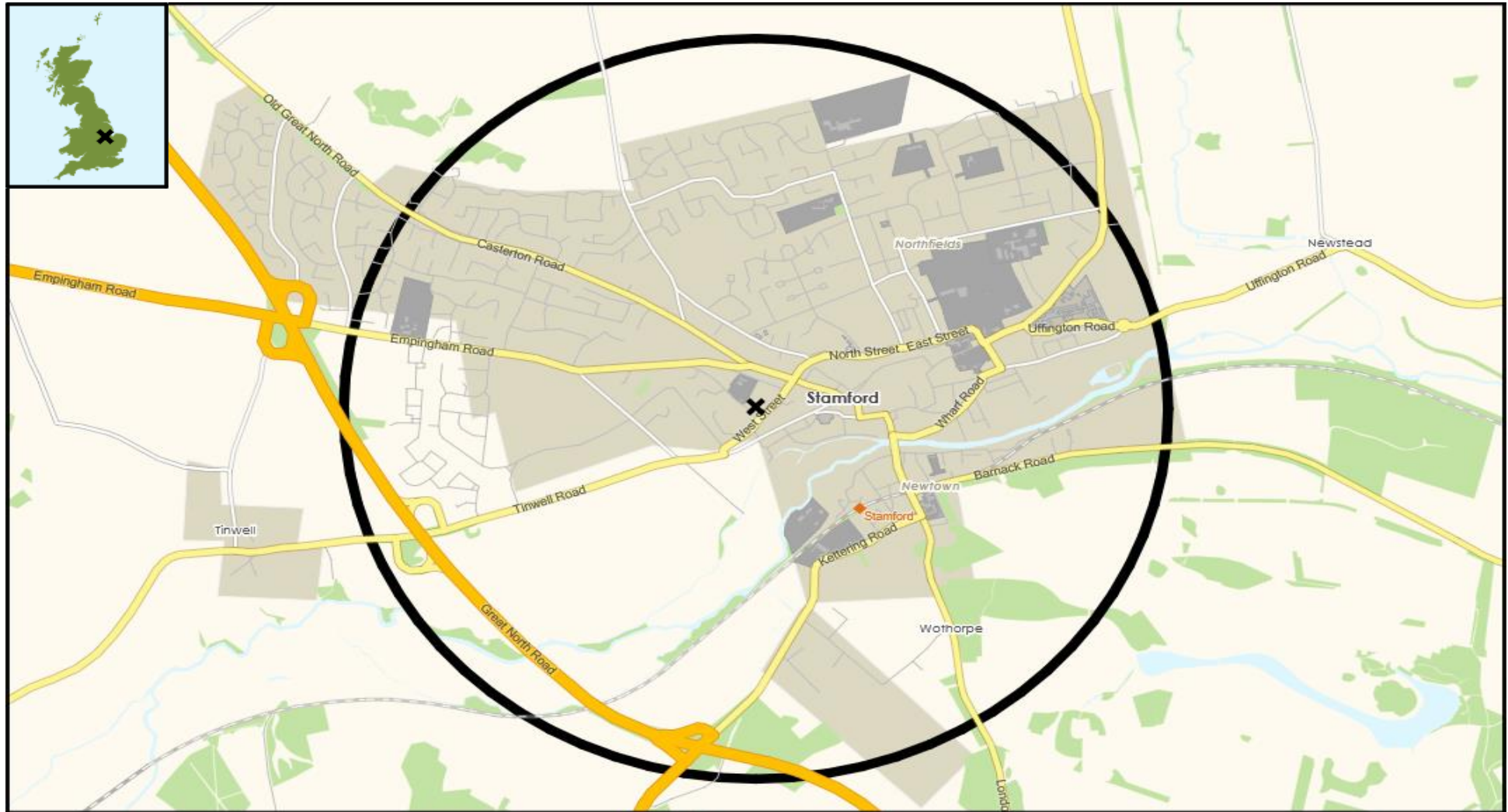


MAP OF AREA

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Source: OS Open Data 2018

Area: P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)

