

CGA LICENCED PREMISES

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Area: ATLT_Fox & HoundsCB11 4QR (15 min conto)
 Base: Great Britain
 Year: 2021

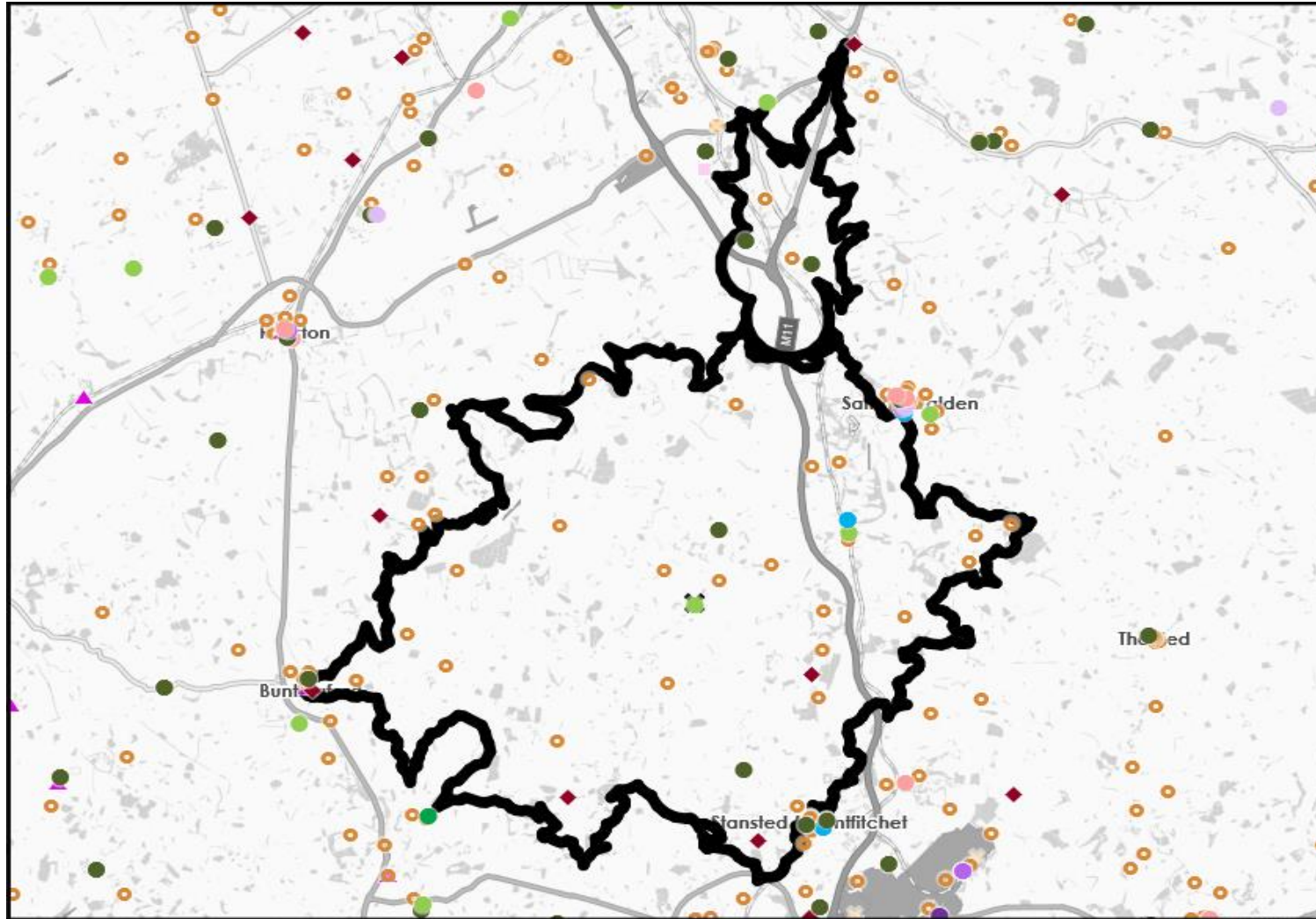
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	33	131.9	84.9	155			
Proprietary Club	0	0.0	8.1	0			
Registered Club	8	32.0	29.9	107			
Restaurant	5	20.0	34.6	58			
Residential	1	4.0	3.5	115			

