

CGA LICENCED PREMISES

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Area: P04058_Buckingham Arms, Leighton Buzzard
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	21	91.4	81.7	112			
Proprietary Club	2	8.7	7.3	120			
Registered Club	9	39.2	28.2	139			
Restaurant	9	39.2	32.1	122			
Residential	0	0.0	2.7	0			

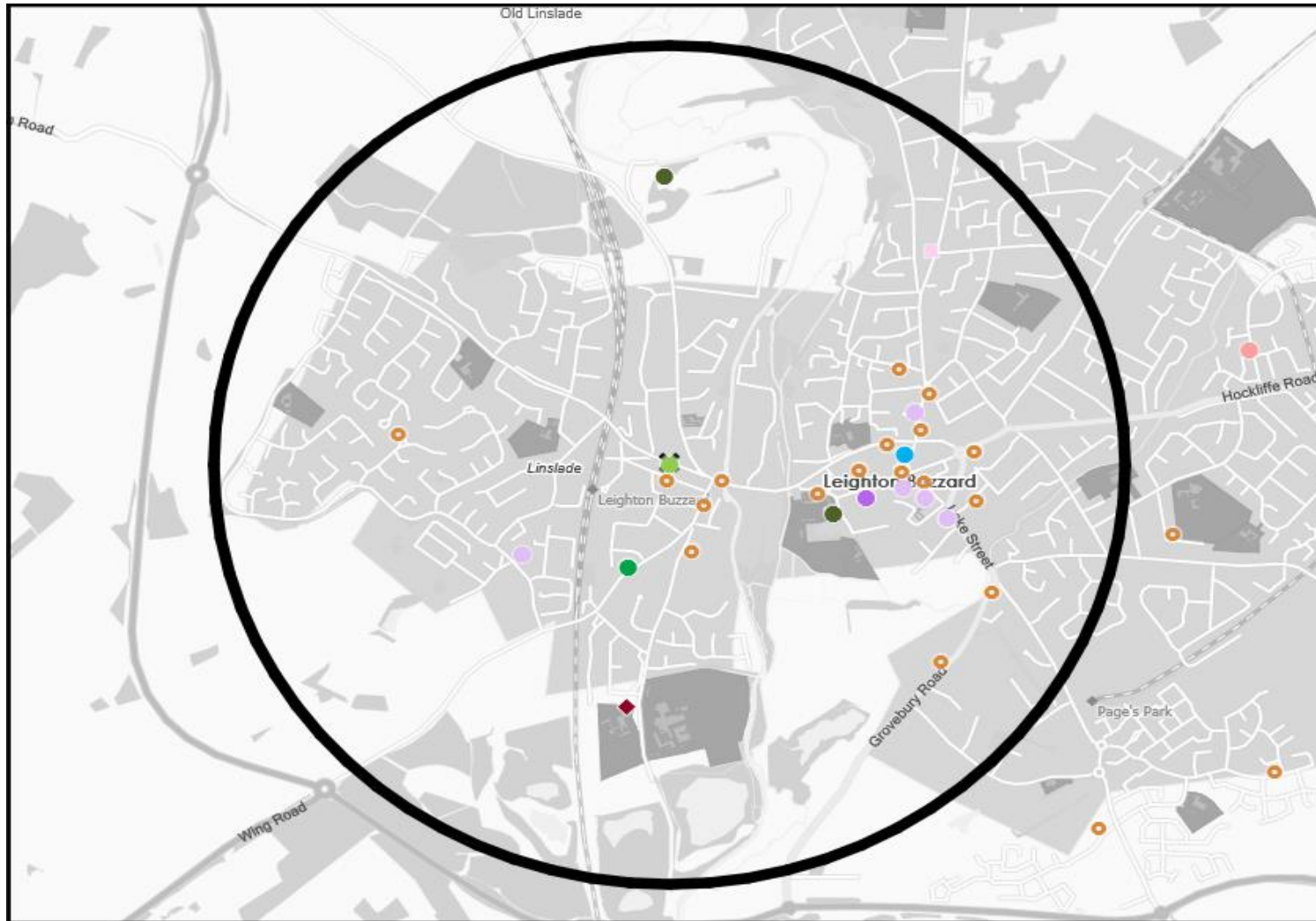
Name	Description	License Type	Owner Name	Postcode
Linslade Bowls Club	Independent Free	Registered Club	Independent Free	LU 7 2NY
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LU 7 1DA
Peppermint	Independent Free	Pubs & Full On	Independent Free	LU 7 1AU
Golden Bell	Greene King	Pubs & Full On	Greene King	LU 7 1AE
Leighton Buzzard Con	Independent Free	Registered Club	Independent Free	LU 7 1EA
Black Lion	Independent Free	Pubs & Full On	Independent Free	LU 7 1EA
Red Lion	Punch Pub Company	Pubs & Full On	Punch Pub Company	LU 7 1EF
Dragon Inn	Independent Free	Restaurant	Independent Free	LU 7 1EN
Wheatsheaf	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LU 7 1EQ
Himalaya Tandoori	Independent Free	Restaurant	Independent Free	LU 7 1ES
Top Bell	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LU 7 1EY
Cafe The Vibes	Independent Free	Restaurant	Independent Free	LU 7 1LF
White Horse	Independent Free	Pubs & Full On	Independent Free	LU 7 2LS
Ship	Ei Group	Pubs & Full On	Ei Group	LU 7 2NN
Gables Masonic Hall	Independent Free	Registered Club	Independent Free	LU 7 2NN
Tiddenfoot Leisure Ctre	Unknown	Proprietary Club	Unknown	LU 7 2PA
Hare	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LU 7 2PR
Buckingham Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LU 7 2RB
Globe Inn	Greene King	Pubs & Full On	Greene King	LU 7 2TA
Stag	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	LU 7 3AB
Oliver And Hare	Independent Free	Pubs & Full On	Independent Free	LU 7 1HJ
Sun	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LU 7 1RX
Leighton Snooker Centre	Independent Free	Proprietary Club	Independent Free	LU 7 1SE
Southcott Village Resident Association	Independent Free	Registered Club	Independent Free	LU 7 2PJ
Leighton Buzzard Bowling Club	Independent Free	Registered Club	Independent Free	LU 7 4SW
Office	Independent Free	Pubs & Full On	Independent Free	LU 7 1RT
Picture House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LU 7 1RT
Indian Ocean Restaurant	Independent Free	Restaurant	Independent Free	LU 7 2NG
Raj Tandoori Restaurant	Independent Free	Restaurant	Independent Free	LU 7 2RB
Bell Close Sports Association	Independent Free	Registered Club	Independent Free	LU 7 1RS
Leighton Town Football Club	Independent Free	Registered Club	Independent Free	LU 7 1RX
Swan Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	LU 7 1EA
Methi Indian Cuisine	Independent Free	Restaurant	Independent Free	LU 7 1AL
Shan Shui Cottage	Independent Free	Restaurant	Independent Free	LU 7 1EA
Pizza Express	Hony Capital	Restaurant	Hony Capital	LU 7 1EU
Leighton Buzzard Theatre	Independent Free	Pubs & Full On	Independent Free	LU 7 1RX
Mama Rosas	Independent Free	Restaurant	Independent Free	LU 7 1EF
Bald Buzzard Alehouse	Independent Free	Pubs & Full On	Independent Free	LU 7 1HJ
Leighton Buzzard Cricket Club	Independent Free	Registered Club	Independent Free	LU 7 4SB
Ollie Vees	Independent Free	Pubs & Full On	Independent Free	LU 7 1EU
Crooked Crow Bar	Independent Free	Pubs & Full On	Independent Free	LU 7 1DH

