CGA LICENCED PREMISES

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Area:	P03883_White Hart, Shefford, SG17 5DH (1 l
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0 100 200
Pubs & Full On	5	65.2	81.7	80	
Proprietary Club	0	0.0	7.3	0	
Registered Club	2	26.1	28.2	93	
Restaurant	3	39.1	32.1	**122**	
Residential	0	0.0	2.7	0	

Name	Description	License Type	Owner Name	Postcode
White Hart	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG17 5DH
Cornerstone	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG17 5DD
Woolpack	Independent Free	Pubs & Full On	Independent Free	SG17 5JA
Shefford Town Memorial Association	Independent Free	Registered Club	Independent Free	SG17 5JA
Dalchini Spice	Independent Free	Restaurant	Independent Free	SG17 5DB
Bridge	Wells & Co	Pubs & Full On	Wells & Co	SG17 5DG
Shefford Tandoori Restaurant	Independent Free	Restaurant	Independent Free	SG17 5DG
Shefford Sports Club	Independent Free	Registered Club	Independent Free	SG17 5JD
Brewery Tap	B & T Brewery	Pubs & Full On	B & T Brewery	SG17 5DH
Loft	Independent Free	Restaurant	Independent Free	SG17 5DQ

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MAP OF AREA

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Source: OS Open Data 2018

Area: P03883_White Hart, Shefford, SG17 5DH (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

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ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03883_White Hart, Shefford, SG17 5DH (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0 100 200
1	Affluent Achievers	963	29.8	22.1	**135**
2	Rising Prosperity	321	9.9	10.2	98
3	Comfortable Communities	978	30.3	26.5	**114**
4	Financially Stretched	606	18.8	23.7	79
5	Urban Adversity	353	10.9	17.2	64
6	Not Private Households	7	0.2	0.3	63
	Graph				
	Total households	**3,228**			

Acorn Category Pen Portrait

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ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03883_White Hart, Shefford, SG17 5DH (1 Mile contour)
Base: Great Britain
Year: 2023

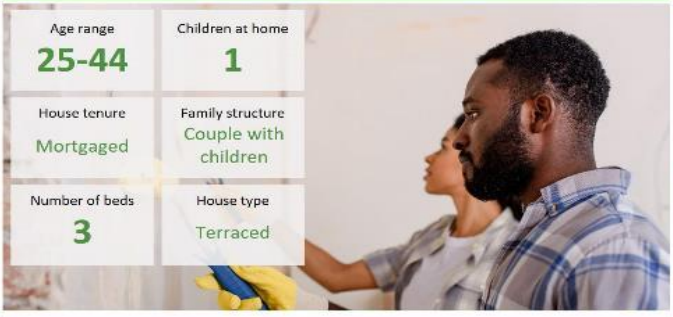
Acorn Group Description		Area Profile	% for Area	% for Base	Index 0 100 200
1. Affluent Achievers					
1.A	Lavish Lifestyles	7	0.2	1.1	20
1.B	Executive Wealth	704	21.8	11.3	**192**
1.C	Mature Money	252	7.8	9.6	81
2. Rising Prosperity					
2.D	City Sophisticates	0	0.0	3.8	0
2.E	Career Climbers	321	9.9	6.4	**156**
3. Comfortable Communities					
3.F	Countryside Communities	113	3.5	5.7	61
3.G	Successful Suburbs	777	24.1	6.0	**404**
3.H	Steady Neighbourhoods	77	2.4	7.4	32
3.I	Comfortable Seniors	0	0.0	2.9	0
3.J	Starting Out	11	0.3	4.6	7
4. Financially Stretched					
4.K	Student Life	0	0.0	2.5	0
4.L	Modest Means	73	2.3	8.0	28
4.M	Striving Families	279	8.6	7.4	**116**
4.N	Poorer Pensioners	254	7.9	5.8	**137**
5. Urban Adversity					
5.O	Young Hardship	82	2.5	6.3	41
5.P	Struggling Estates	50	1.5	5.7	27
5.Q	Difficult Circumstances	221	6.8	5.2	**131**
6. Not Private Households					
6.R	Not Private Households	7	0.2	0.3	63
	Total households	**3,228**			

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



FINANCIAL PROFILE

Household income		% Disposable income		Financial situation
UK	London	UK	London	Running into debt ... Saving a lot
£43k	£47k	39%	32%	
Average: £40k	Average: £48k	Average: 43%	Average: 29%	

BRANDS

SHOPPING: OFFICE, Skechers, Range, MANGO
LEISURE: FRIDAYS, SUBWAY, PREZZO
WEBSITES: Zoopla, ticketmaster, compare the market

