

# CGA LICENCED PREMISES

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Area: P00847\_Kensington Tavern, Derby, DE22 3Q  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	103	207.6	81.7	<b>254</b>			
Proprietary Club	11	22.2	7.3	<b>304</b>			
Registered Club	15	30.2	28.2	<b>107</b>			
Restaurant	38	76.6	32.1	<b>239</b>			
Residential	1	2.0	2.7	75			

Name	Description	License Type	Owner Name	Postcode
Seymours	Independent Free	Pubs & Full On	Independent Free	DE 1 1BR
Gossip	Independent Free	Pubs & Full On	Independent Free	DE 1 1BU
Brick And Tile	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 1 1DU
Golden Eagle	Independent Free	Pubs & Full On	Independent Free	DE 1 1DZ
Baby Platinum	Independent Free	Proprietary Club	Independent Free	DE 1 1EQ
Bishop Blaise	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 1 1EX
Friary	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 1 1FG
Greyhound	Derby Brewing Company	Pubs & Full On	Derby Brewing Company	DE 1 1FN
102 Social Club & Institute	Independent Free	Registered Club	Independent Free	DE 1 1FN
Crescent Inn	Dorbiere	Pubs & Full On	Dorbiere	DE 1 1GP
Cosy Club	Loungers	Pubs & Full On	Loungers	DE 1 1ES
Derby Irish Association	Independent Free	Registered Club	Independent Free	DE 1 1HT
Bar One	Independent Free	Pubs & Full On	Independent Free	DE 1 1JD
Kensington Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE22 3QP
Palfrey	Independent Free	Pubs & Full On	Independent Free	DE 1 3PD
Crown Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 1 1LL
Mogul Restaurant	Independent Free	Restaurant	Independent Free	DE 1 1RS
Courtyard	Independent Free	Pubs & Full On	Independent Free	DE 1 1FP
Ryans	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 1 1SN
Jaxx	Independent Free	Proprietary Club	Independent Free	DE 1 1SX
Durham Ox	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 1 1TG
Bell & Castle	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 1 1TG
Waterfall	Independent Free	Pubs & Full On	Independent Free	DE 1 2RU
Castle & Falcon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 1 2AU
White Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 1 2AW
Noahs Ark	Punch Pub Company	Pubs & Full On	Punch Pub Company	DE 1 2AW
Smithfield	Independent Free	Pubs & Full On	Independent Free	DE 1 2BH
Tiger	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 1 2DQ
Metro Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 1 2DS
City Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 1 2DS
Tap	Derby Brewing Company	Pubs & Full On	Derby Brewing Company	DE 1 2ED
Exeter Arms	Marston's	Pubs & Full On	Marston's	DE 1 2EU
Melbourne Bar	Independent Free	Pubs & Full On	Independent Free	DE 1 2GG
Babington Arms	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	DE 1 1TA
Ukranian Social Club Levada	Independent Free	Registered Club	Independent Free	DE 1 2GU
Neptune	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 1 2HR
West Indian Community Centre	Independent Free	Registered Club	Independent Free	DE 1 2ND
Cosmo	Cosmo Group	Restaurant	Cosmo Group	DE 1 2NZ
Spice Lounge	Independent Free	Restaurant	Independent Free	DE 1 1BU
Alexandra Hotel	Castle Rock	Pubs & Full On	Castle Rock	DE 1 2QE
Stuart Hotel	AG Hotels Group	Pubs & Full On	AG Hotels Group	DE 1 2QR
Royal Telegraph	Marston's	Pubs & Full On	Marston's	DE 1 2QS
Brunswick	Everards	Pubs & Full On	Everards	DE 1 2RU
Merry Widows	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DE 1 2RU
British Rail Staff Association 105 Branch	Independent Free	Registered Club	Independent Free	DE 1 2RU
Hallmark Hotel	Hallmark Hotels	Pubs & Full On	Hallmark Hotels	DE 1 2SQ
Legacy Aston Court Hotel	Independent Free	Pubs & Full On	Independent Free	DE 1 2SL
Chennai Dosa	Chennai Dosa	Restaurant	Chennai Dosa	DE 1 2SR
Mount Everest Gurkha Restaurant	Independent Free	Restaurant	Independent Free	DE 1 2SU
Old Silk Mill	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 1 3AF
Derby Rowing Club Social Club	Independent Free	Registered Club	Independent Free	DE 1 3AY
Five Lamps	Everards	Pubs & Full On	Everards	DE 1 3BH
Furnace	Independent Free	Pubs & Full On	Independent Free	DE 1 3BX

