

# CGA LICENCED PREMISES

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Area: P02276\_Black Horse, Atherstone, CV9 1AE (1)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	145.7	81.7	178			
Proprietary Club	0	0.0	7.3	0			
Registered Club	7	56.6	28.2	201			
Restaurant	1	8.1	32.1	25			
Residential	2	16.2	2.7	605			

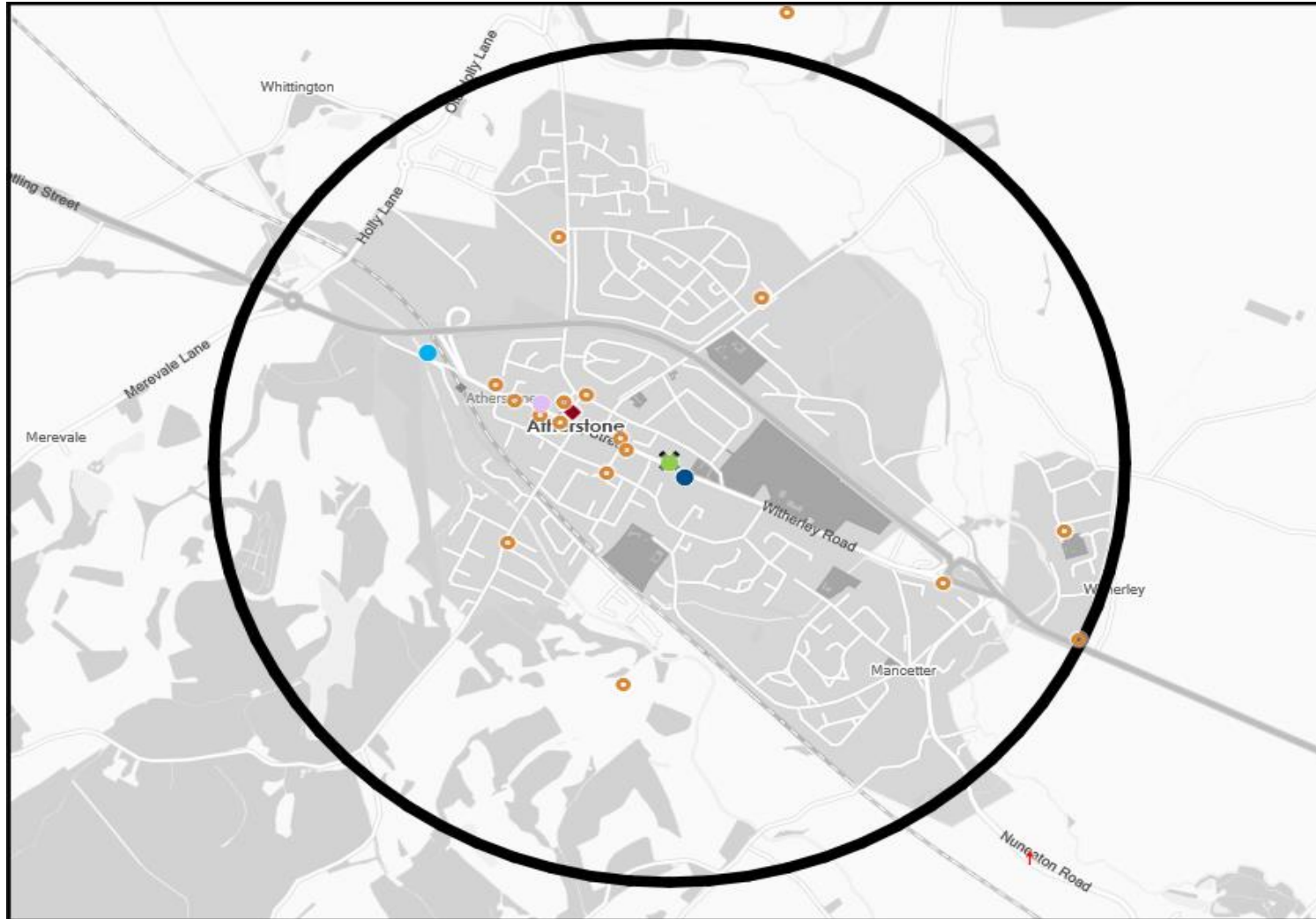
Name	Description	License Type	Owner Name	Postcode
Wheat Sheaf	Independent Free	Pubs & Full On	Independent Free	CV 9 1AY
Bar 93	Independent Free	Pubs & Full On	Independent Free	CV 9 1BB
Red Lion	Independent Free	Pubs & Full On	Independent Free	CV 9 1BB
Kings Head	Punch Pub Company	Pubs & Full On	Punch Pub Company	CV 9 2PA
Hat & Beaver Inn	Independent Free	Pubs & Full On	Independent Free	CV 9 1AF
Old Swan	Marston's	Pubs & Full On	Marston's	CV 9 1AH
Black Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV 9 1AE
Atherstone Unionist Club	Independent Free	Registered Club	Independent Free	CV 9 1AD
White Horse	Valiant Pub Company Ltd	Pubs & Full On	Valiant Pub Company Ltd	CV 9 1AB
Clock	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 9 1AU
Raj Mahal	Independent Free	Restaurant	Independent Free	CV 9 1AZ
Market Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CV 9 1ET
Legion	Independent Free	Pubs & Full On	Independent Free	CV 9 1ET
Chapel House	Independent Free	Residential	Independent Free	CV 9 1EY
New Swan Inn	Unknown	Pubs & Full On	Unknown	CV 9 1HA
Atherstone Cricket & Rugby Club	Independent Free	Registered Club	Independent Free	CV 9 1LX
Blue Boar Inn	Independent Free	Pubs & Full On	Independent Free	CV 9 1NE
Angel	Independent Free	Pubs & Full On	Independent Free	CV 9 1HA
Atherstone Golf Club	Independent Free	Registered Club	Independent Free	CV 9 2RL
Blue Lion	Independent Free	Pubs & Full On	Independent Free	CV 9 3NA
Witherley United Football Club	Independent Free	Registered Club	Independent Free	CV 9 3NA
Atherstone Town Football Club	Independent Free	Registered Club	Independent Free	CV 9 3AD
Atherstone Memorial Hall	Independent Free	Registered Club	Independent Free	CV 9 1AX
Wine Bar	Independent Free	Pubs & Full On	Independent Free	CV 9 1HA
Maid Of The Mill	Independent Free	Pubs & Full On	Independent Free	CV 9 2AJ
Grove Sports & Social Club	Independent Free	Registered Club	Independent Free	CV 9 1ES
Old House Bed And Breakfast	Independent Free	Residential	Independent Free	CV 9 1RD
Maya Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	CV 9 3AD