DIGITAL

ATTITUDES

I worry about online security	Shopping online makes my life easier	I love the ease of using chat bots to get answers
60%	63%	28%
UK average: 59%	UK average: 62%	UK average:28%

TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online

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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03883_White Hart, Shefford, SG17 5DH (1 Mile contour)
Base: Great Britain
Year: 2023

Sort by: Acorn Structure / Index / Profile %

Acorn Type Description			Area Profile	% for Area	% for Base	Index
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	7	0.2	0.9	25
1.B Executive Wealth						
	1.B.4	Asset rich families	294	9.1	2.6	**345**
	1.B.5	Wealthy countryside commuters	0	0.0	2.5	0
	1.B.6	Financially comfortable families	205	6.4	2.2	**286**
	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	205	6.4	1.6	**395**
1.C Mature Money						
	1.C.10	Better-off villagers	238	7.4	3.1	**240**
	1.C.11	Settled suburbia, older people	0	0.0	2.8	0
	1.C.12	Retired and empty nesters	0	0.0	2.5	0
	1.C.13	Upmarket downsizers	14	0.4	1.3	34
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	283	8.8	2.0	**444**
	2.E.19	First time buyers in small, modern homes	38	1.2	3.4	35
	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	6	0.2	1.0	18
	3.F.23	Owner occupiers in small towns and villages	107	3.3	3.2	**103**
3.G Successful Suburbs						
	3.G.24	Comfortably-off families in modern housing	135	4.2	2.7	**155**
	3.G.25	Larger family homes, multi-ethnic areas	0	0.0	0.8	0
	3.G.26	Semi-professional families, owner occupied neighbourhoods	642	19.9	2.4	**820**
3.H Steady Neighbourhoods						
	3.H.27	Suburban semis, conventional attitudes	0	0.0	3.5	0
	3.H.28	Owner occupied terraces, average income	0	0.0	1.6	0
	3.H.29	Established suburbs, older families	77	2.4	2.3	**102**
3.I Comfortable Seniors						
	3.I.30	Older people, neat and tidy neighbourhoods	0	0.0	2.4	0
	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	11	0.3	2.4	14
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	31	1.0	1.4	67
	4.L.38	Semi-skilled workers in traditional neighbourhoods	40	1.2	2.6	47
	4.L.39	Fading owner occupied terraces	2	0.1	2.9	2
	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	245	7.6	1.6	**476**
	4.M.42	Struggling young families in post-war terraces	34	1.1	1.6	64
	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	42	1.3	0.8	**165**
	4.N.46	Elderly people in social rented flats	0	0.0	1.0	0
	4.N.47	Low income older people in smaller semis	54	1.7	2.2	75
	4.N.48	Pensioners and singles in social rented flats	158	4.9	1.7	**287**
5. Urban Adversity						
5.O Young Hardship						
	5.O.49	Young families in low cost private flats	82	2.5	2.2	**116**
	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	50	1.5	1.6	97
5.Q Difficult Circumstances						
	5.Q.57	Social rented flats, families and single parents	173	5.4	1.5	**355**
	5.Q.58	Singles and young families, some receiving benefits	27	0.8	1.8	47
	5.Q.59	Deprived areas and high-rise flats	21	0.7	2.0	33
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	7	0.2	0.3	76
	6.R.62	Business areas without resident population	0	0	0	0
		Total households	**3,228**			

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DOMINANT ACORN GROUP - HOUSEHOLDS

