

CGA LICENCED PREMISES

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Area: P04129_Old Wine Vaults, Eastwood, NG16 3
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	16	98.0	81.7	120			
Proprietary Club	1	6.1	7.3	84			
Registered Club	5	30.6	28.2	109			
Restaurant	2	12.2	32.1	38			
Residential	0	0.0	2.7	0			

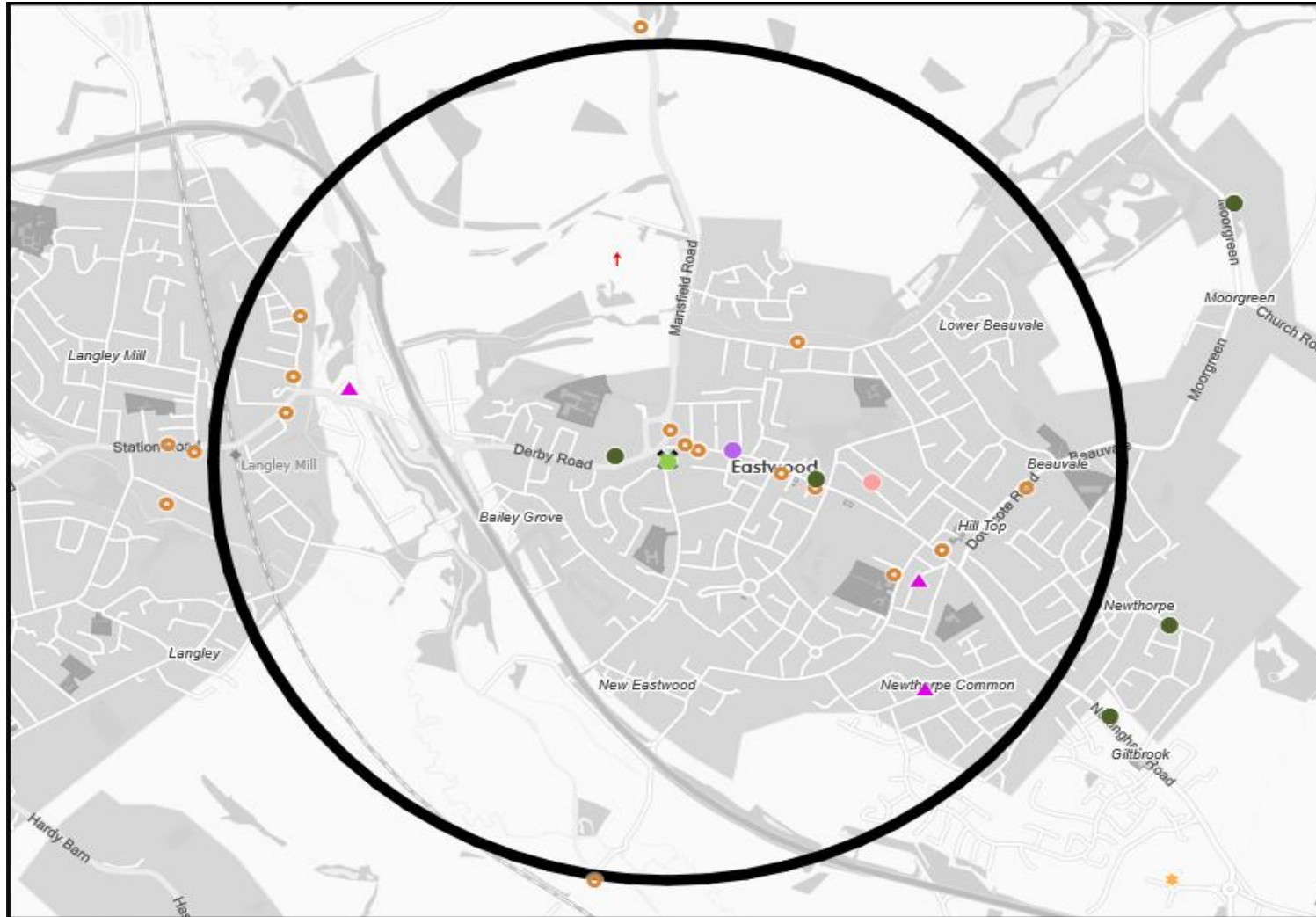
Name	Description	License Type	Owner Name	Postcode
Eastwood Cricket	Independent Free	Registered Club	Independent Free	NG16 3FT
New Inn	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NG16 2EH
Old Wine Vaults	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG16 3BP
Eastwood & District Conservative Club	Independent Free	Registered Club	Independent Free	NG16 3BP
Three Tuns	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG16 3EJ
Wellington	Greene King	Pubs & Full On	Greene King	NG16 3GH
Eastwood Town Football Club	Independent Free	Registered Club	Independent Free	NG16 3GG
Sun Inn	Greene King	Pubs & Full On	Greene King	NG16 3NT
Greasley Miners Welfare Club	Independent Free	Registered Club	Independent Free	NG16 3QN
Great Northern	Pub People Co Ltd	Pubs & Full On	Pub People Co Ltd	NG16 4AA
Railway Tavern	Independent Free	Pubs & Full On	Independent Free	NG16 4AE
Greasley Castle	Pub People Co Ltd	Pubs & Full On	Pub People Co Ltd	NG16 3GW
Eastwood Hall	Compass Catering	Pubs & Full On	Lime Venues	NG16 3SS
Royal Gurkha	Independent Free	Restaurant	Independent Free	NG16 4EW
Phoenix Cue Sports	Independent Free	Proprietary Club	Independent Free	NG16 3AQ
Lady Chatterley	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NG16 3AL
Bunny Hop Ale House	Independent Free	Pubs & Full On	Independent Free	NG16 4ED
Tap Growler	Independent Free	Pubs & Full On	Independent Free	NG16 3GS
Grand Siam	Independent Free	Restaurant	Independent Free	NG16 3NQ
Olivers Pub & Kitchen	Independent Free	Pubs & Full On	Independent Free	NG16 3NQ
Dog And Parrot	Independent Free	Pubs & Full On	Independent Free	NG16 3AP
Pick & Davy	Independent Free	Pubs & Full On	Independent Free	NG16 3GS
Eastwood Community Football Club	Independent Free	Registered Club	Independent Free	NG16 3HB
Gamekeepers Freehouse	Independent Free	Pubs & Full On	Independent Free	NG16 3GD

