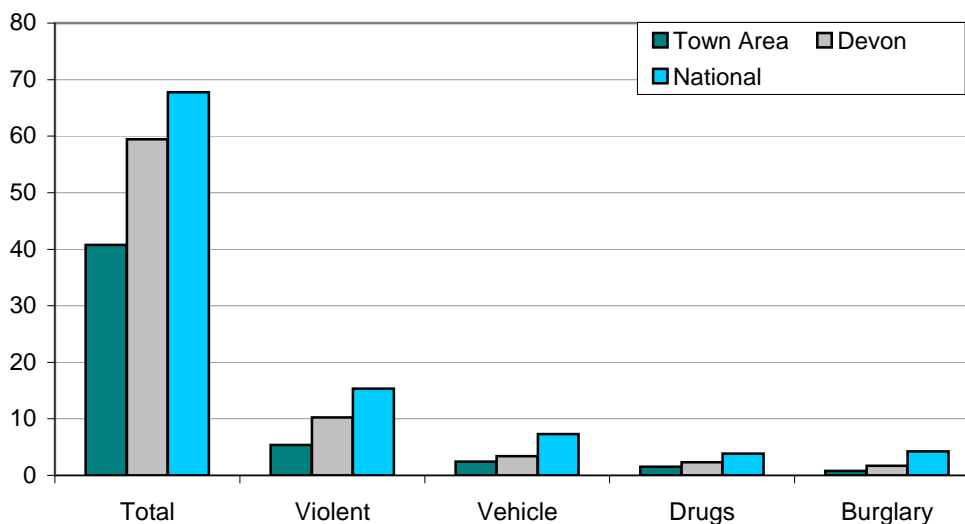
Unemployment - 2011

	<i>Tavistock</i>	<i>Bere Ferrers</i>	<i>Buckland Monachorum</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Number unemployed	150	44	24	84	302	685	9,451	1,461,644
% of working age population	2.1%	2.4%	1.3%	1.2%	1.8%	2.3%	2.2%	4.0%



Crime - April 2010 - March 2011

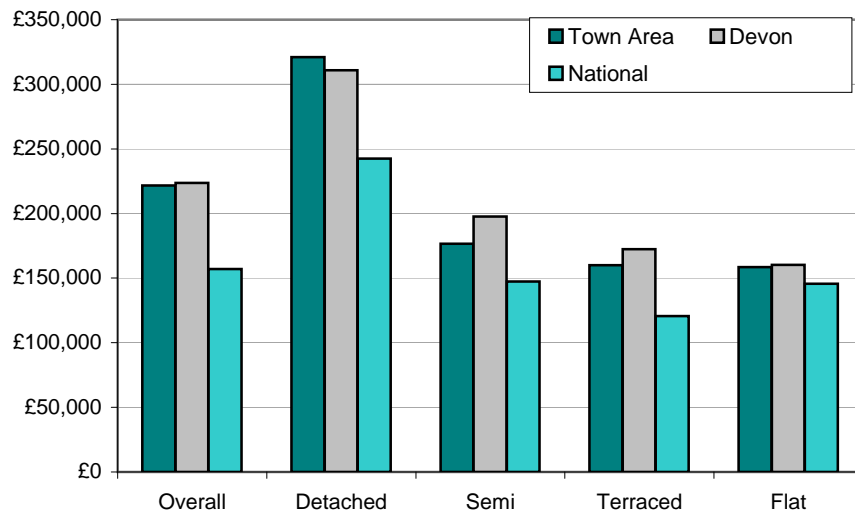
Crimes per 1,000 population	<i>Tavistock</i>	<i>Bere Ferrers</i>	<i>Buckland Monachorum</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
Total crime	50.0	31.1	27.3	37.5	40.8	40.4	59.5	67.8
Violent crime	7.2	4.1	1.8	4.8	5.4	5.9	10.3	15.4
Vehicle crime	1.6	2.5	2.4	3.5	2.5	2.3	3.4	7.3
Drug offences	1.8	1.3	#VALUE!	1.8	1.5	1.7	2.3	3.8
House burglary	1.0	0.6	0.8	0.7	0.8	0.7	1.7	4.2



