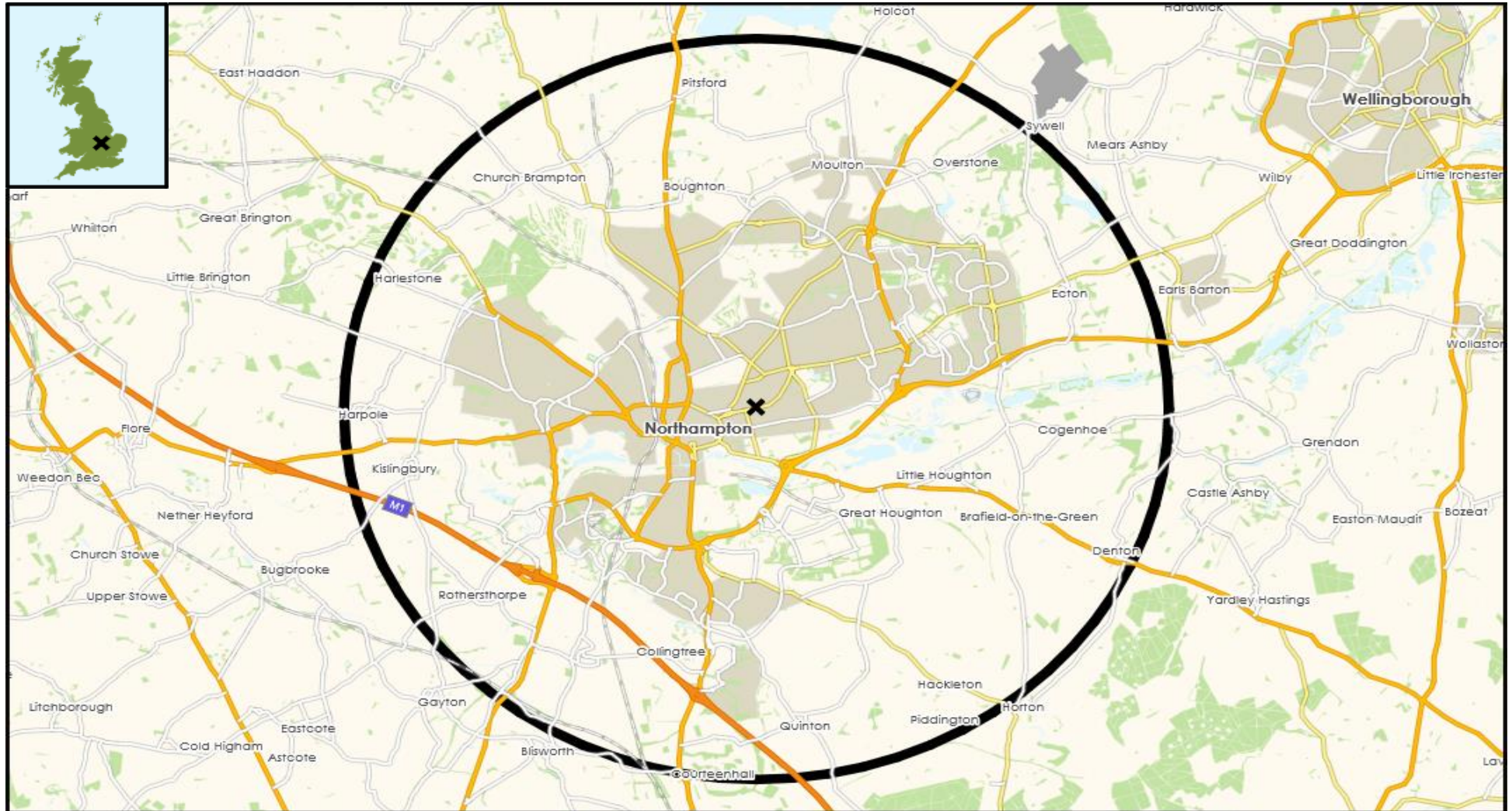


MAP OF AREA

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Source: OS Open Data 2018

Area: P03652_Gardeners Arms, Northampton, NN1 4EB (5 Mile contour)

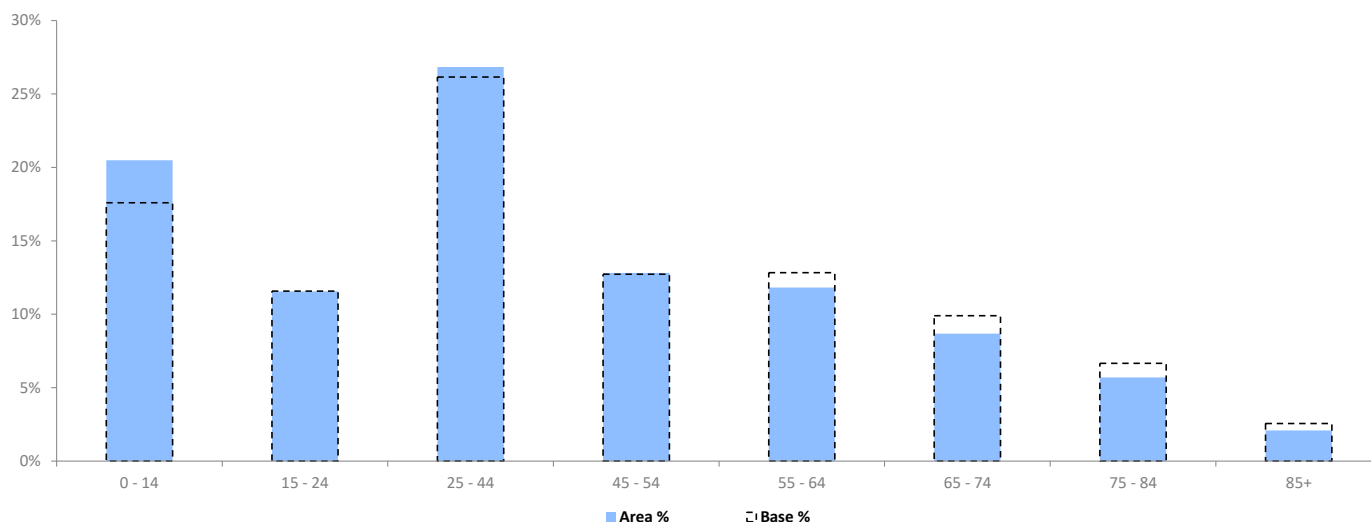


POPULATION PROJECTIONS

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Area: P03652_Gardeners Arms, Northampton, NN1 4EB (5 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	52,017	20.5	17.6	116			
15 - 24	29,355	11.6	11.6	100			
25 - 44	68,126	26.8	26.2	103			
45 - 54	32,518	12.8	12.7	101			
55 - 64	30,011	11.8	12.8	92			
65 - 74	22,048	8.7	9.9	88			
75 - 84	14,446	5.7	6.7	85			
85+	5,318	2.1	2.6	82			
Total population	253,839						



