

CGA LICENCED PREMISES

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Area: P00102_Bell Inn, Shrewsbury, SY5 6JJ (5 Mile)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	97	148.3	81.7	182			
Proprietary Club	6	9.2	7.3	126			
Registered Club	20	30.6	28.2	109			
Restaurant	33	50.4	32.1	157			
Residential	1	1.5	2.7	57			

Name	Description	License Type	Owner Name	Postcode
Fever	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	SY 1 1QU
White Horse	Joule's Brewery	Pubs & Full On	Joule's Brewery	SY 2 6JJ
Olive Tree	Independent Free	Restaurant	Independent Free	SY 3 8JR
Sundorne Squash Club	Independent Free	Registered Club	Independent Free	SY 1 4RQ
Dolphin	Joule's Brewery	Pubs & Full On	Joule's Brewery	SY 1 2EZ
Dog & Pheasant	Marston's	Pubs & Full On	Marston's	SY 1 2JA
Albion Vaults	Unknown	Pubs & Full On	Unknown	SY 1 2DJ
Hickory's Smokehouse	Greene King	Restaurant	Greene King	SY 1 1HH
Yorkshire House	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY 1 1DX
Exchange	Independent Free	Pubs & Full On	Independent Free	SY 1 1HU
Telegraph	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY 1 2LD
Compasses Inn	Independent Free	Pubs & Full On	Independent Free	SY 1 4DE
Hole In The Wall	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SY 1 1HF
Loopy Shrew	Independent Free	Pubs & Full On	Independent Free	SY 1 1HU
Coach & Horses	Independent Free	Pubs & Full On	Independent Free	SY 1 1NF
Admiral Benbow	Independent Free	Pubs & Full On	Independent Free	SY 1 1NF
Albert Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1PB
Kings Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY 1 1PP
Shrewsbury Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SY 1 1PU
Curry House	Independent Free	Restaurant	Independent Free	SY 1 1PU
Salopian Bar	Independent Free	Pubs & Full On	Independent Free	SY 1 1PW
Alberts Shed	Independent Free	Pubs & Full On	Independent Free	SY 1 1QJ
Wheatsheaf	Marston's	Pubs & Full On	Marston's	SY 1 1ST
Old Post Office	Marston's	Pubs & Full On	Marston's	SY 1 1SZ
Loggerheads	Marston's	Pubs & Full On	Marston's	SY 1 1UG
La Lanterna Restaurant	Independent Free	Restaurant	Independent Free	SY 1 1UH
Prince Rupert Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1UQ
Three Fishes Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY 1 1UR
Bull Inn	Marston's	Pubs & Full On	Marston's	SY 1 1UW
Henry Tudor House	Joule's Brewery	Pubs & Full On	Joule's Brewery	SY 1 1XA
Nags Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY 1 1XB
Ramna Balti House Restaurant	Independent Free	Restaurant	Independent Free	SY 1 1XB
Lion & Pheasant	Independent Free	Pubs & Full On	Independent Free	SY 1 1XJ
Hop & Friar	Marston's	Pubs & Full On	Marston's	SY 1 1XL
Darwins Townhouse	Independent Free	Residential	Independent Free	SY 1 1XL
Abbots Mead Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1XL
Old Shrews Bowling Club	Independent Free	Registered Club	Independent Free	SY 1 1XR
Bird In Hand	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY 1 2DP
Bulls Head	Marston's	Pubs & Full On	Marston's	SY 1 2AD
Vaults	Independent Free	Pubs & Full On	Independent Free	SY 1 2AB
Gala Bingo	Gala Group	Proprietary Club	Gala Group	SY 1 2AG
Woodman	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY 1 2DZ
Station Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 2DJ
Royal Oak	Ei Group	Pubs & Full On	Ei Group	SY 1 2DZ
Buttermarket	Independent Free	Pubs & Full On	Independent Free	SY 1 2LF
Lmrca Shrewsbury	Independent Free	Registered Club	Independent Free	SY 1 2PJ
Grove Hotel	Marston's	Pubs & Full On	Marston's	SY 3 7NN
Greenfields Bowling Club	Independent Free	Registered Club	Independent Free	SY 1 2QN
Coach Inn	Independent Free	Pubs & Full On	Independent Free	SY 1 4BG
Heathgates	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY 1 4DW
Coracle Inn	Marston's	Pubs & Full On	Marston's	SY 1 4RR
Saddlers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY 3 7TJ
Dun Cow	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY 2 6AL

