

# CGA LICENCED PREMISES

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Area: P04490\_Duke Of Bridgewater, Crewe, CW2  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	34	87.1	81.7	107			
Proprietary Club	5	12.8	7.3	176			
Registered Club	8	20.5	28.2	73			
Restaurant	7	17.9	32.1	56			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Wolverton Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CW 1 3HH
Bridge Inn	Unknown	Pubs & Full On	Unknown	CW 1 4JQ
Crewe Arms Hotel	Unknown	Pubs & Full On	Unknown	CW 2 6DN
Crewe Bowling Club	Independent Free	Registered Club	Independent Free	CW 1 6ED
Flying Lady	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CW 1 5LE
Rising Sun Vaults	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CW 1 2AF
Kings Arms Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 1 2AT
Crown Hotel	Independent Free	Pubs & Full On	Independent Free	CW 1 2BH
Cheese Hall	Amber Taverns	Pubs & Full On	Amber Taverns	CW 1 2BS
Grand Junction	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 1 2BZ
Crewe Anglers Social Club	Independent Free	Registered Club	Independent Free	CW 1 2PY
White Lion	Independent Free	Pubs & Full On	Independent Free	CW 1 3EH
Polish Social Club	Independent Free	Registered Club	Independent Free	CW 1 3HF
Imperial Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 2 7HR
Earl Of Chester	Independent Free	Pubs & Full On	Independent Free	CW 2 7RE
Hop Pole	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 2 7RQ
Giovanis	Independent Free	Restaurant	Independent Free	CW 2 6AF
Royal Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CW 2 6AG
British Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CW 2 6AL
Goomet	Independent Free	Restaurant	Independent Free	CW 2 6AT
Brunswick Hotel	Greene King	Pubs & Full On	Greene King	CW 2 6AW
Nantwich Road Social Club	Independent Free	Registered Club	Independent Free	CW 2 6BA
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CW 2 6PB
Crewe Alexandra Football Club	Independent Free	Proprietary Club	Independent Free	CW 2 6EB
South Street Snooker Club	Independent Free	Proprietary Club	Independent Free	CW 2 6HL
Raven	Independent Free	Pubs & Full On	Independent Free	CW 2 6NA
Crafty Beggar	Punch Pub Company	Pubs & Full On	Punch Pub Company	CW 2 7AA
Waverley Hotel	Independent Free	Pubs & Full On	Independent Free	CW 2 7AP
Express Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CW 2 7AT
Crewe Oddfellows Club	Independent Free	Registered Club	Independent Free	CW 2 7HR
Duke Of Bridgewater	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW 2 7RA
Queens Park Golf Club	Independent Free	Registered Club	Independent Free	CW 2 7SD
South Cheshire College	Independent Free	Registered Club	Independent Free	CW 2 8AB
Off The Rails	Independent Free	Proprietary Club	Independent Free	CW 2 7BL
Lyceum Theatre	Independent Free	Pubs & Full On	Independent Free	CW 1 2DA
Heros Bar	Compass Catering	Pubs & Full On	Compass Catering	CW 2 6HR
Brockle Bank	Whitbread	Pubs & Full On	Whitbread	CW 1 6FX
Passage To India Restaurant	Independent Free	Restaurant	Independent Free	CW 2 6AD
Borough Arms	Independent Free	Pubs & Full On	Independent Free	CW 1 2BG
Cheshire Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CW 2 6AF
Dine India	Unknown	Restaurant	Unknown	CW 2 6AF
Alberts Corner	Independent Free	Pubs & Full On	Independent Free	CW 1 2DF
Mecca Bingo	Rank	Proprietary Club	Rank	CW 1 3AJ
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	CW 1 3AJ
Hops	Independent Free	Pubs & Full On	Independent Free	CW 1 2DF
Thai Corner	Independent Free	Restaurant	Independent Free	CW 2 6AW
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	CW 1 6DR
Tonic Lounge	Independent Free	Pubs & Full On	Independent Free	CW 2 6AP
Blind Beggar	Independent Free	Pubs & Full On	Independent Free	CW 2 7AE
Student Zone Bar	Independent Free	Registered Club	Independent Free	CW 1 5DU
Four Eagles	Greene King	Pubs & Full On	Greene King	CW 1 3AW
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	CW 1 2AQ
Swish Lounge	Independent Free	Restaurant	Independent Free	CW 2 7AJ

