Acorn Profile – Covid 19 Recovery

Dartmoor National Park

June 2020

Contents

1 Introduction

1.1.1 Dartmoor National Park covers an area that includes parts of four district councils – Teignbridge, South Hams, West Devon and a small part of Mid Devon.

1.1.2 This profile provides an overview of the lifestyle characteristics identified within the Acorn dataset. Such characteristics include age, wealth, housing, income, occupation and consumer behaviour.

1.1.3 The profile also provides an overview of wellbeing characteristics identified within the Wellbeing Acorn dataset. These characteristics include illnesses, medication, lifestyle risk behaviours and social participation.

1.1.4 This profile is structured around a series of maps, graphs and tables to illustrate the Acorn makeup of Dartmoor as a whole and of the eight local centres:

- Ashburton
- Buckfastleigh
- Chagford
- Horrabridge
- Moretonhampstead
- Princetown
- South Brent
- Yelverton

1.1.5 The Dartmoor National Park Authority area covers 369 sq. miles or 95,560 hectares.

2   Area Definition

2.1.1   This profile covers the 15,228 households that fall within the National Park boundary. The eight settlements in the profile, identified as local centres, are defined by the settlement boundaries set out in the [Draft Local Plan](#).

2.1.2   Comparison data has been included within the tables and graphs. Where reference is made to national this is the UK baseline. Where reference is made to Dartmoor, this is the Dartmoor average of the Acorn data.

2.1.3   Within this profile the Acorn and Acorn Wellbeing datasets have been analysed by full postcode areas. The percentages shown were calculated by dividing the number of postcodes designated to an Acorn group by the total number of postcode areas within the National Park (1828) or the number of postcodes within a settlement boundary.

2.1.4   Where a postcode area lay only partially within a settlement boundary, the full postcode was counted as being a part of that settlement. This is because the settlement boundaries are drawn tightly around the local centres, and it is presumed that residents on the edge of the settlements will use the facilities of that settlement.

3   Background

3.1   Acorn

3.1.1   Acorn is a consumer classification tool that segments the UK population by postcode. By analysing demographic data, social factors, population and consumer behaviour Acorn provides an understanding of different types of people and places.

3.1.2   Acorn segments the UK population into 5 categories, 17 groups and 59 types. See Appendix 10 for more details.

3.1.3   Acorn is built in 4 stages:

1. Data Sources
   a. A variety of GDPR compliant data sources are used in the build of Acorn, from a combination of: Open Data, Government Data, Commercial Data, CACI Proprietary Data.
2. Analysis

a. Statistical techniques are used to best utilize these different types of data to create a postcode level dataset. The Acorn structure is defined through iterative, complex algorithms.
3. Allocation
   a. Machine learning is used to allocate postcodes to the most appropriate Acorn category, group and type.
4. Enhancement
   a. Profiling using research panels builds out rich insight into each segment.

3.2 Wellbeing Acorn

3.2.1 Wellbeing Acorn is a geodemographic segmentation of the UK's population specifically designed with health and wellbeing in mind.

3.2.2 Wellbeing Acorn segments the population into 4 groups and 25 types describing the health and wellbeing attributes of each postcode across Britain. See Appendix 11 for more details.

3.2.3 Wellbeing Acorn is built in much the same way as the Acorn dataset, described above.

4 Interpreting the data

4.1.1 Acorn codes will be used, and their descriptions provided where relevant, with the basic features for all codes included in Appendices 10 and 11.

4.1.2 Each category has several key features that make it distinctive and are useful to bear in mind when devising communications or treatment strategies targeted at them. These are subjective and are intended to highlight key issues rather than be comprehensive.

4.1.3 Clearly not every postcode area will match exactly to just one of the Acorn categories. The description should be recognized as 'ideal types', examples to which individual cases approximate.

4.1.4 Further information on the above datasets can be found on the CACI website.

6   Covid-19 Impacts and Dartmoor National Park

6.1   The Dataset

6.1.1   The data used in this profile was released by CACI for a limited time, to be used by Local Authorities to plan for Covid 19 recovery. This report will enable DNPA to understand the scale and scope of the impacts Covid-19 has had on Dartmoor. It will also enable DNPA to identify specific geographical areas that may require greater support during the recovery process.

6.2   Rural Covid Impacts

6.2.1   There are a number of ways in which the effects of the Covid-19 pandemic may manifest differently in a rural area. This report will enable us to understand those characteristics within Dartmoor, providing evidence to support what might otherwise be assumptions, to inform decision making, and to offer clear data to back up project plans and funding bids.

6.2.2   Key socio-economic characteristics of rural areas which make them particularly vulnerable to impacts include:

- A large share of population at higher risk (older people, long term illness)
- Workers in essential jobs (agriculture, food, public sector)
- Lower incomes, less financial resilience
- Distance from access to services (health in particular)
- Poorer internet access (coverage, speed, devices and skills)
- Reliance on visitor and seasonal economy

7   Results Summary

7.1.1   Thematic maps for Dartmoor as a whole and each Key Settlement are included throughout the report at the relevant sections. These should be reviewed alongside the text, tables and figures for completeness.

7.2   Acorn Summary

7.2.1   An overview of the Acorn categories used in this profile is provided in Table 1. Further information on these categories and the structure of the Acorn data is provided in Appendix 10.

Table 1 - Overview of Acorn Categories and defining characteristics

Acorn Category	Category Name	Description	Defining Characteristics			
			Age range	Children at home	No. of bedrooms	Tenure
1	Affluent Achievers	These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country.	55+	0	4+	Owner Occupied
2	Rising Prosperity	These are generally younger, well educated professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others have younger children.	25-44	0	1-2	Privately rented
3	Comfortable Communities	This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or countryside. They are stable families and empty nesters in suburban or semi-rural areas.	35-64	0-2	3-4	Owner Occupied or Mortgaged
4	Financially Stretched	This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes students' term-time areas.	All ages	Mixed	1-3	Socially rented
5	Urban Adversity	This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.	25-34	3+	1-2	Socially rented
6	Not-private households	These are postcodes where the bulk of residents are not living in private households.	N/A	N/A	N/A	N/A

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7.2.2   Acorn results are summarised in Table 2 and Figure 1.

7.2.3   Dartmoor National Park as a whole is dominated by Acorn category 1 and 3, making up 42.3% and 34.4% of all postcodes areas in the National Park respectively. The category 1 figure is almost double the UK average for category 1 (22.5%), while category 3 is slightly above the UK average (27.0%).

7.2.4   The map in Appendix 1.1 shows clearly that rural Dartmoor primarily consists of Acorn categories 1 and 3. Therefore, other categories in the profile are likely to be concentrated in the key settlements.

7.2.5   In contrast, the least prominent groups on Dartmoor are categories 2 (1.6%), 4 (8.0%) and 5 (0.9%). Categories 2 and 5 are more associated with urban areas, and given Dartmoor's rural nature, are less prominent in the Acorn profile. Although category 4 appears low for Dartmoor as a whole, this category is over-represented in the key settlements.

7.2.6   In particular, Ashburton, Buckfastleigh, Horrabridge, Moretonhampstead and Princetown contain at least 10% more category 4 postcodes compared to the Dartmoor average.

7.2.7   In the majority of the key settlements, category 3 is one of the dominant groups. Only in Yelverton is it not, where 76% of postcodes areas are defined as category 1.

7.2.8   Category 1 postcodes are also a dominant group in Ashburton, Chagford, Horrabridge, South Brent and, as above, Yelverton. Chagford and Yelverton are have particularly high numbers of category 1 postcodes, compared to the Dartmoor average.

Table 2 - Summary table of Acorn data by percentage of postcode areas in each Acorn Category

% of postcode areas	1 - Affluent Achievers	2 - Rising Prosperity	3 - Comfortable Communities	4 - Financially Stretched	5 - Urban Adversity	6 - Non-private households	No data
Ashburton	27.6	6.0	37.9	21.6	1.7	5.2	0.0
Buckfastleigh	5.2	3.9	35.1	42.9	6.5	6.5	0.0
Chagford	53.8	1.9	26.9	11.5	0.0	1.9	3.8
Horrabridge	28.6	2.6	46.8	19.5	2.6	0.0	0.0
Moretonhampstead	19.2	0.0	48.1	26.9	0.0	5.8	0.0
Princetown	7.9	0.0	63.2	23.7	2.6	2.6	0.0
South Brent	33.3	0.0	37.9	17.2	3.4	8.0	0.0
Yelverton	76.0	0.0	14.7	2.7	0.0	5.3	1.3
DNP	42.3	1.6	34.4	8.0	0.9	3.9	8.8
UK	22.5	9.3	27.0	23.2	17.0	1.0	Data not available

Red = Dominant Acorn Category, >20%
Shaded = Over represented in Key Settlements, settlement score is 10% higher than DNP average

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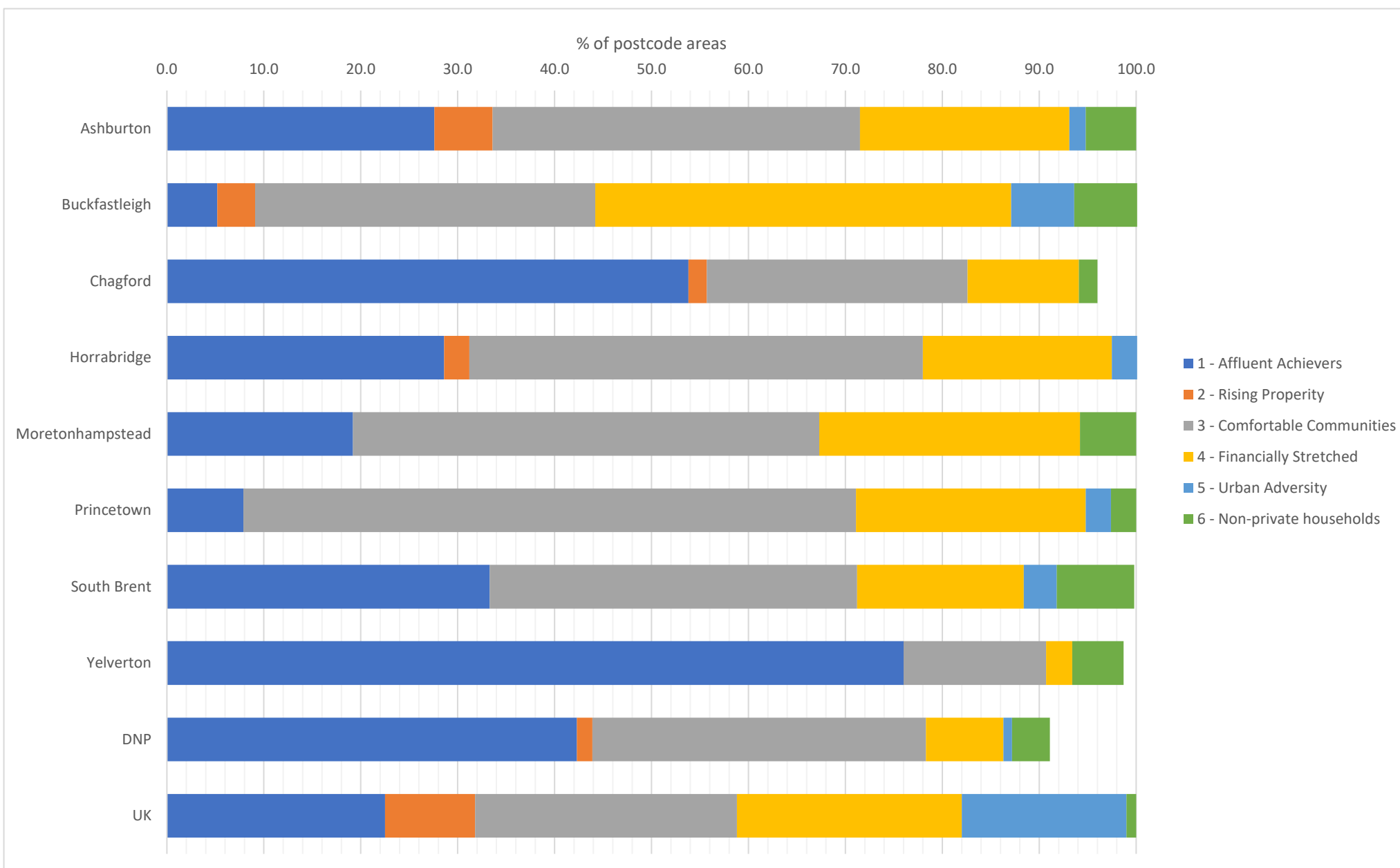
Figure 1 - Summary chart of Acorn data by percentage of postcode areas in each Acorn Category. Where figures do not add to 100, data was not available for a small number of postcodes.

