

CGA LICENCED PREMISES

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Area: P03490_The Ford Green, Norton, ST6 8LS (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	50.5	81.7	62			
Proprietary Club	0	0.0	7.3	0			
Registered Club	5	19.4	28.2	69			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Horn & Trumpet	Marston's	Pubs & Full On	Marston's	ST 6 8XP
Berwick Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 1 6JU
Millrace	Marston's	Pubs & Full On	Marston's	ST 2 7DU
Foxley Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 2 7EH
Moorland Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 6 1JP
Barrel	Independent Free	Pubs & Full On	Independent Free	ST 6 1NT
Forresters	Amber Taverns	Pubs & Full On	Amber Taverns	ST 6 1NT
Kings Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 6 1NT
Smallthorne Pioneer Working Mens Club	Independent Free	Registered Club	Independent Free	ST 6 1PP
Norton Cricketminers Welfare Club	Independent Free	Registered Club	Independent Free	ST 6 1QF
Green Star	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 6 1SF
Smallthorne Victory Club	Independent Free	Registered Club	Independent Free	ST 6 1RE
Talbot Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	ST 6 7NG
Bradeley	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 6 7NU
Norton Working Mens Club	Independent Free	Registered Club	Independent Free	ST 6 8HZ
Nortonball Green Community Centre	Independent Free	Registered Club	Independent Free	ST 6 8JW
Ford Green	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 6 8LS
Foaming Quart	Marston's	Pubs & Full On	Marston's	ST 6 8PD

MAP OF AREA

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Source: OS Open Data 2018

Area: P03490_The Ford Green, Norton, ST6 8LS (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: P03490_The Ford Green, Norton, ST6 8LS (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	570	5.0	22.1	23		
 2 Rising Prosperity	510	4.5	10.2	44		
 3 Comfortable Communities	3,893	34.5	26.5	130		
 4 Financially Stretched	3,295	29.2	23.7	123		
 5 Urban Adversity	3,028	26.8	17.2	156		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	11,296					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults **23.1%** of UK

Age range
All ages

Financial situation
Running into debt ← → Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.









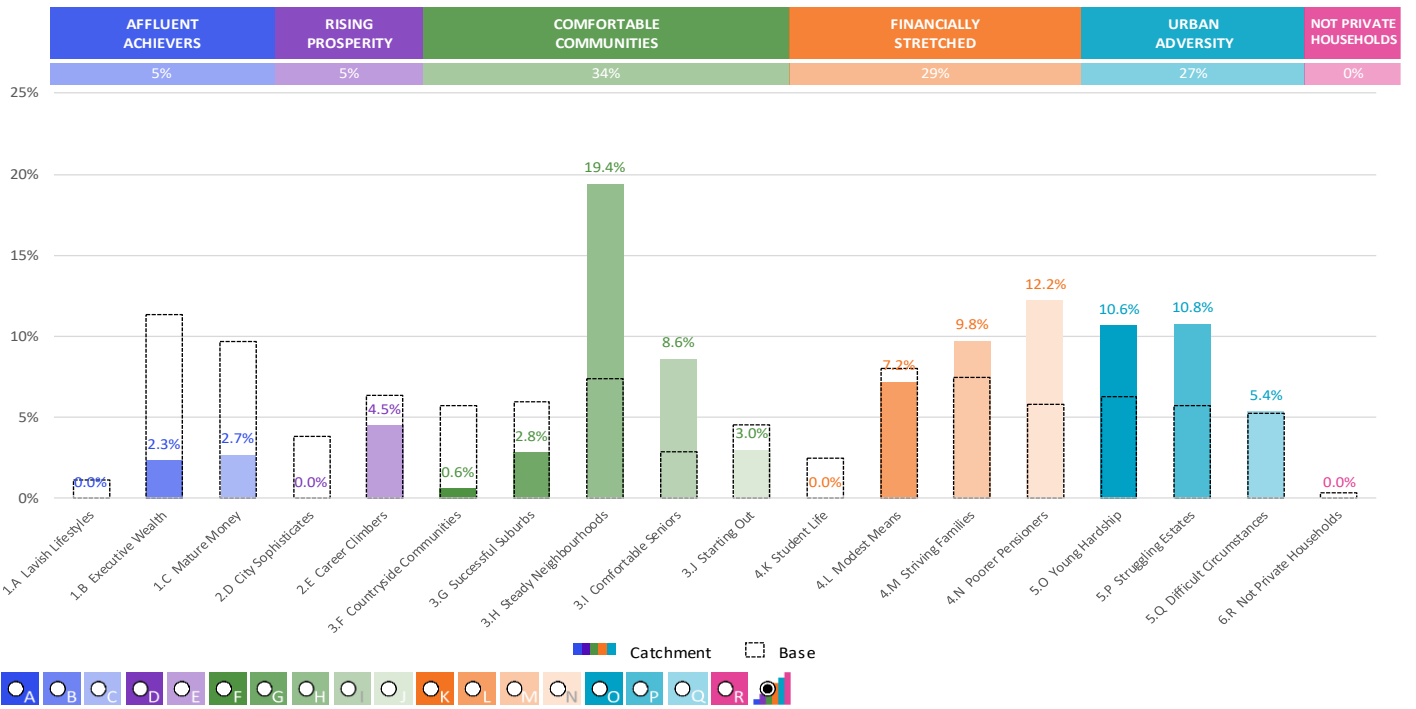
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03490_The Ford Green, Norton, ST6 8LS (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	0	0.0	1.1	0			
1.B Executive Wealth	264	2.3	11.3	21			
1.C Mature Money	306	2.7	9.6	28			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	510	4.5	6.4	71			
3. Comfortable Communities							
3.F Countryside Communities	69	0.6	5.7	11			
3.G Successful Suburbs	316	2.8	6.0	47			
3.H Steady Neighbourhoods	2,192	19.4	7.4	262			
3.I Comfortable Seniors	975	8.6	2.9	302			
3.J Starting Out	341	3.0	4.6	66			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	813	7.2	8.0	90			
4.M Striving Families	1,102	9.8	7.4	131			
4.N Poorer Pensioners	1,380	12.2	5.8	212			
5. Urban Adversity							
5.O Young Hardship	1,202	10.6	6.3	170			
5.P Struggling Estates	1,218	10.8	5.7	189			
5.Q Difficult Circumstances	608	5.4	5.2	103			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	11,296						

