

CGA LICENCED PREMISES

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Area: P03661_George, Witham, CM8 2AQ (1 Mile)
 Base: Great Britain
 Year: 2023

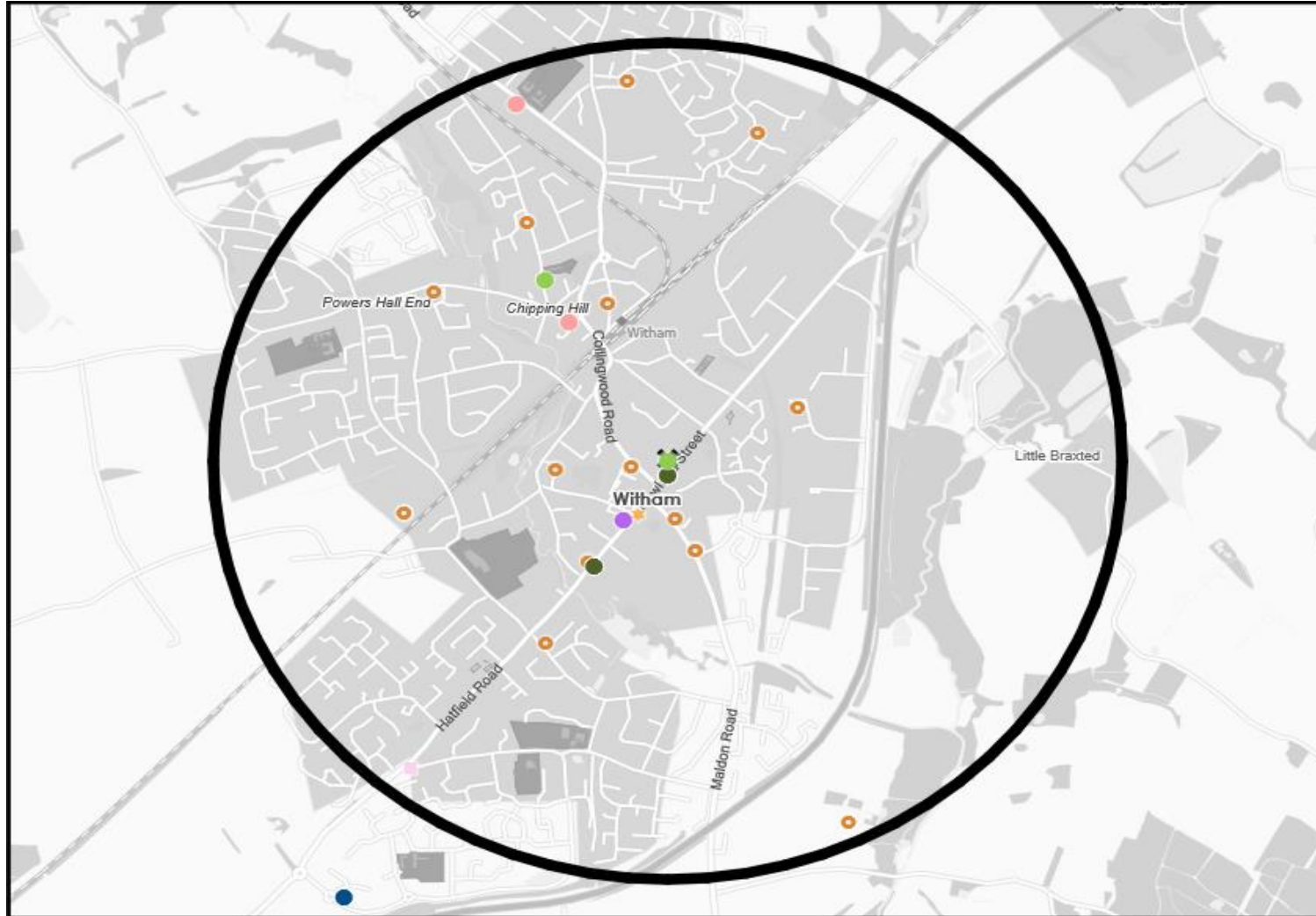
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	59.3	81.7	73			
Proprietary Club	2	8.5	7.3	116			
Registered Club	9	38.1	28.2	135			
Restaurant	5	21.2	32.1	66			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
White Hart Hotel	Greene King	Pubs & Full On	Greene King	CM 8 2AF
Red Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM 8 2AF
Battesford Court	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CM 8 1AH
Swan	Greene King	Pubs & Full On	Greene King	CM 8 1BE
Rafa Witham	Independent Free	Registered Club	Independent Free	CM 8 1BX
Jack & Jenny	Brakspear	Pubs & Full On	Brakspear	CM 8 1EE
Masonic Hall	Independent Free	Registered Club	Independent Free	CM 8 1HN
Witham Town Football Club	Independent Free	Registered Club	Independent Free	CM 8 1UN
Witham Rugby Club	Independent Free	Registered Club	Independent Free	CM 8 1UN
Crofters Brasserie	Independent Free	Pubs & Full On	Independent Free	CM 8 2AA
Lians	Independent Free	Restaurant	Independent Free	CM 8 2AF
Ifraaz	Independent Free	Restaurant	Independent Free	CM 8 1BA
George	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 8 2AQ
Stepfield Snooker Club	Independent Free	Proprietary Club	Independent Free	CM 8 2DD
Railway	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM 8 2DE
Witham Bowls Club	Independent Free	Registered Club	Independent Free	CM 8 2DY
Spring Lodge Community Asscn	Independent Free	Registered Club	Independent Free	CM 8 2HE
Woolpack	Independent Free	Pubs & Full On	Independent Free	CM 8 2JP
Little Elms	Independent Free	Pubs & Full On	Independent Free	CM 8 2LX
Cherry Tree	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM 8 2NW
Benton Hall Golf Club	Independent Free	Registered Club	Independent Free	CM 8 3LH
Stepfield Snooker Club	Independent Free	Proprietary Club	Independent Free	CM 8 3TH
Rivenhall Oakes Golf Club	Independent Free	Registered Club	Independent Free	CM 8 2PS
White Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 8 2JL
Witham Cricket Club	Independent Free	Registered Club	Independent Free	CM 8 1HN
Thai Cottage	Independent Free	Restaurant	Independent Free	CM 8 1BE
Prezzo	Prezzo plc	Restaurant	Prezzo plc	CM 8 1AH
Sir Charlie Lockram	Independent Free	Pubs & Full On	Independent Free	CM 8 2BJ
El Pulpo	Independent Free	Restaurant	Independent Free	CM 8 2AF
Valero Lounge	Loungers	Pubs & Full On	Loungers	CM 8 2BE

