

Teignmouth economic and data profile

Included in this profile are recently published datasets, where these are provided for Teignmouth, or for Teignbridge where this is relevant and recent.

Additional data may be available from Jamie.evans@devon.gov.uk upon request to support business cases, where the objective of the case, or bid and bid selection criteria are provided.

Indices of deprivation

These are reviewed once every four years. Data is provided at the Lower Level Super Output Area (LSOA) which are neighbourhoods of around 1,500-2,000 people. There are 32,844 LSOAs in England and each one is ranked against each other to provide a relative overall position nationally for each neighbourhood. A score of 100% is the least deprived in England and a score of 0% is the most deprived. The index is provided as an overall composite measure of deprivation but is made up of a number of sub-domains, for example income, which are also published alongside the overall index.

Often if bidding for national funding pots where deprivation is a factor considered as part of the scoring criteria, the criteria will ask whether the proposed project is in an LSOA that is in the worst 10%/20%/25% in England. Sometimes it can also be helpful even if the project is not within a most deprived LSOA, but is within a mile, or so of them and serves people who live within the most deprived areas to articulate this in the bid.

Separately the income and skills domains from the indices of deprivation showing better performing areas can be useful as a proxy of high, or improving levels of income, or skills to articulate to businesses wishing to invest in Teignmouth of the potential market or workforce available.

Provided below are comparisons for Teignmouth neighbourhoods between the 2015 and 2019 datasets with national ranking provided for the following datasets and the change in relative position calculated to ascertain whether an area's overall position has improved against the national picture:

- Overall index of deprivation
- Income domain
- Skills domain

Overall index of multiple deprivation

LSOA code	LSOA name	Index of Multiple Deprivation 2019 (IMD) Rank (where 1 is most deprived) out of 32,844 LSOAS	2019 % of England average where 100%=least deprived	2015 score out of 32,844 LSOAS	2015 % of England average where 100%=least deprived	Change in rank 2015 to 2019 - NB: 32,844 LSOAS	Description of area
E01020270	Teignbridge 008E	28,159	85.7	23773	72.4	4,386	Teignmouth: Moorview Drive area
E01020265	Teignbridge 008A	27,771	84.6	26641	81.1	1,130	Teignmouth: Pellew Way and St Marys Road area
E01020266	Teignbridge 008B	26,087	79.4	26440	80.5	-353	Teignmouth: Buckeridge Road area
E01020268	Teignbridge 008D	25,543	77.8	22138	67.4	3,405	Teignmouth: Woodway Road area
E01020267	Teignbridge 008C	22,955	69.9	21507	65.5	1,448	Teignmouth: Haldon Avenue area
E01020271	Teignbridge 010C	12,347	37.6	11348	34.6	999	Teignmouth: Westbrook Avenue area
E01020272	Teignbridge 010D	8,288	25.2	6797	20.7	1,491	Teignmouth: Hospital and Mill Lane area

E01020264	Teignbridge 010A	8,287	25.2	8960	27.3	-673	Teignmouth: Landscape Road area
E01020269	Teignbridge 010B	5,394	16.4	5053	15.4	341	Teignmouth: Town Centre and Seafront area

Income domain

LSOA code	LSOA name	Index of Multiple Deprivation 2019 (IMD) Rank (where 1 is most deprived) out of 32,844 LSOAS	2019 % of England average where 100%=least deprived	2015 score out of 32,844 LSOAS	2015 % of England average where 100%=least deprived	Change in rank 2015 to 2019 - NB: 32,844 LSOAS	Description of area
E01020266	Teignbridge 008B	23,336	71.1	24924	75.9	-1,588	Teignmouth: Buckeridge Road area
E01020270	Teignbridge 008E	22,911	69.8	20740	63.1	2,171	Teignmouth: Moorview Drive area
E01020268	Teignbridge 008D	21,853	66.5	18024	54.9	3,829	Teignmouth: Woodway Road area
E01020265	Teignbridge 008A	20,521	62.5	19517	59.4	1,004	Teignmouth: Pellev Way and St Marys Road area

E01020267	Teignbridge 008C	20,113	61.2	21058	64.1	-945	Teignmouth: Haldon Avenue area
E01020271	Teignbridge 010C	10,044	30.6	9997	30.4	47	Teignmouth: Westbrook Avenue area
E01020264	Teignbridge 010A	9,451	28.8	9221	28.1	230	Teignmouth: Landscape Road area
E01020269	Teignbridge 010B	6,324	19.3	6043	18.4	281	Teignmouth: Town Centre and Seafront area
E01020272	Teignbridge 010D	3,948	12.0	4496	13.7	-548	Teignmouth: Hospital and Mill Lane area

