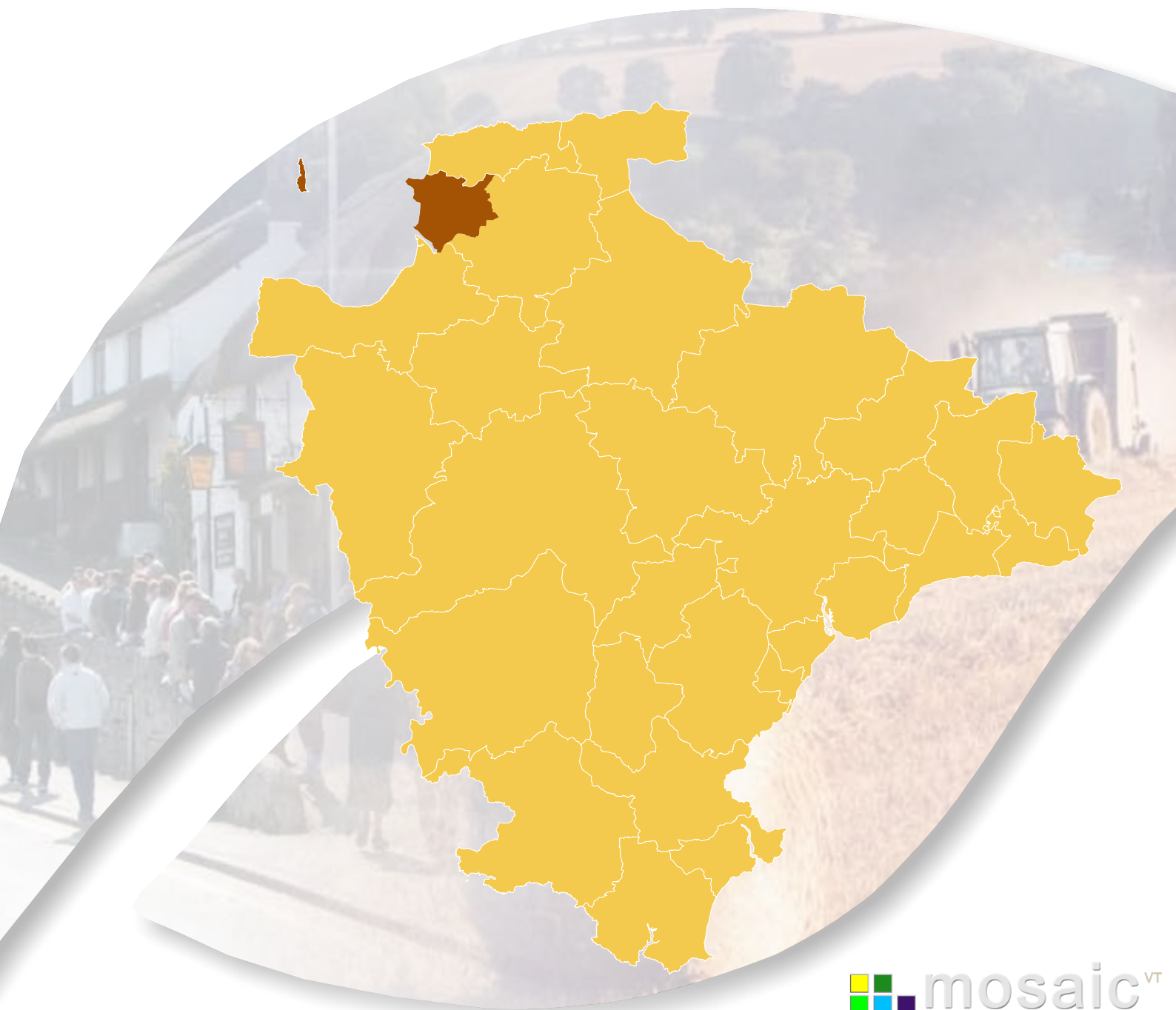


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Introduction

A distinctive feature of Devon is the large number of market and coastal towns spread across the county. Across Devon the relationship between towns, villages and the surrounding countryside is complex. Devon's towns provide a wide range of facilities and services for people and communities in the surrounding hinterland, including employment, education and training, shopping and leisure facilities. They are vital to the well being of surrounding communities, as they offer a variety of services to their hinterland.

To understand these areas in more detail this profile, one of 29 covering the area administered by Devon County Council, has been produced by the County Council's Strategic Intelligence Unit. The profile provides an overview of lifestyle characteristics identified within the Mosaic dataset. Such characteristics include the age, wealth, housing, occupation, health, education, crime and the environment.

The profile is structured around a series of maps, graphs and tables to illustrate the Mosaic makeup of the area. It is intended that this profile will be viewed alongside the "Devon Town" baseline profile to provide a picture of what life is like in each Devon Town.

