

CGA LICENCED PREMISES

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Area: P04023_White Bull Hotel, Chorley, PR7 2SG
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	46	135.5	81.7	166			
Proprietary Club	3	8.8	7.3	121			
Registered Club	7	20.6	28.2	73			
Restaurant	4	11.8	32.1	37			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
East Ward Conservative Club	Independent Free	Registered Club	Independent Free	PR 6 0AT
St Peters Parish Club	Independent Free	Registered Club	Independent Free	PR 6 0DX
Bretherton Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PR 6 0ET
Masons Arms	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 6 0HU
Derby Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 6 0TR
Astley Village	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 7 1XA
Yarrow Bridge	Greene King	Pubs & Full On	Greene King	PR 7 4AB
Prince Of Wales	Marston's	Pubs & Full On	Marston's	PR 6 0QE
Flat Iron	Independent Free	Pubs & Full On	Independent Free	PR 7 1BH
Crown	Independent Free	Pubs & Full On	Independent Free	PR 7 1BY
Applejax	Independent Free	Proprietary Club	Independent Free	PR 7 1EA
Spinnners Arms	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 6 9EA
Rose & Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PR 7 1HP
Chorley Sub Bowl Green	Independent Free	Registered Club	Independent Free	PR 7 1LN
Chorley Masonic Hall	Independent Free	Registered Club	Independent Free	PR 7 2BN
St Georges Church Institute	Independent Free	Registered Club	Independent Free	PR 7 2DR
Black Horse	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 7 2LA
Colliers Arms Hotel	Independent Free	Pubs & Full On	Independent Free	PR 7 2LN
Chorely Theatre	Independent Free	Pubs & Full On	Independent Free	PR 7 2RL
Pearsons	Amber Taverns	Pubs & Full On	Amber Taverns	PR 7 2SE
St Marys Parish Centre	Independent Free	Registered Club	Independent Free	PR 7 2SR
Encore	Independent Free	Pubs & Full On	Independent Free	PR 7 2RP
White Bull Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 7 2SG
Lamplighter	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 7 2SQ
Sams	Independent Free	Pubs & Full On	Independent Free	PR 7 2TZ
Potters Arm	Independent Free	Pubs & Full On	Independent Free	PR 7 3BY
Chorley Football Club	Independent Free	Registered Club	Independent Free	PR 7 3DU
Plough Inn	Marston's	Pubs & Full On	Marston's	PR 7 3NE
Malt & Hops	Independent Free	Pubs & Full On	Independent Free	PR 6 0AH
Chorley Town Hall	Independent Free	Pubs & Full On	Independent Free	PR 7 1DP
Trader Jacks	Dorbiere	Pubs & Full On	Dorbiere	PR 7 1EP
Mitre	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PR 7 3NN
Railway Hotel	Marston's	Pubs & Full On	Marston's	PR 6 0RD
All Seasons Leisure Centre	Independent Free	Proprietary Club	Independent Free	PR 7 1EX
Prince Of Wales	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PR 7 1DB
Lost Bar	Independent Free	Pubs & Full On	Independent Free	PR 7 1BG
Cosmopolitan	Independent Free	Pubs & Full On	Independent Free	PR 7 2AA
Sir Henry Tate	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PR 7 1DB
Imperial	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	PR 7 1AB
Italian Cottage	Independent Free	Restaurant	Independent Free	PR 7 2EX
No 61 Craft Cask Pizza	Independent Free	Pubs & Full On	Independent Free	PR 7 2SN
La Rocca	Independent Free	Restaurant	Independent Free	PR 7 1EX
Cafe Ambio	Independent Free	Pubs & Full On	Independent Free	PR 7 1XA
Bob Inn	Independent Free	Pubs & Full On	Independent Free	PR 7 1DA
Latch Bar	Independent Free	Pubs & Full On	Independent Free	PR 7 1BU
Bootleggers	Independent Free	Pubs & Full On	Independent Free	PR 7 3AA
Piccolo	Independent Free	Restaurant	Independent Free	PR 7 3DX
Vujon Indian Dining Room	Independent Free	Restaurant	Independent Free	PR 7 3QG
Nelipots	Independent Free	Pubs & Full On	Independent Free	PR 7 1BU
Shed	Independent Free	Pubs & Full On	Independent Free	PR 7 1BG
Ale Station	Independent Free	Pubs & Full On	Independent Free	PR 7 1BS
Calico Lounge	Loungers	Pubs & Full On	Loungers	PR 7 1FD
Reel Cinema	Reel Cinemas Ltd	Pubs & Full On	Reel Cinemas Ltd	PR 7 1FD

