CGA LICENCED PREMISES

Area:	P04551_Red Hart, Flyford Flavell, WR7 4DD
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0 100 200
Pubs & Full On	3	370.4	81.7	**453**	
Proprietary Club	0	0.0	7.3	0	
Registered Club	0	0.0	28.2	0	
Restaurant	0	0.0	32.1	0	
Residential	0	0.0	2.7	0	

Name	Description	License Type	Owner Name	Postcode
Boot Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 7 4BS
Flyford Arms Inn	Ei Group	Pubs & Full On	Ei Group	WR 7 4DA
Red Hart	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 7 4DD

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MAP OF AREA

Area: P04551_Red Hart, Flyford Flavell, WR7 4DD (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

Area: P04551_Red Hart, Flyford Flavell, WR7 4DD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Affluent Achievers	278	89.7	22.1	**406**		
2	Rising Prosperity	0	0.0	10.2	0		
3	Comfortable Communities	26	8.4	26.5	32		
4	Financially Stretched	0	0.0	23.7	0		
5	Urban Adversity	0	0.0	17.2	0		
6	Not Private Households	6	1.9	0.3	**562**		
Graph							
	Total households	**310**					

Acorn Category Pen Portrait

2 Rising Prosperity 5.0M UK Adults 9.5% of UK

Age range 25-44

Financial situation: Running into debt ——— Saving a lot

Children at home 0

House type: Flat or maisonette

House tenure: Privately renting

Number of beds 1-2

These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

Acorn Groups within Category 2: Rising Prosperity
D City Sophisticates — 39%
E Career Climbers — 61%

ACORN GROUP PROFILE - HOUSEHOLDS

Area: P04551_Red Hart, Flyford Flavell, WR7 4DD (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	0	0.0	1.1	0		
1.B	Executive Wealth	252	81.3	11.3	717		
1.C	Mature Money	26	8.4	9.6	87		
2. Rising Prosperity							
2.D	City Sophisticates	0	0.0	3.8	0		
2.E	Career Climbers	0	0.0	6.4	0		
3. Comfortable Communities							
3.F	Countryside Communities	26	8.4	5.7	146		
3.G	Successful Suburbs	0	0.0	6.0	0		
3.H	Steady Neighbourhoods	0	0.0	7.4	0		
3.I	Comfortable Seniors	0	0.0	2.9	0		
3.J	Starting Out	0	0.0	4.6	0		
4. Financially Stretched							
4.K	Student Life	0	0.0	2.5	0		
4.L	Modest Means	0	0.0	8.0	0		
4.M	Striving Families	0	0.0	7.4	0		
4.N	Poorer Pensioners	0	0.0	5.8	0		
5. Urban Adversity							
5.O	Young Hardship	0	0.0	6.3	0		
5.P	Struggling Estates	0	0.0	5.7	0		
5.Q	Difficult Circumstances	0	0.0	5.2	0		
6. Not Private Households							
6.R	Not Private Households	6	1.9	0.3	562		
Total households		**310**					

Acorn Group Pen Portrait

| CATEGORY | GROUP | TYPE | MAP | WHAT IS ACORN? |

ACORN TYPE PROFILE - HOUSEHOLDS

Area: P04551_Red Hart, Flyford Flavell, WR7 4DD (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
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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	252	81.3	2.5	3,292			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	26	8.4	3.1	273			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	5	1.6	1.5	106			
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	6.8	3.2	211			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	2.2	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	0	0.0	1.6	0			
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	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
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	1.0	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	0	0.0	1.6	0			
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	0	0.0	1.8	0			
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	6	1.9	0.3	680			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	**310**						

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04551_Red Hart, Flyford Flavell, WR7 4DD (1 Mile contour)

