

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_Railway InnWR9 9AY (15 min contour)

Base: Great Britain

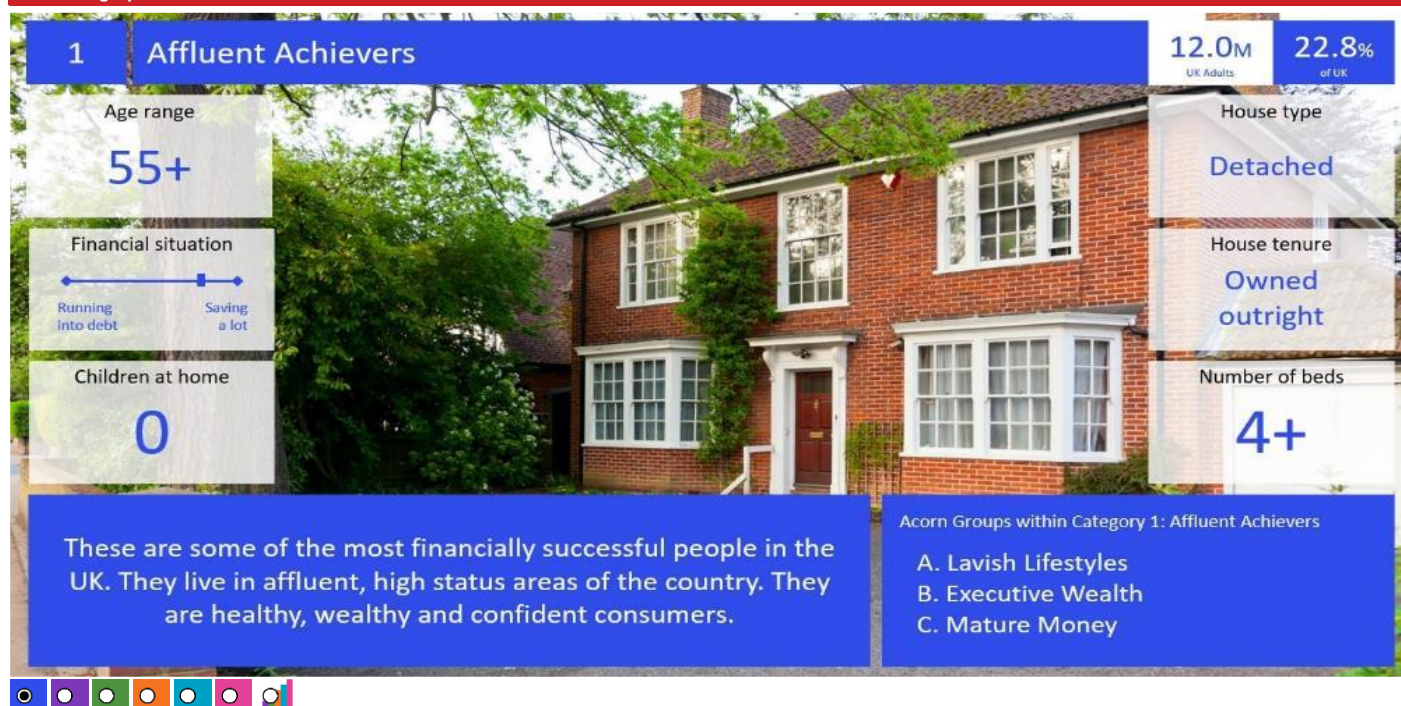
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	10,667	42.7	22.0	194		
2 Rising Prosperity	1,308	5.2	10.1	52		
3 Comfortable Communities	5,108	20.4	26.2	78		
4 Financially Stretched	5,444	21.8	23.7	92		
5 Urban Adversity	2,377	9.5	17.6	54		
6 Not Private Households	103	0.4	0.3	124		
<b>Total households</b>	<b>25,007</b>					



