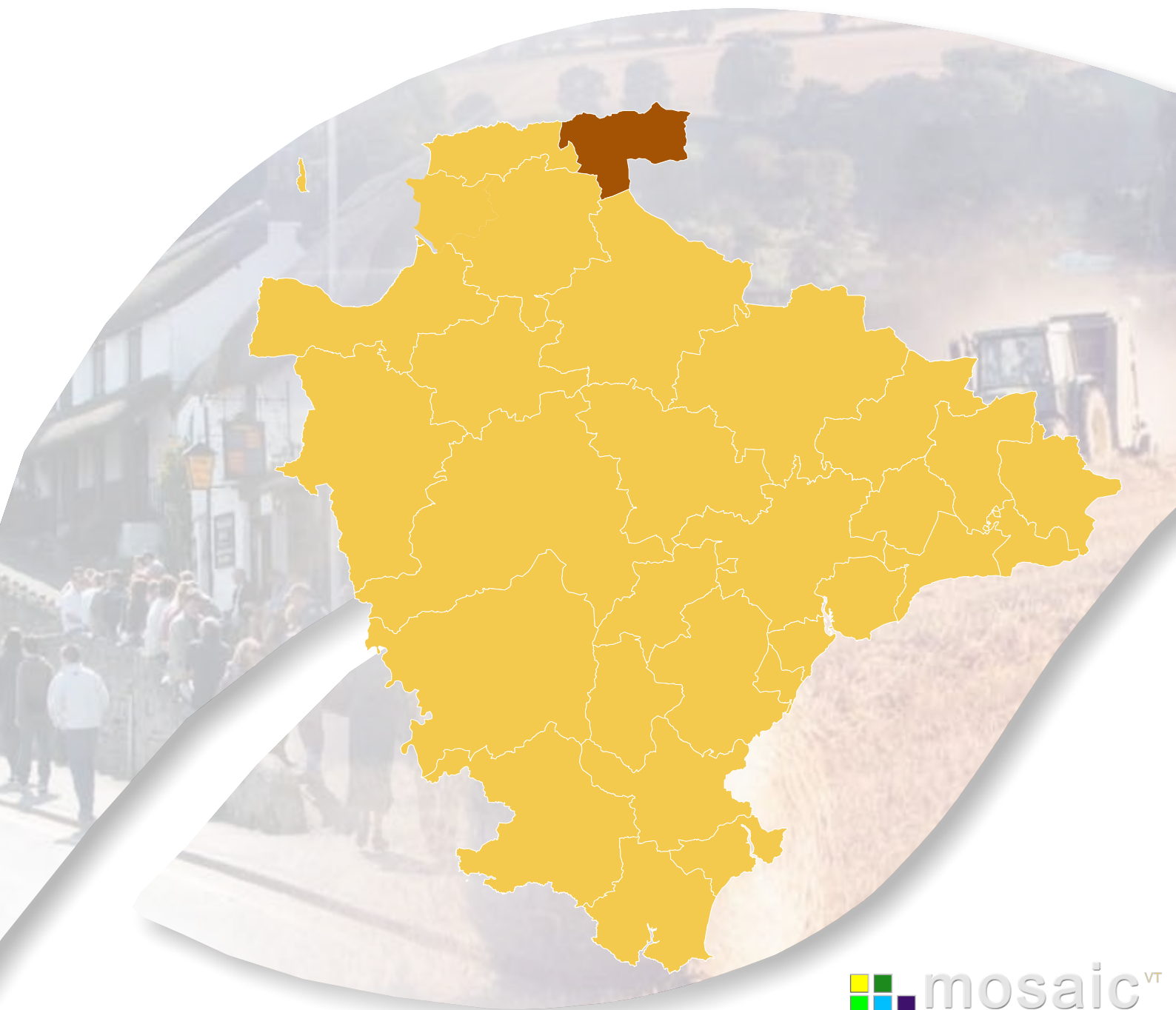


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Contents

Introduction	3
Lynton and Lynmouth	3
The Lynton and Lynmouth town area is dominated by the Mosaic rural and better off elderly categories. Identifying Devon Towns	3
Identifying Devon Towns	4
Area Definition	5
Background.....	6
Summary.....	7
Analysis by mosaic group	9
Main mosaic groups in the Lynton & Lynmouth Devon Town area.....	9
Mosaic groups by parish.....	10
Main Mosaic Group.....	11
Lynton & Lynmouth.....	12
Analysis by mosaic type	13
Main mosaic types (in the Lynton & Lynmouth Devon Town area.....	13
Main mosaic types.....	16

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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.

