

CGA LICENCED PREMISES

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Area: P03505_Waggon & Horses, Westhoughton, |
 Base: Great Britain
 Year: 2023

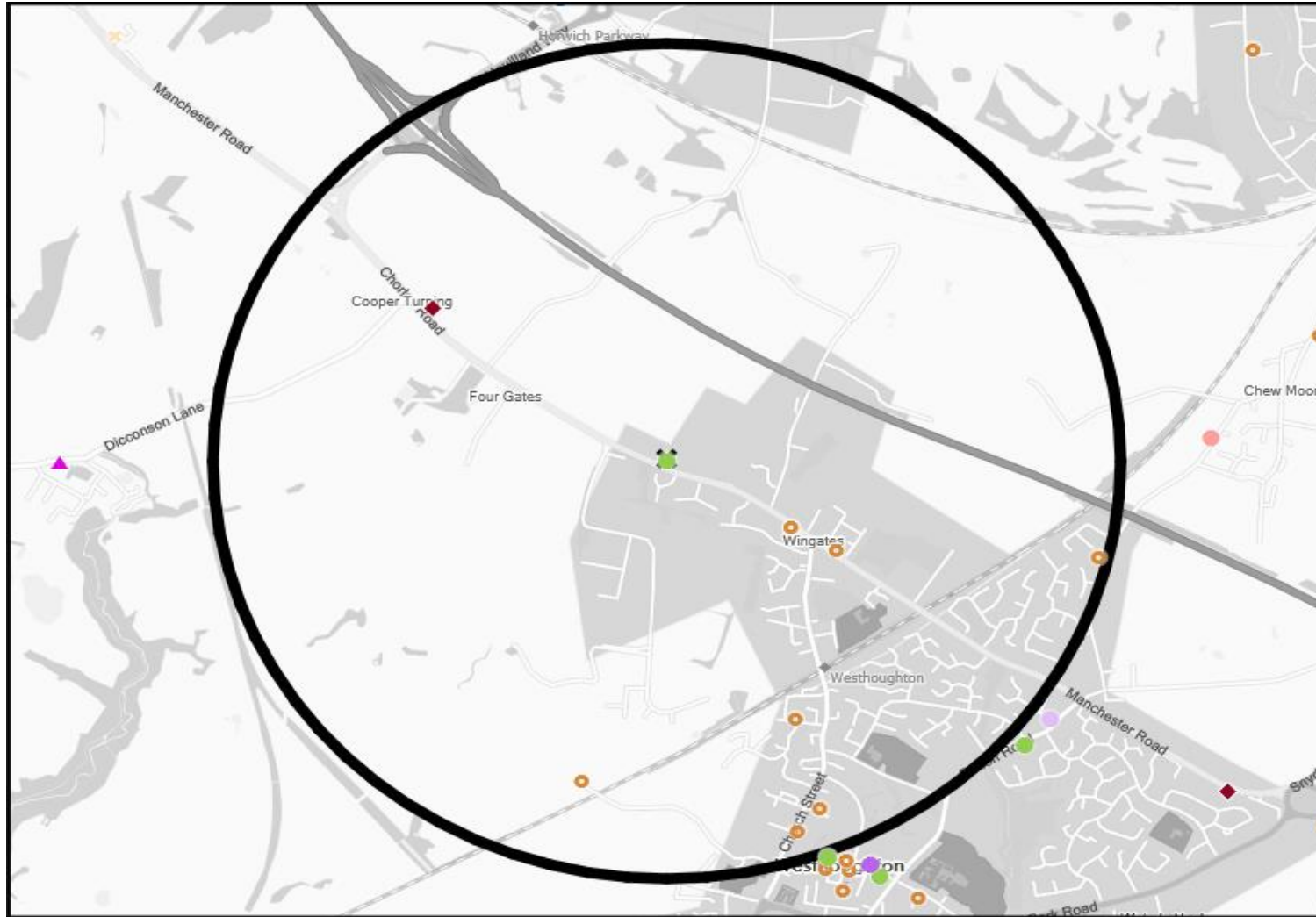
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	26.6	81.7	33			
Proprietary Club	0	0.0	7.3	0			
Registered Club	5	66.4	28.2	236			
Restaurant	4	53.1	32.1	165			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Westhoughton Golf Club	Independent Free	Registered Club	Independent Free	BL 5 2BR
La Scala	Independent Free	Restaurant	Independent Free	BL 5 3PD
Royal Oak	Blackrose Ltd	Pubs & Full On	Blackrose Ltd	BL 5 3ND
Waggon & Horses	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BL 5 3PN
Mangrove	Independent Free	Restaurant	Independent Free	BL 5 3PT
Casa Nostra	Independent Free	Restaurant	Independent Free	BL 5 3RS
Brookfield Masonic Hall	Independent Free	Registered Club	Independent Free	BL 5 3SP
Westhoughton Conservative Club	Independent Free	Registered Club	Independent Free	BL 5 3TF
Ewe	Unknown	Restaurant	Unknown	BL 5 3NB
Wingates Sports & Social Club	Independent Free	Registered Club	Independent Free	BL 5 3PD
Lostock Sports Club	Independent Free	Registered Club	Independent Free	BL 6 4HH

