

# CGA LICENCED PREMISES

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Area: ATLT\_Crown InnDE55 1RE (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	7	60.4	84.9	71			
Proprietary Club	1	8.6	8.1	<b>106</b>			
Registered Club	5	43.1	29.9	<b>144</b>			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

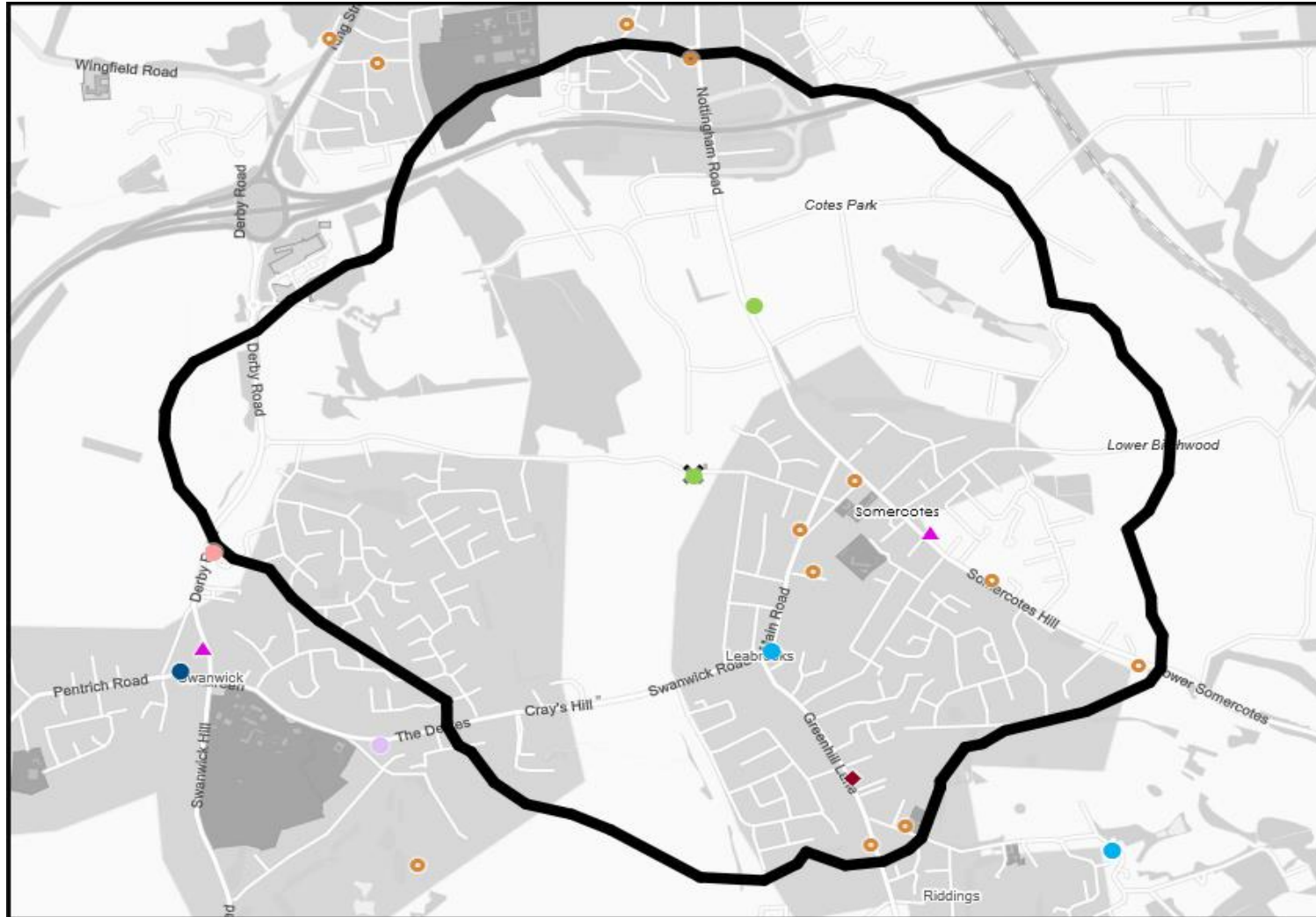
Name	Description	License Type	Owner Name	Postcode
Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE55 1RE
Red Lion Inn	Unknown	Pubs & Full On	Unknown	DE55 4EX
Somercotes Snooker Club	Independent Free	Proprietary Club	Independent Free	DE55 4HB
Cotes Park	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE55 4HQ
Devonshire Arms Inn	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DE55 4HX
Olde English Gentleman	Independent Free	Pubs & Full On	Independent Free	DE55 4JX
Greenhill Tavern	Independent Free	Pubs & Full On	Independent Free	DE55 4AS
Three Horse Shoes	Punch Pub Company	Pubs & Full On	Punch Pub Company	DE55 1LT
Alfreton Cricket Club	Independent Free	Registered Club	Independent Free	DE55 7FP
Somercotes Parish Hall	Independent Free	Registered Club	Independent Free	DE55 4LY
Summerlea Park Centre	Independent Free	Registered Club	Independent Free	DE55 1LB
Riddings Cricket Club	Independent Free	Registered Club	Independent Free	DE55 4EW
Amber Valley Rugby Football Club	Independent Free	Registered Club	Independent Free	DE55 4NQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Crown InnDE55 1RE (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\_Crown InnDE55 1RE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	769	15.0	22.0	68		
 2 Rising Prosperity	77	1.5	10.1	15		
 3 Comfortable Communities	1,440	28.2	26.2	107		
 4 Financially Stretched	2,075	40.6	23.7	171		
 5 Urban Adversity	752	14.7	17.6	84		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
<b>Total households</b>	<b>5,113</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.1M UK Adults    23.0% 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

