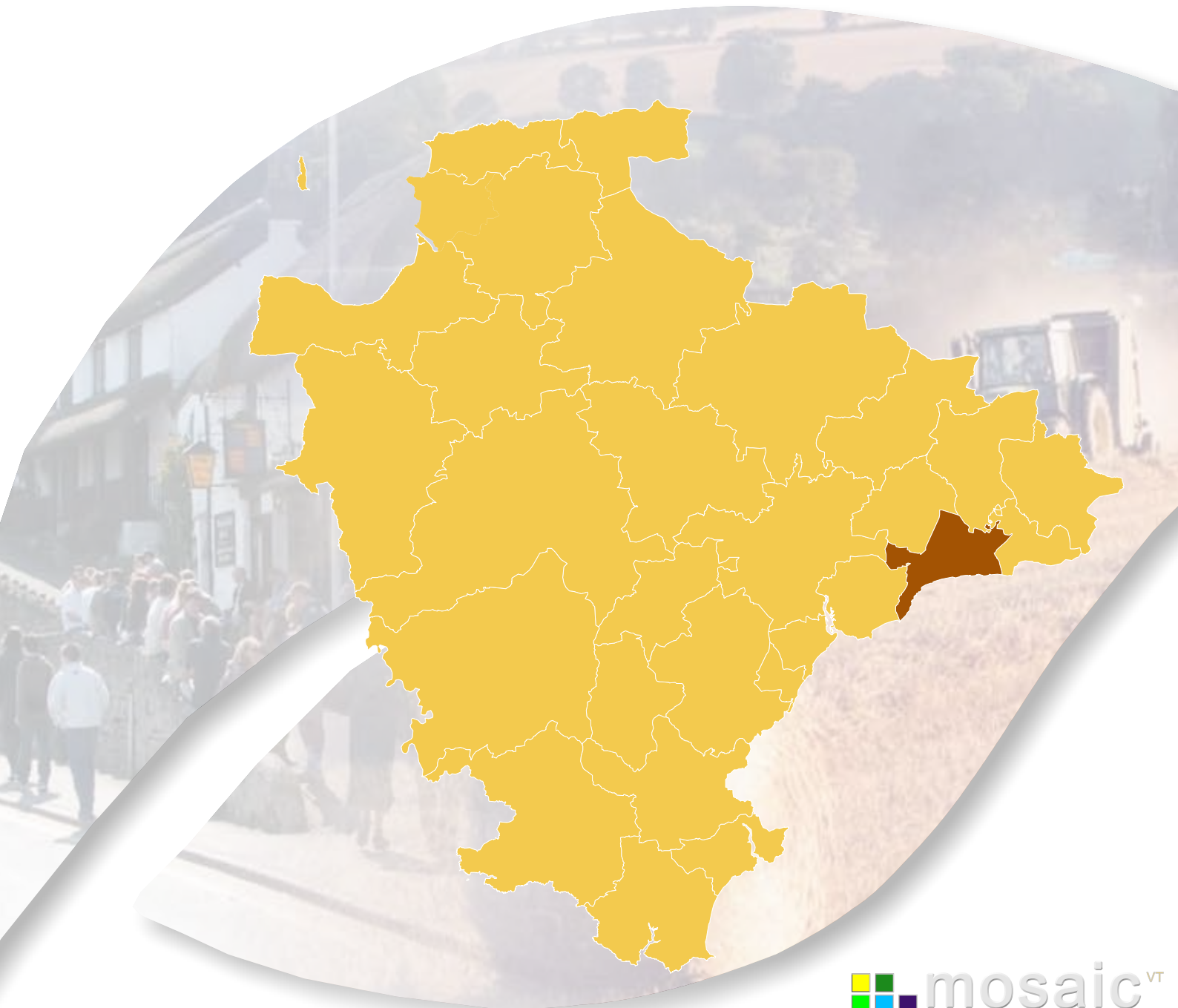


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## Introduction

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.

## Sidmouth

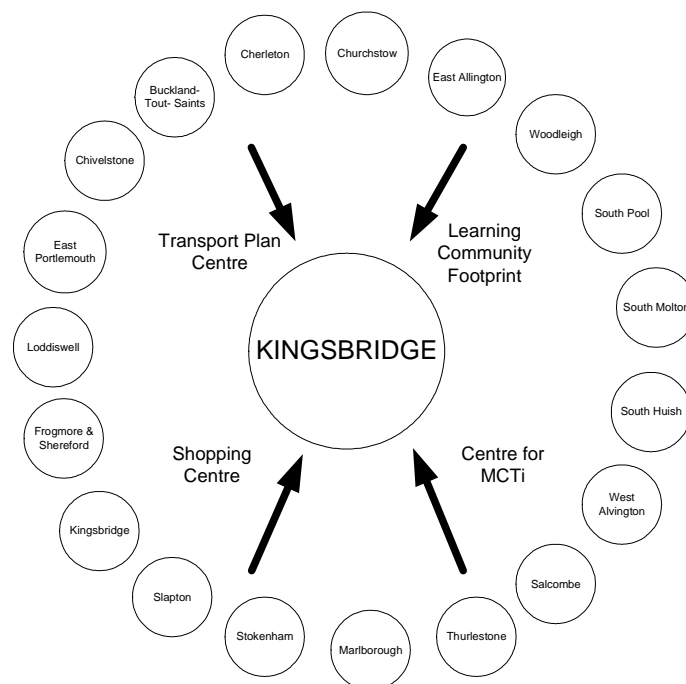
The dominant Mosaic Group in Sidmouth is group J – well off elderly - which accounts for almost two thirds of all households. Generally the area is quite affluent but there are small pockets of deprivation in the Woolbrook area of Sidmouth and Newton Poppleford village.

