

CGA LICENCED PREMISES

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Area: White Swan, Aylesbury, HP22 4JT (5 Mile cor
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	54	65.3	81.7	80			
Proprietary Club	8	9.7	7.3	133			
Registered Club	13	15.7	28.2	56			
Restaurant	20	24.2	32.1	75			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Chadnis	Independent Free	Restaurant	Independent Free	HP18 0JB
Lion	Independent Free	Pubs & Full On	Independent Free	HP18 0LB
Five Arrows Hotel	Independent Free	Pubs & Full On	Independent Free	HP18 0JE
Hop Pole	Vale Brewery Company	Pubs & Full On	Vale Brewery Company	HP19 9AZ
John Kennedy	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HP19 9HQ
New Zealand	Unknown	Pubs & Full On	Unknown	HP19 9QF
Horse & Jockey	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	HP19 9QL
Best Western Garden Court	Independent Free	Pubs & Full On	Independent Free	HP19 0FY
Victoria Club	Independent Free	Registered Club	Independent Free	HP20 2HT
Weavers	Independent Free	Pubs & Full On	Independent Free	HP20 1BX
Plough	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	HP20 1JH
Kashmir Garden	Independent Free	Restaurant	Independent Free	HP20 1RB
Harrow	Punch Pub Company	Pubs & Full On	Punch Pub Company	HP20 1RS
Mendoza	Independent Free	Pubs & Full On	Independent Free	HP20 1SF
Bell Hotel	RedCat Pub Company	Pubs & Full On	RedCat Pub Company	HP20 1TX
Dairy Maid	Greene King	Pubs & Full On	Greene King	HP20 2ER
Rockwood	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HP20 2JE
Masonic Hall	Independent Free	Registered Club	Independent Free	HP20 2JP
Emperors Lounge	Brakspear	Pubs & Full On	Brakspear	HP20 2LA
Golden Bengal	Independent Free	Restaurant	Independent Free	HP20 2LE
Peking Inn	Independent Free	Restaurant	Independent Free	HP20 2NQ
Queens Head	Punch Pub Company	Pubs & Full On	Punch Pub Company	HP20 2QA
Millwrights	Greene King	Pubs & Full On	Greene King	HP21 7SN
Broad Leys	RedCat Pub Company	Pubs & Full On	RedCat Pub Company	HP21 9LB
Aylesbury Campus	Independent Free	Registered Club	Independent Free	HP21 7QG
Bricklayers Arms	Independent Free	Pubs & Full On	Independent Free	HP21 7QY
Shensha	Independent Free	Restaurant	Independent Free	HP21 7TF
Aylesbury College	Independent Free	Registered Club	Independent Free	HP21 8PD
Aristocrat	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	HP21 7SZ
Bell	Independent Free	Pubs & Full On	Independent Free	HP22 4EA
George & Dragon	Unknown	Pubs & Full On	Unknown	HP22 4AR
Black Boy	Independent Free	Pubs & Full On	Independent Free	HP22 4HN
White Swan	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	HP22 4JT
Five Elms	Independent Free	Registered Club	Independent Free	HP22 4NL
Rose & Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HP22 4PD
Dog House	Independent Free	Pubs & Full On	Independent Free	HP22 5AR
Carpenters Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LU 7 0JB
Unicorn	Independent Free	Pubs & Full On	Independent Free	LU 7 0LQ
Mushroom Social Club	Independent Free	Registered Club	Independent Free	MK18 2LR
Bell Hotel	Unknown	Pubs & Full On	Unknown	MK18 3AB
Mahabharat	Independent Free	Restaurant	Independent Free	MK18 3AB
George Inn	Vale Brewery Company	Pubs & Full On	Vale Brewery Company	MK18 3AB
Rigbys	Independent Free	Restaurant	Independent Free	MK18 3AQ
Nags Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK18 3HL
Royal British Legion Club	Independent Free	Registered Club	Independent Free	MK18 3JG
Crown	Independent Free	Pubs & Full On	Independent Free	MK18 3NJ
Pilgrim	Independent Free	Pubs & Full On	Independent Free	MK18 3PD
Niche	Independent Free	Proprietary Club	Independent Free	HP20 1TA
Aylesbury Golf Centre	Independent Free	Proprietary Club	Independent Free	HP22 5GA
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	HP20 1UR
White Hart	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	HP20 1UR
Shoot Pool	Independent Free	Proprietary Club	Independent Free	HP20 1ST
Wagamama	Restaurant Group	Restaurant	Restaurant Group	HP20 1UG

