

CGA LICENCED PREMISES - LICENCES

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Area: P04093_Grapes, Melksham, SN12 6LE (5 Mil
Base: Great Britain
Year: 2024

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs and Bars							
Branded Food Pub	2	2.5	3.3	74			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	16	19.8	26.7	74			
Craft Bar	0	0.0	1.2	0			
Educational Bar	0	0.0	0.9	0			
Late Night Bar	0	0.0	2.0	0			
Themed Bar	0	0.0	0.4	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	25	30.9	13.7	225			
Unthemed High Street Pub	5	6.2	8.9	69			
Wine Bar	0	0.0	1.0	0			
Restaurants and Cafes							
Bar Restaurant	1	1.2	5.0	25			
Cafe/Delicatessen	2	2.5	1.9	133			
Casual Dining Restaurant	5	6.2	7.8	80			
Restaurant	12	14.8	22.6	66			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	2	2.5	3.5	70			
Guest/Boarding House	1	1.2	2.6	48			
Hotel	9	11.1	10.8	103			
Sports and Community							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	1	1.2	3.1	39			
Local Sports Club	6	7.4	11.9	62			
Snooker Club	0	0.0	0.0	0			
Social Club	11	13.6	12.0	113			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	0	0.0	1.9	0			
Entertainment and Leisure							
Arena	0	0.0	0.0	0			
Ballroom	0	0.0	0.0	0			
Bingo Hall	0	0.0	0.4	0			
Casino	0	0.0	0.2	0			
Cinema	0	0.0	0.5	0			
Holiday/Caravan Park	0	0.0	1.3	0			
Nightclub	1	1.2	1.2	99			
Street Market	0	0.0	0.0	0			
Theatre	0	0.0	1.0	0			
Unknown	0	0.0	0.0	0			

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Name	Description	License Type	Owner Name	Postcode
Rose & Crown	Banwell House Pub Company	Unbranded Food Pub	Banwell House Pub Company	BA14 9AA
Lamb On The Strand	Independent Free	Unbranded Food Pub	Independent Free	BA14 6LL
Semington Social Club	Independent Free	Social Club	Independent Free	BA14 6LN
Old Bear	Independent Free	Unbranded Food Pub	Independent Free	BA14 6PB
Tollgate Inn	Independent Free	Community Pub	Independent Free	BA14 6PX
Old Ham Tree	Wadworth & Co Ltd	Community Pub	Wadworth & Co Ltd	BA14 6PY
Trowbridge Rugby Football Club	Independent Free	Local Sports Club	Independent Free	BA14 7DH
Fieldways	Independent Free	Hotel	Independent Free	BA14 7JP
Kings Arms	Star Pubs & Bars	Community Pub	Star Pubs & Bars	BA14 7NZ
Hilpertown Village Hall	Independent Free	Conference/Exhibition/	Independent Free	BA14 7RN
Lion & Fiddle	Independent Free	Unbranded Food Pub	Independent Free	BA14 7QQ
Kings Arms	Independent Free	Unthemed High Street F	Independent Free	BA14 8AN
Courthouse	Star Pubs & Bars	Unbranded Food Pub	Star Pubs & Bars	BA14 8AN
West Wiltshire Conservative Club	Independent Free	Social Club	Independent Free	BA14 8DG
Twelve Bells	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	BA14 8LS
Trowbridge Cricket & Sports Club	Independent Free	Local Sports Club	Independent Free	BA14 8QJ
George	Independent Free	Community Pub	Independent Free	BA15 1AQ
Woolley Grange Hotel & Restaurant	von Essen Hotels	Hotel	von Essen Hotels	BA15 1TX
Leigh Park Hotel	Independent Free	Hotel	Independent Free	BA15 2RA
Long Arms	Wadworth & Co Ltd	Unbranded Food Pub	Wadworth & Co Ltd	BA15 2SB