Skills domain

LSOA code	LSOA name	Index of Multiple Deprivation 2019 (IMD) Rank (where 1 is most deprived) out of 32,844 LSOAS	2019 % of England average where 100%=least deprived	2015 score out of 32,844 LSOAS	2015 % of England average where 100%=least deprived	Change in rank 2015 to 2019 - NB: 32,844 LSOAS	Description of area
E01020267	Teignbridge 008C	29,163	88.8	30,353	92.4	-1,190	Teignmouth: Haldon Avenue area

E01020266	Teignbridge 008B	25,687	78.2	26,649	81.1	-962	Teignmouth: Buckeridge Road area
E01020268	Teignbridge 008D	21,020	64.0	26,294	80.1	-5,274	Teignmouth: Woodway Road area
E01020265	Teignbridge 008A	20,713	63.1	25,128	76.5	-4,415	Teignmouth: Pellew Way and St Marys Road area
E01020270	Teignbridge 008E	20,263	61.7	17,737	54.0	2,526	Teignmouth: Moorview Drive area
E01020271	Teignbridge 010C	15,923	48.5	15,917	48.5	6	Teignmouth: Westbrook Avenue area
E01020264	Teignbridge 010A	13,697	41.7	14,003	42.6	-306	Teignmouth: Landscape Road area
E01020269	Teignbridge 010B	10,614	32.3	11,200	34.1	-586	Teignmouth: Town Centre and Seafront area
E01020272	Teignbridge 010D	6,194	18.9	7,278	22.2	-1,084	Teignmouth: Hospital and Mill Lane area

Universal Credit (Jobseekers element) - Claimant count

In 2018 unemployment was at historically low levels. Since then it has been slowly rising followed by significant increases since March 2020. Groups particularly affected have been the under 25s and over 50s.

Number of claimants 16+	October 2018	October 2019	January 2020	March 2020	July 2020	August 2020	October 2020	% Change Oct 18 to Oct 20
Bishopsteignton	5	5	10	5	50	45	35	600
Shaldon & Stokeinteignhead	5	10	10	15	45	50	45	800
Teignmouth Central	35	60	65	75	185	180	160	357
Teignmouth East	15	40	45	45	115	115	115	667
Teignmouth West	35	70	75	90	225	220	200	471
Teignbridge	575	1,230	1,295	1,465	3,790	3,840	3,450	500
Devon	4,220	7,225	7,775	8,590	22,005	22,375	20,040	375
England	765,680	987,540	1,014,875	1,063,505	2,241,155	2,282,005	2,228,150	191

% rate (available only for total claimants)	October 2018	October 2019	January 2020	March 2020	July 2020	August 2020	October 2020
Bishopsteignton	0.5	0.4	0.7	0.5	3.9	3.6	3.0
Shaldon & Stokeinteignhead	0.5	0.8	0.9	1.2	3.7	4.0	3.5
Teignmouth Central	1.0	1.9	2.1	2.3	5.8	5.7	5.1
Teignmouth East	0.7	1.8	2.0	2.0	4.7	4.7	4.8
Teignmouth West	1.1	2.3	2.4	2.9	7.2	7.0	6.4
Teignbridge	0.8	1.6	1.7	1.9	4.9	5.0	4.5
Devon	0.9	1.5	1.7	1.8	4.7	4.8	4.3
England	2.2	2.8	2.9	3.0	6.4	6.5	6.3

Total claimants aged 16-24	October 2018	October 2019	January 2020	March 2020	July 2020	August 2020	October 2020	% Change Oct 18 to Oct 20
Bishopsteignton	0	0	0	0	10	10	5	400

Shaldon & Stokeinteignhead	5	0	0	0	5	5	5	0
Teignmouth Central	5	10	10	10	30	30	25	400
Teignmouth East	0	5	10	5	20	20	20	1900
Teignmouth West	5	15	15	25	70	65	55	1000
Teignbridge	115	245	270	305	825	810	745	548
Devon	840	1,455	1,575	1,710	4,735	4,620	4,210	401
England	145,375	187,275	187,315	200,350	444,675	442,315	441,910	204

Total claimants aged 50+	October 2018	October 2019	January 2020	March 2020	July 2020	August 2020	October 2020	% Change Oct 18 to Oct 20
Bishopsteignton	0	0	0	0	20	15	15	1400
Shaldon & Stokeinteignhead	0	5	5	5	15	20	20	1900
Teignmouth Central	15	20	25	25	65	60	65	333
Teignmouth East	10	20	15	20	35	45	45	440
Teignmouth West	10	15	20	20	50	55	45	350
Teignbridge	185	340	370	410	1,050	1,100	1,005	443
Devon	1,280	1,990	2,115	2,300	5,725	5,940	5,405	322
England	204,845	249,335	256,130	261,015	511,340	526,370	516,740	152

Earnings 2020

(HMRC sample taken April 2020 and published Nov 2020)

Please bear in mind that any small change since last year is probably not that significant at a District level due to sample sizes. Any larger change in earnings is still likely to be notable and changes and fluctuations have been much more significant between 2019 and 2020 than in recent years. The larger the population of an area, the more likely the data is to be robust.