EXPENDITURE

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Area: P03652_Gardeners Arms, Northampton, NN1 4EB (5 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	£7,507,789	£71.03	£73.74	96			
2. Alcoholic beverages, tobacco and narcotics	£2,950,191	£27.91	£27.43	102			
3. Clothing & Footwear	£4,245,169	£40.16	£41.92	96			
4. Housing, water, electricity, gas and other fuels	£8,113,436	£76.76	£92.23	83			
5. Furnishings, equipment and routine maintenance	£4,011,999	£37.96	£39.49	96			
6. Health	£1,675,948	£15.86	£16.97	93			
7. Transport	£11,697,101	£110.66	£115.30	96			
8. Communication	£1,682,125	£15.91	£14.64	109			
9. Recreation & Culture	£10,298,611	£97.43	£100.48	97			
10. Education	£2,459,599	£23.27	£22.34	104			
11. Restaurants & Hotels	£7,989,743	£75.59	£82.30	92			
12. Miscellaneous goods and services	£10,899,001	£103.11	£104.94	98			
Total Expenditure	£73,530,712	£695.64	£731.77	95			

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.

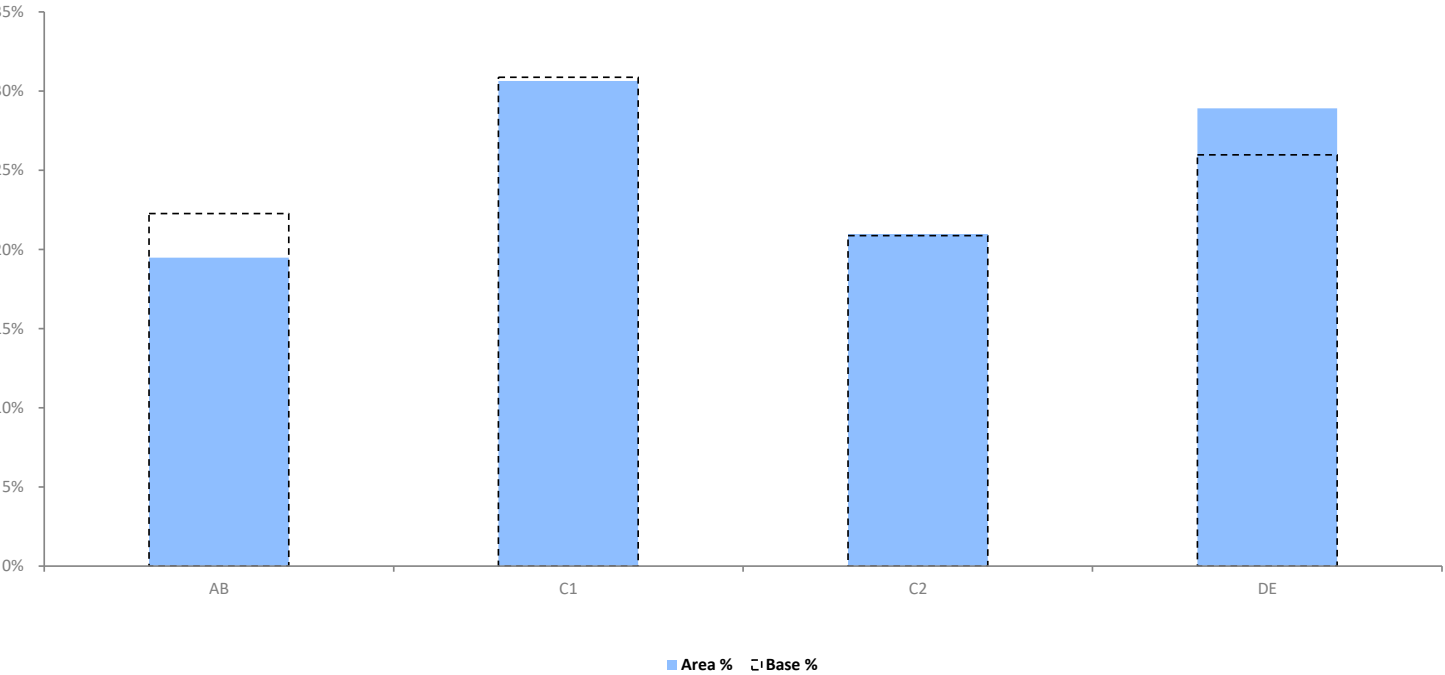
UP TO DATE DEMOGRAPHICS

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Area:	P03652_Gardeners Arms, Northampton, NN1 4EB (5 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	20,733	19.5	22.3	87			
C1: Supervisory, clerical, jr managerial/admin/professional	32,603	30.6	30.9	99			
C2: Skilled manual workers	22,331	21.0	20.9	101			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	30,773	28.9	26.0	111			
Total household reference persons aged 16 to 64	106,440						



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Area: P03652_Gardeners Arms, Northampton, NN

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	164	64.6	82.8	78			
Proprietary Club	25	9.8	7.5	132			
Registered Club	63	24.8	28.7	86			
Restaurant	65	25.6	32.5	79			
Residential	1	0.4	2.8	14			