Name	Description	License Type	Owner Name	Postcode
Crown House	Independent Free	Pubs & Full On	Independent Free	CB10 1NS
Crown & Thistle	Independent Free	Pubs & Full On	Independent Free	CB10 1PL
Plough	Greene King	Pubs & Full On	Greene King	CB10 1PL
Hinxton Hall Social Club	Independent Free	Registered Club	Independent Free	CB10 1RQ
Ickleton Lion	Greene King	Pubs & Full On	Greene King	CB10 1SS
Plough	Independent Free	Pubs & Full On	Independent Free	CB11 3LE
Newport Mens Club	Independent Free	Registered Club	Independent Free	CB11 3RB
White Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CB11 3RF
Fleur De Lys	Independent Free	Pubs & Full On	Independent Free	CB11 3SG
Coach & Horses	Punch Pub Company	Pubs & Full On	Punch Pub Company	CB11 3TR
Ananta	Independent Free	Restaurant	Independent Free	CB11 3UG
Quendon Bowling Club	Independent Free	Registered Club	Independent Free	CB11 3XJ
Cricketers Arms	Horizon Pub Company Ltd	Pubs & Full On	Horizon Pub Company Ltd	CB11 3YG
Axe & Compasses	Greene King	Pubs & Full On	Greene King	CB11 4EX
Fighting Cocks	Independent Free	Pubs & Full On	Independent Free	CB11 4JN
Bell	Independent Free	Pubs & Full On	Independent Free	CB11 4JY
Fox & Hounds	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CB11 4QR
Cricketers	Independent Free	Pubs & Full On	Independent Free	CB11 4QT
Bull	Independent Free	Pubs & Full On	Independent Free	CB11 4SB
Elmdon Lee Hotel	Independent Free	Residential	Independent Free	CB11 4XB
Chequers	Independent Free	Pubs & Full On	Independent Free	CM22 6HZ
Three Horseshoes	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CM23 1HB
Berden Social Club	Independent Free	Registered Club	Independent Free	CM23 1AY
Yew Tree Inn	Greene King	Pubs & Full On	Greene King	CM23 1DJ
Woodgrill	Independent Free	Restaurant	Independent Free	CM24 8BX
Cock	Greene King	Pubs & Full On	Greene King	CM24 8HD
Rose & Crown	Independent Free	Pubs & Full On	Independent Free	CM24 8HX
Catherine Wheel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SG11 2LW
Blind Fiddler	Independent Free	Pubs & Full On	Independent Free	SG 9 0BW
Beehive	Independent Free	Pubs & Full On	Independent Free	SG 9 0DX
Brewery Tap	Independent Free	Pubs & Full On	Independent Free	SG 9 0LL
Three Tuns	Independent Free	Pubs & Full On	Independent Free	SG 9 0NT
Crown Inn	Independent Free	Pubs & Full On	Independent Free	SG 9 9AB
Black Bull	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG 9 9AB
Jolly Sailor	Unknown	Pubs & Full On	Unknown	SG 9 9HU
Red Cow	Independent Free	Pubs & Full On	Independent Free	SG 8 8RN
Radhuni	Independent Free	Restaurant	Independent Free	CB11 3QX
Wellcome Trust	Independent Free	Registered Club	Independent Free	CB10 1RQ
Carver Barracks	Independent Free	Registered Club	Independent Free	CB10 2YA
Quendon Hall	Independent Free	Pubs & Full On	Independent Free	CB11 3XN
Stanstead Cricket Club	Independent Free	Registered Club	Independent Free	CM24 8BZ
Yuva	Independent Free	Restaurant	Independent Free	CB11 3LE
Courtyard Cafe	Independent Free	Pubs & Full On	Independent Free	CB11 3JY
Linden House Hotel	Independent Free	Pubs & Full On	Independent Free	CM24 8HA
Alswick Barn	Independent Free	Pubs & Full On	Independent Free	SG 9 0AA
Stansted Football Club	Independent Free	Registered Club	Independent Free	CM24 8BX
Clavering Lodge	Independent Free	Restaurant	Independent Free	CB11 4RL

