

CGA LICENCED PREMISES

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Area: P04435_Travellers Rest, Derby, DE22 3AJ (1 |
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	46	133.9	81.7	164			
Proprietary Club	2	5.8	7.3	80			
Registered Club	10	29.1	28.2	103			
Restaurant	17	49.5	32.1	154			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Seymours	Independent Free	Pubs & Full On	Independent Free	DE 1 1BR
Gossip	Independent Free	Pubs & Full On	Independent Free	DE 1 1BU
Brick And Tile	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 1 1DU
Golden Eagle	Independent Free	Pubs & Full On	Independent Free	DE 1 1DZ
Bishop Blaise	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 1 1EX
Friary	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 1 1FG
Greyhound	Derby Brewing Company	Pubs & Full On	Derby Brewing Company	DE 1 1FN
102 Social Club & Institute	Independent Free	Registered Club	Independent Free	DE 1 1FN
Crescent Inn	Dorbiere	Pubs & Full On	Dorbiere	DE 1 1GP
Derby Irish Association	Independent Free	Registered Club	Independent Free	DE 1 1HT
Bar One	Independent Free	Pubs & Full On	Independent Free	DE 1 1JD
Kensington Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE22 3QP
Palfrey	Independent Free	Pubs & Full On	Independent Free	DE 1 3PD
Crown Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 1 1LL
Courtyard	Independent Free	Pubs & Full On	Independent Free	DE 1 1FP
Spice Lounge	Independent Free	Restaurant	Independent Free	DE 1 1BU
Derby Rowing Club Social Club	Independent Free	Registered Club	Independent Free	DE 1 3AY
Five Lamps	Everards	Pubs & Full On	Everards	DE 1 3BH
Flower Pot	Independent Free	Pubs & Full On	Independent Free	DE 1 3DZ
Seven Stars	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DE 1 3EE
Bless	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 1 3GU
Horse & Groom	Independent Free	Pubs & Full On	Independent Free	DE 1 3HN
Woodlark Inn	Unknown	Pubs & Full On	Unknown	DE 1 3LA
Willow Sports Centre	Independent Free	Proprietary Club	Independent Free	DE 1 3NZ
Maypole Inn	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DE 1 3PH
Mackworth Catholic Social Club	Independent Free	Registered Club	Independent Free	DE22 4BG
Jonty Farmer	Marston's	Pubs & Full On	Marston's	DE22 1FT
Polish Catholic Association	Independent Free	Registered Club	Independent Free	DE22 1GU
Travellers Rest	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE22 3AJ
Derby West End Bowls Club	Independent Free	Registered Club	Independent Free	DE 1 1DW
New Zealand Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE22 3GL
Kings Highway	Marston's	Pubs & Full On	Marston's	DE22 3NH
Bedford Arms	Marston's	Pubs & Full On	Marston's	DE22 3PB
Georgian House Hotel	Independent Free	Pubs & Full On	Independent Free	DE22 3AD
Bramblebrook Community Association	Independent Free	Registered Club	Independent Free	DE22 3WH
Kingsway Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE22 4AF
Woodpecker	Ei Group	Pubs & Full On	Ei Group	DE22 4EF
Bar Eleven	Independent Free	Pubs & Full On	Independent Free	DE 1 1EX
University Of Derby	Independent Free	Registered Club	Independent Free	DE22 1GB
Fat Cat Cafe Bars	Fat Cat Group	Pubs & Full On	Fat Cat Group	DE 1 1BU
Prosecco Bar	Independent Free	Pubs & Full On	Independent Free	DE 1 1BU
Dining Room	Independent Free	Restaurant	Independent Free	DE 1 1EX
Venue	Independent Free	Pubs & Full On	Independent Free	DE22 3SJ
Clubhouse	Derby Brewing Company	Pubs & Full On	Derby Brewing Company	DE 1 1BX
Masala	Independent Free	Restaurant	Independent Free	DE 1 1LH
Le Bistrot Pierre	Le Bistrot Pierre	Restaurant	Le Bistrot Pierre	DE 1 1BX
Modern Cuisine	Independent Free	Restaurant	Independent Free	DE 1 1DF
Fever	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	DE 1 1HA
Hairy Dog	Independent Free	Pubs & Full On	Independent Free	DE 1 1HT
Cube	Independent Free	Registered Club	Independent Free	DE 1 3GU
Distillery	Independent Free	Pubs & Full On	Independent Free	DE 1 1BU
Finale	Independent Free	Restaurant	Independent Free	DE 1 1BQ
Stein Strasse	Independent Free	Pubs & Full On	Independent Free	DE 1 1HA

