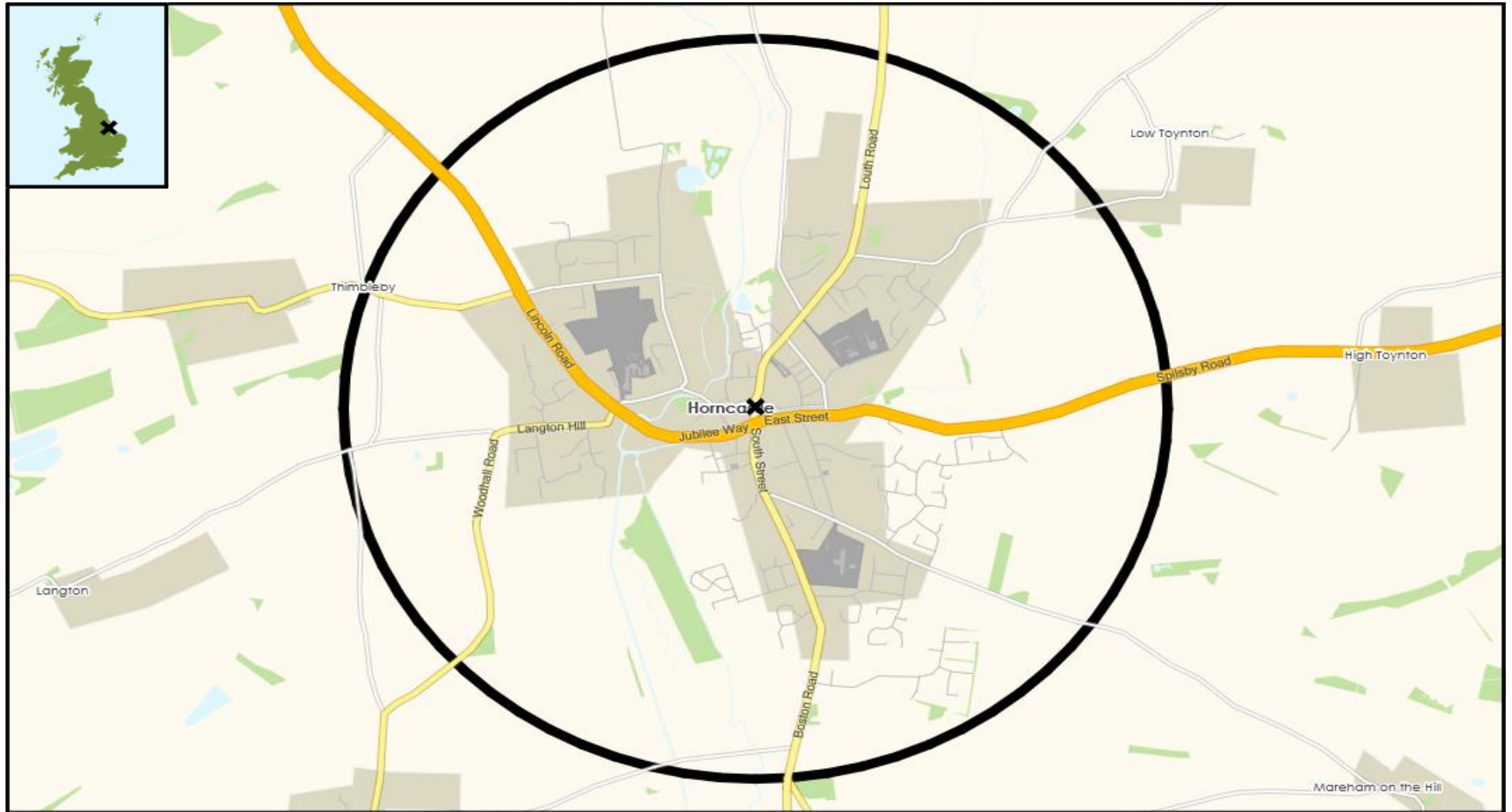


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03478\_Ship Inn, Horncastle, LN9 5HU (1 Mile contour)

