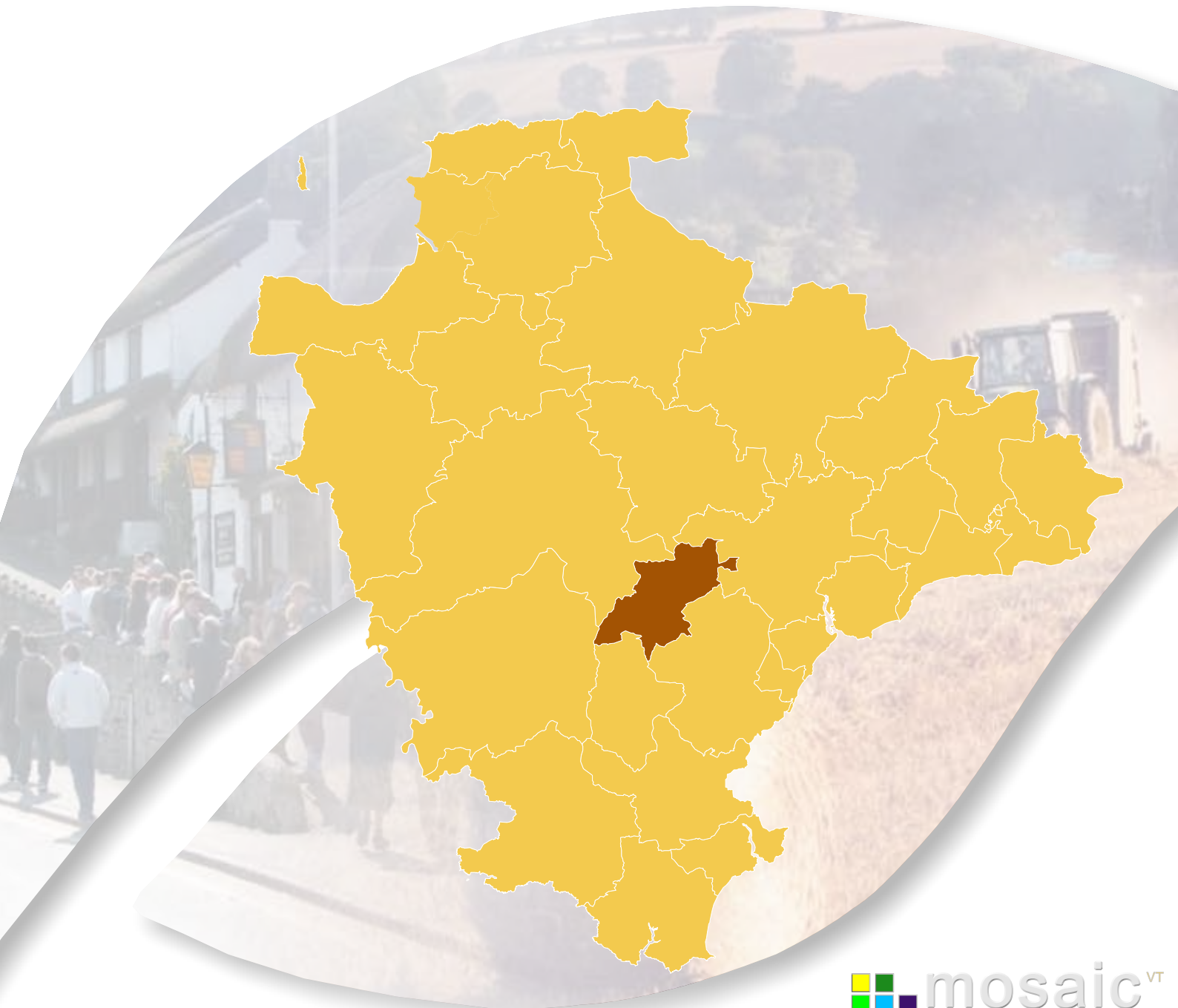


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Introduction

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.

