

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: ATLT_Valentine InnLL22 8ES (15 min contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	7,727	28.5	22.0	130		
2 Rising Prosperity	241	0.9	10.1	9		
3 Comfortable Communities	10,432	38.5	26.2	147		
4 Financially Stretched	6,479	23.9	23.7	101		
5 Urban Adversity	2,077	7.7	17.6	44		
6 Not Private Households	120	0.4	0.3	133		
Total households				27,076		

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults 27.3% of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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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	1,833	6.8	11.2	60			
1.C Mature Money	5,894	21.8	9.6	226			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	241	0.9	6.2	14			
3. Comfortable Communities							
3.F Countryside Communities	4,374	16.2	5.7	282			
3.G Successful Suburbs	928	3.4	5.9	58			
3.H Steady Neighbourhoods	2,002	7.4	7.4	101			
3.I Comfortable Seniors	2,657	9.8	2.9	338			
3.J Starting Out	471	1.7	4.3	40			
4. Financially Stretched							
4.K Student Life	1	0.0	2.4	0			
4.L Modest Means	3,133	11.6	7.9	146			
4.M Striving Families	1,834	6.8	7.5	90			
4.N Poorer Pensioners	1,511	5.6	5.9	94			
5. Urban Adversity							
5.O Young Hardship	1,631	6.0	6.1	98			
5.P Struggling Estates	386	1.4	6.1	23			
5.Q Difficult Circumstances	60	0.2	5.3	4			
6. Not Private Households							
6.R Not Private Households	120	0.4	0.3	133			
Total households	27,076						

Acorn Group Pen Portrait

1 C Mature Money 4.9M UK Adults 9.3% of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING LAKELAND	LAURA ASHLEY	JO MALONE	W
LEISURE BROWNS	NESPRESSO	COFFEE NERO	
WEBSITES amazon	MoneySavingExpert.com	M&S	BBC NEWS

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 55%</small>	Shopping online makes my life easier 52% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 26% <small>UK average: 34%</small>
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FINANCIAL PROFILE

Household Income UK £46k London £50k <small>Average: £40k Average: £44k</small>	% Disposable Income UK 54% London 51% <small>Average: 44% Average: 39%</small>	Financial situation
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KEY INTERNET USAGE **TECHNOLOGY USAGE**

This group are more likely to research home insurance online	This group are more likely to purchase event tickets online	This group are more likely to own a tablet
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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_Valentine InnLL22 8ES (15 min contour)
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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	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			
1.B Executive Wealth							
1.B.4 Asset rich families	824	3.0	2.6	116			
1.B.5 Wealthy countryside commuters	227	0.8	2.4	35			
1.B.6 Financially comfortable families	537	2.0	2.2	90			
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	245	0.9	1.6	56			
1.C Mature Money							
1.C.10 Better-off villagers	626	2.3	3.0	77			
1.C.11 Settled suburbia, older people	573	2.1	2.9	74			
1.C.12 Retired and empty nesters	3,483	12.9	2.5	518			
1.C.13 Upmarket downsizers	1,212	4.5	1.3	343			
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	232	0.9	1.9	46			
2.E.19 First time buyers in small, modern homes	9	0.0	3.3	1			
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	717	2.6	1.5	177			
3.F.22 Older couples and families in rural areas	759	2.8	1.1	263			
3.F.23 Owner occupiers in small towns and villages	2,898	10.7	3.2	337			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	647	2.4	2.6	91			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	281	1.0	2.4	43			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,425	5.3	3.4	153			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	577	2.1	2.3	91			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	2,131	7.9	2.4	326			
3.I.31 Elderly singles in purpose-built accommodation	526	1.9	0.5	396			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	14	0.1	2.1	2			
3.J.33 Smaller houses and starter homes	457	1.7	2.3	75			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	1	0.0	0.4	1			
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	896	3.3	1.4	235			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,450	5.4	2.6	204			
4.L.39 Fading owner occupied terraces	787	2.9	2.9	101			
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	821	3.0	1.6	190			
4.M.42 Struggling young families in post-war terraces	69	0.3	1.7	15			
4.M.43 Families in right-to-buy estates	557	2.1	2.1	99			
4.M.44 Post-war estates, limited means	387	1.4	2.2	65			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	64	0.2	0.8	30			
4.N.46 Elderly people in social rented flats	307	1.1	1.1	104			
4.N.47 Low income older people in smaller semis	489	1.8	2.3	79			
4.N.48 Pensioners and singles in social rented flats	651	2.4	1.8	136			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,025	3.8	2.1	176			
5.O.50 Struggling younger people in mixed tenure	530	2.0	1.7	112			
5.O.51 Young people in small, low cost terraces	76	0.3	2.3	12			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	214	0.8	1.6	49			
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	172	0.6	1.6	39			
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	31	0.1	1.8	6			
5.Q.59 Deprived areas and high-rise flats	29	0.1	2.0	5			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	6	0.0	0.1	38			
6.R.61 Inactive communal population	114	0.4	0.3	153			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	27,076						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Valentine InnLL22 8ES (15 min contour)



