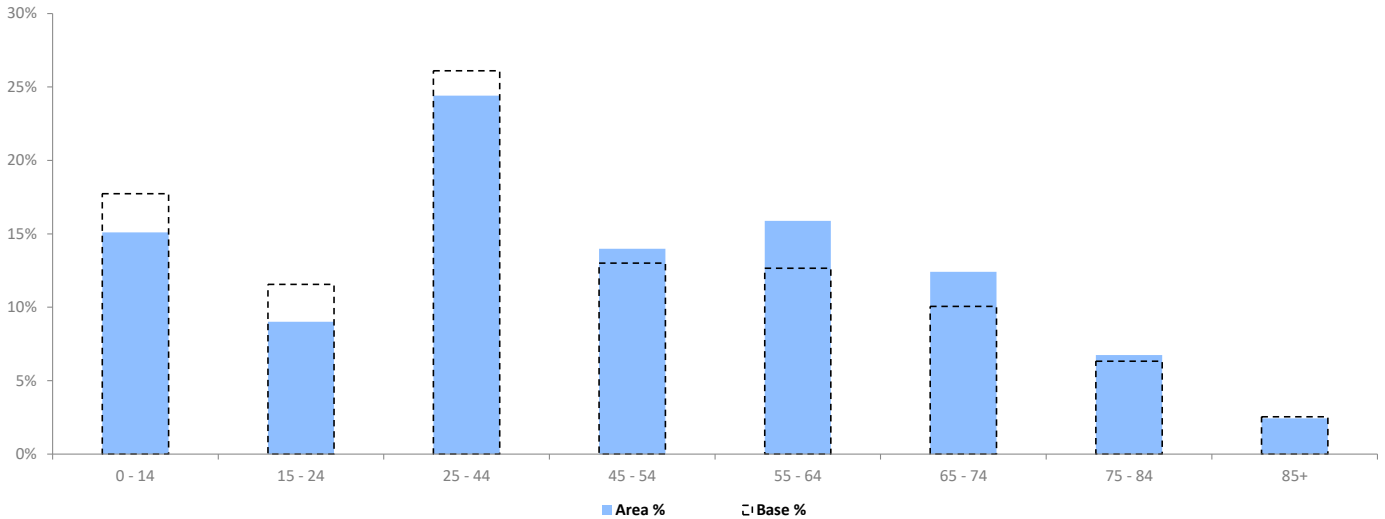


# POPULATION PROJECTIONS

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Area: P01750\_Wheatsheaf, Derbyshire, SK13 7RS (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,650	15.1	17.7	85			
15 - 24	984	9.0	11.6	78			
25 - 44	2,667	24.4	26.1	94			
45 - 54	1,528	14.0	13.0	108			
55 - 64	1,736	15.9	12.7	125			
65 - 74	1,357	12.4	10.1	123			
75 - 84	736	6.7	6.3	107			
85+	266	2.4	2.5	96			
<b>Total population</b>	<b>10,924</b>						



# CGA LICENCED PREMISES

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Area: P01750\_Wheatsheaf, Derbyshire, SK13 7RS ( )  
 Base: Great Britain  
 Year: 2021