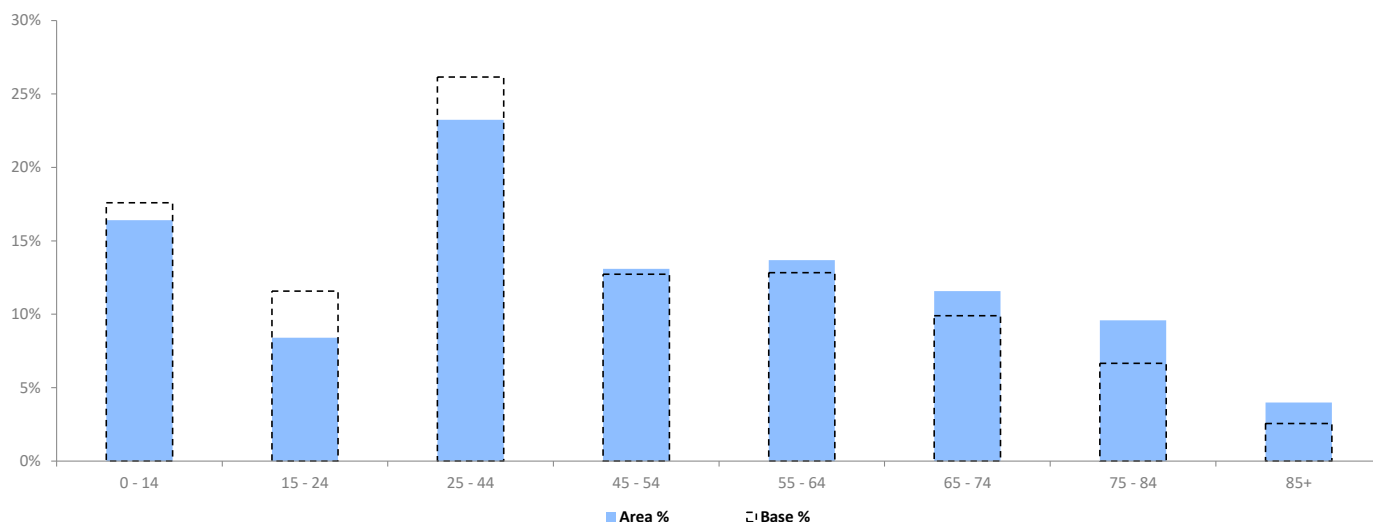


POPULATION PROJECTIONS

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Area: P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)
Base: Great Britain
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,025	16.4	17.6	93			
15 - 24	1,549	8.4	11.6	73			
25 - 44	4,288	23.2	26.2	89			
45 - 54	2,416	13.1	12.7	103			
55 - 64	2,526	13.7	12.8	107			
65 - 74	2,135	11.6	9.9	117			
75 - 84	1,768	9.6	6.7	144			
85+	737	4.0	2.6	156			
Total population	18,444						



EXPENDITURE

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Area: P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)
Base: Great Britain
Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£592,545	£68.09	£73.74	92			
2. Alcoholic beverages, tobacco and narcotics	£235,110	£27.02	£27.43	98			
3. Clothing & Footwear	£320,785	£36.86	£41.92	88			
4. Housing, water, electricity, gas and other fuels	£712,151	£81.84	£92.23	89			
5. Furnishings, equipment and routine maintenance	£326,355	£37.50	£39.49	95			
6. Health	£136,747	£15.71	£16.97	93			
7. Transport	£941,897	£108.24	£115.30	94			
8. Communication	£129,893	£14.93	£14.64	102			
9. Recreation & Culture	£807,302	£92.77	£100.48	92			
10. Education	£190,546	£21.90	£22.34	98			
11. Restaurants & Hotels	£681,956	£78.37	£82.30	95			
12. Miscellaneous goods and services	£884,040	£101.59	£104.94	97			
Total Expenditure	£5,959,326	£684.82	£731.77	94			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