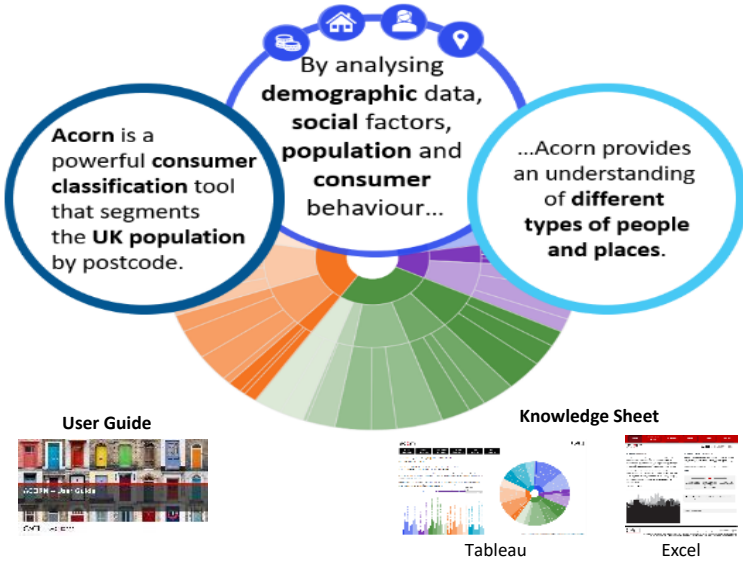
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	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
	O. Young Hardship	49-51
4. Financially Stretched	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

House type

Detached

House tenure

Owned outright

Children at home

0

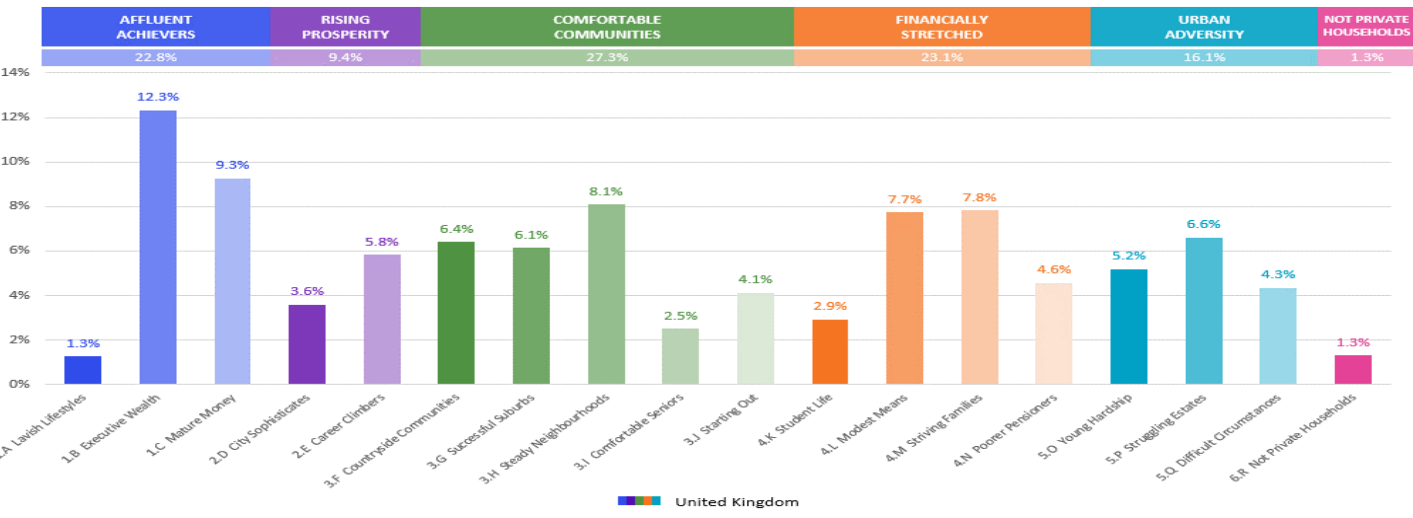
Number of beds

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



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Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	59	98.3	84.9	116			
Proprietary Club	18	30.0	8.1	369			
Registered Club	18	30.0	29.9	100			
Restaurant	13	21.7	34.6	63			
Residential	4	6.7	3.5	192			