## 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'.

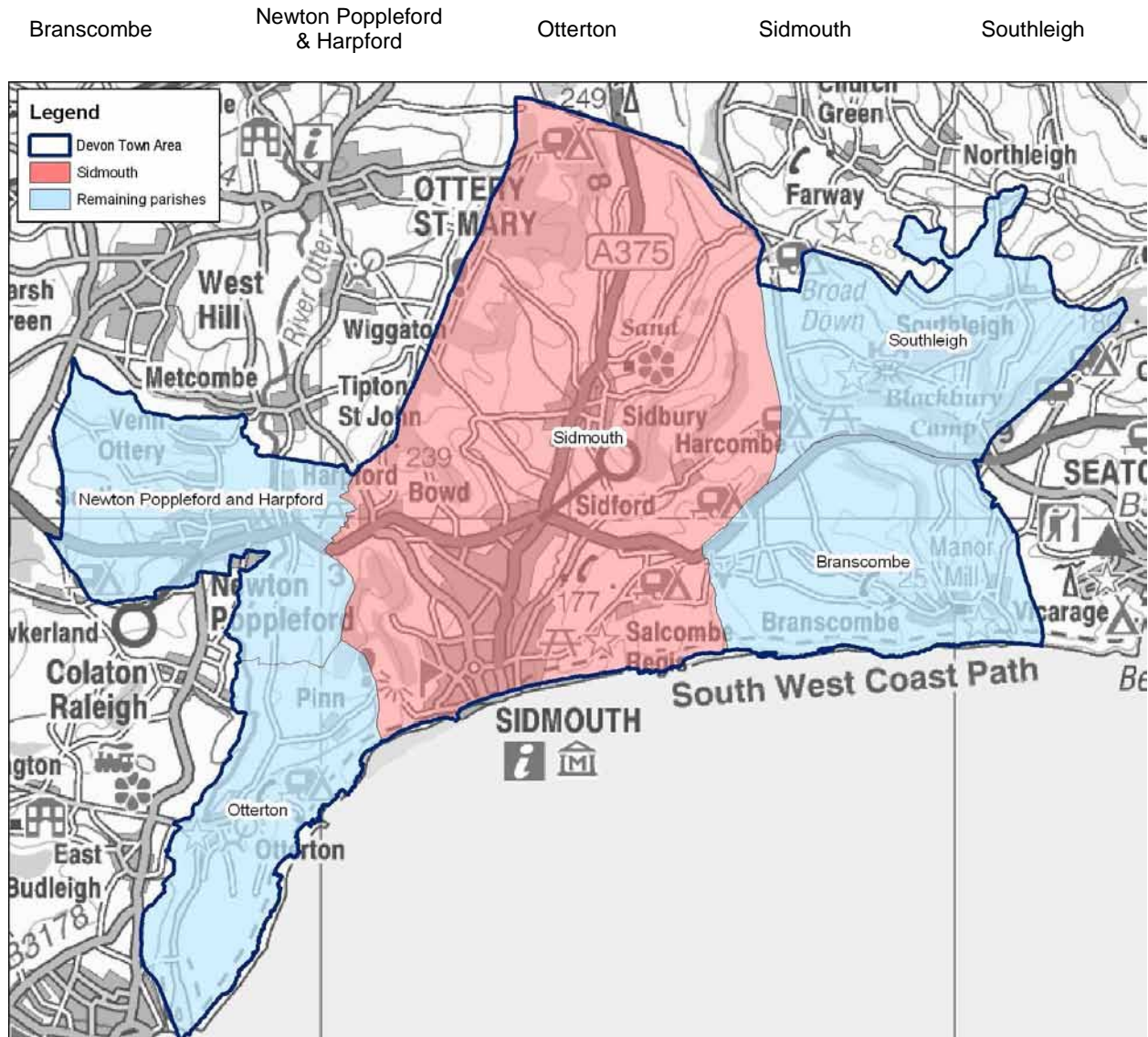
The diagram below is an illustration of how this works for one Devon Town: Kingsbridge.



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 Sidmouth “Devon Town” area:



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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 Sidmouth parish and for the surrounding hinterland 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

