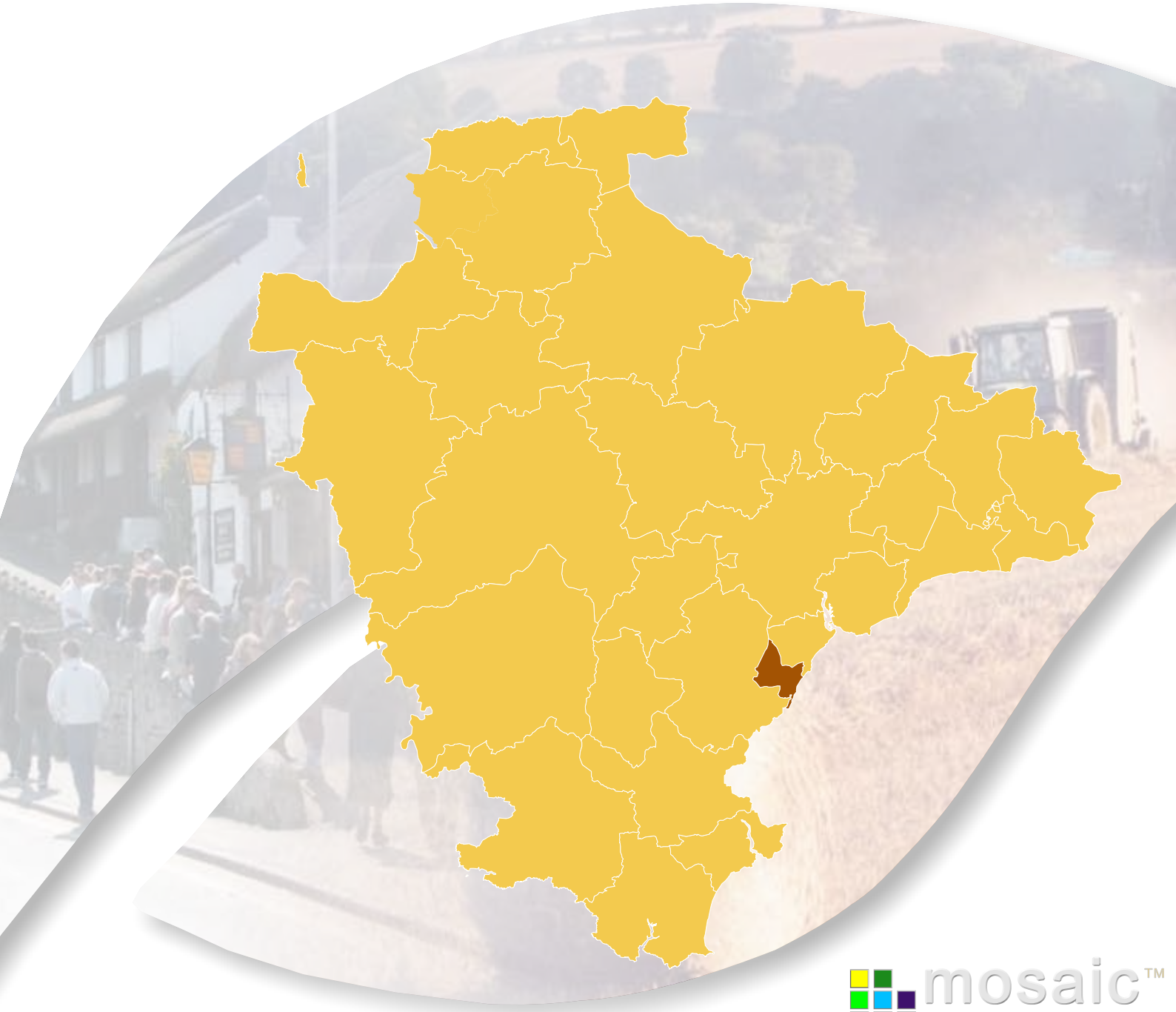
Devon County Council

Teignmouth

Devon Town Mosaic Profile

March 2010



mosaic™ Public Sector

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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.

Teignmouth

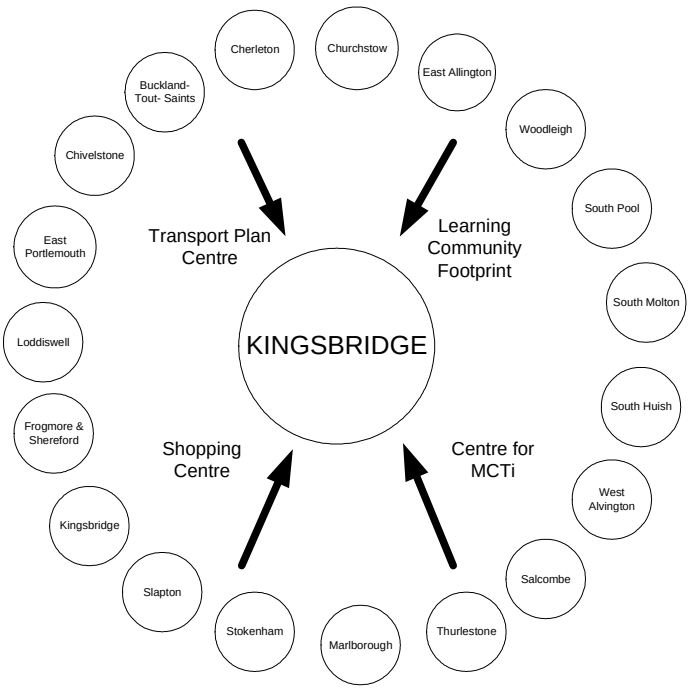
Over 40% of households in the Teignmouth area are in the better off elderly Mosaic group, with nearly a further third in groups C & D – successful established families & people living in close knit communities. Teignmouth West ward stands out as being different than the rest of the area and more deprived.

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.

