

# CGA LICENCED PREMISES

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Area: P01364\_Retired Soldier, Malvern, WR14 1PC  
 Base: Great Britain  
 Year: 2023

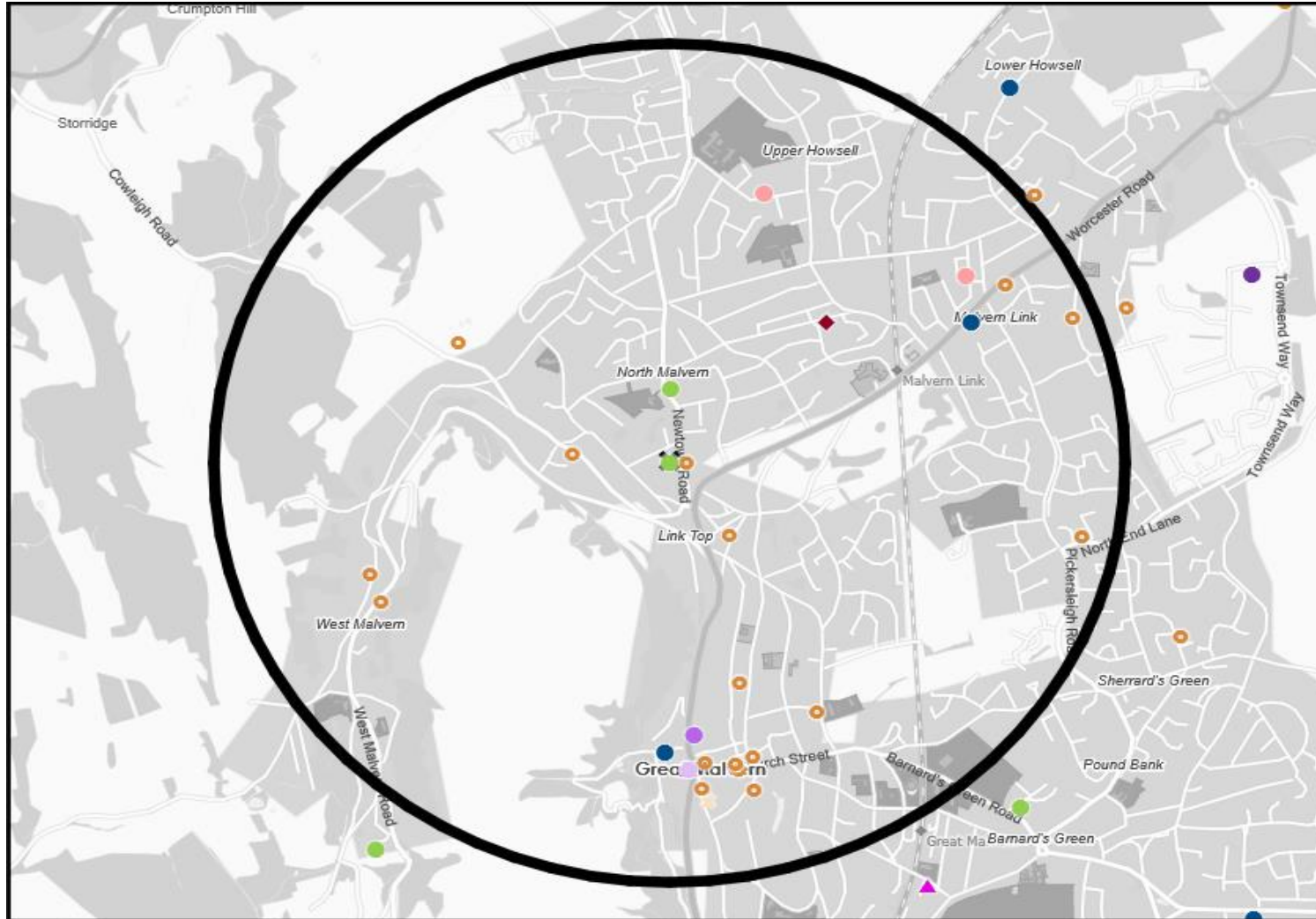
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	103.1	81.7	126			
Proprietary Club	0	0.0	7.3	0			
Registered Club	7	40.1	28.2	142			
Restaurant	7	40.1	32.1	125			
Residential	2	11.5	2.7	428			