Braunton

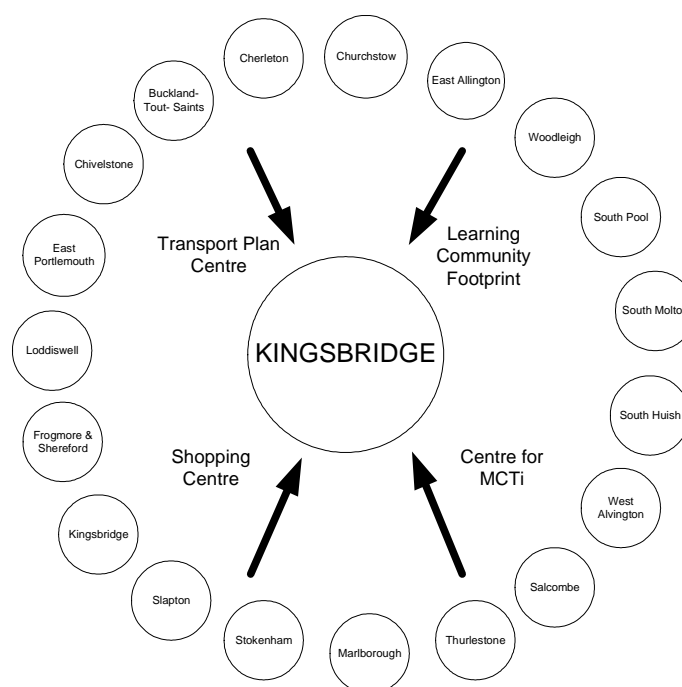
More than half the Braunton town area's households come into the Mosaic rural and better off elderly residents, but there is also a relatively high proportion of older families in comfortable suburbs.

Identifying Devon Towns

The main factor that decides a town's hinterland is provision of services; the place that the hinterland looks to in order to provide the things it needs to survive. In order to identify the 28 Devon Towns, analysis of the following services and other relevant factors have been taken into account:

- Local Travel Plans – which are based on public consultation and map local travel patterns, the majority of which are short ones in and around local communities as part of people's daily lives.
- Shopping catchment areas – which are the service most frequently accessed by people.
- Learning Community catchment areas – which have a major influence on where people look to for services. Learning Community catchments do not always follow district or even county boundaries, but are based on a collection of feeder primary schools.
- Market and Coastal Towns Initiative areas - The Market and Coastal Towns Initiative was started after recognition that the health of a market town is vital to the well being of its hinterland, and that many of Devon's market towns were in need of regeneration. It is a Central Government initiative, administered by the RDAs. Over half of Devon is included in the Market and Coastal Towns Initiative.
- Parishes - The boundary definitions are shown in terms of parishes, as they are traditionally the smallest area used for 'clustering'.

The diagram below is an illustration of how this works for one Devon Town: Kingsbridge.

