

CGA LICENCED PREMISES

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Area: P00070_Barley Mow, Bedford, MK40 1EZ (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	53	120.5	81.7	148			
Proprietary Club	5	11.4	7.3	156			
Registered Club	13	29.6	28.2	105			
Restaurant	38	86.4	32.1	269			
Residential	2	4.5	2.7	170			

Name	Description	License Type	Owner Name	Postcode
Kent Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK41 7RQ
Pen & Cob	Independent Free	Restaurant	Independent Free	MK40 1RW
George & Dragon	Greene King	Pubs & Full On	Greene King	MK40 3EU
Flower Pot	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK40 2RB
Keys	Unknown	Pubs & Full On	Unknown	MK40 1RZ
Astons	Independent Free	Proprietary Club	Independent Free	MK40 1SP
Barley Mow	Independent Free	Pubs & Full On	Independent Free	MK40 1EZ
Ship Inn	Wells & Co	Pubs & Full On	Wells & Co	MK40 2QH
Tavistock	Independent Free	Pubs & Full On	Independent Free	MK40 2SB
Mill Hotel	Wells & Co	Pubs & Full On	Wells & Co	MK40 3HD
Chef Beijing	Independent Free	Restaurant	Independent Free	MK40 3NU
Grafton Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK40 1DN
Raf Association Club	Independent Free	Registered Club	Independent Free	MK40 1EA
Bedford United Trade Union Club	Independent Free	Registered Club	Independent Free	MK40 1JA
Polish Club	Independent Free	Registered Club	Independent Free	MK40 1JB
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	MK40 1RN
Rose	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK40 1RY
La Fontana Pizzeria	Independent Free	Restaurant	Independent Free	MK40 1AL
Bedford Corn Exchange	Independent Free	Pubs & Full On	Independent Free	MK40 1SL
Standard	Independent Free	Pubs & Full On	Independent Free	MK40 1SP
Kalooki Club	Independent Free	Registered Club	Independent Free	MK40 2AZ
Shakespeare Hotel	Independent Free	Residential	Independent Free	MK40 2DX
Edwardian House Hotel	Independent Free	Residential	Independent Free	MK40 2DZ
Balloon	Unknown	Pubs & Full On	Unknown	MK40 2ET
North End Working Mens Club	Independent Free	Registered Club	Independent Free	MK41 7TW
Wellington Arms	B & T Brewery	Pubs & Full On	B & T Brewery	MK40 2JX
Pizza Express	Hony Capital	Restaurant	Hony Capital	MK40 2NN
Three Rooms	Independent Free	Restaurant	Independent Free	MK40 2NR
Esquires Night Club	Independent Free	Proprietary Club	Independent Free	MK40 2QG
Magna Tandoori Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RD
Foresters Arms	Wells & Co	Pubs & Full On	Wells & Co	MK40 2SF
New Bombay	Independent Free	Restaurant	Independent Free	MK40 2SR
Amber Combo	Independent Free	Restaurant	Independent Free	MK40 2TJ
De Parys Hotel	Wells & Co	Pubs & Full On	Wells & Co	MK40 2UA
Bedford Club	Independent Free	Registered Club	Independent Free	MK40 2TX
Riverside Lawn Tennis Club	Independent Free	Registered Club	Independent Free	MK40 3EA
Executive Snooker Club	Independent Free	Proprietary Club	Independent Free	MK40 3HZ
Three Cups	Greene King	Pubs & Full On	Greene King	MK40 3JR
Ship	Greene King	Pubs & Full On	Greene King	MK40 3JB
Castle	Wells & Co	Pubs & Full On	Wells & Co	MK40 3JR
Russell Park W M Social Club & Institute	Independent Free	Registered Club	Independent Free	MK40 3ND
Bedford Rugby Club	Independent Free	Registered Club	Independent Free	MK40 3NE
Bedford Borough Bowling Club	Independent Free	Registered Club	Independent Free	MK40 3NF
Radhuni Embankment Restaurant	Independent Free	Restaurant	Independent Free	MK40 3PD
Gordon Arms	Wells & Co	Pubs & Full On	Wells & Co	MK40 3QY
Devonshire Arms	Wells & Co	Pubs & Full On	Wells & Co	MK40 3TB
Queen	Unknown	Pubs & Full On	Unknown	MK40 4DX
A Different Brew	Independent Free	Pubs & Full On	Independent Free	MK41 7PJ
Burnaby Arms	Wells & Co	Pubs & Full On	Wells & Co	MK41 7RU
Skyline Restaurant	Independent Free	Registered Club	Independent Free	MK42 9AH
Kings Arms	Greene King	Pubs & Full On	Greene King	MK42 0AS
Bedford Centre Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	MK42 0AR
Il Castello	Independent Free	Restaurant	Independent Free	MK42 0AS