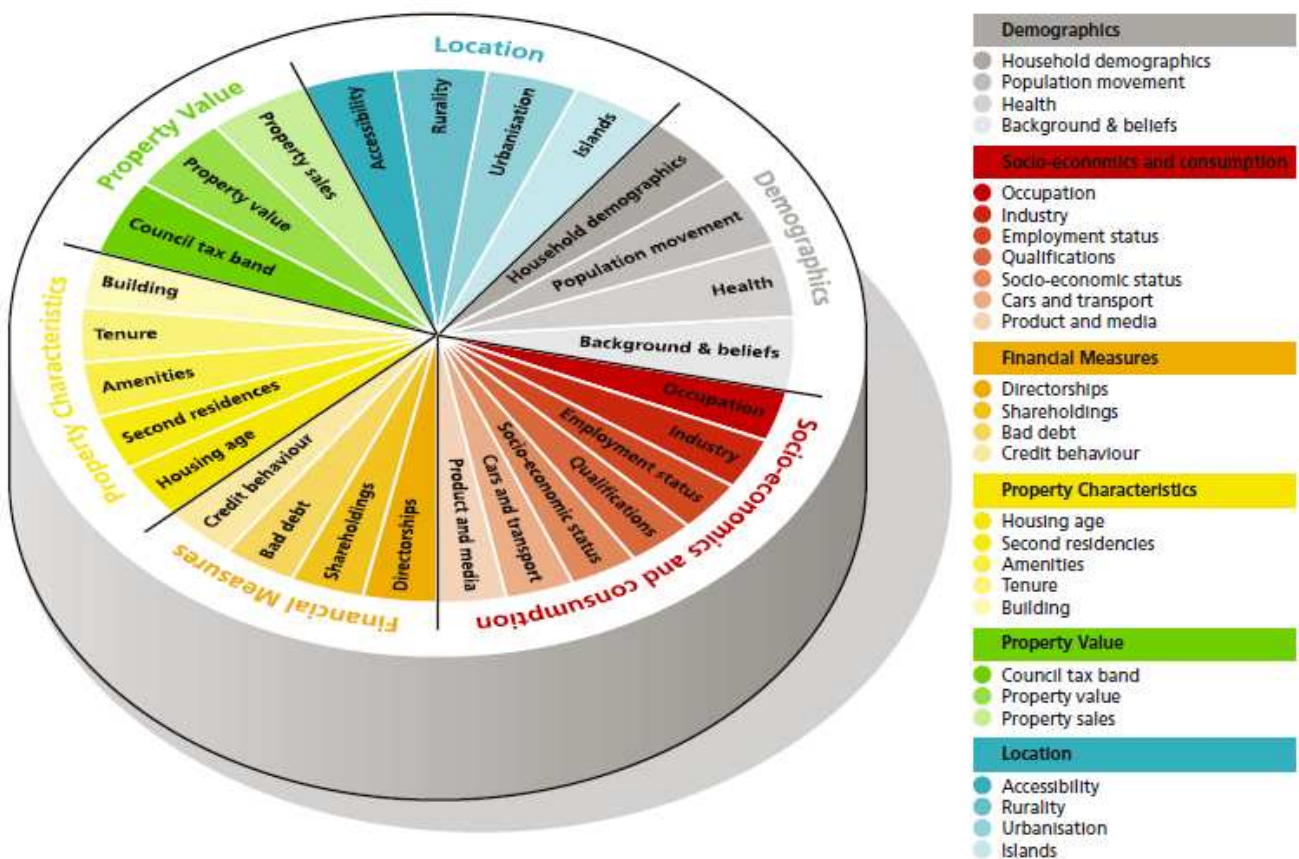
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is 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](http://www.business-strategies.co.uk)

## Summary

Sidmouth comprises the main town, two inland rural parishes – Newton Poppleford and Southleigh and two coastal parishes of Branscombe and Otterton.

Sidmouth is a small seaside town 12 miles south east of Exeter. The principal income of the town is from tourism. The town is also popular as a retirement community.

As a whole Sidmouth has a much higher proportion of the well elderly group J than the area covered by Devon County Council as a whole. This group accounts for 63% of households and is dominant in the area.

The coastal parishes of Branscombe and Otterton have an average of 50% in the rural group K and 34% in group J. The inland rural parish of Southleigh comprises only group K.

Newton Poppleford and Harford parish has about 17% in the older family group C.

Within the parish of Sidmouth, two of wards have much higher proportions of group J than the area as a whole whilst the Sidmouth Rural ward ties group J with rural group 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.

Further information about the Mosaic Groups and Types are provided in the Appendices.

# Mosaic analysis by group

## Key Features

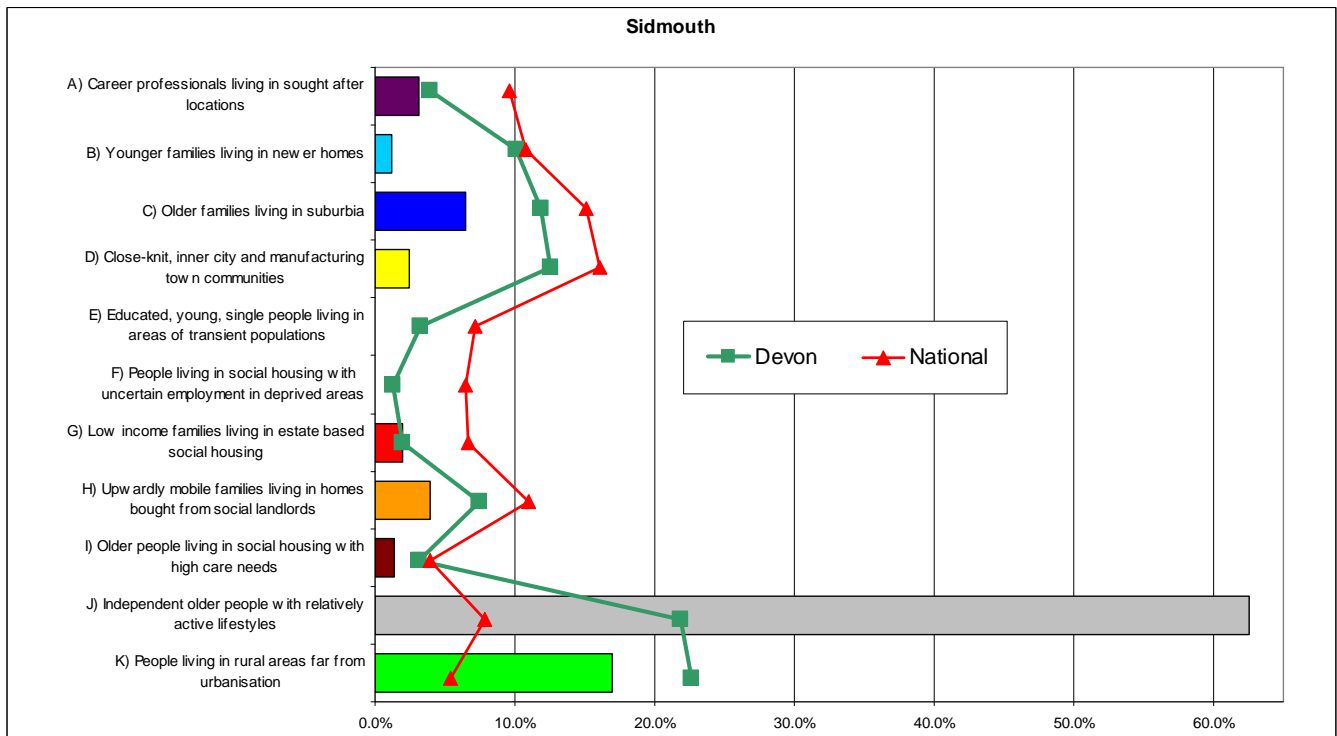
The National figures compared with Devon are higher in most groups because of the over representation of the better-off elderly group J and rural group K in Devon.

