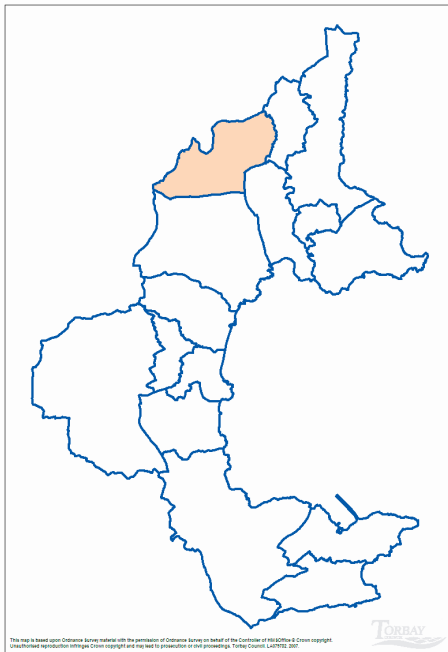


## Area overview

The electoral ward of Shiphay with the Willows is located in the town of Torquay, with the ward location shown in the below map.



## Quick Key Facts

- From the 2001 Census, the resident population for Shiphay with the Willows was 8,253.
- The ward covers an area of 414 hectares.
- With 7.4% of the ward area being Green Space.
- Shiphay with the Willows has on average, 19.93 persons per hectare.
- The average age of residents is 38.7 years.
- 96.2% of the resident population in 2001, were White British.
- With 76.3% stating their religion as Christian.

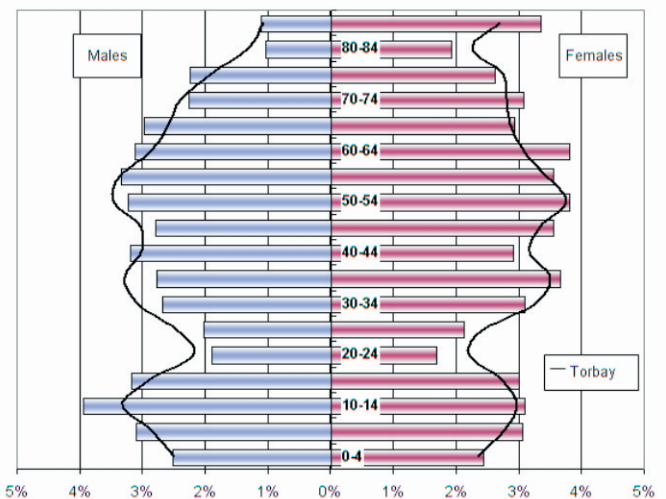
## Population

Age group	Count	Proportion of total population	
		Shiphay with the Willows	Torbay
All people	8,253		
0 to 19	2,057	24.9%	22.4%
Working Age	5,013	60.7%	56.3%
50 and Over	2,734	33.1%	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  
SHIPHAY WITH THE WILLOWS  
COMPARED TO TORBAY



Source: 2001 Census, ONS

## Quality of Life

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

Satisfaction	Shiphay with the Willows*	Torbay**
Net Satisfaction	73.9%	70.1%
Neither	16.1%	15.4%
Net Dissatisfaction	10.0%	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	Shiphay with the Willows*	Torbay**
Agree	51.8%	44.8%
Don't know	30.4%	27.2%
Disagree	7.7%	14.4%
Too few people in local area	4.7%	7.5%
All the same back ground	5.5%	6.2%

\* unweighted count of 116 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%)
	Affordable decent housing (9.6%)
	Clean streets (9.2%)
	Wage levels & local cost of living (7.3%)
	Health services (7.1%)
2003	Low level of crime (14.9%)
	Clean streets (9.8%)
	Health services (9.1%)
	Affordable decent housing (8.1%)
	Road and pavement repairs (6%)

