

## CGA LICENCED PREMISES

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Area: ATLT\_Imperial InnGL1 2AG (0.62 Mile contol)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	37	381.4	84.9	449			
Proprietary Club	7	72.2	8.1	887			
Registered Club	6	61.8	29.9	207			
Restaurant	13	134.0	34.6	387			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Regal	Wetherspoon	Pubs & Full On	Wetherspoon	GL 1 1RP
Fever	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	GL 1 1PN
Butlers	Independent Free	Pubs & Full On	Independent Free	GL 1 1PY
Encore	Independent Free	Pubs & Full On	Independent Free	GL 1 1QB
Guildhall Bar	Independent Free	Pubs & Full On	Independent Free	GL 1 1NS
Mecca Bingo	Rank	Proprietary Club	Rank	GL 1 1QN
New Inn	Dominion Hospitality	Pubs & Full On	Dominion Hospitality	GL 1 1SF
Northend Vaults	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 1 1SL
Cafe Rene	Unknown	Pubs & Full On	Unknown	GL 1 1TS
Aroma Indian	Independent Free	Restaurant	Independent Free	GL 1 1TX
Topolys Restaurant	Independent Free	Restaurant	Independent Free	GL 1 1TX
Whitesmiths Arms	Arkells	Pubs & Full On	Arkells	GL 1 1UR
Gloucester Sports Club	Independent Free	Registered Club	Independent Free	GL 1 1UY
Imperial Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL 1 2AG
Abbey	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 1 2AJ
Ye Olde Fish Shoppe & Restaurant	Independent Free	Restaurant	Independent Free	GL 1 2BB
Coach & Horses	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL 1 2BX
New County Hotel	Independent Free	Pubs & Full On	Independent Free	GL 1 2DR
Golden Cross	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL 1 2DR
Fosters On The Docks	Independent Free	Pubs & Full On	Independent Free	GL 1 2EQ
Nelson Inn	Unknown	Pubs & Full On	Unknown	GL 1 2EX
Cross Keys Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL 1 2HQ
Cumfy Pew Restaurant	Independent Free	Restaurant	Independent Free	GL 1 2NE
Pelican Inn	Wye Valley	Pubs & Full On	Wye Valley	GL 1 2QR
Seasons Restaurant	Independent Free	Restaurant	Independent Free	GL 1 2NJ
Sword Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 1 2NW
Fountain Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	GL 1 2NW
Dick Whittingtons	Severn Cider Ltd	Pubs & Full On	Severn Cider Ltd	GL 1 2PE
Deans Walk Inn	Independent Free	Pubs & Full On	Independent Free	GL 1 2SL
Riverside Sports & Leisure Club	Independent Free	Proprietary Club	Independent Free	GL 1 2TF
Spartans Rugby Club	Independent Free	Registered Club	Independent Free	GL 1 3BS
Taste Of India	Independent Free	Restaurant	Independent Free	GL 1 3AG
Kingsholm Inn	Ei Group	Pubs & Full On	Ei Group	GL 1 3AT
Gloucester Rugby Football Club	Independent Free	Proprietary Club	Independent Free	GL 1 3AX
Gloucester City Ymca	Independent Free	Registered Club	Independent Free	GL 1 3BS
Teagues Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL 1 3BH
Connoisseur Tandoori Restaurant	Independent Free	Restaurant	Independent Free	GL 1 3NR
Englands Glory	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL 1 3PB
Atik	Rekom UK	Proprietary Club	Rekom UK	GL 1 1QB
St Peters Parish Social Club	Independent Free	Registered Club	Independent Free	GL 1 3EX
Edward Hotel	Independent Free	Pubs & Full On	Independent Free	GL 1 3PG
Gloucester Blues Rugby Club	Independent Free	Registered Club	Independent Free	GL 1 2RN
Station Hotel	Dominion Hospitality	Pubs & Full On	Dominion Hospitality	GL 1 1DG
Jax	Independent Free	Proprietary Club	Independent Free	GL 1 1HG
Olympus Theatre	Independent Free	Pubs & Full On	Independent Free	GL 1 1QX
Baker Street	Independent Free	Pubs & Full On	Independent Free	GL 1 2EZ
Tiger's Eye	Independent Free	Restaurant	Independent Free	GL 1 1TG
Doctors	Amber Taverns	Pubs & Full On	Amber Taverns	GL 1 1PN
Warehouse Climbing Centre	Independent Free	Proprietary Club	Independent Free	GL 1 1HY
Hilltop	Independent Free	Restaurant	Independent Free	GL 1 3AJ
Gloucester Conservative Cub	Independent Free	Registered Club	Independent Free	GL 1 1TH
Chambers	Greene King	Pubs & Full On	Greene King	GL 1 1RP
Old Crown	Independent Free	Pubs & Full On	Independent Free	GL 1 2PG

