

# CGA LICENCED PREMISES

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Area: ATLT\_Bull InnSY14 7BL (15 min contour)  
Base: Great Britain  
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	120.5	84.9	<b>142</b>			
Proprietary Club	1	7.1	8.1	87			
Registered Club	5	35.4	29.9	<b>119</b>			
Restaurant	3	21.3	34.6	61			
Residential	0	0.0	3.5	0			

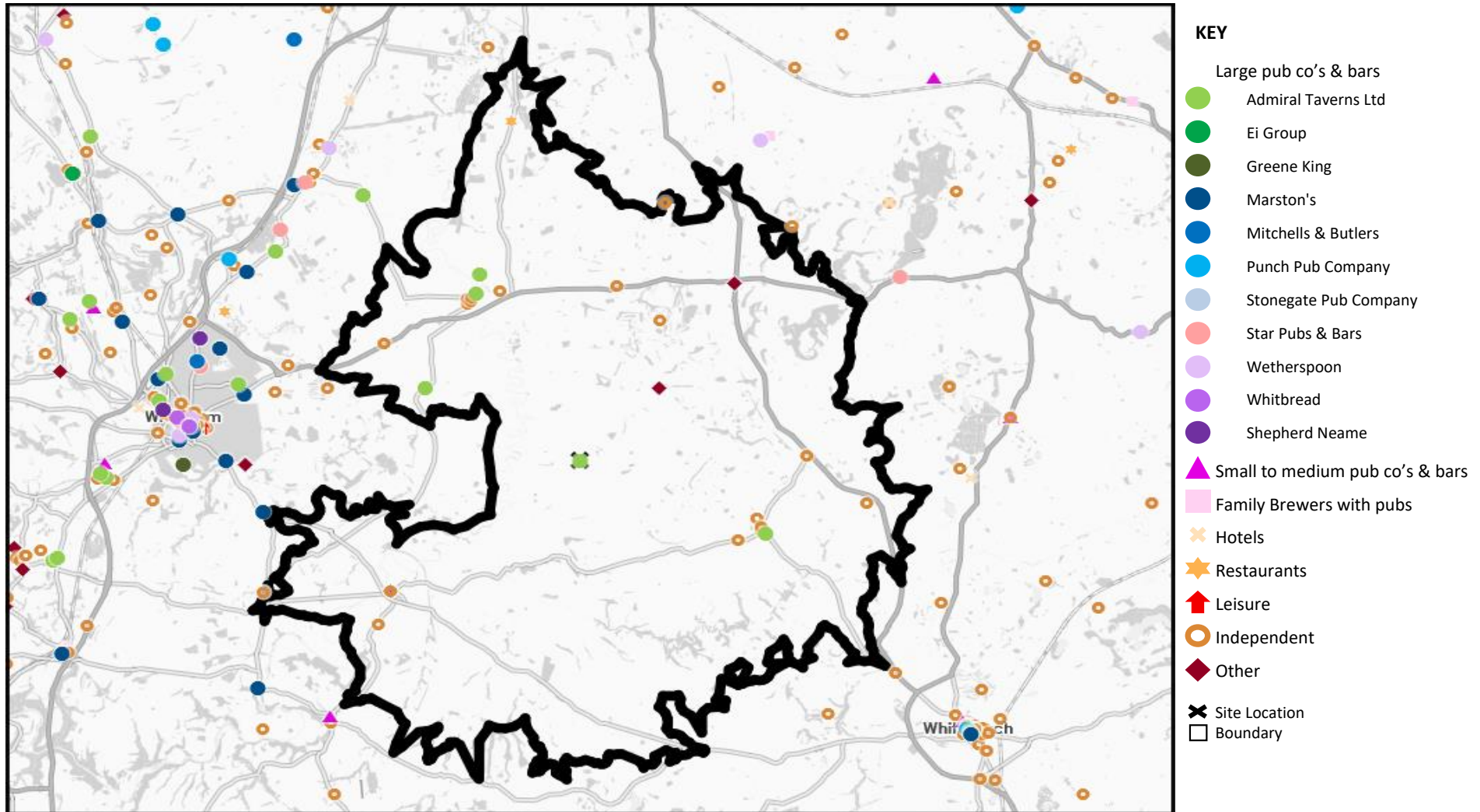
Name	Description	License Type	Owner Name	Postcode
Farndon Sports & Social Club	Independent Free	Registered Club	Independent Free	CH 3 6PG
Grosvenor Arms	Restaurant Group	Pubs & Full On	Restaurant Group	CH 3 6HJ
Raven	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CH 3 6PU
Egerton Arms	Woodward & Falconer Pubs	Pubs & Full On	Woodward & Falconer Pubs	CH 3 9JW
Royal Oak	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL13 0BU
Buck House Hotel	Independent Free	Pubs & Full On	Independent Free	LL13 0BU
Holt Community Centre	Independent Free	Registered Club	Independent Free	LL13 9DJ
Peel Of Bells	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL13 9JP
Holt Lodge Motel	Independent Free	Pubs & Full On	Independent Free	LL13 9SW
Nags Head Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL13 9US
White Lion Hotel	Independent Free	Pubs & Full On	Independent Free	LL13 9YW
Malpas Farmers Club	Independent Free	Registered Club	Independent Free	SY14 7DB
Malpas & District Sports Club	Independent Free	Registered Club	Independent Free	SY14 7EJ
Cock O'barton	Independent Free	Pubs & Full On	Independent Free	SY14 7HU
Carden Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY14 7HH
Bull	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY14 7BL
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	SY14 8DY
Forts Of India	Independent Free	Restaurant	Independent Free	SY14 8JH
Crown Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY14 8NE
Carden Park Hotel	Independent Free	Pubs & Full On	Independent Free	CH 3 9DQ
Aldersley Green Golf Club	Independent Free	Registered Club	Independent Free	CH 3 9EH
Bangor On Dee Racecourse	Independent Free	Proprietary Club	Independent Free	LL13 0DA
Tava	Independent Free	Restaurant	Independent Free	LL13 9YL
A Table At Eatons	Independent Free	Restaurant	Independent Free	SY14 8NU
Old Fire Station Bar & Bistro	Independent Free	Pubs & Full On	Independent Free	SY14 8NR
Cleopatras Coffee Shop	Independent Free	Pubs & Full On	Independent Free	LL13 9YG