Appendix 1.1
Dartmoor - Acorn

Legend

▭ Settlement Boundary
▭ DNPA Boundary
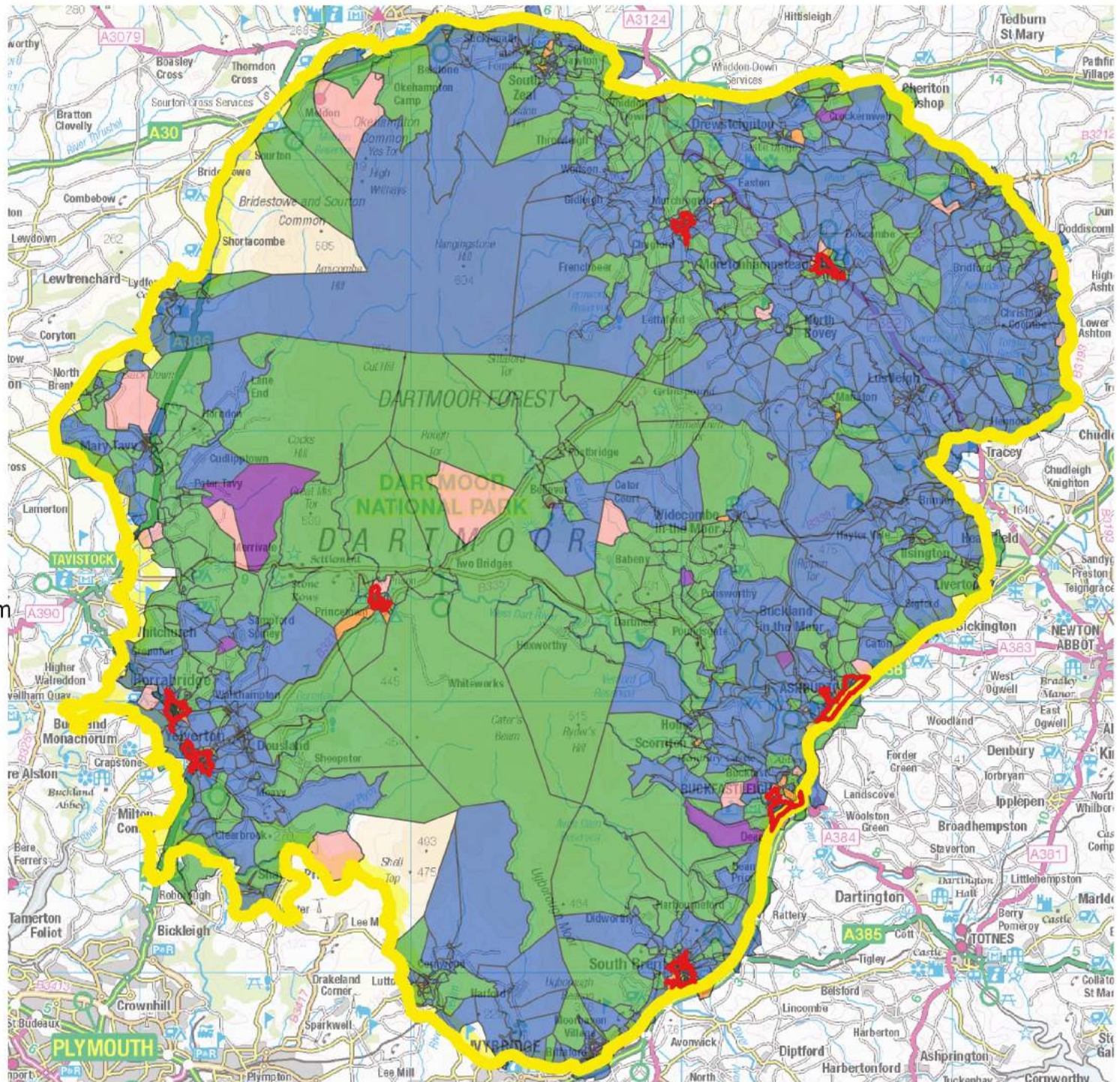
Acorn Group

■ Affluent Achievers
■ Rising Prosperity
■ Comfortable Communities
■ Financially Stretched
■ Urban Adversity
■ Not private Households

0   5000   10000   15000 m

7.3 Wellbeing Summary

7.3.1 An overview of the Acorn categories used in this profile is provided in Table 3. Further information on these categories and the structure of the Acorn data is provided in Appendix 11.

7.3.2 Wellbeing results are summarised in Table 4 and Figure *3*.

7.3.3 Dartmoor as a whole is dominated by Wellbeing category 4, making up 45.5% of all postcodes within the National Park. This is more than 10% above the UK category 4 average.

7.3.4 In the three remaining categories, the Dartmoor average is at least 10% below the UK average.

7.3.5 In keeping with the Acorn data above, the Dartmoor average does not account for spatial variation across the key settlements. In particular, category 3 is not dominant in the Dartmoor average, but is dominant in seven of the eight key settlements. The exception is Yelverton.

7.3.6 In five key settlements, category 3 is over-represented compared to the Dartmoor average; Ashburton, Buckfastleigh, Horrabridge, Princetown and South Brent.

7.3.7 Category 2 does not dominate in any key settlement. However, it is over-represented in Buckfastleigh and Princetown compared to the DNP average.

7.3.8 Category 1 is a dominant group in two key settlements; Ashburton and Buckfastleigh. Category 1 is also over-represented in these settlements compared to the DNP average.

Table 3 - Overview of Wellbeing Categories and defining characteristics

Wellbeing Category	Category Name	Description	Defining Characteristics			
			Smoking level	Fruit and veg consumption	Mental health issues	Alcohol consumption
1	Health Challenges	These areas contain the population with the greatest levels of illness and consequently, those with the greatest health challenges and risky behaviours now and in the past. They contain some of the oldest people in the most deprived neighbourhoods.	High	Very low	Very high	Low
2	At Risk	These neighbourhoods do not generally have high incidences of illness. However, multiple unhealthy behaviours, as a result of their lifestyles, could put their health at risk in the future.	Very high	Low	High	Medium
3	Caution	These are areas where the health and wellbeing of the residents are generally good. Some behaviours do create health risks and may result in lifestyle related ailments in time.	Low	Medium	Low	Medium
4	Healthy	This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes students' term-time areas.	Very low	Very high	Low	Medium

Table 4 - Summary table of Wellbeing data by percentage of postcode areas in each Wellbeing Category

% of postcode areas	1 - Health Challenges	2 - At risk	3 - Caution	4 - Healthy	5 - Other	No data
Ashburton	21.6	4.3	30.2	26.7	0.0	17.2
Buckfastleigh	20.8	11.7	36.4	19.5	0.0	11.7
Chagford	7.7	0.0	21.2	53.8	0.0	17.3
Horrabridge	10.4	1.3	32.5	42.9	0.0	13.0
Moretonhampstead	13.5	3.8	21.2	36.5	0.0	25.0
Princetown	5.3	13.2	31.6	28.9	2.6	18.4
South Brent	8.0	4.6	27.6	35.6	2.3	21.8
Yelverton	9.3	0.0	8.0	69.3	4.0	9.3
DNP	6.2	1.5	13.7	45.5	0.9	32.1
UK	16.5	22.2	26.0	34.2	Data not available	Data not available

Red = Dominant Acorn Category, >20%
Shaded = Over represented in Key Settlements, settlement score is 10% higher than DNP average

The Dartmoor figures do not add to 100% because 587 postcodes, of 1828 total postcodes, do not have data attached to them.

Figure 2 - Summary chart of Wellbeing data by percentage of postcode areas in each Wellbeing category. Where figures do not add to 100, data was not available for a number of postcodes

Appendix 1.2
Dartmoor - Wellbeing

Legend

- ▭ Settlement Boundary
- ▭ DNPA Boundary

Wellbeing Group

- ▮ No Group
- ▮ Health Challenges
- ▮ At Risk
- ▮ Caution
- ▮ Healthy
- ▮ Other

0   5000   10000   15000 m

8   Results by Settlement

8.1.1   Maps showing the distribution of the Acorn and Wellbeing categories across Dartmoor as a whole, and each of the key settlements, are located in Appendices 1.1 – 9.2.

8.2   Ashburton

8.2.1   Ashburton is primarily made up of three Acorn categories; 1, 3 and 4. These total 27.6%, 37.0% and 21.6% of the postcodes areas in Ashburton respectively. Categories 2 and 5 make up less than 8% of all postcodes in the settlement.

8.2.2   Compared to the DNP average, category 4 is over-represented in Ashburton, with 21.6% of postcodes compared to the DNP average of 8.0%. This category is found to the west of the settlement, around Westabrook, and in the north-east sector.

8.2.3   In the Wellbeing data, Ashburton also has three prominent categories; 1, 3 and 4. These total 21.5%, 30.2% and 26.7% of postcode areas in the settlement respectively. Category 4 makes up less than 5% of postcodes areas in Ashburton, although it should be noted that there was no data provided for 17.2% of postcode areas.

8.2.4   Wellbeing categories 1 and 3 are over-represented in Ashburton compared to the DNP average, with both at least 15% higher than the National Park average for these categories.

8.2.5   Wellbeing category 1 is also found in the west of Ashburton, around Westabrook, and in the north-east sector. However, in the north-east Wellbeing category 1 does not map precisely onto Acorn category 4.

Appendix 2.1
Ashburton - Acorn

Legend

- ▭ Settlement Boundary
- ▭ DNPA Boundary

Acorn Group

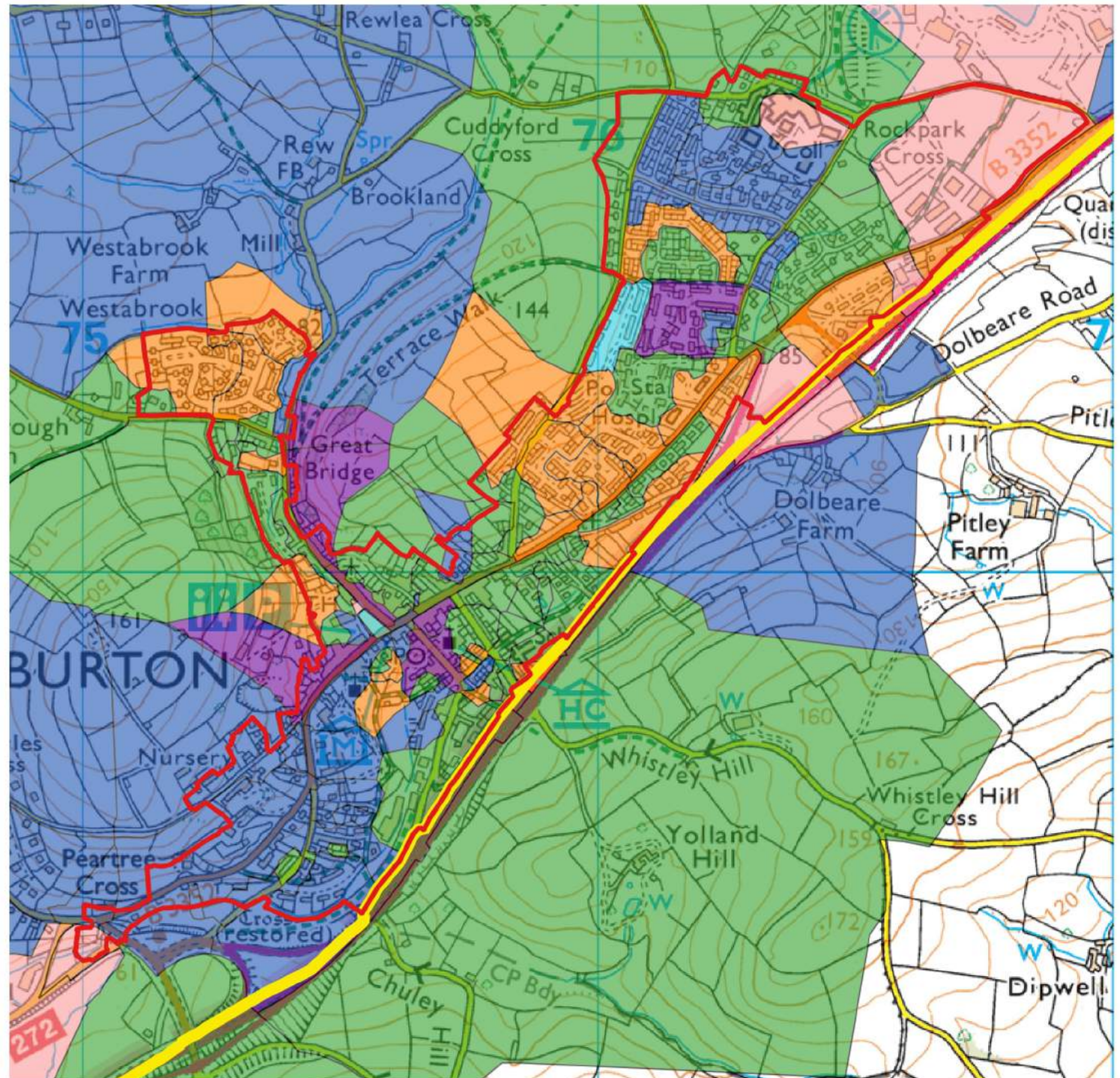- ■ Affluent Achievers
- ■ Rising Prosperity
- ■ Comfortable Communities
- ■ Financially Stretched
- ■ Urban Adversity
- ■ Not private Households

