

CGA LICENCED PREMISES

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Area: P04122_Nags Head Wine Bar, Braintree, CM
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	19	62.6	81.7	77			
Proprietary Club	4	13.2	7.3	181			
Registered Club	7	23.1	28.2	82			
Restaurant	12	39.6	32.1	123			
Residential	1	3.3	2.7	123			

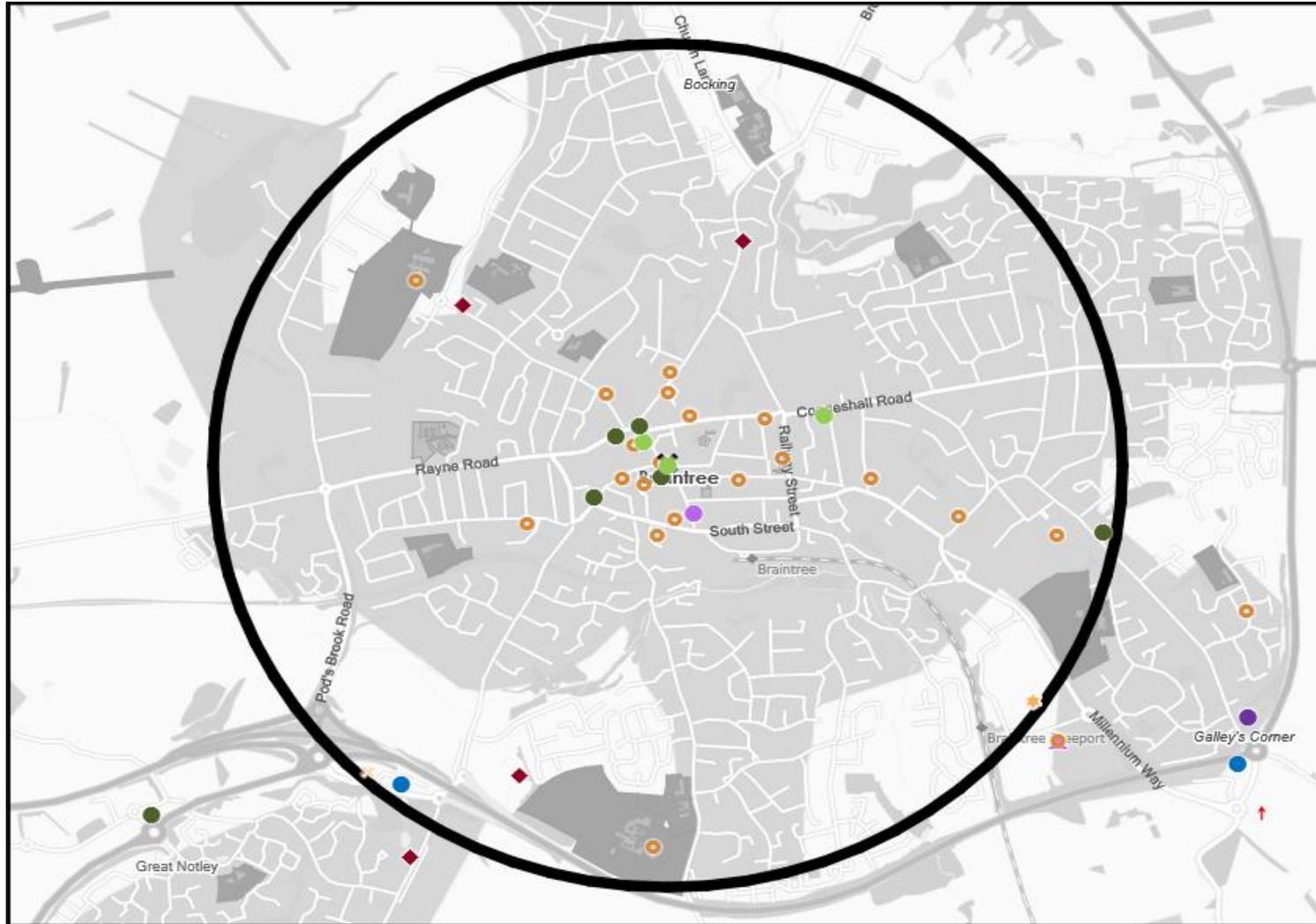
Name	Description	License Type	Owner Name	Postcode
Lounge India	Independent Free	Restaurant	Independent Free	CM 7 3QD
Eagle Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 9ER
O Gradys	Unknown	Pubs & Full On	Unknown	CM 7 5RL
Howard Hall Club	Independent Free	Registered Club	Independent Free	CM 7 9AA
White Hart Hotel	Greene King	Pubs & Full On	Greene King	CM 7 9AB
Angel	Unknown	Pubs & Full On	Unknown	CM 7 9AT
Bull	Greene King	Pubs & Full On	Greene King	CM 7 3HJ
Tomo's Tavern	Independent Free	Pubs & Full On	Independent Free	CM 7 2TH
Nags Head Wine Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 3HG
Manor Plaice	Independent Free	Restaurant	Independent Free	CM 7 3HP
Eastern Aroma	Independent Free	Restaurant	Independent Free	CM 7 3JD
Orange Tree	Greene King	Pubs & Full On	Greene King	CM 7 3PH
Braintree & Crittall Football	Independent Free	Registered Club	Independent Free	CM 7 3DE
Swiss Bell	FB Taverns Ltd	Pubs & Full On	FB Taverns Ltd	CM 7 9UL
Braintree Liberal Club	Independent Free	Registered Club	Independent Free	CM 7 9ES
Chop Bistro	Independent Free	Restaurant	Independent Free	CM 7 1ES
Braintree Bowling Club	Independent Free	Registered Club	Independent Free	CM 7 2PA
Horse & Groom	Greene King	Pubs & Full On	Greene King	CM 7 2QA