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Fox & HoundsCB11 4QR (15 min 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_Fox & HoundsCB11 4QR (15 min contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	6,407	65.3	22.0	297		
 2 Rising Prosperity	610	6.2	10.1	61		
 3 Comfortable Communities	1,490	15.2	26.2	58		
 4 Financially Stretched	1,204	12.3	23.7	52		
 5 Urban Adversity	65	0.7	17.6	4		
 6 Not Private Households	41	0.4	0.3	125		
 Graph						
Total households	9,817					

Acorn Category Pen Portrait

1 Affluent Achievers

Age range

55+

House type

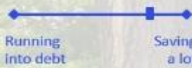
Detached

UK Adults

12.0M

22.8% of UK

Financial situation



Running into debt Saving a lot

House tenure

Owned outright

Children at home

0

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Fox & HoundsCB11 4QR (15 min contour)
Base: Great Britain
Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	113	1.2	1.1	103		
1.B Executive Wealth	4,023	41.0	11.2	365		
1.C Mature Money	2,271	23.1	9.6	240		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	610	6.2	6.2	101		
3. Comfortable Communities						
3.F Countryside Communities	305	3.1	5.7	54		
3.G Successful Suburbs	870	8.9	5.9	151		
3.H Steady Neighbourhoods	206	2.1	7.4	29		
3.I Comfortable Seniors	10	0.1	2.9	4		
3.J Starting Out	99	1.0	4.3	23		
4. Financially Stretched						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	50	0.5	7.9	6		
4.M Striving Families	901	9.2	7.5	122		
4.N Poorer Pensioners	253	2.6	5.9	44		
5. Urban Adversity						
5.O Young Hardship	0	0.0	6.1	0		
5.P Struggling Estates	40	0.4	6.1	7		
5.Q Difficult Circumstances	25	0.3	5.3	5		
6. Not Private Households						
6.R Not Private Households	41	0.4	0.3	125		
Total households	9,817					

Acorn Group Pen Portrait

1 B Executive Wealth 6.5M UK Adults 12.3% of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS

Age range 45-64	Children at home 2
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING: Cath Kidston, THE WHITE COMPANY, LITTLE GREENS, Russell & Bromley

LEISURE: M&S SMILEY FOOD, *PRET A MANGER*, WHOLE FOODS, wahaca

WEBSITES: BOON SPORT, rightmove, M&S, MoneySavingExpert.com

DIGITAL

I worry about online security 58% <small>UK average: 55%</small>	Shopping online makes my life easier 58% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 31% <small>UK average: 34%</small>
-------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------

<h4>FINANCIAL PROFILE</h4> <table border="1"> <tr> <td>Household Income</td> <td>% Disposable Income</td> <td>Financial situation</td> </tr> <tr> <td>UK: £60k London: £63k <small>Average: £40k Average: £44k</small></td> <td>UK: 50% London: 49% <small>Average: 44% Average: 39%</small></td> <td></td> </tr> </table>	Household Income	% Disposable Income	Financial situation	UK: £60k London: £63k <small>Average: £40k Average: £44k</small>	UK: 50% London: 49% <small>Average: 44% Average: 39%</small>		<h4>KEY INTERNET USAGE</h4> <p>This group are more likely to browse for hotels online</p>	<h4>TECHNOLOGY USAGE</h4> <p>This group are more likely to purchase holidays online</p> <p>This group are more likely to own an iPhone</p>
Household Income	% Disposable Income	Financial situation						
UK: £60k London: £63k <small>Average: £40k Average: £44k</small>	UK: 50% London: 49% <small>Average: 44% Average: 39%</small>							