Lynton and Lynmouth

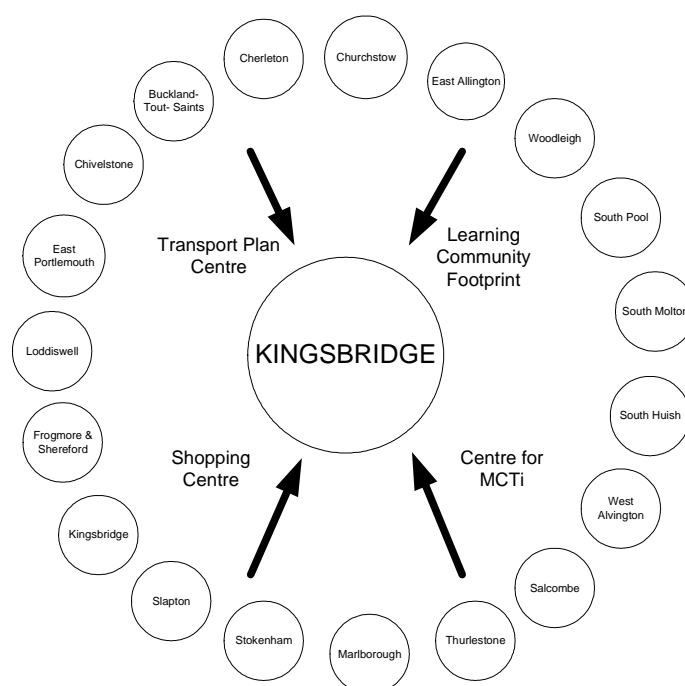
The Lynton and Lynmouth town area is dominated by the Mosaic rural and better off elderly categories.

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.

