



# Knowing East Devon

A people and place profile

Release 3

*Knowing East Devon* 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.

This is a narrative for our local area.

### **Feedback**

If you have any feedback on this report please contact East Devon District Council's communications team on 01395 516551 or [communications@eastdevon.gov.uk](mailto:communications@eastdevon.gov.uk)

Release 3

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A large magnifying glass graphic with a blue outline. The lens is positioned over the title and subtitle. The handle extends from the bottom left towards the center.

# Knowing East Devon

A people and  
place profile

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# 1 In a nutshell

Some quick facts and about this report

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 Place Analytics. Place Analytics provide a geographical perspective on economic, social and environmental change through analysis of national and local data.

**East Devon is a good place to live with a rich natural environment**

## **Place**

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 and its coast line being part of a world heritage site.

We have good transport links including the main airport for the south west region Exeter International Airport being based in the district. The rural nature of parts of the district means that we have high levels of car ownership. There is also a large out flow of workers leaving the district to work in places such as Exeter, Mid Devon and South Somerset.

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Levels of home ownership are high with a significant 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 makes East Devon a wonderful place to live and to visit and our natural economy brings significant employment and business opportunity to East Devon.

## People

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 50.3 years (the national average is 40 years).

The 65+ age range looks set to grow more than any other over the next ten 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 8,385 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

## The average household size in the district is 2.2 residents

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 2,474 more people moving into the area than out. The largest age group moving in and out of the district were in the 25 to 44 age group.

The average income for households in East Devon in 2013/14 was £26,700 which was just above the Devon and Cornwall average of £25,456 but below the England average of £31,362. 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. 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 main types of employment are in the services industry which accounts for 84% of the employment in East Devon

### **Economy**

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 2015 7,050 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 84% 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 to 64 who are economically active (in work or actively seeking and able to work) is 81.9%, which is above the national average.

The proportion of 15-year-olds achieving five or more GCSEs at grades A\* to 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 20% of districts nationally.

**Next:  
Place**



# 2 Place

Location and geography,  
transport, housing and  
environment



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

## 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 4.1<sup>1</sup>).

Of our 32 wards, 21 have a population density below the England average. We do however also have a mix of market and coastal town areas with much higher population densities including towns such as Exmouth, Seaton and Honiton.<sup>1</sup>

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 (AONBs) – East Devon AONB covers some 270 km<sup>2</sup>

of beautiful landscape between Exmouth to Lyme Regis and up to Honiton, whilst to the north of Honiton you will find 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)<sup>2</sup>, Budleigh Salterton, Sidmouth and Seaton. Inland are Honiton, Ottery St Mary and Axminster.

## The levels of car ownership reflect the rural nature of the district

### 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 three 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 three 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 Davids station and can take two 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 – at the last census it was recorded that 84.1% of households at the last census owned at least one vehicle, with the national figure being 74.4%.<sup>1</sup> In 2015 the number of registered vehicles in East Devon stood at 98,000 – the highest number of all of the Devon district areas and an 8% rise on the number registered in 2010.<sup>28</sup>

The rural nature of some parts of the district is such that 13 of our wards have less than one person per hectare living there.<sup>1</sup> 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.<sup>1</sup>

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 16.7 km in 2001 to 18 km in 2011.<sup>1</sup>

### 2.3 Housing

At the last census there were 63,881 homes listed in East Devon – the highest number of all the Devon districts.<sup>1</sup> 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.<sup>1</sup>

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%.<sup>1</sup>

East Devon, along with 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. 15.3% 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%.<sup>4</sup>

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Table 1  
Proportion (%) of dwellings in each Council Tax band by area (June 2016)<sup>4</sup>

	A	B	C	D	E	F	G	H
<b>East Devon</b>	<b>9.2</b>	<b>19.5</b>	<b>22.7</b>	<b>18.2</b>	<b>15.0</b>	<b>9.1</b>	<b>5.9</b>	<b>0.3</b>
Exeter	20.9	26.7	24.6	15.6	7.2	3.3	1.6	0.1
Mid Devon	17.4	25.0	18.4	17.1	12.6	6.6	2.7	0.2
North Devon	22.3	24.5	21.2	17.0	9.4	4.1	1.3	0.1
South Hams	11.4	19.7	19.5	18.2	15.2	8.4	6.9	0.8
Teignbridge	14.1	23.0	22.0	18.8	12.5	6.2	3.2	0.2
Torridge	25.4	21.9	20.8	17.4	9.9	3.3	1.2	0.1
West Devon	13.5	25.1	20.8	16.2	13.1	6.9	4.0	0.3
Devon	16.2	23.0	21.6	17.4	11.9	6.1	3.5	0.3
National avg.	24.5	19.6	21.8	15.4	9.5	5.0	3.5	0.6

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 24,500 in number are detached, the highest number in Devon.

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 Table 2  
 Number of dwellings  
 by type by area (2011)<sup>1</sup>

	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
<b>East Devon</b>	<b>63,881</b>	<b>24,567</b>	<b>16,399</b>	<b>12,484</b>	<b>6,067</b>	<b>3,057</b>	<b>969</b>	<b>413</b>
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

## The district has the second highest amount of holiday homes of the Devon districts

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. Forty per cent 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%.<sup>1</sup>

The average house price in the district is £276,739. This is the second highest in Devon only the South Ham is higher, it is also above the Devon and Cornwall average of £238,039.<sup>5</sup> 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 £394.40<sup>6</sup> 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. The current ratio is 11.42, one of the highest of the districts in Devon and above the national average of 9.92.<sup>5</sup>

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.<sup>27</sup>

**The average house price in the district is £276,739**

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 Table 3  
 Average house prices (2016) <sup>5</sup>

	Average (annual, 2016)	Detached (April to June 2016)	Semi-detached (April to June 2016)	Flats (April to June 2016)	Terraced (April to June 2016)	Change (short term, June 2015 to June 2016)	Change (long term, June 2006 to June 2016)
<b>East Devon</b>	<b>£276,739</b>	<b>£365,699</b>	<b>£243,585</b>	<b>£192,207</b>	<b>£207,215</b>	<b>-1.533</b>	<b>14.85</b>
Exeter	£245,025	£379,972	£250,279	£140,406	£227,982	-7.45	26.33
Mid Devon	£232,134	£293,518	£206,775	£114,383	£192,394	0.33	14.24
North Devon	£239,190	£307,728	£219,887	£116,604	£178,799	-5.81	10.12
South Hams	£332,868	£432,050	£239,421	£216,202	£240,351	-5.11	12.32
Teignbridge	£243,031	£327,215	£214,011	£144,695	£191,260	-1.76	15.81
Torridge	£220,272	£263,397	£211,766	£129,106	£158,960	-3.84	11.64
West Devon	£256,159	£320,122	£195,866	£121,500	£1802,88	6.74	5.21
National Avg	£276,460	£361,898	£234,114	£262,597	£224,064	0.61	33.26

