

CGA LICENCED PREMISES

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Area: P04041_Barley Mow, Burton on Trent, DE15
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	106.7	81.7	131			
Proprietary Club	3	12.8	7.3	176			
Registered Club	12	51.2	28.2	182			
Restaurant	13	55.5	32.1	173			
Residential	0	0.0	2.7	0			

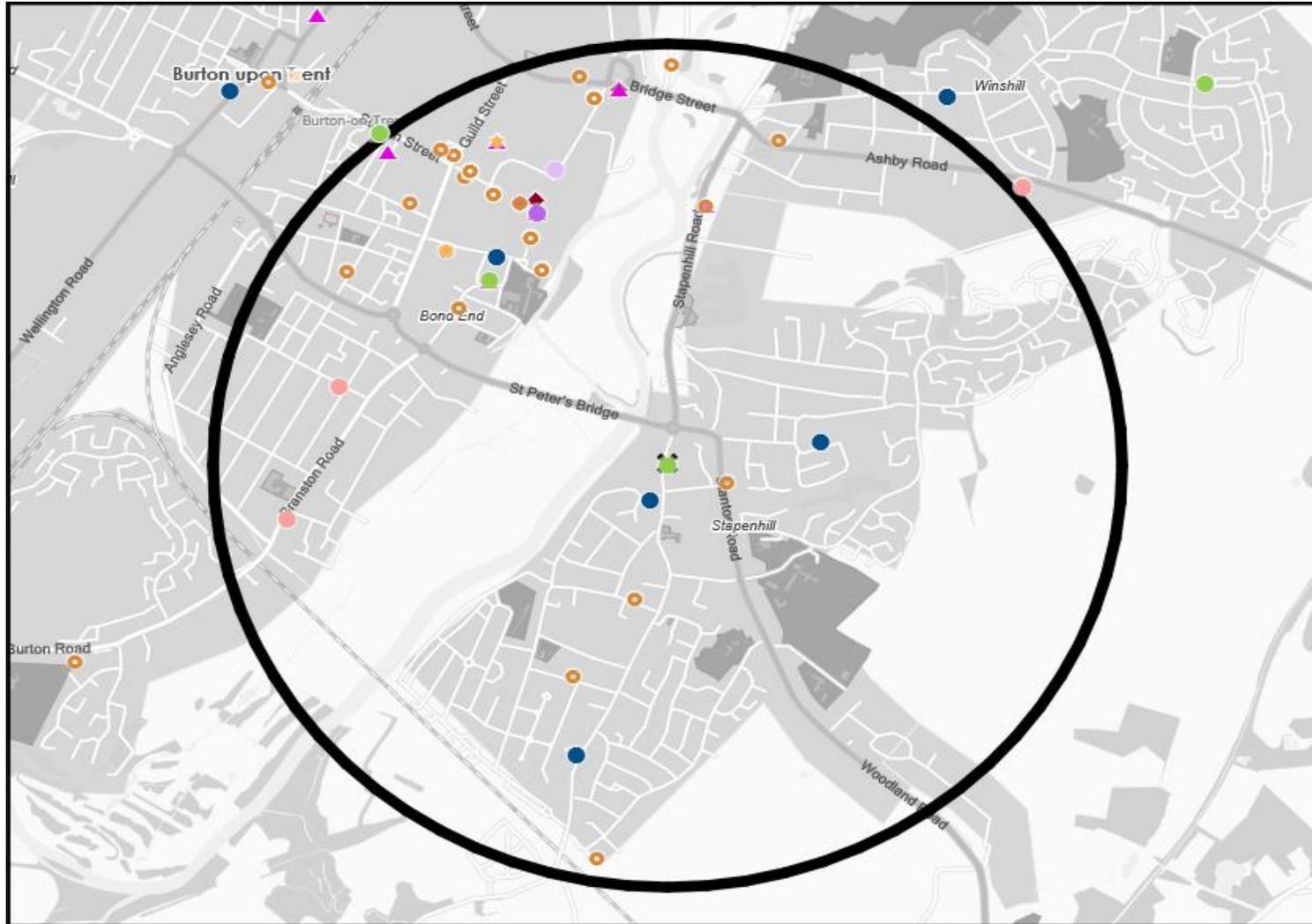
Name	Description	License Type	Owner Name	Postcode
Crossing	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE14 1JS
Isabels	Independent Free	Restaurant	Independent Free	DE14 1AU
Kishore Bondon Spice	Independent Free	Restaurant	Independent Free	DE14 1AX
Brewhouse Arts Centre	Independent Free	Pubs & Full On	Independent Free	DE14 1AA
Grail Court Hotel	Independent Free	Pubs & Full On	Independent Free	DE14 1BN
Pinnochios	Independent Free	Restaurant	Independent Free	DE14 1LJ
Prince Of Brewers	Amber Taverns	Pubs & Full On	Amber Taverns	DE14 1JE
B O T Constitutional Club	Independent Free	Registered Club	Independent Free	DE14 1JE
Spot On Snooker Club	Unknown	Proprietary Club	Unknown	DE14 1JN
Newhall Social Club	Independent Free	Registered Club	Independent Free	DE14 1LJ
Ritz World Buffet	Independent Free	Restaurant	Independent Free	DE14 1NA
Veneziaas	Independent Free	Restaurant	Independent Free	DE14 1NA
Washlands Sports & Social Club	Independent Free	Registered Club	Independent Free	DE14 1TD
Queens Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE14 1SY
Mecca Bingo	Rank	Proprietary Club	Rank	DE14 1NQ
Branston Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE14 3DD
Uxbridge Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE14 3LR
Cafe Bar 15	Independent Free	Pubs & Full On	Independent Free	DE14 3QW
Dog	Black Country Ales	Pubs & Full On	Black Country Ales	DE14 3QZ
Leopard	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE14 3QZ
Burton Rugby Club	Independent Free	Registered Club	Independent Free	DE14 3RH
Abbey Social Club	Independent Free	Registered Club	Independent Free	DE14 3RW
Freemasons Hall	Independent Free	Registered Club	Independent Free	DE15 0LA
Elms Inn	Dorbiere	Pubs & Full On	Dorbiere	DE15 9AE