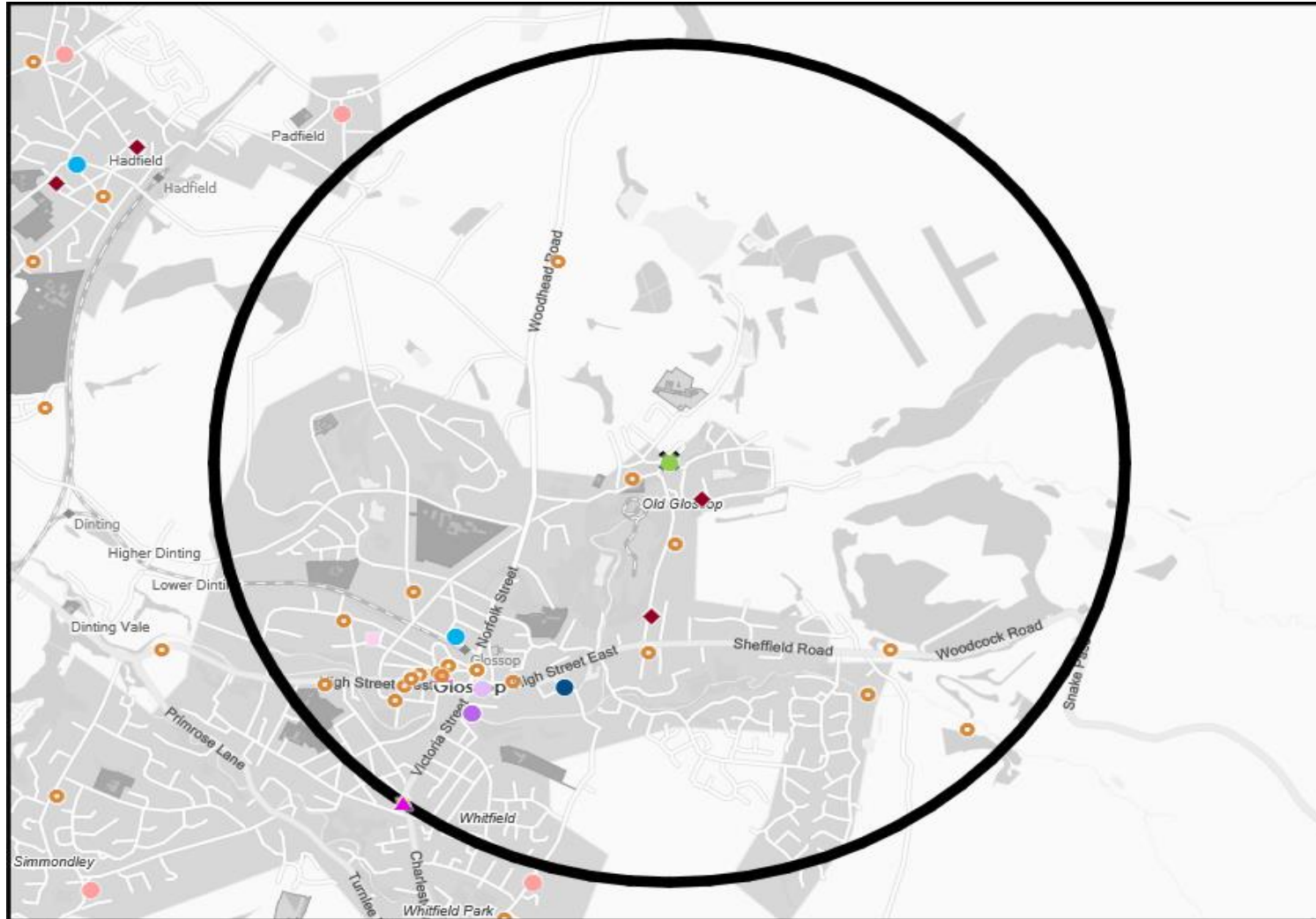
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	24	219.7	85.9	<b>256</b>			
Proprietary Club	1	9.2	8.2	<b>112</b>			
Registered Club	9	82.4	30.1	<b>274</b>			
Restaurant	6	54.9	35.3	<b>155</b>			
Residential	2	18.3	3.5	<b>519</b>			

