

CGA LICENCED PREMISES

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Area: P04095_Greyhound Inn, Lydney, GL15 5PA (:
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	71.5	81.7	88			
Proprietary Club	1	10.2	7.3	140			
Registered Club	2	20.4	28.2	73			
Restaurant	1	10.2	32.1	32			
Residential	0	0.0	2.7	0			

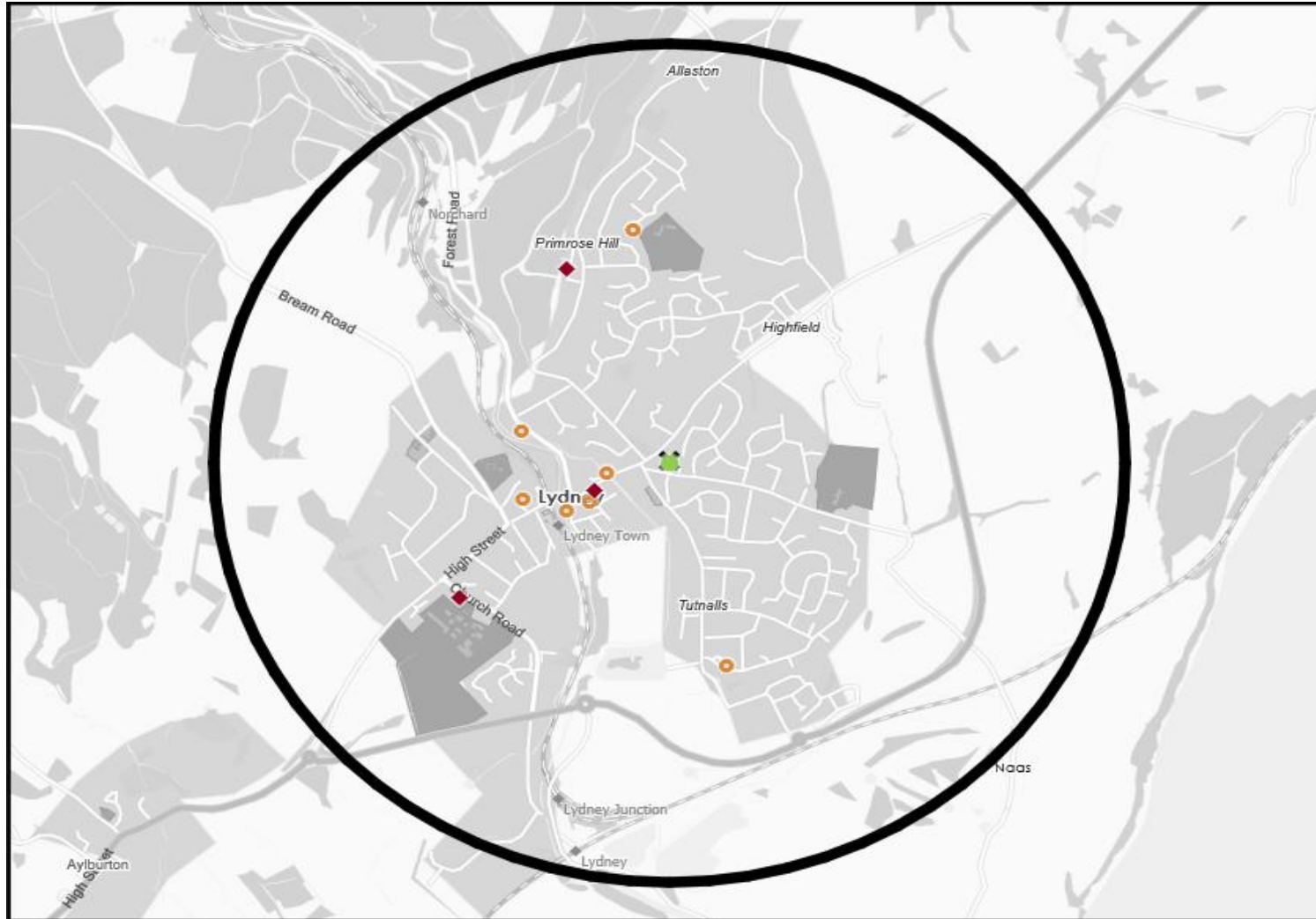
Name	Description	License Type	Owner Name	Postcode
Cross Keys	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL15 5EA
Three Hill Street	Independent Free	Pubs & Full On	Independent Free	GL15 5HW
Greyhound Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	GL15 5PA
Lydney Golf Club	Independent Free	Registered Club	Independent Free	GL15 5PY
Annexe Inn	Independent Free	Pubs & Full On	Independent Free	GL15 5RA
Swan Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL15 5RF
Lydney Rugby Football Club	Independent Free	Proprietary Club	Independent Free	GL15 5RN
Severn View Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	GL15 5SG
Lydney Town Football Club	Independent Free	Registered Club	Independent Free	GL15 5LB
Ugly Duckling	Independent Free	Pubs & Full On	Independent Free	GL15 5RU
Bengal Balti	Independent Free	Restaurant	Independent Free	GL15 5TD

