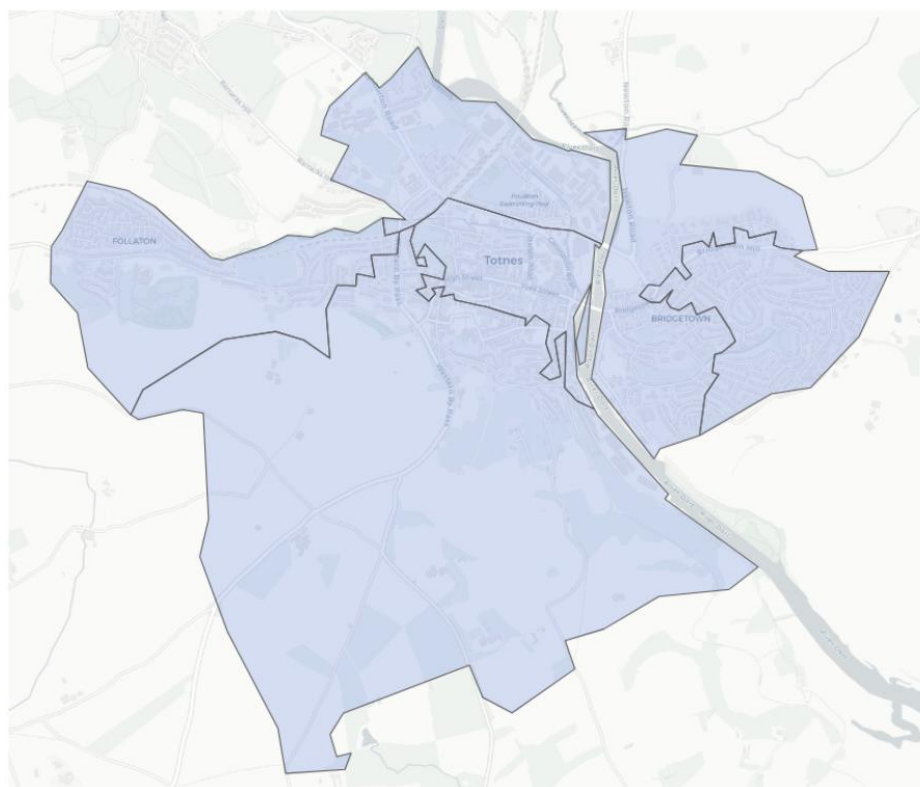


Appendix 1: Totnes Ward – Population data – a Summary

(2026 ONS/Health Innovations South West data)

Where does this data come from?

Lower Super-Output Areas (LSOAs) are defined with the aim of having a similar size population in each one. This means that the area covered by a sparsely populated rural LSOA will be significantly greater in size than a densely populated urban LSOA. This introduces a visual perception problem in that a larger rural area will seem to be more important than a smaller rural area whereas in fact they are of the same importance in terms of size of population. Totnes has five LSOAs: Ashburton Road, Borough Park & West Bridgetown area (E01020180); East Bridgetown (E01020181); Follaton area (E01020182); Totnes Town (E01020183); South Totnes/ rural area (E01020184).