Moretonhampstead

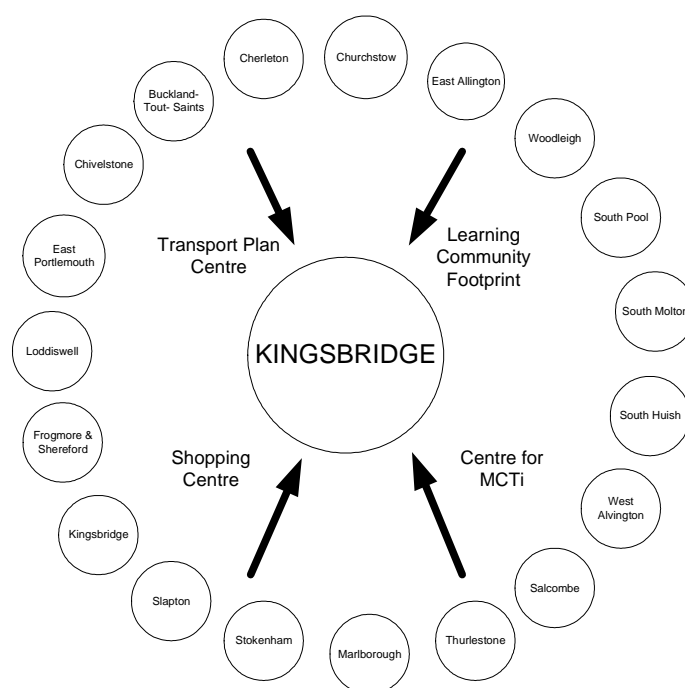
The most dominant Mosaic Group in Moretonhampstead is rural which accounts for almost two thirds of households.

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.