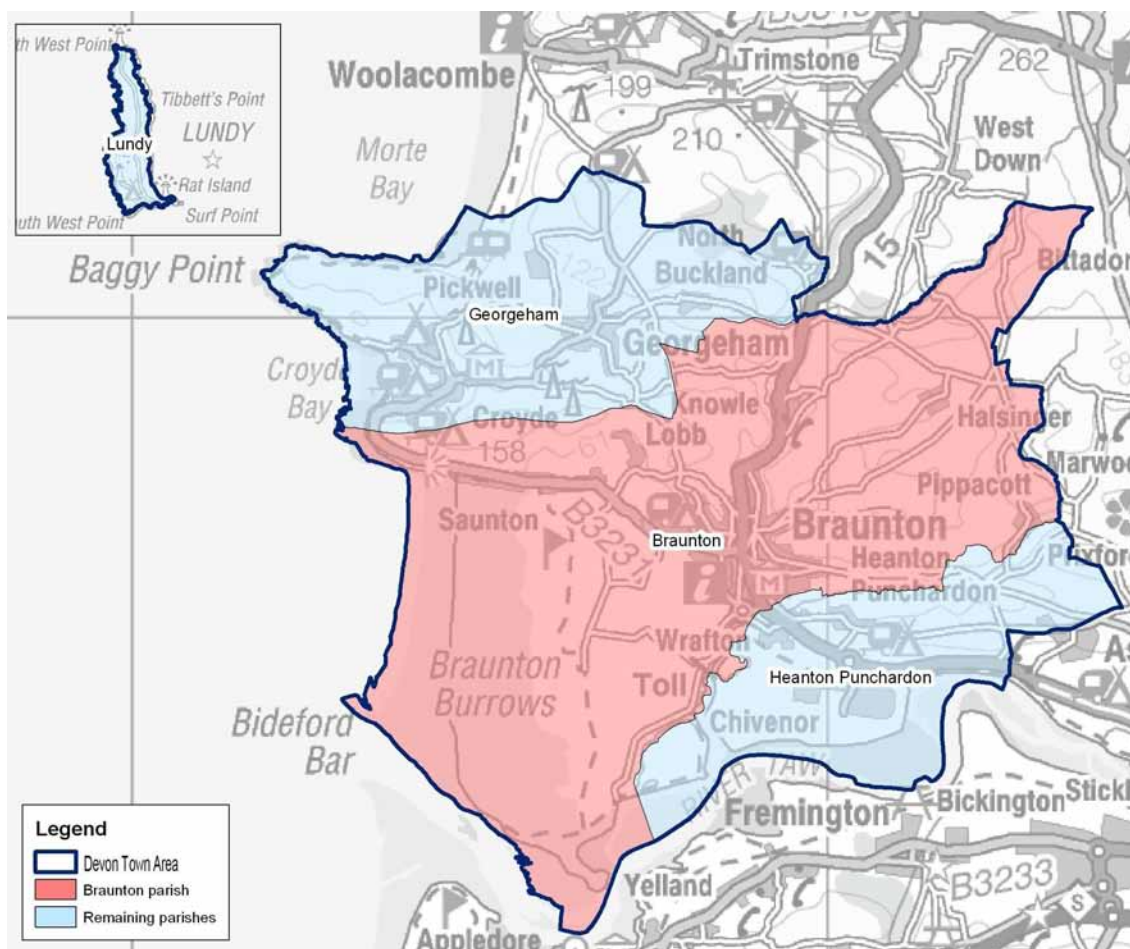


Exeter also provides a similar or related “market town“ function as well as being a sub regional centre with a larger sphere of influence.

Area definition

The “Devon Town” areas have been defined as aggregations of parishes. The following parishes make up the Braunton “Devon Town” area:

Braunton Georgeham Heanton Punchardon Lundy



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Each “Devon Town” area comprises a centre (coloured red) and its surrounding hinterland. For the purposes of utilising the Mosaic data, analysis has been included at a ward level within Braunton parish and for the surrounding hinterland at a parish level.

Comparison data has been included within various tables and graphs. Where reference is made to Devon this refers to the area administered by Devon County Council. Where reference is made to national this is the UK.

Within this profile the Mosaic dataset has been analysed by the number households within a given area.

Background

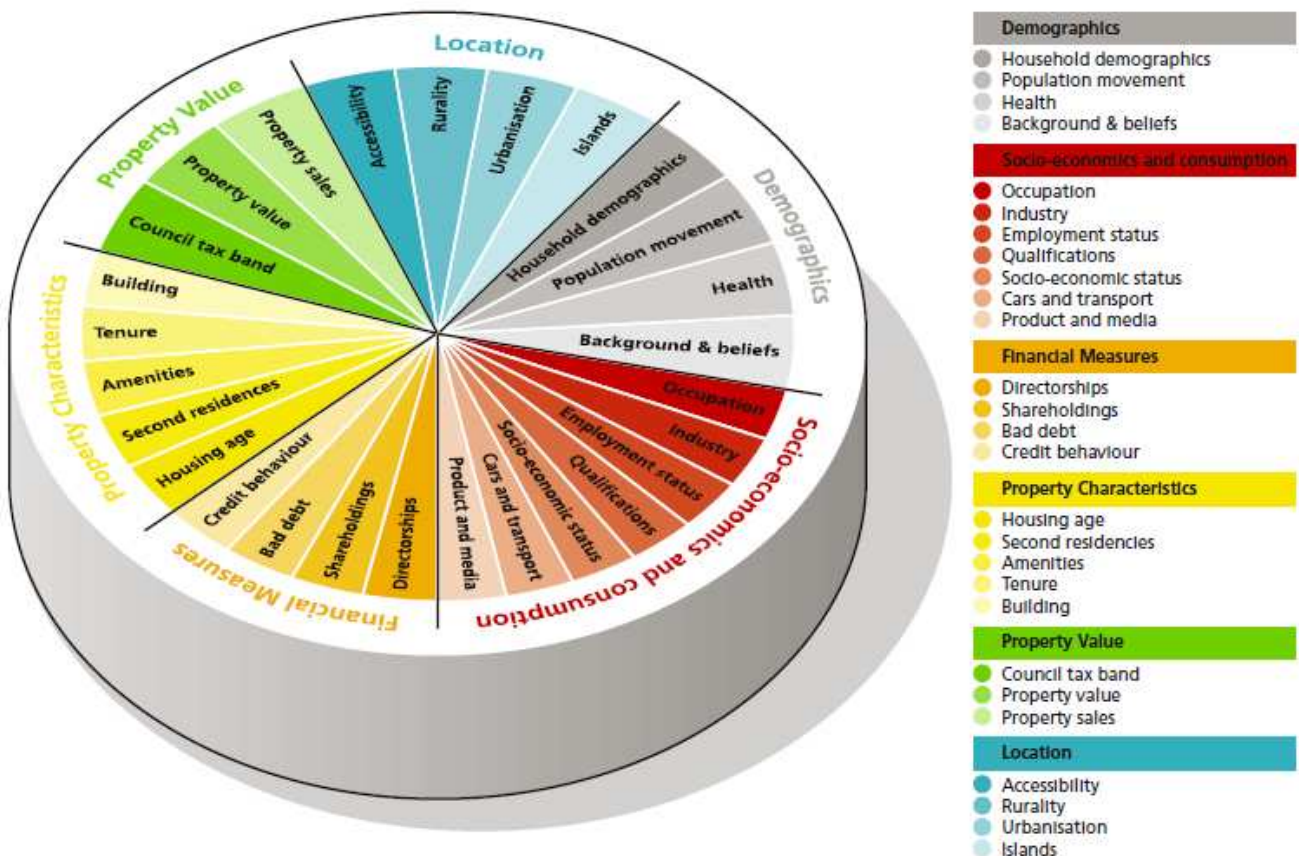
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is sourced from the 2001 census and 46% includes the edited Electoral Roll, Experian Lifestyle Survey information and Consumer Credit Activity, Post Office Address File, Shareholders Register, House Price and Council Tax Information and ONS local area statistics.

