

# CGA LICENCED PREMISES

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Area: P01883\_Leather Bottle, Wellingborough, NN  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	2	20.6	81.7	25			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	41.2	28.2	<b>146</b>			
Restaurant	2	20.6	32.1	64			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Leather Bottle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN 9 5PR
Oliver Twist	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 9 5PX
Irthlingborough Town Band	Independent Free	Registered Club	Independent Free	NN 9 5RG
Irthlingborough Town Cricket Club	Independent Free	Registered Club	Independent Free	NN 9 5RJ
Masala	Independent Free	Restaurant	Independent Free	NN 9 5SN
Irthlingborough Working Mens Club	Independent Free	Registered Club	Independent Free	NN 9 5TT
Irthlingborough Conservative Club	Independent Free	Registered Club	Independent Free	NN 9 5UQ
Mayflower Chinese Restaurant	Independent Free	Restaurant	Independent Free	NN 9 5TZ

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P01883\_Leather Bottle, Wellingborough, NN9 5PR (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:** P01883\_Leather Bottle, Wellingborough, NN9 5PR (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	702	17.4	22.1	79		
2 Rising Prosperity	423	10.5	10.2	103		
3 Comfortable Communities	1,225	30.4	26.5	115		
4 Financially Stretched	1,155	28.7	23.7	121		
5 Urban Adversity	509	12.6	17.2	74		
6 Not Private Households	10	0.2	0.3	72		
<b>Total households</b>	<b>4,024</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:** P01883\_Leather Bottle, Wellingborough, NN9 5PR (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	690	17.1	11.3	151			
1.C Mature Money	12	0.3	9.6	3			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	423	10.5	6.4	165			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	127	3.2	5.7	55			
3.G Successful Suburbs	419	10.4	6.0	175			
3.H Steady Neighbourhoods	184	4.6	7.4	62			
3.I Comfortable Seniors	149	3.7	2.9	130			
3.J Starting Out	346	8.6	4.6	189			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	626	15.6	8.0	195			
4.M Striving Families	185	4.6	7.4	62			
4.N Poorer Pensioners	344	8.5	5.8	148			
<b>5. Urban Adversity</b>							
5.O Young Hardship	288	7.2	6.3	114			
5.P Struggling Estates	156	3.9	5.7	68			
5.Q Difficult Circumstances	65	1.6	5.2	31			
<b>6. Not Private Households</b>							
6.R Not Private Households	10	0.2	0.3	72			
<b>Total households</b>	<b>4,024</b>						

## Acorn Group Pen Portrait

**3 J Starting Out** 2.2M UK Adults    4.2% of UK

**Young couples and early career climbers in their first homes.** Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

### CORE DEMOGRAPHICS

Age range <b>25-44</b>	Children at home <b>1</b>
House tenure <b>Mortgaged</b>	Family structure <b>Couple with children</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

### FINANCIAL PROFILE

Household income UK: <b>£43k</b> London: <b>£47k</b> <small>Average: £40k    Average: £48k</small>	% Disposable income UK: <b>39%</b> London: <b>32%</b> <small>Average: 43%    Average: 29%</small>	Financial situation 
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### BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

### DIGITAL

#### ATTITUDES

I worry about online security <b>60%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>63%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>28%</b> <small>UK average: 28%</small>
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#### TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01883\_Leather Bottle, Wellingborough, NN9 5PR (1 Mile contour)  
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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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	534	13.3	2.2	597			
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	156	3.9	1.6	241			
<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	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	12	0.3	1.3	23			
<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	423	10.5	2.0	532			
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			
<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	15	0.4	1.0	37			
3.F.23 Owner occupiers in small towns and villages	112	2.8	3.2	87			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	239	5.9	2.7	220			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	180	4.5	2.4	185			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	5	0.1	3.5	4			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	179	4.4	2.3	190			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	149	3.7	2.4	156			
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	346	8.6	2.4	358			
<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	13	0.3	1.4	22			
4.L.38 Semi-skilled workers in traditional neighbourhoods	330	8.2	2.6	312			
4.L.39 Fading owner occupied terraces	283	7.0	2.9	241			
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	139	3.5	1.6	217			
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	46	1.1	2.0	56			
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	153	3.8	0.8	483			
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	60	1.5	2.2	67			
4.N.48 Pensioners and singles in social rented flats	131	3.3	1.7	191			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	131	3.3	2.2	149			
5.O.50 Struggling younger people in mixed tenure	150	3.7	1.8	207			
5.O.51 Young people in small, low cost terraces	7	0.2	2.3	8			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	94	2.3	1.6	150			
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	62	1.5	1.6	96			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	10	0.2	1.5	16			
5.Q.58 Singles and young families, some receiving benefits	45	1.1	1.8	63			
5.Q.59 Deprived areas and high-rise flats	10	0.2	2.0	13			
<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	10	0.2	0.3	87			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>4,024</b>						

