

CGA LICENCED PREMISES

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Area: P03214_Foresters Arms, Malvern, WR14 3RI
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	84.4	81.7	103			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	22.5	28.2	80			
Restaurant	4	22.5	32.1	70			
Residential	1	5.6	2.7	210			

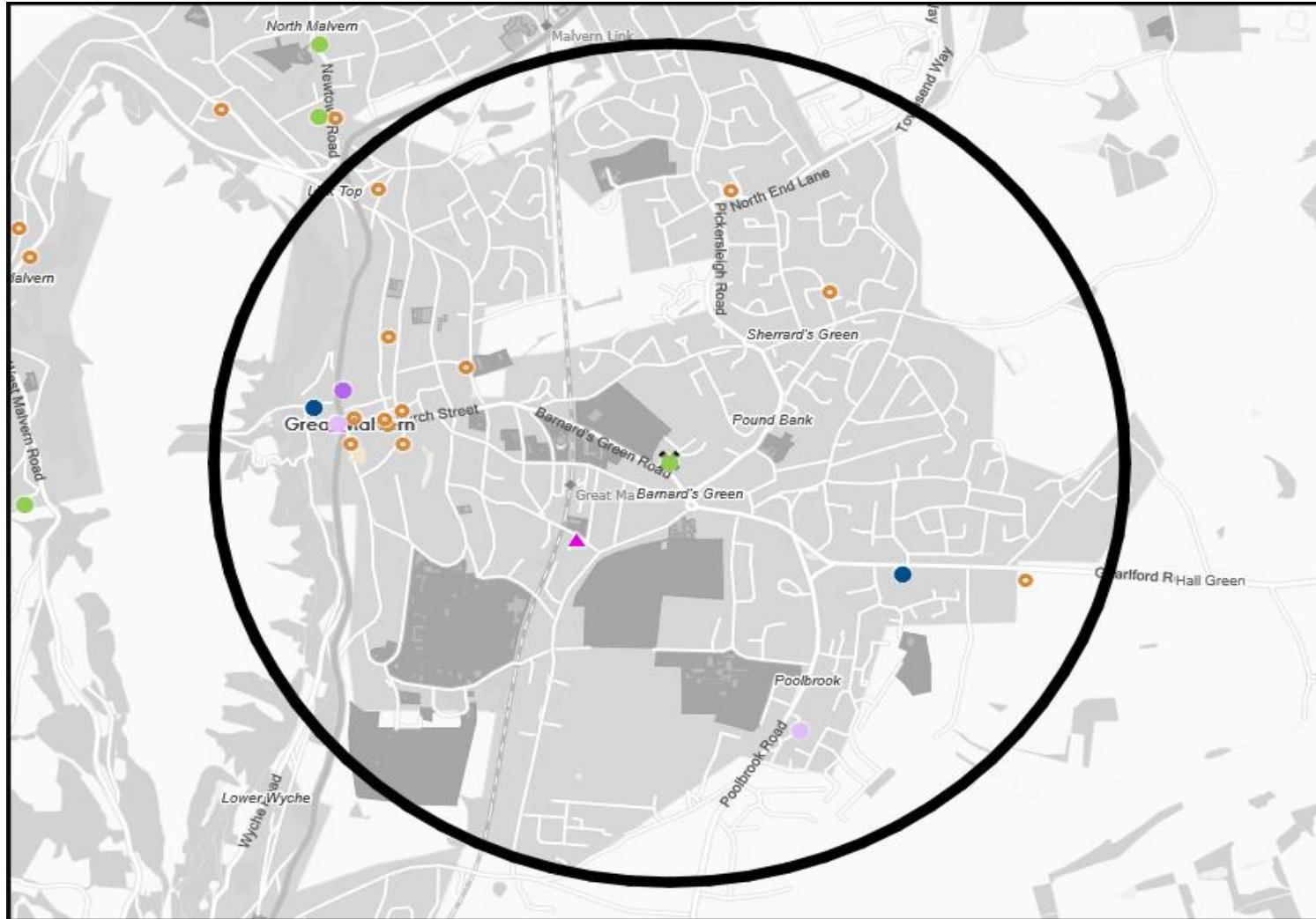
Name	Description	License Type	Owner Name	Postcode
Unicorn Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR14 4PZ
Anupam Restaurant	Independent Free	Restaurant	Independent Free	WR14 2AE
Malvern Hills Conservative Club	Independent Free	Registered Club	Independent Free	WR14 2AY
Malvern 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
Nags Head	Independent Free	Pubs & Full On	Independent Free	WR14 2JG
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
Foresters Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR14 3RL
Mount Pleasant Hotel	Independent Free	Pubs & Full On	Independent Free	WR14 4PZ
Foley Arms Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	WR14 4QS
Red Lion	Marston's	Pubs & Full On	Marston's	WR14 4RG
White Season Restaurant	Independent Free	Restaurant	Independent Free	WR14 2AA
Fig	Independent Free	Restaurant	Independent Free	WR14 2AE
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	WR14 4PZ
Alturo Lounge	Loungers	Pubs & Full On	Loungers	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: P03214_Foresters Arms, Malvern, WR14 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: P03214_Foresters Arms, Malvern, WR14 3RL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,100	38.7	22.1	175		
2 Rising Prosperity	303	3.8	10.2	37		
3 Comfortable Communities	1,488	18.6	26.5	70		
4 Financially Stretched	1,560	19.5	23.7	82		
5 Urban Adversity	1,487	18.6	17.2	108		
6 Not Private Households	76	0.9	0.3	276		
Total households		8,014				

