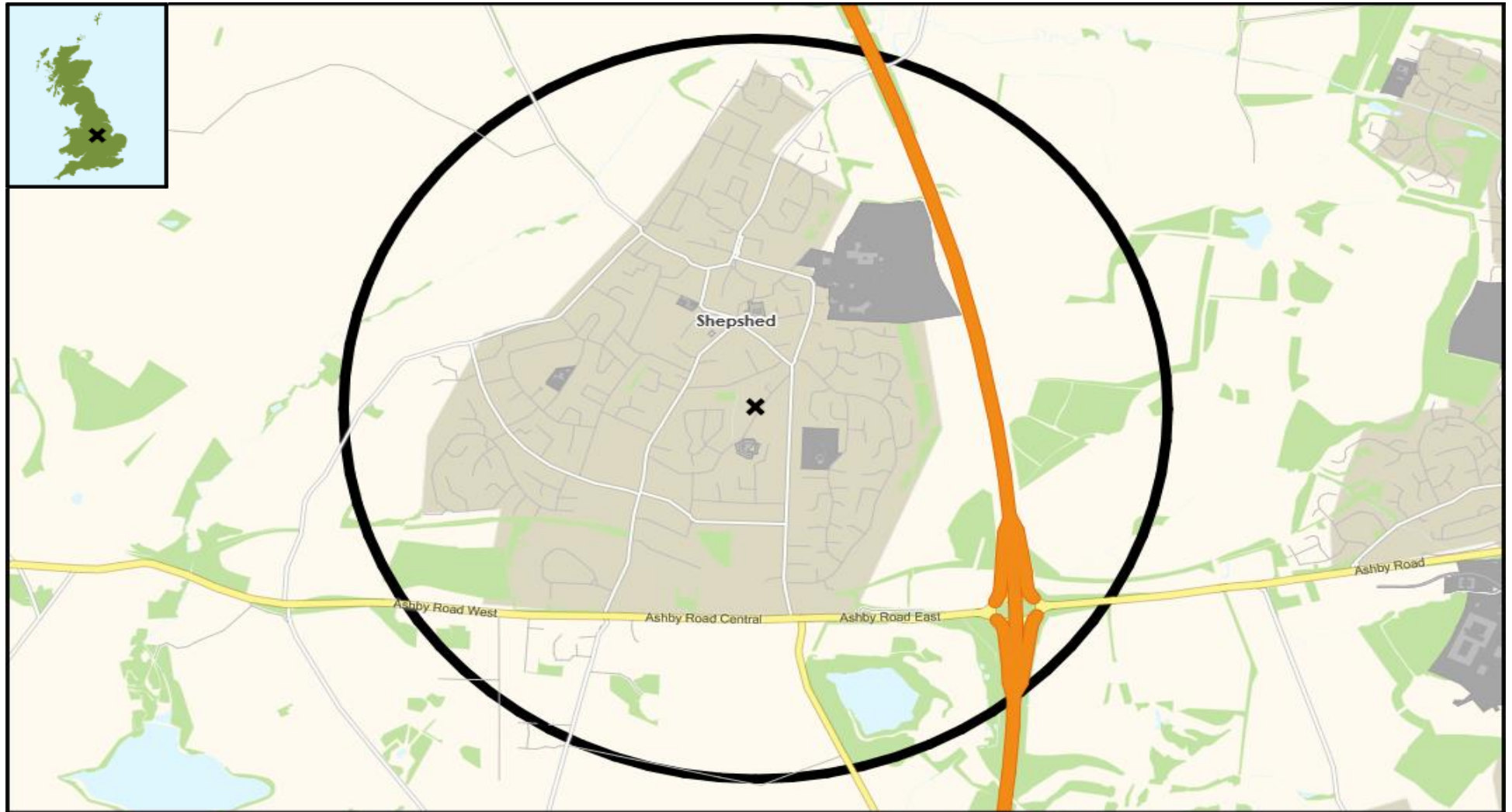


MAP OF AREA

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Source: OS Open Data 2018

Area: P00209_Bull & Bush, Loughborough, LE12 9JF (1 Mile contour)