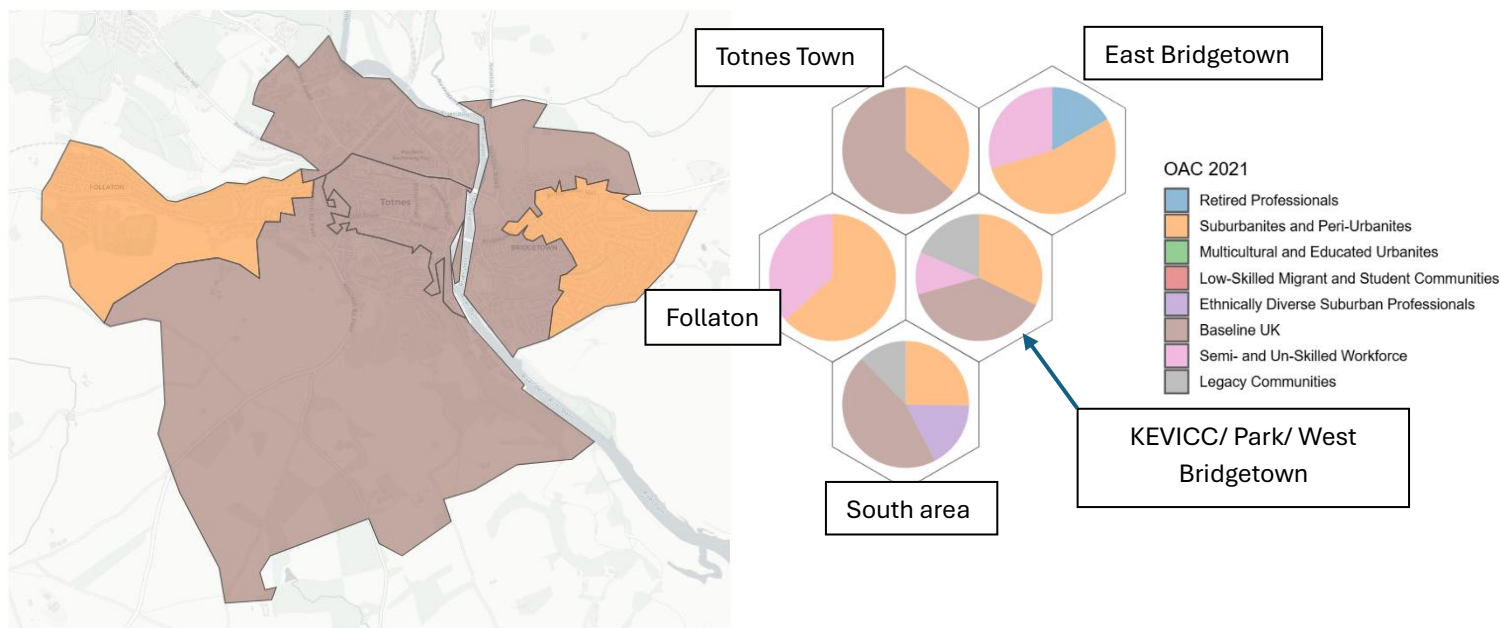


Indices of Multiple Deprivation

The Indices of Multiple Deprivation (IMD) is a composite measure of deprivation comprised of seven domains each of which have a different weighting. The domains making up the Overall IMD and their weightings are: Income (22.5%), Employment (22.5%), Education (13.5%), Health (13.5%), Crime (9.3%) Barriers to Housing and Services (9.3%) and Living Environment (9.3%). These Indices can be applied to each of the five Totnes LSOAs.

Who Lives in Totnes?

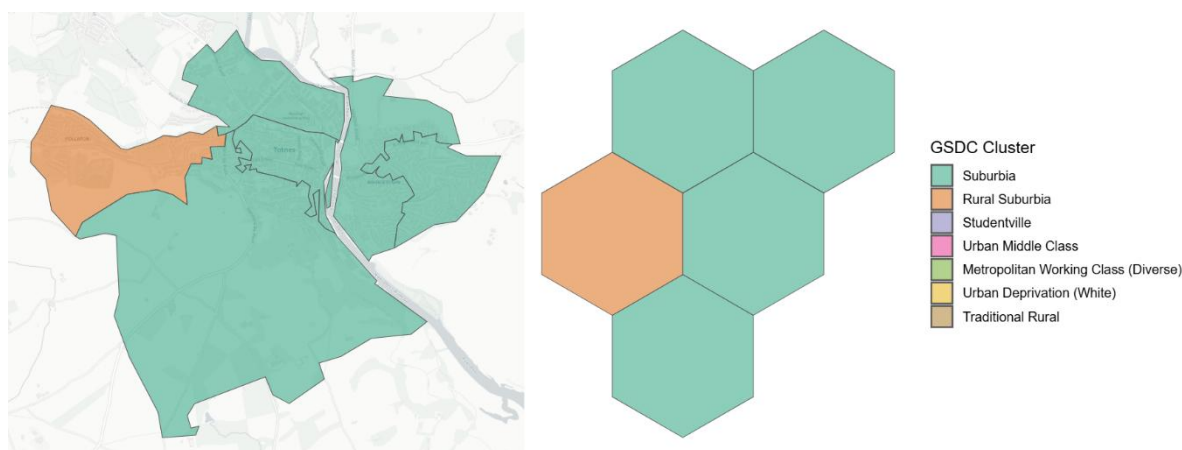
Population age. The Totnes ward has a higher proportion of older people than the Devon ICB overall, with 27.6% of the ward aged 65+ (compared to 24.8% of Devon ICB aged 65+). The percentage of people in the ward aged over 65 is projected to increase from 27.6% in 2025 to 29.8% in 2030, 31.7% in 2035, and 32.6% in 2045. The percentage of the town's population aged under 19 is projected to decrease by approx. 4% over the next 20 years.