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Bull InnSY14 7BL (15 min contour)



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








## ACORN CATEGORY PROFILE - HOUSEHOLDS

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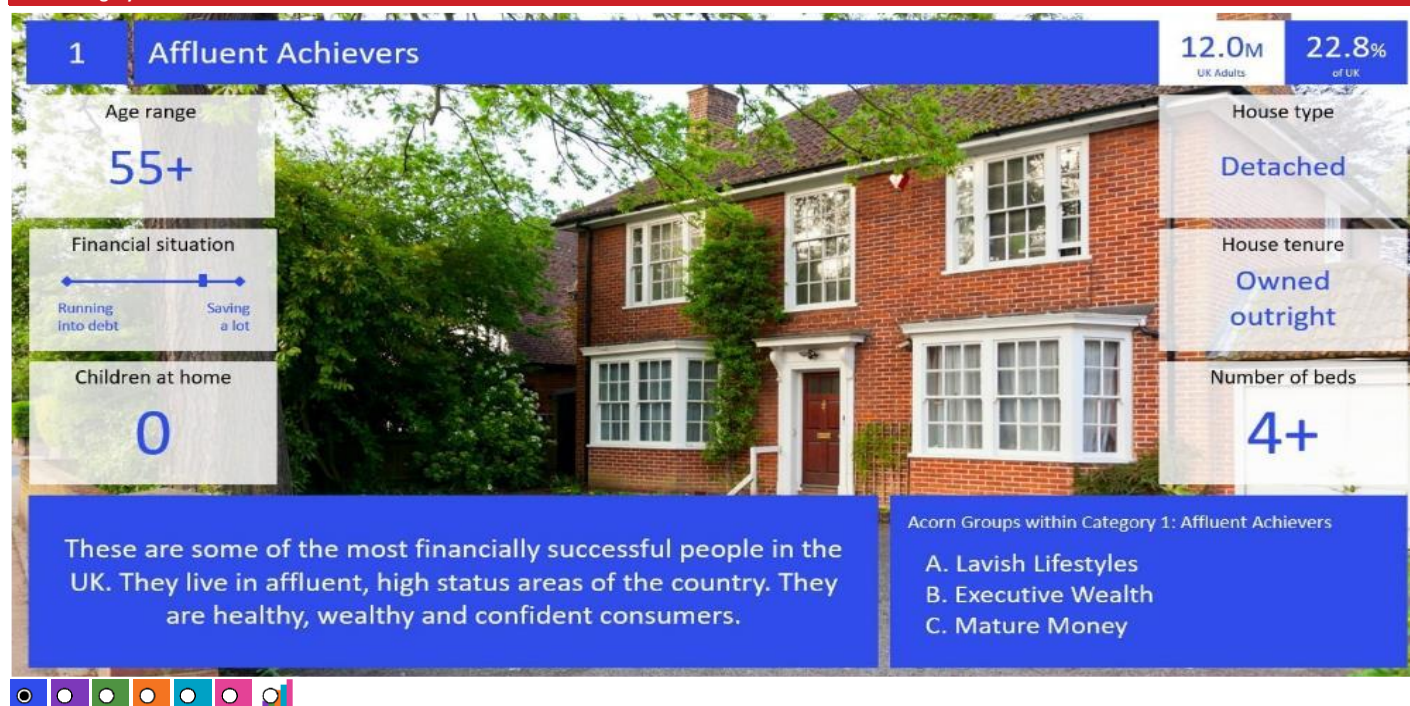
Area: ATLT\_Bull InnSY14 7BL (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	2,996	47.9	22.0	218			
	2 Rising Prosperity	66	1.1	10.1	10			
	3 Comfortable Communities	2,651	42.4	26.2	162			
	4 Financially Stretched	523	8.4	23.7	35			
	5 Urban Adversity	0	0.0	17.6	0			
	6 Not Private Households	17	0.3	0.3	82			
 Graph								
Total households		6,253						