Mosaic classifies postcodes into 11 Mosaic Groups and then subdivides them further into 61 detailed Mosaic Types. The Mosaic codes will be used and their descriptions provided where relevant, with the basic key features for all codes included in the appendices.

In each type there are a number of key features which make each category 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 to be comprehensive.

Mosaic at household level is being used for 2009. Clearly not every one of the county's 348,000 households will match exactly to just one of 61 different Mosaic Types. The description should be recognised as "ideal types", examples to which individual cases approximate only with various degrees of exactness.

The diagram below illustrates the data sources within the Mosaic UK dataset.



Further information can be found on the Experian website – www.business-strategies.co.uk

Summary

Braunton comprises a small town and a surrounding hinterland of two parishes: Georgeham and Heanton Punchardon.

Braunton is situated 4 miles west of Barnstaple in north Devon, and is claimed to be the largest village in England.

As a whole Braunton is similar to Devon County Council in terms of the relative proportions of Mosaic Groups with higher proportions of groups J and C.

The rural area of Georgeham comprises mostly group K, whereas Heanton Punchardon parish includes a mix of groups B & C which, together, account for approximately 65% of the households.

The dominant Mosaic group in Braunton parish is J accounting for approximately 45% of households. However, there are notable clusters of group C in Braunton East ward. Deprived groups F, G, H & I are quite low in the area but appear highest in Braunton West and Heanton Punchardon (mainly groups H & I).

Group B - Younger families living in newer homes

Group B - contains people whose focus is on career, home and family. These are mostly younger age groups who are married, or at least in a permanent relationship, and are now raising children in post war family houses, often in areas of the country with rapidly growing populations. The focus of expenditure is on equipment for the home and garden, and the immediate family unit is the principal focus of leisure activities.

Group C - Older families living in suburbia

Group C - comprises people who have successfully established themselves and their families in comfortable homes in mature suburbs. Children are becoming more independent, work is becoming less of a challenge and interest payments on homes and other loans are becoming less burdensome. With more time and money on their hands, people can relax and focus on activities that they find intrinsically rewarding.

Group H - Upwardly mobile families living in homes bought from social landlords

Group H - comprises people who, though not necessarily very well educated, are practical and enterprising in their orientation. Many of these people live in what were once council estates but where tenants have exercised their right to buy. They own their cars, provide a reliable source of labour to local employers and are streetwise consumers. Tastes are mass market rather than individualistic and focus on providing comfort and value to family members.

Group I - Older people living in social housing with high care needs

Group I - consists of elderly people who are mostly reliant on state benefits, and live in housing designed by local authorities and housing associations. Some live in old people's homes or sheltered accommodation, while others live in small bungalows, set in small enclaves within larger council estates. Most of these people spend money only on the basic necessities of life.

Group J - Independent older people with relatively active lifestyles

Group J - consists mostly of pensioners who own their homes and who have some source of income beyond the basic state pension. Many of these people have, on retirement, moved to the seaside or the countryside to live among people similar to themselves. Today many of these people have quite active lifestyles and are considered in their purchasing decisions.

Group K - People living in rural areas far from urbanisation

Group K - contains people whose pattern of living is distinctively rural. They live not just outside major population centres but also deep in the countryside, in small communities which have been little influenced by the influx of urban commuters. These are places where people with different levels of income share attachments to local communities, and where engagement with the community and with the natural environment are more important to most residents than material consumption.

Further information about the Mosaic Groups and Types is provided in the Appendices.

Analysis by mosaic group

Key Features

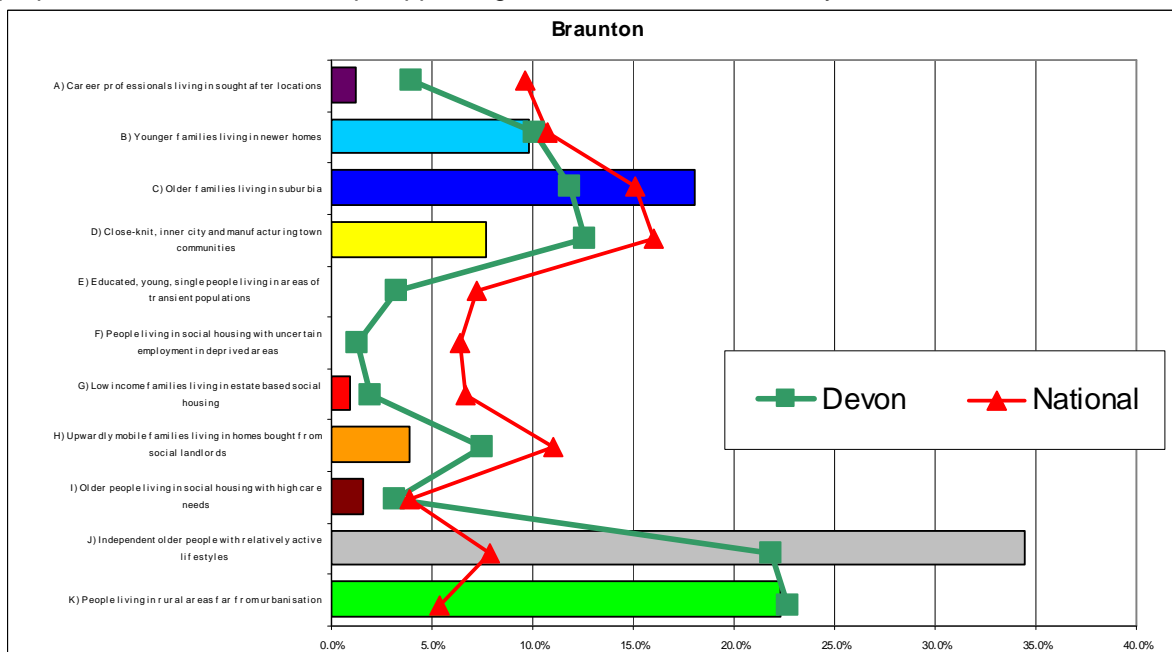
The National figures compared with Devon are generally higher in all groups because of the over representation of groups J and K in Devon.