This map illustrates the population 'Output Area Classification'. The overall picture in Totnes shows a population predominantly 'Baseline UK' (brown) and 'Suburbanites and Peri-Urbanites' (orange). Baseline UK refers to 'average UK communities with mixed housing types, moderate ethnic diversity, intermediate or low-skilled employment, and higher-than-average unemployment'. 'Suburbanites and Peri-Urbanites' describes 'middle-aged homeowners in suburban or edge-of-town locations, educated and employed in skilled/professional roles, with high car ownership and low ethnic diversity'.

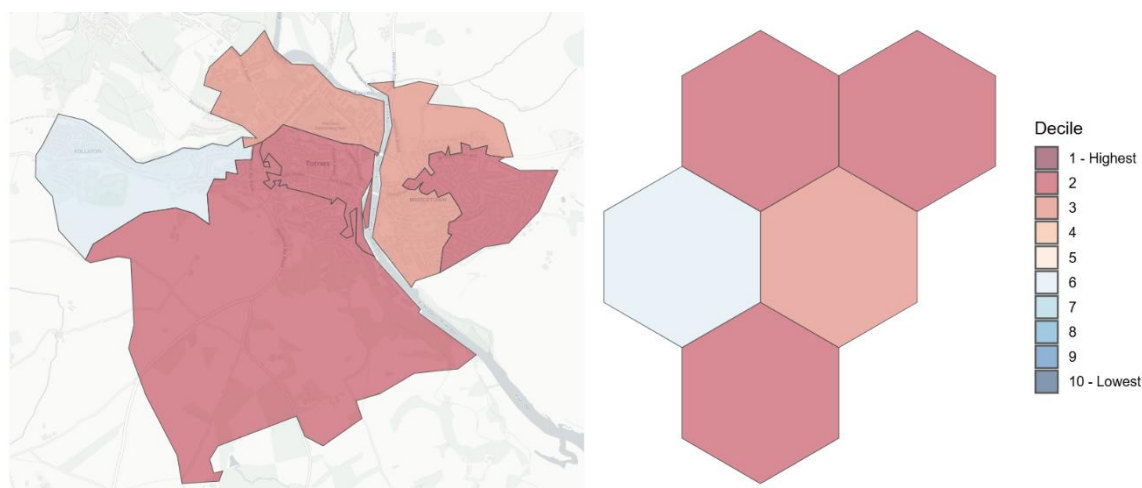
However, when we look in detail at the LSOAs (hexagon pie charts) we see across the five areas that there is a mix of classification within the LSOAs. In Follaton and East Bridgetown we can see we have around a third of the area classified as 'Semi- and Unskilled Workforce' (pink). In the KEVICCS/Borough Park/West Bridgetown area we also have 'Semi- and Unskilled Workforce' (pink) alongside 'Legacy Communities' (grey), which refers to older, low-income populations in flats or social housing, with high disability and unemployment rates. In East Bridgetown we can also see 17% are 'Retired Professionals' (light blue). In the South area we see legacy communities (grey: 12%) but also 17% 'ethnically diverse suburban professionals', which describes 'multi-ethnic, degree-educated professionals living in suburban detached/semi-detached homes, typically homeowners with car-based lifestyle' (mauve)

The map (below) refers to the 'geo-sociodemographic' classification for Totnes. The majority of the town is classified as Suburbia (green) with the area covering Follaton classified as Rural Suburban (orange). It should be noted that the Output Area Classification – above - showed that most of these areas have a mixed population classification. A suburban older population describes those with higher levels of retirees in areas of low levels of deprivation. Rural suburbia describes an older population, with higher levels of retirees in areas of low levels of deprivation (similar to that of the Suburbia cluster but in a more rural setting near urban areas).