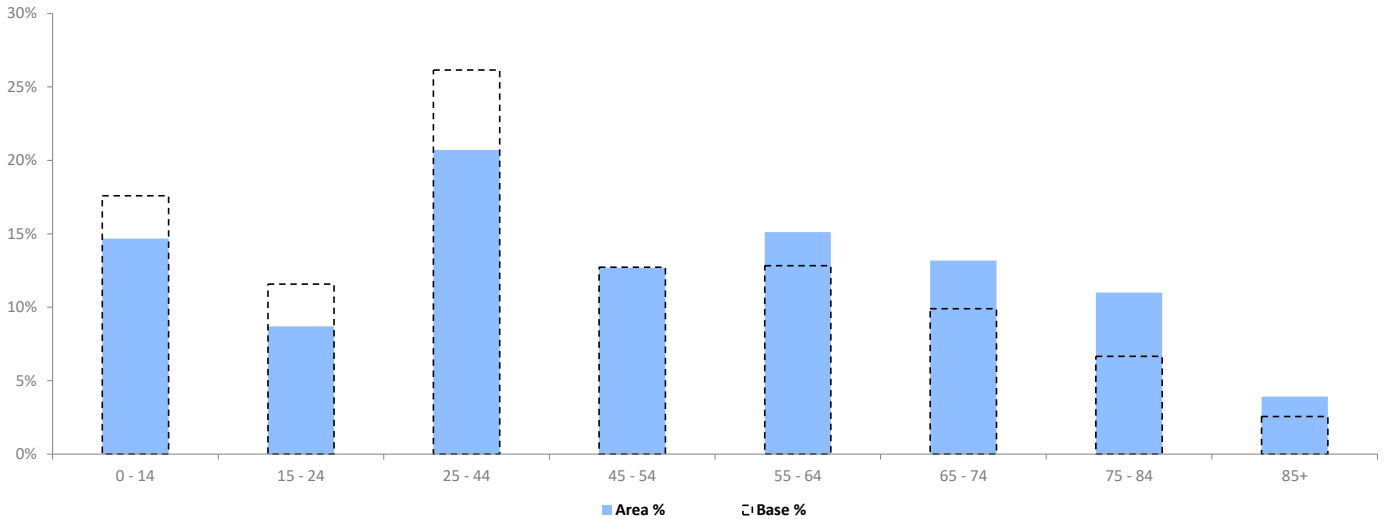


# POPULATION PROJECTIONS

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Area: P03478\_Ship Inn, Horncastle, LN9 5HU (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,081	14.7	17.6	83			
15 - 24	641	8.7	11.6	75			
25 - 44	1,526	20.7	26.2	79			
45 - 54	935	12.7	12.7	100			
55 - 64	1,114	15.1	12.8	118			
65 - 74	971	13.2	9.9	133			
75 - 84	810	11.0	6.7	165			
85+	289	3.9	2.6	153			
<b>Total population</b>	<b>7,367</b>						



# EXPENDITURE

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Area: P03478\_Ship Inn, Horncastle, LN9 5HU (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	£235,386	£66.70	£73.74	90			
2. Alcoholic beverages, tobacco and narcotics	£94,932	£26.90	£27.43	98			
3. Clothing & Footwear	£121,150	£34.33	£41.92	82			
4. Housing, water, electricity, gas and other fuels	£268,569	£76.10	£92.23	83			
5. Furnishings, equipment and routine maintenance	£131,837	£37.36	£39.49	95			
6. Health	£49,896	£14.14	£16.97	83			
7. Transport	£348,627	£98.79	£115.30	86			
8. Communication	£50,112	£14.20	£14.64	97			
9. Recreation & Culture	£317,846	£90.07	£100.48	90			
10. Education	£52,550	£14.89	£22.34	67			
11. Restaurants & Hotels	£214,202	£60.70	£82.30	74			
12. Miscellaneous goods and services	£314,617	£89.15	£104.94	85			
<b>Total Expenditure</b>	<b>£2,199,724</b>	<b>£623.33</b>	<b>£731.77</b>	<b>85</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.

