

CGA LICENCED PREMISES

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Area: P00285_Cherry Tree, Colchester, CO7 0JF (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	89.6	81.7	110			
Proprietary Club	0	0.0	7.3	0			
Registered Club	7	78.4	28.2	278			
Restaurant	2	22.4	32.1	70			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Yachtsmans Arms	Greene King	Pubs & Full On	Greene King	CO 7 0AZ
Masonic Club	Independent Free	Registered Club	Independent Free	CO 7 0AL
Ye Olde Swan	Punch Pub Company	Pubs & Full On	Punch Pub Company	CO 7 0AE
Raj Pavillion Restaurant	Independent Free	Restaurant	Independent Free	CO 7 0AL
Colne Yacht Club	Independent Free	Registered Club	Independent Free	CO 7 0AX
Freemasons Arms	Independent Free	Pubs & Full On	Independent Free	CO 7 0BG
Brewers Arms	Independent Free	Pubs & Full On	Independent Free	CO 7 0BX
Rosebud	Wellington	Pubs & Full On	Wellington	CO 7 0EH
Kings Head	Independent Free	Pubs & Full On	Independent Free	CO 7 0HT
Cherry Tree	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CO 7 0JF
Brightlingsea Community Centre	Independent Free	Registered Club	Independent Free	CO 7 0LG
Brightlingsea Bowls Club	Independent Free	Registered Club	Independent Free	CO 7 0NP
Brightlingsea United Football Club	Independent Free	Registered Club	Independent Free	CO 7 0PL
Royal British Legion Club	Independent Free	Registered Club	Independent Free	CO 7 0BG
Brightlingsea Sailing Club	Independent Free	Registered Club	Independent Free	CO 7 0DY
No 1 Harbour Square	Independent Free	Pubs & Full On	Independent Free	CO 7 0GE
Vines	Independent Free	Restaurant	Independent Free	CO 7 0AE

MAP OF AREA

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 Source: OS Open Data 2018

Area: P00285_Cherry Tree, Colchester, CO7 0JF (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: P00285_Cherry Tree, Colchester, CO7 0JF (1 Mile contour)
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Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	544	13.4	22.1	61		
2 Rising Prosperity	102	2.5	10.2	25		
3 Comfortable Communities	2,071	50.9	26.5	192		
4 Financially Stretched	1,198	29.5	23.7	124		
5 Urban Adversity	151	3.7	17.2	22		
6 Not Private Households	0	0.0	0.3	0		
Total households		4,066				



Graph

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: P00285_Cherry Tree, Colchester, CO7 0JF (1 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	0	0.0	1.1	0			
1.B Executive Wealth	206	5.1	11.3	45			
1.C Mature Money	338	8.3	9.6	86			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	102	2.5	6.4	39			
3. Comfortable Communities							
3.F Countryside Communities	865	21.3	5.7	371			
3.G Successful Suburbs	317	7.8	6.0	131			
3.H Steady Neighbourhoods	239	5.9	7.4	79			
3.I Comfortable Seniors	438	10.8	2.9	377			
3.J Starting Out	212	5.2	4.6	115			
4. Financially Stretched							
4.K Student Life	29	0.7	2.5	28			
4.L Modest Means	771	19.0	8.0	237			
4.M Striving Families	146	3.6	7.4	48			
4.N Poorer Pensioners	252	6.2	5.8	108			
5. Urban Adversity							
5.O Young Hardship	125	3.1	6.3	49			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	26	0.6	5.2	12			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	4,066						

Acorn Group Pen Portrait

4 L Modest Means **4.1M** UK Adults **7.7%** of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS		BRANDS	
Age range 25-44	Children at home 3+	SHOPPING: M&Co NEW LOOK LEISURE: WEBSITES:	
House tenure Privately renting	Family structure Single parent	DIGITAL	
Number of beds 3	House type Terraced	ATTITUDES	
FINANCIAL PROFILE		I worry about online security: 58% (UK average: 58%) Shopping online makes my life easier: 61% (UK average: 62%) I love the ease of using chat bots to get answers: 32% (UK average: 28%)	
Household income UK: £35k (Average: £10k) London: £42k (Average: £16k)	% Disposable income UK: 45% (Average: 43%) London: 32% (Average: 28%)	TOP BEHAVIOURS	
Financial situation:		Moderate internet usage Uploads original content on social media TV catch up via ITV hub	



