

CGA LICENCED PREMISES

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Area: ATLT_Back O Hill BarFK8 1RA (1 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	178.0	84.9	210			
Proprietary Club	3	21.4	8.1	262			
Registered Club	4	28.5	29.9	95			
Restaurant	18	128.2	34.6	370			
Residential	1	7.1	3.5	205			

Name	Description	License Type	Owner Name	Postcode
Dusk Nightclub	Bruce Taverns	Proprietary Club	Bruce Taverns	FK 8 1DB
Golden Lion Hotel	Independent Free	Pubs & Full On	Independent Free	FK 8 1BD
Brewdog	BrewDog plc	Pubs & Full On	BrewDog plc	FK 8 1BJ
Italia Nostra	Independent Free	Restaurant	Independent Free	FK 8 1BJ
Nicky Tams	Independent Free	Pubs & Full On	Independent Free	FK 8 1BJ
No 2 Baker Street	Greene King	Pubs & Full On	Greene King	FK 8 1BJ
Brea	Independent Free	Restaurant	Independent Free	FK 8 1BJ
Settle Inn	Independent Free	Pubs & Full On	Independent Free	FK 8 1BU
Stirling Highland Hotel	Hotel Collection	Pubs & Full On	Hotel Collection	FK 8 1DU
Hermans Restaurant	Independent Free	Restaurant	Independent Free	FK 8 1EF
Portcullis Hotel	Independent Free	Pubs & Full On	Independent Free	FK 8 1EG
Golden Crown	Independent Free	Restaurant	Independent Free	FK 8 1HF
Cross Keys	Independent Free	Pubs & Full On	Independent Free	FK 8 1HL
Green Gates	Independent Free	Restaurant	Independent Free	FK 8 1HN
Molly Malones	Greene King	Pubs & Full On	Greene King	FK 8 1JU
Mint Leaf	Independent Free	Restaurant	Independent Free	FK 8 1NA
Mediterranea Restaurant	Independent Free	Restaurant	Independent Free	FK 8 1NQ
Spittalmyre Bowling Club	Independent Free	Registered Club	Independent Free	FK 8 1PD
Back O Hill Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	FK 8 1RA
Vinnys	Independent Free	Pubs & Full On	Independent Free	FK 8 1RW
Amf Bowling	Original Bowling Company	Proprietary Club	Original Bowling Company	FK 8 1UE
Riverside Bowling Club	Independent Free	Registered Club	Independent Free	FK 8 1XL
Port Customs Bar	Independent Free	Pubs & Full On	Independent Free	FK 8 2EW
Stirling Bowling Club	Independent Free	Registered Club	Independent Free	FK 8 2RG
City Walls	Greene King	Pubs & Full On	Greene King	FK 8 2QA
Stirling County Rugby Club	Independent Free	Registered Club	Independent Free	FK 9 5AP
Wilawan Thai	Independent Free	Restaurant	Independent Free	FK 8 1BJ
Albion Bar	Kingdom Taverns	Pubs & Full On	Kingdom Taverns	FK 8 1HH
Tingle	Independent Free	Restaurant	Independent Free	FK 8 1AY
La Rana	Independent Free	Restaurant	Independent Free	FK 8 1HA
Corn Exchange	Greene King	Pubs & Full On	Greene King	FK 8 2HX
Mamma Mia	Independent Free	Restaurant	Independent Free	FK 8 1DU
Indian Cottage	Independent Free	Restaurant	Independent Free	FK 8 2LQ
La Ciociara	Independent Free	Restaurant	Independent Free	FK 8 1HA
Monterey Jacks	Independent Free	Restaurant	Independent Free	FK 8 1AY
Cold Beer Company	Greene King	Pubs & Full On	Greene King	FK 8 2BX
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	FK 8 1QZ
Tolbooth	Independent Free	Pubs & Full On	Independent Free	FK 8 1DE
Crossed Peels	Wetherspoon	Pubs & Full On	Wetherspoon	FK 8 1BN
Redcoat Cafe	Benugo Ltd	Pubs & Full On	Benugo Ltd	FK 8 1EJ
Pizza Express	Hony Capital	Restaurant	Hony Capital	FK 8 2BX
Stirling Youth Hostel	Scottish Youth Hostels Association	Residential	Scottish Youth Hostels Association	FK 8 1EA
Dawg House	Independent Free	Restaurant	Independent Free	FK 8 1AY
Beefeater	Whitbread	Pubs & Full On	Whitbread	FK 8 1QZ
Colossio Hotel	Independent Free	Pubs & Full On	Independent Free	FK 8 1DX
Highland Gate	Marston's	Pubs & Full On	Marston's	FK 9 4TW
Tjs	Independent Free	Restaurant	Independent Free	FK 8 2LQ
Peak	Independent Free	Proprietary Club	Independent Free	FK 8 1QZ
Meraki	Independent Free	Pubs & Full On	Independent Free	FK 8 1BN
Maharaja	Independent Free	Restaurant	Independent Free	FK 8 1DN
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	FK 8 1JA