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Name	Description	License Type	Owner Name	Postcode
Old Bell	Marston's	Pubs & Full On	Marston's	SY 2 6BA
Abbey	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY 2 5AZ
Monkmoor	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SY 2 5BQ
Peach Tree	Independent Free	Restaurant	Independent Free	SY 2 6AE
Pizza Bite	Independent Free	Restaurant	Independent Free	SY 2 6AE
Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY 2 6BT
Charles Darwin	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY 2 6HN
Peacock Inn	Marston's	Pubs & Full On	Marston's	SY 2 6JS
Salop Nalgo Club	Independent Free	Registered Club	Independent Free	SY 2 6NG
Shrewsbury Cricket Club	Independent Free	Registered Club	Independent Free	SY 2 6PT
Old Bucks Head Inn	Independent Free	Pubs & Full On	Independent Free	SY 3 8JY
Red Barn	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY 3 7HS
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	SY 3 8JY
Anchor	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY 3 8JX
Brooklands	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SY 3 9JT
Three Fishes	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY 3 0DB
Pengwern Boat Club	Independent Free	Registered Club	Independent Free	SY 3 7BD
Seven Stars Inn	Independent Free	Pubs & Full On	Independent Free	SY 3 7BP
Cross Foxes	Independent Free	Pubs & Full On	Independent Free	SY 3 7DE
Crown	Marston's	Pubs & Full On	Marston's	SY 3 7DX
Boars Head	Marston's	Pubs & Full On	Marston's	SY 3 7LL
Masonic Arms	Independent Free	Pubs & Full On	Independent Free	SY 3 7LN
Prince Of Wales	Red Oak Taverns	Pubs & Full On	Red Oak Taverns	SY 3 7NZ
Reabrook Sports & Social Club	Independent Free	Registered Club	Independent Free	SY 3 7PX
La Mer Rouge	Independent Free	Restaurant	Independent Free	SY 3 8JN
Boathouse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY 3 8JQ
Bricklayers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY 2 6BD
Beeches	Marston's	Pubs & Full On	Marston's	SY 3 0NT
Meole Brace Bowling Club	Independent Free	Registered Club	Independent Free	SY 3 9JT
Haughmond	Independent Free	Pubs & Full On	Independent Free	SY 4 4TZ
Hare & Hounds	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY 4 4PY
Horseshoes	Grill Pub Co	Pubs & Full On	Grill Pub Co	SY 4 4UL
Shrewsbury Golf Club	Independent Free	Registered Club	Independent Free	SY 5 7BL
Condover & District Social Club	Independent Free	Registered Club	Independent Free	SY 5 7BL
Bell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY 5 6JJ
Mill	Independent Free	Pubs & Full On	Independent Free	SY 5 6RN
Cressage Club	Independent Free	Registered Club	Independent Free	SY 5 6BY
Wroxeter Hotel	Independent Free	Pubs & Full On	Independent Free	SY 5 6PH
Mytton & Mermaid	Restaurant Group	Pubs & Full On	Restaurant Group	SY 5 6QG
Horse Shoes Inn	Independent Free	Pubs & Full On	Independent Free	SY 5 7JD
New Inn	Independent Free	Pubs & Full On	Independent Free	SY 5 8BE
Wroxeter & Uppington Cricket Club	Independent Free	Registered Club	Independent Free	TF 6 5HH
Bull In The Barne	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY 3 8PW
House Of Grain	Independent Free	Restaurant	Independent Free	SY 1 1XJ
Golden Cross Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1LP
House Of The Rising Sun	Independent Free	Restaurant	Independent Free	SY 1 1UW
Shrewsbury Police Club	Independent Free	Registered Club	Independent Free	SY 2 5RW
Telepost Club	Independent Free	Registered Club	Independent Free	SY 2 6BT
Shrewsbury Town Football Club	Independent Free	Proprietary Club	Independent Free	SY 2 6AB
Compasses Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY 3 0DZ
Belle Vue Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY 3 7NJ
Bricklayers Arms	Joule's Brewery	Pubs & Full On	Joule's Brewery	SY 3 8NL
Armoury	Restaurant Group	Pubs & Full On	Restaurant Group	SY 1 1HH

