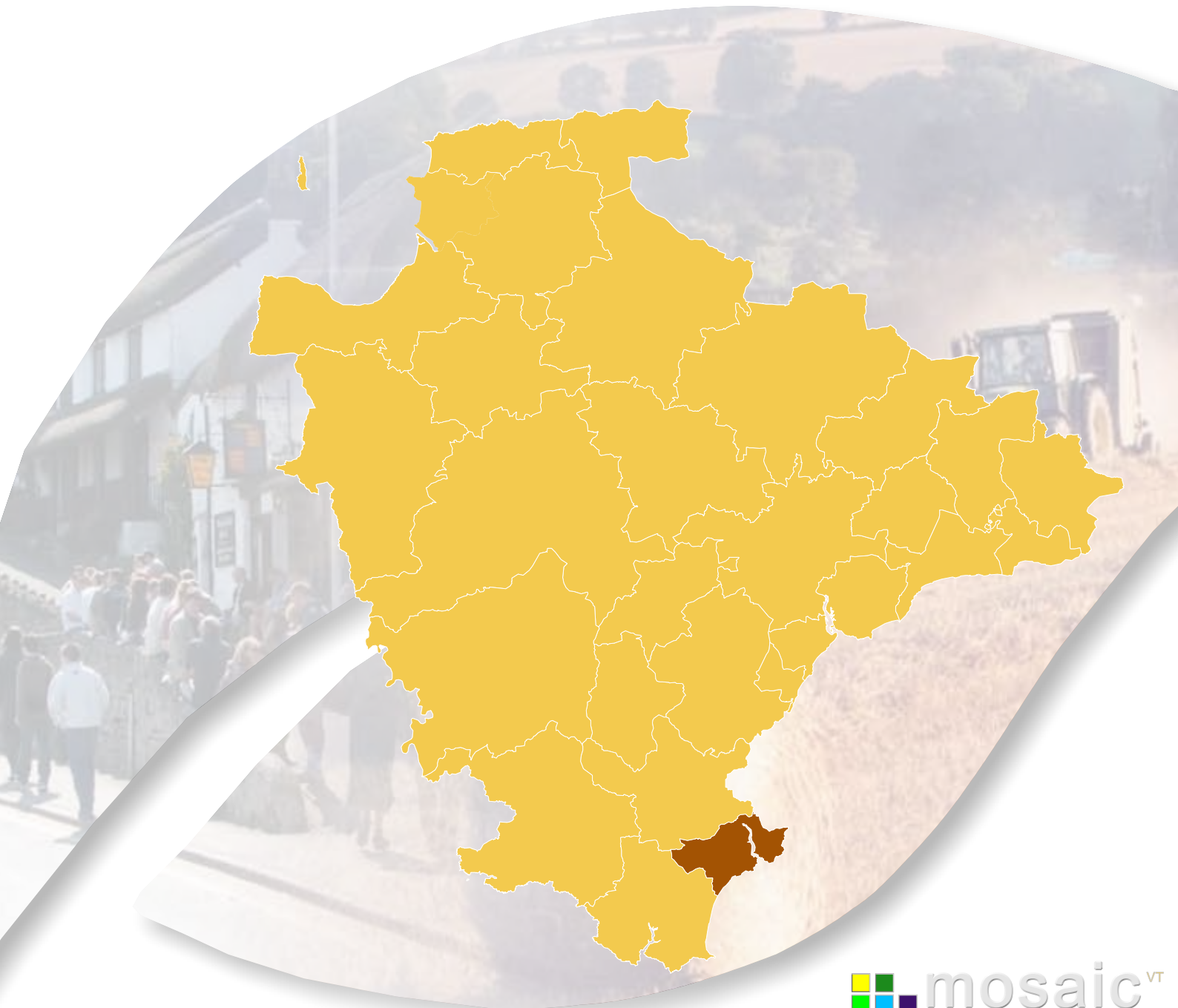


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## Introduction

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.

## Dartmouth

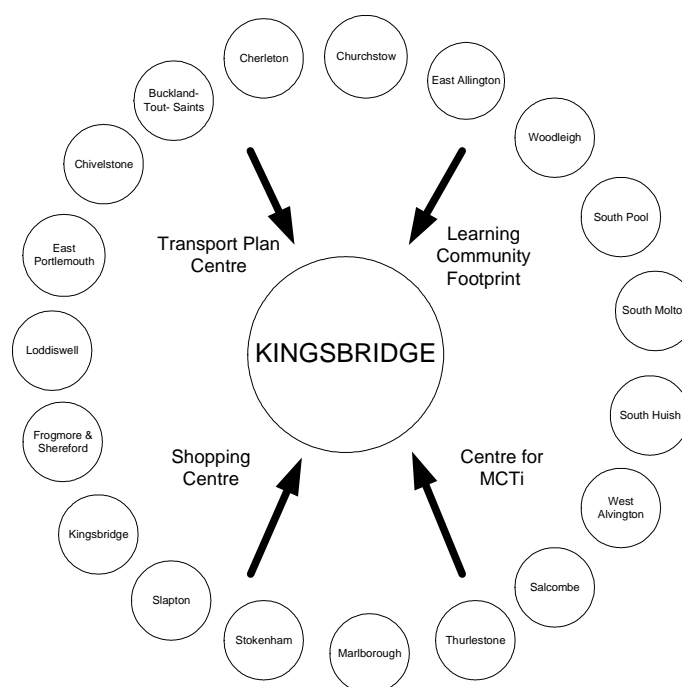
Over 40% of households come into the Mosaic better off elderly category, and another quarter is classified as rural. Deprivation is mainly in the Townstal area of Dartmouth.

