

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03525_Albion, Thetford, IP24 2DN (1 Mile c
 Base: Great Britain
 Year: 2023

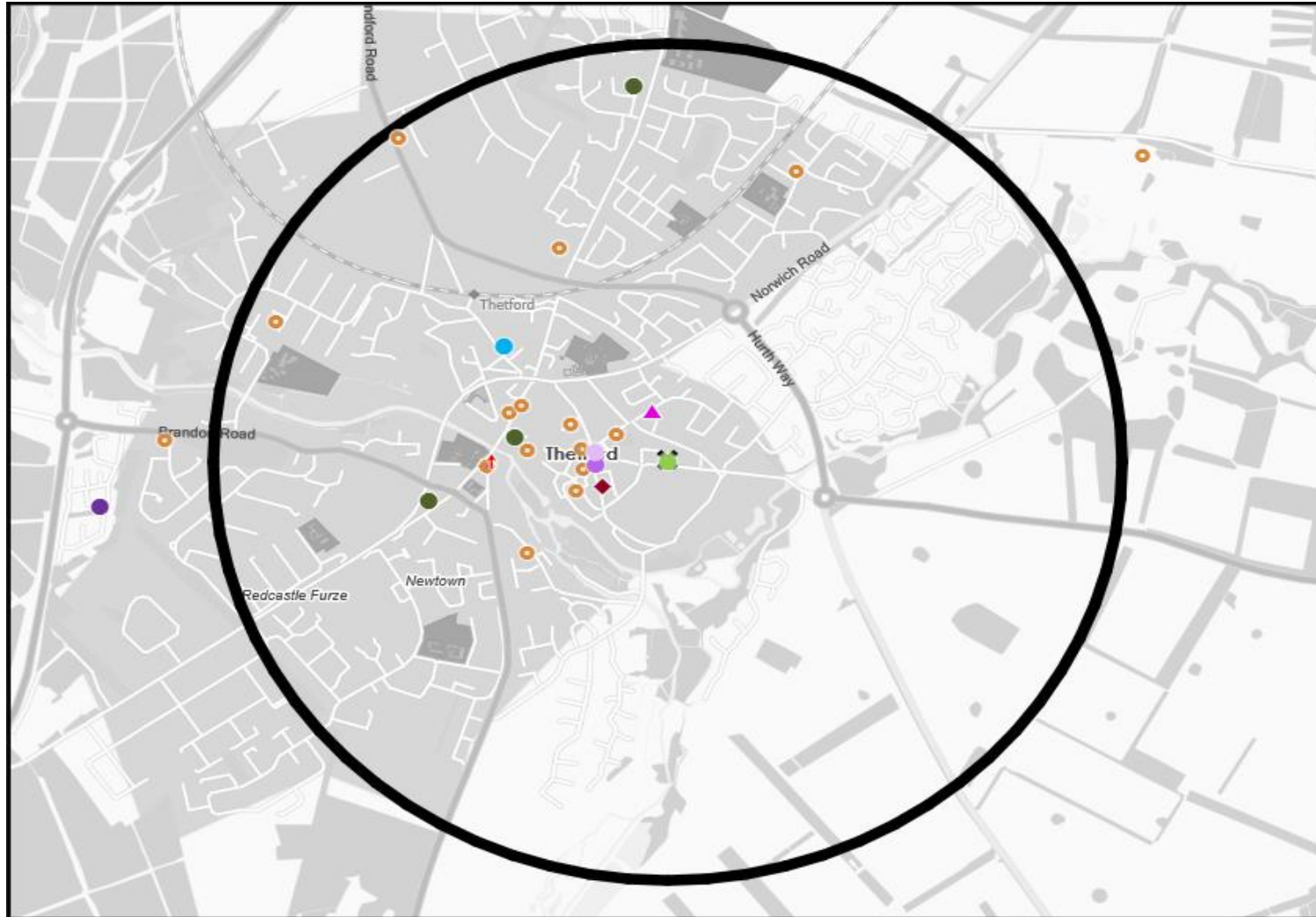
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	56.4	81.7	69			
Proprietary Club	3	13.0	7.3	179			
Registered Club	6	26.0	28.2	93			
Restaurant	5	21.7	32.1	68			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Thomas Paine Hotel	Independent Free	Pubs & Full On	Independent Free	IP24 1AA
Railway Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	IP24 1AH
Pine Close Community Centre	Independent Free	Registered Club	Independent Free	IP24 1EJ
Brecklands Sports Centre	Independent Free	Proprietary Club	Independent Free	IP24 1JD
Thetford Town Football Club	Independent Free	Registered Club	Independent Free	IP24 1NB
Thetford Rugby Club	Independent Free	Registered Club	Independent Free	IP24 1NB
Norfolk Terrier	Greene King	Pubs & Full On	Greene King	IP24 1TA
Saffron Indian Restaurant	Independent Free	Restaurant	Independent Free	IP24 2AE
Green Dragon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	IP24 2AJ
Red Lion	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	IP24 2AL
Bell Hotel	Greene King	Pubs & Full On	Greene King	IP24 2AZ
Thetford Conservative Club	Independent Free	Registered Club	Independent Free	IP24 2BN
Black Horse	Wellington	Pubs & Full On	Wellington	IP24 2BP
Albion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP24 2DN
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	IP24 3AE
Taste Of China	Independent Free	Restaurant	Independent Free	IP24 3AE
Chase	Greene King	Pubs & Full On	Greene King	IP24 3BN
Thetford Ex-Servicemens Social Club	Independent Free	Registered Club	Independent Free	IP24 3BZ
Club Ice	Independent Free	Proprietary Club	Independent Free	IP24 2BB
Royal British Legion Club	Independent Free	Registered Club	Independent Free	IP24 2AA
Thetford Town Council Carnegie Room	Independent Free	Pubs & Full On	Independent Free	IP24 2DS
Wereham Hotel	Independent Free	Pubs & Full On	Independent Free	IP24 1AD
Thetford Raj	Independent Free	Restaurant	Independent Free	IP24 2LB
Winners Bingo Social Club	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	IP24 2DT
Mulberry	Independent Free	Restaurant	Independent Free	IP24 2EA
Dough & Co	Dough & Co Essex Ltd	Restaurant	Dough & Co Essex Ltd	IP24 3AQ
Light Cinema	Light Cinema	Pubs & Full On	Light Cinema	IP24 3AQ

