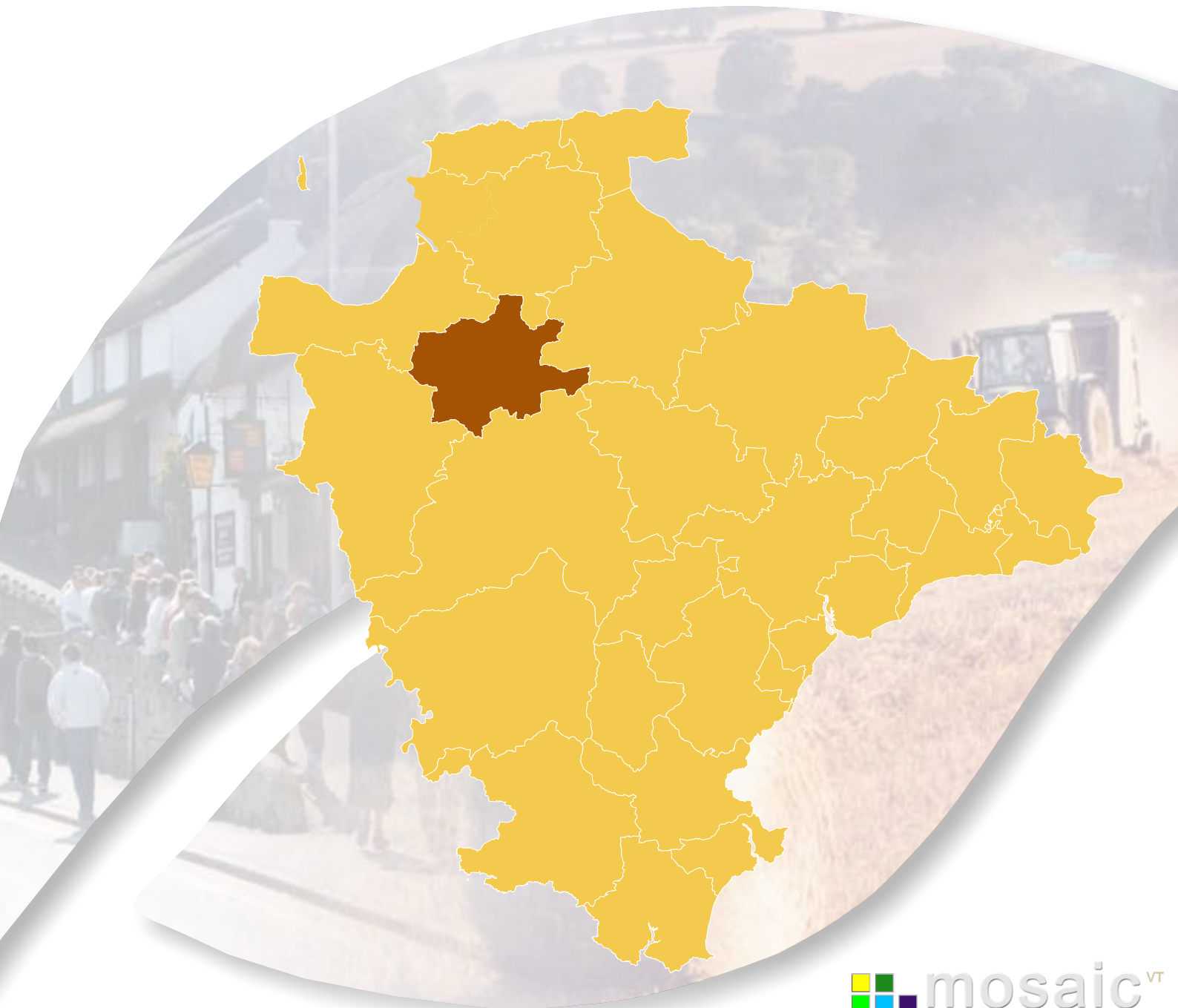


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## Contents

Introduction .....	3
Identifying Devon Towns .....	4
Area definition .....	5
Background.....	6
Summary.....	7
Analysis by mosaic group .....	9
Main mosaic groups in the Great Torrington Devon Town area. ....	9
Mosaic groupings by parish.....	10
Main Mosaic Groups.....	11
Great Torrington .....	12
Analysis by mosaic type .....	13
Main mosaic types in the Great Torrington Devon Town area. ....	13
Main mosaic types .....	15

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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.