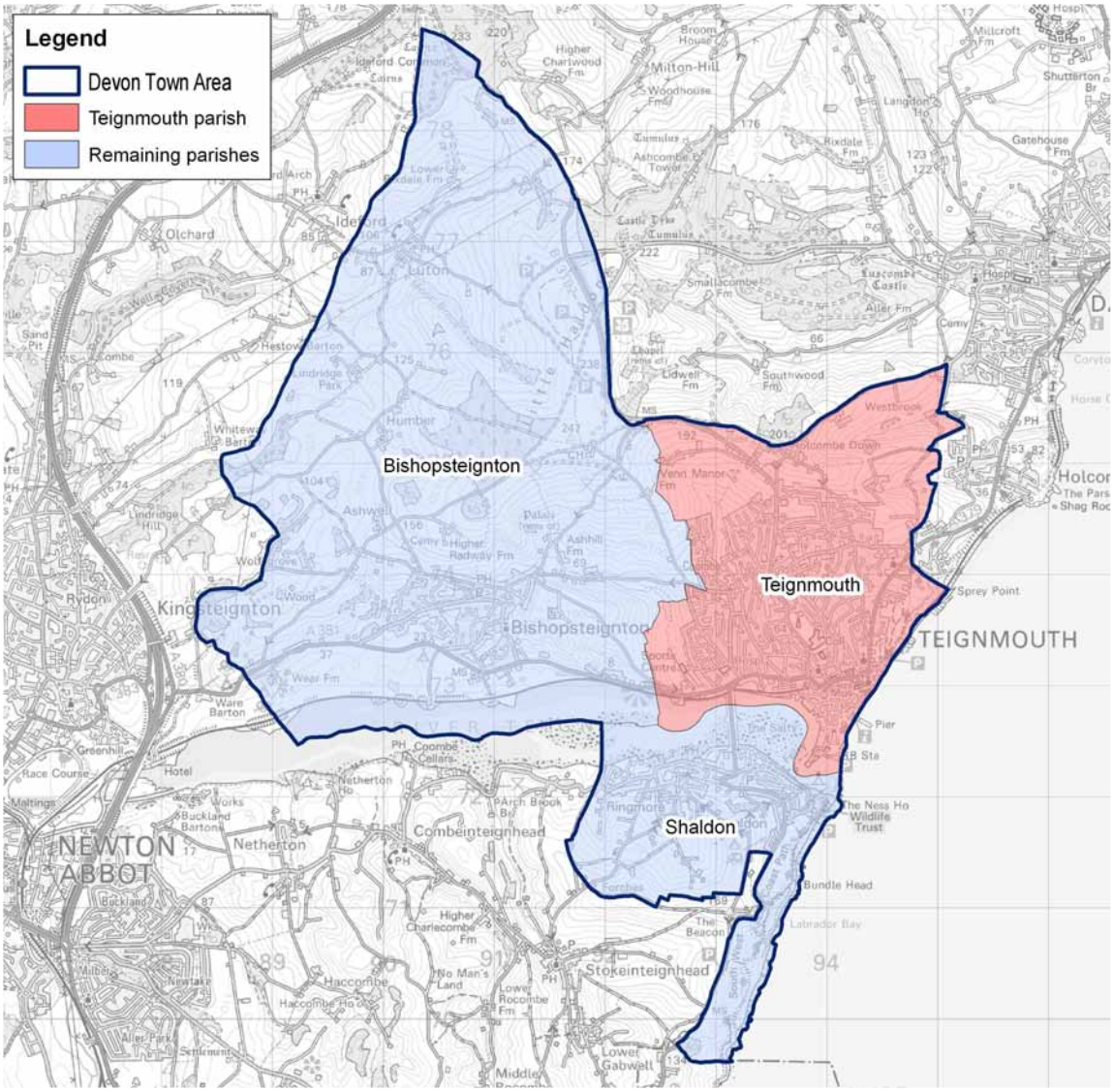


Exeter also provides a similar or related "market town" function as well as being a sub regional centre with a larger sphere of influence.

Area definition

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

Bishopsteignton Teignmouth Shaldon



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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 Teignmouth 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

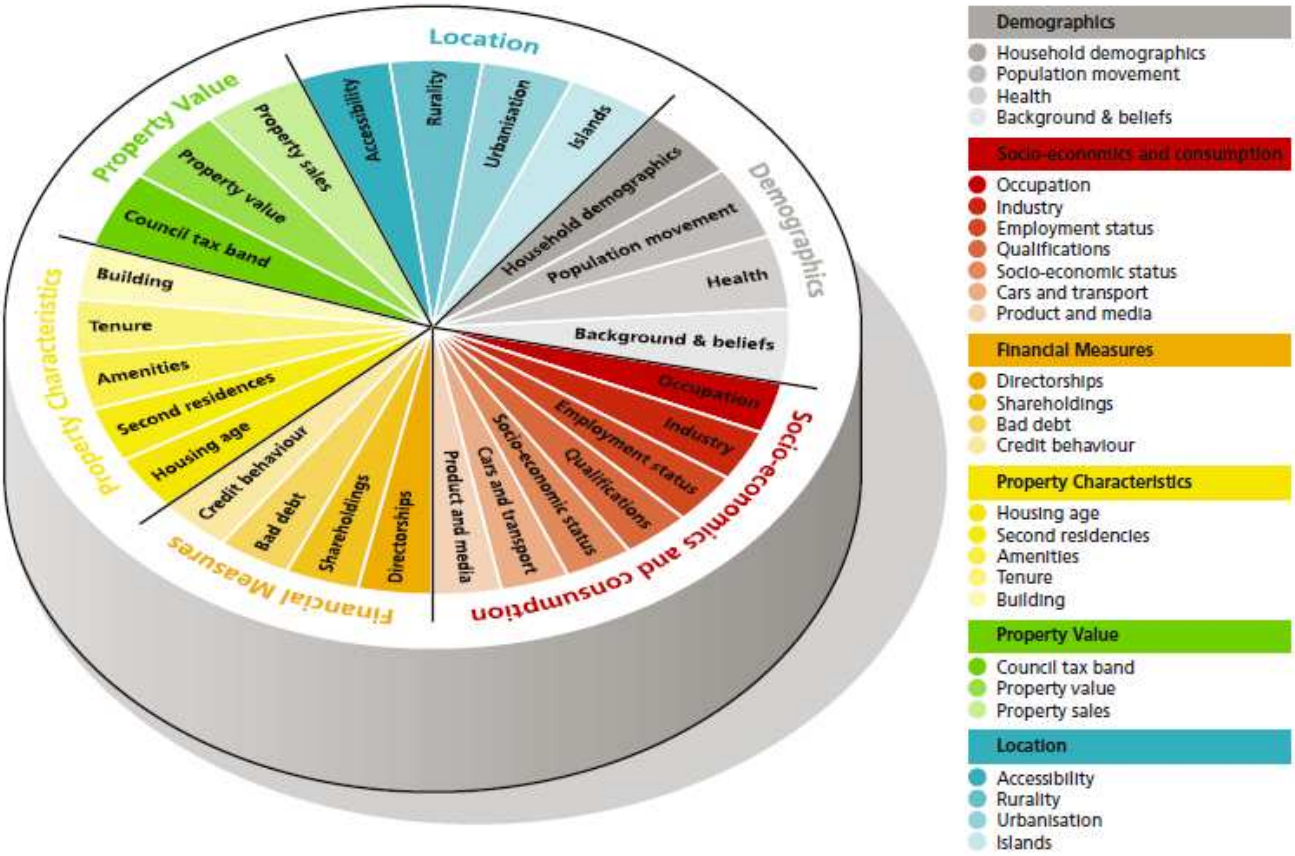
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is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