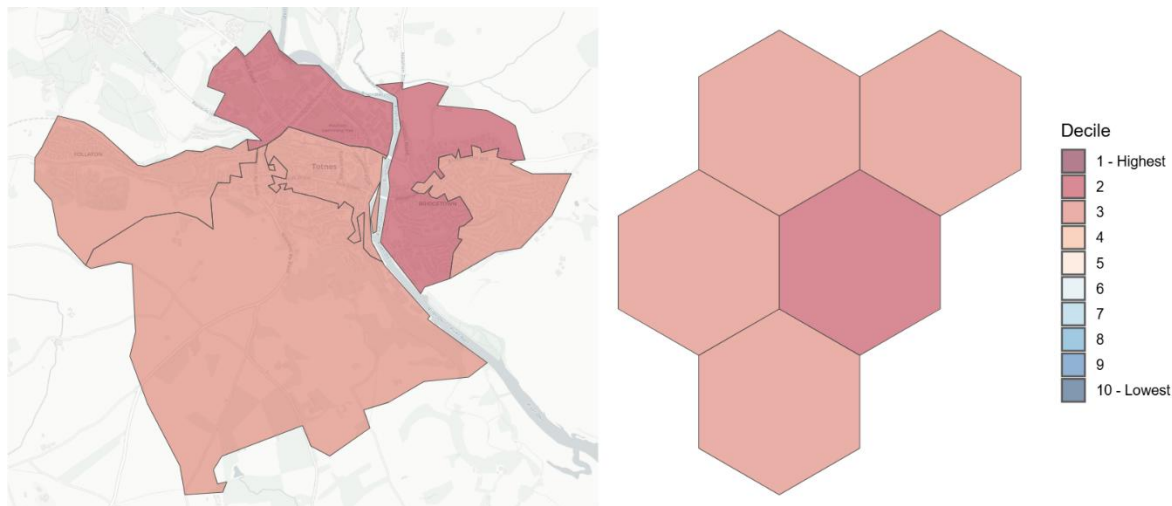


(Economic inactivity) Retired

The map for the Economic Inactivity - Retired (below) shows high levels of retirees in the Town Centre, South Totnes and East Bridgetown areas - those areas are in the highest 20% of the country for retired residents (far fewer retirees in Follaton).



(Economic inactivity) Long-term sick or disabled



The map for the Economic Inactivity - Long Term Sick or Disabled (above) shows high levels across the town with all five LSOAs in the highest 30% of the country. The LSOA covering KEVICCS/Borough Park/ West Bridgetown is in the highest 20% of the country.

What's it like living in Totnes?

