

CGA LICENCED PREMISES

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Area: P01475_Sheldan Inn, Welwyn Garden City, A
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	46.7	81.7	57			
Proprietary Club	1	6.7	7.3	92			
Registered Club	5	33.4	28.2	119			
Restaurant	3	20.0	32.1	62			
Residential	0	0.0	2.7	0			

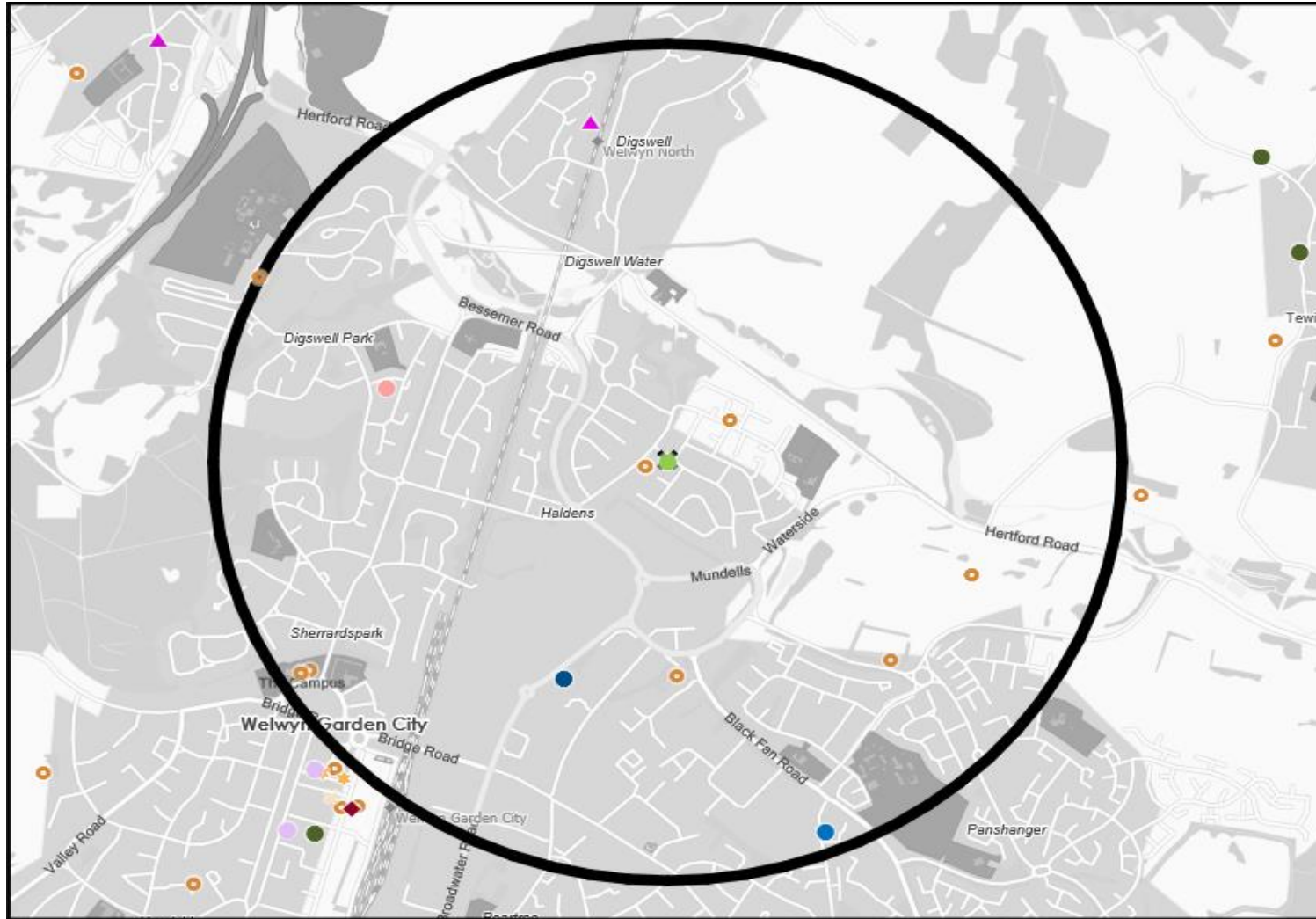
Name	Description	License Type	Owner Name	Postcode
Raj Garden Restaurant	Independent Free	Restaurant	Independent Free	AL 7 1DD
Royal Naval Association	Independent Free	Registered Club	Independent Free	AL 7 1HA
Sheldan Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	AL 7 1NB
Haldens Residents Association Club	Independent Free	Registered Club	Independent Free	AL 7 1NZ
Shamrock Club	Independent Free	Registered Club	Independent Free	AL 7 2AD
View Bar & Kitchen	Independent Free	Pubs & Full On	Independent Free	AL 7 2ED
Campus West Leisure Centre	Independent Free	Proprietary Club	Independent Free	AL 8 6BY
Hedgehog	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	AL 8 7RH
Attimore Hall	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	AL 7 2AD
Cowper Arms	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	AL 6 0EA
Theatre Bar	Independent Free	Pubs & Full On	Independent Free	AL 8 6BX
Wgc Football Club & Social Club	Independent Free	Registered Club	Independent Free	AL 7 1TA
Great Wall	Independent Free	Restaurant	Independent Free	AL 7 1DD
Hakalok	Independent Free	Restaurant	Independent Free	AL 8 7RH
Panshanger Golf Club	Independent Free	Registered Club	Independent Free	AL 7 2ED
Bakehouse	Marston's	Pubs & Full On	Marston's	AL 7 1HH

