

CGA LICENCED PREMISES

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Area: P04158_Silver Ball, St. Columb, TR9 6RL (1 M)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	98.7	81.7	121			
Proprietary Club	2	49.3	7.3	677			
Registered Club	0	0.0	28.2	0			
Restaurant	1	24.7	32.1	77			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Trekenning Manor Tourist Park	Independent Free	Proprietary Club	Independent Free	TR 8 4JF
Ring Of Bells	Independent Free	Pubs & Full On	Independent Free	TR 9 6AT
Coaching Inn	Independent Free	Pubs & Full On	Independent Free	TR 9 6AT
Silver Ball	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TR 9 6RL
Red Lion	Independent Free	Pubs & Full On	Independent Free	TR 9 6AL
Southleigh Manor	Independent Free	Proprietary Club	Independent Free	TR 9 6HY
Ring O Bells	Independent Free	Restaurant	Independent Free	TR 9 6SZ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04158_Silver Ball, St. Columb, TR9 6RL (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: P04158_Silver Ball, St. Columb, TR9 6RL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	76	4.5	22.1	21		
2 Rising Prosperity	52	3.1	10.2	31		
3 Comfortable Communities	781	46.7	26.5	176		
4 Financially Stretched	651	38.9	23.7	164		
5 Urban Adversity	112	6.7	17.2	39		
6 Not Private Households	0	0.0	0.3	0		
Total households	1,672					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% 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

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P04158_Silver Ball, St. Columb, TR9 6RL (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	35	2.1	11.3	18			
1.C Mature Money	41	2.5	9.6	25			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	52	3.1	6.4	49			
3. Comfortable Communities							
3.F Countryside Communities	414	24.8	5.7	432			
3.G Successful Suburbs	217	13.0	6.0	218			
3.H Steady Neighbourhoods	38	2.3	7.4	31			
3.I Comfortable Seniors	103	6.2	2.9	216			
3.J Starting Out	9	0.5	4.6	12			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	240	14.4	8.0	180			
4.M Striving Families	244	14.6	7.4	196			
4.N Poorer Pensioners	167	10.0	5.8	173			
5. Urban Adversity							
5.O Young Hardship	30	1.8	6.3	29			
5.P Struggling Estates	76	4.5	5.7	80			
5.Q Difficult Circumstances	6	0.4	5.2	7			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	1,672						

Acorn Group Pen Portrait

4 K Student Life 1.6M UK Adults 3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

CORE DEMOGRAPHICS

Age range 18-24	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 4+	House type Flat or maisonette

BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

DIGITAL

ATTITUDES I worry about online security 58% <small>UK average: 48%</small>	Shopping online makes my life easier 68% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 44% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income UK: £33k <small>Average: £40k</small> London: £36k <small>Average: £46k</small>	% Disposable income UK: 26% <small>Average: 43%</small> London: 16% <small>Average: 29%</small>	Financial situation
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TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04158_Silver Ball, St. Columb, TR9 6RL (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	2	0.1	2.6	5			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	33	2.0	2.2	89			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	21	1.3	2.5	51			
1.C.13 Upmarket downsizers	20	1.2	1.3	93			
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	52	3.1	2.0	157			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	58	3.5	1.0	345			
3.F.23 Owner occupiers in small towns and villages	356	21.3	3.2	663			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	123	7.4	2.7	273			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	94	5.6	2.4	232			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	38	2.3	2.3	97			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	103	6.2	2.4	260			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	9	0.5	2.4	22			
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	69	4.1	1.4	286			
4.L.38 Semi-skilled workers in traditional neighbourhoods	128	7.7	2.6	291			
4.L.39 Fading owner occupied terraces	43	2.6	2.9	88			
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	186	11.1	1.6	698			
4.M.42 Struggling young families in post-war terraces	45	2.7	1.6	164			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	13	0.8	2.2	36			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	62	3.7	0.8	471			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	94	5.6	2.2	252			
4.N.48 Pensioners and singles in social rented flats	11	0.7	1.7	39			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	30	1.8	1.8	100			
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	68	4.1	1.6	260			
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	8	0.5	1.6	30			
5.Q Difficult Circumstances							
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	6	0.4	1.8	20			
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	0	0.0	0.1	0			
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	1,672						

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P04158_Silver Ball, St. Columb, TR9 6RL (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

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

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

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.



MAP OF AREA

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