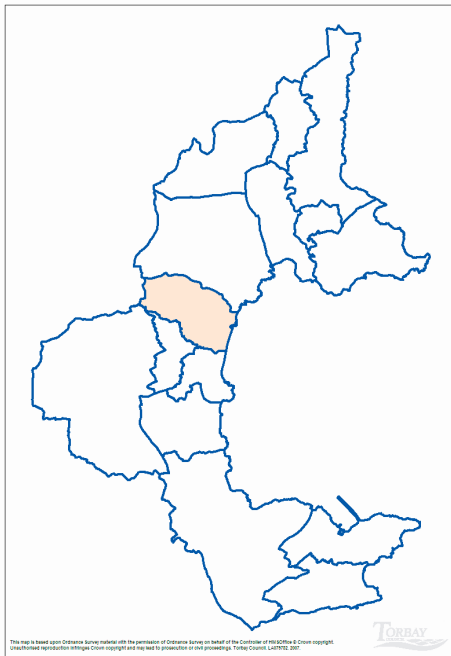


Area overview

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



Quick Key Facts

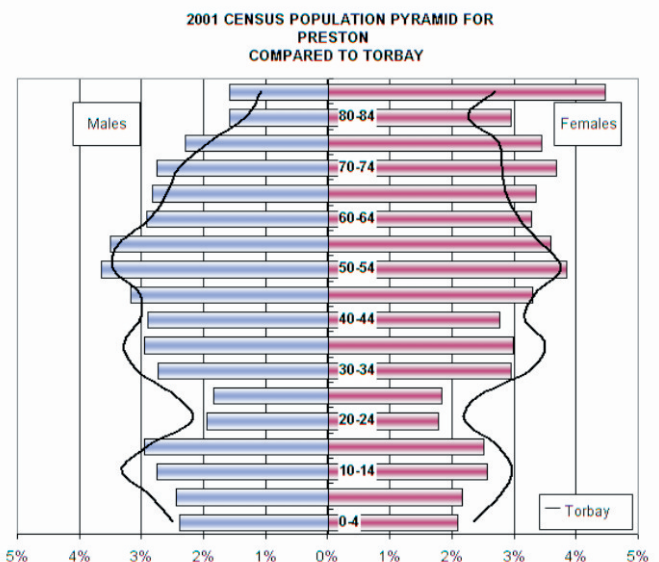
- From the 2001 Census, the resident population for Preston was 10,280.
- The ward covers an area of 318 hectares.
- With 35.21% of the ward area being Green space
- Preston has on average, 32.33 persons per hectare.
- The average age of residents is 46.6 years.
- 99.3% of the resident population in 2001, were White British.
- With 79.1% stating their religion as Christian.

Population

Age group	Count	Proportion of total population	
		Preston	Torbay
All people	10,280		
0 to 19	2,044	19.9%	22.4%
Working Age	5,437	52.9%	56.3%
50 and Over	5,042	49.0%	44.9%

Source: 2001 Census, ONS

The overall population structure for the ward has a slightly older bias when compared to the Torbay wide profile.



Source: 2001 Census, ONS

Quality of Life

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

Satisfaction	Preston *	Torbay**
Net Satisfaction	80.5%	70.1%
Neither	12.0%	15.4%
Net Dissatisfaction	7.5%	14.5%

Source: 2006 General User Satisfaction Survey

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

Community Cohesion	Preston *	Torbay**
Agree	47.4%	44.8%
Don't know	22.2%	27.2%
Disagree	12.6%	14.4%
Too few people in local area	11.1%	7.5%
All the same back ground	6.7%	6.2%

* unweighted count of 135 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 (11.6%)
	Clean streets (10%)
	Health services (9.8%)
	Affordable decent housing (8.5%)
	Job prospects (6.7%)
2003	Low level of crime (13.9%)
	Health services (10.6%)
	Clean streets (9.4%)
	Affordable decent housing (7.3%)
	Public transport (7.1%)

