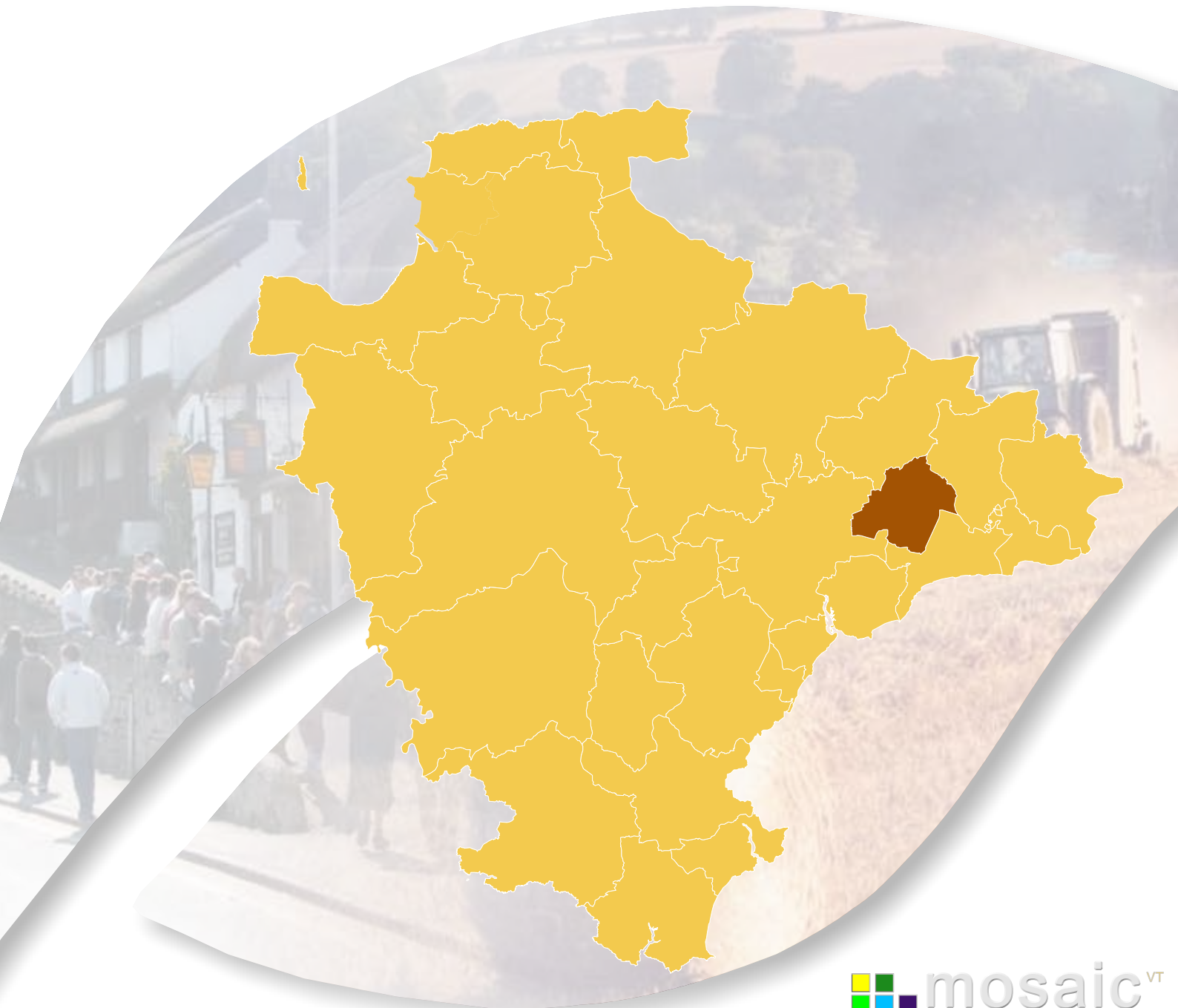


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Introduction

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.

Ottery St Mary

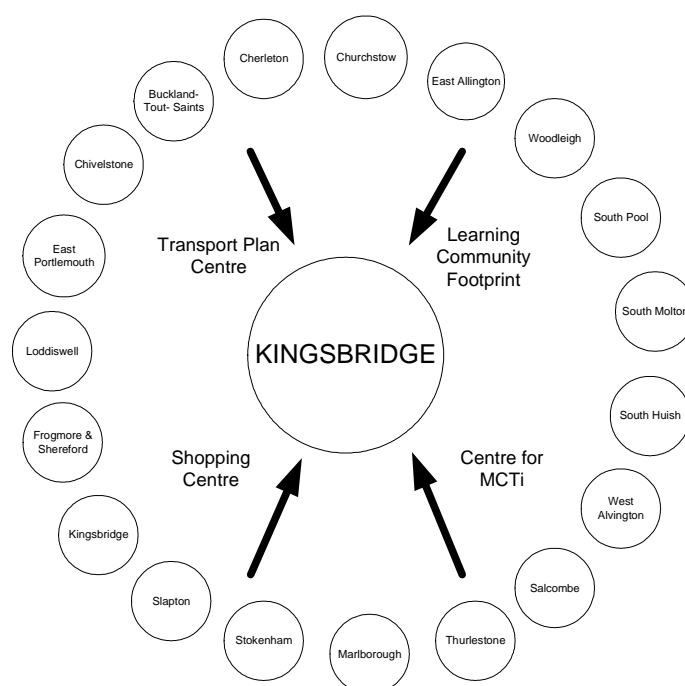
Half of the town area is either rural or made up of relatively well-off elderly households. The town's relative prosperity and accessibility to Exeter is shown in the 20% in the more affluent groups A and B. Although making up only 6.4% of households, Ottery Town ward has a high proportion of group I (elderly people subsisting on meagre incomes in council accommodation), and these people are likely to constitute a disproportionate part of the area's health and care service users.

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.