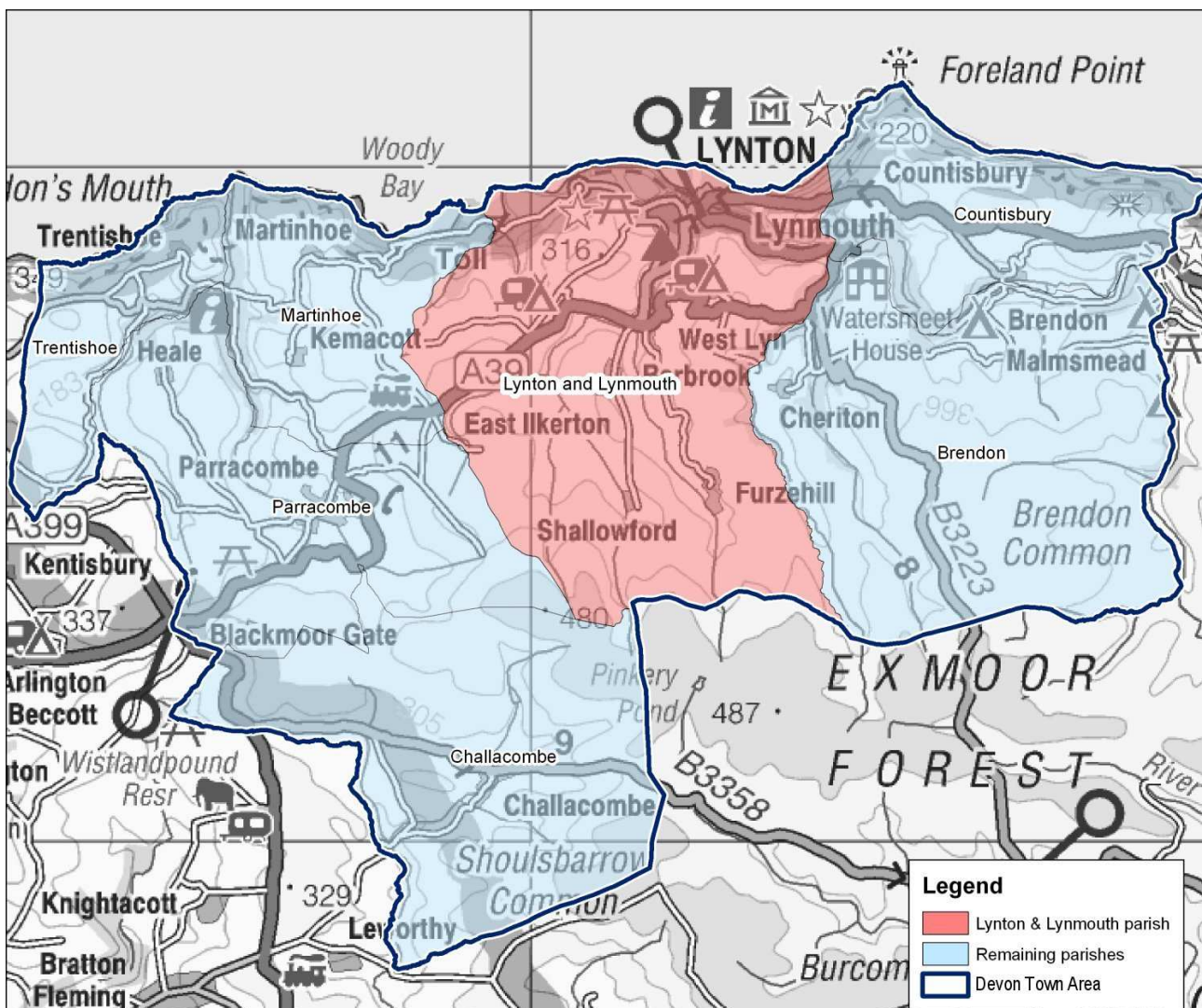


Exeter also provides a similar or related "market town" function as well as being a sub regional centre with a larger sphere of influence.

Area Definition

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

Brendon	Countisbury	Martinhoe	Trentishoe
Challacombe	Lynton & Lynmouth	Parracombe	



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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

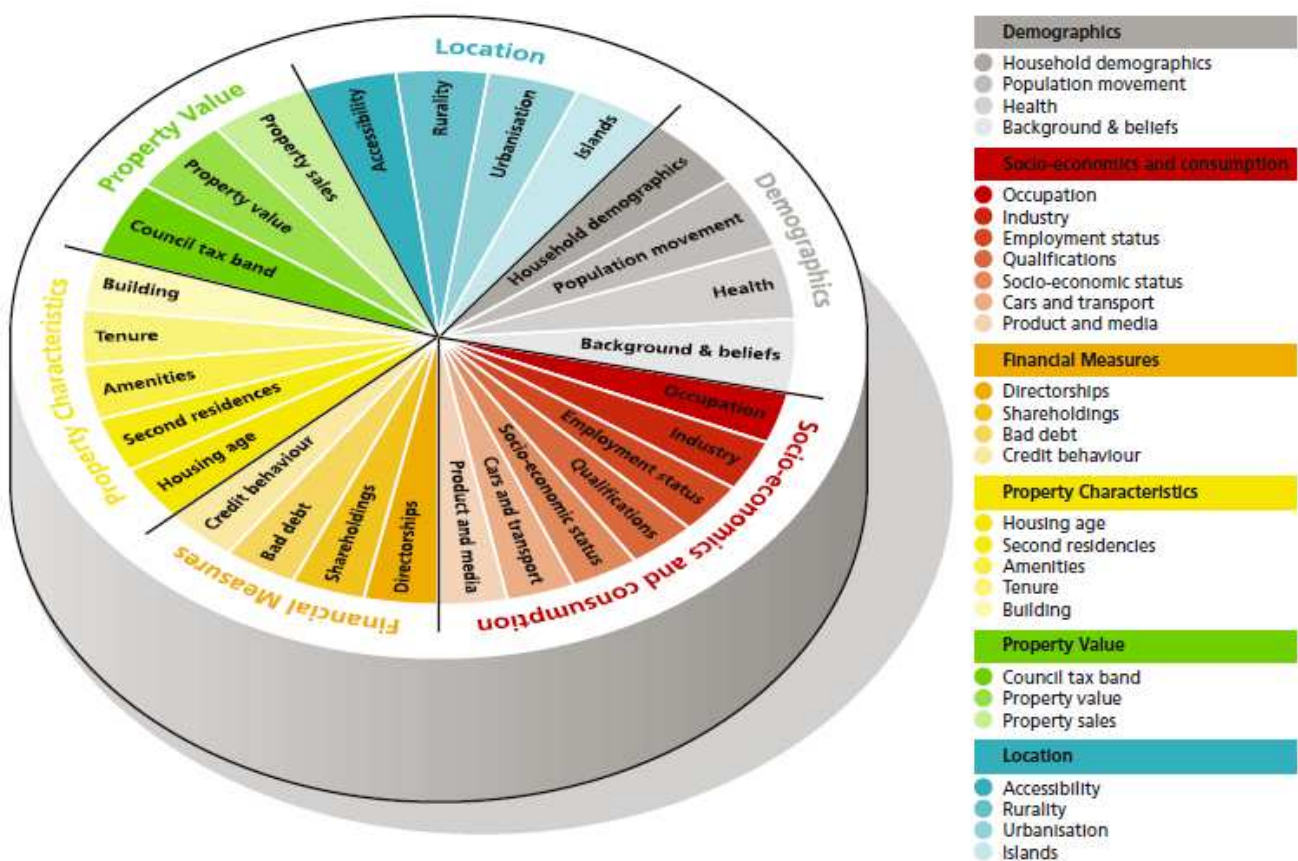
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is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