This chart shows that group J with approximately 63% is the largest group by far in the Sidmouth town area. Group J and low income family group G are over-represented in Sidmouth compared with Devon.

Whilst group E and F do not appear at all, groups A, B, C, D, G, H and I are present in comparatively small proportions but may be locally significant.

## Main mosaic groups in the Sidmouth Devon Town area.

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



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

Group	Percentage of households		
	Sidmouth	Devon	National
A	3.1	4.0	9.6
B	1.1	10.1	10.8
C	6.5	11.8	15.1
D	2.5	12.6	16.0
E	0.0	3.3	7.2
F	0.0	1.3	6.4
G	2.0	1.9	6.7
H	3.9	7.5	11.0
I	1.4	3.1	3.9
J	62.5	21.8	7.9
K	17.0	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

## Mosaic Groupings by ward/parish

### Key Features

Although all groups have a presence in Sidmouth professional singles group E and benefit reliant group F only total four households.

Sidmouth Parish comprises three wards all having well off elderly group J in the majority at proportions ranging from 40% in Sidmouth Rural to 81% in Sidmouth Town Ward. Rural group K ties with J in Sidmouth Rural.

All rural parishes are made up largely of the elderly group J and rural group K – though Otterton does have a quarter in older family group C.

Area	Percentage of households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Sidmouth Rural Ward	11.0	1.5	5.1	0.8	-	-	-	0.8	0.1	40.4	40.4	1,068
Sidmouth Sidford Ward	1.1	0.8	5.2	4.2	-	0.1	4.6	9.1	3.2	66.8	5.0	3,145
Sidmouth Town Ward	2.9	1.1	3.9	2.3	0.1	-	0.0	0.5	0.5	81.3	7.3	3,086
<b>Sidmouth Parish</b>	<b>3.3</b>	<b>1.0</b>	<b>4.6</b>	<b>2.9</b>	<b>0.0</b>	<b>0.0</b>	<b>2.0</b>	<b>4.2</b>	<b>1.6</b>	<b>69.1</b>	<b>11.1</b>	<b>7,299</b>
Branscombe	-	-	0.3	0.6	-	-	-	-	-	34.4	64.6	311
Newton Poppleford and Harpford	2.8	2.8	17.0	0.5	-	-	3.2	4.5	0.8	38.0	30.4	965
Otterton	3.2	-	26.1	0.6	-	-	-	-	-	33.1	36.9	314
Southleigh	-	-	-	-	-	-	-	-	-	-	100.0	96
<b>Rural Parishes</b>	<b>2.2</b>	<b>1.6</b>	<b>14.7</b>	<b>0.5</b>	<b>0.0</b>	<b>0.0</b>	<b>1.8</b>	<b>2.6</b>	<b>0.5</b>	<b>34.3</b>	<b>41.9</b>	<b>1,686</b>
Devon Town area	<b>3.1</b>	<b>1.1</b>	<b>6.5</b>	<b>2.5</b>	<b>0.0</b>	<b>0.0</b>	<b>2.0</b>	<b>3.9</b>	<b>1.4</b>	<b>62.5</b>	<b>16.9</b>	<b>8,985</b>
Total households	281	103	584	221	2	2	177	351	125	5,620	1,519	8,985

