

CGA LICENCED PREMISES

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Area: P04516_Ladybrook, Mansfield, NG18 5JJ (11
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	29	108.4	81.7	133			
Proprietary Club	2	7.5	7.3	103			
Registered Club	6	22.4	28.2	80			
Restaurant	2	7.5	32.1	23			
Residential	0	0.0	2.7	0			

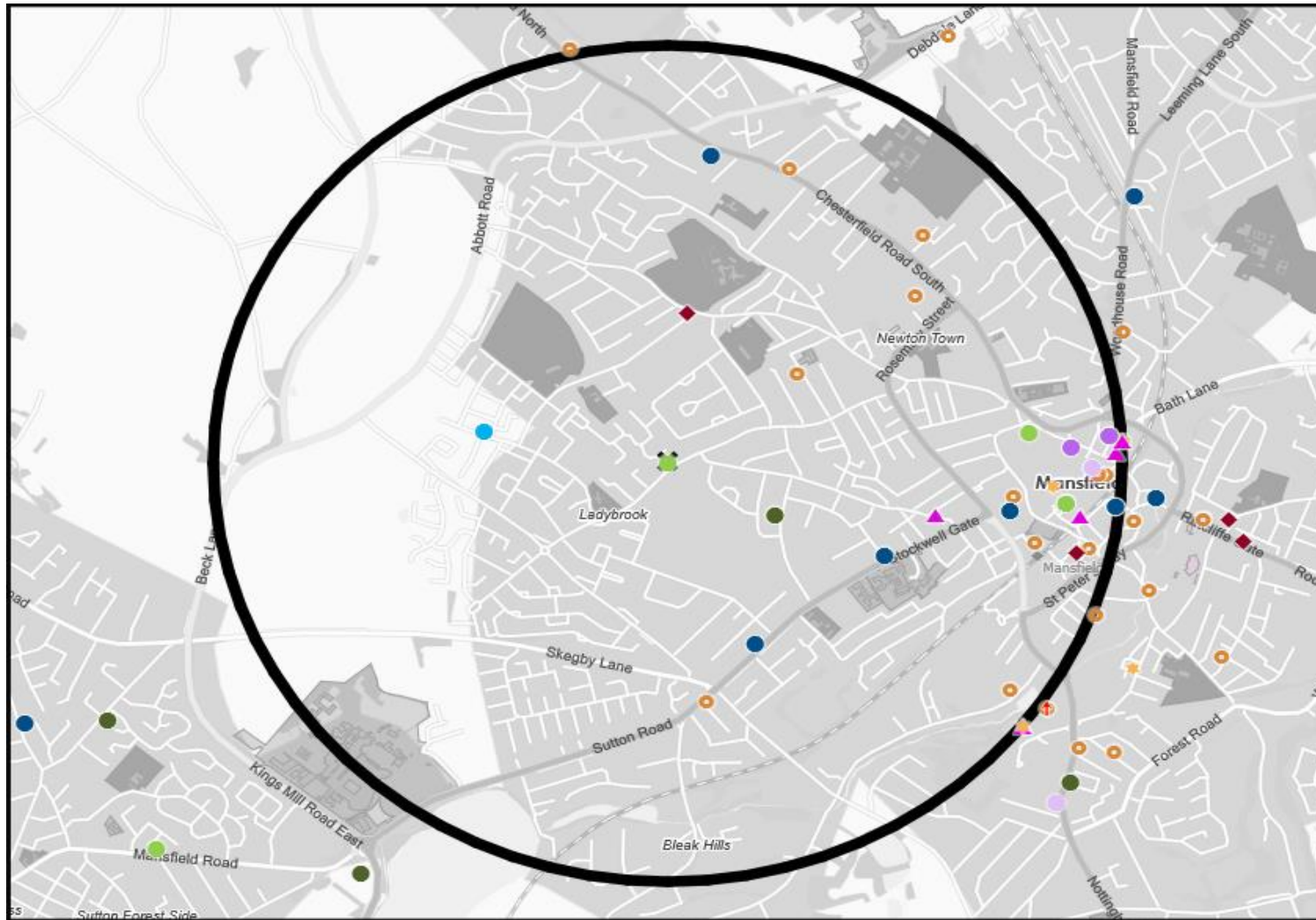
Name	Description	License Type	Owner Name	Postcode
Ye Olde Ramme Inne	Marston's	Pubs & Full On	Marston's	NG18 1AE
Swan	Marston's	Pubs & Full On	Marston's	NG18 1AE
White Hart	Independent Free	Pubs & Full On	Independent Free	NG18 1AE
Victoria Hotel	Independent Free	Pubs & Full On	Independent Free	NG18 1EB
Railway Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG18 1EF
Wheatsheaf	Marston's	Pubs & Full On	Marston's	NG18 1LA
Green Dragon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG18 1NA
Midland Hotel	Independent Free	Pubs & Full On	Independent Free	NG18 1LP
Bowl In Hand	Marston's	Pubs & Full On	Marston's	NG18 1NB
New Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG18 1RR
Mansfield Town Football Club & Social C	Independent Free	Registered Club	Independent Free	NG18 5DA
Sir John Cockle	Marston's	Pubs & Full On	Marston's	NG18 5EU
Bleak House Club	Independent Free	Registered Club	Independent Free	NG18 5EX
Ladybrook	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG18 5JJ
Red Bar And Grill	Cheeky Monkey Bars Ltd	Pubs & Full On	Cheeky Monkey Bars Ltd	NG18 5LQ
Towers Snooker Club	Independent Free	Proprietary Club	Independent Free	NG18 5NG
William Iv	Marston's	Pubs & Full On	Marston's	NG18 5QE
