

# CGA LICENCED PREMISES - LICENCES

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Area: P03870\_Wheatsheaf, Biggleswade, SG18 0LS  
Base: Great Britain  
Year: 2024

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
<b>Pubs and Bars</b>							
Branded Food Pub	1	1.4	2.9	48			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	28	39.0	26.8	145			
Craft Bar	0	0.0	1.2	0			
Educational Bar	1	1.4	0.9	148			
Late Night Bar	0	0.0	2.0	0			
Themed Bar	0	0.0	0.5	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	10	13.9	13.8	101			
Unthemed High Street Pub	7	9.7	8.9	109			
Wine Bar	0	0.0	1.0	0			
<b>Restaurants and Cafes</b>							
Bar Restaurant	1	1.4	5.0	28			
Cafe/Delicatessen	1	1.4	1.8	76			
Casual Dining Restaurant	0	0.0	7.6	0			
Restaurant	15	20.9	21.7	96			
<b>Accommodation and Functions</b>							
Conference/Exhibition/Function/Banquet	5	7.0	3.6	195			
Guest/Boarding House	1	1.4	2.5	56			
Hotel	2	2.8	10.8	26			
<b>Sports and Community</b>							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	1	1.4	3.1	44			
Local Sports Club	13	18.1	11.9	153			
Snooker Club	0	0.0	0.0	0			
Social Club	9	12.5	12.0	105			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	0	0.0	1.9	0			
<b>Entertainment and Leisure</b>							
Arena	0	0.0	0.0	0			
Ballroom	0	0.0	0.0	0			
Bingo Hall	1	1.4	0.4	388			
Casino	0	0.0	0.2	0			
Cinema	0	0.0	0.5	0			
Holiday/Caravan Park	0	0.0	1.3	0			
Nightclub	0	0.0	1.2	0			
Street Market	0	0.0	0.0	0			
Theatre	0	0.0	1.0	0			
Unknown	0	0.0	0.0	0			

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Area: P03870\_Wheatsheaf, Biggleswade, SG18 0L5

Base: Great Britain

Year: 2024

Name	Description	License Type	Owner Name	Postcode
Horseshoes	Red Oak Taverns	Community Pub	Red Oak Taverns	MK44 3NL
Guinea	Wells & Co	Community Pub	Wells & Co	MK44 3RG
White Horse	Greene King	Community Pub	Greene King	SG15 6TA
Old Oak	Greene King	Community Pub	Greene King	SG15 6UX
Five Bells	Greene King	Community Pub	Greene King	SG16 6AE
Engineers Arms	Independent Free	Community Pub	Independent Free	SG16 6AA
Crown	Independent Free	Unbranded Food Pub	Independent Free	SG16 6BS
Langford Football Club	Independent Free	Local Sports Club	Independent Free	SG16 6AF
Champneys Henlow Grange	Champneys Health Resorts	Guest/Boarding House	Champneys Health Resorts	SG16 6BT
White Hart	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	SG17 5DH
Golden Lion	Greene King	Community Pub	Greene King	SG17 5ES
Admiral	Greene King	Community Pub	Greene King	SG17 5RJ
Cornerstone	Punch Pub Company	Community Pub	Punch Pub Company	SG17 5DD
Woolpack	Independent Free	Community Pub	Independent Free	SG17 5JA
Shefford Town Memorial Association	Independent Free	Social Club	Independent Free	SG17 5JA
Dalchini Spice	Independent Free	Restaurant	Independent Free	SG17 5DB
Bridge	Wells & Co	Community Pub	Wells & Co	SG17 5DG
Shefford Tandoori Restaurant	Independent Free	Restaurant	Independent Free	SG17 5DG
Shefford Sports Club	Independent Free	Local Sports Club	Independent Free	SG17 5JD
Black Horse	Independent Free	Unbranded Food Pub	Independent Free	SG17 5QL
Yorkshire Grey	Greene King	Community Pub	Greene King	SG18 8EL
Crown	Greene King	Community Pub	Greene King	SG18 9AA
Crown Hotel	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	SG18 0JE
Cock	Independent Free	Community Pub	Independent Free	SG18 9NA
Caldecote Playing Fields Association	Independent Free	Local Sports Club	Independent Free	SG18 9BQ
Biggleswade United Football Club	Independent Free	Local Sports Club	Independent Free	SG18 0AA
Biggleswade Rugby Club & Squash Club	Independent Free	Local Sports Club	Independent Free	SG18 9RA
Stratton House Hotel	Independent Free	Hotel	Independent Free	SG18 8ED
Jade Garden	Independent Free	Restaurant	Independent Free	SG18 0AP
Thai Rice	Independent Free	Restaurant	Independent Free	SG18 0BY
Gardeners Arms	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	SG18 0DX
Rose	Unknown	Unthemed High Street F	Unknown	SG18 0JH
Golden Pheasant	Red Oak Taverns	Unthemed High Street F	Red Oak Taverns	SG18 0JH
Biggleswade & District Liberal Club	Independent Free	Social Club	Independent Free	SG18 0JH
Wheatsheaf	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	SG18 0LS
White Hart	Greene King	Unthemed High Street F	Greene King	SG18 8AR
Flutters Bingo Club	Flutters Bingo Clubs Ltd	Bingo Hall	Flutters Bingo Clubs Ltd	SG18 8AL
Whistle & Flute	Independent Free	Unthemed High Street F	Independent Free	SG18 8AZ
Biggleswade Conservative Club	Independent Free	Social Club	Independent Free	SG18 8BA
Raj Bengal	Independent Free	Restaurant	Independent Free	SG18 8BE
Weatherly Centre	Independent Free	Social Club	Independent Free	SG18 8JH
March Hare	Unknown	Community Pub	Unknown	SG18 8RN
Ickwell Cricket Club	Independent Free	Local Sports Club	Independent Free	SG18 9EF
Shuttleworth Collection	Independent Free	Conference/Exhibition/I	Independent Free	SG18 9ER
Hare & Hounds	Wells & Co	Community Pub	Wells & Co	SG18 9HQ
Green Man	Independent Free	Hotel	Independent Free	SG18 9JD
White Horse	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	SG18 9NN
Royal Oak	Greene King	Unbranded Food Pub	Greene King	SG19 2LU
Queens Head	Greene King	Unbranded Food Pub	Greene King	SG19 1JE
Kings Arms	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	SG19 1HA
George & Dragon	Greene King	Community Pub	Greene King	SG19 2QT
Chequers	Independent Free	Community Pub	Independent Free	SG19 2EP
Thornton Arms	Independent Free	Unbranded Food Pub	Independent Free	SG19 2LD
Sir William Peel	Independent Free	Unthemed High Street F	Independent Free	SG19 1AG
Bell	Greene King	Unbranded Food Pub	Greene King	SG19 1AW
Sandy Village Hall	Independent Free	Conference/Exhibition/I	Independent Free	SG19 1BN
Taj Mahal	Independent Free	Restaurant	Independent Free	SG19 1DN
Sandy & DistConservative Club	Independent Free	Social Club	Independent Free	SG19 1EL
Roundabout Club	Independent Free	Social Club	Independent Free	SG19 1EL
Potton & District Social Club	Independent Free	Social Club	Independent Free	SG19 2LP
Ek Raj	Independent Free	Restaurant	Independent Free	SG19 2LT
John Ogaunt Inn	Independent Free	Community Pub	Independent Free	SG19 2ND

