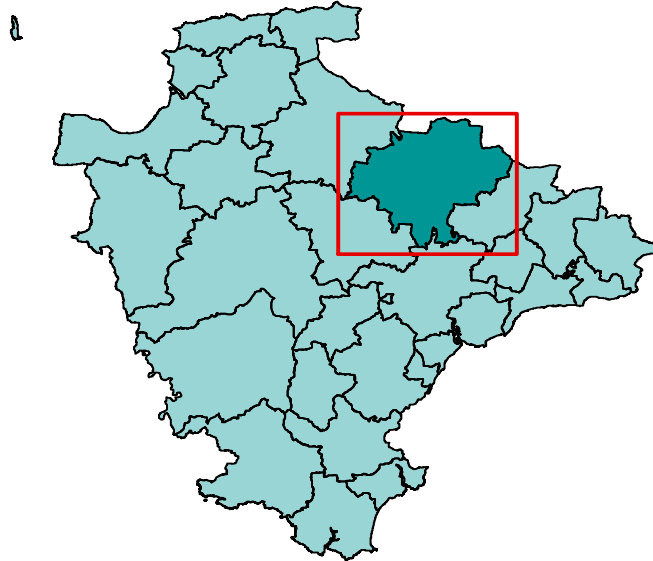


Area definition

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.



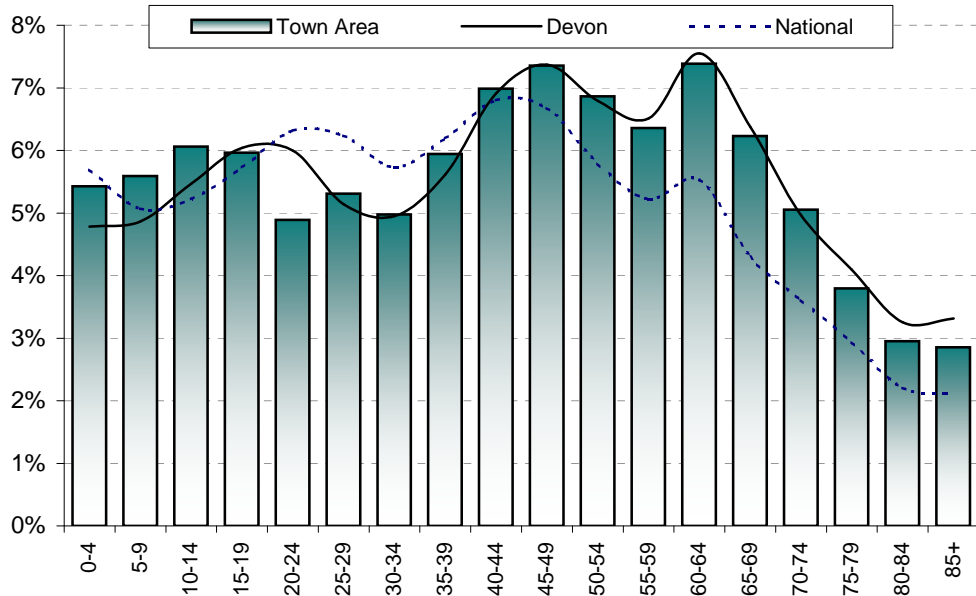
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The area has one major settlement - Tiverton. It also includes the following parishes: Bampton, Bickleigh, Burlescombe, Butterleigh, Cadbury, Cadeleigh, Cheriton Fitzpaine, Clayhanger, Cruwys Morchard, Halberton, Hockworthy, Holcombe Rogus, Huntsham, Loxbeare, Morebath, Oakford, Poughill, Puddington, Rackenford, Sampford Peverell, Silverton, Stoodleigh, Templeton, Thelbridge, Thorverton, Uplowman, Washfield, Washford Pyne and Witheridge.

Population

Total population	Tiverton	Remainder	Town Area	Mid Devon	Devon	National
2001	18,623	15,044	33,667	69,774	704,497	57,103,927
2011 (National 2010)	21,834	16,449	38,283	79,462	772,374	60,462,600
Change	3,211	1,405	4,616	9,688	67,877	3,358,673
% change	17.2%	9.3%	13.7%	13.9%	9.6%	5.9%

Proportion aged	Tiverton	Remainder	Town Area	Mid Devon	Devon	National
0-19	24.3%	21.3%	23.0%	22.9%	21.2%	21.7%
20-39	24.0%	17.3%	21.1%	21.1%	21.7%	24.5%
40-59	25.7%	30.1%	27.6%	28.5%	27.6%	24.5%
60-79	20.3%	25.4%	22.5%	21.9%	23.0%	16.4%
80 and over	5.7%	5.9%	5.8%	5.6%	6.6%	4.3%