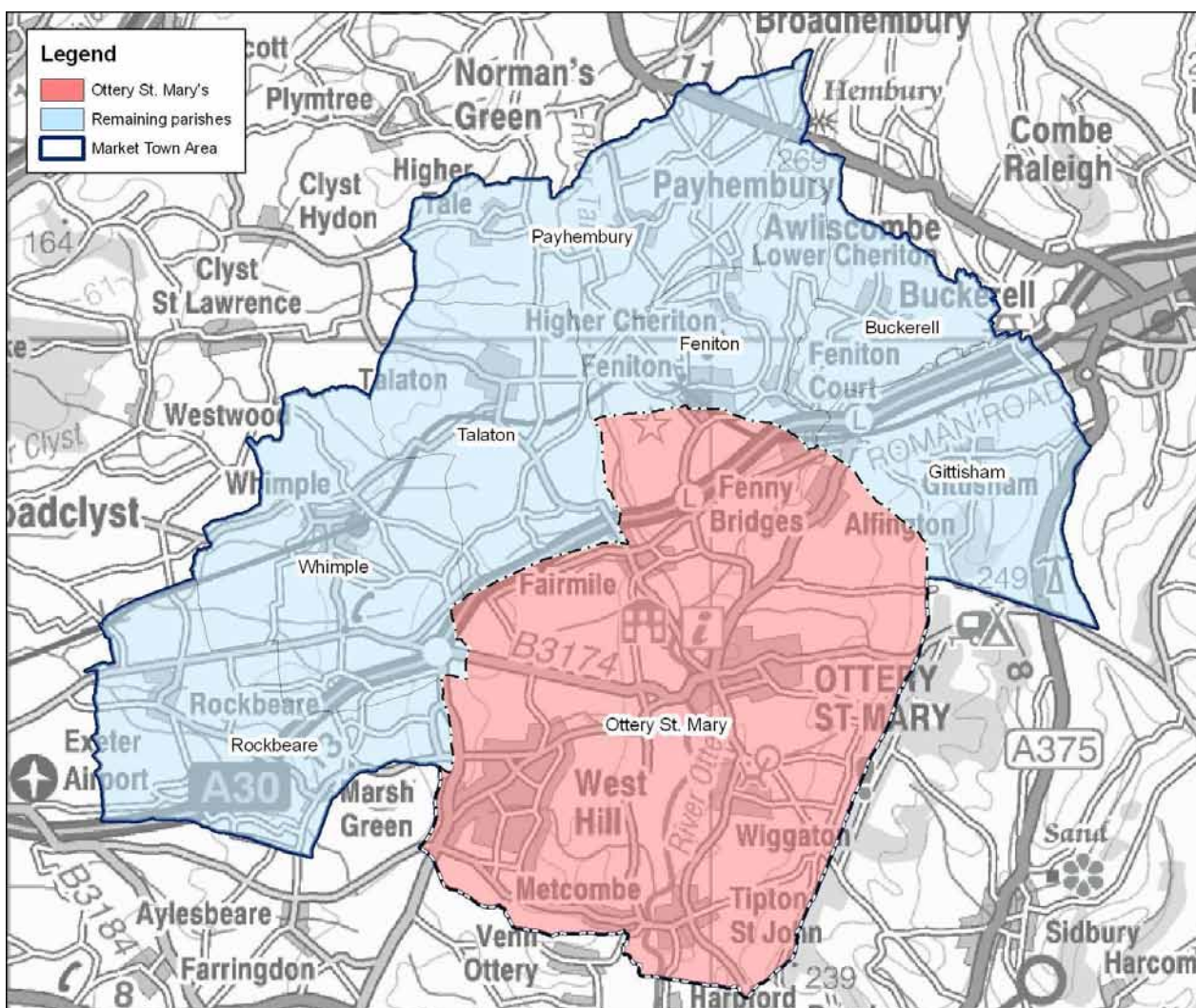


Exeter also provides a similar or related “market town“ function as well as being a sub regional centre with a larger sphere of influence.

Area definition

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

Buckerell	Feniton	Gittisham	Ottery St Mary
Payhembury	Rockbeare	Talaton	Whimple



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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 ward level within Ottery St. Mary parish and for the surrounding hinterland at a parish level. The two wards within Ottery St. Mary area Ottery St. Mary Town and Ottery St. Mary Rural together are larger than the parish of Ottery St. Mary

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

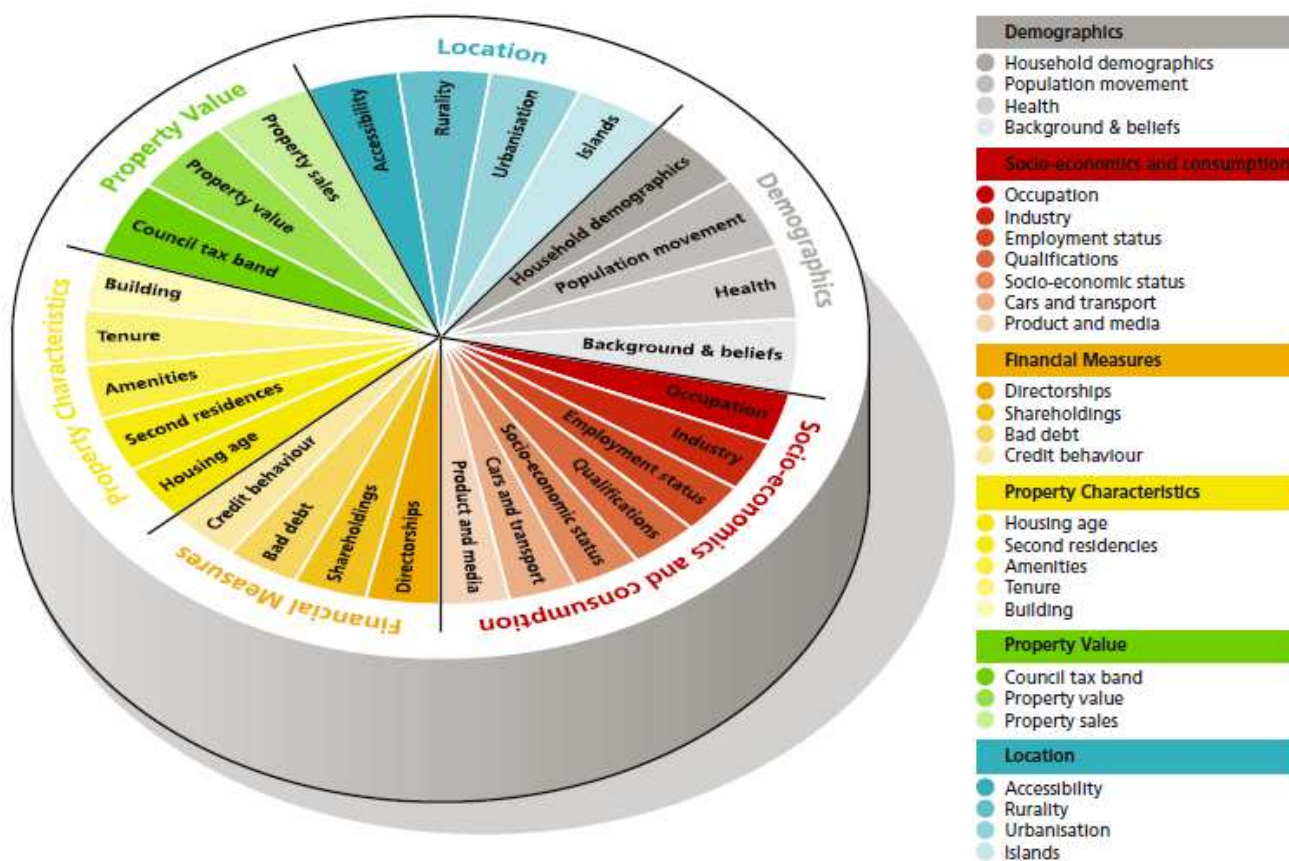
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is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