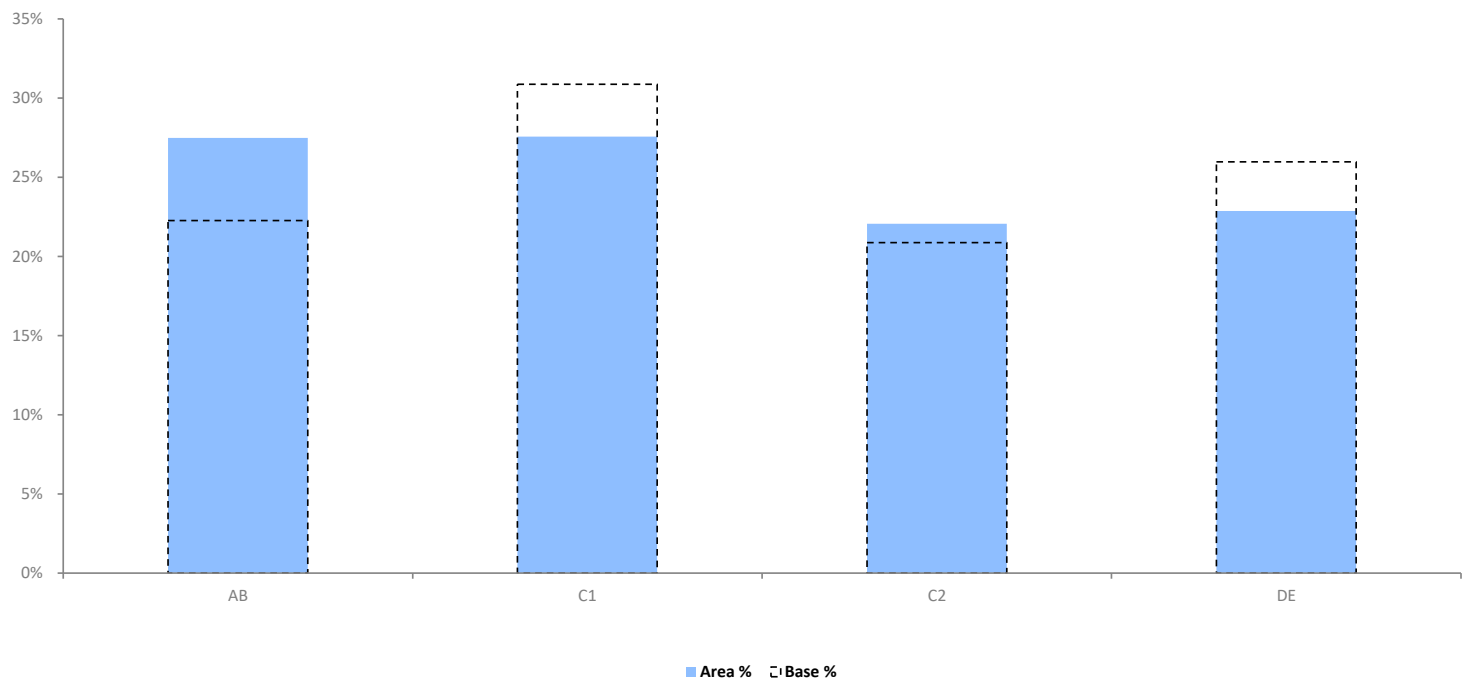
UP TO DATE DEMOGRAPHICS

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Area:	P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)
Base:	Great Britain
Year:	2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	2,399	27.5	22.3	123			
C1: Supervisory, clerical, jr managerial/admin/professional	2,406	27.6	30.9	89			
C2: Skilled manual workers	1,926	22.1	20.9	106			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,996	22.9	26.0	88			
Total household reference persons aged 16 to 64	8,727						



