



CATEGORY GROUP TYPE MAP WHAT IS ACORN?

#### **ACORN CATEGORY PROFILE - HOUSEHOLDS**

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.p

Area: ATLT\_Narrow BoatCW10 9AS (15 min contour)

Base: Great Britain

Base: Great Year: 2021

Acorn Category Description			Area Profile	% for Area	% for Base	Index 0	100	200
<b>(</b>	1	Affluent Achievers	10,939	38.0	22.0	173		
0	2	Rising Prosperity	1,425	4.9	10.1	49		
	3	Comfortable Communities	9,290	32.3	26.2	123		
$\bigcirc$	4	Financially Stretched	5,714	19.8	23.7	84		
$\bigcirc$	5	Urban Adversity	1,409	4.9	17.6	28		
	6	Not Private Households	27	0.1	0.3	28		
	Graph	'n						









CATEGORY GROUP TYPE MAP WHAT IS ACORN?

#### **ACORN GROUP PROFILE - HOUSEHOLDS**

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT\_Narrow BoatCW10 9AS (15 min contour)

Base: Great Britain

Base: Great I Year: 2021



Acorn Group Pen Portrait

В

**Executive Wealth** 

6.5<sub>M</sub>

12.3%

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.







acorn

CATEGORY GROUP TYPE MAP WHAT IS ACORN?

### **ACORN TYPE PROFILE - HOUSEHOLDS**

Area: ATLT\_Narrow BoatCW10 9AS (15 min contour)

Base: Great Britain

© 2021 CACI Limited and all other applicable third party notices (Acom) can be found at www.caci.co.uk/copyrightnotices.pdf