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Residential	1	2.0	2.7	75			

Name	Description	License Type	Owner Name	Postcode
Derby Sports	Independent Free	Pubs & Full On	Independent Free	DE 1 3DL
Ye Olde Dolphin Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 1 3DL
Flower Pot	Independent Free	Pubs & Full On	Independent Free	DE 1 3DZ
Seven Stars	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DE 1 3EE
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 1 3FJ
Jorrocks	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 1 3GA
Standing Order	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	DE 1 3GL
Bless	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 1 3GU
Horse & Groom	Independent Free	Pubs & Full On	Independent Free	DE 1 3HN
Woodlark Inn	Unknown	Pubs & Full On	Unknown	DE 1 3LA
Bunk	Bunk Ltd	Pubs & Full On	Bunk Ltd	DE 1 3NF
Shakespeare	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 1 3NF
Blue Note Club	Independent Free	Proprietary Club	Independent Free	DE 1 3NF
Vines Wine Bar	Independent Free	Pubs & Full On	Independent Free	DE 1 3NQ
Old Bell Hotel	Independent Free	Pubs & Full On	Independent Free	DE 1 3NQ
Willow Sports Centre	Independent Free	Proprietary Club	Independent Free	DE 1 3NZ
Maypole Inn	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DE 1 3PH
Tavern	Independent Free	Pubs & Full On	Independent Free	DE 1 3QR
Peacock Inn	Independent Free	Pubs & Full On	Independent Free	DE 1 3QS
Chester Green Community Group	Independent Free	Registered Club	Independent Free	DE 1 3RQ
Gcs European Restaurant	Independent Free	Restaurant	Independent Free	DE 1 3GP
Jonty Farmer	Marston's	Pubs & Full On	Marston's	DE22 1FT
Polish Catholic Association	Independent Free	Registered Club	Independent Free	DE22 1GU
Travellers Rest	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE22 3AJ
Derby West End Bowls Club	Independent Free	Registered Club	Independent Free	DE 1 1DW
New Zealand Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE22 3GL
Kings Highway	Marston's	Pubs & Full On	Marston's	DE22 3NH
Bedford Arms	Marston's	Pubs & Full On	Marston's	DE22 3PB
Georgian House Hotel	Independent Free	Pubs & Full On	Independent Free	DE22 3AD
Ye Olde Spa Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE22 3SU
Bramblebrook Community Association	Independent Free	Registered Club	Independent Free	DE22 3WH
International House Hotel	Independent Free	Residential	Independent Free	DE23 6AD
Rykneld Bowling Club	Independent Free	Registered Club	Independent Free	DE23 6BW
Falstaff	Independent Free	Pubs & Full On	Independent Free	DE23 6UJ
Lyndhurst Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE23 6WD
Derby Theatre	Independent Free	Pubs & Full On	Independent Free	DE 1 2NF
Corn Exchange Sports Bar	Independent Free	Proprietary Club	Independent Free	DE 1 2DS
Bar Eleven	Independent Free	Pubs & Full On	Independent Free	DE 1 1EX
Thai Boran	Independent Free	Restaurant	Independent Free	DE 1 1RP
Eden	Independent Free	Proprietary Club	Independent Free	DE 1 3NF
Douglas Bar	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE23 6UX
House Of Holes	Independent Free	Pubs & Full On	Independent Free	DE 1 1TA
Fat Cat Cafe Bars	Fat Cat Group	Pubs & Full On	Fat Cat Group	DE 1 1BU
Hideout	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 1 3QE
Moomoo Clubrooms	MooMoo Clubrooms Ltd	Proprietary Club	MooMoo Clubrooms Ltd	DE 1 1QT
Landau Forte College	Independent Free	Registered Club	Independent Free	DE 1 2LF
Pizza Express	Hony Capital	Restaurant	Hony Capital	DE 1 3GL
Revolucion De Cuba	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	DE 1 1BJ
Revolucion	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	DE 1 1BJ
Prosecco Bar	Independent Free	Pubs & Full On	Independent Free	DE 1 1BU
Dining Room	Independent Free	Restaurant	Independent Free	DE 1 1EX
Venue	Independent Free	Pubs & Full On	Independent Free	DE22 3SJ
Clubhouse	Derby Brewing Company	Pubs & Full On	Derby Brewing Company	DE 1 1BX

