

CGA LICENCED PREMISES

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Area: ATLT_Foresters ArmsWR14 3RL (1 Mile cont
 Base: Great Britain
 Year: 2021

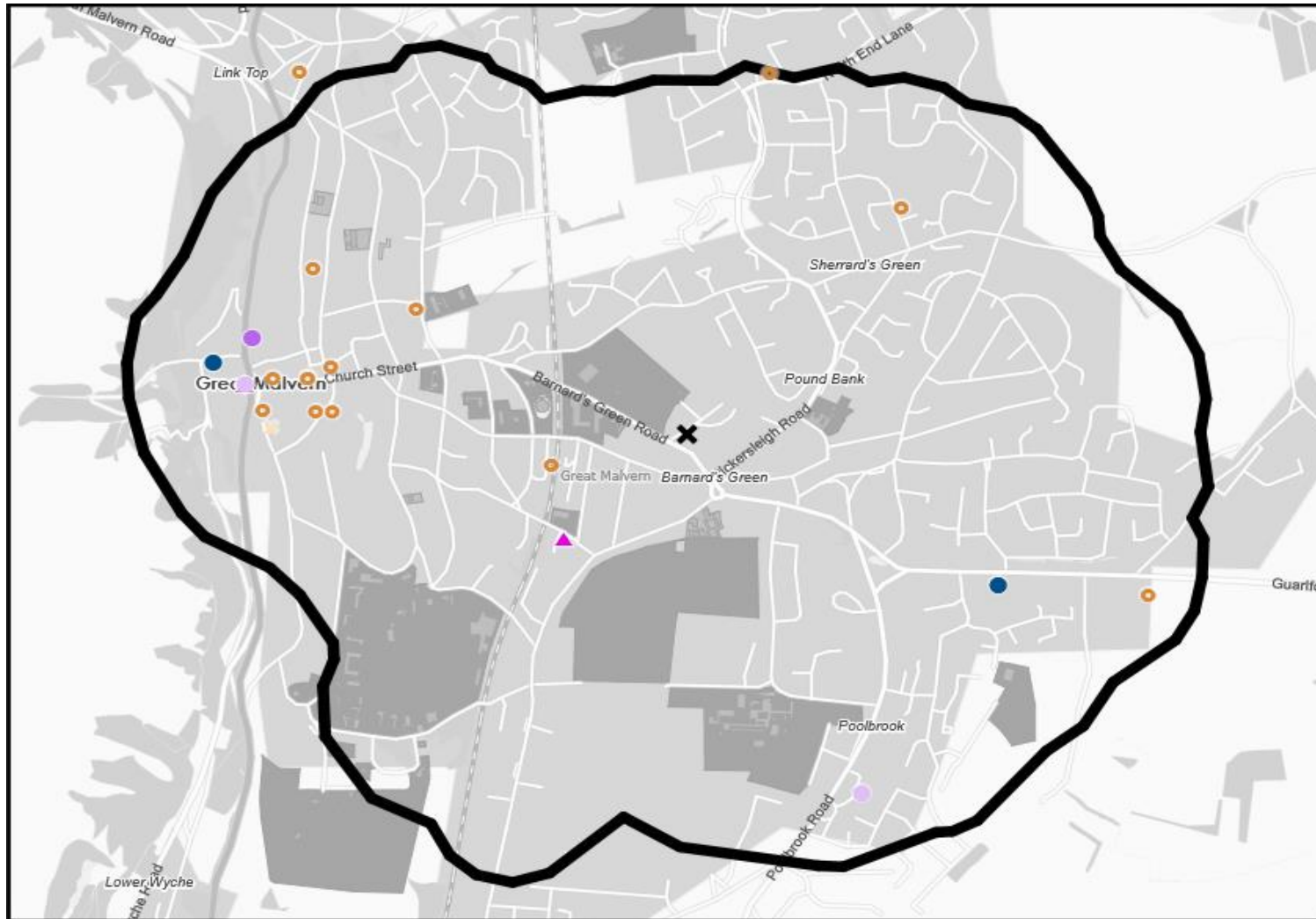
| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|------------|---|-----|-----|
| Pubs & Full On | 15 | 104.7 | 84.9 | 123 | | | |
| Proprietary Club | 0 | 0.0 | 8.1 | 0 | | | |
| Registered Club | 3 | 20.9 | 29.9 | 70 | | | |
| Restaurant | 5 | 34.9 | 34.6 | 101 | | | |
| Residential | 1 | 7.0 | 3.5 | 201 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|----------------------------------|-----------------------|-----------------|-----------------------|----------|
| Unicorn Inn | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | WR14 4PZ |
| Lady Foley Tea Rooms | Independent Free | Pubs & Full On | Independent Free | WR14 3AU |
| Anupam Restaurant | Independent Free | Restaurant | Independent Free | WR14 2AE |
| Malvern Town Football Club | Independent Free | Registered Club | Independent Free | WR14 2EQ |
| Barnards Green Cricket Club | Independent Free | Registered Club | Independent Free | WR14 2ET |
| Great Malvern Hotel | Independent Free | Pubs & Full On | Independent Free | WR14 2HN |
| Cotford Hotel | Independent Free | Residential | Independent Free | WR14 2HU |