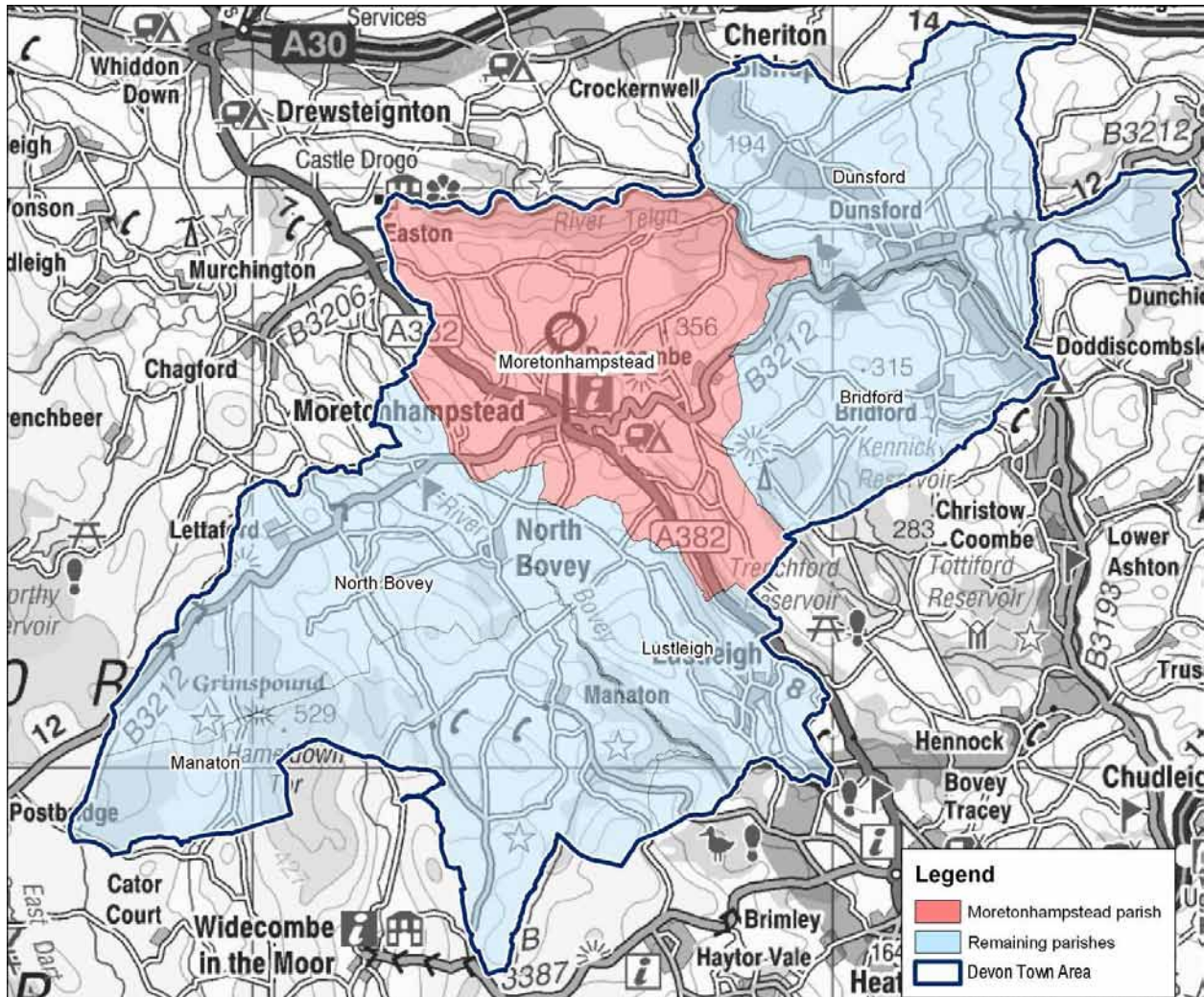


Exeter also provides a similar or related “market town“ function as well as being a sub regional centre with a larger sphere of influence.

Area definition

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

Bridford	Lustleigh	Moretonhampstead
Dunsford	Manaton	North Bovey



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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

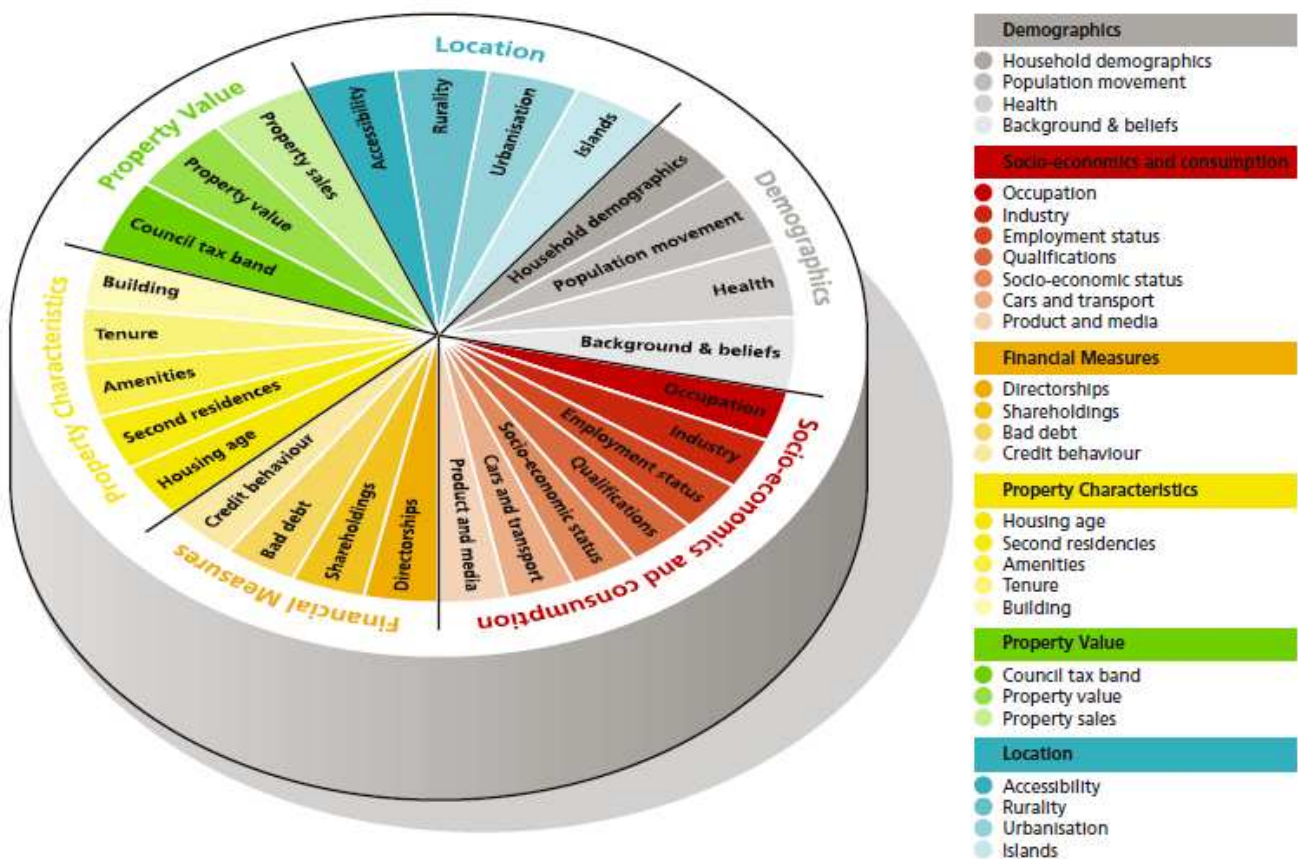
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is 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 Appendix 1.

