

CGA LICENCED PREMISES

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Area: ATLT_Bush InnCF44 7RW (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	233.2	84.9	275			
Proprietary Club	2	18.7	8.1	229			
Registered Club	7	65.3	29.9	219			
Restaurant	5	46.6	34.6	135			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Aberdare Masonic Hall	Independent Free	Registered Club	Independent Free	CF44 7AP
Ynyscynon Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CF44 0PA
Blaengwawr Inn	Independent Free	Pubs & Full On	Independent Free	CF44 6HX
Plough Inn	Independent Free	Pubs & Full On	Independent Free	CF44 6PY
Temple Bar	Independent Free	Pubs & Full On	Independent Free	CF44 6UU
Aberdare Constitutional Club	Independent Free	Registered Club	Independent Free	CF44 7AE
Gulshan Tandoori	Independent Free	Restaurant	Independent Free	CF44 7AT
Rasputins	Unknown	Pubs & Full On	Unknown	CF44 7AP
Peppers Restaurant	Independent Free	Restaurant	Independent Free	CF44 7AP
Gloster Arms	Independent Free	Pubs & Full On	Independent Free	CF44 7AU
Cambrian Inn Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CF44 7BB
Aberaman Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	CF44 6UR
Aberaman Rugby Club	Independent Free	Registered Club	Independent Free	CF44 7BP
Whitcombe Inn	Independent Free	Pubs & Full On	Independent Free	CF44 7DA
Conway Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CF44 7DG
New Market Tavern	Independent Free	Pubs & Full On	Independent Free	CF44 7DY
Dare Valley Country Caravan Park	Independent Free	Proprietary Club	Independent Free	CF44 7RG
Raf Aberdare	Independent Free	Registered Club	Independent Free	CF44 7EP
Full Moon	Independent Free	Pubs & Full On	Independent Free	CF44 7HH
Bute Arms	Independent Free	Pubs & Full On	Independent Free	CF44 7LB
Cynon Valley Club Institute	Independent Free	Registered Club	Independent Free	CF44 7LB
Pickled Peppers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CF44 7RW
White Lion Hotel	Independent Free	Pubs & Full On	Independent Free	CF44 8AE
Beehive Inn	Independent Free	Pubs & Full On	Independent Free	CF44 8BG
Harlequins Bowls Club	Independent Free	Registered Club	Independent Free	CF44 8EL
Gadlys Arms	Independent Free	Restaurant	Independent Free	CF44 8EY
Welsh Harp & Cross Inn	Independent Free	Pubs & Full On	Independent Free	CF44 8LU
Mount Pleasant Hotel	Unknown	Pubs & Full On	Unknown	CF44 8NG
Light House	Independent Free	Pubs & Full On	Independent Free	CF44 7LB
Judges	Independent Free	Proprietary Club	Independent Free	CF44 7DY
Marquis	Independent Free	Pubs & Full On	Independent Free	CF44 7EN
Yr Ieuan Ap Iago	Wetherspoon	Pubs & Full On	Wetherspoon	CF44 7AA
Coliseum Theatre	Independent Free	Pubs & Full On	Independent Free	CF44 8NG
Elliot's	Independent Free	Pubs & Full On	Independent Free	CF44 7LL
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	CF44 7LB
Dauids	Independent Free	Restaurant	Independent Free	CF44 7DG
Helen' Restaurant	Independent Free	Restaurant	Independent Free	CF44 7AP
Bert & Ernie	Independent Free	Pubs & Full On	Independent Free	CF44 7ED
National Tap	Independent Free	Pubs & Full On	Independent Free	CF44 7EG

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Bush InnCF44 7RW (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_Bush InnCF44 7RW (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	129	2.6	22.0	12		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	668	13.4	26.2	51		
4 Financially Stretched	2,885	58.0	23.7	244		
5 Urban Adversity	1,280	25.7	17.6	146		
6 Not Private Households	13	0.3	0.3	78		
Total households		4,975				