CGA LICENCED PREMISES

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Area: P00828_Jolly Brewer, Stamford, PE9 2PP (1 f
Base: Great Britain
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	22	119.3	82.8	144			
Proprietary Club	1	5.4	7.5	73			
Registered Club	5	27.1	28.7	94			
Restaurant	15	81.3	32.5	250			
Residential	0	0.0	2.8	0			

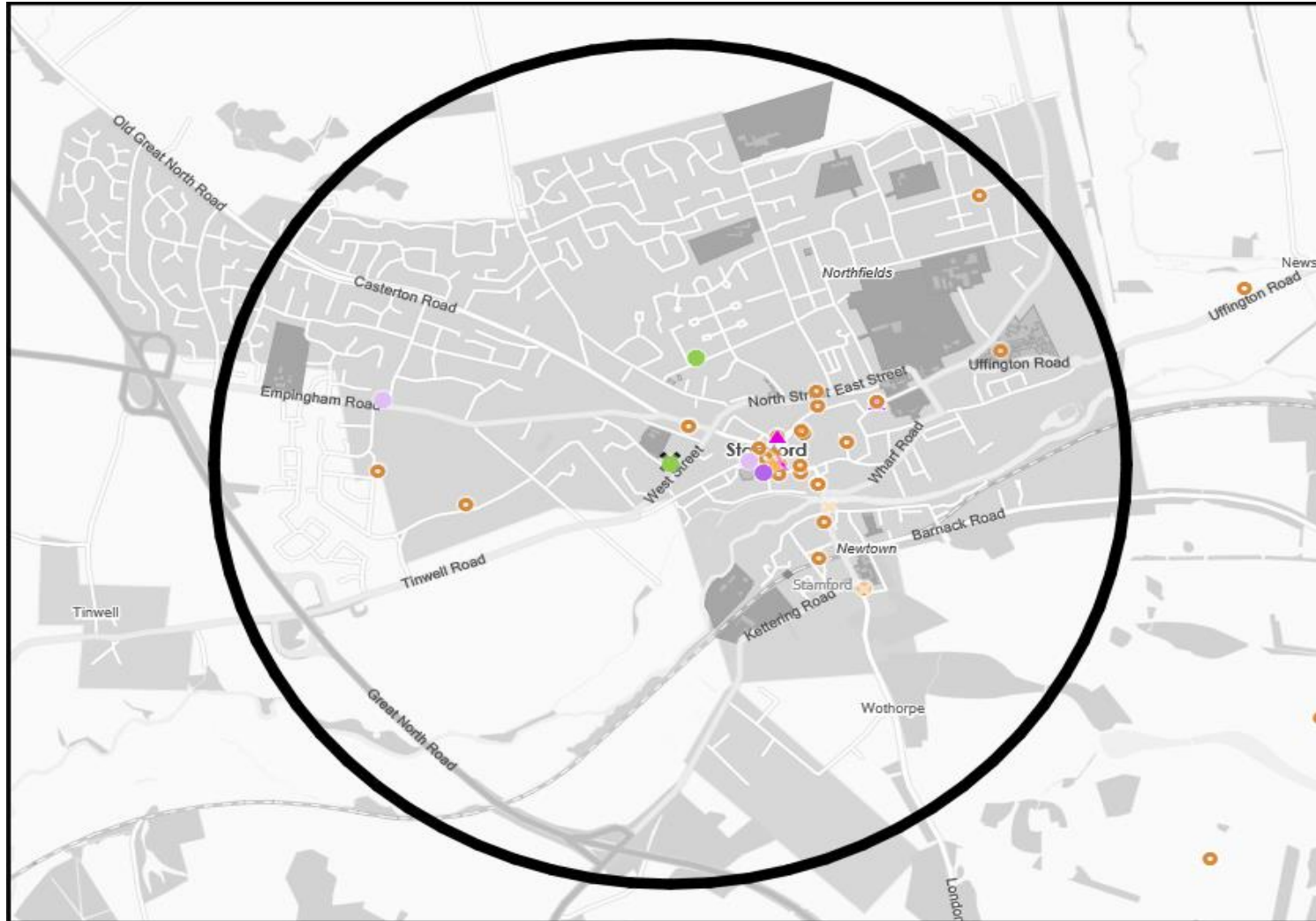
Name	Description	License Type	Owner Name	Postcode
George Of Stamford Hotel	Independent Free	Pubs & Full On	Independent Free	PE 9 2LB
Hurdler	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE 9 1AL
Willoughby's	Independent Free	Proprietary Club	Independent Free	PE 9 2BT
Blackstones Sports And Social	Independent Free	Registered Club	Independent Free	PE 9 1UU
Paten And Co	Knead Pubs Ltd	Pubs & Full On	Knead Pubs Ltd	PE 9 2AG
Raj Of India	Independent Free	Restaurant	Independent Free	PE 9 2AG
Tea Room	Independent Free	Restaurant	Independent Free	PE 9 2AJ
Pizza Express	Hony Capital	Restaurant	Hony Capital	PE 9 2LE
Kings Head	Independent Free	Pubs & Full On	Independent Free	PE 9 2AZ
Wine Bar Stamford	Independent Free	Pubs & Full On	Independent Free	PE 9 2BE
Dominos Pizza	Independent Free	Restaurant	Independent Free	PE 9 2BE
Tobie Norris Inn	Knead Pubs Ltd	Pubs & Full On	Knead Pubs Ltd	PE 9 2BE
London Inn	Independent Free	Pubs & Full On	Independent Free	PE 9 2DB
Cloisters	Independent Free	Restaurant	Independent Free	PE 9 2DE
Fratellis Ristorante	Independent Free	Restaurant	Independent Free	PE 9 2DP
Warunees Thai Restaurant	Independent Free	Restaurant	Independent Free	PE 9 2DS
Candlesticks	Independent Free	Restaurant	Independent Free	PE 9 2JU
William Cecil Hotel	Independent Free	Pubs & Full On	Independent Free	PE 9 2LJ
