

CGA LICENCED PREMISES

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Area: P03871_Wheatsheaf, Bishops Stortford, CM
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	16	61.1	81.7	75			
Proprietary Club	2	7.6	7.3	105			
Registered Club	7	26.7	28.2	95			
Restaurant	19	72.6	32.1	226			
Residential	0	0.0	2.7	0			

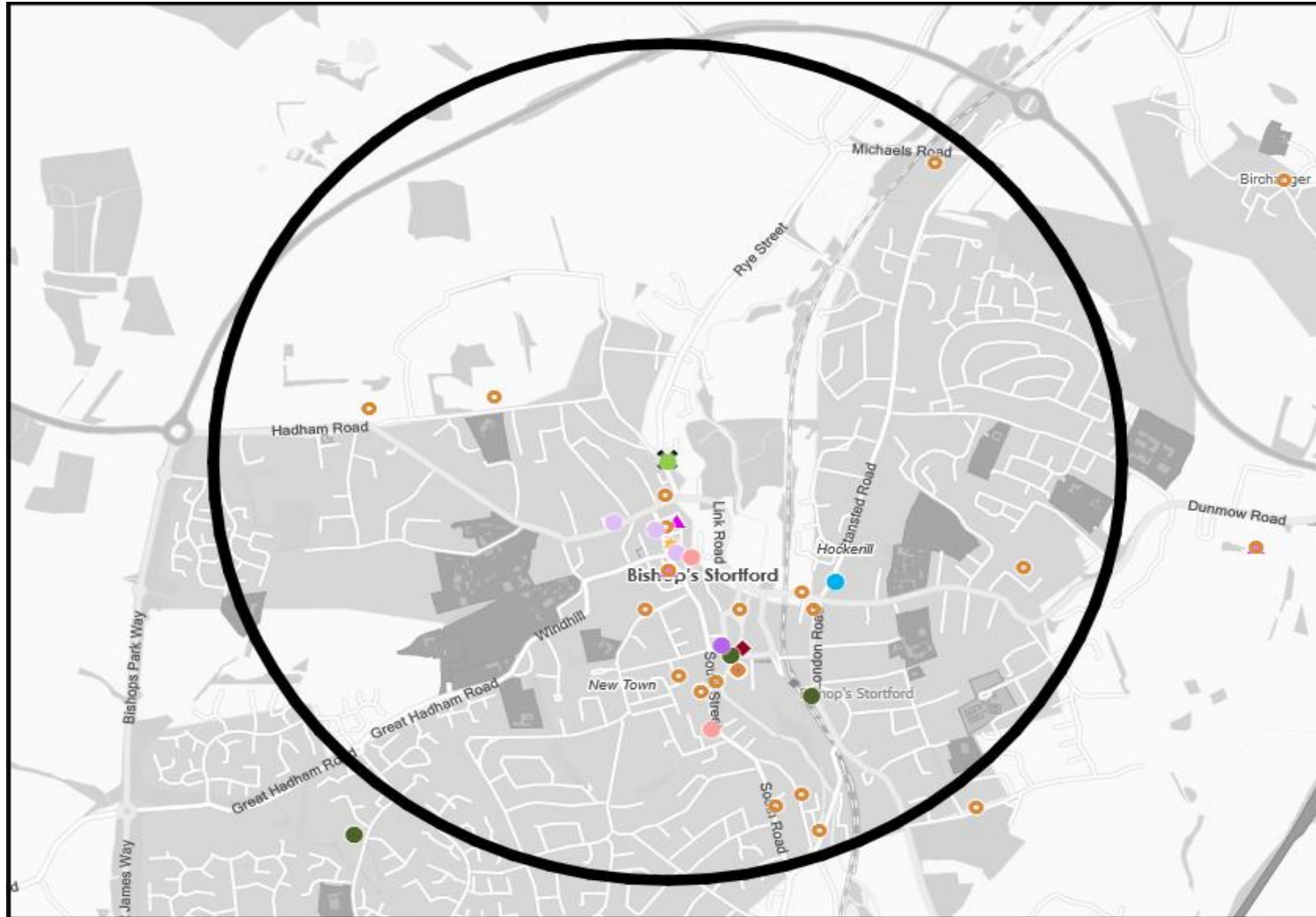
Name	Description	License Type	Owner Name	Postcode
Cock Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	CM23 2DX
Water Lane	Anglian Country Inns Ltd	Pubs & Full On	Anglian Country Inns Ltd	CM23 2JZ
India Cottage Tandoori	Independent Free	Restaurant	Independent Free	CM23 2ET
Wheatsheaf	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM23 2EU
Star	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CM23 2JU
Black Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM23 2JY
Half Moon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CM23 2LD
Prezzo	Prezzo plc	Restaurant	Prezzo plc	CM23 2LD
Bishops Stortford Swifts Football Club	Independent Free	Registered Club	Independent Free	CM23 2QE
Bishop Stortford Squash Club	Independent Free	Registered Club	Independent Free	CM23 2QE
Bishop Stortford Rugby Club	Independent Free	Registered Club	Independent Free	CM23 2QE
Zara	Stonegate Pub Company	Restaurant	Stonegate Pub Company	CM23 2QS
Bridge House	Independent Free	Pubs & Full On	Independent Free	CM23 3BG
Bishops Stortford Working Mens Club	Independent Free	Registered Club	Independent Free	CM23 3BG
Butcher And Grill	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	CM23 3BJ
Rose & Crown	Greene King	Pubs & Full On	Greene King	CM23 3BL
Jolly Brewers	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CM23 3BQ
Rivermill	Independent Free	Restaurant	Independent Free	CM23 3DH
