

CGA LICENCED PREMISES

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Area: P04518_Leopard, Tutbury, DE13 9NA (1 Mile)
 Base: Great Britain
 Year: 2023

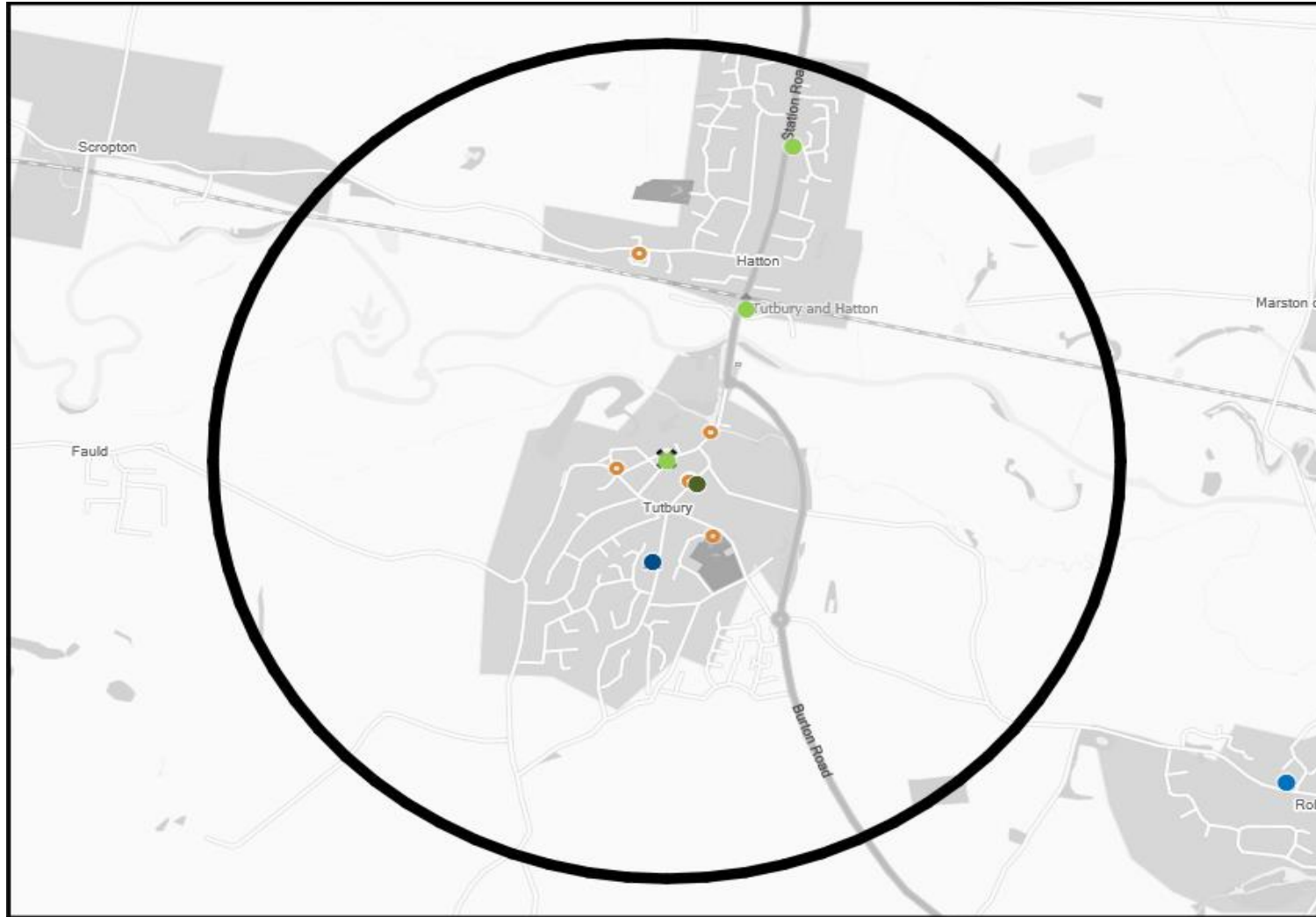
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	169.0	81.7	207			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	61.5	28.2	218			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Dog & Partridge	Greene King	Pubs & Full On	Greene King	DE13 9LS
Tutbury Club & Institute	Independent Free	Registered Club	Independent Free	DE13 9LS
Tutbury Cricket Club	Independent Free	Registered Club	Independent Free	DE13 9LZ
Leopard	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE13 9NA
Vine Inn	Marston's	Pubs & Full On	Marston's	DE13 9NG
New Inn	Black Country Ales	Pubs & Full On	Black Country Ales	DE13 9NG
Cross Keys	Independent Free	Pubs & Full On	Independent Free	DE13 9NR
Railway Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE65 5EH
Hatton Sports & Social Club	Independent Free	Registered Club	Independent Free	DE65 5DT
Doveside Social Club	Independent Free	Registered Club	Independent Free	DE65 5DT
Railway Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE65 5DW
Tutbury Castle	Independent Free	Pubs & Full On	Independent Free	DE13 9JF
Courtyard @ No.12	Independent Free	Pubs & Full On	Independent Free	DE13 9LP
Cask And Pottle	Independent Free	Pubs & Full On	Independent Free	DE13 9LP
Hourglass	Independent Free	Pubs & Full On	Independent Free	DE13 9LP