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Name	Description	License Type	Owner Name	Postcode
Masala	Independent Free	Restaurant	Independent Free	DE 1 1LH
Lmrca	Independent Free	Registered Club	Independent Free	DE 1 2LZ
Gala Bingo	Gala Group	Proprietary Club	Gala Group	DE 1 2LD
Le Bistrot Pierre	Le Bistrot Pierre	Restaurant	Le Bistrot Pierre	DE 1 1BX
Modern Cuisine	Independent Free	Restaurant	Independent Free	DE 1 1DF
Fever	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	DE 1 1HA
Hairy Dog	Independent Free	Pubs & Full On	Independent Free	DE 1 1HT
Cube	Independent Free	Registered Club	Independent Free	DE 1 3GU
New Water Margin Cantonese Rest	Independent Free	Restaurant	Independent Free	DE 1 1TG
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	DE 1 3AH
Distillery	Independent Free	Pubs & Full On	Independent Free	DE 1 1BU
Finale	Independent Free	Restaurant	Independent Free	DE 1 1BQ
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	DE 1 2NQ
Pizza Express	Hony Capital	Restaurant	Hony Capital	DE 1 2PP
Anoki	Anoki	Restaurant	Anoki	DE 1 2QN
Stein Strasse	Independent Free	Pubs & Full On	Independent Free	DE 1 1HA
Quad	Independent Free	Pubs & Full On	Independent Free	DE 1 3AS
Jurys Inn	Jurys Inn Group	Pubs & Full On	Jurys Inn Group	DE 1 3DB
Zorba The Greek	Independent Free	Restaurant	Independent Free	DE 1 3NT
Moonsha Japanese Bar & Restaurant	Independent Free	Restaurant	Independent Free	DE 1 1JF
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	DE 1 2PG
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DE 1 2BH
Ebi Sushi Restaurant	Independent Free	Restaurant	Independent Free	DE22 3SJ
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	DE 1 2AY
Orange Tree	Independent Free	Pubs & Full On	Independent Free	DE 1 1EH
Genting Casino	Genting Casino	Proprietary Club	Genting Casino	DE 1 2AY
Book Cafe	Independent Free	Pubs & Full On	Independent Free	DE 1 1QH
Forge Black Rock	Independent Free	Restaurant	Independent Free	DE 1 3PD
Kitchen	Independent Free	Pubs & Full On	Independent Free	DE 1 3NQ
Cathedral Quarter Hotel	Finesse Hotels	Pubs & Full On	Finesse Hotels	DE 1 3JR
Blacksmiths Lounge	Independent Free	Pubs & Full On	Independent Free	DE 1 3NH
Pepitos Mexican Restaurant	Independent Free	Restaurant	Independent Free	DE 1 2QN
Deda	Independent Free	Pubs & Full On	Independent Free	DE 1 3GU
Bar 56	Independent Free	Pubs & Full On	Independent Free	DE 1 1BQ
Afrikana Kitchen	Afrikana Kitchen	Restaurant	Afrikana Kitchen	DE 1 3DE
Wagamama	Restaurant Group	Restaurant	Restaurant Group	DE 1 2PQ
Cafe Ashiana	Independent Free	Pubs & Full On	Independent Free	DE 1 1LL
Viceroy Restaurant	Independent Free	Restaurant	Independent Free	DE 1 2SN
West End Community Centre	Independent Free	Registered Club	Independent Free	DE22 3BL
Lorentes	Independent Free	Restaurant	Independent Free	DE 1 1EX
Showcase Cinema	National Amusements Inc	Pubs & Full On	National Amusements Inc	DE 1 2PQ
Derby Museum & Art Gallery	Independent Free	Pubs & Full On	Independent Free	DE 1 1BS
Emilys Steakhouse	Independent Free	Restaurant	Independent Free	DE22 3TX
Nlaas	Independent Free	Restaurant	Independent Free	DE22 3QE
Belvedere	Independent Free	Restaurant	Independent Free	DE 1 3DL
Dreams Bistro	Independent Free	Restaurant	Independent Free	DE 1 3AF
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	DE 1 1HA
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	DE 1 2PL
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DE 1 3AF
Queens Hall	Independent Free	Pubs & Full On	Independent Free	DE 1 2QQ
Carnero Lounge	Loungers	Pubs & Full On	Loungers	DE 1 1SH
Carluccios	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	DE 1 2PL
Bear	Bear Coffee Company Ltd	Pubs & Full On	Bear Coffee Company Ltd	DE 1 2PL

