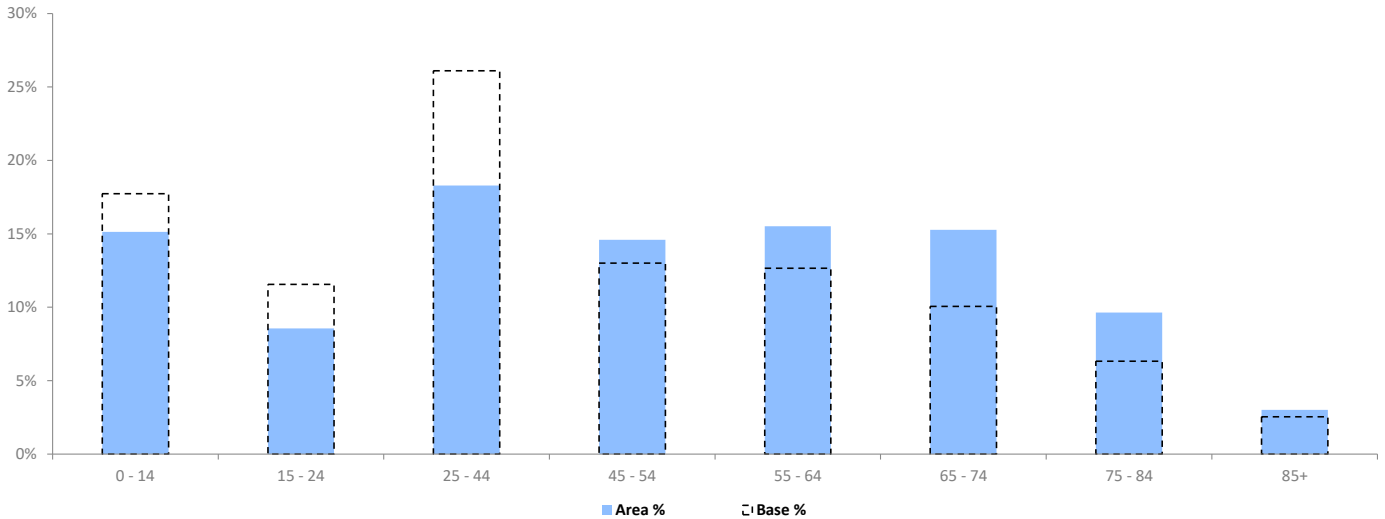


# POPULATION PROJECTIONS

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Area: P03813\_Six Bells, Felsham, IP30 0PJ (5 Mile contour)  
 Base: Great Britain  
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,429	15.1	17.7	85			
15 - 24	1,373	8.6	11.6	74			
25 - 44	2,936	18.3	26.1	70			
45 - 54	2,342	14.6	13.0	112			
55 - 64	2,491	15.5	12.7	123			
65 - 74	2,452	15.3	10.1	152			
75 - 84	1,548	9.6	6.3	152			
85+	484	3.0	2.5	119			
<b>Total population</b>	<b>16,055</b>						



# CGA LICENCED PREMISES

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Area: P03813\_Six Bells, Felsham, IP30 OPJ (5 Mile c

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	21	130.8	85.9	152			
Proprietary Club	0	0.0	8.2	0			
Registered Club	2	12.5	30.1	41			
Restaurant	1	6.2	35.3	18			
Residential	0	0.0	3.5	0			