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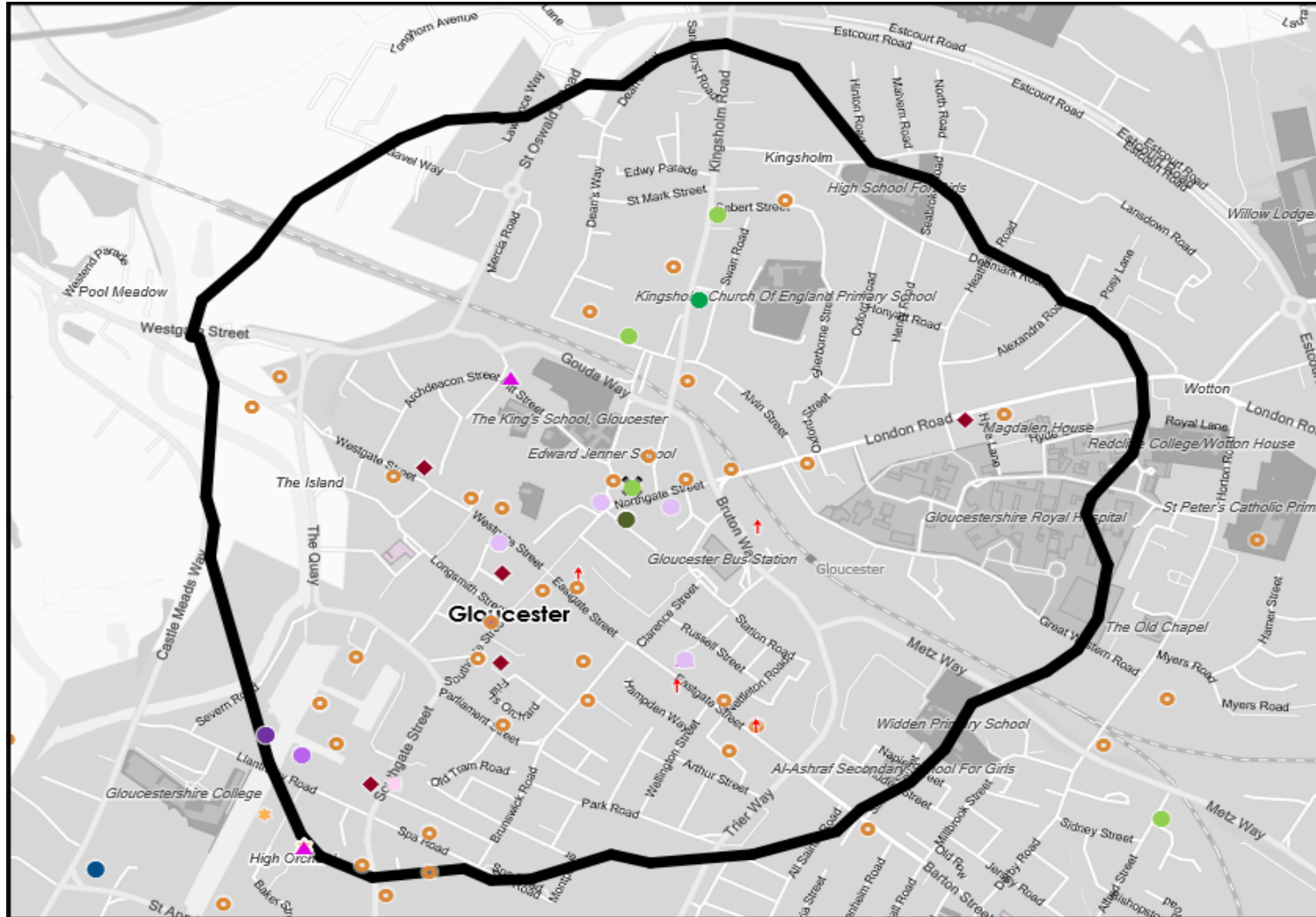
Name	Description	License Type	Owner Name	Postcode
Med	Independent Free	Restaurant	Independent Free	GL 1 2EG
Blue Thai Kitchen	Independent Free	Restaurant	Independent Free	GL 1 1RP
Sebz	Independent Free	Pubs & Full On	Independent Free	GL 1 2AA
Lord High Constable Of England	Wetherspoon	Pubs & Full On	Wetherspoon	GL 1 2EH
Blue Bamboo	Independent Free	Pubs & Full On	Independent Free	GL 1 2DN
Greek On The Docks	Independent Free	Restaurant	Independent Free	GL 1 2EG
Settebello Trattoria	Independent Free	Restaurant	Independent Free	GL 1 2EH
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	GL 1 2LG
Beefeater	Whitbread	Pubs & Full On	Whitbread	GL 1 2LG
Heritage	Independent Free	Pubs & Full On	Independent Free	GL 1 3AX