## Great Torrington

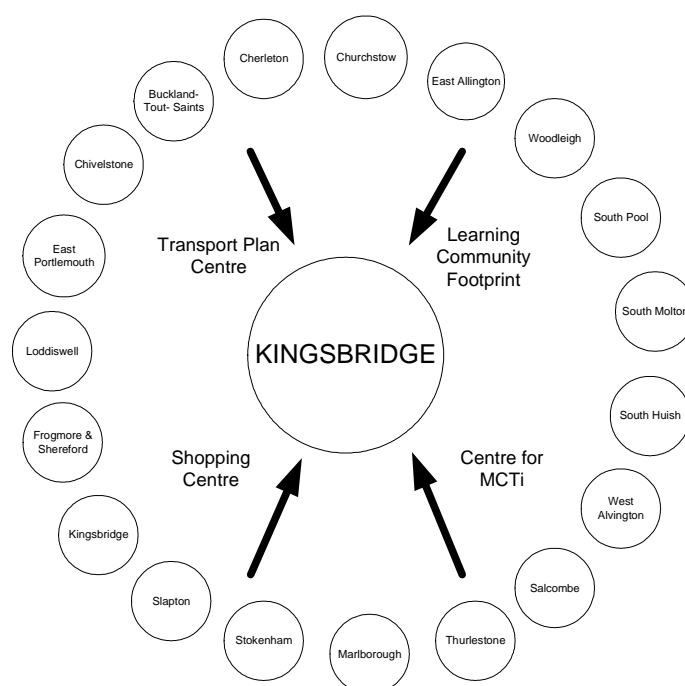
Just under 50% of households come into the mosaic 'rural isolation' category, but significantly 20% are in group D – late 19<sup>th</sup> century housing, built to be near local services and employment - victorian terraces.

## 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.

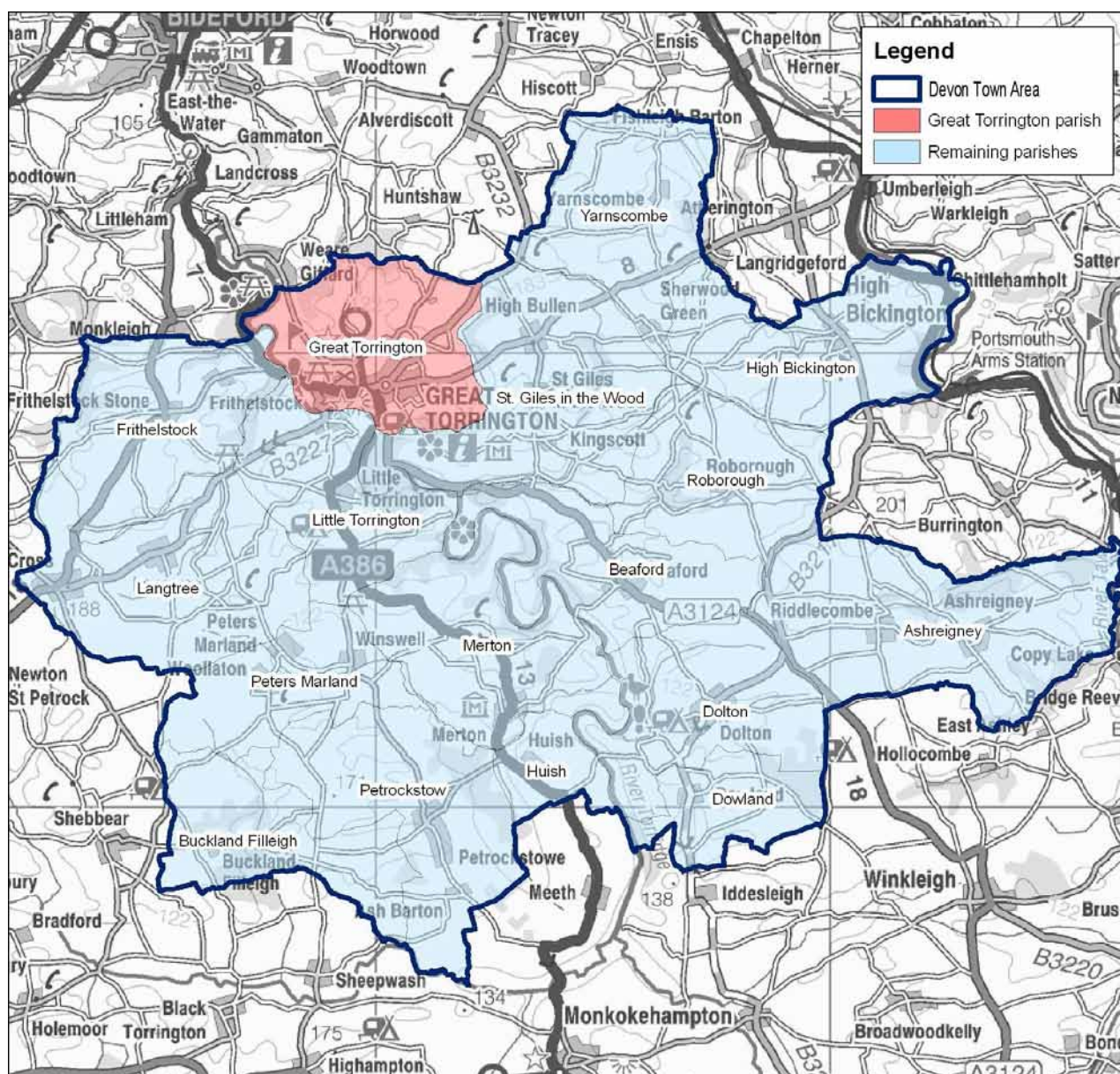


Exeter also provides a similar or related "market town" function as well as being a sub regional centre with a larger sphere of influence.

