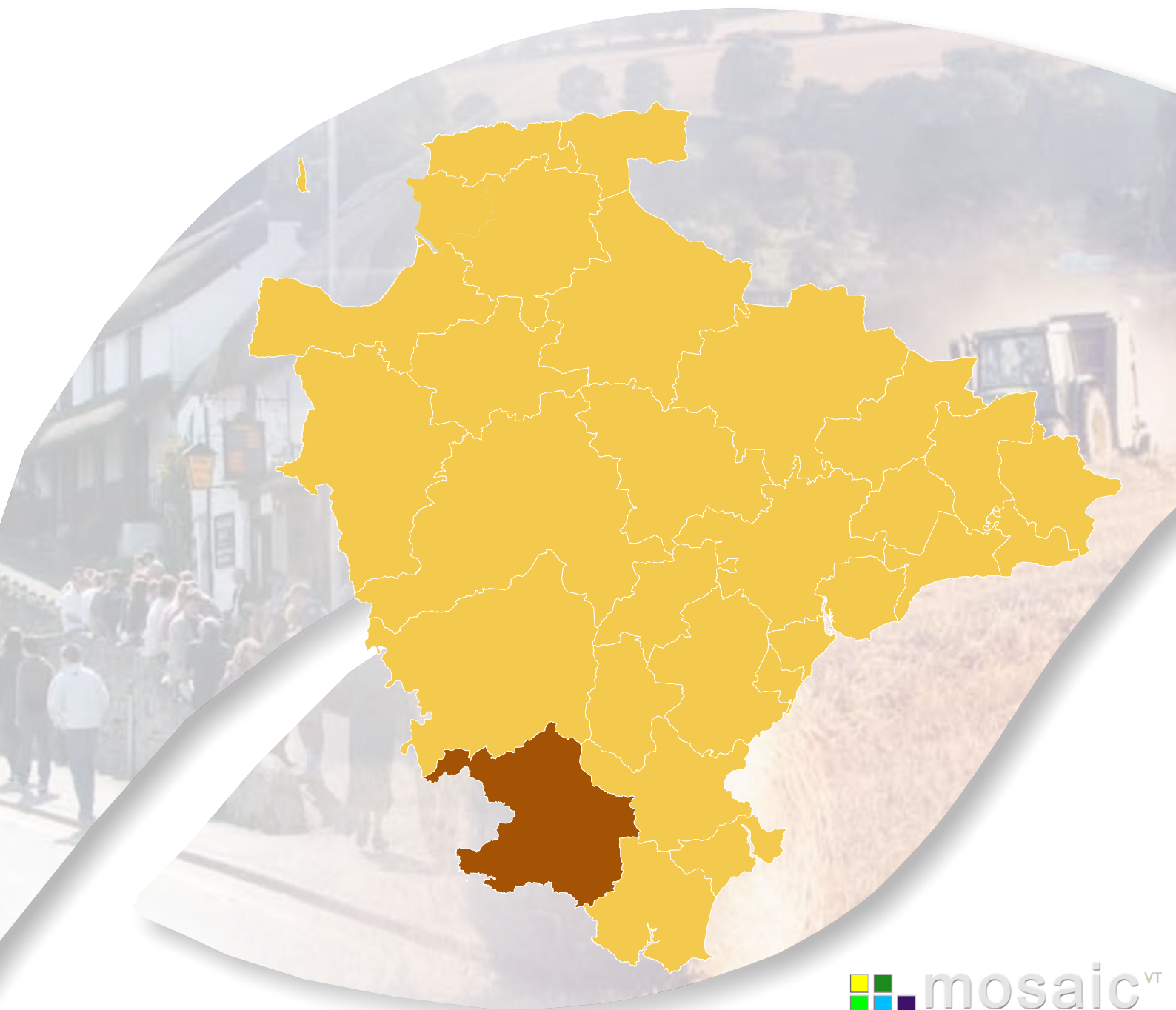


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Introduction

A distinctive feature of Devon is the large number of market and coastal towns spread across the county. Throughout 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.

Ivybridge

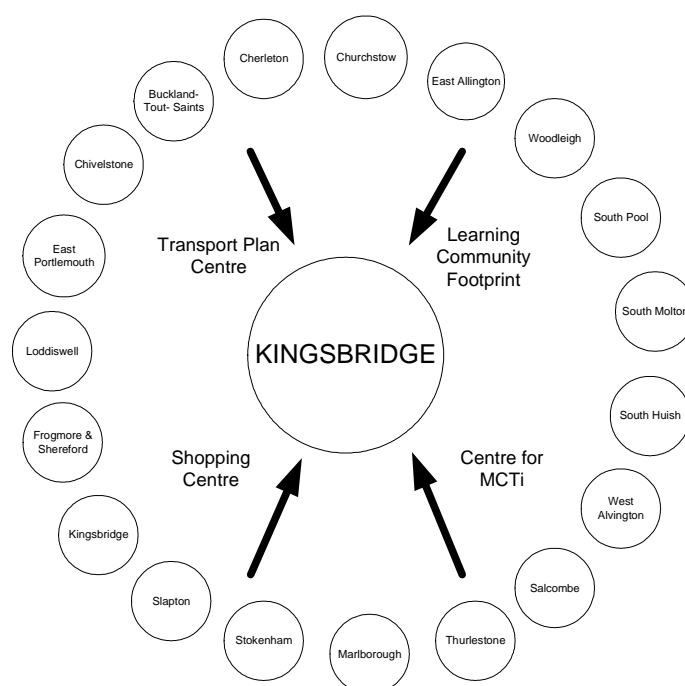
Over a quarter of households are in the Mosaic group associated with the rural category. Just under a quarter of households come into with newer housing category which is the highest proportion of any in the county. The area as a whole has areas of affluence but it also has a few areas of deprivation – mainly low income elderly.