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

Most needs improving

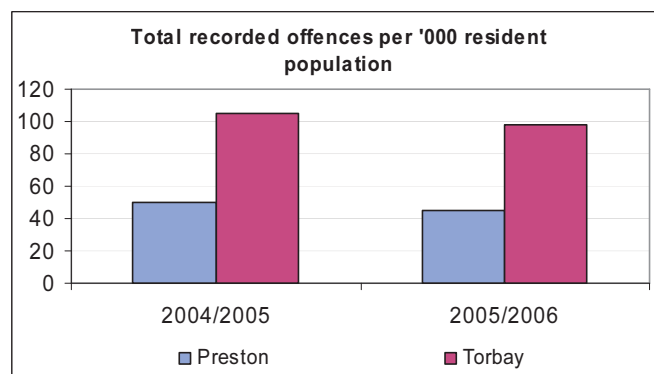
2006	Job prospects (8.2%)
	Affordable decent housing (8%)
	Activities for teenagers (7.6%)
	The level of traffic congestion (6.7%)
	The level of crime (6.3%)
2003	Road and pavement repairs (11.2%)
	Wage levels & local cost of living (10.8%)
	Clean streets (10.6%)
	Low level of traffic congestion (9.9%)
	Low level of crime (8.1%)

- Job prospects most need improving for the residents of Preston.

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

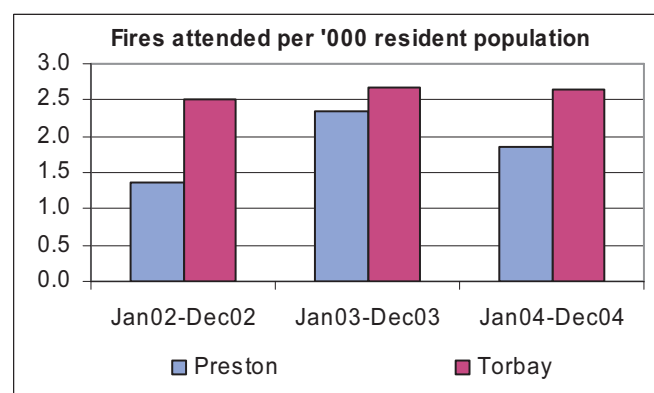
Crime / Fire Rates

Torbay is a safe place to live, and the number of recorded offences per '000 resident population for Preston is below that of the Torbay figure. The number of recorded offences over the period has dropped by 9.2% in Preston. The following graph illustrates the rate of recorded offences compared to Torbay.



Source: Amethyst

In 2004 there were 19 primary fires attended by the Devon Fire and Rescue service in Preston, or just under 2 fires 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
Preston	10,280	2,495	24.27%
Torbay	129,706	29,867	23.0%

Source: 2001 Census, ONS

Life Expectancy

Life expectancy at birth for person in Preston ward is 79.6 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. Although there is a slightly higher proportion of widowed households.

Living arrangements	Preston	Torbay
Married or Cohabiting	63.9%	60.6%
Not living in a couple	16.6%	19.8%
Divorced / Separated	7.9%	9.9%
Widowed	11.6%	9.7%

Source: 2001 Census, ONS

Housing Tenure

Over 80% of households are owner occupied – either outright, mortgaged or shared ownership.

Tenure	Preston	Torbay
All Occupied households	4,497	57,420
Owner Occupied	83.8%	74.0%
Housing Association	4.0%	8.2%
Private Rent	9.9%	15.1%
Other	2.3%	2.7%

Source: 2001 Census, ONS

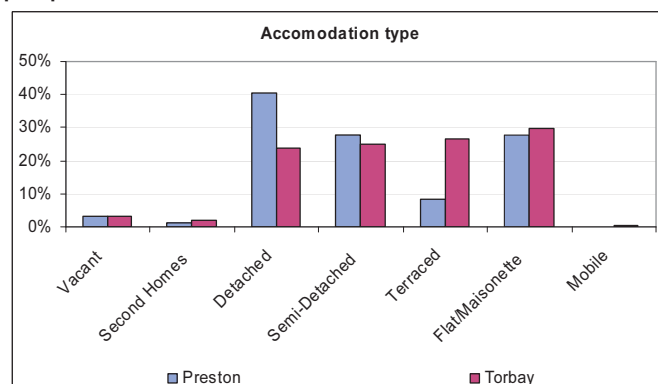
Lone Parents

	Proportion of household spaces: lone parent with dependent children
Preston	4.2%
Torbay	6.6%

