

# CGA LICENCED PREMISES

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Area: P00077\_Barons Cross Inn, Leominster, HR6 8  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	65.0	81.7	80			
Proprietary Club	2	26.0	7.3	<b>357</b>			
Registered Club	2	26.0	28.2	92			
Restaurant	3	39.0	32.1	<b>121</b>			
Residential	0	0.0	2.7	0			

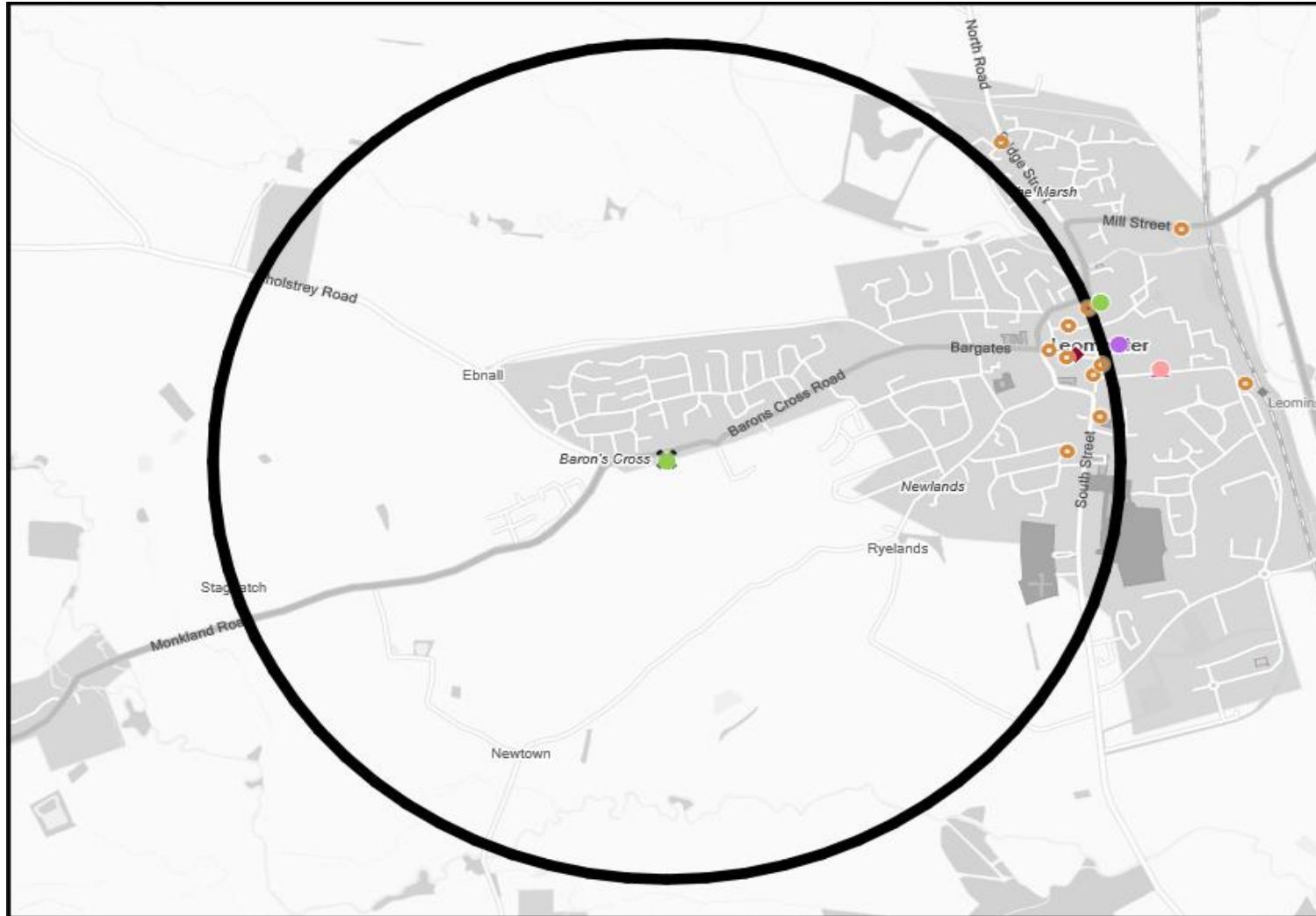
Name	Description	License Type	Owner Name	Postcode
Black Swan Hotel	Independent Free	Pubs & Full On	Independent Free	HR 6 8EP
Ducker Bar	Independent Free	Pubs & Full On	Independent Free	HR 6 8JA
Clifton Bingo	Independent Free	Proprietary Club	Independent Free	HR 6 8JB
Leominster Sports And Social Club	Independent Free	Registered Club	Independent Free	HR 6 8JQ
Leominster Bowling Club	Independent Free	Registered Club	Independent Free	HR 6 8LF
Barons Cross Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HR 6 8RS
Shabagh Tandoori Restaurant	Independent Free	Restaurant	Independent Free	HR 6 8DE
Shooters Bar	Independent Free	Proprietary Club	Independent Free	HR 6 8DE
Blue Note	Unknown	Pubs & Full On	Unknown	HR 6 8ES
New Golden Dragon	Independent Free	Restaurant	Independent Free	HR 6 8BT
Taste Of India	Independent Free	Restaurant	Independent Free	HR 6 8EU
lpl Sports Bar	Independent Free	Pubs & Full On	Independent Free	HR 6 8EP

