

CGA LICENCED PREMISES

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Area: P01071_New Crown Inn, Newton Heath, M4
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	44.5	81.7	54			
Proprietary Club	0	0.0	7.3	0			
Registered Club	6	19.1	28.2	68			
Restaurant	2	6.4	32.1	20			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
New Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 40 2JN
Railway Hotel	Holt	Pubs & Full On	Holt	M 40 3AE
Church Inn	Holt	Pubs & Full On	Holt	M 40 1JB
Horseshoe	Independent Free	Pubs & Full On	Independent Free	M 40 1GJ
Newton Heath Working Mens Club	Independent Free	Registered Club	Independent Free	M 40 2JN
Newton Heath Catholic Mens Club	Independent Free	Registered Club	Independent Free	M 40 1LY
Lightbowne Hotel	Unknown	Pubs & Full On	Unknown	M 40 5HQ
Newton Heath Cricket Club	Independent Free	Registered Club	Independent Free	M 40 1GB
Windmill	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	M 35 0QH
Desi Lounge Restaurant	Independent Free	Restaurant	Independent Free	M 35 0HB
Bricklayers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 35 0DL
Mowbray Arms	Amber Taverns	Pubs & Full On	Amber Taverns	M 35 0EN
Mare & Foal	Marston's	Pubs & Full On	Marston's	M 35 0ES
Failsworth Home Guard Old Comrades A	Independent Free	Registered Club	Independent Free	M 35 0HY
Nelson Tavern	Ei Group	Pubs & Full On	Ei Group	M 35 0PW
Church Of The Holy Family	Independent Free	Registered Club	Independent Free	M 35 0QS
White Lion	Unknown	Pubs & Full On	Unknown	M 40 2JF
Millgate	JW Lees	Pubs & Full On	JW Lees	M 35 0ES
Heath Club	Independent Free	Registered Club	Independent Free	M 40 1GL
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	M 40 2BS
Failsworth T.A Centre	Independent Free	Pubs & Full On	Independent Free	M 35 0BH
Ash Tree Farm	Independent Free	Restaurant	Independent Free	M 40 1PL

MAP OF AREA

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 Source: OS Open Data 2018

Area: P01071_New Crown Inn, Newton Heath, M40 2JN (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: P01071_New Crown Inn, Newton Heath, M40 2JN (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	24	0.2	22.1	1		
2 Rising Prosperity	56	0.4	10.2	4		
3 Comfortable Communities	2,781	20.8	26.5	79		
4 Financially Stretched	3,137	23.5	23.7	99		
5 Urban Adversity	7,307	54.7	17.2	318		
6 Not Private Households	46	0.3	0.3	100		
Total households		13,351				

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK

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.

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:

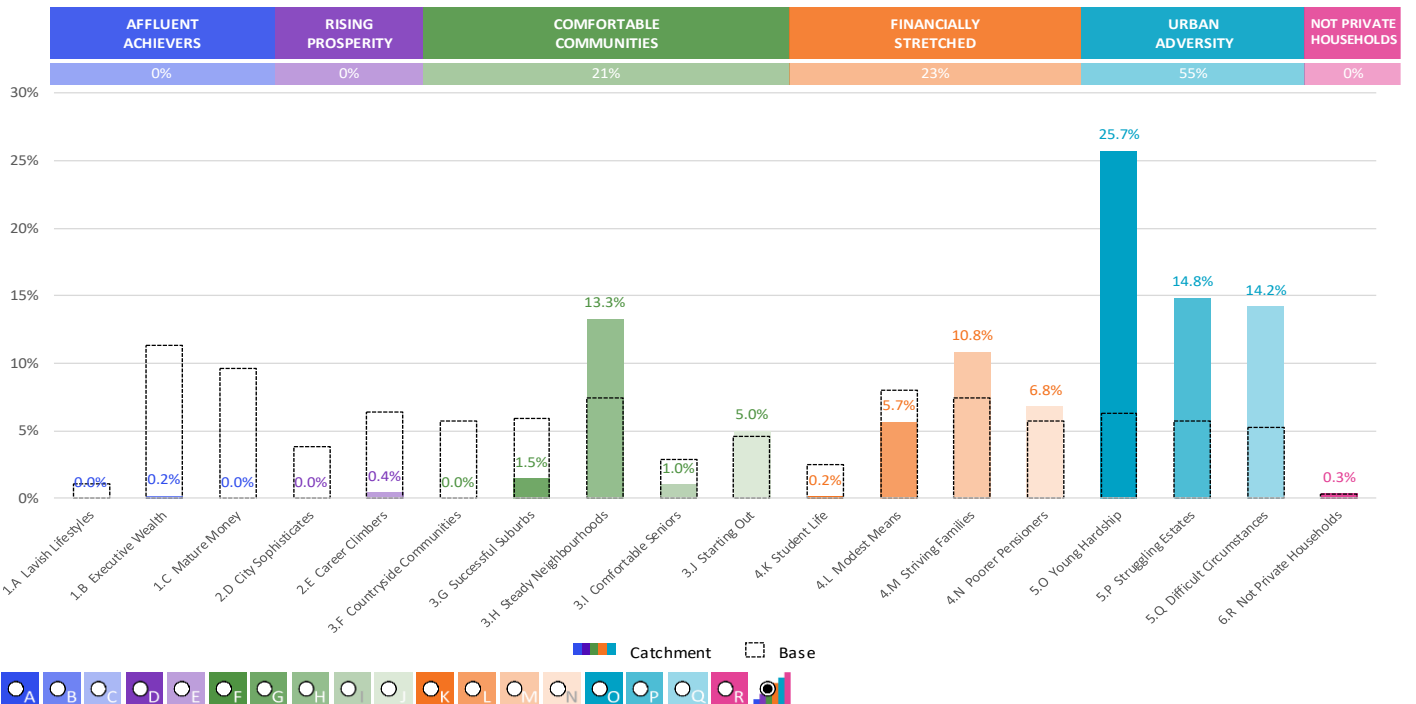
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01071_New Crown Inn, Newton Heath, M40 2JN (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	24	0.2	11.3	2			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	56	0.4	6.4	7			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	198	1.5	6.0	25			
3.H Steady Neighbourhoods	1,774	13.3	7.4	179			
3.I Comfortable Seniors	137	1.0	2.9	36			
3.J Starting Out	672	5.0	4.6	111			
4. Financially Stretched							
4.K Student Life	22	0.2	2.5	7			
4.L Modest Means	757	5.7	8.0	71			
4.M Striving Families	1,448	10.8	7.4	146			
4.N Poorer Pensioners	910	6.8	5.8	118			
5. Urban Adversity							
5.O Young Hardship	3,430	25.7	6.3	411			
5.P Struggling Estates	1,980	14.8	5.7	260			
5.Q Difficult Circumstances	1,897	14.2	5.2	271			
6. Not Private Households							
6.R Not Private Households	46	0.3	0.3	100			
Total households	13,351						

