

# CGA LICENCED PREMISES

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Area: ATLT\_EagleSN6 8TF (15 min contour)  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	36	95.2	84.9	<b>112</b>			
Proprietary Club	2	5.3	8.1	65			
Registered Club	12	31.7	29.9	<b>106</b>			
Restaurant	7	18.5	34.6	53			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Prince Of Wales	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SN 6 8AF
Swan Hotel	Independent Free	Pubs & Full On	Independent Free	OX18 2SX
Goldfinger Tavern	Greene King	Pubs & Full On	Greene King	SN 6 7DN
Eagle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SN 6 8TF
Eagle Tavern	Independent Free	Pubs & Full On	Independent Free	SN 7 7LW
White Hart	Arkells	Pubs & Full On	Arkells	SN 3 4JD
Rat Trap	Arkells	Pubs & Full On	Arkells	SN 3 4TF
Carriers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SN 3 4SE
Carpenters Arms	Arkells	Pubs & Full On	Arkells	SN 3 4ST
Highworth Bowls Club	Independent Free	Registered Club	Independent Free	SN 6 7SJ
Globe	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 6 7AA
Kebria Tandoori	Independent Free	Restaurant	Independent Free	SN 6 7AG
Saracens Head Hotel	Arkells	Pubs & Full On	Arkells	SN 6 7AG
King & Queen Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 6 7AG
Ciao Eatalia	Independent Free	Restaurant	Independent Free	SN 6 7AH
Highworth Pavilion Sports Club	Independent Free	Registered Club	Independent Free	SN 6 7DD
Plough Inn	Arkells	Pubs & Full On	Arkells	SN 6 7HF
Highworth	Independent Free	Pubs & Full On	Independent Free	SN 6 7HJ
Freke Arms	Arkells	Pubs & Full On	Arkells	SN 6 7RN
Barrington Arms	Independent Free	Pubs & Full On	Independent Free	SN 6 8AN
Crown	Independent Free	Pubs & Full On	Independent Free	SN 6 8AN
Gulshan Brasserie	Independent Free	Restaurant	Independent Free	SN 6 8AW
Shrivenham Bowls Club	Independent Free	Registered Club	Independent Free	SN 6 8AX
Bourton Working Mens Club	Independent Free	Registered Club	Independent Free	SN 6 8HZ
Rose & Crown	Barkby Group Plc	Pubs & Full On	Arkells	SN 6 8NA
Horse & Jockey	Greene King	Pubs & Full On	Greene King	SN 7 8NN
Fox & Hounds	Unknown	Pubs & Full On	Unknown	SN 7 7RP
Sudbury House Hotel & Conf Centre	Independent Free	Pubs & Full On	Independent Free	SN 7 8AA
Folly	Independent Free	Pubs & Full On	Independent Free	SN 7 7AA
Wheatsheaf	Greene King	Pubs & Full On	Greene King	SN 7 7AE
Viceroy	Independent Free	Restaurant	Independent Free	SN 7 7AG
Swan & Faringdon Brewery	Independent Free	Pubs & Full On	Independent Free	SN 7 7BP
King & Queen	Independent Free	Pubs & Full On	Independent Free	SN 7 7TL
Red Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SN 7 7HG
Bell Hotel	Wadworth & Co Limited	Pubs & Full On	Wadworth & Co Limited	SN 7 7HP
Old Crown Hotel	Dominion Hospitality	Pubs & Full On	Dominion Hospitality	SN 7 7HU
Faringdon Bowling Club	Independent Free	Registered Club	Independent Free	SN 7 7JN
White Horse	Arkells	Pubs & Full On	Arkells	SN 7 7QL
Lamb At Buckland	Independent Free	Pubs & Full On	Independent Free	SN 7 8QN
Highworth Town Football Club	Independent Free	Registered Club	Independent Free	SN 6 7DT
Radnor Arms	Independent Free	Pubs & Full On	Independent Free	SN 6 7PR
Blowing Stone	Independent Free	Pubs & Full On	Independent Free	OX12 9QL
Rose & Crown	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SN 6 7DB
Shrivenham Park Golf Course	Independent Free	Registered Club	Independent Free	SN 6 8EX
Wrag Barn Golf & Country Club	Independent Free	Proprietary Club	Independent Free	SN 6 7QQ
Royal Oak	Arkells	Pubs & Full On	Arkells	SN 6 8PP
Saffron Restaurant	Independent Free	Restaurant	Independent Free	SN 7 7HA
Faringdon Town Football Club	Independent Free	Registered Club	Independent Free	SN 7 7DP
Stanton House Hotel	Independent Free	Pubs & Full On	Independent Free	SN 6 7SD
Royal Military College	Independent Free	Registered Club	Independent Free	SN 6 8LA
Stanford Vale Football Club	Independent Free	Registered Club	Independent Free	SN 7 8HX
College Farm	Marston's	Pubs & Full On	Marston's	SN 6 8TQ
Sadlers	Independent Free	Restaurant	Independent Free	SN 7 7HU