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_Bush InnCF44 7RW (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	36	0.7	11.2	6			
1.C Mature Money	93	1.9	9.6	19			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	130	2.6	5.7	46			
3.G Successful Suburbs	214	4.3	5.9	73			
3.H Steady Neighbourhoods	151	3.0	7.4	41			
3.I Comfortable Seniors	82	1.6	2.9	57			
3.J Starting Out	91	1.8	4.3	42			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	2,488	50.0	7.9	632			
4.M Striving Families	60	1.2	7.5	16			
4.N Poorer Pensioners	337	6.8	5.9	115			
5. Urban Adversity							
5.O Young Hardship	1,280	25.7	6.1	419			
5.P Struggling Estates	0	0.0	6.1	0			
5.Q Difficult Circumstances	0	0.0	5.3	0			
6. Not Private Households							
6.R Not Private Households	13	0.3	0.3	78			
Total households	4,975						

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 25-34	Children at home 3+
House tenure Privately renting	Family structure Single parent
Number of beds 3	House type Terraced

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 54% <small>UK average: 55%</small>	Shopping online makes my life easier 50% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 33% <small>UK average: 34%</small>
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FINANCIAL PROFILE

Household Income UK: £35k (Average: £40k) London: £42k (Average: £44k)	% Disposable Income UK: 45% (Average: 44%) London: 34% (Average: 39%)	Financial situation Running into debt Saving a lot
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KEY INTERNET USAGE

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

TECHNOLOGY USAGE

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

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_Bush InnCF44 7RW (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	32	0.6	2.6	25			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	4	0.1	2.2	4			
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			
1.C Mature Money							
1.C.10 Better-off villagers	9	0.2	3.0	6			
1.C.11 Settled suburbia, older people	15	0.3	2.9	11			
1.C.12 Retired and empty nesters	69	1.4	2.5	56			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	0	0.0	3.3	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	1.1	0			
3.F.23 Owner occupiers in small towns and villages	130	2.6	3.2	82			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	95	1.9	2.6	72			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	119	2.4	2.4	99			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	75	1.5	3.4	44			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	76	1.5	2.3	66			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	82	1.6	2.4	68			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	91	1.8	2.3	81			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	44	0.9	1.4	63			
4.L.38 Semi-skilled workers in traditional neighbourhoods	286	5.7	2.6	219			
4.L.39 Fading owner occupied terraces	2,158	43.4	2.9	1,506			
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	12	0.2	1.7	14			
4.M.43 Families in right-to-buy estates	3	0.1	2.1	3			
4.M.44 Post-war estates, limited means	45	0.9	2.2	41			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	35	0.7	1.1	65			
4.N.47 Low income older people in smaller semis	76	1.5	2.3	67			
4.N.48 Pensioners and singles in social rented flats	226	4.5	1.8	257			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	42	0.8	2.1	39			
5.O.50 Struggling younger people in mixed tenure	35	0.7	1.7	40			
5.O.51 Young people in small, low cost terraces	1,203	24.2	2.3	1,073			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
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	6	0.1	0.1	207			
6.R.61 Inactive communal population	7	0.1	0.3	51			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,975						