Name	Description	License Type	Owner Name	Postcode
Brook Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SK13 8HT
Crown Inn	Sam Smith	Pubs & Full On	Sam Smith	SK13 8JF
Glossop & Hadfield Labour Club	Independent Free	Registered Club	Independent Free	SK13 8AT
Oakwood	Robinsons	Pubs & Full On	Robinsons	SK13 8AZ
Corner Cupboard	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	SK13 8BH
Norfolk Arms	Holt	Pubs & Full On	Holt	SK13 8BP
Glossop Conservative Association	Independent Free	Registered Club	Independent Free	SK13 8BS
Partington Social Club	Independent Free	Registered Club	Independent Free	SK13 8BW
Glossop Masonic Hall	Independent Free	Registered Club	Independent Free	SK13 8BW
Howard Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SK13 8DA
Globe	Independent Free	Pubs & Full On	Independent Free	SK13 8HJ
Glossop Leisure Centre	Independent Free	Proprietary Club	Independent Free	SK13 8PN
Prince Of Wales	Marston's	Pubs & Full On	Marston's	SK13 8PX
Rose Green Working Mens Club	Independent Free	Registered Club	Independent Free	SK13 8QH
Royal Oak Inn	Independent Free	Pubs & Full On	Independent Free	SK13 8QY
Victoria Lounge	Independent Free	Pubs & Full On	Independent Free	SK13 7AA
Friendship	Robinsons	Pubs & Full On	Robinsons	SK13 7AE
Glossop Cricket & Bowling Club	Independent Free	Registered Club	Independent Free	SK13 7AS
Star Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	SK13 7DD
Glossop Golf Club	Independent Free	Registered Club	Independent Free	SK13 7PU
Wind In The Willows Hotel	Independent Free	Residential	Independent Free	SK13 7PX
Windy Harbour Guest House	Independent Free	Residential	Independent Free	SK13 7QE
Bulls Head	Independent Free	Pubs & Full On	Independent Free	SK13 7RN
Wheatsheaf	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SK13 7RS
Queens Arms Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SK13 7RZ
Commercial Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SK13 7SH
Surrey Arms	Dorbiere	Pubs & Full On	Dorbiere	SK13 8JF
Glossop Football Club	Independent Free	Registered Club	Independent Free	SK13 7AJ
Balti Place	Independent Free	Restaurant	Independent Free	SK13 8HT
Istanbul Bar And Grill	Independent Free	Restaurant	Independent Free	SK13 8BS
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	SK13 8HT
Old Glossop Cricket Club	Independent Free	Registered Club	Independent Free	SK13 7SQ
Ruchi	Independent Free	Restaurant	Independent Free	SK13 8AZ
Hurricanes Sports And Lounge Bar	Independent Free	Pubs & Full On	Independent Free	SK13 7AG
Kwei Ping	Independent Free	Restaurant	Independent Free	SK13 8BW
Smithy Fold	Wetherspoons GB	Pubs & Full On	Wetherspoon	SK13 8HT
Pico Lounge	Loungers	Pubs & Full On	Loungers	SK13 8HT
Ayubowan	Independent Free	Restaurant	Independent Free	SK13 8BH
Bar 2	Independent Free	Pubs & Full On	Independent Free	SK13 8DA
Harvey Leonard	Independent Free	Pubs & Full On	Independent Free	SK13 8BS
Napoli	Independent Free	Restaurant	Independent Free	SK13 8BP
Isaacs	Independent Free	Pubs & Full On	Independent Free	SK13 8HT

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P01750\_Wheatsheaf, Derbyshire, SK13 7RS (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:** P01750\_Wheatsheaf, Derbyshire, SK13 7RS (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,604	31.7	22.0	145		
2 Rising Prosperity	132	2.6	10.1	26		
3 Comfortable Communities	1,177	23.3	26.2	89		
4 Financially Stretched	1,539	30.5	23.7	128		
5 Urban Adversity	601	11.9	17.6	68		
6 Not Private Households	1	0.0	0.3	6		
Graph						
<b>Total households</b>	<b>5,054</b>					

### Acorn Category Pen Portrait

1 Affluent Achievers
12.0M 22.8%  
UK Adults of UK

Age range

55+

House type

Detached

Financial situation

← Running into debt      Saving a lot →

House tenure

Owned outright

Children at home

0

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
- B. Executive Wealth
- C. Mature Money

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01750\_Wheatsheaf, Derbyshire, SK13 7RS (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	1,031	20.4	11.2	182			
1.C Mature Money	573	11.3	9.6	118			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	132	2.6	6.2	42			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	7	0.1	5.7	2			
3.G Successful Suburbs	666	13.2	5.9	224			
3.H Steady Neighbourhoods	79	1.6	7.4	21			
3.I Comfortable Seniors	132	2.6	2.9	90			
3.J Starting Out	293	5.8	4.3	133			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	905	17.9	7.9	226			
4.M Striving Families	160	3.2	7.5	42			
4.N Poorer Pensioners	474	9.4	5.9	159			
<b>5. Urban Adversity</b>							
5.O Young Hardship	463	9.2	6.1	149			
5.P Struggling Estates	12	0.2	6.1	4			
5.Q Difficult Circumstances	126	2.5	5.3	47			
<b>6. Not Private Households</b>							
6.R Not Private Households	1	0.0	0.3	6			
<b>Total households</b>	<b>5,054</b>						

Acorn Group Pen Portrait

**1 B Executive Wealth**      6.5M UK Adults      12.3% of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

**DEMOGRAPHICS**

Age range: **45-64**  
 Children at home: **2**  
 House tenure: **Owned outright**  
 Family structure: **Couple**  
 Number of beds: **4**  
 House type: **Detached**

**BRANDS**

**DIGITAL ATTITUDES**

- I worry about online security: **58%** (UK average: 55%)
- Shopping online makes my life easier: **58%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **31%** (UK average: 34%)