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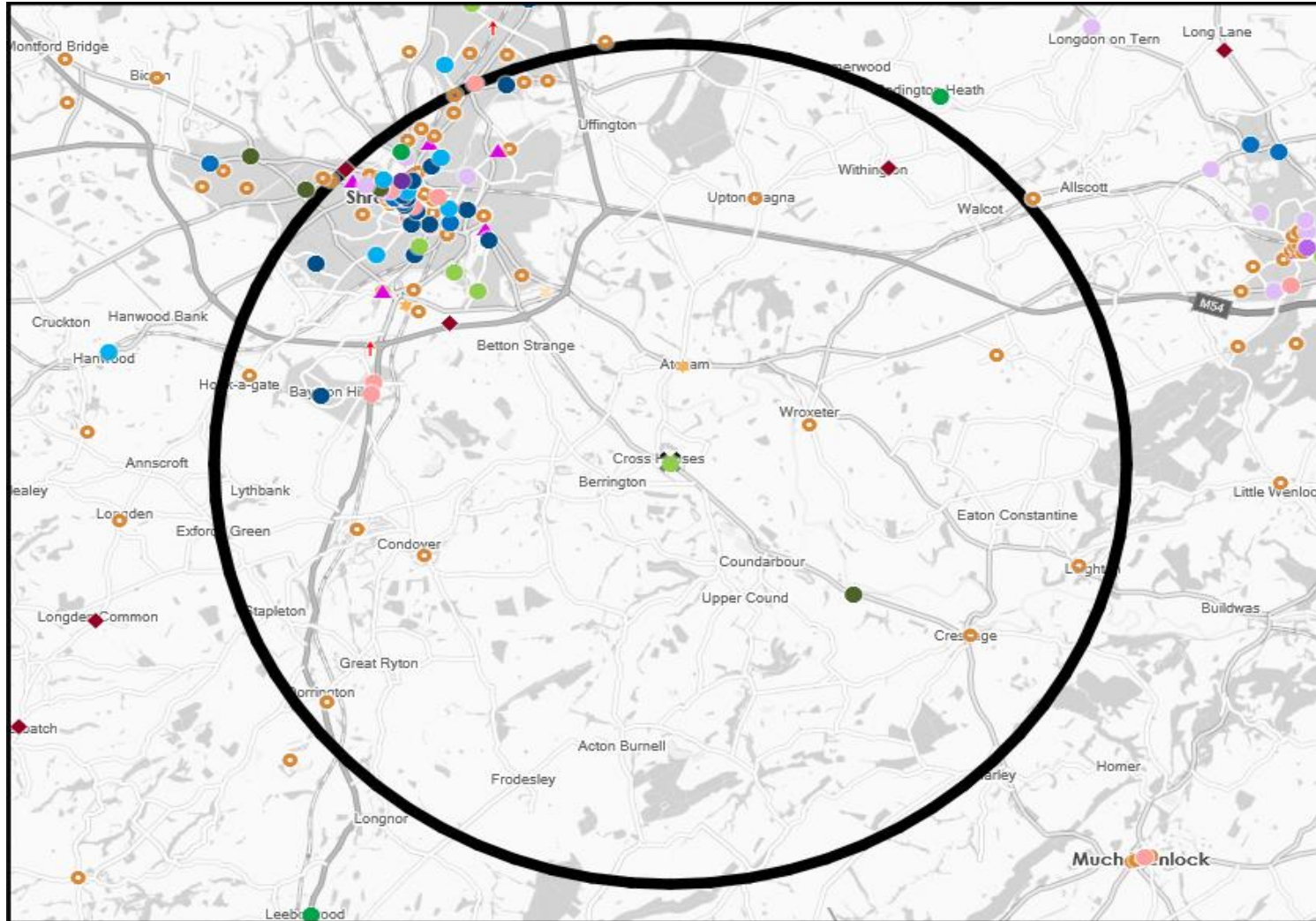
Name	Description	License Type	Owner Name	Postcode
Beaten Track	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SY 3 7ET
Beefy Boys	Beefy Boys Ltd	Restaurant	Beefy Boys Ltd	SY 1 1SF
Lion Hotel	Independent Free	Pubs & Full On	Independent Free	SY 1 1UY
La Dolce Vita Restaurant	Independent Free	Restaurant	Independent Free	SY 1 1QU
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	SY 3 9NB
Pizza Express	Hony Capital	Restaurant	Hony Capital	SY 1 1PP
Inn On The Green	Marston's	Pubs & Full On	Marston's	SY 3 6DU
Masala	Independent Free	Restaurant	Independent Free	SY 1 1XL
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	SY 1 1SJ
Osteria	Independent Free	Restaurant	Independent Free	SY 1 1PP
Riverbank	Independent Free	Restaurant	Independent Free	SY 1 1HH
Montgomerys Tower	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SY 1 1RT
Riverside Inn	Greene King	Pubs & Full On	Greene King	SY 5 6AF
Shrewsbury Freemasons Hall	Independent Free	Registered Club	Independent Free	SY 1 2HQ
Cafe Saffron	Independent Free	Restaurant	Independent Free	SY 1 1QU
Havana Republic	Independent Free	Pubs & Full On	Independent Free	SY 2 6AE
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	SY 2 6LG
Regency	Independent Free	Proprietary Club	Independent Free	SY 1 2DJ
Shrewsbury Town Community Football	Independent Free	Proprietary Club	Independent Free	SY 2 6ST
Shrewsbury Club	Independent Free	Registered Club	Independent Free	SY 1 4RG
Old Market Hall	Independent Free	Pubs & Full On	Independent Free	SY 1 1LH
Theatre Severn	Independent Free	Pubs & Full On	Independent Free	SY 3 8FT
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	SY 3 7ET
Ashleys	Independent Free	Pubs & Full On	Independent Free	SY 1 1HF
Avatar	Independent Free	Restaurant	Independent Free	SY 1 1PU
Dobbies Garden World	Dobbies Garden Centres Ltd	Restaurant	Dobbies Garden Centres Ltd	SY 3 0DA
Libertine	Independent Free	Pubs & Full On	Independent Free	SY 1 1EQ
Shire Residence	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY 3 8JY
Percy Throwers Garden Centre	Unknown	Restaurant	Unknown	SY 2 6QW
Condover Hall	Independent Free	Proprietary Club	Independent Free	SY 5 7AU
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SY 1 1QB
Third Place Indian Restaurant	Independent Free	Restaurant	Independent Free	SY 3 8RJ
Hive	Independent Free	Registered Club	Independent Free	SY 1 1TD
Casa Naranjo	Independent Free	Restaurant	Independent Free	SY 1 1UX
St Nicholas Spa	Independent Free	Pubs & Full On	Independent Free	SY 1 2BQ
Bear Steps Coffee House	Independent Free	Restaurant	Independent Free	SY 1 1UR
Shrewsbury Castle	Independent Free	Pubs & Full On	Independent Free	SY 1 2AT
Blind Tiger	Independent Free	Pubs & Full On	Independent Free	SY 1 1QU
Number Four	Independent Free	Restaurant	Independent Free	SY 1 1UW
Dorrington Old Hall Persian Cuisine	Independent Free	Restaurant	Independent Free	SY 5 7JD
Meole Brace Golf Club	Independent Free	Registered Club	Independent Free	SY 2 6QQ
Chez Sophie	Independent Free	Restaurant	Independent Free	SY 1 1HD
River Thai Restaurant & Bar	Independent Free	Restaurant	Independent Free	SY 1 1PG
Shropshire Unison Club	Independent Free	Registered Club	Independent Free	SY 2 6ND
Bombos	Independent Free	Pubs & Full On	Independent Free	SY 1 1UT
Ten And Six	Independent Free	Restaurant	Independent Free	SY 1 1PY
Cote	Cote Restaurants	Restaurant	Cote Restaurants	SY 1 1JZ
Dough And Oil	Independent Free	Restaurant	Independent Free	SY 1 2AZ
Oil	Independent Free	Pubs & Full On	Independent Free	SY 1 2BQ
Floro Lounge	Loungers	Pubs & Full On	Loungers	SY 1 1DN
Gin Different	Independent Free	Pubs & Full On	Independent Free	SY 1 1QG

