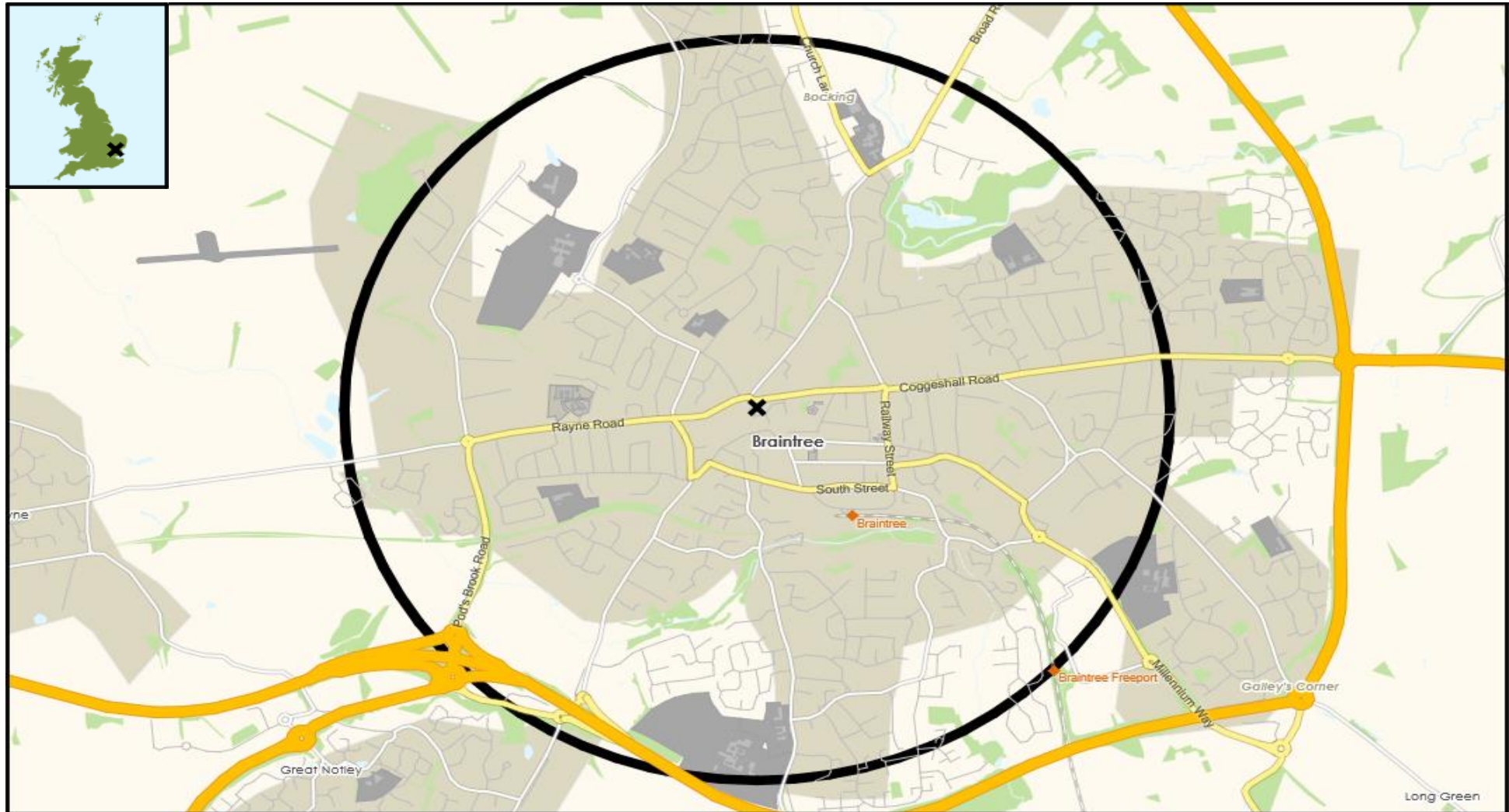


# MAP OF AREA

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Source: OS Open Data 2018

Area: P01598\_Swan, Braintree, CM7 1UL (1 Mile contour)

