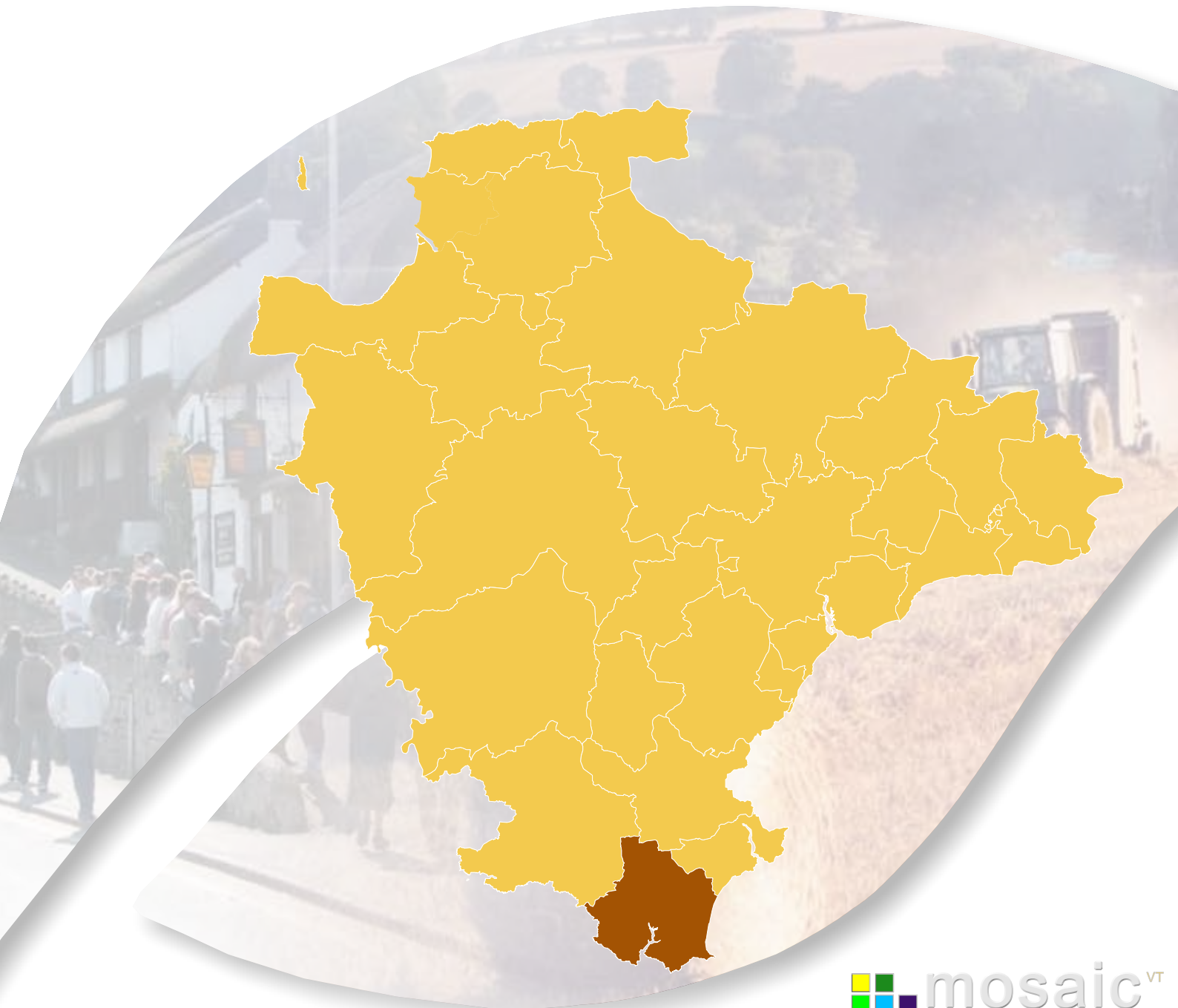


? ]b[ gVf]X[ Y

8Yj cb 'Hck b 'A cgU]W'DfcZ]`Y

A UfW `&\$%\$



## Contents

Introduction .....	3
Identifying Devon Towns .....	4
Area definition .....	5
Background.....	6
Summary.....	7
Analysis by mosaic group .....	9
Main mosaic groups in the Kingsbridge Devon Town area .....	9
Mosaic groupings by parish.....	11
Main mosaic group .....	12
Kingsbridge.....	13
Salcombe.....	14
Thurlestone.....	15
Analysis by mosaic type .....	16
Main mosaic types in the Kingsbridge Devon Town area. ....	16
Main mosaic types in each parish .....	18

All such data is acknowledged as © Copyright. 2009 Experian Ltd

## 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.

## Kingsbridge

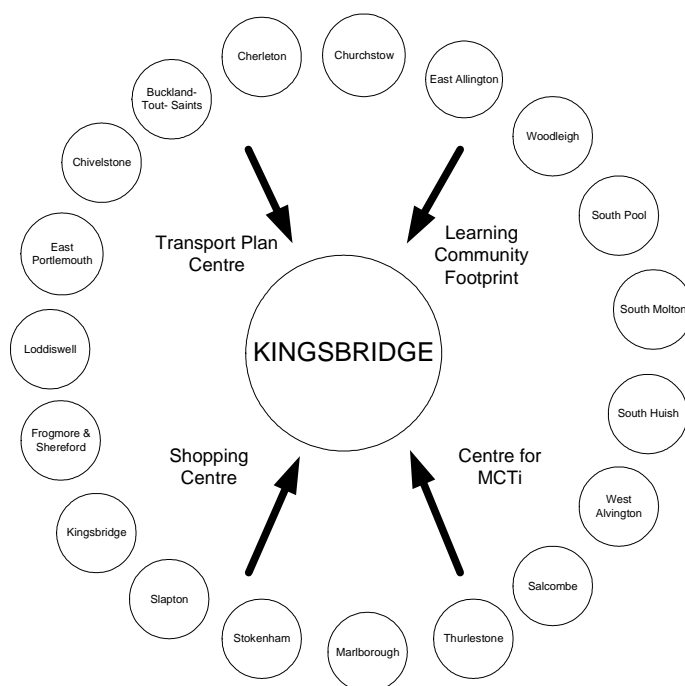
The most dominant Mosaic Group in Kingsbridge is rural which accounts for 44% of households, a further third are in the better off elderly category elderly. Such deprivation that there is in the area is mainly in the town of Kingsbridge.

