

CGA LICENCED PREMISES

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Area: P00190_Britannia Inn, Mossley, OL5 9AJ (1 N)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	143.0	81.7	175			
Proprietary Club	0	0.0	7.3	0			
Registered Club	7	55.6	28.2	198			
Restaurant	4	31.8	32.1	99			
Residential	0	0.0	2.7	0			

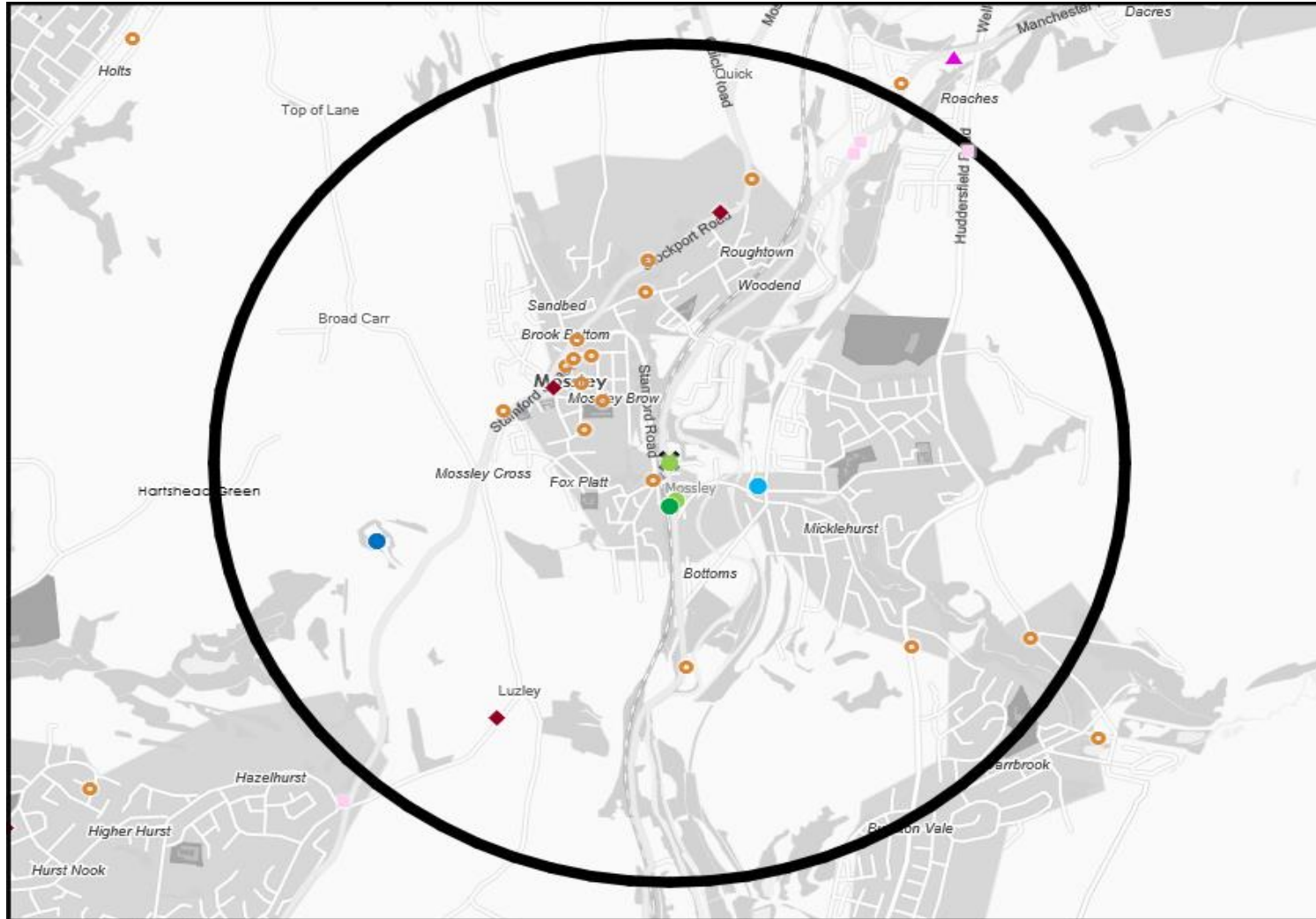
Name	Description	License Type	Owner Name	Postcode
New Bridge	Punch Pub Company	Pubs & Full On	Punch Pub Company	OL 5 9HT
Yorkshire Ward Conservative Club	Independent Free	Registered Club	Independent Free	OL 5 0BL
Mossley Football Club Social Club	Independent Free	Registered Club	Independent Free	OL 5 0ES
Mossley Conservative Club	Independent Free	Registered Club	Independent Free	OL 5 0EY
Mossley Band Social Club	Independent Free	Registered Club	Independent Free	OL 5 0HF
Blazing Rag	Independent Free	Pubs & Full On	Independent Free	OL 5 0HW
Billy Goat	Independent Free	Pubs & Full On	Independent Free	OL 5 0JS
Photong Thai	Independent Free	Restaurant	Independent Free	OL 5 0LL
Fleece Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OL 5 0LN
Mossley Masonic Club	Independent Free	Registered Club	Independent Free	OL 5 0RB
Church Inn	Unknown	Pubs & Full On	Unknown	OL 5 0RF
Rising Sun	Independent Free	Pubs & Full On	Independent Free	OL 5 0RQ
Best O Brass	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 5 9AB
Tollemarche Arms	Robinsons	Pubs & Full On	Robinsons	OL 5 9BG
Dysarts Arms	Robinsons	Pubs & Full On	Robinsons	OL 5 9BT
Hare & Hounds	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OL 6 9AL
Stamford Arms	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	SK15 3PY
Commercial Hotel	Ei Group	Pubs & Full On	Ei Group	OL 5 0AA
George Lawton Hall	Independent Free	Pubs & Full On	Independent Free	OL 5 0HR
Butchers Arms	Independent Free	Pubs & Full On	Independent Free	OL 5 0QX
Roaches Lock	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	OL 5 9BB
Britannia Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OL 5 9AJ
Hartshead	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OL 6 9AQ
Ho Ho Chinese	Independent Free	Restaurant	Independent Free	OL 5 9QW
Red Rose Restaurant	Independent Free	Restaurant	Independent Free	OL 5 9AB
Micklehurst Cricket Club	Independent Free	Registered Club	Independent Free	SK15 3QG
Stamford Golf Club	Independent Free	Registered Club	Independent Free	SK15 3PY
Aurora Caff, Bar	Independent Free	Pubs & Full On	Independent Free	OL 5 9AJ
Gillery	Independent Free	Restaurant	Independent Free	OL 5 0AD

