

CGA LICENCED PREMISES

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Area: P00449_Dickin Arms, Wem, SY4 5DT (1 Mile)
 Base: Great Britain
 Year: 2023

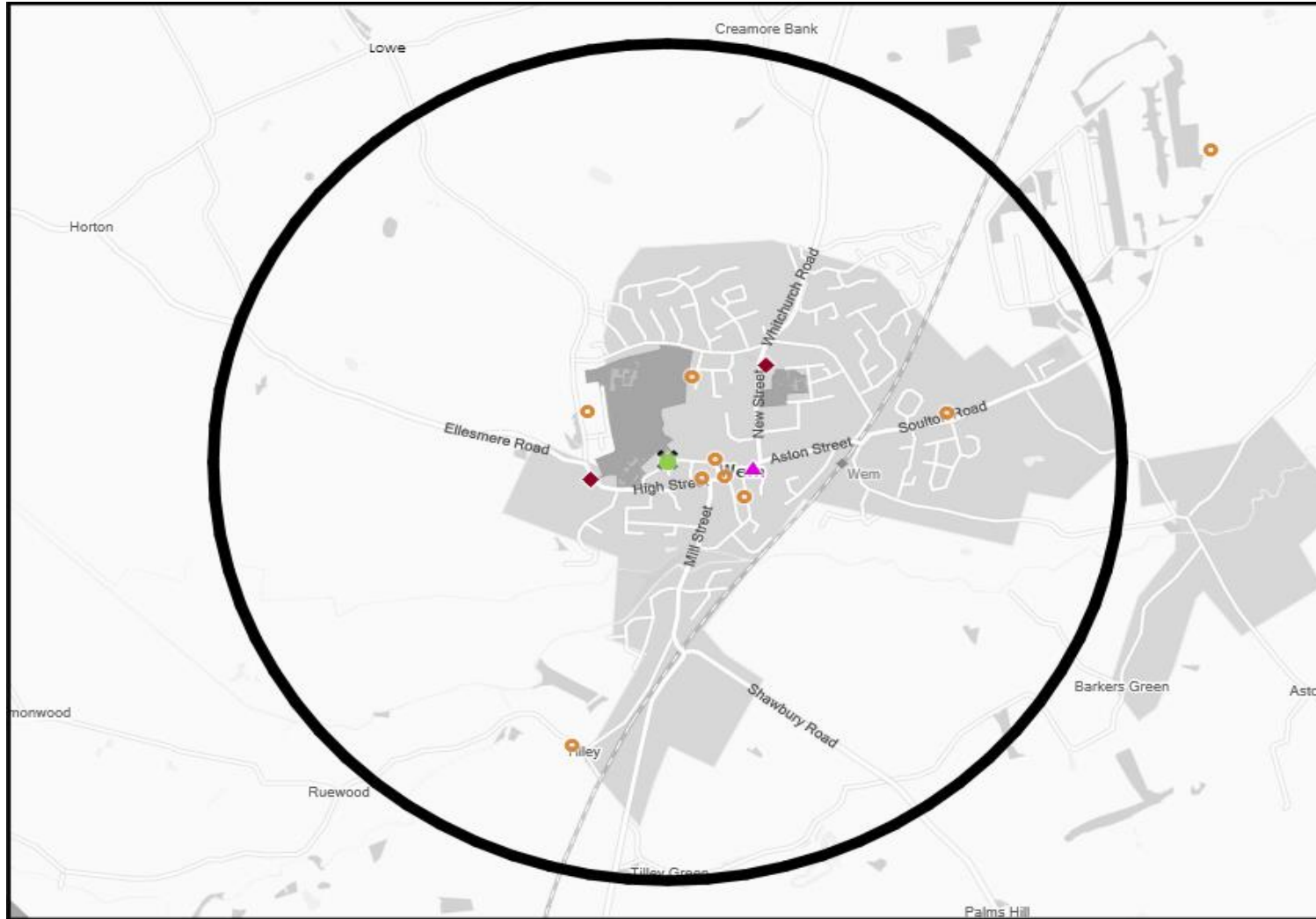
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	118.7	81.7	145			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	59.4	28.2	211			
Restaurant	1	14.8	32.1	46			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
White Lion	Joule's Brewery	Pubs & Full On	Joule's Brewery	SY 4 5AA
Castle	Joule's Brewery	Pubs & Full On	Joule's Brewery	SY 4 5AA
Hawkestone Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY 4 5AF
Fox Inn	Unknown	Pubs & Full On	Unknown	SY 4 5TT
Dicken Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY 4 5DT
United Services Club	Independent Free	Registered Club	Independent Free	SY 4 5EP
Wem Sports & Social Club	Independent Free	Registered Club	Independent Free	SY 4 5AP
Wem Conservative Club	Independent Free	Registered Club	Independent Free	SY 4 5DZ
Wem Cricket Club	Independent Free	Registered Club	Independent Free	SY 4 5HR
Old Post Office	Independent Free	Pubs & Full On	Independent Free	SY 4 5DG
Tilley Raven	Independent Free	Pubs & Full On	Independent Free	SY 4 5HE
Old Rectory	Independent Free	Pubs & Full On	Independent Free	SY 4 5UA
Shabab Balti	Independent Free	Restaurant	Independent Free	SY 4 5DW