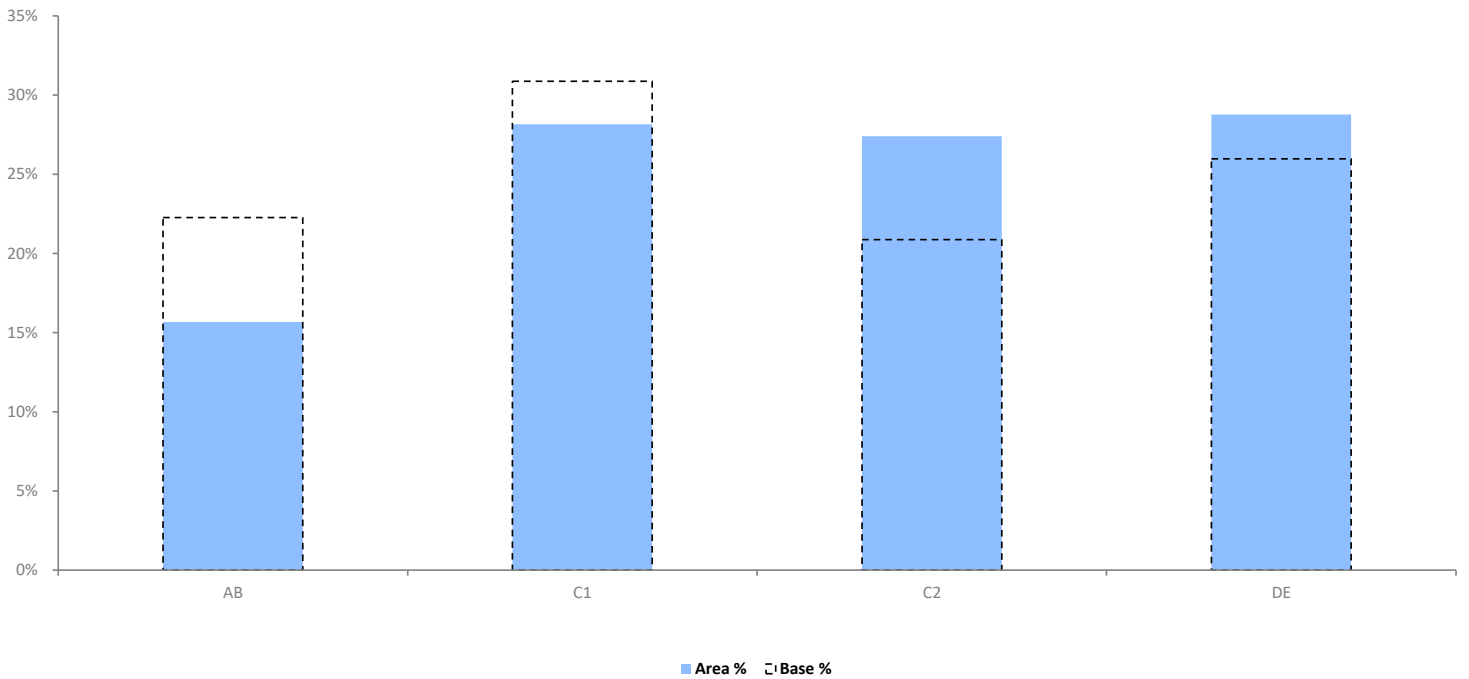
# UP TO DATE DEMOGRAPHICS

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Area: P03478\_Ship Inn, Horncastle, LN9 5HU (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	556	15.7	22.3	70			
C1: Supervisory, clerical, jr managerial/admin/professional	999	28.2	30.9	91			
C2: Skilled manual workers	972	27.4	20.9	131			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,021	28.8	26.0	111			
<b>Total household reference persons aged 16 to 64</b>	<b>3,548</b>						



