

“Knowing our Customers” - Ward Profiles 2010

Ward: Westward Ho!

Vision: Torrige a great place to live, work and visit

Supporting our Vision we have 4 Goals:

1. An effective & confident council
2. Stronger, safer, healthier communities
3. Sustainable economic growth
4. Safeguarding our environment

Introduction

These ward profiles have been developed to compliment our *Torrige Profile* and to help us ensure that we are delivering the right services at the right time in the most convenient cost effective way. It is important that we understand the needs and aspirations of our customers. Our ward profiles will help us deliver our vision to the residents of Torrige.

The development of the profiles is consistent with our Equality Framework and the principle that our Service delivery; strategies and policies are made on the basis that we know and have equality mapped our communities.

About Torrige

A predominantly rural district, with issues of access, isolation and pockets of deprivation covering some 380 square miles.

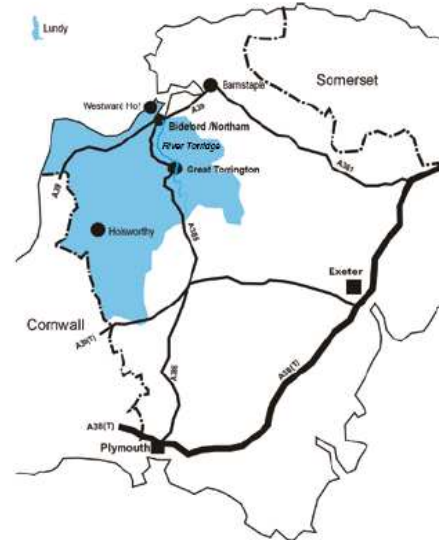
Ranked 130 out of 354 deprived local authorities in the country (where 1 is most deprived and 354 is least) and the most deprived district council in Devon.

Earnings in Torrige are a long way below the Devon and England averages whether measured on place of residence or by place of work. That residence based averages are higher than workplace based averages reflects the fact that many people who live in Torrige work outside the district – to gain higher salaries.

Lower than average levels of pay combined with generally high house prices contribute to a lack of affordability of housing mainly for first time buyers, particularly in some coastal and rural areas where second home ownership is relatively high.

The house price to earnings ratio in Torrige is currently **9.4:1** based on data from the latest Annual Survey of Hours and Earnings and sales and valuations over the last 12 months. The regional house price to earnings is **7.7:1**

Earnings data relates to a single person in full time employment. The majority of households have more than one earner. Affordability in Torrige (District) based on household disposable incomes is **7:1**, compared to a regional ratio of **6.2:1**



Westward Ho!

The **Westward Ho!** ward is made up from the Westward Ho! ward of Northam Town Council.

Geographic size

	Acres	Hectares	Square km	Square miles
Torrige	243,110	98,383	983.83	379.86
Westward Ho!	500	202	2.00	.80

Household income 2009

Torrige has the lowest level of average household income of any Devon district. At £24,958 it is £2,015 below the Devon average.

Source: Paycheck data provided by CACI	Household Income Average (Median)
Torrige	£24,958
Devon County Council	£26,973
Westward Ho!	£26,346

Source: CACI 2008	Total households	Number of households with an income of less than £15,000	% of households with an income of less than £15,000	Number of households with an income of less than £20,000	% of households with an income of less than £20,000
Torrige	29362	7725	26.3%	10,300	35.1%
Devon County Council	331804	85248	25.7%	113,664	34.3%
Westward Ho!	1193	189	15.80%	252	21.10%

Population

The Family Health Service Authority (FHSA) 2009 population estimates in different age ranges are:

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54
Torrige	2927 4.48%	3194 4.89%	3769 5.77%	4040 6.19%	3086 4.73%	2920 4.47%	2944 4.51%	3918 6.00%	4609 7.06%	4640 7.11%	4459 6.83%
Westward Ho!	63 2.87%	75 3.42%	77 3.51%	90 4.10%	91 4.14%	81 3.69%	82 3.73%	127 5.78%	121 5.51%	125 5.69%	154 7.01%

	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95+	Total
Torrige	4802 7.36%	5530 8.47%	4332 6.64%	3453 5.29%	2775 4.25%	1986 3.04%	1332 2.04%	421 0.64%	141 0.22%	65278
Westward Ho!	185 8.42%	237 10.79%	210 9.56%	149 6.79%	123 5.60%	91 4.14%	72 3.28%	28 1.28%	15 .68%	2196