Braintree Constitutional Club	Independent Free	Registered Club	Independent Free	CM 7 1TY
Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 1UL
Boars Head	Greene King	Pubs & Full On	Greene King	CM 7 1JS
Black Notley Hall Club	Independent Free	Registered Club	Independent Free	CM 7 1WX
Picture Palace	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CM 7 3HA
Braintree Leisure Centre	Independent Free	Proprietary Club	Independent Free	CM 7 1FF
Sportsman Snooker Club	Independent Free	Proprietary Club	Independent Free	CM 7 3QX
Prezzo	Prezzo plc	Restaurant	Prezzo plc	CM77 8YH
Pizza Express	Hony Capital	Restaurant	Hony Capital	CM77 8YH
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	CM77 8YH
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	CM77 8YH
Namco Funscape	Namco Group	Proprietary Club	Namco Group	CM77 8YH
Lounge	Independent Free	Pubs & Full On	Independent Free	CM 7 3HG
Merchant Spice	Independent Free	Restaurant	Independent Free	CM 7 3HA
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	CM77 7AB
China Dynasty	Independent Free	Restaurant	Independent Free	CM 7 9DB
Legends	Independent Free	Proprietary Club	Independent Free	CM 7 3GB
Pub	Independent Free	Pubs & Full On	Independent Free	CM 7 3JJ
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CM77 7AJ
Hawthorns	*Other Small Retail Groups	Residential	*Other Small Retail Groups	CM 7 1TD
Wildwood	Tasty	Restaurant	Tasty	CM77 8YH
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	CM77 8YH
Braintree Cricket Club	Independent Free	Registered Club	Independent Free	CM 7 9HB
Mosaic	Independent Free	Restaurant	Independent Free	CM 7 1UG
Number 92	Independent Free	Pubs & Full On	Independent Free	CM 7 1JP