2020 data is likely to show a working from home impact when an employer notes a new employee location and a lockdown impact on part-time work where this has been stopped and which would be accounted for in the total earnings figures. We also expect there to be a furlough impact.

Workplace earnings (if someone works in the area listed, wherever they live)

Area	Total earnings – FT & PT	Ranking out of 370 UK LAs	Full Time Workers	Ranking out of 370 UK LAs	Total earnings	Ranking out of 370 UK LAs	Full Time Workers	Ranking out of 370 UK LAs	Total earnings change £	% change	FT earnings change £	%
	2019				2020				2019-20	2019-20	2019-20	2019-20
England	£483.0	NA	£592.2	NA	£482.9	NA	£589.9	NA	£-0.10	-0.02	£-2.30	-0.39
UK	£479.1	NA	£585.2	NA	£479.1	NA	£585.5	NA	£0.00	0.00	£0.30	0.05
Exeter	£475.7	115	£580.0	121	£440.8	192	£565.0	160	£-34.90	-7.34	£-15.00	-2.59
Plymouth	£433.0	233	£529.9	242	£441.8	188	£558.2	172	£8.80	2.03	£28.30	5.34
East Devon	£396.8	319	£511.3	293	£374.7	348	£532.0	245	£-22.10	-5.57	£20.70	4.05
North Devon	£395.8	320	£492.2	322	£389.4	323	£508.5	298	£-6.40	-1.62	£16.30	3.31
Torbay	£360.1	362	£484.3	340	£376.8	344	£490.3	322	£16.70	4.64	£6.00	1.24
South Hams	£379.2	350	£494.6	319	£369.1	354	£479.4	337	£-10.10	-2.66	£-15.20	-3.07
Teignbridge	£384.6	340	£467.3	357	£380.5	338	£477.5	342	£-4.10	-1.07	£10.20	2.18
Mid Devon	£360.1	363	£461.1	363	£400.0	304	£474.3	345	£39.90	11.08	£13.20	2.86
West Devon	£326.7	370	£474.7	351	£344.4	365	£471.9	346	£17.70	5.42	£-2.80	-0.59
Torridge	£390.4	329	£458.0	366	£361.3	358	£440.0	368	£-29.10	-7.45	£-18.00	-3.93

Residence based earnings (if someone lives in the area listed, wherever they work)

Area	Total earnings	Ranking out of 370 UK LAs	Full Time Workers	Ranking out of 370 UK LAs	Total earnings	Ranking out of 370 UK LAs	Full Time Workers	Ranking out of 370 UK LAs	Total earnings change £	% change	FT earnings change £	% change
	2019				2020				2019-20	2019-20	2019-20	2019-20
England	£483.0	NA	£592.1	NA	£482.6	NA	£589.8	NA	£-0.40	-0.08	£-2.30	-0.39
UK	£479.1	NA	£585.2	NA	£479.1	NA	£585.5	NA	£0.00	0.00	£0.30	0.05
South Hams	£393.1	355	£537.8	270	£414.2	329	£580.2	175	£21.10	5.37	£42.40	7.88
East Devon	£426.1	305	£549.5	248	£423.1	309	£554.3	239	£-3.00	-0.70	£4.80	0.87
Exeter	£437.7	268	£570.6	193	£404.7	343	£553.9	241	£-33.00	-7.54	£-16.70	-2.93
Mid Devon	£440.7	257	£547.0	253	£417.6	325	£530.3	284	£-23.10	-5.24	£-16.70	-3.05
Torridge	£414.9	325	£488.9	354	£401.9	347	£512.4	320	£-13.00	-3.13	£23.50	4.81
Plymouth	£427.0	303	£506.2	328	£410.0	335	£507.0	326	£-17.00	-3.98	£0.80	0.16
West Devon	£391.4	359	£506.7	327	£424.1	305	£494.1	347	£32.70	8.35	£-12.60	-2.49
Teignbridge	£391.6	358	£521.2	299	£401.5	348	£492.7	350	£9.90	2.53	£-28.50	-5.47
North Devon	£372.9	369	£482.9	358	£372.7	364	£475.4	360	£-0.20	-0.05	£-7.50	-1.55
Torbay	£392.0	356	£506.8	326	£385.0	360	£468.9	364	£-7.00	-1.79	£-37.90	-7.48