Name	Description	License Type	Owner Name	Postcode
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	NN 5 4EG
Malt Shovel Tavern	Independent Free	Pubs & Full On	Independent Free	NN 1 1QF
Bridge 26	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 1 1NW
Northampton & County Club	Independent Free	Proprietary Club	Independent Free	NN 1 1DF
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	NN 5 5BE
Wig & Pen	Independent Free	Pubs & Full On	Independent Free	NN 1 1JA
Optimist	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 1 1JA
Old Bank	Greene King	Pubs & Full On	Greene King	NN 1 1DA
Baroque	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NN 1 1JF
Saffron Restaurant	Independent Free	Restaurant	Independent Free	NN 1 1JS
Mirama	Independent Free	Restaurant	Independent Free	NN 1 1JS
Sophia	Independent Free	Restaurant	Independent Free	NN 1 1PA
King Billy Rock Bar	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NN 1 1PJ
Oren Pho Bar Grill	Independent Free	Restaurant	Independent Free	NN 1 1PY
Plough Hotel	Independent Free	Pubs & Full On	Independent Free	NN 1 1PF
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	NN 1 1RS
Sorrentino Pasta House	Independent Free	Restaurant	Independent Free	NN 1 1RS
Mail Coach	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 1 1UB
Fish	Greene King	Pubs & Full On	Greene King	NN 1 2AA
ONeills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 1 2EU
Bear	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 1 2LT
Wok Inn	Independent Free	Restaurant	Independent Free	NN 1 2LZ
Edge Of Town	Wellington	Pubs & Full On	Wellington	NN 1 2NQ
Northampton Old Boys Social Club	Independent Free	Registered Club	Independent Free	NN 1 2PQ
Rifle Drum	Independent Free	Pubs & Full On	Independent Free	NN 1 2QW
Park Inn	Radisson Hotel Group	Pubs & Full On	Radisson Hotel Group	NN 1 2TA
Auctioneer	Marston's	Pubs & Full On	Marston's	NN 1 2DL
Lab Northampton	Independent Free	Registered Club	Independent Free	NN 1 3BG
Garibaldi Hotel	Independent Free	Pubs & Full On	Independent Free	NN 1 3DY
Bat & Wickets	Wellington	Pubs & Full On	Wellington	NN 1 3EA
Northampton Police Social Club	Independent Free	Registered Club	Independent Free	NN 1 3EB
Coopers Snooker	Independent Free	Proprietary Club	Independent Free	NN 1 3JL
Playhouse	Independent Free	Pubs & Full On	Independent Free	NN 1 3JA
Lamplighter	Independent Free	Pubs & Full On	Independent Free	NN 1 3JS
Swan & Helmet	Independent Free	Pubs & Full On	Independent Free	NN 1 3LJ
Black Prince	Independent Free	Pubs & Full On	Independent Free	NN 1 4AE
Press	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NN 1 4AE
Maharaja Tandoori Restaurant	Independent Free	Restaurant	Independent Free	NN 1 4DT
Spread Eagle	Wells & Co	Pubs & Full On	Wells & Co	NN 1 4DX
Jekyll & Hyde	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 1 4DZ
Merlins	Independent Free	Restaurant	Independent Free	NN 1 4EA
Gardeners Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN 1 4EB
Old House	Independent Free	Pubs & Full On	Independent Free	NN 1 4EE
Sir Pickering Phipps	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 1 4EH
Crown & Cushion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 1 4EJ
Monks Park Working Mens Club	Independent Free	Registered Club	Independent Free	NN 1 4EN
Abington	Greene King	Pubs & Full On	Greene King	NN 1 4EY
Artizan Arms	Wellington	Pubs & Full On	Wellington	NN 1 4HR
County Tavern	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NN 1 4PR
Cripps Social Club	Independent Free	Registered Club	Independent Free	NN 1 5BD
Crown & Anchor	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 1 5ED
Avon Cosmetics Sports & Social Club	Independent Free	Registered Club	Independent Free	NN 1 5PA
Cheyne Walk Club	Independent Free	Registered Club	Independent Free	NN 1 5PU

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 Year: 2022

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Pubs & Full On	164	64.6	82.8	78			
Proprietary Club	25	9.8	7.5	132			
Registered Club	63	24.8	28.7	86			
Restaurant	65	25.6	32.5	79			
Residential	1	0.4	2.8	14			

Name	Description	License Type	Owner Name	Postcode
Princess Alexandra	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NN 1 5QP
Old Northampton Association Social Club	Independent Free	Registered Club	Independent Free	NN 1 5RX
Northampton Old Scouts	Independent Free	Registered Club	Independent Free	NN 1 5RY
Fox & Hounds	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 2 8DJ
Langham Hotel	Independent Free	Pubs & Full On	Independent Free	NN 2 6AA
Semilong District Working Mens Club	Independent Free	Registered Club	Independent Free	NN 2 6BN
Barratts Club	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 2 6HT
Northampton Masonic Club	Independent Free	Registered Club	Independent Free	NN 2 6JA
University of Northampton	Independent Free	Registered Club	Independent Free	NN 2 6JB
St Georges Conservative Club	Independent Free	Registered Club	Independent Free	NN 2 6JF
Queens Park Working Mens Club	Independent Free	Registered Club	Independent Free	NN 2 6JT
Britannia	Independent Free	Pubs & Full On	Independent Free	NN 1 3RL
Queen Adelaide	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 2 6QJ
Sunnyside	Marston's	Pubs & Full On	Marston's	NN 2 7AG
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 4 0TG
Kingsthorpe Golf Club	Independent Free	Registered Club	Independent Free	NN 2 7BU
White Elephant	Greene King	Pubs & Full On	Greene King	NN 2 7HG
Sunrise Chinese Restaurant	Independent Free	Restaurant	Independent Free	NN 2 7HG
Kingsley Park Working Mens Club	Independent Free	Registered Club	Independent Free	NN 2 7HJ
Pioneer	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 2 7NP
Hung Fung Restaurant	Independent Free	Restaurant	Independent Free	NN 2 7SH
Kingsthorpe Snooker Club	Independent Free	Proprietary Club	Independent Free	NN 2 7SJ
Old Five Bells	Independent Free	Pubs & Full On	Independent Free	NN 2 8DH
Olde Cobbler	Independent Free	Restaurant	Independent Free	NN 2 8BN
Northampton Indoor Bowls Club	Independent Free	Registered Club	Independent Free	NN 2 8DH
Kingsthorpe Bowling Club	Independent Free	Registered Club	Independent Free	NN 2 8DZ
Whitehills	Greene King	Pubs & Full On	Greene King	NN 2 8EW
Windmill	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 2 8PN
Obelisk House Social Club	Independent Free	Registered Club	Independent Free	NN 2 8UE
Whyte Melville	Everards	Pubs & Full On	Everards	NN 2 8SF
Standens Inn	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NN 3 9TJ
Gallery	Punch Pub Company	Pubs & Full On	Punch Pub Company	NN 3 5DS
Northampton Golf Club	Independent Free	Registered Club	Independent Free	NN 7 4EF
Lumbertubs	Greene King	Pubs & Full On	Greene King	NN 3 6AH
Spinney Hill	Greene King	Pubs & Full On	Greene King	NN 3 6LR
Poplars Hotel	Independent Free	Residential	Independent Free	NN 3 7RZ
Telegraph	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 3 7SB
Artichoke	Everards	Pubs & Full On	Everards	NN 3 7SP
Cardigan Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 3 7TB
Moulton Club	Independent Free	Registered Club	Independent Free	NN 3 7SR
Headlands P H	Wells & Co	Pubs & Full On	Wells & Co	NN 3 2NZ
Saints Sports Club	Independent Free	Registered Club	Independent Free	NN 3 2TA
Road To Morocco	Wellington	Pubs & Full On	Wellington	NN 3 3AG
Northampton County Tennis Club	Independent Free	Registered Club	Independent Free	NN 3 3BX
Trumpet	Greene King	Pubs & Full On	Greene King	NN 3 3JB
Bold Dragoon	Wellington	Pubs & Full On	Wellington	NN 3 3JW
Westone Manor Hotel	Independent Free	Pubs & Full On	Independent Free	NN 3 3DS
Northampton Boat Club	Independent Free	Registered Club	Independent Free	NN 3 3HJ
Deers Leap	Punch Pub Company	Pubs & Full On	Punch Pub Company	NN 3 9AZ
Billing Aquadrome Club	Independent Free	Proprietary Club	Independent Free	NN 3 9DA
Lings Forum	Independent Free	Proprietary Club	Independent Free	NN 3 8JR
Bipin Brook	Independent Free	Registered Club	Independent Free	NN 3 5EN
Old Cherry Tree	Wells & Co	Pubs & Full On	Wells & Co	NN 4 7AT

