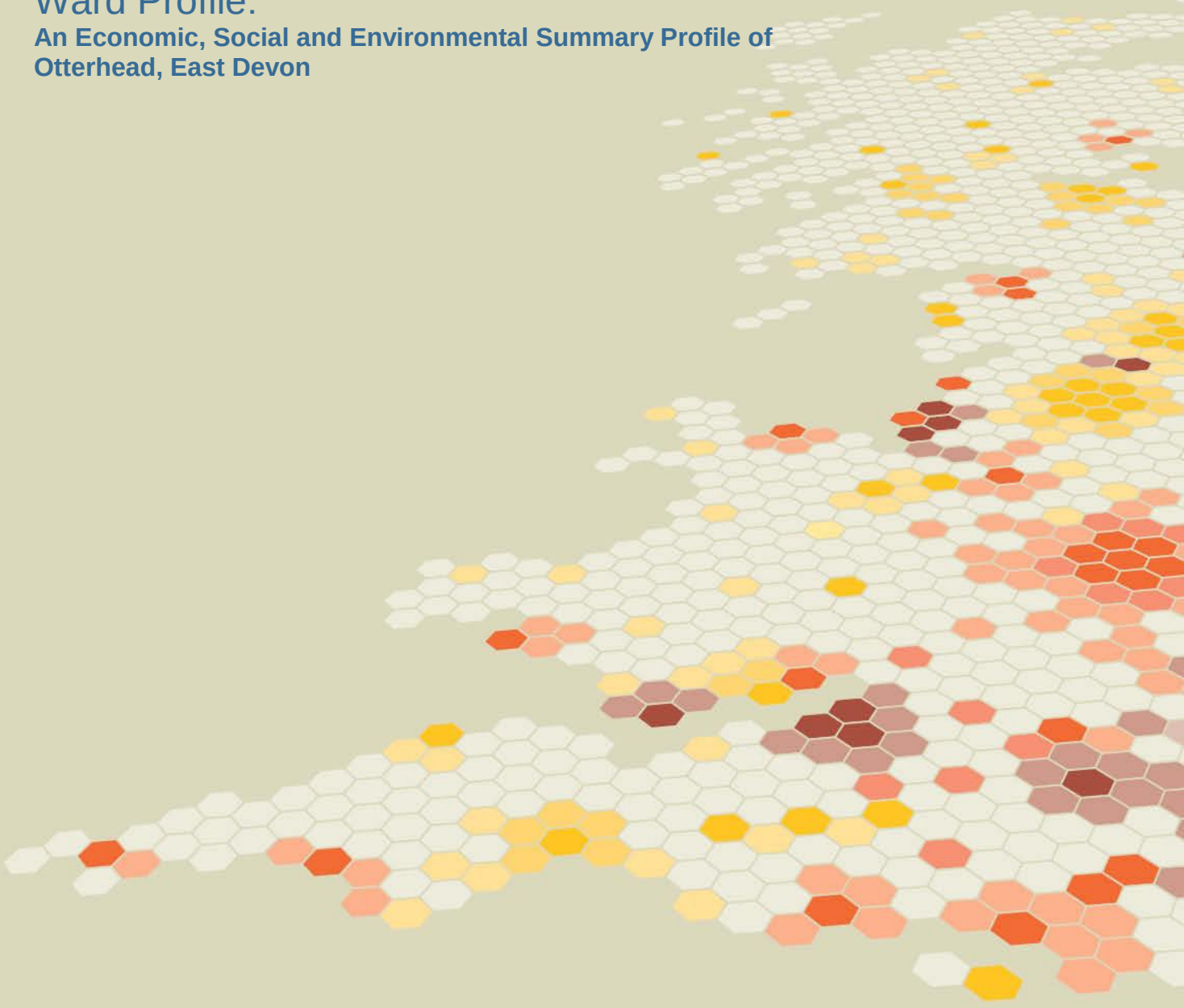
Place Profiles

local futures

November 2013

Ward Profile:

An Economic, Social and Environmental Summary Profile of Otterhead, East Devon



global change: local strategies

About Place Profiles

Place Profiles are computer generated reports that provide a high-level analysis of an area, telling a 'story of place'. The reports can be created at a range of different spatial levels and on a number of different topics, with Summary Place Profiles providing an overall assessment of economic, social and environmental conditions. Place Profiles set an area within its wider context, comparing performance with neighbouring areas, as well as regional and national averages. They are illustrated with maps and charts and include all supporting data. Using the very latest data at the time of creation, Place Profiles have a wide range of research and policy applications.

More information about the profiles and how to purchase further copies is available at the end of this report.

About the Local Futures Group

Established in 1997, Local Futures is a research and strategy consultancy that provides a geographical perspective on economic, social and environmental change. We introduce this perspective into public policy and corporate strategies, both in the UK and internationally.

We provide research and consultancy services, but also offer a range of online services. These include our Local Knowledge and Customer Knowledge subscription services, together with computer generated Place Profiles - reports that tell a compelling 'story of place'.

To find out more about our services or to arrange an online demonstration please telephone 020 7440 7360 or email info@localfutures.com.

Summary Profile Introduction

The summary report assesses at the performance of Otterhead, according to how well the ward scores on a range of selected benchmark indicators of economic, social and environmental well being. An important context for the analysis is the shift towards a more knowledge based economy in Britain. This concept, which is the Government's vision for spreading economic prosperity throughout the UK and for competing in the global economy, is reflected in regional economic strategies and local economic development strategies. One of the aims of this report is to relate thinking on the knowledge economy to wider social and environmental considerations; relating economic competitiveness to sustainable development and quality of life issues.

This summary profile can be used to inform policy development and to act as a framework for monitoring and evaluating progress towards a district's various policy goals. The report can also be used as an evidence base to inform Total Place and the wider place shaping agenda. More detailed Place Profiles for each topic area are also available.

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Economy Introduction

This summary report assesses the present state of the local economy in Otterhead in terms of its competitiveness at district, sub-regional, regional and national levels. Strong economic foundations are critical to the future sucess of areas, creating quality employment opportunities for local people. This profile examines four aspects of economic development that need to be 'joined-up' in the context of strategy, partnership and practical initiatives:

- Industrial Structure
- Business and Enterprise
- Skills and Qualifications
- Labour Market

The report starts by presenting the data for the main composite measures for each aspect of the economy in Otterhead. Each one of these topics in then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Otterhead rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' respresenting the strongest performance, renging to 'E' representing the weakest).

Economy Summary Introduction

Areas	Businesses: per 000 pop (number) 2008	Industrial structure: score (score) 2011	C- Labour Market (%) 2011	C- Qualifications: score (score) 2011
Axminster Rural	42.59	63.57	82.2	97.73
Axminster Town	48.23	54.94	86.51	95.82
Beer and Branscombe	58.7	42.14	86.4	100.65
Broadclyst	65.98	124.57	86.99	106.03
Budleigh	39.26	63.31	83.92	105.61
Clyst Valley	86.98	65.34	88.31	105.83
Coly Valley	45.41	45.41	88.03	106.29
Dunkeswell	62.87	169.66	89.18	86.97
Exe Valley	52.68	42.21	84.67	106.16
Exmouth Brixington	14	26.81	83.12	102.81
Exmouth Halsdon	17.3	23.16	84.59	101.33
Exmouth Littleham	29.71	16.81	77.58	96.02
Exmouth Town	73.66	61.48	79.77	106.35
Exmouth Withycombe Raleigh	23.83	57.95	79.92	98.21
Feniton and Buckerell	13.67	10.23	89.34	103.68
Honiton St Michael`s	39.48	94.79	82.9	96.59
Honiton St Paul`s	56.36	49.51	83.05	97
Newbridges	54.2	27.06	83.97	105.33
Newton Poppleford and Harpford	29.88	35.06	86.01	108.41
Otterhead	57.32	50.97	93.44	105.58
Ottery St Mary Rural	48.42	39.45	85.2	112.02
Ottery St Mary Town	41.29	41.92	83.47	106.72
Raleigh	74.95	34.52	76.84	111.88
Seaton	38.4	36.75	85.23	90.88

Sidmouth Rural	46.25	17.52	83.44	111.96
Sidmouth Sidford	22.98	41.85	84.86	97.36
Sidmouth Town	69.01	26.14	85.85	104.52
Tale Vale	57.04	63.71	87.87	113.6
Trinity	49.94	43.62	83.6	112.05
Whimple	37.25	209.73	83.9	122.69
Woodbury and Lympstone	36.68	56.82	88.75	125.06
Yarty	48.7	55.43	88.98	105.54
East Devon	**57.96**	**62.62**	**84.23**	**103.34**
Devon & Cornwall	**54.16**	**64.94**	**76.98**	**104.18**
South West	**54.69**	**84.2**	**78.38**	**104.94**
National Average	**42.01**	**100**	**73.65**	**100**

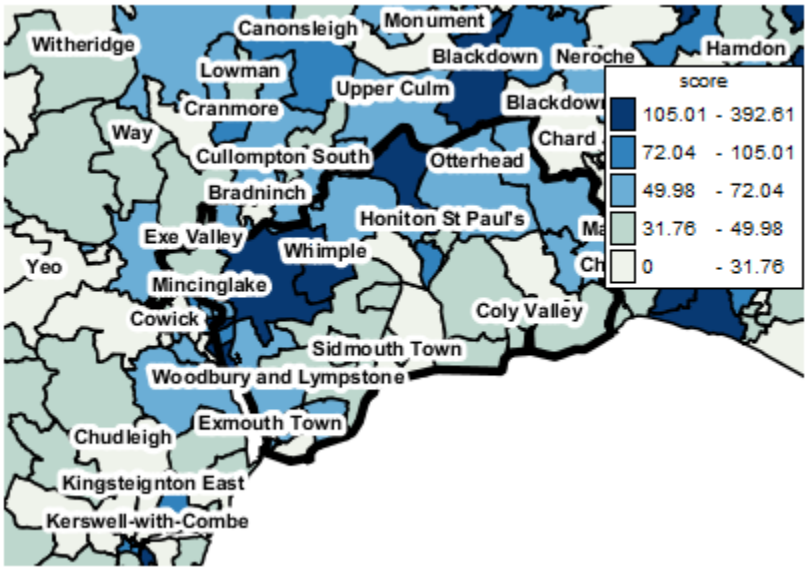
Industrial Structure

Throughout the global economy, the critical structural trend is the growth of the knowledge economy. Our industrial structure profile assesses Otterhead from this knowledge economy perspective. We distinguish between knowledge-based production (aerospace, electrical machinery manufacture, printing and publishing, and chemicals and energy), and knowledge-based services (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 percent of their workforce.

