

# CGA LICENCED PREMISES

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Area: P04158\_Silver Ball, St. Columb, TR9 6RL (5 M)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	28	115.2	81.7	<b>141</b>			
Proprietary Club	12	49.4	7.3	<b>678</b>			
Registered Club	6	24.7	28.2	<b>88</b>			
Restaurant	6	24.7	32.1	<b>77</b>			
Residential	7	28.8	2.7	<b>1077</b>			

Name	Description	License Type	Owner Name	Postcode
Cookhouse & Penhale Round	Whitbread	Pubs & Full On	Whitbread	TR 9 6NA
St Dennis War Memorial Ins & Working	Independent Free	Registered Club	Independent Free	PL26 8AD
St Dennis Football Club	Independent Free	Registered Club	Independent Free	PL26 8DT
Boscowen Hotel	Independent Free	Pubs & Full On	Independent Free	PL26 8AD
Commercial Inn	Independent Free	Pubs & Full On	Independent Free	PL26 8AX
Victoria Inn & Lodge	St Austell Brewery	Pubs & Full On	St Austell Brewery	PL26 8LQ
Music Water Touring Caravan Park	Independent Free	Proprietary Club	Independent Free	PL27 7SJ
Farmers Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	TR 7 3EZ
St Columb Minor Institute	Independent Free	Registered Club	Independent Free	TR 7 3HB
Porth Cliff Hotel	Independent Free	Residential	Independent Free	TR 7 3LX
Kenton Hotel	Independent Free	Residential	Independent Free	TR 7 3LX
Whipsiderry Hotel	Independent Free	Residential	Independent Free	TR 7 3LY
Porth Bridge Hotel	Independent Free	Pubs & Full On	Independent Free	TR 7 3NB
Mermaid Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TR 7 3NB
Rolling Waves Guest House	Independent Free	Residential	Independent Free	TR 7 3NB
Watergate Bay Holiday Park	Independent Free	Proprietary Club	Independent Free	TR 8 4AA
Phoenix	Independent Free	Pubs & Full On	Independent Free	TR 8 4AB
Travellers Rest	St Austell Brewery	Pubs & Full On	St Austell Brewery	TR 8 4AQ
Merrymoor Inn	Independent Free	Pubs & Full On	Independent Free	TR 8 4BA
Bedruthan Steps Hotel	Independent Free	Residential	Independent Free	TR 8 4BU
Scarlet Hotel	Independent Free	Pubs & Full On	Independent Free	TR 8 4DQ
Smugglers Inn	Independent Free	Pubs & Full On	Independent Free	TR 8 4EQ
Dalswinton Country House Hotel	Independent Free	Residential	Independent Free	TR 8 4EZ
Newquay Holiday Park	Parkdean	Proprietary Club	Parkdean	TR 8 4HS
Trekenning Manor Tourist Park	Independent Free	Proprietary Club	Independent Free	TR 8 4JF
Treloy Farm Tourist Park	Independent Free	Proprietary Club	Independent Free	TR 8 4JN
Quintrell Inn	Ei Group	Pubs & Full On	Ei Group	TR 8 4LA
White Acres Holiday Park	Parkdean	Proprietary Club	Parkdean	TR 8 4LW
Summer Lodge Holiday Park	Independent Free	Proprietary Club	Independent Free	TR 8 4LW
Atlantic Reach	Independent Free	Proprietary Club	Independent Free	TR 8 4LX
Two Clomes	Independent Free	Pubs & Full On	Independent Free	TR 8 4PD
Trethiggey Holiday Park	Independent Free	Pubs & Full On	Independent Free	TR 8 4QR
London Inn	Independent Free	Pubs & Full On	Independent Free	TR 8 5EA
Trevelgue Caravan Park	Independent Free	Proprietary Club	Independent Free	TR 8 4AS
Ring Of Bells	Independent Free	Pubs & Full On	Independent Free	TR 9 6AT
Coaching Inn	Independent Free	Pubs & Full On	Independent Free	TR 9 6AT
Blue Anchor Inn	St Austell Brewery	Pubs & Full On	St Austell Brewery	TR 9 6LS
Indian Queens Working Mens Club	Independent Free	Registered Club	Independent Free	TR 9 6QN
Silver Ball	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TR 9 6RL
Red Lion	Independent Free	Pubs & Full On	Independent Free	TR 9 6AL
Falcon Inn	St Austell Brewery	Pubs & Full On	St Austell Brewery	TR 8 4EP
Halfway House	Independent Free	Residential	Independent Free	PL27 7RE
Merlins Golf & Driving Range	Independent Free	Registered Club	Independent Free	TR 8 4DN
Southleigh Manor	Independent Free	Proprietary Club	Independent Free	TR 9 6HY
New Garden Chinese	Independent Free	Restaurant	Independent Free	TR 9 6LB
Port & Starboard	Independent Free	Restaurant	Independent Free	TR 9 6JZ
Treffry Tavern	Whitbread	Pubs & Full On	Whitbread	TR 8 4LE
Raf St Mawgan	Independent Free	Registered Club	Independent Free	TR 8 4HP
Waves	Independent Free	Pubs & Full On	Independent Free	TR 8 4AY
Cornwall Airport Newquay	Independent Free	Pubs & Full On	Independent Free	TR 8 4RQ
Retallack Resort	Independent Free	Proprietary Club	Independent Free	TR 9 6DE
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	TR 9 6NA
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	TR 8 4LE