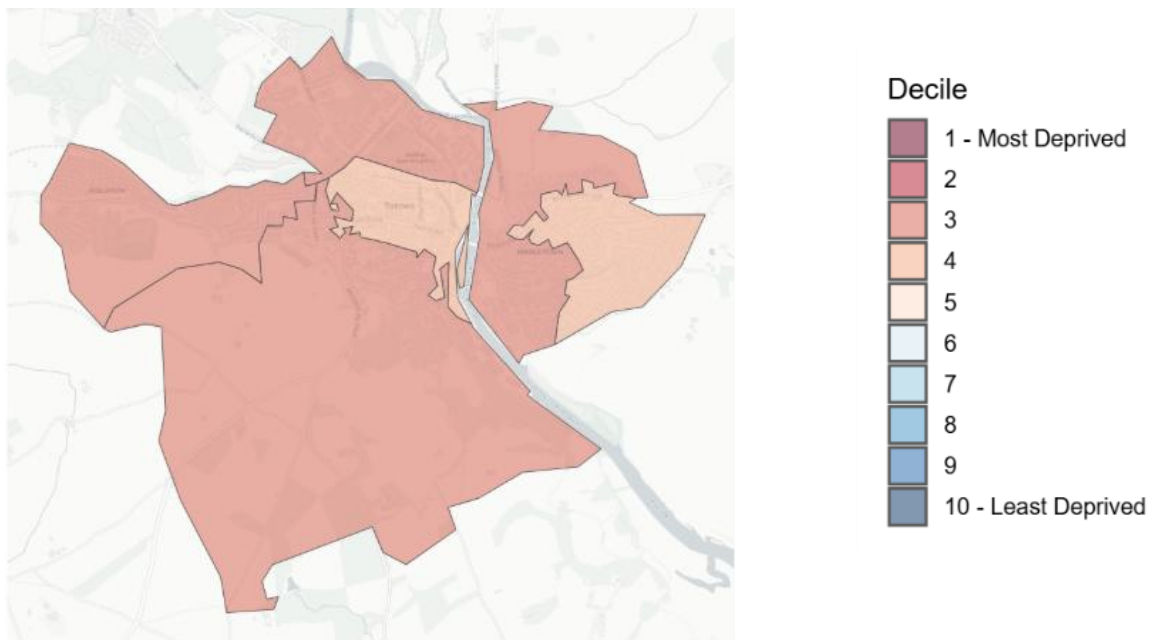
Income

Overall, of the five LSOAs that make up the electoral ward, three are in Decile 4 (slightly more deprived than average). One (East Bridgetown) is in the upper half (Decile 6) of deprivation (i.e. slightly less deprived). So, overall, the ward is average (nationally) in terms of overall deprivation and income. The gross disposable household income per head in Totnes is £30,000 (about £7,000 above the national average), although the gross median weekly pay (£570) is £60 less than the average. The Income Deprivation Affecting Children Index also shows average deprivation with the LSOAs in deciles 4 to 6: the LSOA covering KEVICCS/ Borough Park/ West Bridgetown is in the more deprived (decile 4) of the Totnes LSOAs. Similarly, the Income Deprivation Affecting Older People shows average deprivation with the LSOAs in deciles 4 to 6 with more deprivation in the Follaton, KEVICC/ East Bridgetown and South Totnes areas.

Employment / Unemployment

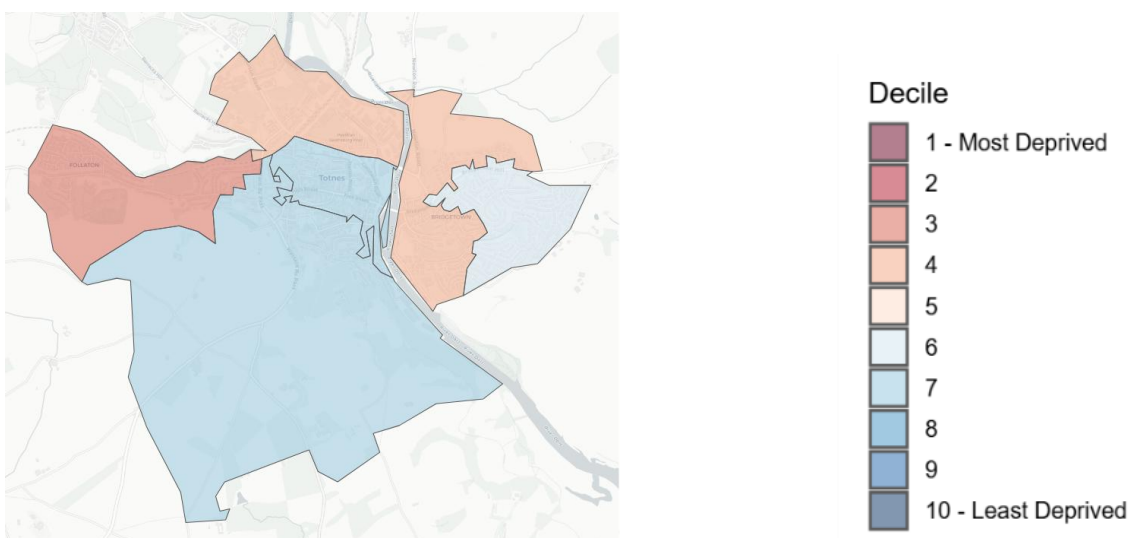
The Employment domain shows higher levels of deprivation - three of the five LSOAs are in the most deprived 30% of the country (decile 3 – see image); two are in the top 40%. The three most deprived are Ashburton Road, Borough Park & West Bridgetown area (E01020180); East Bridgetown (E01020181); and Follaton (E01020182). The rate of unemployment and 'economically inactive adults' is falling

in South Hams but this ONS data suggests employment issues in Totnes: further investigation into this topic would be useful to understand the challenges.



