

CGA LICENCED PREMISES

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Area: P01225_Plough, Witney, OX28 6HL (5 Mile c
Base: Great Britain
Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	61	93.3	81.7	114			
Proprietary Club	2	3.1	7.3	42			
Registered Club	14	21.4	28.2	76			
Restaurant	13	19.9	32.1	62			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Artist Residence	Artist Residence Ltd	Pubs & Full On	Artist Residence Ltd	OX29 6XN
Oxfordshire Yeoman	Independent Free	Pubs & Full On	Independent Free	OX29 8AQ
Hand & Shears	Wells & Co	Pubs & Full On	Wells & Co	OX29 8AB
Three Horseshoes	Punch Pub Company	Pubs & Full On	Punch Pub Company	OX29 8BE
George & Dragon	Wells & Co	Pubs & Full On	Wells & Co	OX29 8JX
Cock Inn	Independent Free	Pubs & Full On	Independent Free	OX29 8NT
Royal Oak	Independent Free	Pubs & Full On	Independent Free	OX 7 3AU
Plough Inn	Independent Free	Pubs & Full On	Independent Free	OX 7 3BY
Eynsham Sports & Social Club	Independent Free	Registered Club	Independent Free	OX29 4HU
Queens Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX29 4HH
Jolly Sportsman	Punch Pub Company	Pubs & Full On	Punch Pub Company	OX29 4HT
Bayleaf Restaurant	Independent Free	Restaurant	Independent Free	OX29 4HT
Red Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX29 4HW
White Hart	Greene King	Pubs & Full On	Greene King	OX29 4LB
Swan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OX29 4PE
Evenlode	Prospect Pubs & Bars	Pubs & Full On	Prospect Pubs & Bars	OX29 4PS
Red Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	OX18 2DL
Morris Clown	Wellington	Pubs & Full On	Wellington	OX18 2JW
Masons Arms	Independent Free	Pubs & Full On	Independent Free	OX18 3NN
Chequers Inn	Greene King	Pubs & Full On	Greene King	OX18 3PR
Swan Inn	Independent Free	Pubs & Full On	Independent Free	OX18 4DY
Windmill Restaurant	Independent Free	Restaurant	Independent Free	OX18 4HJ
Maytime Inn	Independent Free	Pubs & Full On	Independent Free	OX18 4HW
Rowing Machine	Greene King	Pubs & Full On	Greene King	OX28 5AR
Windrush Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX29 0RZ
West Witney Sports & Social Club	Independent Free	Registered Club	Independent Free	OX29 0NB
Fox	Independent Free	Pubs & Full On	Independent Free	OX29 9NP
Mill & Old Swan	Initial Style Conferences Ltd	Pubs & Full On	Initial Style Conferences Ltd	OX29 0RW
White Hart	Wellington	Pubs & Full On	Wellington	OX29 0RA
Horse And Radish	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OX29 0RZ
Lamb Inn	Brakspear	Pubs & Full On	Brakspear	OX29 9TW
Lamb & Flag	Independent Free	Pubs & Full On	Independent Free	OX29 9UB
Witney Rugby Club	Independent Free	Registered Club	Independent Free	OX29 9UH
Bird In Hand	Independent Free	Pubs & Full On	Independent Free	OX29 9XP
Royal Oak	Independent Free	Pubs & Full On	Independent Free	OX28 6HW
Plough	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX28 6HL
Olde Cross Keys	Greene King	Pubs & Full On	Greene King	OX28 6AA
Langdale Hall	Independent Free	Pubs & Full On	Independent Free	OX28 6AP
Company of Weavers	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	OX28 6AD
Angel Inn	Wellington	Pubs & Full On	Wellington	OX28 6AL
Witney Masonic Club	Independent Free	Registered Club	Independent Free	OX28 4AW
Fleece	Peach Pub Company	Pubs & Full On	Greene King	OX28 4AZ
Old Court Hotel	Independent Free	Pubs & Full On	Independent Free	OX28 1DA
Three Pigeons	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	OX28 1DG
Hollybush	Greene King	Pubs & Full On	Greene King	OX28 6BT
Windrush Club	Independent Free	Registered Club	Independent Free	OX28 6HT
Beekeepers	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	OX28 6BB
Griffin	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	OX28 3JH
Carpenters Arms	Unknown	Pubs & Full On	Unknown	OX28 3JH
Curry House Restaurant	Independent Free	Restaurant	Independent Free	OX28 6HP
Elm Tree	Independent Free	Pubs & Full On	Independent Free	OX28 1NQ
Masons Arms	Independent Free	Pubs & Full On	Independent Free	OX29 6RZ
Woodman Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX29 6TT

