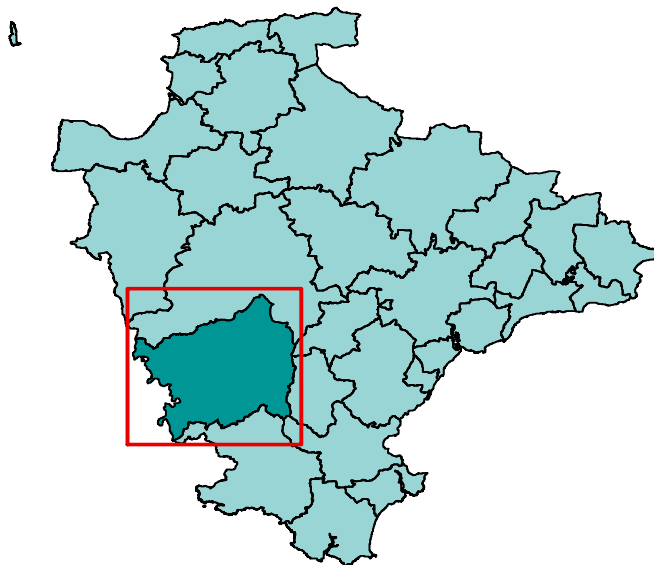


Area definition

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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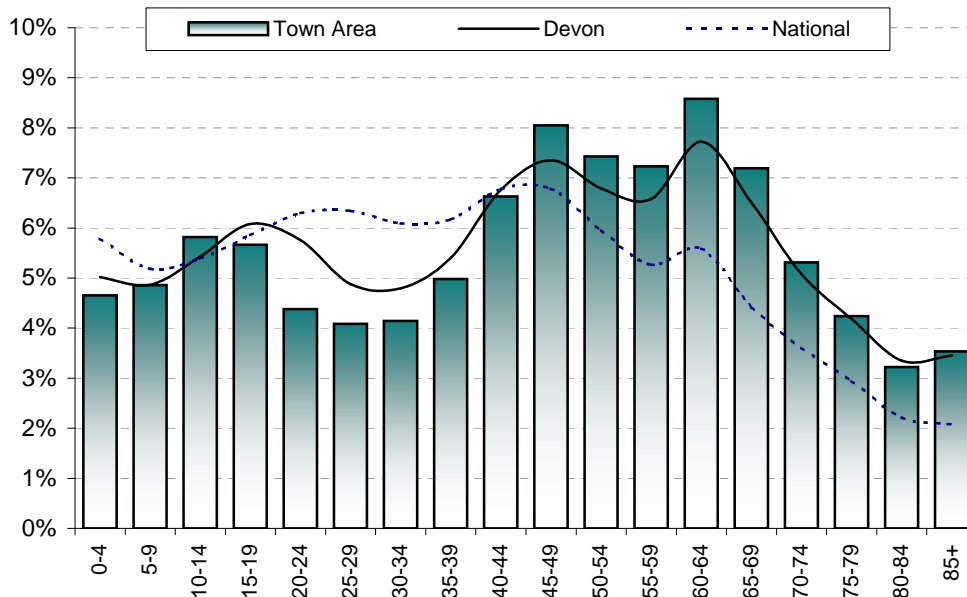
The area has one major settlement - Tavistock - and two smaller population centres - Bere Ferrers and Buckland Monachorum. It also includes the following parishes:

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	11,018	3,066	3,224	11,300	28,608	48,843	704,493	52,360,000
2011	12,280	2,989	3,380	11,405	30,054	53,553	746,399	60,462,600
Change	1,262	-77	156	105	1,446	4,710	41,906	8,102,600
% change	11.5%	-2.5%	4.8%	0.9%	5.1%	9.6%	5.9%	15.5%

Proportion aged	Tavistock	Bere Ferrers	Buckland Monachorum	Remainder	Town Area	West Devon	Devon	National
0-19	22.4%	19.4%	22.3%	19.5%	21.0%	21.0%	21.4%	22.2%
20-39	19.0%	16.1%	14.3%	17.5%	17.6%	18.3%	20.8%	24.9%
40-59	27.4%	29.5%	30.1%	31.2%	29.3%	29.2%	27.5%	24.8%
60-79	24.1%	28.9%	25.1%	25.8%	25.3%	25.0%	23.5%	16.6%
80 and over	7.2%	6.1%	8.1%	6.0%	6.8%	6.5%	6.8%	4.3%