| Manor Park Club | Independent Free | Registered Club | Independent Free | WR14 2TL |
| Morgan | Wye Valley | Pubs & Full On | Wye Valley | WR14 3EQ |
| Abbey Hotel | Sarova Hotels | Pubs & Full On | Sarova Hotels | WR14 3ET |
| Malvern Theatre Festival Theatre | Independent Free | Pubs & Full On | Independent Free | WR14 3HB |
| Three Horseshoes Inn | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | WR14 3JW |
| Blue Bell Inn | Marston's | Pubs & Full On | Marston's | WR14 3QP |
| Green Dragon | Independent Free | Pubs & Full On | Independent Free | WR14 3QT |
| Gallery 36 | Independent Free | Pubs & Full On | Independent Free | WR14 4PZ |
| Mount Pleasant Hotel | Independent Free | Pubs & Full On | Independent Free | WR14 4PZ |
| Foley Arms Hotel | Wetherspoon | Pubs & Full On | Wetherspoon | WR14 4QS |
| Red Lion | Marston's | Pubs & Full On | Marston's | WR14 4RG |
| White Season Restaurant | Independent Free | Restaurant | Independent Free | WR14 2AA |
| Frogs Restaurant | Independent Free | Restaurant | Independent Free | WR14 2AE |
| Priors Croft Bar & Restaurant | Independent Free | Pubs & Full On | Independent Free | WR14 3EY |
| Ask Italian | Azzurri Group Ltd | Restaurant | Azzurri Group Ltd | WR14 4PZ |
| Prezzo | Prezzo plc | Restaurant | Prezzo plc | WR14 4PZ |
| Malvern Lounge | Independent Free | Pubs & Full On | Independent Free | WR14 3ES |