MAP OF AREA

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 Source: OS Open Data 2018

Area: P00449_Dickin Arms, Wem, SY4 5DT (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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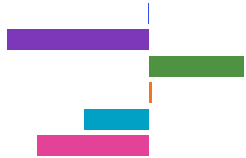
Area: P00449_Dickin Arms, Wem, SY4 5DT (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	687	22.1	22.1	100		
2 Rising Prosperity	26	0.8	10.2	8		
3 Comfortable Communities	1,330	42.8	26.5	161		
4 Financially Stretched	751	24.2	23.7	102		
5 Urban Adversity	312	10.0	17.2	58		
6 Not Private Households	3	0.1	0.3	28		
Total households	3,109					



- 1 Affluent Achievers
- 2 Rising Prosperity
- 3 Comfortable Communities
- 4 Financially Stretched
- 5 Urban Adversity
- 6 Not Private Households

Graph



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%

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

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Area: P00449_Dickin Arms, Wem, SY4 5DT (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	106	3.4	11.3	30			
1.C Mature Money	581	18.7	9.6	194			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	26	0.8	6.4	13			
3. Comfortable Communities							
3.F Countryside Communities	744	23.9	5.7	417			
3.G Successful Suburbs	152	4.9	6.0	82			
3.H Steady Neighbourhoods	27	0.9	7.4	12			
3.I Comfortable Seniors	279	9.0	2.9	314			
3.J Starting Out	128	4.1	4.6	90			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	433	13.9	8.0	174			
4.M Striving Families	142	4.6	7.4	61			
4.N Poorer Pensioners	176	5.7	5.8	98			
5. Urban Adversity							
5.O Young Hardship	148	4.8	6.3	76			
5.P Struggling Estates	54	1.7	5.7	30			
5.Q Difficult Circumstances	110	3.5	5.2	68			
6. Not Private Households							
6.R Not Private Households	3	0.1	0.3	28			
Total households	3,109						

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		BRANDS	
Age range 25-44	Children at home 1	SHIPPING e.g. Amazon, Royal Mail	LEISURE e.g. Harvester, KFC, Argos
House tenure Privately renting	Family structure Single parent	WEBSITES e.g. Gumtree, very	DIGITAL e.g. Argos, HILBERT ROBERT
Number of beds 2	House type Terraced	ATTITUDES	
FINANCIAL PROFILE		TOP BEHAVIOURS	
Household income UK: £30k, London: £35k	% Disposable income UK: 38%, London: 26%	Financial situation Running into debt vs Saving a lot	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: P00449_Dickin Arms, Wem, SY4 5DT (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

