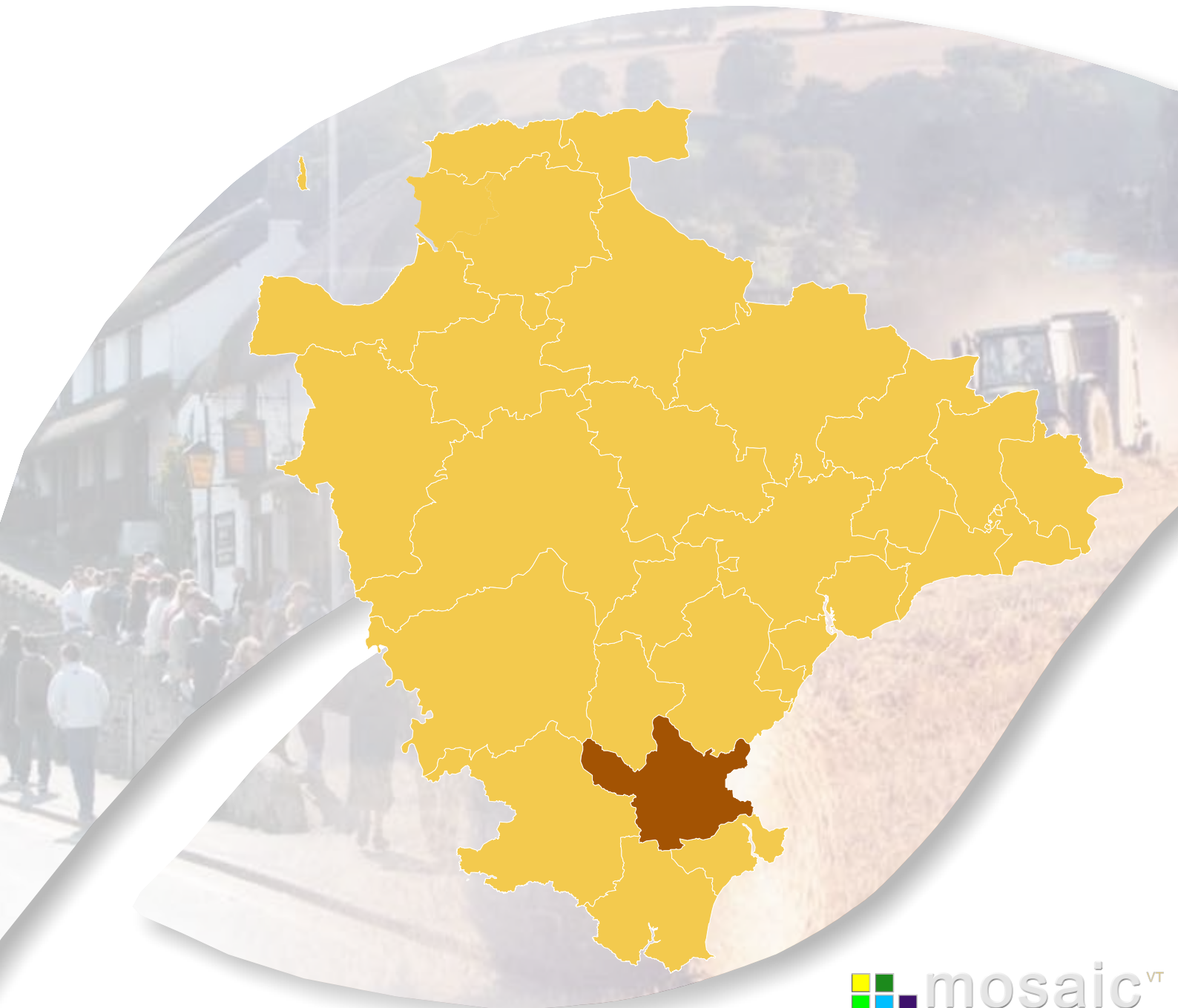


# HchbYg

8Yj cb 'Hck b 'A cgU]W'DfcZ]Y

A UfW ' &\$%\$



## Contents

Introduction .....	3
Identifying Devon Towns .....	4
Area definition .....	5
Background.....	6
Summary.....	7
Analysis by mosaic group .....	9
Main mosaic groups in the Totnes Devon Town area .....	9
Mosaic groupings by ward/parish .....	10
Main mosaic group .....	11
Totnes Town Centre .....	12
Totnes Bridgetown.....	13
South Brent.....	14
Dartington .....	15
Marldon.....	16
Analysis by mosaic type .....	17
Main mosaic types in the Totnes Devon Town area. ....	17
Main mosaic types .....	19

All such data is acknowledged as © Copyright. 2009 Experian Ltd

## 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.

## Totnes

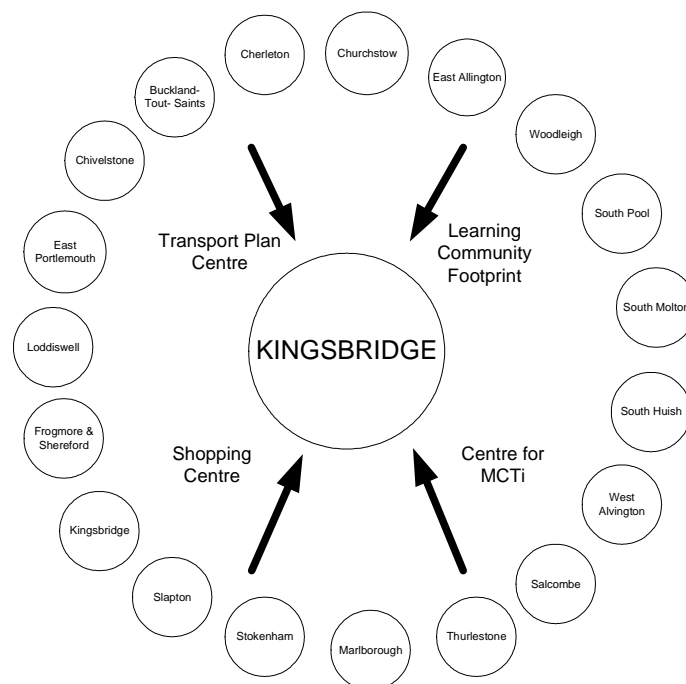
Over half of all households in the Totnes town area are in the better off elderly and rural mosaic groups. There are some areas of affluence there is evidence of larger than average numbers of poorer elderly which may need above average public sector resources allocation.