0 100 200 300 400 500 m

Appendix 2.2
Ashburton - Wellbeing

Legend

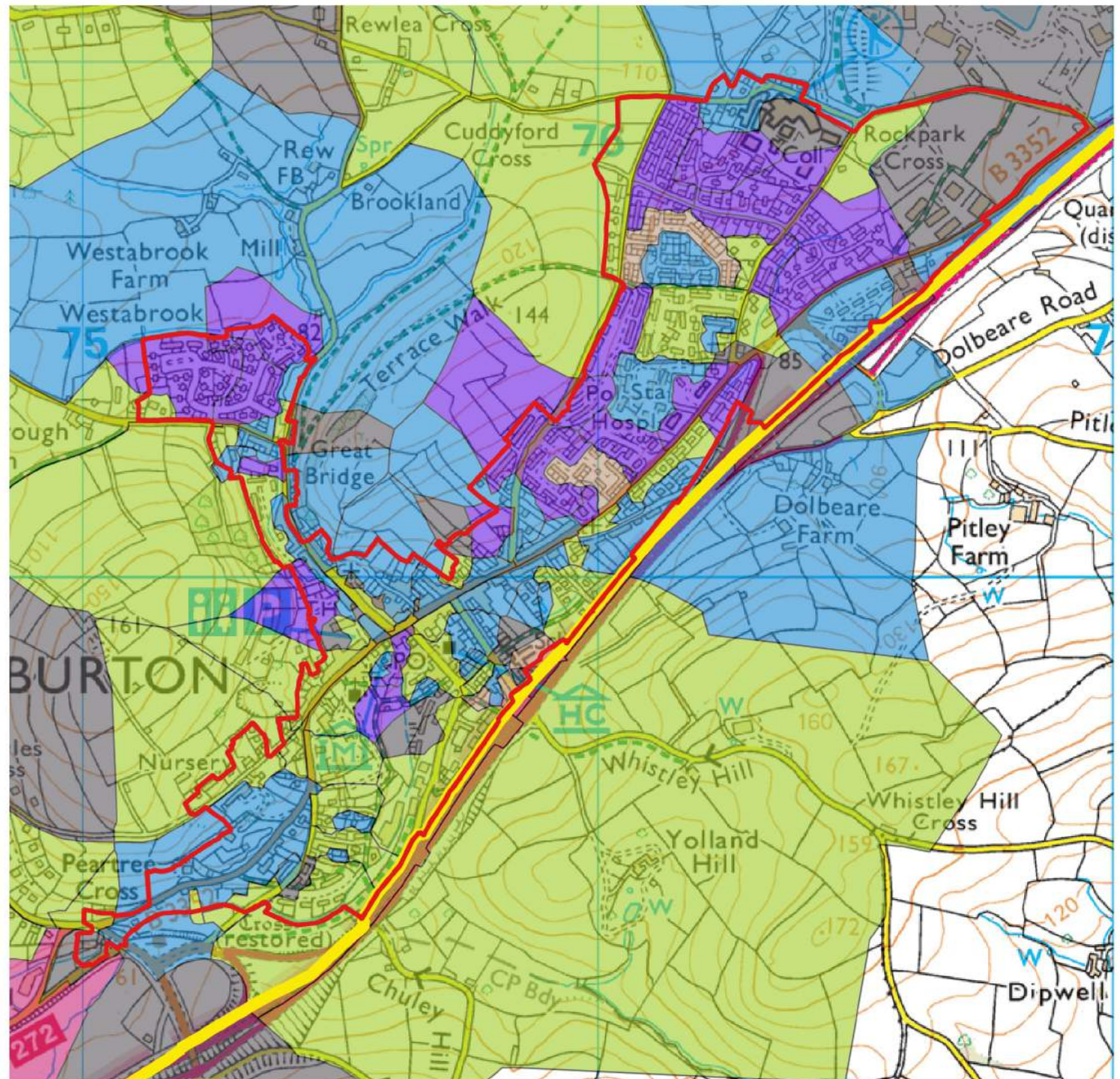0 100 200 300 400 500 m

8.3   Buckfastleigh

8.3.1   Buckfastleigh postcodes are primarily either Acorn category 3 or 4 (35.1% and 42.9% respectively). Buckfastleigh has the lowest category 1 percentage of any key settlements (5.2%), and the highest percentage in category 5 (6.5%).

8.3.2   Buckfastleigh in over-represented in category 4 compared to DNP as a whole. It should also be noted that the percentage of category 4 households (42.9%) is at least 15% higher than any other settlement, and the settlement contains the highest proportion of category 5 postcodes.

8.3.3   The category 4 and 5 postcodes are concentrated in the centre of the settlement, with a few of these postcodes areas at the edges of the settlement, notably to the north, west and south.

8.3.4   In the Wellbeing data, Buckfastleigh also has 2 main categories, 1 and 3 (20.8% and 36.4% respectively). Buckfastleigh is the only settlement *not* to be dominant in Wellbeing category 4.

8.3.5   The settlement is over-represented in the three lowest Wellbeing categories, compared to the DNP average.

8.3.6   Wellbeing category 4 is found on the outskirts of the settlement, to the south, west and north. Categories 2 and 3 are concentrated in the centre of Buckfastleigh. Wellbeing category 4 postcodes map accurately onto Acorn category 4 areas in the outskirts of the settlement, whereas in the centre of Buckfastleigh Wellbeing categories 2 and 3 map equally on Acorn categories 3 and 4.

Appendix 3.1
Buckfastleigh - Acorn

Legend

- ▢ Settlement Boundary
- ▢ DNPA Boundary

Acorn Group

- ■ Affluent Achievers
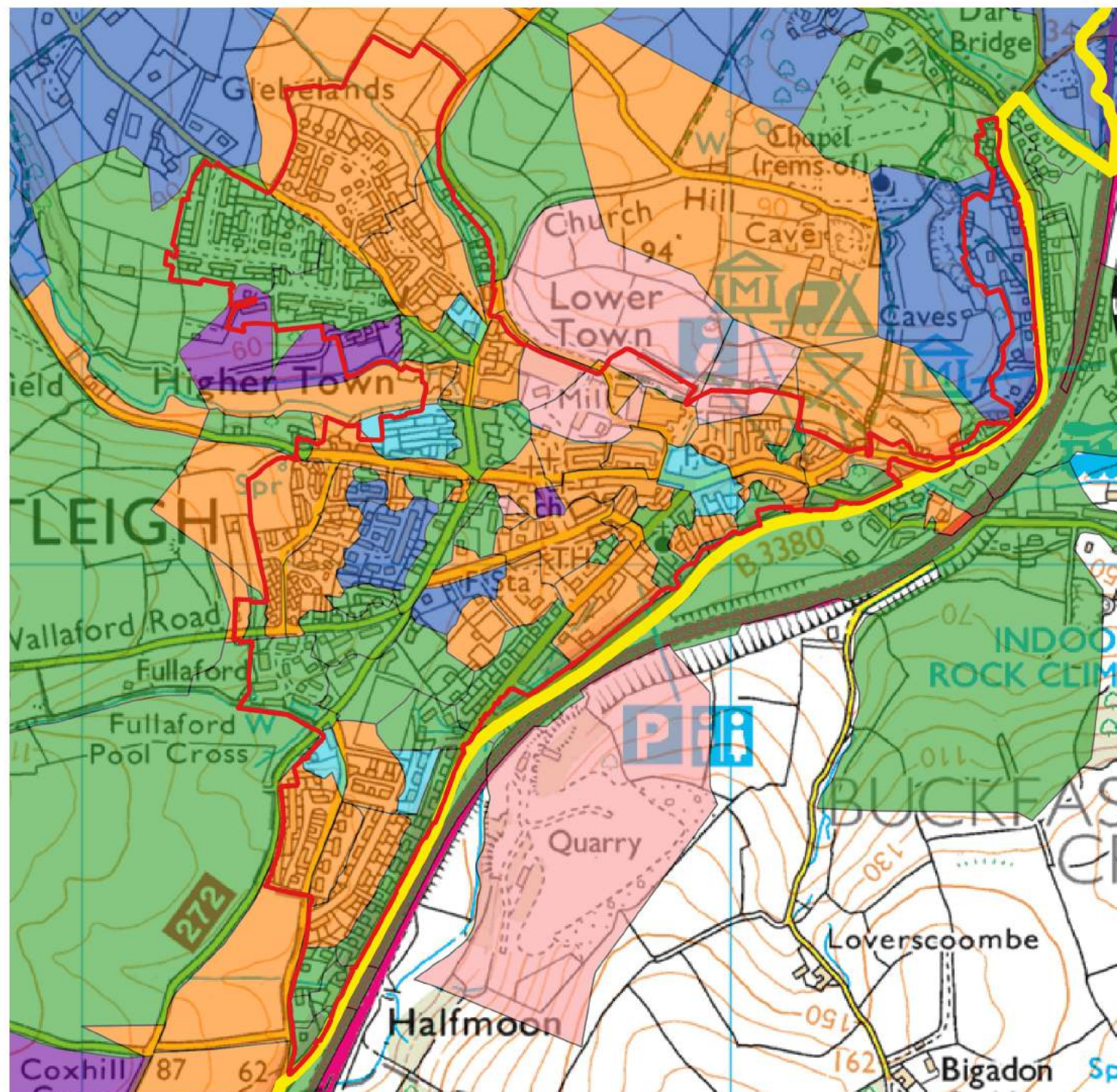- ■ Rising Prosperity
- ■ Comfortable Communities
- ■ Financially Stretched
- ■ Urban Adversity
- ■ Not private Households

0   100   200   300   400   500 m

Appendix 3.2
Buckfastleigh - Wellbeing

Legend

▢ Settlement Boundary
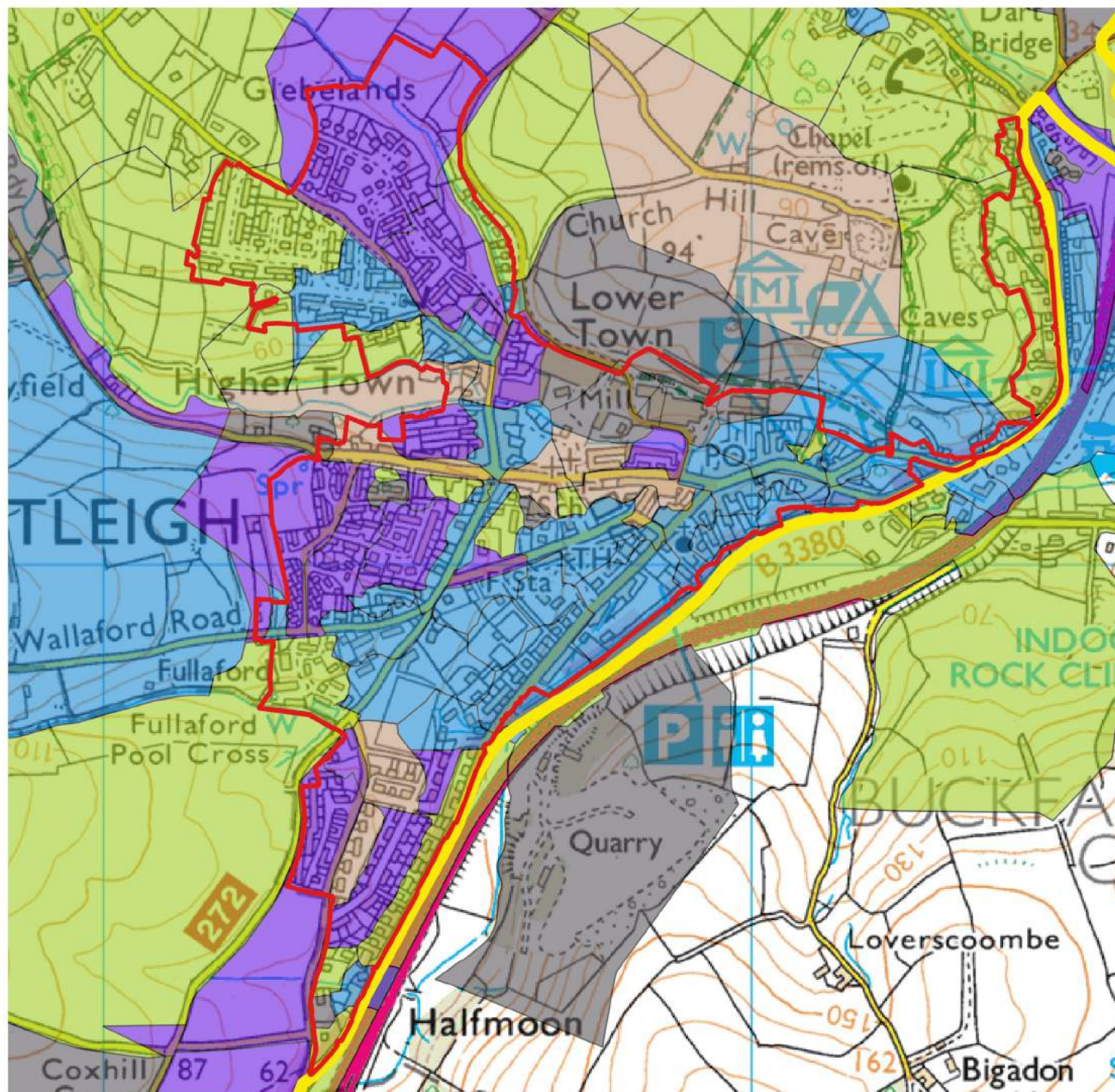▢ DNPA Boundary

Wellbeing Group

▢ No Group
▢ Health Challenges
▢ At Risk
▢ Caution
▢ Healthy
▢ Other

```
0   100  200  300  400  500 m
```

