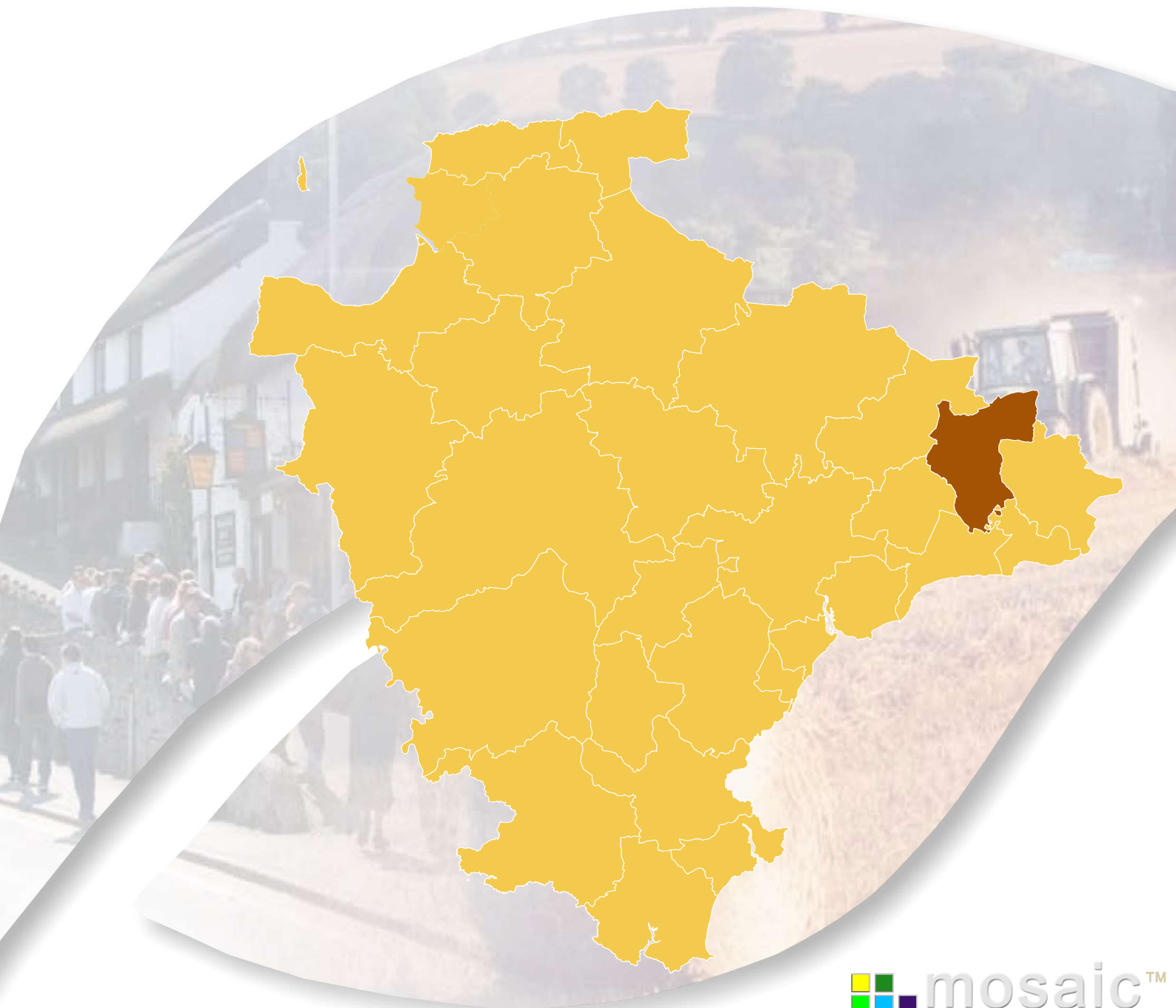


Honiton

Devon Town Mosaic Profile

March 2010



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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.

