

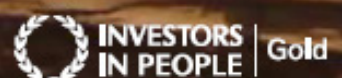


Knowing East Devon 2014

A Place and People Profile

Version 2.0
September 2014

East Devon – an outstanding place



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Summary

The Knowing East Devon – A Place and People Profile has been created to give East Devon District Council, local people and organisations involved in East Devon a better understanding of the district. The information in the report will help to inform our strategic and operational planning and target setting and our equalities agenda and assessments.

The report is structured in three sections Place, People and Economy. These contain a wide array of information and data from a range of sources including the Census 2011, Office of National Statistics, East Devon Health profile and Local Futures. Local Futures provide a geographical perspective on economic, social and environmental change through analysis of national and local data.

The first section looks at a range of issues related to Place, including location and geography, transport, housing and environment. East Devon is a good place to live with a rich natural environment with two thirds of the district being designated as Areas of Outstanding Natural Beauty. We have good transport links including the main airport for the south west region with Exeter International Airport based in the district. We have high levels of car ownership and a large out flow of workers leaving the district to work in places such as Exeter, Mid Devon and South Somerset. Levels of home ownership are high with the highest proportion of houses in the top three most expensive council tax bands.

Affordability of homes is an issue in the district with East Devon being in the top 25% of all Local Authority areas for house prices but one of the lowest nationally in terms of wages. The natural environment also makes East Devon a wonderful place to visit and our natural economy brings significant employment and business opportunity to East Devon.

The section on People covers population, households, ethnicity, religion, migration, income and earnings, deprivation, crime and health. The population of East Devon has an older age profile with the average age of its residents being 46.9 years (national average is 39.4 years). The 65+ age range looks set to grow more than any other over the next 10 years growing from 29.9% of the population in 2014 to 33.1% of the population in 2024. The overall population is expected to increase by 8385 people between 2014 and 2024, a rise of 6%. An aging population will have an impact on the provision of health care, housing requirements, the labour market and economic growth. The average household size in the district is 2.2 residents. Predominantly East Devon residents are from a white British background, with just 1.59% of the district's population coming from an ethnic background.

The migration of population into East Devon from other parts of the UK show that in 2012 there were 1246 more people moving into the area than out. The largest age group moving in and out of the district were in the 25-44 age group. The average income for households in East Devon in 2010/11 was £24,200 which was just above the Devon average of £23,800 but below the England average of £28,000. Overall, the district is relatively well-off and is in the 40% least deprived districts nationally. East Devon is one of the lowest crime rate areas in Britain with the levels of recorded crime in East Devon falling for the last 6 years. At just over 82 years old the life expectancy for residents in East Devon is very high with the area ranking in the top 10% of districts nationally and is top of all the Devon districts.

The final section of the report focuses on the Economy of East Devon and looks at economic performance, business and enterprise, labour market and skills and qualifications. In 2013 6,535 VAT registered businesses were listed in the district this is the highest number of businesses of all the Devon districts including Exeter. East Devon has a high number of micro and small businesses as well as high levels of self employment. The main types of employment are in the services industry which accounts for 85.7% of the employment in East Devon with a large section of this being in the retail, hospitality and health sectors all of which are predominantly lower paid sectors. The business survival rates within the district are very good. The 36 month business survival rate in East Devon is very high by national standards, with the district ranking in the top 10% of districts nationally.

The labour market in East Devon is good with low levels of unemployment and good qualification levels. The proportion of those aged 16-64 who are economically active (in work or actively seeking and able to work) is 76% which is the same as the national average. The proportion of 15 year olds achieving 5 or more GCSE's at grades A*-G in East Devon in 2011 was 96.5% with the area ranking in the top 20% of districts nationally. The proportion of the working age resident population qualified to NVQ level 4 in East Devon is high, with the area ranking in the top 40% of districts nationally.

If you have any feedback on this report please contact Joanne Avery at East Devon District Council on 01395 516551 or email javery@eastdevon.gov.uk.

1. Purpose and introduction

The Knowing East Devon – A Place and People Profile has been created to give East Devon District Council, local people and organisations involved in East Devon a better understanding of the district. The information in the report will help to inform our strategic and operational planning and target setting and our equalities agenda and assessments.

The report pulls together information and data from a range of sources including the Census 2011, Office of National Statistics, East Devon Health profile and Local Futures. Local Futures provide a geographical perspective on economic, social and environmental change through analysis of national and local data.

We will update the report on a yearly basis where new data is available.

If you want more localised information we have also produced ward profiles for each of the wards within the district. Please contact Joanne Avery details below for copies of these.

If you have any feedback on this report please contact Joanne Avery at East Devon District Council on 01395 516551 or email javery@eastdevon.gov.uk.

2. Place

2.1 Location and Geography

The district of East Devon lies at the east of the county of Devon between Exeter to the west and bordering Somerset and Dorset on the east. It is one of eight Devon districts and, in population terms, it is the largest in the county. The district has a dispersed and largely rural population. The rural nature of the area is emphasised by the low population density of 1.6 persons per hectare (the England average is 4.1¹). Of our 32 wards 21 of the have a population density below the England average. We do however; also have a mix of market and costal town areas with much higher population densities including towns such as Exmouth, Seaton and Honiton.¹

East Devon is renowned for its beautiful countryside. In fact two thirds of the district are recognised as being nationally important for its high landscape quality and designated as Areas of Outstanding Natural Beauty (AONB) - the East Devon AONB covers some 270sq km of beautiful landscape between Exmouth, to Lyme Regis and up to Honiton, whilst to the north of Honiton you will find the Blackdown Hills AONB. East Devon also has a stunning coastline that runs the length of its southern border. Almost the entire coastline is part of a World Heritage Coast that starts at Exmouth and runs to Swanage in Dorset.

The main settlements are the coastal resorts of Exmouth (Devon's largest town – population 35,989)², Budleigh Salterton, Sidmouth and Seaton and inland are Honiton, Ottery St Mary, and Axminster.

2.2 Transport

East Devon is connected to Bristol and the north of the country by access to the M5 via Exeter and London and the South East by the A30/A303. London can be reached in about 3 hours by road.

There are two main rail routes from the district to London. One is via the Honiton to Waterloo line which takes on average 3 hours. However there are efficiency issues with this route not being a dual track line. The main Great Western line to London Paddington via Exeter St David's station and can take 2 hours to reach the capital city. The rest of the rail network can be accessed via Honiton, Axminster, Exmouth and Exeter stations.

The district contains the main airport for the south-west region with Exeter International Airport at Clyst Honiton. The airport offers both scheduled and holiday charter flights within the UK and Europe to destinations such as Manchester, Edinburgh, France, Austria, Italy, Spain and Turkey.

The levels of car ownership reflect the rural nature of the district with 84.1% of households owning at least one vehicle, nationally the figure is 74.4%, The average number of cars per household is 1.37, the England and Wales average is 1.17 and 39% of households have more than one vehicle again above the national average of 32%.¹

The rural nature of some parts of the district is such that 13 of our wards have less than one person per hectare living there¹. The accessibility to public transport is vital to those without a car living in such areas. Availability of affordable public transport is also an important issue for those living in

our more urban areas such as Exmouth and Seaton if we want to reduce traffic flows through the district.