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03661_George, Witham, CM8 2AQ (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: P03661_George, Witham, CM8 2AQ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	535	5.1	22.1	23		
 2 Rising Prosperity	878	8.3	10.2	82		
 3 Comfortable Communities	3,525	33.4	26.5	126		
 4 Financially Stretched	4,323	41.0	23.7	173		
 5 Urban Adversity	1,283	12.2	17.2	71		
 6 Not Private Households	6	0.1	0.3	17		
 Graph						
Total households	10,550					

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: P03661_George, Witham, CM8 2AQ (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	368	3.5	11.3	31			
1.C Mature Money	167	1.6	9.6	16			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	878	8.3	6.4	131			
3. Comfortable Communities							
3.F Countryside Communities	74	0.7	5.7	12			
3.G Successful Suburbs	1,138	10.8	6.0	181			
3.H Steady Neighbourhoods	817	7.7	7.4	105			
3.I Comfortable Seniors	541	5.1	2.9	180			
3.J Starting Out	955	9.1	4.6	199			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	883	8.4	8.0	105			
4.M Striving Families	2,744	26.0	7.4	349			
4.N Poorer Pensioners	696	6.6	5.8	115			
5. Urban Adversity							
5.O Young Hardship	741	7.0	6.3	112			
5.P Struggling Estates	124	1.2	5.7	21			
5.Q Difficult Circumstances	418	4.0	5.2	76			
6. Not Private Households							
6.R Not Private Households	6	0.1	0.3	17			
Total households	10,550						

Acorn Group Pen Portrait

4 M Striving Families 4.1M UK Adults 7.8% of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS		BRANDS	
Age range 25-44	Children at home 3+	SHOPPING easymat, PRIMARK, PEACOCKS, savers	LEISURE BURGER KING, MCDONALD'S, GREGGS
House tenure Social renting	Family structure Single parent	WEBSITES ebay, sky, very, hotukdeals	DIGITAL
Number of beds 3	House type Semi-detached or terraced	ATTITUDES I worry about online security: 58% (UK average: 59%) Shopping online makes my life easier: 60% (UK average: 62%) I love the ease of using chat bots to get answers: 29% (UK average: 28%)	
FINANCIAL PROFILE		TOP BEHAVIOURS	
Household income UK: £33k London: £38k Average: £10k Average: £16k	% Disposable income UK: 41% London: 35% Average: 43% Average: 29%	Financial situation Running into debt Saving a lot	Moderate internet use Below average social media use – apart from TikTok Use of Direct.Gov website