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Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	28	115.2	81.7	<b>141</b>			
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Registered Club	6	24.7	28.2	88			
Restaurant	6	24.7	32.1	77			
Residential	7	28.8	2.7	<b>1077</b>			

Name	Description	License Type	Owner Name	Postcode
Beach Hut	Independent Free	Pubs & Full On	Independent Free	TR 8 4AA
Park At Mawgan Porth	Independent Free	Proprietary Club	Independent Free	TR 8 4BD
Catch	Independent Free	Restaurant	Independent Free	TR 8 4BJ
Appletons At The Vineyard	Independent Free	Restaurant	Independent Free	PL27 7SE
Ring O Bells	Independent Free	Restaurant	Independent Free	TR 9 6SZ
Emily Scott	Independent Free	Restaurant	Independent Free	TR 8 4AA

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04158\_Silver Ball, St. Columb, TR9 6RL (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:** P04158\_Silver Ball, St. Columb, TR9 6RL (5 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,447	14.6	22.1	66		
2 Rising Prosperity	378	3.8	10.2	37		
3 Comfortable Communities	5,234	52.7	26.5	199		
4 Financially Stretched	2,529	25.4	23.7	107		
5 Urban Adversity	325	3.3	17.2	19		
6 Not Private Households	25	0.3	0.3	73		
<b>Total households</b>	<b>9,938</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.2M UK Adults    23.1% of UK

**Age range**  
All ages

**Financial situation**  
Running into debt    Saving a lot

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.



## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04158\_Silver Ball, St. Columb, TR9 6RL (5 Mile contour)  
 Base: Great Britain  
 Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	2	0.0	1.1	2			
1.B Executive Wealth	475	4.8	11.3	42			
1.C Mature Money	970	9.8	9.6	101			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	378	3.8	6.4	60			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	3,626	36.5	5.7	636			
3.G Successful Suburbs	787	7.9	6.0	133			
3.H Steady Neighbourhoods	178	1.8	7.4	24			
3.I Comfortable Seniors	347	3.5	2.9	122			
3.J Starting Out	296	3.0	4.6	65			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,055	10.6	8.0	133			
4.M Striving Families	800	8.0	7.4	108			
4.N Poorer Pensioners	674	6.8	5.8	118			
<b>5. Urban Adversity</b>							
5.O Young Hardship	66	0.7	6.3	11			
5.P Struggling Estates	149	1.5	5.7	26			
5.Q Difficult Circumstances	110	1.1	5.2	21			
<b>6. Not Private Households</b>							
6.R Not Private Households	25	0.3	0.3	73			
<b>Total households</b>	<b>9,938</b>						