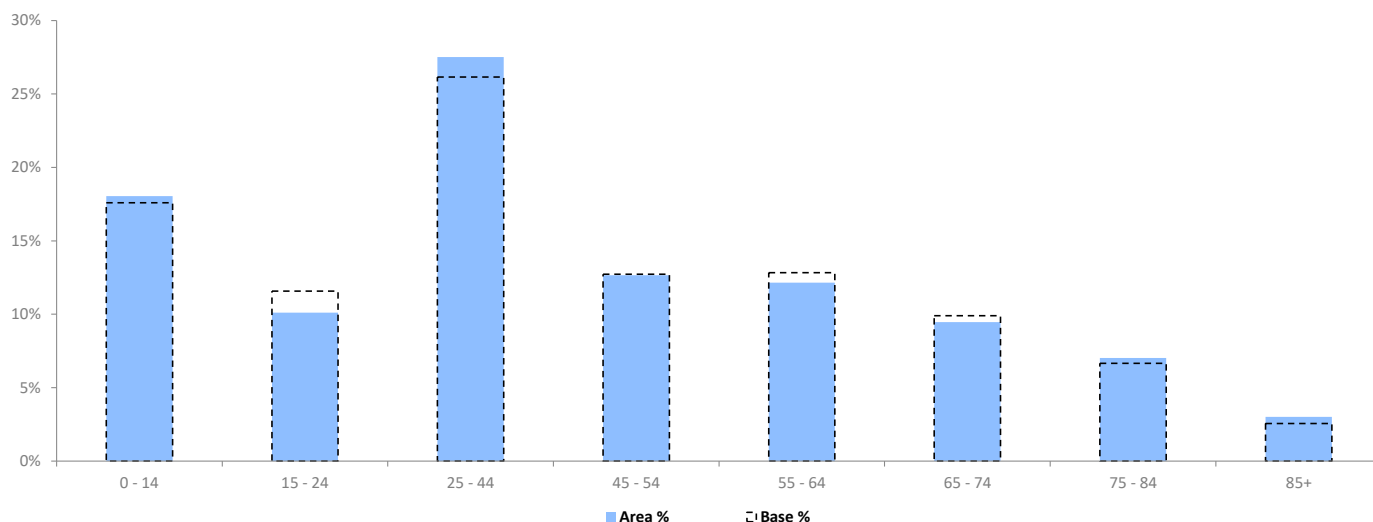


# POPULATION PROJECTIONS

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Area: P01598\_Swan, Braintree, CM7 1UL (1 Mile contour)  
Base: Great Britain  
Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,411	18.1	17.6	<b>103</b>			
15 - 24	3,031	10.1	11.6	87			
25 - 44	8,244	27.5	26.2	<b>105</b>			
45 - 54	3,792	12.7	12.7	99			
55 - 64	3,643	12.2	12.8	95			
65 - 74	2,837	9.5	9.9	96			
75 - 84	2,105	7.0	6.7	<b>105</b>			
85+	905	3.0	2.6	<b>118</b>			
<b>Total population</b>	<b>29,968</b>						



# EXPENDITURE

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Area: P01598\_Swan, Braintree, CM7 1UL (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£906,463	£67.85	£73.74	92			
2. Alcoholic beverages, tobacco and narcotics	£365,668	£27.37	£27.43	100			
3. Clothing & Footwear	£508,439	£38.06	£41.92	91			
4. Housing, water, electricity, gas and other fuels	£999,324	£74.80	£92.23	81			
5. Furnishings, equipment and routine maintenance	£458,782	£34.34	£39.49	87			
6. Health	£211,018	£15.79	£16.97	93			
7. Transport	£1,483,478	£111.04	£115.30	96			
8. Communication	£180,467	£13.51	£14.64	92			
9. Recreation & Culture	£1,171,699	£87.70	£100.48	87			
10. Education	£170,995	£12.80	£22.34	57			
11. Restaurants & Hotels	£969,703	£72.58	£82.30	88			
12. Miscellaneous goods and services	£1,360,729	£101.85	£104.94	97			
<b>Total Expenditure</b>	<b>£8,786,765</b>	<b>£657.69</b>	<b>£731.77</b>	<b>90</b>			

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.