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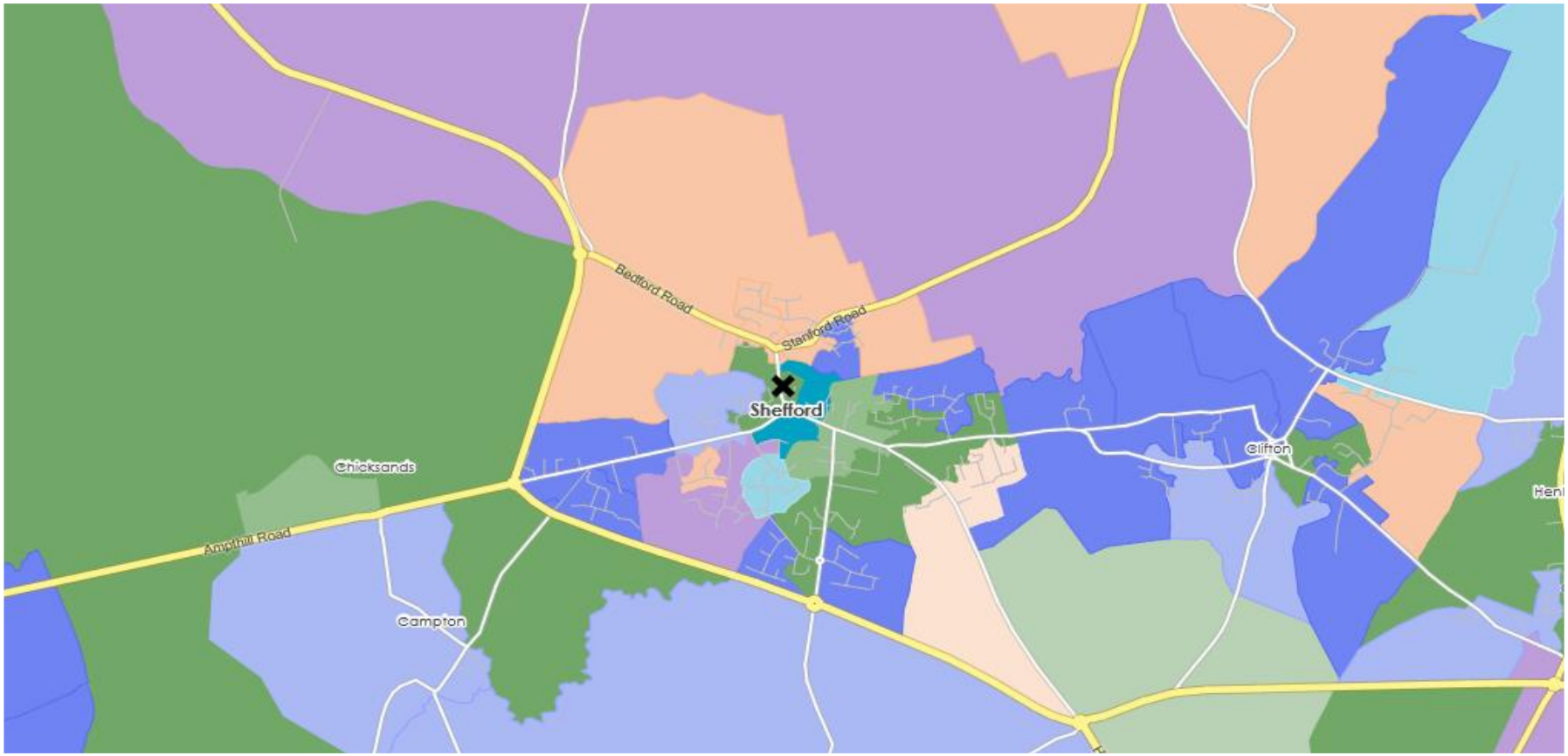
Area: P03883_White Hart, Shefford, SG17 5DH (1 Mile contour)

Source: OS Open Data 2018



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

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ACORN - WHAT IS IT?