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

Moretonhampstead comprises a small town and a surrounding hinterland of five parishes: Bridford, Dunsford, Lustleigh, Manaton and North Bovey.

Moretonhampstead is a fairly small market town which lies on the edge of Dartmoor and relies heavily on tourism.

Moretonhampstead town area has almost two thirds of households in the rural group K and approximately 18% in the elderly well off group J. There are much smaller proportions in the other groups.

The rural parishes all comprise mostly rural group K – Bridford is comparatively affluent.

Within Moretonhampstead parish there is a more even mix of well off elderly group J and rural K.

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.

Key features and descriptions for all the Mosaic Groups and Types are provided in the Appendices.

Analysis by mosaic group

Key Features

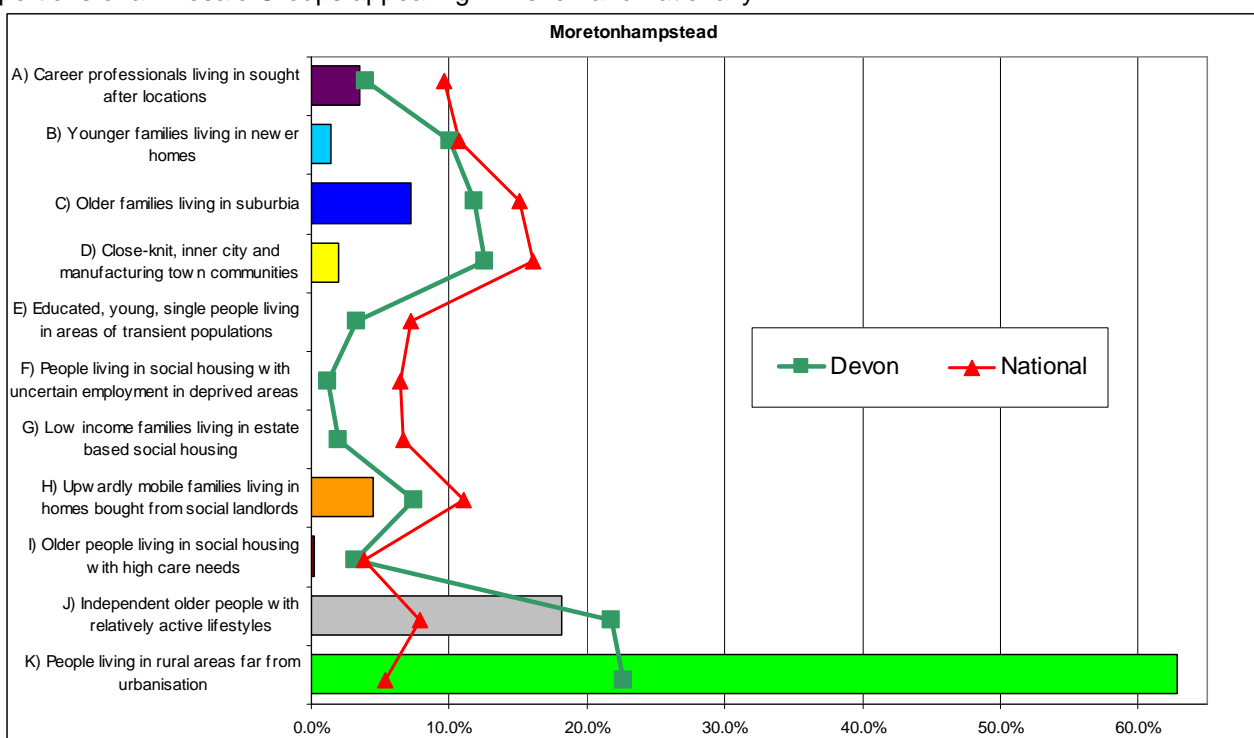
The National figures compared with Devon are generally higher in all groups because of the over representation of groups J and K in Devon.