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03505_Waggon & Horses, Westhoughton, BL5 3PN (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: P03505_Waggon & Horses, Westhoughton, BL5 3PN (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	585	17.9	22.1	81		
2 Rising Prosperity	331	10.1	10.2	100		
3 Comfortable Communities	835	25.6	26.5	96		
4 Financially Stretched	1,111	34.0	23.7	144		
5 Urban Adversity	396	12.1	17.2	71		
6 Not Private Households	8	0.2	0.3	71		
Graph						
Total households	3,266					

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: P03505_Waggon & Horses, Westhoughton, BL5 3PN (1 Mile contour)
Base: Great Britain
Year: 2023

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	538	16.5	11.3	145			
1.C Mature Money	47	1.4	9.6	15			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	331	10.1	6.4	159			
3. Comfortable Communities							
3.F Countryside Communities	67	2.1	5.7	36			
3.G Successful Suburbs	192	5.9	6.0	99			
3.H Steady Neighbourhoods	90	2.8	7.4	37			
3.I Comfortable Seniors	12	0.4	2.9	13			
3.J Starting Out	474	14.5	4.6	319			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	860	26.3	8.0	330			
4.M Striving Families	42	1.3	7.4	17			
4.N Poorer Pensioners	209	6.4	5.8	111			
5. Urban Adversity							
5.O Young Hardship	327	10.0	6.3	160			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	69	2.1	5.2	40			
6. Not Private Households							
6.R Not Private Households	8	0.2	0.3	71			
Total households	3,266						

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.



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

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Area: P03505_Waggon & Horses, Westhoughton, BL5 3PN (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

