

CGA LICENCED PREMISES

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Area: P04303_Bar 29, Rugby, CV21 3BX (1 Mile cor
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	33	95.2	81.7	117			
Proprietary Club	3	8.7	7.3	119			
Registered Club	11	31.7	28.2	113			
Restaurant	11	31.7	32.1	99			
Residential	3	8.7	2.7	324			

Name	Description	License Type	Owner Name	Postcode
Wheeltapper Inn	Independent Free	Pubs & Full On	Independent Free	CV21 3HQ
Victoria Inn	Independent Free	Pubs & Full On	Independent Free	CV21 3ST
Squirrel	Independent Free	Pubs & Full On	Independent Free	CV21 3PY
Arnold House	Independent Free	Pubs & Full On	Independent Free	CV21 3BA
Carlton Hotel	Independent Free	Residential	Independent Free	CV21 3HE
Windmill Inn	Black Country Ales	Pubs & Full On	Black Country Ales	CV21 2AB
Courthouse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV21 2AG
Delish	Independent Free	Restaurant	Independent Free	CV21 2AL
Half Moon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV21 2DY
Rugby Workers Union	Independent Free	Registered Club	Independent Free	CV21 2ET
Indian Association	Independent Free	Registered Club	Independent Free	CV21 2EZ
Holly Bush	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV21 2HR
Benn Hall	Independent Free	Pubs & Full On	Independent Free	CV21 2LN
Bacco Lounge	Loungers	Pubs & Full On	Loungers	CV21 2PY
Town & Country Constitutional	Independent Free	Registered Club	Independent Free	CV21 2QA
Rugby Theatre	Independent Free	Pubs & Full On	Independent Free	CV21 2QA
Herb & Spice Royal Thai Cuisine	Independent Free	Restaurant	Independent Free	CV21 2QA
Bank Street Leisure Club	Independent Free	Proprietary Club	Independent Free	CV21 2QE
Bar 8	Independent Free	Pubs & Full On	Independent Free	CV21 2QE
Alma Lodge House	Independent Free	Residential	Independent Free	CV21 2RS
Seven Stars Inn	B & T Brewery	Pubs & Full On	Everards	CV21 2SH
Romna Tandoori	Independent Free	Restaurant	Independent Free	CV21 2SG
Maharajah	Independent Free	Restaurant	Independent Free	CV21 2SG
Royal Oak	Punch Pub Company	Pubs & Full On	Punch Pub Company	CV21 2JG
Rugby Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV21 3BX
Bull	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV21 3BX
Zinc	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	CV21 3BG
Prince Of Wales	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV21 3DA
William Webb Ellis	Marston's	Pubs & Full On	Marston's	CV21 3DN
Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV21 3DU
Black Swan	Amber Taverns	Pubs & Full On	Amber Taverns	CV21 3EB
Rugby West Indian Social Club	Independent Free	Registered Club	Independent Free	CV21 3QP
Dilruba Restaurant	Independent Free	Restaurant	Independent Free	CV21 3HQ
Grosvenor Hotel	Independent Free	Residential	Independent Free	CV21 3QQ
Clifton Inn	Independent Free	Pubs & Full On	Independent Free	CV21 3QZ
Raglan Arms	Independent Free	Pubs & Full On	Independent Free	CV22 6AD
Diamond House Hotel	Independent Free	Pubs & Full On	Independent Free	CV22 5AA
British Rail Sports & Social Club	Independent Free	Registered Club	Independent Free	CV22 5AL
Rugby Thornfield Bowls Club	Independent Free	Registered Club	Independent Free	CV22 5LZ
Griffin	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV22 5NT
Oakfield Club	Independent Free	Registered Club	Independent Free	CV22 7AL
Rugby Football Club	Independent Free	Registered Club	Independent Free	CV22 7AU
On The Rocks	Independent Free	Restaurant	Independent Free	CV21 2RS
Warwickshire College	Independent Free	Registered Club	Independent Free	CV21 1AR
Merchants Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV21 3AW
Chicco Di Caffè	Independent Free	Pubs & Full On	Independent Free	CV21 2QE
Cafe Vin Cinq	Independent Free	Restaurant	Independent Free	CV21 3BW
Rupert Brooke	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CV21 2TP
Bombay Tandoori	Independent Free	Restaurant	Independent Free	CV21 3PT
Lawrence Sherriff	Independent Free	Pubs & Full On	Independent Free	CV21 3BW
Pizza Express	Hony Capital	Restaurant	Hony Capital	CV21 3BG
Rugby Irish Association	Independent Free	Registered Club	Independent Free	CV21 2TX
Cineworld	Cineworld Cinemas Ltd	Pubs & Full On	Cineworld Cinemas Ltd	CV21 1RW