The 2011 Census shows there is a large flow of working out of the district with 41% (18,170) of the working population commuting out of East Devon to work, primarily by car (79%). The numbers of workers employed outside of the district has grown from the 2001 census when the figure was 30% (15,470) of the working population. Over 63% of those working outside of the district are travelling to Exeter with significant numbers also going to Mid Devon, South Somerset, Teignbridge, West Dorset and Taunton Deane.¹

Of the 10,071 people travelling in to East Devon for work 79% do so by car, such commutes are mainly from Exeter, Mid Devon and Teignbridge. The average distance commuted to work by residents of East Devon rose from 16.7km in 2001 to 18km in 2011.¹

2.3 Housing

There are 63,881 homes in East Devon the highest number of all the Devon districts.¹ The proportion of homes that are owner occupied is quite high with 74.9% being owned compared to the national average of 63.6%, of these 47.1% are owned outright, compared to 30.6% nationally. Of those homes that are not owner occupied 23% of the homes are rented, with 9.3% defined as social rented housing (17.6% national average) and 13.6% privately rented.¹

The Ottery St Mary ward has the highest percentage of homes that are owner occupied at 85.4% compared to the lowest Exmouth Town at 55.9%. Axminster Rural ward has the highest percentage of social rented housing at 22.8%.¹

East Devon along with the South Hams has some of the highest proportions of houses in the top three most expensive council tax bands (F, G and H) in Devon. 15.6% of the dwellings in East Devon are in bands F, G and H. At the other end of the council tax banding East Devon has the lowest proportion of houses in band A at 9.2% which is far below the Devon average of 16.7%.⁴

Table 1: Proportion (%) of dwellings in each council tax band by area (March 2013) ⁴

	Band A	Band B	Band C	Band D	Band E	Band F	Band G	Band H
East Devon	9.18	19.49	22.2	18.35	15.2	9.19	6.07	0.31
Exeter	20.52	27.38	25.12	15.07	7.13	3.15	1.55	0.11
Mid Devon	17.21	24.99	18.35	17.33	12.58	6.61	2.77	0.17
North Devon	22.38	24.32	21.36	17	9.46	4.01	1.37	0.09
South Hams	11.35	19.95	19.57	18.38	15	8.27	6.82	0.68
Teignbridge	14.09	22.98	21.88	18.72	12.56	6.24	3.35	0.2
Torridge	25.64	21.88	20.65	17.24	9.85	3.44	1.2	0.1
West Devon	13.29	25.37	20.48	16.48	13.09	6.91	4.08	0.32
Devon	16.71	23.30	21.20	17.32	11.86	5.98	3.40	0.25
National Avg	24.75	19.63	21.78	15.33	9.44	4.99	3.5	0.57

East Devon housing types follow that of Devon as a whole with the vast majority of dwellings being either houses or bungalows. The majority of houses or bungalows, over 24500 in number are detached, the highest number in Devon.

Table 2: Number of dwellings by type by area (2011) ¹

	All Dwelling type	Detached house or bungalow	Semi-detached house or bungalow	Terraced house or bungalow	Flat, Purpose-built block of flats	Flat converted or shared house (including bed-sits)	Flat, in a commercial building	Caravan or other mobile or temporary structure
East Devon	63,881	24,567	16,399	12,484	6,067	3,057	969	413
Exeter	50,716	6,926	13,072	16,707	10,363	3,002	571	379
Mid Devon	33,972	13,079	9,700	7,811	2,133	720	358	189
North Devon	44,424	17,113	9,744	10,011	4,043	2,435	795	418
South Hams	43,238	16,624	11,043	9,417	3,218	2,019	602	322
Teignbridge	57,720	21,165	13,883	13,082	4,874	2,919	719	1,174
Torridge	30,698	13,071	6,608	7,535	1,992	905	412	206
West Devon	24,677	10,662	6,197	5,158	1,549	626	324	181

In East Devon we have about 2,400 second homes that are used as holiday homes which is about 3.8% of the homes in our district. 40% of those are owned by those aged 65+. The district has the second highest amount of holiday homes of the Devon districts with South Hams above at 8.6%.¹

The average house price in the district is £257,072.28⁵ this is the second highest in Devon only the South Ham is higher, it is also above the national average of £298,426.30. East Devon is in the top 25% of all Local Authority areas for house prices. Alongside this the average weekly wage for those living in the district is £439.80⁶ making East Devon one of the lowest wage areas in England. This discrepancy between wages and house prices puts us in the bottom 25% of districts in the affordability index which is the ratio between average earnings and average house prices.

In August 2014 the National Housing Federation published a report on [Rural Housing – Countryside in crisis](#) setting out some of the issues affecting affordability of housing the rural districts. From their research East Devon was in the top 35 least affordable rural districts in England.²⁷

Table 3: Average house prices (2014)⁵

	House prices: average (Jan - Mar 2014)	House prices: detached July-Sept 2013	House prices: semi-detached July-Sept 2013	House prices: flats July-Sept 2013	House prices: terraced July-Sept 2013	House prices: change (ST) Mar 2013 - Mar 2014	House prices: change (LT) Mar 2004 - Mar 2014
East Devon	£257,072.28	£367,094.00	£215,165.00	£181,245.00	£190,513.00	1.42	21.3
Exeter	£213,061.94	£377,345.00	£216,162.00	£150,857.00	£217,430.00	5.65	26.1
Mid Devon	£211,665.22	£325,450.00	£211,457.00	£107,166.00	£161,636.00	-3.74	17.46
North Devon	£217,493.52	£287,371.00	£208,309.00	£136,002.00	£167,995.00	4.53	18.75
South Hams	£298,426.30	£414,251.00	£297,497.00	£252,713.00	£221,740.00	2.27	32.67
Teignbridge	£222,129.80	£309,463.00	£205,846.00	£142,357.00	£179,913.00	1.57	23.83
Torridge	£200,720.59	£264,992.00	£171,603.00	£138,716.00	£145,908.00	9.41	18.58
West Devon	£231,899.61	£348,880.00	£213,239.00	£128,014.00	£171,647.00	7.58	18.86
National Avg	£240,919.25	£452,987.86	£290,619.78	£155,173.07	£227,259.10	6.52	45

2.4 Environment

East Devon is the sixth largest local authority area in Devon, with almost 823,732 m² within its realm. The largest proportion of land in East Devon is classified as green space, accounting for 748,938 m² or 91% of its total area.⁷

The natural environment of East Devon is one with wonderful countryside, beautiful coastline, important wildlife habitats and a rich natural heritage. There are two Areas of Outstanding Natural Beauty (AONBs) within East Devon the [Blackdown Hills AONB](#) and [East Devon AONB](#) which together occupy some 66% of the district. East Devon works with other interested agencies and land owners in the AONB to conserve and manage these important landscapes

This natural environment makes East Devon one of the most attractive places for people to live. In its scores for natural beauty^a and natural environment^b Local Futures put East Devon in the top 10% of all the districts nationally.

2.5 Tourism

The natural environment also makes East Devon a wonderful place to visit and our natural economy brings significant employment and business opportunity to East Devon. The South West Tourism data for 2012 shows the financial contribution of visitors to the economy of East Devon²⁵:

- £119,522,000 spend by staying visitors;

^a This indicator takes into consideration: National Parks; AONBs; Heritage Coasts; 'Blue Flag' beaches; Ancient Woodland; Nature Reserves; and Environmentally-Sensitive Areas.

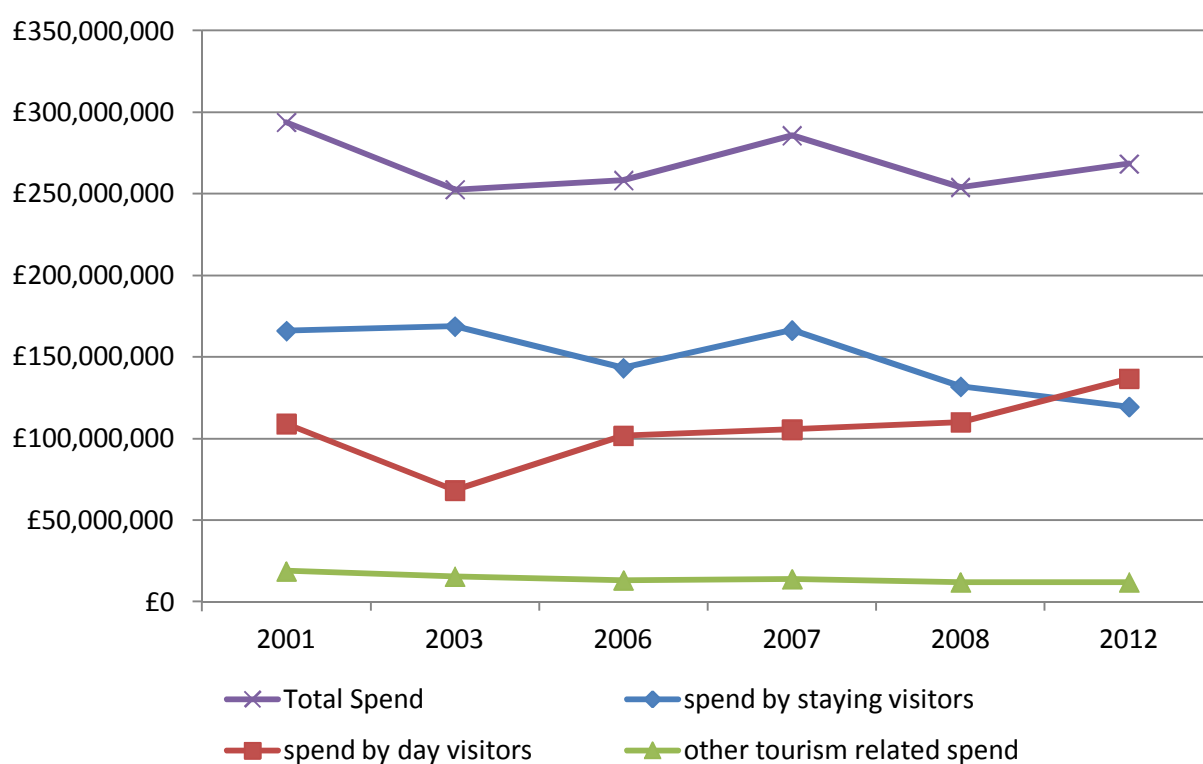
^b This indicator takes into consideration: housing density; road density; air quality; tranquillity; natural beauty (see distinct indicator); green space; and water.