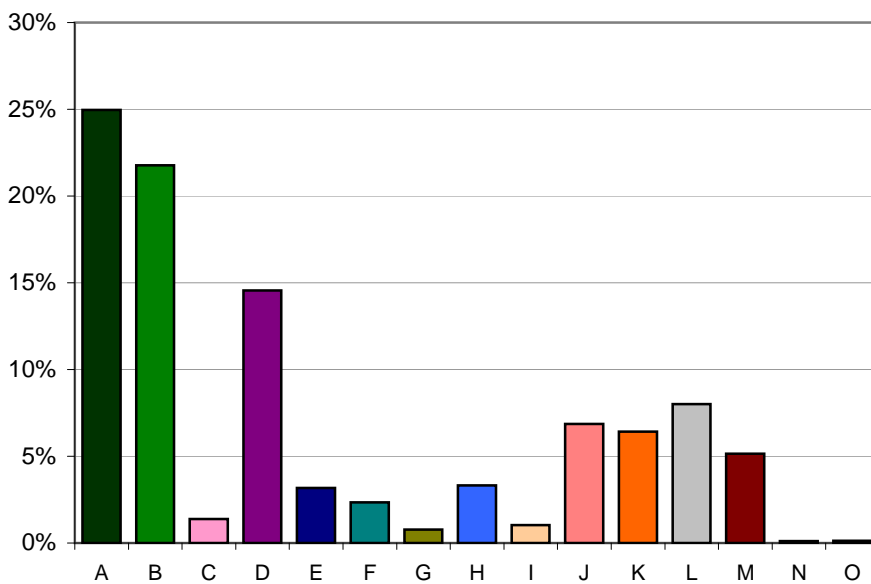


Population attributes

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.

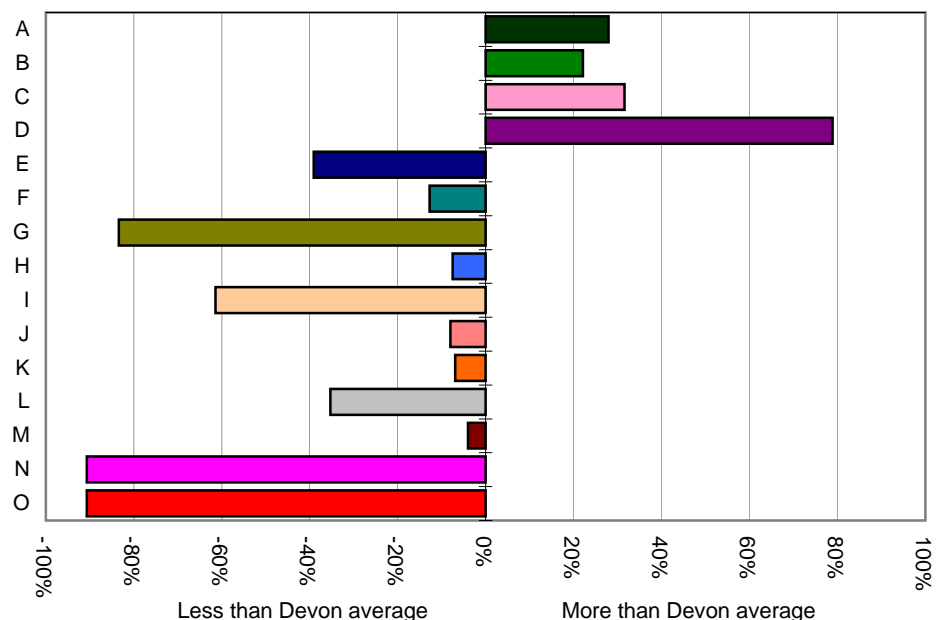
The Mosaic data are broken down in to a number of groups, each one describing a section of the population.

	Households	%	Devon
A -Residents of isolated rural communities	3,354	25.0%	19.5%
B -Residents of small and mid-sized towns with strong local roots	2,926	21.8%	17.8%
C -Wealthy people living in the most sought after neighbourhoods	186	1.4%	1.1%
D -Successful professionals living in suburban or semi-rural homes	1,957	14.6%	8.1%
E -Middle income families living in moderate suburban semis	426	3.2%	5.2%
F -Couples with young children in comfortable modern housing	315	2.3%	2.7%
G -Young, well-educated city dwellers	104	0.8%	4.7%
H -Couples and young singles in small modern starter homes	446	3.3%	3.6%
I - Lower income workers in urban terraces in often diverse areas	138	1.0%	2.7%
J -Owner occupiers in older-style housing in ex-industrial areas	923	6.9%	7.5%
K -Residents with sufficient incomes in right-to-buy social houses	862	6.4%	6.9%
L -Active elderly people living in pleasant retirement locations	1,077	8.0%	12.4%
M -Elderly people reliant on state support	692	5.1%	5.4%
N -Young people renting flats in high density social housing	15	0.1%	1.2%
O -Families in low-rise social housing with high levels of benefit	17	0.1%	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	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

