

CGA LICENCED PREMISES

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Area: ATLT_Juniper & VineBL8 3DT (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	10	58.9	84.9	69			
Proprietary Club	1	5.9	8.1	72			
Registered Club	7	41.3	29.9	138			
Restaurant	5	29.5	34.6	85			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Swan Hotel	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	BL 8 1SJ
Help Me Through	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	BL 8 1AL
Dungeon Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	BL 8 4AW
Elton Liberal Club	Independent Free	Registered Club	Independent Free	BL 8 1NW
Bolholt Country Park Hotel	Lavendar Hotels	Pubs & Full On	Lavendar Hotels	BL 8 1PU
Lamb Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BL 8 1UB
Wagon Makers Arms	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	BL 8 1TA
Elton Fold Workmens Club	Independent Free	Registered Club	Independent Free	BL 8 2RH
Ruposhi	Independent Free	Restaurant	Independent Free	BL 8 2QY
Victoria Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BL 8 3BD
Robin Hood	Greene King	Pubs & Full On	Greene King	BL 8 4AA
Juniper And Vine	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BL 8 3DT
Walshaw Sports Club	Independent Free	Registered Club	Independent Free	BL 8 3EG
Tottington CentCons Club	Independent Free	Registered Club	Independent Free	BL 8 3NH
Carmelos	Ei Group	Restaurant	Ei Group	BL 8 4AL
White Horse	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	BL 8 3BD
Walshaw Constitutional Club	Independent Free	Registered Club	Independent Free	BL 8 3AZ
San Rocco	San Rocco	Restaurant	San Rocco	BL 8 3AG
Man Yuen	Independent Free	Restaurant	Independent Free	BL 8 4AA
Elton All Saints Cricket Club	Independent Free	Registered Club	Independent Free	BL 8 2RH
Stables Health & Leisure Club	Unknown	Proprietary Club	Unknown	BL 8 1PU
Tottington St Johns Cricket Club	Independent Free	Registered Club	Independent Free	BL 8 3NF
Asha	Independent Free	Restaurant	Independent Free	BL 8 1TA

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Juniper & VineBL8 3DT (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_Juniper & VineBL8 3DT (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,579	22.0	22.0	100		
 2 Rising Prosperity	286	4.0	10.1	39		
 3 Comfortable Communities	2,562	35.7	26.2	136		
 4 Financially Stretched	1,938	27.0	23.7	114		
 5 Urban Adversity	792	11.0	17.6	63		
 6 Not Private Households	29	0.4	0.3	121		
 Graph						
Total households	7,186					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults of UK

Age range
35-64

Financial situation


Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Juniper & VineBL8 3DT (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	623	8.7	11.2	77		
1.C Mature Money	956	13.3	9.6	138		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	286	4.0	6.2	64		
3. Comfortable Communities						
3.F Countryside Communities	47	0.7	5.7	11		
3.G Successful Suburbs	856	11.9	5.9	202		
3.H Steady Neighbourhoods	945	13.2	7.4	179		
3.I Comfortable Seniors	181	2.5	2.9	87		
3.J Starting Out	533	7.4	4.3	171		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	1,561	21.7	7.9	274		
4.M Striving Families	194	2.7	7.5	36		
4.N Poorer Pensioners	183	2.5	5.9	43		
5. Urban Adversity						
5.O Young Hardship	347	4.8	6.1	79		
5.P Struggling Estates	210	2.9	6.1	48		
5.Q Difficult Circumstances	235	3.3	5.3	61		
6. Not Private Households						
6.R Not Private Households	29	0.4	0.3	121		
Total households	7,186					