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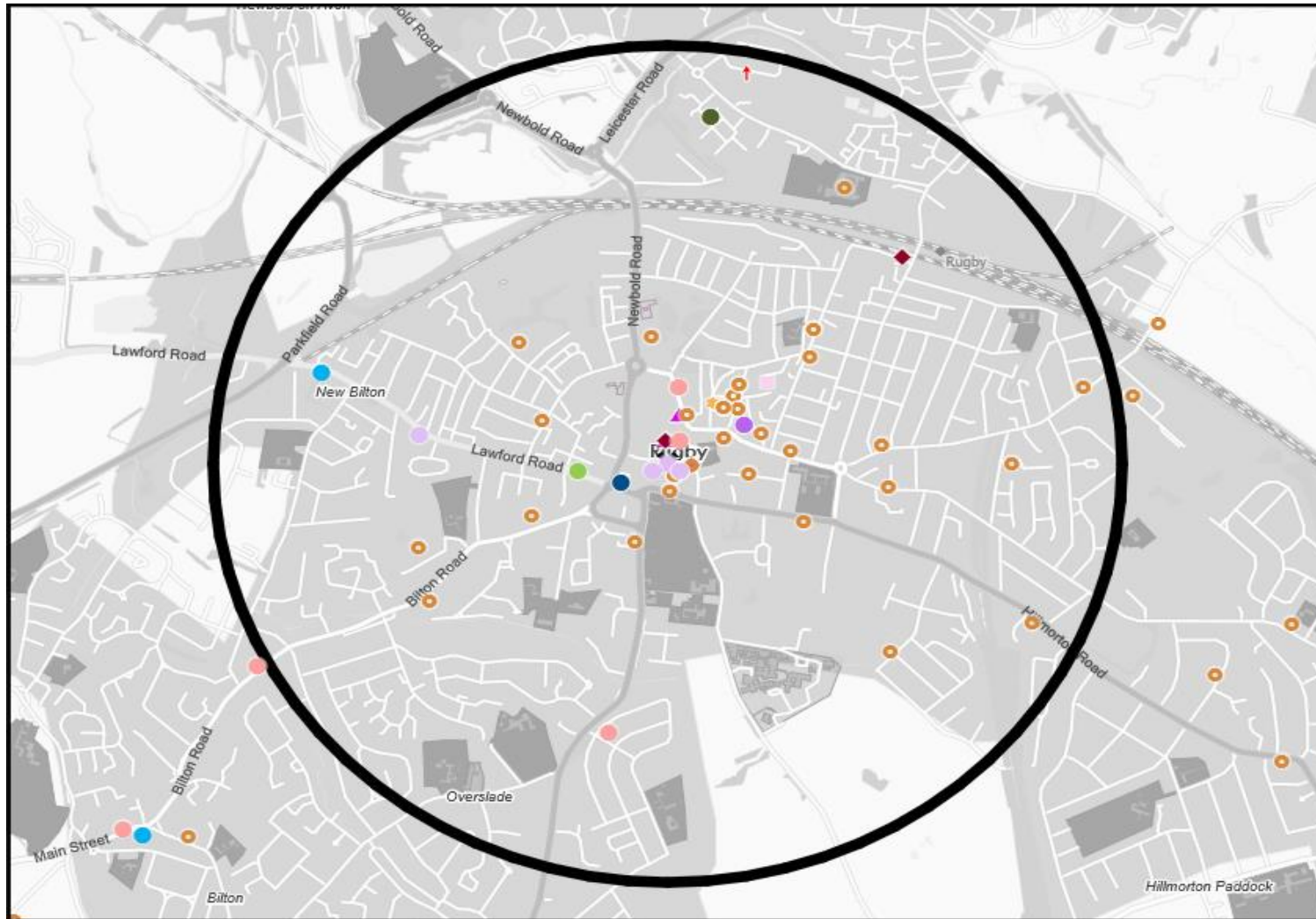
Name	Description	License Type	Owner Name	Postcode
La Casa Loco	Independent Free	Restaurant	Independent Free	CV21 3AW
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	CV21 3LA
Rugby Bowling Club	Independent Free	Registered Club	Independent Free	CV22 7AS
London Calling	Independent Free	Pubs & Full On	Independent Free	CV21 2TP
Steam Turbine	Greene King	Pubs & Full On	Greene King	CV21 1GB
Libertine Burger	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	CV21 3EB
Cv22	Independent Free	Pubs & Full On	Independent Free	CV22 5EJ
Matis	Independent Free	Proprietary Club	Independent Free	CV21 3BG