Honiton

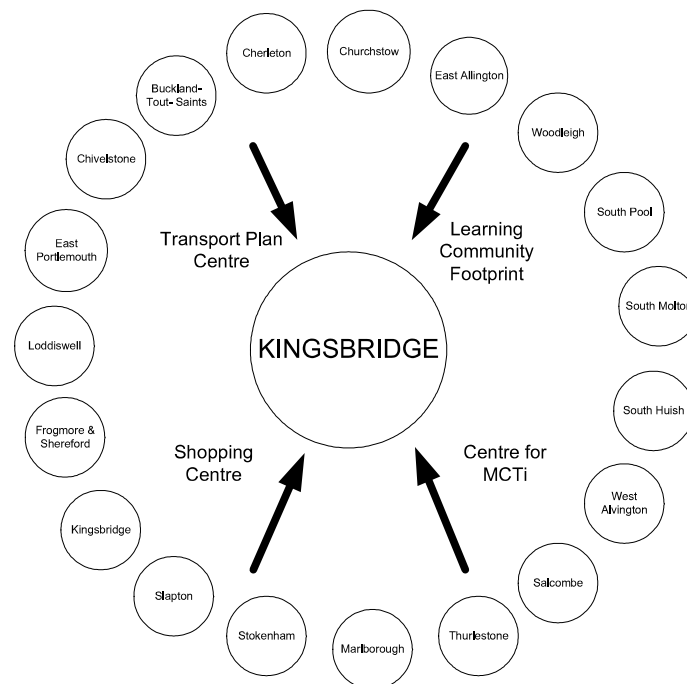
A quarter of households are in the Mosaic better off elderly category, and a further quarter is rural. There is also 15% of the group most associated with new housing. Although only 5%, Honiton has the highest proportion of group made up of elderly people subsisting on meagre incomes in council accommodation. This is likely to constitute a disproportionate part of the 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.