## 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.

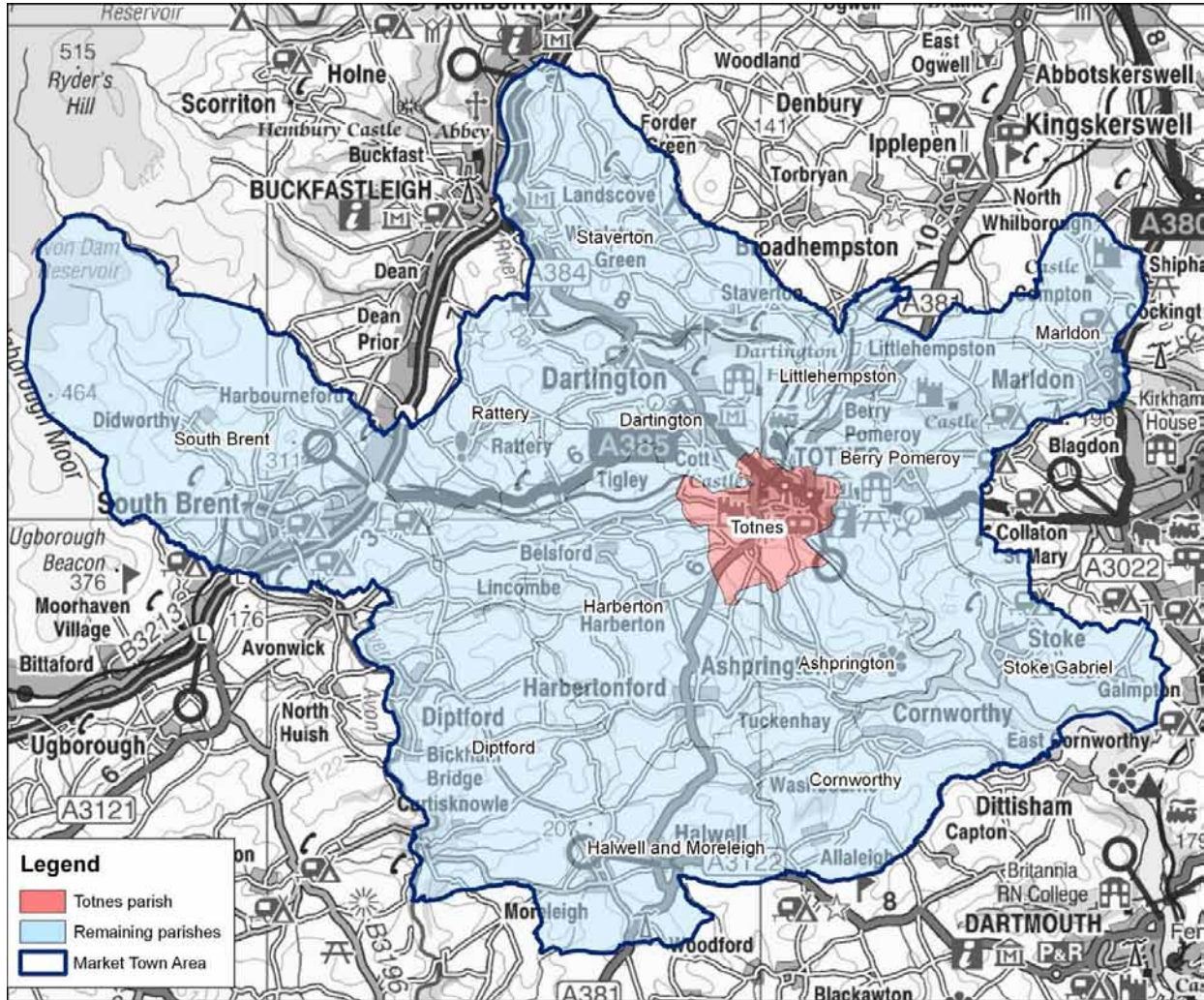


Exeter also provides a similar or related "market town" function as well as being a sub regional centre with a larger sphere of influence.

## Area definition

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

Ashprington	Berry Pomeroy	Cornworthy	Dartington	Diptford
Halwell & Moreleigh	Harberton	Littlehempston	Marldon	Rattery
South Brent	Staverton	Stoke Gabriel	Totnes	



© Crown Copyright. All rights reserved. Devon County Council. 100019783 2007

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 Totnes 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

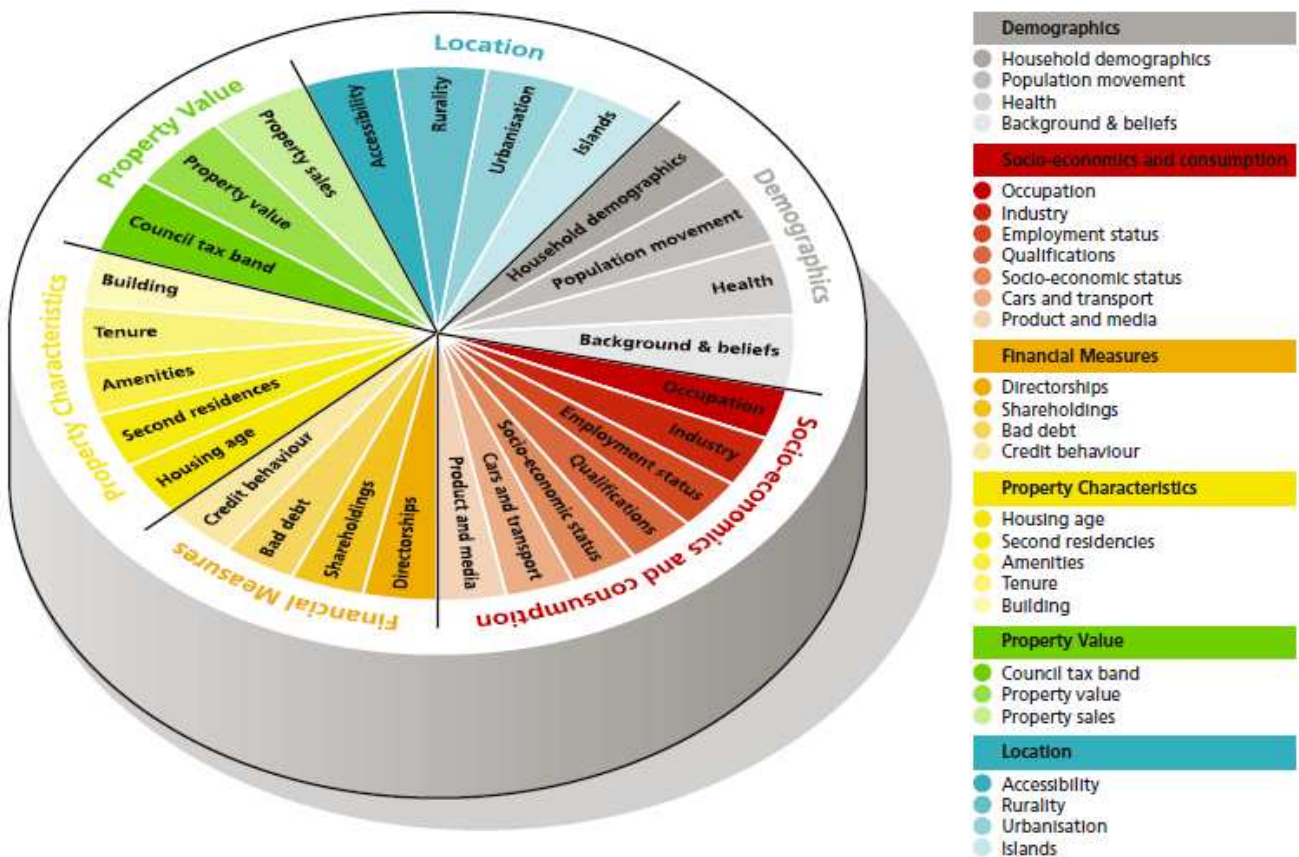
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is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