Name	Description	License Type	Owner Name	Postcode
Unicorn Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR14 4PZ
Malvern Rugby Club	Independent Free	Registered Club	Independent Free	WR14 1AJ
Anchor Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR14 1LH
Gloster Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR14 1ND
Newtown Club	Independent Free	Registered Club	Independent Free	WR14 1NZ
Retired Soldier	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR14 1PD
Prince of Wales	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR14 1PF
Star Hotel	Independent Free	Pubs & Full On	Independent Free	WR14 1QE
Express Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR14 1RN
Bakery Inn	Marston's	Pubs & Full On	Marston's	WR14 1SS
Anupam Restaurant	Independent Free	Restaurant	Independent Free	WR14 2AE
Malvern Hills Conservative Club	Independent Free	Registered Club	Independent Free	WR14 2AY
Barnards Green Cricket Club	Independent Free	Registered Club	Independent Free	WR14 2ET
Great Malvern Hotel	Independent Free	Pubs & Full On	Independent Free	WR14 2HN
Cotford Hotel	Independent Free	Residential	Independent Free	WR14 2HU
Nags Head	Independent Free	Pubs & Full On	Independent Free	WR14 2JG
Manor Park Club	Independent Free	Registered Club	Independent Free	WR14 2TL
Abbey Hotel	Sarova Hotels	Pubs & Full On	Sarova Hotels	WR14 3ET
Malvern Theatre Festival Theatre	Independent Free	Pubs & Full On	Independent Free	WR14 3HB
West Malvern Institute Club	Independent Free	Registered Club	Independent Free	WR14 4AY
Royal British Legion Club	Independent Free	Registered Club	Independent Free	WR14 4BX
Mount Pleasant Hotel	Independent Free	Pubs & Full On	Independent Free	WR14 4PZ
Foley Arms Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	WR14 4QS
Red Lion	Marston's	Pubs & Full On	Marston's	WR14 4RG
Beauchamp Arms	Independent Free	Pubs & Full On	Independent Free	WR14 1SS
White Season Restaurant	Independent Free	Restaurant	Independent Free	WR14 2AA
Fig	Independent Free	Restaurant	Independent Free	WR14 2AE
May Link	Independent Free	Restaurant	Independent Free	WR14 1SS
Vasai	Independent Free	Restaurant	Independent Free	WR14 1AA
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	WR14 4PZ
Cowleigh Park Farm Bed & Breakfast	Independent Free	Residential	Independent Free	WR13 5HJ
Alturo Lounge	Loungers	Pubs & Full On	Loungers	WR14 4PZ
Malvern Lounge	Independent Free	Pubs & Full On	Independent Free	WR14 3ES
Spice Cottage	Independent Free	Restaurant	Independent Free	WR14 1SS

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P01364\_Retired Soldier, Malvern, WR14 1PD (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:** P01364\_Retired Soldier, Malvern, WR14 1PD (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	3,052	37.5	22.1	170		
 2 Rising Prosperity	603	7.4	10.2	73		
 3 Comfortable Communities	2,516	30.9	26.5	117		
 4 Financially Stretched	1,526	18.8	23.7	79		
 5 Urban Adversity	405	5.0	17.2	29		
 6 Not Private Households	33	0.4	0.3	118		
 Graph						
<b>Total households</b>	<b>8,135</b>					

### 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: P01364\_Retired Soldier, Malvern, WR14 1PD (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	0	0.0	1.1	0			
1.B Executive Wealth	706	8.7	11.3	77			
1.C Mature Money	2,346	28.8	9.6	299			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	603	7.4	6.4	116			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	204	2.5	5.7	44			
3.G Successful Suburbs	557	6.8	6.0	115			
3.H Steady Neighbourhoods	613	7.5	7.4	102			
3.I Comfortable Seniors	481	5.9	2.9	207			
3.J Starting Out	661	8.1	4.6	179			
<b>4. Financially Stretched</b>							
4.K Student Life	18	0.2	2.5	9			
4.L Modest Means	664	8.2	8.0	102			
4.M Striving Families	390	4.8	7.4	64			
4.N Poorer Pensioners	454	5.6	5.8	97			
<b>5. Urban Adversity</b>							
5.O Young Hardship	189	2.3	6.3	37			
5.P Struggling Estates	112	1.4	5.7	24			
5.Q Difficult Circumstances	104	1.3	5.2	24			
<b>6. Not Private Households</b>							
6.R Not Private Households	33	0.4	0.3	118			
<b>Total households</b>	<b>8,135</b>						

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**

- Age range: **18-24**
- Children at home: **0**
- House tenure: **Privately renting**
- Family structure: **Single**
- Number of beds: **4+**
- House type: **Flat or maisonette**

**BRANDS**

- SHOPPING: CB&J, flying tiger, H&M, KIKO
- LEISURE: Ed's, TORTILLA, McDonald's, Y&Y
- WEBSITES: COSO, Spotify, JUST EAT, BuzzFeed