Redgate	Unknown	Pubs & Full On	Unknown	NG19 6EH
Local Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	NG19 6JR
West End Social Club	Independent Free	Registered Club	Independent Free	NG19 6SG
Mansfield Lawn Tennis Club	Independent Free	Registered Club	Independent Free	NG19 7AL
Linden Club	Independent Free	Registered Club	Independent Free	NG19 7EJ
Rufford Arms	Marston's	Pubs & Full On	Marston's	NG19 7ES
Superbowl 2000	Independent Free	Proprietary Club	Independent Free	NG18 1LG
Market Inn	Marston's	Pubs & Full On	Marston's	NG18 1HX
Mansfield Civic Centre	Independent Free	Registered Club	Independent Free	NG19 7BH
Bold Forester	Greene King	Pubs & Full On	Greene King	NG18 5NG
Rush	Independent Free	Pubs & Full On	Independent Free	NG18 1NU
Industria	Cheeky Monkey Bars Ltd	Pubs & Full On	Cheeky Monkey Bars Ltd	NG18 1NE
Courthouse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG18 1HX
Widow Frost	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NG18 1NB
Stag & Pheasant	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NG18 1NU
After Dark	Independent Free	Pubs & Full On	Independent Free	NG18 1NB
Cheeky Monkey	Cheeky Monkey Bars Ltd	Pubs & Full On	Cheeky Monkey Bars Ltd	NG18 1NQ
Chand Indian Cuisine	Independent Free	Restaurant	Independent Free	NG18 1NW
Rima Faz Indian Restaurant	Independent Free	Restaurant	Independent Free	NG18 1NE
Byron	Amber Taverns	Pubs & Full On	Amber Taverns	NG18 1JG
Garrison	Independent Free	Pubs & Full On	Independent Free	NG18 1NA
Capo Lounge	Loungers	Pubs & Full On	Loungers	NG18 1LE