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

### Most needs improving

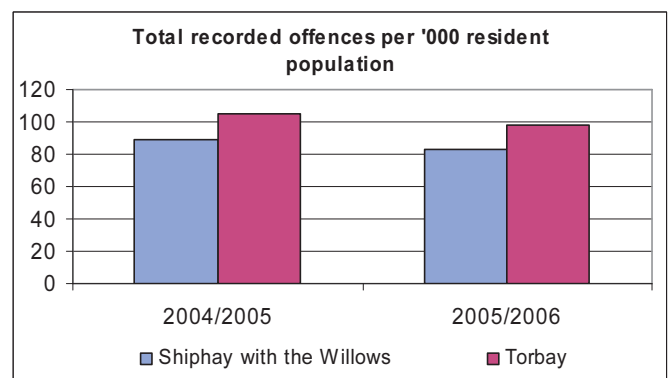
2006	The level of pollution (9.1%)
	Activities for teenagers (7.9%)
	Affordable decent housing (7.9%)
	Job prospects (7.1%)
	The level of traffic congestion (6.7%)
2003	Clean streets (13.7%)
	Road and pavement repairs (13.4%)
	Low level of crime (11.2%)
	Wage levels & local cost of living (9.3%)
	Affordable decent housing (8.1%)

- The level of pollution most needs improving for the residents of Shiphay with the Willows.

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

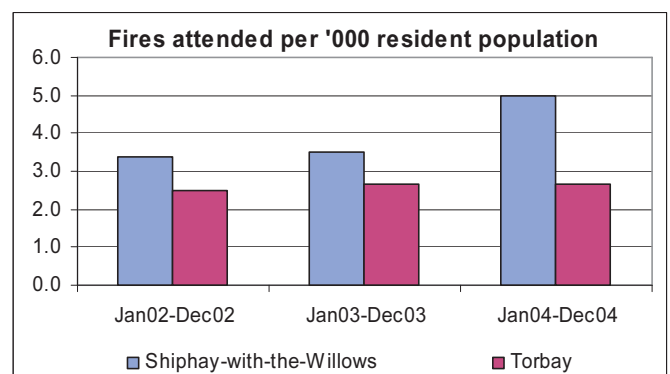
### Crime / Fire Rates

Torbay is a safe place to live, and the number of recorded offences per '000 resident population for Shiphay with the Willows is below that of the Torbay figure. The number of recorded offences over the period has dropped by 7% in Shiphay with the Willows. The following graph illustrates the rate of recorded offences compared to Torbay.



Source: Amethyst

In 2004 there were 41 primary fires attended by the Devon Fire and Rescue service in Shiphay with the Willows, or just under 5 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
Shiphay with the Willows	8,253	1,428	17.3%
Torbay	129,706	29,867	23.0%

Source: 2001 Census, ONS

## Life Expectancy

Life expectancy at birth for person in Shiphay with the Willows ward is 80.3 years, compared to the Torbay average of 79.2 years (ward average).

Source; SWPHO

## Living Arrangements - Households

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

Living arrangements	Shiphay with the Willows	Torbay
Married or Cohabiting	66.0%	60.6%
Not living in a couple	18.4%	19.8%
Divorced / Separated	8.1%	9.9%
Widowed	7.5%	9.7%

Source: 2001 Census, ONS

## Housing Tenure

Over three quarters of households are owner occupied – either outright, mortgaged or shared ownership.

Tenure	Shiphay with the Willows	Torbay
All Occupied households	3,487	57,420
Owner Occupied	77.9%	74.0%
Housing Association	10.2%	8.2%
Private Rent	8.5%	15.1%
Other	3.4%	2.7%

Source: 2001 Census, ONS

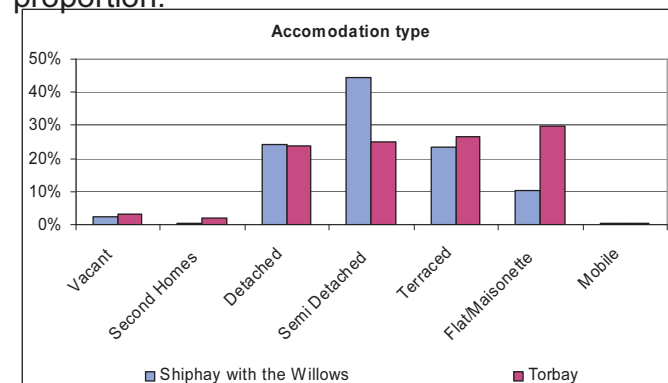
## Lone Parents

	Proportion of household spaces: lone parent with dependent children
Shiphay with the Willows	6.9%
Torbay	6.6%