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 made up of short journeys 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.

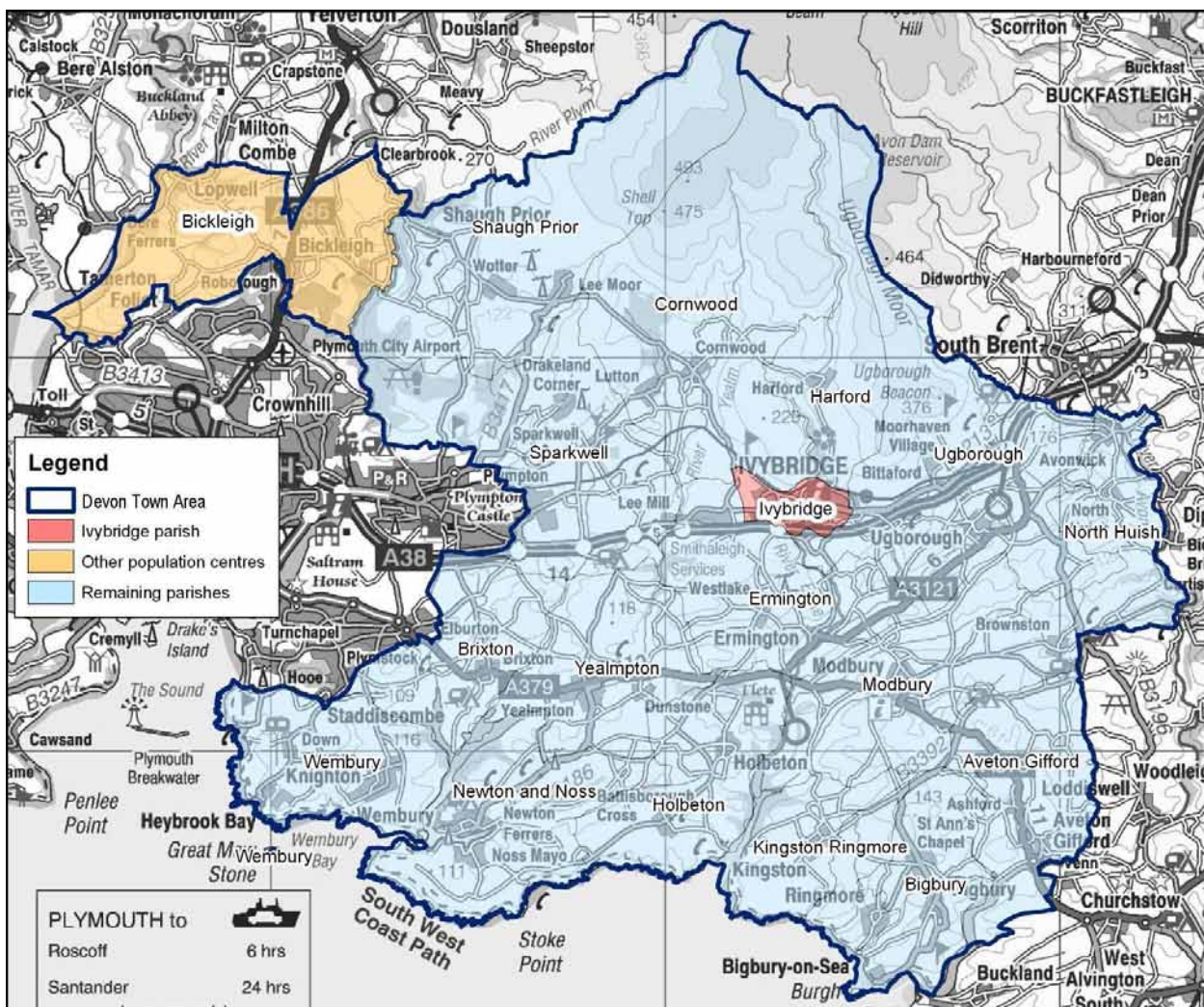


Exeter also provides a similar or related “market town“ function as well as being a sub regional centre with a larger sphere of influence.

Area definition

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

Aveton Gifford	Bickleigh	Bigbury	Brixton	Cornwood
Ermington	Harford	Holbeton	Ivybridge	Kingston
Modbury	Newton & Noss	North Huish	Ringmore	Shaugh Prior
Sparkwell	Ugborough	Wembury	Yealmpton	



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Each “Devon Town” area comprises a centre (coloured red) and its surrounding hinterland. There is also an additional population centre – Bickleigh – coloured orange. This is a parish where the 2001 Census showed a resident population that exceeded 3,000.

For the purposes of utilising the Mosaic data, analysis has been included at a ward level within Ivybridge parish and for the additional population centre and 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