Burton Leander Rowing Club	Independent Free	Registered Club	Independent Free	DE15 9AE
Barley Mow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE15 9AP
Stapenhill Institute Club	Independent Free	Registered Club	Independent Free	DE15 9AP
Grove Hotel	Marston's	Pubs & Full On	Marston's	DE15 9DQ
New Inn	Marston's	Pubs & Full On	Marston's	DE15 9EU
South Stapenhill Social Club	Independent Free	Registered Club	Independent Free	DE15 9LF
Stapenhill Labour Club	Independent Free	Registered Club	Independent Free	DE15 9LZ
Stapenhill Football Club	Independent Free	Registered Club	Independent Free	DE15 9NN
Crown	Marston's	Pubs & Full On	Marston's	DE15 9RF
Burton Town Hall	Independent Free	Pubs & Full On	Independent Free	DE14 1HA
Anchor	Marston's	Pubs & Full On	Marston's	DE14 3QN
Travellers Restaurant	Independent Free	Restaurant	Independent Free	DE15 9RW
Lord Burton	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	DE14 1JE
Break Room	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	DE14 1AN
Favourite Thai	Independent Free	Restaurant	Independent Free	DE14 1HA
Burton Bridge Inn	Burton Bridge Brewery	Pubs & Full On	Burton Bridge Brewery	DE14 1SY
Dial	Independent Free	Pubs & Full On	Independent Free	DE14 1BN
Coopers Tavern	Joule's Brewery	Pubs & Full On	Joule's Brewery	DE14 1EG
Jee-Ja-Jees	Independent Free	Restaurant	Independent Free	DE14 1NG
Baan Thai	Independent Free	Restaurant	Independent Free	DE14 1LJ
Wing Wah	Wing Wah Chinese Rest Group	Restaurant	Wing Wah Chinese Rest Group	DE14 3QW
Winery Restaurant	Independent Free	Pubs & Full On	Independent Free	DE14 3RW
Burton Caribbean Centre	Independent Free	Registered Club	Independent Free	DE14 3JS
Annie Maison	Independent Free	Pubs & Full On	Independent Free	DE14 1AN
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	DE14 1NQ
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	DE14 1NQ
Confessions	Independent Free	Pubs & Full On	Independent Free	DE14 1DP
Brews Of The World	Independent Free	Pubs & Full On	Independent Free	DE14 1BN
Hideaway	Independent Free	Restaurant	Independent Free	DE14 1AU