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00077\_Barons Cross Inn, Leominster, HR6 8RS (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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**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	788	22.4	22.1	101		
2 Rising Prosperity	3	0.1	10.2	1		
3 Comfortable Communities	1,074	30.5	26.5	115		
4 Financially Stretched	1,174	33.4	23.7	141		
5 Urban Adversity	469	13.3	17.2	78		
6 Not Private Households	11	0.3	0.3	91		
<b>Total households</b>	<b>3,519</b>					



Graph

#### Acorn Category Pen Portrait

**4 Financially Stretched** 12.2M UK Adults    23.1% 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

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life    13%
- L Modest Means    34%
- M Striving Families    34%
- N Poorer Pensioners    20%

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 GROUP PROFILE - HOUSEHOLDS

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**Area:** P00077\_Barons Cross Inn, Leominster, HR6 8RS (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

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	70	2.0	11.3	18			
1.C Mature Money	718	20.4	9.6	211			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	3	0.1	6.4	1			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	468	13.3	5.7	232			
3.G Successful Suburbs	124	3.5	6.0	59			
3.H Steady Neighbourhoods	155	4.4	7.4	59			
3.I Comfortable Seniors	198	5.6	2.9	197			
3.J Starting Out	129	3.7	4.6	81			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	568	16.1	8.0	202			
4.M Striving Families	175	5.0	7.4	67			
4.N Poorer Pensioners	431	12.2	5.8	213			
<b>5. Urban Adversity</b>							
5.O Young Hardship	289	8.2	6.3	131			
5.P Struggling Estates	114	3.2	5.7	57			
5.Q Difficult Circumstances	66	1.9	5.2	36			
<b>6. Not Private Households</b>							
6.R Not Private Households	11	0.3	0.3	91			
<b>Total households</b>	<b>3,519</b>						

## Acorn Group Pen Portrait

5 0 Young Hardship
2.7M UK Adults
5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

**CORE DEMOGRAPHICS**

Age range	Children at home
<b>25-44</b>	<b>1</b>
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
<b>2</b>	Terraced

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**FINANCIAL PROFILE**

Household income	% Disposable income	Financial situation
UK: £30k, London: £35k	UK: 38%, London: 26%	Running into debt / Saving a lot

**DIGITAL ATTITUDES**

I worry about online security	Shopping online makes my life easier	I love the ease of using chat bots to get answers
<b>56%</b>	<b>61%</b>	<b>29%</b>

