

CGA LICENCED PREMISES

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Area: P04658_Crown, Melton Mowbray, LE13 1AE
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	22	91.3	81.7	112			
Proprietary Club	2	8.3	7.3	114			
Registered Club	9	37.3	28.2	133			
Restaurant	9	37.3	32.1	116			
Residential	1	4.1	2.7	155			

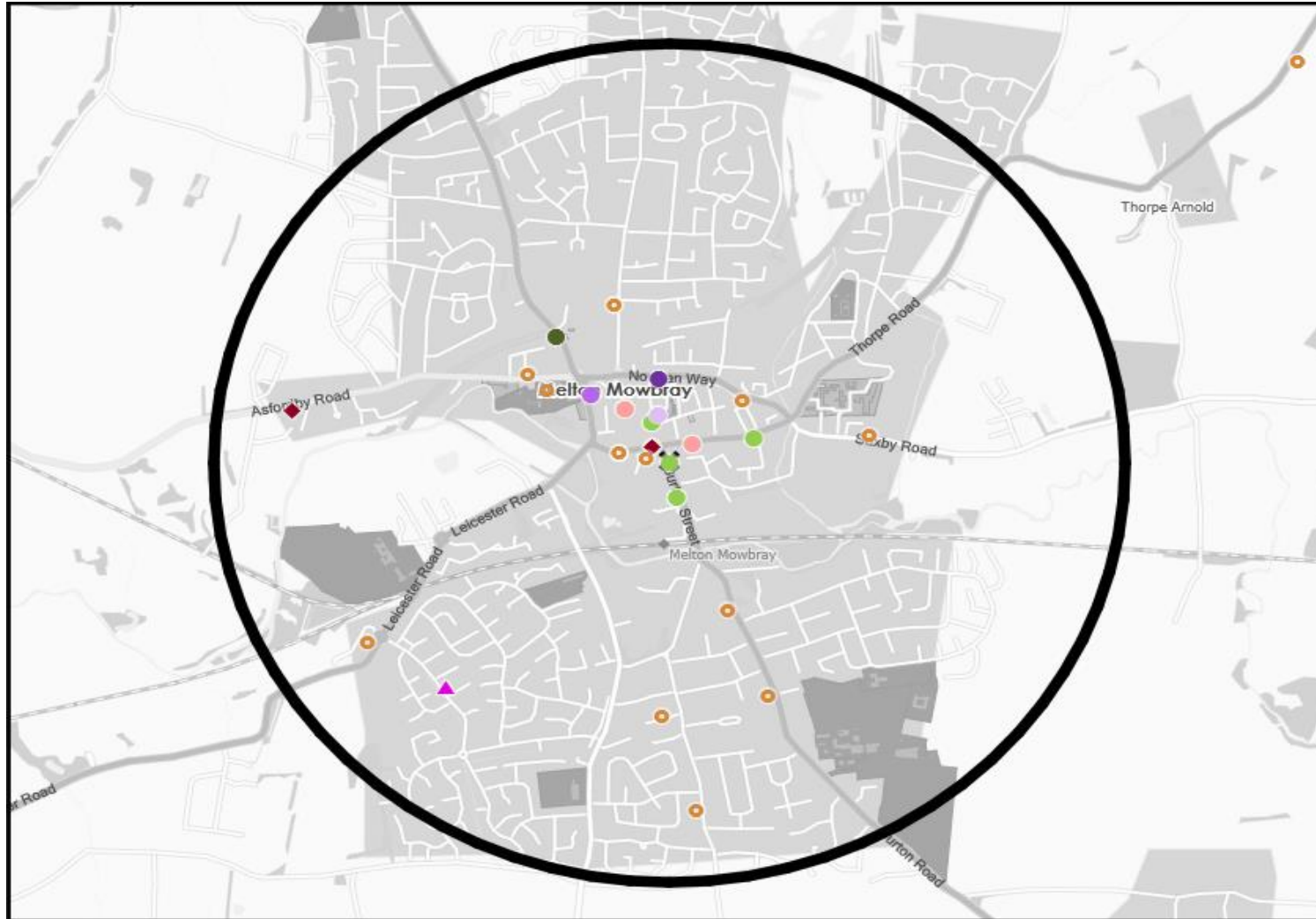


Name	Description	License Type	Owner Name	Postcode
Polish Club	Independent Free	Registered Club	Independent Free	LE13 0AW
Melton & District Indoor Bowls	Independent Free	Registered Club	Independent Free	LE13 0DB
Cherry Tree	Milton Pubs and Taverns	Pubs & Full On	Milton Pubs and Taverns	LE13 0EW
Quorn Lodge Hotel	Independent Free	Residential	Independent Free	LE13 0HR
Sysonby Knoll Hotel	Unknown	Pubs & Full On	Unknown	LE13 0HP
Welby Hotel	Greene King	Pubs & Full On	Greene King	LE13 0NP
Simla	Independent Free	Restaurant	Independent Free	LE13 0PP
Hamilton Lawn Tennis	Independent Free	Registered Club	Independent Free	LE13 0RB
Boat Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE13 1AF
Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE13 1AE
Harboro Hotel	Independent Free	Pubs & Full On	Independent Free	LE13 1AF
Anne Of Cleves	Everards	Pubs & Full On	Everards	LE13 1AF
Noels Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LE13 1AE
Bun Appetite	Independent Free	Restaurant	Independent Free	LE13 1AF
Melton Mowbray Sports Club	Independent Free	Registered Club	Independent Free	LE13 1BP
Freemasons Hall	Independent Free	Registered Club	Independent Free	LE13 1DL
Melton Mowbray Working Mens Club	Independent Free	Registered Club	Independent Free	LE13 1JE
Half Moon Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE13 1NW
White Lion Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE13 1NW
Royal British Legion Club	Independent Free	Registered Club	Independent Free	LE13 1RB
White Hart	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE13 1RB
Soi	Independent Free	Restaurant	Independent Free	LE13 1RF