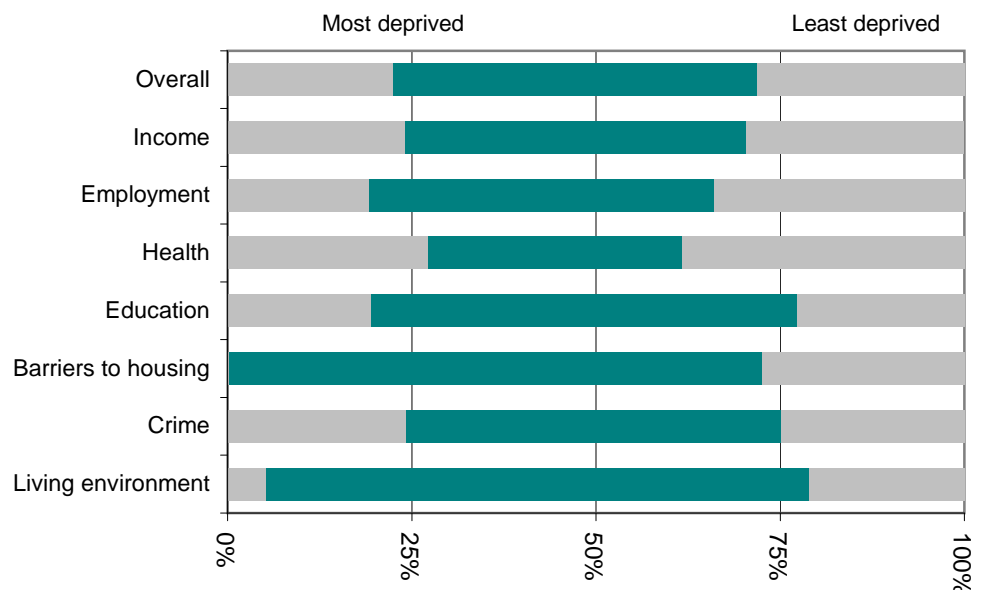
Most deprived areas

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

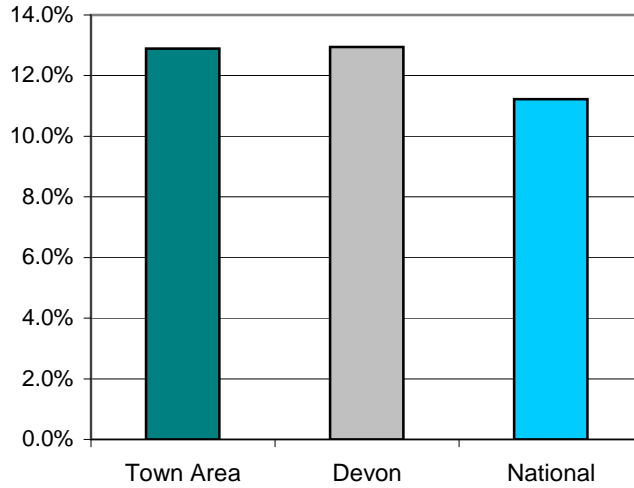
Overall	Tavistock South
Income Deprivation	Buckland Monachorum
Employment Deprivation	Buckland Monachorum
Health Deprivation and Disability	Buckland Monachorum
Education, Skills and Training Deprivation	Buckland Monachorum
Barriers to Housing and Services	Bere Ferrers
Living Environment Deprivation	Tavistock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