Source: OS Open Data 2018
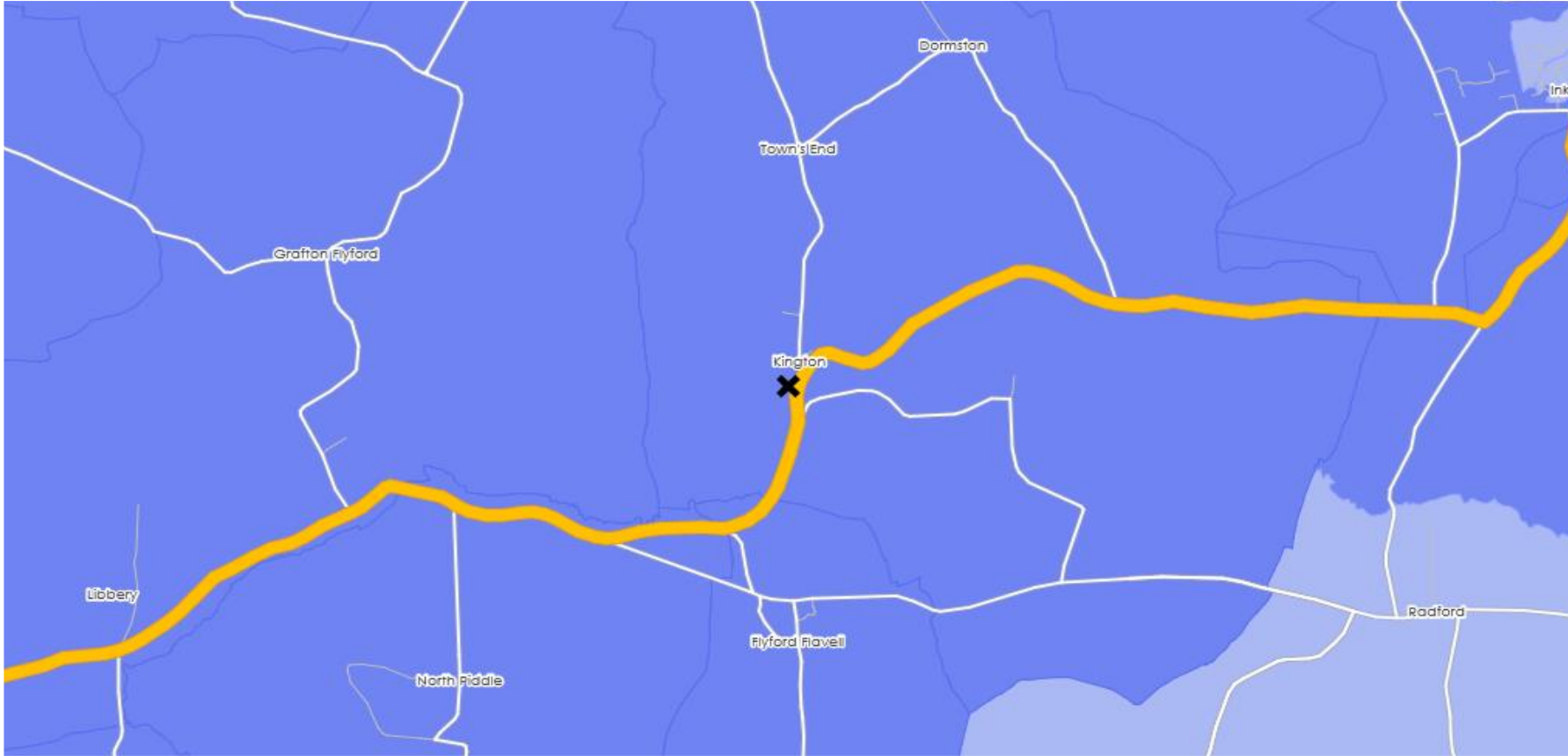
Dominant Acorn Category
% Affluent Achievers
% Rising Prosperity
% Comfortable Communities
% Financially Stretched
% Urban Adversity
Dominant Acorn Group

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

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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?

ACORN - WHAT IS IT?

By analysing **demographic** data, **social** factors, **population** and **consumer** behaviour...

Acorn is a powerful **consumer classification** tool that segments the **UK population** by postcode.

...Acorn provides an understanding of **different types of people and places**.

