

CGA LICENCED PREMISES

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Area: P04300_Ashby Tavern, Hinckley, LE10 1SL (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	27	111.2	81.7	136			
Proprietary Club	1	4.1	7.3	57			
Registered Club	10	41.2	28.2	146			
Restaurant	9	37.1	32.1	115			
Residential	0	0.0	2.7	0			

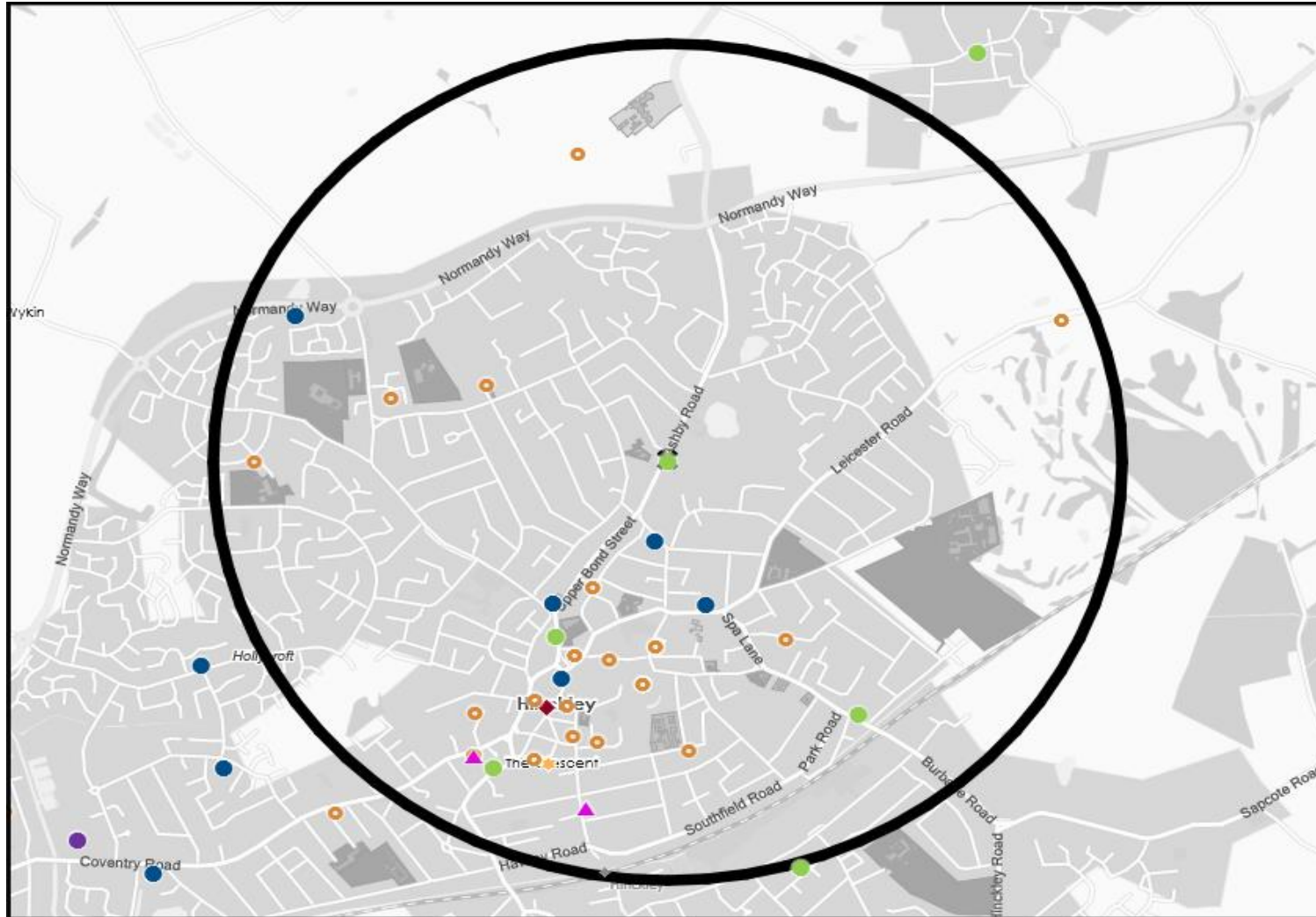
Name	Description	License Type	Owner Name	Postcode
Hinckley Town Cricket Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Wykin & District Social Club	Independent Free	Registered Club	Independent Free	LE10 0EX
White Bear	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE10 0JT
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	LE10 0JT
Princes Feathers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 0QA
Hinckley Citizens Club	Independent Free	Registered Club	Independent Free	LE10 1AE
Railway Inn	Steamin Billy Brewing Co	Pubs & Full On	Steamin Billy Brewing Co	LE10 1AP
Leeja Tandoori	Independent Free	Restaurant	Independent Free	LE10 1DA
Hinckley Masonic Hall	Independent Free	Registered Club	Independent Free	LE10 1EQ
Hinckley Bowling Club	Independent Free	Registered Club	Independent Free	LE10 1EX
Holywell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1HL
Greyhound Inn	Independent Free	Pubs & Full On	Independent Free	LE10 1HN
New Plough Inn	Marston's	Pubs & Full On	Marston's	LE10 1LS
Union Inn	Marston's	Pubs & Full On	Marston's	LE10 1NL
Bounty	Independent Free	Pubs & Full On	Independent Free	LE10 1NT
Weavers Arms	Marston's	Pubs & Full On	Marston's	LE10 1QE
Silchar	Independent Free	Restaurant	Independent Free	LE10 1QU
Duke Of Rutland	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1QU
Hinckley Concordia Theatre	Independent Free	Pubs & Full On	Independent Free	LE10 1RE
Hinckley Working Mens Club	Independent Free	Registered Club	Independent Free	LE10 1RE
Queens Head	Independent Free	Pubs & Full On	Independent Free	LE10 1RJ
Black Horse	Marston's	Pubs & Full On	Marston's	LE10 1RJ
Ashby Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE10 1SL
Ashby Road Sports Club	Independent Free	Registered Club	Independent Free	LE10 3DA
Hinckley Golf Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Hinckley Rugby Club	Independent Free	Registered Club	Independent Free	LE10 3DR
Bar Sub Zero	Independent Free	Proprietary Club	Independent Free	LE10 1RD
Crafty Baron Hinckley	Elmesthorpe Brewery Co	Pubs & Full On	Elmesthorpe Brewery Co	LE10 0AZ
Milestone	Marston's	Pubs & Full On	Marston's	LE10 0GL
Revival	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE10 0AZ
Inferno	Independent Free	Pubs & Full On	Independent Free	LE10 1NL
Meeting Centre	Independent Free	Pubs & Full On	Independent Free	LE10 0LQ
Gurkha	Independent Free	Restaurant	Independent Free	LE10 1DA
Jackies	Independent Free	Registered Club	Independent Free	LE10 0DZ
7H Spices	Independent Free	Restaurant	Independent Free	LE10 0JT
Sumac	Independent Free	Restaurant	Independent Free	LE10 0BL
Bangla Pride	Independent Free	Restaurant	Independent Free	LE10 1HN
Elbow Room Ale & Cider House	Independent Free	Pubs & Full On	Independent Free	LE10 1AW
Pestle & Mortar	Independent Free	Pubs & Full On	Independent Free	LE10 1DA
Prezzo	Prezzo plc	Restaurant	Prezzo plc	LE10 0QQ
Tarro Lounge	Loungers	Pubs & Full On	Loungers	LE10 0QQ
Wildwood	Tasty	Restaurant	Tasty	LE10 0QQ
Stockwells	Independent Free	Pubs & Full On	Independent Free	LE10 1HN
Factory	Independent Free	Pubs & Full On	Independent Free	LE10 1QH
Carters Lounge	Independent Free	Pubs & Full On	Independent Free	LE10 0QL
Brunchin With Carters	Independent Free	Restaurant	Independent Free	LE10 0QJ
Speakeasy At 48	Independent Free	Pubs & Full On	Independent Free	LE10 1QH