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Restaurant	7	17.9	32.1	56			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Crewe Dog	Independent Free	Pubs & Full On	Independent Free	CW 1 2BL

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04490\_Duke Of Bridgewater, Crewe, CW2 7RA (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:** P04490\_Duke Of Bridgewater, Crewe, CW2 7RA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	408	2.4	22.1	11		
2 Rising Prosperity	126	0.7	10.2	7		
3 Comfortable Communities	4,234	24.4	26.5	92		
4 Financially Stretched	4,091	23.6	23.7	100		
5 Urban Adversity	8,455	48.7	17.2	284		
6 Not Private Households	31	0.2	0.3	52		
<b>Total households</b>		<b>17,345</b>				

#### 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

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:** P04490\_Duke Of Bridgewater, Crewe, CW2 7RA (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	155	0.9	11.3	8			
1.C Mature Money	253	1.5	9.6	15			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	126	0.7	6.4	11			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	417	2.4	6.0	40			
3.H Steady Neighbourhoods	2,357	13.6	7.4	183			
3.I Comfortable Seniors	687	4.0	2.9	139			
3.J Starting Out	773	4.5	4.6	98			
<b>4. Financially Stretched</b>							
4.K Student Life	297	1.7	2.5	68			
4.L Modest Means	2,150	12.4	8.0	155			
4.M Striving Families	805	4.6	7.4	62			
4.N Poorer Pensioners	839	4.8	5.8	84			
<b>5. Urban Adversity</b>							
5.O Young Hardship	5,902	34.0	6.3	544			
5.P Struggling Estates	1,245	7.2	5.7	126			
5.Q Difficult Circumstances	1,308	7.5	5.2	144			
<b>6. Not Private Households</b>							
6.R Not Private Households	31	0.2	0.3	52			
<b>Total households</b>	<b>17,345</b>						

### 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.

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: P04490\_Duke Of Bridgewater, Crewe, CW2 7RA (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