## 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.

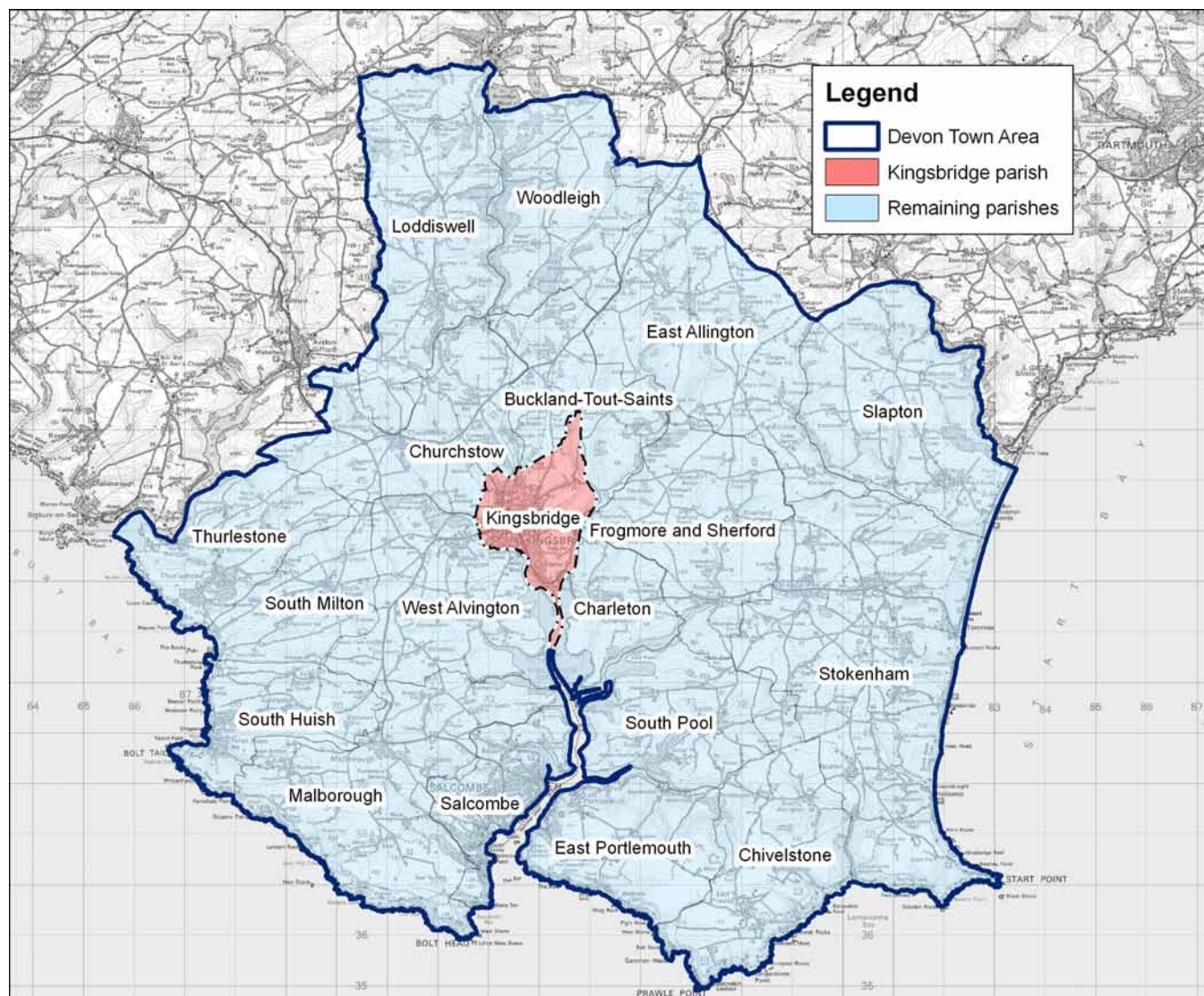


Exeter also provides a similar or related “market town“ function as well as being a sub regional centre with a larger sphere of influence.

## Area definition

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

Kingsbridge	Buckland-Tout-Saints	Charleton	Chivelstone	Churchstow	East Allington
East Portlemouth	Frogmore and Sherford	Loddiswell	Malborough	Salcombe	Slapton
South Huish	South Milton	South Pool	Stokenham	Thurlestone	West Alvington
Woodleigh					