MAP OF AREA

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Source: OS Open Data 2018

Area: P04058_Buckingham Arms, Leighton Buzzard, LU7 2RB (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: P04058_Buckingham Arms, Leighton Buzzard, LU7 2RB (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,281	12.5	22.1	57		
 2 Rising Prosperity	1,561	15.2	10.2	150		
 3 Comfortable Communities	4,087	39.9	26.5	151		
 4 Financially Stretched	1,717	16.8	23.7	71		
 5 Urban Adversity	1,533	15.0	17.2	87		
 6 Not Private Households	58	0.6	0.3	165		
 Graph						
Total households	10,237					

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: P04058_Buckingham Arms, Leighton Buzzard, LU7 2RB (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	927	9.1	11.3	80			
1.C Mature Money	354	3.5	9.6	36			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1,561	15.2	6.4	239			
3. Comfortable Communities							
3.F Countryside Communities	88	0.9	5.7	15			
3.G Successful Suburbs	1,432	14.0	6.0	235			
3.H Steady Neighbourhoods	770	7.5	7.4	102			
3.I Comfortable Seniors	367	3.6	2.9	125			
3.J Starting Out	1,430	14.0	4.6	307			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	673	6.6	8.0	82			
4.M Striving Families	567	5.5	7.4	74			
4.N Poorer Pensioners	477	4.7	5.8	81			
5. Urban Adversity							
5.O Young Hardship	838	8.2	6.3	131			
5.P Struggling Estates	234	2.3	5.7	40			
5.Q Difficult Circumstances	461	4.5	5.2	86			
6. Not Private Households							
6.R Not Private Households	58	0.6	0.3	165			
Total households	10,237						

