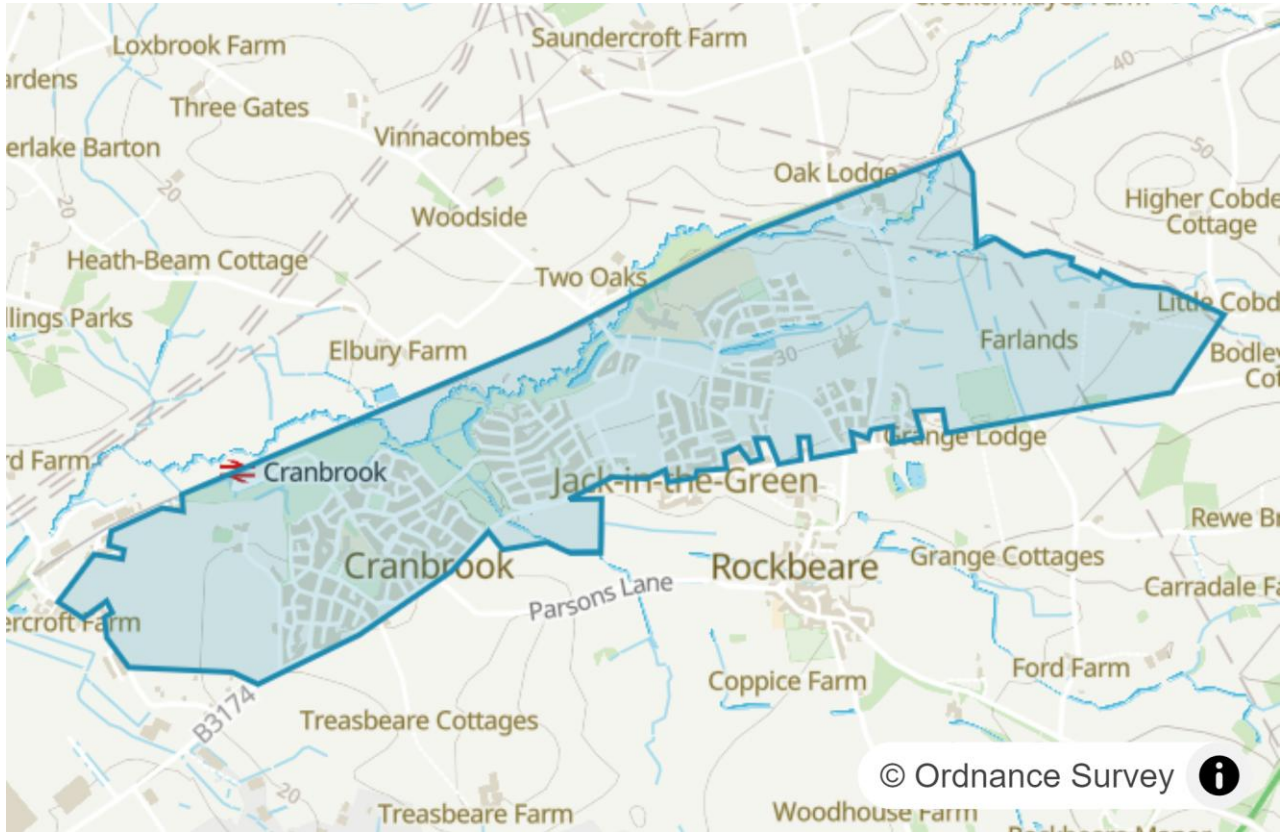
Cranbrook Overview



Map source: 2021 Census Build a custom area profile - Census 2021, ONS

Devon Public Health Intelligence Team
April 2025

Overarching Themes

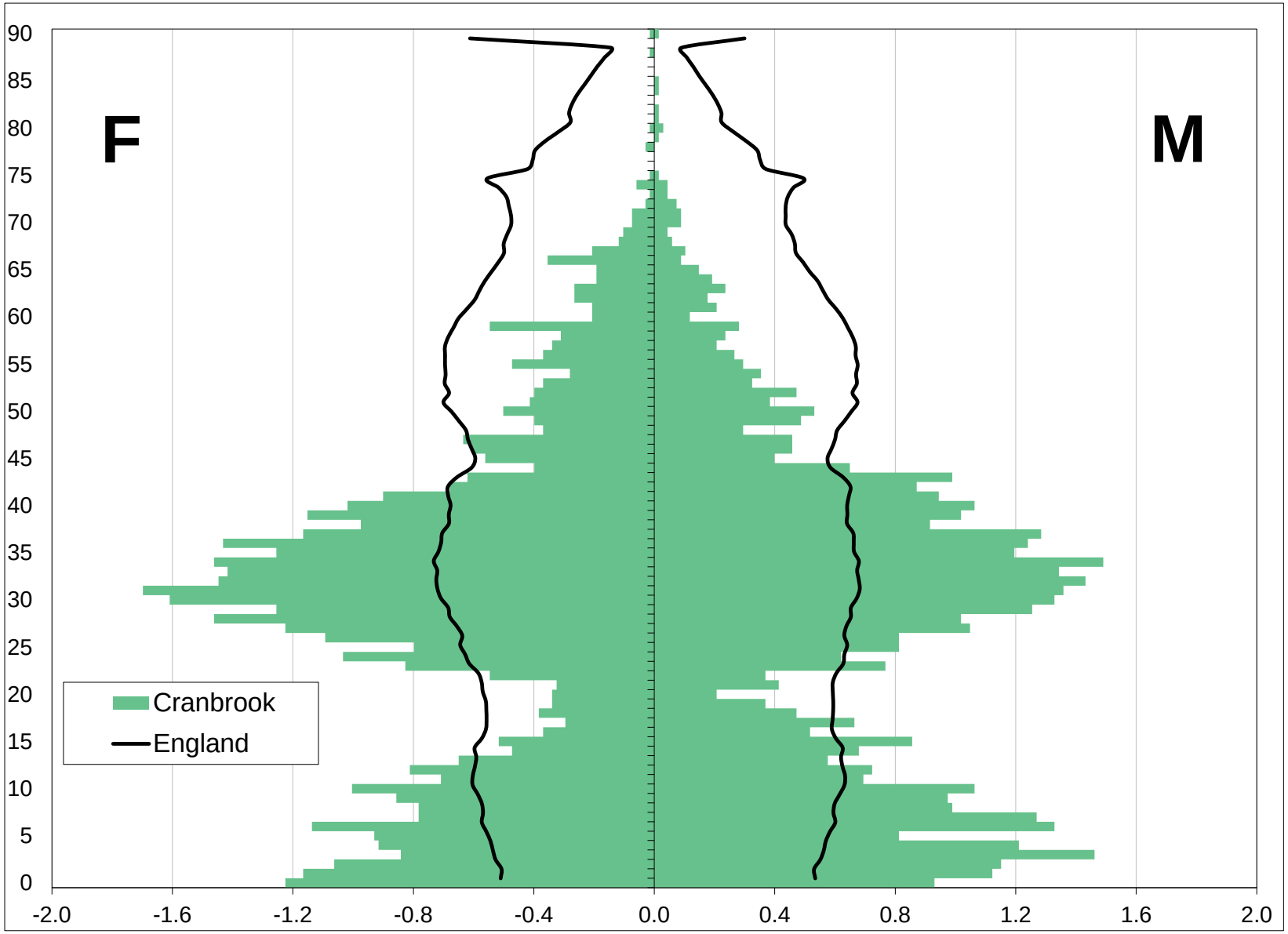
- A very young age profile in the national and local context
- Health and wellbeing needs reflect a younger population profile, with mental health and wellbeing, self-harm, smoking, substance misuse, sexual and reproductive health and child health to the fore
- Whilst levels of deprivation are typically below the national average, there are higher levels in some parts of the town including Younghayes Road and Tillhouse Road. Further to this the overall proportion of households across the town with all four dimensions (education, employment, housing and health) of deprivation present (0.3%) is above the national average (0.2%) suggesting a dispersed pattern of high needs households across the town
- Higher levels of Asthma prevalence, emergency admissions in under fives, hospital admissions for injuries in children and young people, hospital admissions for self-harm, general fertility rate, and smoking rates are seen
- Vulnerabilities around food poverty and indebtedness (partly reflecting housing costs and the high proportion of homes owned with a mortgage) are evident

Population

Population Pyramid 2022

The age profile in Cranbrook is particularly young in a local and national context, reflecting the typical demographic structure seen in brand new communities.

