

POPULATION PROJECTIONS

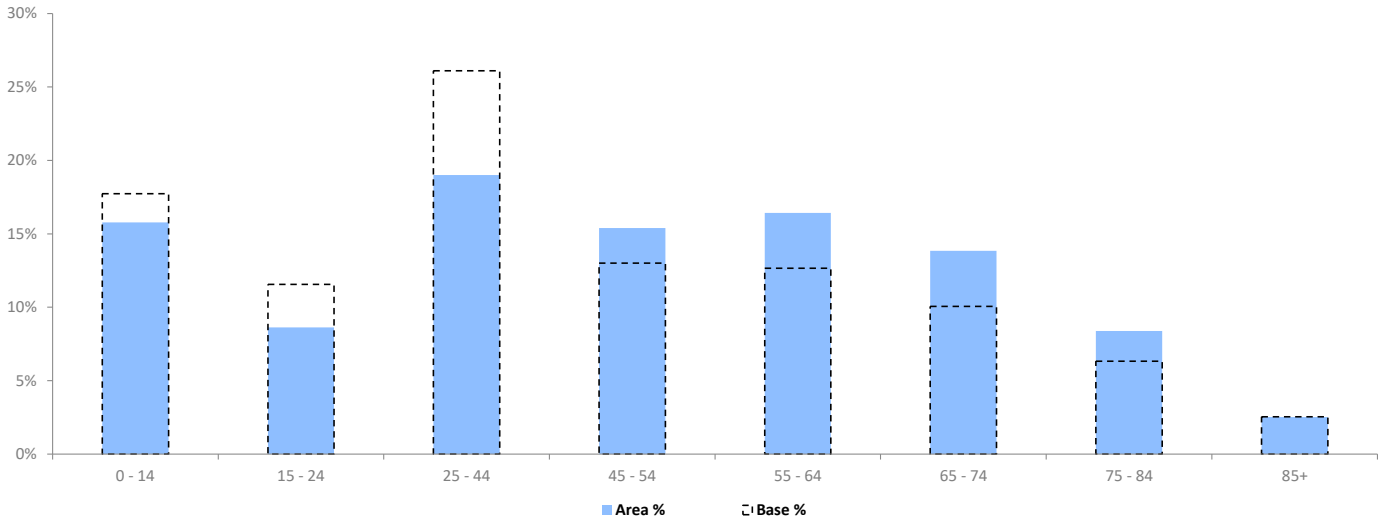
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Area: P01632_Three Bottles, Halstead, CO9 4HY (5 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,601	15.8	17.7	89			
15 - 24	1,423	8.6	11.6	75			
25 - 44	3,134	19.0	26.1	73			
45 - 54	2,539	15.4	13.0	118			
55 - 64	2,709	16.4	12.7	130			
65 - 74	2,282	13.8	10.1	137			
75 - 84	1,382	8.4	6.3	133			
85+	416	2.5	2.5	99			
Total population	16,486						