## Area definition

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

Ashreigney	Beaford	Buckland Filleigh	Dolton	Dowland
Frithelstock	Great Torrington	High Bickington	Huish	Langtree
Little Torrington	Merton	Peters Marland	Petrockstow	Roborough
St Giles in the Wood		Yarnscombe		



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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 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

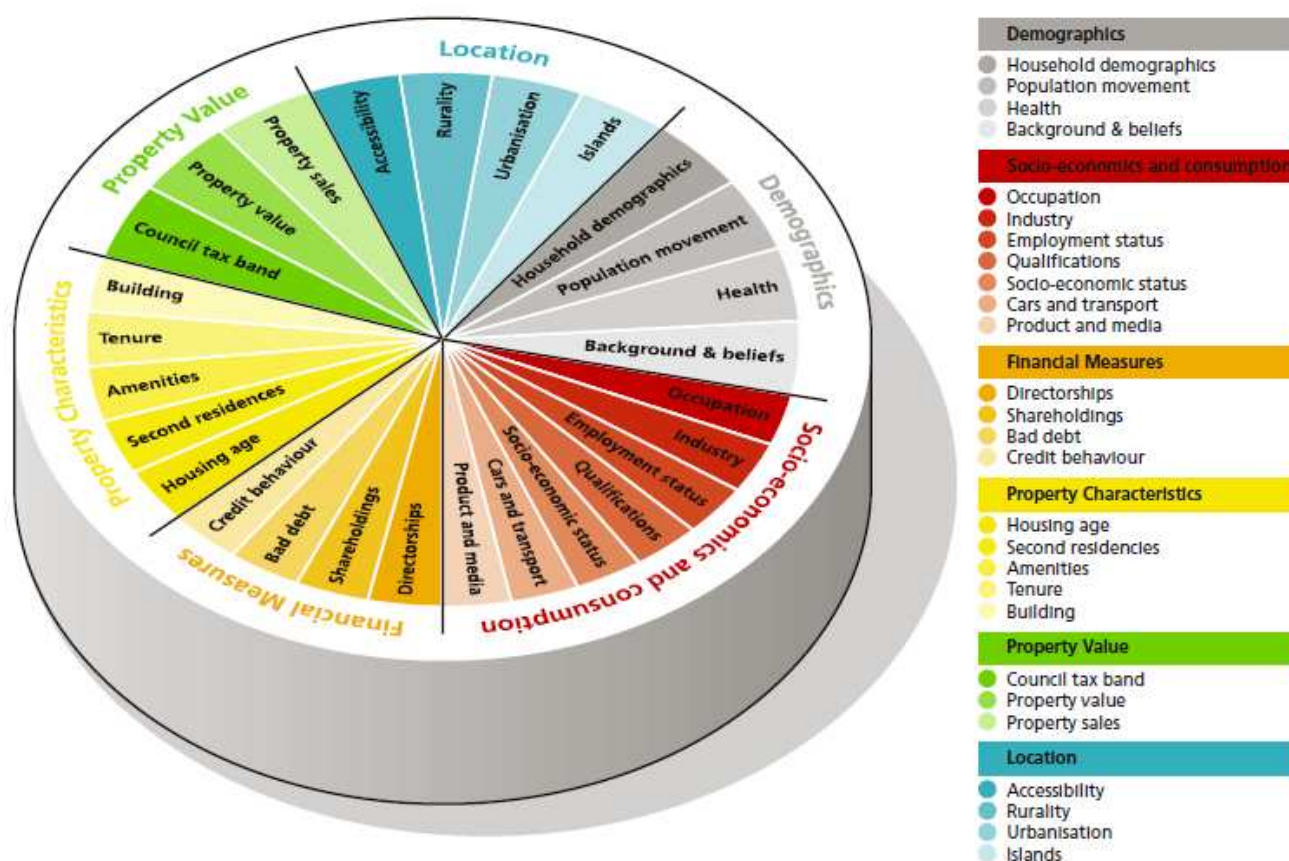
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is 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

Great Torrington comprises the main town and a surrounding hinterland of 16 parishes: Ashreigney, Beaford, Buckland Filleigh, Dolton, Dowland, Frithelstock, High Bickington, Huish, Langtree, Little Torrington, Merton, Peters Marland, Petrockstow, Roborough, St Giles in the Wood and Yarnscombe.

Great Torrington is a small market town. Torrington has long been a factory town. In the nineteenth century it was a centre of the glove making industry. The Major employer today is Dartington Crystal.

As a whole Great Torrington, with its large catchment area, has a much higher proportion of rural group K in comparison to the area covered by Devon County Council and this accounts for 49% of all households.

All the rural parishes consist mostly of group K but it should be noted that there is a high proportion of group D in Little Torrington parish, and a high proportion of group J in Dolton parish.

In the more affluent groups A, B & C Great Torrington totals about 11% of households which is lower than the equivalent Devon and national figures. Similarly the more deprived groups (F, G, H & I) are under represented with about 10% in total.