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Area: P03870\_Wheatsheaf, Biggleswade, SG18 0L  
 Base: Great Britain  
 Year: 2024

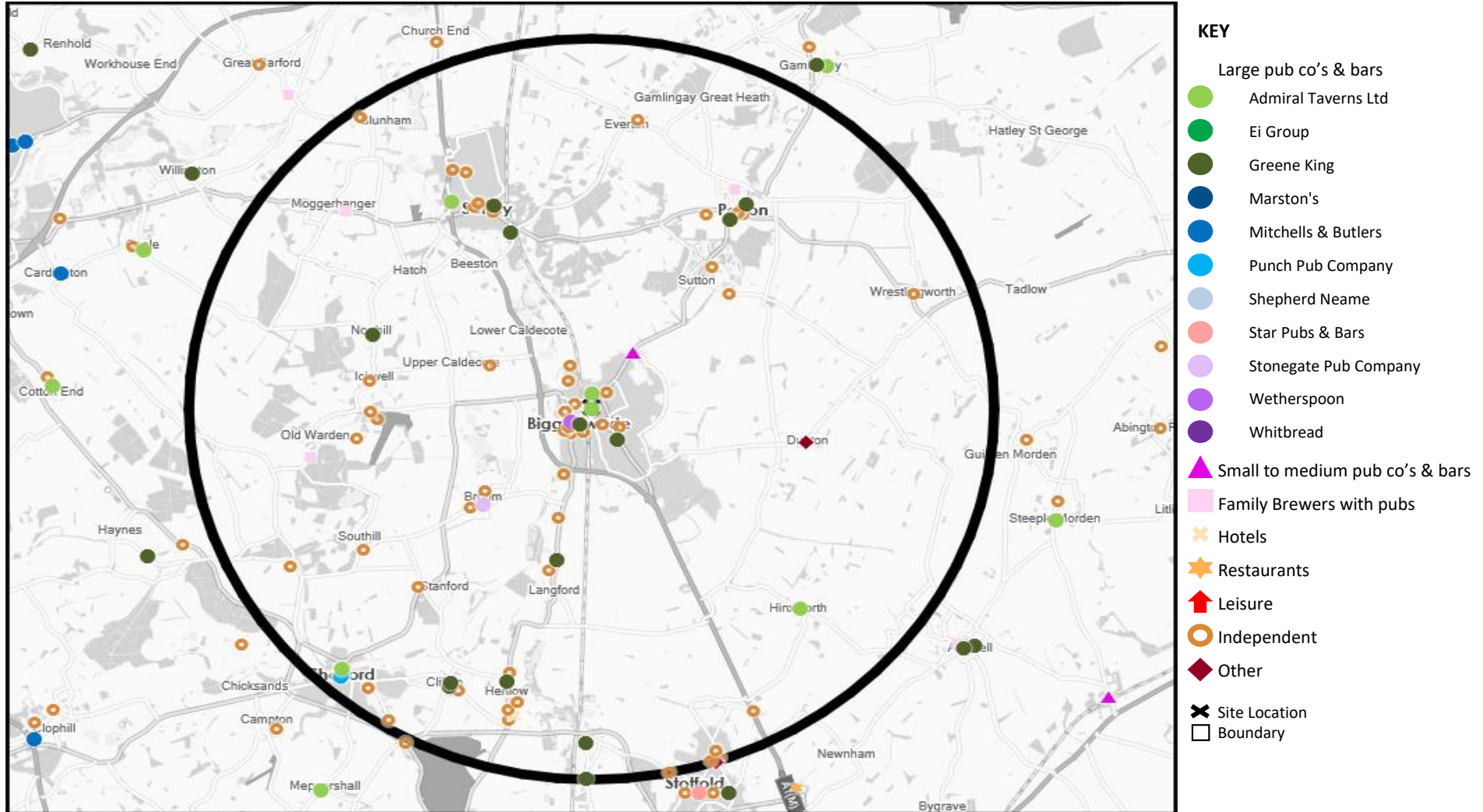
Name	Description	License Type	Owner Name	Postcode
Rising Sun	Wells & Co	Community Pub	Wells & Co	SG19 2PA
Stotfold Football Club	Independent Free	Local Sports Club	Independent Free	SG 5 4AN
Stotford & District Conservative Club	Independent Free	Social Club	Independent Free	SG 5 4DZ
Fox & Duck	Independent Free	Unbranded Food Pub	Independent Free	SG 5 4HE
Crown	Independent Free	Community Pub	Independent Free	SG 5 4AL
Coteys	Independent Free	Restaurant	Independent Free	SG 7 5EX
Three Horseshoes	Admiral Taverns Ltd	Unbranded Food Pub	Admiral Taverns Ltd	SG 7 5HQ
Henlow Sports & Social Club	Independent Free	Local Sports Club	Independent Free	SG16 6AP
Brewery Tap	B & T Brewery	Community Pub	B & T Brewery	SG17 5DH
Ivy Leaf	Independent Free	Unthemed High Street F	Independent Free	SG18 8AL
Southhill Park Cricket Club	Independent Free	Local Sports Club	Independent Free	SG18 9LD
Plough	Greene King	Unbranded Food Pub	Greene King	SG18 9QA
Coach House	Independent Free	Community Pub	Independent Free	SG19 2NP
Clifton Cuisine	Independent Free	Restaurant	Independent Free	SG17 5RL
Biggles Lounge	Independent Free	Restaurant	Independent Free	SG18 0AP
John O Gaunt Golf Club	Independent Free	Golf Club	Independent Free	SG19 2LY
Gabriels	Independent Free	Restaurant	Independent Free	SG19 1LB
Shuttleworth College Services	Independent Free	Educational Bar	Independent Free	SG18 9EA
Biggleswade Football Club	Independent Free	Local Sports Club	Independent Free	SG18 9JT
Blunham Playingfield Comm	Independent Free	Local Sports Club	Independent Free	MK44 3ND
Surfin Cafe	Independent Free	Cafe/Delicatessen	Independent Free	SG18 8AQ
Potton Bowls Club	Independent Free	Local Sports Club	Independent Free	SG19 2QB