MAP OF AREA

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Source: OS Open Data 2018

Area: P04300_Ashby Tavern, Hinckley, LE10 1SL (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: P04300_Ashby Tavern, Hinckley, LE10 1SL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,443	21.9	22.1	99		
2 Rising Prosperity	166	1.5	10.2	15		
3 Comfortable Communities	4,183	37.5	26.5	142		
4 Financially Stretched	1,537	13.8	23.7	58		
5 Urban Adversity	2,808	25.2	17.2	147		
6 Not Private Households	7	0.1	0.3	18		
Total households	11,144					



Graph

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

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 Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04300_Ashby Tavern, Hinckley, LE10 1SL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	11	0.1	1.1	9			
1.B Executive Wealth	1,512	13.6	11.3	120			
1.C Mature Money	920	8.3	9.6	86			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	166	1.5	6.4	23			
3. Comfortable Communities							
3.F Countryside Communities	49	0.4	5.7	8			
3.G Successful Suburbs	1,380	12.4	6.0	208			
3.H Steady Neighbourhoods	1,330	11.9	7.4	161			
3.I Comfortable Seniors	612	5.5	2.9	192			
3.J Starting Out	812	7.3	4.6	160			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	915	8.2	8.0	103			
4.M Striving Families	382	3.4	7.4	46			
4.N Poorer Pensioners	240	2.2	5.8	37			
5. Urban Adversity							
5.O Young Hardship	2,105	18.9	6.3	302			
5.P Struggling Estates	426	3.8	5.7	67			
5.Q Difficult Circumstances	277	2.5	5.2	47			
6. Not Private Households							
6.R Not Private Households	7	0.1	0.3	18			
Total households	11,144						