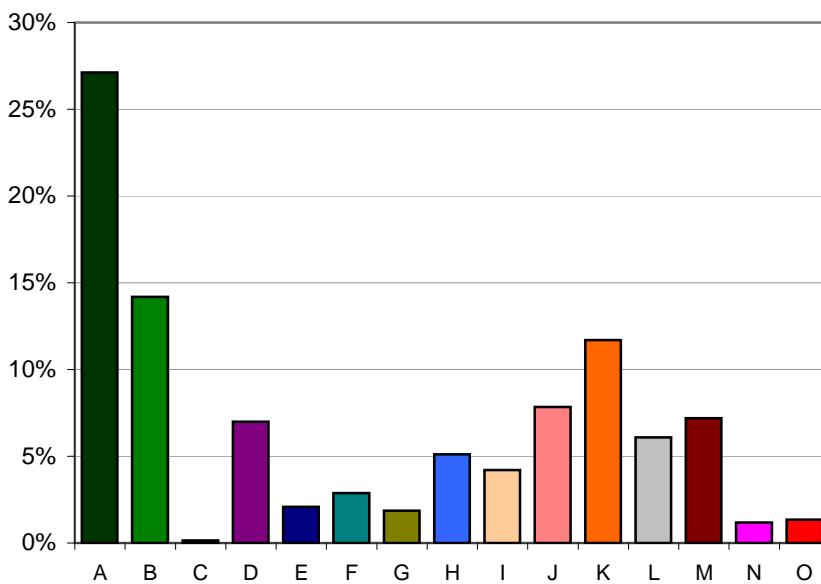


Population attributes

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.

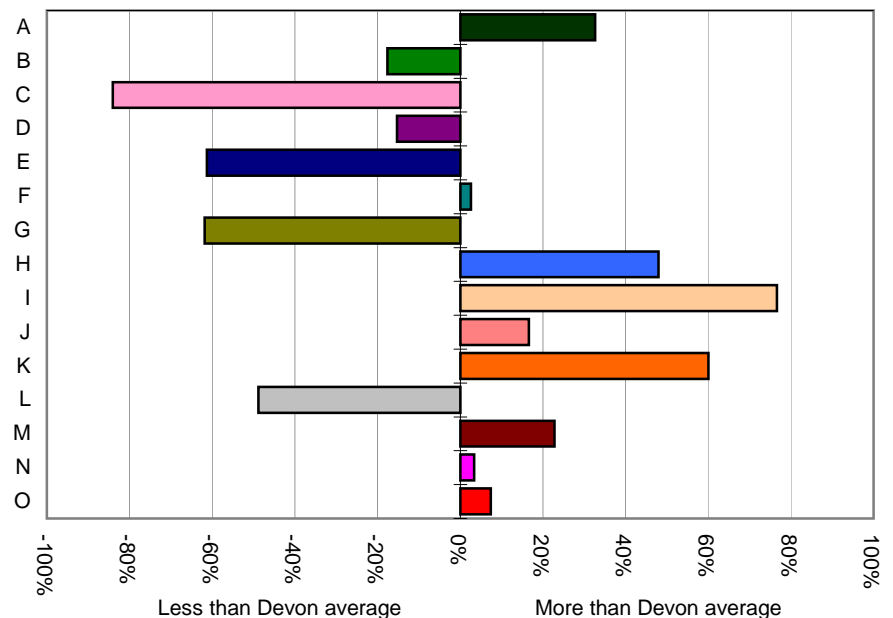
The Mosaic data are broken down in to a number of groups, each one describing a section of the population.

	Households	%	Devon
A -Residents of isolated rural communities	4,421	27.1%	20.5%
B -Residents of small and mid-sized towns with strong local roots	2,311	14.2%	17.2%
C -Wealthy people living in the most sought after neighbourhoods	23	0.1%	0.9%
D -Successful professionals living in suburban or semi-rural homes	1,140	7.0%	8.3%
E -Middle income families living in moderate suburban semis	341	2.1%	5.4%
F -Couples with young children in comfortable modern housing	470	2.9%	2.8%
G -Young, well-educated city dwellers	305	1.9%	4.9%
H -Couples and young singles in small modern starter homes	832	5.1%	3.5%
I - Lower income workers in urban terraces in often diverse areas	687	4.2%	2.4%
J -Owner occupiers in older-style housing in ex-industrial areas	1,278	7.8%	6.7%
K -Residents with sufficient incomes in right-to-buy social houses	1,907	11.7%	7.3%
L -Active elderly people living in pleasant retirement locations	993	6.1%	11.9%
M -Elderly people reliant on state support	1,173	7.2%	5.9%
N -Young people renting flats in high density social housing	192	1.2%	1.1%
O -Families in low-rise social housing with high levels of benefit	219	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	5,274
% population within most deprived 25% of all areas in England	14%
Population within least deprived 25% of all areas in England	2,748
% population within least deprived 25% of all areas in England	7%