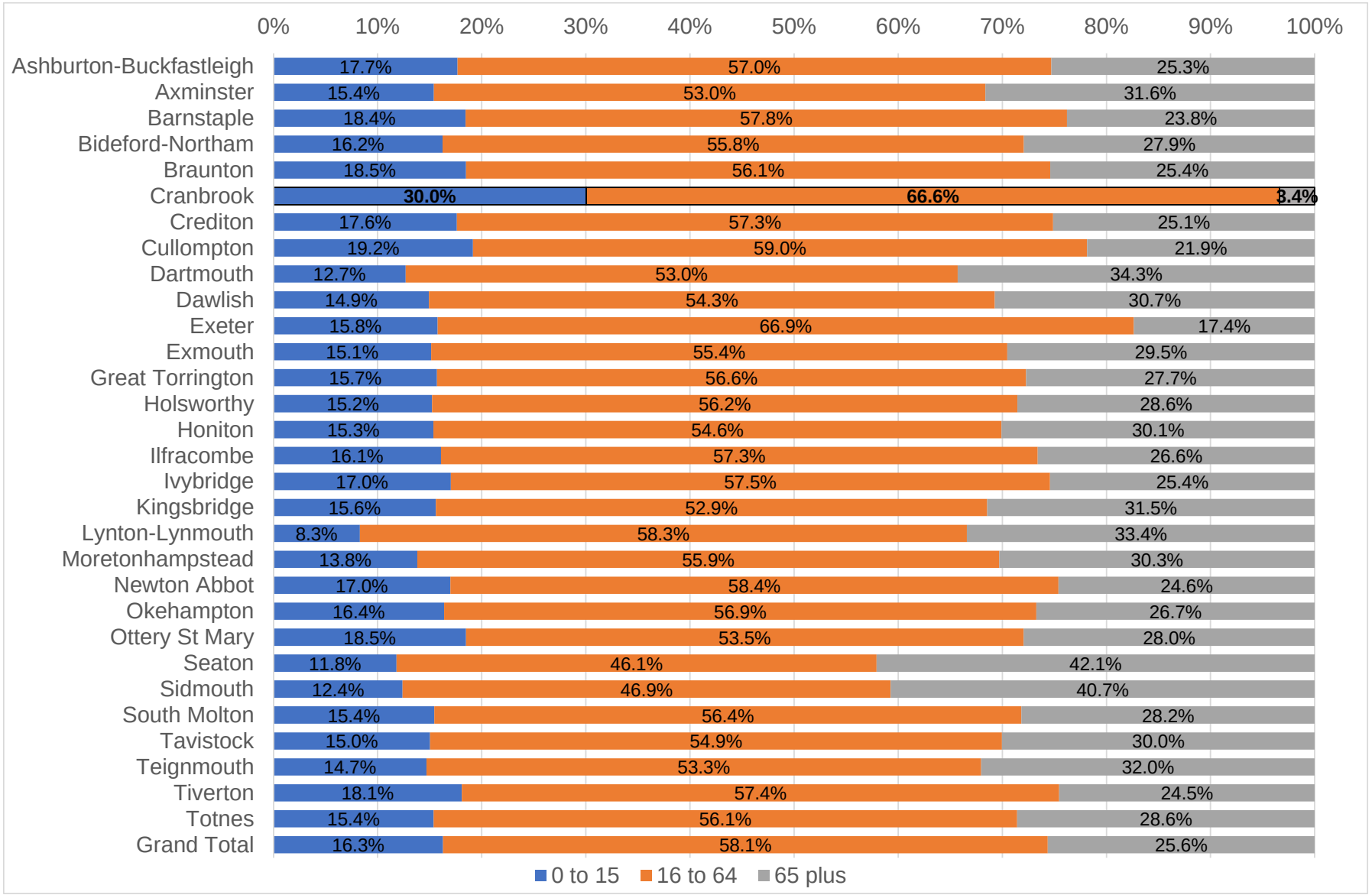
Cranbrook is marked by a relatively large younger working-age population (early 20s to early 40s), which corresponds to a larger child population (particularly in pre-school and primary school aged children, with smaller proportions aged 14 to 21, and in older working-age, and an extremely small proportion of retirement age.



Age Structure vs other Devon towns

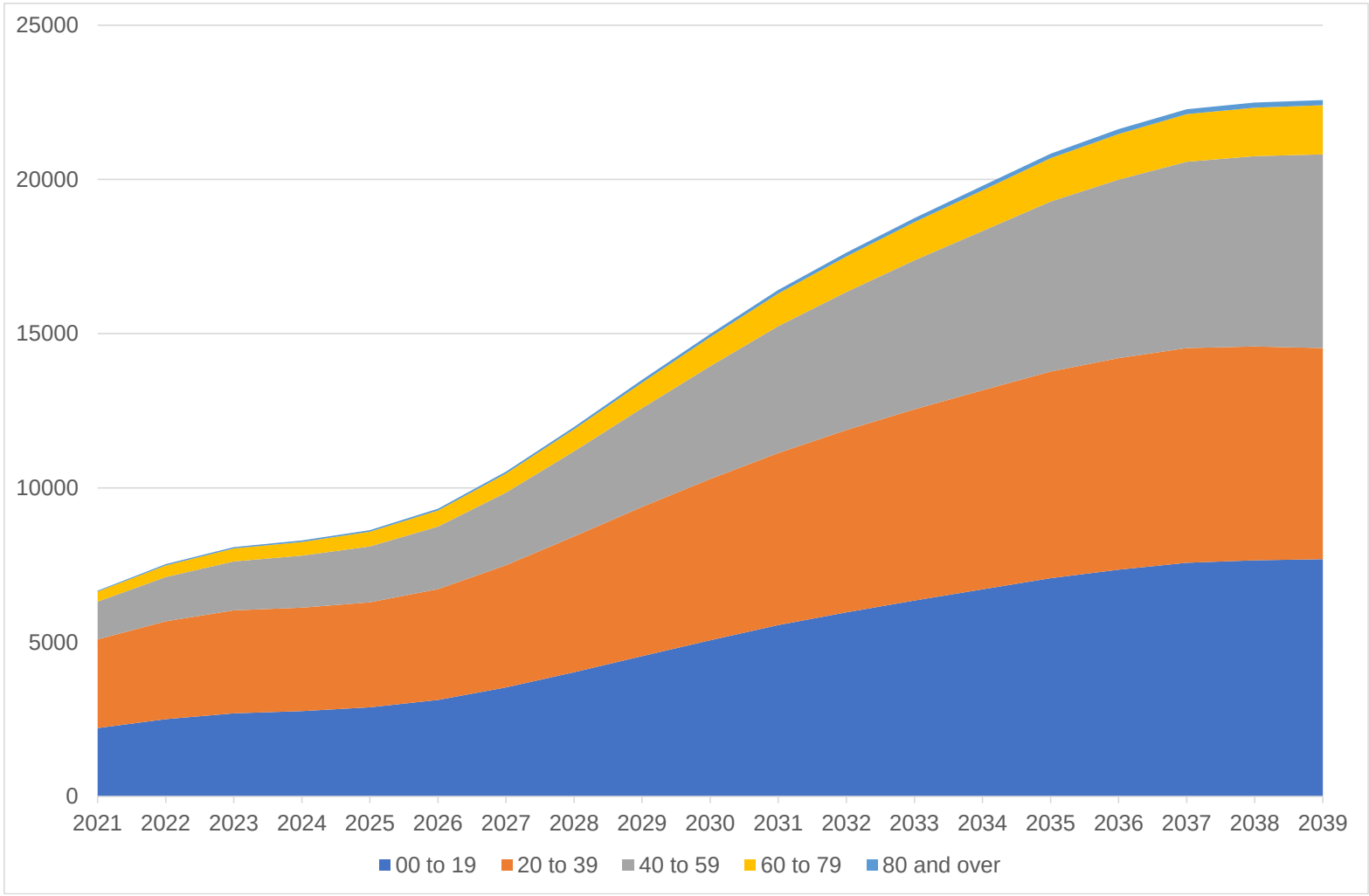
This chart comparing Cranbrook to other Devon towns highlights how distinct the Cranbrook population is in the context of the county. With only 3.4% of the population aged 65 and over, compared with 25.6% for Devon as a whole, and a range from 17.4% (Exeter) to 42.1% (Seaton) across other Devon settlements.

As illustrated overleaf, whilst the population age profile is projected to get slightly older over time, it is still expected to retain a very young demographic structure.



Population Projections 2021 to 2039

Year	00 to 19	20 to 39	40 to 59	60 to 79	80 plus	Total
2021	2,211	2,877	1,221	325	35	6,669
2022	2,499	3,179	1,429	378	40	7,525
2023	2,690	3,338	1,588	419	45	8,080
2024	2,766	3,351	1,687	443	47	8,296
2025	2,883	3,407	1,813	474	51	8,632
2026	3,123	3,596	2,023	527	56	9,325
2027	3,530	3,963	2,354	612	65	10,523
2028	4,026	4,400	2,760	714	76	11,978
2029	4,546	4,836	3,203	827	88	13,499
2030	5,056	5,230	3,658	941	100	14,986
2031	5,548	5,579	4,118	1,056	112	16,414
2032	5,963	5,910	4,480	1,148	122	17,623
2033	6,349	6,200	4,830	1,236	131	18,746
2034	6,708	6,455	5,165	1,319	140	19,788
2035	7,070	6,701	5,508	1,406	149	20,836
2036	7,346	6,857	5,792	1,477	157	21,631
2037	7,574	6,960	6,041	1,538	163	22,277
2038	7,655	6,925	6,176	1,571	167	22,493
2039	7,689	6,846	6,274	1,594	169	22,573



2021 Census Profile

Population

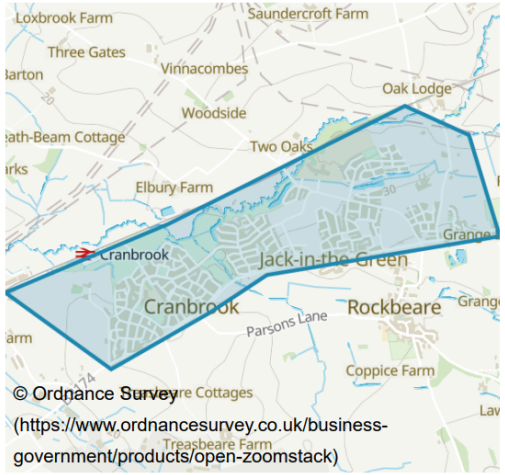
Profile vs England for defined areas

Younger age profile (children and younger working-age adults)