Source: Mosaic data 2009 - © 2009 Experian Ltd

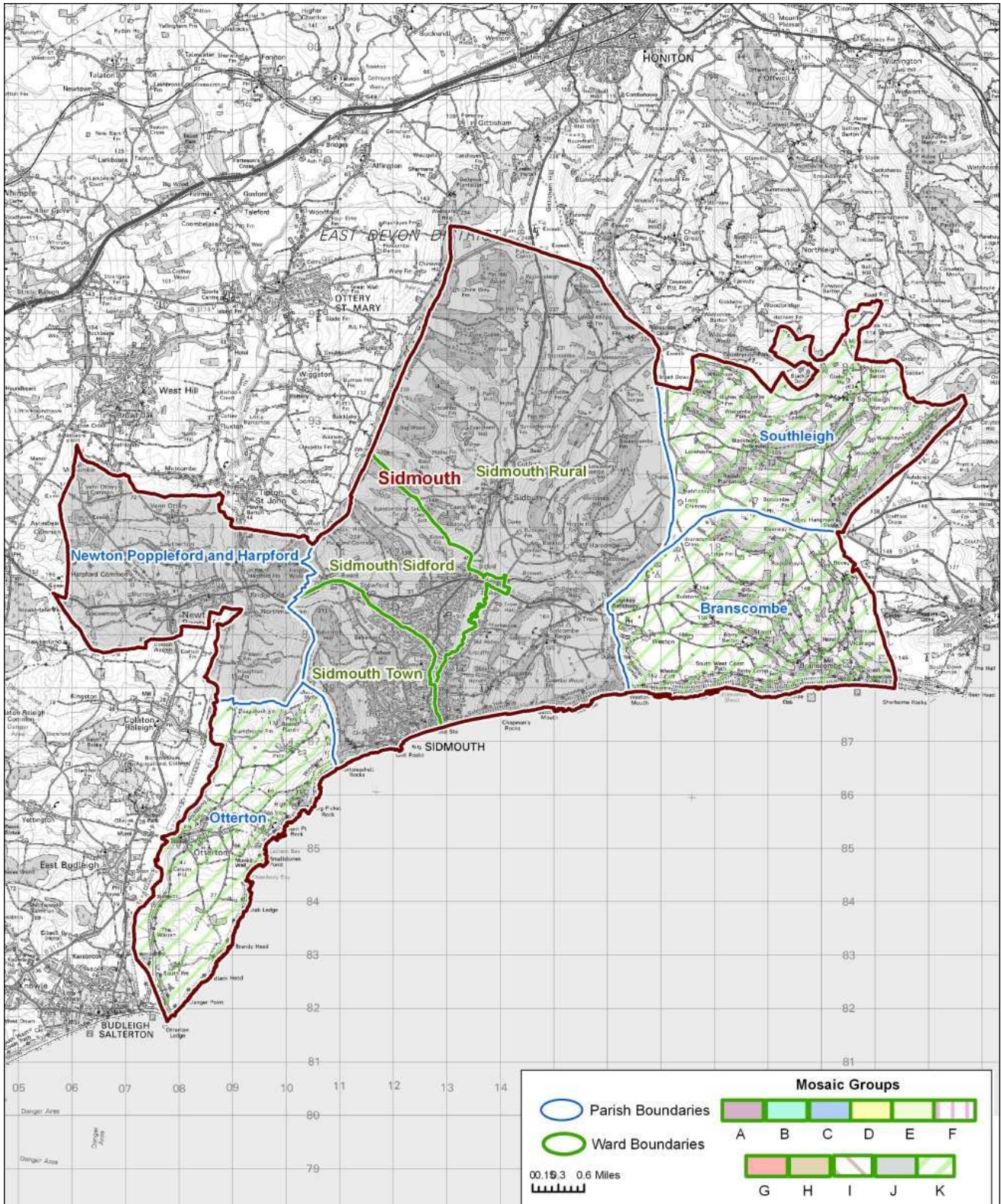
Note: Red = Dominant Mosaic Group Blue = Significant Mosaic Group > 20%

Main mosaic groups

Key Features

The map below illustrates the main patterns within the Sidmouth area. The Sidmouth parish wards along with Newton Poppleford & Harpford have well off elderly group J as their primary group whereas the remaining parishes of Southleigh, Otterton and Branscombe all have rural group K as their largest group.

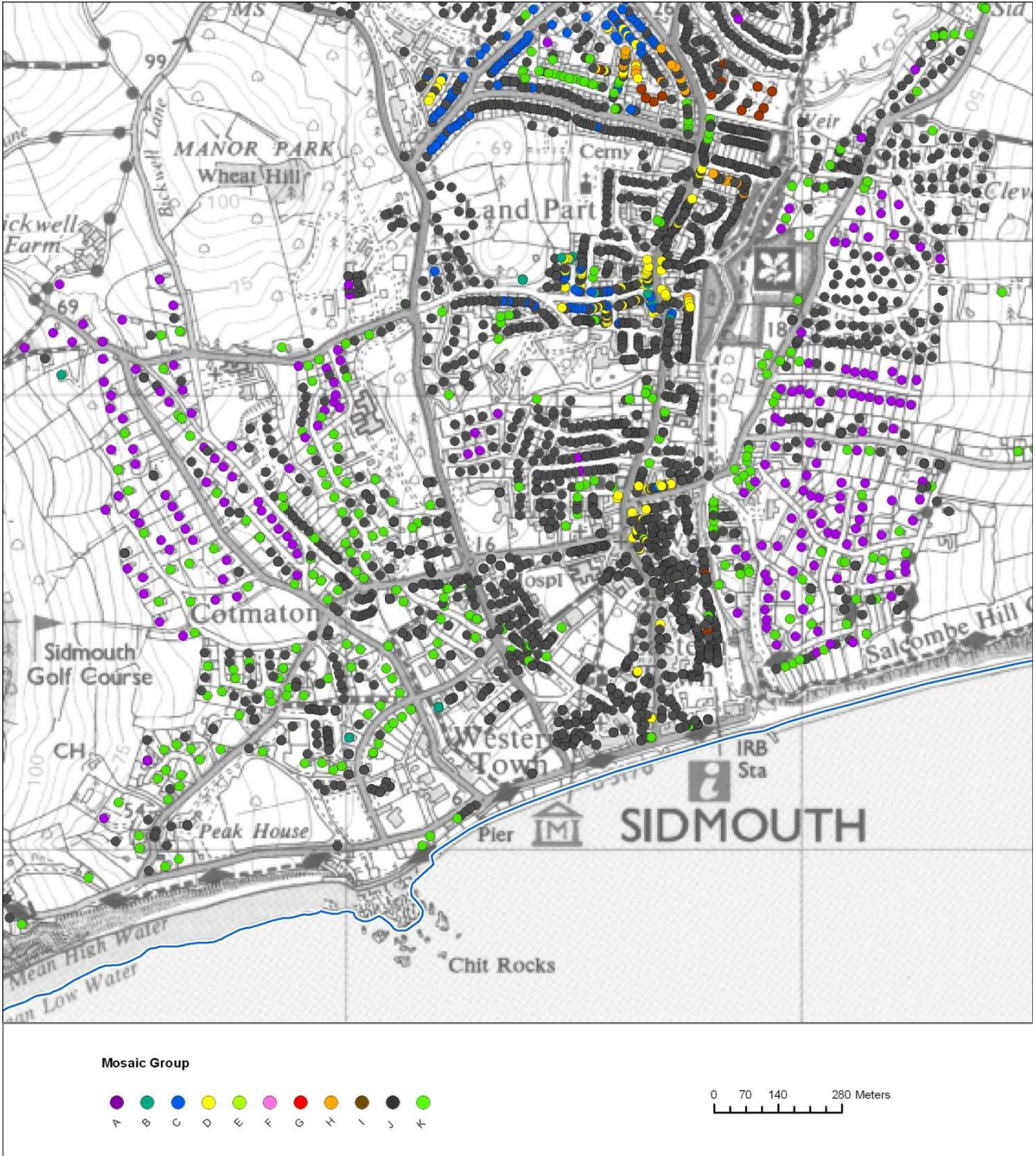
It should be noted however that other Mosaic Groups could be present to a lesser degree; these other groups are shown later in this report in various maps, tables and graphs.