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: P03525_Albian, Thetford, IP24 2DN (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03525_Albion, Thetford, IP24 2DN (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	766	8.1	22.1	37		
2 Rising Prosperity	211	2.2	10.2	22		
3 Comfortable Communities	2,678	28.3	26.5	107		
4 Financially Stretched	3,561	37.7	23.7	159		
5 Urban Adversity	2,142	22.6	17.2	132		
6 Not Private Households	99	1.0	0.3	304		
Total households	9,457					

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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03525_Albion, Thetford, IP24 2DN (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	384	4.1	11.3	36			
1.C Mature Money	382	4.0	9.6	42			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	211	2.2	6.4	35			
3. Comfortable Communities							
3.F Countryside Communities	161	1.7	5.7	30			
3.G Successful Suburbs	821	8.7	6.0	146			
3.H Steady Neighbourhoods	649	6.9	7.4	93			
3.I Comfortable Seniors	136	1.4	2.9	50			
3.J Starting Out	911	9.6	4.6	212			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,478	15.6	8.0	196			
4.M Striving Families	1,482	15.7	7.4	210			
4.N Poorer Pensioners	601	6.4	5.8	110			
5. Urban Adversity							
5.O Young Hardship	876	9.3	6.3	148			
5.P Struggling Estates	888	9.4	5.7	165			
5.Q Difficult Circumstances	378	4.0	5.2	76			
6. Not Private Households							
6.R Not Private Households	99	1.0	0.3	304			
Total households	9,457						

