

# CGA LICENCED PREMISES

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Area: P03988\_Ox & Plough, Washington, NE38 0LZ  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	62.1	81.7	76			
Proprietary Club	2	9.5	7.3	<b>131</b>			
Registered Club	2	9.5	28.2	34			
Restaurant	2	9.5	32.1	30			
Residential	0	0.0	2.7	0			

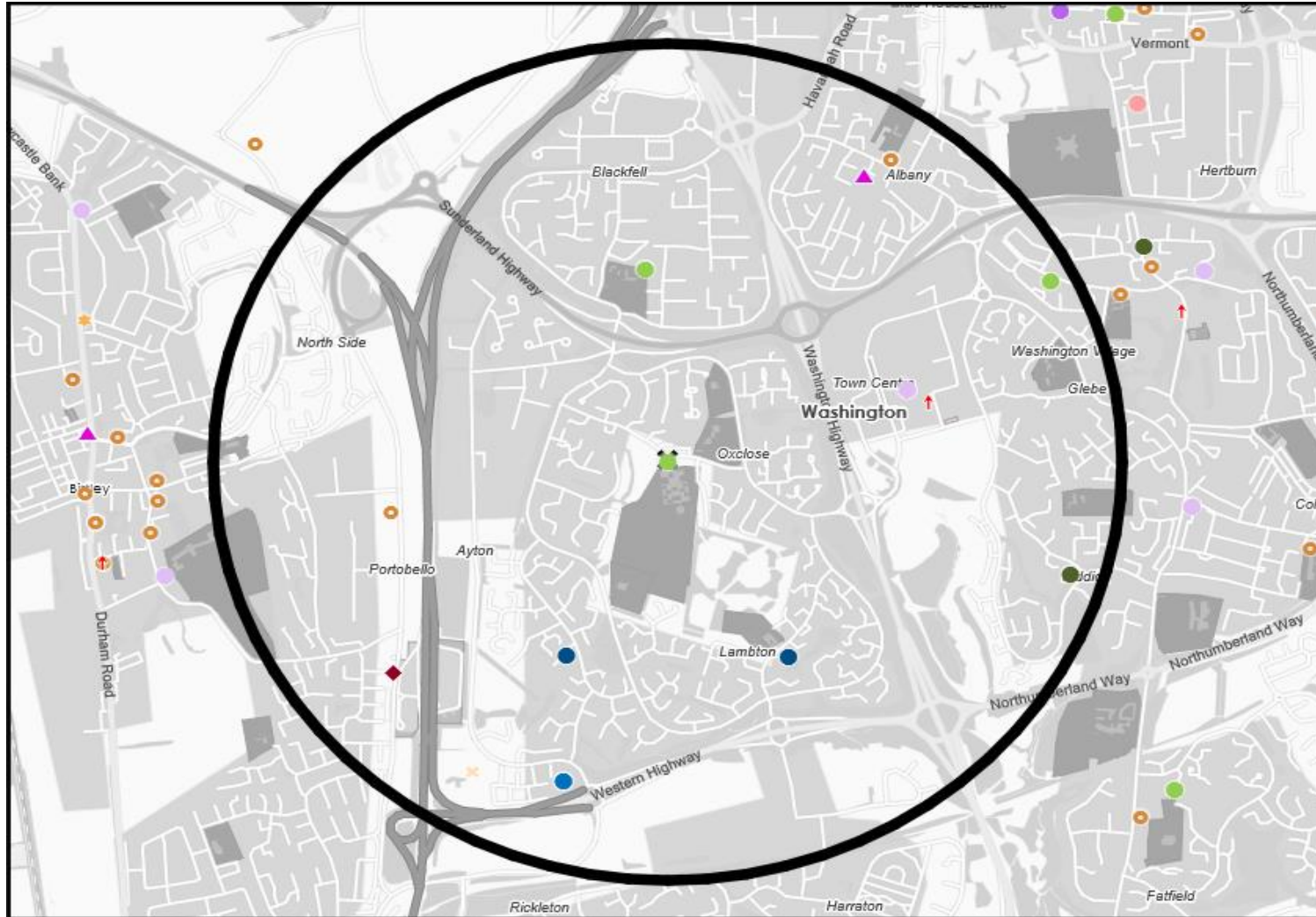
Name	Description	License Type	Owner Name	Postcode
Board Inn	Unknown	Pubs & Full On	Unknown	DH 3 2JL
Birtley Golf Club	Independent Free	Registered Club	Independent Free	DH 3 2SN
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	NE37 1LB
Honest Boy	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE37 1LL
White House Social Club	Independent Free	Registered Club	Independent Free	NE37 1LL
Wheelhouse	Camerons	Pubs & Full On	Camerons	NE37 1UB
Champs Sports Bar & Grill	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE37 1LE
Highwayman	Marston's	Pubs & Full On	Marston's	NE38 0QA
Ox & Plough	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE38 0LZ
Cherry Tree	Marston's	Pubs & Full On	Marston's	NE38 0DL
Black Bush	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE38 7HY
Sandpiper	Greene King	Pubs & Full On	Greene King	NE38 7NN
Oasis	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE38 7SA
Campanile Hotel	Campanile Hotels	Pubs & Full On	Campanile Hotels	NE37 1LE
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	NE38 7SB
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NE37 1LE
Amf Bowling	Original Bowling Company	Proprietary Club	Original Bowling Company	NE38 7RZ
Kylin Oriental	Independent Free	Restaurant	Independent Free	NE37 1BH
Stella Restaurant	Independent Free	Restaurant	Independent Free	NE37 1BH