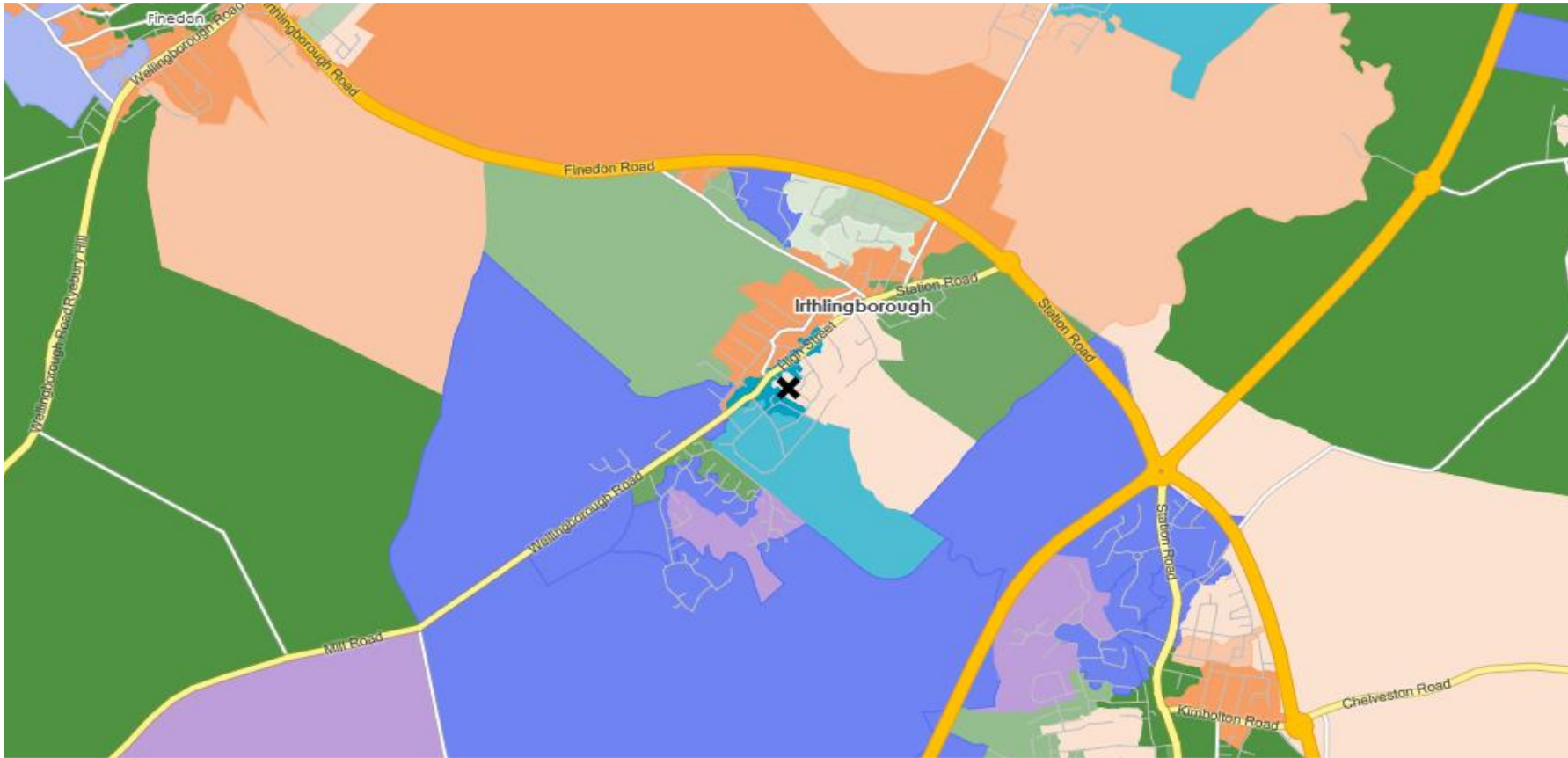
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01883\_Leather Bottle, Wellingborough, NN9 5PR (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

12.1M UK Adults      22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

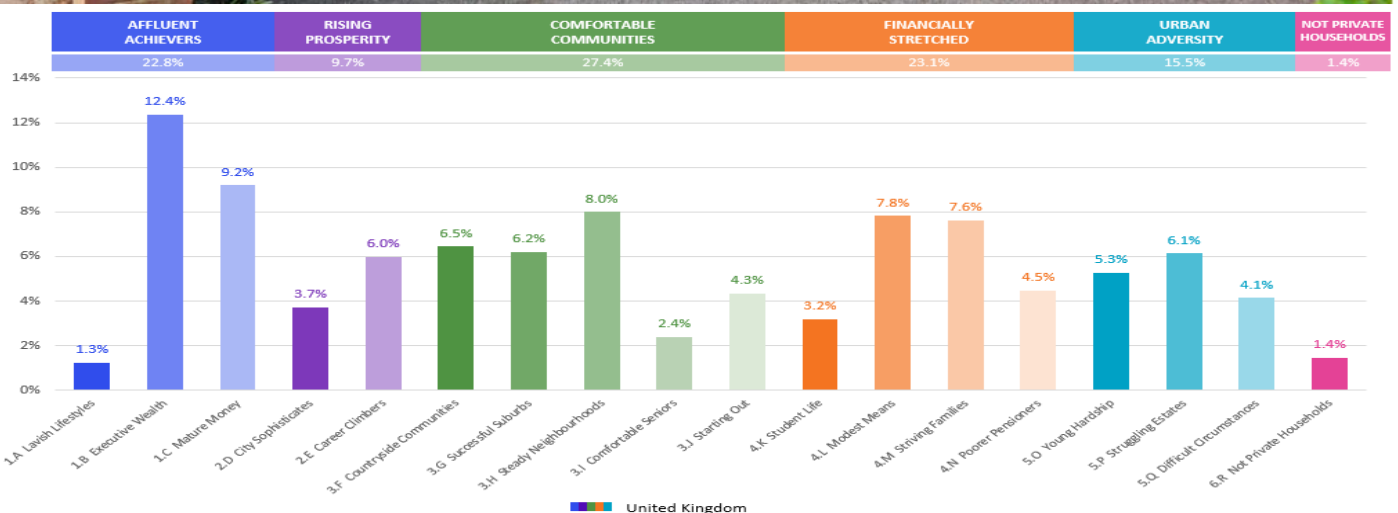
House tenure: Owned outright

Number of beds: 4+

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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