Local Data Company - town centre retail unit vacancy rates

Town / area - town centres selected	All vacancy rate %	Retail vacancy rate %	Last visited
Cullompton	21.6	21.4	Aug-19
Ilfracombe	19	22.7	Jul-20
Axminster	18.3	18.2	Oct-20
Tavistock	14.8	15.9	Jul-20
Barnstaple	14.1	15.3	Jun-20
Exeter City Centre	13.9	15	Nov-20
UK	13.3	14.5	NA
Bideford	13.2	14	Nov-20
Kingsbridge	12.3	11.5	Jul-20
Seaton	12.1	14.1	Oct-20
Crediton	10.6	11.3	Oct-20
Okehampton	10.6	10.9	Nov-20
Dartmouth	10.5	12.4	Jul-20
Honiton	10.4	10.2	Oct-20
Newton Abbot	10.3	12.1	Feb-20
Teignmouth town centre	9.1	10.2	Aug-20
Exmouth	9.1	10.1	Feb-20
<i>Budleigh Salterton</i>	<i>8.8</i>	<i>9.5</i>	<i>Not known</i>
Modbury	8.8	10.7	Nov-20
Tiverton	8.6	8.5	Jan-20
<i>Dawlish</i>	<i>8.3</i>	<i>7</i>	<i>Not known</i>

Totnes	8.1	7.3	Oct-20
<i>Braunton</i>	7.4	9.4	<i>Not known</i>
Sidmouth	6.2	7.4	Oct-20
<i>South Molton</i>	5.6	5.6	<i>Dec-11</i>
Holsworthy	5.6	6.9	Oct-20
Great Torrington	5.6	7.4	Oct-19
Ivybridge	5.6	6.8	Jan-20
<i>Salcombe</i>	3.1	3.8	<i>Not known</i>

Teignmouth LDC town centre map (Aug 2020)