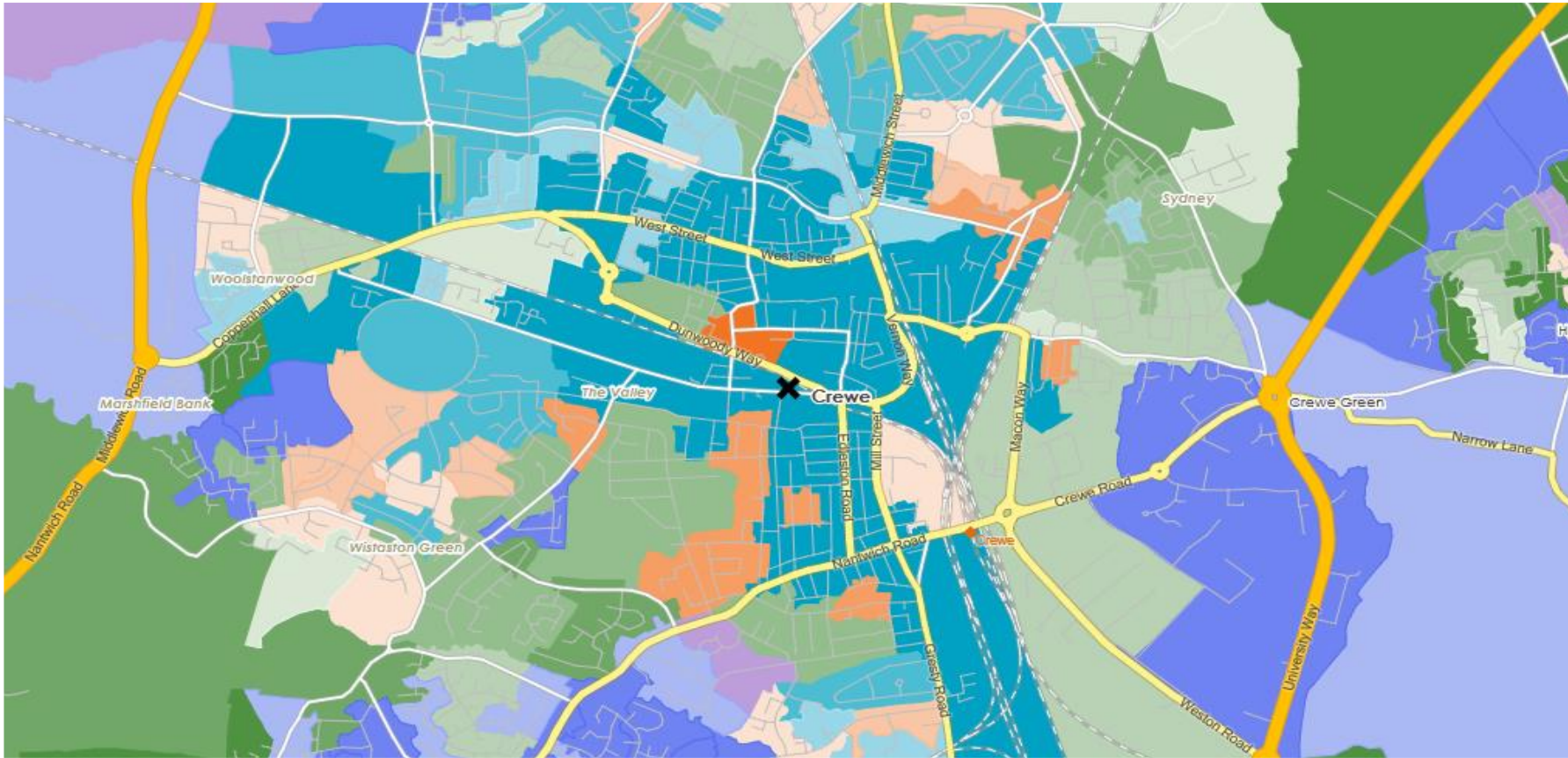
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	30	0.2	2.6	7			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	125	0.7	2.2	32			
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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	224	1.3	2.8	46			
1.C.12 Retired and empty nesters	29	0.2	2.5	7			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	7	0.0	2.0	2			
2.E.19 First time buyers in small, modern homes	119	0.7	3.4	20			
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	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			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	371	2.1	2.7	79			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	46	0.3	2.4	11			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	2,140	12.3	3.5	356			
3.H.28 Owner occupied terraces, average income	81	0.5	1.6	29			
3.H.29 Established suburbs, older families	136	0.8	2.3	34			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	687	4.0	2.4	167			
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	321	1.9	2.2	86			
3.J.33 Smaller houses and starter homes	452	2.6	2.4	109			
<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	19	0.1	0.2	44			
4.K.36 Educated young people in flats and tenements	278	1.6	1.9	83			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	86	0.5	1.4	34			
4.L.38 Semi-skilled workers in traditional neighbourhoods	483	2.8	2.6	106			
4.L.39 Fading owner occupied terraces	1,581	9.1	2.9	312			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	73	0.4	1.6	26			
4.M.43 Families in right-to-buy estates	387	2.2	2.0	109			
4.M.44 Post-war estates, limited means	345	2.0	2.2	91			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	103	0.6	0.8	75			
4.N.46 Elderly people in social rented flats	277	1.6	1.0	155			
4.N.47 Low income older people in smaller semis	218	1.3	2.2	56			
4.N.48 Pensioners and singles in social rented flats	241	1.4	1.7	81			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	573	3.3	2.2	151			
5.O.50 Struggling younger people in mixed tenure	1,146	6.6	1.8	367			
5.O.51 Young people in small, low cost terraces	4,183	24.1	2.3	1,065			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	765	4.4	1.6	282			
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	480	2.8	1.6	173			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	178	1.0	1.5	68			
5.Q.58 Singles and young families, some receiving benefits	727	4.2	1.8	238			
5.Q.59 Deprived areas and high-rise flats	403	2.3	2.0	118			
<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	31	0.2	0.3	63			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>17,345</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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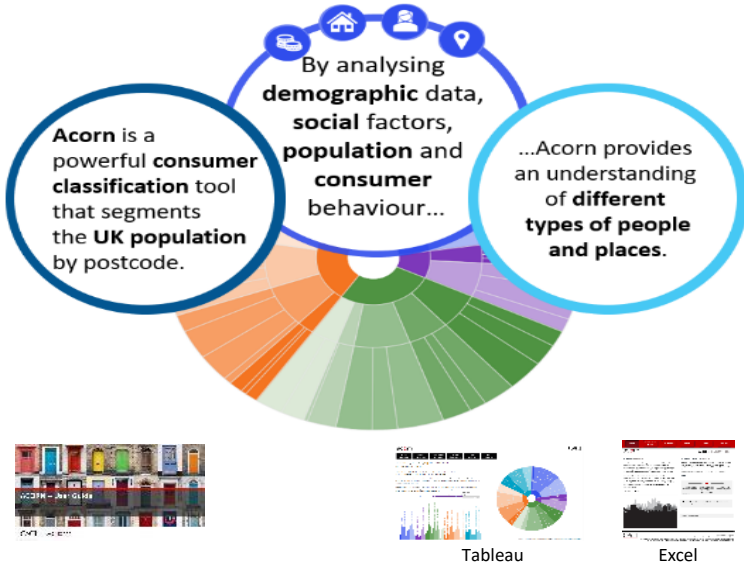
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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**