## 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.

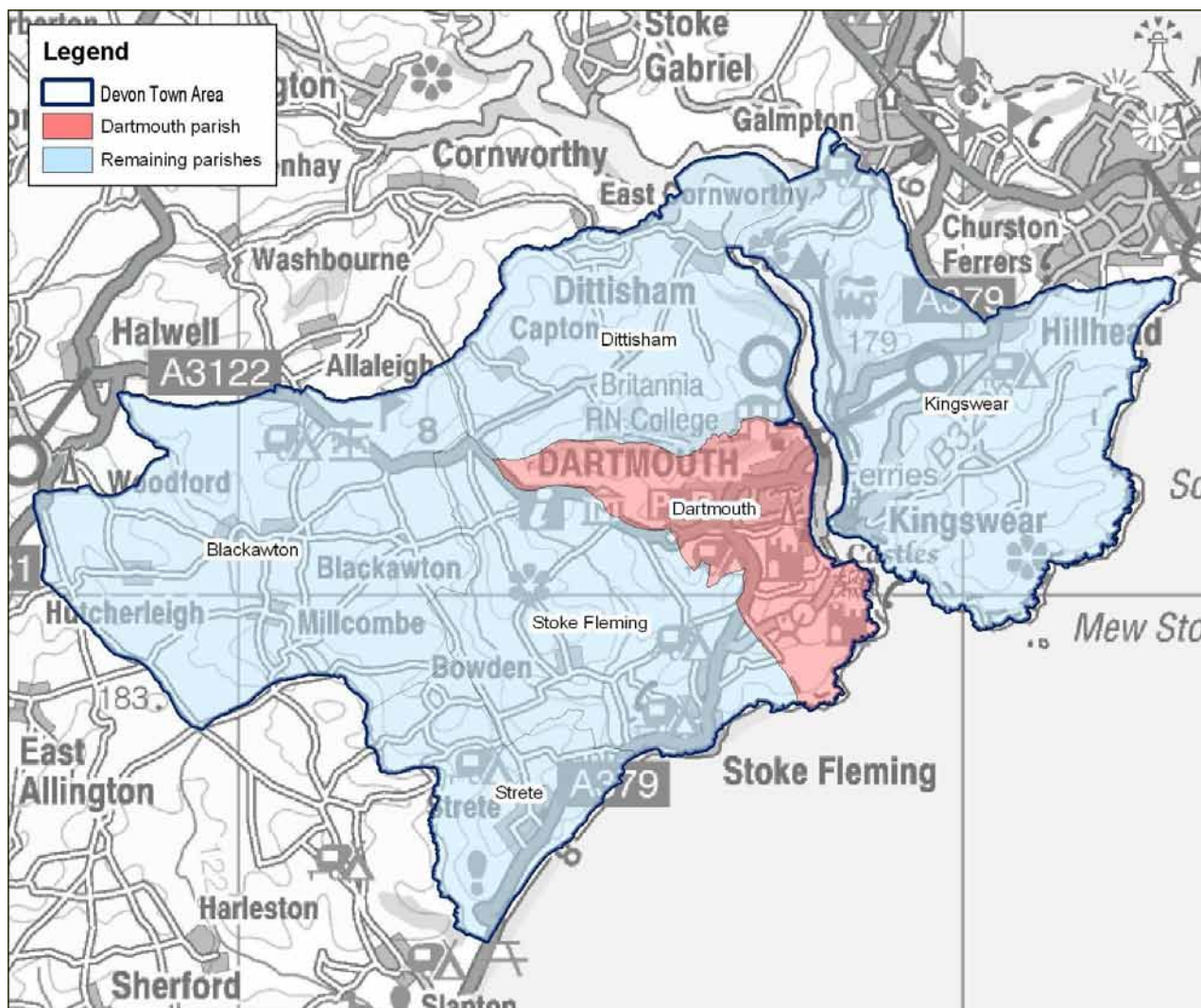


Exeter also provides a similar or related "market town" function as well as being a sub regional centre with a larger sphere of influence.

## Area definition

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

Blackawton	Dartmouth	Dittisham
Kingswear	Stoke Fleming	Strete



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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 Dartmouth 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

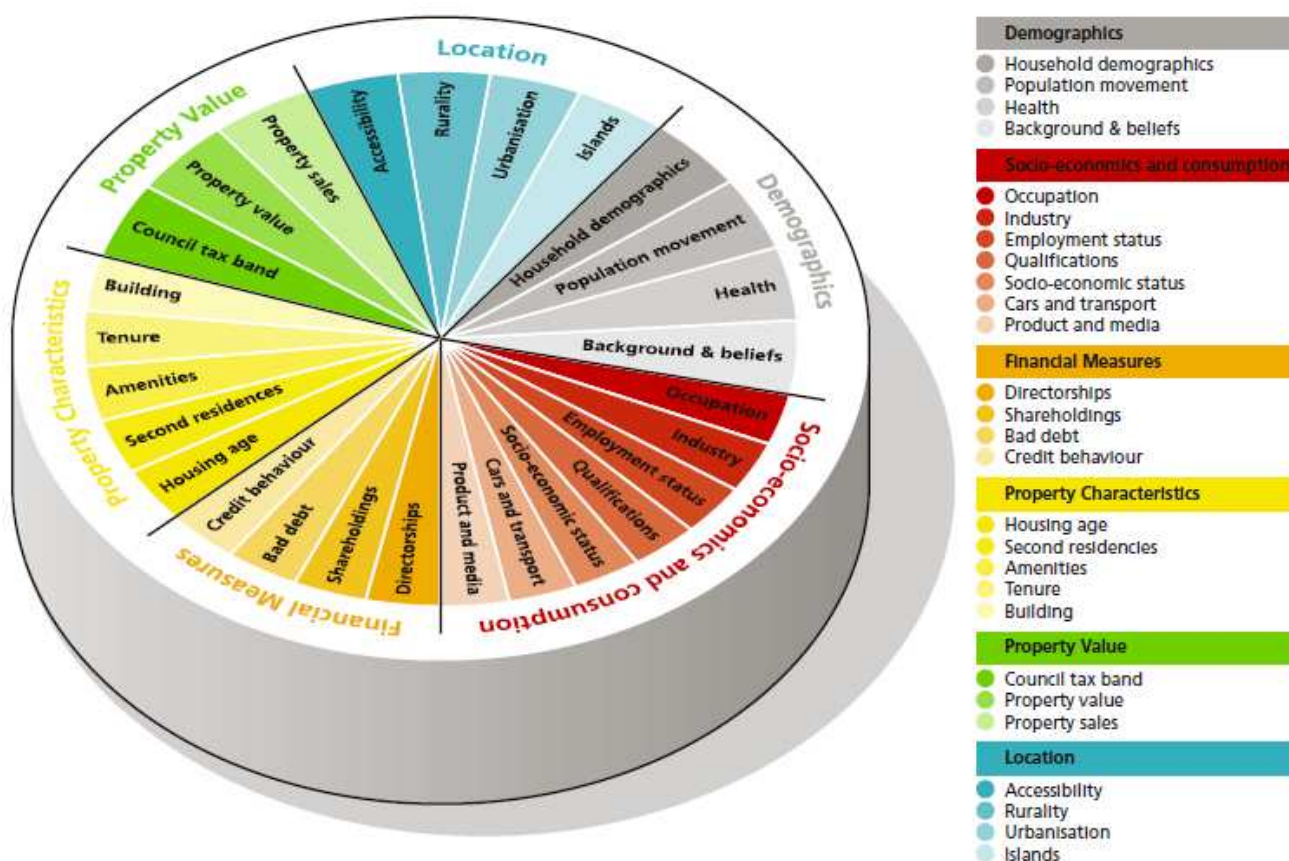
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is 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](http://www.business-strategies.co.uk)

## Summary

Dartmouth comprises the main town and the rural areas of Blackawton, Dittisham, Kingswear, Stoke Fleming and Strete.

Dartmouth is a major tourist destination set on the banks of the estuary of the River Dart. Historically Dartmouth was of great importance as a deep-water port for sailing vessels. The town is dominated by the Royal Navy Officer Training college.