CGA LICENCED PREMISES

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Area: P01632_Three Bottles, Halstead, CO9 4HY (5)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	22	133.4	85.9	155			
Proprietary Club	1	6.1	8.2	74			
Registered Club	4	24.3	30.1	81			
Restaurant	3	18.2	35.3	52			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Horse & Groom	Unknown	Pubs & Full On	Unknown	CM 7 4HF
Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CO10 8NY
Globe	Independent Free	Pubs & Full On	Independent Free	CO10 8PX
Red Lion	Independent Free	Pubs & Full On	Independent Free	CO10 7BE
Half Moon	Independent Free	Pubs & Full On	Independent Free	CO10 7DP
Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CO10 8HP
Peppermill	Independent Free	Restaurant	Independent Free	CO10 8NH
White Lion	Gray & Sons	Pubs & Full On	Gray & Sons	CO 9 3NS
Castle Hedingham Memorial Club	Independent Free	Registered Club	Independent Free	CO 9 3DA
Victory Inn	Independent Free	Pubs & Full On	Independent Free	CO 9 2PT
Pheasant	Independent Free	Pubs & Full On	Independent Free	CO 9 3AX
Castle Hedingham Bowling Club	Independent Free	Registered Club	Independent Free	CO 9 3DG
Memories	Independent Free	Pubs & Full On	Independent Free	CO 9 3DX
Bell	Gray & Sons	Pubs & Full On	Gray & Sons	CO 9 3EJ
Old Moot House	Independent Free	Restaurant	Independent Free	CO 9 3EJ
Wheatsheaf	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CO 9 3EX
Hedingham Billiards Club	Independent Free	Proprietary Club	Independent Free	CO 9 3QB
Tavern	Independent Free	Pubs & Full On	Independent Free	CO 9 4BD
Plough	Independent Free	Pubs & Full On	Independent Free	CO 9 4BJ
Green Man	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CO 9 4DR
Wagon & Horses	Independent Free	Pubs & Full On	Independent Free	CO 9 4EX
White Hart	Independent Free	Pubs & Full On	Independent Free	CO 9 4HJ
Three Bottles Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CO 9 4HY
White Horse Inn	Independent Free	Pubs & Full On	Independent Free	CO 9 4SG
Bell Hotel	Greene King	Pubs & Full On	Greene King	CO10 8NN
Mod Police	Independent Free	Registered Club	Independent Free	CM 7 4AZ
Mughal Knight	Independent Free	Restaurant	Independent Free	CO10 8NY
Clare Park Lake Golf Course	Independent Free	Registered Club	Independent Free	CO10 8HE
Hedingham Castle	Independent Free	Pubs & Full On	Independent Free	CO 9 3DJ
Sible Hedingham Village Hall	Independent Free	Pubs & Full On	Independent Free	CO 9 3PJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P01632_Three Bottles, Halstead, CO9 4HY (5 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: P01632_Three Bottles, Halstead, CO9 4HY (5 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,644	37.1	22.0	169		
2 Rising Prosperity	224	3.1	10.1	31		
3 Comfortable Communities	3,038	42.7	26.2	163		
4 Financially Stretched	1,112	15.6	23.7	66		
5 Urban Adversity	88	1.2	17.6	7		
6 Not Private Households	13	0.2	0.3	55		
Total households		7,119				

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
UK Adults 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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Area: P01632_Three Bottles, Halstead, CO9 4HY (5 Mile 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	0	0.0	1.1	0			
1.B Executive Wealth	997	14.0	11.2	125			
1.C Mature Money	1,647	23.1	9.6	240			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	224	3.1	6.2	51			
3. Comfortable Communities							
3.F Countryside Communities	1,940	27.3	5.7	475			
3.G Successful Suburbs	496	7.0	5.9	118			
3.H Steady Neighbourhoods	443	6.2	7.4	85			
3.I Comfortable Seniors	45	0.6	2.9	22			
3.J Starting Out	114	1.6	4.3	37			
4. Financially Stretched							
4.K Student Life	1	0.0	2.4	1			
4.L Modest Means	59	0.8	7.9	10			
4.M Striving Families	643	9.0	7.5	120			
4.N Poorer Pensioners	409	5.7	5.9	97			
5. Urban Adversity							
5.O Young Hardship	64	0.9	6.1	15			
5.P Struggling Estates	9	0.1	6.1	2			
5.Q Difficult Circumstances	15	0.2	5.3	4			
6. Not Private Households							
6.R Not Private Households	13	0.2	0.3	55			
Total households	7,119						


Acorn Group Pen Portrait

3 F Countryside Communities 3.4M UK Adults 6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

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	EDDA & WILSON	specksavers	Clarks
LEISURE THE GOLF CLUB	CAFFE NERO	Zizzi	CAFE ROUGE
WEBSITES ebay	Money Super Market	M&S	GOV.UK