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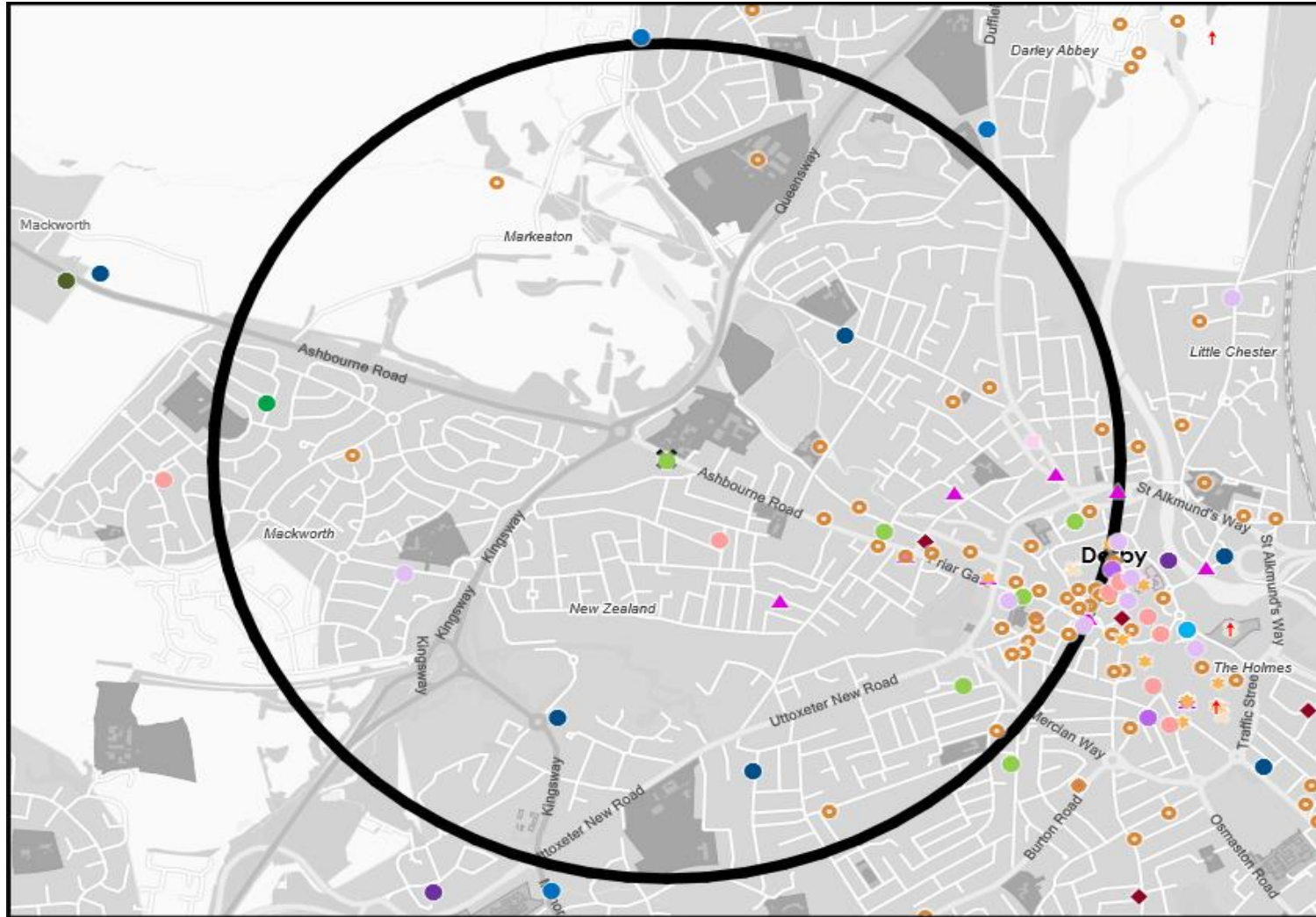
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Proprietary Club	2	5.8	7.3	80			
Registered Club	10	29.1	28.2	103			
Restaurant	17	49.5	32.1	154			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Jurys Inn	Jurys Inn Group	Pubs & Full On	Jurys Inn Group	DE 1 3DB
Zorba The Greek	Independent Free	Restaurant	Independent Free	DE 1 3NT
Moonsha Japanese Bar & Restaurant	Independent Free	Restaurant	Independent Free	DE 1 1JF
Ebi Sushi Restaurant	Independent Free	Restaurant	Independent Free	DE22 3SJ
Orange Tree	Independent Free	Pubs & Full On	Independent Free	DE 1 1EH
Forge Black Rock	Independent Free	Restaurant	Independent Free	DE 1 3PD
Cathedral Quarter Hotel	Finesse Hotels	Pubs & Full On	Finesse Hotels	DE 1 3JR
Deda	Independent Free	Pubs & Full On	Independent Free	DE 1 3GU
Bar 56	Independent Free	Pubs & Full On	Independent Free	DE 1 1BQ
Afrikana Kitchen	Afrikana Kitchen	Restaurant	Afrikana Kitchen	DE 1 3DE
Cafe Ashiana	Independent Free	Pubs & Full On	Independent Free	DE 1 1LL
West End Community Centre	Independent Free	Registered Club	Independent Free	DE22 3BL
Lorentes	Independent Free	Restaurant	Independent Free	DE 1 1EX
Derby Museum & Art Gallery	Independent Free	Pubs & Full On	Independent Free	DE 1 1BS
Emilys Steakhouse	Independent Free	Restaurant	Independent Free	DE22 3TX
Nlaas	Independent Free	Restaurant	Independent Free	DE22 3QE
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	DE 1 1HA
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 1 1FG
Annie's Burger Shack	Independent Free	Restaurant	Independent Free	DE 1 1JF
Suds And Soda	Independent Free	Pubs & Full On	Independent Free	DE 1 1EX
Creaky Floorboard	Independent Free	Pubs & Full On	Independent Free	DE22 1FT
Dapper Duck	Independent Free	Restaurant	Independent Free	DE22 4NH