As a whole, Dartmouth has a much higher proportion of group J in comparison to the area covered by Devon County Council. This accounts for approximately 44% of Mosaic Groupings and is the most prominent group in the area. Compared to the Devon average, groups B, C and D are under represented in the area.

The rural areas of Blackawton and Dittisham comprise mostly group K compared to a mix of both group J and K in Kingswear, Stoke Fleming and Strete.

Dartmouth & Kingswear ward is dominated by group J (63%) but Dartmouth Townstal ward has 71% deprived groups F, G, H and I though also has 21% more affluent group B.

---

### **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 D - Close-knit, inner city and manufacturing town communities**

*Group D* - is comprised of people whose lives are mostly played out within the confines of close knit communities. Living mostly in older houses in inner city neighbourhoods or in small industrial towns, most of these people own their homes, drive their own cars and hold down responsible jobs. Community norms rather than individual material ambitions shape the pattern of most residents' consumption.

### **Group F - People living in social housing with uncertain employment in deprived areas**

*Group F* - is comprised of many people who are struggling to achieve the material and personal rewards that are assumed to be open to all in an affluent society. Few hold down rewarding or well paying jobs and, as a result, most rely on the council for their accommodation, on public transport to get around and on state benefits to fund even the bare essentials. The lack of stability in many family formations undermines social networks and leads to high levels of anti social behaviour among local children.

### **Group G - Low income families living in estate based social housing**

*Group G* - mostly contains families on lower incomes who live on large municipal council estates where few of the tenants have exercised their right to buy. Often isolated in the outer suburbs of large provincial cities, *Group G* is characterised as much by low aspirations as by low incomes. Here people watch a lot of television and buy trusted mainstream brands from shops that focus on price rather than range or service.

### **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 are 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.

Compared with Devon, Dartmouth Devon Town displays an over representation of groups J (well off elderly) and K (rural) and a notably lower representation of groups A, B, C & D. Group E does not appear at all.

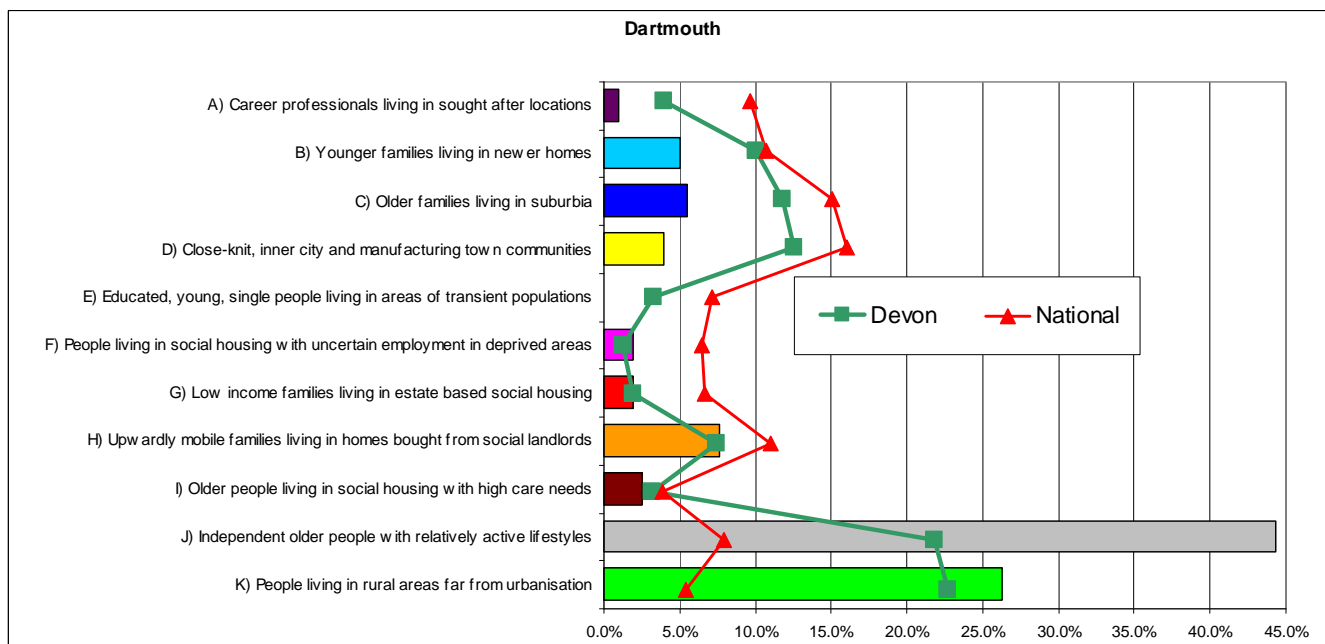
The chart also shows that group J with approximately 44% is the highest group, followed by group K (26%).

Groups F (benefit reliant), G (low income families) and H (upwardly mobile families) are all slightly above the Devon figure.

Whilst groups A, B, C, D and group 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 Dartmouth Devon Town area.

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



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

Mosaic Group	Percentage of households		
	Dartmouth	Devon	National
A	1.0	4.0	9.6
<b>B</b>	<b>5.0</b>	<b>10.1</b>	<b>10.8</b>
<b>C</b>	<b>5.5</b>	<b>11.8</b>	<b>15.1</b>
<b>D</b>	3.9	<b>12.6</b>	<b>16.0</b>
E	0.0	3.3	7.2
F	1.9	1.3	6.4
G	2.0	1.9	6.7
<b>H</b>	<b>7.6</b>	<b>7.5</b>	<b>11.0</b>
I	2.5	3.1	3.9
<b>J</b>	<b>44.4</b>	<b>21.8</b>	<b>7.9</b>
<b>K</b>	<b>26.2</b>	<b>22.7</b>	<b>5.4</b>

Source: Mosaic data 2009 - © 2009 Experian Ltd

## Mosaic Groupings

### Key Features

The two wards which make up Dartmouth Parish are quite different. Dartmouth & Kingswear is represented by mostly the well off older group J followed by the rural group K. Dartmouth Townstal has 71% deprived groups F, G, H and I. It does however have 21% of the comparatively affluent younger family group B.

The two inland rural parishes are dominated by the rural K category – Blackawton and Dittisham. All the rest, nearer the coast are fairly evenly split between rural group K and elderly well off group J.