Key Statistics

Last visited: August 2020

13.3%

GB All Vacancy Rate ⓘ

14.5%

GB Retail Vacancy Rate ⓘ

10.4%

GB Leisure Vacancy Rate ⓘ

9.1%

All Vacancy Rate

10.2%

Retail Vacancy Rate

6.3%

Leisure Vacancy Rate

Current Data

231

Total Units ⓘ

168

All Retail Units ⓘ

63

All Leisure Units ⓘ

22

Total Vacant Units ⓘ

18

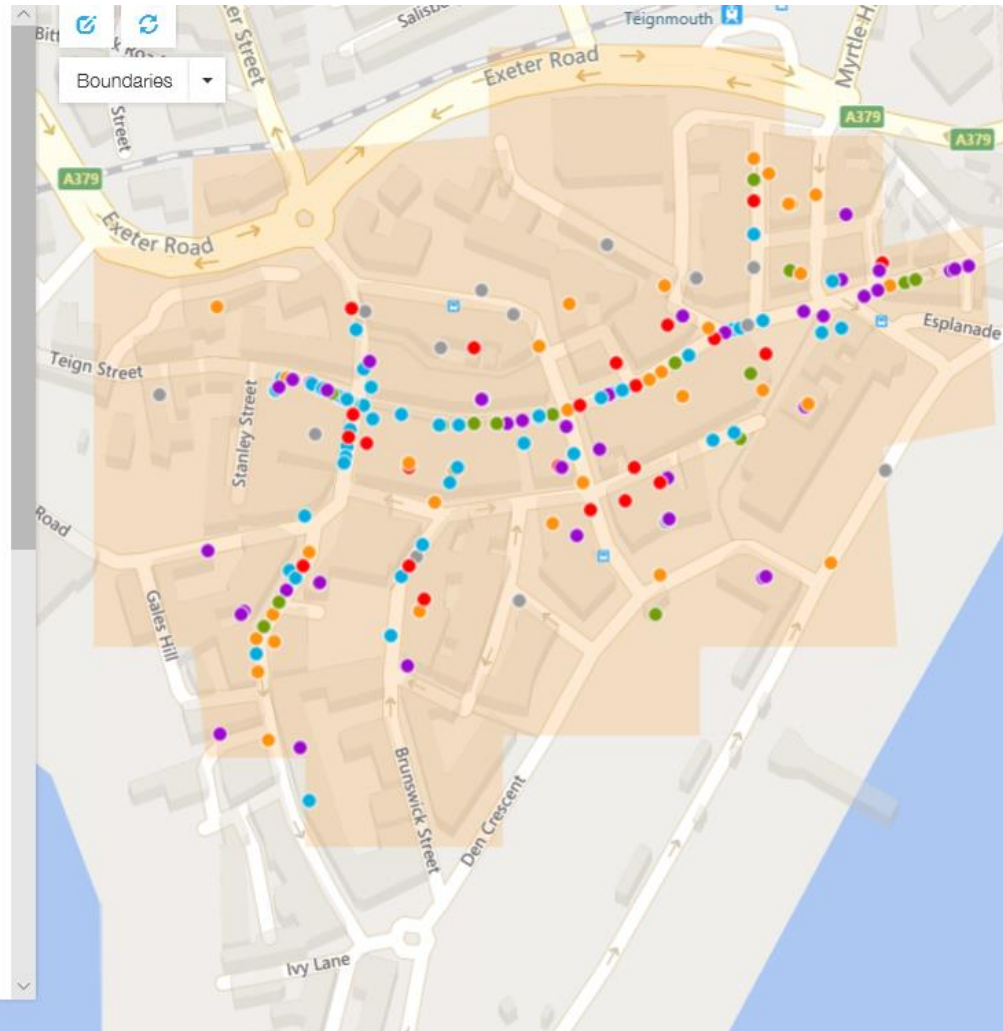
Vacant Retail Units ⓘ

4

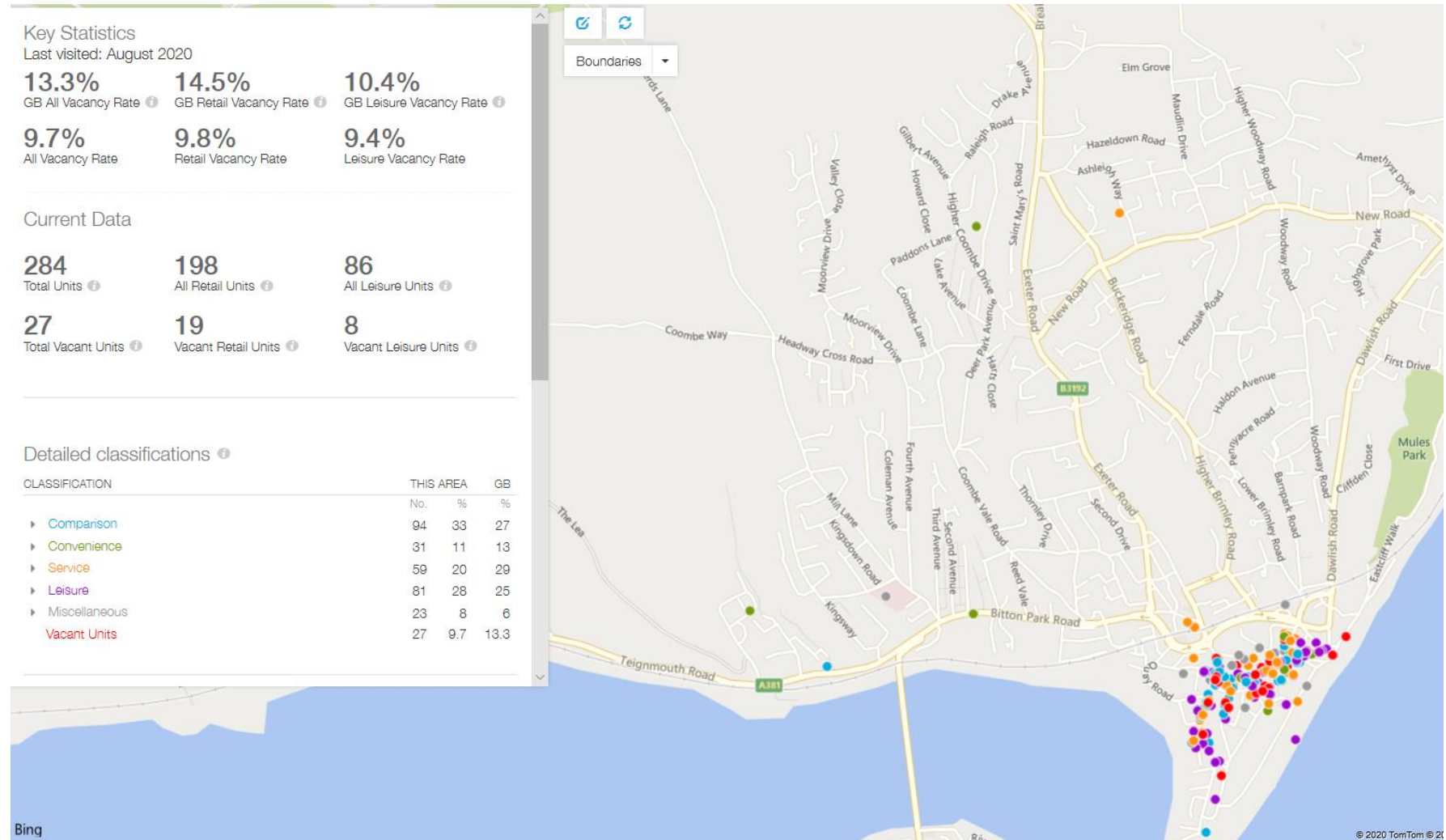
Vacant Leisure Units ⓘ

Detailed classifications ⓘ

CLASSIFICATION	THIS AREA		GB
	No.	%	%
▶ Comparison	85	37	27
▶ Convenience	23	10	13
▶ Service	46	19	29
▶ Leisure	62	26	25
▶ Miscellaneous	20	8	6
Vacant Units	22	9.1	13.3



Teignmouth LDC wider area map (Aug 2020)



Office of Road and Rail – station usage 2019/20 – The 20 most used railway stations in SW peninsula ranked by usage

Passenger numbers have been rising in Teignmouth in most years of the past decade to the point where they had surpassed Totnes in 2018. They also surpassed Paignton and Torquay several years earlier. In the past year prior to Covid there was a small decrease at Teignmouth, although most comparable stations on the same line showed a larger decrease.

Station Name	2019-20 Entries & Exits -TOTAL	2018-19 Entries & Exits - TOTAL	% change	2019-20 Entries & Exits - RANK in terms of UK stations
Exeter St David's	2,676,464	2,619,776	2.2%	222
Exeter Central	2,536,316	2,532,450	0.2%	238
Plymouth	2,372,040	2,416,376	-1.8%	256
Newton Abbot	1,203,100	1,234,672	-2.6%	490
Exmouth	896,248	946,880	-5.3%	637
Totnes	725,038	696,226	4.1%	723
Teignmouth	690,972	705,732	-2.1%	745
Paignton	632,482	676,342	-6.5%	792
Digby & Sowton	624,496	666,324	-6.3%	799
Dawlish	519,582	536,152	-3.1%	883
Torquay	457,528	483,450	-5.4%	953

District level analysis – key indicators

Most economically vulnerable neighbourhoods in Teignbridge