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 Year: 2021

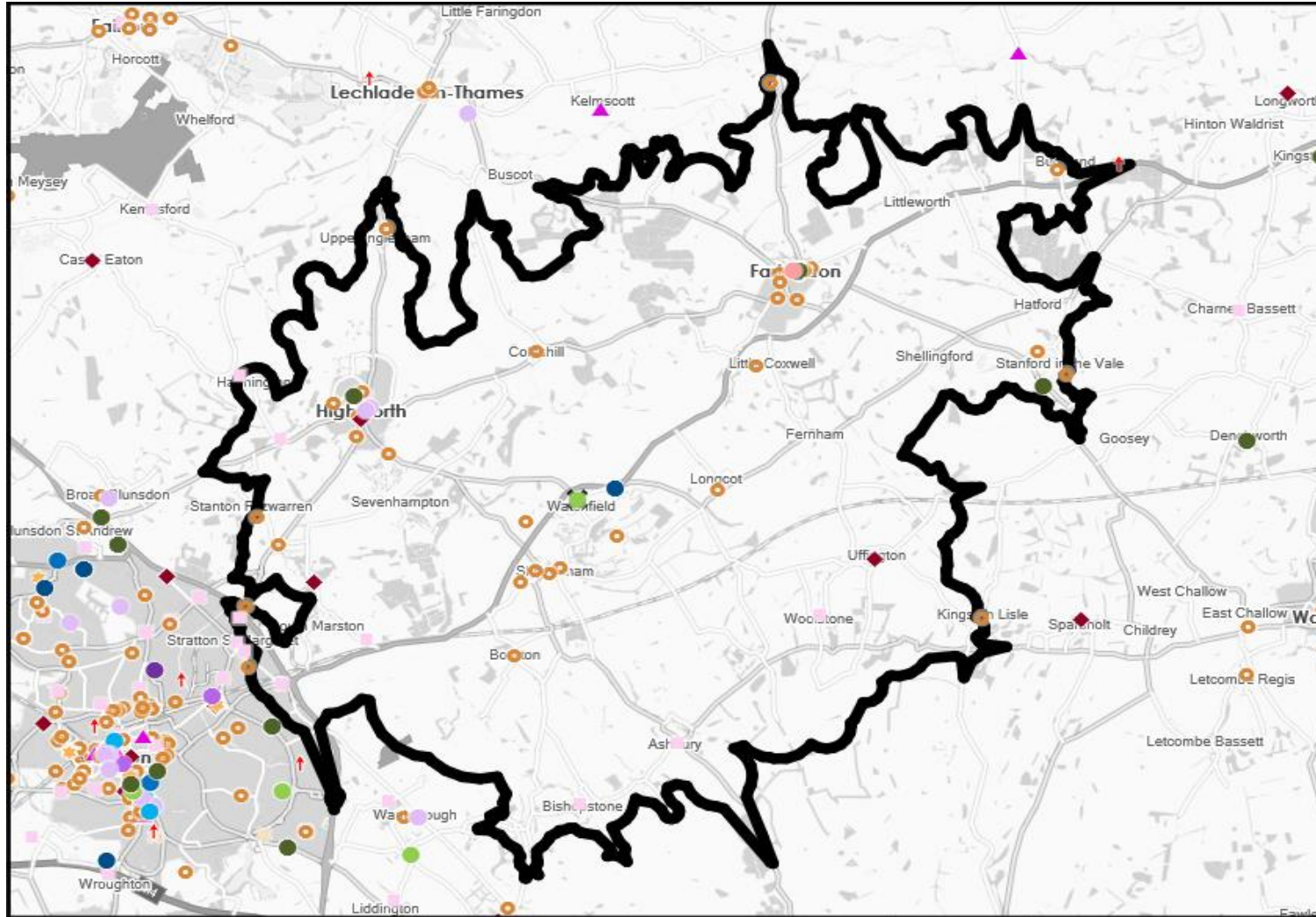
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
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Proprietary Club	2	5.3	8.1	65			
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Restaurant	7	18.5	34.6	53			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Laschicas	Independent Free	Restaurant	Independent Free	SN 7 7HU
Swindon Supermarine Fc	Independent Free	Registered Club	Independent Free	SN 3 4SY
Inglesham Polo Centre Riding School	Independent Free	Proprietary Club	Independent Free	SN 6 7QZ
Shrivenham Fc	Independent Free	Registered Club	Independent Free	SN 6 8BN

# MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT\_EagleSN6 8TF (15 min 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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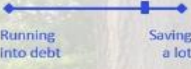
**Area:** ATLT\_EagleSN6 8TF (15 min contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	5,899	37.5	22.0	171		
 2 Rising Prosperity	1,024	6.5	10.1	64		
 3 Comfortable Communities	4,979	31.7	26.2	121		
 4 Financially Stretched	2,902	18.5	23.7	78		
 5 Urban Adversity	820	5.2	17.6	30		
 6 Not Private Households	97	0.6	0.3	185		
 Graph						
<b>Total households</b>	<b>15,721</b>					

### Acorn Category Pen Portrait

1 Affluent Achievers
12.0M 22.8%  
UK Adults of UK

**Age range**  
55+

**Financial situation**  


**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



## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** ATLT\_EagleSN6 8TF (15 min 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	9	0.1	1.1	5			
1.B Executive Wealth	3,389	21.6	11.2	192			
1.C Mature Money	2,501	15.9	9.6	165			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1,024	6.5	6.2	105			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	940	6.0	5.7	104			
3.G Successful Suburbs	1,463	9.3	5.9	158			
3.H Steady Neighbourhoods	993	6.3	7.4	86			
3.I Comfortable Seniors	890	5.7	2.9	195			
3.J Starting Out	693	4.4	4.3	101			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,035	6.6	7.9	83			
4.M Striving Families	1,362	8.7	7.5	115			
4.N Poorer Pensioners	505	3.2	5.9	54			
<b>5. Urban Adversity</b>							
5.O Young Hardship	332	2.1	6.1	34			
5.P Struggling Estates	144	0.9	6.1	15			
5.Q Difficult Circumstances	344	2.2	5.3	41			
<b>6. Not Private Households</b>							
6.R Not Private Households	97	0.6	0.3	185			
<b>Total households</b>	<b>15,721</b>						

### Acorn Group Pen Portrait

**1 B Executive Wealth**      6.5M UK Adults      12.3% of UK

**High income people, successfully combining jobs and families.** These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

#### DEMOGRAPHICS

Age range <b>45-64</b>	Children at home <b>2</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

#### BRANDS

SHOPPING: Cath Kidston, THE WHITE COMPANY, THE LITTLE GREENS, Russell & Bromley

LEISURE: M&S SMILEY FOOD, \*PRET A MANGER\*, WHOLE FOODS, wahaca

WEBSITES: BOON SPORT, rightmove, M&S, MoneySavingExpert.com

#### DIGITAL

**ATTITUDES**

- I worry about online security: **58%** (UK average: 55%)
- Shopping online makes my life easier: **58%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **31%** (UK average: 34%)

**KEY INTERNET USAGE**

- This group are more likely to **browse for hotels online**
- This group are more likely to **purchase holidays online**
- This group are more likely to **own an iPhone**