Area	Percentage of Households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Dartmouth & Kingswear ward	1.4	1.9	7.1	6.2	-	-	0.0	0.0	2.3	62.9	18.2	3,244
Dartmouth Townstal ward	0.8	21.3	4.8	1.2	-	10.8	10.9	42.7	6.2	0.1	1.3	1,001
<b>Dartmouth Town</b>	<b>0.6</b>	<b>8.1</b>	<b>5.6</b>	<b>6.1</b>	-	<b>3.2</b>	<b>3.2</b>	<b>12.6</b>	<b>3.9</b>	<b>50.2</b>	<b>6.5</b>	<b>3,400</b>
Blackawton parish	1.4	0.7	3.6	2.5	-	-	0.7	1.4	-	8.5	81.1	281
Dittisham parish	1.4	-	-	-	-	-	-	-	-	12.5	86.1	287
Kingswear parish	3.7	-	10.4	0.8	-	-	-	0.1	0.1	39.8	45.0	846
Stoke Fleming parish	0.5	1.2	3.2	0.2	-	-	-	-	1.1	47.3	46.3	562
Strete parish	0.3	-	1.0	-	-	-	-	-	0.3	48.7	49.7	304
<b>Rural Parishes</b>	<b>1.9</b>	<b>0.4</b>	<b>5.2</b>	<b>0.7</b>	-	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>	<b>0.4</b>	<b>35.6</b>	<b>55.6</b>	<b>2,280</b>
<b>Devon Town area</b>	<b>1.1</b>	<b>5.0</b>	<b>5.5</b>	<b>3.9</b>	-	<b>1.9</b>	<b>2.0</b>	<b>7.6</b>	<b>2.5</b>	<b>44.3</b>	<b>26.2</b>	<b>5,680</b>
Total households	64	284	310	222	0	108	112	432	142	2,517	1,488	5,680

Source: Mosaic data 2009 - © 2009 Experian Ltd

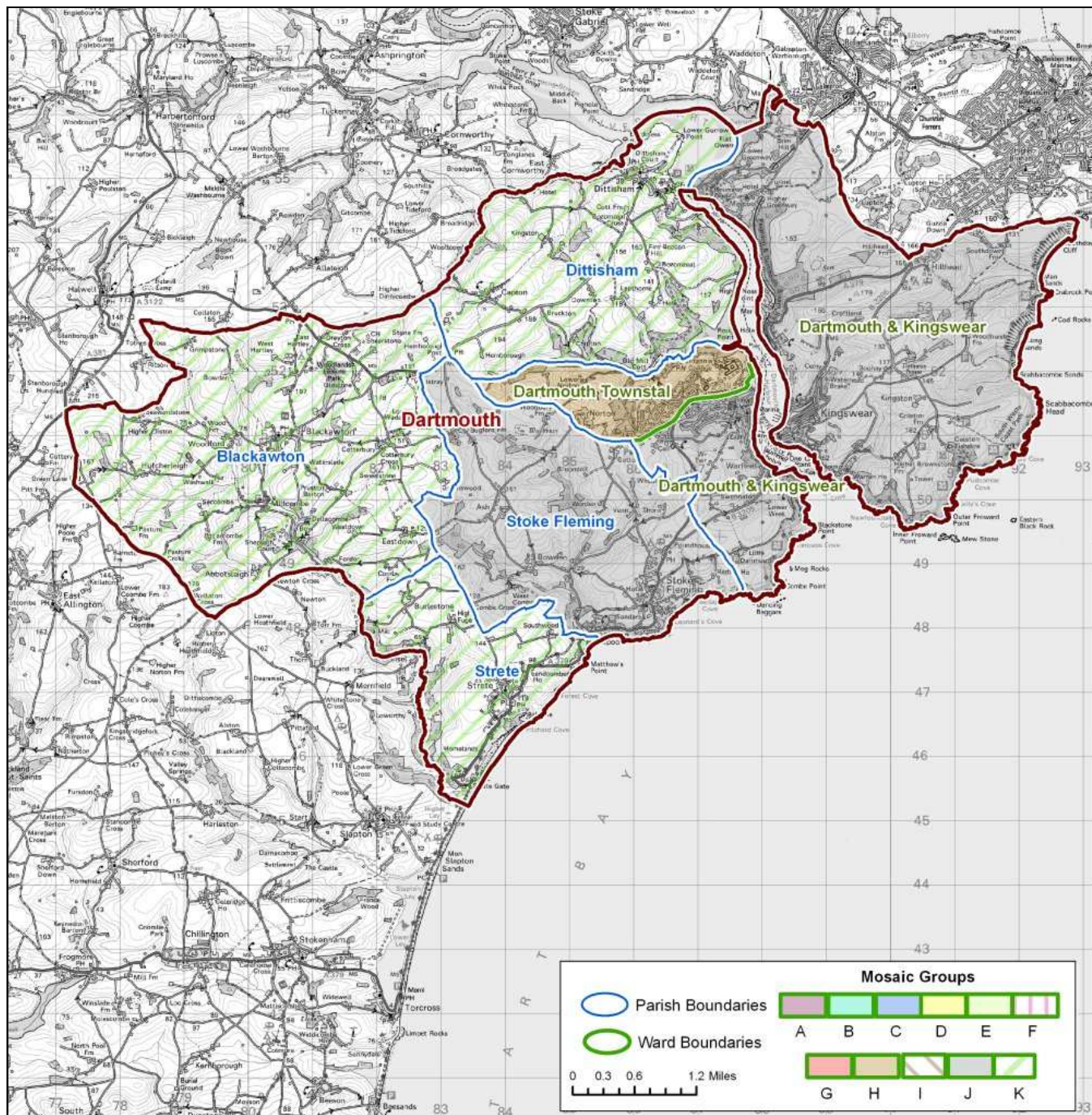
Note: Red = Dominant Mosaic Group Blue = Significant Mosaic Group >20%

## Main Mosaic Groups

### Key Features

Dittisham, Blackawton and Strete comprise mostly rural group K whereas Dartmouth & Kingswear and Stoke Fleming comprise mostly well off elderly group J and Dartmouth Townstal consists mostly of upwardly mobile families group H.

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.