**FINANCIAL PROFILE**

- Household Income: UK **£60k** (Average: £40k), London **£63k** (Average: £44k)
- % Disposable Income: UK **50%** (Average: 44%), London **49%** (Average: 39%)
- Financial situation: **Running into debt** to **Saving a lot**

**KEY INTERNET USAGE**      **TECHNOLOGY USAGE**

- This group are more likely to **browse for hotels online**
- This group are more likely to **purchase holidays online**
- This group are more likely to **own an iPhone**



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

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Area: P01750\_Wheatsheaf, Derbyshire, SK13 7RS (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Corn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	350	6.9	2.6	265			
1.B.5 Wealthy countryside commuters	30	0.6	2.4	25			
1.B.6 Financially comfortable families	129	2.6	2.2	116			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	28	0.6	1.5	36			
1.B.9 Well-off edge of towners	494	9.8	1.6	605			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	141	2.8	3.0	93			
1.C.11 Settled suburbia, older people	281	5.6	2.9	195			
1.C.12 Retired and empty nesters	71	1.4	2.5	57			
1.C.13 Upmarket downsizers	80	1.6	1.3	121			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	121	2.4	1.9	127			
2.E.19 First time buyers in small, modern homes	11	0.2	3.3	7			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	1.1	0			
3.F.23 Owner occupiers in small towns and villages	7	0.1	3.2	4			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	122	2.4	2.6	91			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	544	10.8	2.4	444			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	79	1.6	2.3	67			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	29	0.6	2.4	24			
3.I.31 Elderly singles in purpose-built accommodation	103	2.0	0.5	416			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	184	3.6	2.1	174			
3.J.33 Smaller houses and starter homes	109	2.2	2.3	96			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	56	1.1	1.4	79			
4.L.38 Semi-skilled workers in traditional neighbourhoods	181	3.6	2.6	136			
4.L.39 Fading owner occupied terraces	668	13.2	2.9	459			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	29	0.6	1.6	36			
4.M.42 Struggling young families in post-war terraces	29	0.6	1.7	34			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	102	2.0	2.2	92			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	40	0.8	1.1	73			
4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
4.N.48 Pensioners and singles in social rented flats	434	8.6	1.8	486			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	177	3.5	2.1	163			
5.O.50 Struggling younger people in mixed tenure	107	2.1	1.7	121			
5.O.51 Young people in small, low cost terraces	179	3.5	2.3	157			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	12	0.2	1.6	15			
5.P.53 Low income terraces	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	59	1.2	1.5	77			
5.Q.58 Singles and young families, some receiving benefits	51	1.0	1.8	56			
5.Q.59 Deprived areas and high-rise flats	16	0.3	2.0	16			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	1	0.0	0.3	7			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,054</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01750\_Wheatsheaf, Derbyshire, SK13 7RS (1 Mile contour)



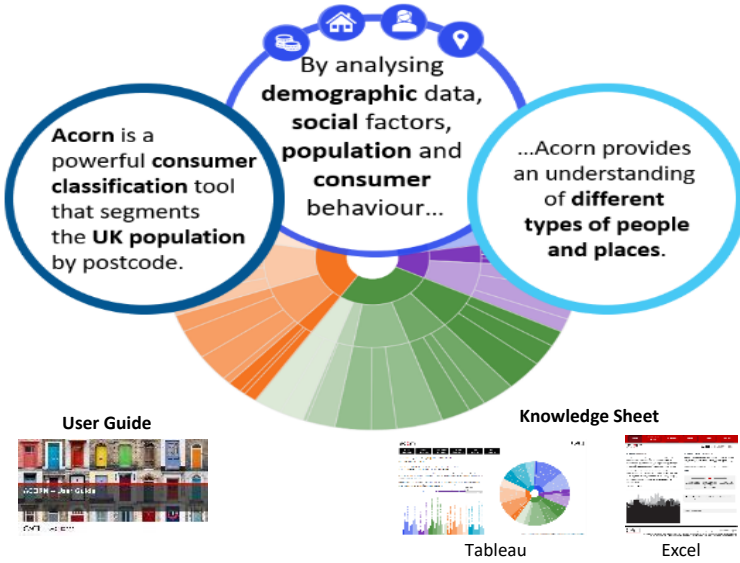
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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+

12.0M UK Adults

22.8% of UK

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
- B. Executive Wealth
- C. Mature Money