Teignmouth comprises the main town, and a surrounding hinterland of 2 parishes, one coastal – Shaldon and the other inland – Bishopsteignton.

Teignmouth is a town on the north bank of the estuary mouth of the River Teign. The town grew from a fishing port to a fashionable resort of some note in Georgian times. The port, in existence since the 13th century, is still active, mostly handling clay, timber and grain, with many smaller pleasure craft mooring in the wide estuary.

As a whole Teignmouth is similar to Devon in terms of the relative proportions of Mosaic Groupings apart from having a far higher proportion of the better off elderly group J which is the most prevalent group in the area. This is even more apparent in the surrounding hinterland.

Within the parish of Teignmouth, both Teignmouth Central ward and Teignmouth East ward are dominated by group J but Central has a high proportion of group C and East has a high proportion of group D. Teignmouth West differs considerably with groups H, C and D higher than group J. Although the groups associated with deprivation are quite low in the area Teignmouth West has quite high percentages of Type H47.

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 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.

H47 Social housing, typically in 'new towns', with good job opportunities for the poorly qualified

Type H47 contains families with young children who live on recently built council estates in planned communities, built around new light industrial estates and assembly plants. Most people living in these areas do not regard it as being pleasant, and many households are insular. There are serious problems with anti-social behaviour, with teenagers hanging around on street corners, vandalism, burnt out cars and drugs. These are also neighbourhoods where crime, particularly against property, can be high. It is perhaps not surprising that the residents feel that the police are inadequate.

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.

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

Analysis by mosaic group

Key Features

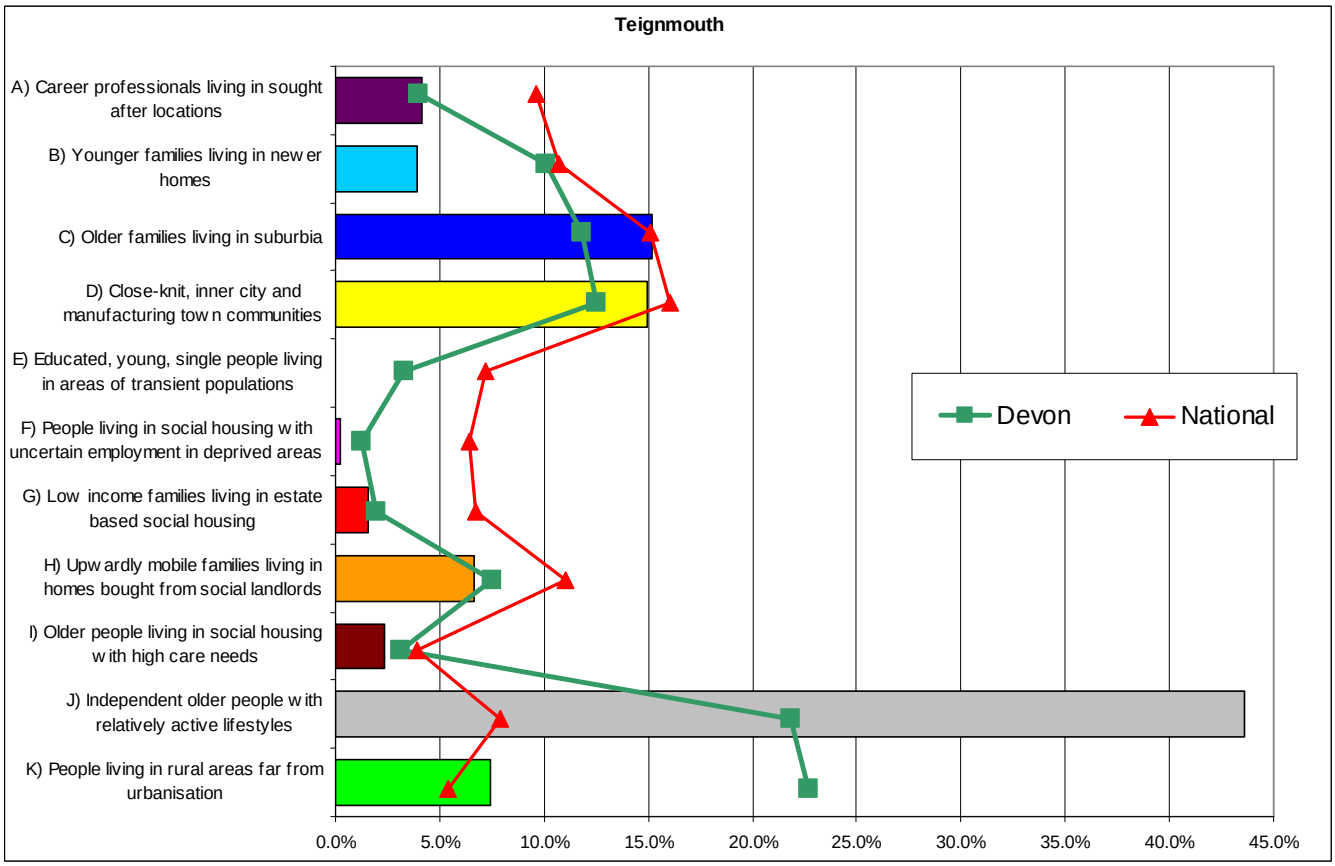
The National figures compared with Devon are higher in most groups because of the over representation of the better off elderly group J and rural group K in Devon.