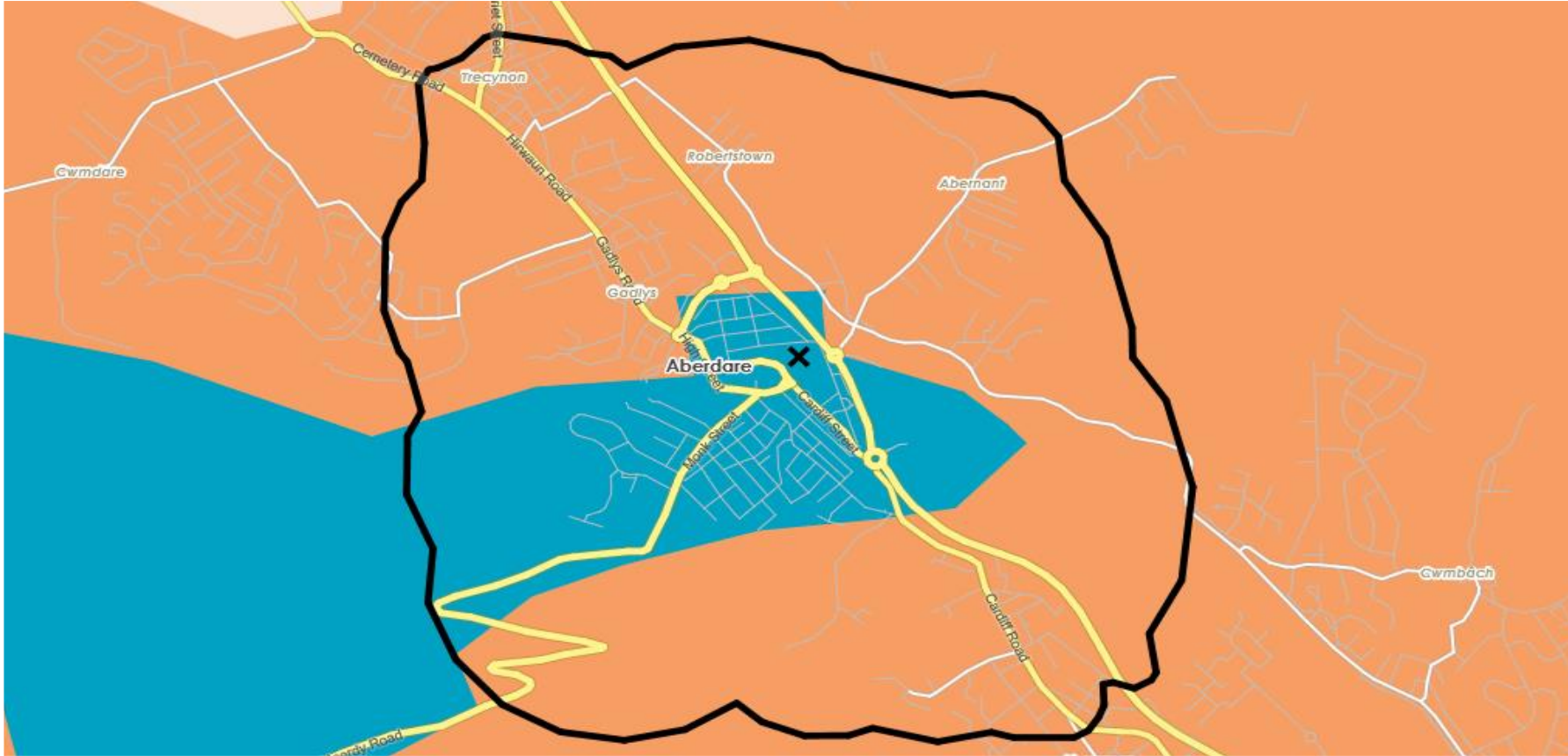
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Bush InnCF44 7RW (1 Mile contour)



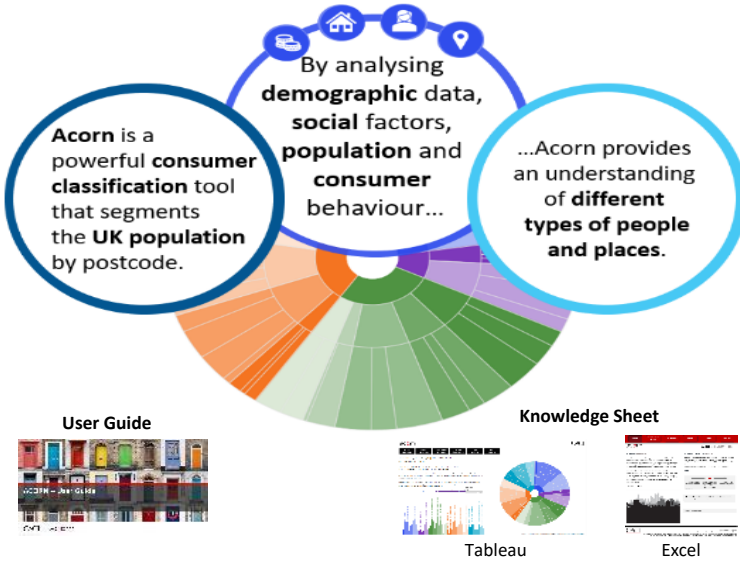
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