A B C D E F G H I J K L M N O P Q R

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

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Area: ATLT_Fox & HoundsCB11 4QR (15 min 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
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	3	0.0	0.1	36			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	110	1.1	0.9	128			
1.B Executive Wealth							
1.B.4 Asset rich families	485	4.9	2.6	189			
1.B.5 Wealthy countryside commuters	2,769	28.2	2.4	1,171			
1.B.6 Financially comfortable families	115	1.2	2.2	53			
1.B.7 Affluent professionals	3	0.0	0.9	4			
1.B.8 Prosperous suburban families	145	1.5	1.5	96			
1.B.9 Well-off edge of towners	506	5.2	1.6	319			
1.C Mature Money							
1.C.10 Better-off villagers	2,171	22.1	3.0	741			
1.C.11 Settled suburbia, older people	25	0.3	2.9	9			
1.C.12 Retired and empty nesters	10	0.1	2.5	4			
1.C.13 Upmarket downsizers	65	0.7	1.3	51			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	298	3.0	1.9	161			
2.E.19 First time buyers in small, modern homes	312	3.2	3.3	97			
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	61	0.6	1.5	42			
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	244	2.5	3.2	78			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	70	0.7	2.6	27			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	800	8.1	2.4	336			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	206	2.1	2.3	90			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	10	0.1	2.4	4			
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	70	0.7	2.1	34			
3.J.33 Smaller houses and starter homes	29	0.3	2.3	13			
4. Financially Stretched							
4.K Student Life							
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	0	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	50	0.5	1.4	36			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	858	8.7	1.6	548			
4.M.42 Struggling young families in post-war terraces	19	0.2	1.7	12			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	24	0.2	2.2	11			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	145	1.5	0.8	188			
4.N.46 Elderly people in social rented flats	2	0.0	1.1	2			
4.N.47 Low income older people in smaller semis	42	0.4	2.3	19			
4.N.48 Pensioners and singles in social rented flats	64	0.7	1.8	37			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	40	0.4	1.6	25			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	25	0.3	1.5	17			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	21	0.2	0.1	368			
6.R.61 Inactive communal population	20	0.2	0.3	74			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,817						