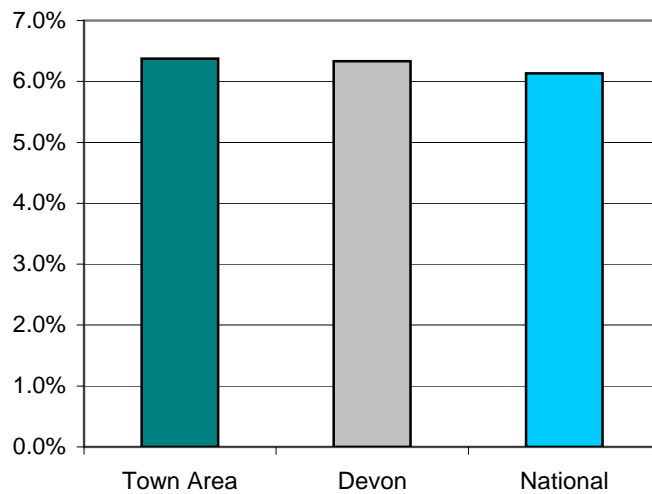
Children Living In Poverty - 2011

	<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%



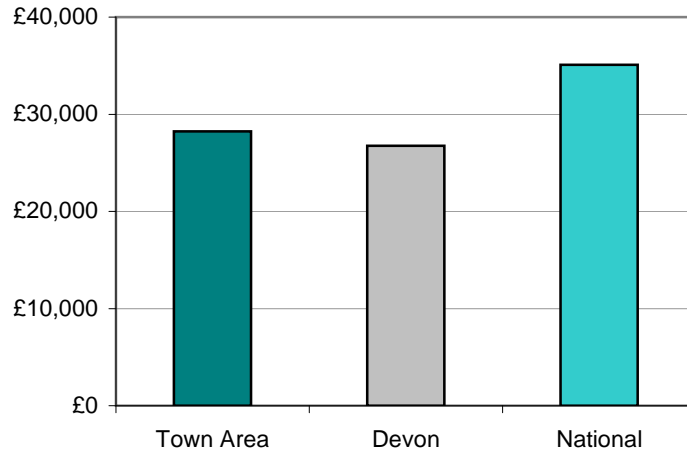
Percentage of Fuel Poverty Households - 2008

	<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%



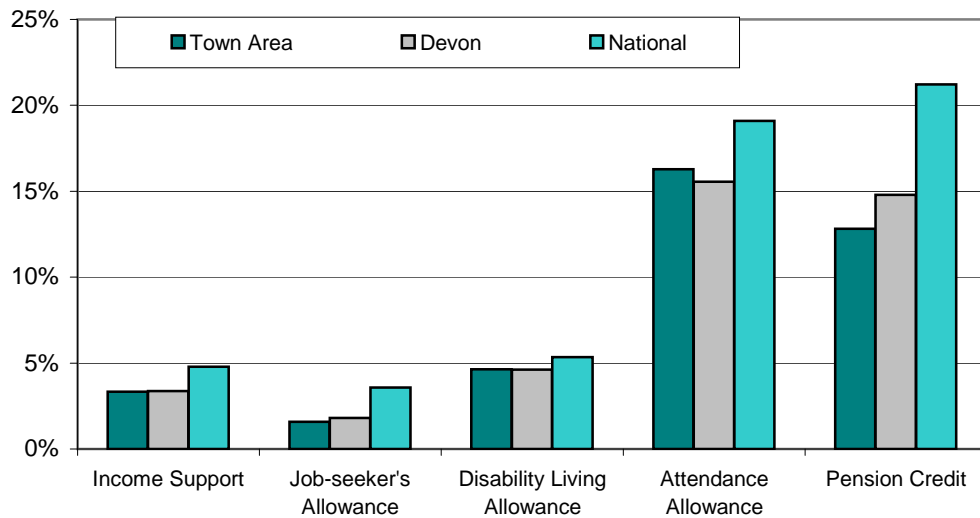
Income - 2008

	<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



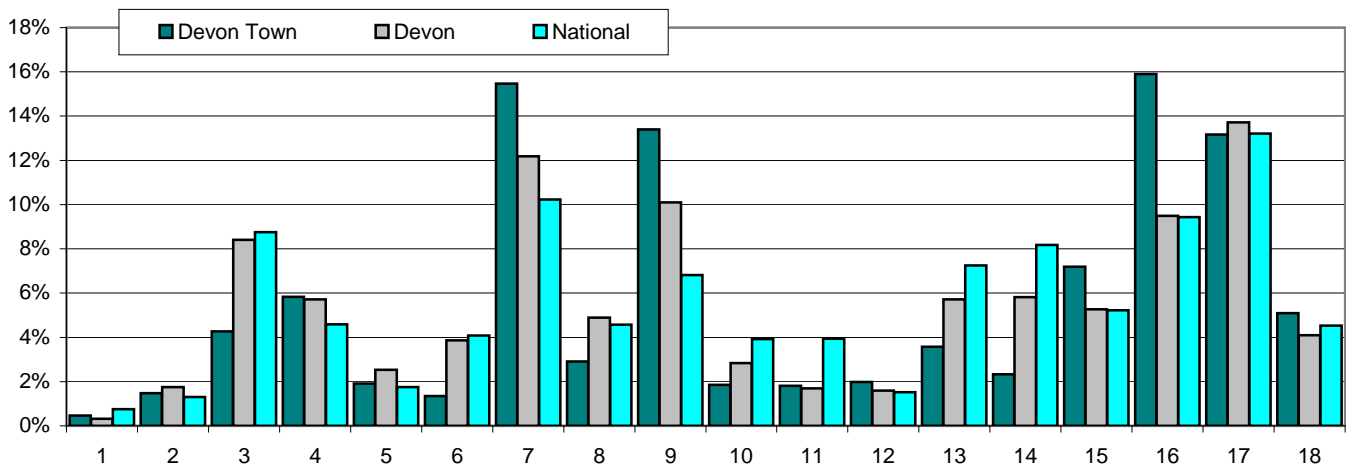
Benefits - 2011

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	5.3%	6.7%	3.8%	3.6%	4.6%	4.4%	4.6%	5.3%
65 and older claiming Attendance Allowance	17.2%	14.9%	17.3%	15.1%	16.3%	14.4%	15.6%	19.1%
60 and older claiming Pension Credit	14.6%	15.6%	9.8%	10.9%	12.8%	13.8%	14.8%	21.2%