Source: 2001 Census, ONS

## Household Spaces

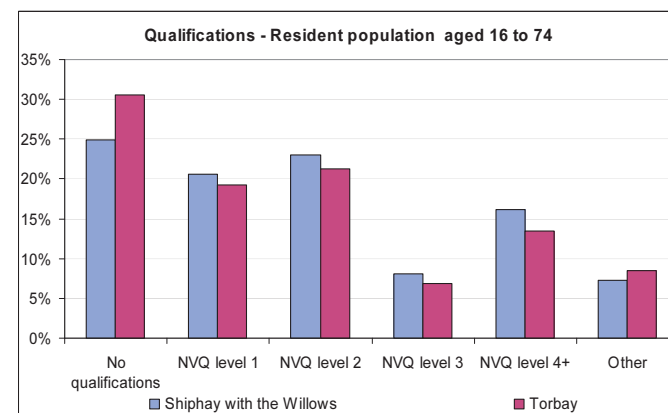
Almost half the properties in the ward are semi-detached, noticeably higher than the bay proportion.



Source: 2001 Census, ONS

## Qualifications

Overall, residents in Shiphay with the Willows have a higher level of qualification than the Torbay wide figure. Over 16% having NVQ level 4+ (HND, degree or higher).



Source: 2001 Census, ONS

## Economically Active

Economically Active	Shiphay-with-the-Willows	Torbay
All people aged 16 to 74	5,849	90,852
Economically active	4,198	63.3%
In employment	3,847	57.0%
Employees	3,300	46.3%
Self employed	547	10.8%
Unemployed	195	4.1%

Source: 2001 Census, ONS

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

### Occupation group:

Occupation groups	Shiphay with the Willows	Torbay
All people aged 16 - 74 in employment*	3,983	53,543
Managers and senior officials	14.0%	15.2%
Professional occupations	8.3%	7.3%
Associate professional and technical occupations	16.0%	12.5%
Administrative and secretarial occupations	13.8%	11.0%
Skilled trades occupations	12.5%	13.8%
Personal service occupations	8.1%	8.8%
Sales and customer service occupations	9.4%	9.0%
Process; plant and machine operatives	7.6%	9.4%
Elementary occupations	10.3%	13.0%

Source: 2001 Census, ONS

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

### Industry of Employment

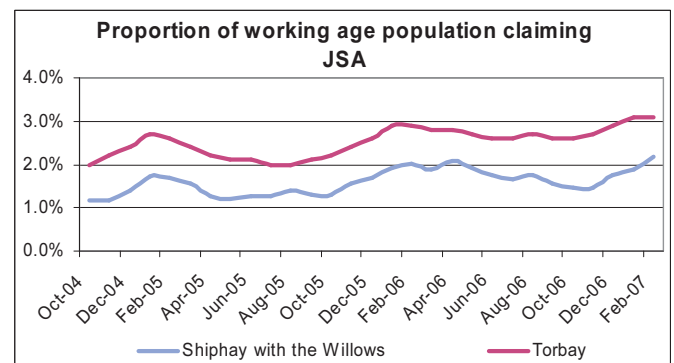
Industry of employment	Shiphay with the Willows	Torbay
All people aged 16 - 74 in employment	3,982	53,542
Agriculture; hunting; forestry	0.8%	0.9%
Fishing	0.0%	0.3%
Mining & quarrying	0.5%	0.2%
Manufacturing	11.9%	14.7%
Electricity; gas and water supply	0.7%	0.6%
Construction	7.4%	7.9%
Wholesale & retail trade; repair of motor vehicles	19.4%	18.5%
Hotels and catering	6.7%	10.3%
Transport storage and communication	5.4%	5.6%
Financial intermediation	3.4%	2.1%
Real estate; renting and business activities	8.7%	8.6%
Public administration and defence	5.5%	4.5%
Education	6.2%	6.3%
Health and social work	18.7%	14.0%
Other	4.7%	5.6%

Source: 2001 Census, ONS

### Benefit Claimants

The rate of Job Seekers Allowance (JSA) claimants in Shiphay with the Willows is lower

in comparison to the Torbay figure.



