

# CGA LICENCED PREMISES

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Area: ATLT\_Cotton TreeM18 8NY (0.62 Mile conto

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	74.2	84.9	87			
Proprietary Club	0	0.0	8.1	0			
Registered Club	4	24.7	29.9	83			
Restaurant	1	6.2	34.6	18			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Gorton St James Conservative Club	Independent Free	Registered Club	Independent Free	M 18 8EH
Angel	Independent Free	Pubs & Full On	Independent Free	M 18 8TX
Waggon & Horses	Holt	Pubs & Full On	Holt	M 18 7EF
Plough Hotel	Robinsons	Pubs & Full On	Robinsons	M 18 7FB
Lord Nelson	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 18 7FA
Gorton Working Mens Club & Institute	Independent Free	Registered Club	Independent Free	M 18 7HW
Friendship Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 18 7JD
Gardeners Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 18 8EH
Cotton Tree	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 18 8NY
Prince Of Wales	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	M 18 8RQ
Hare & Hounds	Punch Pub Company	Pubs & Full On	Punch Pub Company	M 18 8TN
Vale Cottage	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	M 18 8WE
Sacred Heart Community Centre	Independent Free	Registered Club	Independent Free	M 18 7WJ
Royal Oak	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	M 18 8NZ
Abbey Hey Football Club	Independent Free	Registered Club	Independent Free	M 18 7HD
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	M 18 7LJ
Roots	Independent Free	Restaurant	Independent Free	M 18 7AA

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Cotton TreeM18 8NY (0.62 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:** ATLT\_Cotton TreeM18 8NY (0.62 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	0	0.0	22.0	0		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	516	7.7	26.2	29		
4 Financially Stretched	1,613	23.9	23.7	101		
5 Urban Adversity	4,598	68.2	17.6	387		
6 Not Private Households	14	0.2	0.3	62		
<b>Total households</b>		<b>6,741</b>				

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

# 25-34

House type

# Flat or terraced

UK Adults

# 8.5M

of UK

# 16.1%

Financial situation

Running into debt      Saving a lot

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 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_Cotton TreeM18 8NY (0.62 Mile contour)  
 Base: Great Britain  
 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	0	0.0	11.2	0			
1.C Mature Money	0	0.0	9.6	0			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	46	0.7	5.9	12			
3.H Steady Neighbourhoods	321	4.8	7.4	65			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	149	2.2	4.3	51			
<b>4. Financially Stretched</b>							
4.K Student Life	14	0.2	2.4	9			
4.L Modest Means	532	7.9	7.9	100			
4.M Striving Families	634	9.4	7.5	125			
4.N Poorer Pensioners	433	6.4	5.9	109			
<b>5. Urban Adversity</b>							
5.O Young Hardship	3,370	50.0	6.1	813			
5.P Struggling Estates	604	9.0	6.1	147			
5.Q Difficult Circumstances	624	9.3	5.3	173			
<b>6. Not Private Households</b>							
6.R Not Private Households	14	0.2	0.3	62			
<b>Total households</b>	<b>6,741</b>						

Acorn Group Pen Portrait

**5 O Young Hardship**      2.7M UK Adults      5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

**DEMOGRAPHICS**

Age range <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>2</b>	House type <b>Terraced</b>

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

I worry about online security <b>52%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>52%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>38%</b> <small>UK average: 34%</small>
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**KEY INTERNET USAGE**      **TECHNOLOGY USAGE**

This group are more likely to <b>research credit cards online</b>	This group are more likely to <b>take out a credit card online</b>	This group are more likely to <b>watch TV on demand on a laptop</b>
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**FINANCIAL PROFILE**

Household Income UK <b>£30k</b> London <b>£34k</b> <small>Average: £40k    Average: £44k</small>	% Disposable Income UK <b>39%</b> London <b>28%</b> <small>Average: 44%    Average: 39%</small>	Financial situation 
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Cotton TreeM18 8NY (0.62 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	1.1	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	24	0.4	2.6	13			
3.G.25 Larger family homes, multi-ethnic areas	22	0.3	0.8	40			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	296	4.4	3.4	128			
3.H.28 Owner occupied terraces, average income	25	0.4	1.6	23			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	44	0.7	2.1	31			
3.J.33 Smaller houses and starter homes	105	1.6	2.3	69			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	14	0.2	1.7	12			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	39	0.6	1.4	41			
4.L.38 Semi-skilled workers in traditional neighbourhoods	395	5.9	2.6	223			
4.L.39 Fading owner occupied terraces	98	1.5	2.9	50			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	55	0.8	1.7	49			
4.M.43 Families in right-to-buy estates	246	3.6	2.1	176			
4.M.44 Post-war estates, limited means	333	4.9	2.2	225			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	115	1.7	1.1	157			
4.N.47 Low income older people in smaller semis	9	0.1	2.3	6			
4.N.48 Pensioners and singles in social rented flats	309	4.6	1.8	260			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	80	1.2	2.1	55			
5.O.50 Struggling younger people in mixed tenure	287	4.3	1.7	244			
5.O.51 Young people in small, low cost terraces	3,003	44.5	2.3	1,977			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	554	8.2	1.6	506			
5.P.53 Low income terraces	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	50	0.7	1.6	45			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	108	1.6	1.5	105			
5.Q.58 Singles and young families, some receiving benefits	291	4.3	1.8	241			
5.Q.59 Deprived areas and high-rise flats	225	3.3	2.0	164			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	14	0.2	0.3	75			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,741</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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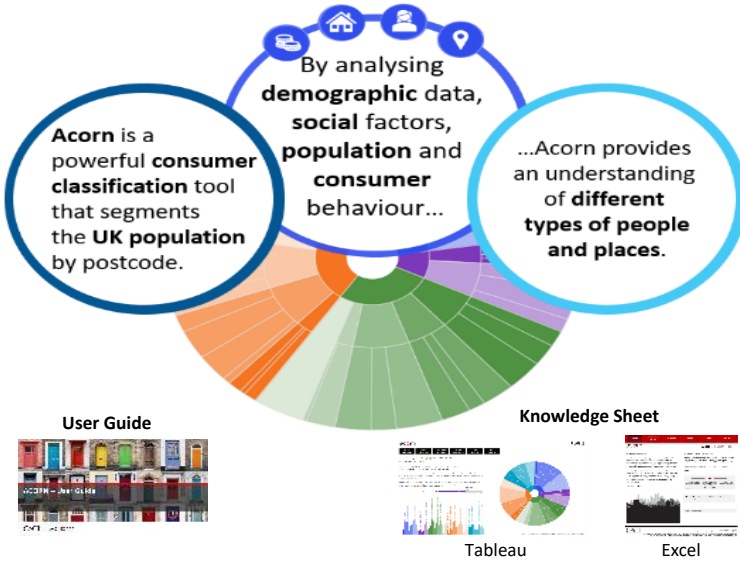
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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

12.0M 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+

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
- B. Executive Wealth
- C. Mature Money