© Crown Copyright. All rights reserved. Devon County Council. 100019783 2007

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

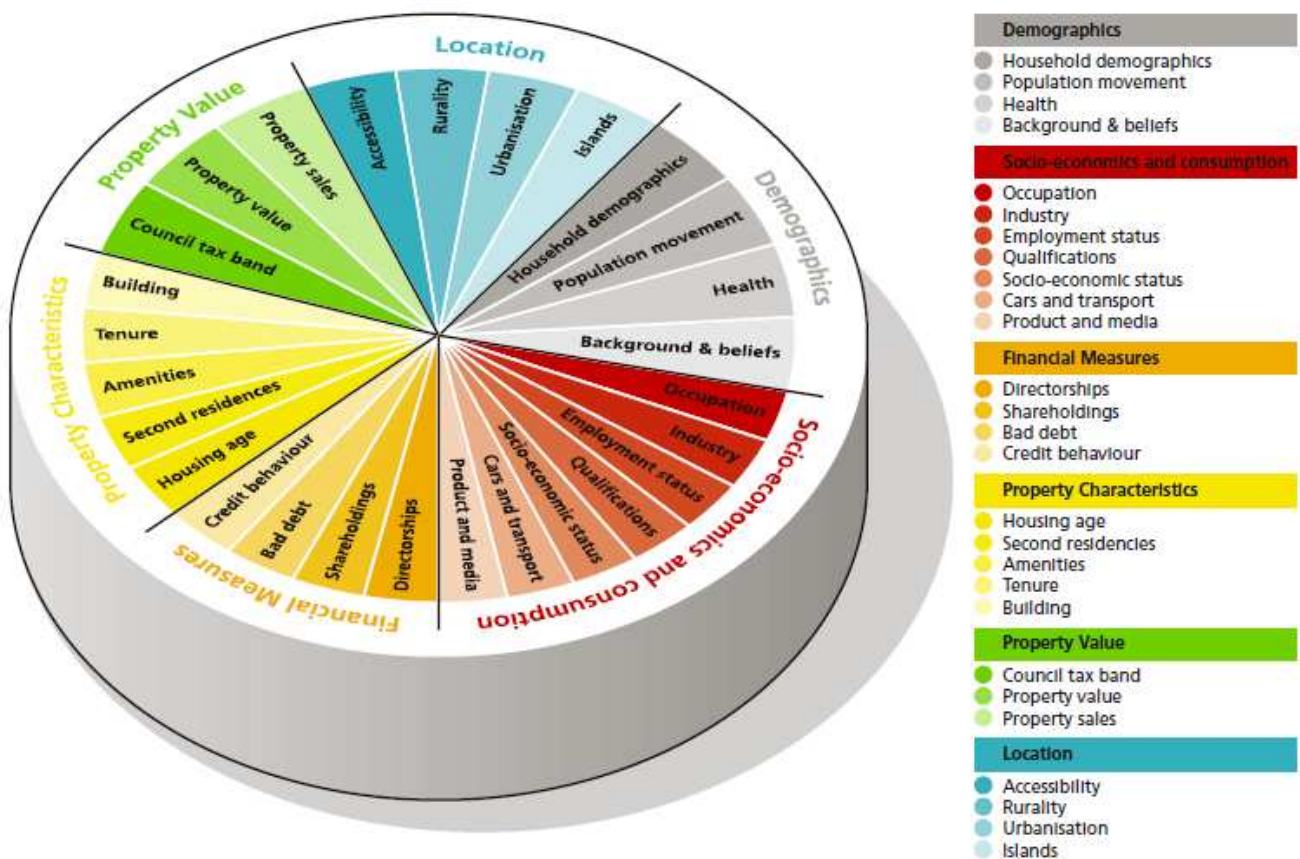
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is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

Kingsbridge comprises the main town and a surrounding hinterland of 18 parishes: Buckland-Tout-Saints, Charleton, Chivelstone, Churchstow, East Allington, East Portlemouth, Frogmore and Sherford, Loddiswell, Malborough, Salcombe, Slapton, South Huish, South Milton, South Pool, Stokenham, Thurlestone, West Alvington and Woodleigh.

Kingsbridge is a popular market and tourist hub in South Hams.

As a whole Kingsbridge has a much higher proportion of the rural group K in comparison to the area covered by Devon County Council; this group accounts for 44% of households. This is followed by the well off elderly group J. Poorer elderly group I is slightly higher than the Devon figure but all other mosaic groupings are under represented in the area.

All rural parishes (apart from Malborough and Charleton) consist mostly of group K with many having group J as a significant second place. Malborough and Charleton are opposite with group J majorities and significant group K second places.

As a whole the area appears to quite affluent but there are small pockets of deprivation – notably poorer elderly group I – mainly in Kingsbridge itself where there are 300 households in this category.

---

### **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

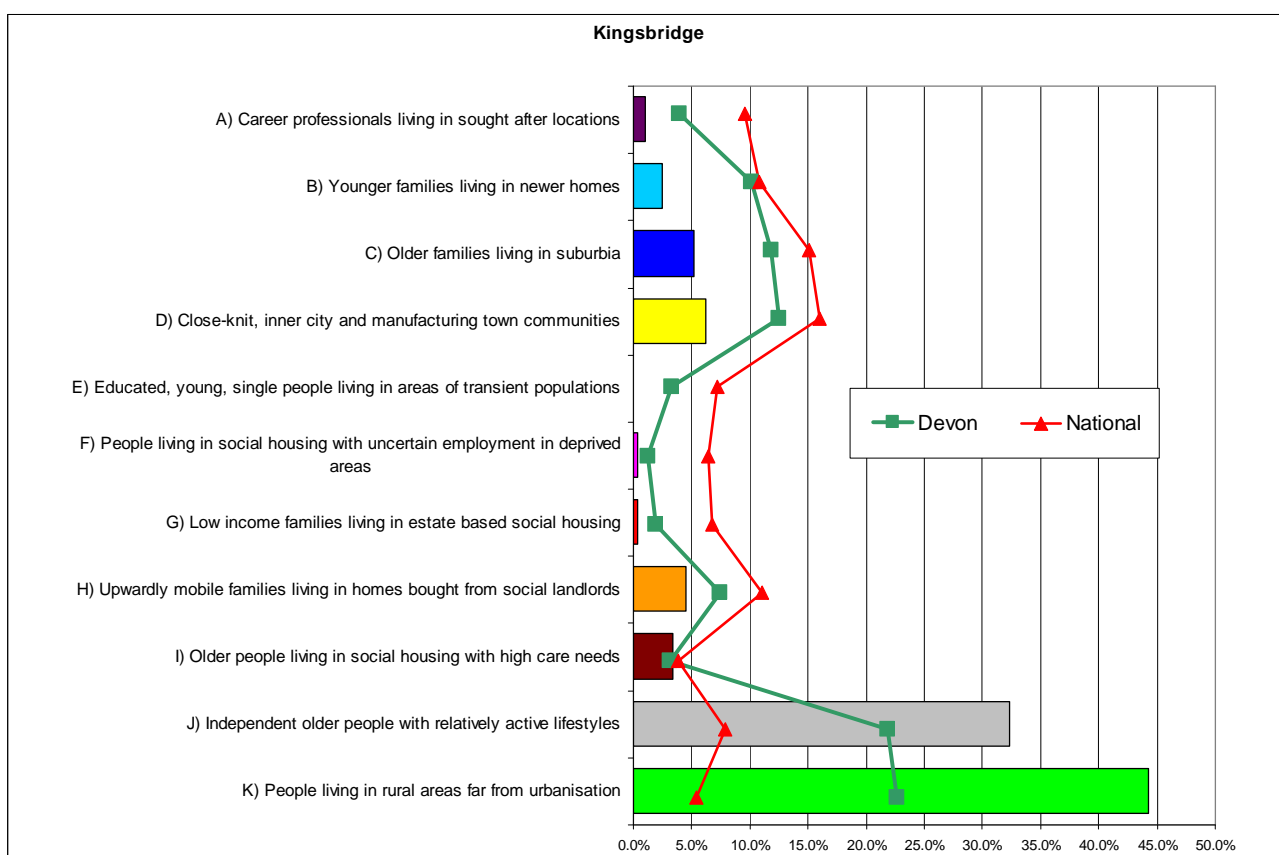
The National figures compared with Devon are higher in most groups because of the over representation of the well off elderly group J and rural group K in Devon.

