

# CGA LICENCED PREMISES

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Area: P04558\_Rose Cottage, Matlock Bath, DE4 3N  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	742.7	81.7	<b>909</b>			
Proprietary Club	1	43.7	7.3	<b>600</b>			
Registered Club	1	43.7	28.2	<b>155</b>			
Restaurant	1	43.7	32.1	<b>136</b>			
Residential	1	43.7	2.7	<b>1633</b>			

Name	Description	License Type	Owner Name	Postcode
Kings Head Inn	George Bateman & Son	Pubs & Full On	George Bateman & Son	DE 4 2AA
Duke William	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 3BZ
Moja	Independent Free	Restaurant	Independent Free	DE 4 3LU
Fishponds Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 4 3NR
Hodgkinsons Hotel & Restaurant	Independent Free	Residential	Independent Free	DE 4 3NR
Rose Cottage	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 3NS
Midland Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE 4 3NS
Heights Of Abraham	Independent Free	Pubs & Full On	Independent Free	DE 4 3PD
Brook New Bath Hotel	Unknown	Pubs & Full On	Unknown	DE 4 3PX
Greyhound Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 3QE
Boat Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 3QF
Bell Inn	Unknown	Pubs & Full On	Unknown	DE 4 3RF
White Lion	Marston's	Pubs & Full On	Marston's	DE 4 5JA
Pav Nightclub	Independent Free	Proprietary Club	Independent Free	DE 4 3NR
High Tor Hotel	Independent Free	Pubs & Full On	Independent Free	DE 4 3PS
Harveys Wine Bar	Independent Free	Pubs & Full On	Independent Free	DE 4 3LU
Cromford Community Centre	Independent Free	Registered Club	Independent Free	DE 4 3RE
Monk Cellar	Independent Free	Pubs & Full On	Independent Free	DE 4 3LU
Charles Steak House	Independent Free	Pubs & Full On	Independent Free	DE 4 3NR
Old Bank Cafe Bar	Independent Free	Pubs & Full On	Independent Free	DE 4 3NS
Parkys Eatery	Independent Free	Pubs & Full On	Independent Free	DE 4 3RE

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04558\_Rose Cottage, Matlock Bath, DE4 3NS (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:** P04558\_Rose Cottage, Matlock Bath, DE4 3NS (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	514	47.0	22.1	213		
2 Rising Prosperity	64	5.9	10.2	57		
3 Comfortable Communities	262	23.9	26.5	90		
4 Financially Stretched	251	22.9	23.7	97		
5 Urban Adversity	0	0.0	17.2	0		
6 Not Private Households	3	0.3	0.3	80		
<b>Total households</b>				<b>1,094</b>		

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

Running into debt ←→ Saving a lot

**Children at home**  
0-2

**House type**  
Semi-detached or detached

**House tenure**  
Owned outright or mortgaged

**Number of beds**  
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

**Acorn Groups within Category 3: Comfortable Communities**

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04558\_Rose Cottage, Matlock Bath, DE4 3NS (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

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	86	7.9	11.3	69			
1.C Mature Money	428	39.1	9.6	405			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	64	5.9	6.4	92			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	72	6.6	5.7	115			
3.G Successful Suburbs	186	17.0	6.0	286			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	4	0.4	4.6	8			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	161	14.7	8.0	184			
4.M Striving Families	52	4.8	7.4	64			
4.N Poorer Pensioners	38	3.5	5.8	60			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	3	0.3	0.3	80			
<b>Total households</b>	<b>1,094</b>						

### Acorn Group Pen Portrait

**4 K Student Life**      1.6M UK Adults      3.0% of UK

**Students and young people with little income living in halls of residence or shared houses.** These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