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Registered Club	63	24.8	28.7	86			
Restaurant	65	25.6	32.5	79			
Residential	1	0.4	2.8	14			

Name	Description	License Type	Owner Name	Postcode
Northampton Casual Rugby Club	Independent Free	Registered Club	Independent Free	NN 4 7AA
White Hart	Everards	Pubs & Full On	Everards	NN 4 7AF
Sun Inn	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 4 7BT
Crown	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 4 6BZ
Delapre Golf Centre	Independent Free	Registered Club	Independent Free	NN 4 7DU
Marriott Hotel	Marriott International	Pubs & Full On	Marriott International	NN 4 7HW
Queen Eleanor	Greene King	Pubs & Full On	Greene King	NN 4 7JJ
Wootton Working Mens Club	Independent Free	Registered Club	Independent Free	NN 4 6LW
Yeoman Of England	Greene King	Pubs & Full On	Greene King	NN 4 6LP
Hilton Hotel	Hilton Group	Pubs & Full On	Hilton Group	NN 4 0XW
Danes Camp Leisure Centre	Independent Free	Proprietary Club	Independent Free	NN 4 0RX
Woody's	Independent Free	Pubs & Full On	Independent Free	NN 4 0JF
Collingtree	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 4 0UE
Old White Hart Inn	Independent Free	Pubs & Full On	Independent Free	NN 4 8BS
Farr Cotton Loco	Independent Free	Registered Club	Independent Free	NN 4 8DN
Golden Horse	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 4 8DZ
Far Cotton Working Mens Club	Independent Free	Registered Club	Independent Free	NN 4 8EN
Northampton Town Football Club	Independent Free	Proprietary Club	Independent Free	NN 5 5QA
Northampton W End Bowling Club	Independent Free	Registered Club	Independent Free	NN 5 6BA
St James Working Mens Club	Independent Free	Registered Club	Independent Free	NN 5 5BE
Sevens	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 5 5BS
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	NN 5 4EG
Thomas A Becket	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 5 5HY
Foundrymans Arms	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 5 5LE
Duston Conservative Club	Independent Free	Registered Club	Independent Free	NN 5 6JG
Hart	Greene King	Pubs & Full On	Greene King	NN 5 6NU
Longboat	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 5 6TG
Jimmys Sports Bar	Independent Free	Pubs & Full On	Independent Free	NN 5 7AE
Spencer Club	Independent Free	Registered Club	Independent Free	NN 5 7HL
Wheatsheaf	Everards	Pubs & Full On	Everards	NN 5 7HN
Overstone Manor	Greene King	Pubs & Full On	Greene King	NN 6 0BB
Horseshoe	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NN 6 0AW
Overstone Lakes	Allens Caravans	Proprietary Club	Allens Caravans	NN 6 0BD
Three Horseshoes	Unknown	Pubs & Full On	Unknown	NN 6 0QA
Worlds End	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 6 0QN
Squirrels	Greene King	Pubs & Full On	Greene King	NN 5 6JF
Spencer Arms	Greene King	Pubs & Full On	Greene King	NN 6 8AE
Brampton Heath Golf Centre	Independent Free	Registered Club	Independent Free	NN 6 8AX
Griffin	Independent Free	Pubs & Full On	Independent Free	NN 6 9AD
Northampton Sailing Club	Independent Free	Registered Club	Independent Free	NN 6 9AP
Four Pears	Unknown	Pubs & Full On	Unknown	NN 7 1AB
Brafield Working Mens Club & Institute	Independent Free	Registered Club	Independent Free	NN 7 1BD
Northampton Stadium	Independent Free	Proprietary Club	Independent Free	NN 7 2BA
Red Lion	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 7 1BP
Red Lion	Wells & Co	Pubs & Full On	Wells & Co	NN 7 1DQ
Cogenhoe Sports & Social Club	Independent Free	Registered Club	Independent Free	NN 7 1LT
Cogenhoe United Football Club	Independent Free	Registered Club	Independent Free	NN 7 1ND
Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 7 1NL
White Hart	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 7 2AD
Spread Eagle	Wellington	Pubs & Full On	Wellington	NN 7 2DA
Greyhound	Greene King	Pubs & Full On	Greene King	NN 7 3AP
Walnut Tree Inn	Independent Free	Pubs & Full On	Independent Free	NN 7 3DS
Cromwell Cottage	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 7 4AG

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 Base: Great Britain
 Year: 2022

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Registered Club	63	24.8	28.7	86			
Restaurant	65	25.6	32.5	79			
Residential	1	0.4	2.8	14			