Employment - 2011

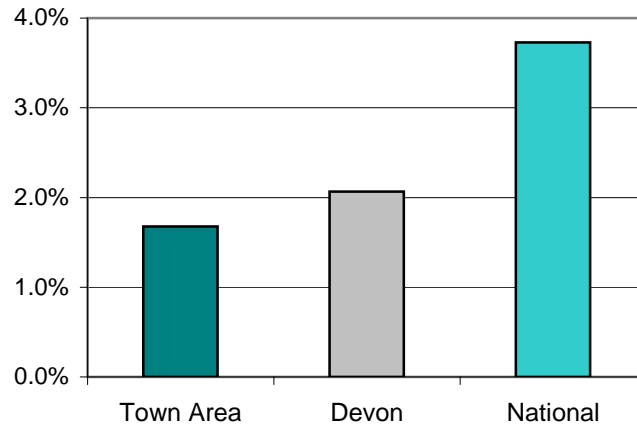
Percent of all employees	Tavistock	Bere Ferrers	Buckland Monachorum	Remainder	Town Area	West Devon	Devon	National
1 Agriculture, forestry & fishing	0.0%	0.2%	0.0%	1.5%	0.5%	0.5%	0.3%	0.8%
2 Mining, quarrying & utilities	0.5%	0.0%	0.9%	3.8%	1.5%	1.6%	1.7%	1.3%
3 Manufacturing	3.2%	8.2%	0.6%	6.5%	4.3%	10.0%	8.4%	8.7%
4 Construction	4.5%	4.6%	15.4%	5.7%	5.8%	6.0%	5.7%	4.6%
5 Motor trades	2.0%	1.8%	4.1%	1.1%	1.9%	2.2%	2.5%	1.8%
6 Wholesale	1.7%	0.2%	0.8%	1.1%	1.3%	3.4%	3.9%	4.1%
7 Retail	22.1%	9.9%	17.8%	3.9%	15.5%	13.0%	12.2%	10.2%
8 Transport & storage (inc postal)	2.7%	0.4%	2.8%	3.9%	2.9%	4.4%	4.9%	4.6%
9 Accommodation & food services	9.1%	8.2%	10.5%	23.1%	13.4%	14.0%	10.1%	6.8%
10 Information & comms	2.5%	0.2%	0.5%	1.3%	1.9%	2.1%	2.8%	3.9%
11 Financial & insurance	1.8%	0.4%	8.6%	0.2%	1.8%	1.4%	1.7%	3.9%
12 Property	3.1%	0.7%	1.7%	0.4%	2.0%	1.5%	1.6%	1.5%
13 Professional, scientific & technical	3.5%	2.6%	3.6%	3.9%	3.6%	3.8%	5.7%	7.3%
14 Business administration & support services	2.6%	2.4%	0.6%	2.2%	2.3%	2.6%	5.8%	8.2%
15 Public administration & defence	4.6%	2.9%	0.0%	14.7%	7.2%	4.6%	5.3%	5.2%
16 Education	17.4%	48.6%	6.7%	9.3%	15.9%	11.3%	9.5%	9.4%
17 Health	13.0%	8.4%	16.4%	13.6%	13.2%	13.0%	13.7%	13.2%
18 Arts, entertainment, recreation & other services	5.7%	0.2%	9.0%	3.8%	5.1%	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.

