

CGA LICENCED PREMISES

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Area: P00828_Jolly Brewer, Stamford, PE9 2PP (1 I
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	22	119.1	81.7	146			
Proprietary Club	1	5.4	7.3	74			
Registered Club	5	27.1	28.2	96			
Restaurant	15	81.2	32.1	253			
Residential	0	0.0	2.7	0			

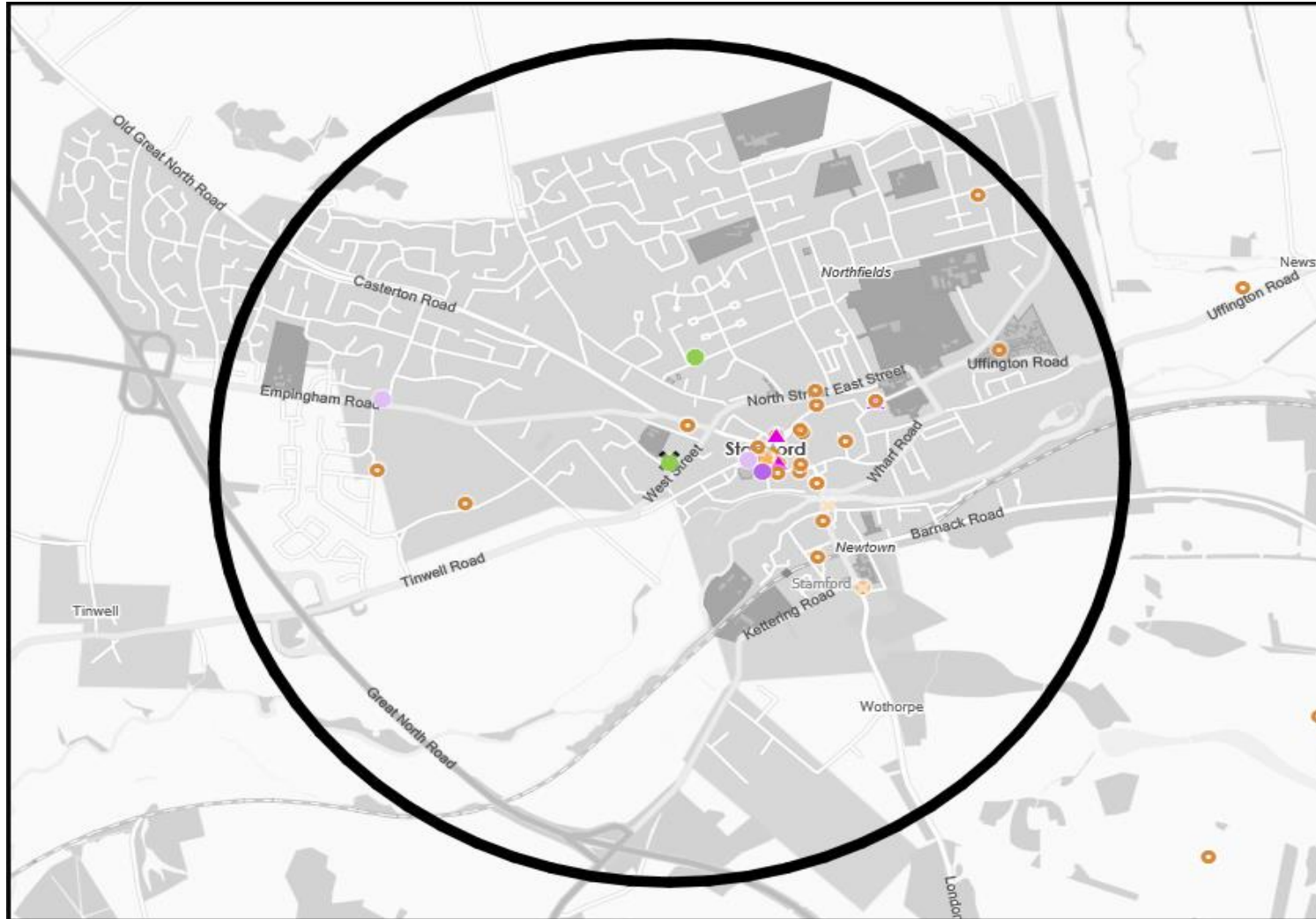
Name	Description	License Type	Owner Name	Postcode
George Of Stamford Hotel	Independent Free	Pubs & Full On	Independent Free	PE 9 2LB
Hurdler	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE 9 1AL
Willoughby's	Independent Free	Proprietary Club	Independent Free	PE 9 2BT
Blackstones Sports And 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: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,401	27.4	22.1	124		
2 Rising Prosperity	637	7.3	10.2	71		
3 Comfortable Communities	3,532	40.3	26.5	152		
4 Financially Stretched	1,706	19.5	23.7	82		
5 Urban Adversity	453	5.2	17.2	30		
6 Not Private Households	42	0.5	0.3	139		
Graph						
Total households	8,771					