MAP OF AREA

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Source: OS Open Data 2018

Area: P04129_Old Wine Vaults, Eastwood, NG16 3BP (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: P04129_Old Wine Vaults, Eastwood, NG16 3BP (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,053	14.6	22.1	66		
2 Rising Prosperity	81	1.1	10.2	11		
3 Comfortable Communities	2,780	38.6	26.5	146		
4 Financially Stretched	2,406	33.4	23.7	141		
5 Urban Adversity	873	12.1	17.2	71		
6 Not Private Households	0	0.0	0.3	0		
Total households	7,193					

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: P04129_Old Wine Vaults, Eastwood, NG16 3BP (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	78	1.1	11.3	10			
1.C Mature Money	975	13.6	9.6	140			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	81	1.1	6.4	18			
3. Comfortable Communities							
3.F Countryside Communities	552	7.7	5.7	134			
3.G Successful Suburbs	789	11.0	6.0	184			
3.H Steady Neighbourhoods	587	8.2	7.4	110			
3.I Comfortable Seniors	475	6.6	2.9	231			
3.J Starting Out	377	5.2	4.6	115			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,150	16.0	8.0	200			
4.M Striving Families	671	9.3	7.4	125			
4.N Poorer Pensioners	585	8.1	5.8	141			
5. Urban Adversity							
5.O Young Hardship	363	5.0	6.3	81			
5.P Struggling Estates	211	2.9	5.7	51			
5.Q Difficult Circumstances	299	4.2	5.2	79			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	7,193						

Acorn Group Pen Portrait

4 K Student Life **1.6M** UK Adults **3.0%** of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

CORE DEMOGRAPHICS

Age range 18-24	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 4+	House type Flat or maisonette

BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 48%</small>	Shopping online makes my life easier 68% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 44% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income £33k (UK) / £36k (London) <small>Average: £40k / Average: £46k</small>	% Disposable income 26% (UK) / 16% (London) <small>Average: 43% / Average: 29%</small>	Financial situation Running into debt / Saving a lot
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TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04129_Old Wine Vaults, Eastwood, NG16 3BP (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	15	0.2	2.6	8			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	63	0.9	2.2	39			
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			
1.C Mature Money							
1.C.10 Better-off villagers	5	0.1	3.1	2			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	970	13.5	2.5	547			
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	81	1.1	2.0	57			
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			
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	552	7.7	3.2	239			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	775	10.8	2.7	399			
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	0.2	2.4	8			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	555	7.7	3.5	223			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	32	0.4	2.3	19			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	470	6.5	2.4	276			
3.I.31 Elderly singles in purpose-built accommodation	5	0.1	0.5	14			
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	377	5.2	2.4	218			
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	87	1.2	1.4	84			
4.L.38 Semi-skilled workers in traditional neighbourhoods	619	8.6	2.6	327			
4.L.39 Fading owner occupied terraces	444	6.2	2.9	211			
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	33	0.5	1.6	28			
4.M.43 Families in right-to-buy estates	566	7.9	2.0	386			
4.M.44 Post-war estates, limited means	72	1.0	2.2	46			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	149	2.1	0.8	263			
4.N.46 Elderly people in social rented flats	29	0.4	1.0	39			
4.N.47 Low income older people in smaller semis	329	4.6	2.2	205			
4.N.48 Pensioners and singles in social rented flats	78	1.1	1.7	64			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	98	1.4	2.2	62			
5.O.50 Struggling younger people in mixed tenure	164	2.3	1.8	127			
5.O.51 Young people in small, low cost terraces	101	1.4	2.3	62			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	130	1.8	1.6	116			
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	81	1.1	1.6	70			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	83	1.2	1.5	76			
5.Q.58 Singles and young families, some receiving benefits	107	1.5	1.8	84			
5.Q.59 Deprived areas and high-rise flats	109	1.5	2.0	77			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,193						

CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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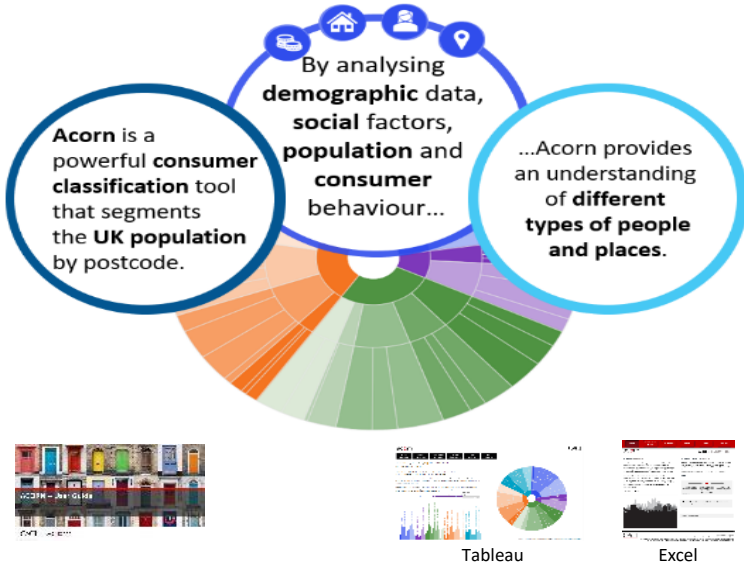
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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

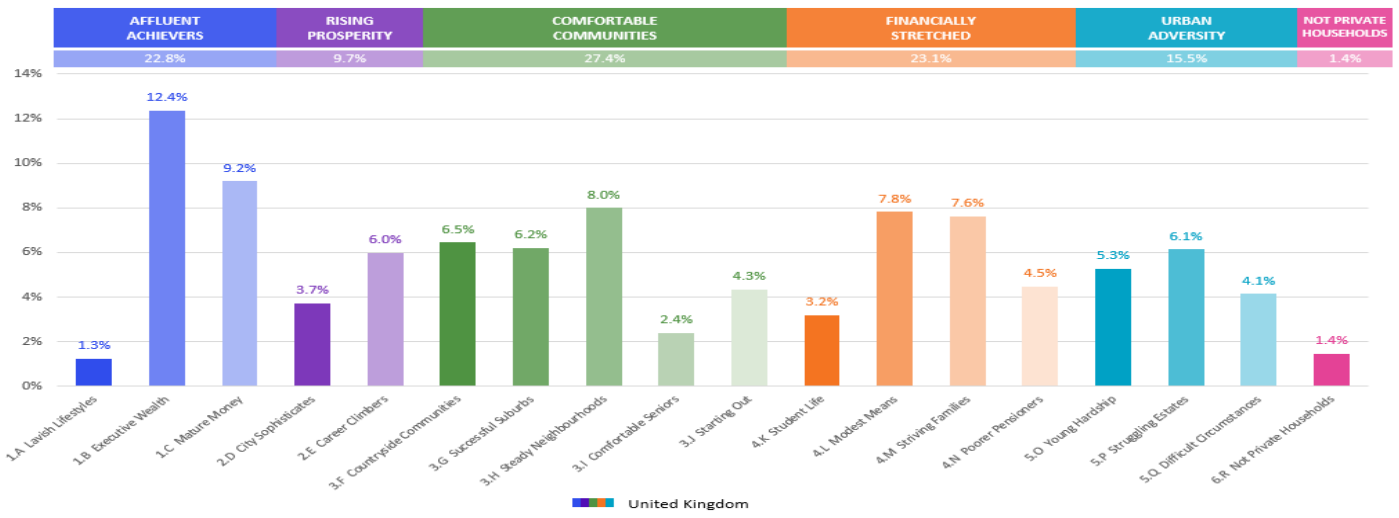
House tenure: Owned outright

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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