MAP OF AREA

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Source: OS Open Data 2018

Area: P04041_Barley Mow, Burton on Trent, DE15 9AP (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: P04041_Barley Mow, Burton on Trent, DE15 9AP (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,161	11.3	22.1	51		
 2 Rising Prosperity	275	2.7	10.2	26		
 3 Comfortable Communities	1,859	18.1	26.5	68		
 4 Financially Stretched	3,420	33.2	23.7	140		
 5 Urban Adversity	3,555	34.5	17.2	201		
 6 Not Private Households	21	0.2	0.3	59		
 Graph						
Total households	10,291					

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: P04041_Barley Mow, Burton on Trent, DE15 9AP (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	904	8.8	11.3	78		
1.C Mature Money	257	2.5	9.6	26		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	275	2.7	6.4	42		
3. Comfortable Communities						
3.F Countryside Communities	258	2.5	5.7	44		
3.G Successful Suburbs	562	5.5	6.0	92		
3.H Steady Neighbourhoods	355	3.4	7.4	47		
3.I Comfortable Seniors	324	3.1	2.9	110		
3.J Starting Out	360	3.5	4.6	77		
4. Financially Stretched						
4.K Student Life	58	0.6	2.5	22		
4.L Modest Means	1,600	15.5	8.0	195		
4.M Striving Families	428	4.2	7.4	56		
4.N Poorer Pensioners	1,334	13.0	5.8	225		
5. Urban Adversity						
5.O Young Hardship	2,658	25.8	6.3	413		
5.P Struggling Estates	284	2.8	5.7	48		
5.Q Difficult Circumstances	613	6.0	5.2	114		
6. Not Private Households						
6.R Not Private Households	21	0.2	0.3	59		
Total households	10,291					

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: P04041_Barley Mow, Burton on Trent, DE15 9AP (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