Mostly White British and born in UK

Link: [Build a custom area profile - Census 2021, ONS]

Area map



Population

2022

7,000

people

57,112,500 people in England

Rounded to the nearest 100 people

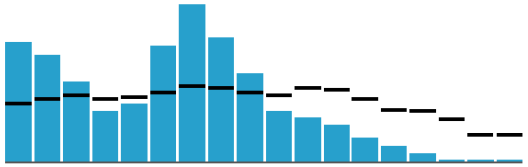
Source: Office for National Statistics – Mid Year Population Estimates

Small area: Output area

Age profile

2022

Selected area (England)



0 years 85+

% of all people, 5 year age bands

Source: Office for National Statistics – Mid Year Population Estimates

Small area: Output area

Sex

2022

Selected area (England)

Female **50.4%** (51.0%)

Male **49.6%** (49.0%)

% of all people

Source: Office for National Statistics – Mid Year Population Estimates

Small area: Output area

Country of birth

2021

Selected area (England)

Born in the UK **91.0%** (82.6%)

Born outside the UK **9.0%** (17.4%)

% of all people

Source: Office for National Statistics - Census 2021

Small area: Output area

Ethnic group

2021

Selected area (England)

Asian, Asian British or Asian Welsh **1.2%** (9.6%)

Black, Black British, Black Welsh, Caribbean or African **0.6%** (4.2%)

Mixed or Multiple ethnic groups **2.1%** (3.0%)

White **95.5%** (81.0%)

Other ethnic group **0.6%** (2.2%)

% of all people

Source: Office for National Statistics - Census 2021

Small area: Output area

Identity

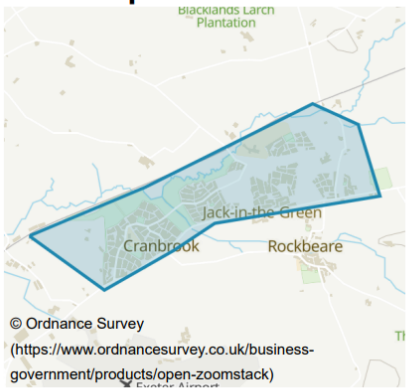
Most hold a UK passport

Few with non-UK identify

Most are not religious

Main language English with good proficiency

Area map



Passports held

2021

Selected area | (England)

UK passport **80.4%** (76.6%)

Non-UK passport **6.0%** (10.2%)

No passport held **13.6%** (13.2%)

% of all people

Source: Office for National Statistics - Census 2021

Small area: Output area

Length of residence in the UK

2021

Selected area | (England)

Born in the UK **91.0%** (82.6%)

10 years or more **5.4%** (10.1%)

5 years or more, but less than 10 years **1.9%** (3.0%)

2 years or more, but less than 5 years **0.9%** (2.3%)

Less than 2 years **0.8%** (1.9%)

% of all people

Source: Office for National Statistics - Census 2021

Small area: Output area

National identity

2021

Selected area | (England)

One or more UK identity only **92.9%** (88.0%)

UK identity and non-UK identity **1.5%** (2.0%)

Non-UK identity only **5.6%** (10.0%)

% of all people

Source: Office for National Statistics - Census 2021

Small area: Output area

Religion

2021

Selected area | (England)

No religion **60.1%** (36.7%)

Christian **32.6%** (46.3%)

Buddhist **0.2%** (0.5%)

Hindu **0.0%** (1.8%)

Jewish **0.1%** (0.5%)

Muslim **0.6%** (6.7%)

Sikh **0.0%** (0.9%)

Other religion **0.3%** (0.6%)

Not answered **6.1%** (6.0%)

% of all people

Proficiency in English

2021

Selected area | (England)

Main language is English (English or Welsh in Wales) **94.5%** (90.8%)

Can speak English very well **3.1%** (4.0%)

Can speak English well **1.7%** (3.3%)

Cannot speak English well **0.5%** (1.6%)

Cannot speak English **0.1%** (0.3%)

% of people aged three years and over

Source: Office for National Statistics - Census 2021

Small area: Output area

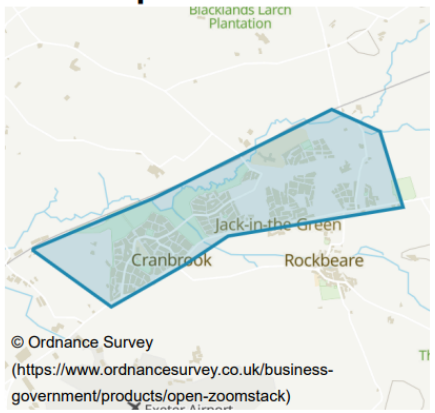
Households

Higher proportions of never married/civil partnership or separated households

Higher proportions living in larger households (3-4 people+), with single family households dominating

Higher levels of households not deprived in any dimension but 1 in around 300 households deprived across all four dimensions (0.3% vs 0.2% for England), indicating dispersed deprived households

Area map



Number of households

2021

2,300

households

23,436,100 households in England

Rounded to the nearest 100 households

Source: Office for National Statistics – Census 2021

Small area: Output area

Legal partnership status

2021

Selected area | (England)

Never married and never registered a civil partnership **43.4%** (37.9%)

Married or in a registered civil partnership **43.8%** (44.7%)

Separated, but still legally married or still legally in a civil partnership **2.7%** (2.2%)

Divorced or civil partnership dissolved **9.1%** (9.1%)

Widowed or surviving civil partnership partner **1.1%** (6.1%)

% of people aged 16 years and over

Source: Office for National Statistics - Census 2021

Small area: Output area

Household size

2021

Selected area | (England)

1 person in household **17.8%** (30.1%)

2 people in household **33.8%** (34.0%)

3 people in household **20.7%** (16.0%)

4 or more people in household **27.6%** (19.9%)

% of all households

Source: Office for National Statistics - Census 2021

Small area: Output area

Household composition

2021

Selected area | (England)

One person household **17.8%** (30.1%)

Single family household **77.5%** (63.0%)

Other household types **4.7%** (6.9%)

% of all households

Source: Office for National Statistics - Census 2021

Small area: Output area

Household deprivation

2021

Selected area | (England)

Household is not deprived in any dimension **64.9%** (48.4%)

Household is deprived in one dimension **25.9%** (33.5%)

Household is deprived in two dimensions **7.2%** (14.2%)

Household is deprived in three dimensions **1.7%** (3.7%)

Household is deprived in four dimensions **0.3%** (0.2%)

% of all households

Housing

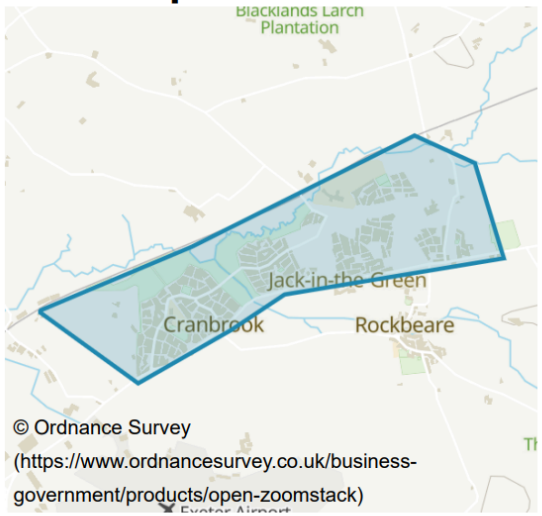
Higher proportions in whole house

Higher proportions owning with a mortgage

Lower levels of overcrowding

Tendency towards two and three bedrooms

Area map



Accommodation type

2021

Selected area | (England)

Whole house or bungalow **92.4%** (77.4%)

Flat, maisonette or apartment **7.5%** (22.2%)

A caravan or other mobile or temporary structure **0.1%** (0.4%)

% of all households

Source: Office for National Statistics - Census 2021

Small area: Output area

Number of bedrooms

2021

Selected area | (England)

1 bedroom **4.2%** (11.6%)

2 bedrooms **29.9%** (27.3%)

3 bedrooms **46.6%** (40.0%)

4 or more bedrooms **19.3%** (21.1%)

% of all households

Source: Office for National Statistics - Census 2021

Small area: Output area

Occupancy rating for bedrooms

2021

Selected area | (England)

+2 or more **31.3%** (35.6%)

+1 **42.0%** (33.2%)

0 **24.5%** (26.8%)

-1 **2.0%** (3.6%)

-2 or less **0.2%** (0.7%)

% of all households

Tenure of household

2021

Selected area | (England)

Owns outright **9.0%** (32.5%)

Owns with a mortgage or loan or shared ownership **61.6%** (29.8%)

Social rented **16.9%** (17.1%)

Private rented or lives rent free **12.6%** (20.6%)

% of all households

Source: Office for National Statistics - Census 2021

Second address indicator

2021

Selected area | (England)

No second address **95.4%** (94.6%)