**DIGITAL ATTITUDES**

- I worry about online security: **58%** (UK average: 48%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **44%** (UK average: 28%)

**FINANCIAL PROFILE**

- Household income: UK **£33k**, London **£36k** (Averages: £40k, £46k)
- % Disposable income: UK **26%**, London **16%** (Averages: 43%, 29%)
- Financial situation: **Running into debt** to **Saving a lot**

**TOP BEHAVIOURS**

- Love to buy new gadgets and appliances
- Research beauty online
- Social media: Snapchat, YouTube and TikTok



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

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Area: P01364\_Retired Soldier, Malvern, WR14 1PD (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

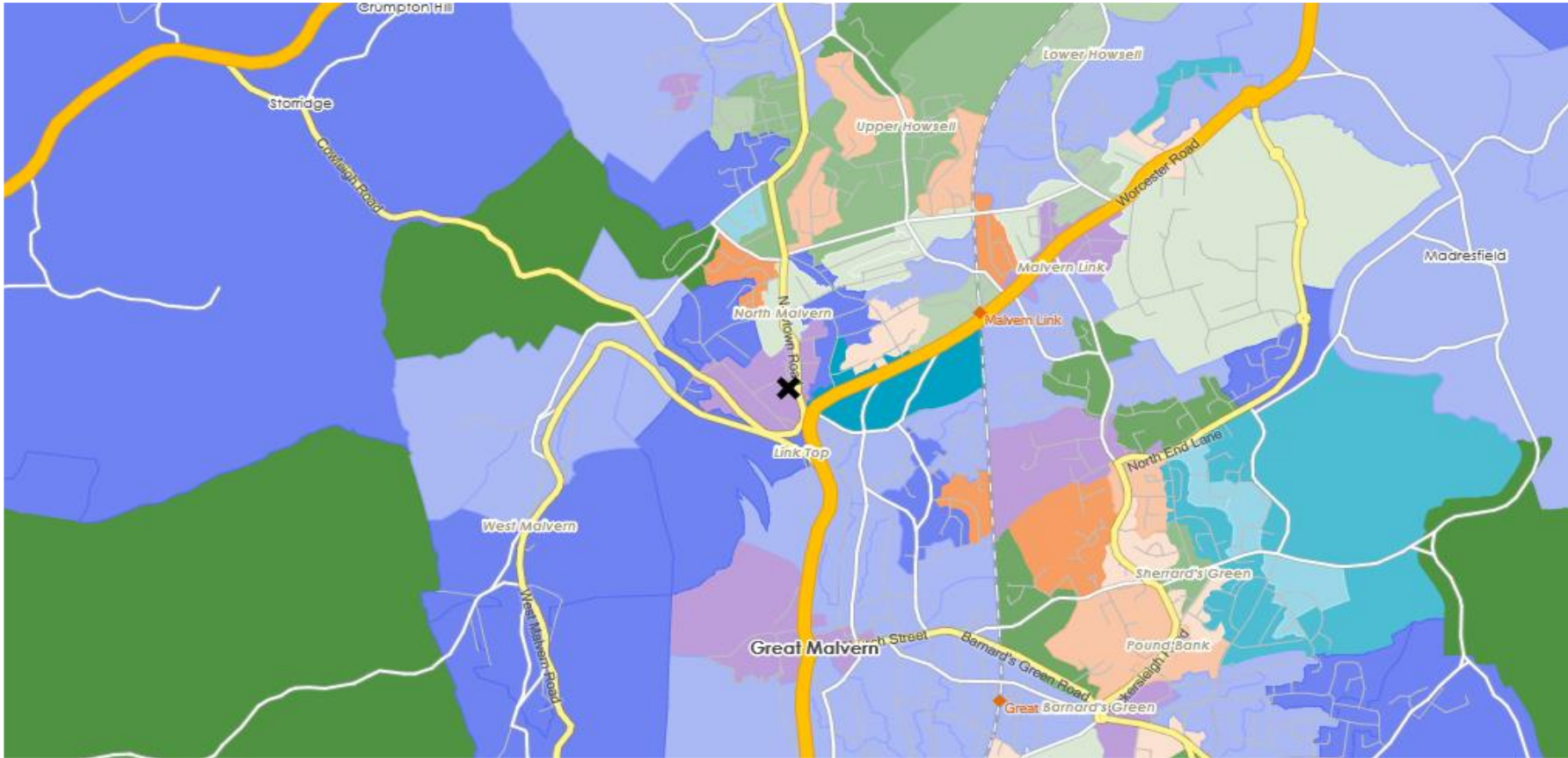
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	324	4.0	2.6	151			
1.B.5 Wealthy countryside commuters	72	0.9	2.5	36			
1.B.6 Financially comfortable families	41	0.5	2.2	23			
1.B.7 Affluent professionals	54	0.7	0.9	78			
1.B.8 Prosperous suburban families	124	1.5	1.5	99			
1.B.9 Well-off edge of towners	91	1.1	1.6	70			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	279	3.4	3.1	111			
1.C.11 Settled suburbia, older people	528	6.5	2.8	230			
1.C.12 Retired and empty nesters	634	7.8	2.5	316			
1.C.13 Upmarket downsizers	905	11.1	1.3	860			
<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	0.7	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	154	1.9	2.0	96			
2.E.19 First time buyers in small, modern homes	449	5.5	3.4	163			
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	204	2.5	3.2	78			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	468	5.8	2.7	213			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	89	1.1	2.4	45			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	323	4.0	3.5	115			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	290	3.6	2.3	152			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	233	2.9	2.4	121			
3.I.31 Elderly singles in purpose-built accommodation	248	3.0	0.5	628			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	45	0.6	2.2	26			
3.J.33 Smaller houses and starter homes	616	7.6	2.4	316			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	18	0.2	0.3	66			
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	161	2.0	1.4	137			
4.L.38 Semi-skilled workers in traditional neighbourhoods	266	3.3	2.6	124			
4.L.39 Fading owner occupied terraces	237	2.9	2.9	100			
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	188	2.3	1.6	145			
4.M.42 Struggling young families in post-war terraces	46	0.6	1.6	34			
4.M.43 Families in right-to-buy estates	156	1.9	2.0	94			
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	52	0.6	0.8	81			
4.N.46 Elderly people in social rented flats	67	0.8	1.0	80			
4.N.47 Low income older people in smaller semis	76	0.9	2.2	42			
4.N.48 Pensioners and singles in social rented flats	259	3.2	1.7	187			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	189	2.3	2.2	106			
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			
<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	1.0	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	112	1.4	1.6	86			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	104	1.3	1.5	85			
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			
<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	33	0.4	0.3	142			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>8,135</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01364\_Retired Soldier, Malvern, WR14 1PD (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
	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		

