

# CGA LICENCED PREMISES

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Area: ATLT\_George IV InnBB12 6LG (1 Mile contou

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	59.8	84.9	70			
Proprietary Club	0	0.0	8.1	0			
Registered Club	6	39.9	29.9	<b>133</b>			
Restaurant	2	13.3	34.6	38			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Lowerhouse Cricket & Social Club	Independent Free	Registered Club	Independent Free	BB12 6HH
George Iv	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BB12 6LG
Lane Ends	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BB12 6LL
Lowerhouse Mills Social Club	Independent Free	Registered Club	Independent Free	BB12 6NB
Tim Bobbin	Sam Smith	Pubs & Full On	Sam Smith	BB12 6PR
Gannow Wharf	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BB12 6QH
Ighten Leigh Social Club	Independent Free	Registered Club	Independent Free	BB12 6SZ
Padiham United Irish League Working M	Independent Free	Registered Club	Independent Free	BB12 7AB
Shakespeare	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BB12 7DX
Ighten Mount Bowling Club	Independent Free	Registered Club	Independent Free	BB12 8AF
Flying Dutchman	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	BB12 8BL
Bridge Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	BB12 8QN
Jaipur	Independent Free	Restaurant	Independent Free	BB12 8QN
Sycamore Tree Farm	Greene King	Pubs & Full On	Greene King	BB12 6HH
Padiham Town Hall	Independent Free	Pubs & Full On	Independent Free	BB12 8BS
Rosegrove Railway Club	Independent Free	Registered Club	Independent Free	BB12 6HX
Nines	Independent Free	Restaurant	Independent Free	BB12 8BL

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_George IV InnBB12 6LG (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:** ATLT\_George IV InnBB12 6LG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	648	9.9	22.0	45		
 2 Rising Prosperity	222	3.4	10.1	33		
 3 Comfortable Communities	1,590	24.2	26.2	92		
 4 Financially Stretched	2,316	35.2	23.7	149		
 5 Urban Adversity	1,758	26.8	17.6	152		
 6 Not Private Households	37	0.6	0.3	169		
 Graph						
<b>Total households</b>	<b>6,571</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.1M UK Adults    23.0% of UK

**Age range**  
All ages

**Financial situation**  
Running into debt ————— Saving a lot

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** ATLT\_George IV InnBB12 6LG (1 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	544	8.3	11.2	74			
1.C Mature Money	104	1.6	9.6	16			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	222	3.4	6.2	55			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	17	0.3	5.7	5			
3.G Successful Suburbs	453	6.9	5.9	117			
3.H Steady Neighbourhoods	503	7.7	7.4	104			
3.I Comfortable Seniors	535	8.1	2.9	280			
3.J Starting Out	82	1.2	4.3	29			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,523	23.2	7.9	293			
4.M Striving Families	463	7.0	7.5	93			
4.N Poorer Pensioners	330	5.0	5.9	85			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,292	19.7	6.1	320			
5.P Struggling Estates	236	3.6	6.1	59			
5.Q Difficult Circumstances	230	3.5	5.3	65			
<b>6. Not Private Households</b>							
6.R Not Private Households	37	0.6	0.3	169			
<b>Total households</b>	<b>6,571</b>						

### Acorn Group Pen Portrait

**4 L Modest Means**      4.1M UK Adults      7.7% of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

#### DEMOGRAPHICS

Age range <b>25-34</b>	Children at home <b>3+</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

#### BRANDS

SHOPPING: The Works, M&Co, RANGE, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

#### DIGITAL ATTITUDES

I worry about online security <b>54%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>50%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>33%</b> <small>UK average: 34%</small>
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#### KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans online**

#### TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys online**

This group are more likely to **subscribe to Sky TV**

#### FINANCIAL PROFILE

Household Income UK: <b>£35k</b> (Average: £40k) London: <b>£42k</b> (Average: £44k)	% Disposable Income UK: <b>45%</b> (Average: 44%) London: <b>34%</b> (Average: 39%)	Financial situation Running into debt      Saving a lot
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Legend: 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\_George IV InnBB12 6LG (1 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	121	1.8	2.6	70			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	162	2.5	2.2	112			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	17	0.3	1.5	17			
1.B.9 Well-off edge of towners	244	3.7	1.6	230			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	34	0.5	3.0	17			
1.C.11 Settled suburbia, older people	58	0.9	2.9	31			
1.C.12 Retired and empty nesters	12	0.2	2.5	7			
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	181	2.8	1.9	146			
2.E.19 First time buyers in small, modern homes	41	0.6	3.3	19			
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	17	0.3	3.2	8			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	362	5.5	2.6	209			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	91	1.4	2.4	57			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	351	5.3	3.4	155			
3.H.28 Owner occupied terraces, average income	28	0.4	1.6	27			
3.H.29 Established suburbs, older families	124	1.9	2.3	81			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	535	8.1	2.4	337			
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	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	82	1.2	2.3	55			
<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	54	0.8	1.4	58			
4.L.38 Semi-skilled workers in traditional neighbourhoods	288	4.4	2.6	167			
4.L.39 Fading owner occupied terraces	1,181	18.0	2.9	624			
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	75	1.1	1.7	68			
4.M.43 Families in right-to-buy estates	221	3.4	2.1	162			
4.M.44 Post-war estates, limited means	167	2.5	2.2	116			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	77	1.2	0.8	149			
4.N.46 Elderly people in social rented flats	53	0.8	1.1	74			
4.N.47 Low income older people in smaller semis	159	2.4	2.3	106			
4.N.48 Pensioners and singles in social rented flats	41	0.6	1.8	35			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	90	1.4	2.1	64			
5.O.50 Struggling younger people in mixed tenure	60	0.9	1.7	52			
5.O.51 Young people in small, low cost terraces	1,142	17.4	2.3	771			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	218	3.3	1.6	204			
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	18	0.3	1.6	17			
<b>5.Q Difficult Circumstances</b>							
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	198	3.0	1.8	168			
5.Q.59 Deprived areas and high-rise flats	32	0.5	2.0	24			
<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	37	0.6	0.3	205			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,571</b>						

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

## DOMINANT ACORN GROUP - HOUSEHOLDS

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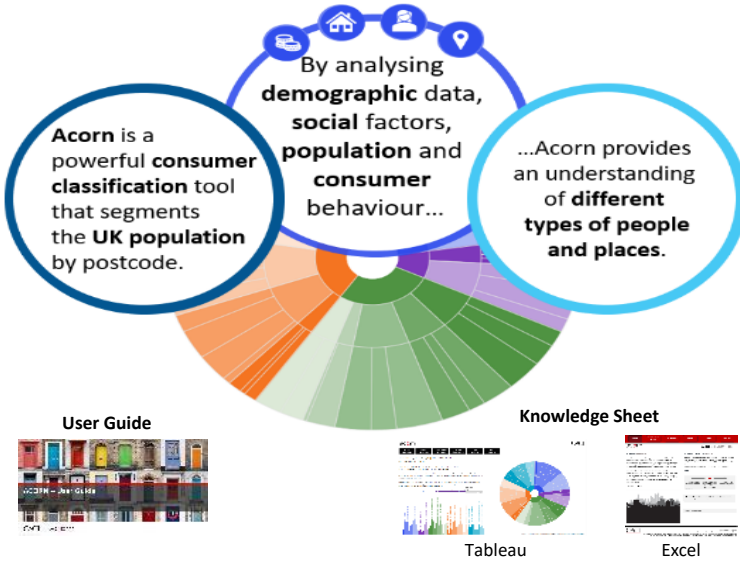
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