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 <ul style="list-style-type: none"> Age range: 25-34 Children at home: 3+ House tenure: Privately renting Family structure: Single parent Number of beds: 3 House type: Terraced 		BRANDS <ul style="list-style-type: none"> SHOPPING: The Works, M&Co, RANGE, NEW LOOK LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS WEBSITES: ebay, sky, Argos, LAD BIBLE 	
FINANCIAL PROFILE <ul style="list-style-type: none"> Household Income: UK £35k (Average: £40k), London £42k (Average: £44k) % Disposable Income: UK 45% (Average: 44%), London 34% (Average: 39%) Financial situation: 		DIGITAL ATTITUDES <ul style="list-style-type: none"> I worry about online security: 54% (UK average: 55%) Shopping online makes my life easier: 50% (UK average: 53%) I couldn't live without the internet on my mobile: 33% (UK average: 34%) 	
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	
A B C D E F G H I J K L M N O P Q R			

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

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Area: ATLT_Juniper & VineBL8 3DT (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

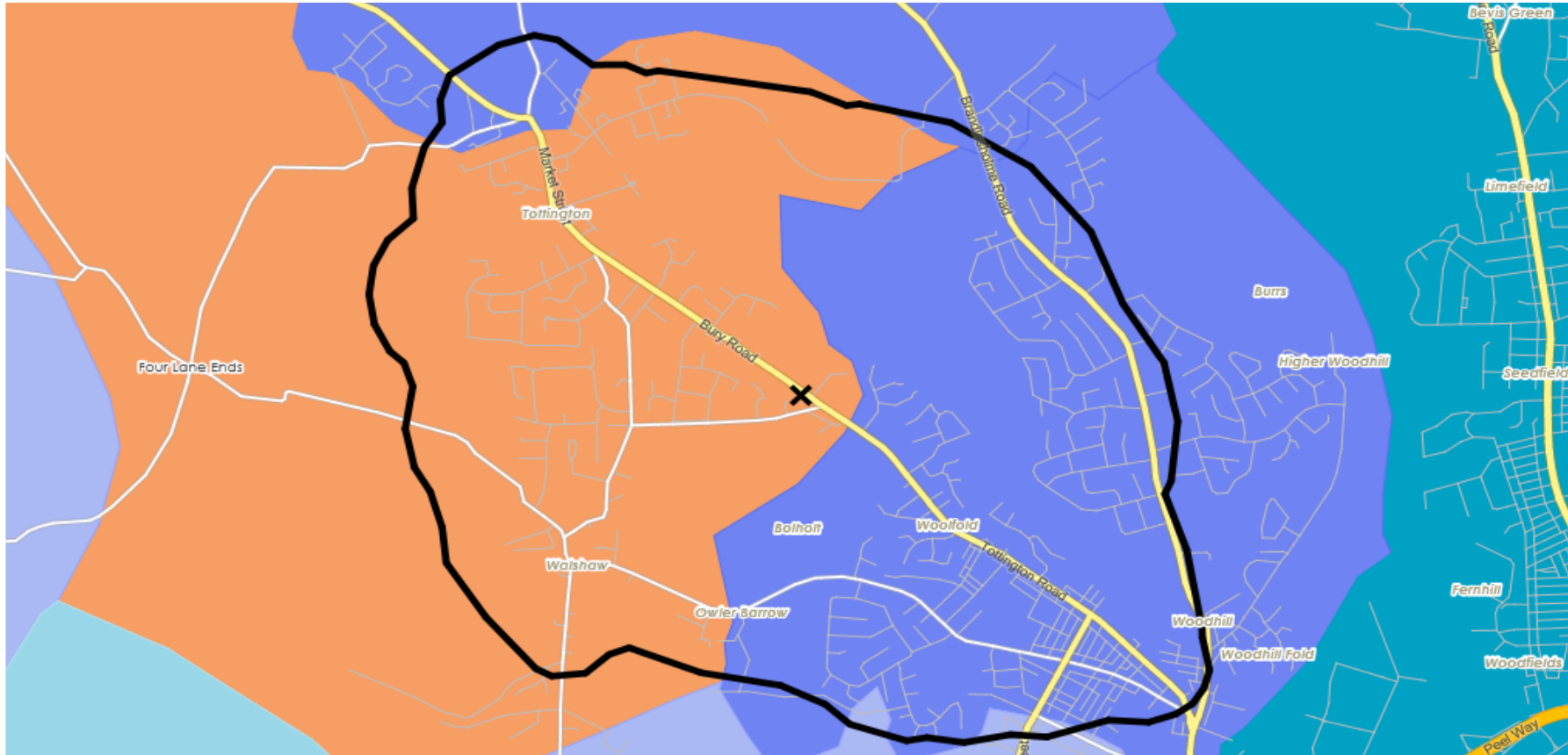
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	134	1.9	2.6	71			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	389	5.4	2.2	246			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	22	0.3	1.5	20			
1.B.9 Well-off edge of towners	78	1.1	1.6	67			
1.C Mature Money							
1.C.10 Better-off villagers	45	0.6	3.0	21			
1.C.11 Settled suburbia, older people	825	11.5	2.9	402			
1.C.12 Retired and empty nesters	80	1.1	2.5	45			
1.C.13 Upmarket downsizers	6	0.1	1.3	6			
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	223	3.1	1.9	165			
2.E.19 First time buyers in small, modern homes	63	0.9	3.3	27			
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	47	0.7	3.2	21			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	298	4.1	2.6	157			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	558	7.8	2.4	320			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	507	7.1	3.4	205			
3.H.28 Owner occupied terraces, average income	21	0.3	1.6	18			
3.H.29 Established suburbs, older families	417	5.8	2.3	249			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	181	2.5	2.4	104			
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	339	4.7	2.1	225			
3.J.33 Smaller houses and starter homes	194	2.7	2.3	120			
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	110	1.5	1.4	109			
4.L.38 Semi-skilled workers in traditional neighbourhoods	206	2.9	2.6	109			
4.L.39 Fading owner occupied terraces	1,245	17.3	2.9	602			
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	4	0.1	1.7	3			
4.M.43 Families in right-to-buy estates	154	2.1	2.1	103			
4.M.44 Post-war estates, limited means	36	0.5	2.2	23			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	12	0.2	0.8	21			
4.N.46 Elderly people in social rented flats	60	0.8	1.1	77			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	111	1.5	1.8	87			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	78	1.1	2.1	51			
5.O.50 Struggling younger people in mixed tenure	39	0.5	1.7	31			
5.O.51 Young people in small, low cost terraces	230	3.2	2.3	142			
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	210	2.9	1.6	177			
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	95	1.3	1.8	74			
5.Q.59 Deprived areas and high-rise flats	140	1.9	2.0	96			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	29	0.4	0.3	147			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,186						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Juniper & VineBL8 3DT (1 Mile contour)