Acorn Group Graph



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

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Area: P03490_The Ford Green, Norton, ST6 8LS (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

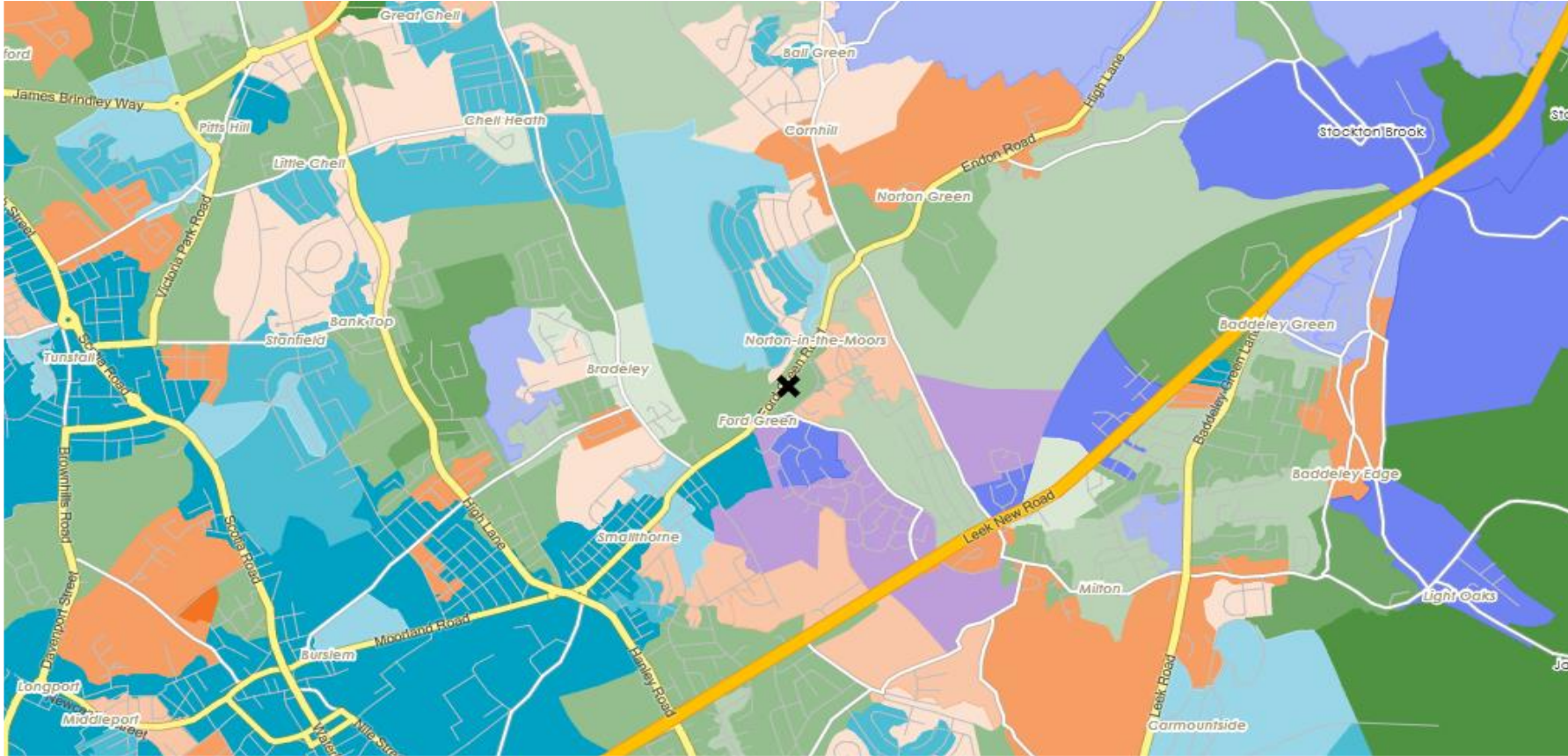
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	264	2.3	2.2	105			
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	0	0.0	1.6	0			
1.C Mature Money							
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	306	2.7	2.5	110			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
2. Rising Prosperity							
2.D City Sophisticates							
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			
2.E Career Climbers							
2.E.18 Career driven young families	267	2.4	2.0	120			
2.E.19 First time buyers in small, modern homes	243	2.2	3.4	63			
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	69	0.6	3.2	19			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	259	2.3	2.7	85			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	57	0.5	2.4	21			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	2,087	18.5	3.5	533			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	105	0.9	2.3	40			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	975	8.6	2.4	364			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	69	0.6	2.2	28			
3.J.33 Smaller houses and starter homes	272	2.4	2.4	100			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	3	0.0	1.4	2			
4.L.38 Semi-skilled workers in traditional neighbourhoods	486	4.3	2.6	164			