Name	Description	License Type	Owner Name	Postcode
Kislingbury Bowls & Football Club	Independent Free	Registered Club	Independent Free	NN 7 4AL
Old Red Lion	Ei Group	Pubs & Full On	Ei Group	NN 7 4AQ
Sun	Independent Free	Pubs & Full On	Independent Free	NN 7 4BB
Turnpike	Whitbread	Pubs & Full On	Whitbread	NN 7 4DD
Live & Let Live	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 7 4DP
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	NN 4 7YF
Northamptonshire County Cricket Club	Independent Free	Proprietary Club	Independent Free	NN 1 4TJ
Royal & Derngate Theatre	Independent Free	Pubs & Full On	Independent Free	NN 1 1DP
Guildhall	Independent Free	Pubs & Full On	Independent Free	NN 1 1DD
Retro Bar	Independent Free	Pubs & Full On	Independent Free	NN 1 1NW
Wedgwood	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NN 1 2BH
Roadmender Centre	Independent Free	Pubs & Full On	Independent Free	NN 1 3AH
Vocal & Instruments Working Mens Club	Independent Free	Registered Club	Independent Free	NN 1 3DY
Northampton Spencer Football Club	Independent Free	Registered Club	Independent Free	NN 2 6NE
Moulton College	Independent Free	Registered Club	Independent Free	NN 3 7RR
Elwes Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 3 9DT
Eastern District Social Club	Independent Free	Registered Club	Independent Free	NN 3 8JJ
Britannia	Greene King	Pubs & Full On	Greene King	NN 4 7AA
Wooden Walls Of Old England	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NN 4 0NE
Grangewood Park	Independent Free	Registered Club	Independent Free	NN 4 0UA
Collingtree Park Golf Course	Independent Free	Registered Club	Independent Free	NN 4 0XN
Beacon Bingo Club	Praesepe Group	Proprietary Club	Praesepe Group	NN 5 5BG
Northampton Rugby Football Club	Independent Free	Proprietary Club	Independent Free	NN 5 5BG
Hopping Hare	Mercury Inns	Pubs & Full On	Mercury Inns	NN 5 6PF
St Crispins Sports & Social Club	Independent Free	Registered Club	Independent Free	NN 5 4XD
Melbourne Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN 5 6HS
Cogenhoe Caravan Park	Independent Free	Proprietary Club	Independent Free	NN 7 1NA
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 3 8RN
Chiquito	Restaurant Group	Restaurant	Restaurant Group	NN 5 5QJ
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	NN 5 5QJ
Sixfields Tavern	Greene King	Pubs & Full On	Greene King	NN 5 5QL
Lakeside	Greene King	Pubs & Full On	Greene King	NN 4 7YD
Fiddlers	Marston's	Pubs & Full On	Marston's	NN 1 4DR
Sazerac	Independent Free	Pubs & Full On	Independent Free	NN 1 1JX
Black Cat	Independent Free	Restaurant	Independent Free	NN 1 2NE
Charles Bradlaugh	Independent Free	Pubs & Full On	Independent Free	NN 1 3AU
Picturedrome	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NN 1 4BN
Bar Serengeti	Independent Free	Pubs & Full On	Independent Free	NN 1 4DR
Boston Clipper	Independent Free	Pubs & Full On	Independent Free	NN 1 2QP
Walter Tull	Greene King	Pubs & Full On	Greene King	NN 5 5QL
Quays	Greene King	Pubs & Full On	Greene King	NN 3 9DA
Aruba	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NN 1 4AE
Fox & Hounds	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 7 4EW
Overstone Park Hotel & Golf Club	Independent Free	Pubs & Full On	Independent Free	NN 6 0AS
Sedgebrook Hall	Compass Catering	Pubs & Full On	Lime Venues	NN 6 8BD
Nuovo	Independent Free	Restaurant	Independent Free	NN 1 2BP
Pizza Express	Hony Capital	Restaurant	Hony Capital	NN 1 1UB
Parklands Community & Residents Assoc	Independent Free	Registered Club	Independent Free	NN 3 6DX
Bar With No Name	Independent Free	Pubs & Full On	Independent Free	NN 1 1PS
Bridge Club	Independent Free	Registered Club	Independent Free	NN 1 1PA
Indian Brasserie	Independent Free	Restaurant	Independent Free	NN 5 5BG
Bombay Palace	Independent Free	Restaurant	Independent Free	NN 2 8AE
Aladdin Balti Hut	Independent Free	Restaurant	Independent Free	NN 1 1PD

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Registered Club	63	24.8	28.7	86			
Restaurant	65	25.6	32.5	79			
Residential	1	0.4	2.8	14			

Name	Description	License Type	Owner Name	Postcode
Imperial Raj	Independent Free	Restaurant	Independent Free	NN 2 7HG
Riverview	Independent Free	Proprietary Club	Independent Free	NN 7 1NH
Northamptonshire County Golf Club	Independent Free	Registered Club	Independent Free	NN 6 8AZ
Northampton School For Boys	Independent Free	Registered Club	Independent Free	NN 1 5RT
Overstone Park Cricket Club	Independent Free	Registered Club	Independent Free	NN 6 0AW
R N & R M Association	Independent Free	Registered Club	Independent Free	NN 1 3RN
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Proprietary Club	Cannons Group Ltd	NN 5 5BG
Dallington Racquets And Fitness Club	Unknown	Proprietary Club	Unknown	NN 5 7AS
Lord Byron	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 2 7HH
NBs	Independent Free	Pubs & Full On	Independent Free	NN 1 1NH
Cock Inn	Marston's	Pubs & Full On	Marston's	NN 2 7AZ
Grosvenor Casino	Rank	Proprietary Club	Rank	NN 1 2LA
Windhover	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 6 8AA
Brampton Halt	McManus Pub Company Limited	Pubs & Full On	McManus Pub Company Limited	NN 6 8BA
Carlsberg Social Club	Independent Free	Registered Club	Independent Free	NN 1 1PZ
Elysium	Independent Free	Proprietary Club	Independent Free	NN 1 1TB
Grange Park	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 4 5EZ
Ibis Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	NN 1 1SR
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	NN 4 5EZ
Mollys Bar	Independent Free	Pubs & Full On	Independent Free	NN 1 4AE
Pomfret Arms	Independent Free	Pubs & Full On	Independent Free	NN 4 8BS
Fernie Field Sports Club	Independent Free	Registered Club	Independent Free	NN 3 7BD
Department Of Liquor & Social Affairs	Independent Free	Restaurant	Independent Free	NN 1 1PA
Corkers	Independent Free	Pubs & Full On	Independent Free	NN 1 4ER
Church	Independent Free	Restaurant	Independent Free	NN 1 1PD
Mem-Saab	Independent Free	Restaurant	Independent Free	NN 1 4EU
Harpole Football Club	Independent Free	Registered Club	Independent Free	NN 7 4DP
Moulton Football Club	Independent Free	Registered Club	Independent Free	NN 3 7QF
Kislingbury Temperance Cricket & Social	Independent Free	Registered Club	Independent Free	NN 7 4DL
Oriental Graden	Independent Free	Restaurant	Independent Free	NN 1 2LT
Taste Of Spice	Independent Free	Restaurant	Independent Free	NN 5 6JF
Cinnamon Restaurant	Independent Free	Restaurant	Independent Free	NN 5 6AY
Urban Tiger	McManus Pub Company Limited	Proprietary Club	McManus Pub Company Limited	NN 1 4AA
Wig And Walnut	Marston's	Pubs & Full On	Marston's	NN 4 5EZ
Sakura	Independent Free	Restaurant	Independent Free	NN 1 1HL
Harlestone Heath Garden Centre	Unknown	Restaurant	Unknown	NN 5 6UJ
Theatre Court	Independent Free	Pubs & Full On	Independent Free	NN 1 1TY
Campanile Hotel	Campanile Hotels	Pubs & Full On	Campanile Hotels	NN 4 5EZ
Oriental Paradise	Independent Free	Restaurant	Independent Free	NN 3 9EX
Northampton Conservative Club	Independent Free	Registered Club	Independent Free	NN 1 5DA
Cordwainer	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NN 1 2AQ
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	NN 1 2DA
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	NN 5 5QL
Prezzo	Prezzo plc	Restaurant	Prezzo plc	NN 1 2DA
Aspers	Aspers Group	Proprietary Club	Aspers Group	NN 1 1PJ
Mandarin Buffet Restaurant	Independent Free	Restaurant	Independent Free	NN 3 8JL
Cogenhoe Sports & Social Bowls Club	Independent Free	Registered Club	Independent Free	NN 7 1ND
Foodies.Rocks	Independent Free	Restaurant	Independent Free	NN 1 1TY
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	NN 4 8BT
Dobbies Garden World	Dobbies Garden Centres Ltd	Restaurant	Dobbies Garden Centres Ltd	NN 4 6HP
Durbar Restraunt	Independent Free	Restaurant	Independent Free	NN 1 4DU
Imli Lounge	Independent Free	Restaurant	Independent Free	NN 2 7HH
Brampton Grange Estates	Independent Free	Pubs & Full On	Independent Free	NN 6 8AD

