

CGA LICENCED PREMISES

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Area: P04083_Flower Pot, Macclesfield, SK10 2PY
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	44	234.2	81.7	287			
Proprietary Club	2	10.6	7.3	146			
Registered Club	9	47.9	28.2	170			
Restaurant	15	79.8	32.1	249			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Three Crowns	Robinsons	Pubs & Full On	Robinsons	SK10 2PF
Plough Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	SK10 1AU
Macc Masonic Club	Independent Free	Registered Club	Independent Free	SK10 1BW
British Flag	Independent Free	Pubs & Full On	Independent Free	SK10 1DW
Fina	Independent Free	Restaurant	Independent Free	SK10 1EB
Old Boys & Park Green Club	Independent Free	Registered Club	Independent Free	SK10 1HG
Puss In Boots	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SK10 1NF
Brocklehurst Arms	Greene King	Pubs & Full On	Greene King	SK10 2HA
Flower Pot	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SK10 2PY
Mulberry Bush	Punch Pub Company	Pubs & Full On	Punch Pub Company	SK10 2RW
Bate Hall Hotel	Marston's	Pubs & Full On	Marston's	SK11 6BX
Swan With 2 Necks	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SK11 6DG
Jins Orienta	Independent Free	Restaurant	Independent Free	SK11 6DP
Maliwan Thai	Independent Free	Restaurant	Independent Free	SK11 6HN
Rumba	Punch Pub Company	Pubs & Full On	Punch Pub Company	SK11 6JD
Jolly Sailor	Punch Pub Company	Pubs & Full On	Punch Pub Company	SK11 6HN
George & Dragon	Robinsons	Pubs & Full On	Robinsons	SK11 6JL
Nags Head	Robinsons	Pubs & Full On	Robinsons	SK11 6JT
Queens Hotel	Holt	Pubs & Full On	Holt	SK11 6JW
Old Millstone	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SK11 6JZ
Castle	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SK11 6LB
Waters Green Tavern	Unknown	Pubs & Full On	Unknown	SK11 6LH
High Wycombe Social Club	Independent Free	Registered Club	Independent Free	SK11 6LP
Mash	Independent Free	Pubs & Full On	Independent Free	SK11 6LQ
White Lion Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	SK11 6NN
Brewers Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SK11 6QE
Lord Byron	Robinsons	Pubs & Full On	Robinsons	SK11 6TA
Last Orders	Amber Taverns	Pubs & Full On	Amber Taverns	SK11 6UA
Park Tavern	Bollington Brewing Co.	Pubs & Full On	Bollington Brewing Co.	SK11 6UB
Prince Of Wales	Punch Pub Company	Pubs & Full On	Punch Pub Company	SK11 6UT
Silk Trader	Robinsons	Pubs & Full On	Robinsons	SK11 7AD
Wharf	Unknown	Pubs & Full On	Unknown	SK11 7AW
Macclesfield Golf Club	Independent Free	Registered Club	Independent Free	SK11 7EA
East Cheshire Sub Aqua Club	Independent Free	Registered Club	Independent Free	SK11 7HL
Dolphin	Robinsons	Pubs & Full On	Robinsons	SK11 7HS
Chester Road Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	SK11 8DG
Tytherington Golf Club	Independent Free	Registered Club	Independent Free	SK10 2LQ
Silktown Snooker Club	Independent Free	Proprietary Club	Independent Free	SK10 1JQ
Mykita Leisure	Independent Free	Registered Club	Independent Free	SK10 2NZ
Pizza Express	Hony Capital	Restaurant	Hony Capital	SK10 1EX
Balti Kitchen	Independent Free	Restaurant	Independent Free	SK11 7NA
Society Rooms	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SK11 7NA
New Shalimar	Independent Free	Restaurant	Independent Free	SK11 6DU
Paprika Indian Dining	Independent Free	Restaurant	Independent Free	SK11 7NE
Papadam	Independent Free	Restaurant	Independent Free	SK11 6NR
Mandarina Bar & Kitchen	Hydes Anvil	Pubs & Full On	Hydes Anvil	SK11 7NA
Elbow Room	Independent Free	Proprietary Club	Independent Free	SK11 6JQ
Chilli Banana	Chilli Banana Ltd	Restaurant	Robinsons	SK10 1JX
Kandy	Independent Free	Restaurant	Independent Free	SK11 6NR
Lazeez	Independent Free	Restaurant	Independent Free	SK11 6HN
Snow Goose	Independent Free	Pubs & Full On	Independent Free	SK11 6HN
Sunderland Street Sporting Club	Independent Free	Registered Club	Independent Free	SK11 6JL
Royal British Legion Club	Independent Free	Registered Club	Independent Free	SK11 6DY