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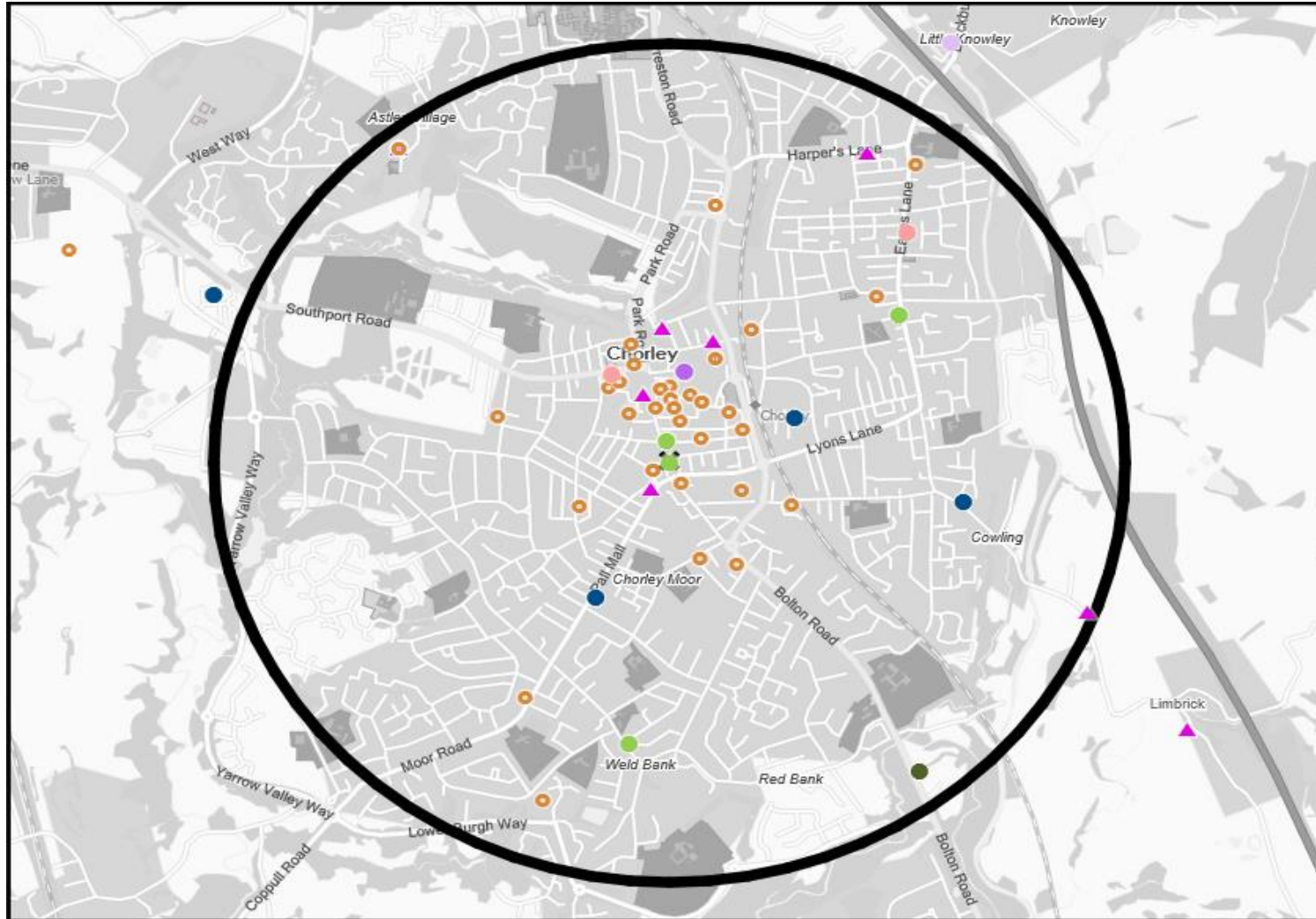
Name	Description	License Type	Owner Name	Postcode
Lucky 8 Rock N Blues	Independent Free	Pubs & Full On	Independent Free	PR 7 2EX
Escape Entertainment Venue	Independent Free	Proprietary Club	Independent Free	PR 7 1FD
Barrica In The Park	Independent Free	Pubs & Full On	Independent Free	PR 7 1XA
Riley's	Independent Free	Pubs & Full On	Independent Free	PR 7 1BN
Artisan	Independent Free	Pubs & Full On	Independent Free	PR 7 2AY
Clarkes Sabin	Independent Free	Pubs & Full On	Independent Free	PR 7 1BW
Panache Lounge	Independent Free	Pubs & Full On	Independent Free	PR 7 2SQ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04023_White Bull Hotel, Chorley, PR7 2SG (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: P04023_White Bull Hotel, Chorley, PR7 2SG (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,236	14.6	22.1	66		
2 Rising Prosperity	327	2.1	10.2	21		
3 Comfortable Communities	3,571	23.3	26.5	88		
4 Financially Stretched	5,607	36.5	23.7	154		
5 Urban Adversity	3,581	23.3	17.2	136		
6 Not Private Households	19	0.1	0.3	36		
Graph						
Total households	15,341					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