CGA LICENCED PREMISES

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Area: P03652_Gardeners Arms, Northampton, NN
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	164	64.6	82.8	78			
Proprietary Club	25	9.8	7.5	132			
Registered Club	63	24.8	28.7	86			
Restaurant	65	25.6	32.5	79			
Residential	1	0.4	2.8	14			

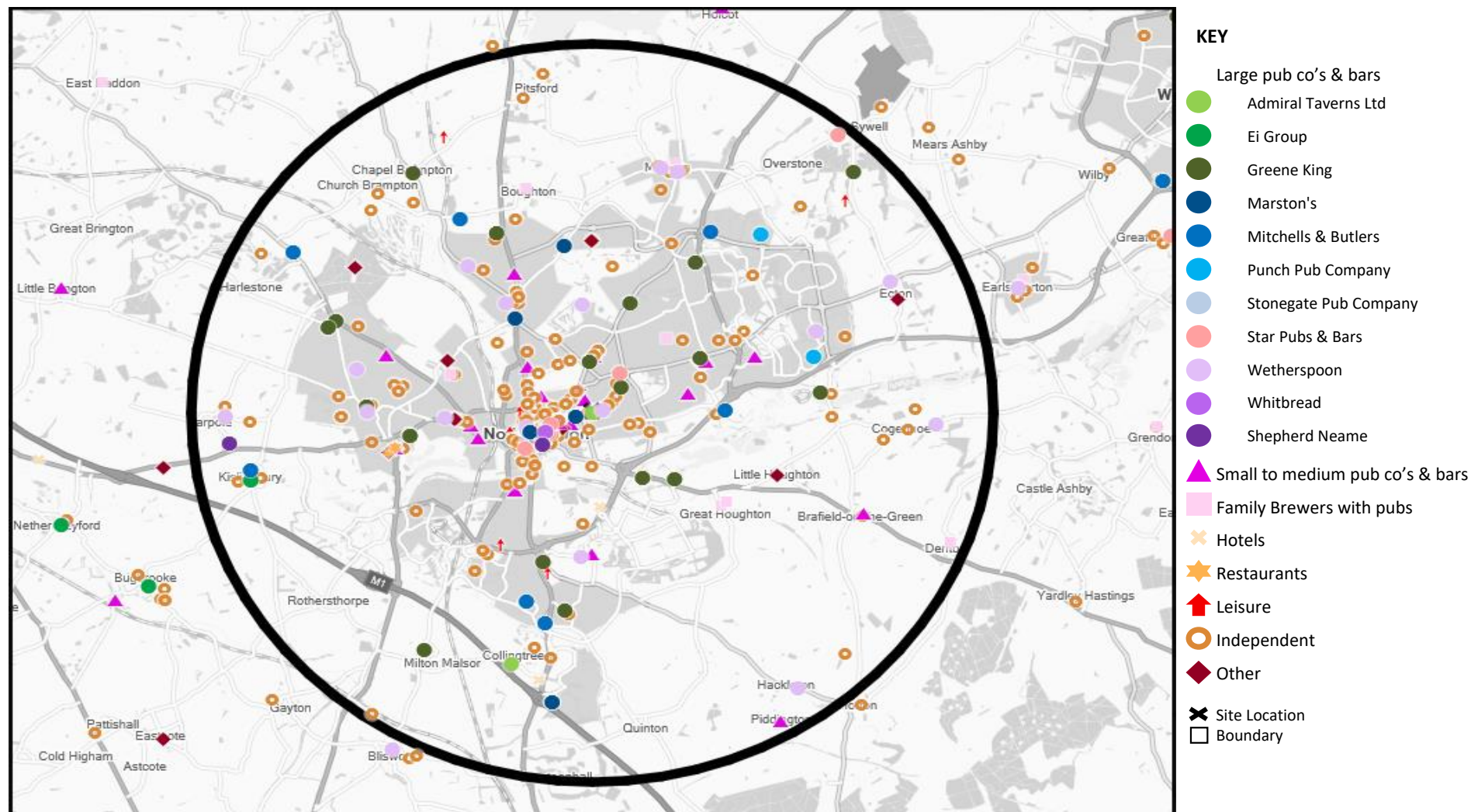
Name	Description	License Type	Owner Name	Postcode
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	NN 1 2RN
Tamarind	Independent Free	Restaurant	Independent Free	NN 1 4DX
Harvester Riverside	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NN 3 9HU
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	NN 3 9HU
Borija	Independent Free	Pubs & Full On	Independent Free	NN 1 1JS
Olde England	Independent Free	Pubs & Full On	Independent Free	NN 1 4BP
Balti Central	Independent Free	Restaurant	Independent Free	NN 1 1SR
Marmaris	Independent Free	Restaurant	Independent Free	NN 1 1JA
Hops And Chops	Independent Free	Restaurant	Independent Free	NN 5 4DR
Stuffed Olive	Independent Free	Restaurant	Independent Free	NN 1 4EB
Tuck Inn	Unknown	Restaurant	Unknown	NN 1 4DX
Bread And Pullet	Independent Free	Restaurant	Independent Free	NN 1 4DZ
Kings Park Conference Centre	Independent Free	Pubs & Full On	Independent Free	NN 3 6LL
New Mumtaz	Independent Free	Restaurant	Independent Free	NN 1 4BP
Hunsbury Hill Centre	Independent Free	Pubs & Full On	Independent Free	NN 4 9QX
Tres Angelos	Independent Free	Restaurant	Independent Free	NN 2 7HJ
Kilwe Cafe & Restaurant	Independent Free	Restaurant	Independent Free	NN 1 3RQ
Duston Sports Centre	Independent Free	Proprietary Club	Independent Free	NN 5 6DP
Tummy Yummy	Independent Free	Restaurant	Independent Free	NN 5 4DR
Deco Theatre	Independent Free	Pubs & Full On	Independent Free	NN 1 4AE
Benham Sports Arena	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	NN 3 6LL
Cafe Cest La Vie	Independent Free	Pubs & Full On	Independent Free	NN 1 1JW
Meanwhile	Independent Free	Pubs & Full On	Independent Free	NN 1 4EJ
Smoke Pit	Independent Free	Restaurant	Independent Free	NN 1 2AQ
Mihal Otvos	Independent Free	Restaurant	Independent Free	NN 1 4EW
Moulton Theatre	Independent Free	Pubs & Full On	Independent Free	NN 3 7RZ
Cardamon	Independent Free	Restaurant	Independent Free	NN 2 7SL
Ark	Independent Free	Restaurant	Independent Free	NN 1 5FY
Dining Room	Independent Free	Restaurant	Independent Free	NN 1 1UH
Freemasons' Hall	Independent Free	Registered Club	Independent Free	NN 5 7UL
Firejacks	Independent Free	Restaurant	Independent Free	NN 5 5QJ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	NN 1 1FA
Pamukkale	Independent Free	Restaurant	Independent Free	NN 1 1JW
Albion Brewery Bar	Independent Free	Pubs & Full On	Independent Free	NN 1 1PR
Northampton Working Mens Club	Independent Free	Registered Club	Independent Free	NN 1 2LZ
Lighthouse	Independent Free	Restaurant	Independent Free	NN 1 4EF
Zapato Lounge	Loungers	Pubs & Full On	Loungers	NN 1 2EB
Poppy Field Farm	Greene King	Pubs & Full On	Greene King	NN 5 6GS
John Franklins	Independent Free	Restaurant	Independent Free	NN 1 1DP
Beer Guerrilla	Independent Free	Pubs & Full On	Independent Free	NN 1 4EF
Delicious Greek Yeeros	Independent Free	Restaurant	Independent Free	NN 2 7HH
Harpole Bowls Club	Independent Free	Registered Club	Independent Free	NN 7 4DF
Maule Collective	Maule Brewing Company	Pubs & Full On	Maule Brewing Company	NN 1 1UB
Eccentric Englishman	Independent Free	Pubs & Full On	Independent Free	NN 1 1JA
La Terraza Tapas	Independent Free	Restaurant	Independent Free	NN 5 4GF
St Giles Ale House	Independent Free	Pubs & Full On	Independent Free	NN 1 1JF
Element	Independent Free	Pubs & Full On	Independent Free	NN 1 1DF
Gravity	Independent Free	Pubs & Full On	Independent Free	NN 1 1SR
Yakut Lounge	Independent Free	Restaurant	Independent Free	NN 1 4EH
V And B	Independent Free	Pubs & Full On	Independent Free	NN 1 1DA
Escape Venue	Independent Free	Proprietary Club	Independent Free	NN 1 1AJ
Hamburger Heaven 81	Independent Free	Restaurant	Independent Free	NN 4 0LY
Five Guys	Five Guys	Restaurant	Five Guys	NN 5 5QJ