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Area: White Swan, Aylesbury, HP22 4JT (5 Mile cor)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	54	65.3	81.7	80			
Proprietary Club	8	9.7	7.3	133			
Registered Club	13	15.7	28.2	56			
Restaurant	20	24.2	32.1	75			
Residential	0	0.0	2.7	0			

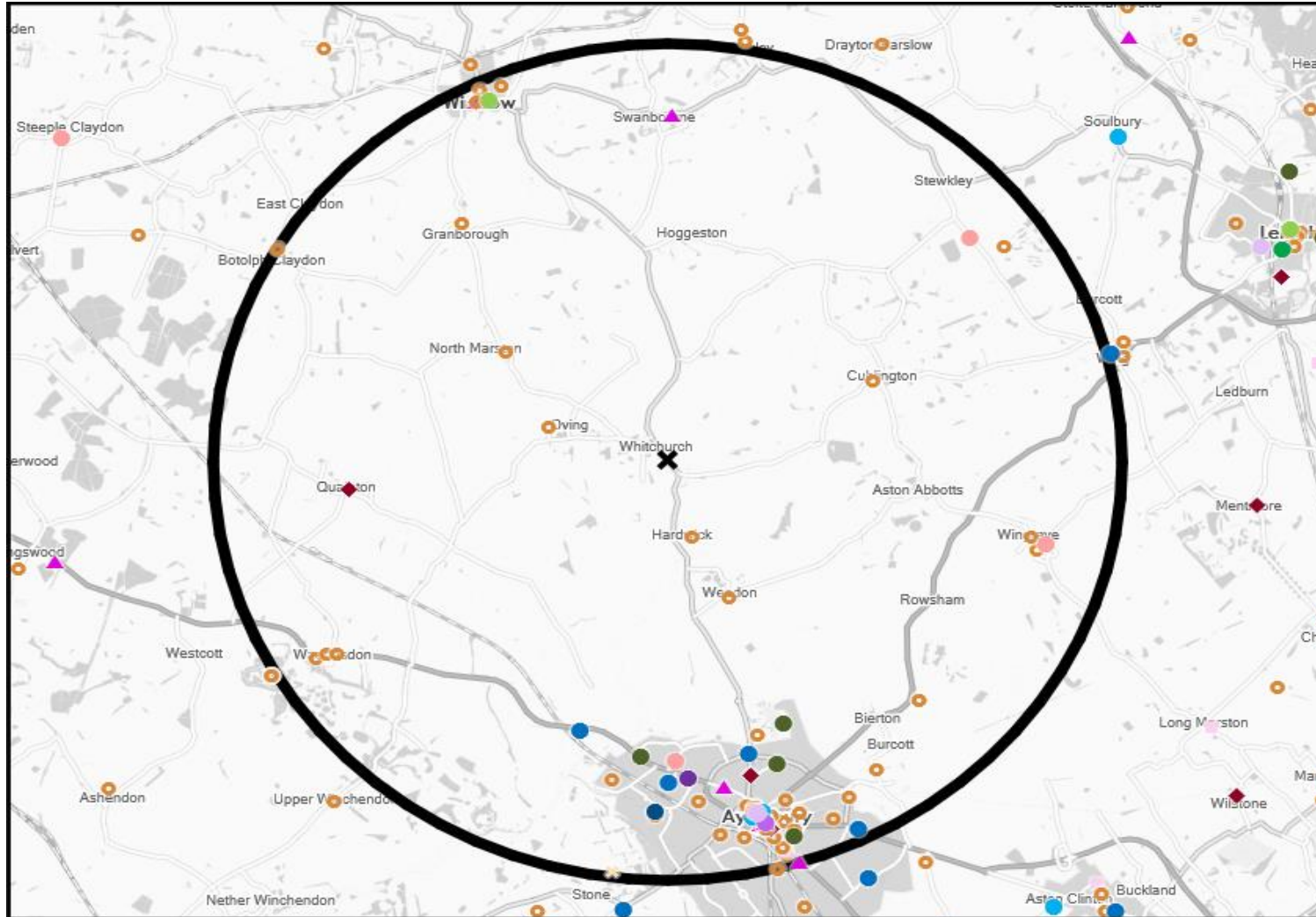
Name	Description	License Type	Owner Name	Postcode
Cotton Wheel	Greene King	Pubs & Full On	Greene King	HP19 9BF
Feathers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HP20 2HZ
Noodle Nation	Noodle Nation	Restaurant	Noodle Nation	HP20 2PZ
Hazels Bowls Club	Independent Free	Registered Club	Independent Free	HP20 1JF
Charter	Whitbread	Pubs & Full On	Whitbread	HP19 8AW
Grill Steakhouse	Independent Free	Restaurant	Independent Free	HP20 2JA
Wingrave With Rowsham Sports & Socia	Independent Free	Registered Club	Independent Free	HP22 4PE
Farmers Bar At Kings Head	Independent Free	Pubs & Full On	Independent Free	HP20 2RW
Bon Appetit	Independent Free	Restaurant	Independent Free	HP20 1SA
Desire	Independent Free	Restaurant	Independent Free	HP20 2JE
Harvester	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	HP19 8BU
Hartwell House	Historic House Hotels Ltd	Pubs & Full On	Historic House Hotels Ltd	HP17 8NR
Railway Club	Independent Free	Registered Club	Independent Free	HP21 8HH
Mirage	Independent Free	Proprietary Club	Independent Free	HP20 2NQ
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Proprietary Club	Cannons Group Ltd	HP19 7AA
Betsey Wynne	Oakman Inns & Restaurants	Pubs & Full On	Oakman Inns & Restaurants	MK17 0SH
Aylesbury Vale Golf Club	Independent Free	Registered Club	Independent Free	LU 7 0UJ
Rosies	Independent Free	Pubs & Full On	Independent Free	MK18 3AQ
