

# TDC Ward Profile

## Westward Ho!

Councillor: Roger Tisdale

# 2013



### **Vision: Torridge a great place to live, work and visit**

Supporting our Vision we have 4 Goals:

- Developing a Prosperous and Sustainable Economy
- Stronger, Safer, Healthier Communities
- Protecting and Enhancing our Quality Environment
- An Effective and Customer Focused Council

### ***“Knowing our Customers” - Ward Profiles 2013***

#### **Introduction**

These ward profiles have been developed to compliment our *Torridge Profile* and to help us ensure that we are delivering the right services at the right time in the most convenient cost effective way. It is important that we understand the needs and aspirations of our customers. Our ward profiles will help us deliver our vision to the residents of Torridge.

The development of the profiles is consistent with the Equality Framework and the principle that our Service delivery; strategies and policies are made on the basis that we know and have equality mapped our communities.

# Westward Ho!

The Westward Ho! ward is made up from the Westward Ho! ward of Northam Town Council.

## Geographic size

	Acres	Hectares	Square km	Square miles	Proportion of Torridge
<b>Westward Ho!</b>	<b>500</b>	<b>202</b>	<b>2.00</b>	<b>0.8</b>	<b>0.2%</b>
Torridge	243,110	98,383	983.83	379.86	

## Population Age Groups (2011 Census)

	0-4	5- 9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54
<b>Westward Ho!</b>	<b>72</b>	<b>55</b>	<b>64</b>	<b>83</b>	<b>78</b>	<b>78</b>	<b>108</b>	<b>90</b>	<b>114</b>	<b>114</b>	<b>139</b>
	<b>2.3%</b>	<b>2.6%</b>	<b>3.0%</b>	<b>3.9%</b>	<b>3.7%</b>	<b>3.7%</b>	<b>5.1%</b>	<b>4.3%</b>	<b>5.4%</b>	<b>5.4%</b>	<b>6.6%</b>
Torridge	3,157	3,019	3,493	3,631	3,025	2,634	2,891	3,318	4,294	4,681	4,508
	5.0%	4.8%	5.5%	5.7%	4.7%	4.1%	4.5%	5.2%	6.7%	7.3%	7.1%

	55- 59	60- 64	65- 69	70- 74	75- 79	80- 84	85- 89	90- 94	95+	Total
<b>Westward Ho!</b>	<b>155</b>	<b>244</b>	<b>218</b>	<b>151</b>	<b>132</b>	<b>106</b>	<b>67</b>	<b>44</b>		<b>2112</b>
	<b>7.3%</b>	<b>11.6%</b>	<b>10.3%</b>	<b>7.1%</b>	<b>6.3%</b>	<b>5.0%</b>	<b>3.2%</b>	<b>2.1%</b>		
Torridge	4,802	5,530	4,332	3,453	2,775	1,986	1,332	421	n/a	63,839
	7.2%	8.7%	7.3%	5.5%	4.4%	3.2%	2.1%	1.0%	n/a	

## Population by Ethnic Group (ONS January 2013)

	White: British	White: Irish	White: Other White	Mixed: White and Black Caribbean	Mixed: White and Black African	Mixed: White and Asian	Mixed: Other Mixed	Asian or Asian British: Indian
<b>Westward Ho!</b>	<b>96.6%</b>	<b>0.5%</b>	<b>1.5%</b>	<b>0.5%</b>	<b>0.2%</b>	<b>0.1%</b>	<b>0.1%</b>	<b>0.2%</b>
Torridge	97.10%	0.33%	1.29%	0.22%	0.08%	0.20%	0.17%	0.06%
South West	91.81%	0.65%	2.96%	0.49%	0.16%	0.40%	0.31%	0.65%
England	80.49%	0.95%	4.53%	0.76%	0.30%	0.61%	0.52%	2.52%
	British: Pakistani	British: Bangladeshi	British: Other Asian	British: Black Caribbean	British: Black African	British: Other Black	Ethnic Group: Chinese	Ethnic Group: Other
<b>Westward Ho!</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
Torridge	0.00%	0.03%	0.13%	0.05%	0.02%	0.01%	0.20%	0.11%
South West	0.22%	0.16%	0.55%	0.29%	0.46%	0.19%	0.42%	0.30%
England	2.01%	0.80%	1.49%	1.06%	1.76%	0.50%	0.70%	1.00%