Rural group K with approximately 63% is by far the highest group, followed at a very considerable distance by elderly well off group J (18%). Only group K is over-represented in Moretonhampstead when compared with Devon.

Groups E, F, G and I are either absent or in very small numbers. Whilst there are quite small numbers of affluent group A, young families group B and close knit community group D there is however the possibility that they could be clustered in specific places.

Main mosaic groups in the Moretonhampstead Devon Town area.

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



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

Mosaic Group	Percentage of Households		
	Moretonhampstead	Devon	National
A	3.5	4.0	9.6
B	1.4	10.1	10.8
C	7.2	11.8	15.1
D	1.9	12.6	16.0
E	0.1	3.3	7.2
F	0.0	1.3	6.4
G	0.0	1.9	6.7
H	4.5	7.5	11.0
I	0.3	3.1	3.9
J	18.2	21.8	7.9
K	62.8	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Mosaic groupings by parish

Key Features

Moretonhampstead town area is dominated by rural group K (63% of households).

Moretonhampstead itself has elderly well off group J with 36% and rural group K with 33%. There are only two other groups with more than 5% older family group C (8%) and upwardly mobile family group H (11%). Deprivation is not really an issue in the area but what there is will be found in Moretonhampstead.

All the five rural parishes are mainly rural group K. Bridford appears to quite affluent with 12% affluent group A.

Area	Percentage of Households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Moretonhampstead	2.7	3.5	8.2	4.7	0.3	-	-	11.0	0.7	35.7	33.2	765
Bridford	11.8	-	10.5	-	-	-	-	-	-	7.7	70.0	220
Dunsford	1.3	-	8.8	-	-	-	-	-	-	9.8	80.1	297
Lustleigh	4.8	-	5.9	-	-	-	-	-	-	3.8	85.5	290
Manaton	0.6	-	4.1	-	-	-	-	-	-	3.0	91.7	169
North Bovey	-	-	-	-	-	-	-	-	-	5.2	94.8	135
Rural Parishes	4.1	-	6.6	-	-	-	-	-	-	6.2	83.1	1,111
Devon Town area	3.5	1.4	7.2	1.9	0.1	-	-	4.5	0.3	18.2	62.7	1,876
Total Households	66	27	136	36	2	0	0	84	5	342	1,177	1,876