## Summary

Totnes comprises the main town and a surrounding hinterland of 13 parishes: Ashprington, Berry Pomeroy, Cornworthy, Dartington, Diptford, Halwell & Moreleigh, Harberton, Littlehempston, Marldon, Rattery, South Brent, Staverton and Stoke Gabriel.

Totnes is a market town and is also a thriving centre for music, art, theatre and natural health, and its blend of traditional and alternative culture lends it a unique atmosphere.

As a whole Totnes has a similar Mosaic profile to Devon, with the exceptions that group B – associated with younger families in newer housing - is under represented and rural group K is over represented.

Eleven of the thirteen rural parishes have rural K as their largest group – the exceptions being Marldon (39% older families C) and Stoke Gabriel (45% well off elderly J).

Bridgetown ward in Totnes has just under a third of its population in the upwardly mobile group H, whereas Totnes Town ward has about the same proportion in the close knit communities of group D; both have a further quarter of households in the better off elderly group J.

Whilst some of the parishes have quite high numbers of affluent group A there are areas of possible deprivation usually with poorer elderly group I (which are reliant on state benefits to supplement their pensions). Whilst most are within Totnes itself most of the larger parishes have areas of this group.

---

### **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

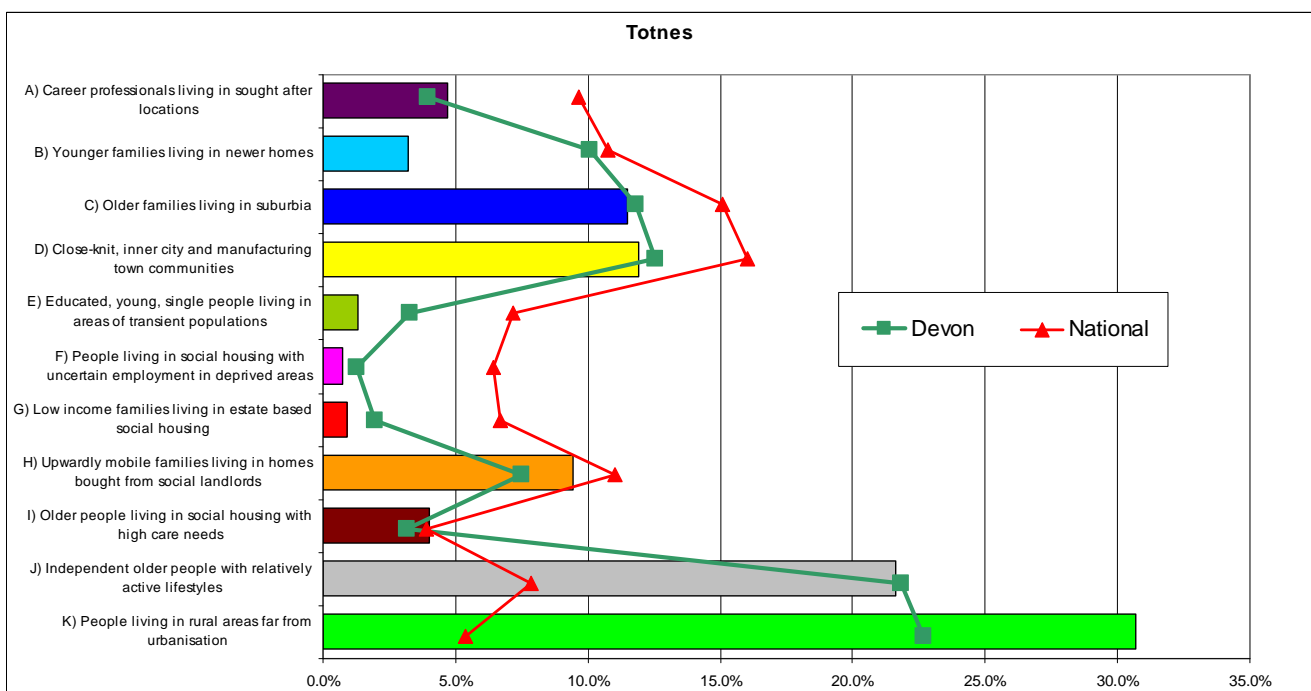
The National figures compared with Devon are higher in most groups because of the over representation of the better off elderly group J and rural group K in Devon.

This chart shows that rural group K, with approximately 30%, is the most prevalent group, closely followed by well off elderly group J (22%). Apart from the under-representation in Totnes of group B (younger families in newer housing) the general patterns in Totnes are similar to those for Devon as a whole.

Groups E, F, and G are present in comparatively small proportions, but may be locally significant.

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

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



Source: Mosaic data 2009 - © 2009 Experian Ltd

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

Mosaic Group	Percentage of households		
	Totnes	Devon	National
A	4.7	4.0	9.6
B	3.2	10.1	10.8
C	11.5	11.8	15.1
D	11.9	12.6	16.0
E	1.3	3.3	7.2
F	0.7	1.3	6.4
G	0.9	1.9	6.7
H	9.4	7.5	11.0
I	4.0	3.1	3.9
J	21.6	21.8	7.9
K	30.7	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

## Mosaic groupings by ward/parish

### Key Features

The two wards that comprise Totnes parish are different in their Mosaic composition. Bridgetown is comparatively worse off with the more deprived groups F, G, H and I comprising approximately 41% of its households compared to Town ward with only 17%. Town ward has a comparatively high proportion of close knit communities of group D. Both wards have more than 25% of households in the better off elderly group J which makes it the largest group in Totnes parish.

