

CGA LICENCED PREMISES

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Area: P03990_Park Inn, Oldham, OL2 8DW (1 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	68.1	81.7	83			
Proprietary Club	1	7.6	7.3	104			
Registered Club	5	37.8	28.2	134			
Restaurant	1	7.6	32.1	24			
Residential	0	0.0	2.7	0			

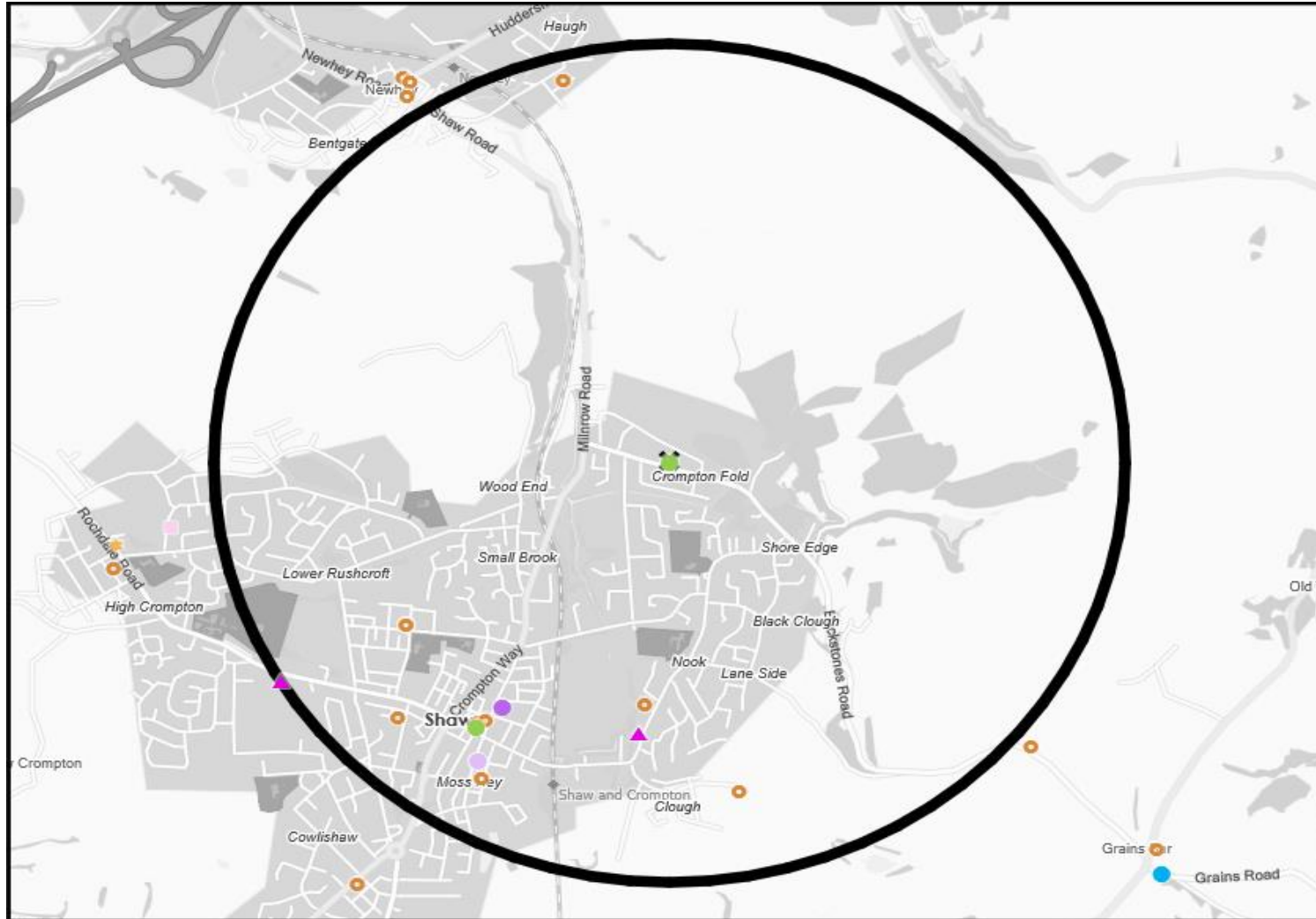
Name	Description	License Type	Owner Name	Postcode
Shaw Masonic Hall	Independent Free	Registered Club	Independent Free	OL 2 7AJ
Black Horse	JW Lees	Pubs & Full On	JW Lees	OL 2 7JD
Crompton Cricket Club	Independent Free	Registered Club	Independent Free	OL 2 7SF
Crompton Bowl Club	Independent Free	Registered Club	Independent Free	OL 2 7SF
Pineapple Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 2 8AD
Crompton Central Working Mens Club	Independent Free	Registered Club	Independent Free	OL 2 8AE
Park Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 2 8DW
Shawside	Independent Free	Proprietary Club	Independent Free	OL 2 8JB
Coach & Horses	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OL 2 8NR
Blue Bell	Independent Free	Pubs & Full On	Independent Free	OL 2 8NR
Playhouse 2	Independent Free	Pubs & Full On	Independent Free	OL 2 8NX
Cedar Tree At The Sheaf	Independent Free	Restaurant	Independent Free	OL16 3RS
Morning Star	JW Lees	Pubs & Full On	JW Lees	OL 2 8HZ
Shaw Cricket Club	Independent Free	Registered Club	Independent Free	OL 2 8QG
Shay Wake	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OL 2 8EQ
Gin Gin Bar	Independent Free	Pubs & Full On	Independent Free	OL 2 8AP