## Religious Grouping (ONS January 2013)

	Christian	No Religion	Not Stated	Buddhism	Hindu	Jewish	Muslim	Other
<b>Westward Ho!</b>	<b>65.9%</b>	<b>25.7%</b>	<b>7.9%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.3%</b>
Torridge	62.8%	27.5%	8.5%	0.2%	0.0%	0.1%	0.1%	0.7%
South West	60.4%	29.3%	7.9%	0.4%	0.3%	0.1%	0.9%	0.7%
England	59.3%	25.1%	7.2%	0.4%	1.5%	0.5%	4.8%	1.2%

## Economic Activity (rsnonline)

Economically Active (16 yrs plus)	Employed Part Time	Employed Full Time	Self Employed	Unemployed	Student
<b>Westward Ho!</b>	<b>218</b>	<b>523</b>	<b>246</b>	<b>66</b>	<b>32</b>
	<b>11.6%</b>	<b>27.8%</b>	<b>13.1%</b>	<b>3.5%</b>	<b>1.7%</b>
Torridge	8,035	15,452	8,293	1,751	979
	15.6%	30.0%	16.1%	3.4%	1.9%
South West	15.1%	37.4%	11.2%	3.3%	3.2%
England	13.7%	38.6%	9.8%	4.3%	3.4%

Economically Inactive (16 yrs plus)	Retired	Student	Looking After Home/Family	Long Term Sick/Disabled	Other
<b>Westward Ho!</b>	<b>583</b>	<b>41</b>	<b>32</b>	<b>109</b>	<b>30</b>
	<b>31.0%</b>	<b>2.2%</b>	<b>1.7%</b>	<b>5.8%</b>	<b>1.6%</b>
Torridge	10,559	1,597	2,009	2,060	824
	20.5%	3.1%	3.9%	4%	1.6%
South West	15.9%	4.9%	3.7%	3.6%	1.7%
England	13.7%	5.8%	4.4%	4.1%	2.2%

## Benefit Claimants (Nomis - February 2013)

Benefit Claimants (16-64)	Total Claimants	JSA	ESA & Incapacity	Lone Parents	Carers	Other Income Related	Disabled	Bereaved
<b>Westward Ho!</b>	<b>245</b>	<b>60</b>	<b>135</b>	<b>0</b>	<b>20</b>	<b>10</b>	<b>15</b>	<b>5</b>
	<b>19.4%</b>	<b>4.7%</b>	<b>10.7%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.8%</b>	<b>1.2%</b>	<b>0.4%</b>
Torridge	5,320	1,150	2,440	340	600	180	540	70
	14.1%	3.1%	6.4%	1.0%	1.5%	0.5%	1.3%	0.2%
South West	12.2%	2.7%	5.7%	1.0%	1.1%	0.4%	1.2%	0.2%
Great Britain	14.3%	3.8%	6.2%	1.3%	1.3%	0.4%	1.1%	0.2%

JSA = Job Seekers Allowance

ESA = Employment Support Allowance

## Accommodation & Household Profile (ONS January 2013)

Residents	Detached	Semi Detached	Terraced	Flat or Maisonette	Shared Dwelling	Caravan/ Temporary
<b>Westward Ho!</b>	<b>1105</b>	<b>173</b>	<b>163</b>	<b>566</b>	<b>18</b>	<b>5</b>
	<b>54.4%</b>	<b>8.5%</b>	<b>8.0%</b>	<b>27.9%</b>	<b>0.9%</b>	<b>0.2%</b>
Torrige	28535	14529	15308	4218	43	254
	45.4%	23.1%	24.3%	6.7%	0.1%	0.4%
South West	32.0%	30.2%	24.3%	12.8%	0.2%	0.5%
England	24.3%	33.6%	25.7%	15.8%	0.2%	0.3%