MAP OF AREA

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Source: OS Open Data 2018

Area: P00102_Bell Inn, Shrewsbury, SY5 6JJ (5 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: P00102_Bell Inn, Shrewsbury, SY5 6JJ (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	8,771	29.5	22.1	134		
	2 Rising Prosperity	1,845	6.2	10.2	61		
	3 Comfortable Communities	9,539	32.1	26.5	121		
	4 Financially Stretched	5,240	17.6	23.7	74		
	5 Urban Adversity	4,135	13.9	17.2	81		
	6 Not Private Households	170	0.6	0.3	166		
 Graph							
Total households		29,700					

Acorn Category Pen Portrait

4

Financially Stretched

12.2M
UK Adults

23.1%
of UK

Age range

All ages

House type

Semi-detached or terraced

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

Mixed

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: P00102_Bell Inn, Shrewsbury, SY5 6JJ (5 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	176	0.6	1.1	54			
1.B Executive Wealth	4,148	14.0	11.3	123			
1.C Mature Money	4,447	15.0	9.6	155			
2. Rising Prosperity							
2.D City Sophisticates	19	0.1	3.8	2			
2.E Career Climbers	1,826	6.1	6.4	96			
3. Comfortable Communities							
3.F Countryside Communities	1,976	6.7	5.7	116			
3.G Successful Suburbs	1,789	6.0	6.0	101			
3.H Steady Neighbourhoods	2,098	7.1	7.4	95			
3.I Comfortable Seniors	1,050	3.5	2.9	124			
3.J Starting Out	2,626	8.8	4.6	194			
4. Financially Stretched							
4.K Student Life	35	0.1	2.5	5			
4.L Modest Means	1,390	4.7	8.0	59			
4.M Striving Families	1,823	6.1	7.4	82			
4.N Poorer Pensioners	1,992	6.7	5.8	116			
5. Urban Adversity							
5.O Young Hardship	1,829	6.2	6.3	99			
5.P Struggling Estates	1,499	5.0	5.7	89			
5.Q Difficult Circumstances	807	2.7	5.2	52			
6. Not Private Households							
6.R Not Private Households	170	0.6	0.3	166			
Total households	29,700						

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

55-74

Children at home

0

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household income

UK: £42k
London: n/a
Average: £40k
Average: £46k

% Disposable income

UK: 51%
London: n/a
Average: 43%
Average: 29%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

LAKELAND

Levi's

Spencers

Clarks

LEISURE

THE GOLF CLUB

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

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00102_Bell Inn, Shrewsbury, SY5 6JJ (5 Mile contour)