## The largest proportion of land in East Devon is classified as green space

### 2.4 Environment

East Devon is the sixth largest local authority area in Devon, with almost 823,732 m<sup>2</sup> within its realm. The largest proportion of land in East Devon is classified as green space, accounting for 748,938 m<sup>2</sup> or 91% of its total area.<sup>7</sup>

The natural environment of East Devon is one with wonderful countryside, beautiful coastline, important wildlife habitats and a rich natural heritage.

## East Devon in the top 10% of all the districts nationally for natural beauty and environment

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 District Council 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\* and natural environment†, Place Analytics put East Devon in the top 10% of all the districts nationally.

\* This indicator takes into consideration national parks, AONBs, heritage coasts, 'Blue Flag' beaches, ancient woodland, nature reserves and environmentally-sensitive areas.

† This indicator takes into consideration housing density, road density, air quality, tranquillity, natural beauty (see distinct indicator), green space and water.

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Table 4

Number of tourist visits to East Devon 2012<sup>25</sup>

	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

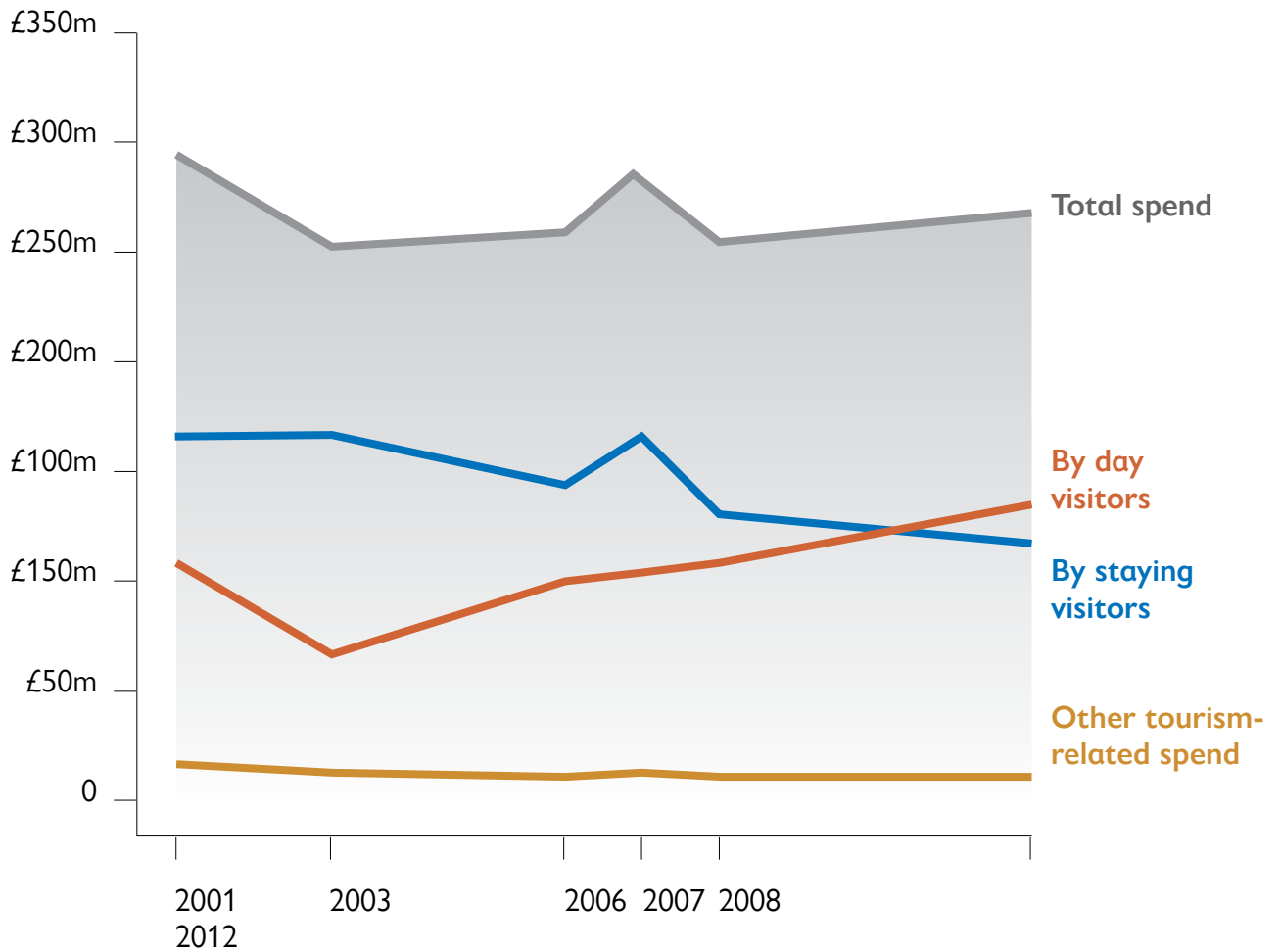
### 2.5 Tourism

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 Devon:<sup>25</sup>

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

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.<sup>25</sup>

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 Chart 1  
 Spend by tourist visitors to East Devon, 2012<sup>25</sup>



### 2.6 Energy

East Devon has one lowest per capita (head of population) CO<sub>2</sub> output of all the districts in Devon. In 2014, this amounted to 6.09 tonnes of CO<sub>2</sub> emissions per capita – the Devon and Cornwall average was 5.69 tonnes and the national average was 6.1 tonnes.<sup>29</sup>

In terms of total CO<sub>2</sub> produced, East Devon produced 829.94 tonnes of CO<sub>2</sub> – 37% of this was from road transport, 30% from domestic emissions, 30% from industry and commercial, and 1% from LULUCF. East Devon produces the second



highest amount of CO<sub>2</sub> in Devon from road transport with 309.09 tonnes in 2014 (Teignbridge produced 365.53 tonnes).<sup>29</sup>