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLTL Imperial InnGL1 2AG (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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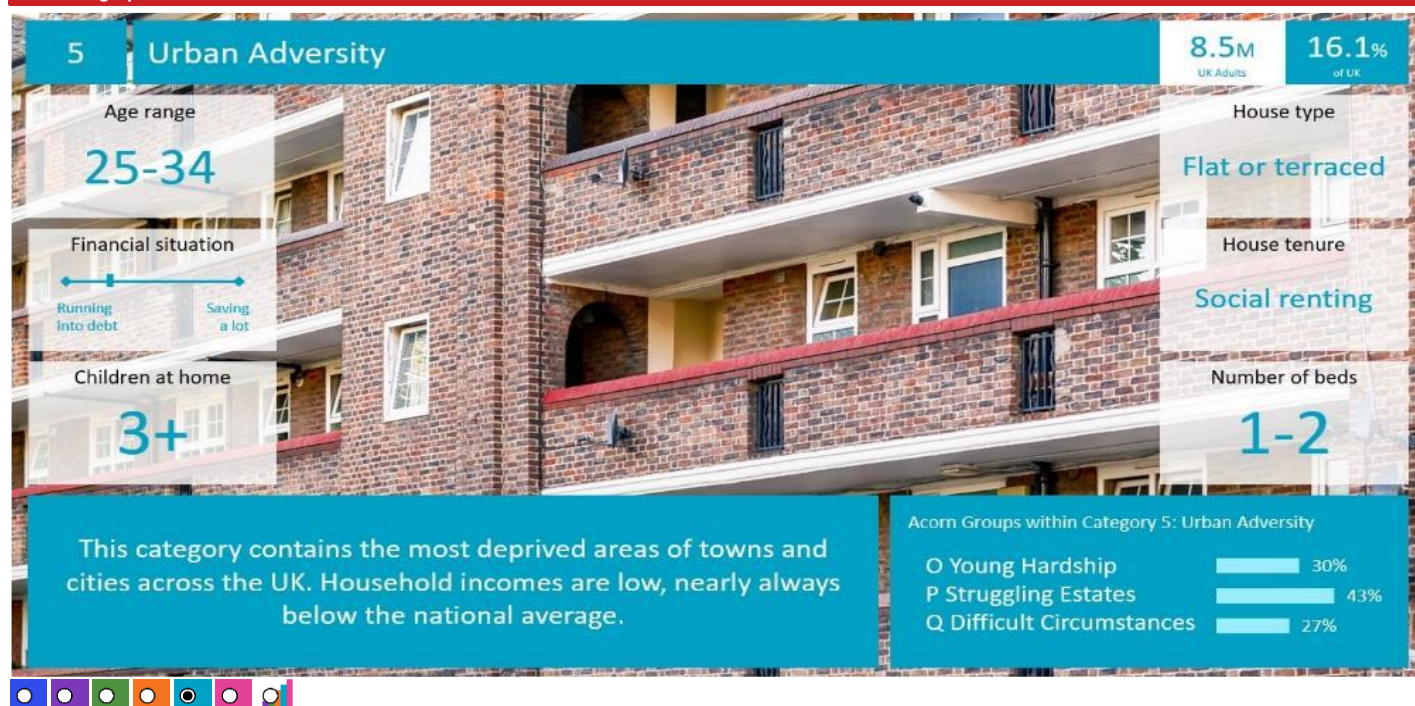
Area: ATLT\_Imperial InnGL1 2AG (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1 Affluent Achievers	104	2.1	22.0	10			
	2 Rising Prosperity	561	11.5	10.1	114			
	3 Comfortable Communities	518	10.6	26.2	41			
	4 Financially Stretched	754	15.5	23.7	65			
	5 Urban Adversity	2,889	59.3	17.6	337			
	6 Not Private Households	44	0.9	0.3	271			
 Graph								
Total households		4,870						

