

CGA LICENCED PREMISES

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Area: P04017_Telstar, Rotherham, S63 7SZ (1 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	98.8	81.7	121			
Proprietary Club	1	7.6	7.3	104			
Registered Club	6	45.6	28.2	162			
Restaurant	3	22.8	32.1	71			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Wath Golf Club	Independent Free	Registered Club	Independent Free	S 62 7SJ
Crown Inn	Independent Free	Pubs & Full On	Independent Free	S 63 6JU
Dunholm Social Club	Independent Free	Registered Club	Independent Free	S 63 7AA
Cross Keys	Independent Free	Pubs & Full On	Independent Free	S 63 7DN
Glasshouse	Greene King	Pubs & Full On	Greene King	S 63 7LN
Wath Central Working Mens Club & Inst	Independent Free	Registered Club	Independent Free	S 63 7LN
Burlington Club	Independent Free	Registered Club	Independent Free	S 63 7QE
Red Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 63 7QG
Wath-Upon-Dearne Rugby Club	Independent Free	Registered Club	Independent Free	S 63 7RT
Church House	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	S 63 7RZ
Telstar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 63 7SZ
Gate Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	S 64 8DQ
Ring Obells	Marston's	Pubs & Full On	Marston's	S 64 8EG
Woodman Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 64 8UR
Park View Sports Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 64 8JH
Cafe Naaz	Independent Free	Restaurant	Independent Free	S 63 7LW
Wath Cricket Club	Independent Free	Registered Club	Independent Free	S 63 7RT
Wath Upon Dearne Leisure Centre	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	S 63 7HL
Wath Tap	Independent Free	Pubs & Full On	Independent Free	S 63 7QB
Alder Tree	Independent Free	Restaurant	Independent Free	S 64 8HD
Timberyard	Independent Free	Restaurant	Independent Free	S 63 7RZ
Rockingham Tap	Independent Free	Pubs & Full On	Independent Free	S 64 8ED
Montgomerys	Independent Free	Pubs & Full On	Independent Free	S 63 7QG

MAP OF AREA

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Source: OS Open Data 2018

Area: P04017_Telstar, Rotherham, S63 7SZ (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: P04017_Telstar, Rotherham, S63 7SZ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	655	11.6	22.1	52		
2 Rising Prosperity	23	0.4	10.2	4		
3 Comfortable Communities	1,626	28.7	26.5	108		
4 Financially Stretched	2,392	42.2	23.7	178		
5 Urban Adversity	929	16.4	17.2	95		
6 Not Private Households	43	0.8	0.3	220		
Total households	5,668					

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

Acorn Groups within Category 4: Financially Stretched

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

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 GROUP PROFILE - HOUSEHOLDS

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Area: P04017_Telstar, Rotherham, S63 7SZ (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	0	0.0	1.1	0		
1.B Executive Wealth	247	4.4	11.3	38		
1.C Mature Money	408	7.2	9.6	75		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	23	0.4	6.4	6		
3. Comfortable Communities						
3.F Countryside Communities	269	4.7	5.7	83		
3.G Successful Suburbs	139	2.5	6.0	41		
3.H Steady Neighbourhoods	810	14.3	7.4	193		
3.I Comfortable Seniors	240	4.2	2.9	148		
3.J Starting Out	168	3.0	4.6	65		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	801	14.1	8.0	177		
4.M Striving Families	510	9.0	7.4	121		
4.N Poorer Pensioners	1,081	19.1	5.8	331		
5. Urban Adversity						
5.O Young Hardship	296	5.2	6.3	84		
5.P Struggling Estates	521	9.2	5.7	161		
5.Q Difficult Circumstances	112	2.0	5.2	38		
6. Not Private Households						
6.R Not Private Households	43	0.8	0.3	220		
Total households	5,668					

Acorn Group Pen Portrait

4 L Modest Means **4.1M** UK Adults **7.7%** of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS



Age range 25-44	Children at home 3+
House tenure Privately renting	Family structure Single parent
Number of beds 3	House type Terraced

