

CGA LICENCED PREMISES

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Area: ATLT_Brook TavernPR2 3AH (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	17	58.3	84.9	69			
Proprietary Club	2	6.9	8.1	84			
Registered Club	8	27.4	29.9	92			
Restaurant	2	6.9	34.6	20			
Residential	1	3.4	3.5	99			

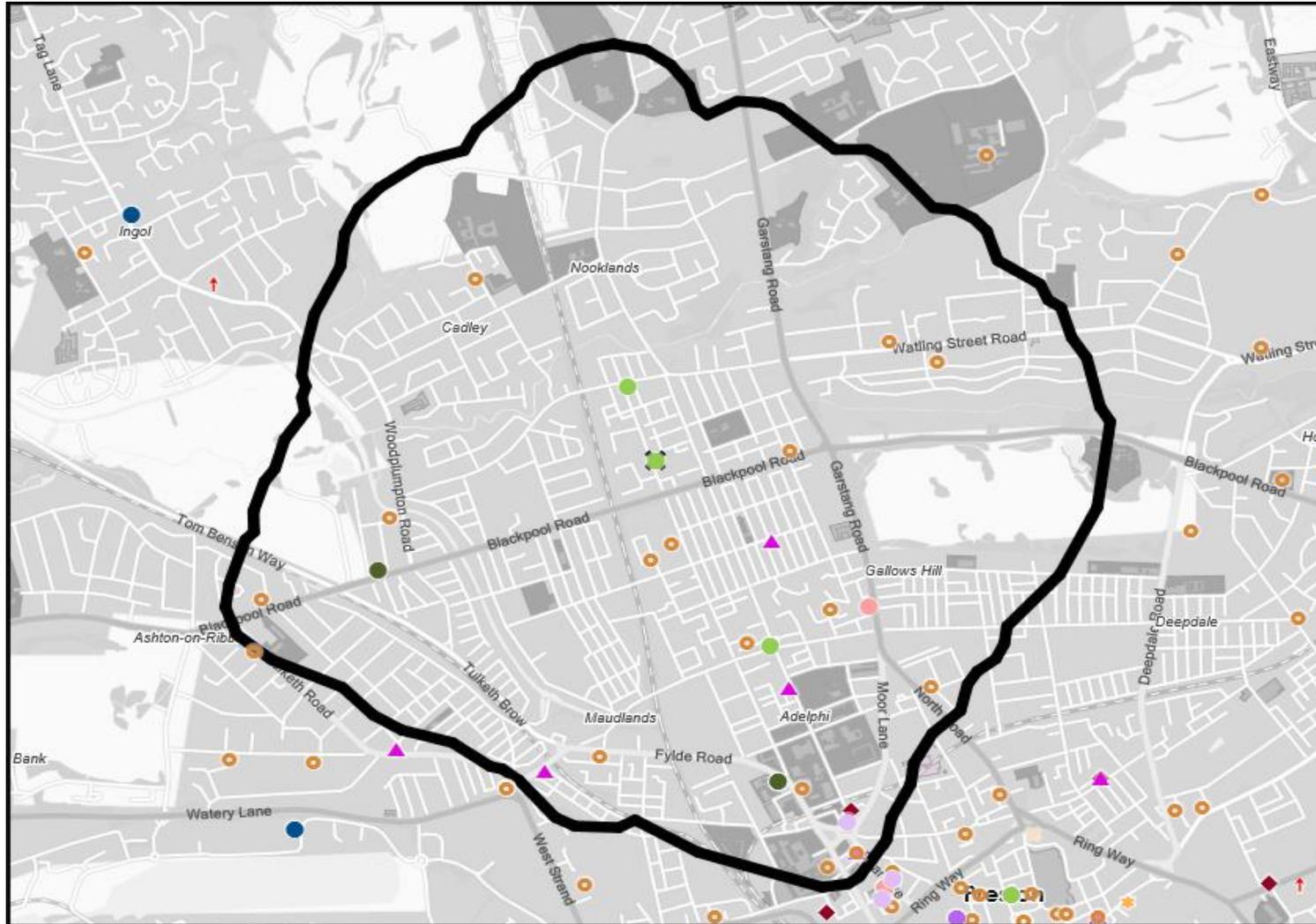
Name	Description	License Type	Owner Name	Postcode
Wellfield	Amber Taverns	Pubs & Full On	Amber Taverns	PR 1 7BH
Moor Park Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PR 1 1LA
Moorbrook Inn	Independent Free	Pubs & Full On	Independent Free	PR 1 1RU
Northern Way	Amber Taverns	Pubs & Full On	Amber Taverns	PR 1 2ED
Ship Inn	Greene King	Pubs & Full On	Greene King	PR 1 2XQ
Vinyl Tap	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PR 1 7BE
Adelphi	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PR 1 7DP
Arkwrights	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 1 7EP
Emmanuel Street Labour Club	Independent Free	Registered Club	Independent Free	PR 1 7HU
Princess Alice	Independent Free	Pubs & Full On	Independent Free	PR 1 7SL
Eldon	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 1 7YD
Lane Ends	Greene King	Pubs & Full On	Greene King	PR 2 1HX
Claremount Hotel	Independent Free	Residential	Independent Free	PR 2 1HY
Parkfield Labour Club & Institute	Independent Free	Registered Club	Independent Free	PR 2 2LH
Tang	Independent Free	Restaurant	Independent Free	PR 2 2NH
Wheatsheaf	Amber Taverns	Pubs & Full On	Amber Taverns	PR 2 2NL
Fulwood Conservative Club	Independent Free	Registered Club	Independent Free	PR 2 3AE
Plungington Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 2 3AR
Brook Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 2 3AH
St Anthony's Social Centre	Independent Free	Registered Club	Independent Free	PR 2 3SQ
Fulwood Club	Independent Free	Registered Club	Independent Free	PR 2 8NH
University Of Central Lancashire	Independent Free	Registered Club	Independent Free	PR 1 7BQ
Guild	Greene King	Pubs & Full On	Greene King	PR 1 2XQ
Preston Rock N Bowl	Independent Free	Proprietary Club	Independent Free	PR 1 7PH
Fulwood Tennis Club	Independent Free	Registered Club	Independent Free	PR 2 8DY
Nostalgia	Independent Free	Pubs & Full On	Independent Free	PR 1 2XQ
Mad Ferret	Independent Free	Pubs & Full On	Independent Free	PR 1 2XQ
Regal Snooker Club	Independent Free	Proprietary Club	Independent Free	PR 1 7NH
Source	Independent Free	Registered Club	Independent Free	PR 1 2TQ
Cocos	Independent Free	Restaurant	Independent Free	PR 1 2ED

