

Appendix B – Mosaic Summary

Fanshawe Pool and Gym

Within a two-mile radius of the Fanshawe Pool and Gym there are estimated to be just over 20,000 adults aged 15+. The largest Mosaic groups in the catchment are those which are home to thriving families who are busy bringing up children and following careers (i.e. those is group G – Domestic Success). A good proportion also fall into group B (Prestige Positions), which are likely to slightly older, but not yet retired and likely will be well established in the area living upmarket lifestyles. There is also a reasonably high proportion of younger households (under 35) within group H of Aspiring Home Makers, who are likely to full-time employed and have children.

Leventhorpe Pool and Gym

Within a two-mile radius of the Leventhorpe Pool and Gym there are estimated to be just over 11,000 adults aged 15+. The largest two Mosaic groups in the catchment are the same as for Fanshawe; those is group B and group G. The group B Prestige Position is higher than group G of Domestic Success. There is also a reasonable amount of older people (66+) on lower incomes and younger people (under 35) who will likely be renting.

Ward Freman Pool

Within a four-mile radius of the Ward Freman Pool there are estimated to be just under 10,000 adults aged 15+. While there are again well represented by the Mosaic group B (Prestige Positions) and G (Domestic Success), these are not as dominant as Fanshawe and Leventhorpe. Group C (Country Living) make up over 40% of the population, and these are likely to retired and have a high income. There is also a high representation of group D (Rural Reality) on lower incomes, but working, aged 46-55 and living alone.

Hartham Leisure Centre

There is a much larger population within a three-mile radius of Hartham, with just over 45,000 adults aged 15+. With the larger population within this catchment there is a greater mix of groups, but group G (Domestic Success) makes up about 25%; this is almost three times higher than the national average figure. 'Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles'.

Group B (Prestige Positions) also stands out and is represented at much higher than average levels; almost 18% are classified as such. These are some of the most affluent people in society, described as 'affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children'.

Group O (Rental Hubs) also stands out but really, it's one particular type within this group: O61 (Career Builders) is the most prominent type in the catchment population (12%). They tend to be young singles and couples with good incomes and good prospects. The other group which highlights a young population is H (Aspiring Homemakers); almost 10% fall into this group and again, most are in their 20s and 30s and some will have bought their first home.

Within 30 minutes' drive of Hartham, there are 1,294,385 people in total, 1,039,069 of which are adults aged 15+. In terms of age, it can be seen that the number of children (in all age bands) are represented at above average levels; 0-9 year olds accounts for almost 14% of the population, compared to a figure of 12.5% in England as a whole. There is a dip when it comes to young adults though, those aged 18-29; it could be that these people are going off to university and then can't afford to move back into the area.

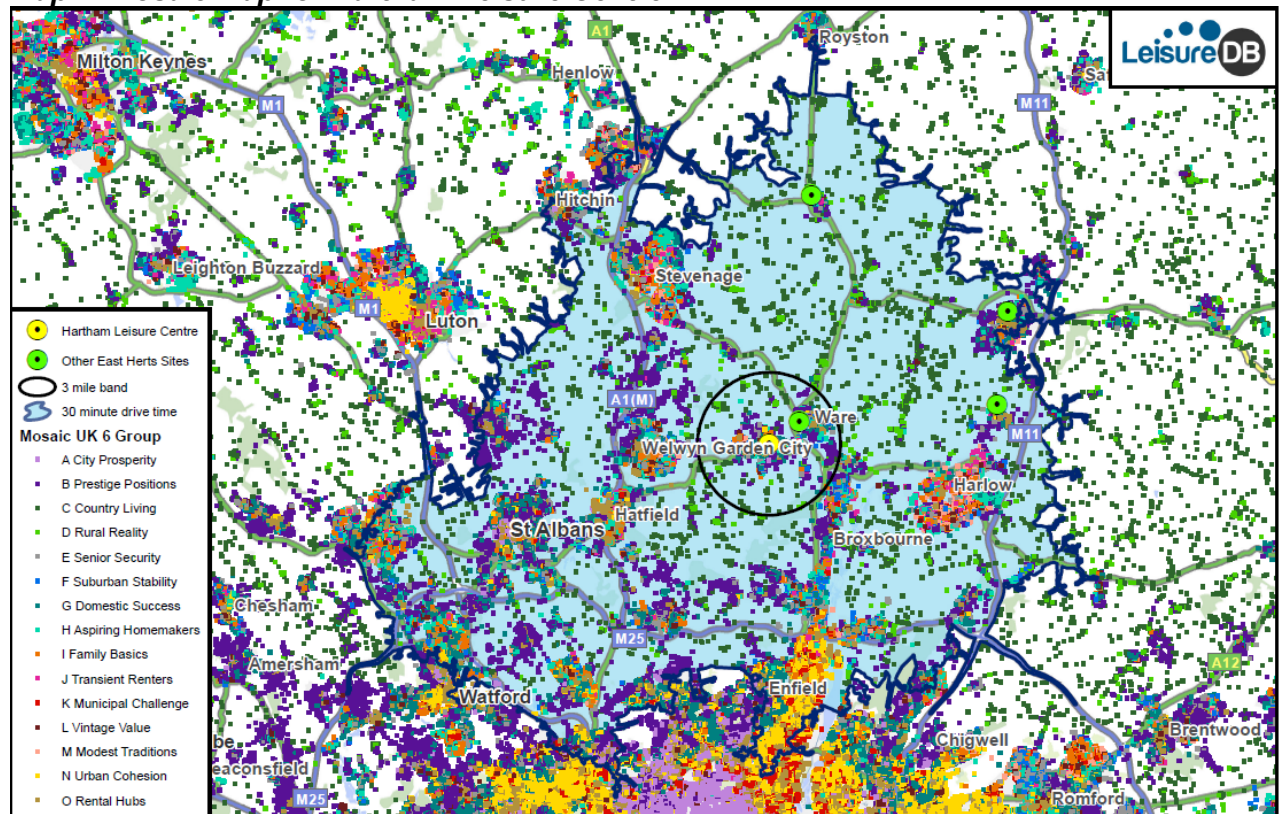
35-49 year olds are also above average which is what is expected; these are the parents of the children in the area. Numbers of people aged 60+ are below average though.

