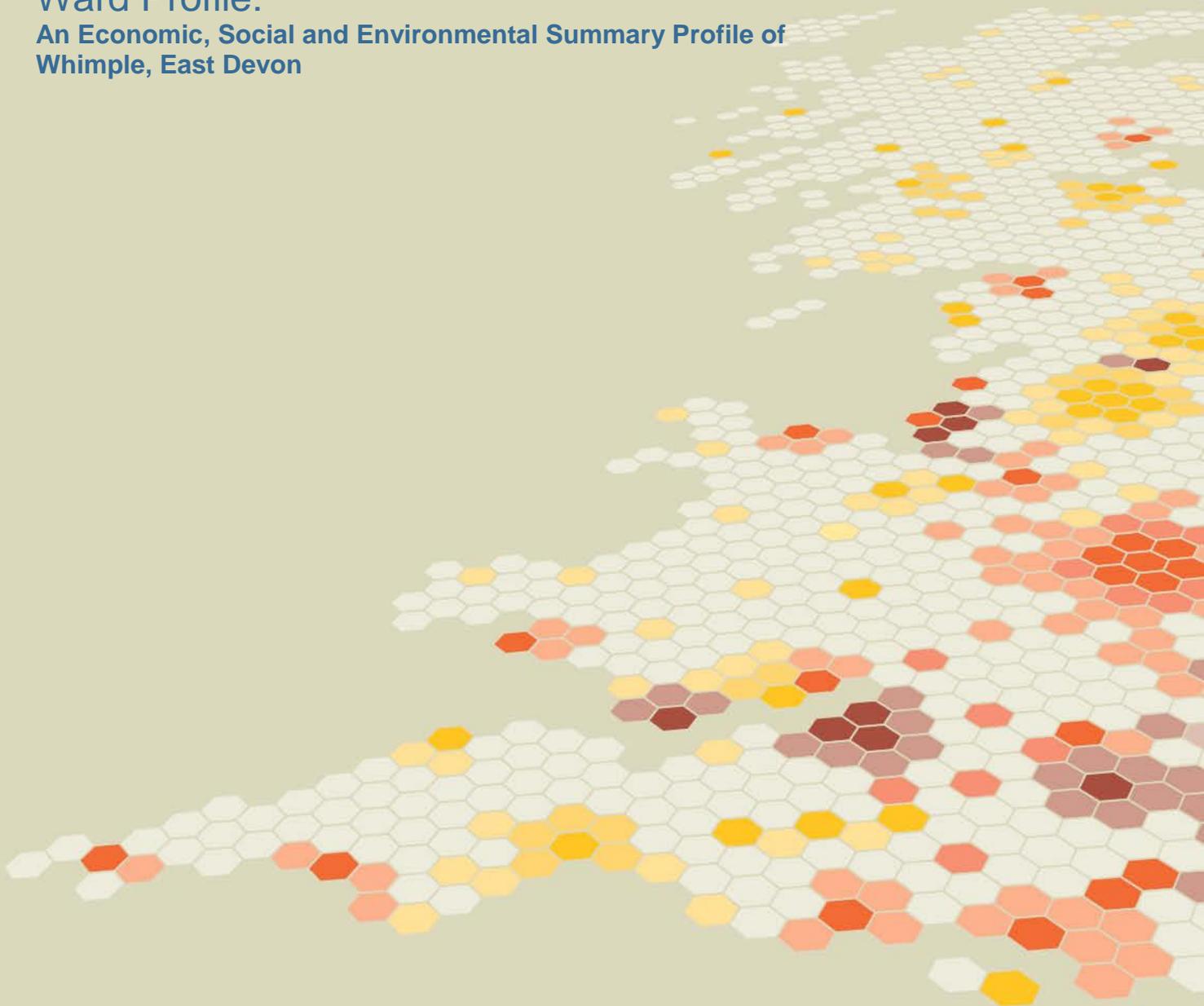


November 2013

Ward Profile:
An Economic, Social and Environmental Summary Profile of
Whimble, East Devon



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 Whimble, 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 Whimble in terms of its competitiveness at district, sub-regional, regional and national levels. Strong economic foundations are critical to the future success 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 Whimble. 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 Whimble 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' representing the strongest performance, ranging 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 Popleford and Harford	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
Whimble	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

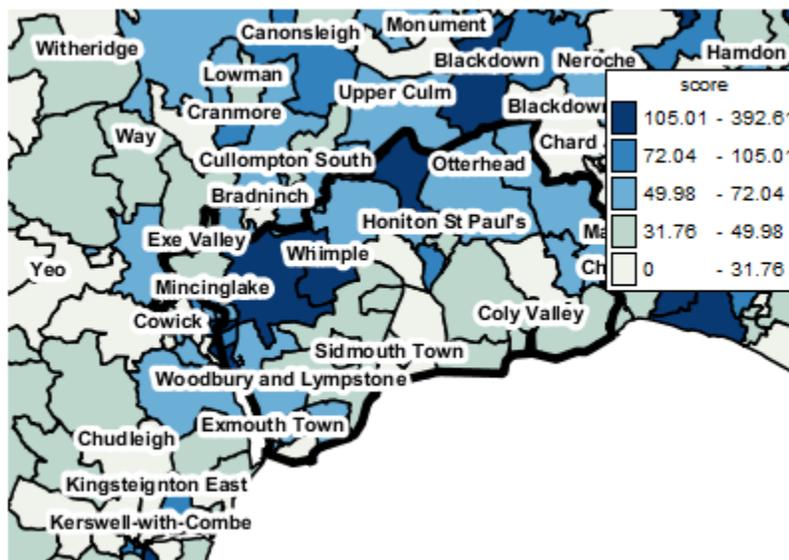
Industrial Structure

Throughout the global economy, the critical structural trend is the growth of the knowledge economy. Our industrial structure profile assesses Whimble 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.