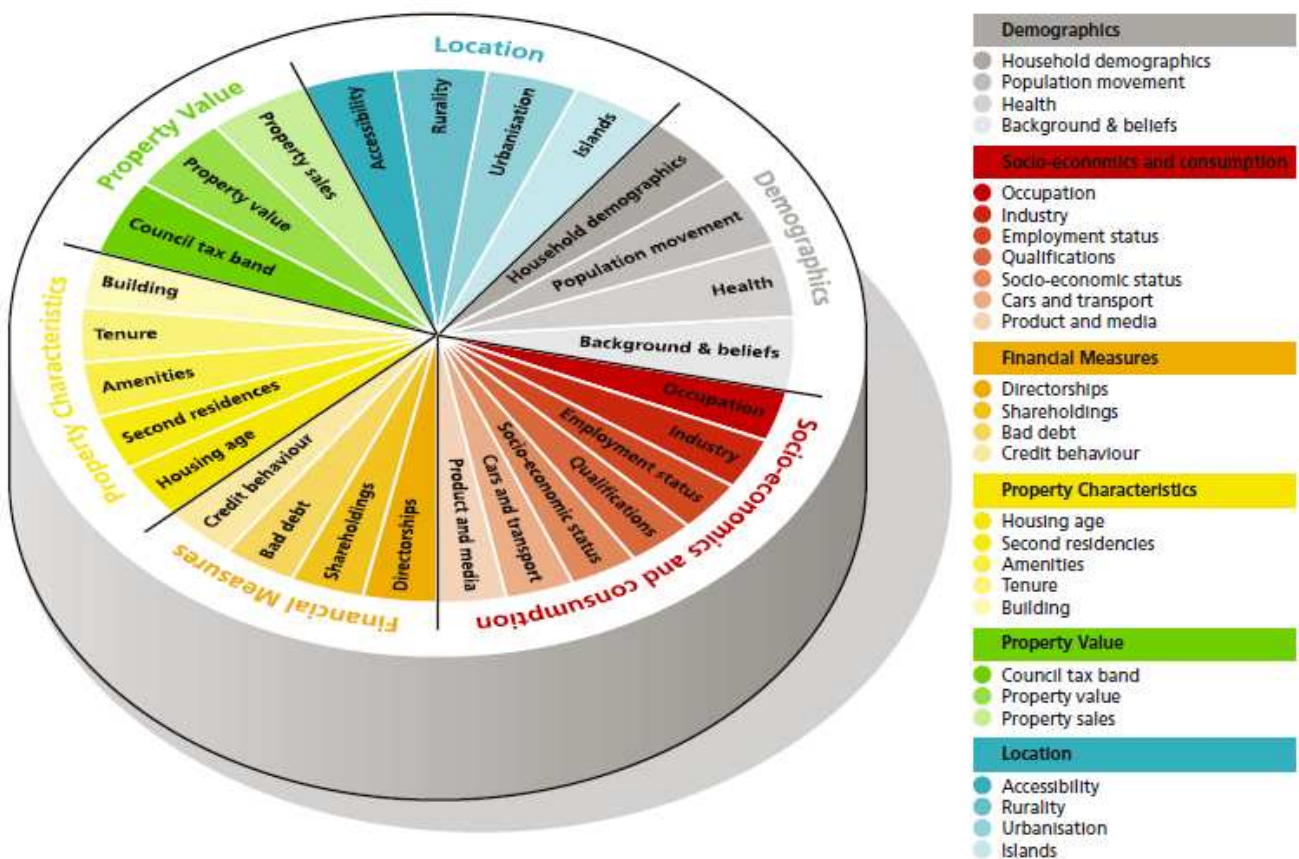
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is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

Ivybridge comprises the main town, the key settlement of Bickleigh and a surrounding hinterland of 17 parishes: Aveton Gifford, Bigbury, Brixton, Cornwood, Ermington, Harford, Holbeton, Kingston, Modbury, Newton & Noss, North Huish, Ringmore, Shaugh Prior, Sparkwell, Ugborough, Wembury and Yealmpton.

Ivybridge is a town in South Hams and historically mills were built in the town harnessing the power of the River Erme. The western parts of the area border Plymouth, and many residents may work there, and look to Plymouth for services.

As a whole Ivybridge's main Mosaic group is the rural K which is slightly above the Devon average. It also has a much higher proportions of groups B and A and a slightly higher proportion of group C compared to Devon. Most other Mosaic groupings are under represented in the area especially group J.

Bickleigh parish has a much higher proportion of group B, similar to that found in the wards of Filham and Woodlands in Ivybridge.

All the rural parishes have at least 20% of group K – many having more than 50%.

Within the parishes of Brixton, Cornwood, Wembury and Yealmpton there are higher proportions of group C.

Shaugh Prior has a high proportion of group H and Brixton & Yealmpton parishes a high proportion of group I.

Within the parishes of Modbury, Newton & Noss and Wembury and the ward of Ivybridge Central there are higher proportions of group J.

