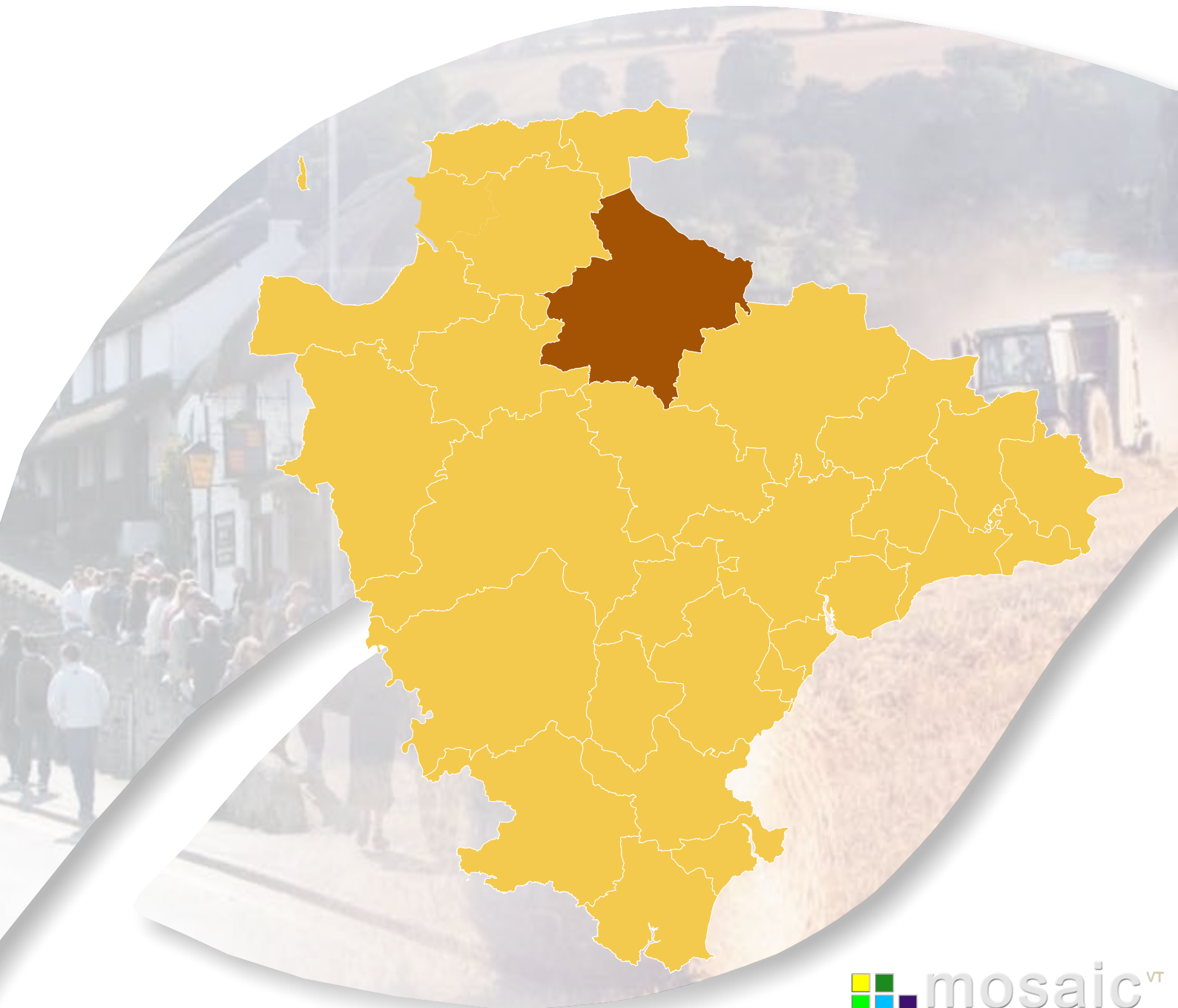


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Introduction

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.