MAP OF AREA

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Source: OS Open Data 2018

Area: P04303_Bar 29, Rugby, CV21 3BX (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: P04303_Bar 29, Rugby, CV21 3BX (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	837	5.6	22.1	25		
2 Rising Prosperity	640	4.3	10.2	42		
3 Comfortable Communities	3,836	25.8	26.5	97		
4 Financially Stretched	3,525	23.7	23.7	100		
5 Urban Adversity	5,988	40.2	17.2	234		
6 Not Private Households	64	0.4	0.3	125		
Total households		14,890				

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

3+

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: P04303_Bar 29, Rugby, CV21 3BX (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	281	1.9	11.3	17			
1.C Mature Money	556	3.7	9.6	39			
2. Rising Prosperity							
2.D City Sophisticates	1	0.0	3.8	0			
2.E Career Climbers	639	4.3	6.4	67			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	360	2.4	6.0	41			
3.H Steady Neighbourhoods	1,586	10.7	7.4	144			
3.I Comfortable Seniors	155	1.0	2.9	36			
3.J Starting Out	1,735	11.7	4.6	256			
4. Financially Stretched							
4.K Student Life	97	0.7	2.5	26			
4.L Modest Means	1,802	12.1	8.0	152			
4.M Striving Families	792	5.3	7.4	71			
4.N Poorer Pensioners	834	5.6	5.8	97			
5. Urban Adversity							
5.O Young Hardship	4,109	27.6	6.3	441			
5.P Struggling Estates	1,208	8.1	5.7	142			
5.Q Difficult Circumstances	671	4.5	5.2	86			
6. Not Private Households							
6.R Not Private Households	64	0.4	0.3	125			
Total households	14,890						

Acorn Group Pen Portrait

6 Not Private Households

790k
UK Adults

1.5%
of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children's homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

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

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Area: P04303_Bar 29, Rugby, CV21 3BX (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	31	0.2	2.6	8			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	36	0.2	2.2	11			
1.B.7 Affluent professionals	50	0.3	0.9	39			
1.B.8 Prosperous suburban families	96	0.6	1.5	42			
1.B.9 Well-off edge of towners	68	0.5	1.6	28			
1.C Mature Money							
1.C.10 Better-off villagers	2	0.0	3.1	0			
1.C.11 Settled suburbia, older people	401	2.7	2.8	96			
1.C.12 Retired and empty nesters	5	0.0	2.5	1			
1.C.13 Upmarket downsizers	148	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	0.7	0			
2.D.17 Socialising young renters	1	0.0	1.0	1			
2.E Career Climbers							
2.E.18 Career driven young families	117	0.8	2.0	40			
2.E.19 First time buyers in small, modern homes	522	3.5	3.4	103			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	234	1.6	2.7	58			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	126	0.8	2.4	35			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,015	6.8	3.5	197			
3.H.28 Owner occupied terraces, average income	204	1.4	1.6	86			
3.H.29 Established suburbs, older families	367	2.5	2.3	105			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	86	0.6	2.4	24			
3.I.31 Elderly singles in purpose-built accommodation	69	0.5	0.5	95			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	908	6.1	2.2	283			
3.J.33 Smaller houses and starter homes	827	5.6	2.4	231			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	10	0.1	0.3	20			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	87	0.6	1.9	30			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	154	1.0	1.4	72			
4.L.38 Semi-skilled workers in traditional neighbourhoods	325	2.2	2.6	83			
4.L.39 Fading owner occupied terraces	1,323	8.9	2.9	304			
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	170	1.1	1.6	70			
4.M.43 Families in right-to-buy estates	470	3.2	2.0	155			
4.M.44 Post-war estates, limited means	152	1.0	2.2	47			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	74	0.5	0.8	63			
4.N.46 Elderly people in social rented flats	331	2.2	1.0	216			
4.N.47 Low income older people in smaller semis	144	1.0	2.2	43			
4.N.48 Pensioners and singles in social rented flats	285	1.9	1.7	112			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,063	7.1	2.2	326			
5.O.50 Struggling younger people in mixed tenure	995	6.7	1.8	371			
5.O.51 Young people in small, low cost terraces	2,051	13.8	2.3	608			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	594	4.0	1.6	255			
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	614	4.1	1.6	258			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	53	0.4	1.5	24			
5.Q.58 Singles and young families, some receiving benefits	280	1.9	1.8	107			
5.Q.59 Deprived areas and high-rise flats	338	2.3	2.0	115			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	7	0.0	0.1	79			
6.R.61 Inactive communal population	57	0.4	0.3	134			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	14,890						