4.L.39 Fading owner occupied terraces	324	2.9	2.9	98			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	36	0.3	1.6	19			
4.M.43 Families in right-to-buy estates	406	3.6	2.0	176			
4.M.44 Post-war estates, limited means	660	5.8	2.2	269			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	209	1.9	0.8	235			
4.N.46 Elderly people in social rented flats	249	2.2	1.0	214			
4.N.47 Low income older people in smaller semis	830	7.3	2.2	329			
4.N.48 Pensioners and singles in social rented flats	92	0.8	1.7	48			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	116	1.0	2.2	47			
5.O.50 Struggling younger people in mixed tenure	124	1.1	1.8	61			
5.O.51 Young people in small, low cost terraces	962	8.5	2.3	376			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	95	0.8	1.6	54			
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	1,123	9.9	1.6	621			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	32	0.3	1.5	19			
5.Q.58 Singles and young families, some receiving benefits	484	4.3	1.8	243			
5.Q.59 Deprived areas and high-rise flats	92	0.8	2.0	41			
6. Not Private Households							
6.R Not Private Households							
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			
Total households	11,296						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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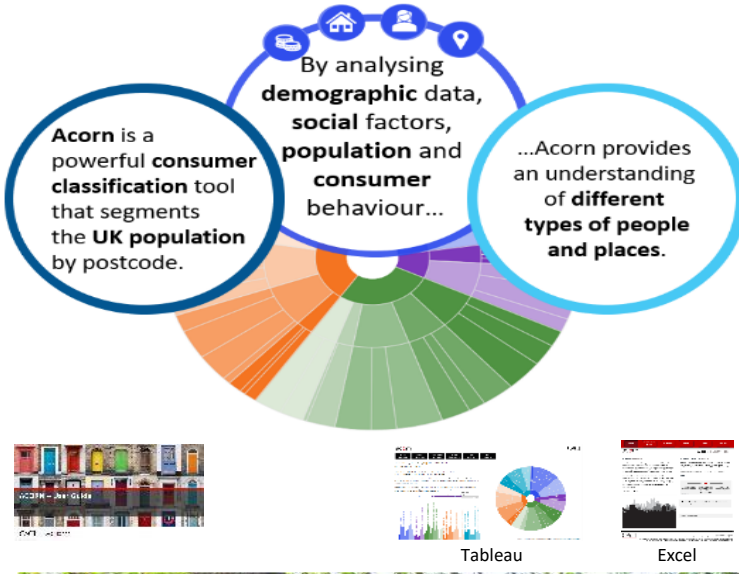
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults

22.8% of UK

House type: **Detached**

House tenure: **Owned outright**

Number of beds: **4+**

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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