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Registered Club	14	21.4	28.2	76			
Restaurant	13	19.9	32.1	62			
Residential	0	0.0	2.7	0			

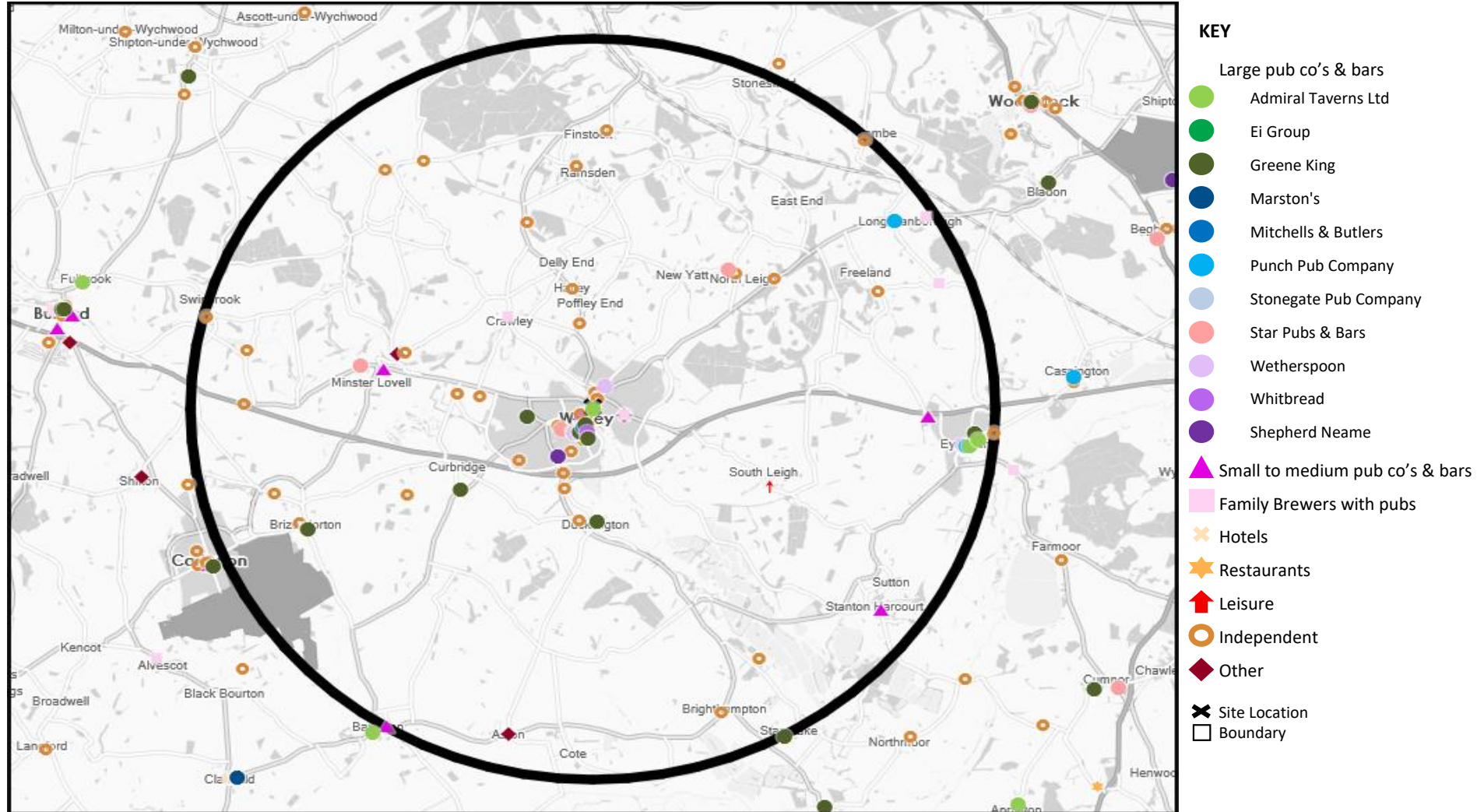
Name	Description	License Type	Owner Name	Postcode
Harcourt Arms	Barkby Group Plc	Pubs & Full On	Barkby Group Plc	OX29 5RJ
Witney Town Bowls Club	Independent Free	Registered Club	Independent Free	OX28 4AR
Blue Boar	Oakman Inns & Restaurants	Pubs & Full On	Oakman Inns & Restaurants	OX28 6BH
Three Horseshoes	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	OX28 6BS
Fat Lils	Independent Free	Restaurant	Independent Free	OX28 6BS
Water Margin	Independent Free	Restaurant	Independent Free	OX28 6BY
Red Lion Smokehouse	Greene King	Pubs & Full On	Greene King	OX28 6DB
New Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	OX28 6AU
Chequers Smoke House	Stonegate Pub Company	Restaurant	Stonegate Pub Company	OX28 6BT
Lord Kitchener	Greene King	Pubs & Full On	Greene King	OX29 7PF
Three Ttt Watersports Club	Independent Free	Registered Club	Independent Free	OX29 7QW
Oxford Witney Hotel	Independent Free	Pubs & Full On	Independent Free	OX28 4TJ
Bell Inn	Greene King	Pubs & Full On	Greene King	OX29 7UP
Ducklington Sports Club	Independent Free	Registered Club	Independent Free	OX29 7YE
Eagle Tavern	Hook Norton	Pubs & Full On	Hook Norton	OX28 6BL
Huffkins	Independent Free	Pubs & Full On	Independent Free	OX28 6HP
Greens	Independent Free	Pubs & Full On	Independent Free	OX29 0SY