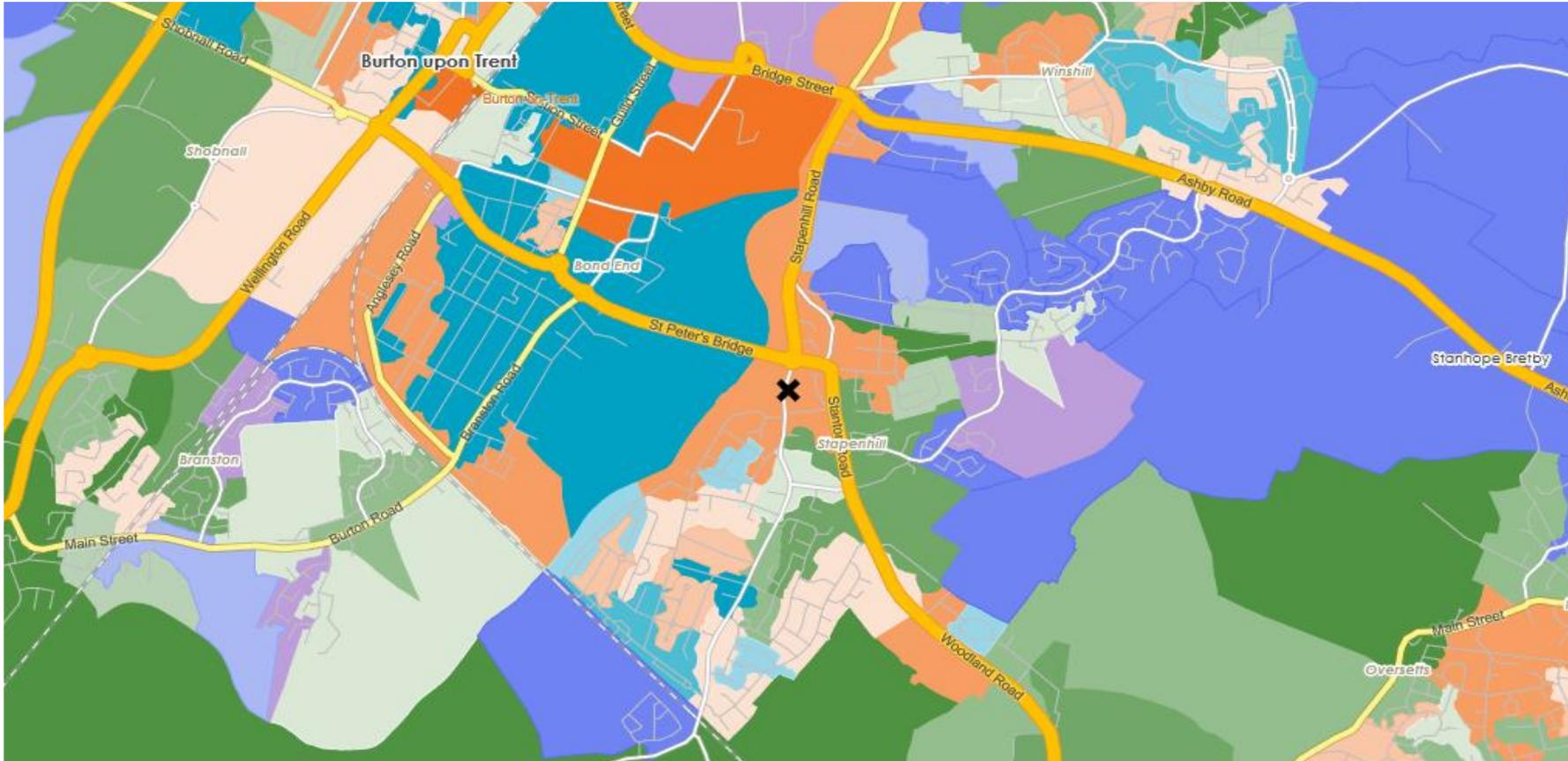
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	142	1.4	2.6	52			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	564	5.5	2.2	247			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	74	0.7	1.5	47			
1.B.9 Well-off edge of towners	124	1.2	1.6	75			
1.C Mature Money							
1.C.10 Better-off villagers	30	0.3	3.1	9			
1.C.11 Settled suburbia, older people	144	1.4	2.8	50			
1.C.12 Retired and empty nesters	73	0.7	2.5	29			
1.C.13 Upmarket downsizers	10	0.1	1.3	8			
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	152	1.5	2.0	75			
2.E.19 First time buyers in small, modern homes	123	1.2	3.4	35			
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	258	2.5	3.2	78			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	425	4.1	2.7	153			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	137	1.3	2.4	55			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	315	3.1	3.5	88			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	39	0.4	2.3	16			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	324	3.1	2.4	133			
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	74	0.7	2.2	33			
3.J.33 Smaller houses and starter homes	286	2.8	2.4	116			
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	58	0.6	1.9	29			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	130	1.3	1.4	88			
4.L.38 Semi-skilled workers in traditional neighbourhoods	545	5.3	2.6	201			
4.L.39 Fading owner occupied terraces	691	6.7	2.9	230			
4.L.40 High occupancy terraces, culturally diverse family areas	234	2.3	1.0	229			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	38	0.4	1.6	23			
4.M.42 Struggling young families in post-war terraces	42	0.4	1.6	25			
4.M.43 Families in right-to-buy estates	215	2.1	2.0	102			
4.M.44 Post-war estates, limited means	133	1.3	2.2	59			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	97	0.9	0.8	120			
4.N.46 Elderly people in social rented flats	71	0.7	1.0	67			
4.N.47 Low income older people in smaller semis	322	3.1	2.2	140			
4.N.48 Pensioners and singles in social rented flats	844	8.2	1.7	481			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	331	3.2	2.2	147			
5.O.50 Struggling younger people in mixed tenure	584	5.7	1.8	315			
5.O.51 Young people in small, low cost terraces	1,743	16.9	2.3	748			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	91	0.9	1.6	57			
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	193	1.9	1.6	117			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	122	1.2	1.5	79			
5.Q.58 Singles and young families, some receiving benefits	119	1.2	1.8	66			
5.Q.59 Deprived areas and high-rise flats	372	3.6	2.0	184			
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	21	0.2	0.3	72			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,291						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04041_Barley Mow, Burton on Trent, DE15 9AP (1 Mile contour)