Second address is in the UK **4.4%** (4.1%)

Second address is outside the UK **0.2%** (1.3%)

% of all households

Source: Office for National Statistics - Census 2021

Small area: Output area

Health

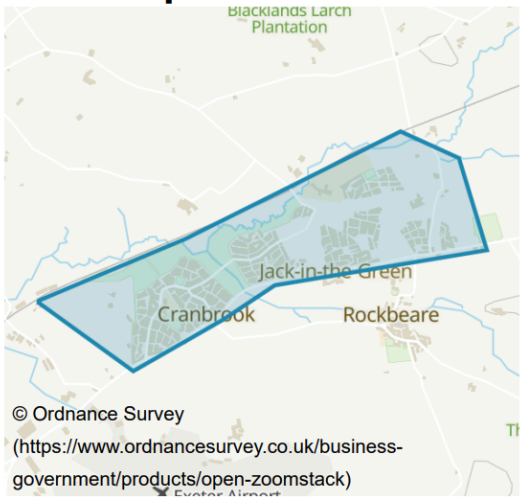
Generally good health with lower levels of bad health and disability

Lower levels of unpaid care

Low proportions with no car and high proportions with two cars

Very few homes lack central heating

Area map



General health

2021

Selected area | (England)

Very good health **60.4%** (48.5%)

Good health **30.3%** (33.7%)

Fair health **6.7%** (12.7%)

Bad health **2.1%** (4.0%)

Very bad health **0.5%** (1.2%)

% of all people

Source: Office for National Statistics - Census 2021

Small area: Output area

Disability

2021

Selected area | (England)

Disabled under the Equality Act **13.0%** (17.3%)

Not disabled under the Equality Act **87.0%** (82.7%)

% of all people

Source: Office for National Statistics - Census 2021

Small area: Output area

Provision of unpaid care

2021

Selected area | (England)

Provides no unpaid care **93.4%** (91.2%)

Provides 19 hours or less unpaid care a week **2.9%** (4.3%)

Provides 20 to 49 hours unpaid care a week **1.8%** (1.8%)

Provides 50 or more hours unpaid care a week **1.9%** (2.6%)

% of people aged five years and over

Number of cars or vans

2021

Selected area | (England)

No cars or vans in household **6.5%** (23.5%)

1 car or van in household **44.1%** (41.3%)

2 cars or vans in household **42.1%** (26.1%)

3 or more cars or vans in household **7.3%** (9.1%)

% of all households

Source: Office for National Statistics - Census 2021

Central heating

2021

Selected area | (England)

Does not have central heating **0.4%** (1.5%)

Does have central heating **99.6%** (98.5%)

% of all households

Source: Office for National Statistics - Census 2021

Small area: Output area

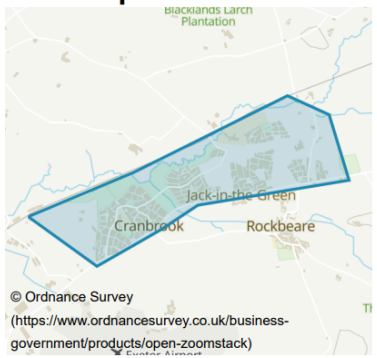
Socio-Economic

Generally locally based workforce (Exeter area) with car-based travel

Higher levels of economic activity with lower levels of unemployment and periods out of employment tending to be shorter

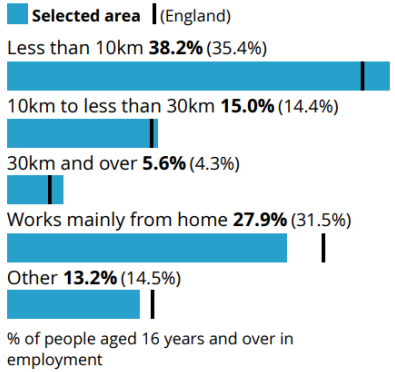
Tendency towards full-time work

Area map



Distance travelled to work

2021



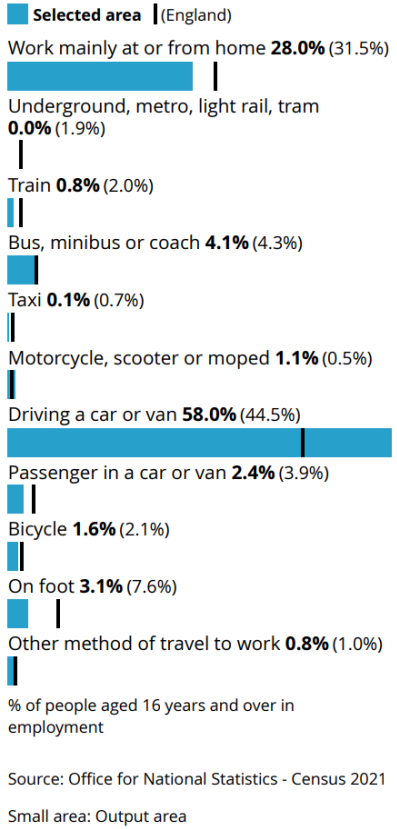
% of people aged 16 years and over in employment

Source: Office for National Statistics - Census 2021

Small area: Output area

Method of travel to workplace

2021



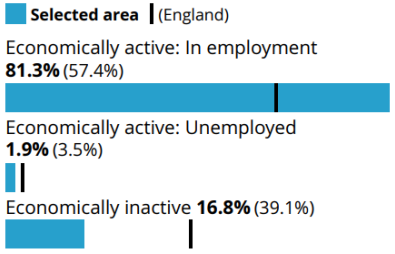
% of people aged 16 years and over in employment

Source: Office for National Statistics - Census 2021

Small area: Output area

Economic activity status

2021



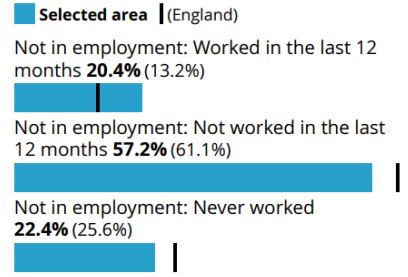
% of people aged 16 years and over

Source: Office for National Statistics - Census 2021

Small area: Output area

Employment history

2021



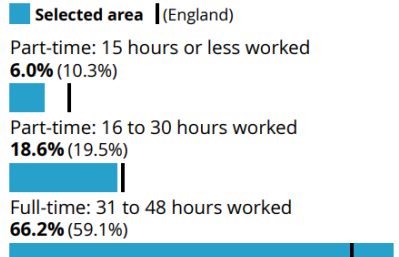
% of people aged 16 years and over not in employment

Source: Office for National Statistics - Census 2021

Small area: Output area

Hours per week worked

2021



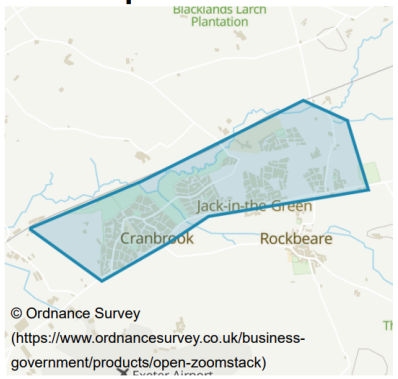
% of people aged 16 years and over in employment

Socio-Economic

Higher proportions with associate professional / technical, administrative and caring / service occupations

Higher proportions with degree level (level 4+) or level 1 to 3 (up to A level) qualifications, and few with no qualifications

Area map



Occupation

2021

Selected area | (England)

1. Managers, directors and senior officials **10.9%** (12.9%)
2. Professional occupations **20.4%** (20.3%)
3. Associate professional and technical occupations **15.5%** (13.3%)
4. Administrative and secretarial occupations **11.0%** (9.3%)
5. Skilled trades occupations **9.3%** (10.2%)
6. Caring, leisure and other service occupations **10.2%** (9.3%)
7. Sales and customer service occupations **7.8%** (7.5%)
8. Process, plant and machine operatives **6.1%** (6.9%)
9. Elementary occupations **8.8%** (10.5%)

% of people aged 16 years and over in employment

Source: Office for National Statistics - Census 2021

Socio-economic Classification (NS-SeC)

2021

Selected area | (England)

L1, L2 and L3: Higher managerial, administrative and professional occupations **13.6%** (13.2%)

L4, L5 and L6: Lower managerial, administrative and professional occupations **26.6%** (19.9%)

L7: Intermediate occupations **15.4%** (11.4%)

L8 and L9: Small employers and own account workers **8.9%** (10.6%)

L10 and L11: Lower supervisory and technical occupations **6.6%** (5.3%)

L12: Semi-routine occupations **10.8%** (11.3%)

L13: Routine occupations **10.4%** (12.0%)

L14.1 and L14.2: Never worked and long-term unemployed **2.8%** (8.5%)

L15: Full-time students **4.8%** (7.7%)

% of people aged 16 years and over

Highest level of qualification

2021

Selected area | (England)

No qualifications **7.4%** (18.1%)

Level 1, 2 or 3 qualifications **49.9%** (39.9%)

Apprenticeship **4.7%** (5.3%)

Level 4 qualifications and above **36.9%** (33.9%)

Other qualifications **1.1%** (2.8%)

% of people aged 16 years and over

Schoolchildren and full-time students

2021

Selected area | (England)