**TOP BEHAVIOURS**

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online



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

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Area: P00077\_Barons Cross Inn, Leominster, HR6 8RS (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn 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	0.1	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	24	0.7	2.6	26			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	44	1.3	2.2	56			
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	2	0.1	1.6	4			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	21	0.6	3.1	19			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	653	18.6	2.5	753			
1.C.13 Upmarket downsizers	44	1.3	1.3	97			
<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	0.7	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	3	0.1	2.0	4			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	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	3	0.1	1.5	6			
3.F.22 Older couples and families in rural areas	97	2.8	1.0	274			
3.F.23 Owner occupiers in small towns and villages	368	10.5	3.2	326			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	89	2.5	2.7	94			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	35	1.0	2.4	41			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	41	1.2	3.5	34			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	114	3.2	2.3	139			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	198	5.6	2.4	237			
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	2.2	0			
3.J.33 Smaller houses and starter homes	129	3.7	2.4	153			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	53	1.5	1.4	104			
4.L.38 Semi-skilled workers in traditional neighbourhoods	319	9.1	2.6	345			
4.L.39 Fading owner occupied terraces	196	5.6	2.9	191			
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	22	0.6	1.6	39			
4.M.42 Struggling young families in post-war terraces	43	1.2	1.6	75			
4.M.43 Families in right-to-buy estates	3	0.1	2.0	4			
4.M.44 Post-war estates, limited means	107	3.0	2.2	140			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	32	0.9	0.8	116			
4.N.46 Elderly people in social rented flats	57	1.6	1.0	157			
4.N.47 Low income older people in smaller semis	242	6.9	2.2	308			
4.N.48 Pensioners and singles in social rented flats	100	2.8	1.7	167			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	183	5.2	2.2	238			
5.O.50 Struggling younger people in mixed tenure	106	3.0	1.8	167			
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	82	2.3	1.6	149			
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	32	0.9	1.6	57			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	24	0.7	1.5	45			
5.Q.58 Singles and young families, some receiving benefits	34	1.0	1.8	55			
5.Q.59 Deprived areas and high-rise flats	8	0.2	2.0	12			
<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	11	0.3	0.3	110			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,519</b>						