For Kingsbridge town area, group K with approximately 44% is the highest group, followed by group J (32%). Both these groups (along with group I (low income elderly)) are over-represented in Kingsbridge when compared with Devon.

Whilst groups E, F and G do not appear much at all, groups A, B, C, H and I are present in comparatively small proportions and there is the possibility these lifestyle types could be clustered in specific places.

### Main mosaic groups in the Kingsbridge Devon Town area

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



Note: Red = Prominent Mosaic Groups (> 5%)  
with Devon

Shaded = over represented in Kingsbridge compared

Mosaic Group	Percentage of Households		
	Kingsbridge	Devon	National
A	1.0	4.0	9.6
B	2.4	10.1	10.8
C	5.2	11.8	15.1
D	6.2	12.6	16.0
E	0.0	3.3	7.2
F	0.3	1.3	6.4
G	0.4	1.9	6.7
H	4.5	7.5	11.0
I	3.3	3.1	3.9
J	32.4	21.8	7.9
K	44.2	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

## Mosaic groupings by parish

### Key Features

Kingsbridge parish is the largest settlement and, as might be expected, is the most diverse. The most prevalent is elderly well off group J (which accounts for just under a third of households) followed by group D at 18%. The more deprived groups F, G, H and I are present at 25% in total. The affluent groups A, B and C total about 20% of households.

16 of the 18 rural parishes have rural group K in the majority – in 10 of them the figures exceeds 75%. The two remaining parishes have a majority in well off elderly group J and this group comes second in most parishes. (Charleton comprises 68% group J). A few parishes appear quite affluent with reasonable percentages in groups A, B and C – East Allington, Loddiswell and Thurlestone. Similarly a couple of parishes have relatively high percentages of deprived in groups F, G, H, and I – Loddiswell and West Alvington.

Area	Percentage of Households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
<b>Kingsbridge</b>	<b>0.6</b>	<b>7.6</b>	<b>11.6</b>	<b>18.4</b>	<b>0.1</b>	<b>1.2</b>	<b>1.2</b>	<b>12.2</b>	<b>10.1</b>	<b>32.3</b>	<b>4.5</b>	<b>3,015</b>
Buckland-Tout-Saints	4.4	-	2.2	-	-	-	-	-	-	3.3	90.0	90
Charleton	1.4	-	0.7	4.9	-	-	-	-	0.7	68.2	24.1	286
Chivelstone	-	-	-	-	-	-	-	-	-	11.1	88.9	217
Churchstow	-	-	0.5	-	-	-	-	0.5	1.9	21.4	75.8	215
East Allington	4.9	4.2	11.2	-	-	-	-	0.4	0.4	3.9	75.1	285
East Portlemouth	-	-	-	-	-	-	-	-	-	3.8	96.3	160
Frogmore and Sherford	-	2.2	4.8	-	-	-	-	1.3	-	25.6	66.1	227
Loddiswell	-	-	15.8	0.7	-	-	-	5.7	3.9	25.2	48.8	457
Malborough	-	1.2	2.4	5.9	-	-	-	4.2	0.7	46.9	38.8	595
Salcombe	1.0	-	1.3	1.5	-	-	-	1.6	-	43.0	51.5	1,762
Slapton	-	-	-	1.6	-	-	-	2.3	-	13.2	82.9	257
South Huish	-	-	-	-	-	-	-	0.2	-	15.6	84.2	474
South Milton	0.9	-	0.4	-	-	-	-	-	1.7	12.8	84.2	234
South Pool	-	-	-	-	-	-	-	-	-	7.5	92.5	106
Stokenham	0.1	-	2.6	0.1	-	-	-	-	-	43.2	54.0	1,118
Thurlestone	7.2	-	0.2	-	-	-	-	-	-	33.0	59.6	654
West Alvington	-	-	1.2	4.2	-	-	0.4	5.0	4.2	31.3	53.7	259
Woodleigh	-	-	-	-	-	-	-	-	-	-	100.0	69
<b>Rural Parishes</b>	<b>1.2</b>	<b>0.3</b>	<b>2.6</b>	<b>1.3</b>	-	-	-	<b>1.4</b>	<b>0.6</b>	<b>32.4</b>	<b>60.2</b>	<b>7,465</b>
Devon Town area	<b>1.0</b>	<b>2.4</b>	<b>5.2</b>	<b>6.2</b>	<b>0.0</b>	<b>0.3</b>	<b>0.4</b>	<b>4.5</b>	<b>3.3</b>	<b>32.4</b>	<b>44.2</b>	<b>10,480</b>
Total Households	107	254	542	651	3	35	37	474	350	3,394	4,632	10,480