MAP OF AREA

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Source: OS Open Data 2018

Area: P01475_Sheldon Inn, Welwyn Garden City, AL7 1NB (1 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

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P01475_Sheldan Inn, Welwyn Garden City, AL7 1NB (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,294	20.7	22.1	94		
2 Rising Prosperity	276	4.4	10.2	43		
3 Comfortable Communities	1,520	24.3	26.5	92		
4 Financially Stretched	2,002	32.0	23.7	135		
5 Urban Adversity	1,139	18.2	17.2	106		
6 Not Private Households	22	0.4	0.3	102		
Graph						
Total households	6,253					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01475_Sheldan Inn, Welwyn Garden City, AL7 1NB (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	178	2.8	1.1	259		
1.B Executive Wealth	1,076	17.2	11.3	152		
1.C Mature Money	40	0.6	9.6	7		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	276	4.4	6.4	69		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	506	8.1	6.0	136		
3.H Steady Neighbourhoods	717	11.5	7.4	155		
3.I Comfortable Seniors	188	3.0	2.9	105		
3.J Starting Out	109	1.7	4.6	38		
4. Financially Stretched						
4.K Student Life	69	1.1	2.5	44		
4.L Modest Means	111	1.8	8.0	22		
4.M Striving Families	1,533	24.5	7.4	329		
4.N Poorer Pensioners	289	4.6	5.8	80		
5. Urban Adversity						
5.O Young Hardship	367	5.9	6.3	94		
5.P Struggling Estates	118	1.9	5.7	33		
5.Q Difficult Circumstances	654	10.5	5.2	200		
6. Not Private Households						
6.R Not Private Households	22	0.4	0.3	102		
Total households	6,253					

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

FINANCIAL PROFILE

Household income UK: £33k London: £38k Average: £10k / Average: £16k	% Disposable income UK: 41% London: 35% Average: 43% / Average: 29%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

I worry about online security 58% UK average: 59%	Shopping online makes my life easier 60% UK average: 62%	I love the ease of using chat bots to get answers 29% UK average: 28%
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TOP BEHAVIOURS