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

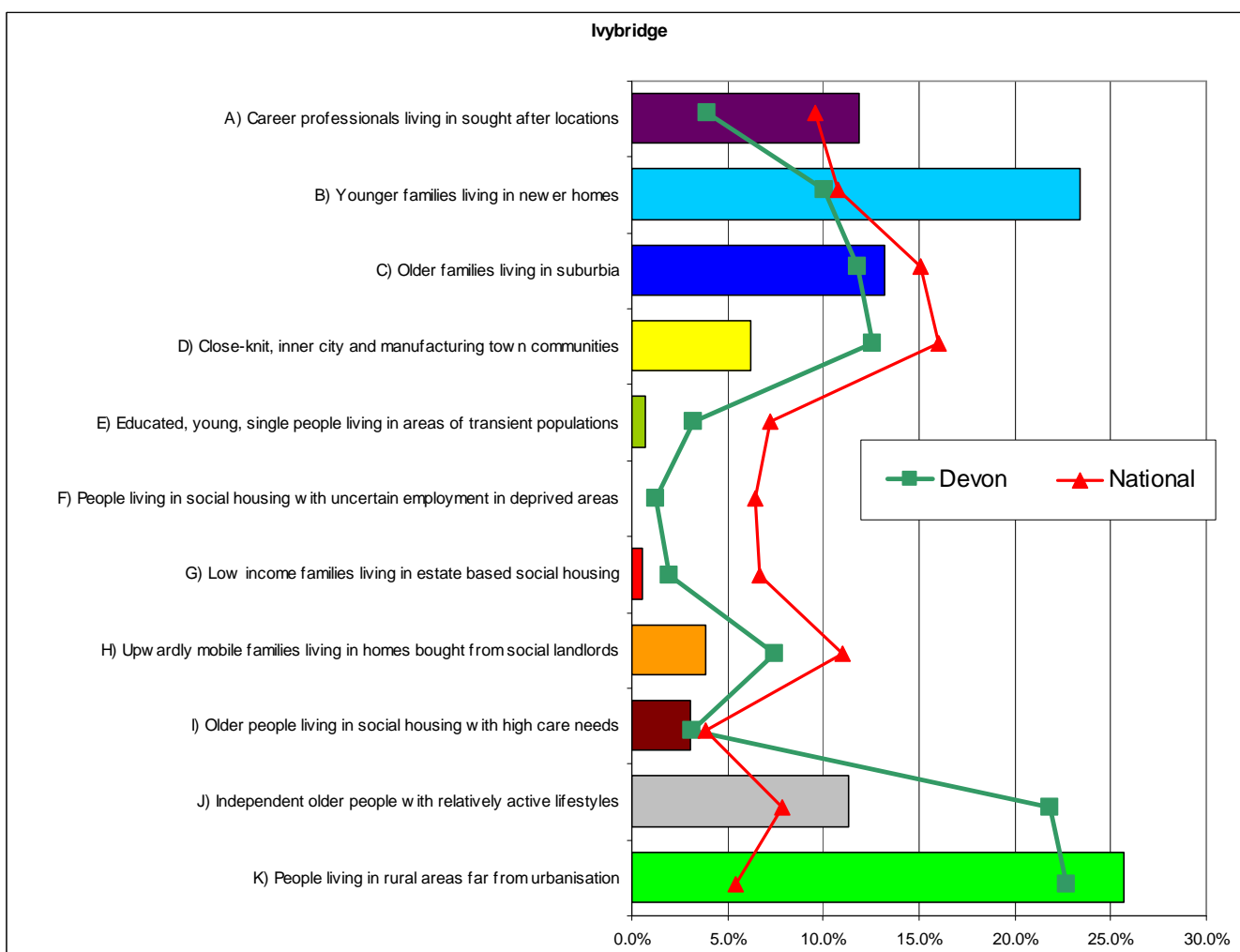
The National figures compared with Devon are generally higher in all groups because of the over representation of the well off elderly group J and rural group K in Devon.

Rural group K, with approximately 26%, is the highest group, closely followed closely by younger families group B (23%). In addition to these Affluent A and older families C together represent about 25%; both are over represented compared to Devon. Well off elderly group J also makes up over 10% but is under-represented by Devon standards.

Whilst group F hardly appears at all, groups D, E, G, H and I are present in comparatively small proportions but there is the possibility these lifestyle types could be clustered in specific places.

The main Mosaic Groups in the Ivybridge Devon Town area.

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



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

Mosaic Group	Percentage of Households		
	Ivybridge	Devon	National
A	11.8	4.0	9.6
B	23.4	10.1	10.8
C	13.2	11.8	15.1
D	6.2	12.6	16.0
E	0.7	3.3	7.2
F	0.1	1.3	6.4
G	0.6	1.9	6.7
H	3.8	7.5	11.0
I	3.0	3.1	3.9
J	11.3	21.8	7.9
K	25.7	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Mosaic Groupings by ward/parish

Key Features

In Ivybridge Devon Town the mix between the urban Ivybridge and the rural hinterland is recognised as the largest group is the rural K with 26% but the urban group B is just behind with 23%.

Ivybridge Filham and Woodlands are the least diverse wards in Ivybridge Parish in terms of Mosaic groups, but they appear to be the most affluent with 66% and 70% groups A and B respectively. In contrast, Ivybridge Central has considerably lower proportions of groups A and B (19%) but the highest number of the more deprived groups F G, H and I – 26%; it also the only ward to have group J (well off elderly) present as its majority group. In the town overall younger families group B is the most prevalent, reflecting relatively recent housing and proximity to employment in Plymouth.

Bickleigh's proximity to Plymouth is also recognised by its high percentage of group B and also the relatively high percentage of the young professional/student group E.

All but three of the 17 rural parishes have group K as their largest group and all the parishes have more than 20% in this category. Several parishes are relatively affluent with Yealmpton, Wembury and Newton & Noss having 25% or more of group A. Shaugh Prior has 20% of the deprived group H and Brixton & Yealmpton have relatively high percentages of the low income elderly category of group I.