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 – for example, 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 11.26%, which is above the national average of 10.56%, although just below the Devon and Cornwall average of 13.47%.<sup>8</sup>

## Levels of fuel poverty in East Devon area are above the national average

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Table 5  
Fuel Poverty levels (2014)<sup>8</sup>

	Fuel Poor	
	Number of households	Percent of households
<b>East Devon</b>	<b>6,988</b>	<b>11.3%</b>
Exeter	6,379	12.3%
Mid Devon	4,959	14.4%
North Devon	5,834	13.9%
South Hams	5,113	13.2%
Teignbridge	6,626	11.7%
Torridge	4,397	15.0%
West Devon	3,622	15.2%

Next:  
People



# 3 People

Population, households,  
ethnicity, religion,  
migration, income and  
earnings, deprivation,  
crime and health

### 3.1 Population

In 2015 the mid-year population estimates put East Devon's population at 138,141 a raise of 5,684 from the last census figure in 2011.<sup>30</sup>

The population of East Devon has an older age profile, with the average age of its residents being 50.3 years (national average is 40 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).<sup>30</sup>

**The population of East Devon has an older age profile, with the average age of its residents being 50.3 years**

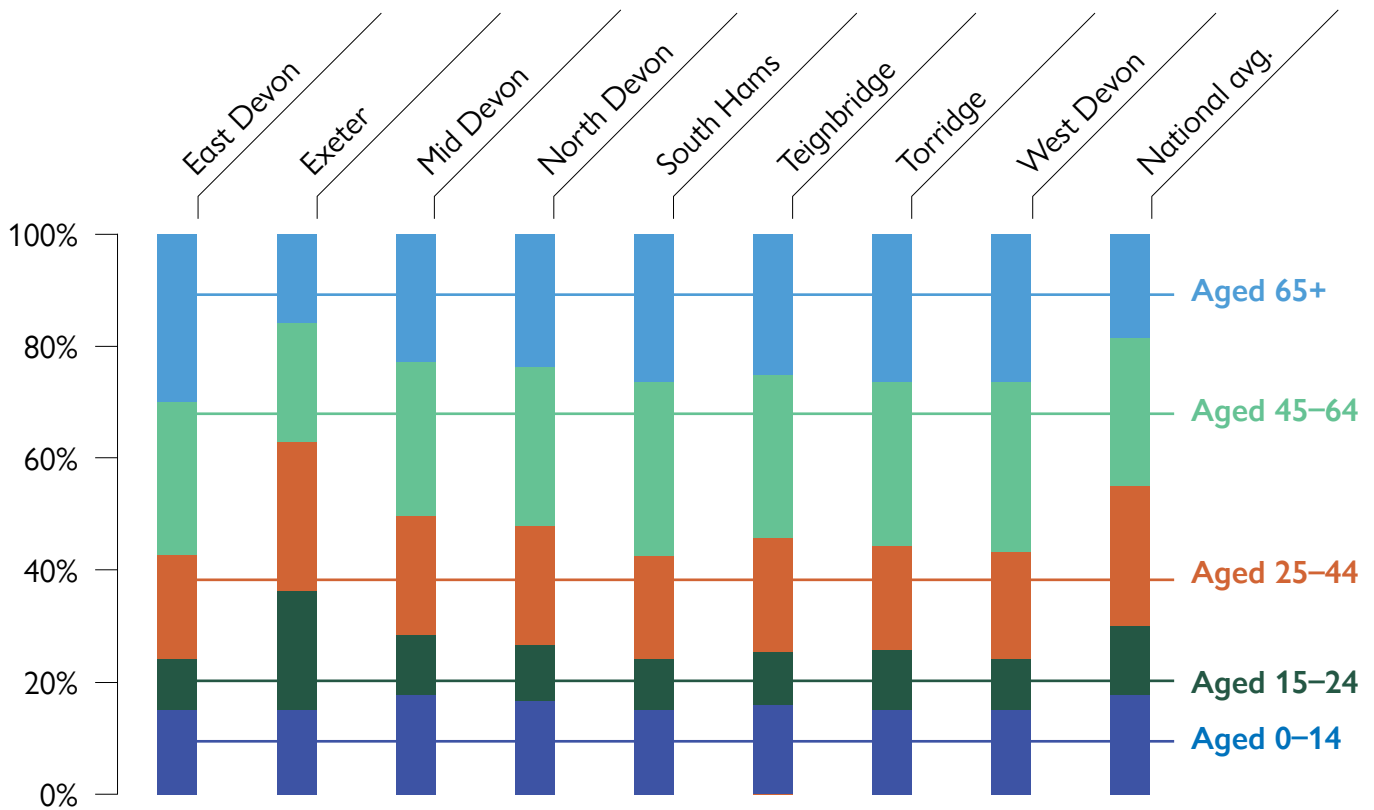
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Table 6

Proportion (percent) of the population by age range 2015<sup>30</sup>

	Population aged (percent)					Average age (years)
	0–14	15–24	25–44	45–65	65+	
<b>East Devon</b>	<b>14.64</b>	<b>9.41</b>	<b>18.65</b>	<b>27.46</b>	<b>29.83</b>	<b>50.3</b>
Exeter	14.5	21.13	27.49	21.2	15.67	34
Mid Devon	17.18	10.43	21.35	28.37	22.67	45.7
North Devon	15.97	10.31	21.19	27.95	24.58	46.9
South Hams	14.84	9.46	18.25	30.66	26.79	50.1
Teignbridge	15.2	9.78	20.42	29.04	25.58	48.3
Torridge	15.29	9.66	19.55	29.44	26.06	49
West Devon	14.93	9.16	19.12	30.36	26.44	49.7
National avg.	17.66	12.45	26.42	25.58	17.89	40