South Molton

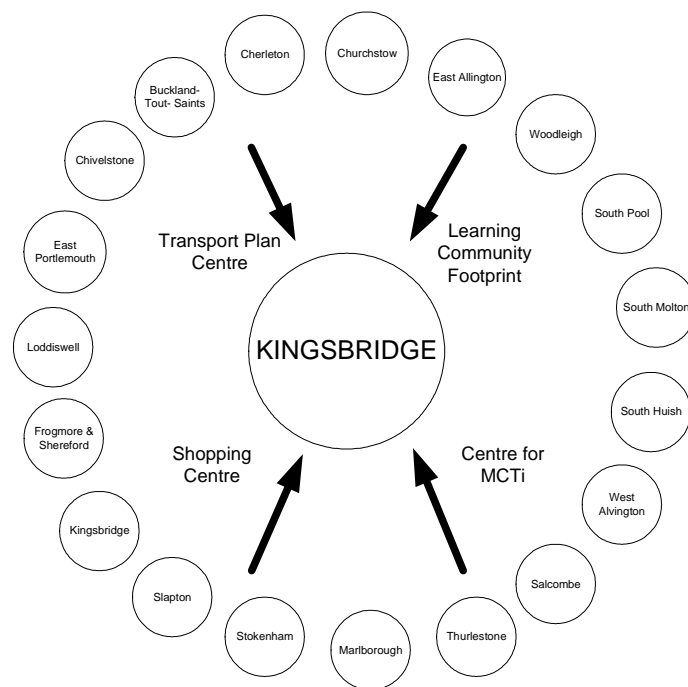
More than half of the town area is classified as rural and another 16% is in the better off elderly group. Numbers of the poorer elderly group are above average and could result in a high drain on resources.

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.

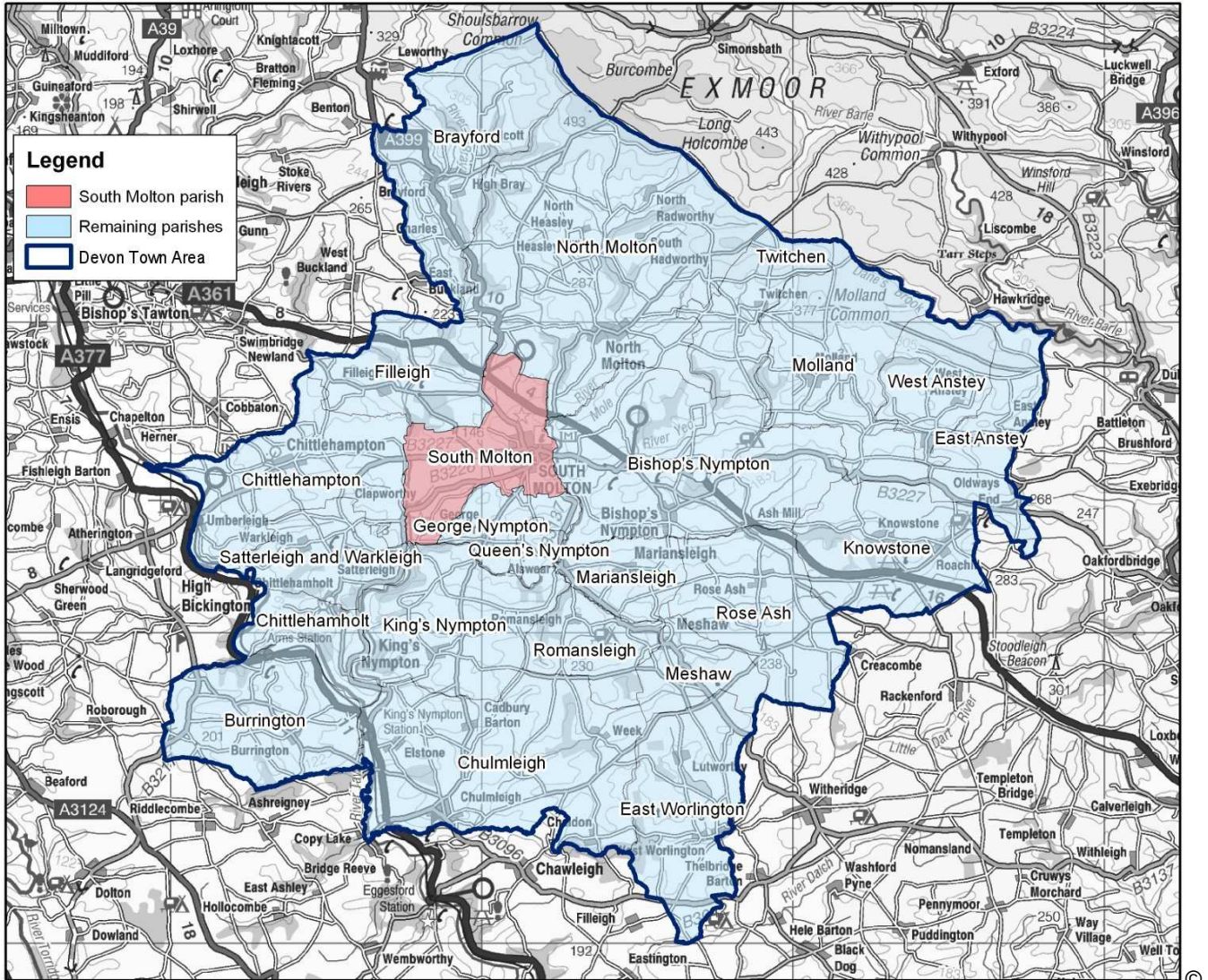


Exeter also provides a similar or related “market town“ function as well as being a sub regional centre with a larger sphere of influence.