MAP OF AREA

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Source: OS Open Data 2018

Area: P04516_Ladybrook, Mansfield, NG18 5JJ (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: P04516_Ladybrook, Mansfield, NG18 5JJ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	873	7.4	22.1	34		
2 Rising Prosperity	54	0.5	10.2	5		
3 Comfortable Communities	3,335	28.3	26.5	107		
4 Financially Stretched	4,418	37.5	23.7	158		
5 Urban Adversity	3,063	26.0	17.2	151		
6 Not Private Households	36	0.3	0.3	89		
Total households	11,779					



Graph

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04516_Ladybrook, Mansfield, NG18 5JJ (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	131	1.1	11.3	10		
1.C Mature Money	742	6.3	9.6	65		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	54	0.5	6.4	7		
3. Comfortable Communities						
3.F Countryside Communities	51	0.4	5.7	8		
3.G Successful Suburbs	1,017	8.6	6.0	145		
3.H Steady Neighbourhoods	1,451	12.3	7.4	166		
3.I Comfortable Seniors	613	5.2	2.9	182		
3.J Starting Out	203	1.7	4.6	38		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	1,339	11.4	8.0	142		
4.M Striving Families	2,163	18.4	7.4	247		
4.N Poorer Pensioners	916	7.8	5.8	135		
5. Urban Adversity						
5.O Young Hardship	2,555	21.7	6.3	347		
5.P Struggling Estates	74	0.6	5.7	11		
5.Q Difficult Circumstances	434	3.7	5.2	70		
6. Not Private Households						
6.R Not Private Households	36	0.3	0.3	89		
Total households	11,779					

Acorn Group Pen Portrait

5 Q Difficult Circumstances 2.3M UK Adults 4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

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

FINANCIAL PROFILE

Household income UK: £20k London: £25k <small>Average: £40k Average: £46k</small>	% Disposable income UK: 34% London: 29% <small>Average: 43% Average: 29%</small>	Financial situation
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BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube



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

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Area: P04516_Ladybrook, Mansfield, NG18 5JJ (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