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 Groups within Category 4: Financially Stretched**

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_Crown InnDE55 1RE (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	332	6.5	11.2	58			
1.C Mature Money	437	8.5	9.6	89			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	77	1.5	6.2	24			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	345	6.7	5.7	118			
3.G Successful Suburbs	256	5.0	5.9	85			
3.H Steady Neighbourhoods	398	7.8	7.4	106			
3.I Comfortable Seniors	100	2.0	2.9	67			
3.J Starting Out	341	6.7	4.3	153			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,184	23.2	7.9	293			
4.M Striving Families	114	2.2	7.5	30			
4.N Poorer Pensioners	777	15.2	5.9	257			
<b>5. Urban Adversity</b>							
5.O Young Hardship	169	3.3	6.1	54			
5.P Struggling Estates	442	8.6	6.1	141			
5.Q Difficult Circumstances	141	2.8	5.3	52			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>5,113</b>						

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.

**DEMOGRAPHICS**

Age range <b>25-34</b>	Children at home <b>3+</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

**FINANCIAL PROFILE**

Household Income UK: <b>£35k</b> London: <b>£42k</b> Average: £40k	% Disposable Income UK: <b>45%</b> London: <b>34%</b> Average: 44%	Financial situation Running into debt      Saving a lot
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**BRANDS**

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

**DIGITAL**

**ATTITUDES**

I worry about online security <b>54%</b> UK average: 55%	Shopping online makes my life easier <b>50%</b> UK average: 53%	I couldn't live without the internet on my mobile <b>33%</b> UK average: 34%
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**KEY INTERNET USAGE**

Whilst internet usage is below average, this group are more likely to **research loans** online

Whilst internet usage is below average, this group are more likely to **purchase toys** online

**TECHNOLOGY USAGE**

This group are more likely to **subscribe to Sky TV**

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

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Area: ATLT\_Crown InnDE55 1RE (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