Source: Mosaic data 2009 - © 2009 Experian Ltd

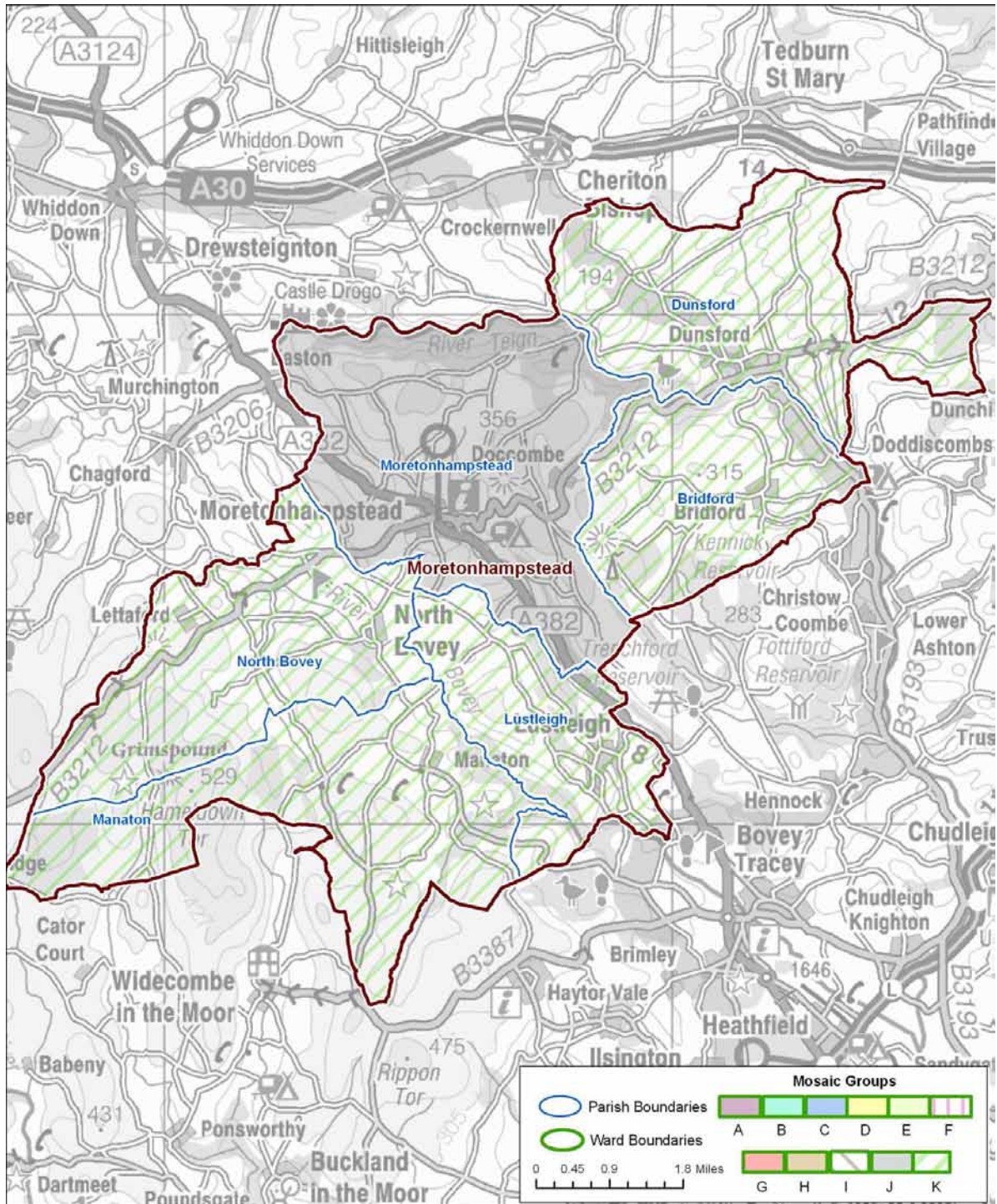
Note: **Red = Dominant Mosaic Group** **Blue = Significant Mosaic Group >20%**

Main mosaic groups

Key Features

The map below illustrates broad patterns within Moretonhampstead. All the parishes have rural group K as the majority group except Moretonhampstead parish itself which has well off elderly 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.