Area definition

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

- | | | | |
|------------------|----------------|----------------|-------------------------|
| Bishop's Nympton | Brayford | Burrington | Chittlehamholt |
| Chittlehampton | Chulmleigh | East Anstey | East Worlington |
| Filleigh | George Nympton | King's Nympton | Knowstone |
| Mariansleigh | Meshaw | Molland | North Molton |
| Queen's Nympton | Romansleigh | Rose Ash | Satterleigh & Warkleigh |
| South Molton | Twitchen | West Anstey | |



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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 within the “Devon Town” area.

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

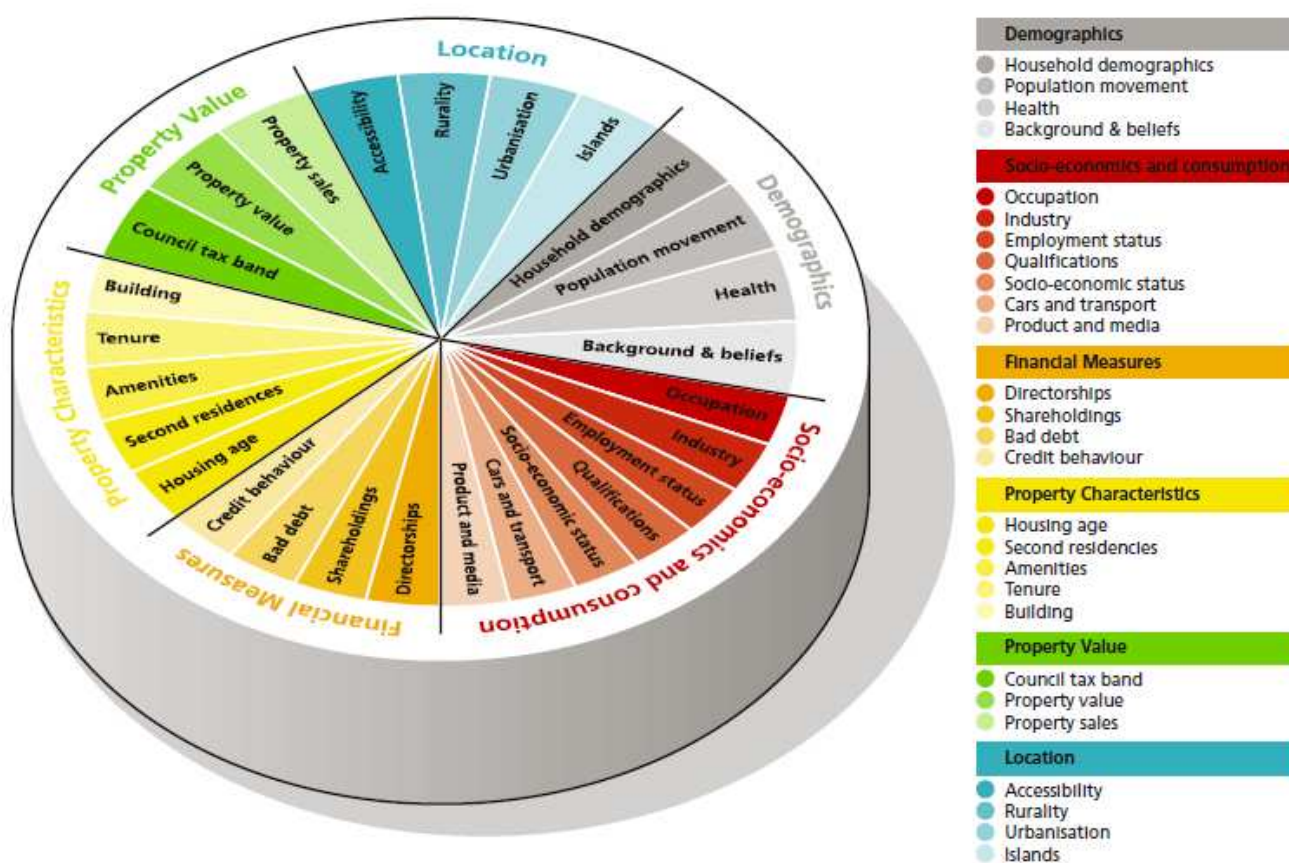
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is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

South Molton comprises the main town and a large surrounding hinterland of 22 parishes: Bishop's Nympton, Brayford, Burrington, Chittlehamholt, Chittlehampton, Chulmleigh, East Anstey, East Worlington, Filleigh, George Nympton, King's Nympton, Knowstone, Mariansleigh, Meshaw, Molland, North Molton, Queen's Nympton, Romansleigh, Rose Ash, Satterleigh & Warkleigh, Twitchen and West Anstey.