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04518_Leopard, Tutbury, DE13 9NA (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: P04518_Leopard, Tutbury, DE13 9NA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	498	16.7	22.1	76		
2 Rising Prosperity	251	8.4	10.2	83		
3 Comfortable Communities	1,397	46.9	26.5	177		
4 Financially Stretched	808	27.2	23.7	115		
5 Urban Adversity	22	0.7	17.2	4		
6 Not Private Households	0	0.0	0.3	0		
Total households		2,976				

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: P04518_Leopard, Tutbury, DE13 9NA (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	177	5.9	11.3	52			
1.C Mature Money	321	10.8	9.6	112			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	251	8.4	6.4	132			
3. Comfortable Communities							
3.F Countryside Communities	621	20.9	5.7	364			
3.G Successful Suburbs	488	16.4	6.0	275			
3.H Steady Neighbourhoods	36	1.2	7.4	16			
3.I Comfortable Seniors	112	3.8	2.9	132			
3.J Starting Out	140	4.7	4.6	103			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	227	7.6	8.0	96			
4.M Striving Families	194	6.5	7.4	88			
4.N Poorer Pensioners	387	13.0	5.8	226			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	16	0.5	5.7	9			
5.Q Difficult Circumstances	6	0.2	5.2	4			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	2,976						

Acorn Group Pen Portrait

4 K Student Life 1.6M UK Adults 3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

CORE DEMOGRAPHICS

Age range 18-24	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 4+	House type Flat or maisonette

BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 48%</small>	Shopping online makes my life easier 68% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 44% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income £33k <small>UK Average: £40k</small>	London £36k <small>Average: £46k</small>	% Disposable income 26% <small>UK Average: 43%</small>	London 16% <small>Average: 23%</small>	Financial situation
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TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04518_Leopard, Tutbury, DE13 9NA (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