Student **24.8%** (20.4%)

Not a student **75.2%** (79.6%)

% of people aged five years and over

Source: Office for National Statistics - Census 2021

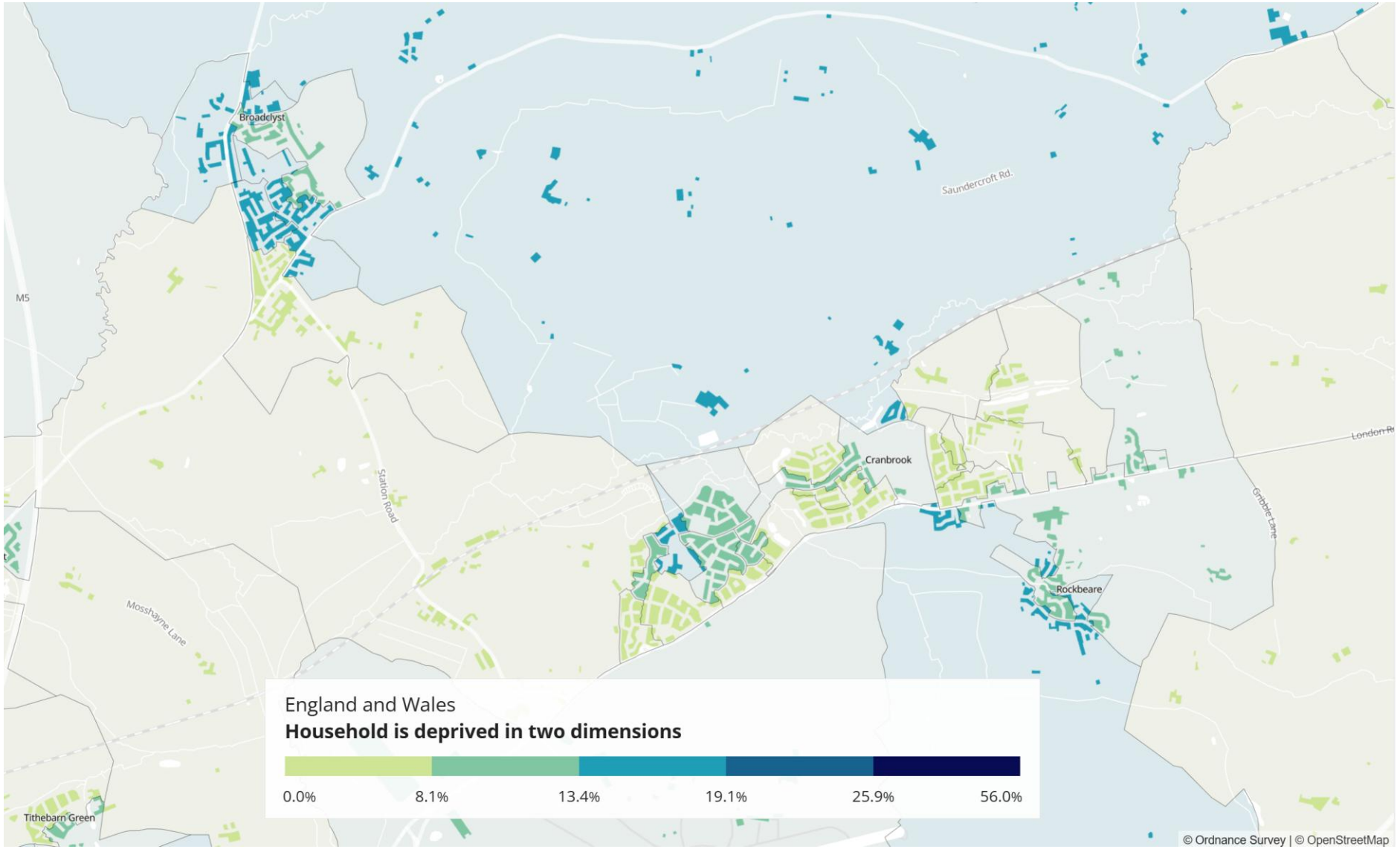
Small area: Output area

Deprivation

(Deprivation Dimensions 2021 Census and Indices of Deprivation 2019)

Deprivation Dimensions 2021

The deprivation dimensions indicator in the 2021 Census measures deprivation on four domains (education, employment, health and housing). Cranbrook is typically below the national average, but with higher levels around Younghayes Road (above national/local average) and Tillhouse Road (above local average). Further to this the overall proportion of households across the town with all four dimensions present (0.3%) is above the national average (0.2%) suggesting a pattern of dispersed high needs households across the town.



Output area comparison
2021 Census Socio-Economic measures

Devon County Council

2021 Output Area	Description	Household deprived in two or more domains	Household deprived in two or more domains %	No Qualifications	No Qualifications %	Unemployed	Unemployed as % of economically active
E00180164	Younghayes Centre / Barn Orchard	9	13.4%	14	11.3%	3	3.0%
E00180165	Tillhouse Road	34	18.1%	37	10.4%	9	3.5%
E00180169	Brooks Warren / Wheatsheaf	7	14.0%	7	6.9%	3	3.7%
E00180171	Horsewell Road / Education Campus	2	1.8%	6	2.8%	6	3.1%
E00180178	Alford Pasture	3	5.0%	5	4.4%	1	1.1%
E00180197	Copseclose Lane / Higher Meadow	19	9.5%	35	9.4%	3	1.1%
E00180205	Oakbeer Orchard / Summer Meadow	18	10.5%	39	11.6%	5	1.9%
E00180212	Mead Cross / Henrys Run / Pitt Park	34	15.5%	49	11.6%	6	1.8%
E00180213	Rush Meadow / Linhay Road	8	4.8%	4	1.3%	4	1.4%
E00180239	Younghayes Road / Burrough Fields	17	20.2%	14	9.3%	6	5.6%
E00180240	Badger Way / Westland Way	9	7.1%	14	6.3%	1	0.5%
E00180260	Post Coach Way / Roman Way	5	7.2%	14	10.3%	2	2.0%
E00180262	Yarlington Ml / Inner Westland	2	1.6%	10	4.4%	4	1.9%
E00180264	Beech Road / Buzzard Way	4	2.8%	12	4.6%	4	1.7%
E00180268	Seven Acres / South View Pasture	4	4.3%	11	5.9%	0	0.0%
E00180279	Tremlett Meadow / Shareford Wy	16	6.9%	20	4.7%	8	2.2%
E00180289	Yonder Acre Way / Chaffinch Rise	14	8.8%	23	7.6%	8	3.2%
Cranbrook Total	-	205	9.0%	316	7.4%	73	2.1%
East Devon	-	9,279	13.9%	19,207	15.1%	2,195	3.2%
England	-	4,243,658	18.1%	8,317,789	18.1%	1,312,729	4.9%

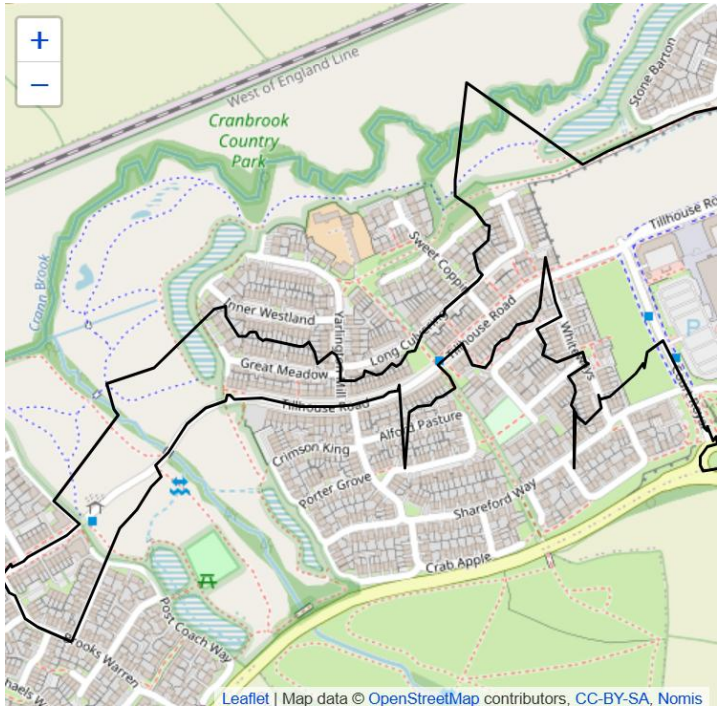
Output area comparison
Highlighted Cranbrook Output Areas

Devon County Council

E00180239: Younghayes Road / Burrough Fields

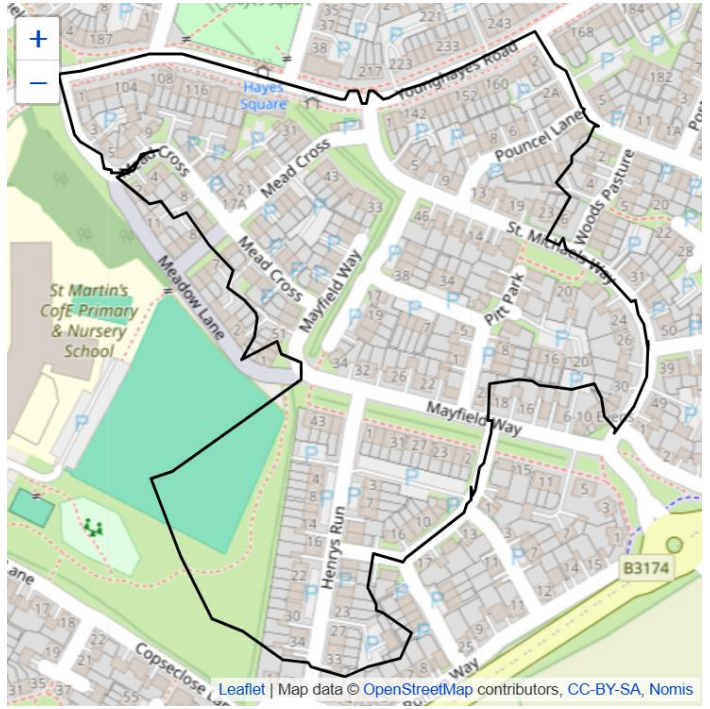
Highest in Cranbrook and above local and national averages for deprivation dimensions and unemployment indicators.