Ottery St Mary comprises the main town and a surrounding hinterland of 7 parishes: Buckerell, Feniton, Gittisham, Payhembury, Rockbeare, Talaton and Whimple.

Ottery St Mary is a town on the River Otter about ten miles east of Exeter.

As a whole Ottery St Mary has higher proportions of the rural group K, affluent group A and older family group C than the Devon figures. This is at the cost of younger family B, close knit community D, upwardly mobile family H and well off elderly group J.

Five of the seven rural parishes comprise mostly group K the exceptions being Feniton (older family C and younger family B) and Gittisham (well off elderly J).

Compared to the Devon average, higher proportions of affluent group A and the relatively deprived group H occur in the parishes of Rockbeare and Whimple. Talaton has a high proportion of Affluent group A. Gittisham parish has a much higher percentage of the elderly group J than the area as a whole.

Within Ottery St Mary parish Ottery St Mary Rural ward has a larger proportion of affluent group A as well rural group K, compared to more varied mix of groups within Ottery St Mary Town, which are more notably older family C and elderly well off J. Ottery St Mary Town has a high percentage of the poorer elderly group I.

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

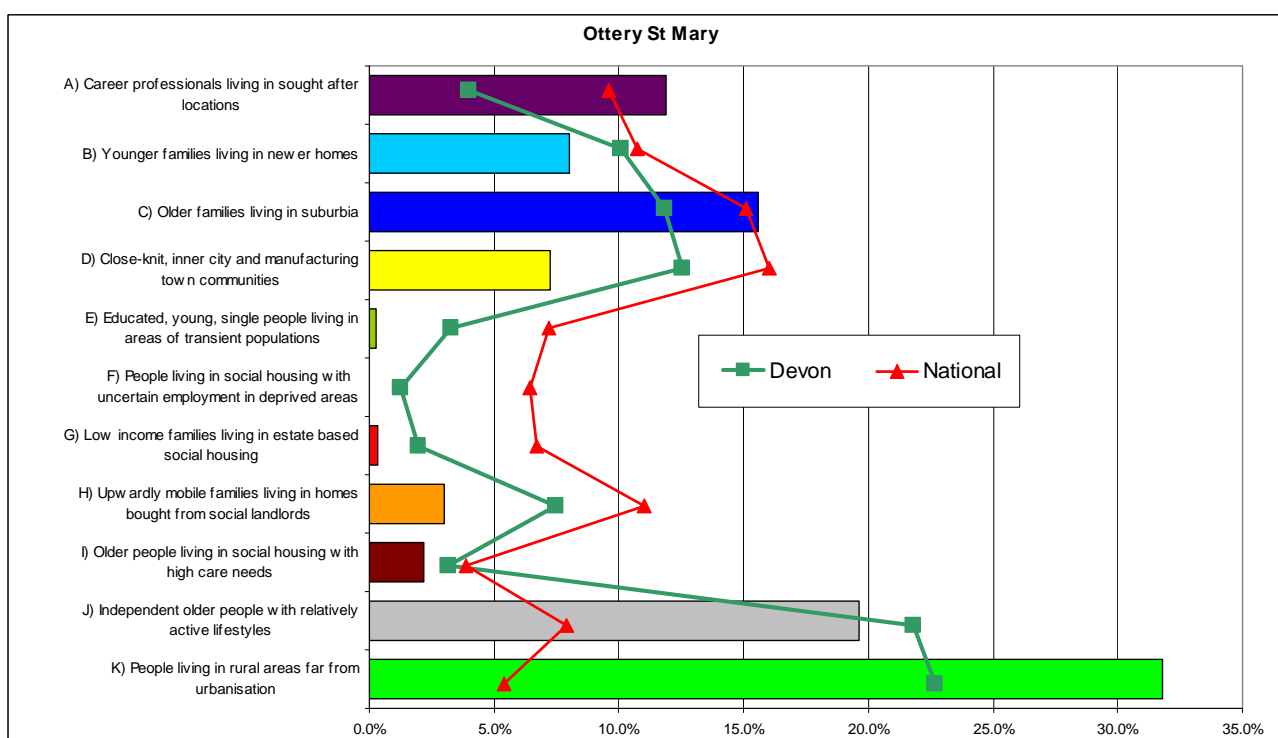
The National figures compared with Devon are higher in most groups because of the over representation of the more elderly group J and the rural group K in Devon.

The graph and table above show that rural group K with 32% is the highest group in the Ottery town area, closely followed by well off elderly group J (20%) and older family group C (16%).

Whilst groups E, F and G do not feature much at all, and groups H and I are present in only small proportions. There is the possibility however that these lifestyle types could be locally significant.