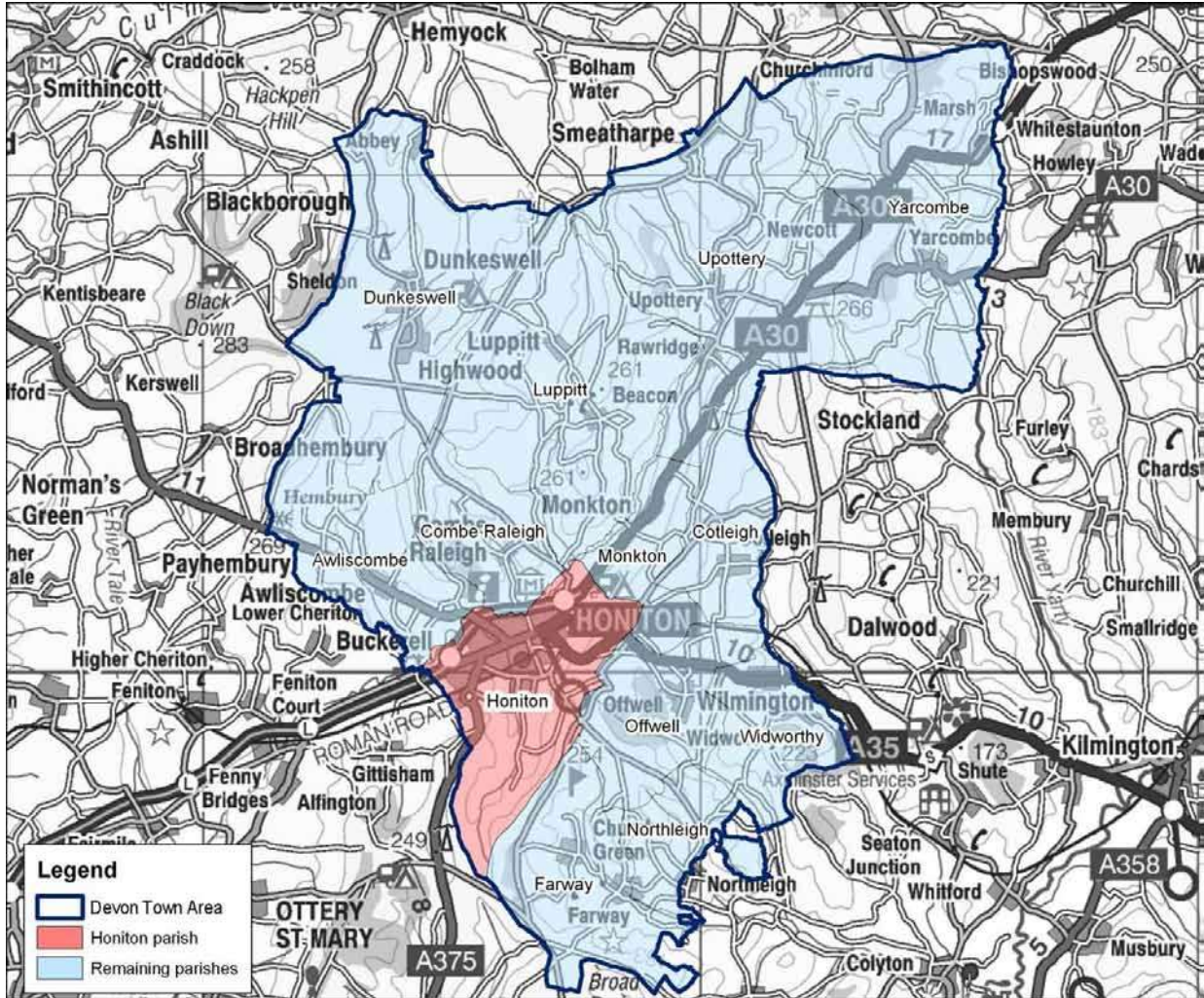


Exeter also provides a similar or related "market town" function as well as being a sub regional centre with a larger sphere of influence.

Area definition

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

Awliscombe	Combe Raleigh	Cotleigh	Dunkeswell	Farway
Honiton	Luppitt	Monkton	Northleigh	Offwell
Upottery	Widworthy	Yarcombe		



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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 Honiton 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

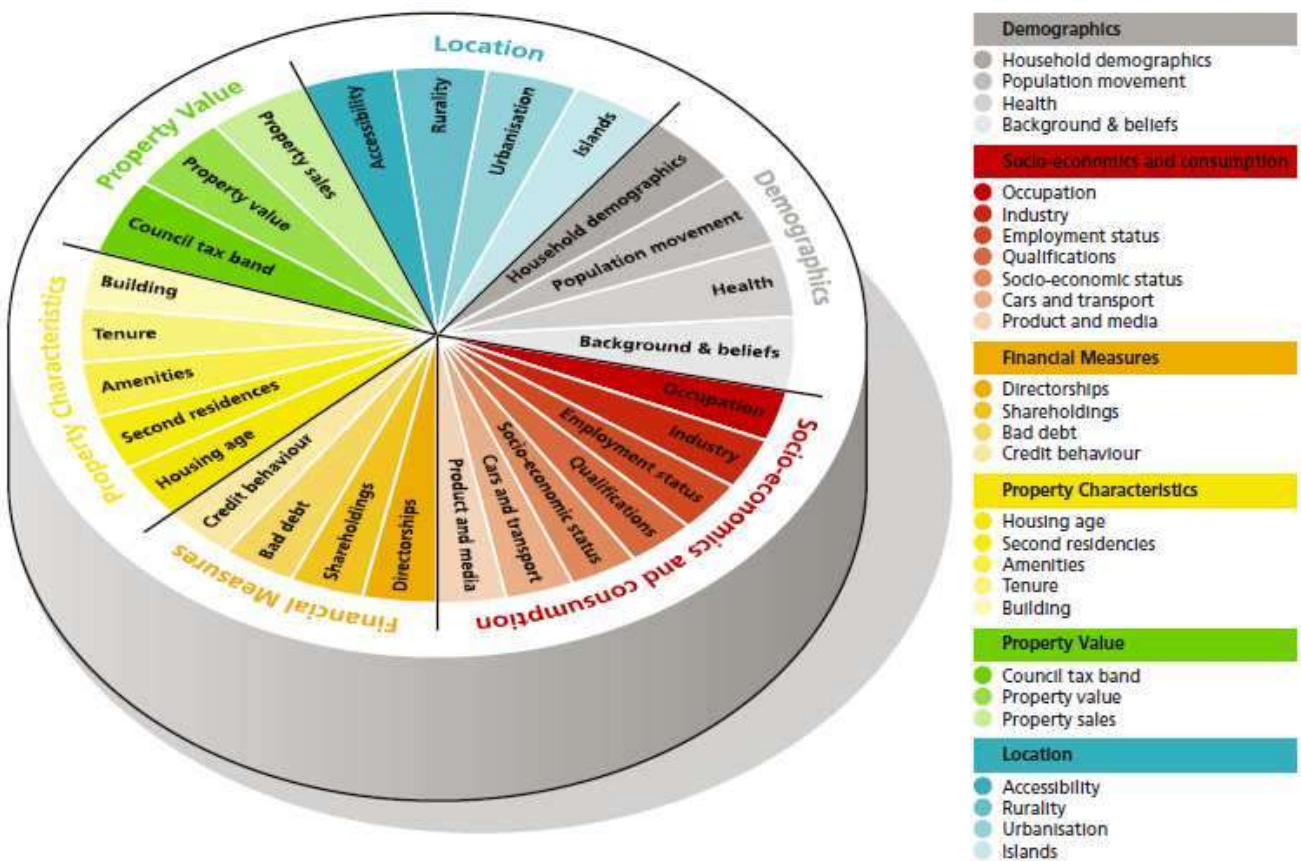
Mosaic Public Sector is designed to identify groupings of consumer behaviour for households and postcodes. The methodology used is unique to Experian, and has been redefined during many years of creating classifications using data from different sources and different levels of geography. Around 54% is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