Baan Taihtayi	Independent Free	Restaurant	Independent Free	CM23 3DS
Castle	Independent Free	Pubs & Full On	Independent Free	CM23 3TG
Three Tuns	Greene King	Pubs & Full On	Greene King	CM23 3NF
Bishops Stortford Sports Trust	Independent Free	Registered Club	Independent Free	CM23 2TD
South Mill Arts	Independent Free	Registered Club	Independent Free	CM23 3JG
Pizza Express	Hony Capital	Restaurant	Hony Capital	CM23 2LD
Bacchus	Independent Free	Pubs & Full On	Independent Free	CM23 3BP
Ace Of Lanes	Independent Free	Proprietary Club	Independent Free	CM23 3BP
Prickly Pear	Independent Free	Restaurant	Independent Free	CM23 2DH
Bishops Stortford Football Club	Independent Free	Registered Club	Independent Free	CM23 5GZ
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Proprietary Club	Cannons Group Ltd	CM23 3BP
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	CM23 2LQ
Shadhona	Independent Free	Restaurant	Independent Free	CM23 3AL
Venue 97	Independent Free	Restaurant	Independent Free	CM23 3SN
Cafe Masala	Independent Free	Pubs & Full On	Independent Free	CM23 5ND
Dough & Co	Dough & Co Essex Ltd	Restaurant	Dough & Co Essex Ltd	CM23 3UU
Host	Independent Free	Restaurant	Independent Free	CM23 3UU
Skew	Independent Free	Restaurant	Independent Free	CM23 3AX
Dogs Head	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	CM23 3UU
Port Jackson	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CM23 3AJ
Pircio	Independent Free	Restaurant	Independent Free	CM23 3UU
Home And Eat	Independent Free	Restaurant	Independent Free	CM23 2TH
Cote	Cote Restaurants	Restaurant	Cote Restaurants	CM23 2LD
Bishop's Cave	Independent Free	Pubs & Full On	Independent Free	CM23 2LW
Dough & Co	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	CM23 3BP
Burger Amour	Independent Free	Restaurant	Independent Free	CM23 3BP