Aylesbury Waterside Theatre	Ambassador Theatre Group Ltd	Pubs & Full On	Ambassador Theatre Group Ltd	HP20 1UG
Wingrave Bowls Club	Independent Free	Registered Club	Independent Free	HP22 4PS
Honey Bee	Marston's	Pubs & Full On	Marston's	HP19 7AA
China Brasserie	Independent Free	Restaurant	Independent Free	HP19 7HL
Watermead Inn	Greene King	Pubs & Full On	Greene King	HP19 0FU
Limelight Theatre	Independent Free	Pubs & Full On	Independent Free	HP21 7RT
Blue Monsoon	Independent Free	Restaurant	Independent Free	MK18 3HB
Craft Yard	Independent Free	Pubs & Full On	Independent Free	HP20 1TZ
La Salute	Independent Free	Restaurant	Independent Free	HP20 2JA
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	HP20 1UG
Barn	Independent Free	Pubs & Full On	Independent Free	HP22 5GA
Aqua Vale Swimming & Fitness Centre	Independent Free	Proprietary Club	Independent Free	HP20 1DX
Collection 13	Independent Free	Pubs & Full On	Independent Free	MK18 3AB
Rogue Bowling	Independent Free	Proprietary Club	Independent Free	HP19 8DB
Lynx Gymnastics Centre	Independent Free	Proprietary Club	Independent Free	HP19 8RS
Aylesbury Canal Society	Independent Free	Registered Club	Independent Free	HP20 1AP
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	HP18 0PE
Rococo Lounge	Loungers	Pubs & Full On	Loungers	HP20 1UR
Miya	Independent Free	Restaurant	Independent Free	HP20 1TZ
Grill Stakehouse	Independent Free	Restaurant	Independent Free	HP20 1UR
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	HP20 1UR
Kuzzo Bar And Grill	Independent Free	Restaurant	Independent Free	HP20 2JE
Manor	Independent Free	Pubs & Full On	Independent Free	HP20 1BW
Opuz	Independent Free	Pubs & Full On	Independent Free	HP20 1UR