# MAP OF AREA

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Source: OS Open Data 2018

Area: P02276\_Black Horse, Atherstone, CV9 1AE (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:** P02276\_Black Horse, Atherstone, CV9 1AE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	925	16.8	22.1	76		
2 Rising Prosperity	13	0.2	10.2	2		
3 Comfortable Communities	1,403	25.4	26.5	96		
4 Financially Stretched	2,146	38.9	23.7	164		
5 Urban Adversity	1,002	18.2	17.2	106		
6 Not Private Households	29	0.5	0.3	153		
<b>Total households</b>	<b>5,518</b>					

### Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

**Age range**  
25-34

**Financial situation**

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**Number of beds**  
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%



## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P02276\_Black Horse, Atherstone, CV9 1AE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	448	8.1	11.3	72			
1.C Mature Money	477	8.6	9.6	90			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	13	0.2	6.4	4			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	423	7.7	5.7	134			
3.G Successful Suburbs	292	5.3	6.0	89			
3.H Steady Neighbourhoods	189	3.4	7.4	46			
3.I Comfortable Seniors	247	4.5	2.9	157			
3.J Starting Out	252	4.6	4.6	100			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,383	25.1	8.0	314			
4.M Striving Families	456	8.3	7.4	111			
4.N Poorer Pensioners	307	5.6	5.8	97			
<b>5. Urban Adversity</b>							
5.O Young Hardship	523	9.5	6.3	152			
5.P Struggling Estates	303	5.5	5.7	96			
5.Q Difficult Circumstances	176	3.2	5.2	61			
<b>6. Not Private Households</b>							
6.R Not Private Households	29	0.5	0.3	153			
<b>Total households</b>	<b>5,518</b>						

### Acorn Group Pen Portrait

6 Not Private Households

790k  
UK Adults

1.5%  
of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

**60 Active communal population –**  
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

**61 Inactive communal population –**  
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

**62 Business areas without resident population –**  
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

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

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Area: P02276\_Black Horse, Atherstone, CV9 1AE (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