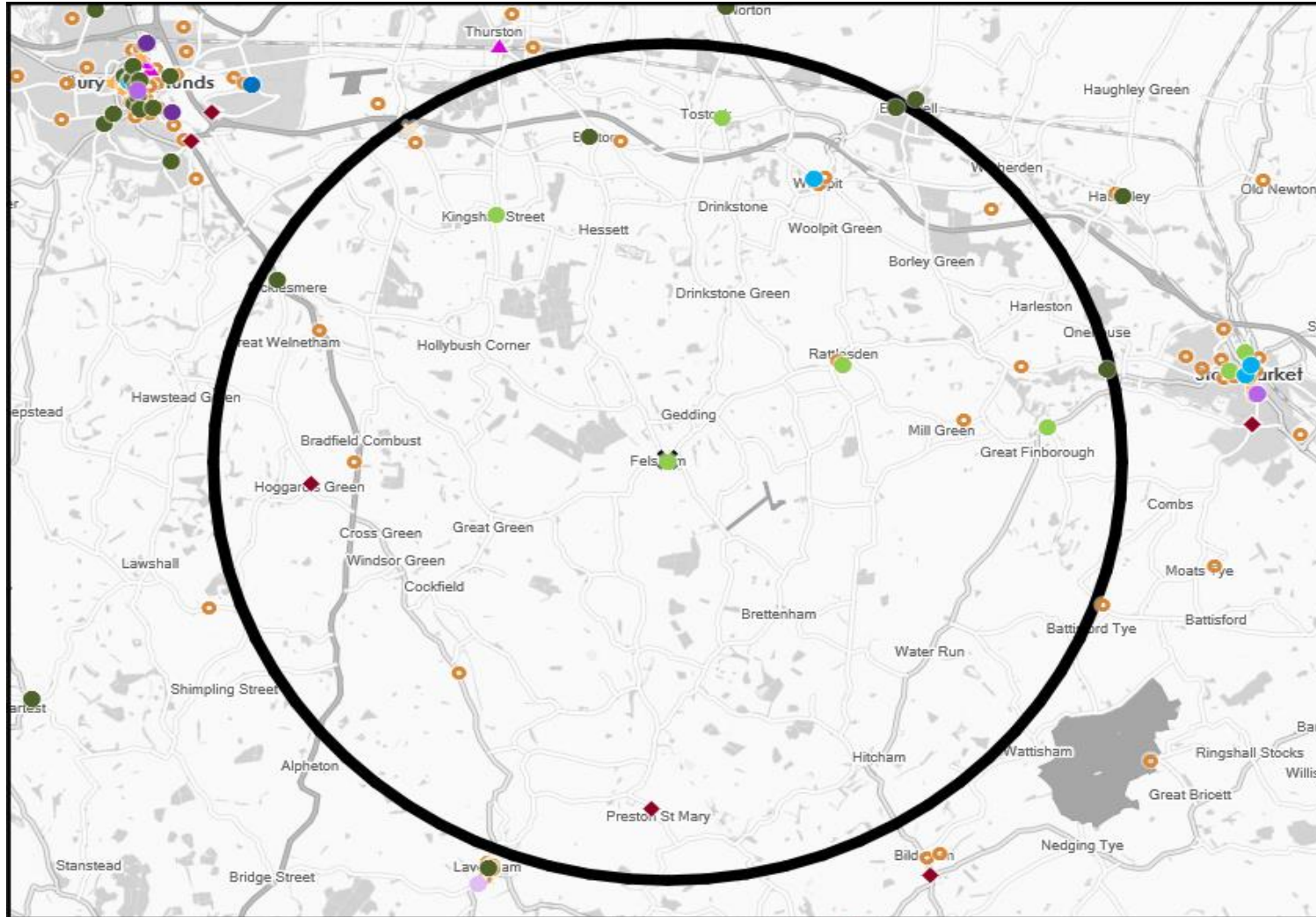
Name	Description	License Type	Owner Name	Postcode
Six Bells	Unknown	Pubs & Full On	Unknown	CO10 9NG
Chestnut Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP14 3AT
Shepherd & Dog	Greene King	Pubs & Full On	Greene King	IP14 3BX
Stowmarket Golf Club	Independent Free	Registered Club	Independent Free	IP14 3DA
Crown Inn	Independent Free	Pubs & Full On	Independent Free	IP14 3DW
Red House	Unknown	Pubs & Full On	Unknown	IP29 4RR
Rushbrooks Arms	Greene King	Pubs & Full On	Greene King	IP30 0BU
Horseshoes Inn	Independent Free	Pubs & Full On	Independent Free	IP30 0JB
Six Bells	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP30 0PJ
Five Bells	Independent Free	Pubs & Full On	Independent Free	IP30 0RA
Brewers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP30 0RJ
White Horse	Greene King	Pubs & Full On	Greene King	IP30 9AB
Bear	Independent Free	Pubs & Full On	Independent Free	IP30 9AG
Railway Tavern	Greene King	Pubs & Full On	Greene King	IP30 9EE
Ravenwood Hall Country Hotel & Restau	Ravenwood Hall Group	Pubs & Full On	Ravenwood Hall Group	IP30 9JA
Bennett Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP30 9LH
Gardeners Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	IP30 9PA
Swan	Independent Free	Pubs & Full On	Independent Free	IP30 9QN
Bull	Punch Pub Company	Pubs & Full On	Punch Pub Company	IP30 9SA
Manger	Independent Free	Pubs & Full On	Independent Free	IP30 0LW
Haughley Park Barn	Independent Free	Pubs & Full On	Independent Free	IP14 3JY
Woolpit Cricket Club	Independent Free	Registered Club	Independent Free	IP30 9QP
Blackthorpe Barn Weddings	Independent Free	Pubs & Full On	Independent Free	IP30 9JG
Hennessey Lifestyle	Independent Free	Restaurant	Independent Free	IP30 0UL

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03813\_Six Bells, Felsham, IP30 0PJ (5 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:** P03813\_Six Bells, Felsham, IP30 0PJ (5 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,985	43.6	22.0	198		
 2 Rising Prosperity	57	0.8	10.1	8		
 3 Comfortable Communities	2,793	40.7	26.2	155		
 4 Financially Stretched	874	12.8	23.7	54		
 5 Urban Adversity	121	1.8	17.6	10		
 6 Not Private Households	24	0.4	0.3	105		
 Graph						
<b>Total households</b>	<b>6,854</b>					