Acorn Category Pen Portrait

5 Urban Adversity
8.4M 15.9%
UK Adults of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

Number of beds
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03214_Foresters Arms, Malvern, WR14 3RL (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	4	0.0	1.1	5	[Bar chart]	
1.B Executive Wealth	735	9.2	11.3	81	[Bar chart]	
1.C Mature Money	2,361	29.5	9.6	305	[Bar chart]	
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0	[Bar chart]	
2.E Career Climbers	303	3.8	6.4	59	[Bar chart]	
3. Comfortable Communities						
3.F Countryside Communities	104	1.3	5.7	23	[Bar chart]	
3.G Successful Suburbs	599	7.5	6.0	126	[Bar chart]	
3.H Steady Neighbourhoods	139	1.7	7.4	23	[Bar chart]	
3.I Comfortable Seniors	415	5.2	2.9	181	[Bar chart]	
3.J Starting Out	231	2.9	4.6	63	[Bar chart]	
4. Financially Stretched						
4.K Student Life	17	0.2	2.5	8	[Bar chart]	
4.L Modest Means	312	3.9	8.0	49	[Bar chart]	
4.M Striving Families	452	5.6	7.4	76	[Bar chart]	
4.N Poorer Pensioners	779	9.7	5.8	169	[Bar chart]	
5. Urban Adversity						
5.O Young Hardship	105	1.3	6.3	21	[Bar chart]	
5.P Struggling Estates	572	7.1	5.7	125	[Bar chart]	
5.Q Difficult Circumstances	810	10.1	5.2	193	[Bar chart]	
6. Not Private Households						
6.R Not Private Households	76	0.9	0.3	276	[Bar chart]	
Total households	8,014					

Acorn Group Pen Portrait

3 F Countryside Communities
3.4M UK Adults
6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

CORE DEMOGRAPHICS

Age range 55-74	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

FINANCIAL PROFILE

Household income UK: £42k London: n/a Average: £40k / Average: £46k	% Disposable income UK: 51% London: n/a Average: 43% / Average: 29%	Financial situation Running into debt / Saving a lot
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BRANDS

SHOPPING: LAKELAND, Spencers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

DIGITAL ATTITUDES

- I worry about online security: **62%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

TOP BEHAVIOURS

- Research sportswear or equipment online
- Buy domestic appliances online
- Wait until tech becomes cheaper before purchasing