11 out of the 13 rural parishes are made up with a majority of the rural group K (though in three of them this figure is less than 35% of households). The two exceptions are Marldon (39% older families C – maybe reflecting its proximity to Torbay's Paignton) and Stoke Gabriel (45% well off elderly J). The small town of South Brent has the largest number of households, made up of K (28%) and older family C (20%). Dartington has a high proportion of affluent group A (12%) but also displays a comparatively large proportion of the upwardly mobile H (10%) and well off elderly J (25%). There are three other parishes with more than 10% in affluent group A – Cornworthy, Marldon and Staverton. The most deprived parish appears to be Berry Pomeroy which comprises and 31% of types G, H and I – this may be because the parish includes some of the built up area of Totnes Bridgetown.

Area	Percentage of households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Totnes Bridgetown ward	2.0	2.1	10.0	10.5	0.4	2.4	4.6	28.6	5.8	25.2	8.3	1,728
Totnes Town ward	0.5	9.4	4.5	30.8	4.0	1.3	0.3	7.3	8.4	27.6	5.8	2,432
<b>Totnes parish</b>	<b>1.2</b>	<b>6.8</b>	<b>6.9</b>	<b>22.7</b>	<b>2.7</b>	<b>1.9</b>	<b>1.8</b>	<b>15.0</b>	<b>7.1</b>	<b>27.0</b>	<b>7.0</b>	<b>3,877</b>
Ashprington	5.7	-	6.1	-	-	-	-	-	-	24.8	63.4	246
Berry Pomeroy	1.8	0.2	6.3	13.5	-	-	3.8	20.4	7.0	14.6	32.4	445
Cornworthy	15.8	-	6.8	-	-	-	-	-	-	2.7	74.7	146
Dartington	12.2	0.3	15.6	1.4	0.6	-	0.1	10.2	2.3	25.0	32.4	796
Diptford	2.7	-	-	-	-	-	-	-	-	5.3	92.0	225
Halwell and Moreleigh	8.8	-	0.6	-	-	-	-	-	-	4.1	86.5	170
Harberton	3.8	1.5	4.1	8.3	-	-	-	2.6	-	9.3	70.4	581
Littlehempston	3.3	-	1.1	-	-	-	-	-	-	-	95.6	91
Marldon	11.5	1.5	38.5	3.1	-	-	-	0.7	-	18.1	26.6	958
Rattery	2.8	-	1.7	-	-	-	-	-	-	-	95.5	179
South Brent	2.8	2.0	20.4	9.6	1.5	-	0.1	12.2	6.0	17.3	28.1	1,306
Staverton	11.7	0.6	5.6	-	-	-	-	-	-	7.0	75.1	342
Stoke Gabriel	6.3	-	3.2	5.7	-	-	-	0.6	-	45.2	38.9	619
<b>Rural parishes</b>	<b>6.8</b>	<b>0.9</b>	<b>14.4</b>	<b>5.1</b>	<b>0.4</b>	<b>0.0</b>	<b>0.3</b>	<b>5.8</b>	<b>2.1</b>	<b>18.1</b>	<b>46.0</b>	<b>6,104</b>
<b>Devon Town area</b>	<b>4.7</b>	<b>3.2</b>	<b>11.5</b>	<b>11.9</b>	<b>1.3</b>	<b>0.7</b>	<b>0.9</b>	<b>9.4</b>	<b>4.0</b>	<b>21.6</b>	<b>30.8</b>	<b>9,981</b>
Total households	465	318	1,147	1,189	130	73	90	938	401	2,151	3,078	9,981

Source: Mosaic data 2009 - © 2009 Experian Ltd

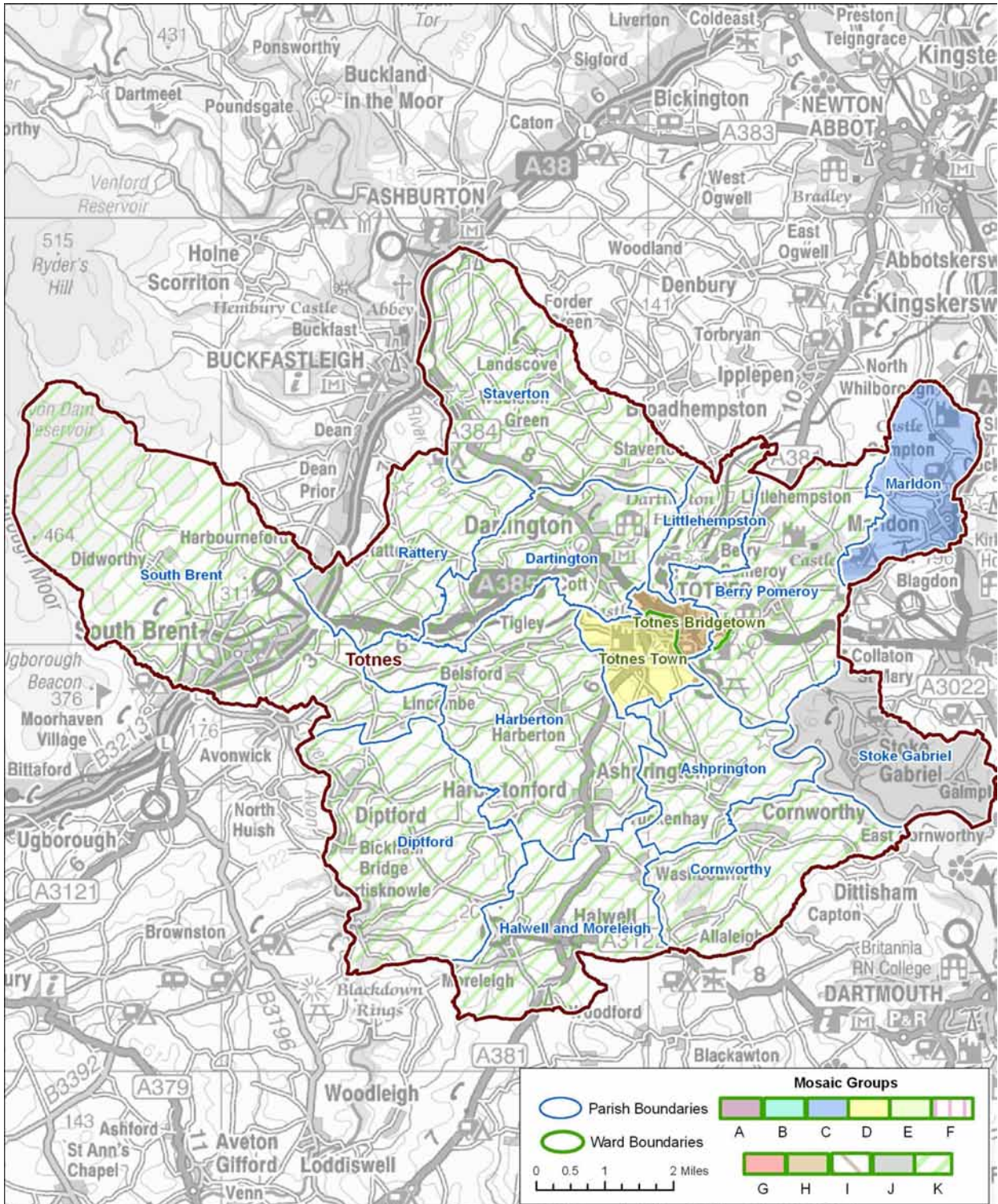
Note: **Red = Prominent Mosaic Group** **Blue = Significant Mosaic Group > 20%**  
Totnes Bridgetown ward includes some of Berry Pomeroy parish

