

POPULATION PROJECTIONS

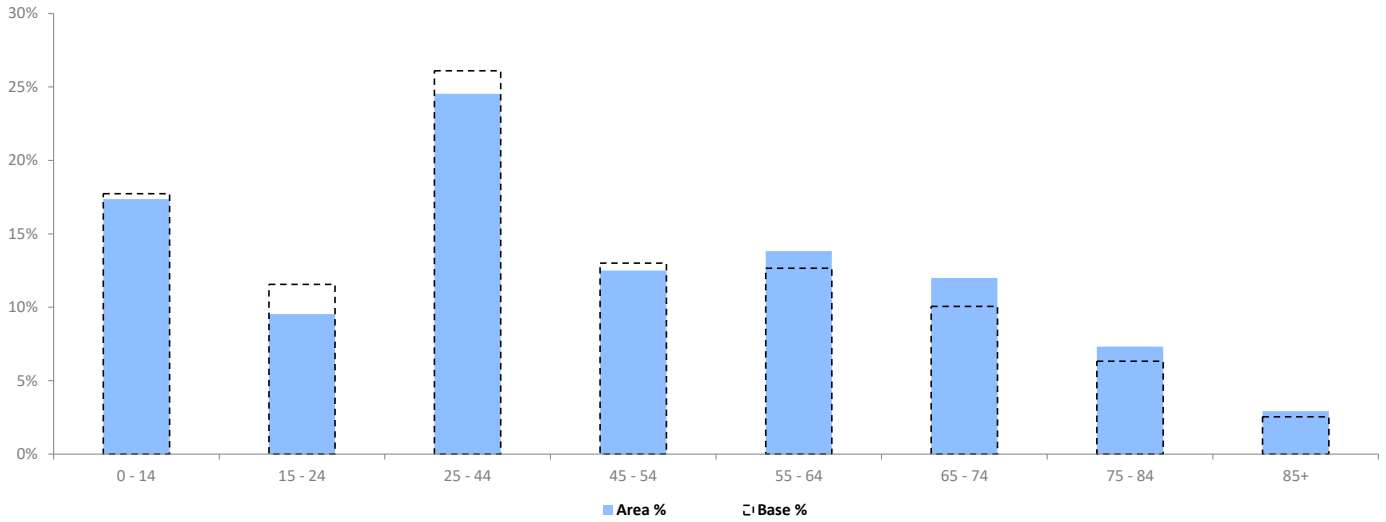
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Area: P04658_Crown, Melton Mowbray, LE13 1AE (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,177	17.4	17.7	98			
15 - 24	2,292	9.5	11.6	82			
25 - 44	5,899	24.5	26.1	94			
45 - 54	3,008	12.5	13.0	96			
55 - 64	3,325	13.8	12.7	109			
65 - 74	2,883	12.0	10.1	119			
75 - 84	1,762	7.3	6.3	116			
85+	702	2.9	2.5	115			
Total population	24,048						



CGA LICENCED PREMISES

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 Base: Great Britain
 Year: 2021

