

CGA LICENCED PREMISES

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Area: P04233_Cannon, Wellingborough, NN8 4DJ |
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	23	74.3	81.7	91			
Proprietary Club	5	16.2	7.3	222			
Registered Club	7	22.6	28.2	80			
Restaurant	6	19.4	32.1	60			
Residential	1	3.2	2.7	121			

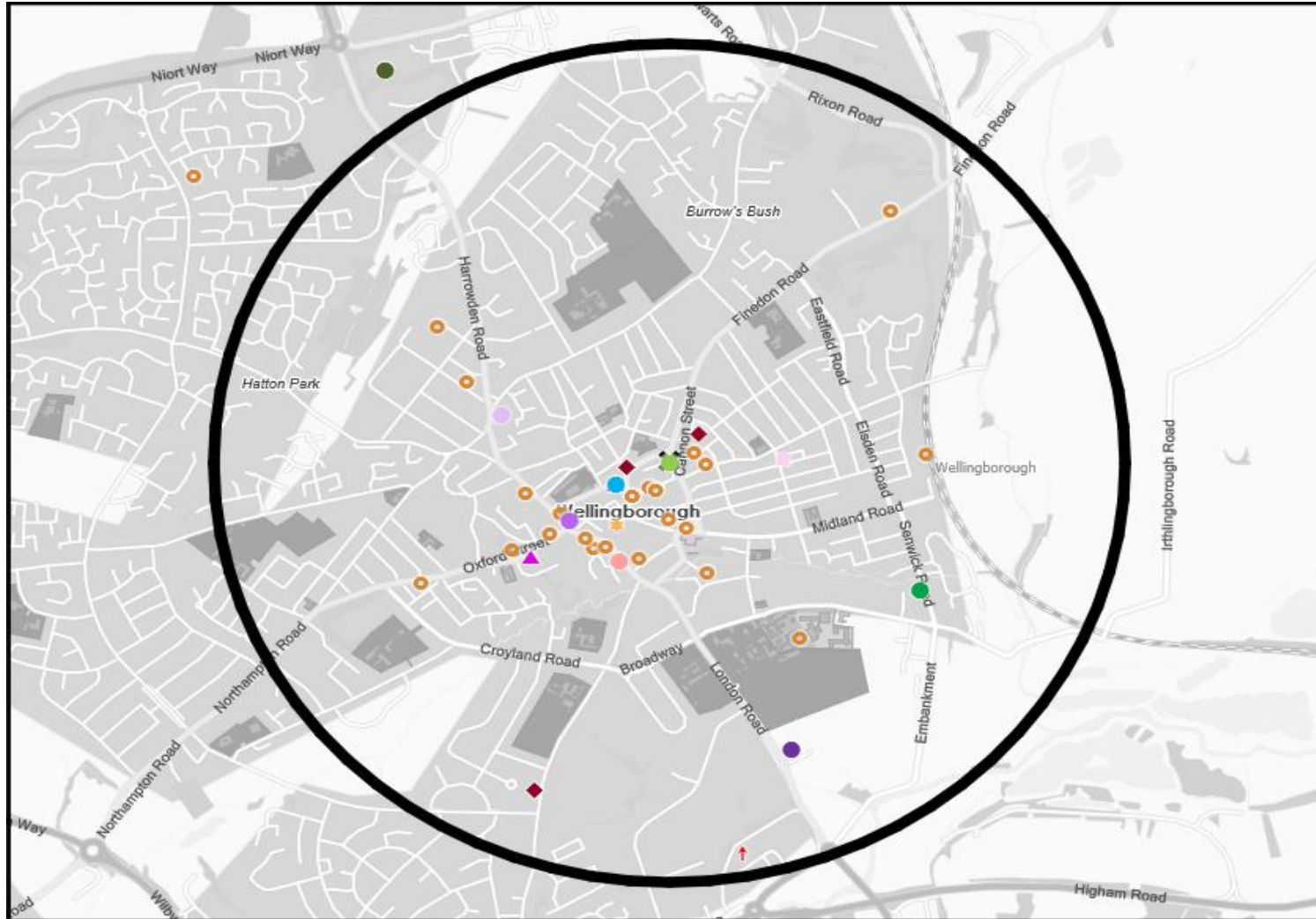
Name	Description	License Type	Owner Name	Postcode
Olde England	Independent Free	Pubs & Full On	Independent Free	NN 8 1BQ
Coach & Horses	Charnwood	Pubs & Full On	Charnwood	NN 8 4HY
Club Diana Fitness Centre	Independent Free	Proprietary Club	Independent Free	NN 8 4AL
Cooper Snooker	Independent Free	Proprietary Club	Independent Free	NN 8 1AX
Raffs	Independent Free	Pubs & Full On	Independent Free	NN 8 1AX
Red Well	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NN 8 1BD
Hind Hotel and Restaurant	Independent Free	Pubs & Full On	Independent Free	NN 8 1BY
Horseshoes	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NN 8 1BS
Br Staff Association Club	Independent Free	Registered Club	Independent Free	NN 8 1DS
Ali's	Independent Free	Restaurant	Independent Free	NN 8 1DW
Akash Tandoori Restaurant	Independent Free	Restaurant	Independent Free	NN 8 1DW
Club Palm Beach	Independent Free	Proprietary Club	Independent Free	NN 8 1ET
Ranelagh Arms	Wells & Co	Pubs & Full On	Wells & Co	NN 8 1JS
Crown & Anchor	Ei Group	Pubs & Full On	Ei Group	NN 8 1NJ
Wellingborough Masonic Hall	Independent Free	Registered Club	Independent Free	NN 8 1PE
Dog & Duck	Whitbread	Pubs & Full On	Whitbread	NN 8 2DP
Wellingborough Town Football Club	Independent Free	Registered Club	Independent Free	NN 8 2DP
Royal Oak	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NN 8 2LJ
Wellingborough Town Cricket Club	Independent Free	Registered Club	Independent Free	NN 8 5AZ
Wellingborough Bowling Club	Independent Free	Registered Club	Independent Free	NN 8 5AS
Columbia Hotel	Independent Free	Residential	Independent Free	NN 8 3HG