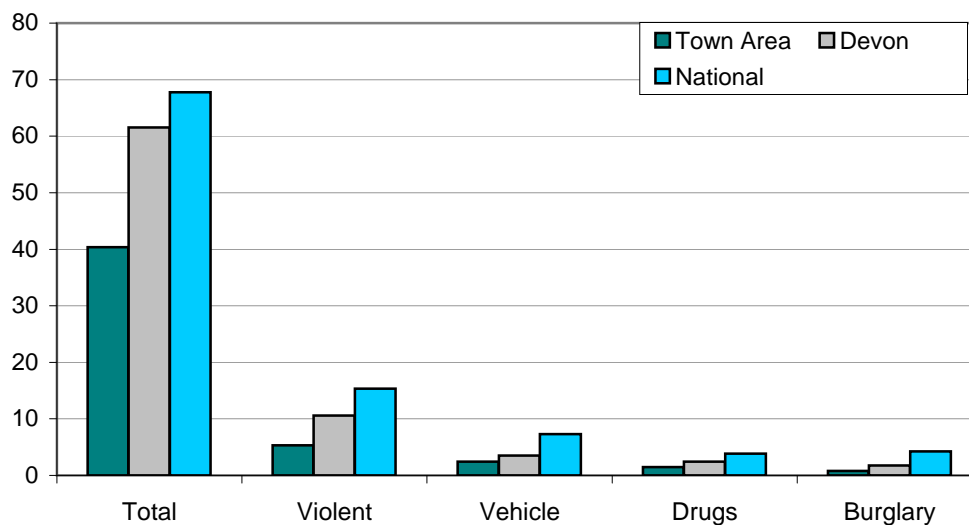
Unemployment - 2011

	<i>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	51.1	32.8	30.8	33.7	40.4	41.4	61.5	67.8
Violent crime	7.4	4.3	2.1	4.3	5.3	6.0	10.6	15.4
Vehicle crime	1.6	2.7	2.7	3.2	2.4	2.4	3.5	7.3
Drug offences	1.9	1.3	#VALUE!	1.6	1.5	1.7	2.4	3.8
House burglary	1.0	0.7	0.9	0.6	0.8	0.8	1.7	4.2



Note: Vehicle Crime Includes: Interfering with a motor vehicle

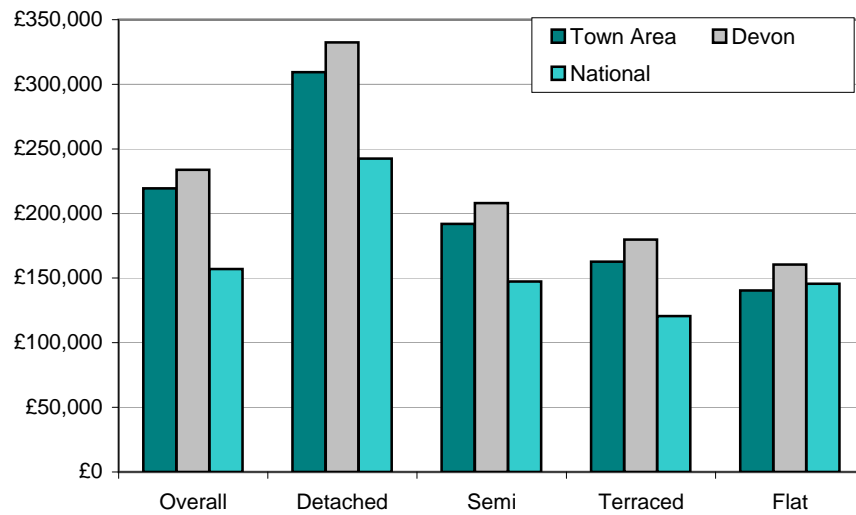
Collisions

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

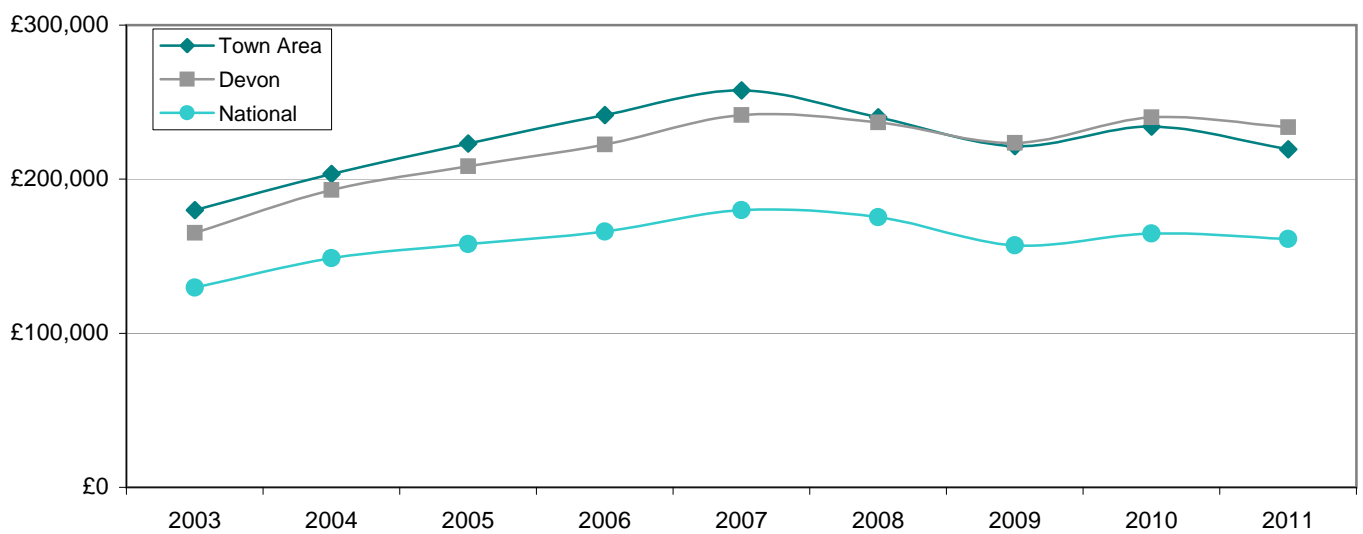
	<i>Tavistock</i>	<i>Bere Ferrers</i>	<i>Buckland Monachorum</i>	<i>Remainder</i>	<i>Town Area</i>	<i>West Devon</i>	<i>Devon</i>	<i>National</i>
2009								
Collisions	21	6	12	53	92	175	2,026	163,554
Fatalities	0	0	0	0	0	3	30	2,222
Serious injuries	3	0	3	5	11	29	158	24,690
Slight injuries	22	7	15	77	121	228	2,606	195,234
2010								
Collisions	17	4	10	41	72	151	1,796	154,414
Fatalities	0	0	0	0	0	1	28	1,850
Serious injuries	1	0	1	3	5	34	263	24,510
Slight injuries	25	5	11	62	103	211	2,270	184,138
2011								
Collisions	34	2	10	33	79	169	1,860	151,474
Fatalities	2	0	0	0	2	4	18	1,901
Serious injuries	3	0	2	1	6	17	216	25,023
Slight injuries	40	2	13	53	108	254	2,386	178,927

