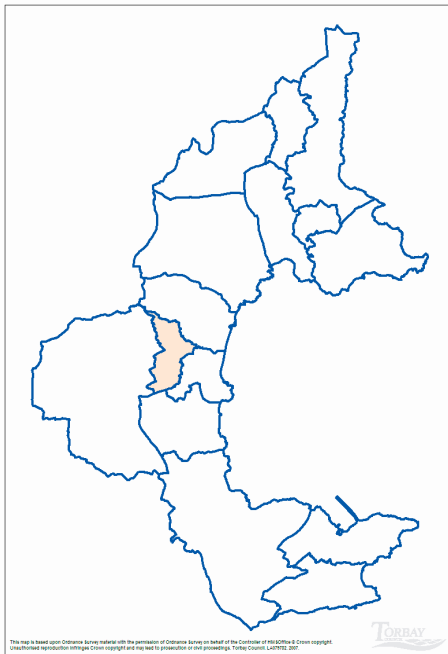


Area overview

The electoral ward of Clifton with Maidenway is located in the town of Paignton, with the ward location shown in the below map.



Quick Key Facts

- From the 2001 Census, the resident population for Clifton with Maidenway was 7,043.
- The ward covers an area of 142 hectares.
- With 9.9% of the ward area being Green space.
- Clifton with Maidenway has on average, 49.61 persons per hectare.
- The average age of residents is 42.4 years.
- 97.4% of the resident population in 2001, were White British.
- With 75.7% stating their religion as Christian.

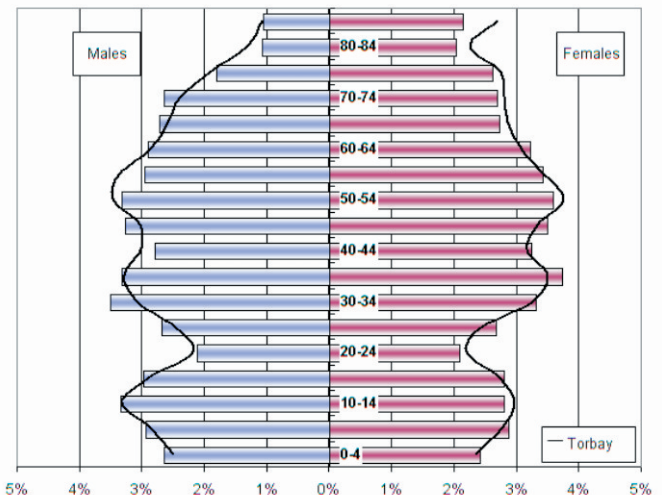
Population

Age group	Count	Proportion of total population	
Clifton with Maidenway		Torbay	
All people	7,043		
0 to 19	1,608	22.8%	22.4%
Working Age	4,013	57.0%	56.3%
50 and Over	2,886	41.0%	44.9%

Source: 2001 Census, ONS

The overall population structure for the ward is similar to the Torbay wide profile.

**2001 CENSUS POPULATION PYRAMID FOR
CLIFTON WITH MAIDENWAY
COMPARED TO TORBAY**



Source: 2001 Census, ONS

Quality of Life

Residents of Clifton with Maidenway have a higher than Torbay wide level of satisfaction with their local area as a place to live.

Satisfaction	Clifton with Maidenway*	Torbay**
Net Satisfaction	74.6%	70.1%
Neither	17.9%	15.4%
Net Dissatisfaction	7.5%	14.5%

Source: 2006 General User Satisfaction Survey

Over half of residents believe that within their local area, people from different backgrounds get on well together – community cohesion.

Community Cohesion	Clifton with Maidenway *	Torbay**
Agree	51.5%	44.8%
Don't know	22.7%	27.2%
Disagree	7.6%	14.4%
Too few people in local area	12.1%	7.5%
All the same back ground	6.1%	6.2%

* unweighted count of 67 residents

** weighted response for Torbay

Source: 2006 General User Satisfaction Survey

Local Authorities have a statutory obligation to undertake a general user satisfaction survey every three years. These surveys allow Local Authorities to monitor key issues affecting residents. Two questions from the survey specifically asked about quality of life and what makes somewhere a good place to live, and what most needs improving, allowing comparison with previous survey results.