Honiton comprises the main town and a surrounding hinterland of 12 parishes: Awliscombe, Combe Raleigh, Cotleigh, Dunkeswell, Farway, Luppitt, Monkton, Northleigh, Offwell, Upottery, Widworthy and Yarcombe.

Honiton is a town in East Devon situated close to the River Otter. The town is historically linked with lace making.

Honiton is similar to the DCC area in terms of the relative proportions of Mosaic groupings although with a higher proportion of the well off elderly group J, followed by rural group K.

The rural parishes consist mostly of the rural group K with the exception of Dunkeswell which has a much higher proportion of group J, which accounts for 58% of households there.

Within Honiton parish, St Michael's ward has a much higher proportion of younger family group B than Honiton St Paul's where there is a high proportion of group J and 10% in the low income elderly group I. It should also be noted that Honiton town has significant numbers in groups C (older families), D (close knit communities) and H (upwardly mobile families).

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

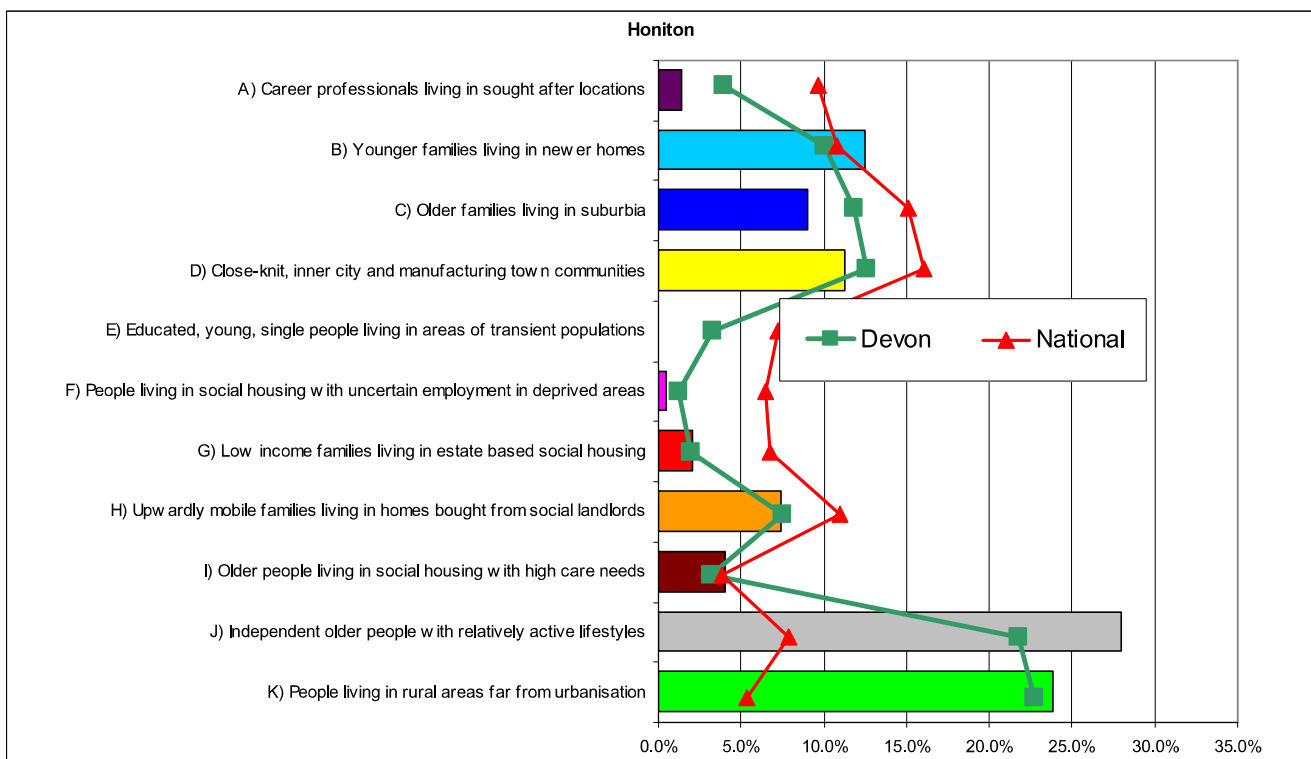
The National figures compared with Devon are higher in most groups because of the over representation of the elderly group J and rural group K in Devon.