<b>CORE DEMOGRAPHICS</b>		<b>BRANDS</b>	
Age range <b>18-24</b>	Children at home <b>0</b>	SHOPPING CB&J, flying tiger, H&M, KIKO	
House tenure Privately renting	Family structure Single	LEISURE Ed's, TORTILLA, McDonald's, Y&Y SUSHI	
Number of beds <b>4+</b>	House type Flat or maisonette	WEBSITES COSOS, Spotify, JUST EAT, BuzzFeed	
<b>FINANCIAL PROFILE</b>		<b>DIGITAL</b>	
Household income UK: <b>£33k</b> , London: <b>£36k</b>	% Disposable income UK: <b>26%</b> , London: <b>16%</b>	ATTITUDES	
Financial situation Running into debt vs Saving a lot		I worry about online security: <b>58%</b> (UK average: 48%)	Shopping online makes my life easier: <b>68%</b> (UK average: 62%)
		I love the ease of using chat bots to get answers: <b>44%</b> (UK average: 28%)	
		<b>TOP BEHAVIOURS</b>	
		Love to buy new gadgets and appliances	Research beauty online
		Social media: Snapchat, YouTube and TikTok	



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

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Area: P04558\_Rose Cottage, Matlock Bath, DE4 3NS (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
<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	0.1	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	50	4.6	2.6	173			
1.B.5 Wealthy countryside commuters	30	2.7	2.5	111			
1.B.6 Financially comfortable families	6	0.5	2.2	25			
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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	305	27.9	3.1	906			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	47	4.3	2.5	174			
1.C.13 Upmarket downsizers	76	6.9	1.3	537			
<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	0.7	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	35	3.2	2.0	162			
2.E.19 First time buyers in small, modern homes	29	2.7	3.4	78			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	72	6.6	3.2	205			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	186	17.0	2.4	701			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
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			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	4	0.4	2.4	15			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	90	8.2	1.4	570			
4.L.38 Semi-skilled workers in traditional neighbourhoods	71	6.5	2.6	247			
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			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	52	4.8	1.6	298			
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	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	15	1.4	0.8	174			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	23	2.1	2.2	94			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
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	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	3	0.3	0.1	461			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>1,094</b>						

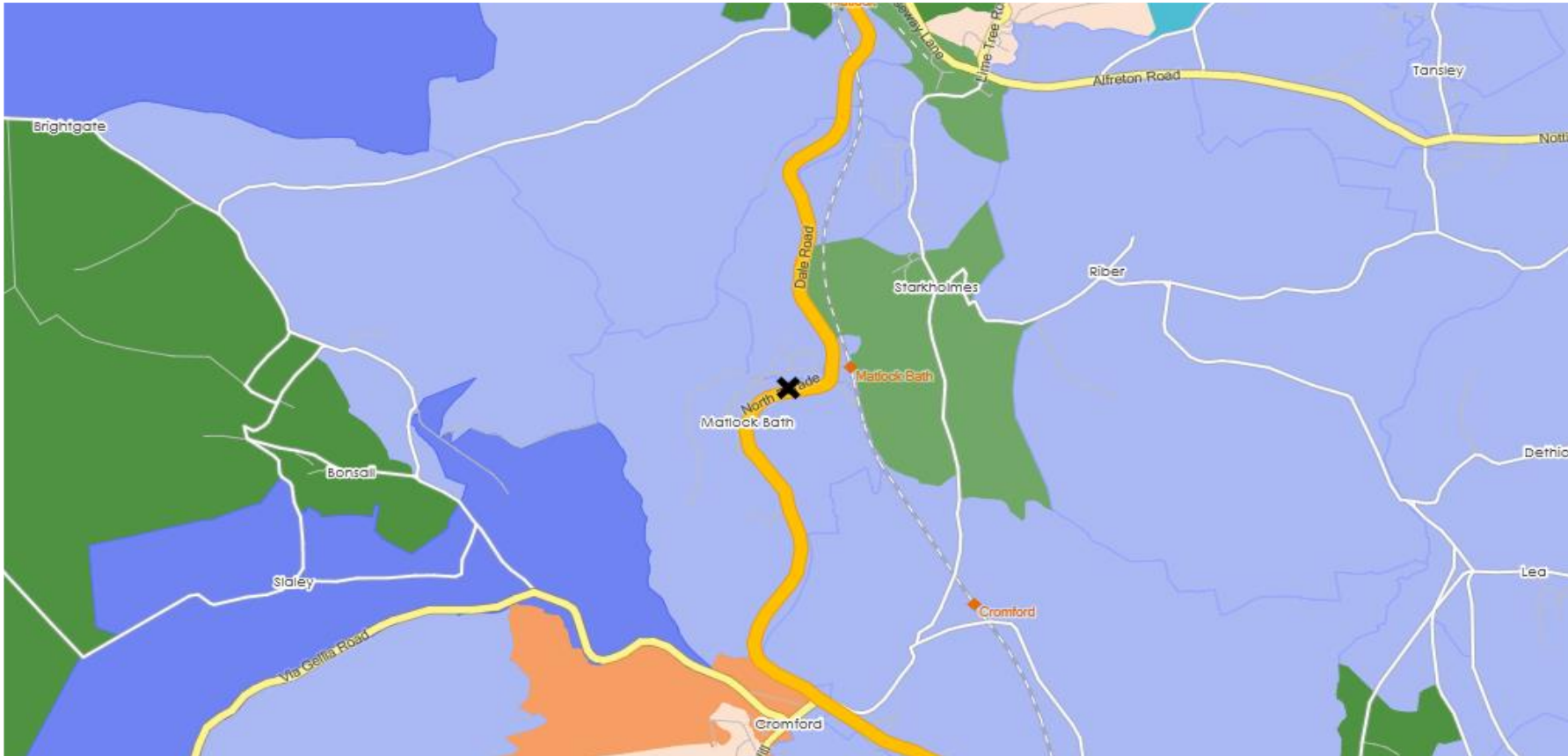
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04558\_Rose Cottage, Matlock Bath, DE4 3NS (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
3. Comfortable Communities	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
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



