

CGA LICENCED PREMISES

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Area: P01328_Rainham Arms, Gillingham, ME8 8N
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	64.6	81.7	79			
Proprietary Club	1	5.9	7.3	81			
Registered Club	3	17.6	28.2	63			
Restaurant	5	29.4	32.1	92			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Rose Inn	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME 8 8DR
Manor Farm	Whitbread	Pubs & Full On	Whitbread	ME 8 7JE
Cricketers	Greene King	Pubs & Full On	Greene King	ME 8 7JH
Meridian Spice	Independent Free	Restaurant	Independent Free	ME 8 7JH
Rainham Kent Social Club	Independent Free	Registered Club	Independent Free	ME 8 7PJ
Mackland Arms	Shepherd Neame	Pubs & Full On	Shepherd Neame	ME 8 7PS
Railway	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	ME 8 7SF
Angel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ME 8 7UH
White Horse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ME 8 8AA
United Services Club	Independent Free	Registered Club	Independent Free	ME 8 8AY
Tandoori Parlour	Independent Free	Restaurant	Independent Free	ME 8 8AY
Rainham Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ME 8 8NP
Three Sisters	Unknown	Pubs & Full On	Unknown	ME 8 8QR
Rainham Cricket Club	Independent Free	Registered Club	Independent Free	ME 8 7NL
Jordans Snooker Club	Independent Free	Proprietary Club	Independent Free	ME 8 7HW
Barnyard	Independent Free	Restaurant	Independent Free	ME 9 7EZ
Hons	Independent Free	Restaurant	Independent Free	ME 8 8BA
Grill Guys	Independent Free	Restaurant	Independent Free	ME 8 8AR
Prince Of Ales	Independent Free	Pubs & Full On	Independent Free	ME 8 8AN
Christine	Independent Free	Pubs & Full On	Independent Free	ME 8 8PT

MAP OF AREA

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 Source: OS Open Data 2018

Area: P01328_Rainham Arms, Gillingham, ME8 8NP (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: P01328_Rainham Arms, Gillingham, ME8 8NP (1 Mile contour)
 Base: Great Britain
 Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	855	11.8	22.1	53		
2 Rising Prosperity	170	2.3	10.2	23		
3 Comfortable Communities	3,874	53.2	26.5	201		
4 Financially Stretched	1,424	19.6	23.7	83		
5 Urban Adversity	953	13.1	17.2	76		
6 Not Private Households	0	0.0	0.3	0		
Total households	7,276					

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: P01328_Rainham Arms, Gillingham, ME8 8NP (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	399	5.5	11.3	48			
1.C Mature Money	456	6.3	9.6	65			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	170	2.3	6.4	37			
3. Comfortable Communities							
3.F Countryside Communities	95	1.3	5.7	23			
3.G Successful Suburbs	1,053	14.5	6.0	243			
3.H Steady Neighbourhoods	1,619	22.3	7.4	300			
3.I Comfortable Seniors	570	7.8	2.9	274			
3.J Starting Out	537	7.4	4.6	162			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,211	16.6	8.0	208			
4.M Striving Families	113	1.6	7.4	21			
4.N Poorer Pensioners	100	1.4	5.8	24			
5. Urban Adversity							
5.O Young Hardship	793	10.9	6.3	174			
5.P Struggling Estates	111	1.5	5.7	27			
5.Q Difficult Circumstances	49	0.7	5.2	13			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	7,276						

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: P01328_Rainham Arms, Gillingham, ME8 8NP (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

