

# CGA LICENCED PREMISES

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Area: ATLT\_AngelCM7 9AT (0.62 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	142.5	84.9	<b>168</b>			
Proprietary Club	0	0.0	8.1	0			
Registered Club	4	63.4	29.9	<b>212</b>			
Restaurant	3	47.5	34.6	<b>137</b>			
Residential	0	0.0	3.5	0			

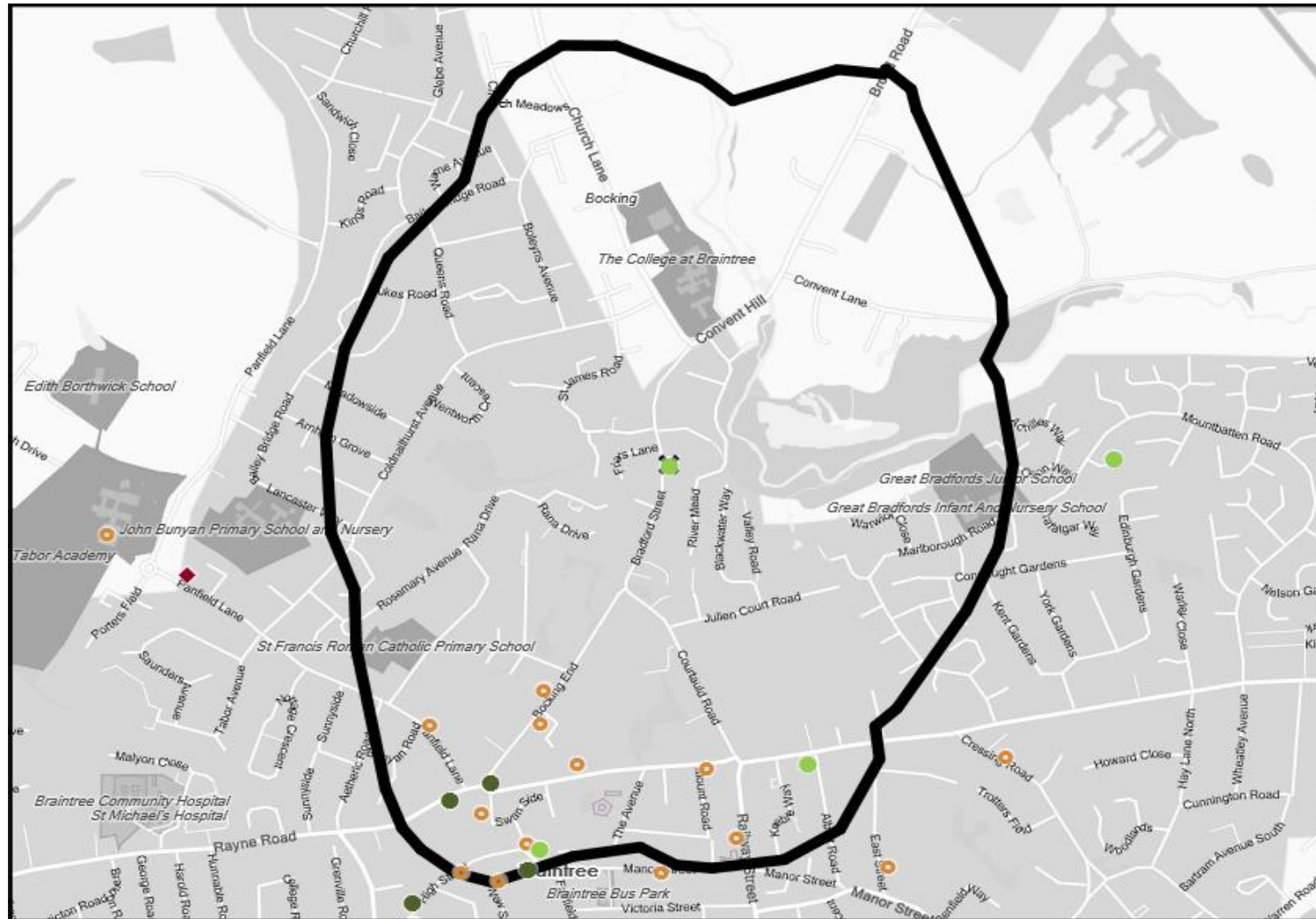
Name	Description	License Type	Owner Name	Postcode
Eagle Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 9ER
Howard Hall Club	Independent Free	Registered Club	Independent Free	CM 7 9AA
White Hart Hotel	Greene King	Pubs & Full On	Greene King	CM 7 9AB
Angel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 9AT
Bull	Greene King	Pubs & Full On	Greene King	CM 7 3HJ
Tomo's Tavern	Independent Free	Pubs & Full On	Independent Free	CM 7 2TH
Nags Head Wine Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 3HG
Eastern Aroma	Independent Free	Restaurant	Independent Free	CM 7 3JD
Braintree Liberal Club	Independent Free	Registered Club	Independent Free	CM 7 9ES
Horse & Groom	Greene King	Pubs & Full On	Greene King	CM 7 2QA
Braintree Constitutional Club	Independent Free	Registered Club	Independent Free	CM 7 1TY
Lounge	Independent Free	Pubs & Full On	Independent Free	CM 7 3HG
China Dynasty	Independent Free	Restaurant	Independent Free	CM 7 9DB
Braintree Cricket Club	Independent Free	Registered Club	Independent Free	CM 7 9HB
Mosaic	Independent Free	Restaurant	Independent Free	CM 7 1UG
Number 92	Independent Free	Pubs & Full On	Independent Free	CM 7 1JP