### Acorn Group Pen Portrait

**4 K Student Life**      1.6M UK Adults      3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

#### CORE DEMOGRAPHICS

Age range <b>18-24</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>4+</b>	House type <b>Flat or maisonette</b>

#### BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

#### DIGITAL ATTITUDES

I worry about online security <b>58%</b> <small>UK average: 48%</small>	Shopping online makes my life easier <b>68%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>44%</b> <small>UK average: 28%</small>
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#### FINANCIAL PROFILE

Household income UK: <b>£33k</b> London: <b>£36k</b> <small>Average: £40k    Average: £46k</small>	% Disposable income UK: <b>26%</b> London: <b>16%</b> <small>Average: 43%    Average: 29%</small>	Financial situation 
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#### TOP BEHAVIOURS

<b>Love to buy new gadgets and appliances</b>	<b>Research beauty online</b>	<b>Social media: Snapchat, YouTube and TikTok</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04158\_Silver Ball, St. Columb, TR9 6RL (5 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

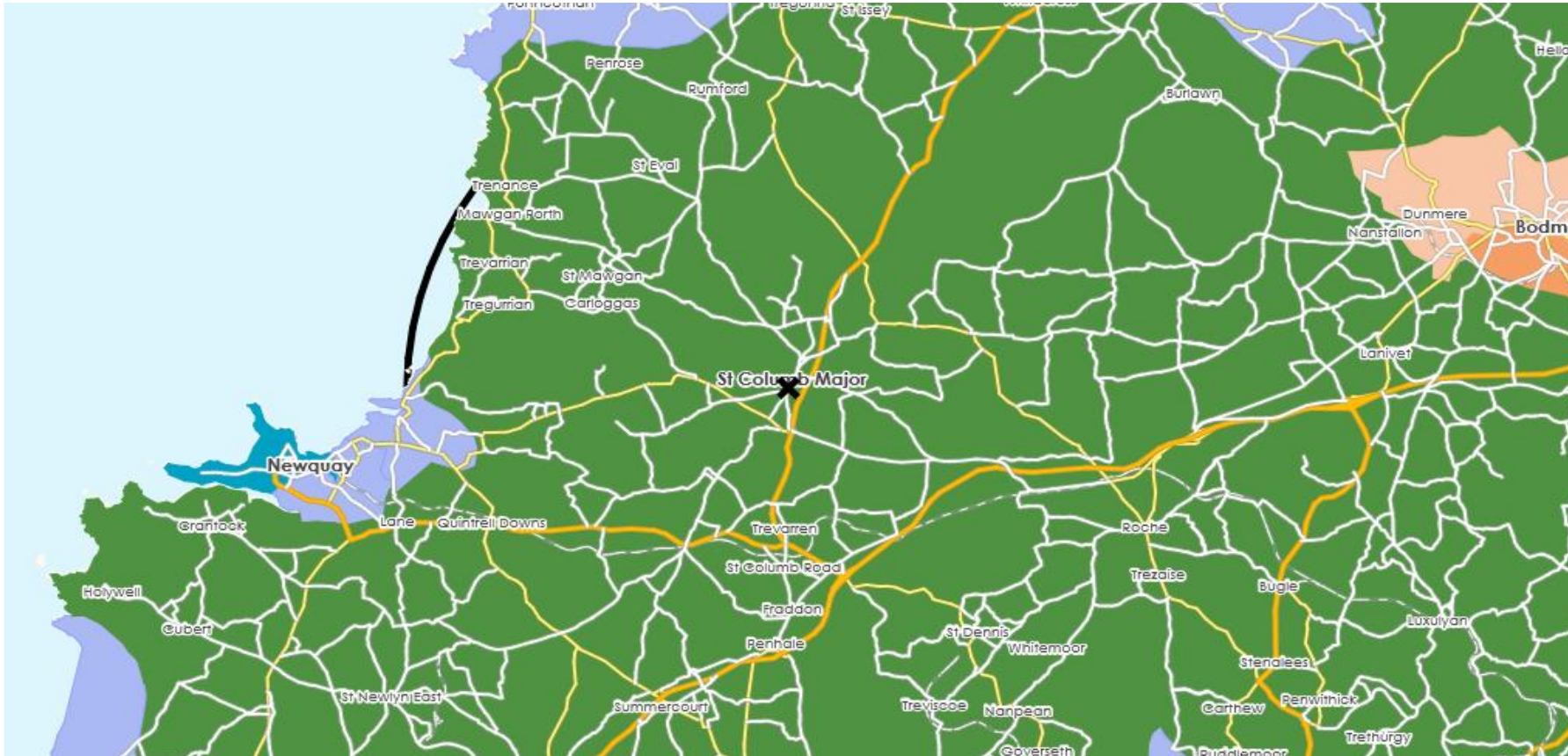
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	2	0.0	0.9	2			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	79	0.8	2.6	30			
1.B.5 Wealthy countryside commuters	227	2.3	2.5	92			
1.B.6 Financially comfortable families	137	1.4	2.2	62			
1.B.7 Affluent professionals	7	0.1	0.9	8			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	25	0.3	1.6	16			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	425	4.3	3.1	139			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	315	3.2	2.5	129			
1.C.13 Upmarket downsizers	230	2.3	1.3	179			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	339	3.4	2.0	173			
2.E.19 First time buyers in small, modern homes	39	0.4	3.4	12			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	795	8.0	1.5	526			
3.F.22 Older couples and families in rural areas	457	4.6	1.0	458			
3.F.23 Owner occupiers in small towns and villages	2,374	23.9	3.2	744			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	327	3.3	2.7	122			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	460	4.6	2.4	191			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	7	0.1	3.5	2			