#### FINANCIAL PROFILE

Household Income UK: <b>£60k</b> (Average: £40k) London: <b>£63k</b> (Average: £44k)	% Disposable Income UK: <b>50%</b> (Average: 44%) London: <b>49%</b> (Average: 39%)	Financial situation Running into debt      Saving a lot
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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\_EagleSN6 8TF (15 min contour)  
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 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	2	0.0	0.1	15			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	7	0.0	0.9	5			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	764	4.9	2.6	186			
1.B.5 Wealthy countryside commuters	1,510	9.6	2.4	399			
1.B.6 Financially comfortable families	401	2.6	2.2	116			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	117	0.7	1.5	49			
1.B.9 Well-off edge of towners	597	3.8	1.6	235			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	2,168	13.8	3.0	462			
1.C.11 Settled suburbia, older people	61	0.4	2.9	14			
1.C.12 Retired and empty nesters	175	1.1	2.5	45			
1.C.13 Upmarket downsizers	97	0.6	1.3	47			
<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	627	4.0	1.9	212			
2.E.19 First time buyers in small, modern homes	397	2.5	3.3	77			
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	94	0.6	1.5	40			
3.F.22 Older couples and families in rural areas	113	0.7	1.1	67			
3.F.23 Owner occupiers in small towns and villages	733	4.7	3.2	147			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	317	2.0	2.6	76			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,146	7.3	2.4	301			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	569	3.6	3.4	105			
3.H.28 Owner occupied terraces, average income	8	0.1	1.6	3			
3.H.29 Established suburbs, older families	416	2.6	2.3	114			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	753	4.8	2.4	198			
3.I.31 Elderly singles in purpose-built accommodation	137	0.9	0.5	178			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	41	0.3	2.1	12			
3.J.33 Smaller houses and starter homes	652	4.1	2.3	184			
<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	273	1.7	1.4	123			
4.L.38 Semi-skilled workers in traditional neighbourhoods	365	2.3	2.6	88			
4.L.39 Fading owner occupied terraces	397	2.5	2.9	88			
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	1,070	6.8	1.6	426			
4.M.42 Struggling young families in post-war terraces	133	0.8	1.7	51			
4.M.43 Families in right-to-buy estates	25	0.2	2.1	8			
4.M.44 Post-war estates, limited means	134	0.9	2.2	39			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	114	0.7	0.8	92			
4.N.46 Elderly people in social rented flats	136	0.9	1.1	80			
4.N.47 Low income older people in smaller semis	205	1.3	2.3	57			
4.N.48 Pensioners and singles in social rented flats	50	0.3	1.8	18			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	134	0.9	2.1	40			
5.O.50 Struggling younger people in mixed tenure	198	1.3	1.7	72			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	62	0.4	1.6	24			
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	82	0.5	1.6	32			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	172	1.1	1.5	72			
5.Q.58 Singles and young families, some receiving benefits	93	0.6	1.8	33			
5.Q.59 Deprived areas and high-rise flats	79	0.5	2.0	25			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	3	0.0	0.1	33			
6.R.61 Inactive communal population	94	0.6	0.3	217			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>15,721</b>						