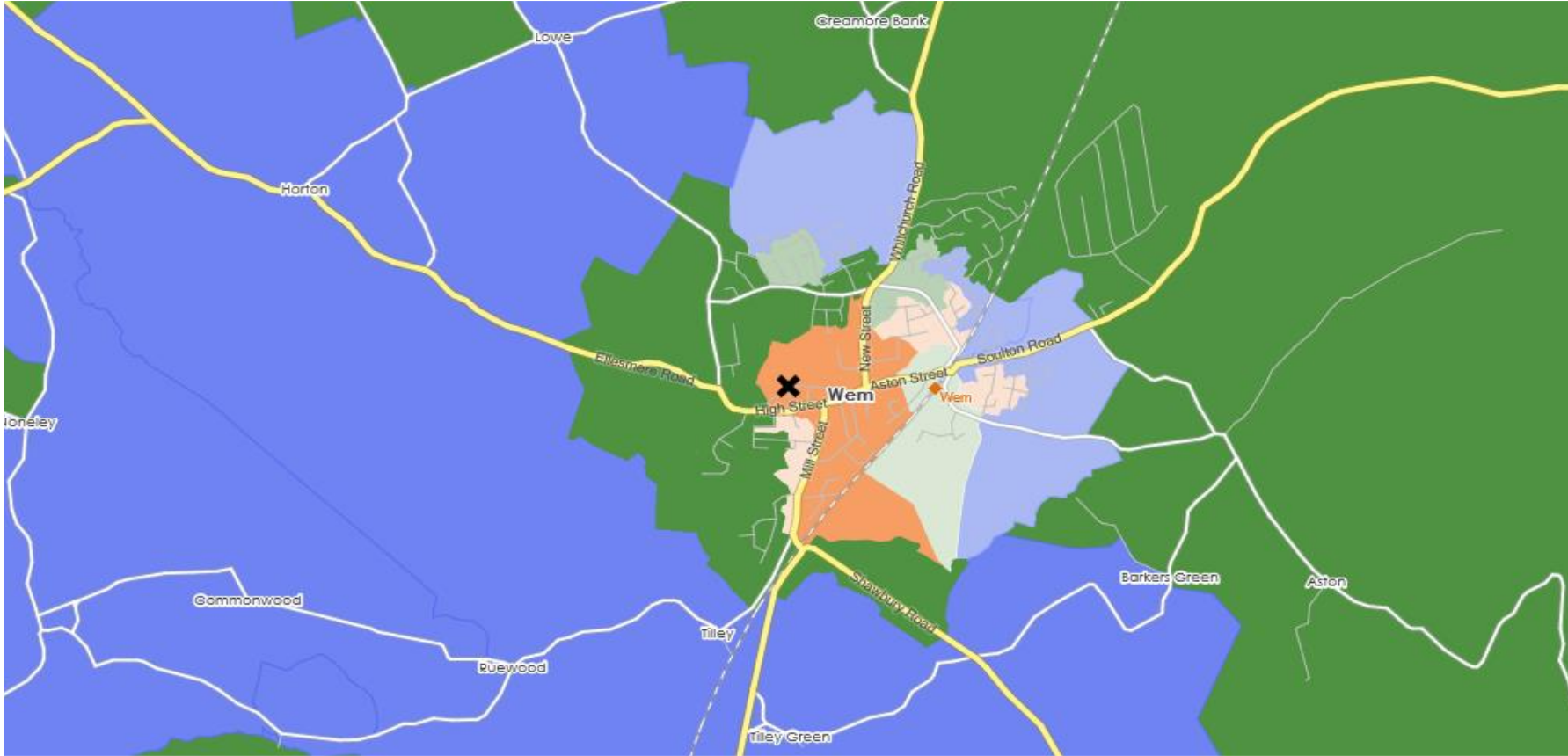
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	57	1.8	2.5	74			
1.B.6 Financially comfortable families	47	1.5	2.2	68			
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	2	0.1	1.6	4			
1.C Mature Money							
1.C.10 Better-off villagers	33	1.1	3.1	35			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	548	17.6	2.5	716			
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	26	0.8	2.0	42			
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	29	0.9	1.5	61			
3.F.22 Older couples and families in rural areas	196	6.3	1.0	627			
3.F.23 Owner occupiers in small towns and villages	519	16.7	3.2	520			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	72	2.3	2.7	86			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	80	2.6	2.4	106			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	27	0.9	3.5	25			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	279	9.0	2.4	378			
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	128	4.1	2.4	172			
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	189	6.1	1.4	421			
4.L.38 Semi-skilled workers in traditional neighbourhoods	225	7.2	2.6	275			
4.L.39 Fading owner occupied terraces	19	0.6	2.9	21			
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	129	4.1	1.6	260			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	13	0.4	2.2	19			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	69	2.2	0.8	282			
4.N.46 Elderly people in social rented flats	32	1.0	1.0	100			
4.N.47 Low income older people in smaller semis	75	2.4	2.2	108			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	124	4.0	2.2	182			
5.O.50 Struggling younger people in mixed tenure	24	0.8	1.8	43			
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	49	1.6	1.6	101			
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	5	0.2	1.6	10			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	21	0.7	1.5	45			
5.Q.58 Singles and young families, some receiving benefits	89	2.9	1.8	163			
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	3	0.1	0.3	34			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,109						