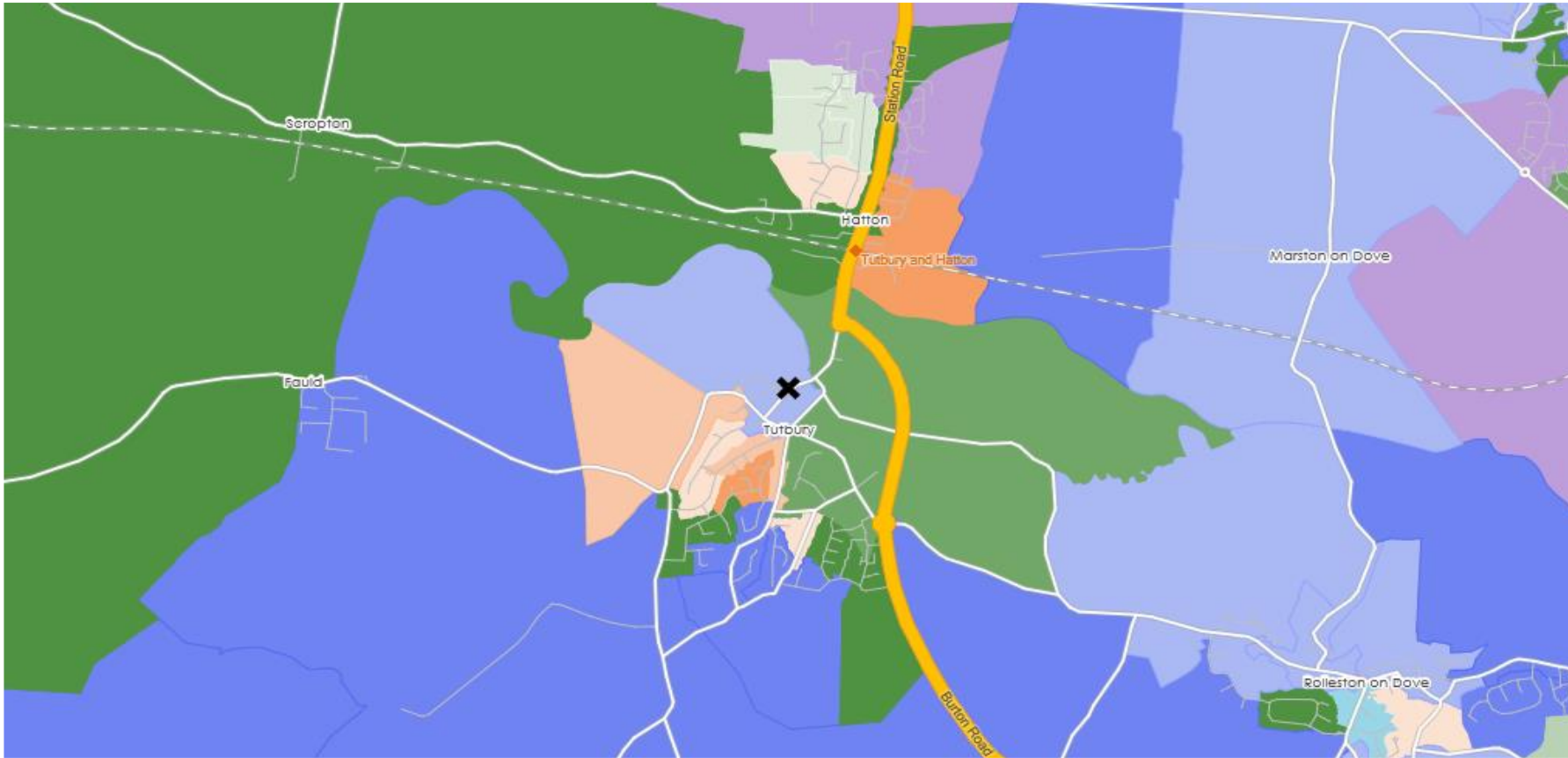
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	95	3.2	2.6	121			
1.B.5 Wealthy countryside commuters	21	0.7	2.5	29			
1.B.6 Financially comfortable families	60	2.0	2.2	91			
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	1	0.0	1.6	2			
1.C Mature Money							
1.C.10 Better-off villagers	76	2.6	3.1	83			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	164	5.5	2.5	224			
1.C.13 Upmarket downsizers	81	2.7	1.3	211			
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	218	7.3	2.0	371			
2.E.19 First time buyers in small, modern homes	33	1.1	3.4	33			
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	53	1.8	1.5	117			
3.F.22 Older couples and families in rural areas	56	1.9	1.0	187			
3.F.23 Owner occupiers in small towns and villages	512	17.2	3.2	536			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	129	4.3	2.7	161			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	359	12.1	2.4	498			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	36	1.2	3.5	35			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	112	3.8	2.4	159			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	140	4.7	2.4	196			
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	14	0.5	1.4	33			
4.L.38 Semi-skilled workers in traditional neighbourhoods	163	5.5	2.6	208			
4.L.39 Fading owner occupied terraces	50	1.7	2.9	58			
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	142	4.8	1.6	299			
4.M.42 Struggling young families in post-war terraces	52	1.7	1.6	107			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	81	2.7	0.8	346			
4.N.46 Elderly people in social rented flats	37	1.2	1.0	121			
4.N.47 Low income older people in smaller semis	143	4.8	2.2	215			
4.N.48 Pensioners and singles in social rented flats	126	4.2	1.7	248			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
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	0	0.0	1.6	0			
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	16	0.5	1.6	34			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	6	0.2	1.8	11			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	2,976						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04518_Leopard, Tutbury, DE13 9NA (1 Mile contour)



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

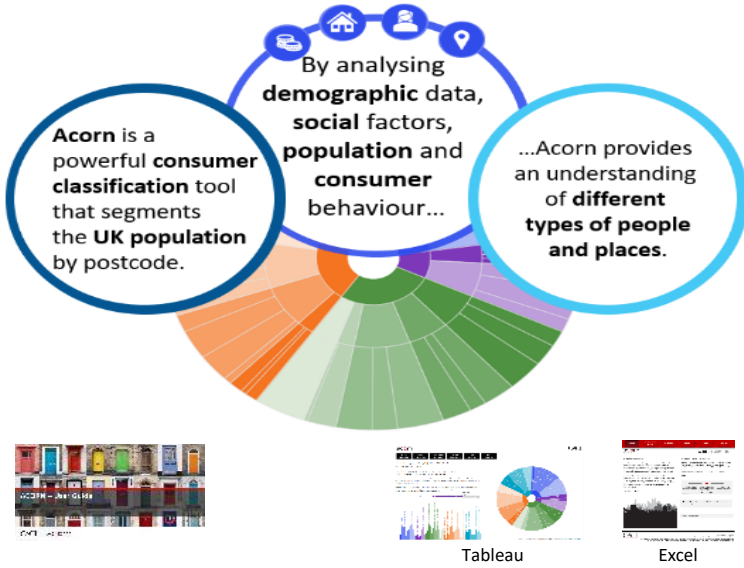
Acorn Groups

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
4. Financially Stretched	<input type="radio"/>	K. Student Life	34-36
	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
5. Urban Adversity	<input type="radio"/>	O. Young Hardship	49-51
	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	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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