POPULATION PROJECTIONS

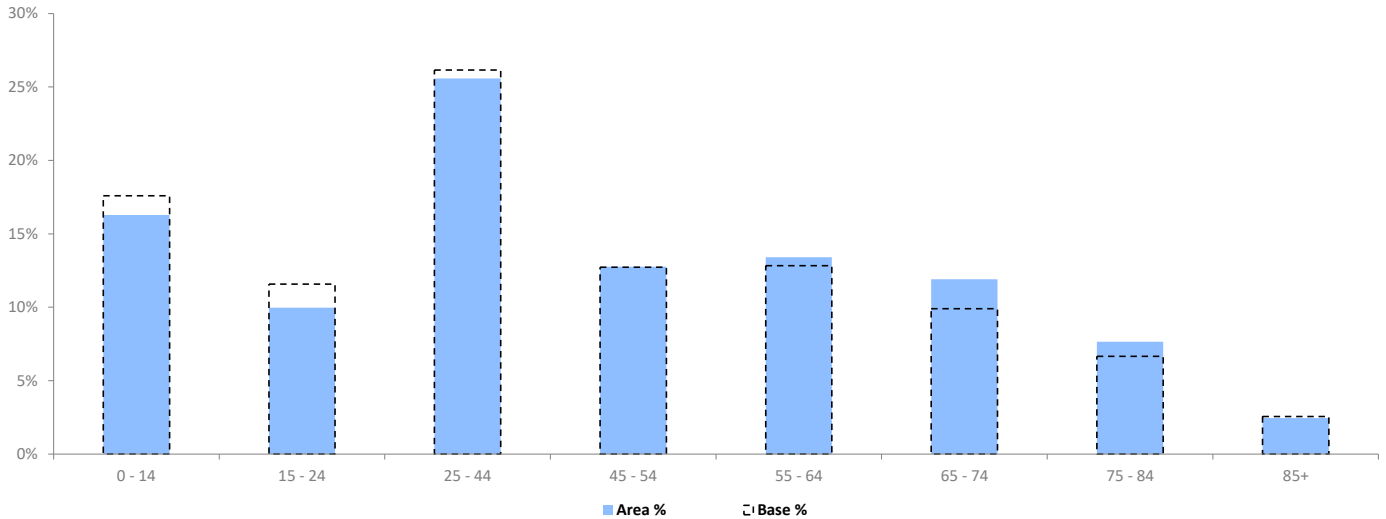
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Area: P00209_Bull & Bush, Loughborough, LE12 9JF (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,380	16.3	17.6	93			
15 - 24	1,457	10.0	11.6	86			
25 - 44	3,741	25.6	26.2	98			
45 - 54	1,865	12.8	12.7	100			
55 - 64	1,959	13.4	12.8	104			
65 - 74	1,742	11.9	9.9	120			
75 - 84	1,118	7.6	6.7	115			
85+	358	2.4	2.6	96			
Total population	14,620						



EXPENDITURE

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Area: P00209_Bull & Bush, Loughborough, LE12 9JF (1 Mile contour)
 Base: Great Britain
 Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£463,905	£74.61	£73.74	101			
2. Alcoholic beverages, tobacco and narcotics	£186,038	£29.92	£27.43	109			
3. Clothing & Footwear	£263,864	£42.44	£41.92	101			
4. Housing, water, electricity, gas and other fuels	£528,004	£84.92	£92.23	92			
5. Furnishings, equipment and routine maintenance	£256,591	£41.27	£39.49	104			
6. Health	£103,556	£16.65	£16.97	98			
7. Transport	£717,033	£115.32	£115.30	100			
8. Communication	£105,258	£16.93	£14.64	116			
9. Recreation & Culture	£669,751	£107.71	£100.48	107			
10. Education	£126,877	£20.40	£22.34	91			
11. Restaurants & Hotels	£489,391	£78.71	£82.30	96			
12. Miscellaneous goods and services	£671,594	£108.01	£104.94	103			
Total Expenditure	£4,581,862	£736.87	£731.77	101			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