MAP OF AREA

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Source: OS Open Data 2018

Area: White Swan, Aylesbury, HP22 4JT (5 Mile contour)



KEY

- Large pub co's & bars
 - Admiral Taverns Ltd
 - Ei Group
 - Greene King
 - Marston's
 - Mitchells & Butlers
 - Punch Pub Company
 - Stonegate Pub Company
 - Star Pubs & Bars
 - Wetherspoon
 - Whitbread
 - Shepherd Neame
- Small to medium pub co's & bars
- Family Brewers with pubs
- Hotels
- Restaurants
- Leisure
- Independent
- Other
- Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: White Swan, Aylesbury, HP22 4JT (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	6,013	18.0	22.1	82		
2 Rising Prosperity	5,342	16.0	10.2	157		
3 Comfortable Communities	9,721	29.2	26.5	110		
4 Financially Stretched	7,208	21.6	23.7	91		
5 Urban Adversity	4,993	15.0	17.2	87		
6 Not Private Households	52	0.2	0.3	45		
Graph						
Total households	33,329					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

F Countryside Communities	24%
G Successful Suburbs	23%
H Steady Neighbourhoods	29%
I Comfortable Seniors	9%
J Starting Out	15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: White Swan, Aylesbury, HP22 4JT (5 Mile contour)
 Base: Great Britain
 Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	10	0.0	1.1	3		
1.B Executive Wealth	3,210	9.6	11.3	85		
1.C Mature Money	2,793	8.4	9.6	87		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	5,342	16.0	6.4	252		
3. Comfortable Communities						
3.F Countryside Communities	419	1.3	5.7	22		
3.G Successful Suburbs	2,585	7.8	6.0	130		
3.H Steady Neighbourhoods	2,380	7.1	7.4	96		
3.I Comfortable Seniors	123	0.4	2.9	13		
3.J Starting Out	4,214	12.6	4.6	278		
4. Financially Stretched						
4.K Student Life	1,129	3.4	2.5	135		
4.L Modest Means	986	3.0	8.0	37		
4.M Striving Families	4,421	13.3	7.4	178		
4.N Poorer Pensioners	672	2.0	5.8	35		
5. Urban Adversity						
5.O Young Hardship	1,828	5.5	6.3	88		
5.P Struggling Estates	1,501	4.5	5.7	79		
5.Q Difficult Circumstances	1,664	5.0	5.2	95		
6. Not Private Households						
6.R Not Private Households	52	0.2	0.3	45		
Total households	33,329					

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

FINANCIAL PROFILE

Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation
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BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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A B C D E F G H I J K L M N O P Q R

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: White Swan, Aylesbury, HP22 4JT (5 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	5	0.0	0.1	15			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	5	0.0	0.9	2			
1.B Executive Wealth							
1.B.4 Asset rich families	449	1.3	2.6	51			
1.B.5 Wealthy countryside commuters	1,244	3.7	2.5	151			
1.B.6 Financially comfortable families	547	1.6	2.2	74			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	251	0.8	1.5	49			
1.B.9 Well-off edge of towners	719	2.2	1.6	134			
1.C Mature Money							
1.C.10 Better-off villagers	2,131	6.4	3.1	208			
1.C.11 Settled suburbia, older people	320	1.0	2.8	34			
1.C.12 Retired and empty nesters	74	0.2	2.5	9			
1.C.13 Upmarket downsizers	268	0.8	1.3	62			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	2,746	8.2	2.0	417			
2.E.19 First time buyers in small, modern homes	2,595	7.8	3.4	229			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	0			
3. Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	48	0.1	1.5	9			
3.F.22 Older couples and families in rural areas	90	0.3	1.0	27			
3.F.23 Owner occupiers in small towns and villages	281	0.8	3.2	26			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	319	1.0	2.7	35			
3.G.25 Larger family homes, multi-ethnic areas	321	1.0	0.8	116			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,945	5.8	2.4	241			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	281	0.8	3.5	24			
3.H.28 Owner occupied terraces, average income	727	2.2	1.6	136			
3.H.29 Established suburbs, older families	1,372	4.1	2.3	176			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	123	0.4	0.5	76			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	2,641	7.9	2.2	368			
3.J.33 Smaller houses and starter homes	1,573	4.7	2.4	197			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	1,129	3.4	1.9	176			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	385	1.2	1.4	80			
4.L.38 Semi-skilled workers in traditional neighbourhoods	277	0.8	2.6	32			
4.L.39 Fading owner occupied terraces	253	0.8	2.9	26			
4.L.40 High occupancy terraces, culturally diverse family areas	71	0.2	1.0	21			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	1,165	3.5	1.6	219			
4.M.42 Struggling young families in post-war terraces	1,931	5.8	1.6	353			
4.M.43 Families in right-to-buy estates	1,142	3.4	2.0	168			
4.M.44 Post-war estates, limited means	183	0.5	2.2	25			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	143	0.4	0.8	55			
4.N.46 Elderly people in social rented flats	210	0.6	1.0	61			
4.N.47 Low income older people in smaller semis	283	0.8	2.2	38			
4.N.48 Pensioners and singles in social rented flats	36	0.1	1.7	6			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	589	1.8	2.2	81			
5.O.50 Struggling younger people in mixed tenure	1,119	3.4	1.8	187			
5.O.51 Young people in small, low cost terraces	120	0.4	2.3	16			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	496	1.5	1.6	95			
5.P.53 Low income terraces	10	0.0	0.8	4			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	995	3.0	1.6	187			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	991	3.0	1.5	197			
5.Q.58 Singles and young families, some receiving benefits	478	1.4	1.8	81			
5.Q.59 Deprived areas and high-rise flats	195	0.6	2.0	30			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	17	0.1	0.1	86			
6.R.61 Inactive communal population	35	0.1	0.3	37			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	33,329						