Shaan Restaurant	Independent Free	Restaurant	Independent Free	OX28 6BL
Raf Brize Norton	Independent Free	Registered Club	Independent Free	OX18 3LY
Pizza Express	Hony Capital	Restaurant	Hony Capital	OX28 6BB
Como Lounge	Loungers	Pubs & Full On	Loungers	OX28 6BB
Witney Lakes Golf	Independent Free	Registered Club	Independent Free	OX29 0SY
Pearl	Independent Free	Restaurant	Independent Free	OX29 9QQ
Witney Snooker Club	Independent Free	Proprietary Club	Independent Free	OX28 4YR
Brize Norton Football Club	Independent Free	Registered Club	Independent Free	OX18 3PL
Cafe Rouge	Big Table Group Ltd	Restaurant	Big Table Group Ltd	OX28 6GW
Minster Lovell Sports & Recreation Club	Independent Free	Registered Club	Independent Free	OX29 0RN
North Leigh Football Club	Independent Free	Registered Club	Independent Free	OX29 6SL
Caswell House	Independent Free	Pubs & Full On	Independent Free	OX18 3NJ
Burwell Hall	Independent Free	Pubs & Full On	Independent Free	OX28 5NP
Hardwick Parks	Independent Free	Proprietary Club	Independent Free	OX29 7PZ
Suwanna Thai Restaurant	Independent Free	Restaurant	Independent Free	OX28 6AL
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	OX28 4JF
Ahmed Bbq Bar	Independent Free	Restaurant	Independent Free	OX29 7TN
Part And Parcel	Dodo Pubs	Pubs & Full On	Dodo Pubs	OX28 6AN
Eynsham Cricket Club	Independent Free	Registered Club	Independent Free	OX29 4LF
Bretts	Independent Free	Restaurant	Independent Free	OX28 6GW