Raven	Wadworth & Co Ltd	Unbranded Food Pub	Wadworth & Co Ltd	SN10 1RW
Well	Independent Free	Unbranded Food Pub	Independent Free	SN10 1SJ
George & Dragon	Independent Free	Community Pub	Independent Free	SN10 2PN
Conigre Rooms And Restaurant	Independent Free	Hotel	Independent Free	SN12 6BZ
West End Inn	Independent Free	Community Pub	Independent Free	SN12 6DD
Kings Arms	Butcombe Brewery	Unbranded Food Pub	Liberation	SN12 6EX
Spencers Sports & Social Club	Independent Free	Social Club	Independent Free	SN12 6ES
Market Tavern	Independent Free	Unthemed High Street F	Independent Free	SN12 6EX
Melksham Conservative Club	Independent Free	Social Club	Independent Free	SN12 6LE
Melksham Liberal Club	Independent Free	Social Club	Independent Free	SN12 6LG
Bear	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	SN12 6LL
Melksham Tandoori	Independent Free	Restaurant	Independent Free	SN12 6LS
Parsons Nose	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	SN12 6LA
Seend Social Club	Independent Free	Social Club	Independent Free	SN12 6NS
Brewery Inn	Ei Group	Community Pub	Ei Group	SN12 6PX
Barge Inn	Wadworth & Co Ltd	Unbranded Food Pub	Wadworth & Co Ltd	SN12 6QB
Three Magpies	Wadworth & Co Ltd	Unbranded Food Pub	Wadworth & Co Ltd	SN12 6RN
Pilot	Independent Free	Community Pub	Independent Free	SN12 6TA
Foresters Arms	Star Pubs & Bars	Community Pub	Star Pubs & Bars	SN12 7BN
Beechfield House Hotel	Independent Free	Hotel	Independent Free	SN12 7PU
Pig & Whistle	Stonegate Pub Company	Community Pub	Stonegate Pub Company	SN12 7AU
Il Vello Doro	Independent Free	Restaurant	Independent Free	SN12 8HB
White Hart	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	SN12 8JR
Pear Tree	Star Pubs & Bars	Community Pub	Star Pubs & Bars	SN12 8QX
Three Brewers	Red Oak Taverns	Community Pub	Red Oak Taverns	SN13 0AS
Corsham Club	Independent Free	Social Club	Independent Free	SN13 0BH
Jaipul Tandoori Restaurant	Independent Free	Restaurant	Independent Free	SN13 0ES
Flemish Weaver	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	SN13 0EZ
Methuen Arms	Butcombe Brewery	Hotel	Liberation	SN13 0HB
Royal Oak	Wadworth & Co Ltd	Unbranded Food Pub	Wadworth & Co Ltd	SN13 0HF
Hare & Hounds	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	SN13 0HY
Springfield Community Campus	Independent Free	Social Club	Independent Free	SN13 9DN
Corsham Bowls Club	Independent Free	Local Sports Club	Independent Free	SN13 9EU
Corsham Town Football Supporters Club	Independent Free	Local Sports Club	Independent Free	SN13 9HS
Harp & Crown	Independent Free	Unbranded Food Pub	Independent Free	SN13 9PU
Neston Country Inn	Independent Free	Guest/Boarding House	Independent Free	SN13 9SN
Great Western	Star Pubs & Bars	Community Pub	Star Pubs & Bars	SN13 9JA
Haveli India	Independent Free	Restaurant	Independent Free	SN15 2DF
Westbrook	Independent Free	Unbranded Food Pub	Independent Free	SN15 2EE
Red Lion	Wadworth & Co Ltd	Community Pub	Wadworth & Co Ltd	SN15 2LQ
George Inn	Wadworth & Co Ltd	Unbranded Food Pub	Wadworth & Co Ltd	SN15 2LH
Rising Sun	Wickwar	Community Pub	Wickwar	SN15 2PP