Area	Percentage of Households											No. H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Ivybridge Central ward	1.2	18.2	9.0	17.2	0.3	-	3.0	8.4	14.6	23.4	4.7	1,137
Ivybridge Filham ward	7.8	57.7	11.6	11.0	0.1	0.5	0.5	5.7	2.3	1.0	1.8	1,991
Ivybridge Woodlands ward	12.4	57.5	24.3	3.1	-	-	-	0.5	-	0.8	1.5	1,715
Ivybridge	7.9	48.3	15.5	9.7	0.1	0.2	0.9	4.5	4.4	6.2	2.4	4,843
Bickleigh	10.3	55.8	8.7	11.0	6.3	-	-	0.3	-	0.7	7.0	1,593
Aveton Gifford	1.2	2.1	1.9	1.9	-	-	2.6	11.8	0.2	17.7	60.6	424
Bigbury	0.3	-	0.3	3.3	-	-	-	1.8	-	3.0	91.4	396
Brixton	3.7	0.5	23.5	1.7	-	0.5	1.5	7.8	15.7	12.8	32.0	587
Cornwood	7.4	1.7	27.2	7.2	-	-	-	2.1	1.7	6.5	46.2	474
Ermington	10.3	-	7.5	5.0	-	-	-	-	-	14.0	62.7	399
Harford	2.7	-	-	-	-	-	-	-	-	-	97.3	37
Holbeton	7.6	0.9	5.1	0.6	-	-	-	0.6	1.3	7.6	74.7	316
Kingston	5.2	1.0	15.2	-	-	-	-	0.5	-	12.0	66.0	191
Modbury	8.9	1.2	19.9	2.6	-	-	-	4.1	1.5	32.5	29.3	775
Newton and Noss	25.0	7.5	1.7	0.6	-	-	-	0.7	-	31.8	32.8	1,045
North Huish	8.2	-	1.8	0.6	-	-	-	0.6	-	4.1	84.7	170
Ringmore	5.2	-	2.6	-	-	-	-	-	-	9.6	82.6	115
Shaugh Prior	7.8	-	3.8	26.3	-	-	2.2	19.7	-	3.1	37.0	319
Sparkwell	4.9	16.5	1.9	10.2	-	0.2	0.3	10.7	5.2	5.0	44.0	577
Ugborough	18.5	11.3	5.6	3.6	-	-	0.4	8.8	0.3	8.4	43.3	753
Wembury	25.4	3.1	26.3	1.1	-	-	-	-	-	22.3	21.8	1,328
Yealmpton	26.5	-	20.7	0.6	-	0.1	1.2	1.7	11.5	13.4	24.1	897
Rural Parishes	14.3	3.8	12.8	3.5	0.0	0.1	0.5	4.1	2.9	16.1	41.9	8,803
Devon Town	11.8	23.4	13.2	6.2	0.7	0.1	0.6	3.8	3.0	11.3	25.7	15,239
Total Households	1,802	3,563	2,017	947	105	15	87	582	463	1,726	3,913	15,239

Source: Mosaic data 2009 - © 2009 Experian Ltd

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

Main Mosaic Groups

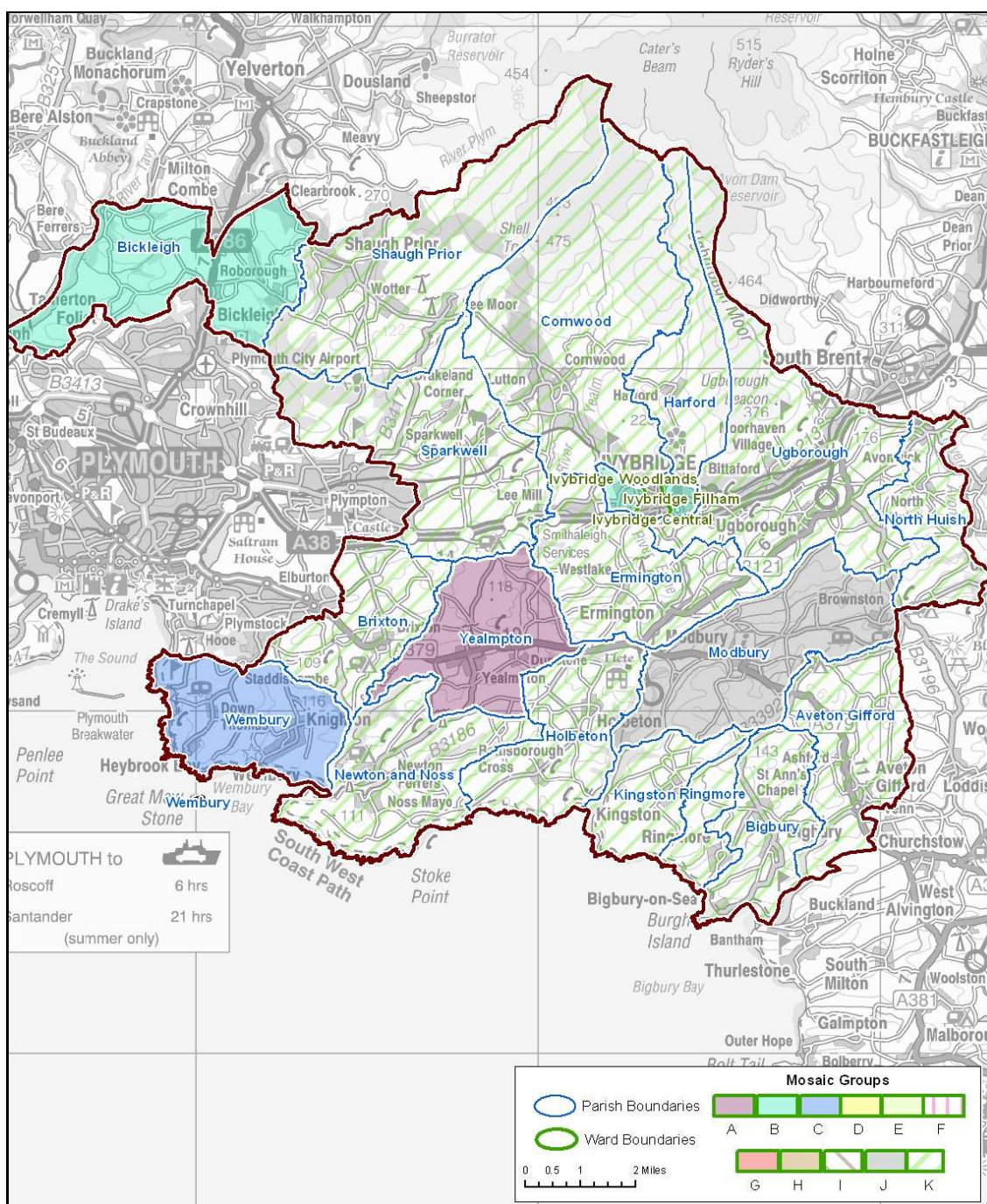
Key Features

The map below illustrates the main differences within Ivybridge Devon Town. The majority of the rural parishes have rural group K as their majority group. However Ivybridge parish sees its wards of Central being predominantly well off elderly group J and the wards of Woodlands and Filham being mostly younger families group B.