Whimble is ranked 187 out of 7677 wards on our industrial structure score, indicating a knowledge economy that performs 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 a score of 209.73, Whimble is in the top 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 Whimble's industrial structure we find that:

- Knowledge intensive sectors in Whimble accounted for 47.13% 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 above the national median, with the ward ranking in the top 20% of wards. It has 18.79% of employment in this sector. This compares with 1.54% in East Devon and 2.89% nationally.
- Employment in knowledge-driven services is well above the national median, with the ward ranking in the top 20% of wards. It has 28.34% of employment in this sector. This compares with 12.14% in East Devon and 18.85% nationally.
- Whimble has a small public sector, with 18.15% of employment in this sector. This compares with 26.45% in East Devon and 27.86% nationally.

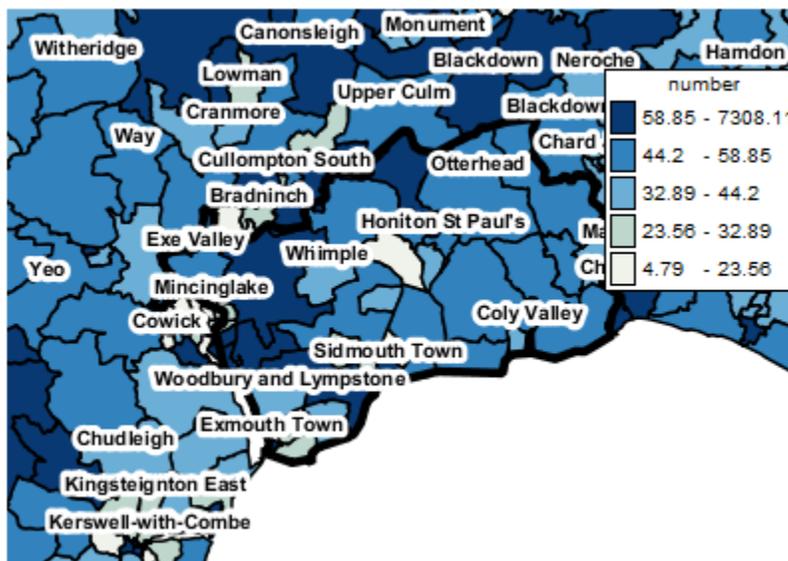
Business and Enterprise

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 Whimble. It also references measures of business size and self-employment.

Whimble is ranked 4010 out of 7679 wards on the number of businesses per 1,000 head of pop, indicating an enterprise culture that performs in the middle 20% 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 37.25 business per 1,000 pop, Whimble is in the middle 20% 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 Whimble's business and enterprise we find that:

- The business density of Whimble is average by national standards, with 37.25 businesses per 1000 head of population. By comparison the national figure is 42.01.
- The self-employment rate in Whimble is very high, by national standards, with the ward ranking in the top 20% of wards nationally. In 2011, the self-employment rate was 19.19%, compared with 18.92% in East Devon and 11.54% nationally.
- The average business size in Whimble 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 3.37, compared with 6.21 in East Devon and 10.61 employees nationally.
- The proportion of employees who worked for large businesses in Whimble 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 Whimble 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 25.17%, compared with 50.89% in East Devon and 47.34% nationally.
- The proportion of employees who worked for micro-businesses in Whimble 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 74.83%, compared with 33.94% in

East Devon and 21.26% nationally.

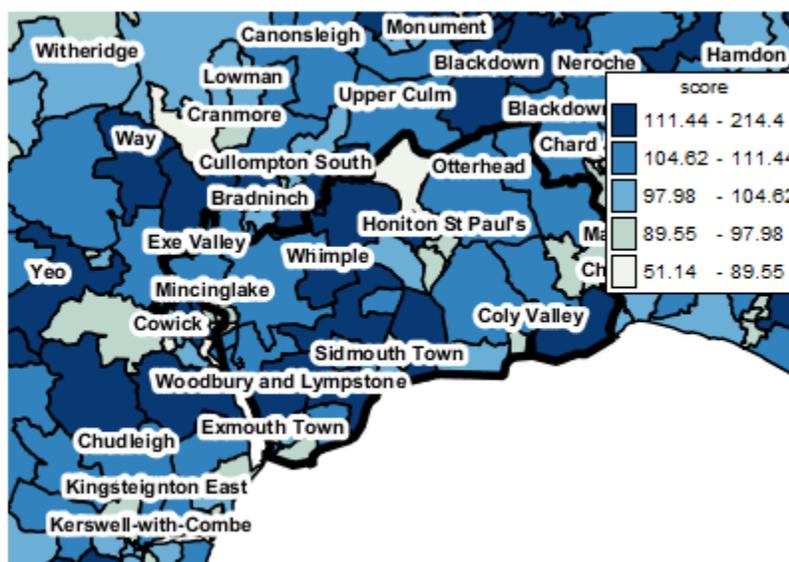
Skills and Qualifications

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 Whimble, 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.