White Hart	Independent Free	Pubs & Full On	Independent Free	LE13 1XJ
Generous Briton	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LE13 1XA
Black Swan	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LE13 1XJ
Regal Cinema	Independent Free	Pubs & Full On	Independent Free	LE13 1XA
Grapes	Unknown	Pubs & Full On	Unknown	LE13 1XD
Melton Mowbray Snooker Club	Independent Free	Proprietary Club	Independent Free	LE13 1XD
Jasmine House	Independent Free	Restaurant	Independent Free	LE13 1XJ
Tubes Night Spot	Independent Free	Proprietary Club	Independent Free	LE13 1YE
Apurba	Independent Free	Restaurant	Independent Free	LE13 0PP
Cutting Room	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LE13 1YE
Brooksby Melton College	Independent Free	Registered Club	Independent Free	LE13 0HJ
La Torre	Independent Free	Restaurant	Independent Free	LE13 0PP
Melton Mowbray Rugby Club	Independent Free	Registered Club	Independent Free	LE13 1DJ
Market Tavern	Independent Free	Pubs & Full On	Independent Free	LE13 1JY
Kettleby Cross	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	LE13 0UJ
Ristorante Bellinis	Independent Free	Restaurant	Independent Free	LE13 1YE
Cafe Italia	Independent Free	Restaurant	Independent Free	LE13 0PN
Purple Garlic	Independent Free	Restaurant	Independent Free	LE13 1AF
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	LE13 1JE
Montero Lounge	Loungers	Pubs & Full On	Loungers	LE13 1XJ
Round Corner Brewing	Independent Free	Pubs & Full On	Independent Free	LE13 1JY

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04658_Crown, Melton Mowbray, LE13 1AE (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: P04658_Crown, Melton Mowbray, LE13 1AE (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,176	10.8	22.1	49		
 2 Rising Prosperity	459	4.2	10.2	41		
 3 Comfortable Communities	4,400	40.4	26.5	152		
 4 Financially Stretched	3,308	30.3	23.7	128		
 5 Urban Adversity	1,531	14.0	17.2	82		
 6 Not Private Households	27	0.2	0.3	72		
 Graph						
Total households	10,901					