Year: 2021						Pofile %
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 1.A.2 Metropolitan money	0	0.0 0.0	0.1 0.2	0	
1.B Executive Wealth	1.A.3 Large house luxury     1.B.4 Asset rich families	219 1,449	0.8 5.0	0.9 2.6	87 <b>192</b>	
	1.B.5 Wealthy countryside commuters 1.B.6 Financially comfortable families	1,749 2,762	6.1 9.6	2.4 2.2	252 436	
	1.B.7 Affluent professionals 1.B.8 Prosperous suburban families	4 12	0.0 0.0	0.9 1.5	2	
1.C Mature Money	1.B.9 Well-off edge of towners  1.C.10 Better-off villagers	1,304 1,798	4.5 6.2	1.6 3.0	280 209	
	1.C.11 Settled suburbia, older people 1.C.12 Retired and empty nesters	615 916	2.1 3.2	2.9 2.5	75 <b>128</b>	
2. Rising Prosperity	1.C.13 Upmarket downsizers	111	0.4	1.3	30	
2.D City Sophisticates	2.D.14 Townhouse cosmopolitans 2.D.15 Younger professionals in smaller flats	0 0	0.0 0.0	0.7 1.5	0	
	2.D.16 Metropolitan professionals 2.D.17 Socialising young renters	0 0	0.0 0.0	0.8 1.0	0	
2.E Career Climbers	2.E.18 Career driven young families 2.E.19 First time buyers in small, modern homes	1,114 311	3.9 1.1	1.9 3.3	<b>206</b> 33	
3. Comfortable Communities	2.E.20 Mixed metropolitan areas	0	0.0	1.0	0	
3.F Countryside Communities	3.F.21 Farms and cottages	365	1.3	1.5	85	-
3.G Successful Suburbs	3.F.22 Older couples and families in rural areas 3.F.23 Owner occupiers in small towns and villages	166 2,469	0.6 8.6	1.1 3.2	54 <b>270</b>	
3.G Juccessiai Jubui bs	3.G.24 Comfortably-off families in modern housing 3.G.25 Larger family homes, multi-ethnic areas	1,011 0	3.5 0.0	2.6 0.8	<b>133</b> 0	
3.H Steady Neighbourhoods	3.G.26 Semi-professional families, owner occupied neighbourhoods	1,012	3.5	2.4	145	
	3.H.27 Suburban semis, conventional attitudes     3.H.28 Owner occupied terraces, average income     3.H.29 Established suburbs, older families	957 0 785	3.3 0.0 2.7	3.4 1.6 2.3	97 0 <b>117</b>	
3.I Comfortable Seniors	3.1.30 Older people, neat and tidy neighbourhoods	1,004	3.5	2.4	144	_
3.J Starting Out	3.I.31 Elderly singles in purpose-built accommodation	194	0.7	0.5	137	
4. Financially Stretched	3.J.32 Educated families in terraces, young children 3.J.33 Smaller houses and starter homes	158 1,169	0.5 4.1	2.1 2.3	26 <b>180</b>	
4.K Student Life	4.K.34 Student flats and halls of residence	0	0.0	0.4	0	
4.L Modest Means	4.K.35 Term-time terraces     4.K.36 Educated young people in flats and tenements	0 0	0.0 0.0	0.3 1.7	0	
4.L Wodest Wearis	4.L.37 Low cost flats in suburban areas 4.L.38 Semi-skilled workers in traditional neighbourhoods	154 1,494	0.5 5.2	1.4 2.6	38 <b>197</b>	
	4.L.39 Fading owner occupied terraces 4.L.40 High occupancy terraces, culturally diverse family areas	972 0	3.4 0.0	2.9 1.0	<b>117</b> 0	
4.M Striving Families	4.M.41 Labouring semi-rural estates 4.M.42 Struggling young families in post-war terraces	576 100	2.0 0.3	1.6 1.7	<b>125</b> 21	
	4.M.43 Families in right-to-buy estates 4.M.44 Post-war estates, limited means	538 197	1.9 0.7	2.1 2.2	90 31	
4.N Poorer Pensioners	4.N.45 Pensioners in social housing, semis and terraces	356	1.2	0.8	158	
	4.N.46 Elderly people in social rented flats 4.N.47 Low income older people in smaller semis 4.N.48 Pensioners and singles in social rented flats	257 837 233	0.9 2.9 0.8	1.1 2.3 1.8	82 <b>128</b> 46	
5. Urban Adversity 5.O Young Hardship						
	5.0.49 Young families in low cost private flats 5.0.50 Struggling younger people in mixed tenure 5.0.51 Young people in small, low cost terraces	146 362	0.5 1.3	2.1 1.7	24 72	
5.P Struggling Estates	5.P.52 Poorer families, many children, terraced housing	212 518	0.7 1.8	2.3 1.6	33 <b>111</b>	
	5.P.53 Low income terraces 5.P.54 Multi-ethnic, purpose-built estates	0 0	0.0 0.0	0.9 1.2	0 0	
5.Q Difficult Circumstances	5.P.55 Deprived and ethnically diverse in flats 5.P.56 Low income large families in social rented semis	0 39	0.0 0.1	0.8 1.6	0 8	
3.Q Difficult Circumstances	5.Q.57 Social rented flats, families and single parents 5.Q.58 Singles and young families, some receiving benefits	0 108	0.0 0.4	1.5 1.8	0 21	
6. Not Private Households	5.Q.59 Deprived areas and high-rise flats	24	0.1	2.0	4	
6.R Not Private Households	6.R.60 Active communal population 6.R.61 Inactive communal population	0 27	0.0 0.1	0.1 0.3	0 34	
	6.R.62 Business areas without resident population	0	0.1	0.3	0	
	Total households	28,804				





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

### **DOMINANT ACORN GROUP - HOUSEHOLDS**

© 2021 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf Source: OS Open Data 2018 ATLT Narrow BoatCW10 9AS (15 min contour) Area: Dominant Acorn Category 0 % Affluent Achievers 0 % Rising Prosperity Northwich % Comfortable Communities 0 % Financially Stretched 0 % 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 Winsford Middlewich 3.F Countryside Communities 3.G Successful Suburbs 3.H Steady Neighbourhoods 3.I Comfortable Seniors 3.J Starting Out 4.K Student Life Congleton 4.L Modest Means 4.M Striving Families 4.N Poorer Pensioners 5.0 Young Hardship Sandbach 5.P Struggling Estates