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_AngelCM7 9AT (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT\_AngelCM7 9AT (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	395	14.4	22.0	66		
2 Rising Prosperity	213	7.8	10.1	77		
3 Comfortable Communities	800	29.3	26.2	112		
4 Financially Stretched	762	27.9	23.7	117		
5 Urban Adversity	511	18.7	17.6	106		
6 Not Private Households	54	2.0	0.3	592		

Graph

Total households 2,735

## Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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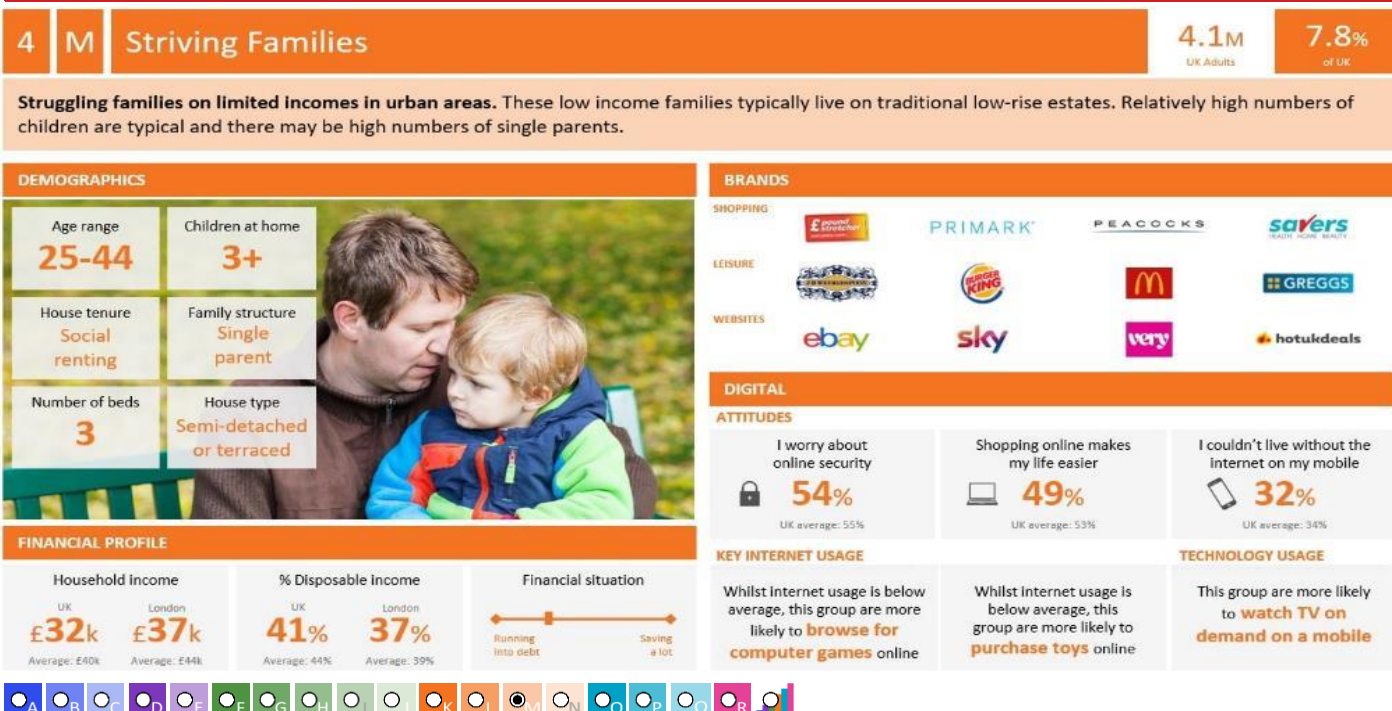
Area: ATLT\_AngelCM7 9AT (0.62 Mile contour)