Source: 2001 Census, ONS

Household Spaces

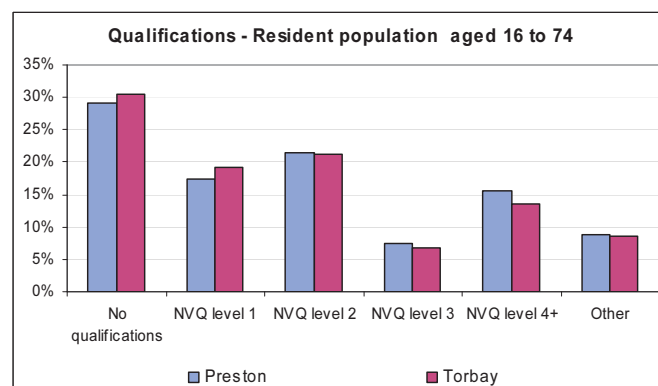
Over 40% of the properties in the ward are detached, noticeably higher than the bay proportion.



Source: 2001 Census, ONS

Qualifications

Overall, residents in Preston have a similar level of qualification to the Torbay wide figure. 15.5% having NVQ level 4+ (HND, degree or higher).



Source: 2001 Census, ONS

Economically Active

Economically Active	Preston	Torbay
All people aged 16 to 74	7,069	90,852
Economically active	4,345	61.5%
In employment	3,976	56.2%
Employees	3,170	44.8%
Self employed	806	11.4%
Unemployed	214	3.0%

Source: 2001 Census, ONS

Preston has a lower proportion of people aged 16 to 74 economically active, than compared to the bay.

Occupation group

Occupation groups	Preston	Torbay
All people aged 16 - 74 in employment*	4,121	53,543
Managers and senior officials	16.8%	15.2%
Professional occupations	8.3%	7.3%
Associate professional and technical occupations	13.6%	12.5%
Administrative and secretarial occupations	12.7%	11.0%
Skilled trades occupations	13.2%	13.8%
Personal service occupations	7.9%	8.8%
Sales and customer service occupations	8.7%	9.0%
Process; plant and machine operatives	9.1%	9.4%
Elementary occupations	9.7%	13.0%

Source: 2001 Census, ONS

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

Industry of Employment

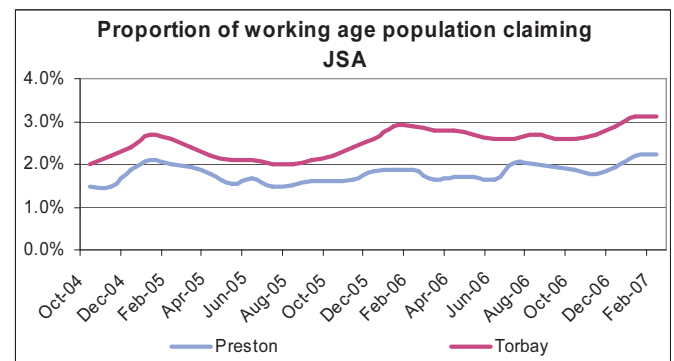
Industry of employment	Preston	Torbay
All people aged 16 - 74 in employment	4,121	53,542
Agriculture; hunting; forestry	0.9%	0.9%
Fishing	0.1%	0.3%
Mining & quarrying	0.2%	0.2%
Manufacturing	15.3%	14.7%
Electricity; gas and water supply	0.7%	0.6%
Construction	8.0%	7.9%
Wholesale & retail trade; repair of motor vehicles	17.5%	18.5%
Hotels and catering	8.3%	10.3%
Transport storage and communication	5.2%	5.6%
Financial intermediation	2.1%	2.1%
Real estate; renting and business activities	9.5%	8.6%
Public administration and defence	6.3%	4.5%
Education	7.4%	6.3%
Health and social work	13.5%	14.0%
Other	5.0%	5.6%

Source: 2001 Census, ONS

Benefit Claimants

The rate of Job Seekers Allowance (JSA) claimants in Preston is lower in comparison to

the Torbay figure.