### 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

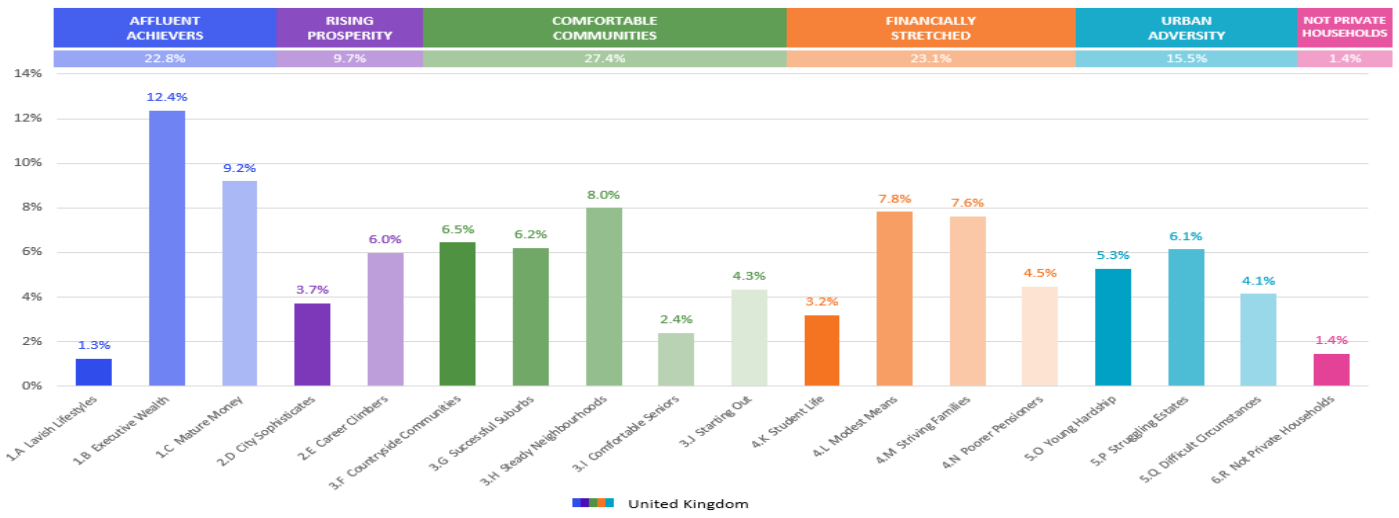
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



# MAP OF AREA

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