---

### **Group A - Career professionals living in sought after locations**

*Group A* - contains people whose lives are 'successful' by whatever yardsticks society commonly uses to measure success. These are people who have rewarding careers rather than jobs, who live in sought after locations, who drive the more modern and expensive cars and who indulge in the most exotic leisure pursuits. Most, though not all, appear to enjoy stable household arrangements.

### **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 E - Educated, young, single people living in areas of transient populations**

*Group E* - mostly contains young and well educated people who are open to new ideas and influences. Young and single, and few encumbered with children, these people tend to be avid explorers of new ideas and fashions, cosmopolitan in their tastes and liberal in their social attitudes. Whilst eager consumers of the media and with a sophisticated understanding of brand values, they like to be treated as individuals, and value authenticity over veneer.

### **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

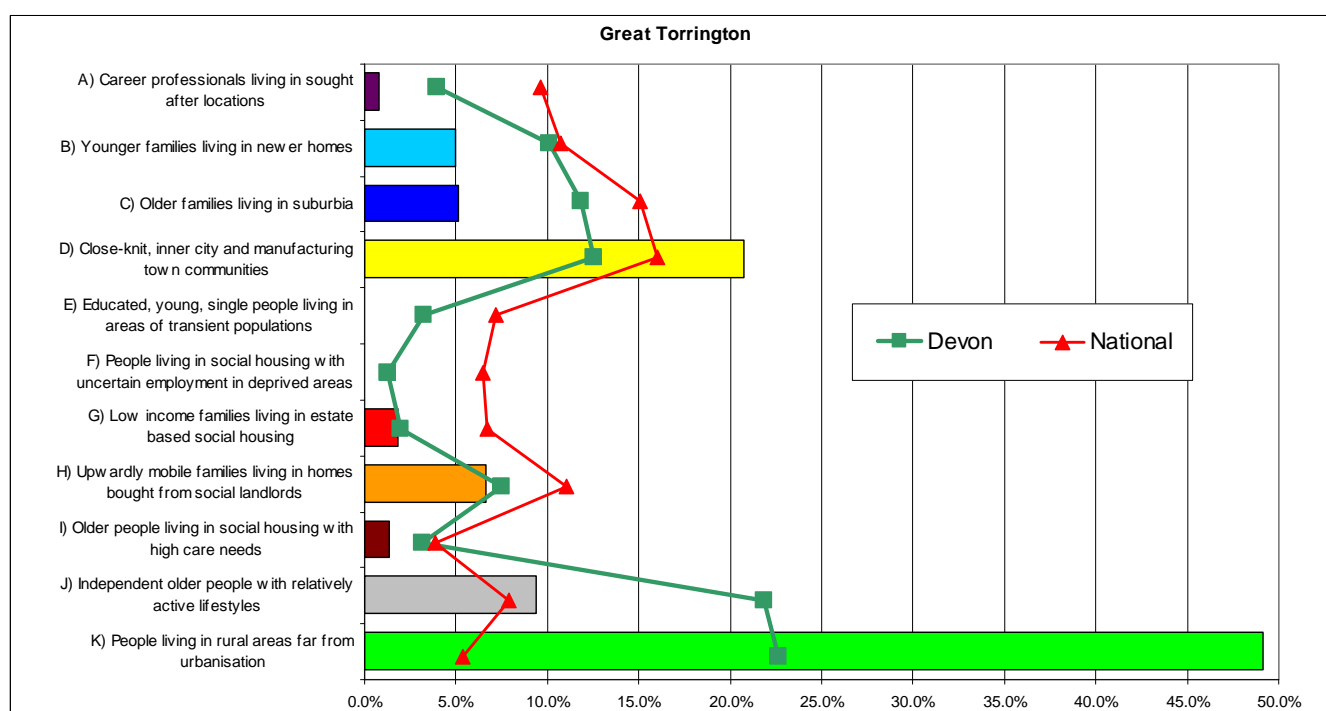
The National figures compared with Devon are generally higher in all groups because of the over representation of groups J and K in Devon.

This chart shows that rural group K with approximately 49% is the highest group, followed at distance by close knit community group D - both groups are over-represented when compared to Devon.

Whilst groups E and F do not feature at all, groups B, C, H and I are present and though small in proportion may still have enough representation to mean that these lifestyle types could be clustered in specific places. This will be looked at later on in this document.

### Main mosaic groups in the Great Torrington Devon Town area.

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



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

Mosaic Group	Percentage of Households		
	Great Torrington	Devon	National
A	0.8	4.0	9.6
B	5.0	10.1	10.8
C	5.1	11.8	15.1
D	20.8	12.6	16.0
E	0.0	3.3	7.2
F	0.0	1.3	6.4
G	1.8	1.9	6.7
H	6.6	7.5	11.0
I	1.3	3.1	3.9
J	9.4	21.8	7.9
K	49.1	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

## Mosaic groupings by parish

## Key Features

Great Torrington Devon Town only young professional singles group E is not present at all (though there are only two households in benefit claiming group F).