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?
----------	-------	------	-----	----------------

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03525_Albion, Thetford, IP24 2DN (1 Mile contour)
 Base: Great Britain
 Year: 2023

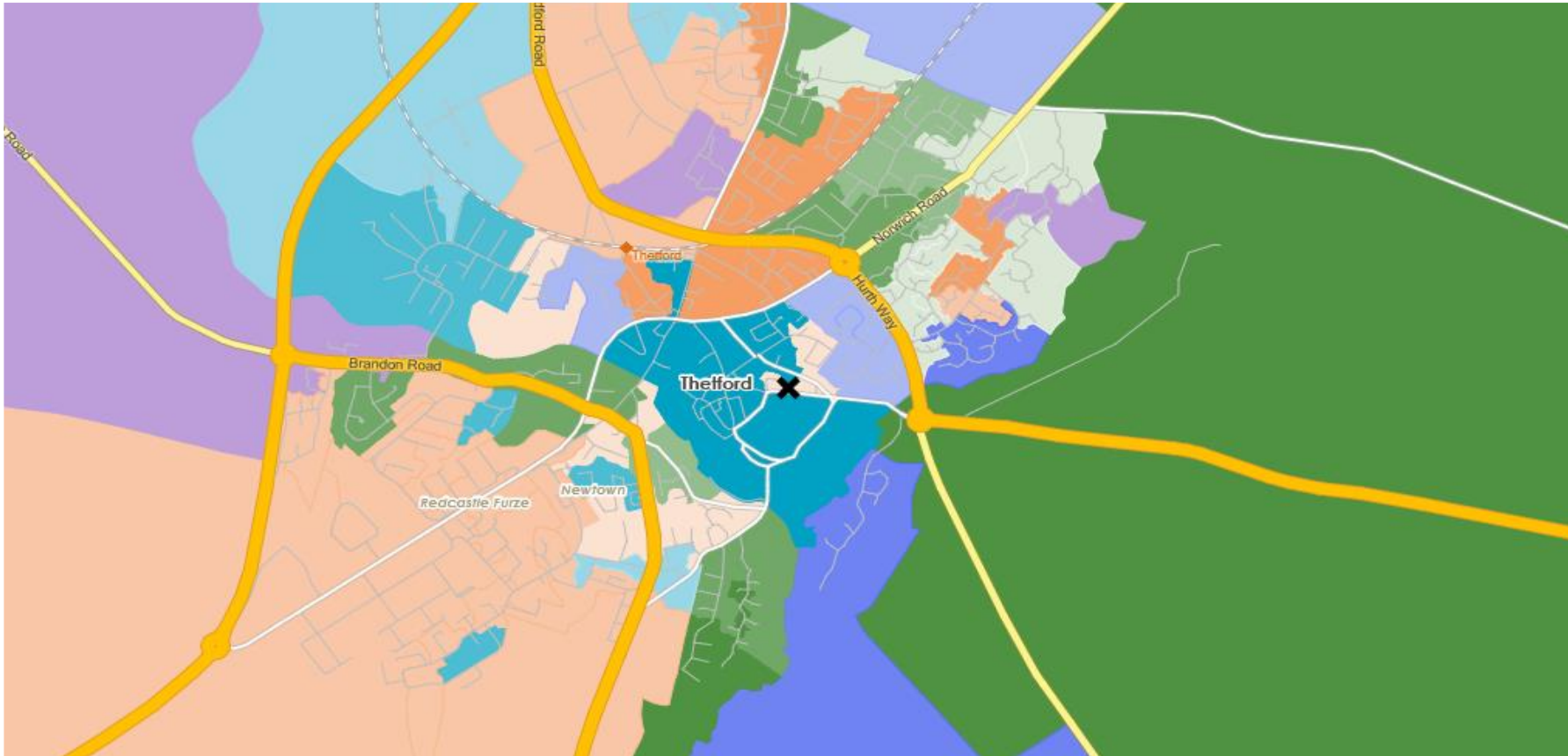
Sort by: Acorn Structure
 Index
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	279	3.0	2.2	133			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	2	0.0	1.5	1			
1.B.9 Well-off edge of towners	103	1.1	1.6	68			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	382	4.0	2.5	164			
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	198	2.1	2.0	106			
2.E.19 First time buyers in small, modern homes	13	0.1	3.4	4			
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	70	0.7	1.0	74			
3.F.23 Owner occupiers in small towns and villages	91	1.0	3.2	30			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	807	8.5	2.7	316			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	14	0.1	2.4	6			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	418	4.4	3.5	128			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	231	2.4	2.3	104			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	104	1.1	2.4	46			
3.I.31 Elderly singles in purpose-built accommodation	32	0.3	0.5	70			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	911	9.6	2.4	401			
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	227	2.4	1.4	166			
4.L.38 Semi-skilled workers in traditional neighbourhoods	635	6.7	2.6	255			
4.L.39 Fading owner occupied terraces	616	6.5	2.9	223			
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	25	0.3	1.6	17			
4.M.42 Struggling young families in post-war terraces	747	7.9	1.6	482			
4.M.43 Families in right-to-buy estates	43	0.5	2.0	22			
4.M.44 Post-war estates, limited means	667	7.1	2.2	324			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	95	1.0	0.8	128			
4.N.46 Elderly people in social rented flats	132	1.4	1.0	135			
4.N.47 Low income older people in smaller semis	203	2.1	2.2	96			
4.N.48 Pensioners and singles in social rented flats	171	1.8	1.7	106			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	214	2.3	2.2	103			
5.O.50 Struggling younger people in mixed tenure	472	5.0	1.8	277			
5.O.51 Young people in small, low cost terraces	190	2.0	2.3	89			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	815	8.6	1.6	552			
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	73	0.8	1.6	48			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	19	0.2	1.5	13			
5.Q.58 Singles and young families, some receiving benefits	210	2.2	1.8	126			
5.Q.59 Deprived areas and high-rise flats	149	1.6	2.0	80			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	43	0.5	0.1	765			
6.R.61 Inactive communal population	56	0.6	0.3	208			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,457						