Lynton & Lynmouth comprises two small villages and a surrounding hinterland of 6 parishes: Brendon, Challacombe, Countisbury, Martinhoe, Parracombe and Trentishoe,

Lynton is a small village which lies on Exmoor on the edge of the Quantock Hills and is located at the top of a gorge above Lynmouth. The two villages are connected by the cliff railway.

Well educated singles group E and benefit claiming group F are not present at all and three other groups (A, B and G) have very small numbers. 50% of households are rural group K and a further 42% are well off elderly group J. Group K is the dominant group in the surrounding hinterland, whereas group J is most prevalent in Lynton and Lynmouth parish.

Whilst there are no great indicators of affluence or deprivation there does appear to be a small patch of deprivation to the far west of Lynton village.

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

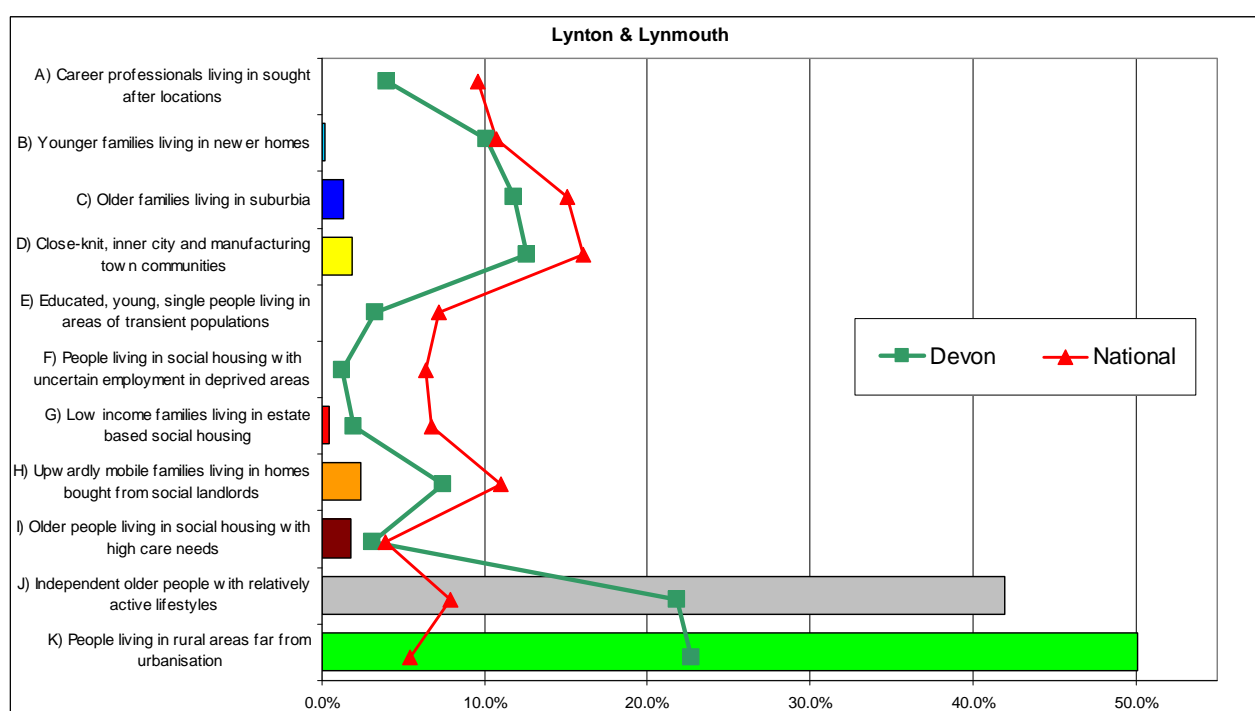
The National figures compared with Devon are higher in most groups because of the over representation of the elderly group J and rural group K in Devon.