- £136,905,000 spend by day visitors;
- £11,977,000 other tourism related spend;
- 7,083 jobs related to tourism spending;
- 4,213,000 day visits;

Table 4: Number of tourist visits to East Devon 2012²⁵

	2001	2003	2006	2007	2008	2012
trips by staying visitors	978,000	863,000	751,000	782,000	650,000	526,000
staying visitor nights	4,205,000	3,979,000	3,286,000	3,470,000	2,857,000	2,223,00
day visits	4,656,000	2,658,000	2,457,000	2,467,000	2,468,000	4,213,000

Chart 1: Spend by tourist visitors to East Devon 2012²⁵



Visitor numbers had fallen since 2001 including a sharp decline in day visitors post foot and mouth. By 2012 the number of day visits seems to be rising back up to near 2001 levels although the number of trips by staying visitors is still decreasing. The total spend by visitors has also declined although the spend by day visitors has recovered to overtake the 2001 levels.²⁵

2.6 Energy

East Devon has one lowest per capita (head of population) CO₂ output of all the districts in Devon. In 2012, this amounted to 6.5 tonnes of CO₂ emissions per capita, the Devon average was 7.3 tonnes and England average was 7.1 tonnes.⁸

In terms of total CO₂ produced East Devon produced 876.58 tonnes of CO₂, 37% of this was from road transport, (35% from domestic emissions 26% from industry and commercial and 1% from LULUCF). East Devon produces the second highest amount of CO₂ in Devon from road transport with 320 tonnes in 2012, (Teignbridge produced 380 tonnes, Exeter 106 tonnes).⁸

An average of 4,257kWh was used per customer in East Devon during 2012, below the regional average of 4,280Wh but 5% (223kwh) higher than the national average of 4,034kWh. This is the second lowest usage recorded by a local authority in Devon, behind Exeter with 3,649kWh. East Devon has seen a reduction from 4837kWh in 2005.⁸

Fuel poverty can impact on health and quality of life and is defined as such, that in order to heat its home to an adequate standard of warmth, a household needs to spend more than 10% of its income on total fuel use. Fuel poverty is caused by a convergence of four factors:

- low income, which is often linked to absolute poverty
- high fuel prices, including the use of relatively expensive fuel sources (such as electricity in the UK, aggravated by higher tariffs for low-volume energy users)
- poor energy efficiency of a home, e.g. through low levels of insulation and old or inefficient heating systems
- under-occupancy: according to UK government statistics, on average those in the most extreme fuel poverty live in larger than average homes

Levels of fuel poverty in East Devon area are 19.2% which is above the national average of 13.9% although just below the Devon average of 20.5%.⁸

Table 5: Fuel Poverty levels (2012) ⁸

	Fuel Poor number of households	Fuel Poor % of households
East Devon	11,679	19.2%
Exeter	7,066	13.9%
Mid Devon	7,706	22.8%
North Devon	9,113	22.1%
South Hams	8,723	23.0%
Teignbridge	9,668	17.4%
Torridge	7,763	26.9%
West Devon	6,567	28.0%

More information on the environment of East Devon can be found on the South West Observatory Website at - <http://www.swenvo.org.uk/local-profiles/devon-profiles/east-devon-profile/>

3. People

3.1 Population

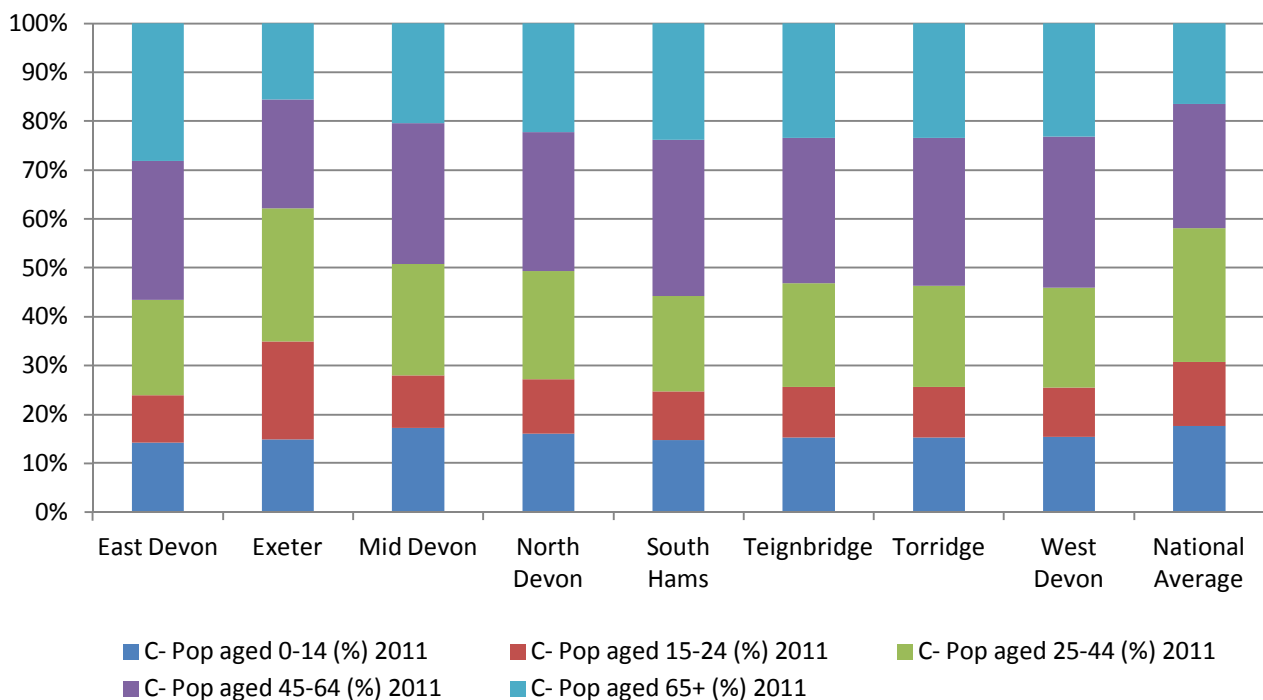
At the last census in 2011 the population in East Devon stood at 132,457 that was a rise from 125,700 in 2001, a percentage change of 5.4%.¹

The population of East Devon has an older age profile with the average age of its residents being 46.9 years (national average is 39.4 years). East Devon has a highest age profile of all of the districts in Devon with the largest percentage of those aged 65+ at 28.19%, this equates to 37,346 people. East Devon also has 2,300 people aged 90+ more any other district in the county (Teignbridge is next with 1,611).¹