Source: NOMIS

Overall claimant levels in Preston are generally lower than the bay wide figures. Claimant levels as at August 2006.

Benefit Group	Preston	Torbay
Income Support Claimants	5.4%	8.3%
Incapacity Benefit / Severe Disablement Allowance	8.1%	10.1%
Disability Living Allowance	5.3%	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
Preston	430

Source: ONS

The model based income for Preston shows that the average total weekly household income in 2001/02 was higher than the Torbay average at £430 per week.

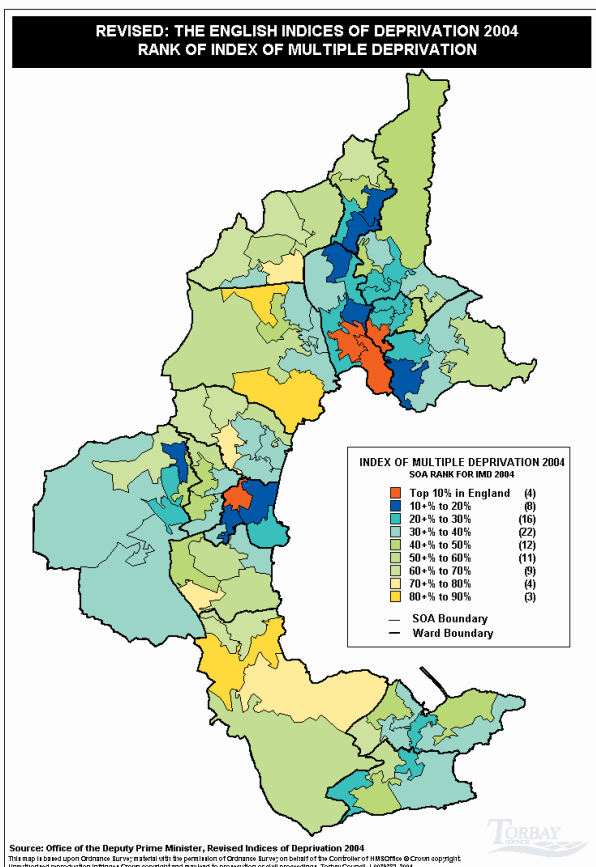
Social Exclusion

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



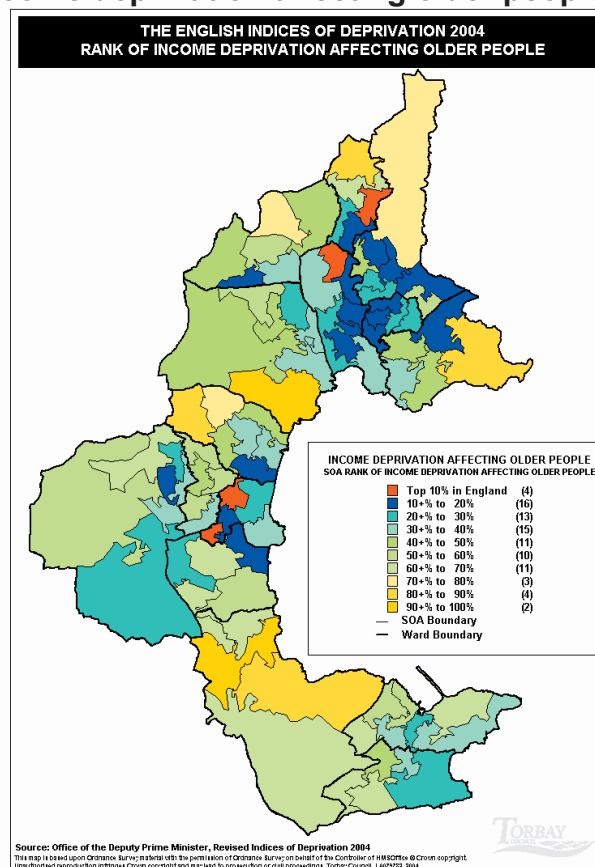
From the 2004 Indices of multiple deprivation there are a series of sub-domains that when aggregated together give the actual 7 domains that in turn lead to the Index of Multiple Deprivation.