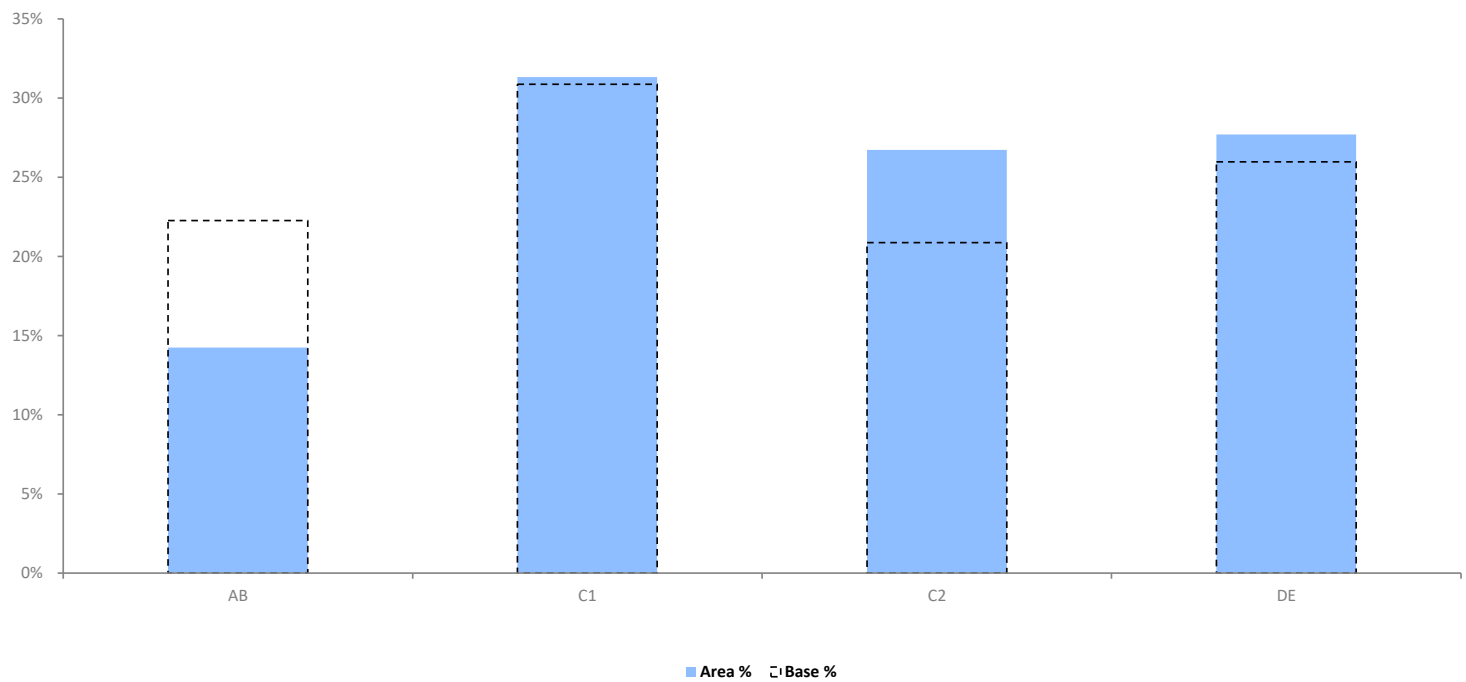
# UP TO DATE DEMOGRAPHICS

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Area:	P01598_Swan, Braintree, CM7 1UL (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	1,907	14.2	22.3	64			
C1: Supervisory, clerical, jr managerial/admin/professional	4,196	31.3	30.9	101			
C2: Skilled manual workers	3,581	26.7	20.9	128			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	3,712	27.7	26.0	107			
Total household reference persons aged 16 to 64	13,396						



# CGA LICENCED PREMISES

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Area: P01598\_Swan, Braintree, CM7 1UL (1 Mile c  
Base: Great Britain  
Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	56.7	82.8	68			
Proprietary Club	3	10.0	7.5	134			
Registered Club	7	23.4	28.7	81			
Restaurant	7	23.4	32.5	72			
Residential	1	3.3	2.8	120			