## Acorn Category Pen Portrait





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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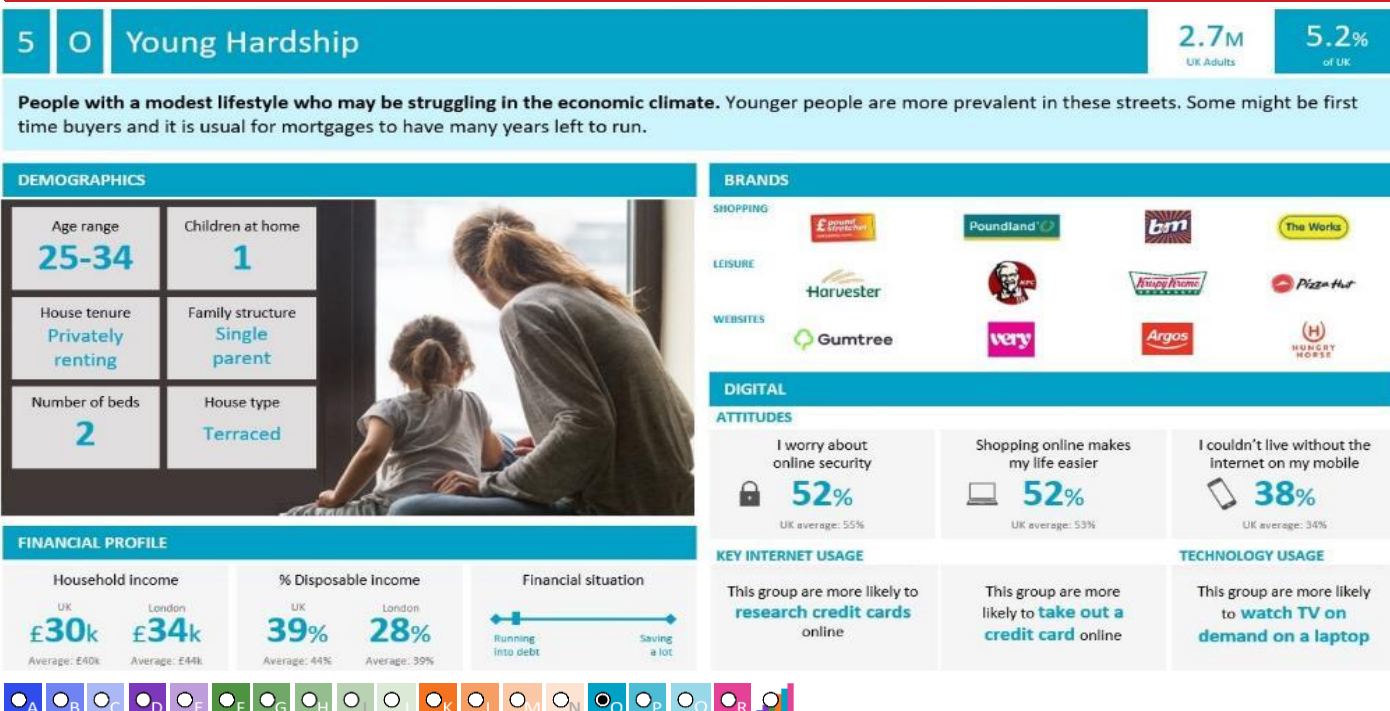
Area: ATLT\_Imperial InnGL1 2AG (0.62 Mile contour)