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

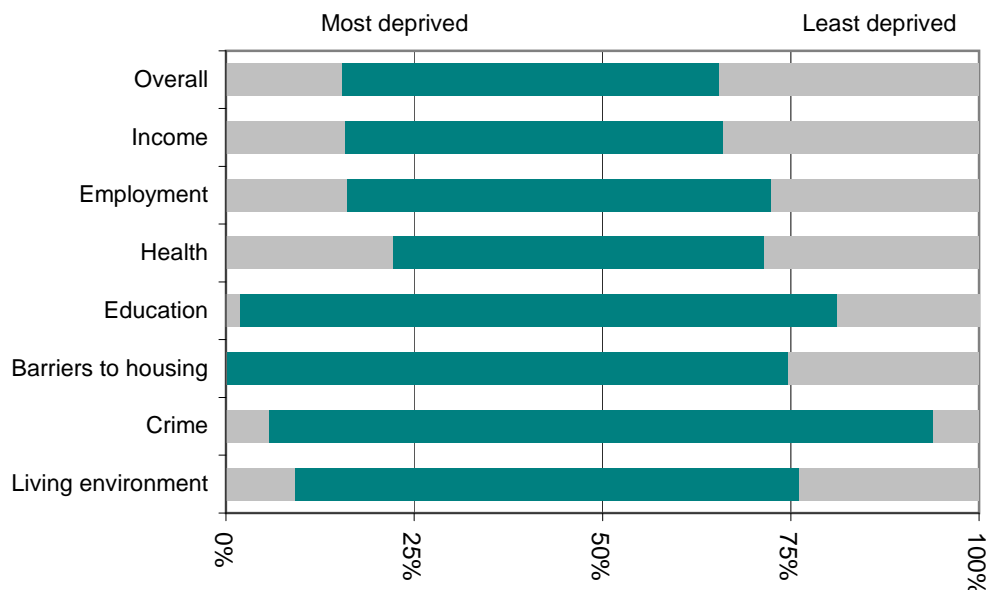
Most deprived areas

Overall	Lowman
Income Deprivation	Lowman
Employment Deprivation	Cranmore
Health Deprivation and Disability	Westexe
Education, Skills and Training Deprivation	Lowman
Barriers to Housing and Services	Clare and Shuttern
Living Environment Deprivation	Castle
Crime	Castle

Least deprived areas

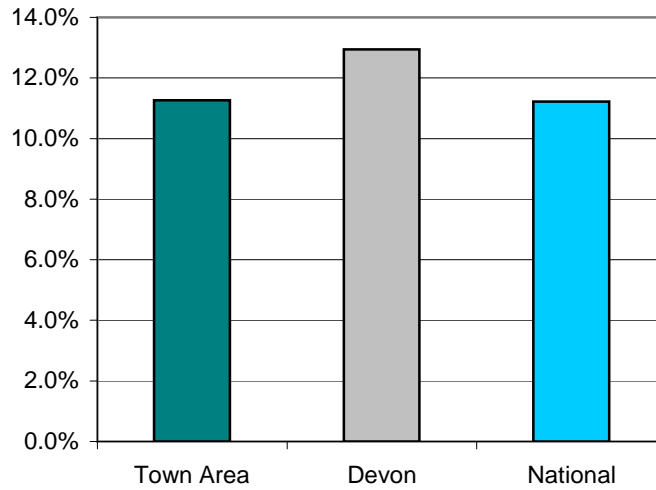
Overall	Lowman
Income Deprivation	Westexe
Employment Deprivation	Westexe
Health Deprivation and Disability	Silverton
Education, Skills and Training Deprivation	Cadbury
Barriers to Housing and Services	Silverton
Living Environment Deprivation	Cranmore
Crime	Clare and Shuttern

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



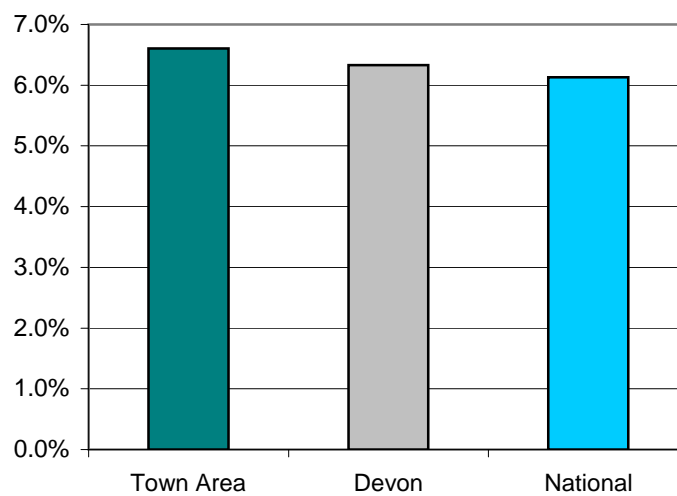
Children Living In Poverty - 2011

	<i>Tiverton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Mid Devon</i>	<i>Devon</i>	<i>National</i>
Percentage of children living in poverty	10.6%	12.3%	11.3%	11.3%	12.9%	11.2%