MAP OF AREA

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Source: OS Open Data 2018

Area: P04095_Greyhound Inn, Lydney, GL15 5PA (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: P04095_Greyhound Inn, Lydney, GL15 5PA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	575	13.8	22.1	62		
 2 Rising Prosperity	36	0.9	10.2	8		
 3 Comfortable Communities	1,798	43.0	26.5	162		
 4 Financially Stretched	1,459	34.9	23.7	147		
 5 Urban Adversity	313	7.5	17.2	44		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	4,181					

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

Acorn Groups within Category 4: Financially Stretched

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

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.

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

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Area: P04095_Greyhound Inn, Lydney, GL15 5PA (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	292	7.0	11.3	62			
1.C Mature Money	283	6.8	9.6	70			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	36	0.9	6.4	14			
3. Comfortable Communities							
3.F Countryside Communities	741	17.7	5.7	309			
3.G Successful Suburbs	541	12.9	6.0	217			
3.H Steady Neighbourhoods	214	5.1	7.4	69			
3.I Comfortable Seniors	203	4.9	2.9	170			
3.J Starting Out	99	2.4	4.6	52			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	501	12.0	8.0	150			
4.M Striving Families	529	12.7	7.4	170			
4.N Poorer Pensioners	429	10.3	5.8	178			
5. Urban Adversity							
5.O Young Hardship	85	2.0	6.3	33			
5.P Struggling Estates	110	2.6	5.7	46			
5.Q Difficult Circumstances	118	2.8	5.2	54			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	4,181						

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	SHOPPING e.g. Poundland, bm, The Works	LEISURE e.g. Harvester, KFC, Young Person's, Pizza Hut
House tenure Privately renting	Family structure Single parent	WEBSITES e.g. Gumtree, very, Argos, HILBERT ROBERT	DIGITAL ATTITUDES
Number of beds 2	House type Terraced	I worry about online security 56% (UK average: 59%)	Shopping online makes my life easier 61% (UK average: 62%)
FINANCIAL PROFILE		I love the ease of using chat bots to get answers 29% (UK average: 28%)	TOP BEHAVIOURS
Household income UK: £30k London: £35k Averages: £40k / £48k	% Disposable income UK: 38% London: 26% Averages: 43% / 29%	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: P04095_Greyhound Inn, Lydney, GL15 5PA (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	47	1.1	2.6	43			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	245	5.9	2.2	264			
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	52	1.2	3.1	40			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	219	5.2	2.5	213			
1.C.13 Upmarket downsizers	12	0.3	1.3	22			
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	36	0.9	2.0	44			
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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	87	2.1	1.0	207			
3.F.23 Owner occupiers in small towns and villages	654	15.6	3.2	487			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	334	8.0	2.7	296			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	207	5.0	2.4	204			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	174	4.2	3.5	120			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	40	1.0	2.3	41			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	165	3.9	2.4	166			
3.I.31 Elderly singles in purpose-built accommodation	38	0.9	0.5	187			
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	99	2.4	2.4	99			
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	80	1.9	1.4	133			
4.L.38 Semi-skilled workers in traditional neighbourhoods	309	7.4	2.6	281			
4.L.39 Fading owner occupied terraces	112	2.7	2.9	92			
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	380	9.1	1.6	570			
4.M.42 Struggling young families in post-war terraces	33	0.8	1.6	48			
4.M.43 Families in right-to-buy estates	116	2.8	2.0	136			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	131	3.1	0.8	398			
4.N.46 Elderly people in social rented flats	29	0.7	1.0	67			
4.N.47 Low income older people in smaller semis	174	4.2	2.2	186			
4.N.48 Pensioners and singles in social rented flats	95	2.3	1.7	133			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	40	1.0	2.2	44			
5.O.50 Struggling younger people in mixed tenure	45	1.1	1.8	60			
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	33	0.8	1.6	51			
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	77	1.8	1.6	115			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	83	2.0	1.5	132			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	35	0.8	2.0	42			
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	4,181						