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04435_Travellers Rest, Derby, DE22 3AJ (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: P04435_Travellers Rest, Derby, DE22 3AJ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,196	8.2	22.1	37		
2 Rising Prosperity	1,038	7.1	10.2	70		
3 Comfortable Communities	3,213	22.0	26.5	83		
4 Financially Stretched	4,020	27.5	23.7	116		
5 Urban Adversity	5,053	34.6	17.2	201		
6 Not Private Households	87	0.6	0.3	173		
Total households				14,607		

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

House tenure

Social renting

Children at home

3+

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: P04435_Travellers Rest, Derby, DE22 3AJ (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	633	4.3	11.3	38		
1.C Mature Money	563	3.9	9.6	40		
2. Rising Prosperity						
2.D City Sophisticates	72	0.5	3.8	13		
2.E Career Climbers	966	6.6	6.4	104		
3. Comfortable Communities						
3.F Countryside Communities	34	0.2	5.7	4		
3.G Successful Suburbs	342	2.3	6.0	39		
3.H Steady Neighbourhoods	536	3.7	7.4	50		
3.I Comfortable Seniors	125	0.9	2.9	30		
3.J Starting Out	2,176	14.9	4.6	327		
4. Financially Stretched						
4.K Student Life	1,572	10.8	2.5	429		
4.L Modest Means	252	1.7	8.0	22		
4.M Striving Families	1,130	7.7	7.4	104		
4.N Poorer Pensioners	1,066	7.3	5.8	127		
5. Urban Adversity						
5.O Young Hardship	2,643	18.1	6.3	289		
5.P Struggling Estates	482	3.3	5.7	58		
5.Q Difficult Circumstances	1,928	13.2	5.2	252		
6. Not Private Households						
6.R Not Private Households	87	0.6	0.3	173		
Total households	14,607					

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

FINANCIAL PROFILE

DIGITAL ATTITUDES

TOP BEHAVIOURS



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

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Area: P04435_Travellers Rest, Derby, DE22 3AJ (1 Mile contour)
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Sort by: Acorn Structure
 Index
 Profile %