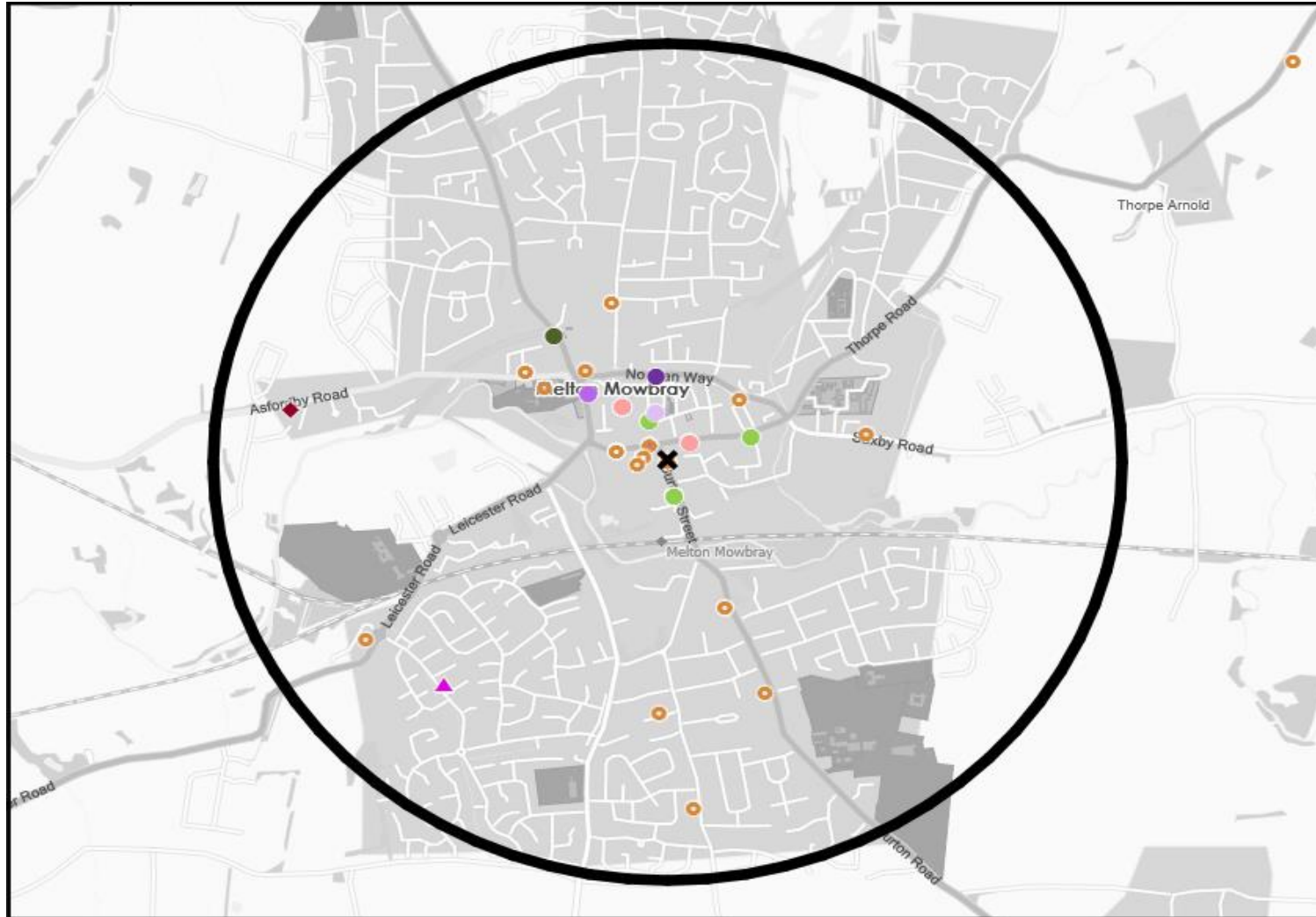
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	23	95.6	85.9	111			
Proprietary Club	4	16.6	8.2	203			
Registered Club	11	45.7	30.1	152			
Restaurant	10	41.6	35.3	118			
Residential	1	4.2	3.5	118			