Most important in making somewhere a good place to live

2006	The level of crime (12.5%)
	Health services (11.3%)
	Affordable decent housing (8.3%)
	Clean streets (7.5%)
	Job prospects (6.8%)
2003	Low level of crime (14.3%)
	Health services (12.1%)
	Clean streets (10.8%)
	Affordable decent housing (7.5%)
	Public transport (6.7%)

- In both surveys, a low level of crime is considered most important in making somewhere a good place to live.

Most needs improving

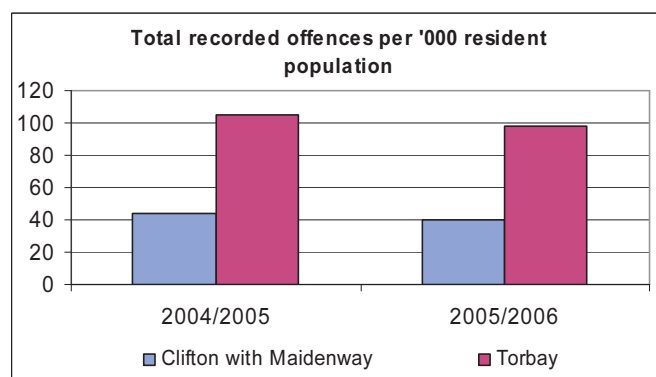
2006	Job prospects (10.2%)
	Activities for teenagers (9.8%)
	Affordable decent housing (9%)
	Sports & leisure facilities (7.4%)
	Health services (6.3%)
2003	Clean streets (11%)
	Road and pavement repairs (11%)
	Wage levels & local cost of living (10.2%)
	Low level of crime (8.2%)
	Health services (7.5%)

- Job prospects most need improving for the residents of Clifton with Maidenway.

Percentages are based on responses to a multiple choice question, and are unweighted.

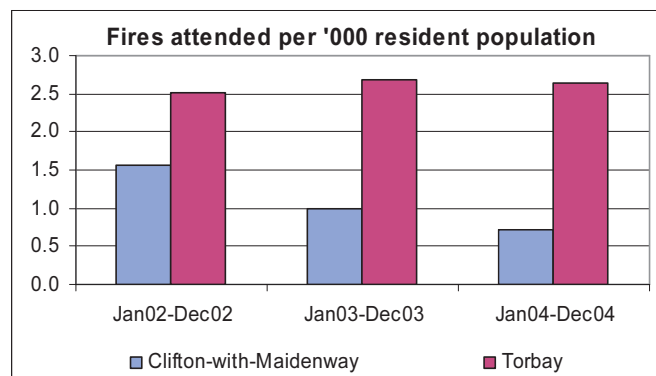
Crime / Fire Rates

Torbay is a safe place to live, and the number of recorded offences per '000 resident population for Clifton with Maidenway is below that of the Torbay figure. The number of recorded offences over the period has dropped by 8.4% in Clifton with Maidenway. The following graph illustrates the rate of recorded offences compared to Torbay.



Source: Amethyst

In 2004 there were 5 primary fires attended by the Devon Fire and Rescue service in Clifton with Maidenway, or less than 1 fire attended per '000 resident population.



Source: ONS

Limiting Long Term Illness (LLTI)

Limiting long-term illness covers any long-term illness; health problem or disability which limits daily activities or work.

LLTI	All people	People with LLTI	Proportion of population with LLTI
Clifton with Maidenway	7,043	1,493	21.20%
Torbay	129,706	29,867	23.0%

Source: 2001 Census, ONS

Life Expectancy

Life expectancy at birth for person in Clifton with Maidenway ward is 79.4 years, compared to the Torbay average of 79.2 years (ward average).

Source: SWPHO

Living Arrangements - Households

Almost two thirds of households are occupied by married or cohabiting couples, there is a lower than bay wide proportion of divorced households.