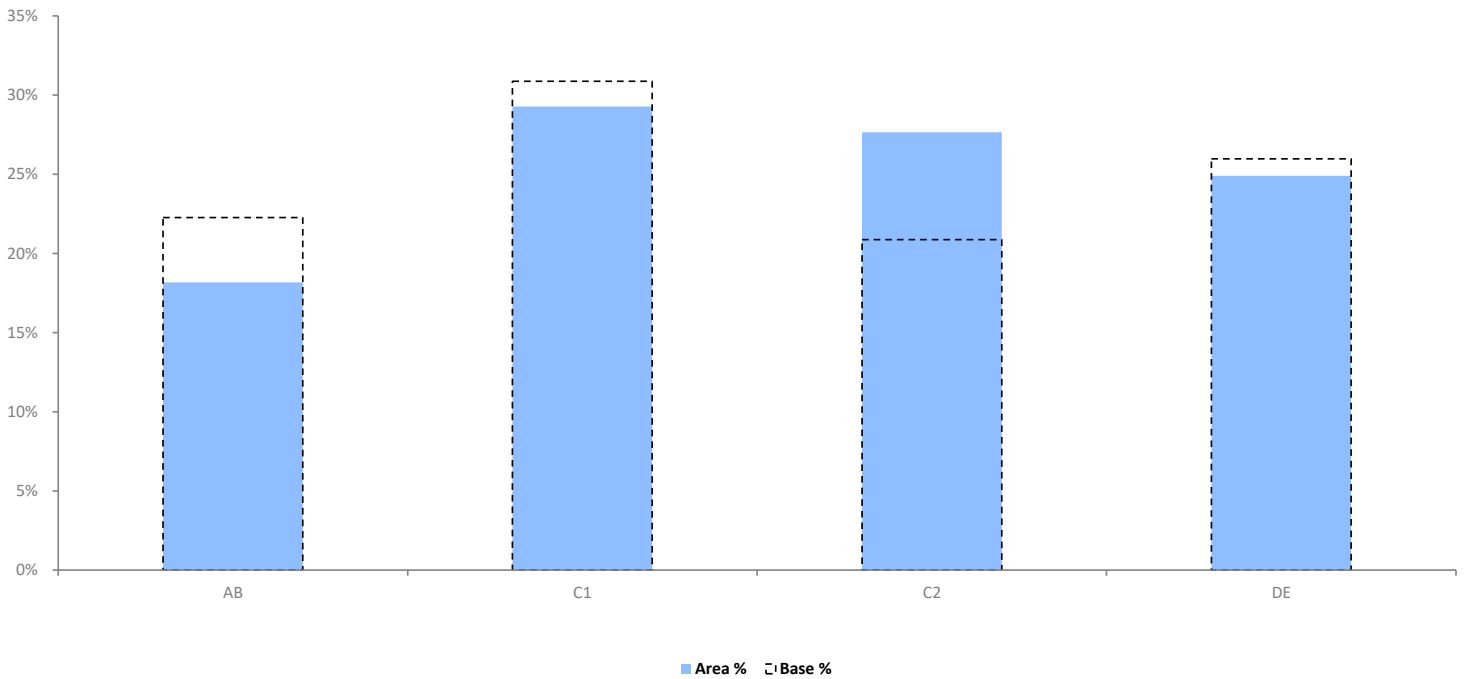
UP TO DATE DEMOGRAPHICS

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Area: P00209_Bull & Bush, Loughborough, LE12 9JF (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	1,135	18.2	22.3	82			
C1: Supervisory, clerical, jr managerial/admin/professional	1,829	29.3	30.9	95			
C2: Skilled manual workers	1,727	27.6	20.9	132			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,555	24.9	26.0	96			
Total household reference persons aged 16 to 64	6,246						



CGA LICENCED PREMISES

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Area: P00209_Bull & Bush, Loughborough, LE12 9J
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	82.1	82.8	99			
Proprietary Club	0	0.0	7.5	0			
Registered Club	4	27.4	28.7	95			
Restaurant	1	6.8	32.5	21			
Residential	0	0.0	2.8	0			