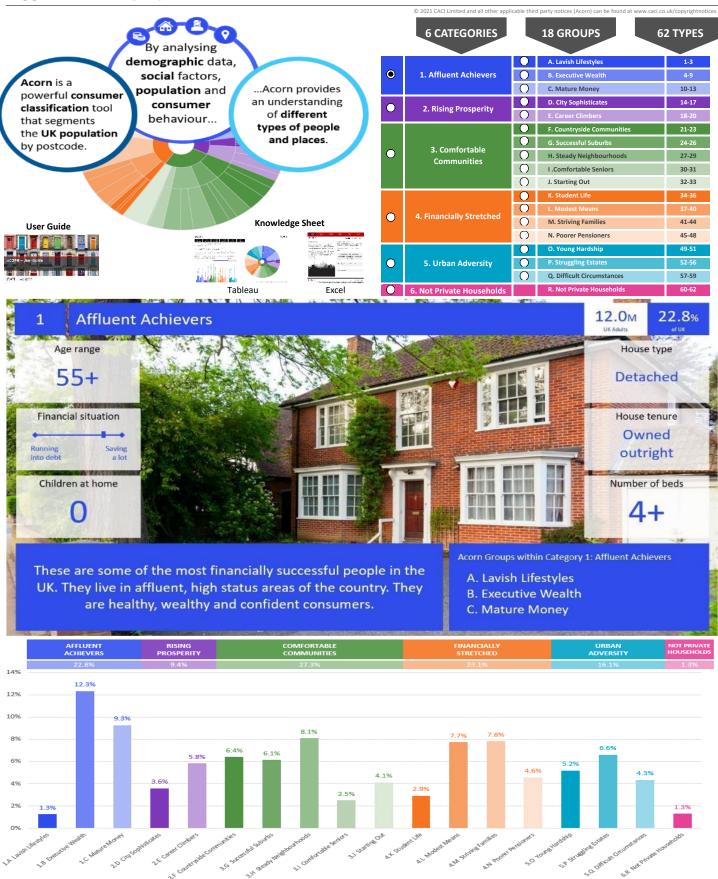
5.Q Difficult Circumstances 6.R Not Private Households Area boundary





CATEGORY GROUP TYPE MAP WHAT IS ACORN?

#### **ACORN - WHAT IS IT?**



United Kingdom



# **CGA LICENCED PREMISES**

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT\_Narrow BoatCW10 9AS (15 min contou Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100 200
Pubs & Full On	62	92.3	84.9	109		
Proprietary Club	4	6.0	8.1	73		
Registered Club	24	35.7	29.9	120		
Restaurant	12	17.9	34.6	52		
Residential	0	0.0	3.5	0		