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

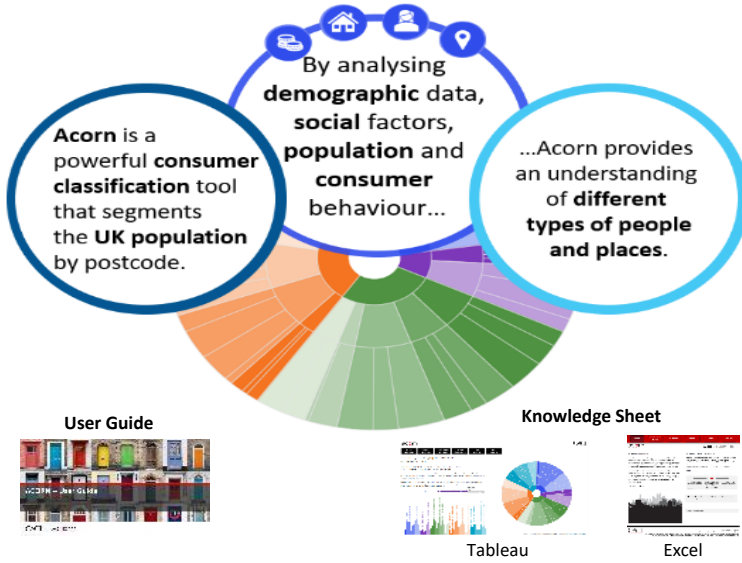
Acorn Groups

- 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**

12.0M 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
- B. Executive Wealth
- C. Mature Money