Acorn Group Graph



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

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Area: P01071_New Crown Inn, Newton Heath, M40 2JN (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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	24	0.2	2.2	8			
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	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	56	0.4	3.4	12			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	189	1.4	2.7	52			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	9	0.1	2.4	3			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,692	12.7	3.5	366			
3.H.28 Owner occupied terraces, average income	37	0.3	1.6	17			
3.H.29 Established suburbs, older families	45	0.3	2.3	14			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	137	1.0	2.4	43			
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	484	3.6	2.2	168			
3.J.33 Smaller houses and starter homes	188	1.4	2.4	59			
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	22	0.2	1.9	9			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	28	0.2	1.4	15			
4.L.38 Semi-skilled workers in traditional neighbourhoods	451	3.4	2.6	128			
4.L.39 Fading owner occupied terraces	278	2.1	2.9	71			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	38	0.3	1.6	17			
4.M.43 Families in right-to-buy estates	463	3.5	2.0	170			
4.M.44 Post-war estates, limited means	947	7.1	2.2	326			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	77	0.6	0.8	73			
4.N.46 Elderly people in social rented flats	361	2.7	1.0	262			
4.N.47 Low income older people in smaller semis	243	1.8	2.2	81			
4.N.48 Pensioners and singles in social rented flats	229	1.7	1.7	101			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	115	0.9	2.2	39			
5.O.50 Struggling younger people in mixed tenure	464	3.5	1.8	193			
5.O.51 Young people in small, low cost terraces	2,851	21.4	2.3	943			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	914	6.8	1.6	438			
5.P.53 Low income terraces	4	0.0	0.8	4			
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	1,062	8.0	1.6	497			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	74	0.6	1.5	37			
5.Q.58 Singles and young families, some receiving benefits	1,291	9.7	1.8	549			
5.Q.59 Deprived areas and high-rise flats	532	4.0	2.0	202			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	3	0.0	0.1	38			
6.R.61 Inactive communal population	43	0.3	0.3	113			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	13,351						