Source: NOMIS

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

Benefit Group	Shiphay with the Willows	Torbay
Income Support Claimants	7.9%	8.3%
Incapacity Benefit / Severe Disablement Allowance	7.9%	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
Shiphay with the Willows	490

Source: ONS

The model based income for Shiphay with the Willows shows that the average total weekly household income in 2001/02 was higher than the Torbay average at £490 per week.

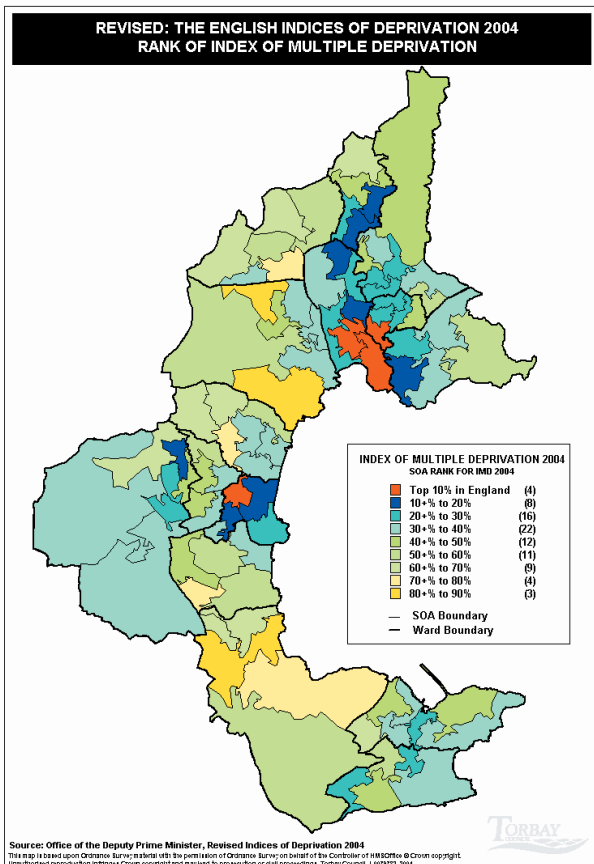
### Social Exclusion

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



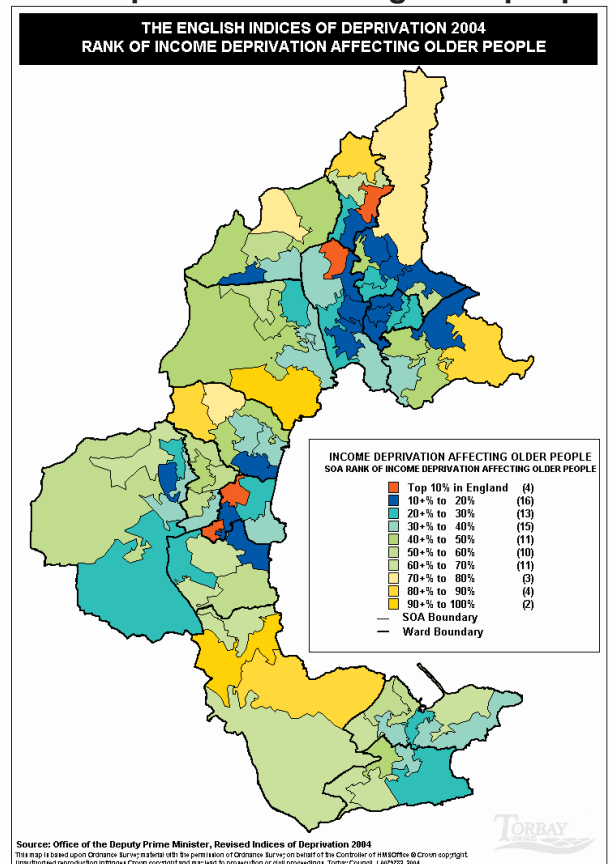
From the 2004 Indices of multiple deprivation there are a series of sub-domains that when aggregated together give the actual 7 domains that in turn lead to the Index of Multiple Deprivation.