Name	Description	License Type	Owner Name	Postcode
New Inn	JW Lees	Pubs & Full On	JW Lees	LL17 0EF
Talardy Hotel	Marston's	Pubs & Full On	Marston's	LL17 0HY
Bod Erw Hotel	Independent Free	Pubs & Full On	Independent Free	LL17 0LA
Swan Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL17 0LT
Plough Hotel	Independent Free	Pubs & Full On	Independent Free	LL17 0LU
Barrow Arms	Independent Free	Pubs & Full On	Independent Free	LL17 0RD
Bryn Dinas Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL17 0RE
St Asaph Conservative Club	Independent Free	Registered Club	Independent Free	LL17 0RG
Ty Fry Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL18 5TE
Faenol Fawr Manor Hotel	Independent Free	Pubs & Full On	Independent Free	LL18 5UN
Harp Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL22 7AF
Abergele Grill	Independent Free	Restaurant	Independent Free	LL22 7BP
George & Dragon	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LL22 7AF
Bull Hotel	JW Lees	Pubs & Full On	JW Lees	LL22 7AW
Abergelepensarn Golf Club	Independent Free	Registered Club	Independent Free	LL22 7DP
Rhianedd Guest House	Independent Free	Residential	Independent Free	LL22 7PR
Yacht	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL22 7PR
Castle Hotel	JW Lees	Pubs & Full On	JW Lees	LL22 7SH
Ffarm Hotel	Independent Free	Pubs & Full On	Independent Free	LL22 8AR
Wheatsheaf Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL22 8AW
Tan-Rallt Caravan Park Social Club	Independent Free	Proprietary Club	Independent Free	LL22 8EE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LL22 8EN
Valentine Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL22 8ES
Little Indian Chef	Independent Free	Restaurant	Independent Free	LL22 8HH
Swan Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL22 8RY
Black Lion Hotel	Robinsons	Pubs & Full On	Robinsons	LL22 8RY
Kinmel Manor Hotel	Independent Free	Pubs & Full On	Independent Free	LL22 9AS
Seagull	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL22 9EN
Golden Gate Cabaret Club	Independent Free	Proprietary Club	Independent Free	LL22 9EN
Cues Snooker	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	LL22 9EY
Wendover Hotel	Unknown	Pubs & Full On	Unknown	LL22 9LL
Ty Mawr Holiday Camp	Independent Free	Proprietary Club	Independent Free	LL22 9HG
Abbeyford Holiday Park	Independent Free	Registered Club	Independent Free	LL22 9HN
Millers Cottage Ctry Club	Independent Free	Registered Club	Independent Free	LL22 9HS
Browns Camp Club	Independent Free	Registered Club	Independent Free	LL22 9HD
Sandy Bay Holiday Camp	Independent Free	Proprietary Club	Independent Free	LL22 9NW
Morton Arms	Independent Free	Proprietary Club	Independent Free	LL22 9LD
Cambria Caravan Park	Independent Free	Proprietary Club	Independent Free	LL22 9HR
Toad	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL28 4BU
Cayley Flyer	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL28 4EN
Rhos Fynach	Independent Free	Pubs & Full On	Independent Free	LL28 4NG
Whitehall Hotel	Independent Free	Residential	Independent Free	LL28 4EP
Colwyn Bay Cricket Club	Independent Free	Registered Club	Independent Free	LL28 4LR
Ashmount Hotel	Independent Free	Residential	Independent Free	LL28 4NT
Ninos Restaurant	Independent Free	Restaurant	Independent Free	LL28 4PR
La Dolce Vita	Independent Free	Restaurant	Independent Free	LL28 4PS
Northwood Hotel	Independent Free	Residential	Independent Free	LL28 4RS
Colwyn Bay Football Club	Independent Free	Registered Club	Independent Free	LL28 4SW
Hickory's Smokehouse	Hickory's Smokehouse Ltd	Restaurant	Ei Group	LL28 4TR
Mountain View Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL28 5AT
Mochdre Sports Club	Independent Free	Registered Club	Independent Free	LL28 5HA
Cross Keys	Marston's	Pubs & Full On	Marston's	LL28 5SS
Pen-Y-Bryn	Restaurant Group	Pubs & Full On	Restaurant Group	LL29 6AF

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Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	59	98.3	84.9	116			
Proprietary Club	18	30.0	8.1	369			
Registered Club	18	30.0	29.9	100			
Restaurant	13	21.7	34.6	63			
Residential	4	6.7	3.5	192			