This chart shows that the well off elderly group J with approximately 44% is the highest group, almost 3 times the percent of the next groups C and D (15%). All three groups are represented in Teignmouth in higher proportions than found in Devon – as is affluent group A to a smaller extent.

Whilst groups E and F hardly appear at all, groups A, B, G, I and K are present in comparatively small proportions but there are still enough to possibly be clustered in specific places and this will be looked at later on in this document – their key features are described in the appendix.

The main Mosaic Groups in the Teignmouth Devon Town area.

The following graph and table show the main Mosaic Groups appearing in Teignmouth, 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 Teignmouth compared with Devon

Mosaic Group	Percentage of Households		
	Teignmouth	Devon	National
A	4.2	4.0	9.6
B	3.9	10.1	10.8
C	15.2	11.8	15.1
D	14.9	12.6	16.0
E	0.0	3.3	7.2
F	0.2	1.3	6.4
G	1.6	1.9	6.7
H	6.6	7.5	11.0
I	2.3	3.1	3.9
J	43.6	21.8	7.9
K	7.5	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Mosaic Groupings by ward/parish

Key Features

Teignmouth parish is made up of three wards of about the same size. Teignmouth Central and East wards are similar in that over 40% of their households are in group J followed by around 30% of the 'suburban' group C in Teignmouth Central ward and a similar proportion of the close knit communities in group D in Teignmouth East ward.

Teignmouth West differs from the other two wards in that it has a much lower proportion of group J with more prominent representation of the more deprived group H and 'suburban' group C (around 21%); it also has the highest proportion of the more deprived groups F, G, H and I at 35% in total.

The two rural parishes are quite different from each other with Shaldon being predominantly group J (75%) and Bishopsteignton being comparatively diverse with five groups present. Though group J is still present in a high proportion in Bishopsteignton group K has 14% and group A appears with 13%.

The following table shows the main Mosaic Groups appearing in Teignmouth, it shows the proportions of households in each Mosaic Group.

Area	Percentage of Households											Number H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Teignmouth Central ward	2.2	3.4	29.5	10.0	-	0.1	0.2	2.0	2.4	41.7	8.5	2,300
Teignmouth East ward	4.8	1.6	7.2	29.1	-	0.5	0.1	0.3	3.4	49.1	3.8	2,563
Teignmouth West ward	0.0	10.4	20.6	18.0	-	0.2	6.3	25.6	3.0	14.0	1.8	2,183
Teignmouth parish	2.5	4.9	18.6	19.4	-	0.3	2.1	8.7	3.0	35.8	4.7	7,046
Bishopsteignton parish	13.0	1.3	7.6	0.4	-	-	-	0.6	0.8	62.3	14.0	1,231
Shaldon parish	4.9	-	1.0	1.7	-	-	-	-	-	74.8	17.6	1,037
Rural parishes	**9.3**	**0.7**	**4.6**	**1.0**	**-**	**-**	**-**	**0.3**	**0.4**	**68.0**	**15.6**	**2,268**
Devon Town area	**4.1**	**3.9**	**15.2**	**14.9**	**-**	**0.2**	**1.6**	**6.7**	**2.3**	**43.7**	**7.4**	**9,314**
Total Households	386	362	1,417	1,392	0	21	146	620	218	4,066	686	9,314

Source: Mosaic data 2009 - © 2009 Experian Ltd

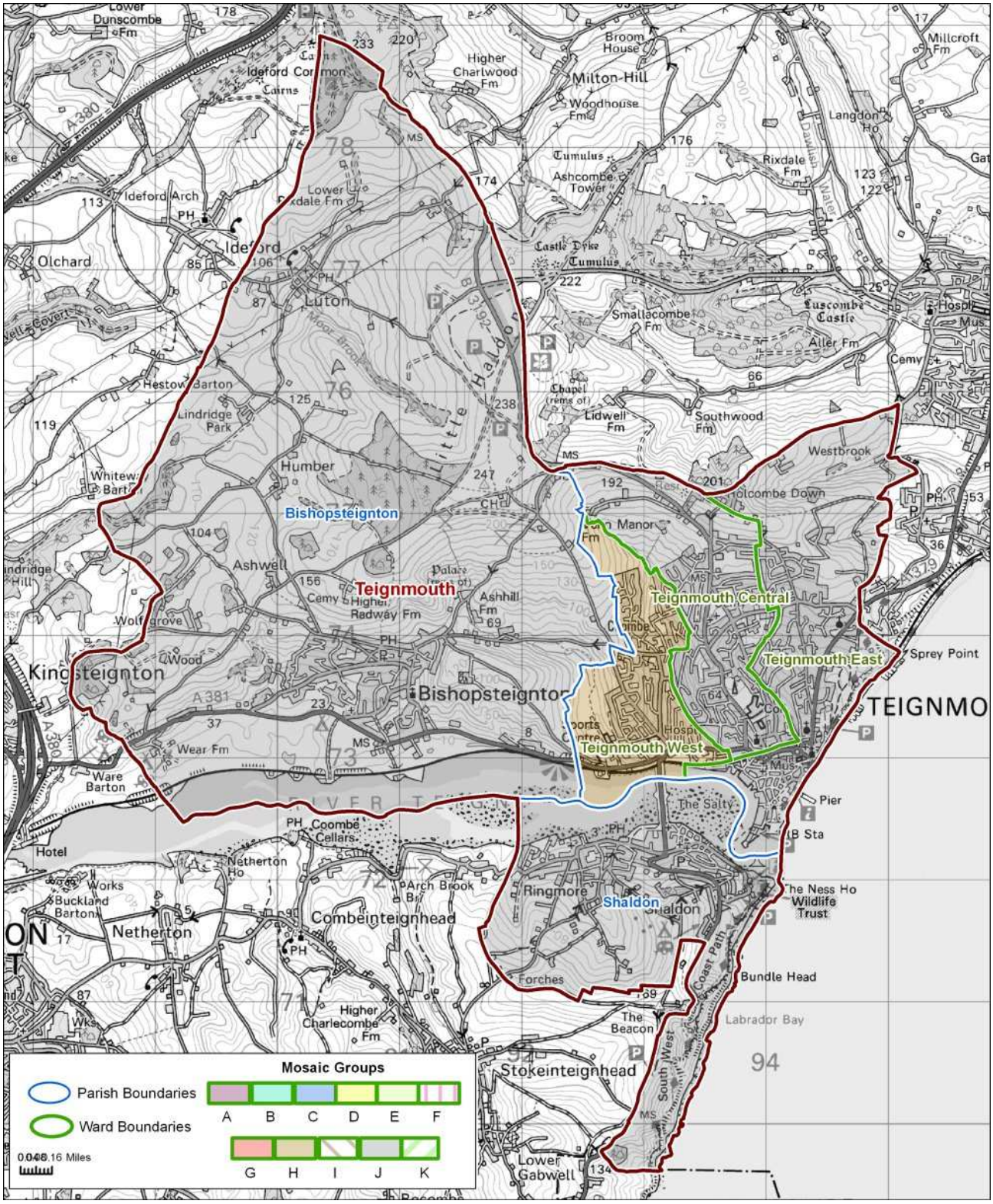
Note: Red = Dominant Mosaic Group Blue = Significant Mosaic Group > 20%