Chart 2  
Proportion (percent) of the population by age range, 2015<sup>30</sup>

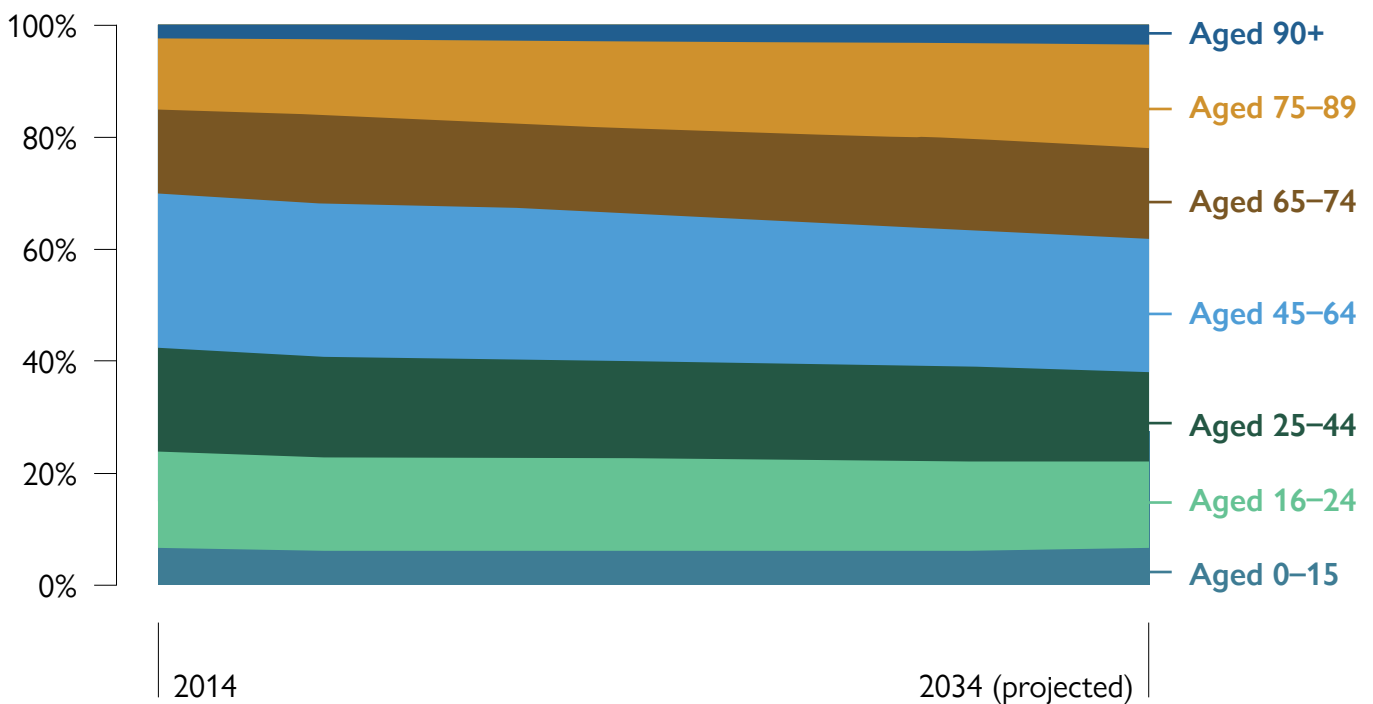


**The overall population is expected to increase by 8,385 people between 2014 and 2024**

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 ten 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 8,385 people between 2014 and 2024, a rise of 6%.<sup>9</sup> 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+

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 Chart 3  
 East Devon population change by age 2014–2034<sup>9</sup>



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%.<sup>1</sup>

The ward with the highest number of zero to 14 year olds is Exmouth Withycombe Raleigh with 1,271. The ward with the highest proportion of zero to 14 population is Ottery St Mary Town with 18.2%.<sup>1</sup>

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

**With an increase in the ageing population the dependency on the economically active will increase and effect our labour market**

those who are economically active). In East Devon this is 0.78, which is very high by local and national standards, and puts the district in the top ten of all districts areas. By comparison, Exeter has a dependency ratio of 0.42 and the national figure is 0.55. With an increase in the ageing population this dependency on the economically active will increase and effect our labour market.<sup>30</sup>

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.<sup>10</sup>

### 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 2,000 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%.<sup>1</sup>

### 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.<sup>1</sup>

### 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.<sup>1</sup>

### 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 demographics of an area is the movement of residents in and out.

The migration of population into East Devon from other parts of the UK show that in the year up to June 2015 there were 2,474 more people moving into the area than out. The largest age group moving in and out of the district was the 25 to 44 group.<sup>26</sup> 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 2015<sup>26</sup>

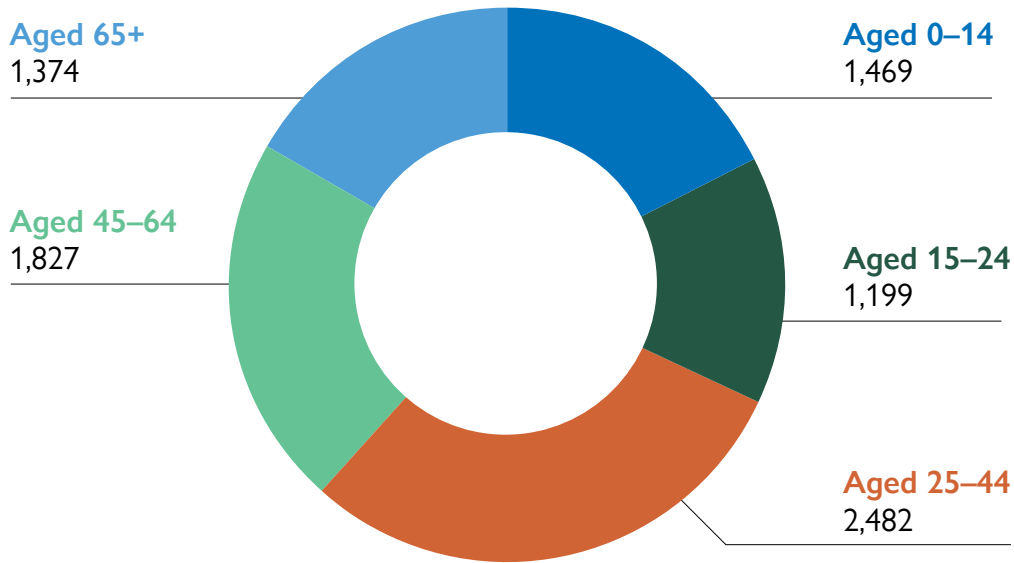
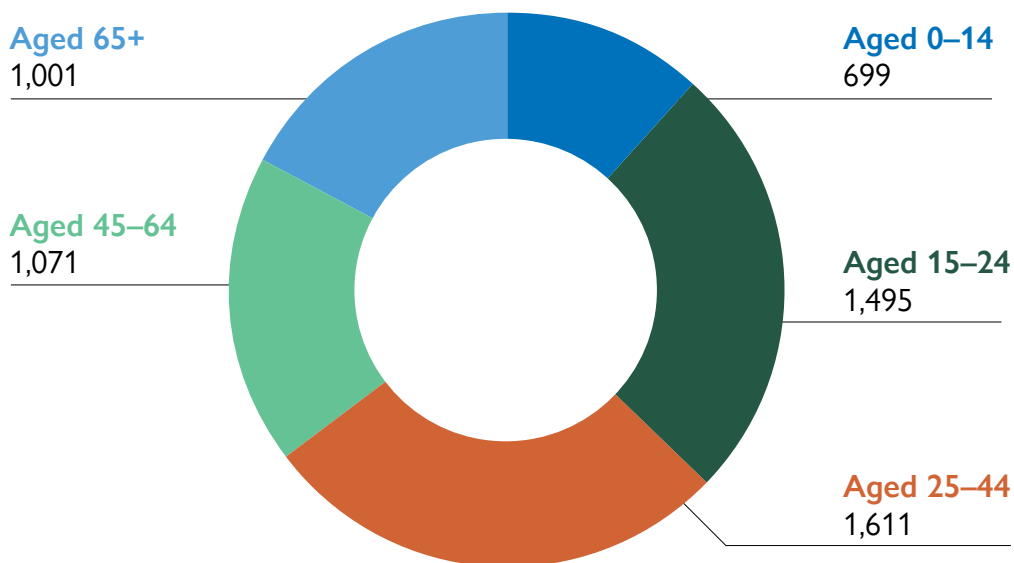