Otterhead is ranked 4540 out of 7677 wards on our industrial structure score, indicating a knowledge economy that performs in the middle 20% of wards nationally.

The map shows the performance of wards within East Devon. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 50.97, Otterhead is in the middle 20% of wards and is in the district that is in the bottom 40% of districts nationally.



Source: Business Register and Employment Survey

Looking in more detail at Otterhead's industrial structure we find that:

- Knowledge intensive sectors in Otterhead accounted for 11.45% of total employment in 2011. By comparison the East Devon figure was 13.69% the Devon & Cornwall figure was 14.62% and the national figure was 21.74%.
- Employment in knowledge-driven production is well below the national median, with the ward ranking in the bottom 20% of wards. It has 0% of employment in this sector. This compares with 1.54% in East Devon and 2.89% nationally.
- Employment in knowledge-driven services is around the national median, with the ward ranking in the middle 20% of wards. It has 11.45% of employment in this sector. This compares with 12.14% in East Devon and 18.85% nationally.
- Otterhead has a very small public sector, with 13.44% of employment in this sector. This compares with 26.45% in East Devon and 27.86% nationally.

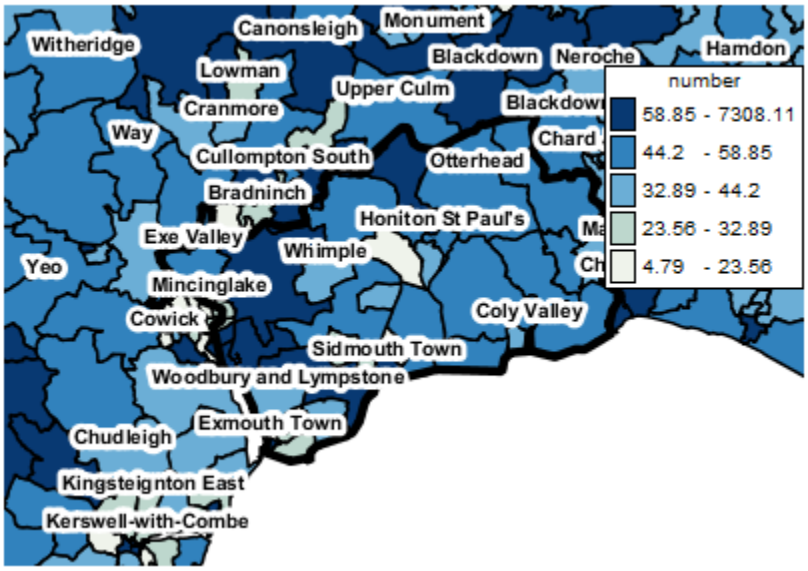
Business and Enterprise

A dynamic local enterprise culture is vital for the long-term competitiveness and overall success of any local economy. This profile uses the number of businesses per head of population to assess the extent of an enterprise culture in Otterhead. It also references measures of business size and self-employment.

Otterhead is ranked 1672 out of 7679 wards on the number of business per 1,000 head of pop, indicating an enterprise culture that performs in the top 40% of wards nationally.

The map shows the performance of wards within East Devon on the number of businesses per 000 population. The areas with very dark shading score highly and those with very light shading score poorly.

At 57.32 business per 1,000 pop ,Otterhead is in the top 40% of wards and is in the district (East Devon) that is in the top 40% of districts nationally.



Source: Annual Business Enquiry

Looking in more detail at Otterhead's business and enterprise we find that:

- The business density of Otterhead is high by national standards, with 57.32 businesses per 1000 head of population. By comparison the national figure is 42.01.
- The self-employment rate in Otterhead is very high, by national standards, with the ward ranking in the top 20% of wards nationally. In 2011, the self-employment rate was 38.35%, compared with 18.92% in East Devon and 11.54% nationally.
- The average business size in Otterhead was very low by national standards, with the ward ranking in the bottom 20% of wards nationally. In 2008, the average number of employees per business was 3.04, compared with 6.21 in East Devon and 10.61 employees nationally.
- The proportion of employees who worked for large businesses in Otterhead was very low, by national standards, with the ward ranking in the bottom 20% of wards nationally. In 2008, the proportion of employees who worked for large businesses was 0%, compared with 0.28% in East Devon and 31.4% nationally.
- The proportion of employees who worked for Small-Medium Enterprises in Otterhead was very low, by national standards, with the ward ranking in the bottom 20% of wards nationally. In 2008, the proportion of employees who worked for Small-Medium Enterprises was 30.99%, compared with 50.89% in East Devon and 47.34% nationally.
- The proportion of employees who worked for micro-businesses in Otterhead was very high, by national standards, with the ward ranking in the top 20% of wards nationally. In 2008, the proportion of employees who worked for micro-businesses was 69.01%, compared with 33.94% in

East Devon and 21.26% nationally.

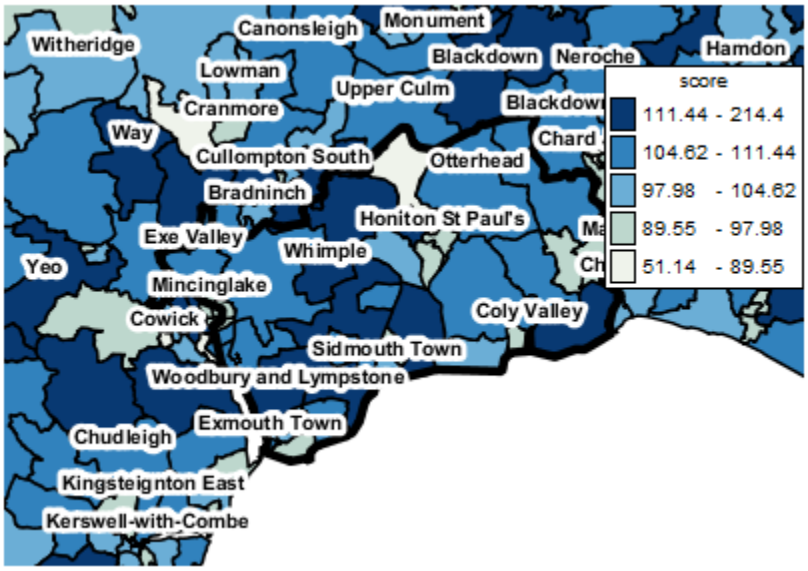
Skills and Qualifications

Human capital is a prerequisite of a successful knowledge economy. The resident workforce should ideally be characterised by a good blend of academic and vocational skills. In our overall assessment of skills and qualifications in Otterhead, we have used a composite measure based on each of the four NVQ levels, with greater weighting attached to the higher levels. We also provide GCSE rates, as a precursor to the future potential workforce and a measure of the quality of local schools.

Otterhead is ranked 3166 out of 8570 wards on our skills and qualifications score, indicating a resident workforce that performs in the top 40% wards by national standards, in terms of human capital.

The map shows the performance of wards within East Devon on our skills and qualifications score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 105.58, Otterhead is in the top 40% of wards and is in the district that is in the top 40% of districts nationally.



Source: Annual Population Survey

Looking in more detail at Otterhead's skills and qualification's performance we find that:

- The proportion of the working age resident population qualified below NVQ level 2 was low, with the area ranking in the bottom 40% of wards nationally. In 2011, 32.05% of working age residents held GCSE's at grades D-G, compared with 34.15% in East Devon and 35.95% nationally.
- The proportion of the working age resident population qualified to NVQ level 2 in Otterhead is high, with the area ranking in the top 40% of wards nationally. In 2011, 16.61% of the working age population held 5 GCSE's A* - C, or equivalent, compared with 16.97% in East Devon and 15.25% nationally.
- The proportion of the working age resident population qualified to NVQ level 3 in Otterhead is low, with the area ranking in the bottom 40% of wards nationally. In 2011, 10.95% of the working age population held 2 A-Levels, or equivalent, compared with 11.35% in East Devon and 12.35% nationally.
- The proportion of the working age resident population qualified to NVQ level 4 and above in Otterhead is high, with the area ranking in the top 40% of wards nationally. In 2011, 32.43% held a degree, or equivalent compared with 29.08% in East Devon and 27.22% nationally.