MAP OF AREA

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Source: OS Open Data 2018














Area: P03652_Gardeners Arms, Northampton, NN1 4EB (5 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03652_Gardeners Arms, Northampton, NN1 4EB (5 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	16,932	15.9	22.0	72		
	2 Rising Prosperity	7,541	7.1	10.3	69		
	3 Comfortable Communities	35,604	33.4	26.3	127		
	4 Financially Stretched	16,809	15.8	23.7	67		
	5 Urban Adversity	29,274	27.5	17.4	158		
	6 Not Private Households	280	0.3	0.3	79		
 Graph							
Total households		106,440					

Acorn Category Pen Portrait

3

Comfortable Communities

14.4M

27.2%

UK Adults

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: P03652_Gardeners Arms, Northampton, NN1 4EB (5 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	237	0.2	1.1	20		
1.B Executive Wealth	12,807	12.0	11.2	107		
1.C Mature Money	3,888	3.7	9.6	38		
2. Rising Prosperity						
2.D City Sophisticates	20	0.0	4.0	0		
2.E Career Climbers	7,521	7.1	6.3	113		
3. Comfortable Communities						
3.F Countryside Communities	1,954	1.8	5.7	32		
3.G Successful Suburbs	6,864	6.4	5.9	109		
3.H Steady Neighbourhoods	10,548	9.9	7.4	135		
3.I Comfortable Seniors	5,218	4.9	2.9	171		
3.J Starting Out	11,020	10.4	4.4	233		
4. Financially Stretched						
4.K Student Life	1,893	1.8	2.5	72		
4.L Modest Means	3,939	3.7	7.9	47		
4.M Striving Families	7,892	7.4	7.5	99		
4.N Poorer Pensioners	3,085	2.9	5.8	50		
5. Urban Adversity						
5.O Young Hardship	10,315	9.7	6.2	156		
5.P Struggling Estates	10,289	9.7	5.9	163		
5.Q Difficult Circumstances	8,670	8.1	5.3	154		
6. Not Private Households						
6.R Not Private Households	280	0.3	0.3	79		
Total households	106,440					

Acorn Group Pen Portrait

1 B Executive Wealth

6.5M
UK Adults12.3%
of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

CORE DEMOGRAPHICS



FINANCIAL PROFILE



BRANDS



DIGITAL AND TECH

ATTITUDES



TOP BEHAVIOURS



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03652_Gardeners Arms, Northampton, NN1 4EB (5 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	237	0.2	0.9	26			
1.B Executive Wealth								
	1.B.4 Asset rich families	2,059	1.9	2.6	74			
	1.B.5 Wealthy countryside commuters	907	0.9	2.4	35			
	1.B.6 Financially comfortable families	6,429	6.0	2.2	275			
	1.B.7 Affluent professionals	112	0.1	0.8	12			
	1.B.8 Prosperous suburban families	338	0.3	1.5	21			
	1.B.9 Well-off edge of towners	2,962	2.8	1.6	173			
1.C Mature Money								
	1.C.10 Better-off villagers	1,520	1.4	3.0	47			
	1.C.11 Settled suburbia, older people	1,168	1.1	2.8	39			
	1.C.12 Retired and empty nesters	1,004	0.9	2.5	38			
	1.C.13 Upmarket downsizers	196	0.2	1.3	14			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	20	0.0	0.7	3			
	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	3,633	3.4	1.9	178			
	2.E.19 First time buyers in small, modern homes	3,815	3.6	3.3	107			
	2.E.20 Mixed metropolitan areas	73	0.1	1.0	7			
3. Comfortable Communities								
3.F Countryside Communities								
	3.F.21 Farms and cottages	138	0.1	1.5	9			
	3.F.22 Older couples and families in rural areas	191	0.2	1.0	17			
	3.F.23 Owner occupiers in small towns and villages	1,625	1.5	3.2	48			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	5,799	5.4	2.7	204			
	3.G.25 Larger family homes, multi-ethnic areas	6	0.0	0.8	1			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	1,059	1.0	2.4	41			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	5,352	5.0	3.4	146			
	3.H.28 Owner occupied terraces, average income	2,422	2.3	1.6	143			
	3.H.29 Established suburbs, older families	2,774	2.6	2.3	112			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	4,922	4.6	2.4	194			
	3.I.31 Elderly singles in purpose-built accommodation	296	0.3	0.5	57			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	6,537	6.1	2.1	289			
	3.J.33 Smaller houses and starter homes	4,483	4.2	2.3	182			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	88	0.1	0.4	23			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	1,805	1.7	1.9	91			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	1,022	1.0	1.4	67			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	1,532	1.4	2.6	55			
	4.L.39 Fading owner occupied terraces	1,348	1.3	2.9	44			
	4.L.40 High occupancy terraces, culturally diverse family areas	37	0.0	1.0	4			
4.M Striving Families								
	4.M.41 Labouring semi-rural estates	1,134	1.1	1.6	67			
	4.M.42 Struggling young families in post-war terraces	3,476	3.3	1.6	199			
	4.M.43 Families in right-to-buy estates	1,869	1.8	2.1	86			
	4.M.44 Post-war estates, limited means	1,413	1.3	2.2	61			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	1,192	1.1	0.8	143			
	4.N.46 Elderly people in social rented flats	907	0.9	1.1	80			
	4.N.47 Low income older people in smaller semis	548	0.5	2.3	23			
	4.N.48 Pensioners and singles in social rented flats	438	0.4	1.7	24			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	1,985	1.9	2.2	86			
	5.O.50 Struggling younger people in mixed tenure	3,728	3.5	1.8	198			
	5.O.51 Young people in small, low cost terraces	4,602	4.3	2.3	191			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	8,603	8.1	1.6	512			
	5.P.53 Low income terraces	127	0.1	0.8	14			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
	5.P.55 Deprived and ethnically diverse in flats	19	0.0	0.8	2			
	5.P.56 Low income large families in social rented semis	1,540	1.4	1.6	90			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	1,328	1.2	1.5	83			
	5.Q.58 Singles and young families, some receiving benefits	3,625	3.4	1.8	192			
	5.Q.59 Deprived areas and high-rise flats	3,717	3.5	2.0	174			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	66	0.1	0.1	106			
	6.R.61 Inactive communal population	214	0.2	0.3	73			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		106,440						