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

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Area: P03214_Foresters Arms, Malvern, WR14 3RL (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	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	4	0.0	0.9	6			
1.B Executive Wealth							
1.B.4 Asset rich families	577	7.2	2.6	272			
1.B.5 Wealthy countryside commuters	4	0.0	2.5	2			
1.B.6 Financially comfortable families	18	0.2	2.2	10			
1.B.7 Affluent professionals	51	0.6	0.9	75			
1.B.8 Prosperous suburban families	59	0.7	1.5	48			
1.B.9 Well-off edge of towners	26	0.3	1.6	20			
1.C Mature Money							
1.C.10 Better-off villagers	124	1.5	3.1	50			
1.C.11 Settled suburbia, older people	461	5.8	2.8	204			
1.C.12 Retired and empty nesters	663	8.3	2.5	336			
1.C.13 Upmarket downsizers	1,113	13.9	1.3	1,074			
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	79	1.0	2.0	50			
2.E.19 First time buyers in small, modern homes	224	2.8	3.4	82			
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	104	1.3	3.2	40			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	539	6.7	2.7	249			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	60	0.7	2.4	31			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	81	1.0	3.5	29			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	58	0.7	2.3	31			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	319	4.0	2.4	168			
3.I.31 Elderly singles in purpose-built accommodation	96	1.2	0.5	247			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	18	0.2	2.2	10			
3.J.33 Smaller houses and starter homes	213	2.7	2.4	111			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	17	0.2	0.3	63			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	42	0.5	1.4	36			
4.L.38 Semi-skilled workers in traditional neighbourhoods	181	2.3	2.6	86			
4.L.39 Fading owner occupied terraces	89	1.1	2.9	38			
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	83	1.0	1.6	65			
4.M.42 Struggling young families in post-war terraces	105	1.3	1.6	80			
4.M.43 Families in right-to-buy estates	140	1.7	2.0	86			
4.M.44 Post-war estates, limited means	124	1.5	2.2	71			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	146	1.8	0.8	231			
4.N.46 Elderly people in social rented flats	182	2.3	1.0	220			
4.N.47 Low income older people in smaller semis	254	3.2	2.2	142			
4.N.48 Pensioners and singles in social rented flats	197	2.5	1.7	144			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	102	1.3	2.2	58			
5.O.50 Struggling younger people in mixed tenure	3	0.0	1.8	2			
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	81	1.0	1.6	65			
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	491	6.1	1.6	383			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	480	6.0	1.5	397			
5.Q.58 Singles and young families, some receiving benefits	82	1.0	1.8	58			
5.Q.59 Deprived areas and high-rise flats	248	3.1	2.0	157			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	5	0.1	0.1	105			
6.R.61 Inactive communal population	71	0.9	0.3	311			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	8,014						

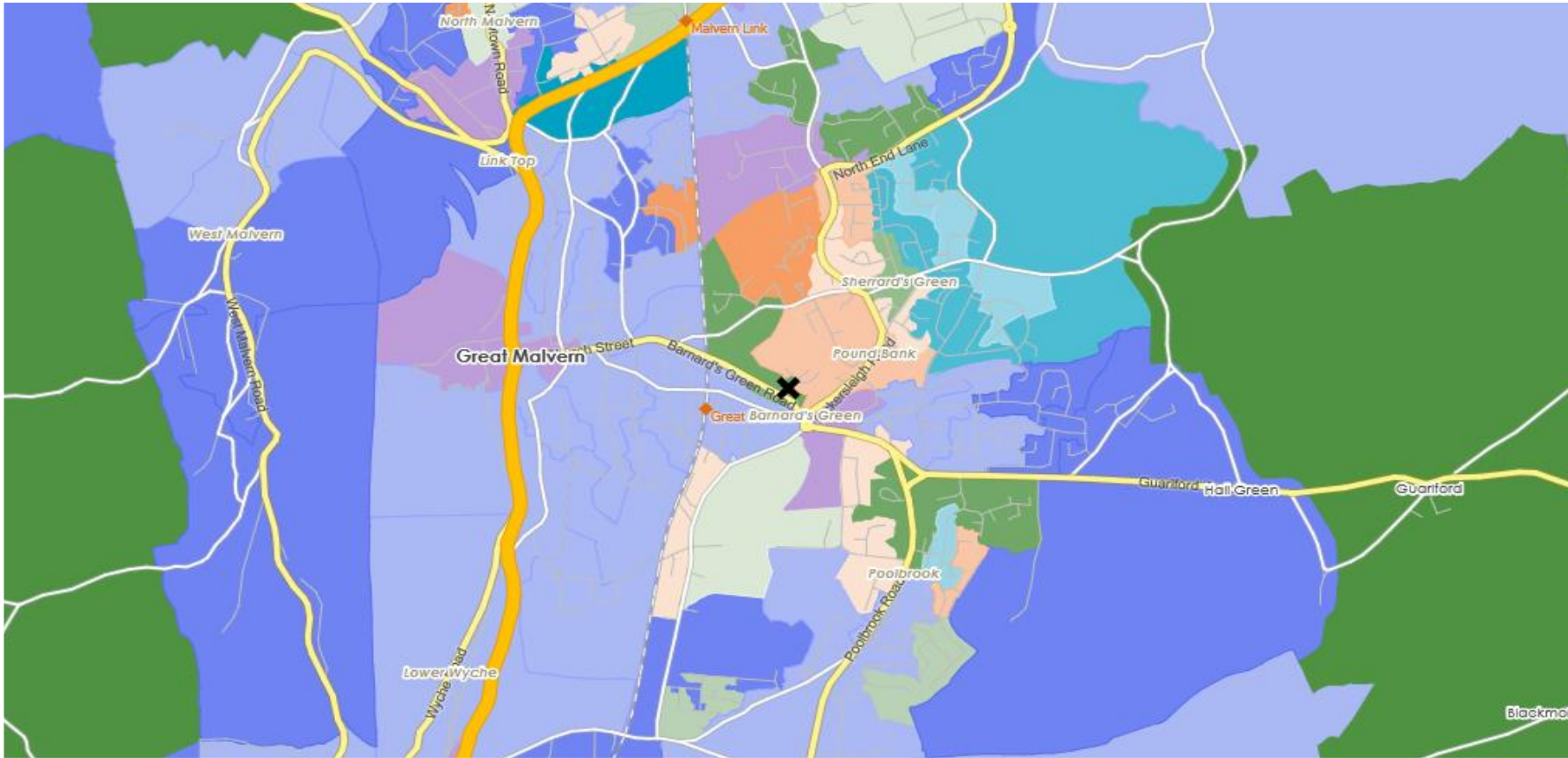
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03214_Foresters Arms, Malvern, WR14 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
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