Whimble is ranked 314 out of 8570 wards on our skills and qualifications score, indicating a resident workforce that performs in the top 20% 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 122.69, Whimble is in the top 20% 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 Whimble's skills and qualification's performance we find that:

- The proportion of the working age resident population qualified below NVQ level 2 was very low, with the area ranking in the bottom 20% of wards nationally. In 2011, 23.56% 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 Whimble is very high, with the area ranking in the top 20% of wards nationally. In 2011, 19.68% 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 Whimble is high, with the area ranking in the top 40% of wards nationally. In 2011, 12.9% 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 Whimble is very high, with the area ranking in the top 20% of wards nationally. In 2011, 36.61% held a degree, or equivalent compared with 29.08% in East Devon and 27.22% nationally.

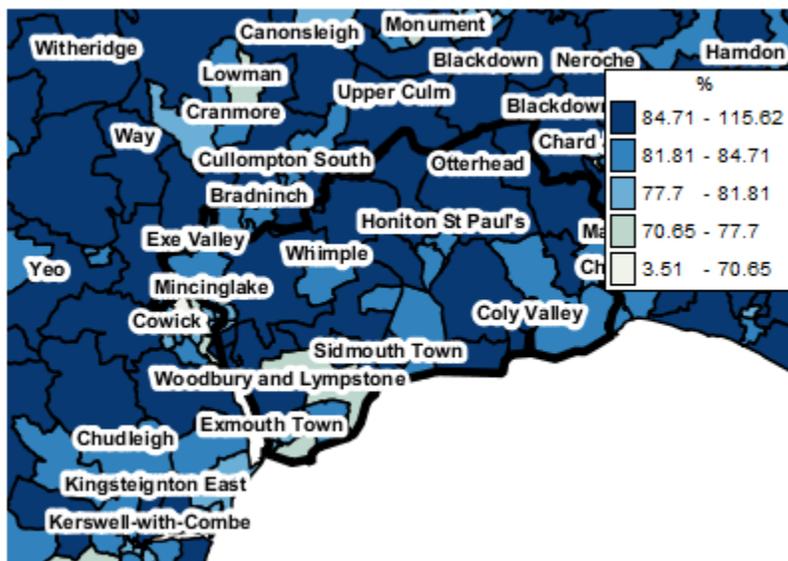
Labour Market

In this profile we use the employment rate as an overall measure of labour market performance in Whimble, 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.

Whimble is ranked 2234 out of 8570 wards on the proportion of the resident workforce in employment, indicating participation rates that are in the top 40% 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 83.9% of the resident working population in employment, Whimble is in the top 40% of wards and is in the district that is in the top 20% of districts nationally.



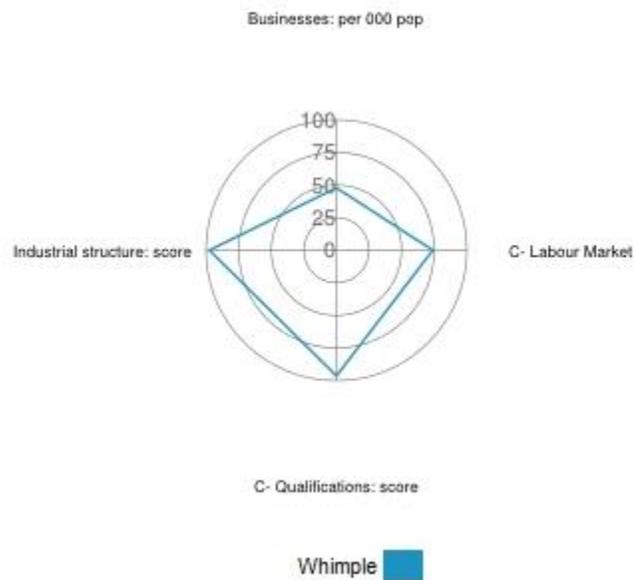
Source: Census 2011

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

- The proportion of the resident working age population who are in employment is high, with the area ranking in the top 40% of wards nationally. In Whimble, 83.9% 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 Whimble is very low, with the ward ranking in the bottom 20% of wards nationally. In Whimble, 0.58% 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 Whimble is very low, with the ward ranking in the bottom 20% of wards nationally. In Whimble, 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 Whimble is average, with the ward ranking in the middle 20% of wards nationally. In Whimble, 57.87% 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 Whimble is very high, with the ward ranking in the top 20% of wards nationally. In Whimble, 29.26% 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 Whimble 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 are shown opposite. These are statistically the nearest neighbours to Whimble, with Bywell in Northumberland being the most similar on the summary economic indicators.

Rank	Ward Name	District
1	Bywell	Northumberland
2	Upwood and The Raveleys	Huntingdonshire
3	Charlton Park	Cheltenham
4	Great Oakley	Corby
5	Ecclesall	Sheffield
6	Mapledurham	Reading
7	Holbrook West	Horsham
8	Thames	Reading
9	North Duffield	Selby
10	Alton Whitedown	East Hampshire

Economic Scorecard

The economic 'scorecard', showing how Whimble stands nationally, within its district, sub-region, and region. The 'scorecard' assesses the state of Whimble 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	A	A	A	A	Whimble is ranked 187 out of 7677 wards on our industrial structure score, indicating a knowledge economy that performs in the top 20% of wards nationally.
Business density An 'A' Represents areas with the highest business density	C	C	D	C	Whimble is ranked 4010 out of 7679 wards on the number of business per 1,000 head of pop, indicating an enterprise culture that performs in the middle 20% of wards nationally.
Skills & qualifications An 'A' Represents areas with the most skilled population	A	A	A	A	Whimble is ranked 314 out of 8570 wards on our skills and qualifications score, indicating a resident workforce that performs in the top 20% wards by national standards, in terms of human capital.
Labour market An 'A' Represents areas with the highest employment rates	C	B	D	B	Whimble is ranked 2234 out of 8570 wards on the proportion of the resident workforce in employment, indicating participation rates that are in the top 40% 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 Whimble in terms of the demographic characteristics of its local communities and the issues which affect them most. The report examines nine aspects of Whimble'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 Whimble. 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 Whimble 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' representing the strongest performance, ranging 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 Harford	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
Whimble	43.3	2.5	1.6	121.8	54.93	143.53
Woodbury and Lypstone	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