Great Torrington parish has the most diverse mix of groups the most common being close knit community group D (42% of households). It has very little representation of the more affluent groups A and B and has a 21% proportion of the more deprived F, G, H and I. It is also by far the largest parish with 2,388 households (compared with the next greatest parish of Dolton with 408).

Of the remaining 16 parishes all have a majority of rural group K with 11 of them having greater than 90% in this group. Exceptions with less than 90% group K include Dolton with 23% elderly well off group J and Little Torrington has 35% close knit community group D.

Area	Percentage of Households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
<b>Great Torrington parish</b>	<b>0.1</b>	<b>9.3</b>	<b>5.1</b>	<b>42.0</b>	-	<b>0.1</b>	<b>3.9</b>	<b>14.2</b>	<b>2.8</b>	<b>14.0</b>	<b>8.4</b>	<b>2,388</b>
Ashreigney parish	-	-	-	-	-	-	-	0.4	1.3	3.1	95.2	229
Beaford parish	-	-	1.0	-	-	-	-	-	-	8.0	91.0	201
Buckland Filleigh parish	-	-	-	-	-	-	-	-	-	-	100.0	58
Dolton parish	-	1.5	19.1	1.0	-	-	-	-	-	22.5	55.9	408
Dowland parish	-	-	-	-	-	-	-	-	-	-	100.0	39
Frithelstock parish	-	-	-	-	-	-	-	-	-	0.7	99.3	147
High Bickington parish	10.8	8.0	3.6	1.9	-	-	-	0.6	-	6.1	69.1	362
Huish parish	-	-	-	-	-	-	-	-	-	-	100.0	15
Langtree parish	-	1.8	10.4	3.6	-	-	-	-	-	0.3	84.0	337
Little Torrington parish	-	-	2.2	35.1	-	-	-	3.2	-	5.9	53.5	185
Merton parish	-	-	0.7	0.7	-	-	-	-	-	-	98.6	142
Peters Marland parish	-	-	-	-	-	-	-	-	-	-	100.0	92
Petrockstow parish	-	-	0.6	0.6	-	-	-	0.6	-	2.2	96.1	180
Roborough parish	-	-	-	-	-	-	-	-	-	-	100.0	106
St. Giles in the Wood parish	0.8	-	3.4	-	-	-	-	-	-	0.4	95.4	262
Yarnscombe parish	-	-	3.8	-	-	-	-	-	-	3.1	93.1	130
<b>Rural Parishes</b>	<b>1.4</b>	<b>1.4</b>	<b>5.1</b>	<b>3.1</b>	-	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.1</b>	<b>5.5</b>	<b>83.0</b>	<b>2,893</b>
<b>Devon Town area</b>	<b>0.8</b>	<b>5.0</b>	<b>5.1</b>	<b>20.7</b>	-	<b>0.0</b>	<b>1.8</b>	<b>6.6</b>	<b>1.3</b>	<b>9.4</b>	<b>49.3</b>	<b>5,281</b>
Total Households	43	263	270	1,093	0	2	94	350	70	494	2,602	5,281

Source: Mosaic data 2009 - © 2009 Experian Ltd

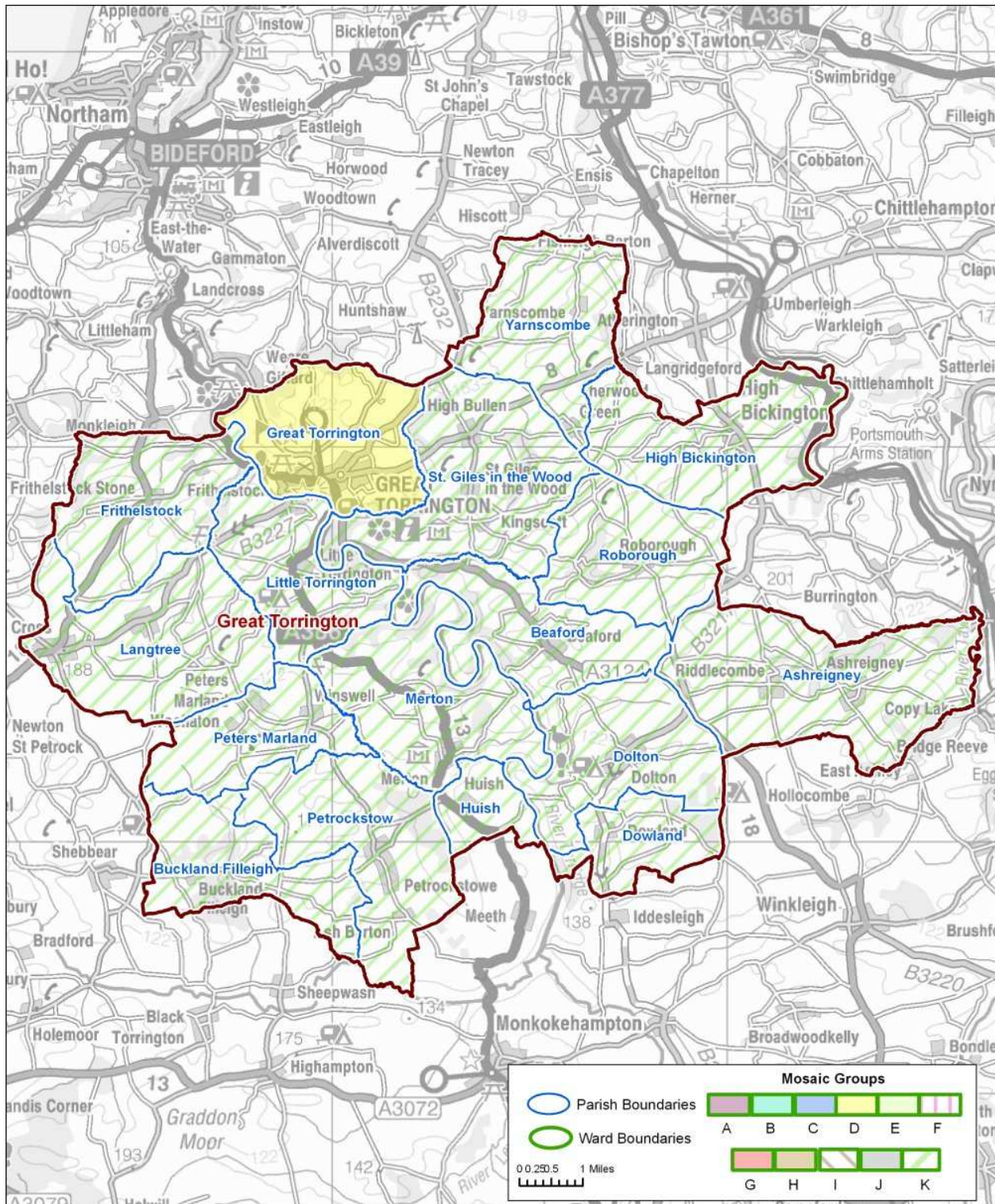
Note: Red = Predominant Mosaic Group      Blue = Significant Mosaic Group >20%

