

# CGA LICENCED PREMISES

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Area: P02175\_Victoria, Bolton, BL5 3AH (1 Mile co  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	55.0	81.7	67		<div style="width: 67%;"></div>	
Proprietary Club	0	0.0	7.3	0	<div style="width: 0%;"></div>		
Registered Club	6	27.5	28.2	98	<div style="width: 98%;"></div>		
Restaurant	6	27.5	32.1	86		<div style="width: 86%;"></div>	
Residential	0	0.0	2.7	0	<div style="width: 0%;"></div>		

Name	Description	License Type	Owner Name	Postcode
Westhoughton Golf Club	Independent Free	Registered Club	Independent Free	BL 5 2BR
Victoria	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BL 5 3AH
Wheatsheaf	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BL 5 3AZ
La Scala	Independent Free	Restaurant	Independent Free	BL 5 3PD
Grey Man	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BL 5 2JS
White Lion	Holt	Pubs & Full On	Holt	BL 5 3AN
Westhoughton Reform Club	Independent Free	Registered Club	Independent Free	BL 5 3DE
White Horse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BL 5 3ED
Rosa	Independent Free	Restaurant	Independent Free	BL 5 3JD
Mercury Bolton Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BL 5 3JP
Mangrove	Independent Free	Restaurant	Independent Free	BL 5 3PT
Casa Nostra	Independent Free	Restaurant	Independent Free	BL 5 3RS
Brookfield Masonic Hall	Independent Free	Registered Club	Independent Free	BL 5 3SP
Westhoughton Conservative Club	Independent Free	Registered Club	Independent Free	BL 5 3TF
Wingates Sports & Social Club	Independent Free	Registered Club	Independent Free	BL 5 3PD
Rose & Crown	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BL 5 3EE
Rosehill Tavern	Holt	Pubs & Full On	Holt	BL 5 2JQ
Chinese Pavillion	Independent Free	Restaurant	Independent Free	BL 5 3AJ
Robert Shaw	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	BL 5 3AN
Koo	Independent Free	Pubs & Full On	Independent Free	BL 5 3AA
Beer School	Independent Free	Pubs & Full On	Independent Free	BL 5 3AZ
Blackedge	Independent Free	Pubs & Full On	Independent Free	BL 5 3AG
Lostock Sports Club	Independent Free	Registered Club	Independent Free	BL 6 4HH
Nabucco	Independent Free	Restaurant	Independent Free	BL 5 3AB

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P02175\_Victoria, Bolton, BL5 3AH (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:** P02175\_Victoria, Bolton, BL5 3AH (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,002	21.6	22.1	98		
 2 Rising Prosperity	585	6.3	10.2	62		
 3 Comfortable Communities	2,876	31.1	26.5	117		
 4 Financially Stretched	2,608	28.2	23.7	119		
 5 Urban Adversity	1,167	12.6	17.2	73		
 6 Not Private Households	17	0.2	0.3	53		
 Graph						
<b>Total households</b>	<b>9,255</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: P02175\_Victoria, Bolton, BL5 3AH (1 Mile contour)  
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 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	1,875	20.3	11.3	179			
1.C Mature Money	127	1.4	9.6	14			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	585	6.3	6.4	99			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	168	1.8	5.7	32			
3.G Successful Suburbs	796	8.6	6.0	144			
3.H Steady Neighbourhoods	782	8.4	7.4	114			
3.I Comfortable Seniors	257	2.8	2.9	97			
3.J Starting Out	873	9.4	4.6	207			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,530	16.5	8.0	207			
4.M Striving Families	401	4.3	7.4	58			
4.N Poorer Pensioners	677	7.3	5.8	127			
<b>5. Urban Adversity</b>							
5.O Young Hardship	478	5.2	6.3	83			
5.P Struggling Estates	337	3.6	5.7	64			
5.Q Difficult Circumstances	352	3.8	5.2	73			
<b>6. Not Private Households</b>							
6.R Not Private Households	17	0.2	0.3	53			
<b>Total households</b>	<b>9,255</b>						