Main mosaic groups in the Ottery St. Mary Devon Town area.

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



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

Mosaic Group	Percentage of Households		
	Ottery St. Mary	Devon	National
A	11.9	4.0	9.6
B	8.0	10.1	10.8
C	15.6	11.8	15.1
D	7.3	12.6	16.0
E	0.3	3.3	7.2
F	0.1	1.3	6.4
G	0.3	1.9	6.7
H	3.0	7.5	11.0
I	2.2	3.1	3.9
J	19.6	21.8	7.9
K	31.8	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Mosaic groupings by ward/parish

Key Features

Ottery St. Mary town area has a varied mix of groups the most prevalent being rural group K with 32%.

Within the parish of Ottery St Mary, Town ward is by far the more diverse having all eleven groups as opposed to just seven in Rural. In Town ward the elderly group J and older family group C account for 54% of the households, whereas in Rural group K accounts for nearly half of the ward and the more affluent group A representing nearly 28% of households. In the Town ward 6.4% (about 140 households) are in the poorer elderly group I which indicates a deprived section.

Within the seven rural parishes, five have rural group K as their major group – the exceptions being Feniton that has older family group C and Gittisham has well off elderly group J. Within the deprived groups F, G, H and I there are no great numbers (though Rockbeare and Whimble do have upwardly mobile families group H in double figures). Affluent group A has high percentages in Talaton, Whimble and Rockbeare.

Area	Percentage of Households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Ottery St Mary Rural Ward	27.8	1.4	4.6	1.5	-	-	-	0.7	-	17.1	46.9	1,770
Ottery St Mary Town Ward	2.7	8.2	25.9	15.5	0.9	0.2	0.8	2.0	6.4	28.1	9.2	2,168
Ottery St. Mary	14.4	5.1	17.2	9.5	0.5	0.1	0.5	1.2	3.8	24.4	23.4	3,705
Buckerell	3.1	-	0.8	-	-	-	-	-	-	3.9	92.2	129
Feniton	0.4	28.8	30.6	14.0	-	-	-	0.3	0.3	9.3	16.4	767
Gittisham	-	1.4	3.9	-	-	-	-	-	-	60.7	33.9	280
Payhembury	2.2	1.5	13.0	0.4	-	-	-	0.4	-	11.9	70.6	269
Rockbeare	16.3	10.5	2.8	2.5	-	-	0.8	12.4	-	6.1	48.8	363
Talaton	20.4	-	4.8	-	-	-	-	-	-	2.8	72.0	250
Whimble	16.7	9.2	10.0	0.3	-	-	-	14.1	0.1	6.3	43.2	717
Rural Parishes	8.8	12.0	13.5	4.3	-	-	0.1	5.4	0.1	12.7	43.1	2,775
Devon Town area	12.0	8.0	15.6	7.3	0.3	0.1	0.3	3.0	2.2	19.4	31.9	6,480
Total Households	777	521	1,012	471	19	4	20	193	142	1,256	2,064	6,480

Source: Mosaic data 2009 - © 2009 Experian Ltd

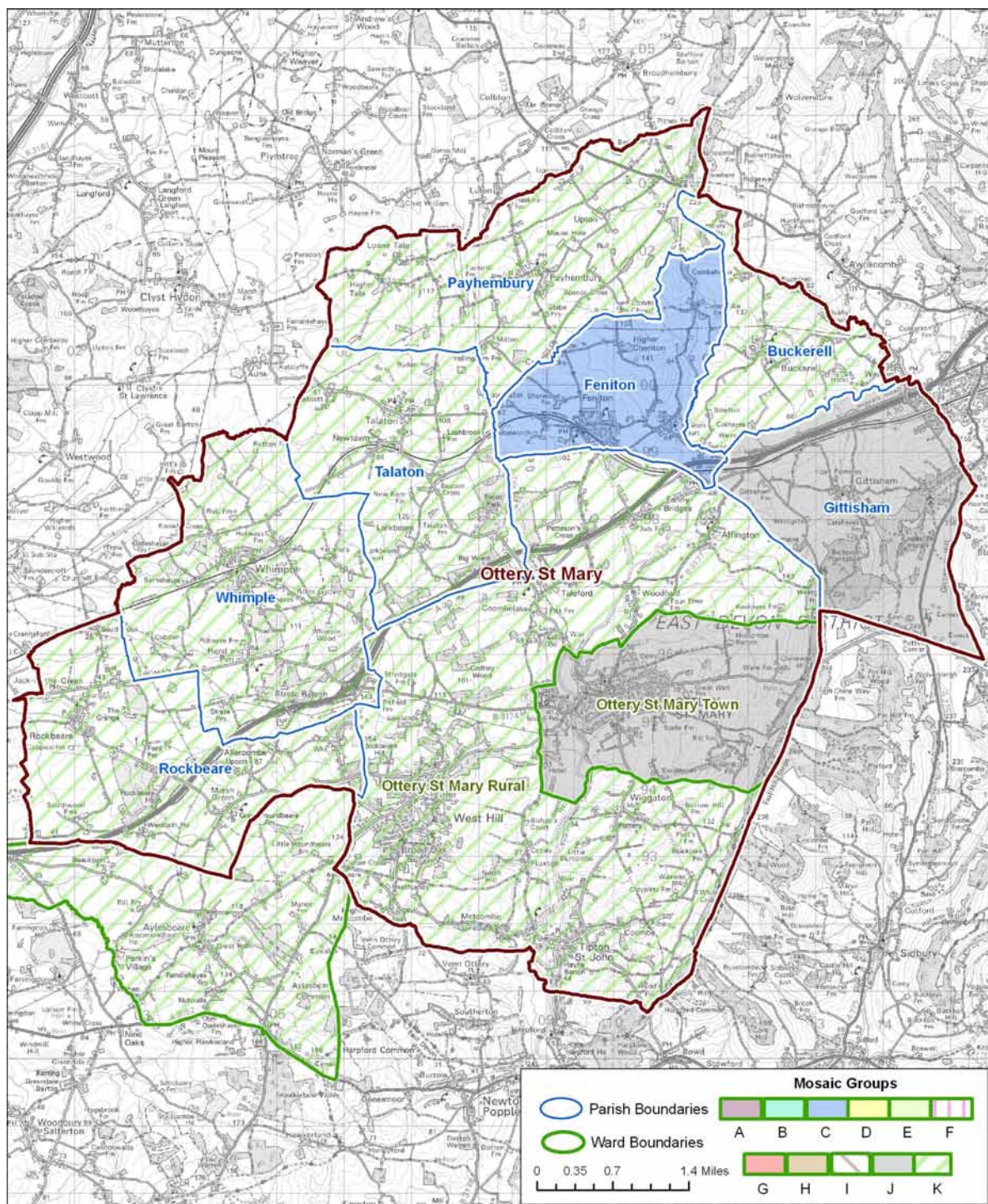
Note: Red = Dominant Mosaic Group Blue = Significant Mosaic Group > 20%