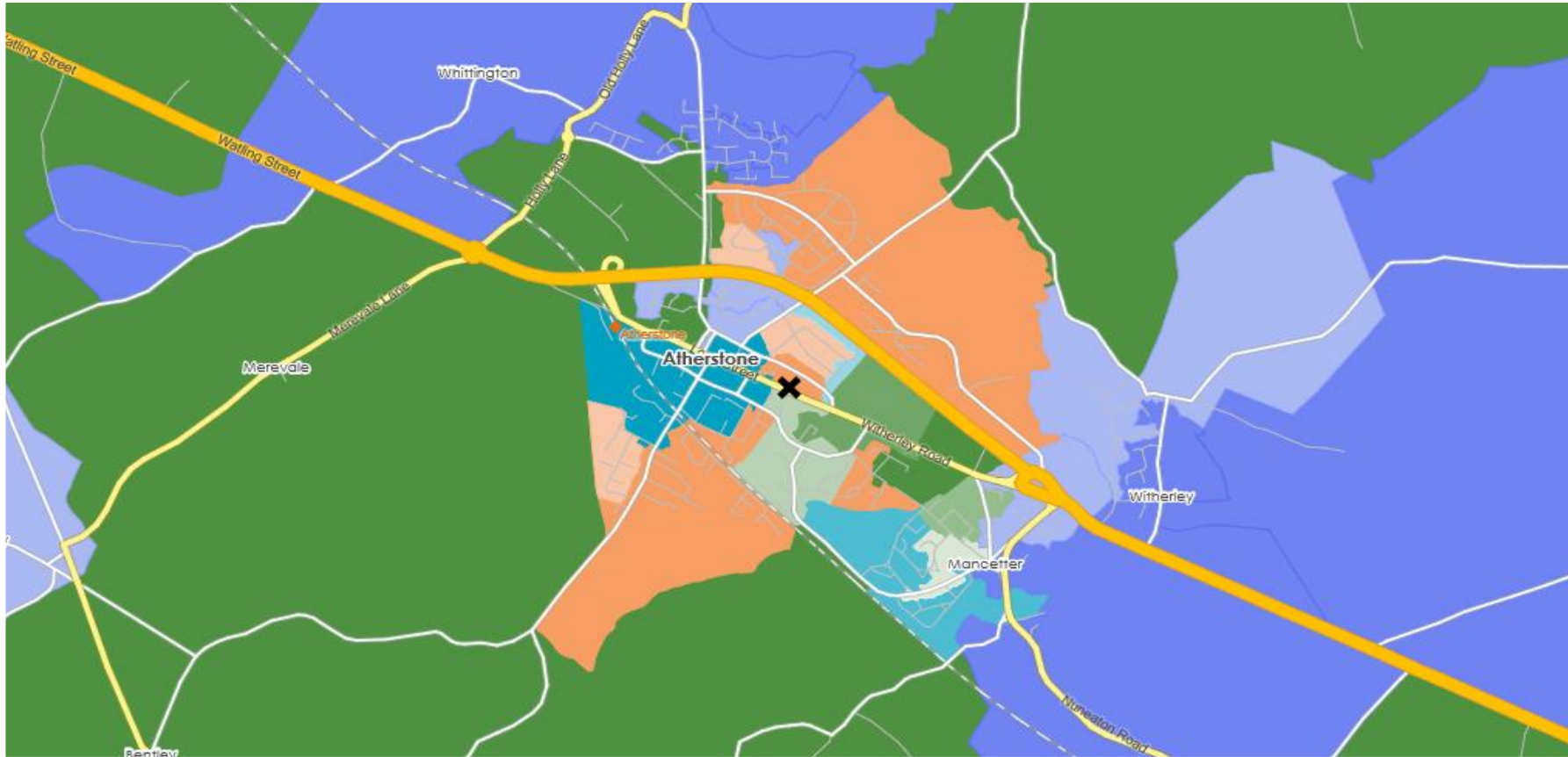
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	192	3.5	2.6	132			
1.B.5 Wealthy countryside commuters	24	0.4	2.5	18			
1.B.6 Financially comfortable families	173	3.1	2.2	141			
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	59	1.1	1.6	66			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	83	1.5	3.1	49			
1.C.11 Settled suburbia, older people	36	0.7	2.8	23			
1.C.12 Retired and empty nesters	246	4.5	2.5	181			
1.C.13 Upmarket downsizers	112	2.0	1.3	157			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	13	0.2	2.0	12			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	36	0.7	1.0	65			
3.F.23 Owner occupiers in small towns and villages	387	7.0	3.2	218			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	278	5.0	2.7	187			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	14	0.3	2.4	10			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	159	2.9	3.5	83			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	30	0.5	2.3	23			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	179	3.2	2.4	137			
3.I.31 Elderly singles in purpose-built accommodation	68	1.2	0.5	254			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	252	4.6	2.4	190			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	115	2.1	1.4	144			
4.L.38 Semi-skilled workers in traditional neighbourhoods	791	14.3	2.6	545			
4.L.39 Fading owner occupied terraces	477	8.6	2.9	296			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	39	0.7	1.6	44			
4.M.42 Struggling young families in post-war terraces	74	1.3	1.6	82			
4.M.43 Families in right-to-buy estates	252	4.6	2.0	224			
4.M.44 Post-war estates, limited means	91	1.6	2.2	76			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	40	0.7	0.8	92			
4.N.46 Elderly people in social rented flats	48	0.9	1.0	84			
4.N.47 Low income older people in smaller semis	179	3.2	2.2	145			
4.N.48 Pensioners and singles in social rented flats	40	0.7	1.7	42			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	359	6.5	2.2	298			
5.O.50 Struggling younger people in mixed tenure	147	2.7	1.8	148			
5.O.51 Young people in small, low cost terraces	17	0.3	2.3	14			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	112	2.0	1.6	130			
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	191	3.5	1.6	216			
<b>5.Q Difficult Circumstances</b>							
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	56	1.0	1.8	58			
5.Q.59 Deprived areas and high-rise flats	120	2.2	2.0	110			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	29	0.5	0.3	185			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,518</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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 Source: OS Open Data 2018