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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	6	0.0	0.1	20			
	1.A.2 Metropolitan money	11	0.0	0.1	27			
	1.A.3 Large house luxury	159	0.5	0.9	62			
1.B Executive Wealth								
	1.B.4 Asset rich families	1,620	5.5	2.6	206			
	1.B.5 Wealthy countryside commuters	1,140	3.8	2.5	155			
	1.B.6 Financially comfortable families	339	1.1	2.2	51			
	1.B.7 Affluent professionals	318	1.1	0.9	126			
	1.B.8 Prosperous suburban families	542	1.8	1.5	119			
	1.B.9 Well-off edge of towners	189	0.6	1.6	40			
1.C Mature Money								
	1.C.10 Better-off villagers	962	3.2	3.1	105			
	1.C.11 Settled suburbia, older people	2,043	6.9	2.8	244			
	1.C.12 Retired and empty nesters	992	3.3	2.5	136			
	1.C.13 Upmarket downsizers	450	1.5	1.3	117			
2. Rising Prosperity								
2.D City Sophisticates								
	2.D.14 Townhouse cosmopolitans	19	0.1	0.7	9			
	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	299	1.0	2.0	51			
	2.E.19 First time buyers in small, modern homes	1,526	5.1	3.4	151			
	2.E.20 Mixed metropolitan areas	1	0.0	1.0	0			
3. Comfortable Communities								
3.F Countryside Communities								
	3.F.21 Farms and cottages	624	2.1	1.5	138			
	3.F.22 Older couples and families in rural areas	143	0.5	1.0	48			
	3.F.23 Owner occupiers in small towns and villages	1,209	4.1	3.2	127			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	1,053	3.5	2.7	131			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	736	2.5	2.4	102			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	1,212	4.1	3.5	118			
	3.H.28 Owner occupied terraces, average income	14	0.0	1.6	3			
	3.H.29 Established suburbs, older families	872	2.9	2.3	126			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	857	2.9	2.4	122			
	3.I.31 Elderly singles in purpose-built accommodation	193	0.6	0.5	134			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	1,909	6.4	2.2	299			
	3.J.33 Smaller houses and starter homes	717	2.4	2.4	101			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	12	0.0	0.3	12			
	4.K.35 Term-time terraces	0	0.0	0.2	0			
	4.K.36 Educated young people in flats and tenements	23	0.1	1.9	4			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	321	1.1	1.4	75			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	657	2.2	2.6	84			
	4.L.39 Fading owner occupied terraces	412	1.4	2.9	48			
	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	466	1.6	1.6	98			
	4.M.42 Struggling young families in post-war terraces	359	1.2	1.6	74			
	4.M.43 Families in right-to-buy estates	718	2.4	2.0	119			
	4.M.44 Post-war estates, limited means	280	0.9	2.2	43			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	425	1.4	0.8	182			
	4.N.46 Elderly people in social rented flats	346	1.2	1.0	113			
	4.N.47 Low income older people in smaller semis	649	2.2	2.2	98			
	4.N.48 Pensioners and singles in social rented flats	572	1.9	1.7	113			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	831	2.8	2.2	128			
	5.O.50 Struggling younger people in mixed tenure	746	2.5	1.8	140			
	5.O.51 Young people in small, low cost terraces	252	0.8	2.3	37			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	555	1.9	1.6	120			
	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	944	3.2	1.6	199			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	130	0.4	1.5	29			
	5.Q.58 Singles and young families, some receiving benefits	506	1.7	1.8	97			
	5.Q.59 Deprived areas and high-rise flats	171	0.6	2.0	29			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	31	0.1	0.1	176			
	6.R.61 Inactive communal population	139	0.5	0.3	164			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		29,700						