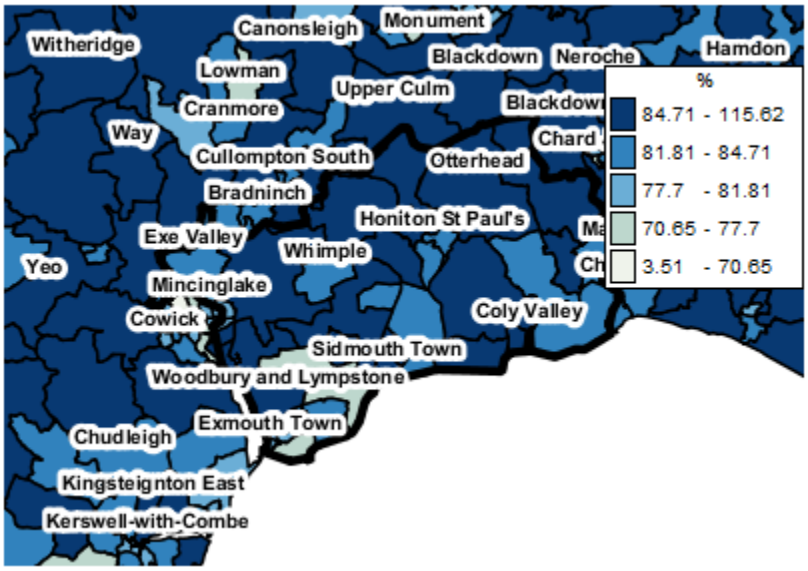
Labour Market

In this profile we use the employment rate as an overall measure of labour market performance in Otterhead, but also present a range of other measures, such as unemployment, youth unemployment and long-term unemployment rates to provide a fuller analysis of labour market conditions.

Otterhead is ranked 25 out of 8570 wards on the proportion of the resident workforce in employment, indicating participation rates that are in the top 20% of wards nationally.

The map shows the performance of wards within East Devon. The areas with very dark shading score highly and those with very light shading score poorly.

With 93.44% of the resident working population in employment, Otterhead is in the top 20% of wards and is in the district that is in the top 20% of districts nationally.



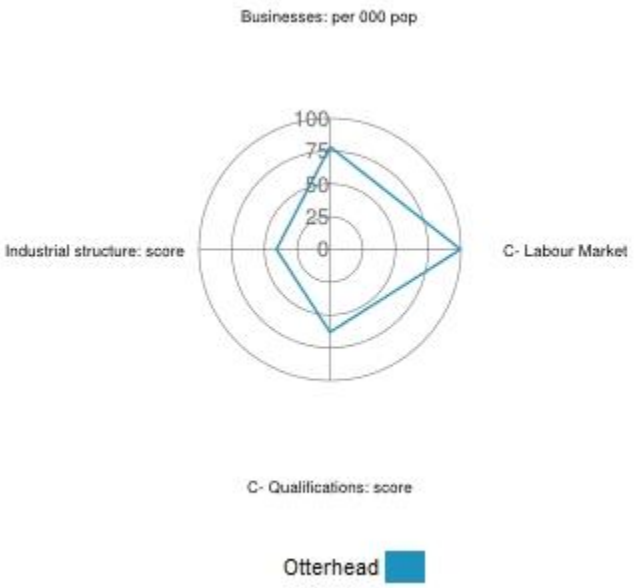
Source: Census 2011

Looking in more detail at Otterhead's labour market performance we find that:

- The proportion of the resident working age population who are in employment is very high, with the area ranking in the top 20% of wards nationally. In Otterhead, 93.44% of the resident working age population were in employment, compared with 84.23% in East Devon and 73.65% nationally.
- The proportion of the working age population who are unemployed in Otterhead is very low, with the ward ranking in the bottom 20% of wards nationally. In Otterhead, 0.43% of people were claiming job seekers allowance in 2013, compared with 1.1% in East Devon and 3.3% nationally.
- The proportion of the working age population who are in long-term unemployment in Otterhead is very low, with the ward ranking in the bottom 20% of wards nationally. In Otterhead, 0% of people who are unemployed have been claiming job seekers allowance for at least 12 months, compared with 21.82% in East Devon and 29.97% nationally.
- The proportion of employees who work full-time in Otterhead is very high, with the ward ranking in the top 20% of wards nationally. In Otterhead, 64.84% of those in employment work full-time (at least 31 hours a week), compared with 57.06% in East Devon and 54.43% nationally.
- The proportion of employees who work part-time in Otterhead is very high, with the ward ranking in the top 20% of wards nationally. In Otterhead, 30.45% of those in employment work part-time (at least 31 hours a week), compared with 29.83% in East Devon and 22.34% nationally.

Economic Summary Indicators

The spider chart is a way of showing how Otterhead rates against the national median on the summary economic indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles area shown opposite. These are statistically the nearest neighbours to Otterhead, with Halberton in Mid Devon being the most similar on the summary economic indicators.

Rank	Ward Name	District
1	Halberton	Mid Devon
2	Brown Clee	Shropshire
3	Upper Wharfedale	Craven
4	Aston Cantlow	Stratford-on-Avon
5	Boroughbridge	Harrogate
6	Chipping Sodbury	South Gloucestershire
7	Orwell and Barrington	South Cambridgeshire
8	Milton-under-Wychwood	West Oxfordshire
9	Croft	Richmondshire
10	Bowland, Newton and Slaidburn	Ribble Valley

Economic Scorecard

The economic 'scorecard', showing how Otterhead stands nationally, within its district, sub-region, and region. The 'scorecard' assesses the state of Otterhead in terms of the composite economic development measures. The scores represent the quintile where the ward falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	District score	Sub-region score	Region score	National Score	Summary
Industrial Structure An **'A' Represents areas** with the highest proportion of knowledge intensive employment	**C**	**B**	**C**	**C**	Otterhead is ranked 4540 out of 7677 wards on our industrial structure score, indicating a knowledge economy that performs in the middle 20% of wards nationally.
Business density An **'A' Represents areas** with the highest business density	**B**	**A**	**B**	**B**	Otterhead is ranked 1672 out of 7679 wards on the number of business per 1,000 head of pop, indicating an enterprise culture that performs in the top 40% of wards nationally.
Skills & qualifications An **'A' Represents areas** with the most skilled population	**C**	**B**	**C**	**B**	Otterhead is ranked 3166 out of 8570 wards on our skills and qualifications score, indicating a resident workforce that performs in the top 40% wards by national standards, in terms of human capital.
Labour market An **'A' Represents areas** with the highest employment rates	**A**	**A**	**A**	**A**	Otterhead is ranked 25 out of 8570 wards on the proportion of the resident workforce in employment, indicating participation rates that are in the top 20% of wards nationally.

Glossary of terms

Businesses per 000 population	The number of enterprises registered for VAT per 1000 population.
Industrial structure score	This workplace based figure provides an index of the proportion of all employed persons working in the following Knowledge-driven sector.
Labour market score	This residence based indicator provides the proportion of people aged 16-59/64 (men/women) in employment indexed to the national average to provide a comparable figure in relation to the national trend.
Skills and qualifications score	This composite presents an index of the qualifications of an area's workforce, relative to the GB value. A higher score indicates a high level of local area qualifications amongst the labour market.

Data Sources and Definitions

Businesses per 000 population	Total number of businesses as a proportion of 1000 population aged 16 and over. Derived from annual workplace estimates based on the Inter Departmental Business Register (IDBR).
Industrial structure score	Knowledge-driven sectors can be defined as: Aerospace (30.3), Electric machinery and optical equipment (28.23, 2620, 26.3, 32.5, 26.52, 26.70), Printing, publishing, recorded media (58.11-58.14, 59.20, 58.19, 18.11, 18.12), Chemicals (20), & Energy (06, 09.1, 19, 35, 36), Telecomms, computer & related services, R&D (61, 53.20, 62, 72), Finance, business services (64, 66, 69.10, 69.20, 73.20, 70.22, 64.20, 71.1, 71.2, 73.1, 78.1-78.3, 80.30, 80.10, 74.20, 82.11,82.19,74.30, 82.20), Air transport services (51), & Recreational & cultural services (90, 93, 91). All figures in brackets are 2007 Standard Industrial Classification (SIC) codes.
Labour market score	This score is the proportion of people of working age (16-59 for women and 16-64 for men) in employment (Employed, Self-employed and Unpaid family workers) as a proportion of all of those of working age, indexed the to the national average.
Skills and qualifications score	Skills and qualifications scores are generated from summing the weighted percentages of an area's workforce qualified below NVQ2, at NVQ2, NVQ3 and NVQ4 and above, with each indicator indexed to the national value. The sum of these indices are then divided by 4 to gain an overall composite.