Living arrangements	Clifton with Maidenway	Torbay
Married or Cohabiting	64.3%	60.6%
Not living in a couple	18.2%	19.8%
Divorced / Separated	8.9%	9.9%
Widowed	8.6%	9.7%

Source: 2001 Census, ONS

Housing Tenure

Over 85% of households are owner occupied – either outright, mortgaged or shared ownership.

Tenure	Clifton with Maidenway	Torbay
All Occupied households	3,021	57,420
Owner Occupied	85.1%	74.0%
Housing Association	3.3%	8.2%
Private Rent	10.1%	15.1%
Other	1.5%	2.7%

Source: 2001 Census, ONS

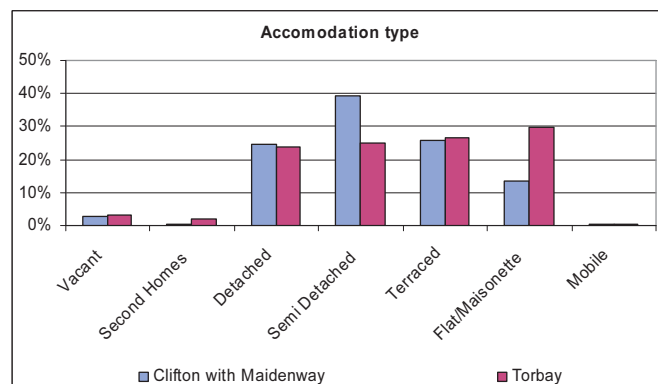
Lone Parents

Lone parents	Proportion of household spaces: lone parent with dependent children
Clifton with Maidenway	6.2%
Torbay	6.6%

Source: 2001 Census

Household Spaces

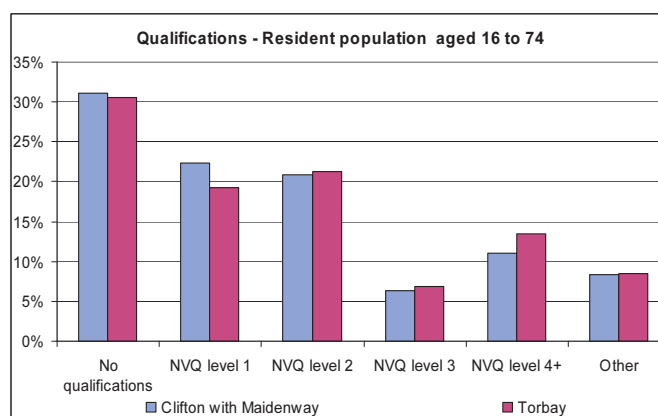
Almost 40% of properties in the ward are Semi-Detached, noticeably higher than the bay proportion.



Source: 2001 Census, ONS

Qualifications

Overall, residents in Clifton with Maidenway have a similar level of qualification to the Torbay wide figure. 11.0% having NVQ level 4+ (HND, degree or higher).



Source: 2001 Census, ONS

Economically Active

Economically Active	Clifton with Maidenway	Torbay
All people aged 16 to 74	4,999	90,852
Economically active	3,296	65.9%
In employment	2,999	60.0%
Employees	2,557	51.2%
Self employed	442	8.8%
Unemployed	184	3.7%

Source: 2001 Census, ONS

Clifton with Maidenway has a higher proportion of people aged 16 to 74 economically active, than compared to the bay.

Occupation group

Occupation groups	Clifton with Maidenway	Torbay
All people aged 16 - 74 in employment*	3,107	53,543
Managers and senior officials	10.9%	15.2%
Professional occupations	6.3%	7.3%
Associate professional and technical occupations	12.6%	12.5%
Administrative and secretarial occupations	11.5%	11.0%
Skilled trades occupations	15.6%	13.8%
Personal service occupations	9.3%	8.8%
Sales and customer service occupations	9.8%	9.0%
Process; plant and machine operatives	11.9%	9.4%
Elementary occupations	12.2%	13.0%

Source: 2001 Census, ONS

*cells in original table have been randomly adjusted to avoid the release of confidential data.