Bull & Swan	Hillbrooke Hotels	Pubs & Full On	Hillbrooke Hotels	PE 9 2LJ
Millstone Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE 9 2PA
Stamford Masonic Centre	Independent Free	Registered Club	Independent Free	PE 9 2PA
Jolly Brewer	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE 9 2PP
Golden Fleece	Everards	Pubs & Full On	Everards	PE 9 2RB
Danish Invader	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE 9 2SX
Green Man	Independent Free	Pubs & Full On	Independent Free	PE 9 2YQ
Stamford Rugby Club	Independent Free	Registered Club	Independent Free	PE 9 2RZ
Stamford & District Indoor Bowls	Independent Free	Registered Club	Independent Free	PE 9 2RN
Bombay Brasserie	Independent Free	Restaurant	Independent Free	PE 9 2YQ
Lord Burghley	Independent Free	Pubs & Full On	Independent Free	PE 9 1PG
Crown Hotel	Knead Pubs Ltd	Pubs & Full On	Knead Pubs Ltd	PE 9 2AG
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	PE 9 2DB
Hoppi Dorri	Independent Free	Restaurant	Independent Free	PE 9 2AR
Hong Kong	Independent Free	Restaurant	Independent Free	PE 9 2PA
No1 Kitchen	Independent Free	Restaurant	Independent Free	PE 9 2RA
Mama Lizz	Independent Free	Restaurant	Independent Free	PE 9 1EL
Cosy Club	Loungers	Pubs & Full On	Loungers	PE 9 2RB
Fat Turk	Independent Free	Restaurant	Independent Free	PE 9 2BE
Stamford Corn Exchange Theatre	Independent Free	Pubs & Full On	Independent Free	PE 9 1PX
Stamford Post	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	PE 9 2QZ
Copper Room	Independent Free	Pubs & Full On	Independent Free	PE 9 2DP
Stamford Afc Football Club	Independent Free	Registered Club	Independent Free	PE 9 1UA
Twelve All Saints	Independent Free	Pubs & Full On	Independent Free	PE 9 2AB
No 14 St Marys Hill	Independent Free	Pubs & Full On	Independent Free	PE 9 2DP