Main mosaic groups

Key Features

The map below illustrates the main patterns within Ottery St. Mary town area. Most of the parishes have group K as their majority group – exceptions being Feniton, Gittisham and Ottery Town. Gittisham and the town ward have well off elderly group j as their majority and Feniton having older family group C.

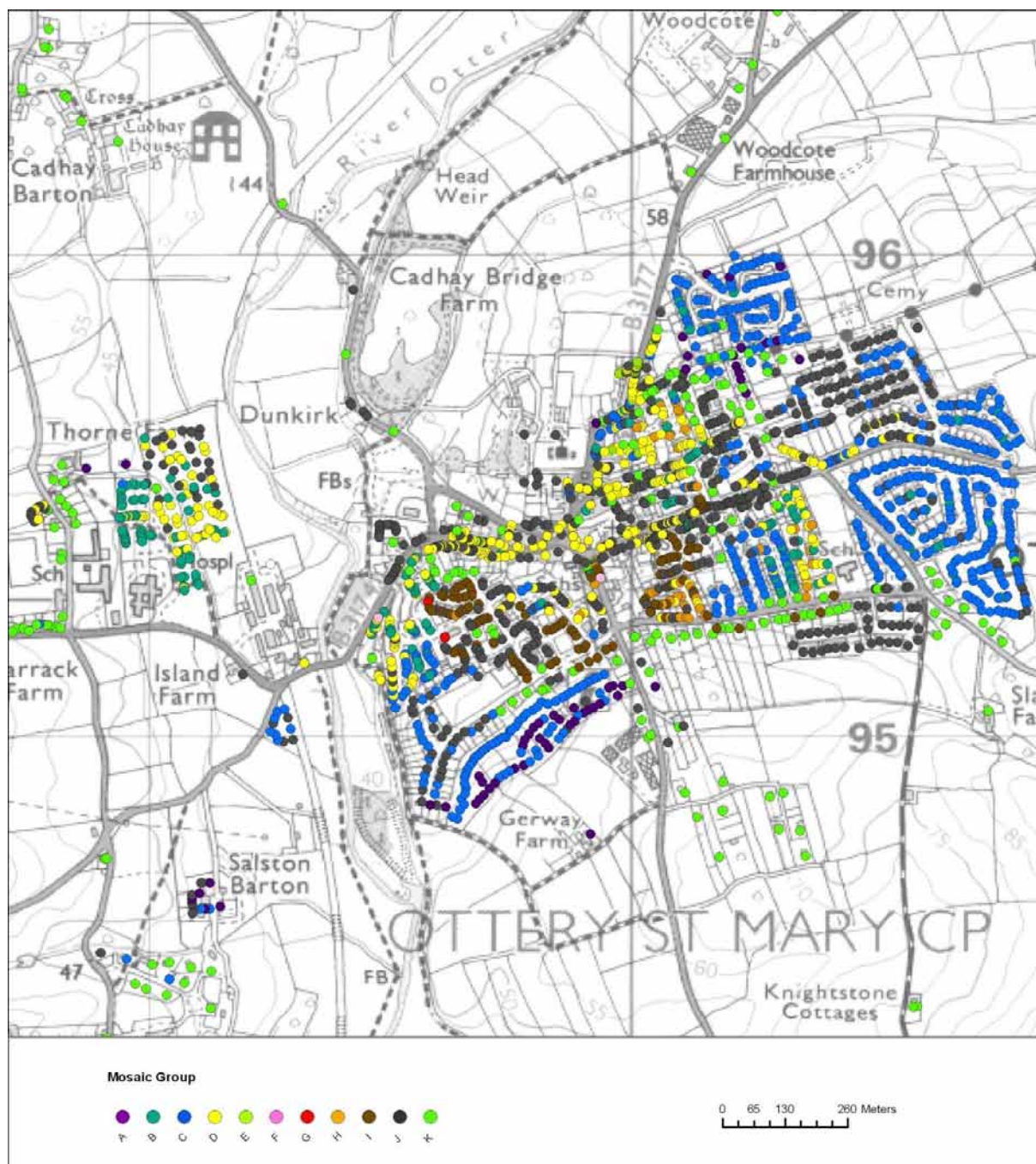
It should be noted however that other mosaic groups could be present to a lesser degree; these other groups are shown later in this report in various maps, tables and graphs.



Ottery St. Mary Town Centre

Key Features

Much of the centre of Ottery St Mary is close knit community group D and well off elderly group J. There are several clusters of older family group C on the periphery of the main town - the one to the south has some affluent group A as well. Just to the south of the town centre are two large sections of poorer well off elderly group I. The new estate to the west of the Otter river is mainly close knit community D with some younger family group C and well off elderly group J.