Table 6: Proportion (%) of the population by age range 2011¹

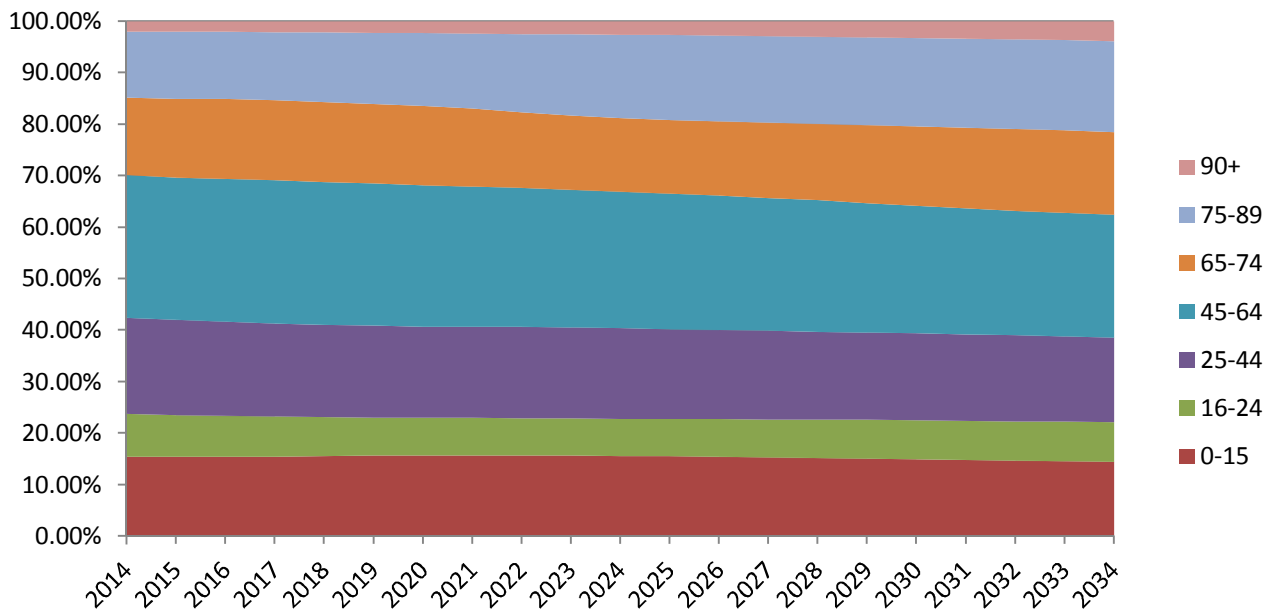
	Pop aged 0-14 (%)	Pop aged 15-24 (%)	Pop aged 25-44 (%)	Pop aged 45-64 (%)	Pop aged 65+ (%)	Average age (years)
East Devon	14.29	9.69	19.44	28.38	28.19	46.9
Exeter	14.95	20	27.2	22.34	15.51	38.1
Mid Devon	17.3	10.72	22.81	28.76	20.41	42.3
North Devon	16.12	11.1	22.16	28.4	22.21	43.3
South Hams	14.72	10.03	19.49	32.01	23.76	45.3
Teignbridge	15.29	10.35	21.24	29.76	23.36	44.6
Torridge	15.26	10.43	20.58	30.27	23.46	44.6
West Devon	15.43	10.04	20.51	30.89	23.14	44.6
National Avg	17.64	13.1	27.38	25.44	16.45	39.4

Chart 2: Proportion (%) of the population by age range 2011¹



The high age profile of the district looks set to continue as 65+ age range looks set to grow more than any other over the next 10 years growing from 29.9% of the population in 2014 to 33.1% of the population in 2024 and up to 37.6% by 2034. The overall population is expected to increase by 8385 people between 2014 and 2024, a rise of 6%.⁹

Chart 3: East Devon population change by age 2014-2034⁹



An aging population will have an impact on the provision of health care, housing requirements, the labour market and economic growth.

The ward with the highest number of 65+ year olds is Seaton with 2,914. The ward with the highest proportion of 65+ population is Sidmouth Town with 45.13% of its residents being 65+. The proportion of 85+ residents in Sidmouth is 10.99% compared with the East Devon average of 4.8% and the English average of 2.2%.¹

The ward with the highest number of 0-14 year olds is Exmouth Withycombe Raleigh with 1,271. The ward with the highest proportion of 0-14 population is Ottery St Mary Town with 18.2%.¹

One of the effects of the ageing population is the impact it will have on the dependency ratio (the ratio of economically dependent people to those who are economically active). In East Devon this is 0.91 which is already very high by national standards. By comparison, the Devon figure is 0.78 and the national figure is 0.62. With the increase in the ageing population this dependency on the economically active will increase.¹⁰

The birth rate is also fairly low in the district by national standards with the number of births per 1000 of the resident population in 2010 being 8.16. By comparison, the Devon figure was 9.83 and the national figure was 12.93. There doesn't look to be a significant change in the birth rate for the next 20 years.¹⁰

3.2 Households

The size and structure of households within an area has implications for planning, housing demand and entitlement to benefits. The average household size in the district is 2.2 residents. The main household composition for East Devon is a one person household with a resident aged 65 and over, making up 18.3% of all households. Since the 2001 census the household type that has grown the most is the one person household which has grown by 2.7% which is nearly 2000 households. Only 22.6% of households in East Devon have dependent children living in them this is below the Devon average of 24.7% and the England figure of 29% of households. The proportion of lone parent households in East Devon is 7.36% which is low by national standards. By comparison the Devon figure is 8.2% and the national figure is 10.65%.¹

3.3 Ethnicity

Predominantly East Devon residents are from a white British background. Just 1.59% of the district's population is from an ethnic background, this is a slight increase on the 2001 census at which 0.74% of the population were from an ethnic background. This is very low by national standards with the England and Wales average standing at 14.03% but is in common with the other districts in Devon.¹

3.4 Religion

Christianity is the largest religion practiced in East Devon at 65.6% (86,934 adherents). The largest non-Christian religion practiced in East Devon is Buddhism with 351 adherents. 10,796 people (8.2% of the population) said that they followed no religion at the 2011 Census.¹

3.5 Migration

Population change has an impact on levels of economic growth through the size of the resident workforce and on the demand for services such as health, education and housing. One factor that can have an impact on the age of the population is the movement of residents in and out of the area. The migration of population into East Devon from other parts of the UK show that in the year up to June 2012 there were 1246 more people moving into the area than out. The largest age group moving in and out of the district was the 25-44 group.²⁶ This continues the trend of inward and outward movement that has been ongoing for several years.

Chart 4: Migration inflow to East Devon by age range from other UK areas in 2012²⁶

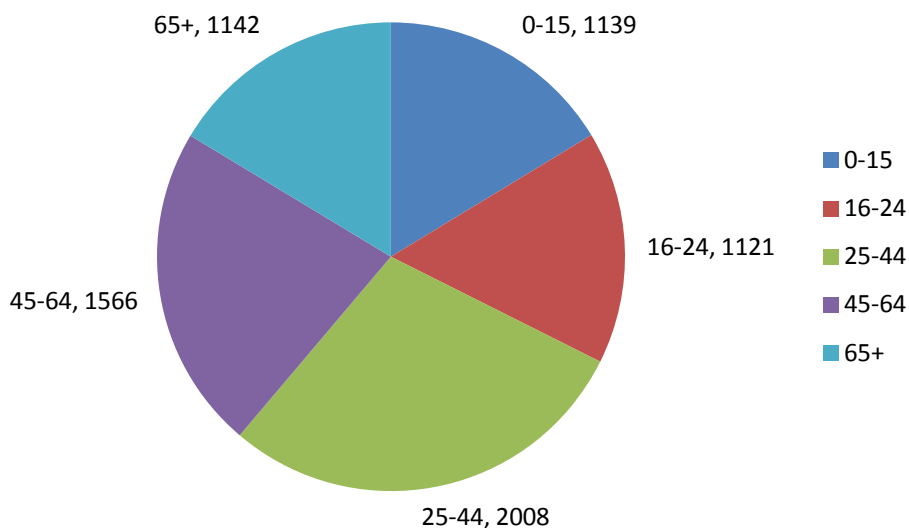
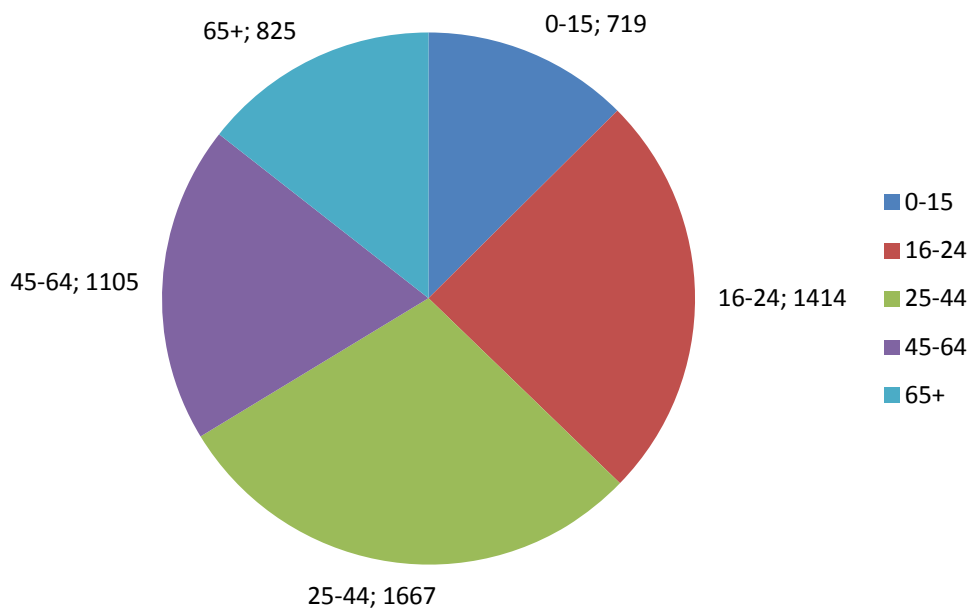