Tableau

Excel

### 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

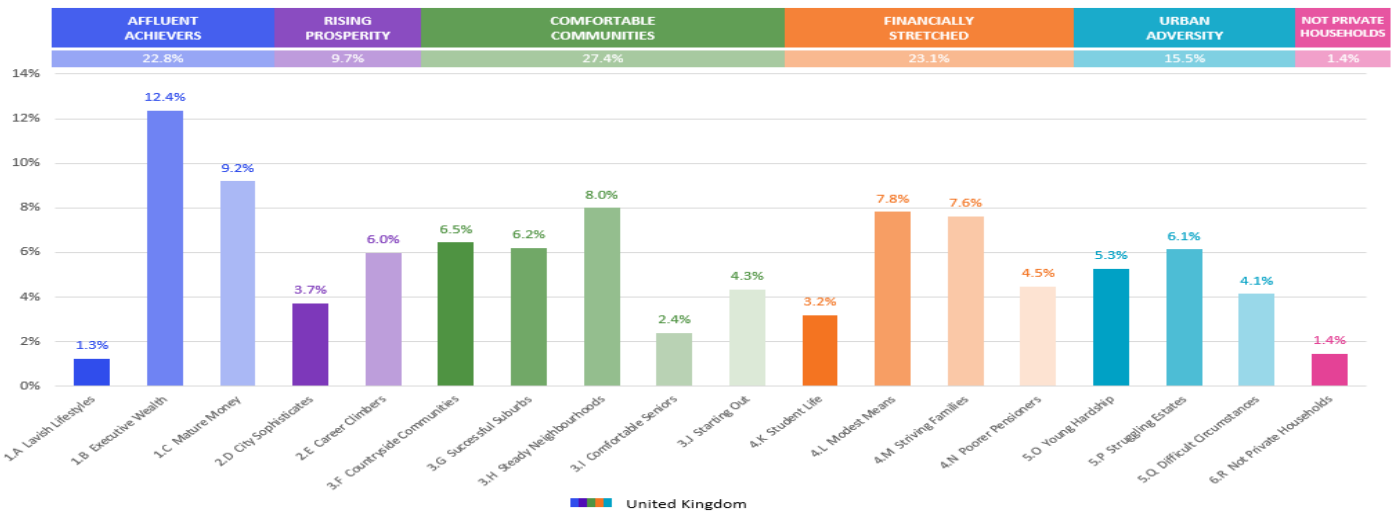
**House tenure**  
Owned outright

**Number of beds**  
4+

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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