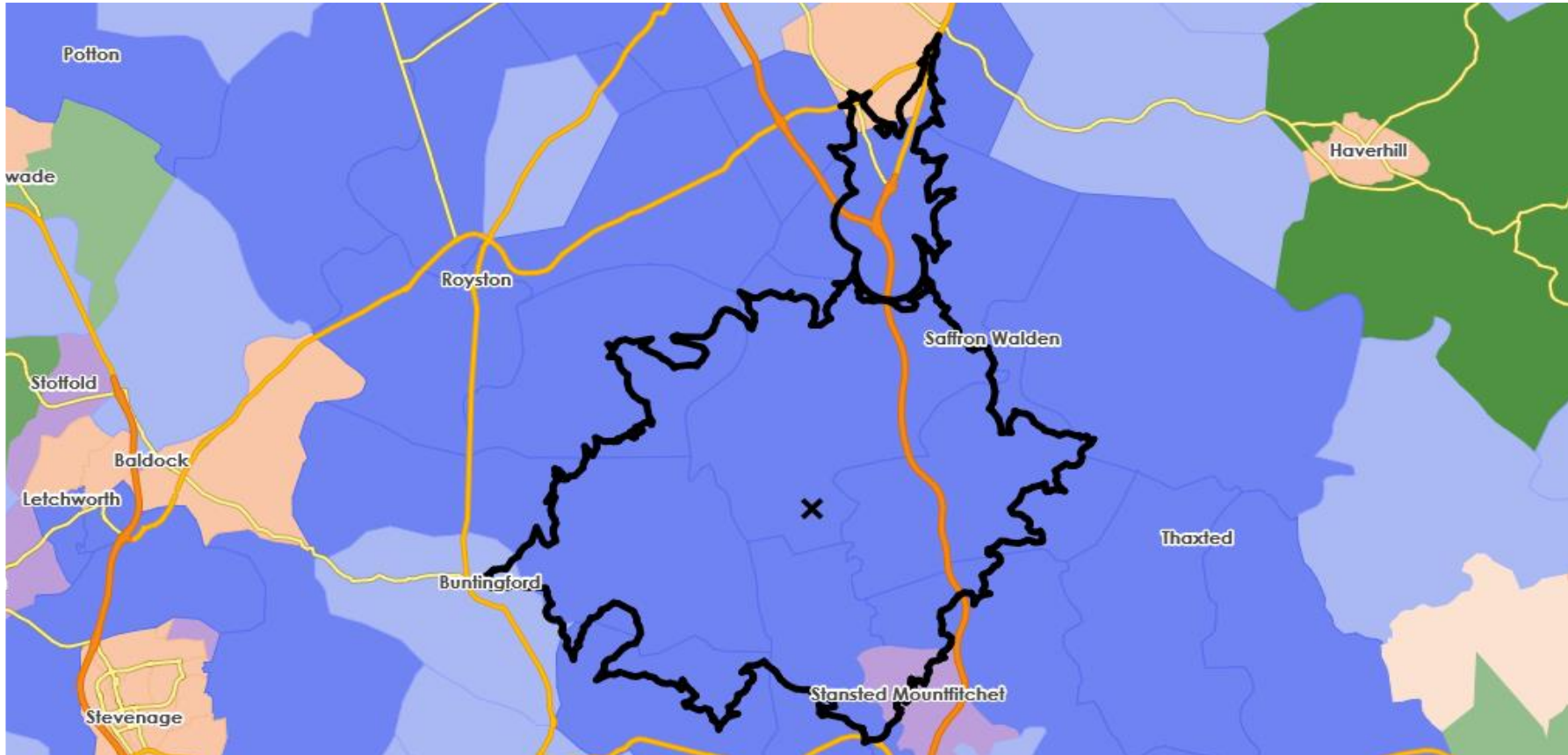
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Fox & HoundsCB11 4QR (15 min contour)



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

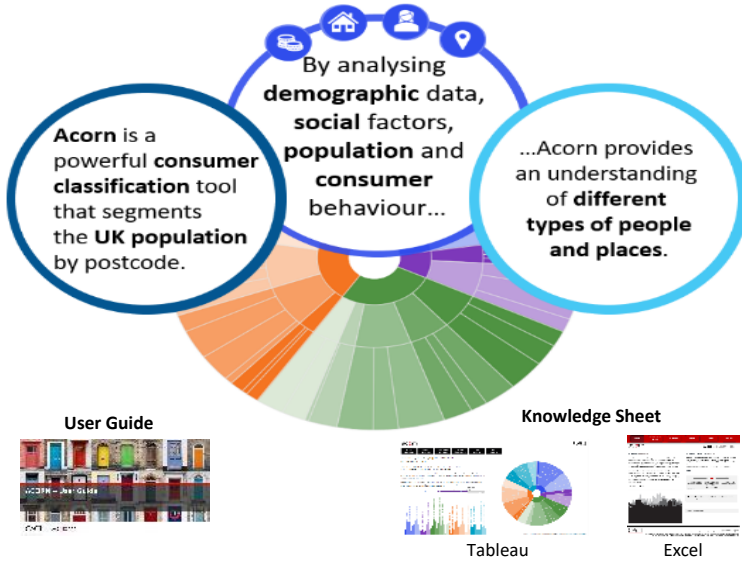
Acorn Groups

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	R. Not Private Households	60-62

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