MAP OF AREA

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Source: OS Open Data 2018

Area: P00828_Jolly Brewer, Stamford, PE9 2PP (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: P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	2,305	26.4	22.0	120		
	2 Rising Prosperity	670	7.7	10.3	75		
	3 Comfortable Communities	3,502	40.1	26.3	153		
	4 Financially Stretched	1,799	20.6	23.7	87		
	5 Urban Adversity	407	4.7	17.4	27		
	6 Not Private Households	44	0.5	0.3	151		
 Graph							
Total households		8,727					

Acorn Category Pen Portrait

3

Comfortable Communities

14.4M
UK Adults

27.2%
of UK

Age range
35-64

House type
Semi-detached or detached

Financial situation
Running into debt Saving a lot

House tenure
Owned outright or mortgaged

Children at home
0-2

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%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)

Base: Great Britain

Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	167	1.9	1.1	173		
1.B Executive Wealth	898	10.3	11.2	92		
1.C Mature Money	1,240	14.2	9.6	148		
2. Rising Prosperity						
2.D City Sophisticates	39	0.4	4.0	11		
2.E Career Climbers	631	7.2	6.3	115		
3. Comfortable Communities						
3.F Countryside Communities	141	1.6	5.7	28		
3.G Successful Suburbs	1,065	12.2	5.9	207		
3.H Steady Neighbourhoods	604	6.9	7.4	94		
3.I Comfortable Seniors	498	5.7	2.9	199		
3.J Starting Out	1,194	13.7	4.4	308		
4. Financially Stretched						
4.K Student Life	17	0.2	2.5	8		
4.L Modest Means	891	10.2	7.9	128		
4.M Striving Families	516	5.9	7.5	79		
4.N Poorer Pensioners	375	4.3	5.8	74		
5. Urban Adversity						
5.O Young Hardship	357	4.1	6.2	66		
5.P Struggling Estates	20	0.2	5.9	4		
5.Q Difficult Circumstances	30	0.3	5.3	6		
6. Not Private Households						
6.R Not Private Households	44	0.5	0.3	151		
Total households						
	8,727					

Acorn Group Pen Portrait

1

C

Mature Money

4.9M
UK Adults

9.2%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

CORE DEMOGRAPHICS

Age range

55+

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household income

UK £47k

London £51k

Average: £10k

Average: £16k

% Disposable income

UK 51%

London 44%

Average: 43%

Average: 29%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LAKELAND

LAURA ASHLEY

JA MANSION

W

LEISURE

BROWNS

NESPRESSO

corré NERO

WEBSITES

goodfood

MoneySavingExpert.com

M&S

BBC NEWS

DIGITAL AND TECH

ATTITUDES

I worry about online security

62%

UK average: 59%

Shopping online makes my life easier

59%

UK average: 62%

I love the ease of using chat bots to get answers

26%

UK average: 28%

TOP BEHAVIOURS

Use BBC iPlayer

Own a tablet

Buy wine and alcohol online

Powered by InSite
www.caci.co.uk

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 04/04/2023

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)