Main Mosaic Groups

Key Features

The map below illustrates the main patterns within the Teignmouth town area. The ward of Teignmouth West having group H in the majority, and the other two wards and the parishes have group J as the majority group.

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



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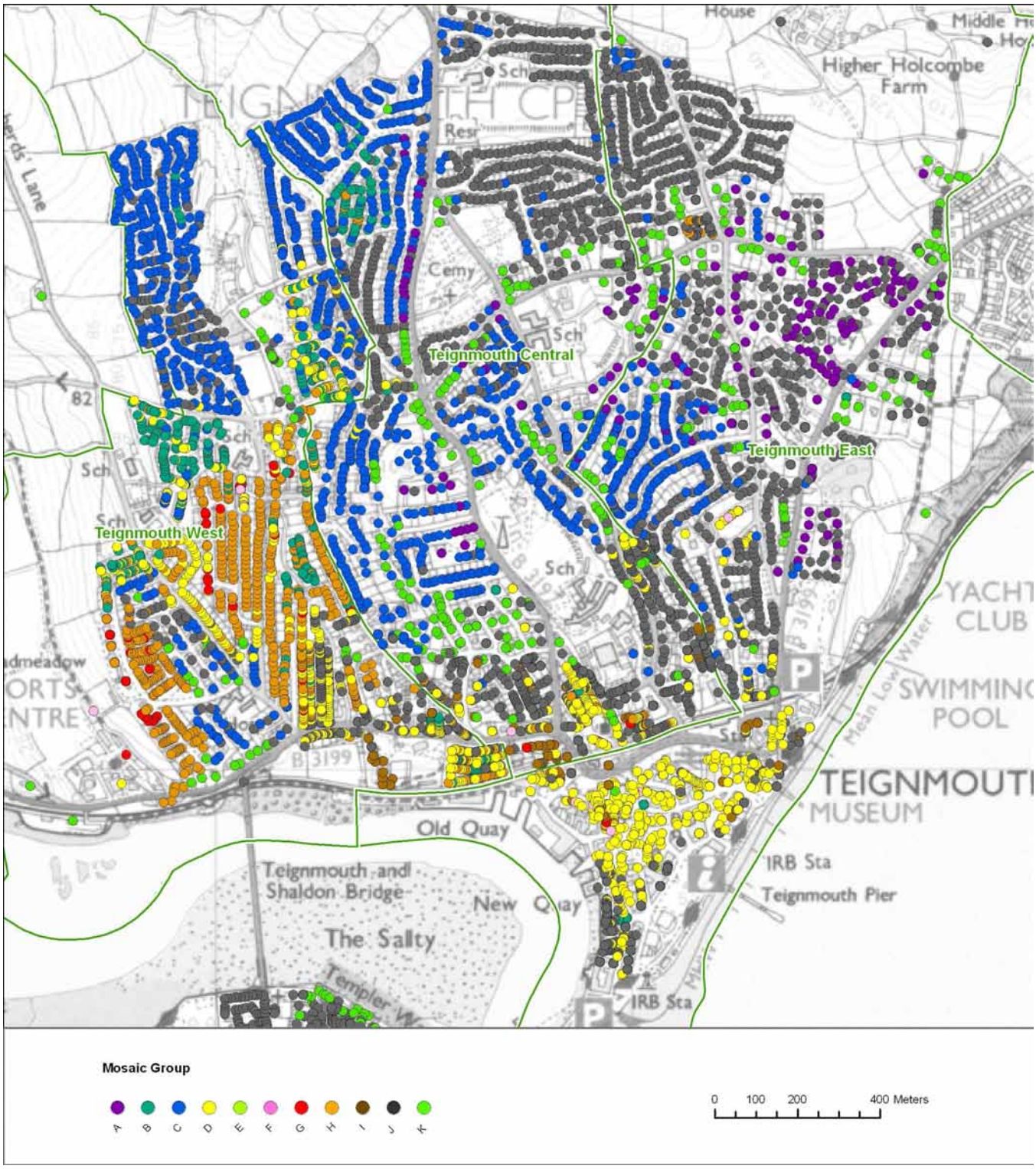
Teignmouth

Key Features

Teignmouth town centre comprises mostly the close knit communities of group D, bordered by the better off elderly group J. Group J dominates a large swathe which rises northwards to Holcombe and Buddleford. Within this area are smaller clusters of the affluent group A and a large cluster of 'suburban' group C either side of Exeter Road.

To the western side of Teignmouth the more deprived groups G, H and I can be found particularly in the vicinity of Broadmeadow and to the west of the town centre. Also within this area are some clusters of more affluent group C. A large cluster of group C is also located to the west of Exeter Road on the edge of the town.