## Main Mosaic Groups

### Key Features

Apart from Great Torrington itself all the parishes are predominantly rural group K; Great Torrington is close knit community group D.

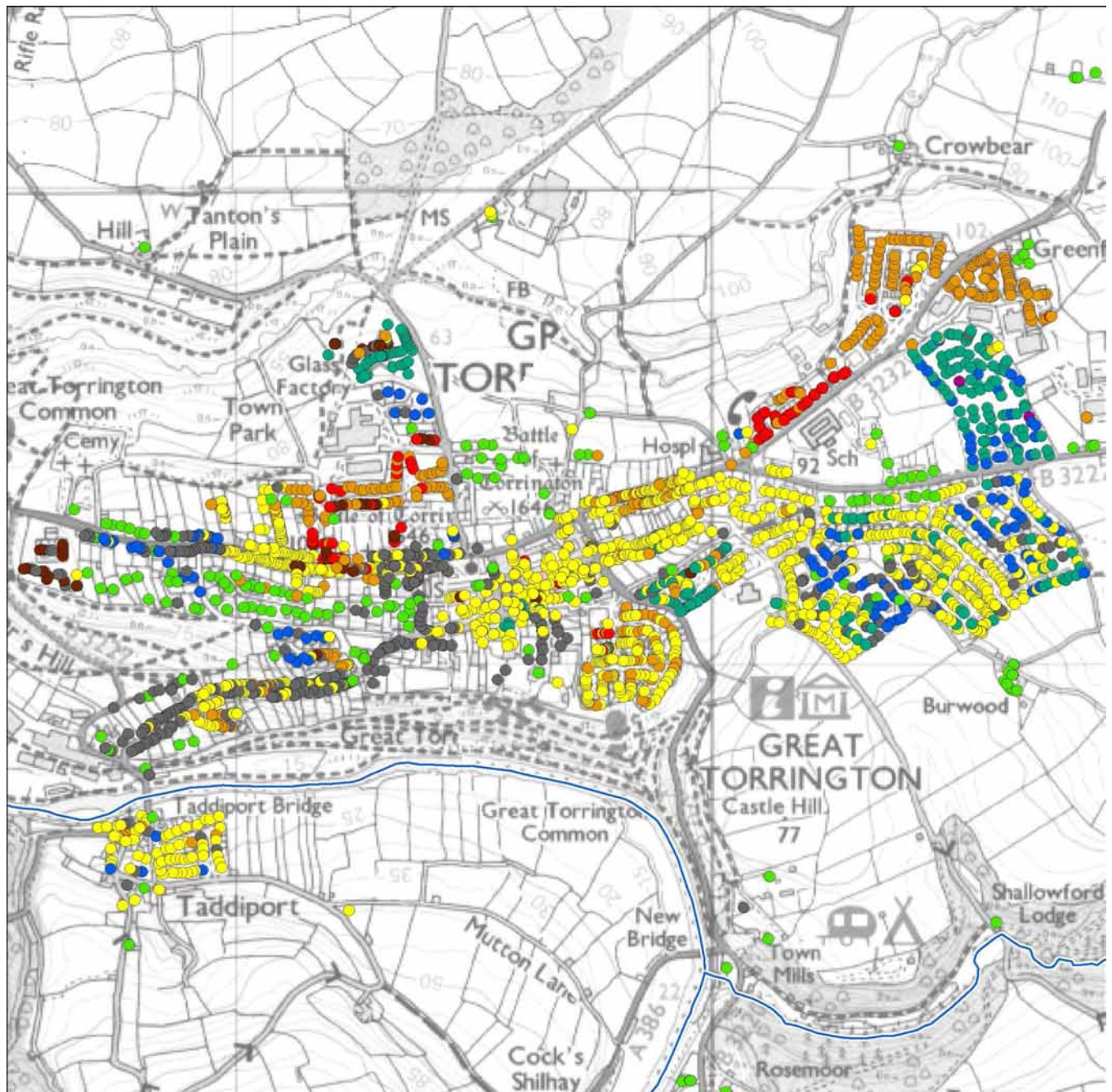
It should be noted however that other Mosaic Groups could be present to a lesser degree; these other groups are shown later in this report in various maps, tables and graphs.