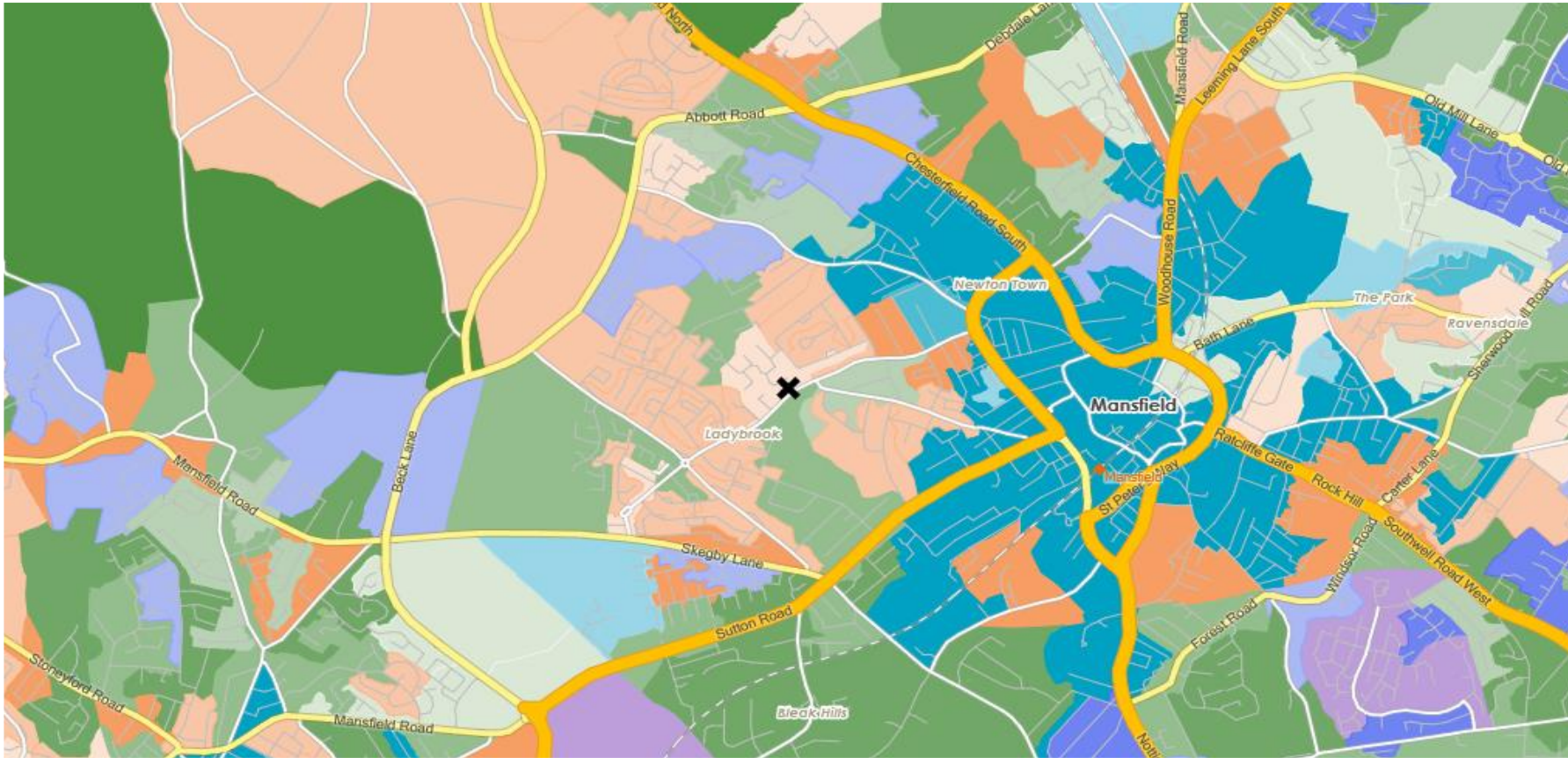
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	58	0.5	2.6	19			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	47	0.4	2.2	18			
1.B.7 Affluent professionals	18	0.2	0.9	18			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	8	0.1	1.6	4			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	44	0.4	2.8	13			
1.C.12 Retired and empty nesters	698	5.9	2.5	241			
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	54	0.5	2.0	23			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	51	0.4	3.2	13			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,017	8.6	2.7	320			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,316	11.2	3.5	322			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	135	1.1	2.3	49			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	613	5.2	2.4	219			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	39	0.3	2.2	15			
3.J.33 Smaller houses and starter homes	164	1.4	2.4	58			
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	485	4.1	1.4	285			
4.L.38 Semi-skilled workers in traditional neighbourhoods	698	5.9	2.6	225			
4.L.39 Fading owner occupied terraces	156	1.3	2.9	45			
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	52	0.4	1.6	27			
4.M.43 Families in right-to-buy estates	2,091	17.8	2.0	871			
4.M.44 Post-war estates, limited means	20	0.2	2.2	8			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	63	0.5	0.8	68			
4.N.46 Elderly people in social rented flats	177	1.5	1.0	146			
4.N.47 Low income older people in smaller semis	563	4.8	2.2	214			
4.N.48 Pensioners and singles in social rented flats	113	1.0	1.7	56			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	220	1.9	2.2	85			
5.O.50 Struggling younger people in mixed tenure	444	3.8	1.8	209			
5.O.51 Young people in small, low cost terraces	1,891	16.1	2.3	709			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	56	0.5	1.6	30			
5.P.53 Low income terraces	2	0.0	0.8	2			
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	16	0.1	1.6	8			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	61	0.5	1.5	34			
5.Q.58 Singles and young families, some receiving benefits	178	1.5	1.8	86			
5.Q.59 Deprived areas and high-rise flats	195	1.7	2.0	84			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	4	0.0	0.1	57			
6.R.61 Inactive communal population	32	0.3	0.3	95			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,779						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04516_Ladybrook, Mansfield, NG18 5JJ (1 Mile contour)