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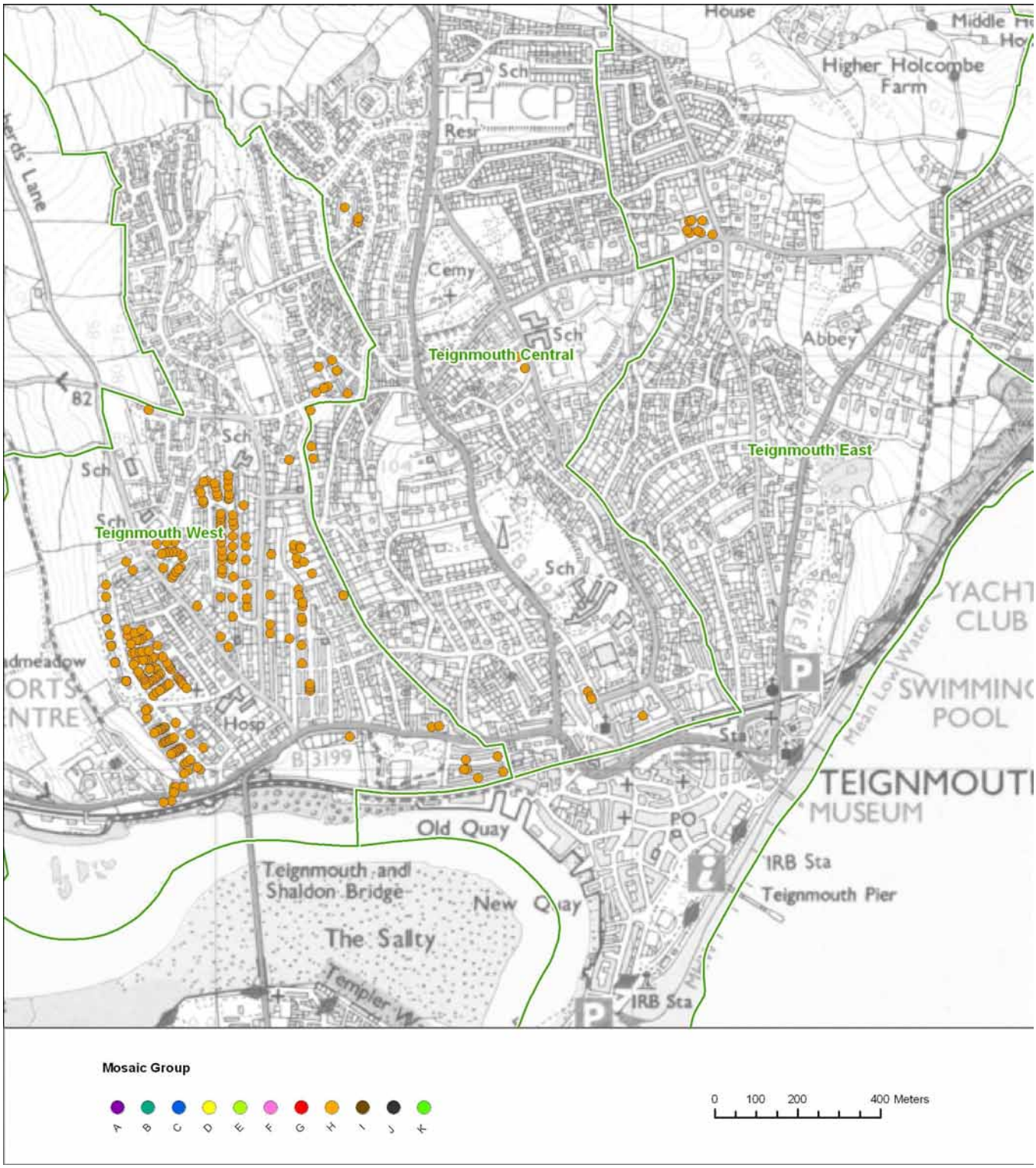
Teignmouth (Type H47)

Key Features

Type H47 is mostly confined to the southern half of Teignmouth West ward. A description of the main features of this type can be found earlier in the Summary.



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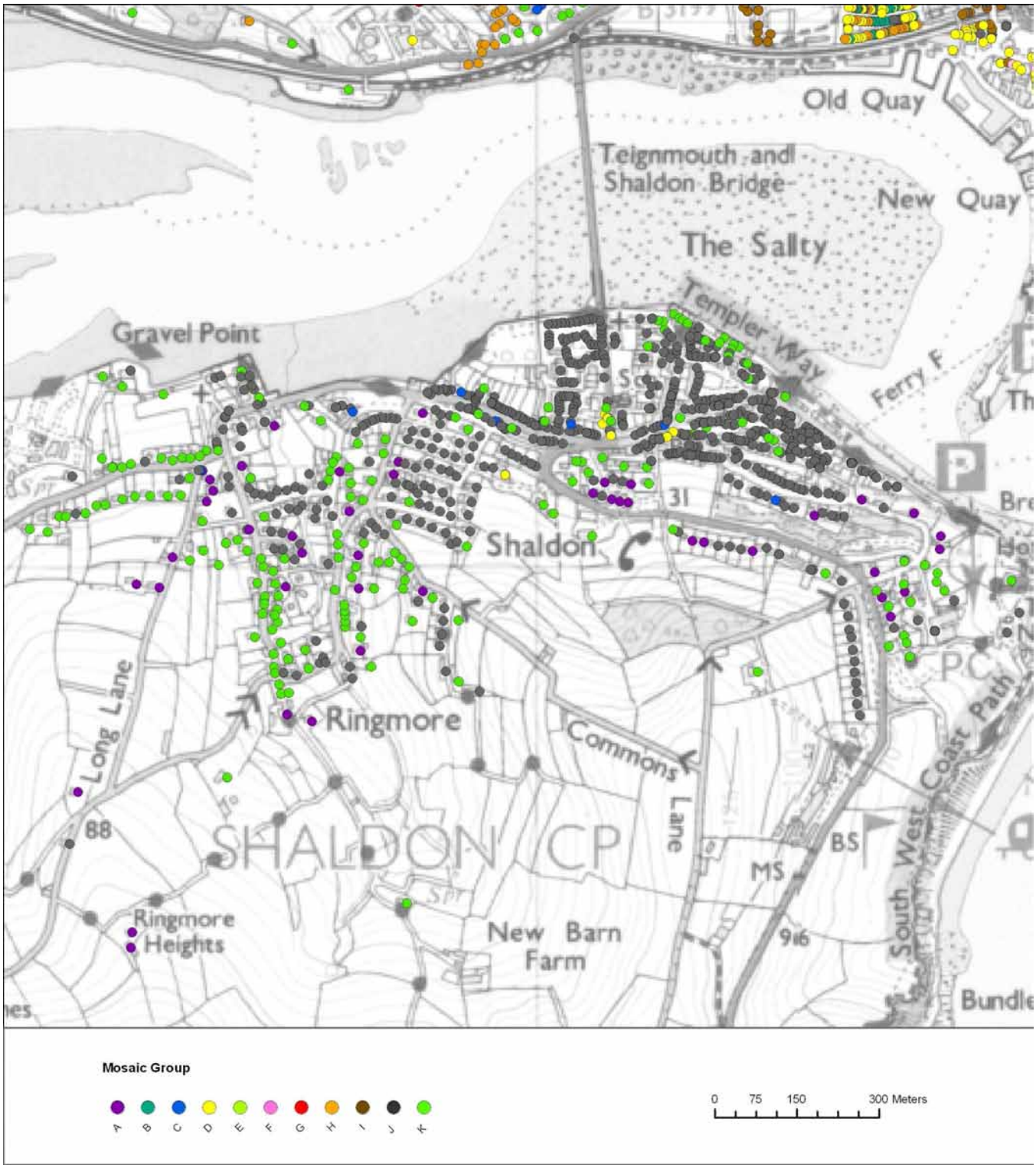
Shaldon

Key Features

The village centre of Shaldon either side the bridge is dominated by well off elderly group J. Nearer the edges of the village are more of rural groups K and affluent A.