Group K, with 50%, is the highest proportion, followed closely by group J (42%); both are over-represented in Lynton & Lynmouth when compared with Devon.

Four other groups (C, D, H and I) are present but in quite low proportions, there is however the possibility these lifestyle types could be clustered in specific places.

Main mosaic groups in the Lynton & Lynmouth Devon Town area.

The following graph and table show the main mosaic groups appearing in Lynton & Lynmouth, they also show the proportions of all mosaic groups appearing in Devon and nationally.



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

Mosaic Group	Percentage of Households		
	Lynton & Lynmouth	Devon	National
A	0.1	4.0	9.6
B	0.2	10.1	10.8
C	1.3	11.8	15.1
D	1.9	12.6	16.0
E	0.0	3.3	7.2
F	0.0	1.3	6.4
G	0.4	1.9	6.7
H	2.4	7.5	11.0
I	1.8	3.1	3.9
J	41.9	21.8	7.9
K	50.1	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Mosaic groups by parish

Key Features

Lynton & Lynmouth parish is the most diverse parish with well off elderly J being the most prevalent group, at 62%, followed at some distance by rural K with 26%.

All six rural parishes are dominated by group K.

Area	Percentage of Households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Lynton and Lynmouth	0.1	0.2	1.9	2.8	-	-	0.6	3.6	2.6	61.9	26.2	833
Brendon	-	-	-	-	-	-	-	-	-	3.1	96.9	98
Challacombe	-	-	-	-	-	-	-	-	-	-	100.0	47
Countisbury	-	-	-	-	-	-	-	-	-	-	100.0	28
Martinhoe	-	-	-	-	-	-	-	-	-	1.7	98.3	59
Parracombe	-	-	-	-	-	-	-	-	-	-	100.0	144
Trentishoe	-	-	-	-	-	-	-	-	-	-	100.0	27
Rural Parishes	-	-	-	-	-	-	-	-	-	1.0	99.0	403
Devon Town area	0.1	0.2	1.3	1.9	-	-	0.4	2.4	1.8	42.1	49.9	1,236
Total Households	1	2	16	23	0	0	5	30	22	520	617	1,236

