

# CGA LICENCED PREMISES

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Area: P04440\_Wellington, Liverpool, L15 4LP (1 M)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	27	55.7	81.7	68			
Proprietary Club	2	4.1	7.3	57			
Registered Club	6	12.4	28.2	44			
Restaurant	24	49.5	32.1	154			
Residential	1	2.1	2.7	77			

Name	Description	License Type	Owner Name	Postcode
St Oswalds Parish Club	Independent Free	Registered Club	Independent Free	L 13 5SB
Ashdale Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 15 0EE
Willow Bank	Greene King	Pubs & Full On	Greene King	L 15 3JA
Kellys Dispensary	Cains Beer Company	Pubs & Full On	Cains Beer Company	L 15 3JR
Franks	Independent Free	Pubs & Full On	Independent Free	L 15 3JT
Wavertree Cricket Club	Independent Free	Registered Club	Independent Free	L 15 4HU
Sandown Park Social Club	Independent Free	Registered Club	Independent Free	L 15 4JA
Picton	Independent Free	Pubs & Full On	Independent Free	L 15 4LP
Wellington	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	L 15 4LP
Brookhouse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	L 15 5AE
Tiger Rock	Independent Free	Restaurant	Independent Free	L 15 5AG
Tavern Company	Independent Free	Restaurant	Independent Free	L 15 5AG
Lemongrass	Independent Free	Restaurant	Independent Free	L 15 5AJ
Eureka	Independent Free	Restaurant	Independent Free	L 15 8HE
Cock & Bottle	Unknown	Pubs & Full On	Unknown	L 15 8HF
Town Hall Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 15 8HF
Edinburgh	Cains Beer Company	Pubs & Full On	Cains Beer Company	L 15 8HY
Clock Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	L 15 8JS
Liverpool Masonic Bowling Club	Independent Free	Registered Club	Independent Free	L 15 8LT
Spire	Independent Free	Restaurant	Independent Free	L 15 9EA
Coffee House Hotel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	L 15 6TF
Dovedale Towers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	L 18 1DG
Penny Lane Wine Bar	Independent Free	Pubs & Full On	Independent Free	L 18 1DQ
Foghertys	Independent Free	Pubs & Full On	Independent Free	L 18 1EH
Earl Marshall	Independent Free	Pubs & Full On	Independent Free	L 7 6HD
Devonshire House Hotel	Independent Free	Residential	Independent Free	L 7 9LD
Richmond Tavern	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	L 15 9EA
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	L 13 1EW
Mango Restaurant	Independent Free	Restaurant	Independent Free	L 7 9PG
Liverpool Liberal Club	Independent Free	Registered Club	Independent Free	L 15 5AE
Barley Mow	Unknown	Pubs & Full On	Unknown	L 15 8JS
Derby & Rathbone Hall	Independent Free	Registered Club	Independent Free	L 17 1AB
Brambles	Independent Free	Pubs & Full On	Independent Free	L 13 5SB
Neon Jamon	Independent Free	Restaurant	Independent Free	L 15 9EH
McGintys	Independent Free	Pubs & Full On	Independent Free	L 13 4AH
21St Amendment	Independent Free	Restaurant	Independent Free	L 15 9EA
Schmooze Wine Bar	Independent Free	Pubs & Full On	Independent Free	L 15 9EA
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	L 7 5LZ
Portland Street 358	Independent Free	Restaurant	Independent Free	L 15 5AN
Peking Duck	Independent Free	Restaurant	Independent Free	L 15 5AE
Cafe 23	Independent Free	Restaurant	Independent Free	L 15 9EA
Fajitas Mexican Bar & Grill	Independent Free	Restaurant	Independent Free	L 7 9LQ
Big Lolas Taqueria	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	L 15 5AE
Pablinos	Independent Free	Restaurant	Independent Free	L 15 5AG
Beeswing	Independent Free	Pubs & Full On	Independent Free	L 15 3JT
Spitroast	Independent Free	Restaurant	Independent Free	L 15 5AE
Handyman Bar	Independent Free	Pubs & Full On	Independent Free	L 15 3JL
Black Cat	Independent Free	Pubs & Full On	Independent Free	L 15 3JR
Chiquito	Restaurant Group	Restaurant	Restaurant Group	L 13 1EW
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	L 13 1FA
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	L 7 9NJ
Maggie Fu	Independent Free	Restaurant	Independent Free	L 15 5AN
Belzan	Independent Free	Restaurant	Independent Free	L 15 3JJ