### Sidmouth Town Centre

#### Key Features

This central section of Sidmouth has a swathe of elderly well off group J running down the middle and flanked to either side with a mixture of affluent group A and rural group K. .

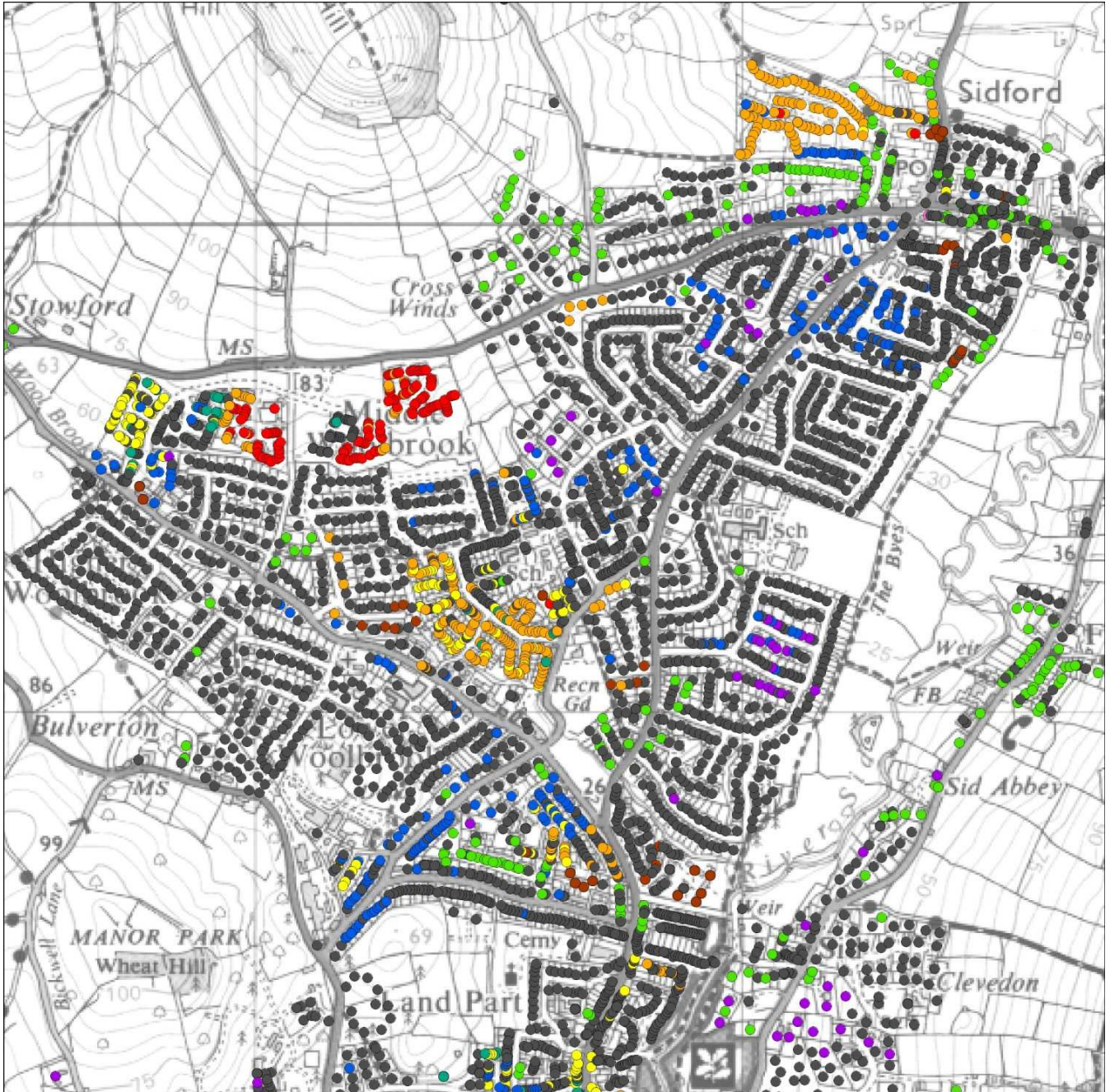


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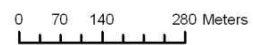
### Sidmouth Woolbrook and Sidford

#### Key Features

This northern section of the town is dominated by well off elderly group J. There are some other clusters notably of older family group C, upwardly mobile family group H and a small area of low income families near Middle Woolbrook. There is also a smattering of poorer elderly group I spread out over the area and affluent group A.