Acorn Group Pen Portrait

3 F Countryside Communities
3.4M UK Adults
6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

**CORE DEMOGRAPHICS**

Age range <b>55-74</b>	Children at home <b>0</b>
House tenure Owned outright	Family structure Couple
Number of beds <b>4</b>	House type Detached

**FINANCIAL PROFILE**

Household income UK: <b>£42k</b> London: n/a Average: £40k    Average: £46k	% Disposable income UK: <b>51%</b> London: n/a Average: 43%    Average: 29%	Financial situation Running into debt    Saving a lot
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**BRANDS**

SHOPPING: LAKELAND, Spencers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

**DIGITAL ATTITUDES**

- I worry about online security: **62%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

**TOP BEHAVIOURS**

- Research sportswear or equipment online
- Buy domestic appliances online
- Wait until tech becomes cheaper before purchasing



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

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Area: P02175\_Victoria, Bolton, BL5 3AH (1 Mile contour)  
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 Year: 2023

Sort by:  Corn Structure  
 Index  
 Profile %

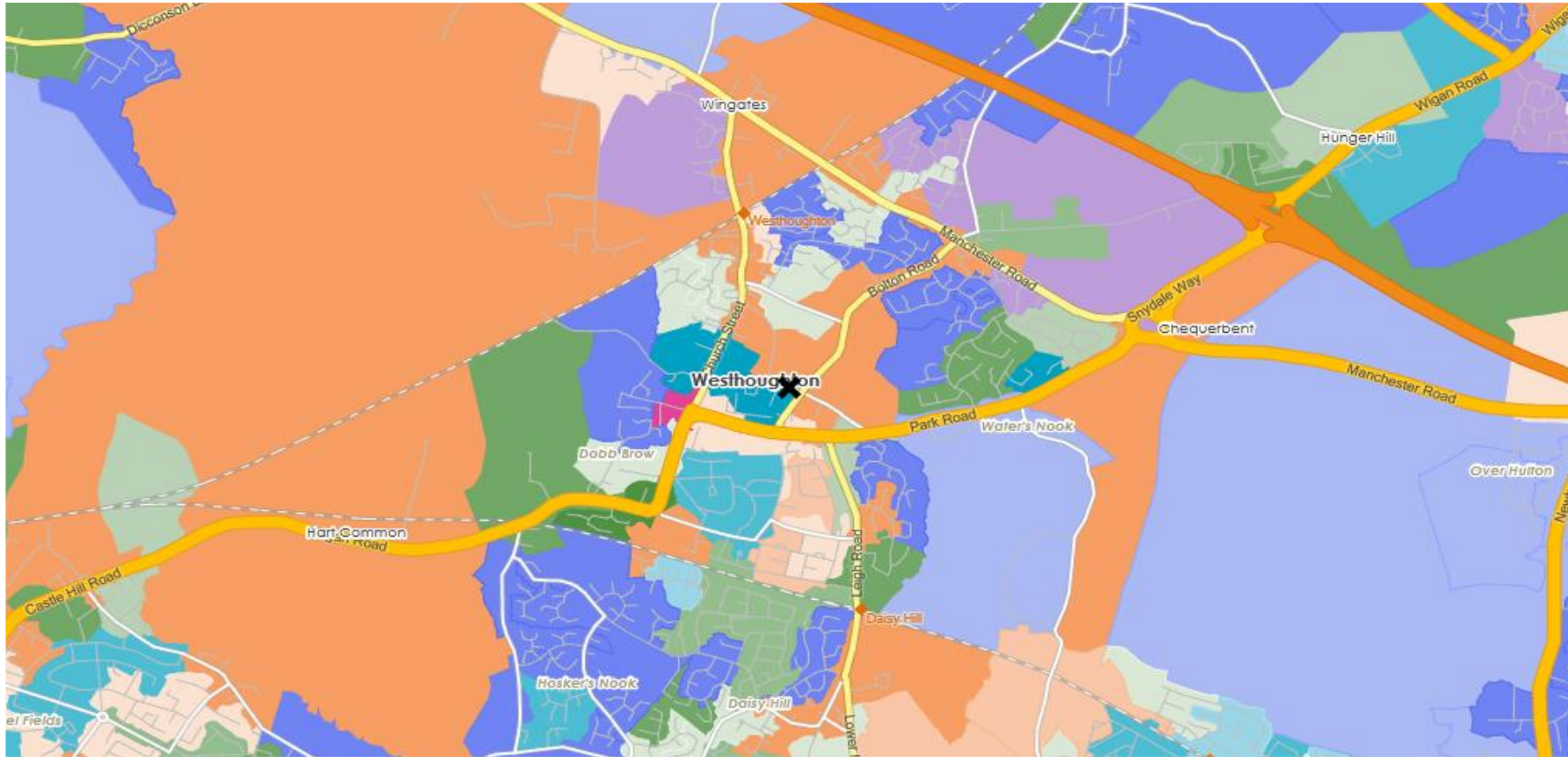
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	236	2.5	2.6	96			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	1,091	11.8	2.2	530			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	548	5.9	1.6	368			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	14	0.2	3.1	5			
1.C.11 Settled suburbia, older people	107	1.2	2.8	41			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	6	0.1	1.3	5			
<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	460	5.0	2.0	252			
2.E.19 First time buyers in small, modern homes	125	1.4	3.4	40			
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	17	0.2	1.0	18			