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

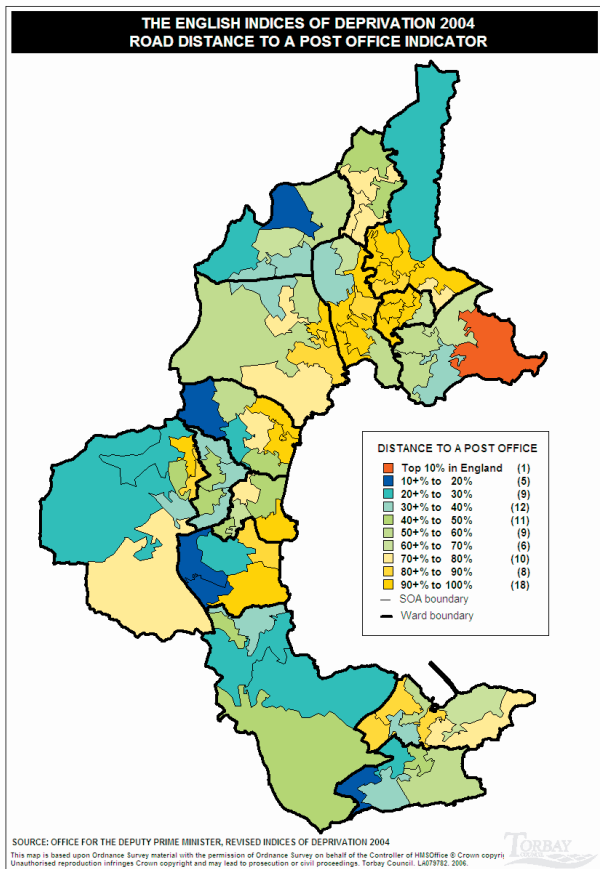
- Income deprivation affecting older people.
- Road distance to a Post Office.
- Road distance to a super market or convenience store.
- Road distance to a GP premises.
- Road distance to a primary school.

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

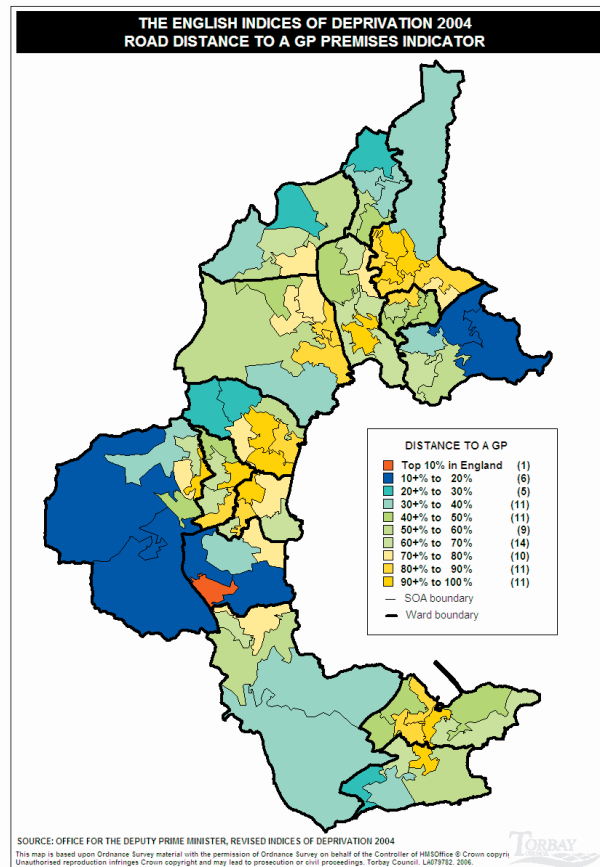
### Income deprivation affecting older people