8.4   Chagford

8.4.1   Chagford is dominated by Acorn categories 1 and 3 (53.8% and 26.9% respectively). Is it one of three settlements that is not over-represented in Acorn category 4, the other two being Yelverton and South Brent. Only 11.5% of postcodes fall into Acorn category 4.

8.4.2   Chagford is over-represented in Acorn category 1 when compared to the DNP average, and no other category is over-represented.

8.4.3   These category 4 postcodes are concentrated in the eastern part of Chagford. Category 1 is located primarily to the west, and category 3 to the north and south.

8.4.4   In the Wellbeing data, Chagford dominates in categories 3 and 4 (21.2% and 53.8% respectively). Only 7.7% of Chagford postcodes fall into Wellbeing category 4. Chagford reflects the DNP average well, as none of the Wellbeing categories are over-represented in Chagford.

8.4.5   Wellbeing category 1 is located primarily in the east of the settlement, with category 4 primarily to the west. The northern and southern sections of Chagford are a mix of Wellbeing categories 3 and 4.

Appendix 4.1
Chagford - Acorn

Legend

- ▭ Settlement Boundary
- ▭ DNPA Boundary

Acorn Group

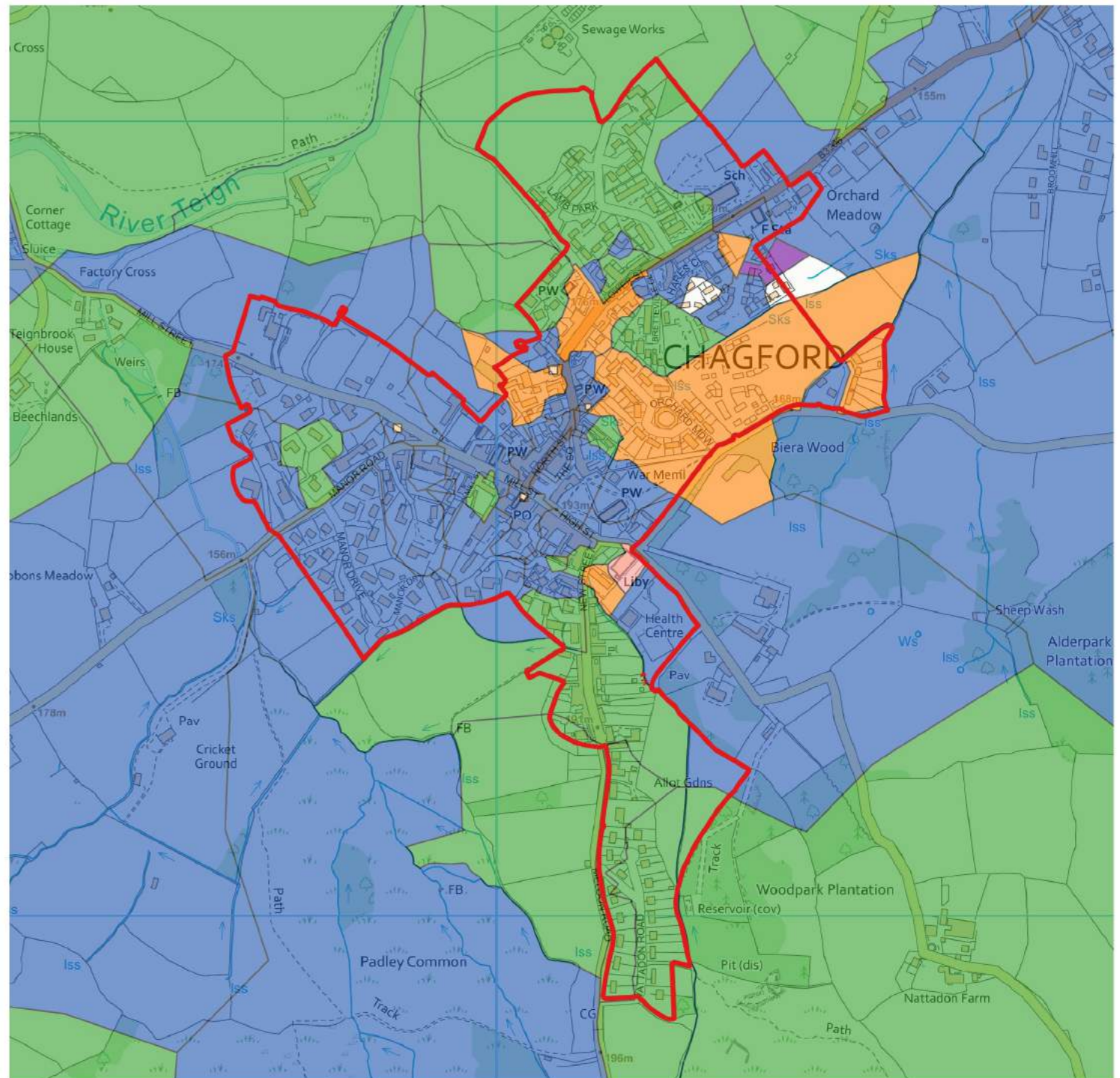- Affluent Achievers
- Rising Prosperity
- Comfortable Communities
- Financially Stretched
- Urban Adversity
- Not private Households

0   100   200   300   400   500 m

Appendix 4.2
Chagford - Wellbeing

Legend

- ▭ Settlement Boundary
- ▭ DNPA Boundary

Wellbeing Group

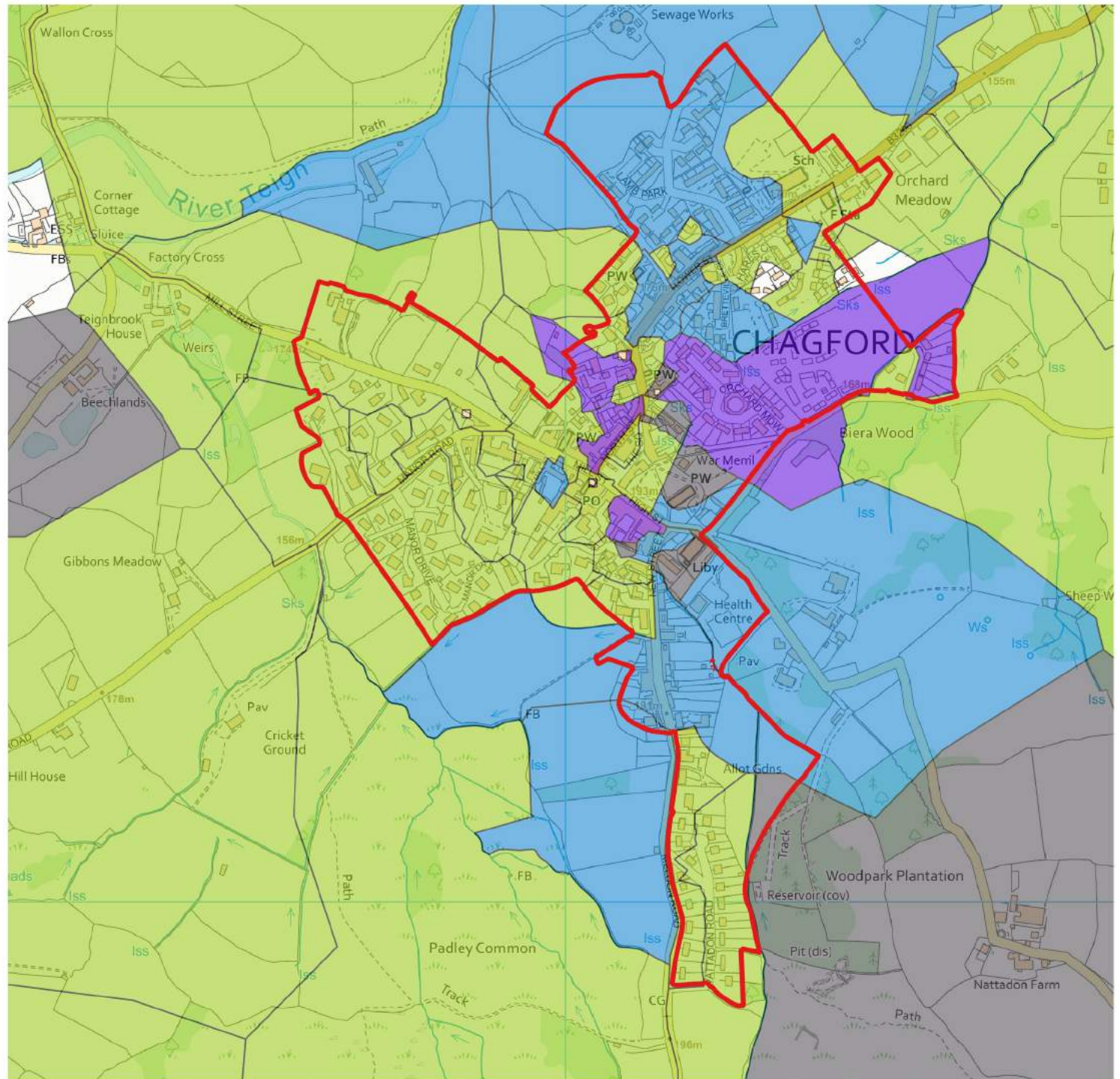- ▉ No Group
- ▉ Health Challenges
- ▉ At Risk
- ▉ Caution
- ▉ Healthy
- ▉ Other

0   100   200   300   400   500 m

8.5 Horrabridge

8.5.1   Horrabridge is dominant in Acorn categories 1 and 3 (28.6% and 46.8% respectively). However, Acorn category 4 makes up a significant portion of the remaining postcode areas in the settlement (19.5%).

8.5.2   The settlement is over-represented by Acorn categories 3 and 4 compared to the DNP average.

8.5.3   The two dominant categories of 1 and 3 are located in the western half of Horrabridge, while category 4 and 5 postcodes are almost exclusively located in the eastern half.

8.5.4   In the Wellbeing data Horrabridge has two dominant categories, 3 and 4, with only category 3 being over-represented compared to DNP.

8.5.5   The Wellbeing categories are most dispersed throughout the settlement compared to the Acorn categories: although Wellbeing category 1 is located mainly in the east, categories 3 and 4 are dispersed throughout the remainder of the postcode areas.