Source: Mosaic data 2009 - © 2009 Experian Ltd

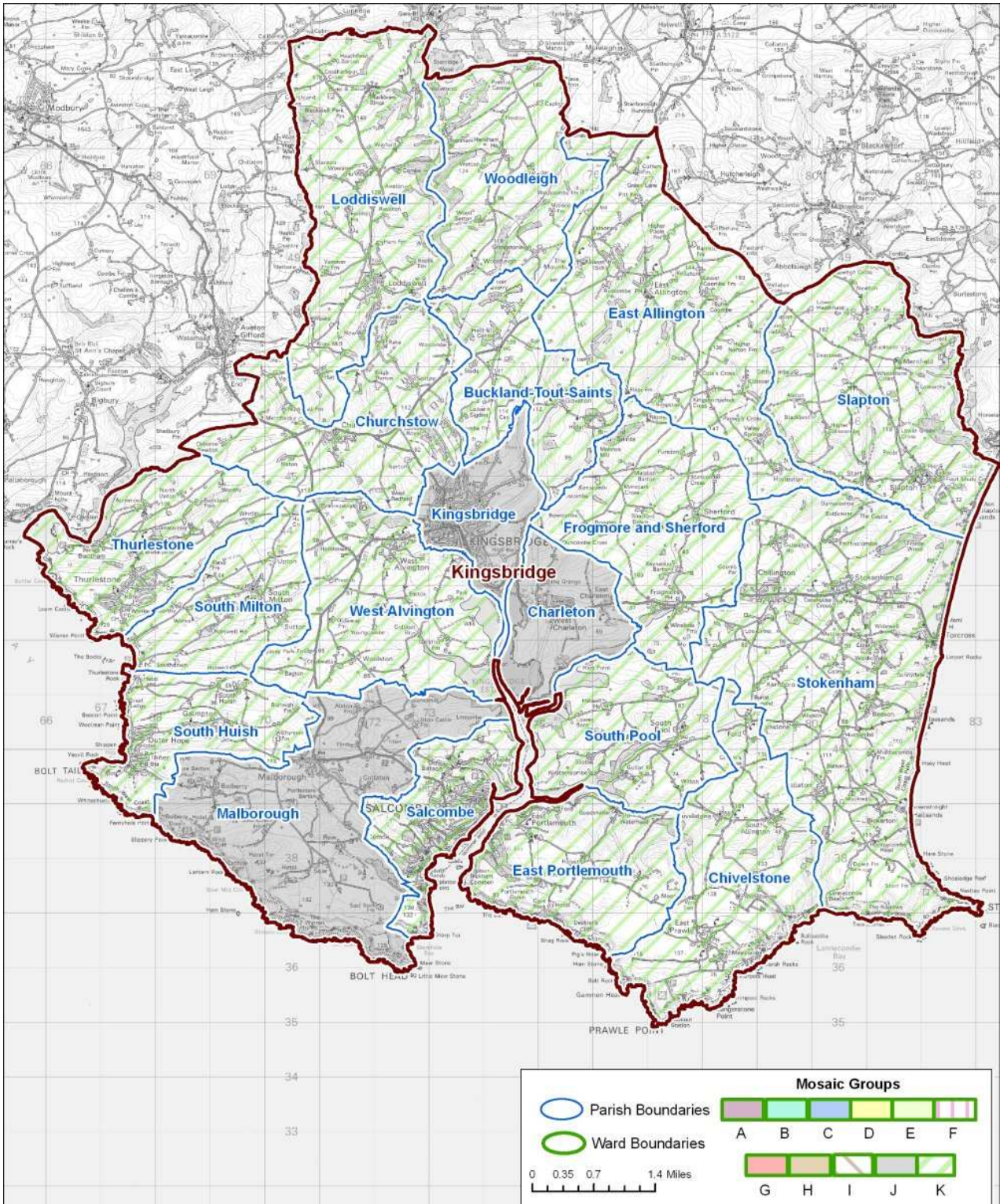
Note: Red = Predominant Mosaic Group, Blue = Significant Mosaic Group >20%

### Main mosaic group

#### Key Features

The map below illustrates the main differences within Kingsbridge Devon Town. The more central parishes of Kingsbridge, Charleton and Malborough are predominantly elderly well off group J, however all other parishes comprise mostly rural group K.

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.