**Main mosaic group**

**Key Features**

The map below illustrates the main patterns within the Totnes town area. Totnes Town ward has close knit community group D as most prevalent, whereas Totnes Bridgetown the largest is upwardly mobile family group H. Totnes parish is surrounded by parishes where rural group K predominates except for the exceptions of Stoke Gabriel where elderly well off J is most common and Marldon where older family group C is the most prolific.

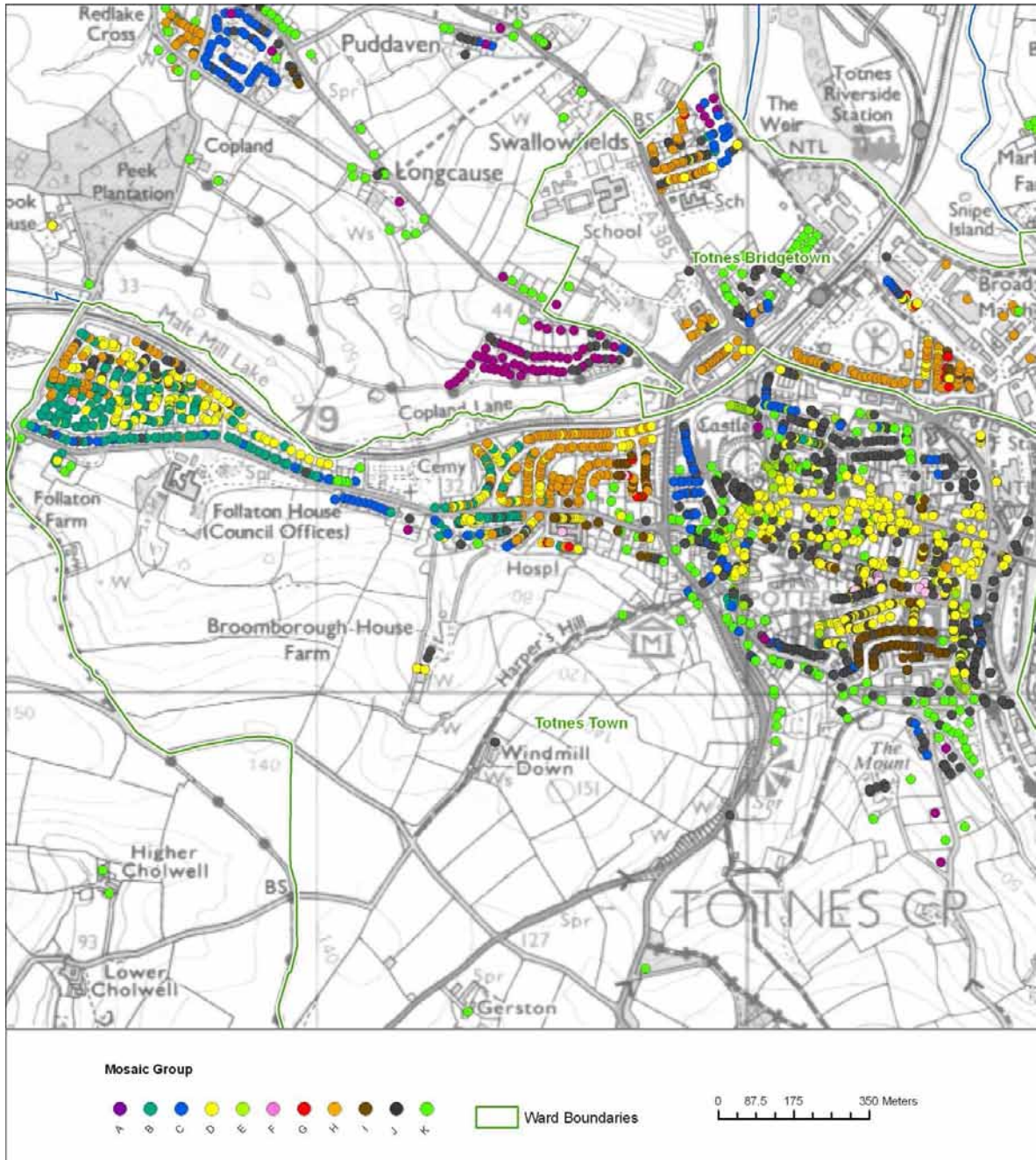
It should be noted however that other Mosaic Groups could be present to a lesser degree and be locally significant; these other groups are shown later in this report in various maps, tables and graphs.



## Totnes Town Centre

## Key Features

Totnes Town ward shows the close knit communities of group D to be found particularly in the centre of the town surrounded mostly by the better off elderly group J. There is a small area of the poorer elderly group I to the south of the centre and upwardly mobile group H to the north. Moving westwards there is another patch of group H and a separate cluster of affluent group A. Finally to the west of Follaton House, in the East Ogwell estate are younger family group B, close knit community D and upwardly mobile group H.