Appendix 5.1
Horrabridge - Acorn

Legend

- ▭ Settlement Boundary
- ▭ DNPA Boundary

Acorn Group

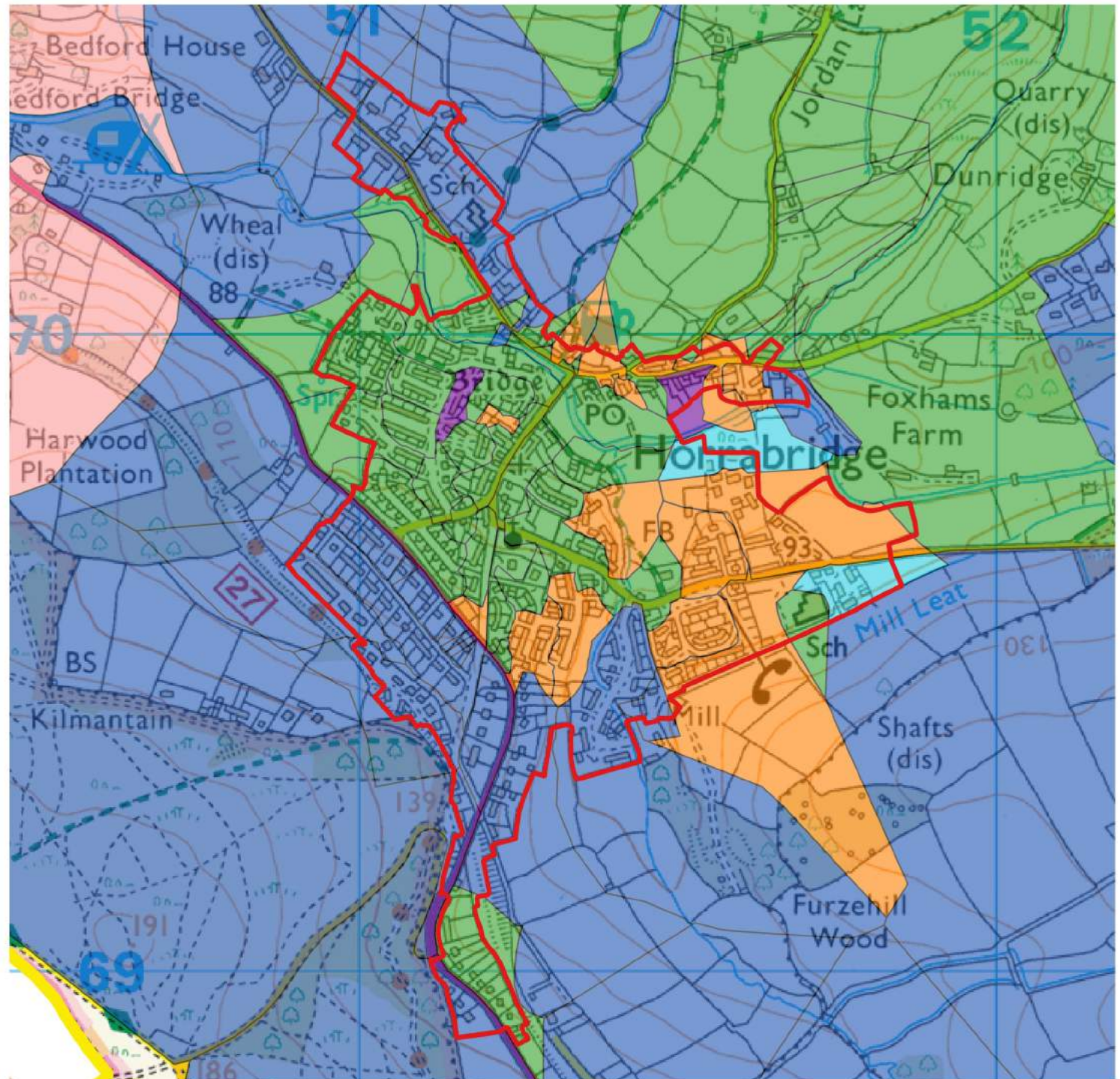- ■ Affluent Achievers
- ■ Rising Prosperity
- ■ Comfortable Communities
- ■ Financially Stretched
- ■ Urban Adversity
- ■ Not private Households

0 100 200 300 400 500 m

Appendix 5.2
Horrabridge - Wellbeing

Legend

- ▭ Settlement Boundary
- ▭ DNPA Boundary

Wellbeing Group

- ▮ No Group
- ▮ Health Challenges
- ▮ At Risk
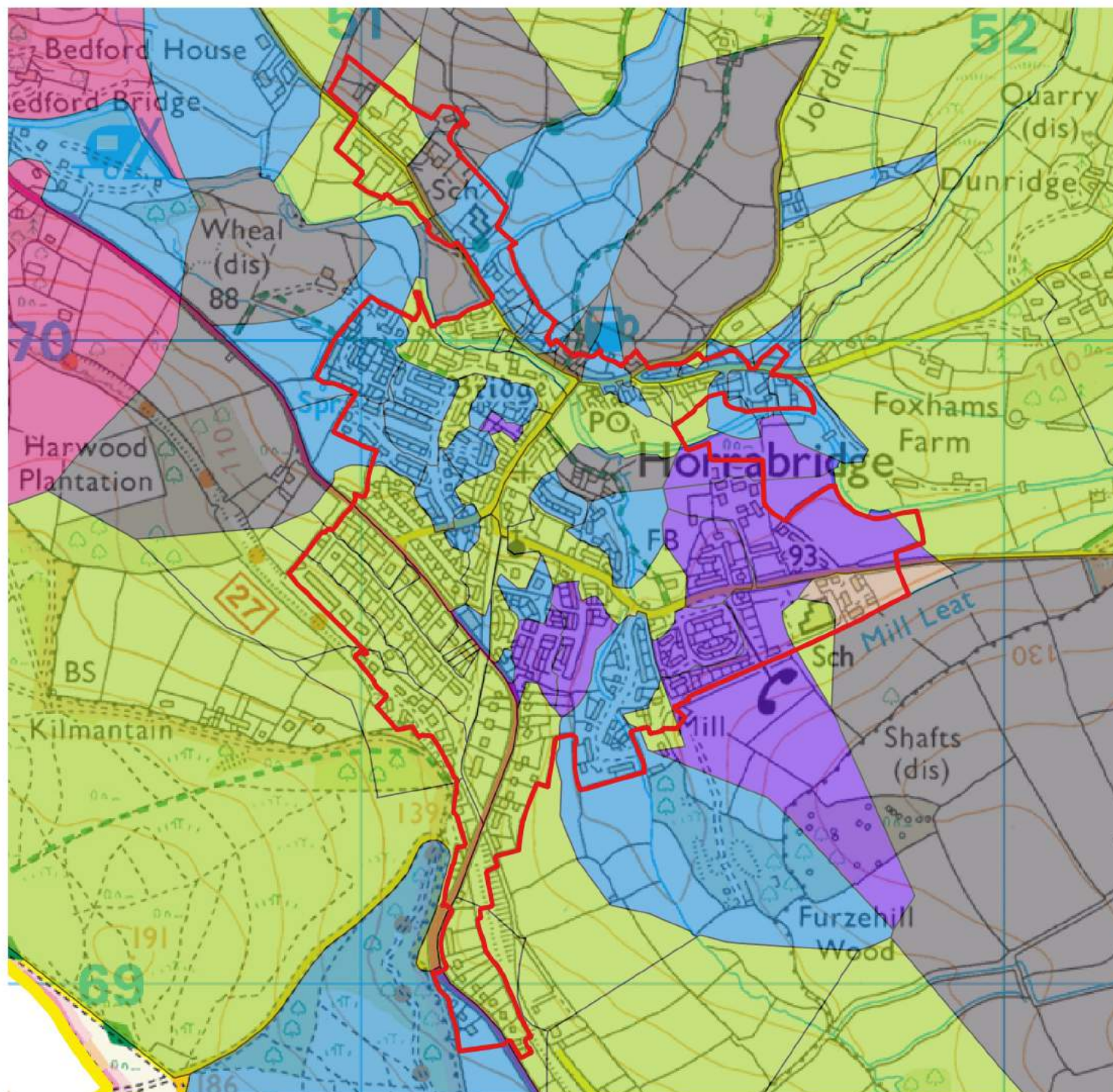- ▮ Caution
- ▮ Healthy
- ▮ Other

0   100   200   300   400   500 m

8.6   Moretonhampstead

8.6.1   Acorn categories 3 and 4 are dominant in Moretonhampstead (48.1% and 26.9% respectively). Both of these categories are also over-represented in Moretonhampstead compared to the DNP average. Nevertheless, Acorn category 1 makes up a significant proportion of the remaining postcode areas (19.2%).

8.6.2   The various Acorn categories are spread out throughout Moretonhampstead, with no particular clusters as seen in other settlements. Notably Acorn category 4 is spread around the settlement boundary, with most postcodes in central Moretonhampstead designated as Acorn category 3. Category 1 postcode are also spread around the perimeter of the settlement, with 3 category 1 postcodes located in the centre of the town.

8.6.3   In the Wellbeing data, Moretonhampstead, like Chagford, reflects the DNP data well, as none of the Wellbeing categories are over-represented in Moretonhampstead. Wellbeing categories 3 and 4 are dominant in Moretonhampstead, although not an insignificant proportion of postcodes are in the two lower Wellbeing categories, a total of 17.3% of postcodes.

8.6.4   Like the Acorn categories, the Wellbeing categories are dispersed throughout the postcodes in Moretonhampstead. However, Wellbeing category 1 does map accurately onto Acorn category 4 within the settlement, while Wellbeing category 2 also maps onto Acorn category 4 in the north. Wellbeing categories 3 and 4 are dispersed evenly between Acorn categories 1 and 3 in the remainder of the settlement.

Appendix 6.1
Moretonhampstead - Acorn

Legend

Settlement Boundary

DNPA Boundary

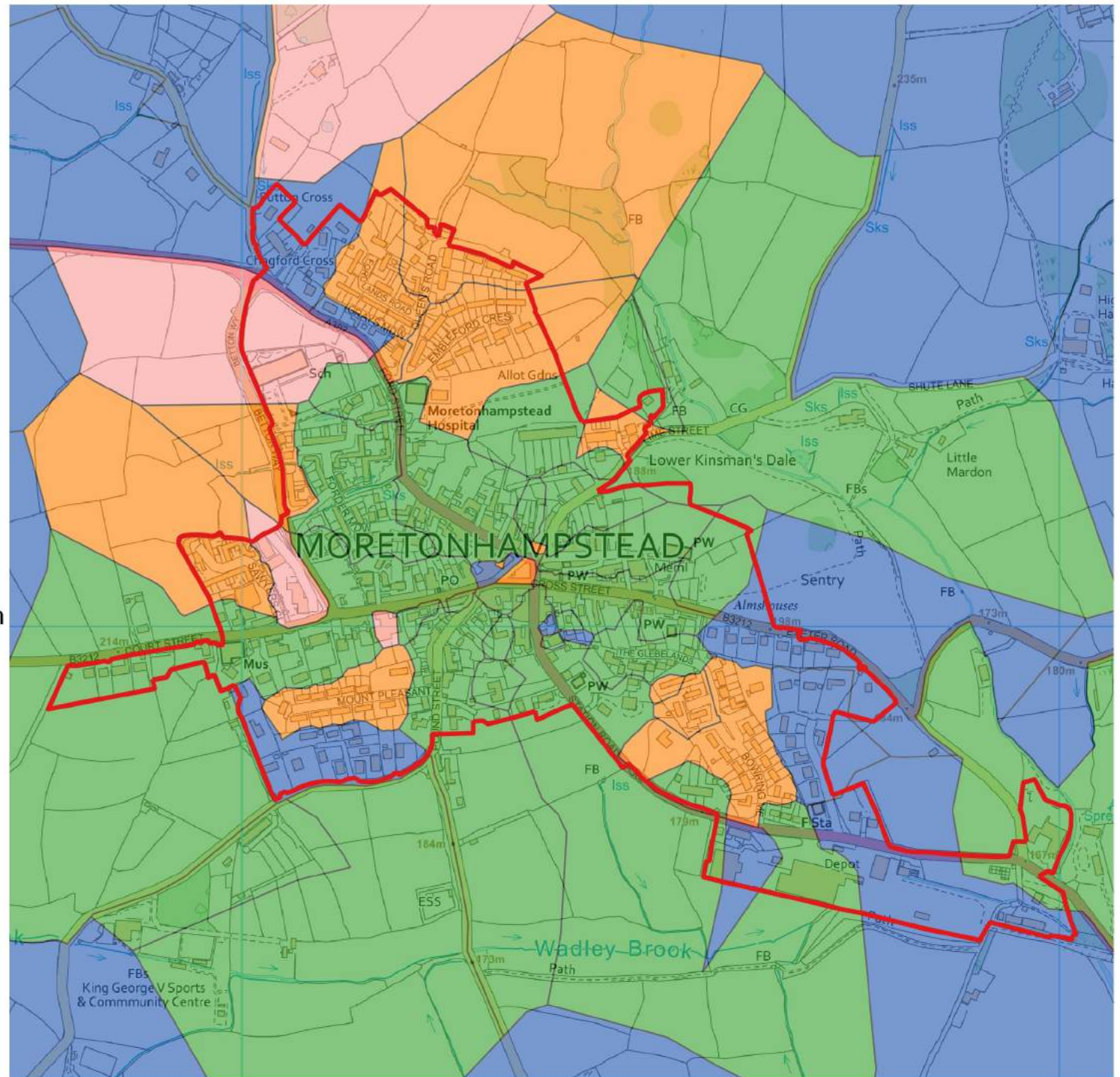**Acorn Group**

- Affluent Achievers
- Rising Prosperity
- Comfortable Communities
- Financially Stretched
- Urban Adversity
- Not private Households

| 0 | 100 | 200 | 300 | 400 | 500 m |

Appendix 6.2
Moretonhampstead - Wellbeing

Legend

- ▭ Settlement Boundary
- ▭ DNPA Boundary

Wellbeing Group

- ▦ No Group
- ▦ Health Challenges
- ▦ At Risk
- ▦ Caution
- ▦ Healthy
- ▦ Other

| 0 | 100 | 200 | 300 | 400 | 500 m |

8.7 Princetown

8.7.1 Princetown is dominant in Acorn categories 3 and 4. It has the highest percentage of category 3 of any key settlement (63.2%). After Buckfastleigh it also has the lowest percentage of Acorn category 1 (7.9%). Acorn categories 3 and 4 are also over-represented in Princetown compared to the DNP average.