House tenure

Social renting

Children at home

3+

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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Area: P04023_White Bull Hotel, Chorley, PR7 2SG (1 Mile contour)
Base: Great Britain
Year: 2023

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	1,117	7.3	11.3	64			
1.C Mature Money	1,119	7.3	9.6	76			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	327	2.1	6.4	33			
3. Comfortable Communities							
3.F Countryside Communities	4	0.0	5.7	0			
3.G Successful Suburbs	777	5.1	6.0	85			
3.H Steady Neighbourhoods	1,282	8.4	7.4	113			
3.I Comfortable Seniors	583	3.8	2.9	133			
3.J Starting Out	925	6.0	4.6	132			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	2,654	17.3	8.0	217			
4.M Striving Families	1,684	11.0	7.4	147			
4.N Poorer Pensioners	1,269	8.3	5.8	144			
5. Urban Adversity							
5.O Young Hardship	2,011	13.1	6.3	210			
5.P Struggling Estates	666	4.3	5.7	76			
5.Q Difficult Circumstances	904	5.9	5.2	112			
6. Not Private Households							
6.R Not Private Households	19	0.1	0.3	36			
Total households	15,341						

Acorn Group Pen Portrait

6 Not Private Households

790k
UK Adults

1.5%
of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children's homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

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: P04023_White Bull Hotel, Chorley, PR7 2SG (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