3.F.23 Owner occupiers in small towns and villages	151	1.6	3.2	51			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	439	4.7	2.7	176			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	357	3.9	2.4	159			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	644	7.0	3.5	201			
3.H.28 Owner occupied terraces, average income	5	0.1	1.6	3			
3.H.29 Established suburbs, older families	133	1.4	2.3	61			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	257	2.8	2.4	117			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	99	1.1	2.2	50			
3.J.33 Smaller houses and starter homes	774	8.4	2.4	348			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	51	0.6	1.4	38			
4.L.38 Semi-skilled workers in traditional neighbourhoods	534	5.8	2.6	219			
4.L.39 Fading owner occupied terraces	945	10.2	2.9	350			
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	42	0.5	1.6	28			
4.M.42 Struggling young families in post-war terraces	49	0.5	1.6	32			
4.M.43 Families in right-to-buy estates	228	2.5	2.0	121			
4.M.44 Post-war estates, limited means	82	0.9	2.2	41			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	88	1.0	0.8	121			
4.N.46 Elderly people in social rented flats	112	1.2	1.0	117			
4.N.47 Low income older people in smaller semis	286	3.1	2.2	138			
4.N.48 Pensioners and singles in social rented flats	191	2.1	1.7	121			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	141	1.5	2.2	70			
5.O.50 Struggling younger people in mixed tenure	167	1.8	1.8	100			
5.O.51 Young people in small, low cost terraces	170	1.8	2.3	81			
<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	337	3.6	1.6	228			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	46	0.5	1.5	33			
5.Q.58 Singles and young families, some receiving benefits	167	1.8	1.8	102			
5.Q.59 Deprived areas and high-rise flats	139	1.5	2.0	76			
<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	17	0.2	0.3	65			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,255</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02175\_Victoria, Bolton, BL5 3AH (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**