Chart 5: Migration outflow from East Devon by age range to other UK areas in 2012²⁶



Of those moving into East Devon 60% were from the wider South West including 17% from Exeter. 23% were from the South East, East and London areas. Of those from the 25-44 age group, the largest age group coming into the district 23% were from Exeter and 7.3% from London. Of the 65+ age group 12.2% came from Exeter and 5% each from Mid Devon, West Dorset and London.

Of those moving out of the area 64% stayed within the larger South West region 17.5% moving to Exeter. Of those aged 25-44, the largest group leaving East Devon 24.8% moved to Exeter and 6.41 to London. ²⁶

Table 7: Inflow to East Devon by age and area in 2012²⁶

Migration into East Devon	0-15	16-24	25-44	45-64	65+
East	44	26	80	96	49
East Midlands	20	33	39	45	19
London	61	63	148	107	65
North East	0	12	14	5	8
North West	33	31	57	44	31
South East	106	127	203	247	190
South West	761	666	1259	856	616
Wales	12	66	50	28	27
West Midlands	54	58	88	87	96
Yorkshire and The Humber	27	28	35	38	27
Northern Ireland	2	1	3	2	0
Scotland	19	11	31	13	12
Totals	1139	1121	2008	1566	1142

Table 8: Outflow from East Devon by age and area in 2012²⁶

Migration out of East Devon	0-15	16-24	25-44	45-64	65+
East	21	29	47	30	45
East Midlands	19	36	36	31	14
London	21	124	107	37	20
North East	9	18	5	11	5
North West	11	47	24	29	22
South East	64	170	155	113	164
South West	512	801	1151	751	474
Wales	15	86	31	21	15
West Midlands	24	58	62	41	42
Yorkshire and The Humber	11	28	26	21	16
Northern Ireland	3	3	1	0	1
Scotland	10	13	21	19	7
Totals	719	1414	1667	1105	825

East Devon has limited migration from outside of the UK. At the 2011 census only 4.6% (6018) of the residents from East Devon were born outside of the UK with 38% of those originating from Europe.¹

3.6 Income and earnings

The average income for all households in East Devon in 2010/11 was £24,200 which was just above the Devon average of £23,800 but below the England average of £28,000. The South Hams has the highest income levels of the Devon districts at £25,700.¹¹

The average pension income for those paying tax in 2010/11 was £15,900 which is the highest pension income in Devon. The Devon average was £14,000 and the England average was £13,900. East Devon is in the top 20% of districts for pension income across England.¹¹

The Pension Credit raises the minimum income for people aged over 60 with disability, caring responsibilities or housing costs, the number receiving this per 1000 of the population in East Devon is 134.6 this is very low by national standards (national average is 219.4) and is the lowest of all of the Devon districts. The wards with the highest number of claimants for pension credit are Exmouth Town at 344.8 per 1,000 Exmouth Withycombe Raleigh at 284.8 per 1,000. The ward with the lowest claimant rate is Sidmouth Rural at 55.62 per 1,000.¹²

Attendance allowance is also paid to those aged over 65 years and who require assistance with day to day care of themselves. The number receiving this per 1000 of the population in East Devon is 156.9 which is below the national average of 157.9 but above the Devon figure of 134.3. The wards with the highest number of claimants for pension credit are Exmouth Littleham at 199.2 per 1,000 Exmouth Town at 194.8 per 1,000. The ward with the lowest claimant rate is Whimple at 72.5 per 1,000.¹²

The average weekly pay for those living in East Devon is £439.80 with the Devon average at £426.70 but is below the England average of £510.⁶

Despite the lower than average wages in East Devon we have a low rate of claimants for Income Support which assists those on low incomes, with a rate of 23.7 per 1,000 population with the national average being 40.4 per 1,000 population. The ward with the highest claimant rate is Exmouth Town at 40.6 and the lowest is Trinity at 3.8 per 1,000.¹²

3.7 Deprivation

The Index of Multiple Deprivation (IMD) is based upon seven domains of deprivation: income, employment, health and disability, education skills and training, barriers to housing and services, living environment and crime. These are weighted and combined to create the overall IMD. Overall, the district is relatively well-off and is in the 40% least deprived districts nationally. East Devon's ranking in the Indices of Multiple Deprivation is 216 out of 326.

Across the district, there is just one Lower Super Output Area (LSOA)^c in the most deprived 20% of all areas across England which is contained within the ward of Exmouth Littleham. There are areas of Honiton St Michael's and Exmouth Town which are in the top 30% most deprived nationally.¹³

^c Lower Super Output Areas (LSOAs) were developed for the 2001 Census as small area geographical units. LSOAs have between 1,000 and 3,000 people living in them, with an average population of 1,500. There are 82 in East Devon and 32,482 nationally.

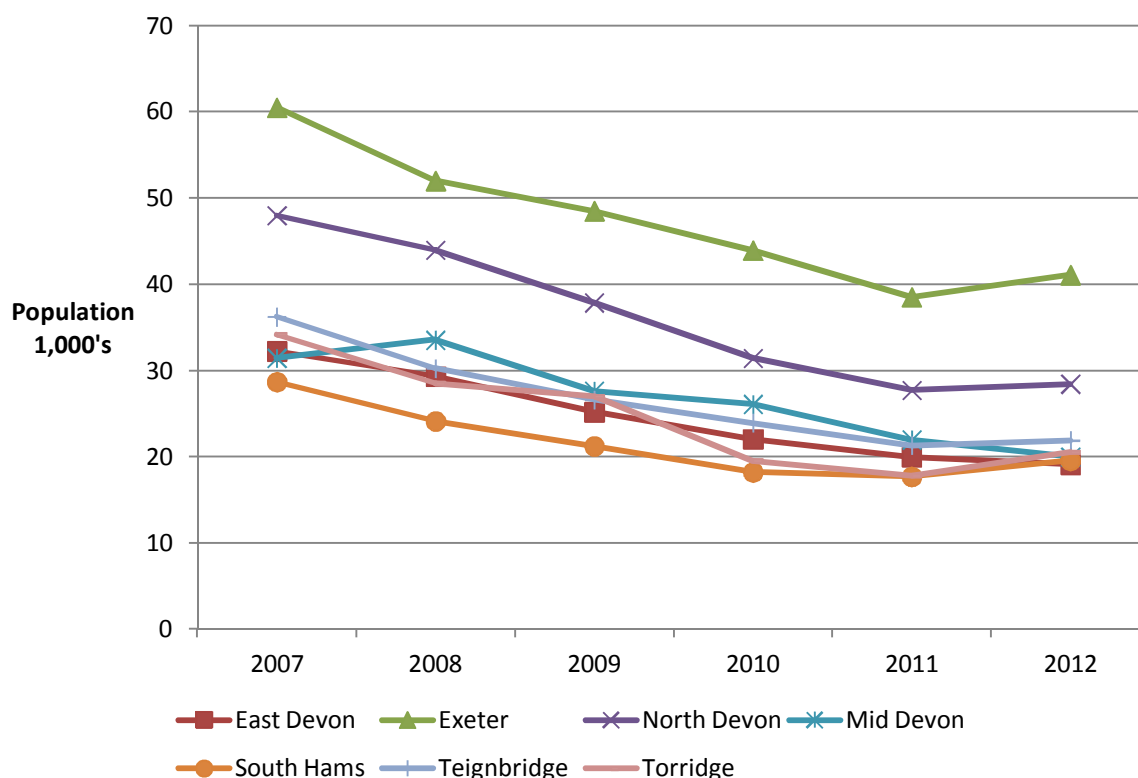
Table 9: The top 10 most deprived LSOA's in East Devon 2010¹³