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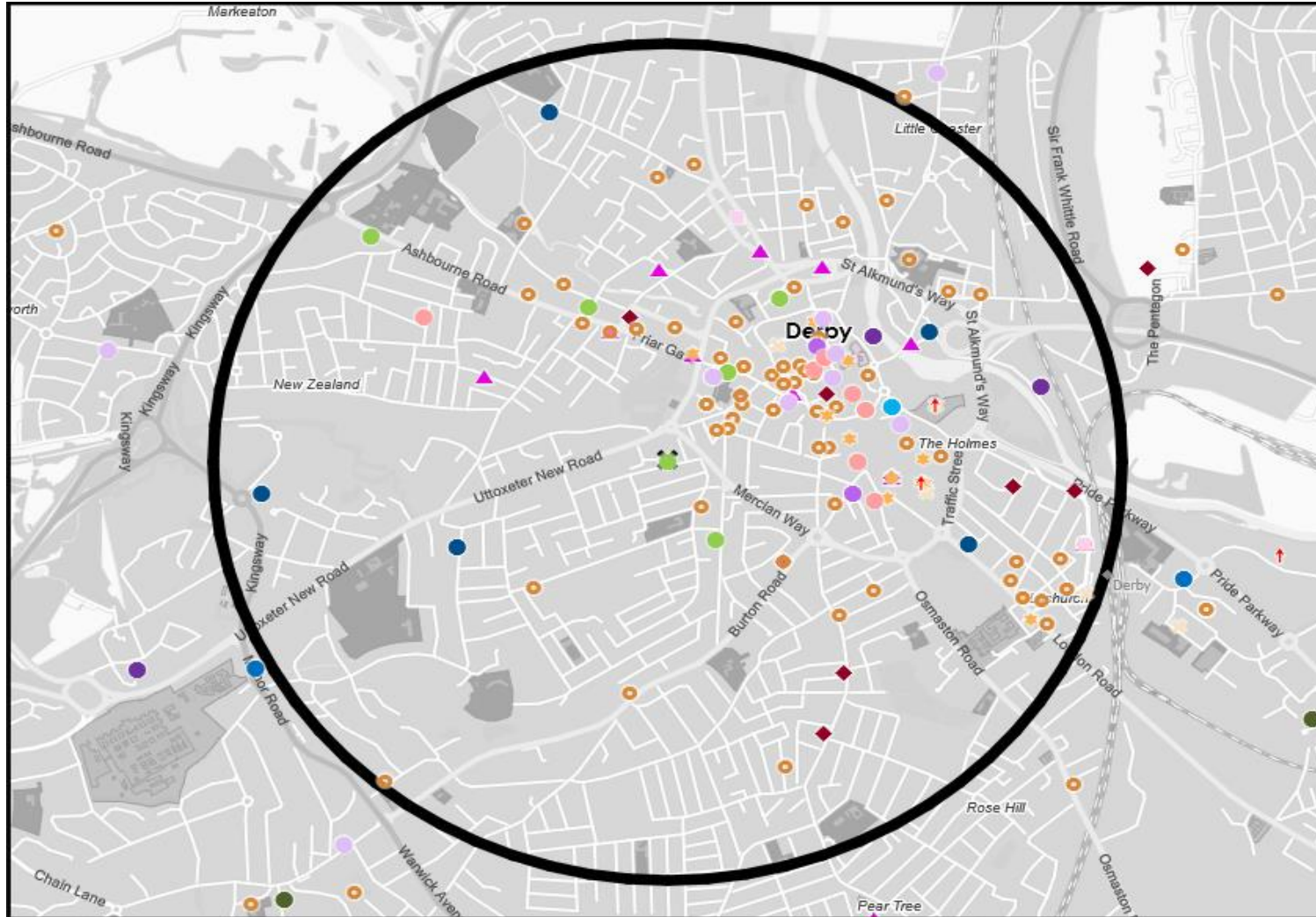
Name	Description	License Type	Owner Name	Postcode
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	DE 1 2PL
Five Guys	Five Guys	Restaurant	Five Guys	DE 1 2PL
Bear	Bear Coffee Company Ltd	Pubs & Full On	Bear Coffee Company Ltd	DE 1 3FJ
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 1 1FG
Annie's Burger Shack	Independent Free	Restaurant	Independent Free	DE 1 1JF
Suds And Soda	Independent Free	Pubs & Full On	Independent Free	DE 1 1EX
Creaky Floorboard	Independent Free	Pubs & Full On	Independent Free	DE22 1FT
Pieminister	Pie Minister Limited	Restaurant	Pie Minister Limited	DE 1 1ES
Glory Holes	Independent Free	Pubs & Full On	Independent Free	DE 1 2PR