BRANDS

SHOPPING				
LEISURE				
WEBSITES				

DIGITAL

ATTITUDES I worry about online security 58% <small>UK average: 58%</small>	Shopping online makes my life easier 61% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 32% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Moderate internet usage	Uploads original content on social media	TV catch up via ITV hub
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04017_Telstar, Rotherham, S63 7SZ (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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	28	0.5	2.6	19			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	158	2.8	2.2	125			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	61	1.1	1.6	67			
1.C Mature Money							
1.C.10 Better-off villagers	32	0.6	3.1	18			
1.C.11 Settled suburbia, older people	188	3.3	2.8	118			
1.C.12 Retired and empty nesters	175	3.1	2.5	125			
1.C.13 Upmarket downsizers	13	0.2	1.3	18			
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	23	0.4	2.0	21			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	269	4.7	3.2	148			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	114	2.0	2.7	75			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	25	0.4	2.4	18			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	713	12.6	3.5	363			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	97	1.7	2.3	73			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	240	4.2	2.4	179			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	73	1.3	2.2	60			
3.J.33 Smaller houses and starter homes	95	1.7	2.4	70			
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	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	90	1.6	1.4	110			
4.L.38 Semi-skilled workers in traditional neighbourhoods	230	4.1	2.6	154			
4.L.39 Fading owner occupied terraces	481	8.5	2.9	291			
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	27	0.5	1.6	30			
4.M.42 Struggling young families in post-war terraces	27	0.5	1.6	29			
4.M.43 Families in right-to-buy estates	404	7.1	2.0	350			
4.M.44 Post-war estates, limited means	52	0.9	2.2	42			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	181	3.2	0.8	406			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	691	12.2	2.2	546			
4.N.48 Pensioners and singles in social rented flats	209	3.7	1.7	216			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	102	1.8	2.2	82			
5.O.50 Struggling younger people in mixed tenure	58	1.0	1.8	57			
5.O.51 Young people in small, low cost terraces	136	2.4	2.3	106			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	427	7.5	1.6	482			
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	94	1.7	1.6	104			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	14	0.2	1.5	16			
5.Q.58 Singles and young families, some receiving benefits	98	1.7	1.8	98			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	43	0.8	0.3	266			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,668						

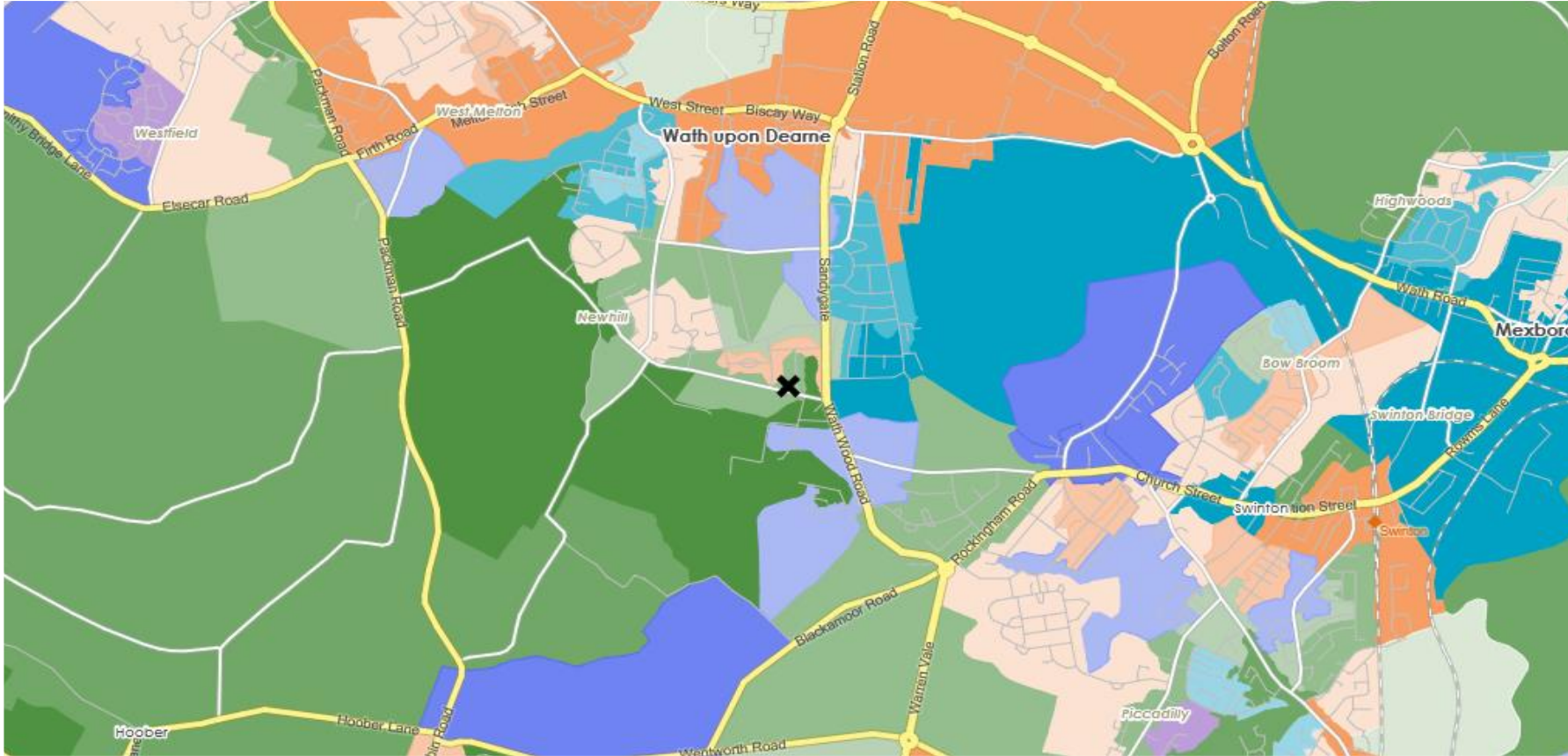
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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- 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
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