ATTITUDES

I worry about online security 57% <small>UK average: 55%</small>	Shopping online makes my life easier 53% <small>UK average: 53%</small>	I couldn't live without the internet on my mobile 25% <small>UK average: 34%</small>
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KEY INTERNET USAGE

This group are more likely to **browse for gardening products online**


TECHNOLOGY USAGE

This group are more likely to **purchase home insurance online**

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

FINANCIAL PROFILE

Household Income UK £42k London n/a <small>Average: £40k Average: £44k</small>	% Disposable Income UK 53% London n/a <small>Average: 44% Average: 39%</small>	Financial situation
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01632_Three Bottles, Halstead, CO9 4HY (5 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

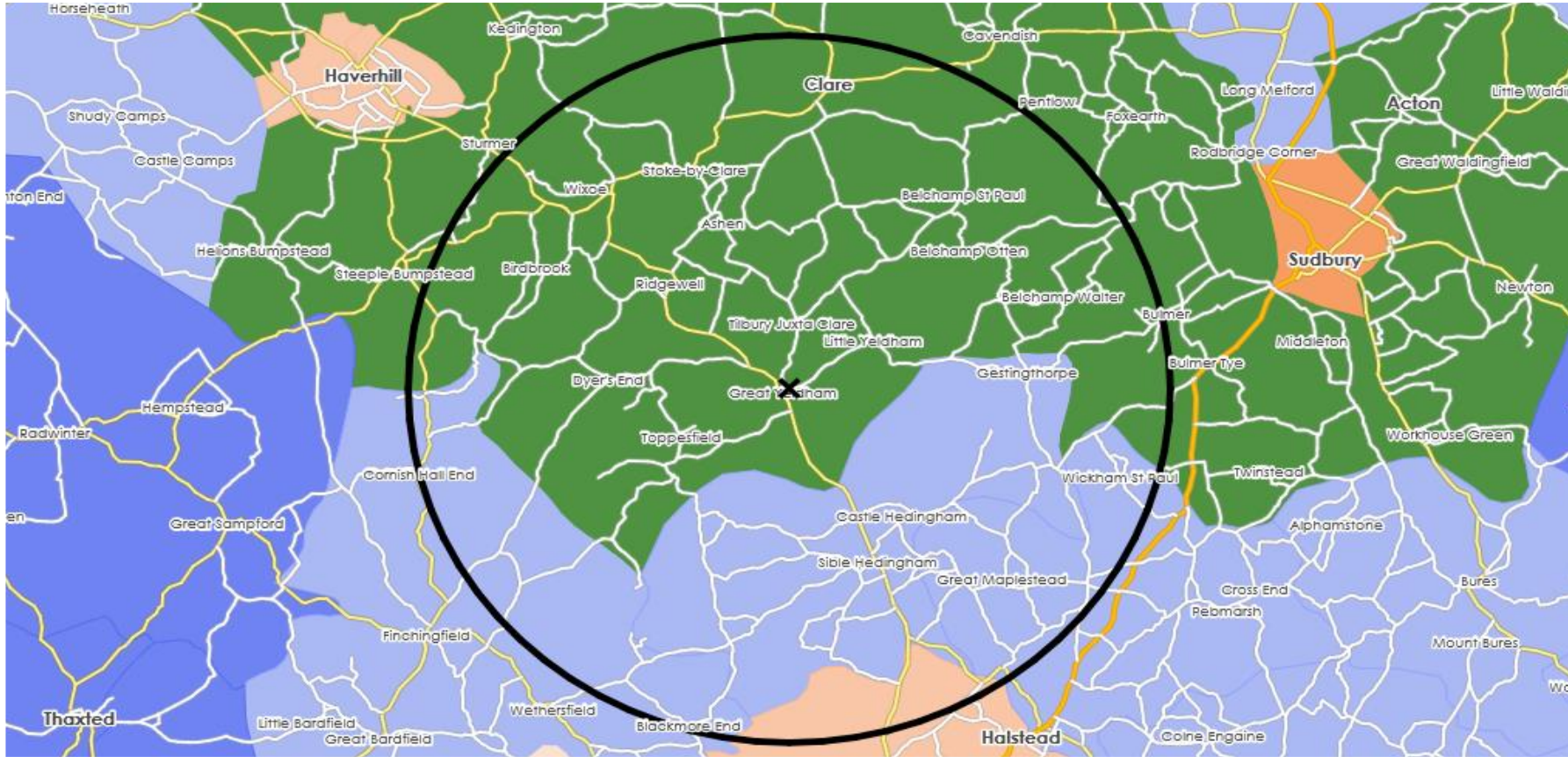
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	68	1.0	2.6	37			
1.B.5 Wealthy countryside commuters	711	10.0	2.4	415			
1.B.6 Financially comfortable families	180	2.5	2.2	115			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	1	0.0	1.5	1			
1.B.9 Well-off edge of towners	37	0.5	1.6	32			
1.C Mature Money							
1.C.10 Better-off villagers	1,391	19.5	3.0	655			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	204	2.9	2.5	115			
1.C.13 Upmarket downsizers	52	0.7	1.3	56			
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	224	3.1	1.9	167			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
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	271	3.8	1.5	254			
3.F.22 Older couples and families in rural areas	563	7.9	1.1	742			
3.F.23 Owner occupiers in small towns and villages	1,106	15.5	3.2	490			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	129	1.8	2.6	69			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	367	5.2	2.4	213			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	29	0.4	3.4	12			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	414	5.8	2.3	250			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	11	0.2	2.4	6			
3.I.31 Elderly singles in purpose-built accommodation	34	0.5	0.5	97			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	114	1.6	2.3	71			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	1	0.0	0.4	4			
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	34	0.5	1.4	34			
4.L.38 Semi-skilled workers in traditional neighbourhoods	25	0.4	2.6	13			
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	605	8.5	1.6	533			
4.M.42 Struggling young families in post-war terraces	38	0.5	1.7	32			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	60	0.8	0.8	108			
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	325	4.6	2.3	201			
4.N.48 Pensioners and singles in social rented flats	24	0.3	1.8	19			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	64	0.9	2.1	42			
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	9	0.1	1.6	8			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	15	0.2	1.5	14			
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	13	0.2	0.1	314			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,119						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01632_Three Bottles, Halstead, CO9 4HY (5 Mile contour)