Acorn Group Pen Portrait

3 J Starting Out 2.2M UK Adults 4.2% of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Mortgaged	Family structure Couple with children
Number of beds 3	House type Terraced

FINANCIAL PROFILE

Household income UK: £43k London: £47k Average: £40k / Average: £48k	% Disposable income UK: 39% London: 32% Average: 43% / Average: 29%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

DIGITAL

ATTITUDES

I worry about online security 60% UK average: 55%	Shopping online makes my life easier 63% UK average: 62%	I love the ease of using chat bots to get answers 28% UK average: 28%
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TOP BEHAVIOURS

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04058_Buckingham Arms, Leighton Buzzard, LU7 2RB (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	381	3.7	2.6	141			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	252	2.5	2.2	111			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	144	1.4	1.5	92			
1.B.9 Well-off edge of towners	150	1.5	1.6	91			
1.C Mature Money							
1.C.10 Better-off villagers	100	1.0	3.1	32			
1.C.11 Settled suburbia, older people	216	2.1	2.8	75			
1.C.12 Retired and empty nesters	12	0.1	2.5	5			
1.C.13 Upmarket downsizers	26	0.3	1.3	20			
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	761	7.4	2.0	376			
2.E.19 First time buyers in small, modern homes	800	7.8	3.4	230			
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	88	0.9	3.2	27			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	651	6.4	2.7	236			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	781	7.6	2.4	315			
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	237	2.3	1.6	145			
3.H.29 Established suburbs, older families	533	5.2	2.3	223			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	199	1.9	2.4	82			
3.I.31 Elderly singles in purpose-built accommodation	168	1.6	0.5	338			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	736	7.2	2.2	334			
3.J.33 Smaller houses and starter homes	694	6.8	2.4	282			
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	225	2.2	1.4	152			
4.L.38 Semi-skilled workers in traditional neighbourhoods	312	3.0	2.6	116			
4.L.39 Fading owner occupied terraces	136	1.3	2.9	46			
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	143	1.4	1.6	88			
4.M.42 Struggling young families in post-war terraces	90	0.9	1.6	54			
4.M.43 Families in right-to-buy estates	265	2.6	2.0	127			
4.M.44 Post-war estates, limited means	69	0.7	2.2	31			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	118	1.2	0.8	146			
4.N.46 Elderly people in social rented flats	169	1.7	1.0	160			
4.N.47 Low income older people in smaller semis	66	0.6	2.2	29			
4.N.48 Pensioners and singles in social rented flats	124	1.2	1.7	71			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	623	6.1	2.2	278			
5.O.50 Struggling younger people in mixed tenure	201	2.0	1.8	109			
5.O.51 Young people in small, low cost terraces	14	0.1	2.3	6			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	99	1.0	1.6	62			
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	135	1.3	1.6	82			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	192	1.9	1.5	124			
5.Q.58 Singles and young families, some receiving benefits	87	0.8	1.8	48			
5.Q.59 Deprived areas and high-rise flats	182	1.8	2.0	90			
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	58	0.6	0.3	199			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,237						