MAP OF AREA

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Source: OS Open Data 2018

Area: P00190_Britannia Inn, Mossley, OL5 9AJ (1 Mile contour)






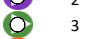

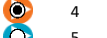







KEY

- 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: P00190_Britannia Inn, Mossley, OL5 9AJ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	550	9.7	22.1	44		
 2 Rising Prosperity	398	7.0	10.2	69		
 3 Comfortable Communities	1,851	32.7	26.5	123		
 4 Financially Stretched	2,138	37.8	23.7	159		
 5 Urban Adversity	724	12.8	17.2	74		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	5,661					

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

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 Groups within Category 4: Financially Stretched

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00190_Britannia Inn, Mossley, OL5 9AJ (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	184	3.3	11.3	29			
1.C Mature Money	366	6.5	9.6	67			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	398	7.0	6.4	110			
3. Comfortable Communities							
3.F Countryside Communities	87	1.5	5.7	27			
3.G Successful Suburbs	764	13.5	6.0	227			
3.H Steady Neighbourhoods	377	6.7	7.4	90			
3.I Comfortable Seniors	74	1.3	2.9	46			
3.J Starting Out	549	9.7	4.6	213			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,377	24.3	8.0	305			
4.M Striving Families	247	4.4	7.4	59			
4.N Poorer Pensioners	514	9.1	5.8	158			
5. Urban Adversity							
5.O Young Hardship	296	5.2	6.3	84			
5.P Struggling Estates	294	5.2	5.7	91			
5.Q Difficult Circumstances	134	2.4	5.2	45			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	5,661						

Acorn Group Pen Portrait

5 0 Young Hardship
2.7M UK Adults
5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range	Children at home
25-44	1
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
2	Terraced

BRANDS

SHOPPING: Poundland, bm, The Works

LEISURE: Harvester, KFC, Young Hovos, Pizza Hut

WEBSITES: Gumtree, very, Argos, HILBERT ROBERT

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £30k, London: £35k	UK: 38%, London: 26%	Running into debt / Saving a lot

DIGITAL ATTITUDES

I worry about online security	Shopping online makes my life easier	I love the ease of using chat bots to get answers
56%	61%	29%

TOP BEHAVIOURS

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online



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

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Area: P00190_Britannia Inn, Mossley, OL5 9AJ (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