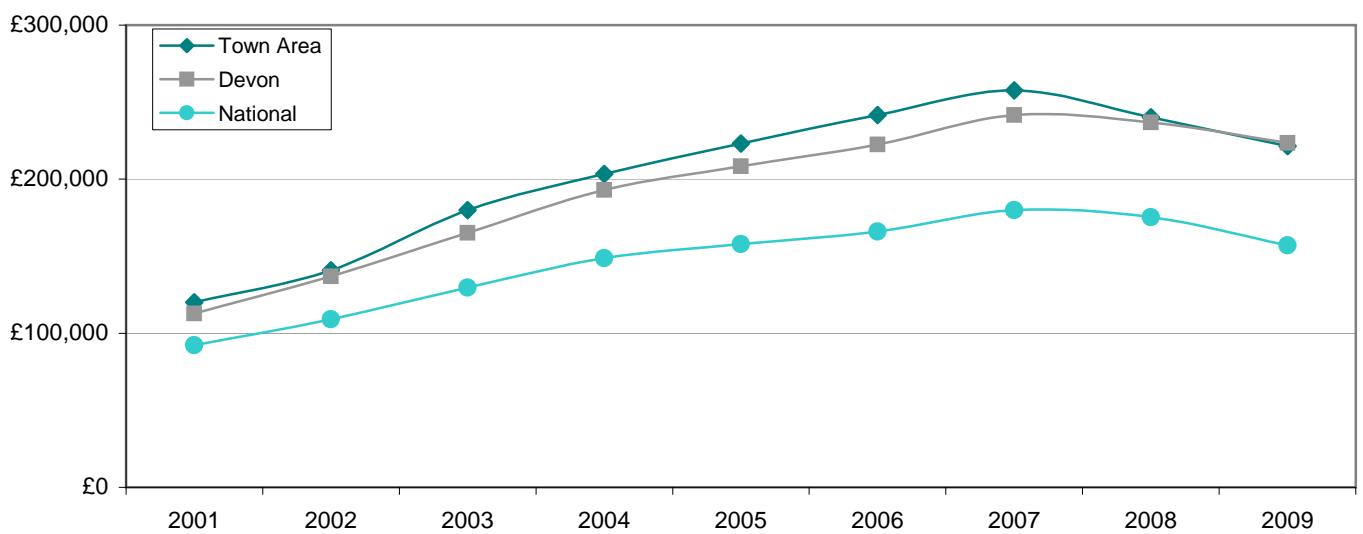
Note: Vehicle Crime Includes: Interfering with a motor vehicle

House prices - 2009

Average prices (£)	Tavistock	Bere Ferrers	Buckland Monachorum	Remainder	Town Area	West Devon	Devon	National
Overall	207,165	176,484	274,101	250,677	221,569	220,412	223,645	157,033
Detached	303,869	216,206	381,667	350,847	321,033	314,530	310,899	242,492
Semi-detached	186,328	145,094	209,643	164,604	176,639	179,439	197,577	147,464
Terraced	160,693	168,888	189,214	143,542	160,075	157,478	172,313	120,663
Flat/Maisonette	156,127	125,000	185,636		158,530	153,354	160,202	145,635



Overall average price (£)	2001	2002	2003	2004	2005	2006	2007	2008	2009
Tavistock	120,103	140,935	179,873	203,326	223,185	241,539	257,682	240,166	221,569
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 Tavistock Town Area.

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

44%	Health services
41%	The level of crime
31%	Public transport
29%	Access to nature
29%	Affordable decent housing

What things most need improving in this area?

30%	Activities for teenagers
28%	The level of traffic congestion
26%	Affordable decent housing
22%	Public transport
21%	Job prospects

People saying they are very satisfied or fairly satisfied with	Town Area	Devon
Their local area as a place to live	93%	89%
Their local council	61%	52%
Their county council	49%	45%

Education - June 2011

Tavistock
Bere Ferrers
Buckland Monachorum
Remainder
Town Area
West Devon
Devon
National

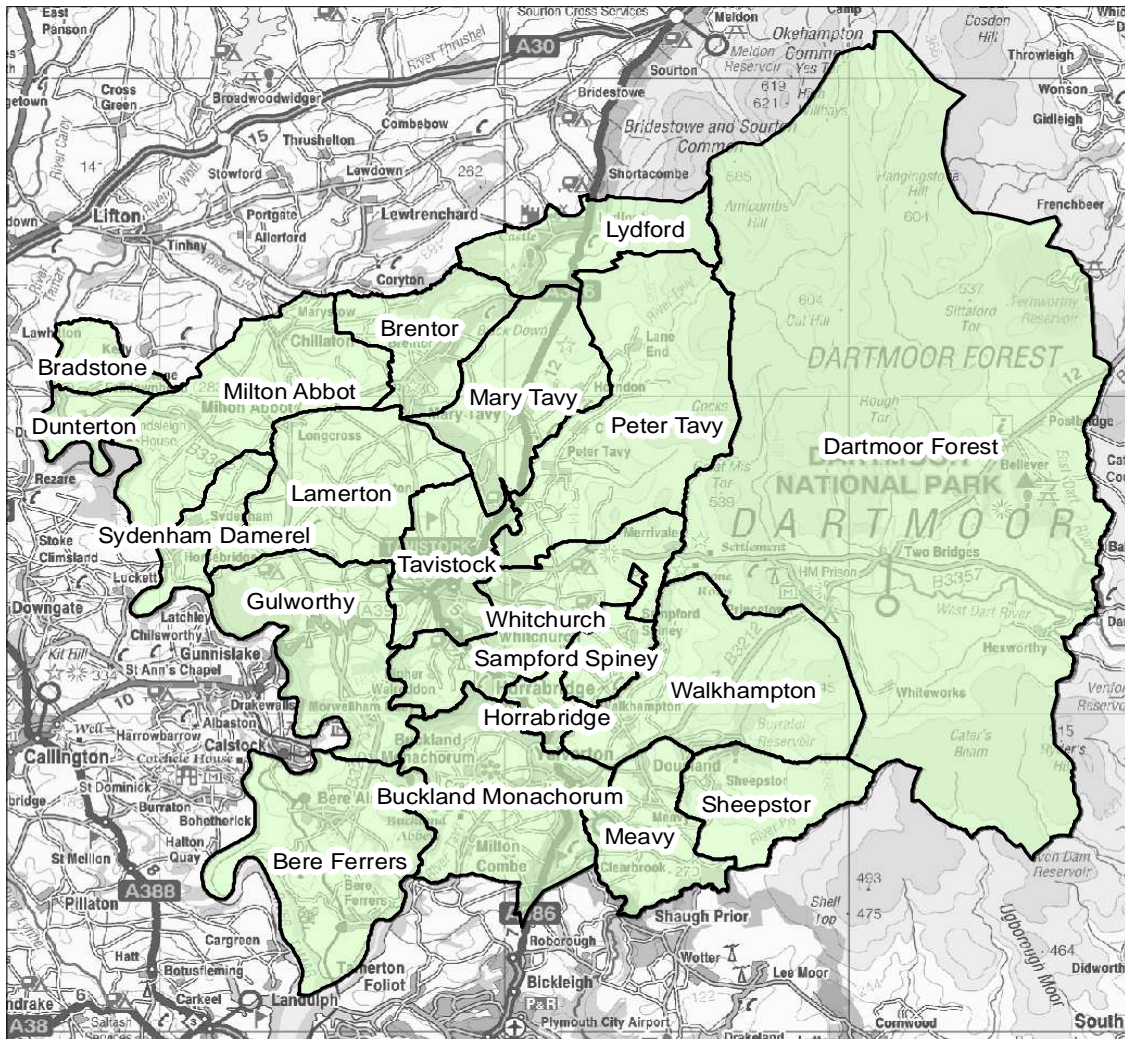
% children achieving Key Stage 2 level 4 or above in