## Great Torrington

## Key Features

The central band of Great Torrington running from west to east comprises mostly close knit community group D and upwardly mobile H, although there is a pocket of well off elderly group J to the south west of the centre. The younger family group B is found in the far east (along with older family group C). Slightly to the north of that area is another area of group H with a section of low income family group G. At the western end of the town is another section of groups H and G near the glass factory - this area also has a smattering of the low income elderly group I.



## Mosaic Group



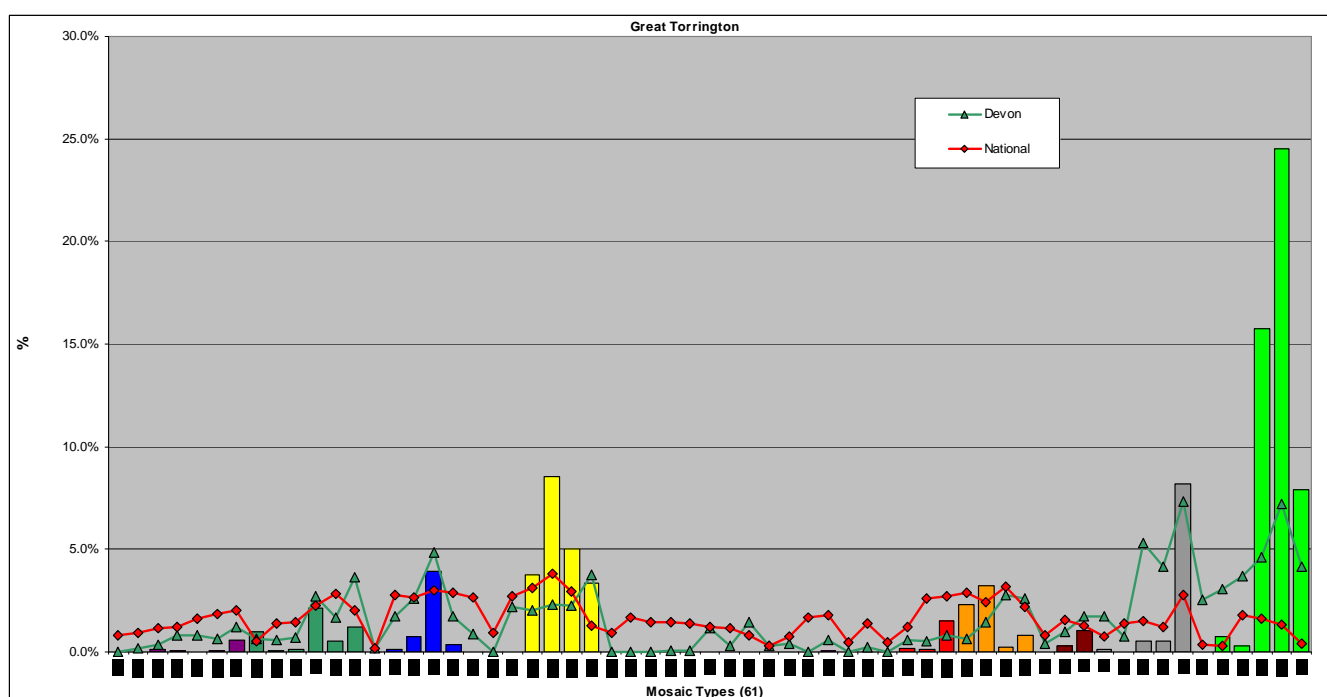
## Analysis by mosaic type

### Main mosaic types in the Great Torrington Devon Town area.

#### Key Features

Type K60 (24% of households) is the most common type followed by K59 (16%). These types along with four others (J55, K61, D22 and D23) are all present at 5% or above. All these types are over-represented when compared to Devon plus another five types to a lesser extent.

The following chart and table categorise Great Torrington households into mosaic types. They are then compared to the National and Devon Mosaic profiles in order to show similarity or difference. Clearly some Mosaic Types do not appear in Great Torrington.