MAP OF AREA

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Source: OS Open Data 2018








Area: P01225_Plough, Witney, OX28 6HL (5 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P01225_Plough, Witney, OX28 6HL (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	9,692	35.3	22.1	160		
	2 Rising Prosperity	3,950	14.4	10.2	141		
	3 Comfortable Communities	8,124	29.6	26.5	112		
	4 Financially Stretched	4,177	15.2	23.7	64		
	5 Urban Adversity	1,380	5.0	17.2	29		
	6 Not Private Households	115	0.4	0.3	122		
 Graph							
Total households		27,438					

Acorn Category Pen Portrait

3

Comfortable Communities

14.4M
UK Adults

27.2%
of UK

Age range

35-64

House type

Semi-detached or detached

Financial situation

Running into debt

Saving a lot

House tenure

Owned outright or mortgaged

Children at home

0-2

Number of beds

3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

F Countryside Communities

24%

G Successful Suburbs

23%

H Steady Neighbourhoods

29%

I Comfortable Seniors

9%

J Starting Out

15%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01225_Plough, Witney, OX28 6HL (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	47	0.2	1.1	16			
1.B Executive Wealth	4,883	17.8	11.3	157			
1.C Mature Money	4,762	17.4	9.6	180			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	3,950	14.4	6.4	226			
3. Comfortable Communities							
3.F Countryside Communities	934	3.4	5.7	59			
3.G Successful Suburbs	3,236	11.8	6.0	198			
3.H Steady Neighbourhoods	1,580	5.8	7.4	78			
3.I Comfortable Seniors	598	2.2	2.9	76			
3.J Starting Out	1,776	6.5	4.6	142			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	626	2.3	8.0	29			
4.M Striving Families	2,769	10.1	7.4	135			
4.N Poorer Pensioners	782	2.9	5.8	49			
5. Urban Adversity							
5.O Young Hardship	339	1.2	6.3	20			
5.P Struggling Estates	587	2.1	5.7	38			
5.Q Difficult Circumstances	454	1.7	5.2	32			
6. Not Private Households							
6.R Not Private Households	115	0.4	0.3	122			
Total households	27,438						

Acorn Group Pen Portrait

3J

Starting Out

2.2M
UK Adults

4.2%
of UK

Young couples and early career climbers in their first homes. Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

CORE DEMOGRAPHICS

Age range
25-44

Children at home
1

House tenure
Mortgaged

Family structure
Couple with children

Number of beds
3

House type
Terraced

FINANCIAL PROFILE

Household income
UK: £43k
London: £47k
Average: £40k
Average: £46k

% Disposable income
UK: 39%
London: 32%
Average: 43%
Average: 29%

Financial situation
Running into debt
Saving a lot

BRANDS

SHOPPING
OFFICE

LEISURE
FRIDAYS

WEBSITES
Zoopla

SKETCHERS

SUBWAY

ticketmaster

RANGE

MANGO

PREZZO

comparethemarket

DIGITAL

ATTITUDES

I worry about online security
60%
UK average: 55%

Shopping online makes my life easier
63%
UK average: 62%

I love the ease of using chat bots to get answers
28%
UK average: 28%

TOP BEHAVIOURS

Researching domestic appliances

Researching consumer tech (e.g. laptops)

Managing personal finance online

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01225_Plough, Witney, OX28 6HL (5 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	47	0.2	0.9	20			
1.B Executive Wealth								
	1.B.4 Asset rich families	1,091	4.0	2.6	150			
	1.B.5 Wealthy countryside commuters	2,233	8.1	2.5	330			
	1.B.6 Financially comfortable families	602	2.2	2.2	99			
	1.B.7 Affluent professionals	187	0.7	0.9	80			
	1.B.8 Prosperous suburban families	269	1.0	1.5	64			
	1.B.9 Well-off edge of towners	501	1.8	1.6	113			
1.C Mature Money								
	1.C.10 Better-off villagers	3,674	13.4	3.1	435			
	1.C.11 Settled suburbia, older people	461	1.7	2.8	60			
	1.C.12 Retired and empty nesters	243	0.9	2.5	36			
	1.C.13 Upmarket downsizers	384	1.4	1.3	108			
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	2,357	8.6	2.0	435			
	2.E.19 First time buyers in small, modern homes	1,593	5.8	3.4	171			
	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	47	0.2	1.5	11			
	3.F.22 Older couples and families in rural areas	143	0.5	1.0	52			
	3.F.23 Owner occupiers in small towns and villages	744	2.7	3.2	84			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	760	2.8	2.7	103			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	2,476	9.0	2.4	372			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	156	0.6	3.5	16			
	3.H.28 Owner occupied terraces, average income	53	0.2	1.6	12			
	3.H.29 Established suburbs, older families	1,371	5.0	2.3	214			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	272	1.0	2.4	42			
	3.I.31 Elderly singles in purpose-built accommodation	326	1.2	0.5	245			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	361	1.3	2.2	61			
	3.J.33 Smaller houses and starter homes	1,415	5.2	2.4	215			
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	280	1.0	1.4	71			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	298	1.1	2.6	41			
	4.L.39 Fading owner occupied terraces	48	0.2	2.9	6			
	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	1,758	6.4	1.6	402			
	4.M.42 Struggling young families in post-war terraces	656	2.4	1.6	146			
	4.M.43 Families in right-to-buy estates	212	0.8	2.0	38			
	4.M.44 Post-war estates, limited means	143	0.5	2.2	24			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	186	0.7	0.8	86			
	4.N.46 Elderly people in social rented flats	72	0.3	1.0	25			
	4.N.47 Low income older people in smaller semis	440	1.6	2.2	72			
	4.N.48 Pensioners and singles in social rented flats	84	0.3	1.7	18			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	167	0.6	2.2	28			
	5.O.50 Struggling younger people in mixed tenure	172	0.6	1.8	35			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	54	0.2	1.6	13			
	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	533	1.9	1.6	121			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	296	1.1	1.5	72			
	5.Q.58 Singles and young families, some receiving benefits	113	0.4	1.8	23			
	5.Q.59 Deprived areas and high-rise flats	45	0.2	2.0	8			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	20	0.1	0.1	123			
	6.R.61 Inactive communal population	95	0.3	0.3	122			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		27,438						