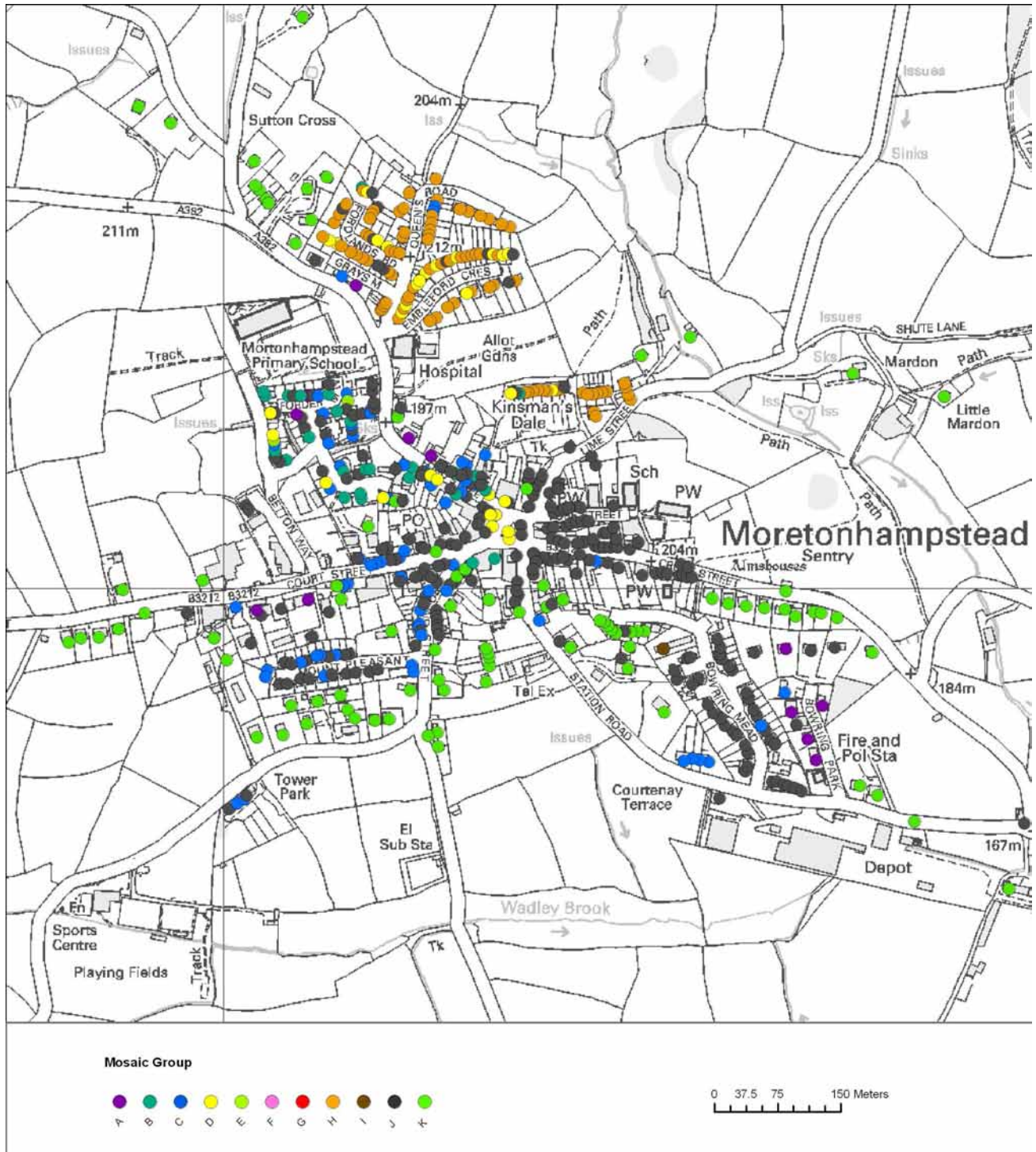


Moretonhampstead Town Centre

Key Features

The more central part of Moretonhampstead parish is dominated by the elderly group J. To the north of this cluster a pocket of the more deprived group H can be found in the vicinity of Queen's Road.

Even in this 'urban' area, rural group K postcodes are evident on the periphery.