As a whole South Molton has a much higher proportion of the rural group K than the area covered by Devon County Council as a whole. This accounts for approximately 54% of households and is the most prominent group in the area. This is more apparent amongst the rural parishes.

It should be noted that most other Mosaic Groupings, with the exception of the poorer elderly group I, are under represented within the area.

South Molton parish has high proportions of the tightly knit communities of group D and 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

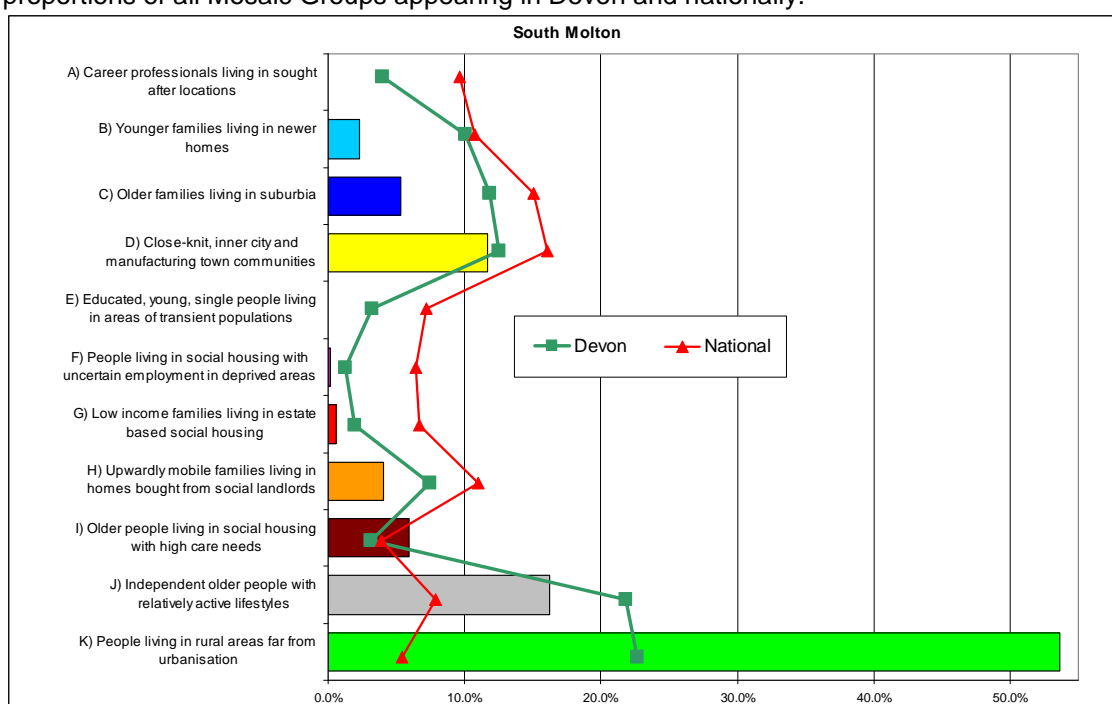
The National figures compared with Devon are higher in most groups because of the over representation of the better off elderly group J and rural group K in Devon.

This chart shows that rural group K with approximately 54% is the most prevalent in the South Molton town area, followed at some distance by elderly well off J (16%) and close knit community D (12%). Groups K and poorer elderly group I are over represented compared to Devon.

Groups A and E do not appear at all. Groups B, C, G, H and I, although not featuring to a great extent overall, may still be locally significant. This will be looked at later on in this document.

Main mosaic groups in the South Molton Devon Town area.

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



Note: Red = Prominent Mosaic Groups (> 5%) Shaded = over represented in South Molton compared with Devon.

Mosaic Group	Percentage of households		
	South Molton	Devon	National
A	0.0	4.0	9.6
B	2.3	10.1	10.8
C	5.3	11.8	15.1
D	11.7	12.6	16.0
E	0.0	3.3	7.2
F	0.2	1.3	6.4
G	0.6	1.9	6.7
H	4.1	7.5	11.0
I	6.0	3.1	3.9
J	16.2	21.8	7.9
K	53.7	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Mosaic Groupings by ward/parish

Key Features

South Molton Devon Town area has rural group K with 54% of the households. Elderly well off group J (16%) and close knit community D (12%) are the only other groups with more than 10% of households. With less than 8% of households in the affluent A, B and C groups there is little sign of affluence but with 11% in the deprived groups F, G, H and I there may be some signs of deprivation.