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Name	Description	License Type	Owner Name	Postcode
Bell	Independent Free	Unbranded Food Pub	Independent Free	SN15 2PJ
George Inn	Wadworth & Co Ltd	Unbranded Food Pub	Wadworth & Co Ltd	SN15 2PX
Longs Arms	Unknown	Unbranded Food Pub	Unknown	BA14 6EU
Bell On The Common	Wadworth & Co Ltd	Unbranded Food Pub	Wadworth & Co Ltd	SN12 8LX
Tale Of Spice	Independent Free	Casual Dining Restaurar	Independent Free	BA14 8AU
Mother And Wild	Independent Free	Restaurant	Independent Free	SN13 0HB
Whitley Golf Club	Independent Free	Golf Club	Independent Free	SN12 8EQ
Melksham Assembly Hall	Independent Free	Conference/Exhibition/I	Independent Free	SN12 6ES
South Wrexall & District Working Mens	Independent Free	Social Club	Independent Free	BA15 2RZ
Zinc	Stonegate Pub Company	Nightclub	Stonegate Pub Company	BA14 8AN
Albany Palace	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	BA14 8AQ
Raf Corsham	Independent Free	Social Club	Independent Free	SN13 9NR
Grounded	Grounded	Cafe/Delicatessen	Grounded	SN13 0HL
Greyhound	Wadworth & Co Ltd	Unbranded Food Pub	Wadworth & Co Ltd	SN15 2HA
At the Sign of the Angel	Independent Free	Hotel	Independent Free	SN15 2LB
Corsham Rugby Club	Independent Free	Local Sports Club	Independent Free	SN13 9QG
Red Admiral	Marston's	Branded Food Pub	Marston's	BA14 7GW
Forest Community Centre	Independent Free	Social Club	Independent Free	SN12 7FF
Beetees Cafe & Bar	Independent Free	Cafe/Delicatessen	Independent Free	BA14 8EY
Lees Restaurant	Independent Free	Restaurant	Independent Free	SN12 8AN
Nandos	Nandos Restaurants	Casual Dining Restaurar	Nandos Restaurants	BA14 8AH
Premier Inn	Whitbread Hotels	Hotel	Whitbread	BA14 8AH
Whitehall Garden Centre	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SN15 2LZ
Prezzo	Prezzo plc	Casual Dining Restaurar	Prezzo plc	BA14 8AH
Forage	Independent Free	Restaurant	Independent Free	SN13 8JB
Frankie & Bennys	Big Table Group Ltd	Casual Dining Restaurar	Big Table Group Ltd	BA14 8AH
Namaste Trowbridge	Independent Free	Restaurant	Independent Free	BA14 8HA
Casa Restaurant	Independent Free	Restaurant	Independent Free	SN12 6LG
Milk Churn	Hall & Woodhouse	Unbranded Food Pub	Hall & Woodhouse	SN12 6ZE
Valeroso Lounge	Loungers	Bar Restaurant	Loungers	BA14 8AH
Wagamama	Restaurant Group	Casual Dining Restaurar	Restaurant Group	BA14 8AH
Water Meadow	Marston's	Unbranded Food Pub	Marston's	SN12 7GG
Melksham Rugby Football Club	Independent Free	Local Sports Club	Independent Free	SN12 7GU
Toby Carvery	Mitchells & Butlers	Branded Food Pub	Mitchells & Butlers	BA14 8FS
Travelodge	Dubai International Capital	Hotel	Dubai International Capital	SN12 6AD
Greenhouse	Independent Free	Restaurant	Independent Free	SN13 9FN
Moonlight	Independent Free	Restaurant	Independent Free	SN13 0ES