# CGA LICENCED PREMISES

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Area: P03478\_Ship Inn, Horncastle, LN9 5HU (1 Mi)

Base: Great Britain

Year: 2022

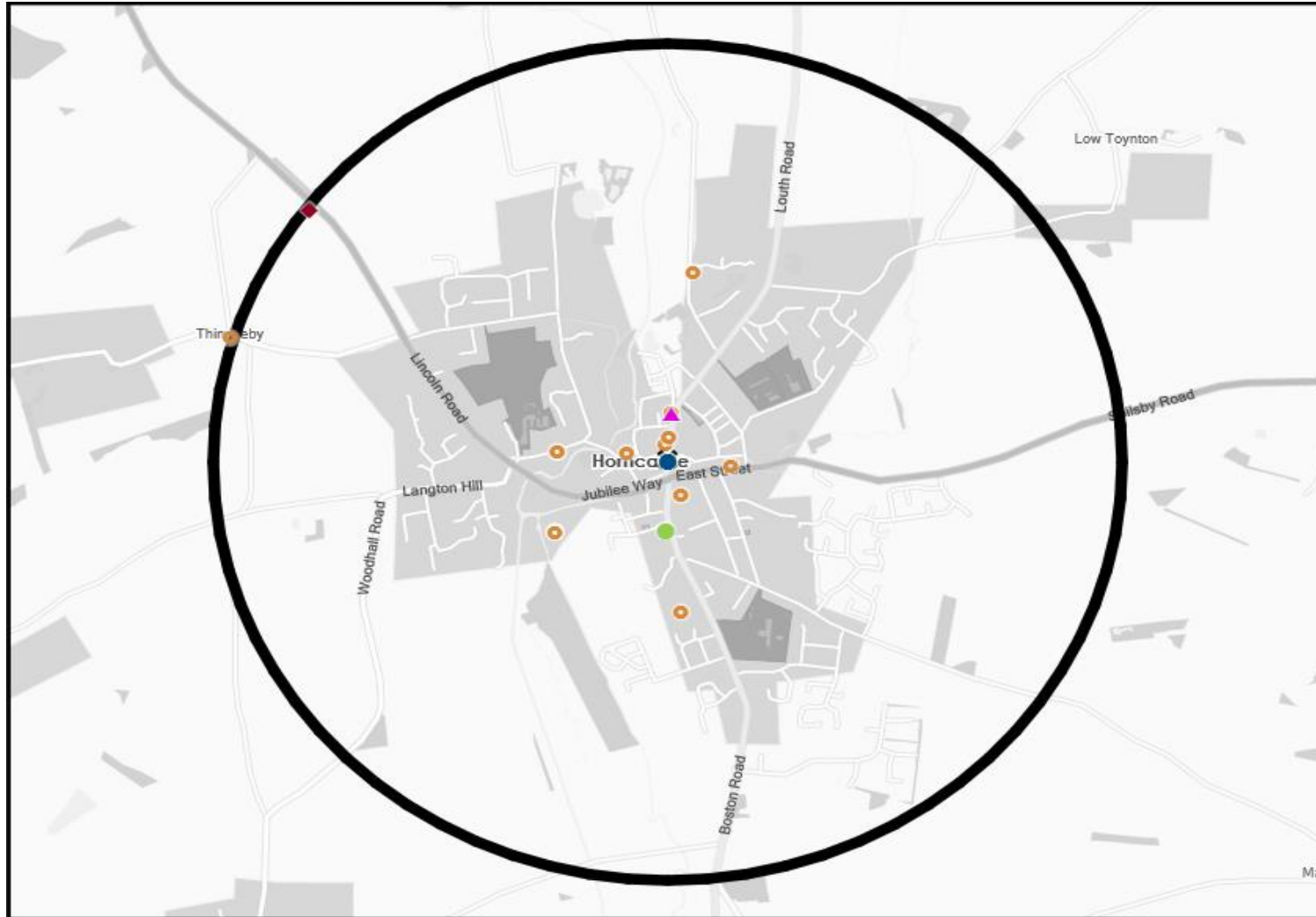
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	122.2	82.8	<b>148</b>			
Proprietary Club	1	13.6	7.5	<b>182</b>			
Registered Club	6	81.4	28.7	<b>284</b>			
Restaurant	3	40.7	32.5	<b>125</b>			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Admiral Rodney Hotel	Coaching Inn Group Ltd	Pubs & Full On	RedCat Pub Company	LN 9 5DX
Old Nicks Tavern	Independent Free	Pubs & Full On	Independent Free	LN 9 5DX
Horncastle Farmers Club	Independent Free	Registered Club	Independent Free	LN 9 5HB
Red Lion	Independent Free	Pubs & Full On	Independent Free	LN 9 5HT
Ship	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LN 9 5HU
Bull Hotel	Marston's	Pubs & Full On	Marston's	LN 9 5HU
Kings Head	George Bateman & Son	Pubs & Full On	George Bateman & Son	LN 9 5HU
Squash Bar	Independent Free	Registered Club	Independent Free	LN 9 5PN
Magpies Restaurant	Independent Free	Restaurant	Independent Free	LN 9 6AA
Black Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LN 9 6EF
Horncastle Indoor Bowls	Independent Free	Registered Club	Independent Free	LN 9 6HP
Shakesbys	Independent Free	Pubs & Full On	Independent Free	LN 9 5JE
Horncastle Town Football Club	Independent Free	Registered Club	Independent Free	LN 9 6EN
Harpers	Independent Free	Pubs & Full On	Independent Free	LN 9 6DT
Horncastle Community Centre	Independent Free	Registered Club	Independent Free	LN 9 5EB
Thai Dining Room	Independent Free	Restaurant	Independent Free	LN 9 5JE
Horncastle Swimming Pool & Lifestyle Fi	Independent Free	Proprietary Club	Independent Free	LN 9 6HP
Horncastle & District Tennis Club	Independent Free	Registered Club	Independent Free	LN 9 6HP
Wolds View Garden Centre	Unknown	Restaurant	Unknown	LN 9 5LZ