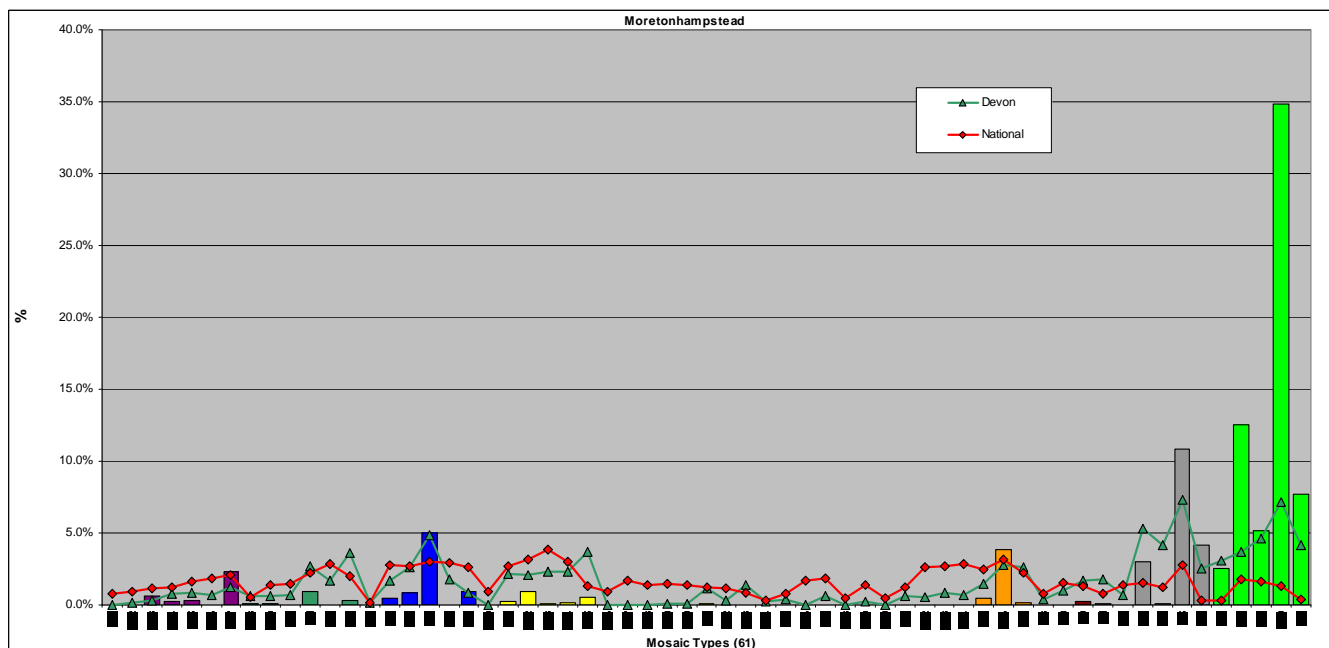
Analysis by mosaic type

Main mosaic types in the Moretonhampstead Devon Town area.

Key Features

Moretonhampstead has six types over 5% and those with another four types being both over-represented compared with Devon.

K60 (35%) is the most common type followed as some distance by groups K58 (13%) and J55 (11%).



Source: Mosaic data 2009 - © 2009 Experian Ltd

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

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

Mosaic Types	Percentage of Households		
	Moretonhampstead	Devon	National
A01	0.0	0.0	0.8
A02	0.0	0.1	0.9
A03	0.6	0.3	1.2
A04	0.3	0.8	1.2
A05	0.3	0.8	1.6
A06	0.0	0.7	1.9
A07	2.3	1.2	2.0
B08	0.1	0.6	0.5
B09	0.1	0.6	1.4
B10	0.0	0.7	1.4
B11	1.0	2.7	2.3
B12	0.0	1.7	2.8
B13	0.3	3.6	2.0
B14	0.0	0.2	0.2
C15	0.5	1.7	2.8

C16	0.9	2.6	2.7
C17	5.0	4.9	3.0
C18	0.0	1.7	2.9
C19	0.9	0.9	2.6
C20	0.0	0.0	1.0
D21	0.3	2.2	2.7
D22	0.9	2.0	3.1
D23	0.1	2.3	3.8
D24	0.2	2.3	3.0
D25	0.5	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	0.1	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	0.0	0.8	2.7
H44	0.0	0.7	2.9
H45	0.5	1.5	2.4
H46	3.8	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	0.3	1.7	1.3
J51	0.1	1.8	0.8
J52	0.0	0.7	1.4
J53	3.0	5.3	1.5
J54	0.1	4.2	1.2
J55	10.9	7.3	2.8
J56	4.2	2.5	0.3
K57	2.5	3.0	0.3
K58	12.6	3.7	1.8
K59	5.2	4.6	1.6
K60	34.8	7.2	1.3
K61	7.7	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

Moretonhampstead parish has 26% of its households in type J55 and in the remaining parishes 57% of households are in type K60.

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 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Moretonhampstead parish	J55	199	26.0	K61	144	18.8	H46	72	9.4

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Bridford	K58	71	32.3	K60	69	31.4	A07	21	9.5
Dunsford	K60	152	51.2	K58	46	15.5	K59	32	10.8
Lustleigh	K60	127	43.8	K58	109	37.6	B14	12	4.1
Manaton	K60	155	91.7	B14	7	4.1	J53	4	2.4
North Bovey	K60	128	94.8	J56	6	4.4	J53	1	0.7
Rural parishes	K60	631	56.8	K58	226	20.3	B14	53	4.8

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Devon Town area	K60	653	34.8	K58	235	12.5	J55	204	10.9

Source: Mosaic data 2009 - © 2009 Experian Ltd