E00180165: Tillhouse Road



Second highest in Cranbrook and above East Devon average for deprivation dimensions. Highest in Cranbrook for unemployment.

E00180212: Mead Cross / Henrys Run / Pitt Park



Third highest in Cranbrook and above East Devon average for deprivation dimensions.

Indices of Deprivation 2019

- The latest available Indices of Deprivation are from 2019 and are largely based on 2016 and 2017 data
- The small areas used are based on the 2011 Census before building in Cranbrook commenced placing Cranbrook in two areas: the West of the town with Broadclyst South, Poltimore and Dog Village: the East of the town with Rockbeare, Clyst Honiton and Marsh Green. At this stage Cranbrook constated around half of the population of the former, and a minority of the latter
- These areas had levels of deprivation below the national average with the more recent deprivation dimensions census indicator suggesting Cranbrook may be lower again
- These areas were higher for access to housing and services, child poverty and education measures which may be influenced by the Cranbrook profile

Health

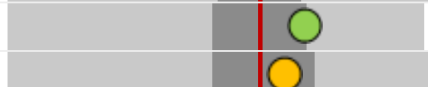
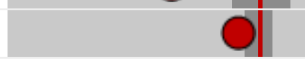
Health Headlines (Local Health / JSNA / Behaviour Risk Factors / Practice Profile)

- Prevalence of health conditions typically lower than Devon reflecting age profile
- Higher prevalence of Asthma (9.16% in Cranbrook vs 6.53% nationally)
- Higher levels of emergency admissions in under fives
- Higher levels of emergency admissions for injuries in children and young adults
- Higher levels of emergency admissions for self-harm
- Higher general fertility rate (on account of younger adult demographic)
- Generally lower levels of deprivation, obesity, hospital admissions, long-term conditions and mortality rates
- Devon Behavioural Risk Factors dashboard highlights higher lower level of excess weight, similar levels of physical inactivity, and higher levels of smoking vs East Devon, reflecting age structure of Cranbrook

Local Health: Our Community

Indicator	Period	006 Cranbrook, Broadclyst & Stoke Canon		Devon	England	England		England
		Count	Value	Value	Value	Worst/ Lowest	Range	Best/ Highest
Population								
Percentage of the total resident population who are 0 to 4 years of age (0-4 yrs)	2020	1,310	9.0%	4.5%	5.7%	0.7%		13.5%
Percentage of the total resident population who are 0 to 15 years of age	2020	3,598	24.7%	16.3%	19.2%	1.5%		39.3%
Percentage of the total resident population who are 5 to 15 years of age (5-15 yrs)	2020	2,288	15.7%	11.8%	13.5%	0.5%		27.7%
Percentage of the total resident population who are 16 to 24 years of age	2020	1,039	7.1%	9.7%	10.5%	4.0%		80.3%
Percentage of the total resident population who are 25 to 64 years of age	2020	7,864	54.1%	48.4%	51.8%	14.4%		74.3%
Percentage of the total resident population who are 50 to 64 years of age (50-64 yrs)	2020	2,426	16.7%	21.4%	19.2%	1.4%		29.5%
Percentage of the total resident population who are 65 and over	2020	2,048	14.1%	25.6%	18.5%	0.4%		53.7%
Percentage of the total resident population aged 85 and over	2020	258	1.8%	3.6%	2.5%	0.1%		12.1%
Population density, people per square kilometre	2020	14,549	138	124	434	6		29,453
Ethnicity and Language								
Percentage of population whose ethnic group is not 'white'	2011	109	1.6%	2.5%	14.6%	0.4%		94.4%
Percentage of population whose ethnicity is not 'White UK'	2011	223	3.2%	5.1%	20.2%	1.1%		96.6%
The percentage of people that cannot speak English well or at all, 2011	2011	8	0.1%	0.3%	1.7%	0.0%		22.5%
Deprivation, Housing, and living environment								
Index of Multiple Deprivation (IMD) Score	2019	-	14.8	16.6	21.7	2.2		86.9
Income deprivation, English Indices of Deprivation	2019	741	7.9%	9.7%	12.9%	48.8%		0.9%
Child Poverty, Income deprivation affecting children index (IDACI)	2019	254	12.5%	12.3%	17.1%	64.7%		0.9%
Older people in poverty, income deprivation affecting older people Index (IDAOPI)	2019	152	7.1%	10.6%	14.2%	76.0%		2.0%
Modelled estimates of the proportion of households in fuel poverty (%)	2020	332	10.6%	11.8%	13.2%	54.1%		2.5%
Households with overcrowding based on overall room occupancy levels	2011	85	3.0%	5.0%	8.7%	60.9%		0.6%
Older people living alone, Percentage of people aged 65 and over who are living alone	2011	355	24.3%	29.4%	31.5%	87.2%		14.4%
Percentage of households in Poverty	2013/14	-	9.0%	-	21.1%	63.7%		6.7%
Employment								
Unemployment (Percentage of the working age population claiming out of work benefit)	2021/22	225	2.5%*	3.0%*	5.0%*	20.8%		0.7%
Long-Term Unemployment. Rate per 1,000 working age population	2021/22	5	0.6*	0.9*	1.9*	15.1		0.0

Local Health: Behavioural Risk Factors and Child Health

Indicator	Period	006 Cranbrook, Broadclyst & Stoke Canon		Devon	England	England		
		Count	Value	Value	Value	Worst/ Lowest	Range	Best/ Highest
Behavioural risk factors								
Smoking prevalence at age 15. Regular smokers (modelled estimates)	2014	5	5.1%*	6.2%*	5.4%*	17.9%		0.0%
Smoking prevalence at age 15. Regular or occasional smokers (modelled estimates)	2014	8	8.6%*	10.0%*	8.2%*	19.3%		0.0%
Reception prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	-	7.6%	7.5%	9.6%	20.9%		2.2%
Reception prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	-	20.4%	19.9%	21.9%	37.9%		6.9%
Year 6 prevalence of obesity (including severe obesity), 3 years data combined	2021/22 - 23/24	-	17.2%	17.5%	22.7%	42.0%		3.8%
Year 6 prevalence of overweight (including obesity), 3 years data combined	2021/22 - 23/24	-	31.3%	31.0%	36.7%	55.1%		10.3%
Child and Maternal Health								
Deliveries (births) to teenage mothers, 5 year pooled data	2016/17 - 20/21	-	*	0.6%	0.7%	-	*Insufficient number of values for a spine chart*	-
General fertility rate, live births per 1,000 women aged 15 to 44 years. Five year pooled	2016 - 20	1,121	87.5	53.3	59.2	2.1		147.8
Children and Young people: Health care use								
Emergency hospital admissions in under 5 years old, crude rate	2016/17 - 20/21	900	248.9	187.9	140.7	352.2		24.8
Emergency hospital admissions for injuries in under 5 years old, crude rate	2016/17 - 20/21	115	204.5	141.8	119.3	363.7		0.0
Emergency hospital admissions for injuries in under 15 years old, crude rate	2016/17 - 20/21	215	147.7	104.3	92.0	251.2		18.7
Emergency hospital admissions for injuries in 15 to 24 years old, crude rate	2016/17 - 20/21	95	183.5	124.9	127.9	733.3		14.4

Local Health: Disease and Poor Health

Indicator	Period	006 Cranbrook, Broadclyst & Stoke Canon		Devon	England	England		
		Count	Value	Value	Value	Worst	Range	Best
Emergency Hospital Admissions: Adults								
Emergency hospital admissions for all causes, all ages, standardised admission ratio ⚠	2016/17 - 20/21	-	93.6	86.9	100.0	215.6		31.5
Emergency hospital admissions for coronary heart disease, standardised admission ratio ⚠	2016/17 - 20/21	-	86.5	88.1	100.0	396.1		23.0
Emergency hospital admissions for stroke, standardised admission ratio ⚠	2016/17 - 20/21	-	81.9	97.9	100.0	260.9		28.4
Emergency hospital admissions for myocardial infarction (heart attack), standardised admission ratio ⚠	2016/17 - 20/21	-	93.2	91.3	100.0	318.7		21.4
Emergency hospital admissions for chronic obstructive pulmonary disease (COPD), standardised admission ratio ⚠	2016/17 - 20/21	-	38.4	64.8	100.0	554.5		9.3
Hospital admissions, harm and injury and Long Term Conditions								
Emergency hospital admissions for intentional self harm, standardised admission ratio ⚠	2016/17 - 20/21	-	136.7	116.1	100.0	541.4		10.2
Emergency hospital admissions for hip fracture in persons 65 years and over, standardised admission ratio ⚠	2016/17 - 20/21	-	111.6	97.1	100.0	527.4		29.3
Hospital admissions for alcohol attributable conditions, broad definition ⚠	2016/17 - 20/21	562	63.3	77.8	100.0	391.1		35.9
Hospital admissions for alcohol attributable conditions, narrow definition ⚠	2016/17 - 20/21	202	74.3	89.3	100.0	471.9		22.6
Percentage of people who reported having a limiting long term illness or disability	2011	1,174	17.1%	19.5%	17.6%	38.9%		3.6%