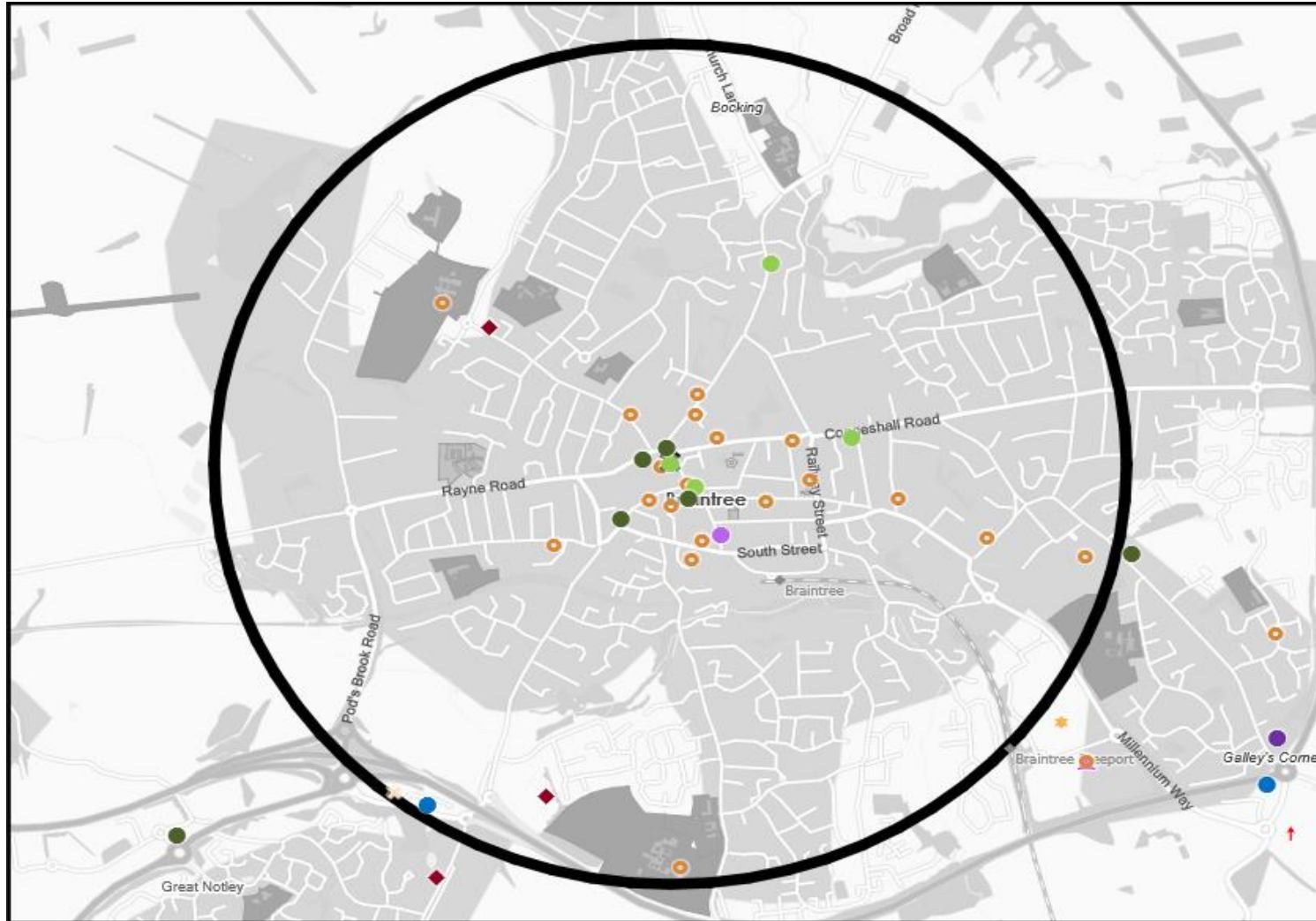
Name	Description	License Type	Owner Name	Postcode
Lounge India	Independent Free	Restaurant	Independent Free	CM 7 3QD
Eagle Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 9ER
O Gradys	Unknown	Pubs & Full On	Unknown	CM 7 5RL
Howard Hall Club	Independent Free	Registered Club	Independent Free	CM 7 9AA
White Hart Hotel	Greene King	Pubs & Full On	Greene King	CM 7 9AB
Angel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 9AT
Bull	Greene King	Pubs & Full On	Greene King	CM 7 3HJ
Tomo's Tavern	Independent Free	Pubs & Full On	Independent Free	CM 7 2TH
Nags Head Wine Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 3HG
Manor Plai	Independent Free	Restaurant	Independent Free	CM 7 3HP
Eastern Aroma	Independent Free	Restaurant	Independent Free	CM 7 3JD
Braintree & Crittall Football	Independent Free	Registered Club	Independent Free	CM 7 3DE
Swiss Bell	FB Taverns Ltd	Pubs & Full On	FB Taverns Ltd	CM 7 9UL
Braintree Liberal Club	Independent Free	Registered Club	Independent Free	CM 7 9ES
Chop Bistro	Independent Free	Restaurant	Independent Free	CM 7 1ES
Braintree Bowling Club	Independent Free	Registered Club	Independent Free	CM 7 2PA
Horse & Groom	Greene King	Pubs & Full On	Greene King	CM 7 2QA
Braintree Constitutional Club	Independent Free	Registered Club	Independent Free	CM 7 1TY
Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 1UL
Boars Head	Greene King	Pubs & Full On	Greene King	CM 7 1JS
Black Notley Hall Club	Independent Free	Registered Club	Independent Free	CM 7 1WX
Picture Palace	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CM 7 3HA
Braintree Leisure Centre	Independent Free	Proprietary Club	Independent Free	CM 7 1FF
Sportsman Snooker Club	Independent Free	Proprietary Club	Independent Free	CM 7 3QX
Lounge	Independent Free	Pubs & Full On	Independent Free	CM 7 3HG
Merchant Spice	Independent Free	Restaurant	Independent Free	CM 7 3HA
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	CM77 7AB
China Dynasty	Independent Free	Restaurant	Independent Free	CM 7 9DB
Legends	Independent Free	Proprietary Club	Independent Free	CM 7 3GB
Pub	Independent Free	Pubs & Full On	Independent Free	CM 7 3JJ
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CM77 7AJ
Hawthorns	*Other Small Retail Groups	Residential	*Other Small Retail Groups	CM 7 1TD
Braintree Cricket Club	Independent Free	Registered Club	Independent Free	CM 7 9HB
Mosaic	Independent Free	Restaurant	Independent Free	CM 7 1UG
Number 92	Independent Free	Pubs & Full On	Independent Free	CM 7 1JP