Graph

## Acorn Category Pen Portrait



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Area: ATLT\_Railway InnWR9 9AY (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	65	0.3	1.1	23			
1.B Executive Wealth	7,263	29.0	11.2	259			
1.C Mature Money	3,339	13.4	9.6	139			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,308	5.2	6.2	85			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	1,308	5.2	5.7	91			
3.G Successful Suburbs	1,589	6.4	5.9	108			
3.H Steady Neighbourhoods	819	3.3	7.4	45			
3.I Comfortable Seniors	528	2.1	2.9	73			
3.J Starting Out	864	3.5	4.3	79			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	823	3.3	7.9	42			
4.M Striving Families	2,603	10.4	7.5	138			
4.N Poorer Pensioners	2,018	8.1	5.9	137			
<b>5. Urban Adversity</b>							
5.O Young Hardship	460	1.8	6.1	30			
5.P Struggling Estates	800	3.2	6.1	52			
5.Q Difficult Circumstances	1,117	4.5	5.3	84			
<b>6. Not Private Households</b>							
6.R Not Private Households	103	0.4	0.3	124			
<b>Total households</b>	<b>25,007</b>						

## Acorn Group Pen Portrait

1

B

Executive Wealth

6.5M  
UK Adults

12.3%  
of UK

**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.

**DEMOGRAPHICS**

Age range

45-64

Children at home

2

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

**FINANCIAL PROFILE**

Household Income

UK

£60k

Average: £40k

London

£63k

Average: £44k

% Disposable Income

UK

50%

Average: 44%

London

49%

Average: 39%

Financial situation

Running into debt

Saving a lot

**BRANDS**

SHOPPING

Cash Kitten

THE WHITE COMPANY

LEON

Russell & Bromley

LEISURE

M&S Simply Food

\*PRET A MANGER\*

WHOLE FOODS

wahaca

WEBSITES

BOUNCE SPORT

rightmove

M&S

MoneySavingExpert.com

**DIGITAL**

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

58%

UK average: 53%

I couldn't live without the internet on my mobile

31%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to browse for hotels online

TECHNOLOGY USAGE

This group are more likely to purchase holidays online

This group are more likely to own an iPhone

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 11/12/2021

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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	65	0.3	0.9	30			
<b>1.B Executive Wealth</b>								
	1.B.4 Asset rich families	1,912	7.6	2.6	293			
	1.B.5 Wealthy countryside commuters	2,212	8.8	2.4	367			
	1.B.6 Financially comfortable families	1,178	4.7	2.2	214			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	33	0.1	1.5	9			
	1.B.9 Well-off edge of towners	1,928	7.7	1.6	477			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	2,033	8.1	3.0	272			
	1.C.11 Settled suburbia, older people	589	2.4	2.9	82			
	1.C.12 Retired and empty nesters	508	2.0	2.5	82			
	1.C.13 Upmarket downsizers	209	0.8	1.3	64			
<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	1,107	4.4	1.9	235			
	2.E.19 First time buyers in small, modern homes	201	0.8	3.3	25			
	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	326	1.3	1.5	87			
	3.F.22 Older couples and families in rural areas	192	0.8	1.1	72			
	3.F.23 Owner occupiers in small towns and villages	790	3.2	3.2	100			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	1,009	4.0	2.6	153			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	580	2.3	2.4	96			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	416	1.7	3.4	48			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	403	1.6	2.3	69			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	312	1.2	2.4	52			
	3.I.31 Elderly singles in purpose-built accommodation	216	0.9	0.5	176			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	157	0.6	2.1	30			
	3.J.33 Smaller houses and starter homes	707	2.8	2.3	126			
<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	266	1.1	1.4	76			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	424	1.7	2.6	65			
	4.L.39 Fading owner occupied terraces	133	0.5	2.9	18			
	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	1,030	4.1	1.6	258			
	4.M.42 Struggling young families in post-war terraces	500	2.0	1.7	119			
	4.M.43 Families in right-to-buy estates	621	2.5	2.1	120			
	4.M.44 Post-war estates, limited means	452	1.8	2.2	82			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	196	0.8	0.8	100			
	4.N.46 Elderly people in social rented flats	381	1.5	1.1	140			
	4.N.47 Low income older people in smaller semis	737	2.9	2.3	130			
	4.N.48 Pensioners and singles in social rented flats	704	2.8	1.8	159			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	322	1.3	2.1	60			
	5.O.50 Struggling younger people in mixed tenure	138	0.6	1.7	32			
	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	622	2.5	1.6	153			
	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	178	0.7	1.6	43			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	505	2.0	1.5	133			
	5.Q.58 Singles and young families, some receiving benefits	570	2.3	1.8	127			
	5.Q.59 Deprived areas and high-rise flats	42	0.2	2.0	8			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	27	0.1	0.1	186			
	6.R.61 Inactive communal population	76	0.3	0.3	110			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>25,007</b>						