Name	Description	License Type	Owner Name	Postcode
Polish Club	Independent Free	Registered Club	Independent Free	LE13 0AW
Melton & District Indoor Bowls	Independent Free	Registered Club	Independent Free	LE13 0DB
Cherry Tree	Milton Pubs and Taverns	Pubs & Full On	Milton Pubs and Taverns	LE13 0EW
Quorn Lodge Hotel	Independent Free	Residential	Independent Free	LE13 0HR
Sysonby Knoll Hotel	Unknown	Pubs & Full On	Unknown	LE13 0HP
Royal Air Force Association	Independent Free	Registered Club	Independent Free	LE13 0HR
Welby Hotel	Greene King	Pubs & Full On	Greene King	LE13 0NP
Simla	Independent Free	Restaurant	Independent Free	LE13 0PP
Hamilton Lawn Tennis	Independent Free	Registered Club	Independent Free	LE13 0RB
Boat Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE13 1AF
Crown Inn	Everards	Pubs & Full On	Everards	LE13 1AE
Harboro Hotel	Independent Free	Pubs & Full On	Independent Free	LE13 1AF
Anne Of Cleves	Everards	Pubs & Full On	Everards	LE13 1AF
Noels Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE13 1AE
Tandoori Knight	Independent Free	Restaurant	Independent Free	LE13 1AF
Melton Mowbray Sports Club	Independent Free	Registered Club	Independent Free	LE13 1BP
Freemasons Hall	Independent Free	Registered Club	Independent Free	LE13 1DL
Melton Mowbray Working Mens Club	Independent Free	Registered Club	Independent Free	LE13 1JE
Half Moon Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE13 1NW
White Lion Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE13 1NW
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LE13 1RB
White Hart	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE13 1RB
Soi	Independent Free	Restaurant	Independent Free	LE13 1RF
White Hart	Independent Free	Pubs & Full On	Independent Free	LE13 1XJ
Generous Briton	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE13 1XA
Black Swan	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE13 1XJ
Regal Cinema	Independent Free	Pubs & Full On	Independent Free	LE13 1XA
Grapes	Unknown	Pubs & Full On	Unknown	LE13 1XD
Melton Mowbray Snooker Club	Independent Free	Proprietary Club	Independent Free	LE13 1XD
Jasmine House	Independent Free	Restaurant	Independent Free	LE13 1XJ
Tubes Night Spot	Independent Free	Proprietary Club	Independent Free	LE13 1YE
Roadhouse Nightclub	Independent Free	Proprietary Club	Independent Free	LE13 1TT
Apurba	Independent Free	Restaurant	Independent Free	LE13 0PP
Cutting Room	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE13 1YE
Brooksby Hall	Independent Free	Registered Club	Independent Free	LE13 0HJ
La Torre	Independent Free	Restaurant	Independent Free	LE13 0PP
Melton Mowbray Rugby Club	Independent Free	Registered Club	Independent Free	LE13 1DJ
Market Tavern	Independent Free	Pubs & Full On	Independent Free	LE13 1JY
Kettleby Cross	Wetherspoons GB	Pubs & Full On	Wetherspoon	LE13 0UJ
Mamma Mia's	Independent Free	Restaurant	Independent Free	LE13 1YE
Cafe Italia	Independent Free	Restaurant	Independent Free	LE13 0PN
Purple Garlic	Independent Free	Restaurant	Independent Free	LE13 1AF
Egerton Park Cricket Club	Independent Free	Registered Club	Independent Free	LE13 0PT
King Edward VII Sports Centre	Independent Free	Proprietary Club	Independent Free	LE13 1DJ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	LE13 1JE
Gas Tap	Independent Free	Pubs & Full On	Independent Free	LE13 1AE
Montero Lounge	Loungers	Pubs & Full On	Loungers	LE13 1XJ
Pizzarium	Independent Free	Restaurant	Independent Free	LE13 1AF
Round Corner Brewing	Independent Free	Pubs & Full On	Independent Free	LE13 1JY

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04658_Crown, Melton Mowbray, LE13 1AE (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: P04658_Crown, Melton Mowbray, LE13 1AE (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,218	11.3	22.0	51		
2 Rising Prosperity	474	4.4	10.1	43		
3 Comfortable Communities	4,287	39.7	26.2	151		
4 Financially Stretched	3,119	28.9	23.7	122		
5 Urban Adversity	1,676	15.5	17.6	88		
6 Not Private Households	33	0.3	0.3	92		
Graph						
Total households	10,807					

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: P04658_Crown, Melton Mowbray, LE13 1AE (1 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	654	6.1	11.2	54			
1.C Mature Money	564	5.2	9.6	54			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	474	4.4	6.2	71			
3. Comfortable Communities							
3.F Countryside Communities	543	5.0	5.7	88			
3.G Successful Suburbs	1,157	10.7	5.9	182			
3.H Steady Neighbourhoods	1,490	13.8	7.4	187			
3.I Comfortable Seniors	475	4.4	2.9	151			
3.J Starting Out	622	5.8	4.3	132			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,384	12.8	7.9	162			
4.M Striving Families	801	7.4	7.5	98			
4.N Poorer Pensioners	934	8.6	5.9	146			
5. Urban Adversity							
5.O Young Hardship	794	7.3	6.1	120			
5.P Struggling Estates	495	4.6	6.1	75			
5.Q Difficult Circumstances	387	3.6	5.3	67			
6. Not Private Households							
6.R Not Private Households	33	0.3	0.3	92			
Total households	10,807						

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.3M UK Adults 8.1% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

- Age range: **35-54**
- Children at home: **2**
- House tenure: **Mortgaged**
- Family structure: **Couple with children**
- Number of beds: **3**
- House type: **Semi-detached**

FINANCIAL PROFILE

- Household Income: UK **£45k**, London **£50k**
Average: £40k, Average: £44k
- % Disposable Income: UK **47%**, London **42%**
Average: 44%, Average: 39%
- Financial situation: **Running into debt** to **Saving a lot**