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: P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	177	2.0	1.1	184		
1.B Executive Wealth	874	10.0	11.3	88		
1.C Mature Money	1,350	15.4	9.6	160		
2. Rising Prosperity						
2.D City Sophisticates	38	0.4	3.8	11		
2.E Career Climbers	599	6.8	6.4	107		
3. Comfortable Communities						
3.F Countryside Communities	141	1.6	5.7	28		
3.G Successful Suburbs	1,052	12.0	6.0	201		
3.H Steady Neighbourhoods	606	6.9	7.4	93		
3.I Comfortable Seniors	513	5.8	2.9	205		
3.J Starting Out	1,220	13.9	4.6	306		
4. Financially Stretched						
4.K Student Life	19	0.2	2.5	9		
4.L Modest Means	960	10.9	8.0	137		
4.M Striving Families	437	5.0	7.4	67		
4.N Poorer Pensioners	290	3.3	5.8	57		
5. Urban Adversity						
5.O Young Hardship	360	4.1	6.3	66		
5.P Struggling Estates	20	0.2	5.7	4		
5.Q Difficult Circumstances	73	0.8	5.2	16		
6. Not Private Households						
6.R Not Private Households	42	0.5	0.3	139		
Total households	8,771					

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 25-44	Children at home 1
House tenure Mortgaged	Family structure Couple with children
Number of beds 3	House type Terraced

FINANCIAL PROFILE

Household income UK: £43k London: £47k Average: £40k / Average: £48k	% Disposable income UK: 39% London: 32% Average: 43% / Average: 29%	Financial situation Running into debt Saving a lot
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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 60% UK average: 55%	Shopping online makes my life easier 63% UK average: 62%	I love the ease of using chat bots to get answers 28% UK average: 28%
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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: P00828_Jolly Brewer, Stamford, PE9 2PP (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