Chart 5  
Migration outflow from East Devon by age range  
to other UK areas in 2015<sup>26</sup>



Of those moving into East Devon 61% were from the wider South West including 21% from Exeter 25% were from the South East, East and London areas. Of those from the 25 to 44 age group, the largest age group coming into the district 66% were from the South West including 30% from Exeter 11% came from the South East and 6% from London.

Of the 65+ age group the largest age group coming into the district 52% were from the South West including 11% from

Exeter 19% came from the South East and 6% from London. In 2015 there were 1,375 more people moving into East Devon than in 2012, with over 900 more moving in from other parts of the South West than in 2012.

Of those moving out of the area 65% stayed within the larger South West region with 16% moving to Exeter. Of those aged 25 to 44, the largest group leaving East Devon 23% moved to Exeter and 7% to London. Of the 65+ age group the largest

.....  
Table 7  
Inflow to East Devon by age and area in 2015<sup>26</sup>

Age	0–15	16–24	25–44	45–64	65+	Total
South West	968	740	1,649	987	717	5,061
South East	176	150	264	385	261	1,236
London	66	50	149	108	81	454
West Midlands	64	48	90	86	97	385
East	63	27	105	100	83	378
East Midlands	40	34	69	51	48	242
Wales	15	66	38	31	29	179
North West	14	20	43	38	28	144
Yorkshire and The Humber	24	30	34	20	14	122
Scotland	23	14	27	17	13	93
North East	13	16	12	1	1	44
Northern Ireland	4	4	2	2	2	15
Total	1,469	1,199	2,482	1,827	1,374	8,351



**In 2015 there were 1,375 more people moving into East Devon than in 2012, with over 900 more moving in from other parts of the South West**

age group leaving the district 61% were going to other parts of the South West including 11% to Exeter, 17% moved to the South East.<sup>26</sup> In 2015 there were 147 more people leaving the area than in 2012 with London and the South East seeing a reduction of inflow from our district.

East Devon has limited migration from outside of the UK. At the 2011 census only 4.6% (6,018) of the residents from East Devon were born outside of the UK with 38% of those originating from Europe.<sup>1</sup>

.....  
Table 8  
Outflow from East Devon by age and area in 2015<sup>26</sup>

Age	0–15	16–24	25–44	45–64	65+	Total
South West	522	762	1,180	761	606	3,831
South East	55	184	94	87	172	593
London	22	130	115	19	19	306
West Midlands	21	81	48	43	44	236
Wales	17	110	42	24	27	220
East	9	33	26	40	41	150
North West	15	45	26	34	31	150
East Midlands	11	47	30	26	32	146
Yorkshire	5	48	21	16	19	108
North East	6	38	13	7	6	70
Scotland	17	16	14	11	4	62
Northern Ireland	0	1	1	2	0	5
Total	699	1,495	1,611	1,071	1,001	5,877

### 3.6 Income and earnings

The average income for all households in East Devon in 2013/14 was £26,700 which was just above the Devon and Cornwall average of £25,456 but below the national average of £31,362. The South Hams has the highest income levels of the Devon districts at £28,800.<sup>11</sup>

The average pension income for those paying tax in 2013/14 was £18,400 which is the highest pension income in Devon. The Devon and Cornwall average was £15,586 and the National average was £15,883. East Devon is in the top 20% of districts for pension income across England.<sup>11</sup>

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 87.65 this is very low by national standards (national average is 140.59) 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.<sup>12</sup>

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 128.46 which is below the national average of 130.51 but above the Devon and Cornwall figure of 124.12. 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 Whimble at 72.5 per thousand.<sup>12</sup>

The average weekly pay for those living in East Devon is £394.40 with the Devon average at £369.70 but is below the England average of £430.2.<sup>6</sup> 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 9.91 per 1,000 population with the national average being 17.03 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.<sup>12</sup>

### 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 248 out of 326. Across the district, there is just two Lower Super Output Area (LSOA)\* in the most deprived 30% of all areas across England which are contained within the wards of Exmouth Littleham and Exmouth Withycombe Raleigh. There are areas of Honiton St Michael's and Exmouth Town which are in the top 40% most deprived nationally.<sup>13</sup>

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\* 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 ten most deprived LSOAs in East Devon 2015<sup>13</sup>

