

# CGA LICENCED PREMISES

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Area: P04216\_Golden Ball, Littlemore, OX4 4LQ (1)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	21	78.7	81.7	96			
Proprietary Club	4	15.0	7.3	<b>206</b>			
Registered Club	8	30.0	28.2	<b>106</b>			
Restaurant	2	7.5	32.1	23			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Prince Of Wales	Greene King	Pubs & Full On	Greene King	OX 4 4EF
Original Swan	Arkells	Pubs & Full On	Arkells	OX 4 2LF
Cowley Workers Social Club	Independent Free	Registered Club	Independent Free	OX 4 3LZ
Florence Park Community Centre	Independent Free	Registered Club	Independent Free	OX 4 3NH
Jolly Postboys	Greene King	Pubs & Full On	Greene King	OX 4 3PH
Hawkwell House Hotel	Accor Hotels	Pubs & Full On	Accor Hotels	OX 4 4DZ
Tree Hotel	Omshanti Group	Pubs & Full On	Omshanti Group	OX 4 4EY
Golden Ball	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX 4 4LQ
Royal British Legion Club	Independent Free	Registered Club	Independent Free	OX 4 4LZ
George	Independent Free	Pubs & Full On	Independent Free	OX 4 4PU
Catherine Wheel	Independent Free	Pubs & Full On	Independent Free	OX 4 4YP
Littlemore Rugby Club	Independent Free	Registered Club	Independent Free	OX 4 4FY
Indoor Bowls Association	Independent Free	Registered Club	Independent Free	OX 4 6LD
Oxford Stadium Supporters Club	Independent Free	Registered Club	Independent Free	OX 4 6LJ
Florence Park Bowls Club	Independent Free	Registered Club	Independent Free	OX 4 3NH
Longwall Beefeater	Whitbread	Pubs & Full On	Whitbread	OX 4 2JT
De Vere Oxford Thames	InterContinental Hotels Group	Pubs & Full On	Starwood Capital Group	OX 4 4GX
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	OX 4 4XP
Oxford United Football Club	Independent Free	Proprietary Club	Independent Free	OX 4 4XP
William Morris	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OX 4 3LR
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	OX 4 4XP
Ozone Multiplex Cinema	Independent Free	Pubs & Full On	Independent Free	OX 4 4XP
David Lloyd Leisure	David Lloyd Leisure Ltd	Proprietary Club	David Lloyd Leisure Ltd	OX 4 2JY
Gala Bingo	Gala Group	Proprietary Club	Gala Group	OX 4 4XP
Karma Restaurant	Independent Free	Restaurant	Independent Free	OX 4 2EA
Kassam Stadium Conference And Events	Independent Free	Pubs & Full On	Independent Free	OX 4 4XP
Oxy Oriental	Independent Free	Restaurant	Independent Free	OX 4 4XP
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	OX 4 4XP
Magdalen Centre	Independent Free	Pubs & Full On	Independent Free	OX 4 4GA
Blackbird	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX 4 6HT
Hampton By Hilton	Atlas Hotels	Pubs & Full On	Atlas Hotels	OX 4 4XP
Templars Bar & Kitchen	Independent Free	Pubs & Full On	Independent Free	OX 4 3YJ
Js Sports Bar	Independent Free	Pubs & Full On	Independent Free	OX 4 4XP
Rose Hill Community Centre	Independent Free	Registered Club	Independent Free	OX 4 4HF
Gravitee Golf	Independent Free	Pubs & Full On	Independent Free	OX 4 4XP