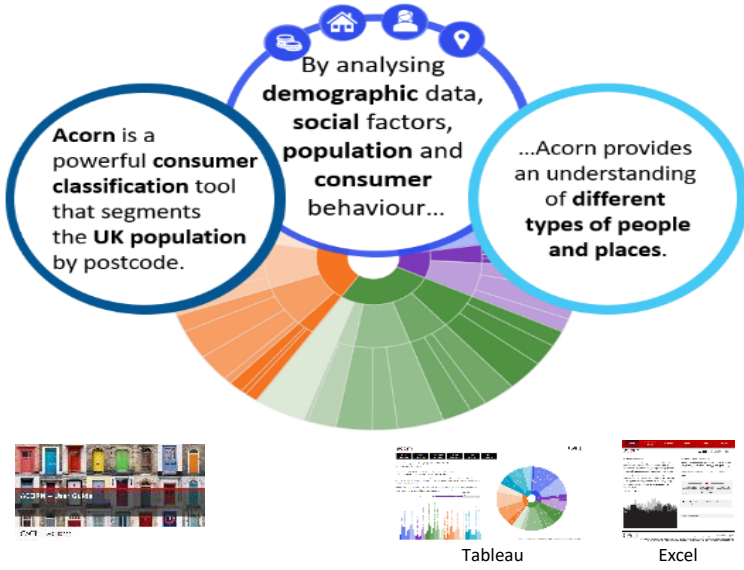
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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

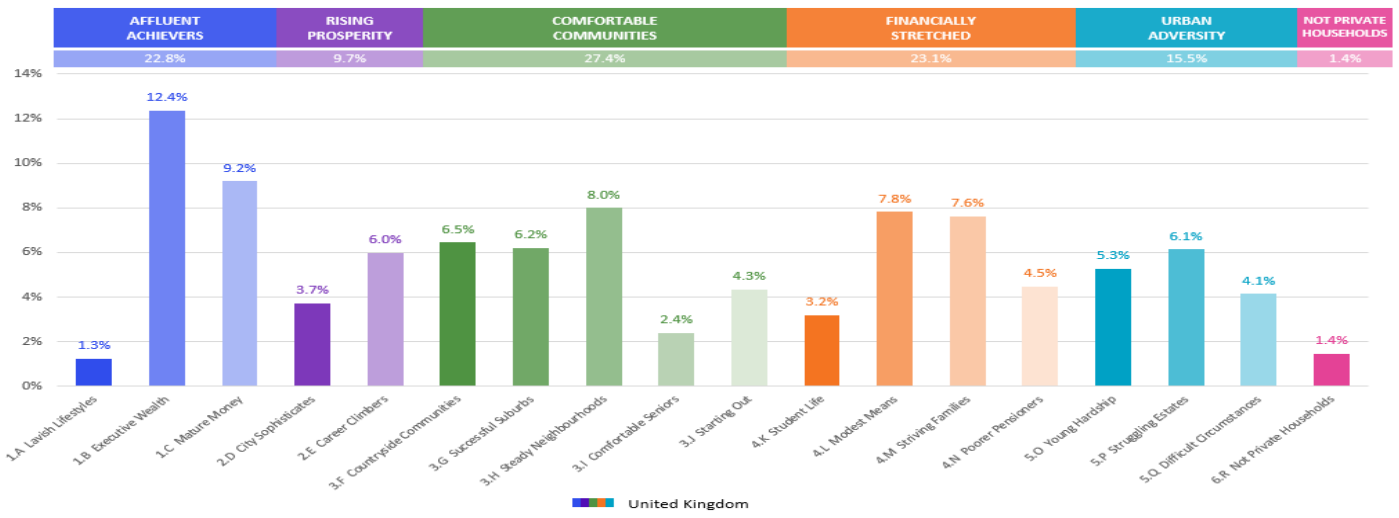
House tenure: Owned outright

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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