MAP OF AREA

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Source: OS Open Data 2018

Area: P04122_Nags Head Wine Bar, Braintree, CM7 3HG (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: P04122_Nags Head Wine Bar, Braintree, CM7 3HG (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	741	5.5	22.1	25		
 2 Rising Prosperity	940	6.9	10.2	68		
 3 Comfortable Communities	4,812	35.4	26.5	134		
 4 Financially Stretched	3,402	25.0	23.7	106		
 5 Urban Adversity	3,564	26.2	17.2	153		
 6 Not Private Households	131	1.0	0.3	280		
 Graph						
Total households	13,590					

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

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P04122_Nags Head Wine Bar, Braintree, CM7 3HG (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	626	4.6	11.3	41			
1.C Mature Money	115	0.8	9.6	9			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	940	6.9	6.4	109			
3. Comfortable Communities							
3.F Countryside Communities	21	0.2	5.7	3			
3.G Successful Suburbs	1,172	8.6	6.0	145			
3.H Steady Neighbourhoods	2,133	15.7	7.4	212			
3.I Comfortable Seniors	272	2.0	2.9	70			
3.J Starting Out	1,214	8.9	4.6	196			
4. Financially Stretched							
4.K Student Life	3	0.0	2.5	1			
4.L Modest Means	1,294	9.5	8.0	119			
4.M Striving Families	989	7.3	7.4	98			
4.N Poorer Pensioners	1,116	8.2	5.8	143			
5. Urban Adversity							
5.O Young Hardship	2,202	16.2	6.3	259			
5.P Struggling Estates	484	3.6	5.7	62			
5.Q Difficult Circumstances	878	6.5	5.2	123			
6. Not Private Households							
6.R Not Private Households	131	1.0	0.3	280			
Total households	13,590						

Acorn Group Pen Portrait

4
M
Striving Families

4.1M
7.8%

UK Adults of UK

Struggling families on limited incomes in urban areas. These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

BRANDS

SHOPPING				
LEISURE				
WEBSITES				

FINANCIAL PROFILE

Household income UK: £33k London: £38k <small>Average: £10k Average: £16k</small>	% Disposable income UK: 41% London: 35% <small>Average: 43% Average: 29%</small>	Financial situation
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DIGITAL ATTITUDES

I worry about online security 58% <small>UK average: 59%</small>	Shopping online makes my life easier 60% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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ABCDEFGHIJKLMNOPQR

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

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Area: P04122_Nags Head Wine Bar, Braintree, CM7 3HG (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	249	1.8	2.6	69			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	211	1.6	2.2	70			
1.B.7 Affluent professionals	1	0.0	0.9	1			
1.B.8 Prosperous suburban families	32	0.2	1.5	15			
1.B.9 Well-off edge of towners	133	1.0	1.6	61			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	50	0.4	2.8	13			
1.C.12 Retired and empty nesters	46	0.3	2.5	14			
1.C.13 Upmarket downsizers	19	0.1	1.3	11			
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	527	3.9	2.0	196			
2.E.19 First time buyers in small, modern homes	413	3.0	3.4	90			
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	21	0.2	3.2	5			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	992	7.3	2.7	271			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	180	1.3	2.4	55			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	898	6.6	3.5	191			
3.H.28 Owner occupied terraces, average income	222	1.6	1.6	102			
3.H.29 Established suburbs, older families	1,013	7.5	2.3	319			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	153	1.1	2.4	47			
3.I.31 Elderly singles in purpose-built accommodation	119	0.9	0.5	180			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	343	2.5	2.2	117			
3.J.33 Smaller houses and starter homes	871	6.4	2.4	267			
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	3	0.0	1.9	1			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	265	1.9	1.4	135			
4.L.38 Semi-skilled workers in traditional neighbourhoods	752	5.5	2.6	210			
4.L.39 Fading owner occupied terraces	277	2.0	2.9	70			
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	110	0.8	1.6	51			
4.M.42 Struggling younger families in post-war terraces	330	2.4	1.6	148			
4.M.43 Families in right-to-buy estates	539	4.0	2.0	195			
4.M.44 Post-war estates, limited means	10	0.1	2.2	3			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	62	0.5	0.8	58			
4.N.46 Elderly people in social rented flats	97	0.7	1.0	69			
4.N.47 Low income older people in smaller semis	739	5.4	2.2	243			
4.N.48 Pensioners and singles in social rented flats	218	1.6	1.7	94			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,283	9.4	2.2	432			
5.O.50 Struggling younger people in mixed tenure	814	6.0	1.8	333			
5.O.51 Young people in small, low cost terraces	105	0.8	2.3	34			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	228	1.7	1.6	107			
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	256	1.9	1.6	118			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	377	2.8	1.5	184			
5.Q.58 Singles and young families, some receiving benefits	59	0.4	1.8	25			
5.Q.59 Deprived areas and high-rise flats	442	3.3	2.0	165			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	52	0.4	0.1	644			
6.R.61 Inactive communal population	79	0.6	0.3	204			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	13,590						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04122_Nags Head Wine Bar, Braintree, CM7 3HG (1 Mile contour)