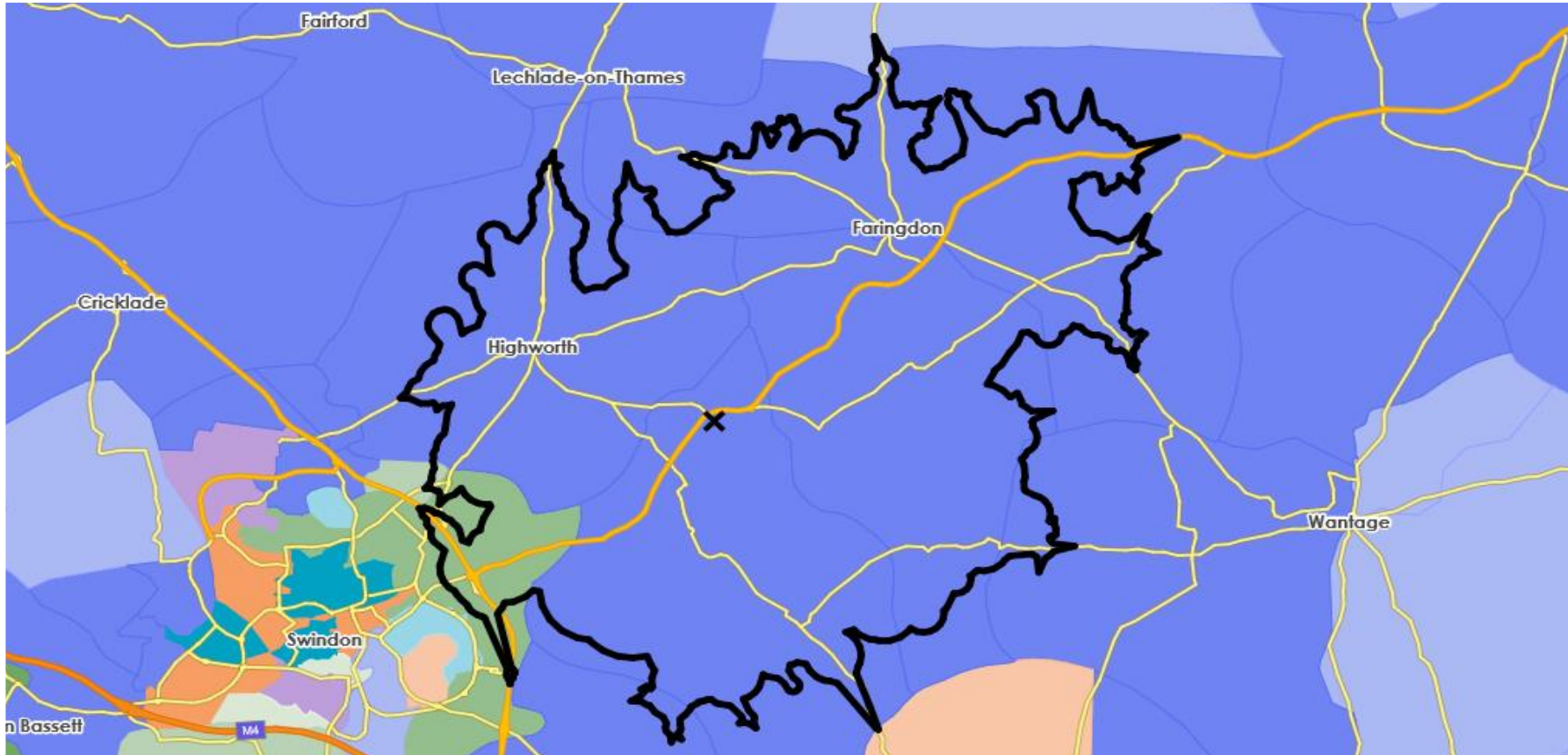
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_EagleSN6 8TF (15 min contour)



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

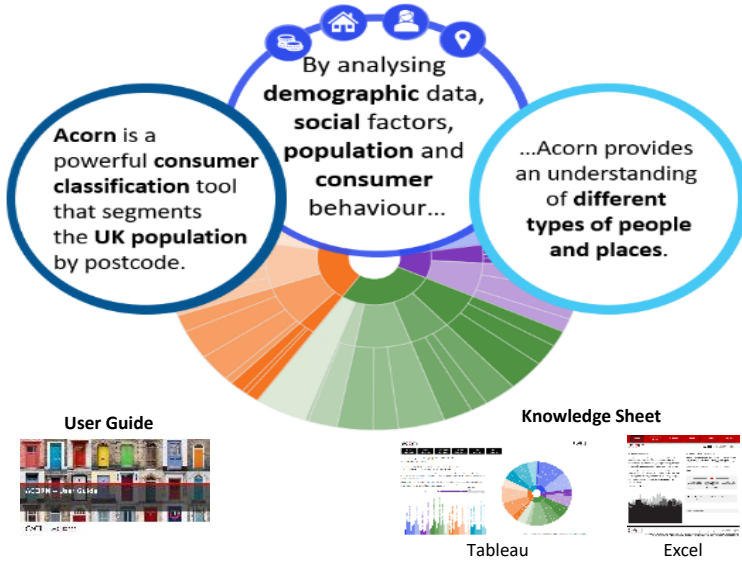
### Acorn Groups

- 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
	O. Young Hardship	49-51
4. Financially Stretched	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