CATEGORY

GROUP

TYPE

MAP

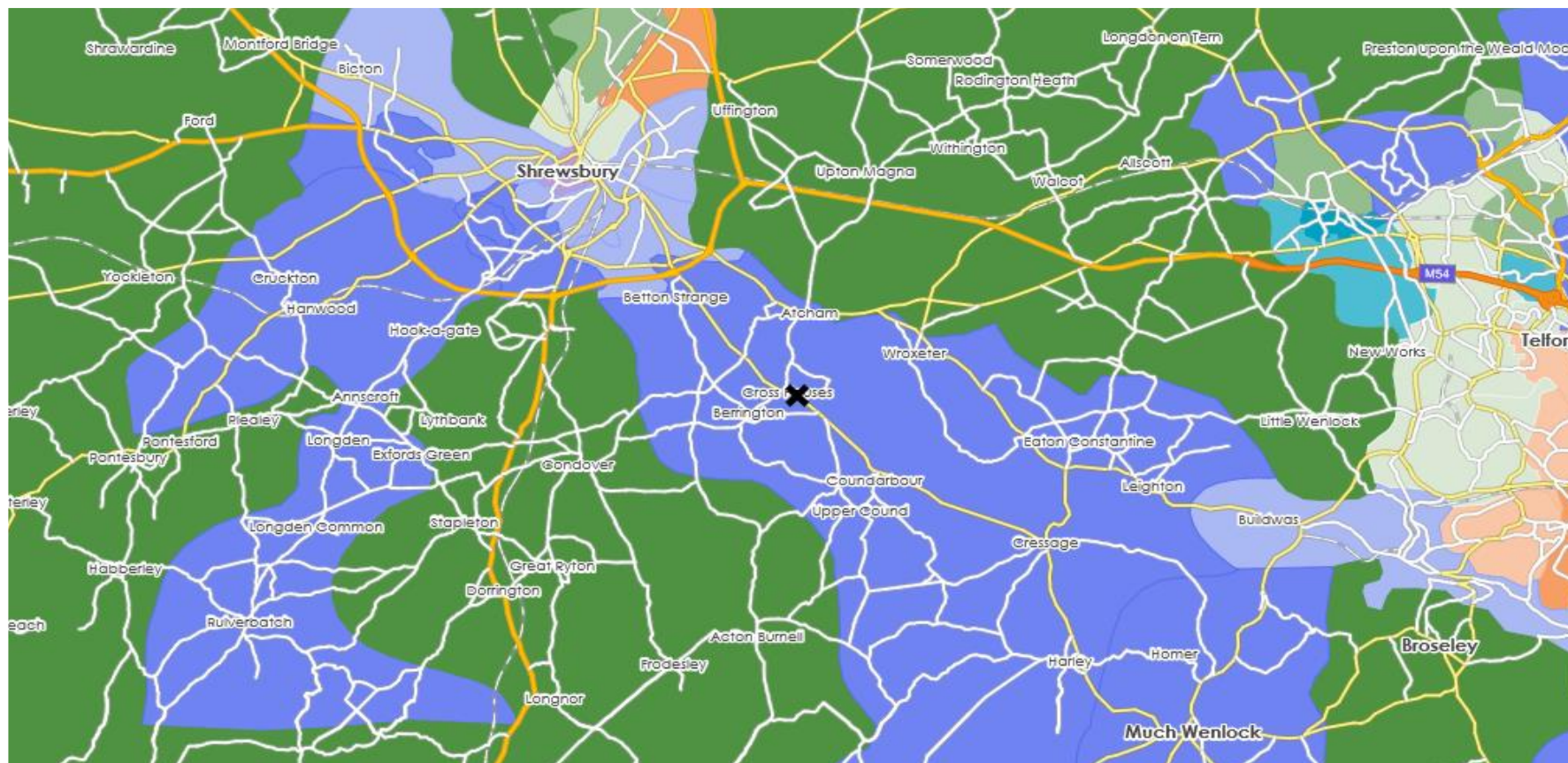
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00102_Bell Inn, Shrewsbury, SY5 6JJ (5 Mile contour)



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

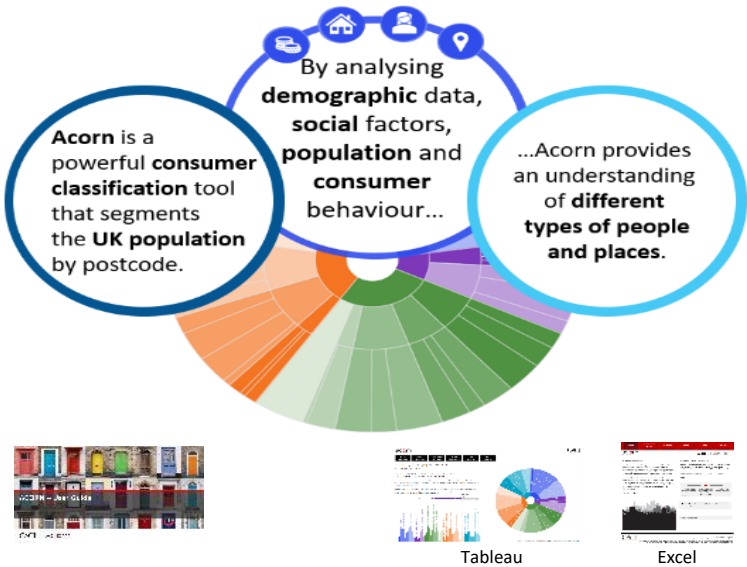
Acorn Groups

- 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	<input checked="" type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
4. Financially Stretched	<input type="radio"/>	K. Student Life	34-36
	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
5. Urban Adversity	<input type="radio"/>	O. Young Hardship	49-51
	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1