Source: Local Knowledge; Annual Business Inquiry and Annual Survey of Hours and Earnings (National Statistics website (Nomis: www.nomisweb.co.uk) Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)); Business start-ups and closures: VAT registrations and de-registrations; GVA by NUTS3 (National Statistics website: www.statistics.gov.uk. Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

Society Introduction

This summary report provides a social profile of Otterhead in terms of the demographic characteristics of its local communities and the issues which affect them most. The report examines nine aspects of Otterhead's social profile:

- Age, Ethnicity, and Households
- Occupational Structure
- Prosperity
- Deprivation
- Health

The report starts by presenting the data for the main composite measures for each aspect of the social profile of Otterhead. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Otterhead rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' respresenting the strongest performance, renging to 'E' representing the weakest).

Social Summary Introduction

Areas	C- Age: mean (years) 2011	C- Hhld size: average (number) 2011	C- Ethnicity: non-White (%) 2011	C- Occupation: knowledge (score) (number) 2011	IMD (score) (score) 2010	C- Health: score (Score) 2011
Axminster Rural	44	2.3	1.58	72.42	94.9	103.9
Axminster Town	47	2.1	2.24	68.73	67.17	112.24
Beer and Branscombe	48	2.2	0.66	97.87	60.5	127.31
Broadclyst	42.9	2.5	1.59	117.66	71.46	125.98
Budleigh	53.1	2	1.02	94.78	43.2	102.02
Clyst Valley	48.2	2.3	1.16	123.93	47.68	109.96
Coly Valley	49.5	2.2	1.16	88.98	57.96	133.96
Dunkeswell	48.6	2.2	0.9	74.63	80.79	133.88
Exe Valley	45.6	2.3	1.57	114.86	71.18	117.58
Exmouth Brixington	44.7	2.3	1.14	90.95	47.91	110.37
Exmouth Halsdon	45.8	2.2	1.12	98.39	46.94	112.76
Exmouth Littleham	51	2	1.34	88.84	92.25	29.74
Exmouth Town	39.3	2.1	3.44	94.18	103.7	119.32
Exmouth Withycombe Raleigh	41.6	2.4	1.4	77.81	85	99
Feniton and Buckerell	43.3	2.4	0.79	105.06	37.33	132.67
Honiton St Michael`s	43.6	2.2	1.49	80.61	68.33	115.92
Honiton St Paul`s	47	2.1	2.5	77.2	82.32	76.78
Newbridges	50.7	2.2	1.15	93.65	76.63	130.89
Newton Poppleford and Harpford	47.7	2.3	0.72	111.13	51.96	135.4
Otterhead	47.1	2.4	0.77	104.05	84.55	138.36
Ottery St Mary Rural	47.8	2.4	1.65	122.43	48	134.79
Ottery St Mary Town	43.5	2.3	1.47	106.87	49.08	140.1
Raleigh	44	2.4	0.85	110.43	79.35	152.32
Seaton	54	1.9	2.55	69.74	68.58	75.6

Sidmouth Rural	53.4	2.2	0.73	101.31	46.52	107.03
Sidmouth Sidford	49.9	2.1	1.8	73.94	61.34	108.26
Sidmouth Town	56.3	1.9	2.68	93.5	37.43	98.88
Tale Vale	43.4	2.5	1.19	116.69	71.72	145.21
Trinity	49	2.3	1.23	112.61	56.27	120.32
Whimple	43.3	2.5	1.6	121.8	54.93	143.53
Woodbury and Lympstone	40.7	2.3	1.54	186.34	35.23	152.54
Yarty	47.7	2.3	0.8	92.78	60.18	135.99
East Devon	**46.85**	**2.19**	**1.59**	**97.21**	**64.39**	**111.97**
Devon & Cornwall	**42.85**	**2.26**	**2.45**	**88.33**	**96.92**	**94.75**
South West	**41.6**	**2.29**	**4.59**	**99.95**	**81.7**	**110.51**
National Average	**39.4**	**2.36**	**14.03**	**100**	**100**	**100**

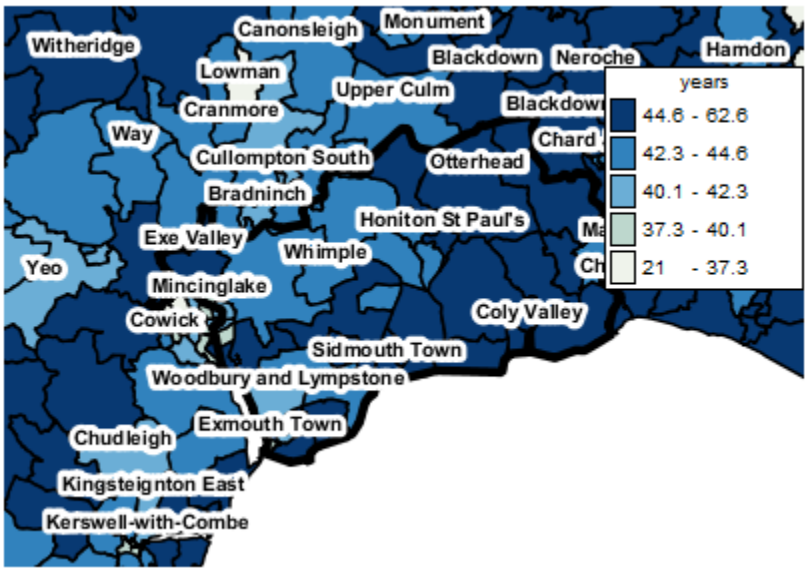
Age

Demographic characteristics have a fundamental influence on the social and economic development of an area. This profile shows the age distribution of residents Otterhead, based on data from the 2011 Census and modelled population estimates. The age structure of an area has implications for long-term economic activity rates and spending power (with a younger profile) or current and future social care resourcing (with an older or aging population).

Otterhead is ranked 542 out of 8570 wards on the average age of residents, indicating an average age in the highest 20% of wards nationally.

The map shows the average age of residents in wards within East Devon. The areas with very dark shading have higher average ages and those with very light shading have lower average ages.

With an average age of 47.1 years, Otterhead is in the highest 20% of wards nationality and is in a district that has an average age in the highest 20% of districts nationally.



Source: Census 2011

Looking in more detail at Otterhead's age profile we find that:

- The proportion of the resident population aged 0-14 was 13.9%, which is very low by national standards, with Otterhead ranking in the bottom 20% of wards. By comparison, the East Devon figure was 14.29% and the national figure was 17.64%.
- The proportion of the resident population aged 15-24 was 8.31%, which is very low by national standards, with Otterhead ranking in the bottom 20% of wards. By comparison, the East Devon figure was 9.69% and the national figure was 13.1%.
- The proportion of the resident population aged 25-44 was 17.4%, which is very low by national standards, with Otterhead ranking in the bottom 20% of wards. By comparison, the East Devon figure was 19.44% and the national figure was 27.38%.
- The proportion of the resident population aged 45-64 was 33.94%, which is very high by national standards, with Otterhead ranking in the top 20% of wards. By comparison, the East Devon figure was 28.38% and the national figure was 25.44%.
- The proportion of the resident population of 65 and over was 26.44%, which is very high by national standards, with Otterhead ranking in the top 20% of wards. By comparison, the East Devon figure was 29.89% and the national figure was 16.45%.

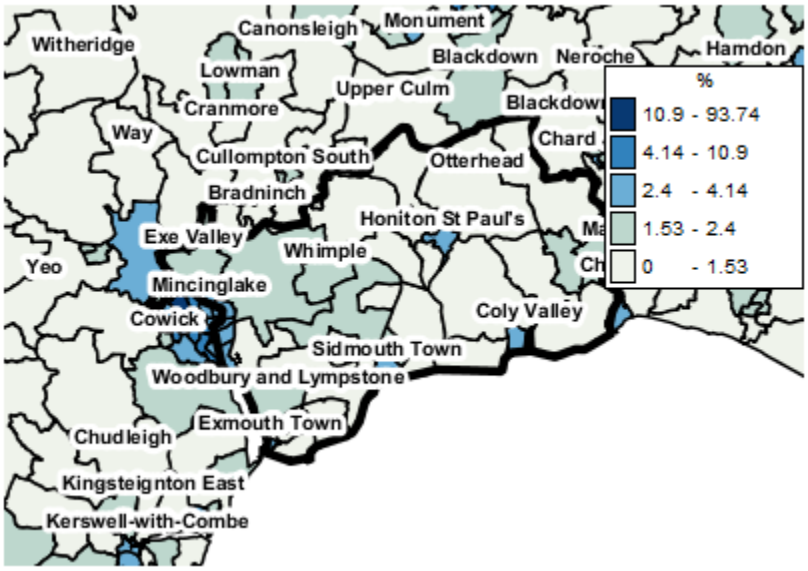
Ethnicity

Understanding the extent of ethnic diversity is important both for being able to target policies at different communities and for the impact on community cohesion and involvement. This ethnicity profile assesses Otterhead according to the proportions of different ethnic groups.

Otterhead is ranked 8304 out of 8570 wards on the proportion of its population classified as Non-White, placing the area in the lowest 20% of wards nationally.

The map shows the proportion of the population classified as Non-White in wards within East Devon. The areas with very dark shading have higher levels of Non-White residents and those with lighter shadings have lower levels.

With 0.77% of it's residents classified as Non-White, Otterhead is in the bottom 20% of wards and is in a district that is in the bottom 20% of districts nationally on the proportion of the population that is Non-White.