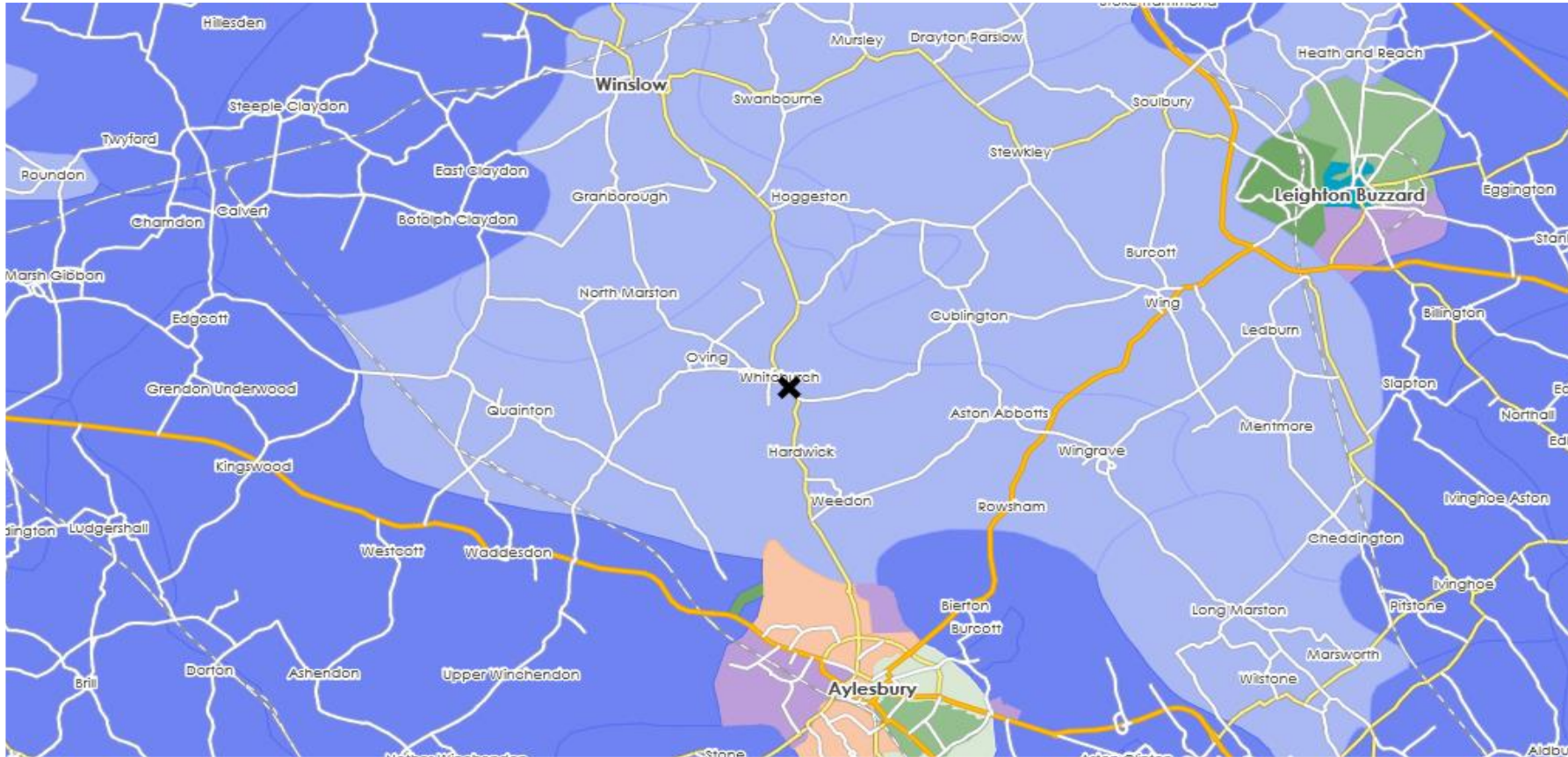
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: White Swan, Aylesbury, HP22 4JT (5 Mile contour)



- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

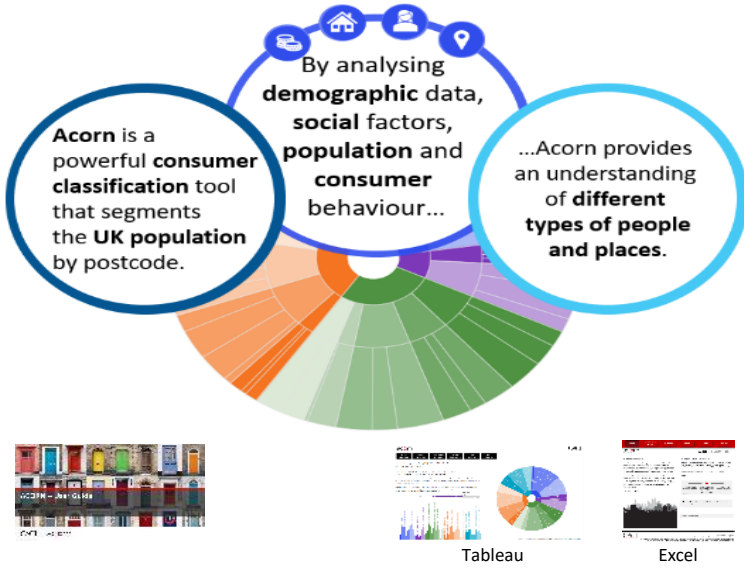
Acorn Groups

- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 4.N Poorer Pensioners
- 5.O Young Hardship
- 5.P Struggling Estates
- 5.Q Difficult Circumstances
- 6.R Not Private Households

Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
3. Comfortable Communities	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults 22.8% of UK