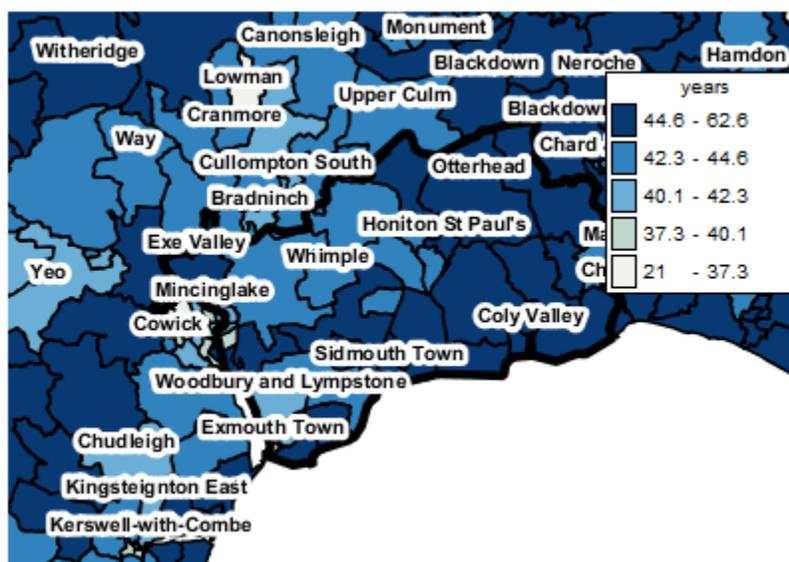
Age

Demographic characteristics have a fundamental influence on the social and economic development of an area. This profile shows the age distribution of residents Whimble, 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).

Whimble is ranked 2603 out of 8570 wards on the average age of residents, indicating an average age in the highest 40% 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 43.3 years, Whimble is in the highest 40% of wards nationally 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 Whimble's age profile we find that:

- The proportion of the resident population aged 0-14 was 15.97%, which is low by national standards, with Whimble ranking in the bottom 40% 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 10.55%, which is low by national standards, with Whimble ranking in the bottom 40% 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 20.46%, which is low by national standards, with Whimble ranking in the bottom 40% 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 33.11%, which is very high by national standards, with Whimble 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 19.92%, which is high by national standards, with Whimble ranking in the top 40% of wards. By comparison, the East Devon figure was 29.89% and the national figure was 16.45%.

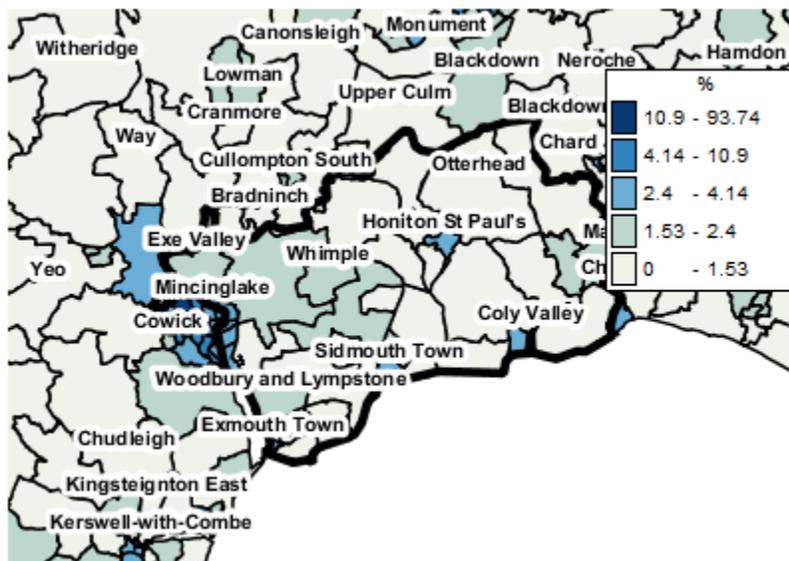
Ethnicity

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 Whimble according to the proportions of different ethnic groups.

Whimble is ranked 6693 out of 8570 wards on the proportion of its population classified as Non-White, placing the area in the lowest 40% 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 1.6% of its residents classified as Non-White, Whimble is in the bottom 40% 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 Whimble's ethnicity profile we find that:

- The proportion of the population classified as White was 98.4%, which is high by national standards, with Whimble ranking in the top 40% 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 0.97%, which is average by national standards, with Whimble ranking in the middle 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 0.13%, which is very low by national standards, with Whimble 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 0.13%, which is low by national standards, with Whimble ranking in the bottom 40% 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 0.63%, which is average by national standards, with Whimble ranking in the middle 20% of wards. By comparison, the East Devon average was 0.26% and the national figure was 1.71%.