Elderly well off group J with approximately 28% is the highest group in Honiton, followed by rural group K (25%) and at some distance by younger family B (13%). Along with low income family group G and poorer elderly group I these are over-represented in Honiton compared with Devon.

Whilst young professional singles group E does not appear at all, benefit claiming group F, affluent A and low income family G are present in comparatively small proportions but there is the possibility these lifestyle types could be clustered in specific places.

Main mosaic groups appearing in the Honiton Devon Town area.

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



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

Mosaic Group	Number of Households		
	Honiton	Devon	National
A	1.4	4.0	9.6
B	12.5	10.1	10.8
C	9.0	11.8	15.1
D	11.3	12.6	16.0
E	0.0	3.3	7.2
F	0.5	1.3	6.4
G	2.0	1.9	6.7
H	7.4	7.5	11.0
I	4.0	3.1	3.9
J	28.0	21.8	7.9
K	23.9	22.7	5.4

Source: Mosaic data 2009 - © 2009 Experian Ltd

Mosaic groupings by ward/parish

Key Features

Honiton comprises two wards; St Michael's is apparently the more affluent of the two having 38% in groups A, B and C, and comparatively less more deprived groups F, G, H and I (17%). On the other hand St. Paul's ward has just 18% groups A, B and C and 23% groups F, G, H and I. The largest group in both wards is elderly well off group J, with 41% in St Paul's, compared to 28% in St. Michael's.

All but one of the 12 rural parishes area are dominated by rural group K. Dunkeswell is the exception with 58% elderly well off group J and only 29% group K.

Area	Percentage of Households											Number of H'holds
	A	B	C	D	E	F	G	H	I	J	K	
Honiton St Michael's ward	1.4	26.1	10.2	15.2	0.0	0.6	4.3	9.6	2.0	27.8	2.8	3,192
Honiton St Paul's ward	1.0	5.7	11.5	14.8	0.0	0.9	1.0	11.1	10.4	40.5	3.1	2,345
Honiton parish	1.3	18.0	10.9	15.6	-	0.7	3.0	10.6	5.8	31.2	3.0	5,349
Awliscombe parish	9.1	0.5	7.2	-	-	-	-	1.0	-	2.4	79.8	208
Combe Raleigh parish	-	-	-	-	-	-	-	-	-	0.9	99.1	115
Cotleigh parish	3.1	-	11.3	-	-	-	-	-	-	-	85.6	97
Dunkeswell parish	-	1.6	4.8	5.8	-	-	-	0.6	0.5	58.1	28.6	817
Farway parish	-	-	-	-	-	-	-	-	-	-	100.0	111
Luppitt parish	-	-	1.1	-	-	-	-	-	-	-	98.9	185
Monkton parish	-	-	23.2	2.9	-	-	-	-	-	-	73.9	69
Northleigh parish	6.2	-	9.2	-	-	-	-	-	-	9.2	75.4	65
Offwell parish	-	-	2.7	-	-	-	-	-	-	8.2	89.0	182
Upottery parish	1.7	0.3	1.7	-	-	-	-	-	-	4.4	91.5	295
Widworthy parish	2.0	-	11.3	0.7	-	-	-	0.7	-	11.9	73.5	151
Yarcombe parish	3.1	0.5	1.6	-	-	-	-	-	-	0.5	93.2	191
Rural parishes	1.6	0.6	4.8	2.0	-	-	-	0.3	0.2	21.5	68.9	2,486
Devon Town area	1.4	12.5	9.0	11.3	-	0.5	2.0	7.4	4.0	28.1	23.9	7,835
Total Households	107	978	703	883	0	40	160	576	314	2,201	1,870	3