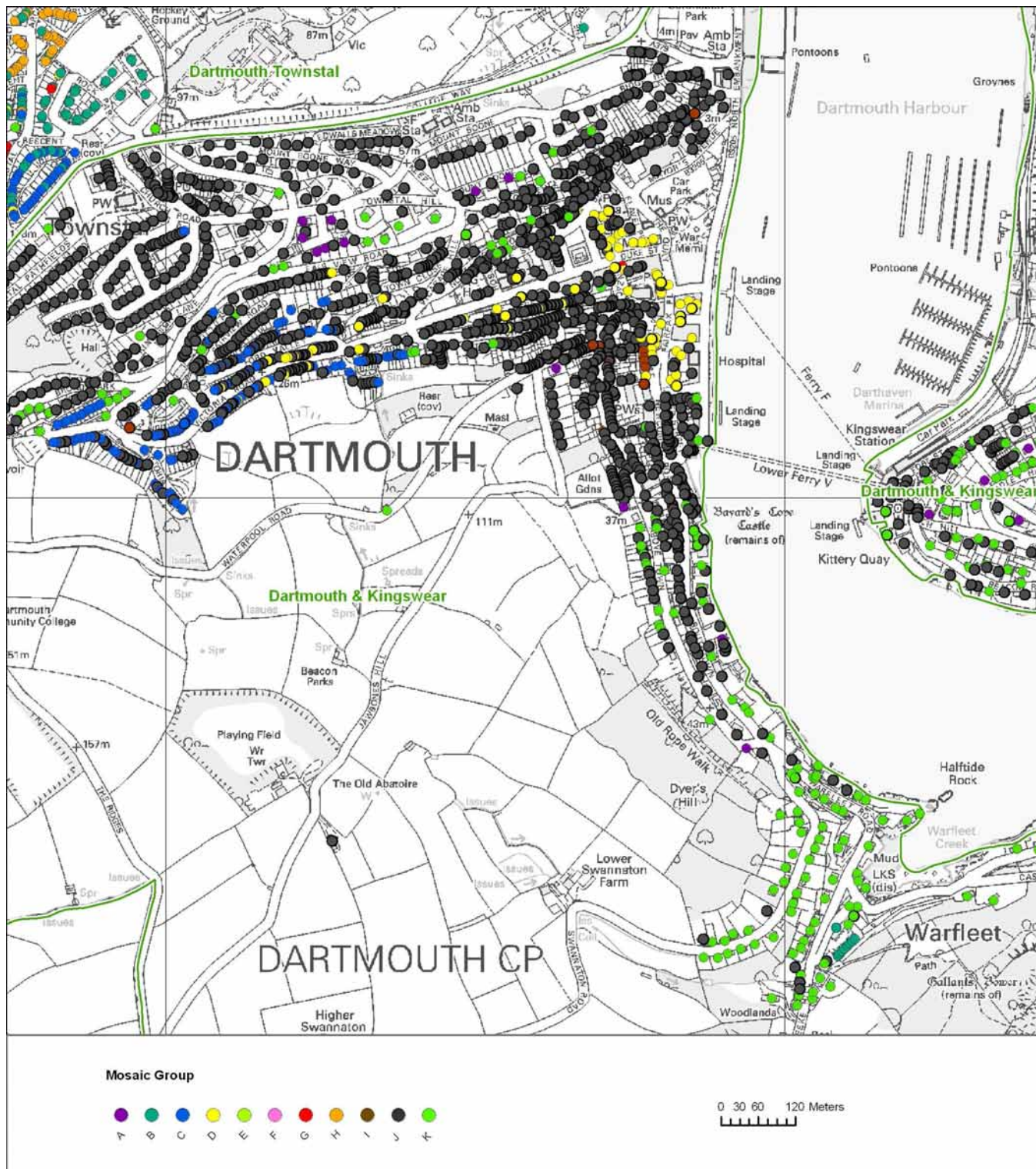


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Dartmouth town centre

**Key Features**

Elderly well off group J dominates most of the town and up the hill towards Townstal. In the town centre is an area of close knit community group D with a small amount of the lower income elderly group I. There are some older family group C to the west and rural group K to the south.