8.7.2 The dominant Acorn category 3 is clustered on the settlement boundaries, while Acorn category 4 forms a spine through the centre of the settlement from north to south.

8.7.3 In the Wellbeing data Princetown has two dominant categories, 3 and 4, the same as many other key settlements on Dartmoor. Princetown is over-represented in Wellbeing categories 2 and 3, having the highest percentage of Wellbeing category 2 compared to any other settlement.

8.7.4 When mapping these Wellbeing categories in Princetown, Wellbeing categories 2 and 3 form a spine through the settlement, running NW to SE. Wellbeing category 4 is located around the perimeter of the settlement. It is also clear that Wellbeing categories 1 and 2 map exclusively onto Acorn categories 4 and 5 in Princetown, however this does not mean that all Acorn category 4 and 5 postcodes are also Wellbeing categories 1 and 2.

Appendix 7.1
Princetown - Acorn

Legend

- ☐ Settlement Boundary
- ☐ DNPA Boundary

Acorn Group

- Affluent Achievers
- Rising Prosperity
- Comfortable Communities
- Financially Stretched
- Urban Adversity
- Not private Households

0   100   200   300   400 m
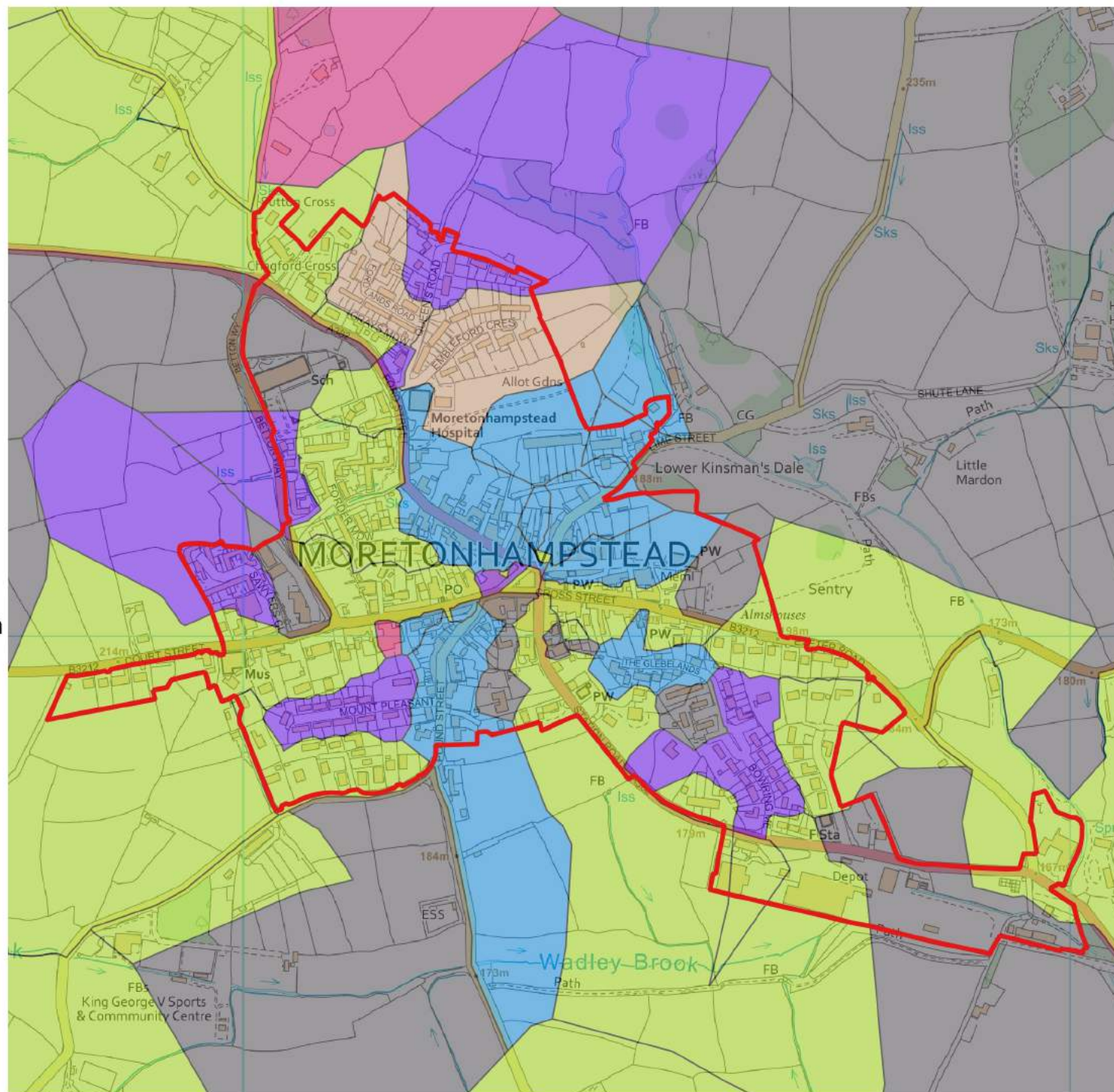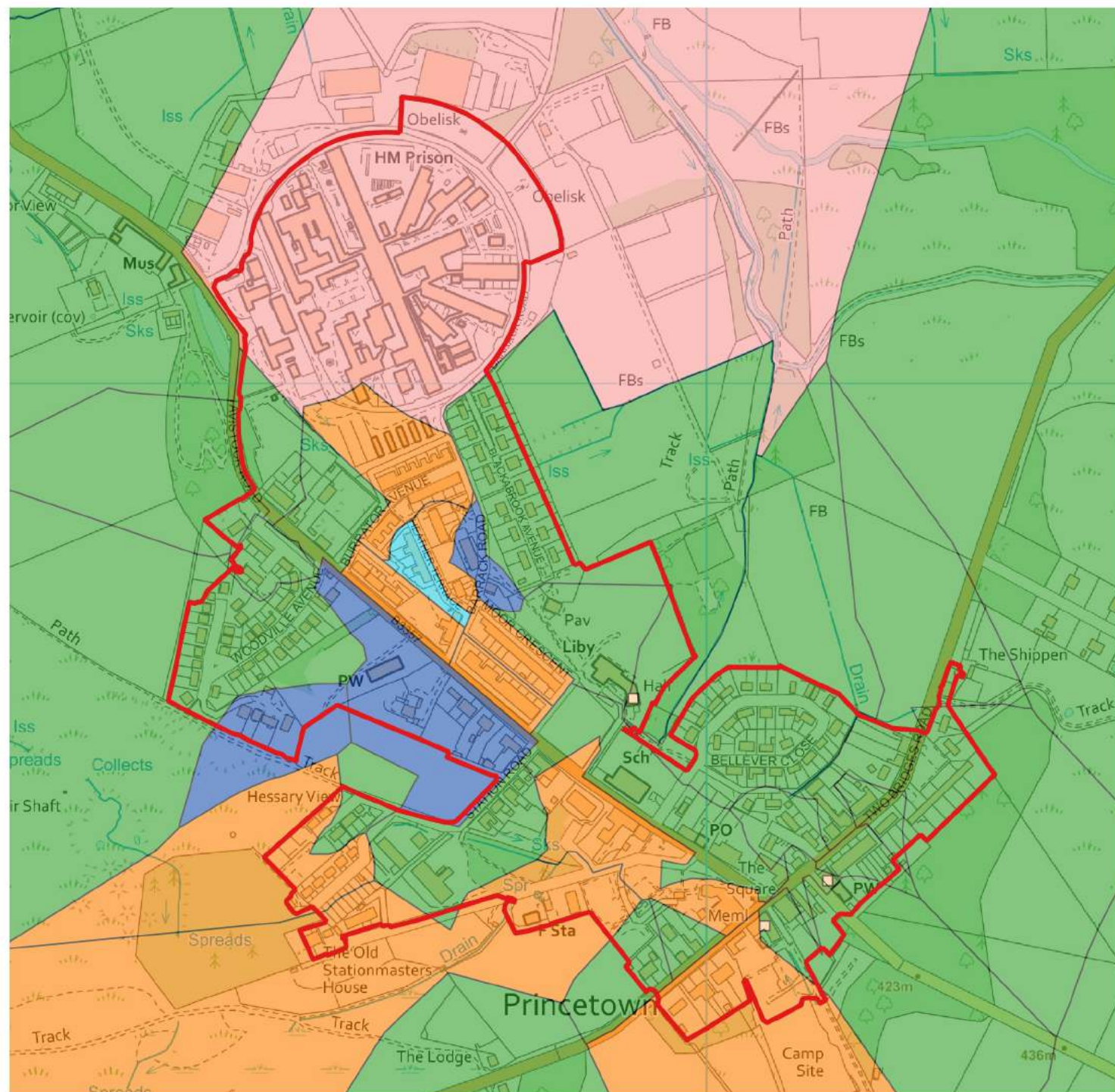
Appendix 7.2
Princetown - Wellbeing

Legend

Settlement Boundary

DNPA Boundary

Wellbeing Group

No Group

Health Challenges
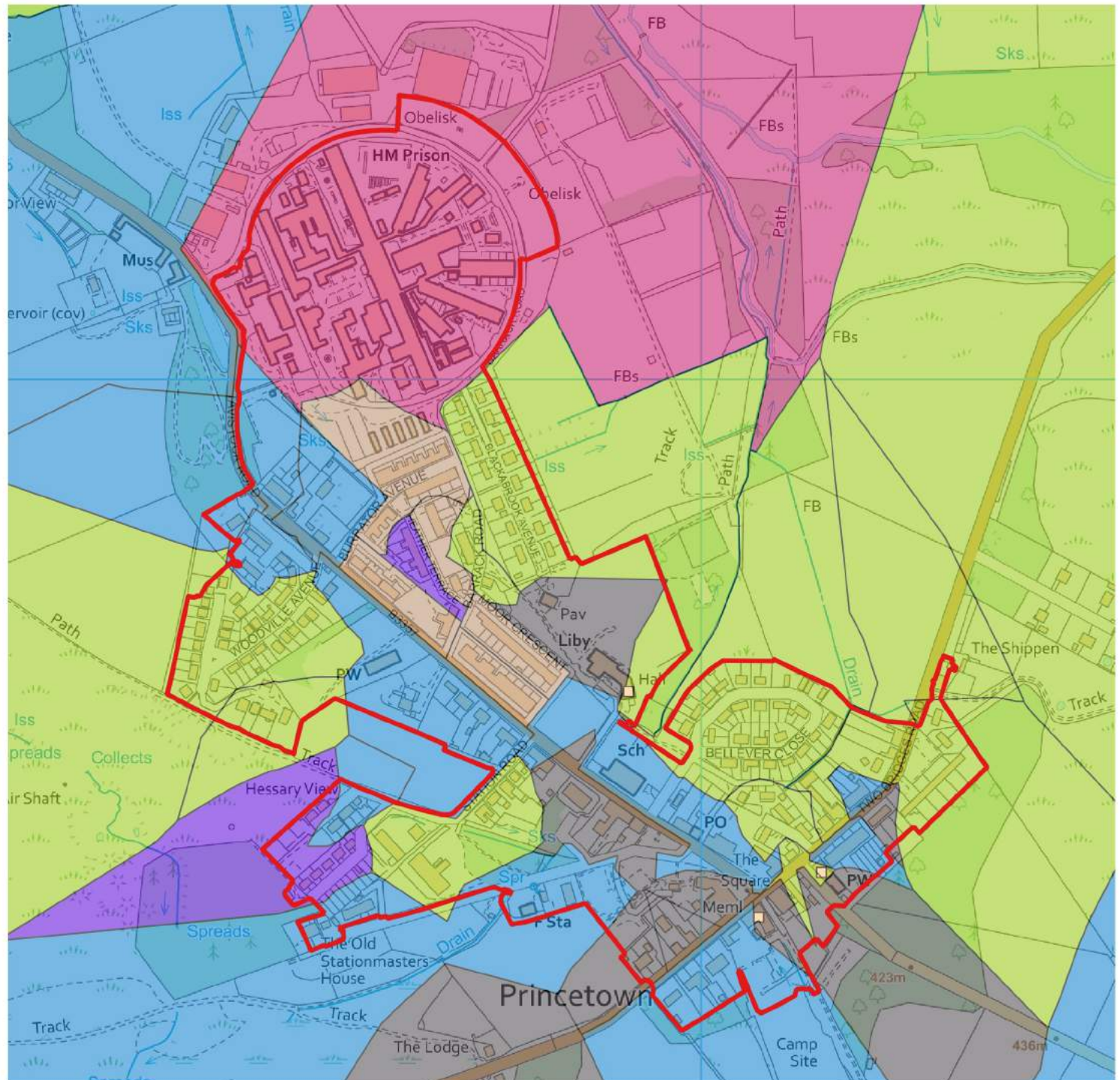
At Risk

Caution

Healthy

Other

0   100   200   300   400 m

8.8   South Brent

8.8.1   South Brent, like Chagford, is dominant in Acorn categories 1 and 3, although is not over-represented in any particular category compared to DNP as a whole. It still has a significant proportion of postcodes allocated to Acorn category 4, 17.2%.