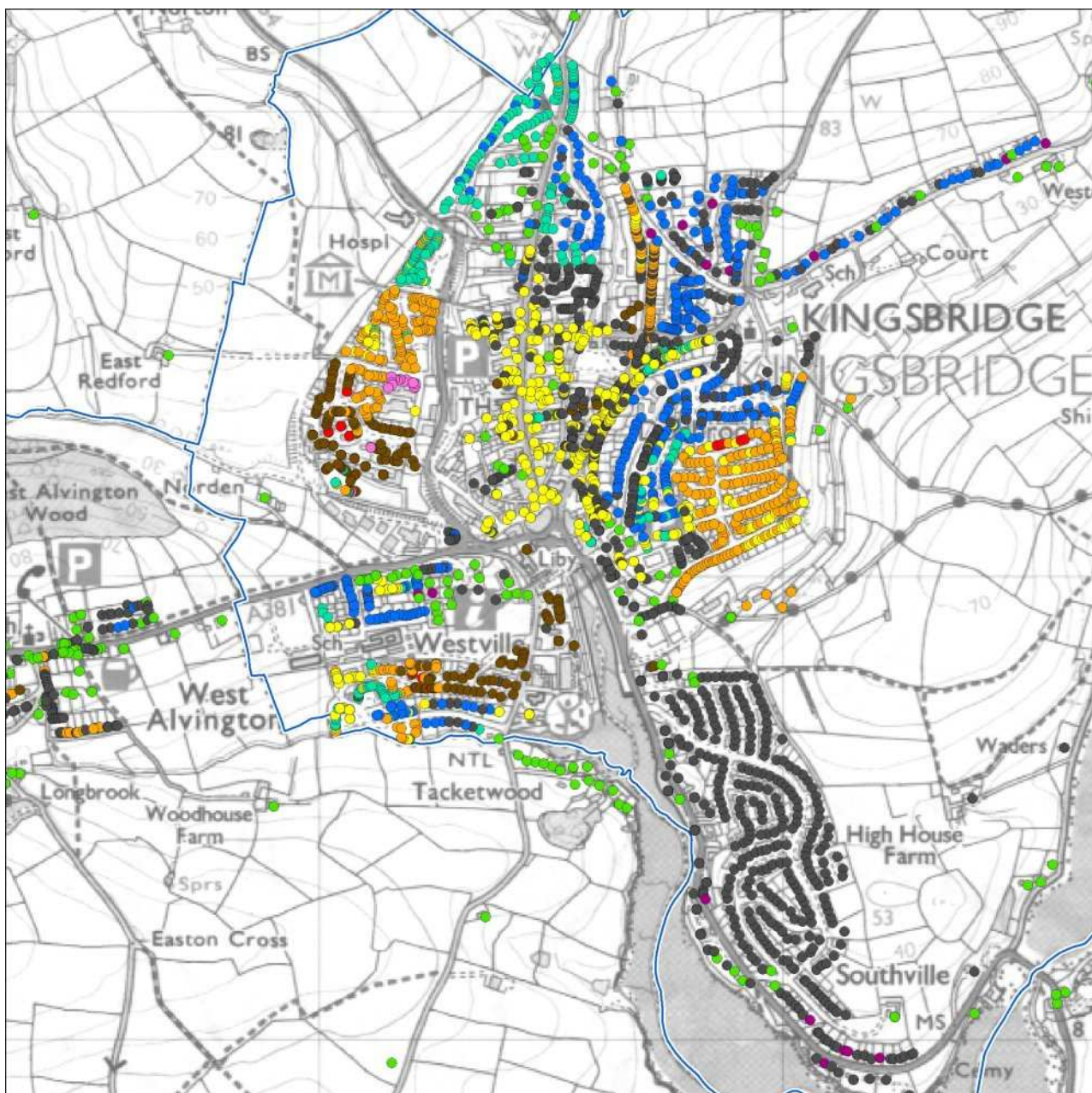


**Kingsbridge**

**Key Features**

Central Kingsbridge comprises mostly close knit community group D bordered to the north by the more affluent younger family B and older family C. Well off elderly group J can also be seen in this northern area and is concentrated towards the north east of Kingsbridge and in a long swathe stretching southwards as far as Southville (on the east of the river). There is also a notable cluster of group J (intermingled with rural group K) in the vicinity of West Alvington.

To the west and east of the centre and around Westville (to the south) are clusters of the more deprived groups H (upwardly mobile families) and I (low income elderly) with a few benefit claiming group F.



Mosaic Group

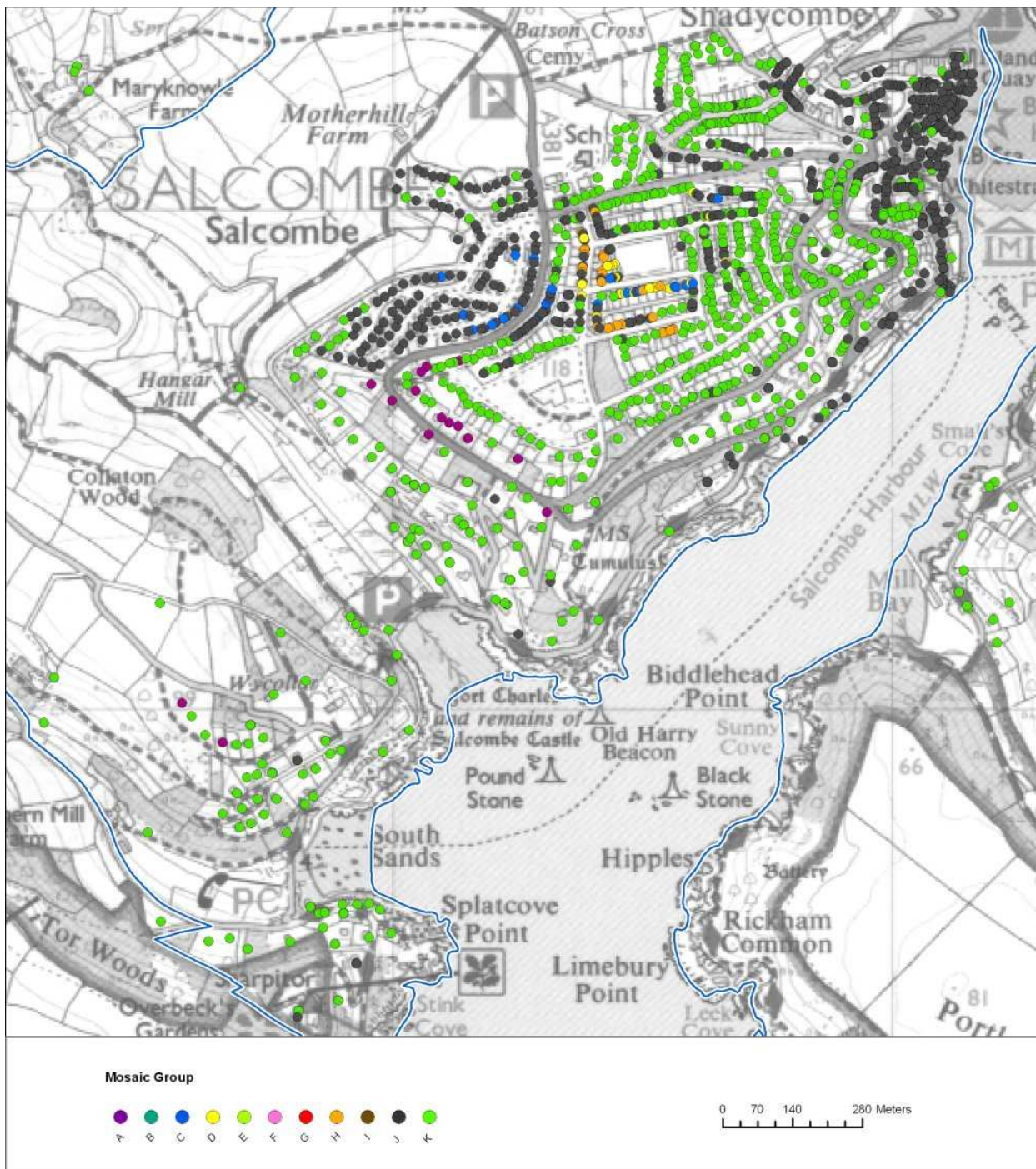
- A
- B
- C
- D
- E
- F
- G
- H
- I
- J
- K