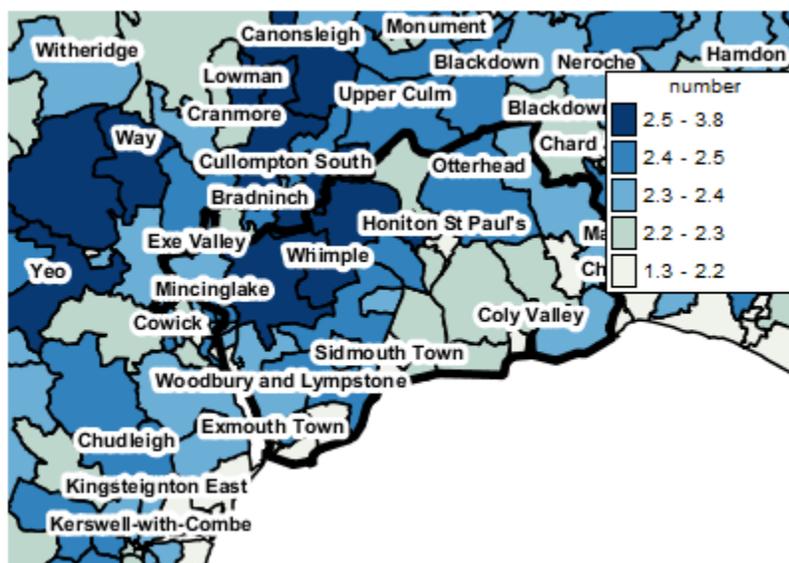
Household Structure

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

Whimble is ranked 892 out of 8570 wards on the average household size, placing the area in the highest 40% 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 2.5 people, Whimble is in the highest 40% 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 Whimble's household profile we find that:

- The proportion of one person households was 20.4% in 2011, which is very low by national standards, with Whimble 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 23.31% in 2011, which is very high by national standards, with Whimble 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 30.28% in 2011, which is high by national standards, with Whimble ranking in the top 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 6.87% in 2011, which is very low by national standards, with Whimble ranking in the bottom 20% of wards. By comparison, the East Devon average was 7.36% and the national figure was 10.65%.

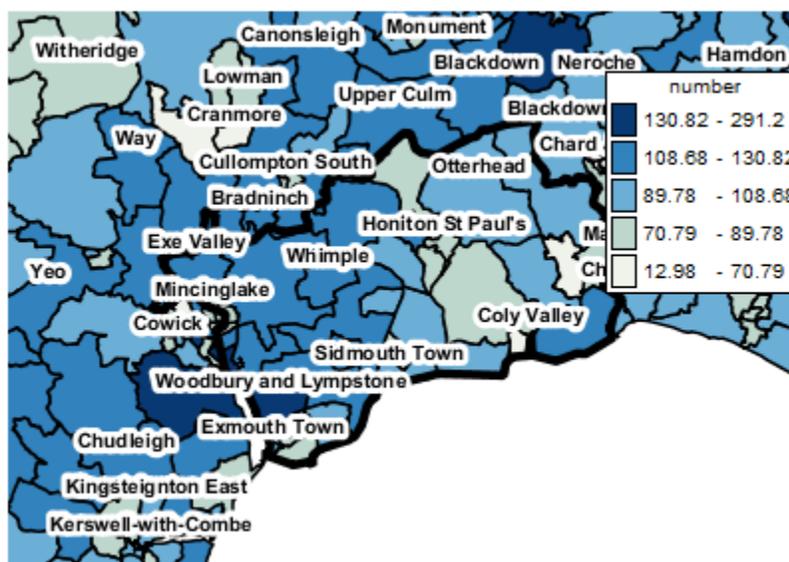
Occupations

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 Whimble 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'.

Whimble is ranked 2369 out of 8570 wards on our knowledge worker score, indicating a resident workforce that performs in the top 40% 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 121.8, Whimble is in the top 40% of wards and is in the district that is in the middle 20% of districts nationally.



Source: Census 2011

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

- The proportion of the working population who are in elementary occupations in Whimble is low by national standards, with 8% 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 Whimble is low by national standards, with 32.67% 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 Whimble is high by national standards, with 26.49% 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 Whimble is high by national standards, with 32.84% in Level 4 Occupations. By comparison, the East Devon figure is 23.3% and the national figure is 23.26%.

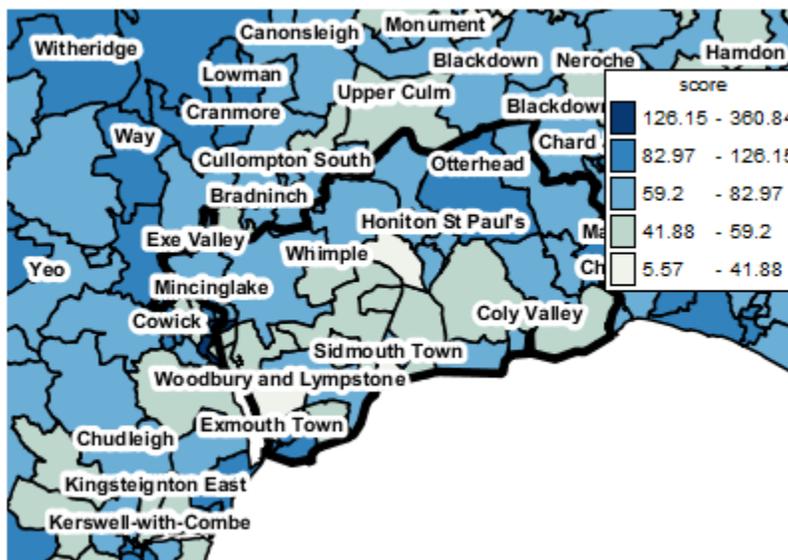
Deprivation

The Government's standard measure of deprivation and inequality in England is the Index of Multiple Deprivation (IMD). Our deprivation profile assesses conditions within Whimble 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.

