

# CGA LICENCED PREMISES

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Area: P00209\_Bull & Bush, Loughborough, LE12 9J  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	86.8	81.7	106			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	28.9	28.2	103			
Restaurant	1	7.2	32.1	23			
Residential	0	0.0	2.7	0			

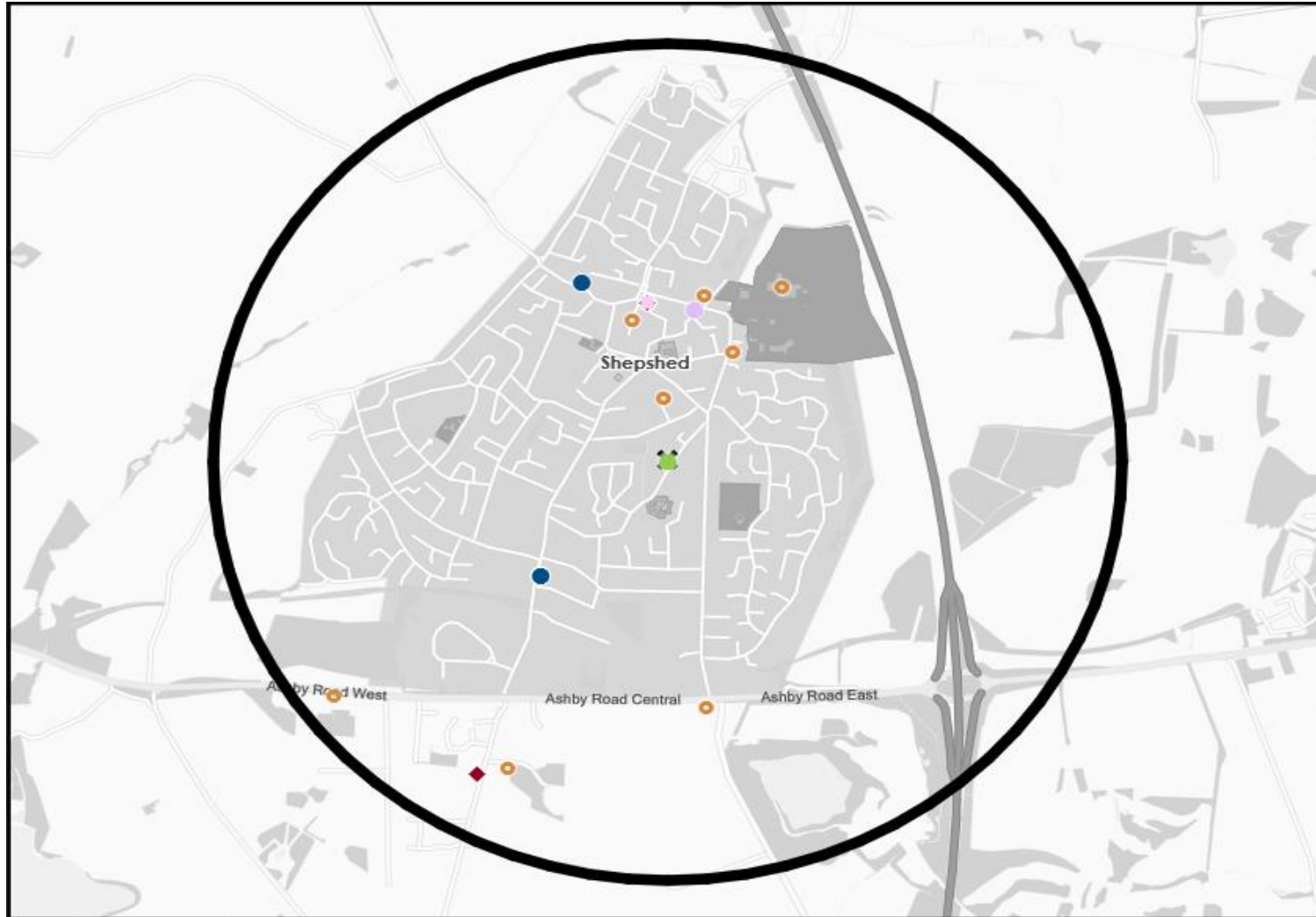
Name	Description	License Type	Owner Name	Postcode
Horse	Independent Free	Pubs & Full On	Independent Free	LE12 9EF
Shepshed Town Bowls Club	Independent Free	Registered Club	Independent Free	LE12 9NT
Pied Bull Inn	Marston's	Pubs & Full On	Marston's	LE12 9AA
Richmond Arms	Independent Free	Pubs & Full On	Independent Free	LE12 9DA
Hind Leys Community College	Independent Free	Registered Club	Independent Free	LE12 9DB
Black Swan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE12 9DL
Jolly Farmer	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE12 9EP
Shepshed Town Cricket Club	Independent Free	Registered Club	Independent Free	LE12 9EU
Bull & Bush	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE12 9JF
Top Railway	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE12 9NR
Railway Hotel	Marston's	Pubs & Full On	Marston's	LE12 9NR
Crown Inn	Everards	Pubs & Full On	Everards	LE12 9RT
Red Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE12 9RT
Blue Ball	Unknown	Pubs & Full On	Unknown	LE12 9RT
Junction 23 Lorry Park	Independent Free	Pubs & Full On	Independent Free	LE12 9BS
Shepshed Dynamo Football Club	Independent Free	Registered Club	Independent Free	LE12 9BN
Livios	Independent Free	Restaurant	Independent Free	LE12 9AN