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: P04658_Crown, Melton Mowbray, LE13 1AE (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	736	6.8	11.3	60			
1.C Mature Money	440	4.0	9.6	42			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	459	4.2	6.4	66			
3. Comfortable Communities							
3.F Countryside Communities	536	4.9	5.7	86			
3.G Successful Suburbs	1,182	10.8	6.0	182			
3.H Steady Neighbourhoods	1,427	13.1	7.4	177			
3.I Comfortable Seniors	533	4.9	2.9	171			
3.J Starting Out	722	6.6	4.6	146			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,470	13.5	8.0	169			
4.M Striving Families	874	8.0	7.4	108			
4.N Poorer Pensioners	964	8.8	5.8	154			
5. Urban Adversity							
5.O Young Hardship	721	6.6	6.3	106			
5.P Struggling Estates	405	3.7	5.7	65			
5.Q Difficult Circumstances	405	3.7	5.2	71			
6. Not Private Households							
6.R Not Private Households	27	0.2	0.3	72			
Total households	10,901						

Acorn Group Pen Portrait

4 L Modest Means 4.1M of UK Results 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS



- Age range: **25-44**
- Children at home: **3+**
- House tenure: **Privately renting**
- Family structure: **Single parent**
- Number of beds: **3**
- House type: **Terraced**

FINANCIAL PROFILE

- Household income: UK **£35k**, London **£42k** (Average: £10k / £16k)
- % Disposable income: UK **45%**, London **32%** (Average: 43% / 28%)
- Financial situation: **Running into debts** to **Saving a lot**

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Moderate internet usage
- Uploads original content on social media
- TV catch up via ITV hub



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

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Area: P04658_Crown, Melton Mowbray, LE13 1AE (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	455	4.2	2.6	158			
1.B.5 Wealthy countryside commuters	16	0.1	2.5	6			
1.B.6 Financially comfortable families	213	2.0	2.2	88			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	9	0.1	1.5	5			
1.B.9 Well-off edge of towners	43	0.4	1.6	25			
1.C Mature Money							
1.C.10 Better-off villagers	53	0.5	3.1	16			
1.C.11 Settled suburbia, older people	13	0.1	2.8	4			
1.C.12 Retired and empty nesters	361	3.3	2.5	134			
1.C.13 Upmarket downsizers	13	0.1	1.3	9			
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	173	1.6	2.0	80			
2.E.19 First time buyers in small, modern homes	286	2.6	3.4	77			
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	536	4.9	3.2	153			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,055	9.7	2.7	359			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	127	1.2	2.4	48			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,151	10.6	3.5	305			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	276	2.5	2.3	108			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	525	4.8	2.4	203			
3.I.31 Elderly singles in purpose-built accommodation	8	0.1	0.5	15			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	88	0.8	2.2	38			
3.J.33 Smaller houses and starter homes	634	5.8	2.4	242			
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	275	2.5	1.4	175			
4.L.38 Semi-skilled workers in traditional neighbourhoods	869	8.0	2.6	303			
4.L.39 Fading owner occupied terraces	326	3.0	2.9	102			
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	90	0.8	1.6	52			
4.M.42 Struggling young families in post-war terraces	274	2.5	1.6	153			
4.M.43 Families in right-to-buy estates	365	3.3	2.0	164			
4.M.44 Post-war estates, limited means	145	1.3	2.2	61			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	71	0.7	0.8	83			
4.N.46 Elderly people in social rented flats	301	2.8	1.0	268			
4.N.47 Low income older people in smaller semis	503	4.6	2.2	206			
4.N.48 Pensioners and singles in social rented flats	89	0.8	1.7	48			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	169	1.6	2.2	71			
5.O.50 Struggling younger people in mixed tenure	247	2.3	1.8	126			
5.O.51 Young people in small, low cost terraces	305	2.8	2.3	124			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	305	2.8	1.6	179			
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	100	0.9	1.6	57			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	116	1.1	1.5	71			
5.Q.58 Singles and young families, some receiving benefits	154	1.4	1.8	80			
5.Q.59 Deprived areas and high-rise flats	135	1.2	2.0	63			
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	27	0.2	0.3	87			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,901						