Whimble is ranked 4956 out of 7679 wards on our deprivation score, putting it in the 40% least 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 54.93, Whimble is in the 40% least deprived of wards and in a district that is in the 40% least deprived of districts nationally.



Source: LA Summaries ID 2007

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

- For the health domain score, Whimble is ranked in the 20% 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 very low by national standards, with the ward ranking in the 20% least deprived wards.
- For the income domain score, Whimble 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 very low by national standards, with the ward ranking in the 20% 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 Whimble is very low by national standards, with the ward ranking in the 20% least deprived of wards on inequality.

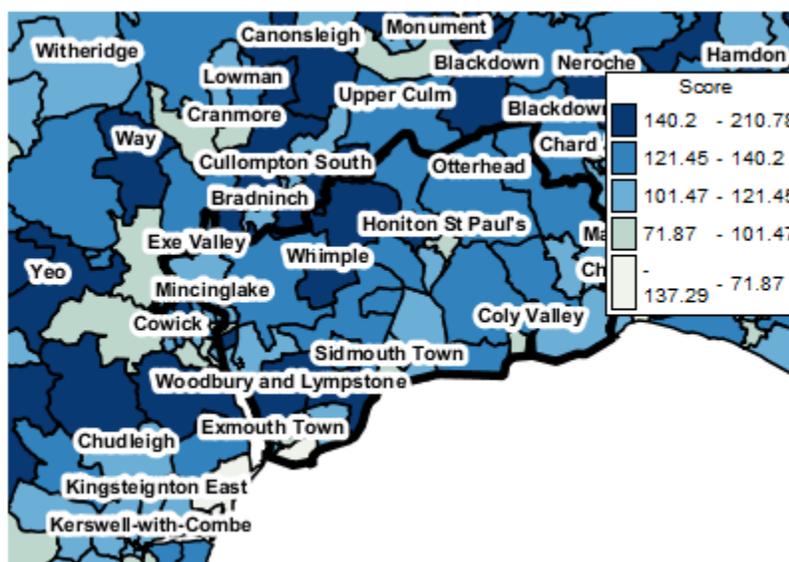
Health

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 Whimble according to a number of health indicators, including life expectancy, expected prevalence of smoking and obesity, infant mortality and standardised mortality ratios.

Whimble is ranked 1439 out of 8570 wards on our health score, indicating standards of health that are in the top 20% 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 143.53, Whimble is in the top 20% of wards and is in the district that is in the middle 20% of districts nationally.



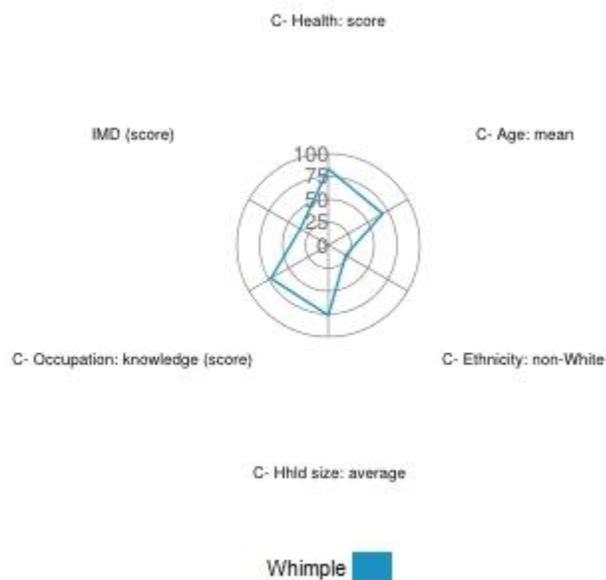
Source: Life expectancy at birth

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

- At 50.63 %, the proportion of the population in very good health in Whimble is high, with the area ranking in the top 40% of wards nationally. By comparison, the East Devon figure is 43.79 % and the national figure is 47.14%.
- At 68.07%, the proportion of the population in good health in Whimble is estimated to be low, with the area ranking in the bottom 40% of wards nationally. By comparison, the East Devon figure is 79.81% and the national figure is 81.19%.
- At 5.28%, the proportion of the population in bad health in Whimble is estimated to be very low, with the area ranking in the bottom 20% of wards nationally. By comparison, the East Devon figure is 11.68% and the national figure is 11.9%.
- At 0.76%, the proportion of the population in very bad health in Whimble 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 6.72%, the proportion of the population whose day to day activities are limited a lot in Whimble 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 Whimble 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 Whimble, with Wedmore and Mark in Sedgemoor being the most similar on the summary social indicators.

Rank	Ward Name	District
1	Wedmore and Mark	Sedgemoor
2	Stour	East Dorset
3	Saxon Shore	Ashford
4	Buxted and Maresfield	Wealden
5	Otley	Suffolk Coastal
6	Heathfield East	Wealden
7	Mundens and Cottered	East Hertfordshire
8	Winford	North Somerset
9	Cullompton Outer	Mid Devon
10	Ticehurst and Etchingam	Rother

Society Scorecard

The society 'scorecard', showing how Whimble stands nationally, within its district, sub-region, and region. The 'scorecard' assesses the state of Whimble 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 the main composite measure is known.