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
	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

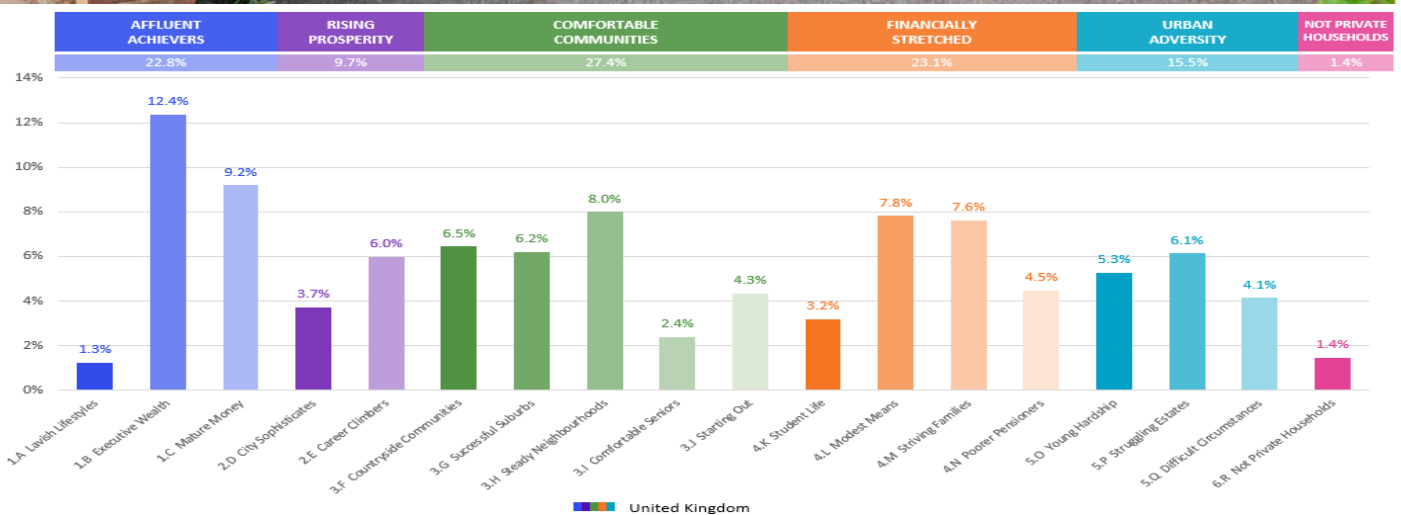
House tenure: Owned outright

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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