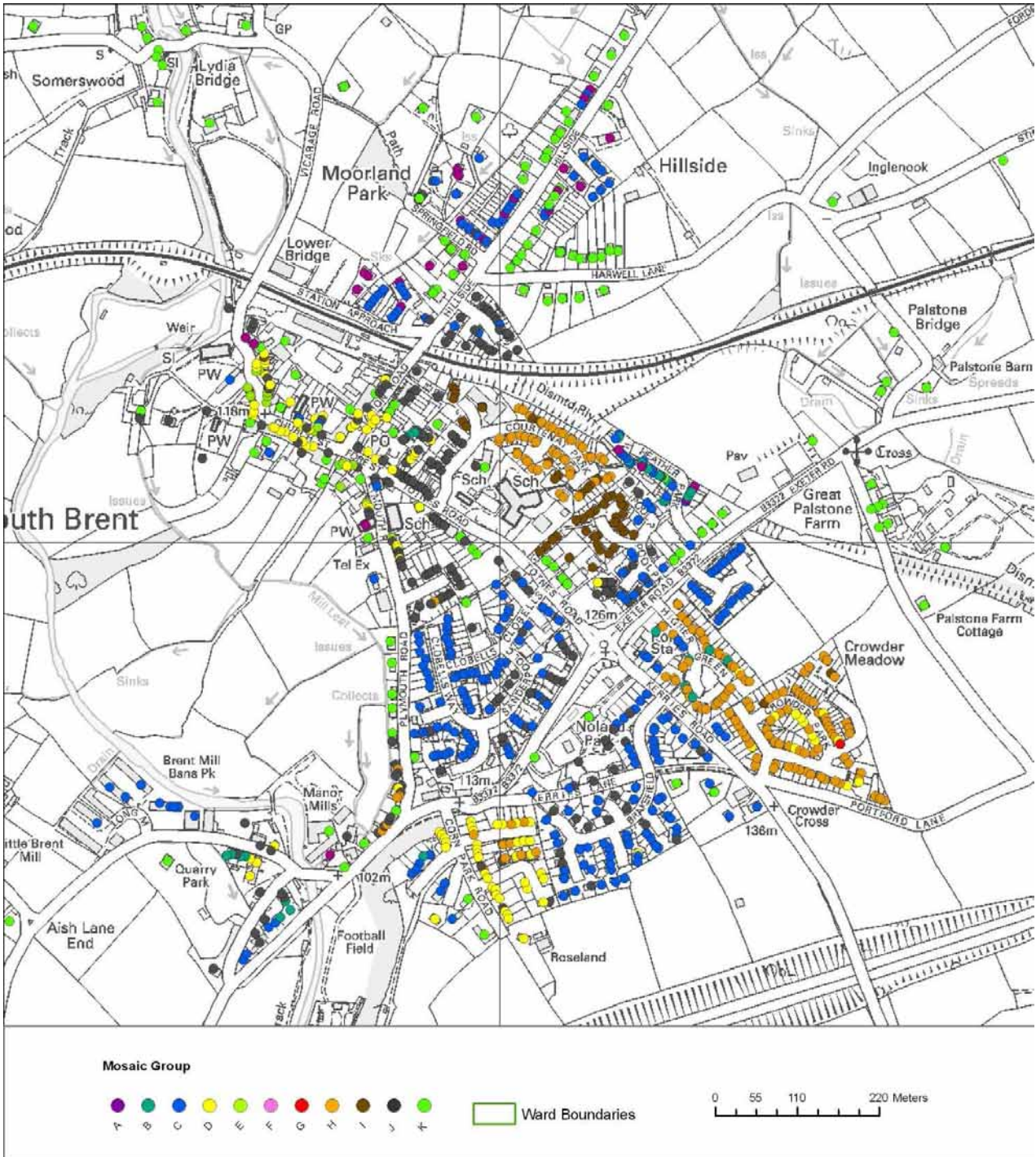
© Crown Copyright. All rights reserved. Devon County Council. 100019783 2010



### South Brent

#### Key Features

To the north of the railway consists of mainly rural group K with patches of groups C (older family) and J (well off elderly) and a smattering of affluent group A. To the south of the railway are clusters of Groups C, J and H (upwardly mobile family). Near to the school is a concentration of poorer elderly group I.

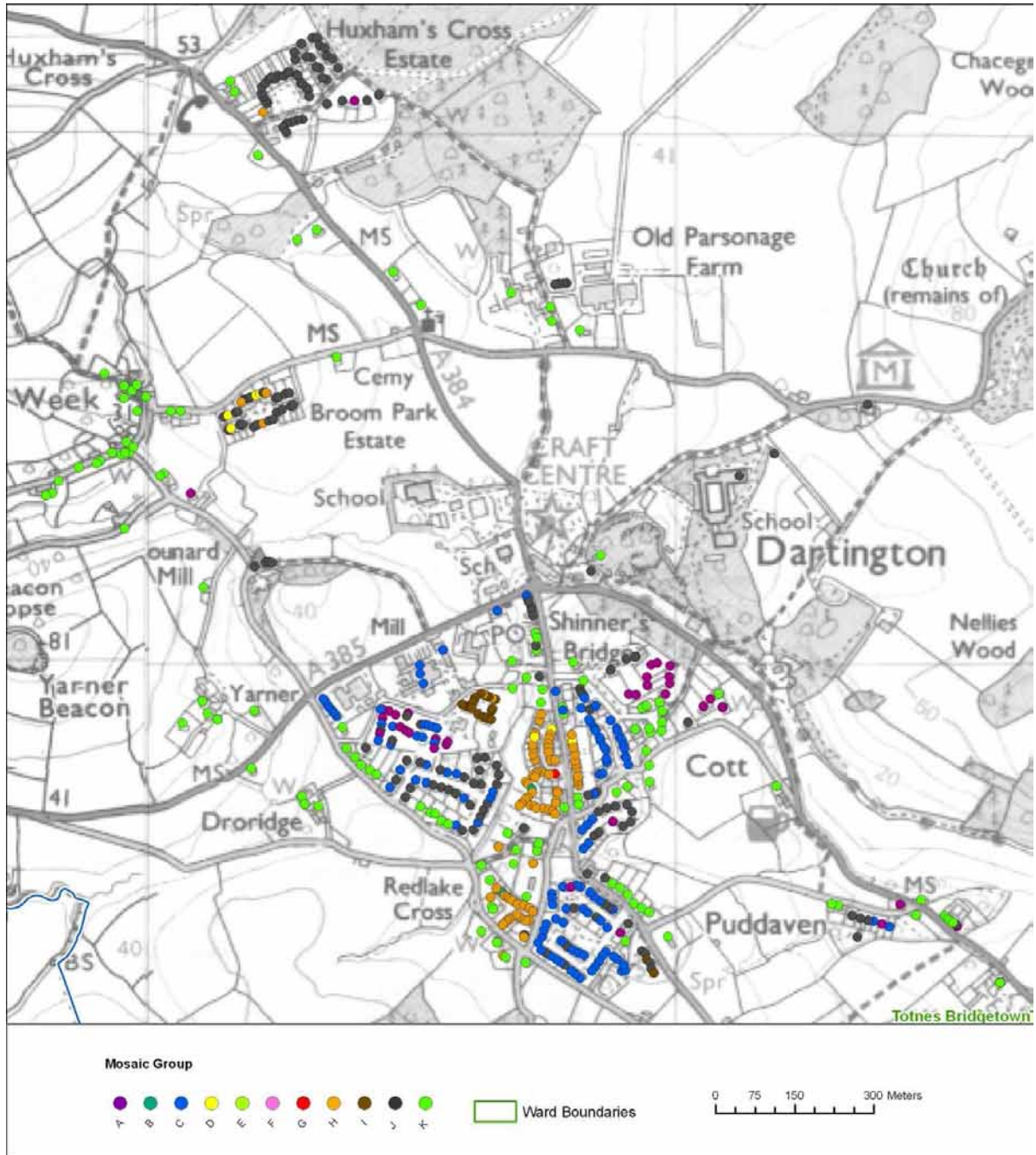


© Crown Copyright. All rights reserved. Devon County Council. 100019783 2010

Dartington

**Key Features**

The main village to the south of Shinner's Bridge has a central area of upwardly mobile group H surrounded by clusters of older family C and well off elderly J. There are scatterings of rural K and affluent A and a very small area of poorer elderly I as well. There are two small estates outside the village – Broom Park and Huxham's Cross both of which are largely group J.