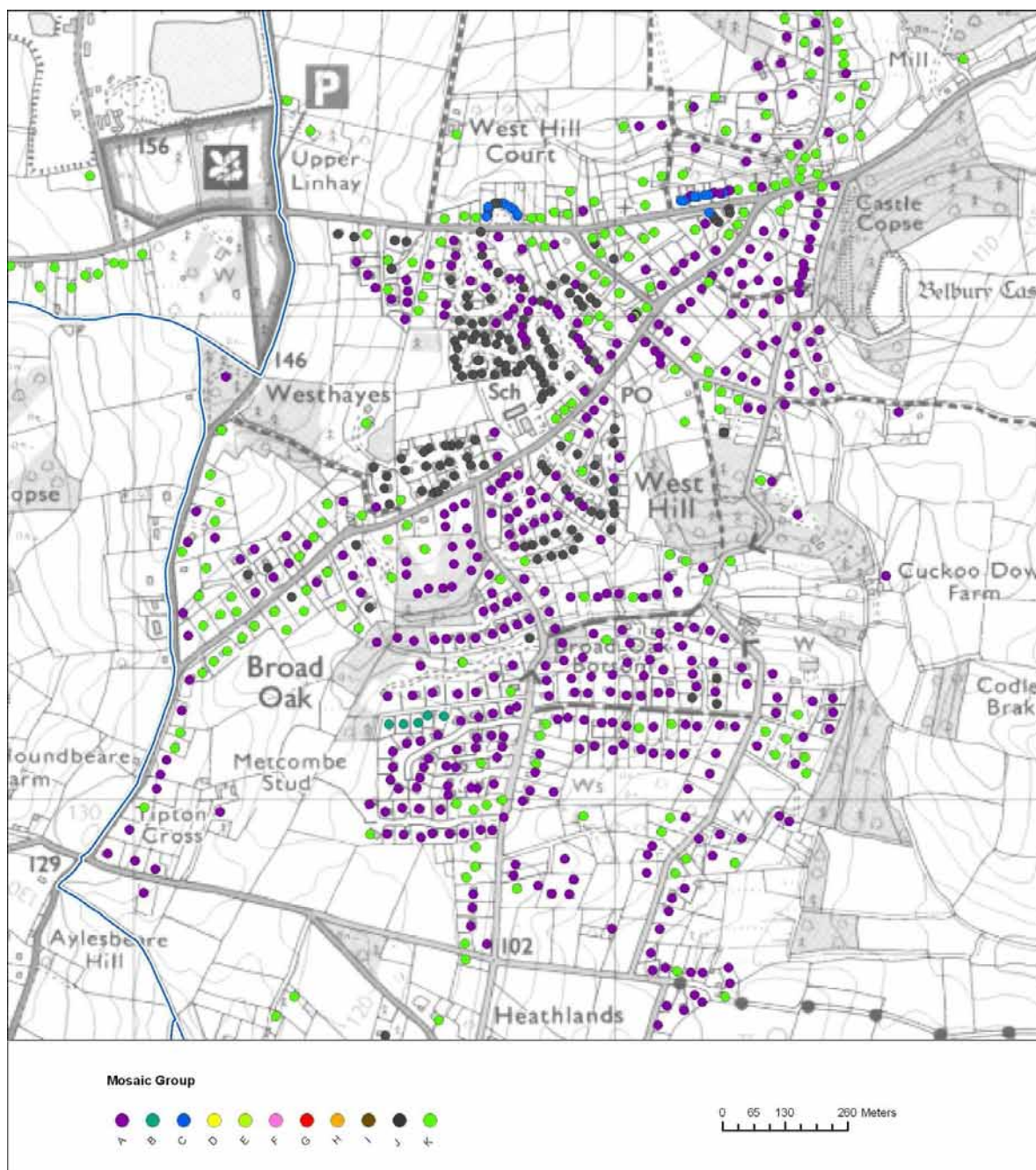


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West Hill

Key Features

West Hill is a large village to the SW of Ottery Town. Affluent group A is prevalent over most of the village with rural group K and well off elderly group J also notable.