Source: Census 2011

Looking in more detail at Otterhead's ethnicity profile we find that:

- The proportion of the population classified as White was 99.23%, which is very high by national standards, with Otterhead ranking in the top 20% of wards. By comparison, the East Devon average was 98.41% and the national figure was 85.97%.
- The proportion of the population classified as from a Mixed background was 0.45%, which is very low by national standards, with Otterhead ranking in the bottom 20% of wards. By comparison, the East Devon average was 0.68% and the national figure was 2.18%.
- The proportion of the population classified as Asian or British Asian was 0.18%, which is very low by national standards, with Otterhead ranking in the bottom 20% of wards. By comparison, the East Devon average was 0.54% and the national figure was 6.81%.
- The proportion of the population classified as Black or Black British was 0%, which is very low by national standards, with Otterhead ranking in the bottom 20% of wards. By comparison, the East Devon average was 0.11% and the national figure was 3.33%.
- The proportion of the population classified as Chinese or any other ethnic background was 0.14%, which is very low by national standards, with Otterhead ranking in the bottom 20% of wards. By comparison, the East Devon average was 0.26% and the national figure was 1.71%.

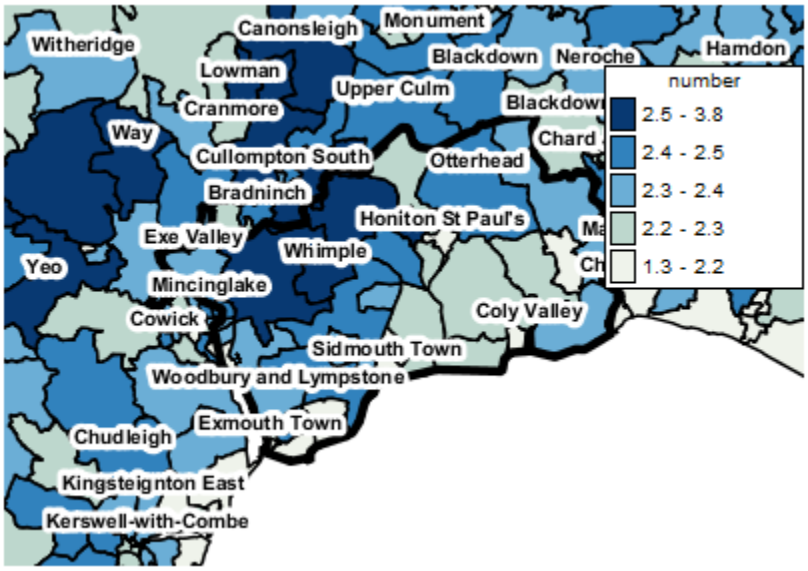
Household Structure

The size and structure of households has implications for planning, housing demand and entitlement to benefits. This household structure profile assesses Otterhead according to household composition and overall average household size.

Otterhead is ranked 2008 out of 8570 wards on the average household size, placing the area in the middle 20% of wards nationally.

The map shows the average household size in wards within East Devon. The areas with very dark shading have higher averages and those with very light shading have lower averages.

With an average household size of 2.4 people, Otterhead is in the middle 20% of wards and is in a district that has an average household size in the lowest 20% of districts nationally.



Source: Census 2011

Looking in more detail at Otterhead's household profile we find that:

- The proportion of one person households was 21.22% in 2011, which is very low by national standards, with Otterhead ranking in the bottom 20% of wards. By comparison, the East Devon average was 30.93% and the national figure was 30.25%.
- The proportion of households with married couples but no dependent children was 24.86% in 2011, which is very high by national standards, with Otterhead ranking in the top 20% of wards. By comparison, the East Devon average was 24.84% and the national figure was 23.75%.
- The proportion of households with married couples and dependent children was 23.2% in 2011, which is low by national standards, with Otterhead ranking in the bottom 40% of wards. By comparison, the East Devon average was 16.49% and the national figure was 19.29%.
- The proportion of lone parent households was 6.74% in 2011, which is very low by national standards, with Otterhead ranking in the bottom 20% of wards. By comparison, the East Devon average was 7.36% and the national figure was 10.65%.

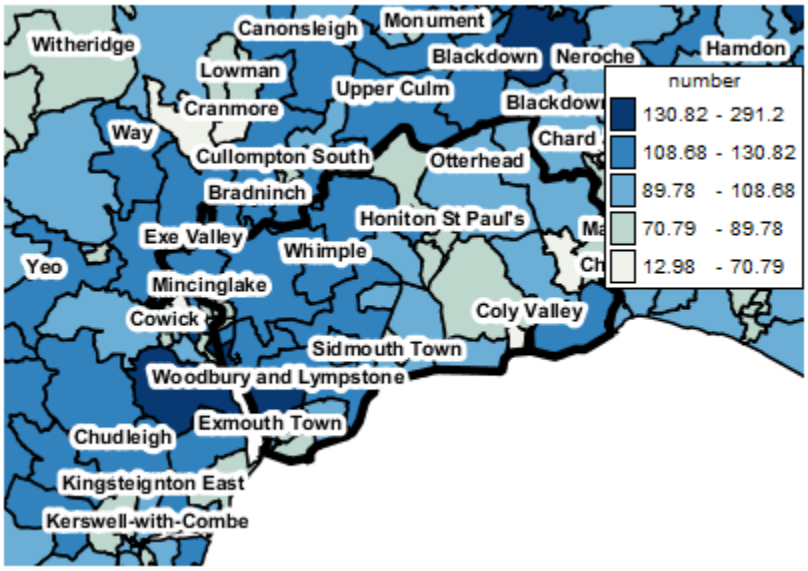
Occupations

The occupational structure of an area gives a useful indication of the progress being made towards developing a diverse, prosperous, knowledge-based economy. Knowledge-driven activities generate increased demand for 'higher end' occupations including managerial, professional and technical workers. In our assessment of the occupational profile of Otterhead we have considered the proportion of the working population employed in the four main NVQ-linked occupational groups (based on the standardised competences and skills requirements of each occupation). Our overall score, however, is based on the number of professional managerial and technical workers - or 'knowledge workers'.

Otterhead is ranked 3841 out of 8570 wards on our knowledge worker score, indicating a resident workforce that performs in the middle 20% of wards nationally.

The map shows the performance of wards within East Devon on our knowledge worker score. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 104.05, Otterhead is in the middle 20% of wards and is in the district that is in the middle 20% of districts nationally.



Source: Census 2011

Looking in more detail at Otterhead's occupational profile we find that:

- The proportion of the working population who are in elementary occupations in Otterhead is average by national standards, with 9.71% in Level 1 Occupations. By comparison, the East Devon figure is 9.05% and the national figure is 9.19%.
- The proportion of the working population who are in lower skilled occupations in Otterhead is very low by national standards, with 24.8% in Level 2 Occupations. By comparison, the East Devon figure is 44.29% and the national figure is 47.62%.
- The proportion of the working population who are in skilled occupations in Otterhead is very high by national standards, with 34.33% in Level 3 Occupations. By comparison, the East Devon figure is 23.36% and the national figure is 19.93%.
- The proportion of the working population who are in managerial occupations in Otterhead is high by national standards, with 31.16% in Level 4 Occupations. By comparison, the East Devon figure is 23.3% and the national figure is 23.26%.

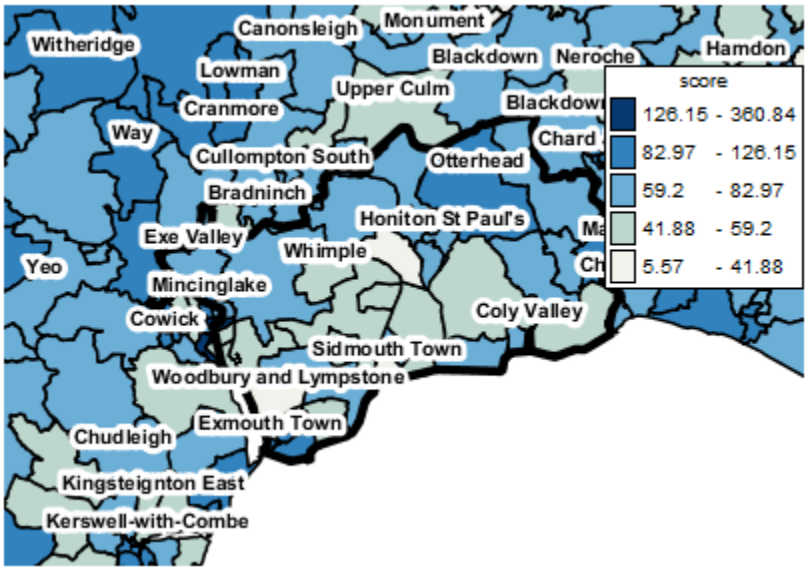
Deprivation

The Government's standard measure of deprivation and inequality in England is the Index of Multiple Deprivation (IMD). Our deprivation profile assesses conditions within Otterhead according to a number of aspects of deprivation, including disadvantage in education; income; employment; health; and housing. The Local Futures inequality indicator is designed to highlight any large differences in deprivation; this can illuminate pockets of deprivation at the small area level within the wider area. The inequality indicator is measured as the difference between the highest and lowest ranking super output area (SOA) at each geographical level.

Otterhead is ranked 2996 out of 7679 wards on our deprivation score, putting it in the 40% most deprived wards nationally.

The map shows the performance of wards within East Devon. The areas with very dark shading have higher levels of deprivation and those with very light shading have lower levels.