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03988\_Ox & Plough, Washington, NE38 0LZ (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:** P03988\_Ox & Plough, Washington, NE38 0LZ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,093	12.2	22.1	55		
 2 Rising Prosperity	272	3.0	10.2	30		
 3 Comfortable Communities	2,222	24.8	26.5	94		
 4 Financially Stretched	1,177	13.1	23.7	55		
 5 Urban Adversity	4,196	46.8	17.2	272		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
<b>Total households</b>	<b>8,960</b>					

### Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK










**60 Active communal population –**  
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

**61 Inactive communal population –**  
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

**62 Business areas without resident population –**  
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

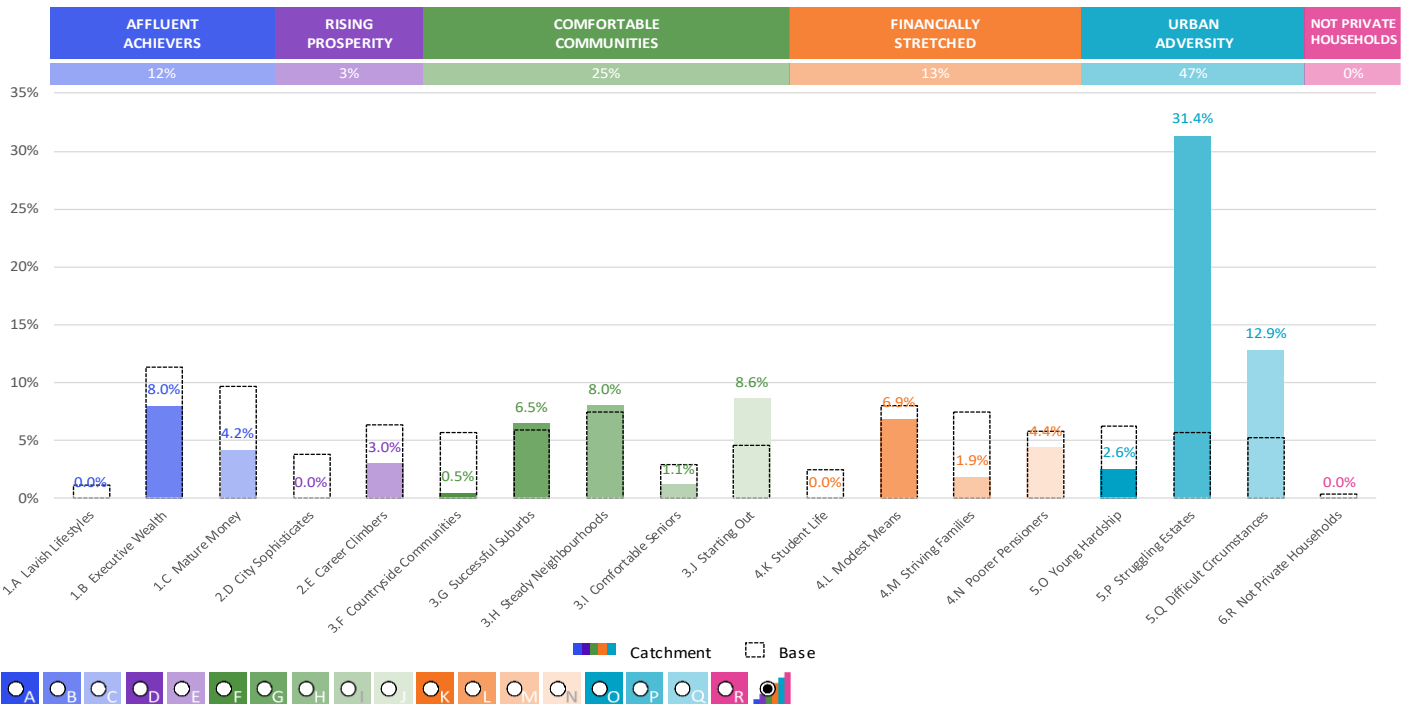
# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03988\_Ox & Plough, Washington, NE38 0LZ (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	716	8.0	11.3	71			
1.C Mature Money	377	4.2	9.6	44			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	272	3.0	6.4	48			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	42	0.5	5.7	8			
3.G Successful Suburbs	582	6.5	6.0	109			
3.H Steady Neighbourhoods	721	8.0	7.4	109			
3.I Comfortable Seniors	102	1.1	2.9	40			
3.J Starting Out	775	8.6	4.6	190			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	618	6.9	8.0	86			
4.M Striving Families	166	1.9	7.4	25			
4.N Poorer Pensioners	393	4.4	5.8	76			
<b>5. Urban Adversity</b>							
5.O Young Hardship	230	2.6	6.3	41			
5.P Struggling Estates	2,812	31.4	5.7	550			
5.Q Difficult Circumstances	1,154	12.9	5.2	246			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>8,960</b>						