Name	Description	License Type	Owner Name	Postcode
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LL29 7BA
Station	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL29 8BP
Park Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL29 7RS
Prince Madoc	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL29 8BU
Virgilios	Independent Free	Restaurant	Independent Free	LL29 8LG
China Garden Restaurant	Independent Free	Restaurant	Independent Free	LL29 8LG
Semaphore Lodge	Independent Free	Pubs & Full On	Independent Free	LL29 8SW
White Lion	Independent Free	Pubs & Full On	Independent Free	LL29 8YA
Victoria Businessmen's Club	Independent Free	Registered Club	Independent Free	LL29 9AB
Lyndale Hotel	Independent Free	Pubs & Full On	Independent Free	LL29 9AB
Plough	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL29 9LN
Old Colwyn Golf Club	Independent Free	Registered Club	Independent Free	LL29 9NL
Cuckoo Club	Independent Free	Pubs & Full On	Independent Free	LL29 9PF
Red Lion	Independent Free	Pubs & Full On	Independent Free	LL29 9PL
Sun Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL29 9PL
Marine Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL29 9YH
Enochs Fish Restaurant	Independent Free	Restaurant	Independent Free	LL31 9DU
Maelgwyn	Marston's	Pubs & Full On	Marston's	LL31 9EE
Old Station Hotel	JW Lees	Pubs & Full On	JW Lees	LL31 9NE
Labour Club	Independent Free	Registered Club	Independent Free	LL31 9NG
Boathouse Club	Independent Free	Registered Club	Independent Free	LL28 4EY
Bodelwyddan Castle	Warner Breaks	Pubs & Full On	Warner Breaks	LL18 5YA
Beach Caravan Park	Independent Free	Proprietary Club	Independent Free	LL22 8HB
Tir Prince	Independent Free	Registered Club	Independent Free	LL22 9NW
Long Bar	Independent Free	Pubs & Full On	Independent Free	LL22 9LD
Winkups Country Club	Independent Free	Proprietary Club	Independent Free	LL22 9EL
Jakes Bar	Independent Free	Pubs & Full On	Independent Free	LL22 9EY
Sonnys Bar	Independent Free	Pubs & Full On	Independent Free	LL22 9EN
Pavilion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL29 7RS
Colwyn Bay Sports Centre	Independent Free	Proprietary Club	Independent Free	LL29 7SP
Afon Conwy	Whitbread	Pubs & Full On	Whitbread	LL28 5LB
Picture House	Wetherspoon	Pubs & Full On	Wetherspoon	LL29 8LA
Le Sport Health & Fitness	Independent Free	Proprietary Club	Independent Free	LL28 4RB
Bj Cafe & Restaurant	Independent Free	Restaurant	Independent Free	LL22 9YP
Eat At The Green	Independent Free	Restaurant	Independent Free	LL18 5SR
Stones Holiday Park	Independent Free	Proprietary Club	Independent Free	LL22 9LA
Pen Y Bont Inn	Independent Free	Pubs & Full On	Independent Free	LL22 7HA
Palace Bingo & Social Club	Independent Free	Proprietary Club	Independent Free	LL22 9EN
Abbeyford Country Club	Independent Free	Proprietary Club	Independent Free	LL22 9HN
Colwyn Bay Football Club	Independent Free	Registered Club	Independent Free	LL29 8UN
Kinmel Arms	Independent Free	Pubs & Full On	Independent Free	LL22 9BP
Sandy Bay Caravan Park	Independent Free	Proprietary Club	Independent Free	LL22 9LB
Castle Cove Caravan Park	Independent Free	Proprietary Club	Independent Free	LL22 7PP
Spring Garden Holiday Park	Independent Free	Proprietary Club	Independent Free	LL17 0HY
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	LL31 9XX
Parc Eirias	Independent Free	Proprietary Club	Independent Free	LL29 8HY
Briggs Wine Bar	Independent Free	Pubs & Full On	Independent Free	LL29 8LG
Abergele Rugby Club	Independent Free	Registered Club	Independent Free	LL22 7SP
Peacock Lounge	Independent Free	Restaurant	Independent Free	LL28 4RN
Bay Hop	Independent Free	Pubs & Full On	Independent Free	LL29 8LG
Bryn Williams Porth Eirias	Independent Free	Restaurant	Independent Free	LL29 8HH
Mash Micro Pub	Bradgy Conwy Brewery	Pubs & Full On	Bradgy Conwy Brewery	LL29 8UE
Crafty Fox	Independent Free	Pubs & Full On	Independent Free	LL29 9PL