Composite measure	District	Sub-region score	Region score	National Score	Summary
Age			-		Whimble is ranked 2603 out of 8570 wards on the average age of residents, indicating an average age in the highest 40% of wards nationally.
Ethnicity			-		Whimble is ranked 6693 out of 8570 wards on the proportion of its population classified as Non-White, placing the area in the lowest 40% of wards nationally.
Average household size			-		Whimble is ranked 892 out of 8570 wards on the average household size, placing the area in the highest 40% of wards nationally.
Occupations An 'A' Represents areas with the highest proportion of knowledge workers	A	A	A	B	Whimble is ranked 2369 out of 8570 wards on our knowledge worker score, indicating a resident workforce that performs in the top 40% of wards nationally.
Deprivation An 'A' Represents areas with the lowest levels of deprivation	B	A	B	B	Whimble is ranked 4956 out of 7679 wards on our deprivation score, putting it in the 40% least deprived wards nationally.
Health An 'A' Represents areas with the highest score for the life expectancy	A	A	A	A	Whimble is ranked 1439 out of 8570 wards on our health score, indicating standards of health that are in the top 20% 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 Whimble. 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 Whimble'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 Whimble 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' representing the strongest performance, ranging 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 Popleford and Harford	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
Whimble	77.94	6.34	86.86
Woodbury and Lypstone	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

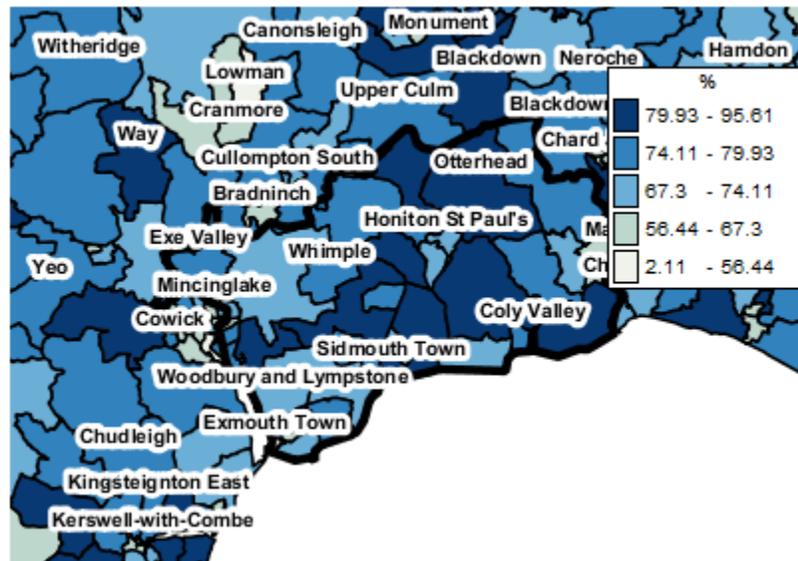
Housing

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.

Whimble is ranked 2268 out of 8570 wards on the proportion of households in owner-occupied properties, indicating that the area is in the top 40% 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 77.94, Whimble is in the top 40% of wards and in a district that is in the top 20% of districts nationally.



Source: Census 2011

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

- The proportion of dwellings that were detached within Whimble was 52.06% in 2011. This places Whimble 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 Whimble was 19.98% in 2011. This places Whimble in the bottom 40% 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 Whimble was 8.12% in 2011. This places Whimble in the bottom 40% 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 5.31% in 2011. This places Whimble 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 2.39% in 2011. This places Whimble in the bottom 40% 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

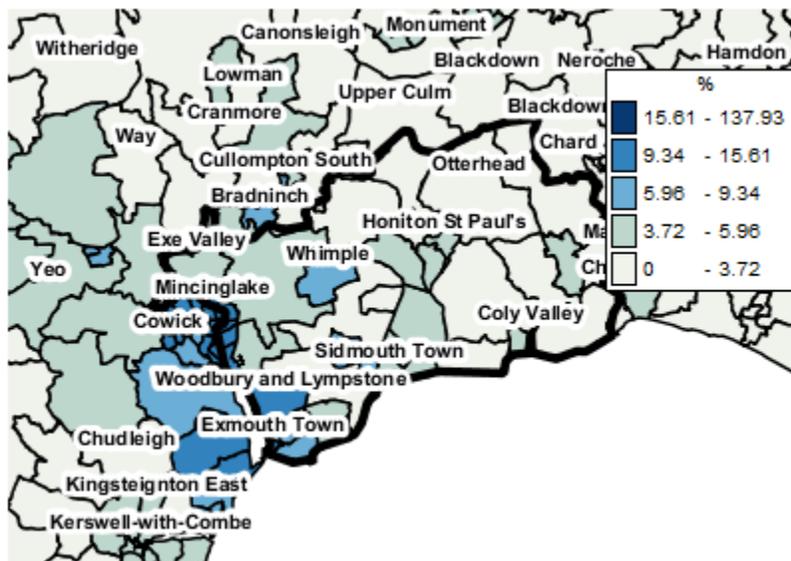
Transport and Connectivity

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

Whimble is ranked 4929 out of 8569 wards on the use of public transport by those travelling to work, indicating an area 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 6.34, Whimble is in the middle 20% of wards and in a district that is in the bottom 40% of districts nationally.