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Residential	2	4.5	2.7	170			

Name	Description	License Type	Owner Name	Postcode
Gardeners Arms	Unknown	Pubs & Full On	Unknown	MK42 9HS
Bear	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	MK40 1NN
Bedford Sports & Hockey Centre	Independent Free	Proprietary Club	Independent Free	MK40 4HL
Star Rowing Club	Independent Free	Registered Club	Independent Free	MK40 1QS
Bedford Rowing Club	Independent Free	Registered Club	Independent Free	MK42 0AX
Pilgrims Progress	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	MK40 1QB
Boujee Bar & Grill	Independent Free	Restaurant	Independent Free	MK40 1NN
Indian Summer	Independent Free	Restaurant	Independent Free	MK40 2RR
Bar Citrus	Wells & Co	Pubs & Full On	Wells & Co	MK40 1LA
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	MK40 1NU
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	MK40 1RZ
Grand Indian Tandoori Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RB
Royal Gurkha	Independent Free	Restaurant	Independent Free	MK40 2RD
Legends Sports Bar	Independent Free	Pubs & Full On	Independent Free	MK40 2RR
Park	Front Line Inns Ltd	Pubs & Full On	Wells & Co	MK40 2PF
Rice	Independent Free	Restaurant	Independent Free	MK40 3JG
Siam Heaven Thai Restaurant	Independent Free	Restaurant	Independent Free	MK40 2TH
Bangkok Thai Restaurant	Independent Free	Restaurant	Independent Free	MK40 2RP
Eatalia	Independent Free	Restaurant	Independent Free	MK40 1NN
Vogue	Independent Free	Pubs & Full On	Independent Free	MK40 1RZ
Nazar	Independent Free	Restaurant	Independent Free	MK40 1RN
Faces Bar And Lounge	Independent Free	Pubs & Full On	Independent Free	MK40 1NT
Harko Oriental Buffet	Independent Free	Restaurant	Independent Free	MK40 1LD
Auction Room	Independent Free	Pubs & Full On	Independent Free	MK40 3HR
Cappuccino Bar	Independent Free	Restaurant	Independent Free	MK40 3JR
Place	Independent Free	Pubs & Full On	Independent Free	MK40 3DE
Pizzeria Santaniello	Independent Free	Restaurant	Independent Free	MK40 3JR
Man Do Restaurant	Independent Free	Restaurant	Independent Free	MK40 1DW
Amici	Independent Free	Restaurant	Independent Free	MK40 2PN
Carumbar	Independent Free	Restaurant	Independent Free	MK40 3HS
Fatcap Smokehouse	Independent Free	Restaurant	Independent Free	MK40 3NT
Baja	Independent Free	Restaurant	Independent Free	MK40 3NT
Embankment Hotel	Peach Pub Company	Pubs & Full On	Wells & Co	MK40 3PD
Eagle Brewery	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	MK40 4LU
Decant Wine And Cheese Bar	Independent Free	Restaurant	Independent Free	MK40 3US
Thali And Tandoor	Independent Free	Restaurant	Independent Free	MK40 3HD
Higgins Bedford	Independent Free	Pubs & Full On	Independent Free	MK40 3XD
Shan-E-Punjab	Independent Free	Restaurant	Independent Free	MK42 9HG
Herd	Independent Free	Pubs & Full On	Independent Free	MK40 3JG
Quarry Theatre	Independent Free	Pubs & Full On	Independent Free	MK40 2NN
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	MK40 1AS
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	MK40 1NY
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	MK40 1AS
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	MK40 1AS
Albero Lounge	Loungers	Pubs & Full On	Loungers	MK40 1AY
Wagamama	Restaurant Group	Restaurant	Restaurant Group	MK40 1AS
Tennyson House	Independent Free	Pubs & Full On	Independent Free	MK40 2ED
Central Square	Independent Free	Pubs & Full On	Independent Free	MK40 1LD
Lane	Independent Free	Pubs & Full On	Independent Free	MK40 3NT
Blue Glass	Independent Free	Restaurant	Independent Free	MK40 2PN
3 St Peters Street	Independent Free	Proprietary Club	Independent Free	MK40 2PN
Bridges Espresso Bar	Independent Free	Restaurant	Independent Free	MK40 1AR
Brewpoint	Wells & Co	Pubs & Full On	Wells & Co	MK41 7FY