South Molton parish itself is different from the rural parishes as apart from being the largest in term of households it is also has close knit communities of group D as the majority group with 28%, closely followed by well off elderly group J (25%). What deprivation there is in the Devon Town area would appear to be concentrated mostly in South Molton – with just over 20% of households being in the relatively deprived groups F, G, H and I.

The rural group K dominates the surrounding 22 rural parishes with 15 of them being 100% in this group. There are two parishes with significant numbers of well off elderly group J – Bishop's Nympton and Chulmleigh. Bishop's Nympton also has 12% in the poorer elderly group I.

Area	Percentage of households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
South Molton	0.0	5.3	9.0	28.1	-	0.4	1.5	7.5	12.3	25.2	10.6	2,084
Bishop's Nympton	-	2.0	1.8	1.4	-	-	-	2.7	11.8	26.6	53.6	440
Brayford	-	-	-	-	-	-	-	-	-	-	100.0	176
Burrington	-	0.5	2.8	2.8	-	-	-	2.4	-	10.0	81.5	211
Chittlehamholt	-	-	-	-	-	-	-	-	-	-	100.0	74
Chittlehampton	-	1.4	4.5	2.0	-	-	-	3.9	-	7.5	80.7	358
Chulmleigh	-	-	7.2	0.4	-	-	0.1	1.0	4.0	30.1	57.1	694
East Anstey	-	-	-	-	-	-	-	-	-	-	100.0	100
East Worlington	-	-	-	-	-	-	-	-	-	-	100.0	92
Filleigh	-	-	-	-	-	-	-	-	-	-	100.0	117
George Nympton	-	-	-	-	-	-	-	-	-	-	100.0	71
King's Nympton	-	-	-	-	-	-	-	-	-	-	100.0	164
Knowstone	-	-	-	-	-	-	-	-	-	-	100.0	102
Mariansleigh	1.4	-	-	-	-	-	-	-	-	4.3	94.2	69
Meshaw	-	-	-	-	-	-	-	-	-	-	100.0	65
Molland	-	-	-	-	-	-	-	-	-	-	98.8	82
North Molton	-	0.9	7.7	12.4	-	-	-	7.9	0.4	4.7	66.1	469
Queen's Nympton	-	-	-	-	-	-	-	-	-	-	100.0	10
Romansleigh	-	-	-	-	-	-	-	-	-	-	100.0	43
Rose Ash	-	-	-	-	-	-	-	-	-	-	100.0	120
Satterleigh and Warkleigh	-	-	-	-	-	-	-	-	-	-	100.0	67
Twitchen	-	-	-	-	-	-	-	-	-	-	100.0	29
West Anstey	-	-	-	-	-	-	-	-	-	-	100.0	62
Rural Parishes	0.0	0.5	3.2	2.2	0.0	0.0	0.0	2.1	2.3	11.0	78.6	3,615
Devon Town area	0.0	2.3	5.3	11.7	0.0	0.2	0.6	4.1	5.9	16.2	53.7	5,699
Total households	2	129	303	666	0	9	33	231	339	925	3,061	5,699