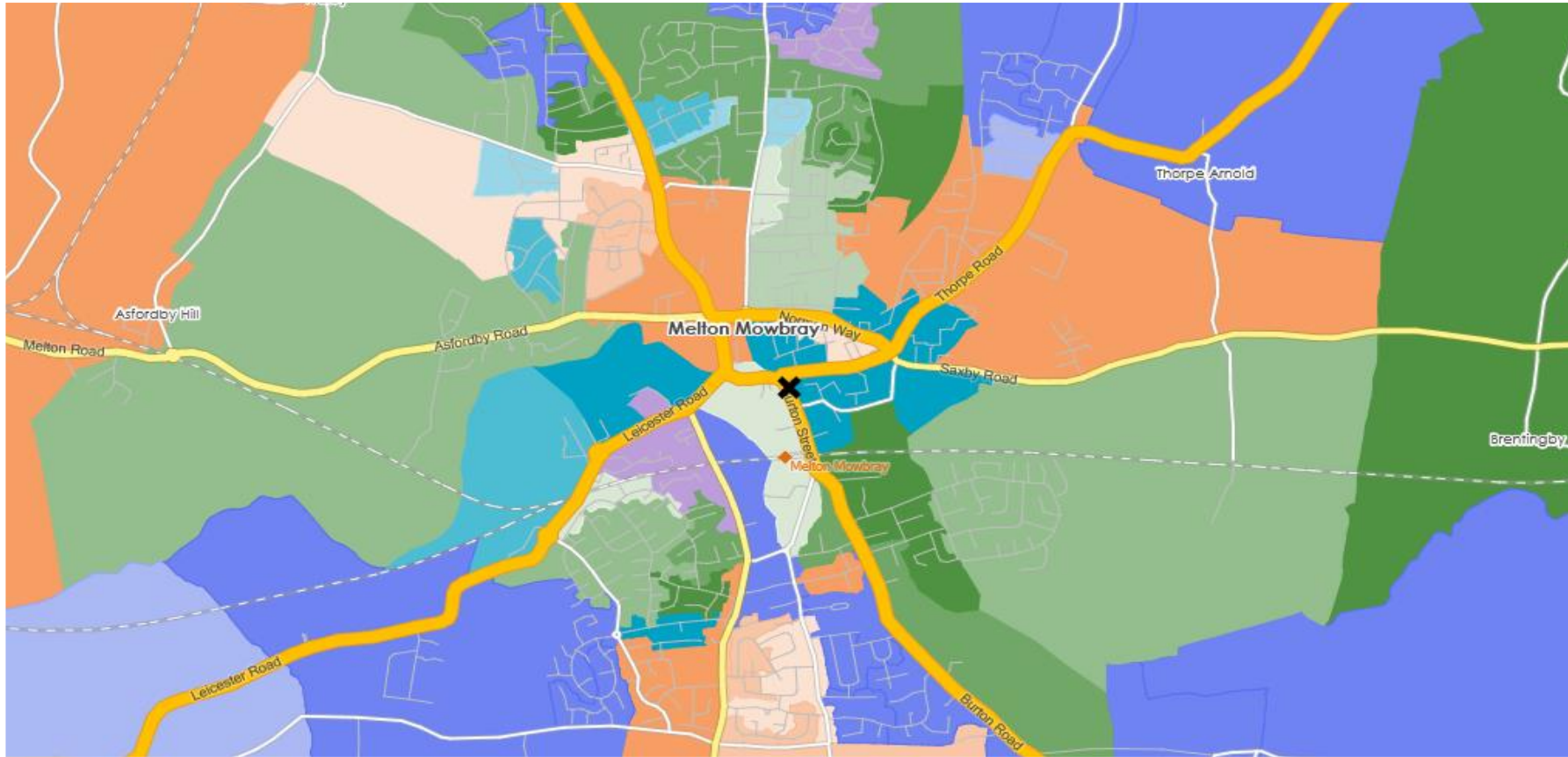
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04658_Crown, Melton Mowbray, LE13 1AE (1 Mile contour)