Moderate internet use

Below average social media use – apart from TikTok

Use of Direct.Gov website

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01475_Sheldan Inn, Welwyn Garden City, AL7 1NB (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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	3	0.0	0.1	48			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	175	2.8	0.9	326			
1.B Executive Wealth							
1.B.4 Asset rich families	226	3.6	2.6	137			
1.B.5 Wealthy countryside commuters	85	1.4	2.5	55			
1.B.6 Financially comfortable families	63	1.0	2.2	45			
1.B.7 Affluent professionals	53	0.8	0.9	99			
1.B.8 Prosperous suburban families	537	8.6	1.5	560			
1.B.9 Well-off edge of towners	112	1.8	1.6	111			
1.C Mature Money							
1.C.10 Better-off villagers	4	0.1	3.1	2			
1.C.11 Settled suburbia, older people	23	0.4	2.8	13			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	13	0.2	1.3	16			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	73	1.2	2.0	59			
2.E.19 First time buyers in small, modern homes	203	3.2	3.4	96			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	13	0.2	2.7	8			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	493	7.9	2.4	325			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	625	10.0	1.6	624			
3.H.29 Established suburbs, older families	92	1.5	2.3	63			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	21	0.3	2.4	14			
3.I.31 Elderly singles in purpose-built accommodation	167	2.7	0.5	550			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	73	1.2	2.2	54			
3.J.33 Smaller houses and starter homes	36	0.6	2.4	24			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	69	1.1	1.9	57			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	93	1.5	1.4	103			
4.L.38 Semi-skilled workers in traditional neighbourhoods	18	0.3	2.6	11			
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			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	123	2.0	1.6	123			
4.M.42 Struggling young families in post-war terraces	1,033	16.5	1.6	1,007			
4.M.43 Families in right-to-buy estates	100	1.6	2.0	78			
4.M.44 Post-war estates, limited means	277	4.4	2.2	204			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	157	2.5	0.8	319			
4.N.46 Elderly people in social rented flats	14	0.2	1.0	22			
4.N.47 Low income older people in smaller semis	25	0.4	2.2	18			
4.N.48 Pensioners and singles in social rented flats	93	1.5	1.7	87			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	251	4.0	2.2	184			
5.O.50 Struggling younger people in mixed tenure	116	1.9	1.8	103			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	77	1.2	1.6	79			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	41	0.7	1.6	41			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	540	8.6	1.5	572			
5.Q.58 Singles and young families, some receiving benefits	77	1.2	1.8	70			
5.Q.59 Deprived areas and high-rise flats	37	0.6	2.0	30			
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	0.4	0.3	124			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,253						

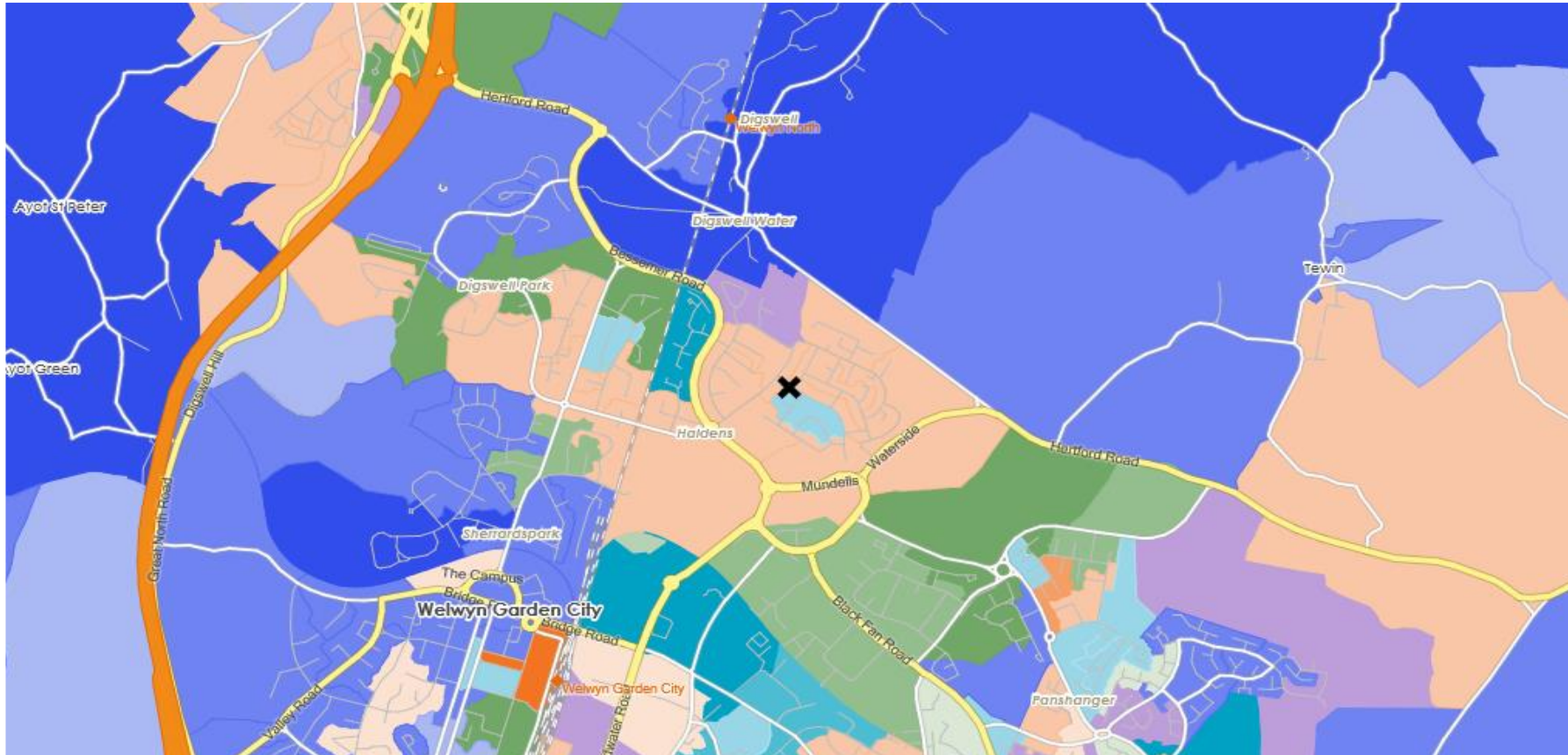
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01475_Sheldan Inn, Welwyn Garden City, AL7 1NB (1 Mile 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