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

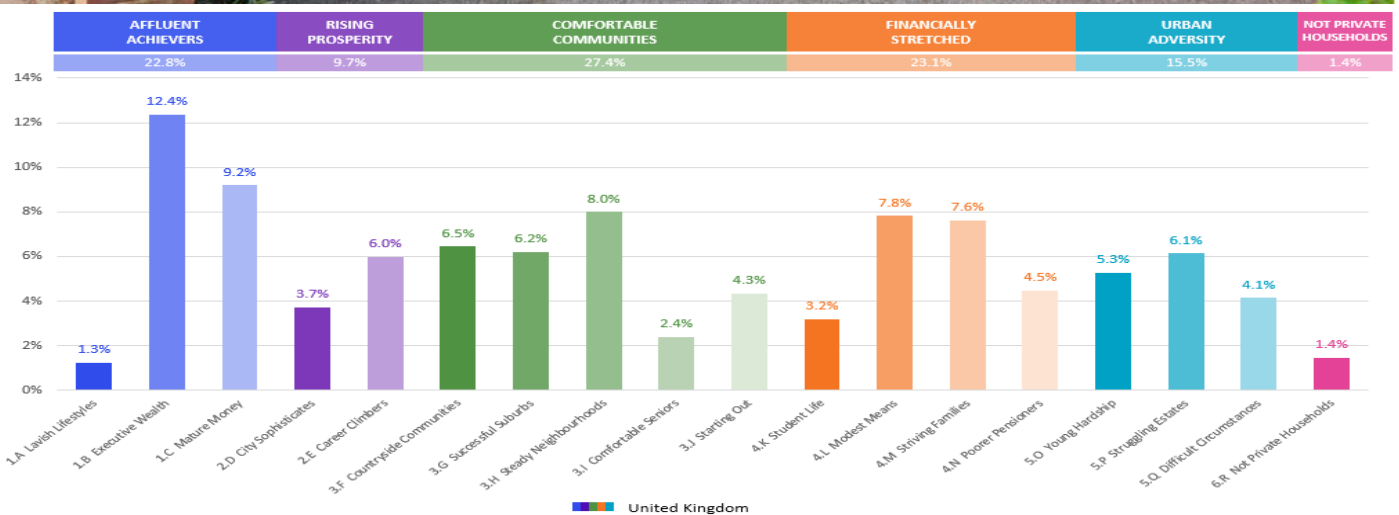
House tenure: Owned outright

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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