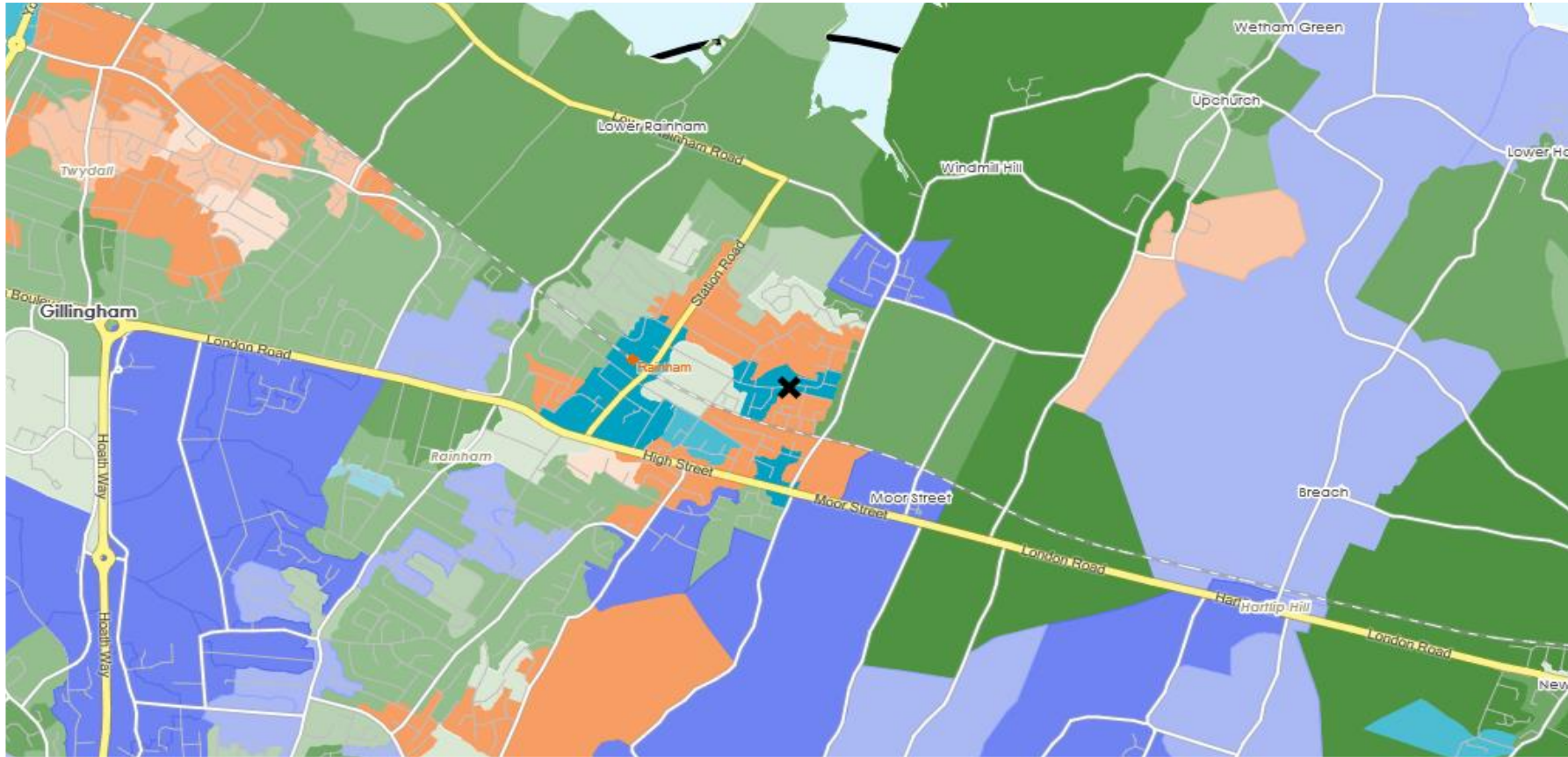
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	88	1.2	2.6	46			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	135	1.9	2.2	83			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	47	0.6	1.5	42			
1.B.9 Well-off edge of towners	129	1.8	1.6	110			
1.C Mature Money							
1.C.10 Better-off villagers	47	0.6	3.1	21			
1.C.11 Settled suburbia, older people	325	4.5	2.8	159			
1.C.12 Retired and empty nesters	84	1.2	2.5	47			
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	111	1.5	2.0	77			
2.E.19 First time buyers in small, modern homes	59	0.8	3.4	24			
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	95	1.3	3.2	41			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	598	8.2	2.7	305			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	455	6.3	2.4	258			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	460	6.3	3.5	182			
3.H.28 Owner occupied terraces, average income	435	6.0	1.6	373			
3.H.29 Established suburbs, older families	724	10.0	2.3	425			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	522	7.2	2.4	303			
3.I.31 Elderly singles in purpose-built accommodation	48	0.7	0.5	136			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	102	1.4	2.2	65			
3.J.33 Smaller houses and starter homes	435	6.0	2.4	249			
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	188	2.6	1.4	179			
4.L.38 Semi-skilled workers in traditional neighbourhoods	398	5.5	2.6	208			
4.L.39 Fading owner occupied terraces	625	8.6	2.9	294			
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	103	1.4	1.6	86			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	10	0.1	2.2	6			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	41	0.6	0.8	72			
4.N.46 Elderly people in social rented flats	5	0.1	1.0	7			
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	54	0.7	1.7	43			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	252	3.5	2.2	158			
5.O.50 Struggling younger people in mixed tenure	366	5.0	1.8	280			
5.O.51 Young people in small, low cost terraces	175	2.4	2.3	106			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	91	1.3	1.6	80			
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	20	0.3	1.6	17			
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	25	0.3	1.8	20			
5.Q.59 Deprived areas and high-rise flats	24	0.3	2.0	17			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,276						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01328_Rainham Arms, Gillingham, ME8 8NP (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
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