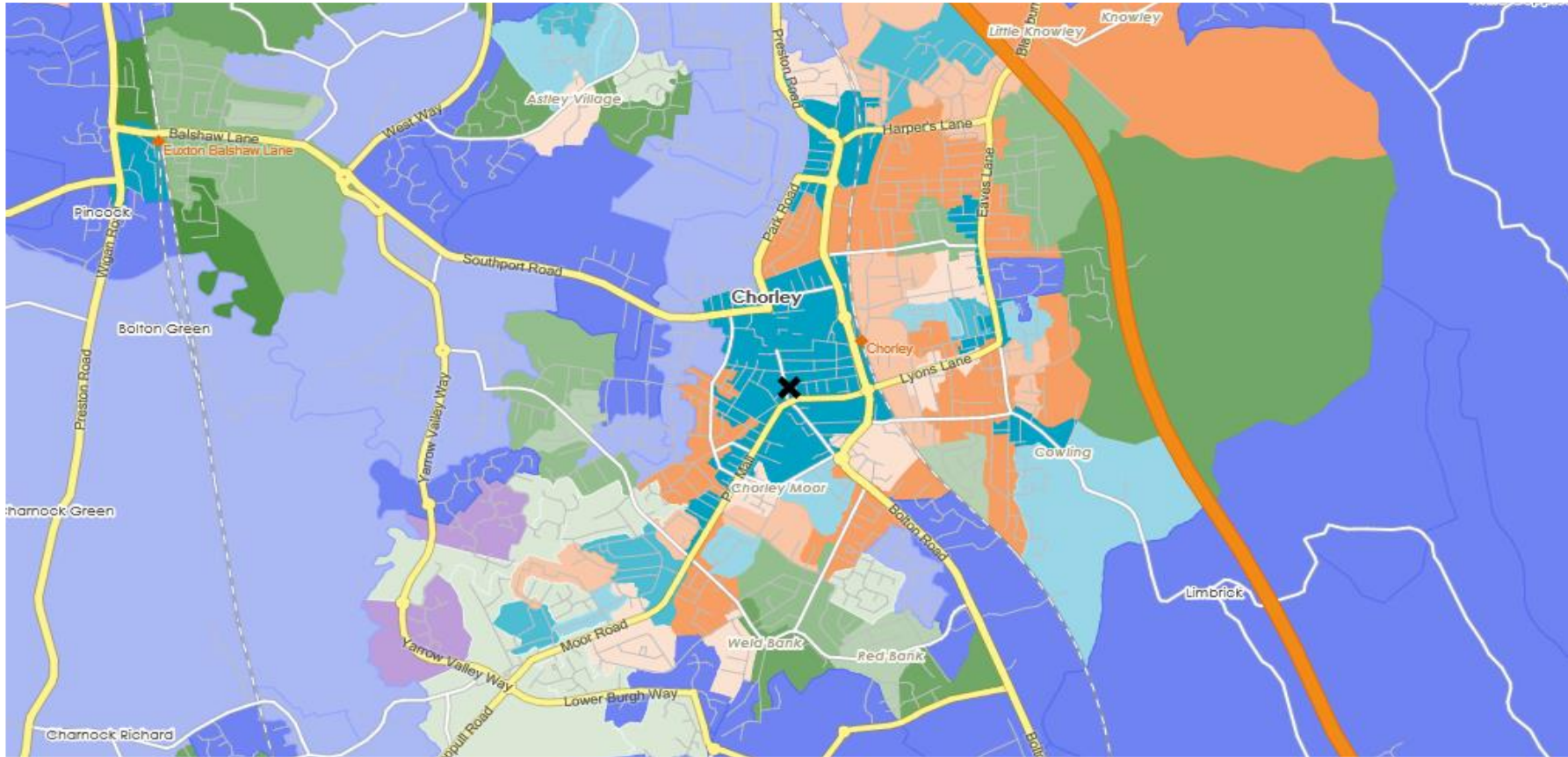
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	210	1.4	2.6	52			
1.B.5 Wealthy countryside commuters	25	0.2	2.5	7			
1.B.6 Financially comfortable families	663	4.3	2.2	194			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	32	0.2	1.5	14			
1.B.9 Well-off edge of towners	187	1.2	1.6	76			
1.C Mature Money							
1.C.10 Better-off villagers	9	0.1	3.1	2			
1.C.11 Settled suburbia, older people	844	5.5	2.8	195			
1.C.12 Retired and empty nesters	214	1.4	2.5	57			
1.C.13 Upmarket downsizers	52	0.3	1.3	26			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	34	0.2	2.0	11			
2.E.19 First time buyers in small, modern homes	293	1.9	3.4	56			
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	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	4	0.0	3.2	1			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	608	4.0	2.7	147			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	169	1.1	2.4	45			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,184	7.7	3.5	223			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	0			
3.H.29 Established suburbs, older families	97	0.6	2.3	27			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	548	3.6	2.4	151			
3.I.31 Elderly singles in purpose-built accommodation	35	0.2	0.5	47			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	249	1.6	2.2	75			
3.J.33 Smaller houses and starter homes	676	4.4	2.4	184			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	92	0.6	1.4	42			
4.L.38 Semi-skilled workers in traditional neighbourhoods	714	4.7	2.6	177			
4.L.39 Fading owner occupied terraces	1,848	12.0	2.9	413			
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	24	0.2	1.6	10			
4.M.42 Struggling young families in post-war terraces	389	2.5	1.6	155			
4.M.43 Families in right-to-buy estates	289	1.9	2.0	92			
4.M.44 Post-war estates, limited means	982	6.4	2.2	294			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	184	1.2	0.8	152			
4.N.46 Elderly people in social rented flats	267	1.7	1.0	169			
4.N.47 Low income older people in smaller semis	236	1.5	2.2	69			
4.N.48 Pensioners and singles in social rented flats	582	3.8	1.7	222			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	277	1.8	2.2	83			
5.O.50 Struggling younger people in mixed tenure	241	1.6	1.8	87			
5.O.51 Young people in small, low cost terraces	1,493	9.7	2.3	430			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	446	2.9	1.6	186			
5.P.53 Low income terraces	0	0.0	0.8	0			
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	220	1.4	1.6	90			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	39	0.3	1.5	17			
5.Q.58 Singles and young families, some receiving benefits	550	3.6	1.8	204			
5.Q.59 Deprived areas and high-rise flats	315	2.1	2.0	104			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	19	0.1	0.3	44			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	15,341						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04023_White Bull Hotel, Chorley, PR7 2SG (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
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

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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