Braunton Devon Town has groups C (older families) and J (well off elderly) in much higher proportions than both Devon and National figures. This chart shows that group J with approximately 34% is the highest group, followed by groups K (22%) and C (18%).

Groups E and F do not feature at all in the area and whilst groups A, D, H and I do not feature much overall there is still enough representation to mean that these lifestyle types could be clustered in specific places. This will be looked at later on in this document – their key features can be seen in the appendix.

Main mosaic groups in the Braunton Devon Town area.

The following graph and table show the main Mosaic Groups appearing in Braunton, they also show the proportions of all Mosaic Groups appearing in the Devon and nationally.



Note: Red = Prominent Mosaic Groups (> 5%) Shaded = over represented in Braunton compared with Devon

Mosaic Group	Percentage of Households		
	Braunton	Devon	National
A	1.2	4.0	9.6
B	9.8	10.1	10.8
C	18.1	11.8	15.1
D	7.7	12.6	16.0
E	0.0	3.3	7.2
F	0.0	1.3	6.4
G	1.0	1.9	6.7
H	3.9	7.5	11.0
I	1.6	3.1	3.9
J	34.4	21.8	7.9
K	22.3	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Mosaic groupings by ward/parish

Key Features

The wards that make up Braunton Parish have notably different profiles with Braunton East having the higher levels of affluent groups A, B and C at 36% and lower proportions of deprived groups F, G, H and I at 5% - its majority group is older family group C. Braunton West ward has little representation of the affluent groups (17%) and elderly well off group J is its majority group – its 8% of deprived groups includes 3% of the low income elderly group I.

The two rural parishes also show a marked difference in composition; Georgeham comprises mostly rural group K with about a third is elderly well off group J. Heanton Punchardon has 50% of households in the affluent young family group B, followed by the older family group C (15%). Lundy island only has 14 households most of which are in the close knit community group D.

Area	Percentage of Households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Braunton East ward	2.5	2.5	30.7	11.8	-	-	1.5	3.3	-	21.7	25.9	1,700
Braunton West ward	0.1	3.0	14.1	8.2	-	-	0.2	4.1	3.4	58.1	8.8	1,994
Braunton parish	1.2	2.8	21.7	9.9	-	-	0.8	3.7	1.8	41.4	16.7	3,694
Georgeham parish	2.3	1.0	7.1	-	-	-	-	-	-	34.5	55.2	946
Heanton Punchardon parish	0.1	49.7	15.0	5.8	-	0.1	2.8	9.0	2.2	5.7	9.6	864
Lundy	-	-	-	85.7	-	-	-	-	-	-	14.3	14
Rural parishes	1.3	24.0	10.8	3.4	-	0.1	1.3	4.3	1.0	20.6	33.3	1,824
Braunton DT Area	1.2	9.8	18.1	7.7	-	0.0	1.0	3.9	1.6	34.5	22.2	5,518
Total households	67	540	1,000	427	0	1	53	216	87	1,903	1,224	5,518