3.H.28 Owner occupied terraces, average income	21	0.2	1.6	13			
3.H.29 Established suburbs, older families	150	1.5	2.3	65			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	320	3.2	2.4	136			
3.I.31 Elderly singles in purpose-built accommodation	27	0.3	0.5	56			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	61	0.6	2.2	29			
3.J.33 Smaller houses and starter homes	235	2.4	2.4	99			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	232	2.3	1.4	162			
4.L.38 Semi-skilled workers in traditional neighbourhoods	666	6.7	2.6	255			
4.L.39 Fading owner occupied terraces	157	1.6	2.9	54			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	608	6.1	1.6	384			
4.M.42 Struggling young families in post-war terraces	49	0.5	1.6	30			
4.M.43 Families in right-to-buy estates	13	0.1	2.0	6			
4.M.44 Post-war estates, limited means	130	1.3	2.2	60			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	110	1.1	0.8	141			
4.N.46 Elderly people in social rented flats	28	0.3	1.0	27			
4.N.47 Low income older people in smaller semis	386	3.9	2.2	174			
4.N.48 Pensioners and singles in social rented flats	150	1.5	1.7	88			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	36	0.4	2.2	17			
5.O.50 Struggling younger people in mixed tenure	30	0.3	1.8	17			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	68	0.7	1.6	44			
5.P.53 Low income terraces	0	0.0	0.8	0			
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	81	0.8	1.6	51			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	104	1.0	1.5	69			
5.Q.58 Singles and young families, some receiving benefits	6	0.1	1.8	3			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	5	0.1	0.1	85			
6.R.61 Inactive communal population	20	0.2	0.3	71			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,938</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04158\_Silver Ball, St. Columb, TR9 6RL (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

12.1M UK Adults      22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

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

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.