Source: Mosaic data 2009 - © 2009 Experian Ltd

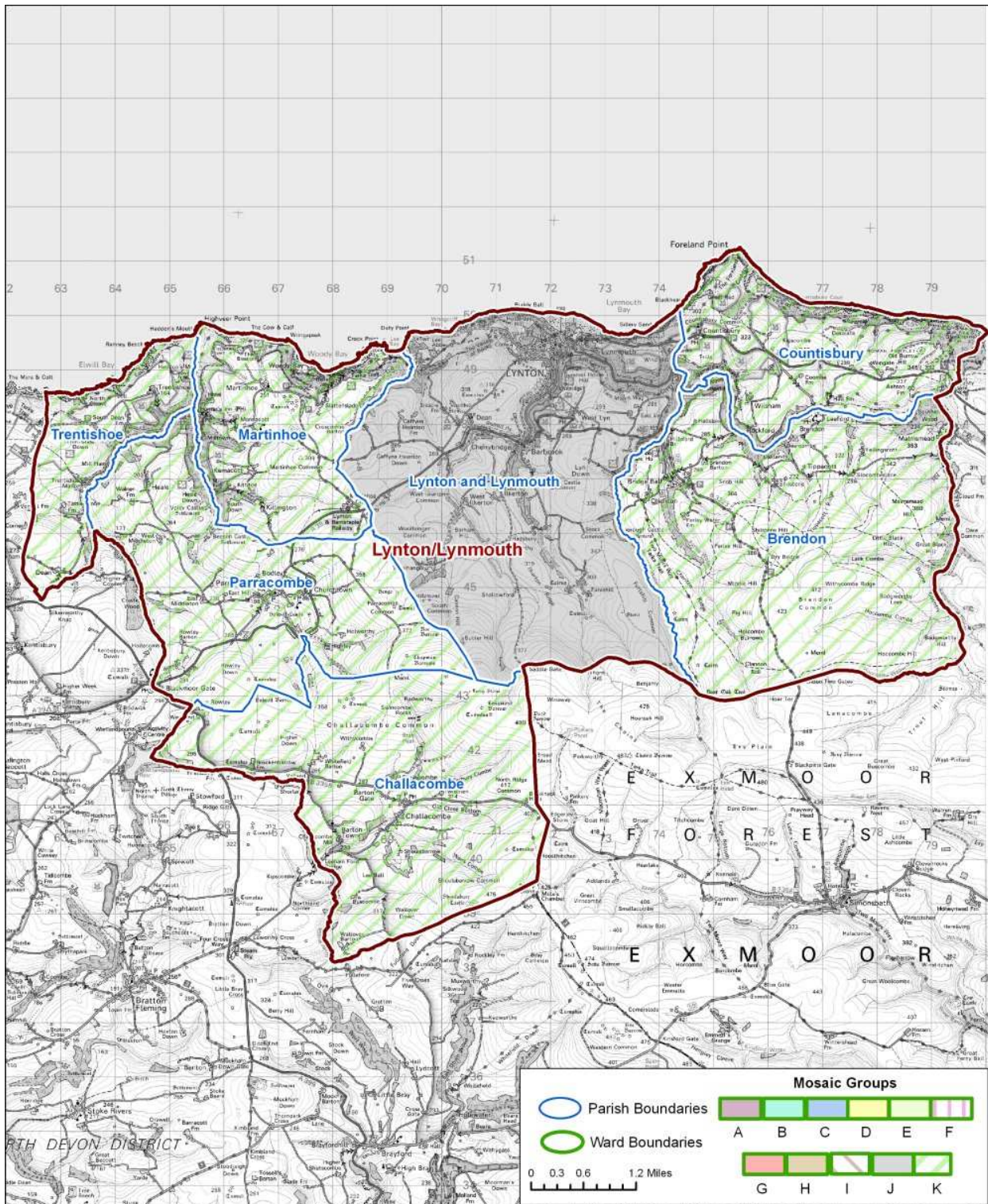
Note: **Red = Predominant Mosaic Group** **Blue = Significant Mosaic Group >20%**

Main Mosaic Group

Key Features

The map below illustrates the main differences within Lynton & Lynmouth Devon Town area. Lynton & Lynmouth parish's majority group is elderly well off J with the surrounding parishes being predominantly 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.