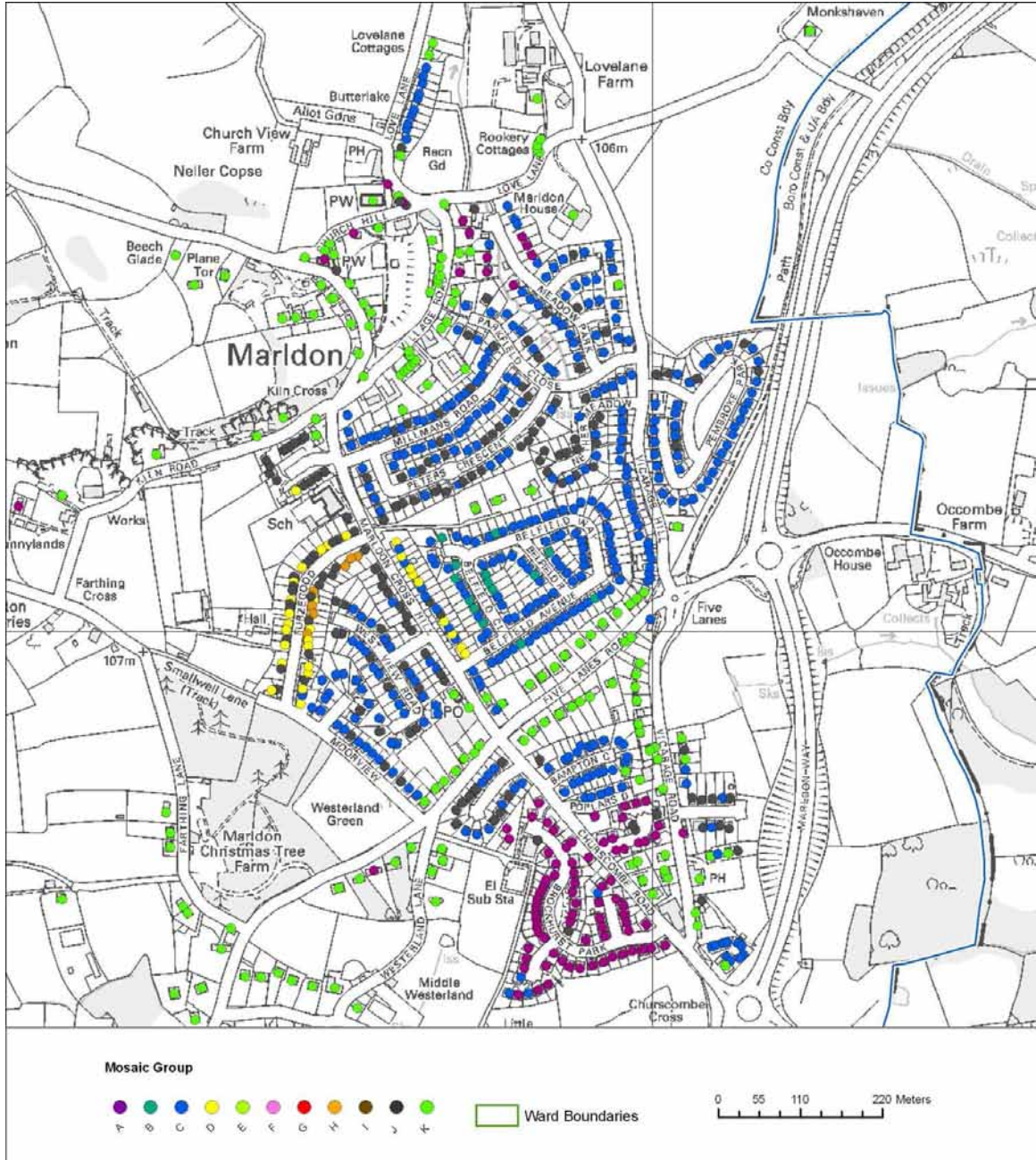


© Crown Copyright. All rights reserved. Devon County Council. 100019783 2010

# Marldon

## Key Features

The vast majority of Marldon is older family group C but there are sections of well off elderly J, affluent A and rural K as well.



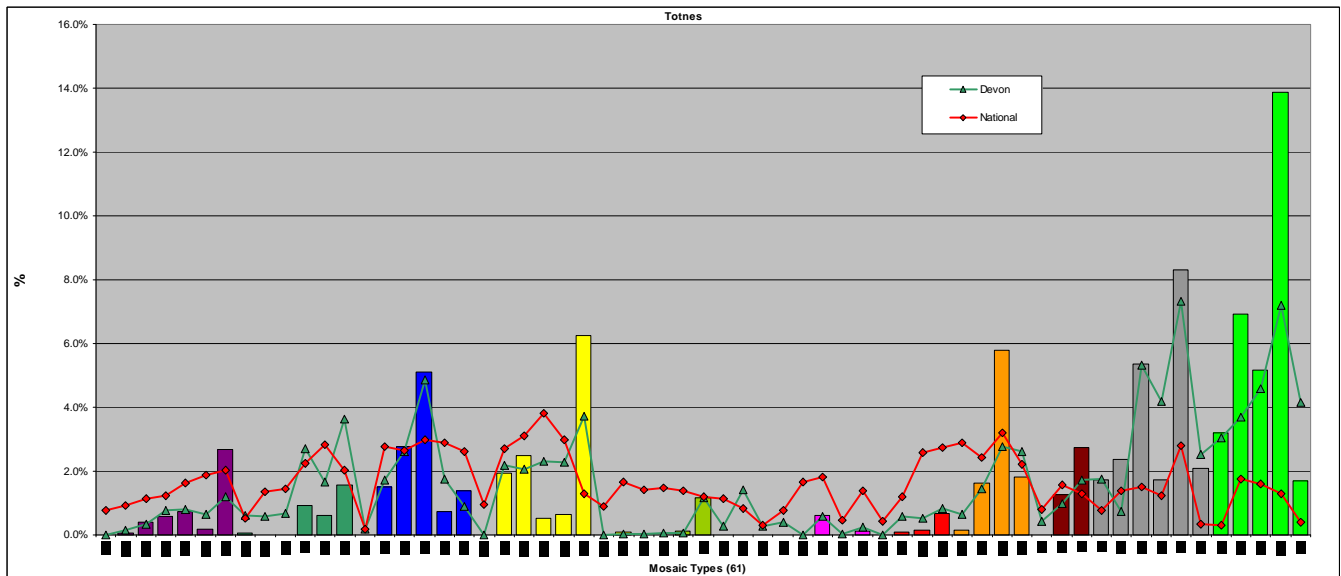
© Crown Copyright. All rights reserved. Devon County Council. 100019783 2010

## Analysis by mosaic type

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

#### Key Features

Within Totnes Devon Town area the most frequent single Mosaic Type is K60 (14% of households) followed by J55 (8%). There are six other groups with more than 5% and all are over-represented compared to the Devon figure - as are another ten types to lesser extents.