Rank	LSOA	Ward	Deprivation score	Nat. Rank
1	East Devon 020C	Exmouth Littleham	167.75	5754
2	East Devon 002A	Honiton St Michael's	126.81	9378
3	East Devon 019A	Exmouth Town	125.29	9554
4	East Devon 002B	Honiton St Paul's	118.28	10333
5	East Devon 019C	Exmouth Town	115.65	10639
6	East Devon 018C	Exmouth Withycombe Raleigh	107.62	11707
7	East Devon 018E	Exmouth Withycombe Raleigh	101.39	12559
8	East Devon 007D	Newbridges	101.06	12594
9	East Devon 019D	Exmouth Town	100.69	12651
10	East Devon 018D	Exmouth Withycombe Raleigh	99.31	12850

3.8 Crime

East Devon is one of the lowest crime rate areas in Britain with 19.1 offences per 1,000 residents in 2012. By comparison the Devon figure 27.49 was and the national figure was 37.63 offences per 1,000 residents.¹⁴

Chart 6: Recorded crime per 1,000 population 2007-2012¹⁴



The levels of recorded crime in East Devon have fallen for the last 6 years, following a similar pattern to the rest of the Devon districts. East Devon has very low rates of crime for dwelling burglaries, vehicle crimes and violent crimes making East Devon one of the safest districts to live in, in one of the safest counties to live.

Table 10: Crime rates by crime types 2012¹⁴

	Burglaries (per 1000 population)	vehicle crimes (per 1000 vehicles)	violent crimes (per 1000 population)
East Devon	1.43	5.23	8.6
Exeter	3.6	15.63	18.77
Mid Devon	1.87	4.51	8.49
North Devon	1.81	7.37	14.43
South Hams	1.66	5.85	7.27
Teignbridge	1.44	6.33	9.83
Torridge	1.5	4.69	11.23
West Devon	1.15	3.56	7.41
Devon	1.85	7.69	9.6
National Avg	4.44	16.38	13.57

3.9 Health Overview

At just over 82 years old the life expectancy for residents in East Devon is very high with the area ranking in the top 10% of districts nationally and is top of all the Devon districts.¹⁵ The ward with the highest average life expectancy is Yarty at 85 years and the lowest is Trinity at 77 Years old.¹⁶

The proportion of the working age who are economically inactive due to suffering from long-term sickness is about the national average at 2.29% of the work age population. The national average is 2.29%, although the Devon average is 1.25% which is low by national standards.¹⁷

At the last census residents were asked what their general health had been like in the past 12 months. In East Devon 79.81% of residents said that they were in good or very good health. This is below the national average of 81.19% and one of the lowest of the Devon districts. The figure in the 2011 census was a rise from the 2001 census when 67.1% of residents said they were in good health, with 24.2% in fairly good health and 8.7% who's health was not good.¹

Table 11: Health of the resident population - self reporting 2011¹

	Good Health: good (pop)	Good Health: fairly (pop)	Good Health: not good (pop)
East Devon	79.81	15.07	11.68
Exeter	83.28	11.95	9.57
Mid Devon	82.08	13.37	9.75
North Devon	80.23	14.16	12.1
South Hams	81.78	13.32	10.34
Teignbridge	79.83	14.68	12.22

Torridge	78.37	15.42	14.28
West Devon	80.58	14.28	11.21
National Avg	81.19	13.2	11.9

The East Devon Public Health Plan 2013/14 sets out the areas of health and wellbeing where the greatest impact can be made on the health inequality of the Devon population are:

- Reducing smoking
- Increasing the proportion of the population at a healthy weight
- Detecting and treating diseases earlier, such as heart disease, high blood pressure, diabetes, cancers
- Targeting preventive interventions at those vulnerable groups with the worst health, including those who may be at risk of domestic or sexual violence and abuse
- Investing in the health and wellbeing of all children and young people
- Improving mental health and emotional wellbeing, and preventing loneliness
- Increasing income levels and employment, and reducing poverty
- Improving the quality and warmth of housing
- Reducing misuse of substances, including alcohol and drugs
- Helping people in their neighbourhoods to live healthier and happier lives.

The priorities within the Devon Joint Health and Wellbeing Strategy are:

- A focus on children and families
- Healthy lifestyle choices
- Good health and wellbeing in older age
- Strong and supportive communities

More information about the Health of East Devon can be found at the [Devon Health and Wellbeing website](#) including

[East Devon Locality Public Health Plan 2013/14](#)

[East Devon Health Profile 2014](#)

[Devon Lesbian, Gay, Bisexual and Transgender Health Needs Assessment 2014](#)

[The East Devon Locality Health Improvement Plan for 2012/13](#)

[The Joint Strategic Needs Assessment Local Authority Health profile 2010-11](#)

[Joint Health and Wellbeing Strategy for Devon 2013-2016](#)

4. Economy

4.1 Economic Performance

Gross Value Added (GVA) is the value of goods and services produced by an area giving an indication of the productivity of that area. The level of GVA per person in East Devon is low, with the area ranking in the bottom 40% of districts nationally. GVA per head in East Devon is £41,907, compared with £49,539 in Exeter and £49,671 nationally. The share of national GVA in East Devon is also low by national standards, with the area ranking in the bottom 40% of districts nationally. It accounted for 0.14% of all GVA in Great Britain. Exeter accounted for 0.31% of all GVA.¹⁸

The average gross weekly earnings of those working in East Devon are low, with the district ranking in the bottom 40% of districts nationally. Average gross weekly earnings in East Devon are £422, compared with £504 nationally. In comparison with all of the Devon districts East Devon fares better being the second highest weekly wage only Exeter is in front with £464.⁶

The low wages help to explain the large out flow of commuters to areas such as Exeter, South Somerset and Taunton Deane who all have much higher workplace wages than East Devon. By working in higher wage areas this helps to raise the residence based earnings to £440 with the Devon average at £427 although it is still a way below the England average of £510.⁶

Throughout the global economy, the critical structural trend is the growth of the knowledge economy which supports higher wages and better employment. Knowledge intensive business^d in East Devon accounted for 13.4% of total employment in 2012. This is very low with East Devon in the bottom 20% of districts nationally. By comparison, the Exeter figure was 19.93%, and the national figure was 21.4%.¹⁹

The main types of employment are in the services industry which accounts for 85.7% of the employment in East Devon with a large section of this being in the retail, hospitality and health sectors all of which are predominantly lower paid sectors.²⁰ At the last Census in 2011 retail, human health and accommodation and food service industries accounted for 37% of all industries worked in by the residents of East Devon, nationally the figure was 34%.¹

^d knowledge-based industries include aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy, telecommunications, computing, R & D, finance and business services, and recreational and cultural services. These industrial groupings are based on European Commission and OECD definitions, where individual industries are classified as knowledge-based if graduates make up at least 25 per cent of their workforce.

Table 12: Employee jobs by industry 2012²⁰

	East Devon (employee jobs)	East Devon (%)	Exeter (%)	Teignbridge (%)	Mid Devon (%)	South West (%)	Great Britain (%)
Manufacturing	2,100	5.1	3.2	10.1	15.9	9.7	8.5
Construction	3,300	7.8	3.7	7.1	5.9	4.8	4.4
Services	35,900	85.7	90.1	80.3	76.9	84.1	85.7
Wholesale and retail, including motor trades (G)	8,500	20.3	15.7	21.5	19.6	16.6	15.9
Transport storage (H)	2,600	6.3	3.1	3	4.8	3.6	4.5
Accommodation and food services(I)	5,100	12.2	5.4	10.8	6.5	8.6	7
Information and communication (J)	1,100	2.7	3.7	1.9	1.2	2.7	4
Financial and other business services(K-N)	4,700	11.3	18.8	13.3	12.7	18.1	21.8
Public admin, education and health (O-Q)	11,500	27.4	39.5	24.5	27.4	30.2	28
Other Services (R-S)	2,300	5.6	3.9	5.3	4.7	4.2	4.6

Between 2011 and 2012, the total number of employees in East Devon changed by -0.64%. This reflects a relatively weak level of economic growth by national standards, placing East Devon in the bottom 40% of districts nationally. Although this figure is the best performance for all of the Devon districts including Exeter who's change rate was -2.29%²⁰

4.2 Business and Enterprise

A dynamic local enterprise culture is vital for the long-term competitiveness and overall success of any local economy. The measures that Local Futures uses to assess the extent of an enterprise culture is composed of the new business formation rate, growth in business stock over the last 5 years, average business size and the business survival rate.