Rank	LSOA	Ward	Deprivation score	National rank
1	East Devon 020C	Exmouth Littleham	33.67	6,640
2	East Devon 018C	Exmouth Withycombe Raleigh	27.85	9,250
3	East Devon 019A	Exmouth Town	26.84	9,802
4	East Devon 019C	Exmouth Town	25.95	10,311
5	East Devon 002A	Honiton St Michael's	25.39	10,647
6	East Devon 002B	Honiton St Paul's	24.69	11,018
7	East Devon 019D	Exmouth Town	22.53	12,371
8	East Devon 010B	Seaton	19.82	14,414
9	East Devon 001A	Dunkeswell	19.64	14,557
10	East Devon 005B	Axminster Town	19.2	14,877

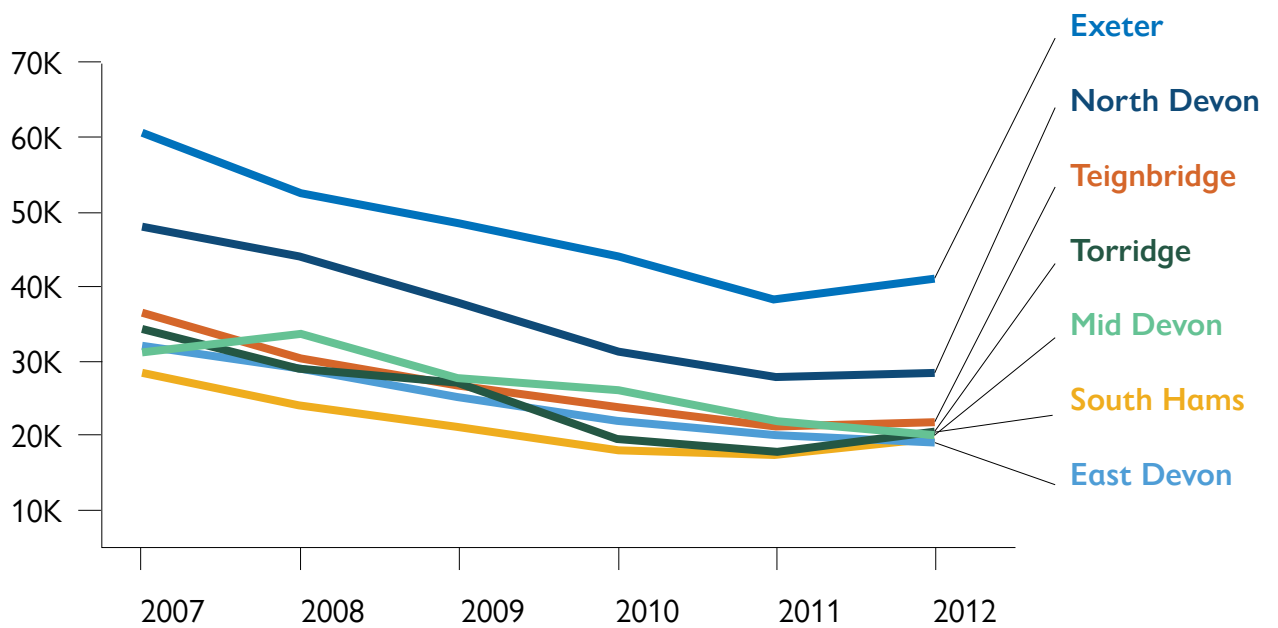
### 3.8 Crime

East Devon is one of the lowest crime rate areas in Britain with 19.1 offences per thousand residents in 2012. By comparison the Devon figure 27.49 was and the national figure was 37.63 offences per thousand residents.<sup>14</sup>

The levels of recorded crime in East Devon have fallen for the last six 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.

**East Devon is one of the lowest crime rate areas in Britain**

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 Chart 6  
 Recorded crime per thousand population, 2007–12<sup>14</sup>



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 Table 10  
 Crime rates by crime types 2012<sup>14</sup>

	Burglaries (per thousand pop.)	Vehicle crimes (per thousand vehicles)	Violent crimes (per 1000 pop.)
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
Torrridge	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 82.6 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.<sup>15</sup> The ward with the highest average life expectancy is Yarty at 85 years and the lowest is Trinity at 77 years old.<sup>16</sup>

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.<sup>17</sup>

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.<sup>1</sup>

The *East Devon Public Health Implementation Plan – Priority Actions 2015/16* sets out the areas of health and wellbeing where the greatest impact can be made on the health inequality of the Devon population and the actions being taken to tackle them.

The priorities within the Public Health Implementation Plan are:

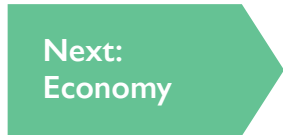
- Improving the wider determinants of health: wider factors that affect health and wellbeing

- Health Improvement: helping people to live healthy lifestyles and make healthy choices
- Healthcare public health and preventing premature mortality: reducing numbers of people living with preventable ill health and people dying prematurely
- Health Protection: protecting the population's health from major incidents and other threats

.....

Table 11  
Health of the resident population (self-reporting), 2011<sup>1</sup>

	Good Health (pop)		
	Good	Fairly	Not good
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
Torrige	78.37	15.42	14.28
West Devon	80.58	14.28	11.21
National avg.	81.19	13.2	11.9





4  
Economy

Economic performance,  
business and enterprise,  
labour market and skills  
and qualifications

## The share of national GVA in East Devon is low by national standards, with the area ranking in the bottom 40% of districts nationally

### 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 but growing, with the area ranking in the bottom 40% of districts nationally. GVA per head in East Devon is £47,109, compared with £60,119 in Exeter and £55,658 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 0.35%.<sup>18</sup>

The median 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 £378.5, compared with £430 nationally. In comparison with all of the Devon districts East Devon fares better being the third highest weekly wage with Exeter at £440 and Mid Devon at £388.<sup>6</sup>

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 £394 with the Devon average at £369 although it is still a way below the England average of £430.<sup>6</sup>

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 in East Devon accounted for 13.83% of total employment in 2014. This is very low with East Devon in the bottom 20% of districts nationally. By comparison, the Exeter figure was 21.31%, and the national figure was 22.02%.<sup>19</sup>

The main types of employment are in the services industry which accounts for 84% 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 and often part time. The percentage rate of full time jobs is 62.4% which is below the national average of 68.3%.<sup>19</sup>