Source: Mosaic data 2009 - © 2009 Experian Ltd

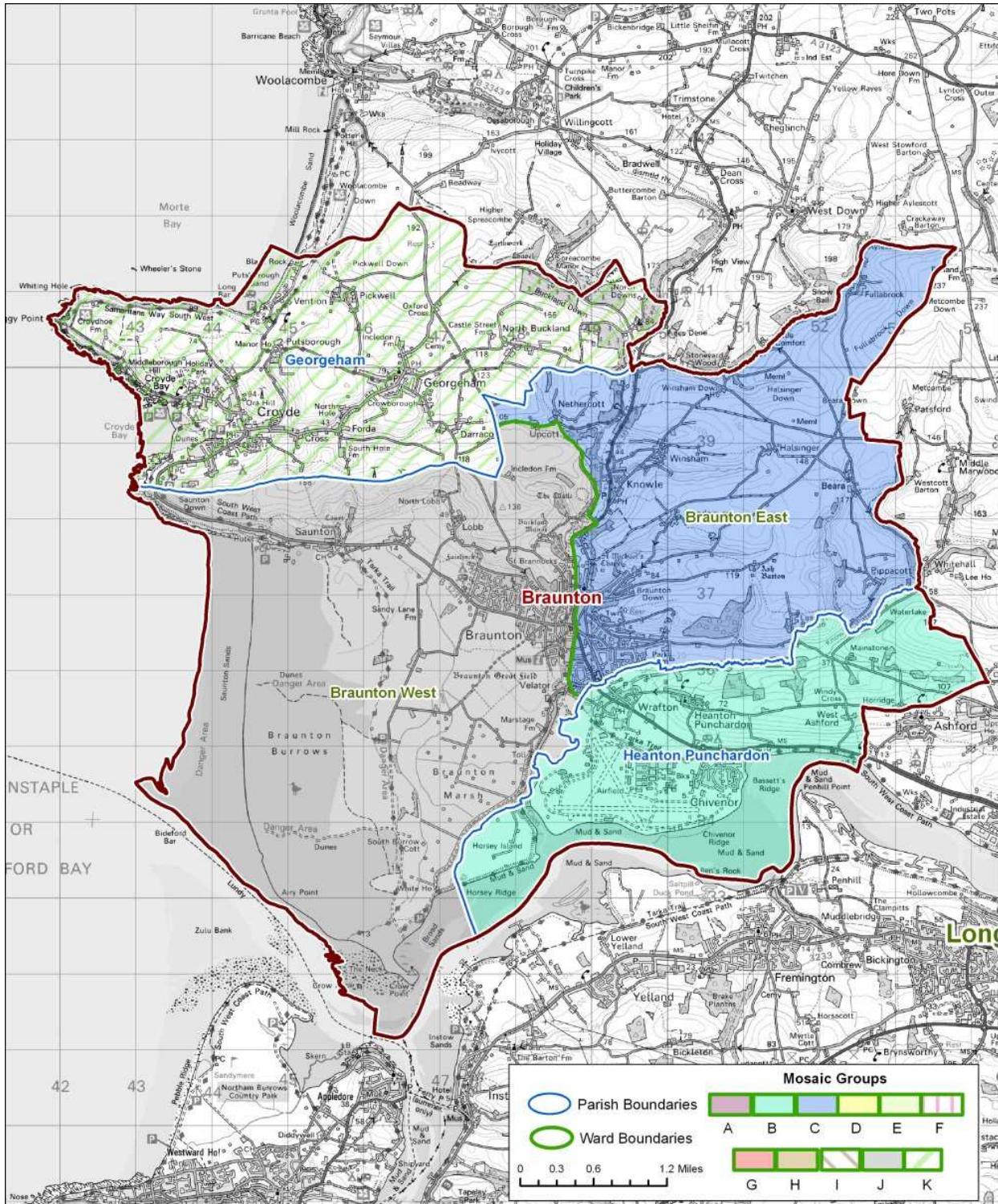
Note: Red = Dominant Mosaic Group Blue = Significant Mosaic Group >20%

Main mosaic group

Key Features

Although there are two wards in Braunton and three additional parishes all of them have different largest Mosaic Groups. Braunton West is elderly well off group J and East is older family group C. Heanton Punchardon is younger family group B whilst Georgeham is rural group K. Lundy (not shown on the map) is close knit community group D.

It should be noted however that other Mosaic Groups could be present to a lesser degree; these other groups are shown later in this report in various maps, tables and graphs.

