

CGA LICENCED PREMISES

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Area: ATLT_HorseshoeL39 3AP (0.62 Mile contour)
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	28	266.7	84.9	314			
Proprietary Club	2	19.0	8.1	234			
Registered Club	3	28.6	29.9	96			
Restaurant	10	95.2	34.6	275			
Residential	0	0.0	3.5	0			

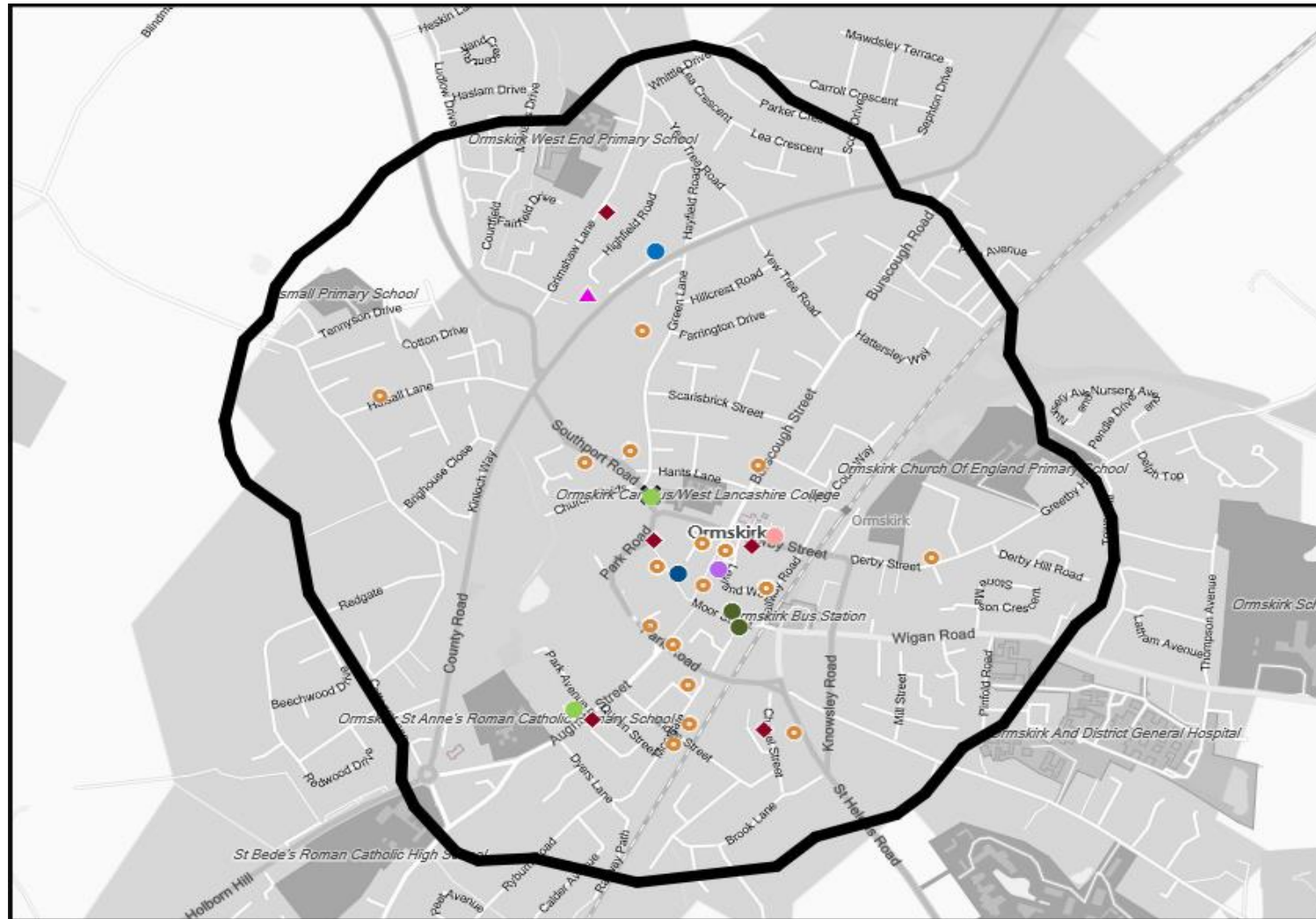
Name	Description	License Type	Owner Name	Postcode
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	L 39 1NN
Plough Hotel	Unknown	Pubs & Full On	Unknown	L 39 3AW
Civic Hall	Independent Free	Registered Club	Independent Free	L 39 1LN
Port Sunlight Ormskirk Rugby Club	Independent Free	Registered Club	Independent Free	L 39 1ND
Hayfield	Holt	Pubs & Full On	Holt	L 39 1NW
Yew Tree	Unknown	Pubs & Full On	Unknown	L 39 1PD
Golden Lion	Greene King	Pubs & Full On	Greene King	L 39 2AA
Passage To India	Independent Free	Restaurant	Independent Free	L 39 2AQ
Queens Head	Greene King	Pubs & Full On	Greene King	L 39 2AQ
Railway	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	L 39 2BJ
Room 47	Independent Free	Pubs & Full On	Independent Free	L 39 2BW
Stag & Antelope	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 39 2BY
Farmers Club	Independent Free	Registered Club	Independent Free	L 39 2EL
Horse Shoe	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	L 39 3AP
Queen Inn	Unknown	Pubs & Full On	Unknown	L 39 3BN
Greyhound	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	L 39 3BS
Old Printworks	Independent Free	Restaurant	Independent Free	L 39 3BY
Cricketers	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 39 4QF
22 Snooker Club	Independent Free	Proprietary Club	Independent Free	L 39 4RU
Eureka	Independent Free	Pubs & Full On	Independent Free	L 39 3AX
Market Cross	Marston's	Pubs & Full On	Marston's	L 39 3AN
Arriba	Independent Free	Pubs & Full On	Independent Free	L 39 4RT
Left Bank Brasserie	Independent Free	Pubs & Full On	Independent Free	L 39 2ES
Shamraat	Independent Free	Restaurant	Independent Free	L 39 2AQ
Liquid Bar	Independent Free	Pubs & Full On	Independent Free	L 39 4QR
Styles Bar	Independent Free	Pubs & Full On	Independent Free	L 39 3QG
Peacock Inn Chinese Restaurant	Independent Free	Restaurant	Independent Free	L 39 3QG
Lime Tyger	Independent Free	Pubs & Full On	Independent Free	L 39 3AG
Green Room	Independent Free	Pubs & Full On	Independent Free	L 39 2AA
Alpine Club Lodge	Independent Free	Pubs & Full On	Independent Free	L 39 2DN
Il Padrino	Independent Free	Restaurant	Independent Free	L 39 2ES
Piri Piri	Independent Free	Restaurant	Independent Free	L 39 2DN
Mylo And Co	Independent Free	Pubs & Full On	Independent Free	L 39 2ES
Court Leet	Wetherspoon	Pubs & Full On	Wetherspoon	L 39 2XA
Nordico Lounge	Loungers	Pubs & Full On	Loungers	L 39 2AQ
Dinky Dory	Independent Free	Restaurant	Independent Free	L 39 3AG
La Cantina	Independent Free	Restaurant	Independent Free	L 39 1LS
Timberyard	Independent Free	Pubs & Full On	Independent Free	L 39 4RX
Old Post Office	Independent Free	Pubs & Full On	Independent Free	L 39 3BH
Alpine Club Lounge	Independent Free	Proprietary Club	Independent Free	L 39 2DN
Baryard	Independent Free	Restaurant	Independent Free	L 39 2XA
Bar No 9	Independent Free	Pubs & Full On	Independent Free	L 39 3BH
Love To Eat	Independent Free	Restaurant	Independent Free	L 39 2ER

