

# CGA LICENCED PREMISES

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Area: P04050\_Black Horse, Chelmsford, CM2 0LD ( )  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	38	355.5	81.7	<b>435</b>			
Proprietary Club	3	28.1	7.3	<b>385</b>			
Registered Club	5	46.8	28.2	<b>166</b>			
Restaurant	36	336.8	32.1	<b>1049</b>			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Wine Cellar	Independent Free	Pubs & Full On	Independent Free	CM 1 1HL
Railway Tavern	Gray & Sons	Pubs & Full On	Gray & Sons	CM 1 1LW
Golden Fleece	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CM 1 1JP
Queens Head	Independent Free	Pubs & Full On	Independent Free	CM 2 0AS
Orange Tree	Gray & Sons	Pubs & Full On	Gray & Sons	CM 2 0AS
Great Baddows Bowls Club	Independent Free	Registered Club	Independent Free	CM 2 0BQ
Shahjan	Independent Free	Restaurant	Independent Free	CM 2 0BX
Bilash Restaurant	Independent Free	Restaurant	Independent Free	CM 2 0BX
Lanthong Thai	Independent Free	Restaurant	Independent Free	CM 2 0DG
Nags Head	Unknown	Pubs & Full On	Unknown	CM 2 0DG
Authentico	Independent Free	Restaurant	Independent Free	CM 2 0DG
Taj Mahal	Independent Free	Restaurant	Independent Free	CM 2 0DG
O'connors	Punch Pub Company	Pubs & Full On	Punch Pub Company	CM 2 0HG
Bay Horse	Independent Free	Pubs & Full On	Independent Free	CM 2 0LG
El Chigre	Independent Free	Restaurant	Independent Free	CM 2 0HX
Smoke In Shed	Independent Free	Restaurant	Independent Free	CM 2 0HX
Siam Cottage	Independent Free	Restaurant	Independent Free	CM 2 0HY
Anchor	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM 2 0LD
Black Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 2 0LD
United Brethren	Gray & Sons	Pubs & Full On	Gray & Sons	CM 2 0LF
Balti King	Independent Free	Restaurant	Independent Free	CM 2 0LG
Breakfast Club	Breakfast Club	Pubs & Full On	Breakfast Club	CM 2 0LR
Chelmsford Club	Independent Free	Registered Club	Independent Free	CM 2 0RG
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CM 2 6FL
Two Brewers	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM 2 6JY
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	CM 2 7GY
New London Restaurant	Independent Free	Restaurant	Independent Free	CM 2 0AA
Chelmsford Conservative Club	Independent Free	Registered Club	Independent Free	CM 2 0JG
Grove Lawn Tennis Club	Independent Free	Registered Club	Independent Free	CM 2 9QA
Star And Garter	Independent Free	Pubs & Full On	Independent Free	CM 2 0LD
Essex County County Cricket Club	Independent Free	Proprietary Club	Independent Free	CM 2 0PG
Bar And Beyond	Rekom UK	Pubs & Full On	Rekom UK	CM 2 0HR
Cricketers	Gray & Sons	Pubs & Full On	Gray & Sons	CM 2 0JT
Woolpack	Greene King	Pubs & Full On	Greene King	CM 2 0DN
Q-Ball Snooker Club	Independent Free	Proprietary Club	Independent Free	CM 2 0UU
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CM 2 6JE
Walkabout	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CM 2 6JE
Wildwood	Tasty	Restaurant	Tasty	CM 2 6FD
Pizza Express	Hony Capital	Restaurant	Hony Capital	CM 2 0LR
Ivory Peg	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CM 2 0SW
Cote	Cote Restaurants	Restaurant	Cote Restaurants	CM 1 1XB
Bootmaker	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	CM 2 0HR
Bar 7	Independent Free	Pubs & Full On	Independent Free	CM 2 0HR
Courtyard	Independent Free	Pubs & Full On	Independent Free	CM 2 0DG
Pinchos Restaurant & Wine Bar	Independent Free	Pubs & Full On	Independent Free	CM 2 0BX
Lek Thai Food	Independent Free	Restaurant	Independent Free	CM 1 1LU
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	CM 1 1GD
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	CM 2 6QR
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	CM 2 6QR
Prezzo	Prezzo plc	Restaurant	Prezzo plc	CM 1 1GD
Zenxi	Independent Free	Restaurant	Independent Free	CM 2 0DL
San Chinese	Independent Free	Restaurant	Independent Free	CM 2 0JT
Schwings	Independent Free	Restaurant	Independent Free	CM 2 0ND