Mosaic Group

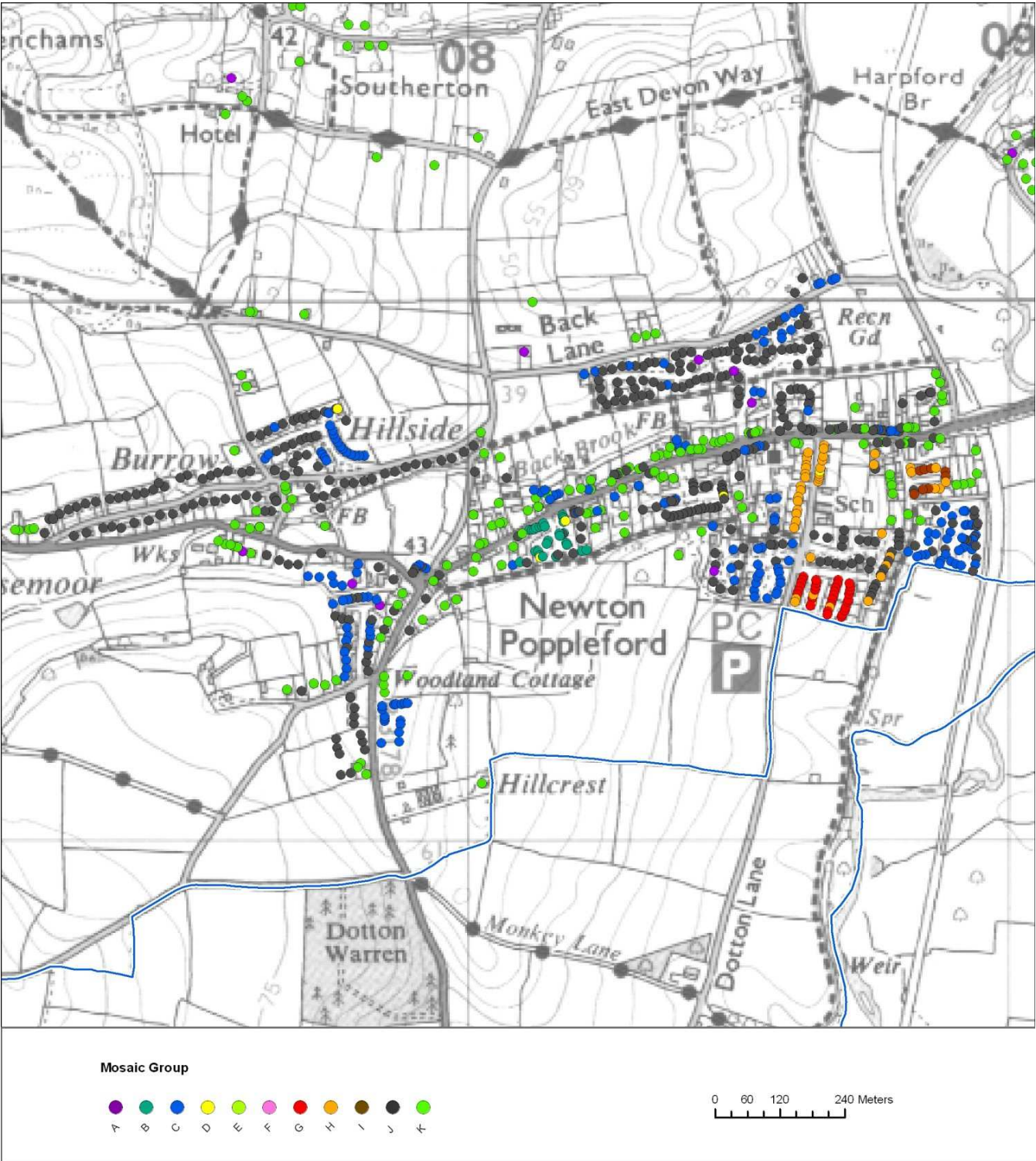


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### Newton Popleford

#### Key Features

Newton Popleford is mainly well off elderly group J and rural group K. On the periphery of the village tend to be areas of older family group C. There is a small section of younger family group B just above where the village name is printed. Around the school to the east are small areas of upwardly mobile family group H and low income family group G.