Source: Census 2011

Looking in more detail at Whimble'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 75.06% places the area in the middle 20% of wards nationally.
- The proportion of residents who travel to work within Whimble by foot or bicycle was 6.68% in 2011. This is very low, placing it in the bottom 20% of wards nationally. By comparison the national figure is 13.61%.
- The proportion of residents who travel to work within Whimble by motorcycle or scooter was 1.11% in 2011. This is very high, placing it in the top 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 5.4% places the area in the top 40% of wards nationally.
- The proportion of people who work from home in Whimble is very high, with the area ranking in the top 20% of wards nationally. The proportion of home-workers was 14.14% 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 6.34% places the area in the middle 20% of wards nationally.

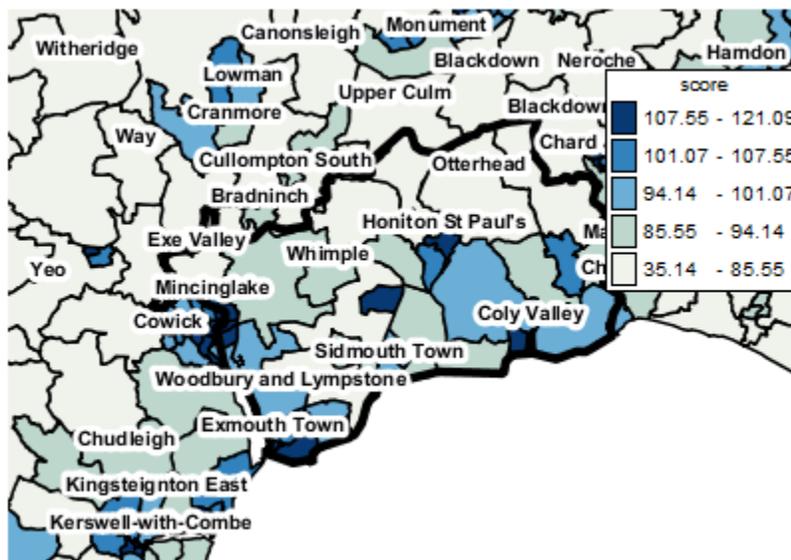
Access to Services

This profile assesses service accessibility in Whimble 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.

Whimble is ranked 5945 out of 7675 wards on our Access to Services score, indicating that access to services is in the bottom 40% 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 86.86, Whimble is in the bottom 40% of wards and is in the district that is in the middle 20% of districts nationally.



Source: DFT Accessibility statistics

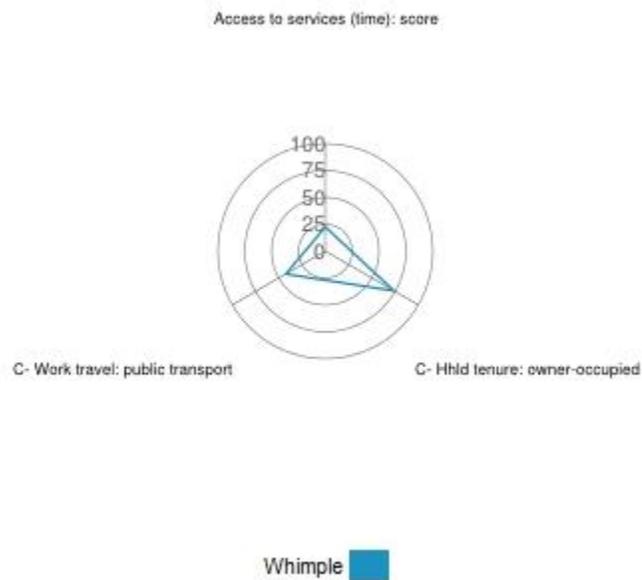
Looking in more detail at Whimble's prosperity profile we find that:

- At 98.31, the Access to GP's score is below the national median, with the area ranking in the bottom 40% of wards nationally. By comparison, the East Devon figure is 94.35 and the national figure is 100.
- At 93.4, the Access to Primary School score is below the national median, with the area ranking in the bottom 40% of wards nationally. By comparison, the East Devon figure is 96.01 and the national figure is 100.
- At 71.38, the Access to Secondary School score is 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 80.33, the Access to Further Education score is 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 70.58, the Access to Hospital score is below the national median, with the area ranking in the bottom 40% of wards nationally. By comparison, the East Devon figure is 116.51 and the national figure is 100.

- At 101.38, the Access to Food Store score is below the national median, with the area ranking in the middle 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 Whimble 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 Whimble, with Newton Poppleford and Harford in East Devon being the most similar on the summary environmental indicators.

Rank	Ward Name	District
1	Newton Poppleford and Harford	East Devon
2	Limestone Peak	High Peak
3	Grayshott	East Hampshire
4	Amble West with Warkworth	Northumberland
5	Horam	Wealden
6	Mountsorrel	Charnwood
7	Eaton Bray	Central Bedfordshire
8	Newport Pagnell North	Milton Keynes
9	Chapel West	High Peak
10	Harwich West	Tendring

Environment Scorecard

The environment 'scorecard', showing how Whimble stands nationally, within its district, sub-region, and region. The 'scorecard' assesses the state of Whimble 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	B	B	C	B	Whimble is ranked 2268 out of 8570 wards on the proportion of households in owner-occupied properties, indicating that the area is in the top 40% of wards nationally in terms of owner-occupation.
Work Travel An 'A' Represents areas with the greatest use of public transport	B	B	A	C	Whimble is ranked 4929 out of 8569 wards on the use of public transport by those travelling to work, indicating an area that performs in the middle 20% of wards nationally.
Access to Services An 'A' Represents areas with the highest access to services	D	D	D	D	Whimble is ranked 5945 out of 7675 wards on our Access to Services score, indicating that access to services is in the bottom 40% 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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