Locomotive	Independent Free	Pubs & Full On	Independent Free	NN 8 4AL
Isebrook Hospital Staff Social Club	Independent Free	Registered Club	Independent Free	NN 8 1LP
Kingfisher	Independent Free	Pubs & Full On	Independent Free	NN 8 4HL
Wellingborough Old Gramm Club	Independent Free	Registered Club	Independent Free	NN 8 4JH
Queens Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 8 4LH
Gloucester Hall	Amber Taverns	Pubs & Full On	Amber Taverns	NN 8 4PF
Amf Bowling	Original Bowling Company	Proprietary Club	Original Bowling Company	NN 8 2EF
Funky Spice	Independent Free	Restaurant	Independent Free	NN 8 1HF
La Rocca	Independent Free	Restaurant	Independent Free	NN 8 1AH
Cannon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN 8 4DJ
Fiddlers Elbow	Punch Pub Company	Pubs & Full On	Punch Pub Company	NN 8 4PF
Castle	Independent Free	Pubs & Full On	Independent Free	NN 8 1XA
Cutting Room	Unknown	Pubs & Full On	Unknown	NN 8 4PG
Yumeijin	Independent Free	Restaurant	Independent Free	NN 8 4JJ
Silk	Independent Free	Pubs & Full On	Independent Free	NN 8 1HQ
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	NN 8 2DP
Castello Lounge	Loungers	Pubs & Full On	Loungers	NN 8 1AN
Waendel Leisure Centre	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	NN 8 1DZ
Little Ale House	Independent Free	Pubs & Full On	Independent Free	NN 8 4JU
Baileys Bar	Independent Free	Pubs & Full On	Independent Free	NN 8 1DJ
Little R'ale House	Independent Free	Pubs & Full On	Independent Free	NN 8 1NQ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04233_Cannon, Wellingborough, NN8 4DJ (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: P04233_Cannon, Wellingborough, NN8 4DJ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	680	4.9	22.1	22		
2 Rising Prosperity	186	1.4	10.2	13		
3 Comfortable Communities	3,443	25.1	26.5	95		
4 Financially Stretched	3,209	23.4	23.7	99		
5 Urban Adversity	6,141	44.7	17.2	260		
6 Not Private Households	79	0.6	0.3	167		
Total households						13,738