MAP OF AREA

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Source: OS Open Data 2018

Area: P04093_Grapes, Melksham, SN12 6LE (5 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04093_Grapes, Melksham, SN12 6LE (5 Mile contour)
Base: Great Britain
Year: 2024

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
<div></div>	1	Luxury Lifestyles	260	0.7	3.1	24	<div></div>
<div></div>	2	Established Affluence	4,836	13.8	12.3	113	<div></div>
<div></div>	3	Thriving Neighbourhoods	11,124	31.8	22.6	141	<div></div>
<div></div>	4	Steadfast Communities	10,155	29.0	25.2	115	<div></div>
<div></div>	5	Stretched Society	6,123	17.5	21.1	83	<div></div>
<div></div>	6	Low Income Living	2,354	6.7	15.4	44	<div></div>
<div></div>	7	Not Private Households	181	0.5	0.4	132	<div></div>
Total households		35,033					

3

Thriving Neighbourhoods

6.3M
UK Households

22.4%
of UK

Predominant Housing Type

Semi or detached

Predominant Housing Tenure

Owned

Savings & Investments

Average

Comfortable, stable families and empty nesters who have a good standard of living, on an income above the UK average.

Groups within Thriving Neighbourhoods

F Mature Success

G Settled Suburbia

H Metropolitan Surroundings

I Up-and-coming Urbanites

J Aspiring Communities

32%

23%

7%

7%

31%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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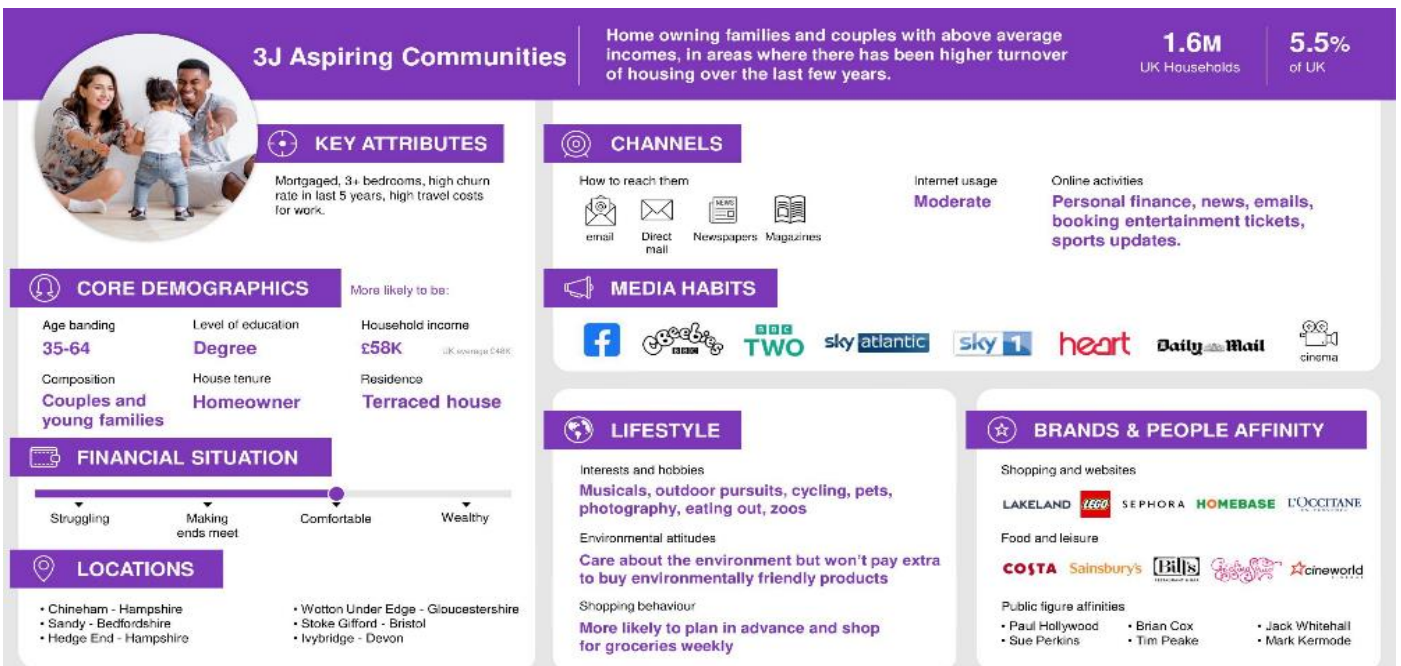
Area: P04093_Grapes, Melksham, SN12 6LE (5 Mile contour)

Base: Great Britain

Year: 2024

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles							
1.A Exclusive Addresses	0	0.0	0.3	0			
1.B Flourishing Capital	1	0.0	1.0	0			
1.C Upmarket Families	259	0.7	1.8	40			
2. Established Affluence							
2.D Commuter Belt Wealth	4,760	13.6	9.1	149			
2.E Prosperous Professionals	76	0.2	3.2	7			
3. Thriving Neighbourhoods							
3.F Mature Success	4,500	12.8	7.0	183			
3.G Settled Suburbia	1,354	3.9	5.2	75			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	90	0.3	3.2	8			
3.J Aspiring Communities	5,180	14.8	5.5	266			
4. Steadfast Communities							
4.K Semi-rural Maturity	3,890	11.1	6.7	165			
4.L Traditional Homeowners	1,778	5.1	6.0	85			
4.M Family Renters	1,441	4.1	4.6	90			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	3,046	8.7	5.3	163			
5. Stretched Society							
5.P Tenant Living	1,566	4.5	8.3	54			
5.Q Limited Budgets	2,932	8.4	5.2	161			
5.R Hard-up Households	1,625	4.6	7.6	61			
6. Low Income Living							
6.S Cash-strapped Families	535	1.5	7.3	21			
6.T Constrained Pensioners	975	2.8	3.3	84			
6.U Challenging Circumstances	844	2.4	4.8	51			
7. Not Private Households							
7.V Not Private Households	181	0.5	0.4	132			
Total households	35,033						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04093_Grapes, Melksham, SN12 6LE (5 Mile contour)