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Brook TavernPR2 3AH (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_Brook TavernPR2 3AH (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,442	12.5	22.0	57		
2 Rising Prosperity	328	2.8	10.1	28		
3 Comfortable Communities	3,337	28.8	26.2	110		
4 Financially Stretched	2,183	18.9	23.7	79		
5 Urban Adversity	4,251	36.7	17.6	209		
6 Not Private Households	34	0.3	0.3	88		
Graph						
Total households	11,575					

Acorn Category Pen Portrait

5 Urban Adversity

Age range
25-34

Financial situation
Running into debt ————— Saving a lot

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

- Young Hardship 30%
- Struggling Estates 43%
- Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Brook TavernPR2 3AH (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	535	4.6	11.2	41			
1.C Mature Money	907	7.8	9.6	81			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	328	2.8	6.2	46			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	174	1.5	5.9	26			
3.H Steady Neighbourhoods	1,122	9.7	7.4	132			
3.I Comfortable Seniors	507	4.4	2.9	151			
3.J Starting Out	1,534	13.3	4.3	305			
4. Financially Stretched							
4.K Student Life	762	6.6	2.4	279			
4.L Modest Means	786	6.8	7.9	86			
4.M Striving Families	217	1.9	7.5	25			
4.N Poorer Pensioners	418	3.6	5.9	61			
5. Urban Adversity							
5.O Young Hardship	3,602	31.1	6.1	506			
5.P Struggling Estates	49	0.4	6.1	7			
5.Q Difficult Circumstances	600	5.2	5.3	97			
6. Not Private Households							
6.R Not Private Households	34	0.3	0.3	88			
Total households	11,575						

Acorn Group Pen Portrait

5 O Young Hardship 2.7M UK Adults 5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

DEMOGRAPHICS

Age range 25-34	Children at home 1
House tenure Privately renting	Family structure Single parent
Number of beds 2	House type Terraced

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 52% <small>UK average: 55%</small>	Shopping online makes my life easier 52% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 38% <small>UK average: 34%</small>
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<h4>KEY INTERNET USAGE</h4> <p>This group are more likely to research credit cards online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to take out a credit card online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to watch TV on demand on a laptop</p>
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FINANCIAL PROFILE