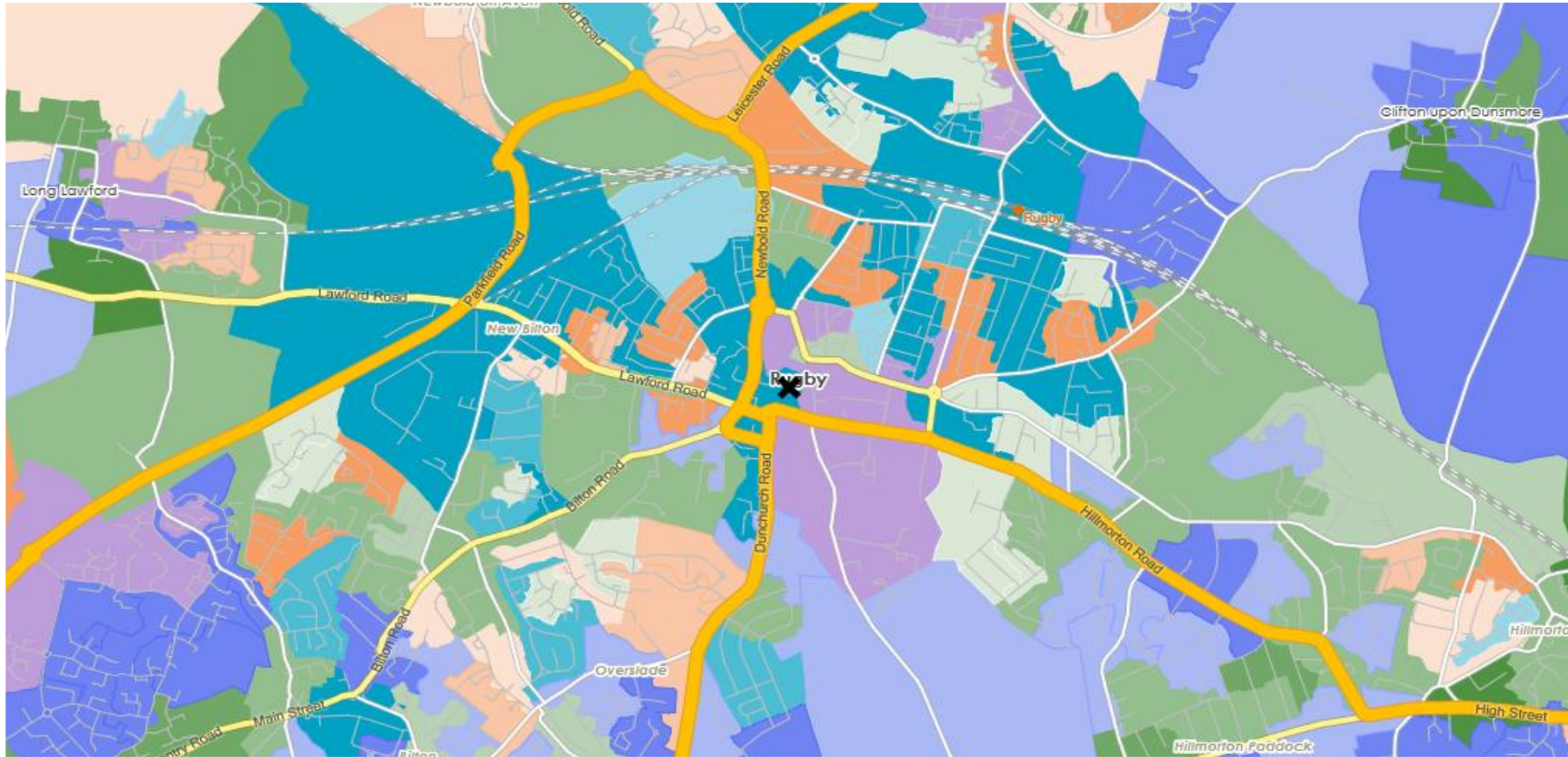
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04303_Bar 29, Rugby, CV21 3BX (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

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults 22.8% of UK

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



MAP OF AREA

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