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03478\_Ship Inn, Horncastle, LN9 5HU (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: P03478\_Ship Inn, Horncastle, LN9 5HU (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	957	27.0	22.0	123		
2 Rising Prosperity	33	0.9	10.3	9		
3 Comfortable Communities	1,143	32.2	26.3	123		
4 Financially Stretched	991	27.9	23.7	118		
5 Urban Adversity	390	11.0	17.4	63		
6 Not Private Households	34	1.0	0.3	288		
<b>Total households</b>	<b>3,548</b>					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

**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: P03478\_Ship Inn, Horncastle, LN9 5HU (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	171	4.8	11.2	43			
1.C Mature Money	786	22.2	9.6	230			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	33	0.9	6.3	15			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	675	19.0	5.7	332			
3.G Successful Suburbs	228	6.4	5.9	109			
3.H Steady Neighbourhoods	6	0.2	7.4	2			
3.I Comfortable Seniors	83	2.3	2.9	82			
3.J Starting Out	151	4.3	4.4	96			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	496	14.0	7.9	176			
4.M Striving Families	155	4.4	7.5	58			
4.N Poorer Pensioners	340	9.6	5.8	164			
<b>5. Urban Adversity</b>							
5.O Young Hardship	258	7.3	6.2	117			
5.P Struggling Estates	36	1.0	5.9	17			
5.Q Difficult Circumstances	96	2.7	5.3	51			
<b>6. Not Private Households</b>							
6.R Not Private Households	34	1.0	0.3	288			
<b>Total households</b>	<b>3,548</b>						