0 85 170 340 Meters

Salcombe

**Key Features**

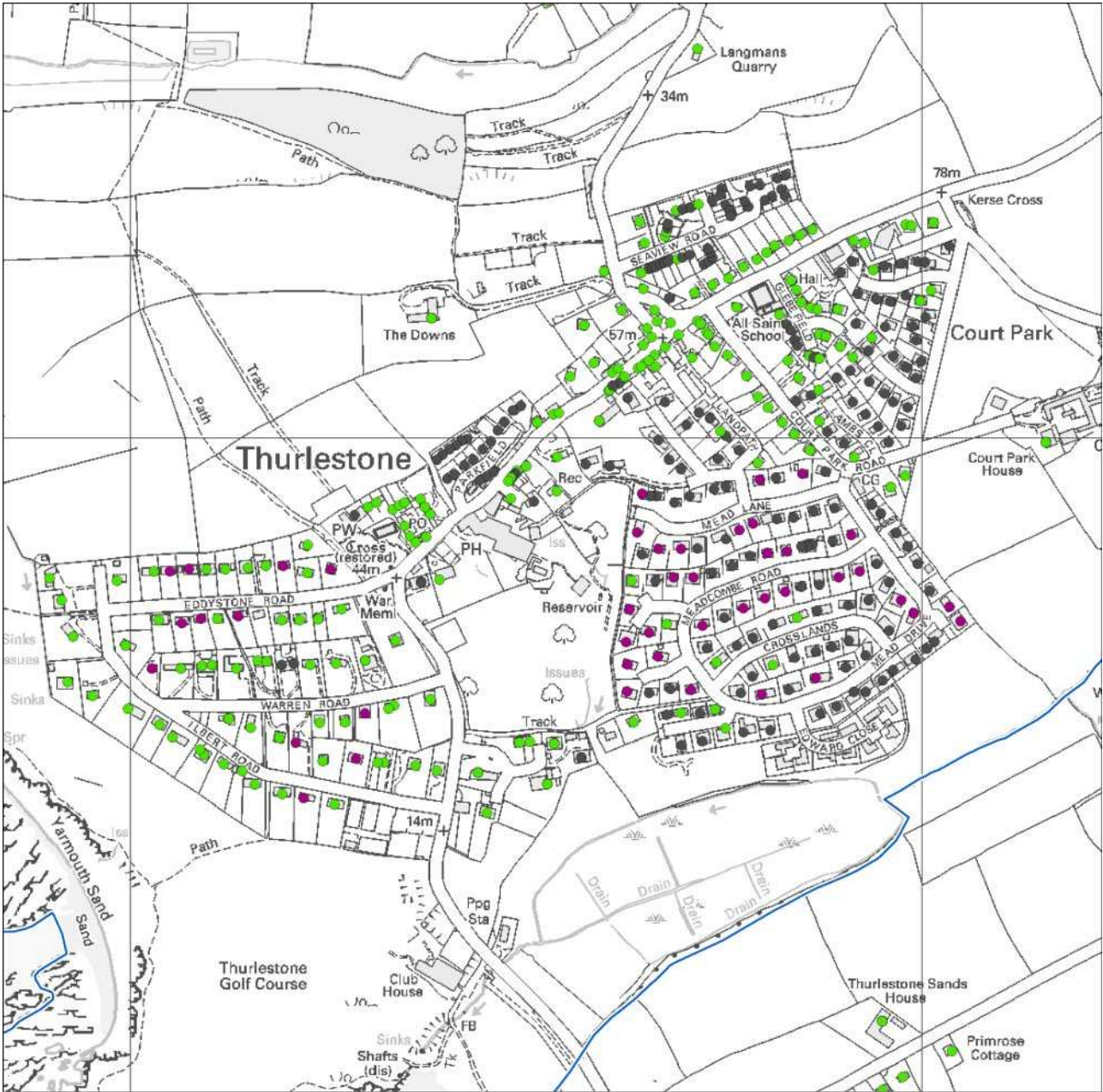
Mostly Salcombe is defined as rural group K. There are two sections of well off elderly group J – one near the quay to the north east and another on the western edge of the town. Next to the western group J is a small cluster of close knit community group D and upwardly mobile family group H. A small area of affluent group A appears near the western edge.



### Thurlestone

#### Key Features

Three groups dominate in Thurlestone – rural group K is spread over most areas whilst well off elderly group J features mainly to the east of the village. Affluent group A shares the newer estate to the east with J but also appears in the west overlooking the golf course.