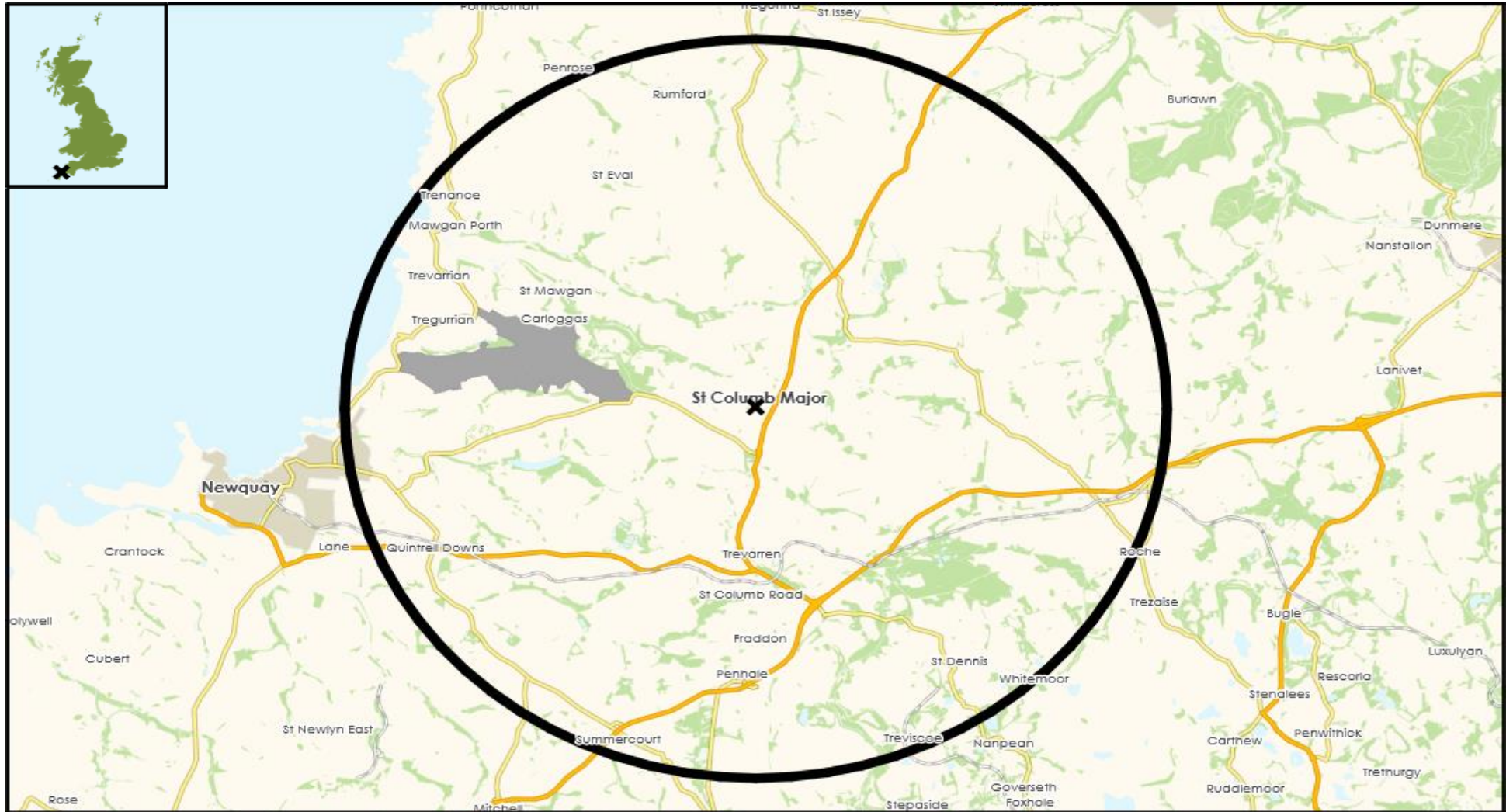


# MAP OF AREA

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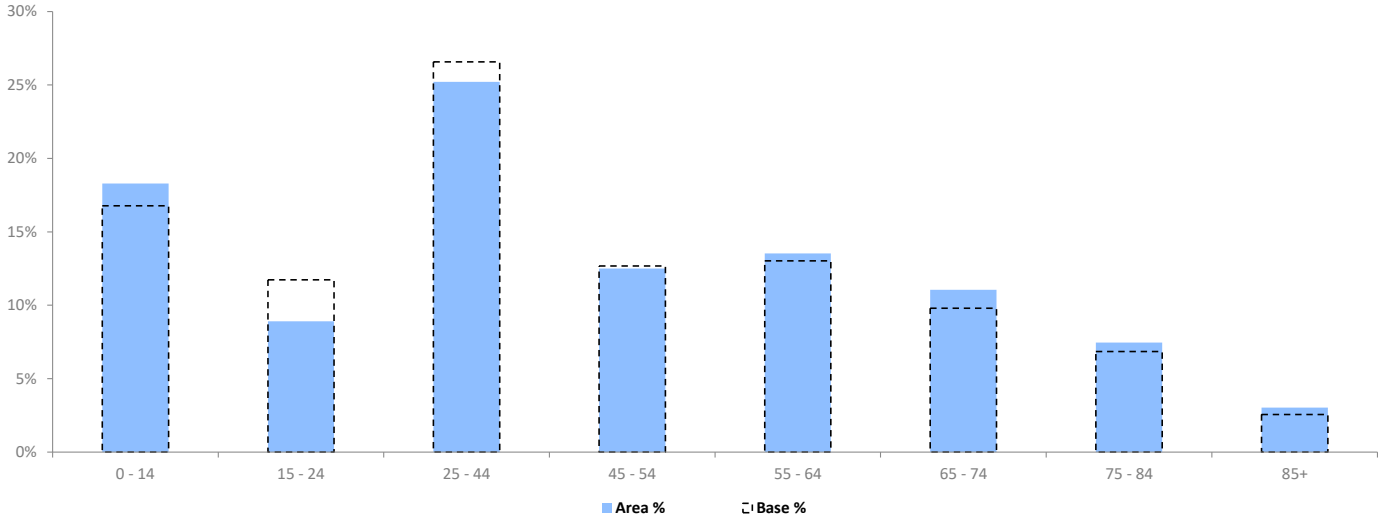


# POPULATION PROJECTIONS

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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,445	18.3	16.8	<b>109</b>			
15 - 24	2,167	8.9	11.7	76			
25 - 44	6,129	25.2	26.6	95			
45 - 54	3,037	12.5	12.7	99			
55 - 64	3,289	13.5	13.0	<b>104</b>			
65 - 74	2,688	11.1	9.8	<b>113</b>			
75 - 84	1,813	7.5	6.9	<b>109</b>			
85+	736	3.0	2.6	<b>119</b>			
<b>Total population</b>	<b>24,304</b>						



# EXPENDITURE

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Area: P04158\_Silver Ball, St. Columb, TR9 6RL (5 Mile contour)  
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## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£693,885	£68.98	£66.95	<b>103</b>			
2. Alcoholic beverages, tobacco and narcotics	£259,066	£25.75	£28.12	92			
3. Clothing & Footwear	£208,439	£20.72	£22.40	93			
4. Housing, water, electricity, gas and other fuels	£1,093,067	£108.67	£107.19	<b>101</b>			
5. Furnishings, equipment and routine maintenance	£339,143	£33.72	£36.85	92			
6. Health	£144,862	£14.40	£13.48	<b>107</b>			
7. Transport	£1,267,960	£126.05	£134.74	94			
8. Communication	£154,490	£15.36	£15.74	98			
9. Recreation & Culture	£754,720	£75.03	£64.16	<b>117</b>			
10. Education	£165,988	£16.50	£22.26	74			
11. Restaurants & Hotels	£576,741	£57.34	£67.11	85			
12. Miscellaneous goods and services	£994,616	£98.88	£109.86	90			
<b>Total Expenditure</b>	<b>£6,652,976</b>	<b>£661.40</b>	<b>£688.85</b>	<b>96</b>			

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.