Name	Description	License Type	Owner Name	Postcode
Chimney House Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CW11 4ST
White Lion	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 1 4PS
Turnpike	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW10 0DJ
Kin Arai	Independent Free	Restaurant	Independent Free	CW10 0HB
Boars Head	Robinsons	Pubs & Full On	Robinsons	CW10 0JE
Middlewich Masonic Hall	Independent Free	Registered Club	Independent Free	CW10 0JE
Kinderton House Hotel	Independent Free	Pubs & Full On	Independent Free	CW10 0JE
Kings Lock Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CW10 0JJ
Steventon Social Club	Independent Free	Registered Club	Independent Free	CW10 0LW
Verdin Arms	Independent Free	Pubs & Full On	Independent Free	CW10 0LW
White Bear	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CW10 9AG
Kings Arms	Independent Free	Pubs & Full On	Independent Free	CW10 9AR
Narrow Boat	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW10 9AS
Royal British Legion Club	Independent Free	Registered Club	Independent Free	CW10 9AS
Cheshire Cheese	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW10 9AX
Big Lock	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CW10 9DN
Newton Brewery Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW10 9DN
Middlewich Athletic Social Club	Independent Free	Registered Club	Independent Free	CW10 9DT
Middlewich Tap House	Independent Free	Pubs & Full On	Independent Free	CW10 9ET
Middlewich Cricket Club	Independent Free	Registered Club	Independent Free	CW10 9EZ
Hayhurst Arms	Restaurant Group	Pubs & Full On	Restaurant Group	CW10 9JP
Market Tavern	Robinsons	Pubs & Full On	Robinsons	CW11 1AT
Lion	Amber Taverns	Pubs & Full On	Amber Taverns	CW11 1AH
Swan & Chequers	Robinsons	Pubs & Full On	Robinsons	CW11 1AE
Old Hall Hotel	Restaurant Group	Pubs & Full On	Restaurant Group	CW11 1AL
George Inn	Wetherspoon	Pubs & Full On	Wetherspoon	CW11 1AL
Casa Mia	Independent Free	Pubs & Full On	Independent Free	CW11 1AT
Dv8	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CW11 1AX
Military Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW11 1HJ
Filotimo	Independent Free	Restaurant	Independent Free	CW11 1HG
Sandbach Masonic Hall	Independent Free	Registered Club	Independent Free	CW11 1FJ
Lower Chequers Inn	Joule's Brewery	Pubs & Full On	Joule's Brewery	CW11 1FL
Cricketers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CW11 4NN
Legs Of Man Hotel	Robinsons	Pubs & Full On	Robinsons	CW11 2UG
Sandbach Rugby Club	Independent Free	Registered Club	Independent Free	CW11 1RA
Sandbach Cricket Club	Independent Free	Registered Club	Independent Free	CW11 1GU
Khans	Independent Free	Restaurant	Independent Free	CW11 1GX
Sandbach Golf Club	Independent Free	Registered Club	Independent Free	CW11 1FH
Fox Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CW11 3BF
Elworth Mt Pleasant Cricket Club	Independent Free	Registered Club	Independent Free	CW11 3PU
Bears Paw	Nelson Hotels Ltd	Pubs & Full On	Nelson Hotels Ltd	CW11 3QN
Bears Head	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CW11 1RS
Fox & Hounds	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CW 4 7LW
Old Red Lion	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CW 4 7AQ
Swan Hotel	Sam Smith	Pubs & Full On	Sam Smith	CW 4 7AU
Victoria Sports & Social Club	Independent Free	Registered Club	Independent Free	CW 4 7BE
Holmes Chapel Leisure Centre	Independent Free	Proprietary Club	Independent Free	CW 4 7DZ
George & Dragon	Robinsons	Pubs & Full On	Robinsons	CW 4 7EA
<b>Holmes Chapel Community Centre</b>	Independent Free	Registered Club	Independent Free	CW 4 8AA
Yellow Broom Restaurant	Independent Free	Restaurant	Independent Free	CW 4 8BL
Vicarage Bar & Grill	Independent Free	Pubs & Full On	Independent Free	CW 4 8EF
Red Lion	Independent Free	Pubs & Full On	Independent Free	CW 4 8PJ
Winsford United Football Club	Independent Free	Registered Club	Independent Free	CW 7 3AE



# **CGA LICENCED PREMISES**

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: ATLT\_Narrow BoatCW10 9AS (15 min contou