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: P03525_Albion, Thetford, IP24 2DN (1 Mile contour)



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

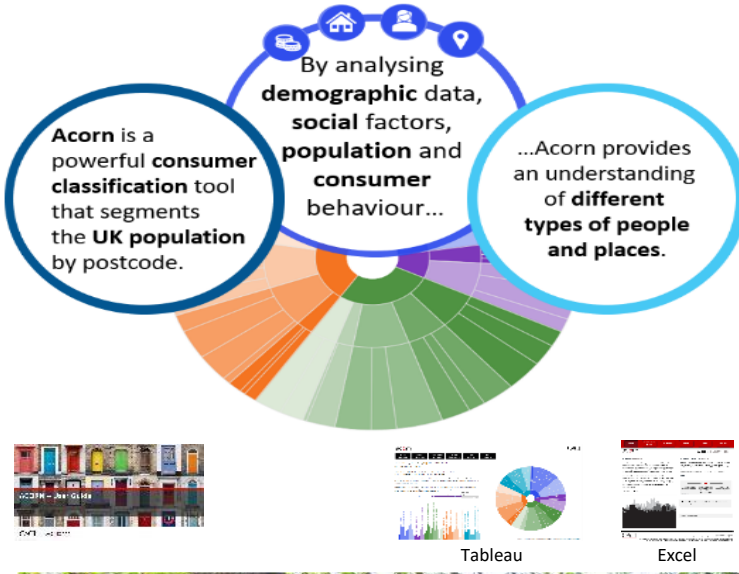
Acorn Groups

- 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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M 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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03525_Albion, Thetford, IP24 2DN (1 Mile contour)