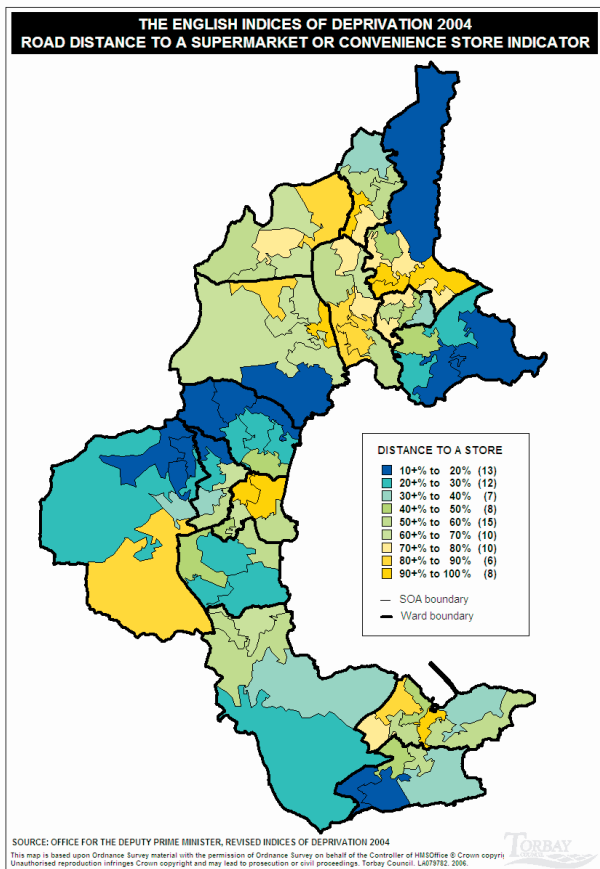
## Road distance to a Post Office



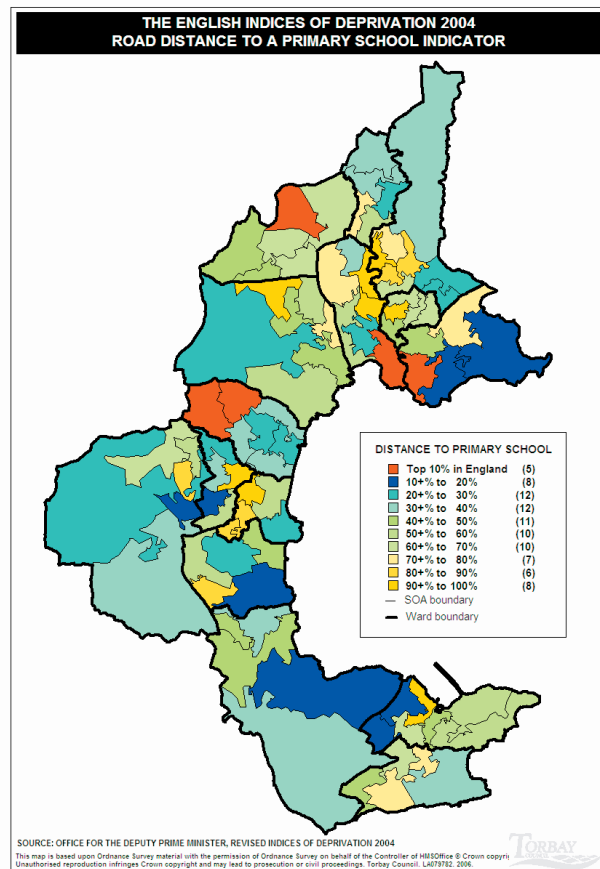
## Road distance to a GP premises



## Road distance to a super market or convenience store



## Road distance to a primary school



## SHIPHAY WITH THE WILLOWS 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.

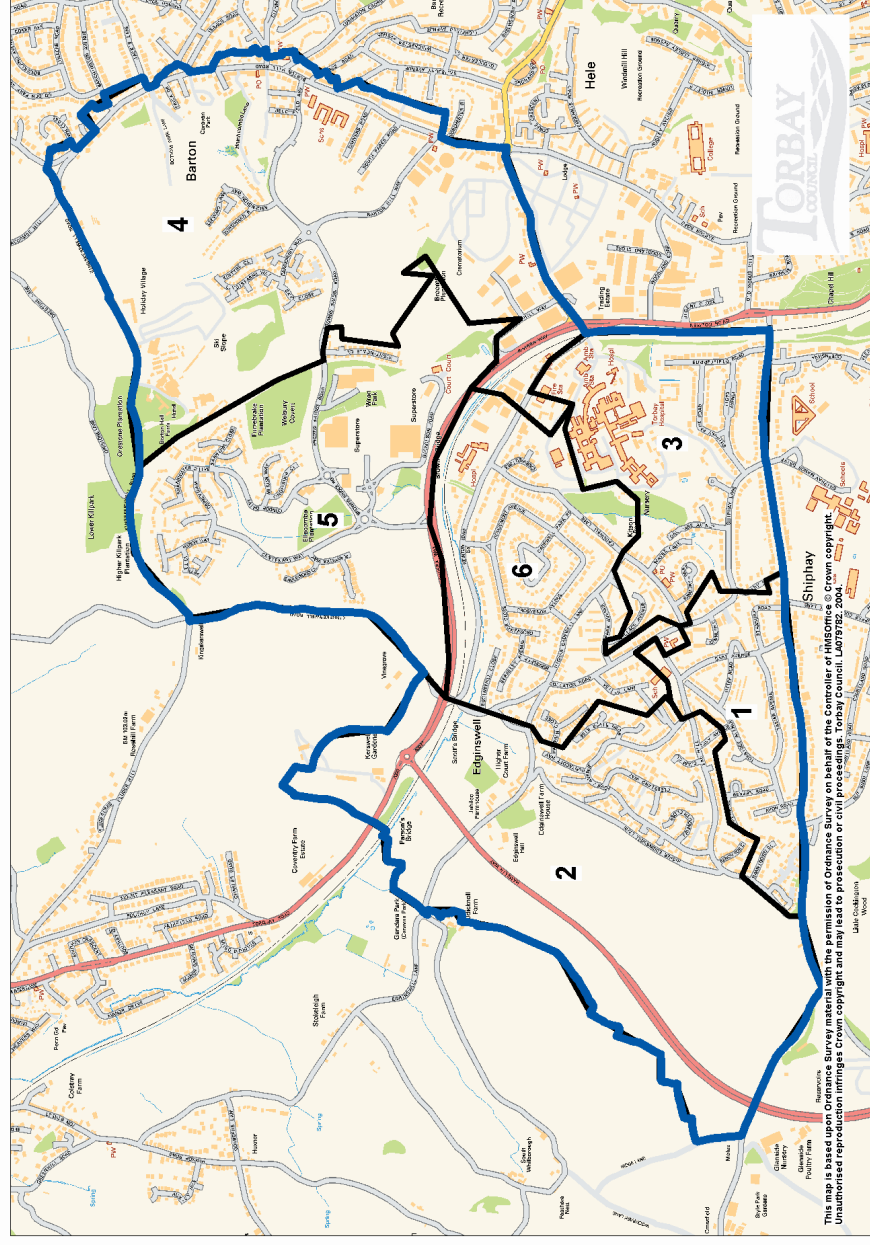
The map to the right shows the SOA structure for Shiphay with the Willows, whilst the below table details the national ranking for the specific SOA in the Index of Multiple Deprivation and the 7 associated domains plus two further sub-domains.

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	11,002	6,709	11,164	11,414	8,589	16,806	27,431	12,468	8,637	4,548
2	21,692	16,530	19,609	20,141	18,206	15,030	29,834	22,338	15,139	13,776
3	25,865	18,076	23,997	21,507	24,673	21,443	32,104	20,919	19,850	10,568
4	16,817	12,613	13,579	15,847	18,963	19,950	19,872	17,839	11,584	14,708
5	21,971	17,173	20,595	19,791	24,205	7,117	26,962	31,911	13,234	24,895
6	18,313	14,835	11,111	16,134	19,422	25,993	21,557	26,763	16,288	18,354

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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