Local Health: Life Expectancy and Causes of Death

Indicator	Period	006 Cranbrook, Broadclyst & Stoke Canon		Devon	England	England		
		Count	Value	Value	Value	Worst	Range	Best
Life Expectancy								
Life expectancy at birth, upper age band 90 and over (Male)	2016 - 20	-	81.1	80.7	79.5	66.6		94.1
Life expectancy at birth, upper age band 90 and over (Female)	2016 - 20	-	85.2	84.4	83.2	72.0		97.5
Mortality								
Deaths from all causes, all ages, standardised mortality ratio	2016 - 20	415	87.7	90.5	100.0	251.0		36.0
Deaths from all causes, under 75 years, standardised mortality ratio	2016 - 20	124	76.3	83.3	100.0	309.2		26.1
Deaths from all cancer, all ages, standardised mortality ratio	2016 - 20	116	90.4	94.3	100.0	200.8		32.2
Deaths from all cancer, under 75 years, standardised mortality ratio	2016 - 20	58	94.8	88.8	100.0	231.0		29.2
Deaths from circulatory disease, all ages, standardised mortality ratio	2016 - 20	109	96.6	95.3	100.0	244.7		32.1
Deaths from circulatory disease, under 75 years, standardised mortality ratio	2016 - 20	22	64.8	82.3	100.0	374.4		12.6
Deaths from coronary heart disease, all ages, standardised mortality ratio	2016 - 20	45	93.0	90.6	100.0	307.5		16.6
Deaths from stroke, all ages, standardised mortality ratio	2016 - 20	25	95.8	113.3	100.0	415.7		0.0
Deaths from respiratory diseases, all ages, standardised mortality ratio	2016 - 20	51	85.0	82.5	100.0	335.4		21.8
Deaths from causes considered preventable, under 75 years, standardised mortality ratio	2016 - 20	42	57.4	78.9	100.0	378.4		17.3

Mental Health

- Cranbrook below the national average on both the 2022 Small Area Mental Health Index (composite measure of admissions, prescribing and benefits) and the 2019 Indices of Multiple Deprivation Mood and Anxiety Disorders indicator
- Anti-depressant prescribing rates are also below Devon and England average
- The above measures highlight lower levels of ***relative mental health need*** partly driven by lower levels of deprivation in the town
- The age profile of the town however does contribute to ***higher levels of absolute mental health need / service demand*** including:
  - Higher prevalence of conditions associated with younger age groups, particularly in females. This is particularly seen with anxiety and eating disorders
  - Higher levels for initial reporting/diagnosis of conditions as town has higher proportions at age of average onset from most conditions (inc. eating, mood and personality disorders)
  - Higher levels of self-harm including admissions and attendance (peak ages 10-24)

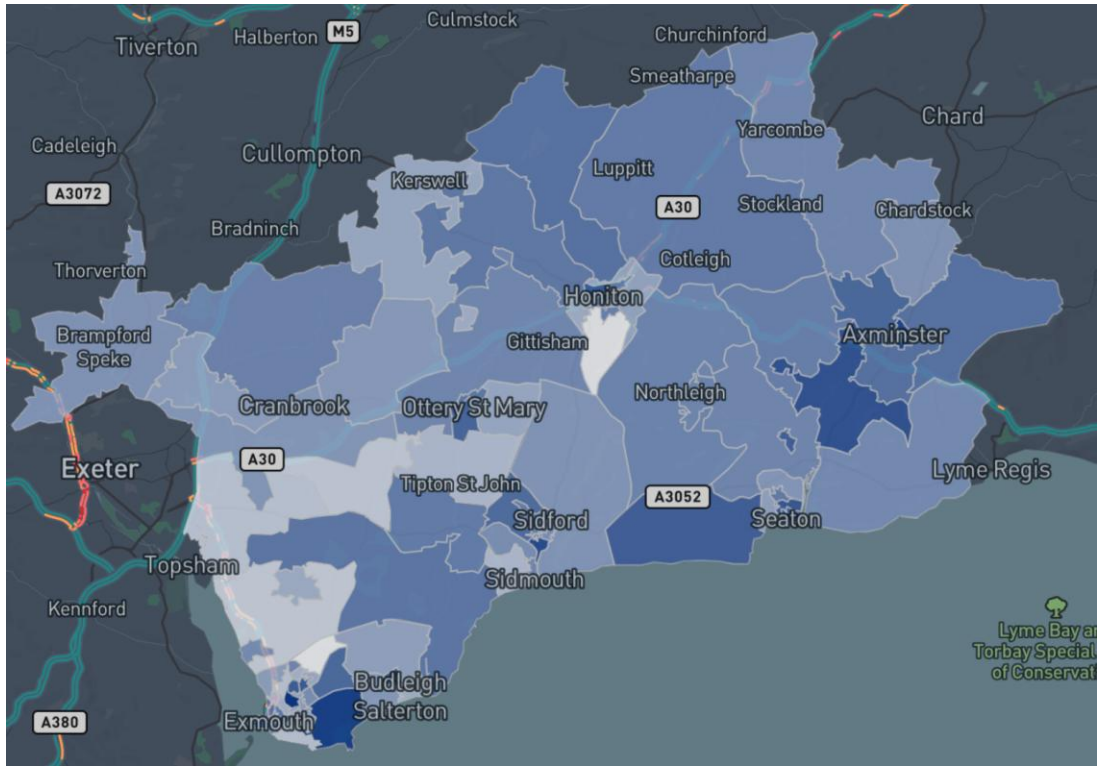
Economy

Cost of Living

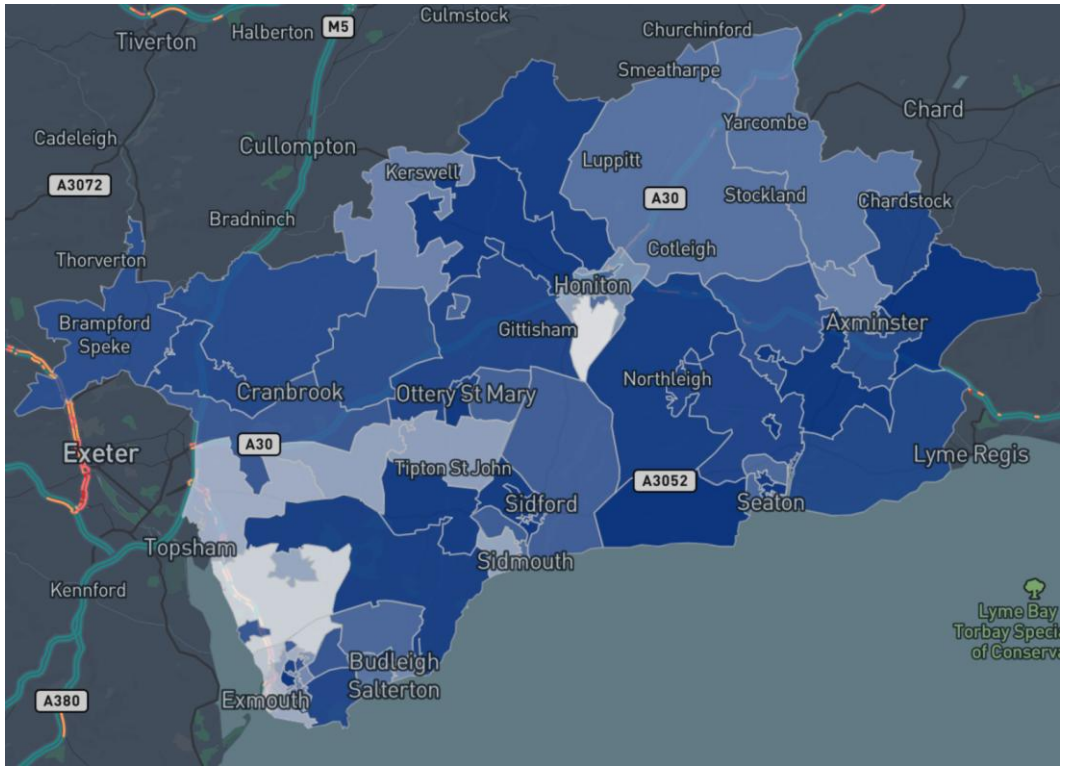
The Devon Cost of Living Index [Cost of Living - Devon Health and Wellbeing] profiles vulnerability across Devon and is comprised of indicators on child poverty, fuel poverty, food poverty, claimant count and income deprivation.

Whilst the overall index (left) suggests lower risk in Cranbrook, levels of food poverty are higher, reflecting some of the specific challenges that working families in Cranbrook are facing.