Source: Mosaic data 2009 - © 2009 Experian Ltd

The following table shows the comparative proportions of Mosaic Types in Totnes

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

Mosaic Types	Percentage of households		
	Totnes	Devon	National
A01	0.0	0.0	0.8
A02	0.1	0.1	0.9
A03	0.4	0.3	1.2
A04	0.6	0.8	1.2
A05	0.7	0.8	1.6
A06	0.2	0.7	1.9
A07	2.7	1.2	2.0
B08	0.1	0.6	0.5
B09	0.0	0.6	1.4
B10	0.0	0.7	1.4
B11	0.9	2.7	2.3
B12	0.6	1.7	2.8
B13	1.6	3.6	2.0
B14	0.0	0.2	0.2
C15	1.5	1.7	2.8
C16	2.8	2.6	2.7
C17	5.1	4.9	3.0
C18	0.7	1.7	2.9
C19	1.4	0.9	2.6
C20	0.0	0.0	1.0

D21	1.9	2.2	2.7
D22	2.5	2.0	3.1
D23	0.5	2.3	3.8
D24	0.6	2.3	3.0
D25	6.2	3.7	1.3
D26	0.0	0.0	0.9
D27	0.1	0.0	1.7
E28	0.0	0.0	1.4
E29	0.0	0.1	1.5
E30	0.1	0.1	1.4
E31	1.2	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	0.6	0.6	1.8
F38	0.0	0.0	0.5
F39	0.1	0.2	1.4
F40	0.0	0.0	0.4
G41	0.1	0.6	1.2
G42	0.1	0.5	2.6
G43	0.7	0.8	2.7
H44	0.2	0.7	2.9
H45	1.6	1.5	2.4
H46	5.8	2.8	3.2
H47	1.8	2.6	2.2
I48	0.0	0.4	0.8
I49	1.3	1.0	1.6
I50	2.7	1.7	1.3
J51	1.7	1.8	0.8
J52	2.4	0.7	1.4
J53	5.4	5.3	1.5
J54	1.7	4.2	1.2
J55	8.3	7.3	2.8
J56	2.1	2.5	0.3
K57	3.2	3.0	0.3
K58	6.9	3.7	1.8
K59	5.2	4.6	1.6
K60	13.7	7.2	1.3
K61	1.6	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

Totnes parish and the overall rural parishes' profiles 'top three' have only one Mosaic Type in common (J55). Otherwise Totnes parish comprises D25 and H46 whereas the rural parishes comprise K60 and K58.

Compared with the overall Totnes parish profile 'top three', both Totnes wards have J55 in common but Bridgetown has H46 as it's top type and Town has D25.

Several of the rural parishes differ from the overall rural parish picture. The most notable ones are Ashprington which comprises 82% types K57, J56 and C15, Berry Pomeroy which sees 23% types D23 and H46, and Diptford has over half of its households classified as K61. Marldon has nearly 20% type C17 and Stoke Gabriel comprises 33% type J53.

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 may form commonality between parishes but these are not the most prominent types.

Those highlighted in red indicate types not identified when looking at either the parish of Totnes or the rural parishes as a whole.

Area	1 <sup>st</sup>			2 <sup>nd</sup>			3 <sup>rd</sup>		
	Mosaic Types	Households	%	Mosaic Types	Households	%	Mosaic Types	Households	%
Totnes Bridgetown Ward	H46	343	19.8	J55	184	10.6	H45	91	5.3
Totnes Town Ward	D25	550	22.6	J55	220	9.0	J52	208	8.6
<b>Totnes Parish</b>	<b>D25</b>	<b>586</b>	<b>15.1</b>	<b>H46</b>	<b>393</b>	<b>10.1</b>	<b>J55</b>	<b>361</b>	<b>9.3</b>

Area	1 <sup>st</sup>			2 <sup>nd</sup>			3 <sup>rd</sup>		
	Mosaic Types	Households	%	Mosaic Types	Households	%	Mosaic Types	Households	%
Ashprington	K57	142	57.7	J56	47	19.1	C15	14	5.7
Berry Pomeroy	K60	125	28.1	D23	52	11.7	H46	50	11.2
Cornworthy	K60	108	74.0	A07	13	8.9	C15	7	4.8
Dartington	K60	110	13.8	J55	106	13.3	J53	90	11.3
Diptford	K61	115	51.1	K60	92	40.9	J53	12	5.3
Halwell and Moreleigh	K60	93	54.7	K61	54	31.8	A07	15	8.8
Harberton	K59	152	26.2	K60	128	22.0	K58	127	21.9
Littlehempston	K60	84	92.3	A07	3	3.3	K58	3	3.3
Marldon	C17	183	19.1	K58	158	16.5	C16	134	14.0
Rattery	K60	170	95.0	A03	2	1.1	C17	2	1.1
South Brent	K60	265	20.3	J55	171	13.1	C17	123	9.4
Staverton	K60	122	35.7	K58	110	32.2	J53	24	7.0
Stoke Gabriel	J53	204	33.0	K58	79	12.8	K57	69	11.1
<b>Rural Parishes</b>	<b>K60</b>	<b>1,384</b>	<b>22.7</b>	<b>K58</b>	<b>611</b>	<b>10.0</b>	<b>J55</b>	<b>468</b>	<b>7.7</b>

Area	1 <sup>st</sup>			2 <sup>nd</sup>			3 <sup>rd</sup>		
	Mosaic Types	Households	%	Mosaic Types	Households	%	Mosaic Types	Households	%
<b>Devon Town area</b>	<b>K60</b>	<b>1,384</b>	<b>13.9</b>	<b>J55</b>	<b>829</b>	<b>8.3</b>	<b>K58</b>	<b>691</b>	<b>6.9</b>

Source: Mosaic data 2009 - © 2009 Experian Ltd