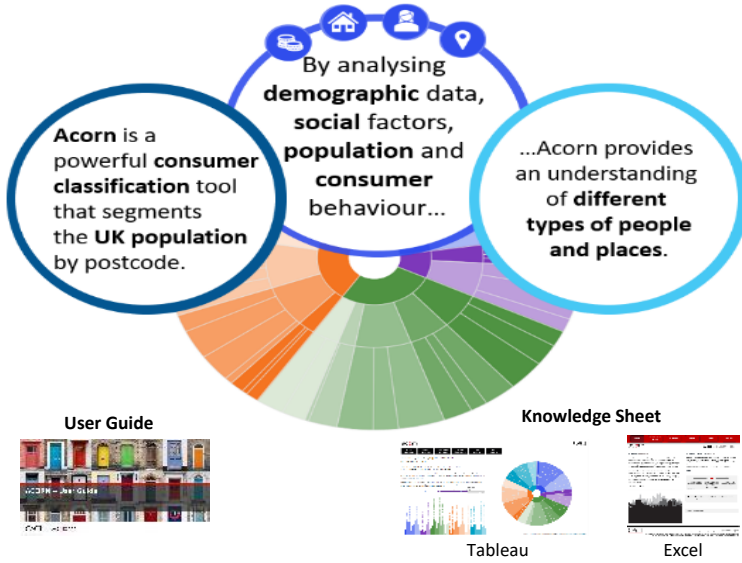
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
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