.....  
 Table 12  
 Employee jobs by industry 2014<sup>19</sup>

	East Devon (employee jobs)	East Devon (%)	Exeter (%)	Teignbridge (%)	Mid Devon (%)	South West (%)	Great Britain (%)
Manufacturing	<b>2,800</b>	<b>6.2</b>	3	9.3	16.4	9.2	8.5
Construction	<b>3,300</b>	<b>7.4</b>	3.8	7	6.2	4.8	4.5
Services	<b>37,700</b>	<b>84</b>	91.5	81.8	76.3	84.7	85.6
Wholesale and retail, including motor trades (G)	<b>8,800</b>	<b>19.5</b>	15.3	19.9	20.3	16.5	15.9
Transport storage (H)	<b>2,600</b>	<b>5.7</b>	2.8	2.8	4.9	3.5	4.5
Accommodation and food services (I)	<b>5,500</b>	<b>12.2</b>	5.6	10.6	6.2	8.7	7.1
Information and communication (J)	<b>1,200</b>	<b>2.7</b>	4.1	2	1.4	3	4.1
Financial and other business services (K–N)	<b>5,500</b>	<b>12.3</b>	21.6	16.4	12.3	20	22.2
Public admin, education and health (O–Q)	<b>11,600</b>	<b>25.9</b>	38.4	25.3	26.5	28.8	27.4
Other (R–S)	<b>2,500</b>	<b>5.6</b>	3.6	4.9	4.7	4.2	4.4



## 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 Place Analytics 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 low compared with national figures, with the area ranking in the bottom 20% of districts nationally. In 2014 the business formation rate was 10.64% of all businesses this is below the national rate of 13.86% but is an improvement on

the 2012 figure of 8.43% and is one of the top for all the Devon districts just behind Exeter's 10.74%.<sup>21</sup>

Between 1998 and 2015, the total business stock in East Devon changed by 49.52%. 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 107.29%.<sup>22</sup> 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 2015 7,050 VAT-registered businesses were listed in East Devon this is the highest number of businesses of all the Devon districts including Exeter<sup>22</sup>. In terms of the number of businesses per 1000 population East Devon shows good performance against the national average of 55.05 per thousand.<sup>22</sup>

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 85.39% this places the area in the top 30% of districts nationally for the number of micro businesses. The average business size is 6.39 employees is below the Devon and Cornwall average of 8.13 and the national average of 9.89 employees.<sup>22</sup>

.....  
Table 13  
Numbers of VAT registered businesses 2015<sup>22</sup>

	Number of businesses per thousand pop.	Total number VAT-reg. businesses
<b>East Devon</b>	<b>61.04</b>	<b>7,050</b>
Exeter	52.02	5,400
Mid Devon	74	4,810
North Devon	71.1	5,610
South Hams	78.6	5,620
Teignbridge	57.52	6,155
Torridge	71.18	3,915
West Devon	75.43	3,470
National avg.	55.05	2,825,485

.....  
Table 14  
Business size 2015<sup>22</sup>

	Average business size (no. of employees)	Percent of micro business (employing nine or less)	Percent of small business (employing 10–49)	Percent of medium business (employing 50–249)	Percent of large business (employing 250+)
<b>East Devon</b>	<b>6.39</b>	<b>85.39</b>	<b>12.77</b>	<b>1.63</b>	<b>0.21</b>
Exeter	16.55	74.26	20.37	4.54	0.83
Mid Devon	4.83	89.09	9.46	1.35	0.1
North Devon	7.29	85.29	12.3	2.23	0.18
South Hams	6.12	85.77	12.54	1.42	0.27
Teignbridge	7.36	83.67	13.97	2.11	0.24
Torrige	4.55	88.51	9.96	1.4	0.13
West Devon	4.53	88.62	10.23	1.15	0
National avg.	9.89	83.6	13.28	2.71	0.41

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 2016, the self-employment rate was 20.58%, compared with 10.15% in Exeter and 10.16% nationally.<sup>17</sup>

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 2011, 67.37% were still trading in 2014.<sup>21</sup>

.....  
Table 15  
Business survival rates 2011<sup>21</sup>

	Survival rate (%)		
	12 months	24 months	36 months
<b>East Devon</b>	<b>94.02</b>	<b>74.73</b>	<b>67.37</b>
Exeter	93.07	74.07	57.69
Mid Devon	95.24	77.36	64.15
North Devon	92.96	77.78	64.91
South Hams	92.77	78.26	69.01
Teignbridge	92.92	70.37	62.07
Torridge	93.02	75	61.54
West Devon	95.35	81.25	65.71
National avg.	93.56	73.92	60.52

### 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. East Devon has a small working age population with only 54% of the population aged 16 to 64 in nationally the figure is 63% of the population.<sup>30</sup> By 2034 that figure is predicted to drop to 48% of the population.<sup>9</sup>

The proportion of the resident working age population who are in employment in East Devon is good, with the area ranking in the top 10% of districts nationally. In East Devon, 81.9% of the resident working age population are in employment, compared with 73.7% nationally.<sup>17</sup>

In terms of our population aged 65+ we have seen a big rise of those who are economically active. In 2005 just 5% of the 65+ population were economically active this has gone up to 16.8% in 2016 who are now working.<sup>17</sup>

The proportion of the working age population who are claiming Jobseekers Allowance in East Devon is very low, with the district ranking in the bottom 20% of districts nationally. In East Devon, 0.6% of people were claiming Jobseekers Allowance in June 2016, compared with 1.4% nationally.<sup>23</sup>

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, 13.82% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 28.95% nationally. Also the unemployment rate for 16- to 24-year-olds is 0.43%, which is very low by comparison to the national figure of 1.06%.<sup>23</sup>