## Acorn Category Pen Portrait





CATEGORY

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WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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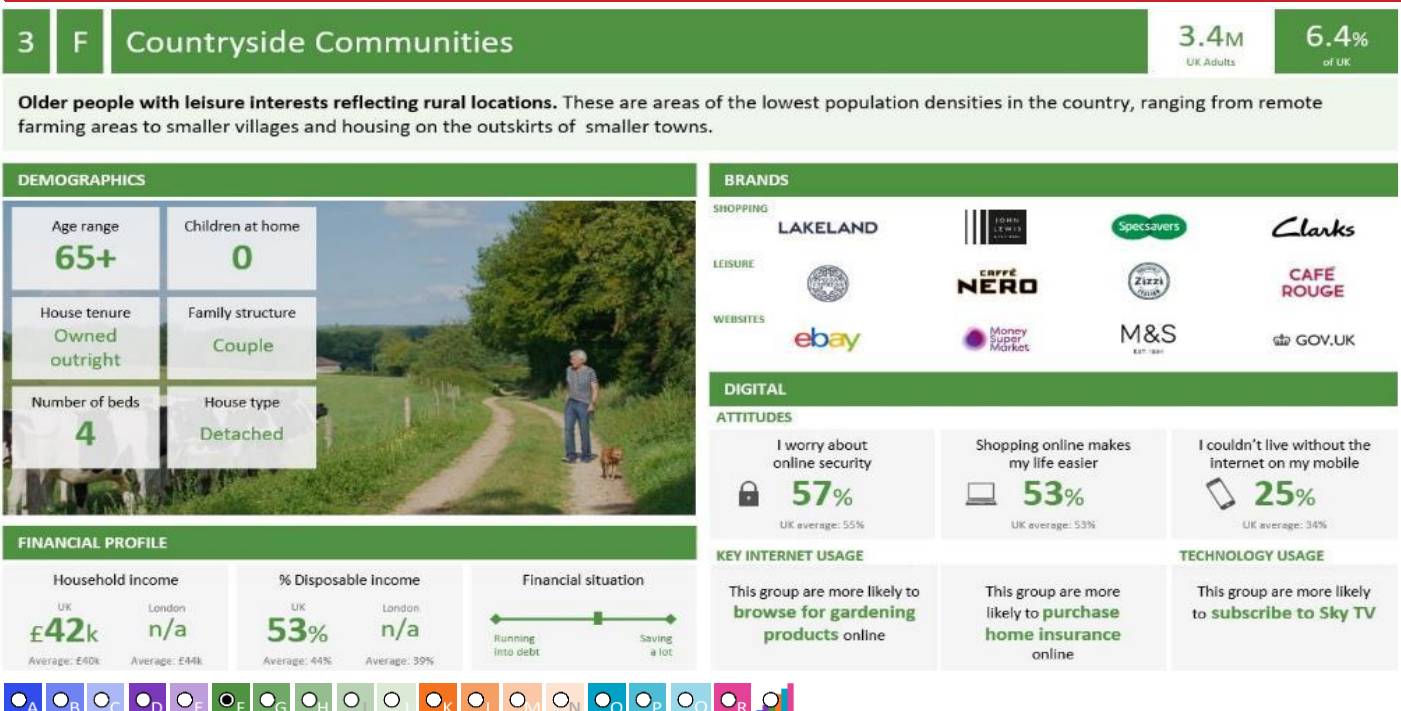
Area: ATLT\_Bull InnSY14 7BL (15 min contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	9	0.1	1.1	13			
1.B Executive Wealth	1,949	31.2	11.2	278			
1.C Mature Money	1,038	16.6	9.6	172			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	66	1.1	6.2	17			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	2,269	36.3	5.7	633			
3.G Successful Suburbs	206	3.3	5.9	56			
3.H Steady Neighbourhoods	61	1.0	7.4	13			
3.I Comfortable Seniors	111	1.8	2.9	61			
3.J Starting Out	4	0.1	4.3	1			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	106	1.7	7.9	21			
4.M Striving Families	283	4.5	7.5	60			
4.N Poorer Pensioners	134	2.1	5.9	36			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	17	0.3	0.3	82			
<b>Total households</b>	<b>6,253</b>						