Source: Mosaic data 2009 - © 2009 Experian Ltd

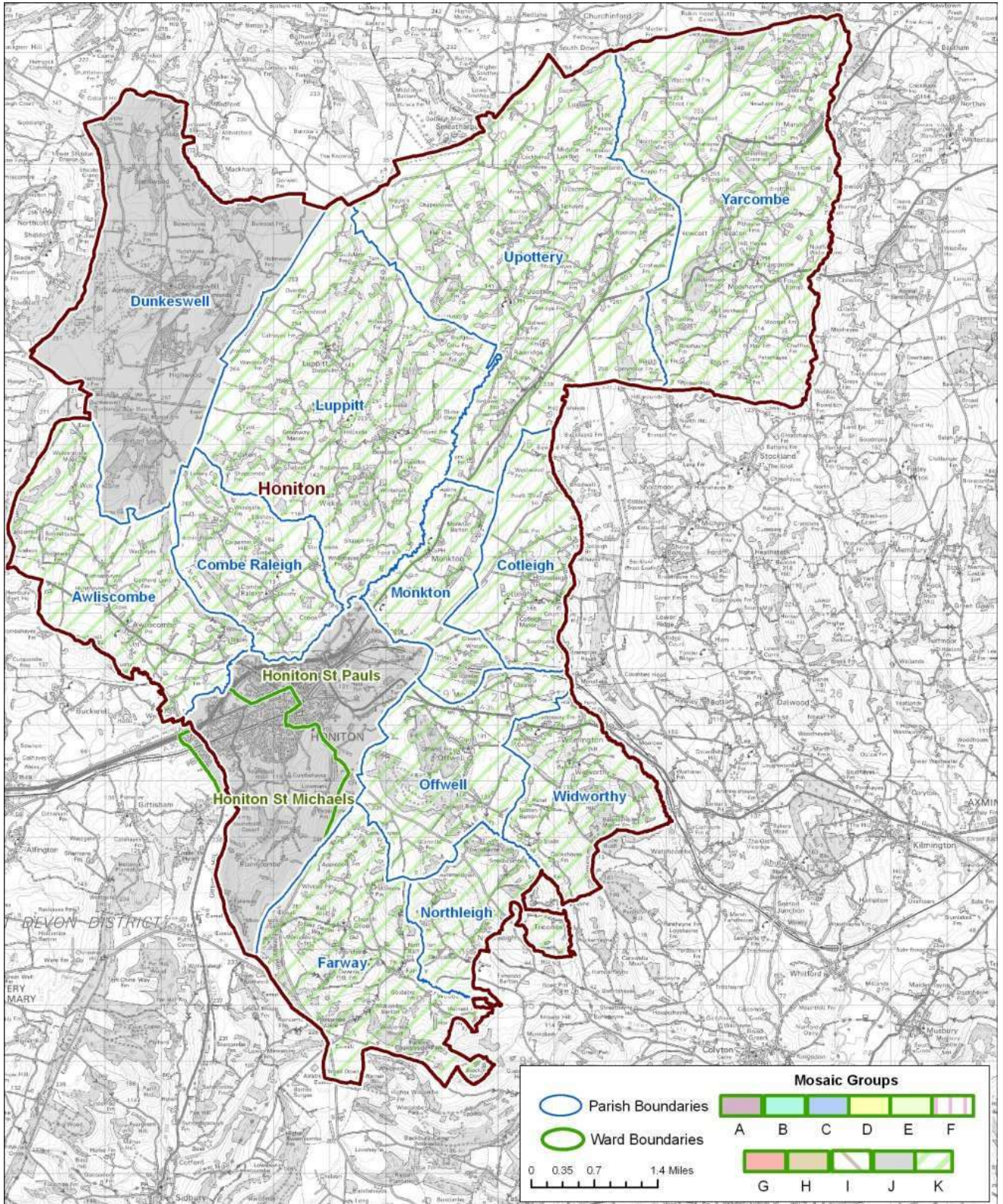
Note: Red = Predominant Mosaic Group Blue = Significant Mosaic Group >20