A mosaic report on a much wider catchment often dilutes the demographics because it covers a number of other towns and areas which could contain a lot of less affluent people, for example. In the case of Hartham, numbers have increased exponentially from 45k to over 1 million and yet Mosaic groups G (Domestic Success) and B (Prestige Positions) still stand out and account for almost a third of all people; this is an affluent part of the country.

Group O and in particular, type O61 (Career Builders) is also still a prominent part of the population but other groups and types also feature when you're looking at a wider area. N (Urban Cohesion) accounts for 10% of the wider population, much higher than the national average figure (less than 6%). Those in group N are described as 'settled extended families and older people who live in multi-cultural city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there'. They tend to live on the outskirts of major towns and cities and you can see from the Mosaic map that most live in the southern part of the catchment, within the M25; they are represented by the yellow dots you can see around Enfield.

Mosaic type I36 (Solid Economy) is the most prominent in the 30-minute drive time, making up 9% of locals (compared to a national average of 2.5%). These are represented as orange dots on the map and are mainly found in Stevenage, Harlow and Hemel Hempstead.

Map 1. Mosaic Map for Hartham Leisure Centre



Grange Paddocks Leisure Centre

Like Hartham, Grange Paddocks has a larger population within a three-mile radius, with just over 41,000 adults aged 15+. There is a much wider mix of Mosaic groups, but again two stand out as being dominant; B (Prestige Positions) and G (Domestic Success) makes up almost 50% between them. The difference here is that the group B (Prestige Positions) is made up of a wider mix of subgroups, with a higher proportion of 'Alpha Families' which are of a younger age, most likely with on high incomes, with school aged children and likely having both parents still perusing their careers.

From the Mosaic Group O (Rental Hubs), the subgroup type O61 (Career Builders) makes 9% and these are the young singles and couples on good incomes. The young singles and couples in group H (Aspiring Homemakers) again make up 10% of the population and these are people setting up homes for the first time, some of whom will have young children.

The map overleaf shows a 30-minute drive time around Grange Paddocks Leisure Centre and also, the 3-mile radius . It can be seen from this that although 30 minutes' extends further north, it doesn't cover as wide an area as the same drive time around Hartham. It just reaches the M25 via the M11, but doesn't include any population within it. Instead, 30 minutes extends furthest to the east (reaching Braintree) and north (including Saffron Walden and Great Abington). To the west, it reaches Ware and Hertford, but not Welwyn Garden City or Stevenage.

Within 30 minutes' drive of Grange Paddocks, there are 433,218 people in total, 351,594 of which are adults aged 15+. In terms of age, it's a similar story to Hartham with the number of children (in all age bands) represented at above average levels; however, here it is the 10-15 year olds which are the most above average age group (7% of the population, compared to a figure of less than 6.5% in England). There is a similar dip when it comes to young adults; numbers of those aged 18-34 are some way below average.

35-59 year olds are also above average which is what is expected; these are the parents of the children in the area and they are slightly older than around Hartham, in line with the older children mentioned above. Numbers of those aged 60+ are higher here than around Hartham; either higher than or close to the national average.

For Grange Paddocks, going from 3 miles to 30 minutes means that population numbers have increased from 41k to just over 350k. However, even with this population increase, the same two Mosaic groups G (Domestic Success) and B (Prestige Positions) are still the most dominant and account for almost 30% all people; lower than in the 3 mile radius but still a large proportion for a wider catchment.

Numbers in group O (Rental Hubs) are much lower but 'Aspiring Homemakers' (group H) still accounts for 10% of the wider population. One other group which comes to the fore in the wider population is C (Country Living); it accounts for over 11% of those in 30 minutes, but just 3% of those in 3 miles. These are described as 'well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities'. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs. It can be seen from the Mosaic map that these people live in the small villages in the catchment, rather than the main towns; they are represented by the dark green dots scattered all over the catchment.

Mosaic type I36 (Solid Economy) is again the most prominent in this 30-minute drive time, making up 7% of locals (compared to a national average of 2.5%). However, coming in second is type C10 (Wealthy Landowners) which makes up over 6% of the catchment population.

Map 2. Mosaic Map for Grange Paddocks Leisure Centre