Biggleswade Town Bowls Club	Independent Free	Local Sports Club	Independent Free	SG18 0HP
Shortmead House	Independent Free	Conference/Exhibition/I	Independent Free	SG18 0FG
China Express	Independent Free	Restaurant	Independent Free	SG19 1HU
Langford Village Hall	Independent Free	Social Club	Independent Free	SG18 9QB
Indian Monsoon	Independent Free	Restaurant	Independent Free	SG18 8AQ
Loft	Independent Free	Restaurant	Independent Free	SG17 5DQ
Rosso Lounge	Loungers	Bar Restaurant	Loungers	SG18 8AS
Jordan's Mill	Independent Free	Conference/Exhibition/I	Independent Free	SG18 9NW
House At Shuttleworth	Independent Free	Conference/Exhibition/I	Independent Free	SG18 9EP
Kings Reach	McMullen & Sons Ltd	Branded Food Pub	McMullen & Sons Ltd	SG18 0EL
Osarracino	Independent Free	Restaurant	Independent Free	SG19 2LR
Drink	Independent Free	Community Pub	Independent Free	SG18 8AH

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03870\_Wheatsheaf, Biggleswade, SG18 0LS (5 Mile contour)



ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03870\_Wheatsheaf, Biggleswade, SG18 0LS (5 Mile contour)  
Base: Great Britain  
Year: 2024

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Luxury Lifestyles	177	0.6	3.1	19		
2	Established Affluence	4,808	16.0	12.3	130		
3	Thriving Neighbourhoods	12,651	42.0	22.6	186		
4	Steadfast Communities	7,438	24.7	25.2	98		
5	Stretched Society	3,691	12.2	21.1	58		
6	Low Income Living	1,270	4.2	15.4	27		
7	Not Private Households	108	0.4	0.4	92		
Total households		30,143					

3

Thriving Neighbourhoods

6.3M  
UK Households

22.4%  
of UK

Predominant Housing Type

Semi or detached

Predominant Housing Tenure

Owned

Savings & Investments

Average

Comfortable, stable families and empty nesters who have a good standard of living, on an income above the UK average.