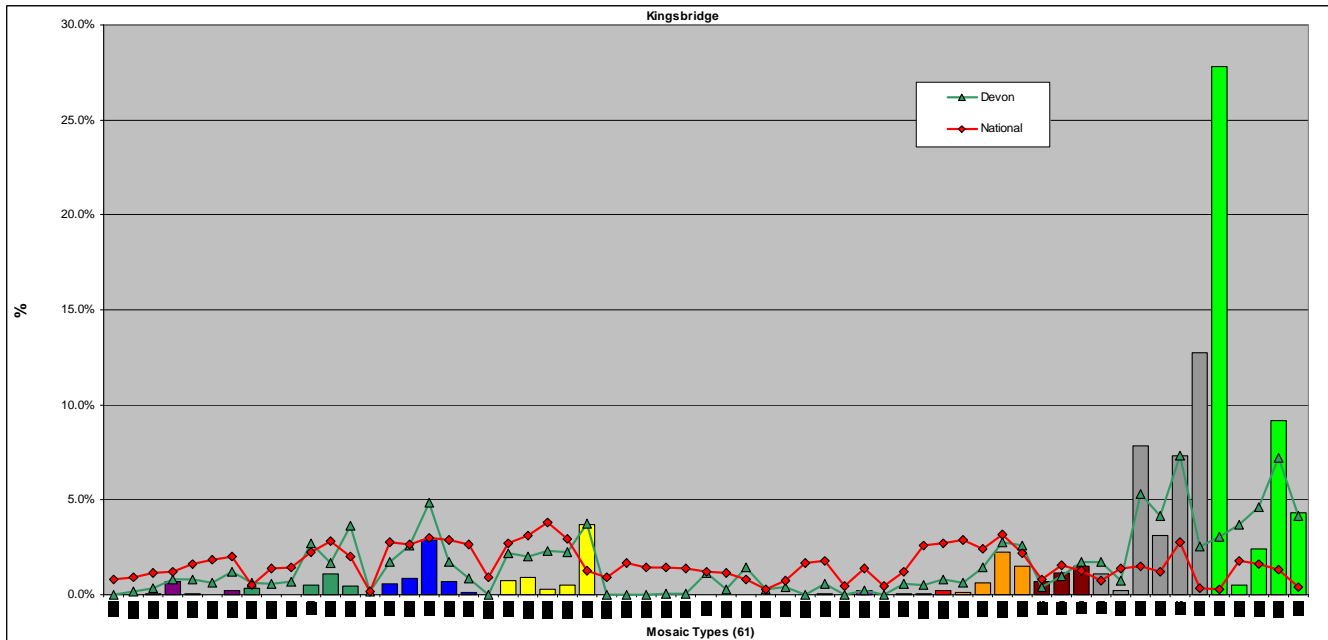


# Analysis by mosaic type

Main mosaic types in the Kingsbridge Devon Town area.

## Key Features

Within Kingsbridge town area types K57 (28%) followed by at some distance by J56 (13%), K60 (9%), J53 (8%) and J55 (7%).



Source: Mosaic data 2009 - © 2009 Experian Ltd

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

Mosaic Type	Percentage of Households		
	Kingsbridge	Devon	National
A01	0.0	0.0	0.8
A02	0.0	0.1	0.9
A03	0.1	0.3	1.2
A04	0.7	0.8	1.2
A05	0.0	0.8	1.6
A06	0.0	0.7	1.9
A07	0.2	1.2	2.0
B08	0.3	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	1.1	1.7	2.8
B13	0.5	3.6	2.0
B14	0.0	0.2	0.2
C15	0.6	1.7	2.8
C16	0.9	2.6	2.7
C17	2.9	4.9	3.0
C18	0.7	1.7	2.9
C19	0.1	0.9	2.6
C20	0.0	0.0	1.0
D21	0.8	2.2	2.7
D22	0.9	2.0	3.1
D23	0.3	2.3	3.8

D24	0.5	2.3	3.0
D25	3.7	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	0.1	0.6	1.8
F38	0.0	0.0	0.5
F39	0.3	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	0.2	0.8	2.7
H44	0.1	0.7	2.9
H45	0.6	1.5	2.4
H46	2.2	2.8	3.2
H47	1.5	2.6	2.2
I48	0.7	0.4	0.8
I49	1.1	1.0	1.6
I50	1.5	1.7	1.3
J51	1.1	1.8	0.8
J52	0.2	0.7	1.4
J53	7.8	5.3	1.5
J54	3.1	4.2	1.2
J55	7.3	7.3	2.8
J56	12.8	2.5	0.3
K57	27.8	3.0	0.3
K58	0.5	3.7	1.8
K59	2.4	4.6	1.6
K60	9.2	7.2	1.3
K61	4.4	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 in each parish

### Key Features

Kingsbridge parish differs from the surrounding rural parishes' profile having no types in common in its top three most prominent types. Kingsbridge parish comprises mainly J53, D25 and J55 making a total of 35% of the parish households, whereas the surrounding rural parishes' top three are K57, J56 and K60 making up 68% of households.

Notable parish variations from the average includes:

- Charleton which comprises 51% type J53
- Churchstow which has 56% K61
- Loddiswell which has K59 (20%) and J55 (20%)
- Malborough which has K61 (17%)
- Slapton comprises K61 (48%)
- West Alvington sees J55 (24%)
- Woodleigh K61 (99%).

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 either the parish of Kingsbridge 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	%
<b>Kingsbridge parish</b>	<b>J53</b>	<b>375</b>	<b>12.4</b>	<b>D25</b>	<b>365</b>	<b>12.1</b>	<b>J55</b>	<b>332</b>	<b>11.0</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	%
Buckland-Tout-Saints	K60	81	90.0	A07	4	4.4	J53	3	3.3
Charleton	J53	145	50.7	K57	62	21.7	J56	32	11.2
Chivelstone	K60	140	64.5	K57	53	24.4	J56	24	11.1
Churchstow	K61	121	56.3	K60	42	19.5	J56	21	9.8
East Allington	K60	214	75.1	C17	21	7.4	A07	14	4.9
East Portlemouth	K57	153	95.6	J56	6	3.8	K60	1	0.6
Frogmore and Sherford	K57	145	63.9	J56	41	18.1	C17	9	4.0
Loddiswell	K59	90	19.7	J55	89	19.5	K60	62	13.6
Malborough	J56	120	20.2	K57	117	19.7	K61	103	17.3
Salcombe	K57	880	49.9	J56	659	37.4	J55	50	2.8
Slapton	K61	122	47.5	K57	91	35.4	J56	27	10.5
South Huish	K57	394	83.1	J56	71	15.0	K60	4	0.8
South Milton	K57	153	65.4	K60	42	17.9	J56	23	9.8
South Pool	K60	97	91.5	J56	7	6.6	J53	1	0.9
Stokenham	K57	398	35.6	J54	193	17.3	K60	161	14.4
Thurlestone	K57	389	59.5	J53	107	16.4	J56	86	13.1
West Alvington	K60	107	41.3	J55	62	23.9	K59	28	10.8
Woodleigh	K61	68	98.6	K60	1	1.4			
<b>Rural Parishes</b>	<b>K57</b>	<b>2,875</b>	<b>38.5</b>	<b>J56</b>	<b>1,215</b>	<b>16.3</b>	<b>K60</b>	<b>959</b>	<b>12.8</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	%
Devon Town area	<b>K57</b>	<b>2,914</b>	<b>27.8</b>	<b>J56</b>	<b>1,337</b>	<b>12.8</b>	<b>K60</b>	<b>959</b>	<b>9.2%</b>

Source: Mosaic data 2009 - © 2009 Experian Ltd