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

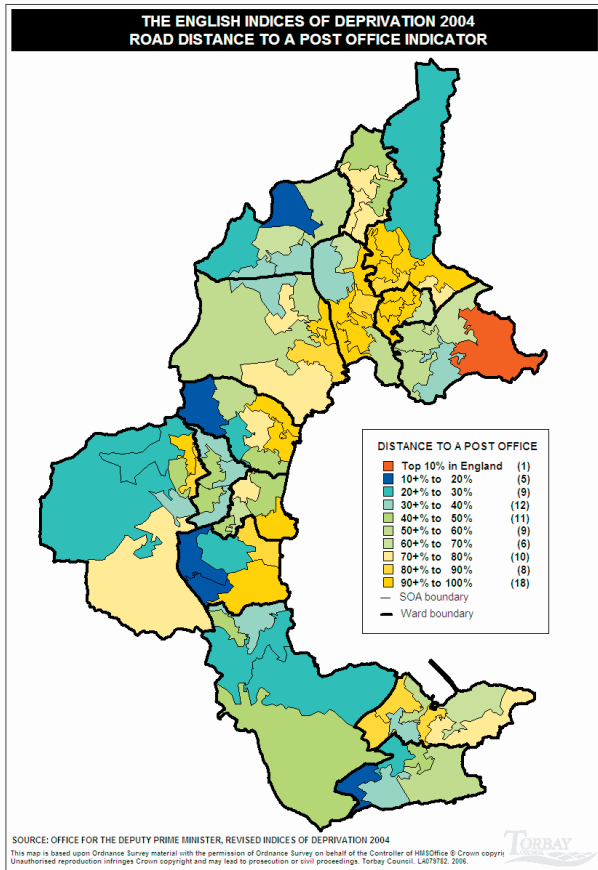
- Income deprivation affecting older people.
- Road distance to a Post Office.
- Road distance to a super market or convenience store.
- Road distance to a GP premises.
- Road distance to a primary school.

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

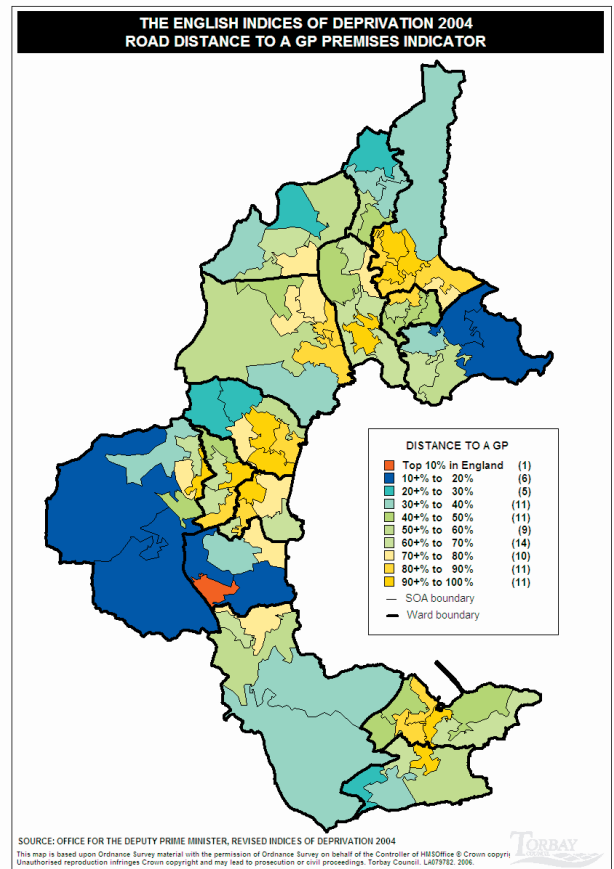
Income deprivation affecting older people