Household Income UK £30k London £34k <small>Average: £40k Average: £44k</small>	% Disposable Income UK 39% London 28% <small>Average: 44% Average: 39%</small>	Financial situation
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Brook TavernPR2 3AH (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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	179	1.5	2.6	59			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	95	0.8	0.9	97			
1.B.8 Prosperous suburban families	258	2.2	1.5	145			
1.B.9 Well-off edge of towners	3	0.0	1.6	2			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	856	7.4	2.9	259			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	51	0.4	1.3	34			
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	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	328	2.8	3.3	86			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	97	0.8	2.6	32			
3.G.25 Larger family homes, multi-ethnic areas	77	0.7	0.8	81			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	839	7.2	3.4	211			
3.H.28 Owner occupied terraces, average income	207	1.8	1.6	113			
3.H.29 Established suburbs, older families	76	0.7	2.3	28			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	447	3.9	2.4	160			
3.I.31 Elderly singles in purpose-built accommodation	60	0.5	0.5	106			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	1,289	11.1	2.1	531			
3.J.33 Smaller houses and starter homes	245	2.1	2.3	94			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	251	2.2	0.4	594			
4.K.35 Term-time terraces	290	2.5	0.3	969			
4.K.36 Educated young people in flats and tenements	221	1.9	1.7	110			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	61	0.5	1.4	37			
4.L.38 Semi-skilled workers in traditional neighbourhoods	188	1.6	2.6	62			
4.L.39 Fading owner occupied terraces	537	4.6	2.9	161			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	28	0.2	1.7	14			
4.M.43 Families in right-to-buy estates	149	1.3	2.1	62			
4.M.44 Post-war estates, limited means	40	0.3	2.2	16			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	36	0.3	0.8	40			
4.N.46 Elderly people in social rented flats	235	2.0	1.1	187			
4.N.47 Low income older people in smaller semis	9	0.1	2.3	3			
4.N.48 Pensioners and singles in social rented flats	138	1.2	1.8	68			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	201	1.7	2.1	81			
5.O.50 Struggling younger people in mixed tenure	305	2.6	1.7	151			
5.O.51 Young people in small, low cost terraces	3,096	26.7	2.3	1,187			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	25	0.2	1.6	13			
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	3	0.0	0.8	3			
5.P.56 Low income large families in social rented semis	21	0.2	1.6	11			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	108	0.9	1.5	61			
5.Q.58 Singles and young families, some receiving benefits	81	0.7	1.8	39			
5.Q.59 Deprived areas and high-rise flats	411	3.6	2.0	174			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	4	0.0	0.1	59			
6.R.61 Inactive communal population	30	0.3	0.3	94			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,575						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Brook TavernPR2 3AH (1 Mile contour)



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

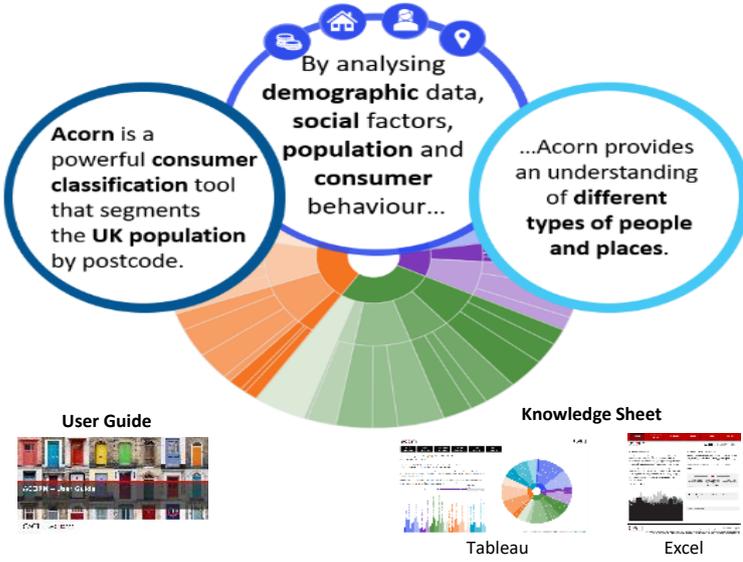
Acorn Groups

- 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
	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
12.0M UK Adults
22.8% of UK

Age range

55+

House type

Detached

Financial situation

Running into debt ← → Saving a lot

House tenure

Owned outright

Children at home

0

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