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00847\_Kensington Tavern, Derby, DE22 3QP (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:** P00847\_Kensington Tavern, Derby, DE22 3QP (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	565	2.7	22.1	12		
2 Rising Prosperity	1,370	6.5	10.2	64		
3 Comfortable Communities	3,691	17.5	26.5	66		
4 Financially Stretched	6,366	30.1	23.7	127		
5 Urban Adversity	9,040	42.8	17.2	249		
6 Not Private Households	85	0.4	0.3	117		
<b>Total households</b>				<b>21,117</b>		

### Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

**Age range**  
25-34

**Financial situation**

**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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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	340	1.6	11.3	14		
1.C Mature Money	225	1.1	9.6	11		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	72	0.3	3.8	9		
2.E Career Climbers	1,298	6.1	6.4	96		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	821	3.9	6.0	65		
3.H Steady Neighbourhoods	670	3.2	7.4	43		
3.I Comfortable Seniors	98	0.5	2.9	16		
3.J Starting Out	2,102	10.0	4.6	219		
<b>4. Financially Stretched</b>						
4.K Student Life	2,573	12.2	2.5	486		
4.L Modest Means	2,473	11.7	8.0	147		
4.M Striving Families	423	2.0	7.4	27		
4.N Poorer Pensioners	897	4.2	5.8	74		
<b>5. Urban Adversity</b>						
5.O Young Hardship	4,821	22.8	6.3	365		
5.P Struggling Estates	405	1.9	5.7	34		
5.Q Difficult Circumstances	3,814	18.1	5.2	345		
<b>6. Not Private Households</b>						
6.R Not Private Households	85	0.4	0.3	117		
<b>Total households</b>	<b>21,117</b>					