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Restaurant	36	336.8	32.1	<b>1049</b>			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	CM 1 1XD
Middletons Steak House	Middletons Steak House	Restaurant	Middletons Steak House	CM 1 1BE
Acanteen	Independent Free	Restaurant	Independent Free	CM 2 OND
Chelmsford Canoe Club	Independent Free	Registered Club	Independent Free	CM 2 ODE
Banana Tree	Big Table Group Ltd	Restaurant	Big Table Group Ltd	CM 1 1XD
Club Tantalize	Independent Free	Proprietary Club	Independent Free	CM 2 0UU
El Chigre	Independent Free	Restaurant	Independent Free	CM 1 1BE
Bourgee	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	CM 1 1XB
Cosy Club	Loungers	Pubs & Full On	Loungers	CM 2 6JX
Mowgli	Mowgli	Restaurant	Mowgli	CM 1 1GD
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	CM 1 1GD
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	CM 1 1GD
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	CM 1 1GD
Everyman Cinema	Everyman Media Group	Pubs & Full On	Everyman Media Group	CM 1 1GH
Bogaz	Independent Free	Restaurant	Independent Free	CM 2 0HY
Moulsham Tap	Independent Free	Pubs & Full On	Independent Free	CM 2 0JA
Hop Beer Shop	Independent Free	Pubs & Full On	Independent Free	CM 2 0LD
Wagamama	Restaurant Group	Restaurant	Restaurant Group	CM 1 1GD
Be At One	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CM 2 0LR
Five Guys	Five Guys	Restaurant	Five Guys	CM 1 1BE
Moto Pizza	Independent Free	Restaurant	Independent Free	CM 2 0DG
Songs Buffet Restaurant	Independent Free	Restaurant	Independent Free	CM 1 1GH
Bck Yrd Golf	Independent Free	Pubs & Full On	Independent Free	CM 2 6JE
Garrison	Independent Free	Pubs & Full On	Independent Free	CM 1 1BE
Benugo	Benugo Ltd	Pubs & Full On	Benugo Ltd	CM 1 1GD
Hopsters	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CM 2 0HY
Boom Battle Bar	BBB UK Trading Ltd	Pubs & Full On	BBB UK Trading Ltd	CM 1 1GH
Brewhouse And Kitchen	Independent Free	Pubs & Full On	Independent Free	CM 1 1LW
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	CM 2 6JX

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04050\_Black Horse, Chelmsford, CM2 0LD (0.50 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:** P04050\_Black Horse, Chelmsford, CM2 0LD (0.50 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,001	19.9	22.1	90		
2 Rising Prosperity	2,182	43.4	10.2	<b>426</b>		
3 Comfortable Communities	1,020	20.3	26.5	76		
4 Financially Stretched	399	7.9	23.7	33		
5 Urban Adversity	364	7.2	17.2	42		
6 Not Private Households	65	1.3	0.3	<b>375</b>		
Graph						
<b>Total households</b>	<b>5,031</b>					

### Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

**Age range**  
25-34

**Financial situation**

**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:** P04050\_Black Horse, Chelmsford, CM2 0LD (0.50 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	0	0.0	1.1	0			
1.B Executive Wealth	621	12.3	11.3	109			
1.C Mature Money	380	7.6	9.6	78			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	16	0.3	3.8	8			
2.E Career Climbers	2,166	43.1	6.4	676			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	121	2.4	6.0	40			
3.H Steady Neighbourhoods	130	2.6	7.4	35			
3.I Comfortable Seniors	106	2.1	2.9	74			
3.J Starting Out	663	13.2	4.6	290			
<b>4. Financially Stretched</b>							
4.K Student Life	376	7.5	2.5	298			
4.L Modest Means	23	0.5	8.0	6			
4.M Striving Families	0	0.0	7.4	0			
4.N Poorer Pensioners	0	0.0	5.8	0			
<b>5. Urban Adversity</b>							
5.O Young Hardship	111	2.2	6.3	35			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	253	5.0	5.2	96			
<b>6. Not Private Households</b>							
6.R Not Private Households	65	1.3	0.3	375			
<b>Total households</b>	<b>5,031</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

#### 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: **56%** (UK average: 53%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

#### FINANCIAL PROFILE

- Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)
- % Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)
- Financial situation:

#### TOP BEHAVIOURS

- Watching TV / videos on YouTube
- Love to buy new gadgets and appliances
- Posts ratings / reviews online