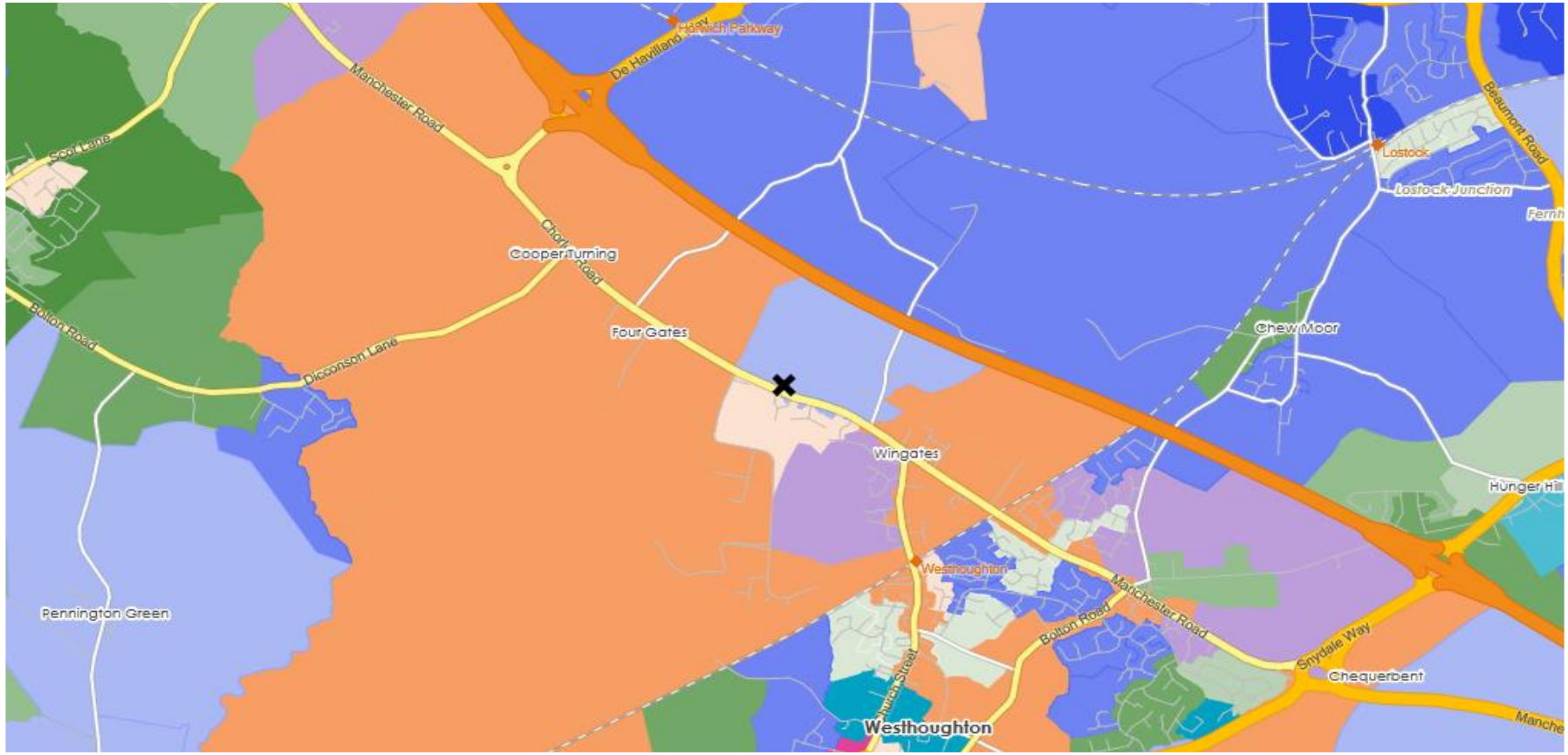
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	12	0.4	2.6	14			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	415	12.7	2.2	572			
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	111	3.4	1.6	211			
1.C Mature Money							
1.C.10 Better-off villagers	3	0.1	3.1	3			
1.C.11 Settled suburbia, older people	23	0.7	2.8	25			
1.C.12 Retired and empty nesters	21	0.6	2.5	26			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	303	9.3	2.0	470			
2.E.19 First time buyers in small, modern homes	28	0.9	3.4	25			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	67	2.1	3.2	64			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	62	1.9	2.7	70			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	130	4.0	2.4	164			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	83	2.5	3.5	73			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	7	0.2	2.3	9			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	12	0.4	2.4	15			
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	99	3.0	2.2	141			
3.J.33 Smaller houses and starter homes	375	11.5	2.4	478			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	51	1.6	1.4	108			
4.L.38 Semi-skilled workers in traditional neighbourhoods	275	8.4	2.6	320			
4.L.39 Fading owner occupied terraces	534	16.4	2.9	560			
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	14	0.4	1.6	26			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	28	0.9	2.2	39			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	54	1.7	0.8	210			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	135	4.1	2.2	185			
4.N.48 Pensioners and singles in social rented flats	20	0.6	1.7	36			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	32	1.0	2.2	45			
5.O.50 Struggling younger people in mixed tenure	125	3.8	1.8	213			
5.O.51 Young people in small, low cost terraces	170	5.2	2.3	230			
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	0.8	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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	46	1.4	1.5	93			
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	23	0.7	2.0	36			
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	8	0.2	0.3	86			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,266						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03505_Waggon & Horses, Westhoughton, BL5 3PN (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

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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