Affluent Achievers

12.1M

22.8%

UK Adults

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+

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

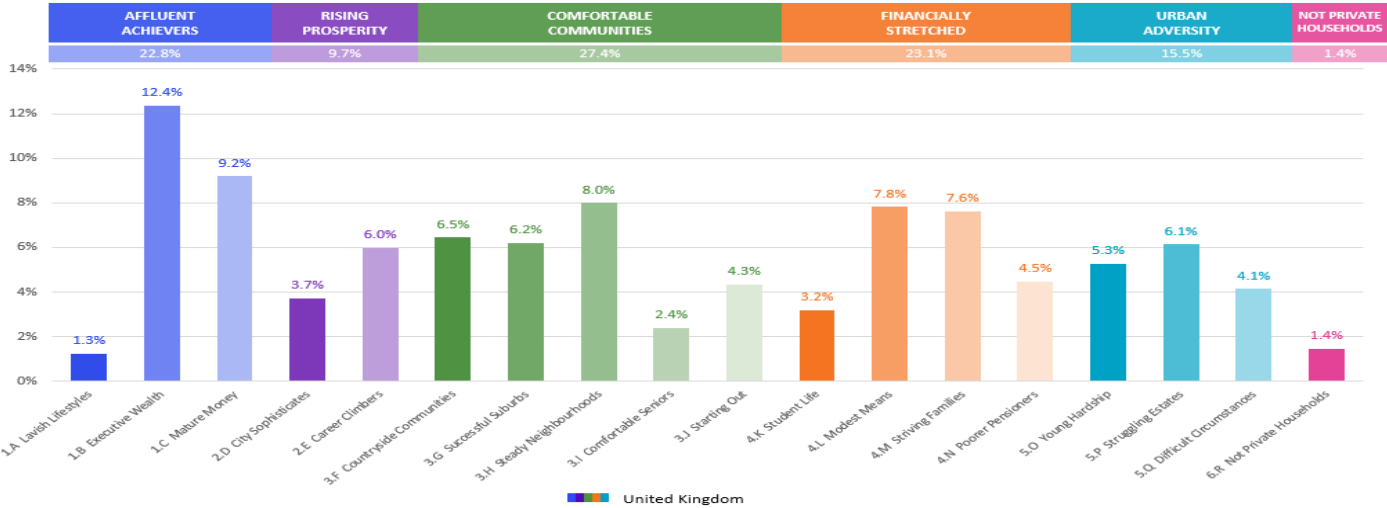
B. Executive Wealth

C. Mature Money

6%

54%

40%

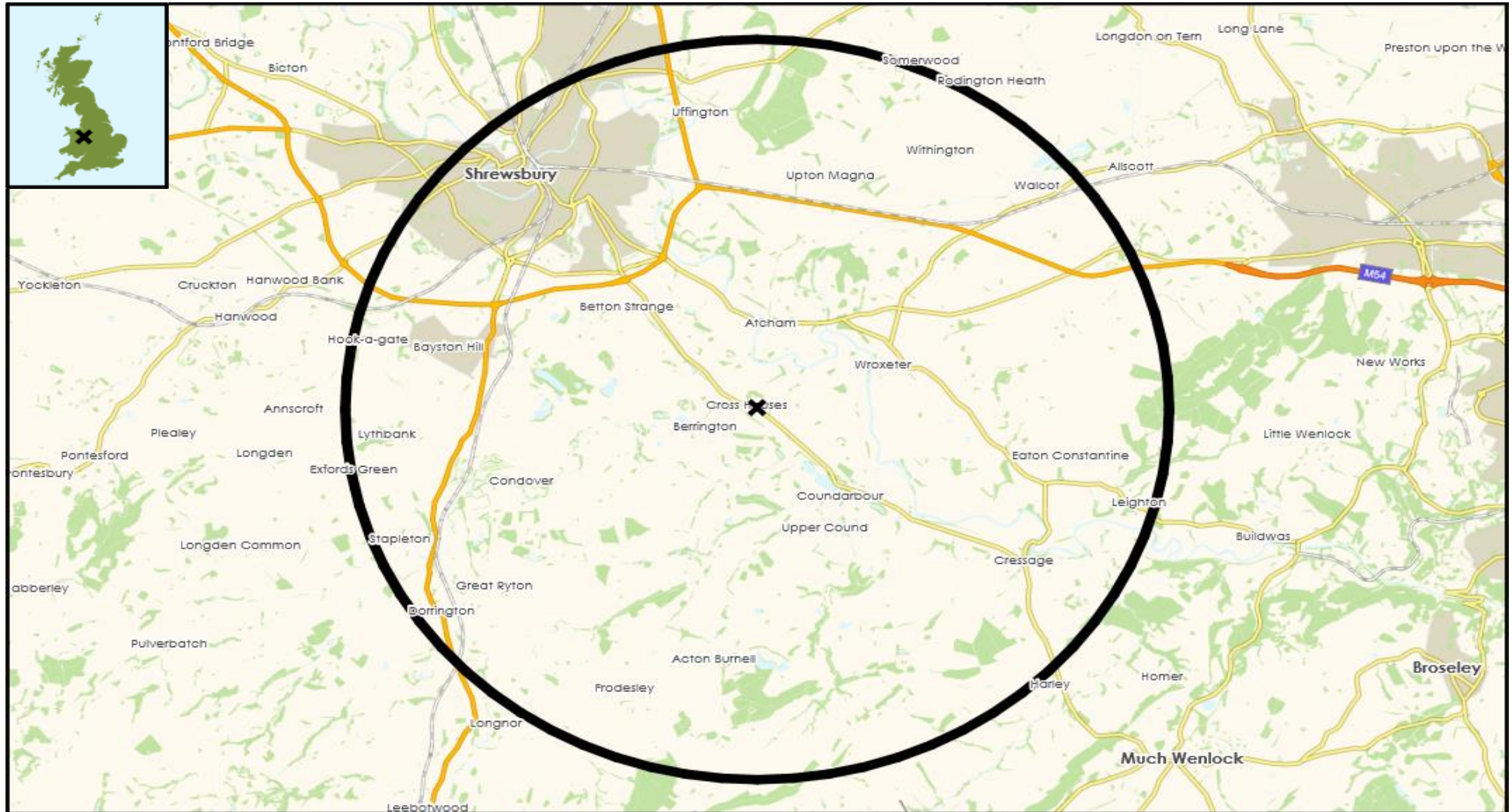


MAP OF AREA

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Source: OS Open Data 2018

Area: P00102_Bell Inn, Shrewsbury, SY5 6JJ (5 Mile contour)

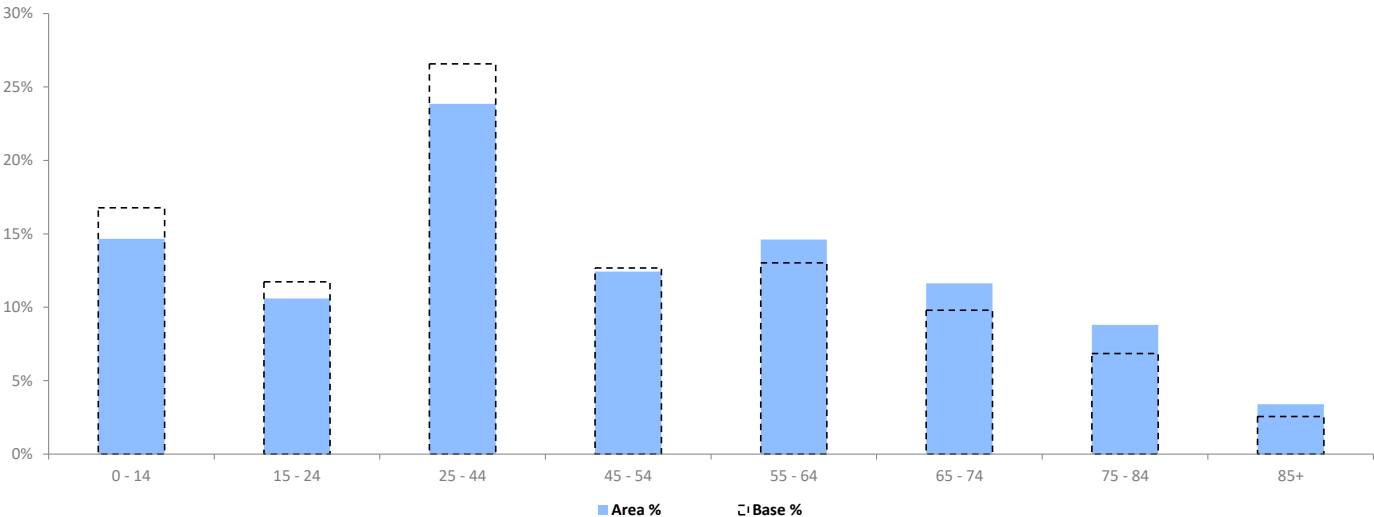


POPULATION PROJECTIONS

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Area:	P00102_Bell Inn, Shrewsbury, SY5 6JJ (5 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	9,598	14.7	16.8	87			
15 - 24	6,931	10.6	11.7	90			
25 - 44	15,605	23.9	26.6	90			
45 - 54	8,137	12.4	12.7	98			
55 - 64	9,561	14.6	13.0	112			
65 - 74	7,608	11.6	9.8	119			
75 - 84	5,765	8.8	6.9	128			
85+	2,217	3.4	2.6	133			
Total population	65,422						



EXPENDITURE

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Area:	P00102_Bell Inn, Shrewsbury, SY5 6JJ (5 Mile contour)
Base:	Great Britain
Year:	2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£1,946,737	£65.86	£66.95	98			
2. Alcoholic beverages, tobacco and narcotics	£814,818	£27.57	£28.12	98			
3. Clothing & Footwear	£628,324	£21.26	£22.40	95			
4. Housing, water, electricity, gas and other fuels	£2,967,221	£100.39	£107.19	94			
5. Furnishings, equipment and routine maintenance	£1,084,649	£36.70	£36.85	100			
6. Health	£421,495	£14.26	£13.48	106			
7. Transport	£3,671,614	£124.22	£134.74	92			
8. Communication	£431,707	£14.61	£15.74	93			
9. Recreation & Culture	£1,988,289	£67.27	£64.16	105			
10. Education	£268,247	£9.08	£22.26	41			
11. Restaurants & Hotels	£1,942,606	£65.72	£67.11	98			
12. Miscellaneous goods and services	£3,020,482	£102.19	£109.86	93			
Total Expenditure	£19,186,189	£649.10	£688.85	94			

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.