# MAP OF AREA

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Source: OS Open Data 2018

Area: P01598\_Swan, Braintree, CM7 1UL (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: P01598\_Swan, Braintree, CM7 1UL (1 Mile contour)  
Base: Great Britain  
Year: 2022

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	697	5.2	22.0	24	<div></div>	
	2 Rising Prosperity	800	6.0	10.3	58	<div></div>	
	3 Comfortable Communities	4,736	35.4	26.3	134	<div></div>	<div></div>
	4 Financially Stretched	3,556	26.5	23.7	112	<div></div>	<div></div>
	5 Urban Adversity	3,493	26.1	17.4	150	<div></div>	<div></div>
	6 Not Private Households	114	0.9	0.3	256	<div></div>	<div></div>
 Graph							
Total households		13,396					

Acorn Category Pen Portrait

3

Comfortable Communities

14.4M  
UK Adults

27.2%  
of UK

Age range

35-64

House type

Semi-detached or detached

Financial situation

Running into debt

Saving a lot

House tenure

Owned outright or mortgaged

Children at home

0-2

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%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01598\_Swan, Braintree, CM7 1UL (1 Mile contour)

Base: Great Britain

Year: 2022

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	585	4.4	11.2	39			
1.C Mature Money	112	0.8	9.6	9			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	800	6.0	6.3	95			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	21	0.2	5.7	3			
3.G Successful Suburbs	1,086	8.1	5.9	138			
3.H Steady Neighbourhoods	2,136	15.9	7.4	217			
3.I Comfortable Seniors	266	2.0	2.9	69			
3.J Starting Out	1,227	9.2	4.4	206			
<b>4. Financially Stretched</b>							
4.K Student Life	5	0.0	2.5	2			
4.L Modest Means	1,298	9.7	7.9	122			
4.M Striving Families	1,029	7.7	7.5	103			
4.N Poorer Pensioners	1,224	9.1	5.8	157			
<b>5. Urban Adversity</b>							
5.O Young Hardship	2,099	15.7	6.2	253			
5.P Struggling Estates	471	3.5	5.9	59			
5.Q Difficult Circumstances	923	6.9	5.3	130			
<b>6. Not Private Households</b>							
6.R Not Private Households	114	0.9	0.3	256			
<b>Total households</b>	<b>13,396</b>						