Acorn Group Pen Portrait

1 C Mature Money

4.9M  
UK Adults

9.2%  
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

**CORE DEMOGRAPHICS**

Age range <b>55+</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

**BRANDS**

SHOPPING: LAKELAND, LAURA ASHLEY, J. M. WOODS, W. WILSON

LEISURE: BROWNS, NESPRESSO, CARRE NERO

WEBSITES: goodfood, MoneySavingExpert.com, M&S, BBC NEWS

**FINANCIAL PROFILE**

Household income UK: <b>£47k</b> London: <b>£51k</b> Average: £10k / Average: £16k	% Disposable income UK: <b>51%</b> London: <b>44%</b> Average: 43% / Average: 29%	Financial situation Running into debt / Saving a bit
---	--	---

**DIGITAL AND TECH**

ATTITUDES

- I worry about online security: **62%** (UK average: 59%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

**TOP BEHAVIOURS**

- Use BBC iPlayer
- Own a tablet
- Buy wine and alcohol online





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

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Area: P03478\_Ship Inn, Horncastle, LN9 5HU (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Acorn Structure  
 Index  
 Profile %

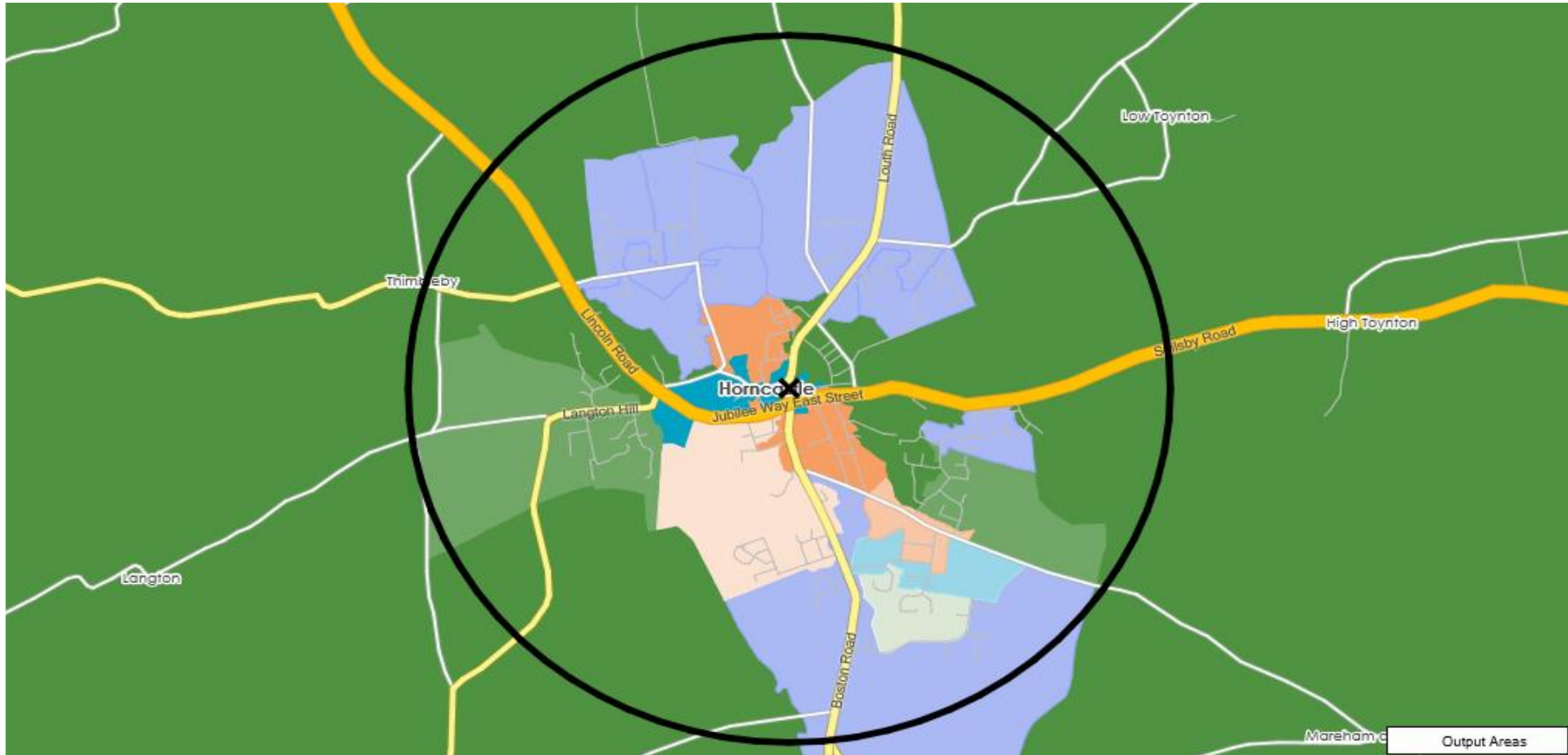
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	47	1.3	2.6	50			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	124	3.5	2.2	159			
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	0	0.0	1.6	0			
<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	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	782	22.0	2.5	893			
1.C.13 Upmarket downsizers	4	0.1	1.3	9			
<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	33	0.9	1.9	49			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	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	29	0.8	1.0	79			
3.F.23 Owner occupiers in small towns and villages	646	18.2	3.2	570			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	191	5.4	2.7	202			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	37	1.0	2.4	43			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.4	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	6	0.2	2.3	7			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	83	2.3	2.4	98			
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	2.1	0			
3.J.33 Smaller houses and starter homes	151	4.3	2.3	184			
<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	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	14	0.4	1.4	28			
4.L.38 Semi-skilled workers in traditional neighbourhoods	263	7.4	2.6	282			
4.L.39 Fading owner occupied terraces	219	6.2	2.9	213			
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	116	3.3	1.6	206			
4.M.42 Struggling young families in post-war terraces	39	1.1	1.6	67			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	145	4.1	0.8	521			
4.N.46 Elderly people in social rented flats	32	0.9	1.1	85			
4.N.47 Low income older people in smaller semis	163	4.6	2.3	203			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	88	2.5	2.2	115			
5.O.50 Struggling younger people in mixed tenure	116	3.3	1.8	185			
5.O.51 Young people in small, low cost terraces	54	1.5	2.3	67			
<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	1.1	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	36	1.0	1.6	63			
<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	84	2.4	1.8	133			
5.Q.59 Deprived areas and high-rise flats	12	0.3	2.0	17			
<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	34	1.0	0.3	349			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,548</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03478\_Ship Inn, Horncastle, LN9 5HU (1 Mile contour)