Source: Mosaic data 2009 - © 2009 Experian Ltd

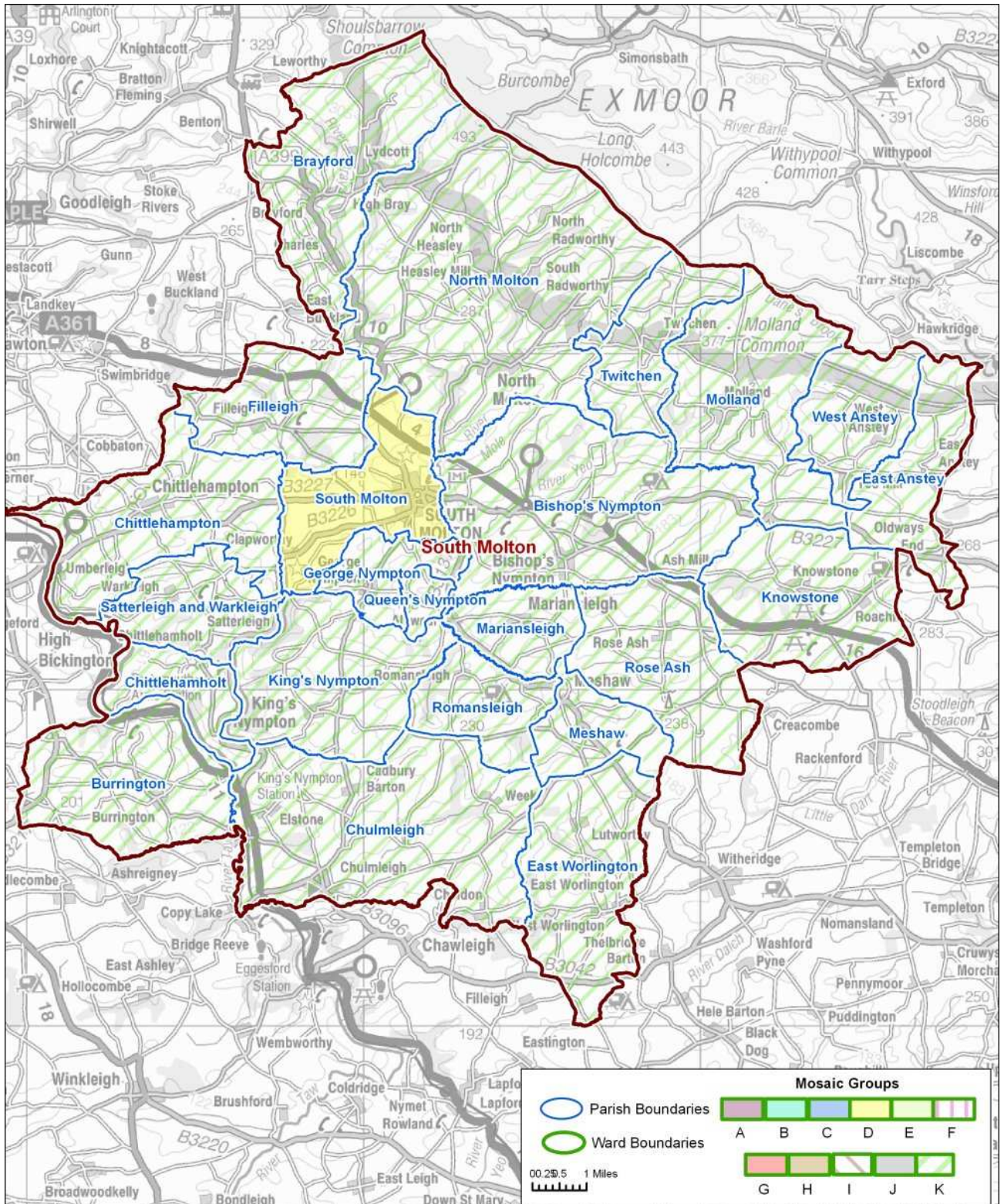
Note: Red = Prominent Mosaic Group Blue = Significant Mosaic Group > 20%

Main mosaic groups

Key Features

The map below illustrates the main differences within South Molton. South Molton parish consists predominately close knit community group D whereas the surrounding hinterland is all rural group K.

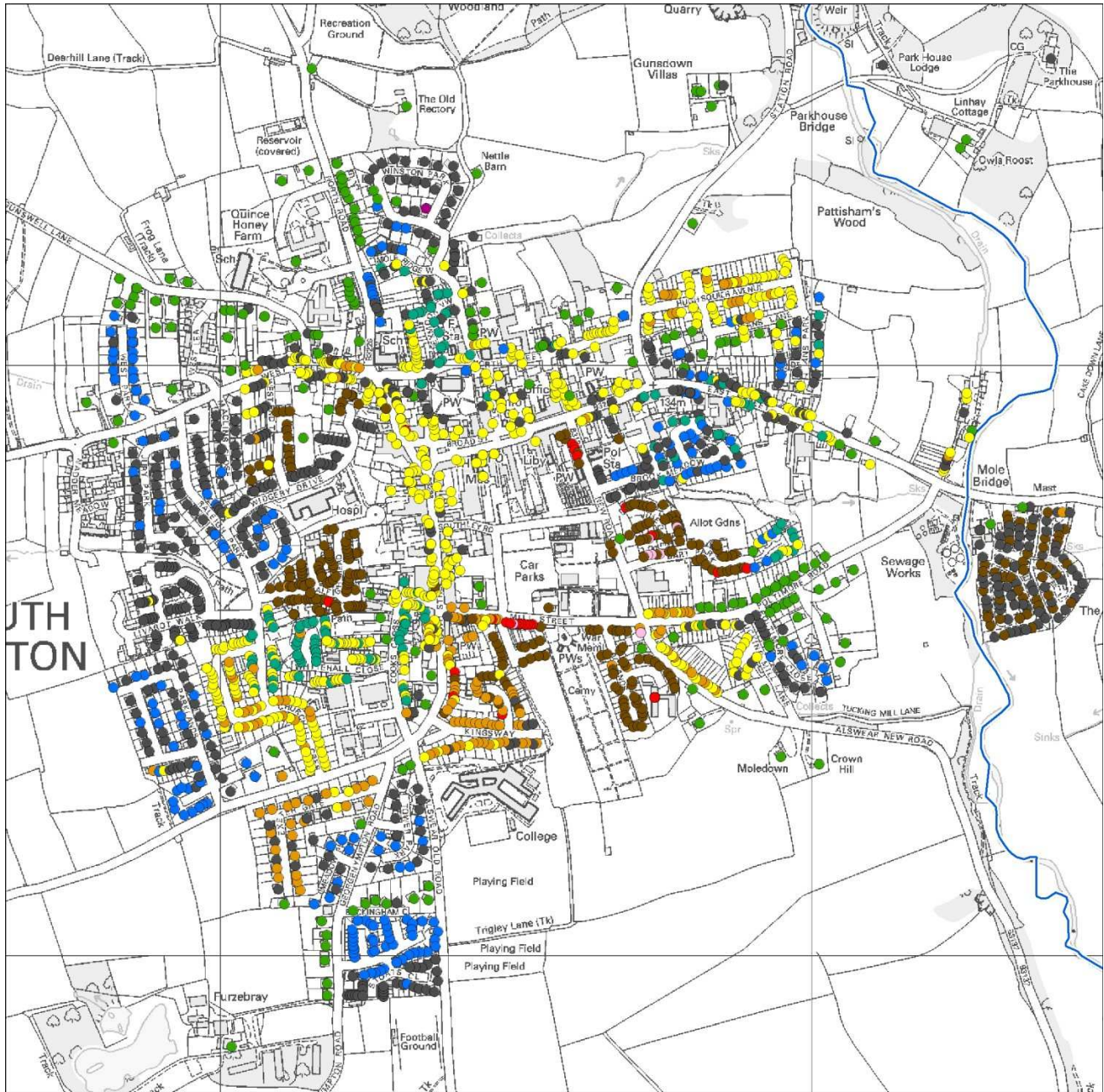
It should be noted however that other Mosaic Groups could be present to a lesser degree; these other groups are shown later in this report in various maps, tables and graphs.