Bickleigh follows Ivybridge parish by being mostly group B.

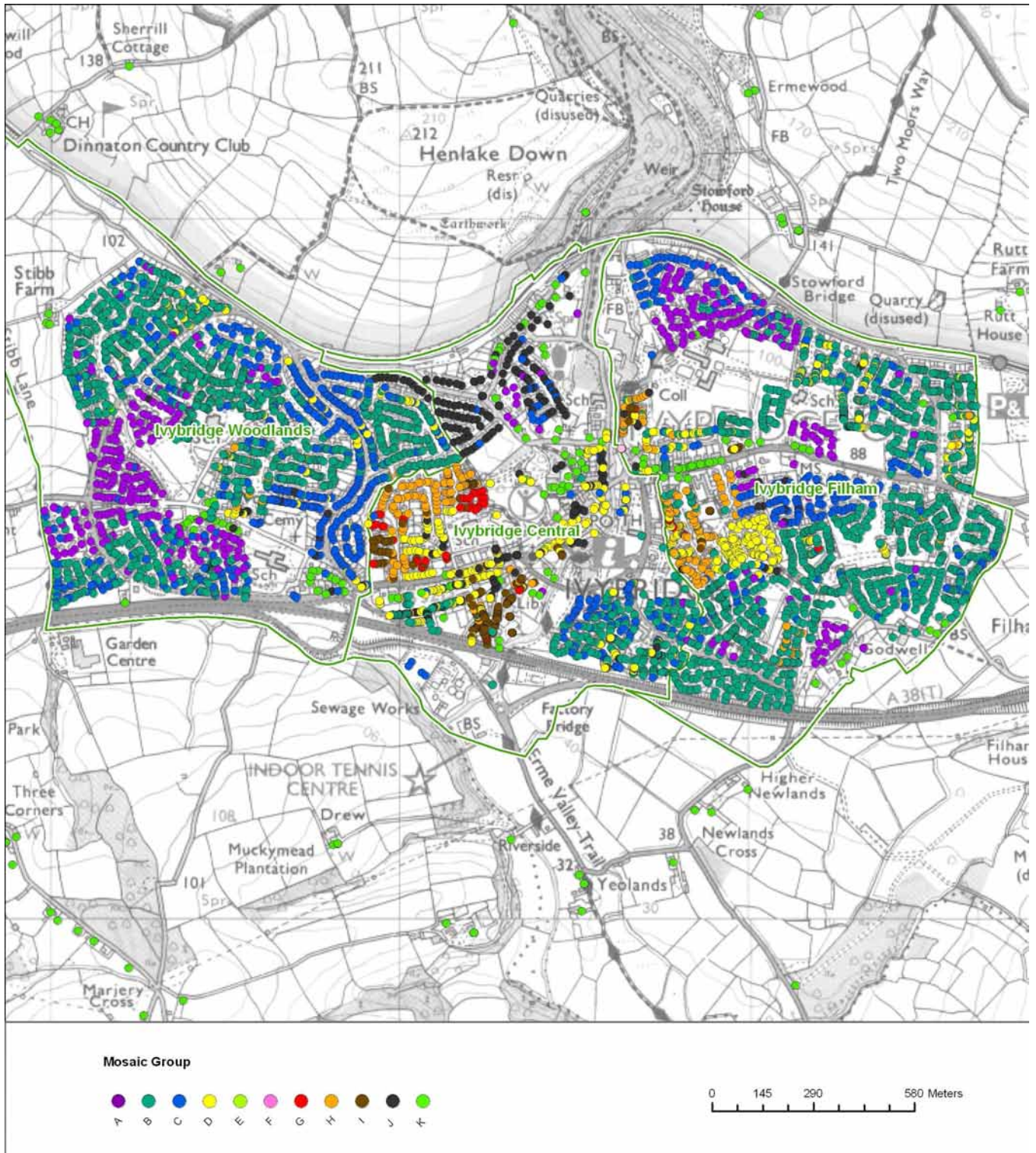
To the south of the area Yealmtpton stands alone as having affluent group A as it's largest group whereas Wembury is older families group C and Modbury is group J.

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.



Key Features

Ivybridge is defined by the older housing in the centre of the town and the newer estates to the west (Woodlands) and the east (Filham). The more affluent groups A, B and C dominate in the newer housing. In the older centre are areas of the well off elderly group J and areas of the more deprived groups G, H & I.