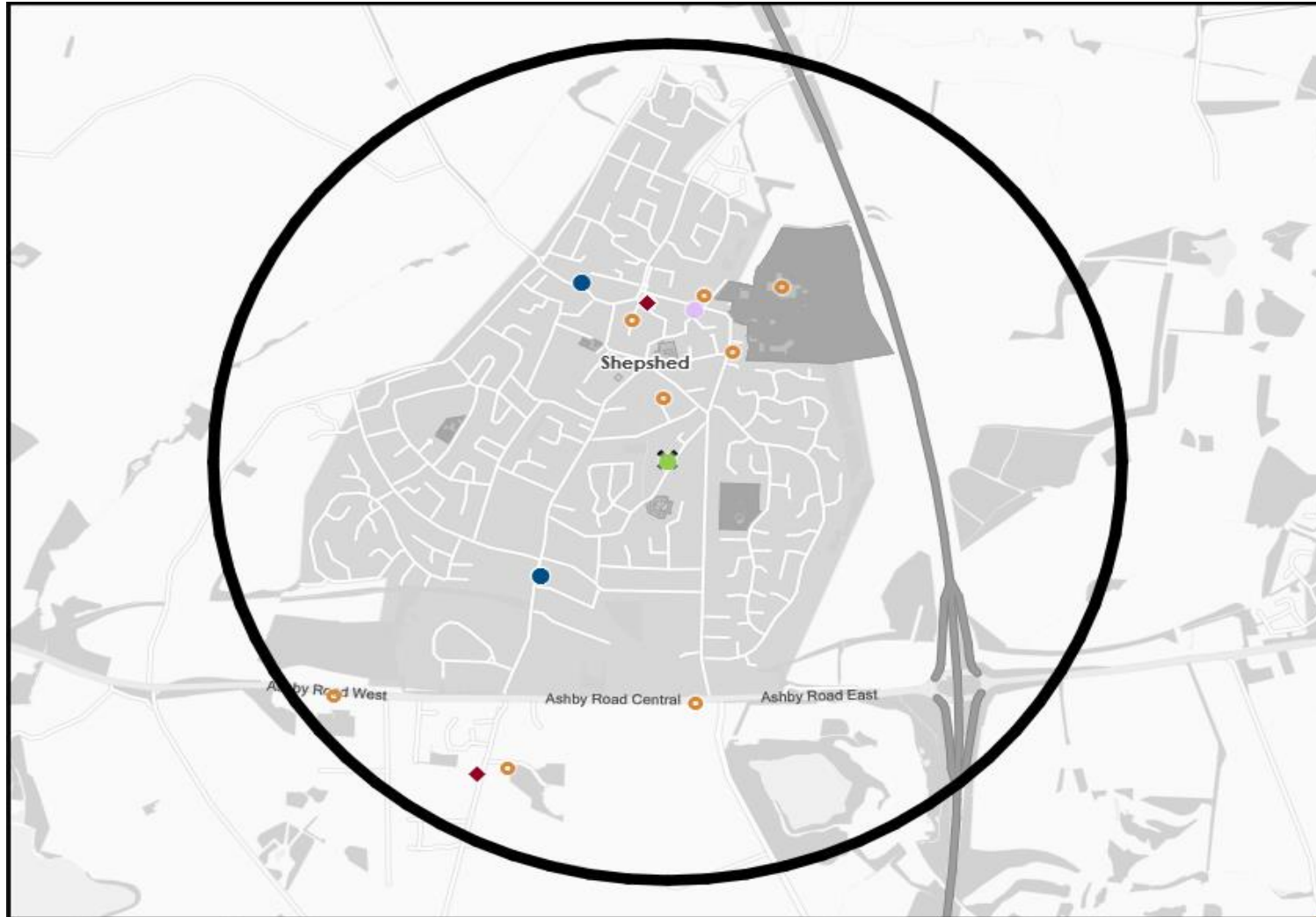
Name	Description	License Type	Owner Name	Postcode
Horse	Independent Free	Pubs & Full On	Independent Free	LE12 9EF
Shepshed Town Bowls Club	Independent Free	Registered Club	Independent Free	LE12 9NT
Pied Bull Inn	Marston's	Pubs & Full On	Marston's	LE12 9AA
Richmond Arms	Independent Free	Pubs & Full On	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: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	914	14.6	22.0	67		
2 Rising Prosperity	239	3.8	10.3	37		
3 Comfortable Communities	2,773	44.4	26.3	169		
4 Financially Stretched	1,768	28.3	23.7	119		
5 Urban Adversity	490	7.8	17.4	45		
6 Not Private Households	62	1.0	0.3	298		
Graph						
Total households	6,246					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ←→ Saving a lot