Base: Great Britain Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	62	92.3	84.9	109			
Proprietary Club	4	6.0	8.1	73			
Registered Club	24	35.7	29.9	120			
Restaurant	12	17.9	34.6	52			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Ark Inn	Independent Free	Pubs & Full On	Independent Free	CW 7 3DA
Rifleman	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 7 4AE
Queens Arms	Wetherspoon	Pubs & Full On	Wetherspoon	CW 7 1AT
Pocket Snooker & Pool Club	Independent Free	Proprietary Club	Independent Free	CW 7 1BG
Millennium Balti	Independent Free	Restaurant	Independent Free	CW 7 2AP
Lakeside Caravan Park	Independent Free	Proprietary Club	Independent Free	CW 7 4EF
Top House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 7 3AE
De Bees	Ei Group	Pubs & Full On	Ei Group	CW 7 3DA
Wharton Park	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CW 7 3DE
Princes Feathers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 7 3DQ
Brighton Belle Inn	Greene King	Pubs & Full On	Greene King	CW 7 3NQ
Winsford Conservative Club	Independent Free	Registered Club	Independent Free	CW 7 4AN
Broken Cross	Greene King	Pubs & Full On	Greene King	CW 9 7EB
Cheshire Grill	Staffordshire & Cheshire Leisure Group	Pubs & Full On	Staffordshire & Cheshire Leisi	
Moulton Verdin Working Mens Club	Independent Free	Registered Club	Independent Free	CW 9 8PA
Lion Hotel	Independent Free	Pubs & Full On	Independent Free	CW 9 8PB
Travellers Rest	AtWill Pubs	Pubs & Full On	AtWill Pubs	CW 9 8QN
Three Greyhounds	Cheshire Cat Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WA16 9JY
Bells Of Peover	Robinsons	Pubs & Full On	Robinsons	WA16 9PZ
Crown Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WA16 9QB
Sandbach United Services Club	Independent Free	Registered Club	Independent Free	CW11 1GF
Winsford Flash Sail Club	Independent Free	Registered Club	Independent Free	CW 7 2BA
Wharton Conservative Club	Independent Free	Registered Club	Independent Free	CW 7 3EE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	CW 9 8PB
Cottage Restaurant & Lodge	Independent Free	Restaurant	Independent Free	WA16 9LU
De Vere Cranage Estate	Principal Hotels	Pubs & Full On	Starwood Capital Group	CW 4 8EW
Oak Tree Of Peover	Independent Free	Pubs & Full On	Independent Free	WA16 9SE
Middlewich Town Fc	Independent Free	Registered Club	Independent Free	CW10 9DR
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	CW11 1AG
Middlewich Civic Hall	Independent Free	Registered Club	Independent Free	CW10 9AS
Sandbach Town Hall	Independent Free	Pubs & Full On	Independent Free	CW11 1AL
Woodside Golf Club	Independent Free	Registered Club	Independent Free	CW 4 8HJ
Ganges Restaurant	Independent Free	Restaurant	Independent Free	CW11 1GF
Phanthong Thai	Independent Free	Restaurant	Independent Free	CW11 4NE
K2H Bistro	Independent Free	Restaurant	Independent Free	CW11 1AR
Orient	Independent Free	Restaurant	Independent Free	CW11 1HU
Cinnamon Lounge	Independent Free	Pubs & Full On	Independent Free	CW 4 7NF
Winsford Lifestyle Centre	Independent Free	Pubs & Full On	Independent Free	CW 7 1AD
Lach Dennis Village Hall	Independent Free	Registered Club	Independent Free	CW 9 7SZ
Vaults	Unknown	Pubs & Full On	Unknown	CW10 9AG
Bombay Tea Lounge	Independent Free	Restaurant	Independent Free	CW 7 3AU
Nu Flava	Independent Free	Restaurant	Independent Free	CW 7 2AU
Body Rockers	Independent Free	Proprietary Club	Independent Free	CW10 9AE
Sandbach United Football Club	Independent Free	Registered Club	Independent Free	CW11 3LZ
Beer Emporium	Independent Free	Pubs & Full On	Independent Free	CW11 1GT
Beer Emporium Bottle Bank	Independent Free	Pubs & Full On	Independent Free	CW 4 7AL
Bar Six	Independent Free	Pubs & Full On	Independent Free	CW11 1AT
Cobbles Bar	Independent Free	Pubs & Full On	Independent Free	CW11 1AN
No. 4	Independent Free	Pubs & Full On	Independent Free	CW 7 2LS



## **MAP OF AREA**

© 2021 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