Base: Great Britain

Year: 2024

Sort by:  Acorn Structure
 Index
 Profile %

Acorn Type Description				Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles										
1.A Exclusive Addresses										
	1.A.1	High-flyers in luxury apartments and townhouses		0	0.0	0.1	0			
	1.A.2	Wealthy, gentrified areas		0	0.0	0.1	0			
	1.A.3	Asset-rich, out-of-town older families		0	0.0	0.1	0			
1.B Flourishing Capital										
	1.B.4	High-end professionals in city flats		0	0.0	0.5	0			
	1.B.5	Successful young families in smart urban areas		1	0.0	0.5	1			
1.C Upmarket Families										
	1.C.6	Executives in expensive suburban houses		259	0.7	1.1	70			
	1.C.7	Prosperous families in green-belt areas with substantial homes		0	0.0	0.8	0			
2. Established Affluence										
2.D Commuter Belt Wealth										
	2.D.8	Affluent, older homeowners		1,541	4.4	2.1	205			
	2.D.9	Families and couples in comfortable homes		303	0.9	1.6	56			
	2.D.10	Well-off families in larger semis		8	0.0	1.1	2			
	2.D.11	Mature and moneyed out-of-towners		1,850	5.3	2.1	249			
	2.D.12	Well-to-do empty nesters in detached houses		1,058	3.0	2.2	140			
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		76	0.2	1.3	17			
	2.E.14	Upmarket young families in terraces		0	0.0	0.9	0			
	2.E.15	Educated professionals renting flats		0	0.0	1.0	0			
3. Comfortable Communities										
3.F Mature Success										
	3.F.16	Families and couples in detached houses		1,104	3.2	2.0	161			
	3.F.17	Older, rural empty nesters and couples		1,652	4.7	2.7	178			
	3.F.18	Countryside retirees in spacious houses		6	0.0	0.1	20			
	3.F.19	Sophisticated couples living comfortably in detached homes		1,738	5.0	2.3	212			
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		1,141	3.3	2.4	133			
	3.G.21	Mid-life suburban living		213	0.6	2.7	22			
3.H Metropolitan Surroundings										
	3.H.22	Younger families and sharers in city terraces		0	0.0	1.0	0			
	3.H.23	Culturally diverse suburban families		0	0.0	0.7	0			
3.I Up-and-coming Urbanites										
	3.I.24	Young professionals renting city flats		0	0.0	1.3	0			
	3.I.25	Privately renting students and house sharers		1	0.0	0.3	1			
	3.I.26	Younger couples and singles in flats		89	0.3	1.7	15			
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		4,748	13.6	3.2	417			
	3.J.28	Families and couples in terraces		432	1.2	2.3	54			
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		2,611	7.5	3.0	246			
	4.K.30	Empty nesters in owner-occupied detached homes		1,038	3.0	2.5	120			
	4.K.31	Comfortable, home-owning families and empty nesters		159	0.5	0.7	67			
	4.K.32	Older comfortable families and couples in detached, rural properties		82	0.2	0.5	48			
	4.K.33	Retirees in semi-detached and detached properties		0	0.0	0.1	0			
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		1,426	4.1	3.0	134			
	4.L.35	Settled communities, semi-detached properties		352	1.0	2.9	34			
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		193	0.6	2.2	25			
	4.M.37	Restricted residents, socially renting		1,248	3.6	2.4	151			
4.N Urban Diversity										
	4.N.38	Younger families, multi-occupancy and rented households		0	0.0	1.0	0			
	4.N.39	Diverse communities in smaller semis and terraces		0	0.0	0.7	0			
	4.N.40	Young families, limited means in terraced metropolitan areas		0	0.0	0.9	0			
4.O Stable Seniors										
	4.O.41	Living on modest means in terraces		2,064	5.9	2.7	215			
	4.O.42	Retired homeowners in semi-detached and detached houses		778	2.2	1.6	138			
	4.O.43	Older couples living in detached houses, rural communities		204	0.6	1.0	59			
5. Stretched Society										
5.P Tenant Living										
	5.P.44	Urban, aspiring flat dwellers		0	0.0	1.4	0			
	5.P.45	Privately renting squeezed professionals in flats		202	0.6	2.9	20			
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0			
	5.P.47	Singles and couples in rented flats		1,364	3.9	3.0	129			
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		913	2.6	3.3	79			
	5.Q.49	Socially renting single adult households		2,019	5.8	1.9	299			
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		290	0.8	3.2	26			
	5.R.51	Older, single-person households on the outskirts of town		435	1.2	2.3	53			
	5.R.52	Socially renting families in terraces		900	2.6	2.0	126			
6. Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		0	0.0	1.7	0			
	6.S.54	Young families in socially rented semis		204	0.6	1.9	31			
	6.S.55	Families in low-value terraced housing		331	0.9	3.0	31			
	6.S.56	Diverse young families in rented terraces and flats		0	0.0	0.8	0			
6.T Constrained Pensioners										
	6.T.57	Older renters in flats and tenements		520	1.5	2.0	75			
	6.T.58	Poorer pensioners in semis		455	1.3	1.3	99			
6.U Challenging Circumstances										
	6.U.59	Students and sharers in multi-occupancy flats		0	0.0	0.2	0			
	6.U.60	Socially renting single adult households in flats		0	0.0	0.9	0			
	6.U.61	Socially rented flats, singles and pensioners		844	2.4	3.6	67			
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		26	0.1	0.1	56			
	7.V.63	Active communal populations		89	0.3	0.0	520			
	7.V.64	Inactive communal populations		66	0.2	0.2	90			
	7.V.65	Non-residential postcodes		0	0.0	0.0	0			
Total households				35,033						