Area: P02276\_Black Horse, Atherstone, CV9 1AE (1 Mile contour)



**Dominant Acorn Category**

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

**Acorn Groups**

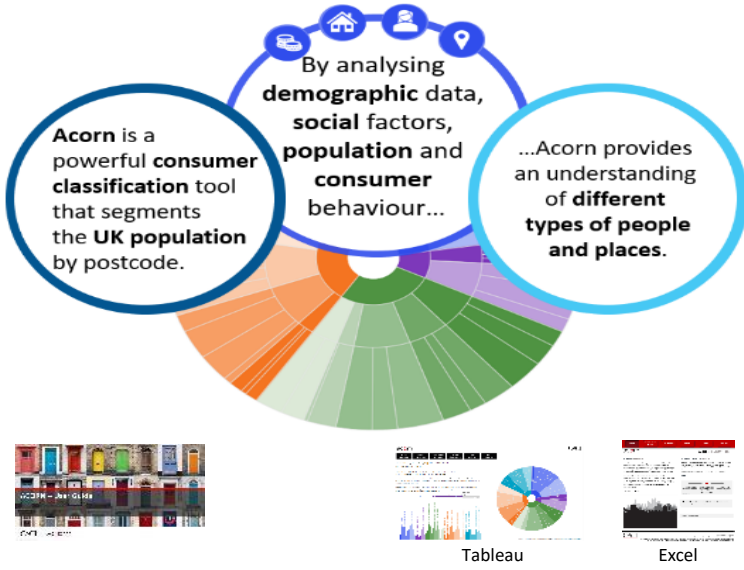
- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 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

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

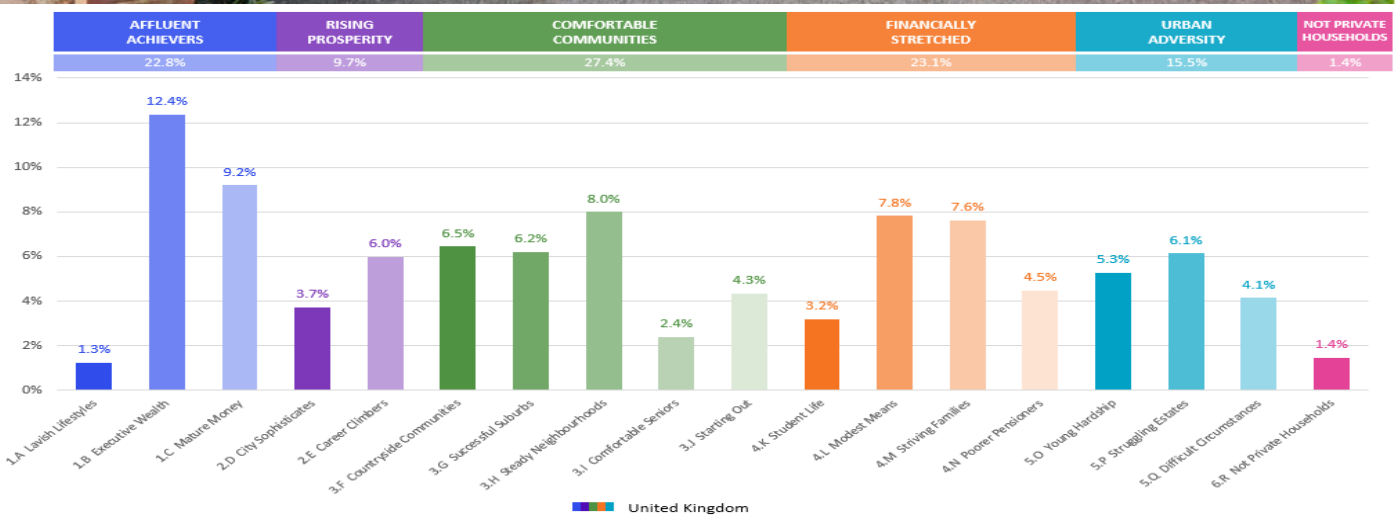
House tenure: Owned outright

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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