The Devon County Council Economy, Enterprise and Skills team has recently compiled a fine-grained economic vulnerability index focused on neighbourhoods, wards and towns within Devon to assess the overall state of play in terms of our economy and its constituent areas, looking in particular at the recent impacts of Covid-19 on our economy. This uses a range of different economic datasets and indicators, including from the UK Government Office for National Statistics.

The 10 most vulnerable neighbourhoods in Teignbridge are:

Teignbridge	Rank within Devon (where 1 is most vulnerable and 457 is least)
Newton Abbot : Station Road and Osborne Street	2/457
Teignmouth: Town Centre and Seafront area	3/457
Newton Abbot: Central – Union Road	5/457
Dawlish: Seafront area	14/457
Newton Abbot: Broadlands area	15/457
Newton Abbot: Sandringham Road area	23/457
Kingsteignton: Greenhill Way area	24/457
Teignmouth: Hospital and Mill Lane area	27/457
Buckfastleigh (North)	44/457
Newton Abbot: Shaldon Road	59/457

	Teignbridge	Devon County	England
Most economically vulnerable location within locality – DCC Covid index	Newton Abbot: Station Road and Osborne Street	Central Barnstaple and Forches	NA
Claimant rate Aug 2020	5%	4.8%	6.5%
Increase in UC claimants March to Aug 2020 – Covid impact	162.1%	160.5%	114.6%
Projected high potential claimants by March 2021 (furlough factor)	10%	9.6%	11%
Oxford Economics Coronavirus Vulnerability Index	106 (More vulnerable than national)	NA	100 - baseline

Oxford Economics baseline output impact forecast 2019-20 (now superseded by more pessimistic Treasury forecasts)	-8.3%	-7.8%	-7.8%
Oxford Economics baseline jobs impact forecast 2019-20	-4.3%	-3.9%	-3.3%
Oxford Economics baseline output annual growth forecast 2020-25	1.1%	1.3%	1.2%
Oxford Economics baseline jobs annual growth forecast 2020-25	0.3%	0.5%	0.8%