## Acorn Group Pen Portrait

**5 P Struggling Estates**      3.4M UK Adults      6.5% of UK

**Large, low income families surviving with benefits.** These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

### CORE DEMOGRAPHICS

Age range <b>18-34</b>	Children at home <b>3+</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

### BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

### DIGITAL ATTITUDES

I worry about online security <b>56%</b> <small>UK average: 59%</small>	Shopping online makes my life easier <b>61%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>29%</b> <small>UK average: 28%</small>
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### FINANCIAL PROFILE

Household income UK: <b>£28k</b> (Average: £40k) London: <b>£32k</b> (Average: £48k)	% Disposable income UK: <b>30%</b> (Average: 43%) London: <b>28%</b> (Average: 29%)	Financial situation Running into debt      Saving a lot
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### TOP BEHAVIOURS

- Watching TV / videos on YouTube
- Love to buy new gadgets and appliances
- Posts ratings / reviews online



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

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Sort by:  Corn Structure  
 Index  
 Profile %

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<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	0.1	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	96	0.5	2.6	17			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	77	0.4	2.2	16			
1.B.7 Affluent professionals	107	0.5	0.9	59			
1.B.8 Prosperous suburban families	60	0.3	1.5	19			
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	3.1	0			
1.C.11 Settled suburbia, older people	142	0.7	2.8	24			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	83	0.4	1.3	30			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	72	0.3	0.7	49			
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	15	0.1	2.0	4			
2.E.19 First time buyers in small, modern homes	1,283	6.1	3.4	179			
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	1.0	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	202	1.0	2.7	35			
3.G.25 Larger family homes, multi-ethnic areas	575	2.7	0.8	327			
3.G.26 Semi-professional families, owner occupied neighbourhoods	44	0.2	2.4	9			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	501	2.4	3.5	68			
3.H.28 Owner occupied terraces, average income	158	0.7	1.6	47			
3.H.29 Established suburbs, older families	11	0.1	2.3	2			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	58	0.3	2.4	12			
3.I.31 Elderly singles in purpose-built accommodation	40	0.2	0.5	39			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	2,020	9.6	2.2	444			
3.J.33 Smaller houses and starter homes	82	0.4	2.4	16			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	304	1.4	0.3	430			
4.K.35 Term-time terraces	153	0.7	0.2	291			
4.K.36 Educated young people in flats and tenements	2,116	10.0	1.9	521			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	221	1.0	1.4	73			
4.L.38 Semi-skilled workers in traditional neighbourhoods	14	0.1	2.6	3			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	2,238	10.6	1.0	1,067			
<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	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	315	1.5	2.0	73			
4.M.44 Post-war estates, limited means	108	0.5	2.2	24			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	36	0.2	0.8	22			
4.N.46 Elderly people in social rented flats	157	0.7	1.0	72			
4.N.47 Low income older people in smaller semis	10	0.0	2.2	2			
4.N.48 Pensioners and singles in social rented flats	694	3.3	1.7	193			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	849	4.0	2.2	184			
5.O.50 Struggling younger people in mixed tenure	1,436	6.8	1.8	378			
5.O.51 Young people in small, low cost terraces	2,536	12.0	2.3	530			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	187	0.9	1.6	57			
5.P.53 Low income terraces	18	0.1	0.8	10			
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	200	0.9	1.6	59			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	720	3.4	1.5	226			
5.Q.58 Singles and young families, some receiving benefits	552	2.6	1.8	148			
5.Q.59 Deprived areas and high-rise flats	2,542	12.0	2.0	611			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	8	0.0	0.1	64			
6.R.61 Inactive communal population	77	0.4	0.3	128			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>21,117</b>						