### Acorn Category Pen Portrait

# 1 Affluent Achievers

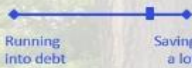
Age range

## 55+

House type

## Detached

Financial situation



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: P03813\_Six Bells, Felsham, IP30 0PJ (5 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	2	0.0	1.1	3			
1.B Executive Wealth	1,291	18.8	11.2	168			
1.C Mature Money	1,692	24.7	9.6	256			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	57	0.8	6.2	13			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	2,271	33.1	5.7	578			
3.G Successful Suburbs	335	4.9	5.9	83			
3.H Steady Neighbourhoods	123	1.8	7.4	24			
3.I Comfortable Seniors	27	0.4	2.9	14			
3.J Starting Out	37	0.5	4.3	12			
<b>4. Financially Stretched</b>							
4.K Student Life	4	0.1	2.4	2			
4.L Modest Means	32	0.5	7.9	6			
4.M Striving Families	613	8.9	7.5	119			
4.N Poorer Pensioners	225	3.3	5.9	56			
<b>5. Urban Adversity</b>							
5.O Young Hardship	0	0.0	6.1	0			
5.P Struggling Estates	96	1.4	6.1	23			
5.Q Difficult Circumstances	25	0.4	5.3	7			
<b>6. Not Private Households</b>							
6.R Not Private Households	24	0.4	0.3	105			
<b>Total households</b>	<b>6,854</b>						


Acorn Group Pen Portrait

**3 F Countryside Communities**      3.4M UK Adults      6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

**DEMOGRAPHICS**

Age range <b>65+</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>



**FINANCIAL PROFILE**

Household Income UK <b>£42k</b> London n/a Average: £40k    Average: £44k	% Disposable Income UK <b>53%</b> London n/a Average: 44%    Average: 39%	Financial situation 
--	--	-------------------------

**BRANDS**

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

**DIGITAL**

**ATTITUDES**

- I worry about online security: **57%** (UK average: 55%)
- Shopping online makes my life easier: **53%** (UK average: 53%)
- I couldn't live without the internet on my mobile: **25%** (UK average: 34%)

**KEY INTERNET USAGE**

This group are more likely to **browse for gardening products online**

**TECHNOLOGY USAGE**

This group are more likely to **purchase home insurance online**

This group are more likely to **subscribe to Sky TV**

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

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Area: P03813\_Six Bells, Felsham, IP30 0PJ (5 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	2	0.0	0.1	34			
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	323	4.7	2.6	180			
1.B.5 Wealthy countryside commuters	844	12.3	2.4	511			
1.B.6 Financially comfortable families	71	1.0	2.2	47			
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	53	0.8	1.6	48			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	1,365	19.9	3.0	667			
1.C.11 Settled suburbia, older people	0	0.0	2.9	0			
1.C.12 Retired and empty nesters	327	4.8	2.5	192			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	57	0.8	1.9	44			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
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	634	9.3	1.5	618			
3.F.22 Older couples and families in rural areas	766	11.2	1.1	1,049			
3.F.23 Owner occupiers in small towns and villages	871	12.7	3.2	400			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	148	2.2	2.6	82			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	187	2.7	2.4	113			
<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	123	1.8	2.3	77			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	27	0.4	2.4	16			
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	2.1	0			
3.J.33 Smaller houses and starter homes	37	0.5	2.3	24			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	4	0.1	0.4	16			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	32	0.5	2.6	18			
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	613	8.9	1.6	560			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	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	74	1.1	0.8	138			
4.N.46 Elderly people in social rented flats	29	0.4	1.1	39			
4.N.47 Low income older people in smaller semis	100	1.5	2.3	64			
4.N.48 Pensioners and singles in social rented flats	22	0.3	1.8	18			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.1	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.7	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	54	0.8	1.6	49			
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	42	0.6	1.6	37			
<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	25	0.4	1.8	20			
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	0	0.0	0.1	0			
6.R.61 Inactive communal population	24	0.4	0.3	127			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,854</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03813\_Six Bells, Felsham, IP30 0PJ (5 Mile contour)



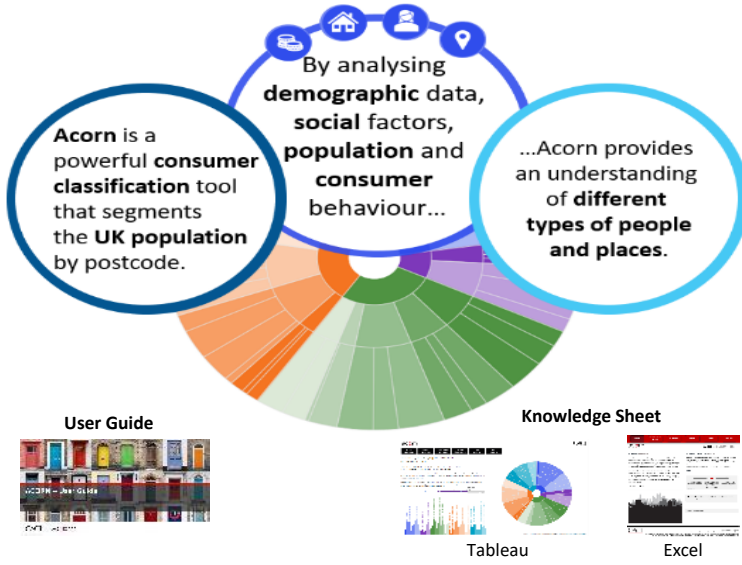
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

12.0M 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+

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