Groups within Thriving Neighbourhoods

F Mature Success 32%

G Settled Suburbia 23%

H Metropolitan Surroundings 7%

I Up-and-coming Urbanites 7%

J Aspiring Communities 31%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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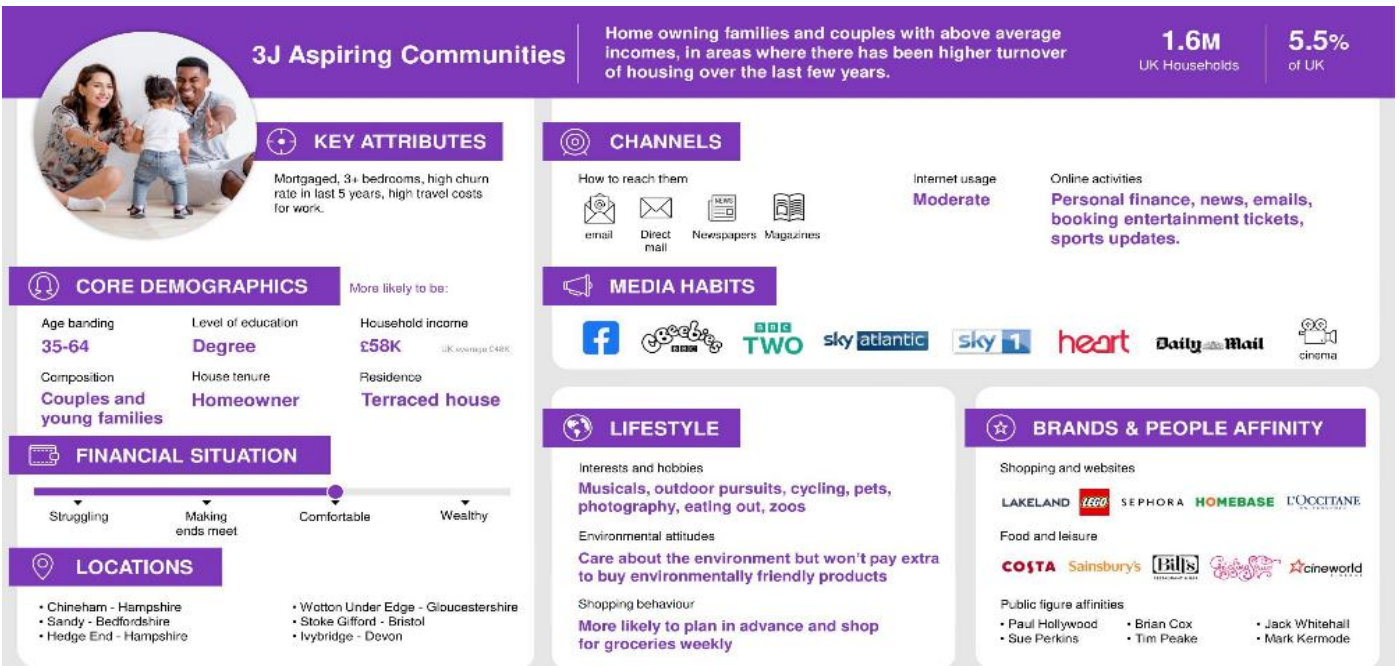
Area: P03870\_Wheatsheaf, Biggleswade, SG18 0LS (5 Mile contour)

Base: Great Britain

Year: 2024

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Luxury Lifestyles</b>							
1.A Exclusive Addresses	0	0.0	0.3	0			
1.B Flourishing Capital	0	0.0	1.0	0			
1.C Upmarket Families	177	0.6	1.8	32			
<b>2. Established Affluence</b>							
2.D Commuter Belt Wealth	4,790	15.9	9.1	175			
2.E Prosperous Professionals	18	0.1	3.2	2			
<b>3. Thriving Neighbourhoods</b>							
3.F Mature Success	1,881	6.2	7.0	89			
3.G Settled Suburbia	2,078	6.9	5.2	133			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	232	0.8	3.2	24			
3.J Aspiring Communities	8,460	28.1	5.5	506			
<b>4. Steadfast Communities</b>							
4.K Semi-rural Maturity	2,336	7.7	6.7	115			
4.L Traditional Homeowners	757	2.5	6.0	42			
4.M Family Renters	2,758	9.1	4.6	200			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	1,587	5.3	5.3	98			
<b>5. Stretched Society</b>							
5.P Tenant Living	1,041	3.5	8.3	42			
5.Q Limited Budgets	2,054	6.8	5.2	131			
5.R Hard-up Households	596	2.0	7.6	26			
<b>6. Low Income Living</b>							
6.S Cash-strapped Families	32	0.1	7.3	1			
6.T Constrained Pensioners	524	1.7	3.3	53			
6.U Challenging Circumstances	714	2.4	4.8	50			
<b>7. Not Private Households</b>							
7.V Not Private Households	108	0.4	0.4	92			
<b>Total households</b>	<b>30,143</b>						

## Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?



## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03870\_Wheatsheaf, Biggleswade, SG18 0LS (5 Mile contour)