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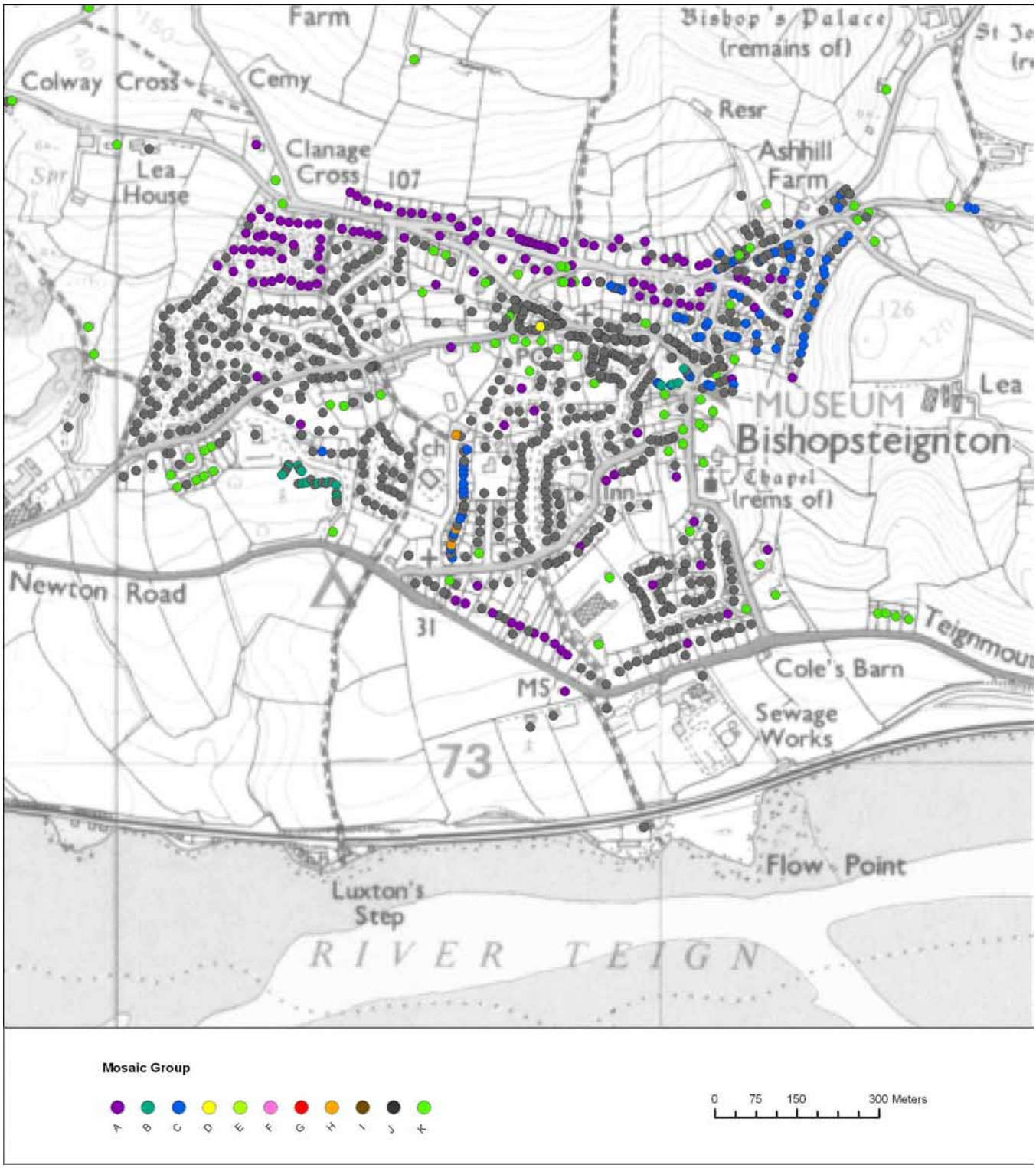
Bishopsteignton

Key Features

The village centre of Bishopsteignton is dominated by well off elderly group J with affluent group A to the north. To the north west there is a patch of older families group C.