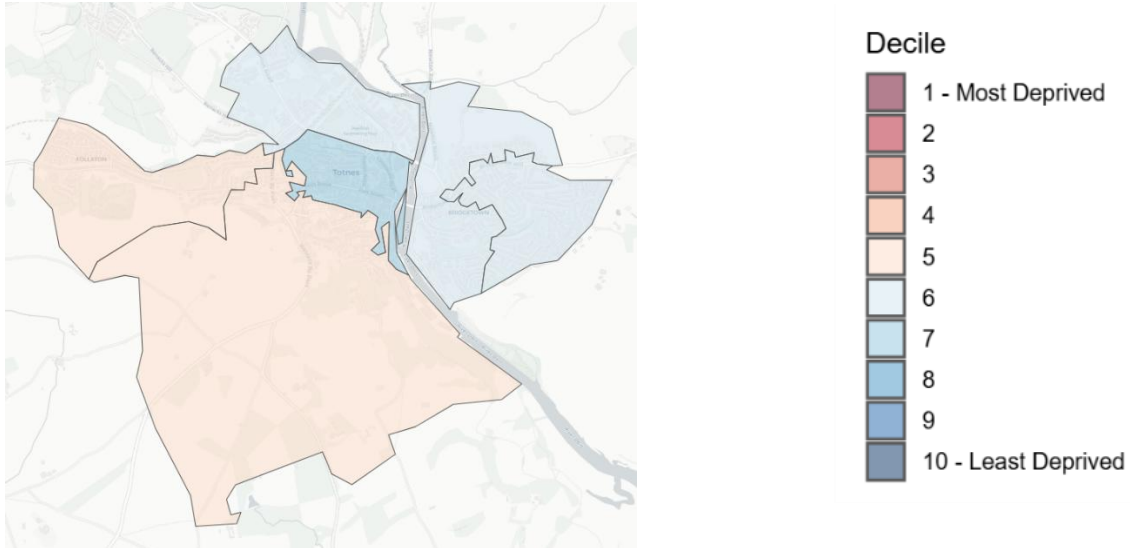
Education

The overall Education domain (adults, YP & children) shows that the centre of Totnes and the area to the south of Totnes are in the least deprived 30% of the country. The two LSOAs covering Follaton and the KEVICCS/ Borough Park/ West Bridgetown areas are slightly more deprived than average. Looking at the Children and Young People education sub-domain, however, shows increased levels of deprivation in the Follaton, and the KEVICCS/ Borough Park/ West Bridgetown areas. The LSOA covering Follaton is in the most deprived 30% of the country for children and young people. The rate of young people aged 19 and over in FE, training or skills in Totnes is 11% below the national average (although apprenticeships have increased in the previous five years).



Health

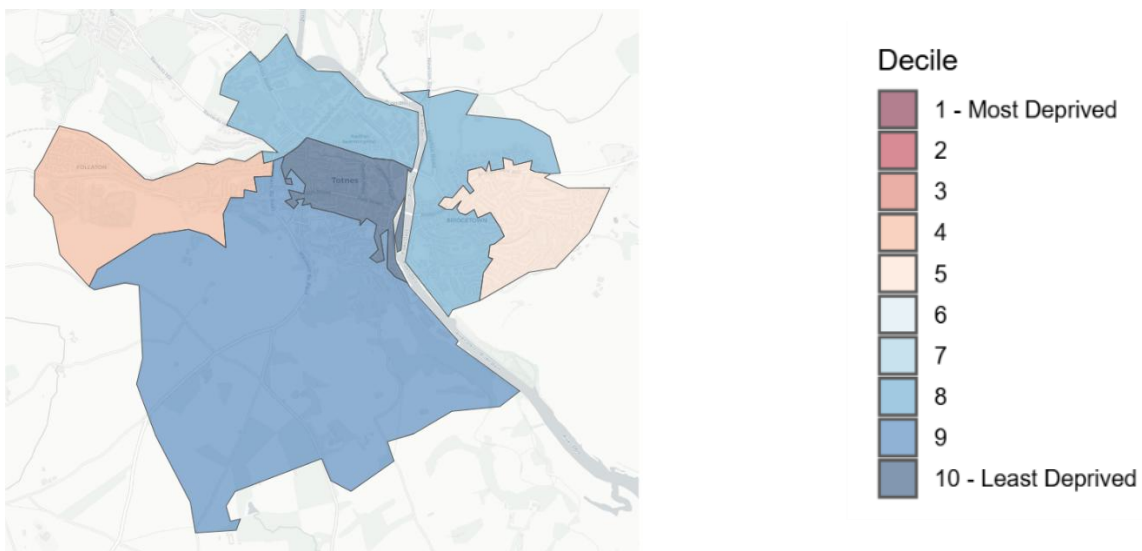
The Health domain shows that Totnes Town, KEVICCS/ Borough Park/ West Bridgetown, and East Bridgetown areas are in the LSOA deciles 6 to 7 (towards the least deprived in the country). There is slightly more health deprivation in the south area and the Follaton area of the ward (decile 5).