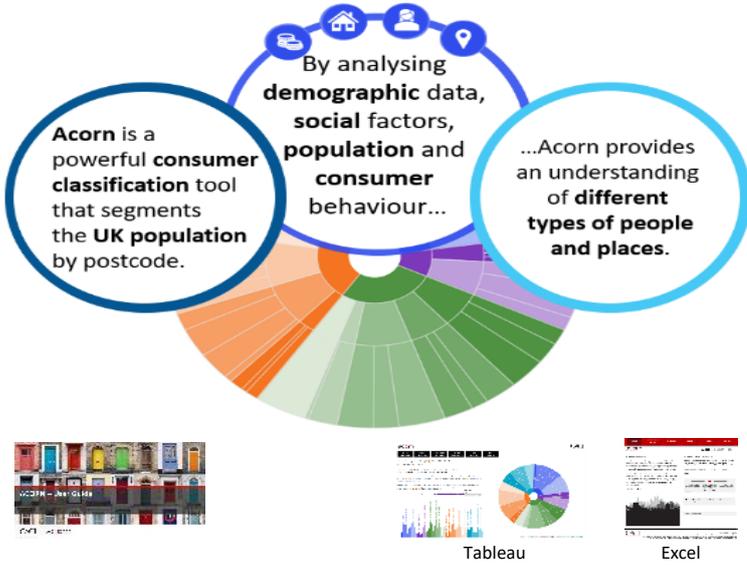
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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

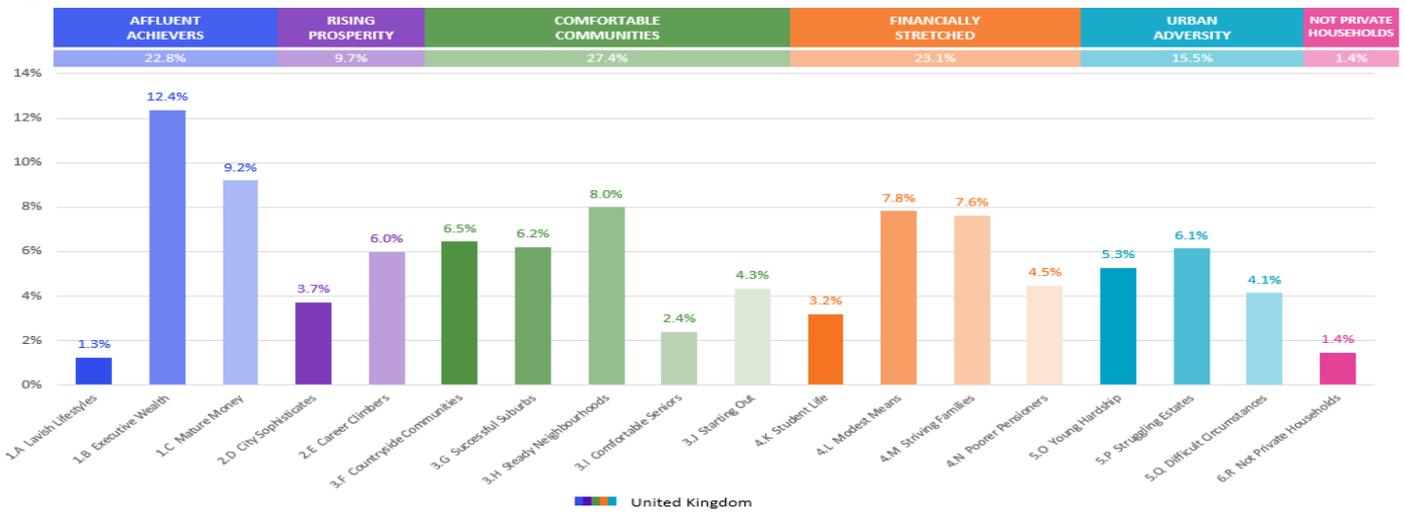
House tenure: Owned outright

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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