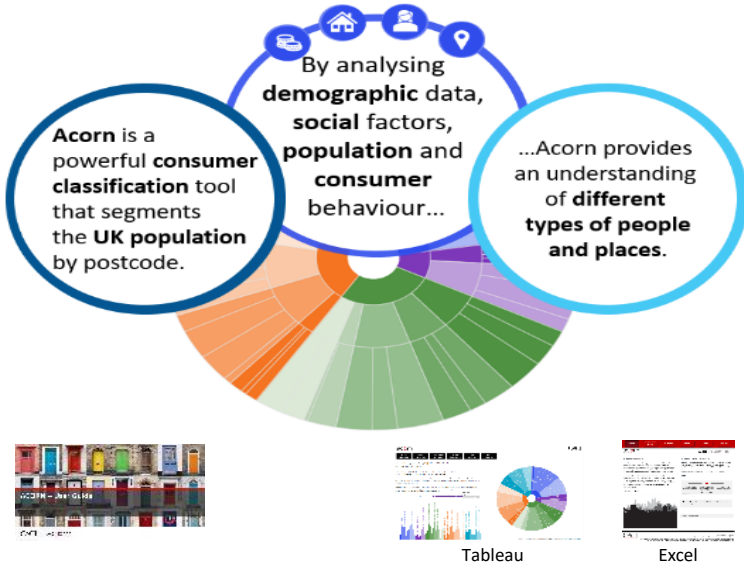
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	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%