8.8.2   Acorn categories are dispersed throughout South Brent, although category 1 tends to occupy postcodes at the perimeter. Acorn category 4 is spread throughout South Brent, while category 3 is concentrated in the centre.

8.8.3   For the Wellbeing data South Brent is dominant in Wellbeing categories 3 and 4. Only 12.6% of postcodes areas fall within Wellbeing categories 1 and 2. Wellbeing category 3 is over-represented in South Brent.

8.8.4   Like the Acorn categories, the Wellbeing categories are also dispersed throughout the settlement. However, like other settlements, Wellbeing category 1 is more likely to map onto Acorn categories 4 and 5, and this is also evident in South Brent. Wellbeing category 4 postcodes are more common around the perimeter, however in the centre of the settlement Acorn category is not necessarily an accurate determinant of Wellbeing category.

Appendix 8.1
South Brent - Acorn

Legend

- ▭ Settlement Boundary
- ▭ DNPA Boundary

Acorn Group

- ■ Affluent Achievers
- ■ Rising Prosperity
- ■ Comfortable Communities
- ■ Financially Stretched
- ■ Urban Adversity
- ■ Not private Households

0   100   200   300   400   500 m

Appendix 8.2
South Brent - Wellbeing

Legend

- ▭ Settlement Boundary
- ▭ DNPA Boundary

Wellbeing Group
- ▪ No Group
- ▪ Health Challenges
- ▪ At Risk
- ▪ Caution
- ▪ Healthy
- ▪ Other

0 100 200 300 400 500 m

8.9 Yelverton

8.9.1 Yelverton is by far the most affluent of all the key settlements: 76.0% of postcode areas fall within Acorn category 1. Category 3 and 4 make up the remainder of postcodes, with 14.7% and 2.7% respectively. Yelverton is over-represented in Acorn category 1 compared to DNP as a whole.

8.9.2 Acorn category 1 dominates all of Yelverton, except the centre. In the centre is a cluster of category 3 and 4 postcode areas.

8.9.3 In the Wellbeing data Yelverton is the only settlement to be dominant in a single category, category 4. The settlement is also over-represented in category 4 compared to the DNP average.

8.9.4 Wellbeing category 4 also dominates Yelverton on the map, however there is concentration of category 1 postcodes in the centre of the settlement.

Appendix 9.1
Yelverton - Acorn

Legend

▭ Settlement Boundary
▭ DNPA Boundary

Acorn Group

■ Affluent Achievers
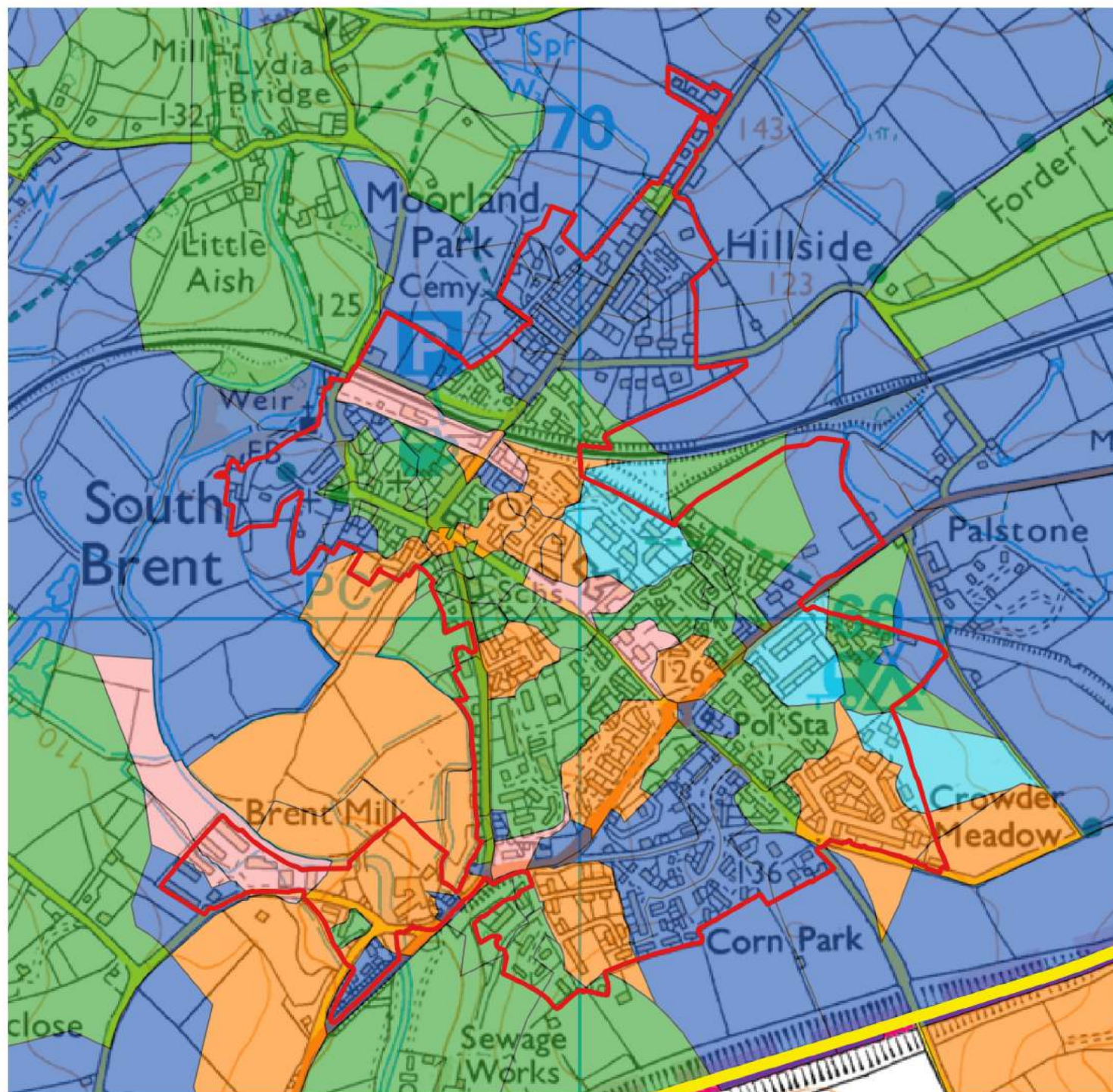■ Rising Prosperity
■ Comfortable Communities
■ Financially Stretched
■ Urban Adversity
■ Not private Households

0   100   200   300   400   500 m

Appendix 9.2
Yelverton - Wellbeing

Legend

- ▭ Settlement Boundary
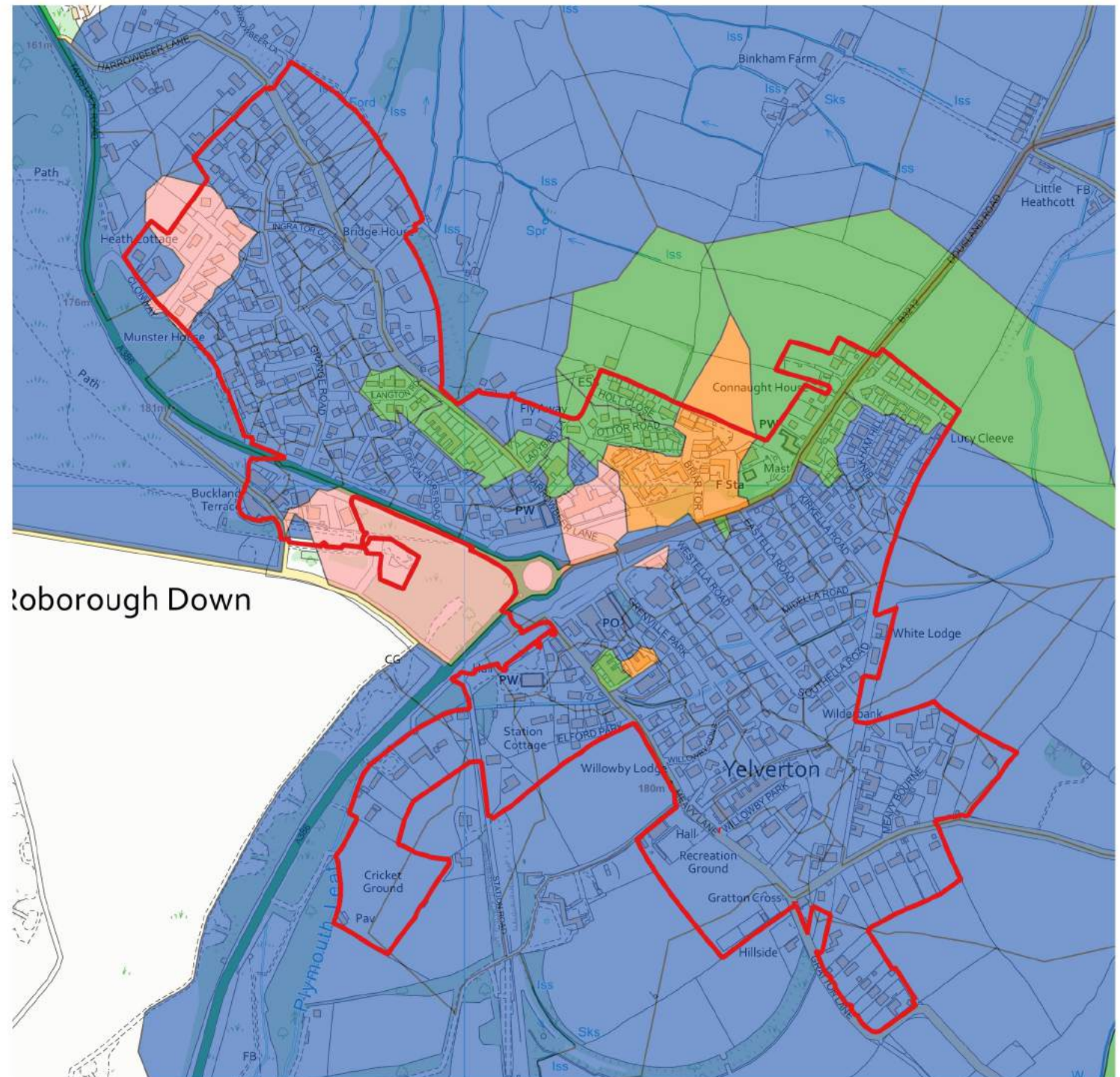- ▭ DNPA Boundary