MAP OF AREA

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Source: OS Open Data 2018

Area: P03990_Park Inn, Oldham, OL2 8DW (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: P03990_Park Inn, Oldham, OL2 8DW (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	961	16.2	22.1	73		
 2 Rising Prosperity	37	0.6	10.2	6		
 3 Comfortable Communities	1,884	31.8	26.5	120		
 4 Financially Stretched	1,860	31.4	23.7	132		
 5 Urban Adversity	1,183	20.0	17.2	116		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	5,925					

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: P03990_Park Inn, Oldham, OL2 8DW (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	441	7.4	11.3	66			
1.C Mature Money	520	8.8	9.6	91			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	37	0.6	6.4	10			
3. Comfortable Communities							
3.F Countryside Communities	50	0.8	5.7	15			
3.G Successful Suburbs	558	9.4	6.0	158			
3.H Steady Neighbourhoods	640	10.8	7.4	146			
3.I Comfortable Seniors	460	7.8	2.9	272			
3.J Starting Out	176	3.0	4.6	65			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	881	14.9	8.0	186			
4.M Striving Families	456	7.7	7.4	103			
4.N Poorer Pensioners	523	8.8	5.8	153			
5. Urban Adversity							
5.O Young Hardship	598	10.1	6.3	161			
5.P Struggling Estates	189	3.2	5.7	56			
5.Q Difficult Circumstances	396	6.7	5.2	128			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	5,925						

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: P03990_Park Inn, Oldham, OL2 8DW (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	130	2.2	2.6	83			
1.B.5 Wealthy countryside commuters	7	0.1	2.5	5			
1.B.6 Financially comfortable families	159	2.7	2.2	121			
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	145	2.4	1.6	152			
1.C Mature Money							
1.C.10 Better-off villagers	42	0.7	3.1	23			
1.C.11 Settled suburbia, older people	472	8.0	2.8	283			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	6	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	37	0.6	2.0	32			
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	50	0.8	3.2	26			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	226	3.8	2.7	141			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	332	5.6	2.4	231			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	339	5.7	3.5	165			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	300	5.1	2.3	216			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	460	7.8	2.4	327			
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	3	0.1	2.2	2			
3.J.33 Smaller houses and starter homes	173	2.9	2.4	122			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	258	4.4	2.6	166			
4.L.39 Fading owner occupied terraces	622	10.5	2.9	360			
4.L.40 High occupancy terraces, culturally diverse family areas	1	0.0	1.0	2			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	3	0.1	1.6	3			
4.M.42 Struggling young families in post-war terraces	15	0.3	1.6	15			
4.M.43 Families in right-to-buy estates	234	3.9	2.0	194			
4.M.44 Post-war estates, limited means	204	3.4	2.2	158			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	106	1.8	0.8	227			
4.N.46 Elderly people in social rented flats	62	1.0	1.0	102			
4.N.47 Low income older people in smaller semis	140	2.4	2.2	106			
4.N.48 Pensioners and singles in social rented flats	215	3.6	1.7	213			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	23	0.4	2.2	18			
5.O.50 Struggling younger people in mixed tenure	26	0.4	1.8	24			
5.O.51 Young people in small, low cost terraces	549	9.3	2.3	409			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	170	2.9	1.6	184			
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	19	0.3	1.6	20			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	114	1.9	1.8	109			
5.Q.59 Deprived areas and high-rise flats	282	4.8	2.0	242			
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	5,925						