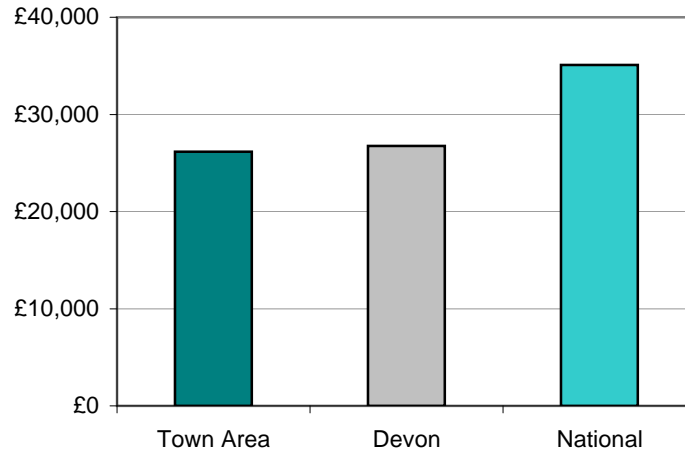
Percentage of Fuel Poverty Households - 2008

	<i>Tiverton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Mid Devon</i>	<i>Devon</i>	<i>National</i>
Percentage of fuel poverty households	6.5%	6.8%	6.6%	6.6%	6.3%	6.1%



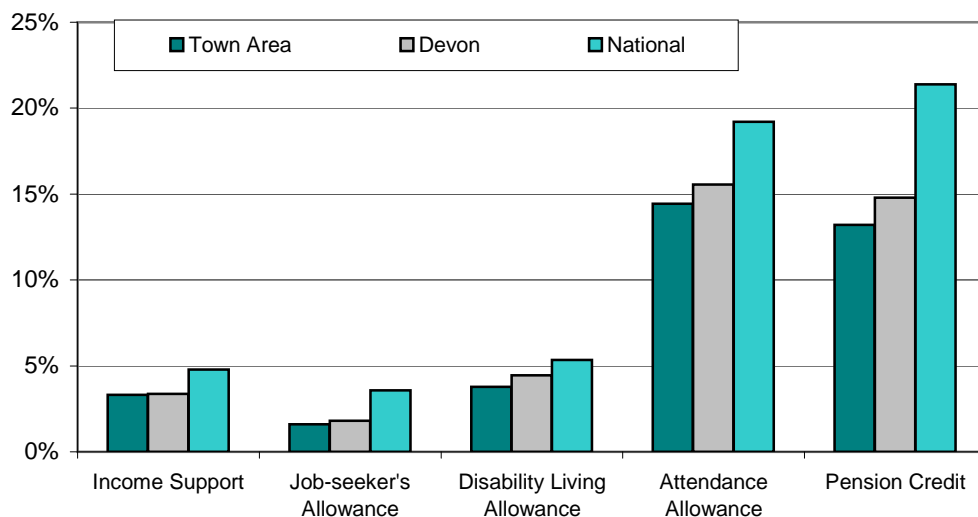
Income - 2008

	<i>Tiverton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Mid Devon</i>	<i>Devon</i>	<i>National</i>
Average income (£)	24,800	28,100	26,200	27,000	26,800	35,100