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	304	11.1	11.2	99			
1.C Mature Money	91	3.3	9.6	35			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	213	7.8	6.2	126			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	3	0.1	5.7	2			
3.G Successful Suburbs	252	9.2	5.9	157			
3.H Steady Neighbourhoods	276	10.1	7.4	137			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	269	9.8	4.3	226			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	158	5.8	7.9	73			
4.M Striving Families	306	11.2	7.5	148			
4.N Poorer Pensioners	298	10.9	5.9	184			
<b>5. Urban Adversity</b>							
5.O Young Hardship	289	10.6	6.1	172			
5.P Struggling Estates	59	2.2	6.1	35			
5.Q Difficult Circumstances	163	6.0	5.3	111			
<b>6. Not Private Households</b>							
6.R Not Private Households	54	2.0	0.3	592			
<b>Total households</b>	<b>2,735</b>						

## Acorn Group Pen Portrait





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_AngelCM7 9AT (0.62 Mile contour)

Base: Great Britain

Year: 2021

Sort by:  Acorn 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	129	4.7	2.6	180			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	141	5.2	2.2	234			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	34	1.2	1.5	81			
	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	3	0.1	2.9	4			
	1.C.12 Retired and empty nesters	76	2.8	2.5	112			
	1.C.13 Upmarket downsizers	12	0.4	1.3	34			
<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	140	5.1	1.9	272			
	2.E.19 First time buyers in small, modern homes	73	2.7	3.3	81			
	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	3	0.1	3.2	3			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	191	7.0	2.6	265			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	61	2.2	2.4	92			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	148	5.4	3.4	157			
	3.H.28 Owner occupied terraces, average income	59	2.2	1.6	136			
	3.H.29 Established suburbs, older families	69	2.5	2.3	108			
<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	129	4.7	2.1	225			
	3.J.33 Smaller houses and starter homes	140	5.1	2.3	227			
<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	0	0.0	1.7	0			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	53	1.9	1.4	138			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	105	3.8	2.6	146			
	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			
<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	19	0.7	1.7	41			
	4.M.43 Families in right-to-buy estates	250	9.1	2.1	440			
	4.M.44 Post-war estates, limited means	37	1.4	2.2	61			
<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	0	0.0	1.1	0			
	4.N.47 Low income older people in smaller semis	234	8.6	2.3	376			
	4.N.48 Pensioners and singles in social rented flats	64	2.3	1.8	133			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	43	1.6	2.1	73			
	5.O.50 Struggling younger people in mixed tenure	234	8.6	1.7	490			
	5.O.51 Young people in small, low cost terraces	12	0.4	2.3	19			
<b>5.P Struggling Estates</b>								
	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	59	2.2	1.6	131			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	115	4.2	1.5	277			
	5.Q.58 Singles and young families, some receiving benefits	10	0.4	1.8	20			
	5.Q.59 Deprived areas and high-rise flats	38	1.4	2.0	68			
<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	54	2.0	0.3	718			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>2,735</b>						