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

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Area: P00285_Cherry Tree, Colchester, CO7 0JF (1 Mile contour)
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 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	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	144	3.5	2.6	134			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	39	1.0	2.2	43			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	23	0.6	1.6	35			
1.C Mature Money							
1.C.10 Better-off villagers	53	1.3	3.1	42			
1.C.11 Settled suburbia, older people	13	0.3	2.8	11			
1.C.12 Retired and empty nesters	189	4.6	2.5	189			
1.C.13 Upmarket downsizers	83	2.0	1.3	158			
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	17	0.4	2.0	21			
2.E.19 First time buyers in small, modern homes	85	2.1	3.4	62			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
3. Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	52	1.3	1.0	127			
3.F.23 Owner occupiers in small towns and villages	813	20.0	3.2	623			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	191	4.7	2.7	174			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	126	3.1	2.4	128			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	80	2.0	3.5	57			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	159	3.9	2.3	167			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	438	10.8	2.4	454			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	212	5.2	2.4	217			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	29	0.7	0.3	213			
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	172	4.2	1.4	293			
4.L.38 Semi-skilled workers in traditional neighbourhoods	576	14.2	2.6	539			
4.L.39 Fading owner occupied terraces	23	0.6	2.9	19			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	99	2.4	1.6	153			
4.M.42 Struggling young families in post-war terraces	47	1.2	1.6	70			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	41	1.0	0.8	128			
4.N.46 Elderly people in social rented flats	65	1.6	1.0	155			
4.N.47 Low income older people in smaller semis	110	2.7	2.2	121			
4.N.48 Pensioners and singles in social rented flats	36	0.9	1.7	52			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	122	3.0	2.2	137			
5.O.50 Struggling younger people in mixed tenure	3	0.1	1.8	4			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	26	0.6	1.8	36			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,066						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00285_Cherry Tree, Colchester, CO7 0JF (1 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**

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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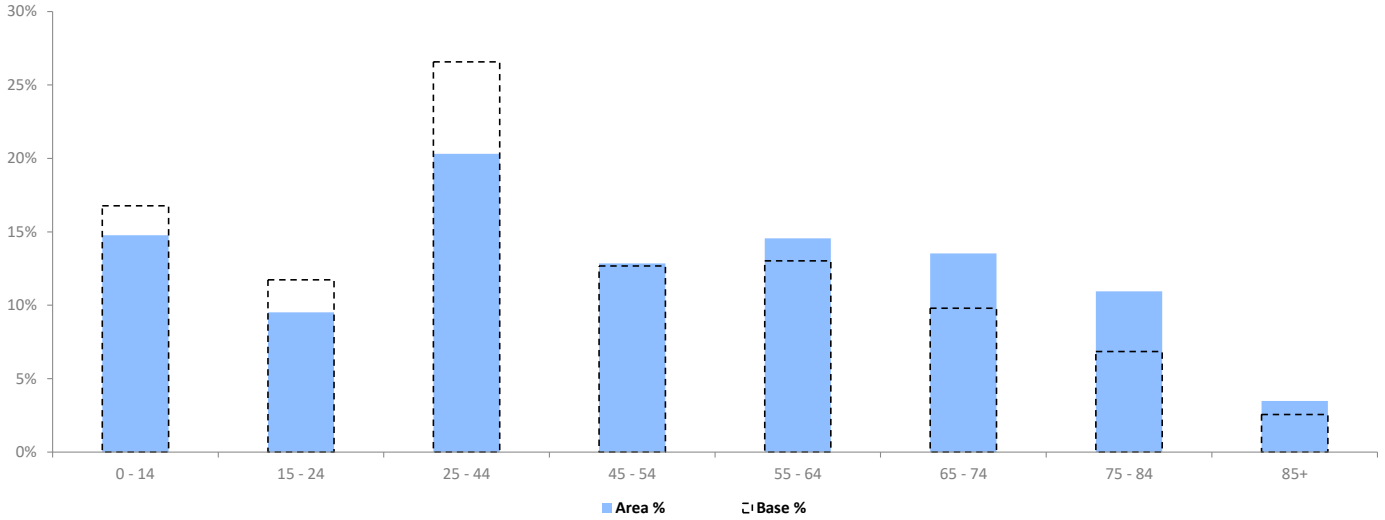


POPULATION PROJECTIONS

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Area: P00285_Cherry Tree, Colchester, CO7 0JF (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,319	14.8	16.8	88			
15 - 24	851	9.5	11.7	81			
25 - 44	1,815	20.3	26.6	76			
45 - 54	1,148	12.9	12.7	101			
55 - 64	1,301	14.6	13.0	112			
65 - 74	1,209	13.5	9.8	138			
75 - 84	978	10.9	6.9	160			
85+	312	3.5	2.6	137			
Total population	8,933						



EXPENDITURE

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Area: P00285_Cherry Tree, Colchester, CO7 0JF (1 Mile contour)
 Base: Great Britain
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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	£257,153	£63.89	£66.95	95			
2. Alcoholic beverages, tobacco and narcotics	£106,894	£26.56	£28.12	94			
3. Clothing & Footwear	£81,308	£20.20	£22.40	90			
4. Housing, water, electricity, gas and other fuels	£359,106	£89.22	£107.19	83			
5. Furnishings, equipment and routine maintenance	£136,259	£33.85	£36.85	92			
6. Health	£57,314	£14.24	£13.48	106			
7. Transport	£550,909	£136.87	£134.74	102			
8. Communication	£57,181	£14.21	£15.74	90			
9. Recreation & Culture	£197,516	£49.07	£64.16	76			
10. Education	£52,117	£12.95	£22.26	58			
11. Restaurants & Hotels	£236,654	£58.80	£67.11	88			
12. Miscellaneous goods and services	£446,476	£110.93	£109.86	101			
Total Expenditure	£2,538,886	£630.78	£688.85	92			



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.