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: P04233_Cannon, Wellingborough, NN8 4DJ (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	530	3.9	11.3	34		
1.C Mature Money	150	1.1	9.6	11		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	186	1.4	6.4	21		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	733	5.3	6.0	90		
3.H Steady Neighbourhoods	1,213	8.8	7.4	119		
3.I Comfortable Seniors	798	5.8	2.9	203		
3.J Starting Out	699	5.1	4.6	112		
4. Financially Stretched						
4.K Student Life	50	0.4	2.5	15		
4.L Modest Means	1,737	12.6	8.0	158		
4.M Striving Families	771	5.6	7.4	75		
4.N Poorer Pensioners	651	4.7	5.8	82		
5. Urban Adversity						
5.O Young Hardship	3,390	24.7	6.3	395		
5.P Struggling Estates	1,689	12.3	5.7	216		
5.Q Difficult Circumstances	1,062	7.7	5.2	148		
6. Not Private Households						
6.R Not Private Households	79	0.6	0.3	167		
Total households	13,738					

Acorn Group Pen Portrait

6 Not Private Households
790k 1.5%

UK Adults 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: P04233_Cannon, Wellingborough, NN8 4DJ (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

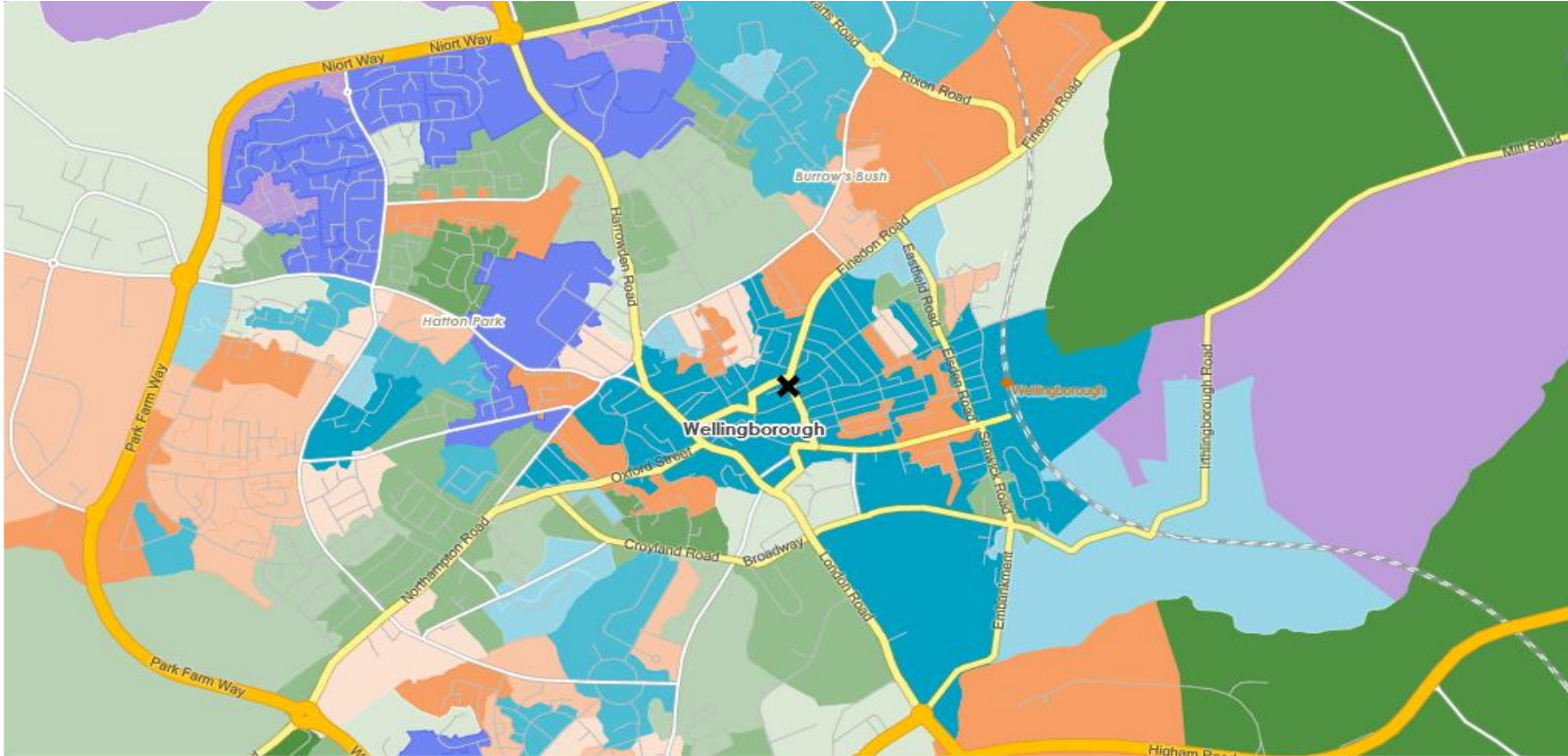
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	150	1.1	2.6	41			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	364	2.6	2.2	119			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	7	0.1	1.5	3			
1.B.9 Well-off edge of towners	9	0.1	1.6	4			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	61	0.4	2.8	16			
1.C.12 Retired and empty nesters	89	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	78	0.6	2.0	29			
2.E.19 First time buyers in small, modern homes	108	0.8	3.4	23			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	712	5.2	2.7	192			
3.G.25 Larger family homes, multi-ethnic areas	21	0.2	0.8	18			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	950	6.9	3.5	199			
3.H.28 Owner occupied terraces, average income	35	0.3	1.6	16			
3.H.29 Established suburbs, older families	228	1.7	2.3	71			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	729	5.3	2.4	224			
3.I.31 Elderly singles in purpose-built accommodation	69	0.5	0.5	103			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	279	2.0	2.2	94			
3.J.33 Smaller houses and starter homes	420	3.1	2.4	127			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	2	0.0	0.3	4			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	48	0.3	1.9	18			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	187	1.4	1.4	94			
4.L.38 Semi-skilled workers in traditional neighbourhoods	530	3.9	2.6	147			
4.L.39 Fading owner occupied terraces	832	6.1	2.9	207			
4.L.40 High occupancy terraces, culturally diverse family areas	188	1.4	1.0	138			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling younger families in post-war terraces	328	2.4	1.6	146			
4.M.43 Families in right-to-buy estates	203	1.5	2.0	72			
4.M.44 Post-war estates, limited means	240	1.7	2.2	80			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	20	0.1	0.8	18			
4.N.46 Elderly people in social rented flats	215	1.6	1.0	152			
4.N.47 Low income older people in smaller semis	48	0.3	2.2	16			
4.N.48 Pensioners and singles in social rented flats	368	2.7	1.7	157			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	821	6.0	2.2	273			
5.O.50 Struggling younger people in mixed tenure	886	6.4	1.8	358			
5.O.51 Young people in small, low cost terraces	1,683	12.3	2.3	541			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	1,584	11.5	1.6	738			
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	105	0.8	1.6	48			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	132	1.0	1.5	64			
5.Q.58 Singles and young families, some receiving benefits	454	3.3	1.8	188			
5.Q.59 Deprived areas and high-rise flats	476	3.5	2.0	176			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	35	0.3	0.1	429			
6.R.61 Inactive communal population	44	0.3	0.3	113			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	13,738						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04233_Cannon, Wellingborough, NN8 4DJ (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
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**