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	0	0.0	1.1	0			
1.B Executive Wealth	0	0.0	11.2	0			
1.C Mature Money	104	2.1	9.6	22			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	561	11.5	6.2	186			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	12	0.2	5.9	4			
3.H Steady Neighbourhoods	98	2.0	7.4	27			
3.I Comfortable Seniors	109	2.2	2.9	77			
3.J Starting Out	299	6.1	4.3	141			
<b>4. Financially Stretched</b>							
4.K Student Life	172	3.5	2.4	150			
4.L Modest Means	242	5.0	7.9	63			
4.M Striving Families	121	2.5	7.5	33			
4.N Poorer Pensioners	219	4.5	5.9	76			
<b>5. Urban Adversity</b>							
5.O Young Hardship	2,228	45.7	6.1	744			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	661	13.6	5.3	254			
<b>6. Not Private Households</b>							
6.R Not Private Households	44	0.9	0.3	271			
<b>Total households</b>	<b>4,870</b>						

## Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Imperial InnGL1 2AG (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
<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	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	2.4	0			
	1.B.6 Financially comfortable families	0	0.0	2.2	0			
	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	0	0.0	1.6	0			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	104	2.1	1.3	164			
<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	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	557	11.4	3.3	349			
	2.E.20 Mixed metropolitan areas	4	0.1	1.0	8			
<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	1.1	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	12	0.2	2.6	9			
	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	48	1.0	3.4	29			
	3.H.28 Owner occupied terraces, average income	50	1.0	1.6	65			
	3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	10	0.2	2.4	9			
	3.I.31 Elderly singles in purpose-built accommodation	99	2.0	0.5	415			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	182	3.7	2.1	178			
	3.J.33 Smaller houses and starter homes	117	2.4	2.3	107			
<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	172	3.5	1.7	203			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	83	1.7	1.4	121			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	21	0.4	2.6	16			
	4.L.39 Fading owner occupied terraces	58	1.2	2.9	41			
	4.L.40 High occupancy terraces, culturally diverse family areas	80	1.6	1.0	165			
<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	1.7	0			
	4.M.43 Families in right-to-buy estates	82	1.7	2.1	81			
	4.M.44 Post-war estates, limited means	39	0.8	2.2	36			
<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	163	3.3	1.1	308			
	4.N.47 Low income older people in smaller semis	8	0.2	2.3	7			
	4.N.48 Pensioners and singles in social rented flats	48	1.0	1.8	56			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	1,597	32.8	2.1	1,527			
	5.O.50 Struggling younger people in mixed tenure	438	9.0	1.7	515			
	5.O.51 Young people in small, low cost terraces	193	4.0	2.3	176			
<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	23	0.5	1.5	31			
	5.Q.58 Singles and young families, some receiving benefits	6	0.1	1.8	7			
	5.Q.59 Deprived areas and high-rise flats	632	13.0	2.0	638			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	8	0.2	0.1	282			
	6.R.61 Inactive communal population	36	0.7	0.3	269			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>4,870</b>						