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Pubs & Full On	27	55.7	81.7	68			
Proprietary Club	2	4.1	7.3	57			
Registered Club	6	12.4	28.2	44			
Restaurant	24	49.5	32.1	154			
Residential	1	2.1	2.7	77			

Name	Description	License Type	Owner Name	Postcode
Leaf Tea Shop	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 15 5AN
Papa's Cafe Bistro	Independent Free	Restaurant	Independent Free	L 15 4LP
Dog House	Independent Free	Pubs & Full On	Independent Free	L 15 9EA
Skaus	Independent Free	Restaurant	Independent Free	L 18 1LW
Watering Can	Independent Free	Restaurant	Independent Free	L 18 1HQ
Buongiorno Deli	Independent Free	Restaurant	Independent Free	L 18 1DF
Twenty First Amendment	Independent Free	Restaurant	Independent Free	L 15 9EA

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04440\_Wellington, Liverpool, L15 4LP (1 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: P04440\_Wellington, Liverpool, L15 4LP (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,820	8.8	22.1	40		
2 Rising Prosperity	940	4.5	10.2	44		
3 Comfortable Communities	4,375	21.1	26.5	79		
4 Financially Stretched	5,944	28.6	23.7	121		
5 Urban Adversity	7,622	36.7	17.2	213		
6 Not Private Households	73	0.4	0.3	102		
<b>Total households</b>		<b>20,774</b>				

Acorn Category Pen Portrait

**5 Urban Adversity** 8.4M UK Adults    15.9% of UK

**Age range**  
25-34

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

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**Number of beds**  
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04440\_Wellington, Liverpool, L15 4LP (1 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	14	0.1	1.1	6			
1.B Executive Wealth	644	3.1	11.3	27			
1.C Mature Money	1,162	5.6	9.6	58			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	358	1.7	3.8	45			
2.E Career Climbers	582	2.8	6.4	44			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	198	1.0	6.0	16			
3.H Steady Neighbourhoods	1,233	5.9	7.4	80			
3.I Comfortable Seniors	14	0.1	2.9	2			
3.J Starting Out	2,930	14.1	4.6	310			
<b>4. Financially Stretched</b>							
4.K Student Life	3,441	16.6	2.5	661			
4.L Modest Means	818	3.9	8.0	49			
4.M Striving Families	921	4.4	7.4	60			
4.N Poorer Pensioners	764	3.7	5.8	64			
<b>5. Urban Adversity</b>							
5.O Young Hardship	5,731	27.6	6.3	441			
5.P Struggling Estates	296	1.4	5.7	25			
5.Q Difficult Circumstances	1,595	7.7	5.2	147			
<b>6. Not Private Households</b>							
6.R Not Private Households	73	0.4	0.3	102			
<b>Total households</b>	<b>20,774</b>						

### Acorn Group Pen Portrait

5
P
Struggling Estates

3.4M  
UK Adults

6.5%  
of UK

**Large, low income families surviving with benefits.** These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

**CORE DEMOGRAPHICS**

Age range <b>18-34</b>	Children at home <b>3+</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

**BRANDS**

SHOPPING JD, claire's, SPORTS DIRECT.com, Iceland
LEISURE McDonald's, KFC, GREGGS
WEBSITES HURGEY HORSE, very, JUST EAT, sky sports

**DIGITAL ATTITUDES**

I worry about online security <b>56%</b> <small>UK average: 58%</small>	Shopping online makes my life easier <b>61%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>29%</b> <small>UK average: 28%</small>
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**FINANCIAL PROFILE**

Household income UK: <b>£28k</b> <small>Average: £40k</small> London: <b>£32k</b> <small>Average: £48k</small>	% Disposable income UK: <b>30%</b> <small>Average: 43%</small> London: <b>28%</b> <small>Average: 29%</small>	Financial situation 
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**TOP BEHAVIOURS**