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Back O Hill BarFK8 1RA (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Back O Hill BarFK8 1RA (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,042	16.7	22.0	76		
2 Rising Prosperity	961	15.4	10.1	151		
3 Comfortable Communities	661	10.6	26.2	40		
4 Financially Stretched	1,853	29.6	23.7	125		
5 Urban Adversity	1,723	27.5	17.6	156		
6 Not Private Households	18	0.3	0.3	86		
Total households	6,258					



Graph

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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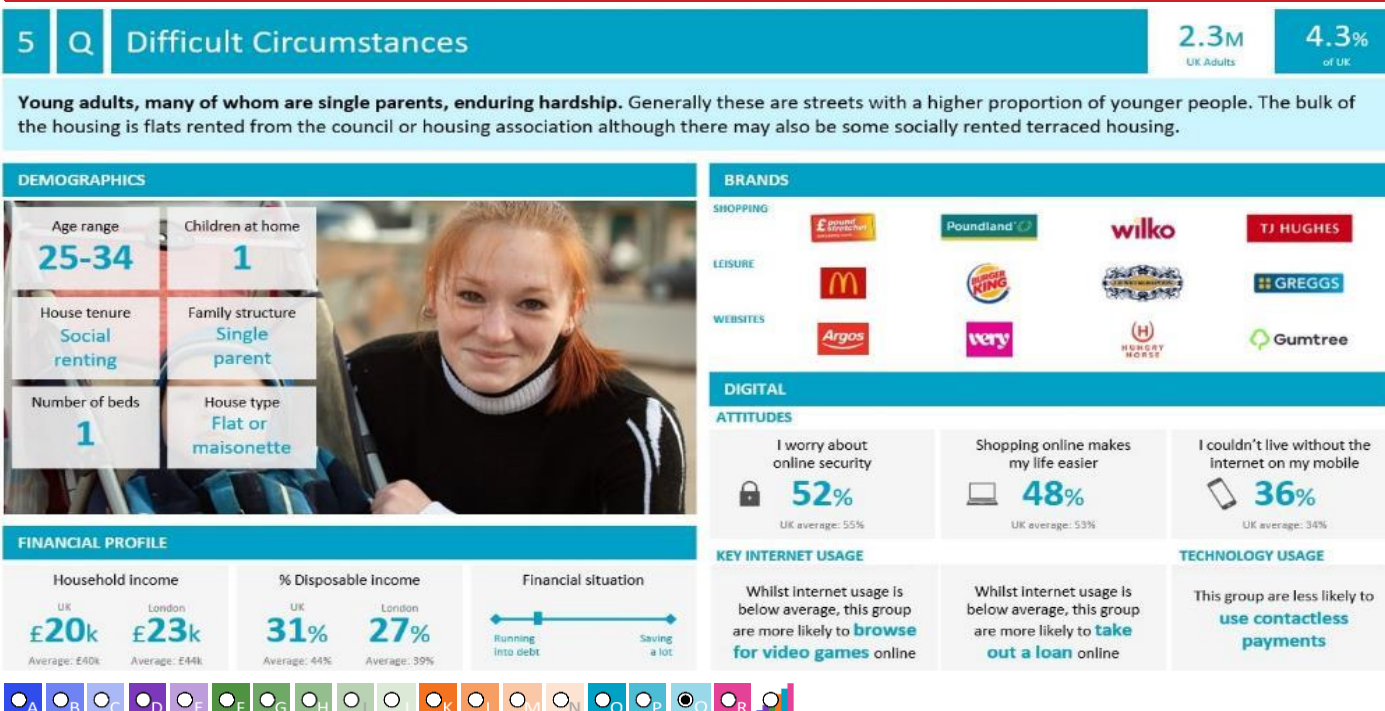
Area: ATLT_Back O Hill BarFK8 1RA (1 Mile contour)

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	0	0.0	1.1	0			
1.B Executive Wealth	674	10.8	11.2	96			
1.C Mature Money	368	5.9	9.6	61			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	961	15.4	6.2	249			
3. Comfortable Communities							
3.F Countryside Communities	8	0.1	5.7	2			
3.G Successful Suburbs	235	3.8	5.9	64			
3.H Steady Neighbourhoods	46	0.7	7.4	10			
3.I Comfortable Seniors	188	3.0	2.9	103			
3.J Starting Out	184	2.9	4.3	68			
4. Financially Stretched							
4.K Student Life	946	15.1	2.4	641			
4.L Modest Means	212	3.4	7.9	43			
4.M Striving Families	234	3.7	7.5	50			
4.N Poorer Pensioners	461	7.4	5.9	125			
5. Urban Adversity							
5.O Young Hardship	611	9.8	6.1	159			
5.P Struggling Estates	97	1.6	6.1	25			
5.Q Difficult Circumstances	1,015	16.2	5.3	303			
6. Not Private Households							
6.R Not Private Households	18	0.3	0.3	86			
Total households	6,258						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Back O Hill BarFK8 1RA (1 Mile contour)