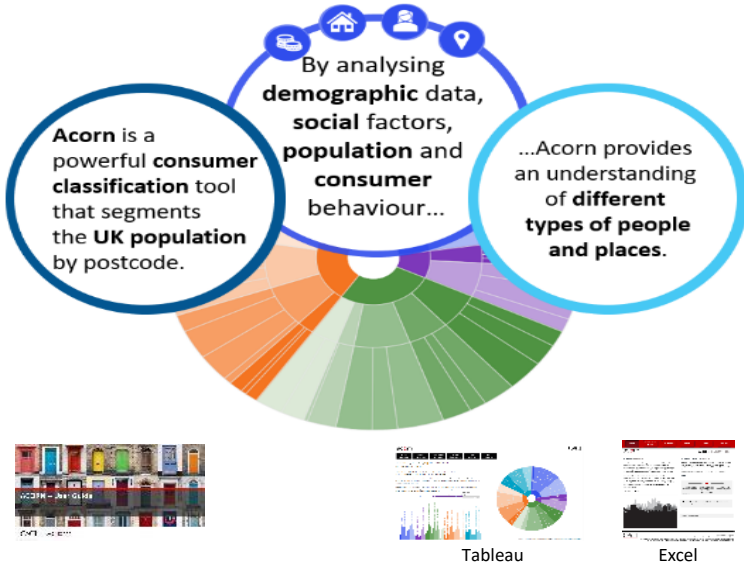
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

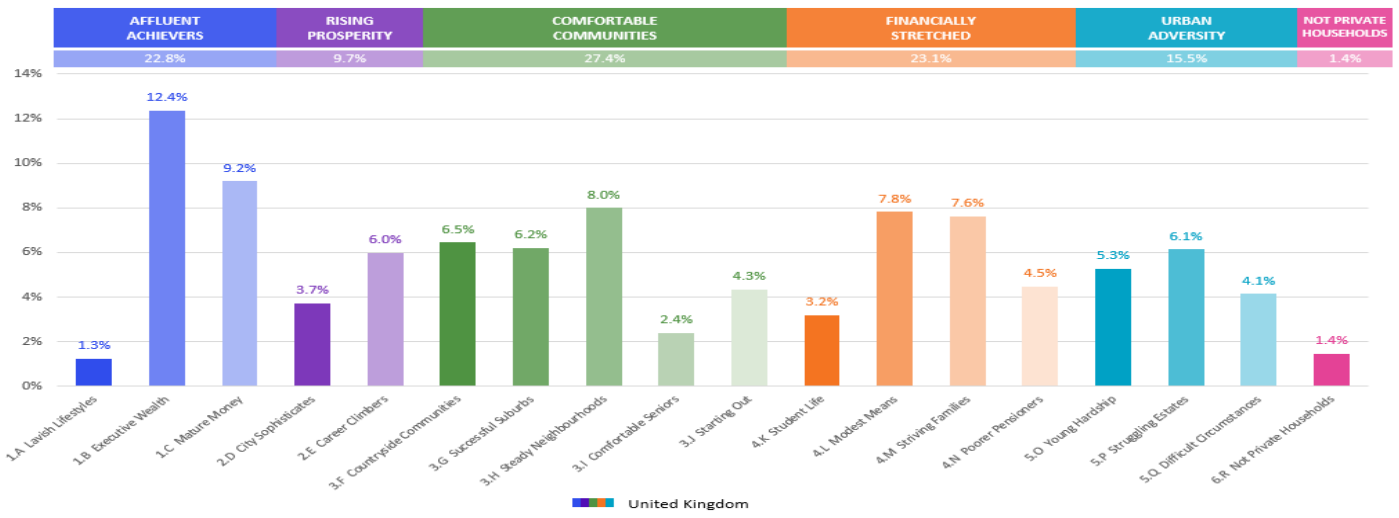
House tenure: Owned outright

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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