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00209_Bull & Bush, Loughborough, LE12 9JF (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	722	11.6	11.2	103			
1.C Mature Money	192	3.1	9.6	32			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	239	3.8	6.3	61			
3. Comfortable Communities							
3.F Countryside Communities	650	10.4	5.7	181			
3.G Successful Suburbs	654	10.5	5.9	178			
3.H Steady Neighbourhoods	645	10.3	7.4	140			
3.I Comfortable Seniors	289	4.6	2.9	161			
3.J Starting Out	535	8.6	4.4	193			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	813	13.0	7.9	164			
4.M Striving Families	524	8.4	7.5	112			
4.N Poorer Pensioners	431	6.9	5.8	118			
5. Urban Adversity							
5.O Young Hardship	194	3.1	6.2	50			
5.P Struggling Estates	140	2.2	5.9	38			
5.Q Difficult Circumstances	156	2.5	5.3	47			
6. Not Private Households							
6.R Not Private Households	62	1.0	0.3	298			
Total households	6,246						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS

Age range: **25-44**
 Children at home: **3+**
 House tenure: **Privately renting**
 Family structure: **Single parent**
 Number of beds: **3**
 House type: **Terraced**

FINANCIAL PROFILE

Household income: UK **£35k** (Average: £10k), London **£42k** (Average: £16k)
 % Disposable income: UK **45%** (Average: 43%), London **32%** (Average: 28%)
 Financial situation: **Running into debts** (Scale from Running into debts to Saving a lot)

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK
 LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS
 WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES: I worry about online security **58%** (UK average: 58%), Shopping online makes my life easier **61%** (UK average: 62%), I love the ease of using chat bots to get answers **32%** (UK average: 28%)

TOP BEHAVIOURS

Moderate internet usage, Uploads original content on social media, TV catch up via ITV hub