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00209\_Bull & Bush, Loughborough, LE12 9JF (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:** P00209\_Bull & Bush, Loughborough, LE12 9JF (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	876	14.8	22.1	67		
2 Rising Prosperity	380	6.4	10.2	63		
3 Comfortable Communities	2,465	41.6	26.5	157		
4 Financially Stretched	1,691	28.5	23.7	120		
5 Urban Adversity	459	7.7	17.2	45		
6 Not Private Households	52	0.9	0.3	255		
Graph						
<b>Total households</b>	<b>5,923</b>					

### 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:** P00209\_Bull & Bush, Loughborough, LE12 9JF (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	586	9.9	11.3	87			
1.C Mature Money	290	4.9	9.6	51			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	380	6.4	6.4	101			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	616	10.4	5.7	181			
3.G Successful Suburbs	569	9.6	6.0	161			
3.H Steady Neighbourhoods	463	7.8	7.4	106			
3.I Comfortable Seniors	284	4.8	2.9	168			
3.J Starting Out	533	9.0	4.6	198			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	791	13.4	8.0	167			
4.M Striving Families	502	8.5	7.4	114			
4.N Poorer Pensioners	398	6.7	5.8	117			
<b>5. Urban Adversity</b>							
5.O Young Hardship	182	3.1	6.3	49			
5.P Struggling Estates	130	2.2	5.7	38			
5.Q Difficult Circumstances	147	2.5	5.2	47			
<b>6. Not Private Households</b>							
6.R Not Private Households	52	0.9	0.3	255			
<b>Total households</b>	<b>5,923</b>						

### 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 <b>18-24</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>4+</b>	House type <b>Flat or maisonette</b>

#### BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

#### DIGITAL ATTITUDES

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

Household income <b>£33k</b> (UK) / <b>£36k</b> (London) <small>Average: £40k / Average: £46k</small>	% Disposable income <b>26%</b> (UK) / <b>16%</b> (London) <small>Average: 43% / Average: 29%</small>	Financial situation <b>Running into debt</b> / <b>Saving a lot</b>
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#### TOP BEHAVIOURS

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

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Area: P00209\_Bull & Bush, Loughborough, LE12 9JF (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