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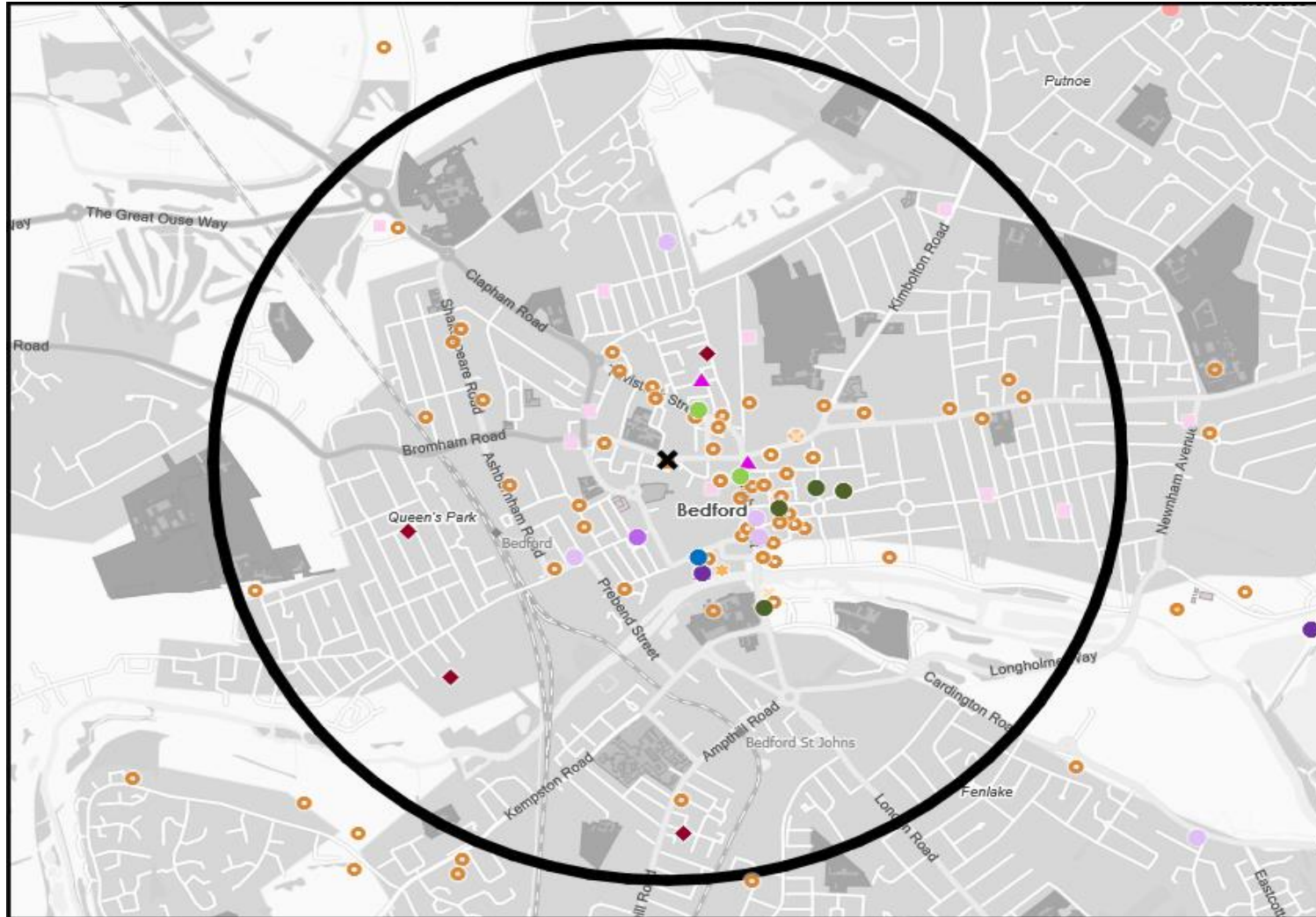
Name	Description	License Type	Owner Name	Postcode
Mimos	Independent Free	Restaurant	Independent Free	MK40 3JG
Naughty Pizza	Independent Free	Restaurant	Independent Free	MK40 1AR
Bedford Swan	Independent Free	Pubs & Full On	Independent Free	MK40 1RW
Olive Tree	Independent Free	Restaurant	Independent Free	MK40 1AS
Cellar Bar	Independent Free	Pubs & Full On	Independent Free	MK40 1NE