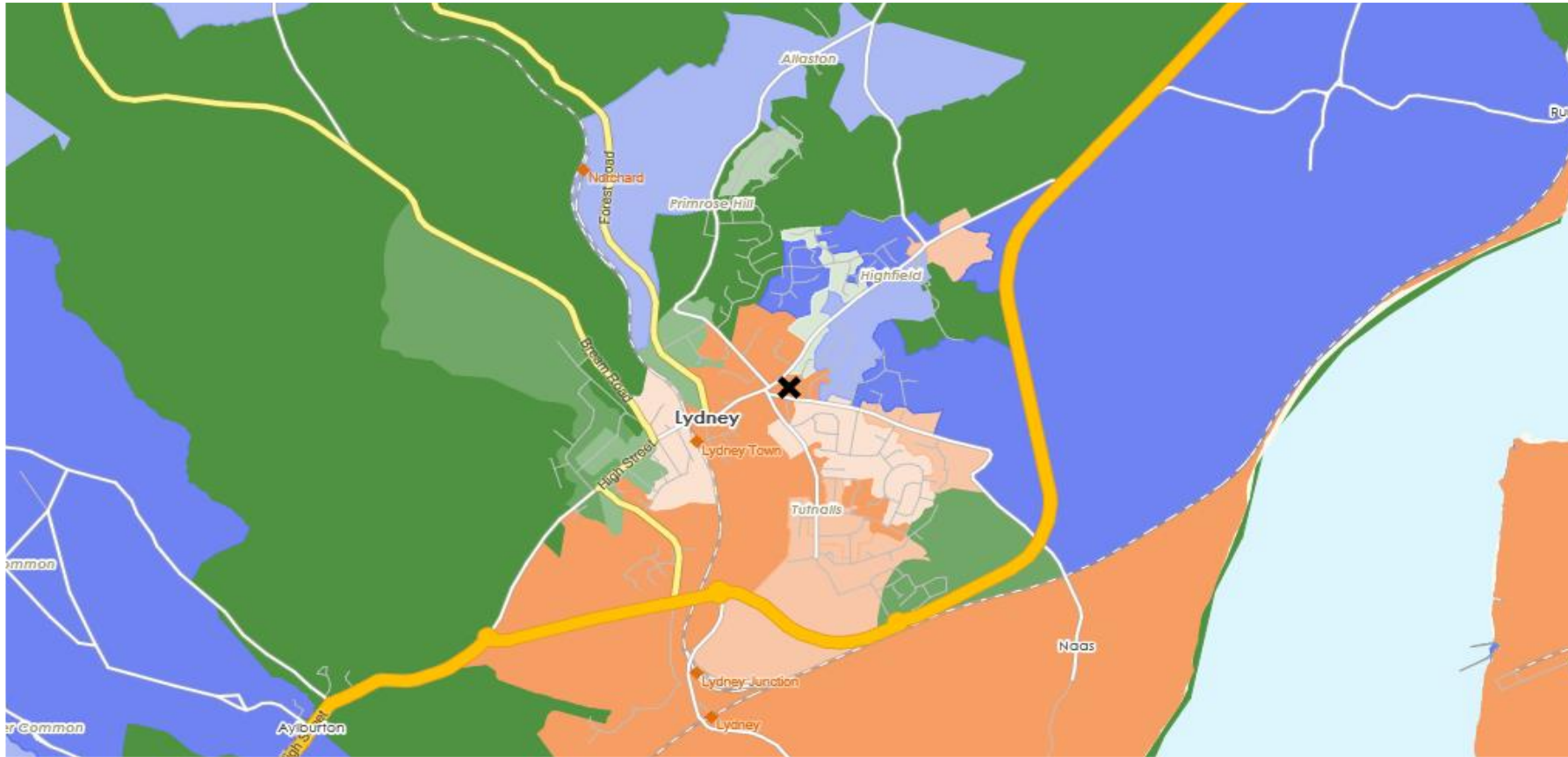
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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Legend

- 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**

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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