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+**

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%

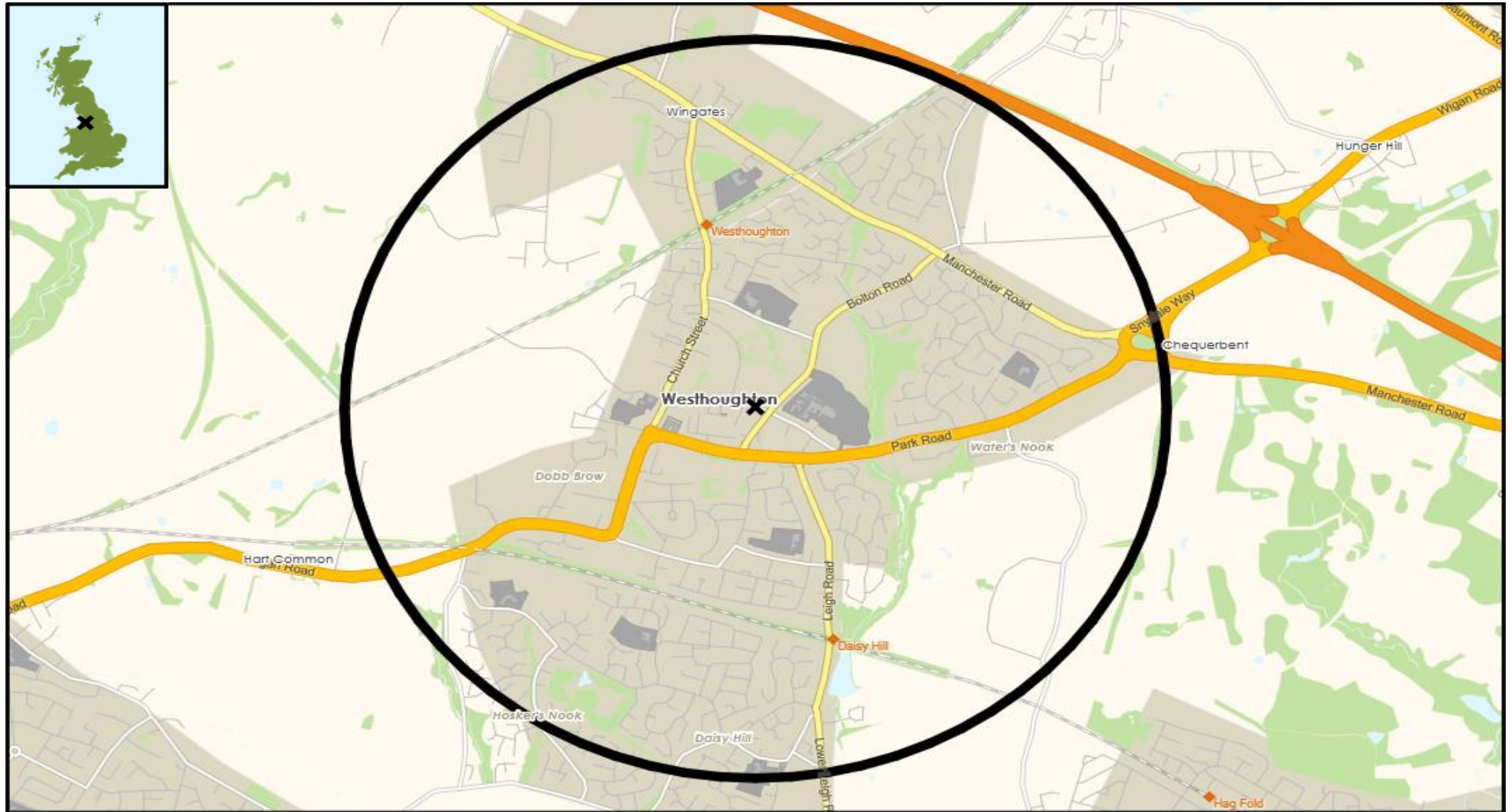


# MAP OF AREA

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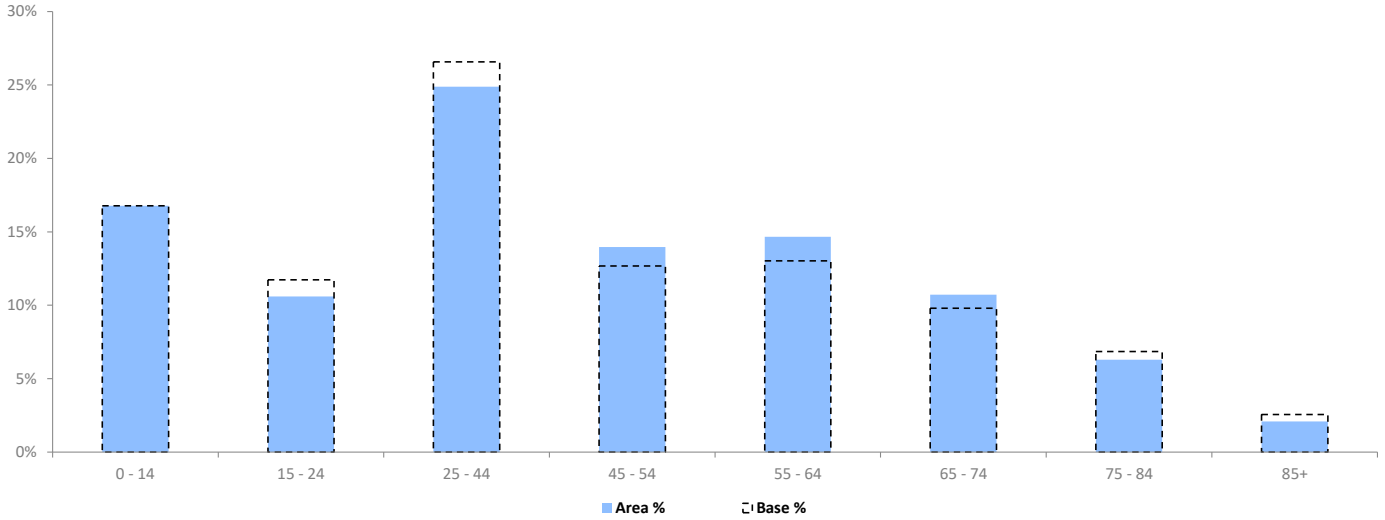


# POPULATION PROJECTIONS

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Area: P02175\_Victoria, Bolton, BL5 3AH (1 Mile contour)  
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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,657	16.8	16.8	100			
15 - 24	2,313	10.6	11.7	90			
25 - 44	5,428	24.9	26.6	94			
45 - 54	3,047	14.0	12.7	110			
55 - 64	3,198	14.7	13.0	113			
65 - 74	2,340	10.7	9.8	109			
75 - 84	1,371	6.3	6.9	92			
85+	456	2.1	2.6	82			
<b>Total population</b>	<b>21,810</b>						



# EXPENDITURE

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Area: P02175\_Victoria, Bolton, BL5 3AH (1 Mile contour)  
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## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£621,864	£68.93	£66.95	<b>103</b>			
2. Alcoholic beverages, tobacco and narcotics	£260,087	£28.83	£28.12	<b>103</b>			
3. Clothing & Footwear	£213,125	£23.62	£22.40	<b>105</b>			
4. Housing, water, electricity, gas and other fuels	£882,464	£97.81	£107.19	91			
5. Furnishings, equipment and routine maintenance	£348,418	£38.62	£36.85	<b>105</b>			
6. Health	£123,810	£13.72	£13.48	<b>102</b>			
7. Transport	£1,244,283	£137.92	£134.74	<b>102</b>			
8. Communication	£143,929	£15.95	£15.74	<b>101</b>			
9. Recreation & Culture	£605,367	£67.10	£64.16	<b>105</b>			
10. Education	£92,868	£10.29	£22.26	46			
11. Restaurants & Hotels	£620,979	£68.83	£67.11	<b>103</b>			
12. Miscellaneous goods and services	£1,018,653	£112.91	£109.86	<b>103</b>			
<b>Total Expenditure</b>	<b>£6,175,847</b>	<b>£684.53</b>	<b>£688.85</b>	<b>99</b>			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.