CATEGORY

GROUP

TYPE

MAP

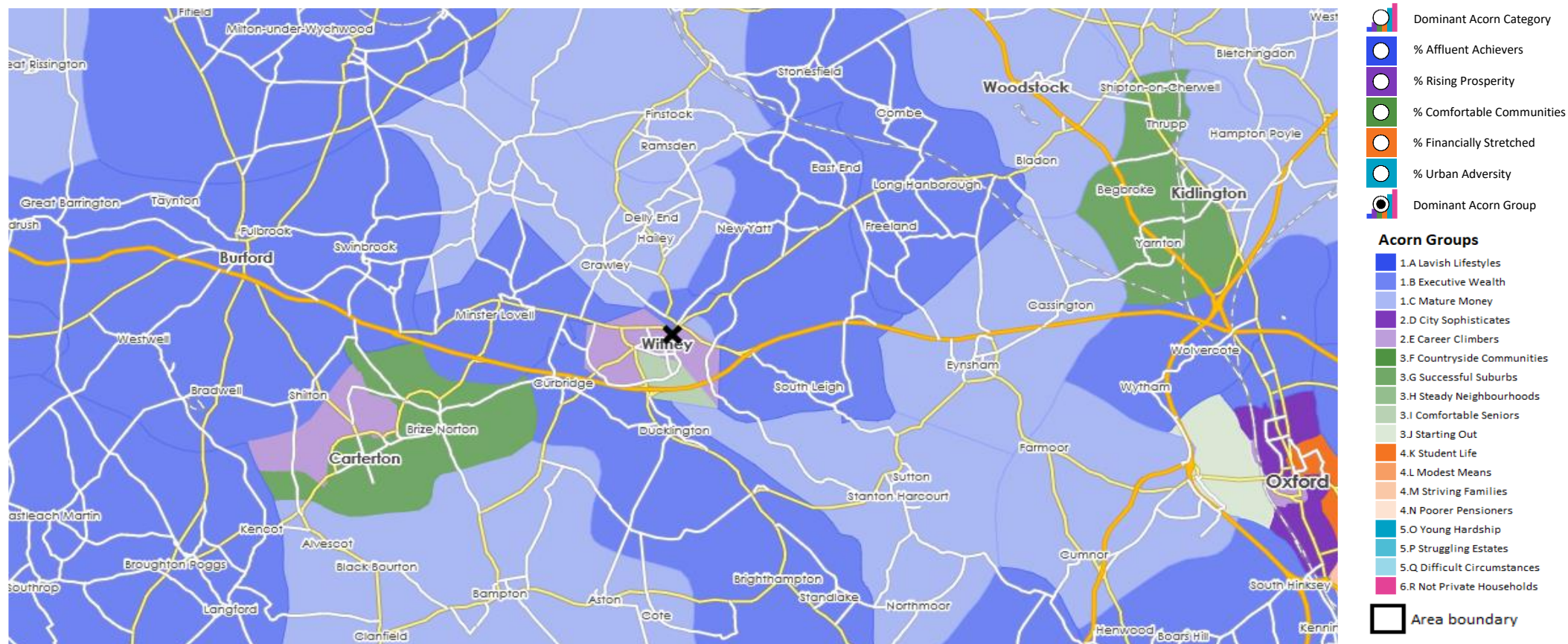
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P01225_Plough, Witney, OX28 6HL (5 Mile contour)