Wellbeing Group

- ▉ No Group
- ▉ Health Challenges
- ▉ At Risk
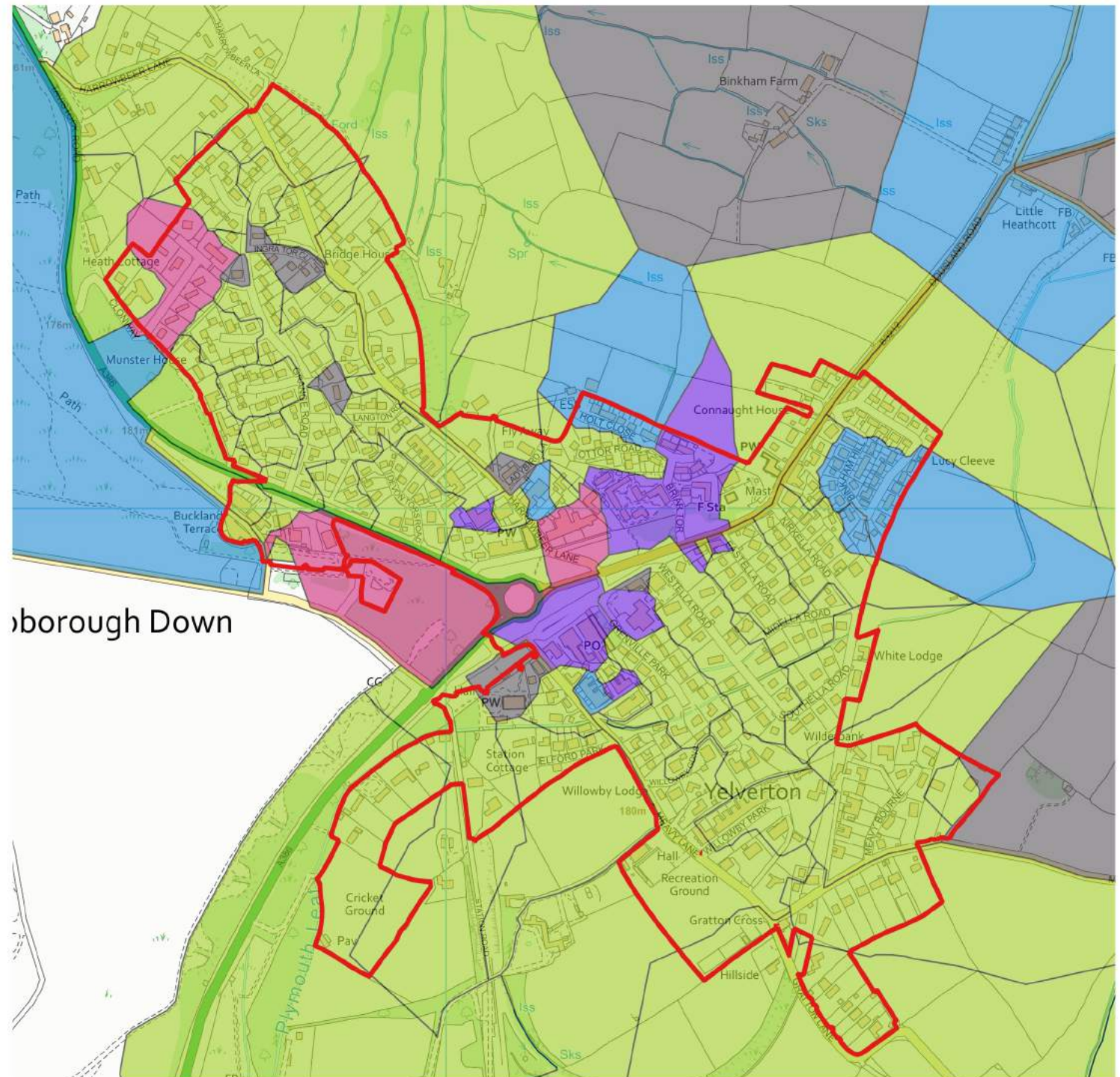- ▉ Caution
- ▉ Healthy
- ▉ Other

0   100   200   300   400   500 m

9 Implications for Covid-19 Recovery

9.1.1 As a whole, Dartmoor National Park, both socio-economically and health-wise, appears better able to cope with recovery from Covid-19 than the rest of the UK. The Acorn and Wellbeing designations suggest that the National Park is healthier and wealthier than the rest of the nation.

9.1.2 Nevertheless, it is important to note that this analysis provides evidence that some key settlements are likely to require greater support than others on the road to recovery. Particularly those settlements where the Acorn categories 4 and 5 make up a substantial proportion of postcodes, or are over-represented compared to Dartmoor as a whole. In particular, these settlements are: Ashburton, Buckfastleigh, Horrabridge, Moretonhampstead and Princetown.

9.1.3 The above five settlements either feature Acorn category 4 as a dominant category, or are over-represented in this category compared to the DNP average. This means residents are less likely to have savings for times of low or no income, and are less able to cope with the downturn in the economy that is predicted from the Covid-19 pandemic.

9.1.4 The Wellbeing data suggests a similar picture to the Acorn data. Although DNP is above the national average in health, the picture in certain key settlements is different. Ashburton, Buckfastleigh and Princetown either feature Wellbeing categories 1 and 2 as dominant, or are over-represented in these categories. Buckfastleigh has the highest proportion of postcodes in these two vulnerable categories.

9.1.5 The three settlements mentioned above are therefore more likely to be impacted, including should a second wave of Covid-19 occur. This should be kept in mind when planning for the re-opening of businesses and what measures should be taken in particular settlements.

10 Appendix 10 – Acorn Data Summary

The Dartmoor Acorn Profile provides a socio-economic overview of Dartmoor National Park, using the 'category' element of the Acorn dataset. **Error! Not a valid bookmark self-reference.** shows how the full structure of Acorn dataset.

An overview of the basic features of the 6 Acorn Categories used in the Dartmoor Profile is provided below.

1 - Affluent Achievers

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident customers.

This category has an age range of 55+. They tend to have no children at home, live in large, detached houses (4+ bedrooms) which they own outright.

2 - Rising Prosperity

These are generally younger, well educated professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others have younger children.

This category has an age range of 25-44. They tend to have no children at home, live in a moderately sized flat or maisonette (1-2 bedrooms) which they are privately renting.

3 - Comfortable Communities

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or countryside. They are stable families and empty nesters in suburban or semi-rural areas.

This category has an age range of 35-64. They tend to have 0-2 children at home, live in a medium sized home (3-4 bedrooms) which is detached or semi-detached, which they either own outright or is mortgaged.

4 - Financially Stretched

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes students term-time areas.

This category contains all ages. They have a mixed number of children at home, live in moderately sized homes (1-3 bedrooms) that are semi-detached or terraced, which they socially rent.

5 - Urban Adversity

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

This category has an age range of 25-34. They tend to have 3+ children at home, live in smaller homes (1-2 bedrooms) which are flats or terraced, and that are socially rented.

6 - Not-private Households

These are postcodes where the bulk of residents are not living in private households. The category forms a single group, R – Not private households, which is sub-divided into 3 types.

Table 5 - Shows the full breakdown of Acorn data into Category, Group and Type. The Dartmoor profile was built using Acorn Categories only.

Acorn Category	Acorn Group	Acorn Type	
1 Affluent Achievers	**1.A Lavish Lifestyles**	1.A.1	Exclusive enclaves
		1.A.2	Metropolitan money
		1.A.3	Large house luxury
	1.B Executive Wealth	1.B.4	Asset rich families
		1.B.5	Wealthy countryside commuters
		1.B.6	Financially comfortable families
		1.B.7	Affluent professionals
		1.B.8	Prosperous suburban families
		1.B.9	Well-off edge of towners
	1.C Mature Money	1.C.10	Better-off villagers
		1.C.11	Settled suburbia, older people
		1.C.12	Retired and empty nesters
		1.C.13	Upmarket downsizers
2 Rising Prosperity	**2.D City Sophisticates**	2.D.14	Townhouse cosmopolitans
		2.D.15	Younger professionals in smaller flats
		2.D.16	Metropolitan professionals
		2.D.17	Socialising young renters
	2.E Career Climbers	2.E.18	Career driven young families
		2.E.19	First time buyers in small, modern homes
		2.E.20	Mixed metropolitan areas
	3.F Countryside Communities	3.F.21	Farms and cottages
		3.F.22	Older couples and families in rural areas

		3.F.23	Owner occupiers in small towns and villages
	3.G Successful Suburbs	3.G.24	Comfortably-off families in modern housing
		3.G.25	Larger family homes, multi-ethnic areas
		3.G.26	Semi-professional families, owner occupied neighbourhoods
	3.H Steady Neighbourhoods	3.H.27	Suburban semis, conventional attitudes
		3.H.28	Owner occupied terraces, average income
		3.H.29	Established suburbs, older families
	3.I Comfortable Seniors	3.I.30	Older people, neat and tidy neighbourhoods
		3.I.31	Elderly singles in purpose-built accommodation
	3.J Starting Out	3.J.32	Educated families in terraces, young children
		3.J.33	Smaller houses and starter homes
4 Financially Stretched	**4.K Student Life**	4.K.34	Student flats and halls of residence
		4.K.35	Term-time terraces
		4.K.36	Educated young people in flats and tenements
	4.L Modest Means	4.L.37	Low cost flats in suburban areas
		4.L.38	Semi-skilled workers in traditional neighbourhoods
		4.L.39	Fading owner occupied terraces
		4.L.40	High occupancy terraces, culturally diverse family areas
	4.M Striving Families	4.M.41	Labouring semi-rural estates
		4.M.42	Struggling young families in post-war terraces
		4.M.43	Families in right-to-buy estates
		4.M.44	Post-war estates, limited means

	4.N Poorer Families	4.N.45	Pensioners in social housing, semis and terraces
		4.N.46	Elderly people in social rented flats
		4.N.47	Low income older people in smaller semis
		4.N.48	Pensioners and singles in social rented flats
5 Urban Adversity	**5.O Young Hardship**	5.O.49	Young families in low cost private flats
		5.O.50	Struggling younger people in mixed tenure
		5.O.51	Young people in small, low cost terraces
	5.P Struggling Estates	5.P.52	Poorer families, many children, terraced housing
		5.P.53	Low income terraces
		5.P.54	Multi-ethnic, purpose-built estates
		5.P.55	Deprived and ethnically diverse in flats
		5.P.56	Low income large families in social rented semis
	5.Q Difficult Circumstances	5.Q.57	Social rented flats, families and single parents
		5.Q.58	Singles and young families, some receiving benefits
		5.Q.59	Deprived areas and high-rise flats
6 Not Private Households	**6.R Not Private Households**	6.R.60	Active communal population
		6.R.61	Inactive communal population
		6.R.62	Business areas without resident population

11 Appendix 11 – Wellbeing Data Summary

The Dartmoor Wellbeing Profile provides an overview of Dartmoor National Park, specifically with health and wellbeing issues in mind, using the 'group' element of the Wellbeing dataset. Figure 3 shows how the full structure of Wellbeing dataset. Throughout the report Wellbeing groups are referred to as categories, in order to avoid confusion between the Acorn and Wellbeing datasets.

An overview of the basic features of the 4 Wellbeing Categories used in the Dartmoor Profile is provided below.

. 1 - Health Challenges

These areas contain the population with the greatest levels of illness and consequently, those with the greatest health challenges and risky behaviours now and in the past. They contain some of the oldest people in the most deprived neighbourhoods.

This group contains some of the highest levels of smoking and the lowest levels of fruit and vegetable consumption. Issues around isolation and mental wellbeing are most prevalent here with many lacking a support network in their communities

2 – At Risk

These neighbourhoods do not generally have high incidences of illness. However, multiple unhealthy behaviours, as a result of their lifestyles, could put their health at risk in the future.

They have the highest rates of smoking in the country along with some alcohol concerns. Social issues such as unemployment, debt and dissatisfaction with life overall contribute to one of the lowest scores on the mental wellbeing scale.

3 – Caution

These are areas where the health and wellbeing of the residents are generally good. Some behaviours do create health risks and may result in lifestyle related ailments in time.

There are lower levels of smoking and generally below average incidence of illness. They are less likely to have high blood pressure but tend to be overweight and have high cholesterol.

Whilst smoking is low, alcohol consumption can exceed the recommended limits.

4 – Healthy

These neighbourhoods are more affluent, often with older residents. Their health, given their age, is especially good with very low levels of illness and good lifestyle behaviours.

Smoking is very low and consumption of fruit and vegetables are extremely high. There are, however, issues with alcohol intake, particularly for women.

Figure 3 - Shows the full breakdown of Wellbeing data into Group and Type. The Dartmoor profile was built using Wellbeing Groups only.

Types

Group 1
Health Challenges

1   Limited living
2   Poorly pensioners
3   Hardship heartlands
4   Elderly ailments
5   Countryside complacency

Group 2
At Risk

6   Dangerous dependencies
7   Struggling smokers
8   Despondent diversity
9   Everyday excesses
10   Respiratory risks
11   Anxious adversity
12   Perilous futures
13   Regular revellers

Group 3
Caution

14   Rooted routines
15   Borderline behaviours
16   Countryside concerns
17   Everything in moderation
18   Cultural concerns

Group 4
Healthy

19   Relishing retirement
20   Perky pensioners
21   Sensible seniors
22   Gym & juices
23   Happy families
24   Five-a-day greys
25   Healthy, wealthy & wine