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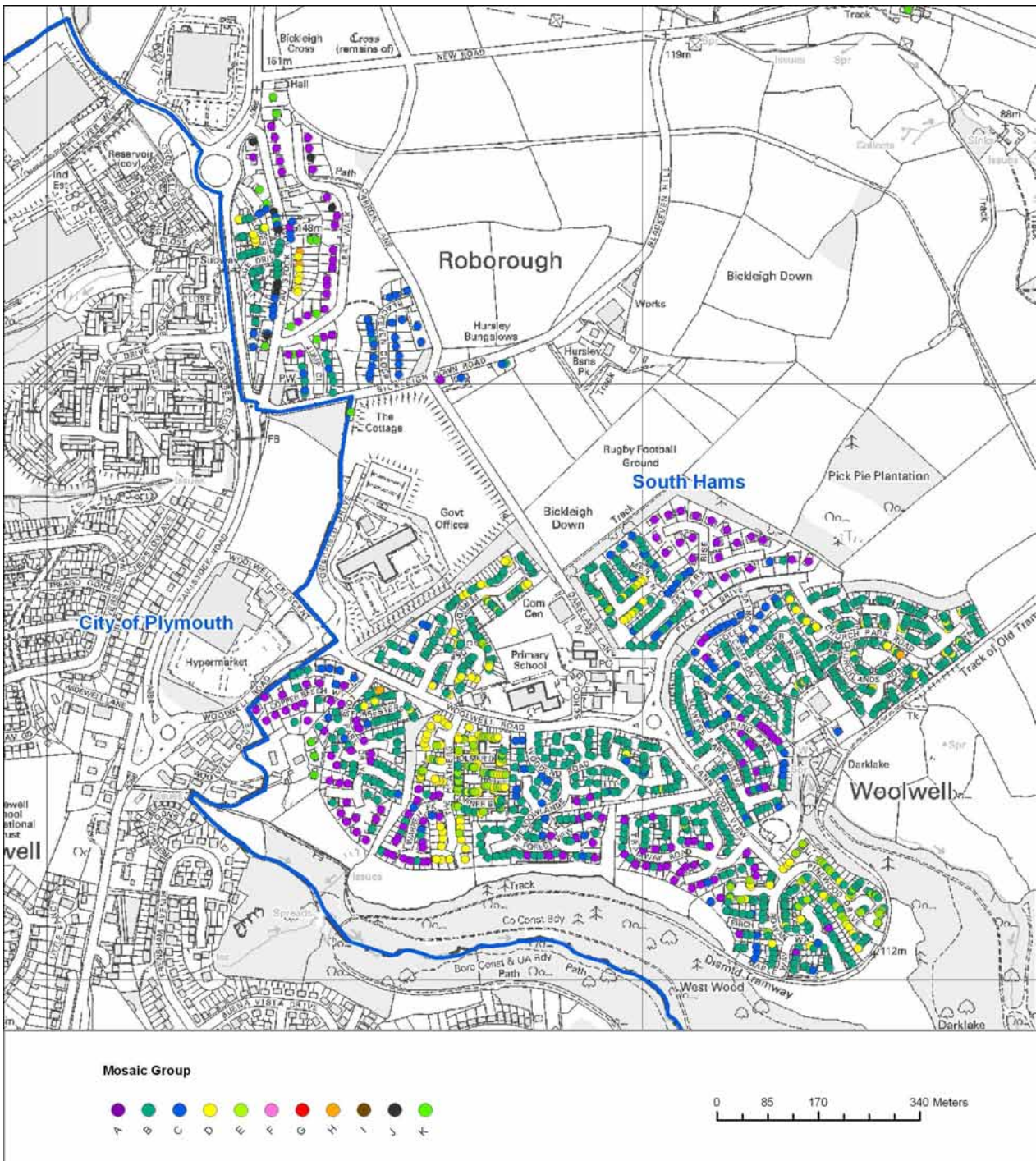
Woolwell (Bickleigh)

Key Features

The majority of the population of Bickleigh parish come from the Woolwell area which is a relatively new estate bordering Plymouth.

Woolwell's newer estate status is recognised by being predominately younger families group B backed up with a scattered amount of affluent group A and older families C. Near to the school is an area of the urban group D and also the young professional/student group E.

The South Hams part of Roborough to the north west shows numbers of affluent group A, younger families group B and older families group C.



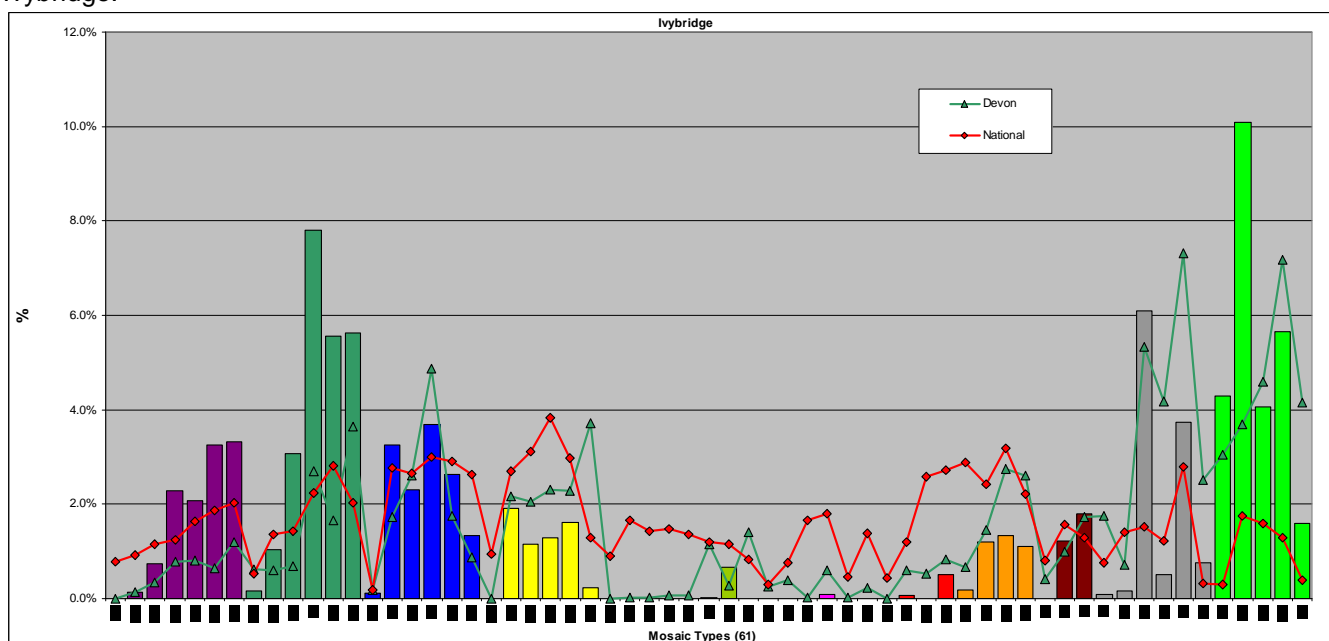
Analysis by Mosaic type

The main Mosaic Types in the Ivybridge Devon Town area.