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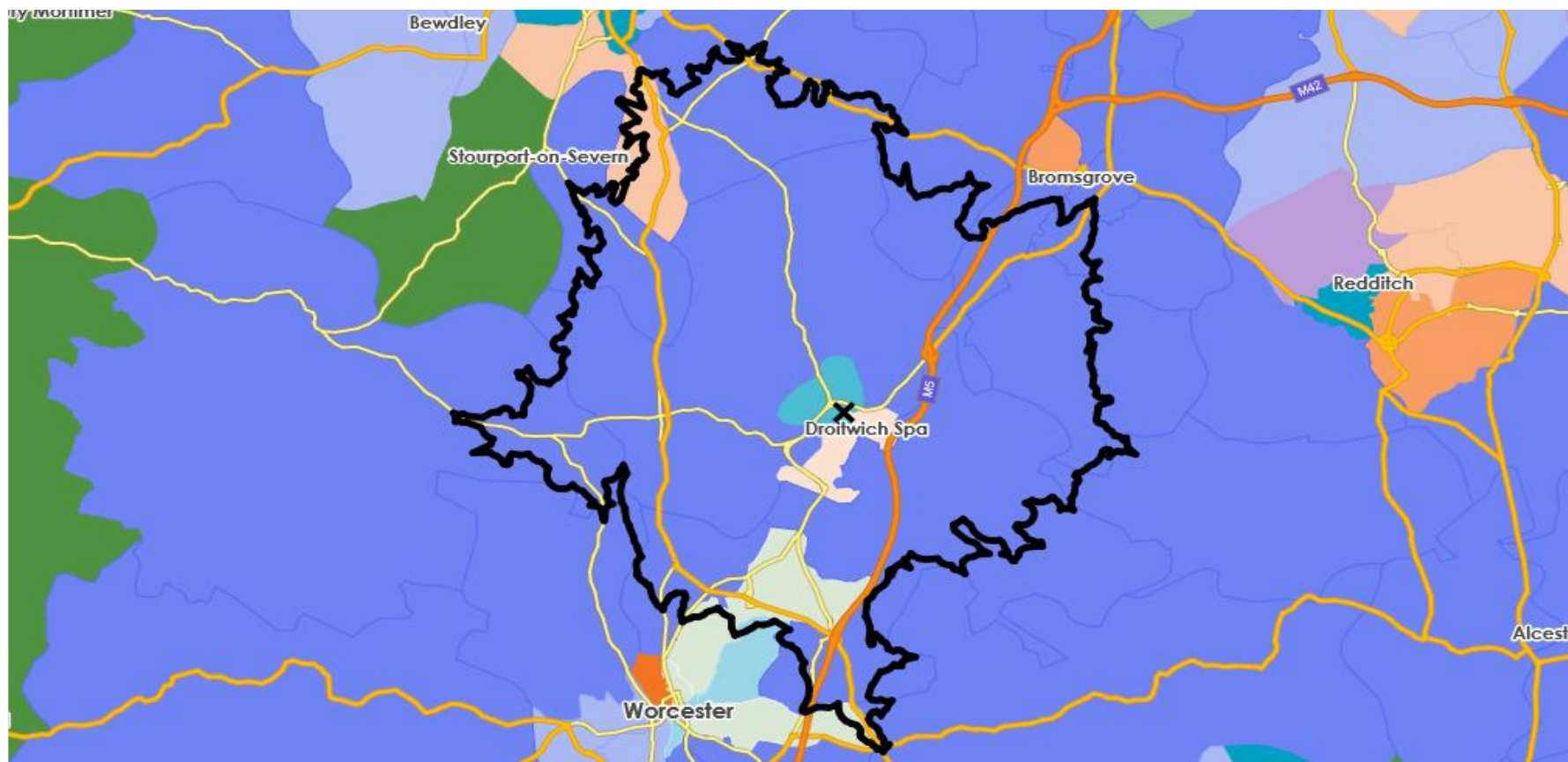
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Railway InnWR9 9AY (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