South Molton

Key Features

In very general terms the centre of South Molton stretching towards the east comprises mostly close knit community group D, encircled in small clusters by the more affluent younger family group B, living in generally newer housing. To the south of the centre the more deprived groups G, H and I are evident. To the west of the town there is a comparatively large cluster of the well off elderly group J and to the north more of the rural K is apparent. Just outside the town to the east is an estate of well off elderly group J and poorer elderly group I.



Mosaic Group

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

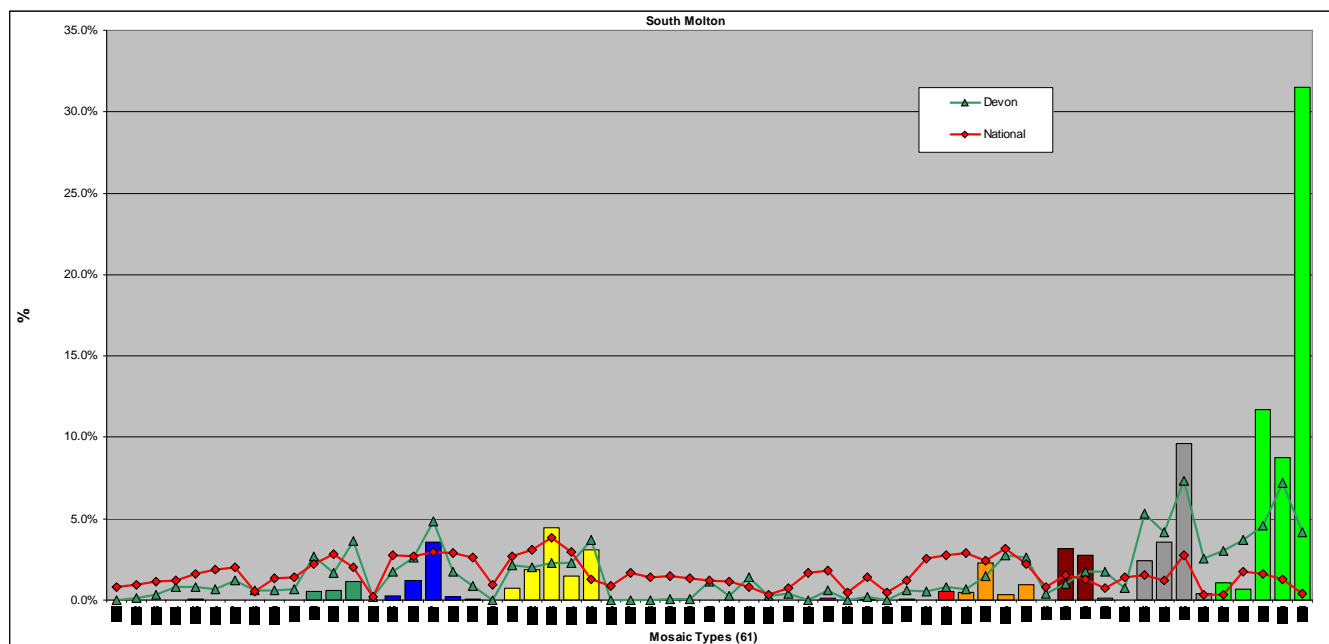


Analysis by mosaic type

Main mosaic types in the South Molton Devon Town area.