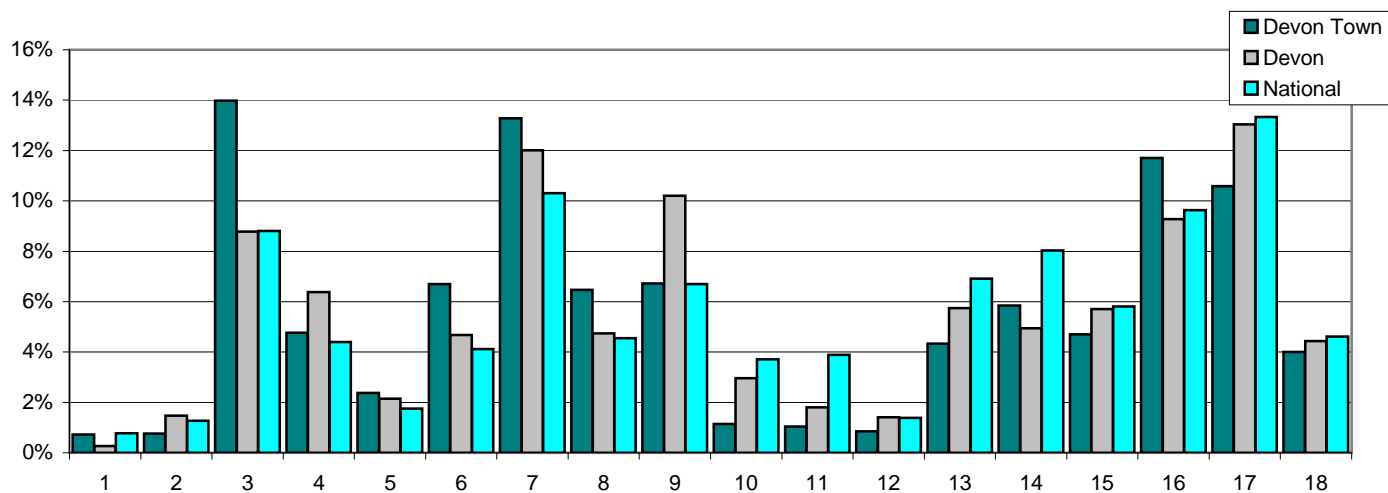
Benefits - 2011

Percent of:	<i>Tiverton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Mid Devon</i>	<i>Devon</i>	<i>National</i>
16-59 year olds claiming Income Support	4.7%	1.5%	3.3%	3.2%	3.4%	4.8%
16-64 year olds claiming Job Seekers Allowance	2.4%	0.7%	1.6%	1.6%	1.8%	3.6%
Total population claiming Disability Living Allowance	4.9%	2.3%	3.8%	4.0%	4.5%	5.3%
65 and older claiming Attendance Allowance	17.9%	10.5%	14.4%	14.6%	15.6%	19.2%
60 and older claiming Pension Credit	17.4%	8.5%	13.2%	14.4%	14.8%	21.4%



Employment - 2010

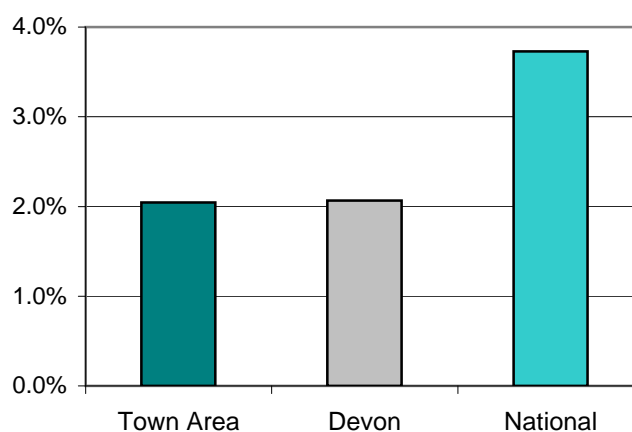
Percent of all employees	Tiverton	Remainder	Town Area	Mid Devon	Devon	National
1 Agriculture, forestry & fishing	0.5%	1.6%	0.7%	0.5%	0.3%	0.8%
2 Mining, quarrying & utilities	0.6%	1.3%	0.8%	0.5%	1.5%	1.3%
3 Manufacturing	15.8%	8.2%	14.0%	17.0%	8.8%	8.8%
4 Construction	3.8%	8.0%	4.8%	4.8%	6.4%	4.4%
5 Motor trades	2.6%	1.7%	2.4%	2.4%	2.1%	1.8%
6 Wholesale	4.8%	12.8%	6.7%	7.1%	4.7%	4.1%
7 Retail	15.9%	4.7%	13.3%	11.9%	12.0%	10.3%
8 Transport & storage (inc postal)	3.2%	17.2%	6.5%	8.1%	4.7%	4.6%
9 Accommodation & food services	4.7%	13.4%	6.7%	7.0%	10.2%	6.7%
10 Information & comms	0.9%	1.8%	1.1%	1.5%	3.0%	3.7%
11 Financial & insurance	1.2%	0.4%	1.0%	1.1%	1.8%	3.9%
12 Property	0.9%	0.7%	0.8%	0.7%	1.4%	1.4%
13 Professional, scientific & technical	3.7%	6.5%	4.3%	4.3%	5.7%	6.9%
14 Business administration & support services	6.6%	3.3%	5.8%	4.3%	4.9%	8.0%
15 Public administration & defence	6.0%	0.6%	4.7%	2.8%	5.7%	5.8%
16 Education	12.8%	8.1%	11.7%	11.1%	9.3%	9.6%
17 Health	12.1%	5.7%	10.6%	10.7%	13.0%	13.3%
18 Arts, entertainment, recreation & other services	4.0%	4.1%	4.0%	4.2%	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.