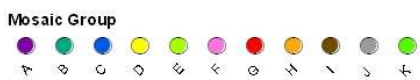
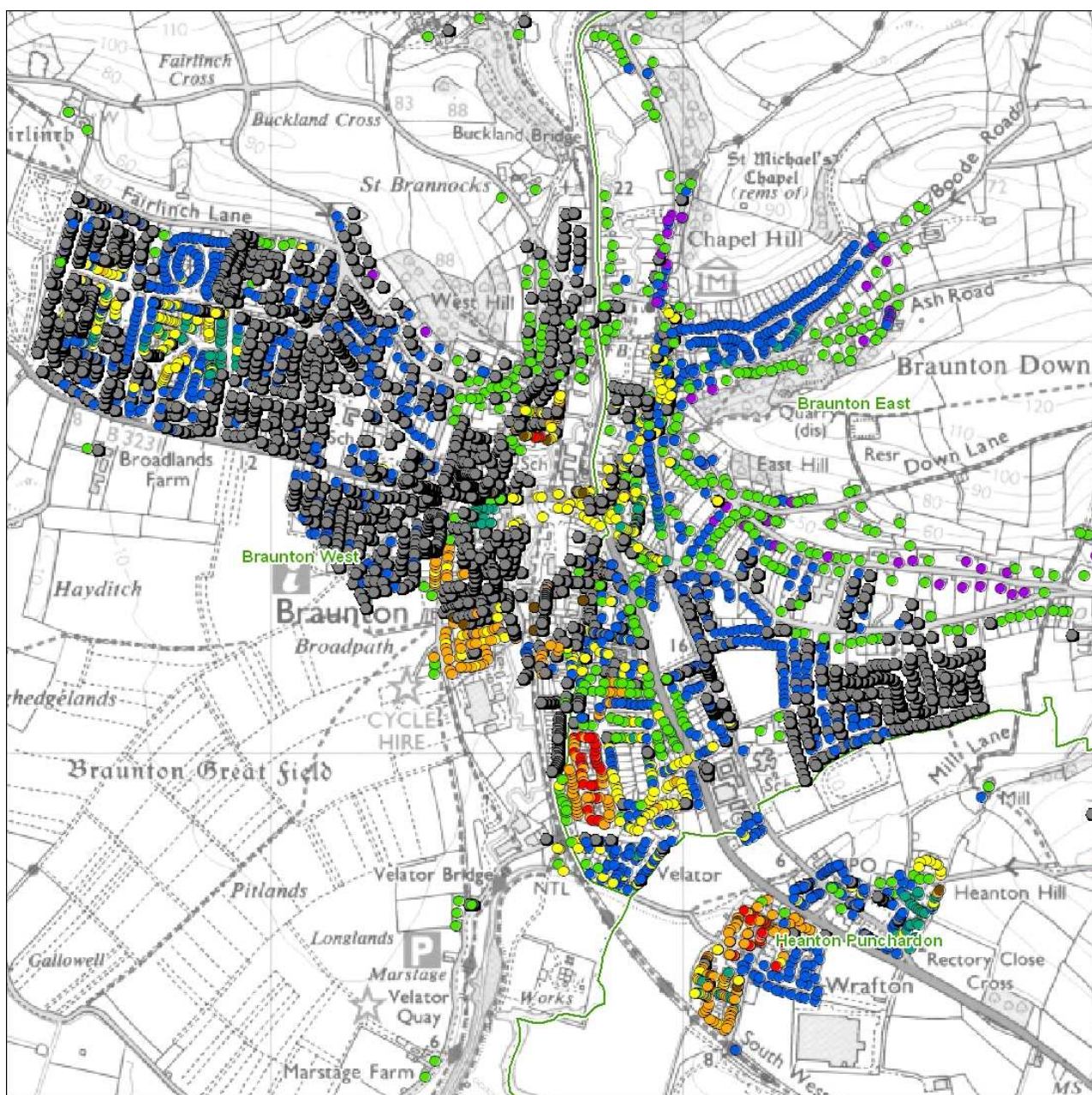


Braunton Town

Key Features

Older family group C tends to cluster in greater quantities on the eastern side of Braunton although several pockets do occur in the north west corner of the area. More affluent group A has is quite notably clustered in the north east of the area around Chapel Hill and East Hill. Well off elderly group J appears well spread on the western side and a large cluster to the south east. Rural group K is also widespread mainly to the east.

The comparatively deprived group H appears in small amounts to the south of central Braunton and in nearby Wrafton sometimes accompanied by low income family group G and close knit community group D.



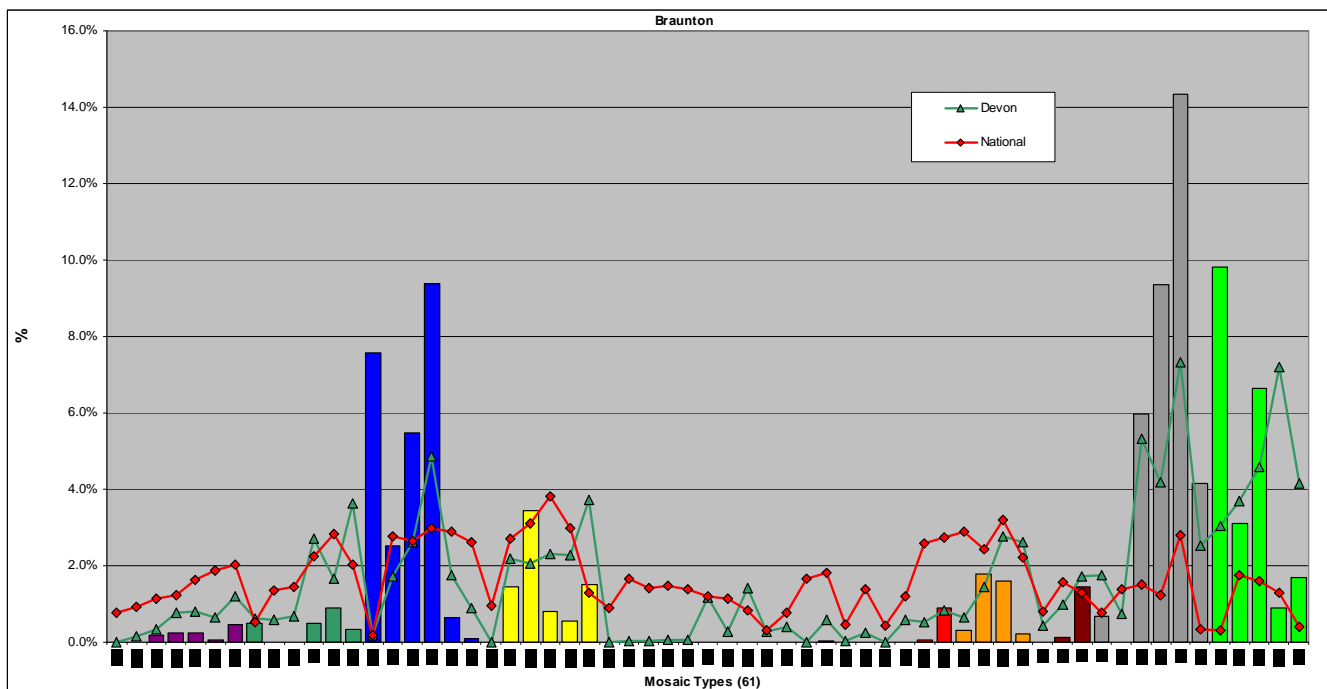
Analysis by mosaic type

Main mosaic types in the Braunton Devon Town area.