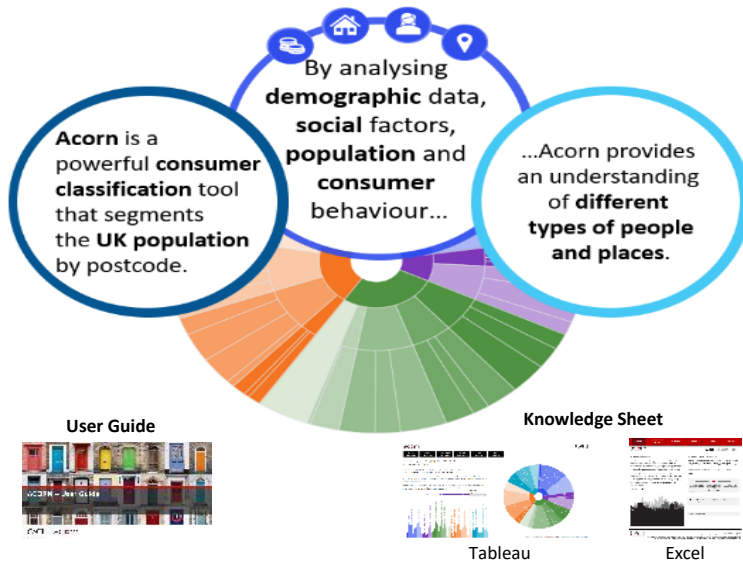
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WHAT IS ACORN?

## 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
	K. Student Life	34-36
4. Financially Stretched	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

22.8%

UK Adults

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+

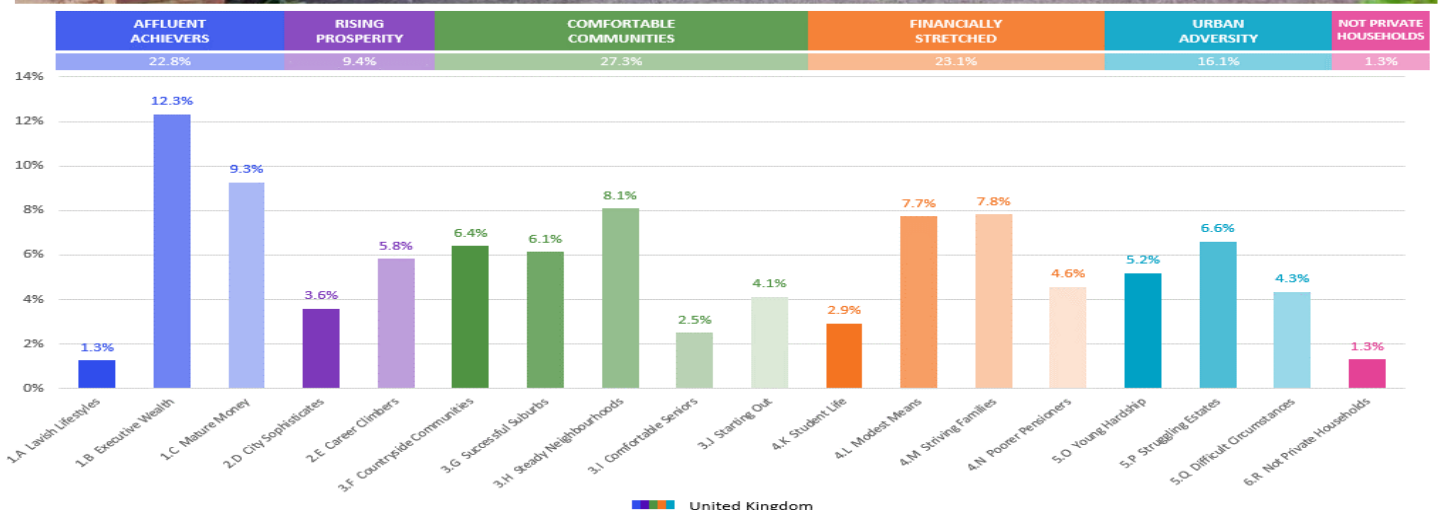
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles

B. Executive Wealth

C. Mature Money



# CGA LICENCED PREMISES

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Area: ATLT\_Railway InnWR9 9AY (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	68	114.8	84.9	135			
Proprietary Club	6	10.1	8.1	124			
Registered Club	22	37.1	29.9	124			
Restaurant	10	16.9	34.6	49			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Golden Lion	Marston's	Pubs & Full On	Marston's	B 60 3PB
Navigation Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	B 60 4LB
Queens Head Inn	Lovely Pubs Group	Pubs & Full On	Lovely Pubs Group	B 60 3AU
Garrington Sprvs Association	Independent Free	Registered Club	Independent Free	B 60 3EA
Stoke Works Recreation Club	Independent Free	Registered Club	Independent Free	B 60 4AL
Bowling Green	Marston's	Pubs & Full On	Marston's	B 60 4BH
Jinney Ring Craft Centre	Independent Free	Restaurant	Independent Free	B 60 4BU
Vernon Hanbury	Unknown	Pubs & Full On	Unknown	B 60 4DB
Ewe & Lamb	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	B 60 4DN
Boat & Railway	Marston's	Pubs & Full On	Marston's	B 60 4EQ
Hanbury Turn	Punch Pub Company	Pubs & Full On	Punch Pub Company	B 60 4LU
Swan Inn	Milton Pubs and Taverns	Pubs & Full On	Milton Pubs and Taverns	B 61 7ET
Court Leet	Greene King	Pubs & Full On	Greene King	B 61 7AY
Grafton Manor Hotel	Independent Free	Pubs & Full On	Independent Free	B 61 7HA
White Hart	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY11 7TD
Granary Hotel & Restaurant	Independent Free	Pubs & Full On	Independent Free	DY10 4BS
Hare And Hounds	Ei Group	Pubs & Full On	Ei Group	DY10 4BU
Plough Inn	Batham	Pubs & Full On	Batham	DY10 4DL
Brockencote Hall	Eden Hotel Collection	Pubs & Full On	Eden Hotel Collection	DY10 4PY
Chaddesley Corbett Sports Club	Independent Free	Registered Club	Independent Free	DY10 4RE
Mare & Colt	Greene King	Pubs & Full On	Greene King	DY11 7RF
Mitre Oak	Marston's	Pubs & Full On	Marston's	DY13 9SG
Spice Fusion	Independent Free	Pubs & Full On	Independent Free	DY13 9SW
Old Leaking Well	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DY13 9SW
Wagon Wheel	Independent Free	Pubs & Full On	Independent Free	WR 2 6LU
White Hart	Punch Pub Company	Pubs & Full On	Punch Pub Company	WR 3 8RP
New Inn	Marston's	Pubs & Full On	Marston's	WR 3 7DH
Mug House	Marston's	Pubs & Full On	Marston's	WR 3 7RN
Ravenmeadow Golf Club	Independent Free	Registered Club	Independent Free	WR 3 8SA
Bull Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 3 8RS
West Mercia Police Club	Independent Free	Registered Club	Independent Free	WR 3 8SP
Pear Tree Inn & Country Hotel	Independent Free	Pubs & Full On	Independent Free	WR 3 8SY
Swan	Marston's	Pubs & Full On	Marston's	WR 3 8TE
Worcester Rugby Union Football Club	Independent Free	Proprietary Club	Independent Free	WR 4 0AA
Barn Owl	Marston's	Pubs & Full On	Marston's	WR 4 9UP
Holt Fleet Inn	Independent Free	Pubs & Full On	Independent Free	WR 6 6NL
Wharf Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR 6 6NN
Holt Fleet Ladies Social Club	Independent Free	Registered Club	Independent Free	WR 6 6NW
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 6 6LX
Lenchford Meadow Caravan Park	Independent Free	Proprietary Club	Independent Free	WR 6 6TB
Castle Hotel	Greene King	Pubs & Full On	Greene King	WR 9 8AQ
Star & Garter	Punch Pub Company	Pubs & Full On	Punch Pub Company	WR 9 8EJ
Hadley Bowling Green Inn	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	WR 9 0AR
Droitwich Golf & Country Club	Independent Free	Proprietary Club	Independent Free	WR 9 0BQ
Robin Hood	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WR 9 0BS
Garden Room Restaurant	Independent Free	Restaurant	Independent Free	WR 9 0DG
Cross Keys Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 9 0DS
Ombersley Cricket Club	Independent Free	Registered Club	Independent Free	WR 9 0ET
Kings Arms	Marston's	Pubs & Full On	Marston's	WR 9 0EW
Crown & Sandys Arms	Independent Free	Pubs & Full On	Independent Free	WR 9 0EW
Venture In	Independent Free	Restaurant	Independent Free	WR 9 0EW
China City	Independent Free	Restaurant	Independent Free	WR 9 0JJ
Fruiterers Arms	Independent Free	Pubs & Full On	Independent Free	WR 9 0JW