With a score of 84.55, Otterhead is in the 40% most deprived of wards and in in a district that is in the 40% least deprived of districts nationally.



Source: LA Summaries ID 2007

Looking in more detail at Otterhead's deprivation profile we find that:

- For the health domain score, Otterhead is ranked in the 40% least deprived wards. A higher score indicates higher levels of health deprivation.
- The employment domain score is low by national standards, with the ward ranking in the 40% least deprived wards.
- The education domain score is average by national standards, with the ward ranking in the middle 20% of wards.
- For the income domain score, Otterhead is ranked in the 20% least deprived wards.
- The housing domain score is very high by national standards, with the ward ranking in the 20% most deprived wards.
- The crime domain score is low by national standards, with the ward ranking in the 40% least deprived wards. A higher score indicates higher levels of crime deprivation.
- The inequality score highlights pockets of deprivation by calculating the difference between the highest and lowest scoring SOAs within the ward. A higher score indicates higher levels of inequality. The inequality score for Otterhead is very low by national standards, with the ward ranking in the 20% least deprived of wards on inequality.

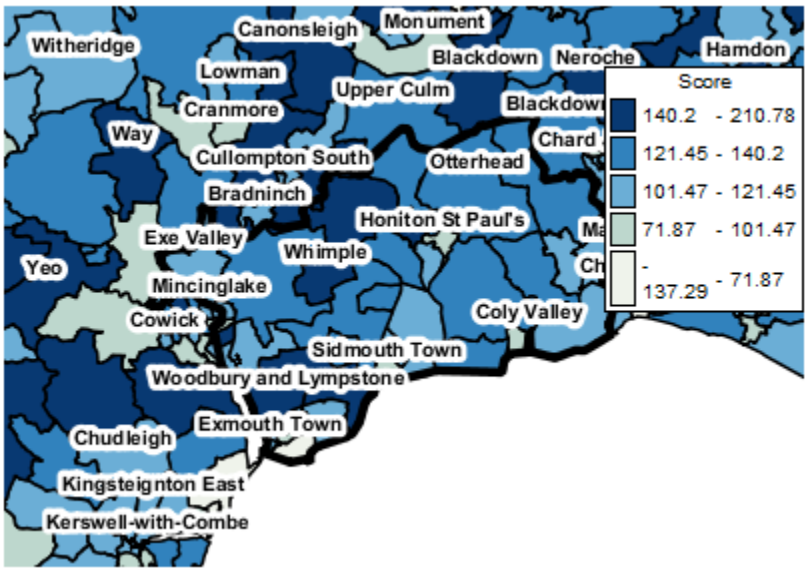
Health

Nationally, there have been major improvements in public health over the course of the last century, with big increases in life expectancy. However, this overall picture masks significant geographical variations and health inequality. Our health profile assesses Otterhead according to a number of health indicators, including life expectancy, expected prevalence of smoking and obesity, infact mortality and standardised mortality rations.

Otterhead is ranked 1874 out of 8570 wards on our health score, indicating standards of health that are in the top 40% of wards nationally.

The map shows the performance of wards within East Devon on our health score (life expectancy indexed to the national average). The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 138.36, Otterhead is in the top 40% of wards and is in the district that is in the middle 20% of districts nationally.



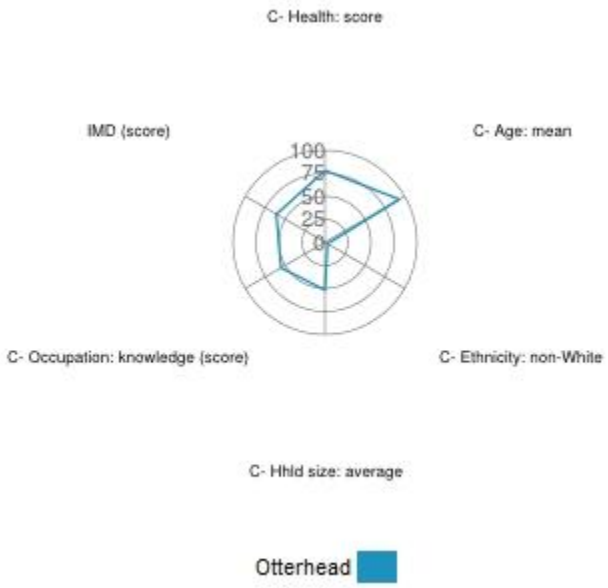
Source: Life expectancy at birth

Looking in more detail at Otterhead's health profile we find that:

- At 46.25 %, the proportion of the population in very good health in Otterhead is average, with the area ranking in the middle 20% of wards nationally. By comparison, the East Devon figure is 43.79 % and the national figure is 47.14%.
- At 70.87%, the proportion of the population in good health in Otterhead is estimated to be average, with the area ranking in the middle 20% of wards nationally. By comparison, the East Devon figure is 79.81% and the national figure is 81.19%.
- At 6.18%, the proportion of the population in bad health in Otterhead is estimated to be low, with the area ranking in the bottom 40% of wards nationally. By comparison, the East Devon figure is 11.68% and the national figure is 11.9%.
- At 0.77%, the proportion of the population in very bad health in Otterhead is estimated to be very low, with the area ranking in the bottom 20% of wards nationally. By comparison, the East Devon figure is 1.13% and the national figure is 1.28%.
- At 6.22%, the proportion of the population whose day to day activities are limited a lot in Otterhead is estimated to be low, with the area ranking in the bottom 40% of wards nationally. By comparison, the East Devon figure is 8.92% and the national figure is 8.51%.

Society Summary Indicators

The spider chart is a way of showing how Otterhead rates against the national median on the summary social indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles area shown opposite. These are statistically the nearest neighbours to Otterhead, with Hampton Court in Herefordshire, County of being the most similar on the summary social indicators.

Rank	Ward Name	District
1	Hampton Court	Herefordshire, County of
2	Pembridge and Lyonshall with Titley	Herefordshire, County of
3	The Saints	Waveney
4	Wormsley Ridge	Herefordshire, County of
5	Bulbarrow	North Dorset
6	Cropton	Ryedale
7	Chittlehampton	North Devon
8	Llangarron	Herefordshire, County of
9	Lydden Vale	North Dorset
10	Monkleigh and Littleham	Torridge

Society Scorecard

The society 'scorecard', showing how Otterhead stands nationally, within its district, sub-region, and region. The 'scorecard' assesses the state of Otterhead in terms of the composite social measures. The scores represent the quintile where the ward falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest). For demographic data a score has not been included but the overall ranking on teh main composite measure is known.

Composite measure	District	Sub-region score	Region score	National Score	Summary
Age			-		Otterhead is ranked 542 out of 8570 wards on the average age of residents, indicating an average age in the highest 20% of wards nationally.
Ethnicity			-		Otterhead is ranked 8304 out of 8570 wards on the proportion of its population classified as Non-White, placing the area in the lowest 20% of wards nationally.
Average household size			-		Otterhead is ranked 2008 out of 8570 wards on the average household size, placing the area in the middle 20% of wards nationally.
Occupations An **'A' Represents areas** with the highest proportion of knowledge workers	**C**	**B**	**B**	**C**	Otterhead is ranked 3841 out of 8570 wards on our knowledge worker score, indicating a resident workforce that performs in the middle 20% of wards nationally.
Deprivation An **'A' Represents areas** with the lowest levels of deprivation	**D**	**C**	**E**	**D**	Otterhead is ranked 2996 out of 7679 wards on our deprivation score, putting it in the 40% most deprived wards nationally.
Health An **'A' Represents areas** with the highest score for the life expectancy	**B**	**A**	**A**	**B**	Otterhead is ranked 1874 out of 8570 wards on our health score, indicating standards of health that are in the top 40% of wards nationally.

Glossary of terms

Average age	The mean average age of the resident population.
Average household size	The mean average number of people living within a household.
Proportion of population classified as Non-White	The number of people classified as Non-White (Mixed Ethnic Group (White and Black Caribbean, White and Black African, White and Asian, Other Mixed), Caribbean, African, Other Black, Indian, Pakistani, Bangladeshi, Other Asian, Chinese or Other Ethnic Group). Classifications are based on Census ethnic groupings.
Knowledge worker score	This residence based figure provides an index of the proportion of the working age population who are employed in knowledge occupations.
Index of Multiple Deprivation Average Score	The Index of Multiple Deprivation; average SOA score provides a weighted average figure for the levels of deprivation in a given area. The IMD consists of 7 separate weighted 'domain' indices (Education 13.5%, Employment 22.5%, Crime 9.3%, Health 13.5%, Housing 9.3% & Income 22.5% Living Environment 9.3%). The higher the rank figure, the higher the deprivation level.
Health score	The health score provides an index of the average life expectancy at birth, of all residents in relation to the national average.

Data Sources and Definitions

Average age	The mean average age of the resident population, Census 2011.
Average household size	The mean average number of people living within a household, Census 2011.
Proportion of population classified as Non-White	The number of people classified as Non-White (Mixed Ethnic Group (White and Black Caribbean, White and Black African, White and Asian, Other Mixed), Caribbean, African, Other Black, Indian, Pakistani, Bangladeshi, Other Asian, Chinese or Other Ethnic Group). Classifications are based on Census 2011 ethnic groupings.
Knowledge worker score	The proportion of knowledge workers occupations as a proportion of the working age population, indexed to the national average. Based on Standard Occupational Classification 2000 (SOC) groups (1) Managers and Senior Officials; (2) Professional occupations; (3) Associate Professional and Technical occupations, based on place of residence, Census 2011.
Index of Multiple Deprivation Average Score	Index of Multiple Deprivation Score
Health score	A higher score suggests greater levels of self-reported health. This score has been indexed to the national figure.