## Acorn Group Pen Portrait

## 3 H Steady Neighbourhoods

4.2M  
UK Adults8.0%  
of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

## CORE DEMOGRAPHICS



## FINANCIAL PROFILE



## BRANDS



## DIGITAL



## TOP BEHAVIOURS





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01598\_Swan, Braintree, CM7 1UL (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
<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	0.2	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	225	1.7	2.6	64			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	227	1.7	2.2	77			
	1.B.7 Affluent professionals	1	0.0	0.8	1			
	1.B.8 Prosperous suburban families	31	0.2	1.5	15			
	1.B.9 Well-off edge of towners	101	0.8	1.6	47			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	32	0.2	2.8	8			
	1.C.12 Retired and empty nesters	45	0.3	2.5	14			
	1.C.13 Upmarket downsizers	35	0.3	1.3	20			
<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	0.8	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	413	3.1	1.9	161			
	2.E.19 First time buyers in small, modern homes	387	2.9	3.3	87			
	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	21	0.2	3.2	5			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	884	6.6	2.7	248			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	202	1.5	2.4	63			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	885	6.6	3.4	192			
	3.H.28 Owner occupied terraces, average income	226	1.7	1.6	106			
	3.H.29 Established suburbs, older families	1,025	7.7	2.3	329			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	150	1.1	2.4	47			
	3.I.31 Elderly singles in purpose-built accommodation	116	0.9	0.5	179			
<b>3.J Starting Out</b>								
	3.J.32 Educated families in terraces, young children	339	2.5	2.1	119			
	3.J.33 Smaller houses and starter homes	888	6.6	2.3	286			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	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	5	0.0	1.9	2			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	309	2.3	1.4	161			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	721	5.4	2.6	205			
	4.L.39 Fading owner occupied terraces	268	2.0	2.9	69			
	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	158	1.2	1.6	74			
	4.M.42 Struggling young families in post-war terraces	294	2.2	1.6	134			
	4.M.43 Families in right-to-buy estates	531	4.0	2.1	193			
	4.M.44 Post-war estates, limited means	46	0.3	2.2	16			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	59	0.4	0.8	56			
	4.N.46 Elderly people in social rented flats	99	0.7	1.1	70			
	4.N.47 Low income older people in smaller semis	804	6.0	2.3	266			
	4.N.48 Pensioners and singles in social rented flats	262	2.0	1.7	113			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	1,271	9.5	2.2	438			
	5.O.50 Struggling younger people in mixed tenure	746	5.6	1.8	314			
	5.O.51 Young people in small, low cost terraces	82	0.6	2.3	27			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	224	1.7	1.6	106			
	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	247	1.8	1.6	114			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	381	2.8	1.5	188			
	5.Q.58 Singles and young families, some receiving benefits	96	0.7	1.8	40			
	5.Q.59 Deprived areas and high-rise flats	446	3.3	2.0	166			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	52	0.4	0.1	662			
	6.R.61 Inactive communal population	62	0.5	0.3	169			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>13,396</b>						