## Acorn Group Pen Portrait



CATEGORY

GROUP

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WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Bull InnSY14 7BL (15 min contour)

Base: Great Britain

Year: 2021

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	0.2	0			
	1.A.3 Large house luxury	9	0.1	0.9	16			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	320	5.1	2.6	196			
	1.B.5 Wealthy countryside commuters	1,544	24.7	2.4	1,025			
	1.B.6 Financially comfortable families	9	0.1	2.2	7			
	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	76	1.2	1.6	75			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	750	12.0	3.0	402			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	251	4.0	2.5	162			
	1.C.13 Upmarket downsizers	37	0.6	1.3	45			
<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	0.8	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	40	0.6	1.9	34			
	2.E.19 First time buyers in small, modern homes	26	0.4	3.3	13			
	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	946	15.1	1.5	1,011			
	3.F.22 Older couples and families in rural areas	411	6.6	1.1	617			
	3.F.23 Owner occupiers in small towns and villages	912	14.6	3.2	460			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	32	0.5	2.6	19			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	174	2.8	2.4	115			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	61	1.0	2.3	42			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	111	1.8	2.4	74			
	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	0	0.0	2.1	0			
	3.J.33 Smaller houses and starter homes	4	0.1	2.3	3			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	106	1.7	2.6	65			
	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	216	3.5	1.6	216			
	4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
	4.M.44 Post-war estates, limited means	67	1.1	2.2	49			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	45	0.7	0.8	92			
	4.N.46 Elderly people in social rented flats	32	0.5	1.1	47			
	4.N.47 Low income older people in smaller semis	57	0.9	2.3	40			
	4.N.48 Pensioners and singles in social rented flats	0	0.0	1.8	0			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
	5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
	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	0.9	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	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	0	0.0	1.5	0			
	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	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	4	0.1	0.1	110			
	6.R.61 Inactive communal population	13	0.2	0.3	76			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>6,253</b>						