Source: Mosaic data 2009 - © 2009 Experian Ltd

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

Mosaic Types	Percentage of Households		
	Great Torrington	Devon	National
A01	0.00	0.01	0.78
A02	0.00	0.15	0.93
A03	0.13	0.34	1.15
A04	0.06	0.78	1.24
A05	0.02	0.81	1.63
A06	0.04	0.66	1.87
A07	0.57	1.21	2.04
B08	1.01	0.62	0.53
B09	0.04	0.59	1.36
B10	0.09	0.68	1.44
B11	2.17	2.69	2.25

B12	0.49	1.66	2.82
B13	1.20	3.64	2.03
B14	0.00	0.18	0.18
C15	0.09	1.72	2.77
C16	0.78	2.61	2.66
C17	3.91	4.86	2.99
C18	0.34	1.74	2.90
C19	0.00	0.88	2.63
C20	0.00	0.00	0.95
D21	0.02	2.17	2.71
D22	3.76	2.05	3.12
D23	8.58	2.31	3.82
D24	5.01	2.28	2.97
D25	3.38	3.73	1.29
D26	0.00	0.00	0.90
D27	0.00	0.02	1.67
E28	0.00	0.02	1.42
E29	0.00	0.06	1.47
E30	0.00	0.06	1.37
E31	0.00	1.17	1.20
E32	0.00	0.28	1.15
E33	0.00	1.42	0.83
E34	0.00	0.26	0.31
F35	0.00	0.40	0.76
F36	0.00	0.01	1.66
F37	0.04	0.60	1.81
F38	0.00	0.02	0.47
F39	0.00	0.23	1.39
F40	0.00	0.00	0.44
G41	0.17	0.59	1.20
G42	0.13	0.52	2.59
G43	1.48	0.83	2.73
H44	2.32	0.66	2.88
H45	3.27	1.46	2.43
H46	0.23	2.76	3.19
H47	0.84	2.61	2.22
I48	0.00	0.42	0.80
I49	0.28	1.00	1.57
I50	1.04	1.73	1.29
J51	0.13	1.76	0.76
J52	0.00	0.72	1.40
J53	0.49	5.33	1.52
J54	0.53	4.17	1.23
J55	8.22	7.31	2.79
J56	0.00	2.53	0.33
K57	0.78	3.04	0.31
K58	0.28	3.70	1.76
K59	15.82	4.59	1.60
K60	24.41	7.19	1.30
K61	7.83	4.15	0.40

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

Great Torrington parish differs greatly from the rural hinterland. The hinterland is dominated by three different rural types whilst Great Torrington itself has D23, J55 and D24 which together make up 43% of households.

In the rural hinterland 45% of households are within K60 followed by K59 (22%) and K61 (14%). All 16 parishes have one of these types as their largest type and 11 of them have over 90% of households in these types. Dolton has a notable proportion of J55 (21%) and C17 (18%) & Little Torrington has a high proportion (28%) of type D22.

The tables below drill down into each parish within the Devon Town area in order to reveal the three most prominent Mosaic Types in each parish. 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 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	%
<b>Great Torrington parish</b>	<b>D23</b>	<b>441</b>	<b>18.5</b>	<b>J55</b>	<b>326</b>	<b>13.7</b>	<b>D24</b>	<b>259</b>	<b>10.8</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	%
Ashreigney	K61	124	54.1	K60	94	41.0	I50	3	1.3
Beaford	K59	114	56.7	K60	38	18.9	K57	24	11.9
Buckland Filleigh	K61	58	100.0	-	-	-	-	-	-
Dolton	K59	138	33.8	J55	85	20.8	C17	74	18.1
Dowland	K61	37	94.9	K60	2	5.1	-	-	-
Frithelstock	K60	146	99.3	J53	1	0.7	-	-	-
High Bickington	K60	161	44.5	K59	87	24.0	A07	28	7.7
Huish	K60	9	60.0	K59	6	40.0	-	-	-
Langtree	K60	145	43.0	K59	133	39.5	C17	35	10.4
Little Torrington	K60	96	51.9	D22	52	28.1	D23	9	4.9
Merton	K59	99	69.7	K60	41	28.9	C17	1	0.7
Peters Marland	K60	92	100.0	-	-	-	-	-	-
Petrockstow	K60	153	85.0	K61	20	11.1	J54	4	2.2
Roborough	K61	106	100.0	-	-	-	-	-	-
St. Giles in the Wood	K60	197	75.2	K59	53	20.2	C17	7	2.7
Yarnscombe	K60	121	93.1	C17	3	2.3	C15	2	1.5
<b>Rural Parishes</b>	<b>K60</b>	<b>1,295</b>	<b>44.8</b>	<b>K59</b>	<b>633</b>	<b>21.9</b>	<b>K61</b>	<b>418</b>	<b>14.4</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>K60</b>	<b>1,296</b>	<b>24.5</b>	<b>K59</b>	<b>832</b>	<b>15.8</b>	<b>D23</b>	<b>452</b>	<b>8.6</b>

Source: Mosaic data 2009 - © 2009 Experian Ltd