## Acorn Group Graph



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

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Area: P03988\_Ox & Plough, Washington, NE38 0LZ (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	107	1.2	2.6	45			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	431	4.8	2.2	216			
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	178	2.0	1.6	123			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	356	4.0	2.8	141			
1.C.12 Retired and empty nesters	21	0.2	2.5	10			
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	0.7	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	202	2.3	2.0	114			
2.E.19 First time buyers in small, modern homes	70	0.8	3.4	23			
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	42	0.5	3.2	15			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	468	5.2	2.7	194			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	114	1.3	2.4	52			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	434	4.8	3.5	140			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	287	3.2	2.3	137			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	65	0.7	2.4	31			
3.I.31 Elderly singles in purpose-built accommodation	37	0.4	0.5	85			
<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	775	8.6	2.4	360			
<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	200	2.2	1.4	155			
4.L.38 Semi-skilled workers in traditional neighbourhoods	294	3.3	2.6	125			
4.L.39 Fading owner occupied terraces	124	1.4	2.9	47			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	65	0.7	1.6	44			
4.M.43 Families in right-to-buy estates	16	0.2	2.0	9			
4.M.44 Post-war estates, limited means	85	0.9	2.2	44			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	299	3.3	0.8	424			
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	36	0.4	2.2	18			
4.N.48 Pensioners and singles in social rented flats	58	0.6	1.7	38			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	135	1.5	2.2	69			
5.O.50 Struggling younger people in mixed tenure	86	1.0	1.8	53			
5.O.51 Young people in small, low cost terraces	9	0.1	2.3	4			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	2,636	29.4	1.6	1,883			
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	176	2.0	1.6	123			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	309	3.4	1.5	229			
5.Q.58 Singles and young families, some receiving benefits	662	7.4	1.8	419			
5.Q.59 Deprived areas and high-rise flats	183	2.0	2.0	104			
<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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>8,960</b>						