MAP OF AREA

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Source: OS Open Data 2018

Area: P00070_Barley Mow, Bedford, MK40 1EZ (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: P00070_Barley Mow, Bedford, MK40 1EZ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,916	10.4	22.1	47		
2 Rising Prosperity	2,069	11.2	10.2	110		
3 Comfortable Communities	3,753	20.4	26.5	77		
4 Financially Stretched	5,133	27.9	23.7	118		
5 Urban Adversity	5,337	29.0	17.2	169		
6 Not Private Households	210	1.1	0.3	331		
Graph						
Total households	18,418					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

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: P00070_Barley Mow, Bedford, MK40 1EZ (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	15	0.1	1.1	7		
1.B Executive Wealth	1,116	6.1	11.3	53		
1.C Mature Money	785	4.3	9.6	44		
2. Rising Prosperity						
2.D City Sophisticates	125	0.7	3.8	18		
2.E Career Climbers	1,944	10.6	6.4	166		
3. Comfortable Communities						
3.F Countryside Communities	2	0.0	5.7	0		
3.G Successful Suburbs	742	4.0	6.0	68		
3.H Steady Neighbourhoods	572	3.1	7.4	42		
3.I Comfortable Seniors	151	0.8	2.9	29		
3.J Starting Out	2,286	12.4	4.6	273		
4. Financially Stretched						
4.K Student Life	2,289	12.4	2.5	496		
4.L Modest Means	1,916	10.4	8.0	130		
4.M Striving Families	370	2.0	7.4	27		
4.N Poorer Pensioners	558	3.0	5.8	53		
5. Urban Adversity						
5.O Young Hardship	3,374	18.3	6.3	293		
5.P Struggling Estates	309	1.7	5.7	29		
5.Q Difficult Circumstances	1,654	9.0	5.2	171		
6. Not Private Households						
6.R Not Private Households	210	1.1	0.3	331		
Total households	18,418					

Acorn Group Pen Portrait

5 P Struggling Estates

3.4M
UK Adults

6.5%
of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, Greggs

WEBSITES: Hungry Horse, very, JUST EAT, sky sports

FINANCIAL PROFILE

Household income: UK £28k, London £32k (Averages: £40k, £48k)

% Disposable income: UK 30%, London 28% (Averages: 43%, 29%)

Financial situation: Running into debt to Saving a lot

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

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Area: P00070_Barley Mow, Bedford, MK40 1EZ (1 Mile contour)
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Sort by: Corn Structure
 Index
 Profile %