KEY INTERNET USAGE

This group are more likely to **research days out online**

TECHNOLOGY USAGE

This group are more likely to **watch TV on demand through their TV set**

A B C D E F G H I J K L M N O P Q R

BRANDS

SHOPPING: RADLEY LONDON, schuh, FATFACE, joules

LEISURE: IGUANAS, Pizza Hut, Bella Italia, Zizzi Club

WEBSITES: Quidco, THE NATIONAL LOTTERY, GROUPON, sky

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 55%)
- Shopping online makes my life easier: **54%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **33%** (UK average: 34%)

KEY INTERNET USAGE

This group are more likely to **research days out online**

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

This group are more likely to **watch TV on demand through their TV set**

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

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Area: P04658_Crown, Melton Mowbray, LE13 1AE (1 Mile contour)
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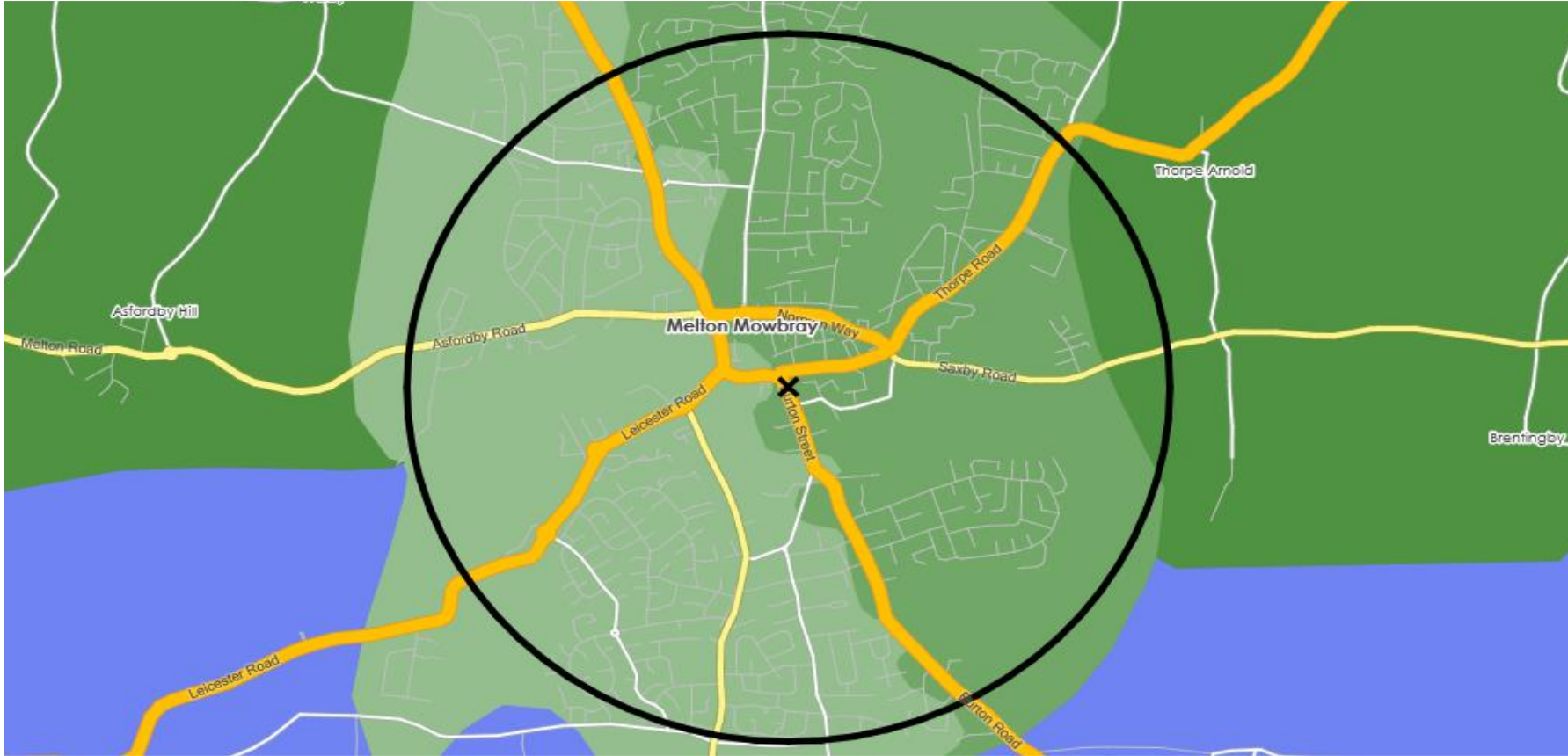
Sort by: Acorn Structure
 Index
 Profile %