Base: Great Britain

Year: 2024

Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description				Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles										
1.A Exclusive Addresses										
	1.A.1	High-flyers in luxury apartments and townhouses		0	0.0	0.1	0	<div></div>		
	1.A.2	Wealthy, gentrified areas		0	0.0	0.1	0	<div></div>		
	1.A.3	Asset-rich, out-of-town older families		0	0.0	0.1	0	<div></div>		
1.B Flourishing Capital										
	1.B.4	High-end professionals in city flats		0	0.0	0.5	0	<div></div>		
	1.B.5	Successful young families in smart urban areas		0	0.0	0.5	0	<div></div>		
1.C Upmarket Families										
	1.C.6	Executives in expensive suburban houses		177	0.6	1.1	56	<div></div>		
	1.C.7	Prosperous families in green-belt areas with substantial homes		0	0.0	0.8	0	<div></div>		
2. Established Affluence										
2.D Commuter Belt Wealth										
	2.D.8	Affluent, older homeowners		2,162	7.2	2.1	334	<div></div>	<div></div>	
	2.D.9	Families and couples in comfortable homes		24	0.1	1.6	5	<div></div>		
	2.D.10	Well-off families in larger semis		0	0.0	1.1	0	<div></div>		
	2.D.11	Mature and moneyed out-of-towners		2,450	8.1	2.1	384	<div></div>	<div></div>	
	2.D.12	Well-to-do empty nesters in detached houses		154	0.5	2.2	24	<div></div>		
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		18	0.1	1.3	5	<div></div>		
	2.E.14	Upmarket young families in terraces		0	0.0	0.9	0	<div></div>		
	2.E.15	Educated professionals renting flats		0	0.0	1.0	0	<div></div>		
3. Comfortable Communities										
3.F Mature Success										
	3.F.16	Families and couples in detached houses		259	0.9	2.0	44	<div></div>		
	3.F.17	Older, rural empty nesters and couples		577	1.9	2.7	72	<div></div>	<div></div>	
	3.F.18	Countryside retirees in spacious houses		38	0.1	0.1	148	<div></div>	<div></div>	
	3.F.19	Sophisticated couples living comfortably in detached homes		1,007	3.3	2.3	143	<div></div>	<div></div>	
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		2,061	6.8	2.4	280	<div></div>	<div></div>	
	3.G.21	Mid-life suburban living		17	0.1	2.7	2	<div></div>		
3.H Metropolitan Surroundings										
	3.H.22	Younger families and sharers in city terraces		0	0.0	1.0	0	<div></div>		
	3.H.23	Culturally diverse suburban families		0	0.0	0.7	0	<div></div>		
3.I Up-and-coming Urbanites										
	3.I.24	Young professionals renting city flats		0	0.0	1.3	0	<div></div>		
	3.I.25	Privately renting students and house sharers		0	0.0	0.3	0	<div></div>		
	3.I.26	Younger couples and singles in flats		232	0.8	1.7	46	<div></div>		
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		6,688	22.2	3.2	683	<div></div>	<div></div>	
	3.J.28	Families and couples in terraces		1,772	5.9	2.3	256	<div></div>	<div></div>	
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		1,897	6.3	3.0	208	<div></div>	<div></div>	
	4.K.30	Empty nesters in owner-occupied detached homes		341	1.1	2.5	46	<div></div>	<div></div>	
	4.K.31	Comfortable, home-owning families and empty nesters		9	0.0	0.7	4	<div></div>	<div></div>	
	4.K.32	Older comfortable families and couples in detached, rural properties		83	0.3	0.5	56	<div></div>	<div></div>	
	4.K.33	Retirees in semi-detached and detached properties		6	0.0	0.1	28	<div></div>	<div></div>	
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		670	2.2	3.0	73	<div></div>	<div></div>	
	4.L.35	Settled communities, semi-detached properties		87	0.3	2.9	10	<div></div>	<div></div>	
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		20	0.1	2.2	3	<div></div>	<div></div>	
	4.M.37	Restricted residents, socially renting		2,738	9.1	2.4	385	<div></div>	<div></div>	
4.N Urban Diversity										
	4.N.38	Younger families, multi-occupancy and rented households		0	0.0	1.0	0	<div></div>	<div></div>	
	4.N.39	Diverse communities in smaller semis and terraces		0	0.0	0.7	0	<div></div>	<div></div>	
	4.N.40	Young families, limited means in terraced metropolitan areas		0	0.0	0.9	0	<div></div>	<div></div>	
4.O Stable Seniors										
	4.O.41	Living on modest means in terraces		1,525	5.1	2.7	184	<div></div>	<div></div>	
	4.O.42	Retired homeowners in semi-detached and detached houses		31	0.1	1.6	6	<div></div>	<div></div>	
	4.O.43	Older couples living in detached houses, rural communities		31	0.1	1.0	10	<div></div>	<div></div>	
5. Stretched Society										
5.P Tenant Living										
	5.P.44	Urban, aspiring flat dwellers		0	0.0	1.4	0	<div></div>	<div></div>	
	5.P.45	Privately renting squeezed professionals in flats		416	1.4	2.9	48	<div></div>	<div></div>	
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0	<div></div>	<div></div>	
	5.P.47	Singles and couples in rented flats		625	2.1	3.0	68	<div></div>	<div></div>	
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		109	0.4	3.3	11	<div></div>	<div></div>	
	5.Q.49	Socially renting single adult households		1,945	6.5	1.9	335	<div></div>	<div></div>	
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		0	0.0	3.2	0	<div></div>	<div></div>	
	5.R.51	Older, single-person households on the outskirts of town		121	0.4	2.3	17	<div></div>	<div></div>	
	5.R.52	Socially renting families in terraces		475	1.6	2.0	77	<div></div>	<div></div>	
6. Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		0	0.0	1.7	0	<div></div>	<div></div>	
	6.S.54	Young families in socially rented semis		19	0.1	1.9	3	<div></div>	<div></div>	
	6.S.55	Families in low-value terraced housing		13	0.0	3.0	1	<div></div>	<div></div>	
	6.S.56	Diverse young families in rented terraces and flats		0	0.0	0.8	0	<div></div>	<div></div>	
6.T Constrained Pensioners										
	6.T.57	Older renters in flats and tenements		217	0.7	2.0	36	<div></div>	<div></div>	
	6.T.58	Poorer pensioners in semis		307	1.0	1.3	78	<div></div>	<div></div>	
6.U Challenging Circumstances										
	6.U.59	Students and sharers in multi-occupancy flats		0	0.0	0.2	0	<div></div>	<div></div>	
	6.U.60	Socially renting single adult households in flats		0	0.0	0.9	0	<div></div>	<div></div>	
	6.U.61	Socially rented flats, singles and pensioners		714	2.4	3.6	65	<div></div>	<div></div>	
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		0	0.0	0.1	0	<div></div>	<div></div>	
	7.V.63	Active communal populations		16	0.1	0.0	109	<div></div>	<div></div>	
	7.V.64	Inactive communal populations		92	0.3	0.2	146	<div></div>	<div></div>	
	7.V.65	Non-residential postcodes		0	0.0	0.0	0	<div></div>	<div></div>	
Total households				30,143						