The new business formation rate in East Devon is very low, with the area ranking in the bottom 20% of districts nationally. In 2012, 8.43% of all businesses registered for VAT which is about average for a Devon district but is low compared with 9.98% in Exeter and 11.47% nationally.²¹

Between 1998 and 2013, the total business stock in East Devon changed by 38.6%. This change places the area in the bottom 40% of districts nationally, although places East Devon above the other Devon districts excluding Exeter. Over the same time period, the number of businesses in

Exeter changed by 93.67%.²² However both the new business formation rate and the business stock change measures exclude very small businesses and the self employed which here in East Devon make up the vast majority of business types so growth in these areas is not shown.

In 2013 6,535 VAT registered businesses were listed in East Devon this is the highest number of businesses of all the Devon districts including Exeter²². In terms of the number of businesses per 1000 population East Devon is low with 57.57 per 1000 compared with the rest of the Devon districts baring Teignbridge which has 55.17 per 1000. The national average is 50.23 per 1000.²²

Table 13: Numbers of VAT registered businesses 2013²²

	Number of businesses per 000 pop	Total number of VAT reg businesses
East Devon	57.57	6,535
Exeter	50.37	5,045
Mid Devon	71.16	4,575
North Devon	68.03	5,345
South Hams	74.54	5,285
Teignbridge	55.17	5,805
Torridge	68.58	3,710
West Devon	73.52	3,330
National Average	50.23	2,543,125

East Devon has a high number of micro and small businesses as well as a high level of self employment. The proportion of all businesses in East Devon that are classed as micro, with 9 or less employees is 85.51% this places the area in the top 30% of districts nationally for the number of micro businesses. The average business size is 6.5 employees is just below the Devon average of 7.4 and the national average of 10.57 employees.²²

Table 14: Business size 2013²²

	Average Business Size (No. of employees)	% of micro business (employing 9 or less)	% of small business (employing 10-49)	% of medium business (employing 50-249)	% of large business (employing 250+)
East Devon	6.5	84.93	13.16	1.61	0.31
Exeter	16.5	73.24	21.31	4.76	0.69
Mid Devon	4.72	89.29	9.29	1.31	0.11
North Devon	7.43	85.31	12.16	2.25	0.28
South Hams	6.16	58.89	12.41	1.52	0.19
Teignbridge	7.22	83.46	14.13	2.24	0.17
Torridge	4.67	88.81	9.57	1.48	0.13
West Devon	4.45	88.89	9.91	1.05	0.15
National Average	10.57	82.62	13.99	2.93	0.45

The self-employment rate in East Devon is also very high by national standards, with the district ranking in the top 20% of districts nationally. In March 2014, the self-employment rate was 18.69%, compared with 7.05% in Exeter and 9.85% nationally.¹⁷

The business survival rates within the district are very good. The 36 month business survival rate in East Devon is very high by national standards, with the district ranking in the top 10% of districts nationally. Of all of the VAT registered businesses in 2008, 69.23% were still trading in 2011.²¹

Table 15: Business survival rates 2011²¹

	Survival rate: 12 mths %	Survival rate: 24 mths %	Survival rate: 36 mths %
East Devon	88.31	78.57	69.23
Exeter	87.69	75.34	58.9
Mid Devon	86.05	77.78	64.41
North Devon	87.04	80.36	57.33
South Hams	91.18	80	68.75
Teignbridge	87.5	76.19	61.86
Torridge	91.89	75.68	61.7
West Devon	88.57	82.86	67.44
National Avg	86.73	73.9	58.2

4.3 Labour Market

The labour market in East Devon is good with low levels of unemployment and good qualification levels. However we have to remain aware of the impact that the aging population will have on the labour market and the levels of those who are economically active.

The proportion of the resident working age population who are in employment in East Devon is about average, with the area ranking in the top 40% of districts nationally. In East Devon, 72.6% of the resident working age population are in employment, compared with 76.1% in Exeter and 70.5% nationally.¹⁷

The proportion of those aged 16-64 who are economically active (in work or actively seeking and able to work) is 76%.¹⁷ This is the same as the national figure which also stands at 76%, although this was one of the lowest figures for all of the Devon districts. In terms of those aged 16 and over (including those aged 65+) only 56% are economically active which is the lowest of all of the Devon districts. Mid Devon was doing the best at 66% of its 16 and over population being economically active.¹⁷ In terms of our 65+ population we have seen a doubling since 2005 of those who are economically active with 1,900 in 2005 and 3,800 in 2012.¹⁷

Table 16: Proportion of those aged 16-64 who are economically active¹⁷

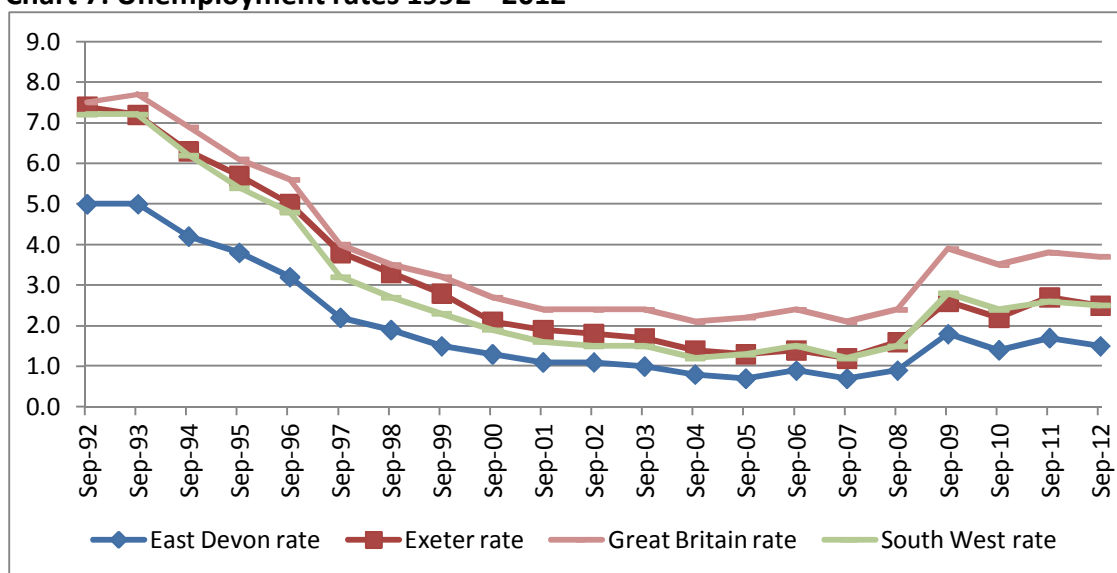
	2005	2006	2007	2008	2009	2010	2011	2012
East Devon	76%	75%	83%	83%	79%	76%	74%	76%
Exeter	77%	76%	73%	76%	80%	83%	78%	78%
Mid Devon	80%	78%	85%	82%	83%	77%	79%	80%
North Devon	78%	83%	78%	77%	82%	79%	84%	82%
South Hams	78%	80%	83%	79%	78%	79%	78%	82%
Teignbridge	80%	82%	82%	84%	82%	77%	75%	82%
Torridge	74%	72%	72%	72%	78%	81%	75%	73%

Table 17: Proportion of those aged 65 + who are economically active¹⁷

	2005	2006	2007	2008	2009	2010	2011	2012
East Devon	6%	3%	6%	8%	6%	13%	12%	12%
Exeter	7%	10%	15%	7%	11%	14%	7%	6%
Mid Devon	8%	6%	NA	NA	10%	11%	14%	25%
North Devon	9%	8%	NA	10%	5%	9%	11%	4%
South Hams	9%	10%	9%	12%	11%	12%	16%	18%
Teignbridge	9%	12%	NA	8%	5%	6%	15%	18%
Torridge	12%	9%	NA	NA	15%	7%	8%	14%

The proportion of the working age population who are claiming Job Seekers Allowance in East Devon is very low, with the district ranking in the bottom 20% of districts nationally. In East Devon, 1.6% of people were claiming Job Seekers Allowance in 2012, compared with 2.3% in Exeter and 3.7% nationally.²³