12.1M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

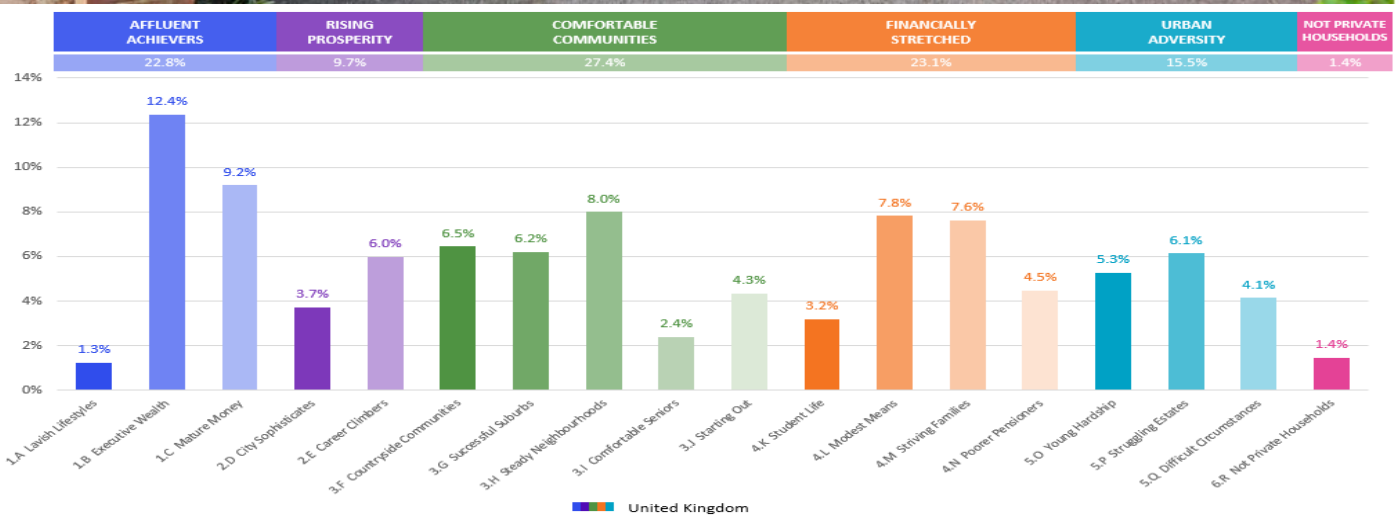
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

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

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.



MAP OF AREA

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