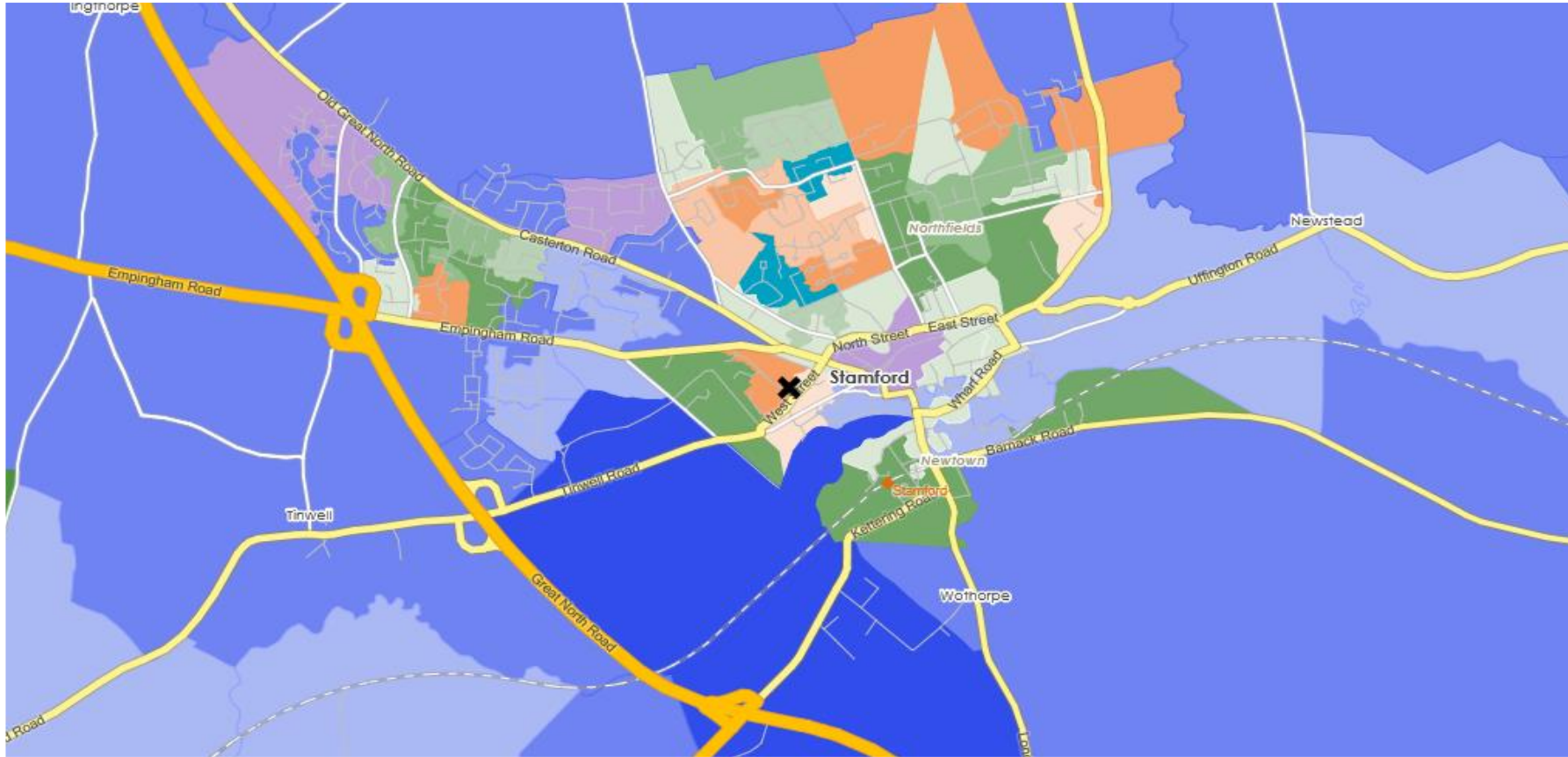
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	177	2.0	0.9	235			
1.B Executive Wealth							
1.B.4 Asset rich families	305	3.5	2.6	132			
1.B.5 Wealthy countryside commuters	76	0.9	2.5	35			
1.B.6 Financially comfortable families	115	1.3	2.2	59			
1.B.7 Affluent professionals	157	1.8	0.9	210			
1.B.8 Prosperous suburban families	116	1.3	1.5	86			
1.B.9 Well-off edge of towners	105	1.2	1.6	74			
1.C Mature Money							
1.C.10 Better-off villagers	475	5.4	3.1	176			
1.C.11 Settled suburbia, older people	360	4.1	2.8	146			
1.C.12 Retired and empty nesters	203	2.3	2.5	94			
1.C.13 Upmarket downsizers	312	3.6	1.3	275			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	38	0.4	0.7	62			
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			
2.E Career Climbers							
2.E.18 Career driven young families	335	3.8	2.0	193			
2.E.19 First time buyers in small, modern homes	264	3.0	3.4	89			
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	50			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	279	3.2	2.7	118			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	773	8.8	2.4	364			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	450	5.1	3.5	148			
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	76			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	375	4.3	2.4	180			
3.I.31 Elderly singles in purpose-built accommodation	138	1.6	0.5	324			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	639	7.3	2.2	339			
3.J.33 Smaller houses and starter homes	581	6.6	2.4	276			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	19	0.2	0.3	65			
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	106	1.2	1.4	84			
4.L.38 Semi-skilled workers in traditional neighbourhoods	429	4.9	2.6	186			
4.L.39 Fading owner occupied terraces	425	4.8	2.9	166			
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	214	2.4	1.6	149			
4.M.43 Families in right-to-buy estates	105	1.2	2.0	59			
4.M.44 Post-war estates, limited means	106	1.2	2.2	56			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	36	0.4	0.8	52			
4.N.46 Elderly people in social rented flats	176	2.0	1.0	195			
4.N.47 Low income older people in smaller semis	4	0.0	2.2	2			
4.N.48 Pensioners and singles in social rented flats	74	0.8	1.7	49			
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	194	2.2	1.8	123			
5.O.51 Young people in small, low cost terraces	124	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	1.0	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	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	14	0.2	1.8	9			
5.Q.59 Deprived areas and high-rise flats	53	0.6	2.0	31			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	2	0.0	0.1	38			
6.R.61 Inactive communal population	40	0.5	0.3	160			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	8,771						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Area: P00828_Jolly Brewer, Stamford, PE9 2PP (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