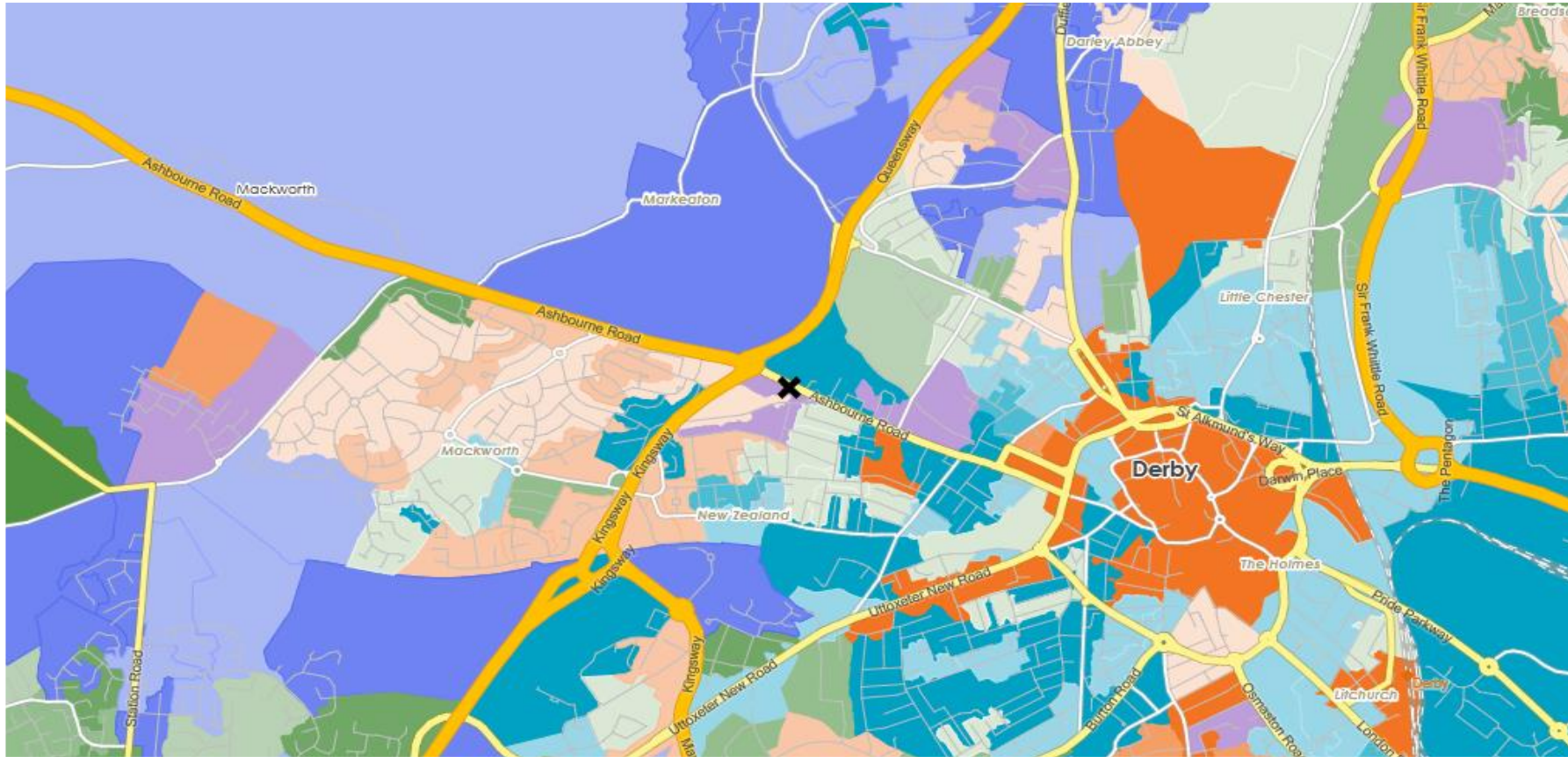
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	267	1.8	2.6	69			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	104	0.7	2.2	32			
1.B.7 Affluent professionals	107	0.7	0.9	86			
1.B.8 Prosperous suburban families	60	0.4	1.5	27			
1.B.9 Well-off edge of towners	95	0.7	1.6	40			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	148	1.0	2.8	36			
1.C.12 Retired and empty nesters	312	2.1	2.5	87			
1.C.13 Upmarket downsizers	103	0.7	1.3	55			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	72	0.5	0.7	70			
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	58	0.4	2.0	20			
2.E.19 First time buyers in small, modern homes	908	6.2	3.4	183			
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	34	0.2	3.2	7			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	298	2.0	2.7	76			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	44	0.3	2.4	12			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	358	2.5	3.5	71			
3.H.28 Owner occupied terraces, average income	119	0.8	1.6	51			
3.H.29 Established suburbs, older families	59	0.4	2.3	17			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	85	0.6	2.4	25			
3.I.31 Elderly singles in purpose-built accommodation	40	0.3	0.5	56			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	2,012	13.8	2.2	640			
3.J.33 Smaller houses and starter homes	164	1.1	2.4	47			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	276	1.9	0.3	564			
4.K.35 Term-time terraces	144	1.0	0.2	396			
4.K.36 Educated young people in flats and tenements	1,152	7.9	1.9	410			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	208	1.4	1.4	99			