Cost of Living Index: East Devon highlight



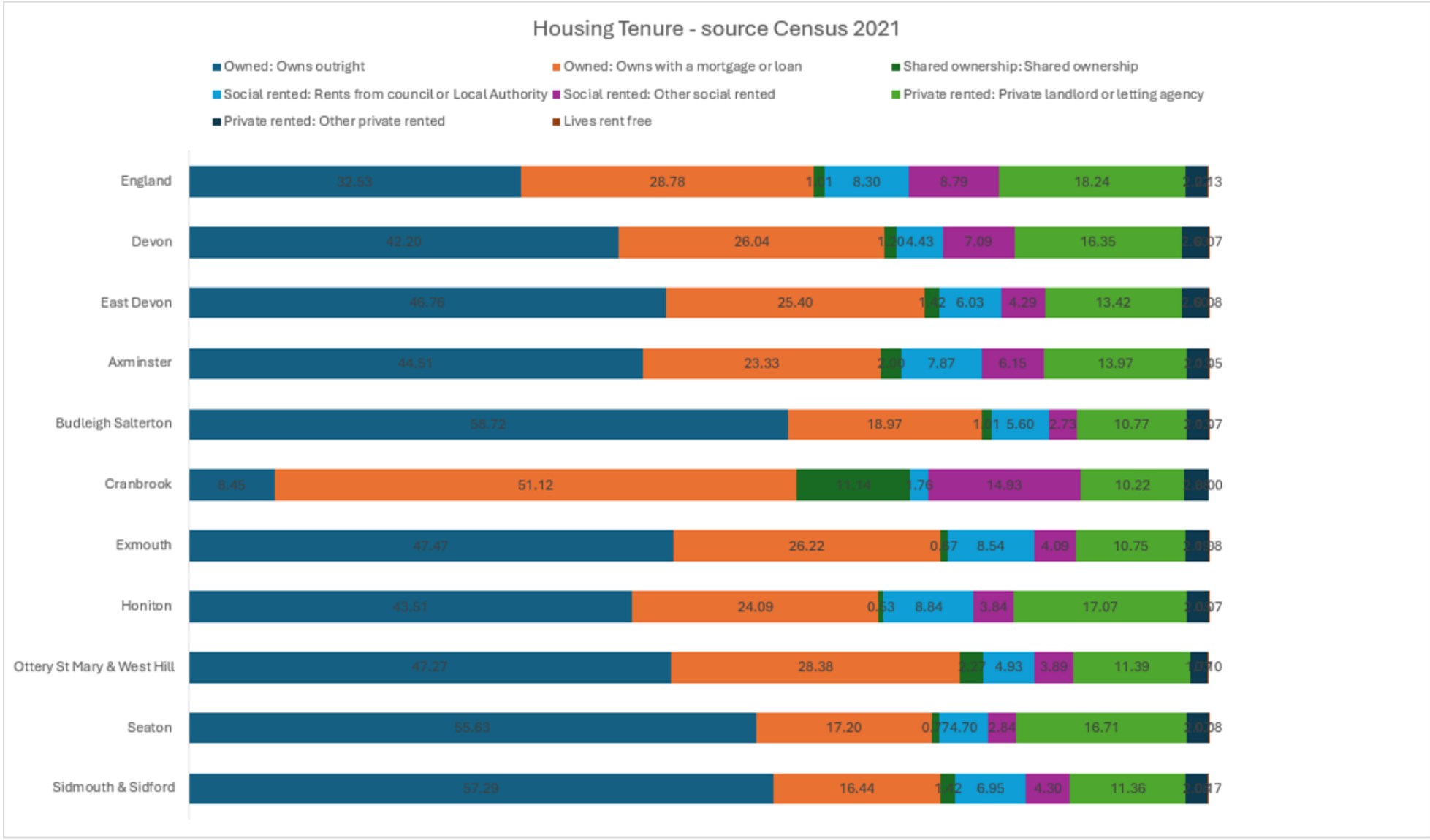
Food Poverty Indicator: East Devon highlight



Housing Tenure

Detailed information on housing tenure from the 2021 Census also highlights quite how different the Cranbrook profile is to Devon, reflect the characteristics of the town.

A very high proportion of homes are either owned outright or in shared ownership making the population at higher risk from changes in market conditions and interest rates. Social renting is also largely not local authority-based.



Education and Outcomes for Children

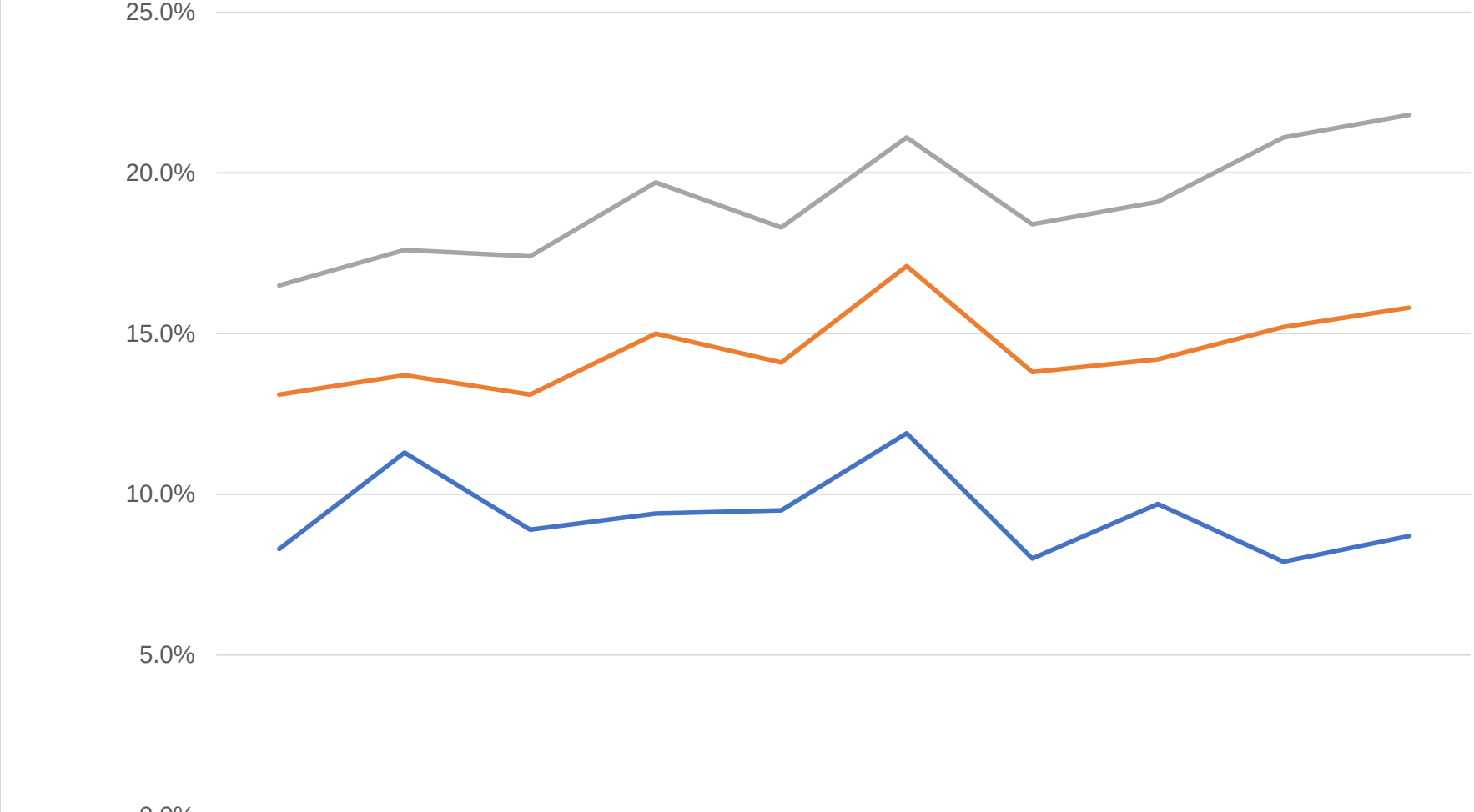
Education

- Headlines from latest annual data (2024)
  - Cranbrook (63.6%, confidence interval range 54.4-72.2%) slightly below the Devon (69.0%) national average for children achieving a good level of development at reception (Early Years Foundation Score) but not significantly so
  - No significant difference to Devon for exclusions, absences or attainment (very small numbers)
- A further analysis of education and childrens data over a longer period (three to five years) will be necessary to reveal any significant differences

Relative Child Poverty

Levels of child poverty in Cranbrook are significantly below the local and national average, with 8.7% of children in 2024 living in households in relative poverty, compared with 15.8% for East Devon and 21.8% for England.

Higher levels were seen in 2016 (11.3%) in the town 2020 (11.9%) although these still remained below local and national averages.



	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Cranbrook	8.3%	11.3%	8.9%	9.4%	9.5%	11.9%	8.0%	9.7%	7.9%	8.7%
East Devon	13.1%	13.7%	13.1%	15.0%	14.1%	17.1%	13.8%	14.2%	15.2%	15.8%
England	16.5%	17.6%	17.4%	19.7%	18.3%	21.1%	18.4%	19.1%	21.1%	21.8%