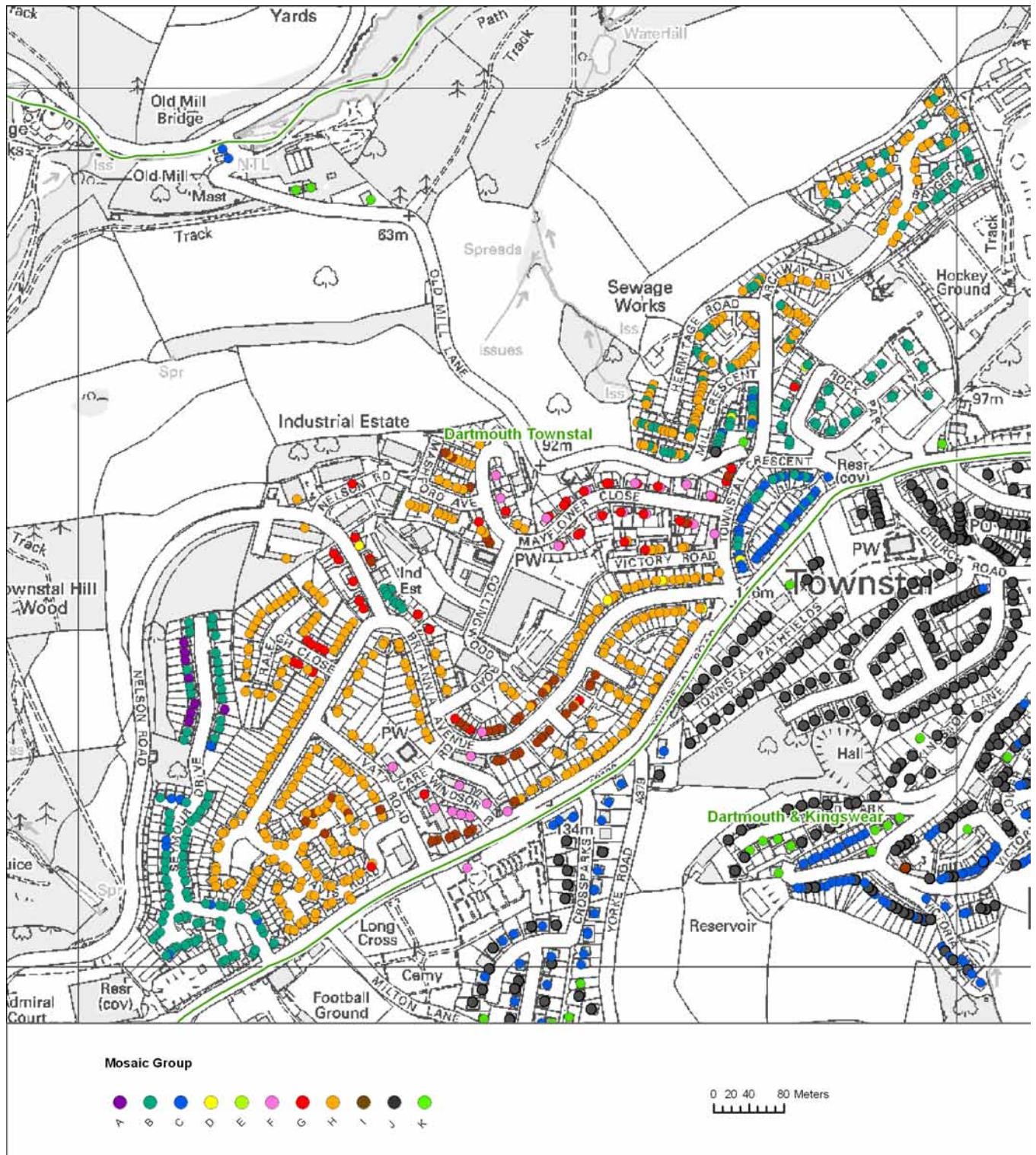


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**Dartmouth Townstal**

**Key Features**

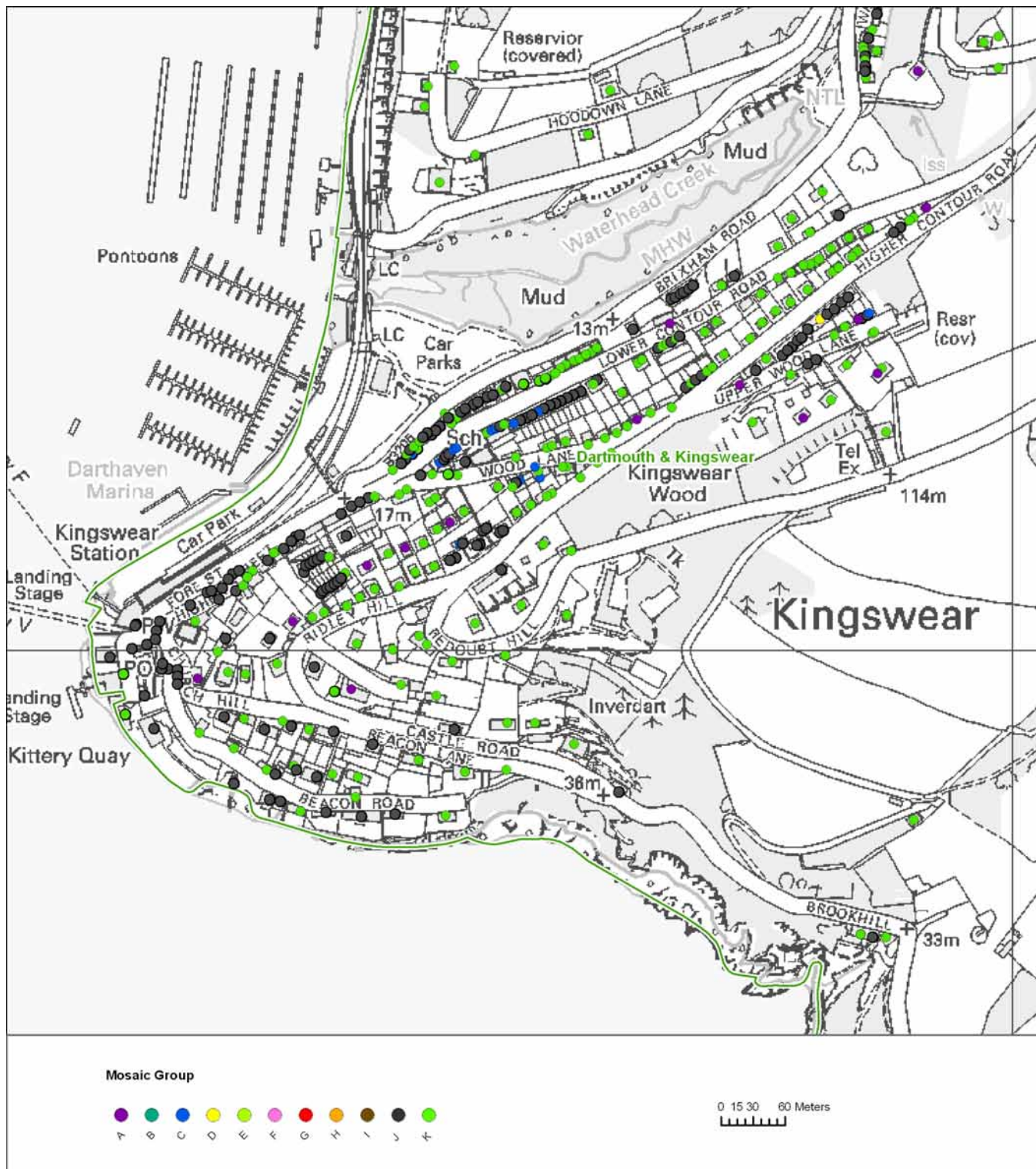
The Townstal section of Dartmouth holds most of the area's deprived mosaic groups – the main one being upwardly mobile families group H but there are also some welfare claiming group F, some low income families group G and some low income elderly group I. On the periphery of this central area are clusters of the more affluent groups A, B and C.



**Kingswear**

**Key Features**

Kingswear comprises mostly groups J and K with group K being more prominent around the northern part of the map and group J in the central/southern areas.