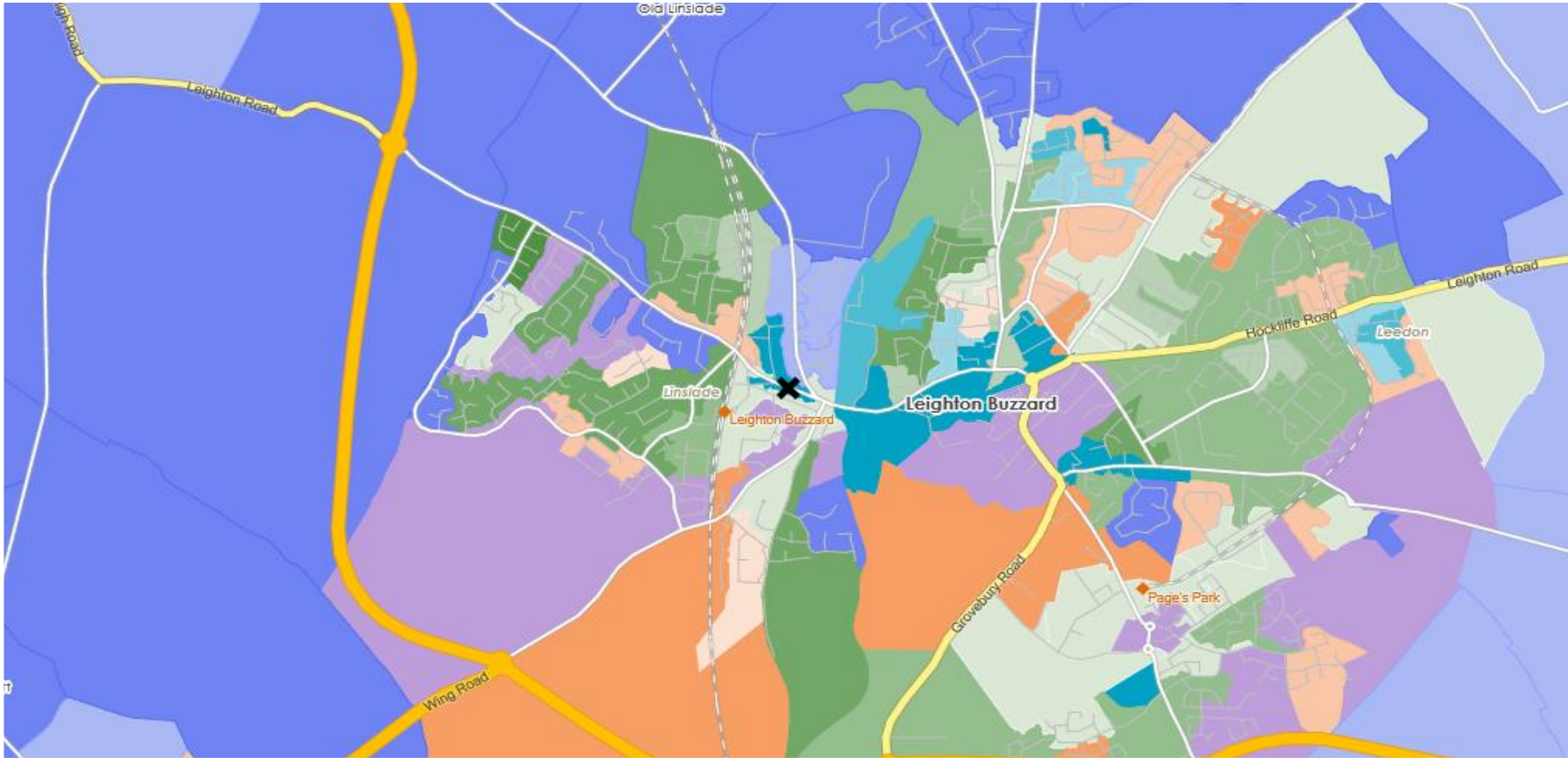
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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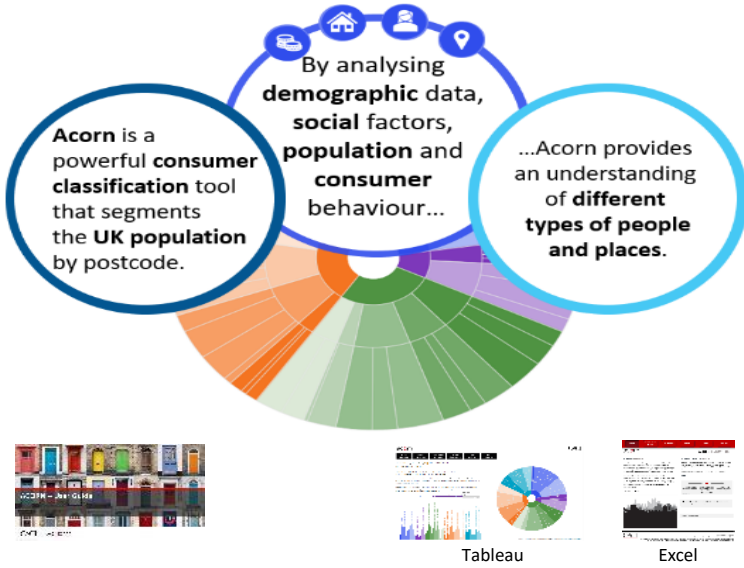
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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

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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