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		BRANDS	
Age range 18-24	Children at home 0	SHOPPING CB&J, flying tiger, H&M, KIKO	LEISURE Ed's, TORTILLA, McDonald's, Y&Y SUSHI
House tenure Privately renting	Family structure Single	WEBSITES COSOS, Spotify, JUST EAT, BuzzFeed	DIGITAL
Number of beds 4+	House type Flat or maisonette	ATTITUDES	<p>I worry about online security: 58% (UK average: 48%)</p> <p>Shopping online makes my life easier: 68% (UK average: 62%)</p> <p>I love the ease of using chat bots to get answers: 44% (UK average: 28%)</p>
FINANCIAL PROFILE		TOP BEHAVIOURS	
Household income UK: £33k (Average: £40k) London: £36k (Average: £46k)	% Disposable income UK: 26% (Average: 43%) London: 16% (Average: 23%)	Financial situation Running into debt vs Saving a lot	<p>Love to buy new gadgets and appliances</p> <p>Research beauty online</p> <p>Social media: Snapchat, YouTube and TikTok</p>



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

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Area: P04300_Ashby Tavern, Hinckley, LE10 1SL (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

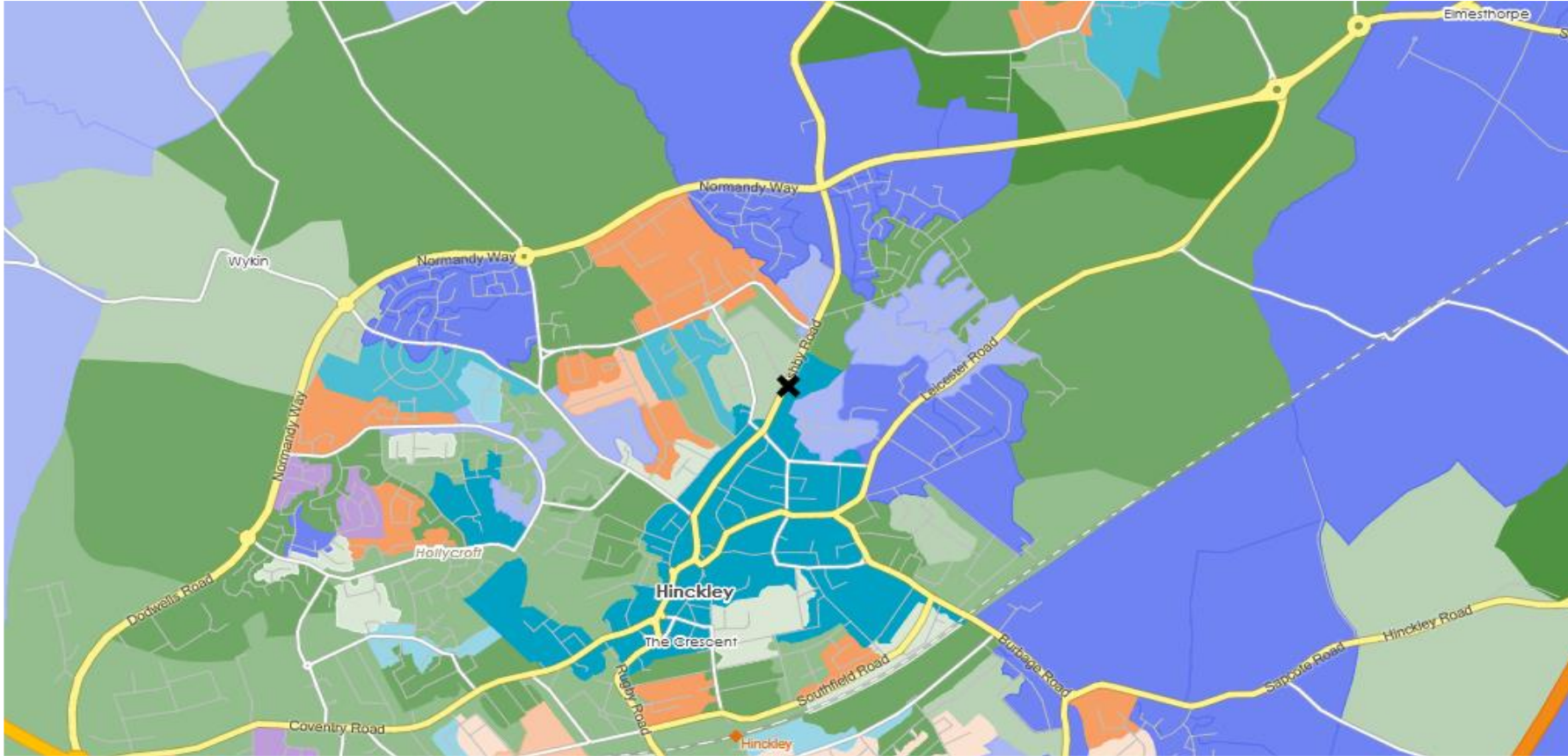
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	11	0.1	0.9	12			
1.B Executive Wealth							
1.B.4 Asset rich families	595	5.3	2.6	202			
1.B.5 Wealthy countryside commuters	18	0.2	2.5	7			
1.B.6 Financially comfortable families	782	7.0	2.2	316			
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	117	1.0	1.6	65			
1.C Mature Money							
1.C.10 Better-off villagers	69	0.6	3.1	20			
1.C.11 Settled suburbia, older people	214	1.9	2.8	68			
1.C.12 Retired and empty nesters	586	5.3	2.5	213			
1.C.13 Upmarket downsizers	51	0.5	1.3	35			
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	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	123	1.1	2.0	56			
2.E.19 First time buyers in small, modern homes	43	0.4	3.4	11			
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	49	0.4	3.2	14			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,293	11.6	2.7	430			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	87	0.8	2.4	32			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	797	7.2	3.5	206			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	532	4.8	2.3	204			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	562	5.0	2.4	213			
3.I.31 Elderly singles in purpose-built accommodation	50	0.4	0.5	92			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	305	2.7	2.2	127			
3.J.33 Smaller houses and starter homes	507	4.5	2.4	190			
4. Financially Stretched							
4.K Student Life							
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			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	34	0.3	1.4	21			
4.L.38 Semi-skilled workers in traditional neighbourhoods	595	5.3	2.6	203			
4.L.39 Fading owner occupied terraces	286	2.6	2.9	88			
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	49	0.4	1.6	28			
4.M.42 Struggling young families in post-war terraces	95	0.9	1.6	52			
4.M.43 Families in right-to-buy estates	176	1.6	2.0	77			
4.M.44 Post-war estates, limited means	62	0.6	2.2	26			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	47	0.4	0.8	54			
4.N.46 Elderly people in social rented flats	33	0.3	1.0	29			
4.N.47 Low income older people in smaller semis	120	1.1	2.2	48			
4.N.48 Pensioners and singles in social rented flats	40	0.4	1.7	21			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	802	7.2	2.2	329			
5.O.50 Struggling younger people in mixed tenure	564	5.1	1.8	281			
5.O.51 Young people in small, low cost terraces	739	6.6	2.3	293			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	179	1.6	1.6	103			
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	247	2.2	1.6	138			
5.Q Difficult Circumstances							
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	100	0.9	1.8	51			
5.Q.59 Deprived areas and high-rise flats	177	1.6	2.0	81			
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	7	0.1	0.3	22			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,144						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04300_Ashby Tavern, Hinckley, LE10 1SL (1 Mile contour)