House prices - 2011

Average prices (£)	Tavistock	Bere Ferrers	Buckland Monachorum	Remainder	Town Area	West Devon	Devon	National
Overall	203,050	149,009	244,811	262,458	219,416	224,737	233,819	161,281
Detached	284,649	174,995	333,753	352,968	309,501	328,979	332,431	255,169
Semi-detached	195,573	154,997	203,215	203,998	191,920	185,748	208,055	152,839
Terraced	169,887	129,573	164,421	161,376	162,672	161,695	179,796	122,617
Flat/Maisonette	137,828	52,000	155,063	220,000	140,460	134,084	160,521	150,693



Overall average price (£)	2003	2004	2005	2006	2007	2008	2009	2010	2011
Tavistock	179,873	203,326	223,185	241,539	257,682	240,166	221,569	234,165	219,416
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

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

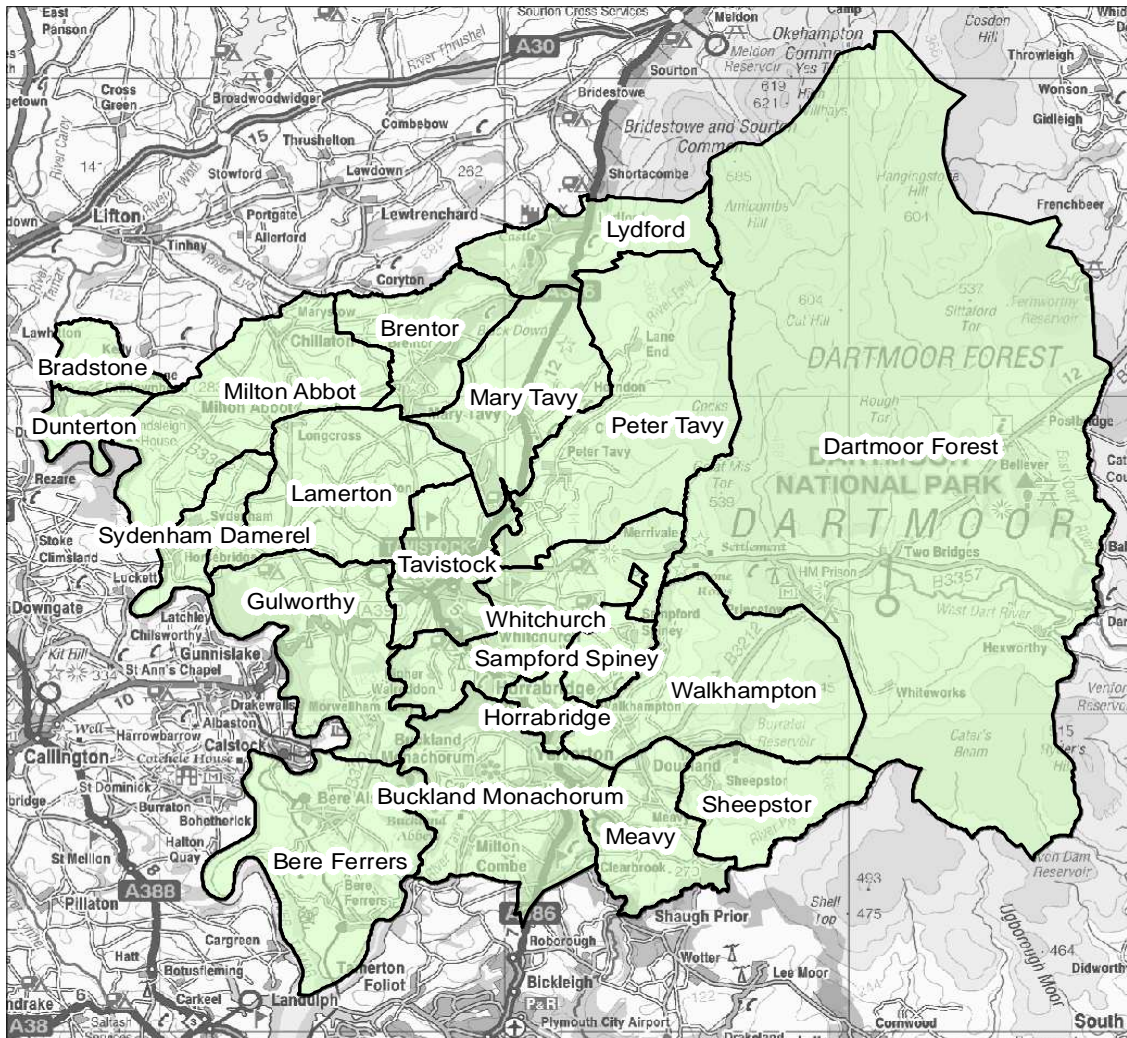
% children achieving Key Stage 2 level 4 or above in