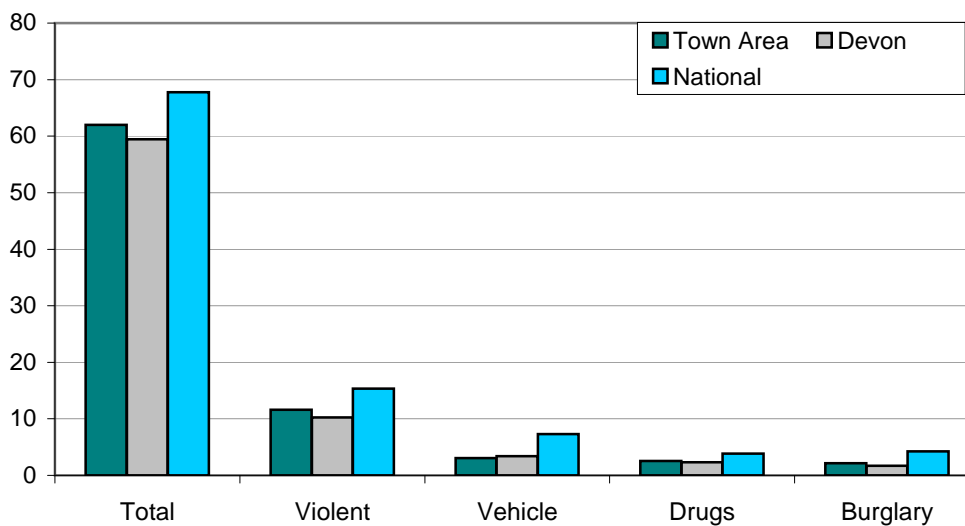
Unemployment - 2011

	<i>Tiverton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Mid Devon</i>	<i>Devon</i>	<i>National</i>
Number unemployed	327	120	447	873	9,451	1,461,644
% of working age population	2.6%	1.3%	2.1%	2.0%	2.2%	4.0%



Crime - April 2010 - March 2011

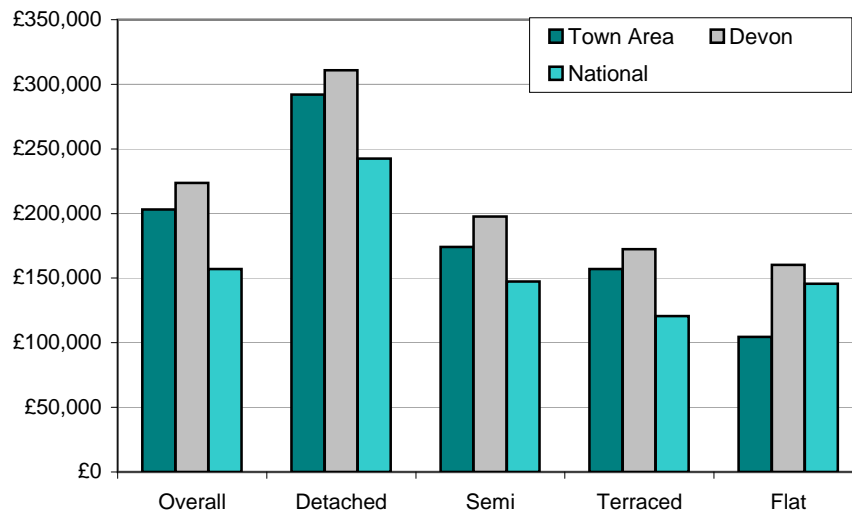
Crimes per 1,000 population	<i>Tiverton</i>	<i>Remainder</i>	<i>Town Area</i>	<i>Mid Devon</i>	<i>Devon</i>	<i>National</i>
Total crime	83.9	33.0	62.0	52.8	59.5	67.8
Violent crime	16.6	4.9	11.6	9.1	10.3	15.4
Vehicle crime	3.5	2.4	3.1	2.5	3.4	7.3
Drug offences	3.7	1.1	2.6	2.2	2.3	3.8
House burglary	2.7	1.4	2.1	1.8	1.7	4.2



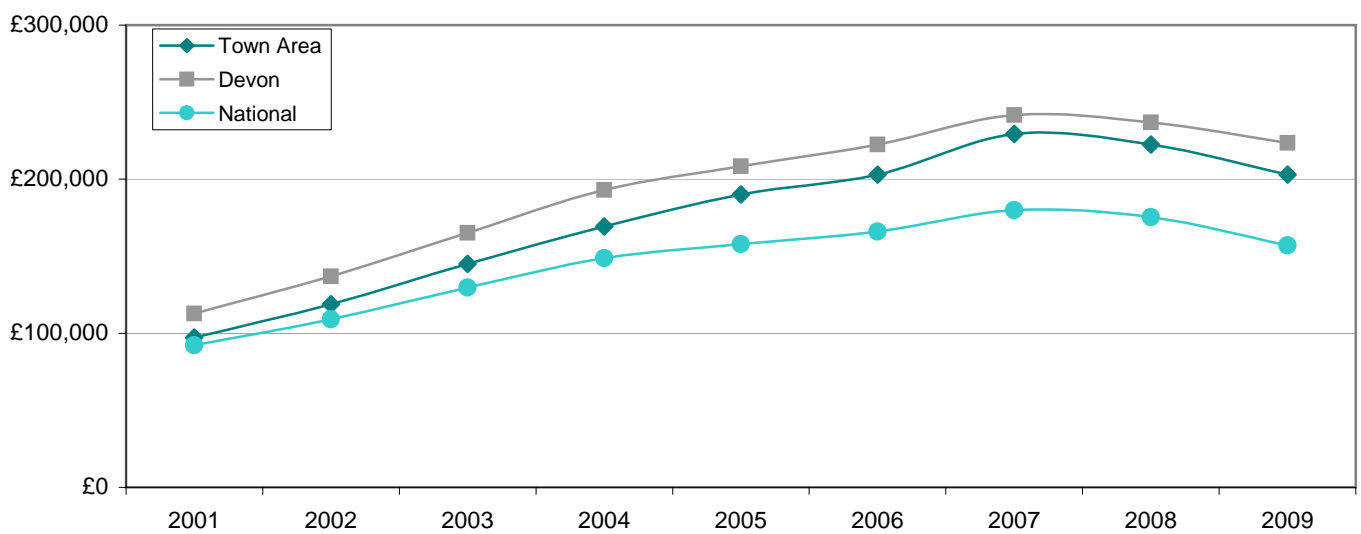
Note: Vehicle Crime Includes: Interfering with a motor vehicle