Tourism survey

DCC has worked with Visit Devon to undertake a survey of Devon visitor intentions over the main July to September holiday period focusing on the effects of COVID-19. We await full survey results, but key headlines to date include:

Delayed 2020 bookings

- 85% of visitors who delayed their 2020 holiday booking the reason was Coronavirus
- 34% were waiting to see if there will be further local lockdowns
- 21% were waiting to see a greater range of facilities open
- 8% were waiting to see if their personal finances change (3% related to job security)

2021 and beyond

- 52% of respondents County said they would return to Devon in 2021, only 2% would not

Of those visitors who don't you intend to visit Devon before the end of 2021:

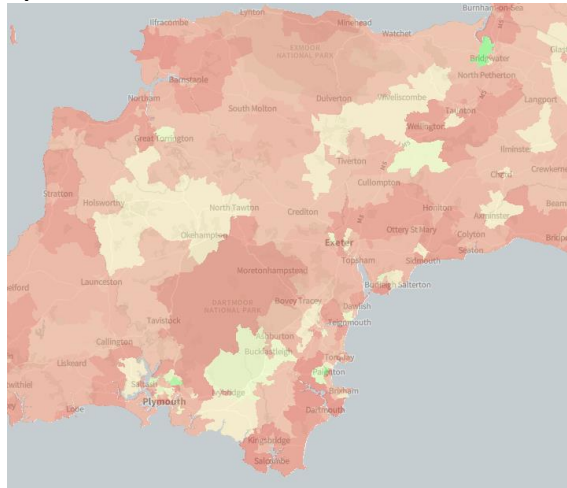
- 49% are waiting for things to settle down and return to normal
- 19% are waiting to see a greater range of facilities open
- 19% were waiting to see if their personal finances change (14% related to job security)

Monthly retail spend data – Tortoise media

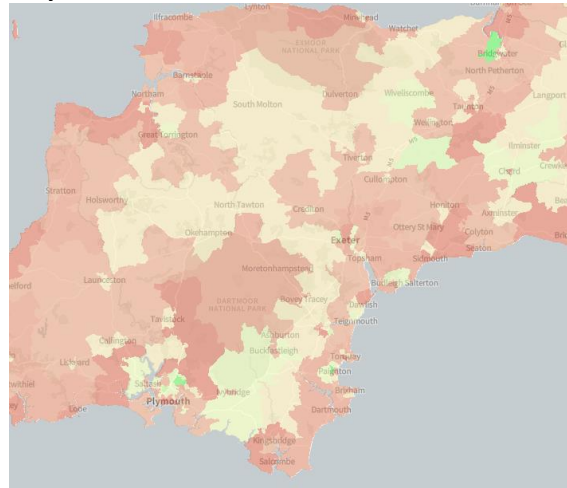
News and media business Tortoise media has been tracking and mapping consumer spend across Travel to Work Areas and towns nationally since April, providing change in spend data on the previous month. This provides a useful insight into consumer demand changes at the local level.

At a local level within Devon total retail spending was down very significantly across nearly all parts of the County in April and May, except in those areas where spend was primarily on food. Spend has since picked up month by month over the summer across most of the County with most coastal areas; Dartmoor and the Blackdown Hills showing particularly improved levels of spend, although levels remained down in the Exeter area in July.