Main mosaic groups

Key Features

The map below illustrates the main differences within Honiton the vast majority of which has rural group K as its majority group. Exceptions to this all involve elderly well group J in both Honiton wards and Dunkeswell parish.

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.



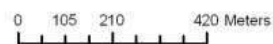
Honiton Town Centre

Key Features

The more central part of Honiton (either side of the high street comprises mostly group D (close knit community)), bordered to the south by a large swathe of the low income elderly group I. Further from the town centre there are several clusters of upwardly mobile group H. In the vicinity of Heathpark a small cluster of low income family group G can be located. On the periphery of the town are several clusters of well off elderly group J occasionally with some affluent group A interspersed. To the south of the town are notable clusters of young family group B and older family group C. To the far north east is a small section of poorer elderly group I.



Mosaic Group

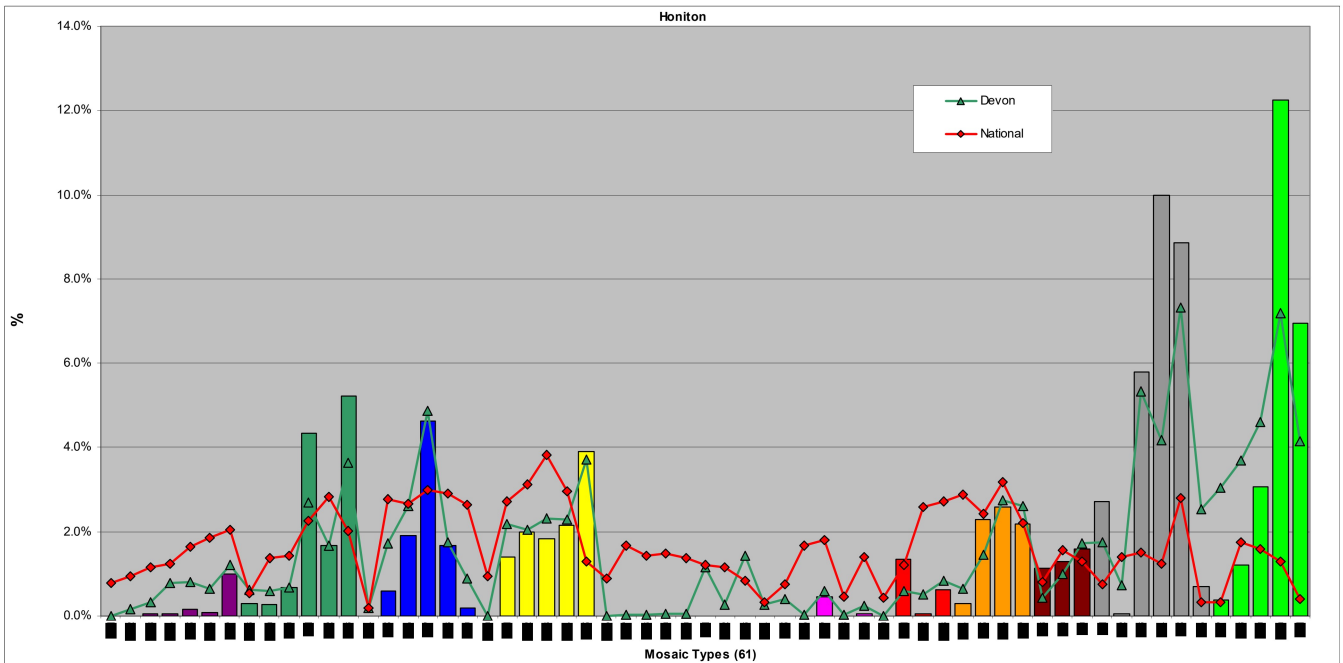


Analysis by mosaic type

Main mosaic types appearing in the Honiton Devon Town area.