Figures for the South Hams District show that 7.7% of people smoke cigarettes (nationally it is 11%) and this figure is falling year on year. 75% of children are a healthy weight at Reception age (nationally 75.7%); at Year 6, this has fallen very slightly and 73.1% of children are a healthy weight (nationally 63.2%). The adult obesity rate in the District is well below average at 13.8% (nationally 26.8%). Residents in the South Hams report a slightly higher rate of anxiety (3.6/10 compared to 3.3/10 nationally) and their overall happiness score is slightly lower (6.9/10 compared to 7.4/10 nationally).

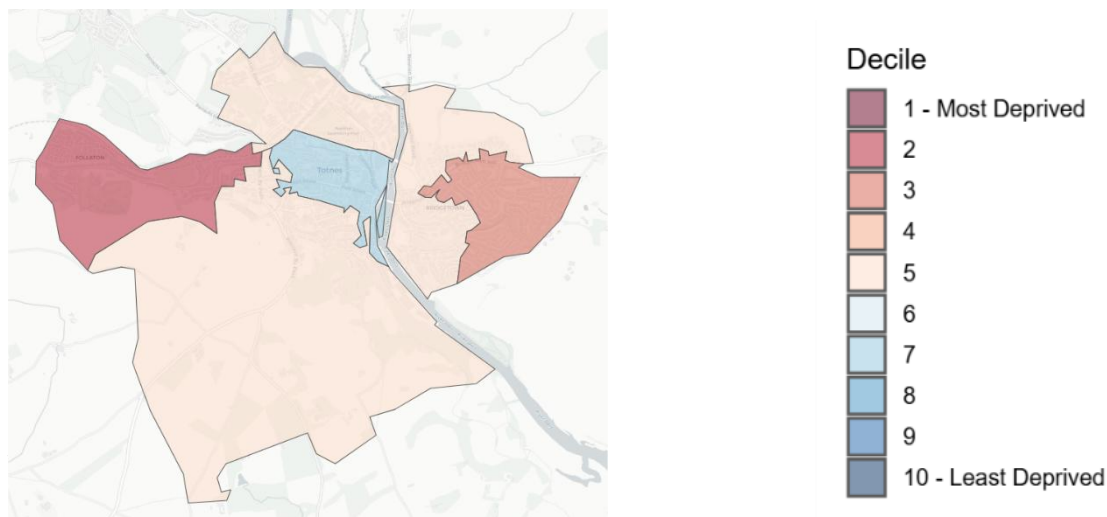
Barriers to Housing & Services

The overall data show a positive picture which is rare for rural areas but, as Totnes is well connected in terms of rail and bus routes, this might be expected. The Follaton and East Bridgetown areas do show some housing and access to services deprivation, however.



Geographical Barriers

The Geographical Barriers sub-domain refers to the physical accessibility and the physical distance to key services (schools, GPs, libraries, shops, amenities, etc). Deprivation is evident in the Follaton and East Bridgetown areas - Follaton in the most deprived 20% of the country (similar to the most rural areas in the South West).



The Wider Barriers sub-domain (measuring housing affordability, overcrowding and homelessness) shows a positive picture with all areas less deprived than the national average. However, the overall Living Environment, which maps access to outdoor space map, shows the centre of Totnes as being in the most deprived 10% of the country.

Delving deeper, the Living Environment Indoor sub-domain (which relates to housing quality) again shows that the centre of Totnes is in the most deprived 10% of the country. The south part of Totnes is in the most deprived 30% of the country. This reflects the high number of properties (both historic and modern) with poor insulation, homes without central heating and houses in poor condition. The East Bridgetown area ranks in the least deprived in terms of living environment. In contrast, the Living Environment Outdoor sub-domain (relating to air quality, noise pollution and road traffic accidents involving pedestrians and cyclist) is good with all five below average (East Bridgetown, Follaton & South Totnes are in the least deprived 10% of the country).