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: 2022

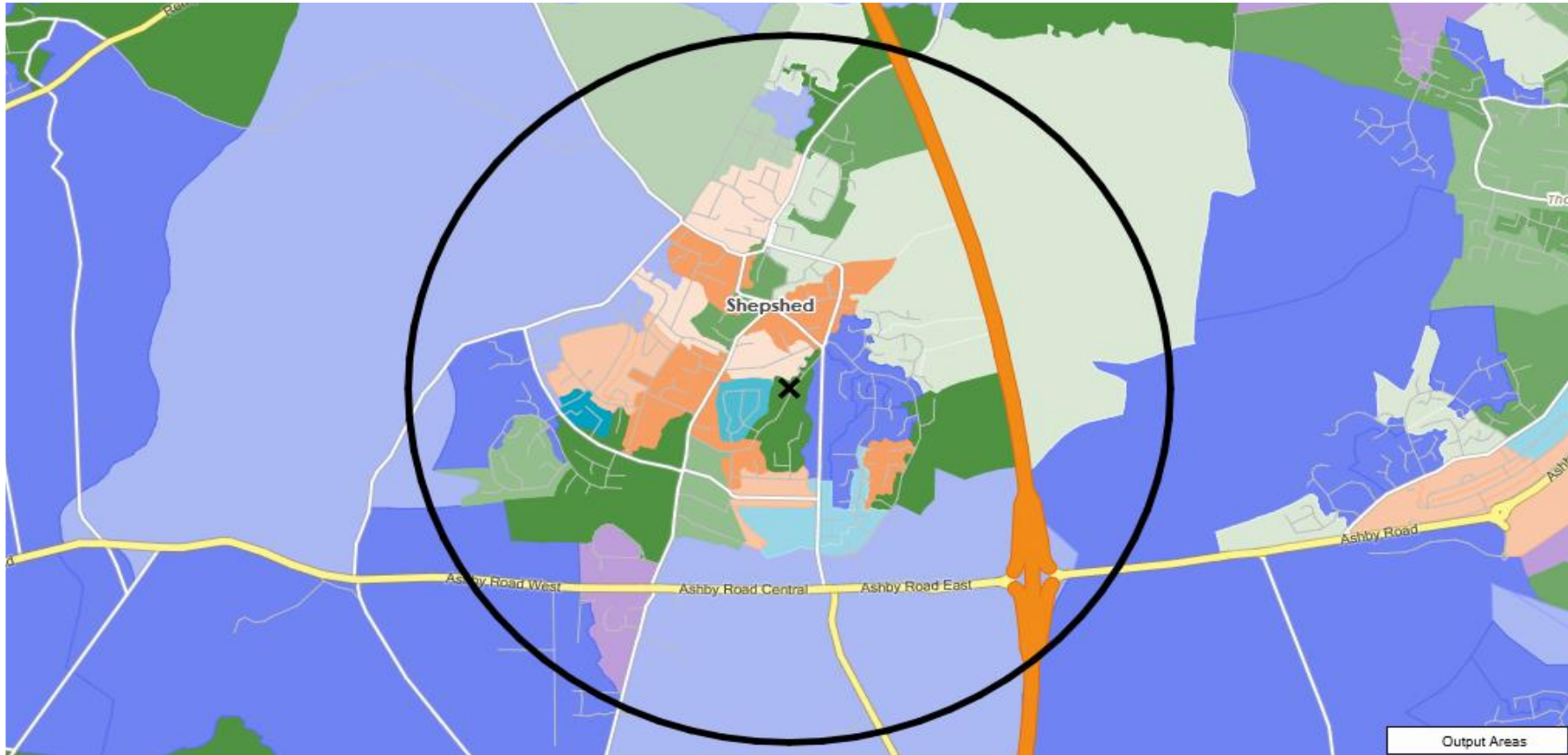
Sort by: Acorn Structure
 Index
 Profile %

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	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	223	3.6	2.6	136			
1.B.5 Wealthy countryside commuters	7	0.1	2.4	5			
1.B.6 Financially comfortable families	413	6.6	2.2	301			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	79	1.3	1.6	79			
1.C Mature Money							
1.C.10 Better-off villagers	12	0.2	3.0	6			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	141	2.3	2.5	91			
1.C.13 Upmarket downsizers	39	0.6	1.3	48			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	222	3.6	1.9	185			
2.E.19 First time buyers in small, modern homes	17	0.3	3.3	8			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	650	10.4	3.2	326			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	469	7.5	2.7	282			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	185	3.0	2.4	123			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	62	1.0	3.4	29			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	583	9.3	2.3	401			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	289	4.6	2.4	194			
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	2.1	0			
3.J.33 Smaller houses and starter homes	535	8.6	2.3	369			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	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	102	1.6	1.4	114			
4.L.38 Semi-skilled workers in traditional neighbourhoods	543	8.7	2.6	331			
4.L.39 Fading owner occupied terraces	168	2.7	2.9	93			
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	328	5.3	1.6	332			
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	164	2.6	2.1	128			
4.M.44 Post-war estates, limited means	32	0.5	2.2	23			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	7	0.1	0.8	14			
4.N.46 Elderly people in social rented flats	70	1.1	1.1	106			
4.N.47 Low income older people in smaller semis	154	2.5	2.3	109			
4.N.48 Pensioners and singles in social rented flats	200	3.2	1.7	186			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	25	0.4	2.2	18			
5.O.50 Struggling younger people in mixed tenure	169	2.7	1.8	153			
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	1.1	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	140	2.2	1.6	139			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	127	2.0	1.5	135			
5.Q.58 Singles and young families, some receiving benefits	29	0.5	1.8	26			
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	62	1.0	0.3	362			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,246						

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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

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%