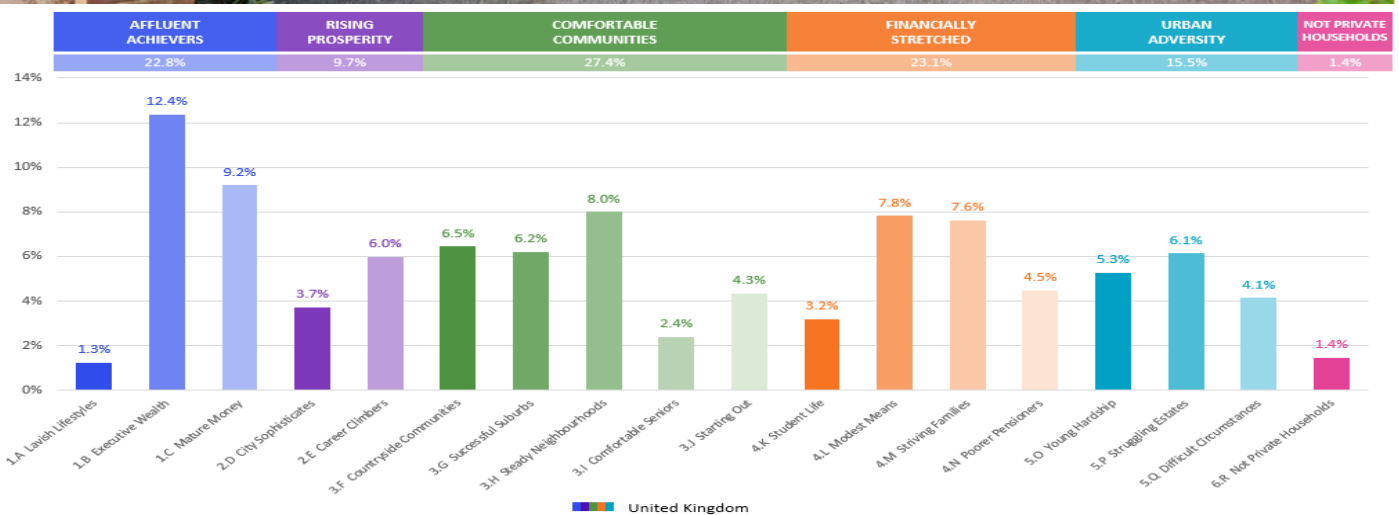
House tenure: Owned outright

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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