MAP OF AREA

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Source: OS Open Data 2018

Area: P03871_Wheatsheaf, Bishops Stortford, CM23 2EU (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: P03871_Wheatsheaf, Bishops Stortford, CM23 2EU (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,857	34.3	22.1	155		
2 Rising Prosperity	2,192	19.5	10.2	191		
3 Comfortable Communities	2,795	24.9	26.5	94		
4 Financially Stretched	1,203	10.7	23.7	45		
5 Urban Adversity	1,153	10.3	17.2	60		
6 Not Private Households	46	0.4	0.3	119		
Graph						
Total households	11,246					

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: P03871_Wheatsheaf, Bishops Stortford, CM23 2EU (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	189	1.7	1.1	153		
1.B Executive Wealth	2,486	22.1	11.3	195		
1.C Mature Money	1,182	10.5	9.6	109		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	2,192	19.5	6.4	306		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	1,042	9.3	6.0	156		
3.H Steady Neighbourhoods	354	3.1	7.4	42		
3.I Comfortable Seniors	286	2.5	2.9	89		
3.J Starting Out	1,113	9.9	4.6	217		
4. Financially Stretched						
4.K Student Life	111	1.0	2.5	39		
4.L Modest Means	76	0.7	8.0	8		
4.M Striving Families	693	6.2	7.4	83		
4.N Poorer Pensioners	323	2.9	5.8	50		
5. Urban Adversity						
5.O Young Hardship	334	3.0	6.3	48		
5.P Struggling Estates	413	3.7	5.7	64		
5.Q Difficult Circumstances	406	3.6	5.2	69		
6. Not Private Households						
6.R Not Private Households	46	0.4	0.3	119		
Total households	11,246					

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING 		
LEISURE 		
WEBSITES 		

DIGITAL AND TECH

ATTITUDES

I worry about online security 60% <small>UK average: 59%</small>	Shopping online makes my life easier 68% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 31% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income UK: £54k <small>Average: £40k</small> London: £54k <small>Average: £46k</small>	% Disposable income UK: 23% <small>Average: 43%</small> London: 20% <small>Average: 29%</small>	Financial situation
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TOP BEHAVIOURS

Post online ratings / reviews online	Book travel and holidays online	Social media: Pinterest, Insta and Twitter
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03871_Wheatshaf, Bishops Stortford, CM23 2EU (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	3	0.0	0.1	26			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	186	1.7	0.9	193			
1.B Executive Wealth							
1.B.4 Asset rich families	656	5.8	2.6	221			
1.B.5 Wealthy countryside commuters	5	0.0	2.5	2			
1.B.6 Financially comfortable families	343	3.0	2.2	137			
1.B.7 Affluent professionals	296	2.6	0.9	309			
1.B.8 Prosperous suburban families	516	4.6	1.5	299			
1.B.9 Well-off edge of towners	670	6.0	1.6	370			
1.C Mature Money							
1.C.10 Better-off villagers	472	4.2	3.1	136			
1.C.11 Settled suburbia, older people	606	5.4	2.8	191			
1.C.12 Retired and empty nesters	15	0.1	2.5	5			
1.C.13 Upmarket downsizers	89	0.8	1.3	61			
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	782	7.0	2.0	352			
2.E.19 First time buyers in small, modern homes	1,410	12.5	3.4	370			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	235	2.1	2.7	77			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	807	7.2	2.4	296			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	39	0.3	3.5	10			
3.H.28 Owner occupied terraces, average income	60	0.5	1.6	33			
3.H.29 Established suburbs, older families	255	2.3	2.3	97			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	117	1.0	2.4	44			
3.I.31 Elderly singles in purpose-built accommodation	169	1.5	0.5	309			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	785	7.0	2.2	324			
3.J.33 Smaller houses and starter homes	328	2.9	2.4	122			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	29	0.3	0.3	77			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	82	0.7	1.9	38			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	76	0.7	1.4	47			
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	112	1.0	1.6	62			
4.M.42 Struggling young families in post-war terraces	301	2.7	1.6	163			
4.M.43 Families in right-to-buy estates	180	1.6	2.0	79			
4.M.44 Post-war estates, limited means	100	0.9	2.2	41			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	79	0.7	0.8	89			
4.N.46 Elderly people in social rented flats	121	1.1	1.0	104			
4.N.47 Low income older people in smaller semis	34	0.3	2.2	14			
4.N.48 Pensioners and singles in social rented flats	89	0.8	1.7	46			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	207	1.8	2.2	84			
5.O.50 Struggling younger people in mixed tenure	127	1.1	1.8	63			
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	29	0.3	1.6	17			
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	384	3.4	1.6	213			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	111	1.0	1.5	65			
5.Q.58 Singles and young families, some receiving benefits	91	0.8	1.8	46			
5.Q.59 Deprived areas and high-rise flats	204	1.8	2.0	92			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	7	0.1	0.1	105			
6.R.61 Inactive communal population	39	0.3	0.3	122			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,246						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03871_Wheatsheaf, Bishops Stortford, CM23 2EU (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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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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