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Registered Club	9	47.9	28.2	170			
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Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Amuse	Independent Free	Pubs & Full On	Independent Free	SK11 6DG
All Things Nice	Independent Free	Restaurant	Independent Free	SK11 6BA
Salt Bar	Independent Free	Pubs & Full On	Independent Free	SK11 6LB
Pumpkin	SSP	Pubs & Full On	SSP	SK11 6JP
Bay Turkish Restaurant	Independent Free	Restaurant	Independent Free	SK11 6NR
Red Willow	Independent Free	Pubs & Full On	Independent Free	SK11 7NA
Mads Theatre	Independent Free	Pubs & Full On	Independent Free	SK11 6SY
Tempranillo	Independent Free	Restaurant	Independent Free	SK11 6LQ
Picturedrome	Independent Free	Pubs & Full On	Independent Free	SK11 6DU
R&G's Beer Vault	Independent Free	Pubs & Full On	Independent Free	SK10 1EX
Dukes Sports Bar	Independent Free	Pubs & Full On	Independent Free	SK11 6NN
Gastown	Independent Free	Pubs & Full On	Independent Free	SK11 6BX
Boho Bar	Independent Free	Pubs & Full On	Independent Free	SK11 6QU
G&T	Independent Free	Pubs & Full On	Independent Free	SK11 6LQ
Fiveclouds Tap & Bottle	Independent Free	Pubs & Full On	Independent Free	SK10 1EX
Prime Cut	Independent Free	Restaurant	Independent Free	SK11 6AF
Fountain	Bollington Brewing Co.	Pubs & Full On	Bollington Brewing Co.	SK11 7NA

MAP OF AREA

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Source: OS Open Data 2018

Area: P04083_Flower Pot, Macclesfield, SK10 2PY (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: P04083_Flower Pot, Macclesfield, SK10 2PY (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,013	21.4	22.1	97		
2 Rising Prosperity	444	4.7	10.2	46		
3 Comfortable Communities	3,400	36.2	26.5	136		
4 Financially Stretched	2,009	21.4	23.7	90		
5 Urban Adversity	1,514	16.1	17.2	94		
6 Not Private Households	20	0.2	0.3	62		
Graph						
Total households	9,400					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

 Running into debt Saving a lot

Children at home
3+

House type
Flat or terraced


House tenure
Social renting

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: P04083_Flower Pot, Macclesfield, SK10 2PY (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	30	0.3	1.1	29			
1.B Executive Wealth	837	8.9	11.3	79			
1.C Mature Money	1,146	12.2	9.6	126			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	444	4.7	6.4	74			
3. Comfortable Communities							
3.F Countryside Communities	6	0.1	5.7	1			
3.G Successful Suburbs	433	4.6	6.0	77			
3.H Steady Neighbourhoods	205	2.2	7.4	29			
3.I Comfortable Seniors	155	1.6	2.9	58			
3.J Starting Out	2,601	27.7	4.6	608			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	504	5.4	8.0	67			
4.M Striving Families	900	9.6	7.4	129			
4.N Poorer Pensioners	605	6.4	5.8	112			
5. Urban Adversity							
5.O Young Hardship	1,028	10.9	6.3	175			
5.P Struggling Estates	31	0.3	5.7	6			
5.Q Difficult Circumstances	455	4.8	5.2	92			
6. Not Private Households							
6.R Not Private Households	20	0.2	0.3	62			
Total households	9,400						

Acorn Group Pen Portrait

4
M
Striving Families

4.1M
7.8%

UK Adults of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

BRANDS

SHOPPING				
LEISURE				
WEBSITES				

FINANCIAL PROFILE

Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation
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DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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ABCDEFGHIJKLMNOPQR