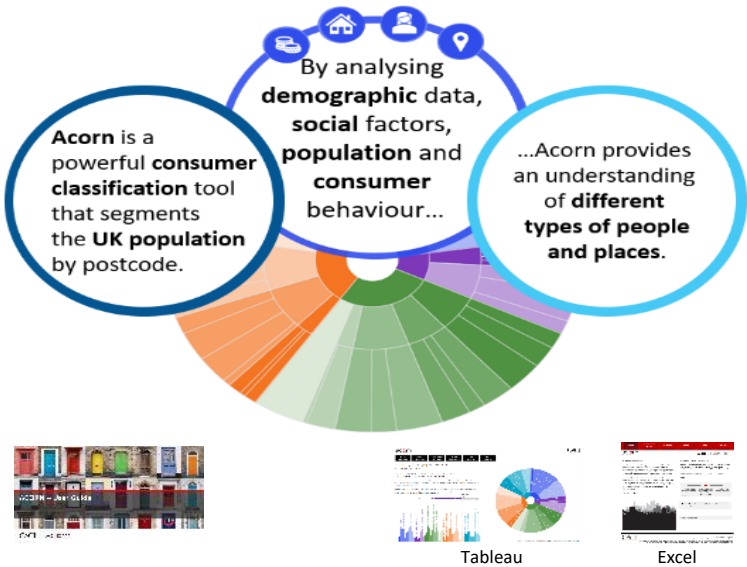
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Source: OS Open Data 2018