House prices - 2009

Average prices (£)	Tiverton	Remainder	Town Area	Mid Devon	Devon	National
Overall	169,973	247,711	203,043	205,392	223,645	157,033
Detached	259,461	311,948	292,061	285,852	310,899	242,492
Semi-detached	161,822	193,188	174,068	178,571	197,577	147,464
Terraced	141,549	190,911	157,089	154,039	172,313	120,663
Flat/Maisonette	104,206	108,000	104,628	103,463	160,202	145,635



Overall average price (£)	2001	2002	2003	2004	2005	2006	2007	2008	2009
Tiverton	97,170	118,914	145,034	169,311	190,122	202,999	229,316	222,545	203,043
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 Tiverton Town Area.

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

44%	The level of crime
43%	Health services
35%	Affordable decent housing
32%	Clean streets
27%	Access to nature

What things most need improving in this area?

41%	Activities for teenagers
35%	Road and pavement repairs
30%	Affordable decent housing
30%	Wage levels & local cost of living
26%	Job prospects

People saying they are very satisfied or fairly satisfied with	Town Area	Devon
Their local area as a place to live	84%	89%
Their local council	38%	52%
Their county council	36%	45%

Education - June 2011

Tiverton
Remainder
Town Area
Mid Devon
Devon
National

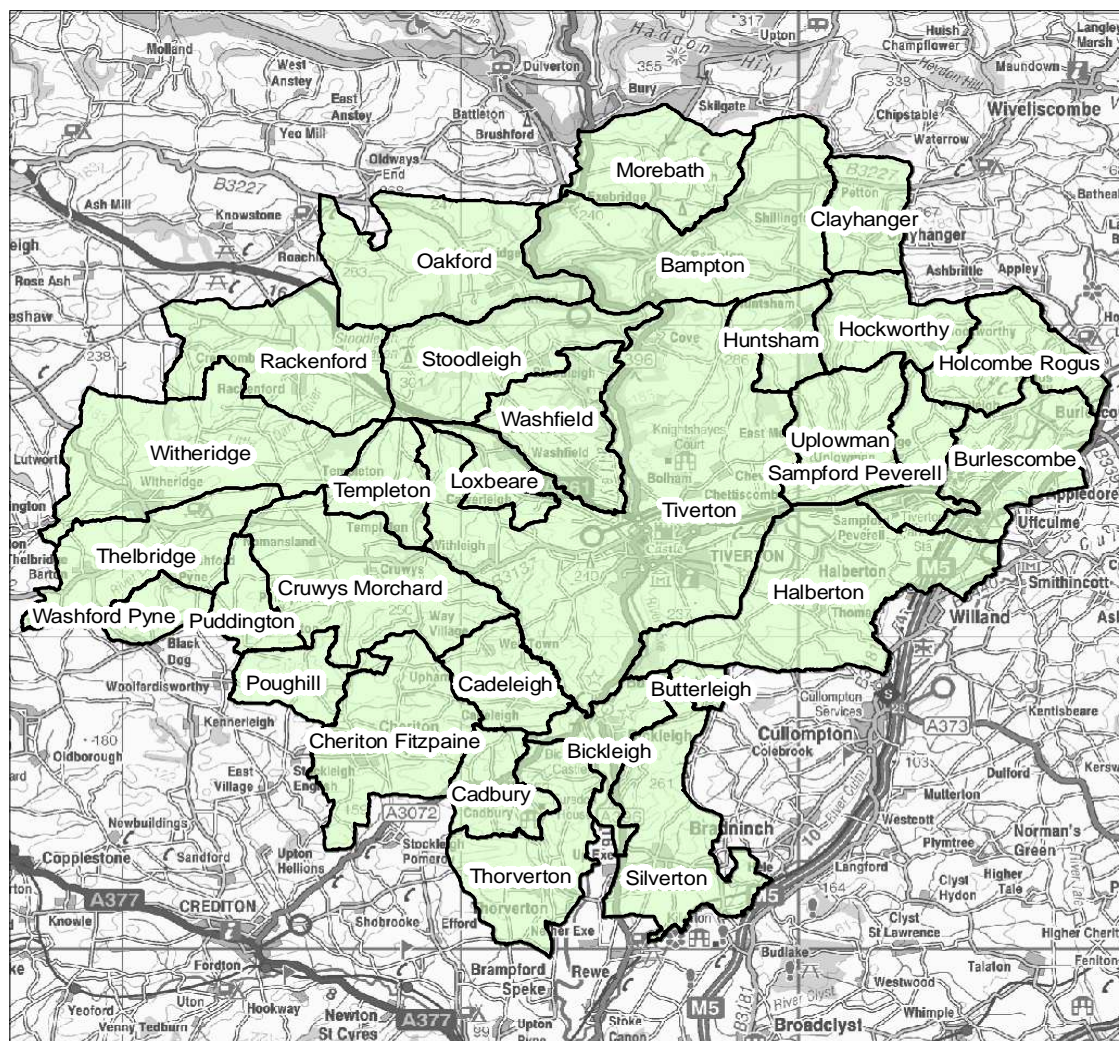
% children achieving Key Stage 2 level 4 or above in