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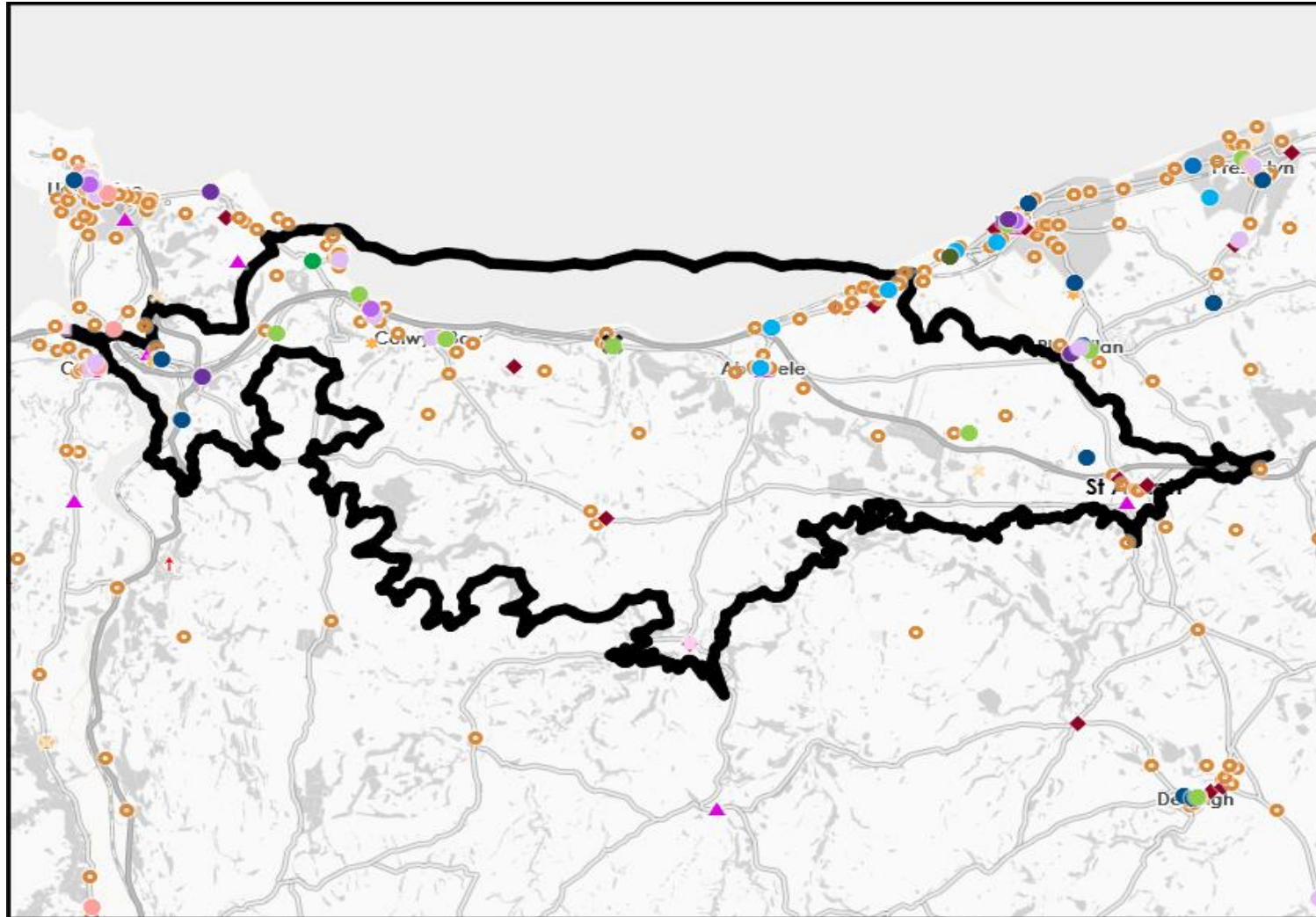
Name	Description	License Type	Owner Name	Postcode
Sheldons Wine Bar	Great Orme Brewery	Pubs & Full On	Great Orme Brewery	LL29 8LG
Elementary	Independent Free	Pubs & Full On	Independent Free	LL28 4PS
Y Clwb	Independent Free	Pubs & Full On	Independent Free	LL28 5SP
Hoptimist	Independent Free	Pubs & Full On	Independent Free	LL22 7AA
Black Cloak Brewery & Taproom	Independent Free	Pubs & Full On	Independent Free	LL29 7RU
Silver Birch Golf Club	Independent Free	Registered Club	Independent Free	LL22 8BZ

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Valentine InnLL22 8ES (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