CATEGORY

GROUP

TYPE

MAP

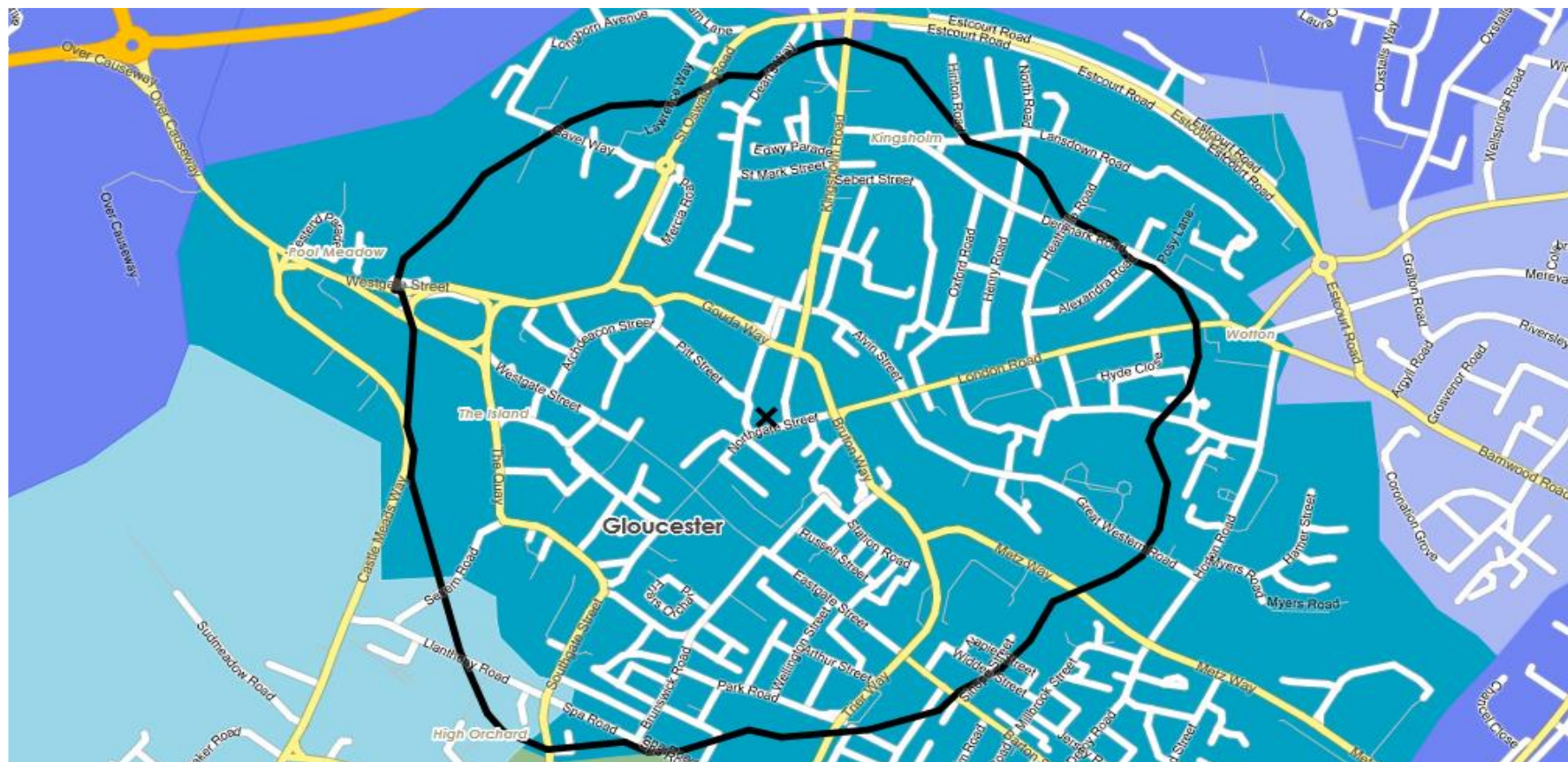
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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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



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