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

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Area: P04050\_Black Horse, Chelmsford, CM2 OLD (0.50 Mile contour)  
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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	0	0.0	0.9	0			
<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	13	0.3	2.2	12			
1.B.7 Affluent professionals	37	0.7	0.9	86			
1.B.8 Prosperous suburban families	571	11.3	1.5	740			
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	360	7.2	2.8	254			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	20	0.4	1.3	31			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	15	0.3	0.7	43			
2.D.15 Younger professionals in smaller flats	1	0.0	1.5	1			
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	136	2.7	2.0	137			
2.E.19 First time buyers in small, modern homes	2,030	40.3	3.4	1,189			
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	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	121	2.4	2.7	89			
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	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	110	2.2	1.6	136			
3.H.29 Established suburbs, older families	20	0.4	2.3	17			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	106	2.1	0.5	434			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	635	12.6	2.2	587			
3.J.33 Smaller houses and starter homes	28	0.6	2.4	23			
<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	376	7.5	1.9	389			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	23	0.5	1.4	32			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	0	0.0	1.6	0			
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			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	79	1.6	2.2	72			
5.O.50 Struggling younger people in mixed tenure	32	0.6	1.8	35			
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	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			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	163	3.2	1.5	215			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	90	1.8	2.0	91			
<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	65	1.3	0.3	454			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,031</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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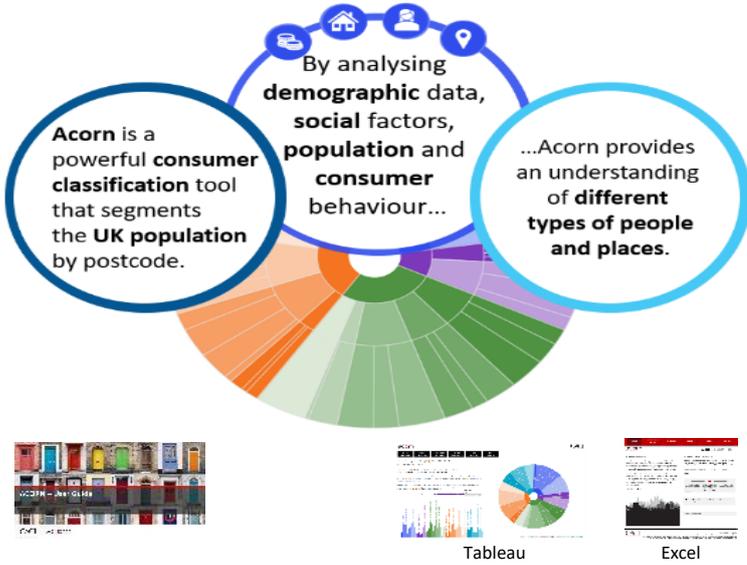
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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**