CATEGORY

GROUP

TYPE

MAP

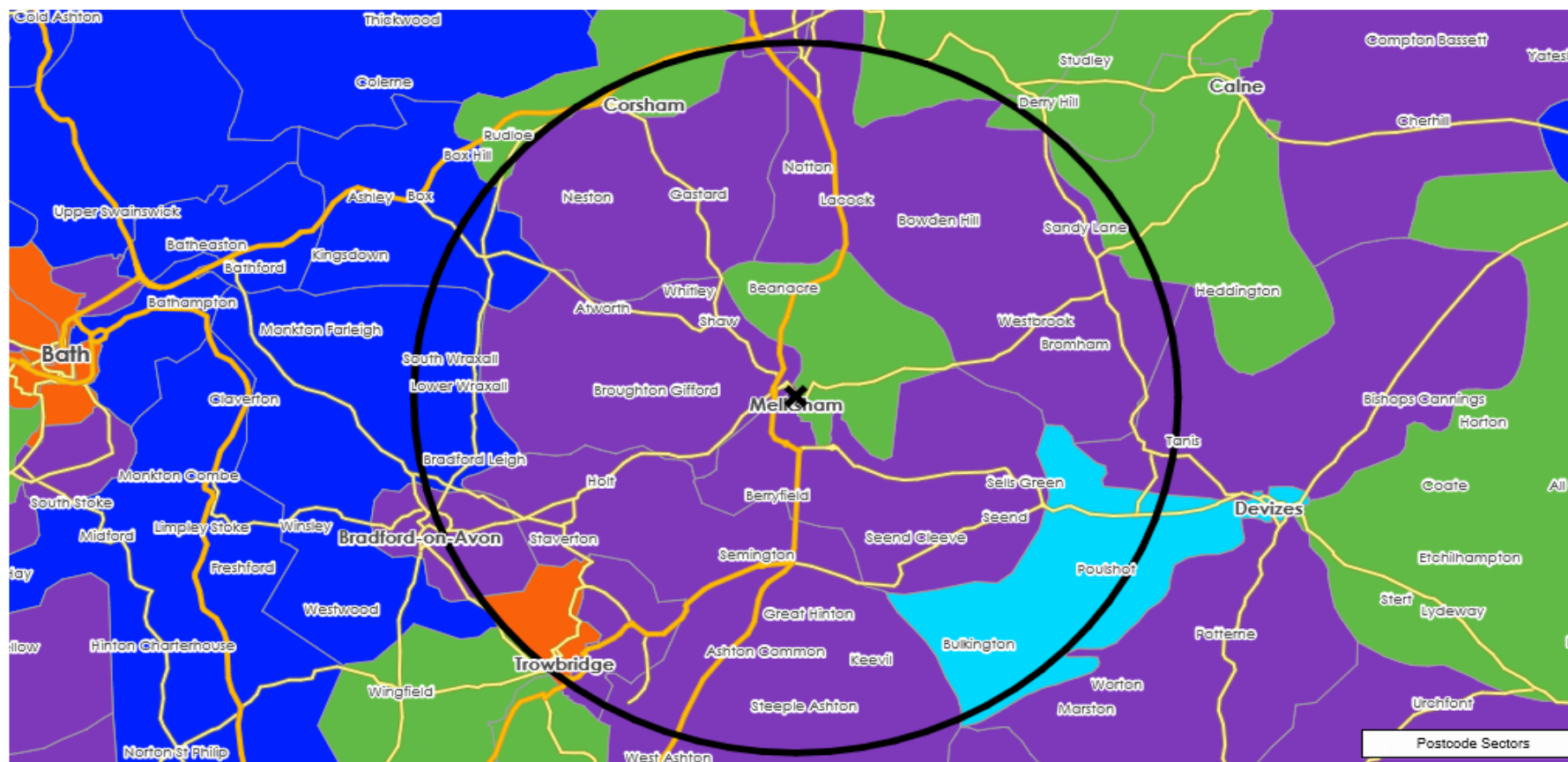
WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04093_Grapes, Melksham, SN12 6LE (5 Mile contour)



Acorn Categories

1. Luxury Lifestyles
2. Established Affluence
3. Thriving Neighbourhoods
4. Steadfast Communities
5. Stretched Society
6. Low Income Living
7. Not Private Households

Area Boundary

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?



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WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

ACORN STRUCTURE

CATEGORY	GROUP	TYPE
1. Luxury Lifestyles	1.A. Exclusive Addresses	1-3
	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
	2.E. Prosperous Professionals	13-15
3. Thriving Neighbourhoods	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
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ADDITIONAL INFORMATION



For more information, click here to visit the website:

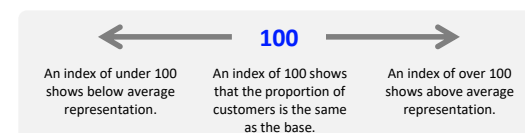
INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

AREA PROFILE

Total figures exclude business addresses without residential population

INDEX

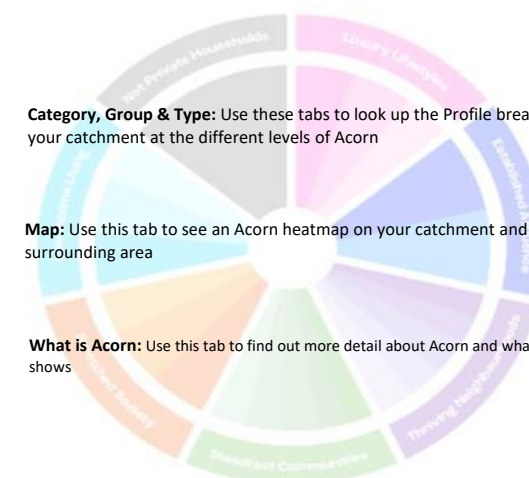


PERCENTAGE

% for Area: Calculates the percentages of each category, group or type for the catchment