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04216\_Golden Ball, Littlemore, OX4 4LQ (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:** P04216\_Golden Ball, Littlemore, OX4 4LQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	980	9.6	22.1	43		
2 Rising Prosperity	1,364	13.4	10.2	131		
3 Comfortable Communities	2,903	28.4	26.5	107		
4 Financially Stretched	2,428	23.8	23.7	100		
5 Urban Adversity	2,482	24.3	17.2	141		
6 Not Private Households	55	0.5	0.3	157		
Graph						
<b>Total households</b>	<b>10,212</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: P04216\_Golden Ball, Littlemore, OX4 4LQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	72	0.7	1.1	64		
1.B Executive Wealth	502	4.9	11.3	43		
1.C Mature Money	406	4.0	9.6	41		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	24	0.2	3.8	6		
2.E Career Climbers	1,340	13.1	6.4	206		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	711	7.0	6.0	117		
3.H Steady Neighbourhoods	1,098	10.8	7.4	145		
3.I Comfortable Seniors	111	1.1	2.9	38		
3.J Starting Out	983	9.6	4.6	211		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	263	2.6	8.0	32		
4.M Striving Families	1,674	16.4	7.4	220		
4.N Poorer Pensioners	491	4.8	5.8	83		
<b>5. Urban Adversity</b>						
5.O Young Hardship	220	2.2	6.3	34		
5.P Struggling Estates	1,002	9.8	5.7	172		
5.Q Difficult Circumstances	1,260	12.3	5.2	235		
<b>6. Not Private Households</b>						
6.R Not Private Households	55	0.5	0.3	157		
<b>Total households</b>	<b>10,212</b>					

Acorn Group Pen Portrait

**4 M Striving Families** 4.1M UK Adults    7.8% of UK

**Struggling families on limited incomes in urban areas.** These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

**CORE DEMOGRAPHICS**

Age range <b>25-44</b>	Children at home <b>3+</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Semi-detached or terraced</b>

**FINANCIAL PROFILE**

Household income UK: <b>£33k</b> London: <b>£38k</b> <small>Average: £10k    Average: £16k</small>	% Disposable income UK: <b>41%</b> London: <b>35%</b> <small>Average: 43%    Average: 29%</small>	Financial situation 
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**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

I worry about online security <b>58%</b> <small>UK average: 59%</small>	Shopping online makes my life easier <b>60%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>29%</b> <small>UK average: 28%</small>
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**TOP BEHAVIOURS**

<b>Moderate internet use</b>	<b>Below average social media use – apart from TikTok</b>	<b>Use of Direct.Gov website</b>
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**A B C D E F G H I J K L M N O P Q R**



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

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Area: P04216\_Golden Ball, Littlemore, OX4 4LQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