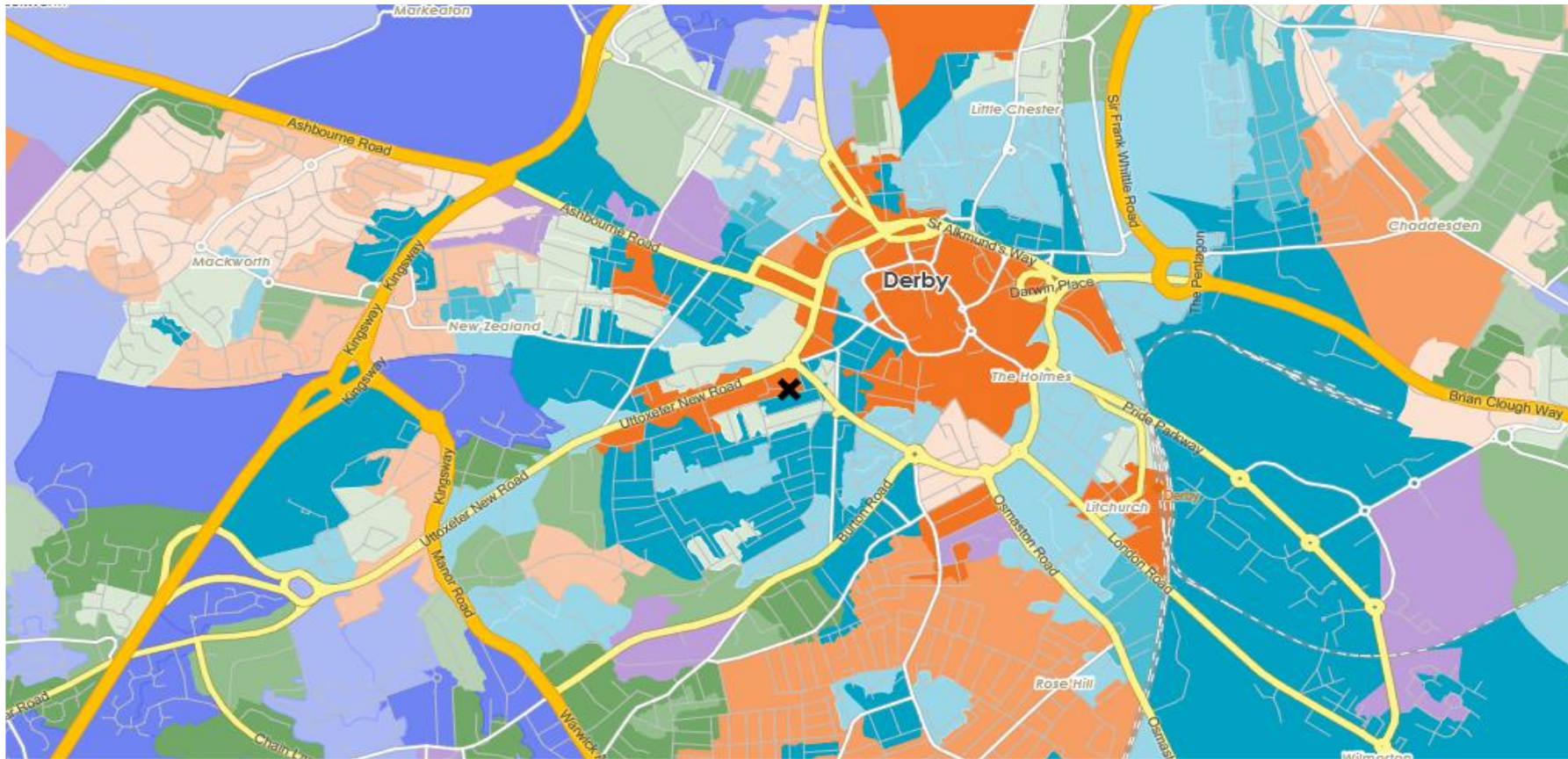


# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00847\_Kensington Tavern, Derby, DE22 3QP (1 Mile contour)