% for Base: Calculates the percentages of each category, group or type for the base catchment

REPORT INFORMATION

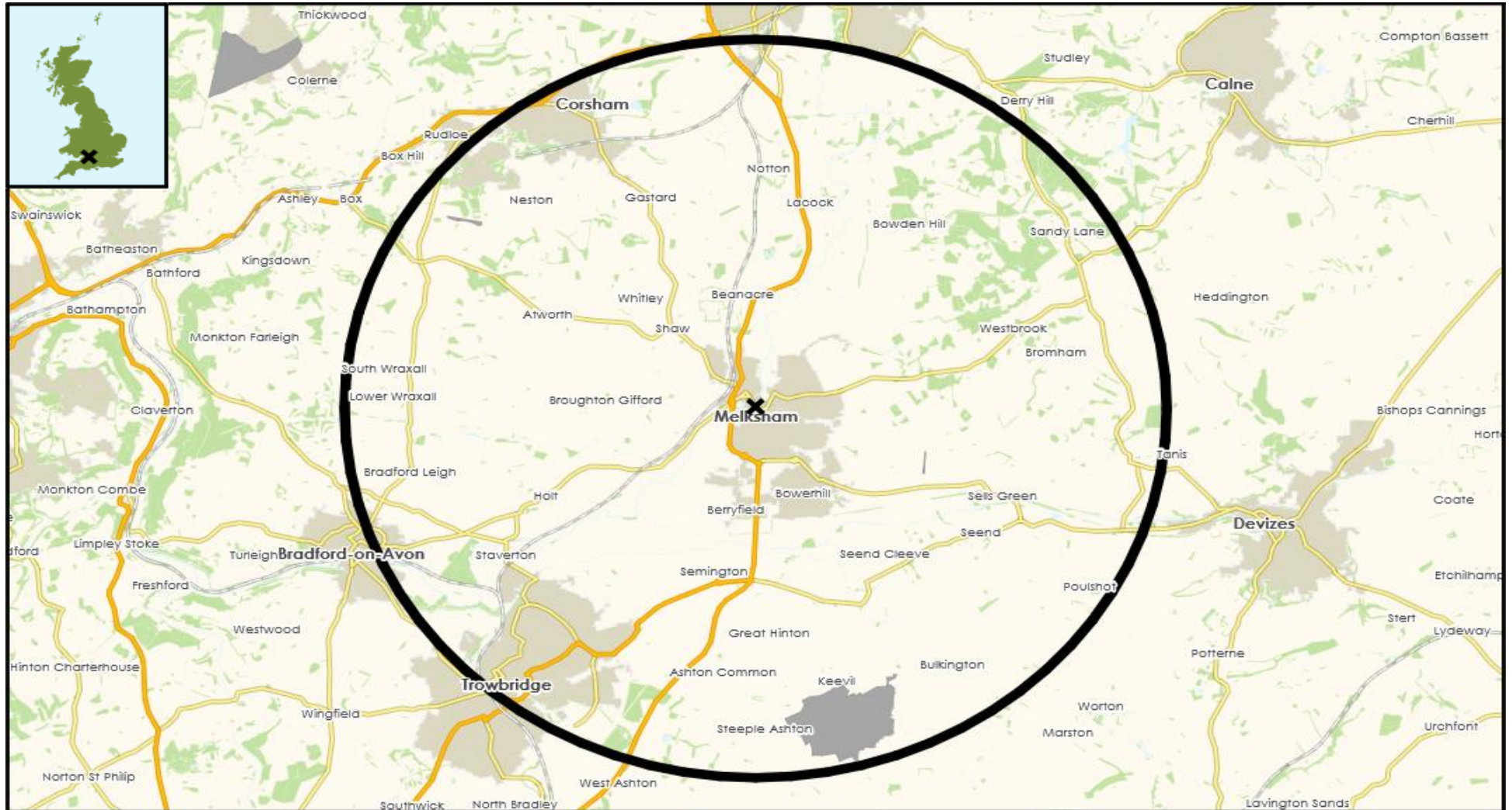


MAP OF AREA

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Source: OS Open Data 2018

Area: P04093_Grapes, Melksham, SN12 6LE (5 Mile contour)