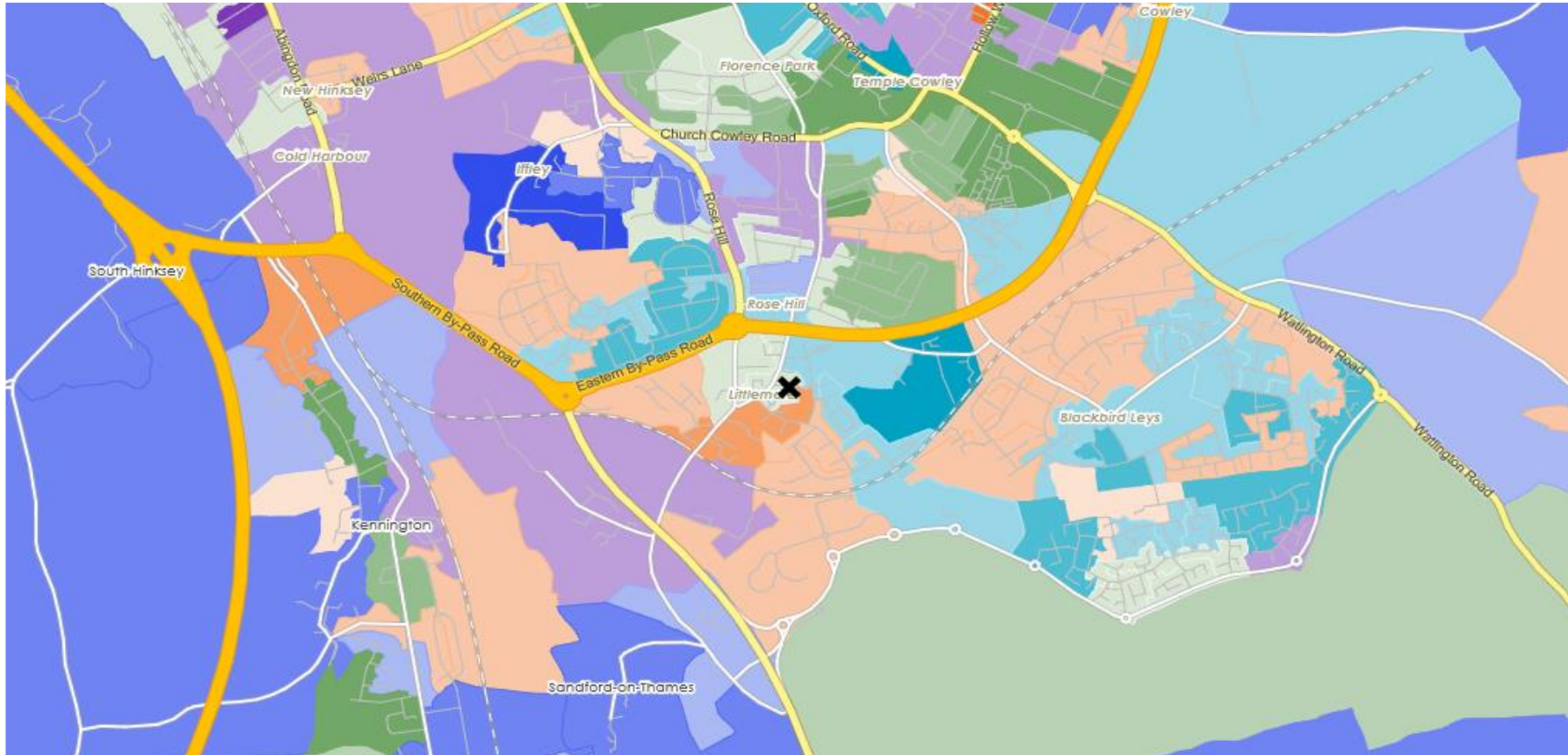
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	72	0.7	0.9	82			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	11	0.1	2.6	4			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	61	0.6	2.2	27			
1.B.7 Affluent professionals	163	1.6	0.9	187			
1.B.8 Prosperous suburban families	267	2.6	1.5	170			
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	34	0.3	3.1	11			
1.C.11 Settled suburbia, older people	309	3.0	2.8	107			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	63	0.6	1.3	48			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	24	0.2	0.7	34			
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	58	0.6	2.0	29			
2.E.19 First time buyers in small, modern homes	1,282	12.6	3.4	370			
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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	69	0.7	2.7	25			
3.G.25 Larger family homes, multi-ethnic areas	589	5.8	0.8	693			
3.G.26 Semi-professional families, owner occupied neighbourhoods	53	0.5	2.4	21			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	332	3.3	3.5	94			
3.H.28 Owner occupied terraces, average income	555	5.4	1.6	339			
3.H.29 Established suburbs, older families	211	2.1	2.3	88			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	111	1.1	2.4	46			
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	428	4.2	2.2	195			
3.J.33 Smaller houses and starter homes	555	5.4	2.4	226			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	215	2.1	1.4	146			
4.L.38 Semi-skilled workers in traditional neighbourhoods	48	0.5	2.6	18			
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			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	49	0.5	1.6	30			
4.M.42 Struggling young families in post-war terraces	706	6.9	1.6	422			
4.M.43 Families in right-to-buy estates	897	8.8	2.0	431			
4.M.44 Post-war estates, limited means	22	0.2	2.2	10			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	62	0.6	0.8	77			
4.N.46 Elderly people in social rented flats	136	1.3	1.0	129			
4.N.47 Low income older people in smaller semis	150	1.5	2.2	66			
4.N.48 Pensioners and singles in social rented flats	143	1.4	1.7	82			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	98	1.0	2.2	44			
5.O.50 Struggling younger people in mixed tenure	74	0.7	1.8	40			
5.O.51 Young people in small, low cost terraces	48	0.5	2.3	21			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	36	0.4	1.6	23			
5.P.53 Low income terraces	6	0.1	0.8	7			
5.P.54 Multi-ethnic, purpose-built estates	34	0.3	1.0	34			
5.P.55 Deprived and ethnically diverse in flats	14	0.1	0.7	19			
5.P.56 Low income large families in social rented semis	912	8.9	1.6	558			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	774	7.6	1.5	502			
5.Q.58 Singles and young families, some receiving benefits	177	1.7	1.8	98			
5.Q.59 Deprived areas and high-rise flats	309	3.0	2.0	154			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	26	0.3	0.1	428			
6.R.61 Inactive communal population	29	0.3	0.3	100			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>10,212</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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