CATEGORY

GROUP

TYPE

MAP

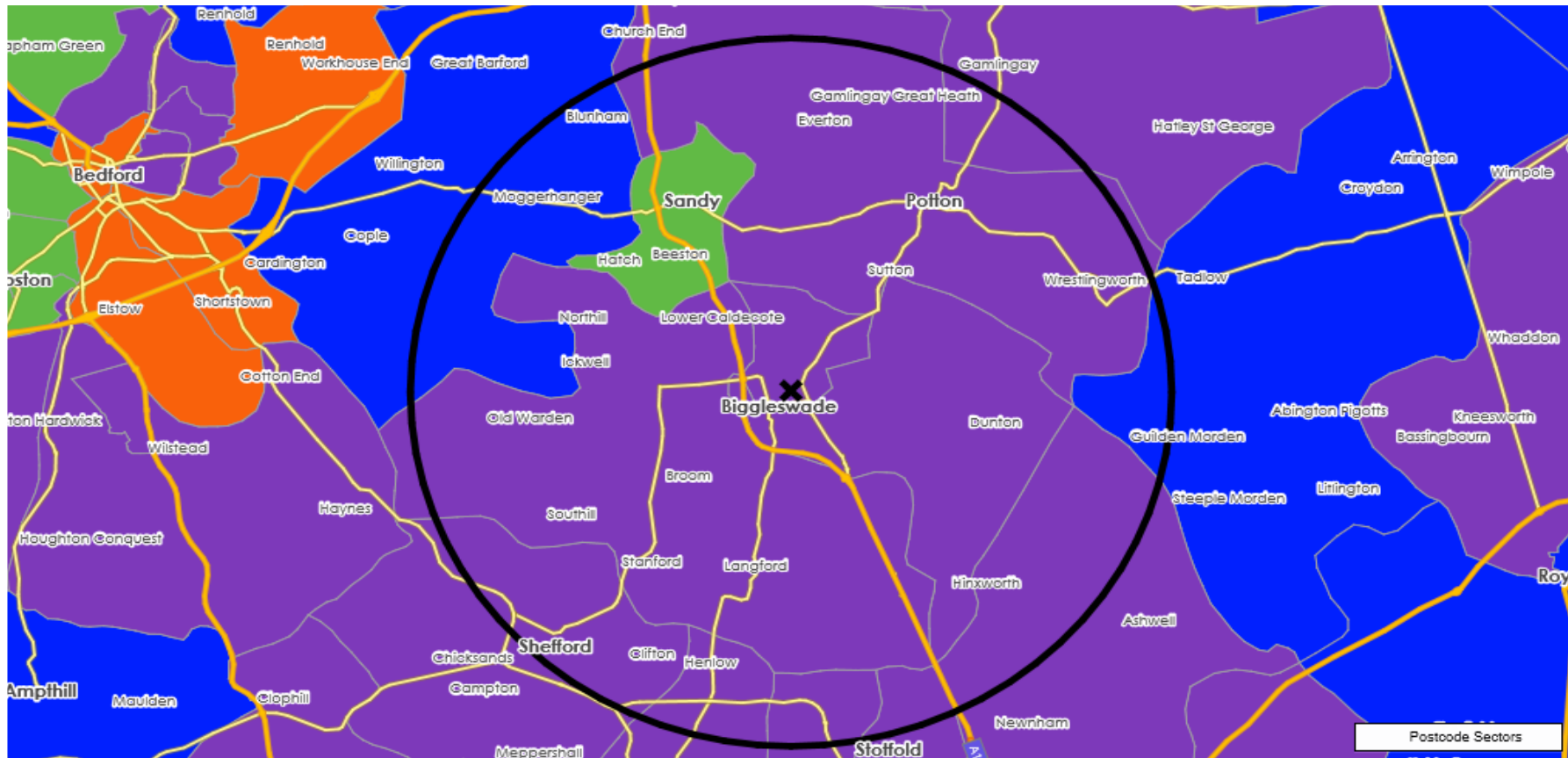
WHAT IS ACORN?

## DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03870\_Wheatsheaf, Biggleswade, SG18 0LS (5 Mile contour)



Area Boundary



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN - WHAT IS IT?



### WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

### ACORN STRUCTURE

CATEGORY	GROUP	TYPE
1. Luxury Lifestyles	1.A. Exclusive Addresses	1-3
	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
	2.E. Prosperous Professionals	13-15
3. Thriving Neighbourhoods	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
4. Steadfast Communities	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
5. Stretched Society	5.P. Tenant Living	44-47
	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
6. Low Income Living	6.S. Cash-Strapped Families	53-56
	6.T. Constrained Pensioners	57-58
	6.U. Challenging Circumstances	59-61
7. Not Private Households	7.V. Not Private Households	62-65

### ADDITIONAL INFORMATION



For more information, click here to visit the website:

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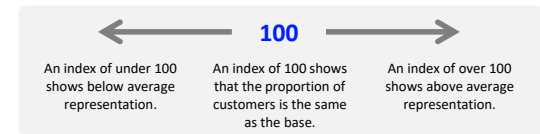
### INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

#### AREA PROFILE

Total figures exclude business addresses without residential population

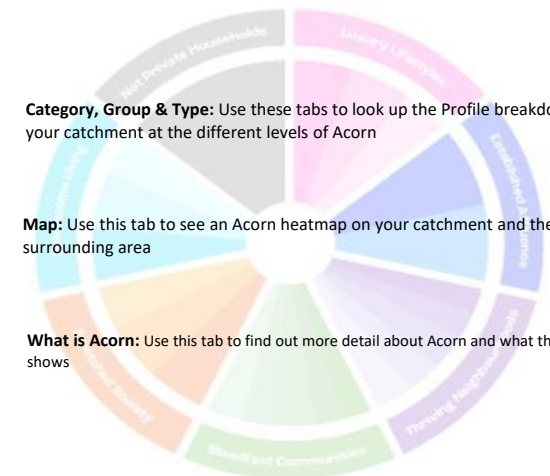
#### INDEX



#### PERCENTAGE

**% for Area:** Calculates the percentages of each category, group or type for the catchment  
**% for Base:** Calculates the percentages of each category, group or type for the base catchment

### REPORT INFORMATION



**Category, Group & Type:** Use these tabs to look up the Profile breakdown of your catchment at the different levels of Acorn

**Map:** Use this tab to see an Acorn heatmap on your catchment and the surrounding area

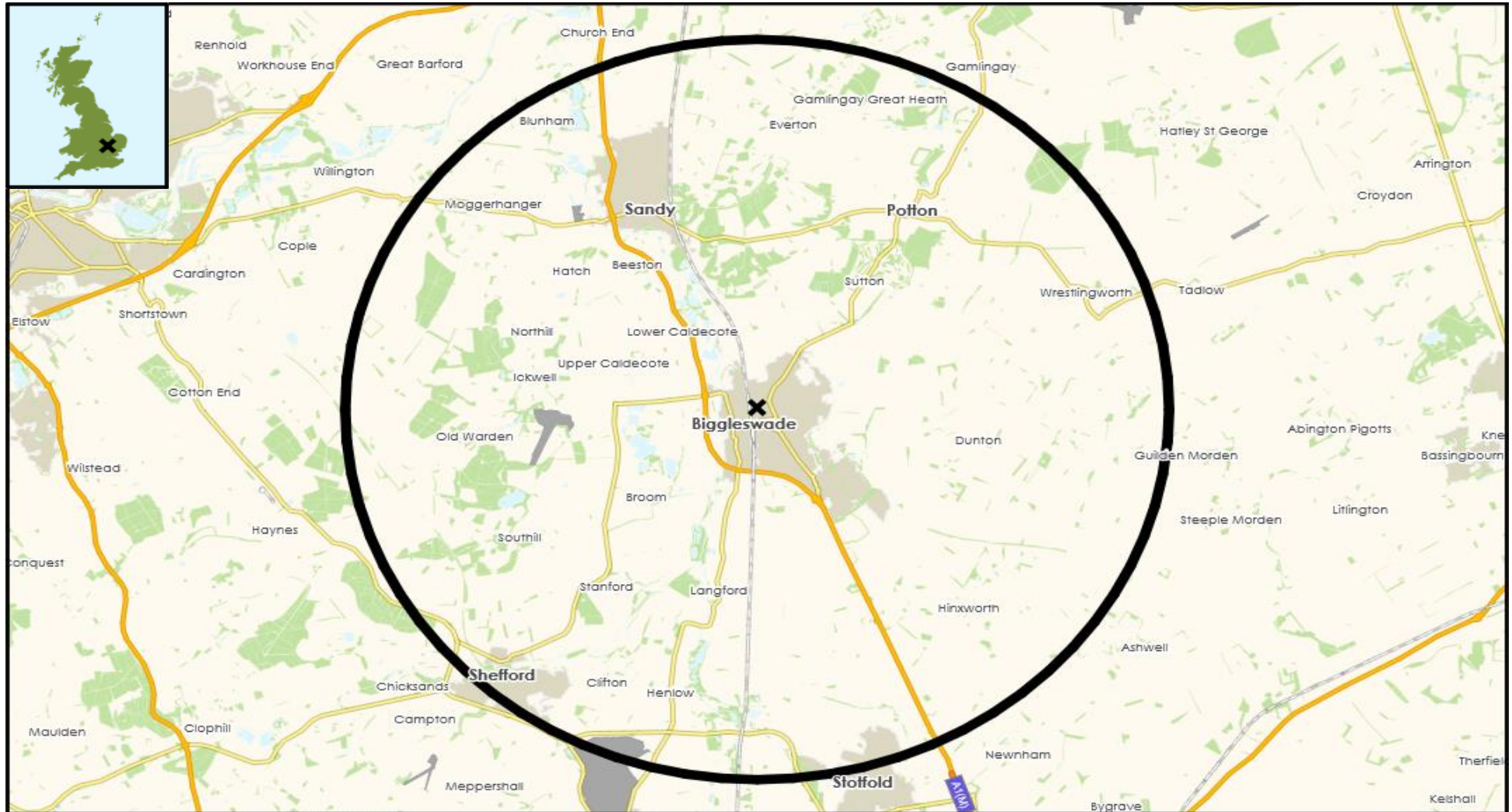
**What is Acorn:** Use this tab to find out more detail about Acorn and what this report shows