CATEGORY

GROUP

TYPE

MAP

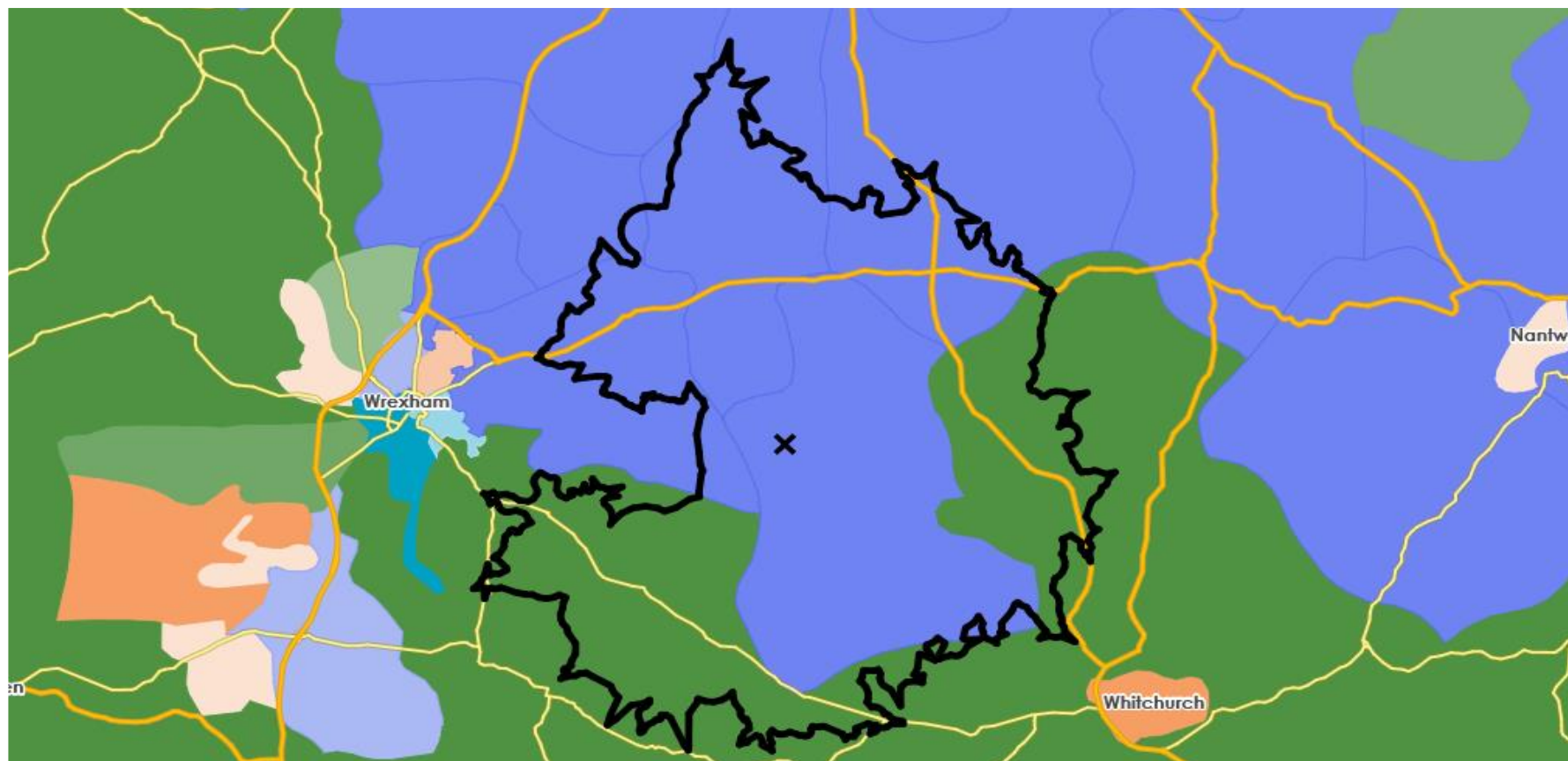
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Bull InnSY14 7BL (15 min 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



CATEGORY

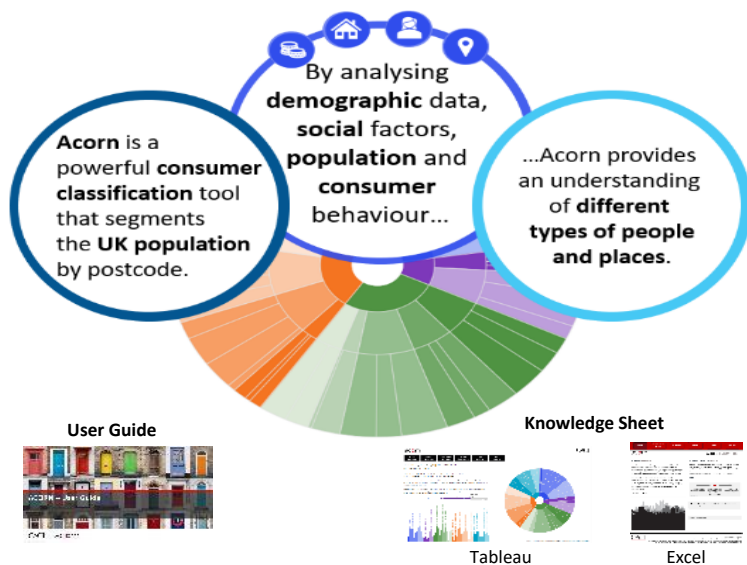
GROUP

TYPE

MAP

WHAT IS ACORN?

## 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
3. Comfortable Communities	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

12.0M 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+

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

B. Executive Wealth

C. Mature Money