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLTL_HorseshoeL39 3AP (0.62 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_HorseshoeL39 3AP (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,250	28.3	22.0	129		
2 Rising Prosperity	150	3.4	10.1	33		
3 Comfortable Communities	1,269	28.7	26.2	110		
4 Financially Stretched	1,510	34.2	23.7	144		
5 Urban Adversity	217	4.9	17.6	28		
6 Not Private Households	22	0.5	0.3	149		
Total households	4,418					



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_HorseshoeL39 3AP (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	23	0.5	1.1	47			
1.B Executive Wealth	233	5.3	11.2	47			
1.C Mature Money	994	22.5	9.6	234			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	150	3.4	6.2	55			
3. Comfortable Communities							
3.F Countryside Communities	42	1.0	5.7	17			
3.G Successful Suburbs	202	4.6	5.9	78			
3.H Steady Neighbourhoods	436	9.9	7.4	134			
3.I Comfortable Seniors	421	9.5	2.9	328			
3.J Starting Out	168	3.8	4.3	87			
4. Financially Stretched							
4.K Student Life	468	10.6	2.4	449			
4.L Modest Means	267	6.0	7.9	76			
4.M Striving Families	307	6.9	7.5	92			
4.N Poorer Pensioners	468	10.6	5.9	179			
5. Urban Adversity							
5.O Young Hardship	172	3.9	6.1	63			
5.P Struggling Estates	3	0.1	6.1	1			
5.Q Difficult Circumstances	42	1.0	5.3	18			
6. Not Private Households							
6.R Not Private Households	22	0.5	0.3	149			
Total households	4,418						

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.3%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range
65+

Children at home
0

House tenure
Owned outright

Family structure
Couple

Number of beds
4

House type
Detached

BRANDS

SHOPPING

LAKELAND

LAURA ASHLEY

De Molen

W

LEISURE

BROWNS

NESPRESSO

COFFEE NERO

WEBSITES

amazon

MoneySavingExpert.com

M&S

NEWS

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

52%

UK average: 53%

I couldn't live without the internet on my mobile

26%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to **research home insurance** online