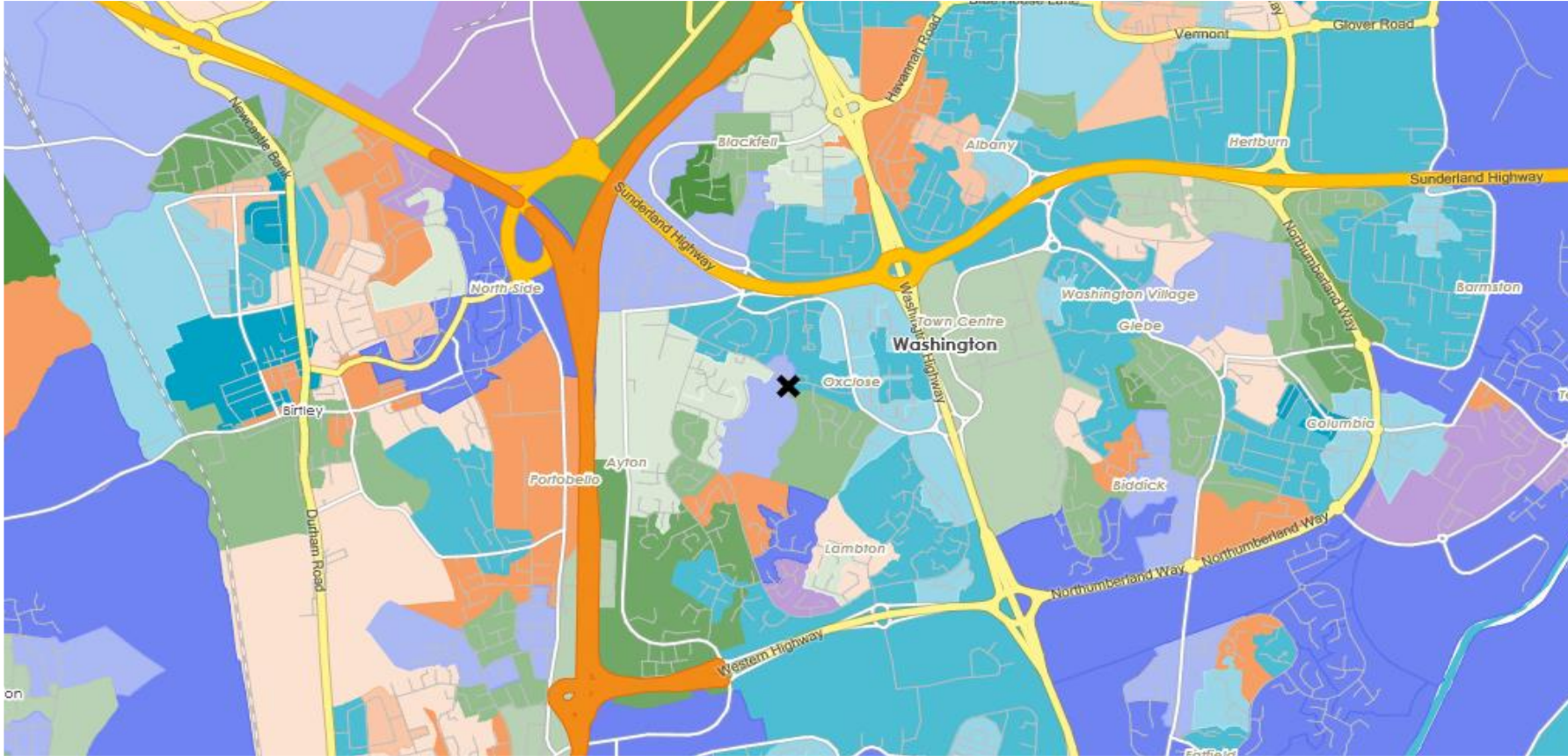
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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- 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		



Tableau

Excel

## 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

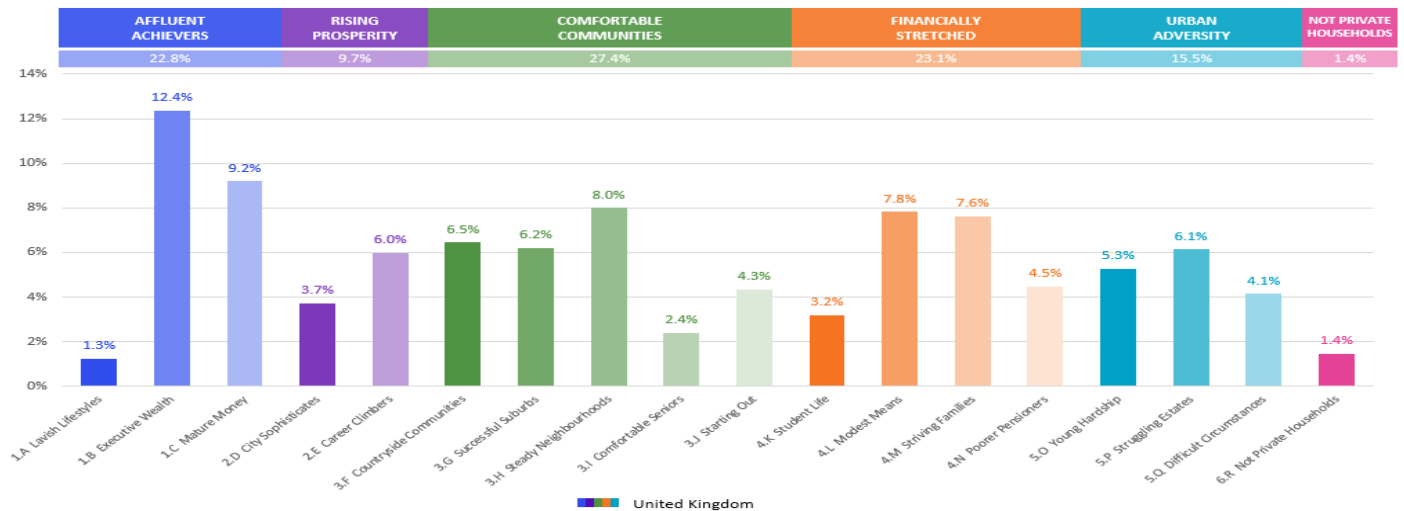
Number of beds: 4+

12.1M 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: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%



# MAP OF AREA

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