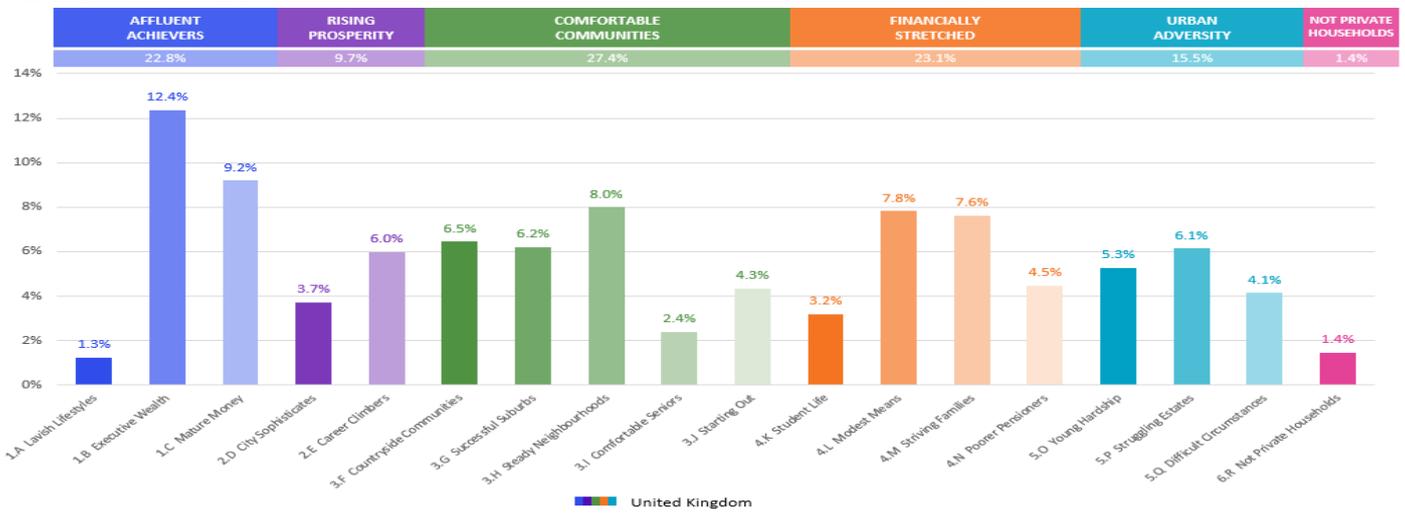
House tenure: **Owned outright**

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%





# POPULATION PROJECTIONS

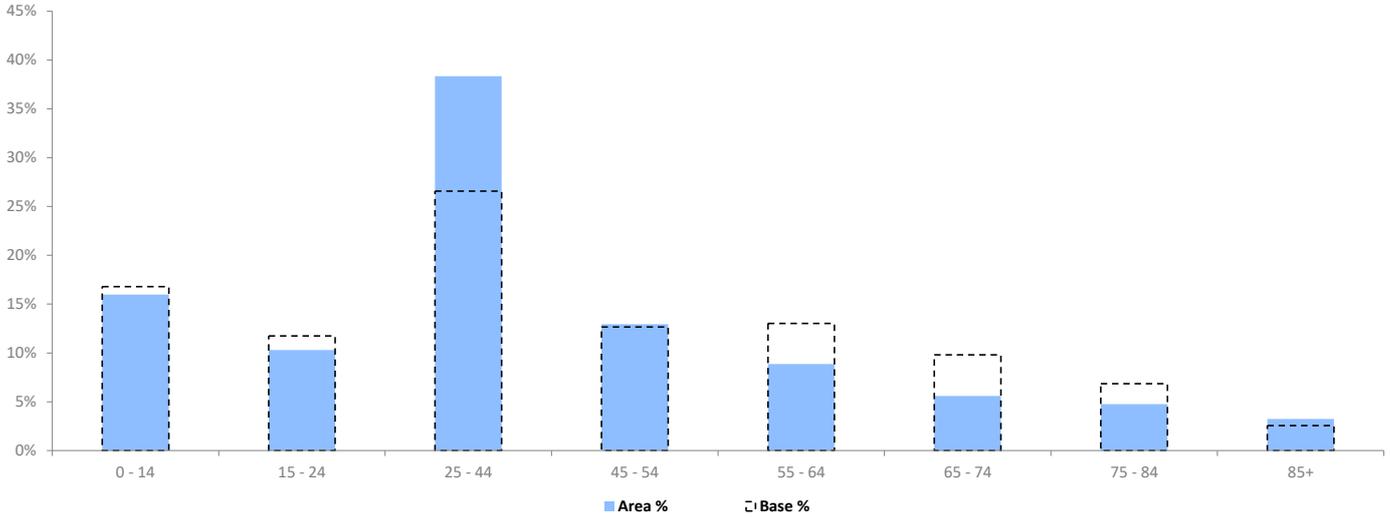
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Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,708	16.0	16.8	95			
15 - 24	1,102	10.3	11.7	88			
25 - 44	4,099	38.4	26.6	144			
45 - 54	1,383	12.9	12.7	102			
55 - 64	946	8.9	13.0	68			
65 - 74	598	5.6	9.8	57			
75 - 84	507	4.7	6.9	69			
85+	345	3.2	2.6	126			
<b>Total population</b>	<b>10,688</b>						



# EXPENDITURE

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Area: P04050\_Black Horse, Chelmsford, CM2 0LD (0.50 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	£304,694	£62.64	£66.95	94			
2. Alcoholic beverages, tobacco and narcotics	£119,879	£24.65	£28.12	88			
3. Clothing & Footwear	£100,014	£20.56	£22.40	92			
4. Housing, water, electricity, gas and other fuels	£552,921	£113.68	£107.19	106			
5. Furnishings, equipment and routine maintenance	£169,106	£34.77	£36.85	94			
6. Health	£69,543	£14.30	£13.48	106			
7. Transport	£723,104	£148.66	£134.74	110			
8. Communication	£72,354	£14.88	£15.74	95			
9. Recreation & Culture	£274,923	£56.52	£64.16	88			
10. Education	£112,083	£23.04	£22.26	104			
11. Restaurants & Hotels	£365,528	£75.15	£67.11	112			
12. Miscellaneous goods and services	£566,968	£116.56	£109.86	106			
<b>Total Expenditure</b>	<b>£3,431,117</b>	<b>£705.41</b>	<b>£688.85</b>	<b>102</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.