House type: **Detached**

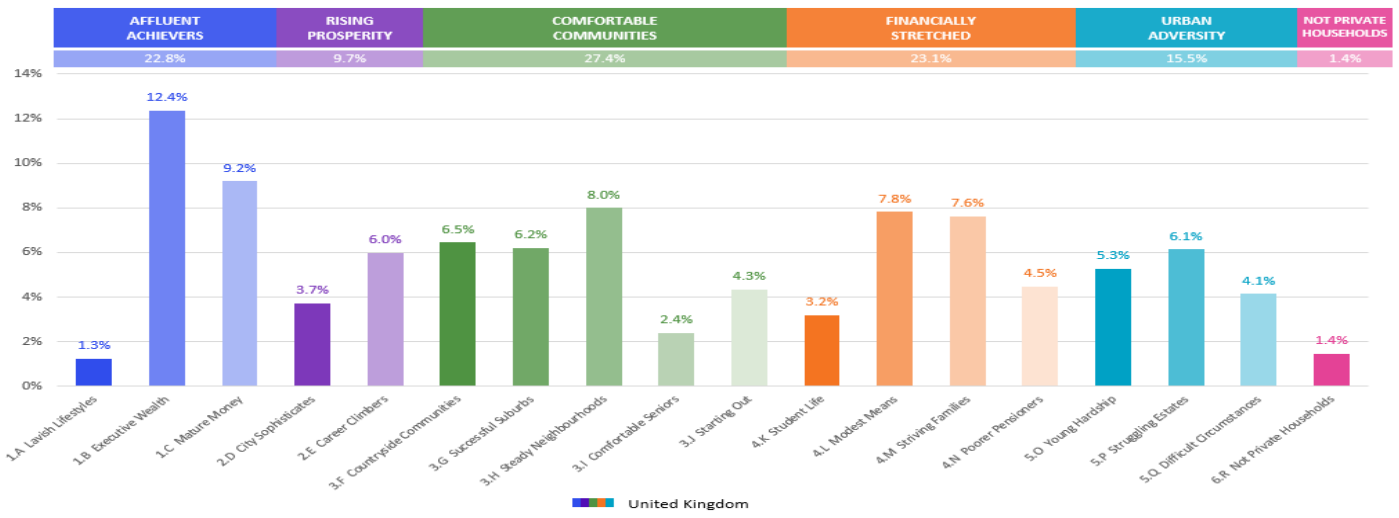
House tenure: **Owned outright**

Number of beds: **4+**

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

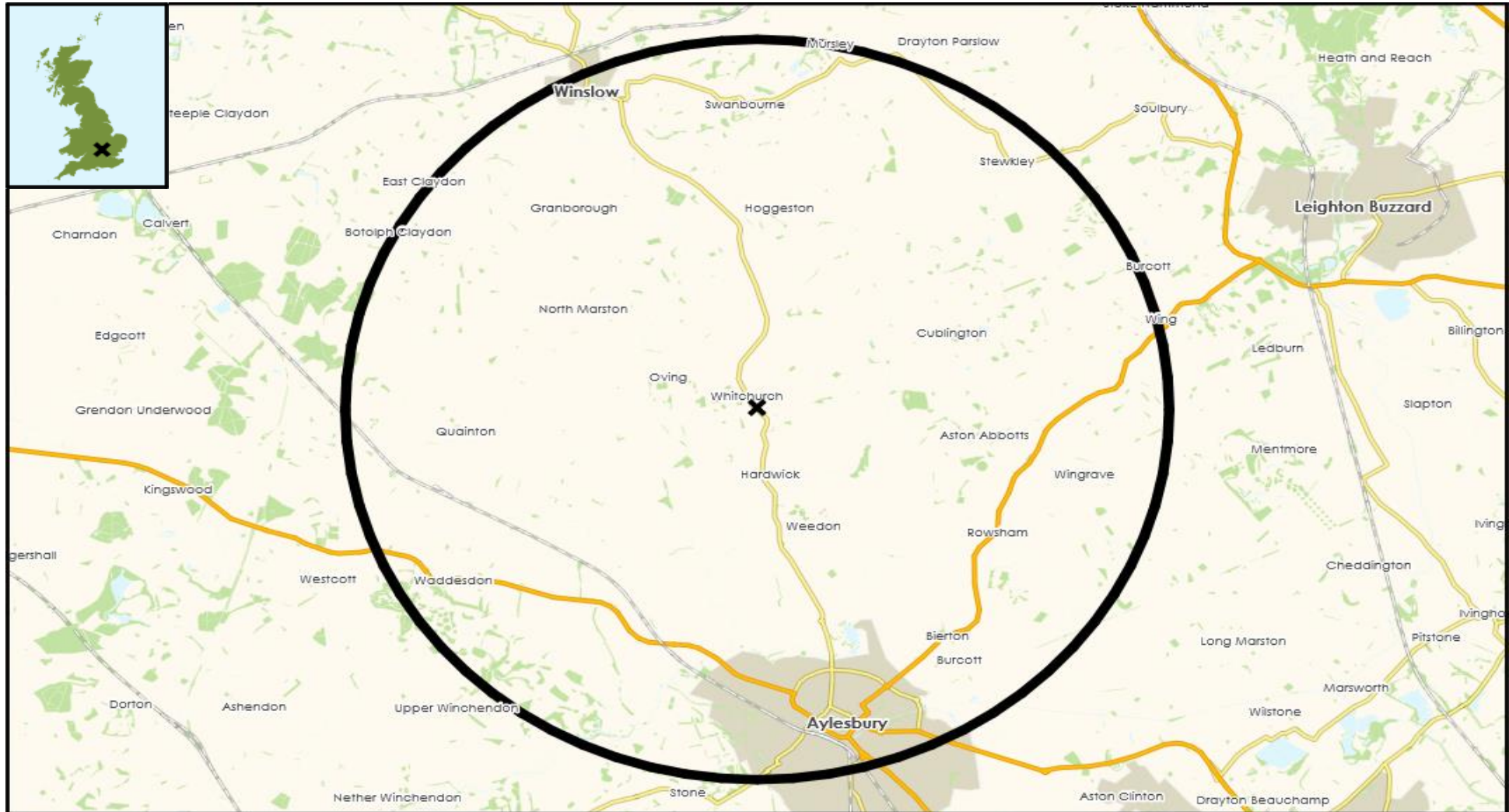


MAP OF AREA

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Source: OS Open Data 2018

Area: White Swan, Aylesbury, HP22 4JT (5 Mile contour)