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

22.8%

UK Adults

of UK

Age range

55+

House type

Detached

Financial situation

Running into debt

Saving a lot

House tenure

Owned outright

Children at home

0

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

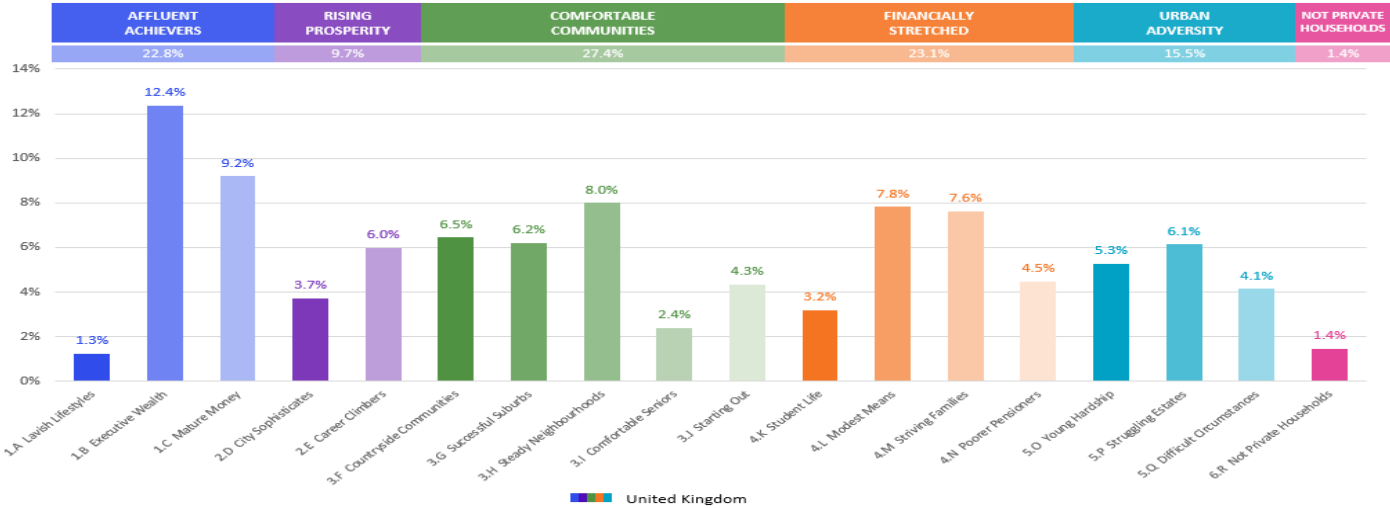
6%

B. Executive Wealth

54%

C. Mature Money

40%

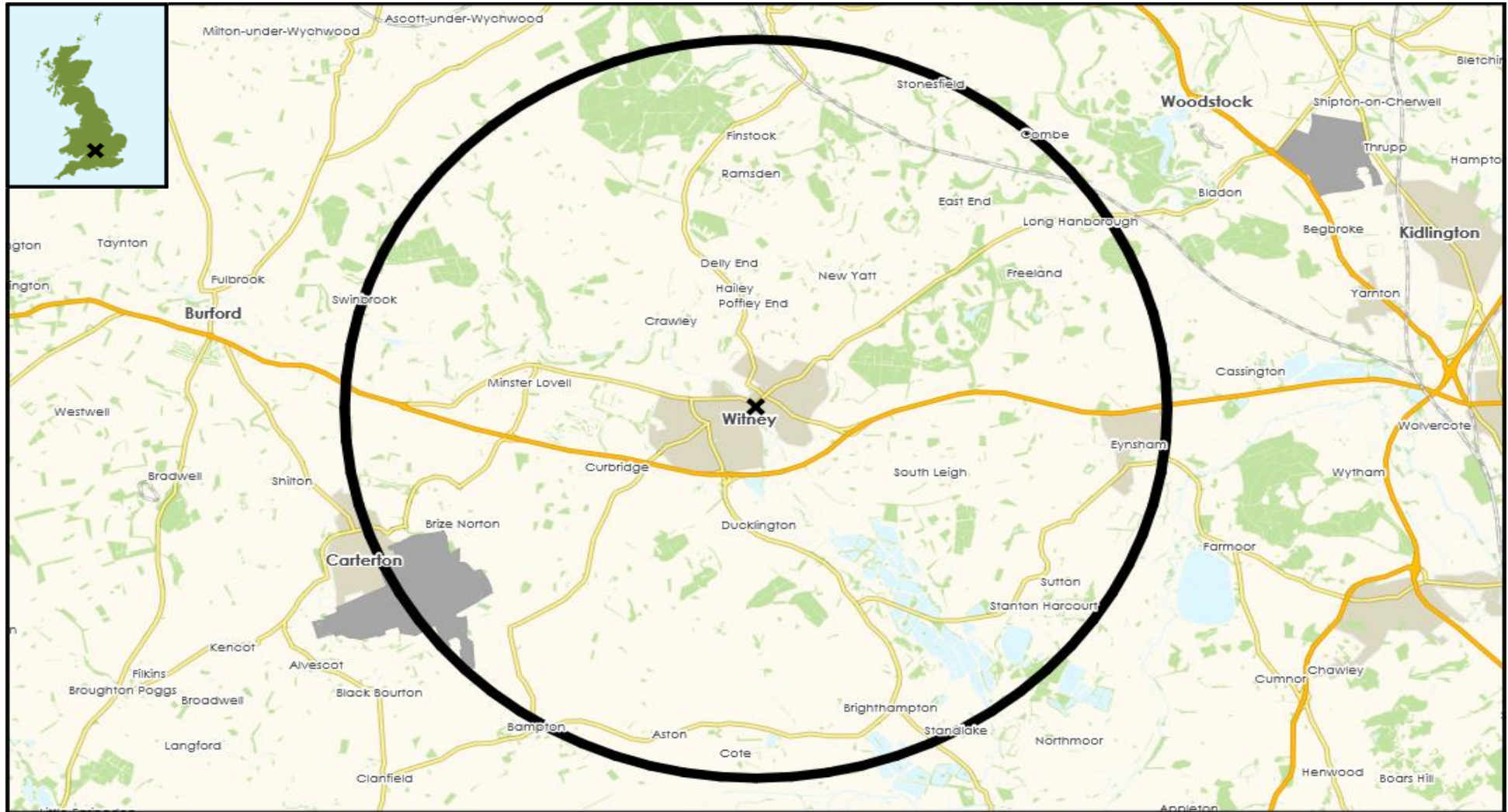


MAP OF AREA

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Source: OS Open Data 2018

Area: P01225_Plough, Witney, OX28 6HL (5 Mile contour)