Source: Local Knowledge; Midyear population estimates; Sub-national Population projections by sex and quinary age groups; 2001 Census (National Statistics website: www.statistics.gov.uk. Crown copyright material is reproduced with the permission of the Controller Office of Public Sector Information (OPSI)).

Environment Introduction

This summary report looks at a number of aspects of the environment and quality of life in Otterhead. In this profile, we consider the environment in terms of:

- Housing
- Transport and connectivity
- Access to Services

The report starts by presenting the data for the main composite measures for each aspect of Otterhead's environment. Each one of these topics is then dealt with in turn. Finally, the composite measures form the basis of the spider chart analysis which sets out how Otterhead rates against the national median for the scores. The spider chart also forms the basis of the list of statistical nearest neighbours (those areas in the country with the most similar profiles on this combination of composite measures). Finally, a summary report card for each aspect of economic development is presented. This is based on the quintile where the district falls on each of the measures ('A' respresenting the strongest performance, renging to 'E' representing the weakest).

Environmental Summary Introduction

Areas	C- Hhld tenure: owner-occupied (%) 2011	C- Work travel: public transport (%) 2011	Access to services (time): score (score) 2011
Axminster Rural	65.74	3.58	88.91
Axminster Town	71.38	3.97	107.08
Beer and Branscombe	70.04	2.8	92.4
Broadclyst	70.3	5.31	89.46
Budleigh	77.8	4.54	96.92
Clyst Valley	83.97	5.3	95.79
Coly Valley	80.05	3.62	96.17
Dunkeswell	83.32	3.65	72.99
Exe Valley	75.42	5.37	80.12
Exmouth Brixington	83.87	5.64	102.17
Exmouth Halsdon	82.64	6.61	106.49
Exmouth Littleham	69.91	8.68	108.24
Exmouth Town	55.95	10.93	112.42
Exmouth Withycombe Raleigh	66.94	7.13	107.43
Feniton and Buckerell	84.75	5.3	88.73
Honiton St Michael`s	73.57	4.18	103.8
Honiton St Paul`s	67.48	4.58	113.21
Newbridges	78.79	2.98	90.09
Newton Poppleford and Harpford	77.59	6.33	87.43
Otterhead	82.1	2.52	48.31
Ottery St Mary Rural	85.43	3.44	81.36
Ottery St Mary Town	75.04	2.91	110.13
Raleigh	69.34	3.43	82.2
Seaton	76.99	4.7	109.43
Sidmouth Rural	83.49	4.58	91.86
Sidmouth Sidford	74.04	5.15	97.87
Sidmouth Town	80.89	4.01	96.97
Tale Vale	74.68	2.1	69.59

Trinity	80.33	3.05	95.23
Whimple	77.94	6.34	86.86
Woodbury and Lympstone	73.56	9.74	95.21
Yarty	79.55	2.76	63.45
East Devon	**74.97**	**5.26**	**98.11**
Devon & Cornwall	**67.7**	**5.8**	**99.15**
South West	**67.43**	**6.32**	**97.52**
National Average	**63.57**	**16.4**	**100**

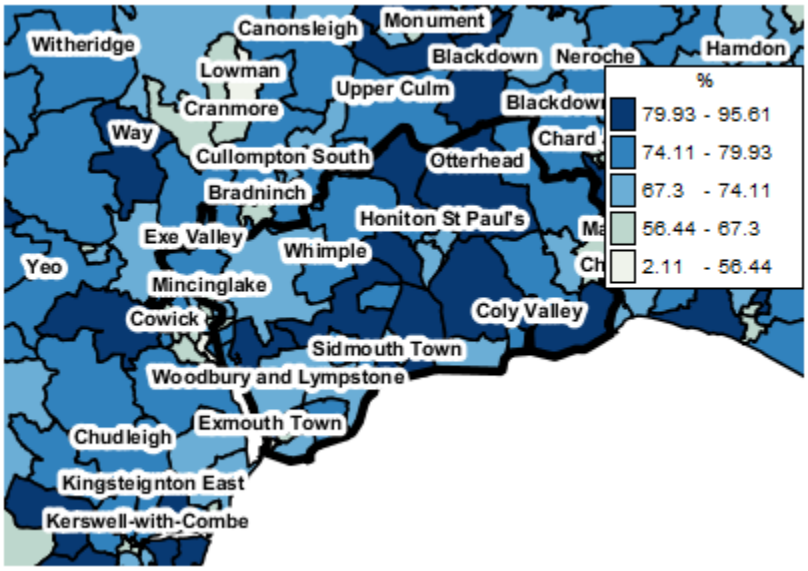
Housing

While housing affordability is a national problem, its impacts are not evenly spread. While the previous boom in house prices in London and the South East is well documented, some areas in the North and Midlands continued to suffer from persistent low demand. Within this housing profile, housing is considered in terms of tenure, central heating and overcrowding.

Otterhead is ranked 1179 out of 8570 wards on the proportion of households in owner-occupied properties, indicating that the area is in the top 20% of wards nationally in terms of owner-occupation.

The map shows the proportion of households living in owner-occupied properties for wards within East Devon. The areas with very dark shadings have a high proportion of households living in owner-occupied properties and those with very light shading have a low proportion living in owner-occupied properties.

With a score of 82.1, Otterhead is in the top 20% of wards and in in a district that is in the top 20% of districts nationally.



Source: Census 2011

Looking in more detail at Otterhead's housing profile we find that:

- The proportion of dwellings that were detached within Otterhead was 70.57% in 2011. This places Otterhead in the top 20% of wards nationally. By comparison, the East Devon figure was 38.41%, the Devon & Cornwall figure was 31.39%, and the national figure was 22.56%.
- The proportion of households that were rented within Otterhead was 15.8% in 2011. This places Otterhead in the bottom 20% of wards nationally. By comparison, the East Devon figure was 22.95%, the Devon & Cornwall figure was 30.03, and the national figure was 34.32%.
- The proportion of households that were socially rented in Otterhead was 4.64% in 2011. This places Otterhead in the bottom 20% of wards nationally. By comparison, the East Devon figure was 9.34%, the Devon & Cornwall figure was 12.42% and the national average was 17.63%.
- The proportion of households that had no central heating was 6.96% in 2011. This places Otterhead in the top 20% of wards nationally. By comparison, the East Devon figure was 3.87%, the Devon & Cornwall figure was 5.76% and the national average was 2.67%.
- The proportion of households that were overcrowded was 0.99% in 2011. This places Otterhead in the bottom 20% of wards nationally. By comparison, the East Devon figure was 3.63%, the Devon & Cornwall figure was 6% and the national average was 8.54%.

Source: Census 2011

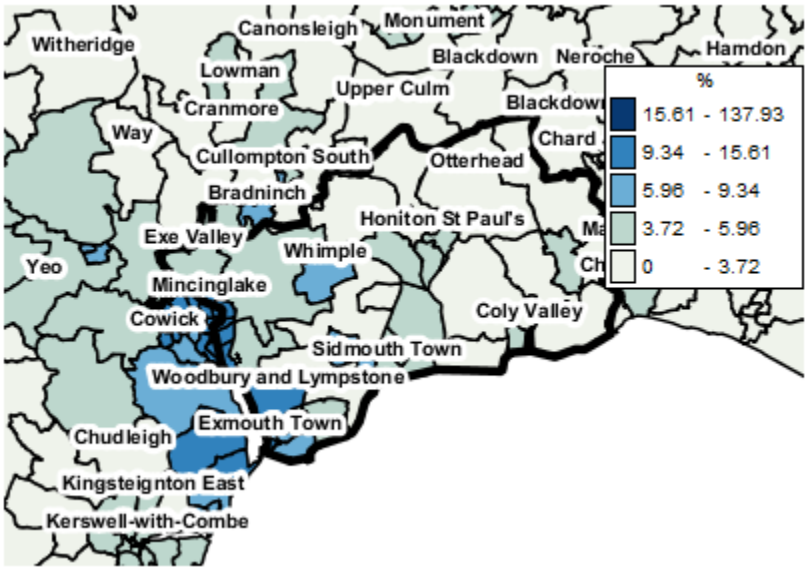
Transport and Connectivity

Accessibility and connectivity have a major influence on an area's ability to attract business and investment. The transport and connectivity profile assesses Otterhead transport use by referencing a range of indicators, including the level of public transport use by residents travelling to work.

Otterhead is ranked 7828 out of 8569 wards on the use of public transport by those travelling to work, indicating an area that performs in the bottom 20% of wards nationally.

The map shows the performance of wards within East Devon. The areas with very dark shading score highly and those with very light shading score poorly.

With a score of 2.52, Otterhead is in the bottom 20% of wards and in in a district that is in the bottom 40% of districts nationally.