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	441	4.1	2.6	156			
1.B.5 Wealthy countryside commuters	16	0.1	2.4	6			
1.B.6 Financially comfortable families	154	1.4	2.2	65			
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	43	0.4	1.6	25			
1.C Mature Money							
1.C.10 Better-off villagers	40	0.4	3.0	12			
1.C.11 Settled suburbia, older people	51	0.5	2.9	17			
1.C.12 Retired and empty nesters	427	4.0	2.5	159			
1.C.13 Upmarket downsizers	46	0.4	1.3	33			
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	350	3.2	1.9	172			
2.E.19 First time buyers in small, modern homes	124	1.1	3.3	35			
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	7	0.1	1.1	6			
3.F.23 Owner occupiers in small towns and villages	536	5.0	3.2	156			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	982	9.1	2.6	344			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	175	1.6	2.4	67			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,169	10.8	3.4	314			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	321	3.0	2.3	127			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	468	4.3	2.4	179			
3.I.31 Elderly singles in purpose-built accommodation	7	0.1	0.5	13			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	41	0.4	2.1	18			
3.J.33 Smaller houses and starter homes	581	5.4	2.3	239			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	138	1.3	1.4	91			
4.L.38 Semi-skilled workers in traditional neighbourhoods	853	7.9	2.6	300			
4.L.39 Fading owner occupied terraces	393	3.6	2.9	126			
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	66	0.6	1.6	38			
4.M.42 Struggling young families in post-war terraces	304	2.8	1.7	168			
4.M.43 Families in right-to-buy estates	356	3.3	2.1	159			
4.M.44 Post-war estates, limited means	75	0.7	2.2	32			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	72	0.7	0.8	85			
4.N.46 Elderly people in social rented flats	317	2.9	1.1	270			
4.N.47 Low income older people in smaller semis	484	4.5	2.3	197			
4.N.48 Pensioners and singles in social rented flats	61	0.6	1.8	32			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	177	1.6	2.1	76			
5.O.50 Struggling younger people in mixed tenure	314	2.9	1.7	166			
5.O.51 Young people in small, low cost terraces	303	2.8	2.3	124			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	396	3.7	1.6	226			
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	99	0.9	1.6	56			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	115	1.1	1.5	70			
5.Q.58 Singles and young families, some receiving benefits	142	1.3	1.8	73			
5.Q.59 Deprived areas and high-rise flats	130	1.2	2.0	59			
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	33	0.3	0.3	111			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,807						

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P04658_Crown, Melton Mowbray, LE13 1AE (1 Mile contour)



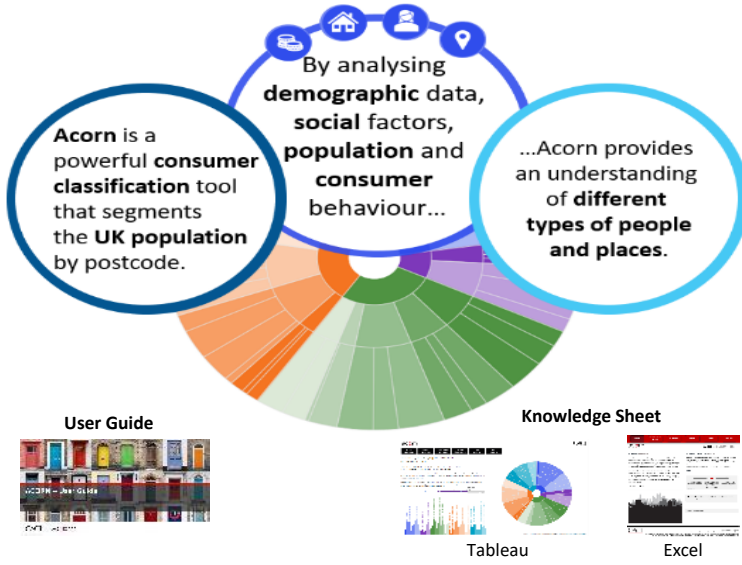
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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