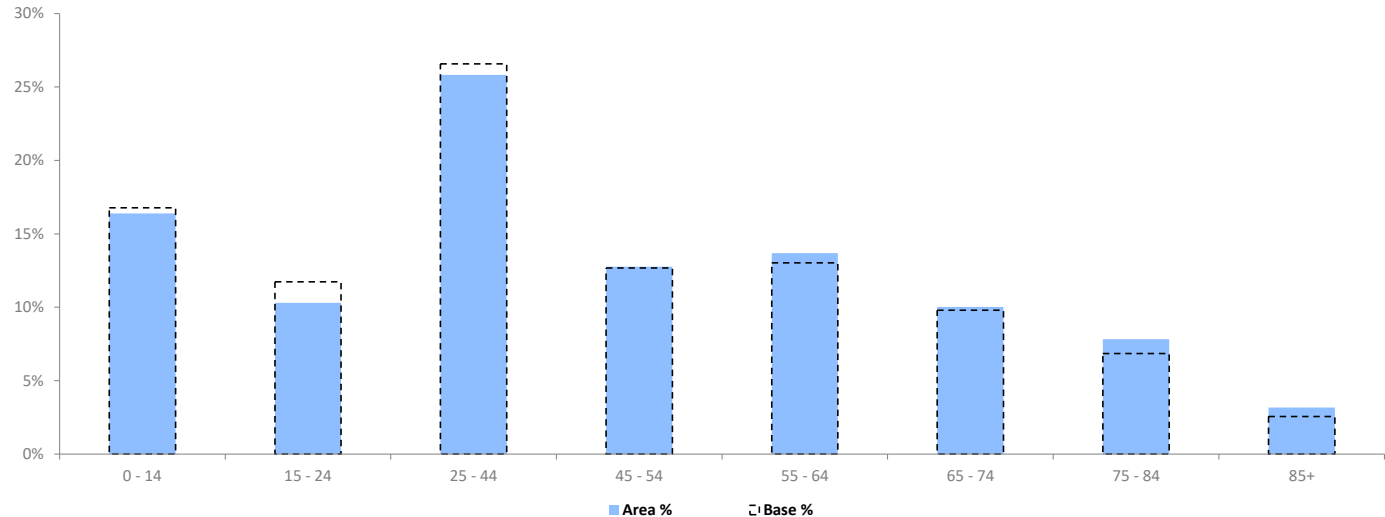


POPULATION PROJECTIONS

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Area:	P01225_Plough, Witney, OX28 6HL (5 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	10,712	16.4	16.8	98			
15 - 24	6,735	10.3	11.7	88			
25 - 44	16,881	25.8	26.6	97			
45 - 54	8,343	12.8	12.7	101			
55 - 64	8,941	13.7	13.0	105			
65 - 74	6,556	10.0	9.8	102			
75 - 84	5,119	7.8	6.9	114			
85+	2,067	3.2	2.6	124			
Total population	65,354						



EXPENDITURE

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Area:	P01225_Plough, Witney, OX28 6HL (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	£1,934,954	£71.90	£66.95	107			
2. Alcoholic beverages, tobacco and narcotics	£770,603	£28.64	£28.12	102			
3. Clothing & Footwear	£664,433	£24.69	£22.40	110			
4. Housing, water, electricity, gas and other fuels	£3,203,513	£119.04	£107.19	111			
5. Furnishings, equipment and routine maintenance	£1,168,240	£43.41	£36.85	118			
6. Health	£454,028	£16.87	£13.48	125			
7. Transport	£4,674,607	£173.71	£134.74	129			
8. Communication	£459,148	£17.06	£15.74	108			
9. Recreation & Culture	£2,021,470	£75.12	£64.16	117			
10. Education	£575,115	£21.37	£22.26	96			
11. Restaurants & Hotels	£2,071,705	£76.98	£67.11	115			
12. Miscellaneous goods and services	£3,686,451	£136.99	£109.86	125			
Total Expenditure	£21,684,266	£805.78	£688.85	117			

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.