This group are more likely to **purchase event tickets** online

TECHNOLOGY USAGE

This group are more likely to **own a tablet**

FINANCIAL PROFILE

Household Income

UK

£46k

Average: £40k

London

£50k

Average: £44k

% Disposable Income

UK

54%

Average: 44%

London

51%

Average: 39%

Financial situation

Running into debt

Saving a lot

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_HorseshoeL39 3AP (0.62 Mile 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
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	0.2	0			
	1.A.3 Large house luxury	23	0.5	0.9	59			
1.B Executive Wealth								
	1.B.4 Asset rich families	24	0.5	2.6	21			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	157	3.6	2.2	161			
	1.B.7 Affluent professionals	31	0.7	0.9	83			
	1.B.8 Prosperous suburban families	2	0.0	1.5	3			
	1.B.9 Well-off edge of towners	19	0.4	1.6	27			
1.C Mature Money								
	1.C.10 Better-off villagers	25	0.6	3.0	19			
	1.C.11 Settled suburbia, older people	849	19.2	2.9	673			
	1.C.12 Retired and empty nesters	24	0.5	2.5	22			
	1.C.13 Upmarket downsizers	96	2.2	1.3	167			
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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	67	1.5	1.9	81			
	2.E.19 First time buyers in small, modern homes	83	1.9	3.3	57			
	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	0	0.0	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	42	1.0	3.2	30			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	77	1.7	2.6	66			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	125	2.8	2.4	117			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	361	8.2	3.4	237			
	3.H.28 Owner occupied terraces, average income	19	0.4	1.6	27			
	3.H.29 Established suburbs, older families	56	1.3	2.3	54			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	251	5.7	2.4	235			
	3.I.31 Elderly singles in purpose-built accommodation	170	3.8	0.5	785			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	75	1.7	2.1	81			
	3.J.33 Smaller houses and starter homes	93	2.1	2.3	93			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	200	4.5	0.4	1,240			
	4.K.35 Term-time terraces	268	6.1	0.3	2,346			
	4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	25	0.6	1.4	40			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	174	3.9	2.6	150			
	4.L.39 Fading owner occupied terraces	68	1.5	2.9	53			
	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	48	1.1	1.6	68			
	4.M.42 Struggling young families in post-war terraces	78	1.8	1.7	105			
	4.M.43 Families in right-to-buy estates	143	3.2	2.1	156			
	4.M.44 Post-war estates, limited means	38	0.9	2.2	39			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	67	1.5	0.8	193			
	4.N.46 Elderly people in social rented flats	172	3.9	1.1	359			
	4.N.47 Low income older people in smaller semis	61	1.4	2.3	61			
	4.N.48 Pensioners and singles in social rented flats	168	3.8	1.8	215			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	58	1.3	2.1	61			
	5.O.50 Struggling younger people in mixed tenure	69	1.6	1.7	89			
	5.O.51 Young people in small, low cost terraces	45	1.0	2.3	45			
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	0.9	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	3	0.1	1.6	4			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	13	0.3	1.5	19			
	5.Q.58 Singles and young families, some receiving benefits	29	0.7	1.8	37			
	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	22	0.5	0.3	181			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		4,418						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_HorseshoeL39 3AP (0.62 Mile contour)

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Source: OS Open Data 2018



- 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

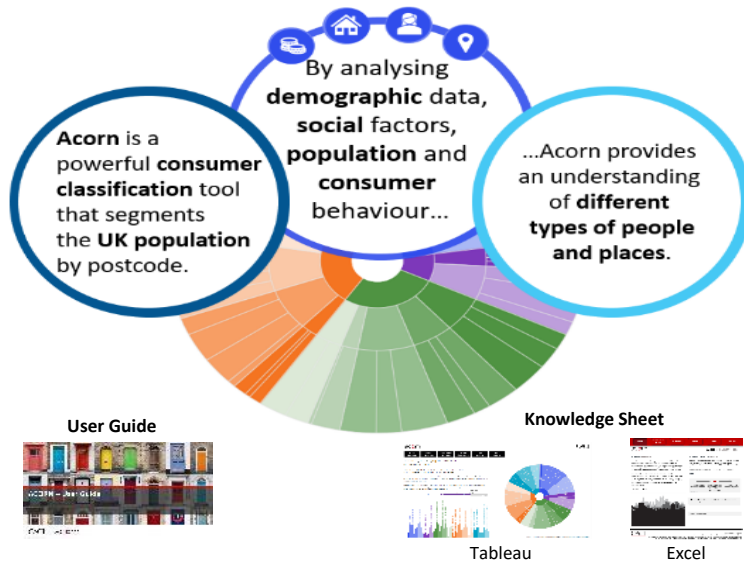
GROUP

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
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

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