Acorn User Guide

Tableau

Excel

6 CATEGORIES — 18 GROUPS — 62 TYPES

Category	Group	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

12.1M UK Adults — **22.8%** of UK

Age range: 55+

Financial situation: Running into debt ———— Saving a lot
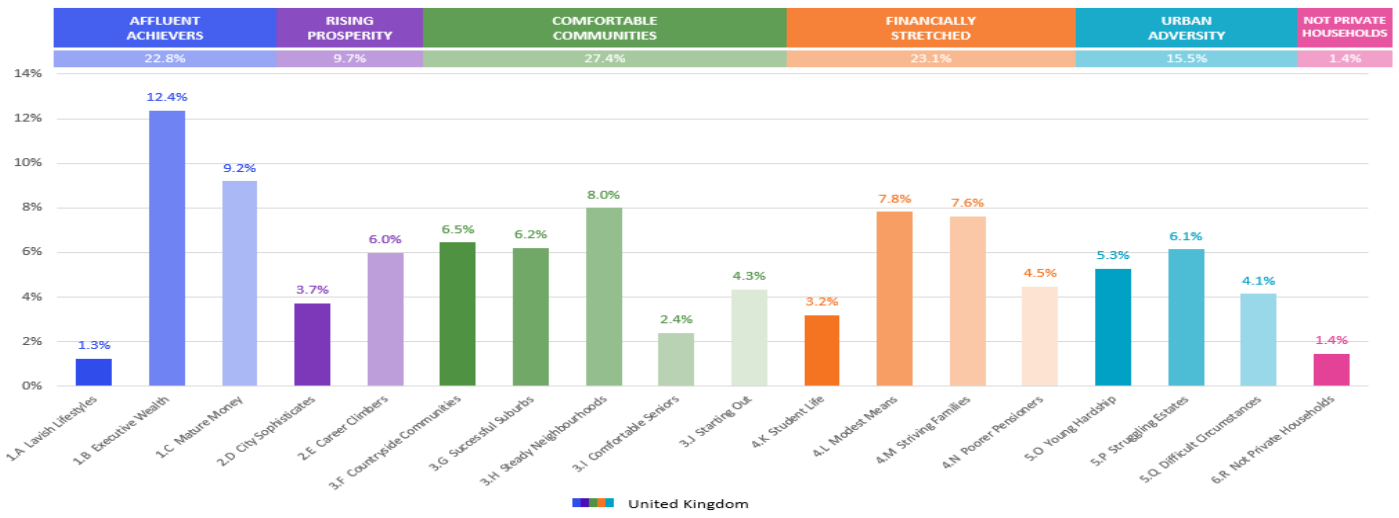
Children at home: 0

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%

AFFLUENT ACHIEVERS	RISING PROSPERITY	COMFORTABLE COMMUNITIES	FINANCIALLY STRETCHED	URBAN ADVERSITY	NOT PRIVATE HOUSEHOLDS
22.8%	9.7%	27.4%	23.1%	15.5%	1.4%

Chart values (United Kingdom):
- 1.A Lavish Lifestyles: 1.3%
- 1.B Executive Wealth: 12.4%
- 1.C Mature Money: 9.2%
- 2.D City Sophisticates: 3.7%
- 2.E Career Climbers: 6.0%
- 3.F Countryside Communities: 6.5%
- 3.G Successful Suburbs: 6.2%
- 3.H Steady Neighbourhoods: 8.0%
- 3.I Comfortable Seniors: 2.4%
- 3.J Starting Out: 4.3%
- 4.K Student Life: 3.2%
- 4.L Modest Means: 7.8%
- 4.M Striving Families: 7.6%
- 4.N Poorer Pensioners: 4.5%
- 5.O Young Hardship: 5.3%
- 5.P Struggling Estates: 6.1%
- 5.Q Difficult Circumstances: 4.1%
- 6.R Not Private Households: 1.4%

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Area: P04551_Red Hart, Flyford Flavell, WR7 4DD (1 Mile contour)