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03870\_Wheatsheaf, Biggleswade, SG18 OLS (5 Mile contour)

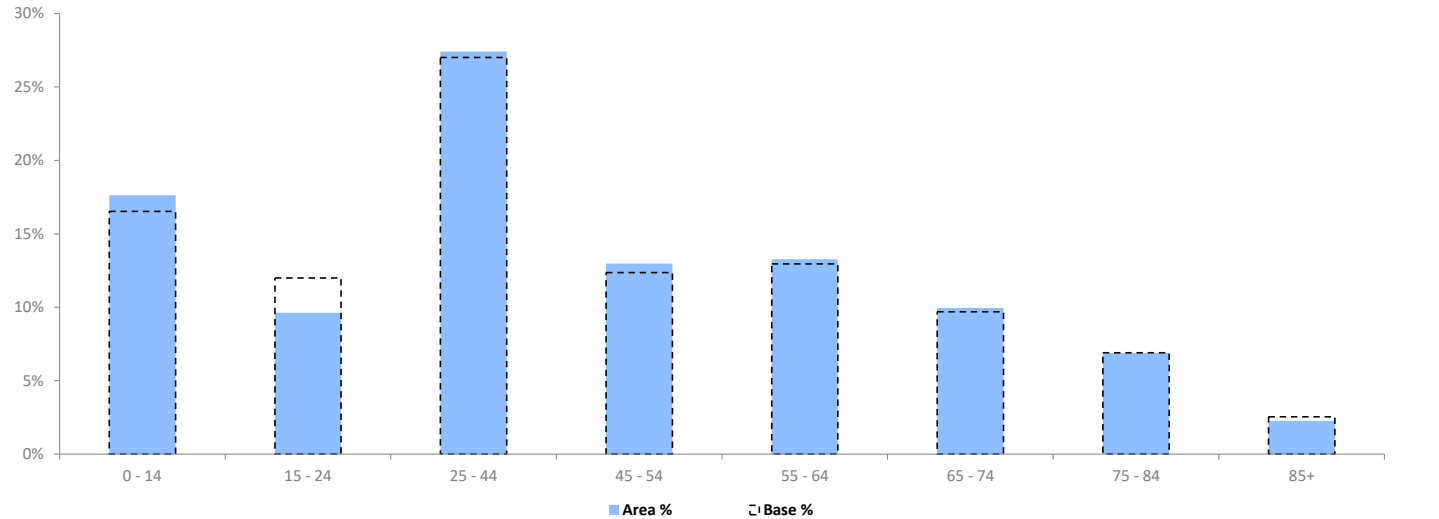


# POPULATION PROJECTIONS

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Area:	P03870_Wheatsheaf, Biggleswade, SG18 0LS (5 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	12,667	17.6	16.5	107			
15 - 24	6,917	9.6	12.0	80			
25 - 44	19,686	27.4	27.0	101			
45 - 54	9,323	13.0	12.4	105			
55 - 64	9,526	13.3	13.0	102			
65 - 74	7,145	9.9	9.7	103			
75 - 84	4,949	6.9	6.9	100			
85+	1,622	2.3	2.5	89			
Total population	71,835						



EXPENDITURE

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Area:	P03870_Wheatsheaf, Biggleswade, SG18 0LS (5 Mile contour)
Base:	Great Britain
Year:	2024

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	£2,969,854	£98.53	£92.53	106			
2. Alcoholic beverages, tobacco and narcotics	£883,301	£29.30	£29.81	98			
3. Clothing & Footwear	£1,425,936	£47.31	£44.48	106			
4. Housing, water, electricity, gas and other fuels	£3,088,029	£102.45	£106.80	96			
5. Furnishings, equipment and routine maintenance	£1,740,752	£57.75	£52.65	110			
6. Health	£813,469	£26.99	£21.84	124			
7. Transport	£4,444,063	£147.43	£125.67	117			
8. Communication	£595,785	£19.77	£19.03	104			
9. Recreation & Culture	£3,358,173	£111.41	£98.79	113			
10. Education	£513,045	£17.02	£21.71	78			
11. Restaurants & Hotels	£3,369,782	£111.79	£103.11	108			
12. Miscellaneous goods and services	£4,551,580	£151.00	£135.92	111			
<b>Total Expenditure</b>	<b>£27,753,768</b>	<b>£920.74</b>	<b>£852.33</b>	<b>108</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.

CENSUS DEMOGRAPHICS

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Area:	P03870_Wheatsheaf, Biggleswade, SG18 0LS (5 Mile contour)
Base:	Great Britain
Year:	2021

NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	Index av=100	0	100	200
1. Higher managerial, administrative and professional	8,484	15.2	12.7	119			
2. Lower managerial, administrative and professional	12,726	22.8	19.9	114			
3. Intermediate	7,621	13.6	11.5	118			
4. Small employers and own account workers	6,595	11.8	10.3	114			
5. Lower supervisory and technical	3,277	5.9	5.6	104			
6. Semi-routine	5,930	10.6	11.7	91			
7. Routine	5,878	10.5	12.1	87			
Never worked and long-term unemployed	2,967	5.3	8.2	64			
Full-time students	2,419	4.3	7.8	56			
Total population	55,897						