CATEGORY

GROUP

TYPE

MAP

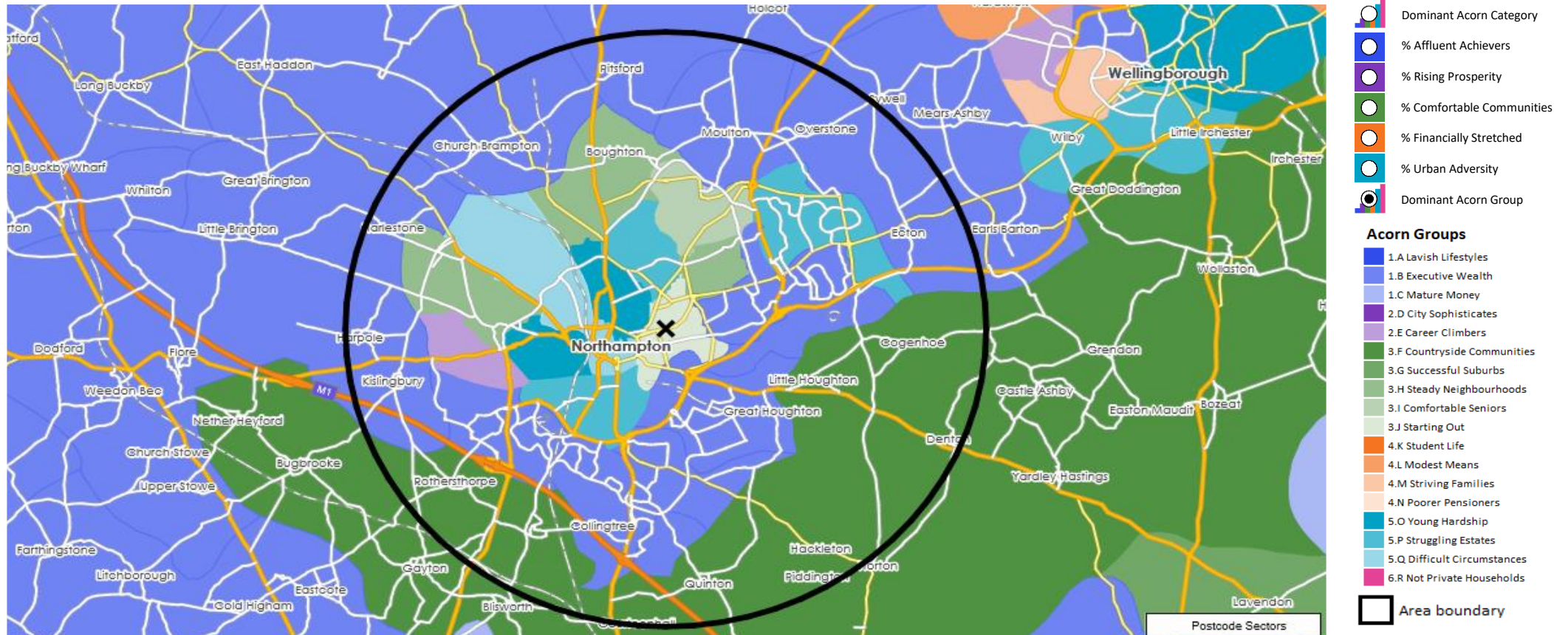
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03652_Gardeners Arms, Northampton, NN1 4EB (5 Mile contour)

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Source: OS Open Data 2018



CATEGORY

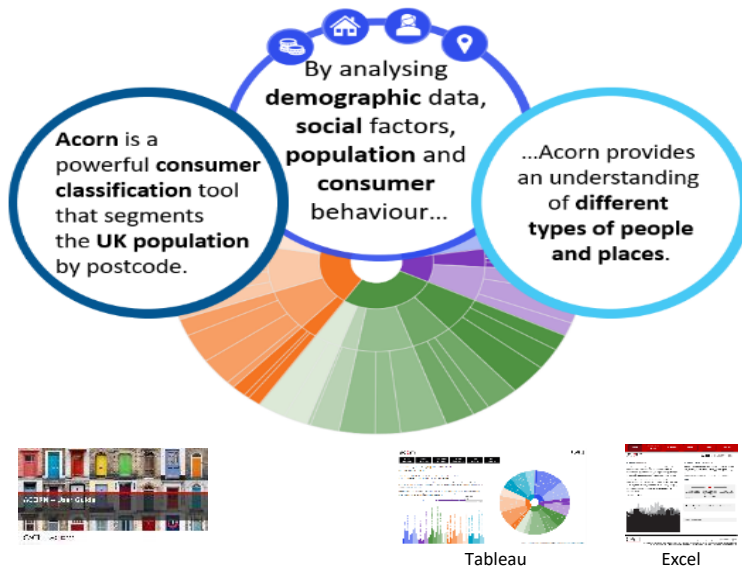
GROUP

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		