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04083_Flower Pot, Macclesfield, SK10 2PY (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	30	0.3	0.9	37			
1.B Executive Wealth							
1.B.4 Asset rich families	534	5.7	2.6	215			
1.B.5 Wealthy countryside commuters	167	1.8	2.5	72			
1.B.6 Financially comfortable families	35	0.4	2.2	17			
1.B.7 Affluent professionals	25	0.3	0.9	31			
1.B.8 Prosperous suburban families	38	0.4	1.5	26			
1.B.9 Well-off edge of towners	38	0.4	1.6	25			
1.C Mature Money							
1.C.10 Better-off villagers	170	1.8	3.1	59			
1.C.11 Settled suburbia, older people	609	6.5	2.8	230			
1.C.12 Retired and empty nesters	186	2.0	2.5	80			
1.C.13 Upmarket downsizers	181	1.9	1.3	149			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	444	4.7	3.4	139			
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	6	0.1	3.2	2			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	58	0.6	2.7	23			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	375	4.0	2.4	165			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	151	1.6	3.5	46			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	54	0.6	2.3	25			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	43	0.5	2.4	19			
3.I.31 Elderly singles in purpose-built accommodation	112	1.2	0.5	245			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	2,399	25.5	2.2	1,186			
3.J.33 Smaller houses and starter homes	202	2.1	2.4	90			
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	120	1.3	1.4	88			
4.L.38 Semi-skilled workers in traditional neighbourhoods	241	2.6	2.6	98			
4.L.39 Fading owner occupied terraces	143	1.5	2.9	52			
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	15	0.2	1.6	10			
4.M.42 Struggling young families in post-war terraces	281	3.0	1.6	182			
4.M.43 Families in right-to-buy estates	125	1.3	2.0	65			
4.M.44 Post-war estates, limited means	479	5.1	2.2	234			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	85	0.9	0.8	115			
4.N.46 Elderly people in social rented flats	153	1.6	1.0	158			
4.N.47 Low income older people in smaller semis	144	1.5	2.2	69			
4.N.48 Pensioners and singles in social rented flats	223	2.4	1.7	139			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	195	2.1	2.2	95			
5.O.50 Struggling younger people in mixed tenure	446	4.7	1.8	264			
5.O.51 Young people in small, low cost terraces	387	4.1	2.3	182			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	28	0.3	1.6	19			
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	3	0.0	1.6	2			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	100	1.1	1.5	71			
5.Q.58 Singles and young families, some receiving benefits	74	0.8	1.8	45			
5.Q.59 Deprived areas and high-rise flats	281	3.0	2.0	152			
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	20	0.2	0.3	75			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,400						

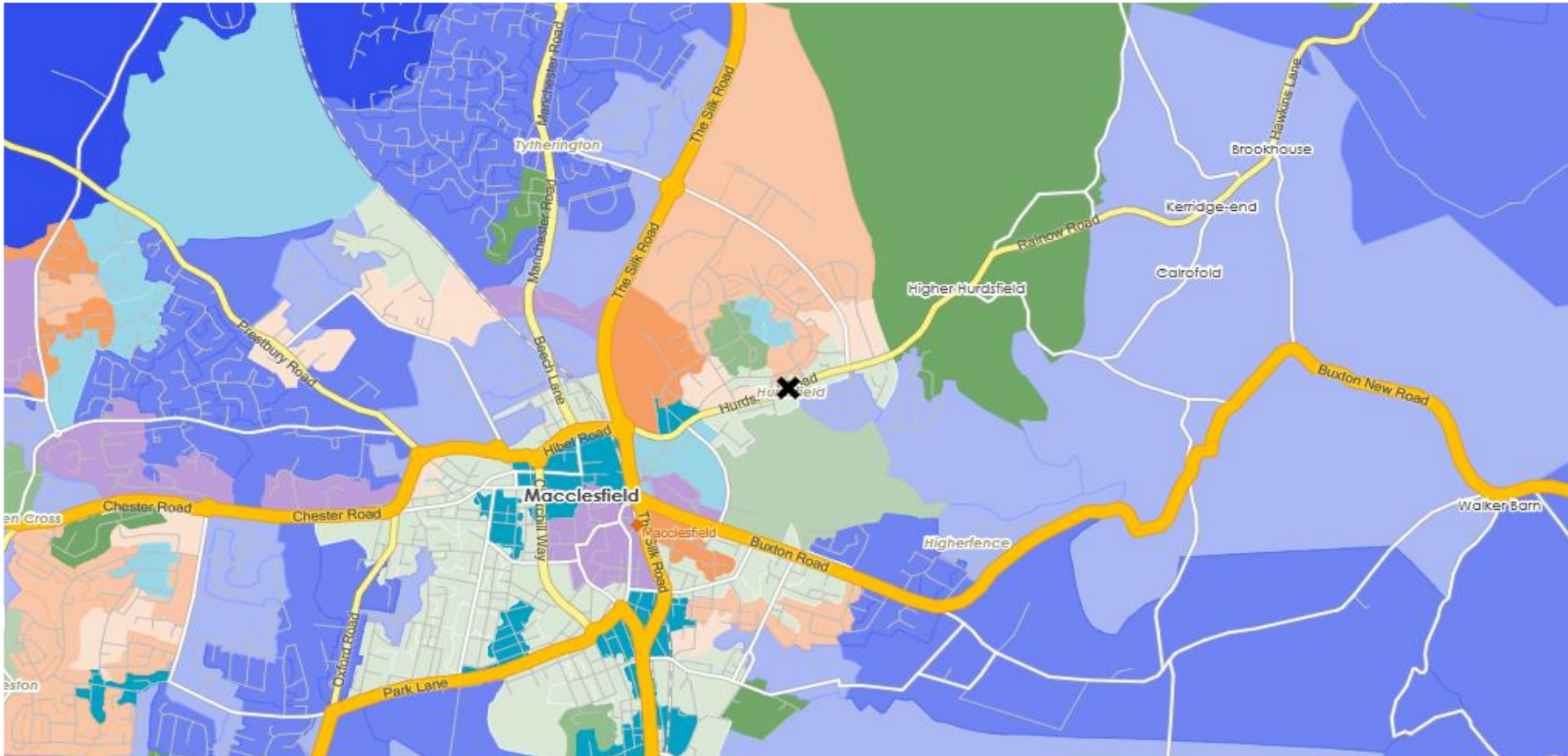
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04083_Flower Pot, Macclesfield, SK10 2PY (1 Mile contour)