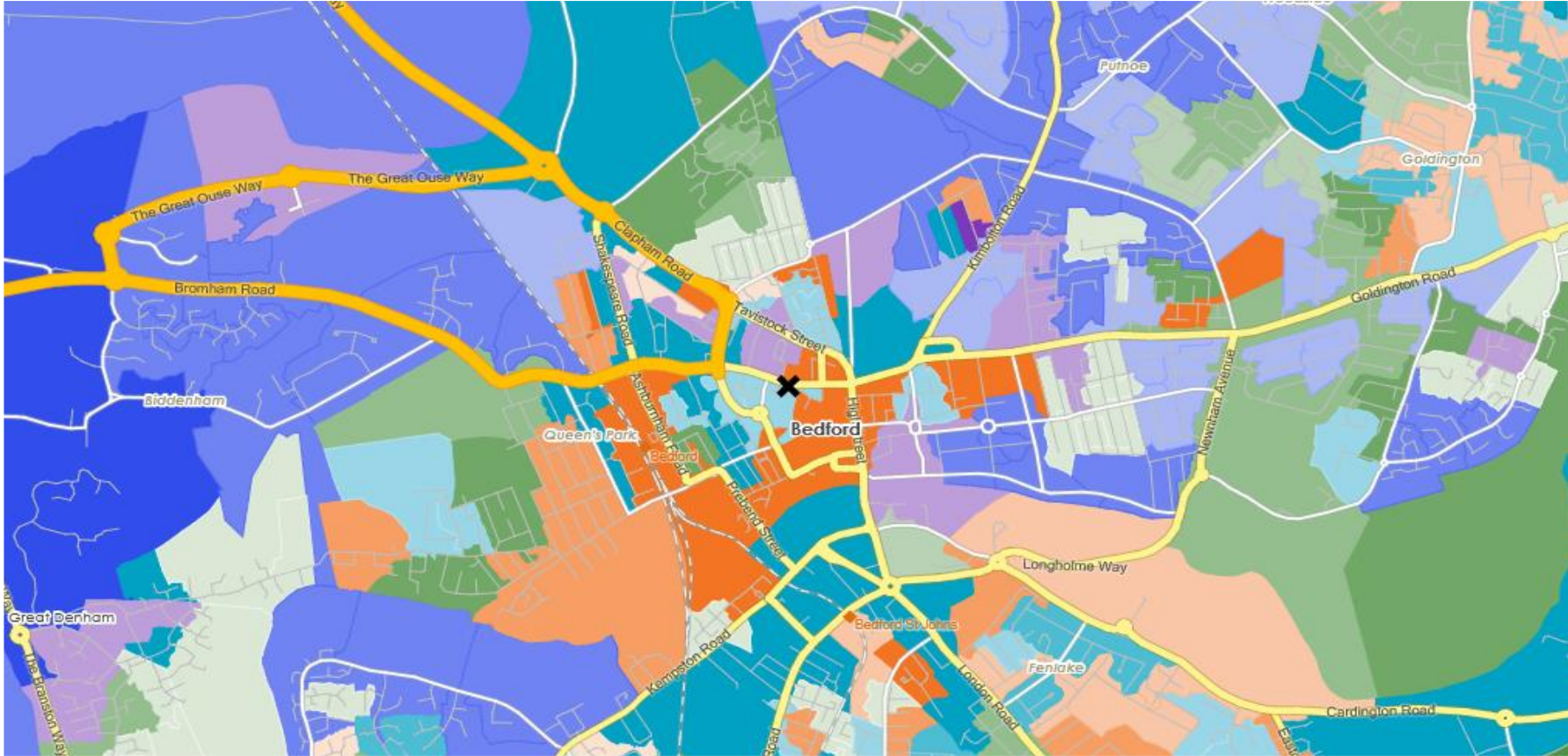
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	15	0.1	0.9	9			
1.B Executive Wealth							
1.B.4 Asset rich families	155	0.8	2.6	32			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	62	0.3	2.2	15			
1.B.7 Affluent professionals	275	1.5	0.9	175			
1.B.8 Prosperous suburban families	551	3.0	1.5	195			
1.B.9 Well-off edge of towners	73	0.4	1.6	25			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	540	2.9	2.8	104			
1.C.12 Retired and empty nesters	7	0.0	2.5	2			
1.C.13 Upmarket downsizers	238	1.3	1.3	100			
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	125	0.7	1.0	70			
2.E Career Climbers							
2.E.18 Career driven young families	72	0.4	2.0	20			
2.E.19 First time buyers in small, modern homes	1,785	9.7	3.4	286			
2.E.20 Mixed metropolitan areas	87	0.5	1.0	47			
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	2	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	236	1.3	2.7	48			
3.G.25 Larger family homes, multi-ethnic areas	442	2.4	0.8	288			
3.G.26 Semi-professional families, owner occupied neighbourhoods	64	0.3	2.4	14			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	122	0.7	3.5	19			
3.H.28 Owner occupied terraces, average income	326	1.8	1.6	110			
3.H.29 Established suburbs, older families	124	0.7	2.3	29			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	151	0.8	0.5	169			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	2,013	10.9	2.2	508			
3.J.33 Smaller houses and starter homes	273	1.5	2.4	62			
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	2,289	12.4	1.9	646			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	261	1.4	1.4	98			
4.L.38 Semi-skilled workers in traditional neighbourhoods	80	0.4	2.6	17			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	1,575	8.6	1.0	861			
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	73	0.4	1.6	24			
4.M.43 Families in right-to-buy estates	279	1.5	2.0	74			
4.M.44 Post-war estates, limited means	18	0.1	2.2	4			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	30	0.2	0.8	21			
4.N.46 Elderly people in social rented flats	489	2.7	1.0	258			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	39	0.2	1.7	12			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	2,216	12.0	2.2	550			
5.O.50 Struggling younger people in mixed tenure	716	3.9	1.8	216			
5.O.51 Young people in small, low cost terraces	442	2.4	2.3	106			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	18	0.1	1.6	6			
5.P.53 Low income terraces	24	0.1	0.8	16			
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	267	1.4	1.6	91			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	602	3.3	1.5	217			
5.Q.58 Singles and young families, some receiving benefits	191	1.0	1.8	59			
5.Q.59 Deprived areas and high-rise flats	861	4.7	2.0	237			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	15	0.1	0.1	137			
6.R.61 Inactive communal population	195	1.1	0.3	372			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	18,418						