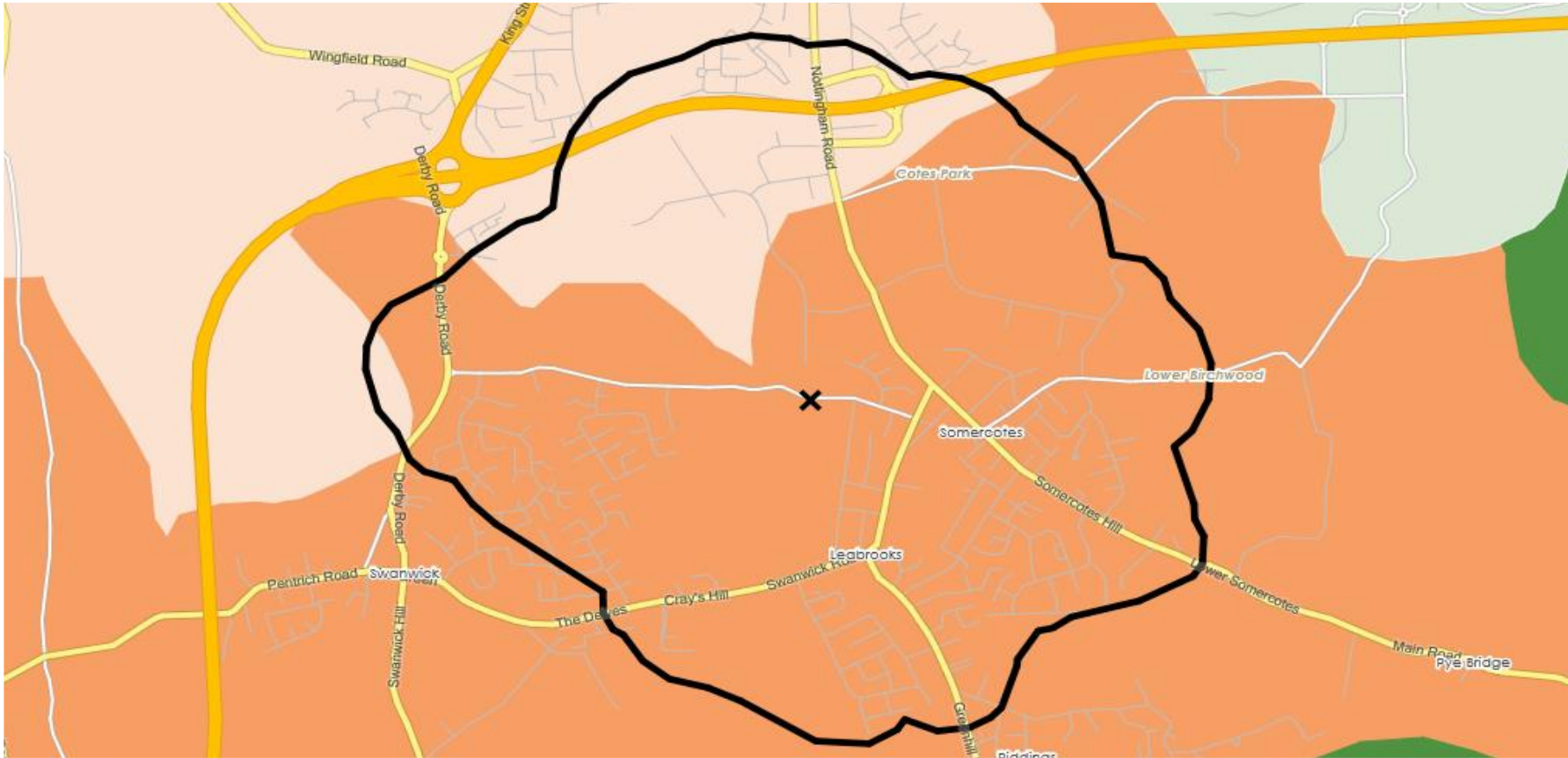
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	55	1.1	2.6	41			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	277	5.4	2.2	246			
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	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	2	0.0	3.0	1			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	435	8.5	2.5	343			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	77	1.5	1.9	80			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	345	6.7	3.2	213			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	217	4.2	2.6	161			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	39	0.8	2.4	31			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	200	3.9	3.4	114			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	198	3.9	2.3	166			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	100	2.0	2.4	81			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	341	6.7	2.3	296			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	13	0.3	1.4	18			
4.L.38 Semi-skilled workers in traditional neighbourhoods	955	18.7	2.6	711			
4.L.39 Fading owner occupied terraces	216	4.2	2.9	147			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	86	1.7	2.1	81			
4.M.44 Post-war estates, limited means	28	0.5	2.2	25			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	113	2.2	0.8	282			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	541	10.6	2.3	465			
4.N.48 Pensioners and singles in social rented flats	123	2.4	1.8	136			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	71	1.4	1.7	80			
5.O.51 Young people in small, low cost terraces	98	1.9	2.3	85			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	234	4.6	1.6	282			
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	208	4.1	1.6	247			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	35	0.7	1.5	45			
5.Q.58 Singles and young families, some receiving benefits	62	1.2	1.8	68			
5.Q.59 Deprived areas and high-rise flats	44	0.9	2.0	42			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,113</b>						



# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: ATLT\_Crown InnDE55 1RE (1 Mile contour)



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

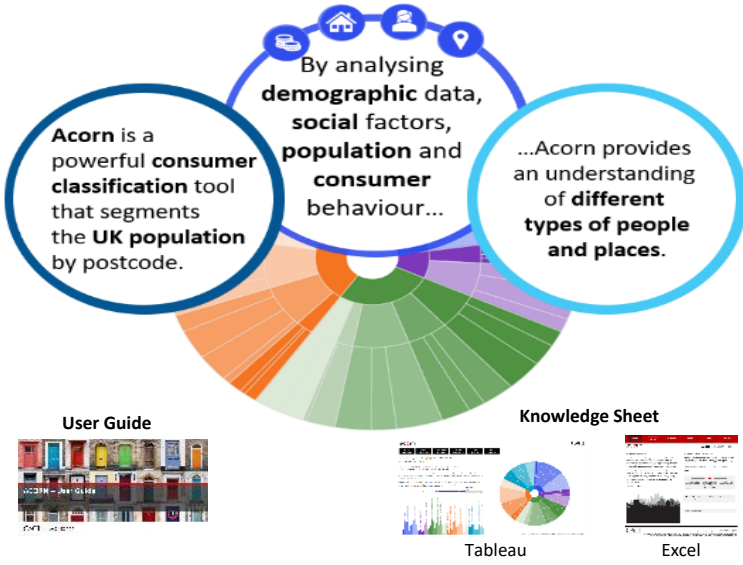
**Acorn Groups**

- 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+

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