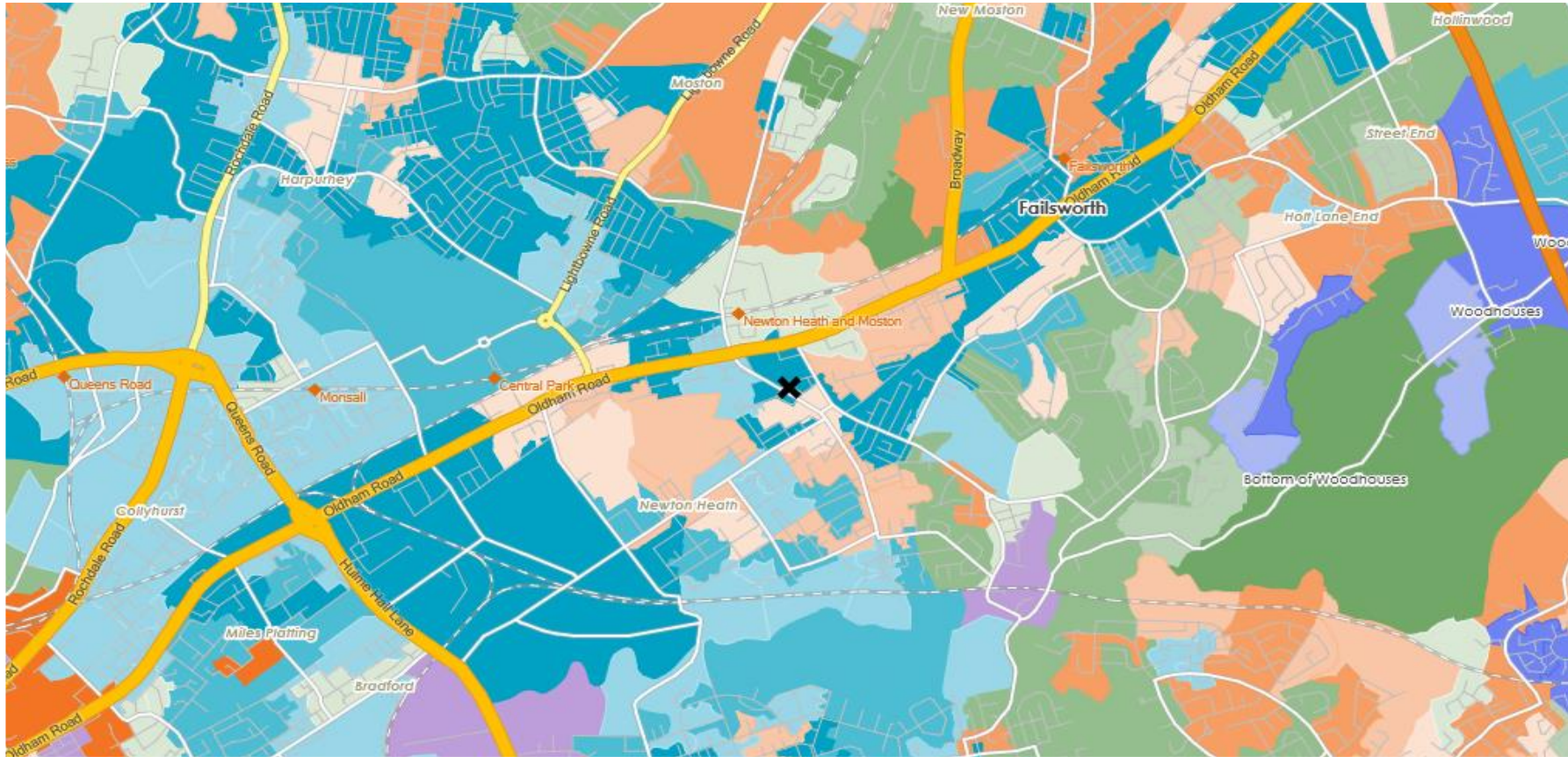
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01071_New Crown Inn, Newton Heath, M40 2JN (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

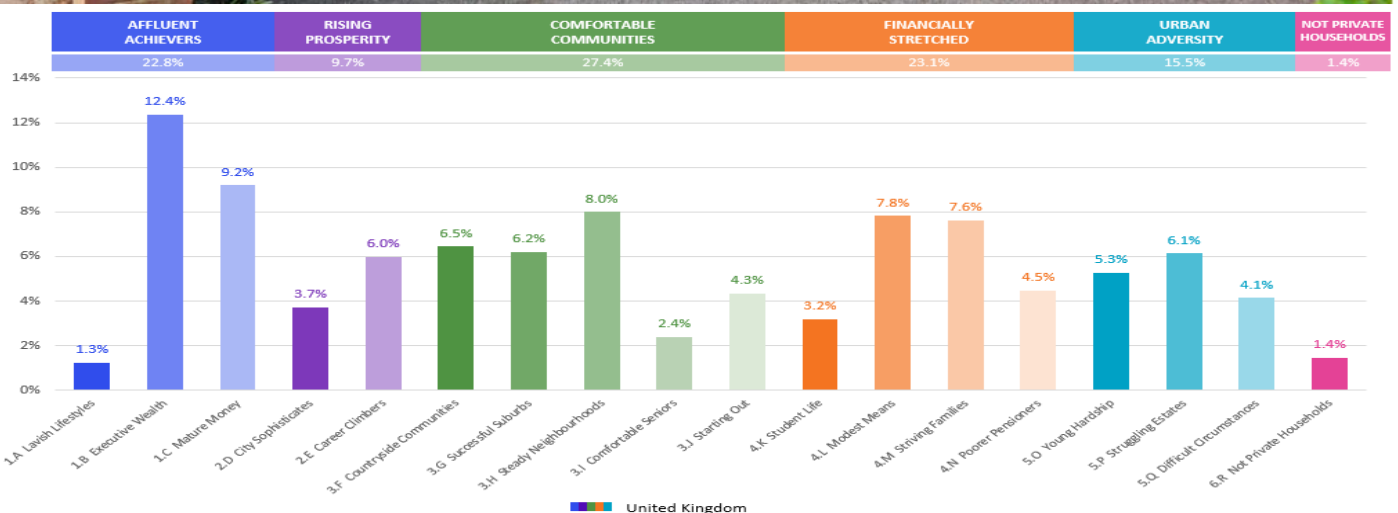
House tenure: Owned outright

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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