DOMINANT ACORN GROUP - HOUSEHOLDS

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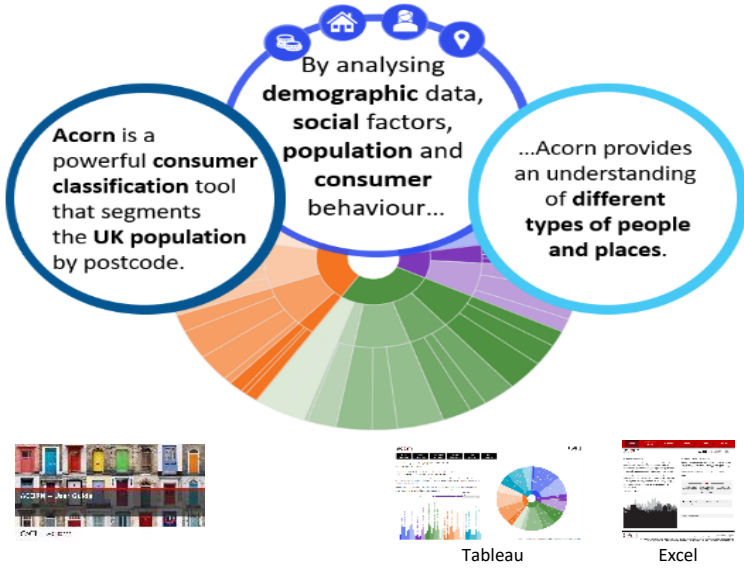
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

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**

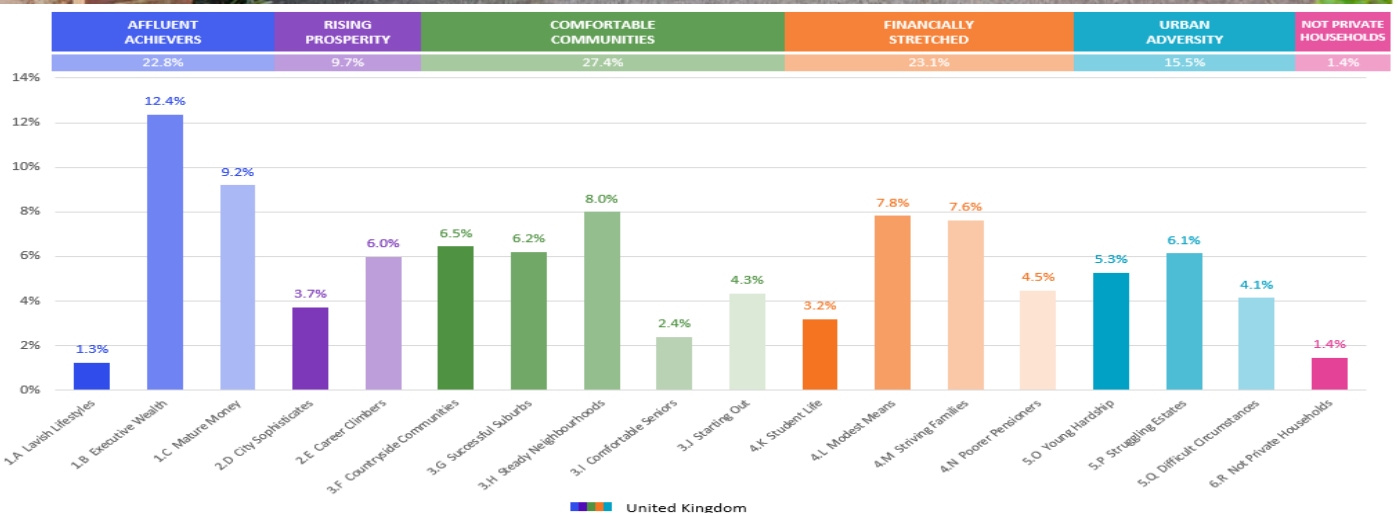
House tenure: **Owned outright**

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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Source: OS Open Data 2018

Area: P00070_Barley Mow, Bedford, MK40 1EZ (1 Mile contour)