Industry of Employment

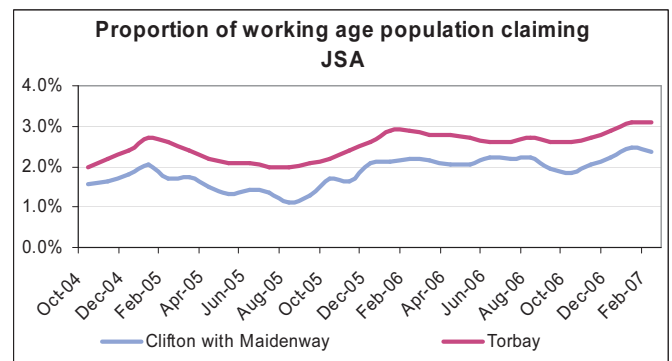
Industry of employment	Clifton with Maidenway	Torbay
All people aged 16 - 74 in employment	3,106	53,542
Agriculture; hunting; forestry	0.7%	0.9%
Fishing	0.0%	0.3%
Mining & quarrying	0.2%	0.2%
Manufacturing	18.1%	14.7%
Electricity; gas and water supply	0.5%	0.6%
Construction	9.4%	7.9%
Wholesale & retail trade; repair of motor vehicles	19.4%	18.5%
Hotels and catering	6.9%	10.3%
Transport storage and communication	6.1%	5.6%
Financial intermediation	1.9%	2.1%
Real estate; renting and business activities	8.1%	8.6%
Public administration and defence	4.7%	4.5%
Education	5.9%	6.3%
Health and social work	12.8%	14.0%
Other	5.4%	5.6%

Source: 2001 Census, ONS

Benefit Claimants

The rate of Job Seekers Allowance (JSA) claimants in Clifton with Maidenway is slightly

lower than the Torbay figure.



Source: NOMIS

Overall claimant levels in Clifton with Maidenway are generally lower than the bay wide figures. Claimant levels as at Aug 2006.

Benefit Group	Clifton with Maidenway	Torbay
Income Support Claimants	5.5%	8.3%
Incapacity Benefit / Severe Disablement Allowance	8.0%	10.1%
Disability Living Allowance	5.6%	6.2%

Source: DWP

Income

Model-Based Estimates of Income for Wards, 2001/02	£
England & Wales (Ward Average)	550
South West (Ward Average)	500
Torbay (Ward Average)	410
Clifton with Maidenway	420

Source: ONS

The model based income for Clifton with Maidenway shows that the average total weekly household income in 2001/02 was higher than the Torbay average at £420 per week.

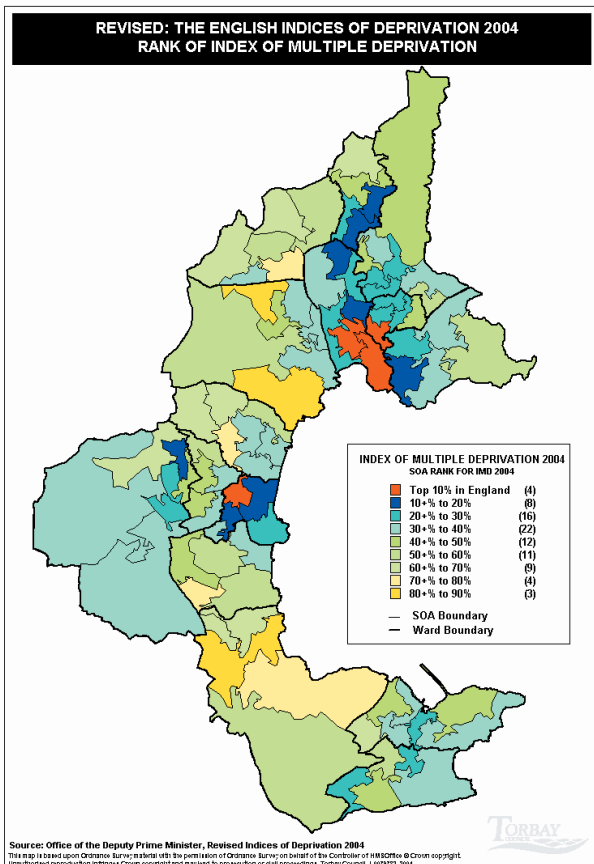
Social Exclusion

Social exclusion happens when people or places suffer from a series of problems such as unemployment, discrimination, poor skills, low incomes, poor housing, high crime, ill health and family breakdown. When such problems combine they can create a vicious cycle. Social exclusion can happen as a result of problems that face one person in their life. But it can also start from birth, being born into poverty or to