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Foresters ArmsWR14 3RL (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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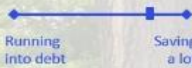
Area: ATLT_Foresters ArmsWR14 3RL (1 Mile contour)
Base: Great Britain
Year: 2021

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|---|--------------|------------|------------|---------|---|-----|
|  1 Affluent Achievers | 2,272 | 35.9 | 22.0 | 164 |  | |
|  2 Rising Prosperity | 173 | 2.7 | 10.1 | 27 |  | |
|  3 Comfortable Communities | 971 | 15.4 | 26.2 | 59 |  | |
|  4 Financially Stretched | 1,478 | 23.4 | 23.7 | 98 |  | |
|  5 Urban Adversity | 1,381 | 21.8 | 17.6 | 124 |  | |
|  6 Not Private Households | 49 | 0.8 | 0.3 | 232 |  | |
|  Graph | | | | | | |
| Total households | 6,324 | | | | | |

Acorn Category Pen Portrait

1 Affluent Achievers
12.0M 22.8%
UK Adults of UK

Age range
55+

Financial situation


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



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Foresters ArmsWR14 3RL (1 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 | 4 | 0.1 | 1.1 | 6 | | | |
| 1.B Executive Wealth | 476 | 7.5 | 11.2 | 67 | | | |
| 1.C Mature Money | 1,792 | 28.3 | 9.6 | 294 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 4.0 | 0 | | | |
| 2.E Career Climbers | 173 | 2.7 | 6.2 | 44 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 121 | 1.9 | 5.7 | 33 | | | |
| 3.G Successful Suburbs | 359 | 5.7 | 5.9 | 96 | | | |
| 3.H Steady Neighbourhoods | 151 | 2.4 | 7.4 | 32 | | | |
| 3.I Comfortable Seniors | 235 | 3.7 | 2.9 | 128 | | | |
| 3.J Starting Out | 105 | 1.7 | 4.3 | 38 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 18 | 0.3 | 2.4 | 12 | | | |
| 4.L Modest Means | 255 | 4.0 | 7.9 | 51 | | | |
| 4.M Striving Families | 481 | 7.6 | 7.5 | 101 | | | |
| 4.N Poorer Pensioners | 724 | 11.4 | 5.9 | 194 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 61 | 1.0 | 6.1 | 16 | | | |
| 5.P Struggling Estates | 501 | 7.9 | 6.1 | 130 | | | |
| 5.Q Difficult Circumstances | 819 | 13.0 | 5.3 | 242 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 49 | 0.8 | 0.3 | 232 | | | |
| Total households | 6,324 | | | | | | |

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 | JO MALONE | W |
| LEISURE BROWNS | NESPRESSO | | CAFFE NERO |
| WEBSITES amazon | MoneySavingExpert.com | M&S | BBBC 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% |
|--|---|--|

FINANCIAL PROFILE

| | | |
|--|---|--|
| Household Income UK: £46k London: £50k Average: £40k Average: £44k | % Disposable Income UK: 54% London: 51% Average: 44% Average: 39% | Financial situation Running into debt Saving a lot |
|--|---|--|

KEY INTERNET USAGE **TECHNOLOGY USAGE**

| | | |
|---|--|---|
| This group are more likely to research home insurance online | This group are more likely to purchase event tickets online | This group are more likely to own a tablet |
|---|--|---|



| | | | | |
|----------|-------|------|-----|----------------|
| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |
|----------|-------|------|-----|----------------|

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Foresters ArmsWR14 3RL (1 Mile contour)
 Base: Great Britain
 Year: 2021