Base: Great Britain

Year: 2022

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	0.2	0			
	1.A.3 Large house luxury	167	1.9	0.9	222			
1.B Executive Wealth								
	1.B.4 Asset rich families	256	2.9	2.6	112			
	1.B.5 Wealthy countryside commuters	74	0.8	2.4	35			
	1.B.6 Financially comfortable families	105	1.2	2.2	55			
	1.B.7 Affluent professionals	166	1.9	0.8	225			
	1.B.8 Prosperous suburban families	125	1.4	1.5	94			
	1.B.9 Well-off edge of towners	172	2.0	1.6	123			
1.C Mature Money								
	1.C.10 Better-off villagers	332	3.8	3.0	126			
	1.C.11 Settled suburbia, older people	363	4.2	2.8	147			
	1.C.12 Retired and empty nesters	204	2.3	2.5	95			
	1.C.13 Upmarket downsizers	341	3.9	1.3	302			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	39	0.4	0.7	64			
	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			
2.E Career Climbers								
	2.E.18 Career driven young families	340	3.9	1.9	203			
	2.E.19 First time buyers in small, modern homes	291	3.3	3.3	100			
	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	141	1.6	3.2	51			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	278	3.2	2.7	120			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	787	9.0	2.4	374			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	448	5.1	3.4	149			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	156	1.8	2.3	77			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	349	4.0	2.4	168			
	3.I.31 Elderly singles in purpose-built accommodation	149	1.7	0.5	353			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	634	7.3	2.1	342			
	3.J.33 Smaller houses and starter homes	560	6.4	2.3	277			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	17	0.2	0.4	55			
	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	1.9	0			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	107	1.2	1.4	86			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	441	5.1	2.6	192			
	4.L.39 Fading owner occupied terraces	343	3.9	2.9	136			
	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	12	0.1	1.6	9			
	4.M.42 Struggling young families in post-war terraces	276	3.2	1.6	192			
	4.M.43 Families in right-to-buy estates	82	0.9	2.1	46			
	4.M.44 Post-war estates, limited means	146	1.7	2.2	76			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	36	0.4	0.8	53			
	4.N.46 Elderly people in social rented flats	263	3.0	1.1	285			
	4.N.47 Low income older people in smaller semis	32	0.4	2.3	16			
	4.N.48 Pensioners and singles in social rented flats	44	0.5	1.7	29			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	42	0.5	2.2	22			
	5.O.50 Struggling younger people in mixed tenure	192	2.2	1.8	124			
	5.O.51 Young people in small, low cost terraces	123	1.4	2.3	62			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	6	0.1	1.6	4			
	5.P.53 Low income terraces	0	0.0	0.8	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	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	14	0.2	1.6	10			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	6	0.1	1.5	5			
	5.Q.58 Singles and young families, some receiving benefits	16	0.2	1.8	10			
	5.Q.59 Deprived areas and high-rise flats	8	0.1	2.0	5			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	2	0.0	0.1	39			
	6.R.61 Inactive communal population	42	0.5	0.3	176			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		8,727						