Key Features

Type K60 (12%) is most prominent in Honiton as a whole, followed by J54 (10%). These groups along with K61, J53, J55 and B13 are all present at 5% of households or above and are over-represented when compared to Devon.



Source: Mosaic data 2009 - © 2009 Experian Ltd

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

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

Mosaic Type	Percentage of Households		
	Honiton	Devon	National
A01	0.0	0.0	0.8
A02	0.0	0.1	0.9
A03	0.1	0.3	1.2
A04	0.1	0.8	1.2
A05	0.2	0.8	1.6
A06	0.1	0.7	1.9
A07	1.0	1.2	2.0
B08	0.3	0.6	0.5
B09	0.3	0.6	1.4
B10	0.7	0.7	1.4
B11	4.4	2.7	2.3
B12	1.7	1.7	2.8
B13	5.2	3.6	2.0
B14	0.0	0.2	0.2
C15	0.6	1.7	2.8
C16	1.9	2.6	2.7
C17	4.6	4.9	3.0
C18	1.7	1.7	2.9
C19	0.2	0.9	2.6
C20	0.0	0.0	1.0
D21	1.4	2.2	2.7
D22	2.0	2.0	3.1
D23	1.8	2.3	3.8
D24	2.1	2.3	3.0
D25	3.9	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	0.4	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	1.4	0.6	1.2
G42	0.1	0.5	2.6
G43	0.6	0.8	2.7
H44	0.3	0.7	2.9
H45	2.3	1.5	2.4
H46	2.6	2.8	3.2
H47	2.2	2.6	2.2
I48	1.1	0.4	0.8
I49	1.3	1.0	1.6
I50	1.6	1.7	1.3
J51	2.7	1.8	0.8

J52	0.1	0.7	1.4
J53	5.6	5.3	1.5
J54	10.0	4.2	1.2
J55	8.9	7.3	2.8
J56	0.7	2.5	0.3
K57	0.4	3.0	0.3
K58	1.2	3.7	1.8
K59	3.1	4.6	1.6
K60	12.3	7.2	1.3
K61	6.9	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

The wards within Honiton are quite different with St Michael's having B13 and B11 and St Paul's J54 and J53.

The rural parishes are dominated by the types K60 & K61 which together account for 60% of households.

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 Honiton parish 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	%
Honiton St Michael's ward	B13	310	10.3	B11	307	10.2	J55	219	7.3
Honiton St Paul's ward	J54	345	14.7	J53	287	12.2	J55	229	9.8
Honiton parish	J54	549	10.3	J55	448	8.4	J53	408	7.6

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Awliscombe	K60	104	50.0	K58	40	19.2	K59	22	10.6
Combe Raleigh	K61	114	99.1	J53	1	0.9			
Cotleigh	K60	83	85.6	C17	9	9.3	A03	1	1.0
Dunkeswell	J55	239	29.3	J54	232	28.4	K61	96	11.8
Farway	K61	111	100.0						
Luppitt	K60	177	95.7	K61	6	3.2	C17	2	1.1
Monkton	K60	51	73.9	C17	9	13.0	C16	7	10.1
Northleigh	K58	26	40.0	K60	12	18.5	K57	10	15.4
Offwell	K60	162	89.0	J53	15	8.2	C16	4	2.2
Upottery	K60	142	48.1	K61	128	43.4	J53	13	4.4
Widworthy	K60	111	73.5	C17	14	9.3	J55	8	5.3
Yarcombe	K61	90	47.1	K60	87	45.5	A07	6	3.1
Rural Parishes	K60	959	38.6	K61	545	21.9	J55	247	9.9

Area	1 st			2 nd			3 rd		
	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%	Mosaic Types	House-holds	%
Devon Town Area	K60	960	12.3	J54	782	10.0	J55	695	8.9

Source: Mosaic data 2009 - © 2009 Experian Ltd