parents with low skills still has a major influence on future life chances. The English Indices of Deprivation 2004 (revised) go some way to identifying hotspots of deprivation. The overall 'Index of Multiple Deprivation' is a model based on 7 domains covering the aforementioned social exclusion topics.

What was the Office of the Deputy Prime Minister, now the Department for Communities and Local Government published in 2004 a set of deprivation indices that were modelled on comparative social and economic datasets. The index of multiple deprivation is used widely to compare varying areas with associated levels of deprivation / social exclusion. Within the index, Torbay has areas of severe deprivation within the top 10% most deprived in England. The below map illustrates the areas (in red) in the top 10% most deprived in England.

Index of Multiple Deprivation



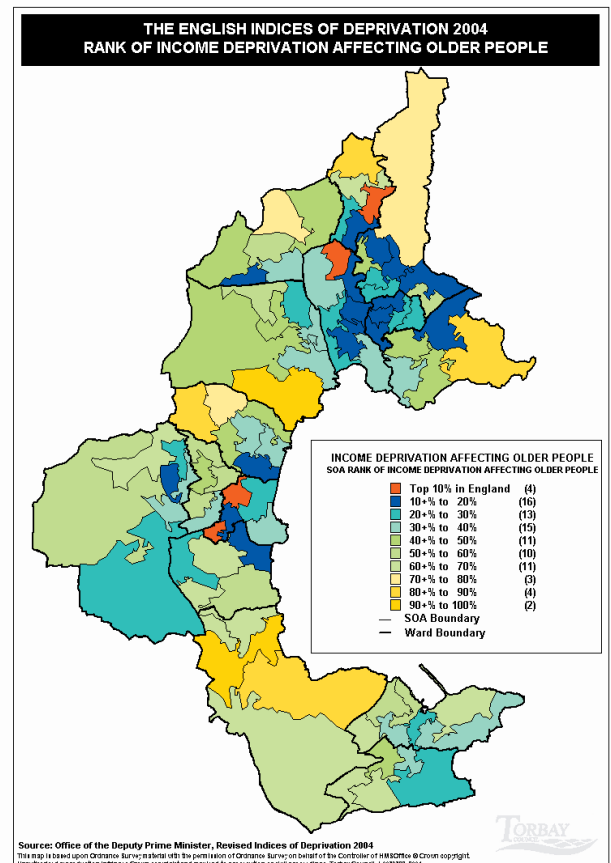
From the 2004 Indices of multiple deprivation there are a series of sub-domains that when aggregated together give the actual 7 domains that in turn lead to the Index of Multiple Deprivation.

The following maps illustrate the ranking within England for areas in Torbay for the following indicators:

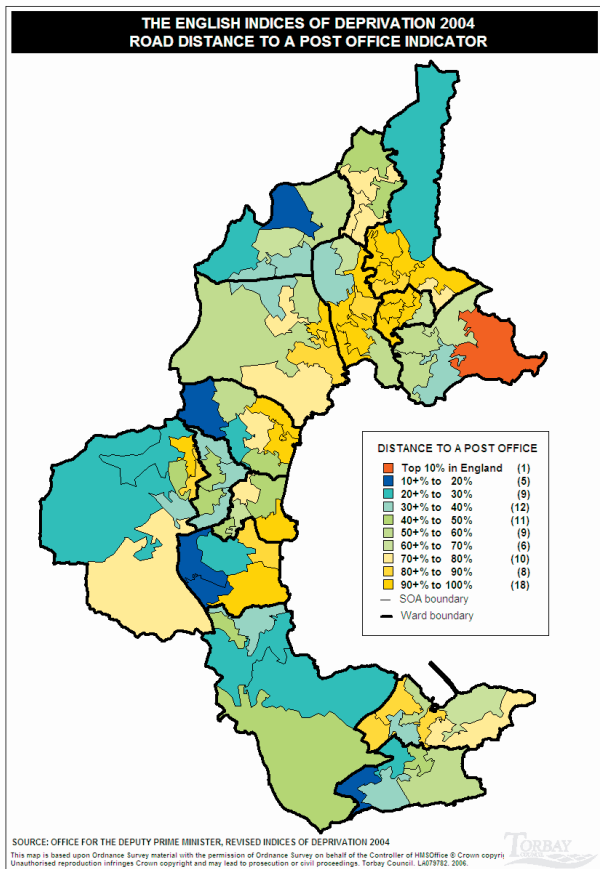
- Income deprivation affecting older people.
- Road distance to a Post Office.
- Road distance to a super market or convenience store.
- Road distance to a GP premises.
- Road distance to a primary school.

Further information of the English Indices of Deprivation 2004 can be obtained using the contact details at the end of this paper.

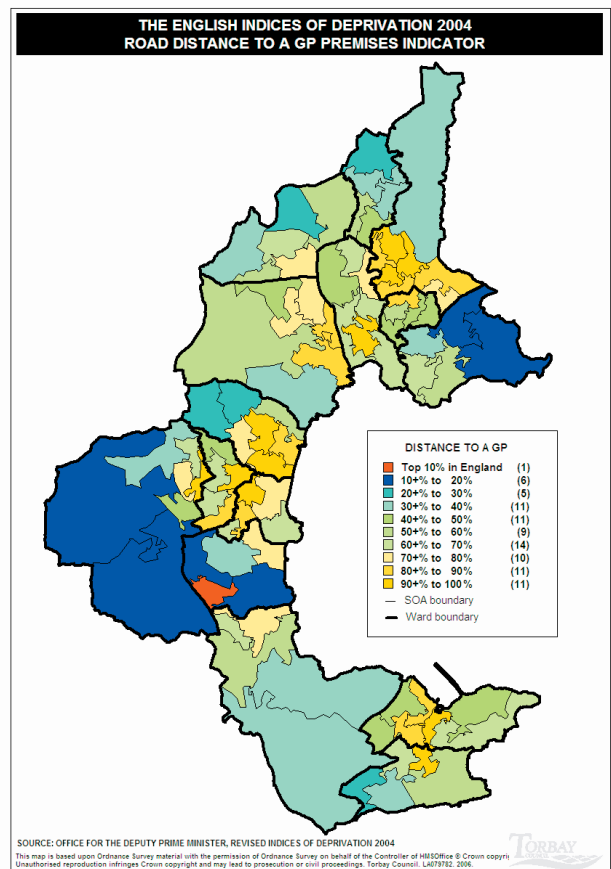
Income deprivation affecting older people