CATEGORY

GROUP

TYPE

MAP

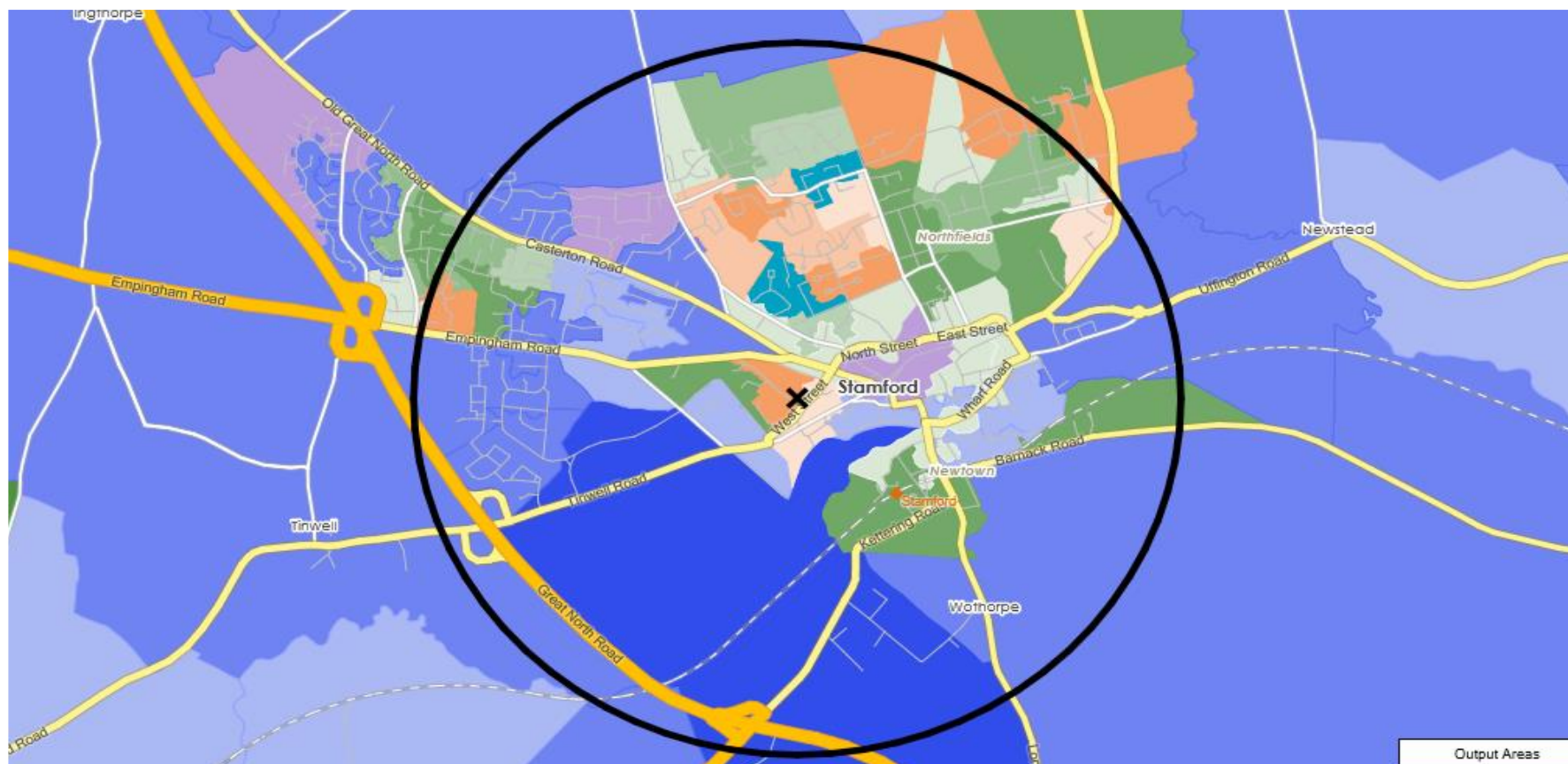
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)

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Source: OS Open Data 2018



- 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

CATEGORY

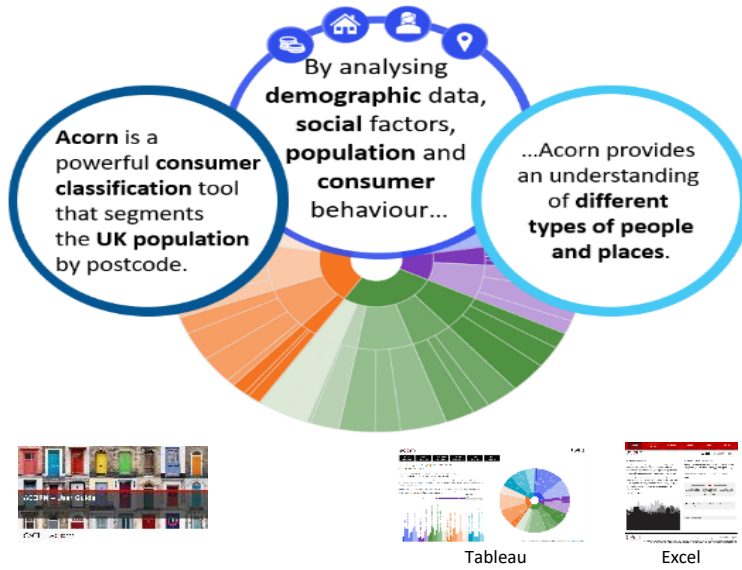
GROUP

TYPE

MAP

WHAT IS ACORN?

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		