Residents	One Person Aged 65+	One Person Household Other	One Family Aged 65+	One Family Other	Lone Parent	Other Households
<b>Westward Ho!</b>	<b>187</b>	<b>259</b>	<b>346</b>	<b>951</b>	<b>136</b>	<b>151</b>
	<b>9.2%</b>	<b>12.8%</b>	<b>17.0%</b>	<b>46.8%</b>	<b>6.7%</b>	<b>7.4%</b>
Torrige	4127	4275	6696	48750	5504	5735
	6.6%	6.8%	10.7%	58.1%	8.8%	9.1%
South West	6.1%	7.2%	8.9%	57.5%	9.9%	10.4%
England	5.2%	7.2%	8.9%	56.2%	11.7%	12.4%

## Number of Bedrooms per Household (ONS January 2013)

Households	No Bedrooms	One Bedroom	Two Bedrooms	Three Bedrooms	Four Bedrooms	Five+ Bedrooms
<b>Westward Ho!</b>	<b>0</b>	<b>135</b>	<b>329</b>	<b>447</b>	<b>117</b>	<b>61</b>
	<b>0.0%</b>	<b>12.4%</b>	<b>30.2%</b>	<b>41.0%</b>	<b>10.7%</b>	<b>5.6%</b>
Torrige	32	1870	7948	11741	4547	1848
	0.1%	6.7%	28.4%	42.0%	16.3%	6.6%
South West	0.0%	11.0%	27.0%	40.0%	16.0%	5.0%
England	0.25%	11.8%	27.9%	41.2%	14.4%	4.6%

## Number of Persons per Bedroom (ONS January 2013)

Residents	0.5 Persons Per Bedroom	0.5 to 1.0 Persons Per Bedroom	1.0 to 1.5 Persons Per Bedroom	1.5+ Persons Per Bedroom
<b>Westward Ho!</b>	<b>476</b>	<b>1257</b>	<b>183</b>	<b>114</b>
	<b>23.4%</b>	<b>61.9%</b>	<b>9.0%</b>	<b>5.6%</b>
Torrige	11,956	32,940	12,258	5,733
	19.0%	52.4%	19.5%	9.1%
South West	16.6%	51.5%	20.3%	11.6%
England	14.2%	48.9%	21.5%	15.3%

## Cars or Vans Per Household (ONS January 2013)

	Households	No Car or Van	1 Car or Van	2 Cars Or Vans	3 or More Cars or Vans	Total Number of Vehicles	Vehicles Per Household
<b>Westward Ho!</b>	<b>1089</b>	<b>209</b>	<b>531</b>	<b>270</b>	<b>79</b>	<b>1342</b>	<b>1.2</b>
		<b>19.2%</b>	<b>48.8%</b>	<b>24.8%</b>	<b>7.3%</b>		
Torrige	27,986	4,553	12,419	7,897	3,117	39,266	1.4
		16.2%	44.3%	28.2%	11.1%		
South West		18.9%	43.5%	28.3%	9.2%	2,984,354	1.3
England		25.7%	42.1%	24.6%	7.3%	25,696,833	1.2

## Qualifications - Aged 16 or Over (ONS January 2013)

	No Qualifications	Level 1 or 2	Apprenticeship or Level 3	Level 4 and Above	Other
<b>Westward Ho!</b>	<b>518</b>	<b>412</b>	<b>431</b>	<b>417</b>	<b>133</b>
	<b>27.1%</b>	<b>21.6%</b>	<b>22.6%</b>	<b>21.8%</b>	<b>7.0%</b>
Torrige	25.4%	26.7%	21.0%	18.2%	8.8%
South West	20.7%	29.9%	17.4%	27.3%	4.4%
England	22.4%	28.5%	15.9%	27.3%	5.7%

## Provision of Unpaid Care (ONS January 2013)

Residents	No Unpaid Care	1-19 Hours of Unpaid Care a Week	20-49 Hours of Unpaid Care a Week	50+ Hours of Unpaid Care a Week
<b>Westward Ho!</b>	<b>1845</b>	<b>175</b>	<b>38</b>	<b>54</b>
	<b>87.4%</b>	<b>8.3%</b>	<b>1.8%</b>	<b>2.6%</b>
Torrige	56,230	4,839	989	1,781
	88.0%	7.5%	1.5%	2.7%
South West	89.2%	7.1%	1.2%	2.3%
England	89.7%	6.5%	1.3%	2.3%