Key Features

In this more detailed breakdown of the lifestyles it shows that the largest type in the area is J55 (14%) followed closely by K57 (10%), C17 (9%) and J54 (9%). There are four other types that are more than 5% - B14, K59, C16 and J53. All these types have greater percentages than the Devon figure and there are five further ones that are greater than the Devon figure but to a lesser extent.

The following graph categorises Braunton households into mosaic types. They are then compared to the National and Devon Mosaic profiles in order to show similarity or difference. Some mosaic types do not appear in Braunton.



Source: Mosaic data 2009 - © 2009 Experian Ltd

The following table shows the comparative proportions of Mosaic Types in Braunton: as illustrated in the above graph.

Note: **Red = Prominent Mosaic Types (> 5%)** Shaded = over represented in Braunton compared with Devon

Mosaic Types	Percentage of households		
	Braunton	Devon	National
A01	0.0	0.0	0.8
A02	0.0	0.1	0.9
A03	0.2	0.3	1.2
A04	0.2	0.8	1.2
A05	0.2	0.8	1.6
A06	0.1	0.7	1.9
A07	0.5	1.2	2.0
B08	0.5	0.6	0.5
B09	0.0	0.6	1.4
B10	0.0	0.7	1.4
B11	0.5	2.7	2.3
B12	0.9	1.7	2.8
B13	0.3	3.6	2.0
B14	7.6	0.2	0.2
C15	2.5	1.7	2.8
C16	5.5	2.6	2.7
C17	9.4	4.9	3.0
C18	0.6	1.7	2.9
C19	0.1	0.9	2.6
C20	0.0	0.0	1.0
D21	1.4	2.2	2.7
D22	3.4	2.0	3.1
D23	0.8	2.3	3.8
D24	0.6	2.3	3.0
D25	1.5	3.7	1.3
D26	0.0	0.0	0.9
D27	0.0	0.0	1.7
E28	0.0	0.0	1.4
E29	0.0	0.1	1.5
E30	0.0	0.1	1.4
E31	0.0	1.2	1.2
E32	0.0	0.3	1.2
E33	0.0	1.4	0.8
E34	0.0	0.3	0.3
F35	0.0	0.4	0.8
F36	0.0	0.0	1.7
F37	0.0	0.6	1.8
F38	0.0	0.0	0.5
F39	0.0	0.2	1.4
F40	0.0	0.0	0.4
G41	0.0	0.6	1.2
G42	0.1	0.5	2.6
G43	0.9	0.8	2.7
H44	0.3	0.7	2.9
H45	1.8	1.5	2.4
H46	1.6	2.8	3.2

H47	0.2	2.6	2.2
I48	0.0	0.4	0.8
I49	0.1	1.0	1.6
I50	1.4	1.7	1.3
J51	0.7	1.8	0.8
J52	0.0	0.7	1.4
J53	6.0	5.3	1.5
J54	9.3	4.2	1.2
J55	14.3	7.3	2.8
J56	4.2	2.5	0.3
K57	9.8	3.0	0.3
K58	3.2	3.7	1.8
K59	6.7	4.6	1.6
K60	0.9	7.2	1.3
K61	1.6	4.1	0.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Key features of the more prominent / over represented Mosaic Types are shown in the appendices.

Main mosaic types

Key Features

Braunton East has a predominance of type C17 followed by K59 and J55. The larger Braunton West has 30% J55 followed by J54 and C16.

The two rural parishes are notably different, not having a single type in common. In Heanton Punchardon B14 represents nearly half the postcodes, followed by C17 and H46. Georgeham comprises mostly K57 with comparatively small proportions of J56 and J53.

The tables below drill down into each parish/ward within the Devon Town area in order to reveal the three most prominent Mosaic Types in each parish/ward. These Mosaic Types could potentially remain hidden if the Devon Town area is considered as a whole without reference to its components. It should be noted that there may be other Mosaic Types within the area which form commonality between parishes but these do not feature amongst the most prominent types.

Those highlighted in red indicate types not identified when looking at either the parish of Braunton or the rural parishes as a whole.

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Braunton East ward	C17	287	16.9	K59	244	14.4	J55	154	9.1
Braunton West ward	J55	595	29.8	J54	416	20.9	C16	152	7.6
Braunton parish	J55	749	20.3	J54	511	13.8	C17	357	9.7

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Georgeham parish	K57	494	52.2	J56	220	23.3	J53	101	10.7
Heanton Punchardon parish	B14	418	48.4	C17	116	13.4	H46	49	5.7
Lundy Island	D25	12	85.7	K59	2	14.3	-	-	-
Rural Parishes	K57	498	27.3	B14	418	22.9	J56	220	12.1

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Devon Town Area	J55	791	14.3	K57	542	9.8	C17	517	9.4

Source: Mosaic data 2009 - © 2009 Experian Ltd