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

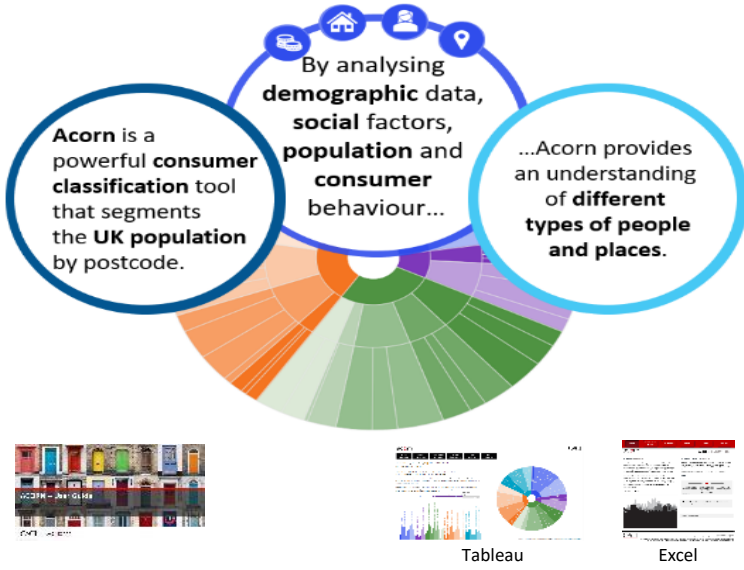
Acorn Groups

- 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**

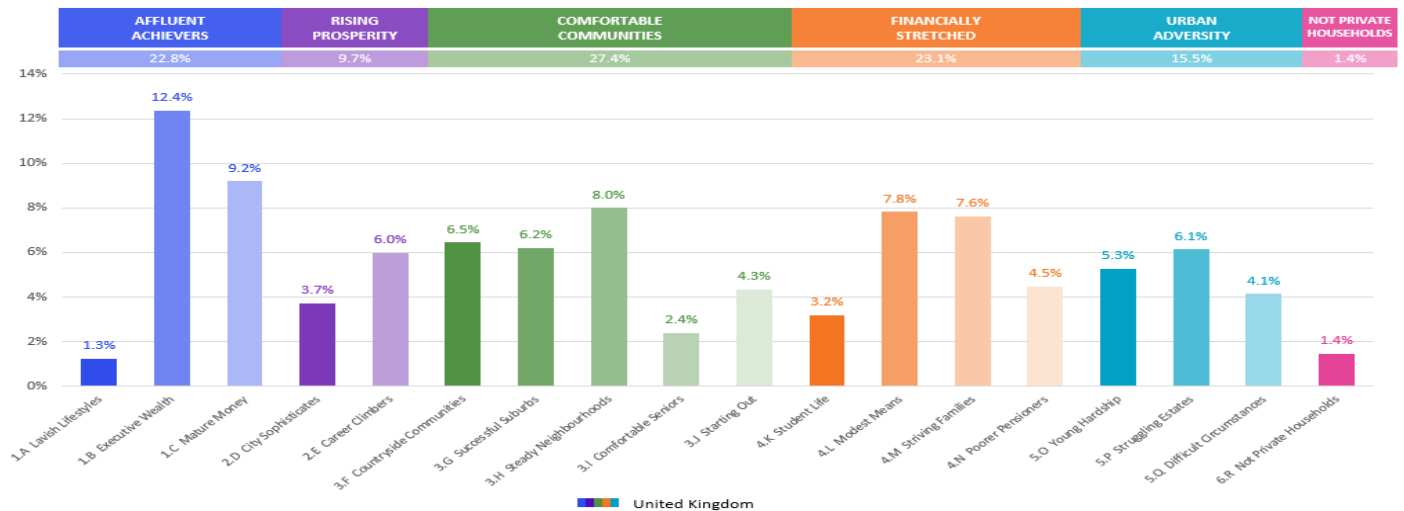
Number of beds: **4+**

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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