#### 4.4 Skills and Qualifications

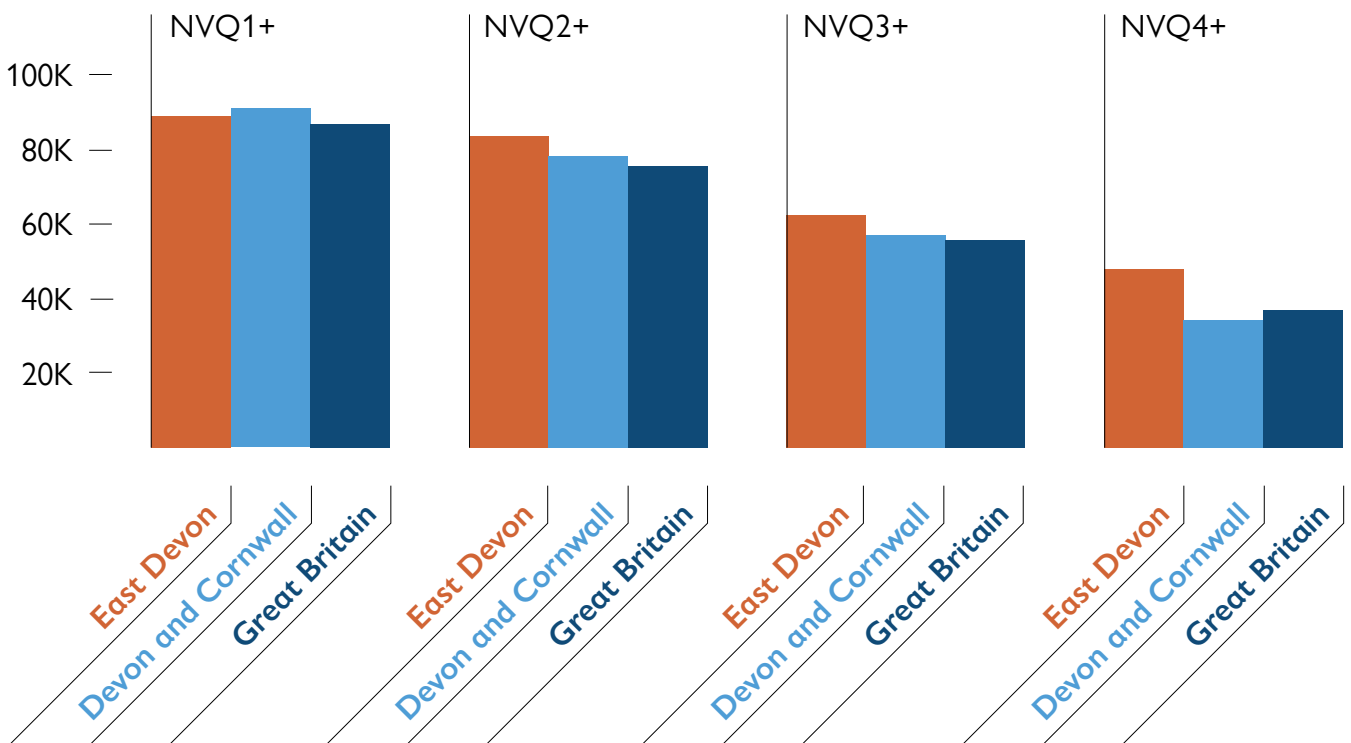
The workforce in East Devon shows a good level of education with a mix of academic and vocational skills. The proportion of the working age resident population with no qualifications in East Devon is very low, with the area ranking in the bottom 30% of districts nationally. In 2015, 3.64% of the working age population had no qualifications, compared with 5.38% nationally.<sup>17</sup>

The proportion of 15 years olds achieving 5 or more GCSEs at grades A\* to C including English and Maths in East Devon in 2013/14 was 71.30% with the area ranking in the top 20% of districts nationally. The proportion of students gaining 5+ GCSEs (A\* to C) in East Devon

has been improving since 2002 following the national trend. East Devon has seen big improvements in numbers gaining 5+ GCSEs and is catching up with the best performing districts in Devon.<sup>24</sup>

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 20% of districts nationally. In 2015, 48.3% held a degree or equivalent, compared with 37.38% in Devon and Cornwall and 37.08% nationally.<sup>17</sup>

.....  
 Chart 7  
 NVQs of working-age population, 2015<sup>17</sup>



## 5 Sources of evidence

- 1 Office for National Statistics: Census, 2011\*
- 2 Office for National Statistics: PPSA Population Estimates
- 3 Office for National Statistics: Census, 2001
- 4 Valuation Office, 2016 †
- 5 Land Registry, 2016 †\*
- 6 Office National Statistics: ASHE, 2015\*
- 7 South West Observatory Environment Module Local Profiles, 2011 (swenvo.org.uk)
- 8 Dept of Energy and Climate Change †
- 9 Office for National Statistics: Population Projections 2012\*
- 10 Office for National Statistics: Midyear population estimates, 2011\*
- 11 HMRC †\*
- 12 Department for Work and Pensions †\*
- 13 Office for National Statistics: LA Summaries ID 20102012
- 14 Office for National Statistics: Recorded Crime, 2012
- 15 Office for National Statistics: Life expectancy at birth 2012–14\*
- 16 Office for National Statistics: life expectancy at birth 1999–2003 Ward Level\*
- 17 Office for National Statistics: Annual Population Survey, 2016\*
- 18 Office for National Statistics: GVA by NUTS 3, 2014\*
- 19 Office for National Statistics: The Business Register and Employment Survey (BRES), 2014\*
- 20 Office for National Statistics: Annual Business Inquiry Employee Analysis, 2012\*
- 21 Office for National Statistics: Inter Departmental Business Register (IDBR), 2014\*
- 22 Office for National Statistics: Inter Departmental Business Register (IDBR) 2015\*
- 23 Office for National Statistics: Claimant count – age duration with proportions, December 2012\*
- 24 Department for Education †\*
- 25 South West Tourism (swtourismalliance.org.uk)
- 26 Office for National Statistics: Internal Migration by local authorities in England and Wales, June 2015
- 27 National Housing Federation – Rural Housing, Countryside in Crisis report, 2014
- 28 Department for transport – Vehicle licensing statistics, 2015 †
- 29 DEFRA: emissions of carbon dioxide for local authority areas, 2014\*
- 30 ons mid-year population estimates, 2015\*

\* Place Analytics

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## 6

### List of changes made to this edition of *Knowing East Devon*

	Page
• Transport: updated data	10
• Housing: updated data including table 1 and 3	11
• Energy: updated data including table 5	16
• Population change: updated data including table 6 and charts 2 and 3	19
• Migration: updated data including charts 4 and 5 and tables 7 and 8	22
• Income and earnings: updated data	26
• Deprivation: updated data and table 9	26
• Health overview: updated references to reports	29
• Economic performance: updated data including table 12	31
• Business and enterprise: updated data including tables 13, 14 and 15	33
• Labour market: updated data	35
• Skills and qualifications: updated data including table 19	36