CATEGORY

GROUP

TYPE

MAP

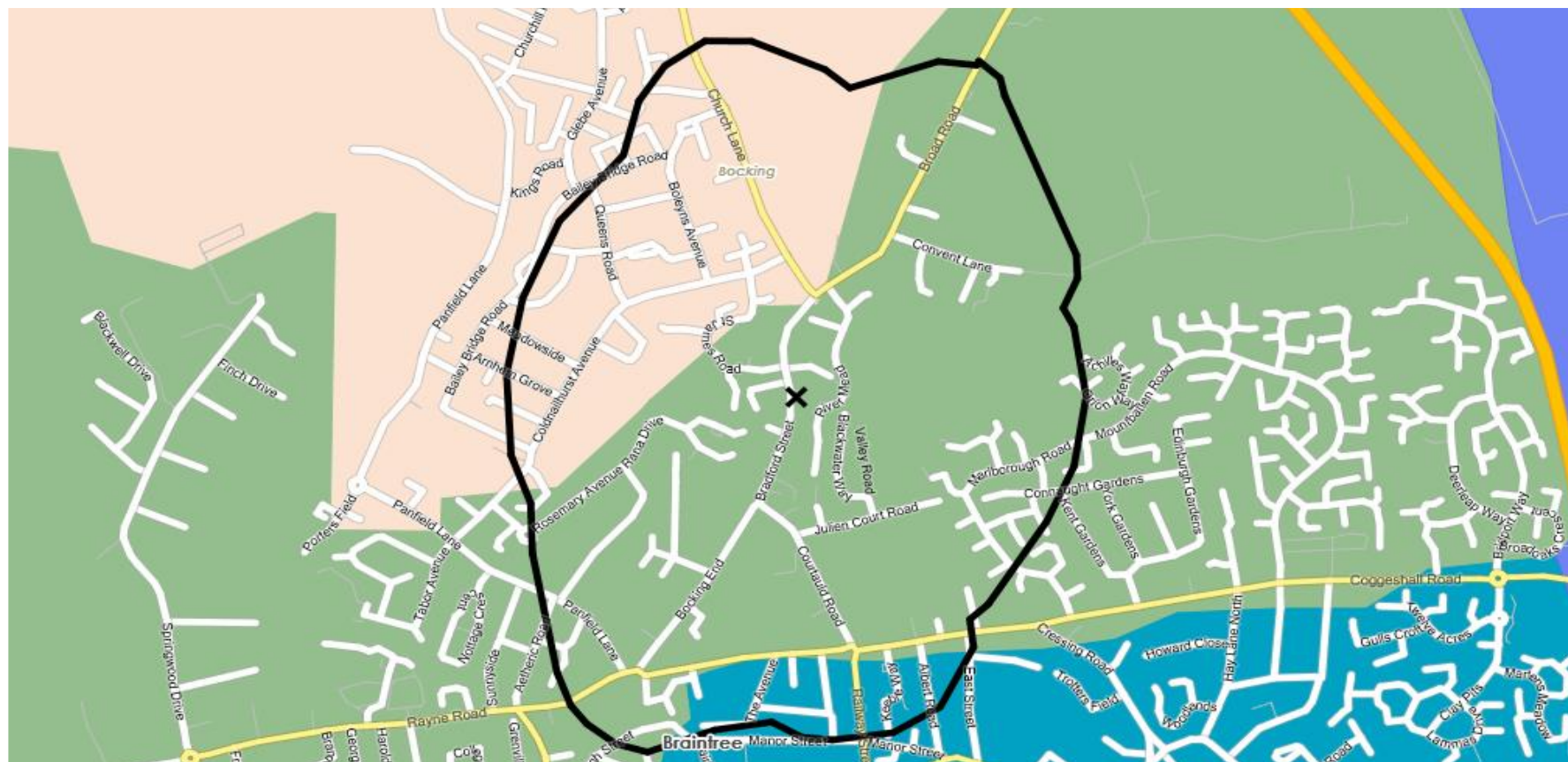
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT\_AngelCM7 9AT (0.62 Mile contour)

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Source: OS Open Data 2018



- 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

CATEGORY

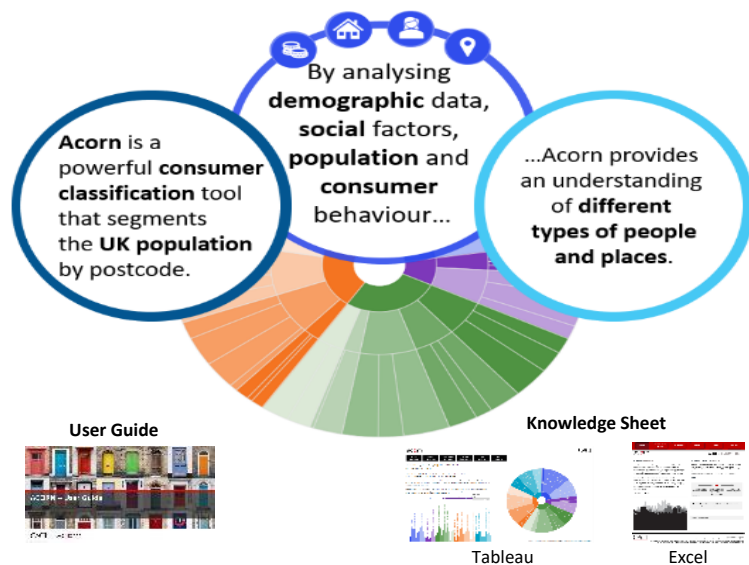
GROUP

TYPE

MAP

WHAT IS ACORN?

## 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
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
	K. Student Life	34-36
4. Financially Stretched	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

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