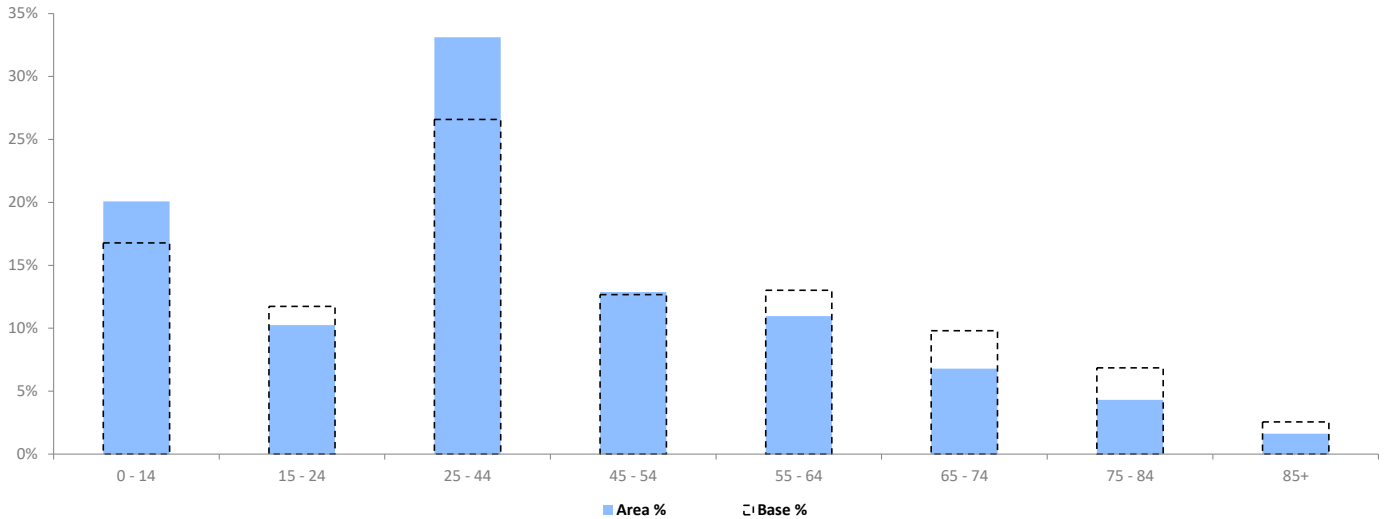


POPULATION PROJECTIONS

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Area: White Swan, Aylesbury, HP22 4JT (5 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	16,589	20.1	16.8	120			
15 - 24	8,468	10.2	11.7	87			
25 - 44	27,366	33.1	26.6	125			
45 - 54	10,633	12.9	12.7	102			
55 - 64	9,065	11.0	13.0	84			
65 - 74	5,616	6.8	9.8	69			
75 - 84	3,569	4.3	6.9	63			
85+	1,336	1.6	2.6	63			
Total population	82,642						



EXPENDITURE

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Area: White Swan, Aylesbury, HP22 4JT (5 Mile contour)
 Base: Great Britain
 Year: 2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£2,287,815	£69.84	£66.95	104			
2. Alcoholic beverages, tobacco and narcotics	£905,903	£27.65	£28.12	98			
3. Clothing & Footwear	£778,968	£23.78	£22.40	106			
4. Housing, water, electricity, gas and other fuels	£3,714,208	£113.38	£107.19	106			
5. Furnishings, equipment and routine maintenance	£1,304,245	£39.81	£36.85	108			
6. Health	£509,124	£15.54	£13.48	115			
7. Transport	£5,390,151	£164.54	£134.74	122			
8. Communication	£564,517	£17.23	£15.74	109			
9. Recreation & Culture	£2,160,269	£65.94	£64.16	103			
10. Education	£686,677	£20.96	£22.26	94			
11. Restaurants & Hotels	£2,368,077	£72.29	£67.11	108			
12. Miscellaneous goods and services	£4,327,984	£132.12	£109.86	120			
Total Expenditure	£24,997,939	£763.09	£688.85	111			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.