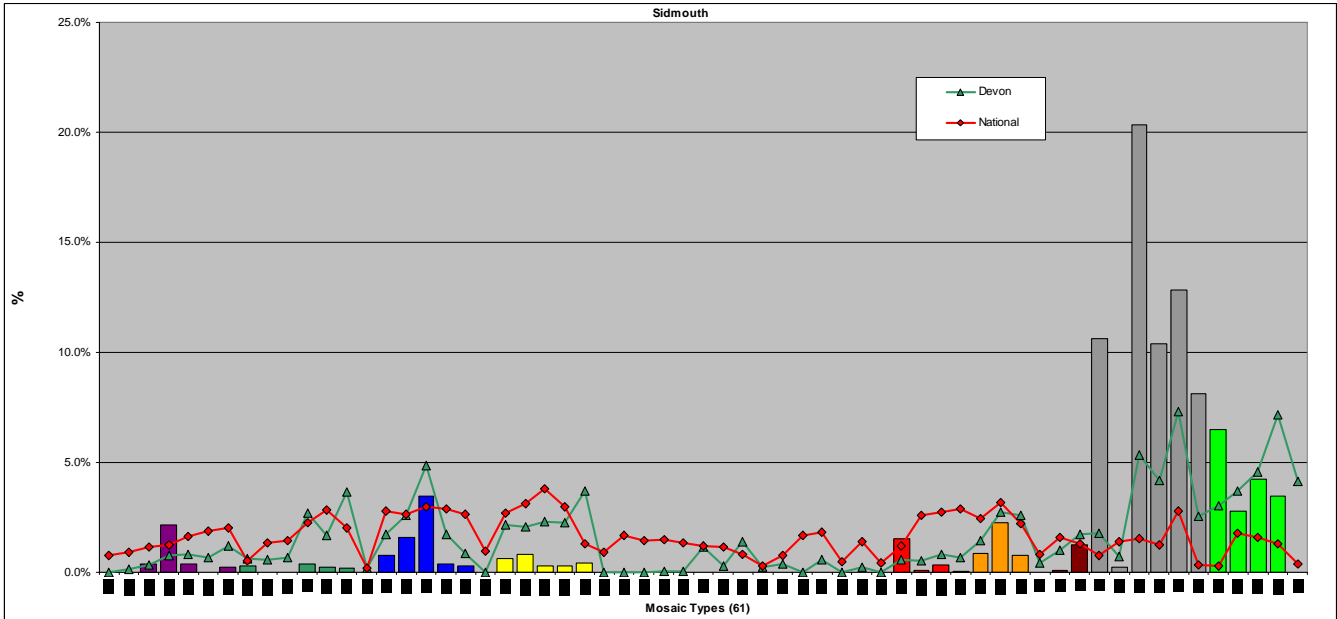
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# Analysis by mosaic type

## Main mosaic types in the Sidmouth Devon Town area.

### Key Features

There are six types with more than 5% of households – five of those are in the well off elderly group. A fifth of households are in type J53 dominates Sidmouth as a whole followed by J55 (13%) and J51 (11%). These groups along with three others (J51, J56 and K57) are all present at 5% or above and are over-represented when compared to Devon. There are three other types that exceed the Devon figure but to a lesser extent.



Source: Mosaic data 2009 - © 2009 Experian Ltd

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

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

Mosaic Type	Percentage of households		
	Sidmouth	Devon	National
A01	0.0	0.0	0.8
A02	0.0	0.1	0.9
A03	0.4	0.3	1.2
A04	2.1	0.8	1.2
A05	0.4	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	0.4	2.7	2.3
B12	0.2	1.7	2.8
B13	0.2	3.6	2.0
B14	0.0	0.2	0.2
C15	0.8	1.7	2.8
C16	1.6	2.6	2.7
C17	3.4	4.9	3.0
C18	0.4	1.7	2.9
C19	0.3	0.9	2.6
C20	0.0	0.0	1.0

D21	0.6	2.2	2.7
D22	0.8	2.0	3.1
D23	0.3	2.3	3.8
D24	0.3	2.3	3.0
D25	0.4	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	1.5	0.6	1.2
G42	0.1	0.5	2.6
G43	0.3	0.8	2.7
H44	0.0	0.7	2.9
H45	0.8	1.5	2.4
H46	2.3	2.8	3.2
H47	0.7	2.6	2.2
I48	0.0	0.4	0.8
I49	0.1	1.0	1.6
I50	1.3	1.7	1.3
J51	10.6	1.8	0.8
J52	0.2	0.7	1.4
J53	20.3	5.3	1.5
J54	10.4	4.2	1.2
J55	12.8	7.3	2.8
J56	8.1	2.5	0.3
K57	6.5	3.0	0.3
K58	2.8	3.7	1.8
K59	4.2	4.6	1.6
K60	3.4	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

Sidmouth has about a fifth of the households in type J53 and this type is dominant in both Sidmouth town and the rural parishes.

Sidmouth Rural sees type K60 and K57 accounting for 29% of the households in the ward and being the second and third most prevalent types. Sidford and Town wards are quite similar with the difference being that the former has 21% of type J54 whereas the latter comprises 20% type J56.

The rural parishes also show some variation, but elderly and rural types are most frequent.

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 Sidmouth 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	%
Sidmouth Rural ward	J53	329	30.8	K60	171	16.0	K57	142	13.3
Sidmouth Sidford ward	J53	687	21.9	J55	669	21.4	J54	641	20.5
Sidmouth Town ward	J51	884	28.5	J56	605	19.5	J53	527	17.0
<b>Sidmouth parish</b>	<b>J53</b>	<b>1,543</b>	<b>21.1</b>	<b>J55</b>	<b>979</b>	<b>13.4</b>	<b>J51</b>	<b>956</b>	<b>13.1</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	%
Branscombe	K57	156	50.2	J56	88	28.3	K60	43	13.8
Newton Poppleford & Harpford	J53	250	25.9	K58	164	17.0	C17	117	12.1
Otterton	K59	98	31.2	J55	82	26.1	C17	68	21.7
Southleigh	K60	96	100.0	-	-	-	-	-	-
<b>Rural parishes</b>	<b>J53</b>	<b>285</b>	<b>16.9</b>	<b>K59</b>	<b>197</b>	<b>11.7</b>	<b>K57</b>	<b>190</b>	<b>11.3</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	%
<b>Devon Town area</b>	<b>J53</b>	<b>1,828</b>	<b>20.3</b>	<b>J55</b>	<b>1,152</b>	<b>12.8</b>	<b>J51</b>	<b>956</b>	<b>10.6</b>

Source: Mosaic data 2009 - © 2009 Experian Ltd