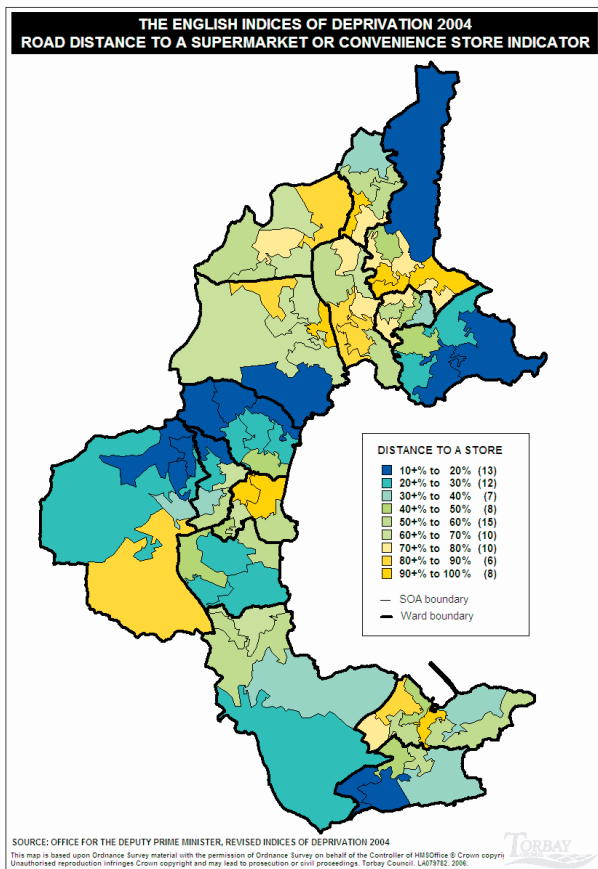
Road distance to a Post Office



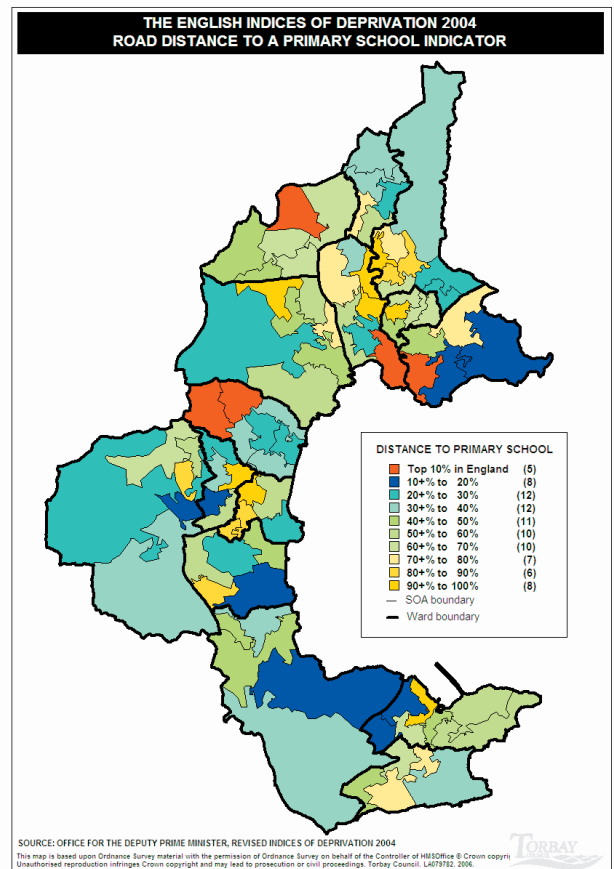
Road distance to a GP premises



Road distance to a super market or convenience store



Road distance to a primary school

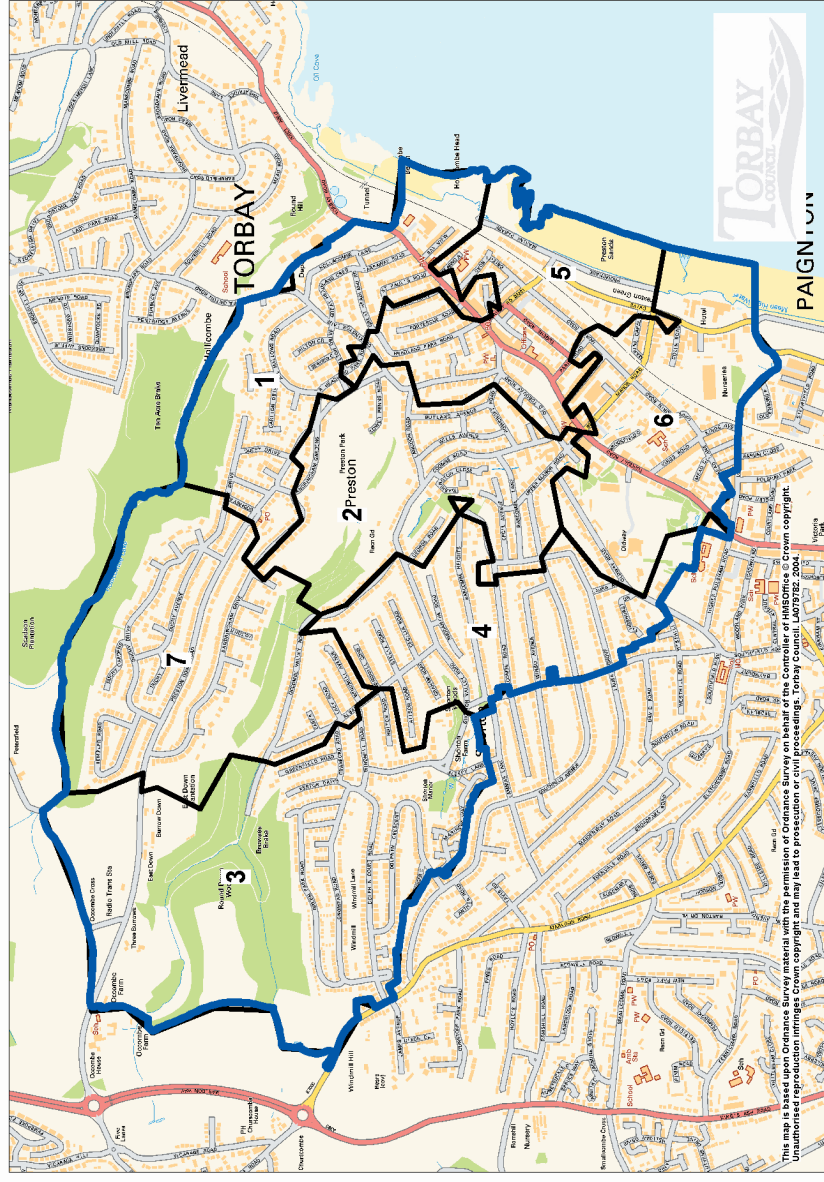


PRESTON WARD

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 Preston, 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	16,272	14,159	10,651	16,445	20,808	20,045	30,390	9,614	15,248	14,515
2	12,325	9,398	6,718	12,506	16,806	19,756	23,446	17,521	11,391	12,585
3	21,862	22,053	15,872	21,616	20,969	6,501	31,107	32,046	22,615	27,941
4	23,360	19,740	17,753	22,920	23,842	14,256	26,182	24,058	22,781	16,077
5	10,622	10,143	6,085	12,319	15,178	18,040	21,985	6,376	13,733	12,986
6	10,036	8,136	7,593	11,059	14,550	14,591	16,208	7,897	12,088	6,492
7	20,453	20,061	13,752	18,895	20,580	9,071	30,638	28,896	19,893	25,879

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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DLH/03/07