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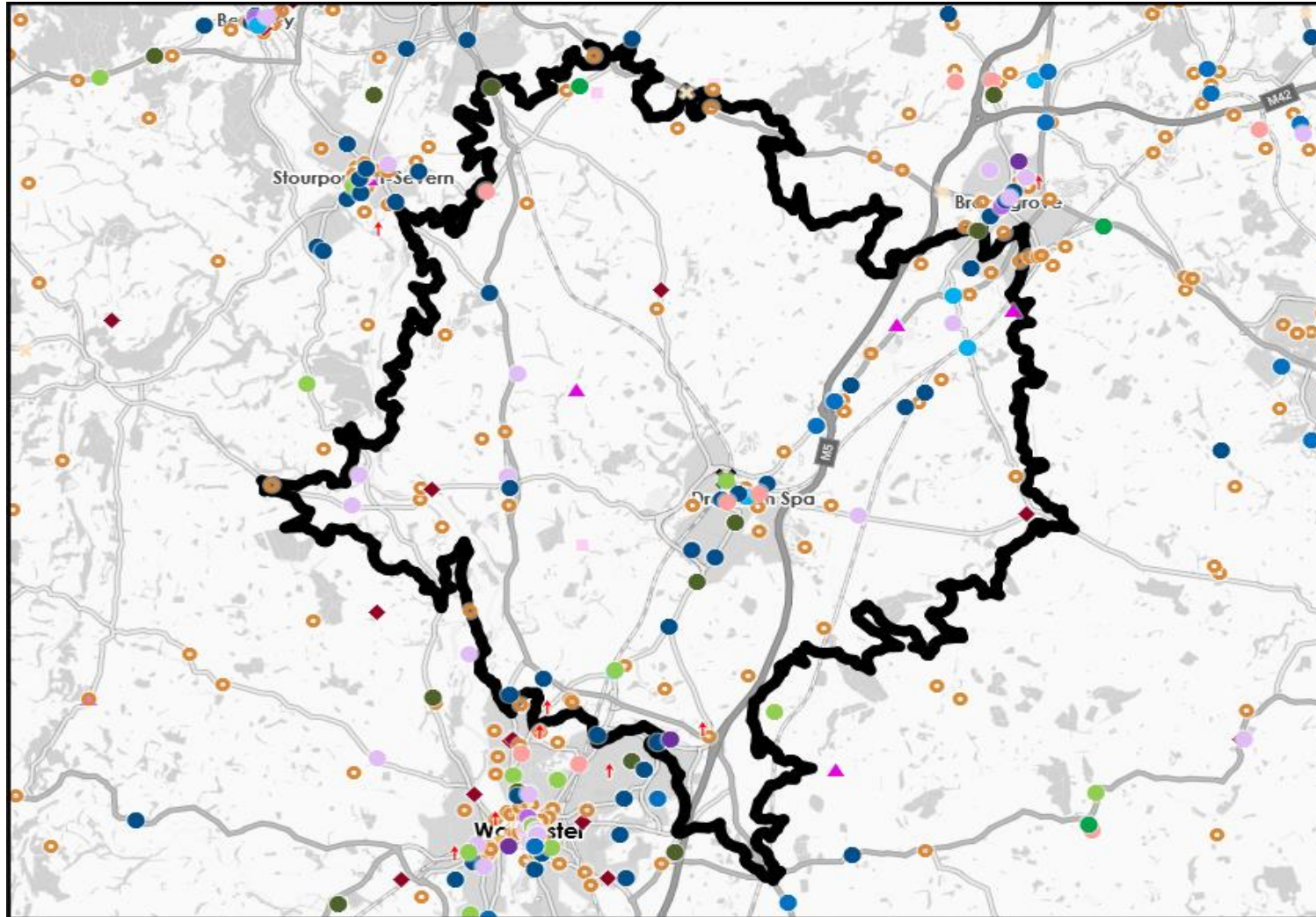
Name	Description	License Type	Owner Name	Postcode
Chequers	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR 9 0PJ
Entouraj	Independent Free	Restaurant	Independent Free	WR 9 0PW
Honeybee	King Henry's Taverns	Pubs & Full On	King Henry's Taverns	WR 9 0QB
Eagle & Sun	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 9 7DX
Copcut Elm	Greene King	Pubs & Full On	Greene King	WR 9 7JA
Fir Tree	Independent Free	Pubs & Full On	Independent Free	WR 9 7JX
Crown	Marston's	Pubs & Full On	Marston's	WR 9 7PF
Wychbold Sports & Social Club	Independent Free	Registered Club	Independent Free	WR 9 7PN
Droitwich Spa Bowling Club	Independent Free	Registered Club	Independent Free	WR 9 8AA
Ombersley Golf Club	Independent Free	Registered Club	Independent Free	WR 9 0LE
Red Lion	Marston's	Pubs & Full On	Marston's	WR 9 8AT
Droitwich Theatre & Cinema	Independent Free	Pubs & Full On	Independent Free	WR 9 8ED
Hop Pole Inn	Independent Free	Pubs & Full On	Independent Free	WR 9 8ED
Vines Park Bowling Club	Independent Free	Registered Club	Independent Free	WR 9 8LB
Droitwich Working Mens Club	Independent Free	Registered Club	Independent Free	WR 9 8EG
Talbot	Craddocks Brewery	Pubs & Full On	Craddocks Brewery	WR 9 8EJ
Old Cock Inn	Marston's	Pubs & Full On	Marston's	WR 9 8EQ
Galleria At Bullocks	Independent Free	Restaurant	Independent Free	WR 9 8ES
Riflemans Arms	Marston's	Pubs & Full On	Marston's	WR 9 8JD
Gardeners Arms	Independent Free	Pubs & Full On	Independent Free	WR 9 8LU
Freemasons Arms	Marston's	Pubs & Full On	Marston's	WR 9 8LL
Barley Mow	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 9 8PL
Droitwich Rugby Club	Independent Free	Registered Club	Independent Free	WR 9 7DU
Westcroft Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 9 8QZ
Lotus House	Independent Free	Restaurant	Independent Free	WR 9 8QX
Pillar Of Salt	Marston's	Pubs & Full On	Marston's	WR 9 8UA
Railway Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 9 9AY
Fernhill Heath War Memorial Hall	Independent Free	Registered Club	Independent Free	WR 3 8RJ