Key Features

The most common Mosaic type in the area is K58 with 10% of households. This is followed by B11 (8%) and J53 and B11 (6%). Three other types have more than 5% of households – K60, B13 and B12. Interestingly many of the A and B types are over-represented in this area indicating higher than normal representations of the more affluent groups.

The following graph categorise Ivybridge 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 Ivybridge.



Source: Mosaic data 2009 - © 2009 Experian Ltd

The following table shows the comparative proportions of Mosaic Types in Ivybridge; these are illustrated in the above graph.

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

Mosaic Type	Percentage of Households		
	Ivybridge	Devon	National
A01	0.00	0.01	0.78
A02	0.13	0.15	0.93
A03	0.75	0.34	1.15
A04	2.28	0.78	1.24
A05	2.09	0.81	1.63
A06	3.25	0.66	1.87
A07	3.32	1.21	2.04
B08	0.16	0.62	0.53
B09	1.03	0.59	1.36
B10	3.06	0.68	1.44
B11	7.80	2.69	2.25
B12	5.57	1.66	2.82
B13	5.63	3.64	2.03
B14	0.12	0.18	0.18

C15	3.26	1.72	2.77
C16	2.30	2.61	2.66
C17	3.70	4.86	2.99
C18	2.64	1.74	2.90
C19	1.33	0.88	2.63
C20	0.00	0.00	0.95
D21	1.92	2.17	2.71
D22	1.15	2.05	3.12
D23	1.30	2.31	3.82
D24	1.61	2.28	2.97
D25	0.24	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	0.02	1.17	1.20
E32	0.67	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	0.10	0.01	1.66
F37	0.00	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	0.06	0.59	1.20
G42	0.01	0.52	2.59
G43	0.50	0.83	2.73
H44	0.18	0.66	2.88
H45	1.20	1.46	2.43
H46	1.34	2.76	3.19
H47	1.10	2.61	2.22
I48	0.00	0.42	0.80
I49	1.23	1.00	1.57
I50	1.81	1.73	1.29
J51	0.10	1.76	0.76
J52	0.16	0.72	1.40
J53	6.11	5.33	1.52
J54	0.50	4.17	1.23
J55	3.73	7.31	2.79
J56	0.75	2.53	0.33
K57	4.30	3.04	0.31
K58	10.07	3.70	1.76
K59	4.06	4.59	1.60
K60	5.68	7.19	1.30
K61	1.59	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

The three wards in Ivybridge parish all have high percentages of the type B11, but Ivybridge Central differs in having the elderly J55 and J53 in its top three types. Bickleigh has B13 as well as B11.

The rural parishes are dominated by the rural K types though elderly J53 does feature as well. Notable exceptions include type C17 featuring in several parishes including Brixton, Cornwood and Kingston. Several parishes have high percentages of affluent group A types – Newton & Noss, Ugborough, Wembury and Yealmpton.

The tables below drill down into each ward/parish within the Devon Town area in order to reveal the three most prominent Mosaic Types in each ward/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 either the parish of Ivybridge 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	%
Ivybridge Central	J55	124	10.9	J53	122	10.7	B11	106	9.3
Ivybridge Filham	B12	344	17.3	B11	333	16.7	B10	234	11.8
Ivybridge Woodlands	B11	350	20.4	B12	317	18.5	A06	195	11.4
Ivybridge Parish	B11	789	16.3	B12	708	14.6	B13	368	7.6

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Bickleigh	B13	357	22.4	B11	295	18.5	A06	128	8.0

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Aveton Gifford	K61	125	29.5	K57	89	21.0	J56	42	9.9
Bigbury	K57	233	58.8	K60	129	32.6	D24	11	2.8
Brixton	K58	107	18.2	K59	75	12.8	C17	71	12.1
Cornwood	K59	101	21.3	K60	90	19.0	C17	78	16.5
Ermington	K58	192	48.1	J55	45	11.3	K59	36	9.0
Harford	K60	35	94.6	A03	1	2.7	K58	1	2.7
Holbeton	K59	94	29.7	K60	90	28.5	K58	45	14.2
Kingston	K57	82	42.9	K58	34	17.8	C17	29	15.2
Modbury	J55	166	21.4	K61	111	14.3	K58	71	9.2
Newton and Noss	J53	298	28.5	K58	191	18.3	A04	141	13.5
North Huish	K60	135	79.4	A07	13	7.6	J55	7	4.1
Ringmore	K57	90	78.3	J56	6	5.2	J53	5	4.3
Shaugh Prior	K58	68	21.3	H45	46	14.4	D23	43	13.5
Sparkwell	K58	182	31.5	B13	93	16.1	K59	54	9.4
Ugborough	K60	208	27.6	A07	123	16.3	K58	83	11.0
Wembury	K58	259	19.5	J53	224	16.9	A05	144	10.8
Yealmpton	K58	205	22.9	J53	104	11.6	A07	92	10.3
Rural Parishes	K58	1,487	16.9	J53	788	9.0	K60	762	8.7

Area	1 st			2 nd			3 rd		
	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Devon Town Area	K60	1,536	10.1	B11	1,189	7.8	J53	927	6.1

Source: Mosaic data 2009 - © 2009 Experian Ltd