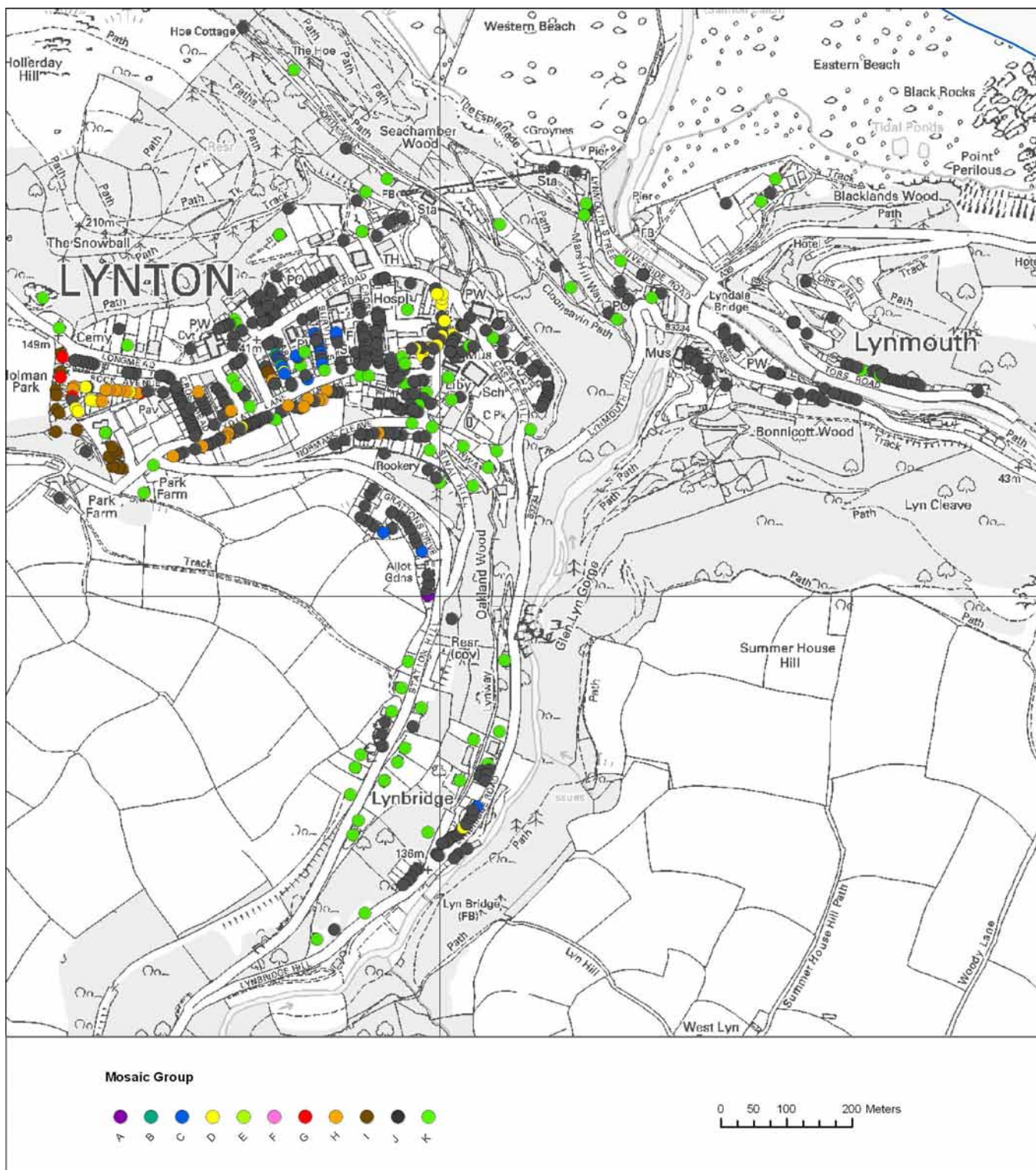


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Lynton & Lynmouth

Key Features

The majority of Lynton and Lynmouth comprises the well off elderly group J. There is a small section of close knit community group D near Lynton village centre and a very small deprived area to the west of Lynton with some poorer elderly group I and some lower income family G and some upwardly mobile H.