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 | 0 | 0.0 | 0.1 | 0 | | | |
| 1.A.2 Metropolitan money | 0 | 0.0 | 0.2 | 0 | | | |
| 1.A.3 Large house luxury | 4 | 0.1 | 0.9 | 7 | | | |
| 1.B Executive Wealth | | | | | | | |
| 1.B.4 Asset rich families | 334 | 5.3 | 2.6 | 202 | | | |
| 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.4 | 0 | | | |
| 1.B.6 Financially comfortable families | 10 | 0.2 | 2.2 | 7 | | | |
| 1.B.7 Affluent professionals | 72 | 1.1 | 0.9 | 134 | | | |
| 1.B.8 Prosperous suburban families | 55 | 0.9 | 1.5 | 57 | | | |
| 1.B.9 Well-off edge of towners | 5 | 0.1 | 1.6 | 5 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 61 | 1.0 | 3.0 | 32 | | | |
| 1.C.11 Settled suburbia, older people | 243 | 3.8 | 2.9 | 134 | | | |
| 1.C.12 Retired and empty nesters | 280 | 4.4 | 2.5 | 178 | | | |
| 1.C.13 Upmarket downsizers | 1,208 | 19.1 | 1.3 | 1,466 | | | |
| 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 | 37 | 0.6 | 1.9 | 31 | | | |
| 2.E.19 First time buyers in small, modern homes | 136 | 2.2 | 3.3 | 66 | | | |
| 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 | 121 | 1.9 | 3.2 | 60 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 296 | 4.7 | 2.6 | 177 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 63 | 1.0 | 2.4 | 41 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 108 | 1.7 | 3.4 | 50 | | | |
| 3.H.28 Owner occupied terraces, average income | 0 | 0.0 | 1.6 | 0 | | | |
| 3.H.29 Established suburbs, older families | 43 | 0.7 | 2.3 | 29 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 152 | 2.4 | 2.4 | 100 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 83 | 1.3 | 0.5 | 268 | | | |
| 3.J Starting Out | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 8 | 0.1 | 2.1 | 6 | | | |
| 3.J.33 Smaller houses and starter homes | 97 | 1.5 | 2.3 | 68 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | | | | | | | |
| 4.K.34 Student flats and halls of residence | 18 | 0.3 | 0.4 | 78 | | | |
| 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 | | | |
| 4.L Modest Means | | | | | | | |
| 4.L.37 Low cost flats in suburban areas | 41 | 0.6 | 1.4 | 46 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 176 | 2.8 | 2.6 | 106 | | | |
| 4.L.39 Fading owner occupied terraces | 38 | 0.6 | 2.9 | 21 | | | |
| 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 | 132 | 2.1 | 1.6 | 131 | | | |
| 4.M.42 Struggling young families in post-war terraces | 108 | 1.7 | 1.7 | 102 | | | |
| 4.M.43 Families in right-to-buy estates | 104 | 1.6 | 2.1 | 79 | | | |
| 4.M.44 Post-war estates, limited means | 137 | 2.2 | 2.2 | 98 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 143 | 2.3 | 0.8 | 288 | | | |
| 4.N.46 Elderly people in social rented flats | 186 | 2.9 | 1.1 | 271 | | | |
| 4.N.47 Low income older people in smaller semis | 232 | 3.7 | 2.3 | 161 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 163 | 2.6 | 1.8 | 146 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 58 | 0.9 | 2.1 | 43 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 3 | 0.0 | 1.7 | 3 | | | |
| 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 | 57 | 0.9 | 1.6 | 55 | | | |
| 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 | 444 | 7.0 | 1.6 | 426 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 408 | 6.5 | 1.5 | 425 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 143 | 2.3 | 1.8 | 126 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 268 | 4.2 | 2.0 | 208 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | | | | | | | |
| 6.R.60 Active communal population | 4 | 0.1 | 0.1 | 109 | | | |
| 6.R.61 Inactive communal population | 45 | 0.7 | 0.3 | 259 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 6,324 | | | | | | |

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Foresters ArmsWR14 3RL (1 Mile contour)



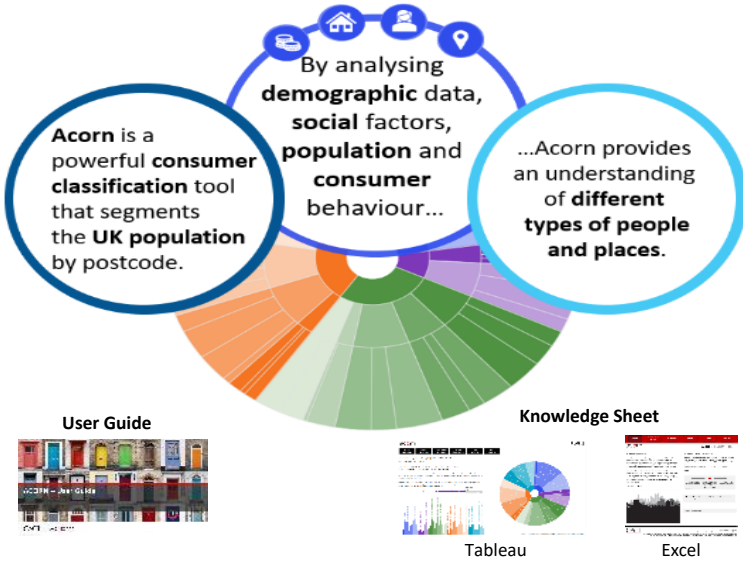
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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 |
| | 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

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+**

12.0M UK Adults 22.8% of UK

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

12.0M UK Adults 22.8% of UK