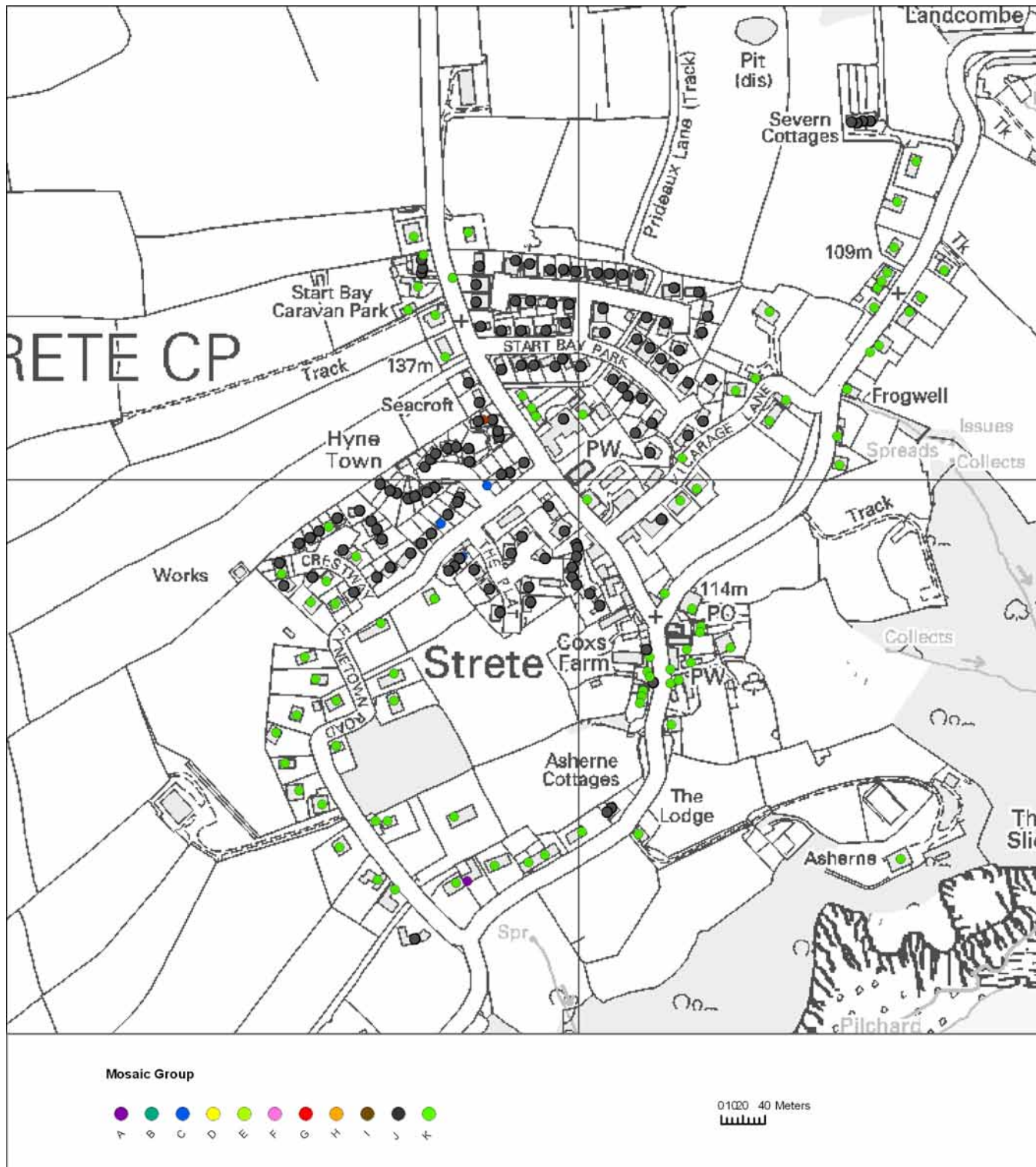


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Strete

**Key Features**

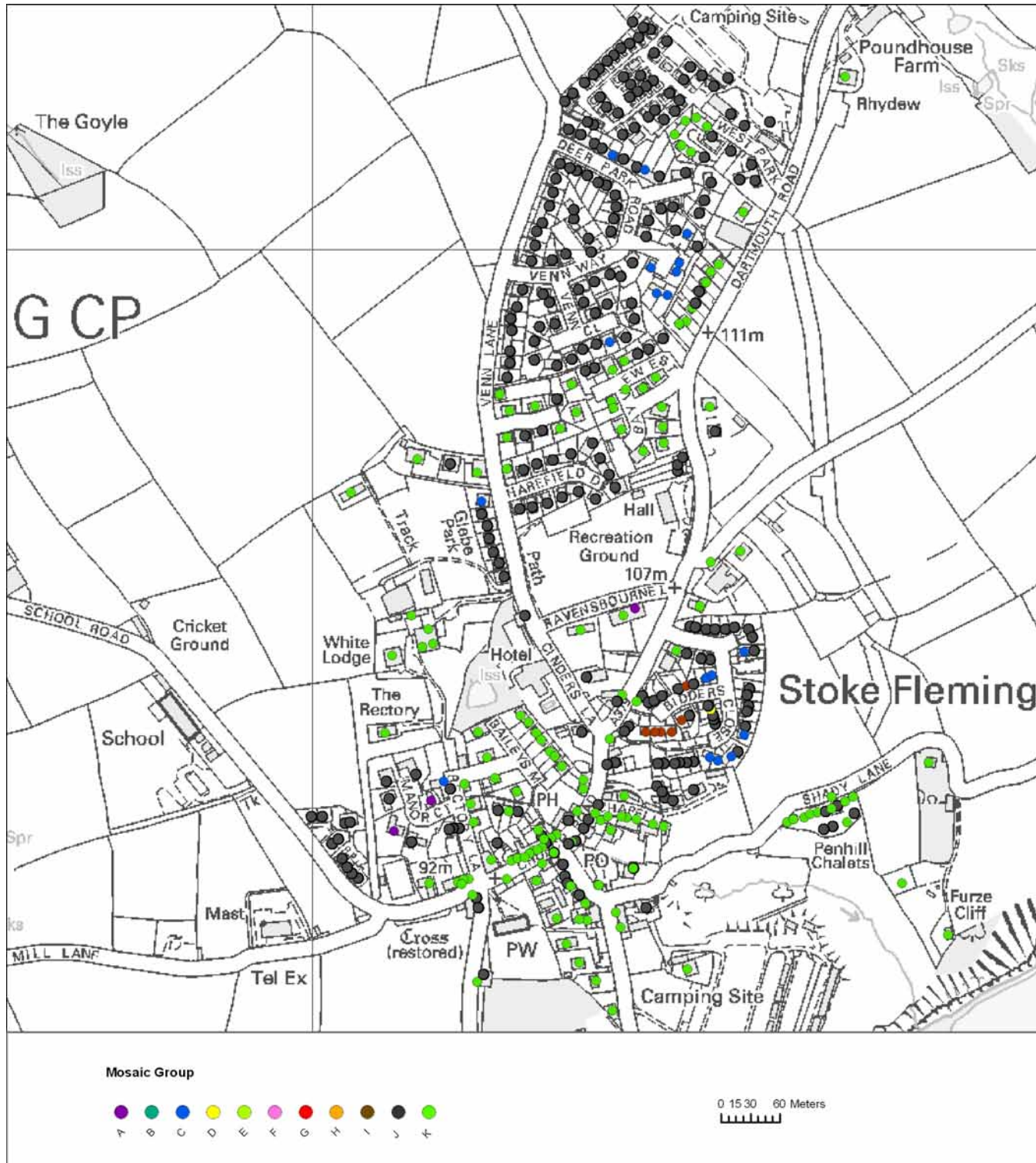
Most of Strete is either well off elderly group J or rural group K. The rural households tend to follow the main road to the south whilst the well off elderly are to north near to the church.



### Stoke Fleming

**Key Features**

Stoke Fleming is mostly either rural group K or well off elderly group J. The newer housing to the north is mostly the well off elderly. There are also isolated older families group C and a very small group of low income elderly group I towards the south.