Tableau

Excel

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

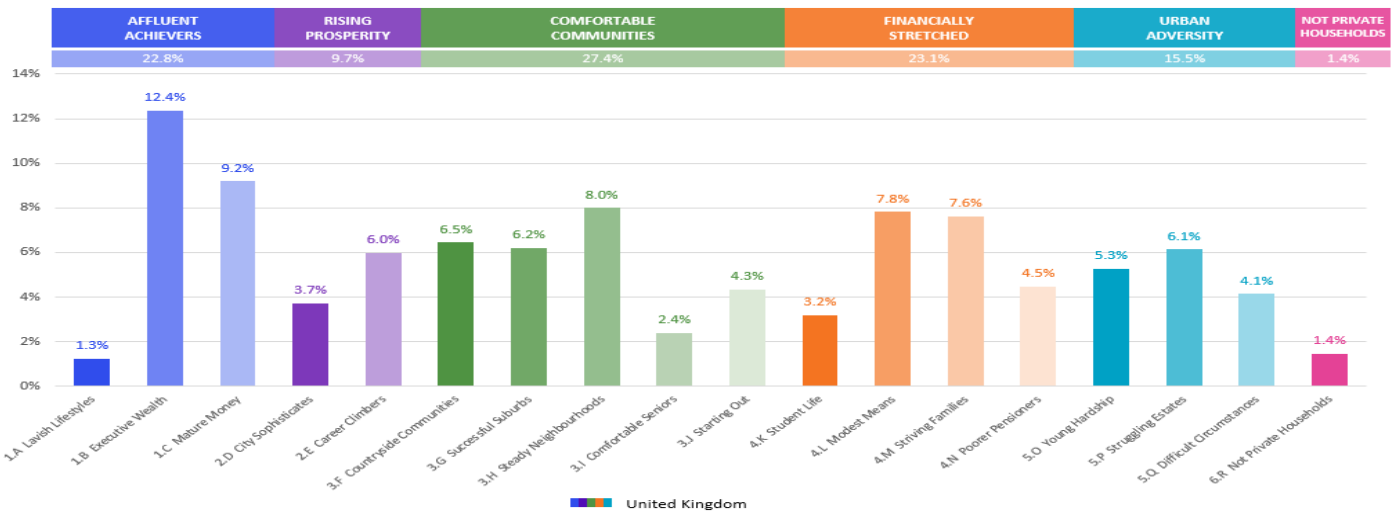
House tenure
Owned outright

Number of beds
4+

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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