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

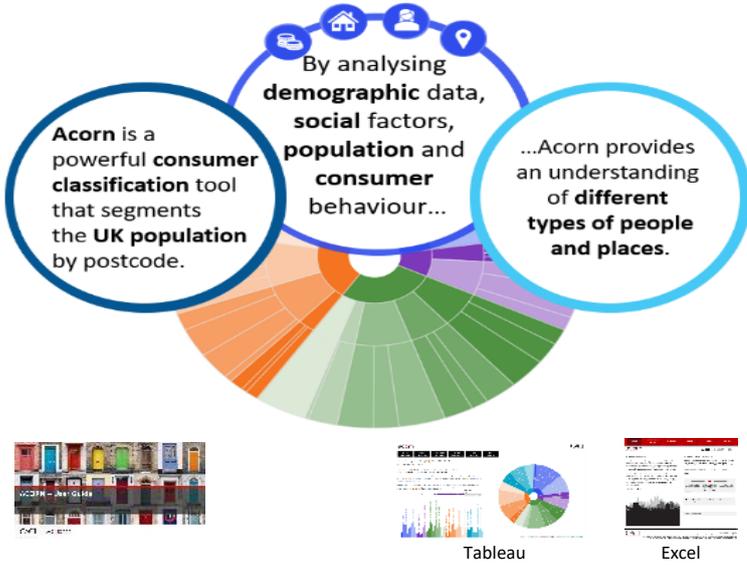
Acorn Groups

- 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

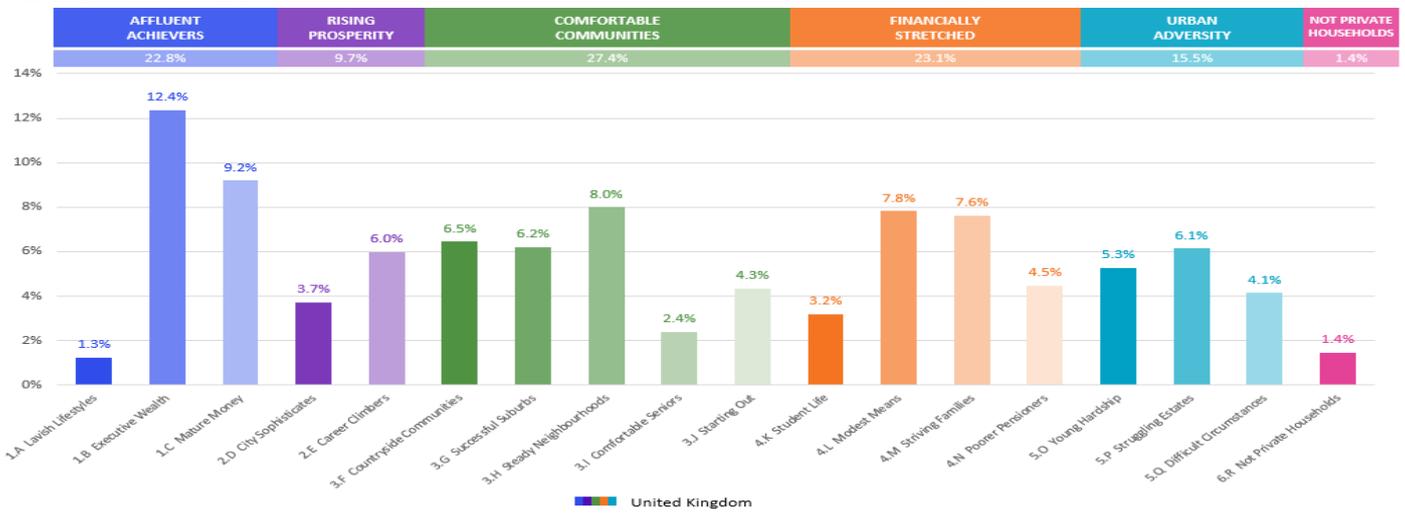
House tenure: Owned outright

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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