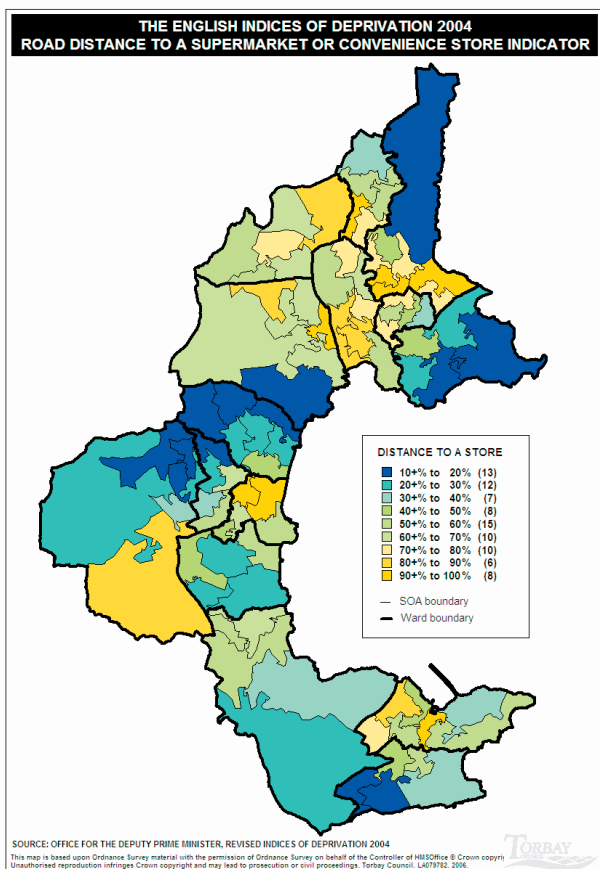
Road distance to a Post Office



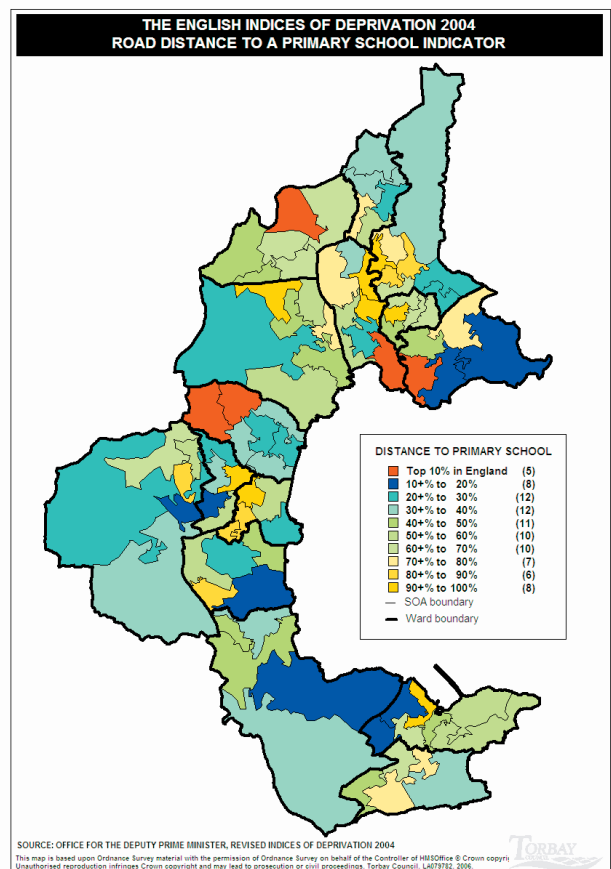
Road distance to a GP premises



Road distance to a super market or convenience store



Road distance to a primary school

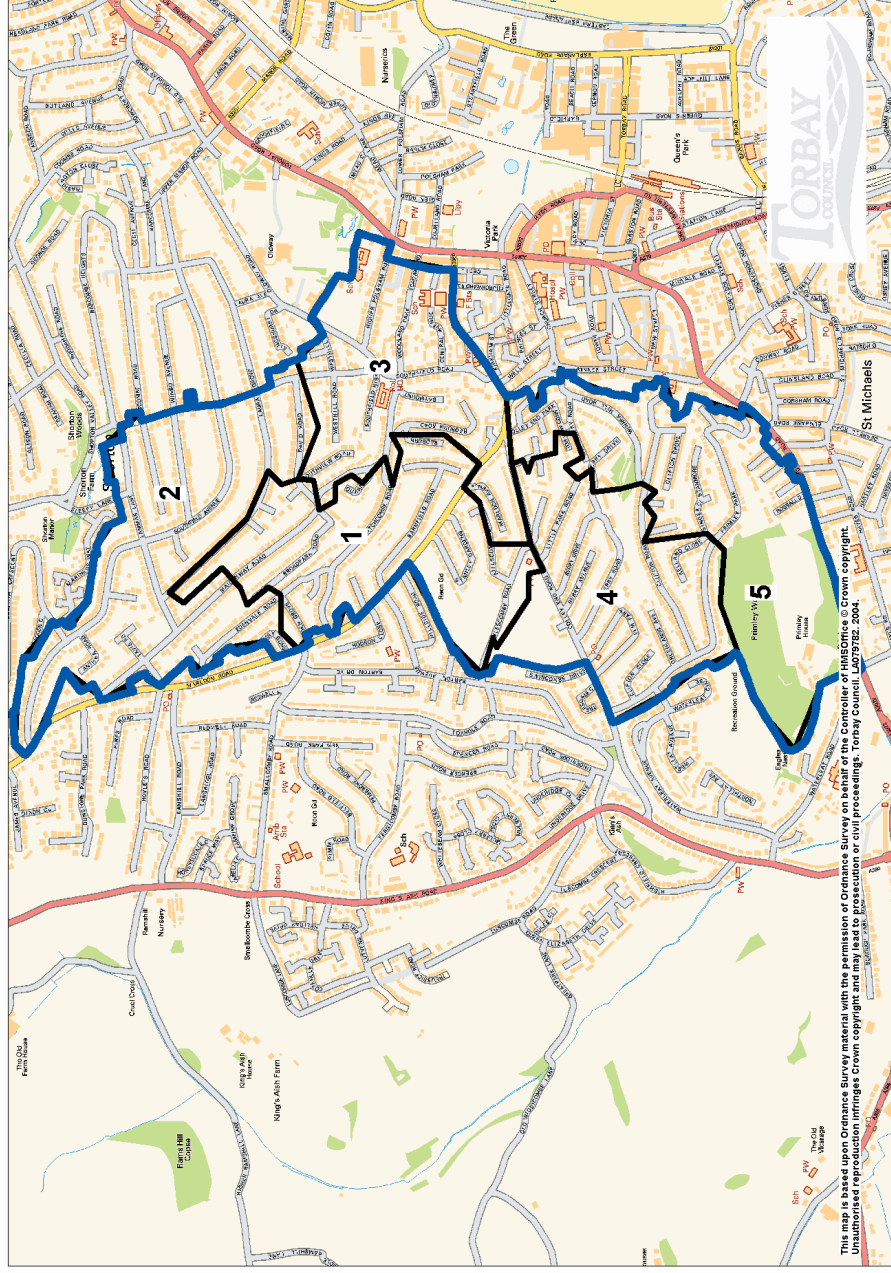


CLIFTON WITH MAIDENWAY WARD

Below the electoral geography of a ward, there exists further statistical geography. The most recognised and well used geographies are Super Output Areas (SOAs). SOAs are based in data from the 2001 census and have, on average, 650 households within. The SOA boundaries do NOT reflect neighbourhoods, they are purely for statistical comparison, and are used as a mechanism for publishing data to a relatively small area.

The map to the right shows the SOA structure for Clifton with Maidenway, whilst the below table details the national ranking for the specific SOA in the Index of Multiple Deprivation and the 7 associated domains plus two further sub-domains.

The English Indices of Deprivation 2004 (revised)



Area number for ward map	Index of Multiple Deprivation	Income Domain	Employment Domain	Health and Disability domain	Education, Skills and Training Domain	Barriers to Housing Domain	Crime and Disorder Domain	Living Environment Domain	Income deprivation affecting children	Income deprivation affecting older people
	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK	RANK
1	13,631	11,155	12,326	15,485	9,711	17,294	20,954	13,487	11,535	15,120
2	17,901	16,683	14,081	17,010	15,365	12,017	25,269	22,706	17,107	18,394
3	10,679	10,249	7,442	13,350	16,202	20,736	14,586	4,239	12,698	17,364
4	15,346	14,791	13,093	19,572	8,489	17,093	26,679	11,880	14,826	17,995
5	11,387	9,888	12,736	14,725	9,152	16,172	14,672	6,265	7,630	10,198

Source: Office of the Deputy Prime Minister, The English Indices of Deprivation 2004 (revised)

Areas shaded in grey are SOAs ranked within the top 10% most deprived in England

For further information please contact
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E-mail: statistics@torbay.gov.uk

DLH/03/07