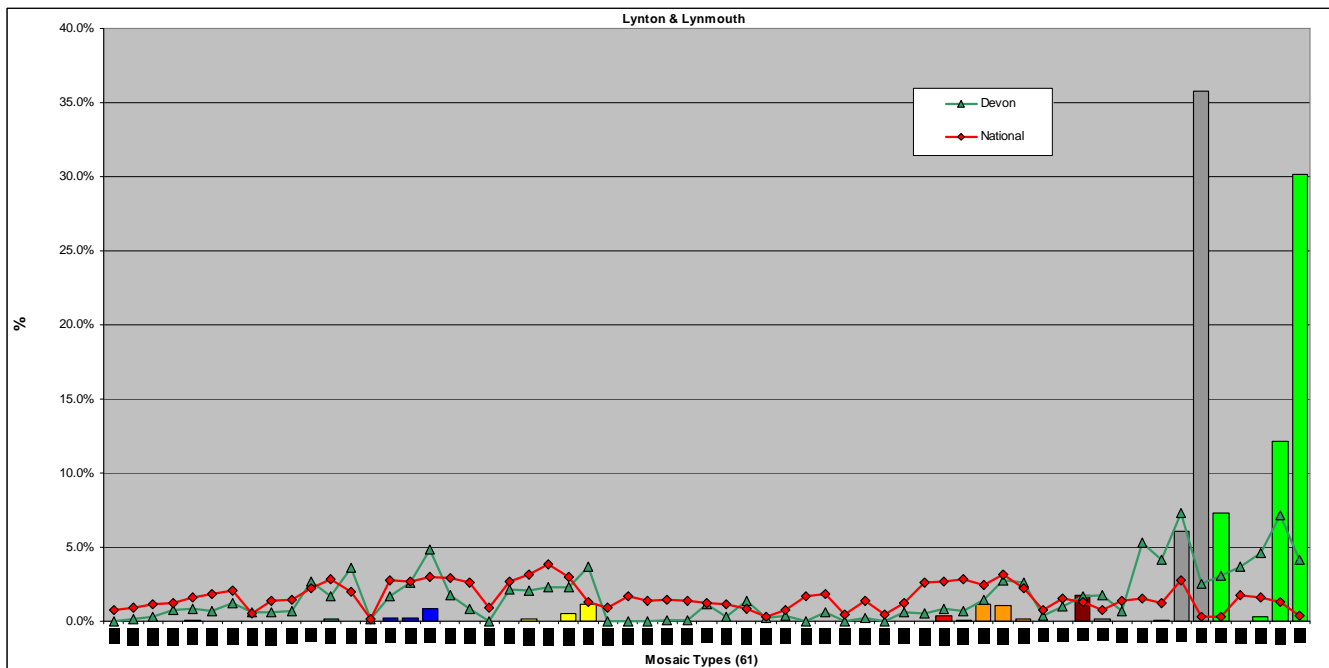
Analysis by mosaic type

Main mosaic types in the Lynton & Lynmouth Devon Town area.

Key Features

The graphs below show specifically that the majority of mosaic types do not appear in Lynton & Lynmouth.

Within Lynton & Lynmouth type J56 with 36% is by far the most common. K61 (30%) follows. Overall just five types are over 5% of households – four of which are higher than the Devon figure.



Source: Mosaic data 2009 - © 2009 Experian Ltd

The following table shows the comparative proportions of Mosaic Types in Lynton & Lynmouth; these are illustrated in the above two graphs.

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

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

H46	1.0	2.8	3.2
H47	0.2	2.6	2.2
I48	0.0	0.4	0.8
I49	0.0	1.0	1.6
I50	1.8	1.7	1.3
J51	0.2	1.8	0.8
J52	0.0	0.7	1.4
J53	0.0	5.3	1.5
J54	0.1	4.2	1.2
J55	6.0	7.3	2.8
J56	35.6	2.5	0.3
K57	7.3	3.0	0.3
K58	0.0	3.7	1.8
K59	0.3	4.6	1.6
K60	12.2	7.2	1.3
K61	30.3	4.1	0.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

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

Main mosaic types.

Key Features

Lynton & Lynmouth Devon Town has significant numbers of J56, K60 and K61. Most of the rural parishes have K61 as their main type (Parracombe being the exception with K60). Over half of Lynton & Lynmouth parish is J56.

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 may form commonality between parishes but these are not the most prominent types.

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Lynton & Lynmouth Parish	J56	438	52.6	K61	124	14.9	K57	90	10.8

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Brendon	K61	92	93.9	J56	3	3.1	K60	3	3.1
Challacombe	K61	47	100.0	-	-	-	-	-	-
Countisbury	K61	23	82.1	K60	5	17.9	-	-	-
Martinhoe	K61	58	98.3	J56	1	1.7	-	-	-
Parracombe	K60	142	98.6	K61	2	1.4	-	-	-
Trentishoe	K61	27	100.0	-	-	-	-	-	-
Rural parishes	K61	249	61.8	K60	150	37.2	J56	4	1.0

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Devon Town area	J56	442	35.8	K61	373	30.2	K60	150	12.1

Source: Mosaic data 2009 - © 2009 Experian Ltd