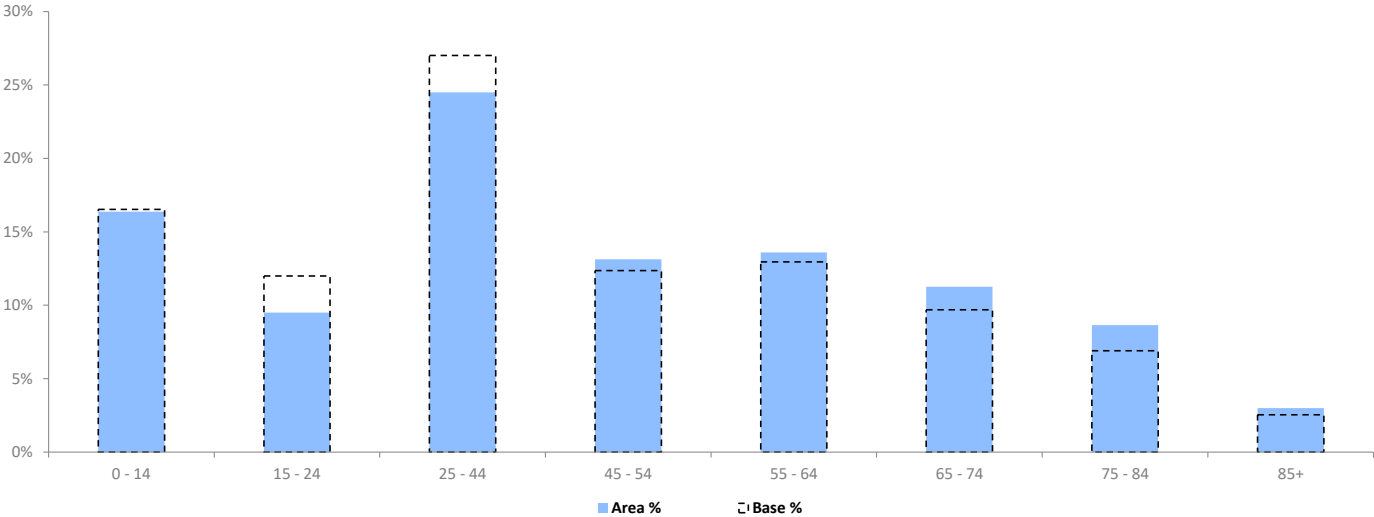


POPULATION PROJECTIONS

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Area:	P04093_Grapes, Melksham, SN12 6LE (5 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	13,250	16.4	16.5	99			
15 - 24	7,686	9.5	12.0	79			
25 - 44	19,822	24.5	27.0	91			
45 - 54	10,620	13.1	12.4	106			
55 - 64	11,011	13.6	13.0	105			
65 - 74	9,116	11.3	9.7	116			
75 - 84	6,997	8.6	6.9	125			
85+	2,418	3.0	2.5	118			
Total population	80,920						



EXPENDITURE

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Area:	P04093_Grapes, Melksham, SN12 6LE (5 Mile contour)
Base:	Great Britain
Year:	2024

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	£3,376,464	£96.38	£92.53	104			
2. Alcoholic beverages, tobacco and narcotics	£958,036	£27.35	£29.81	92			
3. Clothing & Footwear	£1,474,343	£42.08	£44.48	95			
4. Housing, water, electricity, gas and other fuels	£3,581,408	£102.23	£106.80	96			
5. Furnishings, equipment and routine maintenance	£1,901,968	£54.29	£52.65	103			
6. Health	£850,123	£24.27	£21.84	111			
7. Transport	£4,683,072	£133.68	£125.67	106			
8. Communication	£632,492	£18.05	£19.03	95			
9. Recreation & Culture	£3,594,747	£102.61	£98.79	104			
10. Education	£613,037	£17.50	£21.71	81			
11. Restaurants & Hotels	£3,484,245	£99.46	£103.11	96			
12. Miscellaneous goods and services	£5,325,917	£152.03	£135.92	112			
Total Expenditure	£30,475,852	£869.92	£852.33	102			

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.

CENSUS DEMOGRAPHICS

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Area:	P04093_Grapes, Melksham, SN12 6LE (5 Mile contour)
Base:	Great Britain
Year:	2021

NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	Index av=100	0	100	200
1. Higher managerial, administrative and professional	9,196	14.2	12.7	112			
2. Lower managerial, administrative and professional	14,036	21.7	19.9	109			
3. Intermediate	7,792	12.1	11.5	104			
4. Small employers and own account workers	7,380	11.4	10.3	111			
5. Lower supervisory and technical	3,935	6.1	5.6	109			
6. Semi-routine	7,593	11.8	11.7	101			
7. Routine	8,347	12.9	12.1	106			
Never worked and long-term unemployed	3,442	5.3	8.2	65			
Full-time students	2,900	4.5	7.8	58			
Total population	64,621						