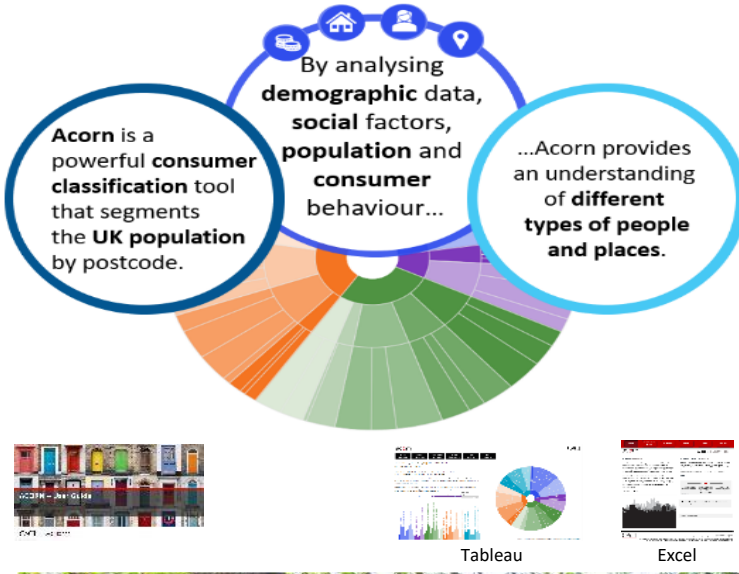
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
4. Financially Stretched	J. Starting Out	32-33
	K. Student Life	34-36
	L. Modest Means	37-40
5. Urban Adversity	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
6. Not Private Households	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
	R. Not Private Households	60-62

1 Affluent Achievers

12.1M 22.8%
UK Adults 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+

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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