ABCDEFGHIJKLMNOPQR

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

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Area: P03661_George, Witham, CM8 2AQ (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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	177	1.7	2.6	63			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	178	1.7	2.2	76			
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	13	0.1	1.6	8			
1.C Mature Money							
1.C.10 Better-off villagers	43	0.4	3.1	13			
1.C.11 Settled suburbia, older people	103	1.0	2.8	35			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	21	0.2	1.3	15			
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	443	4.2	2.0	213			
2.E.19 First time buyers in small, modern homes	435	4.1	3.4	122			
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	2	0.0	1.0	2			
3.F.23 Owner occupiers in small towns and villages	72	0.7	3.2	21			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	516	4.9	2.7	181			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	622	5.9	2.4	243			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	286	2.7	3.5	78			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	531	5.0	2.3	215			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	342	3.2	2.4	137			
3.I.31 Elderly singles in purpose-built accommodation	199	1.9	0.5	388			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	200	1.9	2.2	88			
3.J.33 Smaller houses and starter homes	755	7.2	2.4	298			
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	282	2.7	1.4	185			
4.L.38 Semi-skilled workers in traditional neighbourhoods	357	3.4	2.6	129			
4.L.39 Fading owner occupied terraces	244	2.3	2.9	79			
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	281	2.7	1.6	167			
4.M.42 Struggling young families in post-war terraces	1,792	17.0	1.6	1,036			
4.M.43 Families in right-to-buy estates	137	1.3	2.0	64			
4.M.44 Post-war estates, limited means	534	5.1	2.2	233			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	185	1.8	0.8	223			
4.N.46 Elderly people in social rented flats	149	1.4	1.0	137			
4.N.47 Low income older people in smaller semis	142	1.3	2.2	60			
4.N.48 Pensioners and singles in social rented flats	220	2.1	1.7	122			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	567	5.4	2.2	246			
5.O.50 Struggling younger people in mixed tenure	174	1.6	1.8	92			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	58	0.5	1.6	35			
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	66	0.6	1.6	39			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	228	2.2	1.5	143			
5.Q.58 Singles and young families, some receiving benefits	163	1.5	1.8	88			
5.Q.59 Deprived areas and high-rise flats	27	0.3	2.0	13			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	4	0.0	0.1	64			
6.R.61 Inactive communal population	2	0.0	0.3	7			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,550						

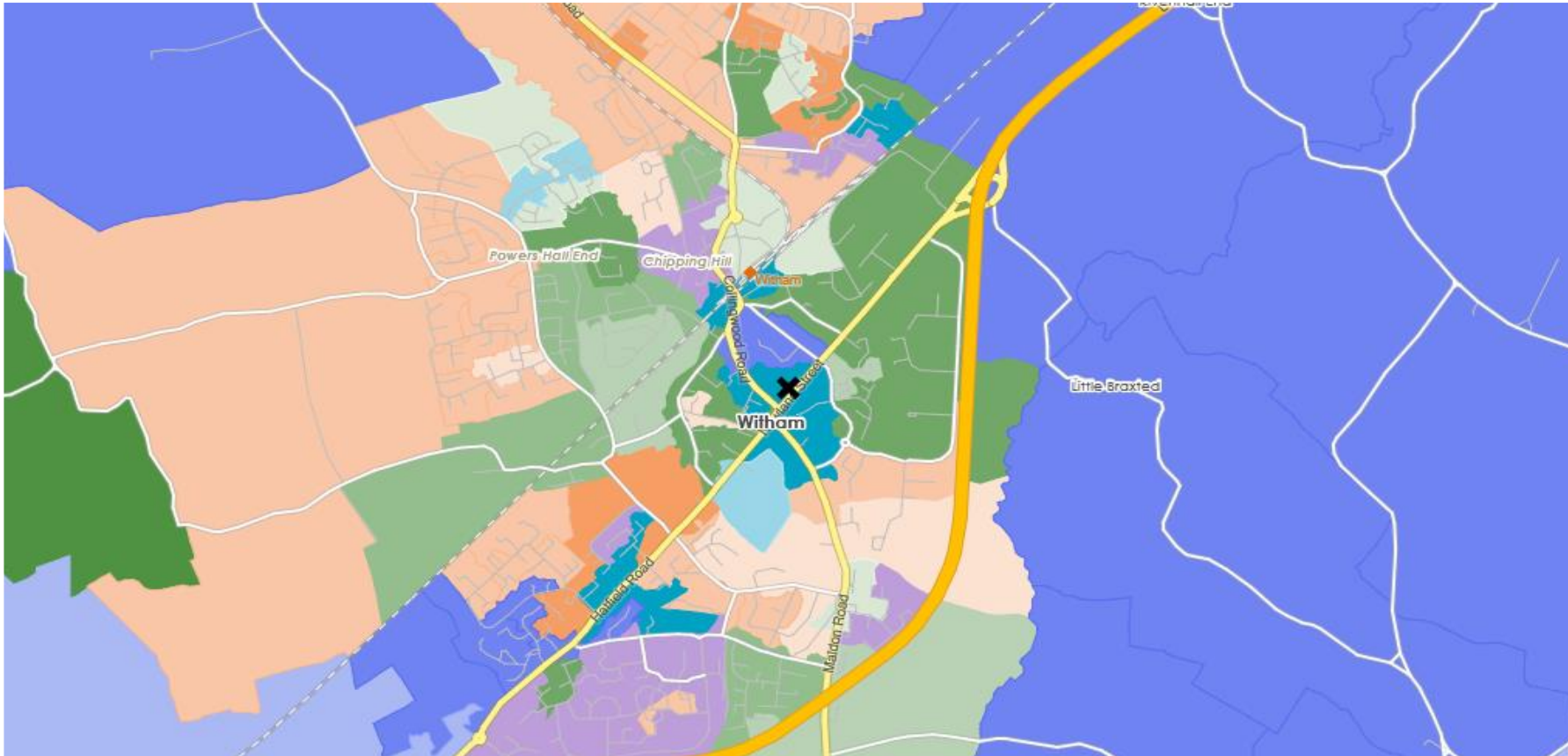
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03661_George, Witham, CM8 2AQ (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
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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