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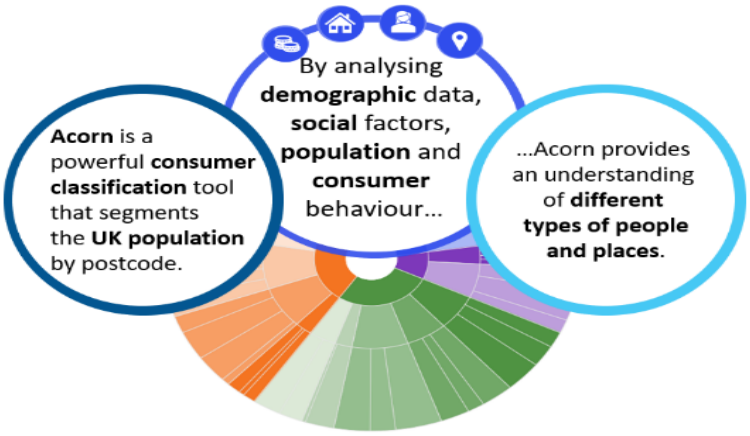
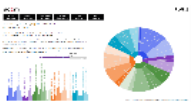
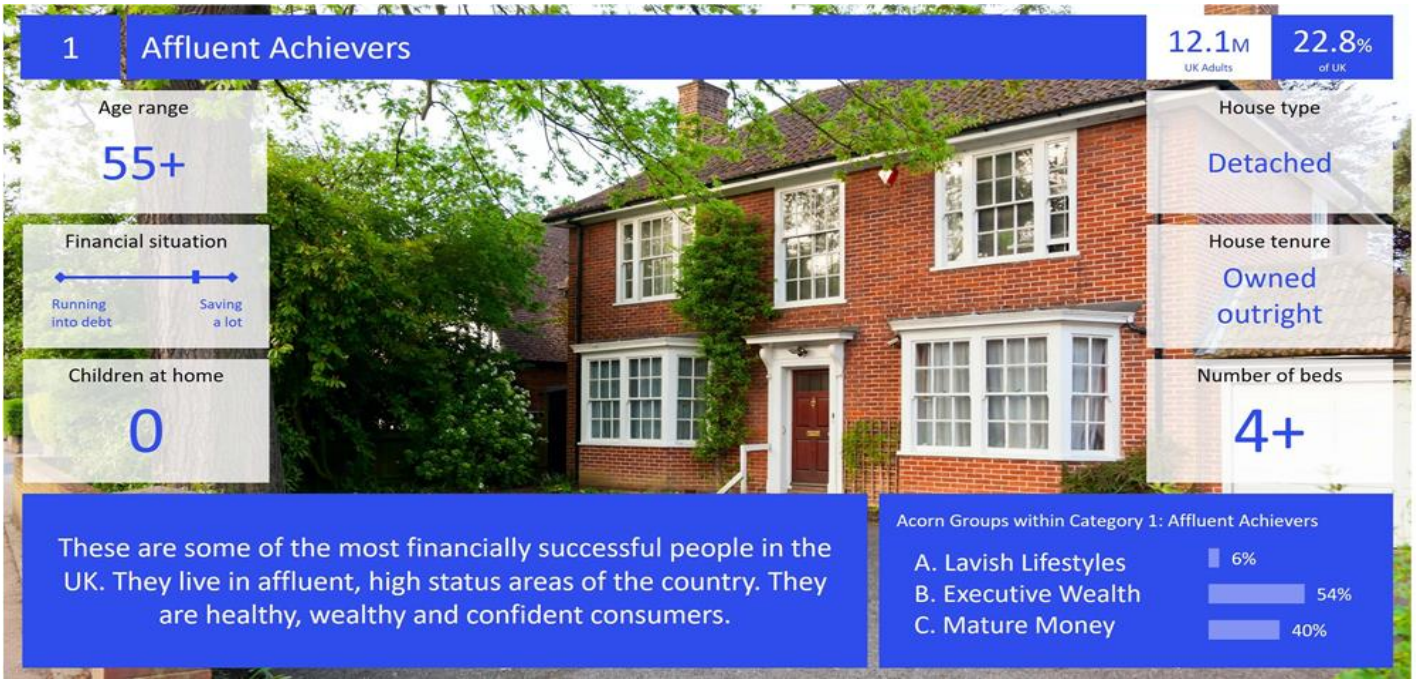