Chart 7: Unemployment rates 1992 – 2012²³



The ward with the highest proportion of residents claiming Job Seekers Allowance is Exmouth Town with 3%, the ward with the lowest proportion is Raleigh with just 0.5% of the population claiming the allowance.²³

The proportion of the working age population who are in long-term unemployment in East Devon is very low, with the district ranking in the bottom 20% of districts nationally. In East Devon, 18.96% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 25.92% in Exeter and 26.59% nationally.²³

The unemployment rate for 16-24 yr olds is 2.7% which is very low by national standards and Devon standards with East Devon having the second lowest rate of all the Devon districts with just Exeter in front with 2.4%.²³

Table 18: Unemployment rates for 16-24 yr olds as a proportion of those unemployed²³

	Unemployment rate 16-24 yr olds Dec 2012
East Devon	2.7
Exeter	2.4
Mid Devon	4.1
North Devon	4.4
South Hams	2.9
Teignbridge	3.3
Torridge	6.5
West Devon	3.5
National Avg	5.9

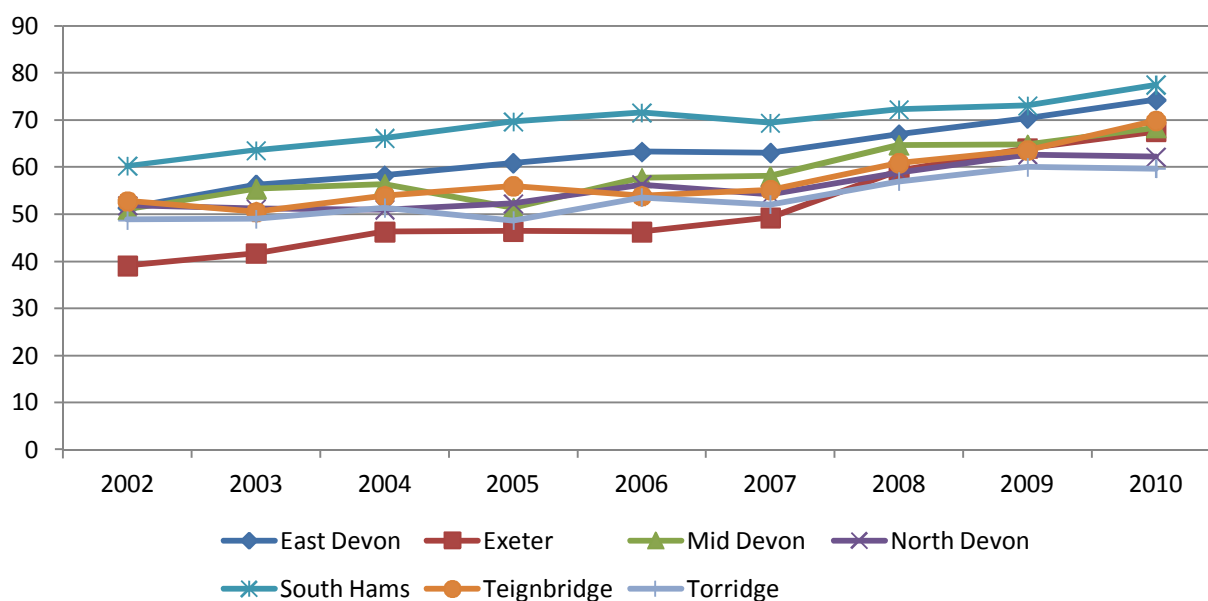
4.4 Skills and Qualifications

The workforce in East Devon shows a good level of education with a mix of academic and vocational skills. The proportion of the working age resident population with no qualifications in East Devon is very low, with the area ranking in the bottom 30% of districts nationally. In 2013, 6.27% of the working age population had no qualifications, compared with 4.09% in Exeter and 9.32% nationally.¹⁷

The proportion of 15 year olds achieving 5 or more GCSE's at grades A*-G in East Devon in 2011 was 96.5% with the area ranking in the top 20% of districts nationally.²⁴ The proportion of 15 years olds achieving 5 or more GCSE's at grades A*-C including English and Maths in East Devon in 2011 was 64.5 % with the area ranking in the top 10% of districts nationally.²⁴

The proportion of students gaining 5+ GCSEs (A*-C) in East Devon has been improving since 2002 following the national trend. East Devon along with Exeter has seen the biggest improvement in numbers gaining 5+ GCSEs and is catching up with the best performing district in Devon.²⁴

Chart 8: Proportion of students gaining 5+GCSEs (A*-C) 2002-2010²⁴



The proportion of the working age resident population qualified to NVQ level 2 in East Devon is high, with the area ranking in the top 40% of districts nationally. In 2013, 19.84% of working age residents were qualified to NVQ level 2, compared with 23.28% in Devon & Cornwall and 20.65% nationally.¹⁷

The proportion of the working age resident population qualified to NVQ level 3 in East Devon is average, with the area ranking in the middle 20% of districts nationally. In 2013, 19.81% of the working age population held 2 A-Levels or equivalent, compared with 22.87% in Devon & Cornwall and 19.43% nationally.¹⁷

The proportion of the working age resident population qualified to NVQ level 4 and above in East Devon is high, with the area ranking in the top 40% of districts nationally. In 2013, 40.53% held a degree or equivalent, compared with 32.24% in Devon & Cornwall and 35.25% nationally.¹⁷

Table 19: Proportion of the 16-64 population qualified to NVQ level including trade apprenticeships 2013 ¹⁷

	NVQ Level 1	NVQ Level 2	NVQ Level 3	NVQ Level 4+ (degree level and above)
East Devon	12.53	19.84	19.81	40.53
Exeter	9.2	22.68	25.04	35.89
Mid Devon	9.89	20.34	26.97	28.31
North Devon	11.3	23.07	21.22	34.81
South Hams	8.04	24.79	24.74	34.85
Teignbridge	15.03	22.7	21.54	31.6
Torridge	19.59	18.47	17.84	28.24
West Devon	4.02	24.66	25.67	39.63
National Avg	11.89	20.65	19.43	35.25

Sources of evidence

- 1 Office for National Statistics: Census 2011 (LF)
- 2 Office for National Statistics: PPSA Population Estimates
- 3 Office for National Statistics: Census 2001
- 4 Valuation Office 2009 Reproduced under the terms of the Click-Use License (LF)
- 5 Land Registry - Reproduced under the terms of the Click-Use License (LF)
- 6 Office National Statistics: ASHE 2013 (LF)
- 7 South West Observatory Environment Module Local Profiles 2011 <http://www.swenvo.org.uk/>
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- 13 Office for National Statistics: LA Summaries ID 20102012
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- 15 Office for National Statistics: Life expectancy at birth 2008-2010 (LF)
- 16 Office for National Statistics: Life expectancy at birth 1999-2003 Ward Level (LF)
- 17 Office for National Statistics: Annual Population Survey Sept 2012 & 2013 (LF)
- 18 Office for National Statistics: GVA by NUTS 3 2012 (LF)
- 19 Office for National Statistics: The Business Register and Employment Survey (BRES) 2012 (LF)
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- 21 Office for National Statistics: Inter Departmental Business Register (IDBR) 2012 (LF)
- 22 Office for National Statistics: Inter Departmental Business Register (IDBR) 2013 (LF)
- 23 Office for National Statistics: Claimant count - age duration with proportions Dec 2012 (LF)
- 24 Department for Education - Reproduced under the terms of the Click-Use License (LF)
- 25 South West Tourism - <http://www.swtourismalliance.org.uk>
- 26 Office for National Statistics: Internal Migration by local authorities in England and Wales
- 27 National Housing Federation – [Rural housing, Countryside in crisis report 2014](#)

Source Note: All Office for National Statistics licensed under the Open Government Licence v.1.0.

(LF) – Available on Local Futures for more information on Local Futures please contact Joanne Avery at javery@eastdevon.gov.uk

List of changes made to this edition of Knowing East Devon

Change / addition made	Page
Transport - updated data	8
Housing including table 1 and 3 – updated data	8,9
Wages - updated data	9
Tourism including table 4 and chart 1 – updated data	10 - 11
Energy – updated data	11 - 12
Population change including chart 3 – updated data	14
Migration data including charts 4&5 and tables 7&8 – updated data	15-17
Health Overview – updated links to reports	21
Economic Performance including table 12 – updated data	22-23
Business & Enterprise including table 13&14	23-24
Skills and Qualifications including table 19	27-28