<b>Watching TV / videos on YouTube</b>	<b>Love to buy new gadgets and appliances</b>	<b>Posts ratings / reviews online</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: P04440\_Wellington, Liverpool, L15 4LP (1 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	14	0.1	0.9	8			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	16	0.1	2.2	3			
1.B.7 Affluent professionals	222	1.1	0.9	125			
1.B.8 Prosperous suburban families	406	2.0	1.5	127			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	1,107	5.3	2.8	189			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	55	0.3	1.3	20			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	59	0.3	0.7	41			
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	299	1.4	1.0	149			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	461	2.2	3.4	65			
2.E.20 Mixed metropolitan areas	121	0.6	1.0	58			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	198	1.0	2.7	35			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	744	3.6	3.5	103			
3.H.28 Owner occupied terraces, average income	430	2.1	1.6	129			
3.H.29 Established suburbs, older families	59	0.3	2.3	12			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	14	0.1	2.4	3			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	2,802	13.5	2.2	627			
3.J.33 Smaller houses and starter homes	128	0.6	2.4	26			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	508	2.4	0.3	730			
4.K.35 Term-time terraces	2,477	11.9	0.2	4,788			
4.K.36 Educated young people in flats and tenements	456	2.2	1.9	114			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	482	2.3	1.4	161			
4.L.38 Semi-skilled workers in traditional neighbourhoods	183	0.9	2.6	34			
4.L.39 Fading owner occupied terraces	153	0.7	2.9	25			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	32	0.2	1.6	9			
4.M.43 Families in right-to-buy estates	558	2.7	2.0	132			
4.M.44 Post-war estates, limited means	331	1.6	2.2	73			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	43	0.2	0.8	26			
4.N.46 Elderly people in social rented flats	263	1.3	1.0	123			
4.N.47 Low income older people in smaller semis	171	0.8	2.2	37			
4.N.48 Pensioners and singles in social rented flats	287	1.4	1.7	81			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	278	1.3	2.2	61			
5.O.50 Struggling younger people in mixed tenure	1,110	5.3	1.8	297			
5.O.51 Young people in small, low cost terraces	4,343	20.9	2.3	923			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	281	1.4	1.6	87			
5.P.53 Low income terraces	10	0.0	0.8	6			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	2	0.0	0.7	1			
5.P.56 Low income large families in social rented semis	3	0.0	1.6	1			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	38	0.2	1.5	12			
5.Q.58 Singles and young families, some receiving benefits	1,153	5.6	1.8	315			
5.Q.59 Deprived areas and high-rise flats	404	1.9	2.0	99			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	73	0.4	0.3	123			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>20,774</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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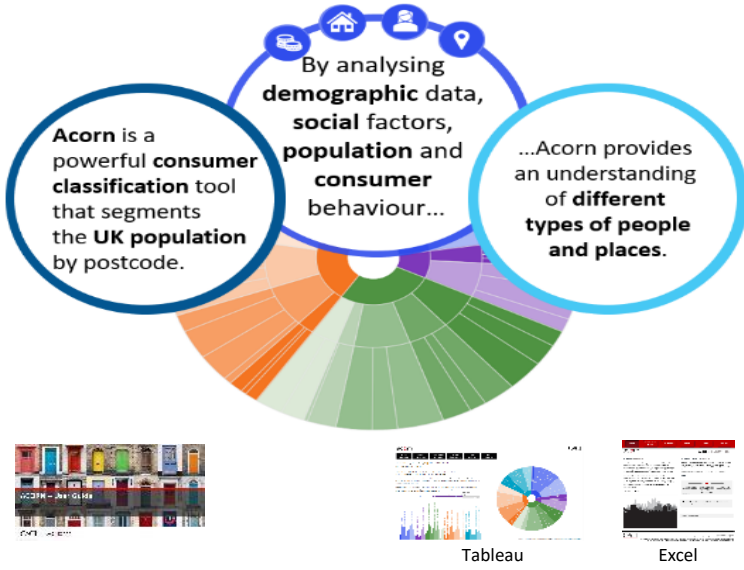
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