Fox Inn	Independent Free	Pubs & Full On	Independent Free	DY10 4QN
Little Witley Village Hall	Independent Free	Registered Club	Independent Free	WR 6 6LL
Droitwich Cricket Club	Independent Free	Registered Club	Independent Free	WR 9 8AA
Droitwich Fire Station	Independent Free	Registered Club	Independent Free	WR 9 8EQ
Lenchford Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 6 6TB
Three Pears	Whitbread	Pubs & Full On	Whitbread	WR 4 9FA
Blackpole	Marston's	Pubs & Full On	Marston's	WR 3 8SQ
Dilshad Indian Takeaway	Independent Free	Restaurant	Independent Free	WR 9 8EP
Spice Fusion	Independent Free	Restaurant	Independent Free	WR 9 8DY
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	WR 9 7PA
Droitwich Sports And Leisure Centre	Independent Free	Proprietary Club	Independent Free	WR 9 0RZ
Wych Way Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WR 9 7PA
Indoor Bowls	Independent Free	Registered Club	Independent Free	B 60 3PT
Gaudet Luce Golf Club	Independent Free	Registered Club	Independent Free	WR 9 7DP
Red House Barn	Independent Free	Pubs & Full On	Independent Free	B 60 4BG
Avoncroft Musuem	Independent Free	Pubs & Full On	Independent Free	B 60 4JR
Droitwich Spa Lawn Tennis Club	Independent Free	Registered Club	Independent Free	WR 9 7AN
Worcester Garden Centre	Wyevalde Garden Centres	Restaurant	Wyevalde Garden Centres	WR 3 7SW
Tap House	Independent Free	Pubs & Full On	Independent Free	DY11 7YJ
David Lloyd Leisure	David Lloyd Leisure Ltd	Proprietary Club	David Lloyd Leisure Ltd	WR 3 8ZE
Holt Castle	Independent Free	Pubs & Full On	Independent Free	WR 6 6NJ
Liberty Leisure	Independent Free	Proprietary Club	Independent Free	WR 9 7TB
Droitwich Spa Hockey Club	Independent Free	Registered Club	Independent Free	WR 9 0RZ
Bcm Hanbury	Independent Free	Pubs & Full On	Independent Free	B 60 4BU
Worcester Rugby Football Club	Independent Free	Registered Club	Independent Free	WR 3 8TR

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Railway InnWR9 9AY (15 min 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