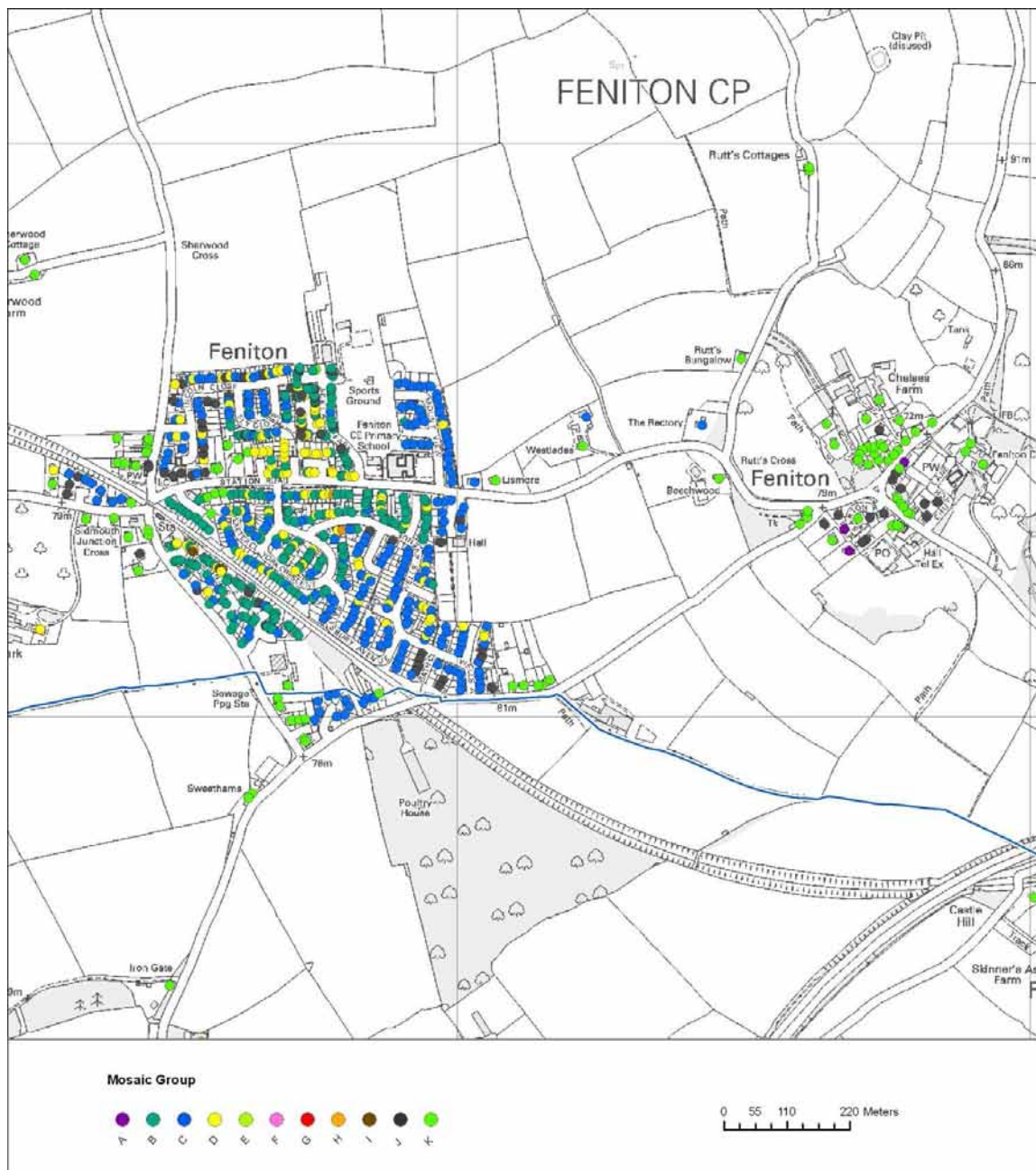


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Feniton

Key Features

This village to the north of Ottery town has two centres. The older, smaller centre to the east is mostly rural group K with some well off elderly group J. The larger, newer centre to the west is mainly older commuting family group C but also younger family group B and close knit community group C are evident as well. There is also a smattering of poorer elderly group I as well.

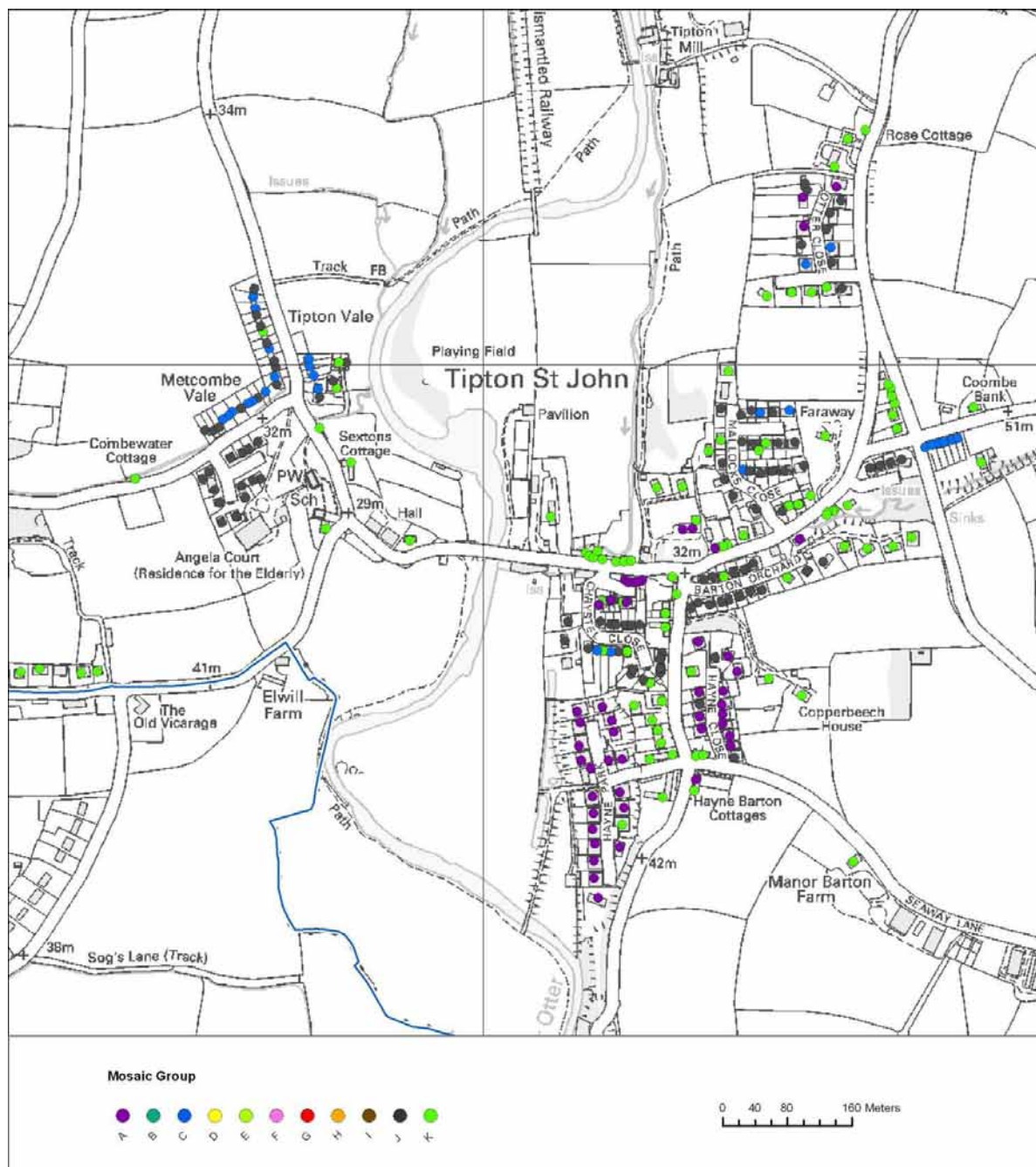


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Tipton St John

Key Features

This village to the south of Ottery town has a high percentage of affluent group A to the south with an even spread of well off elderly group J and rural group K over the rest of the village. On the outskirts are small areas of older commuting family group C.