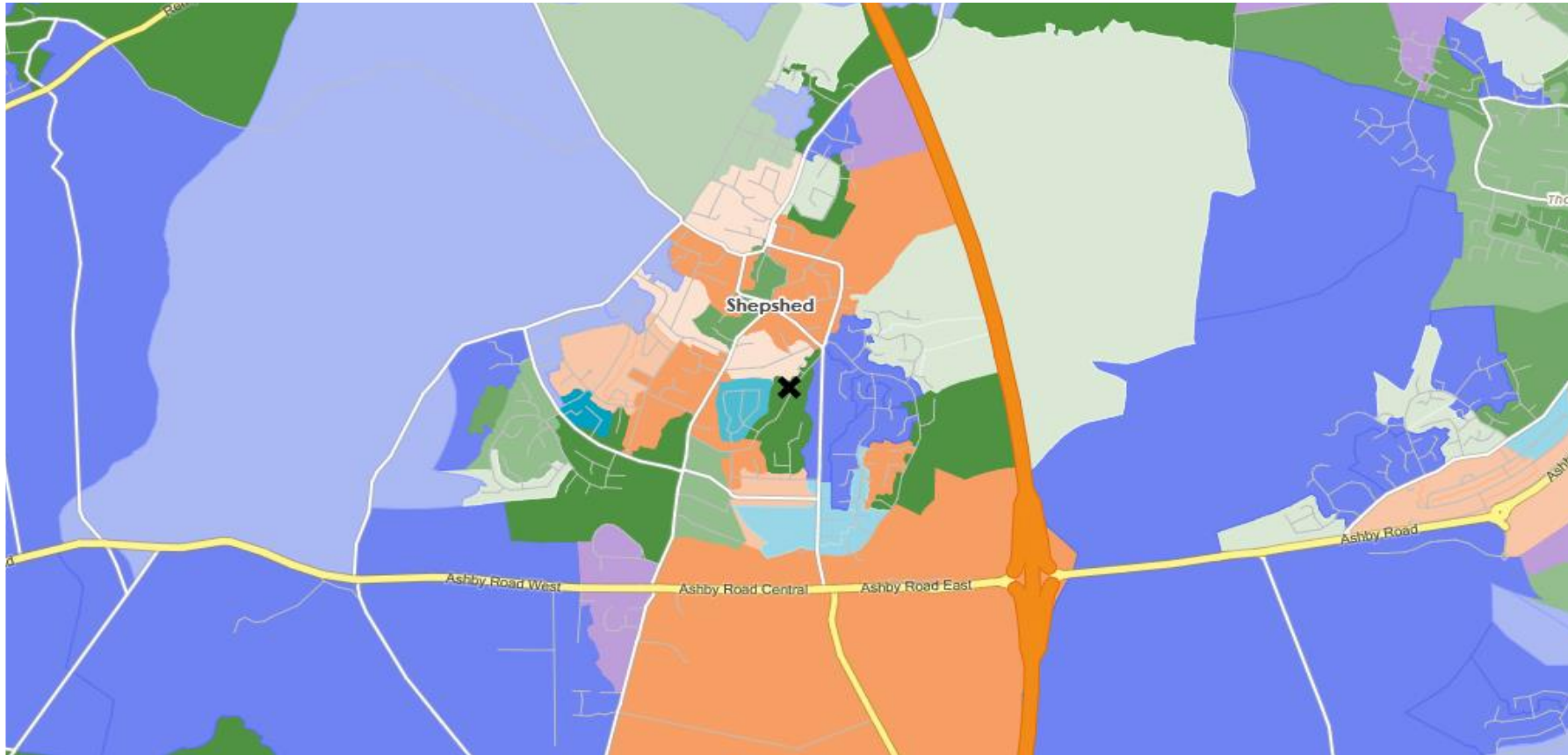
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	115	1.9	2.6	73			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	408	6.9	2.2	310			
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	63	1.1	1.6	66			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	123	2.1	3.1	68			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	129	2.2	2.5	88			
1.C.13 Upmarket downsizers	38	0.6	1.3	50			
<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	359	6.1	2.0	307			
2.E.19 First time buyers in small, modern homes	21	0.4	3.4	10			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	616	10.4	3.2	324			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	392	6.6	2.7	245			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	177	3.0	2.4	123			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	27	0.5	3.5	13			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	436	7.4	2.3	315			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	284	4.8	2.4	202			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<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	533	9.0	2.4	375			
<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	89	1.5	1.4	104			
4.L.38 Semi-skilled workers in traditional neighbourhoods	559	9.4	2.6	359			
4.L.39 Fading owner occupied terraces	143	2.4	2.9	83			
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	312	5.3	1.6	330			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	159	2.7	2.0	132			
4.M.44 Post-war estates, limited means	31	0.5	2.2	24			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	7	0.1	0.8	15			
4.N.46 Elderly people in social rented flats	67	1.1	1.0	110			
4.N.47 Low income older people in smaller semis	141	2.4	2.2	107			
4.N.48 Pensioners and singles in social rented flats	183	3.1	1.7	181			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	24	0.4	2.2	19			
5.O.50 Struggling younger people in mixed tenure	158	2.7	1.8	148			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
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	130	2.2	1.6	137			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	124	2.1	1.5	139			
5.Q.58 Singles and young families, some receiving benefits	23	0.4	1.8	22			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<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	52	0.9	0.3	308			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,923</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00209\_Bull & Bush, Loughborough, LE12 9JF (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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