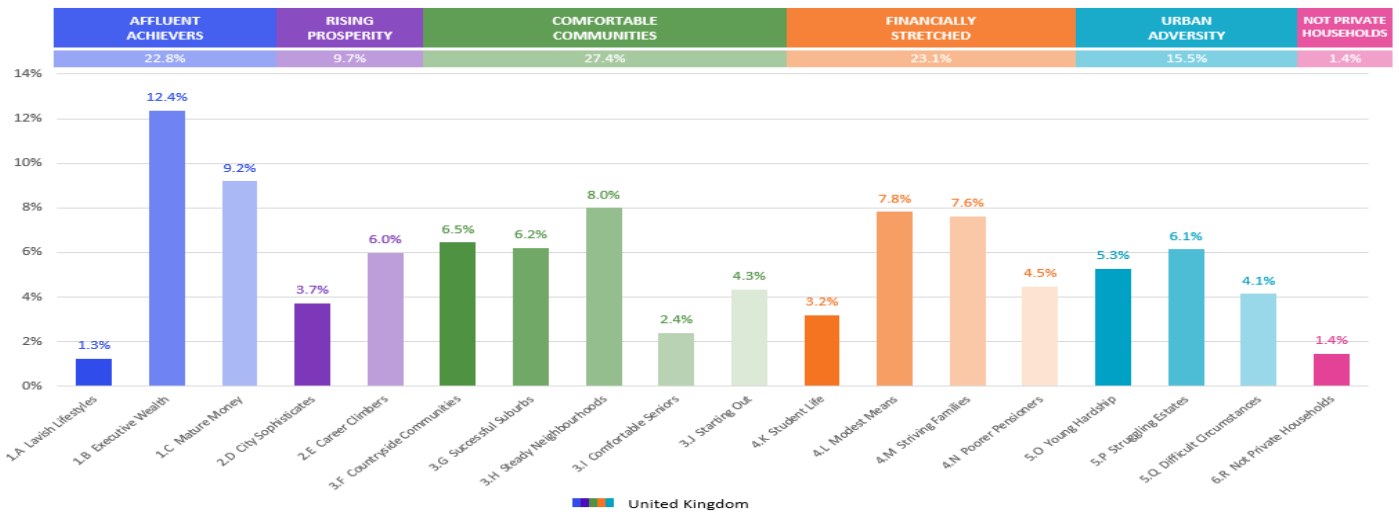
Number of beds: **4+**

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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