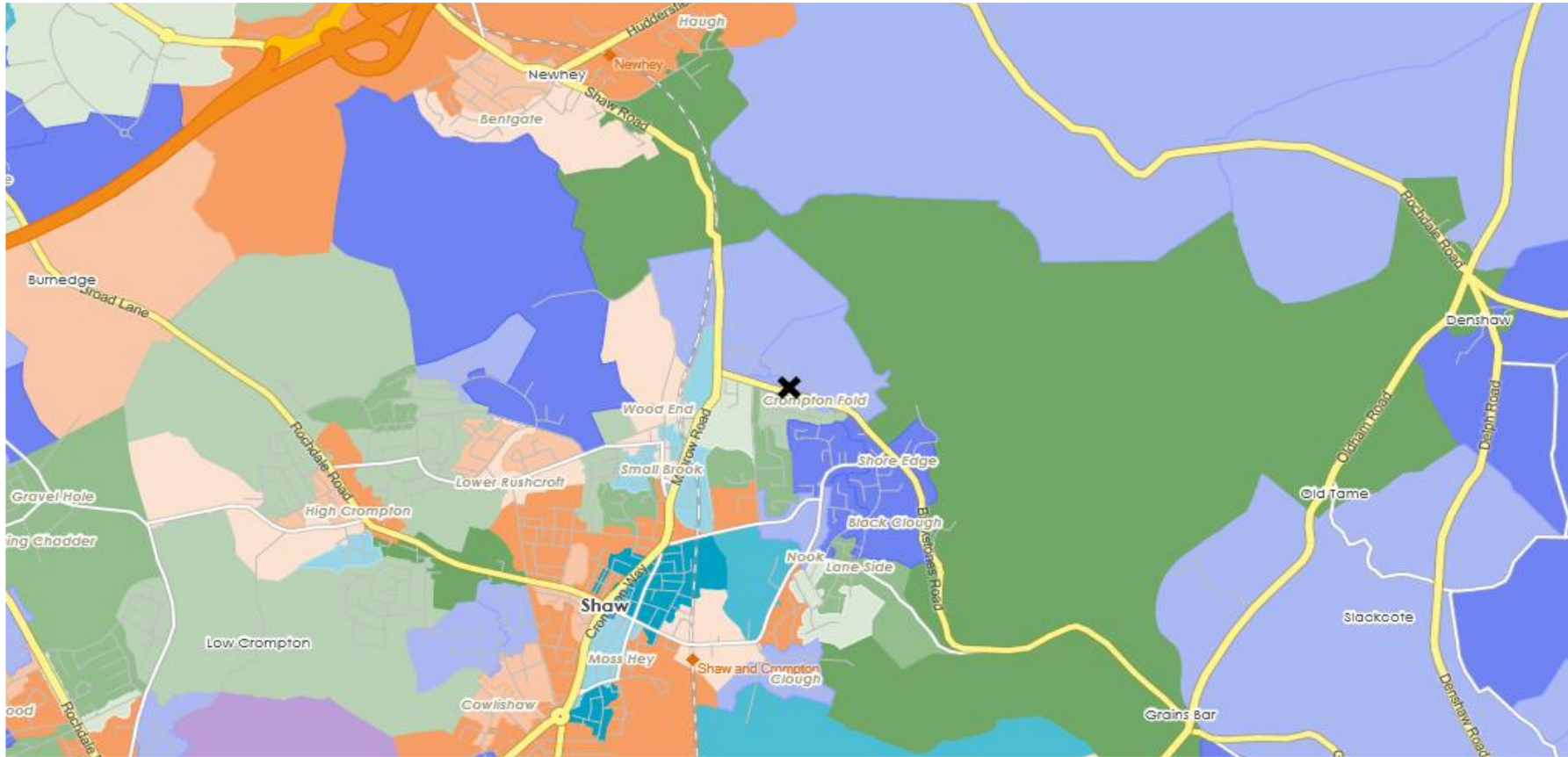
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03990_Park Inn, Oldham, OL2 8DW (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

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

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