	Tiverton	Remainder	Town Area	Mid Devon	Devon	National
English	78%	82%	80%	83%	85%	81%
Maths	76%	87%	80%	83%	84%	82%
Science	78%	82%	100%	83%	87%	85%

% children achieving 5 or more GCSEs at grades

	Tiverton	Remainder	Town Area	Mid Devon	Devon	National
A*-C	67%	89%	75%	73%	74%	80%
A*-C including	50%	78%	61%	59%	58%	59%
A*-G	89%	104%	95%	95%	96%	n/a

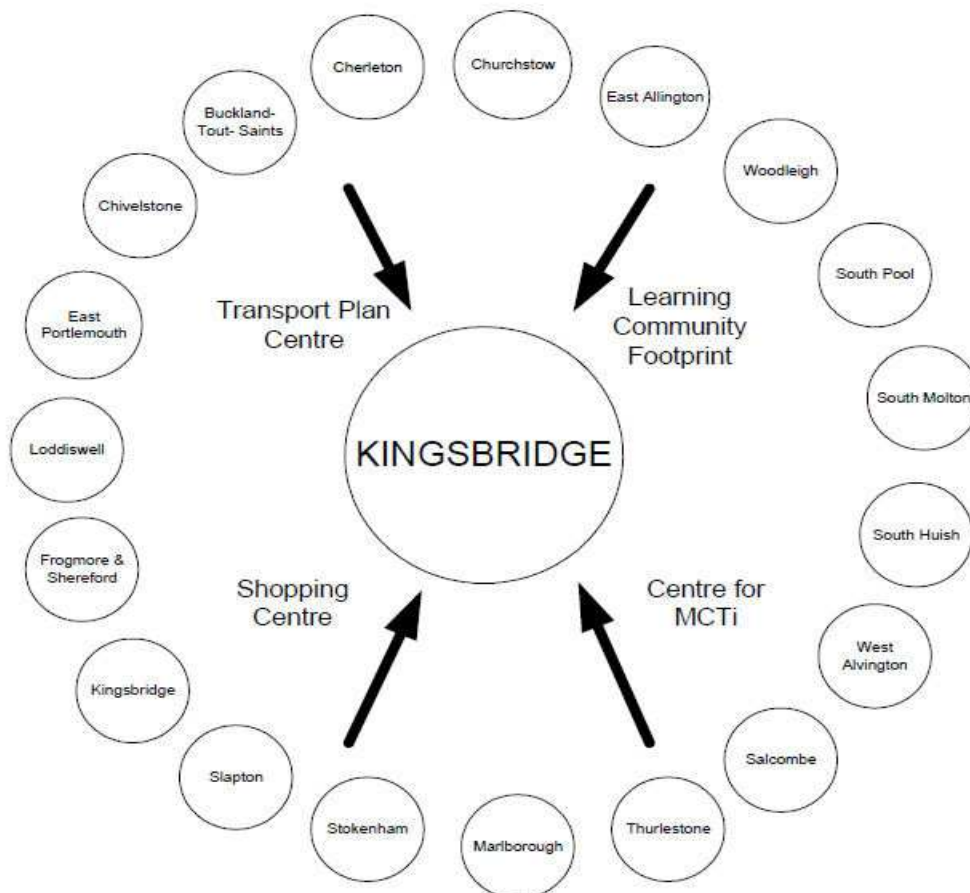
Tiverton area



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
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<http://www.communities.gov.uk/publications/localgovernment/newplacesurvey>