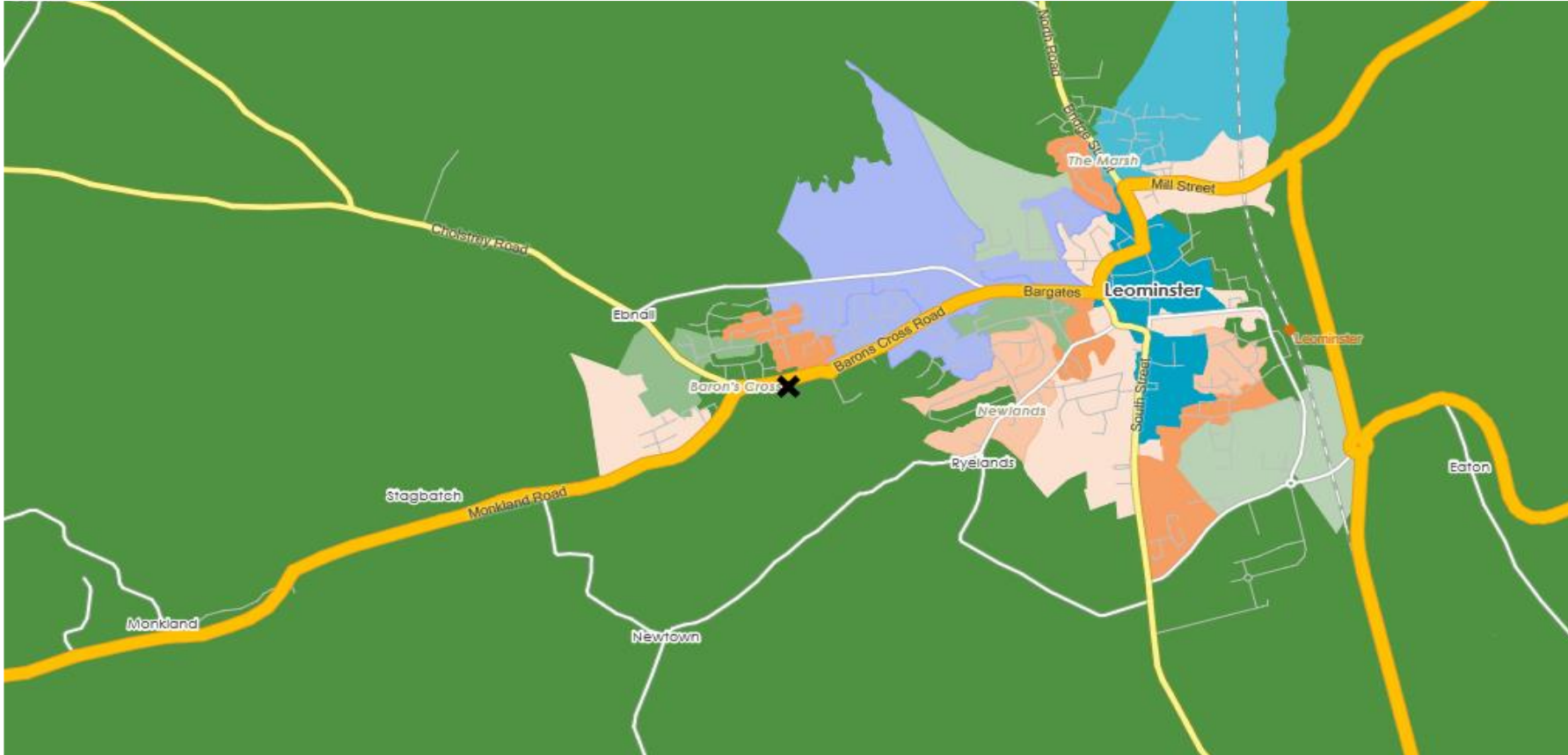


# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00077\_Barons Cross Inn, Leominster, HR6 8RS (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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62



Tableau

Excel

### 1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

House tenure: **Owned outright**

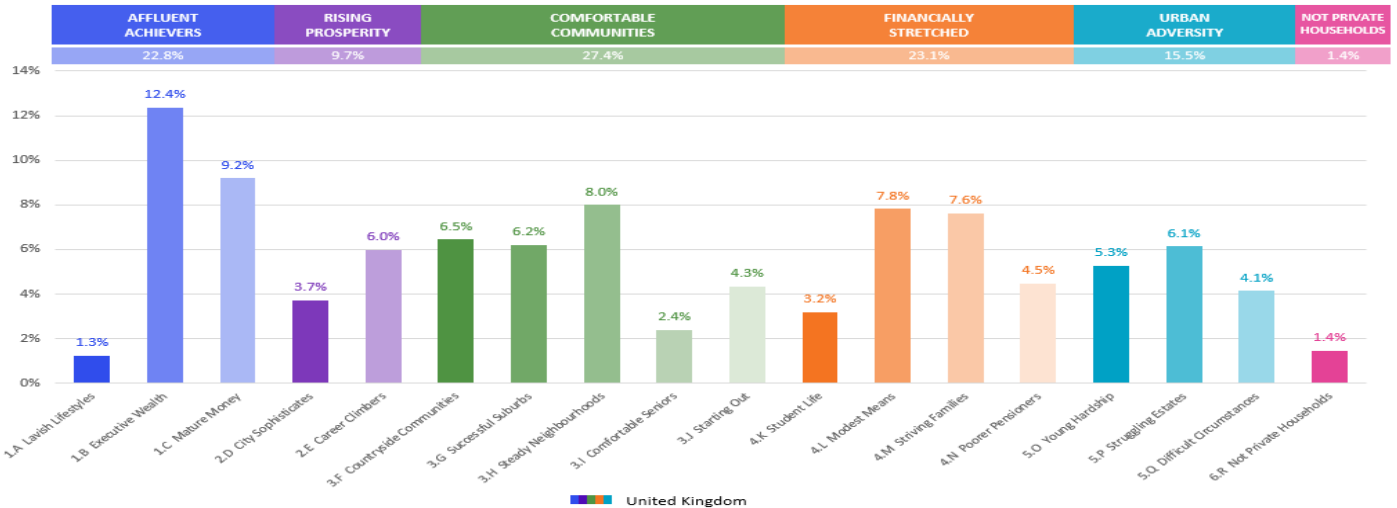
Number of beds: **4+**

12.1M UK Adults    22.8% of UK

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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