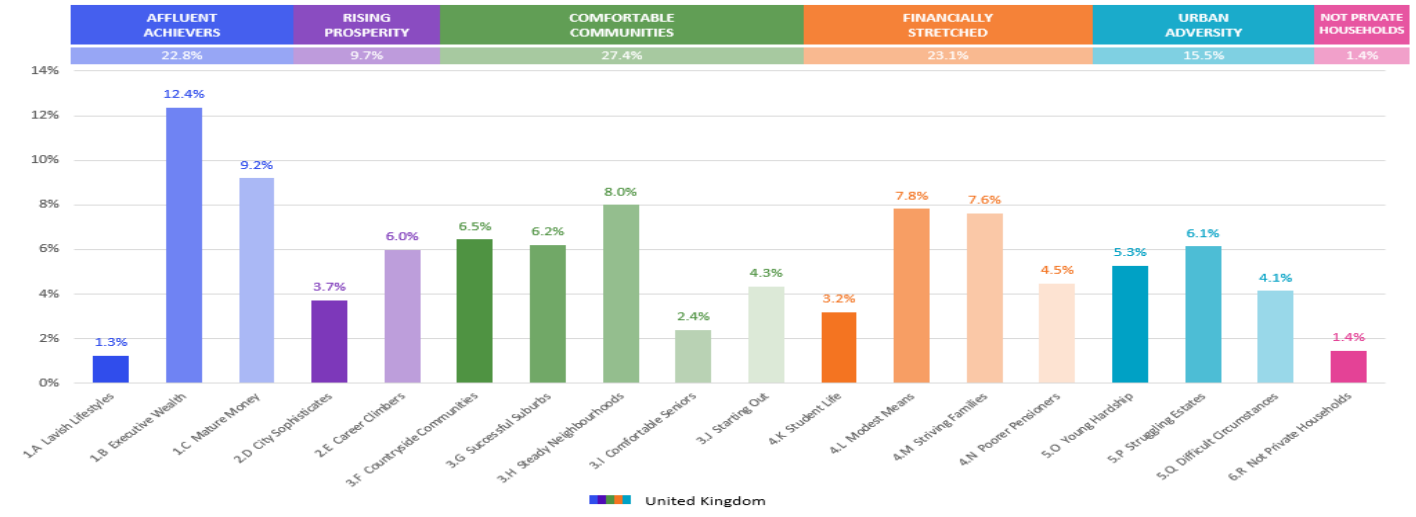


Tableau

Excel

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





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MAP OF AREA

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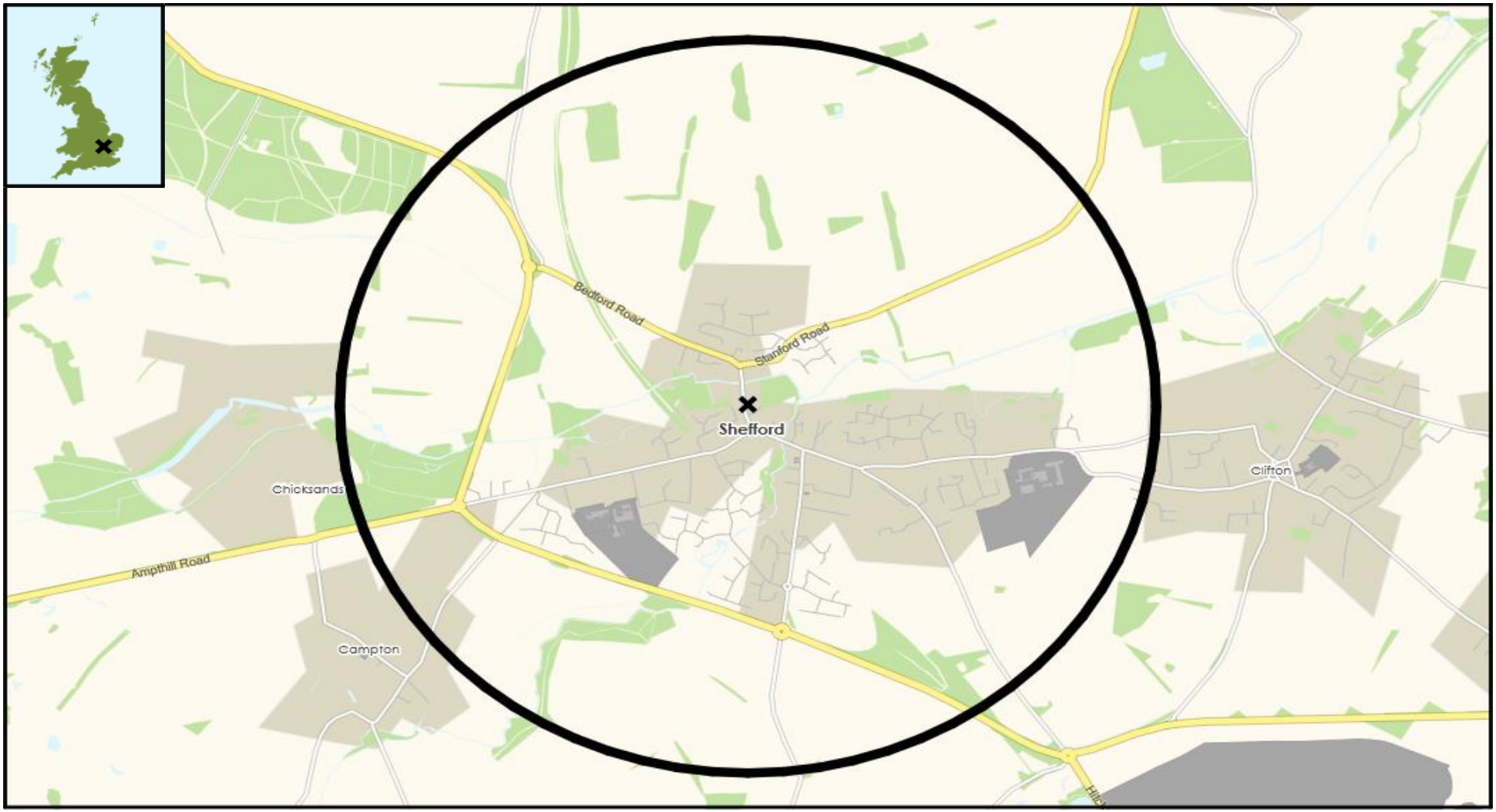

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