CATEGORY

GROUP

TYPE

MAP

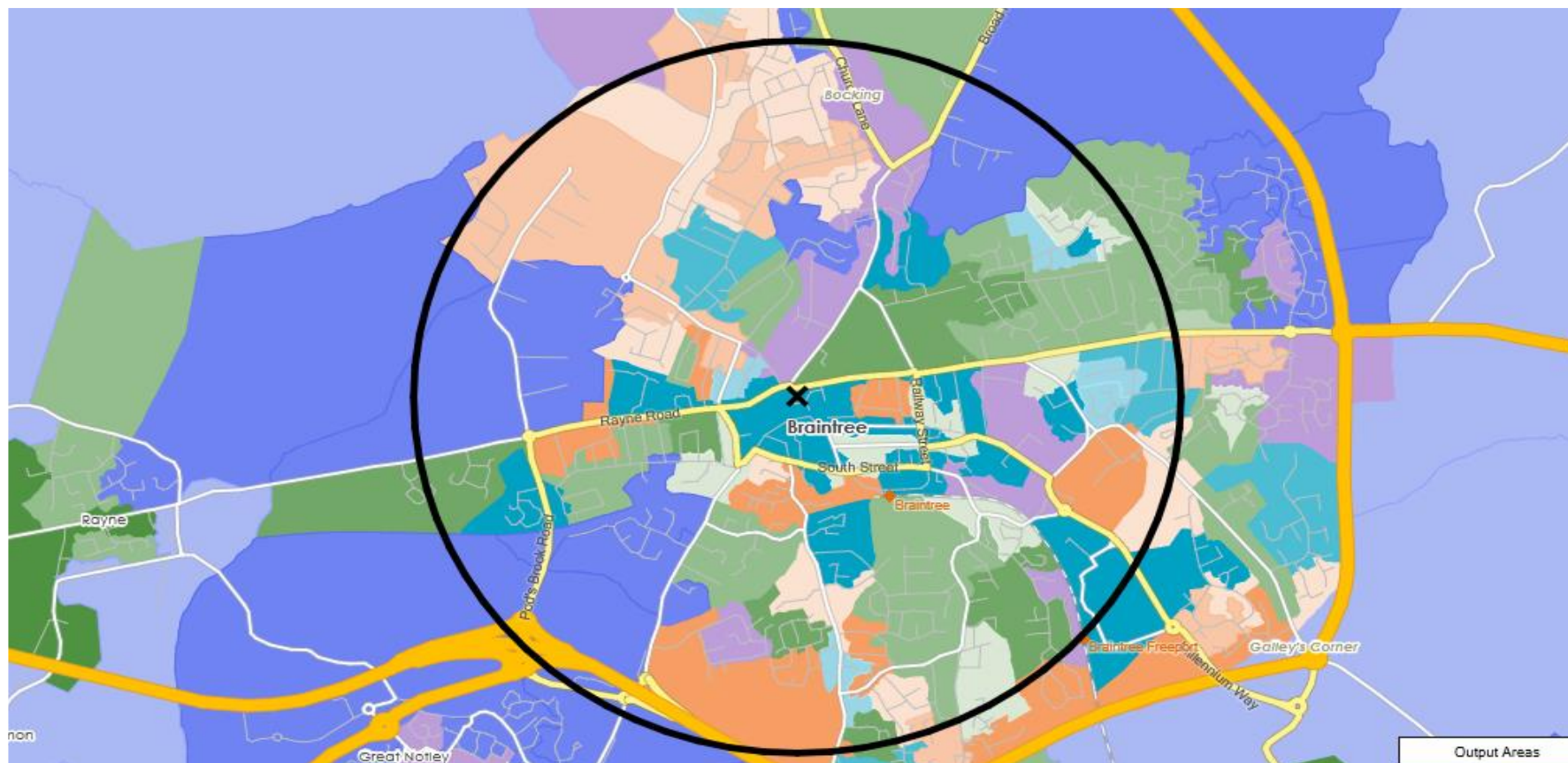
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01598\_Swan, Braintree, CM7 1UL (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

CATEGORY

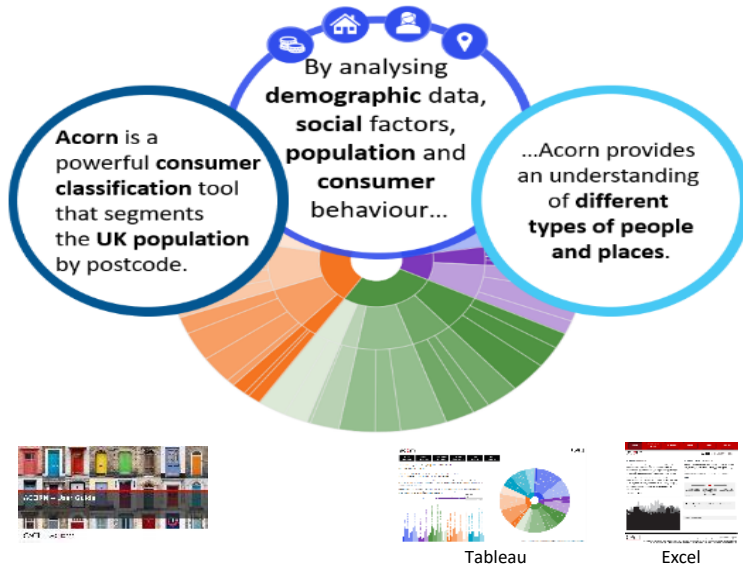
GROUP

TYPE

MAP

WHAT IS ACORN?

## 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		