Torrige Gender profile (by age range – Mid year estimates 2008)

Torrige	0 - 4	5 - 9	10 - 14	15 - 19	20 - 24	25 - 29	30 - 34	35 - 39	40 - 44	45 - 49
Male	52%	50%	51%	51%	50%	54%	48%	48%	49%	48%
Female	48%	50%	49%	49%	50%	46%	52%	52%	51%	52%

Torrige	50 - 54	55 - 59	60 - 64	65 - 69	70 - 74	75 - 79	80 - 84	85 - 89	90 +	Total
Male	48%	49%	49%	52%	49%	46%	40%	38%	17%	49%
Female	52%	51%	51%	48%	51%	54%	60%	62%	83%	51%

Source Devon CC

Social Issues

According to the Department for Work and Pensions the percentage claim rate (2009) for Disability Living Allowance (DLA), Incapacity Benefit and Severe Disablement Allowance (IB & SDA), Income Support (IS), Job Seekers Allowance (JSA) & Pensions Credits (PC):

	DLA	IB & SDA	IS	JSA	PC
Torrige	4.79%	6.03%	3.96%	3.24%	23.47%
County of Devon	4.96%	6.02%	4.37%	2.79%	23.30%
Westward Ho!	6.15%	10.18%	6.26%	4.70%	21.08%

Estimated population by ethnic group, mid-2007 (source ONS)

	White: British	White: Irish	White: Other White	Mixed: White and Black Caribbean	Mixed: White and Black African	Mixed: White and Asian	Mixed: Other Mixed	Asian or Asian British: Indian
Torrige	94.15%	0.62%	1.85%	0.31%	0.15%	0.31%	0.15%	0.46%
England	83.65%	1.12%	3.48%	0.55%	0.22%	0.51%	0.41%	2.58%
	Asian or Asian British: Pakistani	Asian or Asian British: Bangladeshi	Asian or Asian British: Other Asian	Black or Black British: Black Caribbean	Black or Black British: Black African	Black or Black British: Other Black	Chinese or Other Ethnic Group: Chinese	Chinese or Other Ethnic Group: Other
Torrige	0.31%	0.15%	0.15%	0.15%	0.31%	0.00%	0.77%	0.31%
England	1.77%	0.69%	0.66%	1.17%	1.43%	0.23%	0.78%	0.74%

People providing Informal Care (source: DWP)

Carers Allowance claimants

	2003	2004	2005	2006	2007	2008
Torrige	0.8%	0.8%	0.9%	0.9%	0.9%	0.9%
South West	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
England	0.6%	0.7%	0.7%	0.7%	0.7%	0.8%

Religion, April 2001 (source ONS)

	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religions	No religion	Religion not stated
Torrige	75.5%	0.2%	0.0%	0.1%	0.1%	0.0%	0.4%	15.6%	8.1%
England	71.7%	0.3%	1.1%	0.5%	3.1%	0.7%	0.3%	14.6%	7.7%

Indices of Deprivation

The English Indices of Deprivation 2007 (ID 2007) are the Government's official measure of multiple deprivation at small area level. The 2007 Indices update information provided in the ID 2004.

The Index of Multiple Deprivation 2007 combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. As with the 2004 Indices, the Indices of Deprivation 2007 have been produced at Lower Super Output Area level, of which there are 32,482 in the country.

There are also six district summary scores for each Local Authority district (there are 354 districts in England) and for each County Council and higher tier (there are 149 of these). A relative ranking of areas, according to their level of deprivation is then provided. There are also supplementary Indices measuring income deprivation amongst children and older people: the Income Deprivation Affecting Children Index (IDACI) and the Income Deprivation Affecting Older People Index (IDAOP).

Together these various Indices make up the Indices of Deprivation 2007.

The Indices are used widely to analyse patterns of deprivation, identify areas that would benefit from special initiatives or programmes and as a tool to determine eligibility for specific funding streams.