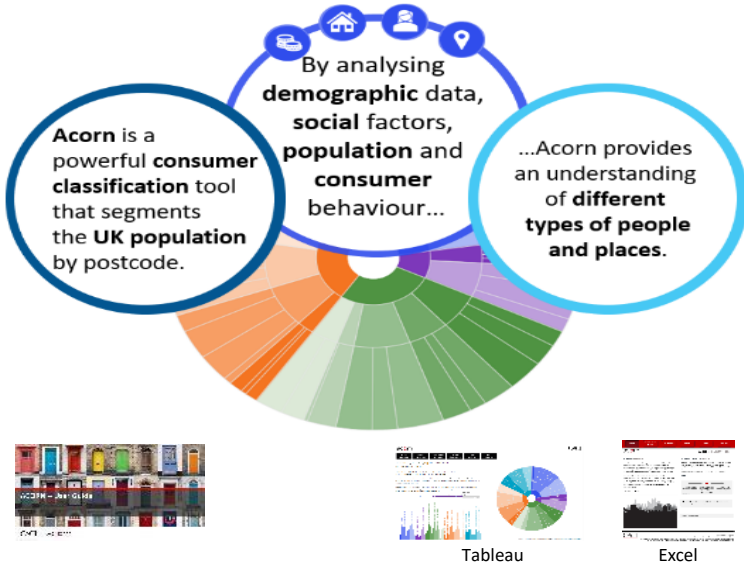


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		

**1 Affluent Achievers**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults      22.8% of UK

House type: **Detached**

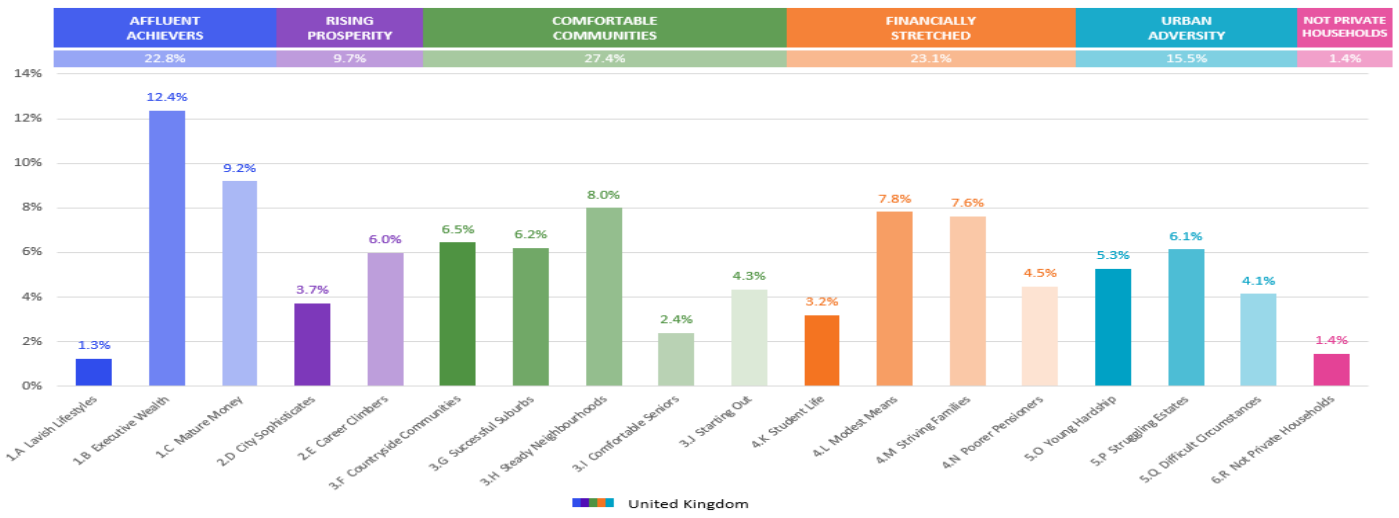
House tenure: **Owned outright**

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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%





# MAP OF AREA

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