**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**

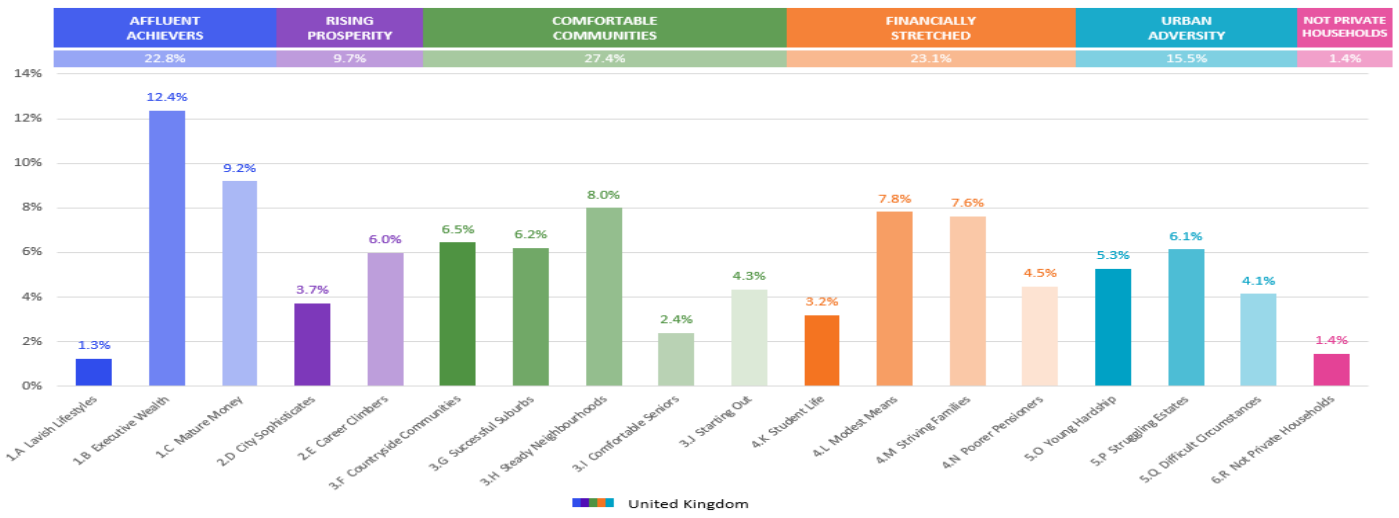
House tenure: **Owned outright**

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%



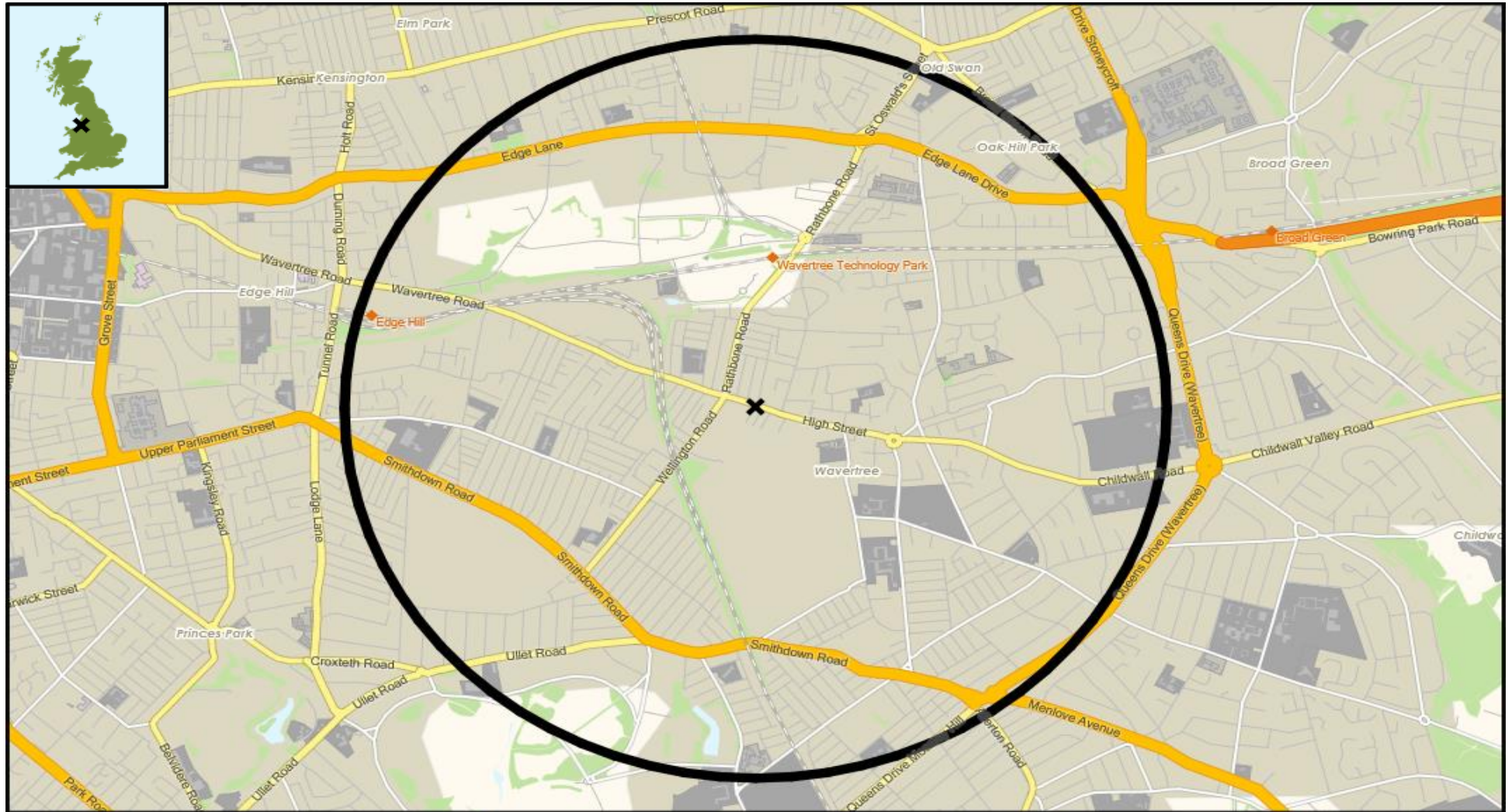


# MAP OF AREA

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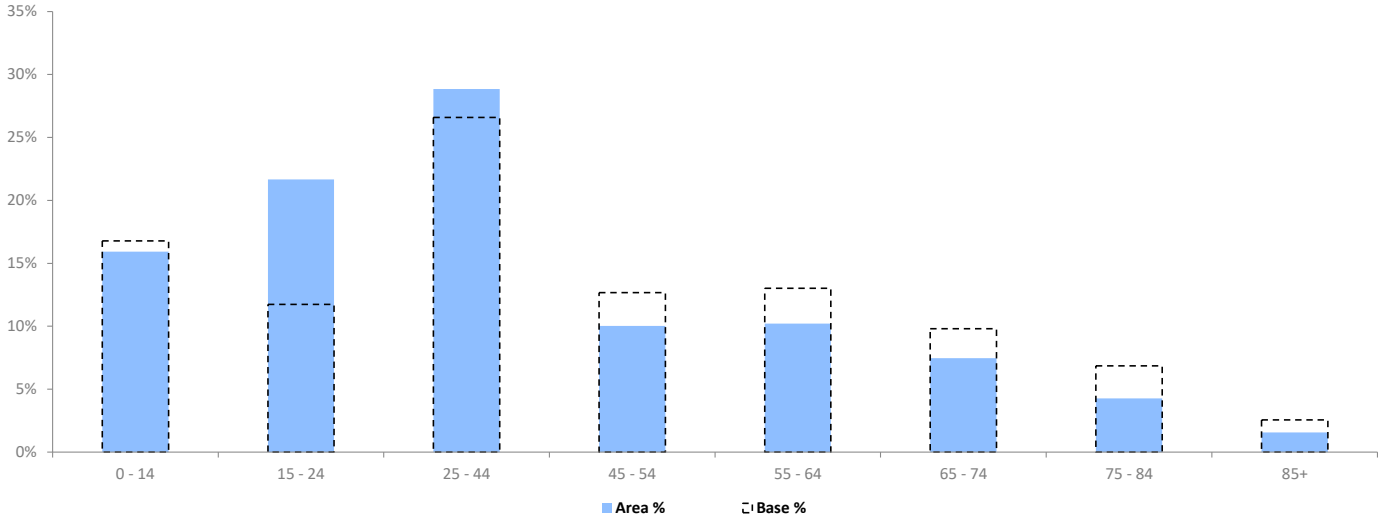


# POPULATION PROJECTIONS

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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	7,730	15.9	16.8	95			
15 - 24	10,515	21.7	11.7	<b>185</b>			
25 - 44	13,999	28.9	26.6	<b>109</b>			
45 - 54	4,865	10.0	12.7	79			
55 - 64	4,956	10.2	13.0	78			
65 - 74	3,623	7.5	9.8	76			
75 - 84	2,066	4.3	6.9	62			
85+	761	1.6	2.6	61			
<b>Total population</b>	<b>48,515</b>						



# EXPENDITURE

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Area: P04440\_Wellington, Liverpool, L15 4LP (1 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	£1,346,858	£61.80	£66.95	92			
2. Alcoholic beverages, tobacco and narcotics	£614,872	£28.21	£28.12	100			
3. Clothing & Footwear	£479,727	£22.01	£22.40	98			
4. Housing, water, electricity, gas and other fuels	£2,012,645	£92.35	£107.19	86			
5. Furnishings, equipment and routine maintenance	£660,680	£30.32	£36.85	82			
6. Health	£274,069	£12.58	£13.48	93			
7. Transport	£2,943,944	£135.09	£134.74	100			
8. Communication	£323,738	£14.86	£15.74	94			
9. Recreation & Culture	£1,261,867	£57.90	£64.16	90			
10. Education	£745,072	£34.19	£22.26	154			
11. Restaurants & Hotels	£1,571,499	£72.11	£67.11	107			
12. Miscellaneous goods and services	£2,113,210	£96.97	£109.86	88			
<b>Total Expenditure</b>	<b>£14,348,181</b>	<b>£658.38</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.