Source:Census 2011

Looking in more detail at Otterhead's transport and connectivity profile we find that:

- The national average for the proportion of people who travel to work by car was 62.66% in 2011. By comparison the ward figure of 62.92% places the area in the bottom 40% of wards nationally.
- The proportion of residents who travel to work within Otterhead by foot or bicycle was 10.08% in 2011. This is average, placing it in the middle 20% of wards nationally. By comparison the national figure is 13.61%.
- The proportion of residents who travel to work within Otterhead by motorcycle or scooter was 0.45% in 2011. This is very low, placing it in the bottom 20% of wards nationally. By comparison the national figure is 0.81%.
- The national average for the proportion of people who travel to work by taxi was 0.52% in 2011. By comparison the ward figure of 1.62% places the area in the middle 20% of wards nationally.
- The proportion of people who work from home in Otterhead is very high, with the area ranking in the top 20% of wards nationally. The proportion of home-workers was 24.75% compared with 9.74% East Devon and 5.36% nationally.
- The national average for the proportion of people who travel to work by public transport was 16.4% in 2011. By comparison the ward figure of 2.52% places the area in the bottom 20% of wards nationally.

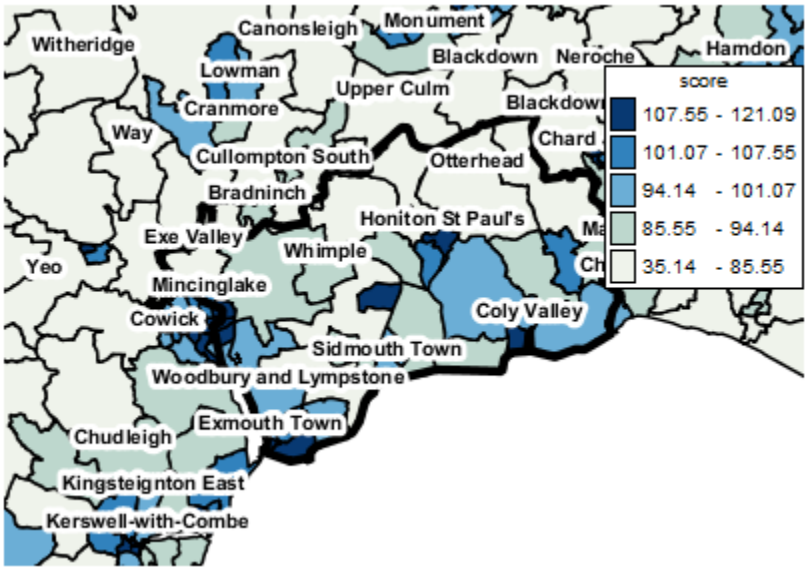
Access to Services

This profile assesses service accessibility in Otterhead by measuring the proportion of users who have access to services within a reasonable time. This is calculated as a figure relative to the national average. Travel times by mode of transport (car/public transport/walk/cycle) is taken into account. The higher the figure the greater the ease of access to the service, relative to the rest of England. Access to services measures the proportion of users who have access to the following services within a reasonable time: primary schools; secondary schools; further education; hospitals; GPs; food stores; and employment centres.

Otterhead is ranked 7668 out of 7675 wards on our Access to Services score, indicating that access to services is in the bottom 20% of wards nationally.

The map shows the Access to Services score for wards within East Devon. The areas with darker shading have better access to services and those with lighter shading have comparatively poor access.

With an Access to Services score of 48.31, Otterhead is in the bottom 20% of wards and is in the district that is in the middle 20%of districts nationally.



Source: DFT Accessibility statistics

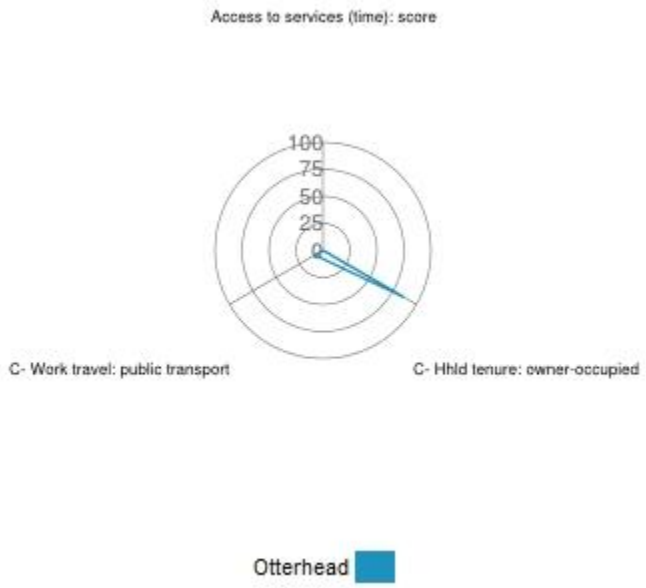
Looking in more detail at Otterhead's prosperity profile we find that:

- At 37.23, the Access to GP's score is well below the national median, with the area ranking in the bottom 20% of wards nationally. By comparison, the East Devon figure is 94.35 and the national figure is 100.
- At 65.48, the Access to Primary School score is well below the national median, with the area ranking in the bottom 20% of wards nationally. By comparison, the East Devon figure is 96.01 and the national figure is 100.
- At 33.96, the Access to Secondary School score is well below the national median, with the area ranking in the bottom 20% of wards nationally. By comparison, the East Devon figure is 88.08 and the national figure is 100.
- At 58.11, the Access to Further Education score is well below the national median, with the area ranking in the bottom 20% of wards nationally. By comparison, the East Devon figure is 98.2 and the national figure is 100.
- At 36.36, the Access to Hospital score is well below the national median, with the area ranking in the bottom 20% of wards nationally. By comparison, the East Devon figure is 116.51 and the national figure is 100.

- At 44.21, the Access to Food Store score is well below the national median, with the area ranking in the bottom 20% of wards nationally. By comparison, the East Devon figure is 96.62 and the national figure is 100.

Environmental Summary Indicators

The spider chart is a way of showing how Otterhead rates against the national median on the summary environmental indicators. Data for every district in Great Britain is converted into a percentile score, with the top ranking area scoring 100 and the bottom zero. The national median is shown by the 50th percentile.



Nearest Neighbours

For the indicators in the spider chart shown above, the areas in the country with the most similar profiles area shown opposite. These are statistically the nearest neighbours to Otterhead, with Forest in Torridge being the most similar on the summary environmental indicators.

Rank	Ward Name	District
1	Forest	Torridge
2	Way	Mid Devon
3	Bunwell	South Norfolk
4	Whinfell	South Lakeland
5	Torksey	West Lindsey
6	The Saints	Waveney
7	Forncett	South Norfolk
8	Thurlton	South Norfolk
9	Woodbury	Malvern Hills
10	Eckington	Wychavon

Environment Scorecard

The environment 'scorecard', showing how Otterhead stands nationally, within its district, sub-region, and region. The 'scorecard' assesses the state of Otterhead in terms of the composite environmental and quality of life measures. The scores represent the quintile where the ward falls on each of the measures ('A' representing the strongest performance, ranging to 'E' representing the weakest).

Composite measure	District	Sub-region score	Region score	National Score	Summary
Housing An **'A' Represents areas** with the most owner occupied properties	**A**	**A**	**B**	**A**	Otterhead is ranked 1179 out of 8570 wards on the proportion of households in owner-occupied properties, indicating that the area is in the top 20% of wards nationally in terms of owner-occupation.
Work Travel An **'A' Represents areas** with the greatest use of public transport	**D**	**D**	**E**	**E**	Otterhead is ranked 7828 out of 8569 wards on the use of public transport by those travelling to work, indicating an area that performs in the bottom 20% of wards nationally.
Access to Services An **'A' Represents areas** with the highest access to services	**E**	**E**	**E**	**E**	Otterhead is ranked 7668 out of 7675 wards on our Access to Services score, indicating that access to services is in the bottom 20% of wards nationally.

Glossary of terms

Proportion of households in owner-occupied properties	The proportion of owner-occupied households (owned outright and/or owned with a mortgage or loan)
Proportion of people who travel to work by public transport	The proportion of the resident population aged between 16 and 74 who travel to work by using the Underground, (metro, light rail or tram), train, bus, mini-bus or coach.
Access to services (time): score	This indicator is a composite based on the indexes of the proportion of service users who have access to the following services within a reasonable time (which is calculated as a figure relative to the English average, so will be different depending on the service in question): primary schools; secondary schools; further education; hospitals; GPs; food stores; and employment centres.

Data Sources and Definitions

Proportion of households in owner-occupied properties	Households in owner-occupied properties as a proportion of all households, Census 2011.
Proportion of people who travel to work by public transport	Number of persons travelling to work by public transport as a proportion of all persons travelling to work. This data is based on place of residence from the 2011 Census.
Access to services (time): score	Congestion is taken into account, using 'Trafficmaster' and factored in to the score. The higher the figure, the greater the ease of accessibility to the service, relative to the rest of the England. Please note: LSOA 2003 figures are converted into Ward 2011 figures using a 'best fit' methodology.

Source: Local Knowledge; Commercial and Industrial Floorspace and Rateable Value Statistics; Previously Developed Land Survey.

Cross-cutting topics

Output Area Classification

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The Local Futures Group Ltd is registered in England, number 0337 5867. VAT number: 696 8871 49.

Registered office: 43 Eagle Street, London WC1R 4AT.

Phone: 020 7440 7360 Fax: 020 7440 7370