Base: Great Britain

Year: 2021

Sort by:  Acorn 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	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	80	1.3	2.6	49			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	254	4.1	2.2	184			
	1.B.7 Affluent professionals	54	0.9	0.9	101			
	1.B.8 Prosperous suburban families	32	0.5	1.5	33			
	1.B.9 Well-off edge of towners	254	4.1	1.6	251			
1.C Mature Money								
	1.C.10 Better-off villagers	29	0.5	3.0	16			
	1.C.11 Settled suburbia, older people	94	1.5	2.9	53			
	1.C.12 Retired and empty nesters	182	2.9	2.5	117			
	1.C.13 Upmarket downsizers	63	1.0	1.3	77			
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	35	0.6	1.9	30			
	2.E.19 First time buyers in small, modern homes	926	14.8	3.3	451			
	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	8	0.1	3.2	4			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	9	0.1	2.6	5			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	226	3.6	2.4	149			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	28	0.4	3.4	13			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	18	0.3	2.3	12			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	188	3.0	2.4	124			
	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	45	0.7	2.1	34			
	3.J.33 Smaller houses and starter homes	139	2.2	2.3	99			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	609	9.7	0.4	2,666			
	4.K.35 Term-time terraces	9	0.1	0.3	56			
	4.K.36 Educated young people in flats and tenements	328	5.2	1.7	302			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	172	2.7	1.4	195			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	29	0.5	2.6	18			
	4.L.39 Fading owner occupied terraces	11	0.2	2.9	6			
	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	19	0.3	1.6	19			
	4.M.42 Struggling young families in post-war terraces	14	0.2	1.7	13			
	4.M.43 Families in right-to-buy estates	14	0.2	2.1	11			
	4.M.44 Post-war estates, limited means	187	3.0	2.2	136			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	29	0.5	0.8	59			
	4.N.46 Elderly people in social rented flats	22	0.4	1.1	32			
	4.N.47 Low income older people in smaller semis	134	2.1	2.3	94			
	4.N.48 Pensioners and singles in social rented flats	276	4.4	1.8	250			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	527	8.4	2.1	392			
	5.O.50 Struggling younger people in mixed tenure	84	1.3	1.7	77			
	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	22	0.4	1.6	22			
	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	75	1.2	1.6	73			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	641	10.2	1.5	674			
	5.Q.58 Singles and young families, some receiving benefits	199	3.2	1.8	177			
	5.Q.59 Deprived areas and high-rise flats	175	2.8	2.0	137			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	8	0.1	0.1	220			
	6.R.61 Inactive communal population	10	0.2	0.3	58			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		6,258						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Back O Hill BarFK8 1RA (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

CATEGORY

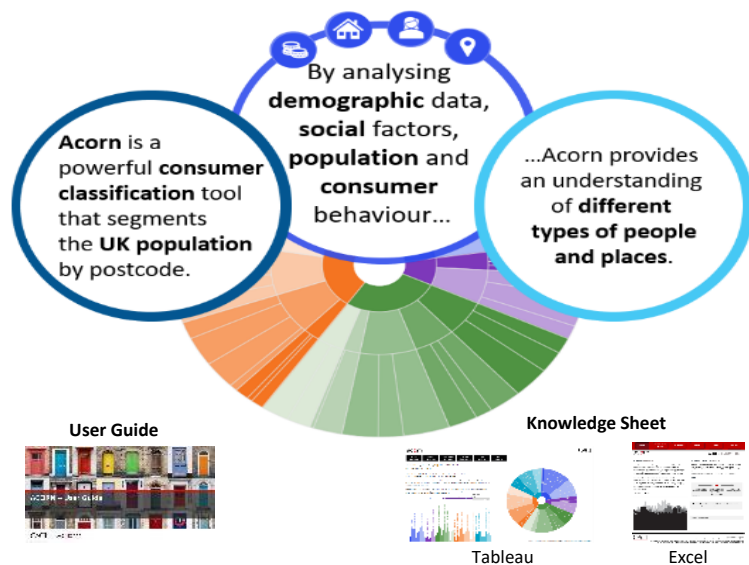
GROUP

TYPE

MAP

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
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

12.0M 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+

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