Key Features

The upland rural type K61 (31%) dominates South Molton area as a whole followed as some distance by K59 (12%) and J55 (10%) and K60 (9%). These groups along with four others are over-represented when compared to Devon.



Source: Mosaic data 2009 - © 2009 Experian Ltd

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

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

Mosaic Types	Percentage of households		
	South Molton	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	0.0	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	0.5	2.7	2.3
B12	0.6	1.7	2.8
B13	1.1	3.6	2.0
B14	0.0	0.2	0.2
C15	0.3	1.7	2.8
C16	1.2	2.6	2.7

C17	3.6	4.9	3.0
C18	0.2	1.7	2.9
C19	0.0	0.9	2.6
C20	0.0	0.0	1.0
D21	0.7	2.2	2.7
D22	1.9	2.0	3.1
D23	4.4	2.3	3.8
D24	1.5	2.3	3.0
D25	3.1	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	0.1	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	0.1	0.6	1.2
G42	0.0	0.5	2.6
G43	0.5	0.8	2.7
H44	0.5	0.7	2.9
H45	2.3	1.5	2.4
H46	0.3	2.8	3.2
H47	0.9	2.6	2.2
I48	0.0	0.4	0.8
I49	3.2	1.0	1.6
I50	2.8	1.7	1.3
J51	0.2	1.8	0.8
J52	0.0	0.7	1.4
J53	2.5	5.3	1.5
J54	3.6	4.2	1.2
J55	9.6	7.3	2.8
J56	0.4	2.5	0.3
K57	1.1	3.0	0.3
K58	0.7	3.7	1.8
K59	11.7	4.6	1.6
K60	8.7	7.2	1.3
K61	31.5	4.1	0.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Key features of the more prominent / over represented Mosaic Types are shown in Appendix 2.

Main mosaic types

Key Features

South Molton Parish differs from the rest of the area – J55 & D23 are the largest types but 189 households are in I49 which is a deprived elderly type.

The rural parishes show a broadly similar make up to each other, but there are exceptions. These include Bishop's Nympton where J54 is prominent type; 16% of Chulmleigh is J55 and North Molton has 8% of C17.

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	%
South Molton parish	J55	348	16.7	D23	211	10.1	I49	181	8.7

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Bishop's Nympton	K61	136	30.9	K59	85	19.3	J54	78	17.7
Brayford	K61	176	100.0	-	-	-	-	-	-
Burrington	K61	102	48.3	K60	67	31.8	J55	16	7.6
Chittlehamholt	K61	74	100.0	-	-	-	-	-	-
Chittlehampton	K61	118	33.0	K60	99	27.7	K59	72	20.1
Chulmleigh	K59	164	23.6	K61	139	20.0	J55	108	15.6
East Anstey	K60	89	89.0	K61	11	11.0	-	-	-
East Worlinton	K61	92	100.0	-	-	-	-	-	-
Filleigh	K59	64	54.7	K60	53	45.3	-	-	-
George Nympton	K60	70	98.6	K61	1	1.4	-	-	-
King's Nympton	K61	164	100.0	-	-	-	-	-	-
Knowstone	K61	102	100.0	-	-	-	-	-	-
Mariansleigh	K61	65	94.2	J53	3	4.3	A05	1	1.4
Meshaw	K61	65	100.0	-	-	-	-	-	-
Molland	K61	81	100.0	-	-	-	-	-	-
North Molton	K59	168	35.8	K61	139	29.6	C17	36	7.7
Queen's Nympton	K60	10	100.0	-	-	-	-	-	-
Romansleigh	K61	42	97.7	K60	1	2.3	-	-	-
Rose Ash	K61	120	100.0	-	-	-	-	-	-
Satterleigh and Warkleigh	K61	67	100.0	-	-	-	-	-	-
Twitchen	K61	29	100.0	-	-	-	-	-	-
West Anstey	K61	62	100.0	-	-	-	-	-	-
Rural Parishes	K61	1,785	49.4	K59	556	15.4	K60	407	11.3

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Devon Town area	K61	1,795	31.5	K59	668	11.7	J55	548	9.6

Source: Mosaic data 2009 - © 2009 Experian Ltd