SOA Code	SOA Name	IMD%	Income%	Employ%	Health%	Education%	Barriers%	Crime%	Living%
E01020275	Appledore	34.5	34.2	30.1	49.4	39.0	60.9	61.9	6.7
E01020276	Appledore	52.9	55.1	33.5	46.2	31.2	61.2	91.2	81.4
E01020277	Bideford East	21.3	19.5	26.5	32.5	5.3	72.1	27.1	23.4
E01020278	Bideford East	39.3	55.4	37.3	59.3	38.5	2.7	94.8	38.2
E01020279	Bideford East	32.5	36.6	32.3	40.2	14.3	84.1	35.5	21.4
E01020280	Bideford North	18.6	22.6	11.9	21.7	31.2	74.2	33.1	3.4
E01020281	Bideford North	70.3	72.5	52.3	62.3	62.6	28.3	93.7	91.2
E01020282	Bideford North	30.8	29.1	26.0	36.6	32.6	63.5	20.0	32.9
E01020283	Bideford South	54.8	49.5	46.1	54.7	34.4	42.4	75.3	81.4
E01020284	Bideford South	40.7	31.6	32.8	47.1	30.1	82.6	82.1	27.6
E01020285	Bideford South	24.2	22.4	20.7	32.0	7.7	75.8	76.8	20.7
E01020286	Broadheath	35.6	46.1	52.4	63.8	47.3	0.9	98.7	12.4
E01020287	Clinton	40.0	51.6	59.2	73.8	52.3	1.6	99.4	9.9
E01020288	Clovelly Bay	34.7	48.1	47.6	60.6	33.5	2.7	76.2	13.9
E01020289	Coham Bridge	40.8	56.6	57.0	62.4	53.0	1.6	99.4	13.8
E01020290	Forest	35.1	51.2	54.0	61.6	37.8	0.2	99.6	16.5
E01020291	Hartland and Bradworthy	39.0	44.7	59.6	65.1	36.3	5.6	77.1	12.4
E01020292	Hartland and Bradworthy	33.3	33.2	35.1	56.9	48.2	12.4	96.8	6.6
E01020293	Holsworthy	45.7	52.9	54.6	56.8	47.5	9.8	94.9	16.5
E01020294	Holsworthy	47.9	36.7	52.9	59.4	16.9	84.4	85.0	38.1
E01020295	Kenwith	56.7	66.4	69.0	65.2	65.4	7.8	98.8	23.8
E01020296	Monkleigh and Littleham	42.6	56.3	49.1	67.4	65.3	2.9	96.9	12.9
E01020297	Northam	29.6	16.5	22.4	29.6	29.2	91.6	81.7	31.5
E01020298	Northam	65.8	53.5	35.9	63.9	74.4	76.2	93.3	74.1
E01020299	Northam	52.8	47.8	36.7	49.8	41.2	42.3	94.3	77.0
E01020300	Orchard Hill	65.0	67.9	45.5	56.4	65.8	45.8	70.5	66.1
E01020301	Shebbear and Langtree	41.5	50.1	61.5	75.8	37.4	2.9	99.2	15.1
E01020302	Tamarside	35.7	38.5	53.0	63.0	36.8	2.6	95.2	16.2
E01020303	Three Moors	44.3	57.1	57.1	67.9	59.5	1.8	99.6	18.5
E01020304	Torrington	42.5	35.7	34.3	47.0	45.1	64.5	84.5	18.1
E01020305	Torrington	41.7	30.8	34.3	46.2	57.0	80.0	56.6	19.8
E01020306	Torrington	69.2	63.0	57.8	62.4	52.0	42.0	98.3	74.3
E01020307	Torrington	43.3	36.7	46.9	47.8	24.5	40.5	91.7	33.2
E01020308	Two Rivers	49.9	64.9	68.2	75.6	63.0	1.0	99.9	28.5
E01020309	Waldon	42.6	65.2	59.3	74.3	50.4	1.0	98.8	13.0
E01020310	Westward Ho!	30.4	35.0	18.2	43.7	49.8	9.6	75.3	29.7
E01020311	Winkleigh	47.0	51.1	64.3	79.9	43.1	6.6	89.2	16.5

= MOST DEPRIVED
 = LEAST DEPRIVED

Percentages show the ranking within all 32,482 Super Output Areas in England. So 1% means the SOA is in the 1% of most deprived SOAs.

For further information please contact Jon Walter (428789) - jon.walter@torridge.gov.uk