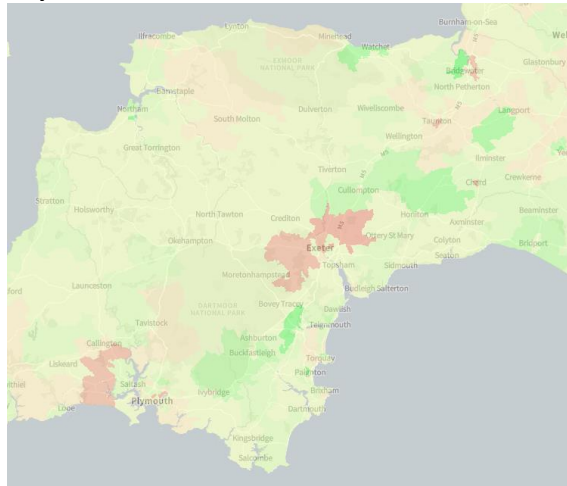
April 2020 retail sales



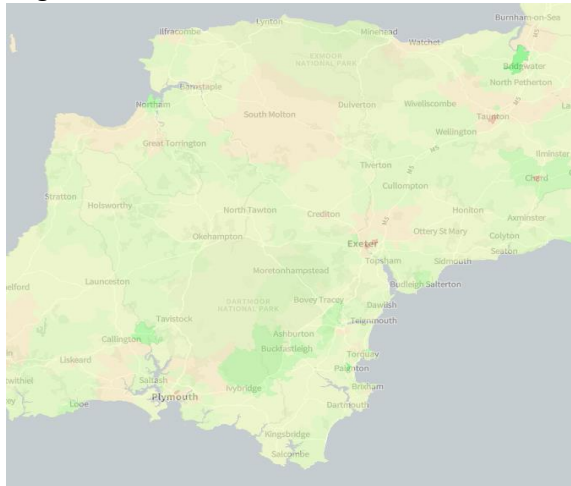
May 2020 retail sales



July 2020 retail sales

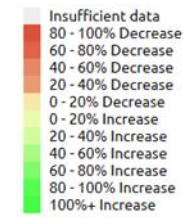


August 2020 retail sales



Total Sales Change (month to previous year)

Provided by Imfoco



Devon retail spend change to August 2020

- Overall retail sales spending was up 1.7% in the UK compared to the same month in 2019, with online spending still 47% up on the same basis.
- Data for Devon and much of the South West looks to be more positive than across the UK reflecting both the boom in staycation tourism and rise in footfall, as well as the eat out to help during the month – this continues the trend from July.
- Spending in most coastal areas was up year on year, while many town and city centres have also seen spending recover close to levels seen before the pandemic.
- The local data showed reductions in spending were concentrated in coastal areas and national parks before hotels & restaurants re-opening on 4 July, a situation which has in general been reversed over July and August.
- In most of Devon, especially rural and coastal areas percentage sales change between August 2019 and August 2020 shows an increase, with significant uplift in Appledore/Westward Ho!; Budleigh Salterton and South Dartmoor – this builds on similar patterns seen in July.
- Areas showing a small decrease year-on-year to August 2020 include Barnstaple; Ilfracombe; Crediton; South Molton; plus parts of Newton Abbot, Exeter, Torbay, Plymouth and their immediate surrounds.
- In addition to the staycation effect, there may be elements of shopping closer to home and a potential impact felt from fewer students and office workers spending money in certain locations.

Appendix

Devon Tourism survey July to Sept 2020 – preliminary headline findings

For visitors who have delayed a holiday - Why have you delayed your original 2020 plans to visit Devon/taken your visit to Devon later than you usually would?	
Responses	%
Lockdown/closures/cancellations due to Coronavirus	85%
Shielding due to Coronavirus	30%
Negative press/media coverage of Devon	2%
Waiting for things to be quieter away from the main season	28%
Waiting to see how things develop and if there is a second wave of Coronavirus	52%
Waiting to see if local lockdowns start to be put in place	34%
Waiting to see if restrictions are eased further	23%
Waiting for a greater range of facilities to reopen	21%
Waiting to see if visitors are welcomed	18%
Waiting to see if my job is secure	3%
Waiting to see if my personal finances change	8%
Waiting to see what happens with the economy	7%
None of these	2%
Other (Please specify)	0%
Because multiple answers per participant are possible, the total percentage may exceed 100%.	
Which of the following best describes your situation at the moment with regards to visiting Devon in 2021?	
Responses	%
I have already booked a holiday/holidays to Devon to take in 2021	5%
I will be booking a holiday/holidays to Devon to take in 2021	36%

I don't have a holiday booked but am likely to take a leisure day out in Devon in 2021	34%
I will not/currently don't intend to visit Devon in 2021	25%
Do you intend to visit Devon again for a staying visit or a leisure day out AFTER 2021?	
Responses	%
Yes	52%
No	2%
Don't know/unsure	45%
Why don't you intend to visit Devon BEFORE THE END of 2021?	
Responses	%
I never planned to visit before the end of 2021	33%
I have booked to go somewhere else	12%
Fear of catching Coronavirus	42%
Negative press/media coverage of Devon	0%
Waiting for things to settle down and return to normal	49%
Waiting to see how things develop and if there is a second wave of Coronavirus	44%
Waiting to see if local lockdowns start to be put in place	40%
Waiting to see if restrictions are eased further	30%
Waiting for a greater range of facilities to reopen	19%
Waiting to see if visitors are welcomed	19%
Waiting to see if my job is secure	14%
Waiting to see if my personal finances change	19%
Waiting to see what happens with the economy	14%
None of these	9%
Other (Please specify)	7%
Because multiple answers per participant are possible, the total percentage may exceed 100%.	