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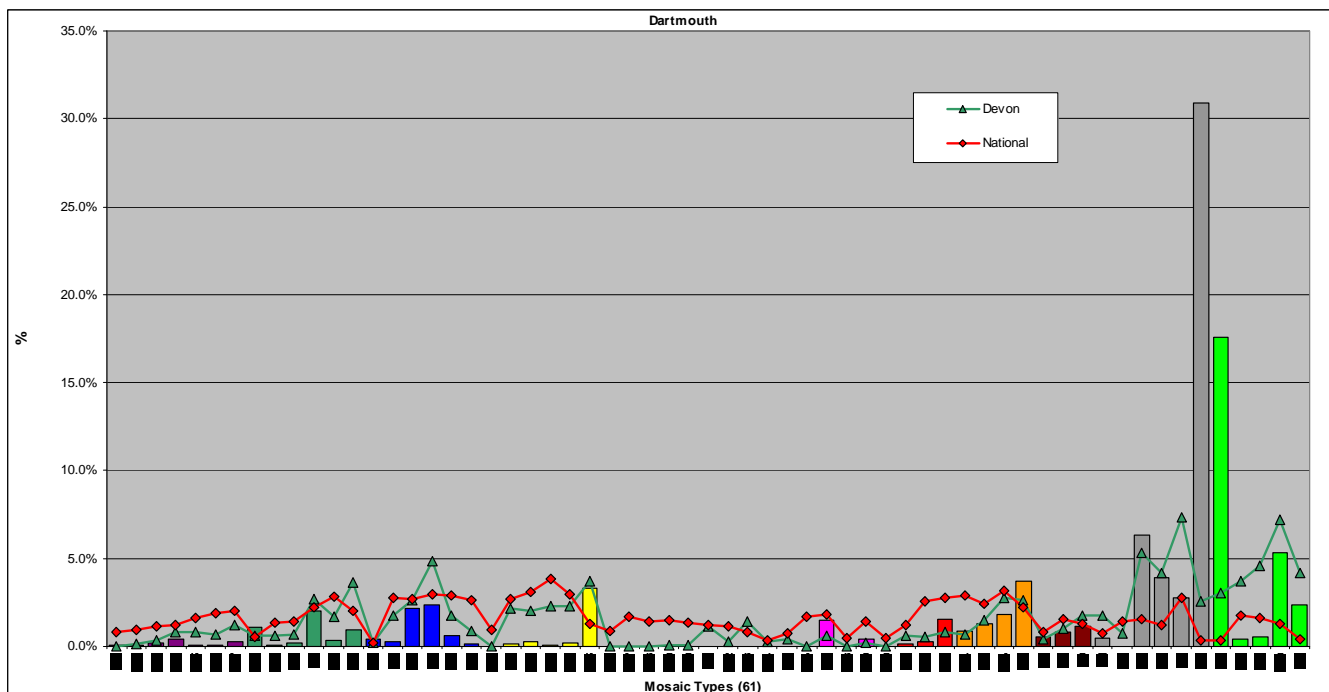
## Analysis by mosaic type

### Main mosaic types in the Dartmouth Devon Town area.

#### Key Features

In this more detailed breakdown of the lifestyles it shows that the largest type in the area is J56 with 31% of households in this type followed at some distance by K57 (18%). There are two other types that have more than 5% - J53 and K60. Apart from K60, all the types mentioned are above the Devon figure and there are six further types that are above the Devon figure to a lesser extent.

The following graph categorise Dartmouth 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 Dartmouth.



Source: Mosaic data 2009 - © 2009 Experian Ltd

The following table shows the comparative proportions of mosaic types in Dartmouth; these are illustrated in the above graph.

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

Mosaic Types	Percentage of Households		
	Dartmouth	Devon	National
A01	0.0	0.0	0.8
A02	0.0	0.1	0.9
A03	0.2	0.3	1.2
A04	0.4	0.8	1.2
A05	0.1	0.8	1.6
A06	0.1	0.7	1.9
A07	0.2	1.2	2.0
B08	1.1	0.6	0.5
B09	0.0	0.6	1.4
B10	0.2	0.7	1.4
B11	2.0	2.7	2.3
B12	0.3	1.7	2.8
B13	0.9	3.6	2.0
B14	0.4	0.2	0.2
C15	0.2	1.7	2.8
C16	2.2	2.6	2.7
C17	2.3	4.9	3.0
C18	0.6	1.7	2.9
C19	0.1	0.9	2.6
C20	-	0.0	1.0
D21	0.1	2.2	2.7
D22	0.3	2.0	3.1
D23	0.1	2.3	3.8
D24	0.2	2.3	3.0
D25	3.3	3.7	1.3
D26	-	0.0	0.9
D27	-	0.0	1.7
E28	-	0.0	1.4
E29	-	0.1	1.5
E30	-	0.1	1.4
E31	-	1.2	1.2
E32	-	0.3	1.2
E33	-	1.4	0.8
E34	-	0.3	0.3
F35	-	0.4	0.8
F36	-	0.0	1.7
F37	1.5	0.6	1.8
F38	-	0.0	0.5
F39	0.4	0.2	1.4
F40	-	0.0	0.4
G41	0.2	0.6	1.2
G42	0.3	0.5	2.6
G43	1.5	0.8	2.7
H44	0.9	0.7	2.9
H45	1.3	1.5	2.4
H46	1.8	2.8	3.2

H47	3.7	2.6	2.2
I48	0.5	0.4	0.8
I49	0.8	1.0	1.6
I50	1.2	1.7	1.3
J51	0.5	1.8	0.8
J52	-	0.7	1.4
J53	6.3	5.3	1.5
J54	3.9	4.2	1.2
J55	2.7	7.3	2.8
J56	30.9	2.5	0.3
K57	17.6	3.0	0.3
K58	0.4	3.7	1.8
K59	0.6	4.6	1.6
K60	5.3	7.2	1.3
K61	2.3	4.1	0.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Key features of the more prominent / over represented Mosaic Types are shown in Appendix 2.

## Main mosaic types

### Key Features

J56 features highly in both Dartmouth & Kingswear ward and in the rural parishes – these are older couples often working in the tourism industry. K57 also features highly in the area – many of which are urban people living in rural places and making a living from agro-tourism businesses. In Dartmouth Townstal H47 accounts for 20% of households and this type can be prone to anti social behavioural problems. H46 also features highly in this ward and this type has a high fear of crime.

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 Dartmouth or the rural parishes as a whole.

Area	1 <sup>st</sup>			2 <sup>nd</sup>			3 <sup>rd</sup>		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Dartmouth & Kingswear ward	J56	1,531	47.2	K57	495	15.3	D25	181	5.6
Dartmouth Townstal ward	H47	208	20.8	H46	101	10.1	B11	95	9.5
<b>Dartmouth parish</b>	<b>J56</b>	<b>1,260</b>	<b>37.1</b>	<b>H47</b>	<b>208</b>	<b>6.1</b>	<b>K57</b>	<b>201</b>	<b>5.9</b>

Area	1 <sup>st</sup>			2 <sup>nd</sup>			3 <sup>rd</sup>		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Blackawton parish	K61	132	47.0	K60	96	34.2	J56	16	5.7
Dittisham parish	K57	187	65.2	K60	60	20.9	J56	35	12.2
Kingswear parish	K57	293	34.6	J56	271	32.0	K60	73	8.6
Stoke Fleming parish	K57	170	30.2	J56	126	22.4	J53	88	15.7
Strete parish	K57	148	48.7	J53	86	28.3	J56	47	15.5
<b>Rural Parishes</b>	<b>K57</b>	<b>798</b>	<b>35.0</b>	<b>J56</b>	<b>495</b>	<b>21.7</b>	<b>K60</b>	<b>301</b>	<b>13.2</b>

Area	1 <sup>st</sup>			2 <sup>nd</sup>			3 <sup>rd</sup>		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
<b>Devon Town area</b>	<b>J56</b>	<b>1,755</b>	<b>30.9</b>	<b>K57</b>	<b>999</b>	<b>17.6</b>	<b>J53</b>	<b>358</b>	<b>6.3</b>

Source: Mosaic data 2009 - © 2009 Experian Ltd