4.L.38 Semi-skilled workers in traditional neighbourhoods	44	0.3	2.6	11			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	63	0.4	1.6	26			
4.M.43 Families in right-to-buy estates	922	6.3	2.0	310			
4.M.44 Post-war estates, limited means	145	1.0	2.2	46			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	158	1.1	0.8	137			
4.N.46 Elderly people in social rented flats	92	0.6	1.0	61			
4.N.47 Low income older people in smaller semis	518	3.5	2.2	159			
4.N.48 Pensioners and singles in social rented flats	298	2.0	1.7	120			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	415	2.8	2.2	130			
5.O.50 Struggling younger people in mixed tenure	887	6.1	1.8	337			
5.O.51 Young people in small, low cost terraces	1,341	9.2	2.3	405			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	184	1.3	1.6	81			
5.P.53 Low income terraces	18	0.1	0.8	15			
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	280	1.9	1.6	120			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	360	2.5	1.5	163			
5.Q.58 Singles and young families, some receiving benefits	298	2.0	1.8	116			
5.Q.59 Deprived areas and high-rise flats	1,270	8.7	2.0	441			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	12			
6.R.61 Inactive communal population	86	0.6	0.3	207			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	14,607						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04435_Travellers Rest, Derby, DE22 3AJ (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**

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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