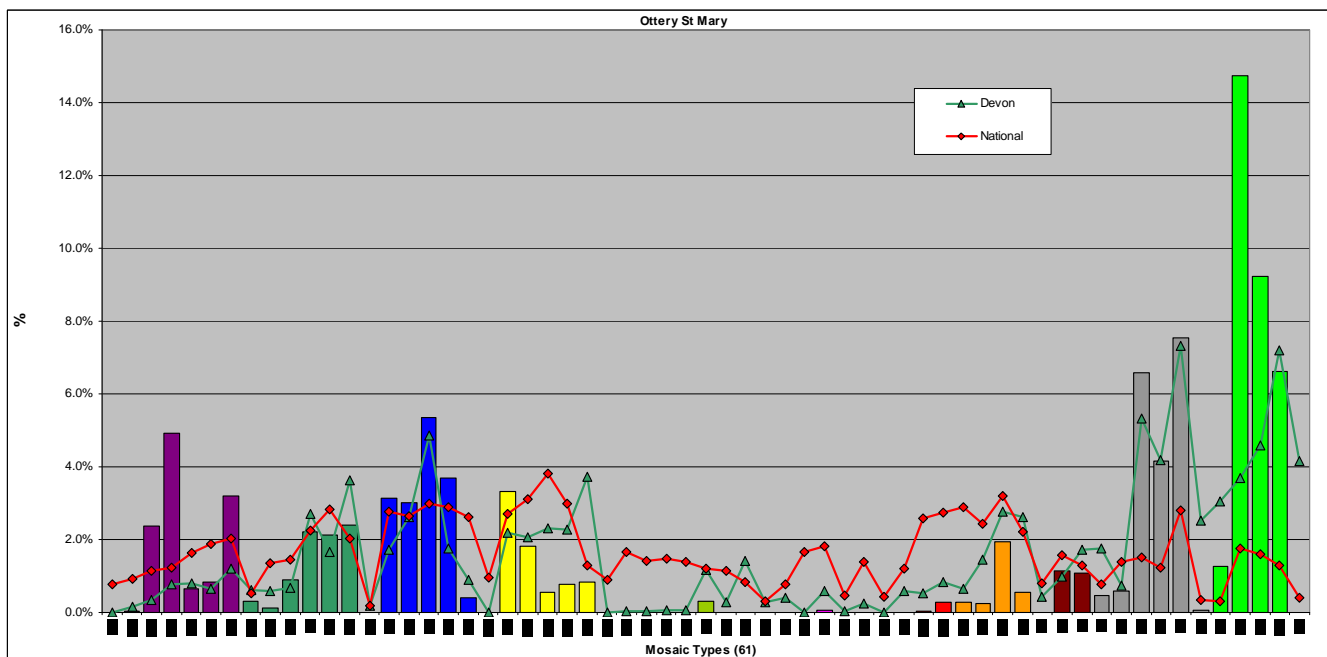
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Analysis by mosaic type

Main Mosaic Types in the Ottery St. Mary Devon Town area.

Key Features

Types K58 and K59 dominate Ottery St. Mary as a whole with 24% of households. Four other types have over 5% and a total of 14 types are over represented when compared to Devon.



Source: Mosaic data 2009 - © 2009 Experian Ltd

Note: Red = Prominent Mosaic Types (> 5%) Shaded = over represented in Ottery St. Mary compared with Devon

Mosaic Type	Percentage of Households		
	Ottery St. Mary	Devon	National
A01	0.0	0.0	0.8
A02	0.0	0.1	0.9
A03	2.4	0.3	1.2
A04	4.9	0.8	1.2
A05	0.6	0.8	1.6
A06	0.8	0.7	1.9
A07	3.2	1.2	2.0
B08	0.3	0.6	0.5
B09	0.3	0.6	1.4
B10	0.9	0.7	1.4
B11	2.2	2.7	2.3
B12	2.1	1.7	2.8
B13	2.4	3.6	2.0
B14	0.0	0.2	0.2
C15	3.1	1.7	2.8
C16	3.0	2.6	2.7
C17	5.3	4.9	3.0
C18	3.7	1.7	2.9
C19	0.4	0.9	2.6

C20	0.0	0.0	1.0
D21	3.3	2.2	2.7
D22	1.8	2.0	3.1
D23	0.6	2.3	3.8
D24	0.8	2.3	3.0
D25	0.8	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	0.3	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	0.0	0.6	1.2
G42	0.0	0.5	2.6
G43	0.3	0.8	2.7
H44	0.3	0.7	2.9
H45	0.2	1.5	2.4
H46	1.9	2.8	3.2
H47	0.5	2.6	2.2
I48	0.0	0.4	0.8
I49	1.1	1.0	1.6
I50	1.1	1.7	1.3
J51	0.4	1.8	0.8
J52	0.6	0.7	1.4
J53	6.8	5.3	1.5
J54	4.2	4.2	1.2
J55	7.5	7.3	2.8
J56	0.1	2.5	0.3
K57	1.2	3.0	0.3
K58	14.7	3.7	1.8
K59	9.2	4.6	1.6
K60	6.6	7.2	1.3
K61	0.0	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

Ottery St. Mary parish differs notably from the rural parishes' profile, having no Mosaic Types in common in the 'top three'. Ottery St. Mary parish has J55 followed by J53 and A04 as its top three types, whereas the rural parish profile has K58 as the largest, followed by K60 and K59.

Feniton is most notably distinct from the overall rural profile with all top three types different; it has C16 followed by B11 and B12 making up nearly 50% of all households, indicating a high proportion of relatively new housing in the village.

The tables below drill down into each parish/ward within the Devon Town area in order to reveal the three most prominent Mosaic Types in each parish/ward. 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 Ottery St Mary 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	%
Ottery St Mary Rural Ward	K58	401	26.1	A04	309	20.1	J53	228	14.8
Ottery St Mary Town Ward	J55	378	17.4	D21	182	8.4	C17	167	7.7
Ottery St. Mary Parish	K58	459	12.4	J55	421	11.4	J53	329	8.9

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Buckerell	K58	58	45.0	K59	49	38.0	K60	8	6.2
Feniton	C18	108	14.1	B12	102	13.3	C16	76	9.9
Gittisham	J54	149	53.2	K58	45	16.1	K61	45	16.1
Payhembury	K60	187	69.5	C17	29	10.8	J54	14	5.2
Rockbeare	K58	134	36.9	A07	48	13.2	K59	42	11.6
Talaton	K58	116	46.4	K59	59	23.6	A07	23	9.2
Whimple	K60	113	15.8	K58	99	13.8	K59	98	13.7
Rural Parishes	K58	496	17.9	K59	353	12.7	K60	339	12.2

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Devon Town area	K58	955	14.7	K59	599	9.2	J55	489	7.5

Source: Mosaic data 2009 - © 2009 Experian Ltd