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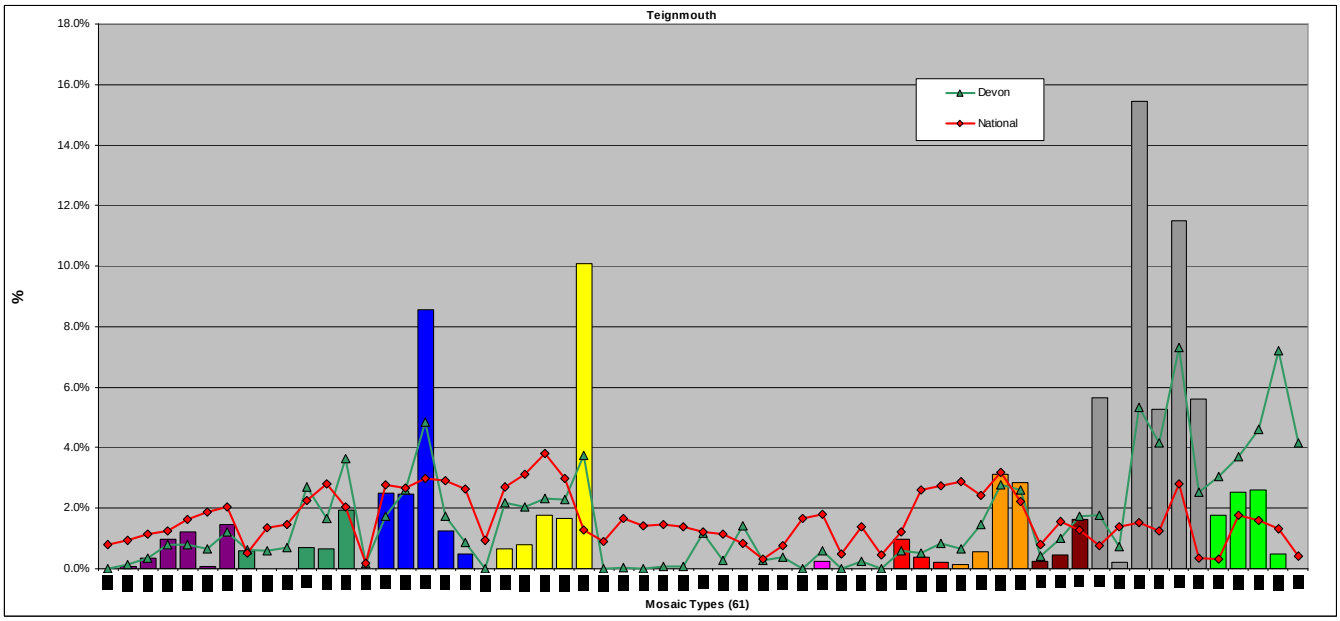
Analysis by mosaic type

Mosaic Types in the Teignmouth Devon Town area.

Key Features

Most of the well off elderly types are prominent in the area. Type J53 is the largest with 15% followed closely by J55 (11%). J51, J54 and J56 are all over 5%. Types D25 (10%) and C17 (9%) are the only other types to exceed 5%. These types along with eight others are over-represented when compared to Devon.

The following graph categorise Teignmouth households into Mosaic Types. They are then compared to the National and Devon Mosaic profiles in order to show similarity or difference. Some Mosaic Types do not appear in Teignmouth.



Source: Mosaic data 2009 - © 2009 Experian Ltd

The following table shows the comparative proportions of Mosaic Types in Teignmouth; these are illustrated in the above graph.

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

Mosaic Types	Percentage of Households		
	Teignmouth	Devon	National
A01	0.00	0.01	0.78
A02	0.08	0.15	0.93
A03	0.35	0.34	1.15
A04	1.00	0.78	1.24
A05	1.20	0.81	1.63
A06	0.06	0.66	1.87
A07	1.47	1.21	2.04
B08	0.60	0.62	0.53
B09	0.00	0.59	1.36
B10	0.00	0.68	1.44
B11	0.71	2.69	2.25
B12	0.64	1.66	2.82
B13	1.93	3.64	2.03
B14	0.00	0.18	0.18

C15	2.49	1.72	2.77
C16	2.47	2.61	2.66
C17	8.53	4.86	2.99
C18	1.23	1.74	2.90
C19	0.47	0.88	2.63
C20	0.00	0.00	0.95
D21	0.64	2.17	2.71
D22	0.79	2.05	3.12
D23	1.76	2.31	3.82
D24	1.67	2.28	2.97
D25	10.05	3.73	1.29
D26	0.00	0.00	0.90
D27	0.00	0.02	1.67
E28	0.00	0.02	1.42
E29	0.00	0.06	1.47
E30	0.00	0.06	1.37
E31	0.00	1.17	1.20
E32	0.00	0.28	1.15
E33	0.00	1.42	0.83
E34	0.00	0.26	0.31
F35	0.00	0.40	0.76
F36	0.00	0.01	1.66
F37	0.23	0.60	1.81
F38	0.00	0.02	0.47
F39	0.00	0.23	1.39
F40	0.00	0.00	0.44
G41	0.98	0.59	1.20
G42	0.39	0.52	2.59
G43	0.20	0.83	2.73
H44	0.15	0.66	2.88
H45	0.56	1.46	2.43
H46	3.12	2.76	3.19
H47	2.82	2.61	2.22
I48	0.26	0.42	0.80
I49	0.46	1.00	1.57
I50	1.62	1.73	1.29
J51	5.65	1.76	0.76
J52	0.21	0.72	1.40
J53	15.46	5.33	1.52
J54	5.25	4.17	1.23
J55	11.46	7.31	2.79
J56	5.59	2.53	0.33
K57	1.76	3.04	0.31
K58	2.64	3.70	1.76
K59	2.59	4.59	1.60
K60	0.47	7.19	1.30
K61	0.00	4.15	0.40

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

Types J53 and J55 account for over a quarter of the households in the Teignmouth Town area.

Teignmouth parish has only one 'top three' type in common with the rural parishes (type J55). Otherwise the top three types for Teignmouth parish comprise C17 and D25, and for the rural parishes J53 and J56.

The Teignmouth wards differ from each other in their Mosaic types. Central has an 8% representation of J54 and West has a 12% representation of H46. East ward has comparatively large proportions of J53 and J51. The relatively high percentage of type H47 in Teignmouth West might be significant as this type has a reputation for anti social behaviour in other areas.

Both rural parishes have high percentages of the various J types – only Shaldon differs with 10% of rural K58.

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 Teignmouth or the rural parishes as a whole.

	1st			2nd			3rd		
Area	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Teignmouth Central ward	J55	522	22.7	C17	391	17.0	J54	192	8.3
Teignmouth East ward	D25	729	28.4	J53	592	23.1	J51	361	14.1
Teignmouth West ward	C17	268	12.3	H46	266	12.2	H47	243	11.1
Teignmouth parish	**D25**	**917**	**13.0**	**J55**	**890**	**12.6**	**C17**	**758**	**10.8**

	1st			2nd			3rd		
Area	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Bishopsteignton	J53	443	36.0	J55	168	13.6	J54	112	9.1
Shaldon	J56	425	41.0	J53	251	24.2	K58	103	9.9
Rural parishes	**J53**	**694**	**30.6**	**J56**	**430**	**19.0**	**J55**	**179**	**7.9**

	1st			2nd			3rd		
Area	Mosaic Types	House holds	%	Mosaic Types	House holds	%	Mosaic Types	House holds	%
Devon Town area	**J53**	**1,438**	**15.4**	**J55**	**1,069**	**11.5**	**D25**	**938**	**10.1**

Source: Mosaic data 2009 - © 2009 Experian Ltd