English	90%	88%	94%	84%	88%	86%	85%	81%
Maths	86%	88%	97%	88%	88%	85%	84%	82%
Science	90%	88%	94%	84%	100%	86%	87%	85%

% children achieving 5 or more GCSEs at grades

A*-C	72%	92%	68%	51%	72%	79%	74%	80%
A*-C including	62%	73%	64%	48%	64%	67%	58%	59%
A*-G	100%	104%	72%	75%	97%	98%	96%	n/a

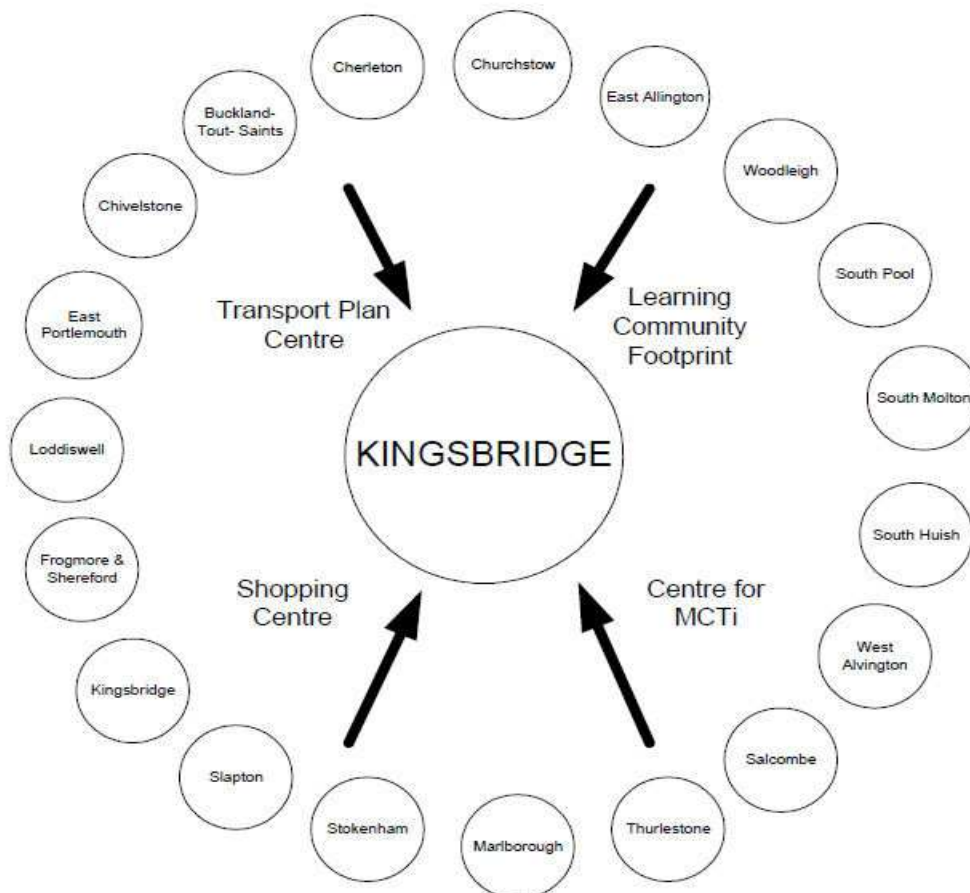
Tavistock area



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>