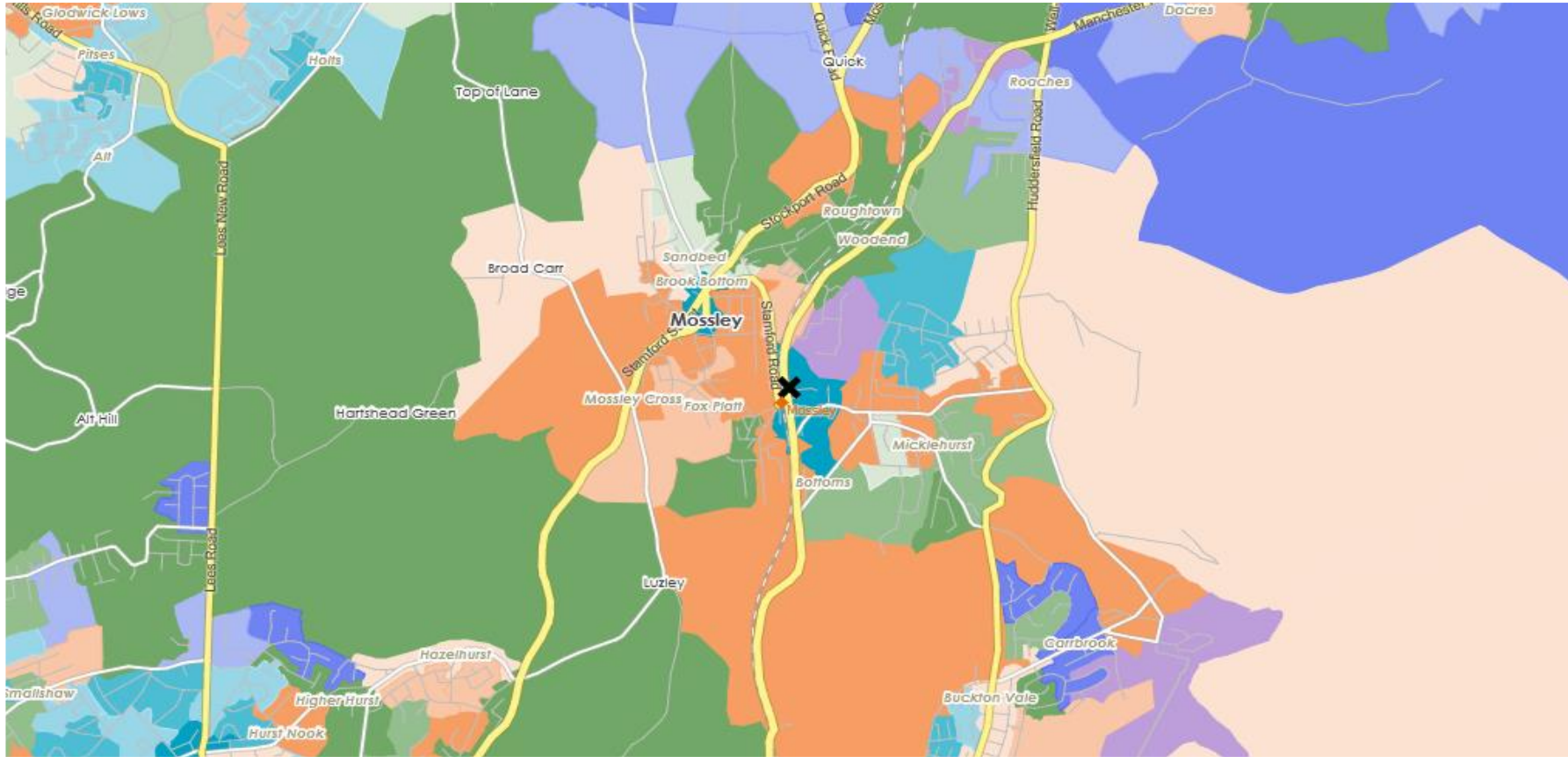
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	19	0.3	2.6	13			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	109	1.9	2.2	87			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	32	0.6	1.5	37			
1.B.9 Well-off edge of towners	24	0.4	1.6	26			
1.C Mature Money							
1.C.10 Better-off villagers	98	1.7	3.1	56			
1.C.11 Settled suburbia, older people	219	3.9	2.8	137			
1.C.12 Retired and empty nesters	3	0.1	2.5	2			
1.C.13 Upmarket downsizers	46	0.8	1.3	63			
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	206	3.6	2.0	184			
2.E.19 First time buyers in small, modern homes	192	3.4	3.4	100			
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	87	1.5	3.2	48			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	65	1.1	2.7	43			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	699	12.3	2.4	509			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	167	3.0	3.5	85			
3.H.28 Owner occupied terraces, average income	4	0.1	1.6	4			
3.H.29 Established suburbs, older families	206	3.6	2.3	156			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	74	1.3	2.4	55			
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	433	7.6	2.2	355			
3.J.33 Smaller houses and starter homes	116	2.0	2.4	85			
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	30	0.5	1.4	37			
4.L.38 Semi-skilled workers in traditional neighbourhoods	350	6.2	2.6	235			
4.L.39 Fading owner occupied terraces	997	17.6	2.9	603			
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	31	0.5	1.6	34			
4.M.42 Struggling young families in post-war terraces	28	0.5	1.6	30			
4.M.43 Families in right-to-buy estates	32	0.6	2.0	28			
4.M.44 Post-war estates, limited means	156	2.8	2.2	127			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	30	0.5	0.8	67			
4.N.46 Elderly people in social rented flats	57	1.0	1.0	98			
4.N.47 Low income older people in smaller semis	92	1.6	2.2	73			
4.N.48 Pensioners and singles in social rented flats	335	5.9	1.7	347			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	57	1.0	2.2	46			
5.O.50 Struggling younger people in mixed tenure	120	2.1	1.8	118			
5.O.51 Young people in small, low cost terraces	119	2.1	2.3	93			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	11	0.2	1.6	12			
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	283	5.0	1.6	312			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	9	0.2	1.5	11			
5.Q.58 Singles and young families, some receiving benefits	77	1.4	1.8	77			
5.Q.59 Deprived areas and high-rise flats	48	0.8	2.0	43			
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	5,661						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P00190_Britannia Inn, Mossley, OL5 9AJ (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
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

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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