## Health and Disability (ONS January 2013)

Residents	Day to Day Activity Limited a Lot	Day to Day Activity Limited a Little	Day to Day Activity Not Limited
<b>Westward Ho!</b>	<b>259</b>	<b>302</b>	<b>1551</b>
	<b>12.3%</b>	<b>14.3%</b>	<b>73.4%</b>
Torrige	6,116	7,324	50,399
	9.5%	11.4%	78.9%
South West	8.2%	10.1%	81.5%
England	8.3%	9.3%	82.3%

## Indices of Deprivation

The Indices of Deprivation 2010 provide a relative measure of deprivation in small areas across England. It is based on the concept that deprivation consists of more than just poverty. Poverty is not having enough money to get by on where as deprivation refers to a general lack of resources and opportunities. The most widely used of these is the Index of Multiple Deprivation (IMD) which is a combination of a number of the other indices to give an overall score for the relative level of multiple deprivation experienced in every neighbourhood in England.

England has been divided into 32,482 areas each having roughly the same number of people. These are known as Lower Layer Super Output Areas<sup>1</sup> (LSOAs) and are a standard way of dividing up England and Wales. Like previous versions of the English Indices of Deprivation, a deprivation score has been calculated for each Lower layer Super Output Area in England. By using these small areas it is possible to identify small pockets of deprivation.

The overall Index of Multiple Deprivation 2010 shows Torridge ranked as the 101st (out of 354) most deprived local authority area in England, the most deprived of the Devon districts.

	IMD Score	Income Score	Employ Score	Health Score	Education Score	Barriers Score	Crime Score	Living Score
Appledore	12004	12236	10758	19049	11259	17127	22157	2332
Appledore	17330	16674	10396	16484	10682	22719	28893	26667
Bideford East	6555	6052	5795	14477	1808	23035	10480	7439
Bideford East	15559	21085	17074	21106	12646	1290	31898	12380
Bideford East	10467	10139	9789	14107	5986	26360	11144	7190
Bideford North	4704	6953	3116	5399	9533	23028	5516	971
Bideford North	24515	25729	20232	25328	19845	8767	21786	29578
Bideford North	10074	10129	7446	14781	9435	20863	6081	10703
Bideford South	14676	15165	12001	19625	12096	10156	8398	26915
Bideford South	12549	11726	9600	15169	8039	23623	20728	9606
Bideford South	7464	6419	7486	15293	2915	18919	11433	6032
Broadheath	12292	16205	17781	21299	15040	425	31590	4027
Clinton	13025	17420	19101	24918	16152	561	29479	3093
Clovelly Bay	13590	17645	16181	21568	11994	2254	29954	4456
Coham Bridge	15177	20225	22498	22193	18047	676	32306	4685
Forest	12587	19628	19493	21149	13297	77	32221	5262
Hartland and Bradworthy	14631	15018	20268	24215	11914	3748	30638	3871
Hartland and Bradworthy	11695	12392	13472	21942	11571	4372	32360	2047
Holsworthy	15990	16952	17943	23429	15913	5216	24294	5528
Holsworthy	14766	10978	15466	17905	6413	28117	23613	12112
Kenwith	18553	20201	24817	23490	21577	2192	30023	7440
Monkleigh and Littleham	13176	18158	15000	18967	19851	1074	27915	4296
Northam	9049	6075	6781	6685	7534	30193	29368	10486
Northam	22447	19104	14147	22133	19447	23893	29846	22843
Northam	16840	14793	9985	20723	12684	16216	27220	24717
Orchard Hill	21731	21462	15307	17988	17632	17014	28705	24229
Shebbear and Langtree	15854	19852	21402	26932	14171	1524	32343	4837
Tamarside	13378	17255	16478	22083	13446	1273	30376	5114
Three Moors	17465	21949	22018	24380	20198	1568	32229	5853
Torrington	14991	13570	12494	17153	13170	22383	27457	5627
Torrington	13863	12247	10764	11430	18503	28514	18870	6448
Torrington	23852	22608	19651	22137	15113	15628	31798	23973
Torrington	12560	10338	11706	13595	8205	15768	26612	10901
Two Rivers	17798	23718	24469	29043	20140	375	32400	8974
Waldon	12961	17417	19885	23035	15252	317	31633	4187
Westward Ho!	10480	14087	6013	12407	16302	4493	21081	9100
Winkleigh	16246	21033	19094	28748	12833	2339	31594	5222

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