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

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults 22.8% of UK

House type: **Detached**

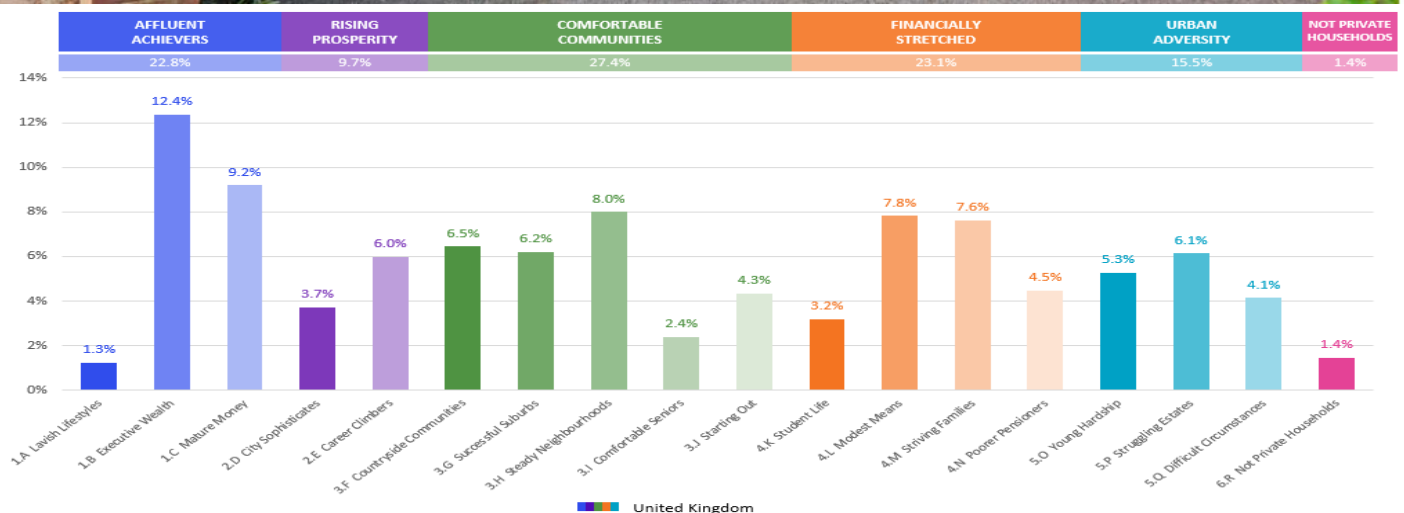
House tenure: **Owned outright**

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



MAP OF AREA

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