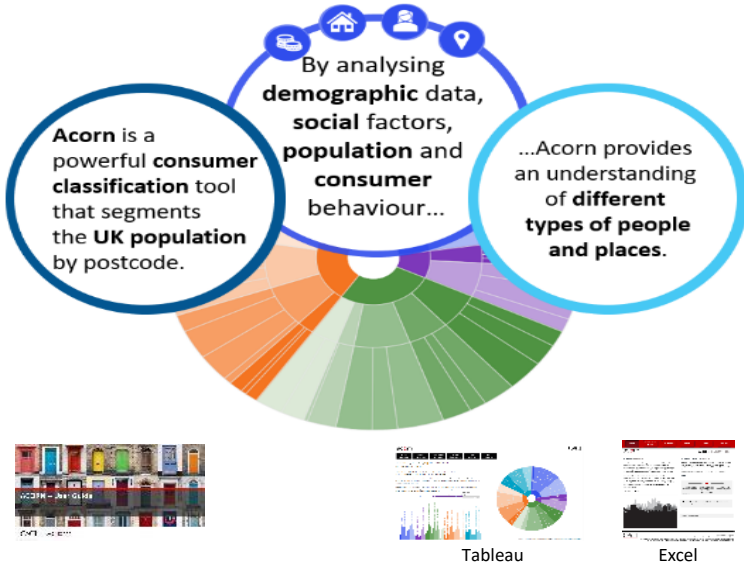
**Acorn Groups**

- 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
	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**

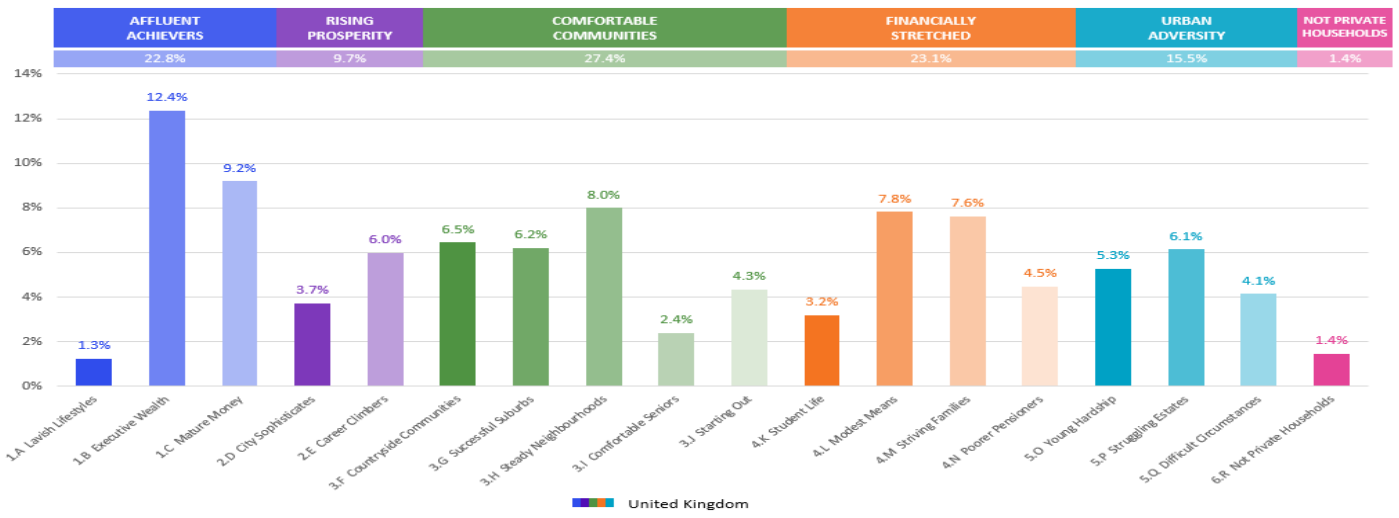
House tenure: **Owned outright**

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%





# MAP OF AREA

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