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

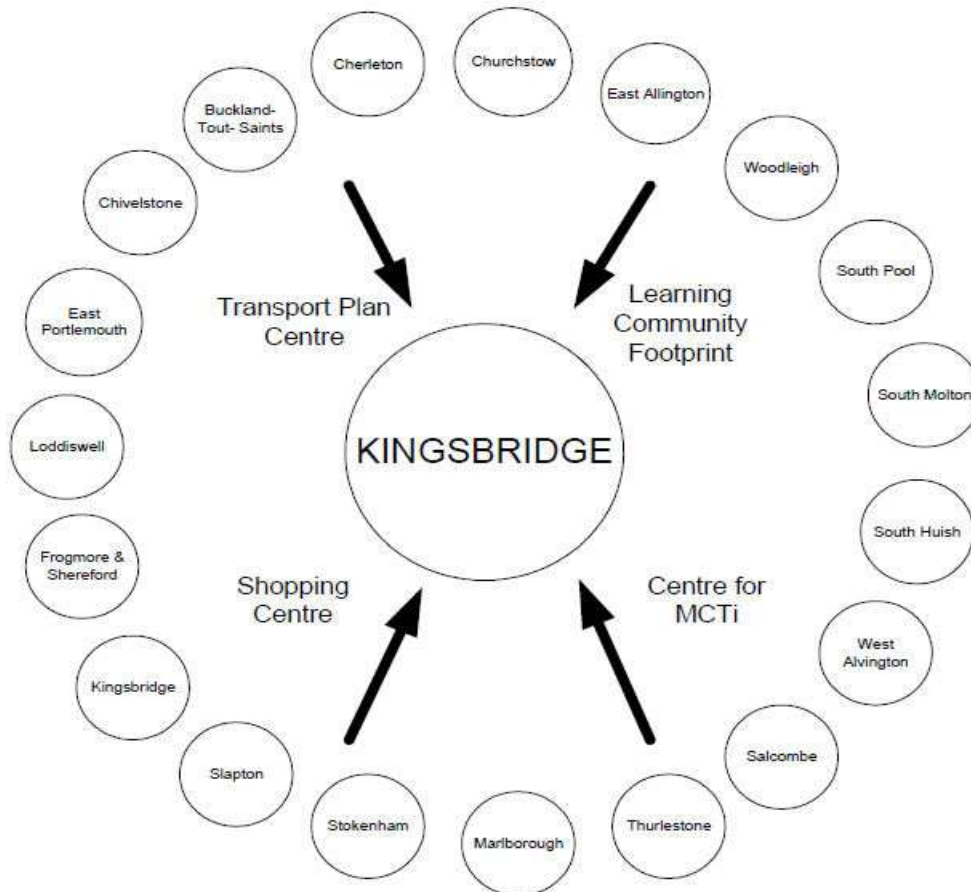
Tavistock area



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 - 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>