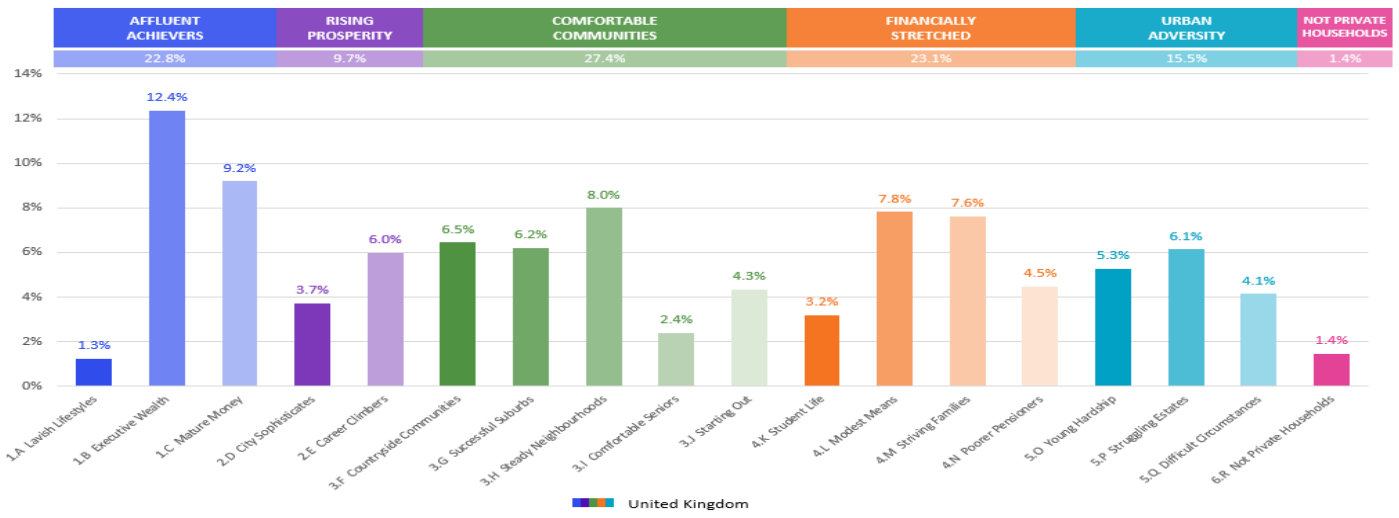
Number of beds: **4+**

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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